



# T E J A L S H I N D E

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## ART DIRECTOR

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**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.

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## CONTACT

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## WORK EXPERIENCE

### ART DIRECTOR - 2024 (PRESENT)

[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.

### DESIGN DIRECTOR - 2024 (PRESENT)

[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

[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.

### 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.

### FASHION CAMPAIGN ART DIRECTOR AND SENIOR COLLECTION MODEL - 2022

[Savannah College of Art and Design](#)

- Collaborated with designers, stylists, and team members to refine and perfect creations before production.
- Contributed to developing themes for fashion student projects and campaign shoots.

### 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.



## WORK EXPERIENCE

### 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.

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## 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

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## EDUCATION

**MA (ADVERTISING) - 2023**  
SCAD, Atlanta

**GRAPHIC DESIGNING - 2020**  
MAAC, Thane

**BACHELOR OF MASS MEDIA (ADVERTISING) - 2015**  
Wilson College, Mumbai

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## PARTICIPATION

FLUX Atlanta President      Shark Tank Global Wellness Summit 2022  
SCAD Pro @ Lexus      Model @ SCAD Fashion Show, 2022

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## ACHIEVEMENTS

Got selected for federal student-aid (**scholarship**) by student financial services, for the academic year 2021-2023.  
Represented Mumbai in **Miss India** 2018 Beauty Pageant.

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