

AANYA NIGAM

425-221-8348

AANYANIGAM.COM

AANYA@AANYANIGAM.COM

ART DIRECTOR
COPYWRITER
PHOTOGRAPHER
DIRECTOR
DESIGNER
MUSIC PRODUCER



+
MULTI-DISCIPLINARY
CREATIVE

SKILLS

Hard: Art Direction | Copywriting | Creative Consulting | 360° Creative Strategy | Social Strategy
Graphic Design | Branding Design | Layout Design (Digital + Print) | Photography | Photo Retouching
Pre-Production | Event Production | Video Production | Video Post-Production | Music Composition
Sound Design | Color Grading

Soft: Problem Solving | Presentation | Communication | Production | Leadership | Collaboration

SOFTWARE

Photoshop | Lightroom | InDesign | Illustrator | Premiere Pro | xD | Logic Pro X | Final Cut Pro | Wix
After Effects | Womp | Blender | Da Vinci Resolve

EDUCATION

ArtCenter College of Design ————— Sep 2018 – Dec 2021

B.F.A in Creative Direction / Advertising

Focus of Study:

360° concept development, art direction, copywriting, design fundamentals + applications (digital + analog), experiential advertising, branding, typography, layout design (digital, interactive + print), film, photography + more

Honors:

Work displayed in Hillside Student Gallery (2x)

EXPERIENCE

ONGOING

RPA (Rubin, Postaer & Associates) ————— Jan 2024 to present

Junior Art Director

(contract)

Clients: RPASocial + Spotless Brands

Responsibilities: Served as the visual creative on projects for the team responsible for social campaign creation for internal and client usage

Art Center College of Design ————— Jan 2024 to present

Assistant Professor (Volunteer)

Classes: Digital Narrative, Intro to Creative Direction

Responsibilities: Helped coach, critique, and mentor current students in the advertising department in relation to specific course material

Achievements: Currently formulating a new class offering with college leadership to teach current and future advertising students based on my experience in advertising and the music industry

Pixuhl ————— 2017 to present

Freelance Creative Director, Photographer, and Director

(self-employed)

Responsibilities: Holistic visual + strategic brand direction for musicians, artists & more

Achievements: Served as creative director and producer for 25+ rollouts; helped client's social and listening metrics grow by 200%+; collaborated with labels & artists directly to conceptualize rollout strategy + visual creative

Prominent Label Affiliations*: 88rising, Insomniac, Nightmode, Dimmak, Bitbird, Seeking Blue

Prominent Artists*: Mothica, Devault, Pauline Herr, Darby, Social House, Rahmaan, Juuku

*full list available on website

(continued on next page)

EXPERIENCE**PAST****V Collective** _____ December 2023

Art Director / Creative Lead

(contract)

Clients: Canon**Responsibilities:** Served as the visual creative lead for a marketing collateral (interactive digital + print) for B2B and consumer usage**Kern (Omnicom)**

Nov 2022 to Mar 2023

Art Director (Mid-Level) _____

(contract)

Clients: Canon, AT&T, Discover & New Business**Responsibilities:** Served as the visual creative lead on projects for the team responsible for advertising campaign creation**Achievements:** Led a new business pitch with the CCO within 3 months of tenure, Presented directly to client stakeholders and sold work that acquired business, Worked on several internal projects hand-in-hand with C-Suite**Dear Freeda / Hello Kuya (fka Contrabureau)** _____ Jan 2022 to Aug 2022

Creative (Art Director + Copywriter)

(contract)

Clients: Amazon, Papa, Gran Cormino, Wildflower Interactive, Chamberlain Coffee, Swoon, Purely Elizabeth, Pandora & New Business**Responsibilities:** Provided both copy, aesthetic, and strategic production for the team responsible for creating advertising campaigns**Achievements:** In 6 months, was actively participating in client presentations and pitches; presented directly to client stakeholders and sold work that acquired business; actively strategized + created content for increased engagement for CB company socials**AANYANIGAM.COM****AANYA@AANYANIGAM.COM****425-221-8348**