

I'm Chirayu Palande. Born on 20th Feb 1984
A Creative Art, innovative thinker and designer.

As a person I am extremely boring , no smoking no drinking so social life, I love to be either at home or gym, I am very simple down to earth , but I am completely opposite when I work. I like to be little mad and crazy when it comes to art direction or creative thinking, my profession allows me to be something that I can't be in my real life, my work has always been my stress buster.

I have 2 wife, one is my work 2nd is the human wife Pravina Brid, best part of my wife is she is a banker and she doesn't understand a thing about advertising that's why she is my best critics.

I love animals all of them, when i am not working i think of work, when i am not thinking i paint canvas

As a creative director in the field of digital art portfolio, I pride myself on my ability to bring unique and innovative ideas to life. With years of experience in the industry, I have honed my skills in content creation, branding, social media, and event planning. Through my creative initiatives and fundraising efforts, I have helped numerous clients achieve their goals and stand out in a crowded market. Let me help you take your digital art portfolio to the next level.

Please visit chirarto.com for my creative portfolio

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Work Experience



(2016-Present) Creative Director, Ogilvy

As the creative director at Ogilvy, I lead a team of designers and developers in creating visually stunning and engaging digital art. I oversee the entire creative process, from ideation to execution, and ensure that each project meets the highest standards of quality.

Brands- Amazon.in, Cadbury DairyMilk, Cadbury Gems, Castrol CRB, Vive!



2016 Creative Director, MullenLowe Lintas Mumbai

I was at Lowe for the shortest span of time, working for LIFEBOUY brand, I was handling complete asian market with the team of 8 people (copy + Art)



2015-2016 Creative Director, Famous Innovations

I worked in Famous with legendary creative and founder of the agency Mr. Raj Kamble Brands- Raymonds, Nanhi Kali, Piramal, Times Network MXN action movie channel, Romyed Now, Movies NOW, MN+



2011-2015 ACD, Creative Controller Ogilvy

As an Associate Creative Director I got opportunity to work on several national and international brands like Cadbury 5Star, Perk, Life OK channel, Castrol, Fevicol and other Pidilite Brands



2010-2011 Leo Burnett Mumbai

Creative controller I was working on the international telecom brand called UNINOR



2006-2010 Meridian (Ogilvy and Mather)

Sr Art was working on several brands like Anand Rathi finance, Radio City, 9XM entertainment channel, etc

Education

2003-2006 Bachelor of Fine Arts, Applied Arts (BFA) Rachana Sansad

I received my Bachelor of Fine Arts degree from Rachana Sansad, where I honed my skills in traditional art forms such as painting and drawing, as well as digital art and design.

I won Bronz CAG Award 2006 as a best illustrator ad campaign

Achievements

Happy Clients and satisfied Sr Management is the biggest achievements I have earned for so many years saying that I have

2 big elephants Kyoorius Awards won for best innovative medium for Nanhi kali wedding card with 2 Effie award for the same

1 shortlisted for Cannes for wear out plastic campaign

2 D&AD shortlisted for wear out plastic

Cag Bronz for the best illustration ad for BOSE speakers