

Aniruddh Gawas

Design Leader

aniruddhgawas.com
aniruddhgawas@gmail.com
+91 9699234439

Design leader with 10+ years building brand identity systems, integrated campaigns, and visual storytelling across FMCG, alcobev, consumer electronics, and streaming media, with a multi-disciplinary approach spanning graphic design, motion design, UI/UX, 3D, and AI-assisted workflows. At JioHotstar, I direct title marketing and platform-wide creative for global entertainment and sports IP with international studio partners.

WORK EXPERIENCE

JioHotstar / Manager - Design

JUNE 2021 - PRESENT, MUMBAI

Spearheading title marketing creative for major streaming releases, including key art, posters, and full show branding, translating platform and content strategy into visual identity across every touchpoint. I lead a core team of 3 designers plus external motion and production vendors, reviewing and approving output before release. I also own creative direction for pre-match broadcast graphics on flagship sports properties including IPL and ICC events, serve as creative lead on collaborations with international studio partners, and direct celebrity and talent shoots end-to-end.

Dentsu Webchutney / Senior Art Director

OCT 2020 - JUNE 2021, MUMBAI

Led creative development from concept to final delivery on digital-first campaigns for Tinder, Facebook Watch, Evara, and Hershey's, directing internal designers and freelance talent across each brief. I led the execution for Tinder's "Axe Your Ex" campaign, which won 2 Blue Elephants and 5 Baby Blue Elephants at the Kyoorius Awards.

The Glitch / Associate Art Director

MARCH 2019 - SEPT 2020, MUMBAI

Directed launch campaigns across social, OOH, and retail for Diageo's premium alcohol portfolio in the Indian market, shaping the go-to-market visual language for each brand. I mentored design and motion teams working on Smirnoff, Black Dog, Johnnie Walker, Black & White, and Gordon's Gin, reviewing creative before it reached client sign-off.

Fulcro / Senior Designer

MARCH 2018 - MARCH 2019, MUMBAI

Directed visual design strategy and asset creation for ASUS's Indian market relaunch, shaping brand differentiation for the Zenfone Max Pro and flagship 5Z across retail, digital, and launch events. I also directed integrated marketing campaigns and social content for Gillette, Bajaj Electricals, Hero MotoCorp, and SBI Cards, balancing print, digital, and retail touchpoints.

MSL Group / Junior Art Director

JULY 2016 - MARCH 2018, MUMBAI

I created print, digital, and campaign collateral for public sector and corporate clients including Swachh Bharat, Burrp, IDBI Bank, Honeywell, and Monsanto, taking each brief from concept through finished asset. I also expanded into video editing and 2D animation, delivering video assets for client pitches.

Schbang / Graphic Designer (On Contract)

MARCH 2015 - SEPT 2015, MUMBAI

Produced graphic design assets across digital and print for early-stage clients at a fast-paced startup, juggling multiple briefs under tight turnarounds and building the production skills I've carried forward since.

EDUCATION

Thakur College / B.sc Animation

JUNE 2011 - MARCH 2014, MUMBAI

SKILLS

Direction:

- Social Media Content Strategy
- Brand Identity & Campaign Strategy
- Title Marketing & Show Branding
- Brand & Platform Marketing
- Team & Freelancer Management
- Celebrity & Talent Shoot Direction
- Cross-Functional Stakeholder Management

Software: Photoshop • Illustrator • After Effects • Blender

AI-Assisted Workflows: Adobe Firefly • Midjourney

• Runway ML • Higgsfield • Kling

RECOGNITION

Rockstar Award

Employee recognition for outstanding performance

Disney+ Hotstar (Currently JioHotstar)

2022

Kyoorius Award

2 Blue Elephants & 5 Baby Blue Elephants -

"Axe Your Ex" campaign for Tinder

Dentsu Webchutney

2020

Premier League Award, Q1

Employee recognition for outstanding performance

MSL Group

2017