

# Anand Paliya

## Creative Director

Branding, Advertising and UX Expert

*14+ Years of Experience in Driving Brand Innovation and Strategic Design*

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### Work Experience

#### Omnicom Media Group / Manager (Digital Experience)

OCT 2023 - PRESENT, BANGALORE

I'm a creative director at Omnicom Media Group, where I work for UX design and digital creation for multiple brands. I lead a team to design and build engaging online experiences for brands like Nissan, Vodafone, and Diageo.

#### Invensis Technologies / Senior Creative Manager

NOV 2022 - OCT 2023, BANGALORE

I led the creative team for several of our company's brands. I helped create digital products, websites, and marketing materials for all of them, including Invensis Technology, Invensis Learning, Phygital Insights, Edstellar, and Rtwo. I designed and built one web app for Edstellar and four websites for other brands.

#### Intertrust Group / Ast. Manager (Creative)

AUG 2020 - OCT 2022, BANGALORE

I worked with a creative team for global marketing campaigns. I made sure our brand looked consistent across different platforms and helped our company stand out in the global market. I have created website and brand guideline for Intertrust revamped brand identity.

#### Webenza India / Art Director

SEP 2019 - JUL 2020, BANGALORE

I worked with major clients like Amazon and WNS, developing creative strategies that helped them build their brands and achieve their business goals. I focused on creating engaging content and branding that resonated with their target audiences.

#### QX Global LLP / Senior Graphic Designer

SEP 2018 - SEP 2019, AHMEDABAD

As a senior designer, I helped create visual materials that told our company's story. I designed brochures, infographics, websites, landing pages, emailers and other collaterals to engage our customers and improve our brand's visibility.

#### Lila Media Corp. / Creative Team lead

SEP 2013 - AUG 2018, BANGALORE

I led a team of talented designers, overseeing the creative process for clients in various industries like finance and manufacturing. We worked together to create designs that not only looked great but also effectively communicated our clients' messages and aligned with their brand identities.

### Education

#### Master of Fine Arts - MFA / Communication Design

Nagpur University, Nagpur 2011 - 2013

#### Bachelor of Fine Arts - BFA / Visual Communication

CISFA, Nagpur 2005 - 2010

### Skills

Creative Vision • Branding • Visual Design • Brand Strategy • Concept Development • Leadership & Team Management • Project Management • Product Design • UI UX Design • Branding & Identity • User Research & Testing • User Flows • Prototyping • Responsive Design • Illustration • Web Development • Communication Skills • Client Relations • Problem-Solving • Analytical Thinking • Emotional Intelligence

### Design Tools

Illustrator • Photoshop • InDesign • Figma • Sketch • Adobe XD • After Effect • Dimension • Unity • Procreate • Affinity studio • Movai & Filmora video editor

### Collaboration

Organising workshops • Self Starter • Detail oriented • Flexible • Communicative

### Front-end Development

Wordpress • Framer • Webflow • HTML • CSS

### Fluent Languages

English • Hindi • Marathi