

# SOUMYA GUPTA

VISUAL + PRODUCT DESIGNER

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New York City

## EXPERIENCE

### Graphic Designer: Growth Marketing // Smallcase (Fintech Startup)

Nov 2019 – Aug 2021

- Developed design systems to revamp marketing emails, increasing open and click rates by 1.5x.
- 10x increase in Instagram following by developing strategy, content and design for social media. Shipped new app onboarding screens, illustrated and designed interactions to enhance user delight.
- Contributed to brand development by refining, evolving and documenting design systems.
- Conducted interviews, hired, and trained 1 design intern to work with me on the Product Growth team.

### Graphic Designer: B2B + In-house agency // Smallcase (Fintech Startup)

- Developed client-facing marketing materials, revamped company blogs, and designed multiple social media campaigns.
- Collaborated with Founders and Brand Designer to develop brand identity and design systems for new business verticals.

### Brand Designer // Afflatus Engineering Enterprises

May – Oct 2019

- Designed and developed brand identity and design system.
- Created marketing material for web and print to support brand refresh.
- Worked with Founder and Director to design internal artifacts like uniforms, employee handbooks, and signage.

### Graphic Design Intern // Pallavi Nopany (Design Studio)

Jan – Mar 2019

- Collaborated with Creative Lead and Founder to develop brand identities in tech, non-profit and other industries.
- Directly worked with Printers to streamline print processes reducing printing time and costs, increasing efficiency.
- Worked with clients to understand needs and refine work based on feedback.

### Graphic Design Intern // Velocitta Brand Consultants (Design Agency)

May – June 2018

- Assisted in brand identity design and development for industries such as finance, hospitality and construction.
- Designed marketing materials and keynote presentations for clients.
- Designed pitch decks for Founders to help gain new clients and bring in more business.

## EDUCATION

### School of Visual Arts // New York City

Sept 2022 – May 2024

MFA in Design. Cumulative GPA: 3.86

Thesis Venture: Designed and branded an app (called Yaar) that connects newcomers in a country to local buddies and social circles, giving them access to local knowledge.

### Symbiosis International University // Institute of Design

June 2015 – May 2019

Bachelors in Communication Design, Major in Graphic Design. Cumulative GPA: 8.05/10

Exchange Semester Scholarship at Toronto Metropolitan University, Fall 2018

## LEADERSHIP

### Social Media Editor // MFA Design, School of Visual Arts

Sept 2022 – May 2024

- 2x increase in traction by creating and implementing robust social media strategy across platforms.
- Attracted new recruits by promoting student work on relevant social media platforms.
- Shared blog items, departmental news, events including studio visits, guest lectures and Venture Forum.

## SKILLS

- **Design:** Brand & Identity Development, Graphic Design, Design Systems, Illustration, Animation & Motion Design, UI/UX
- **Tools:** Adobe (Illustrator, Photoshop, InDesign, Premiere Pro, AfterEffects), Figma, Procreate, Wix, Squarespace, Framer

## RECOGNITION

- **AIGA Mentee 2023:** Selected as a mentee in the program, under the mentorship of Ivy Yixue Li (Visual Designer, Google)
- **Ontario Universities International Scholarship:** Scholarship to attend a semester at Toronto Metropolitan University in Fall 2018 in Ontario, Canada.