



**Gurdeep Bassi**  
**Graphic Designer**

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**About Me**

Seeking a fulfilling role that will allow me to utilize my breadth of design skills to create positive change.

**Software**

Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere Pro  
Adobe InDesign  
Procreate

**Skills**

Visual Design  
Typography  
Motion Graphics  
Drawing  
Illustration  
Wireframing  
Storyboarding  
Video Editing

**Education**

**Bachelor of Fine Arts**  
**Graphic Design**  
Class of 2017  
San José State University

**Dean's Scholar**  
2014–2017

**Exhibitions**

**Array 2017 SJSU Senior BFA Show**  
San José, CA

**Vari•us Exhibition 2016**  
San José, CA

**Experience**

**Freelance Designer**

**Wells Retail Services** | 2023–2024

- Produced promotional short videos showcasing manufacturing processes.

**Graphic Designer**

**Advoque** | 2018–2023

- Designed 2D brand retail displays and packaging in tandem with the 3D design and engineering team.
- Worked direct with Chief Creative Officer for creative direction and production standards.
- Created high quality presentations, visualizations, and renderings; sharing 2D design files with customers, engineering, production, and project management departments.
- Strategically and professionally presented concepts and design to partners and clients during design meetings via face-to-face, phone, and email.
- Took design direction from partners, clients, and sales representatives.
- Filmed, edited, and produced video and motion graphics for B2B marketing projects.
- Developed branding and logos for business partners and subsidiaries.
- Headed product photography of prototype builds and completed products.

**2D/3D Vision**

**Apple (via Apex Systems)** | 2017–2018

- Performed analytical and methodical and QA related tasks.
- Identified and recorded problems, convey problems to other team members.
- Work with large datasets while prioritizing competing demands.

**Graphic Designer**

**CommUniverCity San José** | 2016–2017

- Produced marketing and promotional materials for both web and print.
- Developed, codified, and implemented brand guidelines.
- Designed logos for organization-led events, programs, and functions.

**Graphic Design Intern**

**Student Union, Inc.** | 2016

- Designed marketing materials through multiple campaigns for social media and print.

**Freelance Graphic Designer** | 2016–Present

**La Raza Historical Society**

- Designed the new logo and identity.

**Luna Park Business Association**

- Created illustrations for various community-centered events.