

ANISH LAL SHRESTHA

Graphic Designer

Graphic Designer & Illustrator specializing in branding, digital illustration, and social media content. I work with freelance clients and remote teams to produce visual assets for marketing, web, and digital campaigns handling projects end to end, from concept to delivery. Tools: Adobe Illustrator, Photoshop, After Effects. Currently expanding into brand and motion design.



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Jhamsikhel, Lalitpur



Website.
designwithanish.com

Skills

Active Listening	90%	Teamwork	90%
Presentation	80%	Creativity	80%

Education

2017 - 2022
Computer Science (Bachelor's degree)
St. Xavier's College | Kathmandu, Nepal

Work & Experience

2021 - Present
Freelance Graphic Designer & Illustrator
Self-Employed

- PepTalk Brand Identity (Client: Varskite) : Designed the full brand identity for an interview-practice app: logo, brand strategy, and color system. Built a grid-constructed mark merging a microphone, sound wave, and momentum arrow that resolves into a "P," tested for legibility down to 32px for the app icon and Play Store. Developed a warm teal palette to position the brand as a human "coach" rather than a cold corporate AI tool.
- Tony's Dawg Brand Identity (self-initiated concept) : Built a full brand system for a fictional gym-themed hot dog joint, unifying it under one idea ("Eat. Lift. Repeat."). Designed random logo and wordmark, a custom weightlifter mascot, packaging across boxes, cups, and bags, a repeating illustrated pattern, a menu, and a sticker set all in a bold red/orange palette with hand-drawn, high-energy type.
- Managed each project independently from brief to final delivery and revisions, translating client and personal ideas into clear visual communication.

2021 (Jan) -2021 (Aug)
Lead Graphic Designer & Content Creator (Freelance)
Taiko Hong Kong Limited | Hong Kong

- Produced social media creatives, promotional visuals, and web content to support marketing and community outreach.
- Worked with a remote team to turn campaign ideas into on-brand assets and maintained consistent visual identity across platforms.
- Designed flat illustrations and creative assets aligned with project identity and communication goals.



Work & Experience

2019 (July) - 2019 (Nov)
Graphic Design Intern
Covered by Sage | Lalitpur

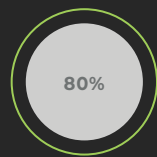


Created digital and marketing assets, assisted with UI and web graphic production, and designed social media and promotional materials.

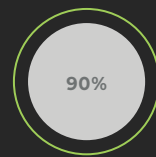
Core Skills

Graphic Design Social Media Design Video Editing (Medium)
Branding Visual Identity Motion Graphics (Learning)
Illustration Photo Editing

Language



English
Perfect



Nepali
Natural

Software /Tools

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects

