



NAME: AANYA NIGAM

PRONOUNCIATION: (AHN-ya NIH-gum)



CONTACT:

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AANYANIGAM.COM

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ART DIRECTOR

COPYWRITER

PHOTOGRAPHER

DIRECTOR

STRATEGIST

DESIGNER

MUSIC PRODUCER



MULTI-DISCIPLINARY
CREATIVE

EDUCATION



ArtCenter College of Design

B.F.A in Creative Direction fka Advertising

FOCUS OF STUDY:

creative conceptualization, art direction, copywriting, design fundamentals + applications (digital + analog), 360° advertising, experiential advertising, branding, typography, layout design, film, photography & more

HONORS:

work displayed in Hillside Student Gallery (2x)

SKILLS



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

HARD

Problem Solving
Presentation
Communication
Production
Project Management
Leadership
Collaboration
Professionalism

SOFT

SOFTWARE



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

*currently learning software

EXPERIENCE



Kern (Omnicom)

Nov '22 to Mar '23

Art Director

Utilized multiple skillsets in creation of campaigns and applicable content from pitch to premiere for clients such as:

Canon, Discover, AT&T & New Business

RESPONSIBILITY:

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 4 months of tenure
- Presented directly to client majority stakeholders and sold work that acquired business
- Worked on several internal projects hand-in-hand with C-Suite

Contrabureau

Jan '22 to July '22

Creative (Art Director + Copywriter)

Utilized multiple skillsets in creation of campaigns and applicable content from pitch to premiere for clients such as:

Amazon, Papa, Gran Cormino, Wildflower Interactive, Chamberlain Coffee, Swoon, Purely Elizabeth, Pandora & New Business

RESPONSIBILITY:

Provided both conceptual (copy + strategic) and aesthetic production for the team responsible for creating advertising campaigns

ACHIEVEMENTS:

- In 6 months, was made responsible for preparing decks for client presentations
- Presented directly to client majority stakeholders and sold work that acquired business
- Strategized + created content for increased engagement of CB across company socials

Pixuhl

2017 to ongoing

Self Employed

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

SERVICES:

Freelance Photography, Videography, Strategy, Graphic & Brand Design

ACHIEVEMENTS:

- Served as creative director and producer for 10+ rollouts
- Helped grow multiple clients' engagement metrics by +200-300%, if not higher
- Collaborated with labels to direct artists' rollout strategy both visually and conceptually

CLIENT LIST:

Labels: Dimmak & Bitbird

Publications: Girl Gaze (Digital), Adolescent Content (Social) & Grumpy Magazine

Musicians: Mothica, Devault, Pauline Herr, TWERL, Sophie Meiers, DJ TOPGUN, Social House, Gudfella, Juuku, La Bouquet, Madnap, Josh Golden, Josh Levi, Slow Shudder, Xtraspice, Rahmaan, Lumasi, Mark Redito, Emerald Gates & more

Actors: Sarah Desjardins, Nathaniel Potvin, Kayla Maisonet & Niki Koss

Brands: Elaine Kim Collection

Gallery: Shockboxx Gallery, Ahmanson Gallery

Lori Dorman & Co

Apr 2017 to Sep 2017

Client Liason + Pre-Editor

Served as point of contact for client needs from inquiry to shoot day, prepared all pre-shoot production, and culled 3000+ image shoots in regards to studio standards