



Sunit Joseph

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Profile

Hello! I am a creative professional with 8 years of experience as an Art Director in the advertising industry in Bangalore, India, specializing in **brand development, visual storytelling, and creative strategy**. My expertise lies in conceptualizing and executing high-impact campaigns for diverse brands from FMCG, automotive, jewelry and youth fashion, guiding creative briefs from ideation to delivery. Throughout my career, I have demonstrated leadership in managing creatives, working closely with cross-functional teams, and building strong client relationships to deliver successful campaigns that resonate with target audiences.

In addition to my advertising background, I have pursued studies in **UX Design, Web Development, Motion Graphics & Project Management** at Algonquin College in Ottawa, Canada. Here, I've developed a user-centered design approach that emphasizes intuitive experiences and seamless interfaces, with a focus on combining creativity and usability. My experience in advertising and creative storytelling complements my skill set, providing me with a holistic view of digital design and its role in shaping user experiences.

I am proficient in industry-standard tools such as **Adobe Creative Suite, Figma, WordPress, Shopify, HTML/CSS, and JavaScript**, and bring a problem-solving mindset, adaptability, and effective project management skills to every project I work on. With a commitment to innovative creative work and the ability to work across multiple disciplines, I am now looking to transition into roles that will allow me to apply creative my expertise & skills as well as guide teams, drive innovation, and lead projects to success.

Work Experience

The Merry Dairy | Marketing Lead | 2024 May - now | Ottawa, Canada

- Designed personalised loot bag cards and streamlined the scoop cabinet tag creation process improving efficiency and readability for both staff and customers.
- Captured and edited professional-quality photographs and produced engaging video reels to showcase ice cream products and production processes for marketing purposes.
- Managed social media campaigns, engaging with customers, promoting offers, and ensuring consistent communication through in-store display videos.
- Crafted a brand style guide to ensure brand consistency in communication and identity.

Fifty Rocks Pvt. Ltd. | Creative Catalyst | 2021 - 2022 | Bangalore, India

- Ideated, conceptualised & executed all creative visual assets required for the brand Amazing Greys.
- Collaborated with the Creative Head and Copywriter to create innovative social media campaigns, email marketing and digital advertisements.
- Actively pursued professional growth by acquiring a diverse range of skills on the job including video editing, motion graphics, as well as planning/execution of product photo & video shoots.
- Consistently upheld industry-level quality standards in creative work with tight timelines and limited production budgets.

Dentsu Aegis Network | Group Head - Art | 2019 - 2021 | Bangalore, India

- Led innovative advertising campaigns, designed catalogs and adapted brand style guides for major automobile brands, ensuring consistent high-quality output.
- Demonstrated adaptability during COVID-19 by effectively managing extra work loads, digital media requests from clients and acquiring new skills relevant to the evolving industry.
- Utilized newly acquired skills to successfully pitch digital media ideas during business pitches and collaborate on brand campaigns with other creative teams.
- Collaborated closely with key stakeholders, including the Creative Director, who trusted me to oversee projects and maintain high standards in team output.

22 Feet Tribal Worldwide | Digital Designer | 2018 - 2019 | Bangalore, India

- Successfully led and executed creative ad campaigns across various digital platforms for fashion & automobile brands, Titan Fastrack and TVS Jupiter.
- Collaborated closely with cross-functional teams, including animators and photographers, to ensure seamless integration of visual elements and ad messaging.
- Developed engaging digital content for social media, resulting in measurable engagement and performance metrics.

Mullen Lowe Lintas Group | Art Director | 2014 - 2018 | Bangalore, India

- Learned art direction to conceptualise ideas, create and execute brand communication & advertising campaigns for popular Indian brands.
- Conceptualised and crafted visuals & ad campaigns for FMCG, youth fashion, jewelry & automotive brands, extending them to POS store-front collateral, hoardings, etc.
- Collaborated with multidisciplinary teams such as photographers, 3D artists and illustrators to create crucial brand assets for advertising communication.
- Recognised for innovative visual ideas and proactive design projects.

Skills

Art Direction & Creative Strategy

- Conceptualised, created and directed visually compelling ad campaigns for various brands in advertising, ensuring cohesive visual storytelling and brand consistency.
- Developed visual concepts for client presentations & pitches, blending creative design & strategic messaging for effective brand communication.

Brand Building & Storytelling

- Built the brand identity for multiple brands through advertising career by creating consistent visual assets & narrative.
- Created a consistent visual identity for The Merry Dairy, shaping the brand's visual language through customized marketing materials and product photography.

Collaboration & Teamwork

- Collaborated with cross-functional teams including photographers, animators, and copywriters to produce cohesive campaigns.
- Collaborated with account managers and the creative director, ensuring alignment of creative work with client expectations during high-stakes projects.

Project Management & Leadership

- Promoted to Group Head of Art for effectively leading projects and managing multiple brands in delivering high-quality creative outputs under pressure.
- Led the Open Ottawa project in Algonquin College's Applied Projects class, creating an informational video on Ottawa's Open Data, now featured on the Open Ottawa website.

Adaptability & Problem Solving

- Adapted to industry shifts during COVID by acquiring digital media skills to handle client requests and challenges.
- Resolved complex creative challenges by working within limited budgets and tight timelines at Amazing Greys & The Merry Dairy, consistently delivering high-quality assets.

Tools & Methods

- **Design & Photography:** Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Canva)
- **Prototyping & Web:** HTML, CSS, JavaScript, VS Code, Figma, WordPress, Shopify & Bootstrap.
- **Motion Graphics & Film:** After Effects, Premiere Pro, Audition, Camera Operation, Post-Production, Video and Audio Editing.

Education

Diploma in Interactive Media & Design | 2023 Jan - 2024 Dec

Algonquin College | Ottawa, Canada

- Achieved a 3.9 GPA and was on the Dean's Honour List every semester, managing a full course-load and assignments to the best of my ability.
- Developed strong user-centered design skills, usability testing methods, and front-end development (HTML, CSS, JavaScript) through hands-on projects.
- Gained expertise in motion design, video production, and post-production, including keyframing, compositing, 2D animation, and advanced editing techniques.
- Strengthened project management, teamwork, and professional communication through real-world client projects and group collaborations.

Bachelors in Visual Communication | 2011 - 2014

St Joseph's University | Bangalore, India

- Developed a strong foundation in graphic design and visual communication, including color theory, typography & layout using Adobe Creative Suite.
- Gained hands-on experience in photography, film & TV production, print publishing, and visual storytelling for advertising and marketing.
- Studied the evolution of fine art & art history, visual media, film studies, and journalism, enhancing skills in research, writing, and effective communication across various platforms.

Professional Development

- **Self-taught video editing and motion graphics:** Gained basic skills in video editing and motion graphics software to create engaging digital content for Amazing Greys at Fifty Rocks Pvt. Ltd.
- **UI Kickstarter Workshop:** Completed a 2-day UI Kickstarter Workshop by Growth School, hosted by the product manager of Swiggy (India's equivalent to Uber Eats).

Achievements

- **Promoted to Art Group Head** for effectively managing increased workloads and multiple brand campaigns during COVID, while closely collaborating with the Creative Director and key stakeholders.
- **Achieved Dean's Honour List recognition** at Algonquin College for each semester with a cumulative GPA of 3.9

Passion Projects

- **36 Days of Type (2017, 2018):** Participated in a global typography challenge for two consecutive years, producing daily letter and number designs to strengthen illustration and typography skills.
- **Personal Typography Project - Hidden Truths in Common Sayings:** Designed a series of typographic works that visually explore the full, often forgotten meanings of widely-used phrases, revealing the deeper, more insightful versions of these sayings.

Hobbies

Guitar, Reading, Hiking, Photography, Films, Thrifting

References

Available upon request