

RESUME

Nabha Shetye

Brands currently working for:

1. Manipal University
2. GlobalNxt University
3. Tata Global Beverages
4. Total Environment Building Solutions
5. Kay International
6. Angels in my kitchen
7. Benito's Restaurant
8. Marlabs, a US based software company
9. NTT Data, a software company
10. Theramyt Novobiologics
11. Chainaram Sweets, New Delhi

Associate Creative Director

Mudra DDB Bangalore, India. (2 years 1 month)

1. UB Group (Signature whisky, No.1 Dietmate Whisky, No.1 Rum).
Ad campaigns, TV scripts, On-ground promos, Logo units
2. Cycle Agarbathies Incense sticks
Brand Identity Manual. Conceptualised and art directed print ads and corporate TV commercial.
3. Skyline Properties
Created several property logos and brochures. Conceptualised their mascot.
4. Prestige Kitchen Boutiques.
Ad campaigns, Direct Mailers

Group Head - Art

Mudra DDBNew Delhi, India (1 year 8 months)

1. Volkswagen
Launch of the brand in India. Launch campaign of Volkswagen Passat. Brochures for VW Passat and VW Touareg.
2. HBO
Print ad campaigns, Direct Mailers, Invites to Shows, Innovative ideas for printed schedules every month, Creation of their mascots, Radio ads etc.
3. TimesJobs.com
Print ad campaigns, Conceptualised and supervised Television commercial, Internal Communication, Job fair communication etc.
4. Safal Supermarket
Internal Signage system, Logos and Product promos

Sr. Art Director

Rediffusion DY&R (2 years)

1. Airtel
Print ad campaigns, Direct Mailers, Promo Logos, Posters etc.
2. PVR Cinemas
Print ads, Direct Mailers, Packaging of food and beverages, Logos, Brochures etc.

Art Director

Lowé LintasNew Delhi, India (1 year 10 months)

1. LG Electronics
Print ads, Point-Of-Purchase material, Logo units, Brochures, Packaging etc.
2. Woodland Shoes
In store poster campaign and graphics.