

# AKHIL MONU MATHEW

Creative Director | Branding | Visual Designer | UI/UX | Illustrator | Team Lead | Video direction

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## Summary

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**Hello!** I'm Akhil, a creative director known for driving excellence and achieving remarkable results. I possess the ability to not only generate creative ideas but also to inspire and lead individuals to deliver their best performances. My expertise spans creative direction, quick and effective design execution, adept scriptwriting, and skilled art direction for photo/video shoots.

With a comprehensive 14-year career, I've spent 2 years as an in-house senior creative manager and 12 years in advertising, where I have consistently demonstrated leadership by successfully guiding teams comprising graphic designers, copywriters, UI/UX designers, and motion graphic designers. Under my strategic direction, these teams have not only clinched awards but have also secured numerous business pitches.

## Skills

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**Visual Design:** Adobe Creative Suite -Adobe photoshop | Adobe Illustrator | Adobe Indesign

**UI Design:** Figma | Adobe XD

**Editing and Motion Graphics:** Adobe Premier Pro | Adobe After Effects

**3D:** Spline

**Illustration:** Procreate

**AI:** Midjourney | RunwayML | Adobe Firefly

## Experience

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14+ Years

### Glance

Bangalore, India

#### Senior Manager- Design and Motion Graphics

July, 2021 - Present

Built and managed an effective internal creative team, created impactful campaigns, events and partnerships

- In just eight months, orchestrated the establishment of a highly capable in-house creative team, seamlessly integrating graphic designers, motion designers, and copywriters.
- Successfully executed the strategic transfer of all creative responsibilities for product, brand, growth, and content marketing from external agencies, showcasing a proactive approach to internalizing critical functions.
- Conceptualized and led the execution of the "Just Glance", a 360-degree campaign for Glance, resulting in substantial brand awareness growth. The campaign achieved extensive reach through effective PR strategies, with the accompanying film which i have directed amassing nearly 22 million views on Instagram.
- Conceived, co-wrote, and designed the groundbreaking campaign for India's first LIVE Fest, "Glance Live Fest." This award-winning Campaign played a pivotal role in securing an impressive collective viewership of 20 million, contributing significantly to the event's success.
- Led the creative team in overseeing all aspects of the internal launch for One Weather, a prominent weather app in the U.S. This involved strategic planning and execution of various creative elements, ensuring a cohesive and impactful launch that effectively communicated the app's value proposition to the target audience.
- Pioneered and executed impactful campaigns, including "Brand Positioning Campaign," "Product Education Campaigns," and the "Glance IPL Campaign." Each campaign contributed significantly to brand visibility, market positioning, and overall success.
- Took the lead in directing the creative team for the successful execution of internal B2B events, including "Glance Indonesia Unlocked," "Glance Forward," "Glance Connect," and the "Glance Leadership Summit."
- As the team leader, successfully executed the creative requirements for key brand partnerships, specifically for "Jio World Cup Football" and Netflix's "Guns And Gulaabs." This collaborative effort significantly elevated brand awareness and positively impacted product education metrics.

**Awards: Maddies 2022- Bronze for Glance Live Fest Campaign**

## Sunny Side Up

Associate Creative Director

Bangalore, India

April, 2014 - July, 2021

Spearheaded the creation of numerous award winning campaigns and successful creative pitches

- Got promoted from the role of Senior Art Director to Associate Creative Director, showcasing consistent excellence and leadership within the organization.
- Conceptualized the highly acclaimed campaign, "Duroflex Sounds of Sleep," which garnered exceptional results, including over 22 million views, earned media coverage exceeding 3 crores, and a remarkable 70,000 interactions on social media.
- Spearheaded the ideation and execution of the award-winning CSR campaign, "Duroflex Gift of Sleep." This impactful initiative generated over 1000 messages from consumers expressing support for children. The campaign achieved a significant social reach of over 2 million and garnered more than 30,000 engagements, underscoring its resonance and success in mobilizing community involvement for a meaningful cause.
- Successfully managed a diverse portfolio of clients spanning B2B, B2C, tech, retail, F&B, and startups, attaining proficiency in navigating varied industries and delivering tailored creative solutions.
- Lead the creative team for clients such as Schneider Electric, Duroflex mattress, Amazon, Zoomcar, Swiggy, Aster Volunteers, Practo, Microsoft, and Britannia
- Successfully delivered multiple UI/UX projects for esteemed brands such as Britannia, Microsoft, Nielsen, and various startups.

**Awards: Kyoorius Blue Elephant, Gold-ICMA, ET Brand Equity Awards for Duroflex Sound of sleep Marketers' Xcellence-Bronze for Duroflex Gift of sleep**

## Locomotive

Senior Art Director

Bangalore, India

July 2012- April 2014

Executed the launch and creative requirements for various fashion brands.

- Successfully conceptualized and executed photoshoots and designs for prestigious fashion brands, showcasing a keen eye for creative direction and visual aesthetics.
- Pioneered the launch of two new clothing brands, MOHR and FS mini klub.
- Played a key role in the creative development of the E-commerce site for Madura Garments, TrendIn.com.
- Managed and executed the creative requirements for clients such as Allen Solly, Mother Earth, Hanes, Solly Jeans Company, Solly Junior, Wonderbra, and various Indus League clothing brands.

## Saatchi and Saatchi

Art Director

Bangalore, India

June 2011- July 2012

- Conceptualized and executed campaigns for multiple B2B and consumer-focused healthcare brands, delivering comprehensive print and digital communications such as advertisements, brochures, visual aids etc
- Notable clients in this portfolio include Astrazeneca, Birla, Intas, Abbott, and Mead Johnson.

**Awards: BIGBANG-Gold for Anti-smoking Campaign | BIGBANG-Silver for Innovative leaflet design BIGBANG-Bronze for Innovative brochure design**

## MAA Communications

Visualizer

Bangalore, India

May 2010- June 2011

- Worked with the artdirector in visualising and designing artwork as per creative concepts, worked on layouts and image retouching.
- Clients: Iris Home Fragrance, MTR, ICIC Bank, Kirloskar Electrical, Kaatizone

## Varna Creations

Graphic Designer

Bangalore, India

Sep 2009- May 2010

- Developed Layouts for print media and indoor branding collaterals.
- Clients: Dr. Agarwals eye Hospital, Narayana Hrudayalaya

## Education

### Bachelors Degree in Arts - Animation and Graphic Design

Mahatma Gandhi University, Changanassery, Kerala

2006-2009