

Anushka Joshi

New media designer



Hello! I am a 27-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) | 7.80 CGPA
New Media Design
2022-2025

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 designer II

Intuit, India | Bangalore

Full time- Feb '25 - Current

Independently drive projects e2e for Intuit's Enterprise Suite from research and problem framing to final experience handoff. Manage stakeholders across PMs, SDs and XDs, driving alignment and design decisions.

Internship - Jun '24 - Dec '24

Led my degree project on improving the developer experience, designing for proactive observability to make systems more reliable and cut downtime.

Communication designer

Studiomars Pvt. Ltd. | Pune

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.

Internship - Oct '20 - Apr '21

Contributed to a variety of design projects. Highlights: Wipro Furniture brochures, Calligraphic calendar for osho, and Polycab retail stores' branding. Independently designed packaging for an organic honey brand.

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

Designed logos, 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 'Jagriti 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, Claude Code

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