



CREATIVE DIRECTION,  
PROJECT & CLIENT  
MANAGEMENT



Creative and strategic **Art Director & Project Manager** with 12+ years of international experience leading multidisciplinary teams to deliver high-impact, cross-platform brand campaigns that align creative vision with business goals.

#### Key Creative Strengths:

- Creative Direction
- Project/Client Management
- Brand & Visual Design
- Cross-functional Collaboration
- Campaign & Packaging
- People Management
- Resource Planning
- Sales Pitch & Budgets
- Script & Storyboard Development
- Design Thinking (UX)

#### Core Creative Capabilities:



**Creative:** Adobe Creative Cloud, Figma, Procreate

#### AI & Emerging Technology:

Adobe Firefly, ChatGPT, Midjourney, Unreal Engine(exploring)

**Collaboration & Operations:** Miro, Trello, Teamwork, Salesforce, Agency PM Systems

**Business & Productivity:** Microsoft Office, Copilot

#### Cross-Industry, Global Experience:

- Beverage & Alcohol
- Sauces & Condiments
- Sports Club
- Hotels & Resorts
- Luxury Beauty & Retail
- Logistics & Couriers
- Healthcare
- Banking & Investments
- Healthcare & Vet
- Tobacco & E-Vapes
- Consumer electronics
- Ophthalmic and Optics
- Automotive Lubricants

#### Wins worth mentioning:

- **Employee of the Month**  
IHG, 2024
- **Hungry: Hands-on Award**  
Hogarth H1 Awards, 2022
- **Best Illustration - Bronze**  
Advertising Club Madras, 2019
- **Consistent Performer 2018**  
Tag, India
- **Best Performer 2017**  
Tag, India
- **Spartan Marshall 2014**  
R R Donnelley
- **Best Performer 2014**  
R R Donnelley

## Global Industry Experience:

### Brand & Creative Consultant

Self-employed (Remote - UK) | 2025 - Present

- **Created** branded marketing collateral, social media content, and ads to expand reach across sports clubs, hotels, resorts, and retail.
- **Designed** digital and print assets, including illustrations and caricatures, to enhance visual **storytelling and engagement**.

### Guest Services Manager – Operations & Brand Executive

(Promoted from Guest Service Assistant)

Holiday Inn Express by IHG, UK | Full-Time | Feb 2024 - Jan 2026

- **Proactively designed** and developed visual-led sales and promotional concepts and partnered with management to ensure consistent brand communication across guest touchpoints.
- **Managed** corporate accounts, **building long-term relationships** through tailored services, negotiated benefits, and effective issue resolution to drive satisfaction and retention.
- Led front-of-house teams while overseeing **operational** workflows and invoice management.

### Art Director

Hogarth (WPP Group), India | Full-time | Nov 2020 - Aug 2022

- **Directed multi-channel** creative campaigns aligned with brand strategy and marketing objectives across the UK, APAC, and the Middle East markets.
- **Led end-to-end** creative project delivery, including budgeting, scheduling, resource planning, and compliance with global brand standards.
- **Collaborated** with designers, developers, producers, and research teams to deliver digital, print, social, retail, and new product launch assets.
- Acted as the **primary client and stakeholder liaison**, managing approvals, quality control, and cross-market alignment.
- **Developed internal training programmes**, including design skill development, visual learning modules, and UI wireframes for internal training platforms.

### Senior Visualiser

(Promoted from Creative Designer)

Tag, India | Full-Time | Aug 2017 - Oct 2020

- **Led and mentored** creative teams, supporting junior designer development.
- **Managed** end-to-end project execution including timelines, budgets, and quality control and deliveries.
- Delivered branding, campaigns, scripts, and visual narratives across **multiple platforms**.

### Senior Graphic Designer

(Promoted from Graphic Designer)

RR Donnelley, India | Full-Time | Oct 2013 - Jul 2017

- Led corporate branding, editorial design, and **promotional content development**.
- **Coordinated projects** and managed key brand accounts.
- **Mentored** junior designers and led **creative reviews**.

## Academic Journey:

### • MA Design Communication

(formerly MA Graphic Arts)  
University of the West of England (UWE) | Bristol, UK | 2022 - 2023

### • PG Diploma in Advertising

Annamalai University (Distance) | India | 2020 - 2021

### • Design Research (UX)

UXmint | Chennai, India | 2019

### • BSc Visual Communication

Women's Christian College | Chennai, India | 2020 - 2021

## Beyond work...

Fluent in English & Tamil; learning some French & German. Curious by nature, inspired by art, travel, photography, and poetry.