

Profile—Visakh M. Menon

Art director and media artist with professional experience creating integrated communication, branding, advertising and interactive media / mobile design for leading global brands and cultural institutions.

Education

MFA graphic design

Maryland Institute College of Art, USA (2007)

Work Experience

Design Consultant *September 2008 – present*

Clients: Rapp Collins Worldwide, Euro RSCG, Atmosphere BBDO.

Currently working on concepting assignments for integrated media campaigns, microsites, viral /social media and mobile application design

Agency.com *August 2007 – June 2008*

Clients: Snickers, Skittles, British Airways, LG electronics, Delmonte Pet foods, CIT.

Conceptualized and designed integrated media campaigns, microsites, viral /social media and & online advertising

Lowe Worldwide *June 2001 – July 2005*

Clients: Coca-Cola, Saint-Gobain Glass, Unilever Food Exports, Grundfos Pumps, Novar PLC, The Hindu Group of Publications Bill-Melinda Gates Foundation & AIDS Control Society of India

Strategically involved in the conceptualization & art direction of numerous successful press, television, print and ambient media advertising campaigns for the above-mentioned clients

Managed and creative directed a junior team of designers and copywriters on the Coca-Cola account for two years

Considering the sociocultural and economic diversity, the Behavioral Change Communication projects undertaken for the Bill-Melinda Gates Foundation and AIDS Control society of India in rural areas, was the most significant communication project I have worked on in the health care sector

Planned and art directed photo shoots and illustration projects coordinating with leading talent in the country

Just Vox Wireless Technologies *July 2000 – June 2001*

Conceptualized and designed the product logos, marketing collateral, online media design and communication material

Strategically involved in the product development and as a member of the core research team working on mobile and handheld technologies (3G, CDMA, WAP, PALM OS)

Consultant Interactive designer *January 2000 – June 2001*

Active Media (Madras, India) – Interactive advertising designer
The Pixel store (London, UK) – Web and flash designer
United Media Cast (Atlanta, USA) – Streaming media consultant

Ecards.com *August 1999 – June 2000*

Illustrated and animated banner campaigns and ecard designs

Freelance Illustrator *June 1998 – August 1999*

Conceptualized and illustrated advertising campaigns and editorial illustrations for various publishing houses

Senior Art Director
Senior Designer

Interactive Designer

Illustrator & animator

Awards and Reconigation

A Short social commentary on dancing in Second Life

Selected for screening at the 15th annual Chicago Underground Film Festival (2008)

Selected for the Artcast– podcastable video art series by Folly (UK) (2008)

Nominated for the Rhizome Art Base (2008)

Self portrait abstractor– An interactive online installation

Networked- A Juried digital art show at The Gallery Aferro. (2008)

Nominated for the Rhizome Art Base (2007)

Interactive art: art to have fun. Curator: Mayuko Miyamoto

A Rhizome Member curated exhibition. (December 2007)

A Chance for Change. Curated by: Eric Earley

A Rhizome Member curated exhibition. (December 2007)

Type BMP– A typographic installation

Finalist, HOW magazine, International design competition (2008)

Selected, Incheon International Design Expo- Seoul, South Korea (2008)

Finalist at the Adobe design achievement awards - Experimental category (2008)

MFA Thesis show, Decker Gallery, Maryland Institute College of Art (May 2007)

Juried International Student Exhibition, Meyerhoff Piano Gallery

Maryland Institute College of Art (June 2006)

Technical Expertise

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Flash, Dream weaver, Fireworks, Final Cut Pro, Scriptographer, Freehand, HTML, JavaScript, XML, CSS, Actionscript

Contact

www.vmenon.com / visakhm@gmail.com / 917-238-0808