

Nazm Saigara

CREATIVE DIRECTOR

(+91) 9820928052
saigaranazm@gmail.com
Mumbai, India

With 10 years of experience in visual design, I bring a proven track record as a creative director specializing in branding, UI/UX design, and digital marketing. My strategic mindset and leadership skills drive visually stunning outcomes, seamlessly managing design processes and fostering innovation. I excel in creatively communicating across diverse industries, ensuring projects stand out with excellence.

Portfolio WWW.NAZMSAIGARA.COM

Work Experience **Creative Director at Malted Minds**

February 2018 – Present

- Spearheaded innovative design initiatives for prominent clients such as Taj Hotels, JW Marriott, St Regis, and Nature's Basket, enhancing brand identity and catalysing business transformation.
- Led a team of design professionals, facilitating brainstorming sessions, assessments, and providing guidance to enhance creative productivity.
- Fostered cross-departmental collaboration with copywriters, marketing, and strategy teams, aligning design concepts with business objectives and market trends.
- Collaborated with clients to translate brand and business needs into effective design strategies, fostering creativity through strategic design workshops for impactful visual representation and business expansion.
- Established partnerships with esteemed design studios (e.g., Landor, Beyondesign) and digital agencies (e.g., Indigo Consulting, LIQVD ASIA).

Design Manager at Erulearning Solutions Private Limited

April 2021 – January 2023

- Formulated impactful branding and digital strategies for esteemed international schools, including Kellogg Northwestern, MIT xPRO, Wharton, and LBS, leading to a 25% increase in online visibility.
- Directed marketing strategies and performance campaigns for over 12 schools, achieving a 15% uptick in lead generation.
- Cultivated strategic partnerships with school advisers, yielding meaningful outcomes and fostering strong connections.
- Headed a team of 6 designers, optimizing processes for time efficiency and task automation, resulting in significant gains across designers, writers, marketers, and developers.
- Utilized social media metrics for data-driven, impactful campaigns, resulting in a notable 20% increase in social media engagement.

Sr. Art Director at L&K Saatchi & Saatchi

October 2017 – February 2018

- Pioneered advertising, merchandising, and marketing initiatives for Idea Cellular, showcasing exceptional creativity and strategic thinking.

Art Director at Scarecrow Communications

April 2016 – September 2017

- Innovated packaging for Rasna - Fruit Fun and devised advertising, merchandising, and marketing strategies for distinguished brands.

Jr. Art Director at iContract Advertising

September 2014 – March 2016

- Implemented creative communication and digital marketing campaigns for Shoppers Stop and Tata Docomo. Played a pivotal role in the conception and successful launch of Truly Madly.

Graphic / UI Designer at Colourcraft Studio

April 2013 – August 2014

- Spearheaded the design and development of brands for establishments like D'Bell Cafe & Lounge, Cafe Sabrosa, Kesari Ras, and Smiles Forever. Executed advertising, merchandising, and marketing projects for prominent print media clients. Designed brand identities and web projects for various clients.

Skills

- Creative Leadership
- Strategic Thinking
- Advanced Software Knowledge
- Brand Development
- UI/UX Design

Education

Diploma in Commercial Art

Nirmala Niketan Polytechnic - 2013

- Awarded 3rd college merit for overall performance in the final year

Advertising and Marketing Communication Strategy

Kellogg School of Management - 2022

MIT's Approach to Design Thinking

MIT Sloan School of Management - 2023

Google UX Design Professional Certificate

Google Career Certificates - 2023

References available upon request

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