

gira patel

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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 premium, cohesive digital experiences across all three Late Night properties.
- Collaborating with UX and motion designers, illustrators, video editors, engineers, and marketing managers to create engaging digital content.
- 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 basic style guide to ease the onboarding process for new interns.

Asian American Studies Program

Sept '14–May '17

Graphic Designer

Designed 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 entertainment.

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

Zeplin

Adobe Premiere

HTML / CSS

Adobe After Effects

WordPress

Adobe InDesign

Bootstrap

Keynote

MailChimp

Gujarati (conversational), Spanish (basic)

activities

Bitcamp

Dec '14–Sept '16

Design Lead

Helped organize a collegiate hackathon by designing social graphics, shirts, 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.