

**Nirjara
Santhosh**

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**BRANDING
PROMOTIONAL KITS**



REBRANDING



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BRANDING



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Designer Collections



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BRAND COLLATERAL

PACKAGING DESIGN

The PCB-inspired design represents how multiple components work together for optimal functioning, symbolizing Byteridge's approach where different teams collaborate to deliver seamless performance. It serves as a metaphor for the company's tech expertise, showcasing how interconnectedness drives success.



KEYCHAIN DESIGN

This keychain's design beautifully encapsulates every byte mate's journey at Byteridge. The hands backing each other up symbolize mutual support and ownership. The clear blue skies represent integrity, reflecting Byteridge's commitment to transparency. The upward ascending design signifies a growth mindset, illustrating the pursuit of continuous improvement and end goals. This keychain is a daily reminder of the core values driving every byte mate's success.



LANEIGE

CATALOGUE DESIGN

CATALOGUE DESIGN

A visually captivating catalog for Laneige. Inspired by Laneige's commitment to modernity and skincare innovation, The layout embraces minimalism, leveraging space to enhance product visibility and readability, fostering a seamless shopping experience that resonates with Laneige's sophisticated clientele.



SCAN TO SEE FULL PROJECT



STYLING

Suna

"Suna" is an Odia term denoting the ideal, good girl who is shaped by traditional expectations and familial pressures. This visual narrative juxtaposes her outward compliance with cultural norms against the inner struggle for self-expression. She is dressed in bridal makeup, symbolizing the societal role she is expected to play. However, beneath the surface lies her true self, subtly expressed through punk-inspired elements in her makeup. This includes bold eyeliner, unconventional piercings, and an overall defiance in her gaze.



Your E-Closet & Assistant

Clo.e

UX & UI Design



Problem & Solutions

1

Disorganisation
and unable to find
items when
needed

Organising

2

Indecision and
stress during time
constraints

Styling

3

Over-consumption
and under
utilisation of one's
closet

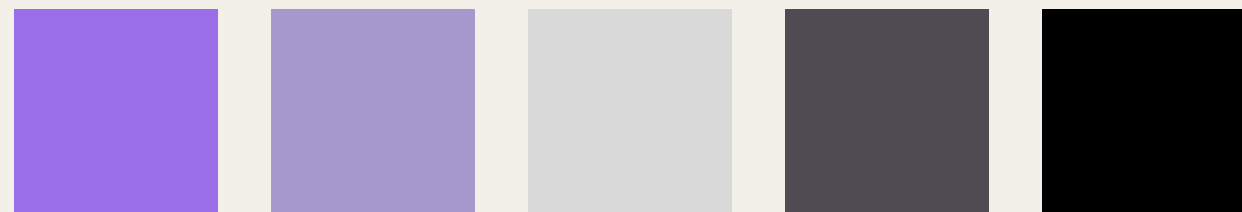
Sustainability

Design & Interface

Visual Identity

Colour Pallete

Calming pastels for a sophisticated, minimalist feel and bold colors for a trendy, fashion-forward look



Typography

Inter

A variable font family carefully crafted and designed for computer screens

Design & Interface

Layout & Navigation

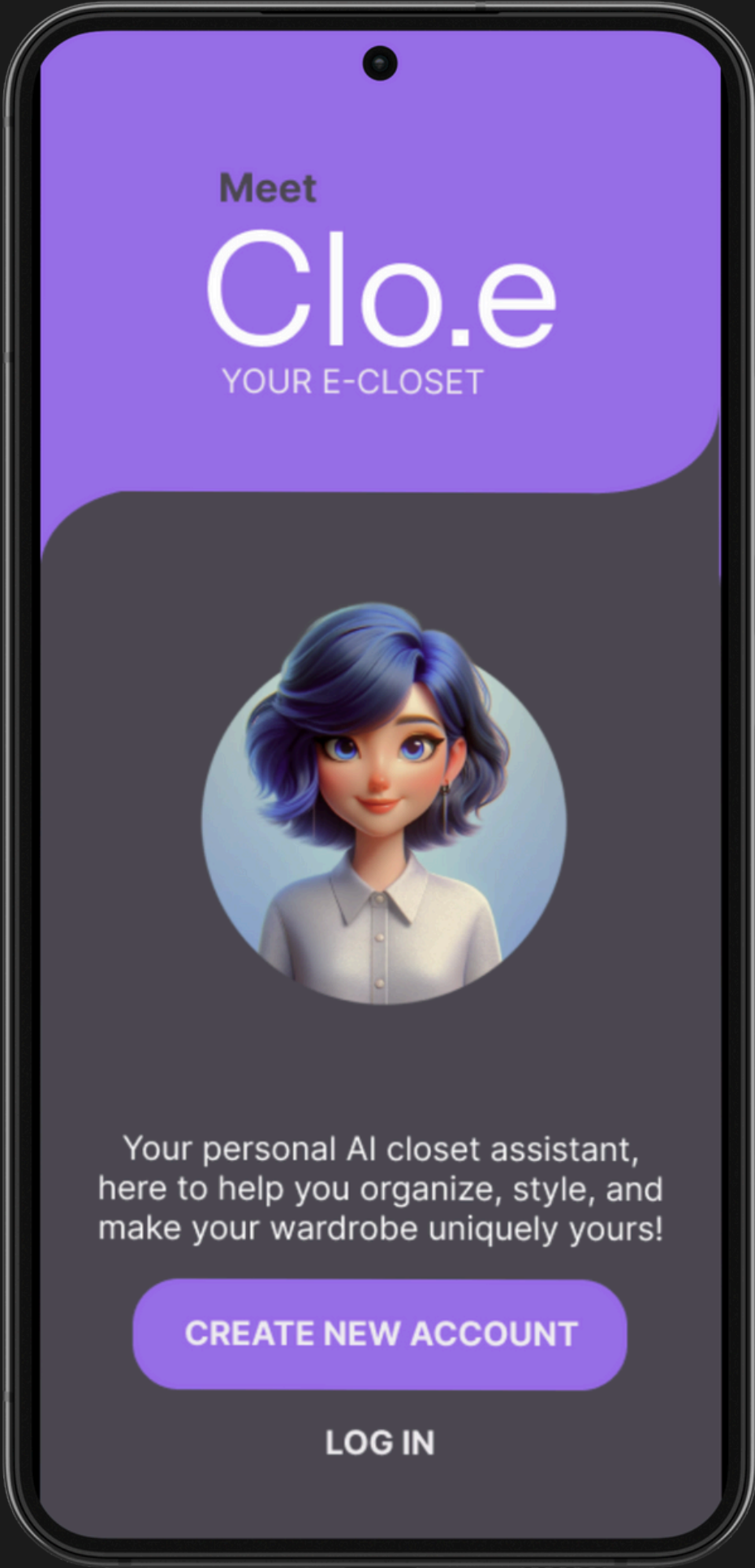
Consistency in Layout

Grid system is used consistently to avoid clutter and focus attention on key elements.

Navigation Design

Users can easily access core features like "Closet," "Outfits," "AI Assistant," etc.

WELCOME PAGE



SIGN UP & LOGIN PAGE

CREATE NEW ACCOUNT

Nickname

Password

Email

SIGN UP

OR



Already have an account? [Log In](#)

WELCOME BACK!

Email

Password

LOG IN

[Forgot Passowrd?](#)

Don't have an account? [Sign In](#)

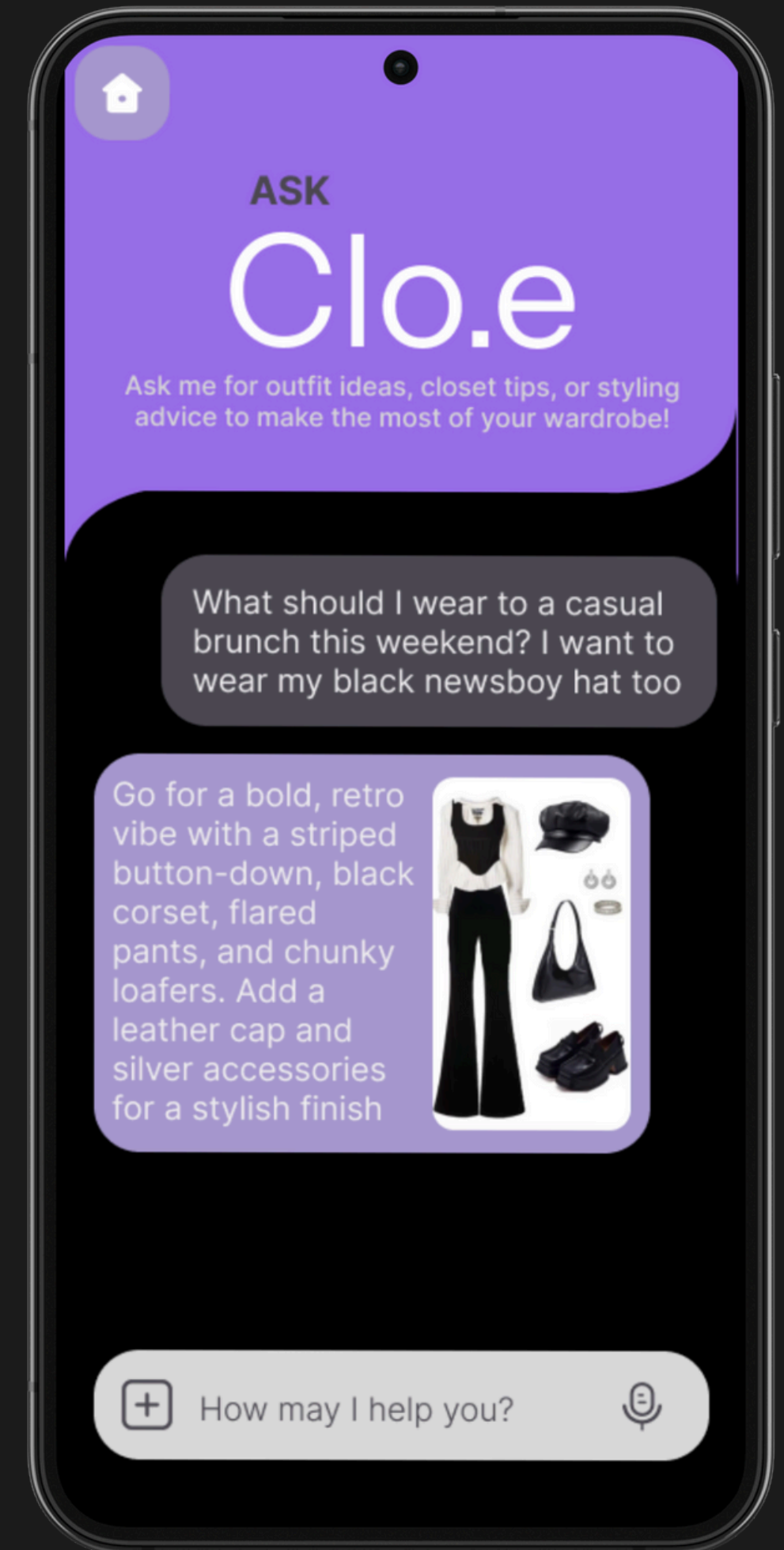
HOME PAGE



CLO.E

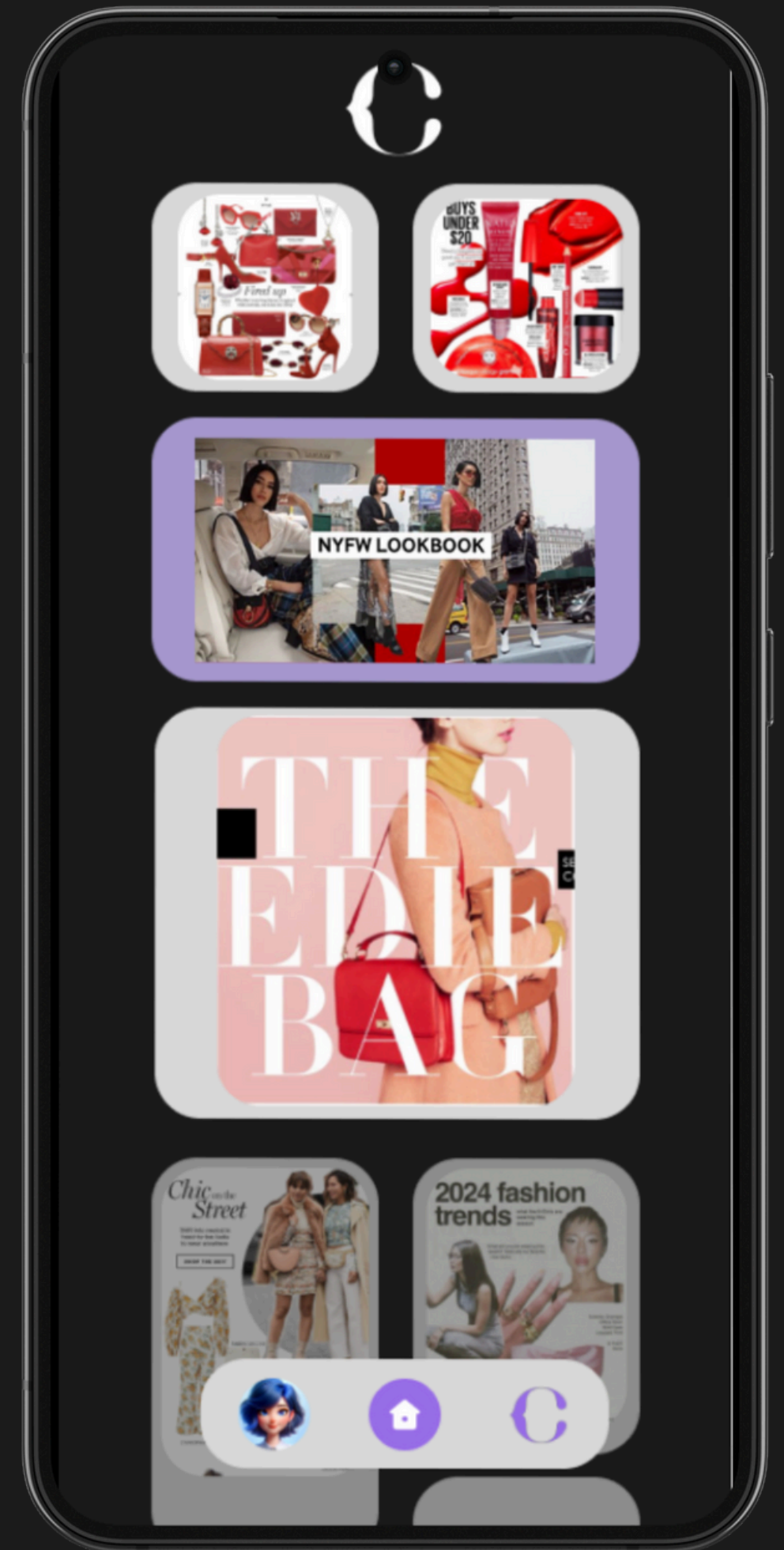
THE AI CLOSET ASSISTANT

Clo.e offers personalized outfit recommendations for different occasions, weather, and style goals. helping users categorize and track their clothing items, all while encouraging sustainable fashion choices by maximizing the versatility of what they already own. Clo.e combines convenience with style, making daily outfit selection easy, personalized, and inspiring.



THE CLOSET CURATOR

The Closet Curator is an infinite scroll page that delivers styling inspiration through a continuous feed of blogs, videos, and images. It helps users discover new ways to style the items they already own, while also expanding their knowledge of fashion and personal styling. By offering a variety of content, The Closet Curator combines practicality with education, guiding users to make the most of their wardrobes and develop a deeper understanding of style trends and techniques.

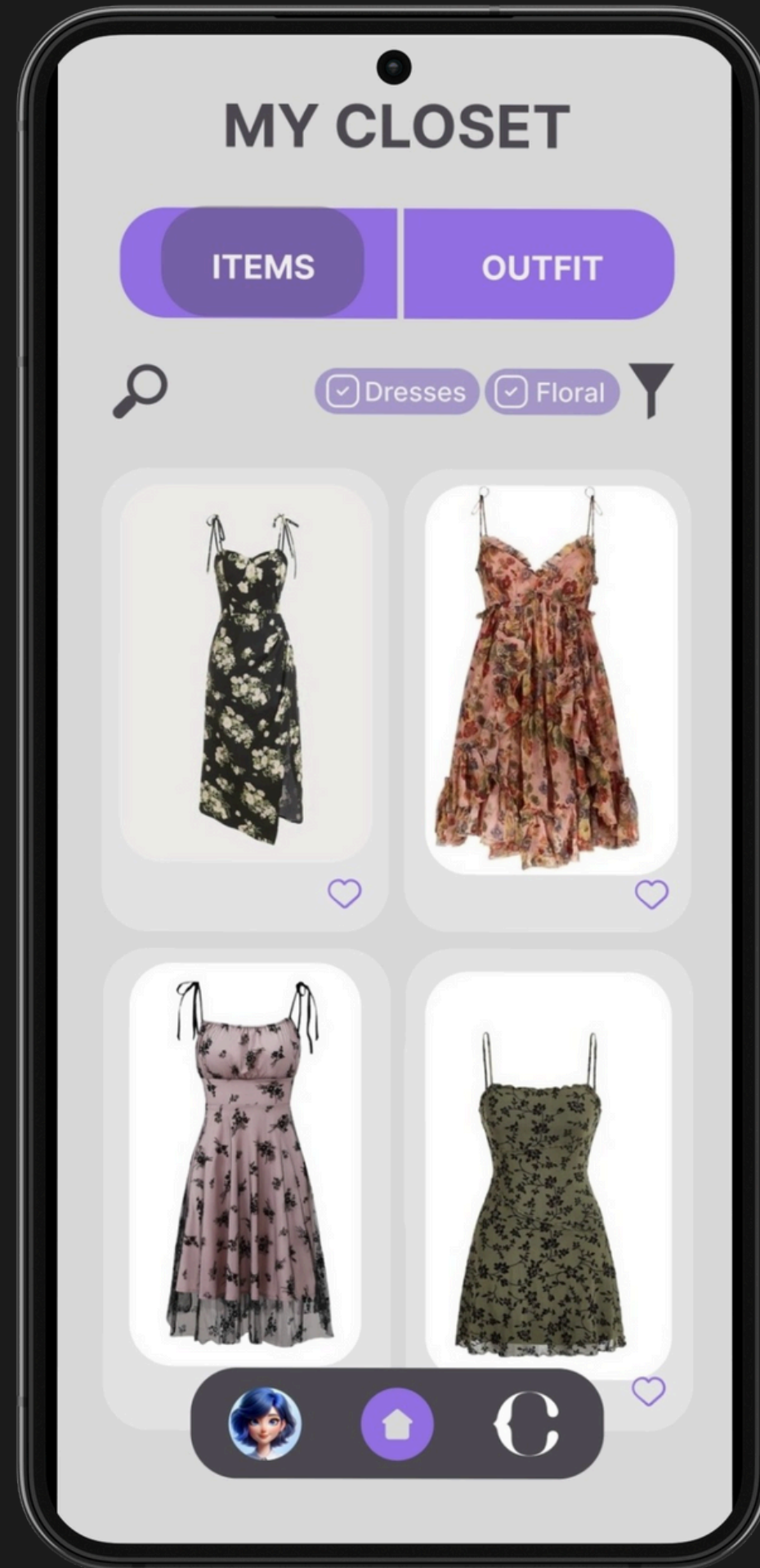


MY CLOSET

In My Closet, your wardrobe is transformed into a digital archive with two main sections: Items and Outfits.

Items: This section is a comprehensive digital inventory of every clothing piece, accessory, and footwear you own. Each item is documented with details like color, category, and style notes, creating a virtual wardrobe that's accessible anytime

Outfits: This section is where the app gets creative, using AI to combine different pieces from your wardrobe into new, stylish outfits. By leveraging permutations and combinations of your items, My Closet generates fresh outfit ideas based on factors like weather, occasion, or even trends, ensuring you always have inspiration without needing new clothes



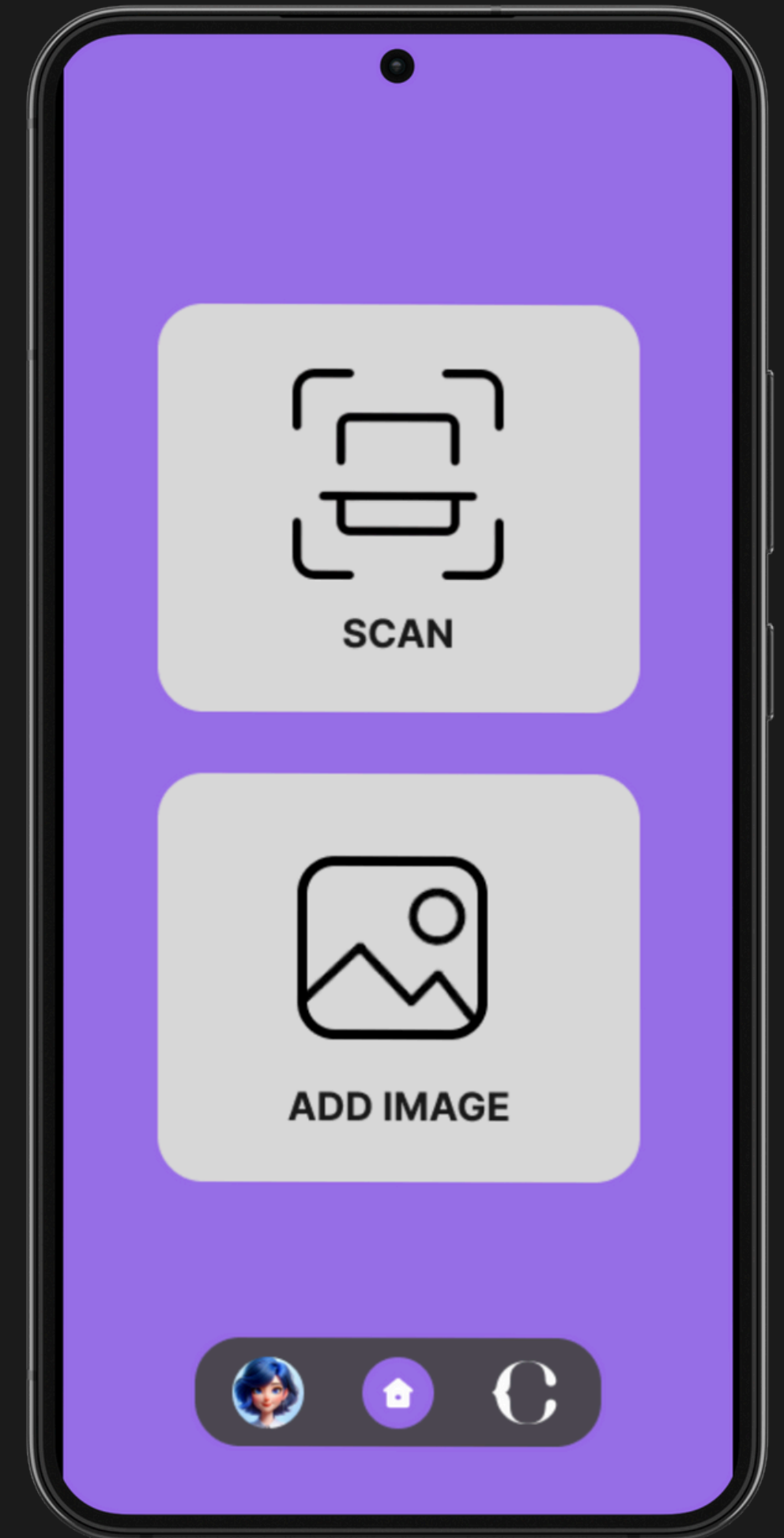
MY SPACE

My Space is a feature that enables users to scan their physical closet to create a detailed 3D rendering of the space. This virtual model allows the app to analyze the closet layout, helping users organize more effectively by suggesting optimized storage solutions for clothing, shoes, and accessories. My Space also recommends specific organizational tools, such as bins, dividers, or hangers, tailored to each user's space and needs. With this 3D view, users can visualize their closet arrangement and see real-time suggestions on how to maximize space, streamline organization, and make room for additional items.



SCAN OR ADD MORE ARTICLES

Scan or Add More Items allows users to easily expand their digital wardrobe in My Closet. Through the Scan feature, users can scan clothing, accessories, and shoes with their phone's camera, automatically categorizing them with details like color, type, and fabric. The Add option enables users to upload images of outfits they've worn previously, which are then scanned and added to the database. This feature ensures that both new and past outfits are captured and included in the wardrobe inventory, allowing for more personalized outfit suggestions and better closet organization.



ILLUSTRATION







SEAMLESS PATTERN



CONTENT WRITER
ILLUSTRATOR
ARTIST
STYLIST

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EDUCATION

2015-2021		Rockwell International School Secondary education
2021-2023		P Obul Reddy Public School Pre University
2023-2027		National Institute of Fashion Technology Undergraduation

EXPERIENCE

2022		<ul style="list-style-type: none">Design Head @ Yugen Youth Conference
2023		<ul style="list-style-type: none">Hyderabad Marathon 2023 Medal designInorbit Marathon Tshirt design
2024		<ul style="list-style-type: none">Makeup & Styling artist at college festivals (i.e Elysian 24' & Spectrum 24'Design Intern at Suvastra IndiaDesign Intern at Bytridge Pvt Ltd

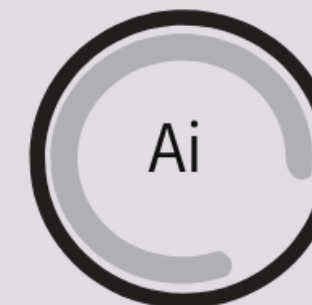
CERTIFICATIONS

- Enterprise Design Thinking- IBM
- Management of Fashion and Luxury Companies- Bocconi University
- Foundation of User Exerience Design- Google
- Behavioural Finance- Duke University

SKILLS



Photoshop



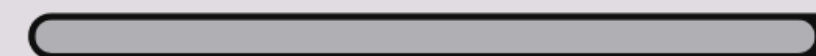
I llustrator



I ndesign

LANGUAGE

English



Hindi



Malayalam



French

