

# ANNA TSUDA



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<http://annatsuda.com>

<http://ricebox.studio>

## Profile

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Hello, I'm Anna, a designer and co-founder at Ricebox Studio, passionate about visual communication and creative tech with a human-centric approach for positive change. If I'm not designing or coding, you can find me Hawaiian/Tahitian dancing, studying French, and eating gelato.

## Skills

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Confident in verbal and written communication, Organised, Detail-oriented, Independent, Team-oriented

Adobe Illustrator/Indesign/Photoshop/After Effects/Premiere Pro, Microsoft Word/Excel/Powerpoint, HTML/CSS/JavaScript, UX/UI Prototyping, Graphic Design, Design Thinking, Primary/Secondary Research, Project Management and Logistics, Event Planning

Native level English, Native level Japanese, Elementary level French

## Education

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MSc Creative Computing at University of the Arts London: Creative Computing Institute  
Sep 2019 - Dec 2020

- Studied modules in experience design, creative coding, and machine learning
- Explored the role language plays in design nudging for my thesis project

BA Graphic Design at University of the Arts London: Camberwell College of Arts  
Sep 2017 - Jun 2019 (graduated with a first class honours)

- Transferred into 2nd year of BA Graphic Design
- Explored graphic design as a field of research with Interpolate and technology for the humanities sector with Digital Maker Collective

BA Communication Design at Monash University  
Feb 2016 - Mar 2017

- Completed my first year in BA Communication Design
- Acquired a range of skills in commercial design (advertisement/packaging/branding)
- Undertook intermediate French as an elective

Nagoya International School

Sep 2011 - Jun 2015

- Graduated with an International Baccalaureate Bilingual Diploma
- Practiced leadership, management, and event planning as the president of the National Honor Society (2014-2015)

## Work Experience

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Assistant Creative Learning Producer at UAL: Creative Computing Institute  
Dec 2020 - present

- Growing the institute's community and network through assisting with managing social media platforms, designing e-newsletters, and organising public events
- Prepared the production schedule, led the social media promotion, and liaised between the students and staff as the co-producer for the MSc Creative Computing online degree show

Technician at UAL: Creative Computing Institute  
Oct 2020 - present

- Operating and overlooking the workshop space equipped with items such as 3D printers and soldering tables
- Attending to programming-related technical queries in person and online via Slack

Co-founder at [Ricebox Studio](http://ricebox.studio)

Apr 2020 - present

- Design studio using creative tech and visual communication for social good
- Received the UAL Creative Enterprise Award 2020 in the Communities sector
- Client work involves projects such as social media campaigns and tech for activism workshops

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Pod Leader and Broadcast Organiser at Modual

Mar - Apr 2020 and Jun - Jul 2020

- Managed four groups in ideating innovative products/services and in preparing a pitch presentation for a two-week online workshop on acquiring design thinking and entrepreneurial skills
- Built the webpage to live broadcast the workshop and updated it daily

Design Fellow at Child Rights International Network (CRIN): Rights Studio

Oct 2019 - June 2020

- Developed skills in research-driven design and narrative design through co-authoring a book to tackle period poverty and stigma
- Built Period Cloud, an Arduino printing machine providing factual information on menstruation, which we publicly showcased at Tate Exchange 2020
- Featured in a podcast and event about menstruation hosted by Irise International

Community Support Facilitator at UAL Camberwell Makerspace

Jan 2019 - Mar 2020

- Attended to student queries, organised 3D printing and VR workshops, and held one-on-one inductions
- Practised management and logistic skills through organising termly guest talks

## Projects & Exhibitions

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Digital Forest at Tate Exchange 2020: Uni to Unicorns

Feb 2020 - Mar 2020

- Curated Digital Forest, an immersive environment transforming tangible objects and surroundings into portals for playful interaction
- Led weekly group meetings, developed the concept, prepared the floor plan, coordinated the production schedule, organised the buying and renting of materials, managed the finance, completed the risk assessment, and liaised communication between the head producer and our team as the project manager and logistics lead

Forest Daydream at Wellcome Collection's Permission to Play Event

Jan 2020 - Feb 2020

- Collaborated with game designer, Phoenix Perry, in designing and building her installation piece
- Prepared the production schedule, recruited invigilators, hired a videographer, and liaised communication between Phoenix, the subcommittees, and the team at Wellcome as the logistics lead
- Practised skills set design through designing and building an interactive dome and cloud-shaped sculptures for the installation

Picturing the Invisible

Nov 2019

- Showcased Smile Print, one of my interactive art pieces at a two day pop-up exhibition exploring the theme of intangibility

Interpolate Chatbot

Jan 2019 - Mar 2019

- Designed and built a chatbot with Interpolate, a group of staffs and students exploring methodologies for research in design
- Acquired skills in Rivescript coding/conversation design
- Hosted a workshop on human-bot communication at the IAM Weekend 19 conference

Betautopia at Tate Exchange 2019: Beta Society

Dec 2018 - Mar 2019

- In collaboration with CRIN, developed further skills in event planning and communication through organising several workshops targeted around tackling environmental and societal issues

Channel: 24 hour Broadcast

Feb 2018 - Apr 2018

- Co-produced a 24 hour live broadcast event organised with 100 other graphic design students and discovered a strong interest in event planning
- Led team meetings, hired a venue, prepared the floor plan, organised sponsorship with stakeholders, compiled all of the pre-recorded content, and programmed the broadcast schedule as the co-producer
- Coordinated the budget, buying of materials, and reimbursement as the treasurer