



PIYUSH PATIL

Art Director | PR & Communications

ABOUT ME

Passionate Art Director with 5+ years of experience in Creative Direction & Creative Strategy and Visual Communication. 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
- PR & Communication
- Graphic Design
- Publishing Design
- Project Management

TOP SKILLS

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

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 -

- Art Direction and Concept development
- Graphic Designing and Content writing
- Speculative Design, Strategy & Research
- Marketing and Communication
- Project Management

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

Tasks/Responsibilities -

- Art Direction
- Film research
- Set Designing, locations, Lighting and setups
- Scheduling and budgeting
- On-site co-ordination
- Props Design
- Costume Design
- Storyboarding

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
- Public Relations and Communication
- Graphic Designing and Branding
- Event Planning
- Set Designing for events

Intern Photographer

MBIC, India
Jan 2018-June 2018 (6 Months)
Image consultancy company and magazine

Tasks/Responsibilities -

- Fashion Photoshoots and photo editing

WORK EXPERIENCE

Project Manager, Social Media & Communication Strategist

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
- Project management for Experiential Art Shows and Art Instalments

FOH, Hospitality

Stint, UK

Oct 2021-Sept 2023 (~2 Years)

Hospitaliy Company

Tasks/Responsibilities -

- Customer Relations
- Operations & Management
- Safety and manitanance procedures

VOLUNTEERING WORK

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)

CERTIFICATES

- 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

TECHNICAL SKILLS

- Photoshop (*Professional level*)
- Indesign (*Professional level*)
- Photography (*Professional level*)
- Print Design (*Professional level*)
- Microsoft Office 365 (*Professional level*)
- iWork (*Professional level*)
- Google Workspace (*Professional level*)
- Illustrator (*Intermediate level*)
- Acrobat (*Intermediate level*)
- Book Printing and Binding (*Intermediate level*)
- UX-UI Design (*Intermediate level*)
- Wix website builder (*Intermediate level*)
- Wordpress (*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

English ●●●●●
Professional Working Proficiency

French ●○○○○
Elementary Proficiency


Spanish ●○○○○
Elementary Proficiency

Marathi ●●●●●
Native Proficiency

Hindi ●●●●○
Native Bilingual Proficiency

SOCIAL MEDIA

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

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