gira patel

girapatel.co • gira.patel94@gmail.com • new york, ny

experience

NBCUniversal   July '17–present
Digital Designer

*Saturday Night Live / Late Night with Seth Meyers /
The Tonight Show Starring Jimmy Fallon*

- Using color, typography, iconography, and texture to create brand guidelines for clean digital experiences across all three Late Night properties.
- Collaborating with UX and motion designers, illustrators, video editors, engineers, and marketing managers to promote shows and products.
- Designing social and web graphics, landing pages, and sub-brand identities such as podcasts and live shows.
- Managing junior designers and interns by delegating projects and providing feedback.

NBCUniversal   June '16–Aug '16
Digital Design Intern

*Saturday Night Live / Late Night with Seth Meyers /
The Tonight Show Starring Jimmy Fallon*

Designed templates for social platforms to create a cohesive digital presence. Worked closely with a digital art director in branding The Tonight Show's BONK! app. Created a guide and organized resources to ease the onboarding process for new interns.

Asian American Studies Program   Sept '14–May '17
Graphic Designer

Designed and illustrated campus flyers and annual reports, updated websites in WordPress, and occasionally provided photography and videography. *Worked on and off between summer internships.*

Freelance Work   June '13–present

Sethmaker Shoemeyers Productions / Stylus Literary Magazine / Strong & Beautiful Me / Kaigo Health

Providing a wide range of work including: web design & development, branding, logo design, promotional graphics, and print collateral.

about

Visual designer that is passionate about digital, branding, and product design. Other interests include tech, media, and the arts.

education

University of Maryland   May 2017
College Park, MD
Bachelor of Arts, Graphic Design
Strategic Design & Innovation Fellowship

skills

Adobe Illustrator	Sketch
Adobe Photoshop	InVision
Adobe XD	Principle
Adobe Premiere	Zeplin
Adobe After Effects	HTML / CSS
Adobe InDesign	WordPress
Keynote	MailChimp

Gujarati (conversational), Spanish (basic)

activities

Bitcamp   Dec '14–Sept '16
Design Lead

Helped organize a collegiate hackathon by designing social graphics, swag, stickers, and the 2016 website. Supervised designers to ensure all work followed the style guide. http://2016.bit.camp

AIGA Student Chapter   Aug '16–June '17
Vice President

Arranged studio tours and planned bi-weekly design workshops and lectures on campus.