



BANSIL TADHA

Art Director /
Design Head

CONTACT

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ABOUT ME

Creative and results-driven Art Director / Design Head with 10+ years of experience in graphic design, brand strategy, and creative direction. Skilled in leading multidisciplinary design teams, collaborating with stakeholders, and delivering integrated campaigns across digital, print, and environmental platforms. Proven track record of boosting audience engagement by 40%, enhancing brand consistency by 30%, and reducing project delivery timelines by 35%. Passionate about storytelling, innovation, and building strong visual identities that align with business objectives.

CORE SKILLS

- Art Direction & Creative Strategy
- Branding & Identity Design
- Marketing & Campaign Graphics
- Packaging & Merchandise Design
- Event & Exhibition Branding
- Vendor & Production Management
- Team Leadership & Mentorship
- Presentation & Communication Design

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- CorelDRAW
- Microsoft Office (PowerPoint, Word)
- WordPress (Content Editing & Management)
- HTML/CSS Basics

EDUCATION

2012 - 2015

Master Of Computer Application (M.C.A.)

Gujarat Technological University

2009 - 2012

Bachelor Of Computer Application (B.C.A.)

Bhavnagar University

WORK EXPERIENCE

Amnex Infotechnologies Pvt Ltd

Senior Designer - Digital Content (Marketing)

Ahmedabad | Nov 2019 – Present

- Directed end-to-end creative strategy for marketing, branding, and communication campaigns, ensuring 100% alignment with brand guidelines.
- Designed and delivered 500+ creative assets (presentations, digital ads, print materials, reports), improving brand consistency by 30%.
- Developed social media campaigns that boosted online engagement by 40% and expanded digital presence.
- Designed event branding (stalls, booths, merchandise, signage), increasing exhibition footfall by 30% and contributing to 25% higher lead generation.
- Supervised vendor relationships, production, and print quality, achieving error-free outputs on all deliverables.
- Introduced design systems and workflow processes, reducing turnaround time by 35% and improving team efficiency.
- Provided art direction and mentorship to junior designers, enhancing overall design quality and skill growth.

United Foods - India

Graphic Designer and Wordpress Developer

Ahmedabad | Oct 2017 – Nov 2019

- Designed visual communication, packaging, and digital marketing design, improving product shelf appeal by 30%.
- Directed and maintained corporate WordPress website, increasing web inquiries by 40%.
- Created 100+ brand assets and marketing campaigns, improving customer engagement by 25%.
- Ensured 100% accuracy in print-ready files, reducing reprints and production costs.

eSmartTech

Graphic Designer & WordPress Developer

Ahmedabad | Jan 2017 – Sep 2017

- Designed 20+ brand identities, product visuals, and websites, boosting client recognition by 20%.
- Built responsive WordPress websites integrated with custom graphics, improving client visibility by 35%.
- Delivered error-free, on-time outputs consistently for client projects.

Swift Solution

Graphic Designer & Web Developer

Ahmedabad | Feb 2015 – Dec 2016

- Developed 10+ brand guideline systems, improving brand uniformity by 40%.
- Created logos, marketing visuals, and websites, improving client satisfaction by 20%.
- Maintained 100% on-time project delivery, strengthening long-term client relationships.

ACHIEVEMENTS

- Amnex Value Holder Award (from Amnex Infotechnologies Pvt. Ltd.) Recognized for exemplary performance and contribution as a consistent awardee for 4 consecutive years (2021–2024).
- Directed 20+ large-scale exhibition branding projects, delivering impactful designs that enhanced brand visibility.
- Built scalable design systems that reduced project timelines by 35% without compromising quality.
- Recognized for translating complex business goals into clear, creative visual strategies.
- Successfully balanced creative innovation with marketing strategy, ensuring measurable business impact.

LANGUAGES

- English
- Hindi
- Gujarati

HOBBIES



Watching Movies



Listening to Music



Gardening



Photography