

# Aariya Patel

## PRODUCT DESIGNER

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## EDUCATION

### BrainStation | Diploma, User Experience Design

JUN 20 - SEP 7 2023, NY

### Parsons | BBA, Strategic Design Management

JAN 21 2021 - MAY 24 2024, NY

## PROFILE

Blending a background of 3 years as a marketer and a creative entrepreneur with a strong passion for A.I. solutions and animation, I am seeking to break into the U.X. field to start designing screens of the future.

## SKILLS

Figma, Sketch, InVision, POP App, Optimal Sort, Principle, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro), Procreate, Miro

## PROJECTS

### UX Designer | [FlySmart Travel App](#)

JUN 23 - SEP 7, BRAINSTATION CAPSTONE PROJECT

- Conceptualized and designed the app FlySmart, your go-to travel companion, from initial ideation to high-fidelity prototype. Experience the [prototype](#) and explore the [marketing site](#).

### UX Designer | [MongoDB Learning Access Redesign](#)

AUG 24 - 25, 24-HOUR BRAINSTATION HACKATHON

- Led design efforts within a cross-functional 6-member team, driving the creation of a "get started" process and an AI chatbot for MongoDB.

### UX Designer | [WWF Donation Redesign](#)

JUL 20 - JULY 30, BRAINSTATION DESIGN SPRINT

- Spearheaded a team of 4 designers to innovate the donation process for WWF, targeting untapped Gen-Z potential.

## EXPERIENCE

### Sales and Licensing Intern | True Religion

JAN - MAY 2023, NEW YORK, NY

- Optimized writing line sheets and buyer orders for Urban Outfitter's, Macy's, Tilly's, raising efficiency by 50% and boosting client satisfaction
- Systemized the global licensee's P.D. calendar, updated the brand book, and greenlit product samples, reducing Licensing Director's tasks to enhance product design efficiency
- Managed large-scale product shoots of 100+ apparel samples and assisted in trade show preparations for 3 cities, driving increased brand visibility for a larger audience

### Research and Strategy Intern | IZEA, Worldwide Inc.

JUN - AUG 2022, NEW YORK, NY

- Utilized 30+ reports from WGSN/eMarketer to deliver insights, showcasing deep industry understanding and forecasting 2023 trends
- Built concise decks and presented data to 20+ Client Partners, enhancing their sales pitches with Fortune 500 companies
- Generated social media ideas for Paris Baguette, Taco Cabana, and Albertsons campaigns, contributing to campaigns valued at \$1MM+

### Head of Publications | Mainstreet Marketplace

MAR - OCT 2020, MUMBAI, MH

- Recruited and interviewed 23 leading Indian creatives, ensuring project success amidst COVID 19 challenges
- Spearheaded a 12-intern team, efficiently delegating content tasks and tracking substantial growth to achieve project objectives