



TEJAL SHINDE

CREATIVE 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

MEHTA & SONS - 2025 - PRESENT

Head of Marketing

- Driving the modern brand presence of a 1931 fine jewellery house by leading social media, content strategy, and visual storytelling rooted in heritage, craftsmanship, and quiet luxury.
- Spearheading high-impact luxury events and experiential marketing, including masterclasses, HNI previews, influencer collaborations, and curated in-store experiences that deepen client engagement.
- Building integrated marketing strategies and strategic partnerships across digital, PR, retail, and influencer ecosystems to amplify brand visibility, exclusivity, and long-term customer loyalty.

CREATIVE DIRECTOR - 2025

RAJASAB

- Reimagined RAJASAB's brand identity—led the design of a new logo, website, and brand guidelines, driving a 40% increase in qualified leads within the first 3 months post-launch.
- Directed high-impact campaigns and styled celebrity fittings, personally bringing top stylists and public figures on board, contributing to a 30% rise in bespoke sales.
- Oversaw creatives across digital platforms (Instagram, Pinterest, LinkedIn, Facebook), transforming visual storytelling and doubling engagement through elevated content strategy.
- Designed immersive brand assets—from swatch books to billboards and curated the store's interiors to reflect a modern, aspirational luxury experience.

DESIGN DIRECTOR - 2024

AMAZING Magazine

- Directed the creative vision for Issue 19, collaborating with fashion editors, photographers, and illustrators to craft high-impact editorials and visually stunning spreads, ensuring consistency with the brand's aesthetic across print and digital platforms.
- Led the design process for Issue 19, working closely with a copywriter and managing project details, including timesheet and invoice tracking, to deliver high-quality results on time.

ART DIRECTOR - 2024

AMAZING Magazine

- 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

One Magnify via Clutch

- Design and execute a variety of marketing materials, including web-UI/UX, email campaigns and social media content, ensuring cohesive and impactful visuals across all platforms.
- Collaborate with cross-functional teams to develop B2B-focused creative strategies for clients in finance and professional services, leveraging extensive marketing and advertising experience to drive business success.

ART DIRECTOR - 2024

The Marketing Arm

- 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.

WORK EXPERIENCE

ART DIRECTOR - 2023

WECO Hospitality

- 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.
- Led a compelling Thanksgiving social media campaign, significantly enhancing audience engagement and increasing revenue by 10.7% from a single campaign.

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.

SKILLS

CREATIVE SKILLS

Art Direction
Creative Strategy
Branding
Brand Innovations
Brand Storytelling
Collaboration
Purpose Driven Ideas
Brand Experience
Graphic Design
UI/UX Design
Package Design
Photo Manipulation

TECHNICAL SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Figma
Microsoft Word
Microsoft PowerPoint
Microsoft Excel
HTML
CSS
Miro
CorelDRAW

EDUCATION

MA (ADVERTISING) - 2023

SCAD, Atlanta

GRAPHIC DESIGNING - 2020

MAAC, Thane

BACHELOR OF MASS MEDIA (ADVERTISING) - 2015

Wilson College, Mumbai