

# JEEVAN JAMES KENNADY

Art Director | Photographer | Digital Artist

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## PROFILE

An Art Director with over three years of experience, I demonstrate proficiency in industry-standard softwares and the Adobe Creative Cloud platform. Thrives in a fast-paced, deadline-oriented environment, showcasing a passion for excellence. I possess strong verbal and written communication skills, alongside exceptional project management capabilities. I excel both independently and as part of a collaborative team. With my creative skills, I specialize in making brands stand out in the competitive market landscape.

## EXPERTISE

**Branding, Visual Design, Photography, Image Manipulation, Illustration, Videography  
Video Editing, Motion Graphics, 3D Modelling, Animation 2D & 3D, UI design**

## PROFESSIONAL EXPERIENCE

### ART DIRECTOR / GRAPHIC DESIGNER

Canada Worldwide Services Inc. (eShipper - Marketing Team)

05/2024 – present

Brampton, ON

Canada

- Ideation, Conceptualization, and Design in both print and digital formats for PPC and social media campaigns. Created animated content and worked with the production team
- Promoted company events by designing captivating marketing materials, including posters, brochures, and other merchandise, effectively.

### GRAPHIC DESIGNER / VIDEO EDITOR (Part Time)

EMR Shielding Solutions

11/2023 – 04/2023

Woodbridge, ON,

Canada

- Contributing to diverse projects including 10 package designs and 40 product photoshoots tailored for website and social media platforms.
- Proficiency in Typography, Color Theory, and Layout Principles.
- Led successful rebranding campaigns and compelling e-commerce graphics that resulted in a notable 10% increase in Amazon FBA sales.

### JR. ART DIRECTOR

Scaler Academy - Marketing Team

06/2022 – 07/2023

Bangalore, India

- Directed and reviewed photo shoots for print and digital media, ensuring alignment with brand standards and exceeding expectations.
- Produced dynamic animation content and motion graphic videos for performance creatives, leveraging Adobe After Effects and Blender.
- Was a part of the core design team for the product launch of Scaler School of Technology.
- It significantly increased the Click-Through Rate (CTR) by 2% and concurrently reduced the Cost Per Lead (CPL).

**Awards:** Needle Mover 2023

### 3D ANIMATOR

Eunoians Creative Studio

01/2022 – 05/2022

Kochi, India

- Collaborated closely with team leaders to articulate the vision for animation style, ensuring alignment with project objectives and standards.
- Created a captivating 3D Animated Short Film titled "Take me back" as part of my Graduation Project, which achieved recognition as one of the top 5 projects for the year.

## GRAPHIC DESIGN INTERN

Interactive Avenues (IPG Mediabrands)

- Developed compelling performance creatives and social advertisements for renowned international brands such as Xiaomi and Cafe Coffee Day.
- Produced a diverse range of animation content and motion graphic videos for social creatives.

06/2021 – 08/2021  
Bengaluru, India

## GRAPHIC DESIGN INTERN

Foscher Pvt Ltd

- Promoted company events by designing captivating marketing materials, including posters, brochures, and social media contents, effectively enhancing brand visibility and engagement.
- Created the launch video for the company's Australian store opening.

09/2020 – 02/2021  
Ajman, UAE

## SKILLS

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- Adobe Photoshop
- Adobe Light room
- Adobe Illustrator
- Adobe Indesign
- Adobe Premier Pro
- Adobe After Effects
- DaVinci Resolve
- Blender
- Figma

## EDUCATION

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### Ontario College Graduate Certificate: Advertising Art Direction

Humber College

**Awards:** Advertising Art Direction Dean's List Fall 2023

09/2023 – 08/2024  
Lakeshore, ON,  
Canada

### Bachelor of Design: Fashion Communication

National Institute of Fashion Technology

**Awards:** Meritorious Student of the Year - 2022 Fashion Communication.

08/2018 – 05/2022  
- Kannur, Kerala,  
India