

T E J A L S H I N D E

ART DIRECTOR

CONTACT

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EDUCATION

MASTER OF ARTS IN
ADVERTISING - 2023
Savannah College of Art and
Design, Atlanta

GRAPHIC DESIGNING - 2020
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
Brain storming
Problem solving
Ideation
Visualization
Design strategy
Teamwork
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Art direction
Branding

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

FASHION CAMPAIGN ART DIRECTOR and
SENIOR COLLECTION MODEL - 2022 - 2023
SCAD FASH

- Creatively directed and developed visually compelling themes
- Model for campaign shoots
- Innovative problem-solving in addressing societal issue with creative vision and message

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

ACHIEVEMENTS

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