

NISHANT PAWAR

Art Director

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Profile



I am a creative enthusiast with more than 7 years of experience in the Marketing/Agency space with expertise in Branding, Print, Animation and Packaging, Social Media Creatives and Videos. I am currently leading the creative team and have worked across industries ranging from Food and Beverage, Pharmaceutical, Tech, Automobile, Online Gaming to Fashion.

I have a formal background in Printing and Packaging from the Sir JJ School of Arts. I am well versed in Adobe Creative Suite (Photoshop, Lightroom, Illustrator, After Effect, Premier Pro and Adobe XD) and Microsoft Powerpoint.

Over the last 2 years, I have been leading special projects that include Website UI Designing, Social Media Reels, Edited and Brand Videos, Employer Branding, and Corporate and Investor Deck designing. Additionally, I also do professional photography and video shoots.

Work Experience/Education

2023 - Present

InRadius Technologies

Lead Design and Communication

I lead the Creative Delivery at InRadius. My role is to create visual communications that ensure higher user engagement and drive conversions. The communications include website UI and UX, Social Media Ads, Social Media Reels, Edited and Brand Videos, and Print and Offline communications.

2022 - 2023

Sideways Consulting

Art Director

As an Art Director in the digital marketing design team. I am responsible for driving the creative direction and visual strategy for a wide range of digital advertising campaigns. I also play a significant role in animation and video editing, infusing captivating motion graphics and visual storytelling into our digital assets.

2017 - 2022

Debox Consulting
Pvt. Ltd.

Sr. Graphic Designer

2017

Assistant Team Lead

2019

Creative Team Lead

2021

As a Creative Team Lead my role requires me to understand the overall client/project requirements and plan the creative direction for the project. Once the creative direction is set my focus is on driving my team to successfully deliver on the expectations. My role also involves identifying the creative development needs of my team and building training programs.

2016 - 2017

Visibility Lab

Jr. Graphic Designer

Social media designing, campaigns, logo designing, print and packaging designing, website, banners, product photography.

2015 - 2016

Devharsh Infotech
Pvt. Ltd.

Graphic Designer Intern

Print layout, Label designing, Package designing and working on softwares for Security Designing (ex- Board Certificates, Govt. Certificates and Chequebooks), Installation of new machines in Production.

2012 - 2015

Diploma in Printing
Technology

G.I.P.T, Mumbai

Printing Processes and Techniques, Materials Management, Quality management, Packaging Processes.

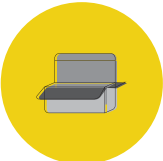
ABILITIES



Advertising Layout



Logo and Branding



Packaging Design



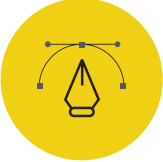
Infographics



Motion Graphics



Presentation



Vector Illustration



Brand Identity



UI Design



Photography

SKILLS

Software

Ps

Ai

Ae

Lr

Id

Pr

Xd

Professional

Planning

Leadership

Project Management

Communication