



ANUSHKA TENDOLKAR

[linktree](#)  [@anushkatendolkar](#)  [anushkatendolkar.com](#)

RESUME

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LONDON-BASED DESIGN
GENERALIST AND ART
DIRECTOR WITH EXTENSIVE
EXPERIENCE ACROSS BRAND
IDENTITY, VISUAL DESIGN,
ILLUSTRATION AND UI/UX.
COMBINING HANDS-ON CRAFT
WITH CREATIVE DIRECTION AND
THE SYSTEMS SHAPING
CONTEMPORARY VISUAL
CULTURE.

education

- Royal College of Art, London
MA Digital Direction '25
- Pearl Academy, Mumbai
BA Hons. Communication Design '2019

core expertise

- Art direction
- Brand systems
- Visual design
- Illustration
- UI/UX
- Packaging
- Design mentoring
- Film & Photography

get in touch

anushkaten97@gmail.com / 9820933696

INDEPENDENT

MAY 2016 - PRESENT

FREELANCE DESIGNER & ART DIRECTOR

Lead multidisciplinary projects spanning brand identity, illustration, campaigns, digital experiences and creative direction for brands, agencies and startups; across industries. (FMCG, tech, health, fashion) Selected clients and collaborators include Vogue World, KFC, Adobe, Adidas, ELLE, HumynLabs and Warping Theories.

CRED

FEB 2024 - JULY 2024

VISUAL DESIGNER, BRAND TEAM

Created brand experiences across digital and physical campaigns, combining UI/UX, branding and illustration. Contributed to CRED MONEY go-to-market launch across campaign and web experiences.

ULTRAVIOLETTE

JULY 2021 - DEC 2023

LEAD BRAND AND UI/UX

Evolved Ultraviolette Automotive’s visual identity for a new premium automotive and technology category. Led creative direction and execution across launches, events, packaging, merchandise and digital products, including the F77 motorcycle display console, app and website.

MIAMI AD SCHOOL

APRIL 2023 - JULY 2023

VISITING PROFESSOR

Taught a cohort of graduating students a short curriculum of personal branding and storytelling with character design.

ACCENTURE

JULY 2019 - JULY 2021

UI/UX DESIGNER

Designed visually driven proof-of-concept solutions and internal dashboards for multiple clients. Conducted user research, usability testing and heuristic evaluations, and facilitated design-thinking workshops.

selected recognition

RCA thesis film How to Drape a Saree premiered at the British Film Institute, 2025 (including indie film festival selections in UK) // British Council India exhibition, 2026 // DesignxDesign 20 Under 35, 2021 // India Art Fair - Fresh Produce, 2022 // Featured in Vogue India, ELLE and Grazia // Collaborations include Adidas and Vogue World // Kyoorius young blood awards 2018 // Taiwan International Student Design Competition Finalist 2020 // Featured in Bloomsbury publication book - Giving Type Meaning // Keynote presentations at Target & ADPList

press

Vogue, Homegrown, Grazia, Girlsclubasia, Womenindesign, Aliporepost