



KRISHNAPRIYA DUTTA GUPTA  
Graphic Designer /

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## Skills /

+ Adobe Creative Cloud  
+ Sketch & Figma

## Affiliations /

+ AIGA, San Francisco | Member  
+ (AADA) Adobe Design  
Achievement Award | Jury Member  
(2017, 2018, 2019)

## Objective /

I am seeking a graphic designer position that will challenge and utilize my formal and conceptual skills in a positive work environment that values work/life balance.

## Experience /

+ *Principal Designer*  
*Communication | September 2018-19*  
IDEO, Palo Alto, CA  
To guide, inspire and move both teams and clients using the craft of visual communication.

+ *Freelance Branding Designer*  
*Graphic Design | April-July 2018*  
Bread Ventures, New York  
Design an Identity system including logo mark, brand guidelines, and stationary system followed by a pitch book for potential investors.

+ *Freelance Branding Designer*  
*Graphic Design | December 2016-2017*  
Hold Enterprise, San Francisco, CA  
Logo refresh for Uncle Bubble; simplify the brand and make it appealing to the appropriate audience

+ *Design Associate Intern*  
*Graphic Design | Summer 2016*  
Razorfish, San Francisco, CA  
Logo design for an NGO client; learning digital design functions and cross collaboration across departments

+ *Associate Creative Director | Art*  
*Art Direction | 2012-2013*  
Ogilvy Worldwide, Bangalore; India  
Accounts | Lenovo Eastern Europe  
Responsible for overall art direction on the brand deliverables;

+ *Associate Creative Director | Art*  
*Art Direction | 2009-2011*  
McCann Erickson, Bangalore, India  
Accounts | TVS, Britannia Pvt. Ltd  
Initiating proactive ideas on brands for promoting brand products and services; responsible for campaign presentations and leading a team on new business pitches and daily brand deliverables

+ *Creative Group Head | Art & design*  
*Art Direction | 2009-2004*  
Ogilvy Advertising, New Delhi, India  
Accounts | KFC, Vodafone, LG Electronics, several local brands

## Education /

+ Academy of Art University,  
San Francisco, CA,  
MFA, Graphic Design & Digital Media, 2014-2018  
+ College of Art, New Delhi, India  
BFA Applied Art, 1999-2003

## Acknowledgments /

+ GD USA 2018, Winner (3)  
+ IDN 2018, featured  
+ Graphis 2018, Silver (2)  
+ Excellence Academy Award, 2018  
+ Adobe Design Live 2018, Guest  
+ packagingoftheworld.com, Feature  
+ HOW Design 2018, Winner  
+ CQ Annual 100 Best 2017  
+ GD USA 2017, Winner  
+ ADAA 2017, Semi-finalist  
+ HOW Design 2017, Outstanding Achievement Award  
+ HOW Design 2017, Featured Top 7 student Designers  
+ CQ Annual 100 Best 2016  
+ CA 2017, Hotlist Student Feature  
+ Print Magazine 2017, Typography & Lettering, Winner  
+ HOW Design 2017, Winner  
+ CA 2017, Typography Winner  
+ GD USA 2016, Winner  
+ ADAA 2016, Honorable Mention & Semi-finalist  
+ CA 2016, Design Annual, Winner  
+ CA 2016, Typography Annual, Winner  
+ IDA Awards 2016, Bronze & Honorable Mention  
+ CQ 45, Winner  
+ CQ 44, Runners-up  
+ CQ 42, Winner  
+ The Work 2010, Published  
+ Cannes Lion Design 2010, Merit  
+ One Show Design 2009, Merit