

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)

Certifications

Mobile User Experience (UX) Design
Get Your Product Used: Adoption
and Appropriation
Adobe Certified Expert - Illustrator
CC
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
2001 Promax India Gold Award for
music.vIndia.com
2001 ABBY Award for
music.vindia.com

Publications

My Own Business Card: Designer's
Only

Tushar Gupte

Design Consultant
Garrison, New York, United States

Summary

<http://www.tushargupte.com>

Experience

Tushar Gupte Design
Design Consultant (On-site)
September 2015 - Present (7 years 5 months)
New York, New York, United States

Consulted at Siegel+Gale on SAP SapphireNow 2016 concept and presentation design for SAP CEO, Bill McDermott.

Working on an iOS App called InBookCompany. Created a new brand name and identity, designed UI/UX screens and page flows, and built a high-fidelity prototype. The 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.

CVS Health
Senior Experience Designer / UI – Enterprise Digital (Remote)
October 2021 - November 2022 (1 year 2 months)
Garrison, New York, United States

Worked within the Caremark Digital CRM Cross Train Projects and on CRM Registration, Desktop and Mobile Apps.

RWest
Digital Design Consultant (Remote)
April 2021 - September 2021 (6 months)
New York, New York, United States

Worked on digital design projects for Intel. Designed and prototyped Intel's (Global) Shopper Recommendation Tool used within US stores such as Best Buy, Target, and Costco; and within stores in all countries.

DeSantis Breindel

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

Designed corporate websites (wireframes/visual design) for clients such as Clarion Partners and Couranto (cSubs).

Zalando

Product Designer, Design Systems
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. Helped Zalando Lounge come closer to the master brand with a redesigned header.

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

Associate Creative Director
April 2012 - September 2015 (3 years 6 months)
New York, New York, United States

During my tenure at VSA Partners, I worked at the IBM Design Lab-Madison Avenue and 51 Astor Place locations.

IBM

Associate Creative Director at IBM Design Lab
April 2012 - September 2015 (3 years 6 months)
New York, New York, United States

Lead and successfully delivered the redesign of IBM Cloud website, which has been a strategic focus for the business since the last few years. The redesign help transform to IBM's Cloud Market Category with a more up-to-date, consumer friendly website, which was met with high praise, internally, from IBM CMO, John Iwata and IIBM's CEO, Ginni Rometty.

My role involved understanding and working within IBM's Enterprise Content Management framework and their proprietary interface/UI web standards. Successfully applying and evolving IBM Cloud's brand that included creating new assets such as icons, sourcing photographs, and creating info graphic/illustrations as needed.

Being in a collaborative Agile team, I worked closely with Content Strategist and the UX Design Lead to review and brain-storm wire-frames concepts and create visual designs from them, that would evolve the design towards pixel perfect deliverables.

Stein IAS

Design Consultant

October 2011 - April 2012 (7 months)

New York, New York, United States

Designed a press-ad for a B2B client that was released in NY Times.

Interbrand

Design Consultant

May 2010 - October 2011 (1 year 6 months)

New York, New York, United States

Interbrand Health, New York:

Developed a corporate identity design direction for a new business consultancy part of the Hospital Corporation of America (HCA).

Interbrand, New York:

Worked on branding & design projects for clients such as AT&T, Humana, and MeadWestvaco (MWV).

Proposed an updated version of the AT&T symbol, with respect to Saul Bass and to AT&T's history—as part of the design explorations based on the strategic positioning statement: Rethink Possible—on their new Chevy fleet. The design direction was chosen for future consideration by the client.

AT&T implemented the symbol with a new typeface in 2016.

For the first time at Interbrand NY, Humana planned the implementation of branding materials to be done by the agency.

Interbrand San Francisco:

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

Geometry Global

Design Consultant

November 2010 - April 2011 (6 months)

New York, New York, United States

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

With the rebranding successfully received by WPP in London, G2 merged as Geometry Global in 2013, along with Grey Group's activation agency, OgilvyAction, Ogilvy & Mather's activation business and JWTAction, JWT's shopper marketing and experiential agency.

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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.

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 - September 2009 (1 year 9 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.

Fora.tv 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 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.

Lead the rebranding (corporate identity & packaging) of Nerolac Paints in 2006. Designed the new corporate and brand identity.

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Worked on the successful AirIndia rebranding effort in 2005. As a result, Air India and Indian Airlines were merged under Air India Limited and the airline took delivery of its first Boeing 777 aircraft. The airline was invited to be a part of the Star Alliance in 2007, it joined in 2017. In 2022, TATA Group, acquired Air India after 70 years. Air India was founded by J. R. D. Tata of Tata Sons.

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Designed the brand identity and packaging of Brooke Bond Taaza Tea, a new brand, part of Hindustan Unilever. 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, i.e. \$1 million+, 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] India. Also helped conceptualize one of the first online music communities in South Asia. Music.vIndia won the Promax Gold award in 2001.

NetMumbai

Designer

November 1998 - June 1999 (8 months)

Mumbai, Maharashtra, India

Designed a website for M.V. Pendurkar & Co., a jeweler based in Mumbai.

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)