

AKHIL MONU MATHEW

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I am a passionate, hard working individual with eagerness to acquire new knowledge every day. I have an interest in art, books, movies and music with great zest for typography and usage of colours. With 13+ years of experience in advertising and 6+ years of experience as a team lead, I have handled print media, TVC, digital media and UI/UX design projects, including Ideation, art direction, photoshoot, scripting for digital films, branding and packaging, for fashion, healthcare, Tech and entertainment brands.



PORTFOLIO

 akhilmonumathew.com  behance.net/akhilmonumathew



EXPERIENCE

GLANCE

Senior Manager - Design (July 2021- Present)

- Ideated and executed the new positioning campaign for Glance.
- Increased the product engagement with continuous product education campaigns.
- Created branding, Campaign ideas and film scripts (co-written) for Glance Live Festival.
- In eight months built a strong inhouse creative team and successfully moved the entire creative mandates for the brand from agencies to internal.
- Working closely with the Brand marketing, Product marketing and Growth marketing to increase the brand awareness and user engagement.
- Leading a team of designers, copy writers and motion graphic designers.

SUNNY SIDE UP

Associate Creative Director (July 2014- July 2021)

- Creative head for a team of 10+ designers.
- Design lead for brands including Schneider Electric, Duroflex and Aster volunteer etc
- Responsible for conceptualisation and creation of breakthrough creatives and communications in digital, offline and films.
- **Contributed with concepts and art direction for award winning digital campaigns - Sounds of Sleep and Gift of sleep CSR campaign, for duroflex mattress**
- Conceptualisation and art direction for photoshoots and films.
- Created successful digital and offline campaigns for both well established and startup brands
- Designing and overseeing of UI/UX, Web designs and Motion graphic projects

Clients Worked for:

- | | | |
|----------------------|------------------|---------------|
| • Schneider Electric | • SAI University | • Practo |
| • Duroflex Mattress | • Mast Kalandar | • ISB |
| • Aster Volunteers | • Niesen | • HealthifyMe |
| • Amazon | • Britannia | • Tanla |
| • Microsoft | • Zoom Car | • Formen |
| • Swiggy | • Cinapolis | |

LOCO-MOTIVE DESIGNS

Art Director (July 2012- 2014)

- Responsible for conceptualisation and creation of breakthrough creatives and communications.
- Conceptualisation and Art direction for photoshoots.
- Launched two new fashion brands, MOHR and FSminiklub.

Clients Worked for:

- Allen Solly
- Trendin.com
- Solly Jeans Company
- MOHR
- Mother Earth
- Pezzali
- Solly Junior
- Hanes
- Wonder Bra

SAATCHI AND SAATCHI

Senior Visualiser (June 2011- July 2012)

- Ideation and execution of B2B as well as consumer-focused print communications, including advertisements, brochures, visual aids, leaflet, posters for major healthcare brands.
- Part of team which successfully pitched Intas, Birla, Abbot.

Clients Worked for:

- Astrazeneca
- Birla
- Intas
- Abbott
- Mead johnson

MAA COMMUNICATIONS

Visualiser (May 2010- June 2011)

- Working with the artdirector in visualising and designing artwork as per creative concepts.
- Image editing and retouching.

Clients Worked for:

- Kaatizone
- Kirloskar Electrical
- MTR
- Impelsys
- Tata Coffee
- Iris Home Fragrances
- UL-DQS
- YKROK
- Maini Material Movements
- Hops Slounge Bar
- NABARD
- ICICI bank
- Nambiar Builders

VARNA CREATIONS

Graphic Designer (Sep 2009- May 2010)

- Developing Layouts for print media collaterals.

Clients Worked for:

- Dr. Agarwals eye Hospital
- Narayana Hrudayalaya

AWARDS

2022-**MADDIES- BRONZE** for Glance Live Fest Campaign

2021-**KYOORIUS CREATIVE AWARD- BLUE ELEPHANT** for Duroflex Sound of sleep
ET BRAND EQUITY AWARDS-SHARK AWARDS for Duroflex Sound of sleep
INDIAN CONTENT MARKETING AWARDS-GOLD for Duroflex Sound of sleep
MARKETERS' XCELLENCE- BRONZE for Duroflex Gift of sleep

2013-**BIGBANG-GOLD** for an anti-smoking Campaign design

2012-**BIGBANG- SILVER** for a Doctor Communication leaflet
BIGBANG- BRONZE for Patient Communication brochure

ART AND RELATED SKILLS

Art Direction
conceptualization
Drawing and Sketching
Painting
Illustration
Writing
Logo design
Typography

TECHNICAL SKILLS

Graphic Design
UI/UX design
Web design
Digital Illustration
Digital Painting
Story Boarding

SOFTWARES AND TOOLS

Adobe Photoshop
Adobe Illustrator
Procreate
Figma
Adobe Premier Pro
Adobe After Effects
Adobe Indesign
Adobe Dimension

ACADEMIC PROFILE

Bachelors Degree in Arts - Animation and Graphic Design

Mahatma Gandhi University (2006-2009)

Plus Two - (Computer Science) under Kerala Board (2004-2006)