

Kavya Gupta

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Gurgaon, India

Creative conceptual, marketing communication & presentation design

Multidisciplinary visual designer with a sharp eye for storytelling, specialising in conceptual design with AI image generation, RFPs, integrated marketing campaigns, and impactful presentation decks. Experienced in social content, brand campaigns, and B2B marketing, and both digital and print design. Have worked with brands like **Microsoft, LSEG, Sky, TFG Money, JLP, Hero, Practo Health, Tuborg, DLF India, Barilla and more.**

Key competencies

Process improvement	AI Image generation	Strong interpersonal skills
Data-driven strategic planning	Presentation design	Proactive and self-motivated
Critical thinking skills	Excellent communication skills	Exceptional organisational skills

Professional experience

Indigo Slate, A Zensar Company - London

July 2024 - Present

Visual Designer (FTE)

- Served as a Visual Designer on the high-impact Microsoft project - developing monthly asset packs for partner markets worldwide to drive Microsoft 365 activation and renewals, while collaborating with cross-functional teams across the UK, US, and India to deliver on-brand, localized creative for Microsoft & Partners.
- Designed and developed conceptual proposals as a part of new business opportunities for high-profile global clients including Adobe, Shell, and SITA, Google - translated strategic narratives into compelling visual stories with the use of powerpoint design and MidJourney for quick visual assets.
- Delivered digital and print media for external marketing campaigns, enhancing brand visibility and contributing to Zensar's Q2 FY25 year-over-year growth of 4.0%, while strengthening internal brand positioning through a refreshed visual identity, optimized digital channels, and cohesive communication strategies.
- Provided art direction and led the production and post-production of integrated marketing assets for the London Stock Exchange, a campaign now nominated for the B2B Marketing Awards under Best Use of Content and Best Purpose-Led Initiative categories.

Foolproof, A Zensar Company - London

Jan 2024 - July 2024

Entry Level - Design (6 months contract)

- Demonstrated expertise in developing impactful content for social media platforms- including Instagram, LinkedIn, and TikTok- through bite-sized animations and static visuals; also responsible for creating engaging blog posts and internal communications for the company website.
- Designed visually compelling assets for a wide range of pitch presentations using PowerPoint, while also supporting the marketing team through active involvement in campaign strategy and planning.
- Maintained and managed the company's Notion portal, ensuring accuracy and consistency across marketing assets while streamlining their organization for better accessibility and brand alignment.
- Contributed to key client projects across product and service design, supporting research, journey mapping, and UI design efforts and helping drive innovation and business growth.

University for the Creative Arts, Surrey

Dec 2022 - Dec 2023

Student Ambassador (Part time)

- Proactively engaged with prospective students, offering valuable insights into campus life and academic experiences- contributing to a 15% increase in student interest and supporting overall recruitment success.
- Conceptualized and executed dynamic campus events aimed at fostering community and student engagement, while simultaneously developing compelling social media content to boost visibility and amplify participation.

Saatchi & Saatchi, New Delhi

July 2021 - February 2022

Art Director

- Led end-to-end visual design initiatives for prominent Indian brands including Prcato, Hero MotoCorp, DLF, Practo, and Tuborg - delivering cohesive, high-impact brand communication across diverse platforms.
- Oversaw the complete creative portfolio for healthcare brand Practo, including email marketing, social media calendars, TV commercials, and in-app marketing for both pharmaceutical and consultation services - driving increased engagement and brand performance.
- Collaborated closely with strategy and copy teams to ensure visual storytelling aligned seamlessly with brand tone, audience insights, and campaign objectives.

RawLive, New Delhi

October 2021 - December 2021

Intern - In house Designer

- Designed digital and print marketing assets for nationwide music events, including a 16-city tour for indie band Ankur Tewari & The Ghalat Family.
- Created experimental album artwork for homegrown artists, strengthening their visual identity and brand presence.

Education & Certifications

Masters of Arts, Graphic Design – Distinction

September 2022 - September 2023

University for the Creative Arts, Farnham, UK

- Key Modules: Life Drawing, Perspective, Print Design, Sculpture, Advertising

Intensive Editorial Graphic Design by Adrian Shaughnessy

July 2018

Royal College of Art, London - Summer school

Bachelor of Fine Arts, Applied Arts - First Division

September 2017 - September 2021

College of Art, University of Delhi, India

- Key Modules: Life Drawing, Perspective, Sculpture, Advertising, Print design

Optimising Your Workplace Well-being

2025

Skillsoft

Strategic thinking & Generative AI imaging

2025

Linkedin

Sustainable Innovation Conference 2023

2023

Accelerating Sustainability in the Creative Economy & Creative Industries

British Council, New Delhi

2017

Business Communication Skills - Advanced Level 3

Technical skills & softwares

Design Tools: Adobe suite - Photoshop, Illustrator, After Effects, InDesign, Canva

UI/UX Tools: Figma, Miro

Project Tools: Monday.com, Notion, Slack, Jira

AI Tools: Deep AI, Midjourney, ChatGPT