

Bhavisha Patel

Graphic and Digital Designer

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Creative and detail-driven Graphic & Digital Designer with 8+ years of experience building brand identities, digital campaigns, websites, and high-impact visual assets across print and digital. Skilled in transforming concepts into clean, engaging, and functional designs that support brand storytelling and marketing goals. Experienced in collaborating with cross-functional teams, creating social media content that drives engagement, and delivering visually cohesive brand systems. Strong foundation in layout design, UI/UX principles, and multi-platform digital content creation.

CORE SKILLS

Brand identity · Brand guidelines · Visual & design systems · Art direction · Layout design · Typography · Packaging · Social media campaigns · Digital marketing assets · Presentation design · Wireframes · User flows · Prototypes · UI/UX design · Responsive design · Interaction design · Figma components · Web design (Wix, Squarespace, Readymag)

TECHNICAL SKILLS

Adobe CC: Photoshop · Illustrator · InDesign · XD · After Effects · Lightroom

Motion & Video: Premiere Pro · Final Cut Pro · CapCut · Adobe Express

UI & Web: Figma · Wix · Squarespace · Readymag · WordPress · Canva

Other Tools: Autodesk Sketchbook · Keynote · PowerPoint · Google Slides

PROFESSIONAL EXPERIENCE

Freelance Graphic & Web Designer, The Symbol Group (Contract) | Jul 2022 – Present

- Lead brand and digital design for The Symbol Group's bi-annual international conferences, including the full redesign of the organisation's website used by a global academic audience, improving clarity, user experience, and event visibility.
- Create wireframes, UX flows, and responsive layouts to improve navigation, clarity, and engagement for conference attendees.
- Develop digital assets, marketing visuals, and social media content to support year-round engagement between conference cycles.
- Maintain and update the site's design system, ensuring brand consistency and easy scalability ahead of Symbol'26.
- Collaborate directly with founders to refine visual identity across digital platforms, strengthening brand recognition within academic and design communities.
- Produce promotional materials (banners, presentations, speaker graphics, visuals) aligned with conference themes and messaging.

Teaching Assistant, MA Course, University for the Creative Arts (Epsom) | Sep 2021 – January 2023

- Assisted course leaders in planning and delivering design lectures and workshops, ensuring alignment with curriculum objectives.
- Provided 1-to-1 guidance on student design projects, supporting visual development, concept refinement, and portfolio progression.
- Delivered workshop support in typography, layout, visual storytelling, and digital tools.

Book Designer, Ashtead Ryemeadows Fields Trust | Aug 2021 – Nov 2021

- Designed the full interior layout of the publication, ensuring a clear visual hierarchy, strong readability, and a cohesive aesthetic aligned with the Trust's mission.
- Applied appropriate typography, colour accents, and formatting systems to enhance narrative flow and visual consistency throughout the book.
- Curated and arranged images and illustrations to support the storytelling and improve the overall reader experience.
- Created promotional materials for the launch event to support community engagement and visibility.

Mid-weight Graphic Designer, Greenopia.in (Now wetheminies.com) | May 2016 – Oct 2019

- Designed and executed brand-wide visual content across social media, campaigns, packaging, and digital platforms.
- Created high-impact social media assets (posts, ads, banners) contributing to a 30% increase in audience engagement and follower growth.
- Developed logos, packaging, brochures, print materials, and digital designs that strengthened brand identity across product lines.
- Designed UI layouts, icons, and user journeys for website improvements, enhancing usability and retention.
- Conducted client meetings to gather requirements, present concepts, and deliver design solutions aligned with business goals.

Promotion & Branding Manager, MSLC (Now Info-movers Technology) | Oct 2015 – Apr 2016

- Led brand messaging and visual identity across digital platforms, strengthening customer perception and brand consistency.
- Designed banners, ads, web graphics, and email templates to support promotional campaigns and improve user engagement.
- Created blog layouts, scripts, and video content to enhance product education and marketing reach.
- Developed presentations and training materials for internal and external stakeholders.

EDUCATION

Master of Arts in Graphic Design (Distinction) | 2020 - 2021

University for the Creative Arts, Epsom, UK

Bachelor of Fine Arts in Painting | 2011-2015

Maharaja Sayajirao University, India

VOLUNTEER EXPERIENCE

Graphic Design Volunteer – Wellcare Pharmacy Group | 2023 – Present

- Design digital posts and banners for health campaigns (vaccines, blood tests), improving clarity and community engagement.

Graphic Design Volunteer – Ashtead Ryemeadows Fields Trust | 2021

- Recommended improvements to logo and brand consistency across print and digital materials.
- Design support contributed to a later commissioned book layout project.

Course Representative – MA Graphic Design, UCA | 2020 – 2021

- Gathered feedback from students and presented suggestions to improve course quality and community engagement.
- Organised activities to increase student interaction and wellbeing.