

# Purvaja Patel

## GRAPHIC DESIGNER & ILLUSTRATOR

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WWW.PURVAJAPATEL.DESIGN

## 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, illustration and digital product user experience.

**Graphic Designer—Lily AI, Mountain View, 2020**

Developed branding, illustration, pitch decks and design for marketing assets.

**Graphic Design Intern—O(1) Labs, San Francisco, 2019**

Developed the primary illustration style for Coda, a cryptocurrency protocol. Created cross-platform branding, social media assets, presentations, styles and components for the design library.

**Graphic Design Intern—IDO Design, Ahmedabad, 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, 2015**

Designed a wayfinding system for the office and the warehouse. Corporate identity development for in-house brands.

**Freelance Designer, 2015–present**

Editorial design, illustration, email marketing, and branding for a variety of clients.

## 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, Procreate, Sketch

## LANGUAGES

English, Hindi, Gujarati (Native speaker)