

Visual Design
 Brand & Corporate Identity
 Typography

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

Experience

April 2018—Present

Persuing Personal Goals

Tushar Gupta Design, New York

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. Trekking in the Eastern Himalaya.

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 Gupta 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