

Portfolio

KHUSHI SHAH

Hello

My name is Khushi.

I am a visual communication undergraduate student living in Mumbai. I believe that designing is a field with a lot of capabilities in all aspects, which humans are not even aware of. We get a chance to experiment something new and efficient everyday. I like visual communication and design but what makes me better at that is that I love to listen and learn. If i had to describe myself in three words, I`d say im energetic, fun and a great listener. I love to take up challenges and ofcourse nothing gives me more joy than to be able to deliver to those challenges.

Profile



Mumbai



11th June 2001



shahkhushi1106@gmail.com



+91 7977016242

Education

SCHOOL	Gopi Birla Memorial School
COLLEGE	Gopi Birla Memorial School
UNIVERSITY	École Intuit Lab

Skills

Adobe Illustrator	◆ ◆ ◆ ◆ ◆
Adobe Photoshop	◆ ◆ ◆ ◆ ◆
Adobe Indesign	◆ ◆ ◆ ◆ ◆
Adobe After effects	◆ ◆ ◆ ◆ ◆

Languages

ENGLISH	◆ ◆ ◆ ◆ ◆
KOREAN	◆ ◆ ◆ ◆ ◆
FRENCH	◆ ◆ ◆ ◆ ◆

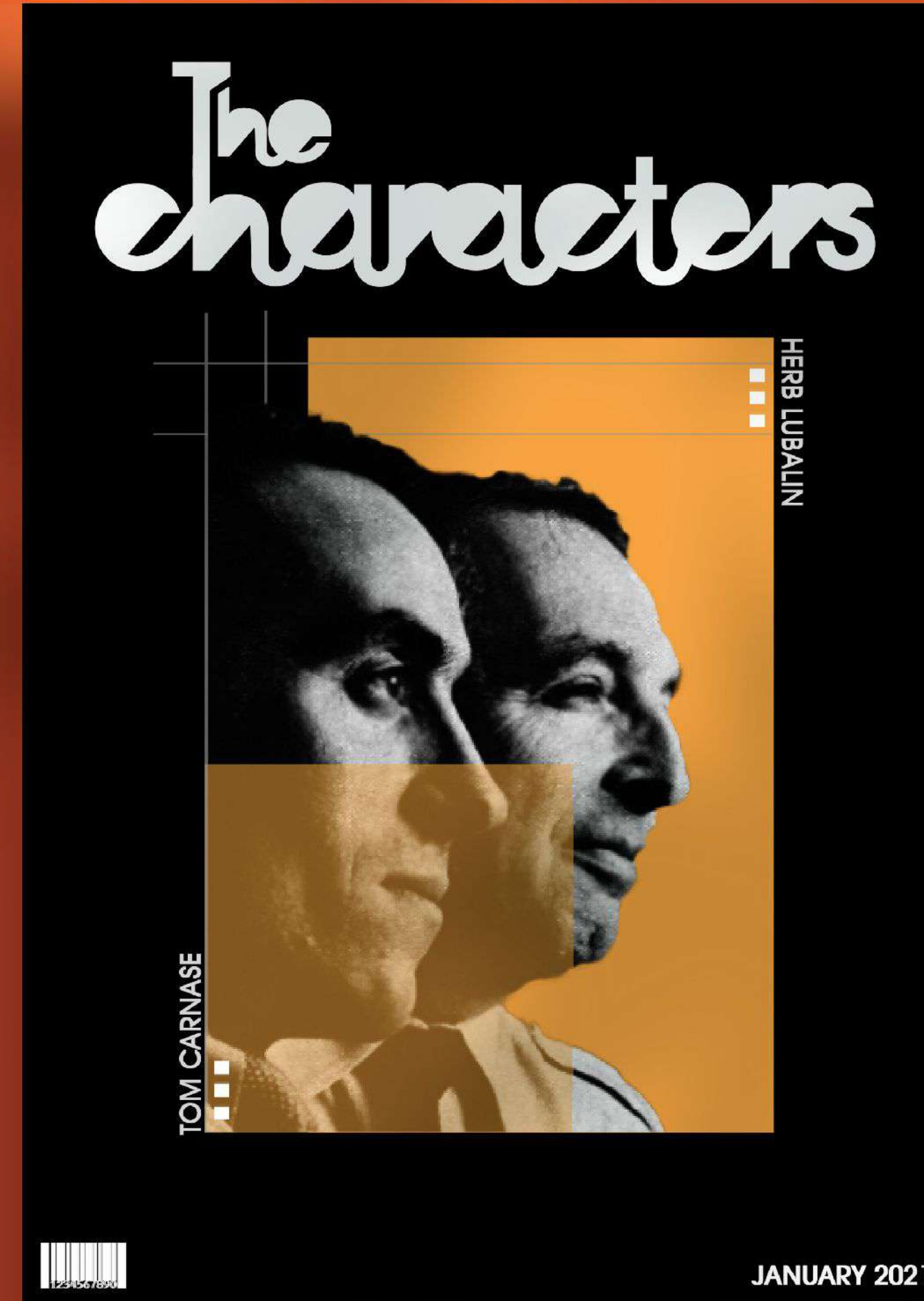
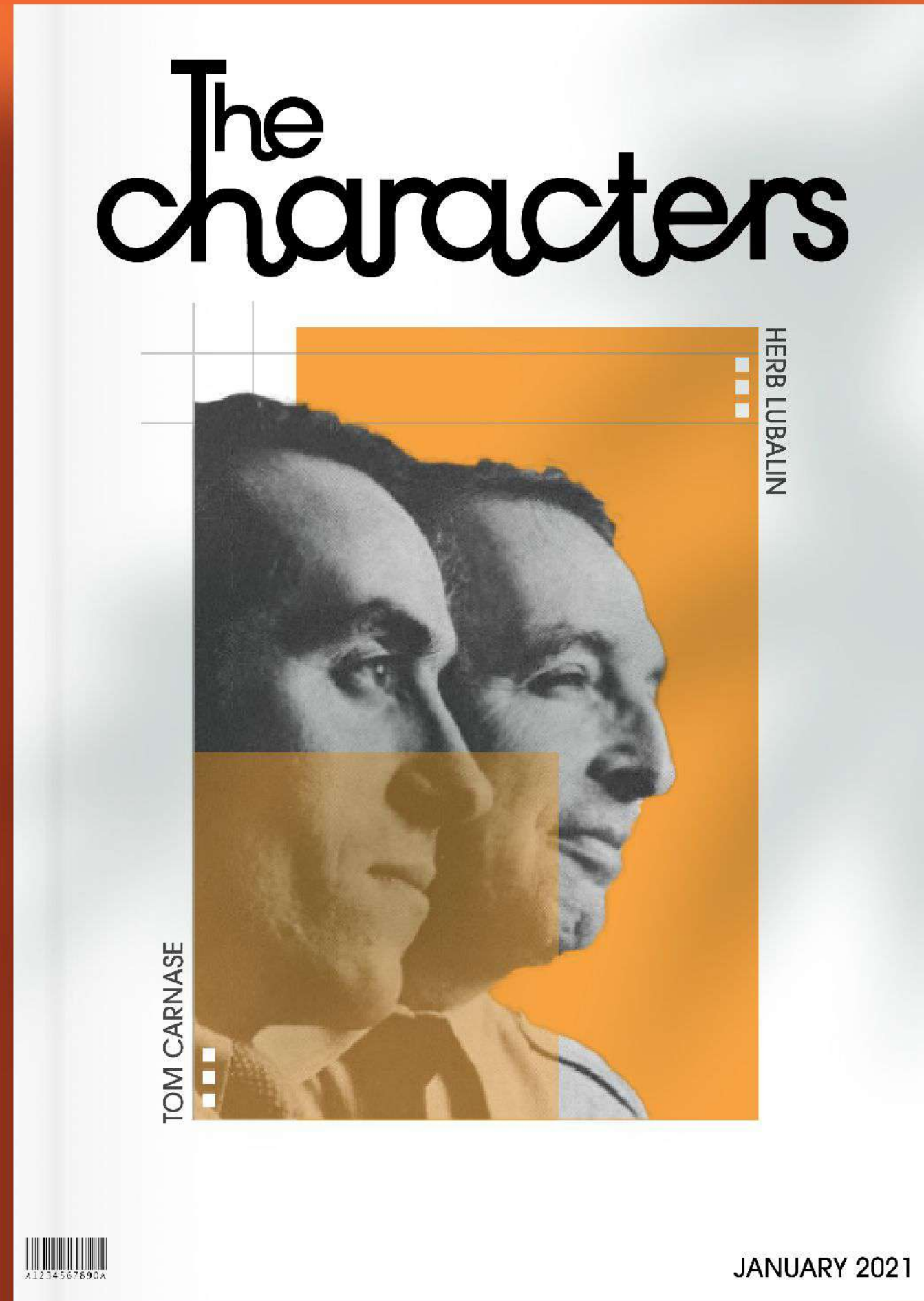
RESTAURANT SIGNAGE

Recreated the signage
for the irani cafe
located in Mumbai

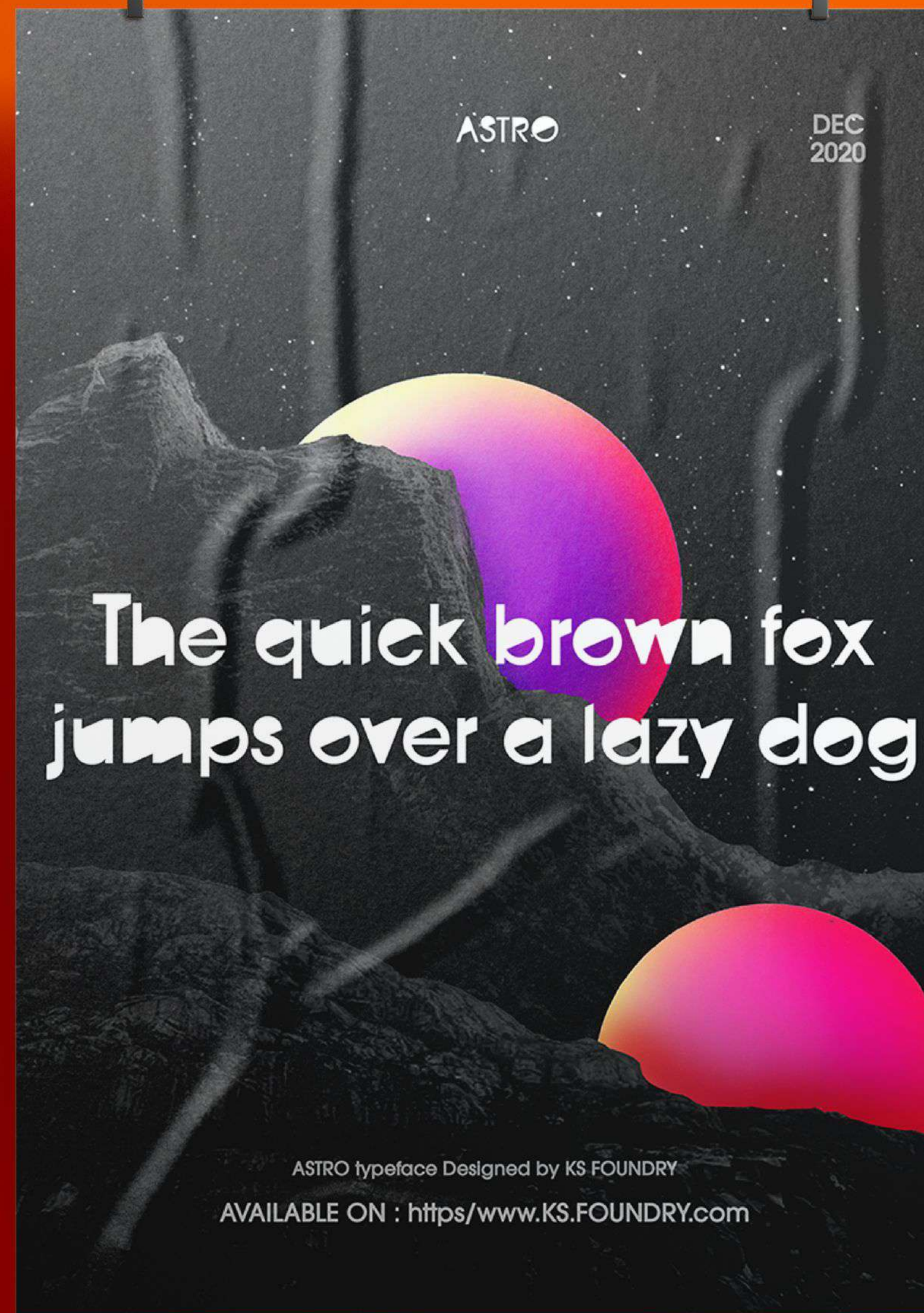


THE CHARACTERS

Custom typeface based on Avant Garde by Herb Lubalin and Tom Carnese used on a magazine cover as a masthead .



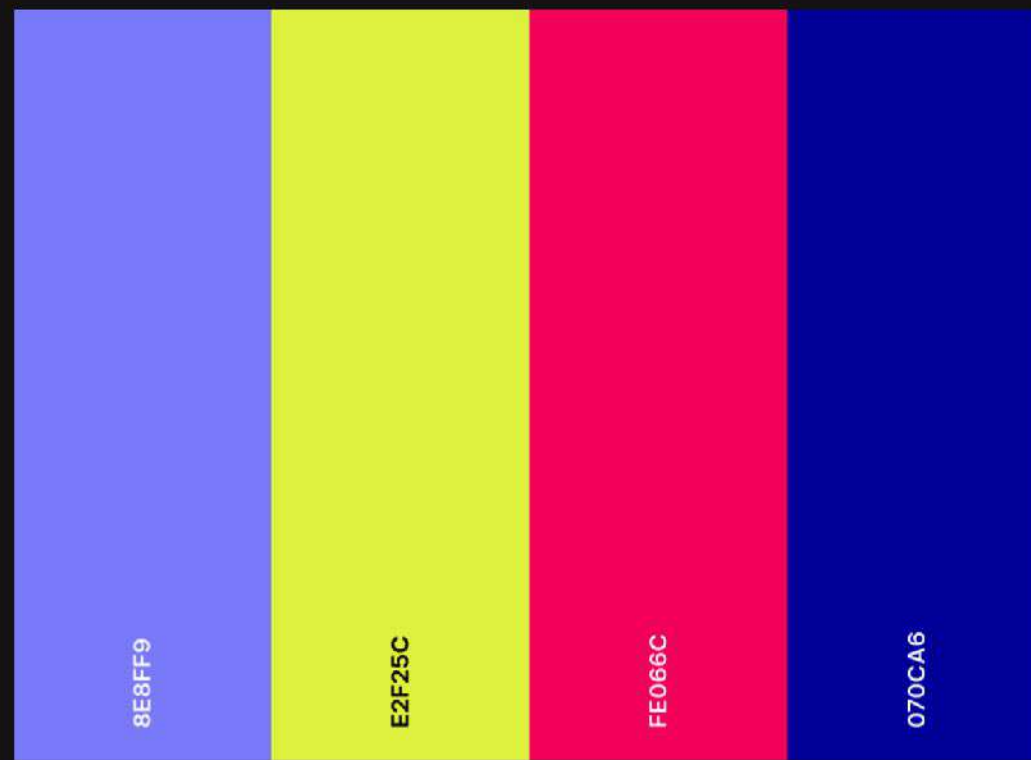
Poster promoting the custom typeface "ASTRO"



LETTERS MEET MUMBAI

The design concept for this conference is to use a mixture of simple tools, phrases, things designers love and do in a creative and humorous way. To make the conference environment a more relatable place.

COLOUR PALETTE



TYPEFACE

PROXIMA NOVA
DUST FINE

LOGO

LETTERS
MEET
MUMBAI







THE NORTH FACE

A redesigned version of the famous North Face logo in the Bauhaus Style used in a simplistic poster.

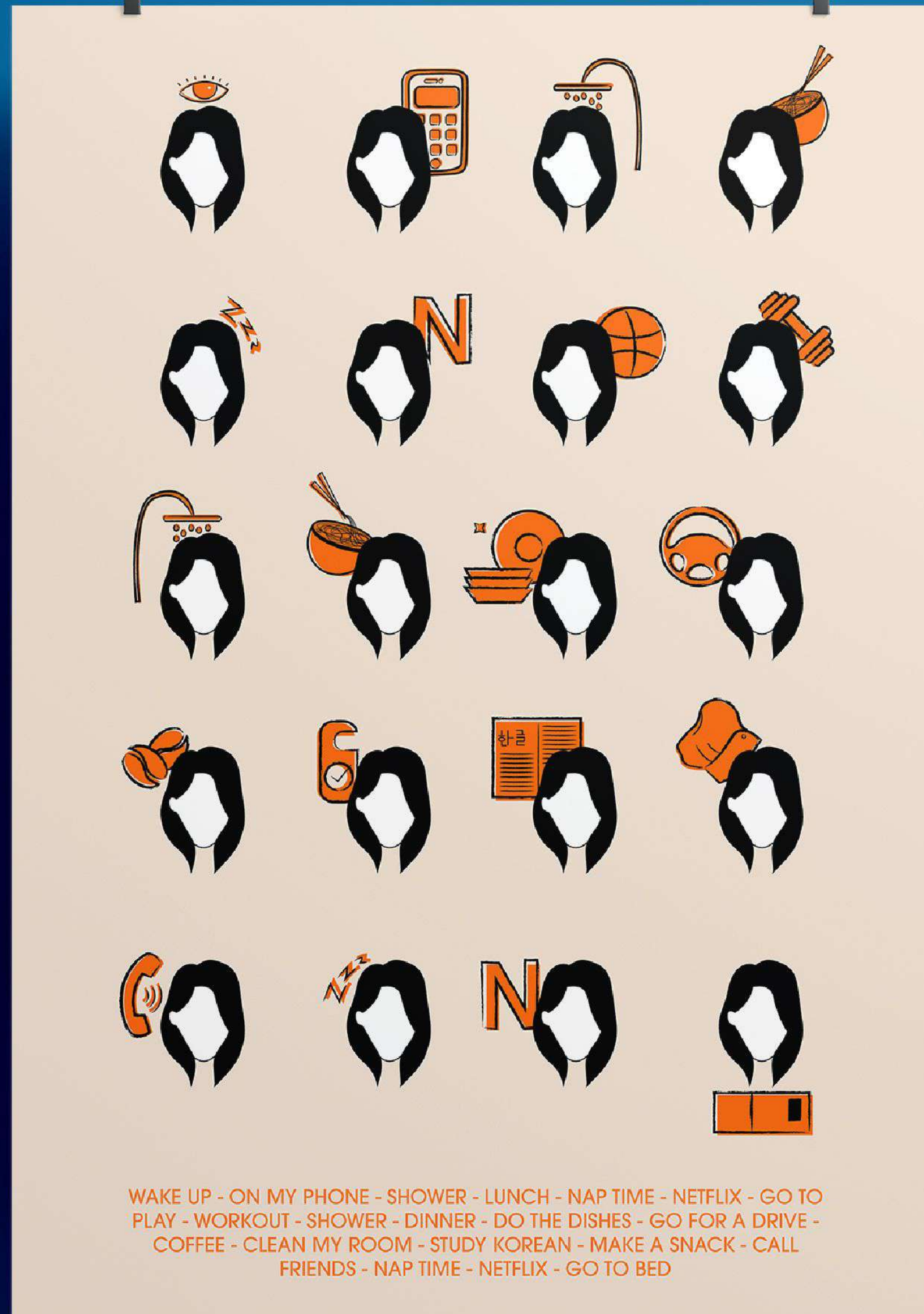


ICONOGRAPHY

A day in the life of...

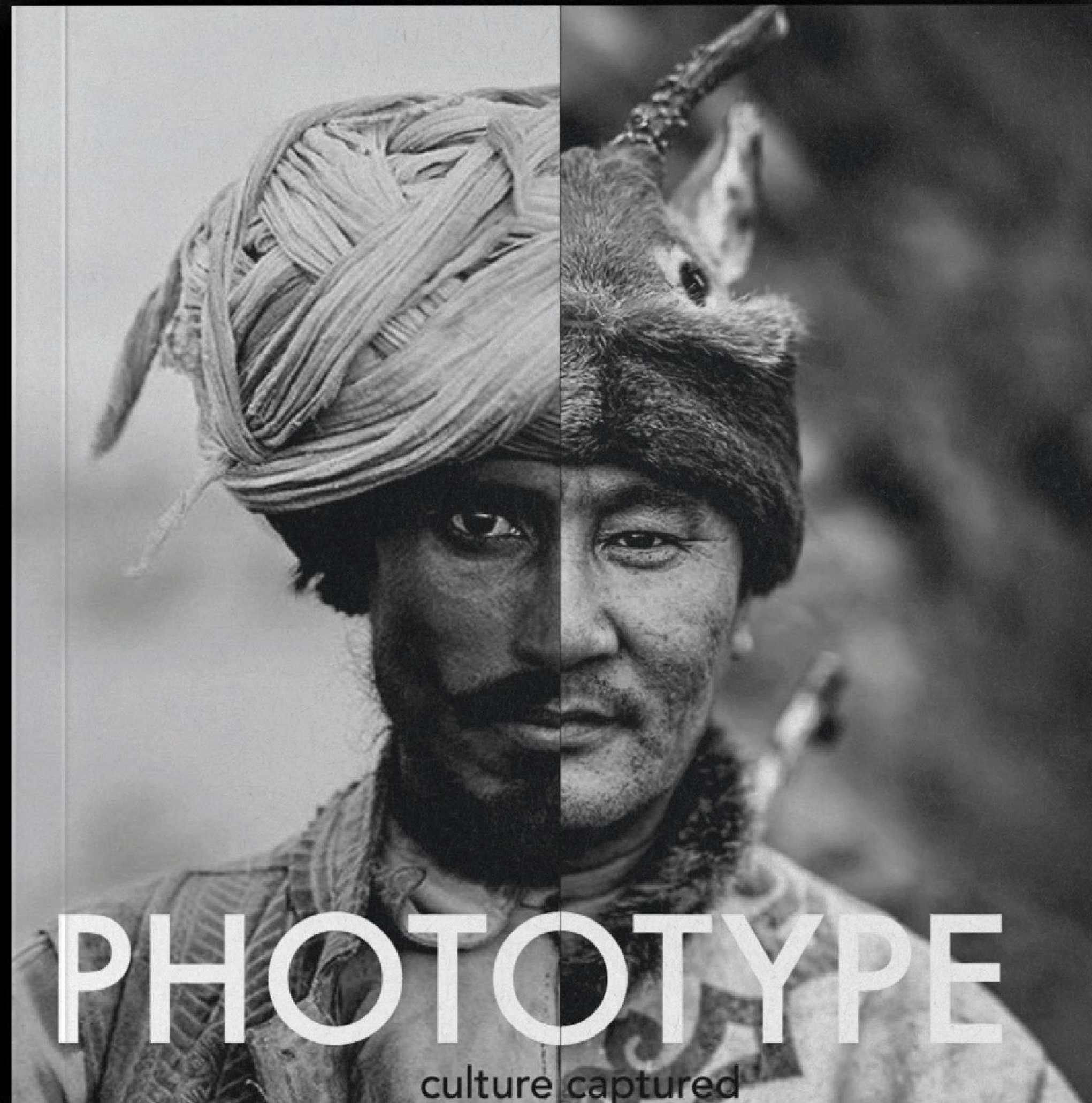
A visual timeline of my day in 20 icons. The icons represent different hours of a day through illustration.

The icons were created based on relevant tasks of the day to give a sense of how one functions through the day.



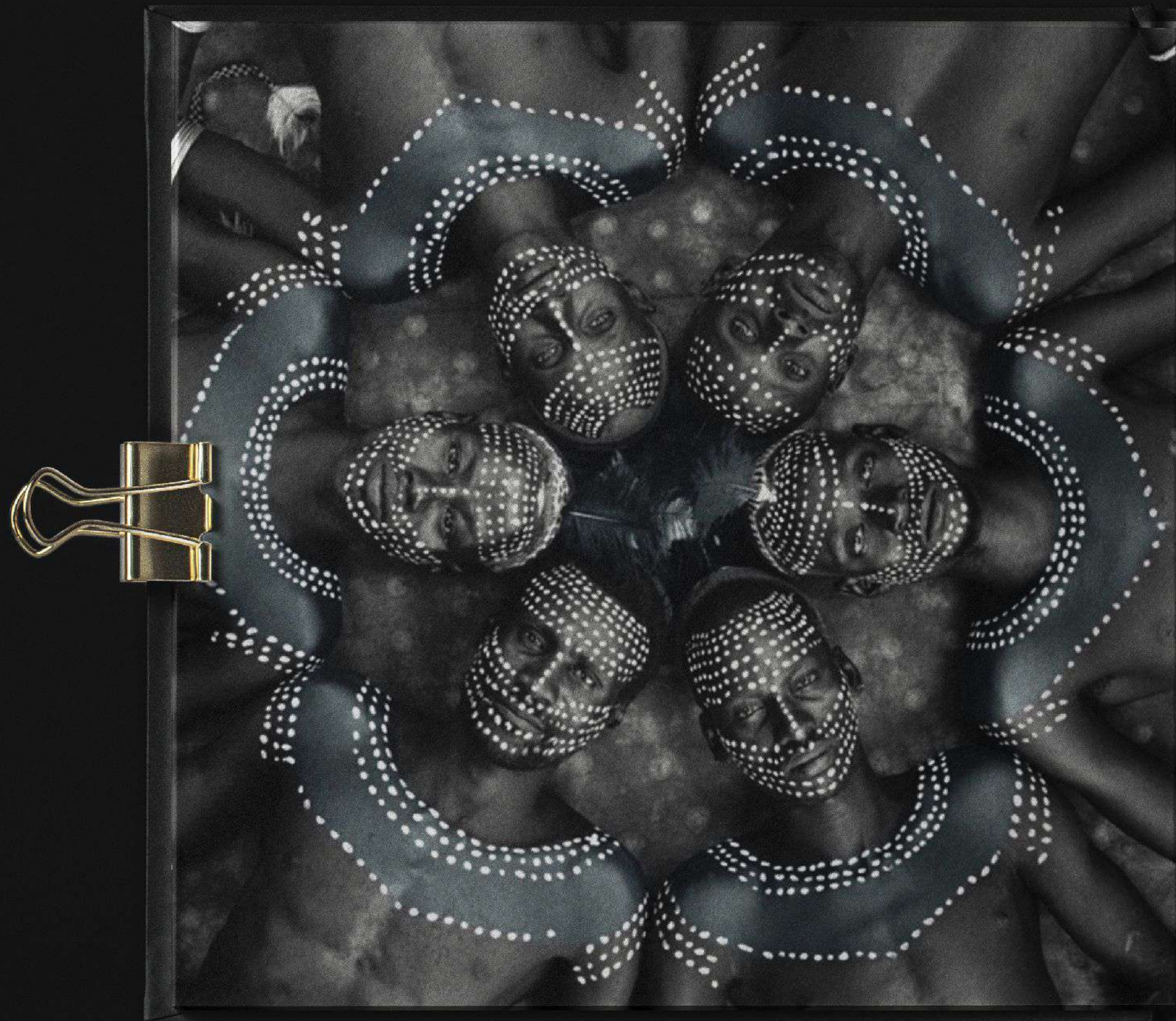
PHOTOTYPE

The Phototype is a book based on explaining the terminologies of typography through images across the world representing various cultures and diversity amongst people.





Each spread is divided by transparent sheet which has the letter on the left hand side to show its resemblance with the image below it. The image has the part highlighted which is also highlighted on the letter which overlaps to explain the reader what's written on the right side.



Phototype

CLOSED COUNTER

A closed counter is the enclosed or partially enclosed circular or curved negative space (white space) of some letters such as d, o, e, etc.

32

33

BANK NOTES

The concept chosen for the bank notes is based off the famous Marvel movies.

The Marvel Universe offers a great range of characters which are interconnected throughout the Marvel movie series for the viewers.

CURRENCY NAME :

Starks (tribute to Tony Stark's character)

CURRENCY DENOMINATIONS :

5000 Starks - Black Panther & Shuri

2000 Starks - Captain America & Thor

1000 Starks - Gamora & Nebula



FRONT



FRONT



BACK



BACK

RECIPE BOOK

Recipes hold an important value in every household as they are passed on from one generation to another. The following designs were created keeping in mind that these recipes would be further passed on to other generation.

The book is an A5 book which is compact and easily accessible and can be carried around if one like to cook while they travel.



DESSERTS

BAKED APPLES IN CARAMEL SAUCE

Servings: 4 // Prep time: 30 mins

COOK TIME

Slow Cook 5 hrs on low heat setting or 2 ½ hours on high-heat setting. Nuts and cranberries fill these simple baked apples that cook in your slow cooker. Top them with Sea Salt Caramel Sauce and, if you like, a scoop of vanilla ice cream.

LIST OF INGREDIENTS

4 baking apples: Pink Lady, Honeycrisp or Braeburn (about 2 ½ to 2 ¾ inches in diameter) ½ cup dried cranberries chopped
¼ cup finely chopped walnuts ¼ cup packed brown sugar
¼ cup butter ¼ cup packed brown sugar ½ teaspoon vanilla
1 cup apple cider or apple juice ½ teaspoon coarse sea salt
1 teaspoon lemon zest 1 tablespoon light-colour corn syrup
2 tablespoons lemon juice 3 inches stick cinnamon
¼ cup whipping cream 1 tablespoon butter, cut into four pieces
Vanilla or cinnamon ice cream (optional) ½ cup packed brown sugar

DIRECTIONS

STEP 1 - Core apples; peel a strip from the top of each apple. Place apples, top sides up, in a 3 ½- or 4-quart slow cooker. (If necessary, trim apples so they will sit on the bottom of the cooker.)

STEP 2 - In a small bowl, combine cranberries, walnuts and brown sugar. Spoon mixture into centres of apples, patting in with a knife or narrow metal spatula.

STEP 3 - Combine apple cider, lemon zest and lemon juice and pour around apples in cooker. Add stick cinnamon to liquid. Top each apple with a piece of butter.

STEP 4 - Cover and cook on low-heat setting for 5 hours or on high-heat setting for 2 ½ hours.

STEP 5 - For sauce: In a heavy small saucepan, bring the ½ cup brown sugar, whipping cream, butter and corn syrup to boiling over medium-high heat, whisking occasionally; reduce heat to medium. Boil gently, uncovered, for 2 minutes more.

STEP 6 - Remove from heat. Stir in vanilla and sea salt. Cool to room temperature before serving, or chill for up to 24 hours and rewarm in the microwave on 50 percent power (medium) for 1 ½ to 2 minutes before serving, stirring twice.

TO SERVE - transfer warm apples to dessert dishes. Spoon some of the cooking liquid from cooker over apples. Serve with Sea Salt-Caramel Sauce and, if you like, ice cream.

Variation: For a quicker sauce, just stir together ½ cup caramel-flavoured ice cream topping and ½ teaspoon coarse sea salt in a small saucepan and warm through before serving.



DESSERTS

BLUE BERRY CHEESECAKE

Servings : 12 // Prep time : 20 mins

COOK TIME

Swirling blueberry puree into cheesecake batter cooked for 1 hour 30 minutes. The cheesecake stays extra-creamy and has the perfect tartness to it that will have you saying, "just one more bite," another thousand times.

LIST OF INGREDIENTS

FOR THE BLUEBERRY PUREE

2 cup blueberries | 2 tbsp granulated sugar | 2 tsp lemon juice

FOR THE CHEESECAKE

4 blocks of cream cheese | 1 cup granulated sugar | 2 large eggs
 1 tsp pure vanilla extract | 1 1/4 cup sour cream | 1/4 tsp salt
 1 cup blueberry puree | 1 pack whipped cream | blueberries

FOR THE CRUST

9 graham crackers, finely crushed about 1 1/2 cup | 6 tbsp melted butter | 1/4 cup granulated sugar

DIRECTIONS

STEP 1 - Preheat oven to 325°. In a small food processor, blend blueberries until no large chunks remain.

STEP 2 - In a small saucepan over medium heat, add blueberry puree, sugar, and lemon juice. Bring to a boil, then reduce heat and let simmer until slightly reduced, stirring occasionally, 10 minutes. Let cool to room temperature.

STEP 3 - Make crust: In a large bowl, mix together graham cracker crumbs, melted butter, and sugar, until mixture resembles wet sand. Press into bottom and up sides of an 8" or 9" springform pan.

STEP 4 - Make cheesecake: In a large bowl using a hand mixer (or in the bowl of a stand mixer), beat cream cheese and sugar until no lumps remain. Add eggs, one at a time, then

stir in vanilla and sour cream. Add flour and salt and beat until just combined. Fold in blueberry puree.

STEP 5 - Pour mixture over crust. Wrap bottom of pan in aluminum foil and place in a large roasting pan. Pour in enough boiling water to come halfway up the baking pan.

STEP 6 - Bake until center of cheesecake only slightly jiggles, about 1 hour 30 minutes. Turn off heat, prop open oven door, and let cheesecake cool in oven, 1 hour.

STEP 7 - Remove foil and refrigerate cheesecake until completely chilled, at least 5 hours and up to overnight.

STEP 8 - When ready to serve, top cheesecake with whipped cream and blueberries.

THE MED LIFE CRISIS

The campaign is based on raising awareness towards the pressing issue of teens addicted to prescribed drugs.

The image in the magazine is the key visual across the campaign which was created using 100 such images.

A SAFE SPACE TO DISCUSS FREELY

THE MED LIFE CRISIS

SATURDAY 18TH APRIL

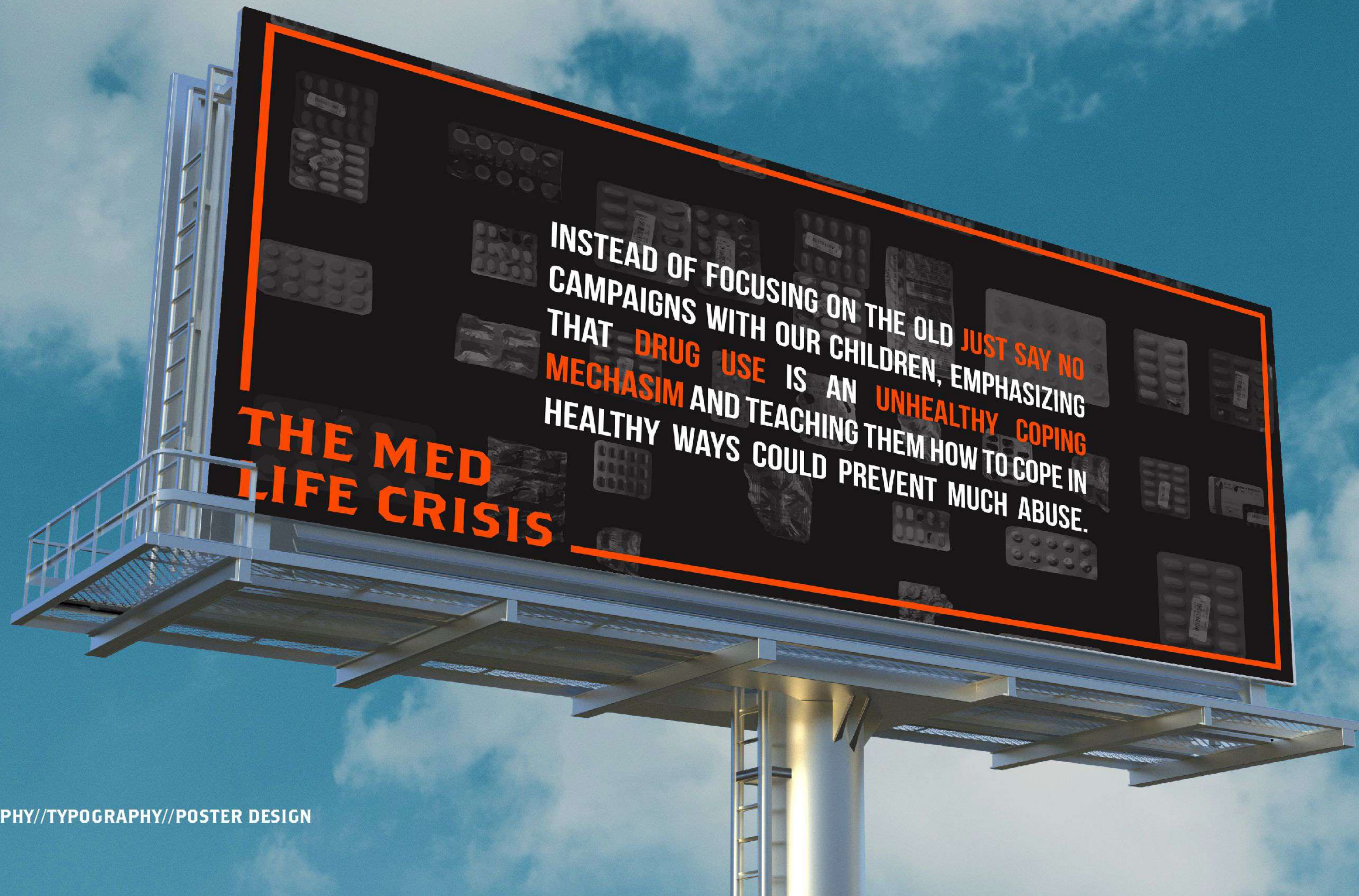
ONE LIFE ONLY

SUPPORT GROUP FOR TEENS ADDICTED TO PRESCRIBED DRUGS

LETS HELP EACH OTHER

THE COLOURFUL MEDICINES HOLD A SAD REALITY, DON'T LET IT FOOL YOU

THE MED LIFE CRISIS



**THE MED
LIFE CRISIS**

INSTEAD OF FOCUSING ON THE OLD **JUST SAY NO**
CAMPAIGNS WITH OUR CHILDREN, EMPHASIZING
THAT **DRUG USE** IS AN **UNHEALTHY COPING**
MECHASIM AND TEACHING THEM HOW TO COPE IN
HEALTHY WAYS COULD PREVENT MUCH ABUSE.

POSTCARDS

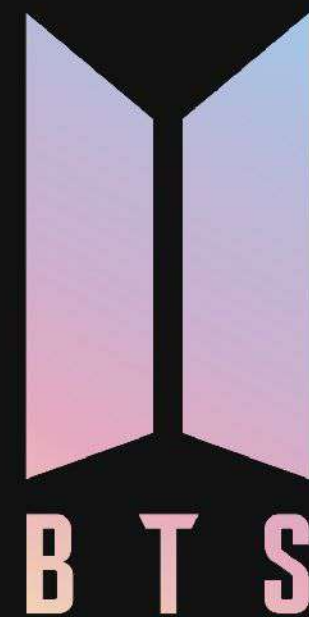
Postcard based on the theme of two states of India, Kerala and Jaipur.

The illustrations on the postcard give a hint of the culture of the respective states - and a sense of the dressing, the kind of lifestyle and the aura of the place.



EMOJI

The emojis below were created based on the theme of the world known boy band from Korea ' BTS '. They can be used as printed stickers or as a new set of emojis for the digital world.



Besides using the emojis digitally they can be used as plate designs and as a pillow case, they can be put to use as one prefers.





DISHOOM

The website homepage was redesigned for the famous restaurant chain of London - DISHOOM using the multitypeface approach.





BREAKING DOWN BARRIERS

Food is a way of breaking down barriers, and this is at the heart of what we do. Since Ramadan 2015, for every meal we serve, we donate a meal to a child who would otherwise go hungry. A meal for a meal. So far, we've donated 8 million meals (...and counting.)

[Read more](#)



CELEBRATING DIFFERENCES

Our events bring people of all walks of life together to celebrate culture and food. Whether it's bringing together non-Muslims to celebrate Eid, non-Hindus to celebrate Diwali, or people of every possible *background* to tie Knots of Protection - we create shared spaces where differences are celebrated rather than judged.

[Read more](#)



FOOD AND DRINKS

BOMBAY BREAKFAST
LUNCH
AFTERNOON CHAI
DINNER
LATE TIPPLES

[Food & Drinks](#)

[Read the cafe stories](#)

**SUGGESTED
READING**

[See the journal](#)

THE DISHOOM COVENT GARDEN STORY

BOMBAY, 1949. A sultry June evening. Lights glow golden. Candles flicker in the warm breeze that arrives gently through the large open windows of the café.

OUR REOPENING NEWS

These past months have brought strangeness and uncertainty for so many of us. Since we shut the doors of our restaurants in March, we haven't felt like ourselves at all. The very point of Dishoom is to welcome you through our doors and to serve you the most delicious food and drink we can summon up in the warmest possible way.

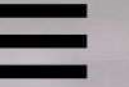
ME, AN OLD-FASHIONED, AND SOME REFLECTIONS ON 2020.

IT HAS BEEN an annual December habit of mine, these past ten years since we embarked upon this restaurant business, to sit alone, with myself, and reflect on the year gone by. I am grateful to be here in the Permit Room in our restaurant in Shoreditch scribbling and writing, the oddly enjoyable taste of splintering wood from my chewed up pencil smoothed by my decently strong drink.

THE DISHOOM BIRMINGHAM STORY

Crisp and organised, Roda Irani leads her daughter through the narrow gullies of Swadeshi Market. "Come, let us get to the café."

AWARDS & ACCOLADES



BEST SMALL GROUP

GOOD FOOD GUIDE UK

2017

BEN MCCORMACK

Squaremeal

Dishoom was a game-changer: stylish, affordable and with a defiantly youthful outlook that was more focused on how Londoners wanted to eat in the 21st-century than outdated British attitudes to both Indian cuisine and India itself.

100 BEST COMPANIES TO WORK FOR

THE SUNDAY TIMES

Ranked #19, 2019

RICHARD VINES

Bloomberg

The staffers are friendly, the prices are low and the food is first-class. I had one of my most enjoyable meals of the year here. Dishoom well encapsulates the current trend for quality without fuss.

HARDEN'S

Winner of Best Breakfast & Brunch

2019

REWARDING CAREERS AT DISHOOM

if you're a big hearted person looking for a first class career in hospitality, read on.

[find out more](#)

KENSINGTON
SHOREDITCH
KING'S CROSS
CARNABY

COVENT GARDEN
MANCHESTER
EDINBURGH
BIRMINGHAM

[Order for delivery](#)

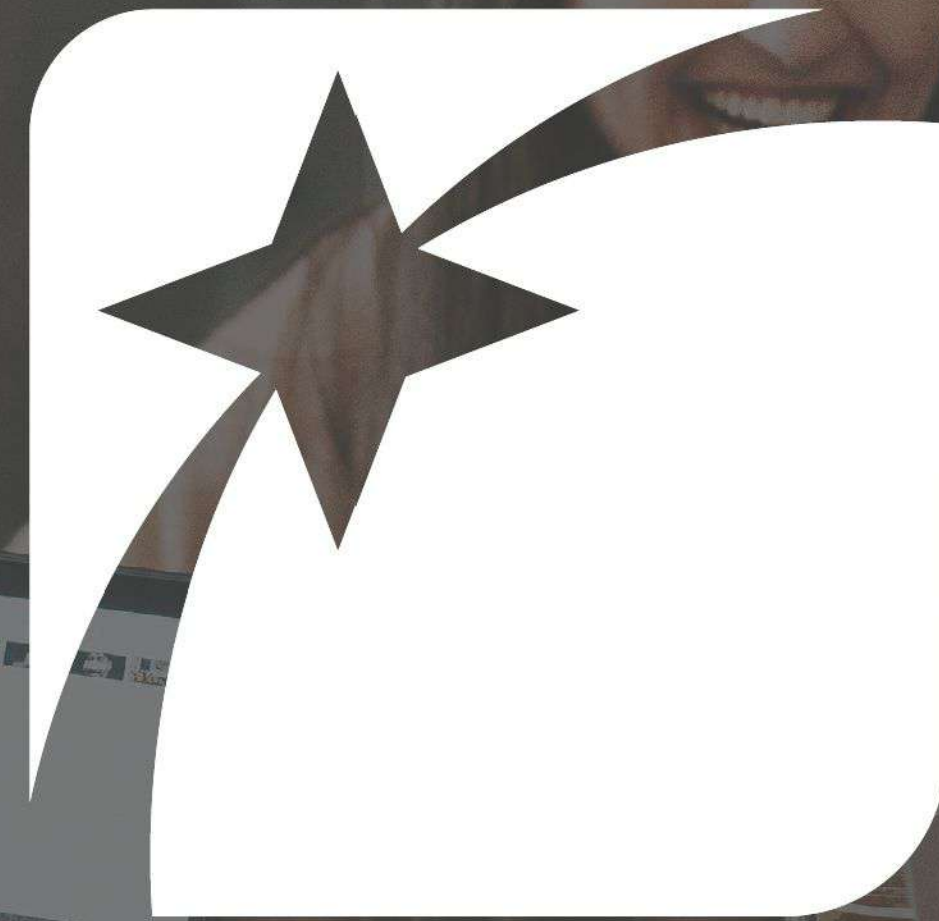
CHARITY
GIFT VOUCHERS
CAREERS
CONTACT US

FOOD & DRINK
JOURNAL
EVENTS
STORE



OCCUBRIDGE

Occubridge is an app where we provide a more realistic and practical approach to career counselling. In where, we are not only advising them towards their appropriate career path but we are also providing crash courses for every field for the children and parents as well as connecting them to current students or alumnus of their chosen colleges or universities, so that they can make a well informed choice.



OCCUBRIDGE



MONO LOGO

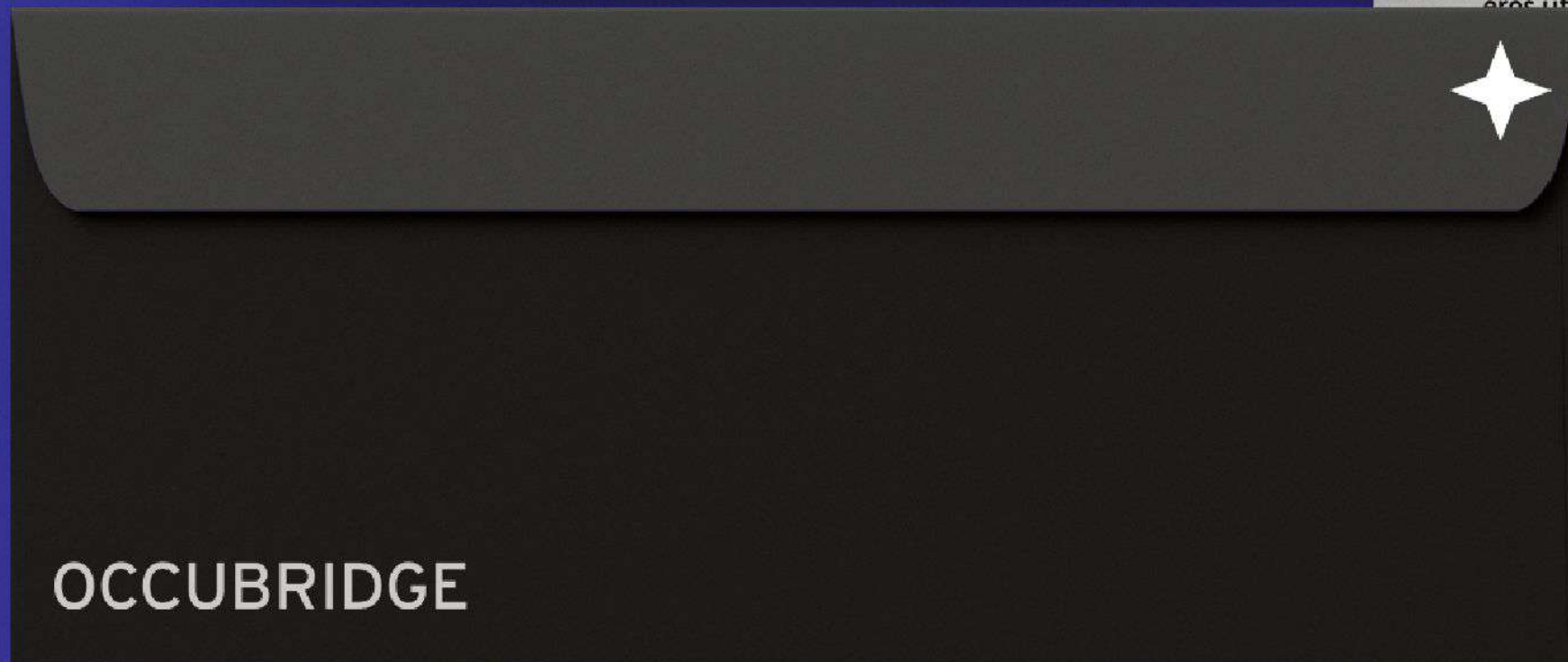
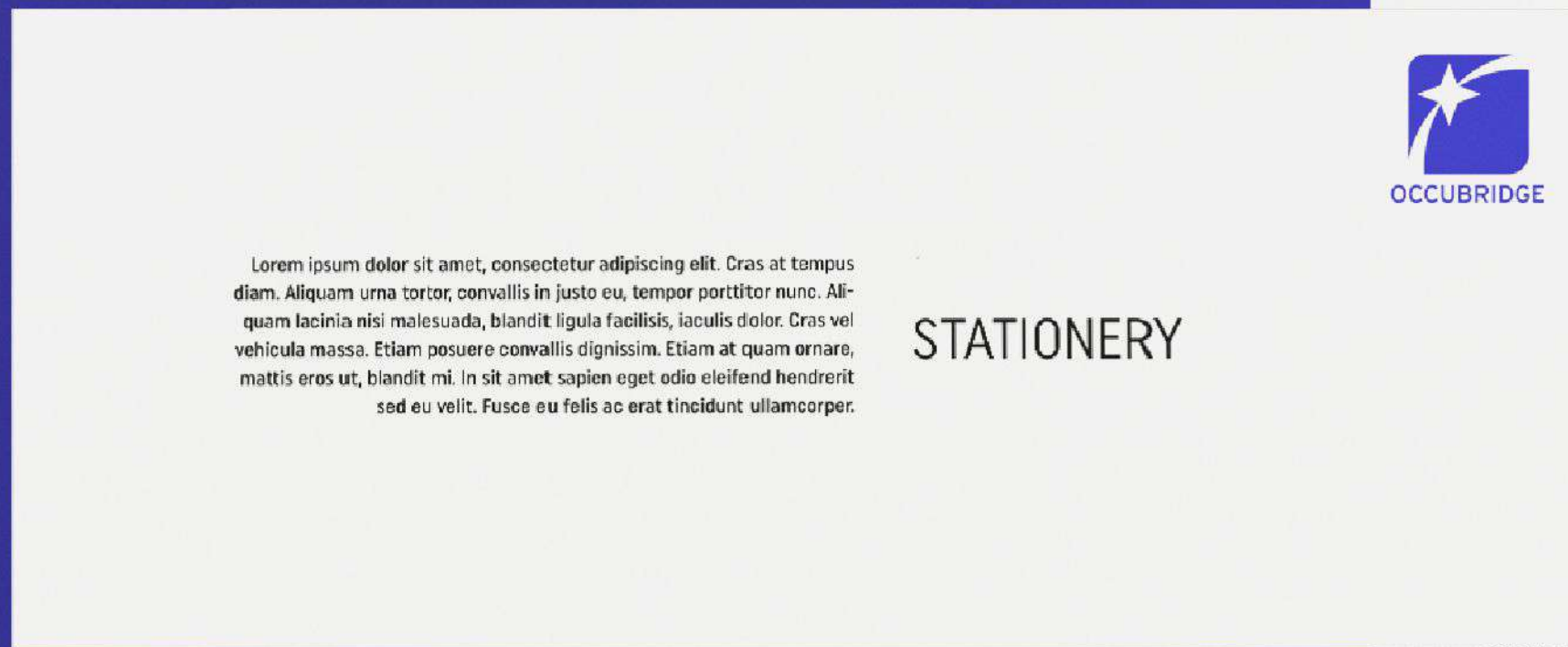
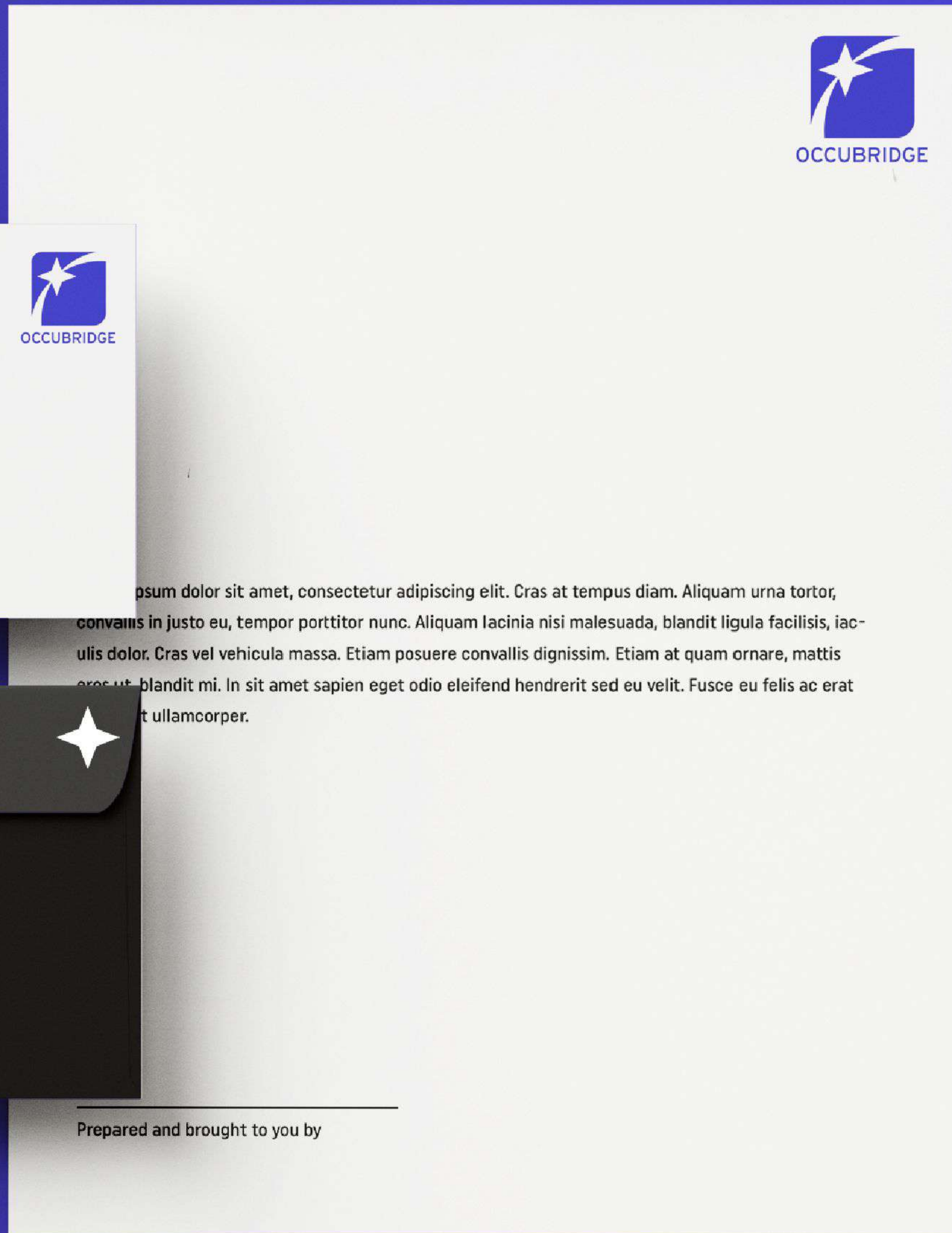
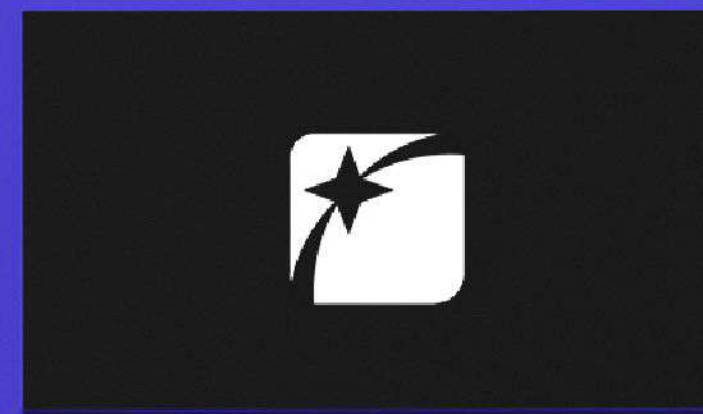


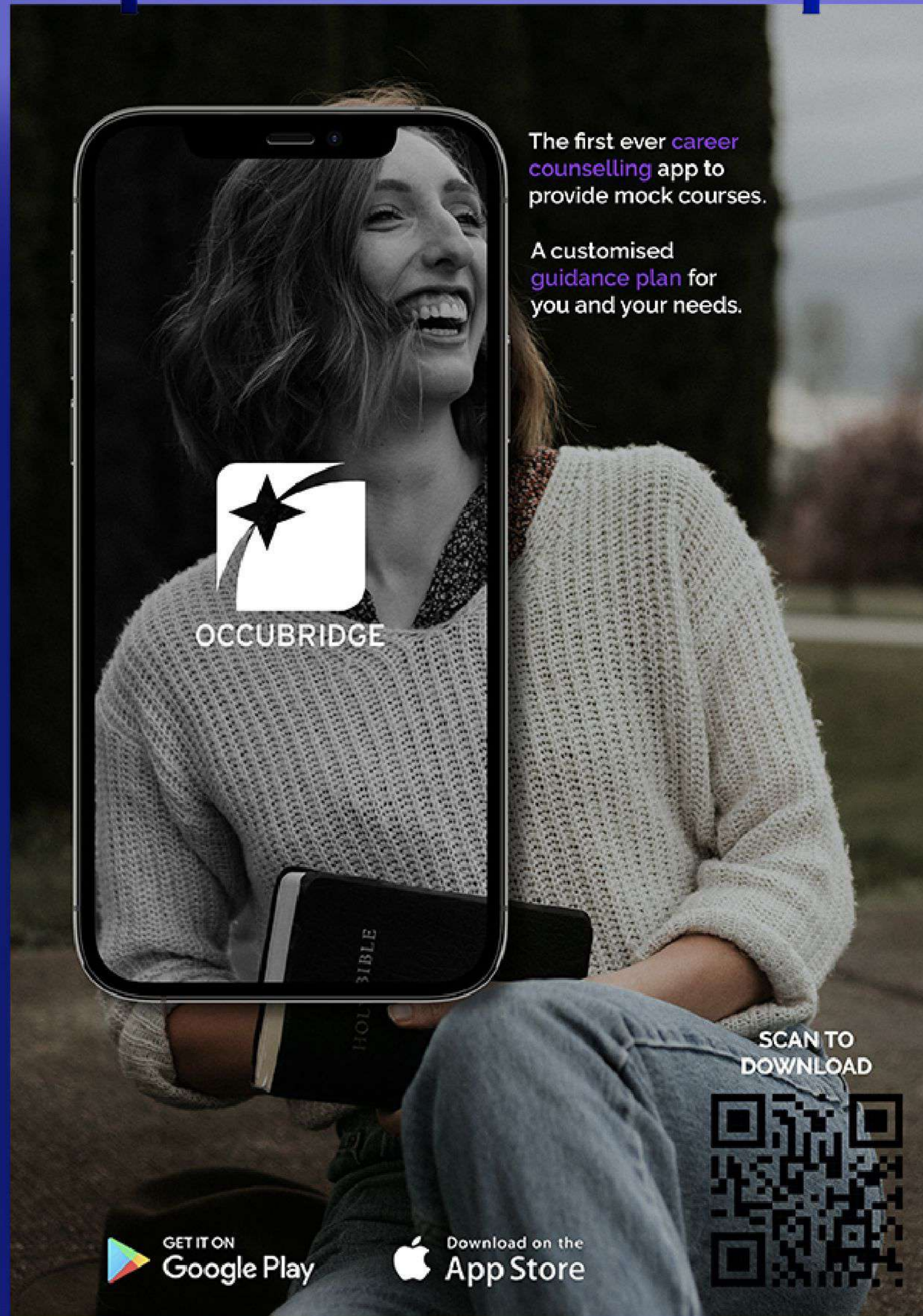
COLOUR PALETTE



TYPEFACE







The first ever **career counselling** app to provide mock courses.

A customised **guidance plan** for you and your needs.



SCAN TO
DOWNLOAD



GET IT ON
Google Play

Download on the
App Store

Thankyou