

# RESHMA ROY

## CONTACT

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## PORTFOLIO

reshmaroy.com

## EDUCATION

### BASc in Design & Visual Communications

American University of Sharjah  
2009 – 2013

## SKILLS

Illustration • Storyboarding •  
Photography • Styling • Brand  
Development • Digital & Social  
Media • Content Creation

## LANGUAGES

English (Native) • Malayalam (Fluent  
spoken) • Arabic and Hindi (Literate)  
• French (Beginner)

## SENIOR ART DIRECTOR

Traffic Digital | Feb 2020 – Present

- Providing design solutions for regional as well as international clients on the social and digital level.
- Coordinating with CS team to tackle any issues with execution deadlines and delivery times when working in a larger team to maximize efficiency and accomplish goals.
- Delegating work and overseeing junior members of the team across 3 offices (UAE, Pakistan, Egypt) to ensure smooth and quality output of campaigns.
- Hands on approach for shoots from set design and pre-production through to post.

**Clients:** Honda, AECB, Samsung, Tetra Pak, UNICEF

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## ART DIRECTOR

Impact Proximity | Aug 2013 – Feb 2020

- Overseeing a studio of designers and finalisers.
- Conceptualising and creating branding for clients/campaigns.
- Working on pitches, 360 campaigns and winning new business for the agency.
- Ensuring campaigns run smoothly from launch to finish. For instance, overseeing the entire creative rollout (digital and OOH) for the citywide event – 2019 Dubai Fitness Challenge.

**Clients:** Visa, KFC Arabia, McDonald's, Huawei, JA Resorts & Hotels, AXA Insurance, IKEA, Absolut, Centrepont, Costa, Oral-B/Crest, Commercial Bank of Dubai, Dubai Tourism, Inglot, Modanisa, Dylan's Candy Bar, ACDelco, Al Turki

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## ART DIRECTOR

Dubai Tourism | Oct 2017 – Mar 2018

- Brand guardian and design lead of the visitdubai.com website.
- Part of the Content & Digital Marketing team, working closely with the client to manage and maintain the website.
- Creating online communication and layouts in 12 languages.
- Art Directing and overseeing the look and feel of multi-million dollar campaigns.

**Campaigns:** Dubai Shopping Festival (DSF), Shah Rukh Khan in Dubai, Dubai Fitness Challenge (DFC), Dubai Food Festival (DFF)

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## DESIGNER

ExtraCake | Jun 2012 – Aug 2012

- Supporting the creative department with creating visuals, pitches, brainstorm sessions, coordinating with accounts team to prepare for the production phase of projects.

**Clients:** Mubadala, Reel Cinemas, Ferrari World, Good Year