

Keya Vadgama

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Designer with expertise in designing digital experiences and multilingual typefaces. Currently designing typefaces at BlackFoundry. Recent graduate of the MA type design program at the University of Reading, previously Type@Cooper. 5+ years experience in delivering accessible and responsive user interfaces and experiences across a wide range of industries. Previously taught design to undergraduate students at Sheridan College.

EDUCATION

- 2019–2020 **University of Reading**
Master of Arts in Communication Design—Typeface design pathway
Dissertation—*Rendering complex scripts in digital spaces: the development of layout and shaping technologies for complex script and language representation and consequent approaches to type design*
- 2017 **The Cooper Union**
Postgraduate certificate in Typeface Design—Type@Cooper Condensed
- 2016 **Bitmaker**
Part-time Front End Web Development
- 2011–2015 **York University/Sheridan College**
Bachelor of Design Specialized Honours

EXPERIENCE

- 2020–present **BlackFoundry – Typeface designer**
Designing typefaces that are part of the retail library and extending existing type families.
- 2019 **Narrowcontent Inc. – UI/UX designer**
Developed a responsive website and brand refresh for Lysander Funds Ltd. Prototyped designs in Invision and Webflow, audited user flows and adapted them for optimal efficiency, and worked closely with developers to establish a component based backend.
- 2019 **DDB Tribal Worldwide – UI/UX designer**
Worked with UX strategists to redesign a responsive website for Tourism Nova Scotia (TNS). Prototyped multiple designs in collaboration with front and back end developers and assisted in real time user testing for live TNS mobile and desktop prototypes.
- 2018–2019 **Sheridan College – Part time instructor**
Taught Typeface Design, Typography 2, Design and Image, and Corporate Identity. Prepared course materials and engaged students in discussions about typography, type design, branding, and contemporary design culture.
- 2015–2018 **Pilot Interactive – Lead UI/UX designer**
Designed responsive experiences for various website and mobile applications. Researched and produced competitive analyses, prototyped high fidelity design directions, and conducted user testing when necessary. Developed small scale websites on Webflow. Worked closely with developers to build component based design systems and processes.