

SAANIYA SINGHAL

CREATIVE DIRECTOR / BRAND DESIGN /
MEETSAANIYA.COM



EXPERIENCE

TOO GOOD TO GO GLOBAL SENIOR ART DIRECTOR 2023-2026 / COPENHAGEN

Led global creative across 21 markets, working with cross functional teams and senior stakeholders across campaigns, brand, partnerships and multiple channels.

FOUNDRY GROUP AG CREATIVE DIRECTOR 2018 - 2022 / BERLIN

Led client accounts and pitches across food, tech, automotive and skincare, from strategy and concept through to creative delivery.

HYPER ISLAND / UNBOX STUDIO MASTERS IN ART DIRECTION / FOUNDER 2017-2018 / STOCKHOLM

Designed and conducted creativity and team development workshops, creating tools and methods to help teams collaborate, think and work more creatively.

BRANDING / ADVERTISING / PUBLISHING GRAPHIC DESIGNER / ART DIRECTOR / BRAND DESIGNER 2010-2017 / NEW DELHI

Worked with startups from day one and established businesses across food, hospitality, education and tech, building identities, packaging and communication across every brand touchpoint.

RECOGNITION

GERMAN BRAND AWARD BEST OF BEST 2021

Excellent brands & sustainable brand of the year for Planted Foods AG

GERMAN BRAND AWARD GOLD 2021

Excellence in Branding & Creation for Planted Foods AG

GERMAN BRAND AWARD WINNER 2021

Brand Impact of the year for Planted Foods AG

GERMAN BRAND AWARD BEST OF BEST 2020

Excellence in Brand Strategy & Creation + Brand effect of the year for Lime

GERMAN BRAND AWARD GOLD 2020

Excellence in Communication (ambient ? Outdoor) for Lime

GERMAN BRAND AWARD 2 X WINNER 2020

Excellence in brand strategy & communicayion for flaconi

CANNES YOUNG LIONS

Top 10 Art Directors below 30 in India

TOOL BOX

Adobe Creative Cloud / Figma / ChatGPT (OpenAI) / Gemini / Midjourney / Kive.ai

CONTACT

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