

VIBHAV MAHESHWARI

Brand Designer & Graphic Designer

+91 79065 58596 · purelypixels0@gmail.com · unqdesign.in · behance.net/purelypixels05 · Dehradun, India

SUMMARY

Brand designer and graphic designer with 2+ years of professional experience building visual identity systems and marketing materials for consumer, retail, F&B, and healthcare brands. Currently a full-time Graphic Designer at 303 Digital managing creative output and brand strategy for national and international clients. Independent design practice (unq design) with end-to-end delivery across brand identity, packaging, motion graphics, and social media design. Detail-oriented, commercially aware, and experienced on high-throughput design pipelines — comfortable with ambiguity, structured feedback loops, and fast iteration cycles.

PROFESSIONAL EXPERIENCE

Graphic Designer

303 Digital — Mumbai, India

January 2026 – Present

- Led branding, social media, visual communication, and motion design across 100+ projects for 7+ national and international clients in India (Asli Music, Derma Shrine), UAE (ODE Collective), and Ireland (AI Productivity Coach) — managing 3–4 concurrent briefs with low revision cycles.
- Designed the agency's complete brand identity and visual language from scratch — logo system, color theory application, typography, brand guidelines, and marketing collateral across all touchpoints; trademark filing in progress, public rollout June 2026.

Motion Designer & Team Lead

Dreamvator Pvt. Ltd. — India

January 2026 – March 2026

- Produced educational motion graphics and technical engineering visualisations for aviation learning modules — translating complex mechanical systems into accessible visual content.
- Built and led a 3-person motion design team — owned hiring, production workflows, and QC across animation and simulation deliverables.

Freelance Brand Designer

unq design (Independent Practice) — unqdesign.in

2024 – Present

- Delivered complete visual identity systems and marketing materials across 4+ branding projects: Aarnish Meat Crafters (brand identity & 12-SKU packaging), KumaBrew (café branding & merchandise), THC Café Food Truck (environmental branding), 303 Digital (brand identity & motion).
- Work quality converted a freelance client into a full-time employer — 303 Digital offered a Graphic Designer role based directly on freelance output and client handling.

Co-Founder & Brand Lead

One Shot Energy — oneshotenergy.in · [Amazon Brand Store](https://www.amazon.in/s?ref=april_rain)

2024 – 2026

- Co-founded a performance nutrition brand from zero — built complete brand identity, packaging design, and go-to-market strategy for a health beverage targeting gym-goers.
- Drove 3,000+ units sold across Amazon (15 SKUs), direct-to-consumer via oneshotenergy.in, and B2B channels including warehouses, retail outlets, local gyms, and college event stalls.

SKILLS

Design: Brand Identity · Branding & Identity · Visual Identity Systems · Graphic Design · Logo Design · Packaging Design · Typography · Color Theory · Art Direction · Visual Communication · Social Media Design · Motion Graphics · Marketing Materials · Brand Guidelines · Creative Strategy · Print Production · Layout Design

Tools: Adobe Creative Suite · Figma · Adobe Illustrator · Adobe Photoshop · Adobe After Effects · Adobe InDesign · Canva

Strengths: Brand Strategy · Client Communication · Creative Problem Solving · Cross-Functional Collaboration · Brief Interpretation · Design Systems Thinking · Feedback Management · Deadline-Driven Execution · Multi-Project Management

EDUCATION

Bachelor of Commerce — Major: Marketing | Minor: Entrepreneurship

Symbiosis College of Arts and Commerce (SCAC), Pune

2023 – 2026 | CGPA: 8.64 / 10.00 (A+ Grade)

- Achieved 8.64 CGPA (A+ Grade); contributed to cultural, entrepreneurship, and student-led initiatives — strengthening leadership, collaboration, and communication skills.
- Selected for PCE (Project Campus Entrepreneur) — pitched One Shot Energy as a live brand case study, presenting go-to-market strategy, packaging design, and early sales traction to a panel of evaluators.

PORTFOLIO & LINKS

[Portfolio](#) · [2024–25 Work Samples](#) · [Behance](#) · [Instagram](#) · [One Shot Energy](#) · [Amazon Brand Store](#)