

## Markandeya Sendan Senior Art Director / Designer

(415) 373-8292 msendan@gmail.com Portfolio: Sortagreat.com

### Experience

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#### Senior Art Director / Designer at Twilio in San Francisco

Oct 2017 – Feb 2023 (5 yrs, 6 mos)

Veteran member of Core Creative Brand Team working across digital, print, video, outdoor, events, and social.

- Work on high visibility campaigns and important revenue driving projects. Contributed as an individual and in partnership with internal and external teams on animation, print, out-of-home, banner campaigns, event branding, web projects, webinars, live streams, and special reports.
- Helped streamline creative production to support increased marketing requests as company grew 10x, achieved by helping establish brand guidelines, design systems, and vendor network.

#### Freelance Senior Art Director, Web, Visual, and Brand Designer in San Francisco

Dec 2011 – Nov 2017 (6 yrs)

Creative design, and UI/UX freelance work for San Francisco ad agencies, design shops, and tech companies.

- UI design on websites for retail, banking, and others industries.
- UX research, and wireframes exploring features such as filtering, site navigation, mobile input, and cross-app discovery in e-commerce, social, and automotive apps.
- Creative work on campaigns from discovery to production, for digital advertising, social posts, print, outdoor, and experiential initiatives.

Clients included AKQA, Cibo, DDB, EVB, Factor, Google, Razorfish, Salt Branding, Swirl, and Toaster.

Brands included Clorox, eBay, Dolby, Google, Kia, MeowMix, Samsung, Sunglass Hut, Target, and YouTube.

#### Interactive Art Director at Cramer-Krasselt in Chicago

Apr 2009 – Oct 2011 (2 yrs, 7 mos)

Designed and concepted innovative experiences as the agency's first dedicated interactive art director.

- Lead interactive art director on the award winning Porsche Panamera launch and other high-profile Porsche campaigns, helping deliver websites and display banners.
- Advocated for UX practice along with work across web, social media, banners, and video content.

Brands included Porsche, Ore-Ida, Edward Jones, AirTran, and Crocs.

### Earlier roles

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#### Interactive Art Director at Publicis in Dallas

Jun 08 – Jan 09 (8 mos)

#### Art Director at Mortar in San Francisco

Feb 06 – Mar 08 (2 years, 2 mos)

#### Art Director Intern at BBDO West in San Francisco

May 04 – Dec 04 (8 mos)

### Education

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#### Bachelor of Fine Arts, Advertising

Academy of Art University 2004

### Recognition

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Addys, Adweek, Awwwards, CMYK, Creativity, Communication Arts, Effies, FWA, One Show, Webbys.