

PORTFOLIO

AN IDENTITY MARK

Pragya Gaur



Hi I'm Pragya.

Currently pursuing my bachelors in Applied Arts from College of art Delhi. I see designing as a way to share ideas and shape how people think, just like the famous designer Paul Rand did. He said that design speaks for itself without words. So, I try to make my designs clear and purposeful, telling stories that everyone can understand. My goal is to create designs that not only look good but also make a difference, connecting with people and making the world a better place.

EDUCATION



Higher Secondary
S.S.L.T. Gujarat Sr. Sec. School



Bachelors In Fine Art
College of art, Delhi

INTERESTS

Cooking	Cycling
Table Tennis	Photography
Music	Spirituality

LANGUAGE

Hindi
English

WORK EXPERIENCE



Saahra Graphic Designer (May, 2023 to August, 2023)
New Friends Colony, Delhi



KlickBounty Graphic Designer (Jan, 2023 to April, 2023)
Ghaziabaad, Delhi



Graphic Designer (Dec, 2022 to Jan, 2023)
Ghaziabaad, Delhi

SOFTWARE

Adobe Photoshop	Adobe XD
Adobe Illustrator	Procreate
Adobe Premiere Pro	Figma

CONTACT

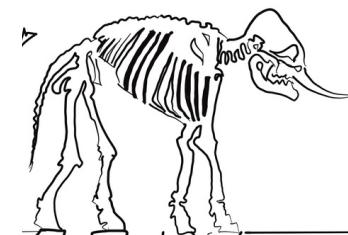
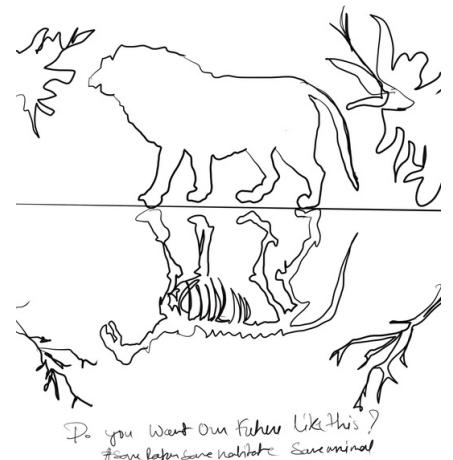
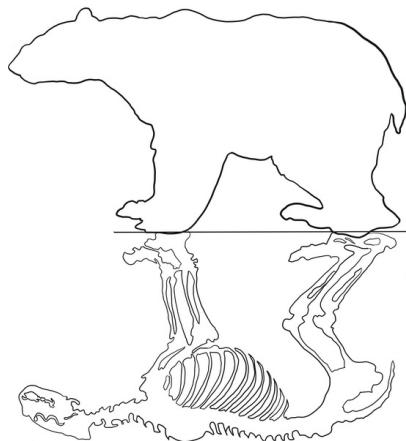
@ Pragyagaur26@gmail.com
+918595859094
<https://www.behance.net/pragyagaur5>

CAMPAGN

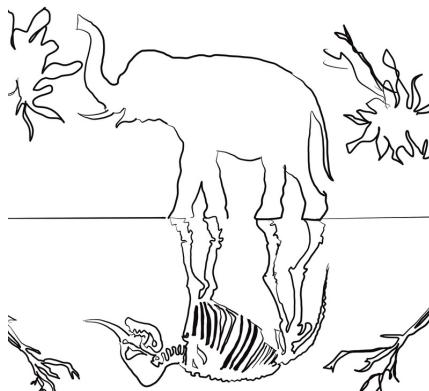
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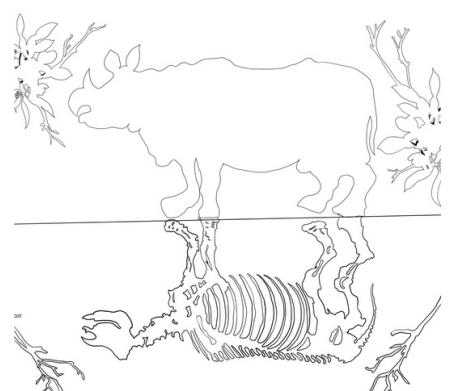
CONCEPT DEVELOPMENT



FINAL LAYOUT



Do you Want Our Future Like This?
#SavePaperSaveHabitat SaveAnimal



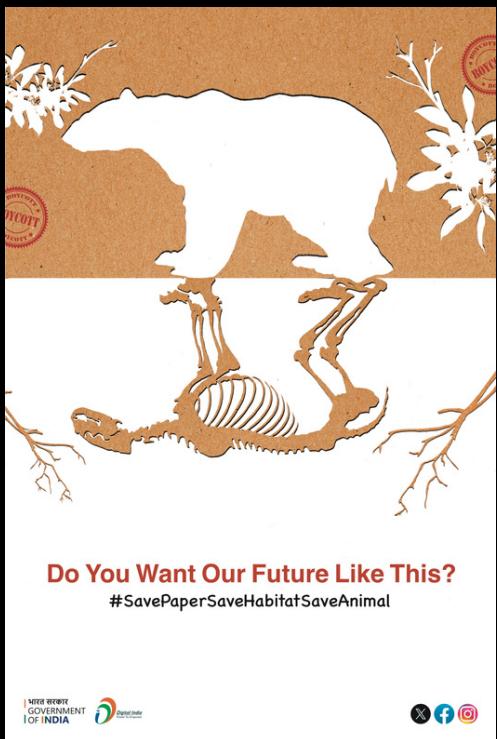
On On

On On

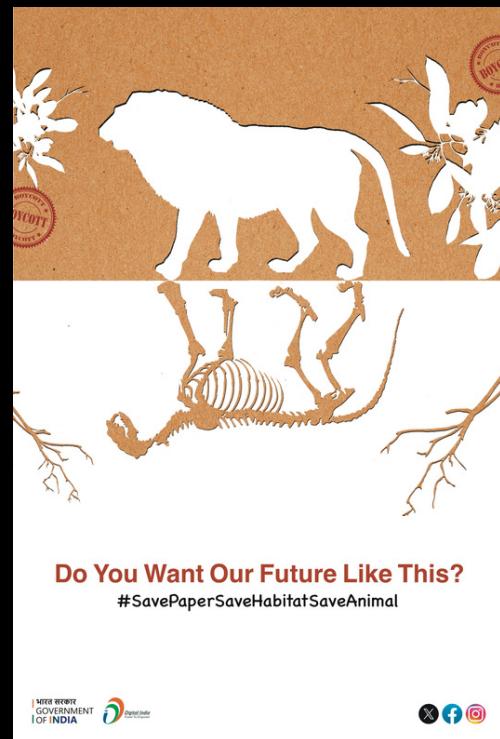
On On

On On

POSTER



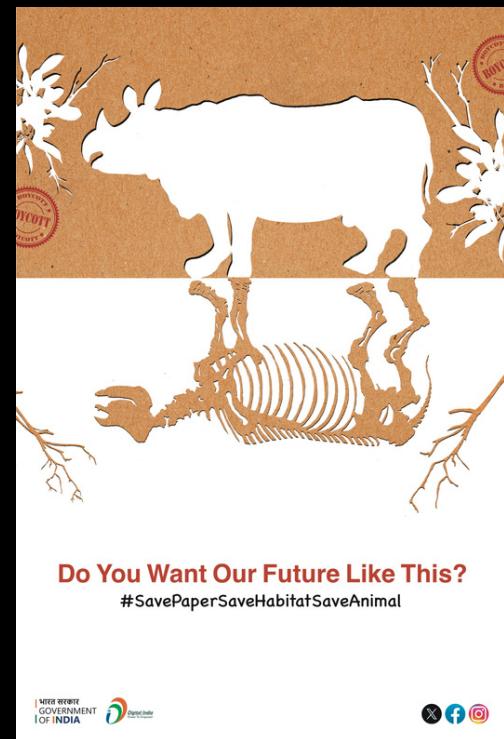
Do You Want Our Future Like This?
#SavePaperSaveHabitatSaveAnimal



Do You Want Our Future Like This?
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MOCKUP



PRESS LAYOUT



ILLUSTRATION



ACCESSORIES



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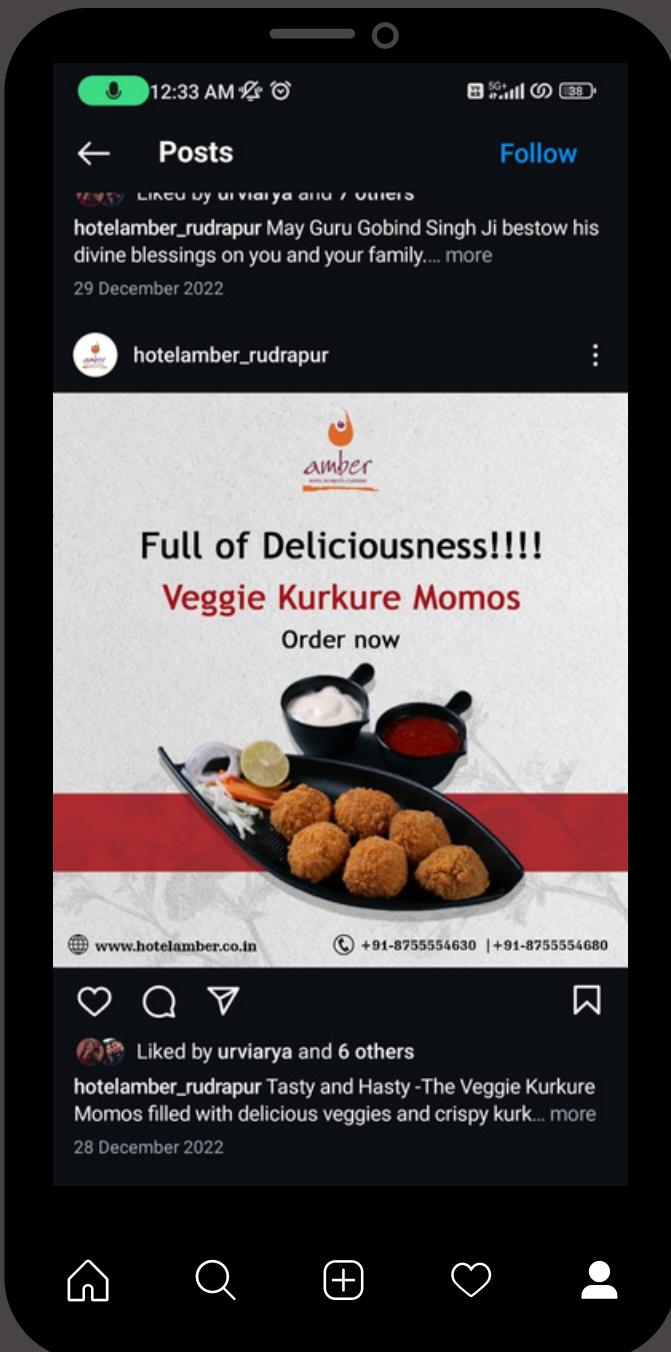
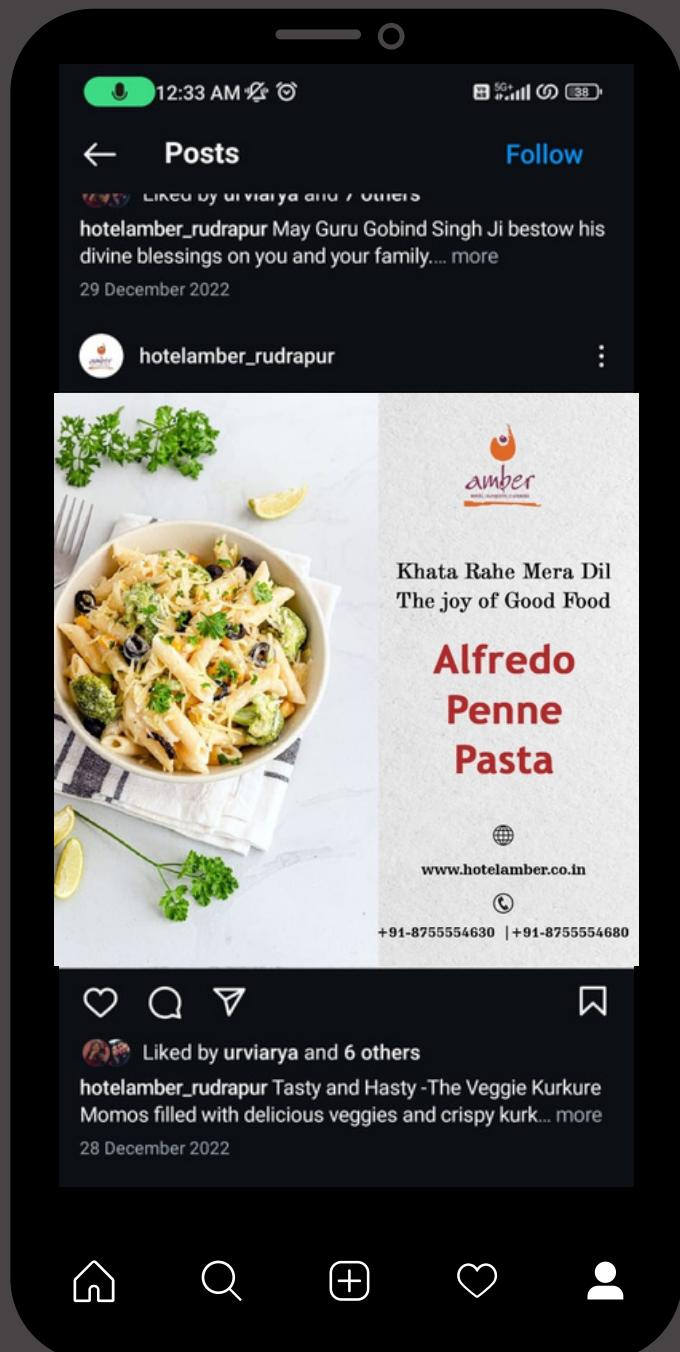
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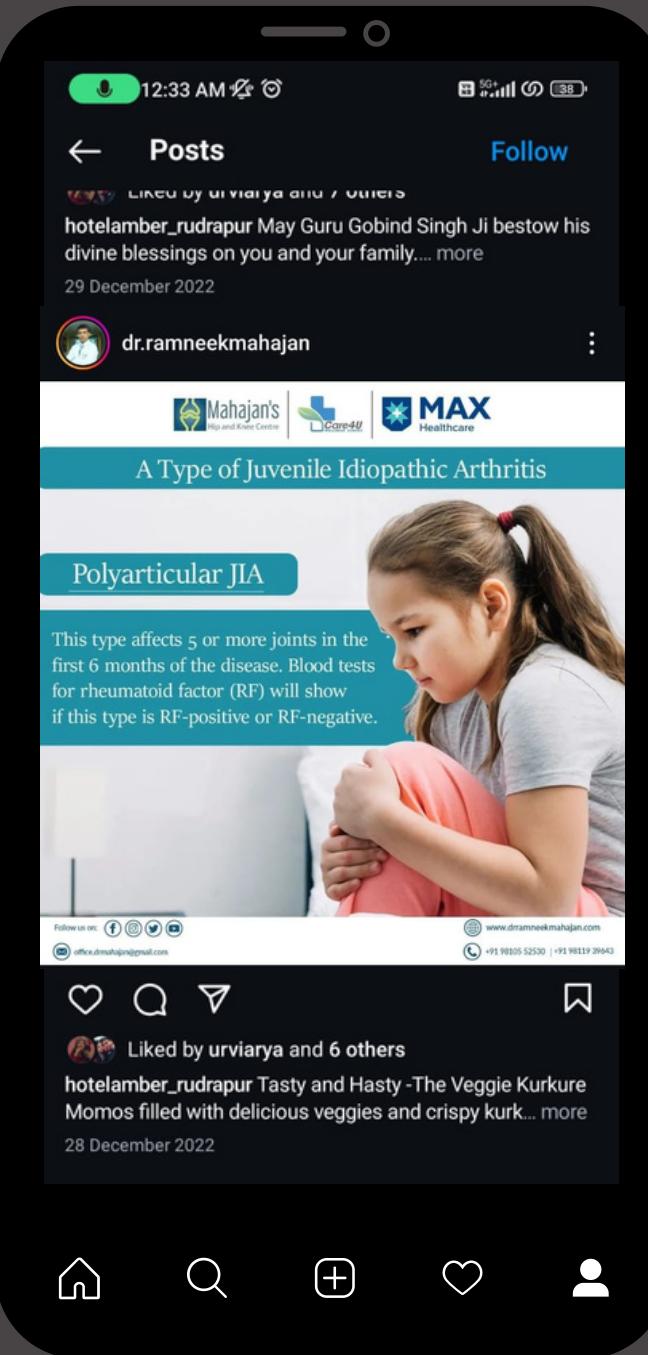
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SOCIAL MEDIA ADS



SOCIAL MEDIA ADS



UI / UX DESIGN

Smart Society Design Concept

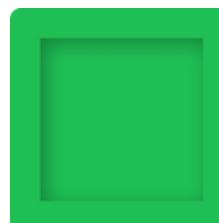
Smart App gives you the full management of the society. Check all the securities of the society, engage in polls and surveys, manage all the home deliveries and find the good household for your home.



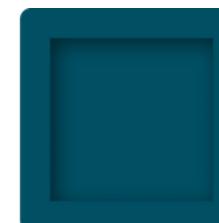
Style Guide

To reflect the brand's personality and achieve the exceptional user experience objective. Every colour has a special meaning, so I chose the Green and Blue colour

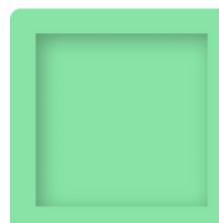
scheme. Blue colour is often found in nature and green colour has a strong association with the nature and gives you a sense of security, and stands for balance, growth, and stability.



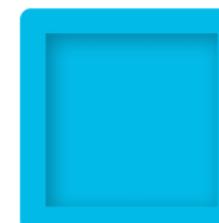
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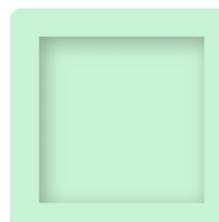
#004F63



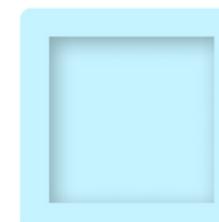
#87E4A6



#02BAE8



#C9F3D7



#C5F3FF

Typography

Aa

Font
Poppins

Aa

Poppins

Bold (30 Pts)

Aa

Poppins

Bold (22 Pts)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

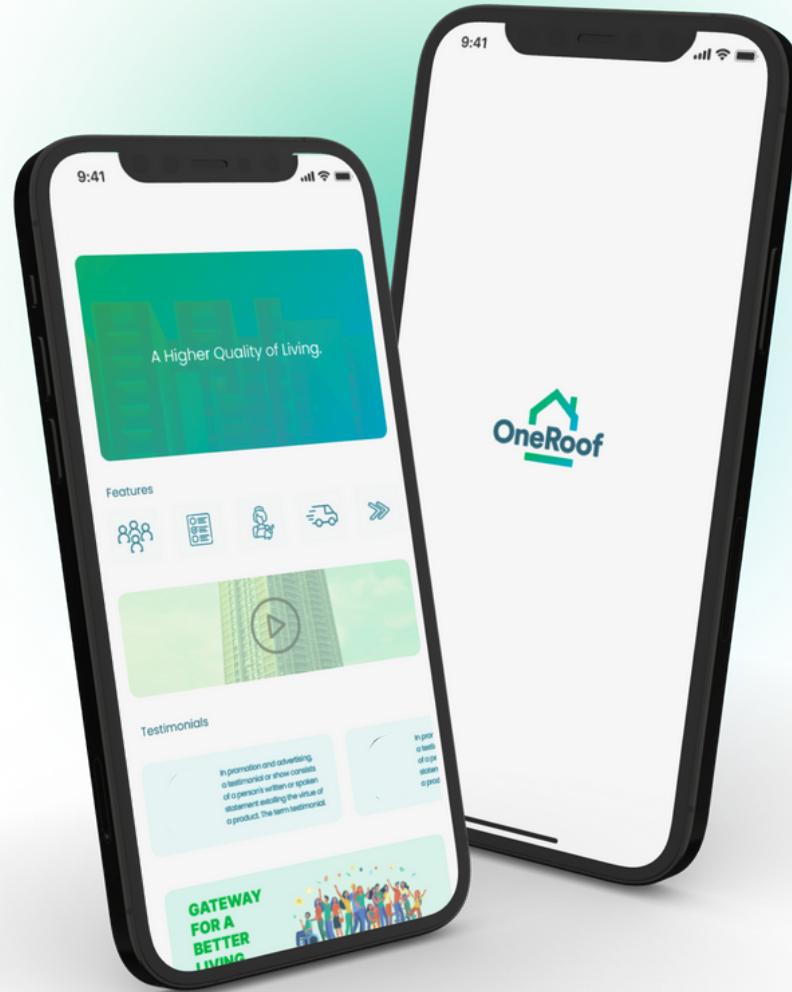
Poppins

Medium (19 Pts)

Aa

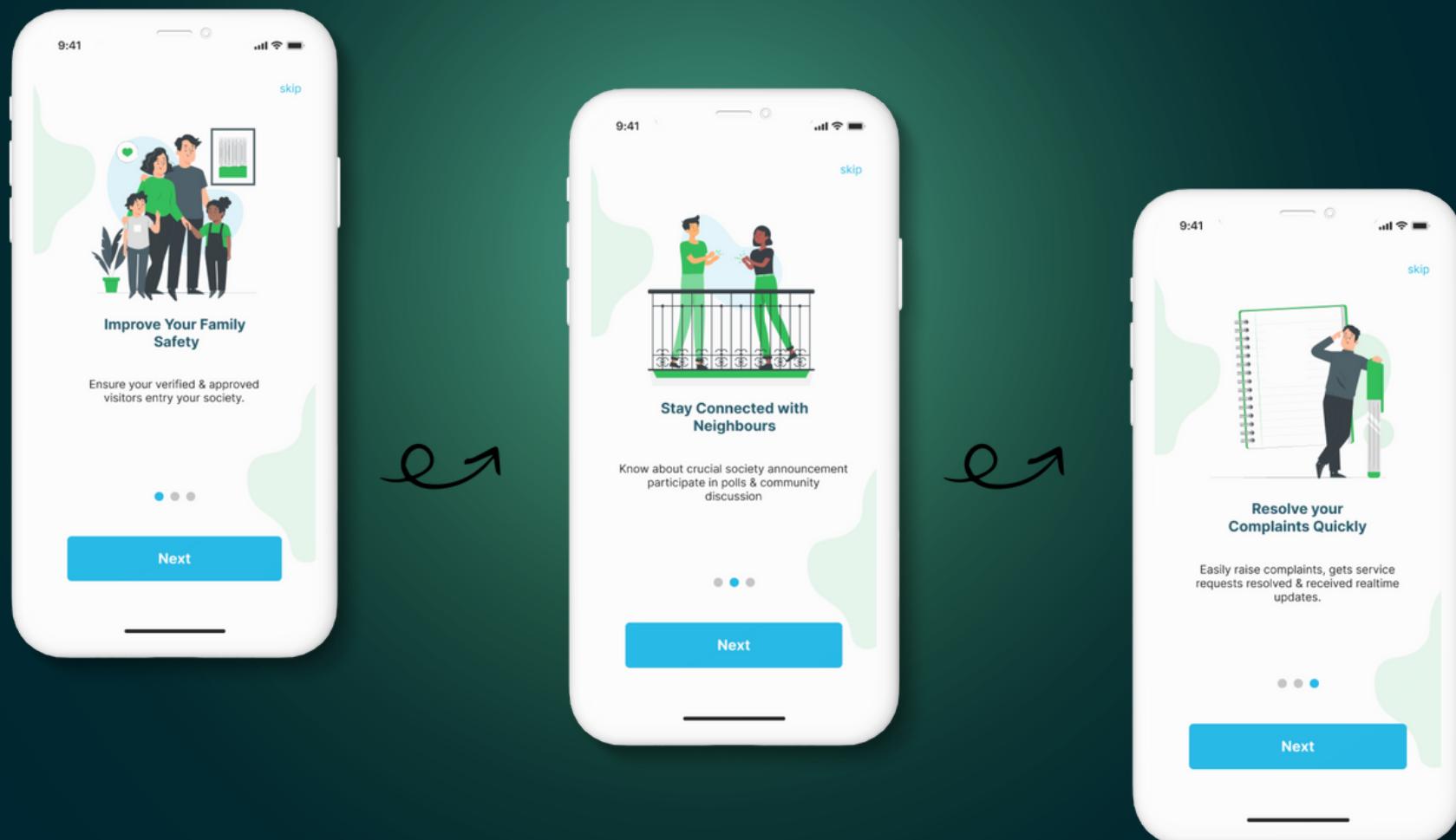
Poppins

Regular (19 Pts)



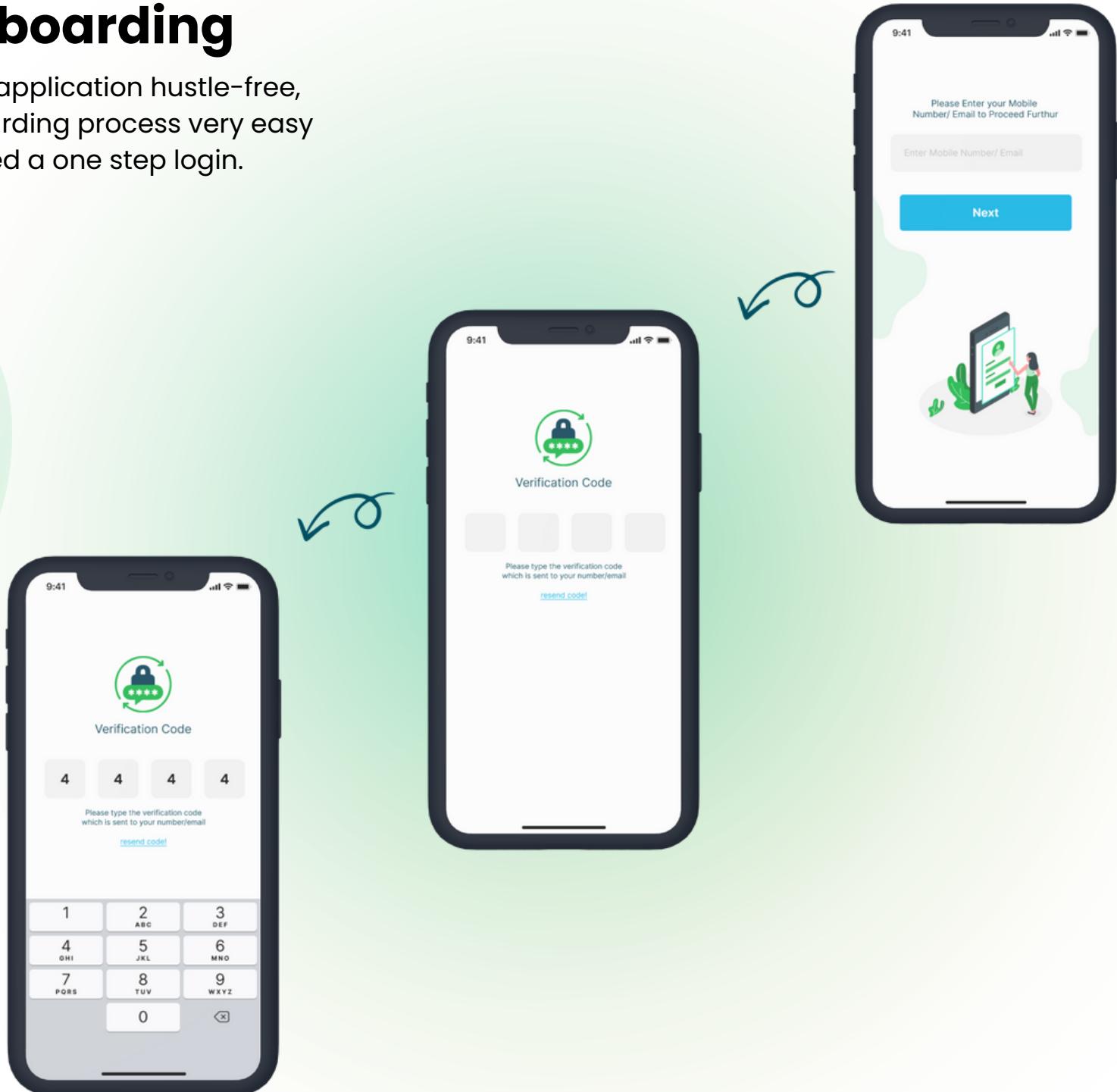
Walkthrough

Smart App gives you the full management of the society. Check all the securities of the society, engage in polls and surveys, manage all the home deliveries and find the good household for your home.



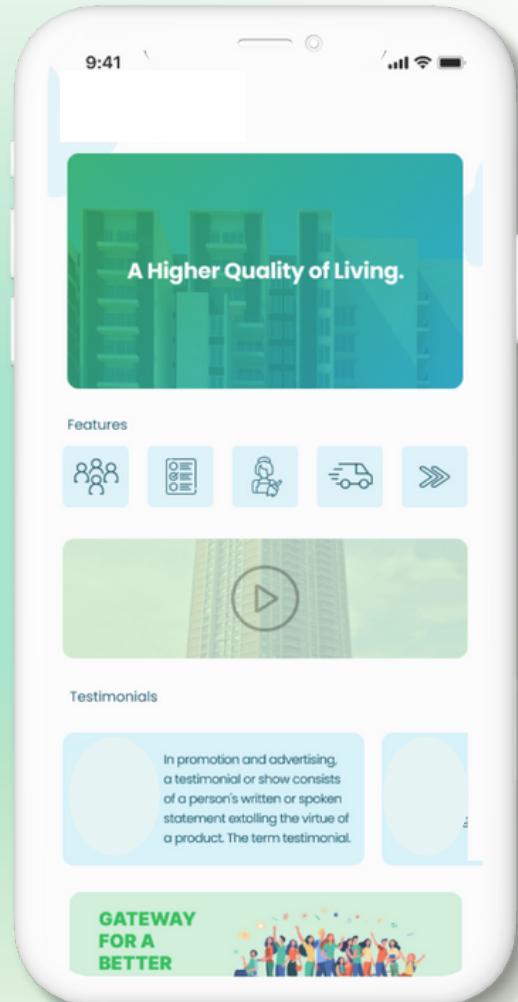
Easy Onboarding

To make using application hustle-free,
I kept the onboarding process very easy
and only required a one step login.



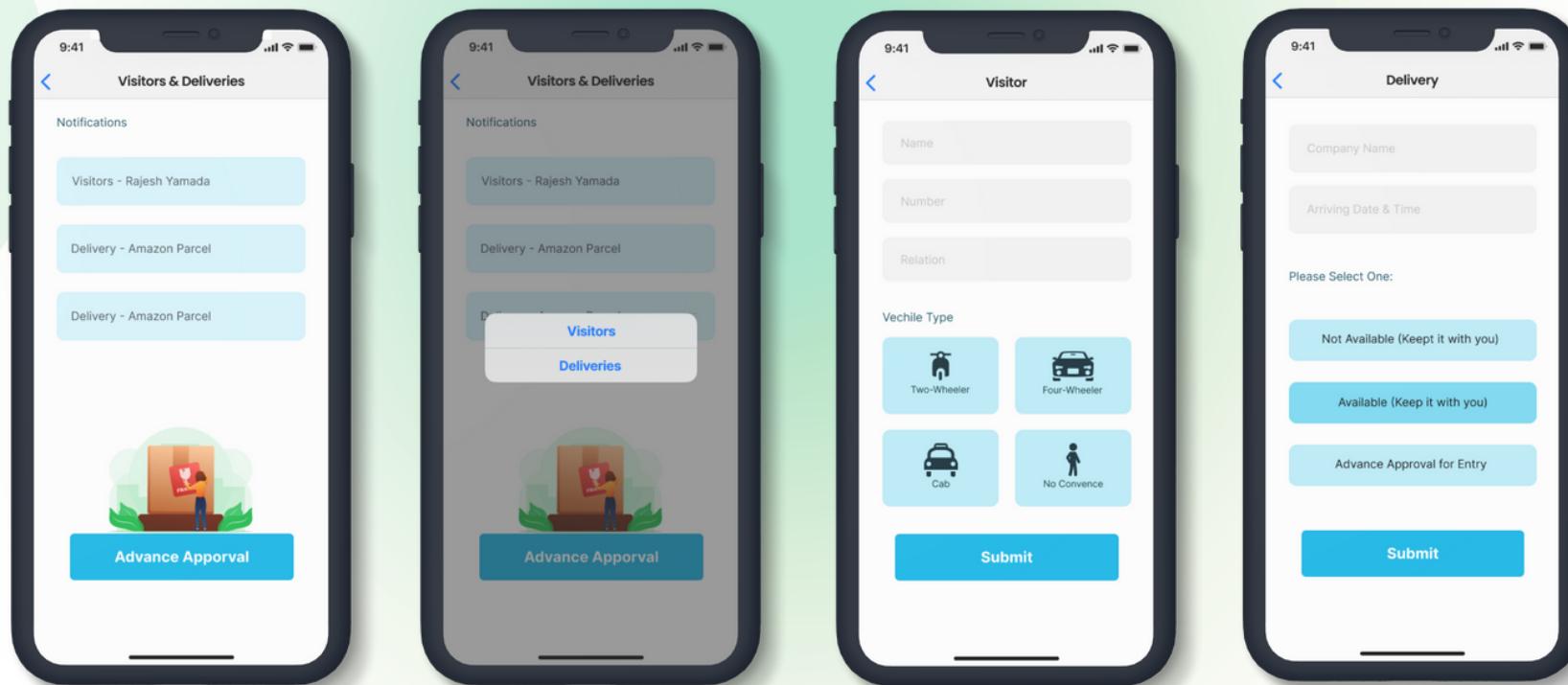
Home Screen

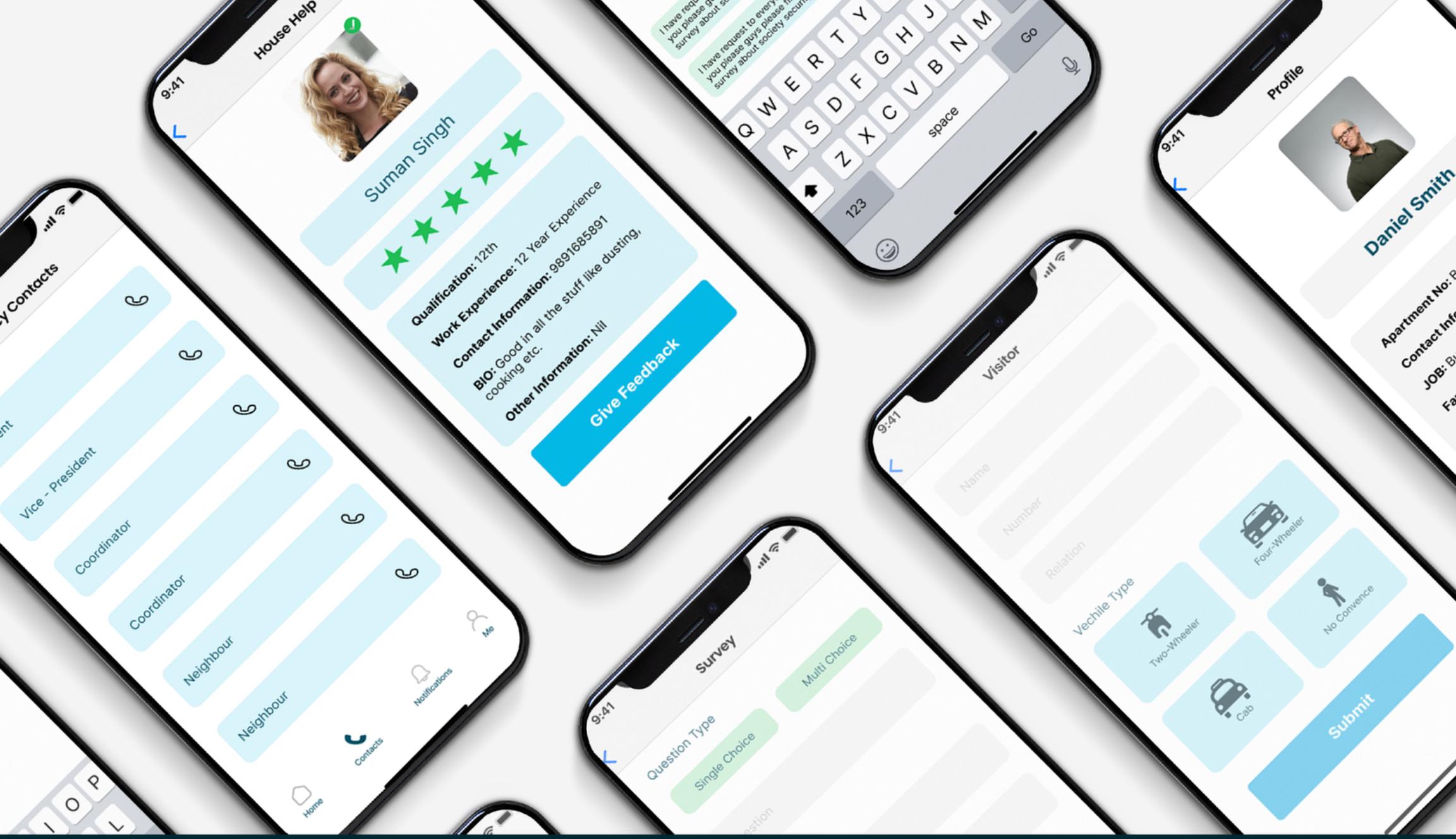
It is landing screen or you can say home screen where we shows the everything about the app and showing all the features & testimonial etc.



Visitors/Deliveries

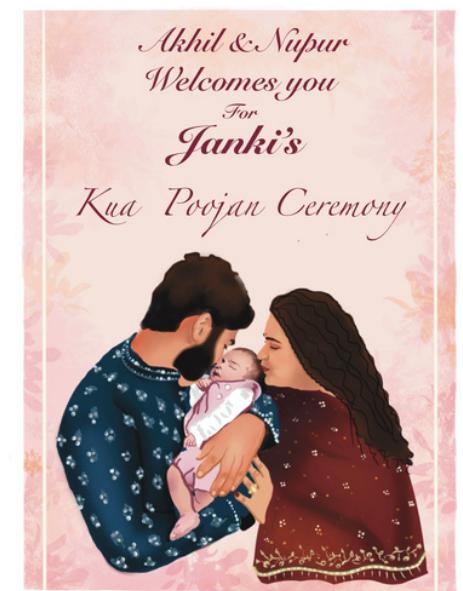
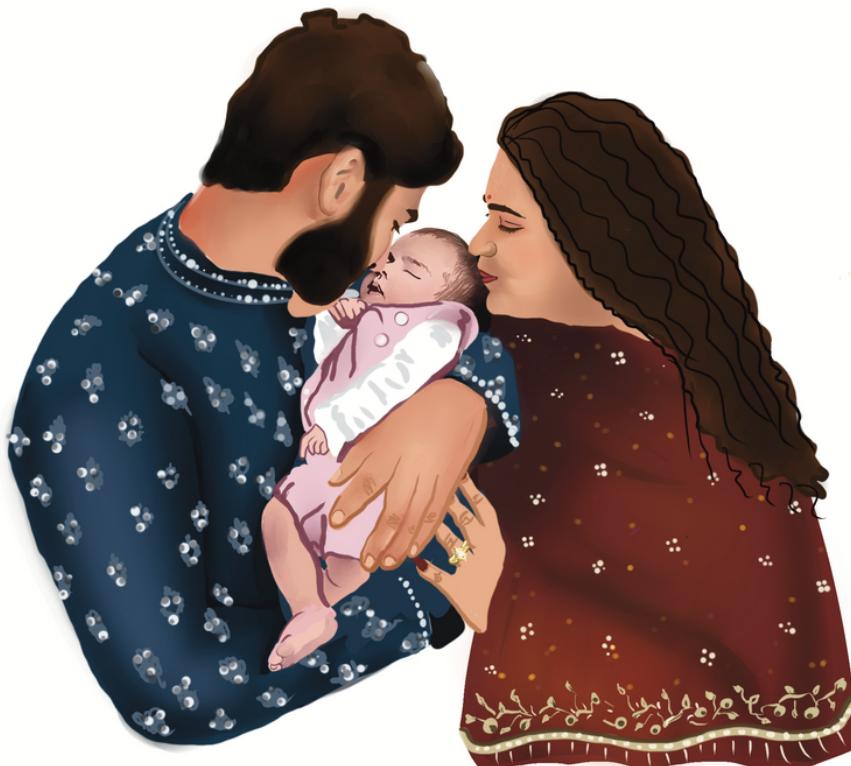
This app will give you freedom to manage your deliveries as per your convenience. Either you can approve pending requests or raise an advance request. It will help you in managing your parcels as well as your visitors.

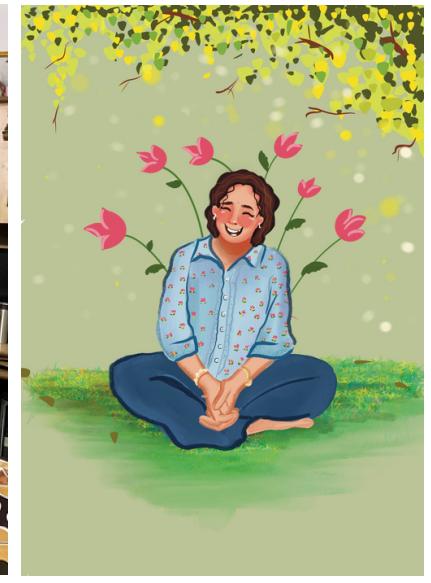


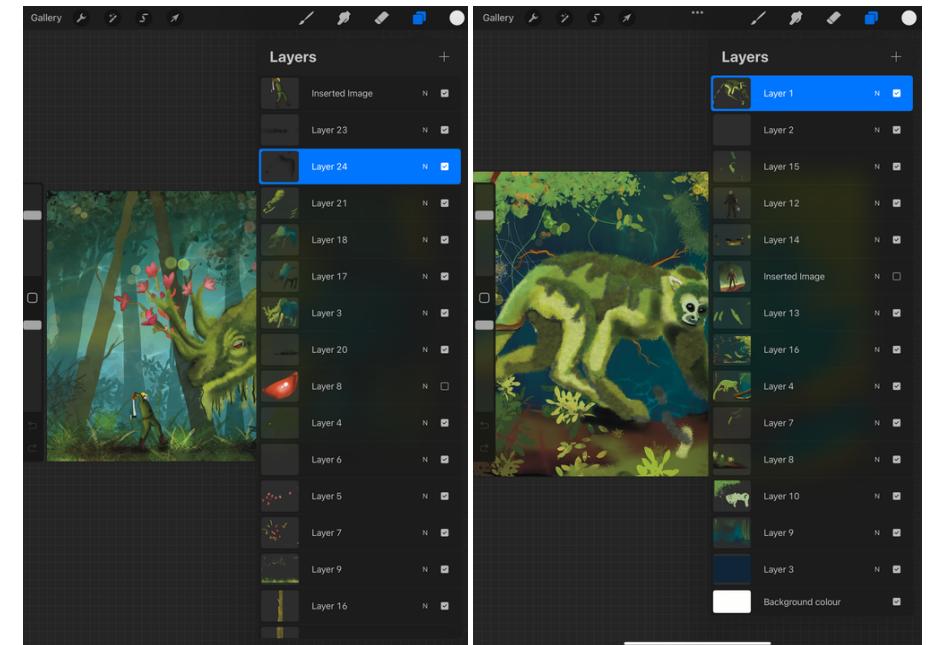


Thank you for scrolling

ILLUSTRATIONS

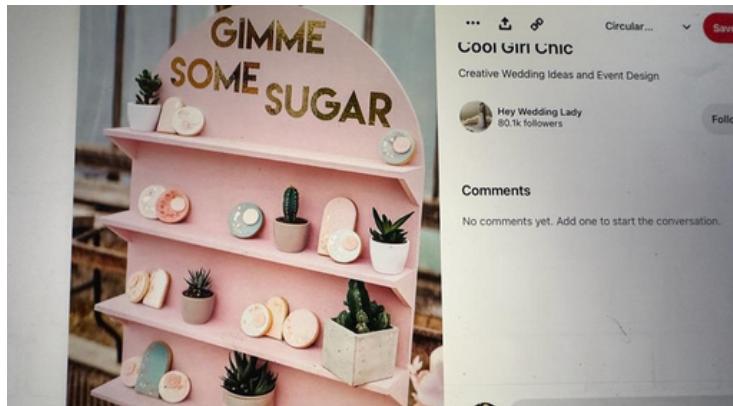




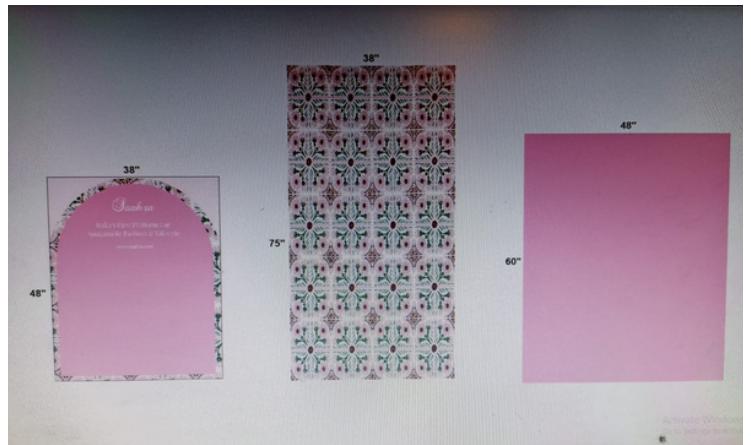
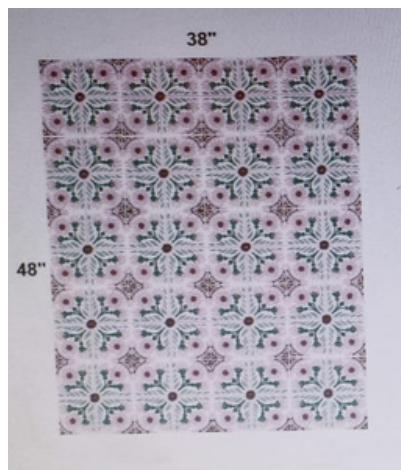


Layer work

Pattern



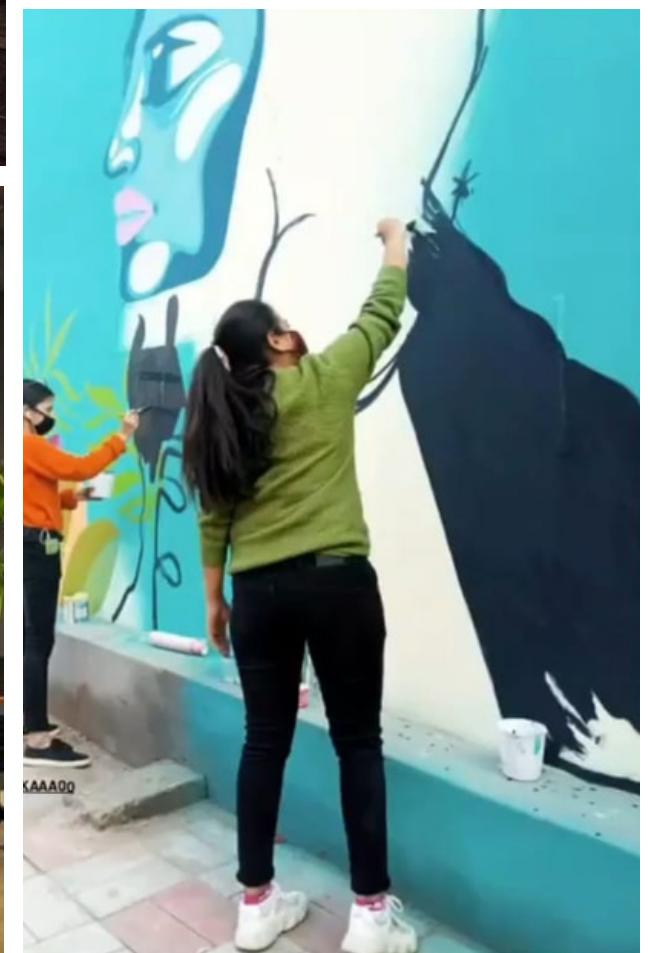
Reference



Design made on
adobe illustrator

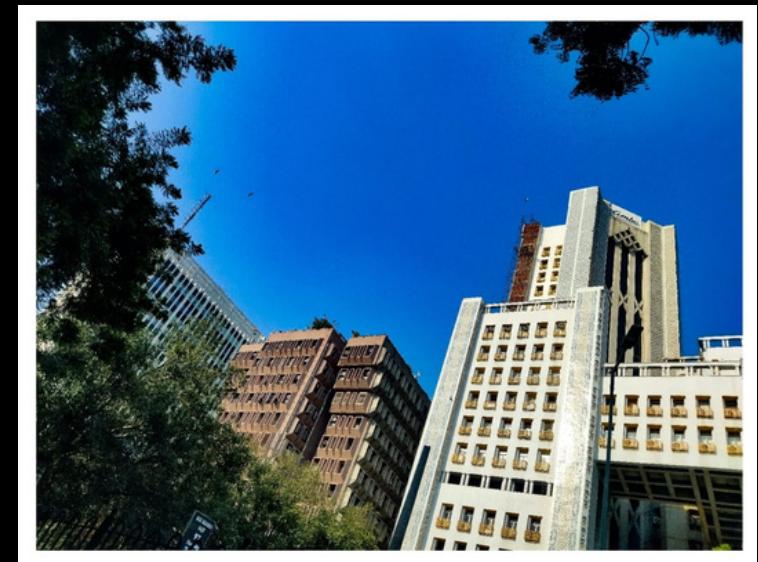
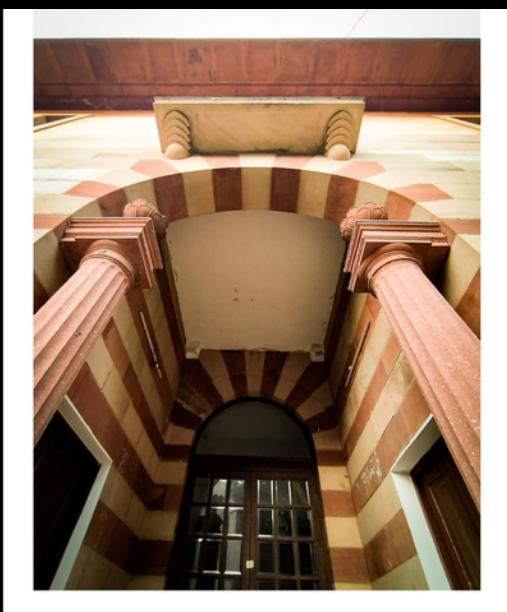


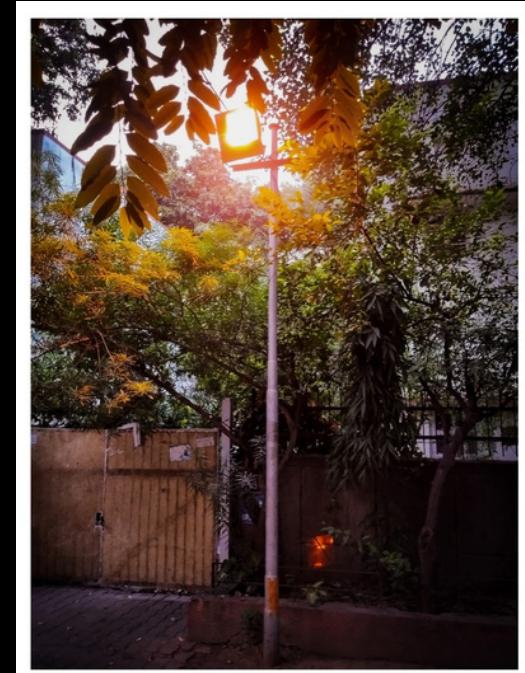
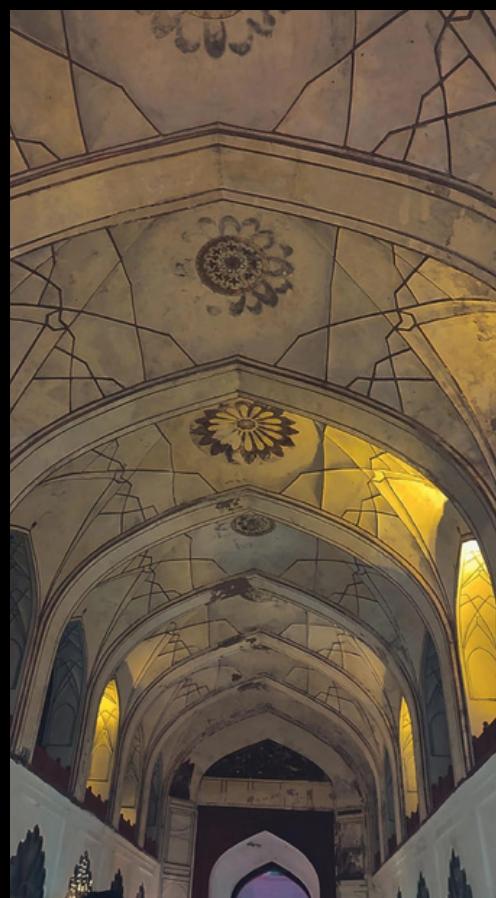
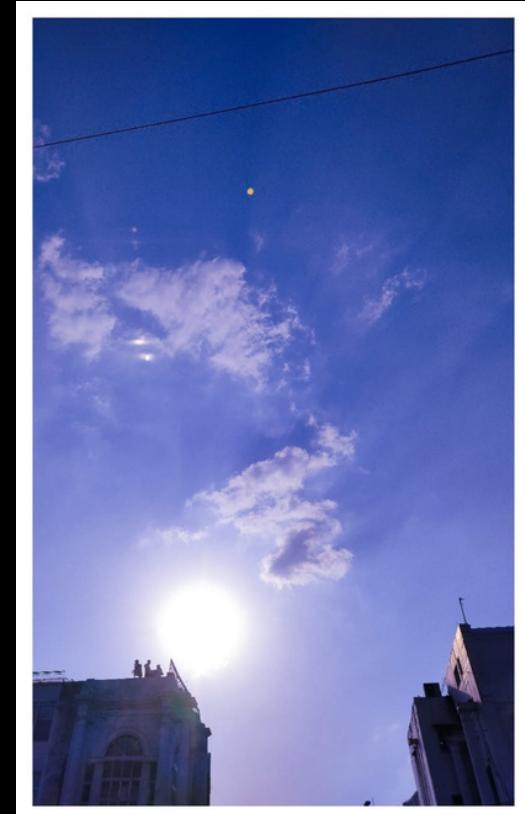
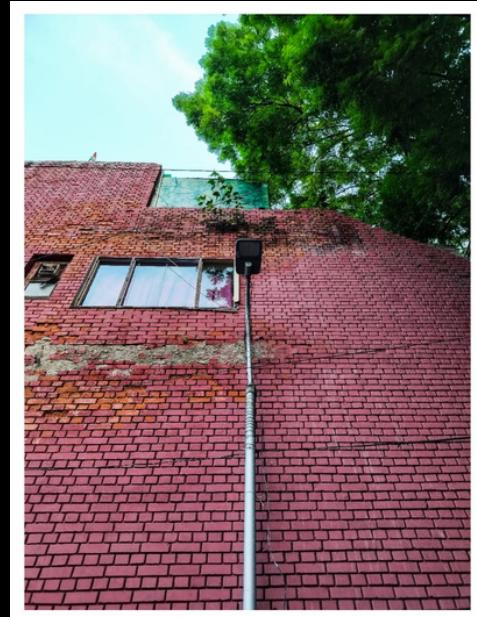
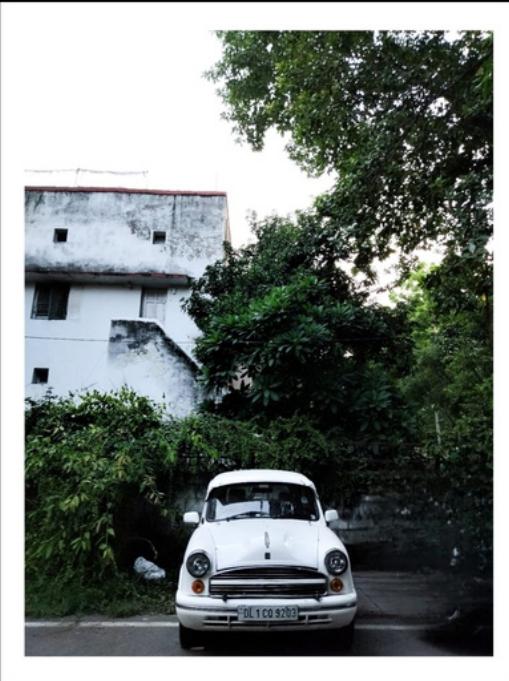
WALL ART



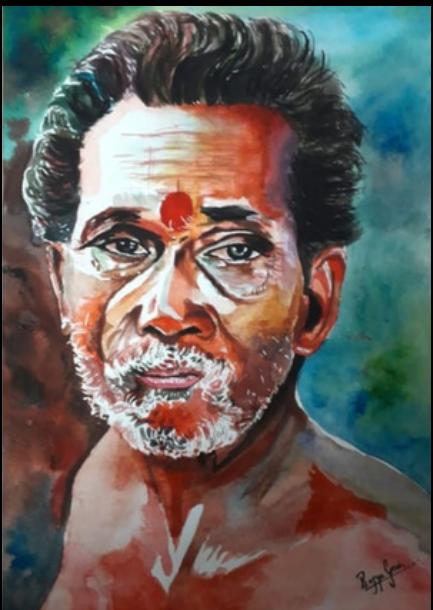


PHOTOGRAPHY

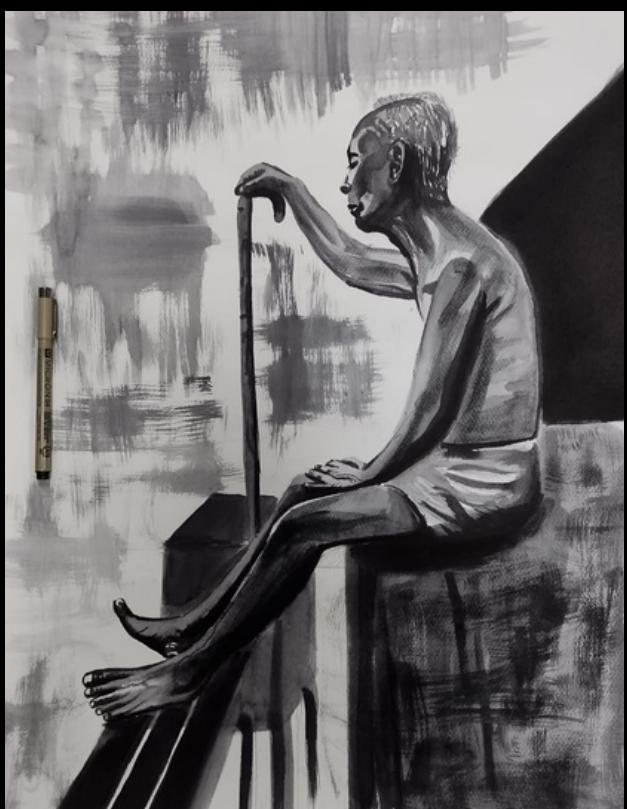
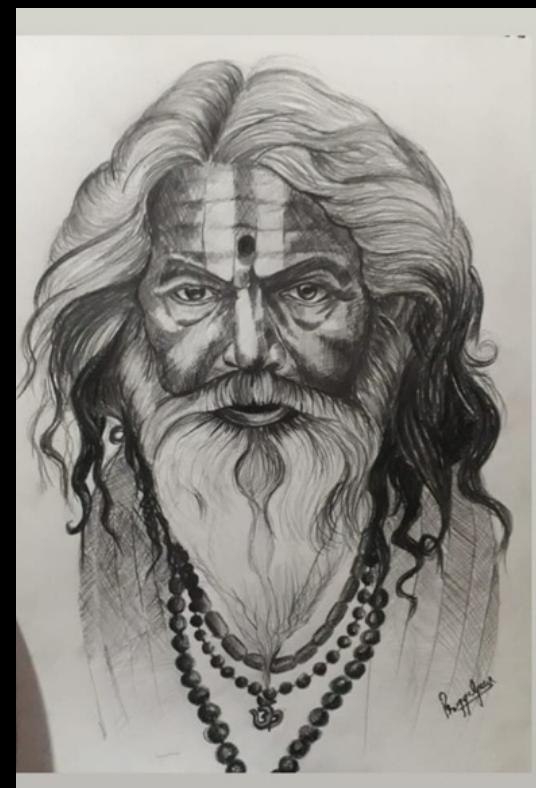


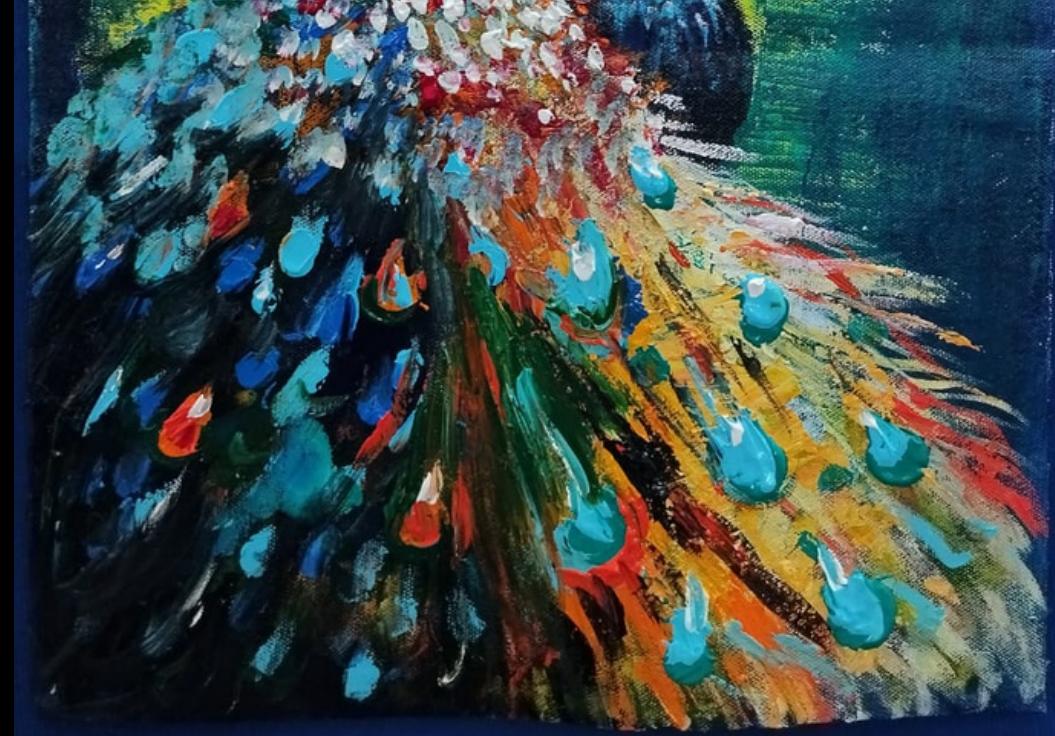
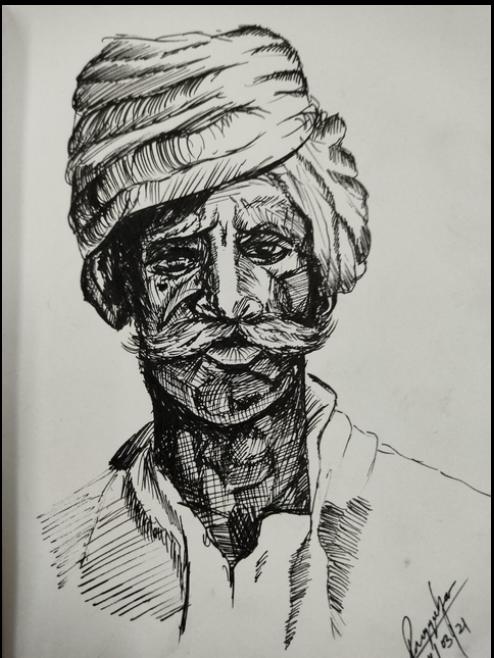


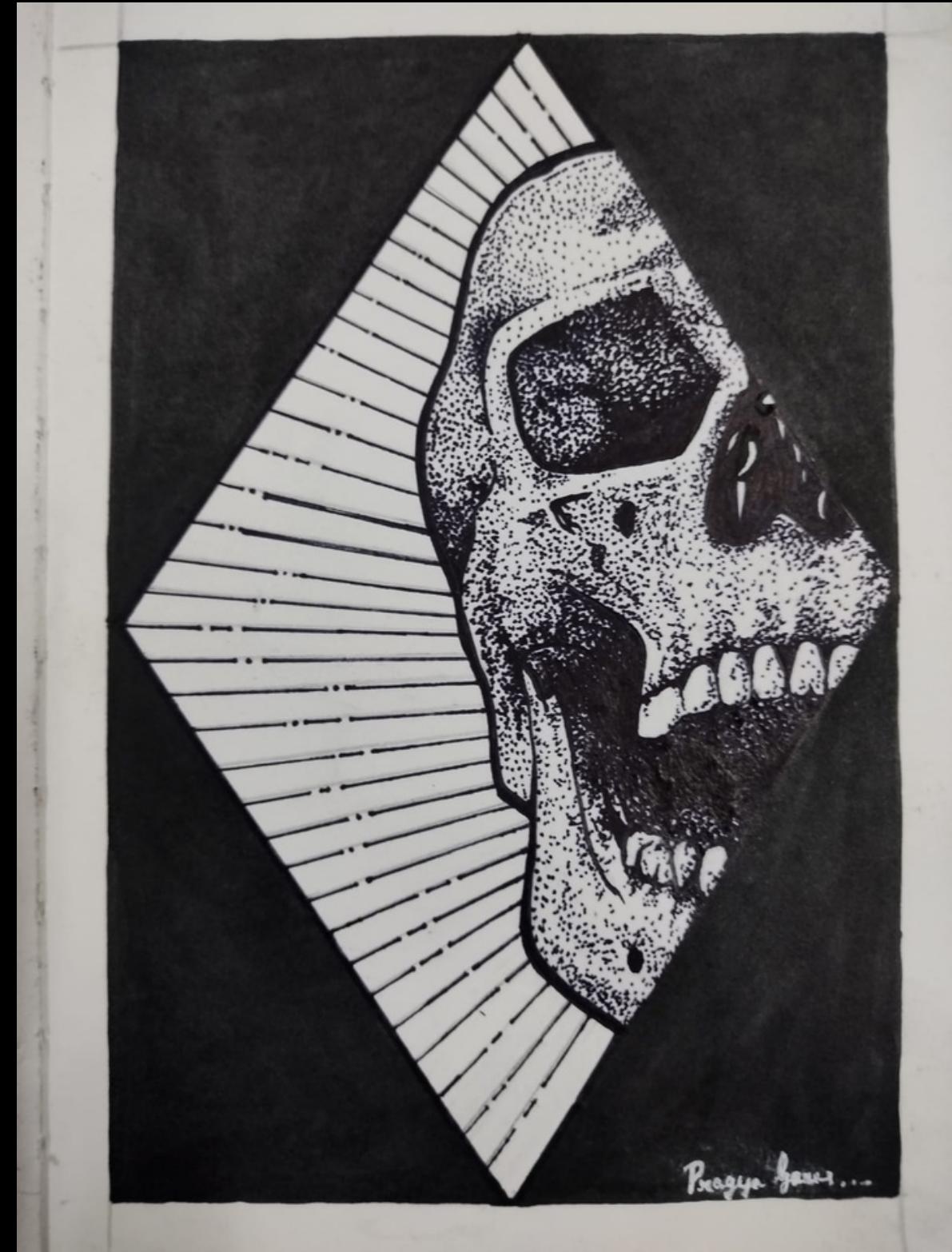
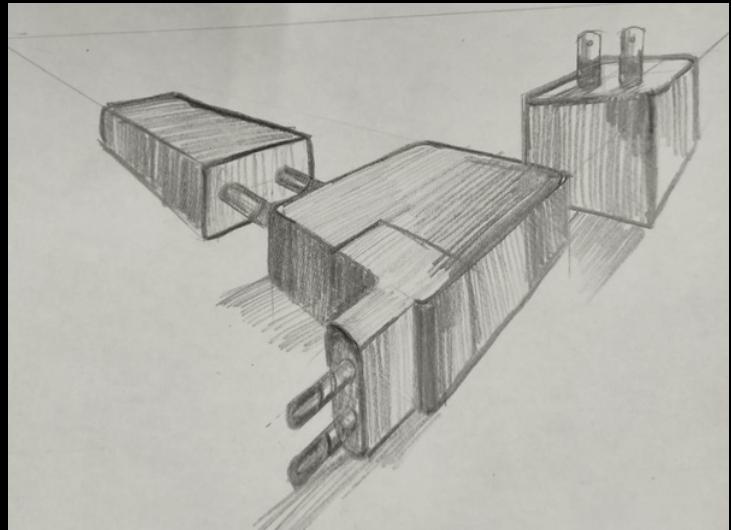
FINE ARTS











THANK YOU