

Vishali Bawa

Senior Art Director

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ACHIEVEMENTS

Juror - Le Book

Digital summer - Connections NY
2022 | 2023

Solo Art Exhibition

The Bombay Art Society, Mumbai
'Prismatic' Art collection | 2023

Gold Winner

16th Davey Awards
AIVA | 2021

Award of Distinction

26th Communicator Awards
AIVA | 2020

Silver Winner

14th W3 Awards
AIVA | 2019

Exhibitor-Featured Artist

Conception Art Show
Featured Artist | 2019

Award of Excellence

25th Communicator Awards
AIVA | 2019

EXPERTISE

User Experience Design

Graphics and Branding
Digital Content Strategy
Information Architecture
Insights based Story Telling
Opportunity framing
Interaction Design (UI/UX)
Prototyping and Testing
Animation & Motion Graphics
Empathy building

Innovative Strategy

Integrative Collaborations
Business Model and Strategy
Workshops Facilitation
Presentation Skills

Softwares

Adobe Creative Suite
Invision - Prototyping
Sketch- Prototyping
Procreate - Illustrations
Final Cut Pro
Microsoft Office
iwork

LANGUAGES

English - Advance
Hindi - Native
French - Intermediate

WORK EXPERIENCE

DIGITAS HEALTH (PUBLICIS GROUP), NEW YORK, USA - May 2022 to Present

Senior Art Director

Clients - Keytruda, Welireg

Lead teams of designers and production artists to execute cross channel digital work | Juggle multiple projects and work closely with clients | Partner with copywriters to ensure the art direction and visual presentation supports the concept

160/90 (ENDEAVOR, FORMERLY WME | IMG), NEW YORK, USA - August 2018 to March 2022

Visual Media Designer - Creative Team, Global Marketing

Clients - Coca Cola, Visa, Audi, Stars on Ice, Anheuser Busch, PapaJohns, Marriot, Bumble, NFL, YMCA, Mcdonalds, etc

Talent - Belinda Benic, Missy Franklyn, Daniel Jones and Blake Lively

Films - How to Train a Dragon, Godzilla, Fast and Furious presents: Hobbs & Shaw and Downtown Abbey

Visual Design with a focus on Art Direction | Pitch Presentations for client acquisition and retention | Ideation and Concept mock-ups | Illustrations, Infographics and Animation | Integrative Collaboration

TAPROOT+, NEW YORK, USA - May 2018 to Sept 2018

Art Director

Clients: Rain for the Sahel and Sahara Inc. Portsmouth, New Hampshire, Sailors Snug Harbor - New York,

BK Style Foundation - New York, Global Green, New York

Art Direction | Branding and Storytelling | Creative Research | Visual Design and Strategy for Marketing and Engagement

TERREFORM1, NEW YORK, USA - July 2018

Design Consultant

Brand Identity Revamp | Website Design (UI/UX) | Reframe Brand Values with a Strategic Approach | Illustrations

FILM KARAVAN, CALIFORNIA, USA - July 2018 | Sept 2015 to July 2016

Senior Designer - Remote

Series: Delhi Crime - Netflix Original, What are the Odds - Netflix

Concept Development and Key Artwork | Promotional Print and Digital Collateral Design for the Series Premiere

WATERAID AMERICA, NEW YORK, USA - March 2018 to May 2018

Master's Intern - Design (Marketing and Engagement Team)

User-Centric Design | Supporter Toolkits, Reports, Presentations & Brochures | Merchandize Design - Stickers, Tote, etc

BRANDMOVERS, MUMBAI, INDIA - July 2015 to June 2016

Graphic Designer

Clients - Biba, Yatra.com, Indianroots, Hometown, Zte, U2opia Mobiles, Exness

Planning, Design and Revamp of Social Media Engagement Posts | Develop New Communication and

Brand Strategies | Micro - Website Design (UI) | Design for Print Media - Brochures, Leaflets, etc | Animation

LEO BURNETT, MUMBAI, INDIA - April 2014 to May 2014

Creative Intern

Clients - Sony Pix, HDFC Bank, McDonalds, Adlabs Imagica, Laadli(NGO)

Design and execution of detailed concepts through sketches and models based on Users Insights |

Art Collateral such as Brochures, Logo, E-mailers | Assisted with Ad Campaigns

EDUCATION

CALIFORNIA INSTITUTE OF THE ARTS - California, USA, 2020

Certification (Remote) - UI/UX Design Specialization

UI/UX Best practices and conventions | Web Design Strategy and Information Architecture | Wireframes and Prototypes

PARSONS SCHOOL OF DESIGN - The New School, New York, USA, 2016 - 2018

(MS) Strategic Design and Management (3.92 GPA)

Design Strategy | Innovation and Leadership | Sustainable Business Models | Managing Creative Projects and Teams

SIR J.J. INSTITUTE OF APPLIED ARTS - Mumbai University, Mumbai, India, 2011 - 2015

(BFA) Bachelor of Fine Arts

Communication Design | Information Design | Photography | Advertising and Visual Communication