

Mayuri Nikumbh

Design Director, Communication Design, Elephant

With a masters degree in Visual Communication from Industrial Design Center, IIT Bombay, Mayuri has more than a decade's experience in areas like, branding and communication design, packaging design, digital media, interface design, film and video.

Mayuri joined Elephant, India's top ranked* design agency over ten years ago where she heads the communication design vertical. An expert in design strategy, creative direction, consumer understanding and trend-spotting, she has worked with some of the leading global and national brands like Heinz, Abbott, PepsiCo, Godrej, TATA, Britannia, Paperboat, Eischer Polaris, Mars Foods, MTR Foods and many more. She has led award-winning projects and contributed to the success of startups as well as well established brands.

Along with handling key projects and leadership responsibilities, she also mentors and guides young talent.

Recently, Mayuri represented Elephant and India at the Asia-wide collaborative project "Colours of Asia" that culminated in an exhibition and seminar at the Hong Kong Design Institute where she was also a speaker.

Mayuri has been a seminar panelist, speaker and jury member at various design forums, competitions, institutions and print led events. Some of them include PrintWeek National Awards and Afaqs Foxglove Awards.

Her interest lies in the congregation of media & message and she is deeply inspired by cultures around the world as with the Indian culture, which she tries to reflect in her work expressions. She strongly believes that the craft is as important as the concept and is finally what the user interacts and engages with – be it any medium.