

# ANUSHA RAICHUR

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## EXPERIENCE

### Art With a Heart, Baltimore, USA (2022-Present)

Teacher, Art Facilitator

*Art with a Heart's mission is to enhance the lives of people in need through visual art.*

Volunteer as an art teacher for the After School Programmes and in-house art programmes.

### Dream a Dream (DaD), India (2017-2021)

Communications Specialist, Illustrator, Graphic Designer & Project Manager

*An education non-profit working on empowering vulnerable children and youth*

- Ideated and branded all design collaterals for the international education conference 'Change the Script' - the annual international conference for educational innovations and reimagining education in the 21st century
- Designed, project managed and curated 50+ reports in the form of Annual Reports, Impact Reports, Donor Reports, Policy Reports, and Mid-year Reports.
- Spearheaded social media initiatives and created content to increase traction on social media channels
- Developed and designed teacher training manuals for 4 mentorship programmes, which have been accessed and used by 1000+ teachers, volunteers & facilitators
- Illustrated, Designed and co-wrote 2 children's books - Amrin Asks Why? and Something is Missing, stories of thriving inspired by lives of young adults.
- Collaterals, copy, scripting and editing videos and social media for events like Life Skills Day and Graduation Day
- Created designs, badges, certificates, postcards, t-shirts which have been distributed to over 10,000+ young people
- **Chance to Thrive:** Executed, wrote content and designed collaterals for 10+ fund raising campaigns
- **#WhatIF:** Branding & Designed collaterals for a campaign about What Education looks like to young adults in the post COVID-19 world.
- **Dream Career Guide** - Designed a guide used by over 5000 students, illustrating over 50 careers for young people to choose from.
- **National Education Policy (NEP)** - Created a document that is Utilised by multiple state governments of India to explain implications of the NEP launched by the government of India in 2020.
- **Home Activity Kit** - Illustrated a tool kit to engage young people in activities and games amidst the COVID19 lockdown.
- **No Bag Saturday** - Ideated and illustrated activities for the Govt. of Rajasthan to enhance emotional well-being in students

### Maryland Institute College of Art (2021-2022)

Teaching Assistant, Sketchbook Intensive

## EDUCATION

Maryland Institute College of Art  
MA, Illustration, 2022

Asian College of Journalism  
Television Journalism, 2014

Symbiosis School of Economics  
B.Sc, Economics, 2013

## FREELANCE WORK

**SEIU (Service Employees International Union)** - Design and Illustration of a Colouring Book for their convention "THIS UNION" + 6 illustrations for their 10 year vision.

**USSW (Union of Southern Social Workers)** - Illustrated and designed a 24 page information booklet to be circulated to their workers, collaborators and stakeholders.

**IPAS50** - Illustrated an advocacy guide on how Bisexual and pan-sexual youth need better sex education. The final product which is an 8 part illustration + GIFs are a part of their website.

**Published Work** - Illustrated & Designed a book of poems authored by Vishal Talreja called 'My Soul Stirring' and illustrated a chapter in Kritika Arya's Book - Citizen By Dissent - 'How to Squat Properly'

**Social Work** - Illustrated 2 pieces for a story about Rural Women in India spreading awareness about Menstrual Cups for Almond Circle.

**Album Art** - Illustrated album art for singer-songwriter Aditi Ramesh and Jatayu, an indie band + event posters

**Branding:** Worked on branding for 5+ brands (Boo! Ya Watchin? Strobe Works, Oops! I Poked U, Paisley Tipi Vintage, F2F Tattoos, Champagne Wishes & Curry Dreams)

## PUBLICATIONS & FEATURES

**Cosmopolitan, India** - Published artwork for Show Some love from the LGBTQ series

**Huffington Post** - This Instagrammer Is Trying To Create Awareness About LGBT Rights Through Her Illustrations

**Scroll India** - Pride month: Seven poems to remind us of desire in all its forms

**Buzzfeed India** - This Woman's Art On Sexual Diversity Shows The Rainbow Is More Colourful Than We Think

**BuzzFeed India** - 33 Desi Women Artists You Need To Follow To Light Up Your Instagram Feed And Life

## EXHIBITS & SHOWCASES

**Sister Library** - Showcased artwork to crowdfund for a social change platform

**Others & I** - Curated a multi-sensory experience, exploring stories of growing up queer through illustrations, paintings, and illustrations.

**Sketch Up** - Participated in an art protest fest to raise awareness about exclusionary political laws in India

**Nrytya Showcase** - Displayed art at a 2-day art, music, and culture experience with the cross-pollination of different artistic fields

**Social Offline** - Showcased artwork at Social, a music and art venue

**MICA Grad Show** - Showcased my intricate paper cut shadow box