

PORTFOLIO 2021

Muskan Gupta | Communication Designer



Muskan Gupta

Communication Designer

I am a visual designer based in Ahmedabad. With a passion for well-crafted experiences, I believe in beauty to empower ideas. I have a process-oriented approach and am keen on learning new things. Hard work and dedication are my strengths. I incline more towards social media design, strategy building, and UI/UX.

+91 92271 50925
shadesofmuskan@gmail.com
linkedin.com/in/muskan-gupta-9b03ab211

WORK EXPERIENCE

Digital Upstarts - [June -August 2021]

Graphic Design Intern

Worked on social media posts and facebook ads for different clients.

Pocket Pixels - [June-September 2020]

Social Media Design Intern

Worked on various projects from branding to social media campaign design to creative writing for different clients.

Divya Bhaskar - [June -July 2019]

Illustrator Intern

I worked in the Children's magazine department. I got the opportunity to get some of my work published in the newspaper.

EDUCATION

2018 - Present

B.Des.[Communication Design] - Final Year,
Institute of Design, Nirma University, Ahmedabad

2016 - 2018

Higher Secondary, Commerce Stream,
Udgam School For Children, Ahmedabad

2003 - 2016

Senior Secondary,
Rachana School, Ahmedabad

SOFTWARE SKILLS



SKILLS

Hardworking
Enthusiastic Leader
Team Player
Research Oriented
Public Speaker

LANGUAGE



ACHIEVEMENTS

3rd in state level stamp designing competition
Gold medal in community service award at 'The Pramerica Spirit of Community Award'
First prize in NUZEAL rangoli competition

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Social Media

01 UI / UX Design

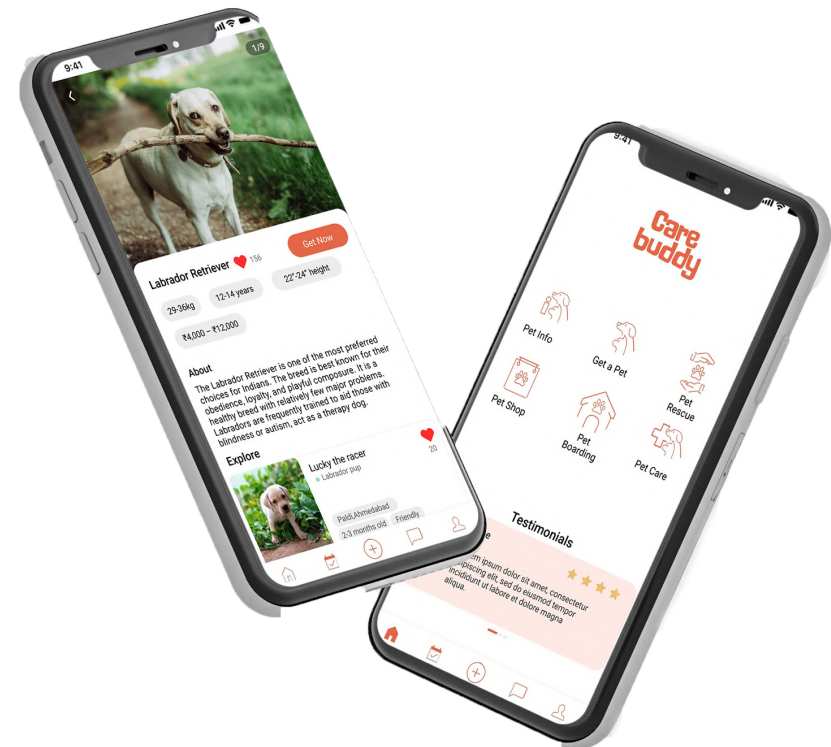
Carebuddy is a one stop pet's
application for all the pet problems

About the Project

It is mainly helpful for new pet owners and also existing pet owners. It provides various information related to different pets like dogs, cats, rabbits, fishes and birds which are suitable for Indian homes.

It helps connect the users to local pet shops, home breeders and adoption centers to get a pet at their convenience. It also helps the user buy pet stuff online and schedule meals, vaccines and other things.

It also has a pet rescue feature which can help pet owners get help for their pets or can help rescue other pets found lost or in trouble.



Research

Some initial research was done on the basis of the assumptions. New pet owners usually find it very difficult to get proper knowledge about how, when and where to get a new pet and what are the things they need to keep in mind. Post pet care and reminders.

Kabir Patel

AGE : 20
 OCCUPATION : Engineering College Student
 LOCATION : Ahmedabad
 DEVICES : Mobile phone, Laptop, Tablet.



"I wish to convince my parents to get a dog but lack of information and budget is proving it to be tough."

Personality and Behavior:

Not a very talkative person. Is of ambivert type. He lives with his family of 4. Mother-Father, A younger brother. He is really good at his studies. He loves to travel and goes on vacations frequently. He loves to workout and is really into sports. He loves watching series and movies. He is into wildlife documentaries, thrillers and comedy. He uses instagram, snapchat, twitter. He loves animals and wishes to get one pet.

I Wish:

- He loves animals and wants a purebred labrador.
- He wishes to accessorize his pet and make him look very dashing.
- He wishes to make a social media page for his pet.

Pain Points:

- He is impatient.
- He cannot handle big responsibilities.
- He has a lack of information about the specific breed.
- He would have a limited budget for a pet, once his parents are convinced.

Tasks:

- He has online classes from 9-4.
- Goes for a morning jog.

Goals:

- He wants to convince his parents to get a pet.

Tech Savviness:

- He is really good with technology and is a quick learner.

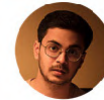
Dog Friendly Network



IT and Internet



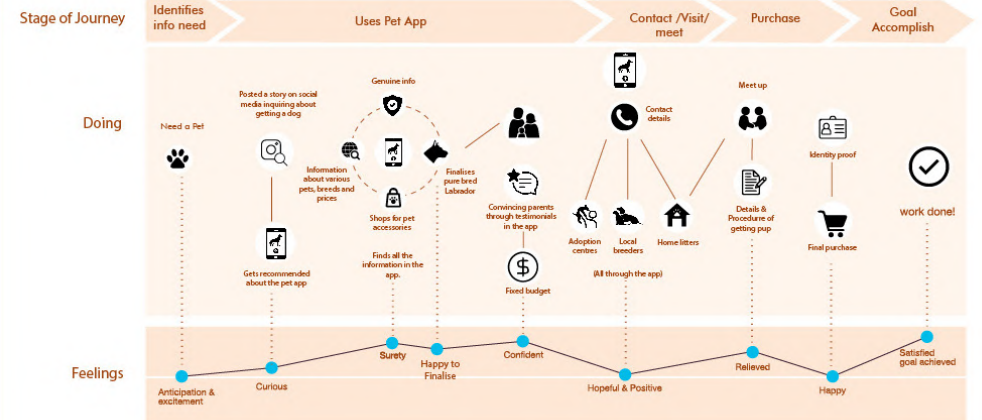
Mobile Apps



Kabir's Journey Map (Recommended)

Covers the feature from pre purchase of a pet to the purchase.

Goal/ Need - trying to get a pet



The problems identified post research were how to get genuine information and about purebred pets. to know about the procedure of getting a pet. reminder for their vaccination. Finding pet lodging.

User Persona

Identity

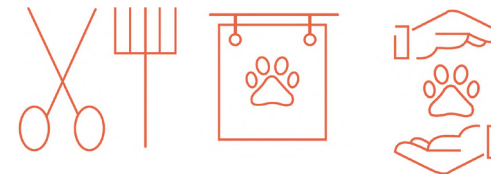
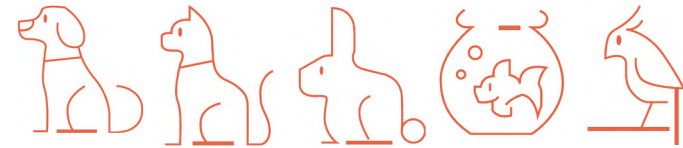
Care buddy

Name: Carebuddy'. This app is a friend that helps pet owners in taking care of their pet.

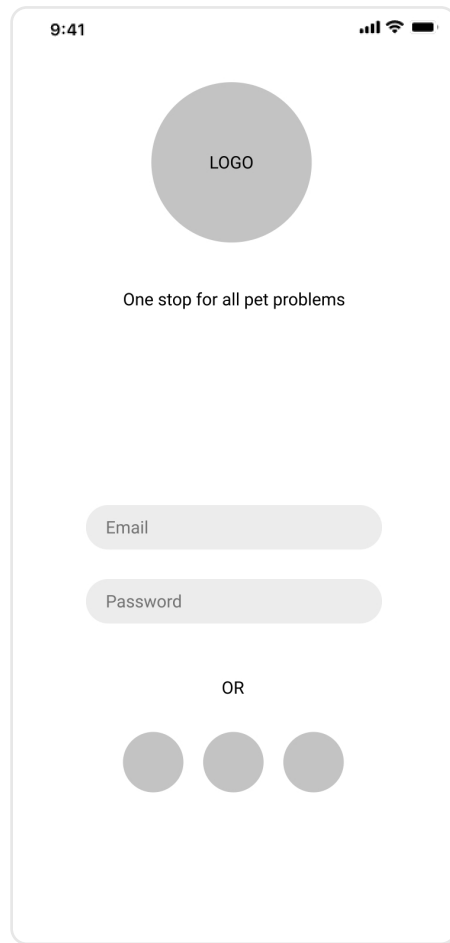
Font: Lolapeluza. This font has soft edges and a squarish form, it looks friendly and playful but at the same time sophisticated.

Color: Orange(#e56748)
Orange represents energetic emotions like happiness and creativity.

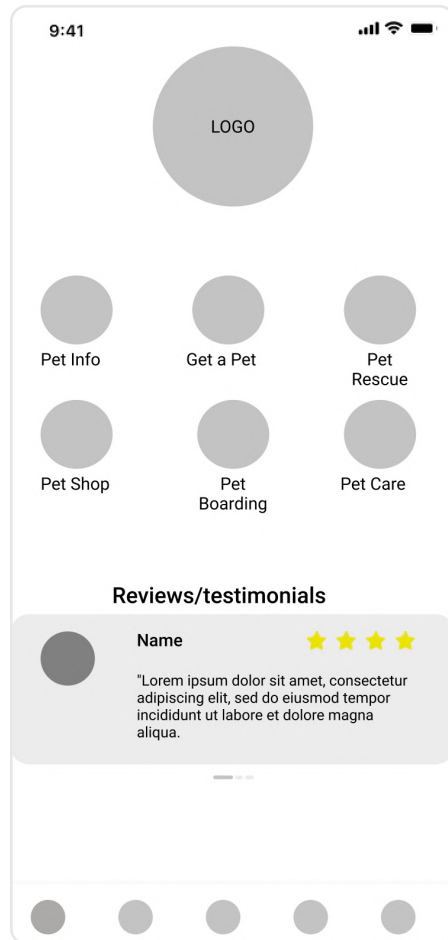
Icons



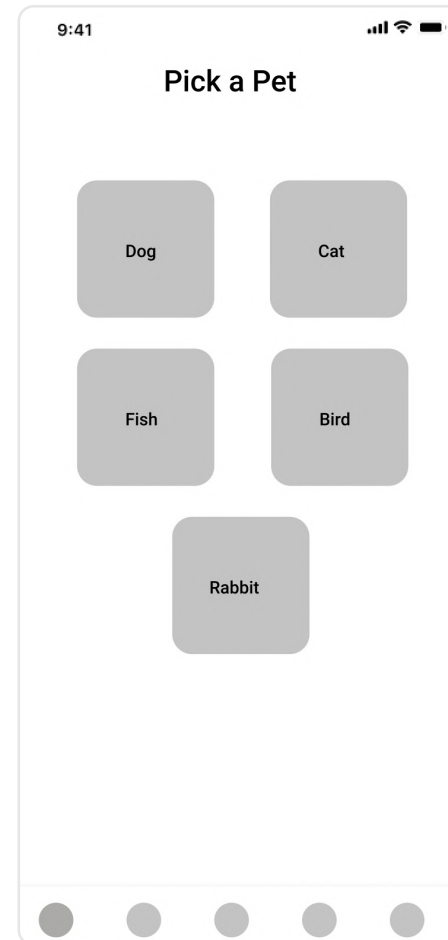
Wireframes



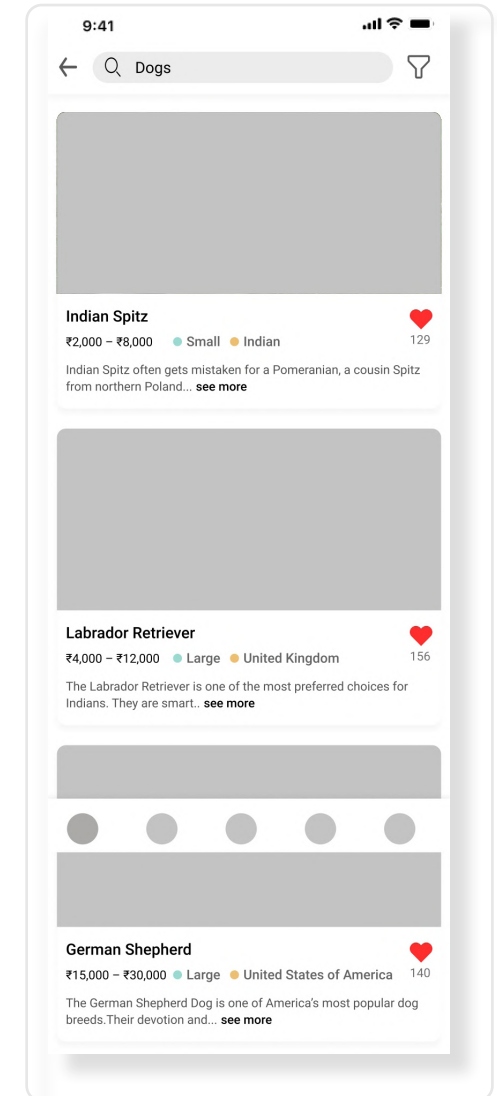
Login



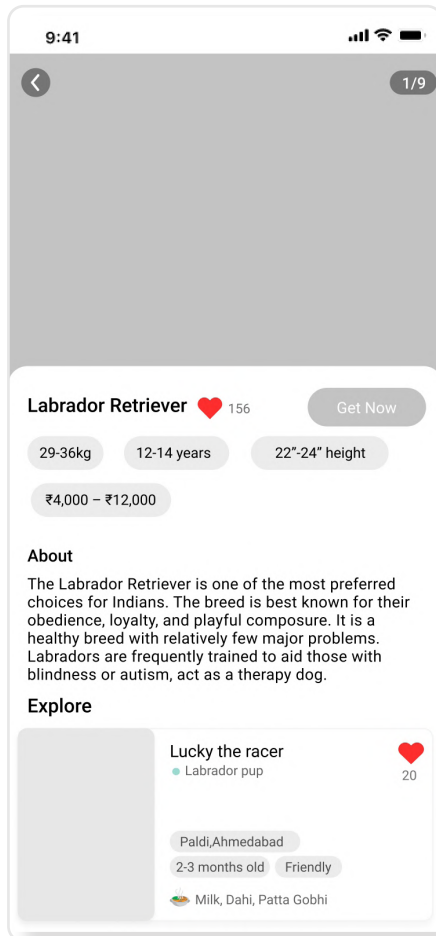
Home Page



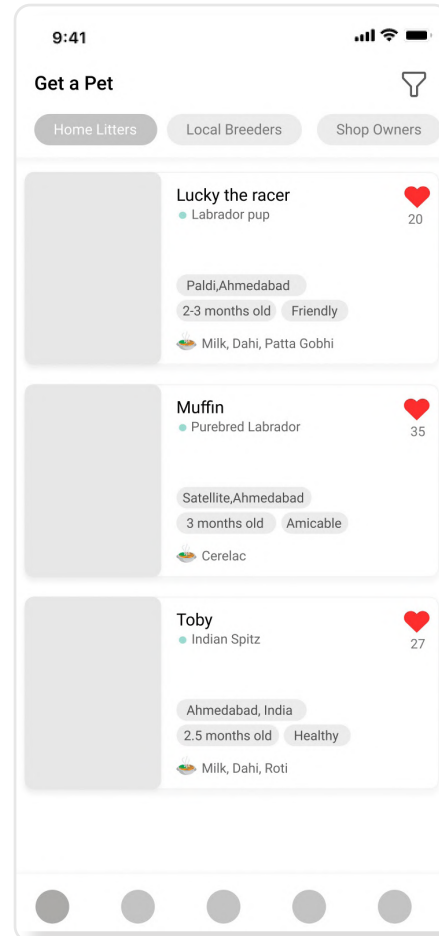
Select Pet Page



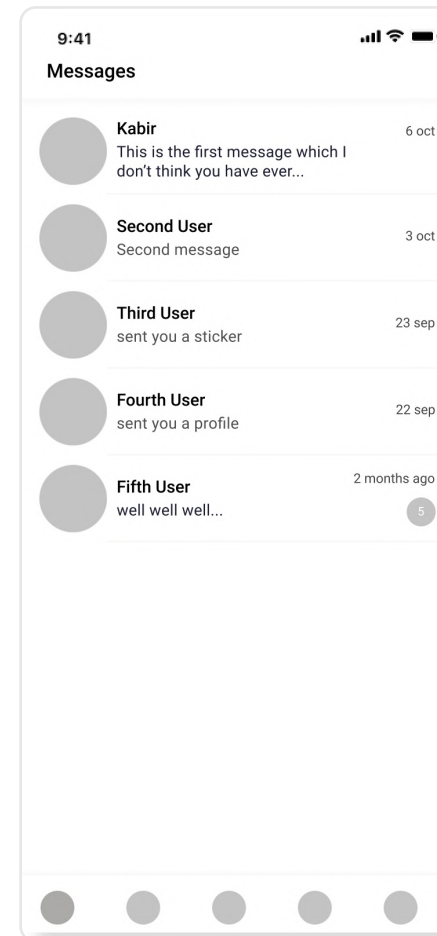
Search Page



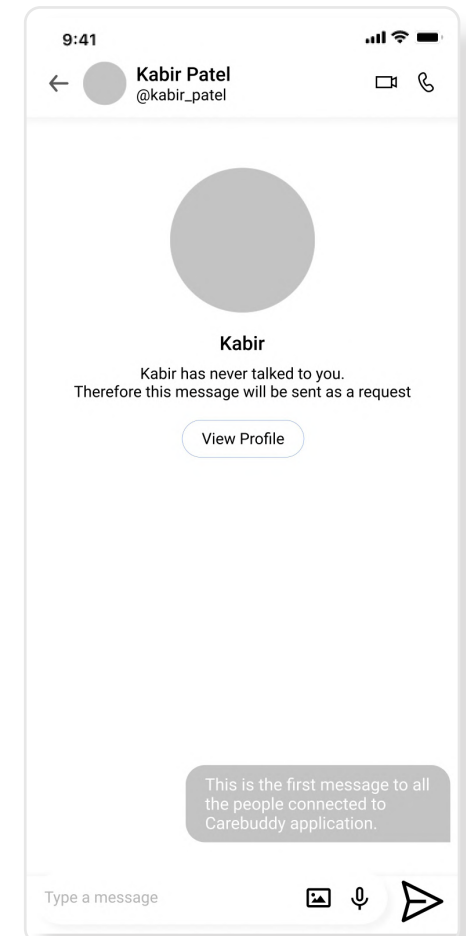
Information Page



Get a Pet Page

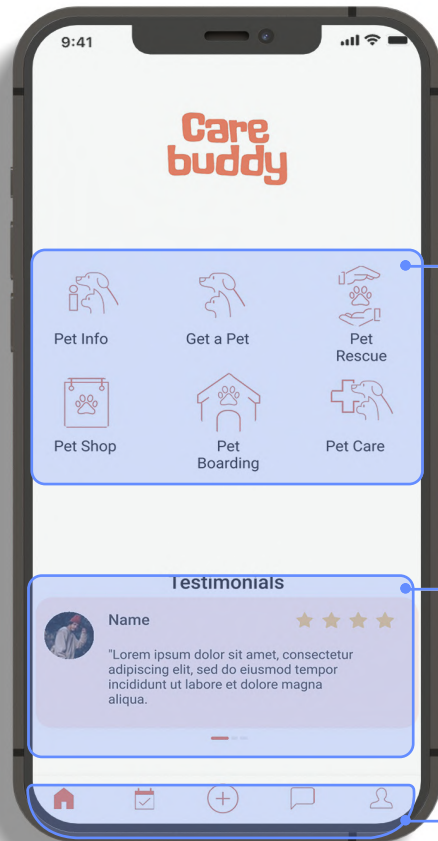


Messages



Chat

Final Design



Home Page

Features

- Get more pet information
- Get a pet
- Contact pet rescue
- Buy things for pet
- Find places for pet boarding
- Get pet care contacts

Reviews

- Reviews of Pet owners
- Stars showing the rating
- Carousel of reviews

Main Navigation

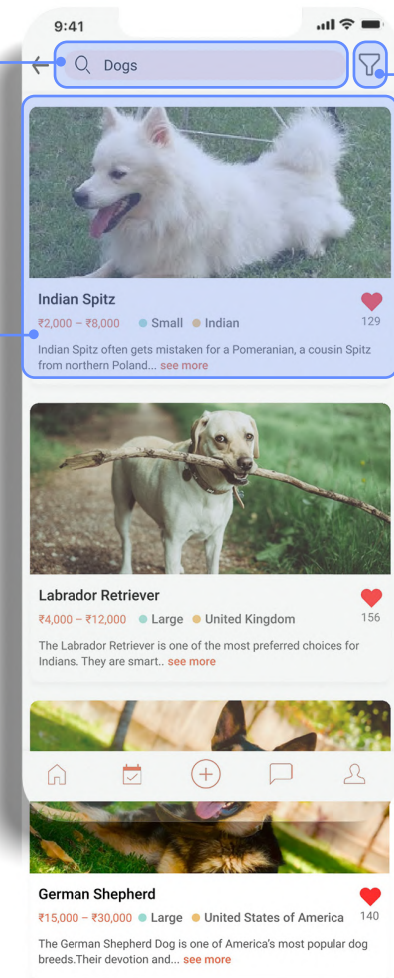
- Home
- Schedule
- More Activities
- Messages
- Profile

Search

Feed Card

- Breed Image
- Breed Name
- Price range
- Likes
- Size & Origin
- CTA - More information

Filter



Search Page

Images

- Carousel of animal images

Information

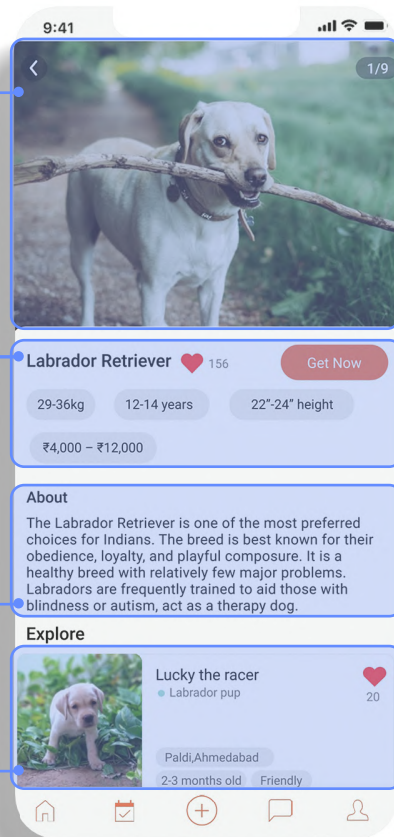
- Name
- Likes for the Animal
- About the weight, lifespan & height
- CTA - get the pet now

About

- Behavioural information about the breed

Explore

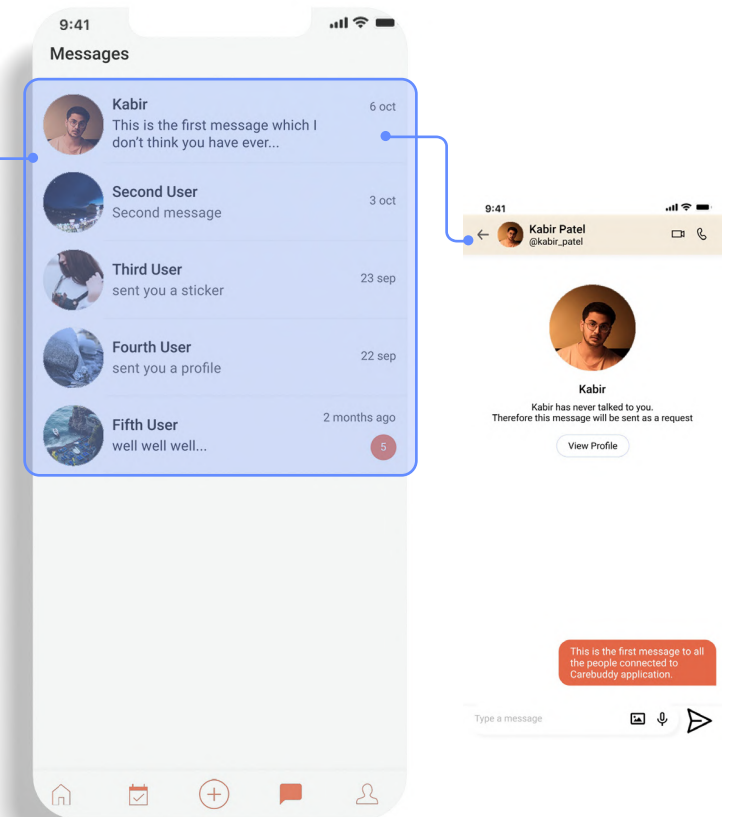
- Image of the animal of the same breed available
- Name & Breed
- Likes
- Details about location, age & nature



Information Page

Messages

- Name of people
- Photo of people
- Last message
- Date of last message
- Number of unread message



Messages

02 Packaging Design



Medikit is a First-Aid kit for homes and workplaces with better communication



About the Project

Develop packaging with the requisite form and function for various commodities and consumer goods

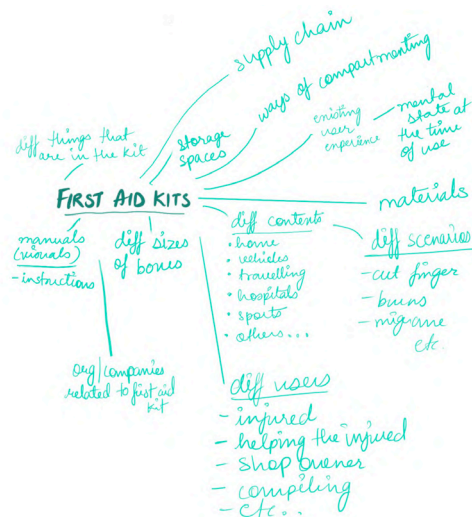
Create graphics for packaging and understand brand-storytelling techniques through the knowledge of visual semiotics

Demonstrate understanding of visual communication strategies and materials for effective packaging design



Research

I started my research from the healthcare industry and with the help of brainstorming I came down to choosing first aid kits as my product. then I listed the common areas where a problem or an opportunity can be seen for a packaging intervention.



Vandana Shah

Age: 56
Occupation: Teacher (home)
Location: Ahmedabad
Education: M.Com



Personality and behaviour

- She lives with her husband, son and mother-in-law.
- She wears specs for reading.
- Loves to cook and make different dishes for the family.
- One of the eldest in the family so has a lot of responsibilities.

Pain Points

- Had problem with the reading of the thermometer.
- Had trouble finding the correct medicines among loads of different medicines kept together.

Tasks Performed

- Her younger sister-in-law and come to live with them for vacations.
- Her sister-in-law had been feeling feverish and sick from some time but had been ignoring it.
- Mrs Shah decided to check her temperature using the spare non electronic thermometer they had.
- The electronic one was used by her son who was in self quarantine.
- Due to lack of habit of using the non electronic thermometer and her specs she was having trouble finding out the correct temperature.
- No one else was at their home at that time so they had to take help of her neighbour to find out the correct temperature.
- She had fever, so now they were searching for the correct medicine and had to look for it in the heap of different tablets kept together in their self-made first aid kit.

I then saw the existing first aid kits available in the market and researched about their contents and existing problems faced by people while using them. I conducted interviews and surveys. Post research I made a design brief for the project.

Design Brief

Background - First aid kits are one of the necessities in our lives. Like the name they are the first thing that helps us treat people and ourselves during mishaps. But sometimes a kit is overloaded with a lot of things and people aren't able to find the correct things required in the state of emergency or panic. They also don't know how to treat different wounds.

Primary objective - To redesign the packaging of first aid kits to be more systematic and adding infographic instructions for easy and faster use.

Target Audience -

Everyone who uses the kit at home.
Travelling people who would require a compact kit.

Scope of Work -

Form

- De-cluttered storage of different things.
- Segmented packing of items for easy and quicker usage.
- Compact and easy to store.
- Handy and clear(Transparent) packaging.

Visual

- Simple infographics to present the steps to different injuries.
- Labelling different elements in a more common or easily understood visual language.

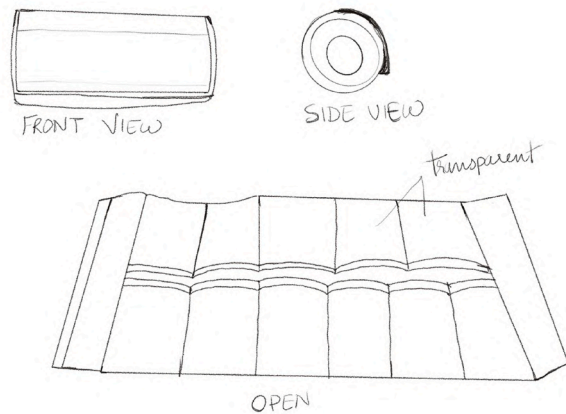
Tone of Voice - Clear and to the point. Use of easier and common words for quicker understanding. A sense of seriousness but approachable.

Personality - Instructional

Deliverables - A decluttered packaging of a first aid kit which is labelled or coded visually for faster use along with a manual.

Initial Ideations

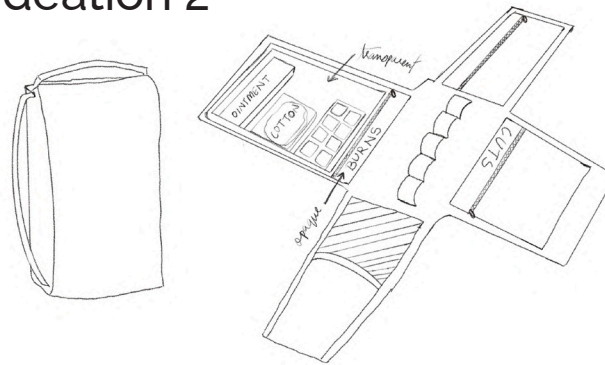
Ideation 1



A rolled up pouch which will have different transparent compartments laid in front of each other.

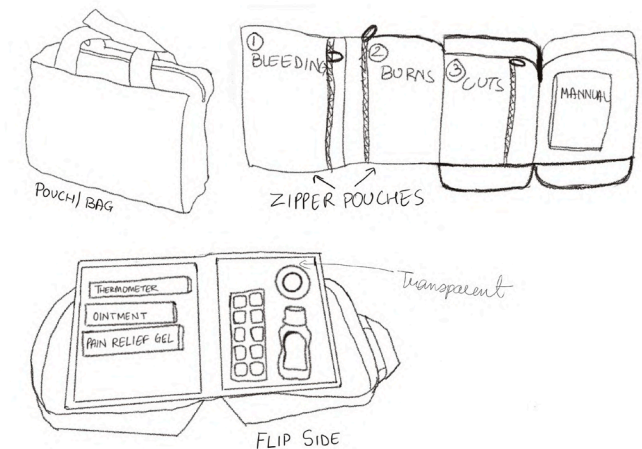
The form of the roll will make it more compact and easily storable.

Ideation 2



This pouch will open like a cross. The middle part will have holsters to hold different things. The different flaps will have transparent pouches with different items and also labeled with the name of the ailment they are catering to. This categorization will make the first aid process faster.

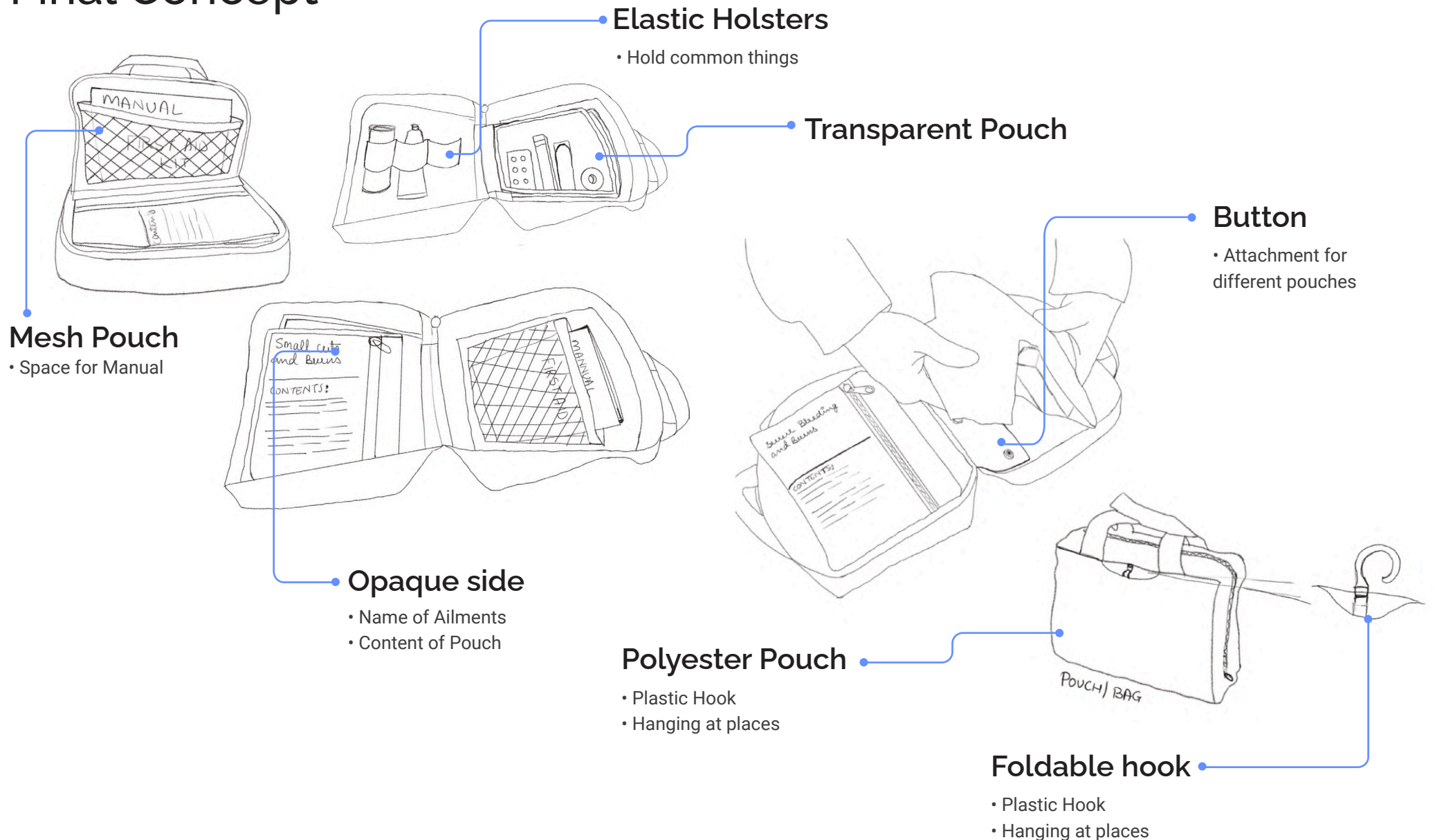
Ideation 3

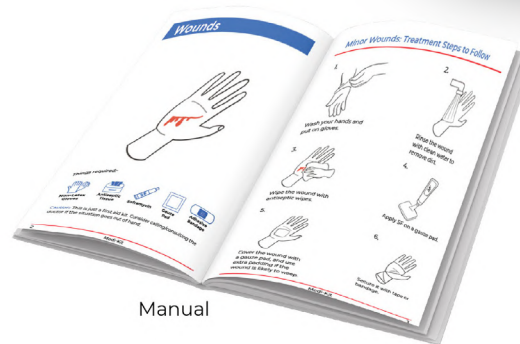


There will be an outer pouch and four inner pouches.

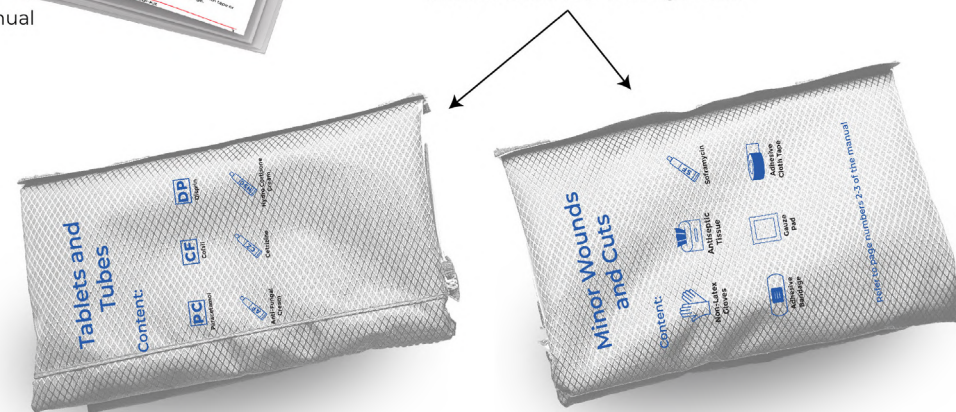
The different pouches will be transparent with different items and also labeled on the other side with the name of the ailment they are catering to. This categorization will make the first aid process faster.

Final Concept





Two separate pouches with name of ailment and icons of things inside



First Aid Kit Packaging

A packaging project by Muskan Gupta

Medi-kit is a redesigned first aid kit with better compartmentalisation for faster access for first aid. It is most suitable for home and travel setting. The kit is divided into different pouches based on different ailments. Each pouch has items needed to cater specific ailments making it easier and quicker to treat the ailment.

To make the process faster a manual with iconographic instructions is provided which states the steps to treat different ailments. The icons are made with rounded edges to make it softer on the eyes during the panic situation. The red color is used as it denotes emergency and alertness. The use of white and blue is done in order to give a calming effect to the eyes of the user in the time of a panic situation.

Iconography



Manual



03 Posters



Poster on Alan Fletcher



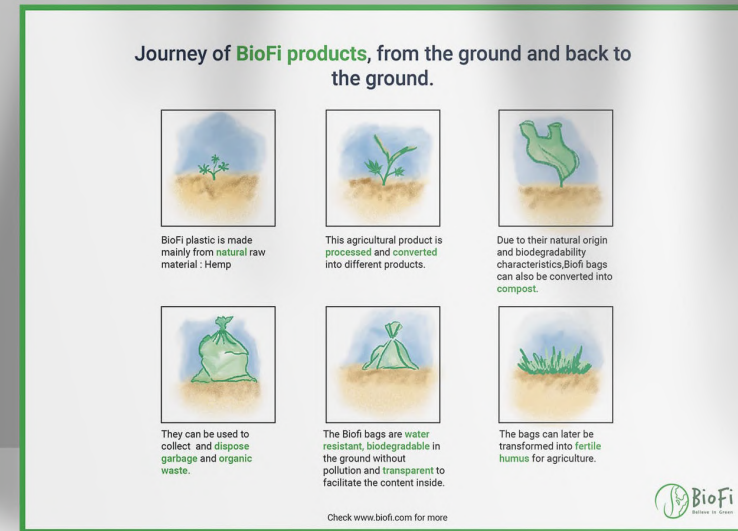
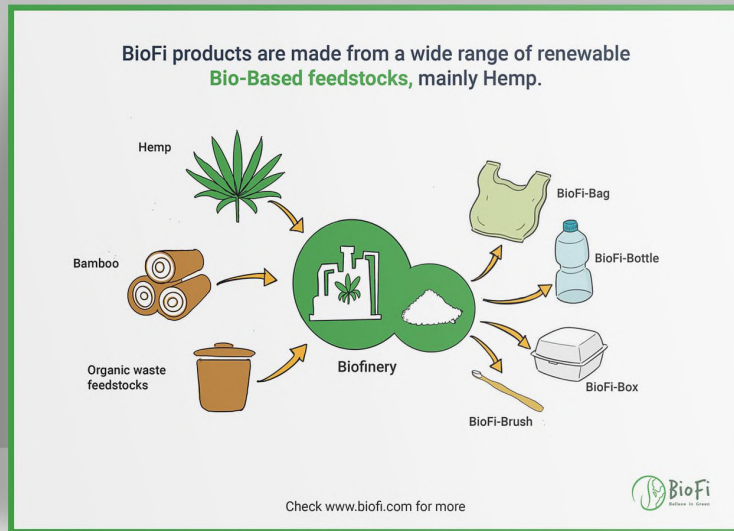
Typography poster on Montserrat



Campaign Poster for BioFi




Campaign Poster for BioFi




04 **Brochures**



Brochure for RCL World School




RCL WORLD SCHOOL



Build a bright future for your child. Give your child an education of Heart Soul

RCL Aims At

Focus on igniting the unique talents and skills of the students at very early stages and instill them a habit of winning and brings all round development among the young children



An English Medium Co-Educational Institution Affiliated to CBSE, New Delhi

7317501554
9412069827

rcworldschool@gmail.com



DISTINCTIVE FEATURES OF RCL WORLD SCHOOL

- A school without need of tutors
- Creating english atmosphere and providing Quality education
- Smart Classes, Computer lab, Science lab and maths lab
- Qualified, Dedicated and inspiring Faculty
- Shaping the minds of tiny tots and new seting new standards
- Predicting the child's aptitude
- Beautitui Aesthetically designed campus
- Indoor & Outdoor Games Facilities
- Teacher Student ratio is 1:40
- Whole campus under CCTV Surveillance

We vow to provide the best for the young buds of mainpuri.

Principal
Mr. Francis. K.A.

Manager
Smt. Sarita Yadav

Director
Er. Manoj Yadav

Main school campus- 2 km from Sheetla Devi Mandir, Kurawali road, Mainpuri



Brochure for RCL World School

**2020
Admission
OPEN**

**RCL WORLD
SCHOOL**

Aim

Focus on igniting the unique talents and skills of the students at very early stages and instill them a habit of winning and brings all round development among the young children.



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Main School campus- 2km from Sheetla Devi Mandir, Kurawali road, Mainpuri
Principal: 7317501554, 9412069827
Email: rclworldschool@gmail.com

EVENTS



DISTINCTIVE FEATURES OF RCL WORLD SCHOOL

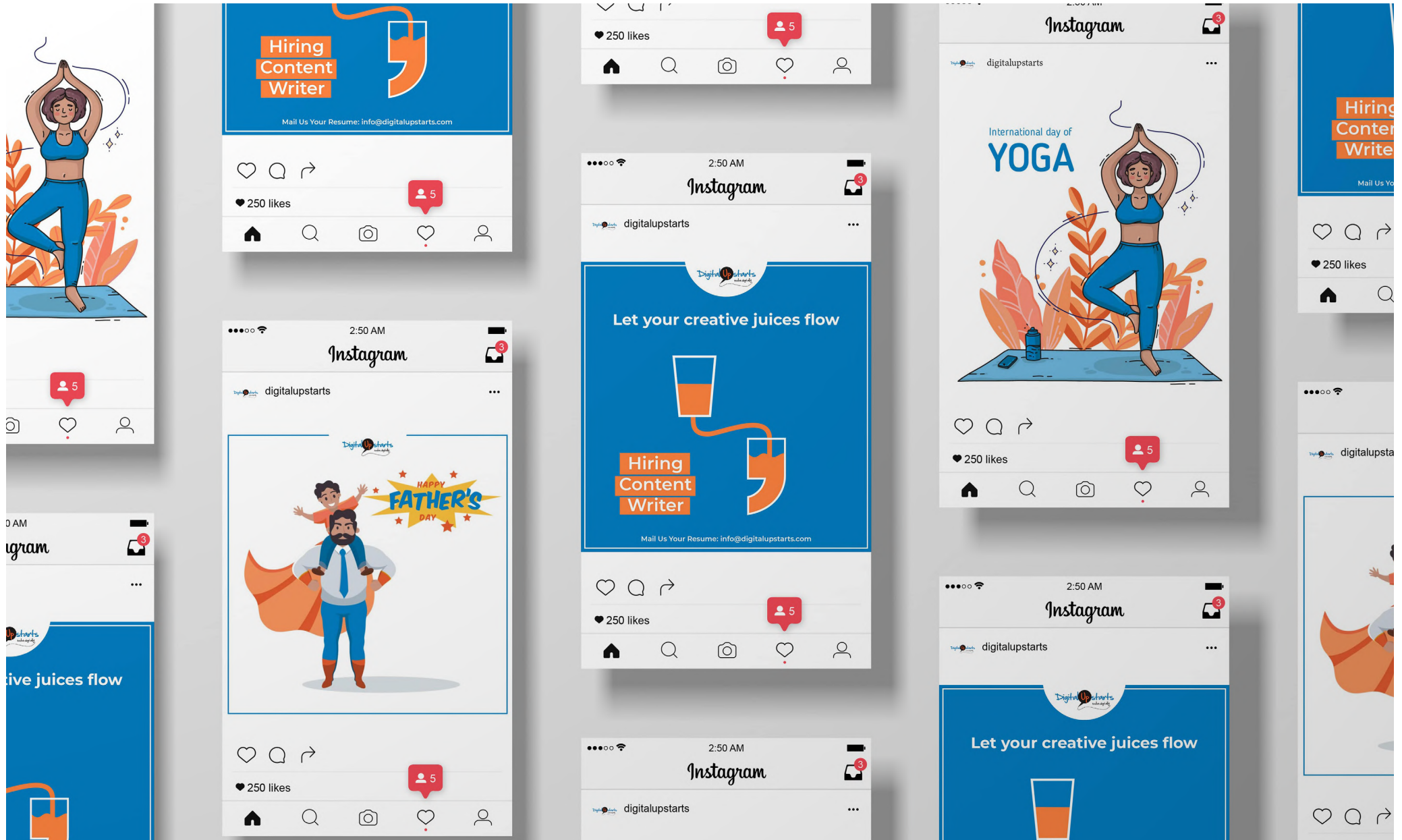
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05 Social Media



Digital Upstarts

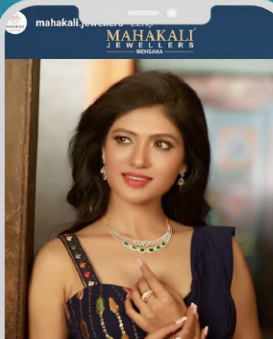


Mahakali Jewellers



916 Hallmark Jewellery
TODAY'S GOLD RATE
Date: 04/08/21
₹ 44,400

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MUMBAI



Bring home your precious gems from a diverse collection of
ROYAL REAL DIAMOND JEWELLERY

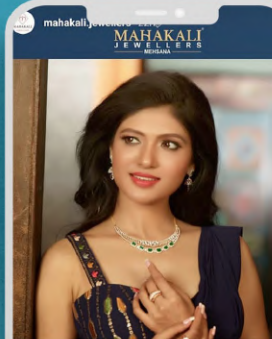
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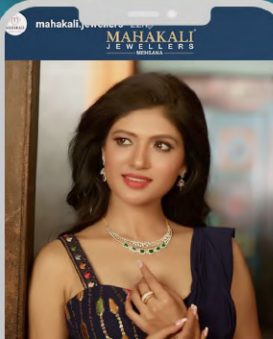
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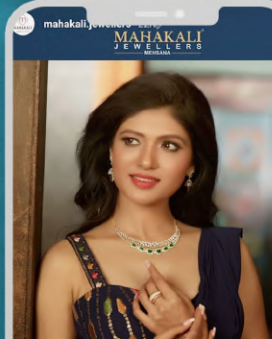
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