PURU **PATEL**

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EXPERIENCE

UI/UX

- SMAD 203 (Foundations of User Experience Design)- This was one of my initial courses in SMAD. The course covered principles of the web and interactive media.
- SMAD 317 (User Interaction Design)- This was a user research course, which was goal driven. The course covered principles of User research and prototyping; in addition to how the data could be applied to products.
- SMAD 307 (Interactive Design for Web 1)- This course focused on principles for creating effective web communication. The course had an emphasis on the use of HTML, CSS, and Bootstrap.
- SMAD 308 (Interactive Design 2)- The course built upon the foundations developed in 307. It had an emphasis on JavaScript and processing art.

Creative Cloud

- SMAD 201 (Foundations of Visual Communication Design)- The course covered visual communication design concepts and how they could be applied. The course consisted of deliverables, which were to be executed across various creative cloud apps.

Video Editing/shooting

- SMAD 202 (Foundations of Audio Visual Story Telling)- This course covered principles of Audio/Visual Storytelling. It consisted of several Audio/Visual deliverables varying in subject matter.

Copy Editing

- WRTC 300 (Professional Editing)- The course focused on establishing technical editing skills across a diverse range of documents.
- WRTC 400 (Advance Editing)- This course built upon skills established in 300; nevertheless, it had greater emphasis on working with clients. The course consisted of a final project, in which we were assigned local community business as our clients.

EDUCATION

AUGUST 2023

UNDERGRADUATE DEGREE IN MEDIA ARTS & DESIGN, JAMES MADISON UNIVERSITY

Location: Harrisonburg, VA
GPA: 3.1 (Dean's list: Spring 2022)
Additional activities: WXJM student radio jockey 2021-23

DECEMBER 2021

UNDERGRADUATE MINOR IN WRTC, JAMES MADISON UNIVERSITY

Location: Harrisonburg, VA
GPA: 3.5
Additional activities: WXJM student radio jockey 2021-23
https://www.jmu.edu/index.shtml

SKILLS

- Creative Cloud apps
- Video editing/ shooting
- broadcasting equipment
- Figma

- HTML/CSS/JavaScript
- UX Research
- Web Design/Graphic Design
- Copy Editing

STARBUCKS

In addition to my academic experience, I have also worked at Starbucks since 2018 and I feel I have gained a lot from there which could contribute to my professional life moving forward. As a Starbucks barista one of the most important standards for me to hold up is our mission statement which is to inspire and nurture the human spirit. This philosophy applies to almost everything we do as Barista's, specifically how we interact with our customers and other partners. Therefore, I believe my time with Starbucks gives me the ability to collaborate well with future clients and co-workers.