Harsh Hede

Creative Director with 15+ years of global agency & client side experience

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Brand design leader with a footprint across Europe, India, and Africa, including 5+ years managing creative teams. I build resilient design systems that maintain high quality at volume, direct campaigns from concept to film, and integrate AI-native production pipelines protected by strict brand guardrails.

Experience

Creative Director - Growth Marketing
Jul 2024 - Aug 2026

MPOWER Financing, Washington, D.C. - Remote · Contract

- **Directed brand creative at massive scale:** lead the visual system and campaign execution for a fintech ecosystem currently generating over 40,000 qualified leads and $138.2M in funded loan volume.
- **Owned MPOWER Financing's brand across 25+ markets:** led the comprehensive audit, repositioning, visual system, and global guidelines.
- **Optimized growth creative on a flat budget:** directed campaign assets that contributed to a 2.3x growth in qualified applications and a 1.8x increase in funded loan volume without increasing the annual marketing budget.
- **Wrote, shot, and cut MPOWER's brand film in a single week:** the asset shifted the narrative to real student stories and helped close a $313.5M securitization.
- **Built and led a five-person in-house creative team:** design, copy, and social, establishing AI-native pipelines that held brand quality at high output volumes.

Art Director
Apr 2022 - Jul 2024

VML (Wunderman Thompson), Prague, CZ - On-site · Full-time

- **Led global B2B brand design for Snap Inc.:** directed a five-person team on high-stakes partner marketing (Dubai Expo, Saudi Day), regional B2B testimonial films (MBC Group, Augustus Media), and high-visibility presentation decks for CEO Evan Spiegel.
- **Spearheaded Snap's AR commercial narrative:** art-directed the flagship Augmentality Shift research report and custom AR lenses, translating complex data into a commercial case for AR performance marketing.
- **Directed pan-European campaigns & film for MSD:** led the "What's stopping you?" HPV awareness campaign across 19 markets, delivering 400+ strictly regulated assets and facilitating strategic workshops to shift female health messaging. Additionally art-directed a clinical Lung Cancer Awareness film on location in Prague.
- **Engineered high-volume asset pipelines:** leveraged the pan-European framework built for MSD to win and execute GSK's global asset refresh, establishing a Figma pipeline that successfully delivered 450+ multi-brand assets solo.
- **Drove digital product launches & global CRM:** led the multi-market visual launch of OTIS Gen 3 lifts across Spain, Portugal, and Italy, and managed the digital design team in executing scalable CRM email frameworks for enterprise clients including Shell, Microsoft, and Ford.

Art Director
Mar 2021 - Apr 2022

Ogilvy, Prague, CZ - On-site · Full-time

- **Led Tesco's CEE master brand transition:** guided a massive 2021 regional visual overhaul across the Czech Republic, Slovakia, and Hungary, building a scalable system to seamlessly transition legacy assets to the modernized global identity.
- **Directed omnichannel retail campaigns at scale:** spearheaded the regional rollout of the "Power to Lower Prices" initiative, conceptualizing a tailored visual identity that spanned TV shoots, digital, and in-store interiors for 366 locations.
- **Engineered high-velocity production pipelines:** orchestrated daily delivery cycles for 40+ monthly promotional leaflets and 6+ annual flagship campaigns, ensuring strict brand alignment with UK HQ guidelines.
- **Managed global IP and subsidiary portfolios:** directed the regional design and distribution of high-visibility collateral for major international IP partnerships (Universal's Minions, Jurassic World), while overseeing art direction for Tesco Mobile and Tesco Insurance.

Designer
Feb 2020 - Mar 2021

Mark BBDO, Prague, CZ - On-site · Full-time

- **Drove regional agency growth:** designed winning pitch materials that secured Komerční Banka, Orlen, and Tatra.
- **Executed CEE brand transitions:** led FRoSTA's CEE social identity migration and high-volume social assets for Mars (Pedigree).
- **Delivered omnichannel activations:** Levi's 247 app social, Czech Tourism's MICE campaign, and Dr. Oetker tram wraps.

Senior Designer

Sep 2018 - Oct 2019

Sun King (Greenlight Planet), Mumbai, IN | Nairobi, KE - On-site · Full-time

- **Scaled brand operations across APAC & the Pacific:** directed 360-degree design initiatives and managed a team of four designers to expand the brand's footprint across India, Pakistan, Myanmar, the Philippines, Fiji, and Papua New Guinea, including spearheading the localized "Light It Up" PNG market launch.
- **Drove commercial growth through hyper-localization:** pioneered a vernacular branding strategy utilizing regional scripts to modernize the visual identity. This strategic shift directly yielded a 25% increase in brand engagement and boosted regional sales.
- **Led global digital transformation:** directed the comprehensive overhaul of the global company website and engineered a robust, multilingual digital product catalog tailored specifically for the complexities of the Indian market.
- **Translated ethnographic research into award-winning creative:** conducted on-the-ground user immersion programs in Bihar, India, and Kakamega, Kenya. Leveraged real-world rural customer insights to build empathetic brand communications that secured two Rural Marketing India Awards for 'Best Rural Campaign' and 'Best Digital Campaign'.

Projects & Ventures

- **Lancelot (AI Productivity App):** product and design lead for a neurodivergent-focused tool; built 98% of the codebase and established the complete brand system.
- **Log & Live:** co-led the brand identity system and built the bilingual logandlive.com digital experience utilizing a hybrid AI-native workflow.
- **Spotify India Launch:** designed the visual execution for the award-winning "There's a playlist for that" campaign, securing Gold and Silver at ABBYs and The One Show, and Bronze at ADFEST.
- **GuruJal Rebrand:** executed a comprehensive brand overhaul in three weeks, delivering strategy, a six-script wordmark, and an AI-assisted brand film.

Education

Bachelor of Design

Apr 2009 - May 2012

Symbiosis Institute of Design, Pune, IN

Skills

- **Creative Leadership & Strategy:** Global Brand Architecture, Campaign Conceptualization & Ideation, Executive Stakeholder Alignment, Cross-Functional Team Leadership.
- **Art Direction & Production:** End-to-End Film Production, Storyboarding, Partnering with Directors & Producers, Omnichannel Campaign Direction.
- **Creative Operations (CreativeOps):** Strategic Brief Creation, Pipeline & Budget Management, High-Velocity Asset Scaling, Multilingual Localization.
- **Systems & AI Integration:** Scalable Brand Systems (Figma to Code), Generative Video & Image Pipelines, Agentic AI Workflows, Establishing AI Brand Guardrails.

Tools & Technologies

- **Design & Motion:** Figma (Advanced Variables & Tokens), Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro).
- **Web & Architecture:** React, TypeScript, Next.js, Tailwind CSS, Webflow, Storybook, GitHub.
- **AI Tooling:** Higgsfield, Seedance, Claude Code, Gemini, GPTImage, ElevenLabs.

Languages

- English (Fluent, Full Professional), Hindi (Fluent), Marathi (Fluent), Czech (Learning).