

KRITI GUPTA

Communication Designer

Kritidesign.co.in
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Education

Pratt Institute, New York
| 08.23-12.25
MFA Communication Design

**University of Westminster,
London** | 09.14-07.17
BA Communication Design

Skills

Brand Identity
Experience Design
Exhibition Design
UI / UX
Editorial Design
Packaging Design
Illustration

Tools

InDesign
Illustrator
Photoshop
After Effects
Adobe XD
Audition
Rhino
Sketchup
Figma

Experience

MFA Graduate Thesis | 08.23-12.25

Pratt Institute

- Translated a punctuation mark, the line in language, into design strategy.

Brand Designer

Vyas Giannetti Creative | 04.23-08.23

- Conducted internal research on AI softwares
- Participated in client meetings to gain understanding of client briefs, conceptualization stages and presented final designs
- Designed brand identity for non profit organization, Hospitality Hope
Design outcomes included logo, logo animation, illustration bank, social media collaterals and website design
- Created mood boards for clients like Le Parq and Concord
- Worked on Brand Guidelines for Aditya Birla Group
- Created Adverts for Bits Pilani
- Worked with marketing teams to create brochures for clients like Gold Coin Group and Le Parque
- Represented firm for a site analysis of client called All Cargo Gati

Communications and Outreach Intern

United Nations Development Program | 04.22-09.22

- Created compendiums for internal communications for Accelerator Lab
- Created Brochures for Accelerator lab projects like Dicra, Geo AI whilst diagrammatically simplifying scientific information
- Worked with external team called RICH to formulate compendiums and brochures
- Worked with creative team on planning and organizing events

Graphic Designer

Nappa Dori | 03.21-08.21

- Created packaging designs, website design, emailers and social media collaterals as an in-house designer.
- Worked with creative team in launching the brand's new home and lifestyle brand called Dori Living.
- Designed editorial works for Nappa Dori's external communications with brands like Conde Nast and Vogue.