

ANSHIKA SHARMA

GRAPHIC DESIGNER | CONCEPT ARTIST | ILLUSTRATOR

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Professional Summary

Graphic Designer and Concept Artist specializing in visual storytelling and brand communication. Expertise in Adobe Creative Suite with a proven track record of delivering impactful designs for social media, e-learning, and marketing initiatives. Recognized for innovative concepts and strong collaboration skills. Committed to enhancing creative vision within dynamic teams.

Skills

DESIGN & TECHNICAL SKILLS

Adobe Photoshop, Illustrator, InDesign, Canva
Digital Illustration & Storyboarding
Branding & Marketing Collaterals
Social Media Content Design
Visual storytelling and conceptual development
Capable to use Ai

PROFESSIONAL SKILLS

Creative Problem-Solving
Communication & Collaboration
Time & Project Management
Adaptability in Fast-Paced Environments
Attention to details

Professional Experience

Graphic Designer

Way2Class Pvt. Ltd.
January 2025 - July 2025

- Produced promotional displays, packaging and marketing collateral for retail environments.
- Developed graphics, logos and layouts for product illustrations, company logos, and websites.
- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create visually appealing designs.
- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners, and signs.

Design Intern

Way2Class Pvt. Ltd.
January 2025 - July 2025

- Developed designs aligned with brand standards through collaboration with creative team.
- Created digital assets for web, email, and social media campaigns to enhance visual appeal.
- Designed logos, icons, illustrations, infographics, and other graphics to support branding efforts.
- Contributed innovative ideas during brainstorming sessions to drive creative growth.
- Worked with marketing directors to transform messaging concepts into engaging marketing materials.

Graphic Design Intern

IPM Management Services
August 2023 – September 2023

- Developed digital campaigns and marketing materials that boosted audience engagement.
- Managed and designed content for social media platforms, ensuring brand consistency.

Education

- **B.Sc. Animation & Gaming** – Graphic Era Hill University, Dehradun (2022 – 2025)
- **Intermediate (XII)** – Hilton's School, Dehradun (2022) | **High School (X)** – Hilton's School, Dehradun (2020)

Personal Projects

Character development

- Developed original characters for use in comic books, illustrations, games, and cartoons
- Focused on creating unique concepts and visual styles to fit various creative contexts
- **Tools used: Adobe Photoshop**

Editorial magazine – RAW

- Designed and published an editorial magazine, highlighting unfiltered fashion and celebrating boldness, uniqueness, and natural beauty
- Emphasized diverse skin textures, wrinkles, and individual features to promote confidence and self-expression
- **Tools used: Adobe Photoshop, Adobe Illustrator**

Advertising campaign – Akai Kuro

- Led the creative design for Akai Kuro, a restaurant brand specializing in Indian-Japanese fusion cuisine
- Designed the brand identity, including the logo, packaging, billboards, banners, and brochures
- Developed a comprehensive social media campaign to promote the brand across digital platforms
- **Tools used: Adobe Photoshop, Adobe Illustrator**

Certifications

Digital painting in Photoshop, Udemy, and Robert Marzullo

Accomplishments

- Won first prize in a film-making workshop at Graphic Era Hill University, Dehradun
- Won second prize in Environment Day poster making at Graphic Era Hill University, Dehradun

Languages

- Hindi (native)
- English (Intermediate Fluent)

Interests

- Art, Painting, Sketching
 - Photography
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