

Vidyuti Varma, Creative Director

PROFILE

Vidyuti Varma is possibly one of the youngest creative directors in the industry and has made a big impact to our team in a short while. She loves working on branding and communications solutions for start-ups and MSMEs. She is a self taught graphic designer and artist with a forte in brand ID creation, creative strategy and multimedia ideation. Vidyuti is a unique combination of right & left brain skills, who is equally comfortable with art, design and economics. This helps her deliver creative solutions with a business development focus and brand value enhancement.

