

PIYUSH PANCHAL

CREATIVE / ART DIRECTOR



ABOUT ME

I'm an award-winning art director known for my detail-oriented work across various industries. My passion lies in creating sharp, professional designs that captivate audiences and drive responses. Highly skilled in developing print, digital and social media materials, I excel in finding cost-effective solutions and bringing creative concepts to life. I also enjoy mentoring junior designers and collaborating closely with clients to achieve exceptional results.

EDUCATION

2009

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO

Master's in Advertising - Art Direction

2003

SIR J.J. INSTITUTE OF APPLIED ARTS, MUMBAI, INDIA

Bachelor's in Advertising - Art Direction

SKILLS

PHOTOSHOP:	
ILLUSTRATOR:	
INDESIGN:	
FIGMA:	
AERO AR:	
KEYNOTE/PP:	
TYPOGRAPHY:	
PRESENTATION:	
PHOTOGRAPHY:	
WORDPRESS, CMS:	
AI TOOLS:	

AWARDS

BEST IN SHOW: IAC

GOLD: The Communicators

SILVER: W3, Nashville Addys, Student Addys

BRONZE: PM360 (Pharma Choice Award)

OFFICIAL HONOREE: Webby Awards

MERIT: Digital Health Awards

CONTACT

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LOCATION: California, CA (Remote)

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EXPERIENCE

2024 - PRESENT

PROPEL HEALTH (REMOTE)

VP, Group Art Supervisor

Collaborate closely with the Associate Creative Director to lead and execute HCP and Global initiatives across print, digital, and social channels, ensuring creative consistency and alignment across integrated, multi-channel programs.

Clients: Kalvista

2021 - 2024

HAVAS HEALTH & YOU, NY

Group Art Supervisor

Clients: Amgen, Novartis, Sanofi

2018 - 2020

AVENTRIA MARKET ACCESS AGENCY, NJ/PA

Digital Director

Clients: Bausch Health, Sanofi Pasteur, Novartis

2017 - 2018

REVOLUTION DIGITAL, NJ

Sr. Digital Art Director

Clients: Pfizer Pediatric Products (Advil, Robitussin, Dimetapp), Preparation H, Boudreaux's Butt Paste, Nutricia - Neocate, Danone, KPMG, Dailys Cocktails

2010 - 2016

ACXIOM DIGITAL IMPACT AGENCY, NY

Sr. Art Director

Clients: L'Oréal Paris, Garnier, Sony, Microsoft - Bing, AT&T, Century Link, Cigna, AirEvac, General Motors

2010

TMP WORLDWIDE, CA

Freelance - Interactive Art Director

Client: Bank of America