

# Aanya Gupta

Designer & Creative Strategist

## Experience

### VML, New York – Senior Designer

August 2020–Present

Designer: October 2021–June 2022

Associate Designer: August 2020–October 2021

Working across notable agency clients over a variety of industries such as Tech (Intel, Dell), Commerce (Sam's Club, lululemon, Optimum), Pharma (Merck, Pfizer, AstraZeneca) and Travel (Tennessee Tourism, Spirit Airlines).

Responsible for strategic branding development and identity design. Tackles production of design across print and digital media. Works on event branding, brand assets, logo design, brand guidelines.

Creates elevated design solutions and holistic design system development.

### Wix Playground Academy, New York – Graphic Design Fellow

June 2020–August 2020

Selected for a highly competitive web design program. Perfecting UI/UX skills alongside industry professionals, and further developing skills in 4D animation, production & styling, and code & data management.

### Adweek, New York – Graphic Design Intern

January 2020–May 2020, May 2019–August 2019

Created hero artwork and custom illustrations for print issues and web migrations. Led creative on editorial features for print issues. Assisted with marketing collateral for events, and coordinated social media.

### Oscar de la Renta, New York – Art Intern

August 2019–December 2019

Assisted with design and layout for the redesign of the e-commerce website. Created banners and retouched images for print usage and web migrations. Assisted with e-commerce photo shoots.

### Conde Nast India, Mumbai – Digital Design Intern

May 2018–August 2018, May 2017–August 2017

Led creative on banner campaigns for mobile and desktop websites for Vogue, GQ, Conde Nast Traveller and Architecture Digest. Created marketing collateral, emailers and adverts.

## Education

### Parsons School of Design – Bachelor of Fine Arts

August 2016–May 2020

Communication Design. Dean's List. 3.75 GPA.

### Dhirubhai Ambani Intl. School – International Baccalaureate

August 2014–May 2016

## Contact

New York, NY

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## Proficiency/Skills

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere Pro

Adobe After Effects

Figma

Sketch

Procreate

HTML, CSS

Microsoft Office

## Expertise

Advertising

Art Direction

Branding

Editorial

Identity

Print

Packaging

Motion

Type Design

Web Design

Copy Writing

## Languages

English (Fluent)

Hindi (Fluent)

French (Intermediate)

Marathi (Beginner)

## Huge Fan Of

Arundhati Roy

Bollywood Music

Corgis

Fred & George Weasley

Love Island

Iced Mint Lattes