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[Portfolio](#)

Brand Identity

Data Visualisation

Art Direction

Project Management

Storytelling

Illustration

Visual Communication

Adobe Suite

Figma

Canva

Midjourney

# Anwisha Majhi, Visual Designer

A “Loud Introvert” who loves to solve problems through crisp and beautiful visuals! My expertise revolves around comms, social media interactions, data visualisation, branding & marketing collaterals, in-house business needs and product assets.

Oct, 2021 - Present

## Sr. Visual Designer, WintWealth

- Set-up and kick-started visual language for WintWealth from 0-1.
- Handled co-founder’s (Ajinkya and Anshul) social media branding to gain tractions for investing funnel.
- Created and managed brand guidelines across orthogonal: Product, marketing ads, comms and social media.
- Continuously monitored and incorporated the latest design trends and styles into our illustration library.
- Led massive hit campaigns ([Abenomics](#), [Fund transfer](#), [State-wise lending](#), [Bond Returns](#), [India’s budget](#)) through art direction and data visualisation.
- Managed dedicated design sprints for vis-com and mentored fellow designer.

2020 - 2021

## Graphic Designer, Bewakoof

- Slashed sales by 400+ placed order within one week for a design.
- Conceptualised designs for DOTD (Design of the day) and collections.
- Spearheaded 2 dedicated collection which outperformed last year.
- Managed to work on personal graduation collection on products like wallets, bags and footwear.
- Committed to a lean design process: research, conceptualising design, iteration and illustration.

2016-2020

B.DES, National Institute of Fashion Technology,  
Bhubaneswar, Odisha