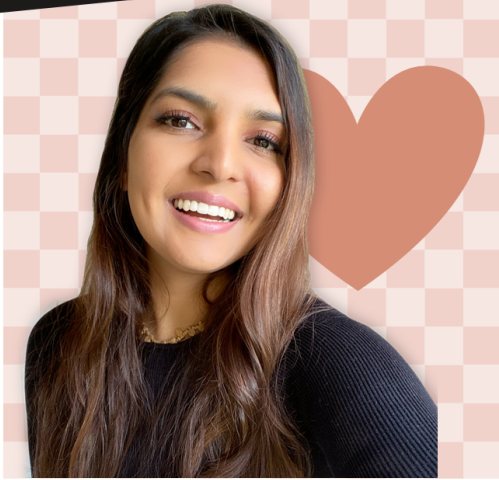


HELLO



Kiara Pandaram

Multimedia Designer

Personal Details

Gender: Female

Race: Indian

Nationality: South African

ID No: 9401260285086

Portfolio Links

 www.kiarapandaram.com

 be.net/creative_shrink

Language

English

Afrikaans

Profile

I'm a young, vibrant, and slightly caffeine-fueled Art Director with a burning passion for all things brand and communication. I've got one foot in the creative world and the other in strategy, so I know exactly which buttons to push and which channels to leverage (hint: not the big red one!). My brain is a curious mix of creative sparks and strategic gears, which means I can whip up some marketing magic while keeping things grounded in reality.

People are my jam, and I'm all about that team spirit—though I'm not afraid to take ownership when the going gets tough. Responsibility? Check. Accountability? Double check. I've survived (and thrived!) as an Art Director in some of the biggest ad agencies in the country, where I've dabbled in everything from print to TV to digital.

I bring a toolkit of design, art direction, brand strategy, and a knack for turning wild ideas into business gold. Plus, I've got the project management chops to keep it all running smoothly, like a well-oiled marketing machine. Let's make some brand magic together—minus the corporate jargon, of course!

Education

Bachelor Degree (2013 - 2015)

Vega School of Brand Leadership

I completed a 3 year Degree in Creative Brand Communication and specialised in Multimedia Design.

Agency Training (2016)

Agency Wise

During the course of my Graduate Programme at Ogilvy & Mather, I received agency training through Agency Wise on the different departments and roles of an agency.

Digital Marketing Diploma (2017)

Squared Online and Google

I was selected as 1 of 10 global students to do a diploma in Digital Marketing through Google and Squared Online.

BA Hons in Strategy (2022-Present)

Vega School of Brand Leadership

I am currently in my final year of Honours majoring in Strategic Brand Communication.

Work experience

Work Experience 5

Senior Digital Art Director
(Aug 2021 -May 2023)

Joe Public

Leadership

- * Conceptualise and execute high quality creative solutions based on strategy for a client within an allocated time and budget for Cell C
- * Review with creative directors, executive directors and present to our client.

Strategic Thinking

- * Understanding client strategies, business problems and briefs, and translate these into creative solutions and executions/campaigns

Design Thinking

- * Continuously keep abreast with industry trends and remain relevant with the Cell C our target market

Creative Output

- * Know and understand Cell C's corporate identities
- * Work with a copywriter to conceptualise and execute great ideas
- Craft and finish all artwork relating to a specific job or campaign to the highest possible standard
- Art direct campaigns to maintain and grow the brands identity and stature
- Maintain brand consistency across Cell C's various digital channels and social platforms

Work Experience 6

Senior Art Director (May 2023-Present)

M&C Saatchi Abel

Leadership

- * Conceptualise and execute high quality through the line campaigns
- * Review with creative directors, executive creative directors and present to our client.
- *Lead the visual development of creative concepts across all platforms—print, digital, social, and experiential—ensuring a cohesive and compelling brand narrative.
- *Rigorously review and refine all creative work, from initial sketches to final executions, ensuring that every detail meets the highest standards of design excellence.

Strategic Thinking

- * Develop and implement creative strategies that align with client objectives, target audience insights, and market trends. Work closely with strategy, account management, and media teams to ensure creative solutions are fully integrated and aligned with overall campaign goals.

Design Thinking

- * Encourage a culture of innovation, pushing creative boundaries while ensuring design solutions remain functional and relevant to the brand's needs.

Creative Output

- * Know and understand Standard Banks as well as Nando's corporate identities
- * Work with a copywriter to conceptualise and execute great ideas
- * Craft and finish all artwork relating to a specific job or campaign to the highest possible standard

Work Experience 4

Freelance Digital Art Director (Apr 2021 - July 2021)

King James

Leadership

- * Conceptualise and execute high quality creative solutions based on strategy for the client within an allocated time and budget
- * Review with creative directors, executive directors and present to clients.

Creative Output

- * Working with a copywriter to conceptualise and execute great ideas
- Crafting and finish to the highest possible standard all artwork relating to a specific job or campaign

Work experience continued.

Work Experience 3

Mid-Weight Art Director (2019 - 2020)

Metropolitan Republic

Leadership

- * Take work from concept to final execution within deadlines
- * Cooperate with the rest of the creative team across different types of media
- * Review with creative directors, executive directors and present to clients.
- * Manage and grow junior teams

Strategic Thinking

- * Understanding marketing initiatives, strategic positioning and target audience
- * Generate clear ideas and concepts in tandem with strategic outlines provided

Design Thinking

- * Stay on top of all trends and maintain best practices

Creative Output

- * Generating clear ideas and concepts in tandem with the copywriter
- * Producing sketches, storyboards, art layouts based on creative visions and ideas
- * Produce mockups, sketches or roughs to visualize ideas
- * Present completed ideas to clients/team members

Project Management

- * Overlooked Nutriday 2020 Brand Campaigns for both NutriDay Junior and NutriDay Main
- * Overlooked UltraMel Custard 2020 Campaign

Achievements

- * Won the South African Tourism Account
- * Won the Eskort Account
- * Won international Pitch for Bledine in Morocco

Work Experience 2

Junior Art Director (2017 - 2019)

Ogilvy & Mather

Collaboration

- * Participate in and facilitate brainstorming, conceptualizing and analysis of the mechanics of advertising campaigns and promotions within the constraints of the brief given.

Design Thinking

- * Keeping abreast of advertising trends, awards and general current events.

Creative Output

- * Art Direction for all forms of communication including but not limited to: TV, Audio Visual, Print, Outdoor, Digital, Social Media, Brochures and Business Collateral.
- * Ensure that the level of design and craft is high.
- * All jobs must be started according to the correct specs from the beginning and within the relevant CI.
- * Able to conceptualise TV Campaigns
- * Brief TV Directors, Illustrators and Photographers alongside senior Creative.
- * Proof checking and signing off artwork before final checking by Senior Creative.
- * Interface with traffic, TV and Print production, Account Management and Strategic Planning – able to work well with the team and the allocated writer.

Achievements

- * Received a D&AD New Blood Award for an innovative idea in 2017
- * Received a Grand Prix Loerie for the Huggies Baby Marathon Campaign in 2018
- * Young Lions top 10 finalist in 2019
- * Castle Larger Sponsorship Campaign in 2019

Brand Asset Management

- * Created Look & Feel for campaigns as well as brand guidelines for Investec

Skills

Conceptual Skills



Research



Adobe/AI/PS/ID



Strategic Thinking



UX/UI Design



Writing



Work Experience 1

Graduate Programme (2016)

Ogilvy & Mather

Collaboration

- * Collaborate with the Creative Director and Graphic Design Manager to develop design concepts
- * Reviewed work with the Creative Director's across different brands and made necessary changes according to the feedback

Brand Guidelines

- * Adhere to brand guidelines and complete projects according to deadline

Creative Output

- * Created and designed print and digital artwork for campaigns across various brands
- * Retouch and manipulate images
- * Use graphic design software and work with a wide variety of media
- * Assembled final presentation material for printing and worked with DTP
- * Retouch and manipulate images

Achievements

- * Received a 3x Gold Loeries for my design contribution on the MTV "Lets talk Colour" campaign in 2016

Award Portfolio

Gold Loerie (2017 - 2018)

Campaign: MTV "Lets Talk Color"
Role: Designer

D&AD New Blood Pencil (2017)

Campaign: "Chat 2 Learn"
Role: Art Director

Grand Prix Loerie (2018)

Campaign: "Huggies Baby Marathon"
Role: Designer

Gold Bookmark (2019)

Campaign: "Heartbeat of the Nation"
Role: Designer

Interests



Coffee



Fashion



Photography



Reading



Travelling



Spirituality

Clients

Standard Bank, Nandos, Cell C, Castle Lager, Investec, Cadbury, DStv, Pearson, KFC, Vodacom, Kimberly Clark, MTV/Viacom, NutriDay, UltraMel, Bledine, South African Tourism, Discovery Bank, Game stores

Motto

It is better to fail in originality than to succeed in imitation.

Social Media

 @creative_shrink

 Kiara Pandaram

 Creative Shrink