



# TEJAL SHINDE

## ADVERTISING PROFESSIONAL & STRATEGIST

### CONTACT

✉ [shindevejtejal@gmail.com](mailto:shindevejtejal@gmail.com)  
🏠 New York, USA  
🌐 [/in/tejal-shinde/](https://www.tejalshinde.com/)  
🌐 <https://www.tejalshinde.com/>

### EDUCATION

**MASTER OF ARTS IN  
ADVERTISING DESIGN - 2022**  
Savannah College of Art and  
Design, Atlanta

**GRAPHIC DESIGNING - 2019**  
Maya Academy of Advanced  
Cinematics, Thane

**BACHELOR OF MASS MEDIA  
(ADVERTISING) - 2018**  
Wilson College, Mumbai

### PARTICIPATION

**FLUX Atlanta President**  
User-experience club in SCAD

**Participated in SCAD Pro for  
Lexus**  
Lexus design challenge for Fox  
Theatre

**Wall paintings of Superman and  
Batman**  
DC themed event hosted by  
MAAC for promotion

**Represented Mumbai in Miss  
India 2018 Beauty Pageant**

### SKILLS

Team building	Adobe InDesign
Brain storming	Adobe Illustrator
Problem solving	Adobe Photoshop
Ideation	Art direction
Visualization	Branding
Design strategy	Teamwork

### PROFILE

I bring varied perspectives and concepts and try to take a new and suitable approach for each project and work. With enough thought, I try to blend the best of ideation, visualization and creativity in my direction style as that is what I live for. Leading an active lifestyle is a personal goal as I'm trying to make a habit.

### WORK EXPERIENCE

#### SENIOR COLLECTION MODEL - 2022

SCAD FASH

- Fit Model for senior collection critique
- Model for campaign shoots

#### PROJECT CREATIVE HEAD - 2021

Super KOL

- Guided team of few interns to develop multiple T-shirt designs for celebrity campaigns featuring environmental & social causes, with awareness boosting by 30%
- Ideated and executed distinctive campaigns that leveraged subliminal advertising and the celebrity's personality traits in order to create designs in Adobe Photoshop and Illustrator to ensure a higher success rate on the campaign

#### CREATIVE HEAD - 2020

Emergence

- Composed engaging visual designs and constructed successful messaging for multiple posters and social media posts, resulting in a 70% increase of event reach
- Generated creative hashtags and conducted strategic reviews of past campaigns' & crafted witty one-liners to increase brand interaction by 50%, resulting in 25% more participation compared to prior years

#### PROJECT ART DIRECTOR - 2019

Ayaan Productions & The Sky Alliance

- Supervised 20+ cross-functional creatives to craft visual concepts and designs for promotional materials, yielding 2.5M impressions with a reach of 5M people across the city
- Restructured team workflow via clear vision for project delivery alongside Jira Kanban boards and Gantt charts, boosting productivity by 10%

#### INTERN - 2015

The Times of India

- Created the front page for a to-be launched food magazine for the biggest English-language newspaper in India, utilizing CorelDRAW and Quark Express to have the board of directors approve the project
- Developed innovative advertisement designs and newspaper layout for social causes facilitating the creation of social engagement component of the newspaper with the audience

### ACHIEVEMENTS

Scholarship - Got selected for federal student-aid by student financial services, for the academic year 2021-2022