

Abhimanyu Bha- tia

Art Director/Graphic Designer

 London, UK

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Languages

English (Native)

About

A seasoned Creative with over 6 years of work experience in many facets of design and overall creative process. My work is a culmination of all the experiences I've had, the things I've seen and heard, and the people I've met. My strengths are, but not only limited to, minimal and clean artworks; it is ever-evolving and differs from project to project. As a young and flexible mind, I believe in my ability to mould my creatives according to the required tasks. With design being an integral part of my life, I'm on a constant look out for new experiences to fuel my passion, my work.

BRANDS WORKED WITH

1m1b (Ngo)

Leo Burnett

LoopMe

Ogilvy

Experience



DIGITAL DESIGNER

LoopMe | Sep 2021 - Now

Creatively solve briefs by developing digital interactive builds for target based advertising on electronic devices for brands such as Windows, Marvel, Hendricks, HSBC, Levi's, and many more. Supported company growth by winning pitches. From designing creatives to thinking of interactive campaigns with user journeys showcasing innovations in design and technology. Contributions to the growing revenue of the creative team worth \$35.92 million. Responsible for fortnightly presenting team updates to the global team, investors, and board members. Partnered closely and communicated with various teams - marketing, local sales, research, and external partners with an aim to promote brand awareness. Proactively and proficiently learnt new softwares such as Google Web Designer and Celtra to meet daily creative requirements.



ART DIRECTOR

Leo Burnett | Aug 2018 - Jul 2020

Key Responsibilities:
Strategically conceptualised and creatively executed most of the brand campaigns and daily deliverables under strict timelines for multiple clients including The Coca-Cola Company, Apple, Philip Morris, etc. Simultaneously worked in conjunction with copywriters, strategists and accounts team. Proactively brainstormed and contributed to creative problem-solving discussions for new pitch briefs and award-winning ideas. Ideated and prepared collaterals such as brochures, OOH, websites, apps, banners, posts, etc. in addition to articulating film scripts. Entrusted to supervise and train interns, from ideation to execution, to ensure all advertising creatives are smoothly completed. Attended and facilitated client meetings to incorporate and explore client suggestions and resolve creative concerns. Assisted in brand shoots from pre through to post production.

Awards & Recognition:
Won Clio 2019 award for "Jeep Democracy" for Jeep
Successfully rolled-out "E for Elderly" campaign for CarDekho Identified for cracking complex briefs and facilitating creative solutions.

GRAPHIC DESIGN VOLUNTEER

1m1b (Ngo) | Jan 2018 - Jan 2019

Key Responsibilities Produced numerous social media posts and banners to create buzz on various platforms. Designed necessities like certificates and newsletters. Managed the designs by providing creative vision for funding outreach to build schools for under-privileged children.



GRAPHIC DESIGN INTERN

Ogilvy | Jun 2017 - Aug 2017

Key Responsibilities Developed concepts and crafted deliverables for Vodafone and BJP (ruling party in India). Collaborated with the web design and development team to help maintain brand consistency on all assigned projects. Awards & Recognition Designed specific cards, emailers, posters and banners for 3 months of the calendar year for the most expensive account (Vodafone). Appreciated for deep understanding of design at a young age.

Education & Training

- 2020 - 2021 ● **KINGSTON SCHOOL OF ART**
Masters, Masters in Communication Design: Graphic Design
- 2014 - 2018 ● **Delhi College of Art**
Under Graduate, Bachelor of Fine Arts