



Corporate Identity
 Visual Interaction Design
 Typography

Portfolio site:

<http://tushargupte.design> ↗

Career

May 2010 – Present

Owner / Designer

Tushar Gupta Design, New York

Lead a successful visual rebranding of PSource Global, a financial consultancy based in London, UK. Created a complete identity package that included a new logotype, stand-alone symbol, corporate typeface, colors for print and web, along with business assets such as powerpoint template, business cards, letterhead and a responsive website designed in Sketch 4—with CSS styles and assets delivered for development through Zeplin.io

As an independent consultant:

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 designer/contractor on digital marketing projects at IBM Studio (2012-2015)

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)

Awards & Recognition

FORA.tv is named TIME Magazine's 50 Best Websites

FORA.tv named best educational site by The Daily Telegraph (UK)

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 2017 - Expert
 InDesign CC 2017 - Expert
 Sketch 4 - Expert
 InVision - Expert
 Zeplin.io - Intermediate
 Slack - Intermediate
 Jira - Intermediate
 Sublime Text - Basic
 Framer Studio 8 - Basic