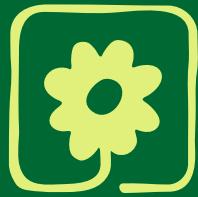


Branding | Graphics | Illustration

Portfolio

**jamila y.
akhtar**

About Me



I'm Jamila!

A designer with a slight obsession for colour and a deep fascination for transitional/liminal spaces (probably due to my Third Culture Kid upbringing and my Interior Design background).

My work concentrates on capturing the magic found in those small unassuming, mundane moments, emphasizing them to create lasting impact. I combine strategy with visual direction to infuse what I design with meaningful narratives.

My own life story takes me on adventures through the U.A.E. (Dubai) and the UK (London and Guildford), but for now I am back in my home country of Canada, where it all began.

Beyond design, I can be found with my nose deep in a book, doing sudoku, getting lost in some type of arts or crafts, dancing the day away, baking something sweet or being outdoors where I will either be enjoying a hike, the ocean, or a botanical garden.



Contact Me:

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Follow Me:

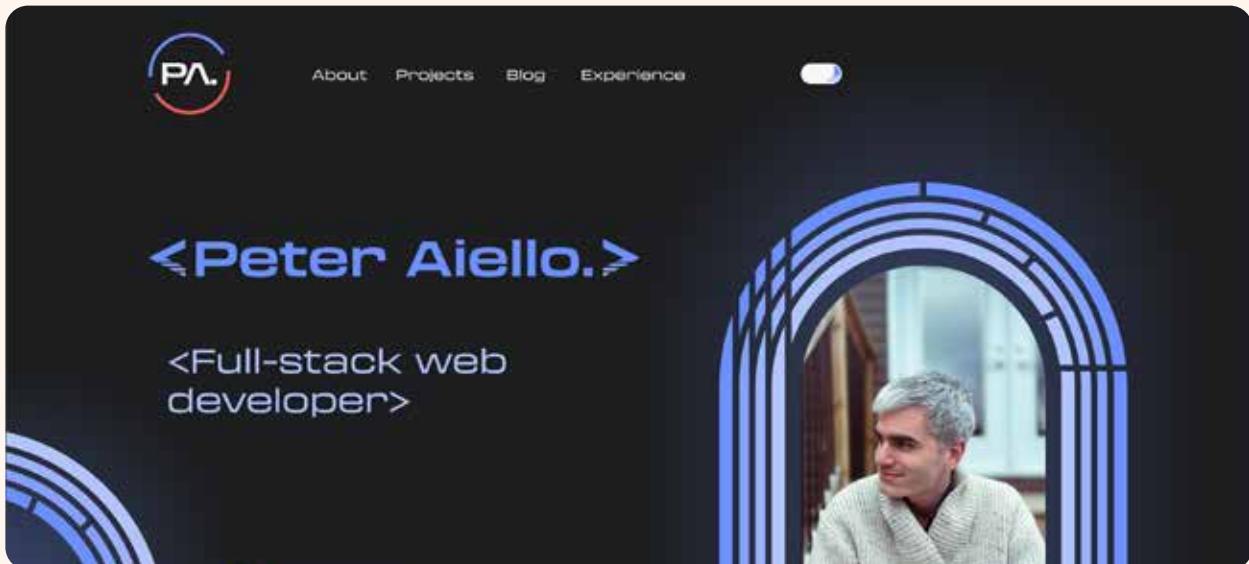
[@jamilayakhtar](#)

Peter Aiello Portfolio

Branding/Graphics

Dec 2025 – Jan 2026

Ottawa, Canada



BRIEF

Rebranding the website portfolio for a full-stack web developer who has recently moved to Canada from the UK and is looking for work.



This involved creating a fully cohesive brand kit that helps him stand out from amongst his competition.



CONCEPT



The main theme drew influence from 'retro futurism' and it sought to combine the developer's career path as well as his primary hobby: running.

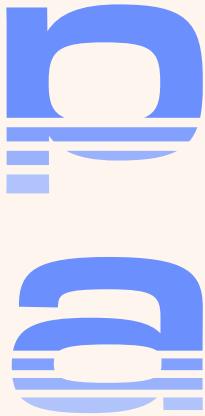


We wanted the end result to bring maximum impact with minimal input from the final designs and sought much inspiration from 'mid-century modern' design.



Minimal design. Maximum impact.

A large, stylized graphic element consisting of several concentric circles in shades of red and orange, resembling a rising sun or a track field. It is positioned on the right side of the page and contains the text 'Minimal design. Maximum impact.' written in a curved, lowercase, sans-serif font.



Retro

Futurism

DESIGN

The colour palette was kept simple yet high contrast in order to have the brand assets pop on the screen. The site was designed to have a 'dark' and a 'light' mode to that plays on the 'front-end' and 'back-ends' of websites that developers work with. The typography remains bold and impactful yet minimal bringing forth that retro futuristic feel.

The overall design sports a broken gradient to further that retro futuristic aesthetic and was also partially inspired by a running track, thus blending the developer's career and hobby as one cohesive unit. It highlights his values of innovation, resilience, synergy and adaptability.

Those Darjeeling Days

Branding/Graphics

Jan 2025 – Dec 2025

Ottawa, Canada

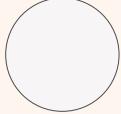


BRIEF

Develop a brand kit for an upcoming contemporary creative blog that covers a wide range of creative interests the blogger enjoys exploring. The blogger is focused on reigniting her interests from childhood and bringing them into her adult life.



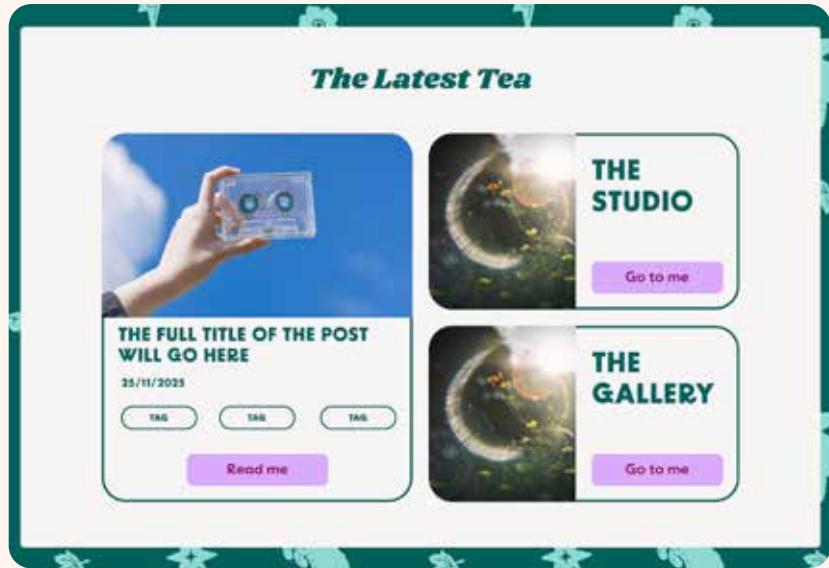
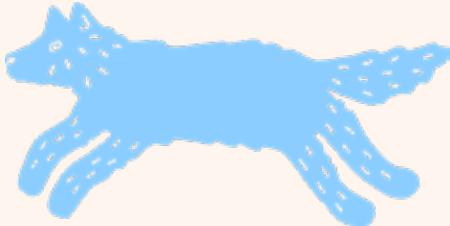
CONCEPT



The design concept was inspired by warm, cosy library or conservatory nooks filled with stories to burrow into; a safe haven for creativity, whimsy, community. It is a (virtual) den where the blogger can explore and share her curiosities both in comfort and from a place of comfort.

Hence the theme: 'Nostalgic Folklore'.





CHRONICLES

OF CREATIVITY



DESIGN

Building upon the values of Connection, Adventure, Wisdom, Cosiness, Creativity and Play, the final design resulted in a hand-drawn typeface for the logo suite inspired by retro, organic lines with folksy storybook charm. This was further infused into the icon suite, illustrations and patterns to fully implement the concept of a dreamy home library to curl up in.

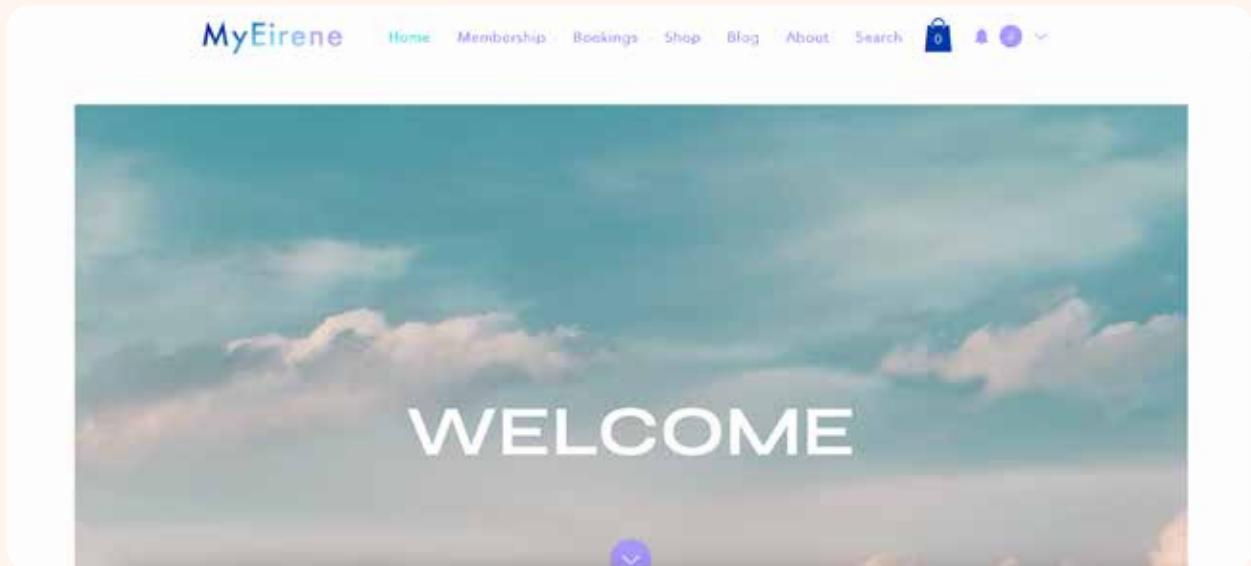
The icon suite comprise of common creatures found in folktales who invoke the spirit of the brand's values. Illustrations were inspired by symbols and characters often found in folk art. Everything was hand-drawn to carry that whimsical, creative energy throughout.

MyEirene Ltd

Branding

Mar 2021 – May 2024

Guildford, United Kingdom



BRIEF

Craft a full brand kit for an online wellbeing and mindfulness platform that operated via a membership subscription.

It blended holistic and scientific practices aimed at helping people struggling with low-to-mid level mental health issues brought on by the pandemic, by giving them access to affordable, holistic solutions that could help improve their mental and emotional wellness.



CONCEPT

A key directive was to shift the limited depth of perception around how people perceive 'mindfulness', but also to highlight that the company's services blended holistic with scientific practices. The company name, 'MyEirene', came from the Greek goddess and personification of peace, Eirene. Put together it became a play on 'my peace of mind'.

With this in mind, it became clear that we needed to represent the goddess Eirene herself alongside creating synergy between the words 'peace' and 'mental health'.





MyEirene

A screenshot of a website page. At the top, there's a navigation bar with links: Home, Membership, Bookings, Shop, Blog, About, Search, and a shopping cart icon. Below the navigation is a large image of blue flowers. To the right of the image is a purple rectangular box containing the word 'BLOG' in white capital letters. Below 'BLOG', there is a block of text describing the blog's purpose: "Part of our online publication, our blog is where we explore the latest trends and forecasts, provide advice, tips and education on both mindfulness and wellness topics, share personal journeys from featured practitioners and track the evolution of the industry. All coming to you completely for free!"



DESIGN

The logos were designed to be professional yet soothing with a professional widened sans serif typeface alongside handrawn icons to add a human touch. The branches twist up to form a crown to honour the mind and peace as olive branches were gestures of peace and to emphasize the 'peace of mind' concept.

I used symbols associated with the goddess, including her bust, and a sceptre, which stood for taking control over your own life. The design style was inspired by ancient Greek pottery's 'black figure art'. Blue and purple were the predominant colours to evoke serenity and peace.

Sandancer EP

Illustration/Graphics

Nov 2018 – Apr 2019

London, United Kingdom



BRIEF

Design the album artwork for the debut EP of a London-based indie/folk musician.

The cover art had to work across a variety of social platforms as well as potential physical media, so the artwork had to be adaptable dimension-wise. It was also important for the art to represent the album's overarching theme.



The eponymous 'Sand dancer' staring wistfully out to sea, fixated on the day slipping away.



CONCEPT

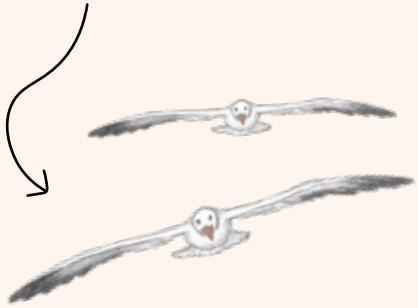
When it came to concept, inspiration came from the album's songs. Each song had a specific theme, focusing on people the musician knew who he had been inspired by. This was seen in the naming of the album as well, which drove the direction I took during art development.



We wanted it to embody a sense of wistfulness and nostalgia; to follow life's cyclic ebb and flow, the beginnings as well as the endings.



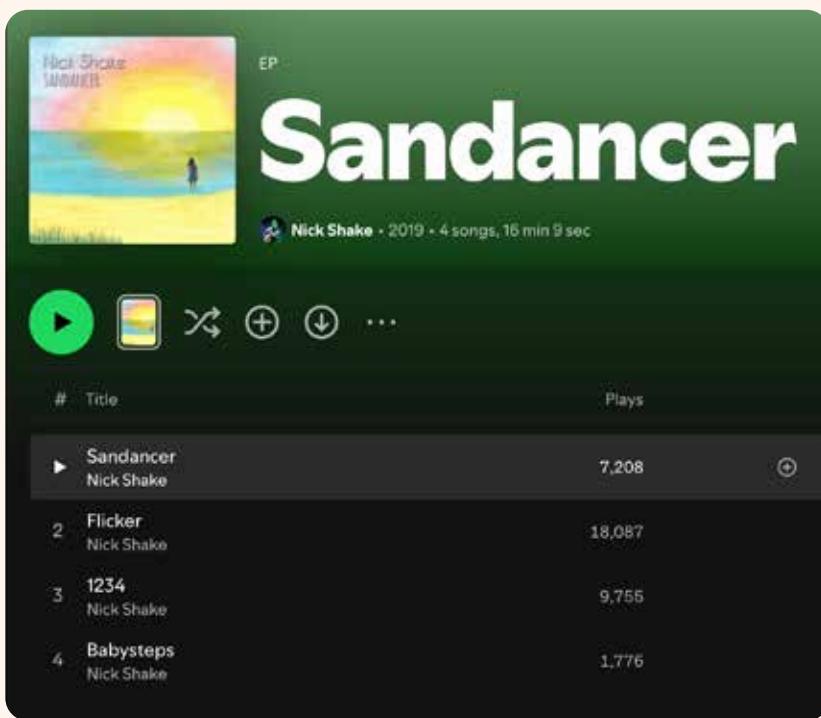
Two seagulls, steadfast
seaside characters,
emphasizing adaptability
through life's constant tides.



"They call you
a Sandancer."



"They call you
a Sandancer."



A young family walking
away from the sunset,
ready to embrace the
new day ahead.



DESIGN

All characters were based on people in the musician's life who had a large impact on him. It was decided that the highly personal nature of this album needed to be emphasized, so it was all initially handdrawn using watercolours, oil pastels, soft pastels and colour pencils. The final image was collaged and compiled using Adobe Photoshop.

The sunset scene reflects the albums' name (which comes from a colloquial term to describe someone from South Shields, UK) and gives it a sentimental, nostalgic aesthetic that captures the feeling of endings and beginnings – the ever-shifting tides of life.