

## Summary

- › Over ten years of dedicated online experience
- › Creative flair with strong conceptual skills
- › Interaction design approach to problem-solving
- › Broad range of client and agency-side experience

## Short-term contract

### Sit up Shopping Jan 10 - Jun 10

A senior design position working together with specialist recruited team on the launch and build of a new e-commerce site. Designing all web pages, logo and brand elements as well as initial wireframes and research into e-commerce trends. Assisted in the production of presentation boards for Stakeholder meetings. Involved in workshops that led to a functional design document. [www.sit-up.tv](http://www.sit-up.tv) | Site launch soon

### Kooma Sep 09 - Oct 09

UX design role providing user journeys for the website. This was an agile environment working with new tools to rapidly produce wireframes that included e-commerce pages ensuring development of wireframes were feasible with daily feedback with key team members. [www.kooma.co.uk](http://www.kooma.co.uk)

### Headshift Sep 09

Involved in a unique project applying a social web layer for a major public sector client. Looking into aspects of user experience such as personas, site flows and wireframes to produce concepts that provided unique ways to improve healthcare and communication between doctors, health experts and patient. [www.headshift.com](http://www.headshift.com)

### Aromatherapy Associates Aug 09

Working as an information architect to provide wireframe solutions for this established wellbeing brand and e-commerce site in a very short time frame. [www.aromatherapyassociates.com](http://www.aromatherapyassociates.com)

### The Law Firm Apr 09 - Aug 09

Lead designer of microsite promoting an internet-based competition using social media for one of the UK's oldest companies. Created wireframes, user flows and all web design and collaborating with an off shore development team. [www.mornflakevideocompetition.com](http://www.mornflakevideocompetition.com)

### Uffindell West Jan 09 - Apr 09

Designed key website pages for the British Computer Society - a professional computing body. Visualising to high brand standards on this multi functional site. Designing social networking, e-commerce pages as well as media player concepts. Working to DDA compliancy. [www.bcs.org](http://www.bcs.org)

### Wasabi (formally Passado) Jan 08 - Jul 08

Created wireframes and page design for this European social networking site using web 2.0 concepts and behaviours. Focused on a white-label development programme. Dealt with usability specialists. Played a key role in conceptualising new site logo. [www.uk.wasabi.com](http://www.uk.wasabi.com)

### Splendid Sep 07 - Dec 07

Specialist interaction design role consisting of client visits to understand business needs. Developing user personas, work flows and scenarios. Tested concepts with low-level wireframes. [www.joslinrowe.com](http://www.joslinrowe.com)

### Clinic Jun 07 - Jul 07

Designer of key templates for an online art gallery and auction site working with limited brand guidelines to produce page designs. Project involved overseas communication with the client. [www.saffronart.com](http://www.saffronart.com)

## Overview

Usability DDA  
Site flows  
Wireframing  
Concepts IA  
Social Media  
Photography  
e-Commerce

## Advanced skills

Photoshop CS3  
Illustrator CS3  
ImageReady CS3  
Freehand MX  
OmniGraffle  
Balsamiq Mockups  
Mac/PC platforms

## Basic skills

Flash  
Fireworks  
Dreamweaver  
HTML 4/CSS  
Usability Issues  
DDA compliancy

## **Kirit Patel // Interaction Designer**

### **Twentysix London Mar 07 - May 07**

Focusing on key pages for the UK bmi site. Worked with information architects and usability companies to provide the design rationale for the final designed pages.  
[www.flybmi.com](http://www.flybmi.com)

### **Complete Sep 06 - Oct 06**

Aiming to improve National Rail online journey planner through information design. Working closely with an information architect. Involved in testing with usability labs at key stages. Designed icons and graphics for the website.  
[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

### **Digital Agencies Various dates**

Various roles at agencies including Proximity, Good Technology, VCCP and Corporate Edge. Key work included email campaigns for Eurostar, Shell and VW. Banner concepts for Alliance and design work for Microsoft.

### **Long-term contract**

#### **Cheapflights May 05 - May 06**

Designed email newsletters on a weekly basis, working closely with the editorial and technical team supporting design updates for the family of Cheapflights sites. Familiar with technical restrictions of the medium and best practices of email marketing design.  
[www.cheapflights.co.uk](http://www.cheapflights.co.uk)

#### **Wunderman (Y & R) Mar 02 - Dec 04**

Produced an extensive quantity of image-based content for the Land Rover global websites in 2002 and 2004. Worked in a collaborative environment with the client, account directors, copywriters and creative director to provide the most appropriate photographic assets ensuring that they were all on brand for the individual vehicle types.  
[www.landrover.com](http://www.landrover.com)

Provided a range of imagery for Ford's UK site and microsites. Created promotional graphics and other supporting material for the brand.  
[www.ford.co.uk](http://www.ford.co.uk)

Design work for the global website and contribution to the project by using a content management system to help launch the online consumer presence of Motorola.  
[www.hellomoto.com](http://www.hellomoto.com)

### **Full time**

#### **AOL UK Nov 99 - Nov 01**

Began as a junior designer working for the CompuServe website. Promoted to online designer after nine months. Designed interfaces, icons and banners. Worked on new site launch in 2001. Successfully redesigned top-level pages across the site to maintain visual consistency and established a more efficient production workflow.

Produced a number of visual assets for the CompuServe web browser including icon and screen design. Assisted junior designers with their daily tasks by overseeing design jobs and demonstrating in-house techniques and procedures to produce site updates. Provided graphics for the localisation of products across AOL brands.  
[www.aol.co.uk](http://www.aol.co.uk) | [www.compuserve.co.uk](http://www.compuserve.co.uk)

### **Personal Statement**

As a freelance designer I enjoy interaction with a diverse range of people and projects. Always striving to embrace the processes and methodologies that I encounter through the experience. With an information design background I approach projects from a structured point of view whilst providing an appropriate visual solution for each brand and brief.

Moving forward I would like to design for multiple interaction environments that go beyond the web, utilizing the vast experience gained along the way. I see the discipline of Interaction Design becoming more important as we begin to interact with objects and interfaces in new ways on and off screen.

### **Contact**

23 Wood Rise  
Pinner  
Middlesex  
HA5 2JE  
+44 (0) 1895 678 780  
+44 (0) 7769 662 560  
[www.token-asian.com](http://www.token-asian.com)  
[kirit@token-asian.com](mailto:kirit@token-asian.com)

### **Education**

**BA Graphic Information Design**  
University of Westminster,  
London

### **HND Graphic Design**

University College,  
Northampton

### **BTEC Art & Design**

**Foundation**  
Bilston College,  
Wolverhampton