
Born in India, based in New York. Passionate about deep human insights, meticulous visual craft, and leveraging new technologies to push medium boundaries. Honored to have collaborated with world-class teams and picked up major industry awards along the way. US Permanent Resident (Green Card).

Key Disciplines: Creative Direction | Art Direction | Design Direction | Branding | Visual Design | Typography
Motion Design | Generative AI Tools | Experiential Design | Strategy | Illustration

Key Brands: Coca-Cola | McDonald's | Audi | Volkswagen | Škoda | Royal Enfield | Netflix | Hotstar | PayPal
Johnnie Walker | Patrón | VAT 69 | Johnson & Johnson | Vaseline | Stayfree | Dunkin' | Jif | Kwaliti Wall's
Acer | Comedy Central | Hawaiian Tropic | CRY

WORK EXPERIENCE

2026 - Present)

Freelance Creative Director /Art

BBH New York

Design Director • 2024 - DEC 2025

DDB Mudra Group - Mumbai

Head of Art 2022 - 24

Creative Sabbatical

2020 - 21

DDB Mumbai

Executive Creative Director • 2014 - 20

BBH - Mumbai

Design Director • 2011 - 14

DDB Mudra Group - Mumbai

Creative Director • 2010 – 2011

Bates 141 - Mumbai

Associate Creative Director • 2009 - 10

Rediffusion Y&R - Mumbai

Art Director • 2008 - 09

Ogilvy - Mumbai

Art Director • 2005 - 08

McCann World-Group - Mumbai

Art Director • 2003 - 05

Marching Ants - Mumbai

Art Director • 2002 - 03

EDUCATION

BA Fine Art (Applied Art),

Maharaja Sayaji Rao University, Baroda,
Gujarat, India

AWARDS

2024 - 26

Cannes Lion - 3 Gold 4 Shortlist

One Show - 1 Silver, 2 Bronze and 4 Merits

Clios - 1 Bronze

LIA - 2 Bronze

2022-24

Cannes lion - Silver and 2 shortlist,

One Show - Gold, Silver and 2 merit

Spikes Asia - 3 Silver

LIA - 2 Bronz

D&Ad - 3 Shortlist,

Kyoorius - 2 Blue Elephant

Adfest - Bronze & 3 Shortlist

2014-2020

Goafest - 2 silver

Kyoorius - 2 Blue Elephant

Goafest - Gold

2011-2014

One Show - 2 Bronze and 2 Merit

Spikes Asia - 2 Bronze

Kyoorius - 2 Blue Elephant.

Cannes - Shortlist in Broadcast and animation.

2010 – 2011

One Show- Gold

Cannes Lion - Shortlist,

Goafest - 6 Silver

2009 – Jan 2010

D&AD- Wooden pencil

One Show - 3 Merit

Cannes lion - Shortlist

2005 – 2008

Cannes - Shortlist,

INS think print - Gold

2003 - 2005

Adfest - Bronze

Goafest - Gold

New York Festival - Gold

Cresta award