



Vaidehi Mhashelkar

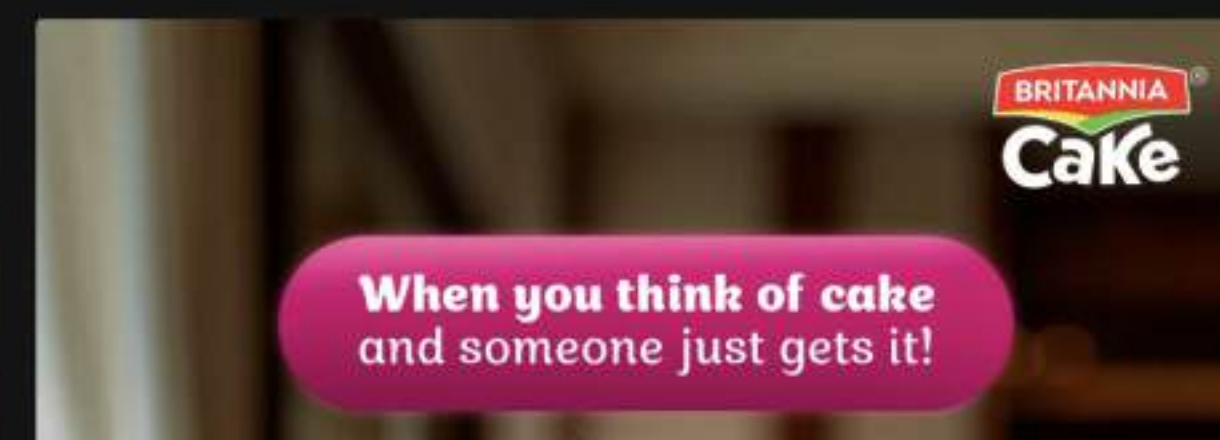
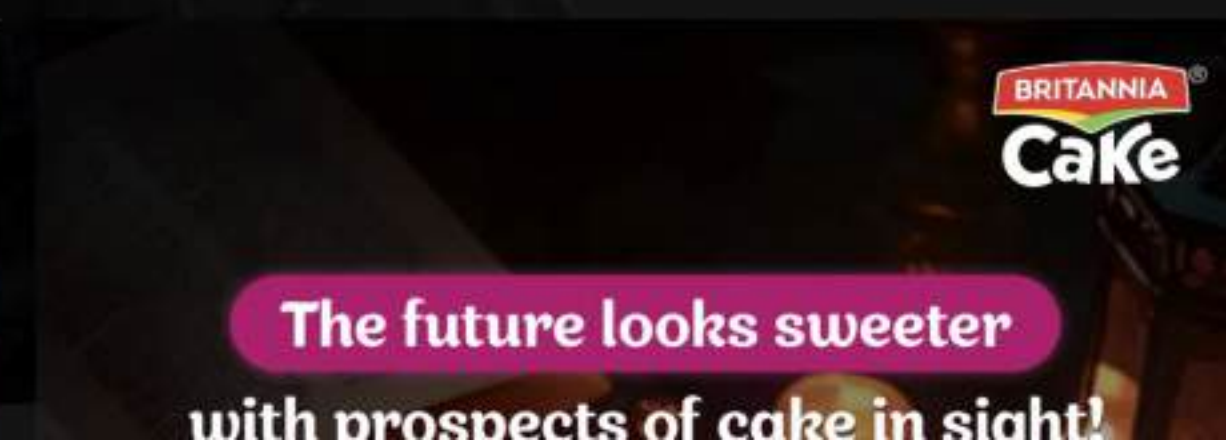
Senior Graphic Visualiser

Creative and detail-driven Graphic Visualiser with hands-on experience in building high-impact visual systems for large consumer brands. Strong in translating brand strategy into compelling visual stories across digital, print, and social platforms. Adept at working in fast-paced agency environments, collaborating with cross-functional teams, and delivering visually consistent, production-ready designs.

 [More Info](#)

[NEXT](#)

Britannia - CAKES



Professional Experience

Creative Director

Feb 2026 - Present

I AM DIGITAL DUBAI | LONDON

- Lead the creative direction for regional and international brands across digital, social media, branding, and integrated marketing campaigns.
- Develop end-to-end creative strategies, campaign concepts, and visual storytelling aligned with business objectives and brand positioning.
- Oversee the execution of high-impact creative assets, ensuring consistency across social media, digital advertising, websites, presentations, and marketing collateral.
- Collaborate with marketing strategists, copywriters, account managers, and production teams to deliver integrated 360° campaigns.
- Present creative concepts and campaign ideas to clients, translating business goals into compelling visual experiences.
- Direct photoshoots, AI-assisted content production, and motion design projects while maintaining premium creative standards.
- Drive content strategies, campaign calendars, and brand communication for clients across industries including real estate, finance, FMCG, hospitality, luxury, and lifestyle.
- Mentor and review the work of designers, providing creative feedback and maintaining quality across all deliverables.
- Leverage AI-powered creative tools and emerging design technologies to streamline workflows and produce innovative digital content.
- Ensure projects are delivered on time while balancing creativity, performance objectives, and client expectations.

 [More Info](#)

NEXT

Professional Experience

Senior Experiential Designer

August 2025 – January 2026

PivotRoots

- Leading experiential and integrated design solutions across digital, on-ground, and brand experience touchpoints
- Conceptualizing immersive visual experiences aligned with brand narratives and campaign objectives
- Collaborating with strategy, creative, and production teams to translate ideas into impactful experiential executions
- Designing visuals for brand activations, events, installations, and experiential campaigns
- Ensuring strong visual consistency while adapting designs across multiple formats and environments

Senior Graphic Visualiser

October 2024 – July 2025

Schbang

- Developed visual concepts and executions for leading FMCG and retail brands including Britannia Croissant, Britannia Cakes, Britannia Breads, Britannia Winkin Cow, and Dmart
- Created platform-optimized creatives for social media, digital campaigns, in-store branding, and marketing collaterals
- Translated brand guidelines into strong visual narratives while maintaining consistency across all touchpoints
- Collaborated with copywriters, brand managers, and account teams to deliver high-quality creative outputs under tight timelines
- Adapted global and national brand identities into engaging, localized visual content

Graphic Designer

November 2023 – September 2024

FruitBowl Digital

- Designed visually compelling digital and print assets aligned with brand identity and marketing objectives
- Worked closely with branding and marketing teams to conceptualize campaign creatives and social media content
- Executed brochures, banners, social media posts, website creatives, and promotional materials
- Researched design trends, formats, and platform best practices to keep visuals fresh and effective

Professional Experience

Junior Graphic Designer

March 2023 – September 2023

Spotlight Digital

- Assisted in creating digital creatives and campaign assets for multiple client brands
- Supported senior designers in concept development, layout design, and final executions
- Maintained consistency in typography, color, and visual language across deliverables

Graphic Designer Intern

December 2022 – Mar 2023

SoCheers

- Contributed to social media creatives and digital marketing visuals
- Assisted in brainstorming and executing campaign ideas under senior guidance
- Gained hands-on experience in agency workflows and client servicing

Education

BFA – Applied Art

September 2017 – March 2023

Viva Institute of Applied Art, Virar

Core areas of study:

- Visual Communication & Information Design
- Branding & Advertising
- Typography & Lettering
- Infographics & Layout Design
- Photography & Visual Composition
- Drawing (Nature, Product, Portrait)
- Computer Graphics

HSC

March 2017

**Chetana College
of Arts and Commerce**

SSC

March 2015

**Shri Madhavrao Bhagwat
High School**

Work

Britannia - CAKES



Work

Britannia - CAKES



Work

Britannia - WINKIN COW



Work

Britannia - FEVICOL



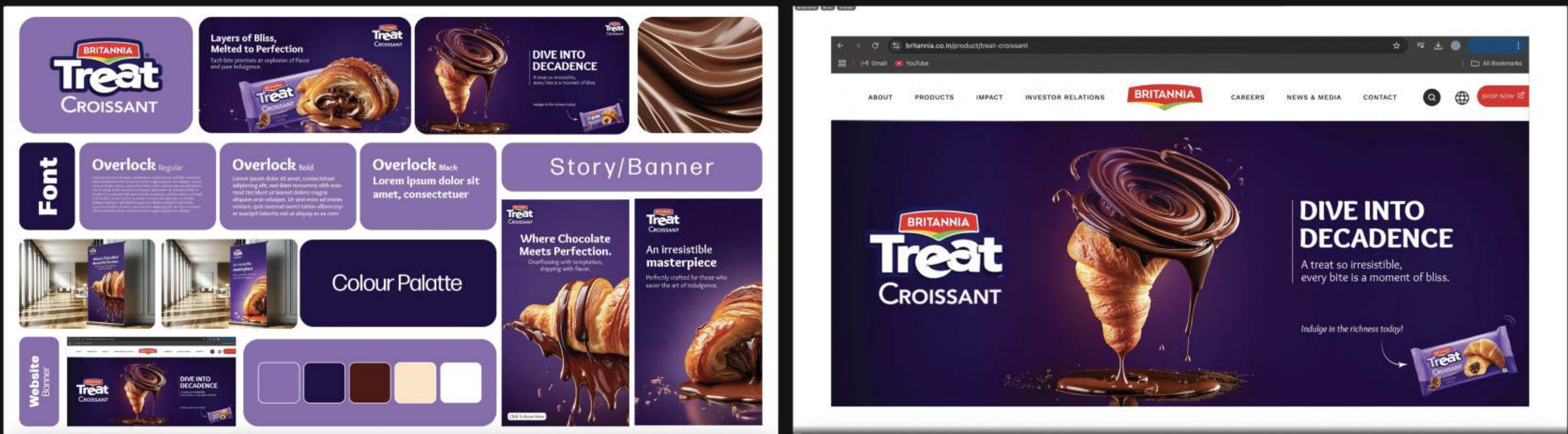
Work

Britannia - KVs



Work

Britannia - Croissant



Work

Britannia - COINDCX



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Work

Britannia - HDFCLife



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Work

Britannia - TransUnion CIBIL



Part of TransUnion



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for 2025*.

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Part of TransUnion



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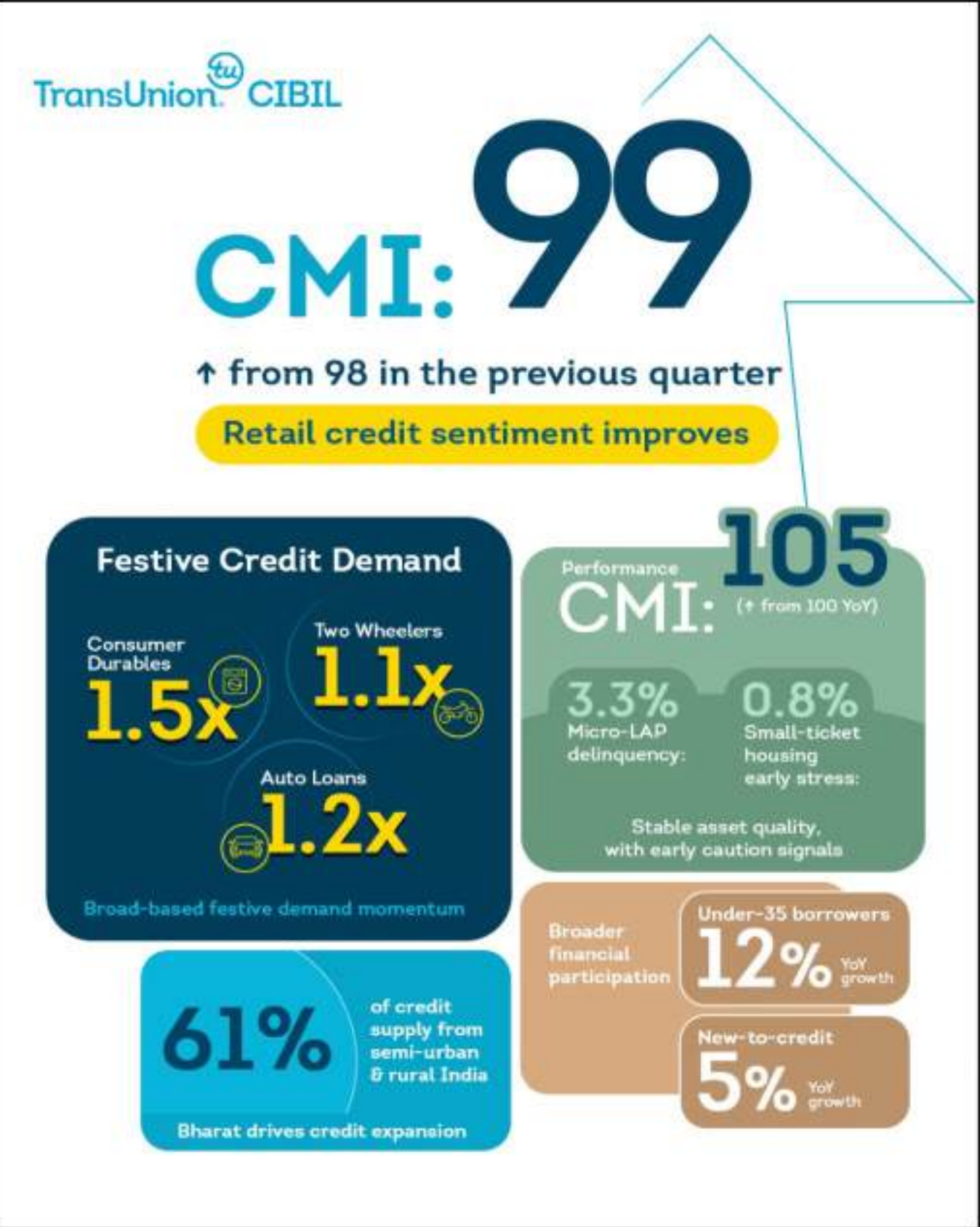
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Work

Britannia - TransUnion CIBIL



Work

Britannia - Crayola



Achievements & Certifications

Elementary Grade
Drawing Examination

2011

Grade A

Intermediate Grade
Drawing Examination

2013

Grade A

Britannia Prasant Campaign

KYOORIUS Award

2025

ABBYS Award

2025

Meta Award

2025

Beyond Work

Content Creator & Budding Influencer

Actively building a personal brand through content creation, visual storytelling, and self-marketing.



Modelling | Acting | Dancing

Experience in modeling and acting for brands, passionate about dance as a creative expression.

Contact

Brand Deals & Collaborations

vaidehimhashelkarofficial@gmail.com

Contact me :

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