

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 - (Consultant)

(2025 - Present)

- Delivered end-to-end creative across multiple projects: developed the visual language for Mind Origins (US-based health supplement brand), led content direction for HomesToLife (Singapore furniture brand), and designed/built websites for HomesToLife and Paperplane Tales (talent-on-demand company), involved in execution and ideation for social media content for Sting X F1 video series
- Freelanced with my former agency Saatchi & Saatchi, an 3 month engagement extended by 3 more months, reflecting strong trust and continued value delivered to the team.

Creative Director

OLIVER AGENCY (2023 - 2025)

An in-house agency for Unilever

- Used 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**