



# Nithika Romy

/ni-thi-ka ro-my/

✉ nithika.romy8@gmail.com 📞 +49 15207426963

**Portfolio - [www.nithikaromy.com](http://www.nithikaromy.com)**

Berlin-based conceptual art director crafting impactful and visually striking campaigns for a diverse range of global and startup brands across various platforms.

## EXPERIENCE

### Antoni Berlin

Art Director (Jan 2026 - Present)

Junior Art Director (Mar 2024 - Dec 2025)

Concept and art direction of global campaigns for Mercedes-Benz, AMG and G-Class. Won a Cannes Lion bronze with 250 Resons campaign and crafted the 140 years brand campaign that has become the blueprint of all future campaigns.

### Freelance Graphic Designer

(2017 - Present)

Designing social media, websites, brand identities, ad campaigns, and making the B2B tech world visually impactful for clients based in USA, Canada, & Berlin.

### Innocean Berlin

Art Director Intern (Jul - Dec 2023)

Concept and art direction of campaigns for brands-KIA, Genesis, Hyundai, Anne Frank House and Pringles.

### Le Pub Publicis Milan

Art Director Intern (Jan - Jun 2023)

Concepting campaigns and visuals for brands-Heineken, Barilla, Toblerone. Produced work for Heineken called 'The Social Swap' winning a Cannes Lion bronze.

### Pitchday Singapore

Graphic Designer (Sep - Nov 2021)

Designing visual identities, ads, and reports for Google APAC and Youtube. Designed the complete visual identity for e-Economy SEA 2021, the biggest report in Asia Pacific.

### Animal Delhi

Junior Art Director (Aug 2020 - Aug 2021)

Concepting and designing campaigns and social media for brands - OYO, OLA, Budweiser, Uniqlo, and Longwalks.

## EDUCATION

### Miami Ad School Berlin

Art Direction (Jan 2022 - Dec 2023)

### National Institute of Fashion Technology, Delhi

Fashion Communication (Aug 2016 - Aug 2020)

### D&AD New Blood Academy

Advertising (Sep 2020)

## SKILLS

Adobe Creative Cloud

Figma

Concepting

Design thinking

Typography

Illustration

Video Editing

Presentations

Visual identity

Animation

## AWARDS

2025 Cannes Lion/Bronze - Mercedes AMG

2025 Cannes Lion/Bronze - Heineken

2023 One Club Young Ones/Bronze

2023 One Club Young Ones/Merit

2022 D&AD New Blood Awards/Wood

2021 D&AD New Blood Awards/Wood

2021 Creative Conscious/Shortlist

2020 D&AD New Blood Awards/Wood

## LANGUAGES

German (A1 and learning)

English, Hindi & Malayalam (Native)