

# Aditi Sobti

Art Director & Designer

aditicherylsobti@gmail.com | 267.734.8044 | www.aditisobti.com

## KEY SKILLS

- Translating award-winning 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

## EDUCATION

## WORK EXPERIENCE

### Art Director | Freelance

Oct 2022 - Present

- Led the design and art direction of product styling project, overseeing research, concept development, prop hunting, and styling for entire photoshoots
- Directed meta ad creatives, ensuring compelling and visually appealing content to drive brand visibility and engagement
- Spearheaded the design for Manzuri Wellness' premium website, showcasing a strong focus on aesthetics and UX
- Conceptualized and executed captivating content for the successful launch of new social media accounts

*Client(s): Manzuri Wellness*

### Junior Art Director | TEAM Enterprises, Miami

Feb 2022 - Oct 2022

- Collaborated with senior creatives on 6 brand experience campaigns and events for alcohol and beverage clients and developed visuals for event(s) look-and-feel
- Planned and executed social media accounts from the ground up including establishing brand voice, building visual assets, and planning social media posts for effective roll out and increased engagement
- Developed layouts and gave presentations, discussing ideas or current projects with cross-functional departments to ensure quality production

*Client(s): Bacardí, Grey Goose, Stillhouse, Tequila Cazadores, Havana Club, Blue Moon, St. Germain, FIU, Plume & Petal, Bombay Sapphire, D'USSE, Dewars, Patrón*

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## WORK EXPERIENCE

### Freelance Associate Art Director | VMLY&R, New York

Jan 2022 - Feb 2022

- Conceptualized and designed targeted email marketing campaigns and OLV for user-focused web content
- Collaborated with a 9-person creative and strategy team on conceptualization and visual development for a large-scale event center in London for British Petroleum

*Client(s): British Petroleum, Amoco*

### Art Director Intern | Cutwater, San Francisco

July 2020 - Sept 2020

- Built social media posts with an 8-person creative team, conceptualizing marketing campaigns
- 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
- Implemented client account guidelines, informing creative teams about customer preferences

*Client(s): Russell Stover's Chocolates*

### 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
- Outlined outdated client messaging, generating ideas and unconventional alternatives
- Designed logos with an eye on new audiences and an inclusive message

*Client(s): P.C. Chandra Jewellers*

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premier Pro
- Adobe Indesign
- UI/UX Design
- Figma

## TECH SKILLS