

Summary

- Creative flair and strong conceptual skills.
- Over eight years of dedicated online experience.
- Interaction design approach to problem solving.
- Typographical awareness and a strong eye for detail.
- Varied client base including global brands.

The Person

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Freelance

Sep 2008 to present date: Small projects including roles at VCCP, Thomson Reuters and Joshua G2.

Jan 2008 to Jul 2008: Created wireframes and designed pages for a European social networking site. Focused on a white label development programme working on concepts to integrate the website with third parties. Worked with usability specialists to improve the site experience. Highly active in brainstorming concepts for a new logo and briefed a designer to artwork the final designs for print and web. A continual responsibility throughout the contract was to communicate effectively to an off shore development team about ongoing website updates and development. | www.wasabi.com

Sept 2007 to Dec 2007: Worked as an interaction designer on the redesign of a recruitment website. The role consisted of several client visits to understand business needs which helped the team to develop and design user personas, work flows and user scenarios. Initial ideas for the website and user journey concepts were tested with paper prototypes. Complex interaction journeys such as the registration process and job listings pages were visualised with wireframes. | www.howsplendid.com | www.joslinrowe.com

Jun 2007 to July 2007: Designer of key pages for an online art gallery and auction site. This project involved direct communication with the client in India and required a clear understanding of the sites behaviour and intentions. | www.saffronart.com

March 2007 to May 2007: Sole designer of BMI's website. Working closely with information architects and usability companies to provide the design rationale for the final designs. | www.twentysixlondon.com

Dec 2006 to Feb 2007: Worked on a number of production jobs whilst at this agency with the main client being Microsoft. | www.goodtechnology.com

Sept 2006 to Oct 2006: Updated National Rail online journey planner. This was an information design role working closely with an information architect, the brief was to make the site more user friendly and give the user more control over results. The project was tested in usability labs as it progressed. | www.complete.co.uk

June 2006 to Sept 2006: Design of email campaigns for Eurostar, Shell and VW alongside a variety of work that included banners and promotional graphics for Royal Mail. | www.proximitylondon.com

May 2005 to May 2006: Designed email newsletters on a weekly basis in a demanding environment working closely with the editorial and technical team. Supported design updates to the family of Cheapflights sites. Produced a series of icon and button designs setting a precedent for future styles. | www.cheapflights.co.uk

Mar 2002 to Dec 2004: Wunderman, Young & Rubicam Inc, London. | www.wunderman.com
 Produced an extensive quantity of image based content for the launch of the Land Rover global websites in 2002 and 2004. Image production was a key element in the success of this site as all images were centralised via a content management system and were made available to over 30 markets. | www.landrover.com

As a result of the Land Rover work was recommended to fill a similar role for Ford's UK website in 2003, working on the production of this and other Ford microsites, providing artwork and creating promotional graphics and other supporting material. | www.ford.co.uk

Started as an original team member working on the global website for Motorola. As well as design work, contributed to the project by using a bespoke content management system to help launch the various phone sections that now make up the online consumer presence of Motorola. | www.hellomoto.com

The Education

University of Westminster, London
BA hons Graphic Information Design
University College, Northampton
HND Graphic Design
Bilston College, Wolverhampton
BTEC Art & Design Foundation

Advanced Skills

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

Basic Skills

Flash
Fireworks
Dreamweaver
HTML 4/CSS
Usability Issues

Full Time

Nov 1999 to Nov 2001: AOL Time Warner. London. Online Designer.

This employment started out as a Junior Designer role working for the CompuServe brand where promotion lead to an Online Designer title after nine months.

Designed effective interfaces, icons and banners including elements for the redesigned site which launched in September 2001. Successfully redesigned top level pages across the site which were eventually adopted by all the channels enabling a more efficient workflow for future updates.

Produced a large volume of work and concepts for the CompuServe web browser of which key contributions were icon and screen design.

Assisted junior designers with their daily tasks by overseeing their design jobs as well as demonstrating in-house techniques and procedures to produce daily graphical updates. Provided graphics for the localisation of products across the AOL brands. | www.compuserve.co.uk

Personal Projects

Solely responsible for the design and coding of a site which features a large archive of music related content. Creating a set of templates that would allow for new sections and changing media. The site currently consists of over 450 pages. Continue to play a role in its maintenance, contributing to the original photographic imagery on the site as well as designing promos, writing and editing interviews. | www.isnakebite.com

Designed prototype website for an online fantasy football game, incorporating icon design, banners and email newsletters. | www.playffw.com

Personal Statement

Being a freelance designer has enabled me to work with a variety of skilled people with differing backgrounds giving me an insight into a wider range of working processes and methodologies.

The benefit of having an information design background allows me to think in a structured and clear approach. This is complemented with my earlier educational training focusing on the more visual side of communication, such as typography, photography and layout.

As my career progresses I would like to design for a range of online environments moving beyond the web so I see my role changing into that of an interaction designer. With the aid of a good brief and client, I hope that my work will continue to combine my passion for good information design and strong aesthetics.

References

Available upon request.