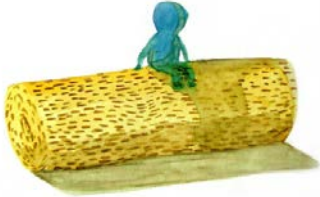


## TANAYA VYAS

Visual Design | Illustration | Motion | Design Research



### ABOUT

Tanaya is a visual communication and motion designer and researcher/ educator interested in multimedia narratives along with expanded animation and illustration techniques. Tanaya is an NID (Ahmedabad) alumna. She has received her MA in Visual Communication at the University for the Creative Arts (UCA), UK as part of which she has dealt with construction and deconstruction of perspectives shaping the interpretation of image-making, human-technology exchange and experimental animation as a unique strategy to understand perceptual aspects of serendipitous experiences in post-internet context.

Professionally she has worked with notable publishing houses and collaborated with multi-disciplinary team members on projects from concept pitch till delivery. She has collaborated with organisations such as the World Wildlife Fund to create mix-media animated films, attended the SVA Illustration Residency in New York and taught visual art and design. She has also illustrated tactile graphics and children's books for inclusive education and her work has been exhibited in New York, Singapore and France.

With a constantly evolving practice, she strongly believes in incorporating global and local insights in her design process and aims for a dynamic approach driven by curiosity, learning, collaboration and constant innovation.

**Website:** [tanaya321.com](http://tanaya321.com)

#### Select clients:

WWF-India, Tulika Publishers, HarperCollins India, Pratham Books, Tata Interactive Systems, Scholastic India, Covent Gardener Magazine London and more...

## PROFESSIONAL EXPERIENCE

**Jan 2019 - Present**

**Assistant Professor, Visual Communication Design | Department of Design, Nirma University, India**

**Sept 2018**

**Design Assistant | Carlton Books**

**Feb 2018 - Sept 2018**

**Graduate Teaching Assistant | University for the Creative Arts, Canterbury, UK**

Assisted in teaching authorial narrative and visual communication courses to Undergraduate, Postgraduate and Further Education students

**July 2016 – Sept 2017**

**Independent Design Consultant | Scholastic India, HarperCollins India**

Projects: Picture book illustration and cover designs

**May 2016 – June 2016**

**Summer Residency in Illustration: Art and Industry Program | School of Visual Arts (SVA), New York**

Projects: Illustration for editorials, posters, book covers, sequential narrative

**Jan 2016 – April 2016**

**Independent Design Consultant | Tulika Publishers, India**

Project: Author and illustrator for the children's picture book 'Kasturba'

**May 2015 – Dec 2015**

**Lead Visualiser | TATA Interactive Systems (TIS), Mumbai, India**

Projects: Storyboarding for brand motion graphics, visualisaSon for e-learning modules

**2014 – 2015**

**Independent Design Consultant for publishers (Pratham Books, Tulika Publishers)**

## EDUCATION

**2017 – 2018**

**Master of Arts in Visual Communication (Distinction) - University for the Creative Arts, Canterbury UK**

- MA Thesis 'Serendipity on Demand' - exploring notions of serendipity in the age of the internet (multimodal narratives exhibited through documentary animation, projection installation and risoprinted leporello book)

- Photo essay on T.S. Eliot's poem 'Wasteland' as part of the exhibit at the Turner Contemporary, Margate, Kent

- Visual narratives tracing parallels between the revival of the 'handmade' in India and the UK (GIF projection installation with audio-video)

<https://archive-serendipity.tumblr.com/>

<https://www.behance.net/gallery/72071749/ANIMATION-Documentary>

<https://tanaya-ucaproject1.tumblr.com/post/169925570414/treatment-design-methodology-gifs-i-started>

## **2008 – 2013**

### **Bachelor of Design in Animation Film Design - National Institute of Design, Ahmedabad, India**

- Graduation Film Project with the World Wildlife Fund (WWF) India 'Cities for Forests' campaign

<https://vimeo.com/80443923>

- Design Internship 2011 with Cartoon Network India: Character design and broadcast packaging

## **AWARDS & RECOGNITIONS**

### **Speaker at AFCC Singapore 2019**

Talk and interactive workshop

Personal Journeys, Stranger Worlds, New Perspectives: Illustrating Children's Non-fiction in India

### **Artist Book Exhibition 2017**

Exhibited my book 'Reflections of the Forest' at All Inked Up: artist books symposium, exhibition and print fair curated by Rob McDonald at UCA Herbert Read Gallery, UK.

### **Book Illustrators Gallery Exhibition, AFCC Singapore 2017**

Illustrations from my book 'Kasturba' published by Tulika Publishers (India) exhibited at the Asian Festival of Children's Content (AFCC), Singapore

### **National Tactile Book Prize 2013**

Tactile graphic book 'Bo, Messy and Shampoo' created for visually impaired children won the National Tactile Book Competition India. The book was selected in the judge's best category of 'Typhlo & Tactus' France 2013.

### **Sir Ratan Tata Scholarship 2009**

Awarded on merit for the student work produced during the first year of graduate study at the National Institute of Design, India

## **CONTACT**

**Tanaya321@gmail.com**