



Neha Anand

Brand Strategy • Creative Direction • Graphic Design // nehaanand.com

London, UK

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Links

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Languages

English (Fluent)

French (Basic)

Hindi (Work Proficiency)

Kannada (Native)

About

Graphic Design • Brand Identity Design • Creative Direction

BRANDS WORKED WITH

CNC Collab Club

Cubet Design Studio

EBB X FLO

EYESITE OPTICIANS (UK) LIMITED

Foxcom Foods

Nesta interior design studio

REMAX Infinity

Smiles Hospitals

The Vintage Srinagar

Experience

Assistant Creative Director

EYESITE OPTICIANS (UK) LIMITED | Jun 2023 - Jul 2023

At Eyesite Opticians, I spearheaded creative direction initiatives, collaborating closely with Ethical Eyewear & Eyesite Prive. Drawing from my extensive academic background, I played a pivotal role in refining brand narratives, orchestrating intricate photoshoots, and ensuring brand consistency across diverse demographics. My hands-on experience in Yorkshire illuminated the nuances of luxury eyewear branding, honing my skills in aligning individual creativity with overarching brand ethos.

Founder/President

CNC Collab Club | Mar 2023 - Sep 2023

Founded The Collab Club - a platform for creatives from various fields to exchange ideas and explore opportunities to collaborate. Club members organised regular visits to exhibits, networking events for creatives, workshops and so on to help each other find inspiration & opportunities to expand their professional network in London. The club strived to bring out the best in each member by providing opportunities that would help them hone their skills - be it creative writing, photography, digital design, fashion design, styling, PR or event management.

As students & young creatives, we're all looking to develop our own style & essence the Collab Club strived to help each and every member throughout their creative journey at Conde Nast College. Work - organised and conducted professional photoshoots of all members, sent regular updates about networking & creative events, organised weekly meetings to discuss collaborations and opportunities, conducted interviews for social media campaigns & newsletter.

Graphic Designer

Nesta interior design studio | May 2022 - May 2022

Graphic Designer

EBB X FLO | Mar 2022 - Apr 2022

Developed a brand identity and logo for Krut's, an organic snack company catering to health-conscious consumers. Emphasized minimalism in design, mirroring the brand's core values of natural and wholesome eating. Ensured packaging designs were sustainable, prioritizing biodegradable materials in line with the brand's ethos. Perfect for those seeking guilt-free snacking.

Creative Director

Smiles Hospitals | Dec 2021 - Dec 2021

Creative Direction for a health awareness campaign at Bangalore Times Fashion Week @ JW Marriott Hotel that promoted gut health & wellness.

Brand Identity Design

The Vintage Srinagar | Sep 2021 - Jan 2022



- **Brand Identity Design**

The Vintage Srinagar | Sep 2021 - Jan 2022

- **Graphic Designer**

Cubet Design Studio | Oct 2020 - Oct 2020

- **Design Lead**

Foxcom Foods | Aug 2020 - Aug 2022



- **Digital Marketing Specialist**

REMAX Infinity | Aug 2018 - Dec 2018

Education & Training

2022 - 2023

- **Condé Nast College of Fashion & Design**

MA Creative Direction for Fashion Media,

2022 - 2022

- **Condé Nast College of Fashion & Design**

Vogue Summer Intensive Course,

2016 - 2019

- **Mount Carmel College, Palace Rd, Bengaluru**

Bachelor of Arts - BA,