

# Neil Shastri

Art Director / Sr. Designer /  
Creative Producer

## Contact

Portfolio:  
neilshastri.design

Email:  
neil@neilshastri.design

Location:  
Atlanta, GA

## Education

BFA, Visual Effects  
SCAD Savannah  
Aug 2010 - June 2014

## Tools


Adobe Creative Suite  
PhotoShop, Illustrator,  
Premiere, AfterEffects,  
Lightroom, InDesign, XD  
Figma  
Procreate  
Midjourney, Dall-E, ChatGPT  
Google & Microsoft Suite


## Key Skills

Art Direction  
Creative Strategy  
Motion Media  
Video Production  
Photo & Video Editing  
Branding & Brand Strategy  
Digital & Print Asset Creation  
UI & UX Web Design  
Mentorship & Leadership

## Interests

Creative Storytelling  
Directing & Producing  
Photography  
Performing Arts  
Event Production  
Podcast Production  
Travel & Culture

 neil-shastri

 neiljshastri

## Work Experience

Senior Designer | Marketwake | Atlanta, GA April 2023 - Sept 2024

- Designed paid media campaigns & OOH ads, and created motion graphics using Adobe After Effects.
- Provided creative direction for content creation teams, overseeing video shoots and social media content.
- Presented design concepts to clients, securing buy-in with effective communication and presentation skills.
- Developed brand visual identities, including logos, color palettes, and typography systems for multi-service clients.
- Mentored junior designers and led bi-weekly design meetings on trending styles and creative inspiration.
- Led design for B2B & DTC websites in Figma, collaborating cross-functionally with UX designers, developers, and content strategists.

Senior Designer | Acadia & Nicely Built | Atlanta, GA March 2020 - Feb 2023

- Spearheaded design of e-commerce Shopify & B2B WordPress websites in collaboration with in-house developers, driving client success and enabling sustained growth for clients over consecutive quarters.
- Conducted client discovery meetings to define brand objectives and KPIs, ensuring tailored design solutions.
- Mentored interns and managed a mid-level designer, fostering skill development and maintaining high design standards.
- Led internal branding initiatives and developed an onboarding process for junior designers, promoting team cohesion and efficiency.

Art Director | Harbinger Marketing | Atlanta, GA Aug 2018 - March 2020

- Directed and produced commercial branded videos for clients, collaborating with a professional film crew to achieve compelling visual storytelling.
- Oversaw a team of contract designers and overseas developers to deliver high-quality B2C websites, ensuring alignment with client objectives.
- Crafted comprehensive brand visual identities, including detailed brand guidelines and packaged assets for consistent application.

Multi-Media Designer | The Muny | St. Louis, MO June 2014 - Aug 2018

- Conducted performer interviews and produced engaging videos for marketing campaigns, enhancing brand visibility and audience connection.
- Designed eye-catching OOH billboards and paid ads, driving consumer engagement and brand awareness.
- Launched and designed merchandise, including graphic tees, resulting in a remarkable 40% increase in souvenir sales within the first year.
- Led the design of animated infographics and promotional campaigns, effectively conveying key messages and boosting audience engagement.
- Collaborated with marketing & development teams to create impactful digital & print assets for 100th anniversary capital campaign, securing \$100 million in donor investment for the 501(c)(3) non-profit entertainment venue.