

# Bhavesh Mehta

Illustration  
Av. Madradele  
India

View the full portfolio at <http://www.thecreativefinder.com/bdesign>

## Professional Experience and Curriculum Vitae

BHAVESH MEHTA

### Permanent Address

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### SUMMARY

Seeking a position wherein my proven skills in Artistic & Creative Direction will combine and contribute. Creative, highly motivated and deadline-savvy. Superior work habits, dedicated and layout skills.

### PROFESSIONAL PROFILE

- Consumer oriented Strategic conceptualization & designing
- High degree expertise in Print design, Branding & Online concepts
- Team player & team leader, able to establish effective rapport with peers, higher authorities and clients, equally alike
- Have good vision for customization as per expectations
- Strong understanding of scientific market research
- Powerful working knowledge of Industry standard Multimedia design applications

### EXPERIENCE

Art Director– Advertising & Brand development:

Confidential, Congo (11/2003-present)

Working at one of the leading & oldest Advertising & Communication house. Agency helping big brands making bigger providing various creative & technical solutions. Major Brands - Heineken, Castel, CocaCola, USAID, PSI, UN, etc

- Serving as Art director and studio in-charge on projects from concept to completion for Industrial and commercial clients like Cosmetics, Beverages & Liquor Giants(Heineken, Castel), Food Industry etc. Completed strategic designing for logo, packaging and promotional material for Prudence condoms, a Brand from PSI
- Modeling & product photography for beauty products

Design Manager – Brand Strategy & design for Portico New York:

Creative Mobus Fabrics Ltd., Mumbai, India - (5/2003 – 11/2003)

For this Home linen company, provided brand strategies, home line product design, promotional planning, print & packaging designs, market research, photography and multimedia

- Designed and developed consumer centered Home line textile designs. Packaging designs for Bed sheets, curtains and towel products
- Created logo design & base line of Portico's home store - Creative Living, 'Your heart, home and happiness'
- Product prizing for various SEC segment, outsourcing of print & packaging, multimedia development

CAD Artist – Brand revamping & home linen textile designs

Bombay Dyeing & Mfg. Co. Ltd., Mumbai, India - (12/2001 – 4/2003)

Worked for India's oldest Home linen company, provided young Bed sheet designs for new generation of India

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