



# TEJAL SHINDE

## 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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 [Jersey City, NJ, USA](#)

## 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 - 2024 (Present)**

The Marketing Arm

- Conceptualized and executed design of creative assets for a Casino client, collaborating with cross-functional teams and using Adobe Creative Suite, significantly contributing to a projected 80% brand awareness increase by 2024 Q2.
- Transformed ideas into impactful visuals for marketing campaigns, enhancing the client's product awareness through strategic design and art direction, underlining the campaign's success.

**ART DIRECTOR - 2023**

WECO Hospitality

- Spearheaded visual identity and creative campaigns, ensuring brand consistency and executing marketing materials that contributed to a 63% increase in company reach compared to the previous year.
- Led a compelling Thanksgiving social media campaign, significantly enhancing audience engagement and increasing revenue by 10.7% from a single campaign.

**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, Illustrator, After Effects, Adobe InDesign, HTML, CSS, Figma, Miro, CorelDRAW