

SHRADDHA JAGTAP

CREATIVE LEAD

Dubai, United Arab Emirates

Contact

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Background

Nationality: Indian

Work Exp: 10 years



Work Portfolio:

www.shraddhajagtap.com

Profile Info

I love exploring different styles and art forms and applying what suits the brand best. I keep an attitude of a learner to keep evolving with the ever-changing design field. Art crosses cognitive barriers to deliver a message & today's intelligent consumer deserves provocative, entertaining, & charming creatives.

Expertise

Creative Ideation
Art Direction
Branding Identity
Managing Photoshoots
Video Art Direction
Web Design
Team Management
Storyboard
Presentations and Moodboard
Illustration and Drawing

Education

B. F. A. (Applied Arts)

Sir J. J. Institute of Applied Arts
Mumbai, India

2009 - 2013

SILVER MEDAL 2013

B.F.A.

Experience

Creative Lead

2022 - Present

Deserve | Dubai

- Conceptualization and mood boarding.
- Take ownership and responsibility for all design projects' quality and brand alignment.
- Support the Creative Head to ensure that the brand is consistent, optimal, and current on both the website and across all marketing channels.
- Work from internal briefs to help generate ideas/concepts and apply a strong design style to produce effective onsite and offsite campaigns aligned with company objectives.

Senior Art Director

2017 - 2022

Viu | Dubai

- Collaborated with local creative teams on Viu Originals PR, Posters, Music videos, Opening titles, Logos, and Brand identity while managing all the social media channels.
- Strategically carried out innovative Viu Original projects from conception to launch.
- Applied unique styles and art forms to suit web-series needs.
- Directed multiple photos and video shoots from pre to post-production, along with storyboard and mood boards.
- Managed different teams of Viu across Dubai, India, South Korea, Singapore, and Indonesia.
- Did mock-ups of print materials such as posters, ads, billboards, and other collateral.

Art Director

2015 - 2017

Taproot Dentsu | Mumbai

- Worked with an art-focused team, where I learned attention to detail.
- Responsible for Art Direction on campaigns for major brands like Times of India, Mahindra, Airtel, Adidas, Myntra, etc.
- Received 50 plus international awards from reputed organizations such as D&AD, Cannes Lions, Grand Prix, and many more for campaigns I led in 2016.

Art Director

2013 - 2015

TBWA | Mumbai

- Started career as a Designer for all print projects, including Posters, Banners, brochures, Catalogs, and magazines/books.
- Worked on top brands, such as Nisan, Standard Chartered, Signa, Kuoni Travels, etc.

Awards

Spikes Asia 2017

Grand Prix - Integrated
Gold, Silver, 2 Bronze, 2 Shortlist

The One Show 2017

3 Merit

Adfest 2017

Integrated Lotus
2 Gold, 3 Bronze, 2 Shortlist

Cannes Lions 2017

Shortlist - Titanium
1 Grand Prix, 2 Glass Lions,
7 Gold, 14 Silver, and 10 Bronze

D&AD 2017

2 Wood Pencil

ABBY'S 2016

5 Silver, 7 Bronze