



DETAILS

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Website

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SKILLS

Conceptual & Design thinking

Storytelling

Strong written and verbal communication

Mockups, motion graphics, typography, photography, and campaign layouts

Adobe Creative Cloud, Figma, Google Slides, Keynote

Experience integrating AI tools (Runway, ChatGPT, Gemini, Midjourney, Motion, Adobe Firefly) into the work

Presentation Design

Content Creation

Product Styling

AWARDS

Creative Conscience 2021 (Shortlisted)

2021 Muse Creative Award (Gold)

Graphis 2021 (Honorable Mention)

Vega Award 2021 (Centauri)

Graphis New Talent Annual 2022 (Silver)

Golden Award of Montreux 2022 (Finalist)

New York Festivals Advertising Award (NYFA)

Adstar 2020

Miami Ad School Hackathon 2020 (Winner)

ADITI CHERYL SOBTI

JR. ART DIRECTOR + DESIGNER

MEET ADITI

Junior Art Director with a background in design, enthusiasm for brave ideas, & a lifelong learner. A combination of life's funny adventures, hard work, and a desire to learn through challenging projects has led me to sunny Los Angeles. I'm currently open to work & looking for opportunities to grow.

WORK EXPERIENCE

Freelance - Jr. Art Director

OCT 2022 - PRESENT

- Conceptualized and executed a visually striking photoshoot for Manzuri Wellness (an intimate wellness brand), styling their products within playful and unexpected environments, as per the creative brief
- Partnered with the lead designer in redesigning Manzuri's website: art directing, creating mood boards and wireframes
- Organized Manzuri's content calendar and designed social assets for IG, resulting in a 32% increase in engagement

Client(s): Manzuri Wellness, New York University (NYU)

TEAM Enterprises, Miami - Jr. Art Director - Full-time

FEB 2022 - OCT 2022

- Collaborated on 6 experiential campaigns, brainstorming ideas, organizing mood boards, and producing high-level designs and visual assets for final production
- Spearheaded the development of Bacardi's La Gran Familia IG account by establishing the design system, organizing social media content responding to ongoing trends, and creating social assets

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

VMLY&R, New York - Associate Art Director - Freelance

JAN 2022 - FEB 2022

- Collaborated with a team to define and execute the visual identity of British Petroleum's large-scale, zero-emission event center set to launch in 2025
- Initiated and implemented a redesign of email marketing templates, leading to a 20% improvement in CTR

Client(s): British Petroleum, Amoco

Cutwater, San Francisco - Intern Art Director

JUL 2020 - SEPT 2020

- Collaborated with cross-functional teams to develop and execute social media campaigns for Russell Stover's Chocolates
- Planned and executed a fun National Intern's Day takeover campaign

Client(s): Russell Stover's Chocolates

RK Swamy BBDO, Kolkata - Creative - Full-time

JUL 2018 - MAR 2019

- Developed key visuals for a successful pitch to GKB Opticals and proactively sought and gained the opportunity to attend the pitch presentation

EDUCATION

Master of Science in Global Strategic Communication (Creative Track)

Florida International University, Miami | JAN 2020 - JUNE 2021

Diploma in Art Direction

Miami Ad School, Miami | JAN 2020 - APR 2021

Bachelor of Design (Industrial Arts and Design Practice)

Srishti Manipal Institute of Arts Design and Technology, India | JULY 2014 - APR 2018