Saurav Sahu

Art Director and Web Designer

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Education

M.Sc. in Animation and VFX
Bharathiar University,
Coimbatore, INDIA (2021 - 2023)

Diploma in Design Communication
Orita Sinclair School of Design & Media,
Singapore (2016 - 2017)

Diploma in Graphic Design
Yellow Tree Academy,
Coimbatore, INDIA (2015 - 2016)

B.Sc. in Animation and VFX
Bharathiar University,
Coimbatore, INDIA (2014 - 2017)

Creative Fields

Art Direction
Creativity
Branding
Packaging Design
Logo Design
Typography
Iconography
Illustration
Print Design
Website Design
Ecommerce
Video Editing
2D Motion Graphics
3D Design

Software Skills

Adobe Creative Suite
Shopify
Wix
HTML/CSS
Webflow
Figma
Autodesk Maya
Zbrush

Achievements

Top Illustration & Academic Award
Yellow Tree Academy
Coimbatore, June 2016

Best Illustration Artist
Behance Review Award
Coimbatore, January 2016

Design Skills
Behance Review Award
Coimbatore, November 2015

Career Objective

To bring my 9+ years of experience in art direction, branding, packaging, and web design to a team that values strong design, creating bold, thoughtful brand experiences and leading creative projects as an Art Director and Web Designer.

Work Experience

Senior Art Director
Juicy Chemistry, Coimbatore | Feb 2024 – Present

- Led a packaging refresh across 65+ products, creating a fresher, more organic visual direction while maintaining brand consistency.
- Developed packaging solutions including product boxes, labels, blister packs, gifting boxes, festive packaging, and giveaway kits.
- Directed creative development across campaigns, social media, emailers, video ads, and promotional content for digital and offline channels.
- Collaborated with the Purplle team on design approvals, campaign planning, and creative development for marketplace and promotional campaigns.
- Improved website and e-commerce experiences across Juicy Chemistry, Amazon, Nykaa, Purplle, Flipkart, and Meesho, refining layouts, typography, imagery, and visual hierarchy.
- Developed new ingredient illustrations, vectors, and iconography to create a more minimal, fresh, and recognizable visual language for the brand.
- Led ideation and creative development from initial concepts and multiple design directions through feedback, refinement, and final execution across teams.

Art Director
Yellow Circle Studios, Coimbatore | Sept 2020 – Jan 2024

- Led art direction and visual development across branding, campaigns, packaging, digital, and marketing projects.
- Worked on projects for brands including Kingfisher, Bewakoof, Bounce Infinity, Milky Mist, Boomerang, Crocodile, Twin Birds, and Sri Krishna Sweets.
- Collaborated with Spring Marketing Capital on brand projects, creating packaging, 2D animation, social media content, campaign assets, and event creatives.
- Directed a design team, overseeing creative concepts and execution for multiple South Indian brands.
- Led photoshoots, campaign production, and creative execution across print and digital platforms.
- Designed corporate websites, UI layouts, Shopify experiences, product visuals, and e-commerce assets.

Marketing Executive (Part-Time)
Orita Sinclair of Design & Media, Singapore | Nov 2019 – Feb 2020

- Led a brand rebranding initiative, developing a refreshed visual direction and elevating the brand's overall aesthetic.
- Developed visual concepts and graphic designs across print and digital communications.
- Reviewed and approved final artwork to maintain design quality and brand consistency.
- Created social media and digital content, including animations, posts, and promotional materials.

Marketing Executive
Engineering Computer Services (S) Pte Ltd, Singapore | Sept 2017 – Mar 2020

- Created marketing collateral, digital content, and promotional videos for campaigns.
- Designed and maintained website pages, supporting SEO and content optimization.
- Managed social media content and the company blog to strengthen digital presence.
- Created 3D models and printable product designs for marketing and business applications.
- Supported market research, competitor analysis, campaign performance tracking, and coordinated with external vendors for design and production.