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Los Angeles | Irvine

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

B.F.A. in Design
Minor in Extended Reality
Design & Development
2023-2026

SKILLS

DESIGN

- Brand Identity
- Visual Systems
- Typography
- Storytelling

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Figma

DEVELOPMENT

- HTML
- CSS
- Python

AI DESIGN WORKFLOWS

- ChatGPT
- Gemini
- Firefly

LANGUAGES

Gujarati - Fluent (speaking)
Spanish - Advanced
Turkish - Intermediate
French - Beginner

riddhi patel

Branding • Visual Systems

Brand and visual designer with a B.F.A. in Design from USC. Inspired by the intersection of experimentation, culture, and storytelling, I create thoughtful brand identities, visual systems, and digital experiences that are strategic, engaging, and rooted in thoughtful visual communication.

EXPERIENCE

Silhouette

Visual Design Intern / Fall 2025

- Partnered directly with the founder to develop visual brand
- Designed investor pitch decks and storytelling assets with clear visual hierarchy.
- Built interface concepts and brand system components in Figma.
- Produced product visualizations and visual direction to support early marketing and launch materials.

Lavner Education

Instructor Intern / Summer 2025

- Taught design, robotics, coding, and filmmaking to students ages 6 to 14.
- Mentored students through branding, logo creation, pitch deck, and visual communication projects
- Introduced design thinking principles through hands-on creative workshops.
- Managed classroom engagement in a fast-paced creative learning environment.

PROJECTS

The Oasis

Brand Identity

Developed a cohesive brand identity system across menu, packaging, and environmental mockups.

Soukar

Product & Brand Design

Created a hand-crafted product and packaging system inspired by Moroccan design motifs.

The Playlist

Editorial Design

Designed a multi-page editorial publication with strong typographic hierarchy and layout.