

Joshua R. Bernard

Art Director — Brand Identity · Visual Systems · Campaign Direction · Editorial & Packaging · Team Leadership · AI-Assisted Workflows

Art director and brand designer with nine years across Chennai agencies, moving from hands-on print production into brand identity, campaign and social-first work for consumer, healthcare, real estate and B2B clients. Now leads design at S51 Agency, an AI-first B2B marketing studio, owning creative for international B2B accounts and building AI-assisted workflows that cut project turnaround by around 60%. Previously led a team of visualisers at Spinta Digital, taking startup brands to a wider market. Designed the limited-edition K7 Antivirus pack featured on Packaging of the World and by the World Brand Design Society.

Experience

Art Director (2025 – Present) Chennai · Full-time
S51 Agency

- Lead design at an AI-first B2B marketing studio, working across brand identity, campaigns and content.
- Own creative for international B2B accounts including Skills Workflow, OneMagnify, LatentView Analytics and Arloesi.
- Built AI-assisted design workflows that cut project turnaround by around 60% without losing craft.
- Helped set up the design team from scratch, shaping process, tooling and quality standards.

Art Director (2024 – 2025) Chennai · Full-time
Spinta Digital

- Led a team of visualisers and a senior visualiser on social-first campaigns.
- Managed client relationships directly alongside brand managers, from brief through delivery.
- Took startup brands to a wider market through storytelling and visual identity, including Curapod, GTB, Hungry Turtle, The Modern Village, Truzon Solar and Classmate.

Art Director (2024) Delhi · Remote · Full-time
Atlys

- Ran in-house creative for a travel-tech brand across planned social calendars and branding collateral.
- Pushed travel branding past category norms with a more experience-led approach to social.

Jr. Art Director (2023 – 2024) Chennai · Full-time
Spinta Digital

- Designed social-first campaigns across multiple accounts.
- Worked directly with clients and brand managers to turn briefs into concepts and finished work.

Jr. Art Director (2023) Chennai · Full-time
Adwants

- Delivered print collateral, social and website projects for Goldwinner, GRT Hotels and Macaw Paints.
- Led a visualiser, setting direction and reviewing day-to-day output.

Senior Visualiser (2022 – 2023) Chennai · Full-time
Ampersand Communications

- Worked under an Art Director on campaigns, packaging and social media calendar ideation.
- Designed a limited-edition pack for K7 Antivirus, featured on Packaging of the World and by the World Brand Design Society.
- Contributed to work for TVS Eurogrip, Lotte Choco Pie, Coffy Bite, Philips, Preethi Kitchen Appliances, Nippon Paint and Tirumala Milk.
- Trained and led a team of interns.

Senior Visualiser (2019 – 2022) Chennai · Full-time
Cedilla Interactive

- Sole designer and point of contact for JMB Motors, supporting 17 showrooms across print, digital ads and social.
- Worked closely with store managers and the social team to keep messaging consistent across locations.
- Also contributed to TenderCuts, CREDAI and MMM Hospitals.

Visualiser (2017 – 2019) Chennai · Full-time
Glassnost

- Produced print ads, hoardings, banners and annual reports, coordinating directly with printers on specs and output.
- Designed 3D exhibition stalls and saw them through to structural execution at CREDAI Fairpro, IMTEX and IILF.

Contact

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Portfolio madebyjrb.com
LinkedIn linkedin.com/in/jrb04
Behance behance.net/jrb04
Instagram instagram.com/jrb__04

Education

- B.Sc. Visual Communication**
Patrician College, Adyar
2014 – 2017

Skills

Brand Identity · Naming · Logos & Marks · Typographic Systems · Colour · Brand Guidelines

Art Direction · Visual Systems · Campaign Kits · Social-First Design · Storytelling

Editorial & Print · Packaging · Annual Reports · Print Production · Exhibition & Stall Design

Digital & UI · Product & Marketing Interfaces · Web Projects · 3D Visualisation

Team Leadership · Client Management · Design Strategy · Cross-Functional Collaboration

Tools

Illustrator · Photoshop · InDesign · Figma · After Effects · Blender

AI & Emerging Technologies

Claude Code · AI-Assisted Design · AI Production Workflows · Generative Reference & Upscaling · Prompt Engineering · Front-End Prototyping

Recognition

- Packaging of the World**
K7 Antivirus limited-edition pack, 2022
- World Brand Design Society**
K7 Antivirus, published in full, 2022

Languages

English · Tamil