

# Abhinay Patil

## Senior Integrated Art

Speaker at Cannes | New York Festivals Grand Jury | Mad Stars Jury

I have 16 years of experience in advertising. I graduated from Sir J J Institute of Applied Art in Mumbai and earned a Master's Degree in Advertising Design from SCAD (Savannah College of Art and Design) in Atlanta. In 2019, I had the honor of being a guest speaker at Cannes Lions, and I was also a jury member for the New York Festivals Global Awards in 2016 and 2022.

My love for craft, execution, and creative strategy has helped me grow as a holistic advertiser. I am a creative thinker who believes in the power of good design and simple, effective ideas to solve client problems through media-agnostic creativity. Over time, I've developed strong leadership skills, mastered the art of storytelling that connects emotionally, and learned to do this across both traditional and digital media—all to solve client challenges.

## Work Experience

### Blue Apple Advertising - Dubai/ Freelance Creative Director

CURRENT

#### ACCOUNTS:

DIB, DIFC, BloomingBox

#### KEY RESPONSIBILITY:

Visual and conceptual creative direction, art direction, digital advertising, activations, client presentations, leading a team, animation films, and strategic idea execution across various projects.

### Medulla Communications, Mumbai/ Creative Head

OCTOBER 2016 - MARCH 2024

#### ACCOUNTS:

MuscleBlaze Nutrition, BigMuscles Nutrition, Lenskart-New Balance, Mylan (International Projects), Abbott, GSK, Novartis, OPPI (Organisation of Pharmaceutical Producers of India), Apollo Hospitals

#### KEY RESPONSIBILITY:

Visual and conceptual creative direction, art direction, digital advertising, activations, client presentations, creative pitched, work for awards, case studies, animation films, leading a team of art directors, copywriters, and animators.

Led the creative for a digital and social campaign for MuscleBlaze, shortlisted for Asia Pacific Effies. Also directed the digital campaign and film for BigMuscles Nutrition featuring Ranveer Singh, managing creative work, client and star presentations, supervising the COVID-era shoot, and overseeing the project from start to finish.

Launched a digital film for Lenskart's New Balance eyewear and directed the #ShareYourPressure campaign featuring Boman Irani for Eris Lifesciences.



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## Education

Masters in Advertising Design  
Savannah College of Art and Design (SCAD)

Bachelor of Fine Art (Applied Art)  
Sir J J Institute of Applied Art,  
Mumbai

## Awards and Recognition

- Effies Bronze, BigMuscles
  - Asia Pacific Effies Finalist, MuscleBlaze
  - New York Festivals Finalist, McDonald's
  - Goafest Finalist, McDonald's
  - Savannah Addy 2 Gold, 2 Silver and a Bronze (USA Awards)
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- Speaker at Cannes Lions, 2019
  - Grand Jury for New York Festivals Advertising Awards in 2016, 2022 and 2023

Managed film and photoshoots for Mylan across Budapest, Prague, and Thailand. Presented an OPPI case study at Cannes Lions and worked on international briefs for The Bloc Partners, New York.

### Grey Worldwide, Mumbai - Creative Controller-Art

OCTOBER 2013 - SEPTEMBER 2016

#### ACCOUNTS:

Reliance Communications, Nutella, Godrej Properties, Shaze and Pitch

#### KEY RESPONSIBILITY:

Visual and concept development, art direction, client presentation, creative pitch, awards, leading a small team of creatives.

Led the launch of the iPhone with Reliance Communications; several other projects for Reliance Communications including photoshoots with Anushka Sharma (Indian Film Star), came up with an insightful campaign 'Magical Mornings' for Nutella, helped build Godrej Properties, helped establish Scotch Brite as the kitchen king, added energy to Duracell campaigns, launched a premium accessories brand Shaze.

### Ogilvy, Mumbai - Art Director

OCTOBER 2010 - SEPTEMBER 2013

#### ACCOUNTS:

IPL, BCCI, Tata Motors, Aegon Religare, Dhanlaxmi Bank, Onida TV

#### KEY RESPONSIBILITY:

Visual and concept development, art direction, ideation, activation, awards.

Worked closely with the Creative Director and a team of illustrators on the memorable IPL Campaign called 'Carnival'. Launched Tata Safari-Storme, several campaigns for Tata Aria and Tata Sumo; worked closely with the Copy Head for a TV commercial for Dhanlaxmi Bank, built the brand 'Oberoi Realty'

### EVB (Evolution Bureau), San Francisco

SUMMER INTERN: 2009

#### ACCOUNTS:

Virgin America, Land's End (Canvas 1963)

#### KEY RESPONSIBILITIES:

Visual and concept development, art direction, ideation, digital ideas, activation.

Worked closely with a team of international creatives on a pitch presentation for Virgin America and Land's End (Canvas 1963)

### Leo Burnett, Mumbai - Art Director

FEBRUARY 2005 - AUGUST 2008

#### ACCOUNTS:

McDonald's, The Coca-Cola Company, Mumbai Mirror, Complan

#### KEY RESPONSIBILITIES:

Visual and concept development, art direction, designing, awards.

Worked on various projects for McDonald's; The Coca-Cola Company, packaging for Minute Maid Pulp Orange, and Mumbai Mirror-Football World Cup campaign

## Specialties

Creative Direction, Storytelling, Art Direction, Craft, Conceptual Thinking, Integrated Campaigns, Digital, and Social Strategy, Photography, Video, Creative and Strategic Leadership.

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## Core Skills

- Ideation and Conceptualisation
  - Art Direction & Crafting
  - Creative Direction
  - Client Presentation
  - Leadership
  - Storytelling
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## Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Corel Draw