



ANJARA VATONJANAHARY

Freelance Designer

WORK EXPERIENCE

Creative, passionate and innovative professional, Designer with years of experience in applying the Human Centered Design methods as well as the Design thinking, in real projects such as the concept creation, visual conceptualization, branding, product conception and communication ; but also in problem solving social design projects. Self starter, result focused, team player; but most of all, passionate about social missions and dedicated to the development of the country.

Date of birth: 08 August 1996
Address: II H 41 Ter Gbis Ankerana
Marital status: Single

CONTACT

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📍 lot: II H 41 Ter G Bis ANKERANA

EXPERTISE

- FLUENT ENGLISH
- FLUENT FRENCH
- DESIGN: HCD, Design thinking, graphic design, problem solving
- OFFICE TOOLS: MS office
- GRAPHISM: editing and retouching, Adobe In-Design, Adobe Illustrator, Adobe Photoshop, Sketchup, Adobe Dimension ...

PERSONAL INTEREST

Psychology and social science, Human science, Design, Social and humanitarian projects, tourism, fauna and flora, fashion, WASH, Art, Travel, Writing, Cooking, Music, Video games

GRAPHIC DESIGN - EDUCATION

SCRIPTUM INTERNATIONAL

2025-2026

- Make layouts of online medical courses for an university in Switzerland
- Image and pictogram processing

PRODUCT DESIGN, FASHION DESIGN

AIGLE D'OR - 60ème anniversaire

2024

- Conception of a new product line for the 60th birthday
- Presentation of the product line

ENTREPRENEURSHIP, PRODUCT DESIGN, FASHION DESIGN, BRANDING

PERSONAL PROJECT

2022 - until now

- Research, definition and ideation steps of the Design Thinking method, for the realization of a personal project on creating a fashion brand

SOCIAL DESIGN, PRODUCT DESIGN, BRANDING, COMMUNICATION, MARKETING, SNS

RANO WASH - CARE MADAGASCAR

2022

- Conception of an aspirational toilet for the rural East Coast of Madagascar by using the Human-Centered Design methods
- With the iDE team, conception of the new toilet brand
- With the iDE team, conception of the marketing plan for the product to test and sell, for a Market Based Sanitation
- Making field testing for the project

SERVICE DESIGN , PRODUCT DESIGN

COMMUNE URBAINE D'ANTANANARIVO

2021

- Conception of a 'tourist circuit' from the stairs of Razafindrazay 416, to the garden of Andohalo
- Conception of street furniture for the circuit

PRODUCT DESIGN, FASHION DESIGN

AIGLE D'OR - OIM

2021

- Conception of a new product line
- Presentation of the product line

BRANDING? PACKAGING? COMMUNICATION

EPICE DE FENERIVE-EST

2021

- Logo conception
- Conception of the brand packaging
- Conception of the product sales display and posters
- Public presentation of the branding

FEW REFERENCES

RANAIVOSON Hans

Head teacher and Designer in the Master Design and Innovation sector at ISCAM
+261 32 42 365 23

Max CHURCHFIELD

IDE Project Manager and Senior Designer during the realization of RANO WASH MARKET-BASED SANITATION project

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RASAMOELINA Harisoa

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Landzatiana

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Product Manager
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Roxane

RAZANAKOTO

Chief Operating Officer
Scriptum International
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PRODUCT DESIGN

ISCAM BUSINESS SCHOOL ANKADIFOTSY 2020

- Goodies and gifts conception for ISCAM 30th anniversary

INTERIOR DESIGN

BNI MADAGASCAR 2019

- Conception of an effective interior plan and arrangement for the medical center
- Public presentation of the interior design

BRANDING, PACKAGING

SOANAMAD 2019

- Logo conception and new packaging
- Public presentation of the trademark and the new packaging

PRODUCT DESIGN

STAR MADAGASCAR 2018

- Conception of a new product line and an advertising campaign
- Public presentation of the new product line

COMMUNICATION, MARKETING

COLLECTION TSARA 2018

- Developing a new communication strategy
- Public presentation

ENGLISH LANGUAGE TEACHING

LES VALENTINS ANKERANA 2015 - 2016

Teaching primary and secondary school at "Les Valentins" Ankerana

COMMUNICATION, JOURNALISM

Radio Université Ambohitsaina FM 107 2016

Redactor, animator, Journalist of an english radio program called "breaking news"

EDUCATION

MASTER DEGREE

IN DESIGN AND INNOVATION

ISCAM Ankadifotsy Antananarivo

Main courses: Design thinking, Management, Marketing, communication, Entrepreneurship, Scenography, graphic design, TIC etc...

ATTESTATION IN TOURISM

" Technique d'Agence de Voyage "

Institut National de Tourisme et d'Hotellerie Ampefiloha

BACHELOR DEGREE

ENGLISH MAJORING IN LITERATURE

Unniversity of Antananarivo

Main courses: Translation, Interpretation, Reading, Writing, Listening, Poetry, Novel, Short stories, psychology, human science etc...