

Digital Product Design
Brand & Corporate Identity
Typography

Portfolio site:
<http://tushargupte.com>

Experience

September 2018—Present

User Interface Designer

VShift, New York

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

April 2010—April 2012

Design Consultant

Freelance, New York

Consulted on projects at Geometry Global (G2), Interbrand and Stein IAS.

September 2009—April 2010

Senior Designer

liveBooks, San Francisco

Worked on the liveBooks.com website design, created a seamless brand and user experience.

Sept 2007—Sept 2009

Design Consultant

Freelance, San Francisco

Consulted on projects at HotStudio, Hydrant, and AdaptivePath. Defined and designed the online visual identity of FORA.tv

June 2005—May 2007

Associate Creative Director

DMA Branding, Mumbai

Lead successful brand identity and packaging projects for Colgate-Palmolive and Unilever Foods South and South-East Asia portfolios.

March 2001—November 2003

Designer

Sapient, New Delhi

Worked for clients such as Lloyds of London, Fidelity UK and Cisco. Staffed to work locally in London, San Francisco, New York and New Delhi.

Professional Associations

International Society of
Typographic Designers (ISTD)

Association Typographique
Internationale (AtypI)

Awards & Recognition

FORA.tv named
TIME Magazine's 50 Best
Websites

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 - Expert
InDesign CC - Expert
Sketch - Expert
InVision Studio - Intermediate
Zeplin.io - Intermediate
Abstract - Intermediate
Jira - Intermediate
Framer X - Basic
Visual Studio Code - Basic

May 2017—September 2018

Digital Designer

OppenheimerFunds, New York

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

Sept 2015—May 2017

Owner / Designer

Tushar Gupte Design, New York

Created a corporate identity for a financial consultancy based in London, and Einstein Energy Fund based in California. Designed and iterated the dashboard product UI for Newsela. Freelanced at Landor and Siegel+Gale.

April 2012—Sept 2015

Lead Designer, IBM Studio

VSA Partners, New York

Co-lead the visual design of the IBM Cloud site by working closely with IBM stakeholders, UX leads, digital strategists and product owners in an Agile environment. Explored a new navigation system for IBM's intranet.