

# SOUMYA GUPTA (She/her)

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## SKILLS

UX Research,  
Branding & Identity  
design, Editorial  
design, Illustration,  
Motion Design,  
Typography, Package  
Design, UI Design

## INTERESTS

Motion Graphics,  
Lettering, Illustration,  
Web-comics

## RECOGNITION

Mentee, AIGA New York  
2023 Mentorship Program

Ontario Universities  
International (OUI)  
Scholarship, 2018

## ENGAGEMENT

### MASTER OF CEREMONIES

Lakshya 2017 & 18  
24-hour sketching  
marathon, Pune

Chhap 2017 & 18  
National Seminar on  
Visual Identity Design, Pune

### VOLUNTEER

Shabdotsav 2018  
Literary Fest, Pune

Fundamental 2017  
Design Fest, Pune

Savatamali, 2017  
Brand and Package Design for  
Yashaswini - a rural self-help  
group owned by women

## LANGUAGES

Hindi - Native  
English - Proficient  
French - Beginner

## EDUCATION

### SCHOOL OF VISUAL ARTS

MFA Design Entrepreneurship  
New York, NY, USA

09/22 - Present

### SYMBIOSIS INSTITUTE OF DESIGN

B.Des, Communication Design - Graphic Design  
Pune, India

06/15 - 04/19

### TORONTO METROPOLITAN UNIVERSITY

School of Graphic Communications Management  
Exchange Program, Fall 2018  
Toronto, Canada

09/18 - 12/18

## EXPERIENCE

### SMALLCASE TECHNOLOGIES PVT LTD

Bengaluru, India

11/19 - 08/21

#### Graphic Designer - Product Marketing

07/20 - 08/21

Increased social media following by 10x by  
designing collaterals for marketing campaigns,  
digital ads, social media and blog posts.  
Illustrated and executed motion graphics for  
the app, developed storyboards for concept/  
feature explainer videos.

#### Graphic Designer - In-house Agency

11/19 - 07/20

Developed marketing collaterals for broker  
partners, redesigned emailers, created images  
for blogs and multiple social media campaigns.  
Closely collaborated with Brand Designer on  
identity design for upcoming business verticals.

### AFFLATUS ENGINEERING ENTERPRISES

Bhopal, India

05/19 - 10/19

#### In-house Designer

Conceptualised, designed and developed brand  
identity and relevant digital and print collaterals.

### PALLAVI NOPANY

Bengaluru, India

01/19 - 03/19

#### Graphic Design - Intern

Worked closely with creative lead and  
founder on various identity design and  
publication design projects.

### VELOCITA BRAND CONSULTANTS

Pune, India

05/18 - 06/18

#### Graphic Design - Intern

Assisted with brand identity development  
process for various brands. Designed digital  
and print marketing materials and created  
client presentation decks.