



# Shagorika is an Integrated Creative Director, on the Art/Design side, specialising in brand design, marketing visual development & ideation.



## About

With about a decade and half of experience, I've dedicated my career to shaping compelling brand narratives across traditional, digital, and experiential platforms. For me, every brand is a bright white canvas where imagination can meet business strategy, and with a midas touch of tech magic, and new-age tools stories can come to life.

From Dalda to Netflix, from startups to household names, I've helped create impactful brand moments by blending creativity, and intelligent design to present communication that makes a real world difference.

## Key Clients

Netflix  
Pizza Hut  
Nivea  
Tuborg  
Heineken  
Taj  
Hyatt  
Healthkart  
Cipla  
MPhasis  
Aster  
Nutella  
Godrej  
HDFC  
AMFI

## Key Skills

Brand & Identity Design  
Art Direction  
Creative Strategy  
Concept Development

Ui & Digital  
Print & Editorial  
Package Design  
Content Development

Iconography  
Illustration  
Handlettering



## Achievements

Best Occassion Themed Content - Pizza Hut  
Winning multiple pitches like Netflix, Groupo Bimbo,  
Aster Oman Hospital, Heineken among well known brands














## Education

12th Standard	DPS RK Puram
BFA - Design	NIFT, Delhi
BJMC	Amity University (Online)
UI-UX Bootcamp	Caltech (Online)

## Software Skills



## Experience

 <b>2009 - 10</b> Pempro Exports <hr/> Garment & Textile Designer	 <b>2010 - 11</b> LX World <hr/> Copywriter	 <b>2011 - 15</b> Entertainment Design Co. <hr/> Design Visualiser & Concept Developer	 <b>2015 - 16</b> Encyclomedia Network <hr/> Senior Visualiser & Copywriter
 <b>2016 - 16</b> The Glitch <hr/> Creative Head	 <b>2017 - 18</b> JWT - Mirum <hr/> Design Head	 <b>2018 - 19</b> The Minimalist <hr/> Creative Director- Digital Marketing	 <b>2020 - 22</b> Creativeland Asia <hr/> Creative Director - Digital & Innovation
 <b>2022 - 23</b> Saatchi & Saatchi <hr/> Senior Creative Director	 <b>2023 - 24</b> noon, Dubai <hr/> Consulting Creative Director	 <b>2024 -</b> Basil, Bangalore <hr/> Head of Design, Consulting Role	

## Otherwise

Sketchbook Addict, Creative Tech Enthusiast, Design Nerd,  
Stationary Hoarder, Online Learning Junkie