

TANYA GUPTA

ART DIRECTOR

PROFILE

Passionate and accomplished Art Director with a proven track record of successfully leading creative projects and achieving high levels of client satisfaction. Skilled in overseeing all visual aspects of campaigns and providing innovative design solutions. Demonstrates strong leadership abilities, driving the creative development process with vision and expertise. Adept at managing and inspiring teams, ensuring cohesive and compelling results across print and digital media.

WORK EXPERIENCE

Art Director

Mar 20 - Present Express KCS Pvt. Ltd. / Gurugram

- Lead creative vision for advertising campaigns, ensuring alignment with client objectives and brand guidelines.
- Manage and mentor a team of designers, fostering a collaborative and productive work environment.
- Engage with clients to understand requirements, present concepts, and incorporate feedback into final deliverables.
- Oversee all visual aspects of projects, ensuring completion on time.
- Provide innovative design solutions to enhance the impact and effectiveness of campaigns.
- Maintain high standards of quality and consistency across all visual materials and deliverables.

Working for the clients like DraftKings, Starbucks, Yelp, CinePlex, Amazon, Pizza Hut, NatureMade, Viewpoint Direxion, UKG, and Hilton Group Etc.

Contractual Projects

Feb - Dec 19 Aureans Analytics Pvt. Ltd. / Noida

My responsibility is to deliver an outstanding UI & UX application design and handling the Raajneeti App advertisements.

May 18 - Jan 19 Synergie ITCI Pvt. Ltd. / Noida

Handling Castrol, BP (British Petroleum) CSR project Road Safety for Children, Mercedes Benz MobileKids project and Future Is Now from Yes Bank.

Sr. Creative Designer

Param Homes Pvt. Ltd.

May 16 - Apr 18

Creative Designer

Octo Events Pvt. Ltd.

Jun 14 - May 16

2D Animator

N-Dimensions Pvt. Ltd.

Jul 12 - May 14

EDUCATION

DIPLOMA IN ANIMATION,
GAMING AND V.F.X.
(VISUAL EFFECTS)

IVS Shool of Design, 2012

B.sc IN MULTIMEDIA

Shobhit University, 2014

EXPERTISE

Animate

Photoshop

After Effects

Premiere

VideoScribe

INTERESTS



Travel



Music



Reading



Photography



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