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

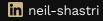
Adobe Creative Suite
PhotoShop, Illustrator,
Premiere, AfterEffects,
Lightroom, InDesign, XD
Figma
Procreate
Midjourney, Dall-E, ChatGPT
Google & Microsoft Suite

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





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 crossfunctionally 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.