

NISHANT GUPTA

A highly adaptable and results-oriented design professional with over seven years of experience translating user needs into engaging visual solutions, including microsite development and data visualization. Proven ability to lead projects, manage client expectations, and deliver impactful designs that drive engagement and achieve business goals. Leverage a strong foundation in user-centered design, project management, and emerging technologies like AI to excel in UI/UX Designs.

EXPERIENCE

Deloitte USI | VxD Artist

MARCH 2022 - PRESENT

- Led the end-to-end design and implementation of engaging microsites, focusing on user flow optimization and responsive design.
- Designed intuitive training interface templates that improved completion rates by 25% through effective storytelling and engaging visuals.

FCI-CCM | Video Animator

MAY 2021 - MARCH 2022

- Designed personalized video content for BFSI sector clients (TATA AIA, Bharti AXA, HDFC), focusing on clear communication and impactful visual storytelling.
- Developed social media-optimized designs to maximize audience engagement and brand consistency, adhering to strict visual identity guidelines.

Indigo Consulting (Publicis Groupe) | Consultant Production

DECEMBER 2018 - MAY 2021

- Provided design solutions for Fortune 100 clients (Citi Bank, Toshiba), consistently delivering high-quality visuals that met stringent brand guidelines and client expectations.
- Managed the quality assurance process for visual uploads across various social media platforms, ensuring alignment with brand guidelines and maximizing user engagement.

Internet Moguls | Video Editor

MARCH 2018 - JULY 2018

- Led and managed a team of 3 resources, delivering multiple visual content projects within specified deadlines for prominent Hospitality clients (Westin, Taj, Leela).
- Developed and implemented efficient project management processes, resulting in a 45% reduction in production time.

Career Dose | Video Editor

MAY 2017 - JULY 2017

- Produced educational videos requiring a deep understanding of foreign language (French) and showcasing adaptability and cross-cultural communication skills.

EminenceEdu Pvt. Ltd. | Freelance Social Media Manager

SEPTEMBER 2018 - AUGUST 2023

- Produced and managed weekly creative videos and creative thumbnails for social channels, showcasing creativity and ability to adapt to changing trends.

Key Achievements & Project Highlights.

- Consistently received positive feedback from clients and stakeholders for delivering exceptional visual solutions that exceeded expectations.
- Developed and implemented efficient project management processes, resulting in a 45% reduction in production time.
- Demonstrated ability to translate client needs into compelling designs that drive engagement and achieve business goals.
- Proficient in Agile methodologies, ensuring flexible and responsive project management to adapt to changing priorities.

EDUCATION

GGSIPU | VIPS, Delhi | BCA | Computer Applications | 2013 - 2016

SRDAV Public School | XII Science Non-Medical | CBSE | 2012 - 2013

SRDAV Public School | X | CBSE | 2010 - 2011

SKILLS

- **UI/UX Design Principles:** User Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Interaction Design
- **Design Tools:** XD (Proficient), Illustrator, Photoshop, Zoomforth (Microsite Design), Adobe Firefly
- **Project Management:** Agile Methodologies, Budgeting, Timeline Management
- **Client Communication & Relationship Building**
- **Motion Graphics & Animation:** Adobe After Effects, Cinema 4D (Basic)
- **Languages:** English (Fluent), Hindi (Native)