

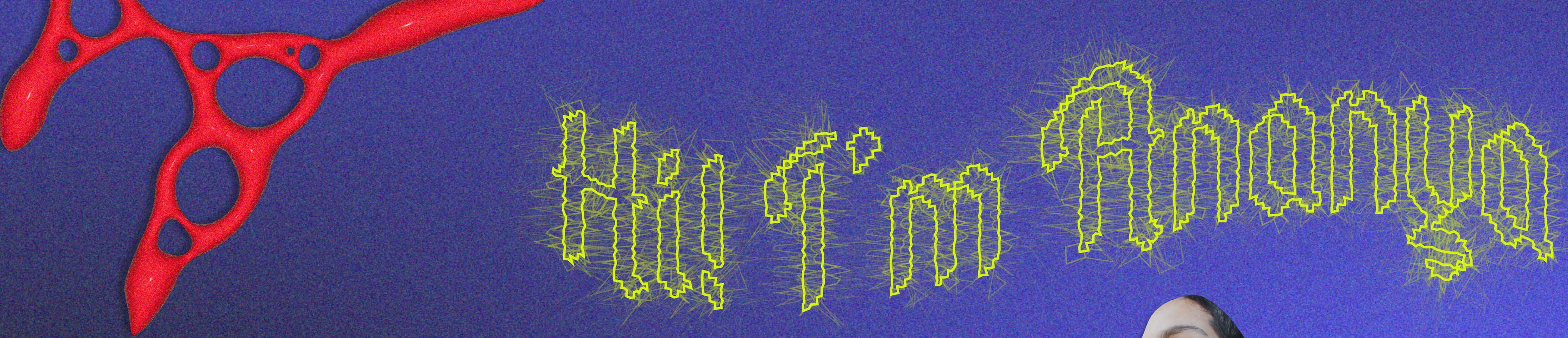


Complete Portfolio

Instagram: @ananyaj

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I am an artist and writer fascinated by the intersections of pop culture, politics, and visual art. Playfully weaving elements of cuteness and whimsy into my work, I always seek to awaken a sense of inner child.

Inspired by internet culture across the years, I passionately long for a revival of the Web 1.0 spirit. Above all, I envision a world where art is cherished for its resonance rather than its commodifiable value.

I've come to think of my practice not as a single discipline but as a constellation of six worlds – tarot and mysticism, community work, client and copy projects, web-based worlds, photo and video, and wearable art. Each world has its own materials, languages, and textures, but they overlap and echo one another.

The result is less a set of isolated projects than a shifting, interconnected ecosystem: a tarot deck becomes a wearable dress; design strategies from corporate branding resurface in the way I frame an independent photo series; a jewelry piece is reimaged digitally and placed into a web environment.

I have always found it impossible to confine myself to one medium. To do so feels like missing out on the full vocabulary of tools available to me. At 24-25, I finally allowed myself to claim the title of “artist” fully. With that came a deep urgency to learn, try, and make as much as I could. For me, each project is a way of knowing myself better, and each skill I acquire becomes part of the shared language I can offer to others.

I believe that having the privilege to learn also brings the responsibility to pass that knowledge along. Whether through The Antidisciplinary Club, collaborative projects, or simply helping another artist translate an idea into form,

I see my work as part of a collective continuum.

Building someone else’s little world expands my own, and vice versa.

In a cultural moment where visual communication, digital fluency, and storytelling are more urgent than ever, I see my role as an artist not just in producing objects or experiences, but in spreading skills, creating access, and making space for others to imagine. What ties my practice together is not medium but ethos: curiosity, play, care, and the belief that art can still be a site of genuine connection.

*Any text within a rounded square, like this, is a button; click on it to learn more about that project.*



# **Globe of the Glob Tarot**

*Illustrator, writer, designer, publisher*

Pan-India Store

- Complete 78-card tarot deck, each card hand-painted in watercolour and colour pencil
- Wrote + designed a 48-page guidebook
- Designed full packaging system (box + insert)
- Created a 103-card sculptural “Tarot Dress” [Link 1](#) [Link 2](#)
- Nearly entire edition sold out
- Featured in [Vogue India](#)
- Tarot reused in other works, e.g. [Halloween Photo Series \(2022\)](#)



# TAROT & MYSTICISM

# **The Antidisciplinary Club (ADC)**

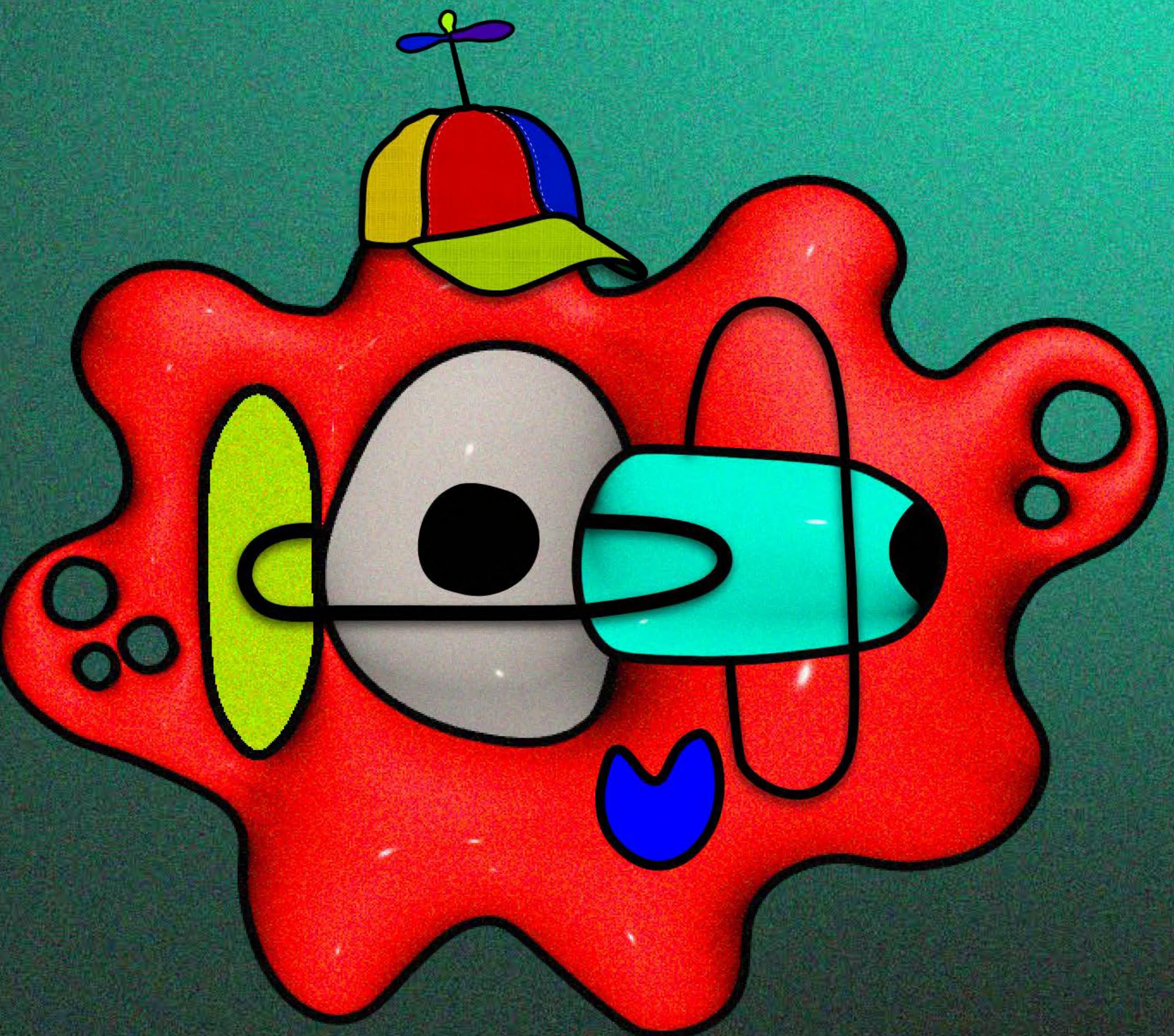
*Co-founder, designer, facilitator, content creator*

<https://antidisciplinary.club/>

@antidisciplinaryclub

- A space for playful experimentation and critical creativity, co-founded with Rohini Maiti
- Leads visual identity, communication design, and conceptual framing
- Hosts workshops, public-facing art experiments, and resource sharing
- Practices a spirit of joyful disorder and accessible, anti-institutional learning

**ADC**



**COMMUNITY WORK**

# **ADC Semester Series (2025)**

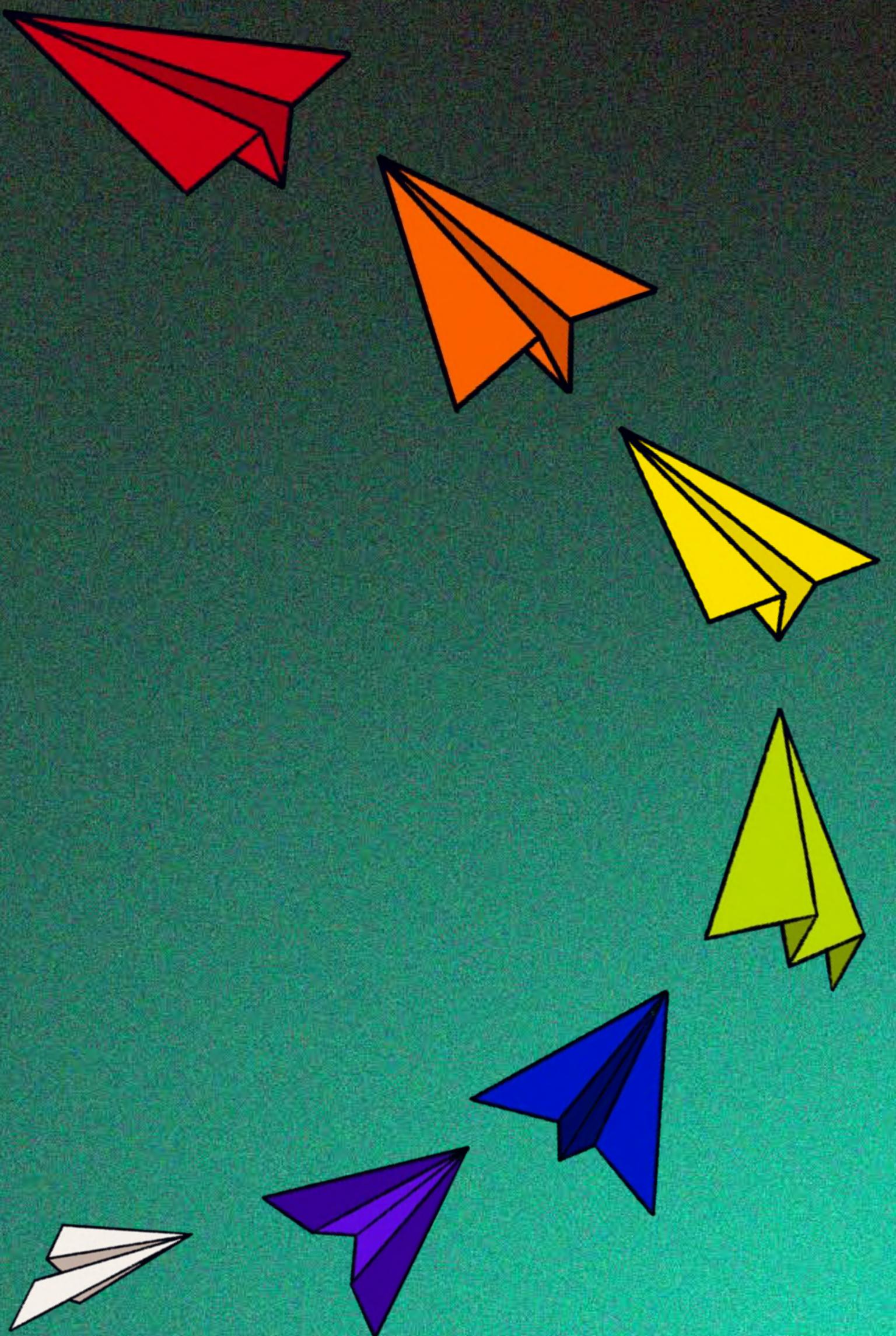
- Five-part semester exploring artistic practice through documentation, site response, and creative survival
- Completed: **Studio Visit Video Series** with Indian artists, filmed + edited in-house
- Hosted **Oblique Strategies Workshop** (2025): two free sessions on Zoom with 14 students; student works shared via Instagram carousel
- Upcoming: sessions on site-specificity, personal thesis-making, and creative labour, followed by a shared resource archive

# **ADC Crash Pad (2025)**

[Learn more on YouTube](#)

[Learn more on Instagram](#)

- One-night immersive “art show disguised as a houseparty”
- Designed all visual elements: signage, prints, crash/glitch iconography, entry experience
- Sold out tickets with 50+ guests; featured installations, projections, live music, zines, and performances
- Raised ₹120,000 in funding from 5 donors



# Please See// (2024-Present)

Copywriter

More details and links to work on [Please See// Work Highlights Deck](#)

# PLEASE SEE //

Boutique design studio focusing on wellness, FMCG, services

1. Nua: developed an entirely new, softer, honest and conversational brand story and tone of voice; rewrote all packaging copy
2. PaintCraft (Aditya Birla): brand voice + positioning for new painting service
3. Harajuku Tokyo Café + Harajuku Bakehouse (Jio World Drive): copy + tone of voice for live restaurant + bakery brands
4. &Done Haircare (2025): branding + copy for launch of new-age haircare line

# Dentsu Creative India (2024)

Copywriter

More details and links to work on [Dentsu Creative Work Highlights Deck](#)



1. Disney/20th Century Studios: Instagram/YouTube copy for *Kingdom of the Planet of the Apes*
2. MsChief: editorial content buckets + *Mystery of the Missing 0* IRL campaign
3. SKORE: seasonal topical copy
4. JSW Paints: festive/IPL campaigns
5. Honda BigWing: event-driven social content
6. Xpresso by Dailyhunt: daily news carousels + reels

# CLIENT AND COPY

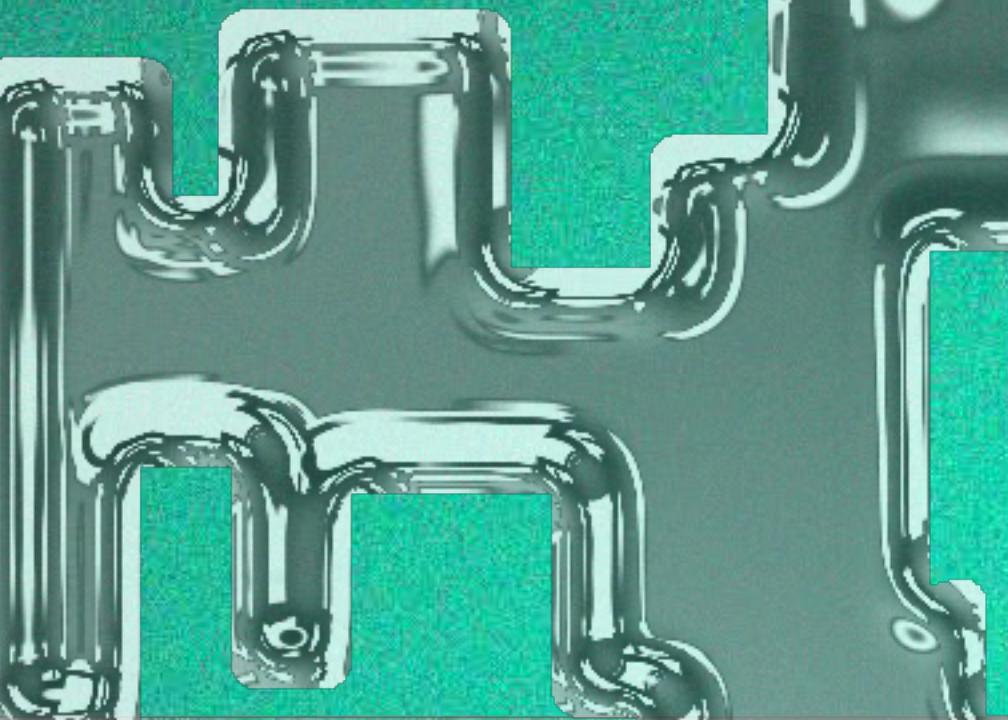
# ***Freelance Creative Coordination (2022-2023)***

- **Priyanka Paul (Artwhoring)**: content planning, reel editing, merch coordination, creative assistant

[Link 1](#) [Link 2](#) [Link 3](#)

- **Kaashvi Hiranandani (KaashPlays)**: content strategy, rollout calendars, shoot themes, production coordination

[Link 1](#) [Link 2](#) [Link 3](#)



# **maiyanblaney.com (2025)**

Web designer, developer, digital art director

<https://maiyanblaney.com/>

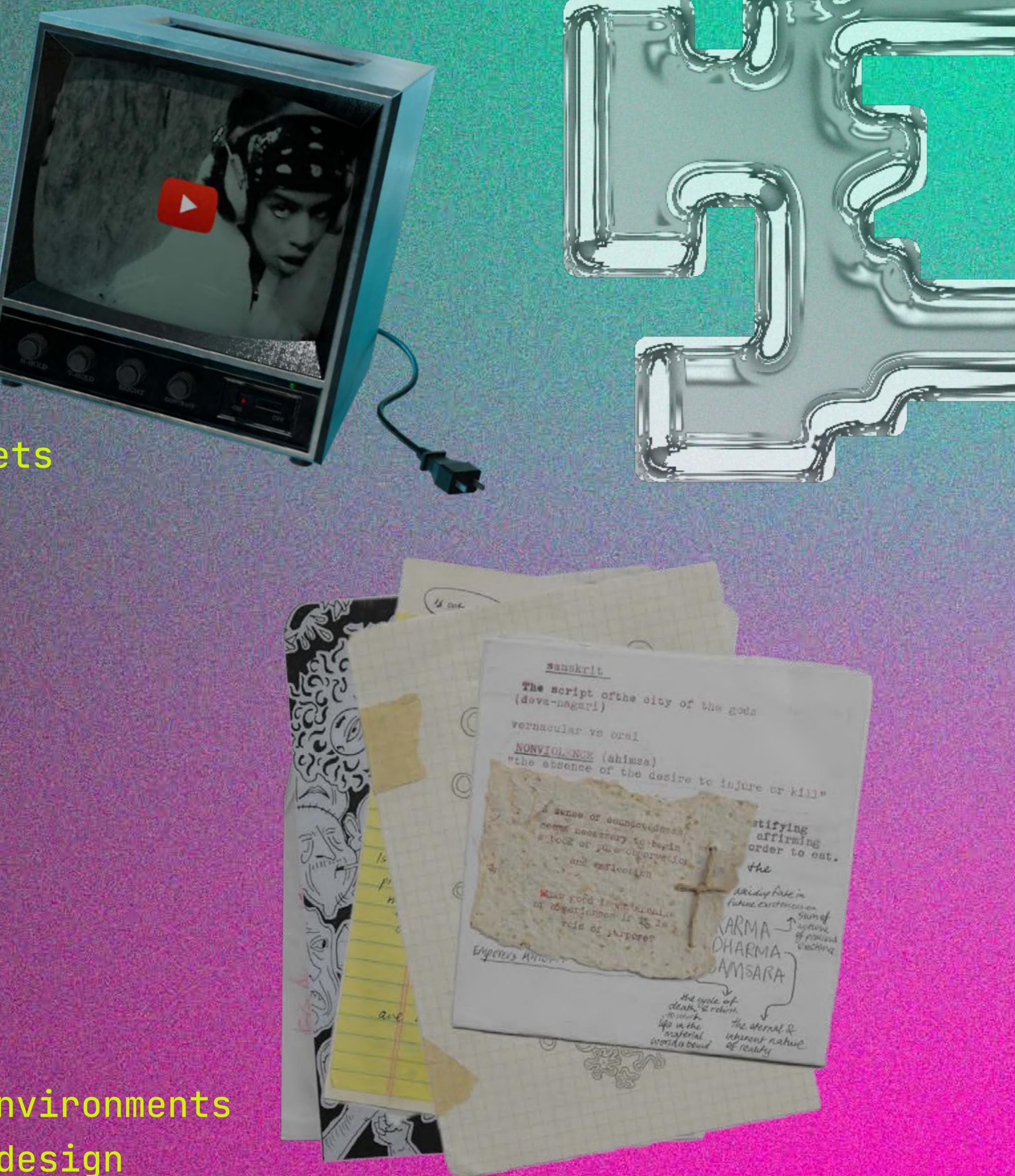
- Interactive HTML/CSS/JS site with Blender-based animation for NYC based musician Maiya Blaney
- Designed an immersive, visually dynamic layout with custom 3D assets
- Mirrors musician Maiya Blaney's sonic identity
- Functions as both album launchpad and digital artwork

# **rohinimahti.com (2024)**

Web designer, developer, digital art director

<https://rohinimahti.com/>

- Portfolio site for Bombay-based artist Rohini Maiti
- Custom interface with subtle animations and 3D-rendered ambient environments
- Integrated personal illustration into spatial, narrative digital design



# **WEB-BASED WORLDS**

# Halloween Series (2021-Present)

Conceptualiser, performer, costume/set designer, photographer, 3D artist

- Annual horror homage recreating cult and horror cinema scenes
- **2024**: Modeled “Butthead” creature (*Society*, 1989) in Blender
- **2022**: Tarot-themed recreations (*The Love Witch*, *Live and Let Die*, *Touch of Evil*, *Burn Witch Burn*, *Cléo de 5 à 7*)
- **2021**: Featured *Ringu*, *Carrie*, *Misery*, *Unfriended*, *Vertigo*
- Blends hand-built costumes, digital/physical sets, photography, and performance

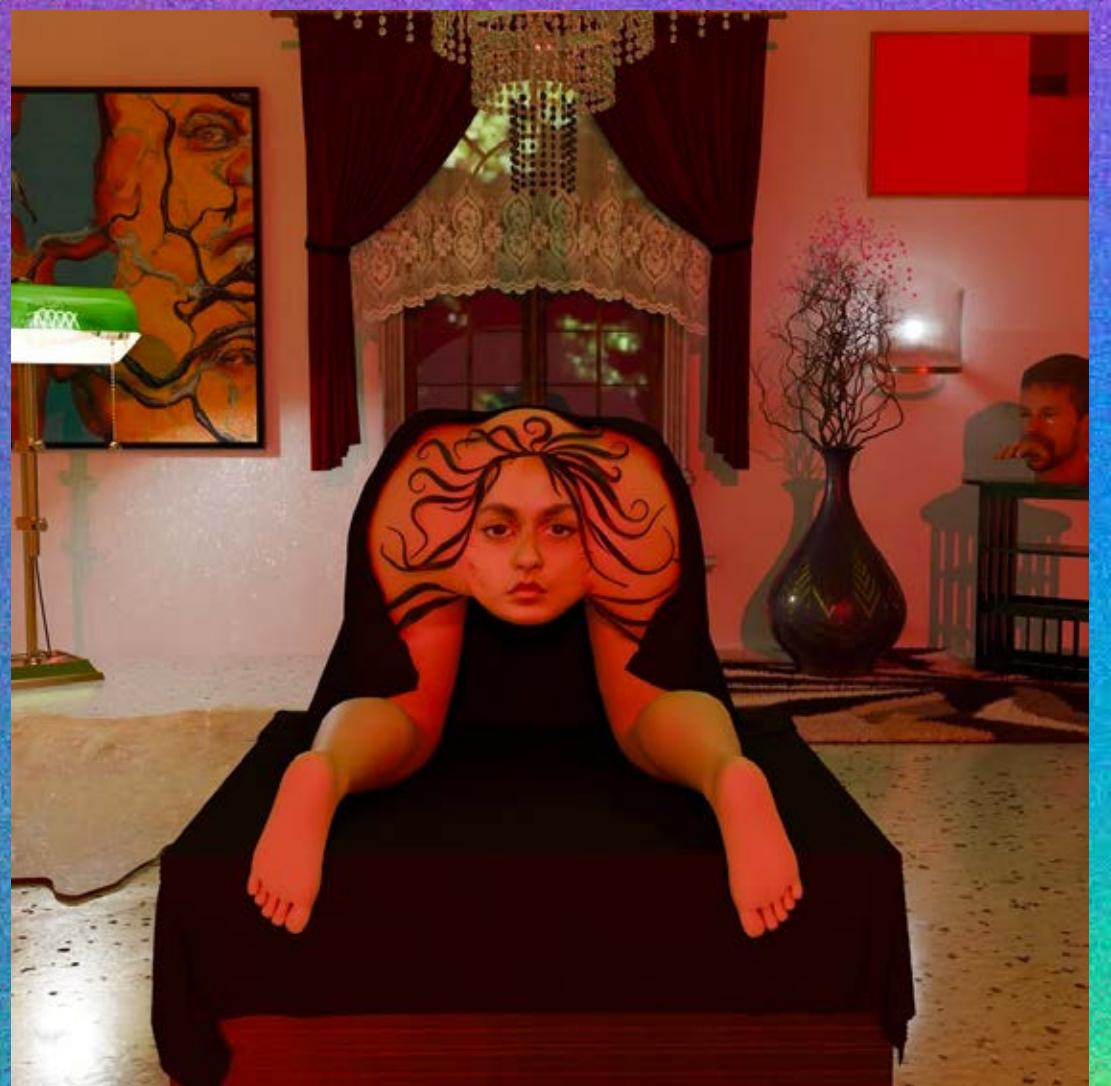


# YouTube Channel - *ananya.online*

Writer, editor, host, director, producer

[Watch all my videos here](#)

- Ongoing longform video essays on art, life, culture, politics
- Entirely self-produced: ideation, scripting, visuals, editing
- Combines humour, experimentation, and critical reflection
- ~720 organic subscribers; functions as both art practice and discursive platform



# PHOTO AND VIDEO

# **Glass Jewelry Series**

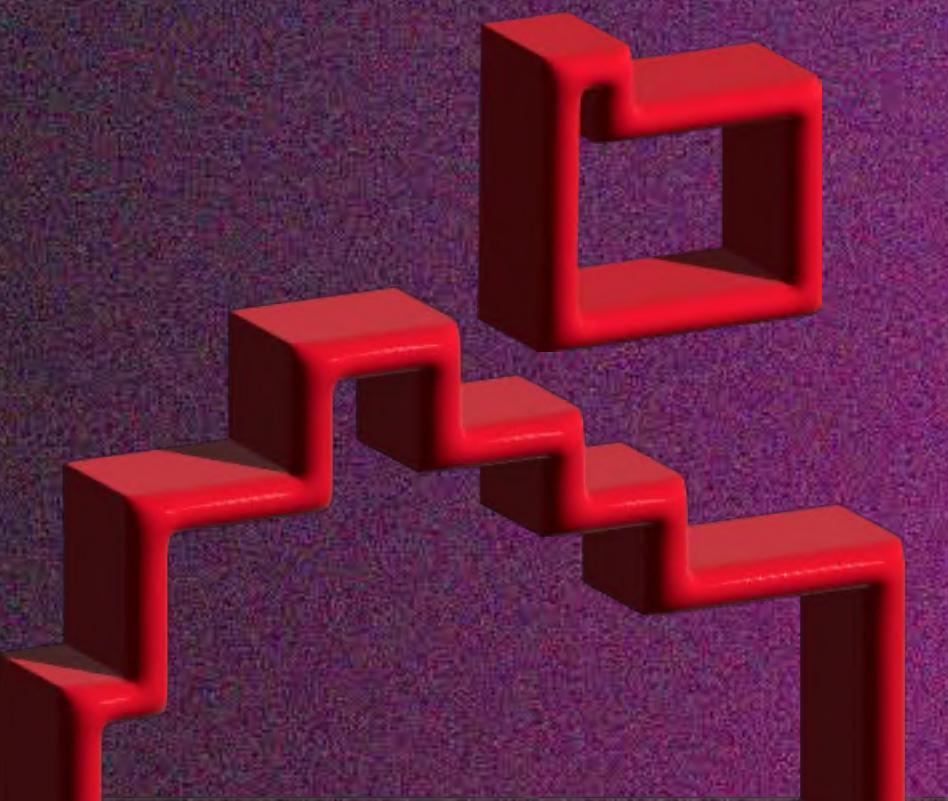
*Designer, maker*

1. Capsule collection of hand-sculpted glass jewelry
2. Made in studio and through self-directed processes
3. Made custom pieces following specific briefs given by clients

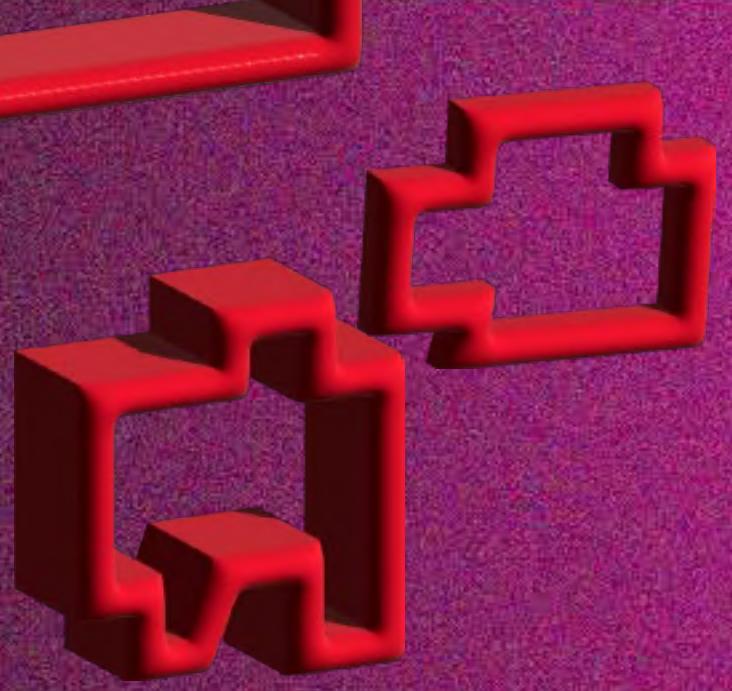
# **Nanya's Temporary Tattoo**

*Illustrator, designer, producer*

1. Three sheets of hand-illustrated temporary tattoos
2. Inspired by Y2K aesthetics, maximalist body art, sticker-like colour play
3. All 3 styles sold out
4. Accessible, humorous twist on self-adornment



**WEARABLE ART**



## ***Software & Tools***

1. Creative: Blender, Illustrator, Photoshop, iMovie, Premiere
2. Web: HTML, CSS, JavaScript
3. Other: Google Suite, Microsoft Office, Figma

## ***Mediums & Practices***

Illustration, zines, costume design, 3D modeling, web development, video, copywriting, brand concept creation, installation, event design, pedagogy

## ***Themes & Interests***

Experimental education, glitch and failure, spirituality and tarot, horror aesthetics, pop culture, femininity, queerness, digital intimacy, process as performance, playful critique