

ISHAAN MISHRA

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SUMMARY



An award winning emergent storyteller and **creative director** with over **10 years of experience**. A collaborative, open-minded, innovative leader, with deep experience working with digital media to develop creative strategy and collaborate on executions that attract, grow and monetize audiences across linear, digital and social platforms. I love to challenge the status quo with innovative and experimental thinking that allows for diverse viewpoints in the conversation.

Excellent leadership, organization, and communication skills to manage and develop a team of sophisticated and creative design professionals and foster a culture of product design-led thinking. Experienced in building, directing and developing innovative leading-edge brand creative solutions that establish fresh directions and market opportunities while negotiating strategic partnerships to drive revenue and develop brand voice in disruptive and novel ways.

WORK EXPERIENCE

Design Director (Creative Lab)

TikTok - New York, NY

June 2021 - Present

- Built out the Design Creative Lab at TikTok while setting a vision for the team and casting the right team that can bring that vision to life.
- Innovate new disruptive content vehicles and design solutions that challenge users to be more creative and interactive on TikTok
- Responsible for the the design direction of brand materials that teach the world about TikTok's new features and innovations
- Partnered with the Creative Strategy team to develop visual prototypes, XR effects, and more for TikTok clients and partners
- Responsible for the design direction of branded events, marketing content, brand materials, digital footprint, and branded content
- Generate regular thought leadership around visual storytelling on TikTok — manifested in content, events, effects and more
- Champion TikTok's creator community and encourage cross functional collaboration while giving them the tools to elevate their content
- Oversee the Creative Direction of TikTok's consumer and business facing creative communications strategy and brand guidelines
- Collaborated with Product Design, Management, Marketing and other cross-functional teams to design TikTok's brand experience
- Foster a positive work environment through strong leadership and mentorship of a growing team driving over \$1 Billion in revenue YoY
- Provide mentorship, leadership and creative direction to a growing team of designers, copywriters, strategists, editors and art directors
- Scaled design led solutions for cross-functional creative asset creation for creative collaboration and efficient project management

Multimedia Director (Disruptive Innovation & Emerging Media)

Bleacher Report (Warner Media/Turner Sports) - New York, NY & San Francisco, CA

July 2013 - March 2021 (Senior Designer 2013-2014, Art Director 2014-2016, Multimedia Director 2016-2021)

- Collaborated with Social, Content, & Design team leadership to efficiently execute on editorial, brand, and business priorities
- Designed and developed award winning Bleacher Report mobile app and desktop experience along with internal long form CMS
- Launched the Media Lab experimental content incubator and Social Moments teams to develop real time reactionary social content
- Redefined the way sports content looks, feels, and is consumed (Launched and Developed B/R social voice and Content Cadence)
- Established and maintained the "creative vision" through innovative content executions with a focus on engagement and boundary pushing
- Ideated creative solutions for Business Development and Sponsorship projects to unlock revenue, brand and social opportunities
- Helped build brand defining content verticals such as Game of Zones, House of Highlights, and B/R Kicks, B/R Media Lab, and B/R Mag
- Maximized creative budgets through innovative marketing practices, showing our sales team a willingness to think outside the box
- Responsible for defining scope and implementing process for technical production and implementing new design infrastructure
- Owned project scope, working with internal partners to forecast and actualize based resources and budget relative to company needs
- Lead projects from conception through execution, partnering with several other cross-functional teams driving over \$82 Million in revenue
- Developed compelling and effective design, programming, and development solutions for social, web, E-Comm, AR/VR and app platforms
- Manage and communicate the flow of information to social management, content leadership on strategy and day-to-day execution.
- Partnered with cross-departmental and external peers to exchange complex information related to areas of specialization
- Influenced and lead a team of producers, editors, and designers to execute on a project-by-project basis while delivering on content goals
- Provided support and pathways to nurture and grow existing talent while fostering a culture of calculated innovation
- Assembled tactical project specific teams while building bridges to pertinent cross company collaborators to launch new social channels
- Streamlined graphic and CMS sandboxes for development and editorial publishing purposes with team of programmers

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Creative Director & Co-Founder

Forever Network (Basketball Forever) - Dallas, TX & Sydney, Australia

June 2012 - Present

- Created a positive, collaborative, supportive culture by being solution-oriented, and encouraging accountability and respect
- Worked in tandem with peers and creative studio leadership to create cohesive structure and process for project management
- Worked closely with production to make sure they understand how ideas are brought to life and the cost implications of creative decisions
- Communicated with the media team to ensure ideas and distribution tactics match up and support client KPIs
- Participated in brainstorming to develop branded video strategy concepts and Content Calendar Planning in response to RFPs
- Collaborated with producers to ensure strong creative production standards and follow through post mortem assessments
- Instituted Content Standards and Development benchmarks while leading a team of creatives to push online content boundaries
- Lead comprehensive creative brand refresh and relaunch while instituting a new set of brand guidelines across the company
- Developed website infrastructure and design aesthetic that worked in conjunction with a new social media template package
- Administered quantitative standards for organizational resource allocation in tandem with brand marketing guidelines

PROJECTS

Posterizes Digital Magazine & Collective

Co-founded a first of its kind Sports Digital Art Collective featuring Multi-Disciplinary Artists from around the world while developing a web presence for NBA artwork garnering over 75 Million Worldwide Downloads and over 350 Million Social Interactions. Launched a digital magazine in conjunction with the website which featured exclusive artwork and interviews with NBA players and artists.

Conscious Basketball (Art Galleries)

I contributed artwork, sculpture concepts and video content for the galleries as an artist while giving creative feedback and helping with curation and concepting for multiple officially licensed Basketball Art Gallery Shows and Events in partnership with NBA teams showcasing mixed media sports artwork at a large scale including Dubz Against the World (Warriors), Art of the North (Raptors), and Crossover (76ers).

EDUCATION

University of North Texas (2014) Bachelor of Science Psychology, Double Minor Sociology & Philosophy (Honors) 4.0 GPA

AWARDS

9x Webby Award Winner, 7x Clio Award Winner, Silver Effie Winner, 3x Emmy Nominee, 2x Digiday Award Winner, 1x American Advertising Award Winner, 1x One Show Gold Pencil Winner, 1x Shorty Award Winner, Vine Billion Loop Club, Forbes 30 Under 30 (Asia) Honoree

CORE COMPETENCIES

Creative & Design

Video Editing, SFX/Audio, Branding, Typography, UI/UX Design, Layout, Digital Marketing, Directing, Cinematography, Copywriting, AR/VR, Emerging Media, 3D, E-Commerce, Apparel Design, Game Development, Packaging, Data Analysis & Visualization, Asset Management

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Management & Strategy

Project Management, Deadline Management, Design Strategy, Event Planning, PR, Digital Marketing, Workflow Optimization, Strategic Partnerships, Business Development, Market Trend Research, Brand Development, Experiential Content Marketing, Mentorship

SKILLS

Adobe Suite: Photoshop, After Effects, Illustrator, Premiere, Indesign, Lightroom, Aero, Flash, XD, Dreamweaver, Muse, Audition
Front End: HTML 5, Javascript (ES7), CSS, Cascade, JQuery, Node.js, Webflow, Sketch, Figma, Google Ads, JSON, XML, JSP
Video Editing: Final Cut Pro, Avid, Sony Vegas, Adobe (Premiere, After Effects), ToonBoom, Vuforia, BlackMagic DaVinci Resolve
3D: Maya, 3DsMax, Cinema 4D, Houdini, Blender, Meshlab, Mixamo, Morphi, OPENSCAD, Leopoly, Sketchup
Augmented Reality: Spark AR, Snapchat Lens Studio, Apple ARKit, Adobe Aero, A-Frame, ApertusVR, ARToolkit, OpenIllusionist
Productivity: Microsoft Suite (Office, Excel, Power Point) Airtable, Trello, Jira, Basecamp, iWork (Keynote, Pages, Numbers)
Languages: English (Expert Fluency) Hindi, Urdu (Conversational) Spanish (Proficient), Punjabi (Beginner)
Soft: Adaptability, Curiosity, Collaboration, Creativity, Daring, Decision Making, Empathy, Problem Solving, Time Management, Bridge Building, Integrity, Service to Others, Innovation, Flexibility, Teamwork, Resiliency, Resourceful, Forward-Thinking, Collaborative, Dependability, Growth Mindset, Active listening, Open to feedback, High Work Ethic, Problem Solver

BRANDS



SAMSUNG



Google