



TEJAL SHINDE

ART DIRECTOR

PROFILE : With a global perspective and a command of conceptual thinking, I bring innovative approaches to every project. Not only do I hold a master's degree in advertising, but my aim is to infuse the best of ideation, visualization, and creativity into my direction style, driven by a passion for pushing boundaries and creating impactful experiences.

CONTACT

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WORK EXPERIENCE

ART DIRECTOR - 2024

Amazing Magazine (Freelance)

- Collaborating with fashion editors, photographers, and illustrators to craft visually stunning fashion editorials and spreads.
- Leveraging Adobe Creative Suite to design captivating layouts, cover designs, and digital assets for both print and digital platforms.
- Managing timesheets and invoices efficiently, ensuring timely submission and accurate tracking of project hours and expenses.

ART DIRECTOR - 2024

The Marketing Arm (Contract)

- Conceptualized and executed Layout design of creative assets for a Casino, collaborating with cross-functional teams on Microsoft Teams and Discord, 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, graphic design and art direction, underlining the campaign's success.
- Successfully applied concepts of branding to create artworks that would reinforce their brand identity among their audience. Ensured that the designs work on digital as well as print media by utilising relevant grid systems and worked closely with the print production systems.

ART DIRECTOR - 2023

WECO Hospitality (Freelance)

- 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. A clear and positive branding imposed through the consistent designs that were digitally shared, contributed majorly to this success.
- Led a compelling Thanksgiving social media campaign, significantly enhancing audience engagement and increasing revenue by 10.7% from a single campaign. Interactive experiences led the charge of digital marketing on the modern-day social media.

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%. Directed the entire art workflow while improving the team's graphic designing skills.
- 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. This improved the celebrity PR as a result of the targeted branding.

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%.



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WORK EXPERIENCE

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.
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SKILLS

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

Technical skills: Adobe Photoshop, Illustrator, After Effects, Adobe InDesign, HTML, CSS, Figma, Miro, CorelDRAW, Visual Communication, UI/UX Design, Color Theory, Presentations (PDFs and PPTs), Typography, Digital Concepts

EDUCATION

MA (ADVERTISING) - 2023
SCAD, Atlanta

GRAPHIC DESIGNING - 2020
MAAC, Thane

BACHELOR OF MASS MEDIA (ADVERTISING) - 2015
Wilson College, Mumbai

PARTICIPATION

FLUX Atlanta President

Shark Tank Global Wellness Summit 2022

SCAD Pro @ Lexus

Model @ SCAD Fashion Show, 2022

ACHIEVEMENTS

Got selected for federal student-aid (**scholarship**) by student financial services, for the academic year 2021-2023.

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