





**ART DIRECTION, GRAPHIC DESIGN, PRODUCTION**  
**DIGITAL, BRANDING, PRINTING, PACKAGING**  
**TYPOGRAPHY, ADVERTISING, EVENTS, GIFTING**  
**PHOTOGRAPHY, BUDGET, OUT SOURCE**  
**PROJECT MANAGEMENT**

## HETAL H PANCHAL

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 [www.issuu.com/hetalh/docs](https://www.issuu.com/hetalh/docs)

## Software Skills

 CorelDRAW

 Photoshop

 Illustrator

 InDesign

 Microsoft Office

Proficient in both



## EXPERIENCE

February 2024 till the date working with

**The Stone Sapphire India Pvt Ltd as Creative Head (Skoodle Brand)**

I am responsible for creating designs for the stationery division. I manage the design team and work closely with the Product Development and Marketing teams. I also coordinate with R&D, Legal, Finance, QC, and the product manufacturing team. When required, I collaborate with the Global team and oversee various tasks.

My role includes coordinating with printers and outsourced vendors, managing proofing, and handling new product development sampling. I am responsible for managing artwork, reviewing all designs created by the team, and ensuring quality and accuracy. This involves developing innovative concepts, layouts, and visual elements to enhance product aesthetics and appeal.

I report to the Managing Director and work with the Marketing team to develop new concepts, choose suitable packaging techniques, and incorporate special effects. Additionally, I oversee material selection, considering factors such as durability, aesthetics, cost-effectiveness, and environmental impact.

This role requires a blend of artistic skills, technical knowledge, and project management abilities to ensure high-quality, market-ready products.

January 2022 – February 2024

**DOMS Industries Pvt Ltd as Creative Head**

I am responsible for creating designs for various products, particularly focussing on the fine art series. This includes coming up with innovative concepts, layouts, and visual elements to enhance the aesthetics and appeal of the products. I collaborate closely with the Managing Director and internal teams to develop new concepts, select appropriate packaging techniques, and incorporate special effects. I also look after the material selection, including durability, aesthetics, cost-effectiveness, and environmental impact. I am involved in proofing the final designs before production and coordinate with the production team to ensure that the designs are accurately translated into the final products. This role requires a combination of artistic skills, technical knowledge, and project management capabilities.

October 2021 - May 2022

**VALOREM ADVISORS as AVP Design**

I am handling the team, designing, printing, and concept till production for Annual Report. Worked closely with internal teams and managed clients. Worked with vendors.

I design Annual Reports for clients like: Matrimony.com, Astral Pipes, Camlin, Shemaroo, Everest Industries Limited, Saregama, IPCL, Sanghvi Movers, Kiri Industries, Bliss GVS, OAL, Centum, BCL Industries, Shreyas Shipping, Vijaya Diagnostic, Sintercom

April 2008 – June 2020 worked with

**Edelman India Pvt. Ltd. as Production Manager**

I was accountable for handling end-to-end Designing, Printing, Social Media communications, Corporate Events, Photography, and overall Branding for clients. Worked closely with various teams and managed tasks meeting time lines and budgets. Supervised production work at events. Worked closely with vendors and managed production jobs, costing, and budgets based on the brief.



## Academic Credentials

**G. D. A.: Passed G. D. A.**

(Government Diploma Art) in April 1995 from Gujarat State Educational Board (B. A. Mehta Kala Maha Vidhyalaya, Amalsad) acquire **First Class** (Specialized subject: **Illustration**)

## Personal Dossier

**Date of Birth:** 23<sup>rd</sup> March' 1975

**Hobbies:** Painting and Designing

## Languages

English | Hindi | Gujarati

I worked for clients (Brands) like: Hindustan Unilever Limited (Vaseline, Tresemme, Lakme, Ponds, Knorr, Tajmahal Tea), EESL, BEE, UTstarcom, TATA Group, HP, Microsoft, LinkedIn, Aruba, Automation, GE, BlackBerry, Visa, Colgate, Kaya Skin Clinic, Suzlon, CLP, GM, Nissan Motors, Harley-Davidson, Audi, American School of Bombay, Pearl Academy of Fashion, FDCl, AstraZeneca, Pfizer, Mylan, Merck, Prevenar, RedBull, Johnson & Johnson, Abbott, Schering-Plough, Sanofi Aventis, Wyeth, Kraft Foods, Cadbury, Oreo, Tang, Starbucks, Wrigley, Tuborg, Budweiser, Belvedere, Calsberg, Smirnoff, Johnnie Walker, Diageo, Shell, Wonderfull PISTACHIOS, SwissRe, Zespri, UCLA Anderson, CNN, Levi's, Bata, Metro, Lodha, Levi's, Kobo, TÜV SÜD, Norton, Kimberly Clark, KPMG, Arvind Ltd., Rolex, Audible, Eight App, National Investment and Infrastructure Fund (NIIF), PayPal, Netflix, Audible, Eight App, Monsanto, World Gold Council, DHL SmarTrucking, Kimberly-Clark, WWE, Westrock, Nomura, DTCM, KKR Finance, Max Life Insurance, Indiafirst, Poddar Housing, Groupon.

**January 2008 – March 2008** worked with **Brahma Design** as **Graphic Designer**

- Conceptualization and designing all Creative assignments
- Client Servicing

**September 2006 – January 2008** worked with **Better Communication** as **Graphic Designer**

- Taking briefs from clients and coordinating with the Art Director, Copy Writer, and Photography teams.
- Worked for North Point School, DY Patil College of Engineering, Future Group, Reliance Group, and Star TV, etc

**January 2001 – August 2006** worked with **Amrita Graphics** as **Graphic Designer**

- Conceptualization and designing all Creative assignments
- Handle team and manage print production jobs.

**June 1998 – January 2001** worked with **Sun Graphics** as **Sr. Graphic Designer**

- Conceptualization and designing all Creative assignments
- Client Servicing

**July 1996 – May 1998** worked with **Crimson Rage Advertising Pvt. Ltd.** as **Visualiser**

- Conceptualization and designing all Creative assignments
- Coordinate with the marketing team and work accordingly
- Worked for clients like Bavaria Beer, Lagoon Hotels, Balwas Hotel, D M Pakitwala, Shiv Plywood etc.

**July 1995 – July 1996** worked at **Empress Images** as **Proprietor**

- Handled creative assignments for clients like Mangal Rubber Products, Sofia Chappals, Monarch Gems, Avani Gems, Tropical Garments, Bipico Industries etc.

