

# Kopal Sahu

## A Curious Art Director

[Website](#) | [Behance](#) | [LinkedIn](#)

### Education

Savannah College of Art and Design  
Master of Arts in Advertising | 2023 - 25

Uttar Pradesh Institute of Design  
Bachelors of Design in Product Design | 2017 - 21

### Software Skills

Design Softwares:

Adobe Photoshop,  
Adobe Illustrator,  
Adobe In Design,  
Adobe After Effects,  
Adobe Creative Suite,  
Adobe Creative Cloud,  
Adobe XD, Figma,  
Microsoft PowerPoint

Generative AI:

Copilot, ChatGPT,  
Midjourney,  
Adobe Firefly,  
Sora, Runway

Collaboration Tools  
Miro, Mural, Figjam

### Design Skills

Visual Storytelling, Art Direction,  
Graphic Design, Typography,  
Layout, Branding & Identity,  
Conceptual Campaigns,  
Integrated Campaign,  
Omnichannel Campaigns,  
Social Media Campaigns,  
Branded & Unbranded campaigns,  
Brand Strategy, Brand Positioning,  
Motion Design, 3D Animation,  
UX - UI Design, UX Research

### Soft Skills

Creative concept development,  
Strong verbal communication skills,  
Cross-Functional collaboration, Multitasking,  
Openness to feedback, Time management,  
Self directed, Creative problem solving

### Awards

Awarded Honorable Mention in the Social  
Responsibility Category at SCADDY Awards, 2025.  
For 'Where is my home?' campaign.

Honored with consecutive features in SCAD's  
Annual Catalog (2024 - 2026).

For art directing an immersive campaign:  
'Bentley: Power of Performance'.

Directed a government approved campaign named  
'in Search', to save vulnerable Sarus Crane | 2021.

### My Contact

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### Work Experience

Area 23, An IPG Health Company | New York, US

Art Direction Intern | Eli Lilly - Ebglyss | Jun'25 - Aug'25

- Collaborated with senior art directors and cross-functional teams to develop 10+ healthcare campaign concepts by integrating generative AI tools (Midjourney, Adobe Firefly, Adobe Express, ChatGPT, Runway, Sora), to accelerate conceiving timelines.

- Delivered a print-ready brochure by leveraging Adobe InDesign and Creative Suite, ensuring precise layout, refined typography, and consistent branding.

- Designed visual assets that enhanced client communication strategies, translating complex ideas into clear, compelling visuals.

- Ensured all creative deliverables aligned with the brand's identity and guidelines.

- Led concept development and art direction for a pharmaceutical pitch campaign within a cross-functional creative and strategy team of 10+ team members.

Deloitte | Atlanta,

Strategist - Contract | Jan'25 - Mar'25

- Directed creative strategy and branding to position a health care agency as a public health leader, leading 10+ team members to deliver design assets that built public trust.

- Composed mock-ups and visual presentations that communicated key concepts to the team, resulting in faster internal approvals.

Savannah College of Art and Design | Atlanta, US

Research Assistant | Sep'24 - Mar'25

- Uncovered actionable insights with qualitative and quantitative research, improving SCAD's Sequential Art library experience.

- Facilitated user research across two SCAD departments, identifying and resolving five critical usability issues in the university's dorm experience.

Mgiants' International Private Limited | India

Freelance Brand And UI Designer | Apr'23 - Jul'23

- Conceptualized the 4 distinct brand identities, 4 brand guidelines and 10+ digital illustrations for diverse clients.

- Led UX & UI design for two client projects, from research to prototyping, collaborating with design, marketing, and development teams on integrated campaigns.

Arete Labs | Sydney, Australia

Graphic Design Intern | Dec'21 - Aug'22

- Led visual branding and storytelling for a skincare brand, creating motion graphics, illustrations, and supporting visual assets in a deadline-driven environment.