

Visual Interaction Design
Brand & Identity Design
Typography

Portfolio site:
<http://tushargupte.com>

Experience

May 2010—Present

Owner/ Designer

Tushar Gupte Design, New York

Lead a successful rebranding of PSource Global, a financial consultancy based in London.

Worked on a corporate identity design direction for AACSB at DeSantis Briendel. Created a brand-center microsite for Accenture at Landor. Designed a responsive site for TB Alliance’s 2015 Annual Report at Ideas on Purpose. Designed the dashboard product UI and recommended a new brand color for Newsela: newsela.com/about.

Worked as a visual design consultant on digital marketing projects at IBM Studio (2012—2015).

May 2017—March 2018

Digital Designer

OppenheimerFunds, New York

Working on developing modern UI design systems and shared work-flows to optimize collaboration between design and technology.

September 2009—April 2010

Senior Designer

liveBooks, San Francisco

Worked on the liveBooks.com website design, created a seamless brand and user experience. Designed templates for photographers.

October 2008—May 2009

Lead Designer/ Consultant

FORA.tv, San Francisco

Defined and designed the online visual identity of FORA.tv—a highly-acclaimed website for video content on contemporary topics featuring some of the most brilliant minds in the world today. It was featured on TIME Magazine’s 50 Best Websites for 2009.

June 2005—May 2007

Associate Creative Director

DMA Branding, Mumbai

Worked on successful brand identity and packaging projects for Colgate-Palmolive and Unilever Foods South and South-East Asia portfolios. Role involved developing clear and concise creative briefs, new business pitches, brand stewardship, strategic design direction, recruited and mentored a team of designers and art directors as well as being a hands-on designer.

March 2001—November 2003

Designer

Sapient New Delhi / Sapient London

Worked on large inter-disciplinary projects for clients such as Lloyds of London, Fidelity UK, Opodo and Cisco Systems. With a shared intent to develop intuitive and elegant visual design solutions to complex business problems, I worked locally in London, San Francisco, New York and New Delhi offices.

Professional Associations

International Society of
Typographic Designers (ISTD)

Association Typographique
Internationale (AtypI)

Awards & Recognition

FORA.tv named
TIME Magazine’s 50 Best
Websites

Rebrand® 100 Notable Award
for Nerolac Paints

Academic

Datta Meghe College
of Engineering:
Bachelors in Electronics
Engineering, Mumbai 1997

The Interaction Design
Foundation (IDF)
User Experience Design and
Interaction Design



Certification

HTML, CSS & Webdesign
General Assembly



Software Skills

Photoshop CC 2018 - Expert
InDesign CC 2018 - Expert
Sketch - Expert
InVision - Expert
Zeplin.io - Intermediate
Jira - Intermediate
SublimeText - Basic
Abstract - Basic
Framer Studio - Basic