

# Vineet *Verma*

Creative director — brand identity, digital experience, art direction.

HELLO@VINEET.STUDIO — NEW DELHI · DUBAI

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## EXPERIENCE

2019 — PRESENT

### Creative Director — Independent Practice

NEW DELHI, INDIA / DUBAI, UAE

Brand, digital and campaign direction for consumer, automotive and institutional clients across India and the Gulf.

2016 — 2019

### Creative Director — Dubai-based Consultancy

DUBAI, UAE

Creative leadership for FMCG and retail portfolios across the GCC.

2014 — 2016

### Senior Creative — Myntra

BENGALURU, INDIA

Campaigns and brand moments for one of India's leading fashion commerce platforms.

2012 — 2014

### Creative — UAE Embassy — Cultural & Press

NEW DELHI, INDIA

Identity, publications and cultural programming for the diplomatic mission.

2010 — 2012

### Creative Designer — McDonald's India

NEW DELHI, INDIA

Mass-market campaigns — print, outdoor and in-restaurant — at national scale.

2008 — 2010

### Designer — Saab

STOCKHOLM, SWEDEN

Brand and launch design for the premium Swedish marque.

EDUCATION

2004 – 2008

B.Des Visual Communication  
National Institute of Design, Ahmedabad

SELECTED CLIENTS

 McDonald's

S A A B

myntra

FMCG  
INDIA · GCC

 UAE EMBASSY  
NEW DELHI

 DC Dubai Consultancy

RECOGNITION

|                                              |      |
|----------------------------------------------|------|
| ADC Europe — Gold Branding                   | 2024 |
| D&AD — Wood Pencil Digital                   | 2023 |
| Type Directors Club — Certificate Typography | 2022 |
| Red Dot — Best of the Best Packaging         | 2021 |

SKILLS

BRAND IDENTITY

CONSUMER CAMPAIGNS

DIGITAL EXPERIENCE

ART DIRECTION

TYPOGRAPHY

PHOTOGRAPHY DIRECTION

QSR & RETAIL

FMCG

REFERENCES AVAILABLE ON REQUEST