

KIRAN KOSHY ART DIRECTOR. ADJUNCT PROFESSOR.

I was born and raised in India. I drifted into advertising, as a self-taught art director, after a BA in Economics and an MA in Public Administration. My family is still upset with me for abandoning the noble career path of a tenured bureaucrat.

After working for Ogilvy, Lowe and Saatchi & Saatchi, in India, on a client list that included IBM, Unilever, 3M, Tata, Suzuki and Sun Microsystems, I decided it was time for an MS in Art direction at Texas A&M University-Commerce. I interned, and subsequently joined The Richards Group in June 2004.

At The Richards Group, I've worked on clients such as Amstel Light, Corona Beer, Bridgestone Firestone, MetroPCS, Michaels Arts & Crafts Stores, Fiat and Vanity Fair. My work has been recognized by *Adweek*, *Advertising Age*, *The Addys*, *The Emmys*, *Graphis*, *Photo District News*, *The New York Festivals*, and *Print magazine*.

My Super Bowl commercial for Bridgestone, "*Taters*," featuring the Potato Heads, won the 2009 ADBOWL, a first for an automotive brand. It was also ranked No.1 in an independent study by Sands Research of SB43 & SB42 commercials, and No.4 by the *USA Today Ad Meter*.

I am adjunct faculty at my alma-mater, A&M-Commerce, teaching the portfolio class in art direction. My students have starred in every noteworthy award show and annual.

When I'm not preoccupied with advertising, I'm at home with my wife, Kavitha, and our two kids. Every now and then, I crank up my turntable and bust out my collection of vinyl. Or spend the evening at a secret table tennis club trying to preserve my lethal skills with the paddle.