



ART DIRECTOR | BRAND ARCHITECT

CONTACT

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I believe in making ads that are beautiful with a point of view. Advertising is a powerful tool of expression that has the ability to create an impact in the society. I'm here to make ads that make you want to believe in the good stuff and appreciate the depths of this intersectionn of art and marketing.

EDUCATION

BBA in Mass Communication and Marketing

Pandit Deendayal Petroleum University, India  
2014-2018

MFA in Advertising

Savannah College of Art and Design, Savannah, USA  
2020-2022

SKILLS

Software

|                     |                  |
|---------------------|------------------|
| Adobe Photoshop     | Adobe InDesign   |
| Adobe Illustrator   | Adobe XD         |
| Adobe Lightroom     | Wix, Squarespace |
| Adobe After Effects | Microsoft Tools  |
| Adobe Premiere Pro  |                  |

Professional

Teamwork  
Project Management  
Reliability  
Problem Solving

Other

Painting  
Clay sculpting  
Dance

WORK EXPERIENCE

GRAPHIC DESIGNER | BRAND STRATEGIST

IDO Design Solutions (IDO.Graph) | Jul 2023 – Mar 2025

Design & Brand Lead with expertise across retail, F&B, real estate, residential, industrial, and fashion sectors. Spearheaded projects from concept to execution, including brand identity development, strategic design, client engagement, and project management. Proven ability to deliver innovative, cohesive brand experiences while ensuring seamless execution and stakeholder alignment.

SOCIAL MEDIA MANAGER

Shastra Interior Design | Feb 2021 – Present

Responsible for creating social media posts for the interior design studio. Also worked on building branding collaterals.

CREATIVE TRAINEE

Triton Communications Private Limited | Oct 2018 – March 2019

Worked on local brands such as Dainik Bhaskar, Adani Wilmar Limited, HOF Furniture System Private Limited to make ads, catalog, branding collaterals and social media posts.

INTERN

The Co. | Aug 2018 – Oct 2018

Assisted in the production and execution of ad campaigns. Also conducted market research for product branding and advertisements.

GRAPHIC DESIGNER

Techstars Startup Weekend | June 2018 – July 2018

Designed and developed visual concepts and creatives for the event. The visual content included logo, banners, posters, announcement flyers and social media posts.

INTERN

Simulations Public Affairs Management Services Private Limited | July 2017 – Nov 2017

Monitored daily work in public relations and media monitoring section. Conducted research, designed and produced catalog for Kasturbhai Lalbhai Museum, Ahmedabad. Assisted in exaction of press conference, events and preparing post-event reports.