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avanti patil

UX/UI & Visual
Designer

mad_byavanti
tarang.exp.alibag

Work experience

UI/UX AND VISUAL DESIGNER
Self-Employeed | September 2013 - Present

Worked on projects like UX/UI design, logo and brand design, packaging, book and editorial design, event design and management, illustration, campaigns, and advertisement & other printed avenues. I am thrilled that my clients are spread across many domains and that leads to getting different projects.

Worked on various projects for Brihanmumbai Municipal Corporation. One of the latest projects that I have worked on is for "Deen Dayal Antyodaya Yojana" for the "Shelter for Urban Homeless" logo and branding. This project was inaugurated by CMO Eknath Shinde and DCMO Devendra Fadnavis.

Apart from that, I have worked on many branding, advertising, event design & management projects for BMC along with some Antique Restoration and maintenance projects for different government bodies.

Some of my varied clients include bakeries, restaurants, Project Padmalay, Renogreen, Sardesai Farms, small2BIG, etc.

UX DESIGNER & ANALYST
Zensar Technologies | Pune, IND | March 2021 - June 2022

Understanding intricacies, loopholes of the project from customer. Using design research methodologies to create flawless user jorneys, information architecture, and build wireframes, mockups, prototypes and final designs. Collaborating with UX designers, product manager and developers to build the intuitive user experiences. Rapidly test
and iterate designs, as well as conduct product testing and user testing activities.

ADJUNCT ASSOCIATE PROFESSOR
Bharati Vidyapeeth College of Fine Art | Pune, IND | November 2020 - March 2021

Conduct sessions on Typography and Visualization to teach third year and forth year
BFA – Applied Art students. Have group and personal discussion and feedback session
to guide students through their assignments.

GRAPHIC DESIGNER
The Wakeman Agency | New York, USA | June 2020 - December 2020

A visual designer collaborating with teams to create user-centric and brand-centric design experiences. Responsible for social media marketing, advertising, and digital designer for campaign design for print and digital media. Taking responsibility in creating strong stories and developing an appropriate narrative for design solutions along with consulting and strategizing design direction based on research and subject understanding.

LEAD UX/UI DESIGNER - Remote Consultant
Bulb & Key | Pune, IND | November 2019 - July 2020

Researching & conceiving strong design solutions with an understanding of focus group.
Responsible for effective problem solving, meticulous human-centered research, creating
user flows, wireframes, & visual design forintuitive user experiences for digital platforms. Collaborate and guide team members and developers. Be attentive toward finding errors and take bold yet responsible design decisions to solve them.

GRAPHIC DESIGN INTERN
Giant Noise | Austin, TX, USA | June 2019 - August 2020

Creative projects from rethinking & establishing new design guidelines, branding for agency as well as for clients, designing for printed avenues, strategizing and designing
for social media marketing, responsible for designing infographics, iconography, illustrations and ideating for photoshoots
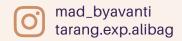
GRADUATE TEACHING ASSISTANT
Savannah College of Art and Design | Savannah, USA | March 2019 - May 2019

Assisted and helped Prof. Deb Oden to conduct classes of Conceptual print making. Conducted feedback, discussion and critique sessions for students to guide them in
their assignments and projects

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Work experience

SCAD MOA DOCENT
Savannah College of Art and Design - Museum of Art
Savannah, USA | October 2017 - May 2019

I was responsible to advance the educational mission of the SCAD Museum for visitors.
As a docent I was responsible to communicate, converse and conduct guided tours of the museum for students, guests and groups of individuals to increase their curiosity about the artworks, installations and current exhibitions.

ART TRAINEE (CREATIVE DEPARTMENT)
Havas Worldwide Digital | Mumbai, IND | March 2019 - May 2019

Part of the team for strategizing, researching & design implementation for Jaslok Hospital, Sanofi, BPCL, HDFC, Audi, VIP, Shoppers Stop, Zee Cinemalu. Designed for advertisements and campaigns. Responsible for developing UX / UI design for websites and digital platforms. Art directed & assisted on photoshoots for fashion brands.

New Initiatives

TARANG
Cofounder | Started in May 2022

Started a platform "Tarang". Tarang is a themed collaborative space that curates new experiences and hosts expositions and exhibitions for the community specifically in the field of art and design. As I moved back from the USA, I realized that understanding and knowledge related to design & art in India still has a long way to go. This is my small step towards improving the current scenario here, which I intend to keep improvising.

Education

MFA - GRAPHIC DESIGN & VISUAL EXPERIENCE
Savannah College of Art and Design
GPA: 3.81 | Savannah, USA | 2016 - 2019

BFA - APPLIED ARTS
Bharati Vidyapeeth College of Fine Arts - University of Pune
Ranked 1st in University of Pune
Pune, India | 2011 - 2014

Language

English
German (Beginner)
Marathi
Hindi

Recognitions

TENTH ANNUAL ARTISTS' BOOK STUDENT COMPETITION & EXHIBITION
Typography books chosen and displayed at the exhibition - ACA Library SCAD, Atlanta Atlanta, USA | May - August, 2017

SAVITRIBAI PHULE PUNE UNIVERSITY
Gold Medalist in University of Pune
Pune, IND | May 2014

ANNUAL ART EXHIBITION
Bharati Vidyapeeth College of Fine Arts University of Pune

1st prize Pune, IND | January 2014
2nd prize Pune, IND | January 2013
3rd prize Pune, IND | January 2012

REGIONAL LEVEL KONKAN ART COMPETITION
1st medal in acrylic painting
India | Nov 2012

Professional Skills

• Human-centered research & design
• Design methodologies & principals
• Design thinking tools & processes
• Research & ideation | Concept development
• Problem-solving | Critical thinking

• UX/UI design
• Wireframing
• Prototyping
• Branding
• Brand design
• Packaging
• Experience design

Environmental design
Motion graphic design
Editorial design
Illustration
Typography
Printmaking
Textile design

• Collaboration
• Production
• Pre-production

• Printing processes
• Project management
• Meticulous | adaptive

Software

Illustrator
InDesign
Photoshop
Adobe XD
Figma
Sketch

SketchUp
After Effects
InVision
Zeplin Animations
Microsoft Office