

ANJALI MENON CREATIVE DIRECTION

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I have spent the past 15 years lending my talents and passion to some of the most iconic lifestyle brands. My background in graphic design and packaging gives me a unique lens through which to ideate and develop compelling brand narratives, translating into measured business results. With specialized expertise in print and packaging, from concept to execution, I have directed photography, built in-house design teams and managed department workflow. I have done so while defining brand standards and driving cross-channel campaigns.

EXPERIENCE

COTY Creative Director, Fragrances 10/2016 - present	Working across eight brands, I lead a team of designers who develop packaging and 360° campaigns for use across multiple marketing channels. I align with the marketing teams on the campaign strategy, photoshoots and the building and implementation of all print and digital assets. I work closely with cross functional partners locally and overseas to see package innovation from inception to production, while keeping business goals in mind. My team develops sets for seasonal promotional gifting programs as well as artwork for retailer specific in-store displays. I stay up to date on industry news and trends and maintain a vendor network of comp houses, retouchers and photographers who I regularly collaborate with.
Senior Art Director, Fragrances 8/2014 - 10/2016	Lead designer for Jennifer Lopez, Vera Wang, Beyonce, Stetson and Classics brands. Spearheaded the development of primary and secondary packaging, promotional material, in-store display, advertising and seasonal giftsets. Partnered with the Product Concept Development, Technical Package Development and Research & Development teams throughout the development process. Attended press runs for packaging and glass spraying. Art directed still life and lifestyle photo shoots and retouching for digital media and advertising for use locally and globally.
Junior Art Director, Nail 7/2012 - 7/2014	Developed Sally Hansen nail polish packaging, in-store displays, nail art and global PR materials. Art directed photo shoots for global advertising and displays. Worked with manicurists and models to develop and execute on-trend nail art styles for use in digital media and on in-store displays.
Graphic Designer 9/2008 - 7/2012	Designed invitation materials, event journals, banners, signage and floral arrangements for charity galas while collaborating with multiple vendors. Developed promotional booklets and educational material for Sally Hansen and Rimmel London and brochures for global use. Designed in-store display units for Rimmel, for use in retailers across the country.
Kramer Design Group Senior Designer 9/2007 - 9/2008	Primary branding and packaging designer for 'The Collective', a luxury lifestyle menswear store with locations across India. Developed a comprehensive brand language comprising of corporate identity, a brand manual, signage, packaging & menus for an in-store cafe. Lead branding and packaging designer for 'PURE Home + Living', an interiors and lifestyle store in India, creating a unique brand language and packaging elements.
Victoria's Secret Beauty Designer, Promotional 8/2005 - 4/2007	Designed seasonal giftsets and GWPs for multiple sub-brands. Liaised with comp houses and packaging vendors. Developed new shapes and styles for GWPs based on the season of launch.

AFFILIATIONS

American Institute of Graphic Arts (AIGA/NY) Mentoring Program Co-Chair/Mentor 8/2005 - present	The program pairs high school students with design professionals. I am responsible for advising pairs on how to foster strong relationships while developing the students' school career. I liaise with art and design organizations, developing educational and informative sessions for the group.
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EDUCATION

School of Visual Arts, New York City Class of 2005	BFA, Graphic Design
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