ARJUN TK

Sr. CREATIVE DESIGNER
/Sr. ART DIRECTOR



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PROFESSIONAL SUMMARY

With over 7 years of expertise as an Art Director, Creative Designer, and Graphic Designer, I bring a distinct ability to craft bespoke artwork and a forward-thinking approach to conceptualizing ideas. Demonstrating a successful history in project leadership and brand management, I am now seeking a full-time role that presents professional challenges and allows me to leverage my skills for team success. I possess a keen understanding of project intricacies, coupled with a strong drive for continuous learning and excellence in the industry. My strengths encompass meticulous attention to detail, outstanding organizational abilities, and an unwavering commitment to hard work.

SKILLS

- Creative Direction & Concept Development
- Brand Identity Design
- PC and Mac platforms
- Packaging design
- Illustration
- Digital Design
- Advertising understanding
- UI

SOFTWARE

- Adobe Phototshop
- Adobe Illustrator
- Figma
- AI
- Sketch
- Keynote

PROFESSIONAL EXPERIENCE

- Dec 2024 - Present

Senior Creative Designer

Aura Global.Inc

At Aura Global, I handle a diverse range of creative responsibilities, including packaging design, and market research to align design outcomes with brand objectives. My role involves executing high-quality creative assets within defined processes and timelines, supporting ongoing projects, and ensuring design consistency across multiple global brands. I frequently lead and guide the design team in the absence of the Design Lead, maintaining workflow efficiency and creative excellence. My experience spans working with renowned international brands such as **ALDI (UK & US)**, **Lipton, Walmart,** and others, contributing to impactful packaging and brand communication solutions across various markets.

- May 2022 - 2024 -Nov

Senior Graphic Designer

OLA (ANI Technologies), Bangalore

I handle various responsibilities at OLA, where my role involves generating creative assets in a timely manner, supporting projects, executing designs within established processes and timelines, resolving issues, engaging in ideation and visualization, conducting photo manipulation, and contributing to branding efforts. Within the OLA umbrella, my focus extends to entities such as **OLA Electric, OLA Cabs, OLA Insure, OLA Money, Parcel, OMI, and KRUTRIM**.ai etc.

- Nov 2019 - April 2022

Art Director

Target Corporation. Bangalore

In my role at Target Corporation, I have been involved in various aspects of the creative process, encompassing concept development, art and photo direction, design for digital mediums, and social media content creation. My responsibilities extend to working on target.com, promotions, and activations. I actively collaborated across diverse categories such as Essentials, beauty, décor, food, and beverage, as well as keeping a pulse on cultural, art, graphic, and tech trends, demonstrating their practical application to each project. Worked with many international brands like **P&G (PAMPERS, Gillette, Olay, Old Spice, Gain, Swiffer, and Tide.) SCjhonson (Glade, Scrubbing Bubbles, Off, Raid, Ziploc, Method, Mrs. Meyer's) L'Oréal, Kimberly-Clark (Huggies, Pull-Ups, Kotex, Kleenex, Cottonelle, Viva) Clorox (Brita, Glad)** and many more.

- Nov 2019 - Aug 2018

Art Director

ADK FORTUNE (JWT), Bangalore

I was responsible for visual conceptualization, Art Directors collaborate with the creative team to develop captivating and cohesive visual elements across various platforms, ensuring brand consistency and adherence to client guidelines. They play a key role in campaign development and integrating feedback including handling numerous print collaterals and packaging designs.

My involvement extends beyond the creative process, as I have been an integral part of multiple still and TVC (Television Commercial) shoots. This hands-on experience has allowed me to contribute to the visual aspects of campaigns across different mediums, ensuring that the creative vision is effectively translated into print materials and on-screen content. Santoor Soap was the main brand I handled in ADK which is a 30+ year-old brand in India. and their other products like **Santoor handcare products, Baby care products, Body wash, Boady lotion, Deodrent, Santoor Scholarship**.

- July 2018 - Sep 2017

Art Director

River India, Gurugram

I took on a diverse set of responsibilities as an Art Director. This included crafting engaging social media posts, designing impactful newspaper ads, conceptualizing and executing various digital advertisements, developing visually appealing packaging designs, and contributing to the creation of website designs. Working under supervision allowed me to not only refine my skills but also actively participate in the visual execution of projects across multiple channels.
Brands : **Pernod-Ricard (Royalstag Large short films, Blenders Pride, Imperial Blue, Indiosa) DLF (Mall of India, Promenade) Dineout, Gaana, WOO App**

- Aug 2016 - Aug 2017

Visualizer

JWT, Gurugram

As a Visualizer at JWT, I was integral to transforming creative concepts into visually compelling content for a multitude of print and digital campaigns. Utilizing my design expertise, I ensured the seamless integration of visual elements with brand messaging, contributing to the agency's success in delivering innovative and impactful advertising across diverse platforms.
Brands: **Horlicks, TATA AIA, Wills Lifestyle, Shell** etc.

- June 2016 - July 2017

Art Intern

JWT, Gurugram

- May 2013 - 2015

Asst. Merchandiser

Pearl Global Ltd, Gurugram

• Proved successful working within tight deadlines and fast-paced atmosphere. • Developed and maintained courteous and effective working relationships. • Used critical thinking to break down problems, evaluate solutions and make decisions. • Managed team of employees.
• Created spreadsheets using Microsoft Excel for daily, weekly and monthly reporting.

EDUCATION

- 2015 -16 PG Diploma in Graphic design
  Apeejay Institute of design, New Delhi

- 2008 -2011 Bsc. Fashion and Apparel design Technology.
  Gurudev arts and Science college. Kannur, Kerala

ACHIEVEMENTS

- Baby elephant and inbook winner - Topical Advertising - Kyoorius-Oneclub Awards 2020
- Baby elephant and inbook winner - Sponsorship Or Partnership - Kyoorius-Oneclub Awards 2020
- GOLD - Fashion, Beauty and Lifestyle - DIGIPLUS Awards 2020 from BrandEquity (Economic Times)
- GOLD - Best use of Social Media Marketing - DIGIES Digital Awards 2019
- GOLD - Best use of YouTube - DIGIES Digital Awards 2019
- | SILVER - Best Online Integrated Marketing - DIGIES Digital Awards 2019
  [All awards for the "SANTOOR BEAUTY SPOT CAMPAIGN" Team]