

VIDYA SHIVA KUMAR

PRODUCTION DESIGNER



I, Vidya, am a Production Designer working across films and advertising for almost a decade. Originally from Bengaluru, I moved to Mumbai to be closer to the heart of it all. Having grown up with Indian cinema, working in this industry has always felt like a way of giving back to what shaped me - my eye, my instincts, and the path I chose. I'm especially drawn to spaces that carry culture and memory, the kind you feel before you notice.

A B O U T M E

AS PRODUCTION DESIGNER

FILMS WEBSERIES

- Real Kashmir (a webseries directed by Mahesh Mathai, Rajesh Mapuskar & Umang Vyas; produced by Yamini Pictures) – <https://www.youtube.com/watch?v=a7bYi1ovf9c>
- A Liminal Space (a short film directed by Malika Kumar & produced by Heeral Gandhi & Shilpa Kumar) – Post Production
- Jolly Joker (Feature Film directed by Manav Kaul & produced by Aranya Studios) – Post Production
- Khoj (a short film directed by Fahad Pathan) – Post Production
- Vithura (a shortfilm by Joseph Dominic) – Festival Debut at Bengaluru International Film Festival 2025 - <https://www.youtube.com/watch?v=VGJMoDHiAso>
- Missing Cat in the Box (a short film by Kashyap Shangari & Swagata Naik) – Post production

AS PRODUCTION DESIGNER

SHORT FORMATS

- Bajaj Chetak (advertisement by Shayak Roy by East India Film Company) – Post Production
- Eveready Salsa (advertisement by Shayak Roy by East India Film Company) – Post Production
- Eveready Xtrabright (advertisement by Paridhi Jain by East India Film Company) – Post Production
- Chhoti Si Mulaqat (with Naseeruddin Shah & Ratna Pathak Shah) – Music Video – Composed & Directed by Mohit Agarwal – Post Production
- Schwarzkopf Professional OSIS + Ft. Jim Sarbh - (advertisement by Shayak Roy by BLTN productions) –
 - <https://www.youtube.com/watch?v=dQs1ldBNHfK>
 - <https://www.youtube.com/watch?v=Dxa8WUop02M>
 - <https://www.youtube.com/watch?v=IB3kOHFvtYE>
- Zepto x Let's Try - (advertisement by Ankul Singh by Third Floor Films) – <https://www.youtube.com/watch?v=NCauKapul-8>
- Zepto Navratri Essentials - (advertisement by Ankul Singh by Third Floor Films) – <https://www.youtube.com/watch?v=TYchZaaxBSY>
- Sebamed Babies - (advertisement by Benaifer Malik & Rajiv Rajamani by Flirting Vision) – <https://www.youtube.com/watch?v=QNhFDwi80Dw>
- Bingo (advertisement by Shayak Roy by BLTN productions) – <https://youtu.be/OJwAXd8lqO8>
- Fevicol Shoefix (advertisement by Shayak Roy by BLTN productions) – Post Production
- Mamy Poko Pants (advertisement by Benaifer Malik & Rajiv Rajamani by Flirting Vision) – https://www.youtube.com/watch?v=mg_z47Qc-0
- Fevikwik AI Pack – Launch Films (advertisement by Shayak Roy by BLTN productions) – <https://www.youtube.com/watch?v=E3jFys5dUUl>
 - <https://www.youtube.com/watch?v=mEyK3NFE1wI>
 - <https://www.youtube.com/watch?v=TpSFS5wxnp0>
- Arth Electrolytes x Arjun Kapoor (advertisement by Fahad Pathan by Offroad Films) – <https://www.youtube.com/watch?v=lwcE3QjUGdo>
- Zepto x Sebamed/Philips AVENT (advertisement by Ankul Singh by Third Floor Films) –
 - <https://www.youtube.com/watch?v=fT1nZ0r4FMl>
 - <https://www.youtube.com/watch?v=wLS3StJ03Zg>

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- Aqualife (advertisement by Talha Bin Mohsin by BLTN productions) –
 - <https://www.youtube.com/watch?v=D275MpyX3sY>
 - https://www.youtube.com/watch?v=IP_rH4ac84M
- Zee Anmol (advertisement by Jigar Fernandes by Third Floor Films) – <https://www.youtube.com/watch?v=8NWkYLxajAc>
- Lifebuoy Soap (advertisement by Roopali Singh by Offroad Films) – <https://www.youtube.com/watch?v=GZmhRomUZdk>
- Zepto Delivery App (advertisement by Shayak Roy by BLTN productions) - <https://www.youtube.com/watch?v=37LVeiFdMeY>
- Tresemmé with Kiara Advani (advertisement by Olivier Venturini by Offroad Films) – <https://www.youtube.com/watch?v=uRmNmFnBUzM>
- Lemonn Investment App (advertisement by Talha Bin Mohsin by BLTN productions)-
 - <https://www.youtube.com/watch?v=6svOnmUDmEY>
 - <https://www.youtube.com/watch?v=iUswEvRyOJI>
 - <https://www.youtube.com/watch?v=Heqscg22FfE>
 - <https://www.youtube.com/watch?v=x6HXRblTe3A>
 - <https://www.youtube.com/watch?v=BrXGempgtWE>
 - <https://www.youtube.com/watch?v=N7fmtOavBII>
- Gatorade (advertisement by Fahad Pathan by Offroad Films) –
 - <https://www.youtube.com/watch?v=crvTKYLubIY>
 - <https://www.youtube.com/watch?v=DJGqhTILdfO>
 - <https://www.youtube.com/watch?v=tIIUuUEyr-E>
 - <https://www.youtube.com/watch?v=HzeTdBKutHU>
 - <https://www.youtube.com/watch?v=tjnifJt2hEE>
- Greenpanel (advertisement by Shayak Roy by Jungle films) – <https://youtu.be/I3cgRyCE97I?feature=shared>
- Floron (advertisement by Shayak Roy by BLTN Productions) – <https://youtu.be/ILR88Yk-rfc?feature=shared>
- Oakley x Rohit Sharma (advertisement by Ajay Nautiyal by Jungle Pictures) - https://youtu.be/IschZkR_yK0?feature=shared
- Wellman x Milind Soman (advertisement film by Akhil Iyer by The Artist Collective Films) - Post production

AS SET DECORATOR

LONG FORMATS

- Set Decorator to Shoumini Ghosh Roy on Charlie Chopra & The Mystery of Solang Valley (a webseries by Vishal Bhardwaj for SonyLiv)
- Set Decorator to Yasmin Sethi on Shehar Lakhota (an Amazon Prime series by Navdeep Singh by Offroad Films)
- Key Set Dresser to Sally White on Made in Heaven Season 2 (an Amazon Prime series by Zoya Akhtar, Neeraj Ghaywan, Alankrita Srivastava & Nitya Mehra by Tiger Baby Films)
- Key Set Dresser to Aparna Sud on Jubilee (an Amazon Prime series by Vikramaditya Motwane by Andolan Films)
- Set Dresser & Graphic Designer to Fali Unwalla on The Family Man (an Amazon Prime series by Raj & DK, by D2R Films)
- Production Designer's Assistant to Vintee Bansal on Shakuntala Devi (a film by Anu Menon by Abundantia Films & Sony Pictures)
- Assistant production designer to Dundhu Renjeev on Lilli (a Malayalam feature film by Prasobh Vijayan, by E4 Entertainment)
- Assistant production designer to Dundhu Renjeev on Love, Life & Pakodi (a Telugu feature film by Jayanth Gali)
- Assistant production designer to Dundhu Renjeev on Aliveni (a musical by Mahesh Raghavan)

AS SET DECORATOR

LONG FORMATS

- Pond's (Production design by Yasmin Sethi) - Post production
- Whisper campaign - (Production design by Yasmin Sethi) – <https://www.youtube.com/watch?v=gFZTpxk5DaU>
- Loreal Redken (Production design by Yasmin Sethi) - <https://youtube.com/shorts/KR2YX4tkq6o?feature=shared>
- Dove Campaign (Production Design by Shikha Velkar) – <https://www.youtube.com/watch?v=P2rMsVjBcpU>
- Close Up (Production design by Yasmin Sethi) - <https://www.youtube.com/watch?v=ExoIPqGtM3Q>
- Emami Oil (Production design by Yasmin Sethi) - https://www.youtube.com/watch?v=-_j6YhokH1s
<https://www.youtube.com/watch?v=Mnaho23YxKc>
- TIDL Campaign (Production design by Yasmin Sethi) - Post production
- Dove Campaign (Production design by Yasmin Sethi) - Post production
- Skoda Campaign (Production design by Yasmin Sethi) - <https://www.youtube.com/watch?v=swutEAlwP5c>
- Phir Dhan Te Nan Music Video (Production design by Shoumini Ghosh) - <https://www.youtube.com/watch?v=fbWBvhft4gl>
- Ek Aur Dhan Te Nan Music Video (Production design by Shoumini Ghosh) - <https://www.youtube.com/watch?v=LdZEN5kcTP4>

AS SET DECORATOR

SHORT FORMATS

- Meesho Campaign (Production design by Shailaja Sharma) - <https://youtu.be/E-S9W5mBe3g>
- The Hindu (directed by Vishno Rao for Hanzo films, Bengaluru) -
<https://www.throttleman.in?wix-vod-video-id=46ab6e1de3ed42f298031496dc154581&wix-vod-comp-id=comp-jct288n9>
- Malabar Jewellers (with Hanzo films, Bengaluru) -
<https://www.youtube.com/watch?v=fPDROnJUDJ4>
- McDonald's (with Miramar films, Bengaluru) - <https://www.youtube.com/watch?v=jvHkWWoV89U>
- Lux (Production design by Fali Unwalla) - <https://www.youtube.com/watch?v=M8IfqudX7mk>
- Livon (Production design by Fali Unwalla) =
<https://www.youtube.com/watch?v=ISkwaQt8UYo> <https://www.youtube.com/watch?v=eWlxCHAwFOU>
- Vaseline (Production design by Aakriti Bajaj) - <https://www.youtube.com/watch?v=QVCfZWxIh8M>
- Oyo (Production design by Aakriti Bajaj) =
<https://www.youtube.com/watch?v=ERBijva0fl4> https://www.youtube.com/watch?v=OZ_egIWY3No
<https://www.youtube.com/watch?v=7BaynZBSHgE>

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