



FCB ULKA,  
Mumbai

Creative Director \_\_\_\_\_ 2021 - Aug 2021  
Associate Creative Director \_\_\_\_\_ 2019 - 2021  
Creative Group Head \_\_\_\_\_ 2018 - 2019

While my role only included creatively enhancing the business. I've equipped the team with digital-first thinking and set up Ui / Ux capabilities within the agency.

I have provided sustainable brand solutions that have won multiple awards. And focused on voice-based solutions and experiences for multiple brands.

I was the only woman from my agency in a 5 member team, to have participated in the Amazon Alexa Hackathon - Voice Summit 2019 and emerged a national champion while competing against Australia and Japan.

During my stint here I worked very closely with the CCO (Swati Bhattacharya) and then Global CCO (Fred Levron) along with the Global Team on multiple pitches and global briefs too.

I've been featured on the list of India's hottest creatives of 2020 at #25.

I have managed brands like ICICI Bank, Tata Motors, Tata Trusts, Tata AIA, Indian Oil, VIP Industries, Millenium Schools, Scoop Whoop, Times Of India, Apollo Hospitals, Mumbai Police, Nerolac Paints, Podar Schools, Utec, Go Air, Abbott, Reliance Jio, ICICI Prudential, etc.

Whyness Worldwide,  
Mumbai

Group Head, Design and UI/UX \_\_\_\_\_ 2016 - 2018  
Senior Designer \_\_\_\_\_ 2014 - 2016

Spent 5 and a half years at Whyness Worldwide. I've helped set up and coach the entire design team with brand identity design skills to Ui/Ux capabilities. I've imparted and implemented design, packaging, branding, Ui/Ux solutions to brands like Reliance Jio, Chef's Basket, VIP Bags, Starbucks, Carlton Luggage, Moneycontrol.com, Oberoi Realty, Moet Chandon, Godrej Locks, Godrej Script, Zee Classic, etc.

And UI UX for Cartrade.com, Easymedico.com, The Indus Club, etc.

JWT, Contract Designsutra,  
Mumbai

Senior Designer \_\_\_\_\_ 2012 - 2013  
Junior Designer \_\_\_\_\_ 2010 - 2012

Focused mainly on branding and packaging solutions for brands like Cadbury Celebrations, Eclairs and Rich Brownie, Vaango, Creambell, Daima, Fresh Dairy, Sahara Q Shop, Piramal, Parampara, TBZ, Crompton, Jaypee, Godrej Locks, Britannia, Complan, Prestige, Samsonite, Tata Photon, Ashok Leyland, Jockey, etc.

I was shortlisted for Young Lions in 2012

Creative Land Asia,  
Mumbai

Design Intern \_\_\_\_\_ 2010  
On brands like Frooti and BigAdda.

## Metals:

Clio - 2 Bronze Awards, 2021

Effies Awards - 2 Gold, 2020

Andy Awards - 2020

Kyoorius - 4 Blue elephant, 2020

Kyoorius - 1 Bronze elephant, 2020

Cannes - Gold Lion, 2019

Clio - Gold Award, 2019

Spikes - Grand Prix, 2019

Sammie - Gold, 2019

Alexa Hackathon - National Champion 2019

Kyoorius - 2 Blue elephant, 2019

LIA - 1 Gold, 1 Silver and 1 Bronze, 2019

Young Lions, 2012

## Skills:

Adobe Illustrator, Photoshop, XD, Bohemian coding - Sketch, Beginner in After Effects, Keynote and Microsoft Office.