



# RAJEEV PILLAI

ART DIRECTOR | BRAND STRATEGIST | GRAPHIC DESIGNER

www.rajeevdesign.com

## Contact

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## Core Competencies

**Art Direction:** Branding, campaign management, Post-production, key art, Visual style guides.

**Graphic Design:** Adobe Photoshop, Illustrator, InDesign, Procreate, Vectornator, Adobe XD, Canva

**Video Production:** Adobe After Effects, Premiere Pro

**Photography:** Adobe Lightroom

**3D Design:** Blender, Adobe Dimension

**AI Tools:** Midjourney, OpenAI, Krea, DALL-E, prompt generation

**Professional Skills:** Creative direction, brand strategy, art direction, identity design, project management, strategic planning, social media marketing, packaging design, Motion graphics, UI/UX, experiential design, VR/AR asset design, design thinking.

**Soft Skills:** Attention to detail, deadline management, Strong interpersonal skills, Ability to learn on the job, adaptability, creativity, critical thinking, multicultural perspective

## Education

(Master of Arts) Advertising  
Savannah College of Art and Design (SCAD), Atlanta, GA

(Bachelor of Design) Visual Communication and Strategic Branding  
Srishti Institute of Art Design and Technology, Bangalore, India

High School Diploma  
Indian School Muscat, Oman

## Achievements

Gold, Silver - American Advertising Awards (ADDYS)  
Graphic Design USA Award Winner 2023  
Gold Medalist - Ministry of Sports, Oman Basketball Tournament  
Gold Medalist - Basketball, CBSE Clusters, Oman 2016  
Gold Medalist - Basketball, Sri Lankan School Muscat Tournament  
Basketball Nationalist representing Oman in CBSE Nationals.

## Interests

Sports, Basketball, Cinematography, Drums, Music, Art, Travel.

## Professional Experience

**ChefATL, Atlanta, GA — Art Director, Post Production Lead**  
A show aimed at highlighting Atlanta's unique identity through its diverse culinary landscape. (March 2024 - May 2024)

- Developed the go-to-market plan for a culinary show showcasing Atlanta's diverse culinary landscape.
- Directed post-production assets, key art, content production, social media management, and core asset design.
- Created visually captivating content for various platforms, enhancing brand visibility and audience engagement.

**AB InBev, Bangalore, India — Video Producer**  
A Belgian multinational brewing company with a branch in India. (September 2022 - October 2022)

- Filmed and edited promotional content for the successful launch of '7 Stories Beer.'
- Collaborated with the content design team to create compelling reels and photos for social media platforms, driving positive brand perception and achieving over 5k impressions on social media.

**Budweiser, Bangalore, India — Graphic Designer**  
(April 2022 -May 2022)

- Contributed to the successful launch of Budweiser Beats, creating impactful visual assets to increase product visibility.
- Worked closely with the social media team to integrate designs seamlessly into digital marketing campaigns, improving brand engagement and customer interaction.

**Digio, Bangalore, India — Design Consultant**  
A fintech Agency that brings paperless documentation and digital processes to businesses and consumers.(May 2021 - July 2021)

- Revamped Digio's products, developing a cohesive brand language across platforms, improving user experience.
- Designed visuals for digital and print, including website and mobile app, contributing to increased brand recognition and user-friendly product interactions.

**Now Media, Bangalore, India — Visual Designer**  
Branding and Advertising agency with clients in the food and beverage space. (September 2019 -December 2019)

- Assisted with branding decisions for food & beverage and hospitality companies.
- Designed logos, brand decks, packaging, and illustrated visuals for spatial design experiences, enhancing brand experience and recognition.
- The rebrand of 'House of Troy' (Lounge & Kitchen) resulted in increased foot traffic and customer satisfaction.

**DDB mudra group, Bangalore, India — Graphic Designer**  
India's first and largest creative agency, part of the DDB Worldwide Communications Group. (Doyle Dane Bernbach) (July 2019-September 2019)

- Created social media creatives, banner visuals, illustrations, and packaging designs, contributing to successful advertising campaigns and increased and engagement.

**White Incorporation, Baroda, India — Brand Designer**  
A startup that focuses on educational content and books. (May 2019 - August 2019)

- Developed brand identity, marketing collateral, website visuals, and book cover designs.
- Created a consistent and recognizable brand language through bold, colorful vector illustrations.
- Coordinated with the publishing house to ensure print quality and standardized manufacturing.