

# PRABAL DEEP GAUTAM

## Brand & Visual Designer

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Portfolio: <https://www.prabalgautam.com>

Creative Work Collection: <https://www.figma.com/CREATIVE-WORK>

## Professional Summary

Brand & Visual Designer with 3+ years of experience building scalable visual systems for digital-first brands. With a foundation in architecture, I bring structured thinking and a systems-driven approach to design. I specialize in translating business and product goals into clear, high-impact visual solutions across brand, marketing, and digital experiences. Known for ownership, consistency, and adaptability in fast-paced environments.

## Work Experience

### Brand & Visual Designer

**WinZO Games** | Sep'2022 - present

#### Brand & Visual Systems:

- Led the WinZO rebranding, defining and scaling a cohesive brand identity system across digital and offline ecosystems
- Developed brand identities for ZO Games (Graduation Project), IEIC (Interactive Entertainment & Innovation Council), The Tech Triumph, and ZO TV / ZO Social, enabling clear positioning for new initiatives
- Established scalable identity frameworks and guidelines, improving consistency and reducing design iteration time across teams

#### Marketing & Advertising Design:

- Designed and delivered performance-driven marketing creatives across app, web, paid media, CRM, and offline campaigns
- Designed and optimized creatives for performance-driven campaigns, focusing on improving user engagement and communication effectiveness
- Iterated on creatives based on campaign requirements and user engagement insights to improve clarity and effectiveness
- Owned end-to-end design execution from concept to final delivery across multiple campaigns

#### Publication & Data Design:

- Designed large-scale reports including India Gaming Market Report (2023 & 2025), Path Ahead for Online Skill Gaming in India (USISPF 2024), and Scaling Innovation Exporting Experience (2025)
- Transformed complex data into clear visual narratives for stakeholders and partners

#### Key Contributions:

- Delivered creatives for multi-channel campaigns reaching millions of users across digital platforms
- Worked in a fast-paced environment managing multiple projects with tight deadlines and evolving requirements
- Supported product and growth initiatives through high-volume creative output
- Supported and guided junior designers through feedback and design reviews

### Architecture Intern

**A Mridul Architects** | Jan'2020 - June'2020

- Created architectural drawings and 3D visualizations to support client presentations and design decision-making

### Architecture Intern

**Design Haas Solutions** | June'2018 - Nov'2018

- Supported design development through presentation drawings, 3D modeling, and interior concept exploration

## Skills

Marketing & Advertising Design, Digital Campaigns & Paid Media Creatives, Branding & Identity Systems, Infographics & Data Visualization, Publication & Editorial Design, Illustration & Iconography, 3D Visualization & Design

## Tools

Adobe Creative Suit, Illustrator, Photoshop, InDesign, Figma, After Effects, SketchUp 3D, Auto CAD

## Education

### National Institute of Design, Ahmedabad

Master of Design, Graphic Design, 2020 - 2023

### Faculty of Architecture and Planning (GCA), AKTU, Lucknow

Bachelor of Architecture, 2015 - 2020