

ANOUSHKA BISWAL

Visual Designer

+91 889-5766-498

biswal.a6162@gmail.com

https://www.behance.net/biswal_a618

[linkedin.com/in/anoushka-biswal-3a1643271](https://www.linkedin.com/in/anoushka-biswal-3a1643271)



OBJECTIVE

Through multiple short projects I have gained an insight on my ability and affinity for bridging data with accessible design. I am aiming to pivot into information design and infographic storytelling, leveraging my expertise in simplifying diverse dataset and amplifying brand messages.

WORK EXPERIENCE

Brand Content Designer

Satya Asatya- Publication House | Ahmedabad | On-site / Dec'23 - Sep'24

As a brand content designer, I conceptualised and designed brand-aligned Instagram posts featuring book excerpts to spark curiosity, conversions and traffic. With the brand's spiritual-financial niche, my job was ensuring consistency in tone and messaging.

The challenge was choosing compelling ancient knowledge (among many) and visualize the story in a way that is concise, relatable to today's modern society and shareable.

Skill: Content Curation | Instagram Design | Brand Storytelling | Client Communication

Tool: Adobe Creative Suite (Photoshop, Illustrator).

Digital and Print Collateral Designer

Putli Creatives (Satya Asatya branch) | Remote | Freelance / Dec'23 - Sep'24

Under Putli Creatives, which is a assets designing agency, I got to work for a variety of projects from different industries -

Construction and Building service industry - Rapid Recess - Shower Pan Installation Manual design

Real Estate industry - Copper 84 - Luxury Property Brochure design

Furniture company - Castlogix - Brand identity and product catalogue design

Autopart Repair Francise - JustAuto - Landing page banner design and course brochure design, etc.

The challenge was to simplify complex technical data into visually compelling print/ digital infographics way as well as accomodate client changes, additions and brand message.

Skill: Content Curation | Brand Asset Design | Brand Storytelling | Client Communication | Cross-industry Adaptability

Tool: Adobe Creative Suite (Photoshop, Illustrator, AfterEffects).

EDUCATION

Masters in Design

Product Design, UPES, Dehradun
2021 - 2023

Bachelors of Technology

Electronics and Communications Engg. ,Sambalpur University, Odisha
2013-2017