

# Akhil Monu Mathew

Hello! I am Akhil - a hands-on creative director with a strong ability to motivate and inspire individuals to perform at their best. My key strengths lies in developing ideas and quick design execution. Writing scripts and art directing photo/video shoots is another area where I thrive. With 14 years of overall experience, I have worked 2 years as an in-house senior creative manager and 12 years in advertising, where I successfully led teams consisting of graphic designers, copywriters, UI/UX designers, and motion graphic designers. Under my leadership, teams have won awards and secured multiple business pitches.

## Experience

### Senior Design Manager

[Glance](#) | July, 2021-

Within eight-month timeframe, accomplished the creation of a formidable in-house creative team including graphic designers, motion designers and copy writers, effectively transitioning the entire creative responsibilities for product, brand, growth, and content marketing from external agencies.

**Campaigns:** Just Glance, Glance Live Fest, Positioning campaign, Product education campaigns, Glance IPL Campaign

### Associate Creative Director

[Sunny Side Up](#) | April 2014- July 2021

Joined as a Senior Art Director and was promoted to ACD. Created several successful creative pitches and multiple award-winning campaigns like highly acclaimed "Sounds of Sleep" and the CSR campaign "Gift of Sleep" for Duroflex mattress. Worked on multiple B2B, B2C, tech, retail, F&B and startup brands.

**Clients:** Scheneider Electric, Duroflex mattress, Amazon, Zoom car, Swiggy, Aster Volunteers, Practo, Microsoft, Britannia

### Senior Art Director

[Locomotive](#) | July 2012- April 2014

Worked on conceptualizing and creating photoshoots and designs for renowned fashion brands. Launched two new clothing brands, MOHR, FS mini klub and an E-com site for Madura garments, TrendIn.com.

**Clients:** Allen Solly, Mother Earth, Hanes, Solly Jeans company, Solly Junior, Wonderbra, Indus league clothing brands, Madura garments brands

### Art Director

[Saatchi and Saatchi](#) | June 2011- July 2012

Worked on Ideation and execution of multiple B2B and consumer-focused healthcare brands. Delivered print and digital communications, including advertisements, brochures, visual aids, leaflet and posters.

**Clients:** Astrazeneca, Birla, Intas, Abbott, Mead johnson

### Visualizer

[MAA Communications](#) | 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

### Graphic Designer

[Varna Creations](#) | Sep 2009- May 2010

Worked on Developing Layouts for print media and indoor branding collaterals.

**Clients:** Dr. Agarwals eye Hospital, Narayana Hrudayalaya

## Contact

akhilmonumathew@gmail.com

+91 96863 95303

## Portfolio

[www.akhilmonumathew.com](http://www.akhilmonumathew.com) ↗  
[behance.net/akhilmonumathew](https://behance.net/akhilmonumathew)

## Awards

**2022- Glance Live Fest Campaign**  
Maddies- Bronze

**2021-Duroflex Sound of sleep**

Kyoorius Blue Elephant

Gold-Indian Content

Marketing Awards

ET Brand Equity Awards

**2021-Duroflex Gift of sleep**

Marketers' Xcellence- Bronze

**2013-Anti-smoking Campaign**

BIGBANG-Gold

**2012-Innovative leaflet design**

BIGBANG-Silver

**2012-Inoovative brochure design**

BIGBANG-Bronze

## Software Skills

Adobe Creative Cloud

Figma

Procreate

Adobe After effects (Intermediate)

Midjourney

Spline (Beginner)

## Knowledge and Interests

Creative Direction

Mentoring

Conceptualization

Branding

Digital art/Illustration

AI art

Photoshoots

Copywriting

Storyboarding

Direction

UI/UX

Video direction

Painting

Typography

Motion Graphics

## Languages

English

Hindi

Malayalam

Tamil

## Education

**Bachelors Degree in Arts -**

**Animation and Graphic Design**

Mahatma Gandhi University

(2006-2009)