

# Anandita Wagh

Graphic and Brand Designer

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Location: Bangalore

## Professional Summary

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Brand and graphic designer with four years of experience shaping how brands look, feel, and communicate — from logos and identity systems to the visual language that holds a brand together across platforms. Worked independently with startups and local businesses, building their identities from the ground up, hence, can also think as a brand strategist and marketer, not only as a designer.

## Work Experience

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### Graphic Designer at E2E Networks | 2025–26

- Served as the **sole designer**, owning the design function end-to-end.
- Designed creative and branding **collateral for 10+ events** spanning local, national, and global scale, **including NVIDIA GTC 2026**.
- Created a **company-wide design repository** of reusable, guideline-backed templates (presentations, battle cards, business cards, and more), replacing plain text on a document and **enabling 250+ employees across 7+ teams** to produce on-brand collateral independently, **cutting recurring on-demand design requests by 100%**.
- Single-handedly triaged and delivered **all on-demand design requests** across the company, balancing 10–15 requirements per week against competing priorities.
- Designed and shipped the **Sovereign Cloud Platform's website in 1.5 months** (logo, branding, information architecture, Figma design, coding with the help of an agency, testing, deployment), **information architecture and flow** for the pricing page, 4 custom landing pages for the **company website** along with microsites for product launches and campaigns.
- Built and maintained the **brand identity system E2E Networks'** (logos, brand guides, and press kits) for the core brand and **4 product/initiative sub-brands**, ensuring consistent application across every customer and internal touchpoint.
- Pitched **5+ new design initiatives** and process improvements to leadership, including having a central design repository, to professionalize a previously ad hoc design function.
- **Introduced motion and video** into E2E Networks' previously static social media creatives, incorporating event footage and real people, contributing to a measurable lift in engagement and follower growth during rollout.

### Visual Merchandising and Store Designer at IKEA | 2024–25

- Curated 20+ media displays and numerous inspiration points.
- Collaborated with cross-functional teams to align displays with stock, customer behaviour, and sales goals.
- Supported 2 department layouts and store rebuild projects.

## Academic History

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### B. Des. Product Design | 2020–24

School of Design at UPES, Dehradun | CGPA: 8.5

### Digital Marketing (Minor Degree) | 2021–24

School of Business at UPES, Dehradun

### Operations and Project Management | 2024–25

London School of Business and Finance  
(online certification courses)

## Patents and Copyrights

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Project – Rhythm | Patent (awaited)

Project – Rhythm | [Copyright](#) (2024)

Project – TASC | [Design Registration](#) (2023)

Project – Metamorphosis | [Copyright](#) (2023)

## Awards and Achievements

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**UPES Batch Champion** (graduating batch of 2024)

Viewer's Choice Award (runner-up) at the  
India HCI 2023 Conference – Project – Rhythm

## Volunteering

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### Community Lead at IxDF (2026)

Awarded for serving as an influential Interaction  
Design Foundation [community leader](#).

### Graphic Designer for DevRelCon (2024)

Designing all the visual and print material for  
DevRelCon Bengaluru 2024.

### Student Volunteer at HCIPAI (2024)

Creating websites and archives for the India HCI  
Conferences.

### Co-convener of UHackathon 4.0 META (2023)

Led a team of 100+ members to plan and execute  
UPES' international flagship coding event.

### Event Planning Co-Executive at NSS (2022–23)

Led a team of 25+ members to plan and execute  
over 10+ varied scale events.

### Team Leader at AIESEC in Dehradun (2023)

Led a team of 5 for the Outgoing Global Volunteer  
Department.

## Skills

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Brand Strategy and Positioning  
Design Systems, Documentation and Playbooks  
Brand Identity and Logo Design  
Typography and Layout  
Packaging and Print Design  
Web and Landing Page Design  
Social Media and Digital Design  
Event Collateral Design  
Motion Graphics / Basic Animation

## Tools

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Adobe Creative Suite – Illustrator, Photoshop,  
InDesign, Adobe Express  
Video – Adobe Premiere Pro and After Effects  
Figma and Figma AI  
Canva and Framer (basic)  
AI-Assisted Design – Adobe Firefly, Midjourney,  
Claude Design, Seedance (video)  
Majority of the AI and productivity tools  
GitHub and AI agent creation (basic)