



Harsh Hede

Creative Director — brand identity, campaign & film

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Czech permanent residency — no work permit required.

Creative director across brand identity, campaign and film. Fifteen years from designer to director, in agencies and in-house, working across Europe, India and Africa.

EXPERIENCE

SapioManiac — Founder & Creative Director

July 2024 - Present · Worldwide (Remote)

- Unified the brand identity and guidelines for fintech scale-up MPOWER Financing across 25+ global markets.
- Directed 10+ digital campaigns, driving a 45% increase in brand visibility over two years.
- Mentored three junior designers and marketers; worked with GTM and Growth to clear customer-funnel bottlenecks.

VML (Wunderman Thompson) — Art Director

April 2022 - July 2024 · Prague, CZ (On-site)

- Led ground activations and global event identities for Snapchat, including Dubai Expo and Snap Forward 2022.
- Built end-to-end Figma pipelines for MSD, delivering 400+ localised assets across 19 countries.
- Migrated GSK's legacy digital assets to one global aesthetic across 12 markets and 10+ brands.

Ogilvy — Art Director

March 2021 - April 2022 · Prague, CZ (On-site)

- Spearheaded the CEE rollout of Tesco's "Power to Lower Prices" master brand campaign.
- Guided Tesco CEE's 2021 visual overhaul across CZ, SK and HU, in strict alignment with UK HQ guidelines.

Mark BBDO — Designer

Feb 2020 - March 2021 · Prague, CZ (On-site)

- Crafted social and campaign assets for Levi's, MARS and Czech Tourism.
- Contributed core visuals to winning pitches including Komerční Banka and Orlen.

Sun King (Greenlight Planet) — Sr. Designer

Sept 2018 - Oct 2019 · Mumbai, IN | Nairobi, KE (On-site)

- Directed 360-degree design across six Asian markets, managing a team of four junior designers.
- Drove a 25% engagement increase with vernacular, hyper-localised campaigns on minimal budgets.

Independent Freelancer — Freelance Designer

2012 - Present · Worldwide

- Spotify India's "There's a playlist for that" launch - Gold and Silver at ABBYS and The One Show, Bronze at ADFEST.
- Visual identities for Goa's largest pharmacy brand, the Sevagram Ashram and Naagin hot sauce.

EDUCATION

Symbiosis Institute of Design — Bachelor of Design

April 2009 - May 2012 · Pune, IN

SKILLS

Creative and Art Direction · Global Brand Strategy · Brand Design · Visual Identity · Graphic Design · Typography · Layouting · Product Photography · Digital and AI Workflows · UI/UX Design · System Design · Figma · Adobe Creative Cloud · Generative AI Workflows · Higgsfield · Claude Code · Air AI · 360-degree Campaigns · B2B/B2C Marketing · Social Media Design · Team Development and Management · Mentorship · Stakeholder Management · Presentation Skills · Timeline and Budget Management