



Isha Nagar

Artist | Illustrator | Designer

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Education

Bachelor of Design in
Fashion Communication
(2006-2010)

**National Institute of
Fashion Technology,
Delhi, India**

Graphic Novel: Visual
Storytelling short course

**Royal College of Art
(2023)**

Awards/Honours

**Talent Prize Award |
2023**

Won the Talent Prize
Award 2023 for
watercolour painting
organised by Teravarna
Art Gallery, LA

Teaching

**Jury member at NIFT,
Kangra | 2023**

Was on the Jury Panel
for the Graduation
Project for Fashion
Communication final (8th)
semester students

**Graphic Design Lecture
at NIFT, Kangra | 2023**

Lecture on Prints &
Finishes from an industry
standpoint for Fashion
Communication 4th
semester students

Experience

Freelance Illustrator & Design Consultant | Self-employed

July 2023 till present

- Contributed to children's books' illustrations for Duckbill (Penguin India)
- Design turnkey projects—end-to-end from ideation/illustrations to print ready
- Teaching selected courses at NIFT, Kangra (on contract basis)

Manager-Design | Penguin Random House India

July 2022-June 2023

- Managed the design team for Puffin, their Children's division
- Designed titles like Tails & Tales, Inni & Bobo, Kolam Kanna, The District Cup, Grabber, Dakshin, ACK's Little Shambhu series, among others

Senior Graphic Designer | HarperCollins Publishers India

June 2018-July 2022

- Lead the design for HarperCollins' children's division
- Collaborated with award-winning authors & freelance illustrators for titles like Sudha Murty's Gopi Diaries series, Coral Woman, A to Z of Indian Cities, etc
- Illustrated & designed various award-winning series like the Mini series (3 titles), V for Vaccine, The Ghost of Malabar, Blue is like Blue etc

Founder/Design Head | Tathya

November 2014-May 2018

- Founded an illustration based lifestyle brand, Tathya, started with products like paintings, mugs, t-shirts, journals and expanded into other verticals later
- Designed the brand identity & collaterals, revamping the brand logo (2017)
- Growth in offline sales of 30%-40% at Comic Con India (2016-2018)
- Started selling on Amazon (2016), led to a 20% growth in online sales
- Created and organised the brand's e-commerce website, resulting in the growth of the organic traffic by 30% and improving the SEO steadily and sales by 10%

Art Editor | Dorling Kindersley Publishers India

September 2011-June 2015 & March 2016-June 2017

- Worked on richly illustrated books like Mahabharata & Bollywood
- Designed book layouts and managed projects with the UK and India team