

PIYUSH PATIL

COMMUNICATION DESIGNER

WWW.PIYUSHPATIL.ART

Communication Designer & Strategist with 6+ years of international experience across design, communication, and strategic planning. Postgraduate from the University of the Arts London, combining creative insight with practical execution to deliver strong outcomes. Skilled in marketing communication, visual design, research, data-driven strategy, and art direction. Known for clear analytical thinking, problem-solving, and a balanced creative-critical approach. Experienced in project management and leading teams, with a solid record of building brand narratives and executing high-impact campaigns across varied sectors.

WORK EXPERIENCE

Design Expert

Cactus Communications, India & Global - Research communication and publishing

Sept 2025

- Present

- Creating accurate, impactful scientific visuals for complex research communication.
- Designed accurate, journal-ready scientific infographics, graphical abstracts, scientific documents, posters, and illustrations.
- Developed visual narratives and storyboards aligned with research objectives and communication goals.
- Collaborated with global universities, research institutes, government organisations, and industry partners.
- Reviewed and formatted artwork from peers and freelancers to ensure quality control, compliance, and publication standards.

Communication Designer and Strategist

UpWork Freelance, United Kingdom & India

Nov 2019

- Present

- Developed communication-led visual systems for branding, marketing campaigns, and product initiatives.
- Conducted audience, market, and ethnographic research to inform brand positioning and research-led design decisions.
- Created conceptual and speculative design narratives, translating abstract ideas into structured visual frameworks.
- Built case-study-driven design rationales to clearly communicate strategy, process, and outcomes.
- Led creative direction across campaigns, ensuring alignment of narrative, tone, and strategic objectives.
- Collaborated with cross-functional teams and stakeholders to deliver high-quality outputs on time.

Front of house (FOH), Hospitality

Stint, United Kingdom - Hospitality Company

Oct 2021

- Nov 2023

- Coordinated daily guest reservations and service planning to support efficient operations.
- Delivered attentive, personalised service to enhance customer satisfaction.
- Ensured compliance with hygiene and safety protocols across the establishment.
- Managed billing procedures and conducted routine inventory checks to maintain operational readiness.



PORTFOLIO

WEBSITE - WWW.PIYUSHPATIL.ART

CONTACT

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MOBILE NUMBER - +91 7972056361

LOCATION - MUMBAI / PUNE

SKILLS

COMMUNICATION & VISUAL DESIGN

Communication Design, Visual Communication, Branding & Identity, Editorial & Layout Design, Presentation Design, Visual Systems

STRATEGY, RESEARCH & INSIGHT

Brand Strategy, Design Strategy, Marketing Strategy, Ethnographic Study, Audience Research, Insight Generation, Research-led Design

SPECULATIVE & CONCEPTUAL PRACTICE

Speculative Design, Future-oriented Design Concepts, Concept Development, Case-Study Development, Narrative Framing

CREATIVE DIRECTION & CAMPAIGNS

Art Direction, Storytelling, Content Strategy, Campaign Planning, Integrated Marketing Campaigns

EXECUTION & COLLABORATION

Adobe Creative Cloud, Copywriting, Social Media Strategy, Film Production Design, Photography, AI Prompt Engineering, Project Management, Stakeholder Management, Community & Customer Relations, Cross-functional Collaboration

WORK EXPERIENCE

Communication Designer Sept 2019
Ark Events and Promotions, India - Events and digital promotion brand - Feb 2020

- Developed and executed brand and event communication strategies, ensuring alignment with client objectives.
- Led ideation sessions and campaign concept development, translating strategy into execution.
- Managed event logistics, timelines, and team coordination for end-to-end delivery.

Art Director and Production Designer Jan 2018
Freelance Projects, India - Jan 2020

- Evaluated film aesthetics through script analysis, storyboarding, and concept development aligned with the creative brief.
- Researched locations and assessed visual and technical feasibility. Managed set design, props, lighting, and on-site setup.
- Oversaw scheduling, budgeting, and cross-department coordination to ensure timely, high-quality production.

Intern Photographer Jan 2018
MBIC, India - Image consultancy company and magazine - Jun 2018

- Partnered with designers and clients to develop creative concepts for fashion shoots.
- Supported the lead photographer with styling, preparation, and technical execution.
- Managed studio lighting, image processing, and editing to produce high-quality visuals aligned with brand objectives.

Communication Designer & SM Manager Nov 2016
PFA (Platform for Artists), India - Artist Collective - Nov 2017

- Executed social media and content strategies to support marketing objectives and community engagement.
- Analysed audience behaviour and engagement patterns to generate insights informing content and communication strategy.
- Managed content creation, scheduling, publishing, and online community engagement across platforms.
- Achieved 3500% follower growth on Meta platforms through strategic planning and consistent execution.

EDUCATION

University of the Arts London, UK Sept 2021
Successfully completed M.A. in Design for Art Direction with Merit from London College of Communication, UAL. - Feb 2023
QS World University Ranking: #2 in Art & Design

MIT-ADT University, India Aug 2018
Successfully Completed B.A. in Journalism and Mass Communication (Specialisation in Advertising and Public Relations) with First Class from International School for Broadcasting and Journalism under MIT-ADT. - Feb 2021
QS World University ranking : #151-200 in Design

VOLUNTEERING WORK

Ankahi - Community events organised for LGBTQ+ community on social justice 2019

Keep Moving Moment- Teaching personality development workshops for 14-16-year-old school students 2017 - 2018

Roar - Organisation and management of public speaking events 2016 - 2018

Project Khoj - Social Work project and skill workshop at schools for underprivileged 2016


Zero to Hero Event - Fundraising event for public schools 2016


CERTIFICATES


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


LANGUAGE PROFICIENCY

English :- 
Expert Working Proficiency

French :- 
Elementary Proficiency

Spanish :- 
Elementary Proficiency

Marathi :- 
Native Proficiency

Hindi :- 
Native Bilingual Proficiency

SOCIAL MEDIA

LINKEDIN - [linkedin/piyush-patil4](https://www.linkedin.com/company/piyush-patil4)

INSTAGRAM - [instagram/peeeeyuush](https://www.instagram.com/peeeeyuush)

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