

RASHI KATHURIA

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www.rashidesigns.com

ART DIRECTOR | FASHION & RETAIL CREATIVE STRATEGIST

Strategic and imaginative Art Director with nearly 17 years of global experience shaping compelling visual storytelling for fashion, lifestyle, and retail brands. Known for leading with both creativity and clarity, I specialize in conceptualizing seasonal campaigns, directing integrated photoshoots, and unifying design across digital, print, and in-store experiences. A collaborative force who thrives in cross-functional environments, I bring a balance of visionary thinking and practical execution to deliver design solutions that are not only elevated but impactful. I'm passionate about delivering authentic brand moments that resonate with today's culturally aware and digitally engaged consumers.

CORE EXPERTISE

- Fashion & Lifestyle Brand Creative Direction
 - Integrated Campaigns & Editorial Art Direction
 - Omnichannel Visual Strategy & Execution
 - Photo & Video Shoot Production Leadership
 - Creative Concepting & Mood Boarding
 - On-Model & Still Life Styling Supervision
 - Cross-Functional Team Collaboration
 - Adobe Creative Suite, Figma, Sketch, Shopify
 - Motion Graphics, CGI & Retouching Oversight
 - Print Collateral, Packaging & Store Visuals
 - Art Buying & Vendor Relationship Management
 - Trend Forecasting & Sustainable Innovation
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PROFESSIONAL EXPERIENCE

Movado Group Inc.

Associate Art Director – June 2021 to Present

- Own and evolve the visual identity across all brand touchpoints—digital, social, print, and retail.
- Lead creative ideation and campaign execution for fashion-forward watch brands including Olivia Burton, MVMT, and Movado Company Stores.

- Partner with marketing, merchandising, and digital teams to develop cohesive seasonal stories.
- Concept and art direct all campaign photo and video productions including casting, location scouting, set direction, and styling.
- Supervise cross-platform design assets—from homepage refreshes to paid and organic social content.
- Drive post-production excellence in retouching, editing, and asset delivery.
- Direct store visuals, window signage, and packaging design aligned with luxury positioning.
- Integrated AI-powered tools into the creative process to streamline asset generation, enhance concept development, and explore innovative visual formats such as CGI and generative design.
- Collaborated with design and marketing teams to test and adopt AI-assisted layout optimization, image editing, and trend analysis for campaign planning.
- Present to President and Sr. VP's, ensuring strategic alignment and visual integrity.

Zarin Fabrics

Art Director – Sept 2019 to Present

- Deliver creative strategy and design leadership for the brand's online and retail presence.
- Refresh ecommerce visual identity through stylized photoshoots, campaign graphics, and lookbooks.
- Improve UX and customer experience across Shopify storefront through targeted enhancements.

MindsAhead Academy, NJ

Creative Lead / UX-UI Designer – Oct 2013 to Dec 2021

- Directed brand strategy, design execution, and UI/UX improvements across digital marketing.
- Produced educational content, promotional graphics, and mobile-responsive web assets.

FREELANCE PROJECTS & CONSULTING

- **Frontgate** – Digital production designer for ecommerce campaigns & homepage.
- **BlueStar Inspections** – UX designer for web and mobile applications.
- **Trak Group, AEG, GetDot, Summerwood Estates** – Branding, website design, and trade show graphics.
- **Eye-Level Learning Center GA USA** – Marketing visuals for parent and franchisee engagement.

Earlier Roles – India

TLC Relationship Management / Marriott / Leela Group

Art Director / UX-UI Designer – July 2012 to Oct 2013

- Led creative direction for luxury hotel loyalty campaigns.
- Developed responsive email campaigns, microsites, and in-property branding.
- Coordinated cross-media brand consistency and print-digital alignment.

Senior Web Designer – Live on Campus

Senior Visualizer – Enn Enn Advertising

Senior Visualizer – American Media Advertising

- Delivered design for national and regional B2C clients across advertising, packaging, and retail branding.
- Art directed TVC storyboards, large format prints, and brand campaigns.

EDUCATION

B.A. Journalism & Mass Communication

Jagannath Institute of Management Sciences (JIMS), New Delhi

Diploma in Advertising, Print & Web Design

Arena Animation, India

TECHNOLOGIES & TOOLS

Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects)

Figma • Sketch • HTML/CSS • Shopify • WordPress

Dreamweaver • Asana • Mailchimp • Google Analytics

ADDITIONAL DETAILS

- Work Authorization: Authorized to work in the U.S.
- Availability: Full-time or hybrid opportunities
- References: Available upon request