

Rishi Neal Arora

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SUMMARY

- Designer and Art Director with 10+ years industry experience
- Proficient across mediums including print, digital, photo and video
- Strong passion for visual composition, layout and typography
- Managed a team of designers across continents
- US citizen from Southern California, currently living and working abroad in London, UK (since 2014)
- Designer by day, musician by night

PROFESSIONAL EXPERIENCE

Director of Design, EMEA @ Wunderkind

London, Jan 2021 - Present

- Oversees the strategy, process, and execution of all creative campaigns and initiatives undertaken in the EMEA region
- Liases with US HQ to ensure creative output is aligned to global processes and business goals
- Ensures that all creative campaigns are tailored to local EMEA markets
- Manages the creative relationship with EMEA-based clients; identifies their goals, presents work, and prioritises brand elevation
- Oversees a team of strategic designers, and nurtures their professional development via coaching, performance management and career pathing
- Allocates team resources based on skillset, bandwidth, and business goals
- Demonstrates a mastery of design and communication skills

Senior Design Manager, EMEA @ Wunderkind

London, Jan 2018 - Dec 2020

- Managed a team of designers based out of the London office
- Provided art direction to designers to ensure all creative output is done efficiently, and at the highest quality
- Managed a queue of all Design-related tasks; ensured work is trafficked appropriately to the correct team and designer
- Liaised with Account Managers to align on creative strategy and process
- Hired new designers to join the EMEA team based in London

Design Lead @ Wunderkind

London, Sep 2014 - Dec 2017

- Led the design and execution of client campaigns per brand styleguides in order to achieve client business goals
- Coordinated with the CEO & Optimisation team to identify best design practices based on campaign performance; hosted training sessions with designers to share learnings

Senior Graphic Designer @ Wunderkind

New York City, Jan 2013 - Aug 2014

- Hired as employee #6 (currently there are 400+ employees)
- Built the Design Studio from scratch (currently there are 30+ designers)
- Designed web-based creatives for high-end brands such as Lufthansa, Saint Laurent, Ray-Ban and Uniqlo, using software such as Sketch and Adobe CC

PROFESSIONAL EXPERIENCE

(cont.)

Studio Designer @ Bloomberg LP

New York City, Aug 2011 - Jan 2013

- Created both print and digital marketing materials for Bloomberg LP using Adobe InDesign CS6, Illustrator CS6, Photoshop CS6 and Flash CS6
- Used styleguides of Bloomberg brand campaigns to create various types of media such as signs, posters, backdrops, postcards, badges, stationary, HTML emails, web banner ads, etc.

Experience Design Associate @ Brightline iTV

New York City, Dec 2010 - Aug 2011

- Created interactive interfaces for television based on various brand styles using Adobe Photoshop CS5 and related software
- Interpreted results from past ad campaigns to develop interactions grounded in user behavior

Latin America Research Associate @ STR Responsible Sourcing

Los Angeles, Jan 2008 - August 2009

- Created labor law profiles for Latin American countries
- Performed special research projects on labor conditions in various countries and industries in Latin America
- Extensive use of Spanish reading and speaking

Reporting & Analytics Coordinator @ Kaplan Incorporated

Los Angeles, Jul 2007 - Jan 2008

- Created monthly projections for Directors in the Kaplan Medical division
- Assisted in the quarterly budgeting of various line items
- Required extensive use of Microsoft Excel

EDUCATIONAL EXPERIENCE

MSc Design & Digital Media @ University of Edinburgh

Scotland, Sep 2009 - Sep 2010

Secured Marks Level 67

Equivalent US Standard: Cum. GPA: 3.517

BA Global Business @ University of Southern California (USC)

Los Angeles, Sep 2002 - May 2007

Minor: Music Recording

Cum. GPA: 3.517, Major GPA: 3.672

Equivalent UK Standard: Marks Level 67

SOFTWARE / PROGRAMMING LANGUAGES

Adobe Creative Cloud & Other Design Software (Mac/PC)

- Advanced level with Sketch, Figma, Photoshop, InDesign and Illustrator
- Intermediate level with Premiere, After Effects and XD

Programming Languages

- Advanced level with HTML and CSS
- Beginner level with JQuery, Javascript, Actionscript and ColdFusion

Microsoft Office (Mac/PC)

- Advanced level with Word, Excel, Powerpoint and Outlook