

# Anushka Joshi

*New media designer*



*Hello! I am a 24-year-old designer, trying to fit in AND stand out in this ever evolving design world!*

## CONTACT

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## EDUCATION

### National Institute of Design

Master's Degree (M.des)  
New Media Design  
2022-Present

### MSU, Baroda

Bachelor's Degree (B.des) | 74.39%  
Communication Design  
2017-2021

### S. P. College, Pune

Junior College | 81.85%  
2015-2017

### Jnana Prabodhini, Pune

Secondary Education | 9.8 CGPA  
2009-2015

## EXPERIENCE

### Product design intern

**Intuit, India** | Bangalore

*Internship - Jun '24 - Dec '24*

Currently driving a project focused on enhancing the development experience. Designing for proactive management in observability to ensure a more robust and reliable system while minimizing downtime. Actively involved in the end-to-end design process, while collaborating closely with Product managers, Software developers, and fellow designers.

### Communication designer

**Studiomars Pvt. Ltd.** | Pune

*Internship - Oct '20 - Apr '21*

Contributed to a variety of design projects, highlights: Wipro Furniture brochures, calligraphic calendar for osho, and Polycab retail store branding. Designed and made prototypes for honey packaging independently.

*Full time - May '21 - Jul '22*

Worked on a wide range of design projects. Designed interactive brochures for Asian Paints BHS, from ideation to execution; managed pre-production and production for Eureka Forbes' ad films, played a pivotal role in conceptualizing identities, designing websites and contributing to various branding initiatives for retail stores.

### Graphic design & digital marketing

**Ceretonin education Pvt. Ltd.** | Remote

*Freelance - Mar '20 - Jun '20*

**D'verb Experience** | Remote

*Freelance - Aug '20 - Jul '22*

Conceptualised and executed branding and digital marketing campaigns for a range of shows, programmes and podcasts.

### Graphic design intern

**Studiomars Pvt. Ltd.** | Pune

*Apr '19 - Jul '19*

Made valuable contribution to branding team, designed logos, and illustrated graphics for Pune Handmade Papers.

## ACHIEVEMENTS

**2024** | I was honored to **receive a grant under SSIP 2.0 from the Gujarat government** for my project focused on developing a product tailored to meet the needs of ADHD brains.

**2019** | I was awarded a scholarship that provided me with an opportunity to embark on a **15-day train journey known as 'Jagrati Yatra'**. We worked on a project in Deoria, a small village in Uttar Pradesh, contributing to the cause of social entrepreneurship.

**2016** | Successfully completed the **Goethe Institute's German language course** up to level B2.

**2015** | At the age of sixteen, I performed Arangetram and **wrote a book called 'making of Arangetram'** about my journey which was published by 'Sukrut Prakashan' and is available on kindle, scribd and google play store.

## TOOLS

Adobe suite CC, Figma, MS office, FontLab, Touchdesigner, Arduino, HTML/CSS

## SKILL SET

New media design  
Human computer interaction  
Speculative design  
Critical design  
Rapid prototyping  
Problem solving  
User experience design  
Physical/ Digital Interaction design  
Design research  
Design thinking  
System design  
Branding & Identity  
Communication design  
Art direction & styling  
Photography, Videography