

SHREMAL PATEL

UI/UX Designer & Art Director with a huge passion for branding & digital design creating effective yet joyful user experience.

www.shremal.com

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shremal

shremal

SKILLS

- Proficient in visual designs from concept to execution for desktop, web, and mobile devices.
- Expert in designing marketing materials, branding, visual style guides, UI patterns, and mood boards.
- Able to work independently, multi-task & manage time wisely,
- Up-to-date knowledge of iOS and Android platforms and their design guidelines.
- Proficient in User Research insights, trends, best practices and A/B testing and analysis.
- Broad exposure to developing a concept, models, interaction flows, wireframes, as interactive prototypes.
- Expert knowledge of design tools, such as Sketch, Flinto, Invision & Adobe Suite.

EDUCATION

- **Diploma in UI/UX Design - 2018.** CareerFoundry
- **Diploma in Computer Games Development - 2010.** Asia Pacific Institute of Information Technology
- **Diploma in Animation and Special Effects - 2008.** Aptech
- **Diploma in Graphics and Advertising - 2008.** Aptech

LANGUAGE

- English
- Hindi
- Gujarati

EXPERIENCE

UI/UX Designer & Art Director - Desygner & WeBrand PTY Ltd

May 2017 - Jan 2018

- Regularly designing new User Interfaces across all devices iOS, Android and Web. Developing WeBrand's brand identity, illustrations, and iconography.
- Working close with developers, CMO & CEO on UI implementation, user experience, creating marketing material & product demo presentations.
- Designing templates for Desygner platform to be used by users across digital & print.

Art Director - The Brand House

Jan 2014 - Dec 2016

Regularly ideating, creating & presenting advertising campaigns across print, tv, and web mediums. Provide constructive feedback on work created by junior designers. Simultaneously managing multiple assignments within established time-frames and budget. Developing & maintaining relationships with clients.

Assistant Art Director - Moringa Ogilvy

Jul 2012 - Jan 2014

Developing designing, and executing advertising campaigns for print and digital. Oversee and direct creative work from initial concepts to execution across retail, POS, experiential, digital and promotional designs. Responsible for overall quality and presentation of clients' work.

Senior Graphic Designer - DaVinci

Feb 2010 - Mar 2012

Regularly produced artwork for a variety of multichannel projects POS, OOH & digital. Delivered high-quality design work from concept through to execution. Assisted creative director on projects.