



Vedika Bansal

Visual Artist/Creative Director

London, UK | Mumbai, India
+44 7341360139
✉ vedikabansal@gmail.com
📱 @vedikabansal
🌐 vedikabansal.com

An experienced visual artist and aspiring creative director with 6 years of graphic design experience and over a year of experience as a creative director. Possessing skills in social media marketing, brand strategy, digital design and visual story telling, looking for an opportunity to work in a creative direction team.

Described as an out of the box thinker, an effective organiser, a loyal and open minded individual with a proven ability to multi-task, work within tight deadlines and work in independent and collaborative environments. Passionate about music, art and using cultural influence through one's work.

Education

London College of Communications, UAL
MA Design for Art Direction
2021-2022 - London, UK

École Intuit.Lab
Diploma in Visual Communications
2015-2019 - Mumbai, India

Oberoi International School
IBDP
2009-2015 - Mumbai, India

Software Skills

Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe After Effects
Adobe Premier Pro
Procreate
Microsoft Word
Microsoft Powerpoint
Social Media (Instagram, Facebook)
Wix

Other Skills

Copywriting
Photography
Research
Illustration
Storyboarding/Conceptualisation

Work Experience

Designer

Here and Now 365 (April 2023 - Current)

London, UK

- Worked with the lead designer and account director for various concept-led ad campaigns, OOH branding, events and digital marketing for brands - Tilda, Daawat, Vatika, Dabur, East End Foods, ICICI Bank, State Bank of India, Remitly and Sony TV.

Creative Director

Independent (September 2021 - Current)

London, UK

- Creative Head + Brand Consultant for the brand, **"Soul Treats by Sara"**
 - Worked with the founder on the re-branding (logo, collaterals and packaging design) for "Soul Treats by Sara" to develop a consistent visual language.
 - Introduced and implemented social media strategies by ideating and producing engaging on-brand content across Instagram and Facebook, increasing engagement by 27%.
 - Designed and installed the exhibition stall design for "Soul Treats by Sara" at the BBC Good Food Show 2022 in Birmingham facilitating brand awareness.
 - Assisted the founder and co-founder in launching a new subsidiary brand **Soulful Earth**.
 - Created a visual language and logo for Soulful Earth that is consistent with the parent brand.
 - Integrated revised social media strategies to launch Soulful Earth on Instagram.
 - Consulted and collaborated with the founder and copy-writer to create visual and written content (creatives, videos and graphics) for the main website.
 - Collaborated with the founder to develop four festive menus.
 - Designed the parent brand website and assisted the development by providing the framework, content and visuals within a tight deadline.
- Directed, planned and visualised a research-led project called **"love, lost in translation"** over a span of six months in collaboration with various artists. Curated the associated exhibit at LCC's Postgraduate Showcase 2022.
- Planned and executed a detailed creative campaign pitch for musician **Tyson's EP launch called "Cherry"** with a team of 3 creative directors in collaboration with international artists. The pitch included social media strategies, campaign photoshoots, styling, makeup and storyboard visuals for the music video. The team also explored campaign ideas in the metaverse.
- Devised, directed and executed a creative brand strategy pitch for lingerie brand **Belja** with a small team.
 - Planned and photographed a campaign alongside a creative director, 10 models and artists.
 - Recommended social media strategies with a projected increase in engagement by 23%.
- Assisted photographers on set with experimental fashion editorial shoots (on film and digitals).
- Assisted the production designer on the music video of **"Tujhe Dhoonde Meri Jaan"** by Asit Tripathy. Directed by Zaigham Hameed Butt.

Lead Graphic Designer

Meraki Sport & Entertainment (December 2018 - September 2021)

Mumbai, India

- Established graphic design standards for digital design assets used across digital platforms for Kolkata Knight Riders, Kerala Blasters FC, Mumbai City FC, The Welspun Group and Meraki which improved the overall consistency across the design team.
- Led the design team for **Kolkata Knight Riders** and **Kerala Blasters FC** for two football seasons.
 - Pitched and created digital design templates.
 - Designed and organised in-game match templates to optimise timely delivery of creatives.
 - Collaborated with the on-ground media collection team and social media team to create gifs, stickers and Instagram story templates which grew the team's followers by approximately 20% and increased engagement by 35%.
- Led and won creative pitches for events and digital marketing for **Mumbai City FC, Sunrisers Hyderabad, MyProtein, Milo and Fantasy Premier League**.

Junior Graphic Designer

Look What Happened (June 2018 - December 2018)

Mumbai, India

- Collaborated with the founder to create the 2019 planner and stickers, wall art, gift cards, notebooks and other designs for retail products.
- Designed social media posts, stories and animations, promotional ads and offers for the brand and over 10 clients across industries such as fashion, premium jewellery, horticulture, etc.
- Photographed and edited 3 product shoots for the brand's social media and website.
- Designed the packaging for the FMCG brand **Freshwala**.
- Curated and designed the portfolio for Look What Happened.

Head of Design & Visual Development

TEDxBandra (December 2017 - May 2018)

Mumbai, India

- Led a team of 4 to conceptualise and design of the visual identity for the 2018 theme **"Catharsis"**.
- Collaborated with the marketing team to create on-brand video content (YouTube, Facebook).
- Led creatives across all channels (social media, advertising, collateral, sponsorship decks).
- Worked with the production team to ensure reliable delivery and set up of all printed collaterals (flyers, signs, banners, ID cards, schedules).