



## CREATIVE DIRECTOR

NEW YORK

Email

Website

LinkedIn

203.435.3766

I'm an awarded creative leader with over 15 years of experience building brands through dynamic and visually-rich storytelling. My clients include Fortune brands as well as startups across tech, wellness, CPG, finance and more.

I've had the privilege of building brands from the ground up at agencies as well as startups, by distilling clear objectives and telling cohesive and visually memorable stories. I'm fortunate to have gained notable press coverage and awards, which is a testament to the incredible teams I've been privileged to lead and be a part of.

Recently, as Creative Director, I led the successful national launch of [Lifelines](#) a sensory well-being startup by Melissa and Doug Bernstein (of Melissa & Doug Toys fame). Collaborating with the CMO I introduced SensoryImmersion; a groundbreaking new concept for wellness. I led a talented creative team, oversaw the strategy and development of all branding, packaging for over 45 SKUs, brand website, social content and all brand assets such as editorial and product photography. My role was instrumental in securing flagship partners which generated multi-million dollar revenue for the startup in its early stages.

Previously, as Design Director at [TracyLocke](#) a global advertising agency, I led the design of 360 campaigns across print, social, digital and TV for brands such as HP, Godiva, and PepsiCo to name a few. I transformed business outcomes by creating unique visual narratives that won awards and gained attention across outlets such as Adweek, AdAge, New York Times, Creative Review, BrandNew and more. I led a team of designers and creatives, overseeing all design output, crafting client-facing presentations and directly engaging with Fortune CMOs to pitch innovative concepts for numerous groundbreaking product launches. My efforts played a key role in transforming Godiva Chocolatier from a boutique brand to a coveted household name, resulting in substantial growth of their market share both in the US and internationally. Furthermore, I played a crucial role in collaborating with agency leadership to secure the HP account and drive its revenue to five times its initial value, reaching \$15 million within two years. Finally, I was invited by the CCO and CEO to launch [The Design Collective](#), aimed at pushing the boundaries of creative innovation throughout the agency and driving business growth through design-focused projects. In this role, we grew The Design Collective team and successfully acquired several new accounts, adding to our already diverse client portfolio.

With roots in both advertising and design, my personal work has been awarded by and published in various art and design publications and I serve as a judge on [AIGA](#) design events and a mentor for emerging creatives on [ADP List](#), [Intro](#) and [Talk To A Creative Director](#).

I'm genuinely excited about the opportunity to be considered for this role. Please don't hesitate to reach out with any questions.

Sincerely,

Nitin.



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### OVERVIEW

A versatile and awarded creative leader with over 15 years of experience building modern brands through multi-channel design thinking. With a focus on mentoring peers to push beyond self-imposed limits, I solve complex business challenges by creating authentic brand experiences.

### EXPERIENCE

**CREATIVE DIRECTOR** / LIFELINES WELLNESS / 01.22 - 06.23

- + Launched Lifelines at top national retailers as well as major e-comm channels
- + Delivered end-to-end branding and marketing, resulting in exceptional brand resonance
- + Orchestrated rapid creation of all brand elements, including website, product packaging, e-comm, social, retail, and corporate curriculum
- + Partnered with the CMO to pitch and secure customers resulting in multi-million dollar revenues

**DESIGN DIRECTOR** / TRACYLOCKE / 01.18 - 12.21

- + Led and developed award-winning 360 campaigns across TV, print, digital, and social platforms.
- + Launched latest HP consumer tech products globally
- + Designed buzzworthy campaigns, transforming Godiva Chocolatier into a mainstream CPG brand featured in AdAge, Adweek and winning multiple Effie and Addy awards
- + Co-founded The Design Collective, driving creative excellence across the network

**ASSOCIATE DESIGN DIRECTOR** / TRACYLOCKE / 01.14 - 12.17

- + Developed 7UP International brand identity and 360 print campaign gaining global attention
- + Designed new global packaging systems for HP PC and print products, scaling over 1000 SKUs
- + Co-founded TL ALL—a platform for diverse and marginalized voices within advertising

### CONSULTING

**CHIEF CREATIVE OFFICER** / FRESH CULTURE MEDIA / 11.22

- + Brand launch and strategy consultant

**CREATIVE DIRECTOR** / ADVYZRE HEALTHCARE / 10.22 - 12.22

- + Brand Identity and positioning consultant

**CREATIVE DIRECTOR** / CYNET SYSTEMS / 11.22

- + Digital strategy and branding consultant

### PRESS

ADWEEK, ADAGE, NEW YORK TIMES, COMMUNICATION ARTS, CREATIVE REVIEW, NPR

### AWARDS

ADDY, EFFIE, GRAPHIC DESIGN USA, COMMUNICATION ARTS, ART DIRECTORS CLUB

### MENTORING + VOLUNTEERING

ADP LIST, INTRO, TALK TO A CREATIVE DIRECTOR, AIGA

### EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN / BFA / GRAPHIC DESIGN

DELHI UNIVERSITY / BACHELORS / BUSINESS & COMMERCE

### TOOLS

FIGMA, ADOBE CREATIVE SUITE, BLENDER, KEYNOTE, ASANA, WORKFRONT, HTML



## HEWLETT PACKARD

Buzzworthy 360 campaigns for the world's #1 PC brand. Launched hundreds of cutting-edge tech across global markets.

Role: Art/Design Director

NITIN

Hewlett Packard

Tech

HP Elite x3

Product Launch

The one device  
that's every device.



ELITE X3

ARK

OUTFRONT

M-7455



TheVerge / Tech / Reviews / Science / Entertainment / More +

MICROSOFT

## HP's Elite x3 is designed to be your Windows phone, laptop, and desktop

A powerful phone meant to be your one and only device

By Jacob Kastrenakes, a deputy editor who oversees tech and news coverage. Since joining The Verge in 2012, he's published 5,000+ stories and is the founding editor of the creators desk.

# NITIN

Hewlett Packard

Tech

Instant Ink Launch

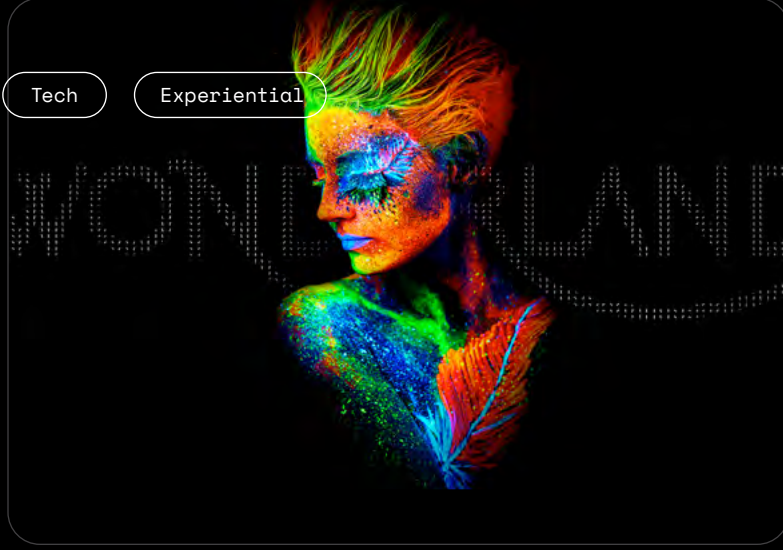
Print+Digital+Video



# NITIN

Hewlett Packard

# WONDERLAND

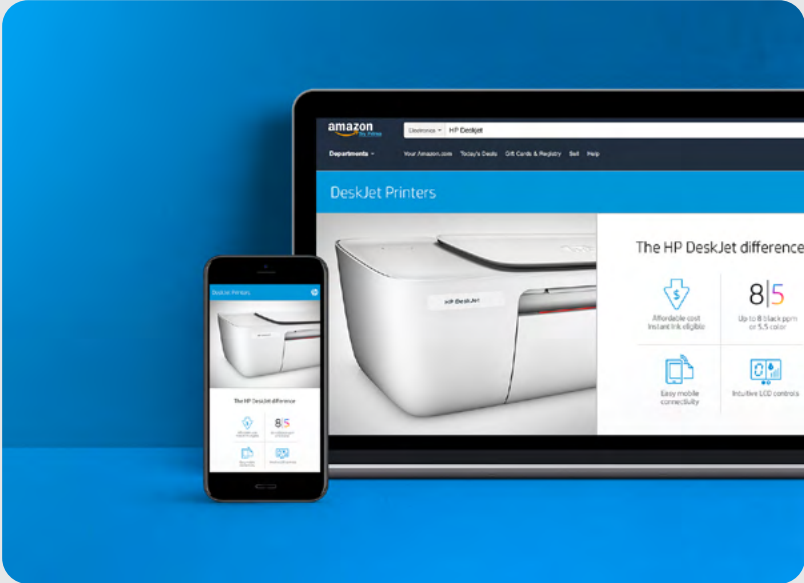
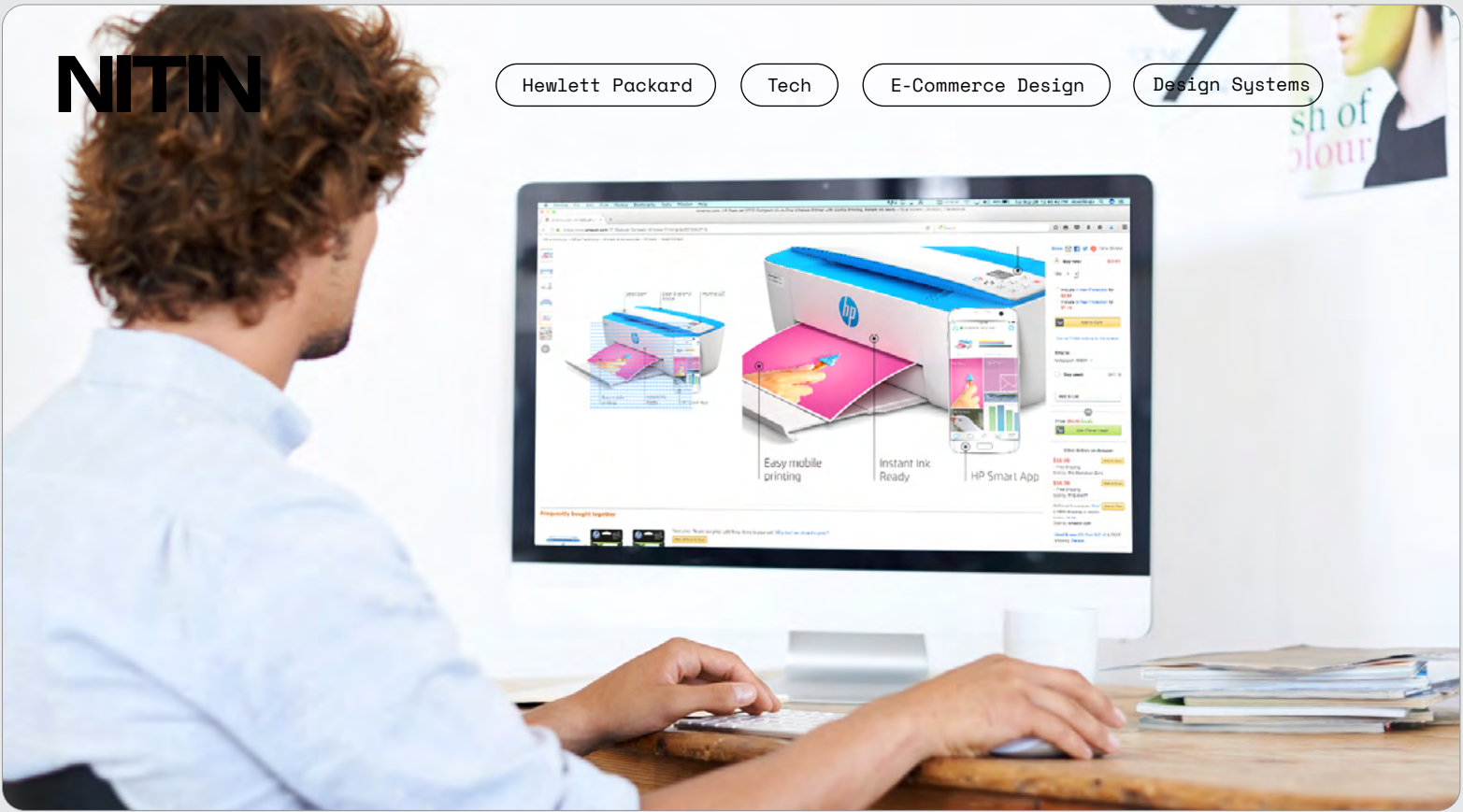
# NITIN

Hewlett Packard

Tech

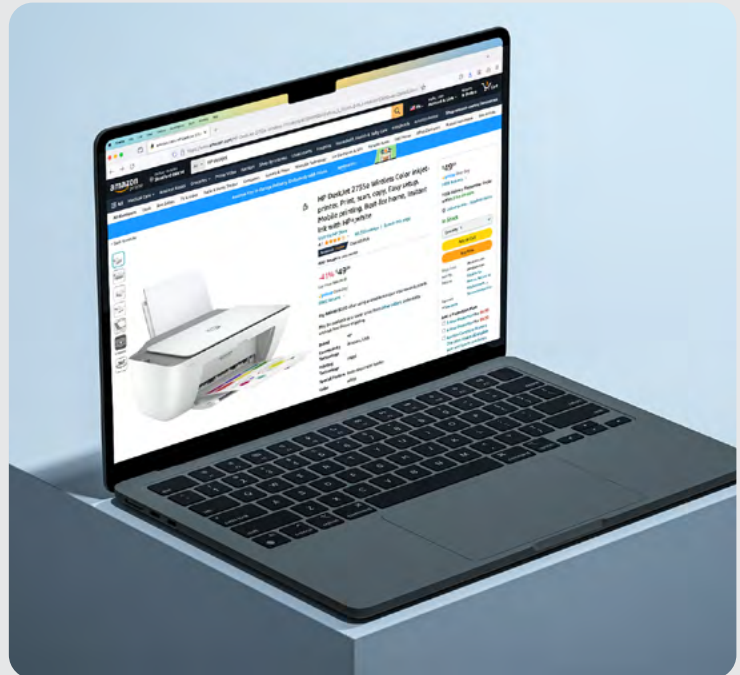
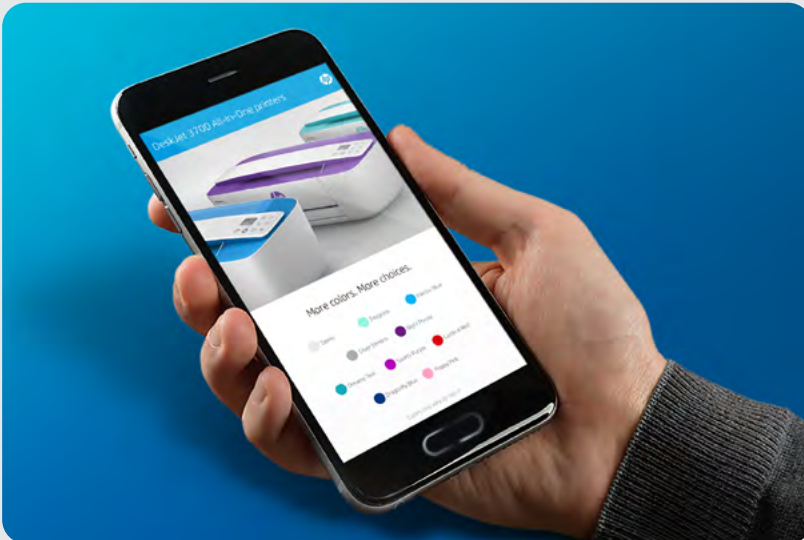
E-Commerce Design

Design Systems



## Streamlining HP's e-comm experience for its global printer portfolio.

We designed a seamless design platform to simplify HP printer shopping across 150 products. Our scalable design system utilized succinct language, telegraphic visuals, and iconography for an effortless buying experience.





**NITIN**

Godiva Chocolatier

CPG

**GODIVA** *is*  
**CHOCOLATE**

SILVERCAST



**GODIVA** *is*  
**THE LIFE OF THE PARTY**  
**CHOCOLATE**

PIZZA

ROSA'S PIZ

1-800-344

PROUDLY MADE

## **GODIVA CHOCOLATIER**

Transforming a boutique chocolatier into an aspirational CPG brand, ready to hang with a younger and a hyper-connected demographic

Role: Art/Design Director

**NITIN**

Godiva Chocolatier

CPG

Global Campaign

TVC



by Chris Evans



**ADWEEK**

# GODIVA *is* CHOCOLATE



GODIVA *is* CHOCOLATE



**GODIVA *is* WHENEVER YOU NEED CHOCOLATE CHOCOLATE**

GODIVA *is* CHOCOLATE

**GODIVA *is* THIS JUST MAY BE OUR MASTERPIECE CHOCOLATE**

GODIVA *is* CHOCOLATE

**GODIVA *is* THE LIFE OF THE PARTY CHOCOLATE**

GODIVA *is* CHOCOLATE

**GODIVA *is* BUY IT AS A GIFT, OR KEEP IT FOR YOURSELF CHOCOLATE**

GODIVA *is* CHOCOLATE




The Drum

Latest & Trending Categories Awards Events Solutions

## Avengers star Chris Evans makes us sweet for Godiva

By Kendra Clark - May 10, 2022

Twitter LinkedIn Facebook Messenger YouTube Instagram



GODIVA IS CHOCOLATE - Classic Gold .30 Ad


Watch on YouTube

On a mission to capture dollars from younger consumers, premium chocolate brand Godiva is repositioning itself as the chocolate for every occasion. And it's doing so with a little help from America's most charming superhero.

Menu

# AdAge

Don't Miss Peloton debuts first tagline Roe v. Wade industry reaction Watch the newest commercials




## CHRIS EVANS-VOICED GODIVA CAMPAIGN TAKES PREMIUM CHOCOLATE TO THE MASSES

**Most Recent**

11:38 AM ET Watch the newest commercials from Ford, Tally, Crypto.com and more

10:55 AM ET Peloton reports deeper

**Featured**





# NITIN

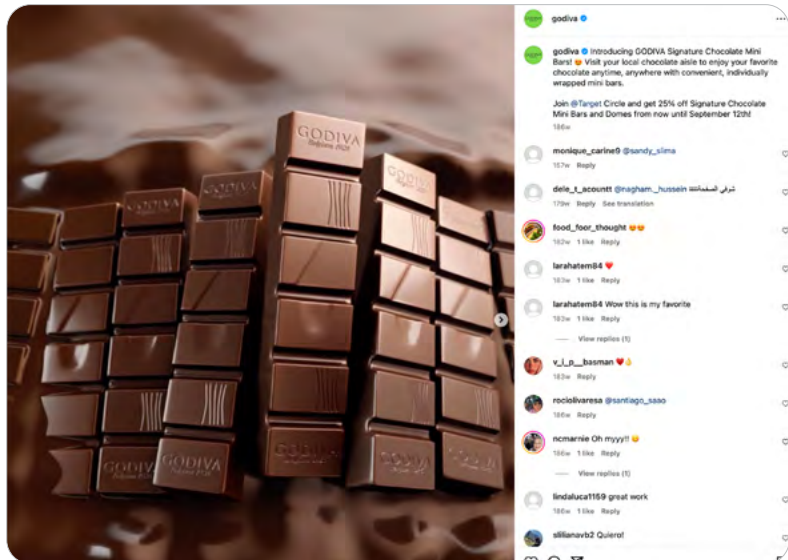
Godiva Chocolatier

CPG

Product Launch

TV + Social

# Wonder Awaits



# NITIN

Lifelines

Wellness

Brand Launch



## LIFELINES

Launching a transformative self-care and stress management movement.

Role: Creative Director

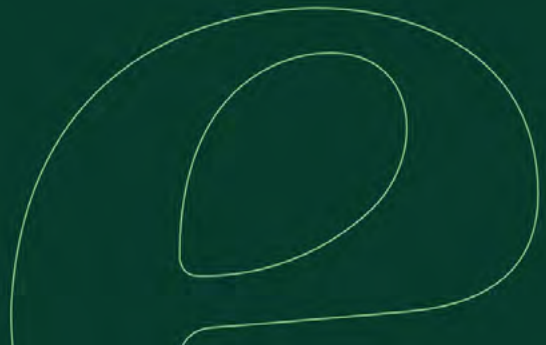
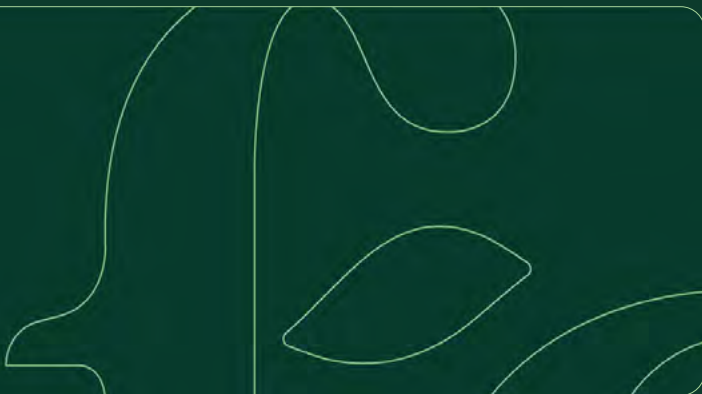


*(n): sen't-s-rē • im'rz'h'en*

## SensoryImmersion

The science of engaging your senses  
to find calm and reduce stress

# Lifelines





## Lifelines

[SENSORY IMMERSION](#)[OUR STORY](#)[PRODUCTS](#)

Stress relief doesn't  
have to be stressful.

Meet the tools designed to help you  
de-stress, calm your mind, and boost  
your mood—anytime, anywhere.

[EXPLORE OUR PRODUCTS](#)

Create your unique  
sensory profile







Lifelines

EVERYDAY DIFFUSER SET

Invigorating aroma experience for any space



PRECISION PUMP

AROMA DIFFUSER

# The New York Times

**Wisk-It** EVERYONE'S GOT A PHOTO THAT NEEDS TO BE WASHED AWAY!

**HOW TO WISK-IT**

WISK-IT helps you clean up your image by searching tagged and untagged photos in your friends' albums.

- FIND** Find the "dirty" photo
- ASK** Ask your friend to WISK-IT away
- WISK-IT** Your friend removes the photo

Click to install WISK-IT

**WISK-IT**

Wisk-It, Wisk-It, WISK and WISK-IT are trademarks of The Sun Products Corporation. FACEBOOK is a registered trademark of Facebook, Inc. © 2009 The Sun Products Corporation

## An Application to Help Scrub Those Regrettable Photos From Facebook

**Wisk-It** EVERYONE'S GOT A PHOTO THAT NEEDS TO BE WASHED AWAY!

WISK-IT Photo Status Share Video

SEARCH: TAGGED PHOTOS OF YOU

SEARCH: UNTAGGED PHOTOS OF YOU

Search your friends' albums:

Type in friend's name

FIND THOSE UNTAGGED PHOTOS that you want to wash away.

**Wisk-It** EVERYONE'S GOT A PHOTO THAT NEEDS TO BE WASHED AWAY!

Choose a WISK-IT request:

- Are you serious? Please wash this one away! -lan
- Where did you see that photo??? -lan
- This photo had to go! -lan
- Create your own comment.

Are you serious? Please wash this one away!

-lan

**WISK-IT**

cancel

**Wisk-It** EVERYONE'S GOT A PHOTO THAT NEEDS TO BE WASHED AWAY!

Thanks for cleaning up your friend's "dirty laundry" with WISK-IT.



NITIN

7UP International

CPG

Integrated Campaign

Packaging+00H

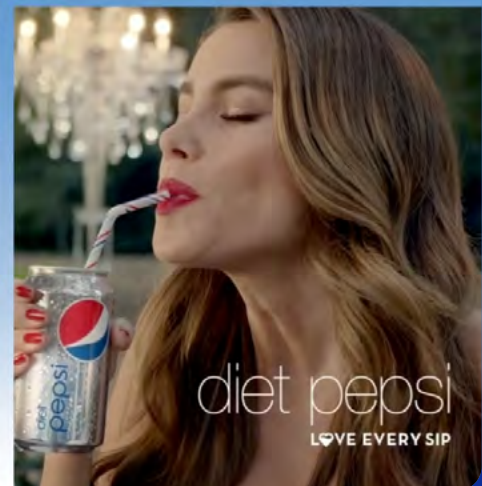


DIELINE BRAND NEW CreativeReview

TRENDSHUNTER THE CUTTING EDGE OF COOL

logolounge

Advertising By Design - ISBN : 9781118971055

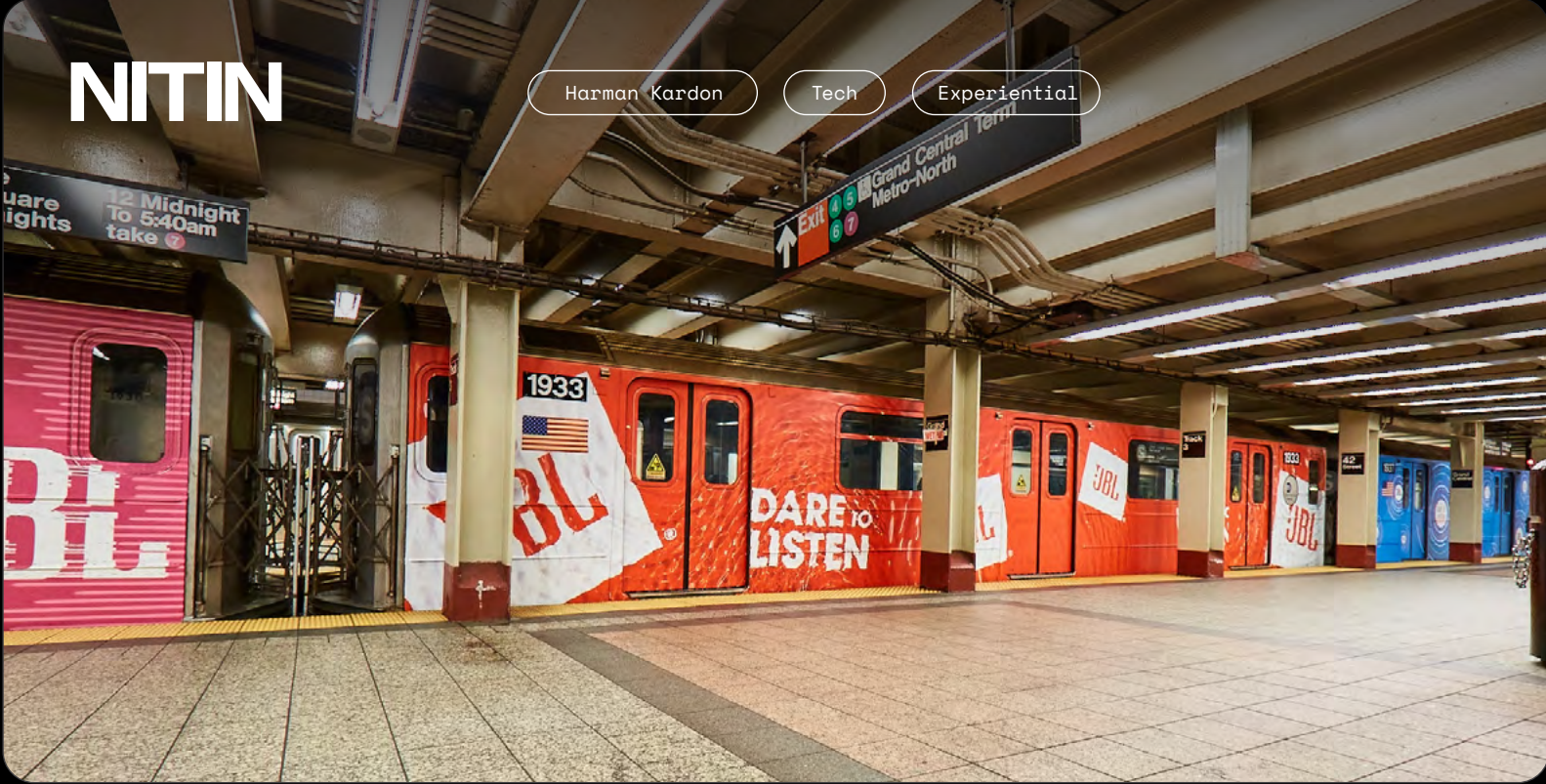


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Harman Kardon

Tech

Experiential





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"...What truly sets Nitin apart from other creatives is his unique ability to create a cohesive story that seamlessly links product, retail, and web design. While many designers excel at creating visually stunning designs, Nitin went beyond that at Lifelines by building a brand identity that resonates across various platforms..."

Justin Riley,  
VP Product Development: Lifelines

Nitin is not just an extremely talented designer, he is a perfectionist. Nitin really processes the assignment and can solve whatever the challenge is through his relentless work ethic and raw talent.

Ian Wishingrad  
Co-Founder & CMO Three Wishes  
Founder BigEyed Wish  
Host on Adweek

"It's hard to find designers as good as Nitin these days. I know because I've tried and failed. Nitin is a unicorn because he has the rare ability to think about the big picture, while still being able to focus on the small design details that make all the difference. His design is successful because it moves people to take action. This is because Nitin has an incredible amount of empathy..."

Adria Boyle  
Director: Yale University,  
Stakeholder Innovation and Management

"Nitin is a unique and wonderful creative leader. He propelled our team forward by fostering collaboration and innovation, and pushed our creative thinking to new heights.."

Heidi Sullivan  
Design Director: HeidiSullivan Design