

T E J A L S H I N D E

ART DIRECTOR

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.

CONTACT

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EDUCATION

MA ADVERTISING DESIGN - 2023

Savannah College of Art and Design, Atlanta

GRAPHIC DESIGN - 2020

Maya Academy of Advanced Cinematics, Thane

BACHELOR OF MASS MEDIA (ADVERTISING) - 2018

Wilson College, Mumbai

PARTICIPATION

FLUX Atlanta President

SCAD Pro @ Lexus

Shark Tank Global Wellness Summit 2022

Model, SCAD Fashion Show 2022

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

Represented Mumbai in Miss India 2018 Beauty Pageant

WORK EXPERIENCE

ART DIRECTOR (FREELANCE) - 2023

WECO Hospitality

- Led development of WECO's visual identity, ensuring brand consistency
- Executed creative campaigns for effective brand communication
- Created impactful marketing materials for increased brand visibility
- Executed compelling Thanksgiving campaign on social media, enhancing audience attraction for WECO

PROJECT CREATIVE HEAD - 2021

Super KOL - Qyuki Digital Media

- 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 Networks

- 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

The Sky Alliance - Entertainment Providers

- 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

SKILLS

Soft skills: Ideation, Team Building, Creativity, Communication, Leadership, Visualization, Flexibility, Critical Thinking, Collaboration, Attention to Detail

Technical skills: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe InDesign, HTML, CSS, Figma, Miro, CorelDRAW