

MRUDULA YADAV

Experiential Designer | Architect

Experiential Designer with a background in architecture and digital media, specialising in visual storytelling, brand-led design, and concept development. I work at the point where ideas need to become compelling — through layout, typography, narrative, and image. Experienced across pitch decks, visual treatments, branded assets, and digital campaigns. Currently exploring the intersection of ASMR and immersive design through @urbanlucidreams.

WORK EXPERIENCE

Freelance Designer (Work-from-Home, Project-Based) 07/2025- Present

- Taking on diverse freelance design projects while independently developing an experimental practice at the intersection of spatial storytelling, immersive aesthetics, and the exploration of physical-digital boundaries through concept-led, editorial-style creative work.

Freelance Creative Designer (Work-from-Home, Project-Based)
Epitome Group |Pune, India 12/2023-06/2025

- Designed visually-led experiential pitch decks and spatial narrative treatments for branded content and activation projects, presenting across physical and digital formats.
- Used Gemini and Midjourney to generate spatial mood boards, venue concepts, and visual directions — reducing early-stage ideation time by ~25% while maintaining premium creative standards.
- Developed AI-assisted renders and motion walkthroughs that translated physical space concepts into compelling client-facing stories.
- Collaborated with producers and creative leads to align visual outputs with narrative intent, brand guidelines, and delivery timelines.
- Built efficient layout and design systems that cut revision cycles and improved cross-functional workflow clarity

Junior Architect
Shandar Interior PVT. LTD. | Mumbai, India 1/2021-08/2022

- Managed the end-to-end visual direction for interior projects — from spatial layout and furniture selection through to branded presentation materials and client-facing documentation.
- Produced high-quality 3D renders under tight deadlines, communicating design intent to non-technical stakeholders.
- Developed clear visual hierarchies across printed and digital materials, ensuring brand consistency from concept to physical execution.
- Streamlined layout systems that reduced revision cycles and accelerated client approvals

Intern Architect
Hiten Sethi Architects Navi Mumbai | Seawoods, India 11/2018-04/2019

- Produced concept visualisations and narrative presentation materials for large-scale architectural projects.
- Created editorial-style presentation flows (sale plans) that supported stakeholder alignment and design approvals.
- Generated diagrams and illustration assets supporting senior designers across residential and commercial briefs.

Summer Intern
K- Thomas Associates, Navi Mumbai | Vashi, India 09/2017-11/2017

- Supported visual research, concept sketches, and early-stage layouts for residential and hospitality projects.
- Developed improved presentation materials that reduced client revision cycles.

SKILLS

Experiential & Spatial Design: Physical environment concepting · Spatial layout · Furniture & materials direction · Exhibition design · Brand-led spatial identity · Immersive installation

AI & Creative Technology: Gemini · Midjourney · Adobe Firefly · AI-assisted spatial visualisation · Mood board generation · Rapid concept prototyping

2D Visual Design: Adobe InDesign · Illustrator · Photoshop · Typography · Layout & composition · Brand guidelines · Presentation design · Digital invites

3D & Architectural: SketchUp · Rhino · Lumion · Revit · AutoCAD · KeyShot · 3D concept rendering · Spatial walkthroughs

Ways of Working: Rapid ideation · Cross-functional collaboration · Brand consistency · High-pressure deadline delivery · Feedback-led iteration · Creative direction support

AWARDS

- National Indian Art Contest 2021 (Season 6) — Recognized by the Government of India MSME for creative excellence.
- Diploma in Building Design (2016) — CADD Centre; specialization in AutoCAD & Revit Architecture.

+44 7808569388 / +91 8879141397
mruyadav48@gmail.com
Harbour View, Sec 19A, Nerul(E)
www.linkedin.com/in/mrudula-yadav
<https://mruduyadav13.myportfolio.com>
<https://www.instagram.com/urbanlucidreams/>

EDUCATION

MSc Digital Creative Media
2022-2023
Loughborough University London
Grade received: Merit.

Bachelor of Architecture
2015-2020
Sir JJ College of Architecture, University of Mumbai
Grade received: First class.

LANGUAGES

English, Hindi, Marathi

COLLABORATIVE PROJECTS

The Power Of Here: Location-Based Digital Storytelling Transformations
2023 London, UK, with this great adventure. ltd

- Developed a prototype merging spatial design and digital storytelling for a multi-sensory visitor experience.
- Proposed across five locations, each exploring narrative and spatial immersion.

Venice to Mumbai
2018 Mumbai, India, with Sir JJ College of Architecture

Co-curated an exhibition highlighting architectural parallels between Mumbai and Venice through visual installations and narratives.

Negotiating Accessible Spaces: Inclusion Keystone (N.A.S.I.K.) 2017 Mumbai, India, with Nature and Nurture Architects and Kala Ghoda Art Festival

- Designed and curated an accessibility-focused exhibition using tactile models and spatial storytelling to communicate inclusion.
- Developed interactive installations that increased public engagement with universal design.

Accessibility audit at the Indian Institute of Technology Bombay (IIT)
2016 Mumbai, India, with Sir JJ College of Architecture and IIT Bombay

- Conducted accessibility research and proposed inclusive spatial interventions across campus.
- Delivered design documentation that improved accessibility within key student facilities.