

# Nikhil Harwande

Creative Manager

Dubai, United Arab Emirates

## Contact

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## Background

**Nationality:** Indian

**Work Exp:** 10 years

## Work Portfolio:

[www.nikhilharwande.com](http://www.nikhilharwande.com)

## Profile Info

I am a versatile creative professional driven by a love for exploring different styles and art forms to best represent each brand. With a continuous learning mindset, I adapt to the evolving design field. I believe in the power of art to transcend cognitive barriers and deliver compelling messages to today's discerning consumers. My aim is to create captivating, thought-provoking, and enchanting creatives that leave a lasting impression.

## Expertise

Art Direction

Creative Ideation

Branding Identity

Managing Photoshoots

Video Art Direction

Web Design

Team Management

Storyboard

Presentations and Moodboard

Illustration and Drawing

Animation

## Education

### B. F. A. (Applied Arts)

Sir J. J. Institute of Applied Arts

Mumbai, India

2009 - 2013

## Experience

### Creative Manager

2019 - Present

**Dunkin' UAE & Kuwait | Dubai**

- Creative Direction: Provide clear creative direction and guidance to designers, illustrators, photographers, who are working on the project. Ensure that the creative output consistently meets quality standards and objectives.
- Create high quality art for all campaigns to keep the brand ahead of competition.
- Creative ideation for online and offline activations to keep brand connected to consumers.
- Train the internal creative team to continually evolve and achieve excellence.
- Project Management: Oversee multiple projects simultaneously in a fast-paced environment, ensuring that deadlines and milestones are met.
- Trend Awareness and Social Media Planning: Stay updated on the latest trends and develop innovative ideas to plan content that keeps the brand trending.
- Briefing copywriters and obtaining the required content that aligns with the project.

### Senior Art Director

2018 - 2019

**UY Scuti | Dubai**

- Conceptualization and mood board creation.
- Developed impactful brand identities for multiple companies.
- Created both offline and online content, including digital videos, in-store branding, while overseeing brand identity across various social media channels.
- Strategically carried out innovative campaigns from conception to launch.
- Worked closely with copywriters and created

### Senior Art Director

2017 - 2018

**Foolish | Mumbai**

- I led a team of designers and creatives, successfully managing their work while nurturing creativity.
- Worked directly with ECD, CD and copywriters for ideation and campaign planning.
- Applied unique styles and art forms to suit brand needs.
- I collaborated with remote teams located in different states,

### Art Director

2015 - 2017

**Ogilvy | Mumbai**

- Responsible for Art Direction on campaigns for major brands such as Chupa Chups, Mentos, Center Fresh, Fevicol, Feviquick, and Lodha Developers.
- I collaborated closely with Copy Creative Directors and acquired extensive knowledge about the production of ad films.

### Art Director

2013 - 2015

**DDB | Mumbai**

- Started my career as an Art Director creating all print projects, including print ads, posters, and outdoor advertisements.
- Worked with an art-focused team, where I learned attention to detail.

## Awards

### Spikes Asia 2014

2 Bronze - Print

Brand - Hometown Retail