

SUBHRAJIT GUIN

Creative Director : Brand & Visual Leadership

ABOUT ME

I am a **brand and visual creative leader** with over 12 years of experience shaping how large organisations express their brand through design, imagery, and communication. Currently working in an advertising agency environment, I collaborate closely with marketing and business teams to translate brand strategy into clear **visual systems** and integrated communication. I also use AI-assisted creative tools to improve speed, exploration, and consistency while maintaining strong human visual judgement. I bring attention to craft and disciplined execution across digital, retail, and content touchpoints, while leading teams and maintaining **brand consistency** at scale.

EDUCATION

Bachelor of Fine Arts (BFA)

Government College of Art & Craft, Kolkata

2009 - 2012

SKILLS

- Brand Strategy & Positioning
- **Visual Brand Systems & Design Governance**
- **AI-assisted Creative Workflows** (Ideation & Visual Exploration)
- In-house Creative & Art Leadership
- Integrated Campaign Development
- Visual Creative Direction across Digital, Retail & Content
- Team Leadership & Mentorship
- Agency & Vendor Management
- Cross-functional Collaboration with Marketing & Business Teams

SELECTED BRAND EXPERIENCE

Cadbury, Dove, Vaseline, Tata Group, Mahindra, Aditya Birla Group, Nivea

LANGUAGE

English, Hindi, Bengali

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Mumbai

EXPERIENCE

- Creative Director** 2021 - Present
Network Advertising (Mumbai)
 - I lead **brand and visual creative direction** for large consumer brands, working closely with marketing teams to translate strategy into clear visual systems and integrated communication. I independently introduced AI-assisted tools into the creative process to support ideation, visual exploration, and faster turnaround, while maintaining strong brand standards. I define design direction across digital, retail, and content touchpoints and act as the final visual custodian to ensure consistent, high-quality output.
- Creative Controller** 2018 - 2021
Ogilvy (Mumbai)
 - I partnered with brand teams on integrated campaigns, ensuring visual identity and messaging consistency across platforms. I reviewed creative output, maintained quality standards, and mentored teams while supporting long-term brand initiatives.
- Creative Supervisor** 2016 - 2018
FCB Interface (Mumbai)
 - I managed day-to-day creative and art direction, translating strategic briefs into clear visual solutions and coordinating with planning and production teams for smooth execution.
- Creative / Art Director** 2012 - 2016
Lowe Lintas | Scarecrow M&C Saatchi
 - I worked on brand-building communication for leading brands, developing a strong foundation in visual thinking, craft, and integrated communication.

KEY RESPONSIBILITIES

- Partner with marketing leadership on brand communication and visual direction
- Define and maintain brand look, feel, and design consistency
- Act as visual custodian, approving creative output
- Lead creative reviews and quality governance
- Manage agencies, production partners, and vendors
- Support product launches, brand refreshes, and long-term initiatives

RECOGNITION

Creative work recognised at national and international platforms, including **Cannes Lions, D&AD, Spikes Asia, One Asia, and London International Awards.**