

# PURU PATEL

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## EXPERIENCE

### UI/UX

- SMAD 203 (Foundations of User Experience Design)- The course covered principles of the web and interactive media.
- SMAD 317 (User Interaction Design)- This was a user research course, the course covered principles of user research, prototyping, and how the data could be applied to products.
- SMAD 307 (Interactive design 1) Intro web design course covered the use of HTML, CSS, and Bootstrap.
- SMAD 308 (Interactive Design 2)- The course built upon the foundations developed in its predecessor 307 and covered the use of other prototyping tools such as Figma.
- Google UX design professional certificate  
<https://coursera.org/share/0f0b99eda3eb986dd357694b44e2d45c>

### Creative Cloud

- SMAD 201 (Foundations of Visual Communication Design)- The course covered visual design concepts and use of creative cloud apps.

### Video Editing/shooting

- SMAD 202 (Foundations of Audio Visual Story Telling)- This course covered principles of Audio/Visual Storytelling and consisted of short film projects.

### Copy Editing

- WRTC 300 (Professional Editing)- The course focused on establishing technical editing skills across a diverse range of documents.
- WRTC 400 (Advance Editing)- This course built upon skills established in 300; we worked with local business as clients for our final project.

## EDUCATION

AUGUST 2023

**UNDERGRADUATE DEGREE IN MEDIA ARTS & DESIGN**, JAMES MADISON UNIVERSITY

Location: Harrisonburg, VA

GPA: 3.1 (Dean's list: Spring 2022)

Additional activities: WXJM student radio jockey 2021-23

DECEMBER 2021

## **UNDERGRADUATE MINOR IN WRTC, JAMES MADISON UNIVERSITY**

Location: Harrisonburg, VA

GPA: 3.5

Additional activities: WXJM student radio jockey 2021-23

<https://www.jmu.edu/index.shtml>

**JULY 2024**

## **GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE, COURSERA**

Location: Remote

<https://coursera.org/share/0f0b99eda3eb986dd357694b44e2d45c>

## **SKILLS**

- Creative Cloud apps
- Video editing/ shooting
- broadcasting equipment
- Figma
- HTML/CSS/JavaScript
- UX Research
- Web Design/Graphic Design
- Copy Editing

## **STARBUCKS**

In addition to my academic experience, I have also worked at Starbucks since 2018 and I feel I have gained a lot from there which could contribute to my professional life moving forward. As a Starbucks barista one of the most important standards for me to hold up is our mission statement which is to inspire and nurture the human spirit. This philosophy applies to almost everything we do as Barista's, specifically how we interact with our customers and other partners. I feel having embraced this philosophy gives me the ability to collaborate well with future clients and co-workers.