

JAYA MODI

London



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**References available
upon request**

ACADEMIC QUALIFICATIONS

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

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

HIGHLIGHTS

- Co-editor and co-designer for The Elephant's Secret Kitchen cookbook; shortlisted for BBD&PA award. (2019)
- Co-editor and symposium coordinator for A Line Which Forms A Volume #2 (2018)
- Selected into the NY-LON Exchange Programme (2018)
- Contributor to Positioning Practise Vol. 2; work selected and displayed at The Design Museum London as *(Re) distributed Media: Leakage* (2018)
- Accepted into the competitive LCC, mentorship programme, later invited back as an Industry mentor (2018 - 2022)
- Recipient of the "Tell Us About UAE" award (2017)
- Invited to Shades of Noir as a recognised creative (2017)

ABOUT ME

I am a trained graphic designer with substantial experience in writing, photography, film, and publishing design. My particular interest across illustration, print techniques and book arts feeds into my multi-disciplinary approach to creativity, design and enquiry.

I have professional experience working industry briefs across curation, branding and community development. My curiosity in the interaction between food, storytelling and design and have contributed to several reputed platforms and publications such as Hole & Corner, RAFT, Preserve Journal, and more. My varied previous professional roles and considerable exposure have allowed me to develop a myriad of additional skills such as cooking, event organisation and project management, along with a proactive attitude and keenness to learn. I am eager to temper my abilities further at the next challenge I am given.

With my most recent role as Brand Manager for an organic fresh produce wholesaler, I was able to explore my deep passion for food cultures; understanding the value of seasonality, resilient food systems, provenance, and the valuable role design can play in bringing them together. The exposure in the role allowed me to successfully build brand recognition and engagement through discursive initiatives around food and culture.

WORK EXPERIENCE

Brand Manager, Wholegood
2025, London

- Strategised content for an entire year that included social media posts working in tandem with client and company newsletters, designed pricelists as well as automated sales emails; all that adhered to preplanned themes and seasonal product launches.
- Spearheaded a complete Instagram rejuvenation that yielded exceptional results across a growing following, increased exposure, meaningful engagement and overall brand cohesion.
- Led strategy to spread brand awareness through curated activations across community engagement initiatives and strategic partnerships.
- Successfully developed and produced recipes both internally as well as collaboratively with external chefs and brands.
- Designed core touchpoints for potential stockists and clientele across brochures, stickers, pamphlets, merchandise and a branded stall at Groundswell '26.
- Ensured smooth brand functioning and an upgrade across seller and social media platforms with regular updates to graphic assets, product photography and copywriting.
- Proactively undertook initiatives to improve company culture and team cohesion through planned meals and events.

Designer, SevenCapital
2023, London

- Core member of the marketing team and promoted within 18 months with glowing reviews.
- Instrumental to the branding of the company's premium flagship development in London – *100 Kensington*, where I worked in tandem with external agencies J2 and Conran and Partners to design the property brochure and marketing suite.
- Designed core company and associate brand graphics such as websites, high-end coffeebooks, consultation brochures, annual reports, social media assets, as well as other large scale collaterals for properties including hoardings, feather flags, banners, etc.
- Excelled at individual property rebranding assignments that included a complete brand identity design from strategy to execution.

Designer & Creative Assistant, Five Fifty Five
2021, London

- Developed and executed the company's core identity collaterals such as website and branding.
- Designed multiple assets across social media and other industry collateral such as idents, media teasers and sales decks for projects pitches across company and partner creatives.
- Collaborated with the Creative Director in art direction, storyboarding and location scouting for music videos and photoshoots, and supported with translations for podcast recordings.
- Script doctored and creatively feedback on innumerable project proposals and one-pager pitches from the company incubator.

Design Consultant & Researcher, Tiipoi
2019, London

- Conducted in-depth research across usable materials, product design, story-led marketing and production, which fed to improve existing products and bolstered new product range launches.
- Designed and strategised all graphic collaterals across packaging, company lookbooks, brochures, leaflets, branded stickers and social media
- Directed a renewed website user experience and design in time for a refreshed launch.
- Collaborated on the launch of new products, branded photoshoots and the final branded stall design for Dutch Design Week in Eindhoven.

Freelance Writer, RAFT (formerly Hole & Corner magazine)
2019 - present, London

- How the native plants of Mallorca...
- Take the chair
- Of provenance, passions & the pleasures of eating
- Back to the Land with JB Blunk
- Sacred Spaces
- Captivated by the colours of KG Nilson
- Nila House: Jaipur's seat of excellence
- Spinning the Potter's Wheel

SOFTWARE SKILLS

Microsoft Office, Google Suite, Adobe Suite, Final Cut Pro, Mailchimp, Hubspot, Squarespace, Wix, Asana, ClickUp