

Anushka Todi

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Experience

Digital Studio Artist—Klick Health

Toronto (Hybrid) | October 2020 – Present

- Responsible for supporting healthcare clients such as Sanofi, Merck, Incyte, NovoNordisk acquire consumers and engage HCPs by producing and implementing omnichannel marketing campaigns
- Collaborated with multiple stakeholders such as project managers, activation strategists, brand teams, developers and QA specialists to produce multi-channel assets across emails, websites, banner ads and interactive visual aids (IVAs)
- Streamlined studio processes by creating design systems and digital asset libraries in Figma, enabling designers to scale projects, increase engagement and reduce project delivery time
- Co-authored, with developers, an internal email marketing playbook, to guide the brand team on design, technical considerations and production best practices

Product Designer (Contract)—Positive Reactions

Toronto (Remote) | Dec 2020 – March 2021

- Led the discovery research and innovation phase for the start up, in close collaboration with the CEO, CMO and CTO. Mapped the user journey and created the design blueprint to gain insights on user needs, expectations, pain points and engagement opportunities
- Conducted design sprints with the team to align goals and deliverables
- Designed and implemented a style guide for the MVP from conceptualization to launch

UI/UX Design Fellow—UrSpace.Labs

Los Angeles (Remote) | June 2020 – August 2020

- Designed *HappyHour*, a goal setting iOS app for personal development and self-growth in collaboration with developers and product manager
- Crafted UX flows, designed interfaces, conducted user studies and established a style guide for the app
- Designed and prototyped the MVP using Figma
- Worked with a team across North America in three different time zones

Art Director and Design Intern—ByBadal

New York City (Remote) | May 2020 – July 2020

- Supported the launch campaign for a beauty company, *Kulfi*, to target the South Asian demographic in North America
- Created moodboards and copywriting for the campaign and product launch
- Conceptualized and directed campaign photography and videography
- Designed product packaging, copy and marketing collateral

Education

Bachelor of Design (Honours)

York University/Sheridan College | 2016 – October 2020

Academic Exchange

Hochschule Darmstadt, University of Applied Science
March – September 2019

Achievements

RGD Student Awards 2020 Winner
Best Portfolio Website Design award

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

Involvement

Low Res 2022 at Gallery 44

Member | 2022 – Present

- Showcasing photographs at *New Work* exhibition
July - October 2022

Registered Graphic Designers

Member | 2016 – Present

- Participated in design sprints and designathons hosted by RGD

MakersLab

Facilitator | 2017

- Facilitated a design thinking workshop to create awareness among underprivileged children on the subjects of healthy eating

Skills

UI/UX, Prototyping, Wireframing, User Research, Usability Testing, Art Direction, Production Design
TCPS Certified: *Ethical Conduct for Research Involving Humans Course on Research Ethics*

Tools

Figma, Sketch, Axure, Adobe Illustrator, Photoshop, InDesign, AfterEffects, Lightroom, Premier Pro, InVision, MailChimp, Abstract, Knack, Office 365 Suite, HTML/CSS, Glyphs

Interests

Experiential Design, Design Thinking, Systems Thinking, Spatial Design, Photography, Baking, Pottery