

# ARUNDHATI BHARDWAJ

Visual Designer | Campaign Development | Multilingual Skills | Freelance Expertise

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## Experience

### The Zoot Snoots | Eglaf Studios

Gurgaon, India

Visual Designer & Founder

09/2020 - Present

Freelance Design work for brands.

- Collaborated with global brands including BESTSELLER, AIIMS, WHO, GreyOrange, Substrate Capital, and Dr. Sheth's, ECommerce brand like MamaEarth and startups like Bartisans, Simply Coach etc.
- Worked on 50+ projects annually, managing workloads effectively and maintaining quality.
- Handled a portfolio of 5 projects simultaneously averaging in lakhs in budget.
- Utilized graphic design skills to produce 10 comprehensive visual campaigns per year.
- Boosted client satisfaction by incorporating feedback efficiently using the latest design software including ADOBE CC - Photoshop, Illustrator, Premiere Pro, After Effects, FIGMA and AI tools.
- Supervised and executed visual design projects for multiple clients with diverse needs at the same time.

### Dr. Sheth's ~ For Indian Skin

Mumbai, India

Creative Lead

01/2020 - 08/2020

Leading luxury skin and hair care brand - Made in India.

- Directed a content creation team of 5, producing over 90 pieces of unique content monthly.
- Completed 6 projects concurrently, as a creative lead in a startup took up leadership role in rebranding and re-engagement strategy.
- Designed over 100 visual assets since joining, supporting a diverse client portfolio.
- Led brand redesign as well as recreation of packaging design.

### Kinsane Entertainment

Mumbai, India

Senior Producer

01/2017 - 07/2019

Children's Edutainment Company

- Collaborated with a team of 6 in-house animators, editors, 2 outsourced animation companies, and regional translators and voice over actors while overseeing 3 simultaneous projects.
- Created 60+ unique visual components for various digital platforms.
- Designed 4 pitch decks for full length TV series, Developed short form video IPs and created 2 full length TV Show IPs.
- Conceptualised, illustrated and executed 3 printed and fully functional pop up books and audiobooks inspired by existing in-house IP.
- Produced and edited 400+ hours of YouTube videos and another 400 hours of nursery rhymes which translated to multiple regional languages.
- Operated with a budget of Rs. 10 - 20L. Per production.

### House of Anita Dongre Limited(Formerly known as And Designs India Ltd.)

Rabale

Content Producer

01/2016 - 08/2016

Luxury Global Design Label - Made in India

- Worked closely and assisted with CCO and Founder for 2 collection launch videos and marketing material.
- Coordinated with 4 sub-brands and 3 teams to create diverse digital marketing assets for each sub-brand monthly.
- Handled a diverse portfolio, servicing social media assets, photoshoots, video shoots, as well as internal visual communications simultaneously within six months.

## Education

### National Institute of Design - Ahmedabad

Master's degree, Film and Video Communication

01/2013 - 12/2017

### National Institute of Fashion Technology

Bachelor of Design, Fashion Communication

01/2009 - 12/2013

### Delhi Public School, R.K Puram

Graduation, Liberal Arts and Sciences, General Studies and Humanities

01/2003 - 12/2009

## TRAINING

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Motion Graphics and Video Editing

Graphic Design

Video Production, Editing and Direction

Multimedia and WebDesign (UI Design)

Photography

Fashion Journalism

Marketing and Brand Management

## Certification

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Foundations of User Experience (UX) Design — Google

Google AI Essentials — Google