

Anushka Todi

Hi! I'm a digital studio artist at Klick Health.
I'm eager to learn and push boundaries to challenge traditions
and discover new ways of thinking and making.

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Experience

Digital Studio Artist — Klick Health

Toronto (Remote) | October 2020 – Present

- Design, format and produce emails, banners, IVAs and websites for clients in healthcare and lifesciences, working closely with brand teams.
- Played an integral role in forming the Digital Studio Team, streamlining processes and flows by transitioning to Figma and increasing efficiency.
- Created design systems and libraries to bring together a remote team.
- Constantly working on different projects with fast paced timelines from initiation to post delivery.
- Work closely with project managers, art directors, UX and development teams.

UrSpace.Labs — UI/UX Design Fellowship

Los Angeles (Remote) | June 2020 – August 2020

- Collaborated with developers and a product manager on an iOS app that encourages self growth and personal developments by setting long-term goals.
- As lead designer, my roles included user research, journey mapping, wireframing, prototyping and usability testing while also designing the style guide.
- Worked with a team all across North America in three different time zones.

ByBadal — Art Director and 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

Skills

Art Direction, UI/UX,
Prototyping, Wireframing,
User Research, Usability Testing

Tools

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

Involvement

Low Res 2022 at Gallery 44
Member | 2022 – Present

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, Pottery

Language

Proficient in English, Hindi,
and Bengali
A1 Level Deutsch