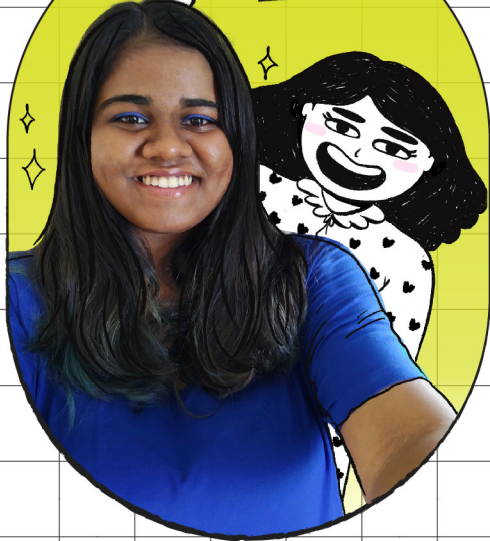


Hello!

I'm Ananya Ojha!



Making a quick sketch of you while you read this..hehe



## About Me

I'm a 26 year old **Fashion Communication graduate** from National Institute of Fashion Technology, Bengaluru, working as a **Sr. Visual Designer at Leap Scholar**. I've worked on various projects involving **graphics, illustrations, ad campaigns, short animations, mural paintings** and much more.

Along with an interest in visual design, I like studying about various **brand identities and trends**. Working towards a career in design, I also enjoy traveling, watching movies, listening to podcasts, painting and reading graphic novels.

## Education

- **National Institute of Fashion Technology**, Bengaluru, Karnataka. (2015- 2019)  
Bachelor of Design (B.Des)  
*Fashion Communication - Core subjects include Graphic Design, Photography, Visual Merchandising, Craft research etc.*
- **Shamrock Matriculation Hr. Sec School**, Chennai, Tamil Nadu. (2014- 2015)  
Grade XII  
*Subjects- English, Physics, Biology, Mathematics, Chemistry, Hindi*
- **S.B.O.A. School and Junior College (CBSE)**, Chennai, Tamil Nadu. (2003- 2014)  
Grade X  
*Subjects- English, Mathematics, Science, Hindi, Social Science*

## Software Skills

- |                         |                     |
|-------------------------|---------------------|
| <b>Ai</b> Illustrator   | <b>Ps</b> Photoshop |
| <b>P</b> Procreate      | <b>F</b> Figma      |
| <b>Pr</b> Premiere Pro  | <b>Id</b> InDesign  |
| <b>Ae</b> After Effects | <b>C</b> Canva      |

## Work Experience

- **Sr. Visual Designer at Leap Scholar,**  
Bangalore, Karnataka. (2022-Present)
  - **Designed a visual language** for social media posts, thumbnails, performance ads, employee branding etc
  - **Spearheaded two junior designers** to produce high quality creatives and other deliverables
  - **Stepped outside my comfort zone to shoot, edit and present videos** for social media
  - **Used my exhibition design and mural painting skills** to set up a photography studio from scratch
  - **Designed backdrops/ custom wallpapers** for Leap's offices across the Country
  - **Collaborated with the product design team** to create a **library of bespoke mascot/ illustrations** for the LeapScholar app
- **Founder at Storybored,**  
Bangalore, Karnataka. (2021-Present)
  - Storybored is an **online store that I run**. I sell various **creative design services** such as personalised portraits, e-invites, etc along with **illustrated products** like notebooks, prints, posters, t-shirts and many more. I've had the chance to collab with some fun brands too- Pieceplay Puzzle, Kloud9 by Ruskin Bond.
- **Visual Designer at Brigosha Technologies,**  
Bangalore, Karnataka. (2021-2022)
  - **Responsible for curating the entire visual language** of Brigosha and it's vertical, Aulas
  - **Worked closely with the product team** to create a **diverse library of illustration and icons**
  - **Created a couple of introductory animations and GIFs** for the app

- **Illustrator at Syft,**  
Los Angeles, California. (2021)
  - **Illustrated an NFT for Ye (Kanye West)**
  - **Dabbled in multiple illustrative styles** such as pixel art, photo illustration, storyboarding, infographics, image manipulation etc
- **Visual Designer at Nordic Seed Design,**  
Bangalore, Karnataka. (2020-2021)
  - **Responsible for creating unique prints and patterns** for 10 limited edition AOPs (All Over Prints)
  - **Was in charge of all print/ digital collaterals**
- **Design/ Illustrator intern at Studiomars,**  
Pune, Maharashtra. (2019)
  - **Worked on the complete visual branding for SmART Pune Festival 2019**
  - **Worked on various projects** including logo design, magazine cover design, print ads, publishing design
  - **Took the responsibility to ideate, design and paint two large murals** in one of the office spaces
  - **Assisted in a few exhibiton design centric projects**
- **Graphic Design intern at Trell,**  
Bangalore, Karnataka. (2018)
  - **Was given the opportunity to re-brand Studio Social** (a vertical of Trell)
  - **Dabbled in character design, social media ads, print ads, content writing.**
- **Graphic Design intern at Satva Design,**  
Vadodara, Gujarat. (2016)
  - **Two months of rigorous brain-storming sessions** with team on multiple logo design projects

## Languages

English



Hindi



Odia



Tamil



## Extra - Curricular

- A part of Rosewood Inlay Craft Cluster, Mysore, Karnataka. (2017)
- A part of the Photography Club NIFT Bangalore (2018-2019)
- 3<sup>rd</sup> Place in Banner Design Astra- Inter school competition (2014)
- Gold in Shooting as an NCC cadet B Certificate Holder (2011-2013)

## Contact Me



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**That's  
all  
Folks!**

