



ANANDITA SUDARSHAN

UX Design | Illustration
ananditasudarshan.squarespace.com



SKILLS

Graphic Design Illustration
UI/UX Sketching
Wireframing Research
Design Thinking Typography

SOFTWARE

Illustrator After Effects
Photoshop Ms Office
InDesign Figma
Premiere Pro Java Script

SOFT SKILLS

Creativity Time management
Flexibility Organisation
Communication Planning
Leadership Self - motivated

LANGUAGES

English Hindi French
Proficient Proficient Beginner



VOLUNTEER EXPERIENCE OR LEADERSHIP

- 2015 - 2016
1 month Study tour of Singapore's urban management and sustainability system
- 2017 - Present Artist and Member - Rotary Interact Club
- 2018
1 week Conducted an Art and Crafts workshop for the underprivileged children in India
- 2017 - 2019 Head of the Aesthetic Arts Club in school



EDUCATION

- 2017 - 2019 **IB diploma program**
Oakridge International School, Bangalore
Visual Arts and English at Higher Level
- 2019 - 2022 **BA(HONS) design communication**
LASALLE College of the Arts, Singapore



ABOUT ME

I am a visual designer and illustrator based out of Singapore. Having studied branding, logo design and editorial design, my design philosophy revolves around aesthetics and minimalism. I enjoy combining my interest in health and the environment with my passion for Design. I am constantly exploring new ideas and possibilities while creating solutions for different design problems. Visuals help me understand the world better.



WORK EXPERIENCE

- 2017 - 2018
2 months **Design Intern at Grey Group**
Helped the team in their packaging projects for brands like Britannia, Pantene, and P&G. Learnt about the workings of the field of advertising through video advertising campaigns and storytelling.
- 2021
2 months **UX Design Project with DBS Bank**
As part of a team worked on a project brief given by DBS Bank. Designed an app prototype for women and men who are first-time investors. Created presentations, took part in team brainstorming sessions and conducted an extensive UX research.
- 2021
4 months **Creative Intern at Landor & FITCH**
Helped with creating branding, packaging, and retail experience for clients from various industries including consumer products and ready-to-wear apparel. Prepared audits through extensive market research and a study of competitors landscape.
- 2022
Jan - present **Experience Design Intern at frog Design, part of Capgemini Invent**
Helped in a wide range of tasks such as communicating experience frameworks, and creating conceptual ideas and design rationales verbally and visually. Had the opportunity to work in cross-competence project teams with other designers, project management, and business and design strategists. Helped in capturing user requirements through research for creating personas, storyboards, scenarios, flowcharts, and design prototypes.