

Portfolio

2021-22

Dhruvi Jadav



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Communication Designer

I am based in Ahmedabad and consider myself a creative, organised, open-minded, and process-oriented person who enjoys teamwork and is open to feedback. Listening to music and long walks are my stress buster along with good food!

Education

Bachelor of Design - Nirma University, Ahmedabad, Gujarat
(2020 – Present)
Shree Swaminarayan Gurukul Chala, Vapi, Gujarat
HSC 2018
SSC 2016

Experience

SOACH India – Communication Design Intern
Ahmedabad, Gujarat
Jun 2021 – Aug 2021

Xplora Design Skool – Communication Design Intern
Ahmedabad, Gujarat
Jul 2020 – Aug 2020

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Craft Idea – Apprenticeship
Vapi, Gujarat
Jun 2019 – Jul 2019

Soft Skills

Communication
Time Management
Organisation
Problem Solver
Teamwork

Software Skills

Adobe Illustrator
Adobe Photoshop
Adobe Premier-Pro
Adobe InDesign
Adobe XD
Figma
Sketch Up
Font Lab

Jutte.

Identity Design

Objective: To design the visual identity and visual identity applications for a company called JUTTE which sells customized leather footwear.

Target Audience: Teens, adults (18-35 years) both men and women. The target audience of JUTTE will be young adults as they are more fashion conscious and concerned about their looks.

The character of the brand: Classy, trendy, keeping others needs in mind (customized goods)

Background Information: JUTTE will be a footwear studio that will manufacture leather shoes of vibrant colors according to the customer's choice (customized) for both men and women. The shoes will be available in various sizes and types like loafers and slip-on, etc.



The logo is subtle and trendy. The four dots indicate the different colors. The font used gives a very stylized look. The dotted line that gives the effect of stitch marks shows the customizable ability of the brand.

Ideations.

After several attempts and iterations with different scripts, font and designs that had various elements such as shoe sole, leather effect, shoelaces, shoe buttons; the final concept was chosen that showed exactly what the brand wanted to associate with itself.



Amdavad.

Identity Design

Objective: To design a unified identity system for the city of Ahmedabad to make itself known on the global platform as well as promote it within the city itself.

Target audience: Primary target audience: Residents of Ahmedabad. Secondary target audience: People migrating to Ahmedabad for education and business or job opportunities.

The character of the brand: Humble, wholesome, wintage, heritage, people should relate to it.

Background Information: Ahmedabad, named after the founder of city-Ahmed Shah was formed around 610 years ago. The city is on the verge of becoming a metropolitan city, an industrial and educational hub, and is a city with a significant past. Ahmedabad also popularly known as AMDAVAD is the first city to be declared by UNESCO as India's first World Heritage city in July 2017. It is full of fun and frolic and people are very humble and welcoming. Ahmedabad is known for its diversified culture and population.



The logo is subtle and shows the heritage of the city with the curves, colors and the arc shown in the form.

Ideations.

There were various ideas including the initials of Ahmedabad and the 12 darwaza that it has but the final one is inspired from the carvings of siddi sayieed ni jali.



Symph.

Brand Identity

Objective: To design a virtual platform that allows users to create a recording booth in which they may collaborate with other people in making live music using a variety of different virtual instruments.

Target audience: 13+ User Base. Professionals and Amateur Music Enthusiasts interested in collaborating with other users. Those who would like to get the feel of a variety of different instruments. Users from 13+ to late 20s who would want to use App with their friends to jam and have fun.

The character of the brand: Quirky, Retro, Lively and Fun

Background Information: Symph is a virtual platform that allows Professional and Amateur Music Enthusiasts to create booths in which they can collaborate with their friends and make live music with other users, allowing for people to be brought together and barriers to be broken down.



The logo gives a retro feel, is symmetric and uses duo tone for colors.

Ideations.

The different variations in the logo type were to make a flow which gives the music and collaboration vibes.



The catchy image and lines, prompts the viewer to think more about the brand and invest in it.



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App store presense of Symph.

Tailor App.

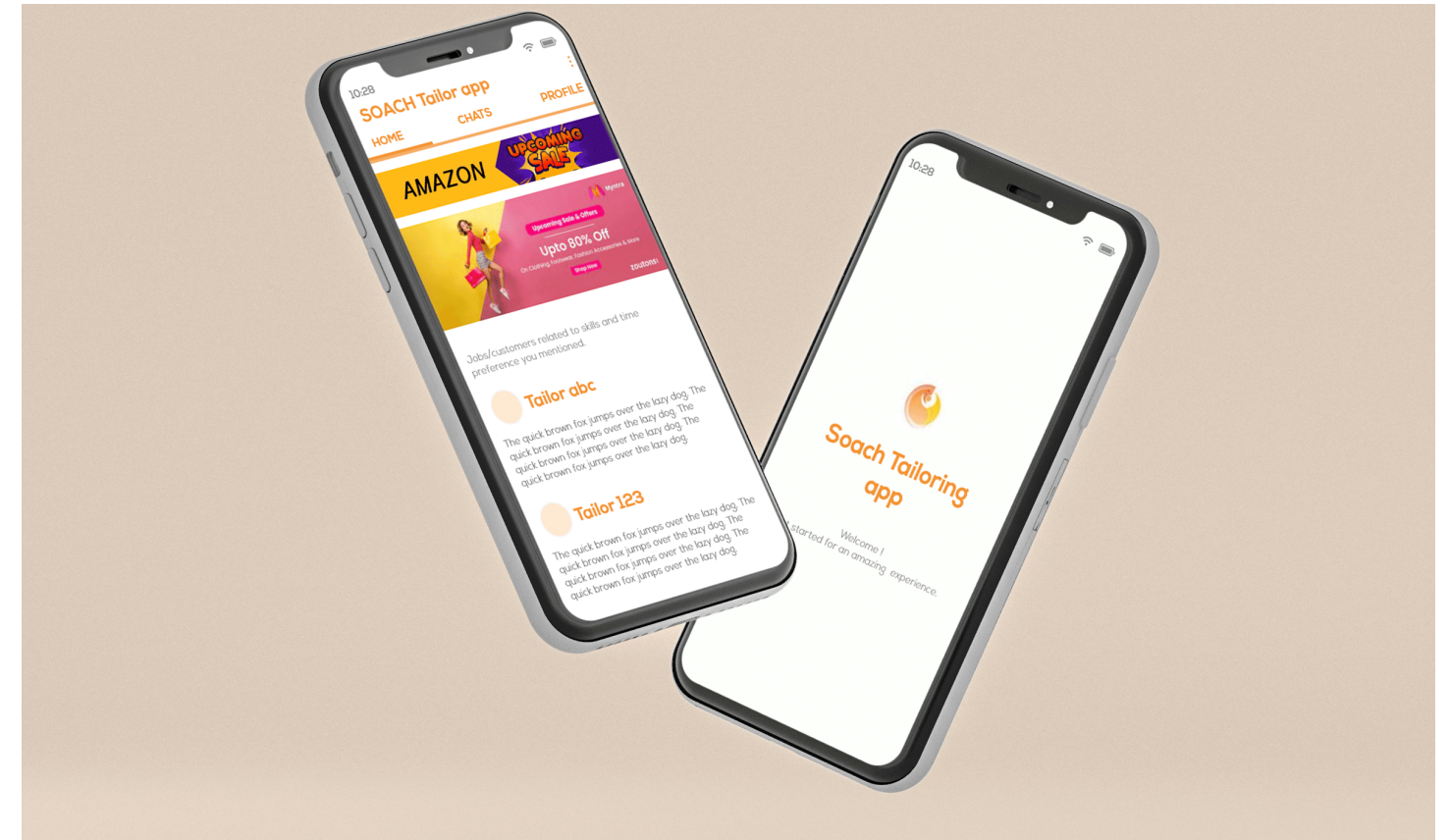
UI-UX App Design

Objective: To design an app which would connect the customers and tailors (women from rural India) and give them work opportunities along with educating them with visual aids and government subsidies.

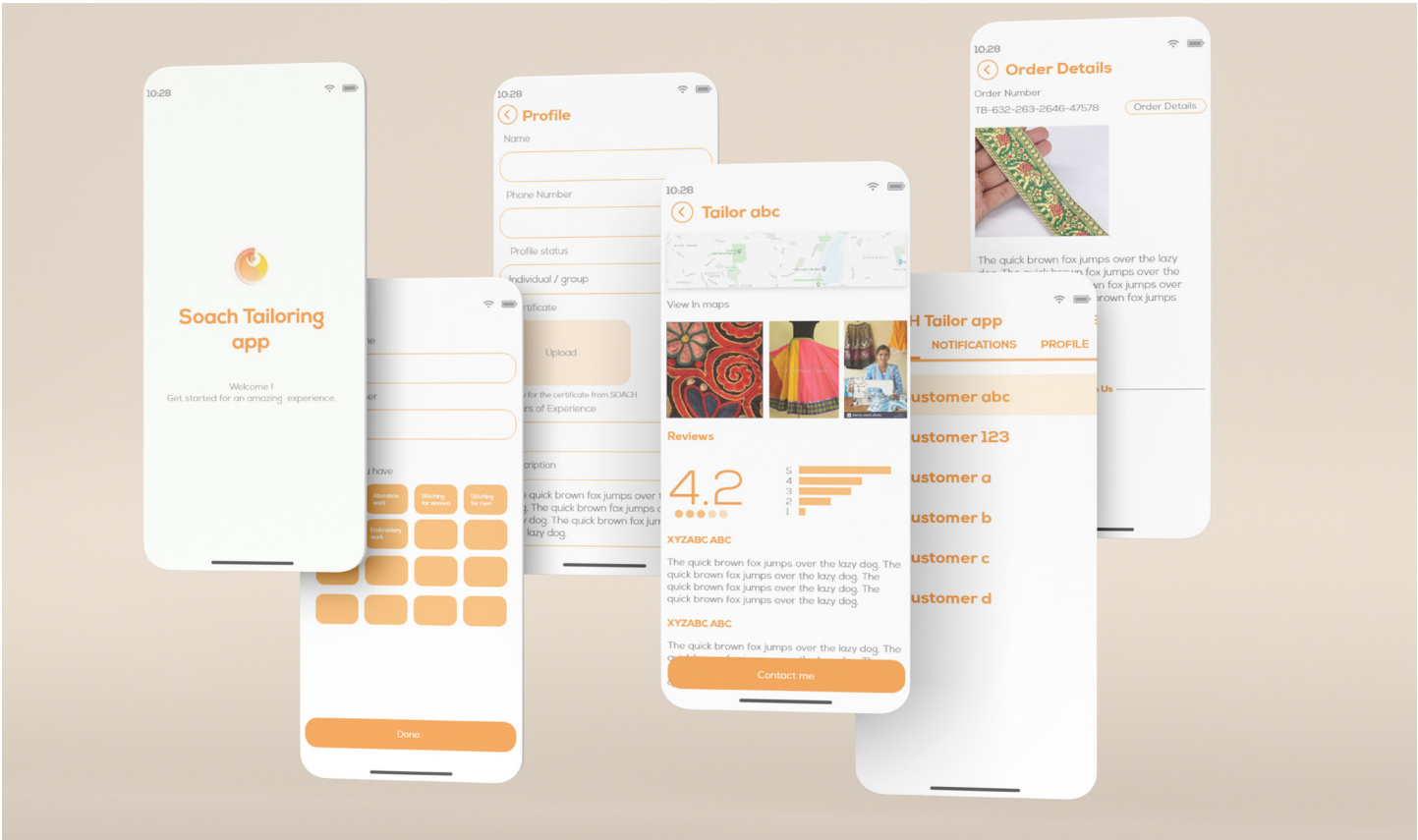
Target audience: Village women who want to earn their own living with tailoring works. Consumers who have a keen eye for craft and handwoven things.

The character of the application: Professional, subtle with warm approach and easy to navigate.

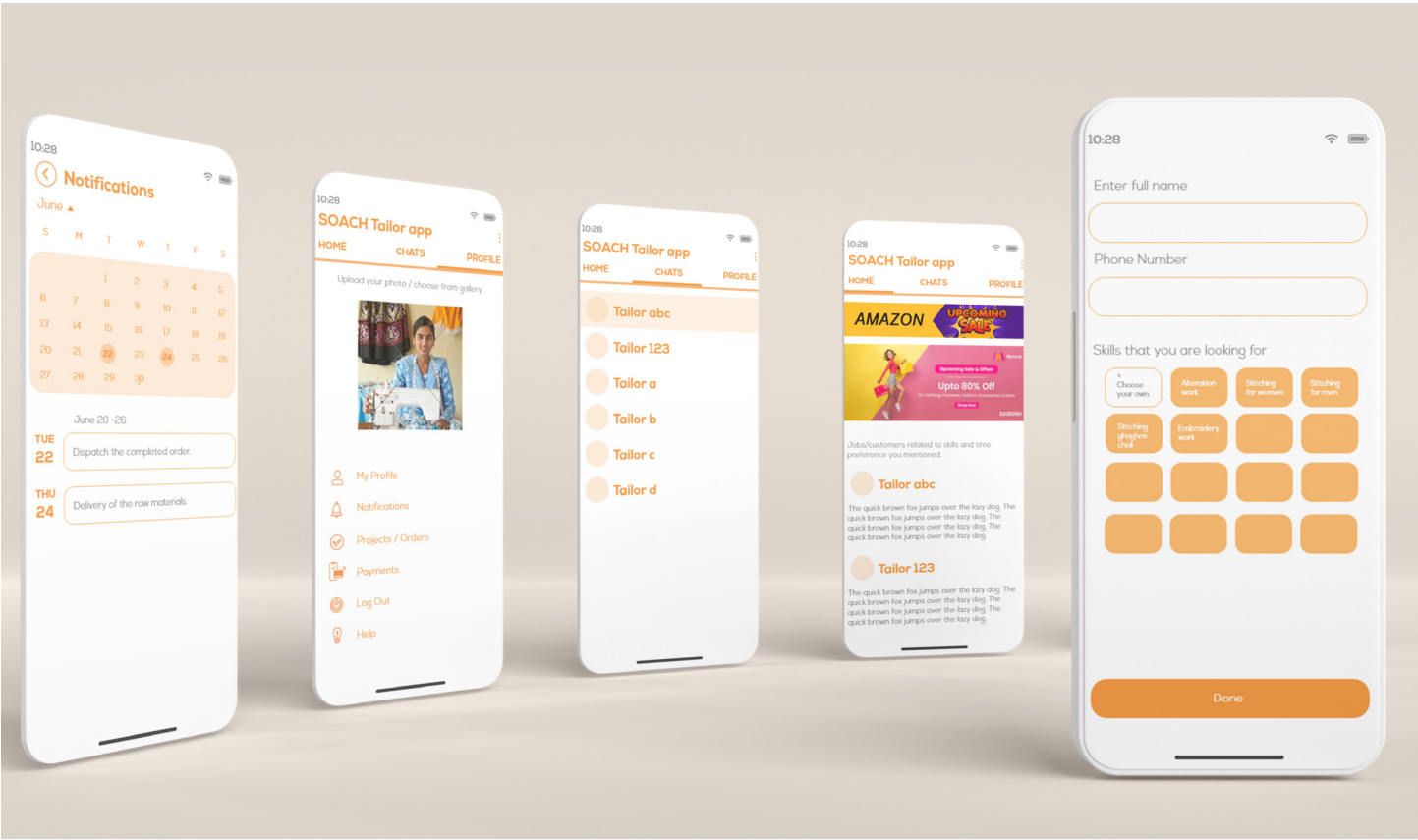
Background Information: The app would allow women of the village to gain new opportunities and earn a better living for themselves. The app would also help the consumers to find the perfect tailor for their needs with the best prices.



SOACH - Tailoring App that gives the opportunity to showcase your work and for customers gives easy access to search tailors online.



Sign in as a tailor and it will lead you to that flow wher you woul input tour skills, make your profile, have a preview of your profile, a list of your customers and your pending orders.



Sign in as a customer and it will lead you to that flow wher you would input the skills tht you want, make your profile, have a preview of your profile, a list of tailors and your notifications.

Fruit Syrup.

Packaging Design

Objective: To design a packaging for a fruit syrup so as to make it easy to dispense from the container in right amounts, store, make it temper proof and at the same time easy to handle for a user who is not familiar with the kitchen.

Target audience: Children (6-12 years) and people who are not very familiar with kitchen

The character of the Packaging: Easy to dispense, store

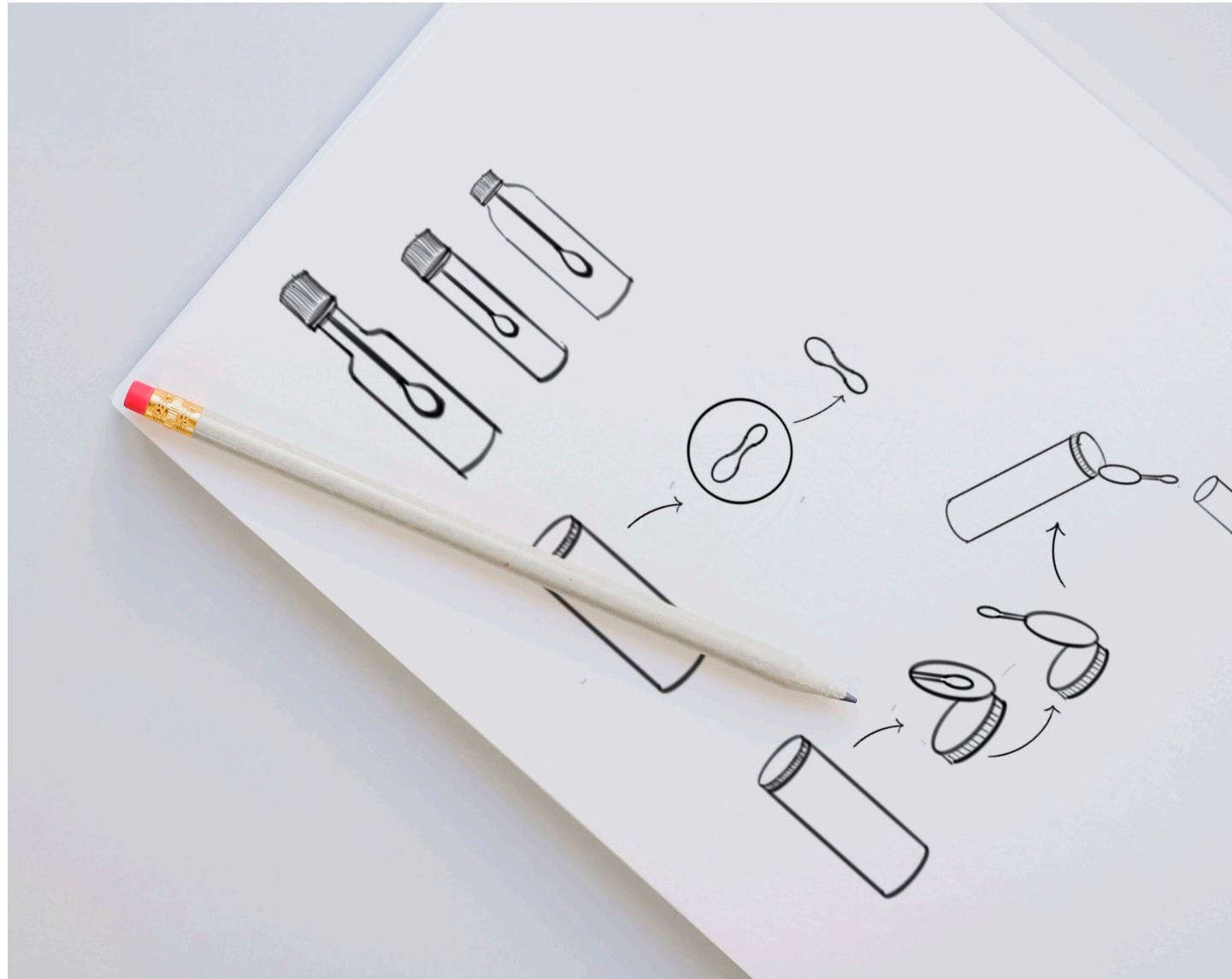
Background Information: The container would be designed for different flavours of the fruit syrup and the graphics on it would help differentiate them. It would give a very vibrant and fresh feeling so it easily stands out from the rest on the display shelf. The packaging along with being purposeful would also provide information regarding the ingredients, the right way to store and dispense the fruit syrup from it along with the other details.



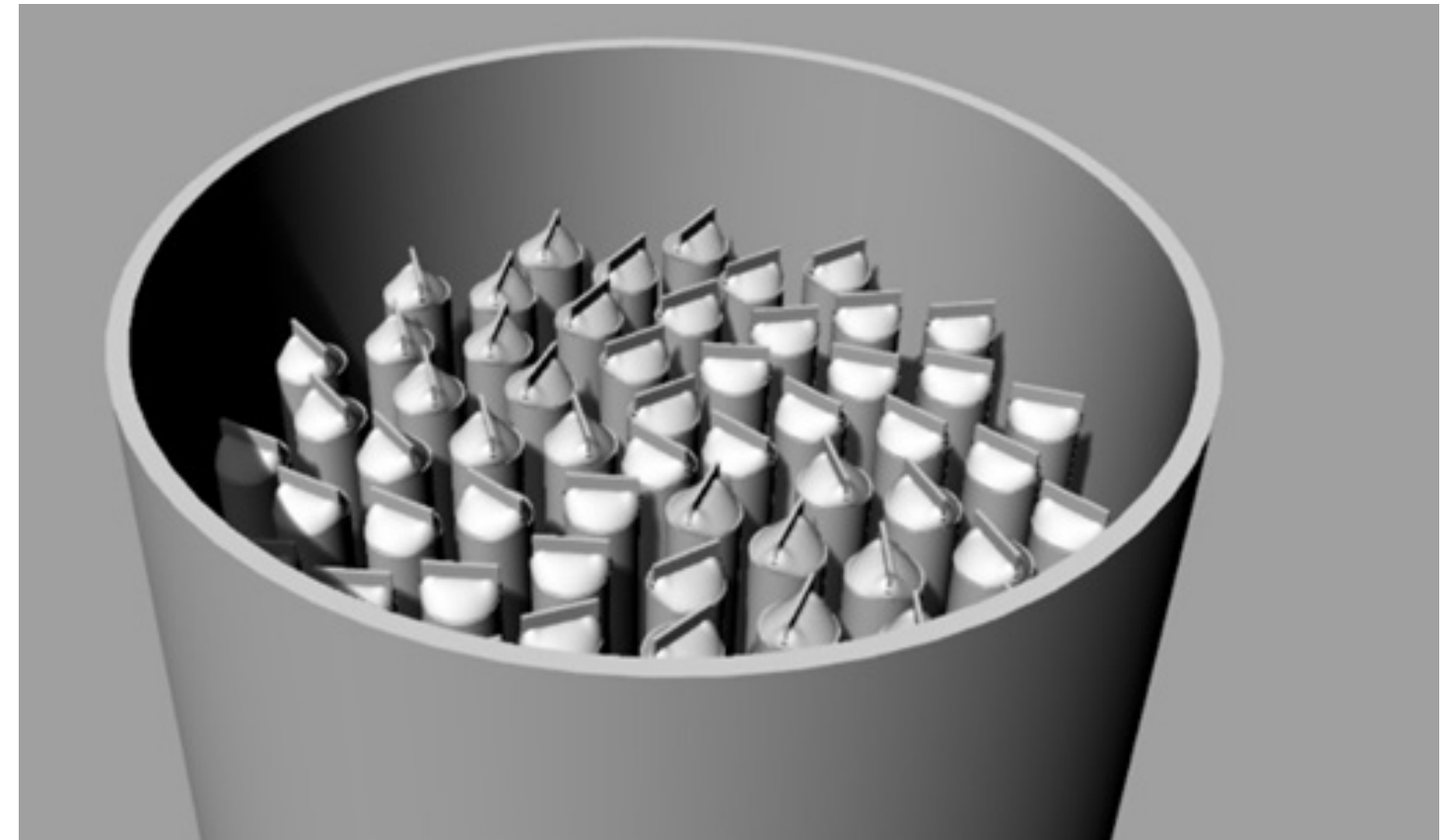
The fruit syrup packaging comes in three different flavours. The graphics mainly attracts children and the packaging is hassle free, easy to store and use.

Ideations.

The initial ideations included a spoon for the quantity of the syrup for an individual serving.



This packaging would eliminate the hassle of measuring the exact amount of syrup every time and also will eliminate extra utensils to be used every time to measure and stir. It would be very useful while on travel as it easy to carry with its travel packa. The hygiene is also kept because of the secondary packaging provided.



The idea for the graphics was: Something that attracts children and engages them along with being colourful and standing out on the shelf from other products.



The packaging is easy to use and hassel free.

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