

aditi sobti

artist & art director

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Behance behance.net/aditi-sobti

KEY SKILLS

- Translating ideas and creative goals into client-friendly designs
- Planning and implementing social media strategies for events and long-term use
- Working with ad agency managers
- Communicating with remote teams
- Independently organizing ideas with storyboards and moodboards
- Guiding creative direction of campaigns, from sketches to selecting ads
- Understanding client needs and style
- Strong knowledge of marketing with mockups, motion graphics, typography, photography, and campaign layouts
- Skilled in Adobe Photoshop, Illustrator, InDesign, After Effects, and Studio Art

Master of Science in Global Strategic Communication (Creative Track)
Florida International University | 2021

Diploma in Art Direction
Miami Ad School | 2021

Bachelor of Design (Industrial Arts and Design Practices)
Srishti Manipal Institute of Arts, Design, and Technology | 2018

EDUCATION

WORK EXPERIENCE

Art Director Intern | Cutwater, San Francisco

July 2020 - September 2020

- Built social media posts with an 8-person creative team, conceptualizing marketing campaigns
- Created ideas for posts, partnering with a copywriter, strategists, and account planners daily
- Presented proposals to senior art directors and creative directors, focusing on seasonal campaigns and holiday post strategies over organic and paid posts
- Planned and executed an in-house campaign with Instagram, Twitter, Facebook, and LinkedIn
- Researched client accounts and past performance, connecting brand messaging with client goals
- Implemented client account guidelines, informing creative teams about customer preferences

Design Intern | RK Swamy BBDO, Kolkata

July 2018 - March 2019

- Unified brand identities by creating varied campaigns for 6 clients, including 3 print and social media campaigns, 15 pieces of digital art, and cost-effective packaging designs
- Collaborated with senior managers on 2 client pitches and brand activation, planning for and describing a wide scope of experiential marketing across advertising vectors
- Matched designs and comprehensive mockups for campaigns with realistic OOH, social media posts, and print settings
- Studied client logos, web presence, customer perceptions, and branding content
- Outlined outdated client messaging, generating ideas and unconventional alternatives
- Designed logos with an eye on new audiences and an inclusive message

Textile Designer | JJ Exports, Kolkata

May 2017 - June 2017

- Developed embroidery designs for a new client, analyzing existing client fabrics to create samples for export and large-scale production