RADHIKA KAPOOR

Creative Director, Designer, Home Chef & a mother of two.

INTRODUCTION

15+ years in building approachable brands and creating compelling designs & advertisements. I started my career with Leo Burnett and since, have worked on various consumer & business products and services - including health sector, schools, travel agencies, not for profits, tech start-ups and online marketplaces.

My strengths lie in creating intuitive designs with expertise in conceptualizing & designing for print and digital platforms.

EXPERIENCE

Creative Director & Consultant | 2014 – Present

Moon Rabbit Strategy, Toronto | A branding & design agency

- I have been instrumental at building the agency from the ground up. My work approach has been that of creative problem solving via teamwork, while always keeping the customer's experience and needs first.
- **Canadian Clients:** York University; Health Commons Solutions Lab; Vaughan Community Health Centre; Pages For Good; Lux Second Chance; Boss Insights
- **Global Clients:** The Merald Group (Nigeria); Geographic Destination (Switzerland); India Canada Alumni Network (India); The Modern School (India); Cherry Tree Cafe (India); Lernio - An education app (India)
- For detailed portfolio of my work, please visit www.moonrabbitstrategy.com

Brand Manager | 2012 – 2014

The Modern School, India | An ISO-9001, non-profit K-12 private school.

- Rebranded school's identity, in-line with international brand standards.
- Conceptualised & designed communication across all platforms to educate and promote the school's philosophy, culture & International Baccalaureate program.

Associate Creative Director | 2011 – 2012

Virus Design Studio, Delhi | A boutique creative agency.

- Managed client relationships, projects & made creative pitches.
- Led the creative team & played a hands-on role in creating all communication material.
- Clients: Godfrey Phillips India; WWF; Muskaan (An NGO for the mentally disabled); DoneByNone (An online fashion label); Mrs. Bector (confectionery); and Educomp Online (an online education platform).

Other Interesting Positions | 2004 – 2011

- *Several more positions | Quench your curiosity at linkedin.com/in/radskapoor*

CONNECT

+1 647 462 4473
radhika@moonrabbitstrategy.com
www.moonrabbitstrategy.com
linkedin.com/in/radskapoor
moonrabbitstrategy

EDUCATION

Art Direction | 2006 – 2008
The Creative Circus, Atlanta, USA
A prestigious portfolio school for creatives.

Bachelors, Journalism and Mass Communication | 2003 – 2006
Amity University, Noida, India
A highly ranked private university.

SKILLS & EXPERTISE

Brand Strategy · Creative Direction
Creative Strategy · Conceptualisation
Graphic Design · Adobe Creative Suite
Problem Solving · Team Work
Digital · Websites · Apps · Social Media
Storytelling · Presentations

ACHIEVEMENTS

- ★ Award by Canada's Ambassador to India for branding India Canada Alumni Network
- ★ One Show: Doritos client pitch finalist
- ★ One Show: Student Competition Merit
- ★ Creative Circus Student Show: Best Art Direction, 2 Gold, 1 Silver & 4 Bronze
- ★ Luerzer's Archive: Ad campaign