

AJITA GUPTA

Visual Designer

✉ ajitagupta2809@gmail.com ☎ 9005572308 📍 Gurgaon, India 🔗 ajitaguptadesign.com/

🌐 [linkedin.com/in/ajita-gupta-ag2809](https://www.linkedin.com/in/ajita-gupta-ag2809)

SUMMARY

I am a creative and detail-oriented visual designer with a background in accessory design and experience in branding, graphic design, packaging, marketing visuals, and spatial design. Having worked across diverse industries, including e-commerce, wellness, installations, and branding, I adapt quickly and approach each project as an opportunity to learn, experiment, and build meaningful visual solutions. I specialize in transforming ideas into clear, strategic, and visually cohesive brand experiences across digital and print media. My work combines conceptual clarity with practical execution, ensuring designs that are impactful, user-focused, and aligned with brand goals.

EDUCATION

National Institute of Fashion Technology

Hyderabad

B.Des. in Accessory Design

SOFTWARE

Adobe Photoshop • Adobe Illustrator • AutoCAD • Keyshot • Rhinoceros 3D • Wix

SKILLS

Brand Identity Design • Packaging Design • Visual Storytelling • Attention to Detail • Art Direction

EXPERIENCE

Innovist

Mar 2026 – Present

Creative Designer

Gurgaon, India

- Designed social media creatives, advertisements, and marketing assets for digital campaigns. Developed packaging concepts, illustrations, and branding visuals aligned with brand identity.
- Worked on concept development and new creative ideas for campaigns and brand communication. Delivered multiple design projects under tight timelines while maintaining visual consistency.

Freelance

Jul 2025 – Feb 2026

Visual Designer

Remote

- Designed two complete brand identity systems for emerging businesses, including logos, typography, color systems, packaging elements, and brand usage guidelines.
- Delivered brand assets that improved client consistency and market positioning.
- Collaborated directly with founders to align visual direction with brand values.

Transformative Ventures

Jul 2023 – Feb 2025

Creative Designer

Gurgaon, India

- Designed packaging for international markets, ensuring 100% compliance with Canadian and U.S. regulatory guidelines.
- Produced advertisements, banners, and product launch visuals for marketing channels.
- Delivered multiple packaging projects under tight timelines.

Hexagramm Design

Jan 2023 – May 2023

Design Intern

Delhi, India

- Supported design and production processes for large-scale art installations.
- Created AutoCAD drawings for laser cutting.
- Assisted in design ideation, mockups, and client coordination.
- Gained experience in materials, 3D form development, and installation workflows.

Welspun Flooring

Jun 2022 – Jul 2022

Design Intern

Hyderabad, India

- Analyzed tile manufacturing workflows to identify upcycling opportunities.
- Studied tile properties and developed functional product concepts.
- Supported research, concept generation, and prototype development.