

Harsh Vashi

3D Architectural Visualizer | Rendering Specialist

With the core ideology of “Living Beyond The Imagination”, I commenced my journey as a visualizer almost a decade ago. Ever since, I’ve been pushing boundaries and bringing out the best of my creative ability. I dream of creating a space where every vision can be backed by a picturesque view.



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Work experience

Nilkamal Ltd. | HO, Mumbai, India

July 2024 - Present

Senior Executive Designer

- **Lead Designer for 60+ store** transformations, converting At Home by **Nilkamal outlets to Nilkamal Homes** flagship format across India, re-defining interior layouts, exterior facades, and brand touchpoints to elevate customer experience and drive footfall.
- Spearheaded the design of **Nilkamal Sleep** retail concept across **30+ stores**, creating a cohesive design with optimized product zones, ambient lighting, and premium material palettes that reinforced brand positioning.
- **Manage and mentor a team of 3-4 junior designers**, overseeing project workflows, conducting design reviews, and establishing rendering quality standards that reduced revision cycles by 40%.
- Deliver end-to-end design solutions spanning **interior architecture, exterior branding, in-store visual communication**, and seasonal campaign collateral, ensuring seamless alignment with corporate brand strategy.

Nexus Mall – OATS Pvt. Ltd. | HO, Mumbai, India

March 2022 - July 2024

3D Architectural Visualizer

- Spearheaded 3D visualization strategy for **18 shopping malls** across India, shaped aesthetic of **300+ high-fidelity** store renderings for **premium international and national brands**, including Zara, H&M, Pantaloons, Azorte, Levi's, and more.
- Collaborated with **Brand Executives and Retail Leasing Head** to translate design briefs into immersive retail experiences, ensuring alignment with brand guidelines and the mall's architectural feasibility.

Lokhandwala Construction | HO, Mumbai, India

Jan 2019 – March 2022

3D Visualizer

- **Created 3D visualizations** for large-scale residential and institutional projects, including **Lokhandwala Foundation School** and **Township developments**. Visualized spatial relationships, material palettes, and lighting strategies before construction.
- Executed interior and exterior walkthroughs that became cornerstone assets for **client presentations** and **public-facing marketing materials**.

Brand Avenue | HO, Mumbai, India

Dec 2017 – Dec 2018

3D Artist

- Produced **40+ interior and architectural renderings** for residential, commercial, and hospitality projects, delivering pixel-perfect visuals aligned with client expectations.
- Pioneered **VR environment development** for immersive client experiences, enabling virtual walkthroughs.

Education

Design Visualization Pro (DVP) – Architecture Visualization,

Maya Academy of Advanced Cinematics | Malad, Mumbai

Advanced Diploma in Graphic Design & Animation

All India Council for Professional Training & Research Pvt. Ltd. | Palindia Computer Education

Bachelor of Commerce (B.Com.)

University of Mumbai | Malad, Mumbai

Personal Projects

Zara Flagship Store Concept - For a Mall

- Conceptualized and rendered an aspirational **3-floor Zara flagship** within a high-traffic mall environment.
- **Delivered 10+ photorealistic views** across a 2-day sprint, showcasing spatial flow, brand aesthetics, and customer journey from street-level entry to premium upper floors.

ACE TECH Exhibition Stall

- Designed and visualized a **400 sq. meter** exhibition environment for **ACE TECH**, India's architecture trade show.
- Created immersive brand experience integrating product displays, interactive zones, and architectural storytelling elements that attracted **5,000+ visitors** and generated qualified leads worth **₹1+ crores**.

HIFF Exhibition Stall

- Conceptualized and executed a **150 sq. meter exhibition stall** for HIFF (Home Innovation & Furnishing Fair).
- Won the **Best Stall Design Award** for innovative design, lighting, and modular product showcasing.

CEAT GRIPP X3 Tyre – 3D Product Animation

- Produced photorealistic **3D animation** showcasing tire engineering and performance features for a **national marketing campaign**, combining technical product visualization with **dynamic motion graphics** and **cinematic storytelling**.

Achievements

- **HIFF Exhibition – Best Stall Design Award**
- **VIHAAN 2018 – 1st Place Winner, Architecture Visualization Category**
- **VIHAAN 2018 – 2nd Runner-Up, Digital Film Making Category**
- **General Secretary, Saraf College – Led "Pankh" - Annual College Fest for 2017–2018.**
- **Teaching Mentor – Delivered 6-month curriculum in 2D/3D Animation at Palindia Computer Education, training next-generation visualization artists (2016 - 2017).**
- **University of Mumbai Certificate – 2 years of distinguished service, National Service Scheme (2015–2017)**

Skills

AI Enhanced Design | Architectural Visualization | Photorealistic Rendering | Retail Space Design | Interior Visualization | Walkthrough Animation | VR Environments | Graphic Design

Technical Proficiency

- 3DS Max
- Revit
- Corel Draw
- V-Ray
- Maya
- After Effects
- AutoCAD
- Photoshop
- Premiere Pro

Creative Leadership

Team Management & Mentorship Client Presentation Brand Identity Translation
Concept Development Cross-Functional Collaboration

Interest & Languages

Adventure Travel **Nature & Landscape Photography** **Nature Lover** **Music** **Designing**

Languages I Speak

- **English – Professional Working Proficiency**
- **Hindi – Full Professional Proficiency**
- **Gujarati – Native/Bilingual Proficiency**