

VISHWA PATEL

Art Director



I'm a Quirky Onion - Click [here](#) to know why!

Art Director with over 4+ years of experience in design, collaborating with a cross-disciplinary community.

Looking to work in an environment that creates bold and effective work, and thinks beyond the medium.

WORK EXPERIENCE

Graphic Designer, MP&F Strategic Communications

Nashville (09/2023 – Current)

- Worked with creative directors and a copywriter on an Imagine Nashville campaign. Led brainstorming sessions, created storyboards, managed the sourcing and curation of photos and video clips. Successfully produced ad videos and social media content under tight budget constraints and deadlines.
- Collaborating with various agency departments, conceptualizing and designing flyers, business cards, web banner ads, and marketing collaterals for projects.
- Assisting the production team during on-site shoots & post-production.
- Curating social content and short-form videos for MP&F's Instagram and TikTok.

Creative Strategist, Nationwide Insurance x SCADPro Collaboration

SCAD, Atlanta (03/2023 – 06/2023)

- Collaborated with Nationwide's strategy department to modernize brand messaging.
- Brainstormed with the Audience, Channel, and Messaging teams and researched emerging technologies, insurance industry trends, and consumer behaviors.
- Led the Competitive Intelligence team in analyzing the SWOT of competitors.
- Developed innovative ideas, storytelling strategies, influencer marketing campaigns, and a new brand experience, and presented ideas to the client.

Art Director, The Indian Bee Collective

SCAD, Atlanta (08/2022 – 06/2023)

- Designed a visual brand identity and crafted compelling copywriting.
- Led a team of 5 designers and photographers to design promotional media and marketing collaterals.
- Generated content for Instagram, raising awareness about Indian culture and successfully increasing engagement by up to 50%.

Design Coach, SCAD

Atlanta, Georgia (07/2022 – 06/2023)

- Facilitated students' development in courses like Art Direction, Graphic Design, Creative Strategy, Typography, and Copywriting, and software like Adobe Illustrator, Photoshop, and InDesign.
- Fostered independent problem-solving skills.

Visual Designer, Amaamee Events

Ahmedabad (11/2021 – 03/2022)

- Presented ideas to the Company Head, designed mood boards, and conceptualized ideas and décor elements for weddings with 1000-1500 guests.
- Created executional drawings for a themed experience within budget.

Co-founder, Re-Crate Events

Ahmedabad (07/2020 – 03/2022)

- Formulated a successful business plan through market research.
- Curated and executed 8+ events. Led client meetings, conceptualized décor themes, monitored on-site management and created budget-friendly strategies.

Freelance Designer, Various

India and Spain (02/2019 – 03/2022)

- **Golden Threads | Adolfo Masyebra | El Maletin Amarillo:** Designed branding kit, print and digital assets, packaging, social media graphics, and art directed product shoots.
- Managed design deliverables for multiple clients, integrating brand research, time management, and incorporating feedback from internal teams and clients.
- **KVDF Architectural Competition:** Researched pressing issues pertinent to the practice of architecture in India, curated competition theme and led the art direction for 2020 competition. Designed creative visuals and collaterals, curated short-form videos, and created content for Instagram.

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EDUCATION

M.A. in Advertising (03/2022 – 06/2023)

Savannah College of Art and Design, Atlanta

Bachelor of Architecture (2015 – 2020)

CEPT University, India

Student Exchange Program (01/2019 – 06/2019)

Escuela Tecnica Superior de Arquitectura, Spain

HONORS AND AWARDS

American Advertising Awards, District, 2024

1x Silver: Integrated Ad Campaign (Airbnbaby)

American Advertising Awards, Atlanta, 2024

Judge's Choice: Integrated Ad Campaign (Airbnbaby)

3x Gold: Consumer Campaign and OOH (Airbnbaby)

5x Silver: Consumer Campaign, Copywriting and OOH

(Serving Togetherness – Le Creuset, Uber Treasures

and Accesstories – Verizon)

American Advertising Awards, Atlanta, 2023

1x Gold: Illustration (Escape Route Beers)

2x Silver: Integrated Campaign and Illustration

Campaign (Escape Route Beers and Now You See Me

Typography Card Deck)

2x Bronze: Pacaking and Single Occurrence or

Installation (Escape Route Beers)

Young Ones Student, 2023

3x Shortlists ADC

Microsoft Corp. Competition, Atlanta, 2022

Winner Team

SKILLS

Creative Skills:

Art Direction

Branding

Brand Storytelling

Conceptualization

Copywriting

Creative Strategy

Integrated Campaign Design

Social Media Marketing

Typography

Video Editing

Software Skills:

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Adobe After Effects

Adobe Dimension

Figma

Midjourney

Wordpress

Microsoft Office

Personal Skills:

Rationale | Problem-solving | Detail-oriented |

Persistent | Self-Motivated