# 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:**
**XD:**
**AERO AR:**
**KEYNOTE/PP:**
**TYPOGRAPHY:**
**PRESENTATION:**
**PHOTOGRAPHY:**
**WORDPRESS, CMS:**
**AI:**

## 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:** New York, NY (Open to Relocation)
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## EXPERIENCE

**2021 - PRESENT**
**HAVAS HEALTH & YOU, NY**
**Group Art Supervisor**

Collaborate closely with the Associate Creative Director to oversee and execute HCP projects across print, digital, and social media platforms, ensuring alignment throughout all aspects of multi-channel programs.

**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, NEW YORK**
**Sr. Art Director**

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

**2010**
**TMP WORLDWIDE, SAN FRANCISCO**
**Freelance - Interactive Art Director**

**Client:** Bank of America

**2009**
**DENTSU AMERICA, LOS ANGELES**
**Intern - Art Director**

**Clients:** Bandai Toys, Red Vines licorice