

Shantanu Kulkarni

Art Director

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EXPERIENCE

Art Director

FCB (Chicago, Aug 2023 - present)

- Managing multiple campaign projects for one of the leading pharmaceutical companies – Pfizer and its various brands.
- Contributing with creative and innovative ideas along with art direction for existing clients and new business.

Art Director Intern

Digitas NA (New York, Jun - Aug 2022)

- Worked with the creative directors and a copywriter partner on Mondelez. Brainstormed and contributed with creative ideas.
- Collaborated with various agency departments & built a 360 campaign for Under Armour addressing athletes' mental health.

Art Director + Strategist

Nike x SCADpro (Atlanta, Jan - Mar 2022)

- Collaborated with Nike's branding & strategy department for the campaign launch of Nike's 50th anniversary.
- Generated innovative ideas & storytelling strategies with designs including AR/VR, Nikeland ideas, & physical installations for unique brand experiences and engagement.

Art Director

Freelance (Mumbai, 2020 - 2021)

- Designed various collaterals for the Disney+Hotstar Multiplex launch campaign including AR launch video, custom brand emoji for social handles, Instagram filter, and influencer campaign videos.
- Led a team of graphic designers and motion artists at Kinnect to execute design deliverables for various clients & managed deadlines.

Art Director

FCB Kinnect (Mumbai, Aug 2017 - Feb 2020)

- Directed a team of motion & graphic designers to craft compelling content for multiple campaigns that included print and social media.
- Assisted the production team during on-site shoots & post-production.
- Managed creative art for national clients: Disney+Hotstar, GoAir, Asian Paints, Reliance Digital, Intel, TVS Motors, Himalaya, Lodha Group, Tide, Amazon, Borosil & more.

Graphic Designer

ibs unified (Mumbai, May 2016 - Jul 2017)

- Designed creative visuals and social media content for campaigns, new business pitch work, case films, and product launches.
- Clients: Gillette, HDFC Bank, Morphy Richards, Samsonite, Aristocrat, Bajaj Electricals, and more.

EDUCATION

Master of Arts in Advertising (2023)

SCAD - Savannah College of Art & Design, USA

Bachelor of Fine Arts - Advertising (2016)

Rachana Sansad College of Applied art, India

AWARDS & RECOGNITIONS

American Advertising (Addy) Awards 2024
1 Silver

Communication Arts 2023
1 Shortlist (Design Competition)

One Show Young Ones 2023
6 Shortlists (5 ADC, 1 Brief)

GWS Shark Tank of Wellness Competition
2022 Shortlist

London International Creative Competition
2 Official Selections & 1 Shortlist, 2021

IDA – International Design Awards 2021
Honorable Mention

Georgia Power x SCADpro Competition 2021
Rank 3

Kyoorius Young Blood Awards 2018
In-Book Winner

SCAD Scholarships
Achievement Graduate Scholarship
International Graduate Scholarship

CREATIVE SKILLS

Art Direction
Creative Strategy
Problem-Solving
Purpose-driven Ideas
Brand Experience
Illustration
Brand Innovations
Brand Storytelling

Branding
Graphic Design
Copywriting
Concepting
Photo-manipulation
Package Design
3D Design
Collaboration

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects

Cinema4D
Figma
MS Office
Keynote