

# HANISHA TIRUMALASETTY



ILLUSTRATOR ♦ VISUAL ARTIST ♦ GRAPHIC DESIGNER

## HELLO!

After qualifying as an architect, I decided to pursue Graphic Design & Illustration to follow my tenacious creative instincts. With over 5 years of experience in the Art & Design industry, I have honed my skills as a visual designer both as part of a design agency as well as a freelancer. Having worked with brands covering entertainment, retail, hospitality and fashion, I have conceptualized and designed websites, logos, brand collatorals, social media content, marketing campaigns and other creative brand solutions. I am currently based in London, after graduating with a Masters in Illustration & Visual Media from LCC in 2021.

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## EDUCATION

2019 - 2021

**MASTER OF ARTS -  
ILLUSTRATION AND VISUAL MEDIA**  
London College of Communication  
University of Arts London

2009 - 2014

**BACHELOR OF ARCHITECTURE**  
R V School of Architecture  
Bangalore, India

## EXPERTISE

CONCEPT ART	UI/UX DESIGN
WEBSITE DESIGN	MOTION GRAPHICS
BRAND DESIGN	MARKETING DESIGN
GRAPHIC DESIGN	ART DIRECTION
ILLUSTRATION	PHOTOGRAPHY

## SKILLS

ADOBE PHOTOSHOP	♦ ♦ ♦ ♦ ♦
ADOBE ILLUSTRATOR	♦ ♦ ♦ ♦ ♦
ADOBE INDESIGN	♦ ♦ ♦ ♦ ♦
ADOBE AFTEREFFECTS	♦ ♦ ♦ ♦ ♦
ADOBE PREMIERE PRO	♦ ♦ ♦ ♦ ♦
FIGMA	♦ ♦ ♦ ♦ ♦
UNREAL ENGINE	♦ ♦ ♦ ♦ ♦
BLENDER	♦ ♦ ♦ ♦ ♦

## WORK EXPERIENCE

MAR 2021 - PRESENT

**BENCHMARK MINERAL INTELLIGENCE | LONDON**  
ANALYST

Part of an analyst team and exclusively responsible for research and production of two key assessment products for clients within the electric vehicle battery supply chain. Lending social media management expertise on marketing company events. Creating motion graphic content and generating new data visualizations to optimize existing data products.

JAN 2018 - JUL 2019

**UNDER ONE ROOF CREATIVE AGENCY | MUMBAI**  
HEAD VISUAL DESIGNER & ILLUSTRATOR

Creative lead on brand marketing campaigns, website design, and branding building with design framework packages for clients in industries ranging from entertainment, retail and hospitality alongside a team of designers and developers.

**Notable Clients:** Araiya Hotels & Resorts, Swiss-Indian Chamber of Commerce, The Park Hotels, Aerosoft Footwear, Madras Diaries

DEC 2016 - JAN 2018

**ORION M&C | MUMBAI**  
MID-WEIGHT GRAPHIC DESIGNER & ILLUSTRATOR

Integral member of the design team that was responsible for marketing campaign solutions, social media content creation, brand building and live event design packages for clients in the entertainment, retail and hospitality industries.

**Notable Clients:** Forever21 India, Vero Moda, Longchamp, Excel Entertainment

MAR 2015 - NOV 2016

**DIGITAL DUBBA | MUMBAI**  
JUNIOR GRAPHIC DESIGNER & ILLUSTRATOR

First experience as a member of a design team in an agency setting with responsibilities that spanned across, illustration, graphic design, social media content creation, and brand building.

**Notable Clients:** Phantom Films, Tiger Baby Productions, 145 Café & Bar