

# Aanya Gupta

Graphic Designer and Creative Strategist

## Experience

### VMLY&R, New York — Associate Designer

August 2020—Present

Working primarily on Intel's global rebrand. Creating Marcomm materials, assisting with establishing new brand guidelines. Running production on assets, and helping the creative team push brand development.

### Wix Playground Academy, New York — Graphic Designer

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 Designer

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.

### Artboók | DAP, New York — Design Intern

May 2019—August 2019

Assisted with yearly catalogue. Created digital marketing collateral. Led creative on email campaigns and mailchimp templates. Assisted with administrative details such as sales kits, Amazon migration, etc.

### Conde Nast India, Mumbai — Digital Designer

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. Responsible for social media content creation. Wrote copy for all of the above.

## 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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[aanyagupta.net](http://aanyagupta.net)

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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

Paula Scher

Corgis

Fred & George Weasley

The Crown

Iced Lattes