

Portfolio Website : abhrasengupta.com

Behance : <https://www.behance.net/abhrasengupta1>

Linkedin : <https://www.linkedin.com/in/abhra-sengupta-6959121a9/>

RCA Profile : <https://2025.rca.ac.uk/school-of-communication/information-experience-design-ma/profile/abhra-sengupta/>

PROFESSIONAL SUMMARY

I am a designer/art director with a background in graphic design, art direction, and digital product design, working across web, branding, and marketing to create thoughtful, impactful experiences. With a strong visual sensibility and an eye for storytelling, I approach each project with strategic thinking and attention to detail.

I recently completed my masters in Experience Design at the Royal College of Art, London and I'm building a path toward art direction by deepening both my creative leadership and conceptual thinking. I thrive in creative, fast-paced environments and bring experience both working within and leading teams to deliver compelling, well-crafted outcomes. Skilled in Figma, Framer, and the Adobe Creative Suite, Filmmaking and photography, I combine conceptual strength with technical execution, backed by the full right to work in the UK, allowing me to contribute immediately and long-term to studio teams.

EDUCATION

Royal College of Art, London Master of Arts (M.A.) Information Experience Design	London, UK Sep 2024 – Aug 2025
Academic Excellence - Graduated with maximum credits(160 credits) excelling in all units Thesis - Exploring the development of emotional intelligence within machines and its impact on our lives in the near future - through research, filmmaking, script writing, sound design, art direction and multiple collaborations Awards - Thesis Film was screened at places such as BFI Southbank, BBC Television Center White City, The Orleans House Gallery, at the RCA Graduate Show as well as some independent exhibitions across London.	
Srishti Institute of Art, Design and Technology, Bangalore Bachelor's of Design (B.Des.) - Industrial and Product Design; UI/UX Design (Sep 2019 - 2023)	Bangalore, India Sep 2019 – July 2023
Academic Excellence - Graduated top of class with a variety of experience with different verticals of digital and physical product design. Thesis - Worked with leading FMEG company Havells, to future-scape and develop kitchen and home appliances for the future market. Awards - Thesis Product presented at the Havells Head Office in Noida as well as a part of Bangalore Design Week.	

WORK EXPERIENCE

Total Environment <i>Asst. Manager – Marketing (Graphic Design and Art Direction)</i> Created and led digital and print creatives across real estate and hospitality verticals for domestic and international markets. Designed campaigns for 6+ properties, 3 restaurants, and breweries, including newspaper ads (Times of India), airport billboards, and ad films for streaming platforms. Served as lead creative for Total Environment's US market.	Bangalore, India Aug 2023 – Aug 2024
Independent Freelance Designer Worked with global brands on branding, UI/UX, web and app design across industries like music, fashion, real estate, and hospitality. Clients include RootNode, Southside, Brahma Records, and InteriorWaale.	Bangalore, India Apr 2020 – Sep 2024
Swordfish – Echoes of Earth Festival <i>Freelance Designer</i> Worked on conceptualizing the stage designs as well as generating assets for digital assets as well as physical products and festival merchandise. This contributed to merch production, brand collaterals and direct collaborations with the Art Director.	Bangalore, India Nov – Dec 2023

ENTREPRENUERSHIP AND INTERNSHIPS

Solid <i>Founding Partner</i> Led creative direction at Solid as founding designer, shaping its visual and web identity. Directed digital design and ad campaigns for global clients including Bharatiya Group, Sourberry Entertainment, and EntityPulse.	Bangalore, India Mar 2024 – Sep 2024
Tata Consumer Products <i>Project Trainee - Digital Product Designer Intern</i> Shadowed internal digital product development with Lollypop Design and KPMG.	Bangalore, India Jun – Jul 2023
Scriptwriter – Independent Films Co-wrote two short films. Cake Up Call won multiple national awards.	Bangalore, India Sep 2022 – May 2023
Swordfish – Echoes of Earth Festival <i>Junior Art Director Intern</i> Assisted in installations, digital creatives, and on-ground production management.	Bangalore, India Nov – Dec 2022
Tata Elxsi <i>Product Design Intern</i> Worked on product innovation for Panasonic and HMI concepts for Land Rover.	Bangalore, India Jun – Jul 2022

CORE COMPETENCIES AND TECHNICAL SKILLS

Key Skills - Art Direction, Experience Design, Curation and Exhibition, Conceptualization and Strategy, Digital Direction, Digital Product Design, UX/UI Design, Service Design, Industrial Design, Branding (Web & Physical), Visual Design and Communication , Brand placement, strategy and collaterals, Packaging Design, Videography , Script and Screenwriting, Commercial Photography

Technical Skills - Figma, Framr, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Adobe Suite, Microsoft Suite, Integrated AI tools for refined workflow.