



CHETAN PATIL

CREATIVE DIRECTOR (CREATIVE COMMUNICATIONS DESIGN)

PORTFOLIO – <https://www.chetanpatil.design>

<https://www.behance.net/chetanpatil>

SUMMARY

20+ years of experience in producing & directing creative concepts for on-air/off-air/digital production.

Experienced in Team handling and directing shoot for Show Posters/Marketing Campaigns/Title Montages

Seeking a profile where I can use my Creative communication and production experience to market the product in the best possible ways for the International and local audiences.

CONTACT & WEBSITE

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Email : 81.chetan@gmail.com

Website :

<https://www.chetanpatil.design>

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR (CREATIVE COMMUNICATIONS DESIGN) • JIO STAR (PREVIOUSLY DISNEY STAR) • SEP 2014 – AT PRESENT

- Directed and produced various creative communication solutions for on air/off air/digital media (please refer to the show reel link on the header)
- Conceptualized and managed Title Montages, show posters and digital show creatives for various shows of Star Network / Star Plus / JioHotstar / Star Gold
- Experienced in working on Show launches / Channel packaging / Idents / creative assets while adhering to the Brand Guidelines.

CREATIVE DESIGNER • SONY ENTERTAINMENT TELEVISION • NOV 2009 – SEP 2014

- Created designs and animations for various Sony channels like English movie PIX, Hindi Ent SAB and SET, Sports channel SIX.
- Ideated storyboard, style frames, logo designs and title montages for fiction & non-fiction shows, festivals, idents and promos.
- Handled and creatively supervised a team of graphic designers for Producing channel / show branding for KBC, Femina, and Comedy Circus etc.

SENIOR ANIMATOR • CONCEPT ANIMATION STUDIOS • JAN 2009 – NOV 2009

SKILLS & ABILITIES

To direct and produce concepts -
I have experience of using **AI tools, Adobe creative suit, Cinema 4d, various animation tools and plugins proficiently.**

Experienced in handling/supervising a team of creative people.
Taking content/marketing brief and come up with **Presentations of key visuals/ Mood boards/ communication solutions.**

Have experience of working in ever changing and fluctuating scenarios regarding briefs or marketing plans.

Experience of collaborating with photographers/DOP for onsite shoot for OOH/Digital campaigns. Ability to think of a communication solution from demographic and local audience point of view

LANGUAGES

Proficiency in English, Hindi, Marathi.

- Worked on animated TV series 'The New Adventures of Hanuman' for Cartoon Network
- Handled a team of 10+ animators for 2d animation production.
- Involved in Animation production and supervision.

MOTION GRAPHIC DESIGNER • BAG FILMS • JUL 2008 – JAN 2009

- Worked for E24 entertainment channel.
- Worked on motion graphics and channel Packaging for various shows.

LEAD ILLUSTRATOR • TATA INTERACTIVE SYSTEMS • APRIL 2004 – JUL 2008

- Managed and trained the team of executive illustrators
- Involved in Ideation and creation of story board/ illustrations/ Intro Animations/ Game Graphics.

EDUCATION

JAN 2013 • MBA CORRESPONDENCE (ADVERTISING AND MEDIA MANAGEMENT) • UNITED BUSSINESS INSTITUTE, BRUSSEL, BELGIUM.

APRIL 2004 • GRADUATE DESIGN & APPLIED ART • L. S. RAHEJA SCHOOL OF ART, MUMBAI

APRIL 2000 • ART FOUNDATION COURSE • MODEL ART INSTITUTE, MUMBAI

APRIL 1999 • HSC • THAKUR COLLEGE OF SCIENCE, MUMBAI

APRIL 1996 • SSC • SAMATA VIDYA MANDIR SCHOOL, MUMBAI

HOBBIES

Clay animation, Origami, Art with the help of paper cups, drawing and painting, Watching movies/shows.