

VISHAL K.

CREATIVE TEAM LEAD | SENIOR VISUAL DESIGNER

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PROFILE

Senior Visual Designer and Art Director with 4+ years of agency experience across digital, print, motion, brand identity and integrated campaigns. Experienced in translating client objectives and project briefs into cross-channel visual communication strategies, creative concepts and scalable design systems from strategy through final execution.

LEADERSHIP & CREATIVE IMPACT

- Lead and mentor a multidisciplinary team of 4–5 designers and video editors.
- Translate business objectives into campaign ideas, brand narratives and visual systems.
- Direct brand, product and food shoots from concept through final delivery.
- Manage multiple creative projects while maintaining quality and consistency.
- Introduced AI-assisted workflows to accelerate ideation, exploration and production.

CORE EXPERTISE

Art Direction • Creative Strategy • Cross-Channel Visual Communication • Brand Identity • Integrated Campaigns • Digital & Social • Print & OOH • Motion Design • Visual Storytelling • Concept Development • Client Presentations • Photography & Video Art Direction • Packaging Design

PROFESSIONAL EXPERIENCE

Studio Kriv | Creative Head / Senior Graphic Designer

2025–Present

- Lead creative across F&B, luxury hospitality, consumer products, cosmetics and fashion.
- Develop campaign concepts, creative directions and brand narratives across digital, social, print and motion.
- Lead and mentor a multidisciplinary team of 4–5 designers and video editors.
- Direct brand, product and food shoots from concept planning through final asset delivery.
- Introduced AI-assisted workflows to accelerate creative ideation and production.

Xanadu Brands | Associate Creative Director

2024–2025

- Led integrated creative for Havells, Halonix and The Oberoi Hotels & Resorts across social media, print, digital and motion communication.
- Built the complete brand identity for Sarson, a restaurant brand by Park Plaza, including logo development, visual language and launch communication.
- Directed multiple campaigns from ideation through deployment while mentoring junior designers and maintaining consistency across brand touchpoints.
- Developed visual concepts and campaign systems that translated brand objectives into clear and engaging communication.

Perfect Pixel Pro | Senior Graphic Designer / Head of Art

2023–2024

- Delivered branding, digital and print projects for international clients, primarily across the US market.
- Produced cross-channel campaign communication across social media, digital advertising and print collateral from concept development through final production.
- Developed visual identities, campaign communication and scalable creative systems across multiple channels.
- Established visual guidelines to improve consistency and strengthen brand recognition across ongoing campaigns.

Creator | Graphic Designer

2022–2023

- Created brand identities and marketing communication across real estate, F&B and hospitality.
- Produced social media creatives, advertising campaigns and print collateral from concept development through final production.
- Supported campaign photography and video shoots through concept development and art direction.

TOOLS

Adobe Photoshop • Adobe Illustrator • After Effects • InDesign • Adobe Premiere Pro • Figma • CorelDRAW • Canva

EDUCATION

Bachelor of Arts | Panjab University | 2019–2021