



EDUCATION

BFA, Visual Effects

Savannah College
of Art & Design
Aug 2010 - June 2014

TOOLS

Adobe Creative Suite
XD, Illustrator, PhotoShop,
AfterEffects, Premiere,
Lightroom, InDesign
Procreate
Google & Microsoft Suite

KEY SKILLS

Art Direction &
Creative Strategy
Project Management
Client Communication
Creative Mentorship
Brand Strategy & Identity
Storytelling
UI & Web Design
Print & Digital Media
Email Design
Merchandise Design
Motion Media
Photo & Video Editing
Commercial Direction

INTERESTS

Film & TV Direction
Photography & Cinematography
Performing Arts
Event Hosting
Podcast Production

[neil-shastri](#) [neilybhai](#)

SUMMARY

Highly enthusiastic leader with experience managing in-house and agency creative teams. Passionate about fostering healthy work environments driven by collaboration and the use of visual & imaginative storytelling. Seeking to join a team that values aligning behind a shared vision, empowering communities, and bringing people together through the arts.

WORK EXPERIENCE

Senior Designer | Acadia | Atlanta, GA March 2020 - Feb 2023
(Acquired Nicely Built in July 2021)

- Developed brand identities and strategies through creative & visual storytelling
- Interviewed clients (business owners, executives, and Creative Directors), identified problem areas, and uncovered aspirations for brand growth & revenue goals
- Spearheaded new visual identity and website design for head company during the acquisition of merging companies (Nicely Built into Acadia)
- Directed design process on 30+ e-commerce and B2B websites in Adobe XD and Figma, ranged from a value of \$30K to \$160K
- Mentored full-time designers & design interns - provided constructive feedback, fostered collaboration, and mapped out S.M.A.R.T. goals
- Streamlined the hiring and onboarding process for design interns
- Executed branded design projects for internal & external company digital assets, which helped Acadia scale from 75 to 180 employees globally in just 6 months
- Enhanced company culture - planned & hosted 40+ cross-team work events (live, hybrid, and virtual) ranged in attendance of 10 - 75 employees

Art Director | Harbinger Marketing | Atlanta, GA Aug 2018 - March 2020

- Supervised in-house & off-shore creatives on branding, copywriting, web design, social media, print & digital paid media, motion graphics, and photography & video projects
- Restructured standard operating procedures for the branding and web design processes that aided in the successful launch of 20+ brands and websites

Multi-Media Artist | The Muny | St. Louis, MO June 2014 - Aug 2018

- Designed digital & print fundraising materials for the 100-year venue's *Second Century Capital Campaign* and secured 20 million dollars in campaign funds
- Introduced custom graphic t-shirt designs for musical productions and generated a 40% increase in sales revenue over the course of three months
- Launched successful digital & print marketing campaigns for 28 musical theatre productions with the in-house cross-functional marketing team