

RUTUJA MOHOLE

SENIOR COMMUNICATION & PACKAGING DESIGN SYSTEM DESIGNER

Specialized in CPG, FMCG, Retail & Integrated Brand Architecture.

Accomplished and award-winning Senior Communication & Design System Designer with over 11 years of experience leading end-to-end visual identity systems, structural/visual packaging architecture, and integrated brand communications. Proven track record of shaping iconic national and international consumer brands including Reliance, Kellogg's, Tata Sampann, Himalaya, MTR, WickedGud, Mahindra Car&Bike, Epigamia, Mankind Petstar, and Saffola. Expert in translating consumer insights into distinctive visual assets, managing complex prepress production pipelines (DPIs, Pantone/CMYK), directing creative teams, and executing large-scale retail rollouts across 1,000+ storefronts.



+91 8087648636

rutuja.mohole@gmail.com

[ru.tu.go](https://www.instagram.com/ru.tu.go)

[rutuja mohole](https://www.linkedin.com/in/rutuja-mohole)

PROFESSIONAL EXPERIENCE

ELEPHANT DESIGN PVT. LTD. | Pune, India (9 yrs. 9 m.)

Senior Communication & Packaging Designer | March 2021 – Present

Brand Strategy & Visual Identity: Lead end-to-end brand refresh and identity creation projects, crafting robust design guidelines for top-tier CPG / FMCG and retail clients including Himalaya, Kellogg's Chocos, Saffola Millets, Tata Sampann, MTR, Mahindra Car&Bike, Mankind Petstar and Reliance.

Packaging Architecture & Execution: Design scalable, shelf-ready packaging systems and execute them through various dielines that balance visual storytelling, regulatory requirements, and production feasibility.

Large-Scale Retail Rollouts: Directed design systems that can get implemented across 1,000+ retail stores, ensuring unified brand presence across physical touchpoints.

Photography & Layout Direction: Curate and art-direct food photography layouts for packaging design systems and multi-channel communication campaigns with renowned photographers.

Technical Quality Control: Oversee final artwork release and prepress operations online and offline (ensuring precise colour specs, Pantone swatches, and high-resolution assets, mockups) to maintain consistency from digital render to physical shelf.

Creative Mentorship: Guide and mentor mid/junior designers, establishing efficient workflows and elevating creative output.

Communication & Graphic Designer | December 2016 – March 2021

Conceptualized and executed visual identities, packaging graphics and communication collateral across food and beverages along with a pro bono based out of North East of India

Co-created branding and packaging concepts that had successful recognition nationwide.

WORKSMITH DESIGN CONSULTANTS | Pune, India (2 yrs. 6m.)

Senior Graphic Designer / Graphic Designer | June 2014 – November 2016

Developed brand collaterals, corporate identities, and promotional packaging layouts for regional client portfolios. Managed design execution from initial client brief through final print delivery.

Executed brand identities and visual guidelines along with spatial graphic design for restaurants collaborating with retail & experience design team based in Pune.

LOKUSDESIGN | Pune, India

Graphic Design Intern | Sept 2013 - March 2014

Conducted brand research, mood board creation, typography exploration, and packaging mockup production.

HONORS & AWARDS

These are the awards we received while working with **Elephant Design**

- **Silver – A'Design Award & Competition:** Packaging Design for Himalaya Face Masks
- **Gold – e4m India Design Awards:** Branding for Startups to Retail Design for Mahindra Car&Bike
- **Gold – e4m India Design Awards:** Branding for Startups for WickedGud

EDUCATION:

G.D. Arts in Commercial Arts (5-Year Professional Diploma)

Abhinav Kala Mahavidyalay, Pune | 2008 – 2013

Formally trained in a rigorous 5-year G.D. Arts in Commercial Arts at Abhinav Kala Mahavidyalay, combining classic fine-art fundamentals. Composition, typography, and visual anatomy with brand strategy, digital design systems, and commercial execution.

Won multiple awards during annual design exhibitions and competitions.

SOFTWARE & TOOLS:

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Dimension)

Prepress & Print Production

Let's Connect!

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