

RASHI KATHURIA

ART DIRECTOR | LUXURY DIGITAL • CAMPAIGNS • COMMERCE

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PROFILE

Art Director who turns seasonal campaigns into elevated digital storytelling that sells. For a decade I have led end-to-end digital creative for luxury, fashion, lifestyle, and home brands, taking ideas from concept and moodboards through shoots, retouching, design, and final delivery across homepage, landing pages, email, SMS, and paid social. At Movado Group, I lead digital creative for Movado Company Stores across licensed and house brands including Calvin Klein, Hugo Boss, Coach, Tommy Hilfiger, Lacoste, Olivia Burton, Concord, and Ebel, balancing emotional storytelling with clear product focus and conversion-minded commerce. I bring an art director's eye to every touchpoint, protecting visual quality, product accuracy, and brand integrity, and use AI as a creative accelerator without compromising luxury-level finish.

1,363+ creative jobs delivered • 2–4 homepages a month • Weekly email & SMS • Major brand rebrand • AI-powered production

CORE EXPERTISE

- Luxury Digital Storytelling
- Creative Concept Development
- Ecommerce & Campaign Design
- Homepage & Landing Page Experiences
- Image Curation & Art Direction
- Typography, Layout, Form & Color
- Product Photography & Retouching Direction
- Figma: Auto Layout, Components & Prototyping
- Adobe Creative Suite
- AI-Assisted Creative Workflows
- Prompt Engineering & Generative AI
- Responsive Digital Collaboration
- Creative Presentations & Approvals
- Cross-Functional, High-Volume Project Management

PROFESSIONAL EXPERIENCE

MOVADO GROUP INC. | Art Director

Jun 2021 to Present

Lead end-to-end digital creative for Movado Company Stores across licensed and house brands, including Calvin Klein, Hugo Boss, Coach, Tommy Hilfiger, Lacoste, Olivia Burton, Concord, and Ebel.

CAMPAIGN STORYTELLING & CREATIVE LEADERSHIP

- Transform seasonal campaigns into elevated storytelling experiences that support business and commerce goals, keeping each brand's identity, typography, color, imagery, and visual standards distinct.
- Manage creative development from initial concept and moodboards through shotlists, presentations, production, retouching, design execution, approvals, and final asset delivery.
- Develop smart, unexpected concepts that balance emotional storytelling with clear product focus and conversion-minded commerce requirements.
- Partner closely with merchandising, marketing, production, developers, email teams, photographers, retouchers, and senior leadership to bring seasonal campaigns to life.
- Present concepts and recommendations to the President, Senior VPs, VPs, and stakeholders, clearly explaining design decisions, incorporating feedback, and tracking next steps through completion.

DIGITAL EXPERIENCES & COMMERCE

- Completed 1,363+ creative jobs while maintaining quality, organization, and deadlines in a high-volume luxury retail environment.
- Design 2–4 homepage experiences per month, multiple email campaigns per week, recurring SMS campaigns, and paid Facebook and Instagram assets, plus landing pages, gift guides, pop-ups, and digital backgrounds.
- Contributed to a major brand rebrand, redesigning social assets, email templates, digital pages, typography systems, and brand guidelines.
- Established updated homepage, email, paid-media, and typography guidelines that created stronger creative consistency across all digital channels.
- Collaborate with front-end and development partners to ensure designs are implemented accurately across responsive experiences, with a strong understanding of layout, image optimization, spacing, hierarchy, and consistency across desktop, mobile, email, and paid media.

- Use Figma for creative organization, layout systems, Auto Layout, reusable components, presentations, feedback, concept prototyping, and cross-functional collaboration.

PHOTOGRAPHY, IMAGE CURATION & RETOUCHING

- Direct lifestyle and product photography, guiding props, wardrobe, models, backgrounds, product angles, visual mood, and post-production feedback.
- Apply advanced image curation and retouching judgment for product accuracy, lighting, shadows, reflections, depth, color, proportions, and luxury-level finishing.

AI CREATIVE INNOVATION

- Pioneered generative AI in the Movado Company Stores workflow as a creative accelerator for moodboards, concept visualization, image extensions, product compositing, wrist pasting, and background development, while protecting product accuracy and brand integrity.
- Apply practical prompt engineering and an understanding of how LLMs and generative AI workflows function to improve creative efficiency, explore new directions, and support production needs.
- Streamlined production and reduced reliance on traditional resources, delivering thousands of dollars in cost savings across seasonal campaigns.

ZARIN FABRICS | Art Director

Sep 2019 to Present

Lead end-to-end digital creative and the Shopify experience for a designer home décor and upholstery fabric brand, across ecommerce, email, social, blog, and in-store.

CREATIVE DIRECTION & BRAND STORYTELLING

- Transform seasonal collections and promotions into elevated storytelling across homepage, product pages, email, social, blog, and in-store, balancing interiors-led inspiration with clear product focus and conversion-minded commerce.
- Manage creative from concept and moodboards through design execution, approvals, and final asset delivery, presenting ideas to leadership and clearly explaining design decisions.
- Create and maintain a premium visual identity across every touchpoint, keeping typography, color, imagery, and product details consistent, and bring an art director's eye to finding new ways to elevate the brand.
- Curate, edit, and retouch product and lifestyle imagery for true color, texture, pattern scale, and drape, so every fabric looks as rich on screen as it does in hand.

ECOMMERCE & SHOPIFY

- Own the Shopify storefront from front end to back end, including product page design, collections, product data and imagery, landing pages, navigation, and site updates.
- Build and maintain pages directly in Shopify with a strong understanding of layout, image optimization, spacing, hierarchy, and responsive consistency across desktop and mobile.
- Concept and design email campaigns, social content, blog stories, and in-store graphics that pair interior design inspiration, expert interviews, and product education into one consistent experience online and in store.

AI-POWERED CREATIVE & HOME VISUALIZATION

- Use AI as a creative accelerator to turn fabric samples into styled visuals, showing how a textile looks upholstered on a sofa or chair, as drapery, or in a finished room so customers can picture it before they buy.
- Create AI-assisted moodboards, concept visualizations, room scenes, and backgrounds for new collections while protecting color, texture, and pattern accuracy.
- Apply practical prompt engineering and an understanding of generative AI workflows to explore new creative directions quickly, expand content output, and produce polished lifestyle visuals without the need for photo shoots.

ADDITIONAL EXPERIENCE

- **Frontgate, OH** | Digital Production Designer
Designed ecommerce campaigns and homepage features for a luxury home furnishings retailer.
- **MindsAhead Academy, NJ** | Creative Lead / UX/UI Designer
- **TLC Relationship Management / Marriott / Leela Group** | Art Director / UX/UI Designer
- **BlueStar Inspections** | UX Designer
- **Trak Group, AEG, GetDot, Summerwood Estates** | Creative / Design Projects
- **Eye Level Learning Center** | Marketing Design

EDUCATION

B.A., Journalism & Mass Communication | Jagannath Institute of Management Sciences (JIMS), New Delhi

Diploma in Advertising, Print & Web Design | Arena Animation, India

TOOLS & TECHNOLOGY

Design: Figma (Auto Layout, components, prototyping), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch

Motion & Video: Adobe After Effects, CGI & motion collaboration

Web & Ecommerce: Responsive design, HTML/CSS, image optimization, Shopify, WordPress, Mailchimp, Google Analytics

AI Tools: ChatGPT, Claude, Adobe Firefly, Midjourney (prompt engineering, generative AI workflows)

Project Management: Asana, Figma (feedback & approvals)