

NIVEDITA NASHINE

CREATIVE DIRECTOR · BRAND, CAMPAIGN & PRODUCT EXPERIENCE

15+ Years in Visual Design · 10 Years of Founder-Level Leadership

CONTACT

Open to relocation: European Union
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PORTFOLIO

nivforma.com

DESIGN FOCUS

Brand identity systems
Campaign platforms
Product storytelling
Retail experiences
Editorial systems
Presentation design

LEADERSHIP

Creative vision
Multidisciplinary direction
Design critique
Stakeholder alignment
Partner coordination

COMMERCIAL PERSPECTIVE

Fashion and footwear
International markets
Cross-border production
Consumer insight
Commercial delivery

PROFILE

Creative leader with 15+ years of design practice building coherent visual systems across product, campaign and experience. Combines hands-on art direction and design craft with 10 years of founder-level responsibility for product development, production, international markets and commercial delivery. Translates consumer and business insight into distinctive creative platforms, then guides multidisciplinary work consistently from strategy through final execution.

PROFESSIONAL EXPERIENCE

Founder & Creative Director

Rhhenso Group of Companies

Mumbai, India · May 2016 - Present

- Defined the creative and commercial direction of a women's fashion and accessories business across product, brand communication and customer experience.
- Translated consumer, market and buyer insight into seasonal product stories spanning colour, materials, graphics, packaging and presentation.
- Led designers, suppliers and production partners from concept and sampling through quality control, production-ready artwork and final delivery.
- Directed international sourcing and production relationships across China and the UAE, aligning creative standards with timelines, cost and manufacturing feasibility.
- Managed buyer communication and export delivery for the USA and selected European markets while protecting product quality and brand consistency.

International Creative Consultant

Plante Moran

Mumbai, India · Apr 2016 - Dec 2016

- Created high-stakes proposals, presentation systems, logos and information graphics for clients across multiple industries.
- Synthesised complex business content into persuasive visual narratives with clear hierarchy, consistency and executive-level polish.
- Collaborated with consultants and stakeholders to turn strategic recommendations into coherent, client-ready communication.

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TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Microsoft PowerPoint

INDUSTRY PERSPECTIVE

Brand and campaign systems
Fashion and footwear
Retail and e-commerce
Automotive interfaces
Digital and print production

WORKING APPROACH

Creative strategy
Cultural awareness
Cross-functional leadership
Production judgement
System consistency

LANGUAGES

English
Hindi
Gujarati
German
French

PROFESSIONAL DEVELOPMENT

**Advanced Certificate
Full-Stack Software Development**
IIT Roorkee E&ICT Academy
Jan 2023 - Mar 2025

EARLIER EXPERIENCE

Visual / UI / Interaction Designer

Tata Elxsi - Jaguar Land Rover Project

Bengaluru, India · May 2015 - Dec 2015

- Developed connected-vehicle interface concepts spanning information hierarchy, interaction behaviour, usability evaluation and colour logic.
- Partnered with a multidisciplinary automotive team to align visual quality with technical, safety and usability constraints.
- Contributed to a coherent in-vehicle experience by balancing brand expression with functional clarity.

Visual Designer & Copywriter

Independent / Freelance

Mumbai, India · Jun 2014 - Apr 2015

- Delivered integrated identity, campaign, social and copy solutions for consumer-facing clients.
- Built coherent visual and verbal systems across digital and print touchpoints.
- Managed projects from initial client discussion and concept development through final artwork delivery.

Visual Designer & Copywriter - Internship

BBDO Worldwide

Mumbai, India · Feb 2014 - May 2014

- Contributed to social campaigns, websites and digital advertising for accounts including Visa, Australian Tourism, L'Oréal and Gillette.
- Supported concept development, visual execution and copywriting within a fast-paced agency and client-review environment.
- Adapted campaign ideas across web, mobile and social formats while maintaining message and visual consistency.

Graphic Designer & Photographer

Tobias Bosch Foto Company

Cologne, Germany · Apr 2012 - Jul 2012

- Produced graphic and photographic content for fashion and lifestyle communications.
- Supported campaign shoots and marketing materials within an international European creative environment.
- Strengthened visual research and art-direction awareness through exposure to European fashion, photography and culture.

EDUCATION

Bachelor of Fine Arts - Applied Art

Sir J.J. Institute of Applied Art

Mumbai, India · 2009 - 2013

- Studied advertising, typography, visual communication, photography, illustration, print and design principles; specialised in Photography.