

# MENAKA DEEPAK

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## WORK EXPERIENCE:

### Art Director (Volunteer) - Big Break Foundation

Kissimmee, Florida  
February 2024 - Present

- Led the design of select marketing collateral, including social media graphics and event materials, ensuring alignment with brand standards and effective communication to target audiences.
- Enhanced visual communication strategies by contributing innovative ideas and executing creative solutions, improving the overall impact of the foundation's campaigns.
- Collaborate closely with a team of graphic designers to rework the organization's branding, driving cohesive visual storytelling across multiple platforms.

### Associate Art Director (Intern) - GroupeConnect

Boston, Massachusetts  
June 2023 - August 2023

- Collaborated with the Art Director and design team on a high-impact video project titled "From One Champion to Another" for Bank of America's Better Money Habits® program, supporting Special Olympic Athletes. Played a key role in scouting locations, determining set design, directing costumes and props, storyboarding, and ensuring brand alignment and visual impact.
- Partnered with the team to develop innovative campaign concepts for clients, effectively translating brand identity and messaging into compelling visual narratives.
- Contributed to a cross-functional intern project aimed at digitally revamping the BAA & Bank of America partnership. Focused on User Experience Design by creating screens for the new website and designing a marketing campaign (Social Media and Out Of Home) to announce the relaunch.
- Led the intern team's presentation of the campaign portion of the final project to GroupeConnect's leadership and Bank of America executives, showcasing our strategic approach and creative execution.

### Project Manager, Creative Director - SCADpro x David Yurman

Savannah, Georgia  
March 2023 - May 2023

- Led a team of 20 in developing David Yurman's 2023 winter campaign video concept, facilitating seamless communication and collaboration across disciplines within SCADpro, a collaborative studio at SCAD where students work with professionals to solve real-world challenges.
- Developed and presented several iterations of 4 core compelling creative concepts to the David Yurman team, ensuring brand alignment and campaign goals throughout multiple checkpoints
- Served as a key liaison in client presentations, confidently articulating the team's creative concepts and proactively addressing client feedback.
- Spearheaded the exploration of innovative technologies such as XR stage technology, assessing its potential implementation within the final video production.
- Contributed hands-on to the creation of 15-20 marketing assets that could be used to support the campaign video.

### Graphic Designer - The Korner Shop

Chennai, India  
November 2020 - August 2021

- Developed and executed visual branding for a rapidly growing startup, including logo design and marketing materials, ensuring consistent brand identity across all platforms.
- Designed a wide range of marketing assets, such as product demos and presentations, maintaining alignment with the startup's established visual language and enhancing brand visibility.
- Collaborated closely with founders, incorporating their feedback into designs and effectively meeting project goals while fostering strong client relationships.

### Assistant Director - Wallwatcher Films

Chennai, India  
May 2019 - June 2019

- Supported the Director in all aspects of production for the film "Aelay" (available on Netflix), including scheduling, budgeting, and crew management.
- Coordinated with department heads to ensure a seamless workflow, addressing daily production needs on set.
- Oversaw set setup and breakdown, aligning the director's vision with the art and props department to ensure each day's shoot was executed flawlessly.
- Fostered a positive working environment through effective communication with cast and crew, ensuring smooth collaboration throughout the production.

## AWARDS

### Kodak - Break The Frame | Art Director

- Silver ADDY - Cross-Platform - Integrated Advertising Campaign - Consumer Campaign
- Silver ADDY - Cross-Platform - Integrated Brand Identity Campaign

## EDUCATION

**M.F.A Advertising** - Savannah College of Art & Design, Savannah, Georgia  
September 2021 - November 2023

**B.Sc Electronic Media** - M.O.P.Vaishnav College for Women, Chennai, India  
June 2017 - October 2020

## TECHNICAL SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Adobe XD
- Figma
- Social Media
- Photography
- Graphic Design