



# PRIYANKA MEHTA

WHO'S THIS?

Hello, I'm

*Adaptable — Enthusiastic — Curious*

I am an Indian Art Director with 6+ years experience in Graphic Design, of which 3 years have been in a managerial creative position. I currently live and work in Ho Chi Minh City, Vietnam.

I love to learn about new markets and users around the world, and translating this knowledge into design that those people will absorb and appreciate. I want to create meaningful work that can impact people's lives, no matter how small that interaction is.

I am looking to further enhance my skills and attain a Master's Degree in visual communication and marketing, so that I am further equipped to help brands and campaigns that are important to me, come alive.

## Education

### SRISHTI INSTITUTE OF ART, DESIGN & TECHNOLOGY

Feb 2011 — July 2015 // Bengaluru, India

*Professional Diploma in Visual Communication*

### L'ÉCOLE DE DESIGN NANTES ATLANTIQUE

Feb 2014 — June 2014 // Nantes, France

*Exchange Programme: International Class of Brand Design*

### LA MARTINIÈRE FOR GIRLS

Graduated in July 2011 // Kolkata, India

*High School, I.C.S.E & I.S.C. Certification*

## Skills & Interests

### SOFTWARE SKILLS

#### Adobe Creative Suite

Adobe Illustrator, Photoshop, InDesign & Premier Pro

#### Microsoft Office

Microsoft Word, Powerpoint, Excel & Keynote

#### Others

Canva, Procreate, Slack

### PROFESSIONAL SKILLS

Team Management  
Building Brand Strategies  
Brand & Logo Identity  
Creating Social Content Plans  
Video Scripting, On-Set Direction  
Service Design Thinking  
Illustrations  
Copy-writing  
Creating Pitch & Presentations  
Data Visualization  
UI & UX Design, Wire-framing

### LANGUAGES

ENGLISH (Native Speaker)

HINDI & BENGALI

GERMAN (A2 Certification)

FRENCH (Currently Learning)

### HOBBIES

35mm Photography  
History, Literature, Theatre  
Dance, Boxing, Swimming  
Community Building

## Work Experience

### 2019 – ART DIRECTOR

2022 *Orès Group Vietnam, Ho Chi Minh City, Vietnam*

- Managing a multi-disciplinary team of colleagues & overseeing the full creative process — from keeping the team motivated through internal projects and weekly creative meetings, creating & brainstorming the ideation for each campaign and checking the final output
- Incorporate & challenge client suggestions to come up with effective solutions
- Organize internal process to ensure effective communication and handover of creative work in between departments of the company
- Conceptualization and demonstration from the pitching stage to studying marketing trends for social media campaigns, designing collaterals ranging from social media posts, digital websites & apps, branding identities, packaging, social campaigns, etc
- Facilitating video productions, from scripting to onset art direction

Clients: L'Oréal APAC, Decathlon, Givenchy, ADEO, Bluebell Group, WWF, Cultura, Annam Group, AIP Foundation, World Mosquito Program, The Mekong Club, LMVH, Cartier, PPP Laser Clinic, Andros Asia, Acute Balance Juice, Urgo Vietnam etc.

### FREELANCE

- Running an Art Print / Merchandise side-business under "Meta Pri"
- Creator of the Genderfunk logo, participating in community events & creating event banners
- Designer of the Impact report 2021 for AIP Foundation
- Designer of event & exposition collaterals for Alliance Française, Malaysia
- Designer of multi-language brochures & presentations for The Mekong Club
- Admin of the Saigon Creative Club and Founding Member of IWIN (International Women's Inspiration Network) in Ho Chi Minh City

### 2017 – GRAPHIC DESIGNER

2019 *Grey Group Global AMEA, Ho Chi Minh City, Vietnam*

- Brand identity, logo and collateral design
- Building presentations and advertising pitches
- English Copy-writing
- Illustration, packaging & publication design
- Website & app design / wire-framing

### 2015 – GRAPHIC DESIGNER

2017 *tsk Design, Bengaluru, India*

- Learned about print and brand design under the mentorship of Tania Singh Khosla
- Redesigned The Park Hotel's "Living Magazine"
- Created the guidelines & collaterals for Vidyashilp Academy
- Facilitated on the studio's website & office wall graphics

### 2012 – DESIGN INTERN

2013 *Kolkata, India*

- WYSIWYG PVT. LTD.
- BATES CHI & PARTNERS ADVERTISING AGENCY
- INNER CIRCLE ADVERTISING INDIA PVT. LTD.

## LET'S GET IN TOUCH

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