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## about

I identify myself as a visual artist which is credited to my distinct sense of aesthetics and inclinations to art and design. I aim to engage and interact with other people through design. The projects that I've undertaken as a freelancer have helped me fine tune my practical as well as analytical skills which I would like to work on further through new opportunities. I constantly try to improve my work and employ an industrious and humble world-view. I am flexible in my approach around people and love new experiences.

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## skills

Brand Identity and Strategy  
Publication Design  
Web Design  
Packaging Design  
Exhibition Design

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## software

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Adobe Lightroom  
Adobe After Effects

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# Anmol Gupta

(Visual Artist)

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## education

**K.L. International School, Meerut**  
High School

**K.L. International School, Meerut**  
(+2) PCM + Computer Science + Fine Arts

**National Institute of Fashion Technology, Delhi**  
Fashion Communication ( Batch of 2019 )

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## experience

**Morning Fresh ( July'16 - October'16)** (Internship)  
Created visual content for clients' blogs and social media channels.

**Kaashi Wellness ( Dec'17 - Jun'21)** (Consultant)  
Identity Design - designed the brand identity and strategised the social media plan.

**NIFT Spectrum 2018 ( Feb'18 )** (Extracurricular)  
Designed the visual identity and banners for the annual fest of NIFT Delhi.

**Auro Bar and Kitchen ( June'18 )** (Consultant)  
Designed posters for the live events and did art direction for a few shows.

**Genesis Luxury ( June'18 - July'18)** (Internship)  
Assisted the design team with reports, presentations, and branding for luxury brands like Giorgio Armani, Jimmy Choo, etc. Gained experience in packaging and got an in-depth knowledge about paper quality and printing techniques.

**Crepdog Crew ( Dec'18 - Nov'22)** (Consultant)  
Created the visual identifying for a sneaker & streetwear marketplace.

**QGlue (Jan'19 - April'19)** (Internship)  
Re-branded the identity of the company and did a graduation project.

**Humour Me (Dec'19 - Feb'21)**  
Designed marketing campaigns and social media content for a few leading brands.

**The Brewhouse (Dec'20 - Mar'23)**  
Conceptualising and designing campaigns for various brands across multiple categories.

**HP Studio (Hewlett Packard) (March'23 - Jan'25)**  
Led AI visual team, designed campaigns & collaterals for Indian, European, East Asian markets.

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