

Puneet Kishore

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Professional Summary

Results-driven Creative Director with over 20 years of experience in video and animation production. Recognised for innovative problem-solving abilities and a unique creative vision that drives impactful storytelling and brand engagement. A proven leader skilled in analysing complex challenges and implementing effective solutions that enhance project outcomes. Adept at fostering collaboration among diverse teams, mentoring emerging talent, and leveraging cutting-edge technologies, including generative AI tools, to optimise creative processes and deliver high-quality results.

Core Competencies

- Generative AI & Content Creation
- Brand & Product-Centric Content Development
- Content Strategy & Communication
- Technology Integration in Production/Automation
- Mixed Media Digital Video Production (Live Streaming & Recorded)
- UI/UX Design & Graphic Design
- Research & Consumer Behaviour Analysis
- Project Management & Supplier Relationship Management

Skills

- Generative AI Tools (e.g., ChatGPT)
- Adobe Creative Suite
- Final Cut Pro (FCP)
- Figma
- Cinema 4D & 3ds Max
- Microsoft Office Suite

Education & Certifications

- Graduated in Industrial Chemistry, Delhi University
- Digital Marketing Specialist
- Career Essentials in Generative AI by Microsoft
- Prompt Engineering: How to Talk to the AIs
- Gamification from the University of Pennsylvania
- Marketing Foundations: Customer Decision Journey (Nielsen Norman Group UX Certification)
- Competitive Strategy from the University of Munich
- Advanced Diploma in Multimedia from Arena Multimedia

Professional Experience

Self-Employed / Freelancer Delhi NCR | June 2023 - Present

- Consulted SMEs and startups on creative strategy, design, branding, communications, and UI/UX while prioritising ROI.
- Developed generative AI-driven content strategies using tools like ChatGPT to enhance user engagement and streamline content creation processes.

Creative Manager - *Applyboard India Pvt. Ltd., Gurgaon* | June 2021 - May 2023

- Developed a local-first brand strategy for South Asia, enhancing community trust.
- Created scalable design solutions that increased team productivity by 70%.

Director – Creative & Content Strategy - *Huckleberry Media Solutions* | July 2014 - June 2021

- Drove integrated brand solutions utilising emerging technologies, including generative AI for content personalisation.
- Collaborated with stakeholders to design user-focused digital experiences. Highlights:

Director - Design & Product Development - *Cellvision Technologies Pvt. Ltd.* | May 2014 - Present

- Developed concepts for appealing digital products through research and user data analysis.
- Integrated generative AI methodologies to enhance product features and user interactions.

AVP Broadcast Creatives - *Cellcast Interactive India Pvt. Ltd., Mumbai* | Dec 2005 - Apr 2013

- Led a creative team of over 30 members; optimised advertising campaigns across various platforms. Highlights:

Senior Graphic Designer - *B4U India Television, Mumbai* | Apr 2003 – Nov 2005

- Transformed briefs into effective concepts and storyboards for promos.

Senior Graphic Designer - *B.A.G. Films, Delhi* | Aug 1998 – Jan 2003

- Conceptualised visual aspects for Television shows and corporate AVs.

Additional Information

Available for relocation or remote work opportunities. Available to work on any timezone. Passionate about leveraging generative AI technologies to enhance creative processes and user experiences.