

Bhanu Bansal

ART DIRECTOR

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Work Authorisation: UK Graduate Visa (Valid until Jan 2027) | Open to Skilled Worker sponsorship

With 9 years of experience working across brands, campaigns, and visual design. I've worked with HP, Dabur, and Pee Safe, leading creative from early ideas through to final delivery and growing social media engagement and website traffic by 40% along the way. I like asking questions, noticing the small things, and finding simple visual ideas that people can connect with.

SKILLS

- Brand Identity Development
- Adobe Creative Suite, Figma
- Project Management
- Multi-Channel Campaign Development
- AI-assisted Creative Workflows
- Typography & Layout Expertise
- Cross-Functional Collaboration
- Presentation & Pitch Design
- Creative Direction

FREELANCE EXPERIENCE

Independent, 2024 - Present

Grand Union Orchestra - Intercultural Music Organisation Platforming Global Musicians.

- Leading rebranding strategy for this 40+ year intercultural orchestra platforming musicians from 25+ nationalities.
- Developing an audience engagement strategy to connect their legacy with new, younger audiences.

Litmas AI - Legal-tech SaaS Platform for Criminal Defence Attorneys.

- Designing Meta and Google ad creative, website assets, and sales collateral.
- Producing consistent visual assets across paid and owned channels to support the brand's growth.

Okailey Music - London-based Live Band Blending African and Contemporary Music Influences.

- Leading creative direction and social media strategy across live events, campaigns and digital content.

International Association for Democracy - Policy Organisation Working on Country-specific Democracy & Governance.

- Designing websites and reports for country-specific policy work, including projects for Bangladesh and Zambia, translating complex topics into clear, accessible visuals.

PROFESSIONAL EXPERIENCE

Art Director - Pee Safe - D2C Feminine Hygiene and Wellness Brand.

11/2021 - 05/2023

- Designed multi-channel campaigns that carried the brand's story from concept to final asset across digital and print.
- Rebuilt the visual strategy around real audience behaviour, growing social media engagement and website traffic by 40%, which contributed to stronger sales performance
- Designed accessible, scalable components for the web, directed product shoots.
- Mentored a team of designers, set the visual brand across all the platforms.

Senior Graphic Designer - Nothing Else Matters - Creative Agency.

08/2018 - 01/2021

- Managed branding and digital assets across HP, Hamilton Beach Professional, and Dabur, three different audiences, one consistently sharp output.
- Designed and helped launch eCommerce brand stores for global brands.
- Designed editorial storytelling for HP Sprocket campaign (1M+ views).

Graphic Designer - Gulabochoap Design Works - Design Studio.

07/2016 - 06/2018

- Designed uniforms, menus, and installations for hospitality brands including Public Affair, Town, and Mr. Choy.
- Designed a full garment collection for textile brand Jprana, from concept through production.
- Led ideation for restaurant installations spanning printed pillow covers to full interior detailing.

EDUCATION

MA in Visual Communication - University for the Creative Arts, Canterbury UK

2023 - 2024

Bachelor's in Design (Textile) - DLC SUPVA, India

2012 - 2016