

SASANK GUPTA

CREATIVE DIRECTOR



EDUCATION

B.Tech

Electronics & Instrumentation Engineering (EIE)

Keshav Memorial Institute of Technology, Hyderabad (2014-2018)

Intermediate – NTR Model School (2011 – 2013)

SSC – Howard Model School (2010)

Core Competencies

- Project Management & Team Leadership
- Brand Communication & Storytelling
- Client Communication & Pitch Presentations
- Business Development & Sales Strategy
- 3D Visualization & Product Design
- Graphic Design & Logo Design
- UI/UX Design & Web Development Oversight
- Creative Strategy & Brand Positioning

Technical Skills

Design & Graphics:

Adobe Photoshop, Illustrator, InDesign, CorelDRAW, Canva

Video & Motion Graphics:

Adobe After Effects, Media Encoder

3D Visualization:

SketchUp, Lumion, Adobe Dimension

Web & UI Tools:

Figma, Canva (Basic HTML/CSS)

Professional Summary

Creative and strategic professional with 7+ years of experience in project management, brand storytelling, and multidisciplinary design. Co-founder of Prizmabrix, leading full-cycle creative execution across graphic design, product visualization, brand development, and digital content creation. Proven ability to manage cross-functional teams and deliver growth-focused visual and brand strategies with high impact

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📅 Date of Birth: 15 May 1996



Professional Experience

Prizmabrixx
Co-Founder | Creative Director | Project Manager
Hyderabad | 2018 – Present

- Co-founded and scaled a creative agency offering branding, UI/UX design, 3D product visualization, and digital content solutions.
- Directed 50+ branding and marketing projects with a strong focus on cohesive storytelling and creative strategy.
- Led cross-functional teams across design, development, and media production units.
- Built and maintained strong client relationships through strategic planning, presentation delivery, and end-to-end project execution.

Key Achievement:

- Designed the logo for A.P.F.D.C’s "Dhimsaa Delite", which was inaugurated and appreciated by Hon. Deputy CM Shri Konidela Pawan Kalyan.

Elyuxen – Student Newspaper
Creative Head | Sales & Marketing Lead
Hyderabad | 2018 – 2020

- Handled overall newspaper layout design, ad placements, and editorial graphics.
- Spearheaded marketing and sales campaigns while managing brand partnerships and distribution channels.

Key Strengths

- Entrepreneurial Mindset
- Cross-functional Team Management
- Strategic Problem Solving
- Multitasking & Adaptability
- Creative Thinking & Brand Visioning
- Excellent Communication & Interpersonal Skills

Achievements

- Designed the official logo for Dhimsaa Delite, endorsed by the Hon. Deputy CM of Andhra Pradesh.
- Successfully co-founded and led two creative agencies from the ground up.
- Delivered impactful brand strategies and visuals across multiple industries including real estate, government, and startups.