

# 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

**The Mother's International School,  
New Delhi, India -**  
94.5% overall aggregate in the AISSCE 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

**Andre Pereira - andre@tiipoi.com**  
Senior Product Designer at Tiipoi.

**Lawrence Lartey - l.lartey@rave.ac.uk**  
Project director for the NY-LON Exchange  
Programme.

**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, Comfortable with Mac operating systems (OSX), Working knowledge of Wordpress, Squarespace and Wix.

## WORK EXPERIENCE

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

Present, London

At 555, 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.

### **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. I regularly write for their [weekly newsletters](#), have contributed some pieces for print, and also input into their social media.

### **Design Consultant & Researcher, Tiipoi**

London (2018-2020)

I provided deliverables that fit their brand guidelines such as media assets, content for their creative feed and packaging design. I conducted in-depth research across materials, design, marketing and production.

### **Co-Editor, JAWS Journal**

London (2018-2020)

I screened, corrected, collated and managed submissions. I also held their 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.

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

London (2017 - 2018)

As a representative I attended Board of Study meetings and spoke for student interests while regarding the university's own 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 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**

### **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)

ALWFV 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](#).

## **OTHER EXHIBITED OR PUBLISHED WORKS**

- 2022, How's It Looking?, [Crumble Magazine](#)
- 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
- 2019, [Editorial Feature](#), Eve Leibe Gallery, London
- 2018, [\(Re\)distributed Media: Leakage](#), The Design Museum, London.
- 2018, [Everything Happens So Much](#), London

