

# Bhavisha Patel

Graphic and Digital Designer

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Graphic and Digital Designer with 8+ years of experience across branding, digital campaigns, web design, social media design, and print. Skilled in research-led, organised design approaches, with strong expertise in layout, responsive web design, user-centred design principles, and multi-platform digital content.

## CORE SKILLS

**Brand and Print:** Brand identity, typography, packaging design, layout design, design systems

**Digital and Web:** Web and UI design, responsive design, digital assets, Figma components, social media design, presentation design, motion graphics, video content

**UI/UX:** Wireframes, user flows, prototypes, interaction design, user-centred design principles, interface layouts, visual hierarchy, responsive web interfaces

## TECHNICAL SKILLS

**Adobe CC:** Photoshop, Illustrator, InDesign, XD, Lightroom, Firefly, Express

**Motion and Video:** Premiere Pro, Premiere Rush, Final Cut Pro, CapCut, Adobe Express

**UI and Web:** XD, Figma, Wix, Squarespace, Readymag, WordPress, Webflow, Canva

**Other Tools:** Autodesk Sketchbook, PowerPoint, Google Slides, Hootsuite, Trello, Asana, Slack

## PROFESSIONAL EXPERIENCE

### Freelance Graphic and 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) | Sept 2021 – Jan 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 and Branding Manager, MSLC (Now Infomover.io) | 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)**  
University for the Creative Arts, Epsom, UK
- **Bachelor of Fine Arts in Painting**  
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**

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