

Hello. I am

DIVYA SAINI



Design Lead

Over 8.5 years of experience in crafting creatives and campaigns across integrated advertising domains for brands across various categories. Experience in leading teams and collaborations in branding, design and art direction. A passion for design led by rational and fresh approach with utmost attention to detail.

Work

www.lemonwithapinchofsalt.com

P.S. Also skilled in crime against plants, hoarding books and star gazing.

Work Experience

8.5 YEARS

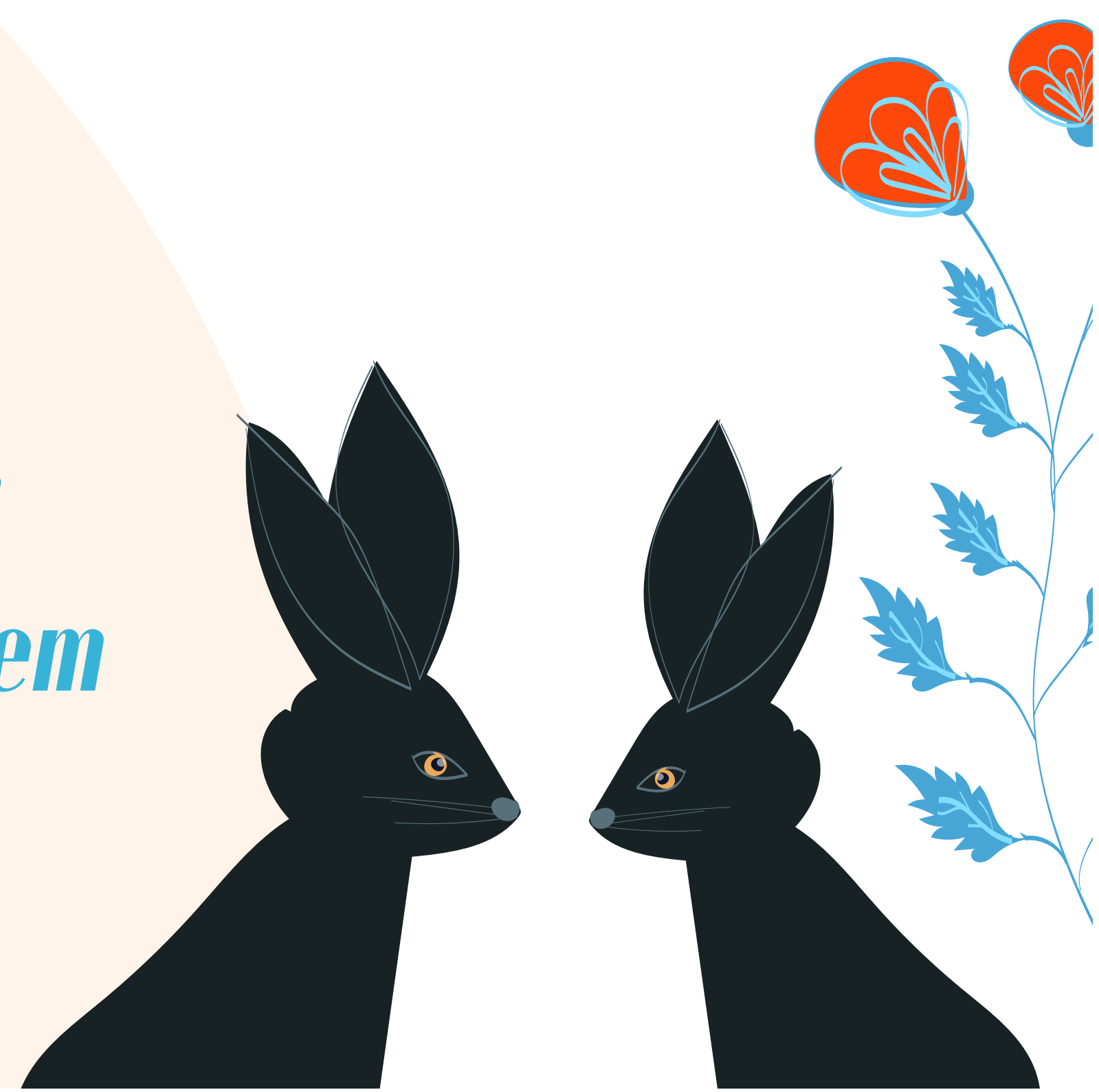
PRESENT

- 2024 **Wife India** DESIGN LEAD AUG 2023 - PRESENT
- 2023 **Wholsum Foods** DESIGN LEAD OCT 2022 - JAN 23
- 2022 **Creativeland Asia** SENIOR CREATIVE PARTNER 3.5 YEARS (APRIL 2019 - SEP 2022)
- 2019 **Creativeland Asia** CREATIVE PARTNER
- 2018 **WYP** ART DIRECTOR 1 YEAR
- 2016 **Contract Avertising** VISUALISER 2 YEARS (2016-17)
- 2016 **M.A.M.M** (Masters in Advertising and Marketing Management) POST GRADUATION
- 2015 **Cogwheel studios** INTERN 2 MONTHS
- 2012 **Wipro** SOFTWARE ENGINEER 1 YEAR (2012-13)
- 2012 **B.sc(h) Computer Science** GRADUATION

SEEMS LIKE EONS AGO

Brands i have worked on

Whatsapp Meta Instagram Godrej Cinthol
HDFC LIFE Asian paints Ensure - Abbott Welspun
ITC Arrow Sansui Kelvinator Slurpfarm Raychem
Unlimited Fashion Netflix Dailyhunt JioSaavn





What makes a good (not to over sell) ART DIRECTOR

how do you expect
churning out 50 artworks,
5 videos and managing
the client servicing tantrums
in one day

1 **super human**

2

understanding

the person responsible
for overseeing the
artistic aspects of a
film, publication, or
other production.

3

everything

print ad, brand book,
logo, post, banner,
film, story, video,
leaflet, billboard,
interactive ad,
outdoor, in-store,
bumper, backdrop,
tada, tada tada.....

4

creative

'you know when you meet
a copy writer and tell him
he is not a creative or
an art director he is from art
department' well you
just found out how not to
be in their good books.

5

**always hungry
for more**

more work? nah?
strive for perfection?
everything aligned?
kerning and leading
perfect? or i guess
just more snacks,

Looking for someone like that?

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