

NEERAJ DARYANANI

Creative Director | Generative AI Production | Brand and Editorial
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PROFESSIONAL SUMMARY

Creative director with ten years leading brand, editorial and studio teams, running a live generative AI production pipeline since 2022. Builds the working methods that let editorial and design teams move faster without losing craft: tool evaluation, pilots scaled into standards, written documentation, and hands-on training at the desk. Projects across packaging, publishing, broadcast and digital in India, Europe, APAC and the US. MBA from SDA Bocconi.

AREAS OF EXPERTISE

Generative AI Integration | AI Workflow Design | Editorial Craft and Quality Standards | Creative Direction | Brand Strategy | Studio and DTP Workflows | Visual Production | Layout and Publishing Design | Content Strategy | Editorial Calendars | Image Research and Selection | Pilot Design and Scaling | Training and Workshop Facilitation | Documentation and Working Methods | Prompt Engineering | Team Leadership

KEY ACHIEVEMENTS

- Built a generative AI production pipeline from first tool tests to client delivery, shipping a full broadcast TVC through it
- Trained a 10-person creative team onto the pipeline over a year, raising output roughly 28% without drop in quality
- Won 8 of 11 competitive pitches a year as creative and client lead
- Lifted brand recall from 11% to 31% in six months for a global automotive-components brand

PROFESSIONAL EXPERIENCE

Amazon, Luxembourg

MBA Launch Intern (June 2025 – September 2025)

- Owned a go-to-market workstream within a new market launch, translating competitive analysis, financial modelling and profitability assessment into a structured recommendation delivered to senior leadership

Rubecon Communications, Chennai, India (Advertising & Design, 30+ person agency)

Creative Director (January 2021 – July 2024)

- Built the agency's generative AI production pipeline from first tool tests to client delivery, covering concept exploration, image generation, animation and retouching, and shipped a full broadcast TVC through it using Midjourney, Runway, Higgsfield and NanoBanana
- Trained a 10-person creative team onto the pipeline over a year through workshops, written standards and live supervision at the desk, raising output roughly 28% while holding the quality bar on everything that shipped
- Ran editorial design and content systems for FMCG and retail clients: publication layouts, content calendars, and copy and visual standards across print, packaging and digital
- Directed 50+ campaigns across brand identity, print, OOH, digital and film, holding final approval on every piece that left the agency
- Led brand and creative for a €800M+ listed dairy conglomerate on a recurring production cycle, covering positioning, launch and seasonal campaigns, and packaging design
- Interrogated incoming briefs to define real scope, built research-led positioning across 5+ categories using primary fieldwork and Nielsen and IRI data, and won 8 of 11 competitive pitches a year, growing agency revenue roughly 16% YoY to €1.2M

Senior Art Director (July 2017 – January 2021)

- Built the brand strategy and in-store visual system for an ice cream chain, from naming and audience definition through identity and rollout, supporting growth from 40 to 120 parlours in two years, now 230+
- Developed the strategy and campaign platform that moved a paint brand from No. 4–5 to a strong No. 2 in South India

Art Director (June 2014 – June 2017)

- Delivered 150+ projects from concept to final artwork across brand identity, print, OOH, digital and film, working directly with copy, production and studio teams
- Repositioned a global automotive-components brand for its 50th anniversary, lifting brand recall 11% to 31% in six months

Mu Sigma Inc, Bangalore, India (Big Data Analytics, \$700 M Global)

Decision Scientist (July 2013 – December 2013)

- Synthesised 221K+ datapoints across 5 channel types into a unified performance dashboard for Microsoft using R, SAS and SQL, adopted from pilot to full global deployment

EDUCATION

MBA – Master's in Business Administration

SDA Bocconi, Milan, Italy (September 2024 – February 2026)
Fall Exchange Semester in Keio Business School, Japan

Bachelor of Arts, Economics

Madras University, Loyola, Chennai, India (June 2010 – April 2013)

LANGUAGES & SKILLS

AI and Production: Midjourney, Runway, Higgsfield, NanoBanana, ComfyUI, custom GPTs, n8n, Zapier, prompt engineering, batch generation pipelines, API-based workflow testing

Design and Studio: Adobe Creative Suite, Figma, layout and DTP workflows, packaging, retouching, image research and selection

Data and Delivery: SQL, R, SAS, Power BI, Asana, Jira, Miro, Trello

Languages: English, Hindi, Italian, French

CULINARY EXPERTISE

- Culinary Arts Diploma, Institute of Culinary Education, NYC (2018), Trained at Aquavit, NYC (2 Michelin stars)
- Founded Daryl & Yani, luxury food brand (2020), managing end-to-end operations, product development & brand strategy