

## EXPERIENCE

---

### VMLY&R

*Brand ID Intern Sept 2021 - Current*  
Work on brand, strategic planning & customer experience for multiple clients, majorly Intel.

### MARCOMM AT KU

*Graphic & Motion Designer Jan 2019 - Jun 2021*  
Produce print/digital items aimed at supporting recruitment with the established design system.

### NATIVE DIGITAL

*Art Director Intern Mar - May 2021*  
Collaborate with clients to execute solutions and create prototypes for campaign concepts.

### WHISKEY DESIGN

*Web & Graphic Intern Sept - Dec 2020*  
Research technology & design trends to rebrand the agency website and interdisciplinary clients.

### WIX.COM

*Web Design Intern Jun - Sept 2020*  
Create interactive storytelling for client brands in NYC focusing on redefining the medium.

### BENEFACTORY

*Graphic/Web Intern May - June 2018*  
Rebrand digital experiences and brand expression for nonprofits ranging digital and print.

## EDUCATION

---

### UNIVERSITY OF KANSAS

BFA Visual Communication *Aug 2018 - May 2022*

### E-CONNECT TECHNOLOGY

Diploma of Web Design & Dev *May - Aug 2018*

### SRISHTI INSTITUTE OF DESIGN

BDes Bachelor of Design *Aug 2016 - Apr 2017*

## CONTACT

---

bhroovigupta11@gmail.com  
www.bhroovi.com

## ACHIEVEMENTS

---

### AWARDS

American Advertising Awards: 2 Golds,  
Best of Show and Judges Citation  
AIGA A16: 2 Print, 1 Digital & 1 Judges Choice  
Finalist, Student Employee of the Year Award  
AAF-KC Foundation Scholarship Award  
Laura & Alfred Miller Scholarship Award  
KCAF Women in Design Scholarship Award  
Helen Brainerd Scholarship Award  
International Excellence Scholarship Award

### FEATURES & HONORS

PRINT Magazine - 2 Brand projects featured  
D&AD New Blood Festival Portfolio Picks  
Women in Design Magazine - 21 Designers  
DesignbyWomxn - 20 Women to Watch  
Wix Blog - Top 14 WebDesign Inspirations  
ConversationalLIST - Honoree

### INVOLVEMENT

KU Mortar Board Honor Society - Cabinet  
Association of India Students - President  
Prototype AIGA student group - Board  
AIGA Mentorship Community - Mentee  
International Student Association - Board  
AD 2 KC Community - Member

## SKILLS

---

### DIRECTIONS

Branding, Typography, Layout, Art Direction, Motion Graphics and UI/UX Design.

### TOOLS

Adobe Photoshop, InDesign, Illustrator, After Effects, XD, Premier Pro, Animate, Procreate, Sketch, Figma, InVision, HTML/CSS, Calligraphy, Risograph printing, and Book arts/binding.

<https://www.linkedin.com/in/broovygroovy/>  
Instagram: @broovygroovy