

# AARIYA PATEL

(646)-942-2515 | [aariyadesigns.com](http://aariyadesigns.com) | [aariyadesigns007@gmail.com](mailto:aariyadesigns007@gmail.com) | <https://www.linkedin.com/aariyapatel/>

## SUMMARY

Data-driven UX Designer and strategist with a background in marketing and graphic design, leveraging interactivity, inclusivity and innovation to craft digital solutions for interfaces of tomorrow.

## EDUCATION

### Parsons School of Design, The New School

*B.B.A. Strategic Design and Management*

New York, NY

January 2021 – December 2024

- **GPA:** 3.9
- **Relevant Courses:** Color Theory, Typography Theory, Layout Design, Human Centered Design, Strategic Management

### BrainStation

*Full-Time UX Design Bootcamp*

New York, NY

May 2023 – September 2023

## PROJECTS & OUTSIDE EXPERIENCE

### Designpreneurs Annual Start-Up Design Hackathon

*Product Designer*

New York, NY

November 2023

- Selected as one of 40 designers from four top design institutions, I partnered with the startup Closet Raani, competing against 25 teams in the 3rd Annual Designpreneurs Hackathon co-hosted by the Berkley Center for Entrepreneurship and BCG X
- Collaborated with the founder to innovate, validate, and rapidly develop mid-fidelity prototypes to pitch within 72 hours

### MongoDB Hackathon for Improving Learning Access

*Lead UX Designer*

New York, NY

August 2023

- Worked for 3 days alongside designers, engineers, and data scientists from BrainStation on a prompt provided by MongoDB
- Successfully collaborated with engineers, engaged in rapid ideation and built a winning functioning prototype

### BrainStation Capstone Project | FlySmart Travel App

*Product Designer*

New York, NY

June 2023 - Present

- Conceptualized and designed the FlySmart app, from initial ideation to high-fidelity prototype
- Continued UX research for Parsons senior thesis, focusing on travelers with disabilities and special needs

## PROFESSIONAL EXPERIENCE

### True Religion Brand Jeans

*Sales and Licensing Intern*

New York, NY

January 2023 – May 2023

- Managed large-scale product shoots of 100+ apparel samples for the new collection, streamlining sales' lead tasks
- Assisted in trade show preparations, resulting in enhanced brand visibility in Atlanta, Dallas and Baltimore
- Organized global licensees' P.D. calendar and brand book, and greenlit samples, reducing Licensing Director's workload
- Assisted and observed buyer meetings with major retailers including Macy's, honing soft skills in consulting and negotiation

### IZEA, Worldwide Inc.

*Research and Sales Strategy Intern*

Remote (FL)

June 2022 – August 2022

- Analyzed 30+ WGSN/eMarketer reports to demonstrate in-depth industry knowledge and predict 2023 trends
- Built concise decks and presented data to 20+ Client Partners, enhancing their sales pitches with Fortune 500 companies
- Generated social media ideas for Paris Baguette, Taco Cabana, and Albertsons, contributing to campaigns valued at \$1MM+

### Mainstreet Marketplace

*Head of Publications*

Mumbai, MH

March 2020 – October 2020

- Recruited and interviewed 23 leading Indian creatives, ensuring project success amidst COVID 19 challenges
- Spearheaded a 12-intern team, efficiently delegating content tasks and tracking substantial growth to achieve project goals

## LEADERSHIP & ACTIVITIES

### Parsons: Exploration in Graphic Design and Illustration

*Certification*

Remote (NY)

May 2020 – August 2020

### Taft Varsity Squash Team

*Team Captain*

Watertown, CT

August 2017 – May 2019

## SKILLS & INTERESTS

**Skills:** Adobe Creative Suite, Canva, CSS 101, Dovetail, Excel, Figma, Google Analytics, Google Trends, HTML 101, InVision, Miro, Mural, Optimal Sort, Otter.ai, POP App, Principle, Sketch, Survey Monkey, Zeplin

**Interests:** Illustration, Squash, Augmented Reality, Learning Languages, App Development, Drumming

**Languages:** English (native), Hindi (fluent), Spanish (advanced)