



An imaginative **Art Director** with extensive experience of 10+ years in **print & digital media, illustration and photography**. Passionate and inventive creator of innovative marketing strategies and campaigns, accustomed to performing in deadline-driven environments with an emphasis. Excel in collaborating with creative teams, brainstorming and ensuring brand consistency have a proven track record.

JAYESH SETH

ART/CREATIVE LEAD

Date of Birth: 07-12-1987

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THINGS I DO

Art Direction • Creative Leadership • 360 Marketing campaigns
Content creation • AI Integration • Branding • Photography
Graphic Design • Illustration • Storyboarding

EDUCATION

Bachelor of Fine Arts, Applied Arts, MGKVP Varanasi, 2010

HONORS & AWARDS

Gold at Anthem Awards 2024
Gold and Bronze at Dubai Lynx 2020
Gold Awards at MENA Digital Awards 2023

WORK EXPERIENCE

CREATIVE LEAD - ERNST & YOUNG

Jul 2023 – Present

Handled a creative in Dubai & Pakistan to develop and execute creative content and campaigns. Worked with the Managers and Partners for Neom, TAQA, and Salam Telecom.

SR. ART DIRECTOR - TRAFFIC DIGITAL

Jun 2018 – Jun 2023

Formed a strong team Dubai, Pakistan & Egypt. I mentored other designers, animators, editors nurturing and enhancing team capabilities. Handled campaigns for Honda, Pepsi, Lays, UNICEF, Lipton, AECB etc.

ART DIRECTOR - IMPACT PROXIMITY

Apr 2016 – May 2018

I played a crucial role with the team to handle the digital and social campaigns and collaterals for ADCB, Mercedes, VISA etc.

ART DIRECTOR - MULLEN LOWE

Jun 2014 – Mar 2016

Engineered impactful visual narratives for multi-channel campaigns, significantly elevating brand visibility in a competitive market. I worked for City Centre, Pizza Hut, Al Rawabi, Lux etc.

ART DIRECTOR - OGILVY

Feb 2013 – May 2014

Orchestrated brand strategy and visual identity for high-profile clients, yielding boost in brand. Championed the creative process, working with the team to deliver award-winning campaigns.

JR. ART DIRECTOR - SAATCHI & SAATCHI

Oct 2010 – Jan 2013

Assisted in conceptualising and executing innovative advertising campaigns, collaborating with cross-functional teams to enhance creative outcomes.

BRANDS I HAVE WORKED FOR



LANGUAGES

English & Hindi