

Aniruddh Gawas

DESIGN LEADER

PORTFOLIO

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CONTACT

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Mumbai, India

CORE EXPERTISE

Creative Direction

Motion Design

Illustration

UI Design

3D Design

Branding

AI Workflows

SOFTWARE

Photoshop

Illustrator

After Effects

Premiere Pro

Blender

Figma

EDUCATION

B.sc Animation

Thakur College, Mumbai

2011-2014

PROFILE

Creative Design Leader with 10+ years of experience creating impactful campaigns across entertainment, sports, and consumer brands. Skilled in branding, campaign design, visual storytelling, and motion-led creative across digital and broadcast platforms.

Worked with leading brands including JioHotstar, Tinder, Hershey's, Diageo Brands, ASUS and Bajaj, with experience across major sports and entertainment properties including IPL and ICC events.

Experienced in leading multidisciplinary creative teams across branding, motion graphics, UI, illustration, and end-to-end campaign execution.

EXPERIENCE

JioHotstar

Manager - Design

June 2021 - Present

- Spearheaded title marketing design across posters, key art, and show branding for one of India's largest streaming platforms directing celebrity shoots and aligning visual output with campaign narratives and brand identity at scale.
- Designed pre-match show graphics and promotional creatives for large-scale sports and entertainment properties, delivered across the JioHotstar platform and performance marketing channels.
- Drove platform-wide visual communication strategy for JioHotstar's evolving brand identity, shaping how millions of users experienced major releases and marketing campaigns.
- Collaborated within a fast-paced design team across high volume campaign execution, live-event creatives, and tight-turnaround production environments.
- Produced motion-led marketing creatives and performance assets for international title promotions, working directly with global media brands including HBO, Peacock, and Paramount.

Dentsu Webchutney

Senior Art Director

Oct 2020 – June 2021

- Oversaw the creative process for brands like Tinder, Facebook Watch, Evara, Hersheys from concept to delivery for major digital-first campaigns, working alongside designers and freelancers.
- Secured a Kyoorious Award for the innovative “Axe Your Ex” campaign, showcasing strategic brand storytelling and high-impact motion graphics for Tinder

Glitch

Associate Art Director

March 2019 – Sept 2020

- Spearheaded the creative production of a wide range of assets, from social media content and motion graphics to print and retail designs, ensuring strong brand consistency.
- Provided creative guidance to designers, overseeing the successful execution of multi-platform campaigns for clients like Smirnoff, Black Dog, Johnnie Walker, Black & White, Gordons Gin.

Fulcro

Senior Designer

March 2018 – March 2019

- Developed social media content and marketing campaigns for brands like ASUS, Gillette, and Bajaj Electricals. Executed creative strategies for cross-platform marketing campaigns, ensuring strong visual storytelling and brand consistency.

MSL Group

Junior Art Director

July 2016 – March 2018

- Created integrated campaigns, print media, and social media content for brands like Swachh Bharat, Burrp, IDBI Bank, Honeywell, Monsanto.
- Expanded responsibilities to include animation and video editing for client projects, enhancing storytelling and engagement.

Schbang

Graphic Designer

March 2015 – Sept 2015

- Designed digital assets, social media creatives, and branding materials. Assisted in the development of creative pitch presentations.