Konica Gupta

Portfolio

Email

LinkedIn

7015609094

Who?

A visual designer and illustrator with 3.5 years of experience building scalable visual systems, brand identities, and research-backed illustrations. Proven track record in dashboard system design, packaging, event design, and visual storytelling that drives user retention and engagement across global fin-tech products. Aspiring Art Director focused on crafting memorable, system-driven visual experiences. Spends leisure time doing yoga, origami, reading, cooking and observing human nature through photographs.

Work Experience

SAHI | BLR, Visual Designer (Sep '25 - Ongoing)

JUSPAY | BLR, Visual Designer (Feb '25 - Aug '26)

- Led the dashboard visual design system for VISA
- Architected modular design systems across digital channels (Blogs, LinkedIn), significantly boosting brand presence and viewer engagement
- Authored frame-by-frame video assets and motion visuals for key international market expansions, including MENA and APAC
- Executed core brand, visual, and launch collateral for high-profile client and product rollouts including Zepto, Barclays, Breeze, Breeze Automatic, Passkeys, One Click Payments, and Pix Brazil.

UNI CARDS | BLR, Visual Designer (July '23 - Feb '25)

• Set the visual direction for Uni's Gold X product
• Conceptualised and designed custom brand character illustrations to establish and solidify Uni's distinct brand identity across platforms
• Created high-touch physical collateral, including the PowerUp custom postcard gift set for guest speakers, deepening brand loyalty and engagement.

Education

MIT Institute of Design, Pune (2021-2023)
M.Des. in Graphic Design

Janki Devi Memorial College, Delhi University (2016-2019)
B.A. English Literature

Design Skills & Tools

Core Expertise
Art Direction, Visual Storytelling, Brand Identity, Illustration Systems, Design Systems, User Research Insights, Packaging Design, Event & Campaign Design, Typography, Advertising

Technical Tools
Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign)

Generative AI & Workflow
ChatGPT, Gemini, Midjourney (Rapid visual moodboarding, concept iteration, and storyboarding to accelerate early exploration cycles.)