



ANISHA TULIKA

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TOOLS

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Xd

Adobe After Effect

Sketch

Figma

HTML/CSS

Webflow

DESIGN SKILLS

UI Design

Branding

Graphic Design

Illustration

Typography

Iconography

Print Design

Event Design Elements

EDUCATION

2013 : **National Institute of Technology, Durgapur**
2016 : Master of Computer Applications

2010 : **St. Xavier's College, Ranchi**
2013 : Bachelor of Computer Applications

EXPERIENCE

Oct 2016 : **YourStory Media Pvt. Ltd.**
Present : Visual Designer / UI Designer

Played a pivotal role in the end-to-end design process of flagship events - TechSparks, Future of Work, Women on a Mission and for partners like AWS, Facebook, Goa govt., Shell, Ola.

Single handedly developed and designed ideas for new digital products like YS Weekender, Campus Story.

Interpreted client's requirements by conceptualising and developing design ideas for new microsite with promotional visuals and print collaterals. Major brands were AWS, WhatsApp, Facebook, Dell, Cisco, Accenture, Nasscom.

Created concepts, prototypes and final graphics in a time bound manner in addition to working with various teams to translate the concepts into working models.

Feb 2016 : **Hackerearth**
Apr 2016 : Graphic Design Intern

Developed assets and images for hackathon websites of various clients by translating their ideas and inputs into working models

Designed and developed numerous marketing collaterals (logos, brochures, newsletters, infographics, presentations, and advertisements).

PROFESSIONAL TRAITS

Ability to work with tight deadlines and multiple design requests

Efficiently prioritise tasks and deadlines

Willingness to try new things and comfortable taking advice from unexpected sources

Curiosity to look beyond the surface of things