

# JAYA MODI

London

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## ABOUT ME

I am an Art and Design Enthusiast with a keen interest in Visual Cultures and Communication. My work often visualises the permutations between word and image as I am constantly attempting to deconstruct the formed binaries between the visual and the verbal.

I learn relatively fast and am motivated to give my very best for every opportunity. At a personal level, I am able to work well as a team and I take pride in having good people skills, a pragmatic approach and proficient articulation. I believe in placing my ideations within a socio political framework; contextualising both the work and its meaning - to strive to design with an amalgamation of theory and praxis, which I believe, proves beneficial to my practical outcomes and strengthens my merits overall as a designer. Professionally I consider visualisation, conceptualisation, time management and proactiveness my core strengths.

## ACADEMIC QUALIFICATIONS

**The Mother's International School,  
New Delhi, India -**

94.5% overall aggregate in the AISCCE by CBSE board examinations

**Central Saint Martins, London -**  
UAL Level 4 Diploma in Art & Design  
Foundation Studies (QCF)

**London College of Communication, London -**  
BA Graphic & Media Design, First class (Hons)

**London College of Communication, London -**  
MA Graphic & Media Design, Merit (Hons)

## LANGUAGES

English, Hindi, Bengali

## PERSONAL REFERENCE

**Hamish Muir** - Graphic Designer and lead tutor  
at BA GMD, LCC, UAL - [h.muir@lcc.arts.ac.uk](mailto:h.muir@lcc.arts.ac.uk)

**Lawrence Lartey** - Project director for the NY-  
LON Exchange Programme - [l.lartey@arts.ac.uk](mailto:l.lartey@arts.ac.uk)

## DESIGN SKILLS

I enjoy pursuing projects that allow me to consider elements of Illustration, Editorial layouts, Typography, Photography and Publishing design. Additionally I've always valued hands-on skills and have experience with techniques like Batik, Block printing, Letterpress, Screenprinting, Linocut, Book arts, etc. I often indulge in crafts and have worked with a variety of practitioners pursuing the same.

## SOFTWARE PROFICIENCY

Microsoft Office, Final Cut Pro, Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Aftereffects, Adobe Premier Pro, Adobe Lightroom, Comfortable with Mac operating systems (OSX)

## WORK EXPERIENCE

**Co-creative, British Council (South Africa Arts)  
Present, London (2019)**

I currently work in a paid role co-creating within a team that is headed by Art Director Mutsa Marau, for the British Council on their Arts programme in South African Arts. I explore ways of storytelling about the growing creative sector in Southern Africa; and its networks and enterprises to support young artists.

**Co-Editor, JAWS Journal**

**Present, London (2019)**

My role as an editor for the 5th Volume of JAWS journal includes screening, correcting, collating and managing submissions. I ensure deadlines are met and that selected pieces maintain the standard of the publication.

**Intern, Tiipoi**

**Present, London (2019)**

My paid role at involves indepth design research, design consulting, providing designed deliverables that fit within their developed brand guidelines, and Social media management. I also assist with product check and basic administrative work.

**Student Ambassador, Greystar Real Estate.**

**Present, London (2018)**

My paid role involves engaging new residents and supporting the Front of House team. I assist with networking, hosting and planning events along with social media promotion.

**A Line Which Forms A Volume #2**

ISSN: 2515-9801

London (2018)

Paid role as co-editor and symposium curator for the annual critical reader and symposium of graphic design-led research.

**Positioning Practise Vol. 2 / ISSN 2399-6684**

London (2018)

Part of the select design and editorial team for the annual publication. This issue was launched at the Design Museum where I was able to showcase my work as well.

**NY-LON Exchange Programme.**

London (March - July 2018)

Selected to an international collaborative effort with a specialist team working with industry briefs in collaboration with the Shawn Carter Foundation.

**Creative Intern, Handmade in Britain.**

London (April - May 2018)

My paid work included liaising with artists for content and layout management for their website, along with procedural marketing tasks and handling of some basic administrative duties.

**Paid Internship at Penguin Random House UK.**

London (March 2018)

Working as a Temporary Book Fair Intern. My roles included preparing material covering the varied range of titles at the book fair; being involved in the creation of the book dummies on display.

**Paid contributor (Partime) at Madras Courier.**

London (November 2017 - February 2018)

Work included content generation for weekly journalistic assignments. Additionally I also helped with their social media presence, management and marketing.

**Board of Study representative at LCC, UAL.**

London (2017 - 2018)

My role as a representative includes attending Board of Study meetings and speaking for student interests while regarding the university ethos and guidelines.

**The Elephant's Secret Kitchen cookbook**

ISBN: 978-1-9996463-0-1

London (2018)

Core member of editorial design team for a collaborative effort between The Jamyung Buddhist Centre (London) and LCC, UAL to create and publish a cookbook that promotes a green approach to healthy, vegetarian eating.

**Peer Mentor at LCC, UAL.**

London (2016)

Core member of the paid "Peer Mentoring" pilot project at LCC, that involved leading creative workshops with first year students, and assisting them to cultivate essential skills for studies.

**Claymen/ Infonauts.**

New Delhi (2016)

Interned at the Graphic design cum Ceramic studio, and was mentored by Mr. Aman Khanna. I was involved in designing reports, assisting in re-branding company identities, icon design and limited sales work at the store.

**Hindustan Times.**

New Delhi (2015)

Interned in the Design lab and Newsroom of the national newspaper. I worked on their social media and the covers for their featured specials.

**EXTRA CURRICULARS & ACHIEVEMENTS****Published in A Line Which Forms a Volume #2**

ISSN 2515-9801

London (2018)

ALWFAV is an annual critical reader and symposium of graphic design, published by participants of the MA Graphic Media Design course at London College of Communication. It came bought with Magculture, Draw Down Books, and many other stocklists.

**Published in JAWS Journal / ISSN 2055-2823**

London (2018)

The Journal of Arts Writing by Students, is the first academic arts journal entirely produced by and dedicated to current student work. It works to open new lines of discourse and collaboration between MA & PhD study across UK institutions.

**LCC Industry Peer Mentoring Scheme.**

London (Present)

Accepted into the selective LCC Industry Peer Mentoring Scheme, which aids in gaining better insight into industry workings and accumulating better work ethics and skills.

**Recipient of the "Tell Us About UAL" award**

London (2017)

An award meant for students from diverse backgrounds who have succeeded at a high level on their course.

**EXHIBITED WORKS**

- 2019, Editorial Feature, Eve Leibe Gallery, London
- 2018, Post Graduate Show, LCC, UAL
- 2018, Everything Happens So Much, London
- 2018, (Re)distributed Media: Leakage, The Design Museum, London
- 2018, Out Of Doors, LCC, UAL
- 2017, GMD Graduate Show, LCC, UAL
- 2016, Futures Forecasting, LCC, UAL
- 2014, Made To Persuade, CSM, UAL
- 2013, Zine Exhibition, Victoria & Albert Museum