

**月RC-FILE** 

# **HEDUT ME** I'm **Pushkar Patel** a graphic designer passionate about creating visuals that balance aesthetics, meaning, and function. My work spans across branding, logo design, typography, and visual storytelling, where I use semiotics to build deeper connections between design and audience perception. I enjoy crafting brand identities that are not just visually striking but also conceptually strong, rooted in culture and narrative. Alongside digital and print work, I explore **styling and photoshoots** as an extension of my design practice—curating moods, color palettes, and compositions that bring a brand's essence to life. My approach is research-driven yet experimental, blending strategy with creativity to deliver designs that feel authentic, memorable, and relevant. Design, for me, is not just about how things look but about how they speak, move, and influence. Through every project, I aim to create work that tells a story, sparks curiosity, and leaves a lasting impression. TOOLS THAT I USED: Ai Ps

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#### **Branding 1**

Branding for a grocery delivery app "Swift Express"

#### **Branding 2**

Branding for a fine dine restaurant "Mashq"





Logo

Beanly Redesign





The Truman Show Redesign

Haldiram's Surreal Poster

Vintage 911

#### Styling

Editorial styling on the theme "Yakshini's in contemporary vogue"





#### Miscellaneous

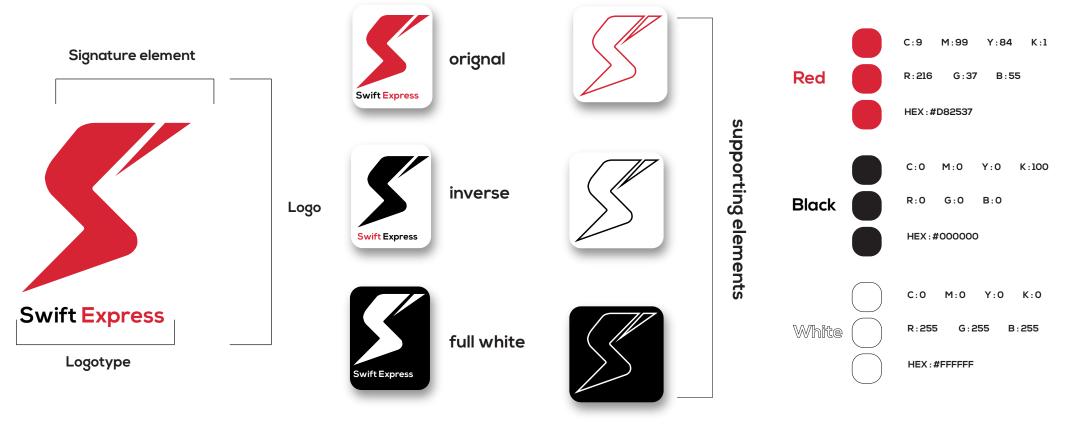
Product Photograpy (Gully Labs)

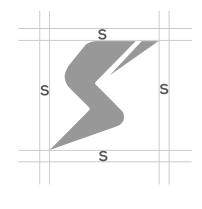
CRD Merch.



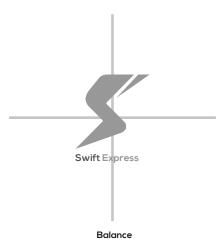


### BRAND IDENTITY





Clear space



# Nexa Bold Nexa Bold Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### APP ICONS











## MOCKUPS







# PACKAGING

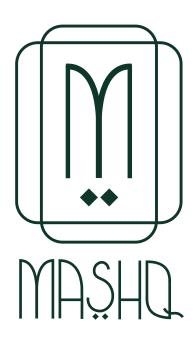








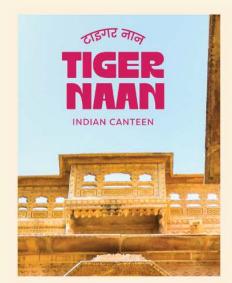




In Urdu, "Mashq" (قشم) translates to practice, exercise, or rehearsal. It embodies the idea of continuous refinement and mastery qualities that are deeply ingrained in Awadhi culture, known for its meticulous culinary techniques and artistic expressions.

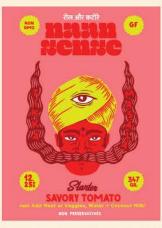
## **VISUAL BOARD**



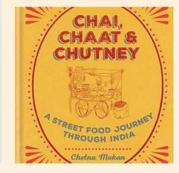


BOMBAY 99

POOXAN KHURAXA 49 92419675

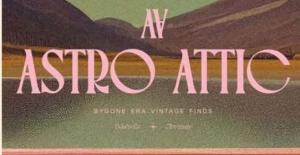
















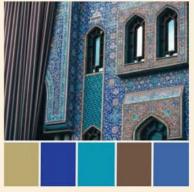


















### BRAND IDENTITY





LOGO



**TAGLINE** 



MONOGRAM

Colour Pallate

C: 85 M: 51 Y: 74 K: 62 #BCAA96

C: 28 M: 30 Y: 41 K: 0 #0F362A



Primary



Inverse



Black & White

Primary font (Custom)

ABCDEFGHIJKLM NOPQR5TUVWX Y7

Secondary font ( Myraid Variable )

ABCDEFGHIJKLMNOPQ RSTUVWXYZ abcdefghijklmnopq rstuvwxyz

# CORPORATE IDENTITY





## BRAND PROMOTION

♦ Like the arches of the Imambara, Awadhi food holds stories in every ♦ layer—majestic, intricate, and timeless

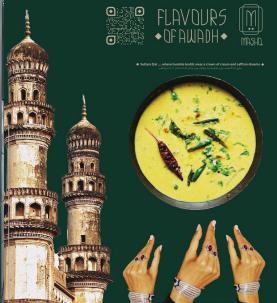
#### **NOW OPENING!!!**

# FLAVOURS MASHO

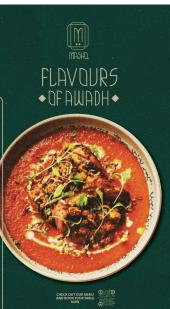












# Packaging









## MERCHANDISING













# **Шеврабе Layout**







MENU →



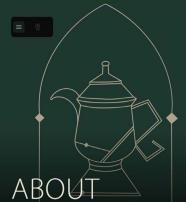
RESERVATION  $\rightarrow$ 













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START DINING











"The existing Beanly logo carries a clean, structured feel which is rigid and less appealing"

The redesigned Beanly logo adopts a playful and minimal approach, using softer rounded letterforms and a friendly visual language. The coffee bean is reimagined as a simple, cheerful icon—almost doodle-like—to give a fun, approachable vibe. The simplified structure makes it modern, versatile, and instantly recognizable, aligning with a more casual, lifestyle-oriented brand identity while staying true to its coffee roots.

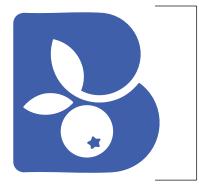


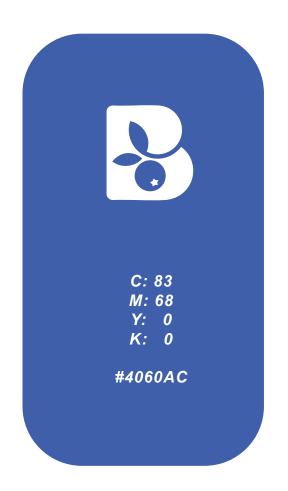


PRIMARY LOGO

**BLACK & WHITE** 

SIGNIFIER







Mockup





# Truman Show

This piece showcases a minimalist and symbolic design for The Truman Show, which distills the film's core themes into a single, powerful image. The stark black background emphasizes the isolation of the subject, a solitary silhouette seated at the bottom of the frame. This figure is trapped within a dramatic, conical spotlight, the source of which is revealed to be a vintage film camera. This visual metaphor is the heart of the design. directly representing the film's central premise: a man's entire life is a meticulously orchestrated television show under the constant, controlling gaze of its creator. The film's title, integrated seamlessly into the light beam, reinforces this sense of a life being literally "illuminated" for the world to see. By using stark contrast, negative space, and a single, well-chosen visual element, the poster communicates a complex narrative of surveillance, existential dread, and the search for freedom without needing to show a single face.



Creating a surrealist-inspired Haldiram's poster involves a creative process that blends meticulous planning with imaginative freedom. The journey begins by rejecting traditional advertising and instead conceptualizing the rasgulla as an object of fantastical potential, inspired by surrealist masters like Salvador Dalí and René Magritte. An artist would use techniques such as distorting scale, where a single rasgulla becomes as large as the moon, and employing unexpected juxtapositions, like a procession of candy elephants marching through a desert. By arranging these illogical elements in a deliberate composition, a dreamlike narrative is formed, where symbols like dripping syrup rivers and floating sweets create a sense of wonder. The final execution requires a hyper-realistic style, making the impossible appear tangible and forcing the viewer to engage with the advertisement on a subconscious level.



#### PORSCHE

# 911

This poster for a vintage car rally combines a gritty, nostalgic aesthetic with a bold, modern graphic design approach. The composition is defined by its dramatic use of high-contrast black and white, immersing the viewer in a stark, rugged landscape of rolling hills and dry terrain that perfectly frames the iconic Porsche 911. The car itself, with its number "14," appears ready for a race, grounding the design in a sense of authentic rally culture. However, the true artistic statement lies in the typography: the monumental, gothic-style "911" dominates the vertical space, a powerful and unexpected visual anchor that contrasts sharply with the cleaner, retro-futuristic fonts used for "PORSCHE" and "VINTAGE CAR RALLY." This strategic juxtaposition of vintage and modern elements creates a dynamic and memorable visual, presenting the car not just as a vehicle, but as a timeless icon of engineering and design prowess.







#### **Back STORY**

#### "The Four Faces of Eternity"

In a realm where myth met mortal dreams, four Yakshinis arose as guardians of elemental balance. Neither goddesses nor mortals, they embodied Water, Forest, Flower, and Jewel — forces of nature incarnate.

Bound by a sacred vow, their essence shaped the world's origins and its enduring harmony.





#### CONCEPT

Four ethereal muses embodying Water, Forest, Flower, and Jewel, each captured in their elemental essence.

Through surreal lighting, textures, and symbolic props, their presence blurs the line between myth and modernity.

The frames evoke timeless divinity, where nature's raw power meets contemporary elegance.



Frame- 1
The Water Yakshini, a serene goddess rising from the river's heart.

Frame- 2
A vessel of creation, the
Water Yakshini holds the
essence of life.



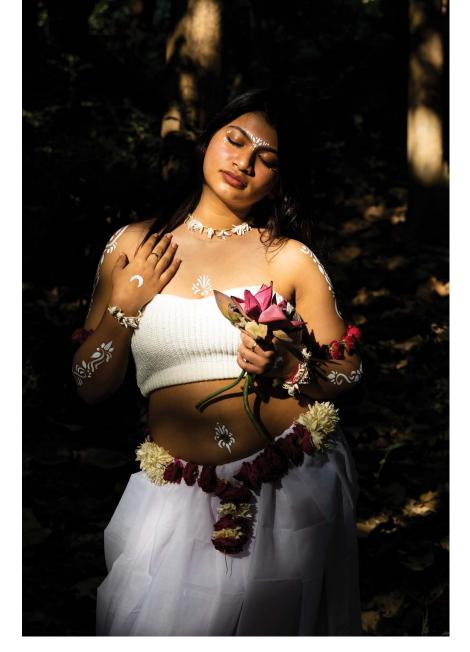
Frame- 3
United in the wild, the
Forest and Jewel Yakshinis
guard the sacred land.







Frame- 4
The Forest Yakshini, a silent protector woven from the woods' essence.



Frame- 5
Blooming with grace, the Flower Yakshini embodies beauty and fleeting life.

Frame- 6
A beacon of strength, the Jewel Yakshini shines with the earth's hidden power.





# РКОЛИСТ РНОТОСКЯРНУ





# गली LABS

Frame- 1
The essential kit for sneaker care, crafted for the streets.

# Frame- 2 Gully Labs: Defining the clean standard for every sneakerhead.





# गली LABS

Frame- 3
Elevate your sneaker game with Gully Labs' premium care.

# Frame- 4 Detail-oriented cleaning for the discerning sneaker enthusiast.



# CRD MERCH





















#### NHO AM I ?

I'm **Pushkar Patel**, a Leather Design student at NIFT Raebareli, passionate about crafting designs that balance aesthetics, meaning, and functionality. With a keen eye for footwear innovation, photography, and graphic design, my work spans from concept to prototype—pushing boundaries through new materials, techniques, and visual storytelling.

I explore branding, logo design, typography, and semiotics to create identities that are not only visually striking but also rooted in culture and narrative. Beyond digital and print, I extend my practice into styling and photoshoots, curating moods, palettes, and compositions that bring a brand's essence to life.

For me, every design—whether footwear or visual—goes beyond ornamentation. It's a statement, a fusion of material, form, and identity, crafted to spark curiosity and leave a lasting impression.

#### **Education**

#### 2016-2021

Senior Secondary School (2016-2018) D.P.S Durg Higher Secondary School (2019-2021) S.S.V Bhilai

#### 2022-2026

Bachelor Of Design, (Leather Design, Minor: Fashion Communication) National Institute Of Fashion Technology, Raebareli, Uttar Pradesh.

#### Work Experience Projects

#### **SUMMER INTERNSHIP AT GULLY LABS- (JUNE-JULY,2025)**

- Footwear Design Intern, Gully Labs worked on trend research, ideation, sketches & CMF.
- Gained exposure to prototyping, market-oriented design, and skill development.

#### **USER CENTRIC PROJECTS- (2022-2025)**

Designing footwear, bags, and leather apparel with a focus on functionality and style.

#### CRAFT RESEARCH DOCUMENTATION - (JUN-JUL 2024)

Researched and documented Sanjhi craft (Mathura-Vrindavan), collaborating with artisans to preserve and innovate traditional paper-cutting techniques.

#### GRAPHIC DESIGN, PHOTOGRAPHY & FREELANCE

Executed graphic design, freelance projects, and styling shoots, applying creativity and visual storytelling in fashion and branding.

#### Software Skills



















#### Beyond Design



Street Photography



Exploring Ai in fashion

#### Lets Connect!



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English, Hindi



