



Hi, I am

Creative Director

RIDDHI THAKKAR

SUMMARY-

An award-winning creative professional specializing in visual storytelling across **Beauty, FMCG, BFSI, Real Estate and Alco-Bev.** I blend innovative design with responsible AI, lead creative teams and deliver impactful results through collaboration.

SKILLS-

Adobe CC (Ps, Ai, Ae)
Midjourney
Luma Ai
Pencil Pro Ai
VeO3 & Nano Banana
Sora
Flow

AWARDS-

Campaign Brief
'The Work 2025' - Top 10 India
(Dove – Using Ai For Good)
Recognized for innovative use of AI for modern day designs & culture first trends that greatly increased brands presence and ROI online

ET Equity Digi+ Bronze
(Dove – Social Media Growth)
Achieved significant results in social media growth through strategic digital campaigns

Education

L. S. Raheja School Of Art, Worli
Diploma in Visual & Communication Arts

CONTACT-

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WORK EXPERIENCE-

Creative Director

OLIVER AGENCY (2023 - 2025)

An in-house agency for Unilever

- Use generative AI to shape the creative direction for Unilever's biggest, including brands such as **Lakme, TRESemmé, Dove, Indulekha and Sunsilk**
- Lead creative initiatives and directed a design team of 13 pax
- Aligned with brand SPOCs to assess and execute high-impact creative output that drove a **50% increase in the agency retainer over 2.5 years**, contributing to long-term brand loyalty and revenue stability.

Creative Supervisor

SAATCHI & SAATCHI (2021 - 2023)

A creative agency focusing on impactful branding

- Incorporated and led design solutions and visual direction for brands like **Nivea, Grupo Bimbo, Heineken, Ferrero Rocher and Allied Blenders & Distillers**
- Executed multiple pitches (Grupo Bimbo, Lion's Lager, Heineken)

Art Director

MIRUM – A WPP Company (2018 - 2021)

An agency providing design & media services

- Led the design process and collaborated with teams to deliver innovative solutions
- Managed brands such as **Franklin Tempelton, Figaro, Bertolli, Shoppers Stop, Emirates**
- Won one of their biggest pitch - Axis Mutual Fund **(accounted for 20% revenue of the agency at that time)**

Creative Designer

HAVAS WORLDWIDE (2017 - 2018)

A global advertising and communications company

- Designed creative visuals for various campaigns on brands like **Jaslok Hospital, Sanofi, PwC, RedHat**

Junior Graphic Designer

THE GLITCH (2016 - 2017)

A creative agency specializing in visual storytelling

- Worked on diverse graphic design projects for brands such as **Discovery Kids, Close-Up, Ayush, Dewarists, Comfort**