

Luxme Patel

Designer

Education

Savannah College of Art and Design (SCAD)
Bachelor of Fine Arts,
Graphic Design

Atlanta, GA
2014 - 2018

Minneapolis College of Art and Design (MCAD)
Master of Arts,
Sustainable Design

Minneapolis, MN
2020 - Expected 2022

Skills

Adobe Photoshop	Procreate
Adobe Illustrator	Adobe Sketch
Adobe InDesign	Adobe Dimension
Adobe After Effects	Maxon Cinema 4D
Adobe Lightroom	SketchUp

Awards

Adobe Achievement Award Semifinalist
Print, Web & Packaging Design, 2018

Succession Gold & Silver Medalist
Graphic Design, 2018

IDA Design Award Nomination
Promotional Packaging Design, 2018

Affiliations

AIGA, American Institute of Graphic Arts
2016–Present

Experience

Product Designer,
Associate Designer
Target Corporation

Minneapolis, MN
2019 - present

Worked with Design Director, Sr. Designer and Engineers on product design and development for Target brands: Heyday and More than Magic.

Illustrated artwork supported by trend stories, developed strategic concept boards for collections within the brands and applied design to over four hundred items per year.

Designed and developed electronic products such as tech organizers and cable management forms based on in-depth guest insights & research.

Graphic Designer
Ideas That Evoke

Madison, WI
2018 - 2019

Collaborated with Creative Director and designers with clients such as R.Riveter, Clairol Professional, Andis & Coty Beauty.

Designed branding & visual identities, social media content, editorial print work & digital campaigns.

Developed brand and marketing strategies for both graphic and motion design.

Art Director
The Home Depot
SCAD Pro Course

Atlanta, GA
2018 - 2019

Worked on a ten week project with multi-disciplinary designers with The Home Depot team.

Designed process book and presentation consisting of research, concept development, illustrations, renders & final designs.

Developed visual design strategies for Husky Tools across digital, experiential & promotional platforms.

Design Intern
Mountain View Group

Atlanta, GA
2017 - 2018

Worked along side Creative Director and Design Director with various clients such as Newell, Coca-Cola, GE, CSM bakery, Raytheon, Aptean & Alcon.

Designed templates focusing on brand identity, promotional work & website design

Researched user-interface elements, brand elements, brand & social media marketing.