

ANISH LAL SHRESTHA

GRAPHIC DESIGNER & ILLUSTRATOR

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Lalitpur, Nepal
(EU hours & US-morning overlap)



Professional Summary

Graphic designer and illustrator with **5+ years** of freelance and contract experience in brand identity, illustration, and social/marketing content for startups, small businesses, and online communities. Run projects end to end brief, concept, delivery, revisions. Set up for international contract work invoicing via Payoneer or bank transfer, Deel-ready.

Skills

Design:

Brand Identity, Logo Design, Illustration, Visual Identity Systems, Social Media Design, Photo Editing, Video Editing, Light Motion Graphics

Tools:

Adobe Illustrator (advanced), Adobe Photoshop (advanced), Adobe After Effects (intermediate), Adobe Premiere Pro (intermediate), Figma (working knowledge), InDesign (working knowledge)

Work Experience

Freelance Graphic Designer & Illustrator

Jun 2021 – Present

Self-employed (Remote)

- Delivered **70+** projects for **40+** clients across tech startups and online communities: brand identities, logos, illustrations, systems, and campaign assets.
- PepTalk brand identity** (client: Varskite, 2026): complete identity for an interview practice app logo, brand strategy, and color system. Grid constructed mark merging a microphone, sound wave, and momentum arrow that resolves into a "P," tested for legibility down to 32px for app-store icons; warm teal palette positioning the product as a human coach rather than a corporate AI tool.
- Tony's Dawg brand system** (self-initiated concept, 2026): full system for a gym-themed hot-dog brand under one idea ("Eat. Lift. Repeat.") logo and wordmark, custom weightlifter mascot and character set, packaging (boxes, cups, bags), repeating pattern, menu, and sticker set.

Graphic Designer & Content Creator (Contract)

Taiko Hong Kong Limited (web3 startup), Remote

Jan – Aug 2021

- Created the collection artwork and launch campaign visuals for an NFT collection on Solana that generated **\$500K+** in primary mint sales.
- Designed promotional and social media content for a second collection launch on BNB Chain (alongside the team's in-house 3D artist) and for a Solana launchpad project.
- Reviewed work directly with the founder, iterated on feedback, and shipped approved assets to social channels on launch driven deadlines.

Graphic Design Intern

Covered by Sage, Lalitpur

Jul – Nov 2019

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

Education

Bachelor of Computer Science in Information Technology

2017-2022

St. Xavier's College, Kathmandu

Languages

English (fluent), Nepali (Native)