

Arundhati Bhardwaj

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CREATIVE DIRECTOR – BRANDING AND STORYTELLING

Creative leader with 9+ years of experience shaping brand narratives, creative systems, and multi-channel storytelling for global organisations, startups, and consumer brands. Trained at NID Ahmedabad and NIFT, worked at the cusp of brand strategy, creative direction, and narrative design.

Work spans technology, healthcare, entertainment, and consumer brands, with experience collaborating with organisations including WHO, AIIMS, BESTSELLER, GreyOrange, and Honasa.

EXPERIENCE

Jan 2026 - Present

Lead Specialist – Design COE | Marsh – Mercer | Noida, India

- **Guard Brand Integrity:** Develop and enforce comprehensive brand sheets and visual guidelines across a highly matrixed global organisation, ensuring absolute visual and verbal consistency.
- **Creative Quality & Craft:** Champion rigorous feedback discipline and creative excellence, elevating the presence of the corporate brand across high-visibility leadership and employee experiences.
- **Asset & Workflow Management:** Establish asset management processes and create templates to maximise efficiency and maintain brand standards across teams.

Aug 2020 – Oct 2025

Creative Consultant & Founder | Eglaf Studios | Gurugram, India

- Partnered with global brands including **BESTSELLER, AIIMS, WHO, GreyOrange, and Dr Sheth's, ecommerce brands like MamaEarth, and startups like Bartisans, Simply Coach, etc.**
- **Directed creative production** across photography, digital design, and campaign storytelling.
- **Operational Efficiency:** Identified opportunities for process improvement by using Chat GPT, Gemini and developed scalable brand systems and asset libraries, ensuring strategic consistency and brand compliance, which reduced production turnaround times by 30%.
- **Studio Management:** Managed the end-to-end operations of the creative studio, fostering a culture of creative bravery, flawless execution, and collaborative growth.
- **Stakeholder & Budget Management:** Managed communications with diverse partners, maintaining regular feedback cycles for efficiency and forecasting future needs.

Jan 2020 – May 2020

Creative Lead | Dr Sheth's | Mumbai, India

- **Led visual brand repositioning** during high-growth phase.
- Developed integrated communication assets across digital, retail, and campaign touchpoints.
- **Managed multiple concurrent creative initiatives**, aligning marketing, content, and leadership teams.

Jun 2017 – Jul 2019

Senior Producer | Kinsane Entertainment | Mumbai, India

- **Led coordination between cross-functional creative teams** across animation, editorial, and production for global digital properties.
- **Scale & Consistency:** Produced and directed over 800+ hours of digital video content distributed across global YouTube channels, building scalable visual systems for recurring IP launches.
- **Managed internal and external production partners** to deliver integrated storytelling experiences.

Jan 2016 – Jul 2016

Content Producer | House of Anita Dongre | Navi-Mumbai, India

- **Assisted the CCO and CEO** on two pre-productions for collection launch videos and marketing materials.
- **Coordinated with four verticals and three teams** to create diverse digital marketing assets for each vertical monthly.
- **Handled a diverse portfolio**, servicing social media assets, photoshoots, video shoots, as well as internal visual communications simultaneously within six months.

EDUCATION

2013 - 2017

Master's degree in Film & Video Communication | National Institute of Design (NID – Ahmedabad)

2009 - 2013

Bachelor's degree in Fashion Communication | National Institute of Fashion Technology (NIFT – Himachal)

CERTIFICATIONS

- Foundations of UI/UX Design – Google
- AI Essentials – Google
- Data Visualisation: Storytelling
- Leadership Foundations
- Project Management for Creative Projects

SKILLS

Product and Consumer Narrative Development, Brand Governance, Creative Operations, Concept Development, Brand Identity Compliance, Brand Positioning, Visual Storytelling, IP Creation, Design Systems, Creative Direction, Art Direction, Visual Taste Management, Agency and Vendor Management, Cross-Functional Communication, Channel Governance, Asset Management, Quality Assurance, Template Creation, Remote Team Culture, Global Stakeholder Management.

TOOLS

Adobe Creative Suite-Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Figma, Canva, Microsoft 365- Word, Excel, PowerPoint, Teams, SharePoint, Google Workspace - Docs, Sheets, Slides, Meet, Zoom Workspace, JIRA, Wrike, Slack, AI Tools - Midjourney, Gemini, ChatGPT, Nano Banana Pro.