

CORE COMPETENCIES

Executive Creative

- Art Direction
- Brand Architecture
- Design Systems
- Creative Operations
- Team Leadership
- Quality Governance

Design & Motion

- UI/UX Design
- Motion Graphics
- Video Editing
- 3D Animation
- Visual Identity
- Web Design

Generative AI

- Midjourney
- Adobe Firefly
- Runway ML
- ChatGPT
- DALL-E

Software Proficiency

- Illustrator
- Photoshop
- After Effects
- Premiere Pro
- InDesign
- Figma
- Maya
- 3ds Max
- CorelDRAW
- Final Cut Pro

INDUSTRY VERTICALS

- Broadcast Media
- Digital Publishing
- Hospitality
- Premium Retail
- Production Houses
- WEB3 / Interactive

EDUCATION

Maya Dynamics & Combustion

Maximus, Mumbai
2006

Animation & VFX

MAAC, Mumbai
2004

Bachelor of Commerce

Cambridge College, Delhi
2003

CONTACT

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A **senior creative leader** with 15+ years orchestrating visual operations across broadcast media, premium retail, and hospitality — presently directing the central digital graphics division at **Times Network** across 7 high-traffic YouTube channels and corporate digital platforms. Recognised for building resilient **brand systems at scale**, leading multi-disciplinary creative teams, and pioneering **Generative AI integration** into professional production pipelines.

7

YouTube channels
under creative direction

15+

Years of professional
design leadership

5+

Industry verticals
across career span

CAREER HISTORY

Times Network

May 2018 — Present

ART DIRECTOR · DIGITAL VIDEO TEAM

- Orchestrate creative operations for the central digital graphics division, overseeing end-to-end production for **7 high-traffic YouTube channels** — Times Drive, Times Foodie, Zoom, Telly Talk, Tn+, TimesNow, Times Now Navbharat, Bhakti Times — and the Times Network corporate website.
- Architected comprehensive brand design systems and visual identities securing cross-platform consistency across major broadcast show launches, digital IPs, and on-air assets.
- Pioneered the integration of Generative AI (Midjourney, Firefly, Runway) into production pipelines, **slashing asset turnaround by 12–15%** while expanding creative iteration capacity across simultaneous campaigns.
- Mentor and lead a multi-disciplinary team of **5+ designers and animators**, fostering a culture of high-output quality and streamlining cross-functional workflows with marketing, content, and production divisions.
- Collaborate with senior stakeholders to conceptualise and execute campaign visual strategies for channel launches, premium brand partnerships, and television crossover content.

Foodhall – Future Group

Apr 2017 — May 2018

VISUAL COMMUNICATION DESIGNER

- Directed national visual communication strategy for a premium retail estate, managing complex design-to-fabrication dockets for **9 nationwide store launches** spanning in-store graphics, print, and digital assets.
- Established brand execution standards and oversaw all vendor coordination ensuring cohesive, consistent brand delivery across every physical touchpoint.

LEADERSHIP PROFILE

Creative operations management
Multi-channel brand governance
Team building & mentorship
Cross-functional collaboration
Broadcast production pipelines
AI workflow architecture
Pitch & narrative design
3D, motion & interactive media

LANGUAGES

English · Hindi · Bengali

INTERESTS

Cinema · Travel · Music
Reading · Dance
WEB3 & Interactive Design

CAREER HISTORY — CONTINUED

ColorsPlot *(Freelance Practice)*

Feb 2015 — Present

CREATIVE DIRECTOR & GRAPHIC DESIGNER

- Conceived and delivered brand identities, pitch decks, and campaign collaterals for hospitality clients including Four Points by Sheraton, The Sheraton, and Brigade Gateway Bangalore.
- Produced strategic visual storytelling packages for leading production houses — Monozoygotic, Colosseum, Medium Rare, India Film Factory — alongside editorial video work for the British Council.

Salt Studios

Feb 2015 — Dec 2016

ART DIRECTOR

- Directed creative output across web, app, and IP development projects; supervised the design team, championed quality standards, and led high-impact client pitches demanding creative and strategic alignment.

Westin Mumbai Garden City

Apr 2013 — Feb 2015

GRAPHIC DESIGNER

- Designed full-suite marketing communications for hotel operations — food & beverage campaigns, festivity programmes, SPG membership, and video design assets for internal and external brand expression.

V-Stretch Studio

Sep 2008 — Dec 2011

3D GENERALIST

- Executed high-fidelity 3D modelling, texturing, real-flow dynamics, and animation for nationally broadcast advertising campaigns — Nivea, Feviquick, Thums-Up, Complian, Fortune, and IPL Royal Challengers Bangalore.

