

Bhanu Bansal

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London, UK

Visa: UK Graduate (Expires on 21/01/27)

ART DIRECTOR

A storyteller with 8 years of experience who believes that design goes beyond making things look good - it's about creating experiences that feel right. It's about solving problems, sparking innovation, and creating work that resonates deeply with audiences. I've worked with global brands like HP, Nissan and many more, leading campaigns that build meaningful identities and deliver measurable results. My core strengths are team leading, managing multiple projects, collaborating with disciplines across strategy and marketing, and bringing bold ideas to life with purpose and precision.

SKILLS

- Team Leadership & Art Direction
- Creative Concept and Campaign Development
- Collaborated with cross-functional teams
- Adobe Creative Suite, Figma
- Typography & Layout Expertise
- Presentation & Pitch Design
- Branding Identity Development

PROFESSIONAL EXPERIENCE

ART DIRECTOR

Nov 2021 - May 2023

Pee Safe www.peesafe.com

- Curated creative award-winning campaigns across online and offline platforms.
- Executed product launches and marketing ads that sparked brand engagement by 40%.
- Mentored creative team and collaborated with cross-functional teams.

SENIOR GRAPHIC DESIGNER

Aug 2018 - Jan 2021

Nothing Else Matters www.nothingelsematters.in

- Managing and executing design projects, collaborating with HP, Hamilton Beach Professional, and Dabur.
- Setting up e-commerce brand stores for global brands.
- Collaborated on client strategy and execution.

GRAPHIC DESIGNER

July 2016 - June 2018

Gulabochaap Design Works www.gulabodesign.com

- Crafted impactful brand identities, logos, and visual assets for diverse clients.
- Designed for hospitality spaces: Uniforms, menu cards, and transformed spaces with installations.
- Managed end-to-end social media content.

EDUCATION

University for the Creative Arts, Canterbury UK

MA in Visual Communication

2023 - 2024

DLC SUPVA, India

Bachelor's in Design (Textile)

2012 - 2016

BEYOND DESIGN

- Art directed for HP Sprocket ad campaign.
- Production for Hamilton Beach Professional.
- BTS shoot for Mughal-e-Azam: The Theatrical Play.
- CSR Coordinator for a non-profit organization focusing on Women's Health and Hygiene.