

Portfolio 2021



Naqsh Thakkar

Communication Designer

PROFILE

I am a communication designer based in Ahmedabad with the experience of critical thinking. I can adapt new work environments and can handle high work pressure. I want to proceed more further towards Social media advertisements, Film-making and UI/UX.

EDUCATION

2018 - Present
B.Des [Communication Design]
Institute of Design, Nirma University,
Ahmedabad.

2016-2018
Higher Secondary, Commerce Stream,
Best High School, Ahmedabad

2003-2016
Primary
Best High School, Ahmedabad

SOFTWARE SKILLS

Adobe Photoshop	● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ●
Adobe Indesign	● ● ● ● ● ● ●
Adobe Xd	● ● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ● ●
Sony Vegas Pro	● ● ● ● ● ● ●

LANGUAGE

ENGLISH Advanced level	● ● ● ● ● ● ●
HINDI Intermediate level	● ● ● ● ● ● ●
GUJARATI Mother Tongue	● ● ● ● ● ● ●

WORK EXPERIENCE

CANTWEAR - [2020 - Present]
Graphic Design Intern
I worked on social media posts. Tshirt graphics and mockups.

PreBoo - [June-August 2020]
UI Design Intern
I worked as a UI designer to make layout of hames and made social media posts for Instagram.

Praspack - [June-July 2019]
Illustrator
I worked under a graphic designer and learned about packaging design.

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01 UI/UX



About the Project:

To design an app which helps one to explore local handicrafts of the particular city he/she is travelling in, It takes the traveler to the artisan's shop and also can order the crafts online. The app helps the local artisans in growing their business aswell.

User Persona



Srinivasan Vishwakarma

25 years
Student at IIM Madras.
Family Status: Belongs to a middle class family. Only child in the family. Stays in a hostel away from parents.
Ethnicity: Tamil

Pain Points

Language barrier
Limited time
Network issues
Availability of artisan
Quality/Authenticity of products
Payment mode
Suggestions/Ratings/Reviews
Overpriced products

Tasks

Exploring the localities in limited time
A glance of the process
Collecting Souvenirs
Finding famous places

Hobbies

Traveling enthusiast and collects local handicrafts

Goal

His goal is to reach the places without wasting time and find authentic handicrafts from local artisans instead of the fancy retail stores.

"I desire a feature which helps me find authentic craftsmen and stores nearby, based on real time location."

Physical Environment

Usually he spends most of his time studying and being productive. Right now, he's on a vacation and wants to travel and explore local handicrafts in some other state in a short span of time.

Technological environment

He has a good understanding of technology. Owns a Samsung smart phone and also a DSLR camera. He always stays updated with new technology and is keen in trying new apps and features.

Social Environment

He is a solo traveller.



Kokila Ben Desai

55 years
Bamboo basket maker.
Family Status: Belongs to a rural tribe near Dahod, Gujarat. She is a mother of 3 children. They're a family of 6 including her husband and her brother.
Ethnicity: Gujarati

Goal

Her goal is to create beautiful and strong baskets, and sell them by reaching out to as many people.

"હું ઇચ્છું છું કે વધુ લોકો તે ફોન સાથે સરળતાથી અમારો સંપર્ક કરે (I wish more people could reach us easily with that phone)."

Physical Environment

Apart from creating bamboo baskets and other products, she finds sufficient time to cook food for the whole family, being a homemaker and looking after everyone else.

Technological environment

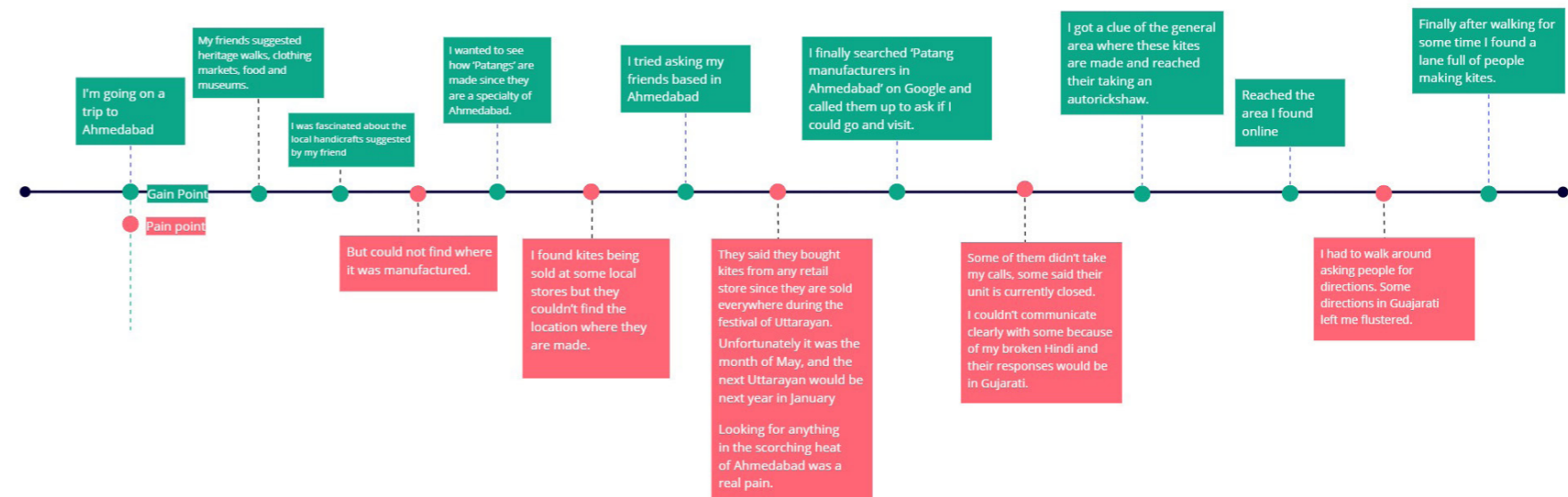
She has a bare understanding of new technology and gadgets. She uses an old keypad phone, however all of her children have decent knowledge on how to use smartphones.

Social Environment

All the families within the tribe are associated with bamboo products, the women of the community have earned a lot of mastery in the craft. However they've been suffering huge losses due to the pandemic.

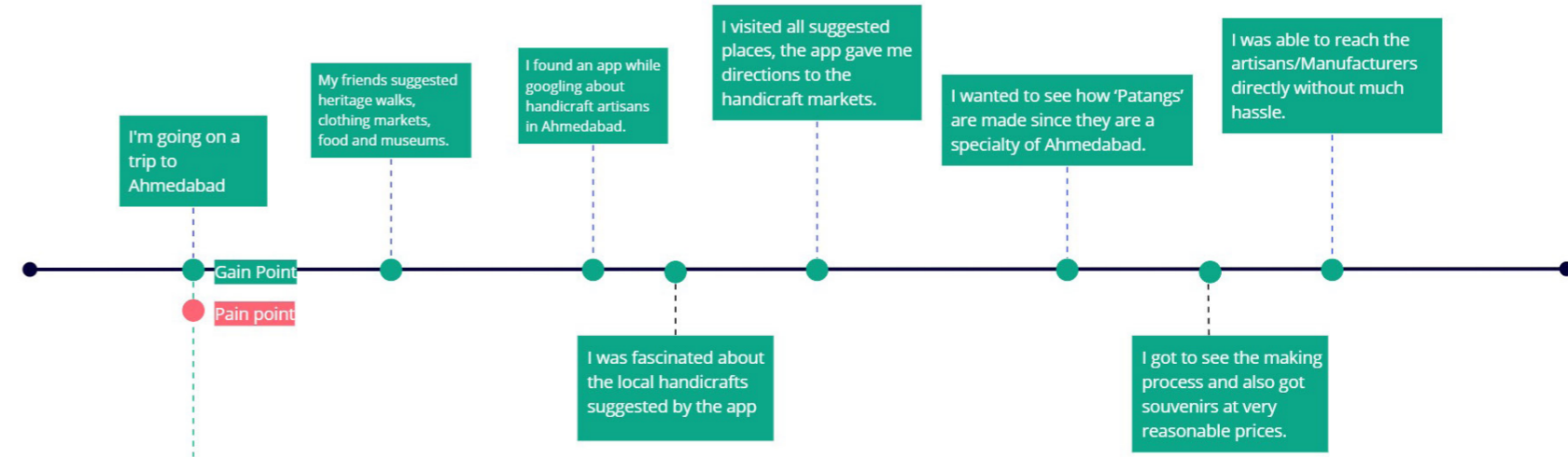
User Journey

Current Scenario



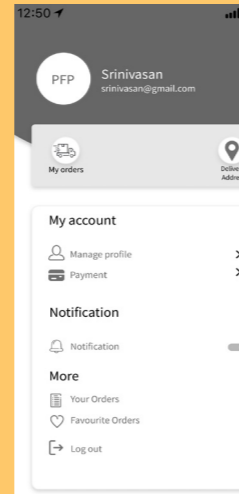
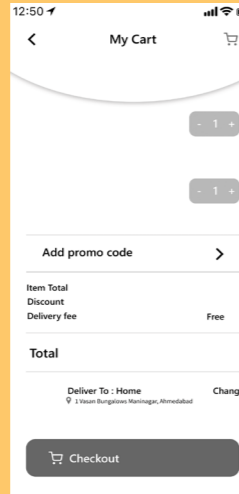
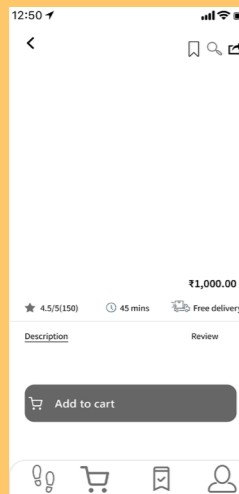
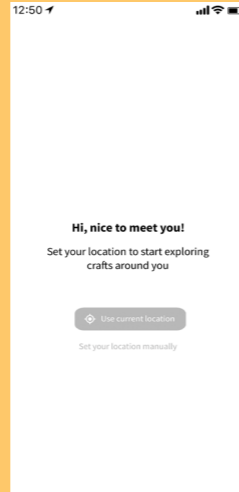
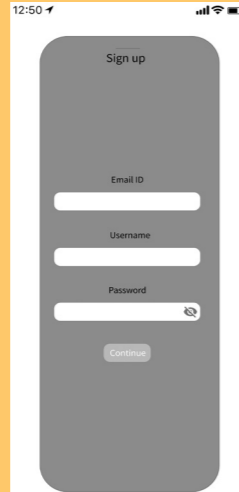
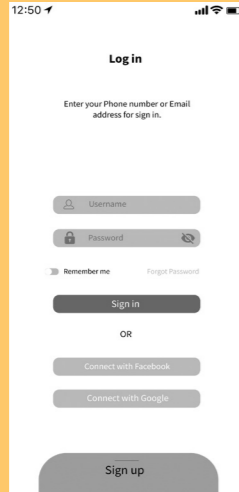
miro

Recommended



miro

Wireframes



Typography

San Francisco

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Popins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Source Sans Pro

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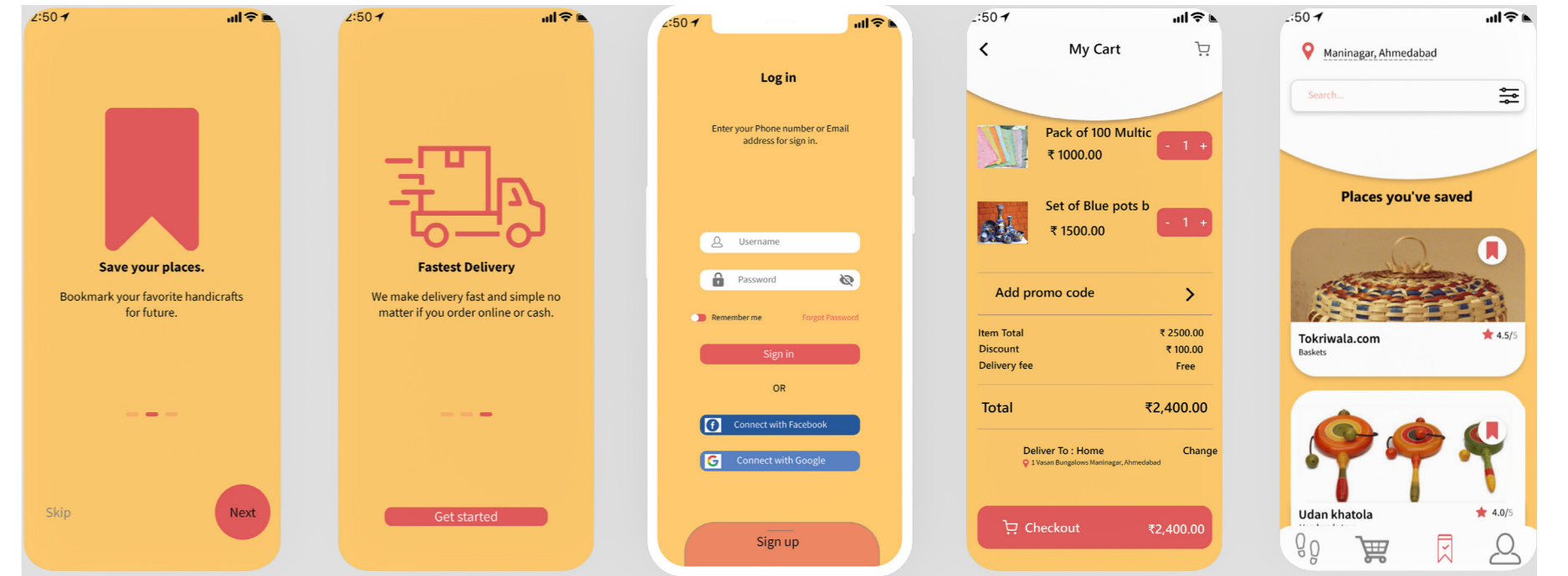
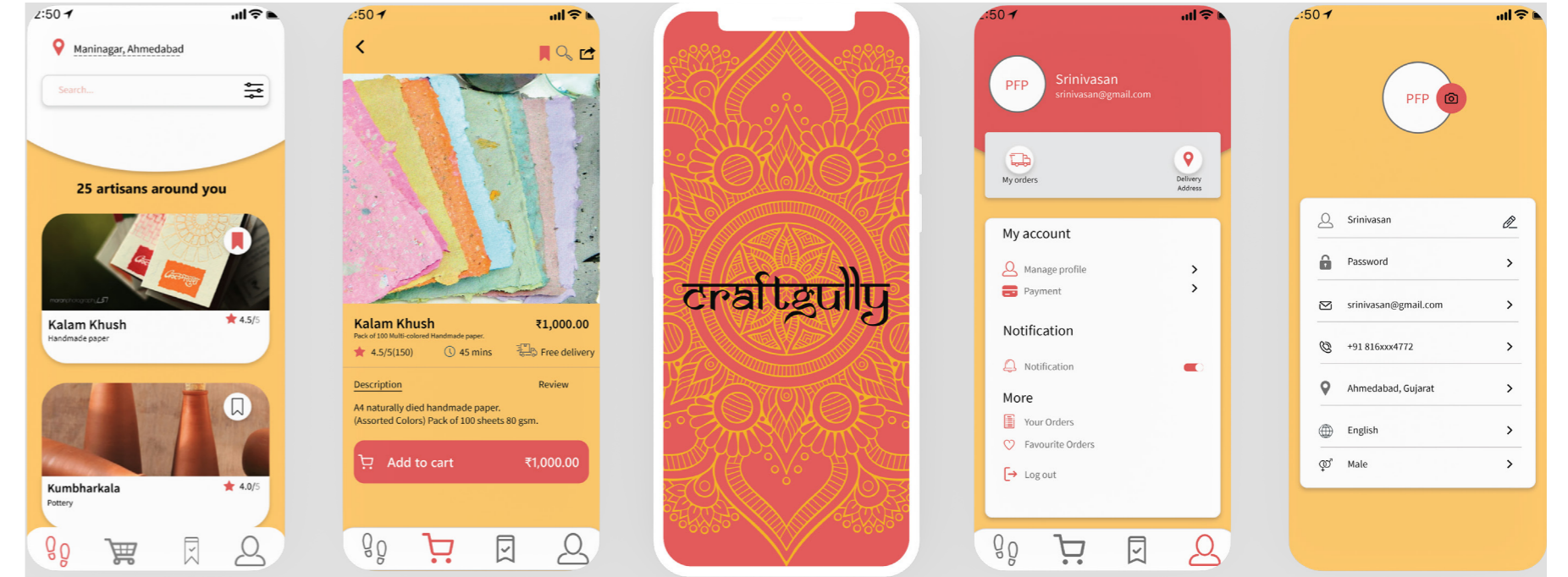
इकलार्कन

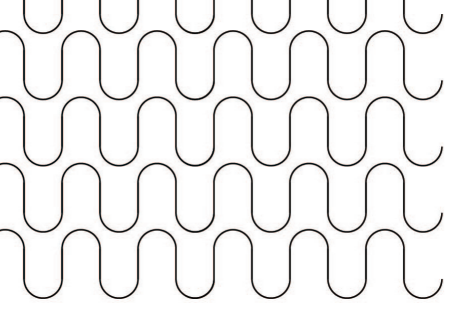
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Final UI



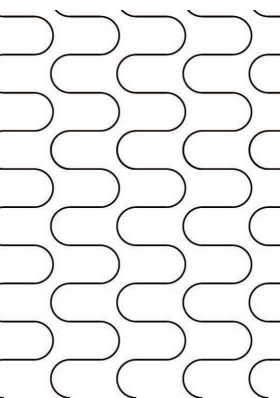


2

Brand Communication

About the Project

A thrift platform for Indian households who can't afford to buy clothes spontaneously, and young people looking for fast fashion to buy/sell premium quality pre owned clothing at affordable prices, that is easy accessible, because it will enable them to earn money, keep up with current trend and save the planet.



DESIGN BRIEF

What?

To build brand strategy for a thrift platform that allows people to buy and sell pre owned clothing. The brand offers premium quality online and offline services and supports sustainable fashion.

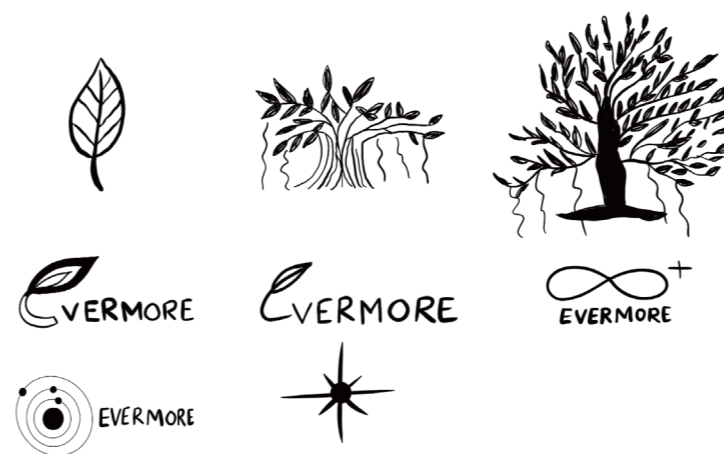
Why?

A concrete strategy would help communicate the unique services that the brand provides and why it stands out from other competitors.

How?

Tv and print ads, social media marketing and PR activities can be some ways to promote the brand. By focusing on building a loyal customer base, the brand can gain popularity by word of mouth.

Visual Identity



THRIFT 'N' THRIVE
← THRIFT 'N' THRIVE →

Final Form



Tagline

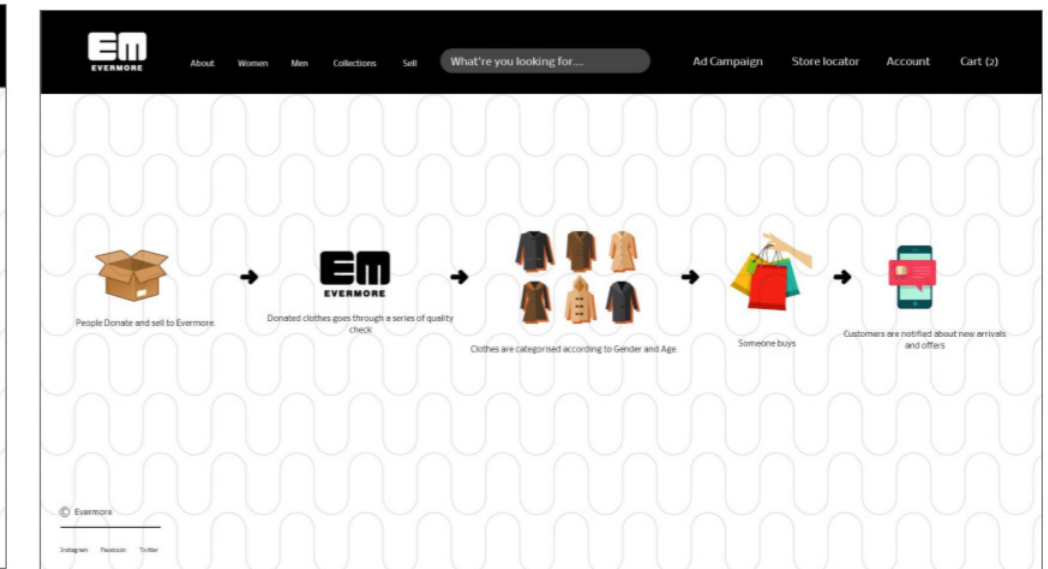
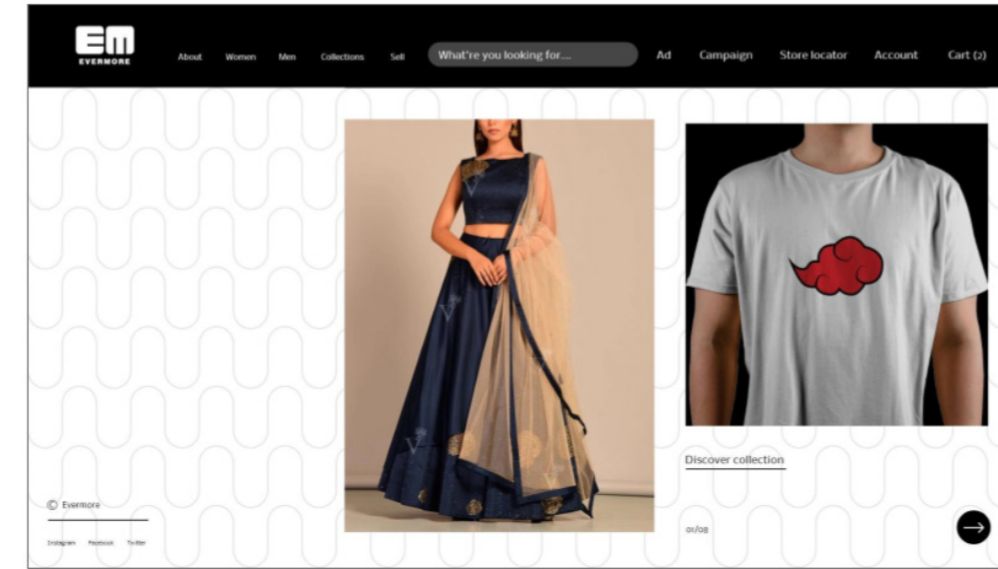


wear like you care.

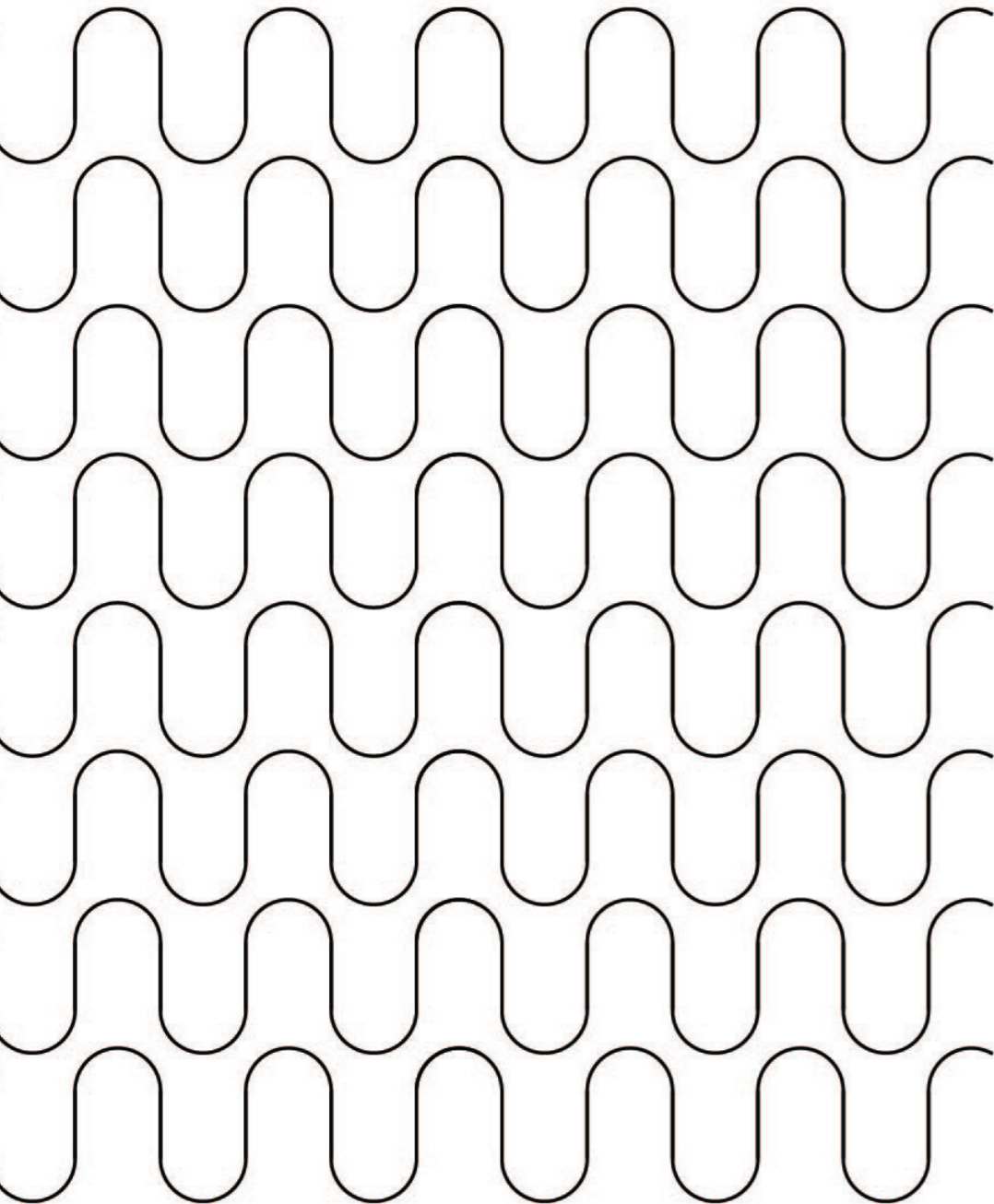
Secondary colour scheme



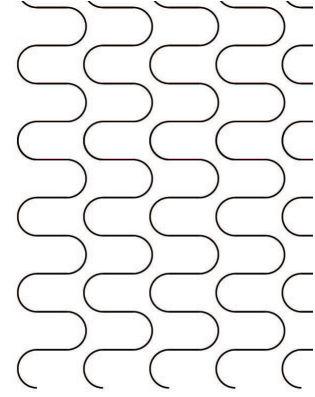
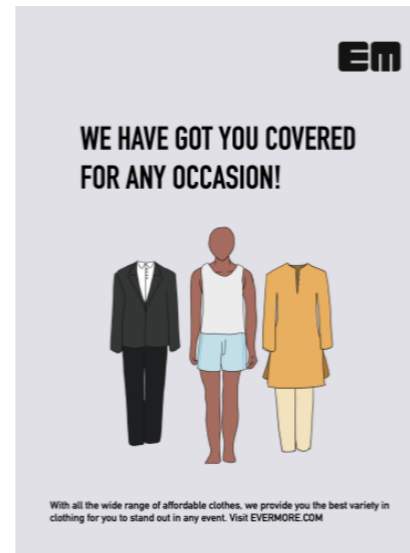
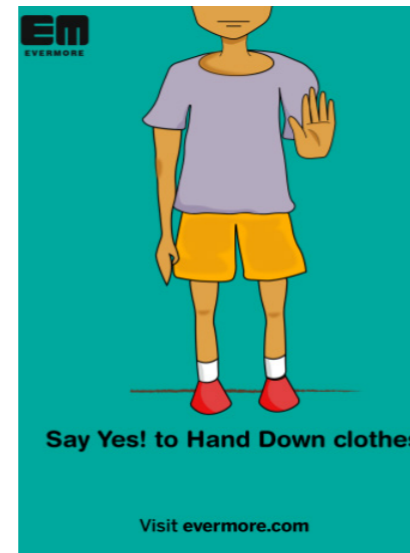
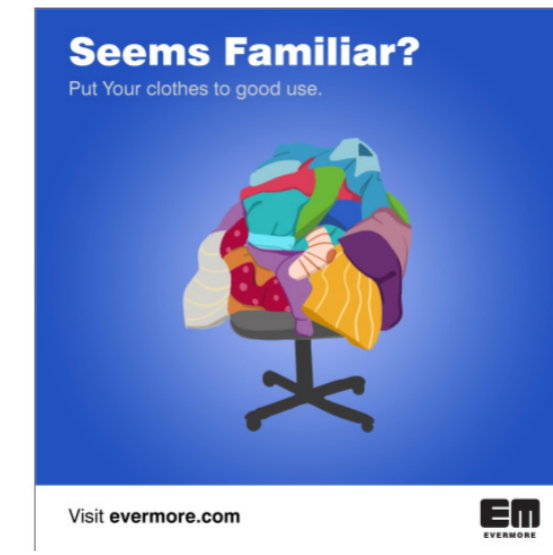
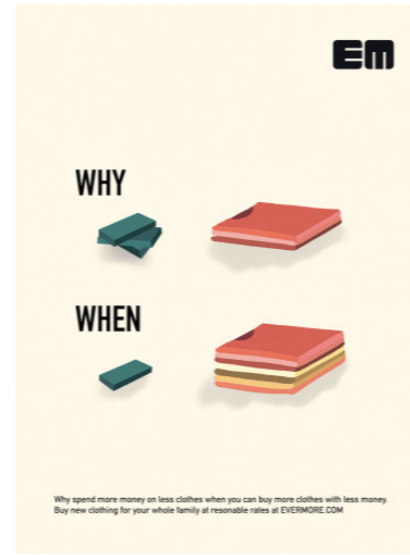
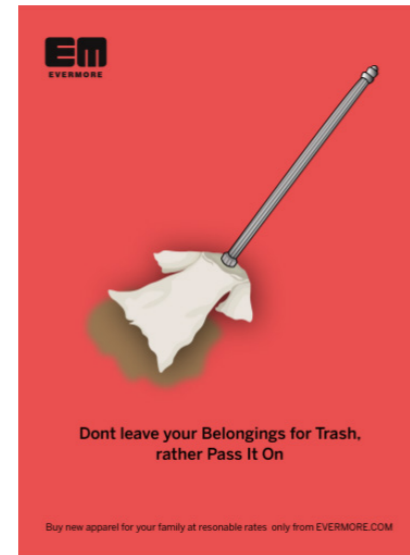
Website



Deliverable Pattern

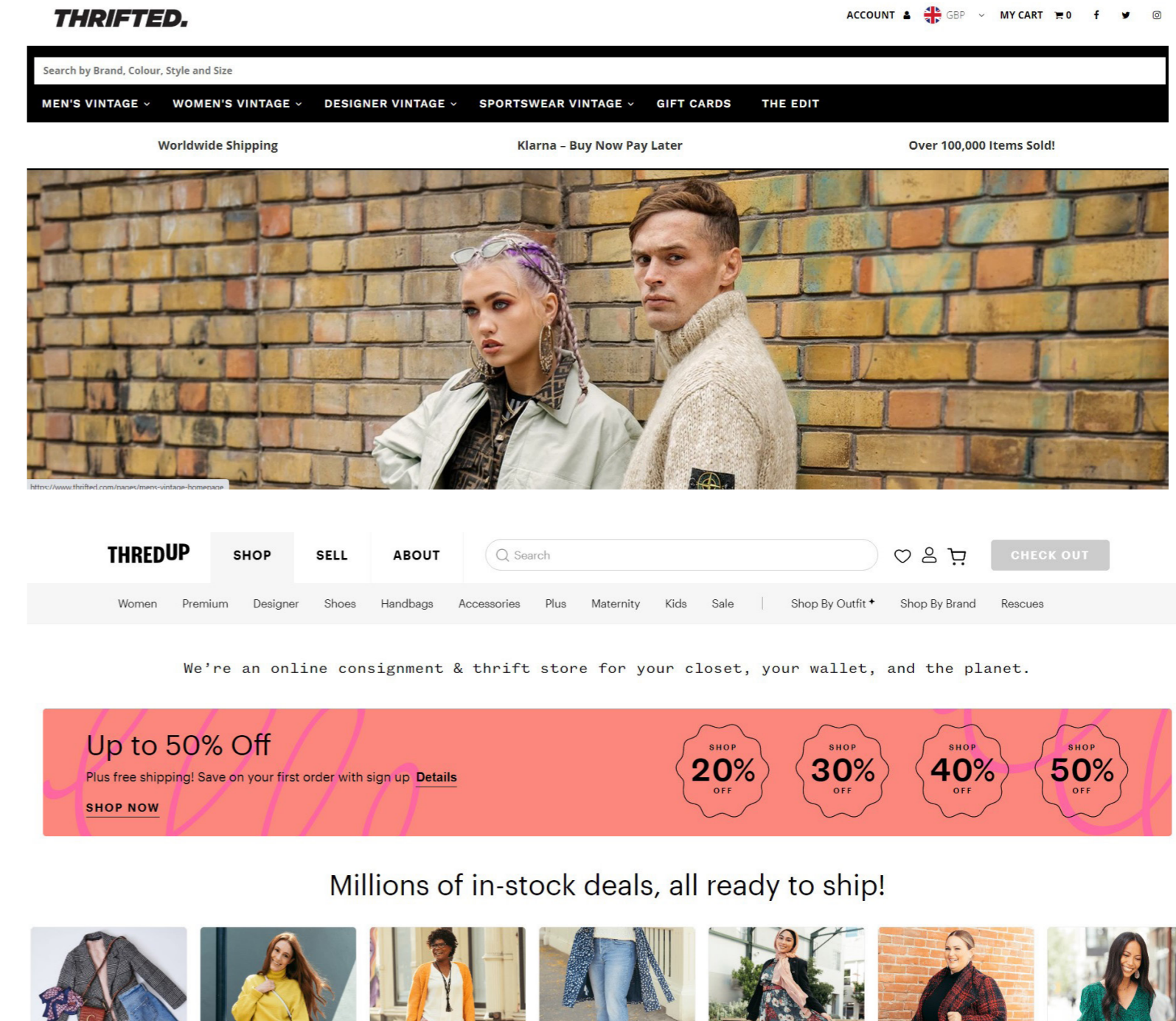


Social media and print ads



Competitor analysis

1. Focusing only on E-commerce
2. Couldn't capture men's market
3. Season and trend oriented collection
4. Creating awareness about negative impact of fast fashion
5. Redistributed over 65 million garments to date
6. Messaging is not clear enough



Envisioning stores



3

Identity Design

About the Project

In this project, I designed an identity for a client's cafe, From name to it's logo and stationary items.

DESIGN BRIEF

Client:

Anusha Farooqui

Objective:

To design visual identity and visual identity applications for a bakery and café which provides fresh baked goods such as Cakes, pastries, breads, biscuits, chocolates and fresh brewed beverages.

Target Audience:

People of every age especially kids and youth.

Background information:

This bakery and cafe is a start-up which will be manufacturing fresh homemade bakery goods and will serve fresh brewed beverages, This café will be open 24x7 so anyone can have a freshly brewed cup of coffee and cupcakes anytime.

This idea for 24x7 café popped up in my mind as my client is a designer and she is always craving for a good cup of coffee and so are other college students.

This café will be located near a university in Ahmedabad.

The café will have facilities like library and individual study tables so the students can do their work there, There will be a smoking zone in the corner of the café.

The prices on the menu are going to reasonable so the students can afford it.

There are some existing companies in the segment of cafes and they are Mocha, Caffix, Unlocked and Java+

Deliverables

Name of the café– Cafepedia

Logo

Stationery- visiting cards, envelope, notepad, letter head, compliment slips, offer slips, menu card, packaging

Other applications: Apron, uniform, Name tag, Carry Bag, Tissues,

Compliment slip, dining crockery

Key words for the logo - Mug, book, bookmark, coffee, encyclopedia

Ideation & Logo Design



Final Form



Colour Palette



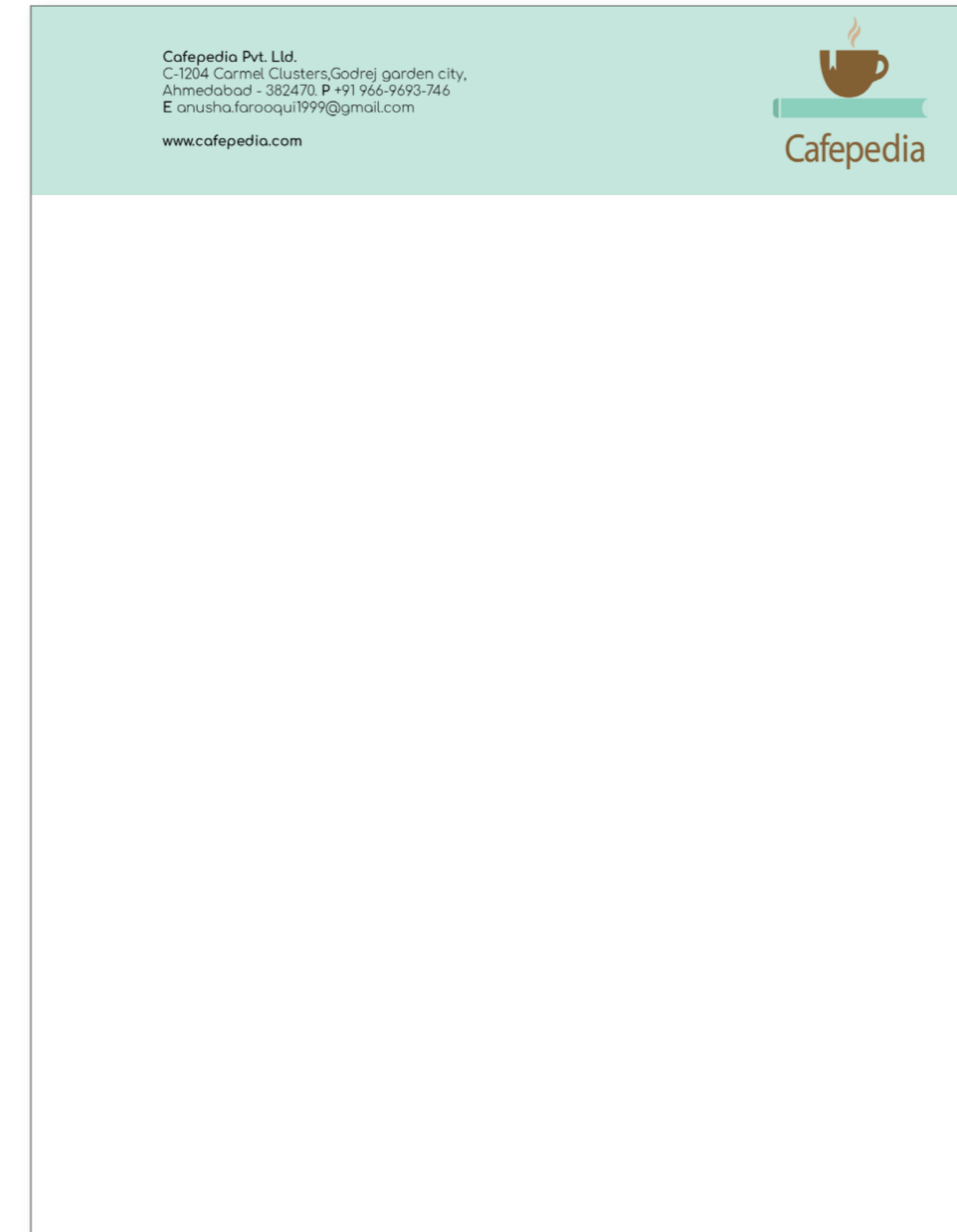
Typography

Comfortaa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Stationery



Other Deliverables (Mock-up)

