

# **Subhrajit Guin**

Creative Director (Art) | Al-Driven Branding & Visual Storytelling | 12+ Years in Advertising



#### **Address**

Flat No. 701, Building No. J14 Street: Rustamjee Evershine GLobal City, Virar West. Mumbai: 401303



### **About Me**



Creative Director with 12+ years of experience in advertising, brand strategy, and Al-powered design. Adept at blending human creativity with Al-driven workflows, I specialize in leveraging tools like Midjourney, ChatGPT, Adobe Firefly, and Freepik Al Suite to enhance brand storytelling, motion graphics, and campaign execution.

I have led award-winning campaigns, integrating data-driven insights, emerging technologies, and creative strategy to produce visually compelling brand experiences. A strong leader with expertise in team management, digital transformation, and Al-enhanced branding, I thrive on pushing the boundaries of design innovation to drive business impact.



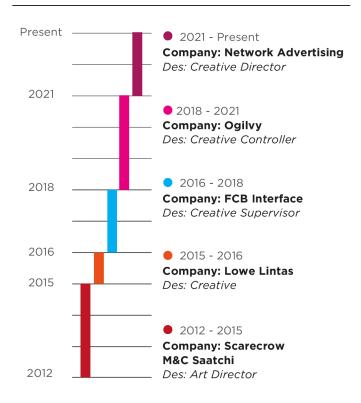
- ✓ AI-Driven Creativity: Midjourney, ChatGPT, Adobe Firefly, Freepik AI Suite.
- ✓ Creative Strategy & Brand Development:

Al-integrated campaigns, storytelling, motion graphics.

- ✓ Prompt Engineering: Optimizing Al-generated visuals to meet creative and brand objectives.
- ✓ Team Leadership & Innovation: Managing highperformance teams, fostering AI adoption in design.
- ✓ **Digital & Traditional Advertising:** Mainline, social media, Al-powered marketing campaigns.
- ✓ Market Research & Consumer Insights: Data-driven design, AI-assisted trend analysis.



## **Work Experience**



## Awards

- ★ Kyoorius Award (Purple Elephant) 2023
  Dove #StopTheBeautyTest
- ♦ Olive Crown (Gold) 2023

Category: Unreleased

- ★ D&AD Award (Wood Pencil) 2022

  Dove #StopTheBeautyTest
- ★ Cannes Lion (Bronze) 2022 Dove #StopTheBeautyTest
- ★ Spikes Asia Award (Bronze Spike) 2022 Dove #StopTheBeautyTest
- ★ Zee Equality Award 2022 Dove #StopTheBeautyTest
- ★ London International Awards 2021 Two Silver & Three Bronze
- Dove #StopTheBeautyTest

  ★ One Asia Creative Awards 2021

  Dove #StopTheBeautyTest
- Olive Crown (Silver) 2018 Category: Unreleased



### **Designer Skills**

Photoshop
Illustrator
After Effects
Premiere Pro
L
dimension
Midjourney
Other Al Tools



### **Education**

(2009-2012) Bachelor of Fine Arts (Government College of Art and Craft Kolkata)



### Languages

English, Hindi, Bengali.