Kumud Gupta

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Senior Graphic + Web Designer

I'm a Mathematics Hons. graduate with 6+ years of experience in graphic design and visual communication, specializing in branding, website design, and social media marketing for consumer brands. My analytical background allows me to approach design challenges with a logical, problem-solving mindset—giving me an edge over traditionally trained designers.

With extensive freelance experience, I've developed strong skills in managing teams, overseeing multiple projects, and balancing diverse responsibilities—all key for a senior role. Colleagues and clients often praise my ability to deliver high-quality work on time with attention to detail.

PORTFOLIO: ADDMOREDESIGN.FRAMER.AI

EXPERIENCE

Senior Visual Designer · Entrepreneur · Freelancer Nov 2020 - Present
Add More Design · Full-time

- Delivered branding, visual communication, print, and website design for 60+ clients across industries such as fashion, beauty, wellness, lifestyle, and education.
- Notable clients: Emmy Award winning studio- The Skin Deep, Blue Tokai Coffee Roasters, Varalife, Conscious Chemist, and No Nasties.
- Worked on B2B, and D2C projects across 3 countries (India, Singapore, the USA).
- Managed remote design and copywriting interns, leading multiple projects, maintaining deadlines and quality.
- Worked as part-time Design Manager for a US-based health supplement company, overseeing design hiring and all creative output for one year.
- Collaborated with multiple design and marketing agencies to fulfill design needs for their clients.

Graphic Designer Jan 2020 - Sep 2020
Reesôme · Design Studio · Full-time

- Conceptualized and designed social media creatives, website visuals, and print collateral for 13+ brands, spanning across 6+ industries, managing multiple client accounts (3-4 at a time).
- Contributed to branding projects, designed Shopify websites, and created Instagram AR filters, expanding the studio's digital capabilities and enhancing client engagement.
- Notable clients: Hammer Audio, Fabcafe by FabIndia, and Sargam Electronics
- Collaborated with copywriters and designers, assisted in overseeing design interns to deliver cohesive and high-quality design work.

Program Head - Design Team Nov 2019 - Jan 2020
CouchFashion - The AI Fashion Assistant · Full-time

- Kickstarted the hiring process for the graphic design team and fashion interns.
- Designed both print and digital assets to support initial marketing efforts.
- Exited the role after 3 months as the company was in its early stages, and the need for design resources was expected to be minimal for the next year. Parted on excellent terms with the founder.

Graphic Design Internship Jul 2019 - Oct 2019
Yell · Premium Clothing Brand · Full-time

- Designed social media assets, catalogues, and website visuals to strengthen brand's online presence and engagement.
- Re-designed the website using Adobe XD, collaborating with founders and a development agency for a successful launch.
- Designed custom prints for pocket squares and scarves, overseeing production from concept through to vendor coordination, ensuring high-quality output. They sold the prints for 2+ years.
- Proactively supported cross-functional teams by assisting with digital marketing, campaign ideation, photoshoot coordination, and team management enhancing company operations.

SKILLS & COMPETENCIES

- Branding & Identity Design
- Email Design
- Print Design
- Typography
- Layout & Composition
- Sketching and Painting
- Color Theory
- Web Design
- CSS (Intermediate)
- User Centered Design
- Creative Problem Solving
- Team Management & Leadership
- Project Management
- Client Management

SOFTWARE AND TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Creative Suite
- Figma
- Klaviyo
- Slack
- Canva
- Framer
- Squarespace
- Wix
- Shopify
- Generative AI

EDUCATION

Diploma - Graphic Design 2018
Maya Academy of Advanced Cinematics

Bachelor of Arts - Mathematics (Hons.) 2015 - 2018
Ambedkar University Delhi

REFERENCES

Divya Napa
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Creative Director, No Nasties
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