

Ashrita Gupta

(She/Her)

| ASHRITA GUPTA | BUFFALO, NEW YORK
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EDUCATION

Bachelor of Fine Arts

Graphic Design

University at Buffalo

Buffalo, New York | 2019 – 2023

Associate in Applied Science

Digital Marketing

Bryant & Stratton College

Buffalo, New York | 2020 – 2022

CERTIFICATES

- Google Ads Certification
- HubSpot Inbound Marketing Certification
- Adobe Certified Expert in Photoshop
- UX Certification by Nielsen Norman Group
- Google Analytics Individual Qualification (IQ)
- Certified in Interaction Design Foundation (IDF)
- Hootsuite Social Marketing Certification

SUMMARY

Experienced Creative Professional specializing in Graphic Design, Digital Marketing, and UI/UX Design. Demonstrated success with 8+ years of freelancing, consistently delivering exceptional results. Expertise in holistic design systems, meeting tight deadlines, and managing projects, budgets, and resources. Skilled mentor fostering inclusive work environments. Proficient in industry-standard design tools, digital marketing strategies, and UI/UX best practices. Adaptable and innovative, exceeding client expectations. Extensive experience in 3D design and editorial design for large-scale publications.

PROFFESIONAL EXPERIENCES

UI/UX Design Intern, Campus Labs| New York 2022- Present

- Conducted user research, created personas, and developed intuitive user flows and wireframes.
- Collaborated with cross-functional teams for seamless design integration and responsive design principles.
- Created interactive prototypes using industry-standard design tools for user testing and feedback.
- Contributed to usability testing and incorporated design improvements based on user feedback.
- Designed visually appealing user interfaces, ensuring brand adherence and consistency.

Content Designer, Her Campus Media | Buffalo, New York 2022 – 2023

- Increased engagement by developing consistent visual branding, including the website, social media, and email newsletters.
- Managed multiple projects and deadlines simultaneously, maintaining high levels of quality and attention to detail.
- Collaborated with Garnier Skin Care to create sponsored content, enhancing brand awareness on campus and generating new subscribers for Her Campus.

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FREELANCE WORK

GRAPHIC DESIGN

Her Story. Buffalo

Tipico Coffee

Whisker and Brew cat cafe

Big Ditch Brewing Company

Record Archive

The Daily Grind

Savoy Taproom

EDITORIAL DESIGN

Café Coffee Day

Smaaash

Chumbak

UI/UX

Sacred Art

Bang Bang Pie & Biscuits

Paperish Mess

SKILLS

Visual Communication • Adobe Suite • Concept Development • Typography • Motion Graphics • Blender • HTML/CSS • Digital Embroidery • Figma • Photo Manipulation • Rhinoceros 3D • Print Design • Animation • Editorial Design • SEO • Copywriting • Google Analytics • Wireframing • prototyping • Digital Asset Management

Art Director, Razorfish | Chicago, Illinois | 2021 - 2022

- Led cross-platform visual branding initiatives, driving engagement and consistency.
- Managed multiple projects, ensuring precision, deadlines, and high quality.
- Collaborated with Garnier Cosmetics for sponsored content, expanding brand awareness and customer acquisition.
- Guided designers on typography, color schemes, and layout for campaigns.
- Implemented innovative design strategies, increasing user interaction and brand presence.
- Optimized visual content using data insights, improving engagement.
- Streamlined workflows and enhanced communication for improved project efficiency.

Digital Marketing Manager | UBACM | Buffalo, New York 2021 – 2022

- Managed the organization's social media accounts, creating and posting engaging content.
- Coordinated media relations activities, including drafting press releases, pitching stories, and arranging interviews.
- Applied knowledge of print production and design principles to produce various print formats (e.g., brochures, flyers, posters).

Student Assistant, Center for the Arts at | Buffalo, New York 2019 – 2021

- Supported the Center for the Arts team in providing excellent customer service to patrons, managing ticket sales, and assisting with event coordination.
- Collaborated with the marketing team to create promotional materials for events and manage social media accounts.
- Applied knowledge of color theory in branding, identity design, and advertising, creating unique and compelling color palettes for increased engagement.