

Brand & Corporate Identity
 Interactive Branding
 Packaging

<http://www.tushargupte.com>

Experience

May 2010 – Current

Design Director / Consultant

G2 / Grey Worldwide, New York

Currently working on an internal rebranding project for G2. Previously worked on extending the identity of Panadol, a global GlaxoSmithKline brand, into various applications, such as in-store displays, outdoor signs, interactive advertisements and website. Other projects include brand guidelines work for Amstel and Newcastle Breweries.

Interbrand, New York

Worked on ongoing projects for clients such as AT&T, Humana and MeadWestvaco (MWV). Worked with Interbrand Health to develop a design direction for Hospital Corporation of America (HCA).

Interbrand, San Francisco

Worked with the Creative Director on storyboarding a video for Xilinx, a semiconductor company, and creating a packaging design direction for a Calbee, a Japanese snack food maker.

September 2009 – April 2010

Senior Designer

liveBooks, San Francisco

Developed the liveBooks product by creating a seamless user experience online. Worked with commercial and documentary photographers on articulating their portfolio websites.

October 2008 – May 2009

Art Director / Consultant

FORA.tv, San Francisco

Defined and designed the online visual identity of FORA.tv – a highly-acclaimed website for video content on contemporary topics featuring some of the most brilliant minds in the world today. It was featured on TIME Magazine's 50 Best Websites for 2009.

June 2005 – May 2007

Associate Creative Director

DMA Branding, Mumbai

Worked on successful brand identity and packaging projects for Colgate-Palmolive and Unilever Foods South and South-East Asia portfolios. Role involved developing clear and concise creative briefs, new business pitches, brand stewardship, strategic design direction, recruited and mentored a team of designers and art directors as well as being a hands-on designer.

March 2001 – November 2003

Associate UX Designer

Sapient New Delhi / Sapient London

Worked on large inter-disciplinary projects for clients such as Lloyds of London, Fidelity UK, Opodo and Cisco Systems. With a shared intent to develop intuitive and elegant visual solutions to complex business problems, I worked locally in London, San Francisco, New York, and New Delhi offices.

Professional Associations

AIGA
 The Designer's Accord

Awards & Recognition

FORA.tv is named
 TIME Magazine's 50 Best
 Websites of 2009

FORA.tv named best
 educational site by
 The Daily Telegraph (UK)

Rebrand 100 Notable Award
 for Nerolac Paints
 2007

Work Published

My Own Business Card:
 Designer's Only
 Index Book Publishers

Academic

Shreeram Polytechnic
 Diploma in
 Electronics Engineering
 Mumbai 1997

Software Skills

Photoshop CS5 - Expert
 Illustrator CS5 - Expert
 InDesign CS5 - Expert
 Dreamweaver CS5 - Basic

Other Interests

Currently working on
 designing a sans serif
 font family.