

# Anuppa Joshy



Hi there!

**Location**

Glasgow, United Kingdom

**Date of Birth**

1st March 1997

**Website**

[www.anupajoshy.com](http://www.anupajoshy.com)

I'm a Visual Designer from India and currently based in Glasgow. I place Humanity and Empathy at the heart of my practice. I find it necessary as a designer to convey important matters about the world through my work, and I often aim to raise awareness through methods of Communication design. I dabble in numerous mediums, such as brand identity, publications, data visualisation, illustration and more. My work is rooted in extensive research and is concept-driven. I enjoy the art of experimenting to create tangible forms. With three years of experience in the field of Design and Advertising, I am always looking to expand my practice.

## Education

**Glasgow School of Art,  
Glasgow, United Kingdom (2022–2024)**

Master of Design (M.Des) - Communication Design

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

Bachelor of Creative Arts (B.Cr.A) - Digital Media Arts

## Work Experience

**Creative Brand Intern (Aug 2023–Sep 2023)**

MadeBrave, Glasgow

I was selected as the Creative Brand Intern through the Unlocked Programme hosted by John Doe. It was a carefully planned month where I learned about the studio and had one-on-one sessions with the heads of each department. The end of the internship produced a branding case study (Brand Strategy, Brand Design, Comms Planning and PR) for FirstBus - one of the top transportation brands in the UK.

**Graphic Designer (March 2022–Sep 2022)**

Social Panga, Bangalore

I was in charge of Graphic Design and Social Media content for some of the biggest brands in India, such as Karnataka Bank, Extramarks, Manipal Hospitals, Qmin, Shriram Properties, Karur Vysya Bank & Fyers. Being a team player was critical, with constant communication between the client and the account managers.

# Main Expertise

Brand Identity Design  
Editorial Design  
Graphic Design  
Art Direction  
Information Design  
Data Visualisation  
Digital Illustration

# Technical Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dimension  
Procreate  
Spline (NEW)  
Figma (NEW)

# Contact & Links

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## Junior Art Director (Feb 2020—Sep 2020)

Fisheye Creative, Bangalore

I was a member of the core Art Direction team and worked closely with the Creative Directors. My work consisted of a creative-led approach from conceptualisation to delivery in both Design and Advertising campaigns. My work spanned multiple disciplines across various brands like Wrogn (Illustrative Strategy), Association of People with Disability (Print Design), Yogabar (Brand Strategy, Print Design, Website Design), Big Little Secret (Brand Identity) and assisted works for Gulf Oil, Ms.Taken and Counter Culture Comedy Club.

## Freelance Designer (Jan 2019—)

Various Clients

I picked up work spanning numerous disciplines to learn other aspects of Design. Some include making the Title Design and the first look poster for an upcoming Tamil movie from Sony Pictures - Sattendru Maarudhu Vaanilai—Brand Identity and Website Design for Metashot, an NFT company for Indian films. Brand Identity for Ferns Onam Association for their Onam celebration and garnering the highest sum of sponsorship to date. Poster designs for the Glasgow School of Art Student Association.

## Graphic Design Intern (April 2018—June 2018)

Alicia Souza Studio and Happy Wagon, Bangalore

I interned with one India's famous Illustrators during the third year of my undergrad. I worked with Alicia Souza & her studios - Alicia Souza Studio and Happy Wagon. My work included Packaging Design, Catalogue Design, Product Photography, Social Media content and conceptualised future products.

## Graphic Design Intern (May 2016—June 2016)

Brave New World, Bangalore

This was my first experience in a design studio. I was guided by senior designers and immersed into the Adobe ecosystem for the first time. I made Illustrations, GIFs, and Typography work for brands such as the Roadster, Holiday Inn and Swiggy.

# Other Experience

## GAB34 (Get Together for Creatives, Nov 2023)

Jamhot, Glasgow

Delivered a talk at Gab 34, a networking event hosted by Glasgow-based studio JamHot. I talked about my experience and journey as a Designer and what it means to be a POC and women creative in the West.

## Scott Street (Publication Club, Nov 2022—)

The Glasgow School of Art, Glasgow

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

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

HP Indigo & Indiefolio, India

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

The project was done in collaboration with NIMHANS, the leading Institute of Mental Health and Neurosciences in India. This project was among the top projects in the coursework - MEDIANS OF THE MIND and was exhibited at Karnataka Chitrakala Parishath, Bangalore in 2019.



Thank you!