Purvaja Patel

DESIGNER & ILLUSTRATOR

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EDUCATION

Academy of Art University, San Francisco, CA—M.A. Graphic Design and Digital Media, 2018–2019

MIT Institute of Design, Pune, India—B.A. Graphic Design, 2013–2017

University for the Creative Arts, London, England—Exchange Semester, 2016

EXPERIENCE

Brand Designer—CreativeX, Los Angeles, Sept 2020–present
Currently developing brand experiences, website design, marketing collateral, illustrations and digital product user experience. Helped the Design team grow from 1 to 4.

Freelance Illustrator—Toucan Technologies, Inc. San Francisco, 2020
Illustrations for Toucan's website including background scenes, language packs, learning packs, and badges for a variety of features on the browser.

Graphic Designer—Lily AI, Mountain View, 2020
Developed branding, illustrations, pitch decks and design for marketing assets.

Brand Design Intern—O(1) Labs, San Francisco, 2019
Developed the primary illustration style for Coda (now Mina), a cryptocurrency protocol. Created cross-platform branding, social media assets, presentations, styles and components for the design library.

Graphic Design Intern—IDO Design, Ahmedabad, India, 2016
Illustration, editorial design conceptualization and event launch for a coffee table book, branding and signage for a variety of clients.

Contract Designer—J&C Stone World, Ahmedabad, India, 2015
Designed a wayfinding system for the office and the warehouse. Corporate identity development for in-house brands.

ACHIEVEMENTS

Nescafé Azera By Design 2016 Winner, London, England
"The Golden City" and "What Brightens Your Morning?"
Coffee Packaging Design

Third Prize—User Experience Design, Adobe XD, San Francisco, California
Adobe Creative Jam, 2019—Adobe HQ

Merit Based Scholarship, Pune, India
Sir Ratan Tata Trust, 2016

SKILLS

Adobe CC, Figma, Webflow, Procreate, Sketch, InVision

LANGUAGES

English
Hindi
Gujarati (Native speaker)