

VANESSA SPIRAL

Visual & Brand Designer

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INTRODUCTION Visual and brand designer working across identity, typography, and print and digital systems. Lead Designer at Moon since 2024; previously practising under Nene Collective, a shared independent studio, on commissioned and self-initiated editorial and identity work.

EXPERIENCE **Lead Designer, Moon**
2024–present
A design studio for emergent technologies, founded by Cassie Spiral. Responsible for the studio's visual and brand design, finding visible systems for the instruments Cassie develops.

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| Untitled | Moon's publishing app. Identity, type system, photo-card system, and a print advertising campaign for design and photography titles. |
| Basalt | Identity, typographic system, and print edition for a periodical platform; product strategy and design direction for its web and mobile apps. |

Designer, Nene Collective
2019–2023
Independent practice under a shared house name: identity, print, and publication design.

Basalt Libra	Periodical concept and six-page first instalment, commissioned by HOLO magazine and developed with the magazine's editor and designer; unpublished. The work seeded the current Basalt platform.
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Digital Experience Consultant, Capgemini
2016–2019
Quality assurance and UX for the e-commerce platform of a major U.S. grocery retailer, working in distributed twelve-person delivery teams from testing through deployment.

EDUCATION **M.A. Information Experience Design, Royal College of Art, London**
2023–2024
Thesis: 'Field' — visual and material direction for an AI-native interface concept (application design and development: Cassie Spiral); presented at the RCA thesis symposium.

B.E. Civil Engineering, BITS Pilani, India
2012–2016

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| SKILLS | Identity | Packaging |
| | Typography | Art direction |
| | Editorial & publication design | Design systems |
| | Sketch | InDesign, Illustrator, Photoshop |
| | Figma | HTML / CSS / JavaScript |
| | Framer | |

LANGUAGES	English — fluent	German — A1, in active study
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