ANIKA SHARMA

'Computer Science with Innovation' graduate and entrepreneur, with 2 years of experience in SMEs across industries including health-tech, fashion, recruitment, and waste management. I excel in dissecting complex problems through multidisciplinary lenses and developing human-centric, financially viable solutions.

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MEng Computer Science with Innovation
University of Bristol (67, 2:1)
2020-24

English	(Native)
Hindi	(Native)
French	(Duolingo A2)

Scholarships & Awards

2021 Hubbub Design by Nature shortlist

For exemplary product design in response to the public brief "How might we bring nature into the homes of low-income, inner-city communities?"

2024 and 2023 (Awarded twice) Innovation & Entrepreneurship Centre Experience Award

For demonstrating a commitment to extracurricular personal & professional development through seeking out and feeding back lessons from industry sources.

Experience

Founder & Artist
Anikasharma.world
Jan 2020 - now

- Sold customisable design products including commissioned portraits, logos, websites, posters, and tattoo designs
- Communicated with over 50 individual and business clients to understand and meet requirements through a structured co-creation process, ensuring a satisfying and customisable experience
- Managed production logistics with partners to consistently meet deadlines, and managed finances effectively to maintain profitability

Strategy Analyst & User Researcher
Weaving Change
Feb 2024 - May 2024

- Proposed strategic changes to optimise quality and cost, including refining value propositions and restructuring the product development phases and go-to market plan
- Added research and persuasive language to business plans, which increased incoming grants and investments
- Created an effortlessly-executable user research plan to test product assumptions and fill gaps in knowledge

Service Designer
Kamu (Student Project)
Jan 2024 - May 2024

- Collaborated within a multidisciplinary team to address record-breaking loneliness in Generation Z, using a mixed methodology of Double Diamond and Scrum sprints
- Conducted user research including a meta-analysis of 120 papers, 4 ethnographic studies, 30 participant and 6 expert interviews, and rigorously analysed insights to define a clear problem statement
- Facilitated the co-creation of an app prototype with 10+ participants through 2 focus groups, rehearsing digital services, card sorting, and informal feedback
- Ensured commercial sustainability through continuous market research and financial scenario planning

Business Consultant
Second Life Jacket
Sep 2023 - Nov 2023

- Explored options to utilise collected life jacket waste by analysing the business and its potential markets
- Produced a report containing a strategy and marketing plan to enter the upcycling market with a spin-off brand

Student Ambassador
University of Bristol
Jun 2021 - Sep 2023

- Coordinated with team members to recruit prospective students on Open Days and Offer Holder Days
- Delivered personalised support and information, whilst adhering to extensive inclusivity, accessibility, and safeguarding protocols

CGI Animator
Olympoids 2040
(Student Project)
Jan 2023 - Apr 2023

- Created a 10 second animation in Autodesk Maya portraying a moving character
- Produced a report detailing design decisions for the character, set, texture mapping, and animation

ESG Policy Developer & Brand Designer
Safer Industries
Jan 2023 - Mar 2023

- Created branding materials, including logos, shapes, and colour palettes for brands of the company through an iterative feedback process with the founder
- Drafted a basic framework for a novel ESG policy through secondary research, and organised ideas into a Venn diagram to be easily understood and modified by future contributors

Service Designer
Align (Student Project)
Sep 2022 - Mar 2023

- Worked within a multidisciplinary team of 4 to create a venture concept using Double Diamond and Scrum
- Created a prototype platform to facilitate accurate value-based matching between SMEs and graduate applicants
- Maintained dialogue with a diverse range of stakeholders and experts, utilising research and co-creation methods to accurately incorporate their voices

Editorial Designer
Supersum
Jun 2022 - Jul 2022

- Produced branded documents and posters with iterative feedback
- Researched and discussed design histories with the founder to explore long-term branding ideas

Lead Designer
Know Your Street
(Student Project)
Jan 2022 - May 2022

- Produced a concept for a novel NFC-based system to reduce barriers to connection in local neighbourhoods
- Conducted user interviews to define the problem, and collaborated with 3 computer scientists for technical design

Communications Designer
Srishti Software
Applications, India
Sep 2021 - Feb 2022

- Produced regular reports detailing improvements in the software interface and visual marketing material
- Drafted a standardised sales presentation structure to reduce time spent on tailoring presentations for each pitch
- Analysed the interplay between visual and spoken material during sales pitches to inform suggestions

Fashion Design & Business Mentee
Threads Boutique, India
Jul 2021 - Aug 2021

- Produced 3 garments after learning basic pattern-making and sewing techniques
- Learned about how the client's vision is documented and retained through the production pipeline

Volunteering

Equality & Diversity Officer
Computer Science Society at the University of Bristol
Oct 2022 - Apr 2023

Illustration & Editorial Design
Pandemonium Magazine Issue 3
Jun 2020 - Sep 2020

Fundraising Volunteer raising £200
Refugee Women of Bristol
Dec 2022

On-site Volunteer
Voice of Sarjapur during 1st Wave COVID
Apr 2020 - May 2020
Provided meals and arranged travel paperwork for migrant workers stranded at a bus station in Bangalore

Fundraising Volunteer raising £750
Prayaas during 2nd Wave COVID
Apr 2021 - May 2021
Funds were used for medical equipment such as oxygen concentrators and preventative drugs for underprivileged residents in Bihar