

# anuranjan pegu

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## experience

leading teams in successful projects for big brands, start-ups and non-profits across the world, pursuing acclaimed interactive digital experiments, exhibiting work and learning new skills, tech and processes.

## skills

ART DIRECTION

CONCEPT + STRATEGY

BRANDING, UI, UX

PRINT + PACKAGING

ADVERTISING

STORY-BOARDING

ADOBE CREATIVE SUITE

WORDPRESS

OMNIGRAFFLE

TEAM-BUILDING

AGILE

ILLUSTRATION

## education

AAS, GRAPHIC DESIGN

Parsons The New School for Design, New York, Dec 2008

M.A. ARTS & AESTHETICS

School of Arts & Aesthetics, Delhi, June 2005

## work

**FREELANCE** NY/DC/DELHI, CURRENT

UX/Graphic Designer/Art Director  
Created highly effective branding, promotional & experimental work for wide variety of clients – boosted customer base for The Maids Company, increased sales for MaMa Organics, became finalist in a global mobile app competition and more.

**BARTLEY & DICK** NEW YORK, 2016  
Art Director

Created branding, packaging, web and advertising solutions for clients like International Delights, EPIX, AMC, Optimus Health care and more.

**PM+CO** NEW YORK, 2013–2016

Senior Designer

Managed design team & clients and closely worked with marketing team. Created award winning direct mails for HBO, helped Loacker achieve 21% growth, helped SONY in their B2B outreach, designed & maintained website for a online subscription box business and more.

**JAMURA DESIGN LAB** DELHI, 2012

UX/Graphic Designer

Focused on creating smooth UI & UX interfaces and experimenting with innovative interactive digital interfaces.

**GREEN GOOSE DESIGN**

DELHI, 2010–11

Creative Head/Art Director

Led a team of designers in award winning branding, packaging & digital projects for clients and in providing periodic support to marketing team.

**JWT DELHI** DELHI, 2009–10

Creative Supervisor (Art)

Led the complete revamp of the mainstream communication for Pepsi in India to retain market position – included art direction of celebrity photo/video shoots, managing teams, conceptualizing events etc.

**INTERBRAND, STARK DESIGN NY, FISHEYE DESIGN (INDIA)**

NY/DELHI, 2007-08

Design Intern

Worked for clients like AT&T, John Deere, Tower Elevators, Hidesign etc.

## activities

**GDUSA 2014 & 2015**

Designer

Best in Direct mail (HBO)

**ADAGE SAMMY 2013**

Designer

For Sony PS4 ad

**SEE:ME INTERNATIONAL ARTISTS EXHIBITION 2013–14**

Artist/Designer

Participated in a group exhibition in Long Island City (2013) & in Times Square (2014)

**WINDOWS APP TO THE FUTURE CONTEST 2012**

Designer

Finalist in a global Windows Phone App contest.

**UMA INDIA/TMC**

Designed promotional work for nonprofit working towards empowering women in India.

**JEEVASHRAM**

Designed promotional work to raise awareness and funds for a Delhi-based animal shelter.

**JAWAHARLAL NEHRU UNIVERSITY**

Self X Social Art Exhibition (2005)

Co-curated show, researched on artist and designed event collateral.