



CREATIVE ART DIRECTOR ©

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harividyanand@gmail.com



PROFILE

Design-oriented Art Director with over 13 years of experience in delivering clutter-breaking creatives for various national and global brands. Strong understanding of both digital and traditional advertising methodologies. Proven aptitude for quick creative thinking with acute attention to detail within demanding deadlines.

PRO SKILLS

ART DIRECTION

BRANDING

IDEATION

GRAPHIC DESIGN

PACKAGING DESIGN

STRATEGIC THINKING

SOFTWARE SKILLS



CAREER HISTORY

Associate Creative Director Deloitte Digital

2022 JUL – PRESENT

Clients Handled: Amazon,
Pfizer Inc, Medallia, Thales

Creative supervisor - Art Wunderman Thompson

2019 MAY – 2021 JAN

Clients Handled: AirAsia,
BlackDog, Louis Philippe

Group Head Madras Global/ Ad2pro

2018 APR – 2019 MAY

Clients Handled: Myntra,
Amazon, Macy's, Thales

Art Director (Contract) J. Walter Thompson (JWT),

Hyderabad & Bangalore

2015 APR – 2015 OCT

2017 NOV – 2018 MAR

Group Head - Art Langoor Digital Agency,

Bangalore

2015 NOV – 2017 NOV

Clients Handled: Moneygram,
KrispyKreme, DMCC

Art Director Freethinkers, Bangalore

2014 APR – 2015 MAR

Visualizer Identiti Designs Pvt. Ltd.,

Bangalore

2010 OCT – 2014 FEB

Graphic Designer Designhub, Cochin

2009 AUG – 2010 SEPT

EDUCATIONAL QUALIFICATION

BACHELOR OF FINE ARTS (BFA)

from Raja Ravi Varma College of Fine Arts,
Mavelikkara, Alappuzha, Kerala.
UNIVERSITY OF KERALA

PERSONAL PROFILE

Name : Hari Vidyandand
Date Of Birth : 28 March 1988
Fathers Name : Ananthakrishnan
Sex : Male
Martial Status : Married
Languages Known : English, Malayalam & Tamil
Nationality : Indian
Permanent Address : House No. 269,
Kochumoonnamkizhakkathil, Prakkulam P.O,
Kollam, Kerala, India 691602

- Worked on multiple social media campaigns, mainline campaigns & proactive ideas for AirAsia & Louis Philippe.
- Conceptualised and created a unique typeface, which resulted in the creation of Louis Philippe Unitee collection
- Led the Amazon Vernacular project with 14+ Members team from beginning to a successful completion
- Worked on multiple packaging designs and print/digital advertisements for Marico
- Executed MoneyGram-Cricket Social Media campaign for ICC champions trophy 2017
- Successfully led a Generative AI project for Pfizer, delivering over 8,000 image assets with a team of 15 members in just 3 months