PRITAM SINGH SINDHWAL

ART DIRECTOR | PUBLISHING & PRINT PRODUCTION LEADER | PREPRESS SPECIALIST
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PROFESSIONAL SUMMARY

Art Director and creative-production professional with 20 years of experience across print, publishing, digital and in-store marketing. Experience includes creative direction for Namaste and GMR magazines at Burda Luxury, and production-team leadership at QUAD, where he supervised 25 production artists and handled 10+ concurrent client projects. Background includes magazine and catalogue production, book publishing, prepress execution, artwork quality control, typography, colour management, proofing and coordination with international clients and teams serving US and UK markets.

CORE COMPETENCIES

- Publishing, book, magazine and catalogue production
- Art direction, editorial layout and visual consistency
- Prepress workflow, preflight, proofing and print-ready output
- Colour management: CMYK, RGB and Pantone
- Typography, type specification and image resolution
- Production planning, scheduling and deadline management
- Team leadership, hiring, training and staff development
- Client, vendor, editor and cross-functional coordination
- Print and digital campaign production
- Production reporting and workflow coordination

PROFESSIONAL EXPERIENCE

Art Director (Consulting) | Burda Luxury — *December 2025 – Present*

- Lead creative direction for Namaste and GMR magazines.
- Oversee publication layout, design and visual identity.

Assistant Production Manager | QUAD — *February 2021 – November 2025*

- Supervised a team of 25 production artists and handled 10+ concurrent client projects.
- Managed hiring, training, scheduling, performance reviews and staff development plans.
- Prepared weekly performance and sales reports for senior management.

Design Lead | Volano Entertainment Ltd. — *January 2019 – February 2021*

- Designed print and digital campaigns, including social posts, Google Display Network ads and mailers.
- Built reusable templates and produced video content for sponsors.

Assistant Art Director | Burda Media India Pvt. Ltd. — *January 2017 – December 2018*

- Worked on Better Homes & Gardens and Sports Illustrated print magazines.
- Liaised with the Editor-in-Chief, photographers and designers to execute visual direction.
- Directed photo shoots, approved final imagery and reviewed layouts for consistency and quality.
- Checked final Epson proofs and secured approvals before printing.

Team Lead/Sr. Prod Artist | Periscope — *May 2015 – December 2016*

- Handled in-store marketing and print promotions for Target stores in the USA and other agency projects.
- Communicated with the US project manager, supervised work during IST hours and sent daily reports to the Country Head.

Senior Designer | Media Transasia India Pvt. Ltd. — *May 2011 – April 2015*

- Maintained visual identity, typography and colour standards across publications and special editions.
- Built templates and style sheets and aligned visuals with editorial deadlines.

Sr. Executive | Aptara and Express KCS — *January 2006 – April 2011*

- Built InDesign templates and ensured accurate prepress execution for production.
- Analysed hourly production output and prepared reports for the Project Manager.

SELECTED CLIENTS & PUBLISHING BRANDS

US retail & brands: Target Store USA, NAPA, Sportsman's Guide, Red Bull, HD Supply, The Home Depot, Schwan's
Healthcare & education: Humana, California Testing Board (CTB), Saxon Math, Pearson
Publishing: Newsquest Media (UK), Better Homes & Gardens, Sports Illustrated, Namaste, GMR

SOFTWARE & TOOLS

Adobe InDesign | Adobe Photoshop | Adobe Illustrator | QuarkXPress | CorelDRAW | Adobe Premiere Pro
Adobe After Effects | Figma | MS Office

EDUCATION & TRAINING

- B.Com (Pass), Dyal Singh College, University of Delhi
- One-year Certificate Course in Computer Operator & Programming Assistant, PUSA
- Diploma in Graphic Designing, The Computer Mind