



Joy Sen Gupta

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I aspire to grow as a creative thinker, by combining different disciplines of visual arts, music, film/video, digital and interactive applications. I believe that it's a great time to be an artist and an ideator.

I have 20 years of Advertising/Digital./Design/Web/Mobile Experience, which includes 5 years of Filmmaking and 2 years of Animation experience. In terms of categories, I have worked on Insurance (Respond, Aviva, Apollo Munich), Automobile (Maruti Suzuki, Honda), Consumer Durables (Samsung, Whirlpool, GE, Hitachi, Daikin), Food & Drink (Nestle, Pepsi, Wrigleys) Construction (Pratham Grp, Jaypee, DDA), Telecom (Airtel) and Mobile & Technology (Samsung, Yahoo, Micromax, Sony Ericsson) to name a few.

Over the years, I have collected couple of accolades, including a BAFTA, Spikes Asia, The Work, Goafest, Created Some Digital Products among others and a wiki page.

I have held various senior positions and have been associated with Unyscape, Cheil, Mullen Lowe Lintas Group, J. Walter Thompson, Contract, DDB Mudra Group, BBDO and Dentsu amongst others.

I enjoy the fast-paced, dynamic atmosphere of the advertising world and my energy combined with critical thinking skills lend themselves well to this task. I feel I excel in both written and verbal communication and strive to ensure that every member of the team is working together in the entire creative process. Above all my creative vision is my greatest asset. Clients keep praising me for my ability to bring ideas and campaigns to fruition that stand out above the rest.

Skills: Advertising, Films, UI/UX, Digital, Strategy, Graphic Design, Logo Design, Branding and Identity, Typography, Packaging, Photoshop and Illustrator.



- Unyscape Infocom Pvt. Ltd.**
Jan. 2021 **Creative Director**
 Creating digital assets and heading the creative department along with business development and management. Working on varied clientele like *WiserAdvisor, Bank of Baroda Financial, Unilever Global, eOutlet, Yahoo, Rapyuta Robotics, Sportslumo, CareerBliss, ACE, Smile Foundation* and *more.*
- Self Employed**
May 2018 - Dec. 2020 **Creative Consultant**
 Working with brands as creative consultant. Consulting on their brand strategy along with client management and creative execution.
- Brain Maalish Pvt. Ltd.**
Feb. 2017 - May 2018 **Creative Partner**
 Heading the creative department as well as business management; along with working on brand strategy. Handling a team of 9 people. Worked on clients like *Pratham Group, Gaurson, Selzer* and *more.*

Academic Qualifications

- Senior Secondary Examination - CBSE
- Graduation - Delhi University (opted out)



Professional Qualification

- 1 year course as visiting student from Shankar's Academy of Art.
- 6 months on work training on AVID (non-linear editing suit).
- 2 years of Programming & Telecom from NIIT.



Cheil India Pvt. Ltd

- July 2014 [Senior Creative Director](#)
- Nov. 2015 Creative Ideation to Execution + Brand Planning + Internal Management Decisions. Handling a team of 12 people with inputs in design, copy, digital, activation and production. Worked on clients like [Samsung](#), [Fox Life \(Bike Week\)](#), [Apollo Munich Insurance](#) and [inShorts news app](#).

MullenLowe Lintas Group

- Aug. 2013 [Unit Creative Director](#)
- June 2014 Creative Ideation to Execution + Brand Planning. Handling a team of 8 people with inputs in design, copy, branding, digital, activation and production. Worked on clients like [Micromax](#), [Hindustan Times](#), [Maruti \(Alto, K10, Omni & Dezire\)](#), [HERO](#), [Havells](#) and [Dabur \(Hajmola\)](#).

J. Walter Thompson

- July 2012 [Creative Director \(2\)](#)
- July 2013 Creative Ideation to Execution + Strategise with the Planning Team. Handling a team of 6 people with inputs in design, copy, digital, activation and production. Worked on clients like [Nestle \(Kitkat, Munch, Milkybar, Bar One & Alpino\)](#) and [Airtel](#).

Contract India Pvt. Ltd

- Dec. 2011 [Creative Director](#)
- July 2012 Creative Ideation to Execution + Brand Planning. Handling a team of 9 people with inputs in art, copy, branding, digital, activation and production. Worked on clients like [NIIT](#), [Ten Sports](#), [Tata Photon Docomo](#) and [J.K. Tyre](#).

DDB Mudra India Pvt. Ltd.

- Dec. 2010 [Associate Creative Director](#)
- Nov. 2011 Creative Ideation to Execution. Handling a team of 6 people with overseeing and coordinating design, digital, activation and production. Worked on clients like [Wrigleys](#), [GE](#), [Twinings](#), [The Sunday Gaurdian](#), [Jaypee Industries](#) and [Dabur](#).

BBDO India Pvt. Ltd

- Sept. 2008 [Associate Creative Director](#)
- Nov. 2010 Creative Ideation to Execution + Brand Planning. Handling a team of 6 people. Worked on clients like [HP](#), [Pepsi 7Up](#), [Nimbooz](#), [Aviva](#), [Wrigley's Doublemint](#) & [Juicy Fruit](#), [Quaker Oats](#), [Gillette](#) and [Real Channel](#).

Contract India Pvt. Ltd

- June 2007 [Creative Group Head](#)
- Aug. 2008 Complete creative custody from concept development to production. Logo/Identity design, art direction and copy input for ad campaigns/branding. Worked on clients like [Whirlpool](#), [Honda](#), [NIIT](#), [Jivanjor](#), [Creambell](#), [JK Tyres](#) and [Dominos](#).

Accolades

- TVE Corporate Sustainability Award at BAFTA [[Aviva Great Wall of Education](#)]
- Gold at Spikes Asia [[Aviva Great Wall of Education](#)]
- CRY Child Rights Champion Award [[Aviva Great Wall of Education](#)]
- 'Out-of-the box PR idea' award at the India PR & Corporate Communications Awards [[Aviva Great Wall of Education](#)]
- Featured in The Work [[Aviva Great Wall of Education](#)]
- Gold at Mirchi Kaan [[Airtel RJ calling RJ](#)]
- 1 Silver and 2 Bronzes at Goafest [[Airtel Friendship Band](#)]
- Silver in the DAC Eureka [[Oranges Film](#)]
- Gold at Proximity Global Awards [[Aviva Great Wall of Education](#)]
- Silver at Bloomberg Award [[Airtel Friendship Band](#)]
- Silver at The Dentsu Kaicho Award [[Daikin](#)]
- 3 Shortlists at Goafest [[Airtel Friendship Band](#)]
- Shortlist in Rajasthan Patrika CCA [[Public Service](#)]



Everest Brand Solutions

- Oct. 2006 **Creative Group Head**
- May 2007 Concept development to production. Logo/Identity design, art direction and copy input for ad campaigns/branding. Worked on clients like *Hitachi, Godfrey Phillips India, Indian (Airlines), The Intercontinental Grand, Yatra.com, JK Tyres* and *Kohinoor foods*.

Dentsu Marcom Pvt. Ltd.

- Nov. 2005 **Senior Art Director**
- Oct. 2006 Concept development to production training. Worked on clients like *Honda, Sony Ericsson, Daikin, Park Avenue, Canon, Vatika, Pahntom, JP Hotels* and *Suzlon*.

iB&W Communications Pvt. Ltd.

- Jan. 2003 **Art Director**
- Nov. 2005 Concept development to production training. Worked on clients like *Siemens, Valvoline, Elite, Hindustan Times, Delhi Govt., Khaaja Chowk, Pergo* and *J.K. White Cement*.

F.S. Adverting Pvt. Ltd.

- Jan. 2002 **Senior Visualiser**
- Dec. 2002 Concept development to execution, along with production training. Worked on clients like *Converges, Delhi Development Authority, vCustomer* and *Ruby Tuesday*.

Grasshoppers

- Jan. 2001 **Visualiser**
- Dec. 2001 Concept development to execution, along with production training. Worked on clients like *HP, Yonex, Sony, Amity, Times of India* and *Heritage*.

**General Information**

- Date of Birth - 28 July, 1978
- Father's Name - Late D. Sen Gupta

**Other Activities**

- I have also been involved with Films, as Director, Editor & Art Director.
- I have been involved with the theater group 'Yatrik' as Director & Production Asst., including Light Design.
- I was working, as well as training with an Animation Studio.

