Asha Anand

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https://www.asha-anand.design/

Hi there! I am Asha Anand, a designer, learner & dreamer. As someone who is always ready to learn something new (& googles everything) during my design education I have learned to love solving problems in a structured, thorough manner and to prioritize the process over the outcome. My interests lie in Design Research, Visual Identity & Branding, UI/UX Design and Publication Design.

While I am not designing or binging on the latest shows & movies or munching on whatever my heart desires, you will probably see me on a tennis court or in a swimming pool or with a book in my hand to either read or to paint in.

EDUCATION

ISC - Indian School Certificate (Grade XII), 2018
Vaels International School ; Chennai, Tamil Nadu, India

Bachelor of Design in Visual Communication, 2022
Unitedworld Institute of Design (UID) ; Gandhinagar, Gujarat, India

INTERESTS

Design Research

Visual Identity & Branding

User Interface & User Experience Design

Publication Design

SOFTWARE SKILLS

Adobe Creative Suite (Illustrator, Photoshop, Indesign, XD, After Effects, Dreamweaver, Dimension)

Microsoft Office Suite

Google Suite

Figma

EXPERIENCE

Ideal Metaphors (Kolkata, West Bengal, India)
Communication Design Intern ; Jun 2021 - Aug 2021

> Worked on a proof of concept for an Education Monitoring Tool within India's First Human Index Framework, HEAL

> An education monitoring tool is a tool that will help the State & Central Governments to coordinate & implement the new National Education Policy (NEP 2020) in a more efficient way

> The final deliverable was a case study showcasing the entire process of design & development and functionality of the tool made in english & a vernacular language

Oases Design (Ahmedabad, Gujarat, India)
Graduation Internship ; Jan 2022 - May 2022

> Worked on exhibition and environmental graphics for an upcoming Museum for Jain Heritage in Koba, Gandhinagar as a part of my graduation project

> The museum is made up of seven exhibition galleries, and I got to work on a variety of graphics from placemaking & identity graphics to environmental murals and infographics across all the galleries

IFP, Prev. India Film Project (Ahmedabad, Gujarat, India)
Design Intern ; July 2022 - Nov 2022

> I was a part of the design team for IFP Season 12

> I worked on all design related requirements for both the challenges & the festival ranging from ads and daily posts & story sessions for social media to deliverables for brands collaborating with us and on-ground printables like the festival schedule

Siddhartha Das Studio (Delhi, India)
Junior Graphic Designer ; April 2023 - March 2024

> I worked on creating graphics for:
1) Jatin Das: A Retrospective 1963 - 2023, an exhibition held at the National Gallery of Modern Art, New Delhi
2) The Museum of Meenakari Heritage, a new museum on Meenakari Jewelery opening in Jaipur

> I also coordinated with vendors to ensure production of the graphics and assisted with installation for both the projects