



GRAPHIC DESIGN

PORTFOLIO

ABOUT

EXPERIENCE

BRANDING PROJECTS

LOGO DESIGN

AFNAM KHAN

I am a **GRAPHIC DESIGNER** from London, England with a passion in graphic design, web design and art. I earned my Bachelors in Digital Media, Culture and Technology from **ROYAL HOLLOWAY, UNIVERSITY OF LONDON**. Feel free to reach out about new projects and opportunities.

CORE TOOLS

Adobe Photoshop

Adobe After Effects

Figma

Adobe Illustrator

Adobe Indesign

Adobe Premiere Pro



**SUPPORT
ENGINEER**

Content Guru - Bracknell, England

- Working in a B2B environment, teaching me how to manage expectations and demands of clients in various different fields.
- Working in a large team, teaching me a facet of skills in regards to teamwork and cooperation.
- Use of SQL in order to troubleshoot problems with calls and various other database issues.

NOV 22 - PRESENT**VICE PRESIDENT &
GRAPHIC DESIGNER**

DNA Royal Holloway - Egham, Surrey

- Co-ordinated a team of ten, organised events, carried out campaigns and carried the graphic design in third year.
- Created social media posts for the group's social media account including a Spiking Campaign which was an effort to bring awareness to an issue that had become prevalent on campus.
- Co-ordinated and designed promotional content for a university event, a week long conference, the deliverables included social media posts, stickers and flyers using InDesign.

SEPT 21 - JUL 22**FREELANCE GRAPHIC
DESIGNER**

Sara's Cakes and Bakes - London, England

- Managed the redesign of the company, working directly with the manager, adhering to directions established during brand meetings.
- Created presentations for brand discovery.
- Established the redesign of the company utilising Adobe Photoshop and creating a new brand guideline using InDesign.
- Created social media templates for the client to use for posts, stories and reels using Adobe Illustrator.

AUG 22 - NOV 22

flaire

AGENCY

Flaire is a design agency that I created and did some freelance work under. I created a logo identity with a main logo, submark and various other design elements as well as creating brand presentations



FLAIRE'S mission statement is helping small companies which produce honest and good work however do not have the massive budgets of big companies, achieve visibility and an attractive identity by adding an **EXTRA FLAIR** to their existing brand.

When creating this brand I wanted to go for colours that are **REMINISCENT OF A SUNNY DAY**, the oranges, pinks and purple from a sunset mixed with an oasis-like blue. These colours were used to accommodate the play on words which is present in the brand name 'Flaire', adopting the spelling of flare, described as a shine of intense sunlight, and flair, a **SMALL SYMBOL OF ORIGINALITY**.



BRANDING PROJECT

TARGET AUDIENCE

20 - 25
Male & Female
me: £40,000 - £50,000
tion: London

CS

TARGET AUDIENCE

FONT STYLES

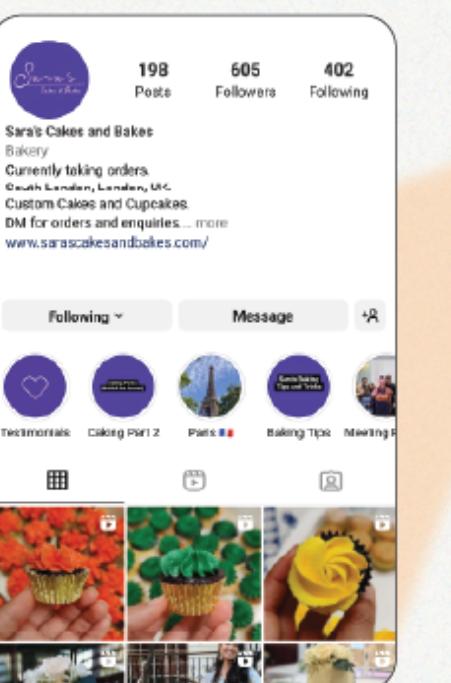
Serif

• Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed do
eiusmod tempor

Fonts are important when it comes to visually describing what a brand is. Different font styles are more effective in different use cases. With writing it is best to use Serif or Sans Serif fonts for readability. When it comes to logos, the range of options are more varied because certain fonts may invoke an impression which is desired.

SARA'S CAKES AND BAKES

OVERVIEW

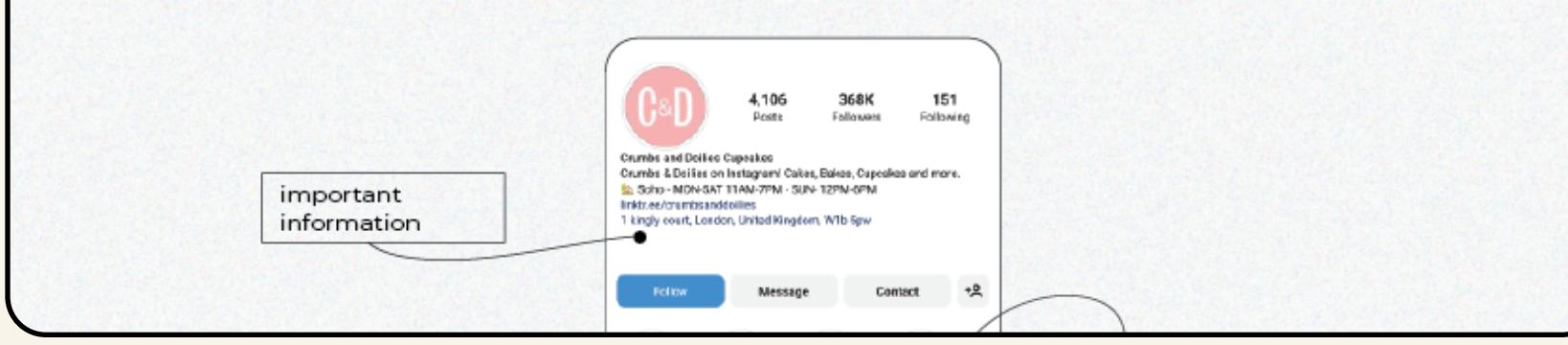
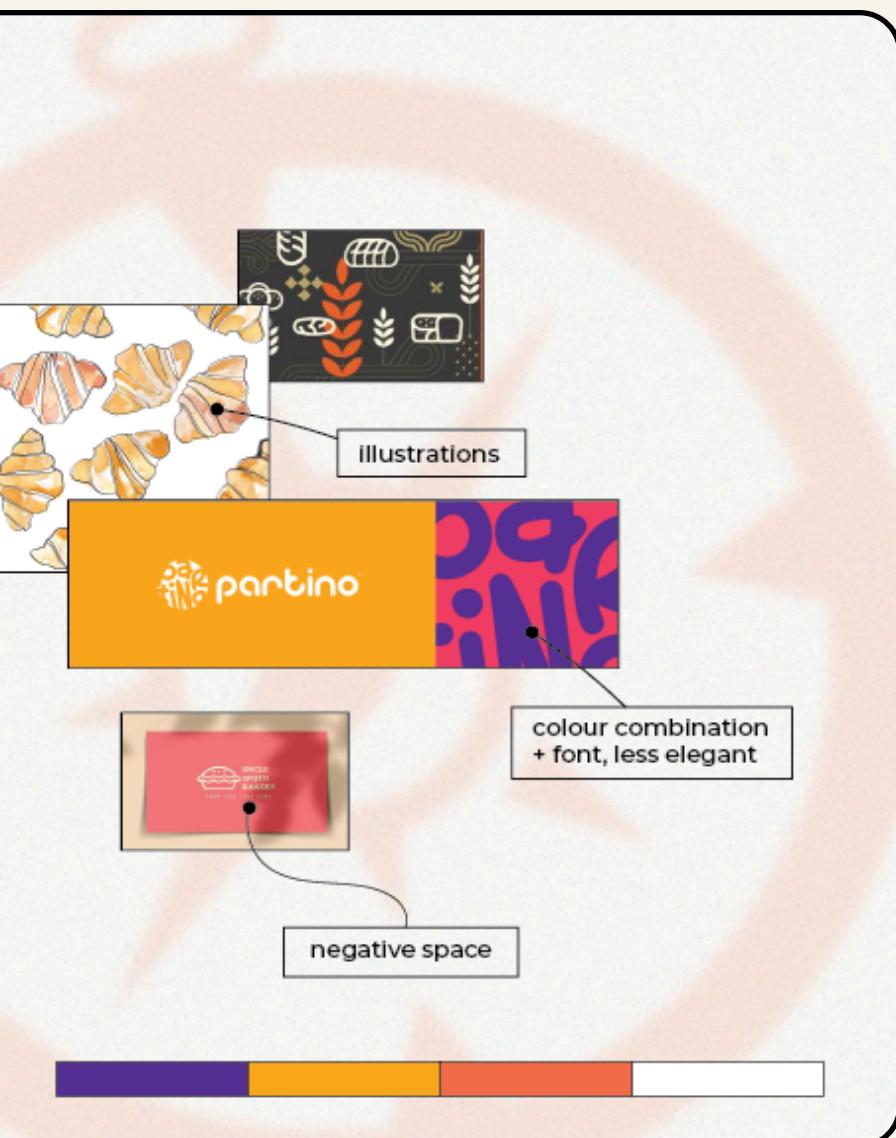


a's Cakes and Bakes is an online company that is in its infancy but is hoping to grow its online presence and garner more attention. It values customer satisfaction and leaves no stone unturned when it comes to quality and taste. It is a local business, operating with a limited range and with it being a small business it is limited by time, resource money.

PROBLEMS:

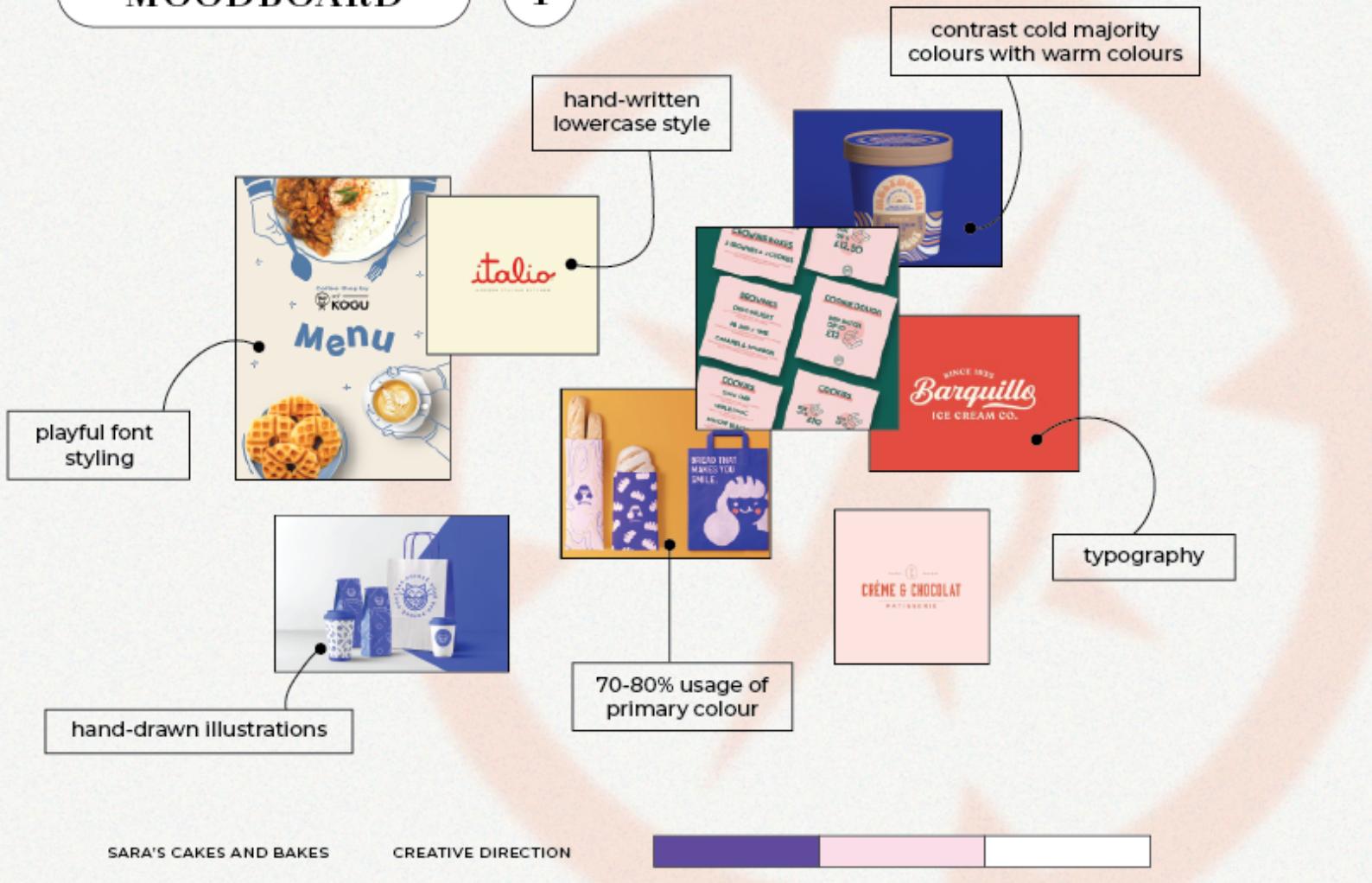
- regular schedule for posting
higher quality content*

These are some of the slides of the mentioned brand presentation. These were for a client in which I carried out competitor analysis, mood-board creation and exploration with the client.



MOODBOARD

1



HASHTAG ANALYSIS

#sarascakesandbakes	100+ posts
#cakes	30.6M posts
#foodie	222M posts
#foodlovers	19.2M posts
#cupcakes	33.1M posts
#baking	37.6M posts
#bakery	23.6M posts
#london	158M posts
#Instafood	225M posts
#bakerylife	1.2M posts
#smallbusiness	101M posts
#homebaker	7.8M posts
#cakedecorating	23M posts
#homemade	110M posts
#bakingday	552K posts

Hashtags are a great resource to engage your audience and increase your social media impact. hashtags help people interested in your topic to find you and help expand your influence and followers.

Here is a list of hashtags I believe could benefit not only your content, but also your brand consistency and community.

GLUTENFREE

#BIRTHDAYCAKE

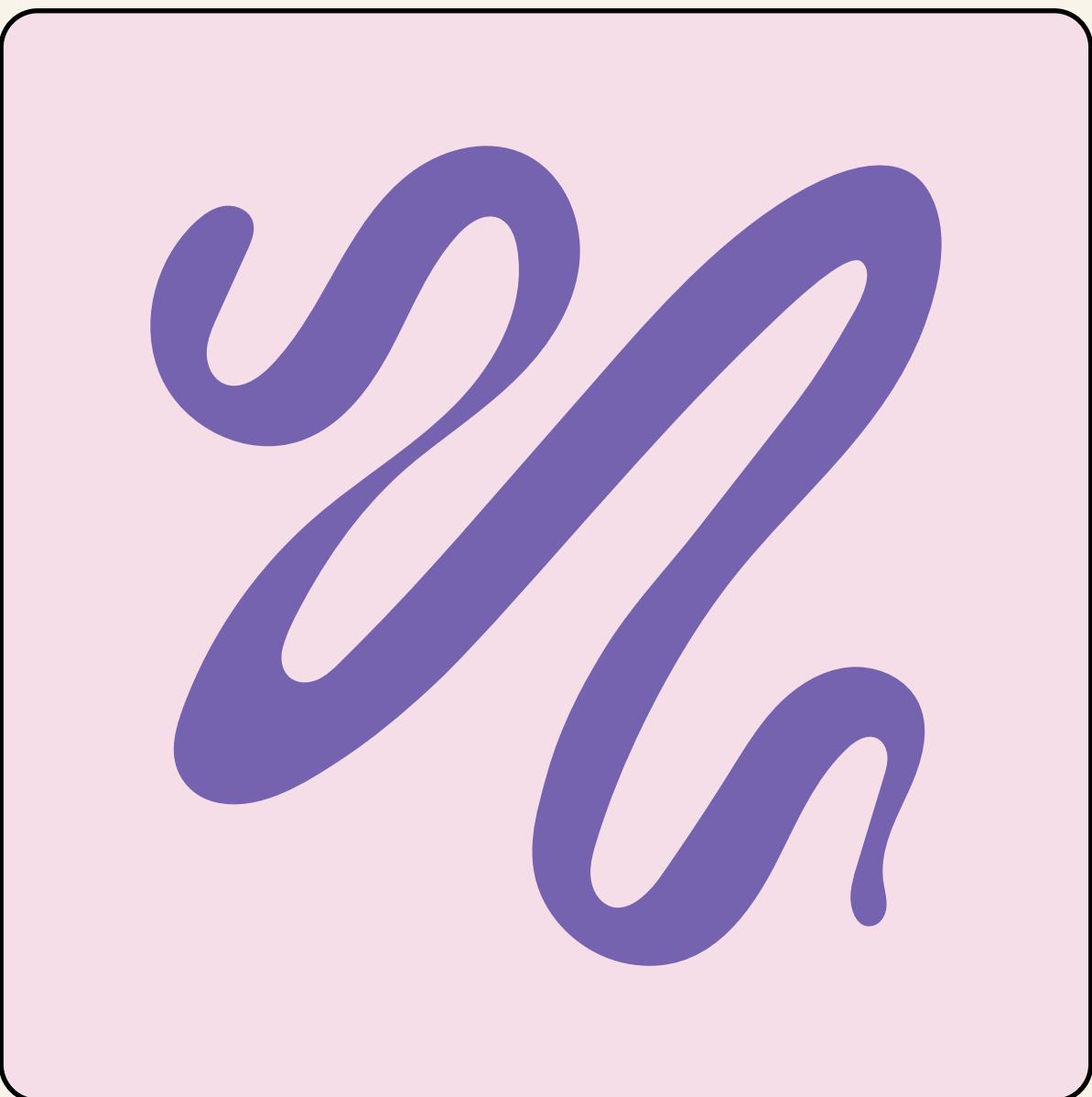
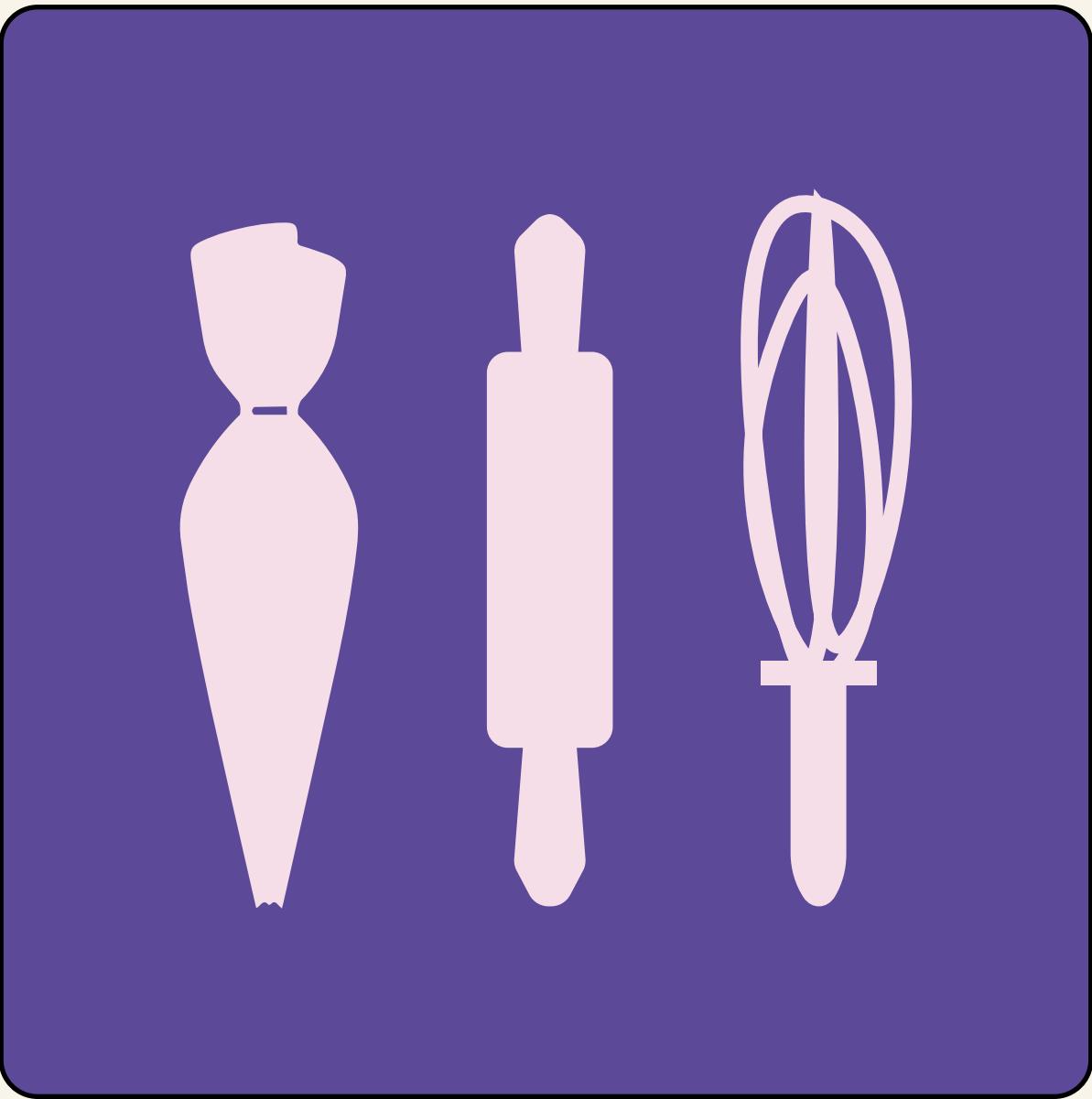
WEDDINGCAKE KLEIDERAKTION

#CUPCAKE



Sara's Cakes & Bakes is a small local company which I reached out to because I thought I could help in some way with their social media and branding design.

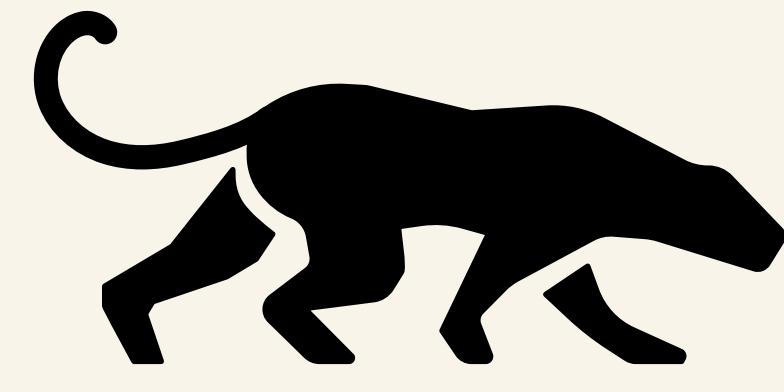
The goal of these brand guidelines was to refocus the business to cater to identified audience groups that were established through meetings with the client and through research of the existing bakery industry. The brand guidelines improved on the colour scheme as well as providing new graphic elements so that the company may have a more identifiable personality focusing on a balance of **WHIMSICAL** but also **ORGANISED** and **PROFESSIONAL**. Which would require digital and physical brand elements such as business cards and social media elements.



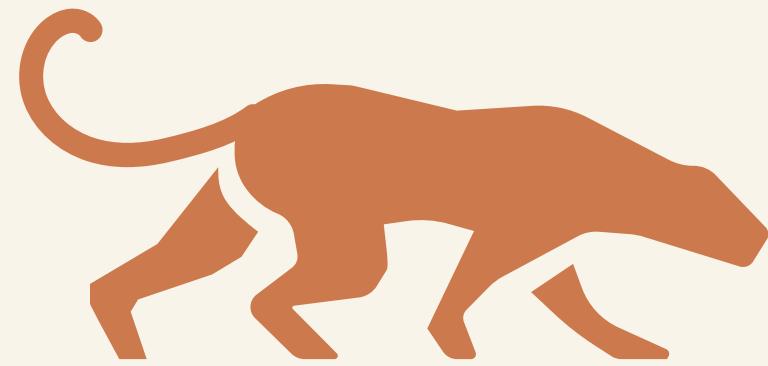
BRANDING PROJECTS

PROJECTS



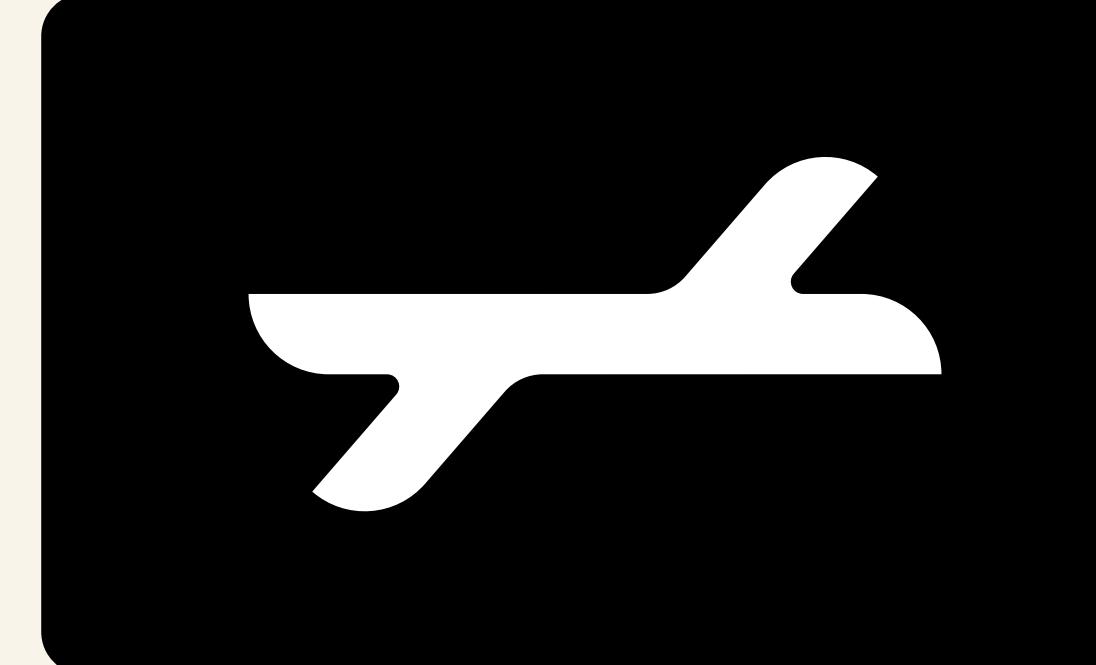
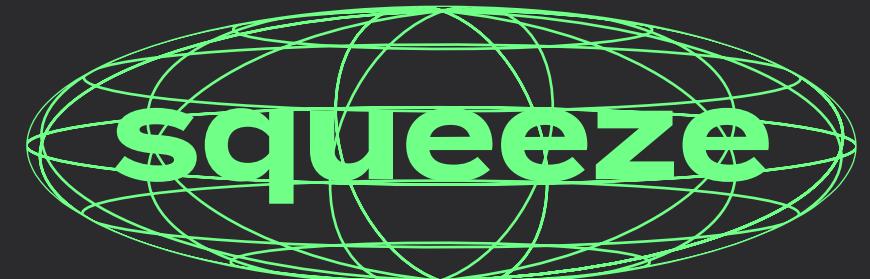
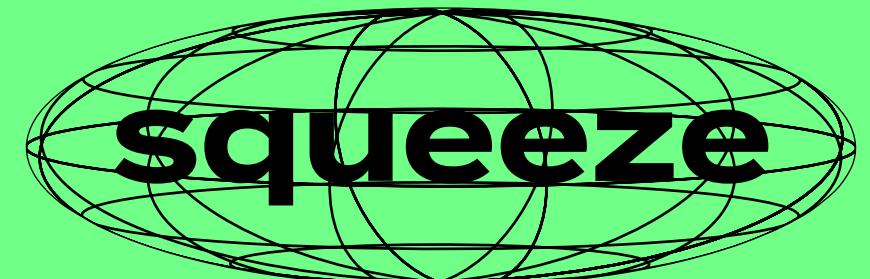


PANTHERS



PANTHERS

QUINN



ARTISAN

DESIGN MISC. LOGO DESIGN MIS

LET'S WORK TOGETHER

Thank you for taking the time out to look at
my work, I look forward to working with you and
discussing further, please contact me at

AFNANBUSINESS0@gmail.com