

AASHKA PATEL

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Portfolio : aashkapatel.com

BIO

Aashka Patel, currently pursuing Masters in Graphic and Experience Design as a master's student at NC State College of Design in Raleigh, NC. Having a diverse background across design domains, embracing a multidisciplinary approach for constant evolution. Focused on meaningful impact, delving into accessible and inclusive design to contribute to broader societal goals. Detail oriented team player with strong design related skills and ability to handle multiple projects across domains with a high degree of accuracy.

WORK EXPERIENCE

Graduate Teaching Assistant | NC State- College of Design - Raleigh 08/2023 - Current

- Assisted Professor to conduct complex User Experience design project sponsored by Laboratory of Analytical Sciences, USA for a class of 15 students and helped increase the outcome efficiency by 20 percent
- Helped students with some insights, research, Persona building, software skills, also making design project inclusive for everyone to use
- Managed a classroom of diverse learners, implementing differentiated instruction strategies to meet individual student needs

Graphic Designer | Tactiles - Ahmedabad, India 07/2022 - 12/2022

- Collaborative project with Blind people's association for designing board game for visually impaired
- Conducted primary user research and stakeholder interviews to understand needs and frustrations to make it more accessible
- Designing the game and packaging to make it more accessible for them in terms of ease of play, understanding, dependence while play and ergonomics which increased the gameplay amongst individuals there by 40 percent

Graphic Designer | TSK Design Studio - Karnataka, India 05/2022 - 06/2022

- Collaborated with senior designers, contributing to various projects which was instrumental in elevating design quality and cohesiveness across multiple projects
- Orchestrated seamless communication within design team for identity and branding initiatives and played key role in enhancing brand identity, resulting in increased brand recognition
- Liaison with team members in packaging, publication design, and design research which led to better design decisions for the team
- Elevated client presentations, positively influencing client satisfaction and project success

UX Designer | Flash Fuels Tech - Ahmedabad, India 06/2021 - 04/2022

- Optimized mobile app's UI, resulting in increased user engagement and improved usability
- Conducted user research for better design outcomes, talked to personas for their insights and understand goals, frustrations and needs which helped to design a user centred app which is inclusive and can be used by all
- Streamlined communication and collaboration with website design team, fostering consistent brand image across platforms
- Pioneered impactful social media strategy and design language, elevating company's online presence and audience engagement which increased the brand engagement by 20 percent.
- Successfully delivered branded collaterals, reinforcing unified and visually compelling brand identity to create brand image

EDUCATION

Masters in Graphic And Experience Design: UX UI Design 08/2023 - 05/2025
North Carolina State University - Raleigh, NC

Bachelors of Design: Communication Design 06/2019 - 05/2023
GLS University - Ahmedabad, India