Design Portfolio.

Anish Sharma

About

Anish Sharma
Specialize in Brand Identity & Graphic Design
Selected Portfolio Works 2019-2025

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Information

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About Me

Anish Sharma

I am Anish, a Graphic Designer specializing in brand identity and creating impactful visual systems. My work is focused on crafting compelling designs—ranging from print assets and packaging to digital graphics—that effectively capture attention and communicate the core essence and values of a brand. I aim to deliver comprehensive designs that resonate deeply with both my clients and their target audience.

My design journey started in 2019, following my studies in Multimedia Tech at Islington College (Londonmet University). Since then, I have gained valuable experience working with diverse needs from agencies, established brands, and business owners. My focus has primarily been in the tech-adjacent, direct-to-consumer (DTC), and B2B sectors, applying a meticulous approach to every project, whether it's a full brand overhaul, an illustration, or a UI/UX element.

I invite you to explore my portfolio to see how my passion for brand design, combined with versatility in skills like packaging and print design, can elevate your business. If you are seeking a dedicated and creative partner to bring a new vision to your brand, I would be pleased to connect and discuss how we can create something extraordinary together.

Nepal Tea Collective

F&B E-Commerce & Wholesale

Scope of Work

Social Media Branding | Email Design | Illustrations | Print Media | Website Assets | Packaging Design

Problem

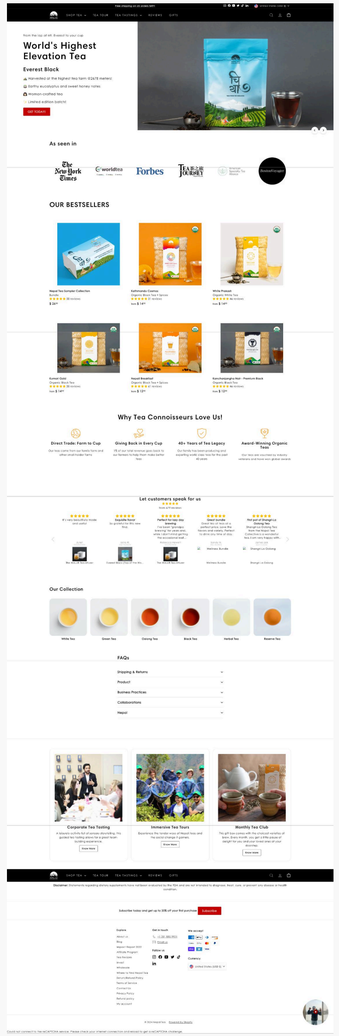
As an ethical Agri-commerce brand, Nepal Tea Collective needed its entire visual presence to consistently communicate its mission of high-quality, ethically sourced tea while competing in a crowded global retail market.

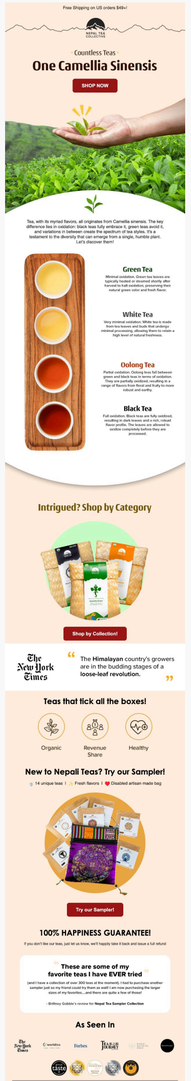
Needs

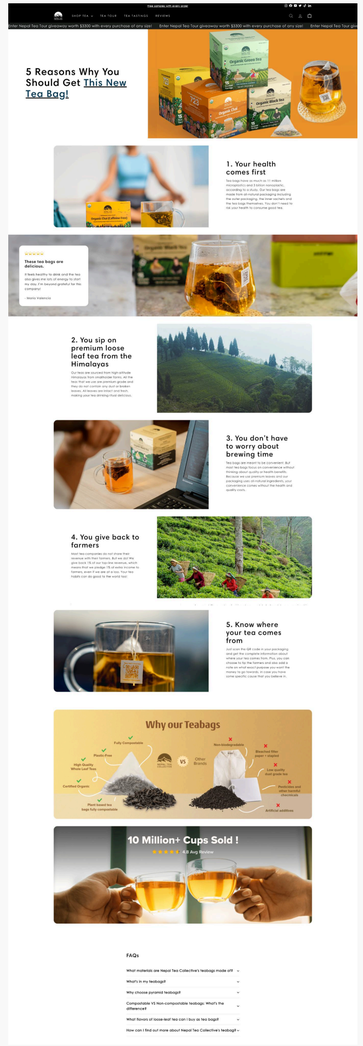
The company required a dedicated designer to manage and unify all visual touch points, from product packaging and print collateral (menus, murals) to daily social media content and Shopify assets, ensuring brand authenticity and professionalism.

Solution

I established a unified design language across all visual assets, overseeing designs of everything from large-scale campaigns and custom product packaging to email campaigns and website integration. This cohesive approach amplified the brand's ethical mission, ensuring both the artisanal quality of the tea and its modern e-commerce professionalism were communicated across every channel.







Award-Winning organic teas from the Himalayas!
About Us
Uniqueness of Nepal Tea Collective
Nepal Tea In Numbers
Plant-based Teabags
The Market Gap/Opportunity
Thank You!
What are people saying?
Nepal Tea Collective - Compostable Tea Bags - Black Tea

Why work with us?
Loose Leaf Tea
Transparent and Traceable Supply Chain
Product Profile 2024
NEPAL TEA COLLECTIVE

MENU
Tea Flights
Material rich soil of Nepal
Artisanal Blends
Signature Classics
Ice-Tipped Coldbrews
NEPAL TEA COLLECTIVE

Kumari Gold
Nepali Breakfast
Himalayan Mist
Himalayan Sunrise
Ganesha Green
White Prakash
Silver Yeti
Shangri-la Oolong
Kathmandu Cosmos
Mystique Mélange

NEPAL TEA COLLECTIVE
Rose label
Reserve 23

NEPAL TEA COLLECTIVE
Award Winning Teas from the Himalayas
YACON SYRUP
Syrup That's Good For YOU!
Yacon Syrup
100% Organic
Straight from the Himalayas
9.5 fl oz. (280ml)

Organic Green Tea
Organic Chai
Organic Black Tea
15 Pyramid Tea Bags

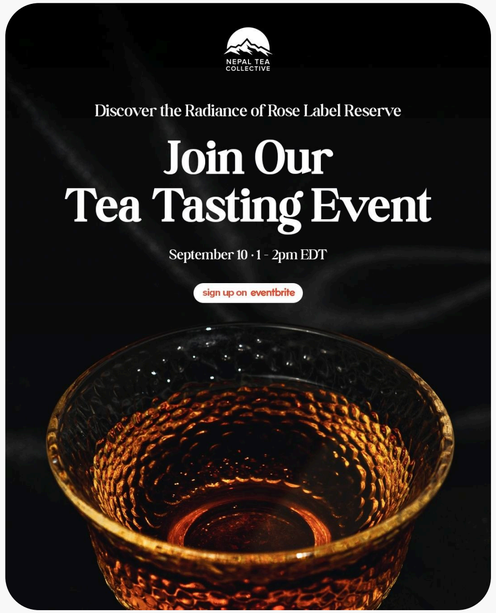
NEPAL TEA COLLECTIVE
Happy Holidays

NEPAL TEA COLLECTIVE
Sampler Collection
14 Assorted loose-leaf teas
Delicious | Single Origin | Always Organic
Experience premium Nepali teas hand plucked just for you

NEPAL TEA COLLECTIVE
Assorted Organic Teas
Award winning single origin teas from the Himalayas
15 Pyramid Tea Bags
Net WT. 1.05 oz (30 g)

NEPAL TEA COLLECTIVE
High on Tea!

NEPAL TEA COLLECTIVE
Experience the
Flavors of the Himalayas


NEPAL TEA COLLECTIVE
Discover the Radiance of Rose Label Reserve
Join Our Tea Tasting Event
September 10 · 1 - 2pm EDT
sign up on eventbrite

NEPAL TEA COLLECTIVE
Join us at
Christmas Market
DECEMBER 9TH
The Farmers' Market at Le Sherpa, Lazimpat, Kathmandu.

NEPAL TEA COLLECTIVE
Tea Explorer Bundle
Great for explorers of new teas
Includes:
1 * Nepal Tea Sampler Bag
1 * Portable Teapot
4 * Tea cups
$65
$50

NEPAL TEA COLLECTIVE
x
THE BOIIS CO
FILIPINO MOCHI BAKERY
Tea + MOOKS™
Giveaway!

WePlay

Sports Tech

Scope of Work

Social Media Branding | UI / UX | Illustrations | Print Media | Website Assets

Problem

WePlay, a Sports-tech app, needed a fresh, high-energy brand voice to resonate with its core customer base of young athletes and distinguish itself from standard utility booking apps.

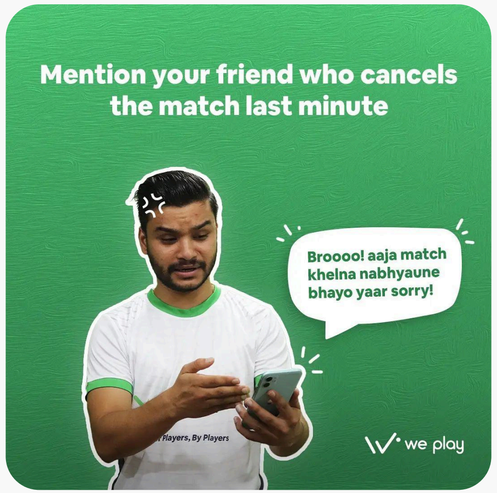
Needs

The company required a clean, sporty design system and custom illustrations that could both empower players and convey relatable, lighthearted scenarios faced by the football community.

Solution

The solution delivered a dynamic visual strategy centered on clean layouts and high-impact action photography to celebrate players and the game. Custom illustrations were simultaneously developed to convey lighthearted, engaging content that fostered community and boosted brand relatability across social media and the app.

we play

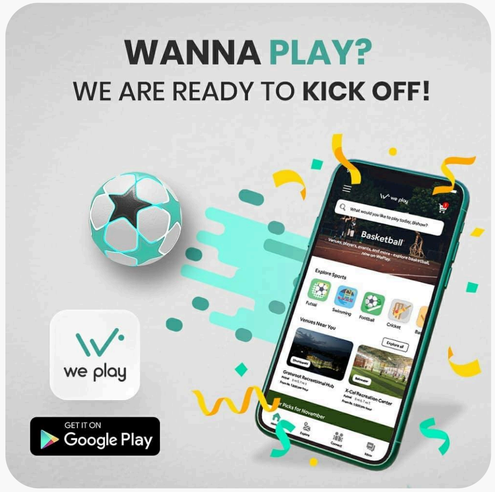

Mention your friend who cancels the match last minute
Broooo! aaja match khelna nabhyaune bhayo yaar sorry!
we play

2021

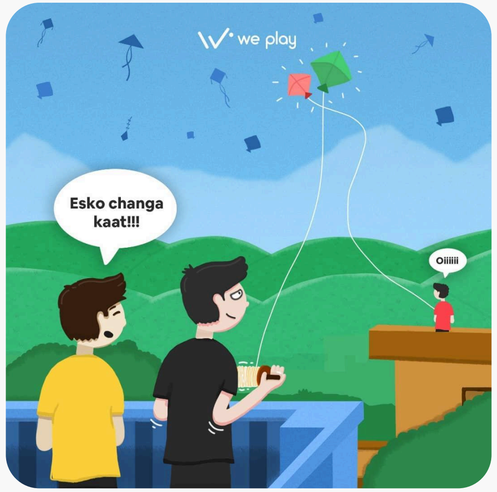
The 'A' in
WePlay
stands for
" aaja ko match last ramailo bhayo guys "

#ADIBALLCHALLENGE

Futsal khulyo bro, khelna gaidim.
Huncha tara Safe bhayera hai!


WANNA PLAY?
WE ARE READY TO KICK OFF!
we play
GET IT ON Google Play

THAT WAS AN
EGG-CEPTIONAL
GOAL!


we play
Esko changa kaat!!!
Oiiiii

MOCO

Financial Tech

Scope of Work

Social Media Branding | UI / UX | Email Design | Illustrations | Brand Guidelines | Print Media | Website Assets

Problem

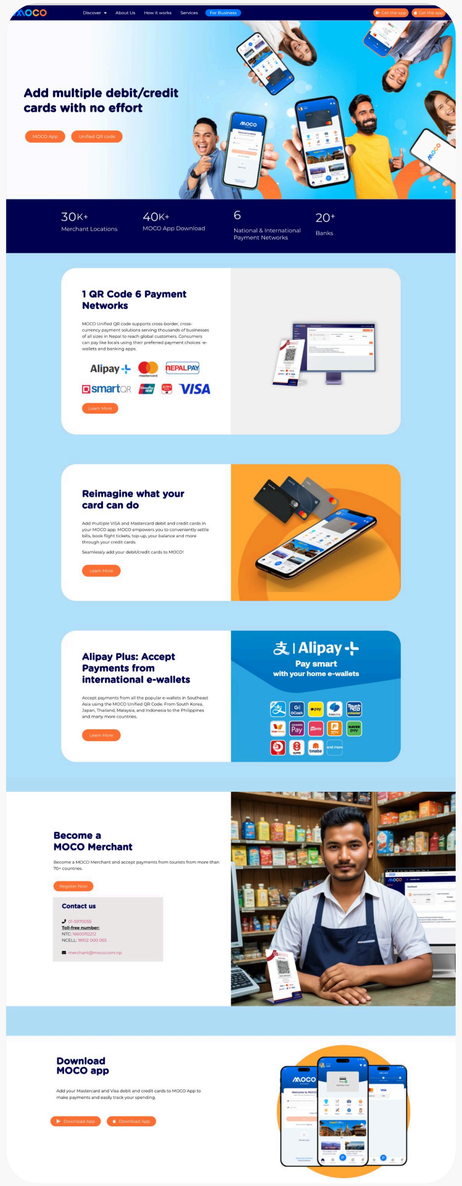
MOCO, an emerging **financial technology** platform, needed a complete **brand overhaul** to differentiate itself in a highly competitive and often visually generic fintech market. The core challenge was to create a modern, trustworthy identity that could bridge the gap between **complex digital finance and a user-friendly**, approachable experience. The existing visual assets were inconsistent, requiring a robust system to be built from the ground up.

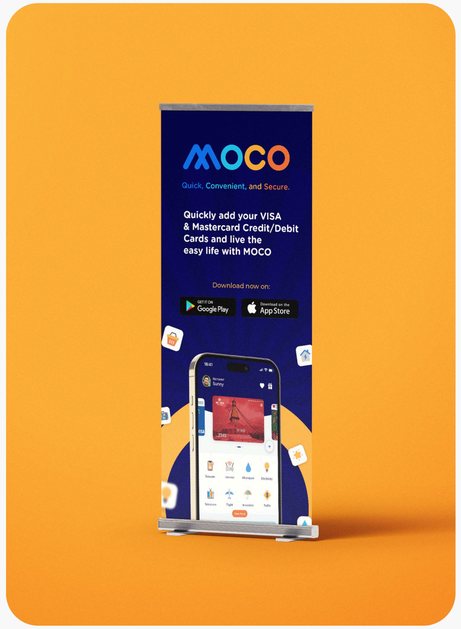
Needs

The company required a scalable **design foundation** to serve all future visual needs, including social media, pitch decks, merchandise, and core UI/UX elements. This necessitated a designer to strategically utilize a vibrant color palette of the new identity. The goal was to establish a unique and memorable look that positioned MOCO as the modern, innovative choice in cross-border payments.

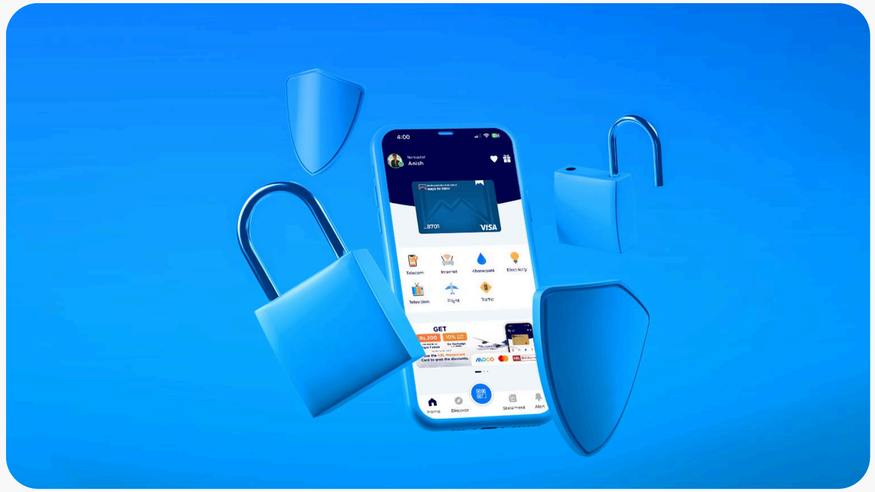
Solution

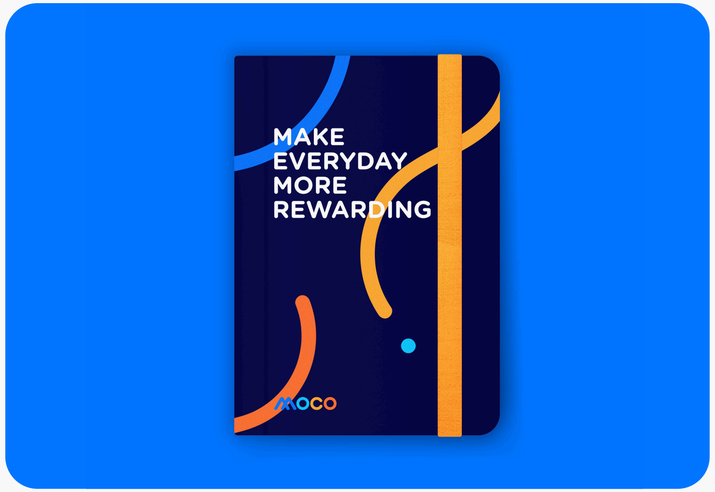
The solution delivered a comprehensive Brand Guideline and a suite of initial assets that set the visual standard for the entire company. I established a dynamic color palette, custom illustrations, and geometric shapes to create a unique, approachable aesthetic that differentiated MOCO from competitors. This foundational system now ensures consistency and scalability across all touchpoints, from social posts to complex UI/UX components.


Add multiple debit/credit cards with no effort
30K+
Merchant Locations
40K+
MOCO App Download
6
National & International Payment Networks
20+
Banks
1 QR Code 6 Payment Networks
Reimagine what your card can do
Alipay Plus: Accept Payments from international e-wallets
Pay smart with your home e-wallets
Become a MOCO Merchant
Contact us
Download MOCO app


MOCO
Quick, Convenient, and Secure.
Quickly add your VISA & Mastercard Credit/Debit Cards and live the easy life with MOCO
Download now on:
Google Play
App Store

MOCO
Financials and Growth Overview
Fiscal Year 2080/81
Vision Statement
Mission Statement
What MOCO is set to do in Nepal
Our Journey
Our Values
Why MOCO
45 Days Interest Free
One QR for all your payment needs
Full Transparency
Roadmap
The Solution
SWOT Analysis
STRENGTH
WEAKNESS
OPPORTUNITY
THREAT


GET
Rs.300
10% OFF

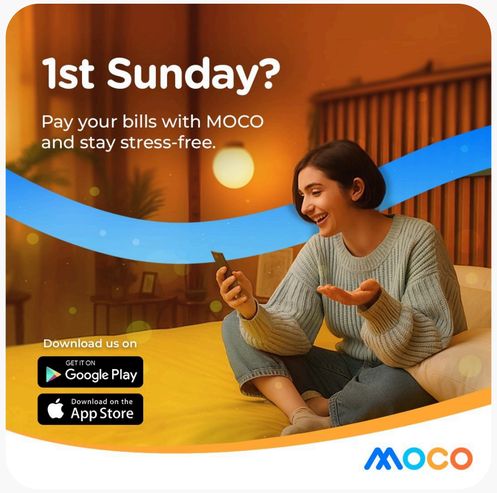

MAKE EVERYDAY MORE REWARDING
MOCO

MOCO
Connect Globally with MOCO QR
Easily accept payments from international payment networks and e-wallets
VISA
mastercard
支付宝 ALIPAY
Alipay
smartQR
NEPALPAY
Scan to Pay
MOCO MERCHANT
We Accept

MOCO
कुकुर तिहारको
मंगलमय शुभकामना

MOCO
इन्द्रजात्राको
हार्दिक शुभकामना।

Alipay
Merchant fee has dropped from
2.2% to 1.75%.
Alipay
Pay smart
with your home e-wallets
MOCO


1st Sunday?
Pay your bills with MOCO and stay stress-free.
Download us on
GET IT ON Google Play
Download on the App Store
MOCO

MOCO
उडान मा उमङ्ग
अब तिहार र छठमा पनि !
MOCO App बाट Flight Ticket Book
गर्दा रू. ३०० सम्मको Discount पाउनुहोस !
27TH October - 9TH November
*T&C Apply

MOCO
Be
1 OF 30
winners to win Rs. 50 Top-up
In your first transaction
Bill Payment
Telecom
Internet
TV
Utilities
Ncell
Topup
Data Packs
NT Landline

Be Smart, Choose MOCO!
Multiple services, one app, endless convenience.
Download us on
GET IT ON Google Play
Download on the App Store
MOCO

Yamaha Music Nepal

Audio E-Commerce & Retail

Scope of Work

Social Media Branding | Print Media | Website Assets

Problem

As a major retailer, Bass & Treble (also known as Yamaha Music Nepal) faced the challenge of maintaining a single, cohesive social voice while promoting over ten distinct global brands simultaneously. The constant stream of diverse promotions and event announcements risked creating a fragmented and visually inconsistent feed.

Needs

The company required a robust, in-house visual strategy to consistently deliver professional-grade content across all marketing objectives. This necessitated a designer skilled in product photography, image manipulation, and graphic design to create high-quality product visuals.

Solution

The solution involved designing a cohesive visual system that successfully housed promotions for 10+ major brands within Bass & Treble's primary voice. Executing diverse campaigns utilized original product photography and advanced image manipulation to drive retail sales and engagement.

YAMAHA

B&T BASS & TREBLE

PROMARK
ACTIVEGRIP
LOSING
YOUR
GRIP

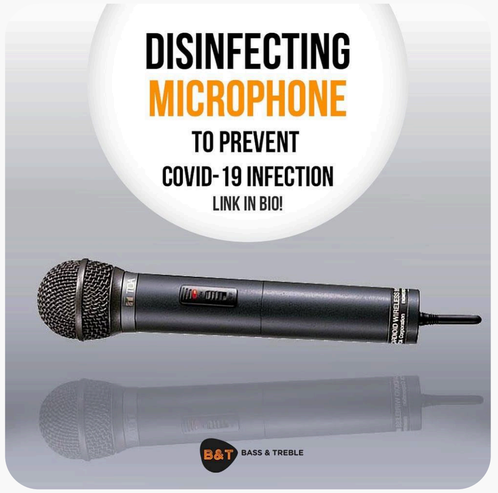
D'Addario
NYXL Strings
09 ! 42
09 ! 46
10 ! 46
NY XL

B&T
MERRY CHRISTMAS

MEINL
HCS
SERIES
HCS

Meinl
Classics Custom
Dark Set
CLASSICS
CUSTOM

B&T BASS & TREBLE
COMING
SOON!
JOY OF INDIAN MUSIC


DISINFECTING
MICROPHONE
TO PREVENT
COVID-19 INFECTION
LINK IN BIO!
B&T BASS & TREBLE

WWF

Non-Governmental Organization

Scope of Work

Illustrations | Print Media

Problem

The primary challenge was developing conservation materials for rural Nepal communities hampered by **low literacy and language** barriers. The campaign required an instantly accessible and impactful strategy to encourage community action toward sensitive otter protection.

Needs

The core need was a set of posters reliant purely on visual communication to translate complex conservation messages into Nepali. This required designing an engaging **illustrated otter mascot** and a clear visual hierarchy with a vibrant aesthetic to capture community attention effectively.

Solution

The solution delivered a series of posters utilizing a friendly, engaging **illustrated otter mascot** to serve as the campaign's educational guide. Information was presented using a system of **simple, vibrant illustrations and icons** (rather than long text blocks) to visually represent conservation practices. This strategic design successfully balanced the educational mandate of WWF with the immediate accessibility needs of the target demographic.

ScholarPort

Educational Tech

Scope of Work

Brand Guidelines | Logo Design

Problem

ScholarPort, an AI + Human-powered education consultancy, needed a brand identity that could immediately establish **trust** while showcasing its innovative EdTech model. The challenge was differentiating the brand globally while **avoiding the cliché "navy blue and academic hat"** visual language common in the sector. The identity also needed to be future-proof, capable of scaling from a consultancy service into a full-fledged global tech platform.

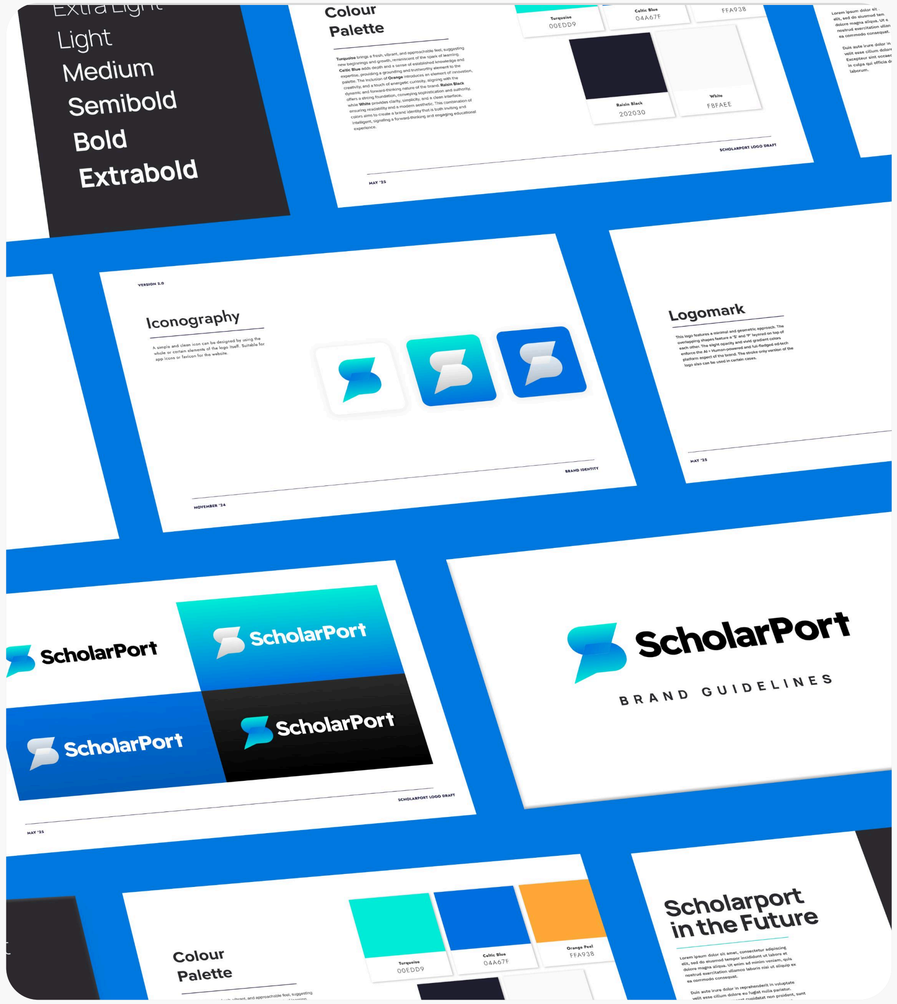
Needs

The core requirement was a comprehensive brand package that visually articulated **Expertise, Trust, and Accessibility** for students and parents. The logo needed to convey "gateway to opportunity" and function perfectly across all digital touchpoints, especially as an app icon. The brief mandated a fresh, vibrant, and professional color palette to distinctly separate them from conventional education agents.

Solution

The solution delivered a Brand Guideline anchored by the **abstract 'S' mark**, which simultaneously represents **ScholarPort** and a **speech/chat bubble**. This emblem instantly visualizes the core service: AI-powered communication and personalized guidance. A **vibrant blue-to-cyan gradient** signals **digital innovation and global reach**, ensuring the identity is modern, scalable, and instantly connects the brand to the future of EdTech.

ScholarPort



Handbook Design for

US Embassy Nepal

AMERICAN EMBASSY

Scope of Work

Print Media

Problem

The U.S. Embassy urgently needed to communicate complex U.S. higher education information to Nepali parents and students in a clear, accessible, and officially trustworthy format, all within a less than 24-hour deadline.

Needs

The requirement was for a high-quality, professional handbook design that organized vast amounts of data using clear visual hierarchy, iconography, and an authoritative yet encouraging tone.

Solution

The solution delivered a formal handbook structure using a strong grid system, clean typography, and the established U.S. government color palette for instant credibility. This comprehensive guide effectively broke down the complex application and degree process into highly digestible, trustworthy sections for the target audience.

Book Cover Design for

Lalitpur / Kathmandu Bite Sized

Scope of Work

Print Media

Problem

The author required a distinctive and memorable cover design for the "Bite Sized" short story filled series that visually represented the complex, unique spirit of Kathmandu and its first follow-up, Lalitpur.

Needs

The core design need was to achieve a surreal and arresting aesthetic by cleverly integrating iconic city elements into a unified, signature style that could successfully launch the original book and scale to future volumes.

Solution

The solution delivered a consistent series design using a surreal, high-contrast visual style centered on key landmarks and subtle city motifs (cats, birds, airplanes). Utilizing bold color inversions (Red for Kathmandu, Purple for Lalitpur) and distinct silhouette compositions ensured the covers stood out on shelves while maintaining a strong, recognizable brand identity across the series.

Report Design for

One House Solution

Scope of Work

Print Media

Problem

One House Solution (OHS) required a professional and authoritative design for its annual Investor Report to accurately present complex financial and business data to stakeholders.

Needs

The core need was to transform dense, data-heavy text (like market share and SWOT analysis) into visually engaging, readable charts and infographics while maintaining corporate trustworthiness and brand cohesion.

Solution

The solution delivered a clean, magazine-style report using a strong grid system and intuitive data visualization to enhance readability and data retention. Utilizing the company's core brand palette, the design successfully blended corporate professionalism with engaging presentation, making complex investor information accessible to all stakeholders.

Packaging Design for

FitBar

Scope of Work

Packaging Design | Print Media

Problem

Fit Industries needed product packaging for its new FitBar line that clearly communicated health benefits and flavor profiles in the highly competitive nutrition bar retail environment.

Needs

The core requirement was a clean, energetic design system that could use distinct color cues and transparent ingredient windows to differentiate multiple flavors (Honey Almond, Peanut Butter, Coffee Burst) and instantly attract the health-conscious consumer.

Solution

The solution delivered a consistent packaging system using bold, flavor-specific color schemes (red, yellow, brown) and high-impact photography of the core ingredients. The design prioritized visual clarity, ensuring the product's nutritional value and distinct flavor identity were instantly recognizable on the shelf.

Fit Industries

Thank You.

Anish Sharma
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Selected Portfolio Works 2019-2025

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Information

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