



# Isha Nagar

Artist | Illustrator | Designer

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## Education

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

Bachelor of Design in Fashion Communication (2006-2010)

### **Royal College of Art, London (2023)**

Graphic Novel: Visual Storytelling (executive short course).

## Awards/Honours

### **Superfine Art Fair, LA | 2023**

Artwork selected for a group exhibition in LA

### **Talent Prize Award | 2023**

Won the Talent Prize Award 2023 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 (8<sup>th</sup>) semester students

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

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

## Experience

### **Freelance Illustrator & Design Consultant | Self-employed**

*July 2023 till present*

- Contributed to children's books' illustrations for Uncontrollable (Duckbill, an imprint of Penguin India, What is a Tail Good For? by Barbara Pumhosel (Jilipi Publications), Tales from Far and Beyond among others
- Teaching selective design and publication courses at NIFT, Kangra

### **Manager-Design | Penguin Random House India**

*July 2022-June 2023*

- Managed the design team for Puffin, their Children's imprint
- 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 (4 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