

Anil Reddy

Digital Art director
and Designer

With 10 years of experience in digital media, I have come a long way by working for small design and development companies to International AD agencies, this has got me to where I am. I specialize in conceptualizing and designing smarter digital campaigns that bring great results. This experience has given me an opportunity to work for brands like **Coca Cola, Nestle, Adidas, BP, Nissan, VISA, ASB Bank, Absolut** and many more.

Experience

April 2010 to July 2011

TBWA/Tequila
Auckland, New Zealand

Digital Designer and Art director

Brands: Adidas, Nissan, Visa, Sony Play Station, ASB, ANZ, 2degrees

TBWA/Tequila gave me opportunity to work on New Zealand's most popular brands, I enjoyed every bit of my work doing brain storming, initial scamps, designing digital campaigns, EDMs, interactive websites and banners, designing for social media, mobile and iPad apps and art direction.

June 2008 to April 2010

Ogilvy New Zealand
Auckland, New Zealand

Senior Interactive Designer

Brands: Coca Cola, Nestle, BP, Panadol, Toshiba, Sanitarium

At Ogilvy I've worked on some of New Zealand's leading brands creating winning pitch designs, digital campaigns, EDMs, rich media banners, interactive websites. Focused more on initial scamps, concept design, user interface design and art direction.

February 2006 to May 2008

Webstore New Zealand
Hamilton, New Zealand

Senior UI/UX designer

Brands: UNO Magazine, Designstore, Bridgewater

Webstore was a small full-service interactive design studio catering to their sister company UNO Magazine. Responsibilities included UI design, front end development and deployment of various digital media including Websites, Interactive Banners and EDMs.

July 2004 to November 2006

Victoria Web Design
Queenstown, New Zealand

Senior Web Designer

Design, HTML/CSS, flash and illustrations for websites and web marketing campaigns for a large and varied client base. I was also responsible to manage a small team of designers.

March 2001 to August 2003

Zafnet
Riyadh, Saudi Arabia

Web and Print Designer

Served as web designer designing user-interface and branding for some of the reputed local Arabic Brands. I was responsible designing websites, print design, illustrations and helping out programmers with HTML/CSS, JavaScript and flash.

Education

1995 to 2000

Bachelor of fine arts (Visual Communication)
Karnataka Chitrakala Parishat, Bangalore

2003 to 2004

Master diploma in Visual Communication
Design and arts college of New Zealand

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