Anisha Ghosh

Visual Designer | work.anishaghosh@gmail.com | +91 9472642241 |LinkedIn
Portfolio: www.anishaghosh.in

Visual Designer with 1+ years of experience building impactful brand architecture, visual systems, packaging, and user interfaces. Skilled in translating creative strategy into high-engagement digital and print assets that scale brand presence. Adept at managing the entire design lifecycle, from research and concept development to delivering production-ready assets.

PROFESSIONAL EXPERIENCE

Goboult - Graphic Designer

July 2025 – Present

- Designed and optimized high-converting product landing pages, digital banners, and visual assets across major e-commerce and digital platforms resulting in improved conversion metrics .
- Developed scalable brand assets and design systems during the company's rebranding initiative to ensure consistent visual identity across all platforms.
- Collaborated with cross-functional marketing and product teams to maintain visual consistency and elevate brand presence across all digital & physical touchpoints.

Landor - Graduation Project

January 2025 – June 2025

- Developed packaging designs, key visuals, and marketing collateral for prominent FMCG portfolios, including Nestlé brands (Milkybar, BarOne, Nescafé, Maggi) and Tata Consumer Products (Tata Copper, Tata Gluco Plus) from initial strategy to production-ready deliverables.

The Neat Trick - Design Intern

June 2024 – July 2024

- Conceptualized and executed packaging design for bakery client 'Rookies' and comprehensive menu design for Paparizza.
- Produced social media static assets, motion graphics, and supported internal web design layouts for the agency.

PNG Films- Freelance Designer

October 2023

- Designed the official movie poster for their short film ‘Bandar’.

EDUCATION

National Institute of Fashion Technology, New Delhi

2021 - 2025

Bachelor of Design - Lifestyle Accessory Design

Delhi Public School, Dwarka

2018 - 2020

Senior Secondary Education- Science

SKILLS

Brand Identity, Packaging Design, User Interface(UI) Design, Responsive Web Design, Editorial & Print Design, Vector Illustration, Typography, Visual Storytelling, Creative Strategy, Art Direction, Cross-Functional Collaboration.

TOOLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects), Blender 3D, Figma, Procreate, Wix