

Charmy Patel

PRODUCT AND GRAPHIC DESIGNER

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A visual storyteller through design, merging research and creativity. With a master's degree in visual communication design from RIT and over 2 years of industry experience in visual communication, UI/UX, interaction, and motion design. Skilled in creating user-centric designs that connect and engage communities, I have a strong background in branding, typography, and branding. I am passionate about contributing to projects that bring people closer together.

PORTFOLIO

INSTAGRAM

LINKEDIN

BEHANCE

SKILLS

Product Design: End-to-end design process, user experience design (UX), user interface (UI) design, interaction design, visual design UI/UX

Technical: Adobe Creative Suite (Illustrator, After Effects, Photoshop, InDesign, Premier Pro, XD), Figma, Maxon Cinema 4D, Google Workspace

Design Principles: Typography, color theory, layout, iconography, aesthetic sense

Prototyping: High-fidelity prototypes, user flows, wireframes

Collaboration: Cross-functional teamwork, strategic product thinking, effective communication, team work

Additional Skills: Problem-solving, presentation skills, social media design, 2D & 3D motion design, animation, web design, process & iteration, branding, graphic design, motion design

ACHIEVEMENTS

April 2024
ROCHESTER INSTITUTE OF TECHNOLOGY

VISITNG GUEST LECTURER

- I was invited to present to first-year graduate students in the Design Systems class, sharing insights on the process of designing logos and brand systems, and providing guidance on best practices in visual communication design.

March 2024
GRAPHIC NEW TALENT AWARD COMPETITION

HONORABLE MENTIONS

- Recognized for exceptional design work in the competition, earning three honorable mentions for the Dasani Identity Redesign, Reese's Packaging, and Helvetica Poster projects. These works showcased design thinking, attention to detail, and strong execution in branding and packaging design.

WORK EXPERIENCE

August 2022 – May 2024
VISUAL COMMUNICATION DESIGN,
Rochester institute of technology

GRADUATE & RESEARCH ASSISTANT

- Conceptualized and designed a logo for "Niagara Swimming Water Power," a non-profit organization, ensuring the visual identity aligned with the organization's mission and values.
- Collaborated with professors on a research project focused on contemporary women designers, providing content that effectively communicated research insights through visually appealing and informative presentations.
- Developed and executed social media visuals for RIT VCD, creating brand identity assets and strategies that increased engagement and visibility on social media platforms.

April 2021 – July 2022
BONOBOZ MARKETING AGENCY,
Ahmedabad, India

SENIOR GRAPHIC DESIGNER

- Enhanced web design for diverse clients across various industries, including hospitals, food & beverage, education, and real estate, significantly improving user experience and engagement benchmarks.
- Collaborated with cross-functional teams, including marketers and developers, to brainstorm and execute creative marketing concepts and campaigns that effectively met client objectives.
- Crafted captivating social media graphics that resulted in a notable increase in follower interaction and engagement, leveraging data-driven insights to optimize design strategies.

January 2020 – March 2021
COLOUR CRAFT STUDIO (CCS),
Mumbai, India

GRAPHIC DESIGNER

- Designed logos and comprehensive branding projects tailored to resonate with target audiences, ensuring consistency across all brand touchpoints.
- Gained valuable insights into brand positioning, strategy, and market expansion, contributing to the studio's ability to attract and resonate target audience.
- Worked collaboratively in a dynamic studio environment, honing the ability to translate client preferences and brand identities into impactful, high-quality designs.

June 2018 – July 2018
PULP AGENCY,
Mumbai, India

GRAPHIC DESIGN INTERN

- Contributed to various projects, including branding, social media campaigns, and packaging design, gaining exposure to professional design practices and agency workflow.
- Managed and coordinated a client's magazine fashion shoot, demonstrating strong initiative, organizational skills, and the ability to work under tight deadlines.

EDUCATION

2022 – 2024
Rochester, NY, USA

MASTERS OF FINE ARTS IN VISUAL COMMUNICATION
ROCHESTER INSTITUTE OF TECHNOLOGY

2015 – 2019
Gandhinagar, India

BACHELORS OF DESIGN IN VISUAL COMMUNICATION
KARNAVATI UNIVERSITY

LANGUAGES

Gujarati, English, Hindi