

Anushka Todi

Hi! I'm Anushka, a recent graduate, with an eagerness to learn, pushing boundaries to challenge traditions and discover new ways of thinking and making. Currently looking for a full-time opportunity.

Relevant Experience

RGD Mentorship with Alex Bakker, Creative Director of Rethink

Vancouver (Remote) | June 2020 – Present

- Designed a branding project for a conceptual lifestyle store and created a design system that is scalable on all platforms.
- Developed a strategic approach on product procurement that focused on curating cultural storytelling.
Art directed physical space mock ups in order evoke a cultural and emotional reaction.

UrSpace.Labs— Design Fellowship

Los Angeles (Remote) | June 2020 – August 2020

- Collaborated on an iOS app that encourages self growth and personal developments by setting long-term goals.
- Lead designer responsibilities included working with the developers for design implementation and with the product manager on UX copywriting, branding and marketing strategies.
- Team included members across the nation in three different time zones.

ByBadal— Design Intern

New York (Remote) | May 2020 – July 2020

- Assisted in creating a launch campaign for a beauty company targeting a South Asian audience.
- Created moodboards and copywriting for the campaign and product launch.
- Conceptualized and art directed campaign photoshoots and videography. Created a presentation to pitch the concepts to the client.
- Worked on product packaging, copy and designed supporting marketing collateral.

SustainMobility — Graphic Design Intern

Mississauga, Canada | December 2018 – February 2019

- Created wireframes, designed Commute Ontario webpages, created marketing collaterals and an incentive program to increase community participation.

MakersLoft and Biome — Graphic Design Intern

Kolkata, India | May 2017 – July 2017

- Conducted a design thinking workshop to create awareness for underprivileged children by collaborating to design board games on the subjects of healthy eating.

Education

Bachelor of Design (Honours)

York University/Sheridan College | 2016 – October 2020

Academic Exchange

Hochschule Darmstadt, University of Applied Science
March – September 2019

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Skills

Brand Strategy, Typography, UI/UX, Prototyping, Wireframing, User Research, Usability Testing

Tools

Adobe Illustrator, Photoshop
InDesign, AfterEffects
Lightroom, Premier Pro
InVision, Figma
MailChimp, MS Suite
HTML/CSS, Glyphs

Involvement

Registered Graphic Designers
Member | 2016 – Present

YSDN 2020 Graduating Showcase
PR Team | 2019 and 2020

Design Thinkers Type Workshop
Participant | 2019

RGD Designathon
Participant | 2019 and 2018

Bauhaus 100 - Block
Participant | 2019

Digitally Engaged Learning Conf.
Volunteer | 2018

Achievements

RGD Student Awards 2020 Winner
Portfolio website Award

Photographs selected to be featured in *re:* magazine's second issue

Interests

Experiential Design, Design Thinking, Systems Thinking, Spatial Design, Art Direction, Photography, Baking

Language

Proficient in English, Hindi, and Bengali
A1 Level Deutsch