

Anupa Joshy

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Midweight Designer

I'm an experienced designer, collaborator, and curious thinker with a love for bold ideas and meaningful visuals. With a Master's in Communication Design and over 3 years of experience across India and the UK, I've worked across editorial, branding, and digital design — blending strategy with storytelling to create work that resonates. Whether I'm designing a magazine, shaping a campaign, or building visual identities, I bring a thoughtful, culturally aware, and collaborative approach to the table. I thrive in fast-paced environments, love meeting new people, and care deeply about inclusive design and representation. Design, for me, is not just about aesthetics, it's about connection, impact, and making space for voices that are often left out.

Education

Master of Design (M.Des) - Communication Design

The Glasgow School of Art, (2022—2024)
Glasgow, United Kingdom

Bachelor of Creative Arts (B.Cr.A) - Animation

Srishti Institute of Art, Design & Technology, (2015—2019)
Bangalore, India

Main Expertise

Adobe Creative Suite — Brand Identity Design — Print & Editorial Design —
Typography & Layout — Art Direction — Data Visualisation — Creative Writing —
Presentation skills — Digital Illustration — Keynote — Canva — Spline — Figma

Essential Skills

Creative & Conceptual Thinking
Collaboration & Communication
Adaptability & Ownership
Attention to Detail & Execution
Client Management & Engagement

Design Experience

Freelance Designer (Jan 2019—)

- Art Direction including Typography, Data Visualisations and Social Media assets for **We Are RIVAL**'s recent documentary "The future of the CMO"
- Created **branding and website design** for Shot (A social enterprise) and Ferns Onam Association, which received the **highest sum of sponsorship to date**.
- Produced event posters for **Glasgow School of Art Student Association**, contributing to event promotions.
- Designed **title design and first-look posters** for an upcoming Tamil movie produced by Sony Pictures.

Creative Brand Intern (Aug 2023—Sep 2023)

MadeBrave, Glasgow

- Contributed to **brand positioning and creative strategy for FirstBus** as part of the Unlocked Programme by John Doe.
- Assisted in creating **presentation decks** and refining brand communication approaches by working closely with teams across branding, PR, and design.

Graphic Designer (March 2022—Sep 2022)

Social Panga, Bangalore

- Designed **social media and marketing content** for **major Indian brands**, ensuring consistency and engagement.
- Worked with account managers and clients to develop compelling **campaigns** for brands like Karnataka Bank, Extramarks, Manipal Hospitals, Qmin, and more.
- Created branding elements that enhanced digital presence & customer interaction.

Junior Art Director (Feb 2020—Sep 2020)

Fisheye Creative, Bangalore

- **Led brand identity, advertising, and print design projects** across multiple industries.
- Developed **illustrative strategies** for Wrogn, **conceptual branding** for Big Little Secret, and **print + digital campaigns** for Yogabar and Gulf Oil.
- Worked closely with Creative Directors, assisting in conceptualizing marketing strategies and campaign visuals.

Graphic Design Intern (April 2018—June 2018)

Alicia Souza Studio and Happy Wagon, Bangalore

- Assisted in **packaging, catalogue design, and social media content**.
- Gained experience in product design and marketing.

Organisations

Colour Theory (April 2025—)

Founded a POC-Focused Creative platform in Scotland celebrating the Diversity of the Creative Industry through talks, workshops and community engagement.

Scott Street (Publication Club, Nov 2022—March 2024)

Formed a student-led, Glasgow School of Art publication that celebrates the Art, Design and Music scene of Glasgow. The magazine features interviews & Student Artworks.

Speaker

Scottish Creative Network (Creative Networking Event, April 2025)

The Social Hub, Glasgow

Headline speaker for the monthly networking event where I shared about my practice.

POV! Edinburgh (Student Engagement, April 2025)

Edinburgh College of Art, Edinburgh

Gave a talk about being a female creative professional to the BA Graphic Design class at the Edinburgh University.

Curio (Creative Networking Event, Feb 2025)

Imaginary Friends, Glasgow

Delivered a talk about the lack of representation in the UK Creative Industry and the need for diversity at Curio 2, a networking event at the Social Hub.

Awards & Exhibitions

Information is Beautiful Awards 2024 - Longlist (Ongoing, March 2025)

Data Visualisation Society

“Namma Interventions”, a project that visualizes consequent unplanned human interventions in local ecosystems of Bangalore, India and the unforeseen consequences they bring- was longlisted for the awards under the Humanitarian category.

HP Indigo’s Digital Print Creative Challenge (Competition, March 2021)

HP Indigo & Indiefolio

First place winner for HP Indigo’s Packaging Design competition in association with Indiefolio. The product visuals for my project “The Virtual Magic Shop” was selected.

Redefine Schizophrenia (Project, Jan 2019—June 2019)

National Institute of Mental Health and Neurosciences, India

A project in collaboration with NIMHANS, the leading institute of mental health and neuroscience in India. This project was among the top projects in - MEDIANS OF THE MIND and was exhibited at Karnataka Chitrakala Parishath in 2019.

