

Tanvi Phalak

Senior Art Director
Serviceplan Innovation Munich, Germany

I work with image, motion, and form, focusing on how ideas translate into something you can see and feel. Trained in graphic design and animation, my work moves across campaigns, platforms, and storytelling. I tend to stay close to the work from concept through to execution.

I pay attention to how things look and feel. Shape, texture, and movement do most of the work.

My work spans cannabis, space, fintech, women’s health, accessibility, and textiles. Different contexts, same question: does the idea hold.

Art Direction
Concept Development
Visual Systems
Motion Design
Identity Design
Digital & Product Thinking

Work

Serviceplan Innovation, Munich
Sr. Art Director, 2025 — Now
Art Director, 2023 — 2024
Jr. Art Director, 2022 — 2023

Serviceplan Innovation, Munich
Ingo, Hamburg
DDB, Berlin
Art Director Intern, 2022 — 2022

Gaur's Advertising, Pune
PR Intern, 2019 — 2020

Gig India, Pune
Video Editing and Curation, 2019 — 2020

Education

Miami Ad School, Berlin
Art Direction, 2020 — 2022

Fergusson College, Pune
Digital Art and Animation, 2016 — 2019

Fergusson College, Pune
Science and Electronics, 2014 — 2016

Tools

Creative Cloud, Figma, Blender, Notion, Framer, Ultimaker, Procreate, and AI-integrated workflows.

Languages

English (fluent), Hindi, Marathi (native), German (learning)



Selected Recognition

2025 – The Drum
#2 in Art Director Ranking
2025 – Cannes Lions
#2 in Art Director Ranking
2025 – D&AD
#3 in Art Director Ranking
2025 – One Club
#2 in Art Director Ranking
2024 – The Drum
#1 in Art Director Ranking
2024 – D&AD
#2 in Art Director Ranking

Selected Awards

800+ International Awards including:
2025 Grand Prix Cannes Lion
2024 SXSW Best of Show
2024 White D&AD Pencil
2024 Red Dot Design Grand Prix
2022 Titanium Cannes Lion
2022 CES Best of Innovation
[Full List.](#)

Contact

tanvi.p24@gmail.com
tanviphalak.com
[Linkedin](#)
[Behance](#)