



Neil Shastri

Art Director & Designer

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 Atlanta, GA

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 314.346.7571

Education

BFA, Visual Effects

Savannah College of Art & Design
2010 - 2014

Proficient in:

Illustrator
Xd
InDesign
Photoshop
After Effects
Premiere Pro

About:

Neil is a multi-faceted creative that brings a positive, professional attitude full of passion to all of his endeavors. He consistently strives to innovate and raise the quality bar within his own professional development as well as his work environment. Neil seeks opportunities to be a part of highly collaborative teams, creating work that contributes positive value to businesses and the community. It is his firm belief that the arts can uplift, inspire, and bring communities together.

MARCH 2020 - PRESENT

Visual Designer

Nicely Built | Atlanta, GA

- Designs low-fidelity and high-fidelity compositions and prototypes for websites in Adobe Xd, while also organizing files and assets for hand-off to development team
- Develops unique brand identities and stories for clients using strategic systems - brand identities consist of logo designs, color palettes, font & typographic scale selections, photography, brand stories, slogans, spot illustrations, package design, custom animations, custom mockups, print & digital collateral, and social media
- Works with the development team to build Shopify theme websites by providing art direction and graphic design assistance

AUG 2018 - MARCH 2020

Art Director

Harbinger Marketing | Peachtree City, GA

- Led and managed a team of creatives, designers, and developers in local, remote, and foreign locations by setting quality expectations and design standards that doubled the volume of new business over the course of a year
- Restructured the branding process, allowing more time to learn about clients and their functional and emotional needs, while also igniting passion for their business
- Implemented new project management systems that allowed the administrative team to work in tandem with the creative team efficiently

JUNE 2014 - AUG 2018

Graphic Designer & Multi-Media Artsit

The Muny | St. Louis, MO

- Supported a cross-functional marketing team by designing show logos, print and digital collateral, social media graphics, and motion media
- Introduced a unique merchandise line of graphic tees that consistently increased souvenir sales by 40% each season
- Conceptualized ideas and goals with the videography team to produce well-crafted stories that strengthened the identity of the beloved St. Louis tradition
- Mentored summer interns, guiding them on best practices of conducting design research, building design strategies, communicating and presenting concepts, and delivering high-quality work in quick turn-around deadlines
- Set standards that elevated the overall brand identity, carrying the 11,000 seat outdoor performance venue into its 100th year, giving them confidence in their brand and a positive mindset for the new century

JUNE - AUG 2012

Digital Projection Designer

The Muny | St. Louis, MO

- Designed static and animated digital backdrops for a 26ft digital LED screen, used as a dynamic storytelling set-piece for seven professional musical theater productions
- Worked cross-functionally with teams of professional Broadway artists, set designers, lighting designers, producers, directors, choreographers, and musicians
- Conceptualized and crafted innovative animated visuals that enhanced the theatrical and musical experience for patrons of the 94-year outdoor venue