

SHWETA●KE-SHARFMAN

ART DIRECTOR

2007-Current - Art Director, PublicisModem, New York, NY

I am art directing, designing and managing digital creative solutions for clients like Sanofi aventis, Sanofi Pasteur, LOreal Biolage, LG, Dice.com, Heineken and more. This includes a few branded and unbranded Consumer and Health care professional focussed websites, desktop Adobe AIR apps and iPhone apps for Pharma clients.

2006-2007 - Art Director Wunderman/Young & Rubicam, New York, NY

Designed, developed and created compelling digital advertising solutions for clients like Microsoft servers & tools, HP, OfficeDepot and more.

2004 to 2006 - Art Director Ogilvy & Mather/ OgilvyOne Worldwide, New York, NY

Created digital and print concepts and solutions, identity, look and feel, branding, websites, online advertising and print/OOH campaigns for Lenovo, IBM clients.

2002 to 2004 - Art Director Wunderman/Young & Rubicam, New York, NY

Developed national and worldwide ad campaigns for IBM

Summer 2002 - Intern Wunderman/Young & Rubicam, New York, NY

Designed and assisted Senior creatives with digital and print design solutions on clients like IBM, Citibank and more.

1999 - 2000 - Interactive Art Director Creative Concepts Pvt. Ltd, Pune, India

Master of Fine Arts, Computer Art (MFA)

Savannah College of Art and Design | School of Film & Digital Media, June 2002

Master of Fine Arts, Painting/Graphic Design (MA Art & Painting)

SNDT Women's University, June 2000

Associate of Arts, Computer Art

University of Pune, India | Center for Development of Advanced Computing, 1999

Bachelors of Commerce, Business (BCom)

University of Pune, India | Brihan Maharashtra College of Commerce, July 1998

Extensive knowledge of Adobe Creative Suite 4 (CS4), Flash Actionscript 3.0 programming, HTML, CSS, Audio and video editing.

- **Cannes Lions Direct Bronze International Advertising Award 2004**
- **DMA Bronze ECHO International Advertising Award 2004**
- **Golden Arrow Award 2003, Wunderman**
- **Morris Scheer Fellowship Award, (Best Portfolio Award) 2000, Savannah College of Art & Design**
- **Student of the Year 1998, University of Pune, Pune, India.**