

SOUMYA GUPTA

Brand designer building great brands for fascinating products.

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EDUCATION

SCHOOL OF VISUAL ARTS

2022 – 2024

MFA Design Entrepreneurship
New York, NY, USA

SYMBIOSIS INSTITUTE OF DESIGN

2015 – 2019

Bachelor of Design in Graphic Design
Pune, India

TORONTO METROPOLITAN UNIVERSITY

Exchange Semester – Fall 2018
School of Graphic Communications Management, Toronto, ON, Canada

RECOGNITION

AIGA, NEW YORK

Mentor, AIGA 2025
Mentorship Program

Ontario Universities International Scholarship

2018

SKILLS

Brand & Identity Design
Design Systems
Typography
UX Research
UI Design
Visual Storytelling
Illustration
Motion Graphics
Interaction Design
Editorial Design

TOOLS

Figma, Figma Slides,
Adobe Creative Suite –
Illustrator, Photoshop,
Indesign, AfterEffects,
Premiere Pro, Aero.
ScreenStudio,
Procreate, Notion.

EXPERIENCE

NOTION New York City, NY

Sept – Jan 2024

Interactive Designer, Web – Contract

- Designed a comprehensive style guide for Notion's marketing emails ("What's New") and release notes that received internal and external brand recognition.
- Branded internal events, applying and evolving Notion's brand through cohesive visual language.
- Expanded global reach by localizing Notion's AI launch marketing videos in multiple languages.

MIDNIGHT PROJECT Brooklyn, New York

July – Sept 2024

Graphic Design Intern

- Created visual design and graphics for print and web.
- Implemented projects across print and digital experiences.

SCHOOL OF VISUAL ARTS New York, NY

2022 – 2024

Social Media Editor

- 2x increase in traction by creating and implementing robust social media strategy across platforms.
- Attracted potential recruits by promoting student work on relevant social media platforms.

SMALLCASE Bengaluru, India

2019 – 2022

Graphic Designer — Growth

- Developed design systems to revamp marketing emails, increasing open and click rates by 1.5x.
- Increased social media following by 10x by designing collaterals for marketing campaigns, digital ads, social media and blog posts.
- Simplified app onboarding experience, illustrated and created motion graphics for product literacy.

Graphic Designer — In-house Agency

- Developed client-facing marketing collaterals, revamped company blogs, and multiple social media campaigns.
- Collaborated with Founders to design brand identity for new and upcoming business verticals.

AFFLATUS ENGINEERING Bhopal, India

Apr – Oct 2019

Designer

- Designed and developed brand identity and systems.
- Created marketing material for web and print.

PALLAVI NOPANY Bengaluru, India

Jan – Mar 2019

Graphic Design Intern

- Collaborated with Creative Lead and Founder to develop brand identity for clients in industries like architecture, tech and not-for-profit.
- Developed editorial and print collaterals for clients. Streamlined print processes, collaborated with clients.