PIYUSH PATIL

Art Director | Design Research & Strategy

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

- Design Research and Strategy
- Art Direction
- Speculaive Design
- PR & Communication
- Graphic Design
- Publishing Design

TOP SKILLS

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

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 Communiation
- 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

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

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