



ANCHAL NAGPAL

Designer / Associate Creative Director

9891329621

anchal3493@gmail.com

www.anchalnagpal.com

www.linkedin.com/in/anchal-nagpal

I'm Anchal Nagpal, a graphic designer based in Delhi, specializing in print and digital visual communication. With over 10 years of experience in the industry, I've had the opportunity to work in pivotal roles, including my current position as Associate Creative Director at Media.Monks. Here, I lead major campaigns for brands like TATA Tea and Poco while overseeing my design team. One of the standout campaigns I worked on, Banglar Pujo Shilpo Pujo for TATA Tea Gold, received the Baby Blue Elephant at the 2023 Kyoorius Creative Awards—an achievement I'm really proud of.

Earlier in my career, I've held roles as Creative Lead and Senior Art Director, managing teams and delivering innovative design solutions for top brands. I'm skilled in a wide range of design tools and techniques and am always looking for ways to integrate AI tools into my workflow. This not only helps me stay productive but also fuels my creativity, allowing me to bring fresh, exciting ideas to the table. My diverse experience and adaptability make me a versatile designer, ready to take on any challenge in the creative space.

DESIGN SKILLS

Digital Design
Print Design
Branding
Typography
Color Theory

TECH SKILLS

Photoshop
After Effects
Illustrator
Midjourney
Playground AI

SOFT SKILLS

Creativity
Communication
Time Management
Problem Solving
Planning
Leadership

Experience : 10+ Years

Associate Creative Director : Media.Monks

April 2023 – Present

I've had the opportunity to work on standout brand campaigns, including TATA Tea Premium's Desh Ki Jhanki, Poco's Made for Mad, and TATA Tea Gold's Banglar Pujo Shilpo Pujo, which won a Baby Blue Elephant at the 2023 Kyoorius Creative Awards.

Alongside leading creative direction, I've managed teams, overseeing both creative and administrative responsibilities, ensuring seamless execution and alignment with client expectations throughout each project.

Creative Lead : Media.Monks

December 2021 – March 2023

I joined the team as Creative Lead, where I spearheaded digital design and concept development for brands like Oppo, Poco Mobiles, TATA Tea Gold, and TATA Tea Premium. I also led the design and conceptualization of print campaigns for top brands such as Poco, Amazon, Amazon Fashion, HP Printers, and Ferns N Petals.

In addition to overseeing creative work, I managed teams and handled responsibilities to ensure smooth project delivery and alignment with client objectives.

Group Head : Repindia

October 2019 – September 2021

I rejoined the team as Group Head (art), leading creative work for brands like JSW Group, JSW Steel, MTV Beats, Lenskart, and Luxor, among others. I worked on campaigns such as Love Duet for MTV Beats, as well as projects for Select CITYWALK and Pacific Mall. Alongside my creative direction, I managed teams and handled administrative tasks to ensure efficient project execution and alignment with client goals.

Art Director : The Glitch (Group M)

March 2019 – September 2019

I worked on brands like Reckitt Benckiser, Horlicks, and ENO, handling design conceptualization and execution. I also led pitch projects for brands such as Etsy, Bira 91, and Philips. Additionally, I managed a team of five, including graphic designers and interns, guiding them through the creative process to deliver impactful results.



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Sr. Graphic Designer : Repindia

January 2016 – November 2018

I led design conceptualization and execution for pitches for top brands like TATA Sons, PVR Cinemas, Viacom 18, Manish Malhotra, Procter & Gamble, and Anita Dongre, among others. As Associate Team Lead for the social media design team, I managed a group of 16 designers, overseeing team administration, process management, concept development, and quality checks.

I worked on key projects such as Go Air's Anti-Tobacco Campaign and various campaigns for Select CITYWALK (including Anniversaries, Diwali, Christmas, and REBORN). I also handled branding and print projects for clients like United Colors of Benetton, Forest Essentials, Ananda Spa, and Gold Souk, along with daily client management for Benetton and PizzaExpress.

Graphic Designer : Repindia

November 2014 – December 2015

I joined Repindia as an intern in November 2014, right after graduation, and was offered a permanent position as a graphic designer following my performance evaluation. My work involved brand management, presentations, print design, and design conceptualization. I created menus, newspaper ads, and outdoor/indoor branding for clients like Select CITYWALK and PizzaExpress, and worked on magazine ads for Everstone.

Additionally, I developed designs for clients such as Chili's, The Coffee Bean & Tea Leaf, and Dhaba by Claridges across various digital platforms.

Industry Experience

ONEPLUS

POCO

oppo

VIACOM 18

TATA

UNITED COLORS
OF BENETTON



SEPHORA

PIZZAEXPRESS

P&G

amazon



BAJAJ



boat

Education

Bachelors in 3D Animation and VFX from Maya
Academy of Advanced Cinematics (MAAC) | 2011 – 2014

South Ex. Delhi (Affiliated To Ignou)

Graduated High School in Commerce (with Maths)
from CBSE Board | 2010 – 2011

Blue Bells Model School, Gurugram

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Color Theory

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Awards

Baby Blue Elephant at The 2023 Kyoorius Creative Awards | Tata Tea Gold 'Banglar Pujo Shilpo Pujo'

Gold at The Digixx 2021 | Mtv Beats (Love Duet)

Silver at The Digixx 2018 | Go Air #Livesmart (Anti Tobacco Campaign)

Best Use Of Social Media in Marketing For Select Citywalk

Won 2nd place in Delhi CG Animation and 24 FPS at the international level.

Adobe Certified Associate In Visual Communication Using Adobe Photoshop CS5

Autodesk Certification