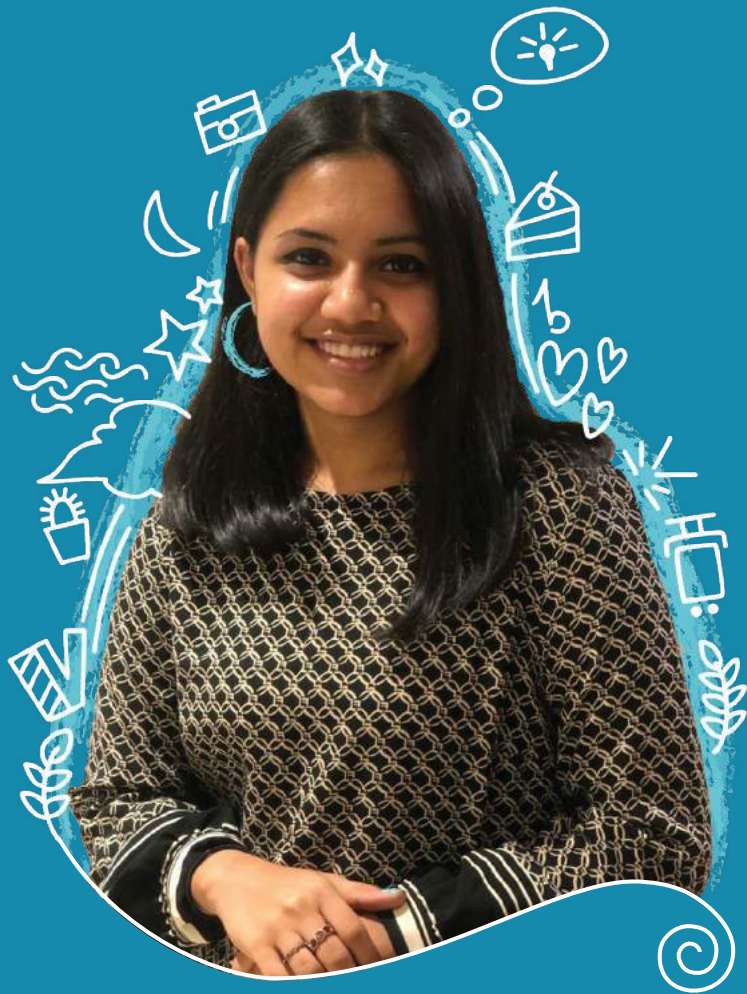


PORTFOLIO 2021

VIRAJ SHAH



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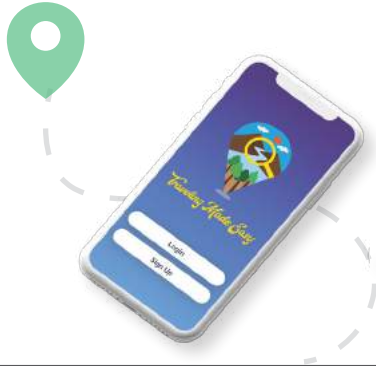
linkedin.com/in/viraj shah 

Hi, my name is

VIRAJ SHAH

I am an upcoming communication designer based in Ahmedabad. I am a curious and eager soul wanting to learn and diversify my styles with each project. I have a creative heart and a designer's approach. I am constantly exploring and experimenting with design and never wish to stop. In my free time I like to paint and devour cheesecake.

Contents



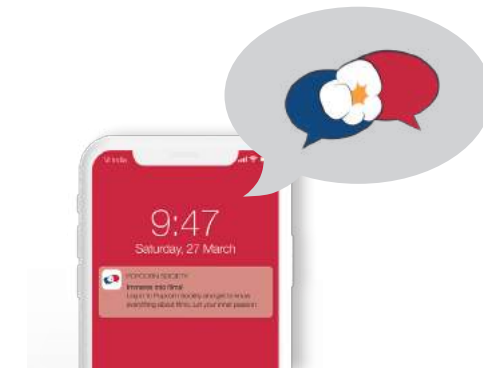
01 UI-UX



02 Identity Design



03 Publication
Design



04 Brand
Communication

Travel App

UI-UX



Objective- To design a travel app which helps one to explore the world, have new experiences, and soak in the culture of the respective place. The app provides a feature of getting a perfect travel package according to one's personal choice. Right from choosing the destination to booking the transport to booking a stay, the app provides all.

Target Audience- Tourists, Travel Lovers, Explorers

Process

RESEARCH

Brainstorming
Insights from other apps
Icon design

TARGET AUDIENCE

User Persona
Journey map
App Features

IDEATION

User Flow
Design Elements

DESIGN

Wireframes
Final screens

Icon Design

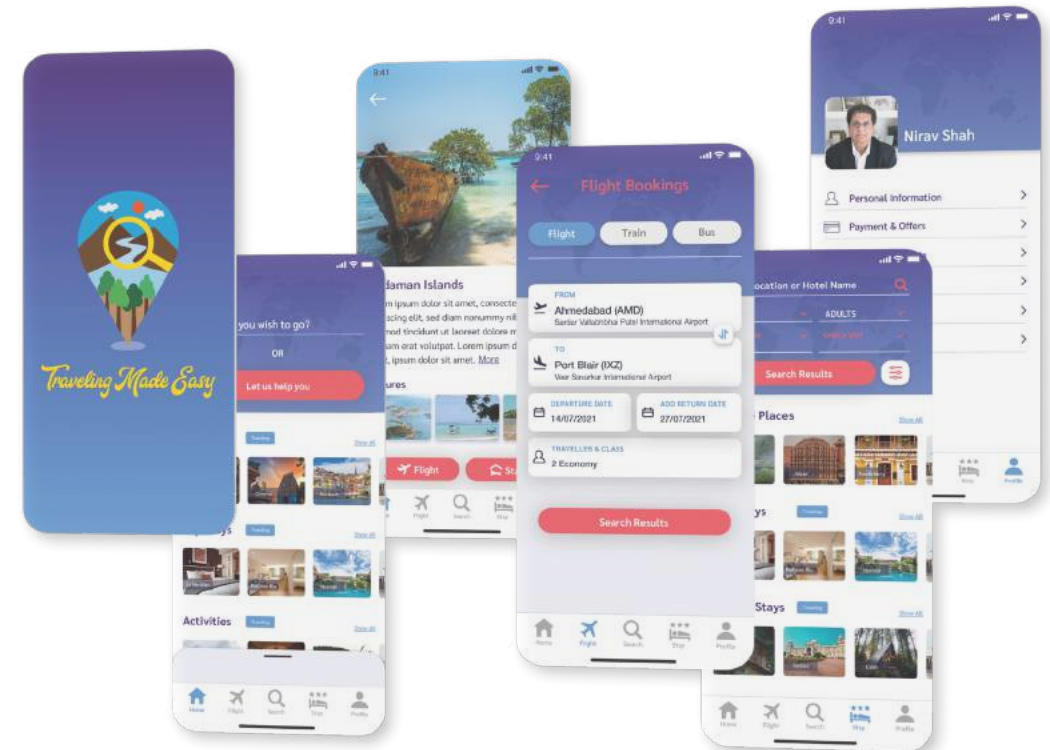


Design Elements

Typography & Colour

Sarabun

Aa Bb



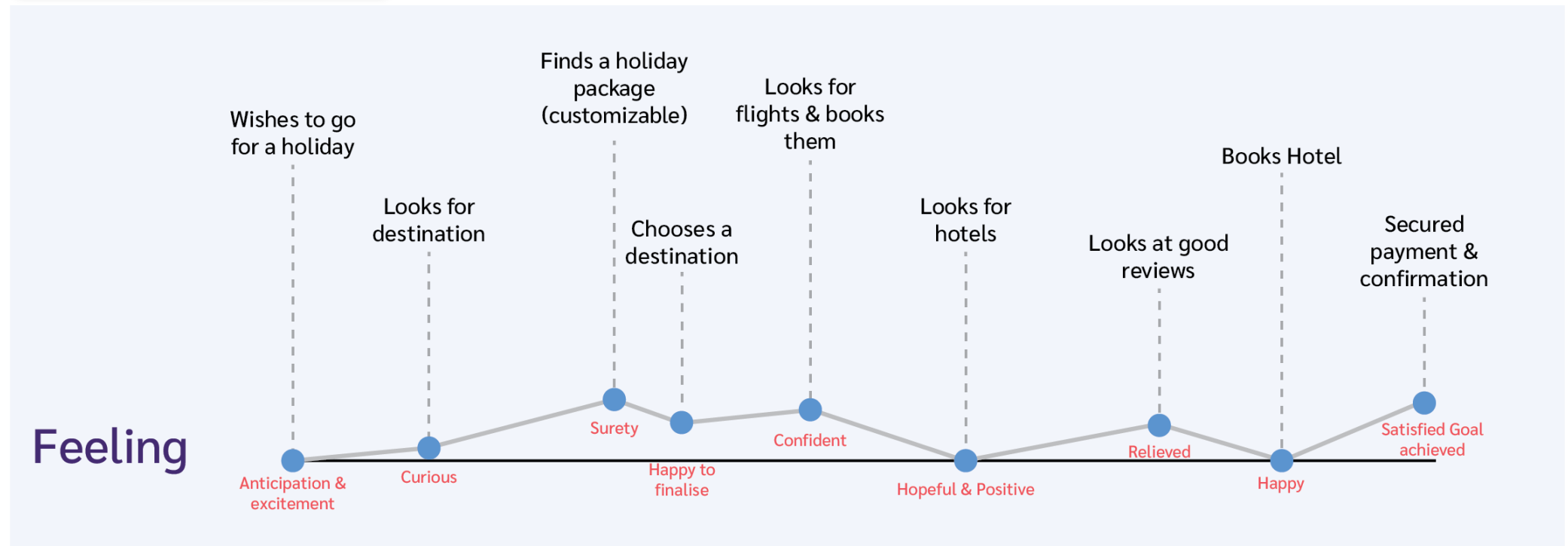
User Journey Map



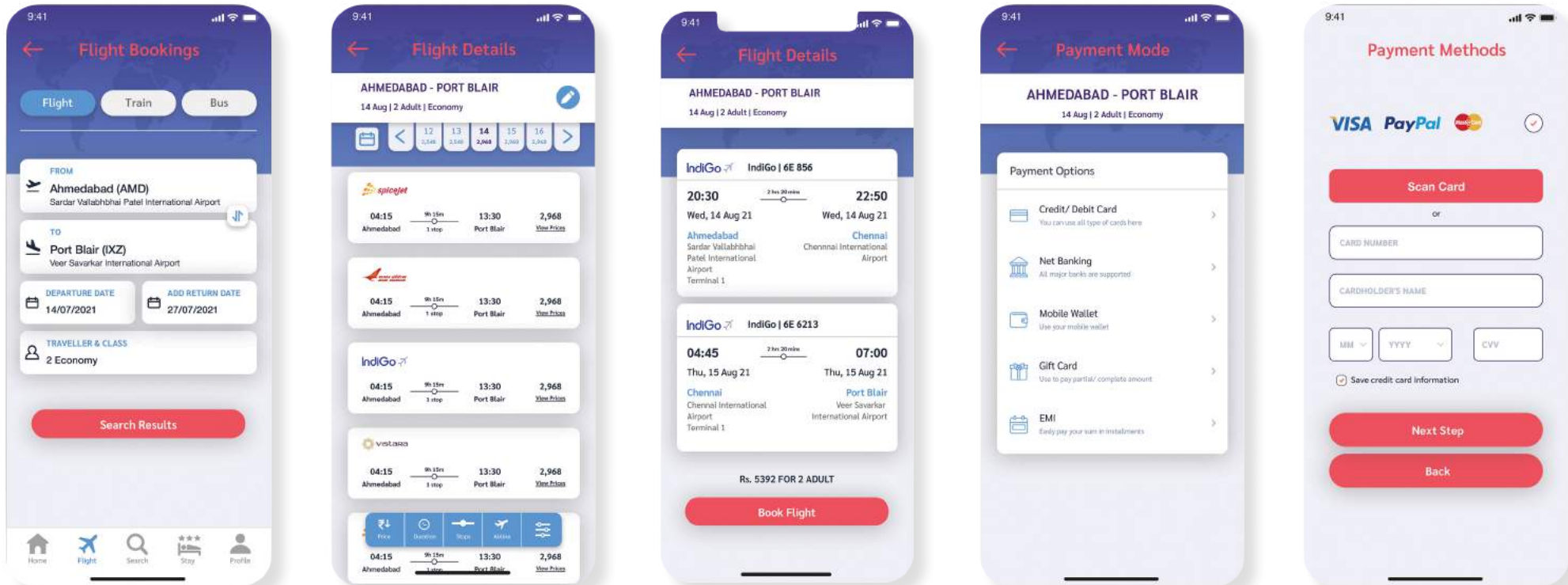
NIRAV SHAH

49 yrs
Businessman
Ahmedabad

Goal- To go on a family trip with everything prebooked.



App Feature



The app provides flight bookings with secure payment.

City Branding

Visual Identity



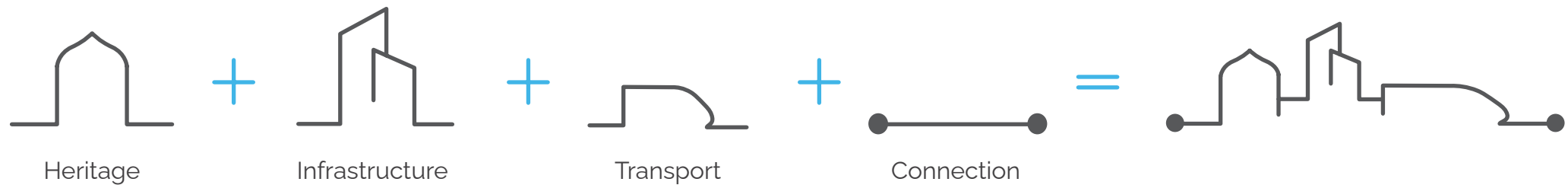
Objective- To design a unified brand identity system for the city of Ahmedabad in order to deliver the emotion of entrepreneurial spirit and welcoming opportunities of developing City. Also to bring attention of visitors towards safe, culturally rooted and rich heritage of Ahmedabad.

Target Audience- Multi national companies, Global investors, Tourists & Travellers

Ideation For Logo Design



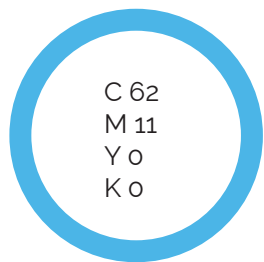
Logo Design & Construction



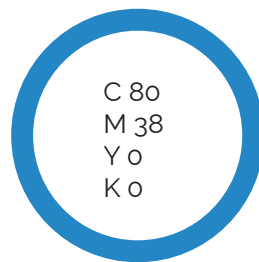
Name- AMDAVAD (This is how the locals prefer to call the city)

Tagline- Building Connections (The city is welcoming and ready to grow by building connections)

Colour & Typeface



#4CB5E7



#2186C5

GILL SANS MT

Aa Bb

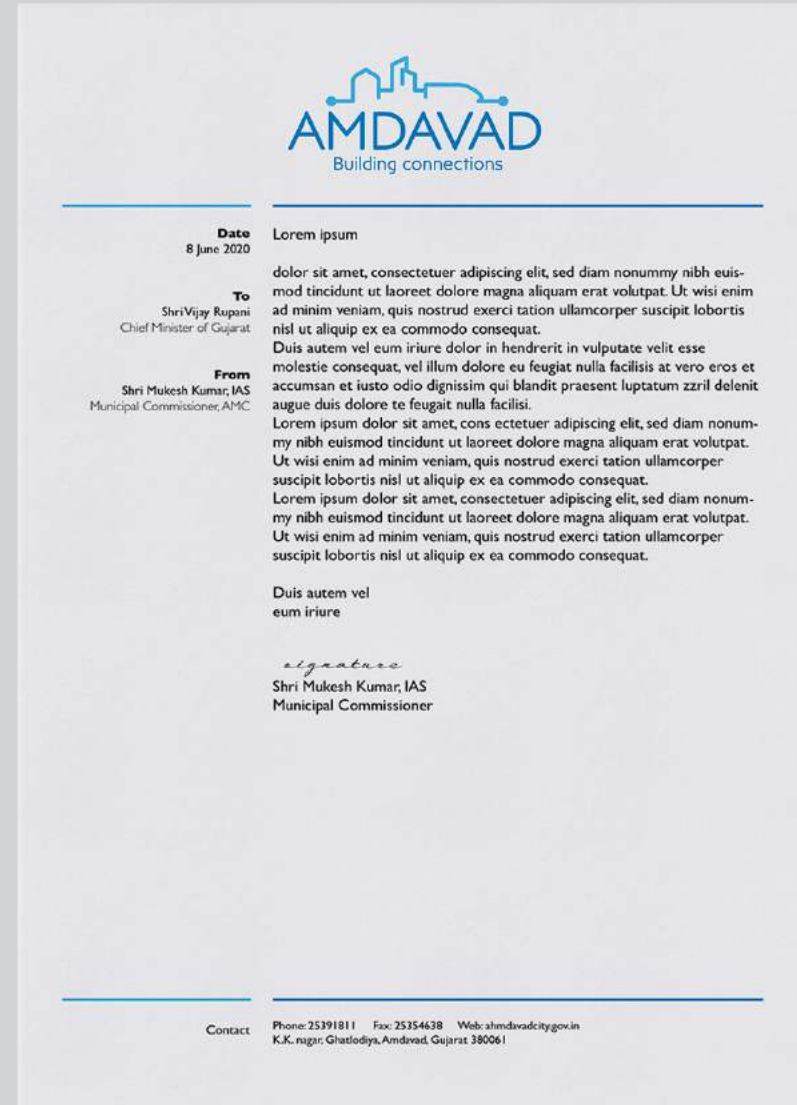
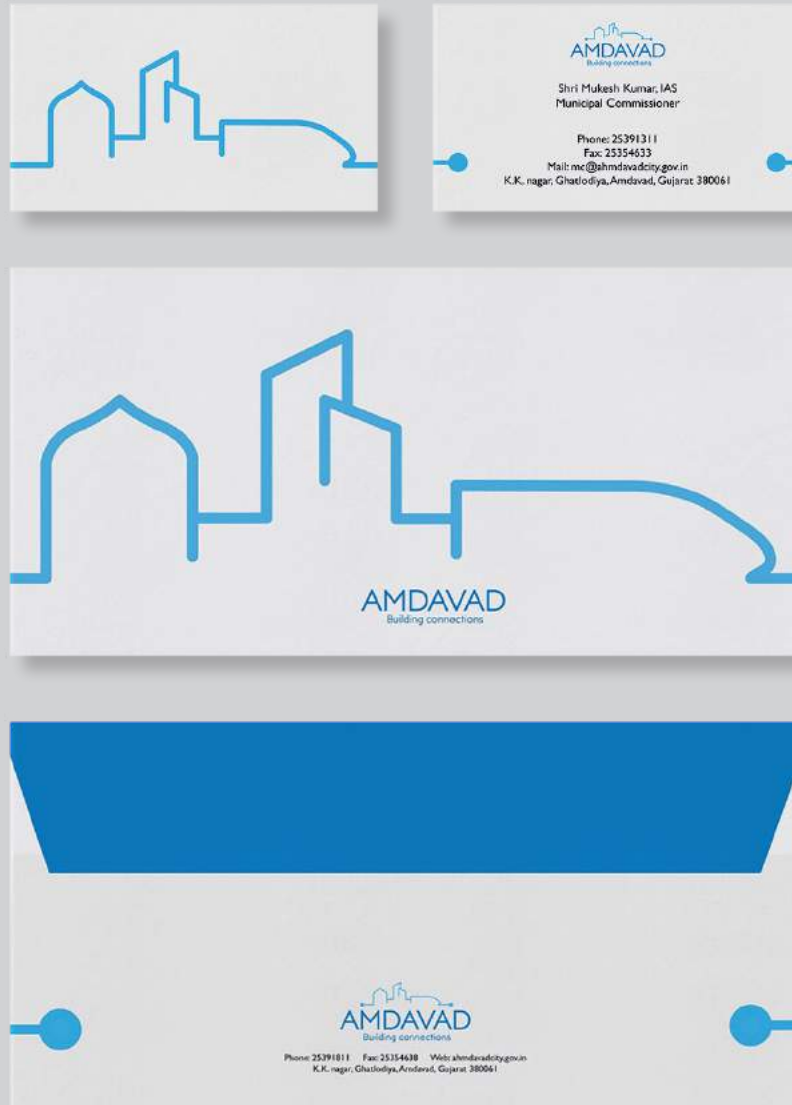
POSTERAMA TEXT W07

Aa Bb

Logo & Subset Logos



Stationary

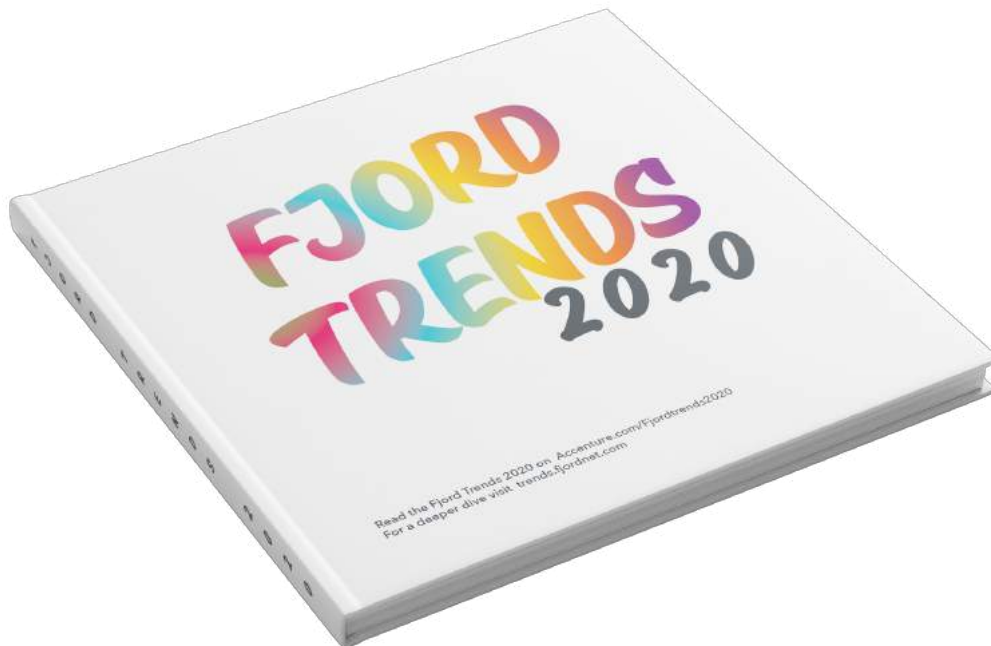


Collaterals



Fjord Trends 2020

Publication Design



Objective- To redesign a publication document which communicates the content from the original Fjord Trends 2020, with a theme and fresh new outlook.

Fjord Accenture is a design and innovation consultancy that reimagines people's relationships with the digital and physical world around them.

Target Audience- Technologist, designers, youth (18-25 yrs), adults (25-40 yrs) and futurists

Theme

The outbreak of COVID-19 around the world has caused unexpected events which have accelerated many of the themes the Fjord company talks about. All them are a positive outlook of covid 19 and so I have used bright colours for each theme as it talks about the new emerging trends.

Size

9x9 inch (Square)

Typeface

Great Hustle

Aa Bb

Abril Fatface

Aa Bb

Avenir

Aa Bb



Layout

The visuals are selected from creative commons according to the trends and the text.

Each trend is colour coded.

they could also make it riskier as they free people from accountability. For example, Snapchat's hugely popular gender-swapping augmented reality lens - downloaded 7 million times in its first few weeks - has been used to catfish unsuspecting men on Tinder.

In entertainment, Mackevision creates digital twins of products such as cars, planes or physical products, for visualization in content creation. In pornography, a sector that's often an early adopter of new technology, Camasutra Industries has created high-resolution 3D scans of adult movie actors for use in VR porn.

In fashion, there are digital supermodels such as Shudu and Galaxia from all-digital modeling agency The Diigitals, which only represents synthetic "humans". Elsewhere, DNABlock is a start-up that creates 3D avatars of people from high-resolution 3D scans, allowing them to put their own avatar to work, licenced out by the agency.

"Anything you can really think of that a human can do digitally, you can replace with an avatar," says DNABlock co-founder Christine Marzano.



We could soon see our online behaviors and data reflected in digital doubles that we control.

Trend 6

Digital twins are also being recognized as an invaluable tool for brands to surface relevant solutions when people are likely to be most receptive to offers based on their unique interests, driving the future of customer loyalty.

Meanwhile, emotional chatbot service Replika creates a personal AI with whom a user can express and share life events. Eternime collects a deceased person's online presence and makes a digital replica of them for their loved ones.

Employers are collecting employee data to improve productivity and proactively monitor attrition. In its Decoding Organizational DNA report, Accenture Strategy suggests that implementing responsible data strategies can help build employee trust and help generate sustained revenue growth. At IBM, AI - which has replaced 30 percent of the company's HR staff - can use their extensive workforce data to help employees identify new skills education, job promotions and accuracy which people are about to resign.

In our trends last year, we predicted Synthetic realities - AI-generated realities mixing real and virtual.

As digital twins and synthetic realities further combine, we will see the emergence of the next generation, personal equivalent - digital doubles that combine your data, context and aggregated external information.

Eternime preserves people's memories for their loved ones to access long after they have passed away, allowing them to exist as an avatar forever.



Trend 6

Few sayings and important statistical data has been highlighted with different colour and typeface.

Supporting text has been added to each visual.

Trend Layout



Popcorn Society

Brand Communication

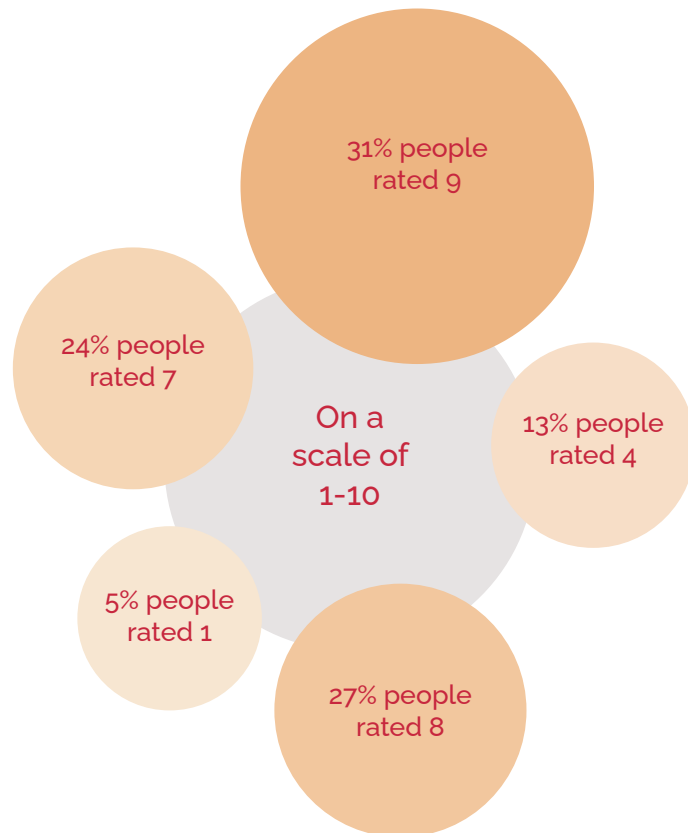


Objective- To create a very own brand of our choice and state its USP, Brand promise, Brand positioning along with designing a visual identity, tone of voice, marketing strategy, ad campaigns. The brand offers a unique platform that connects all the streaming services and helps one to find movies from all platforms. It also allows to sync, watch and discuss movies with anyone globally.

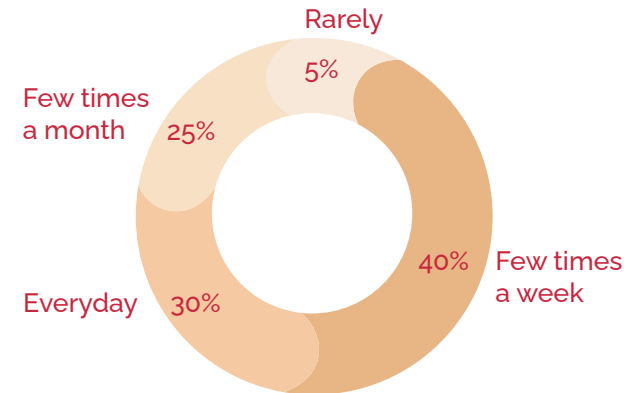
Target Audience- Cinephiles, Film Makers, Film Lovers.

Research/ Survey

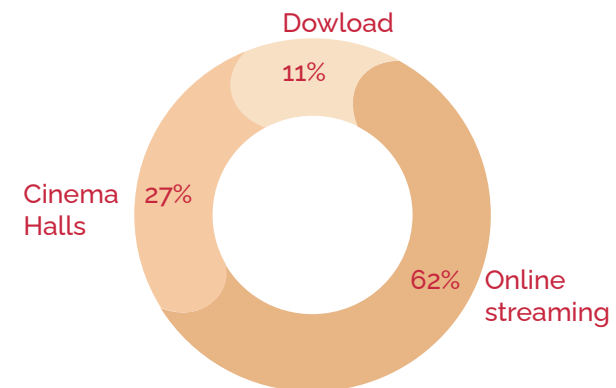
How often does an individual discuss or reflects upon on films?



How often does one watch films?



Where does one prefer to watch films?



Brand Positioning

The brand offers a platform that connects all the streaming services and helps find movies from all platforms. It also offers a wide range of movie trivia, screenplay, lists, logs and reviews.

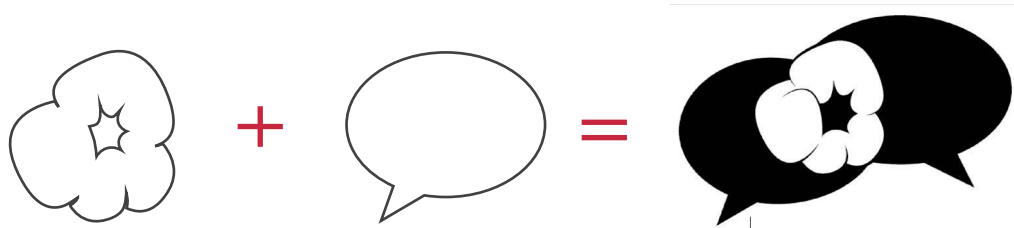
Brand Promise

The brand claims to provide a convenient platform for everyone that watches and loves cinema.

It enables the user to connect with people from all around the world and share their views and talk.

The user can make their own set of watchlists and keep a log of films they've watched & write their own reviews.

Visual Identity



AvantGarde Bk BT

Aa Bb

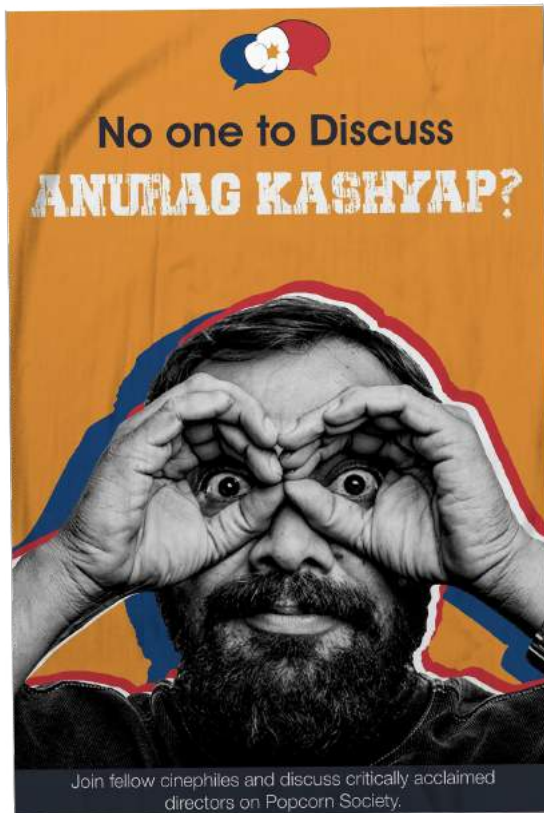


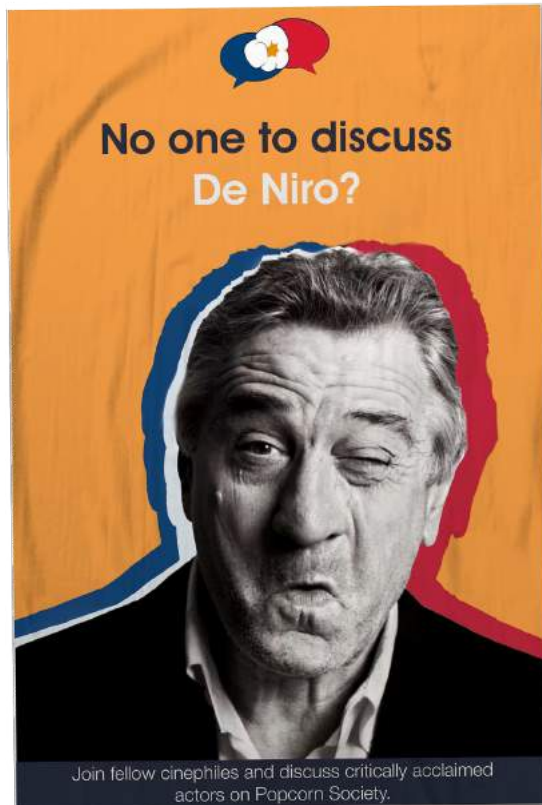
Stationary



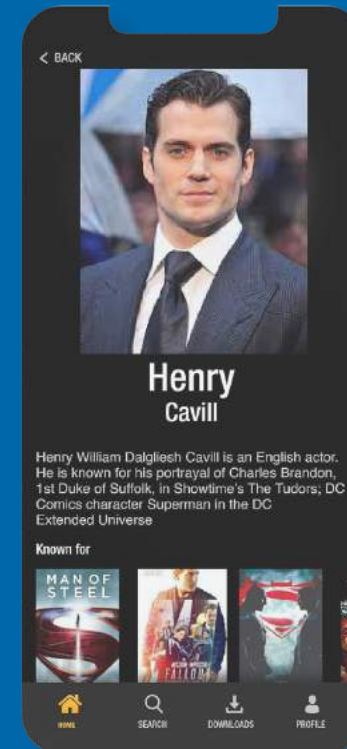
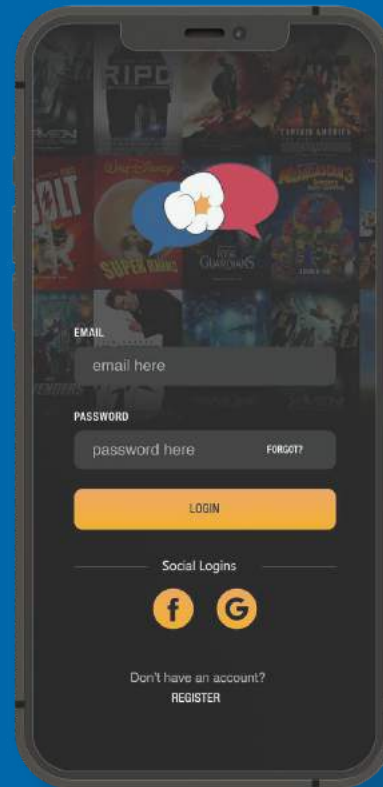
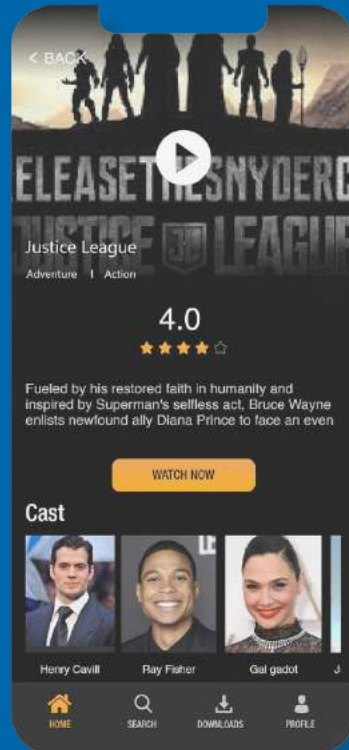
Brand advertising/promotion

Director, actor & typography based poster

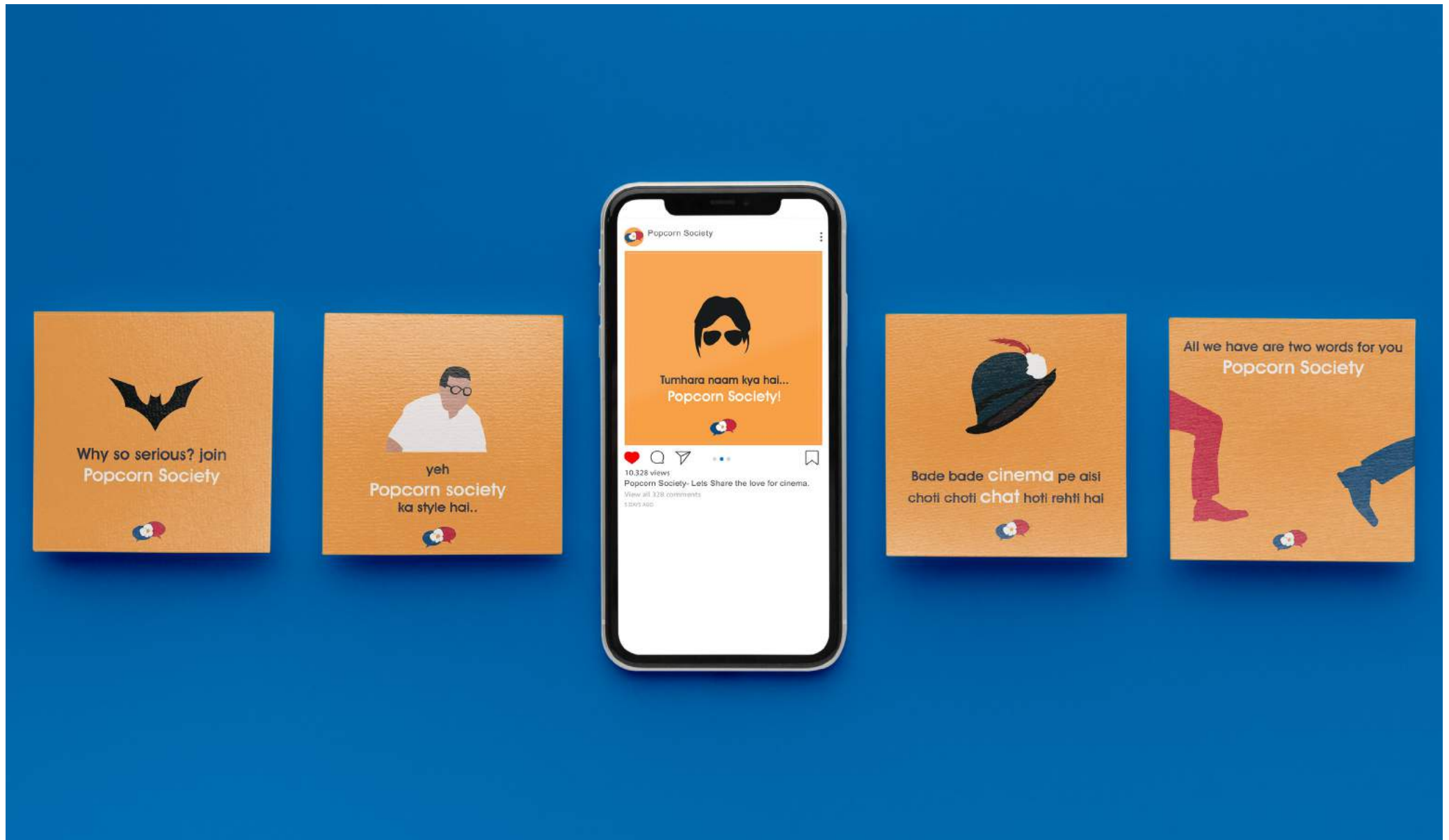




Mobile Application



Social Media promotion



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