

# SHWETA ● KE

## ART DIRECTOR

### **February 2011-current - Creative Lead Design Content Developer, Adobe Systems, San Francisco, CA**

Art directing, concepting and designing content for Adobe Photoshop Elements and Adobe Premiere Elements and photoshop.com.

### **January 2010-January 2011 - Art Director, Heartbeat Digital, New York, NY**

Managing, Art directing and designing digital creative solutions for clients like UCB (CIMZIA) and Amgen. This includes working as a creative lead on few branded and unbranded Consumer and Health care professional focussed websites and media campaigns

### **2007-2009 - Art Director, Publicis Modem, New York, NY**

Art directed, designed and managed digital creative solutions for clients like General mills, Sanofi aventis, Sanofi Pasteur, LOreal Biolage, LG, Dice.com, Heineken and more. This included a few branded and unbranded websites, desktop Adobe AIR apps and iPhone apps.

### **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**

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#### **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

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Extensive knowledge of **Adobe Creative Suite 5 (CS5), Flash Actionscript 3.0, HTML, CSS, Audio and Video editing.**

- 11th Annual Webby Award - Webby Honoree
- 2010 WEBAWARD - Outstanding Achievement in Web Development
- Cannes Lions Direct Bronze International Advertising Award 2004
- DMA Bronze ECHO International Advertising Award 2004
- Golden Arrow Award 2003, Wunderman
- Morris Scheer Fellowship (Best Portfolio Award) 2000, Savannah College of Art & Design
- Student of the Year 1998, University of Pune, Pune, India.

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