

Karn Consulting
ACCELERATING GROWTH

GRAPHIC DESIGN PORTFOLIO

PRINT DESIGN | DIGITAL AND SOCIAL MEDIA DESIGN | ILLUSTRATION | BRANDING |
INFOGRAPHICS | RESTAURANT MENUS | E-COMMERCE LISTINGS | UI/UX

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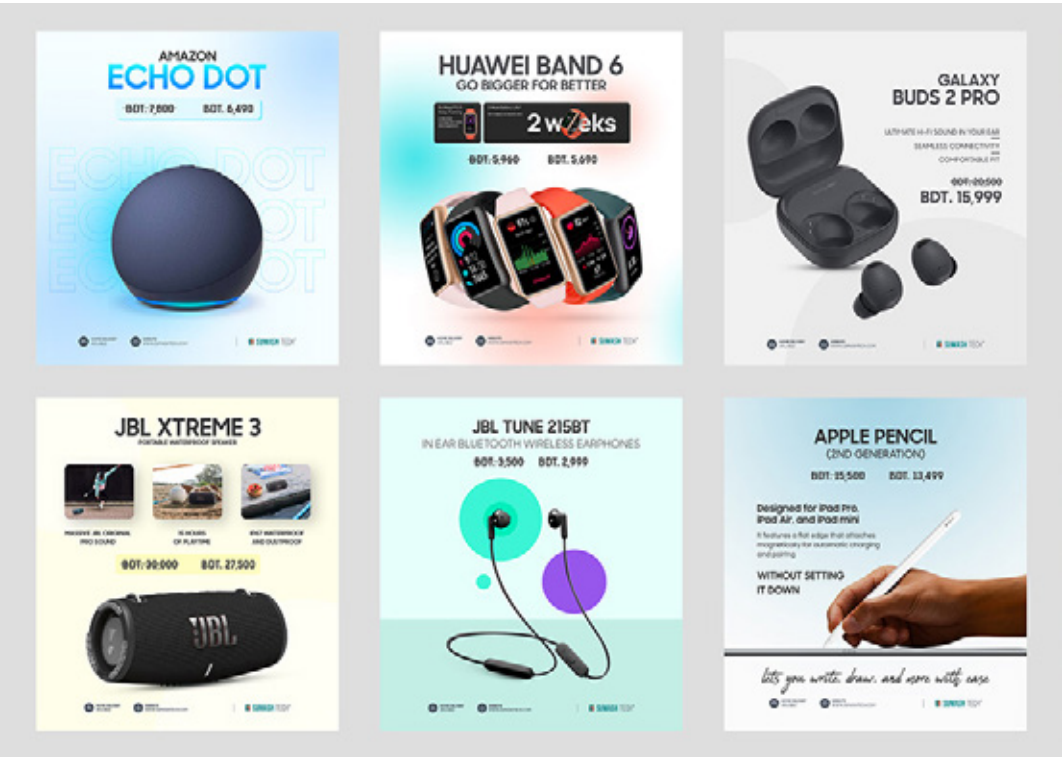
PRINT
DESIGN

Print designs appear on printed media like business cards, billboards or brochures rather than digital spaces like websites. Just like digital designs, the goal of print design is to use visual graphics to communicate a specific message to viewers.



DIGITAL AND SOCIAL MEDIA DESIGN

Social media post design is the process of creating visuals and content for social media platforms. It involves creating content that is visually appealing, engaging and optimized to reach the right audience. Post designs can include everything from banners and infographics to videos and photos.



ILLUSTRATION

An illustration is a visualization or a depiction made by an artist, such as a drawing, sketch, painting, photograph, or other kind of image of things seen, remembered or imagined, using a graphical representation.



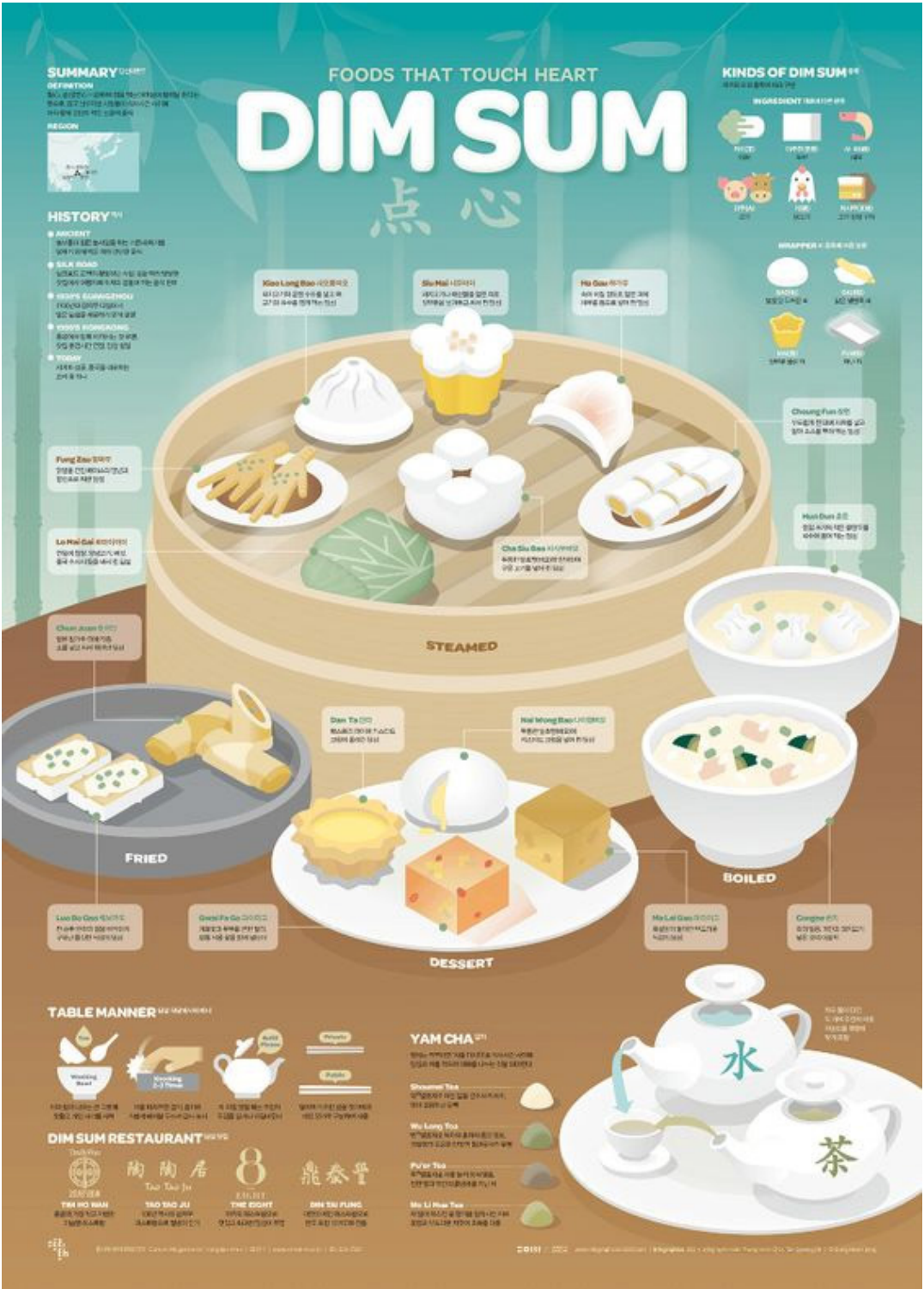
BRANDING

Branding is the process of creating a distinct identity for a business in the mind of your target audience and consumers. At the the most basic level, branding is made up of a company's logo, visual design, mission, and tone of voice.



INFOGRAPHICS

An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance.



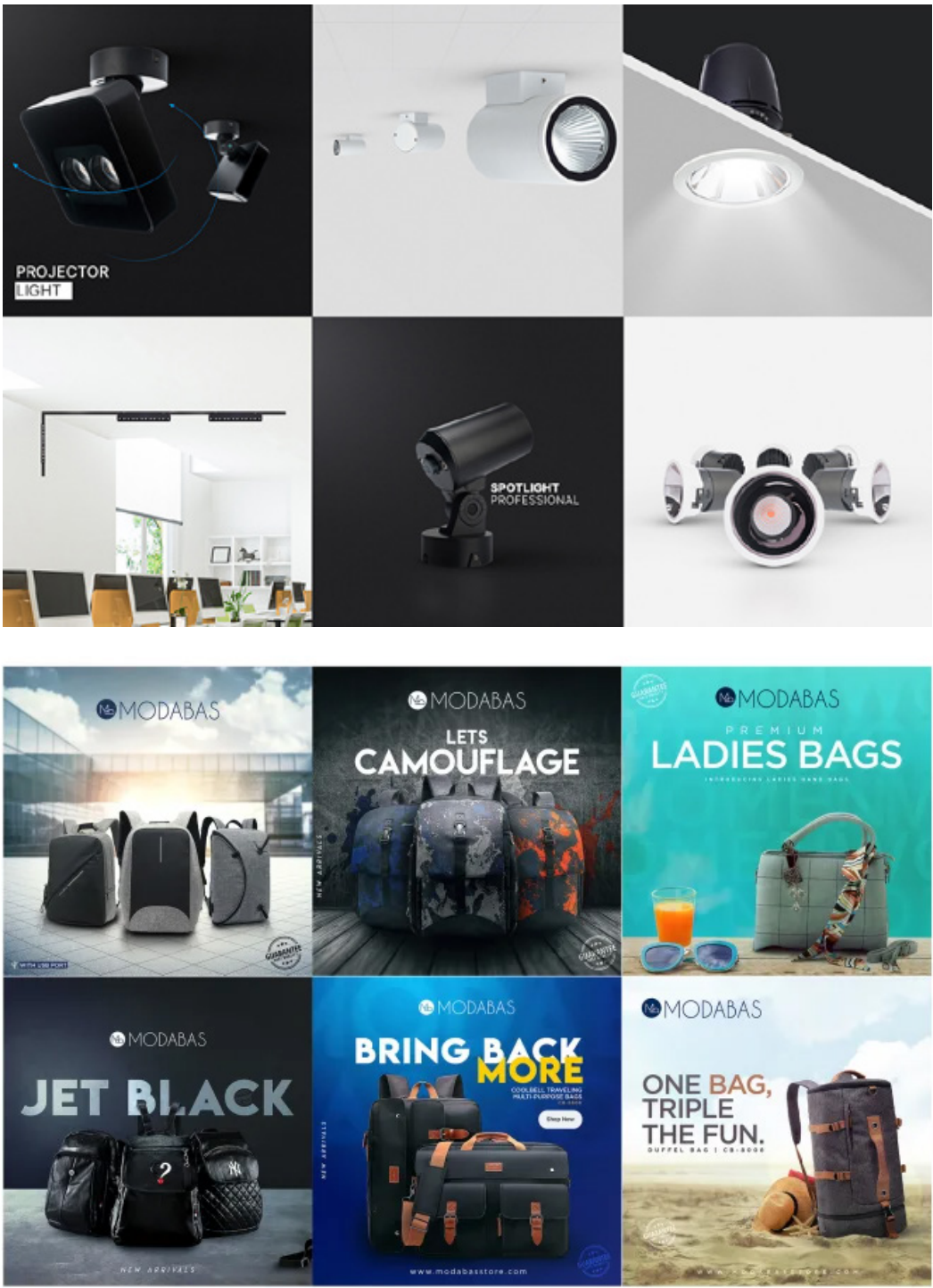
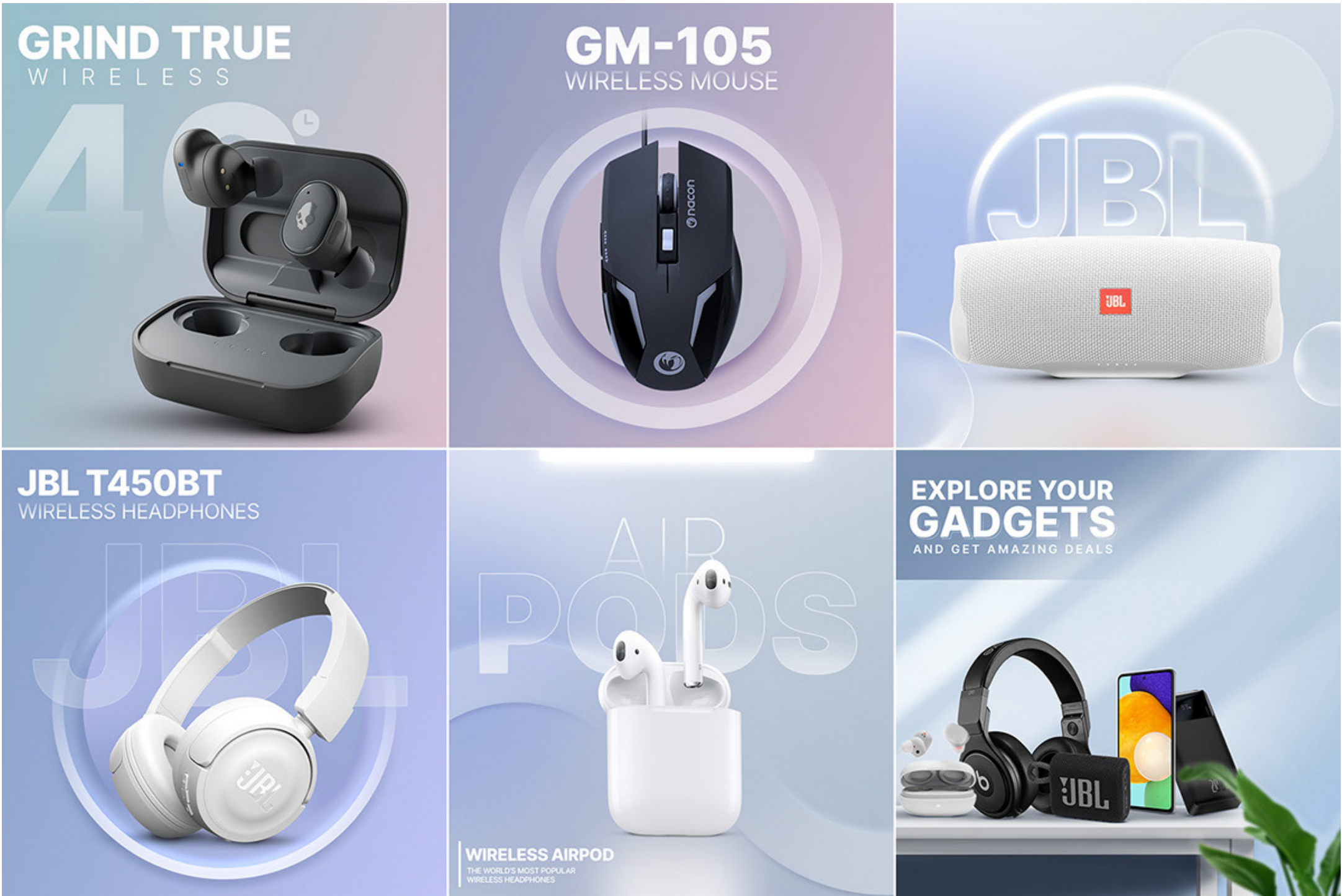
RESTAURANT MENUS

Menu design involves brainstorming what kinds of foods and beverages your restaurant will be serving. But that's not all. When designing a menu, you're also deciding on its layout and how it will be presented to customers.



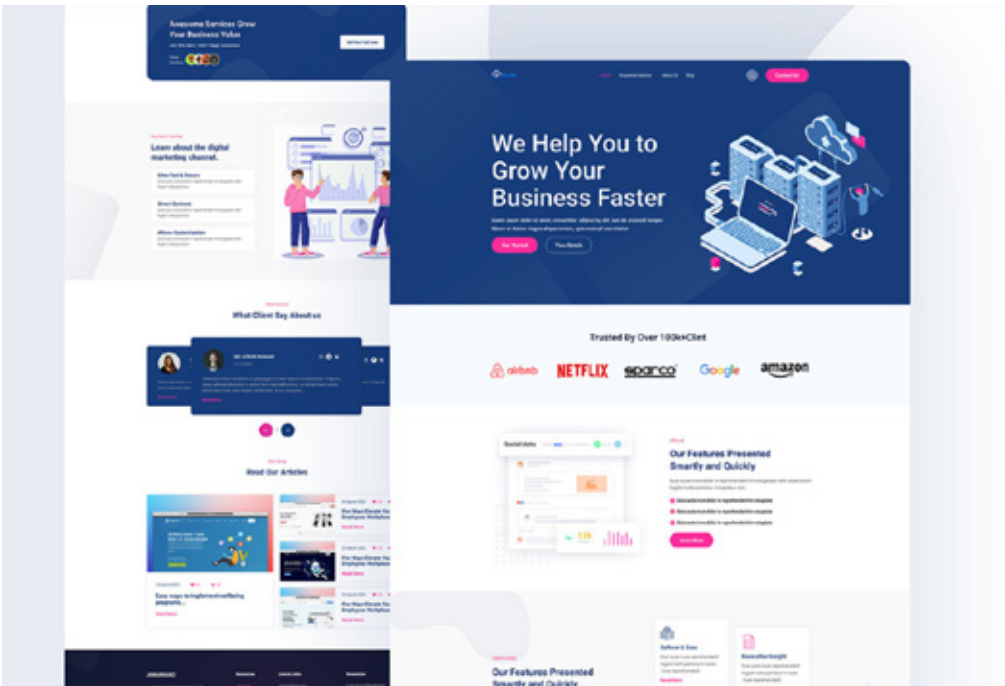
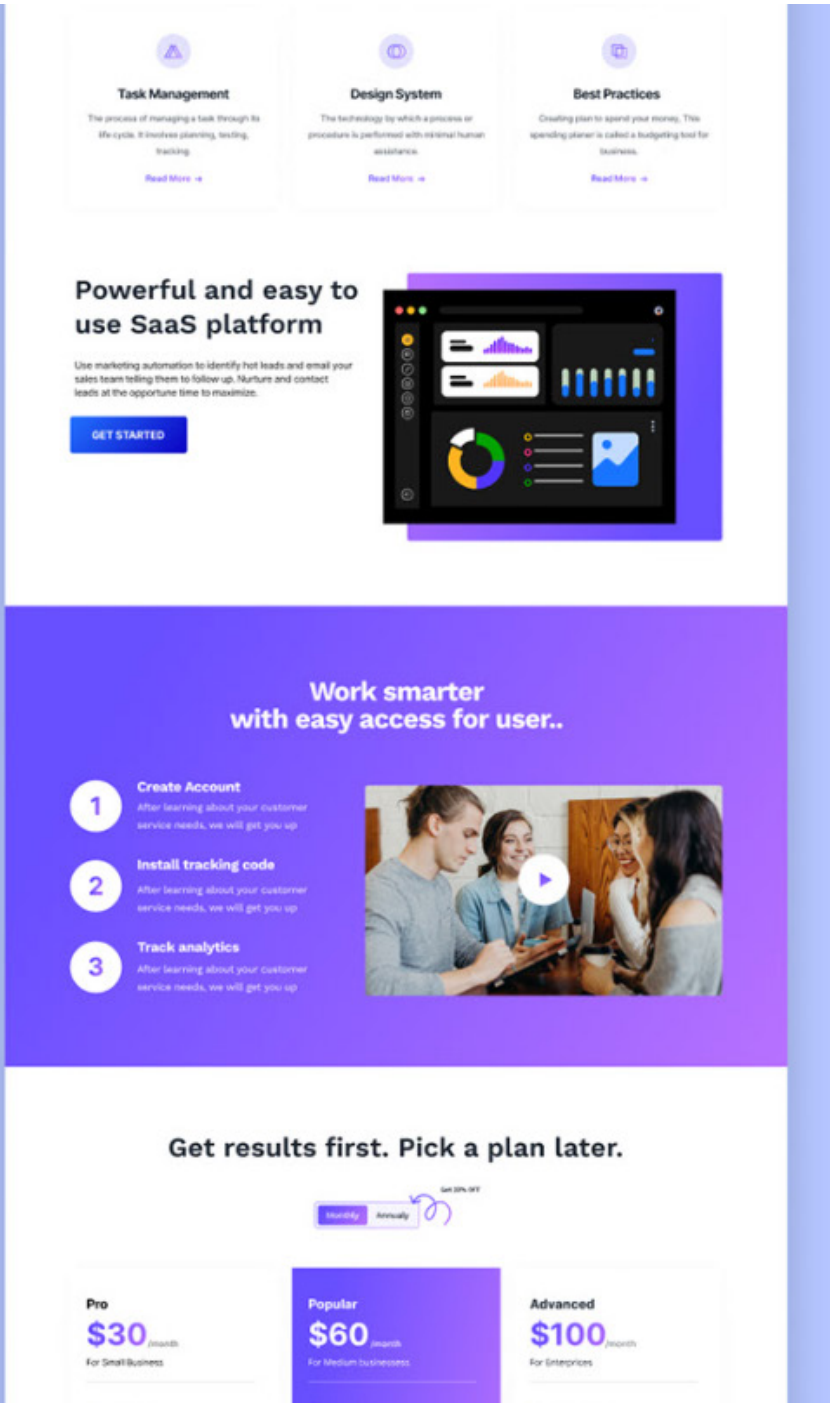
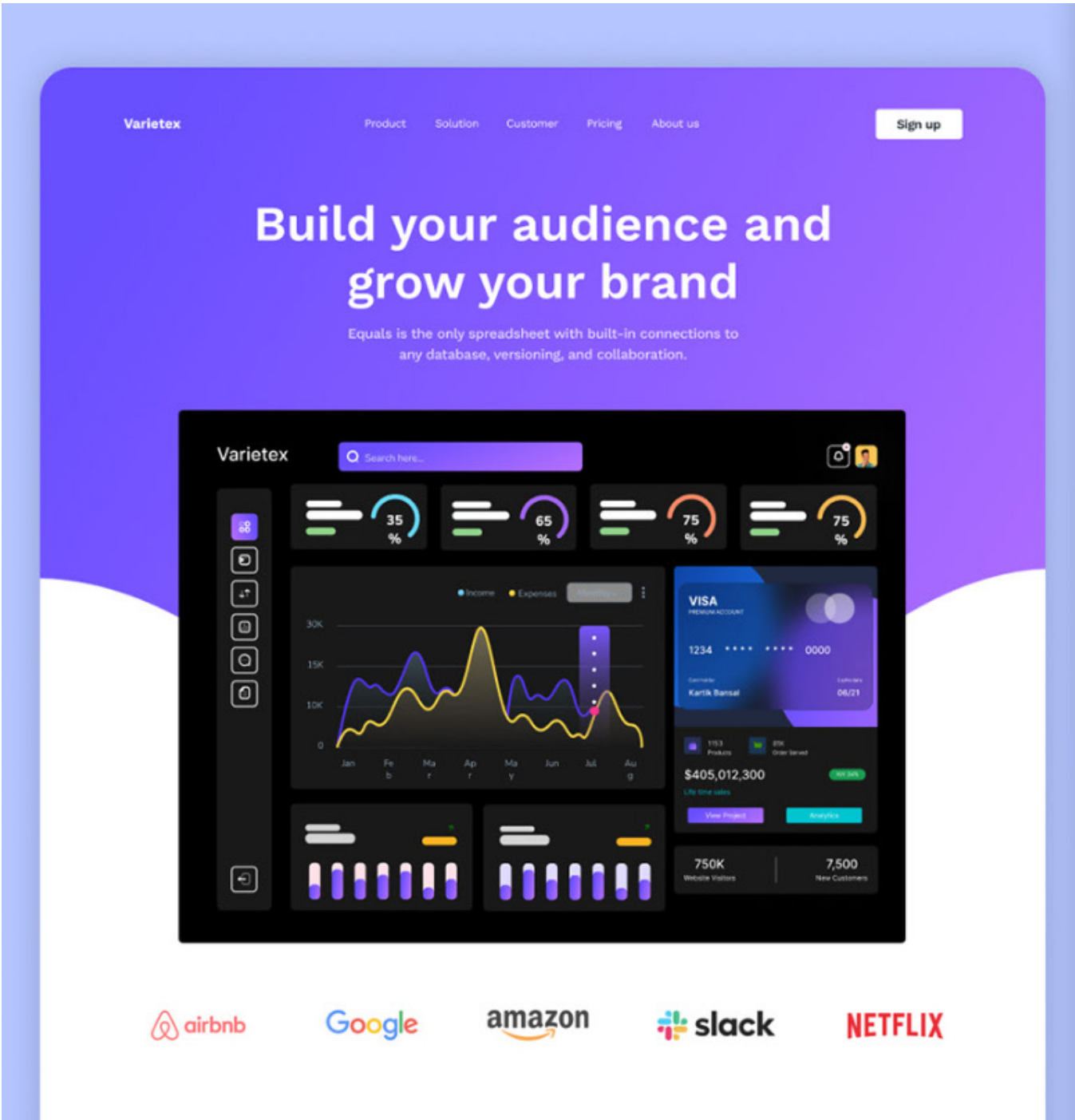
E-COMMERCE LISTINGS

An e-commerce product listing is any product available to purchase electronically online. Most product listings in a retail ecommerce environment are either Business to Consumer (B2C) or Consumer to Consumer (C2C).



UI / UX DESIGNS

UI (User Interface) refers to the aesthetic user elements within a product, while UX (User Experience) is about the more functional elements a user interacts with in a product or service.



THANK YOU!