



# Sunit Joseph

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## Profile

Hello! I am a creative professional with 8 years of experience as an Art Director in the advertising industry in Bangalore, India, specializing in brand development, visual storytelling, and creative strategy. My expertise lies in conceptualizing and executing high-impact campaigns for diverse brands from FMCG, automotive, jewelry and youth fashion , guiding creative briefs from ideation to delivery. Throughout my career, I have demonstrated leadership in managing creative teams, working closely with cross-functional teams, and building strong client relationships to deliver successful campaigns that resonate with target audiences.

In addition to my advertising background, I have pursued studies in UX Design, Web Design, and Motion Graphics at Algonquin College in Ottawa, Canada. Through this education, I've developed a user-centered design approach that emphasizes intuitive experiences and seamless interfaces, with a focus on combining creativity and usability. My experience in advertising and creative storytelling complements my skill set, providing me with a holistic view of digital design and its role in shaping user experiences.

I am proficient in industry-standard tools such as Adobe Creative Suite, Figma, WordPress, Shopify, HTML/CSS, and JavaScript, and bring a problem-solving mindset, adaptability, and effective project management skills to every project I work on. With a commitment to innovative creative work and the ability to work across multiple disciplines, I am now looking to transition into roles that will allow me to apply my expertise in the UX design space as well as guide teams, drive innovation, and lead projects to success.

## Work Experience

### The Merry Dairy | Visual Marketing Specialist | 2024 May - now | Ottawa, Canada

- Designed personalised loot bag cards and redesigned scoop cabinet tags to inform customers about daily ice cream flavors and enhance the customer experience.
- Captured and edited professional-quality photographs and produced engaging video reels to showcase ice cream products and production processes for marketing purposes.
- Managed social media campaigns, engaging with customers, promoting offers, and ensuring consistent communication through in-store display videos.
- Crafted a brand style guide to ensure brand consistency in communication and identity.

## **Fifty Rocks Pvt. Ltd. | Creative Catalyst | 2021 - 2022 | Bangalore, India**

- Sole point of contact for ideation, conceptualisation & execution of all visual creative assets required for the brand Amazing Greys.
- Collaborated with the Creative Head and Copywriter to create innovative social media campaigns and digital advertisements.
- Actively pursued professional growth by acquiring a diverse range of skills on the job including video editing, motion graphics, as well as planning/execution of product photo & video shoots.
- Consistently upheld industry-level quality standards in creative work with tight timelines and limited production budgets.

## **Dentsu Aegis Network | Group Head - Art | 2019 - 2021 | Bangalore, India**

- Led innovative advertising campaigns for automobile, fashion, and FMCG brands, ensuring consistent high-quality output.
- Demonstrated adaptability during COVID-19 by effectively managing unique digital media requests from clients while acquiring new skills relevant to the evolving industry.
- Utilized newly acquired skills to successfully pitch digital media ideas during business pitches and collaborate on brand campaigns with other creative teams.
- Collaborated closely with key stakeholders, including the Creative Director, who trusted me to oversee projects and maintain high standards in team output.

## **22 Feet Tribal Worldwide | Digital Designer | 2018 - 2019 | Bangalore, India**

- Successfully led and executed creative ad campaigns across various digital platforms for Titan Fastrack and TVS Jupiter.
- Collaborated closely with cross-functional teams, including animators and photographers, to ensure seamless integration of visual elements and ad messaging.
- Developed engaging digital content for social media, resulting in measurable engagement and performance metrics.

## **Mullen Lowe Lintas Group | Art Director | 2014 - 2018 | Bangalore, India**

- Learned art direction to conceptualise ideas, create and execute brand communication & advertising campaigns for popular Indian brands.
- Learned to collaborate with photographers, 3D artists and illustrators to make crucial brand assets for ad communication.
- Recognised for innovative visual ideas and proactive design projects.

## Skills

### Art Direction & Creative Strategy

- Conceptualised, created and directed visually compelling ad campaigns for various brands in advertising, ensuring cohesive visual storytelling and brand consistency.
- Developed visual concepts for The Merry Dairy's marketing materials, blending creative design with strategic messaging for effective brand communication.

### Brand Building & Storytelling

- Built the brand identity for Amazing Greys by creating all visual assets, ensuring a consistent narrative across platforms
- Created a consistent visual identity for The Merry Dairy, shaping the brand's story through customized marketing materials and engaging product photography.

### Collaboration & Teamwork

- Collaborated with cross-functional teams including photographers, animators, and copywriters to produce cohesive campaigns.
- Collaborated with account managers and the creative director, ensuring alignment of creative work with client expectations during high-stakes projects.

### Project Management & Leadership

- Promoted to Group Head of Art for effectively leading projects and managing multiple brands in delivering high-quality creative outputs under pressure.
- Led the Open Ottawa project in Applied Projects class at Algonquin College, ensuring quality team output and effective communication with the client.

### Adaptability & Problem Solving

- Adapted to industry shifts during COVID by acquiring digital media skills to handle unique client requests and challenges.
- Resolved complex creative challenges by working within limited budgets and tight timelines at Amazing Greys & The Merry Dairy, consistently delivering high-quality assets.

### Tools & Methods

- **Design & Prototyping:** Adobe Creative Suite (Photoshop, Illustrator, Canva), Figma
- **Web & CMS:** HTML, CSS, JavaScript, VS Code, WordPress, Shopify
- **Motion Graphics & Photography:** After Effects, Premiere Pro, Camera Operation, Post-Production, Video and Image Editing.

## Education

### Diploma in Interactive Media & Design | 2023 Jan - 2024 Dec

*Algonquin College | Ottawa, Canada*

- Developed theoretical knowledge and practical skills in user-centered design and usability testing methodologies through class projects.
- Acquired web development skills, focusing on HTML, CSS, and JavaScript for front-end development.
- Explored video production techniques such as cinematography, advanced video editing, and post-production workflows to create polished quality content.
- Gained proficiency in principles of motion design, including keyframing, compositing, 3D animation, motion tracking, keying and other animation techniques.
- Mastered project management frameworks and tools to streamline creative production and team collaboration through class assignments.
- Enhanced professional communication skills through presentations, client relations, and collaborative group projects working with real-world clients.

### Bachelors in Visual Communication | 2011 - 2014

*St Joseph's University | Bangalore, India*

- Studied graphic design concepts such as color theory, typography, and layout techniques.
- Gained skills in creating digital content using various design software and tools such as Adobe Photoshop, Illustrator, Dreamweaver, Adobe Flash, etc.
- Enhanced understanding of how images and visuals communicate messages and emotions effectively.
- Studied the history evolution of visual media and its impact on culture and society, fostering a broader appreciation for the art form.
- Learned strategies for effective branding and marketing through visual communication, preparing for roles in advertising & marketing.
- Acquired hands-on experience in photography, film & TV production, and print publishing, allowing for practical application of skills.
- Explored the principles of film studies, analyzing narrative structure, cinematography, and basic editing techniques in film production.
- Completed a comprehensive journalism curriculum, acquiring skills in research, writing, and storytelling for various media platforms.

## Professional Development

- **Self-taught video editing and motion graphics:** Gained foundational skills in professional video editing and motion graphics software to create engaging digital content for Amazing Greys.
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- **UI Kickstarter Workshop:** Completed a 2-day UI Kickstarter Workshop by Growth School, hosted by the product manager of Swiggy (India's equivalent to Uber Eats).

## Achievements

- **Promoted to Art Group Head** for effectively managing increased workloads and multiple brand campaigns during COVID, while closely collaborating with the Creative Director and key stakeholders.
- **Achieved Dean's Honour List recognition** at Algonquin College for each semester with a cumulative GPA of 3.9

## Passion Projects

- **36 Days of Type (2017, 2018):** Participated in a global typography challenge for two consecutive years, producing daily letter and number designs to strengthen illustration and typography skills.
- **Personal Typography Project - Hidden Truths in Common Sayings:** Designed a series of typographic works that visually explore the full, often forgotten meanings of widely-used phrases, revealing the deeper, more insightful versions of these sayings.

## Hobbies

Guitar, Reading, Hiking, Photography, Films, Thrifting

## References

Available upon request