

ISHAAN MISHRA

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SUMMARY



Award winning emergent storyteller and **creative director** with over **15+ years of experience** building world-class creative teams and studio operations. Known for blending artistry, technology, and strategic thinking to craft bold brand systems and digital experiences that drive measurable growth across social, linear, and experiential platforms. A collaborative and innovative leader with a track record of fostering inclusive design cultures, scaling global creative operations, and delivering disruptive solutions that open new market opportunities and strengthen brand voice.

An influential creative leader recognized for shaping industry trends and redefining how audiences engage with content. Adept at weaving cultural insights, design thinking, and emerging technology into campaigns that resonate globally and drive long-term value. Experienced in building creative ecosystems that integrate AI, AR/VR, and interactive media into scalable workflows. Trusted advisor to executives and partners, with a strong record of securing high-profile collaborations, unlocking new innovative revenue streams, and mentoring next-generation creative talent to push boundaries.

WORK EXPERIENCE

Creative & Design Director (Global Brand Studio)

TikTok (ByteDance) - New York City, NY

June 2021 - September 2025

- Launched a comprehensive **TikTok Brand Guidelines Toolkit** & custom **TikTok Sans Typeface** both in North America and Global Regions
- Responsible for the design direction and production of branded industry events from **Cannes Lions, Newfronts, AdWeek, SXSW & More**
- Built out the Design Creative Studio at TikTok and managed 8+ multidisciplinary creatives directly to produce high quality creative work
- Fostered a positive work environment through strong leadership and mentorship of a growing team driving over **\$5 Billion in revenue** YoY
- Innovated new disruptive content vehicles and design solutions that challenge users to be more creative and interactive on TikTok
- Onboarded agency partners and collaborated with them on creative direction to ensure regional and cross functional brand consistency
- Partnered with the Creative Strategy team to develop visual prototypes, XR effects, and integrated campaigns for TikTok clients & partners
- Creative Direction and design support for brand marketing materials, digital footprint, and video content across North America
- Generated regular thought leadership around visual storytelling on TikTok, manifested in content, events, effects and go to market ideas
- Champion **TikTok's Creator Community** and encourage cross functional collaboration while giving them the tools to elevate their content
- Implemented creative solutions and automation tools to improve process and studio workflow streams to maximize revenue opportunities
- Collaborated with Product Design, Management, Marketing and other cross-functional teams to design TikTok's brand experience
- Provided mentorship, leadership and creative direction to a growing team of designers, copywriters, strategists, editors and art directors
- Scaled design led solutions for cross-functional creative asset creation for creative collaboration and efficient project management

Multimedia Director (Disruptive Innovation & Emerging Media)

Bleacher Report (Warner Media + Turner Sports) - New York, NY & San Francisco, CA

July 2013 - March 2021 (Roles: Senior Designer 2013 - 2014, Art Director 2014 - 2016, Multimedia Director 2016 - 2021)

- Collaborated with Social, Content, & Design team leadership to efficiently execute on editorial, brand, and business priorities
- Designed and developed award winning **Bleacher Report mobile app** and desktop experience along with internal long form CMS
- Launched the **Media Lab** experimental content incubator and **Social Moments teams** to develop real time reactionary social content
- Redefined the way sports content looks, feels, and is consumed (Launched and Developed B/R social voice and Content Cadence)
- Established and maintained the "creative vision" through **innovative content executions** with a **focus on engagement** and **boundary pushing**
- Ideated creative solutions for Business Development and Sponsorship projects to unlock revenue, brand and social opportunities
- Helped build brand defining content verticals such as **Game of Zones, House of Highlights, B/R Kicks, B/R Media Lab, and B/R Mag**
- **Maximized creative budgets** through innovative marketing practices, showing our sales team a willingness to think outside the box
- Responsible for defining scope and implementing process for technical production and implementing new design infrastructure
- Owned project scope, working with internal partners to forecast and actualize based resources and budget relative to company needs
- Lead projects from **conception through execution**, partnering with several other **cross-functional teams** driving over **\$200 Million in revenue**
- Developed compelling and effective design, programming, and development solutions for social, web, E-Comm, AR/VR and app platforms
- Influenced and lead a team of producers, editors, and designers to execute on a project-by-project basis while delivering on content goals
- Provided support and pathways to nurture and grow existing talent while fostering a culture of calculated innovation

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Creative Advisor

The Cool Down (Climate Change Media Startup) - San Francisco, CA

November 2021 - Present

- Developed overall Brand Guidelines Kit including Brand Market Fit, Logo, Color Palette, Custom Typography, Icons and Broadcast Package
- Designed and developed all Social Media Graphics Template Systems and Launch Material in both static and motion formats
- Created investor materials and pitch collateral directly **responsible for a \$5.7 Million seed round** led by **Upfront Ventures and Bill Simmons**
- Art direction of printed collateral and signage along with e-commerce strategy and product design for apparel and general goods
- Complete Creative Production of video launch assets from sound mix to cinematography, motion graphics, 3D, video editing and copy

Creative Director & Co-Founder

Forever Network (Basketball Forever Sports Media Ecosystem) - Dallas, TX & Sydney, Australia

June 2012 - Present

- Provided creative development and advisory for **Hoop Hounds Metaverse NFT project**, leading to **\$2 Million Pre-Series A** funding round
- Worked closely with production to develop project management frameworks and creative standards across multiple verticals
- Communicated with the media team to ensure ideas and distribution tactics match up and support client KPIs and transparency standards
- Directed and curated footage, principal photography, editing and post production visual and sound effects on **flagship video franchises**
- Collaborated with producers to ensure strong creative production standards and follow through post mortem assessments
- Instituted Quantitative Content Standards and Development benchmarks for resource allocation in tandem with brand marketing guidelines
- Developed website infrastructure and design aesthetic that worked in conjunction with a new social media template package
- Lead comprehensive creative **Brand Refresh and Relaunch** while instituting a new set of brand guidelines across the company

VOLUNTEER WORK

Sewa International Inc. Fundraising Volunteer + Creative Consultant (Jan 2020 - Present) - Worked with the Houston chapter during the onset of the Covid-19 Pandemic, to help creative direct & develop a content and **web strategy** raising over **\$7.9 Million in relief** funds.

Asian American Journalists Association Peer Advisor (Aug 2019 - Present) - Peer Mentor for AAJA with a focus on sports social media, mixed mediums of design and big tech leadership for rising young creatives looking to break into the digital design and creative space.

Mentor Cruise Design Advisor (May 2021 - Present) - Mentoring young creatives who are looking to get their footing in the creative industry.

Black Dollar Index Creative Direction and Content Development (2021) - Design direction for the brand launch of (BDR), a multi-factorial algorithmic scoring system for the public that rates top consumer-facing corporations from 0 – 100 across critical factors for racial equity.

America On Tech Panelist and Student Mentor (Sept 2020 - Present) - Instructing and guiding college students on creative STEM careers.

NOTABLE PASSION PROJECTS

Posterizes (Digital Magazine & Art Collective)

Co-founded a first of its kind Sports **Digital Art Collective** with Tyson Beck, featuring Multi-Disciplinary Artists from around the world while developing a web presence for NBA artwork garnering over 75 Million Worldwide Downloads and over 350 Million Social Interactions. Launched a digital magazine in conjunction with the website which featured exclusive artwork and interviews with NBA players and artists.

Conscious Basketball (Art Galleries)

I contributed artwork, sculpture concepts and video content working with Vince Chang (One of the original members of the Posterizes art collective) as an artist while giving creative feedback and helping with curation and concepting for multiple officially licensed Basketball Art Gallery Shows and Events in partnership with NBA teams showcasing mixed media sports artwork at a large scale including exhibitions such as **Dubz Against the World** (Warriors), **Art of the North** (Raptors), and **Crossover** (76ers) which all drew significant press and public interest.

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EDUCATION AND CERTIFICATIONS

University of North Texas (2014) Bachelor of Science Psychology, Double Minor Sociology & Philosophy (2013 Deans List)
Certifications: Harvard HBX Disruptive Innovation Certificate (2021), Google Project Management Certificate (2021)

AWARDS AND HONORS

9x Webby Award Winner, 7x Clio Award Winner, 1x Silver Effie Winner, 1x Sports Emmy Winner, 2x DigiDay Award Winner, 1x American Advertising Award Winner, 1x One Show Gold Pencil Winner, 1x Shorty Award Winner, Vine Billion Loop Club, Forbes 30 Under 30 (Asia)

CORE COMPETENCIES

Creative & Design

Building Creative teams, Video Editing, SFX/Audio, Branding, Typography, UI/UX Design, Layout, Digital Marketing, Directing, Cinematography, Copywriting, AR/VR, Emerging Media, 3D, E-Commerce, Apparel Design, Game Development, Packaging, Data Analysis & Visualization, Asset Management, Brand Guidelines, Template Buildout, Social Media Management, Art Direction, and Web Design

Management & Strategy

Project Management, Deadline Management, Design Strategy, Event Planning, PR, Digital Marketing, Workflow Optimization, Strategic Partnerships, Business Development, Market Trend Research, Brand Development, Experiential Content Marketing, Procurement

SKILLSET AND TOOLS

Adobe Suite: Photoshop, After Effects, Illustrator, Premiere, Indesign, Lightroom, Aero, Flash, XD, Dreamweaver, Muse, Audition
Front End: HTML 5, Javascript (ES7), CSS, Cascade, JQuery, Node.js, Webflow, Sketch, Figma, Google Ads, JSON, XML, JSP
Video Editing: Final Cut Pro, Avid, Sony Vegas, Adobe (Premiere, After Effects), ToonBoom, Vuforia, BlackMagic DaVinci Resolve
3D: Maya, 3DsMax, Cinema 4D, Houdini, Blender, Meshlab, Mixamo, Morphi, OPENSCAD, Leopold, Sketchup, Effect House
Augmented Reality: Spark AR, Snapchat Lens Studio, Apple ARKit, Adobe Aero, A-Frame, ApertusVR, ARToolkit, OpenIllusionist
Productivity: Microsoft Suite (Office, Excel, Power Point) | Airtable, Trello, Jira, Basecamp, iWork (Keynote, Pages, Numbers)
Languages: English (Expert Fluency) Hindi, Urdu (Conversational) Spanish (Proficient), Punjabi, French (Beginner)
Sound: Audio Editing, Sound Effects, Custom Social Audio, Foley, Beat Creation, Saxophone, Piano, Violin, Clarinet, Lofi
Soft Skills: Adaptability, Intellectual Curiosity, Collaboration, Creativity, Daring, Decision Making, Empathy, Problem Solving, Time Management, Bridge Building, Integrity, Service to Others, Innovation, Flexibility, Teamwork, Resiliency, Resourceful, Forward-Thinking, Collaborative, Dependability, Growth Mindset, Active listening, Open to feedback, High Work Ethic, Problem Solver, Futurist

BRAND COLLABORATIONS

