

JAANKI PATEL

DIGITAL DESIGNER

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ABOUT ME

Versatile, self-driven and passionate about Graphic Design, with a meticulous attention to detail. I'm a highly motivated, determined, hardworking individual, with a committed attitude towards projects, which reflects a high level of competence in an extensive range of tasks.

Dynamic and goal-oriented professional, capable of working accurately and logically under pressure.

Enjoy challenges that enable me to continuously expand and develop new design skills and evolve the way I approach tasks and think.

Ambitious and focused individual with communication and social skills that provide me the ability to lead projects, work confidently in a team as well as using my initiative to work independently.

PRO SKILL

Adobe CC

Articulate/Rise 360

Marketing & Communications

Video/Animation

UX/UI Instructional & Content Design

Branding

EDUCATION

BA(Hons) Graphic Communication and Information Design

2010-2013

GCSE

2003 - 2008

Maths (A), Science Double Award (A, B), English Language (A), English Literature (A), Art (A*), Textiles (A*), Geography (A), History (A*), RE (A), ICT (A)

WORK EXPERIENCE

Global Talent Development Design Manager

2021 - 2024

RALPH LAUREN

Specialising in digital design within the Learning & Development Department. Collaborating with the Branding, Merchandising and Marketing teams to ensure a consistent aesthetic and message across all training material, campaigns and internal/external communications. Leading a small global team to drive the core business message and strive to deliver visually innovative and engaging digital content from all projects and briefs. Working remotely allows me to concentrate on key projects while cultivating global relationships and exchanging knowledge, enabling me and my team to execute projects with a broader insights.

In the last 3 years of my career my design skills have become highly refined and my level of analysis has developed to ensure all projects are executed in an informed progressive way and through my highly collaborative work style I was able to progress to a leadership role.

- Developed a comprehensive suite of learning material, improving employee performance and engagement. Storyboarding concepts and proposals for eLearnings, micro-learnings, interactive PDFs, PowerPoint presentations, animations, videos, and audio.
- Strategised and designed engaging brand aware communication campaigns via HTML emails, digital publications, infographics, and social media assets. Utilising Adobe Suite, Canva and Figma.
- Applying a UX/UI lense on all projects deployed by the team, ensuring the user and the objectives are thought about at every stage, increasing utilisation and positive feedback.
- Managing projects and collaborating with wider teams to understand a client's needs, evaluating project objectives, considering translations, budgets and organising timelines with an effective review processes to ensure seamless alignment to the business goals.
- Created a series of timeless inspirational videos, learning resources and communications surrounding seasonal launches, driving retail performance and positive client experiences.
- Conceptualising and crafting creative content, enhancing digital communication strategies. Producing high-impact, purpose-driven animations, infographics, videos, advertisements, social media assets, and web layouts. Managing social media platforms and increasing engagement.
- Supporting global business initiatives focused on key social issues such as diversity, inclusion, philanthropy, and sustainability. Designing impactful 'Capsule' resources while maintaining strong internal brand alignment and staying informed about competitor activities to ensure forward-thinking strategies.
- Managing a global team to strive to deliver innovative design solutions collaborating and sharing skills to progress as a core business function. Working towards demanding rapid deadlines efficiently.

Middleweight Digital Designer

2020 - 2021

BARINGA

Developing and implementing an internal brand, elevating the internal communication aesthetic. Designing brand assets and templates to be utilised by all employees, strengthening the brand messaging and employee connection.

Digital Design Executive

2019 - 2020

INFORMA PLC

Designing the digital and print visuals for various key business proposals and internal initiatives, working on a branding a new onboarding process and visual messaging associated to this. Designing digital campaign proposals.

Middleweight Graphic Designer

2017 - 2019

WILLAMS LEA TAG

Junior Digital Designer

2017 - 2019

EY