

Jayeeta Kundu

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BIO

Visual design lead specializing in brand and identity systems, packaging, print, editorial, typography and interaction design across multiple touchpoints. I am passionate about crafting timeless brand stories with distinct visual expressions.

I have a diverse multidisciplinary design experience and a broad cultural knowledge. A keen understanding of strategy and process allows me to work on projects of all scales, from ideation, through concept to final delivery.

PROFICIENCIES

Branding & Identity
Packaging design
Visual & Interaction design
Print & Publication
Typography & Lettering
Adobe Creative Suite
Adobe After Effects
Figma
Sketch

EDUCATION

Academy of Art University, San Francisco
MFA in Graphic Design
JUNE 2013 – MAY 2016

National Institute of Fashion Technology, Kolkata, India
BFA in Fashion Design
MAY 2003 – JUNE 2007

COMMUNITY

SF Civic Bridge
Provided design support for several San Francisco Civic Bridge initiatives helping different city departments.

ALGA San Francisco chapter
Communications committee,
San Francisco Design Week 2016

References available on request

EXPERIENCE

Amazon-Halo. Seattle, Washington **Senior Brand Designer**

AUG 2021 – CURRENT

Halo is a complex health and wellness offering from Amazon, providing users with hardware, new to the world software features and high quality content experiences that aim to delight, educate and inspire healthy living across many pillars of health.

I work with Halo brand design team to concept and design key brand visuals and campaigns across a variety of placements like retail, marketing, events, Halo app and content. Collaborate with internal teams and partners to build systems and design guidelines to ensure a cohesive and seamless customer experience. Work with Halo content studio to create branded content, videos and interactive experiences for in-app health & fitness content.

Fuseproject LLC. San Francisco, California **Senior Visual Designer | Visual Designer**

NOV 2017 – JULY 2021

Concept development and execution of brand identity systems, visual design, packaging, print and publication, environmental graphic design for Fortune 500 companies as well as startups, including Samsung, PayPal, L'Oréal, Lululemon, Nestlé, Siemens, and others. Collaborated with internal and external teams (strategy, industrial and interaction designers) to create stories and design solutions for multi-disciplinary brands.

Whipsaw Inc. San Jose, California **Graphic Designer**

JULY 2016 – OCT 2017

Concept and design assets for branding projects, print, packaging and digital activations for products and clients across multiple industries. Worked closely with Whipsaw's marketing team to create visual assets for company website, blog, promotions and business development partners.

Lifestyle International Ltd. Bangalore, India **Senior Apparel Designer**

JUNE 2010 – NOV 2011

Design lead for in-house teen's and women's wear brand Ginger. Led a team of two and was responsible for designing seasonal ranges, across top and bottomwear, market and trend research, conceptualization, range creation, graphic design, techpacks and sampling.

Munch Design Worx. Bangalore, India **Apparel Designer**

JULY 2008 – MAY 2010

Designed women's casual wear, mens formal wear and accessories. Responsible for market research, trend analysis, conceptualization, range creation, graphic design and packaging, for multidisciplinary brands like ITC Miss Players, Nike India, Ascot, and Weekender.

Krishna Mehta. Mumbai, India **Assistant Apparel Designer**

JULY 2007 – JUNE 2008

Designed men's and women's couture and prêt collections showcasing at the Lakme India Fashion Week, Wills Lifestyle India fashion Week. Designed collections for Swedish women's wear brand Indiska.