



## Instagram – vaibhav.wtf

G. Design

Illustrations

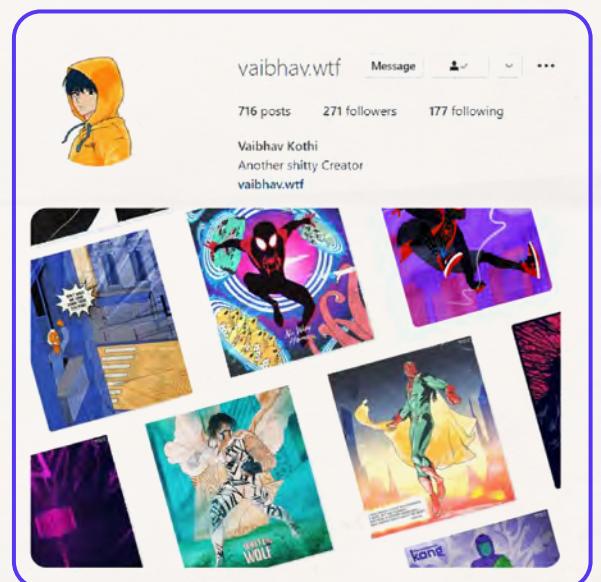
The **issues** of having a fulltime job & working in a corporate world is lack of creative freedom and personal growth. New and modern design styles, despite being more feasible and creative compared to conventional style, are not adopted well in corporate due to the fear of change.

To **overcome this issue**, I started illustrating exploring new design styles and methods to develop my design skills and be more versatile towards different designs styles. Having knowledge studying and using new styles comes very handy in projects which gives an open creative hand and in the end results in better product.

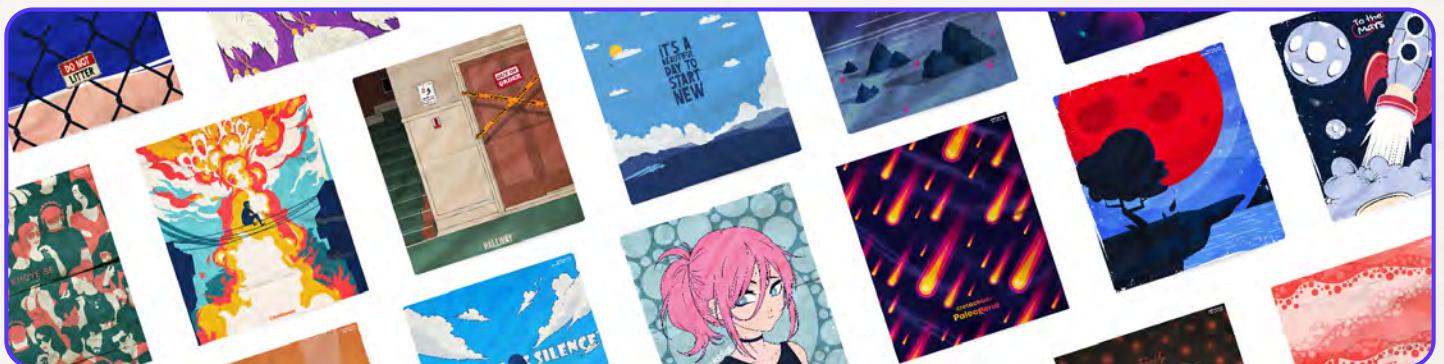
So, after illustrating a large library of designs, I started to illustrate on a daily basis and later upload on all social media channels i.e., Instagram, Pinterest & Twitter. This **solution** helped me explore new styles and at the same time show my work to the world and know how the users feel about the same.

The **major problem** I faced during this was to keep the design consistent and produce them on a regular basis. But at the same time this helped me push my creative barrier and grow personally. Over the time this turned out to be a very helpful and important project which allowed me to convey major issues and trending topics through my designs as the medium.

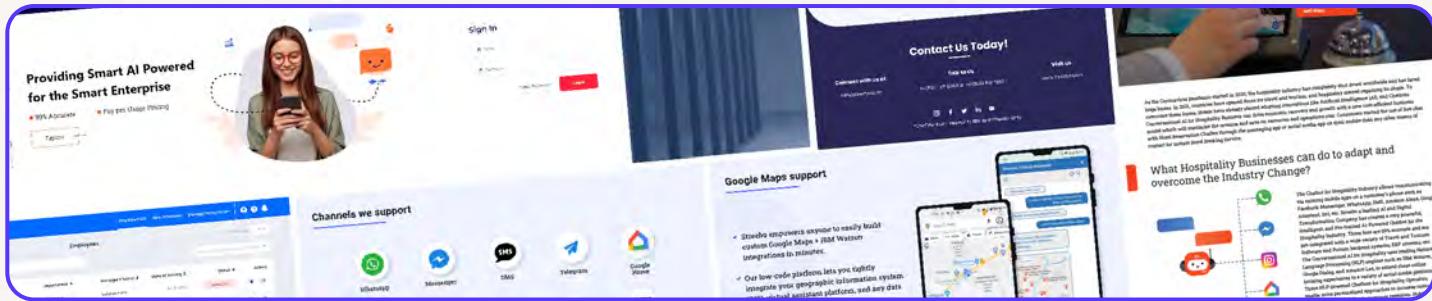
Over the time, I designed over 700+ illustrations which I upload one a day regularly. These designs portray pop culture references, modern issues in society and abstracts using different design styles . Also, to improve my VFX skill I started to make small 10-30sec videos exploring new visual effects and software's to produce good looking end products.



To conclude, due to this project I got to know how my designs are taken in by the users and at the end how the message I wanted to convey is being received by getting feedback from the users. This also helped me know the **effects** of my design **on the user** and how it's helpful in communicating important messages efficiently.



Project: [instagram.com/vaibhav.wtf](https://instagram.com/vaibhav.wtf)



## Streebo Inc.

G. Design

UI/UX

Print Design

Video Animation

Video Editing

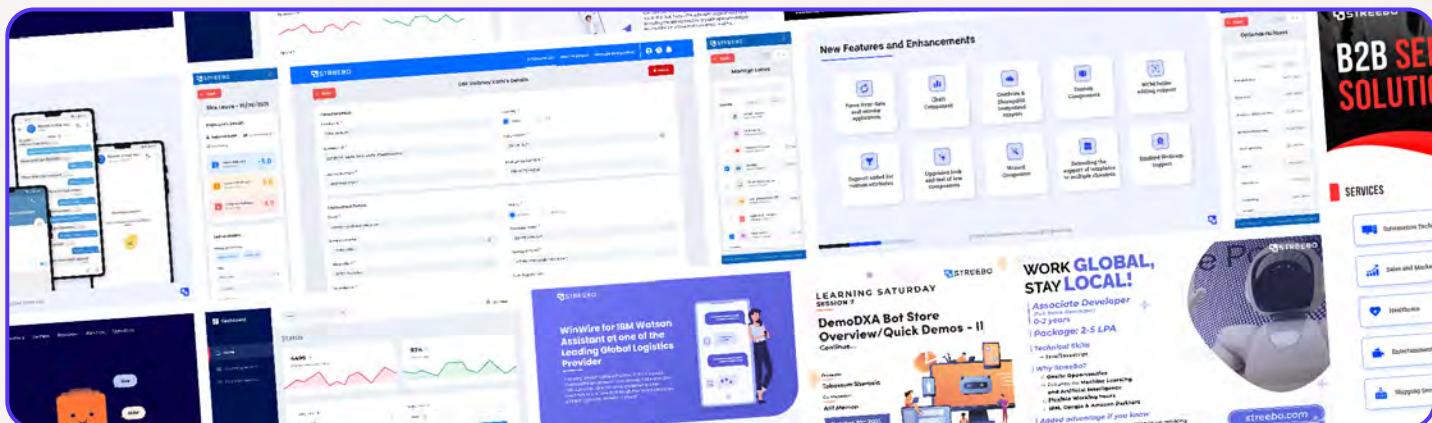
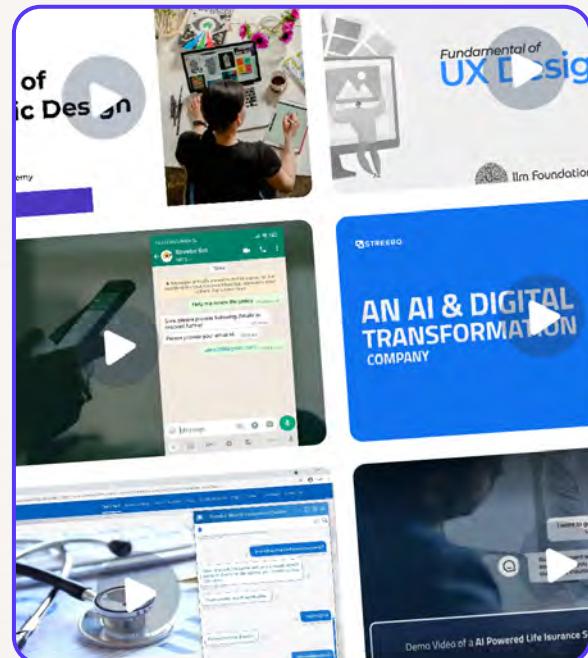
Streebo Inc. a service as well as product based IT company, headquartered in Houston, Texas, North America. It uses pre-built, prefabricated components, thereby 'assembling' solutions to rapidly deliver customized and personalized experience to your end-users.

During my graduation I was selected at Streebo Inc. and was offered a job as a designer. I started as an UI/UX intern at Streebo Inc. from February 2021 and later secured a position titled **Associate UI/UX Consultant** starting from August 2021. During this the major issue I faced was the team was overwhelmed already when I joined and hence working in a corporate world with a pile of work was to be tackled.

The **major issues** I faced at the start was to follow the entire hierarchy for approval and even design changes. Also to interact with different teams and clients and understanding their needs properly played a crucial role. Luckily my past experience helped me to cope up with some of these issues quickly and provide my 100% efforts from day one.

Over the time our team divided and conquered the work. Major **tasks I performed** during my tenure varied from G. Design to VFX to UI/UX. To mention some, I worked majorly on the Product catalog, Product Manual, Product Demo and Customer Demo, Sales pitch, Client Pitch Deck, Internal Partner's Documents, Social Media Marketing, Redesigning Few of Internal System Modules and also working on Client Projects UI/UX related alongside helped building a whole new Product Store from ground up.

It was a Fulltime job and **helped me** alot to understand the corporate world and needs of big multinational companies and how to meet their expectations. How to professionally create designs while maintaining a balance of creativity alongside modern styles was a major challenge to overcome and with the help of experienced colleagues it was possible for me to blend and understand the world easily and quickly.





## BeKnown Enterprise

G. Design

UI/UX

Print Design

Video Editing & Animation

BeKnown Enterprise, a digital marketing agency with a team of multidisciplinary digital product experts focused on branding, digital marketing, UI/UX design, mobile, web development and SEO that extends design, development and marketing departments of growing startups.

I started my journey at BeKnown Enterprise from December 2019 as an Intern - G. Designer. Later from March 2020 I got promoted as G. Designer. During this title, I engaged with a lot of the agency's regular clients and worked on many projects that varied from branding to digital marketing to UI/UX design. From March 2021, I started working part-time and was promoted to **Lead G. Designer**. During this period I managed a team of 2 designers and an intern. My major role was to organize and manage work between team members and see to it that the client needs are fulfilled. We worked with over 15+ clients during this period as well. To mention **few major client** I worked with during my tenure are,

- **Khushi Academy**, Anand based training center which guides IFAS for a better outcome from their business. My task was to create a new brand identity and marketing collaterals alongside editing video seminars and videos for YouTube.
- **Mukesh Patel**, an individual financial advisor with 142 Cr AUM who always tries to provide pre-eminent services to their clients. My task was to create a new brand identity and marketing collaterals alongside editing video seminars and videos for YouTube.
- **Agrimycil Bioscience Pvt. Ltd.**, a manufacturer of high potency organic agricultural products including Bio Fertilizer and Bio Fungicide, giving free consultation services to the farmers. My task was to redesign existing logo for trademark purposes and to design a website where the company can sell their entire product catalog.
- **Hungry Trip**, they provide Pure, Hygienic and Home made food on customer's door step (Tiffin service) in Anand, Gujarat. My task was to design the logo and create a social presence from ground up alongside social media marketing.
- **CB Physiotherapy**, India's fastest growing Delivery Network for Physiotherapy & Chiropractors services. My task was to design a logo and video elements for the youtube videos which includes lower thirds, logo intro, video outro and so on.
- **Power of Stock**, a Full time trader & youtuber with over 900k+ Subscribers with the motive to teach how to trade. My role was to create a whole merchandise store from ground up which includes T-shirt designs, caps, hoodies, Daily trade diary & other swags.



Project: [Behance - Khushi Academy](#) | [Behance - Mukesh Patel](#) | [Behance - BeKnown.Digital](#)

[Power of Stock - Merch Store](#)



## ICNL

[Photo Editing](#)

[Editorial](#)

The **IEEE India Council Newsletter** is published every year in 4 volumes. And for the 15th Edition i.e., for the year 2020 I was contributing as a Design lead for the team under the editor in chief Vamsi Krishna Jadala. The design team consisted of in total 2 designers and the newsletter covered the activities and events held by all the IEEE India sections and respective Student branch alongside shedding light on recent activities under IEEE Regions (Globally).

**Major issue** we faced, was until the 14th edition the newsletter was thirty to forty pages long and due to which was not graphic reach in nature. So the main challenge was to reduce the pages drastically from 100 to 20-30 and at the same time make it attractive, readable and graphic. Also it was a bit of a challenge to convince IEEE India Council Elected President that we wanted to change the entire course of the newsletter.

But with the help of the entire team we were **successfully able to release** 4 volumes of newsletter under 15<sup>th</sup> Edition over the course of 2020. These volumes in general included all the activities and events from all the section leads which were then selected and sorted out by the editors and made to the final draft. Keeping track of all the images and graphics submitted by over 100+ culturally diverse student branches was also a major problem but luckily with my organizing and management skills it was quickly overcome. We not only reduced the page count and made it more readable and engaging at the same time it was praised by the IEEE India President as one of the best editions over the course setting a good benchmark for the upcoming teams for later editions.

Upto this project I was not familiar with editorial/newsletter design but **this project helped me a lot understanding** the do's and don'ts of designing editorials and things to be taken care of throughout the process. It was a content rich project where we had to tackle adding relatable graphics to it alongside making it readable and user friendly.



Project: [Behance - ICNL 15<sup>th</sup> Edition](#)

Links to: [Vol.15 No.1](#) | [Vol.15 No.2](#) | [Vol.15 No.3](#) | [Vol.15 No.4](#)



## AICSSYC'19 & CSIS 2020

G. Design

Print Design

Team Management

Video Editing

The **All-India IEEE Computer Society Students and Young Professionals Congress (AICSSYC)** is an annual flagship conference hosted by the IEEE Computer Society. It is a gathering of all its members - both professional and students and the various chapters affiliated to the IEEE Computer Society throughout the nation. The **Computer Society India Symposium (CSIS)** is one of the annual flagship events of the IEEE Computer Society Student and Young Professional activities, organized by the various sections of India.

The two **main issues** behind organizing a nation-wide event in which the delegates as well as team members from different sections and institutes affiliated with IEEE are invited, to manage such a wide culturally diverse team fulfilling the needs of a diverse set of delegates is a major challenge. And other, to manage onsite activities before the event considering the team spread across the country brings a challenge for onsite pre-event preparations.

So, to solve this, for AICSSYC'19 luckily hosted by my institute, I was selected to oversee all the onsite design related preparations before the event. This included the banding materials, brochures, event passes and IDs, Advertising hoarding throughout the city, event posters and banners, goodies and swags, accommodation related materials and so on. This also helped the remaining team to focus on digital branding more and attract delegates. And for CSIS 2020 I was selected to lead the design team of 7 members, sort-listed & selected from the 100+ nation-wide volunteers. My major task was to set the theme and design style for the entire event at the start, and later delegate and manage the team to follow the system as well as design all the necessary items on time and alongside fulfilling other teams needs i.e., Website team, Sponsorship Team, Registration and so on.



To conclude, this not only **helped me to learn** about print media but at the same time helped me a lot in building team spirit and taught me how to manage a team and achieve the goal faster, better and efficiently.



[Project](#) [Behance](#) - AICSSYC'19 | [Instagram](#) - CSIS 2020



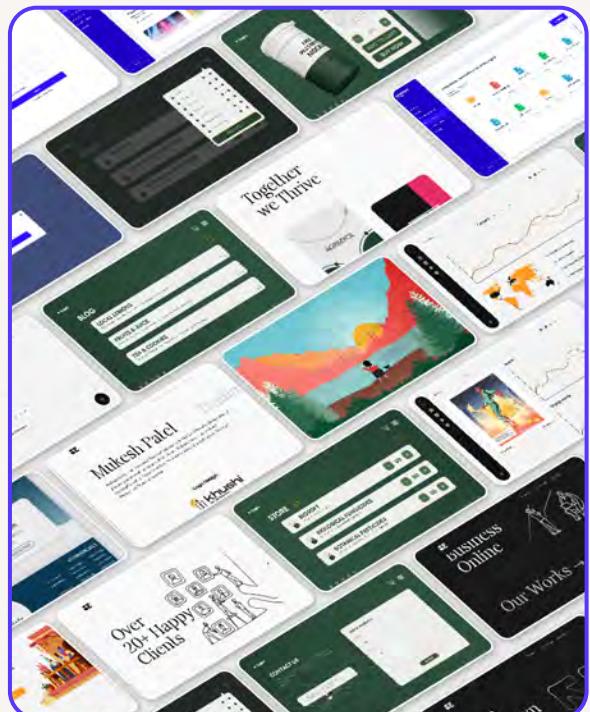
## Web Designs - Freelance

Web & Mobile Design

Apart from the ongoing graduation and full time job later, I freelanced for a while designing a bunch of website over the time. This includes a large variety of the website i.e., from dashboard to landing page to portfolios.

The **major issues** faced over the time by me was to interact with the clients, understand their needs and fulfill them by providing the dream website they need for their product sales/ portfolio. Over the time **I worked on various projects** and few of which are mentioned below

- **Agrimycil Bioscience Pvt. Ltd**, a manufacturer of high potency organic agricultural products including Bio Fertilizer and Bio Fungicide, giving free consultation services to the farmers. My task was to create a platform where the company can list their clients and their customers can, all on a single portal. Apart from that it needed to include blogs related to the product for SEO and entire e-commerce user flow.
- **BeKnownEnterprise.in**, a digital marketing agency with a team of multidisciplinary digital product experts focused on branding, digital marketing, UI/UX design, mobile, web development and SEO that extends design, My task was to create a landing page to showcase company's past project and clients alongside the services provided by the company.
- **V.P. Financials**, Rohit Rohra, a professional stock market trader, with expertise in Intraday trading, educates & guides budding traders via YouTube videos with 250+ Subscribers. My task was to create a platform for the students to attend webinars and to see the recordings of the same. Alongside a admin dashboard which helped the owner to publish webinars, conduct them and manage students as well as recording all from the same portal. Alongside this the website contained a landing page with details and information about the same.
- **Qu'vatlh**, a dashboard portal where users can manage various social media from a single platform. This includes bulk upload, managing comments and other interactions, view insights and other stats all over from instagram, facebook, twitter, pinterest & linkedin.
- **Dashboard Design - Webinar hosting and paid premium content**, My task was to create a platform for the students to attend webinars and to see the recordings of the same. Alongside a admin dashboard which helped the owner to publish webinars, conduct them and manage students as well as recording all from the same portal.
- **Personal portfolio**, for attracting clients & showcase my works. I had a creative hand and so designed something new and creative keeping a hint of my designer background.



Projects [Agrimycil Bioscience Pvt. Ltd.](#) | [BeKnownEnterprise.in](#) | [V.P. Financials](#) |

[QU'vatlh - Digital Marketing Dashboard](#) | [Webinar - Dashboard](#) | [Portfolio - vaibhav.wtf](#)



## V.P. Financials

G. Design

Web Design

Video Animation

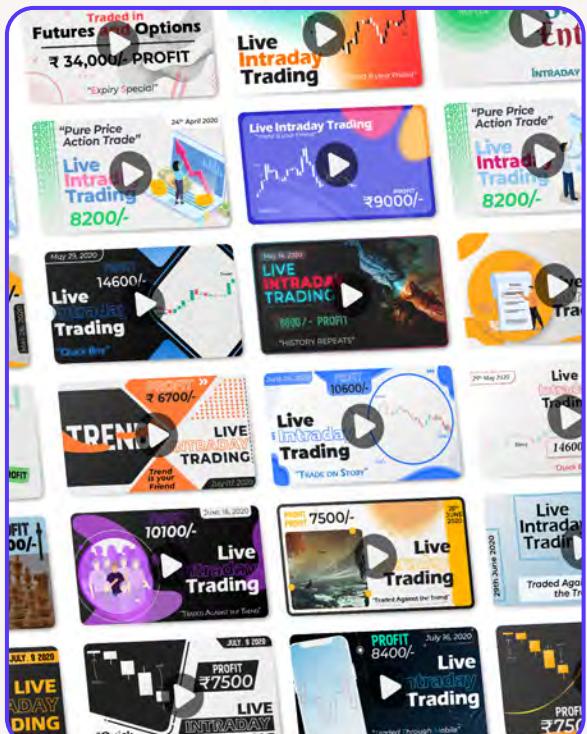
Digital Marketing

To give a brief, Rohit Rohra, a professional stock market trader, with expertise in Intraday trading, educates & guides budding traders via YouTube videos as well as webinars. Currently on YouTube we have 250+ Subscribers and over 200+ students every month for the webinars conducted on the website.

The **issues** with handling such a large crowd was at the marketing end i.e., to attract such a large number of customers on the website on a monthly basis as well as to keep the YouTube video stats consistent by uploading 5-6 times a week. Alongside marketing, branding was also an issue as there was no brand recognition beforehand which indeed is a crucial pillar of marketing.

To **solve the issues faced**, I To solve the issues faced, I started first with branding, which includes logo design, constructing brand identity and later started to incorporate to YouTube. This phase includes channel art, profile picture, daily eye-catching thumbnails & in-video elements such as lower thirds, logo intro, video outro, announcements of the webinars and so on. This helps us to grow from 30k to 250k subscribers in just 1.5 year. Later to handle all the other education stuff, such as webinars and sessions I designed a website so that we can manage all from a single platform. This also includes an admin dashboard for Rohit himself, to add and manage new webinars, student alongside the tracking revenue.

Overall, the efforts on the marketing end **helped us** to grow our audience and convert some of them to a premium revenue model, and to manage that the single platform website-admin dashboard approach came very handy. This also helped me personally to improve my marketing skills and also was able to take real world feedback on my work and learn from it.





## Spectrum

G. Design

Publicity

Video Animation

Print Designs

Digital Marketing

Spectrum - TechFest organized by A. D. Patel Institute of Technology, is an annual flagship event and consists of a large number of events alongside cultural activities, workshops and seminars over the period of 2 to 3 days. Instead of mentioning all the issues and problems solved, let me take you over **my spectrum journey**. Starting with SPECTRUM 2018, I was a design team member and my major task was to make print and digital marketing materials following the provided design system and style.

Later for SPECTRUM 2019 I was appointed to lead the design team of 5 members. During this my major task was to make the initial design system and set a tone for the event. Then later delegate the work to the team members and manage and oversee it daily for 2 months until the day of event. And also to **Handle** all the hoardings throughout the city and campus, registration desks around the city and marketing materials alongside pre-event preparations such as goodies and swags printing, registration kit, certificates and event passes, ID cards and event hoarding as well as oversee institute decoration.

Moving to 2020, my skills were recognised by the administration and I was appointed into the organizing team as a **design coordinator**. My major task during this was to interact with the central administration as well as the organizing team, moodboard ideas and strategy and properly conveying to the design team and make sure the team incorporates the same. Also to communicate with other coordinators and manage funds and resources so that the funds are spent and divided for the teams according to the requirements. Also last moment and on day requirements were to be fulfilled by me alongside managing the entire 3 days cultural team handling conversation with organizers, artist and VH1 SuperSonic alongside the sponsors to make sure their requirements are fulfilled and the venue is prepared as expected.



Every year spectrum attracts over 1000+ delegates throughout the nation and a team of 50-60 members from the institute which is organized by 4-5 appointed coordinators directly under supervision of the faculty organizers. It was a great experience over 3 years during which **I learned countless things** not only regarding design and skill but also management and real world design problems related to venue, billboard locations and print materials.



[Project](#) [Behance - SPECTRUM'19](#) | [Behance - SPECTRUM 2020](#)



## Events & Technological Societies

[G. Design](#)

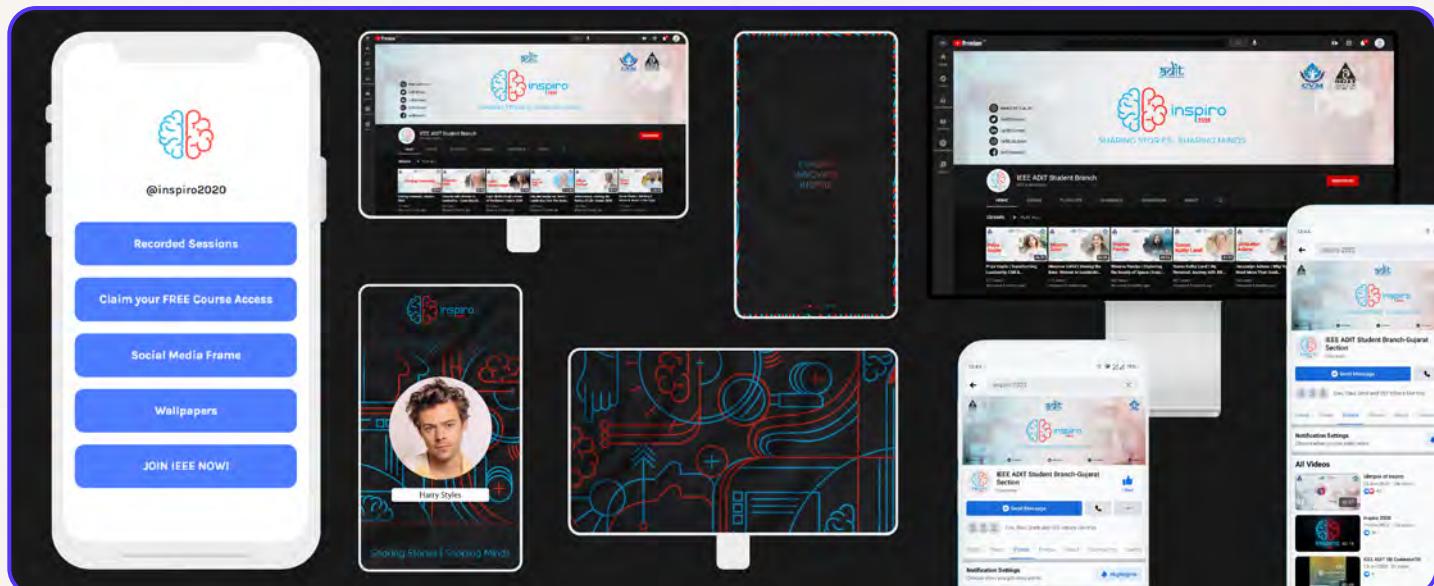
[Print Designs](#)

[Marketing](#)

**Issue faced** during the graduation is time management. It's difficult to develop skills only from the curriculum and at the same time too difficult to work fulltime/parttime alongside ongoing graduation.

**So to overcome this**, I started volunteering for events at college level. I started by joining the IEI (The Institution of Engineers) & IEEE (The Institute of Electrical and Electronics Engineers) student branch at our college. This lead me to volunteer for design team in many event such as INSPIRO'18 (International event organized by IEEE Student Branch, A. D. Patel Institute of. Technology) and other college level events. Later I got recognised and was design lead for both IEI as well as IEEE Student Branch alongside other small societies and college level events. During this I got to manage a lot of designers in general varying from 2-10 members per team. Also I led a few design teams for major college level events such as SAMPARK'19 (An annual IEEE Gujarat Section meetup organized by IEEE Gujarat Section), SAWG (The South Asia Working Group, oversees IEEE Smart Village activities in South Asian countries, focusing on India), CS Job Fair (motto is to bridge the gap between employers of various firms and professionals/ job seekers), INSPIRO'19, INSPIRO 2020, COLESEC 2020, ADIT Web Talks (with speakers like Tanmay Bakshiand so on) and other cultural events held at college or state level.

During these 2 years of volunteering, **it helped me a lot** to learn details about print media, branding and marketing, website design, team development & management alongside ins & outs of conducting a college/ state/ national/ international level event.



[Project](#) [Behance - INSPIRO 2020](#) | [Behance - INSPIRO'19](#) | [Behance - Random IEEE Events](#) |

[Facebook - IEEE CS Job Fair](#) | [Instagram - IEEE ADIT Student Branch](#)