



HELLO

I'm Vijay Shilu, an **Art Director** and **AI Creative Artist** with **15+ years of experience** across India and the UAE. I've worked across advertising, branding, visual communication, 3D, motion, and creative direction for regional and international brands. Over the last three years, I've been deeply focused on AI-led creativity, using tools such as Kling, Seedance, Seedream, and Nano Banana to develop AI films, key visuals, campaigns, and visual concepts.

What I bring is a combination of strong traditional art direction and AI-driven thinking, taking an idea from concept to distinctive, high-impact visual execution with greater speed and creative possibilities. I see AI as a powerful creative medium, but Art Direction remains the foundation. My approach starts with the idea and evolves through strategy, concept development, visual language, AI exploration, art direction, production, and final execution. I also bring creative leadership, cross-disciplinary collaboration, and a strong understanding of brand storytelling to deliver work that balances innovation, strategic intent, and visual excellence, creating visual work that is not only striking, but purposeful, relevant, and memorable.

SOFTWARE

Illustrator	Vray / Corona	Blender	Nano Banana
Photoshop	After Effects	AI Motion Tools	Seedance
3ds max	Capcut	Seedream	Kling

BRAIN STATUS



80% **20%**
Creative Technical

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D.O.B. 17-01-1989
Marital Status – Married

SKILLS

Campaign Design
AI Generated Ads
3D Motion Video
3D Rendering
Print Production

OTHER HIDDEN SKILLS

Team Management
Brief Understanding
Production & Execution
Quality Control

LOVE TO DO

Learning AI Tools
Visiting Exhibition
Travelling
Explore New Software
Photography

TRAVEL EXPERIENCE

Dubai – Paris
Switzerland – Germany
Zurich – Singapore
Malaysia – Belgium &
of Course India.

EXPERIENCE

● ICON ADS, Dubai, UAE

Art Director Nov 2024 – Present | **Senior Graphic Designer** Nov 2022 – Nov 2024

- Lead UAE and regional campaigns from brief to final delivery, defining concepts, visual direction, and creative standards in real estate, retail, hospitality, FMCG and government industries.
- AI-generated advertising, directing the creation of motion ads and key visuals using Kling, Seedance, Seedream, and Nano Banana while maintaining brand quality and creative standards.
- Manage creative teams, allocate tasks, review deliverables, coordinate with clients and stakeholders, and oversee India office workflows. Promoted

● ROEX DESIGN, Ahmedabad, India

Senior Graphic Designer Jan 2019 – Nov 2022

- Designed branding, logos, visual identities and print and digital communication for clients across ceramic, real estate, retail and FMCG industries.
- Handled creative production from concept to final artwork, including print production.

● EDCONCEPT, Ahmedabad, India

Senior Graphic Designer 2014 – Dec 2018 | **Graphic Designer & 3D Render Artist** Dec 2011 – 2014

- Created graphic design and 3D visualizations and renders for client projects, using 3ds Max, V-Ray and Corona.
- Delivered branding, print and visual communication work in real estate, retail, hospitality, FMCG industries.
- Promoted to Senior Graphic Designer after 3 years.
- Coordinated the design team and handled day-to-day operations.

● XPLORA DESIGN SCHOOL, Ahmedabad, India

Faculty (Design) | Oct 2009 – Nov 2011

- Taught design to students while completing a Diploma in Designing.
- Also on freelance design projects alongside teaching.