

ALOK KUMAR GUPTA

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SUMMARY

As B.tech Student studying Computer Science and Engineering, fervent in their love of Graphic Designing and Programming. I'm constantly looking for ways to work with others, pick up new skills, and support the Tech and Design Community.

WORK EXPERIENCE

Graphic Designer, Soulo Sep 2024 - Present

- Working with a startup focused on digital and safety watches, I create innovative and engaging designs that effectively communicate the brand's message. My work includes developing marketing materials and visual content to enhance the brand's identity and attract target audiences, contributing to the company's growth and recognition.

Campus Ambassador, Physics Wallah Jan 2024 - Present

- As a Campus Ambassador of Physics Wallah, I boosted the company's presence on campus by organising events and reaching out to students, creating connections between them and the company's goals and values. Also get chance to connect with industry

Graphic Designer & President, Ingenious Club Dec 2023 - Sept 2024

- As the President and lead Graphic Designer of the Photography Club, part of the Ingenious Club at our college, I have overseen the club's activities and visual identity. I design promotional materials that capture the essence of photography, inspiring students to participate in our events and initiatives while leading the club to greater engagement and success.

Graphic Designer, IGNITIA & FOOTPRINTS Nov 2023 - Apr 2024

- As a Graphic Designer for both IGNITIA and FOOTPRINTS, I played an important role in making our college's main events successful. For IGNITIA, the annual Techno-Cultural fest, my creative designs attracted over 8,000 people in two days. Similarly, for FOOTPRINTS, the annual sports fest, my designs helped bring in around 4,000 people over six days, making the events more engaging and popular.

EDUCATION

Bachelor of Technology in Computer Science Aug 2023 - Present

Pranveer Singh Institute of Technology (PSIT), Kanpur
CGPA: 8.06

Intermediate June 2020 - May 2022

Red Rose Public School, Lucknow
Percentage: 82%

KEY SKILLS

- Technical Skills:** C,Java Programming Language, Web Design, Canva, Social Media Graphics, Poster Design, Logo Design, Thumbnail Design, Social Media Management
- Languages:** English, Hindi
- Certifications:** Campus Ambassador(Physics Wallah), 5-star Coder (Hackerrank), UX Design (Coursera), Graphic Designer (College Clubs)