

Jayeeta Kundu

 Cupertino, California

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 jayeetadesign.com

BIO

Design lead specializing in brand systems, visual design, packaging, editorial, typography, and interaction design across global touchpoints.

I am passionate about crafting timeless brand stories with distinct high touch visual expressions. With a multidisciplinary background and cross-cultural perspective, I combine creative vision with strategic rigor to guide projects from concept to launch with clarity, cohesion, and impact.

PROFICIENCIES

Branding & Identity
Visual & Interaction design
Packaging design
Print & Publication
Typography & Lettering
Adobe Creative Suite
Adobe After Effects
Figma, Figjam
AI design tools: Midjourney, Firefly

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

Amazon Conflux
Conference design volunteer, 2024

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

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

EXPERIENCE

Amazon - Devices Brand Studio. Seattle, Washington **Senior Visual Designer**

JULY 2022 – PRESENT

Lead visual design for go-to-market launch campaigns across Amazon Echo devices, Fire Tablets, Fire TV, Kids+ and the new Gen AI powered Alexa+. Collaborate with cross-functional teams to concept and design cohesive brand visuals, product launch pages, UI components, and marketing assets. Develop scalable visual systems and campaign design frameworks that strengthen the brand, elevate product storytelling, and drive customer engagement across Amazon.com and retail touchpoints.

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

AUG 2021 – JUNE 2022

Partnered with the Halo brand design team to develop and execute brand visuals and campaign design across retail, digital marketing, events, and in-app experiences. Collaborated with the Halo content studio to create branded content, videos, and interactive experiences for in-app fitness, health, and wellness programs. Built cohesive visual systems and design guidelines to ensure brand consistency across hardware, software, and content touchpoints, strengthening the Halo ecosystem and elevating the customer experience.

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

NOV 2017 – JULY 2021

Designed and developed brand identity systems, packaging, print, and environmental graphics for global brands including Samsung, PayPal, L'Oréal, Lululemon, Nestlé, and Siemens. Collaborated with strategy, industrial design, and interaction teams to translate business objectives into unified brand narratives and scalable design systems. Led concept development, visual storytelling, and multi-channel brand implementation for Fortune 500 companies and startups, ensuring creative excellence and consistency across all touchpoints.

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

JULY 2016 – OCT 2017

Designed brand assets, packaging, print, and digital activations for clients across multiple industries. Partnered with strategy and industrial design teams to create integrated visual solutions for product launches and brand initiatives. Collaborated with the marketing team to develop promotional materials, website assets, and business development content that reinforced Whipsaw's brand presence and storytelling.

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

JUNE 2010 – NOV 2011

Led design for in-house teen and women's wear brand Ginger, managing seasonal collections from concept through production.

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

JULY 2008 – MAY 2010

Designed casual and formal wear collections for brands including ITC Miss Players, Nike India, Ascot, and Weekender, supporting trend analysis, research and full design development from concept to sampling.