

# Chahal Gupta

Creative Product Marketing  
Associate & Designer



## Contact

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## About Me

NIFT-educated Communication Designer and Creative Product Marketing enthusiast with a focus on high-growth tech ecosystems. Experienced in managing end-to-end design delivery for international clients and orchestrating visual GTM strategies in design for major brands like Snapchat and Zerodha through agency partnerships (Under 25). Adept at translating user research into "jaw-dropping" creative assets that drive feature adoption and maintain brand integrity. I love blending product thinking, user insights, and creative execution to drive feature adoption and user growth in fast-paced consumer tech environments.

## Softwares



## Education

Bachelor of Designing (Fashion Communication) 2019 - 2023

*National Institute of Fashion Technology (NIFT)*

Graduated with a comprehensive foundation that combined design strategy, advertising, and systems thinking to transform intricate consumer trends into compelling narratives. My education included Interface Design (UI/UX), Studio Photography, and Publication Design, equipping me with the technical and strategic flexibility to oversee a product's visual lifecycle.

## Experience

Graphic Designer (Client Marketing & Campaigns)  
*Cube.ai (Intuor Labs Pvt. Ltd.)* Feb 2025 - Aug 2025

- **Data-Driven Creative Execution:** Led execution of data-driven marketing campaigns that increased audience growth by 71%, optimizing content strategy based on user engagement insights.
- **Campaign & Engagement Scaling:** Crafted visual assets for targeted promotional campaigns and giveaways (e.g., Balance Grille), successfully catapulting peak content reach from 1.4k to 50k+ and driving community interactions.
- **Performance Design:** Optimized visual messaging using data, boosting baseline video views by 160% for Pacific Precious Metals while maintaining 10-12% portfolio growth.
- Worked in fast-paced, high-growth environments with cross-functional teams, and multiple clients

Designer (Experience & Strategy)  
*Under 25 (Collective Artist Network)* Aug 2023 - May 2024

- **Summit Experience & Brand Architecture:** Directed the complete experience design and comprehensive branding kits for major youth summits (e.g., Zing!Fest), maintaining strict brand integrity across all physical and digital touchpoints to engage an on-ground audience of 10,000+ attendees.
- **B2B Visual GTM Strategy:** Designed bespoke visual identities and marketing collateral kits for national brand integrations—including Zerodha, Cornetto, and Myntra FWD—translating complex partner marketing objectives into highly immersive, consumer-facing physical experiences.
- **Digital Campaign Design:** Created high-impact visual assets to drive event awareness and pre-summit hype, delivering creative materials that successfully captured over 53.7k organic engagements across targeted social media promotional rollouts.

UI/UX Intern (Graduation Project)  
*Kwikpic Ai solutions* Jan 2023- May 2023

- **User Research & Product Optimization:** Conducted target audience research and structured problem identification to revamp the mobile app interface, streamlining the end-to-end user journey to support core brand growth.

## Skills

- Creative Strategy & Brand Integrity
- Visual Go-to-Market (GTM) Execution
- B2B & B2C Consumer Marketing
- Omnichannel Activation (Digital & Offline Events)
- UI/UX & In-Product Experience Design
- Cross-Functional Project Management
- User Research & Rapid Prototyping
- Funnel Optimisation

## Awards & Certification

- Awards: Runner-up, Aura Designography (AIMS Jodhpur); 2nd Runner-up, Craftathon (IIT Jodhpur).
- Certifications: Foundations of User Experience (UX) Design – Google.
- Brand and Product Management – IE Business School (March 2026).
- Microsoft AI Product Manager Professional Certificate – Ongoing (Expected May 2026).

## AI tools

- ChatGPT / Claude
- Midjourney / Adobe Firefly
- Jasper.ai / Copy.ai
- Notion AI
- Microsoft Copilot

## Experience

- **Feature Launch Execution:** Supported go-to-market strategy for new feature launch by designing user flows, wireframes, and messaging frameworks to drive adoption and usability
- **Omnichannel Marketing Collateral:** Translated campaign briefs into high-converting digital marketing assets, directly executing the research, exploration, and final deliverables for targeted emailers, blog banners, and social media touchpoints

### Marketing Intern

*Joker and Witch*

June 2022-Aug 2022

- **Campaign Design & Social Growth:** Designed targeted digital ad campaigns and high-volume daily social assets (10+ stories, 3 grid posts), successfully driving a 163% reach increase for Teejh and a 50% increase for Joker & Witch within two months.
- **Cross-Functional Revenue Impact:** Collaborated directly with the marketing team to execute visual GTM strategies for Instagram, optimizing the brand's primary acquisition channel that was responsible for 65% of total company sales.
- **Influencer & Community Marketing:** Managed end-to-end micro-influencer marketing reach-outs and community PR (DMs/engagement), curating engaging video content (DIY reels) for seasonal product launches to build brand awareness and consumer trust.

### Social Media & Design Intern

*Rugged Carpets*

Mar 2020 - Sep 2020

- **Digital Content Execution:** Designed foundational social media creatives and promotional materials to drive daily audience engagement and support digital marketing initiatives.
- **Channel Management & Brand Identity:** Maintained visual consistency across digital platforms, aligning all design assets with the broader brand strategy to enhance early-stage brand awareness

