Purvaja Patel

Brand Design Lead

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EXPERIENCE

CreativeX

Brand Design Lead · Remote
Oct 2024 – Present
Leading the end-to-end design function at CreativeX, aligning creative strategy and execution with core business objectives and measurable performance outcomes. Mentoring designers and partnering cross-functionally to deliver data-driven, scalable creative that drives brand growth and campaign effectiveness.

Senior Brand Designer · Remote
July 2020 – Oct 2024
Built brand experiences and maintained the company website on Webflow. Produced marketing materials, brand guidelines, illustrations, design systems, ads, emails and landing pages. Grew the design team from 1 to 5.

Toucan Technologies

Freelance Illustrator · San Francisco · 2020
Website illustrations, language and learning packs, and feature badges.

Lily AI

Graphic Designer · Mountain View · 2020
Branding, illustrations, pitch decks and marketing assets.

O(1) Labs

Brand Design Intern · San Francisco · 2019
Developed the illustration style for Coda (now Mina), a cryptocurrency protocol, plus cross-platform branding, social assets, presentations and design library components.

EDUCATION

Academy of Art University

M.A. Graphic Design & Digital Media
San Francisco · 2018 – 2019

MIT Institute of Design

B.A. Graphic Design
Pune, India · 2013 – 2017

University for the Creative Arts

Exchange Semester
London · 2016

AWARDS

Awwwards Honorable Mention

November 2021 · Portfolio website

Nescafé Azera By Design — Winner

London · 2016 · Coffee packaging: “The Golden City” and “What Brightens Your Morning?”

LANGUAGES

English, **Hindi**, **Gujarati**