

Contact

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www.linkedin.com/in/tushargupte
(LinkedIn)
tushargupte.com (Portfolio)

Top Skills

Typography
Corporate Identity
Art Direction

Languages

English (Native or Bilingual)
Hindi (Native or Bilingual)
Marathi (Native or Bilingual)

Certifications

Mobile User Experience (UX) Design
Adobe Certified Expert - Illustrator
CC
Get Your Product Used: Adoption
and Appropriation
HTML, CSS and Web Design
Circuits
Human-Computer Interaction - HCI

Honors-Awards

2007 REBRAND 100® Notable
Award for Nerolac Paints
TIME Magazine – 50 Best Websites
for FORA.tv
Daily Telegraph – Best Educational
Website for FORA.tv

Tushar Gupte

Designer at R\West
New York

Summary

<http://www.tushargupte.com>

Experience

R\West
Designer
April 2021 - Present (5 months)
New York, New York, United States

Tushar Gupte Design

Owner/Designer
September 2015 - Present (6 years)
New York, New York, United States

Working on an iOS App called InBookCompany. Created a new brand name and identity, designed UI/UX screens and page flows, built a high-fidelity prototype. Next steps are to conduct user testing and coding version 1.1 of the app for release in the AppStore. InBookCompany is a self-initiated project.

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Designed a corporate identity for a financial consultancy based in London, and a venture capital fund based in California. Designed and iterated the dashboard product UI for Newsela.

DeSantis Breindel
Design Consultant
May 2020 - February 2021 (10 months)
New York, New York, United States

Worked on digital design projects for clients such as Couranto (cSubs) and Clarion Partners.

Zalando SE
Product Designer
April 2019 - June 2019 (3 months)
Berlin, Berlin, Germany

Worked on Design Systems for Zalando Lounge, a shopping club for fashion and lifestyle, a brand within Zalando.

VShift

UI Designer, Design Systems

September 2018 - March 2019 (7 months)

Greater New York City Area

Independently lead the Design System project for FreddieMac's digital touch-points by working closely with UX designers, digital strategists, and engineers.

Invesco US

Digital Designer / Design Systems

May 2017 - September 2018 (1 year 5 months)

New York, New York

Successfully designed and launched a consistent, modular, component-based Design System for Invesco (OppenheimerFunds) web properties. Designed, prototyped and implemented new product innovations.

VSA Partners, Inc

Associate Creative Director

April 2012 - September 2015 (3 years 6 months)

Greater New York City Area

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. Lead a team of designers.

Geometry Global

Design Consultant

November 2010 - April 2012 (1 year 6 months)

Greater New York City Area

Worked exclusively on G2's global rebranding program. Developed brand design guidelines and corporate communication materials.

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Previously worked on extending the identity of Panadol, a global GlaxoSmithKline brand, into various applications, such as in-store displays, outdoor signs, interactive advertisements, and website. Further created a guidelines document for UK, HongKong and Singapore regions. Other projects include brand guidelines work for Amstel and Newcastle Breweries.

Interbrand

Design Consultant

May 2010 - October 2011 (1 year 6 months)

Greater New York City Area

Interbrand New York:

Worked on ongoing projects for clients such as AT&T, Humana, and MeadWestvaco (MWV). Before that, I consulted with Interbrand Health to develop a design direction for a new business consultancy part of Hospital Corporation of America (HCA).

Interbrand San Francisco:

Worked with the Creative Director at Interbrand SF office on storyboarding a video for Xilinx, a semiconductor company, and creating a packaging design direction for a Calbee, a Japanese snack food maker.

liveBooks, Inc.

Senior Designer

September 2009 - April 2010 (8 months)

San Francisco Bay Area

liveBooks is a company that provides customizable portfolio websites for creative professionals. My role involved developing the product by creating a seamless brand experience online, as well as to identify and articulate the personal branding needs of commercial as well as documentary photographers.

Tushar Gupte Design

Owner/Designer

January 2008 - May 2009 (1 year 5 months)

San Francisco Bay Area

Consulted at HotStudio, AdaptivePath and Hydrant, award-winning agencies based in SF

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 as TIME Magazine's 50 Best Websites in 2009.

DY Works

Associate Creative Director (Branding & Packaging)

June 2005 - May 2007 (2 years)

Mumbai Area, India

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

DY Works was formerly known as DMA Branding.

Solutions Inc

Senior Designer

December 2003 - May 2005 (1 year 6 months)

New Delhi Area, India

Worked with business executives and project leaders in New Delhi and New York on interactive projects for Pfizer North America. Developed visual design style guides.

Sapient

Designer

March 2001 - November 2003 (2 years 9 months)

New Delhi Area, India

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 solutions to complex business problems, I worked locally in London, San Francisco, New York, and New Delhi offices.

Star TV Network

Designer

June 1999 - March 2001 (1 year 10 months)

Mumbai Area, India

Channel [V] is the brand name for multiple international music television networks owned by STAR TV in Asia. I lead the music section design of vIndia.com, the online extension of Channel [v]. Also helped conceptualize one of the first online music communities in South Asia.

Education

Datta Meghe College of Engineering CIDCO Sector III Airoli Navi
Mumbai 400 708

Diploma of Education, Electrical and Electronics Engineering · (January 1995 - January 1997)

Antonio da Silva Technical High School

· (1991 - 1995)