

ANISHA SUBBERWAL

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PARSONS, THE NEW SCHOOL OF DESIGN, NEW YORK

BFA IN COMMUNICATION DESIGN | CLASS OF 2019

MINOR IN FASHION COMMUNICATION

Freelance graphic designer who has resided in India, Indonesia, Singapore, Taiwan and Hong Kong; current location is New York. Fluent in English, Hindi with basic proficiency in Spanish.

WORK EXPERIENCE

VISUAL MERCHANDISING INTERN, JIMMY CHOO

JAN 2017 - NOW

- Makes graphics and presentations to show window display ideas and present layouts for stores to follow.
- Assists the VM team with contacting stores around the US to make sure they are following the guidelines for each season, or event.

FREELANCE GRAPHIC DESIGNER

AUG 2014 - NOW

- Creates business cards/ logos/ artwork upon request for either individuals or their companies.

UX/UI DESIGN INTERN, K2 DIGITAL, HONG KONG

JUN 2016 - JUL 2016

- Designed UI templates for companies like Olay and Sulwhasoo (primarily app design)
- Assisted team with UX design for non-profit organizations websites like plan.org
- Helped with branding for local cafes/restaurants

SOCIAL MEDIA INTERN, IPG MEDIA BRANDS, HONG KONG

JULY - AUG 2015

- Developed curated, and designed social media posts for Fortune 500 companies, like Coca Cola, Huggies, Minute Maid, and Fuze Tea
- Pitched creative mission plans to executives to promote brands on the internet
- Copywriter for multiple brands, boosting engagement with big data analytics

SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Wacom Tablets | Drawing |
Social Media Management | Photography | Microsoft | HTML | CSS | Javascript