

JAYA MODI

London

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ABOUT ME

Jaya Modi is a London-based designer and writer working across fields of food, memory and design, weaving multiple perspectives and mediums of engagement into her practise.

A postgraduate from the University of Arts London, she has experience across both collegiate and industry briefs across departments of curation, visual branding and community development with esteemed organisations like the Shawn Carter Foundation, Hidden Women of Design, and the British Council. She has since worked with a variety of design spaces to foster a multi-disciplinary approach to design enquiry and writing, focusing on triangulations in memory, visual culture and imagination.

Continually contributing to several online platforms and print publications such as Hole & Corner, The Earth Issue, The Preserve Journal, Hakara Journal, and more, she continues to build her skills across journalistic writing, copywriting and editing work. Her previous experience as a Design Consultant at product design studio, and as a Graphic Designer and Creative Assistant at an independent transmedia company in London have helped her sharpen her acumen across a varied spectrum of skills such as art direction and photography, production support, content research and development, product sales and strategy, and event coordination.

ACADEMIC QUALIFICATIONS

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

Elizabeth Dixon - ekdixon23@gmail.com
Former Head of Development, Five Fifty Five

Hamish Muir - hm@hamishmuir.com
Former tutor and lecturer at UAL, co-founder
of the award-winning studio MuirMcNeil.

DESIGN SKILLS

I enjoy pursuing projects that allow me to consider elements of Illustration, Editorial layouts, Typography, Photography and Publishing design.

I also have experience with Block printing, Letterpress, Screenprinting, Linocut, and Book arts.

SOFTWARE PROFICIENCY

Microsoft Office, Final Cut Pro, Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe Aftereffects, Adobe Premier Pro, Adobe Lightroom, Adobe XD, Comfortable with Mac OSX systems, Working knowledge of Wordpress, Squarespace and Wix.

WORK EXPERIENCE

Junior Designer, **SevenCapital**

Present, London

At SevenCapital I work under their Head of Creative across their multiple verticals that include premium living, travel and events companies, to create both internal and public facing designed collaterals such as websites, brand identities, editorial material, etc.

Contributor, **Hole & Corner Magazine**

Present, London

Having guest written for Issue 19, I was invited on to the team to contribute to their 20th issue as well. During which I wrote for their [weekly newsletters](#), contributed some pieces for print, and inputted for their social media. Currently I freelance with them as required.

Creative Assistant and Graphic Designer, **Five Fifty Five**

London (2020-2022)

At 555, I functioned as a creative assistant to the CEO. Additionally, I created visual assets across their website, social media, sales decks and branding. I also assisted in art direction, helped with shoots, and fed into developing the company's core identity collaterals.

Design Consultant & Researcher, **Tiipoi**

London (2018-2020)

At Tiipoi, I provided branded deliverables such as media assets, content for their creative feed and packaging design. I helped write and mould product stories and launches, and conducted in-depth research across materials, design, marketing and production.

Co-Editor, **JAWS Journal**

London (2018-2020)

As part of the core team, I helped conceptualise the idea for the issue. I also screened, corrected, collated and managed submissions. I was responsible for the resultant book launch and symposium.

Co-Creative, British Council: SAA

London (March - June 2019)

Paid role co-creating within a team led by Mutsa Marau, for the British Council on their Arts programme in South African Arts.

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 between Vault 49, UAL and the Shawn Carter Foundation, to work on industry briefs.

Creative Intern, Handmade in Britain.

London (April - May 2018)

Paid work included liaising with artists for content, layout management of their website, procedural marketing tasks and handling basic administrative office duties.

Intern, Penguin Random House UK.

London (March 2018)

Worked as a temporary book fair intern to prepare material covering the varied range of titles at the book fair and created the book dummies on display.

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 and LCC, UAL to create and publish a cookbook that promotes green, healthy, vegetarian eating. We were a proud finalist for the [British Book Design and Production Awards 2019 - Lifestyle category.](#)

EXTRA CURRICULARS & ACHIEVEMENTS

Published in Crumble Magazine

London, 2022

A collaborative piece co-written with Lizzy Dixon was selected into the Magazine's "How's It Looking" issue. Our piece presented interpretations of home, reflections of travel and identity as it responds to change in place.

Industry Mentor, LCC, UAL

Present, London (Started 2020)

I've been affiliated with the LCC Industry Mentoring Scheme since I was accepted into the program as a [mentee in 2018](#). I am now an [associated mentor](#). An interview, [here](#).

The -los Magazine, Issue 4: Atemlos

Berlin (2020)

An excerpt from my study on Non-Places was published in the 4th issue of -los zine: Atemlos, which interrogated ideas of travel and movement.

Published in Torchlight Journal

Issue 11: Libraries in Film and Literature.

India (2019)

My undergraduate project on the Borges's Library of Babel, was selected and published for Torchlight Journal's eleventh issue.

Hakara Bilingual Journal, Issue 8: B&W

ISSN 2581-9976, India (2019)

Co-authored a reflective piece on the experience of reading black & white photographs, and its triangulations of memory, association and imagination.

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 can be bought with [Magculture](#), [Draw Down Books](#), and many other stocklists.

Published in JAWS Journal

ISSN 2055-2823, London (2018)

My BA Thesis on Non-Places was published in the Journal of Arts Writing by Students, which is the first academic arts journal entirely produced by and dedicated to current student work.

Published in Madras courier

London, 2018

My article highlighting the changing avatars of Brick Lane - one of the most culturally and religiously diverse areas in London, was published in their February issue.

Recipient of the "Tell Us About UAL" award

London (2017)

An award meant for students from BAME backgrounds who have succeeded at a high level on their course. I was subsequently [interviewed by Shades of Noir](#) for the same, and now feature on their [Creative Database](#).

RECENTLY EXHIBITED/FEATURED WORKS

- 2021, [Gassa](#), [Finger Food Magazine](#)
- 2021, [Raw Mango Chutney](#), [Chicken + Bread Zine](#)
- 2021, [Editorial Feature](#), Mother Tongue
- 2020, [Editorial Feature](#), Salt & Wonder Journal
- 2020, [Quarantine Space](#), Eyesore Magazine
- 2020, [Editorial Feature](#), The Earth Issue, London

