

Portfolio

2019-2022
Communication Design

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ILLUSTRATIONS AND
POSTER DESIGN

Hand Drawn Illustrations

Digital Illustrations

Hand Drawn Posters

Wall Mural

02

PUBLICATIONS

Coffee Table Book

Book Design

Book Cover Design

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BRANDING

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DIGITAL

Nirma University App

Animation

05

SPACE DESIGN

Space Design project

Environment Design

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MATERIAL HANDLING

Small Business



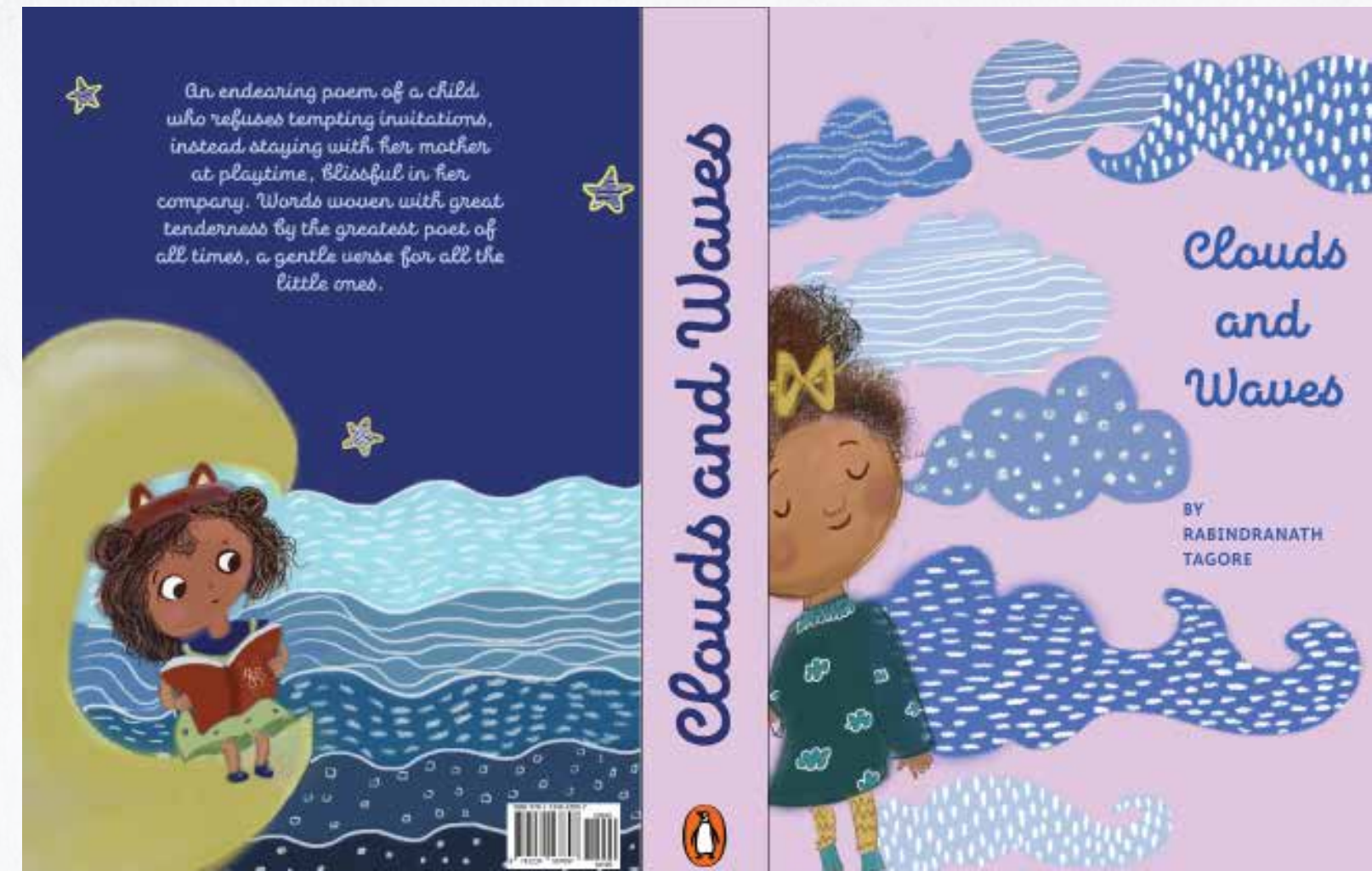
Art.

Different types of illustrations are presented to show the skill set and medium explorations.

Children's Book Cover



Illustrations.



Charcoal Painting



Pencil Rendering



WAP Art



Wall Mural



English Calligraphy



Arabic Calligraphy



Digital Illustration



Gouache Painting

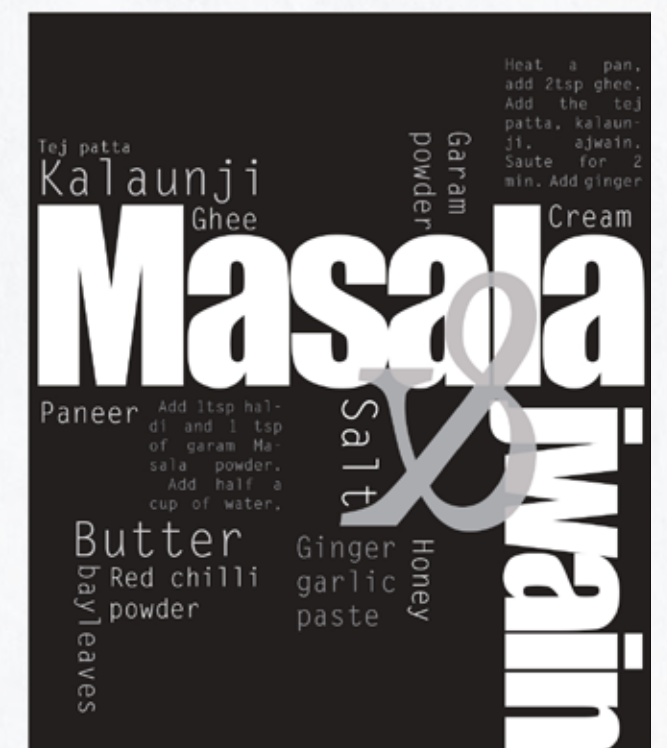


Experimental Layout

PROJECT BRIEF:

A layout has to be created using the recipe text given which should be very experimental and challenging.

Publication.



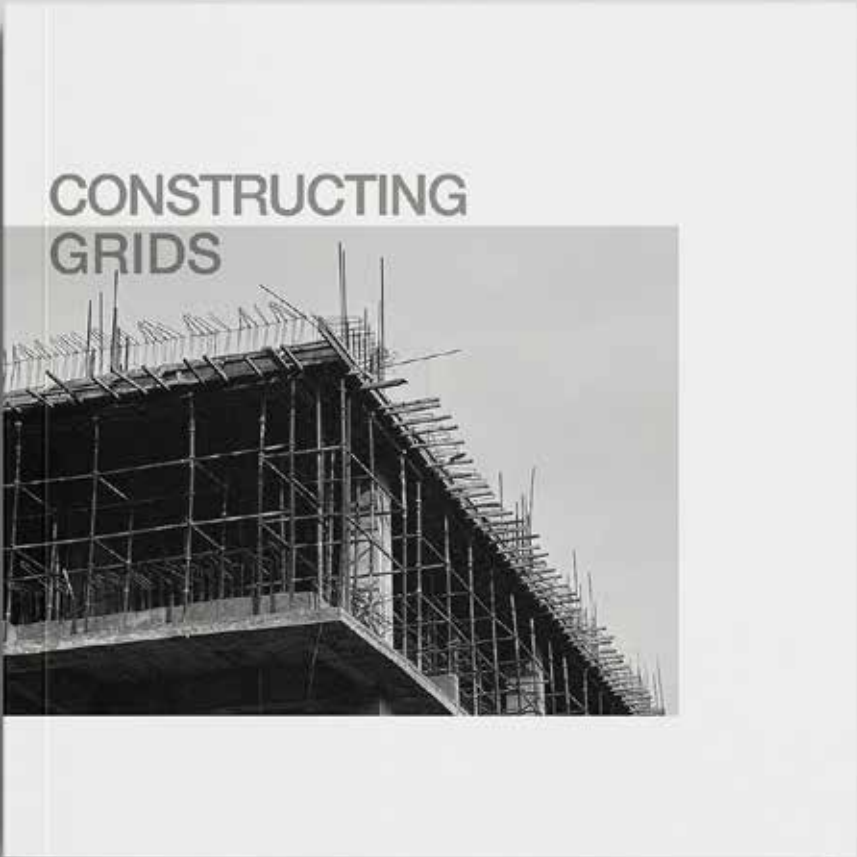
Grids around us

PROJECT BRIEF:

A coffee table book in which the importance of grids is learned, from photographing pictures that show grid around us and using the proper type of grid for the layout.



Grids in Spaces, inside pages



Grids are everywhere, inside pages

Weekends made fun

PROJECT BRIEF:

A coffee table book that has information on various cafés across the city of Ahmedabad with a unique concept-based ambiance and an aesthetic dining experience.

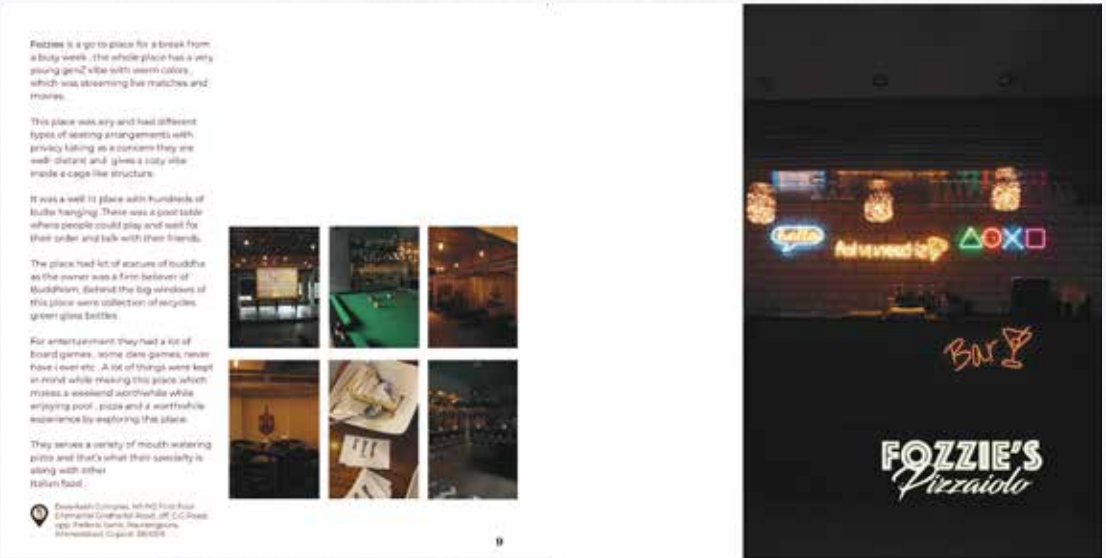
The book is targeted at youth as in the midst of this hustle culture a small break is much needed on weekends and what more to ask if one has a fun interactive place to hang out which has a unique experience and different vibe.



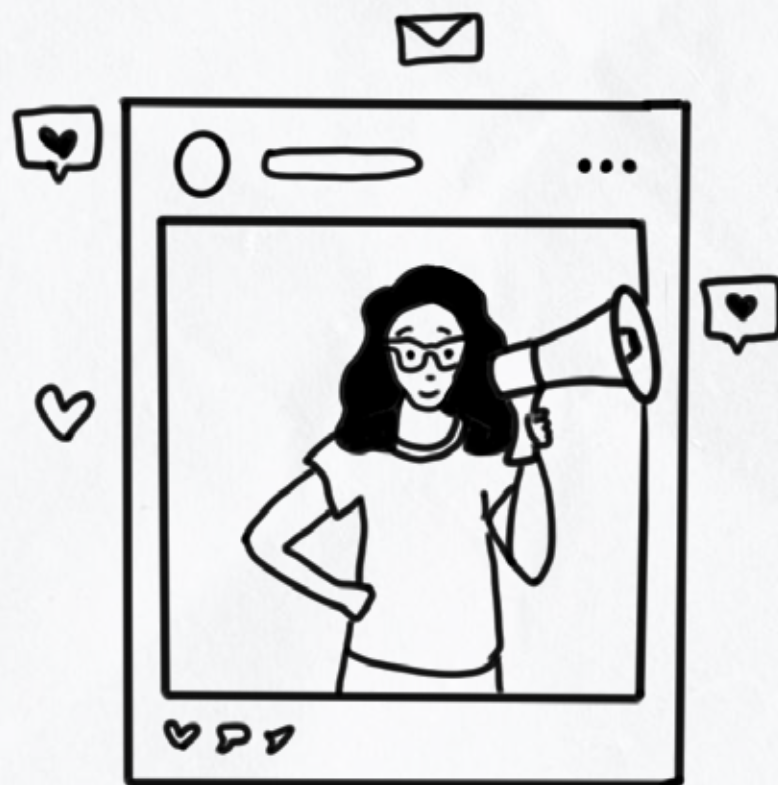
Content Page



Cafe Layout 1



Cafe Layout 2



Branding.

Code Effort

PROJECT BRIEF:

Taking sustainability as the main focus, a packaging design was made with minimal wastage and sustainable choices which supports the brand vision and goal.

About Code Effort

Code Effort recycle CIGARETTE BUTTS (CBs) using state-of-the-art technology and experience. Across India, they collect cigarette butts through multiple initiatives and services.

They have found that cigarette butts are everywhere and can act as a resource. In their factory in Noida, Uttar Pradesh, they designed for all-day recycling.

All their products are the only brands globally made from certified recycled cigarette butts. They use this material because it requires immediate attention in our planet's interest.



Research on the topic sustainability and ideation process.

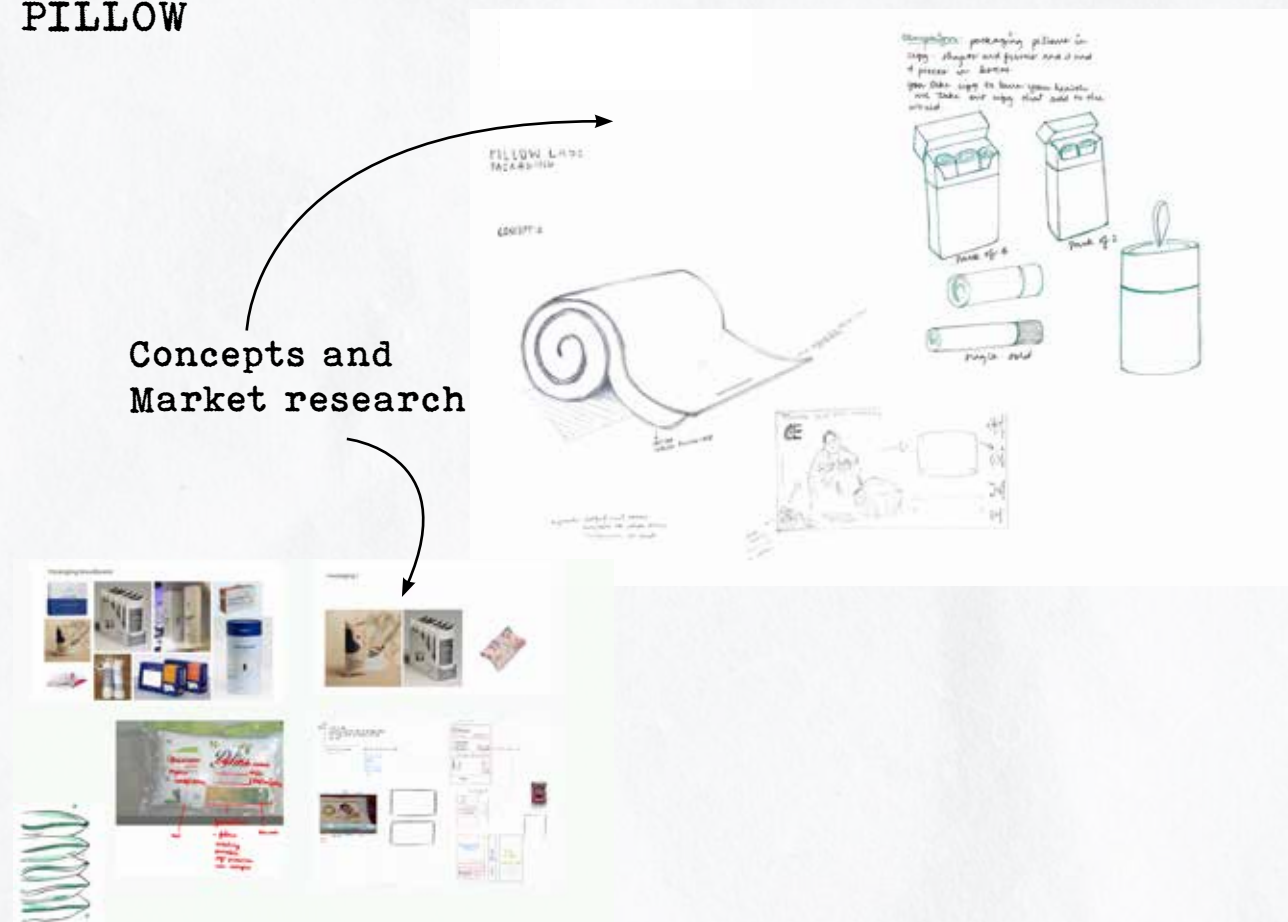
Brainstorming

Research and finding out HOW, WHAT, WHO, WHY on the chosen cause/company.



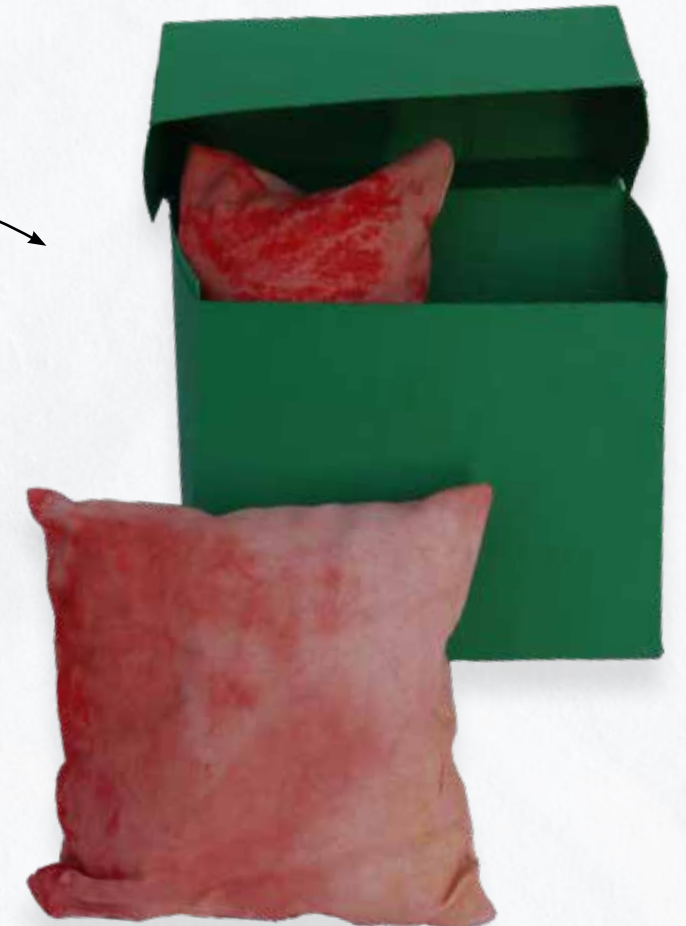
Selected product prototyping: PILLOW

Concepts and Market research



Initial Prototype

The initial prototype was made before making the final prototype which helped the process move forward with minor details properly. It helped in making the 3D model and with correcting dimensions.



Packaging Nets

Primary Packaging:

The primary packaging is compostable, recyclable, and environmentally safe. It will be vacuumed and rolled to fit in the secondary packaging.

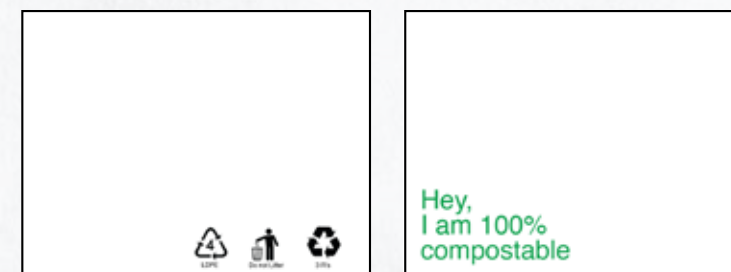
Secondary Packaging:

The rolled pillow would be inside the pillow cover which educates people about the brand and processes involved in the making of the product. The pillow cover is reusable and the front will be plain so that it doesn't ruin the home aesthetics.

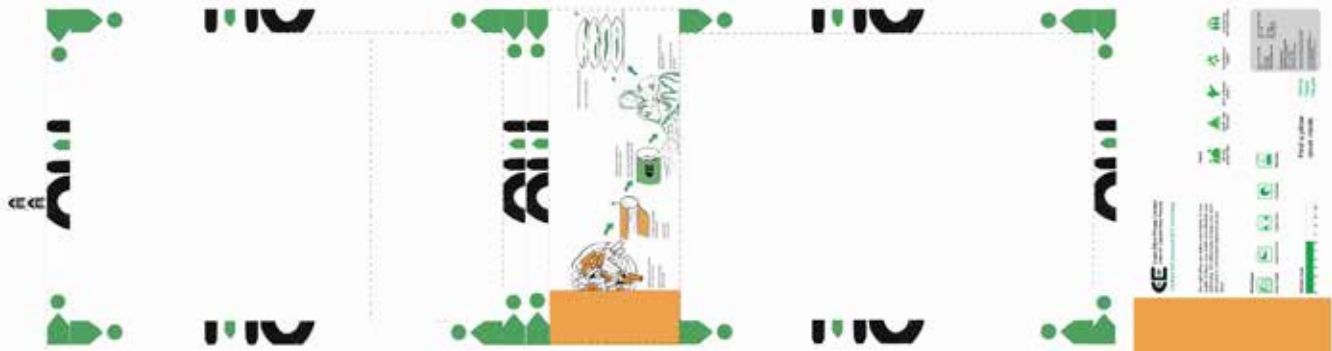
Display Packaging:

The packaging looks like a cigarette box. The pillow stacked inside the box would look like cigarettes, the concept here is, "The way a person takes out a cigarette to pollute the environment the same way they take out a cigarette from our cigarette box to add something to the environment."

Primary Packaging



Secondary Packaging

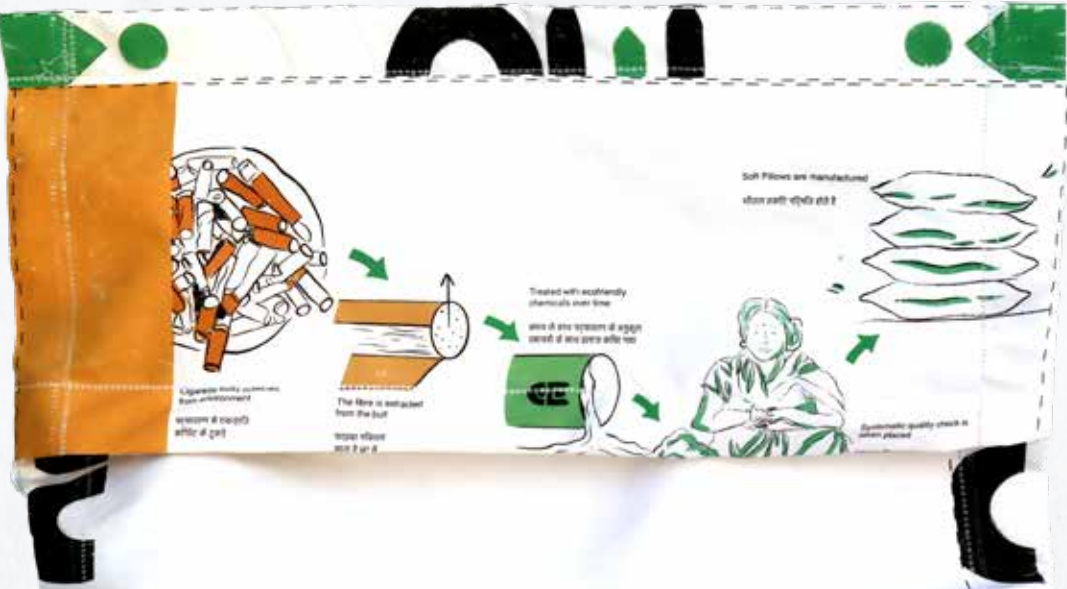


Display Packaging



Life size Prototype

A life-size model was made using the actual product of code effort and it consists of all the visuals associated with it, the back of the pillow cover where the pillow would go inside had a storyboard of the process involved in making the product. The borders have a pattern of code derived from the code effort logo which doesn't affect the aesthetics of the cover.



Life size prototype



Front of the pillow cover

There is a removable paper attached for the protection and branding purposes of the pillow cover. It has all the details required for marketing and material safety.



Final Packaging



This is the back of the pillowcase in which the storyboard of the process of making the pillow is illustrated, further, the information page gets rolled up making it look like a cigarette.

3-D Rendering

Below shown is the 3d model of the secondary and display packaging.

The packaging looks like a green box of cigarettes but unlike the existing discursive packaging, it promotes sustainability and product.

3 pillows can fit inside the display packaging box.



FRONT:
the front of the pillow cover is very plain and minimal which can with every home aesthetics as well as patterns from the logo have been used on the border of the cover.

BACK:
The back of the cover has most of the information related to the product branding, and safety measures, etc. It also has a removable page that protects the cover inside.



Environmental graphics

The display packaging is shown here, which looks like a cigarette box but is totally opposite in purpose. It gives a strong messaging of not using cigarettes and using the green outcome of it's waste.

Below picture shows how the product is going to be sold in a department store racks, with product and display packaging.



Kamdhenu

PROJECT BRIEF:

A rebranding project in which we took an actual brand and did 360-degree branding of the same. it consists of social media marketing, stationary, packaging, collaterals, advertisements and social campaigns.

About Kamdhenu

Kamdhenu has unique products which are made by solar dehydration. The company is known and visible ever since they appeared on Shark Tank pitching their B2C products in lieu of their existing successful B2B products. They now want to increase their B2C products too.

Tone of Voice

Healthy, Fun, Trust

Personality

Nurturing and caring

USP

Solar dehydration

NutWfarmers

Reducing food wastage

Target Audience

Health-conscious

Fruit lovers

Mothers

After opportunity mapping, brand analysis, gap analysis a visual language was created keeping that in mind.

Packaging Design

Very childlike and quirky pattern has been created to touch the target audience which here, are mothers, who can trust this for their children.



Collaterals



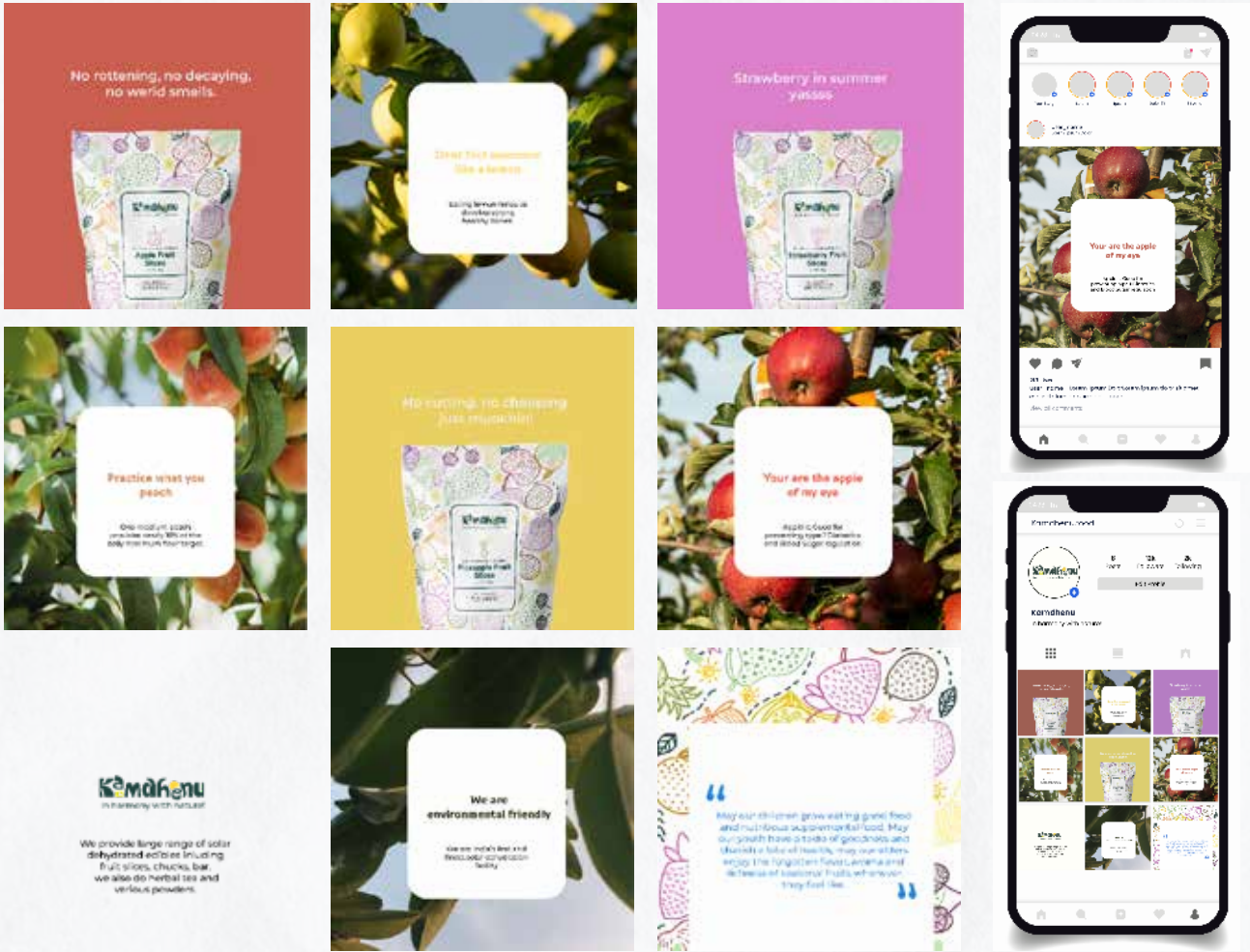
Stickers

Tote Bag

Workshops to understand solar dehydration



Social Media



Standeers in Retail Stores

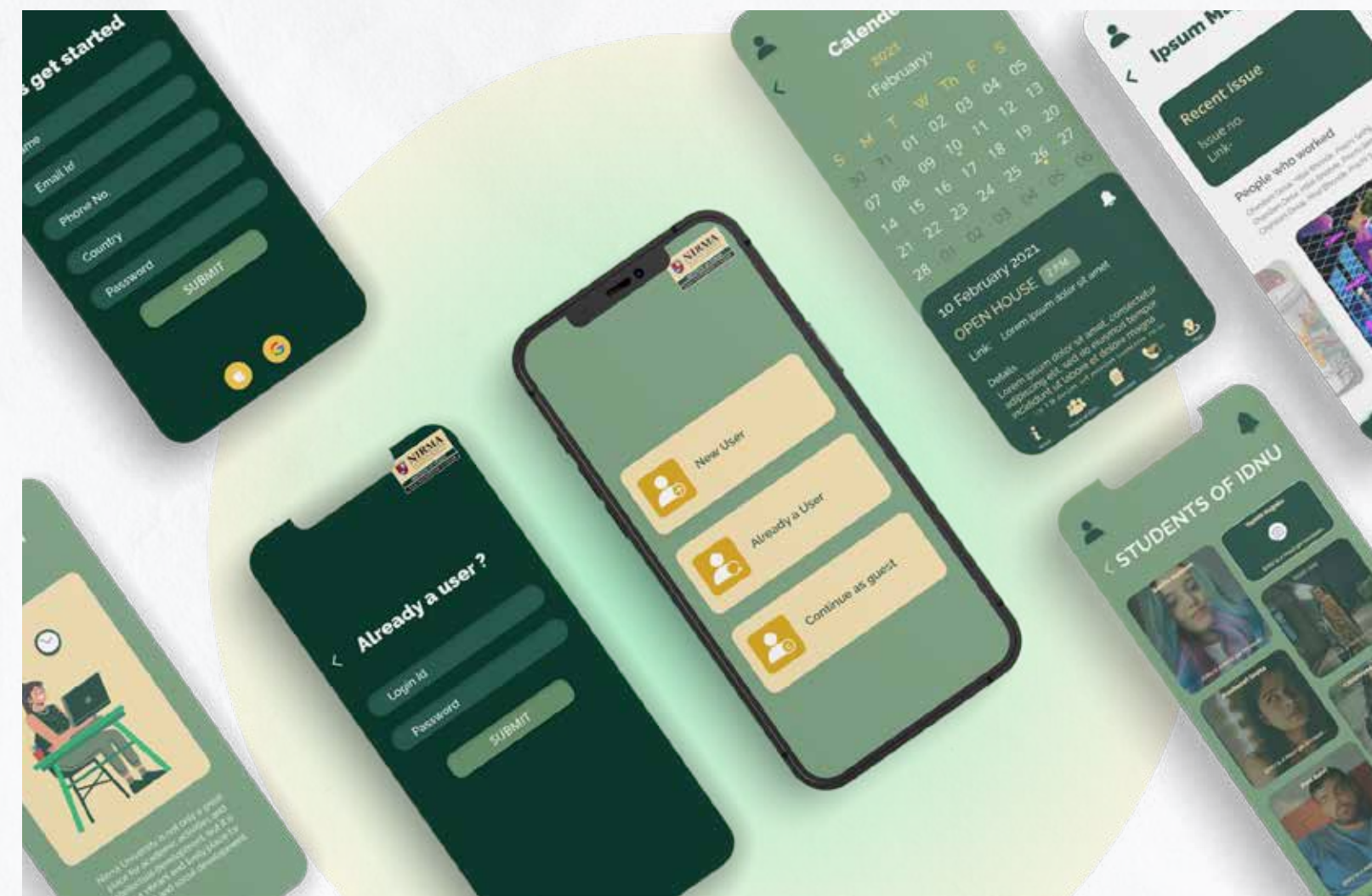


Nirma University App

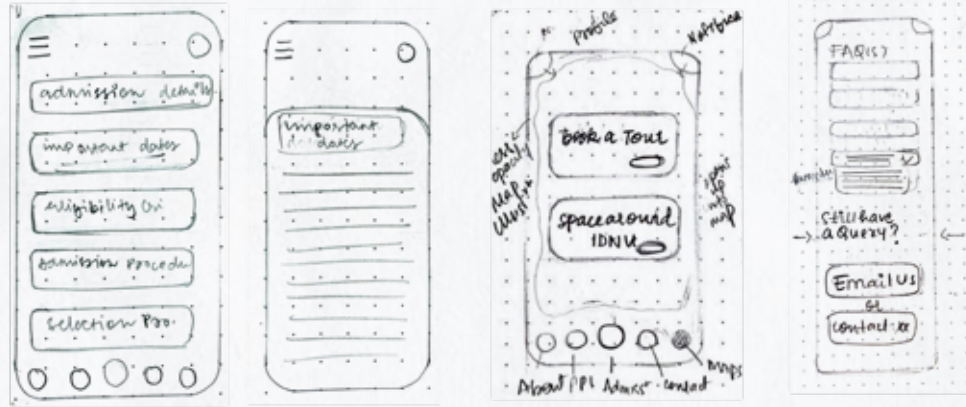
PROJECT BRIEF:

To make a mobile app for easy admission process of Institute of Design, Nirma University.

Digital.



Paper prototype (Low-Fidelity wireframes)



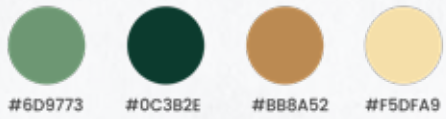
Process

Paper prototype (High Fidelity wireframes)



Style Guide

Colors



Typeface

Open Sans

Heading	32 Bold
Sub-Heading	16 Medium
Body Text	16 Regular

Final Screens



Scan for the App prototype



Digital | 25

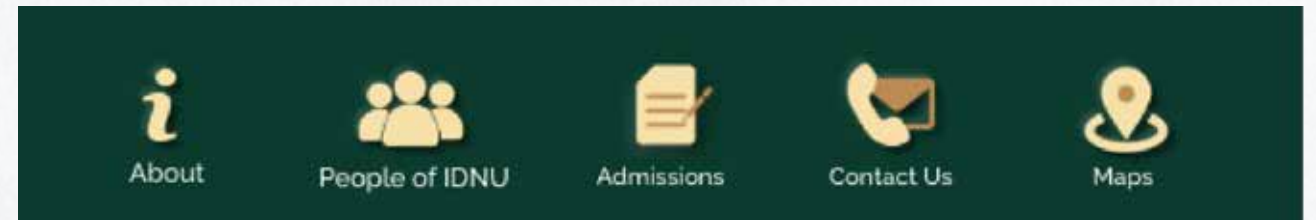
Icons



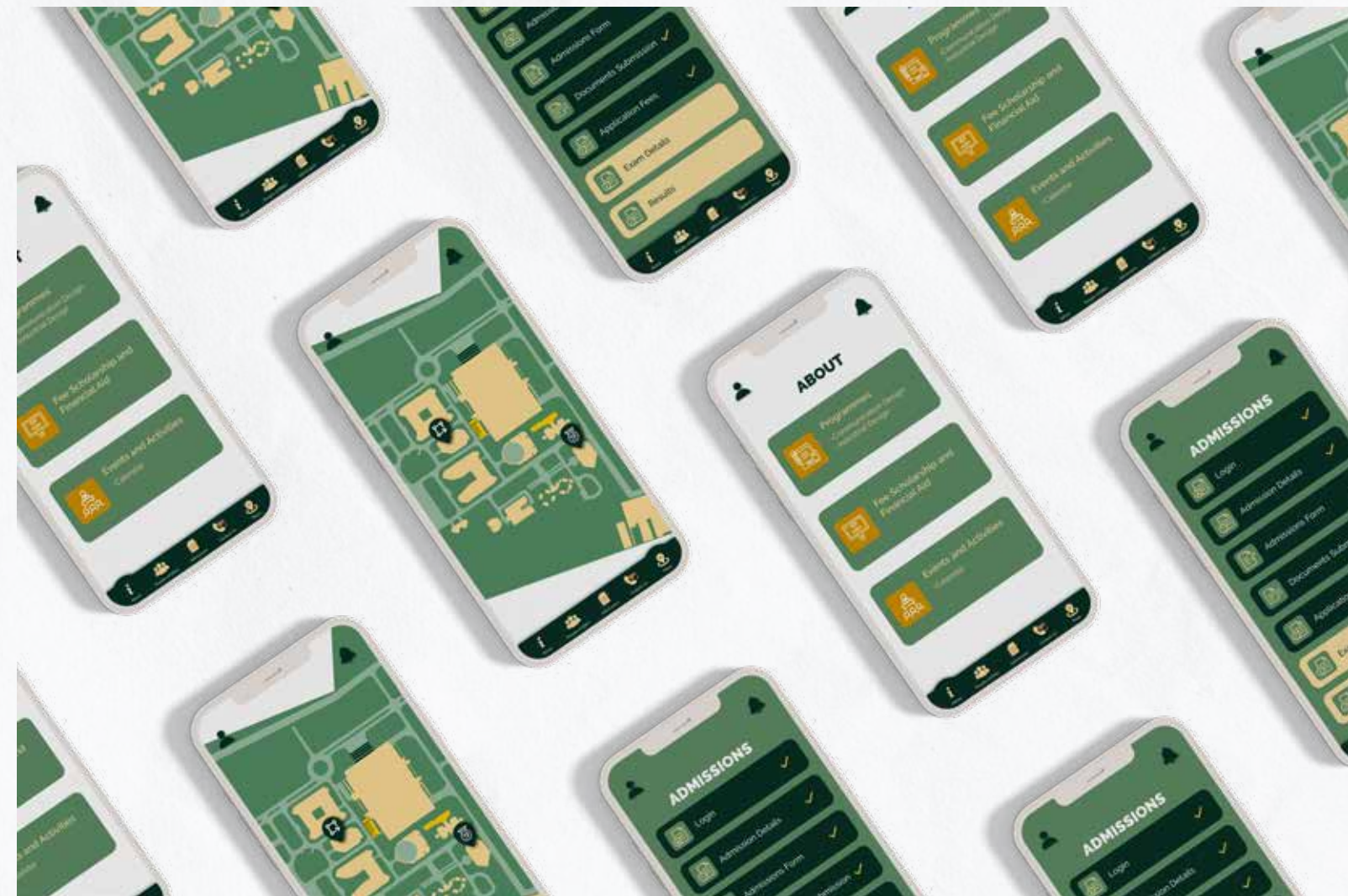
Illustration Style



Bottom Navigation Bar



App Screens



Pink and Blue

PROJECT BRIEF:

To make an 2D Animation Film.

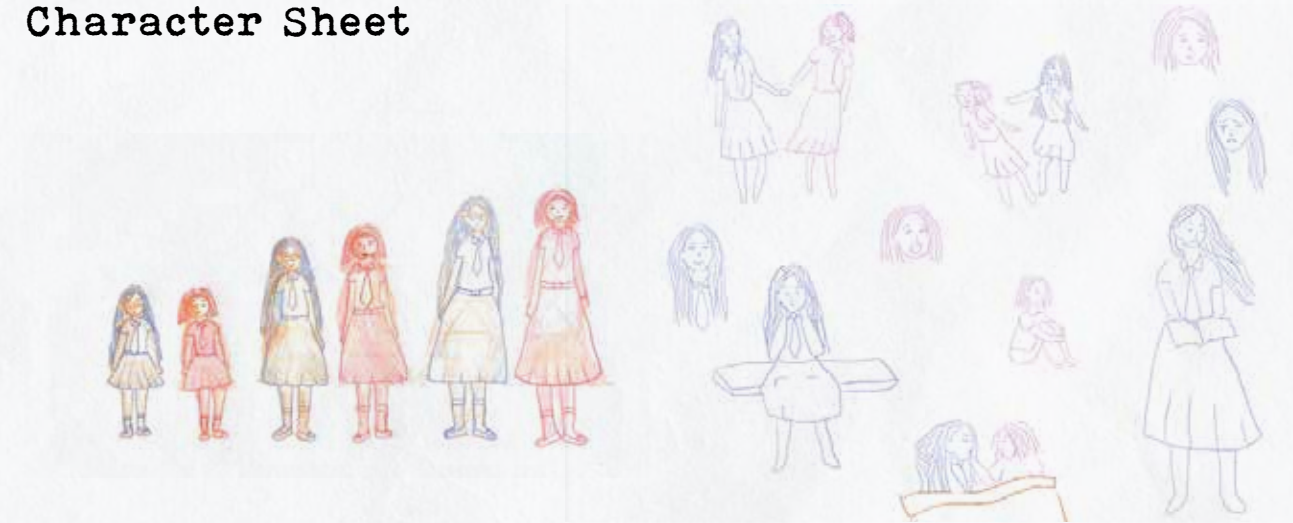
ONE LINER:

Two childhood friends, both queer explore the dynamics of their relationship with each other through various stages of life.

GENRE:

Romance / drama is the genre.

Character Sheet



Shots from the film

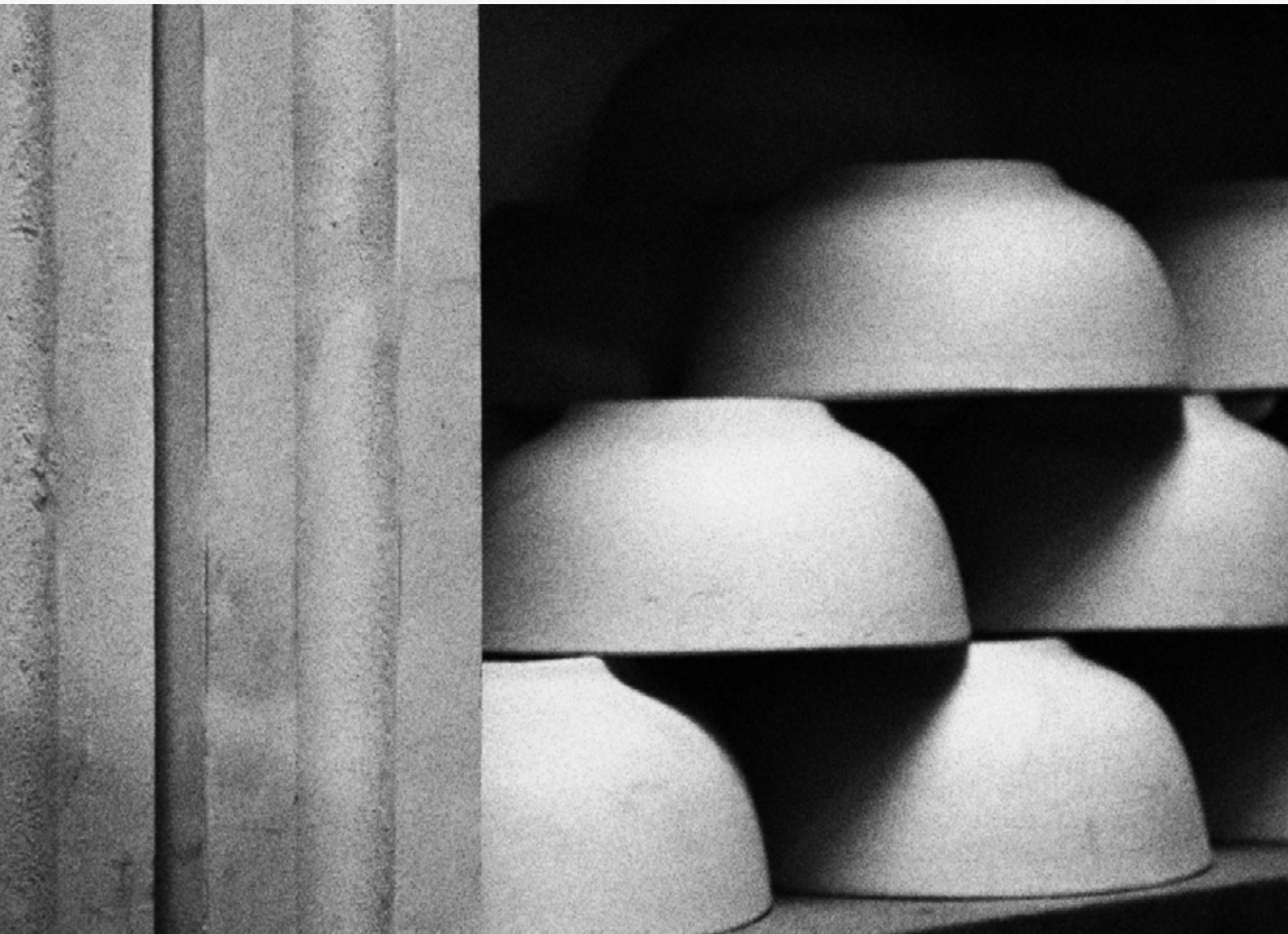


Scan to play the
short film



Photography

Silence and calm.



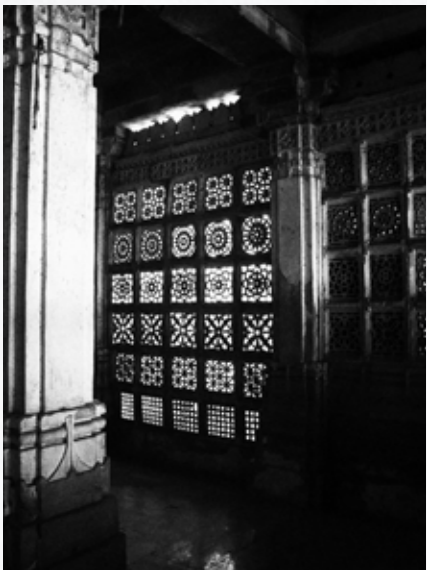
Adalaj ni Vaav

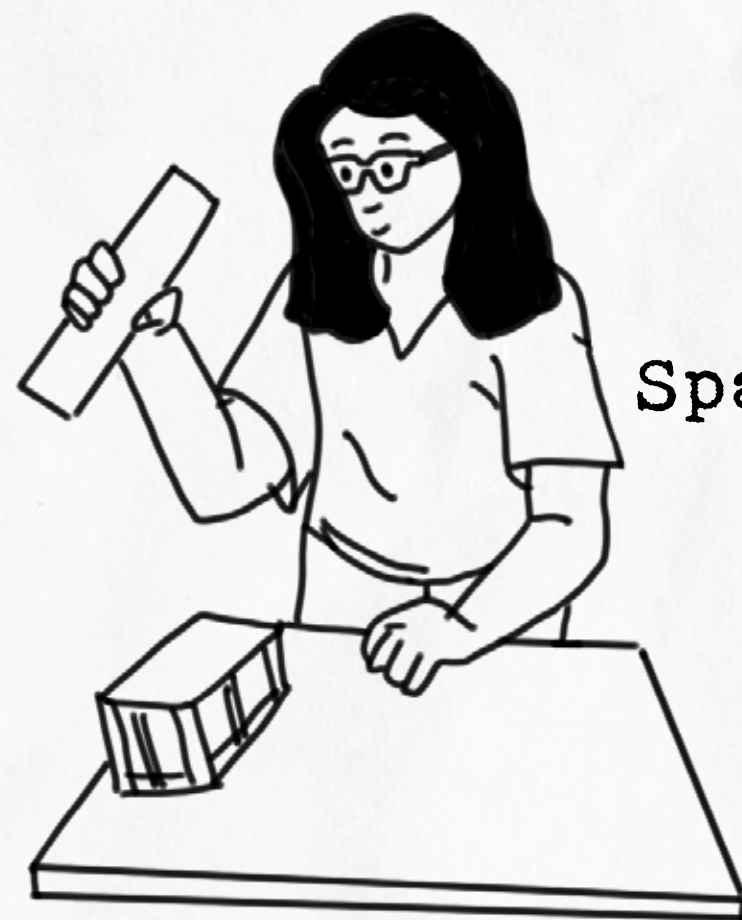


Sarkhej Roza



Sarkhej Roza





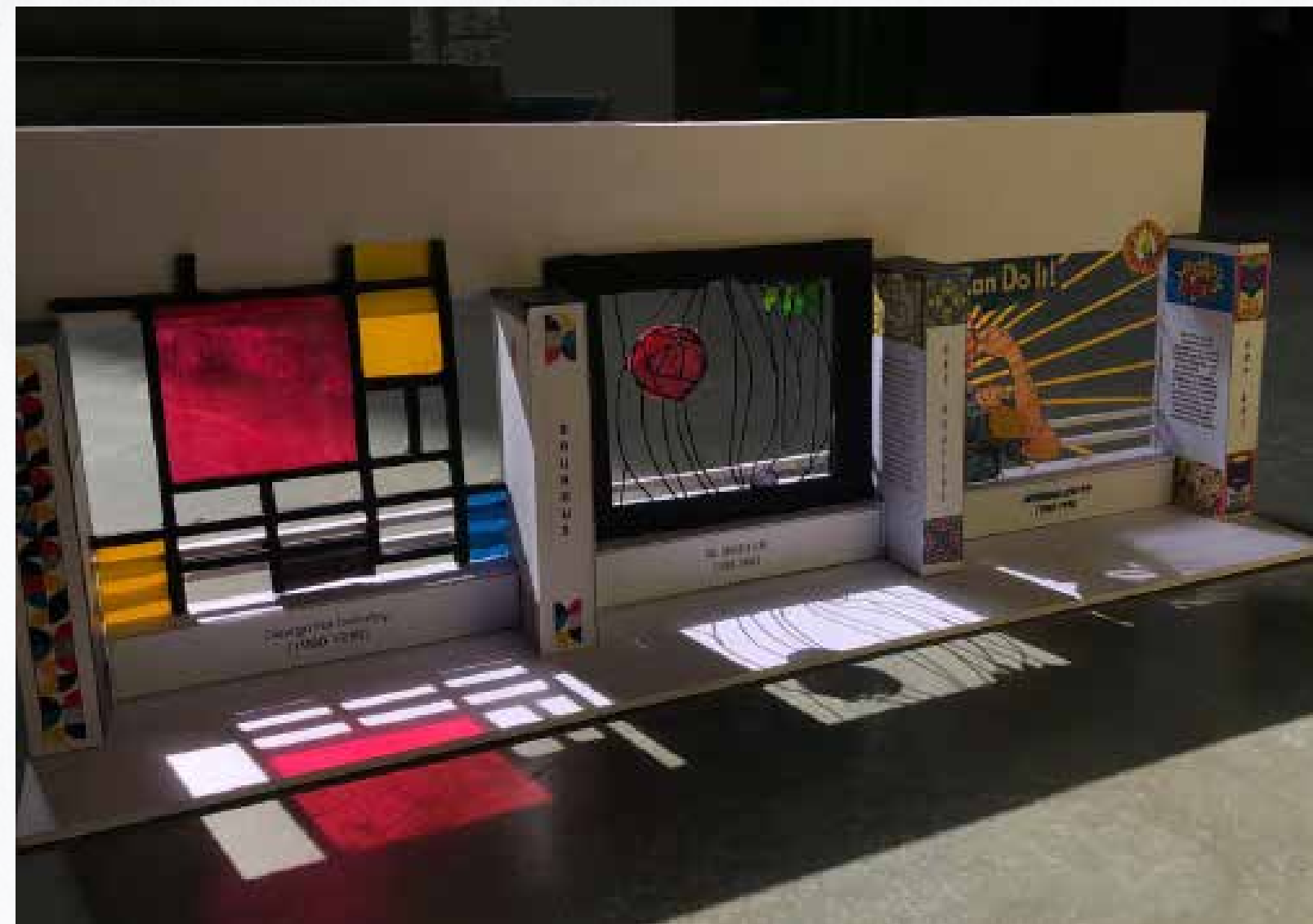
Space Design.

Design History walk

PROJECT BRIEF:

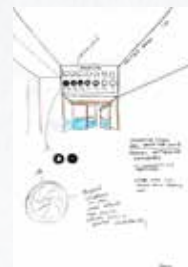
To make an orphan space interactive and a learning experience for students studying and help them in their projects.

I made a design history walk which could help students in a course of Design History class as a student project, and for all the batches act as an. The whole corridor act education walk and an interaction/ discussion space.





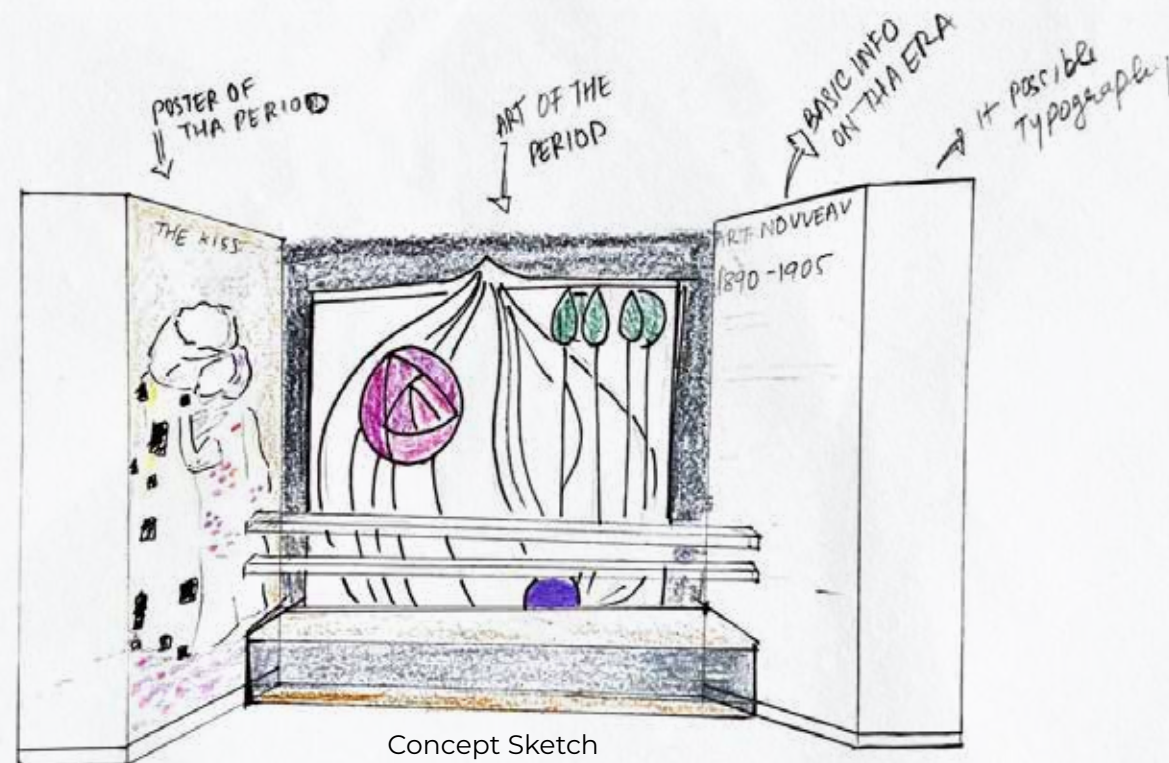
Space Explorations



Concept

The spaces are divided in which the main art has a light and shadow play, and are semi-open.

On the supporting walls on one side the art period information should be displayed and on the other wall posters from that period should be made.



Concept Sketch

1:50 Space Model



Model with human comparison

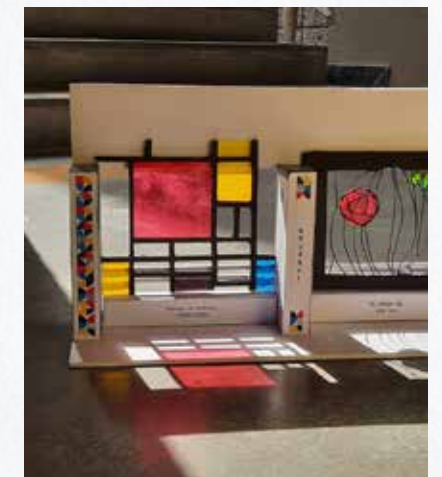
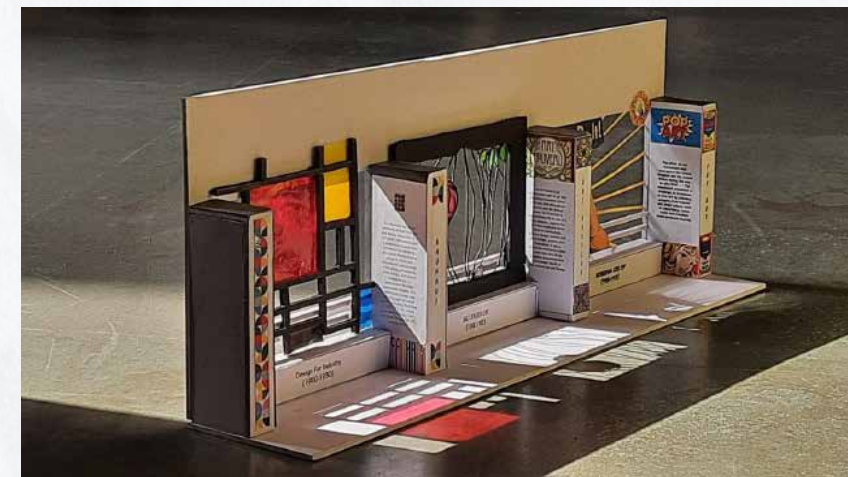


Corridor



Corridor

1:15 Concept Model

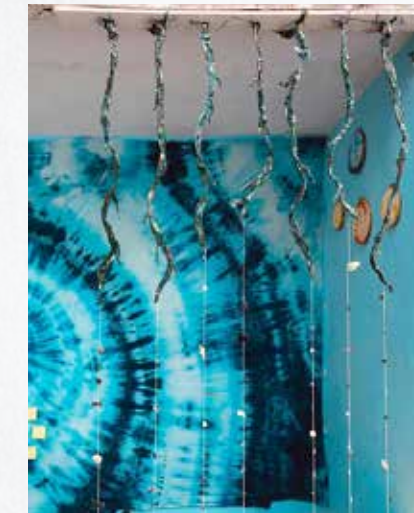


Van Gogh Cafeteria

PROJECT BRIEF:

To create a mental health awareness Campaign through Van Gogh's paintings.

Space is visualised as wall in front of college canteen / cafe as students go through anxiety and stress the most therefore to create awareness for mental health.



The goal and vision was to make an interactive space in which one can not only see the whole space rather **experience** it and interact with it, combining a lot of elements gives the viewer a visual treat.

Tie-Dye was one of the main element which shows the Indian roots as well as it can be related to the iconic swirl of Van Gogh, One can also relate it to various thoughts going on in the subconscious mind.

There is a use of vibrant colors which makes the audience feel fresh and take in the message this environment is going to give.

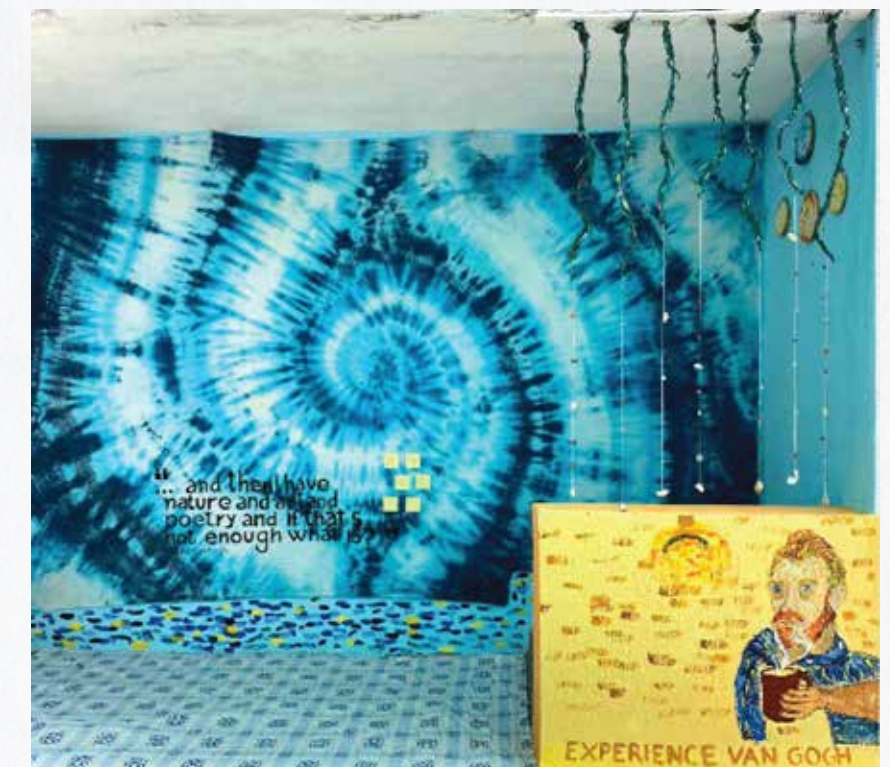
Found Objects:

The use of found objects in the signifies that even broken things can be beautiful and adds up to the concept.



After

Before





Small Business.

@Justsundaythings

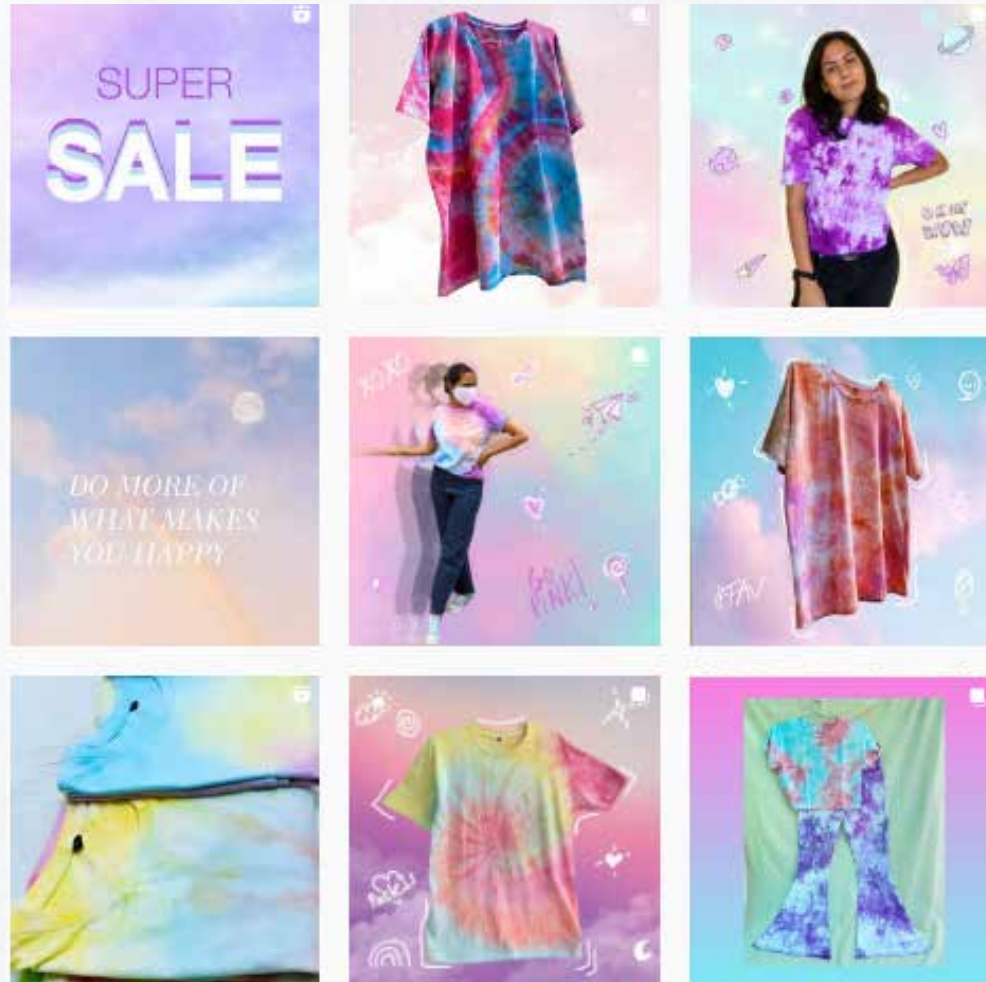
An experimental Tie-dye brand which can be found at instagram in which we upcycle old clothes, and dress them into new fashion.

A small cause for a change using colorful ways. The fabric gets upcycled to new products with that we make Genz T-shirts and try new patterns and experiments according to customer needs.



Instagram Feed

A very cheerful and colorful feed has been created which resonates with the brand we are trying to create.



Dupatta



Dupatta



Reverse Tie-Dye

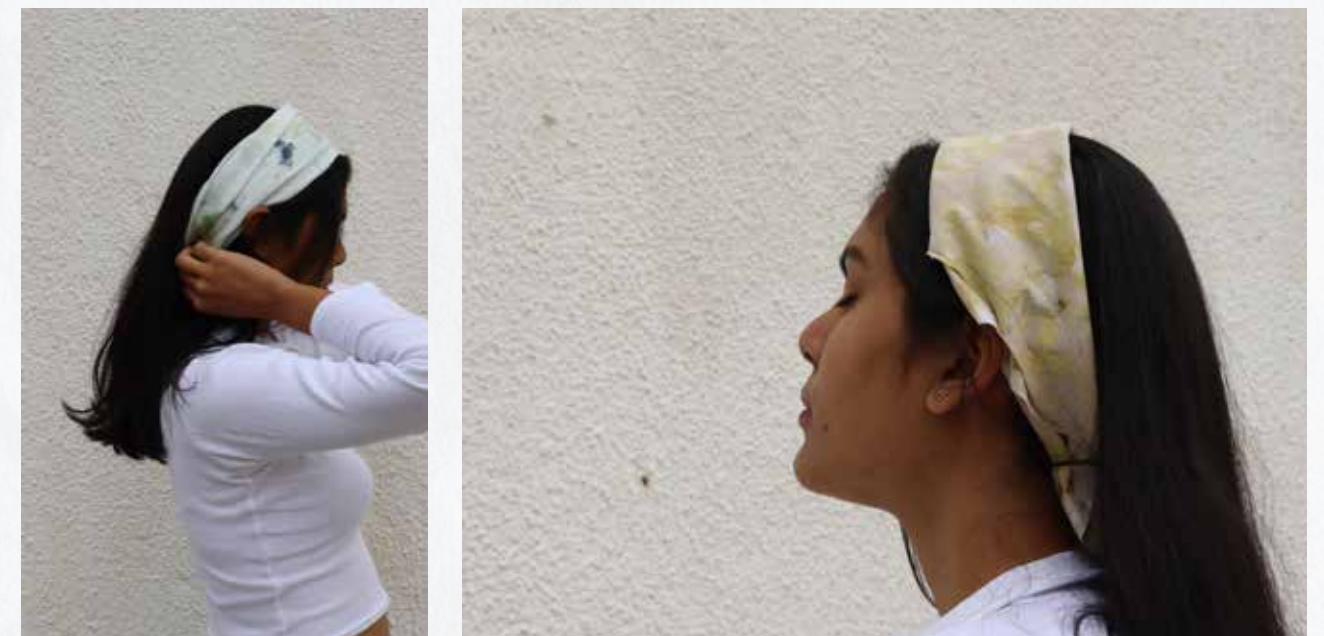


Natural Tie dye experiments

Process



Product Shoot



Let's connect

This is not the end, you can see
more of my work in :



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