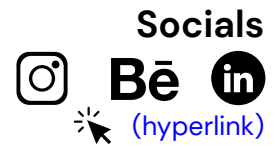




Hi! I'm
SRISHTI

sreshte@gmail.com



Summary

I'm an award winning visual storyteller and a perpetual student with a keen eye. My motivations are strong collaborations across a horizon of mediums to build a rich ecosystem of work.

Education

- Mayo College Girls' School, Ajmer-ISC (2012) & ICSE (2014)
- NIFT, New Delhi- Bachelors' Degree in Design (2018)

Skills

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe XD
- Adobe After Effects
- Microsoft Powerpoint
- Google Slides
- Procreate

Interests

- Animation experiments
- Sketching pets and outdoors (and humans sometimes)

Accomplishments

- 2 Cannes Lions winner (2023)
- 3 Cannes shortlists
- Awarded performer awards at Isobar(Dentsu Creative)
- Exhibiting at Irregulars Art Fair' 18
- Multiple other recognitions

DENTSU CREATIVE | Apr'21 – Present

Creative Supervisor- Art

**Brands – Vida EV, Marks & Spencer
Pitch work – Adidas, Vida EV, IndusInd Bank, Intel, Sensodyne, Honda, Otrivin**

- Manage client design strategy, oversee the creative process and deliverables for customers from ideation to campaigns and from briefs to experiences.
- Lead design projects by driving cross-functional collaboration, client engagement and progressing design brief and plan and post production.
- Responsible for delivering a range of different design-based projects, assets and campaigns for customers within retail, media, pharma and other industries.
- Research and create design briefs as per brand or campaign objectives.
- Guide production and give creative suggestions to production houses. Create work in video friendly format. Develop layouts of sketches, looks, storyboards, prototypes, and/or design specs necessary to develop beautiful, useful, and consistent experiences across campaigns, brand assets and customer journeys.
- Manage end to end post-production assets within budget and time constraints for multi-platform activation.
- Collaborate with customer and internal stakeholders to address business goals , advertising briefs and translate creative concepts into holistic user experiences and strong brand expressions
- Drive visual and functional improvements for the designs of the created deliverables, social media handles, websites , digital platforms, social and other final layouts
- Create idea-boards for proactive ideation for client understanding.
- Create presentations and plan digital assets for scheduled launching and pre-launching, daily posting on platforms and brand collaborations.
- Explore new visual trends specific to brands and use fresh templates to keep the brand relevant and relatable.

MARQUEE EQUITY | Jul'19 – Dec'20

Designer

- Manage and lead the design team for Marquee whilst assisting its startup customers with rolling out their design objectives, strategy and initiatives.
- Responsible for end to end management of design requirements for the business delivering programs and assets across all digital and offline formats – website, social media presence, offline (ppts, case studies etc.) and other custom / digital media campaigns.
- Undertake extensive planning of designing, ux and ui objectives of the startups incl. evaluation of the current state design frameworks, plan, undertake actual designing and deliver visually appealing designs and engaging ux centric assets.
- Conceptualise and create digital or offline media assets in line with business objectives of startups around ideation, fundraising (investor pitch decks), web / mobile presence and omni-channel user experience.
- Engage with the CEOs and CTOs of startup customers on putting together their design objectives, strategy and frameworks with offline assets such as investor pitch decks etc.

CONTRACT BASED PROJECTS

2022

CAKEITAWAY | 5 months (2022)

Frontend Designer & Animator

- Designed the frontend for their bakery.
- Created animations for the website demonstrating the website as per their ask.
- Art direction for the product shoot

2021

ISOBAR | 5 months (2021)

Consultant

- Designed social media campaign posts (statics and animations) for the brands – American Express, Mark & Spencer, Malabar, British Council, Max Bupa, Titan and Wrangler
- Designed posts for pitches made to Eva Girl, ACC Cement, CEAT tyres and Punjab National Bank

2020

APLIS | 6 months (2020)

Freelance Designer

- Working with the founder and helping Aplis from an idea to a product.
- Creating educational interactive visual content based on course books in tune with the ongoing syllabus for schools.
- Creating a brand identity for the application where I delivered a style guide, logo, brand colours, font use, and logo variations.
- Creating social media banners for hiring interested contributors for visual content and teaching positions.
- Assembling a team of visual contributors creating 2d & 3d visual content following the course of the syllabus.
- Managing post production overlooking the finished content in formats of explanatory jpeg, gif and video format going up on the final app prototype.

2019

COPING STRATEGIES | 6 months (2019)

Freelance Designer

- Working with the founding team on creating visual experiments working with local images and fine tuning them into collages for their music
- Creating artworks for different track and album releases for Boxout.fm
- Creating content for social media handles and web page assets

CITYFLO | 2 months (2019)

Freelance Designer

- Working with the founding team on creating a design brief to address their requirements to pitch to Bharat Benz
- Working with their bus builder to create a close prototype, giving the buses' interior and exterior an aesthetic identity
- Designing an experience for the commuters after assessing their travel experience and asking them for feedback.
- Creating a design model focused on improving the noise, posture, odour, texture and look of the bus.