

Abhinay Patil

Sr. Integrated Creative | Art

Speaker at Cannes | Grand Jury for New York Festivals | Jury for Mad Stars

I have 16 years of experience in advertising. I graduated from Sir J J Institute of Applied Art in Mumbai and earned a Master's Degree in Advertising Design from SCAD (Savannah College of Art and Design) in Atlanta. In 2019, I had the honor of being a guest speaker at Cannes Lions, and I was also a jury member for the New York Festivals Global Awards in 2016 and 2022.

My love for craft, execution, and creative strategy has helped me grow as a holistic advertiser. I am a creative thinker who believes in the power of good design and simple, effective ideas to solve client problems through media-agnostic creativity. Over time, I've developed strong leadership skills, mastered the art of storytelling that connects emotionally, and learned to do this across both traditional and digital media—all to solve client challenges.

Work Experience

Liwa Content.Driven- Dubai/ Freelance Sr. Integrated Creative March 2025 (Current)

Accounts:

Aster, ENBD, Emirates Islamic Bank, Gulf Oil, Cleveland Clinic

Key Responsibility:

Creative and art direction across digital, film, and animation. Developed an insight-led campaign for Aster on World Health Day. Contributed to digital films for ENBD and Emirates Islamic, while supporting major pitches. Integrated AI tools like MidJourney to elevate visual ideation and concept development.

Blue Apple Advertising- Dubai/ Freelance Creative Director September 2024–November 2024

Accounts:

DIB, DIFC, BloomingBox

Key Responsibility:

Visual and conceptual creative direction, art direction, digital advertising, activations, client presentations, leading a team, animation films, and strategic idea execution across various projects.

Medulla Communications, Mumbai/ Creative Head October 2016–March 2024

Accounts:

MuscleBlaze Nutrition, BigMuscles Nutrition, Lenskart–New Balance, Mylan (International Projects), Abbott, GSK, Novartis, OPPI (Organisation of Pharmaceutical Producers of India), Apollo Hospitals

Key Responsibility:

Creative direction across digital, film, and animation, leading teams of art directors, copywriters, and animators. Led MuscleBlaze's



✉ creativeabhinay@gmail.com

☎ 0585465920

🌐 www.patilabhinay.com

Education

Masters in Advertising Design
Savannah College of Art and Design (SCAD)

Bachelor of Fine Art (Applied Art)
Sir J J Institute of Applied Art, Mumbai

Awards and Recognition

- Effies Bronze, BigMuscles
- Asia Pacific Effies Finalist, MuscleBlaze
- New York Festivals Finalist, McDonald's
- Goafest Finalist, McDonald's
- Savannah Addy 2 Gold, 2 Silver and a Bronze (USA Awards)

- Speaker at Cannes Lions, 2019
- Grand Jury for New York Festivals Advertising Awards in 2016, 2022 and 2023

digital/social campaign (Asia Pacific Effies finalist) and directed BigMuscles Nutrition's film with Ranveer Singh. Directed Lenskart's New Balance film and Eris Lifesciences' #ShareYourPressure campaign with Boman Irani. Managed shoots for Mylan in Budapest, Prague, and Thailand. Presented at Cannes Lions and worked on global briefs for The Bloc Partners, New York.

Grey Worldwide, Mumbai – Creative Controller–Art

October 2013–September 2016

Accounts:

Reliance Communications, Nutella, Godrej Properties, Shaze and Pitch

Key Responsibility:

Drove concept and art direction, client presentations, and team leadership. Led the iPhone launch for Reliance Communications, including shoots with Anushka Sharma. Created campaigns for Nutella ('Magical Mornings'), Godrej Properties, Scotch-Brite, Duracell, and launched the premium brand Shaze.

Ogilvy, Mumbai – Art Director

October 2010–September 2013

Accounts:

IPL, BCCI, Tata Motors, Aegon Religare, Dhanlaxmi Bank, Onida TV

Key Responsibility:

Visual and concept development, art direction, ideation, activation, awards.

Worked closely with the Creative Director and a team of illustrators on the memorable IPL Campaign called 'Carnival'. Launched Tata Safari–Storme, several campaigns for Tata Aria and Tata Sumo; worked closely with the Copy Head for a TV commercial for Dhanlaxmi Bank, built the brand 'Oberoi Realty'

EVB (Evolution Bureau), San Francisco

Summer Intern: 2009

Accounts:

Virgin America, Land's End (Canvas 1963)

Key Responsibility:

Visual and concept development, art direction, ideation, digital ideas, activation.

Worked closely with a team of international creatives on a pitch presentation for Virgin America and Land's End (Canvas 1963)

Leo Burnett, Mumbai – Art Director

February 2005–August 2008

Accounts:

McDonald's, The Coca-Cola Company, Mumbai Mirror, Complan

Key Responsibility:

Visual and concept development, art direction, designing, awards. Worked on various projects for McDonald's; The Coca-Cola Company, packaging for Minute Maid Pulp Orange, and Mumbai Mirror–Football World Cup campaign

Specialties

Creative Direction, Storytelling, Art Direction, Craft, Conceptual Thinking, Integrated Campaigns, Digital, and Social Strategy, Photography, Video, Creative and Strategic Leadership.

Core Skills

- Ideation and Conceptualisation
- Art Direction & Crafting
- Creative Direction
- Client Presentation
- Leadership
- Storytelling

Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign