



Ayush Roy

Hello there! I am a communication designer driven by visual storytelling and music. My focus areas include character design, book illustrations, layouts, and 2D animation.

Let's Jam together!

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Experience



THE QUESTION, Animation and storyboarding for music video by THE SONGSMITHS



ROYAL ENFIELD INTERN, RIDER MANIA 2022, GOA: wall mural, custom helmet ideation, product promotion, and sales.



BRANDING AND ILLUSTRATION for SHUDON Board gaming club

Projects

- ◆ **PHUGA Coffee Table Book**
illustrations, layout design and art direction
- ◆ **Moonlight Ride Motion poster**
2d assets, music, look and feel design
- ◆ **WAD magazine covers**
art direction, photography, layouting and photo manipulation
- ◆ **WAGG! UX/UI**
style kit, iconography and research

Interests

- ◆ Beatboxing ◆ Drumming ◆ Music
- ◆ Sketching ◆ Photography

* text/socials marked with this colour are hyperlinks

- ◆ 2021-2024
National Institute of Fashion Technology, Gandhinagar Bachelor of Design Communication Design (FC)
- ◆ 2018-2020
D.A.V Public School Bariatu, Ranchi Jharkhand

Co-curricular

- ◆ Contributed in College fest Spectrum 2023, as a Lead Graphic designer, major role was making print media, digital assets and logo.
- ◆ Percussionist for Dramatics Club "Mandali" leading winner team of Blithchron IIT GNR 2024.
- ◆ Launchpad 1st batch, an animation workshop hosted by Studio Zeng, Assam.

Skills

- ◆ Illustration ◆ Animation
- ◆ Brand Identity Design ◆ Layouting
- ◆ Photo Manipulation ◆ Storyboarding

