

Gurjinder Singh

New York, NY • (347) 430-1058 • gurjinder@gresso.one

My Studio: <https://www.gresso.one> • <https://www.linkedin.com/in/gurjinder-of-gresso/>

Senior Brand Designer with 7+ years owning creative execution end-to-end for trust-dependent B2B & B2C companies in fintech, SaaS, and crypto. I take briefs from whiteboard to moodboard to launch across print, physical, and digital – identity systems, campaigns, event and environmental design, web, email, and sales collateral. I run high-volume, multi-workstream queues, direct vendors, and build the systems and templates that keep a global team on-brand.

Latest Portfolio: [please click here](#)

Work Experience

Senior Brand Designer, Coinbound (*New York, NY*)

Jan. 2024 to present

- Lead brand and campaign design across a portfolio of 40+ B2B and B2C client accounts in fintech and crypto, owning each brief end-to-end: intake, concept, stakeholder alignment, production, and delivery.
- Produce paid and organic social campaigns, including LinkedIn paid ads and organic posts, across the client roster.
- Direct three Associate Designers scaling campaign output across concurrent deadlines, setting priorities and upholding the visual standard.
- Hire and direct external vendors: illustrators, animators, web developers, copywriters for larger builds.
- Run Founder positioning workshops for 15+ startups, setting strategy and POV before any design tool opens.
- Directed a Layer-1 blockchain's conference identity at Futurist Toronto (booth, environmental, signage, and merchandise) managing illustrators and animators to a fixed deadline.
- Built reusable design systems and Claude AI workflows; cutting delivery time.
- Led design on Coinbound's corporate rebrand: identity, website, and collateral.

Marketing & Web Designer, Nullafi (*New York, NY*)

Jul. 2022 to Nov. 2025

- Drove day-to-day brand and marketing execution for a zero-trust security product, extending its existing design system as it scaled.
- Built and managed email templates and promotional banners in HubSpot for enterprise B2B campaigns.

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- Created pitch decks and sales collateral that made complex security architecture understandable for non-technical enterprise buyers.
- Owned the Webflow site and UX end-to-end; organic traffic rose 78%.

Marketing & Web Designer, BrandTotal (New York, NY)

Oct. 2019 to Jul. 2022

- Built and deployed landing pages, email templates, and promotional banners in HubSpot CMS, plus 65+ campaign assets, including LinkedIn paid ads and organic posts, that ran 25% above industry engagement benchmarks.
- Built sales collateral with data visualizations that shaped \$300K+ in enterprise deals.
- Grew from a junior role into owning BrandTotal's brand identity and website, partnering directly with the Executive team.
- Designed across print, physical, and digital – trade-show booths, signage and environmental, printed collateral, merch, web, and campaigns.
- Rebuilt sales collateral: decks, one-pagers, battlecards; reps closed 40% more enterprise deals.
- Led a website redesign; traffic rose 76% YoY and drove 50+ enterprise leads in Q1.

Relevant Portfolio Projects

Owned the full creative lifecycle scoped to each engagement: discovery workshops, talent sourcing, brand identity, messaging, and site development (Webflow/Shopify).

- **Trustling** (FinTech, UK): <https://trustling.com/>
- **Quantoz** (FinTech, Netherlands): <https://www.quantoz.com/>
- **Veldt** (eCommerce Bullion Shop): <https://veldtgold.com/>
- **Byrrgis** (Crypto Trading Platform): <https://wolf.byrrgis.com/>
- **SatoshiSafe** (Crypto Wallet Manager for Hedge Funds): <https://www.getsatoshisafe.com/>
- **CryptoPills** (Media Brand in Crypto): <https://coinbound.io/case-studies/cryptopills/>
- **Mintfunnel** (SaaS PR Distribution Platform): <https://mintfunnel.co/>
- **Dumbclub** (eCommerce & Media Brand): <https://www.dumbclub.com/pages/merch>
- **StreetSmartz** ("Man on the Street" Social TV Series): <https://www.dumbclub.com/>
- **Social Alchemy** (Social Show Agency): <https://www.socialalchemy.co/>

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Skills

Brand & Identity Systems • Campaign Concepting (Whiteboard → Moodboard → Launch) • Design Systems & Reusable Components • Print, Physical & Environmental Design • Event & Booth Design • Pitch Decks, One-Pagers & Sales Collateral • RFP / Proposal Design • Email Banners & Templates, Landing Pages (HubSpot CMS) • Web Design & UX • Co-Branded / Partner Materials • Art & Creative Direction • Positioning & Messaging • Typography • LinkedIn Paid & Organic • Paid Social & Display Ads

Tools: Figma, Webflow, Adobe Creative Suite (InDesign, Illustrator, Photoshop), HubSpot CMS, Shopify, Claude AI

Education

UX/UI Expert Mentorship Program Certification at Kickass UX Feb. 2022 - Sept. 2022

BBA in Marketing Management, Minor in Corporate Communication

at CUNY Baruch College (New York City)

Aug. 2017 - Jun. 2021