

CONTACT

Bhroovi Gupta
www.bhroovi.com

Visual, Brand, Graphic, UI UX & Motion Designer

bhroovigupta11@gmail.com
www.linkedin.com/in/broovygroovy/

EXPERIENCE

NATIVE DIGITAL

Visual Designer Jan 2022 - May 2023

Create wireframes based on content strategy, & design component systems with UI styles based on visual identity.

LITERATURE DEPARTMENT - UNIVERSITY OF KANSAS

UX/UI Designer July 2022 - May 2023

Brand and web design from concept sketches to high fidelity prototypes for the official Black Books Network.

HALLMARK CARDS

Freelance Designer June 2022 - May 2023

Creating illustrations & designs for seasonal holidays to be printed for world-wide production and circulation.

VMLY&R

Brand ID Intern Sept 2021 - Jan 2022

Work on brand design, strategic planning & CE for multiple clients, like Intel, Wendy's and Pepsico.

MARKETING COMMUNICATIONS AT KU

Graphic & Motion Designer Jan 2019 - May 2022

Produce print/digital items aimed at supporting recruitment with the established design system.

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 brands in NYC using Photography, UX UI, and Motion Graphics.

BENEFACTORY

Graphic/Web Intern May - June 2018

Rebrand digital experiences and brand expression for nonprofits ranging digital and print platforms.

EDUCATION

PARSONS AND CORNELL TECH (DUAL DEGREE)

MPS Communication Design (Business and Tech)

UNIVERSITY OF KANSAS

BFA Visual Communication (*Minor: Entrepreneurship*)

SRISHTI INSTITUTE OF DESIGN *Bachelor of Design*

E-CONNECT TECHNOLOGY *Diploma: Web Design*

ACHIEVEMENTS

AWARDS

Webby Awards - 2022 Honoree.

American Advertising Awards - 6 Golds, 1 Silver,
2 Judges Citations, 3 Best of Show Awards 2021-22.

World Brand Design Society - Bronze Award 2022-23.

AIGA - 3 Print, 2 Digital & 2 Judges Choice Award 2021-22.

D&AD New Blood Festival - Portfolio Pick 2021.

The Conversationalist - 2021 Honoree.

National Student Show Dallas - Junior Portfolio 2021.

University Award 2022 presented by the Chancellor of KU.

Senior Design Award - Dean's Pick 2022.

AAF-KC Foundation Scholarship Award 2020-22.

Laura & Alfred Miller Scholarship Award 2021.

KCAF Women in Design Scholarship Award 2021.

Helen Brainerd Scholarship Award 2021-22.

International Excellence Scholarship Award 2018-22.

Finalist, Student Employee of the Year Award 2021.

FEATURES & HONORS

PRINT Magazine - 2 Featured Projects

WiX Creative Blog - 30 Best Websites of 2022

Women in Design Magazine - 2 Features

DesignbyWomxn - 20 Women to Watch

Voyage KC - Article feature

INVOLVEMENT

Spark KC - Panelist

Alumni Insight Talk - Speaker

President - Association of Indian Students

Creative Chair - International Student Association

Board - Prototype - AIGA Student Association

Student Ambassador - Indian Embassy

AIGA Mentorship Community Member

KU Mortar Board Honor Society

SKILLS

LANGUAGES

English, Hindi, Punjabi, Marathi.

DIRECTIONS

Branding, UI/UX Design, Motion & Art Direction.

TOOLS

Adobe Photoshop, InDesign, Illustrator, After Effects,
Premier Pro, XD, Sketch, Figma, HTML/CSS, Java, Python,
Procreate, Calligraphy, Risograph Printing & Book binding.