

# Ashish Kumar



**SENIOR DIGITAL CREATIVE AT WIEDEN + KENNEDY, NEW DELHI**

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## Experience (10+ yrs)

### SENIOR DIGITAL CREATIVE @ WIEDEN + KENNEDY

*January 2015 - present*

Brand: Make In India.

### GUEST JAMMER @ MANCHESTER SERVICE JAM

*March 2014*

Guest Jammer for the first Manchester Service Jam. Facilitated one of the four groups working on the 48 hours Global Service Jam brief. Introduced the ideation tools and methodologies for user research, rapid prototyping and testing.

### CREATIVE GROUP HEAD @ MCCANN WORLDGROUP

*August 2011 - December 2013 (2 years, 5 months)*

Clients: MasterCard, Reebok, Dulux Paints, Ireo, Aircel, Videocon, Nescafé.

### CREATIVE CONSULTANT @ LEO BURNETT

*February 2010 - August 2011 (1 year, 7 months)*

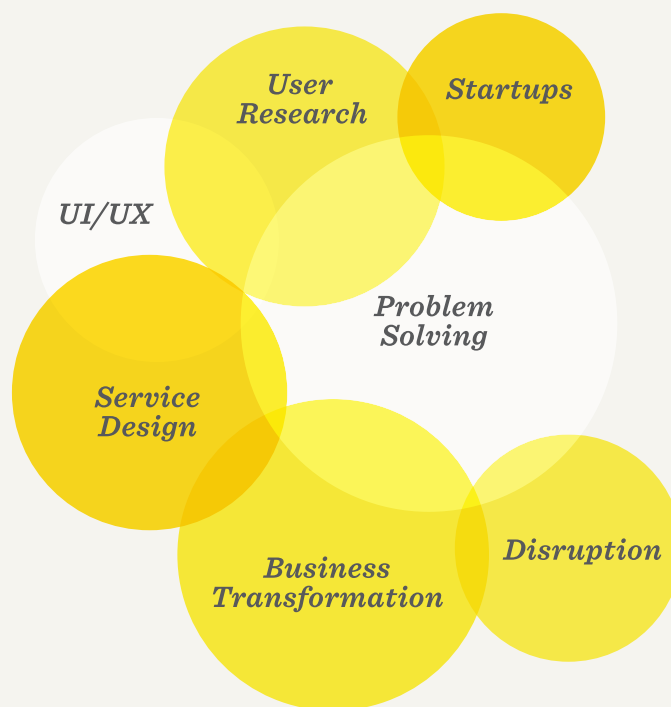
Clients: Uninor (A Telenor Company), Samsung Refrigerators, Coke Studio.

### ART DIRECTOR @ TBWA\ WORLDWIDE

*September 2006 - January 2010 (3 years, 5 months)*

Clients: Adidas, Fox History & Entertainment, Pedigree, Michelin, RayBan, Men's Health, Moser Baer & Indiatimes.

## Interests



## Education

### HYPER ISLAND, MANCHESTER (2014 - 15)

Master's degree, Digital Media Management

### The Delhi School of Communication (2004 - 06)

Post Graduate Diploma in Communication

### KURUKSHETRA UNIVERSITY (1998 - 2001)

Bachelor of Commerce & Computer Applications

## Recognition

### PROMAX BDA 2009 (silver)

Brand posters for Fox History & Entertainment

### MTV SELECT (2004)

Won the contest for sending best animated request

## Skills

TEAM MANAGEMENT ▲▲▲▲▲▲▲▲

COLLABORATION ▲▲▲▲▲▲▲▲

LISTENING ▲▲▲▲▲▲▲▲▲▲

PROTOTYPING ▲▲▲▲▲▲▲▲▲▲

PHOTOSHOP/ILLUSTRATOR ▲▲▲▲▲▲▲▲▲▲

AFTER EFFECTS ▲▲▲▲▲▲

PRINCIPLE ▲▲▲▲▲▲▲▲

HTML\WORDPRESS ▲▲▲▲▲▲