

# Portfolio.

Illustration and Graphic Design

# Shreya.

Hello! I'm Shreya,

A creative professional with a passion for design and animation. With industry experience, I've honed my skills to craft engaging visuals and animations that leave a lasting impression. My art style is colorful and adaptable, allowing me to seamlessly integrate with the brand's identity.

My goal is to bring your ideas to life and ensure they tell a vibrant, unforgettable story. Let's embark on a journey of creativity together, where your vision becomes a vivid reality. Join me in exploring the colorful world of design and storytelling, where imagination knows no bounds.

## Experience.

Motion Graphic Designer  
Wellwiz Innovation, Noida  
10/2025 to Present

Graphic Designer,  
National Institute of Banking and Finance,  
NIBF, - India  
02/2022 to 04/2022

Lead Animator,  
Evolvere Academy - India  
09/2021 to 01/2022

Freelance Graphic Designer,  
03/2020 to Present-

## Education.

Master of Arts: Illustration And Animation,  
09/2022 – 09/2023  
Cardiff Metropolitan University – Cardiff, UK

Bachelor of Science: Multimedia  
Animation and Graphic Design,  
08/2018 – 07/2021

HSC (A-Levels Equivalent): Science,  
04/2016 – 07/2017  
Holy Cross Senior Secondary School –  
Raipur, India

## Skills.

Graphic Design  
Branding  
Logo Design, Brand Identity  
Website Design  
UI/UX  
Illustration  
Book Design

## Contact.

 @shreya fla

 behance.net/shreyachakedbb

 shreya.chakraborty4@gmail.com

 +91 9589180081

 www.shreyachakraborty.com

**Graphic Design.**



# EMPLOYEE STATISTICS

## Total Employees

**300+**

Our team has grown to 300+ dedicated professionals



## Diversity

**45%**

Female

**53%**

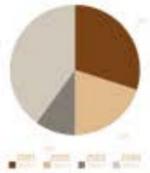
Male

**2%**

Non-Binary/Prefer not to say

## Experience

Average tenure is 5 years, with a range of fresh graduates to industry veterans



## Education

**60%**

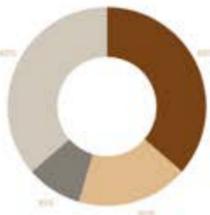
Hold a bachelor's degree

**35%**

Have a master's

**5%**

Possess a PhD



## Job Satisfaction

High job satisfaction rates: 40% very satisfied, 50% satisfied, and 10% neutral

[www.abcd.com](http://www.abcd.com)

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TALK**

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HEALTH**

**MEN'S MENTAL  
HEALTH 2024**

DEC 5, 6PM  
MOTOWN HOTEL

**WIRELESS  
EARBUDS**



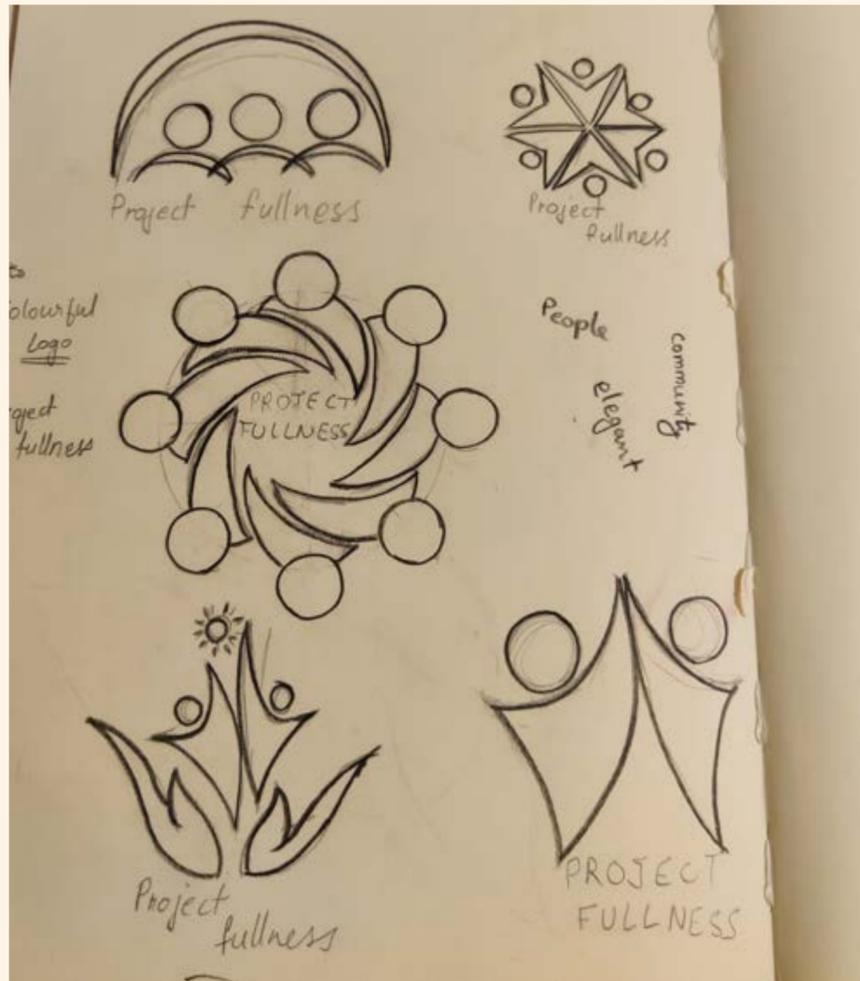
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Lorem ipsum



 **THE FULLNESS PROJECT**  
'Living life to the full, regardless of age'



**For people 55+ years, living in Riverside, Grangetown and Canton.**

We offer activities such as arts and crafts, exercise classes, board games, singing, baking and more.

Interested in getting involved?  
Want to find out more?  
Please contact:

 07731675897  
 [www.srcdc.org.uk/the-fullness-project](http://www.srcdc.org.uk/the-fullness-project)  
 [charlie@srcdc.org.uk](mailto:charlie@srcdc.org.uk)

**Brand Guidelines** March 2025

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# The Fullness Project

'Living life to the full, regardless of age'

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**Type Standards**

# Fullness Activities

Living Live to the Fullest  
*regardless of age'*

**Verdana Bold**

**Aileron Black Bold**

**Myriad Pro Regular**

**Gabriola Regular**

---

**Elements and Color Palette**





- #FFFFFF
- #EDAE49
- #D1495B
- #003D5B
- #00798C
- #30638E



Graphic Designer & Illustrator

**Shreya Chakraborty**  
Graphic Designer & Illustrator

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www.shreyachakraborty.com  
shreya.chakraborty4@gmail.com  
+44-7789075441

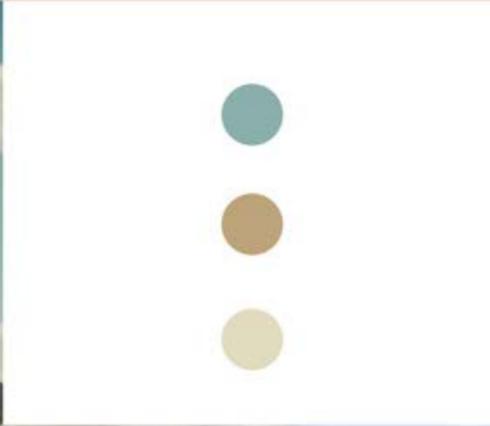
# गणपती चाप्पा मारया

Let's open our hearts to the divine blessings of Lord Ganesha and celebrate his arrival with a heart-touching and inspiring puja. You're cordially invited to join us for a soul-stirring Ganpati celebration.

Date: 07 September 2024  
Time: 11 AM  
Aarti: 1 PM  
Mahaprasad: 2 PM

Regards:  
ABC

At 200 corporation road CF11 7AY

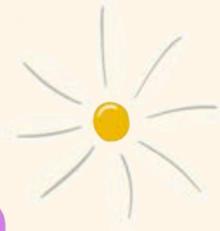


This month we're celebrating a "summer of love."  
Begin your own great love story with us and  
our dedicated staff will help you find that truly  
unique ring to begin your own great love story



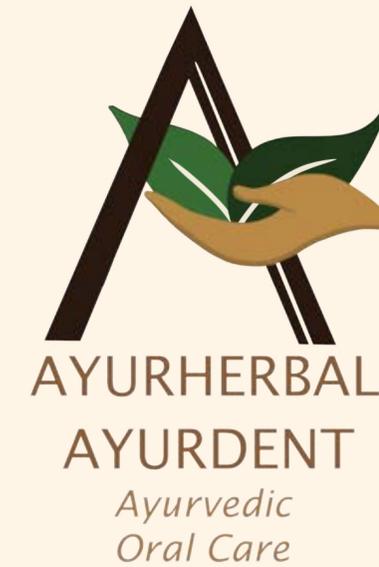
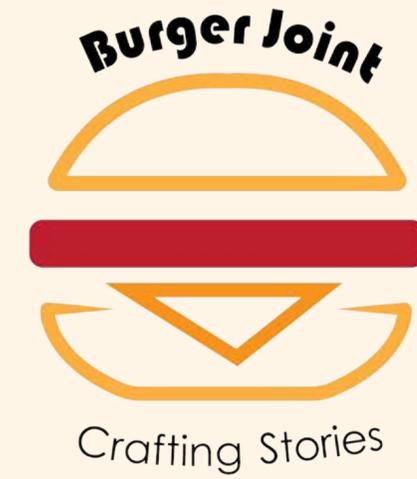
**Logofolio.**



FL  RA

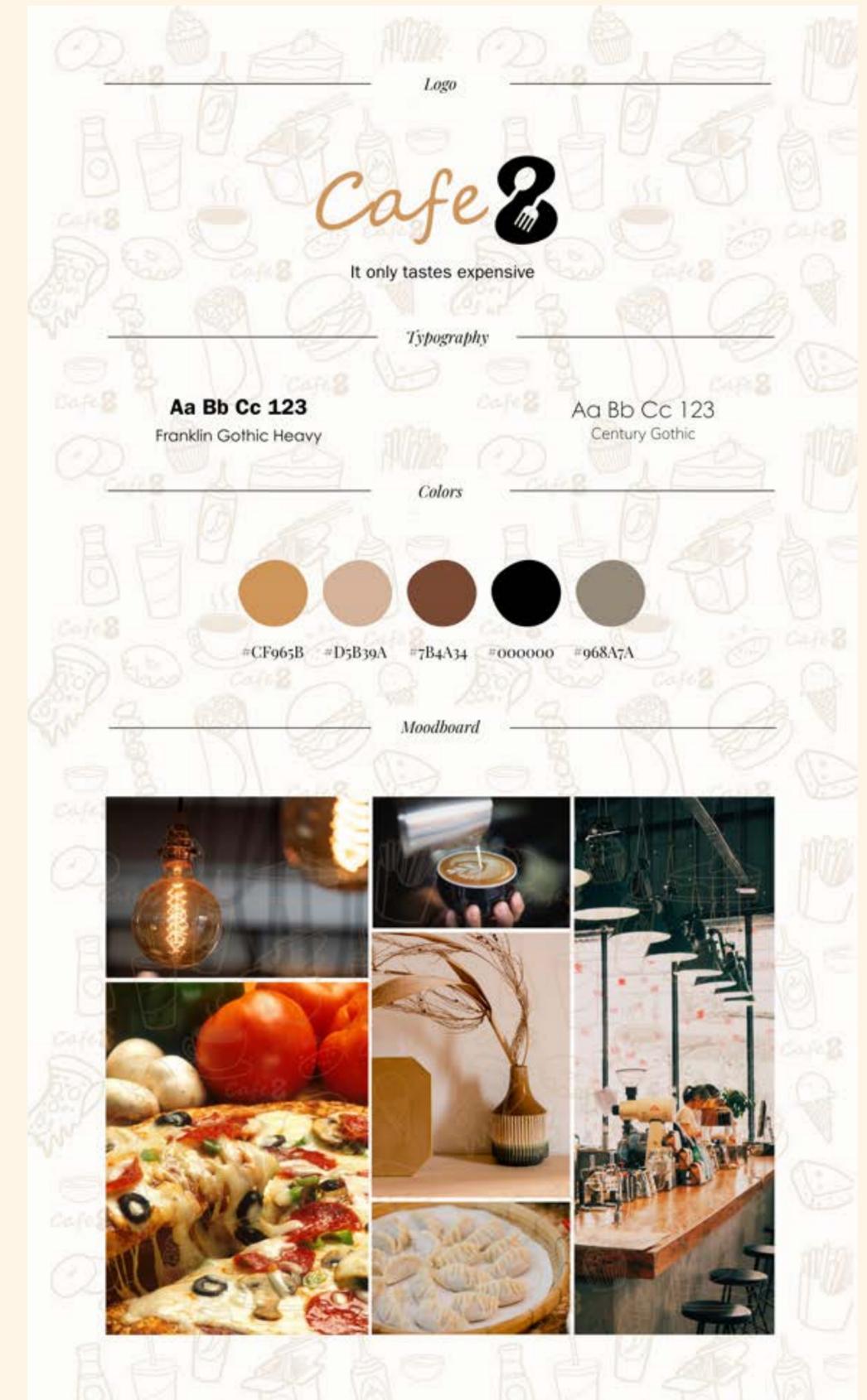


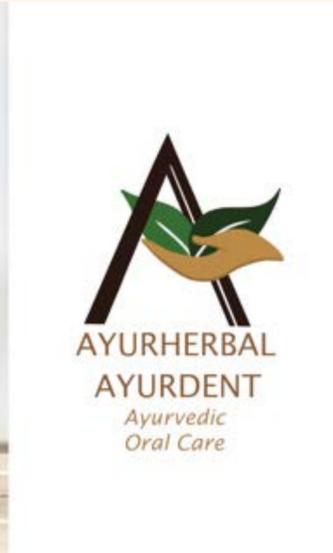
Cafe 



**Branding/Packaging.**

# Branding.





## Packaging

An important aspect of a product's branding is its packaging. AyurDent is an effort to update toothpaste packaging from the standard design. The goal is to make AyurDent stand out as distinctive in design and sustainability by utilising innovative design and materials.



### Ingredients:

Neem (Azadirachta indica A), Triphala (Amalaki (Phyllanthus emblica), Bibhitaki (Terminalia bellirica), and Haritaki (Terminalia chebula), Clove oil, Pippali (Piper longum), Sunthi (Zingiber officinale), Tomar beej (Zanthoxylum armatum), Karpoor (Cinnamomum camphora), Peelu (Salvadora persica), and Pudina (Mentha piperita).



- AyurDent embraces the goodness of nature with a blend of time-tested herbs like Neem, Triphala, Clove, and Peelu. These ingredients have been revered in Ayurveda for their oral health benefits.
- AyurDent is free from fluoride, embracing Ayurvedic principles and catering to those seeking fluoride alternatives.
- AyurDent not only focuses on oral health but also promotes overall well-being in line with Ayurvedic philosophy.
- AyurDent is made of organic ingredients that is 100% chemical free and natural.



# Brochure



### About AyurDent

Unveil the power of ancient wisdom with AyurDent, a toothpaste crafted with the essence of Ayurveda, a 5000-year-old holistic health system. AyurDent combines traditional herbal ingredients to provide a refreshing and effective oral care experience.

### WITH GOODNESS OF AYURVEDA

Experience the AyurDent Difference: Harnesses the wisdom of Ayurveda for a holistic oral care journey. AyurDent embraces tradition, nature, and science to create a toothpaste that connects you to centuries of wellness while catering to modern oral hygiene needs.



### Goodness of herbs

AyurDent embraces the goodness of nature with a blend of time-tested herbs like Neem, Triphala, Clove, and Peelu (commonly known as Meswak). These ingredients have been revered in Ayurveda for their oral health benefits.

### Fluride free

AyurDent is free from fluoride, embracing Ayurvedic principles and catering to those seeking fluoride alternatives.

### Contact Us

+123 456 7890  
info@ayurherbal.com  
www.ayurherbalayurdent.com  
123 Oxford St., United Kingdom, AB12 3YH

### AyurDent

AyurDent is an Ayurvedic toothpaste that is designed to promote oral health using natural ingredients that align with Ayurvedic principles.



Goodness of herbs

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### AYURHERBAL AYURDENT

Ayurvedic Oral Care

### AyurDent

AyurDent is an Ayurvedic toothpaste that is designed to promote oral health using natural ingredients that align with Ayurvedic principles.

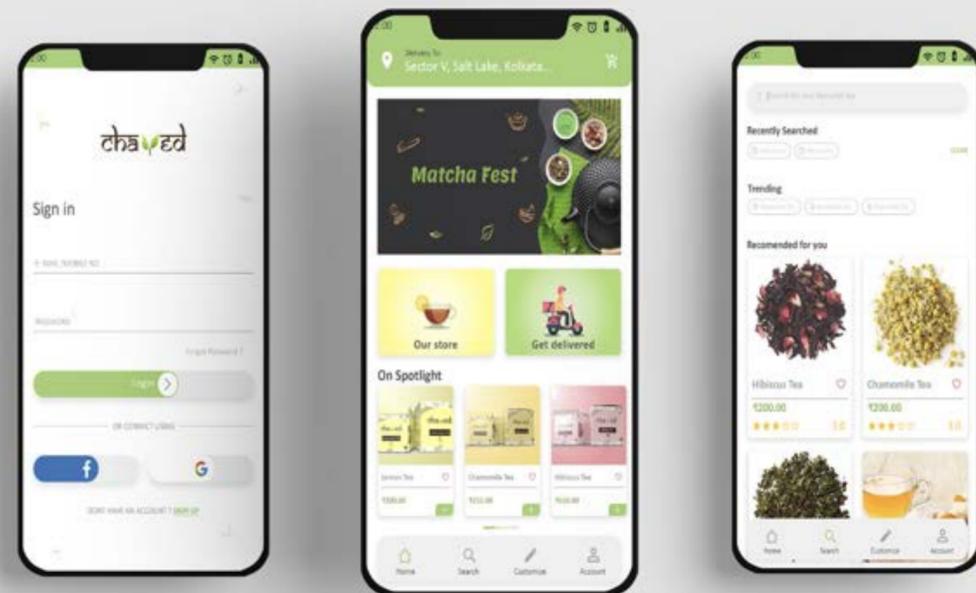
# Chaved.



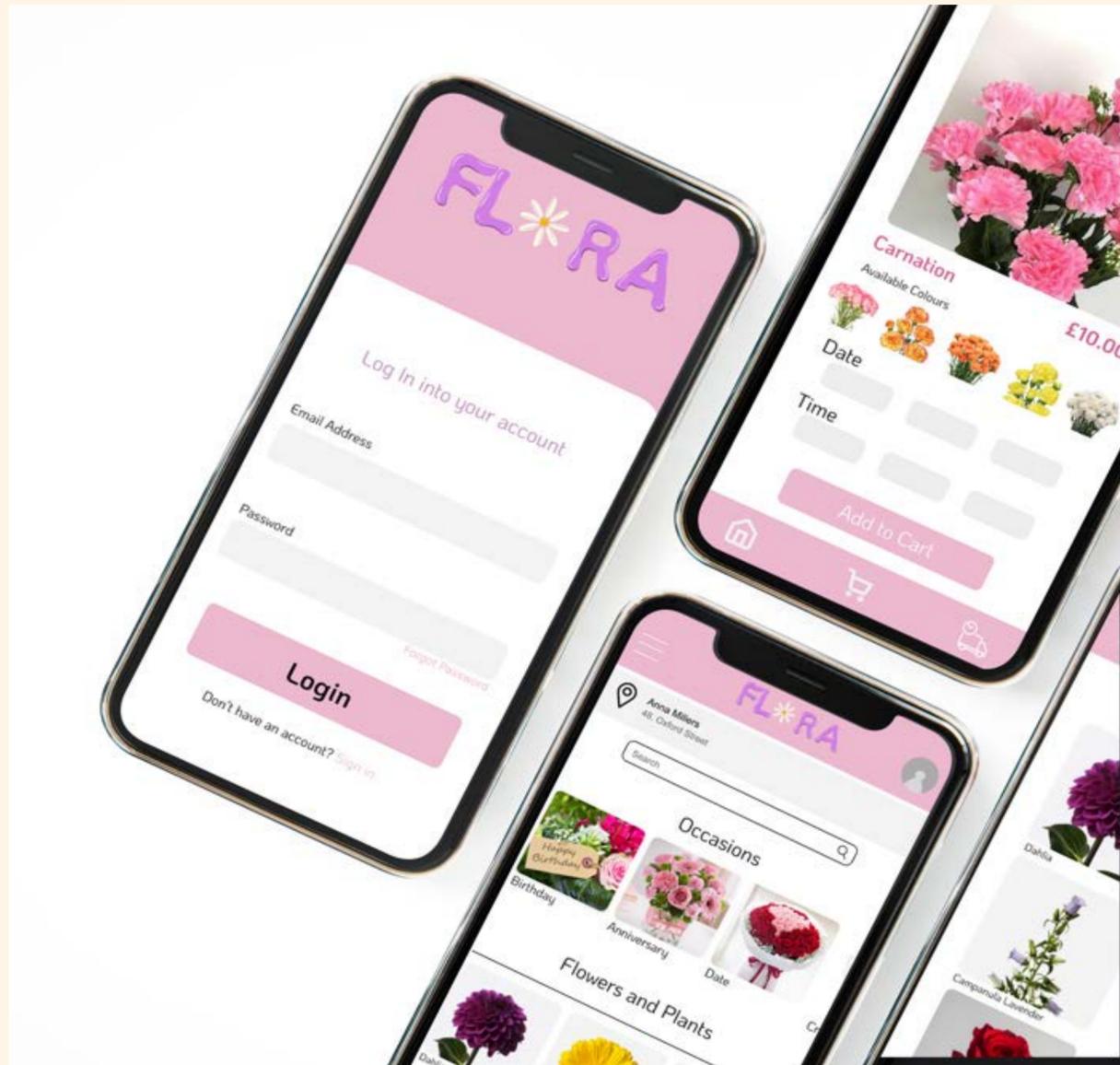
*Herbal Harmony*



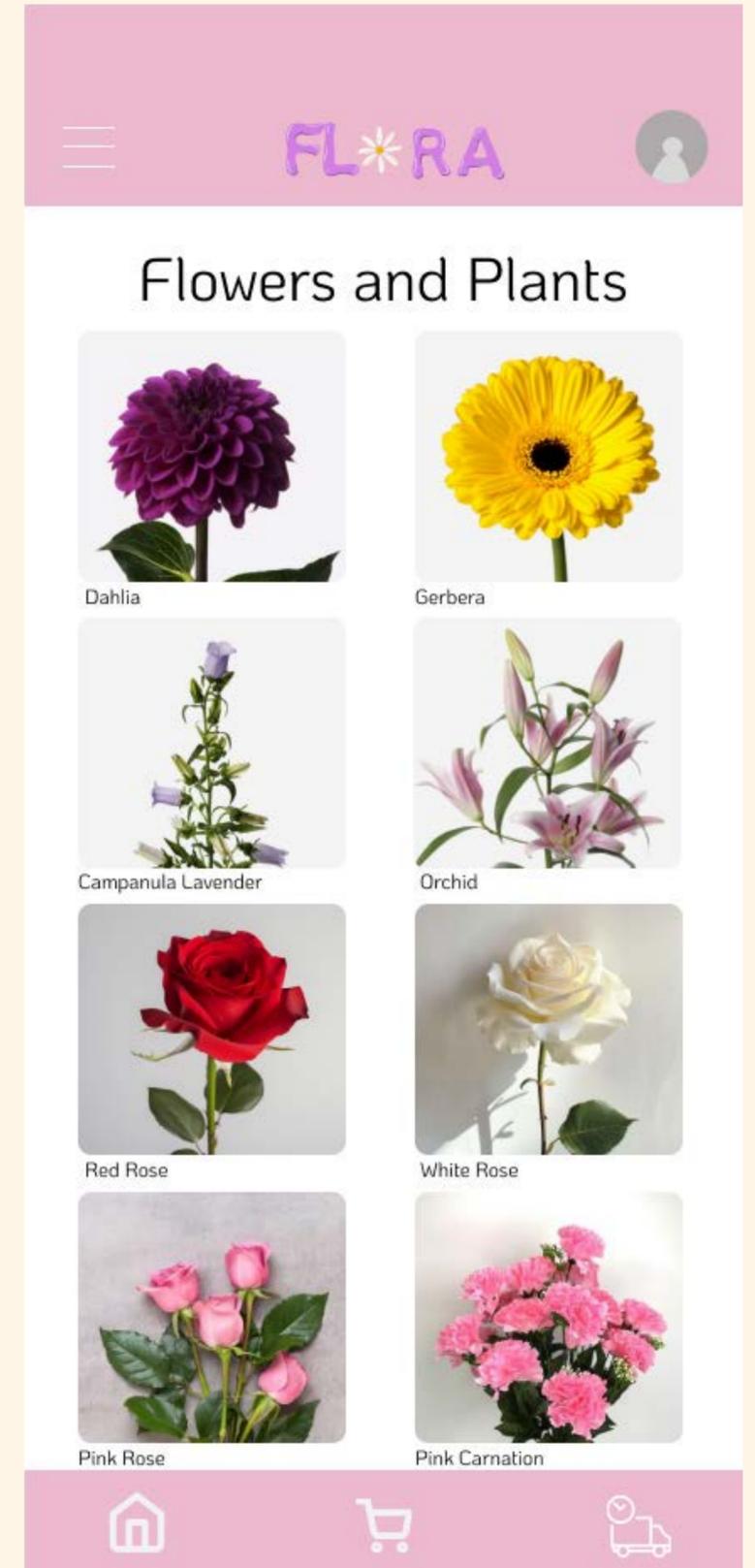
# UI/UX.



# FLORA



Loading Page





FL\*RA



#314883



#bb85ba



#eeba20



#edb9cf



#fef3ee



#ffff

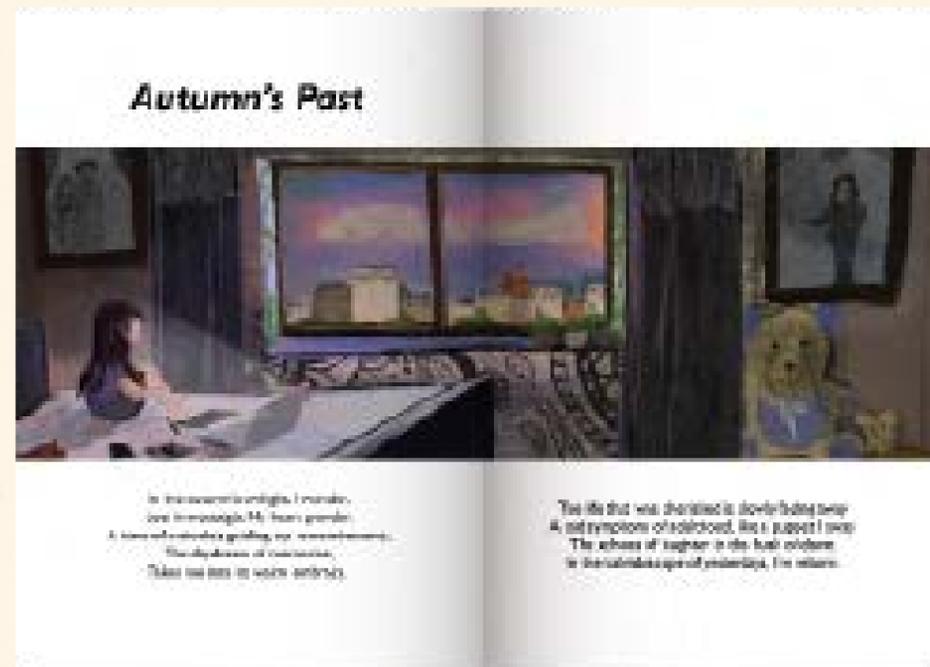
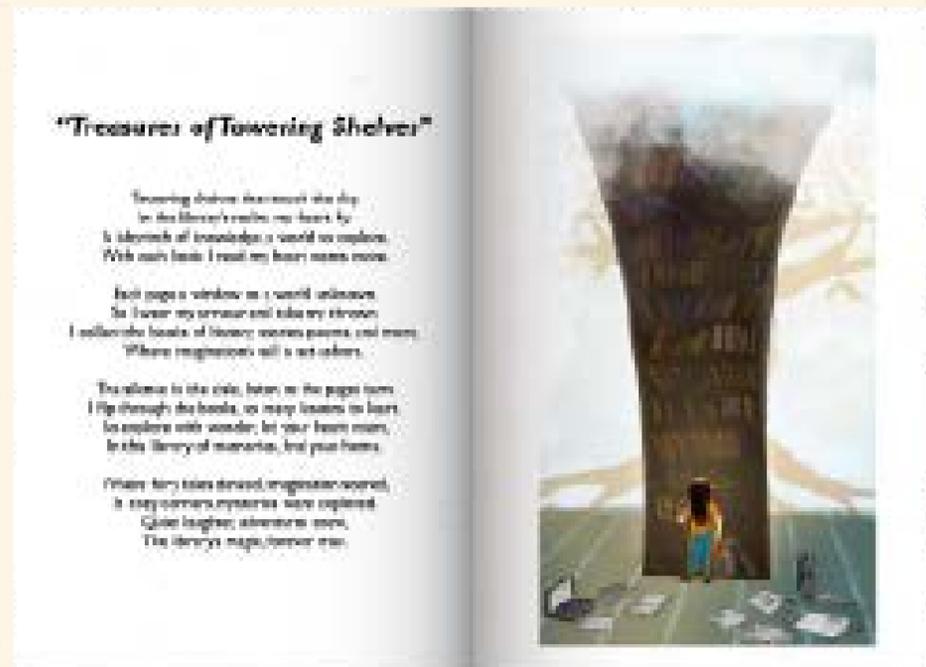
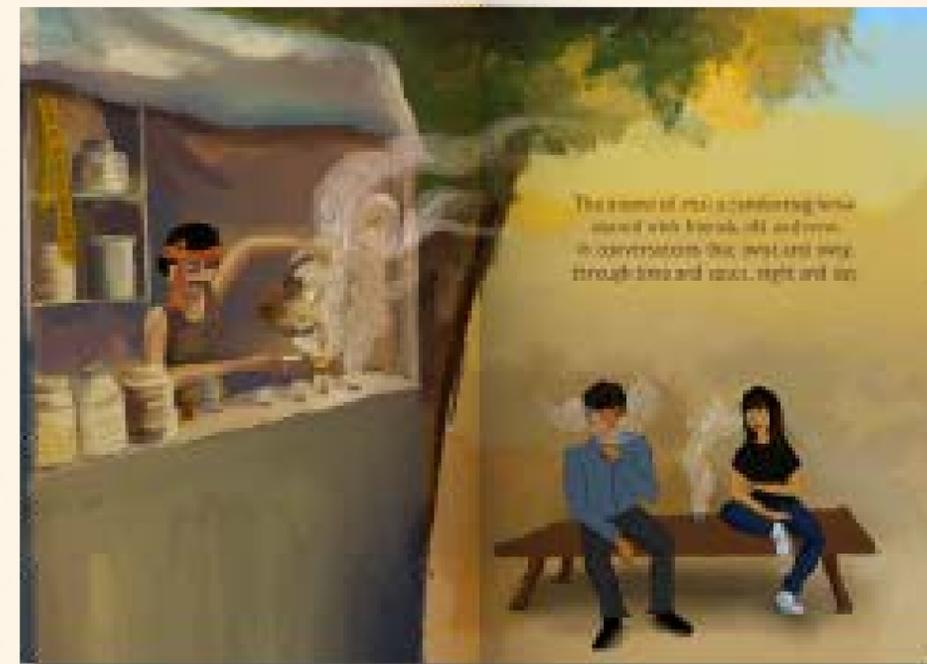
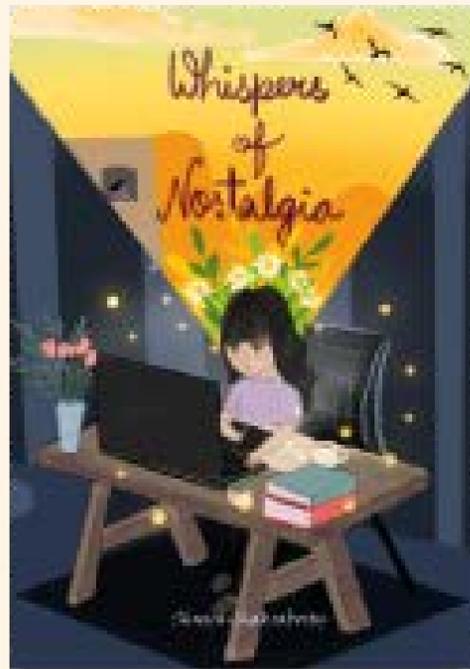
**Book/Magazine Design.**

# Whispers of Nostalgia.

"Whispers of Nostalgia" invites you to step into a mesmerizing world where memories become more than fleeting moments—they become living brushstrokes that paint the canvas of our lives. This illustrated journey, born from my exploration of magical realism and the interplay between literature and animation, is a testament to the enduring power of memory.

As you turn each page, "Whispers of Nostalgia" is an open invitation to rediscover your treasured memories, both personal and collective. It's a gateway to the moments that define us, a tranquil haven where you can relive cherished memories or unearth new perspectives on the world's intricate tapestry.



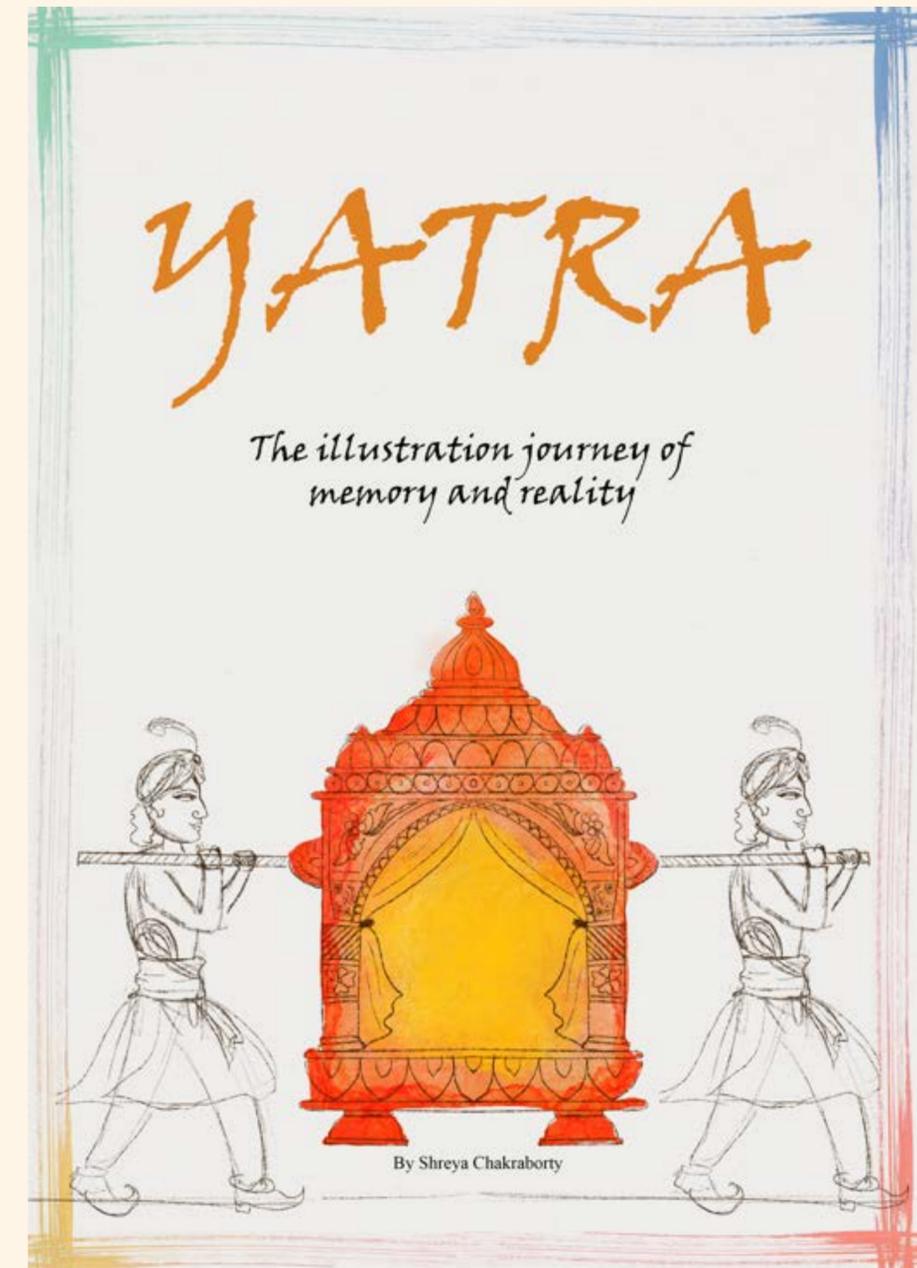


# Yatra.

YATRA

"Yatra," meaning "journey," is more than just a magazine; it's a captivating narrative of my academic and artistic expedition during my master's program. This unique publication, born from my passion for design, serves as a commonplace book, meticulously documenting the path of my research and the evolution of my artwork.

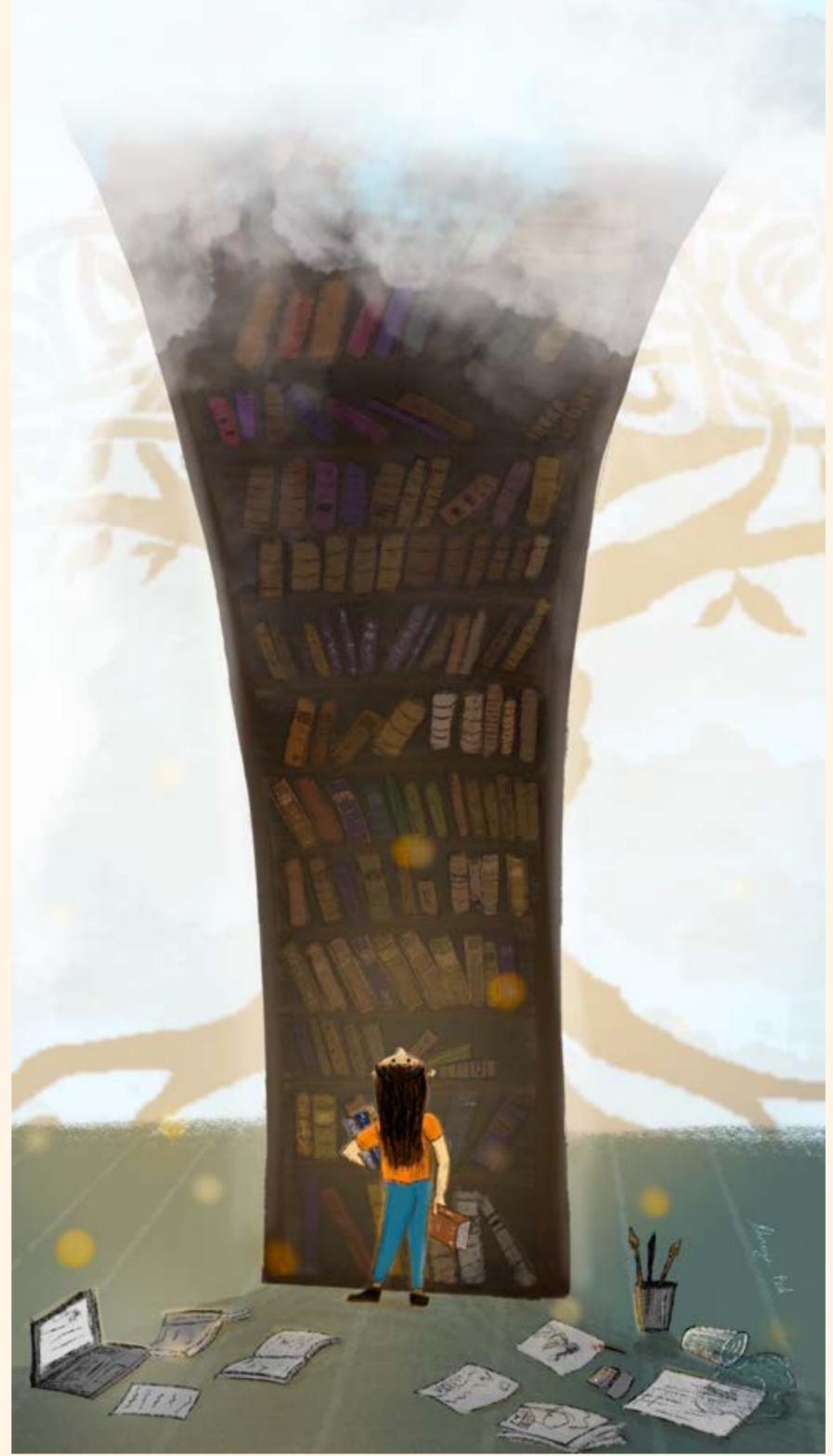
Within the pages of "Yatra," you'll find a visual and textual journey that reflects my academic exploration, creative process, and the intersection of the two. This magazine is a reflection of my dedication to storytelling through design and the belief that a visual narrative can be a powerful medium.





# Illustrations.

Digital Paintings.





**Thank you.**