



**Prashant Chauhan**  
Creative Director, ZERO9



**Z E R O 9**

thought process activated...

**OFFICE**

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Off New Link Road,  
Oshiwara, Jogeshwari W  
Mumbai 102. INDIA

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## Profile

Inclined towards visual communication, Prashant has been actively involved in various extra curricular activities and competitions during his architectural studies at the prestigious Rizvi College of Architecture.

ZERO9 - A dream to synchronize various art forms and provide design solutions as a package to the client to enhance the new face of India.

Having worked with clients like Jasudben M. L. School and Foundation for Development of Udvada, Prashant focuses at an all round development of the nation. His nurturing qualities have led him to be actively involved in teaching at Rizvi College of Architecture as a visiting faculty, this gives him the opportunity to share the ideologies of the institution with his students. Consulting at Elm Designs as Creative Director, he acknowledges the philosophy 'life is beautiful..'

A self proclaimed "Design Chef" his sensitivity towards styling makes him stand out from the madding crowd. Prashant's love for the arts spills onto include photography, graphic design, and films. His ambitions include directing a movie someday. With no barrier strong enough to keep him from his dream, Prashant is the epitome of his motto, "The obstacle is the path".

## Experience

**CREATIVE DIRECTOR, ZERO9, MUMBAI - SEPT 2003 - TILL DATE**

Envisioned and developed the brand. Delivered various projects in a wide spectrum of design including exhibitions, brand-identities, collaterals, corporate communication, website, interiors for residential and commercial ventures, architecture, events and facade lighting.

**CREATIVE DIRECTOR, ELM DESIGNS FZ LLC, DUBAI - DEC 2008-DEC 2009**

Performed an all round responsibility right from company formation, activating operations, business development, conceptual designs and supervision of executions off and onsite.

**CREATIVE DIRECTOR, ELM DESIGNS, MUMBAI - NOV 2007-DEC 2008**

Played a keyrole in formation of the design team, strategic designs for expansion plans into various businesses including exhibitions, advertising, interiors, architecture, lifestyle store and global office ventures.

Guided the design team thru various project concepts, channelized and enhanced work processes, recruited design team members

**CREATIVE HEAD, ELM DESIGNS, MUMBAI - JAN 2006-NOV 2007**

Led the design team for projects in interiors, exhibitions, architecture, advertising, web-design and various events. Built branding and marketing tools like corporate brochures, email signatures, corporate gifts and other collaterals for the company.

**CONSULTING ARCHITECT, ELM DESIGNS, MUMBAI - SEP 2005-JAN 2006**

Designed award winning exhibition stand in shows like IJJS, ELECRAMA and PLASTINDIA. Designed few high-profile interiors and architectural projects.



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#### ASST. ART DIRECTOR, JEENA SHETTY, MUMBAI - SEPT 2003 - SEPT 2005

Worked on films like Gayab, Julie and Jo Bole So Nihaal. Conceptualised the engine room setup for Road Raja and stylised the show logo, trophy, tshirts etc. Executed few interior projects for Bollywood actors and high profile clients.

#### ARCHITECT, TALATI & PANTHAKY ASSOCIATES, MUMBAI - JAN 2003 - SEPT 2003

Assisted the lead designers on drawings, site co-ordinations and communications for Petroleum Head Quarters at Dhirubhai Ambani Knowledge City, Koparkhairane.

#### JUNIOR ARCHITECT, ARCHITECT HAFEEZ CONTRACTOR, MUMBAI - NOV 2001 - DEC 2002

Assisted the design team for various architecture and interiors projects under the leadership of Radhika Mahisalkar.

## Education

Rizvi College of Architecture, Mumbai University - Bachelor of Architecture, 2002

## Memberships

Council of Architecture - 2003 & Associate, Indian Institute of Architects - 2003

## Core Competencies

Conceptualization | Visual Communication | Holistic Approach

## Vision

Be a limitless source of inspiration by interconnecting intelligence from diverse design streams

## Values

Lead with Courage | Innovate to Inspire | Achieve by Act