

KRISHNA NAIR

Junior Art Director | Creative Strategist | Visual Storyteller

Mumbai, Maharashtra

Graduate in Mass Media, majored in Advertising from Mumbai, deeply passionate about filmmaking, editing, design, reading, and storytelling. Eager to expand skills through learning new techniques and technologies, and add to the list.



EDUCATION

Course	Institute	Year
BAMMC	SIES College of Arts, Science & Commerce	Jul 2023 - Aug 2025
12th	SIES College of Arts, Science & Commerce	Aug 2021
10th	Dominic Savio Vidyalaya	Mar 2019

EXPERIENCE

Grandfather Advertising Agency, Mumbai Jan 2023 - Jul 2023

- Led brand strategy, TVC scripting, and visual communication for clients including **Haier**, **Schneider Electric**, and **Tulsi Tea**—resulting in successful pitch wins and campaign rollouts.
- Created campaign assets (posters, taglines, reels) for brands like **Neugo Intercity**, **Life Pharmacy Dubai**, and **Dubai Road Safety**.
- Conducted competitive audits (**Mothercare**, **Kurlon**) and supported digital insights for **Mukul Madhav Foundation**.
- Actively managed client communications and approvals across multiple accounts.

Creative Lead – Events Aug 2023 - March 2024

- Led creative design for **Ustad Zakir Hussain's** flagship event—posters, reels, set visuals, and digital content.
- Delivered end-to-end creatives (print + digital) across various **Keli cultural programs**.

Freelance Creative Designer April 2024 - Jan 2025

- Designed exhibition creatives and managed full artist representation at **Jehangir Art Gallery**.
- Created posters for **Kerala Literature Festival** and cover page for **published novels**.
- Ongoing contributor and illustrator for the e-magazine **Pravasi Shabdham**.

SKILLS

- Videography
- Video Editing
- Drawing
- Creative Writing
- Creative Strategy
- Strong Interaction Skills
- Idea Generation
- Visual Communication

ACHIEVEMENTS

All Kerala English Short Story Writing

- First place by Mathrubhumi 2021. Short Story - **Orange Firefly**

Illustration Sketch Published

- On a **Mathrubhumi news article** 2023

INTRESTS

- Cinematography
- Sketching
- Collaboration
- Medium Experimentation
- Content Creation