

Brand & Corporate Identity  
 Visual Interaction Design  
 Typography

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

## Experience

April 2018—Present

### Persuing Personal Goals

*Tushar Gupte Design, Mumbai*

Working on the design+code of a mobile app about non-fiction travel books. Restarting the design of a sans-serif typeface which began in 2008. Backpacking the Eastern Himalayas.

May 2017—March 2018

### Digital Designer

*OppenheimerFunds, New York*

Worked in-house on developing Design Systems and modern UI work-flows.

Sept 2015—May 2017

### Owner / Designer

*Tushar Gupte Design, New York*

Lead a successful rebranding of Craven Street Capital, a financial consultancy based in London. Consulted on corporate identity & digital projects at DeSantis Briendel, Landor, Siegel+Gale, and Ideas on Purpose. Designed the dashboard UI for Newsela, a start-up in education space.

April 2012—Sept 2015

### Lead Designer, IBM Studio

*IBM Studio/VSA Partners. New York*

Worked on digital marketing projects as a part of the first co-located, inter-agency team in New York. Co-lead the visual design of IBM Cloud site by working closely with IBM Art Director, IBM stakeholders, UX leads, digital strategists and product owners in an Agile environment.

April 2010—April 2012

### Design Consultant

*Freelance, New York*

Consulted on projects at Geometry Global (G2), Interbrand and Stein IAS.

September 2009—April 2010

### Senior Designer

*liveBooks, San Francisco*

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

Sept 2007—Sept 2009

### Design Consultant

*Freelance, San Francisco*

Consulted on projects at HotStudio, Hydrant, and AdaptivePath. Defined and designed the online visual identity of FORA.tv

June 2005—May 2007

### Associate Creative Director

*DMA Branding, Mumbai*

Lead successful brand identity and packaging projects for Colgate-Palmolive and Unilever Foods South and South-East Asia portfolios.

March 2001—November 2003

### Designer

*Sapient, New Delhi*

Worked for clients such as Lloyds of London, Fidelity UK and Cisco. Staffed to work locally in London, San Francisco, New York and New Delhi.

#### 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  
 Framers Studio - Basic