

# Anaiya Sheikhawat

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Hammersmith, London UK

A graphic designer with 3+ years of agency experience and an MA in Visual Communication from the Royal College of Art, London. Specialises in visual storytelling, brand identity, and campaign creation across lifestyle, beauty, e-commerce, healthcare and tech sectors. Skilled in developing cohesive visual systems and multi-format creative assets including identity toolkits, social and editorial layouts, OOH, retail, packaging, presentation decks and in-store experiences. Collaborates with strategy and cross-functional teams to ensure brand alignment and emotional resonance. Experienced in creating distinct, culturally informed visual worlds.

## KEY SKILLS

Design Expertise

- Visual storytelling, brand identity, retail and store facade design.
- Typography, layout, color theory, editorial, and presentation design
- Art direction, campaign and exhibition and spatial design
- Cultural research, design rationale, and narrative development
- Workshop facilitation and design engagement

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Keynote, Premiere Pro)
- Figma, Canva, Notion, Google Workspace, Microsoft Office
- AI Tools: Firefly, Midjourney, DALL-E, Microsoft Bing
- Social media and content optimisation

## EXPERIENCE

London, UK  
Jan 2026 - Current

### Team Member The Duchess W6

- Front-of-house role spanning bar, floor, and till operations in a fast-paced environment.
- Managed orders and payments with accuracy while maintaining clear, friendly communication.
- Coordinated closely with bar and kitchen teams to keep service flowing during peak hours.

Mumbai, India | London, UK  
Jan 2024 - Current

### Freelance Designer

- Developed visual identities, experiences, and showcases for small businesses, cultural organisations, and artists across digital and spatial platforms.
- Facilitated five workshops and hosted three exhibitions exploring participatory and co-authored design.
- Conducted trend and audience research to inform creative direction.

Mumbai, India  
Dec 2021 - Jan 2024

### Creative Associate (Design) Spring Marketing Capital

- Designed visual identities and campaign rollouts across lifestyle, luxury, beauty, healthcare, and tech sectors.
- Delivered comprehensive design systems and style guides for digital, print, and retail touchpoints.
- Collaborated with marketing and strategy teams, accelerating project delivery by 20%.
- Contributed to agency growth to £5.2M fund size and portfolio expansion across 9+ partners.
- Recognised with Performance Award for creative excellence (2023).

Mumbai, India  
Sept - Dec 2021

### Creative Intern Spring Marketing Capital

- Assisted senior designers with branding, campaign design, copywriting, and nomenclature briefs.
- Conducted consumer and trend research for brand positioning.
- Supported development of packaging and product identity concepts.

Mumbai, India  
June - July 2019

### Creative Intern Sideways Consulting

- Assisted senior designers in packaging and product identity concepts
- Supported campaign ideation, packaging design, and trend research
- Gained hands-on experience in prototyping and collaborative studio practice.

## EDUCATION

London, UK  
Sept 2024 - Aug 2025

### MA Visual Communication Royal College of Art

- Independent research project showcased on RCA official platforms with over 25K views.

Sonipat, India  
Aug 2018 - April 2021

### BA English Literature Ashoka University

- Recognised on the Dean's List 2021 for outstanding academic performance.

## EXHIBITIONS

### Work From Home

Safehouse, Copeland Rd  
London, UK (2025)

### RCA Graduate Show

RCA, White City  
London, UK (2025)

## ACCOLADES

### Project Showcase

RCA official platforms  
Royal College of Art (2025)

### Performance Award

Spring Marketing Capital (2023)  
For outstanding contributions to design

### IELTS Academic Band Score 8.0

High Level of English Proficiency

### Dean's List

Ashoka University (2021)

## WORKSHOPS

### Keeping House

Safehouse, Copeland Rd  
London (2025)

### Queen's Park Rangers Trust x RCA

RCA, London (2025)  
Design, AI literacy for children

### Keeping House

RCA, London (2025)

### “Where’s Home For You?” Age UK, Ealing

Inter-generational workshop on the home