

# VISHNU PS

ART DIRECTOR | BRAND DESIGNER | CONCEPTUALIZER | VISUAL DESIGNER

Bangalore

+91 99161 17310

vishnups77@gmail.com

https://www.behance.net/vishnups

## Work Experience

Experienced Senior Art Director with over 13 years of expertise in Branding, Graphic Design, and Visual Storytelling across both Print and Digital Media. Proven track record of leading creative teams and delivering impactful design solutions for top-tier brands and emerging startups. Skilled in conceptualizing and executing integrated campaigns that seamlessly align creative vision with strategic business objectives.

## Skills & Expertise

### Design Tools:

Adobe Creative Suite (Photoshop, Illustrator, InDesign), After Effects, Figma

### Core Skills:

Art Direction & Creative Strategy | Brand Identity Design | Visual Communication | Print & Packaging Campaign Development | UX/UI Design Fundamentals | Team Leadership & Mentoring | Photography

### Soft Skills:

Project Management | Collaboration | Time Management | Problem-Solving

## Professional Summary

### • Senior Art Director

PharmEasy-Bangalore India | 07 Sep 2017-31st Oct 2025

Leading Marketing design Team. Worked on all Marketing Promotions both digital & print. Also Headed and framed all the creatives for Medlife & Pharmeasy according to the brief requirement. Involved in all TVC Shoots and creating all type of videos

### • Art Director

Tapzo | Bangalore India | 10 Aug 2015-03 Sep 2017

Worked on all Marketing Promotions both digital & print. Executed the Welcome kit for new employee in a creative way. Also headed and framed all the creatives for helpchat and tapzo according to the brief requirement.

### • Art Director

Push Integrated Communication | Bangalore India | 05 May 2014-03 Aug 2015

Lead design strategy for branding and campaigns across multiple media. Collaborated with marketing and digital teams to align creative goals with brand narratives. Oversaw a team of designers, mentoring junior creatives and ensuring delivery quality.

Clients: KPMG, Amazon, Kalyan Jewellers, Meriiboy Ice Cream

### • Senior Visualizer

Saatchi & Saatchi - Bangalore India | 06 Aug 2012-30 Apr 2014

Handled both Print and Digital. Major side of the works were on Branding for clients like Bosch, Coats, Vcloud, AIS. Also were a part of the photoshoots done for bosch & coats.

### • Freelance Design Consultant

Provided comprehensive branding and design consultancy services to both early-stage startups and established brands. Developed customized design strategies to strengthen visual identity, enhance user engagement, and drive brand recognition. Notable clients include Wakefit, Zapz Food, Avail Finance, Zealo, Asal Foods, Soup Story, Iona.ai, TinyMart Brila Pivot, and Brita.

## Education

Bachelor of Arts (Animation & Graphic Design)  
Mahatmagandhi University - 2008-2011

## Languages

English | Malayalam | Kannada | Hindi

## Honors & Awards

### • Big Bang Awardz

Got this for work done for Coats - Thread Magic, while working in Saatchi & Saatchi.

### • Pepper Award

Got this for a microsite done for Meriiboy Ice Creams, while working in Push.