



## ABOUT ME

Saurabh is a Creative Director/Strategist originally from India and currently based in Germany. At Meta's Creative Shop, he has the privilege of utilizing his creative and strategic thinking to bring ideas to life across the entire Meta apps and services portfolio.

With experiences spanning across four countries and five cities, he has developed a global perspective on creativity. This, combined with his passion for technology, enables him to create work that seamlessly integrates human insights with cutting-edge technologies like AI, blockchain, 3D printing, XR, and more. Currently, he is immersed in exploring the boundless possibilities of the GenAI, and he couldn't be more thrilled about what lies ahead.

As an immigrant himself, he is committed to supporting young and diverse creatives by sharing his expertise and knowledge.

You can find him here: [Website](#) | [LinkedIn](#)

## PROFESSIONAL EXPERIENCE

### 2022 / present

Creative Strategist · [Meta \(previously Facebook\)](#) | Hamburg, Germany

### 2021 / 2022

Creative Lead · [Hyperinteractive Studio](#) | Hamburg, Germany

### 2017 / 2020

Art Director & Senior Creative Producer · [Serviceplan](#) Innovation Team | Munich, Germany

### 2015 / 2016

Junior Art Director · [Jung Von Matt](#) SAGA | Hamburg, Germany

### 2014

Creative Internships · [Ogilvy](#) Paris | [Y&R](#) Prague | [Y&R](#) Berlin

### 2011 / 2012

Graphic Designer · Freelance | Pune, India

## EDUCATION

### 2020

Leadership Academy · [Rare with Google](#) | Virtual

### 2013 / 2014

Advertising: Art Direction · [Miami Ad School](#) | Hamburg, Germany

### 2009 / 2012

Bachelors in Applied Arts · Abhinav Kala Mahavidyalaya | Pune, India

### 2008 / 2009

Fine Art Foundation · Bharati Vidyapeeth's College of Fine Arts | Pune, India

## SKILLS

Creative Direction | Conceptual Thinking | Design Thinking | Brand Disruption | Social Media Marketing | UX Design | Creative Technology | Digital Production | Leadership | Innovation Management | Strategic Business Thinking

## AWARDS

### 2022-23

(not yet curated)

### 2021

Cannes Lions	Silver · Bronze · 3x Shortlists
New York Festivals	Gold · 2x Silver · 3x Bronze
Andy Awards	Gold
Red Dot Awards	2x Best of the Best · Red Dot
Clio Awards	Silver · 3x Bronze
ADC 100th Annual Awards	Gold · 3x Silver · Bronze
One Show	Bronze · 4x Merit
London International Awards	2x Gold · 5x Bronze
ADC Deutschland	Gold · 3x Silver · 2x Bronze
D&AD	Wood Pencil
ADC Europe	4x Gold · Silver · 2x Bronze
Lovie	Bronze
Cresta Awards	4x Gold · 1x Silver · 2x Bronze
Deutscher Digital Award	2x Silver
Golden Award of Montreux	Gold

### 2020

ADC 99th Annual Awards	4x Gold · 2x Silver · 2x Bronze
New York Festivals	Grand Prix · Gold · 2x Silver · 3x Bronze
One Show	Gold · 3x Silver · 4x Bronze
AlGA Award	Winner · 50 Books   50 Covers
ADC Deutschland	Grand Prix · 3x Gold · 3x Silver
Andy Awards	3x Gold
Ad Stars Korea	Grand Prix of the Year · 3x Silver · 3x Bronze · Crystal
AME Awards	2x Bronze
iF Design Award	Gold · Design Award
Mobius Awards	Gold · Silver
Cresta Awards	8x Gold · 2x Silver

### 2019

Cannes Lions	2x Bronze · 8x Shortlist
D&AD	3x Graphite Pencil · Wood Pencil
One Show	5x Gold Pencil · Merit
ADC 98th Annual Awards	4x Gold · Silver · Bronze
London International Awards	Gold · 3x Silver
ADC Europe	Gold · Silver
Red Dot Awards	Grand Prix · Best of the Best · Red Dot
Clio Awards	Gold
New York Festivals	Gold · 4x Silver · Bronze
Andy Awards	3x Gold
Ad Stars	Grand Prix · 4x Gold · Silver
Annual Multimedia Awards	Gold
Cresta Award	3x Grand Prix · 2x Bronze

### 2018

Cannes Lions	2x Gold · Silver · Bronze · 3x Shortlist
Eurobest Awards	Grand Prix · Innovation Award · Gold · Silver · Bronze
Clio Awards	Gold · Silver · 2x Bronze · Shortlist
Cannes Young Lions Germany	Winner @ Digital
D&AD	Wood Pencil
London International Awards	Gold · 3x Silver · 3x Bronze
Spikes Asia	2x Gold · Shortlist
Red Dot Awards	Red Dot
Art Directors Club Global	Silver · 2x Merit

## AWARDS

### 2017

Eurobest Awards	Bronze · Shortlist
AutoVision Awards	Gold

### 2016

Cannes Lions	Silver
Eurobest Awards	Gold · 2x Shortlist
One Show	Silver Pencil

### 2015

Cannes Future Lions	Finalist
ADC Deutschland	Gold
ADC 94th Annual Awards	Silver
Jung von Matt Agency Awards	Gold

## JUROR / SPEAKER

[Ad Black Sea 2023](#) | Brand Experience & Activation, Digital & Mobile, Media  
[Eurobest 2021](#) | Mobile & Digital Craft Jury  
[ADC Europe: Creative Express 2018](#) | Lisbon, Portugal  
[ADC Europe: High Potential 2018](#) | Barcelona, Spain

## WORKSHOP FACILITATOR

[Ad Black Sea 2019](#) | Tbilisi, Georgia  
[CCP Festival XXI 2019](#) | Lisbon, Portugal  
[Forward Festival 2019](#) | Munich, Germany  
[ADC Europe 2018](#) | Barcelona, Spain

## COMPETITIONS

[The One Club: Young Guns 2020](#) | Advertising [Finalist](#)  
[ADC Awards: Creative Ranking 2020](#) | [Top 6th Creative Art Director](#)  
[Horizont: Cannes Young Lions 2018](#) | [Digital Team Germany](#)  
[Adhugger: Creative Express 2015](#) | [Representing Germany](#)

## FEATURED WORK

Dot Go  
[W+V](#) | Feature

Meltdown Flags  
[The Brand Identity](#) | Feature | [Design Made in Germany](#) | Feature | [Colossal](#) | Feature |  
[SKY Arte](#) | Article | [Best of Behance](#) | Feature

Made in Fukushima  
[The Designest](#) | Feature | [Branding in Asia](#) | Feature | [Design Made in Germany](#) | Feature |  
[Its Nice That](#) | Article | [Little Black Book](#) | Article

Indorse  
[Its Nice That](#) | Article | [Mindsparkle Mag](#) | Feature |  
[Medium](#) | Indorse collaborates with Serviceplan

TrueColours  
[Digital Trends](#) | Article | [Ad Age Creativity](#) | Editor's Pick | [Little Black Book](#) | Feature |  
[Best Ads on TV](#) | Top 6th June 2016 | [Adweek](#) | AgencySpy Feature |  
[Directory Magazine](#) | Feature

Fittle  
[Ultimaker](#) | Featured Story | [The Hindu](#) | Article in the Indian Newspaper