

Abhinav Pahade

Art Director · Brooklyn, NYC

abhinav.pahade@gmail.com · +1 (201) 702-2963 · [Portfolio](#) · [LinkedIn](#) · [Instagram](#)

5+ years of experience with a background in architecture and strategy. Delivered brand identity, campaign art direction, and packaging systems for Fenty Beauty, Hindustan Unilever (OZiva), and actor Bhumi Pednekar's BackBay, amongst others — each built from brief through production. Gold, Communication Design, White Square 2025. STEM OPT, no sponsorship required.

EDUCATION

MS Strategic Design and Management

[The New School, Parsons SDS](#) · New York · Aug 2024 – May 2026

Capstone — [Articurate](#): A portfolio building tool powered by AI-enabled elicitation and cross-project pattern recognition. A strategic solution co-created with creative professionals to move past blank portfolio templates — using qualitative & quantitative research, design thinking, & AI-assisted prototyping.

Bachelor of Architecture

[School of Environment and Architecture](#) · Mumbai · 2015–2021 · 8.42 CGPA · Exchange: Tongji University CAUP, Shanghai — Urban Studies (2017)

EXPERIENCE

Brand Designer (Internship) | May – Aug 2025

[Anecdote AI](#) · New York · Remote

- Delivered print-ready brand assets for a brand activation in Riyadh under a one-week deadline — brief through vendor-ready files. Developed visual identity and 6-piece graphic narrative system.
- Developed the brand identity for Mono, a new customer experience product built for investor pitch.

Design Strategy Consultant | Jan – May 2025

[Waterworks](#) (via Parsons) · New York · On-Site

- Stakeholder interviews and P&L analysis on luxury cabinetry segment viability; delivered 4-phase exit strategy to founder and C-suite.

Lead Designer and Creative Strategist | Jun 2022 – Jun 2024

[Yellow Ad](#) · Mumbai · On-Site

- Art directed [Fenty Beauty's India launch campaign](#) — made deliberate on-set calls so Indian identity was felt, not stated - while collaborating with industry leading talent, stylists and make-up artists. Handled music supervision — commissioned an original soundtrack and secured approval through [Nykaa](#) and [Fenty Beauty HQ](#) against client preference for stock music; 2.9M views, 0.44% engagement rate (3x Fenty's FY2024 average of 0.17%).
- Led [Mul Secrets](#) end to end — brand strategy, brand identity, and packaging system from zero; designed a single origami-fold biodegradable paper box unifying ointment tubes and edible sachets (73% estimated cost reduction, 2.4x space efficiency); developed a Madhubani-rooted illustration system; creatively directed a [2.5-min film](#) used as the brand document — [Gold, Communication Design, White Square 2025](#).
- Solved [BackBay's](#) premium-vs-tetrapack format problem through a custom palette knife-stroked Himalayan illustration and a monumental typographic system; brand co-founded by actor Bhumi Pednekar. Delivered brand guidelines, packaging design and product launch film.
- Led [OZiva's](#) "Advance" brand extension and designed 3-SKU packaging system for [Hindustan Unilever](#) through e-commerce assets and internal launch
- Positioned and designed [GM Syntex's](#) rebrand as dominance, not arrival — derived monogram from a factory-floor pattern observation; delivered an elegant yet commanding all-caps sans-serif wordmark a 20+ year B2B textile brand could grow into; designed and developed website.
- Led [VoiceCare AI](#) brand strategy and identity from scratch — resolved the tension between AI-energy branding and clinical healthcare branding into a gradient identity system; delivered guidelines and website (AI health tech, SF — raised \$4.53M seed).
- Directed a 14-member cross-functional creative team across 12 branding projects and 3 integrated campaigns.

ADDITIONAL EXPERIENCE

- Architectural design and material research for a bungalow residence — [Collective Project](#) (Junior Architect) — 2021–2022
- Spatial design for [Two Amigos](#) across 2 commercial venues — **Independent** — Mumbai — 2021, 2023
- Built brand identities for [Trays India](#) and [Physiqcian](#) — **Independent** — 2021
- Art directed 2 music videos and album art (2 EPs, 4 singles) for Indie artist [Atteev Bhansali](#) — **Independent** — Mumbai — 2021
- Architect intern on Americano Bombay (Asia's 50 Best Restaurants, 2023) — [Site Practice](#) — Mumbai — 2020

SKILLS

Creative: Creative Direction, Campaign Art Direction, Visual Identity, Brand Identity, Brand Strategy, Packaging Design, Typography Direction, Brand Systems, Shoot Production, Integrated Campaigns, Spatial Design, Mirrorless Full-frame Photography, Fine Art Street Photography, Vibe-Coding, AI-Assisted Prototyping | **Software:** Adobe Creative Suite, Figma, Rhino 3D, AutoCAD, Slack, Asana, Jira | **AI:** Midjourney, Adobe Firefly, Runway, Freepik Magnific, Higgsfield, Claude, ChatGPT | **Languages:** English (Fluent), Hindi (Native)

RECOGNITION

Gold, Communication Design — White Square International Festival 2025

Exhibitor — Kochi Muziris Students Biennale 2017 · Visiting Faculty & Jury — [IES College of Architecture](#)