

+91 9769790938
anusshagupta99@gmail.com
@drawingsfromtheshop

CREATIVE STRATEGIST, BRANDING, RESEARCH

ABOUT

DOB (DD/MM/YYYY)- 26/01/1999
LOCATION - MUMBAI
CONTACT - +91 9769790938
EMAIL - ANUSSHAGUPTA99@GMAIL.COM


I am a creative professional with a background in graphic design, branding, facilitation and research. Skilled at turning ideas into impactful visuals and strategies, with a focus on clarity, originality, and detail.

EDUCATION

2024 - 2025
ECOLE INTUIT LAB
Graphic Design, Branding, Visual Communication

2017 - 2022
DESIGN ACADEMY
EINDHOVEN
Bachelor’s degree, design research

SKILLS


Certified in Lego Serious Play Facilitation and Workshop design, Design sprints and facilitation by AJ & Smart, Socratic Dialogue Philosophy

Software Skills: Adobe Suite, AI (Chat GPT, Perplexity), Figma

Soft Skills: Public Speaking, Design Thinking, Problem Solving, Visualisation, Communication

Technical Skills: Graphic design, Branding, Art direction, Design Research, Facilitation

WORK EXPERIENCE

FREELANCE July 2023 - Present Mumbai, Maharashtra	Full Stack Designer Worked on a range of creative projects ranging from workshops to graphic design. <i>Workshop clients</i> - RPG, P&G, People Matters HR Conference, Soleus Wellnes, 50+ independent sessions <i>Graphic design clients</i> - Capri Global, Boldfit, Otters Club, Hempzero + individual clients.
MUSEUM OF SOLUTIONS (JSW) July 2022 - March 2023 Mumbai, Maharashtra	Workshop design and facilitation Working on educational programming for the Museum of Solutions, including research, workshop design and facilitation for interactive workshops in the Make Lab of the museum and Kids Education Revolution in collaboration with Teach For India. The Museum of Solutions is a unique experiential children's museum being developed by the JSW Foundation in Mumbai, India.
TINY MIRACLES February 2021 - February 2022 Amsterdam, Netherlands	Graphic Design, Design research Working on conducting primary research and documentation, in sync with the local team. Including assisting in market research, formulating strategy and graphic design. Tiny Miracles is an Amsterdam- and India-based foundation and award-winning social enterprise. Their mission is to enable one million people get out and stay out of poverty by 2030. They create quality lifestyle products like bags, jewellery, notebooks and more, for both B2B and B2C markets.
@LANCER August 2020 - December 2020 Mumbai, Maharashtra	Creative Intern Worked as a content and photography intern assisting in a variety of projects. Including campaign design, referencing, communicating graphic briefs, editing videos, prop sourcing, assisting on shoots and communication on social media. Atlancer.com is a platform that connects freelancers to businesses, while maintaining a quality check layer in between.
MV DESIGN STUDIO July 2019 - October 2019 Mumbai, Maharashtra	Student Researcher Worked as a researcher to co - develop a library of sustainable materials. Did product photoshoots, website development and created illustrations under the mentorship of Malvika Vaswani. MV Design Studio is a concept-driven design consultancy, experimental at heart and guided by culture. It is working to evolve the creative ecosystem through a mindful, rigorous approach and unconventional solutions backed by a commitment to sustainable processes.