

Abhilasha Sinha

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PROFILE

A Senior Art Director/ACD with an innovative mind set. I have had over ten years of experience with conceptualizing and creating visuals for clients like Bloomberg, Macy's, UBS, Microsoft, Transamerica, T.D. Ameritrade, Comcast, Siemens, SAP, Energizer, Six Flags and many more. Besides advertising, I have been a consultant to start-ups in New York and Silicon Valley.

EDUCATION

Pratt Institute | New York | New York
Masters (Communications Design), June 2006-May 2009

Sir J.J. Institute of Applied Art | Mumbai | India
Bachelor's (Advertising), June 2000-May 2004

PROFESSIONAL EXPERIENCE

Freelance Senior Art Director/ACD | 2016- Present
Leading responsive website design and UI design for financial clients, fashion clients and start-ups.

Thread Channel | Creative Director | 2015- Present
This ios app brings daily dose of fashion. I have created the logo, branding, responsive website, UX and UI for this app. I am also the fashion illustrator for this start-up.

JWT (New York) | Senior Art Director | 2010- 2016
Led the Design team to come up with 360 integrated visual campaigns for Bloomberg, Macy's, UBS, Turner, Ann Taylor, Comcast and Energizer.
Collaborated with copywriters, strategists, and developers to Ideate and create IPAD/iPhone apps and social media campaigns.
Pitched new business to finance, fashion and technology clients.
Worked with Techstars in New York to lead advertising/branding workshop for start-ups.
Selected as a finalist for "Go Grants" an internal JWT competition for a start-up idea.

Ogilvy (New York) | Art Director | 2008 - 2010
Designed advertisements, websites and social media pages for Sears, SAP, TD Ameritrade and Six Flags.
Presented new business pitch for Vaseline.
Worked on integrated campaigns for Medco pharmacy and Siemens.

Seed Creative (New york) | Graphic Designer | 2007
Designed packaging, websites, catalogs for Shiseido and Liz Claiborne.
Took the role of (in house) assistant photographer for Liz Claiborne shoots.

Graham Hanson (New York) | Graphic Designer | 2006
Assisted the creative team with research and designing for American Express, Macklowe Properties, NYC Company and Saks. Focussed on print, digital, signage and advertising.

Lowe (Mumbai) | Graphic Visualizer | 2005 - 2006
Created Advertising campaigns for Johnson & Johnson, Pfizer, Cipla, Nicolas Piramal, Tata-AIG and HSBC

AWARDS

2012 Creative Excellence Awards First Prize for Bloomberg's Multimedia Campaign
2011 iNova Awards Grand Prize for Bloomberg's facebook game called "The B.P.I."
2011 Chosen as a guest speaker at Pratt Institute for their 125th year anniversary
2009 Work featured in One show Student Annual Exhibition
2008 D&AD + IHAVEANIDEA Featured a video created for them
2004 CAG Award for the best photographer for the year
2004 Prabha Art studio Award for the best photographic technique
2001 First prize in Adnomer, an advertising workshop held in Mumbai

COMPUTER SKILLS

Sketch, Photoshop, Illustrator, In Design, Flash, Dreamweaver, After Effects, HTML and Final Cut Pro.