Kashif Gurung

993016212

B. of Design (Interaction Design)

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# HEUO,

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#### I am Kashif Gurung 4

Based in Sydney, I am someone who has always been drawn to the beauty of minimalism & meaningful design.

While I'm still developing my skills, I've had the opportunity to work on real-world projects that required me to think about clarity, inclusivity, and cultural relevance. These experiences have taught me that good design is not just about aesthetics—it's about how it functions, how it feels, and how it speaks to its audience.

I'm drawn to design because it challenges both creative expression and critical thinking. I want to dive deeper into this balance - learning how to design not just visuals, but in a thoughful, user-centered manner that solves real world problems



Hello, I am his Design & Print Supervisor at IVE Group, Krishna. Kashif is a really good kid - being his first employer, I've seen him grow a lot since he started. He came in quiet and unsure, but now he handles deadlines, solves problems quickly, and communicates with more confidence.

Even with uni and life outside of work, he stays committed and always gives his best. He really has come a lot way and I know this is only the begininingl've got a lot of respect for how far he has come. He's resilient, thoughtful, and always looking for ways to do better. What I really do appreciate is how open he is to feedback - he takes it like a champ without ego and actually uses it to grow, not just in his work, but as a person too.

I truly believe Kashif is still searching for the environment that will allow him to fully flourish. In his current workplace, there's limited space to experiment or challenge his creative thinking. At the same time, much of his university experience has been independent, with little direct guidance so he's turned to platforms like YouTube and online tools to push his skills on his own. In the right setting- one that fosters curiosity, critical thinking, and creativity- I am confident he will leave a lasting impression to those around him.

I have no doubt that Kashif will make the most of any opportunity given to him. He's driven, open minded, and always willing to learn. I fully endorse his application." - former designer at IVE group



## SKILL + CONTACT

**Experience** 

IVE Group - Designer / Print Finisher

2023.03 - current

Tamu Samaj Sydney - Graphic Designer

2023. 06 - current

Key skills

Typography Branding Layout Illustration

Storytelling Concept Development

**Education** 

Casula High School - HSC achieved

2017 - 2022

Western Sydey Uni- B of Visual. Com

2022 - current

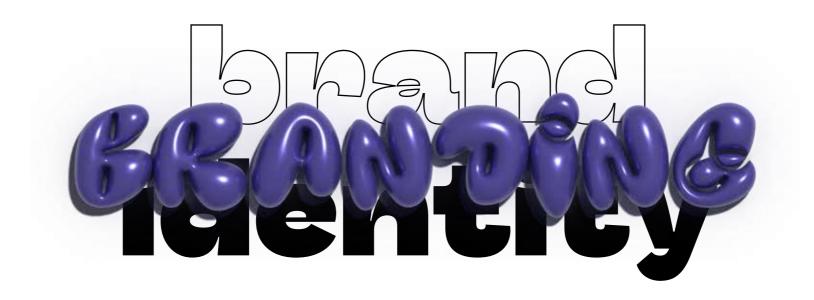
**Tools** 

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere Pro
Procreate



## INDEX.

Logo designs within academics proj. BRANDING Envisioned range of Logo design proj. App & Interface Branding 02 Conceptual Branding for UI Projects Designing engaging cultural stories. 03 POSTERS Showcasing the richness of cultures Developed advertising for orgs MARKETING 04 Featuring a range of advertising proj.



Selected works in brand identity.

#### (01) Branding & Packaging

# veg out

Role: Food & Beverage

**Date**: 05. 2024

#### Overview

Veg out delieves fresh, locally sourced produce with a focus on transprancy & sustainability. Veg out enriches lives with the freshest local produce & a seamless transparent experience, supporting sustainability & healthy lifestyle

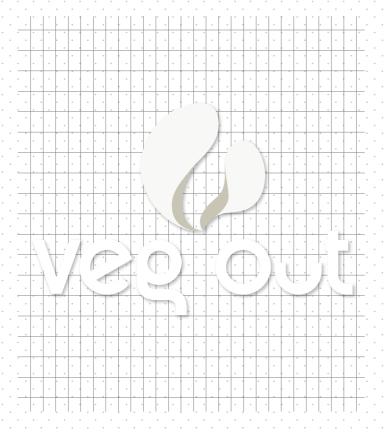


**Brand Identity** 

### /Logo & Versions

The logo subtly weaves symbolism into its form—the meeting point reflects unity, the 'U' in 'Out' hints at a bowl, and its shape naturally evokes the essence of growth and renewal.

#### Logo principle



#### Logo horizontal



#### Emblem



### /What we stand for

## Clear Vision

We embrace transparency, offering a clear vision that fosters trust and openness in everything we do

Transprancy

#### **Endless Balance**

Sustainability is at our heart, ensuring that balance between people, planet, and purpose is endless and enduring

#### Sustinability

#### **Connected Wellness**

We champion a lifestyle built on communication and well-being, where every choice nurtures a healthier, more connected way of life

Communication

/Palette of colors  Midnight soil	Earthy Olive	Mossy Haven	Golden Harvest	
C 74 R 27 M 65 G 32 Y 64 B 33 K 73 HEX 1B2021	C 60 R 81 M 51 G 81 Y 72 B 62 K 39 HEX 51513e	C 39 R 162 M 24 G 166 Y 73 B 101 K 1 HEX a2a665	C 12 R 225 M 6 G 219 Y 51 B 147 K 0 HEX e1db93	

### /Typography



## Publica Play

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  $Xx\ Yy\ Zz$ 

Regular Bold

Paragraph typeface

## Montserrat Alternates

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Thin Light Regular Medium SemiBold Bold







#### **Project Overview.**

CultureLink is a concept app designed to help the Tamu Samaj Sydney community easily access and engage with upcoming cultural events. It aims to make participation clearer, more inclusive, and more connected across generations.

#### **Challange Statement.**

Event info is often scattered across posters, word-of-mouth, and social media, making it easy to miss important details or dates.

There's no central, consistent platform for the community to rely on.

#### Possible Solution.

CultureLink brings events into one place through a clear, mobile-friendly interface. With swipeable cards, RSVP features, and a calendar view, it makes staying involved simple and respectful of community needs.

#### Understand.

Reflected on past work and gathered informal insights about how cultural events are currently shared and accessed within the community.

#### Sketch.

Created hand-drawn wireframes to explore navigation flow and layout ideas focused on simplicity and mobile usability.

#### Refine.

Finalised the layout and annotated each screen with clear intentions, preparing the concept for presentation and reflection.



#### Define.

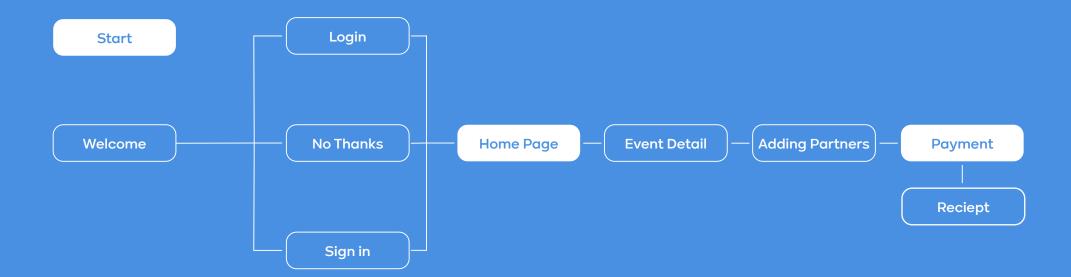
Identified the core issue:
scattered event
information and limited
access across generations,
leading to reduced
engagement.

#### Structure.

Built a user flow and wireframes around key features: swipeable cards, event details, RSVP, calendar view, and saved events.

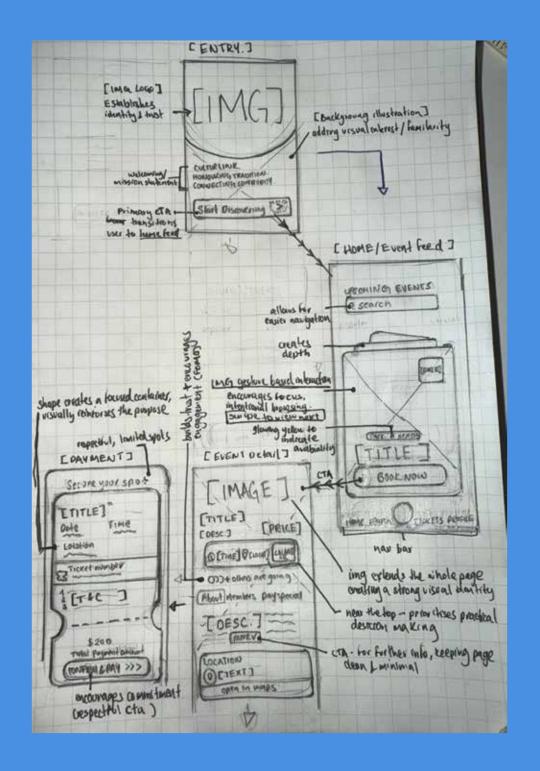
## User flow

The user flow was designed to be intuitive, focused, and culturally respectful. It guides users through the core journey of discovering, understanding, and attending community events.



## Wireframing

The wireframes were hand-sketched to explore structure, hierarchy, and user intent before visual design began. Each screen was designed with purpose, balancing clarity, functionality, and cultural context.





# 02 Cultural Posters.

#### Overview

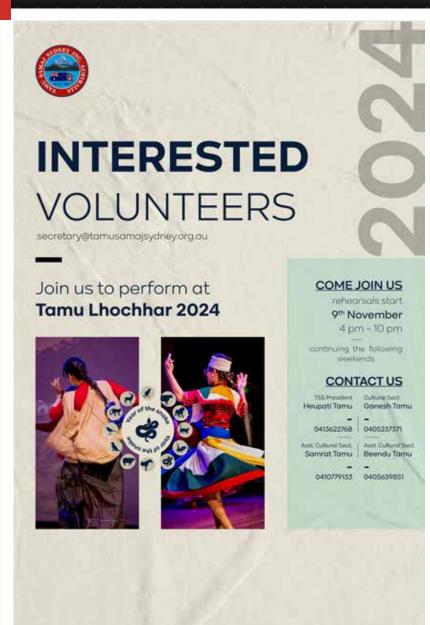
Tamu Samaj Sydney is a non-profit organization celebrating the cultural heritage of the Gurung (Tamu) people of Nepal. Since 1998, it has fostered community, identity, and tradition through festivals, events, and cultural initiatives in Sydney.

Work	Years
Composition	2023
Layout	2024
Illustration	2025



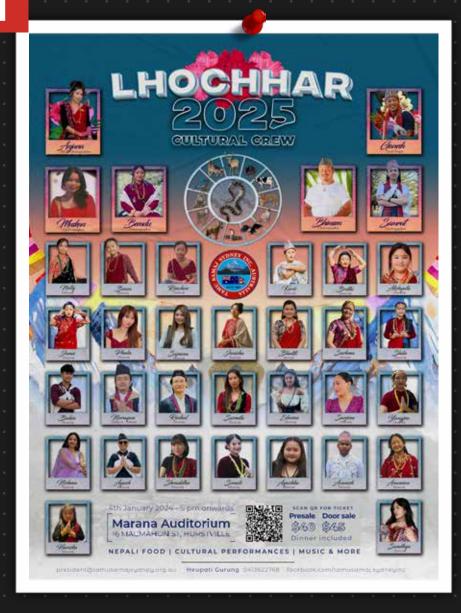
#### Tamu Lhoshar 2024: Event Poster

A festive promotional piece combining cultural motifs with bold type. Designed to spark excitement and connect with the community across print and digital.



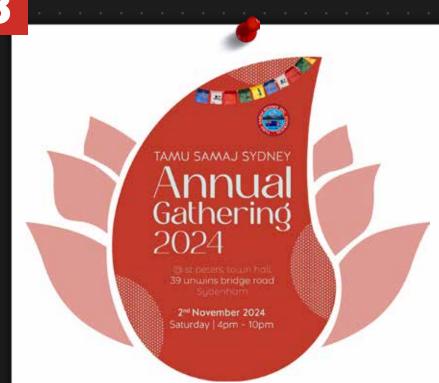
#### Tamu Lhoshar 2024 : Volunteer Callout

A promotional poster inviting performers for Tamu Lhochhar 2024. Featuring cultural imagery and a clean layout, it delivers key info with

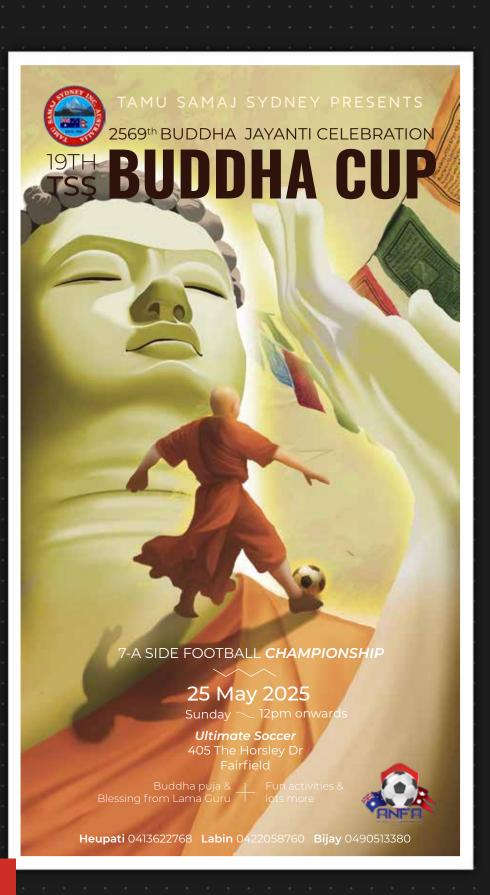


#### Tamu Lhoshar 2024 : Artist Reveal

An informative, standalone poster highlighting key performers with bold visuals and cultural flair—crafted for clarity and community



TSS: Annual Gathering 2024
A promotional piece for the annual event, using an abstract layout and rich tones to reflect tradition, warmth, and modernity.



A promotional poster combining spiritual and sporting elements. I created the original artwork and used a modern layout to reflect the event's



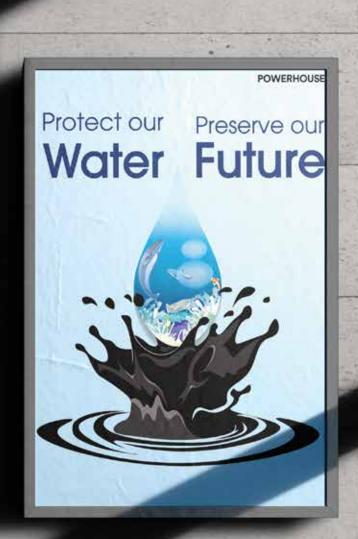
## 04 Protest Poster.

(Typography , Layout)

#### Overview

Motectour Fully powerouse A companion piece to the promotional poster, this design takes a more urgent protest tone—advocating for clean water and marine protection. Through bold typography and symbolic contrast, it delivers a strong visual message: "Protect our Water, Preserve our Future."





# Thank you.

**∠** Contact me

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