



My name is Adithya, and I am an art director. Born in India and raised in Africa, I spent a lot of time in Khartoum, Bombay, and New York before eventually settling in Singapore. I love '90s hip-hop, collecting watches, and Guy Ritchie films. Recently, I've developed a newfound love for pottery, DJing, and film photography. At a party, you'll most likely find me with a beer in hand, halfway through telling a story that involves a dead dog, a suitcase, and a train ride (in that exact order).

I've worked on several campaigns where we got to do the most fun and outrageous things; from selling a collection of imaginary home furnishing solutions that everybody already owns, to reimagining the most hardworking IKEA Frakta bag into a huggable portable pillow, to convincing a bank to design cool graphic decals for bicycles and skateboards that make sustainable travel appealing to hypebeasts, to launching a nationwide campaign for a beer brand that urged people who love chugging their beer to stop, savor, and enjoy it instead. These are some of the reasons I love what I do because we get away with it, while getting paid for it.



## Experience

1.

**Leo (Leo Burnett) (SG)**  
Snr. Art Director

2024/Present

I am currently at Leo (Leo Burnett), where i am working on McDonald's. During my first week at Leo i helped win a pitch for Resorts World Sentosa.
2.

**The Secret Little Agency / Mother (SG)**  
Art Director

2020/2024

During my time at TSLA, we helped win the pitch for StarHub and IKEA. I worked on brands such as KFC, Netflix, DBS, FairPrice Group, Singapore Brand Office, AIC, Vattanac Breweries, Jet Star, Star Alliance among others.
3.

**Grey (SG)**  
Jnr. Art Director

2018/2020

I worked for a year at Grey Singapore where i was able to contribute in the conceptualising and art direction of campaigns for brands such as Panadol (GSK), Ferrero Rocher, Dulux, and Public Hygiene Council. I also got to contribute to brands such as Volvo, Bose, Pantene, Circles.life, Open Electricity Market, and Olam.
4.

**360i (NY)**  
Intern

2018

I interned for 3 months at 360i where i had the opportunity to work on brands such as Absolut Vodka (the campaign won a D&AD Yellow pencil in 2019), Game of Thrones Season 8, Oreo and NOLA.
5.

**JWT (NY)**  
Intern

2017

I interned for 6 months at JWT where i had the opportunity to work on brands such as Danone, Edge, T. Rowe Price, and Northwell Health
6.

**Saatchi & Saatchi**  
Intern

2017

I interned for 3 months at Saatchi where i had the opportunity to work on brands such as Tide, Walmart and USAA

## Achievements

### Awards

Spikes Asia 1 Bronze, 1 Shortlist  
Creative Circle Awards (Gongs) 1 Silver, 1 Bronze, 1 Shortlist  
D&AD New Blood Wood Pencil  
One Show (Young ones) Merit 2x  
ADC Merit  
New York Festival Finalist  
Addys Bronze  
Graphis Gold  
Graphis Merit  
Summit Creative Leader  
Kyoorius Young Blood with D&AD

### Press

Famous Campaigns, Fast Company, Business Insider, Clios, Little Black Book, Dezeen, FOX News, Mashed, Asia One, The Drum, CNA, Campaign, Marketing Interactive, Branding in Asia, Mothership, Ads of Brands, Advertolog, Coloribus, Ads of the World, Hello You Creatives, Creapills, DesignTAXI, Daily Gizmo, Danstapub, Adeevae, Business Punk, 20Something, Provoke Online, Pepsnews, UrbanPlayer, Ramdam, JCVerbanck, Webstart, Trend Hunter, The inspiration, Yahoo!, Ads of the world