

SHITAL PATEL

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EXPERIENCE

Senior Graphic Designer / Getty Images / August 2013 – Present

- Provide design support to Americas marketing / Global Demand Gen department.
- Collaborate with internal clients and copywriter to create marketing campaigns, landing pages, print ads, sales tools, digital marketing, and internal documents.
- Manage various projects with sales team (Presentations, sales tools, etc) often with very short turnaround time - from kick off to completion.
- Concept and designed comprehensive visuals for events including environmental design, wayfinding, booths, collateral, and giveaways with corresponding digital pieces.
- Other responsibilities include sourcing vendors, staying current with industry trends (i.e.– cinemagraphs / animated gifs) and mentoring junior designers.

Graphic Designer / Getty Images / July 2012 – August 2013

- Provided design support on global in-house creative team producing international marketing campaigns for Getty Images and other brands iStock, and Thinkstock.
- Created email templates based on brand guidelines that were distributed to the global network of designers for easier workflow.
- Worked closely with project manager and copywriter to create strategic digital marketing campaign deliverables.

Graphic Designer / Citigroup / September 2009 – September 2011

- Designed and produced microsites and digital assets for the Global Events department.
- Created digital banners, email invitations and event branding, along with internal logo and branding development.
- Developed design templates to streamline digital and print asset production.

Graphic Web Designer / Your Web Design Firm / April 2009 – September 2009

- Designed websites and digital/print marketing materials for small business clientele.
- Design work included creative conceiving, brand development, website interfaces, banner ads with some HTML, CSS, Java and PHP coding.
- Oversaw the development team and handled client requests.

Freelance Designer (volunteer) / Shark Savers & Shark Angels / 2008 – 2014

- Designed digital/print marketing collateral and graphics for apparel.

Freelance Illustrator / Hallmark Magazine / November 2007 – May 2008

- Illustrated icons to be used within the folio of the magazine.

Freelance Photographer / Performance Space 122 / October 2006 – May 2007

- Photographed, retouched and color corrected actors for promotional use.

EDUCATION

The City College of New York
BFA in Graphic Design
Magna Cum Laude, 2008

PLATFORMS / SKILLS

Adobe Creative Suite
Photoshop / Illustrator / InDesign
After Effects
Final Cut Pro
Dreamweaver
Adobe Acrobat Pro
PowerPoint
Ceros
Lucid Chart

Branding
Infographics
Iconography
Photo Research
Presentation Design
Intermediate Coding
Demand Generation
Concept Development
Project Management
Problem Solving

PRO-BONO WORK

- Shark Savers
- Shark Angels
- The Nature Conservancy
- Herring Alliance
- KeyJargon

FEATURED

- CNN International Women's Day
- TimeOut New York
- CosmoGirl Magazine
- Hallmark Magazine

BENEATH THE SUGAR COATED SURFACE

- collector of shark tchotchkes
- avid crafter #DIYorDIE
- korean drama and k-pop fan girl