

NIDHI SHAH



ART DIRECTOR

ABOUT ME

When I am at work, I create for people. When I go home, I create for myself. I'm passionate about all things art and design. During my 6 years of experience in India, I was involved in new business, creative leadership, and talent management. I took charge of art direction and copy for over 30 brands spanning various industries.

TOOLS

Photoshop
Illustrator
Figma
Procreate
Firefly
Midjourney
Cavalry

SKILLS

Art Direction
Graphic Design
Copywriting
Social Media Management
Product Photography

LANGUAGES

English
Hindi
Gujarati
German (A1)

GET IN TOUCH

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IN • 91-9712859020
MAIL • hey@whoisnidhi.com

PORTFOLIO • www.whoisnidhi.com

WORK EXPERIENCE

Art Director Intern • BBDO
JAN 2024 - MAR 2024 • Berlin

Art Director Intern • LePub Publicis
OCT 2023 - DEC 2023 • Milan

Creative Lead • Cliq
FEB 2020 - MAY 2022 • India

Senior Creative • Bonoboz
OCT 2018 - JAN 2020 • India

Junior Creative • Zero Gravity
SEP 2017 - AUG 2018 • India

Editor • Lutalica
JUN 2016 - AUG 2017 • India

EDUCATION

Portfolio Program
Art Direction & Copywriting
Miami Ad School • Berlin • 2024

New Blood Academy
D&AD • London • 2023

Bachelor of Arts in English Literature
St. Xavier's College • India • 2019

AWARDS & RECOGNITION

Cards For A Cause
The Side Show • International Silver
Foxglove • National Gold
Digies • National Silver

Asa
Foxglove • National Gold

Volvo Safety Keychains
Creative Conscience • Bronze

eBay Sustainable Subscriptions
D&AD • Wood Pencil
Creative Conscience • Shortlist

The Portfolios
D&AD • New Blood Portfolio Pick

Portfolio Night
D&AD • DDB Mudra • ICW • McDonald's
Portfolio Winner

Top Dog
Miami Ad School • Highest GPA 3.92/4