

MEHUL SEHGAL

MULTIDISCIPLINARY DESIGNER · ART DIRECTOR



PROFESSIONAL SUMMARY

A multidisciplinary designer working across illustration, brand identity, motion, and production. Comfortable owning a project from concept through final execution, whether that means directing a shoot, building a 3D campaign from scratch, or designing a system that holds up across merch, packaging, and digital. Equally at ease leading creative direction and coordinating the production and agency relationships that get it made.

EDUCATION

🎓 **BDES Fashion Communication Design**
[WHERE] NIFT, New Delhi
2021-2025

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CONTACT

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CORE SKILLS

Creative Direction	● ● ● ● ●
Brand Identity	● ● ● ● ●
Illustration	● ● ● ● ●
Packaging	● ● ● ● ●
Typography	● ● ● ● ●
Video Editing & Motion Graphics	● ● ● ● ●
Experience Design	● ● ● ● ●

LANGUAGES

Hindi	Native
English	Fluent
French	Beginner

TOOLSET

[+] ————— Adobe Creative Suite
[+] ————— DaVinci Resolve
[+] ————— Procreate
[+] ————— Figma
[+] ————— Higgsfield & other AI Tools

EXPERIENCE

- 👉 **Visual Designer & Media Producer**
[WHERE] Simba Beer, Zigzag Vodka and others under Saltborn
2025 - Present
- Designed a patch-based illustration system for Simba's merch line, and built scalable brand assets that can be used across all kinds of collaterals (digital and physical).
 - Led concept, identity, and art direction for Simba's 10th anniversary campaign and the launch of Wild, its newest SKU: spanning identity, event collateral, and a product photoshoot.
 - Built a scalable bar and menu system for Zigzag now used at every offline activation nationwide.
 - Directed and produced a 3-part 3D video campaign from concept through sound design, alongside AI-generated content for digital campaigns.
 - Coordinate directly with production teams and external agencies on shoots, and vendor execution, owning creative direction from brief to delivery.
- 👉 **Experience Designer**
[WHERE] Tagglabs
2025
- Designed immersive brand experiences across physical and digital mediums for government and museum clients.
 - Created illustrations, spatial narratives, and pitch decks.
 - Graduation research project: "The Influence of Emotional Design in Creating Memorable User Experiences"
- 👉 **Communication Designer**
[WHERE] Dharma Life
2024
- Designed Ananta's track-and-trace system (hang tags, QR flow, and a sustainability-data microsite)
 - Supported visual rebranding, packaging, and UI/UX for an early-stage social impact brand