

Kshitij Patil

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Trusted Creative Director with 8 years directing brand campaigns and creative teams from concept to launch across fintech, hospitality, travel-tech, and agency environments. Experience leading cross-functional creative talent (designers, copywriters, external agencies), owning client relationships, and integrating AI-powered tools into creative production without sacrificing craft or customer focus.

EDUCATION

Drexel University

Master of Science in Information Systems

(Major: Data Science / Minor: Data Analytics)

Philadelphia, Pennsylvania

(Graduated: September, 2026)

GPA: 3.9 | Inducted, Upsilon Pi Epsilon (YPIE)

Dr. D. Y. Patil College of Applied Arts and Craft

Bachelor of Fine Arts in Applied Arts

(Major: Communication Design / Minor: User-Interface Design)

Pune, India

(Graduated: July, 2017)

GPA: 3.5

EXPERIENCE

TATA Digital – Financial Services

Senior Designer – Creative & Marketing Direction

Bangalore, India

(September 2023 - November 2024)

- Directed end-to-end creative strategy and campaign concepts for Tata NeuCard's IPL 2024 launch, running a cross-functional creative process across product, growth, and partner marketing stakeholders on a program that reached 2M+ active cardholders and 12M+ monthly transactions.
- Reviewed, directed, and approved multi-channel creative produced by two external agencies (Changing Tree, Schbang Digital), spanning acquisition assets, booth design, interactive PDFs, and emailer/paid/search creative, presenting direction and results in daily and weekly stakeholder syncs.
- Identified a creative production bottleneck and piloted an AI-integrated workflow (LLMs, Midjourney, ChatGPT) that compressed a month-long delivery cycle to two weeks, then restructured internal budget processes into iterative two-week sprints to sustain the pace.
- Led full creative direction for Praarambh 2.0, Tata Digital's flagship milestone event: visual identity, logo, stage design, photobooth, signage, and merchandise.

Treebo Hotels - Hospitality

Senior Designer – Brand & Creative Direction

Bangalore, India

(April 2022 - Aug 2023)

- Directed creative strategy and quality across social, SEO, and brand identity as senior member of the performance marketing team, overseeing an external creative agency and reporting directly to the Director and VP of Growth Marketing.
- Rebuilt and led creative direction for Treebo's YouTube channel from the ground up, launching an in-house production workflow that drove a 28% year-over-year lift, 3.6M impressions, and 210,000+ direct engagements.
- Directed the full repositioning of the Itsy sub-brand: authored the brand book and B2B messaging playbook and presented the strategy directly to senior leadership, reversing a reputational risk and growing the segment's following from ~10K to 27K.
- Led and managed a team of designers and copywriters: ran ongoing capacity planning, tracked static vs. motion strengths, and QA'd output across internal staff and external agency partners; participated in full sprint cadence (planning, standups, reviews, retrospectives) to keep creative aligned with product timelines.
- Hired and mentored a junior designer, later promoted to senior after my departure.

Schbang Digital - Agency

Senior Designer – Creative and Client Direction

Bangalore, India

(2021 – 2022)

- Led creative direction and team management for a 5-person team of designers and copywriters across three concurrent client accounts (Domino's, Rupeek, OnSiteGo), each with a distinct brand voice, delivering 5–7 creatives a week across formats.
- Owled creative conceptualing and client-facing presentation of ideas in briefings, translating each brand's goals into campaign directions across digital, print, and social.
- Built internal creative-skill challenges and mentored junior designers on emerging design-software techniques.

OML (Only Much Louder) – Entertainment/Media Company

Senior Designer – Creative Direction

Mumbai, India

(2019 – 2021, two distinct engagements)

- The Circuit Comedy Festival (2019–2020):** Directed the creative concept and full design library spanning digital, print, and out-of-home (OOH) for this nationwide comedy tour across three cities featuring 100+ comedians; identified and championed a creative insight (short, face-forward copy) that measurably outperformed longer copy for established acts. Project ended with the tour's cancellation due to the pandemic.
- Breezer Vivid Shuffle (2020–2021):** Led the creative repositioning of this hip-hop battle festival from a physical event into a pandemic-era digital format, directing the funnel that narrowed thousands of entries to 96 finalists across four crews, featuring 2 film-star ambassadors and 4 celebrity captains.

Vanguard ID Systems - Manufacturer
Marketing Associate – GTM & Creative Direction

Downingtown, PA, USA
(September 2025 – January 2026)

- Directed creative concept and execution for a brand relaunch GTM: competitive research, customer interviews, refreshed creative assets, and a content calendar across social, seasonal, and partnership channels, presenting the strategy directly to senior leadership.
- Planned a CRM data migration and built the revenue/pipeline dashboards now used by sales and leadership, applying the same judgment-driven rigor to a technical project as to a creative one.

PROJECTS

FlippAR - Travel Tech Startup
Designer

Bangalore, India
(2018–2019)

Directed and built the redesigned mobile app interface and an AR “teleportation sphere” for location immersion, 3D monument replicas, and a scanner feature recognizing monuments and surfacing contextual details (Unity, ARCore, Blender).
Alongside the build, led on-the-ground user testing, developed personas and user stories, iterated acceptance criteria, participated in sprint ceremonies, and secured formal partnerships and compliance sign-off with the Karnataka State Tourism Department and Bangalore Airport Authority.

BillBolo - BNPL Fintech Startup
Product & UX Design Consultant

Bangalore, India
(2020-2021)

Conducted market research on credit familiarity and BNPL misconceptions in underserved Tier 3/4 Indian cities, shifting the design approach from a “metro-first” pattern to a trust-building approach for first-time borrowers, and built the homepage experience directly from that research.

My Urban Menu (MUM) – Cloud Kitchen
Branding and Marketing Design Consultant

Mumbai, India
(2021)

Directed full brand identity from scratch (logo, visual identity) plus messaging, marketing collateral, and a scheduled social media content calendar for always-on brand presence at launch.

Mullen Lowe Lintas – Castrol
Designer

Mumbai, India
(2019)

Illustrated a library of 120 custom cricketer caricatures for Castrol's #CastrolMatchProtector IPL Instagram activation, delivered with a 3-person team via Lowe Lintas in 2 months.

TECHNICAL SKILLS

Creative Direction & Strategy: Creative Strategy & Concept Development, Campaign Ideation, Brief-to-Launch Ownership, Brand Positioning, Multi-Channel Creative Execution (Digital, Print, Social, Video)

Team & Client Leadership: Creative Team Management & Mentorship, External Agency & Freelancer Direction, Client Relationship Management, Cross-Functional Stakeholder Management, Executive Presentations

AI & Emerging Tech: AI-Driven Creative Workflow Optimization (Midjourney, ChatGPT, LLMs), AR/3D Prototyping (Unity, ARCore, Blender)

Design & Production: Figma, Adobe Creative Suite, Procreate, InDesign, Photoshop, Illustrator, Keynote

UX & Design Research: User Research, Usability Testing, User-Centered Design, User Journey Design

Data & Delivery: SQL Data Modeling, A/B Testing, HubSpot, PowerBI, Agile/Scrum, Jira, Process Documentation

CERTIFICATIONS

Foundations of User Experience (UX) Design, Google

Grade Achieved: 83.88%, 2023

Introduction to Augmented Reality and ARCore, Google AR & VR

Grade Achieved: 92.50%, 2023

Fundamentals of Marketing Strategy, University of London

Grade Achieved: 97%, 2026