

# Ishan Bhardwaj

[www.ishanbhardwaj.com](http://www.ishanbhardwaj.com)

## Contact

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## Profile

Creative leader with 10+ years of experience driving integrated campaigns across digital, print, and film for some of India's most recognized brands. Currently ACD at .Monks India, leading creative for Bajaj Auto's flagship portfolio. Known for building high-performance teams, shaping distinctive brand identities, and delivering award-winning work that performs both creatively and commercially. Proficient in leveraging AI tools to accelerate ideation without compromising craft.

## Awards & Achievements

Kyoorius Creative Awards 2023 - Baby Blue Elephant  
TATA Tea Gold 'Banglar Pujo Shilpo Pujo'

Indian Marketing Awards 2023 - Gold  
HP Printer 'Consider It Done'

Drivers of Digital Awards 2016 - Social Media Marketing  
Reliance Group 'Salute Selfie' Campaign

Times Network National Marketing Excellence Awards - 2017  
Best Marketing Campaign of the year - 10th Anniversary

## Experience

### Associate Creative Director - .Monks India

*April 2023 - November 2025*

Led end-to-end creative direction for Bajaj Auto's Pulsar and Dominar portfolio, including campaign strategy, moodboarding, visual identity, and brand photoshoots for ad films and social assets which includes product launches and Brand Campaigns like Pulsar Underground

Oversaw a multi-disciplinary creative team, managing talent, workflows, and quality across concurrent campaigns.

Partnered with account and strategy teams to align creative output with business and brand objectives.

## Portfolio

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## Design Skills

Typography, Branding,  
Digital Design, Print Design,  
Color Theory, Art Direction,  
Campaign Ideation,  
Ai-Workflows

## Software

Adobe Photoshop, Illustrator,  
After Effects, Lightroom,  
Firefly, Midjourney,  
ComfyUI, Google Flow,  
Runwayml & Node Based  
Ai-Software

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## Creative Lead - .Monks India

*January 2022 - April 2023*

Concepted Poco's 'Made for Mad'- defining the brand's bold, youth-facing digital identity.

Led TATA Tea Gold 'Banglar Pujo Shilpo Pujo' Kyoorius 2023 winner.

Delivered HP 'Consider It Done' - Indian Marketing Awards 2023 Gold.

Managed retainer brands: Campus Shoes, HP Omen, Poco M4/M4 Pro/X5 launches.

## Group Head - Repindia

*August 2019 - September 2021*

Led creative strategy and execution for a portfolio of major brands including Havells, Beardo, MTV, The Leela, and Adani Group.

Directed 'Havells Pujo Pandal' - the first-ever digital pandal by any brand in India - a campaign that set a new benchmark for festive digital marketing.

Led 'Beardo Moochswag' featuring Hrithik Roshan and KL Rahul, managing full creative production from concept to delivery.

## Art Director - BlueBeans

*February 2019 - August 2019*

Managed a team of 11 designers across conceptualization, quality control, and brand delivery.

Won new business pitches for Ginny & Johny, Keventers, HCL Samuday, and The Habitat Trusts.

## Leadership Skills

**Team Building,**  
**Creative Direction,**  
**Client Servicing,**  
**Pitch Strategy,**  
**Cross-functional Collaboration**

## Education

**Bachelor of Arts - Journalism  
& Mass Communication**  
Sikkim Manipal University

**Diploma in 3D Graphics  
& Animation**  
Maya Academy of Advanced  
Cinematics

**High School**  
Science (PCM), CBSE Board

**Photography Workshop**  
Nikon School of Photography



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## Art Director & Team Lead - Repindia

August 2014 - October 2018

Shaped Select CITYWALK's visual identity across digital and print for four years, managing brand and client relationships.

Led 12-member design team for Reliance, Select CITYWALK, Adani, TATA Trusts, and Cover Story across social and offline.

Won digital mandates for PVR Cinemas, Viacom18, TATA Trusts, Adani, Reliance, and P&G through new business pitches.

Worked on branding for Amigo and Reliance Zone; designed collateral for OSK Ros Marines, QCI, and Shiv Nadar Foundation.

## Hobbies

Competitive PC Gaming

Podcast Enthusiast

Audiophile

Fitness Enthusiast

## Brands

