

graphic design

PORTFOLIO

selected work
2020-2021

get to know me



Software Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After Effects

Languages

- English
- Hindi
- Gujarati
- French

Skills

Time Management
Creativity
Team Work
Communication

Interests

Creative Writing
Travel
Guitar/Piano
Singing
Photography

Education

School: DY Patil International School,
Aditya Birla World Academy
College: NIOS for Bachelor of Arts
Currently at Ecole Intuit Lab- Year 2

Contact Me

☎ 9619612973
✉ alyssashah2911@gmail.com
📷 @alyssa.shah



a look inside my portfolio

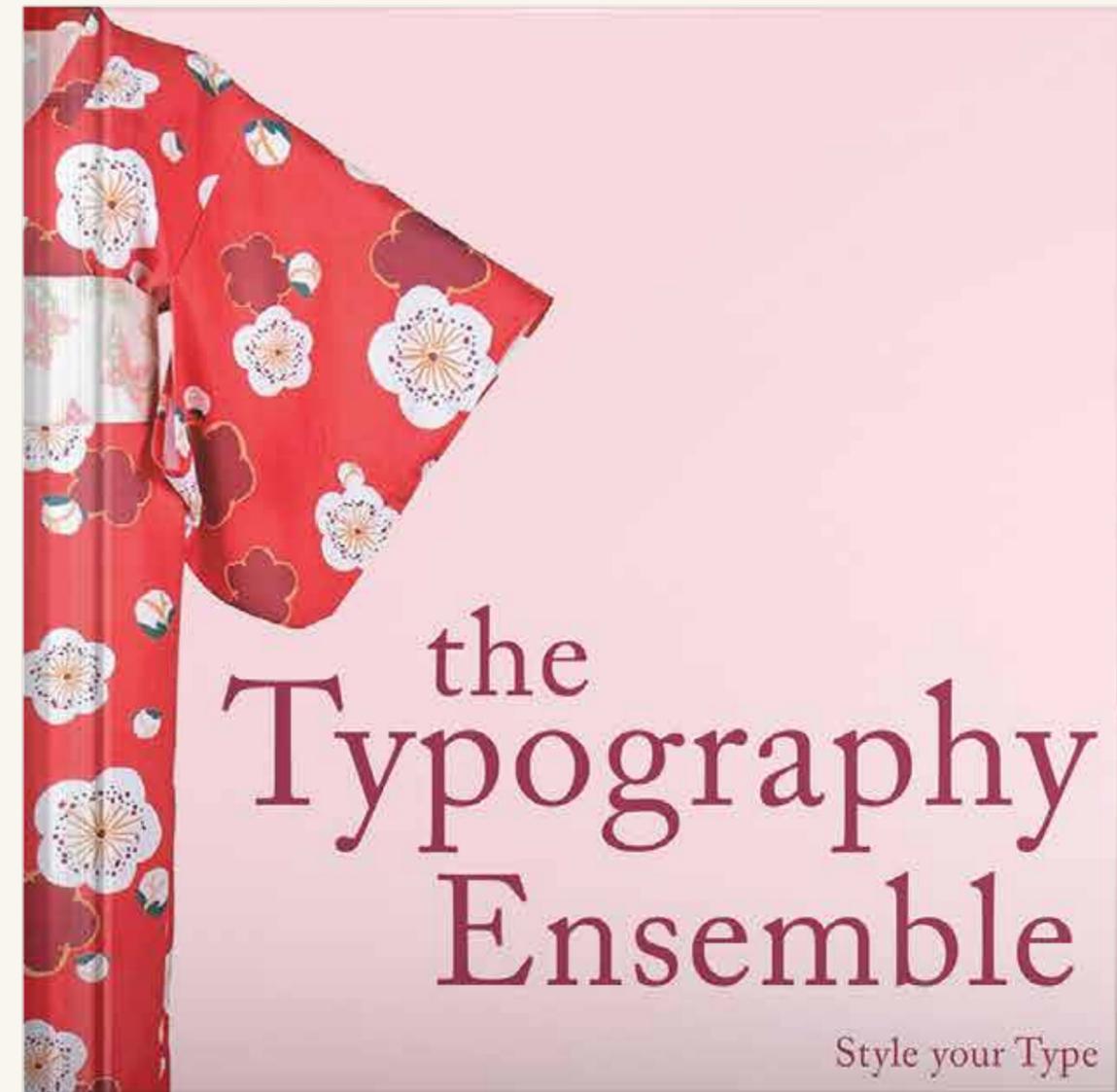
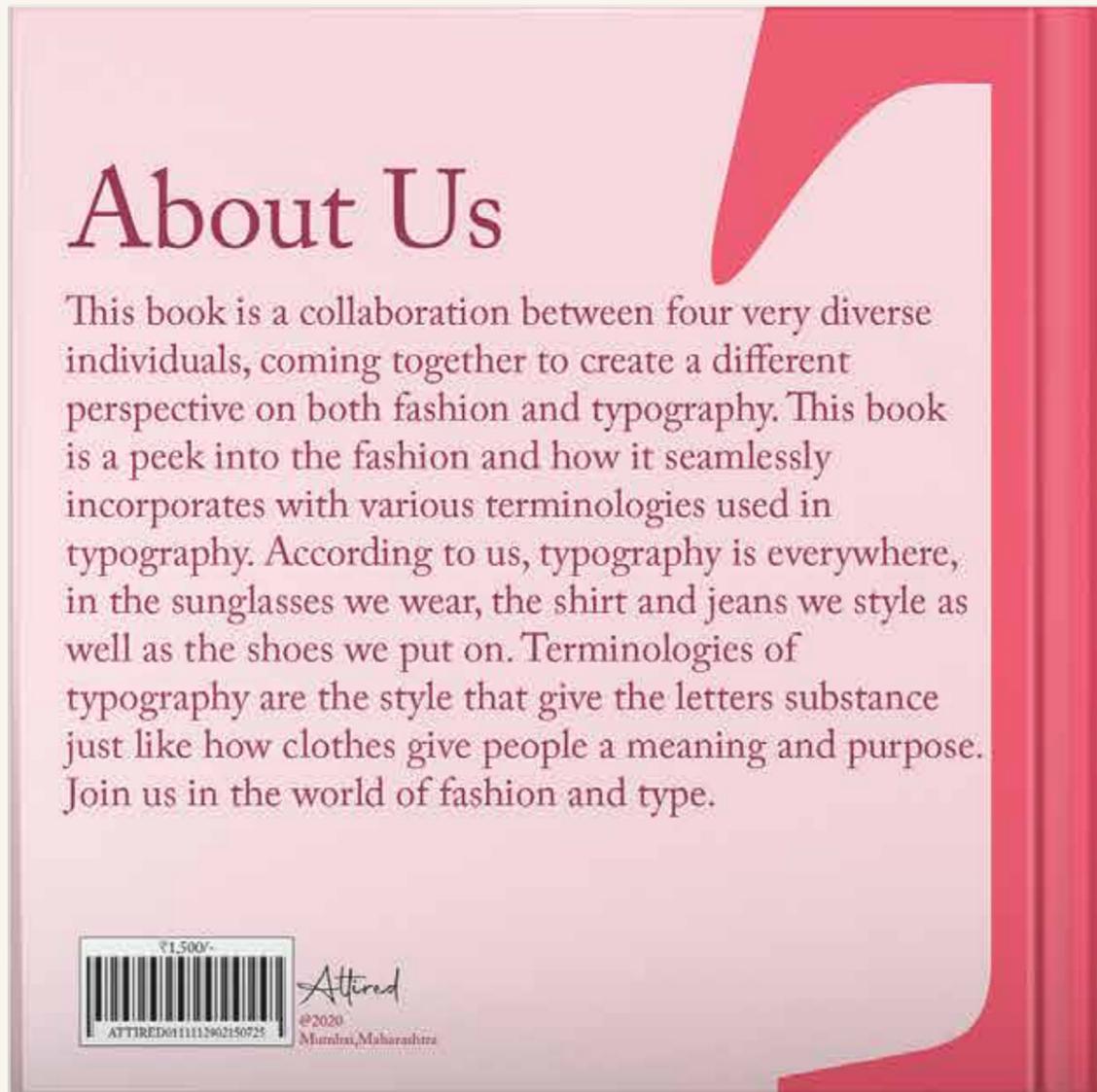
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the typography ensemble

Overview:

Book design explaining the terminologies of typography through the topic our group chose as fashion.



the typography ensemble

Overview:

Inside pages explaining the terminologies of typography through the topic of fashion from all around the world.



the typography ensemble

Overview:

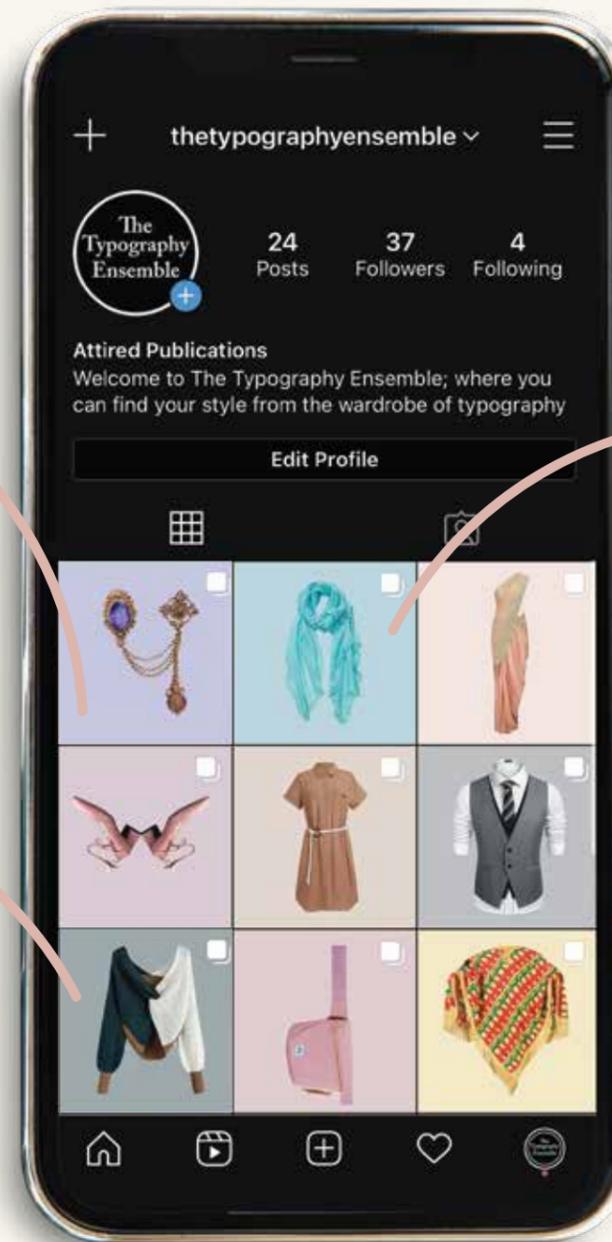
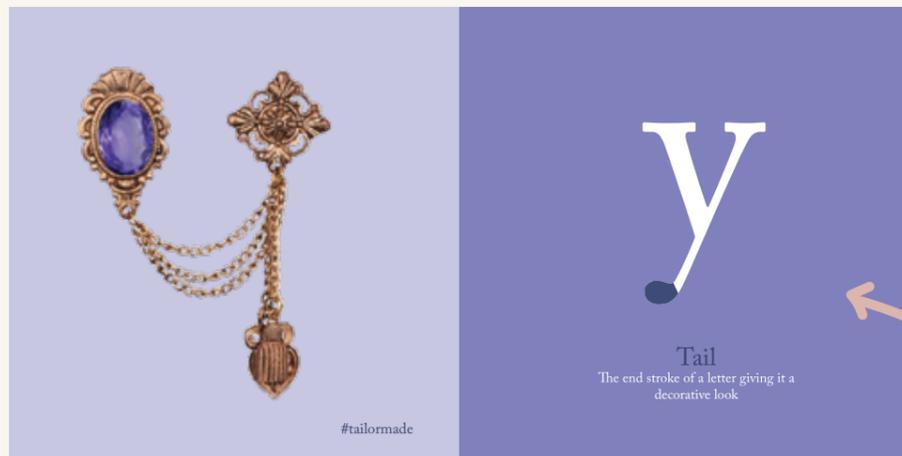
Inside pages explaining the terminologies of typography through the topic of fashion from all around the world.



the typography ensemble

Overview:

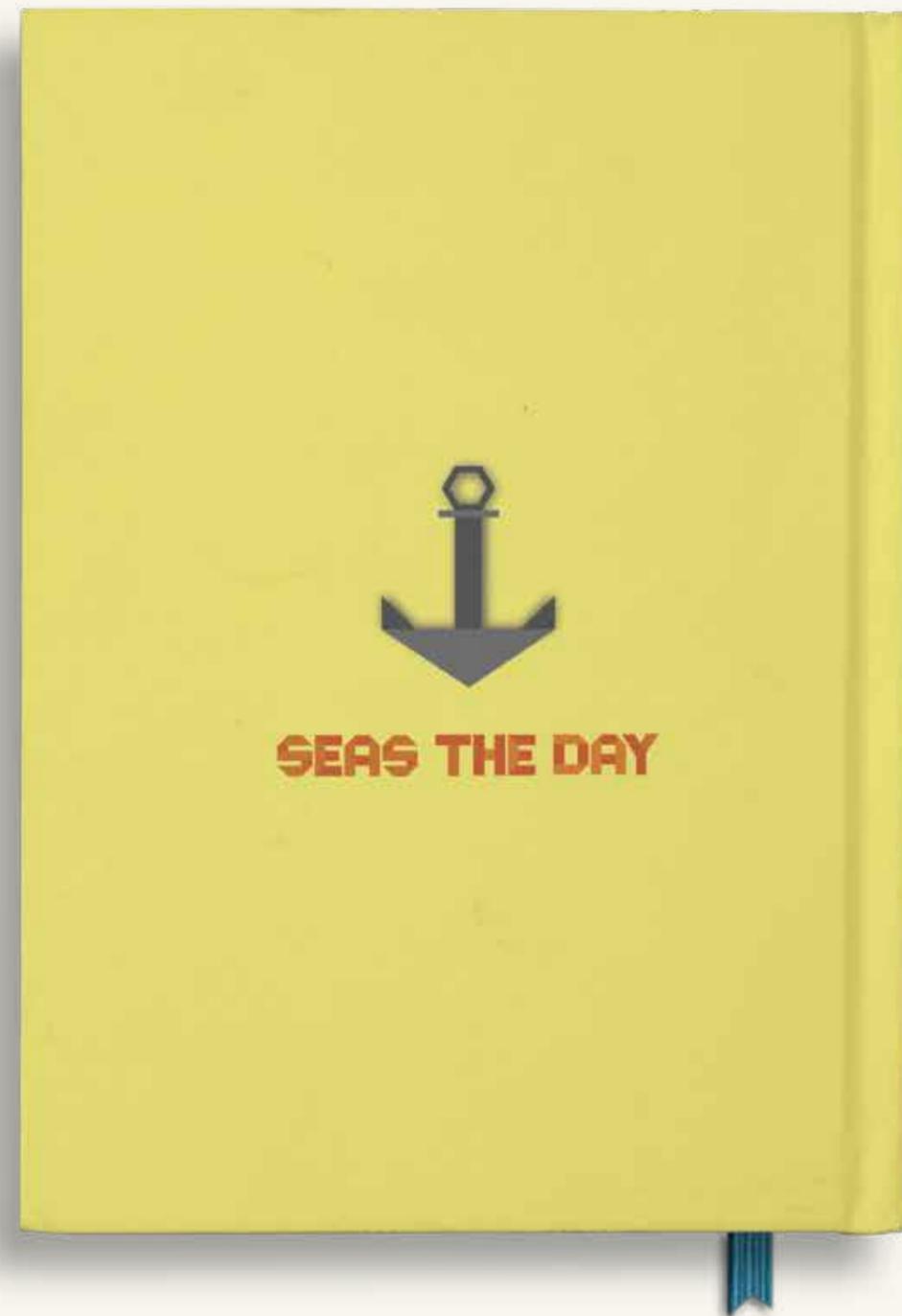
Instagram page to interact with those who have an interest in fashion and in turn will learn about typography.



underwater themed planner

Overview:

Front and back cover of the underwater themed planner with origami style illustrations for the year 2021.



underwater themed planner

Overview:

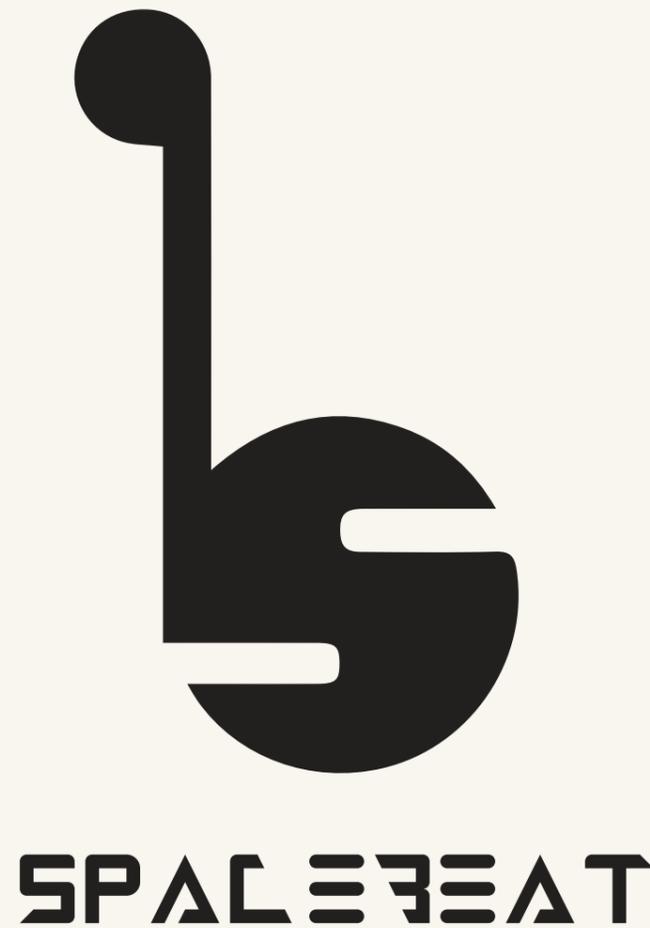
Calendar and notes page of the underwater themed planner with origami style illustrations for the year 2021.



spacebeat app design

Overview:

Logo design for the topic given to our group as music and targetted for aliens.



Our logo was designed with a typographic feature as well as a symbol in mind. The musical note in the logo represents the lower case b, while the circle is manipulated to look like it's a S, which are the initials of our app Space beat. The musical note is also a symbol for music, giving users an idea of what the app is about.

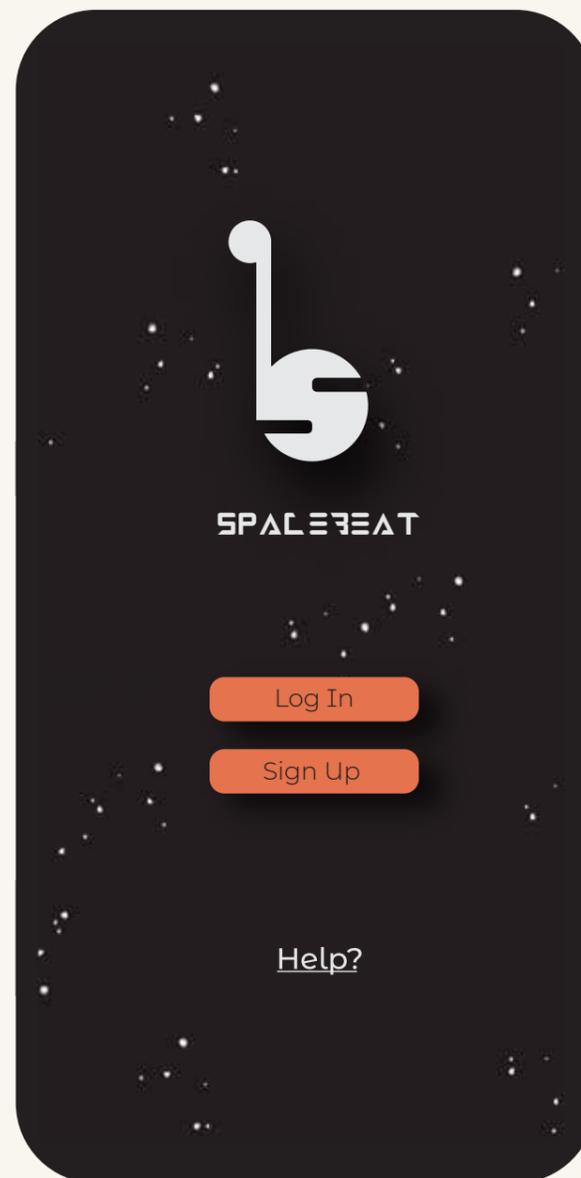
spacebeat app design

Overview:

App design for the topic given to our group as music and targetted for aliens.



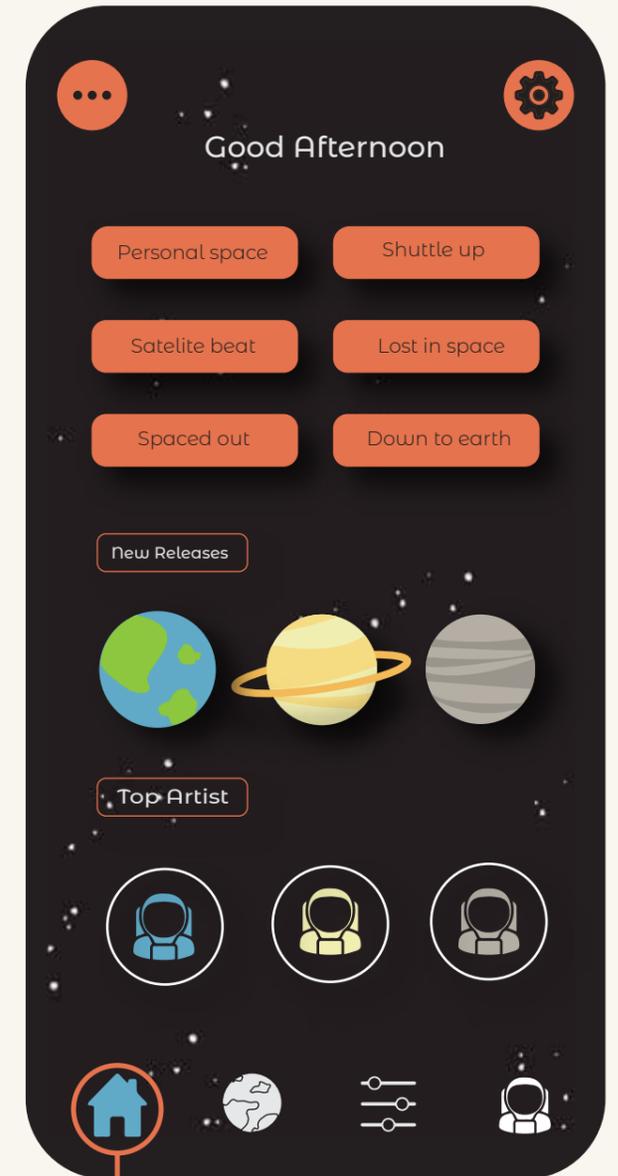
Log In / Sign Up



Shuffle your Tunes



Curated Playlists



heritage of type

Overview:

Signage redesign for the Parsi restaurant, Britannia & Co. on a Parisian restaurant using an art deco approach.



recipe book design

Overview:

Typesetting and layout design for a dessert recipe book.



postcard design

Overview:

Postcard design for a city in India, chosen as Amritsar.



letters meet typography conference

Overview:

Logo design for Letters Meet, a hypothetical typography conference.



Letters meet is a 3-day hypothetical typography design conference based in Mumbai. It is an effort to bring the best creative minds from around the world on a common platform to facilitate dissemination of ideas for artists. The conference provides an interactive environment where participants pro-actively create opportunities to share design knowledge and new cross-disciplinary research that leads to innovation.

letters meet typography conference

Overview:

Branding elements for a typography conference using the concept of puns on famous typefaces.



Times New Roman

letters meet typography conference

Overview:

Branding elements for a typography conference using the concept of puns on famous typefaces.



Cooper Black

letters meet typography conference

Overview:

Branding elements for a typography conference using the concept of puns on famous typefaces.



letters meet typography conference

Overview:

Poster design for a typography conference using the concept of puns on famous typefaces.



bank note design

Overview:

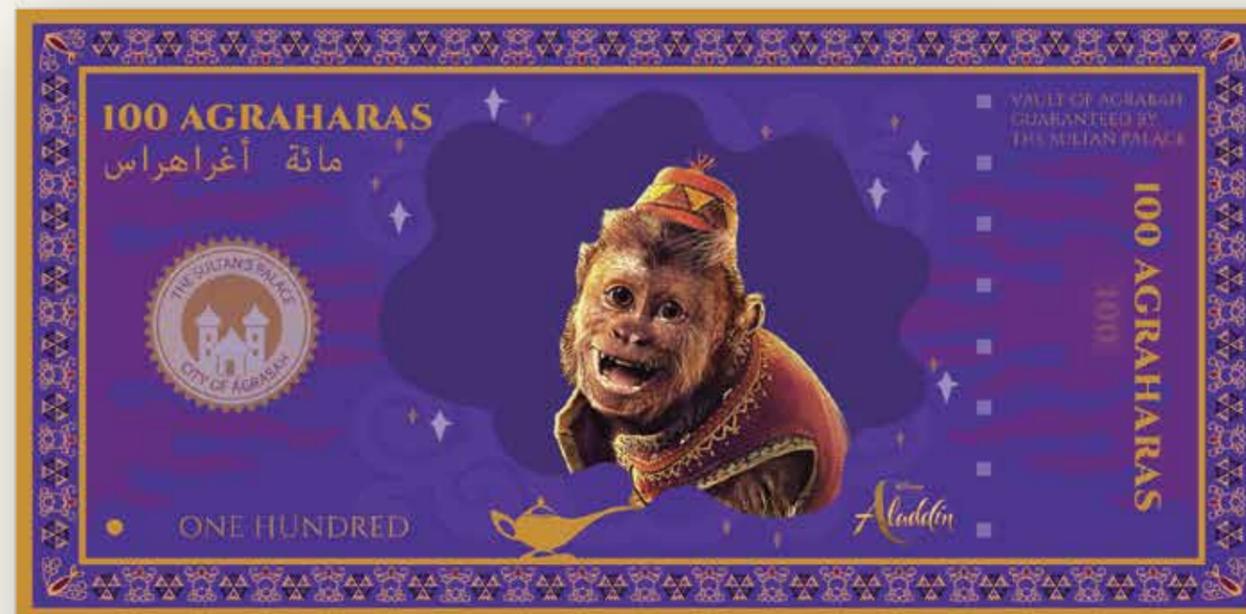
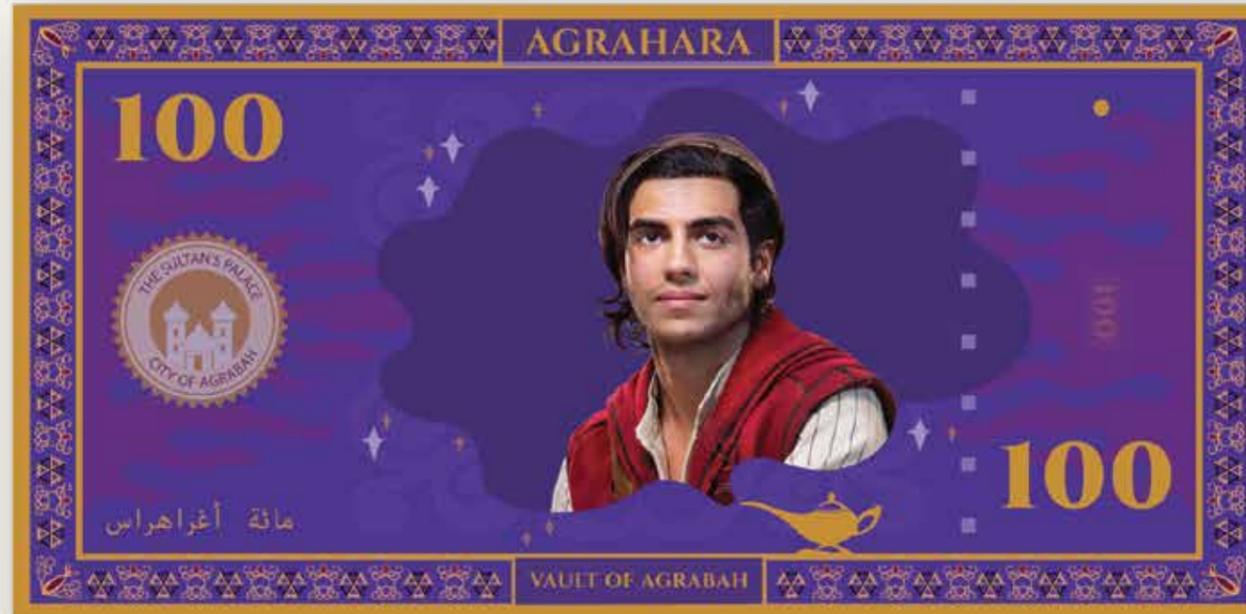
An original bank note design called 'Agrabah' for Agrabah, which is the setting of the movie, Aladdin.



bank note design

Overview:

100 Agrahara front and back bank note design.



bank note design

Overview:

200 Agrahara front and back bank note design.



bank note design

Overview:

300 Agrahara front and back bank note design.



dishoom website redesign

Overview:

Redesign of the Dishoom website using a multi-typeface and modern approach.



dishoom website redesign

Overview:

Redesign of the Dishoom website using a multi-typeface and modern approach.



custom typography

Overview:

Creating a high-contrast original typeface; Chiseled.

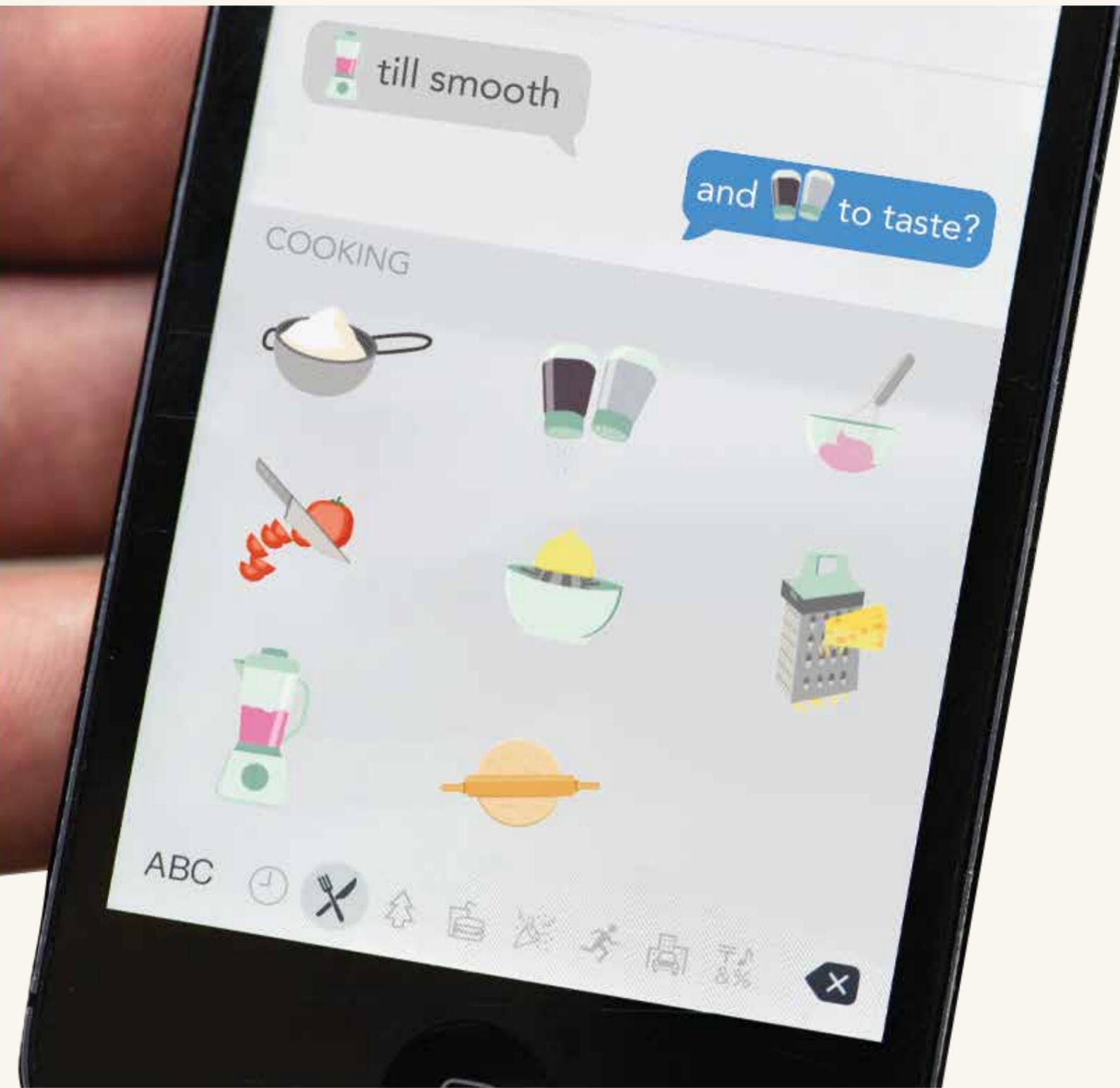
Chiseled

A a B b C c D d
E e F f G g H h
I i J j K k L l
M m N n O o P p
Q q R r S s T t
U u V v W w X x
Y y Z z
0 1 2 3 4 5 6 7 8 9

cooking emojis

Overview:

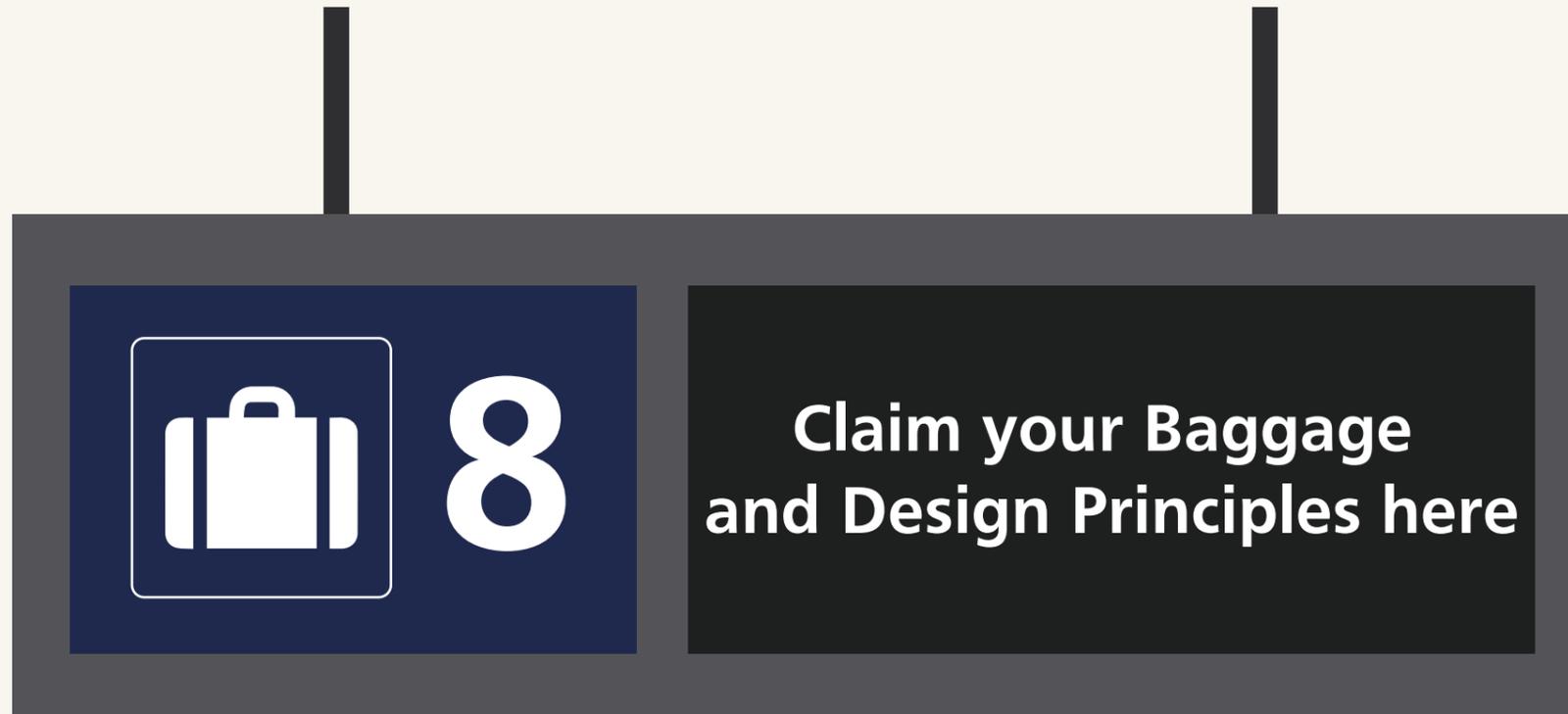
Design of cooking instruction related emojis that can be used in recipe books or even while texting.



infographic design

Overview:

Infographic design portraying the principles of design using an airport luggage claim.



infographic design

Overview:

Infographic design portraying the principles of design using an airport luggage claim.



infographic design

Overview:

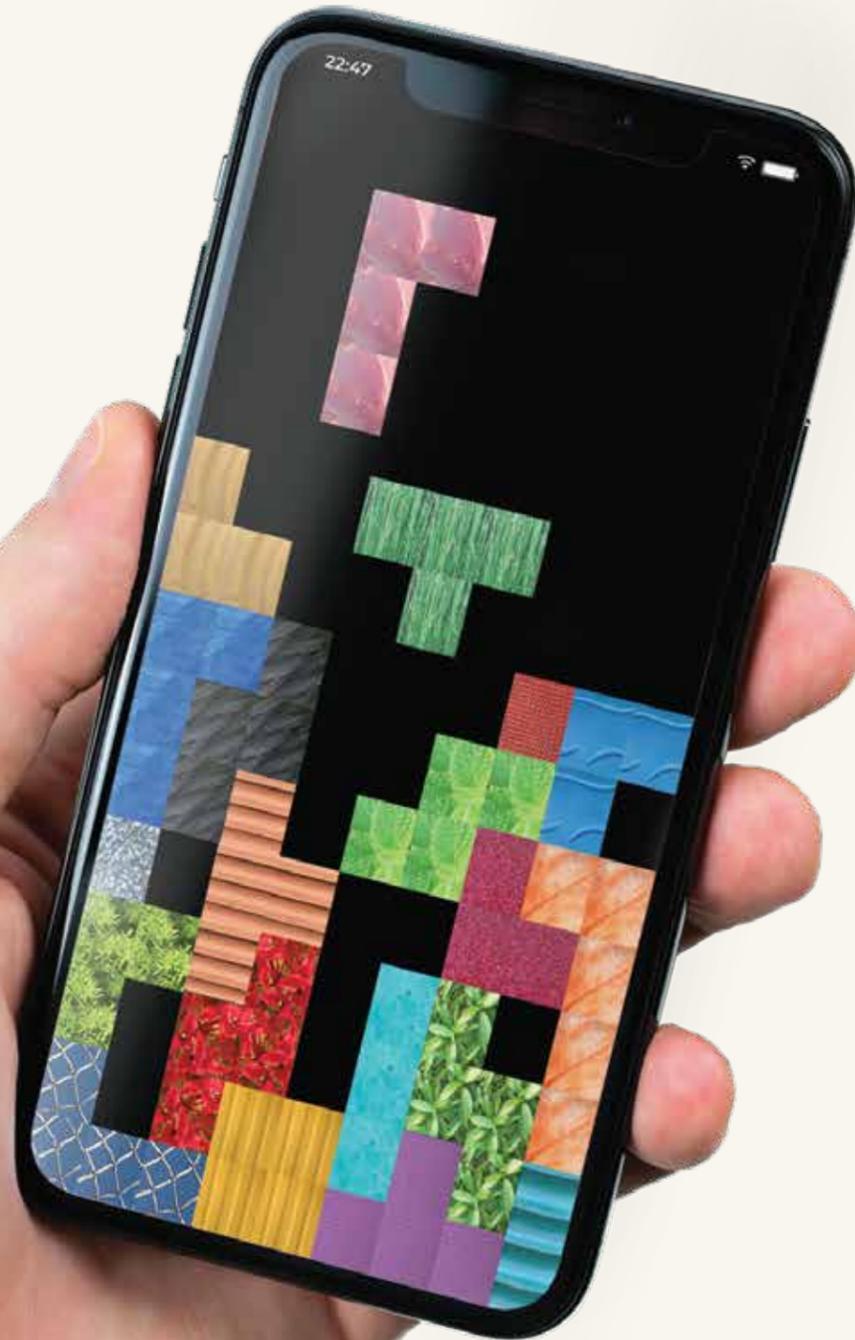
Infographic design portraying the principles of design using an airport luggage claim.



typology photography

Overview:

Game design of Tetris using photographs I have taken of 100 textures from a community garden.



travel brochure

Overview:

Instagram posts created for a South American country, my classmate and I chose as Argentina.



brand design

Overview:

Visual identity for our brand, Guardia, created for the target audience of ages 45-55



Guardia is an app made for storing and accessing official documents. It is aimed for children to become well-verse with documents like Aadhar cards, pancards, passports etc. We realised, through surveys that children and young adults are very dependent on their parents to handle all their documents. Our objective is to change this mindset and trend. This will be both beneficial to parents and the children. All the official documents on an app will be convenient to the children as these days, digital storage is the most comfortable. Additionally, paper gets saved since printed documents get eliminated. Our app also has some other features including:

- writing a will without the need of any legal formalities
- a time capsule: store memories with the help of notes, photos, videos and even voice recordings
- a secure and trustworthy app with security features

brand design

Overview:

Logo form for our brand, Guardia.



fire

+



leaf

+



blue jay

fire: motivation and enthusiasm

leaf: hope, renewal, fertility and growth

blue jay: bird of trust, loyalty, protection and fearlessness

brand design

Overview:

Brand name for our brand, Guardia.



Guardian + Nostalgia

Guardian signifies that the app protects and is there for the children even without their parent's interference. Nostalgia emphasises the time capsule feature of the memories that the app stores in the form of notes, photos, videos and voice messages. The feeling of nostalgia occurs when the users revisit these memories again.

brand design

Overview:

Branding elements for our brand, Guardia.



thank you for looking at my journey

Alyssa Shah

 9619612973

 alyssashah2911@gmail.com

 @alyssa.shah