

PORTFOLIO

I am Samridhi, a 21 years old design student with a multidisciplinary outlook.

Currently studying Graphic Design from The DesignVillage, Noida, India. I love spending my time in doing photography, reading, painting or listening to music. I am a passionate and curious individual who seeks knowledge, explore things and be ambitious in working towards my goals.

1 Bhuj Documentation

To write about the handicrafts of kutch is almost like writing about the country itself. So vast, complex, colourful and yet with a simplicity and charm, difficult to attain under comaparable conditions. Still competing everyday with this advances world. By proving that nothing is more beautiful than the creation of a hand.













2

Branding

Hypothetical branding project with the fusion of Western and South Asian female accessories.

CULTURE CURIO 

TYPEFACE EXPLORATIONS

Culture Curio

CULTURE CURIO

CULTURE CURIO

Culture Curio

Culture Curio

LOGO EXPLORATIONS

CULTURE CURIO



CULTURE CURIO



CULTURE CURIO



✓ CULTURE CURIO



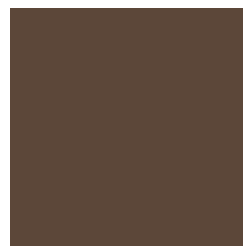
FINAL LOGO

CULTURE CURIO



COLOR PALETTE

CULTURE CURIO



#5C4739



#754C28



#924F28



#E25828



#F26C25



#F28D3F



#F8AF21

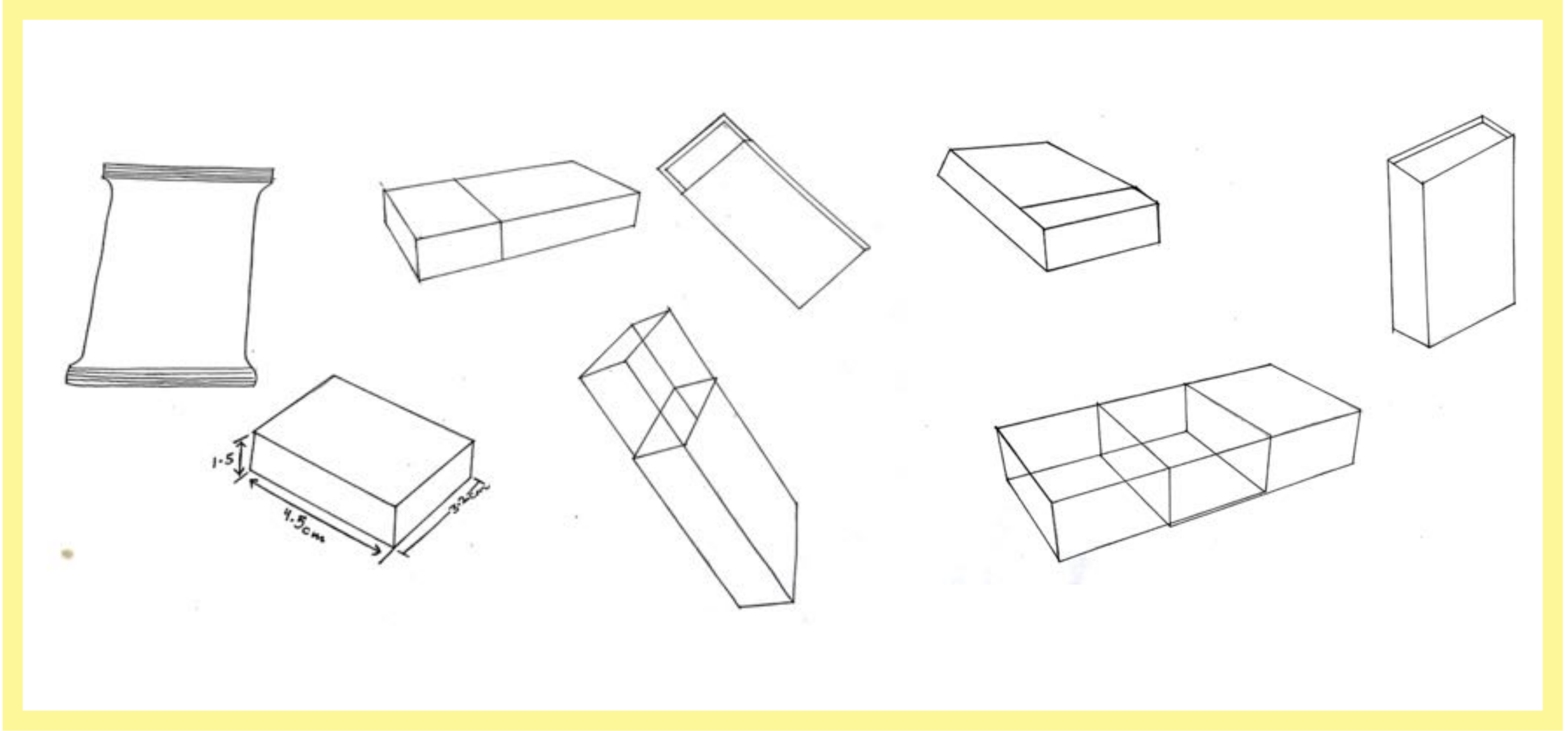


3

Packaging

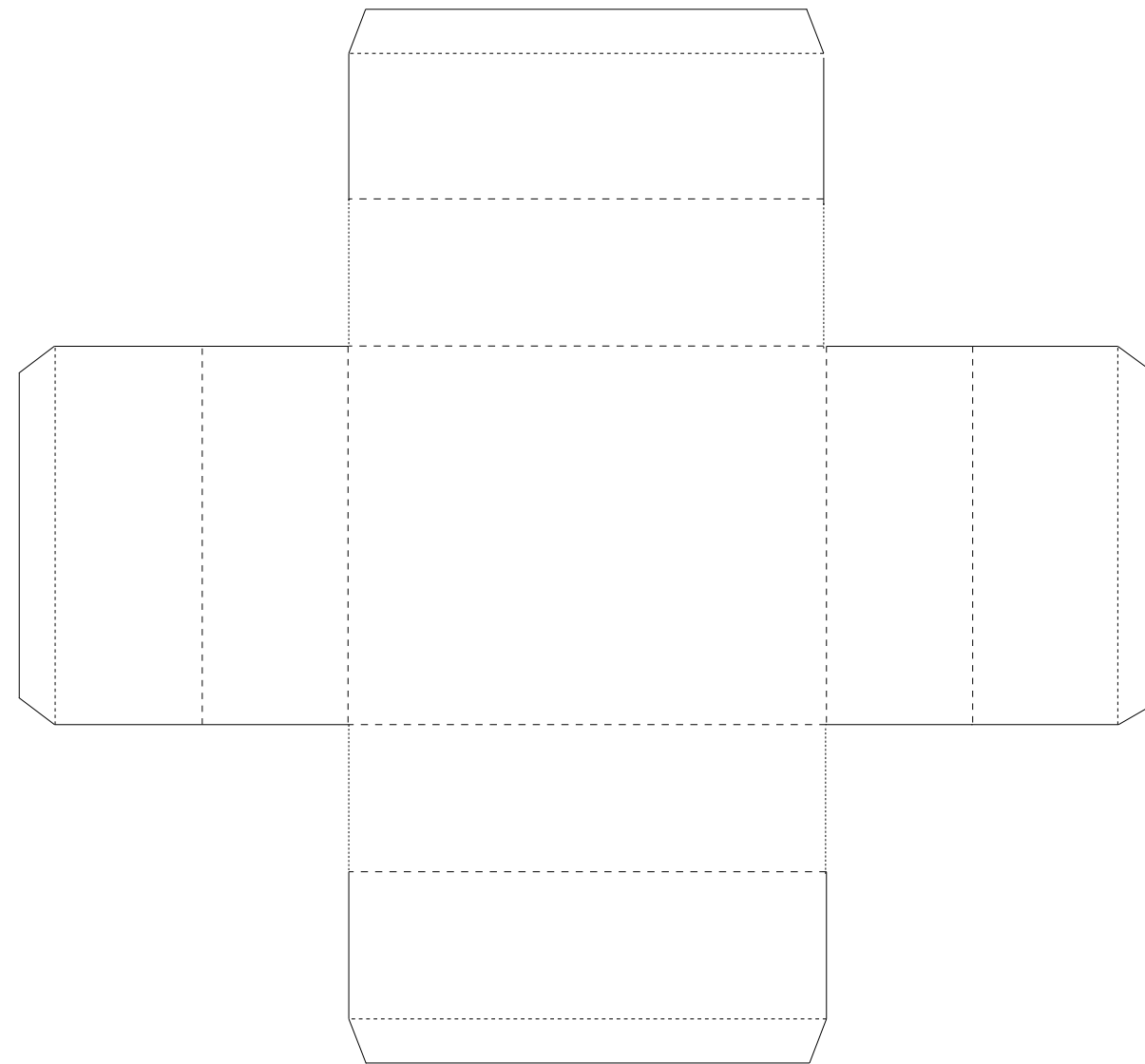
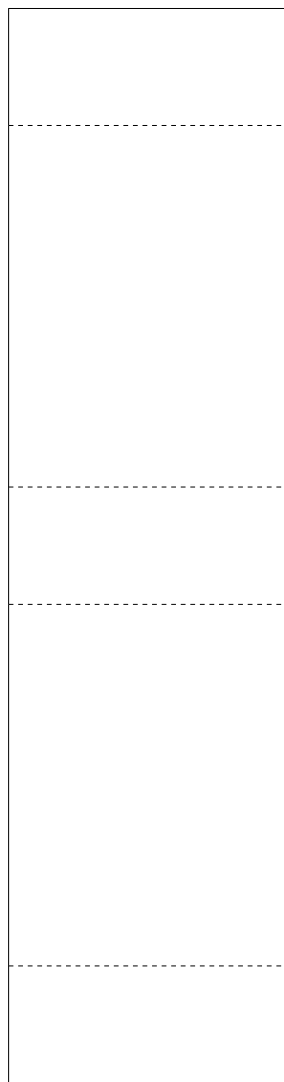
Sustainable packaging with a special unboxing packaging for maggi.





CONSTRUCTION

The outer packaging is completely made out of cardboard and inner packaging is made out of bagasse which creates a more sustainable razor blade packaging.



HOW TO OPEN?

This is the prototype of the packaging to open it you just have to slide the inside packaging, the packaging pops up automatically and you are good to go.





4

Freelancing

Working in 99 design as a freelancer. Helped 2-3 compnies in making of their business cards.



923
CONSULTING



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CONSULTING

PUBLIC AFFAIRS

STRATEGIC COMMUNICATIONS

FUNDRAISING

■ # 215BAG

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PROFESSIONAL SERVICES | STRATEGIC CONSULTING | PROJECT MANAGEMENT

Sugar &  *Spice*
BUSINESS BOUTIQUE

Sugar & *Spice*
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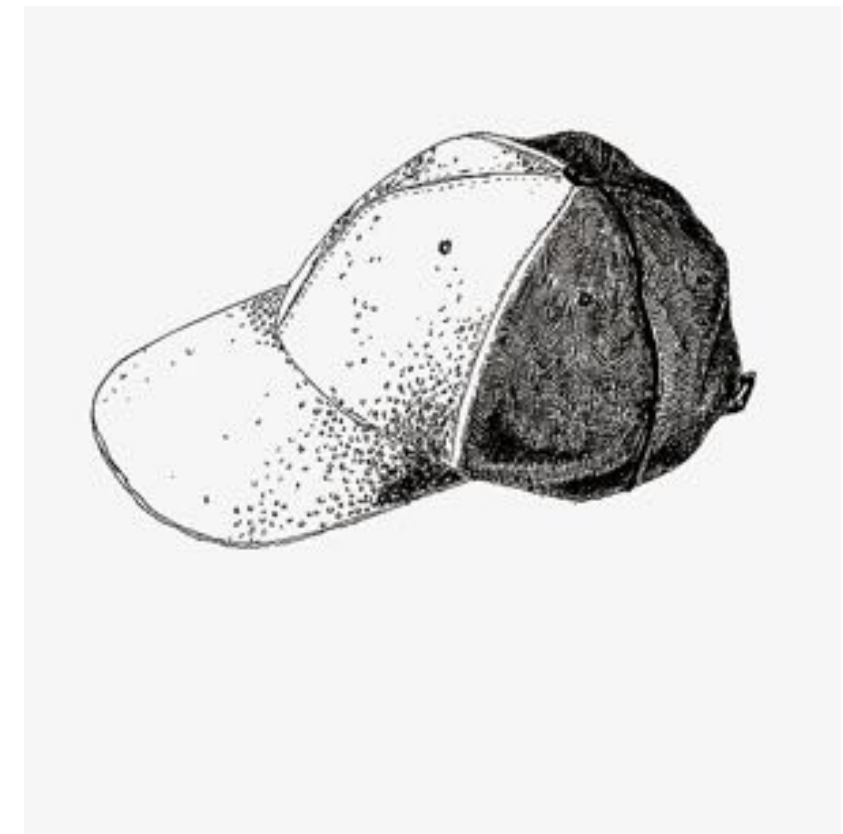
BUSINESS BOUTIQUE



5

Blockprint Cap

It started with learning block printing in Bhuj, Gujarat while attending block print workshop the idea came across to make few capes out of it.















6

Bamboo Lamp

Bamboo Lamp was made while attending workshop in Bamboo Centre, Auroville, Pondicherry.

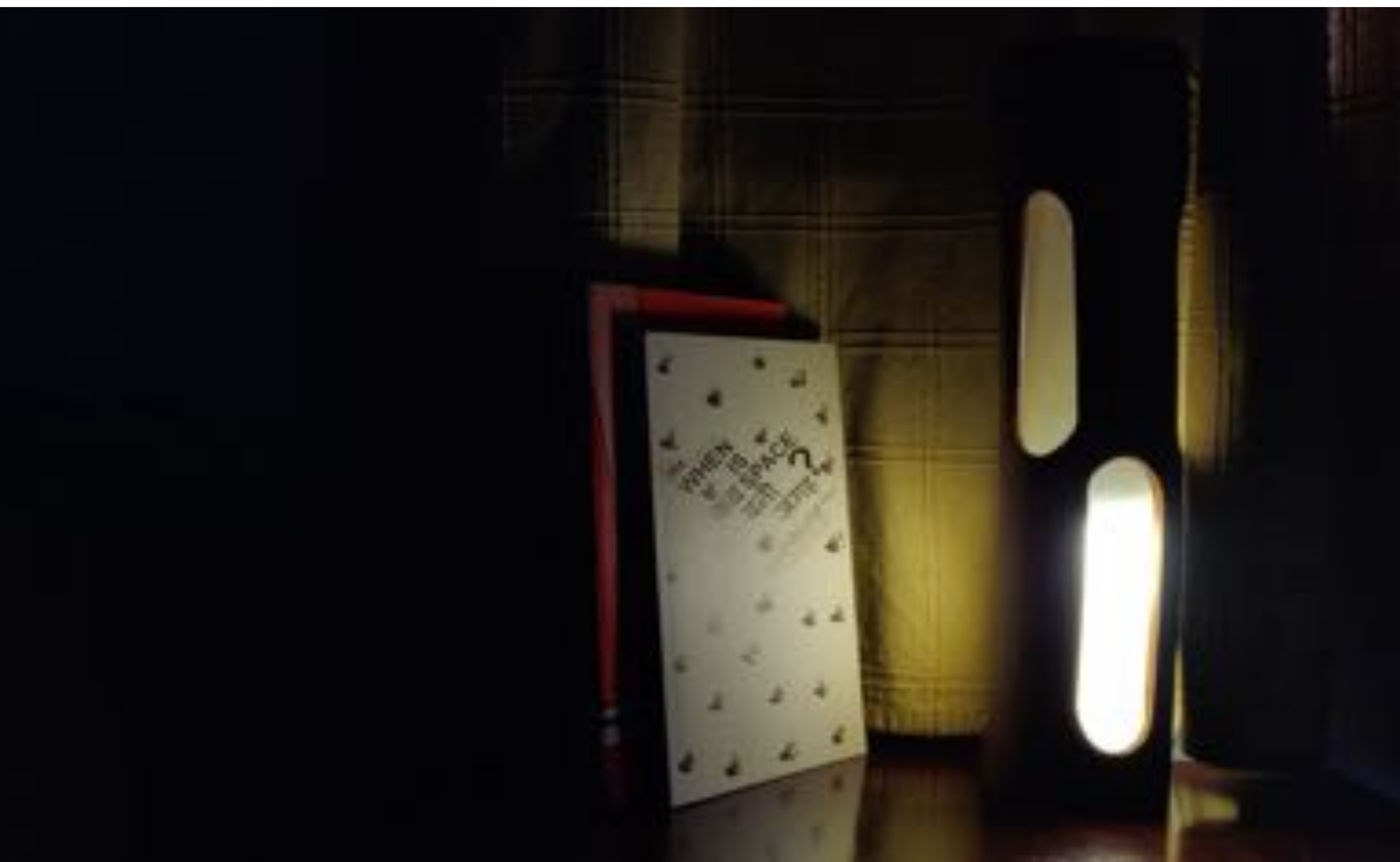




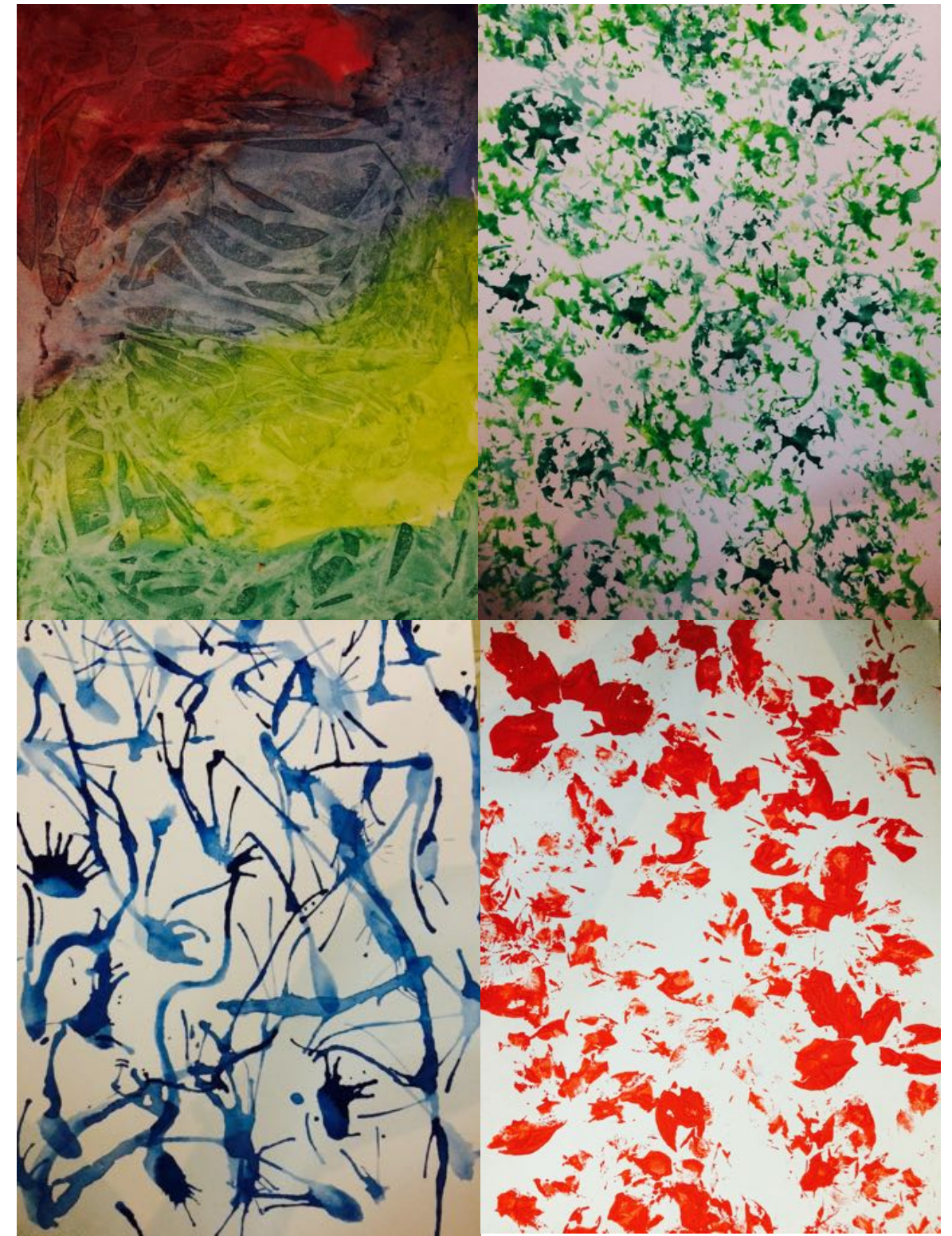








7 Artworks/Sketches



MEDIUM- Acrylic
BACGROUND- # 3B1C19



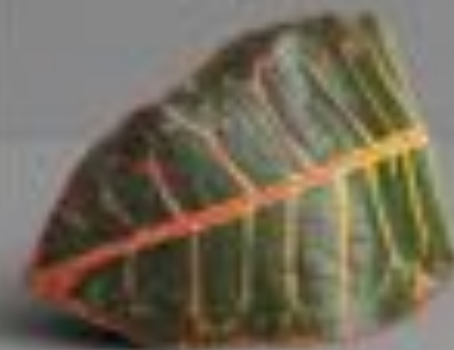
MEDIUM- COLOUR PENCILS
BACGROUND- # 764F3A



MEDIUM- MARKERS
BACGROUND- # 47494D



MEDIUM- Soft Pastels
BACGROUND- # 7D7E7E



MEDIUM- Acrylic
BACGROUND- # 9F505E



MEDIUM- Pencil Colours
BACGROUND- # EBD35A



MEDIUM- Pencil Colours
BACGROUND- # CF9BB1



MEDIUM- Charcoal
BACGROUND- # A6A5A6



MEDIUM- Pen
BACGROUND- # E2E2E2



THANK YOU