

# PIYUSH PATIL


Art Director | Creative Strategist and Researcher


## ABOUT ME


Passionate Art Director with 5+ years of experience as Creative Director & Creative Strategist and Researcher. Knowledgeable and keen graduate from University of the Arts London with solid theoretical understanding and range of practical experiences.

## CONTACT

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 London / Mumbai

## AREAS OF EXPERTISE

- Creative Research and Strategy
- Art Direction
- Project Management
- Graphic Design
- Publishing Design

## TOP SKILLS

- Creative & Critical Thinking
- In-depth Research
- Pragmatic Problem Solving
- Flexibility & Adaptability
- Teamwork and Team Management
- Organisation Skills
- Planning and Time Management
- Attention to detail

## EDUCATION

**Masters of Arts in Design for Art Direction**  
University of the Arts London, United Kingdom  
(Sept 2021-Dec 2022)

**Bachelors of Arts in Journalism and Mass Communication**  
MIT-ADT University, India.  
(Aug 2017-Sept 2020)  
Specialisation in Advertisement and Public Relation

## WORK EXPERIENCE

**Art Director and Graphic Designer**  
*Freelance, United Kingdom / India*  
May 2018 - Present (5+ Years)

*Tasks/Responsibilities -*

- Multidisciplinary Art Direction
- Speculative Design, Strategy & Research
- Graphic Designing and Content writing
- Project and Finance Management

**Film Art Director and Production Designer**  
*Freelance Projects, India*  
Jan 2018 - Jan 2021(2+ years)

*Tasks/Responsibilities -*

- Film research
- Set Designing, locations, Lighting and setups
- Props and costume Design
- Storyboarding

### Filmography

1. Fooled Identity - Short film (Art Director, Film research & Prop master)
2. Lost - Short film (Assistant Director and Production designer)
3. Tale of two PuneKars - Pocket film (Executive Producer and Production designer)
4. Pralaadh - Short Film (Art Director and Production Designer)
5. To Alter an Image - Short Film (Script Writer and Prop master)
6. BatX - Ad Film (Script writer and Art director)
7. Kathin Kathin Kathin Kiti - Short Film (Art Director/ Production Designer)

### Creative Director

*Ark Events and Promotions, India*  
Sept 2019 - June 2020 (8 months)  
Events and digital promotion brand

*Tasks/Responsibilities -*

- Creative Direction for branding and Identity
- Graphic Designing and Illustrations for Branding and Promotions
- Event Planning; Set/structure Designing for events

## WORK EXPERIENCE

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### Intern Photographer

MBIC, India

Jan 2018-June 2018 (6 Months)

Image consultancy company and magazine

Tasks/Responsibilities -

- Fashion Photoshoots and photo editing

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### Project Manger, Social Media Strategist and Photographer

PFA (Platform for Artists), India

Nov 2016-Nov 2017 (1 Year)

Platform For Artists is a collaborative and multidisciplinary platform that provides one stop solution for all artistic services. Worked on projects like - PFA Art All Night, PFA Art Getaway, PFA Exhibition, PFA workshops, PFA Open Mic events, PFA Unlearn, PFA Unseen, PFA Unread, PFA Unheard

Tasks/Responsibilities -

- Photography and Artist Collaborations  
- Social Media Campaigns & Strategy  
- Event planning for Art getaways and Open Mics  
- Project management for Experiential Art Shows and Art Instalments

## CERTIFICATES

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- Google garage - Google Ads Display Verification
- Google garage - Google Ads -Measurement Certification
- Google garage - Google Ads Video Verification
- Google garage - Shopping Ads Verification
- BBC - Interactive talk on Technology and AI Certificate of Participation
- Domestika - Art Direction for Creative Visual Branding
- Coursera - Introduction of Philosophy

## SOCIAL MEDIA

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 <https://www.linkedin.com/in/piyush-patil4/>

 <https://www.instagram.com/peeeeyuush/>

## VOLUNTEERING WORK

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1. **Ankahi (2019)** - Event management and organisation for LGBTQ+ community on social Justice
2. **KMM - Keep Moving Moment (2017)** - Teaching personality development workshops for 15-17 year old school students (3 months)
3. **Roar (2016 - 2018)** - Organisation and management of public speaking events (2 Years)
4. **Project Khoj (2016)** - Social Work project and skill workshop at an underprivileged school (2 Months)
5. **Zero to Hero Event (2016)** - Fundraising event for public schools (1 month)

## TECHNICAL SKILLS

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- Photoshop (*Professional level*)
- Photography (*Professional level*)
- Indesign (*Professional level*)
- Print Design (*Professional level*)
- Illustrator (*Intermediate level*)
- Book Printing and Binding (*Beginner level*)
- UX-UI Design (*Intermediate level*)
- Final Cut Pro (*Intermediate level*)
- Sketching (*Intermediate level*)
- Graphic Designing (*Intermediate level*)
- Carpentry (*Beginner level*)
- Laser cutting and engraving (*Beginner level*)
- Lighting Design and rigging (*Beginner level*)

## LANGUAGE PROFICIENCY

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English	●●●●●
<i>Professional Working Proficiency</i>	
French	●○○○○
<i>Elementary Proficiency</i>	
Spanish	●○○○○
<i>Elementary Proficiency</i>	
Marathi	●●●●●
<i>Native Proficiency</i>	
Hindi	●●●●○
<i>Native Bilingual Proficiency</i>	