

Siddhi Chavan

CREATIVE DIRECTOR

www.csiddhi.com

08600304146
work.csiddhi@gmail.com
Mumbai, India

 [linkedin.com/in/csiddhi](https://www.linkedin.com/in/csiddhi)

Summary

Siddhi is a multi-disciplinary designer curating holistic concepts in fields of product, fashion, lifestyle derived with strategic storytelling and engaging brand narratives. She brings over six years of experience in the fields of design and advertising. She balances strategic thinking and creative vision to create thoughtfully executed content. With expertise in creative direction and concept development, she has built, led and worked with high-functioning teams that delivered brand identities, visual campaigns and digital content for a wide range of clients.

Work Experience

CREATIVE LEAD

Creativeland Asia Pvt Ltd

June 2023 - October 2024

- Spearheaded cohesive visual storytelling across multiple platforms, strengthening brand consistency for clients associating with CLA with extension to outreach on Man's World India and Rolling Stone India platforms.
- Orchestrated comprehensive IPs, campaign pitches, copywriting with indicative scripts for brands like *Hyundai, Gucci, Tissot, Men Of Platinum, Audi, Birkenstocks, 100 pipers* etc. to help convey direction, insights and creative aspects contributing to the acquisition of new clients and business opportunities.
- Managed budgets for multiple projects, ensuring resources were allocated effectively to meet creative vision from start to finish.
- Designed and executed co-branded content ideas, ad stills, compelling video scripts, effectively conveying brand language and key product features.
- Led cross-functional teams to ensure seamless integration of creative assets into overall marketing efforts within tight deadlines.

ASSOCIATE PRODUCER

Man's World India + Rolling Stone India publications

April 2022 - May 2023

- Designed and developed creative concepts, IPs that drive brand and marketing messaging in accordance with brand strategies.
- Implemented art direction for photoshoots, ensuring consistency in style, tone, and messaging across various visual assets.
- Elevated brand visibility of clients along with Man's World India and Rolling Stone India publications by leading production of content with overarching campaign goals for all media platforms.
- Streamlined post-production processes to expedite content delivery, maintaining high-quality standards.

SENIOR VISUALIZER

Ogilvy & Mather, Mumbai

April 2021 - March 2022

- Enhanced presentations with illustrative visuals and developed artworks for promotional materials and product packaging. (For Tata Play, Tata Play Binge and Tata Salt)
- Coordinated with copywriters and content strategists to create Tata Sky's Regional pack promotional advertisements with Nana Patekar and further design the visual campaign for the same.
- Assisted in rebranding efforts by creating logo units, OOH advertisements, weekly KVs and delivered consistent visual messaging across multiple channels, including email marketing campaigns, website banners, and print collaterals resulting in a fresh look that resonated with target audiences during the extensive rebranding from Tata Sky to Tata Play.

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Work Experience (contd)

SENIOR INDUSTRIAL PRODUCT DESIGNER

Ware Innovations LLP

June 2019 - October 2020

- Optimized the design process with 3D softwares like Rhino, Fusion 360 and Keyshot to create visuals, renderings and detailed technical drawings incorporating rapid prototyping techniques for manufacturing purposes, minimizing production errors.
- Conducted comprehensive market research to identify emerging trends and opportunities for innovation in product design.
- Achieved a harmonious balance between form and function through crafting aesthetically pleasing yet practical designs.
- Coordinated with the marketing team to create cohesive IPs, in-store visual merchandise for special events, sales campaigns and implementing new store displays for better product advertising.
- Enhanced brand recognition by producing key visuals, brand creatives while developing the engagement on the brand's social platforms.

INDUSTRIAL PRODUCT DESIGNER

IUOVA Design Company

March 2018 - June 2018

- Worked as an Industrial Designer for several design projects in the consumer electronics field, as well as contributed to design projects in other industries.
- Worked as the primary visualization resource on the team, providing captivating concepts and images for pitch presentation decks and marketing packages alike.

Educational History

UI/UX COURSE

Designboat UI/UX School

Feb 2023 - June 2023

BACHELOR OF DESIGN - INDUSTRIAL PRODUCT DESIGN

Symbiosis Institute Of Design, Pune

2015 - 2019

Relevant Skills

- Proficiency in Adobe Creative Suite including Figma
- Concept Strategy & Effective Communication
- Identity & Branding
- Creative Direction & Campaign Management
- Video Design & Production

Affiliations & Awards

BEST BRAND FILM

Canadian International Fashion Film Festival 2021, Toronto

Film Name - Metamorphosis: Gucci x Ken Scott

Nominated for 2 categories

- Best Commonwealth Fashion Film
- Best Brand Film

HEAD OF PRODUCTION & LOGISTICS

Installations for *Vh1 Supersonic*, 2018