

ESHA NETTO

ART DIRECTOR

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ABOUT ME

Art director with an observational lens who believes in storytelling that resonates, not just decorates.

EDUCATION

Savannah College of Art & Design

—
MFA in Advertising - 4.0 GPA
2024 - 2026 Spring
Major - Advertising/ Art Direction

Srishti School of Art, Design & Technology, Bangalore

—
Bachelors of Design
2018-2022
Major - Information Arts & Design Practices

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier Pro
- Adobe Lightroom
- Envato AI Video & Image
- MidJourney

PROFESSIONAL SKILLS

- Creative Conceptualization
- Leadership & Collaboration
- Detail Oriented
- Quick Learner
- Strong Communication
- Time Management
- Visual Storytelling

WORK EXPERIENCES

MSCHF X SCADPRO

ART DIRECTOR

September 2025 - November 2025

- Art directed a collaborative campaign for MSCHF, the art collective known for its provocative cultural experiments.
- Worked with a multidisciplinary team on concept development, visual direction, and campaign execution.
- Executed the project within MSCHF's fast two-week sprint model.

SAMSUNG X SCADPRO

LEAD ART DIRECTOR

June 2025 - September 2025

- Led creative direction and communication strategy with a multidisciplinary team
- Contributed to Samsung's visual and narrative design principles through audience insight
- Explored how tone, storytelling, and emotion shape brand and product perception
- Developed cohesive visual frameworks across Samsung's mobile, wearable, and connected tech ecosystem

CARATLANE - TANISHQ

CREATIVE INTERN

Dec 2022 - September 2023

- Conducted on-ground research to understand Gen Z and Millennial buying behaviour, which informed creative strategy and moodboards.
- Assisted in designing seasonal lookbooks, store visuals, and digital content tailored to a younger audience.
- Transformed insights into user-centric solutions, enhancing the app's experience and meeting market needs.

AWARDS

- 3 GOLD SCADDYS
- 1 HONORABLE MENTION