Kanika Anand

GRAPHIC DESIGN
UI/UX
MOTION

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PORTFOLIO
www.kanikanand.com

LINKEDIN
www.linkedin.com/in/kanikanand/

Awards

2025 – PRINT Awards
Best in Show, Student
First Place, Brochures & Catalogs

2025 – DIELINE Awards
Winner, Concept Health Care

2025 – STA 100
Winner, Typeface Design

2025 – Creative Quarterly 79
Winner, 79th CQ Annual

2025 – GDUSA Digital Design Awards
Winner, UI/UX Design

2025 – GDUSA Package Awards
Winner, Student Work

2025 – Indigo Design Awards
Gold Winner, Poster and Brochure Design
Silver Winner, Packaging Design

2025 – AIGA Flux Design Award
Finalist, Publication, Poster

2025 – AIGA MSU Glitch Design Award
1st Runner Up, Publication, Type Design

2024 – Communication Arts
Winner, 65th Design Annual

2024 – Salute Student Design Competition
Honorable Mention, Publication

2017 – Adobe Design Achievement Awards
Semifinalist, Graphic Design for Social Impact

Experience

PUBLIC MECHANICS
Design Intern
2024

- Designed the visual identity and exhibition graphics for the Jewish Museum of Maryland's core exhibit, creating a participatory experience that prioritised engagement, accessibility, and cultural storytelling.

CARESMITH, INDIA
Design Lead
2021-2023

- Led design and direction across all platforms and media for 35+ products.
- Information architecture, user flows and UI for e-commerce app & website.
- Project management for a team of junior and freelance designers.

NOORA HEALTH, INDIA
Design Consultant
2020-2021
Visual Designer
2019-2020

- Design of a multilingual typographic system for health communication in 6+ local Indian languages across 5+ health condition areas.
- Cross-functional collaboration, design sprints and user journey mapping to improve tool efficacy. Led workshop programming to align brand strategy and visual identity to support key stakeholders and fundraising.

WARI WATAI, INDIA
Graphic Designer
2017-2019

- Design and brand management for Lab Nilaya across print and exhibition.
- Design of launch campaigns, supporting print and packaging collaterals – brochures, look books, PR kits, artworking for decals and wallpapers.

Freelance

2014-2023

HARPER COLLINS, INDIA
Publication design

SCHOLASTIC, INDIA
Publication design

FILM COMPANION, INDIA
Visual Identity

NOORA HEALTH, INDIA
Print design

CHALCHITRA TALKS, INDIA
Visual Identity

MYTHOVERSE, INDIA
Visual Identity

PLANTURA, GERMANY
Illustration

PRATHAM BOOKS, INDIA
Illustration

Education

MARYLAND INSTITUTE COLLEGE OF ART
MFA Graphic Design
Leslie King-Hammond Fellowship Recipient
2023-2025

STAMPS SCHOOL OF ART & DESIGN,
UNIVERSITY OF MICHIGAN
Non-degree Exchange Art & Design
2015-2016

SRISHTI MANIPAL INSTITUTE OF ART,
DESIGN & TECHNOLOGY
B.Des Visual Communication Strategic Branding
2013-2017

Skills

/ ADOBE CC Illustrator, InDesign, Photoshop, After Effects, Dimension / TYPE DESIGN Glyphs / UI-UX + WEB Figma, Framer, Webflow, Cargo; User Research, Journey Mapping, Wireframing, Prototyping, A/B Testing / VIBE CODING p5js, html/css, Claude / IMAGE MAKING Generative AI, Illustration, 2D Motion Graphics, Photography / MAPPING ArcGIS Pro / PROJECT MANAGEMENT Leadership, Planning, Problem Solving

Exhibitions

2017 – PROCESSES OF MAKING, Stamps Gallery, University of Michigan, Ann Arbor, MI

2015 – TEDxUOFM, Chroma Gallery, University of Michigan, Ann Arbor, MI

2015 – 2.99E8 GALLERY, Palmer Commons, University of Michigan, Ann Arbor, MI

2015 – 2ND ANNUAL ART EXPO, Orphan Relief Charity Organization, University of Michigan, Dearborn, MI