



www.sidharthscribbles.com

## CONTACT

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Bengaluru - 560016

## PERSONAL

Birthday : April 6<sup>th</sup>, 1989

Relationship : Married

Nationality : Indian

Languages : English, Tamil  
Kannada

## INTERESTS

- ▶ Graphic Design
- ▶ Illustration
- ▶ Tattoo & Mehandi
- ▶ Sketching & Painting
- ▶ Aquascaping

## CONNECT

facebook.com/sidhoocool

Behance.net/SidharthBalaji

linkedin.com/Sidharth Balaji

# SIDHARTH BALAJI G.

GRAPHIC DESIGNER & ART DIRECTOR

(B.Sc) Visual communication

## PROFESSIONAL SUMMARY

I have 11 years of professional experience in advertising, Brand building and internal communication. I started my career as a Junior designer in a small scale agency at the age of 21 and devoted initial 2 years to learn and understand the aspects of an agency after which I moved to a medium scale agency in which I am a Art Director now. I have been handling both 3D and 2D team in my last agency profeciently.

## CAREER OBJECTIVE

To pursue a Challenging, innovative & inspiring career that will utilize my team spirit, individual excellence & knowledge base to contribute to organizational growth keeping organizational interest in the forefront.

## PROFESSIONAL SKILL

COMMUNICATION		70%
CREATIVITY		90%
TEAMWORK		90%
ORGANIZATION		70%
LEADERSHIP		80%



Well versed with visualizing & designing. Good at handling multi-level tasks from small ads to thematically developed collaterals, Brand Identities and Websites. Adept at analyzing client's requirement & providing innovative ideas of advertising & promotion and conceptualising it to a complete execution.

## WORK EXPERIENCE

Exploring my capabilities in advertising & media industry since 11 years. Started as Graphic Designer & currently working as an Art Director for B2B Marketing agency handling Digital, Virtual Events & Corp. Comms.

Organization: **Stir**  
Position: Art Director

From 5<sup>th</sup> June, 2017 to Till Date.

I am independently handling the clients like 3M, Alstom, Symmetrics, Time Inc., Fidelity, Amazon digital etc.,

As a team we worked on several branding and event campaigns and successfully executed it for the clients above mentioned.

Organization: **Tenet Advertising**  
Position: Art Director

From 13<sup>th</sup> Dec, 2011 to 3<sup>rd</sup> June 2017.

I am independently handling the clients like Manjushree Technopak Ltd., 3M India, Nanjappa Lifecare & Hospitals, Black Buck Logistics.

Worked on several corporate films as Asst. Director and Director for the Brands like Manjushree Technopak Ltd., and 3M India.

Organization: **Rasters Media Integration**  
Position: Designer

From 17<sup>th</sup> Nov, 2009 to 11<sup>th</sup> Dec 2011.

Even though being in a small scale agency, I have worked for several Brands like GE, Volvo, Fidelity, 24X7 customer service, Lemax Jeans, Dairy Day Icecreams etc., on project basis.

Worked as a Director and Assistant director for many photoshoots and Ads for above mentioned brands.

## ACHIEVEMENTS

- Won several Awards for designing and conceptualising for the clients at Bengaluru Ad club Awards (BigBang Awards) for 2014, 2015 and 2016.
- Nominatted for the Young Acheiver Award at Big Bang Awards during the Year 2015.
- Won PRCI awards for the internal communication of our clients like Manjushree Technopak and Nanjappa lifecare at the year 2016.