

Design PORTFOLIO

ISHITA SHOME

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Greetings! I'm Ishita Shome, a passionate Graphic Designer on a creative journey fueled by a love for transforming ideas into visually enchanting designs. Hailing from the culturally rich landscape of Siliguri, West Bengal, my design ethos is a blend of diverse experiences and a commitment to crafting meaningful visual narratives.

Introducing THE DESIGNER

My design odyssey commenced at the esteemed National Institute of Fashion Technology, Kannur, where I cultivated my skills and earned a Bachelor's degree in Design. Infused with the essence of fashion, my creative exploration extended to diverse avenues, from communication design to the intricate world of textiles.



*Over 5 Years, ENHANCING
12+ BRANDS IN 3+ COUNTRIES*



and more

Vision

EMPOWERING BRANDS THROUGH
CREATIVE EXCELLENCE:

My vision is to be a catalyst for brand success, seamlessly blending artistic innovation with strategic design. I aspire to create visually compelling narratives that not only captivate but also elevate the essence of every brand I collaborate with. With a global mindset and a passion for pushing creative boundaries, I aim to be a driving force in the dynamic world of graphic design, contributing to the visual language that shapes perceptions and resonates with diverse audiences.



Key SKILLS

As a versatile designer, my expertise encompasses:

- Graphic Design
- Logo Design
- Branding
- Book/Magazine Covers
- Print Media
- UI/Ux Design
- Typography
- Art Direction

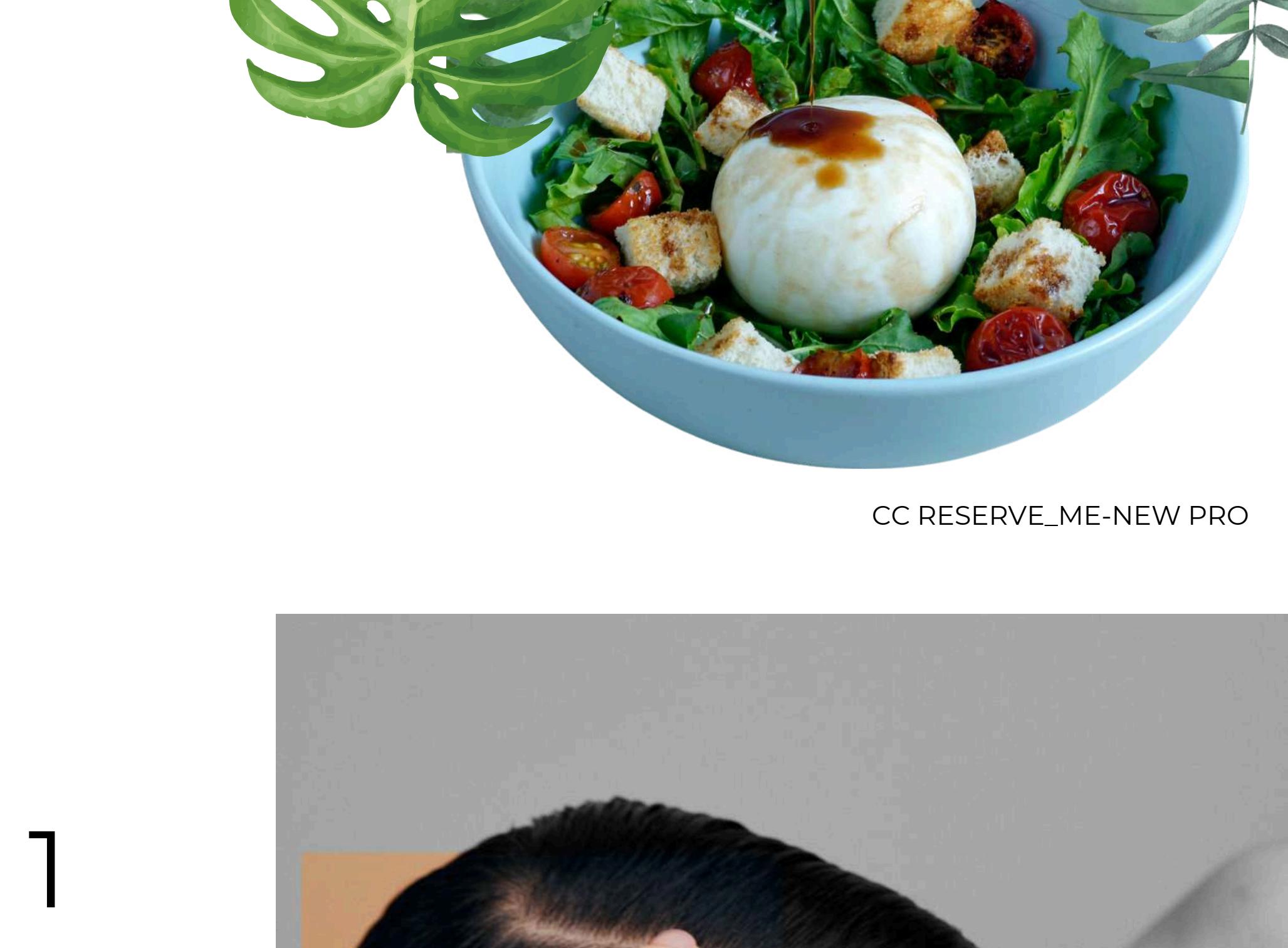
These skills empower me to approach projects holistically, weaving designs that seamlessly blend aesthetics with purpose. Join me as we embark on a visual journey, where creativity meets passion in every stroke.



ELMAS DIAMONDS



EAT PLATE LOVE



CC RESERVE_ME-NEW PRO

PRIMORDIAL COSMOS ग्राहक
नारीशास्कि



AARADHAK-T_SHIRT GRAPHICS

Brand SHOWCASE: 1



ELMAS

ONCE A DIAMOND ALWAYS A DIAMOND



CINZEL

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RALEWAY

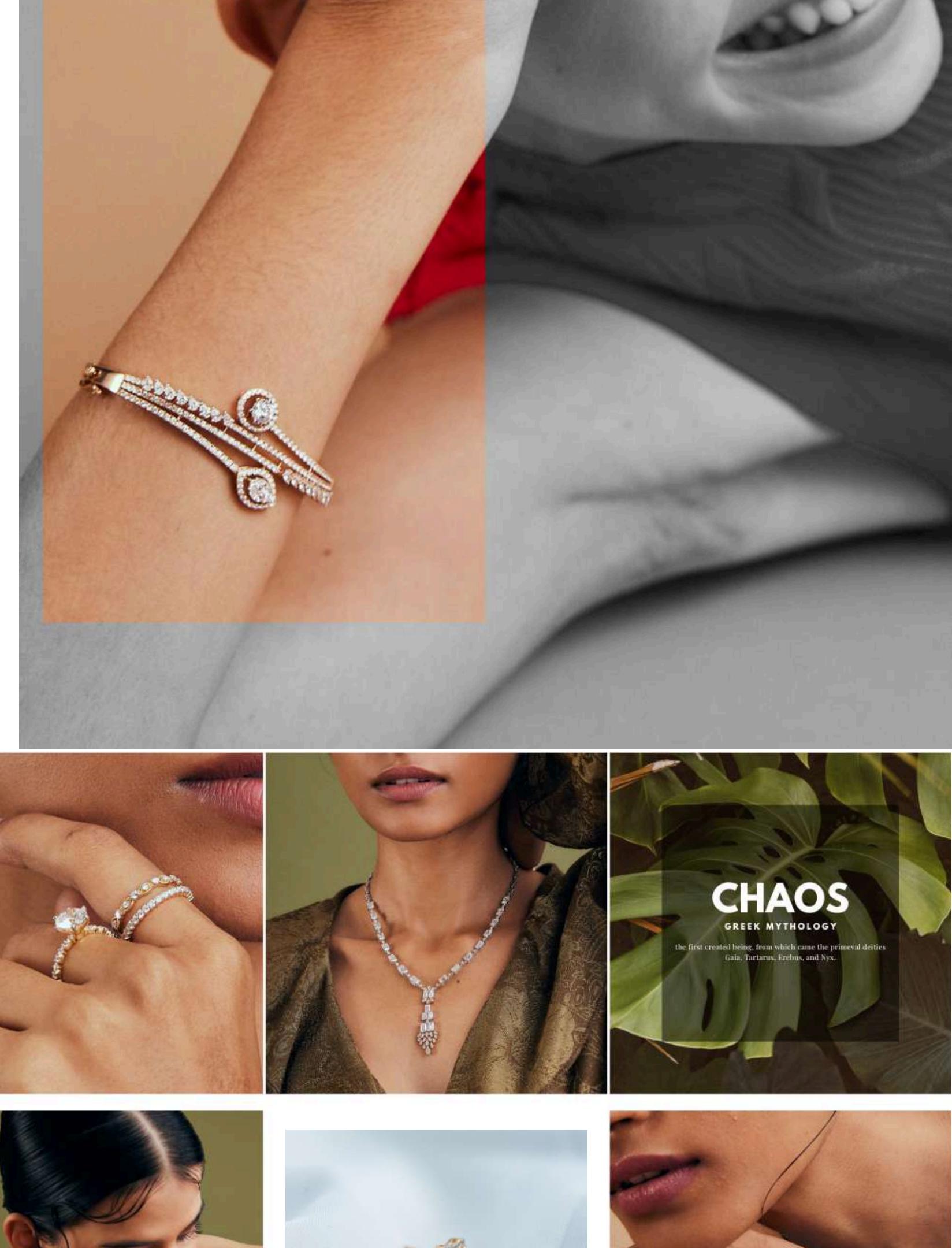
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CINZEL DECORATIVE

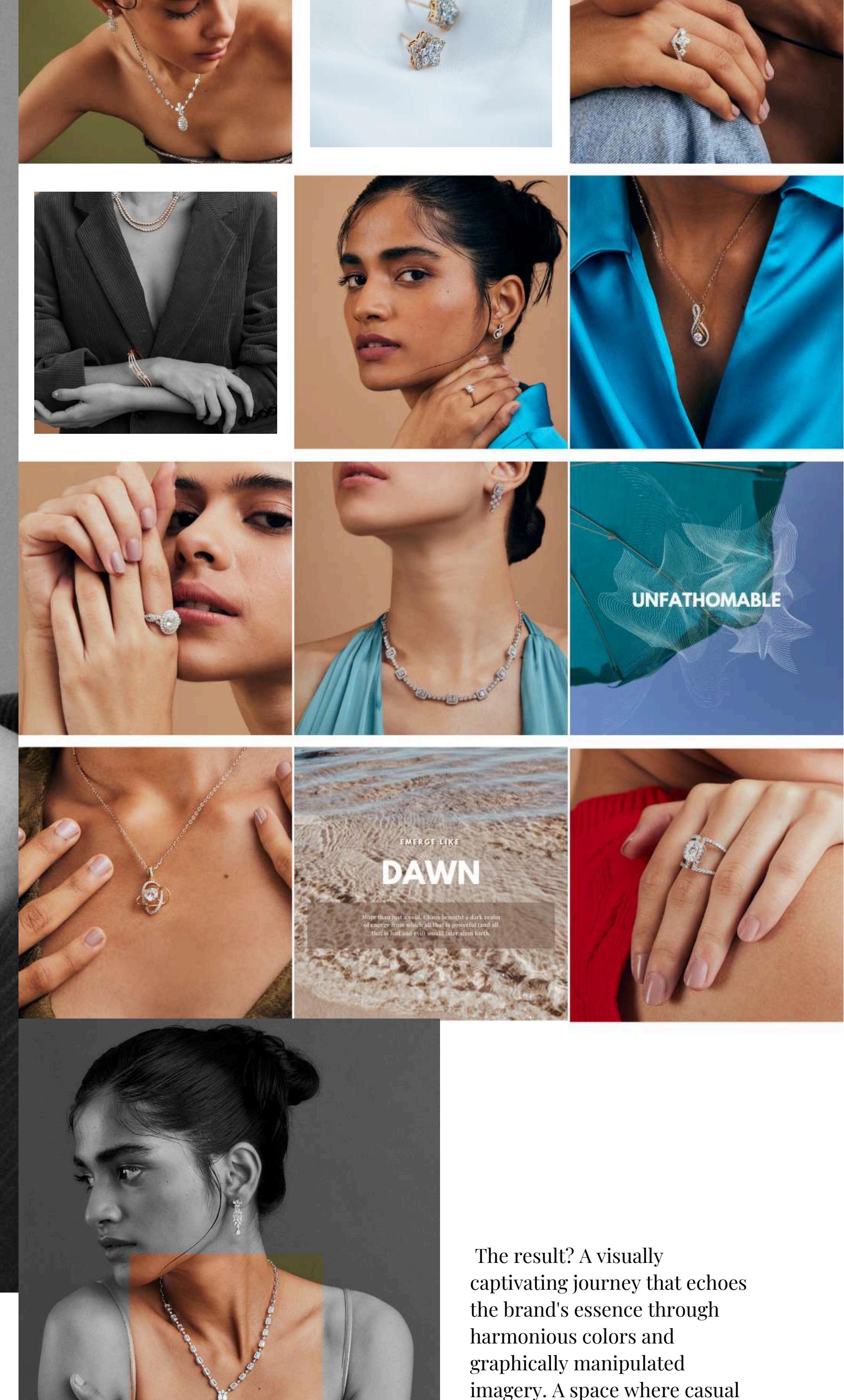
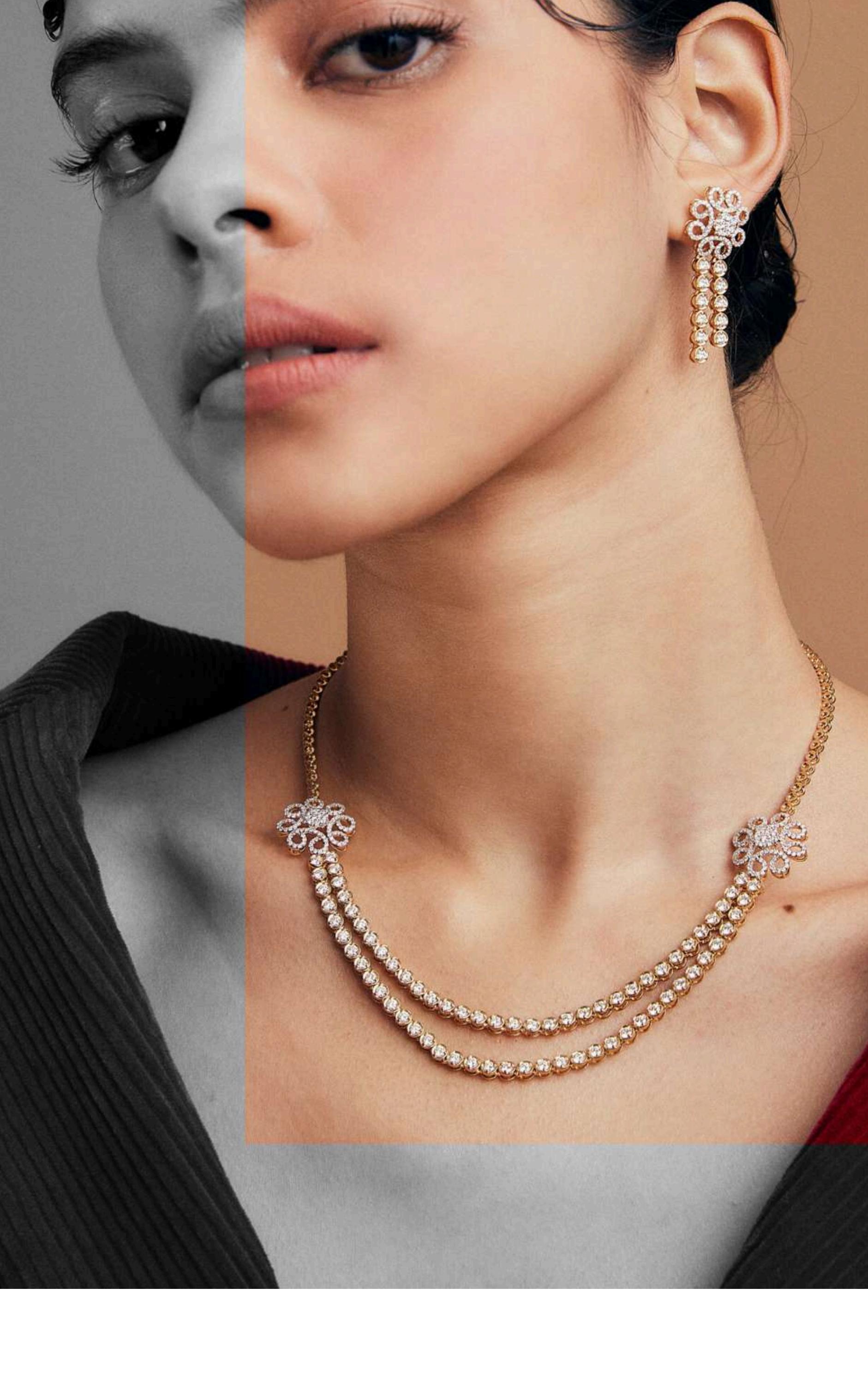
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PLAYFAIR DISPLAY

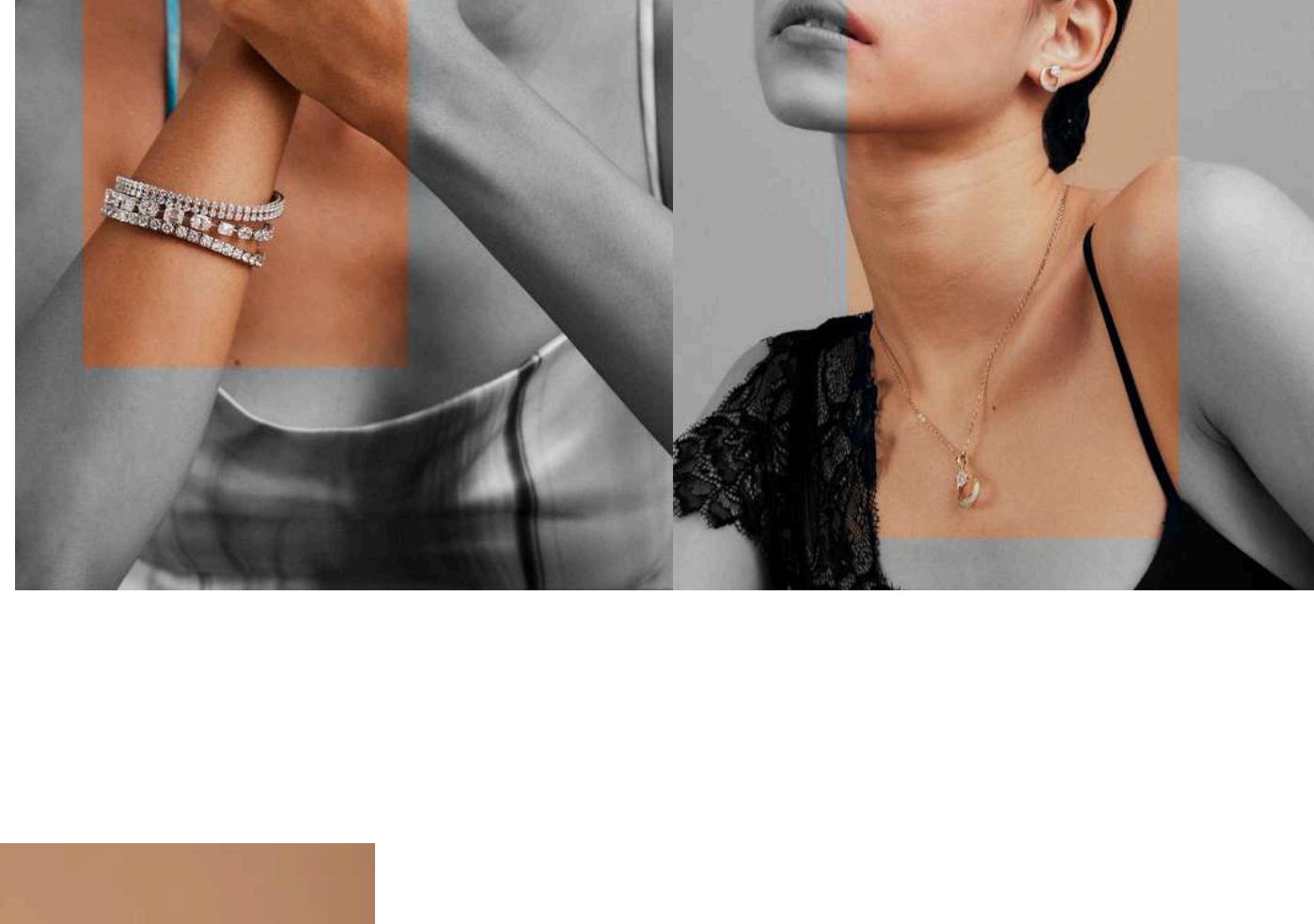
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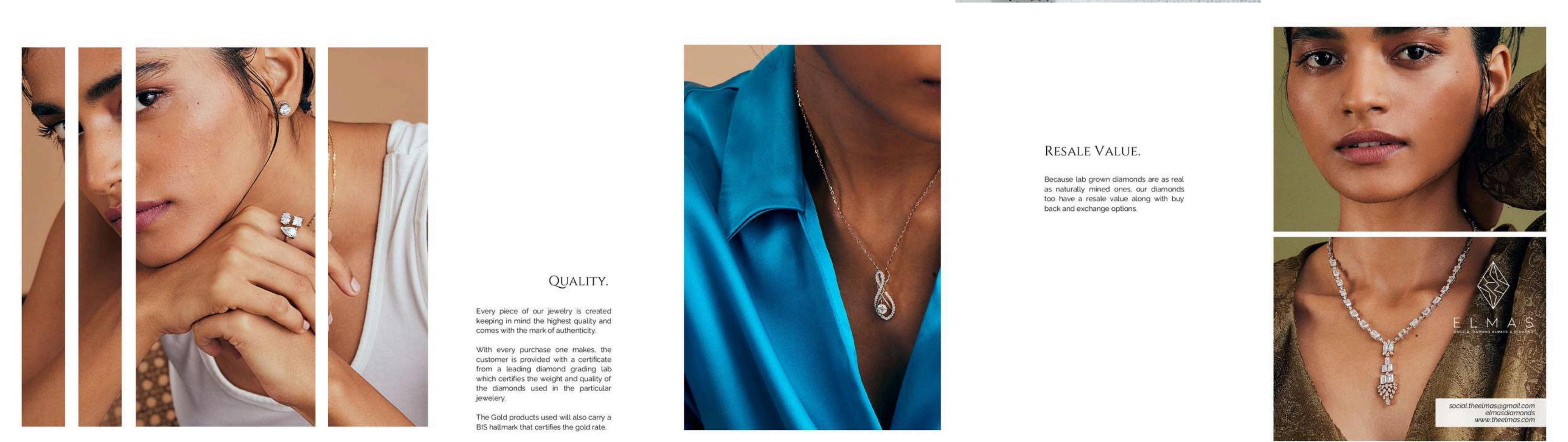
A testament to creativity merging with conscience - At ELMAS, from captivating website banners to exhibition posters, invites, and impactful social media content, witness sustainable elegance come to life. Through directed photoshoots, visualized motion graphics, video content, and strategic content creation, I've contributed to DB Sales' commitment to eco-conscious jewelry.



The result? A visually captivating journey that echoes the brand's essence through harmonious colors and graphically manipulated imagery. A space where casual meets opulence in perfect harmony.

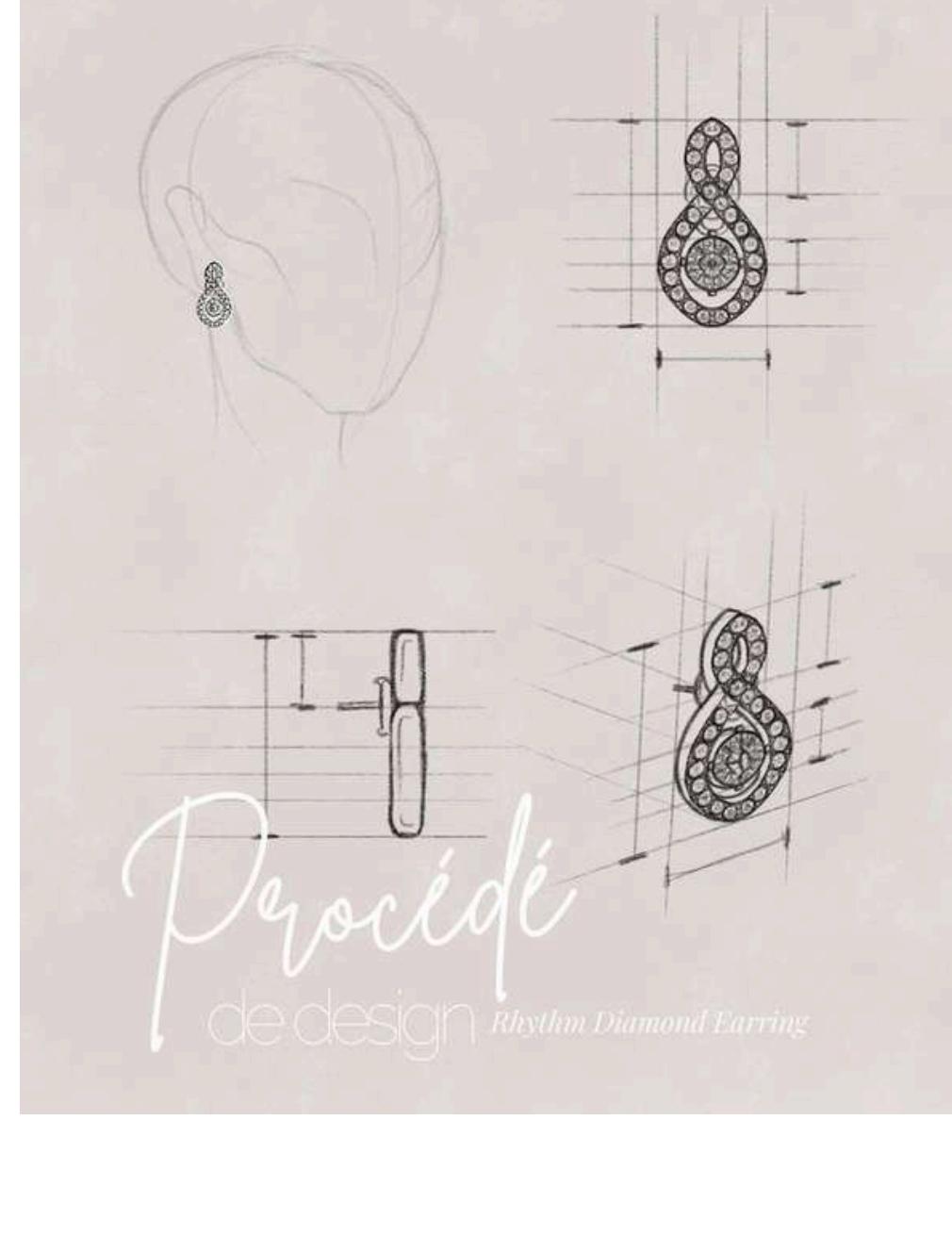


BROCHURE



Crafting visual magic with Neha Chandrakanth, renowned for Vogue and Cosmopolitan covers, we curated an Instagram grid that dances between the realms of luxury and casual elegance. Every image, meticulously cropped and arranged, retains a perfect balance – ensuring the spotlight stays on Elmas Diamonds' jewelry.

PINS

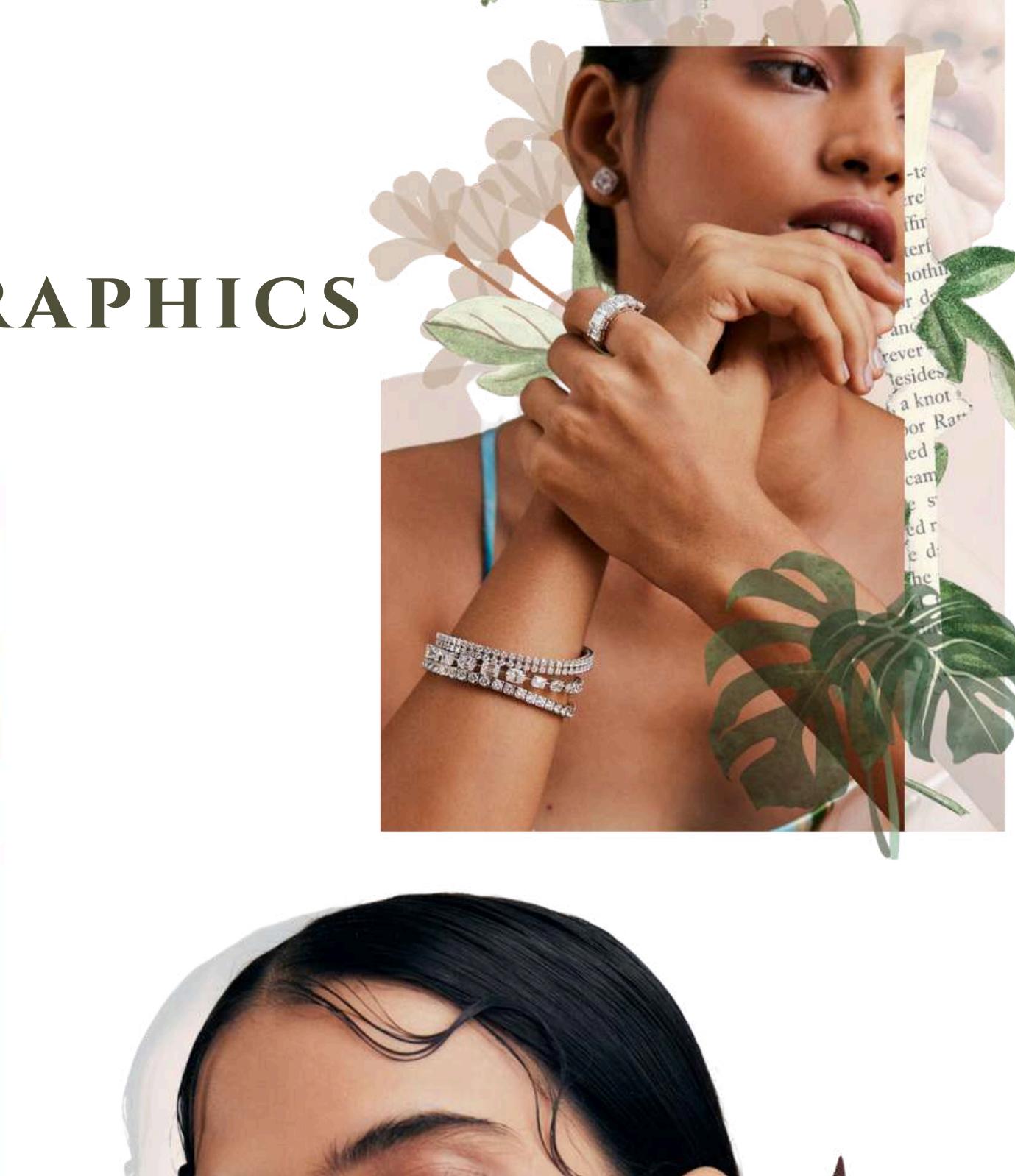


DIGITAL INVITES

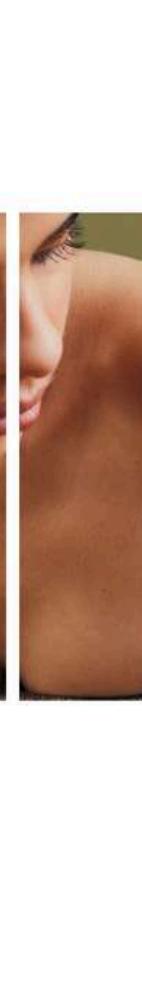
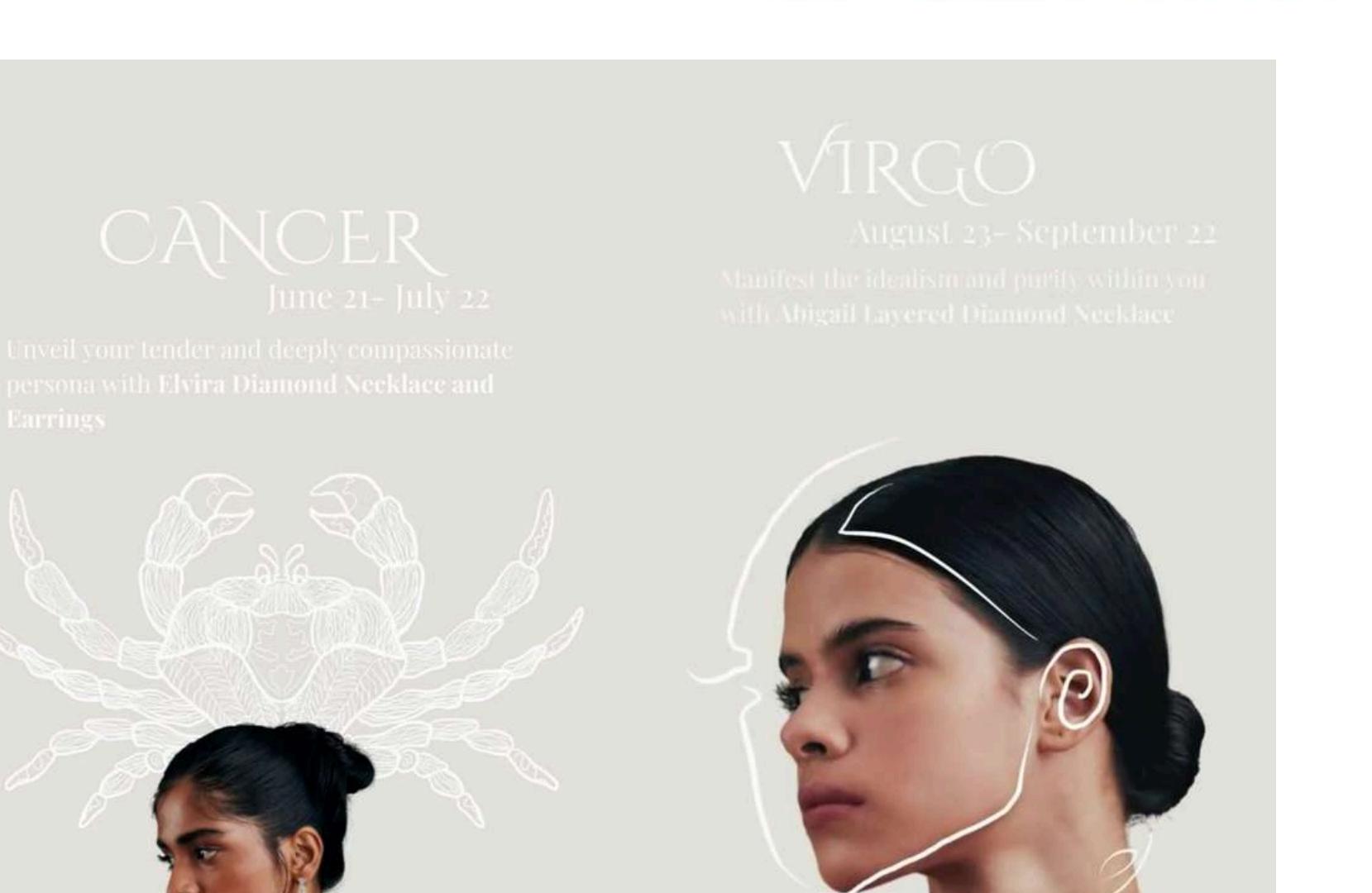
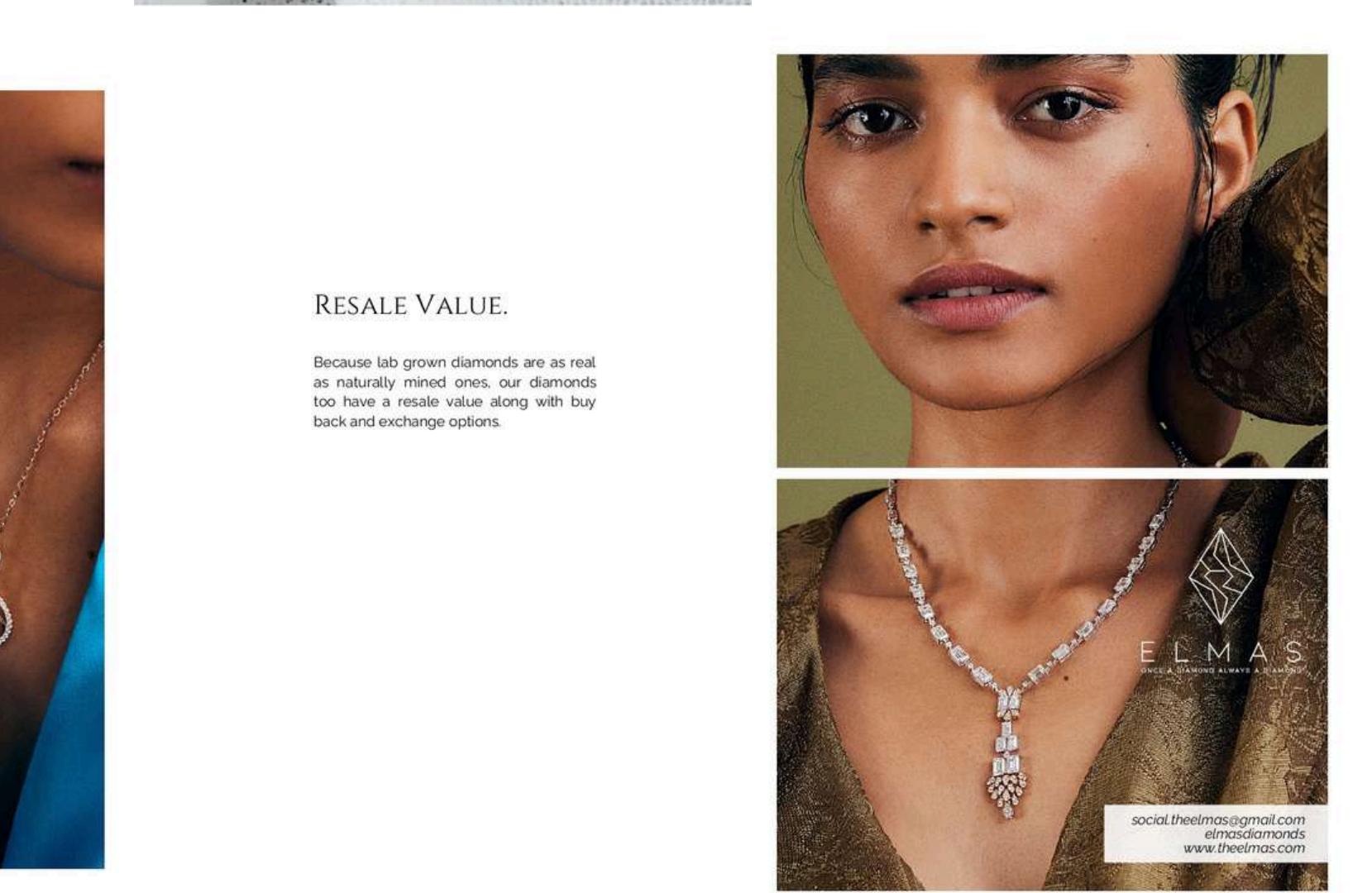
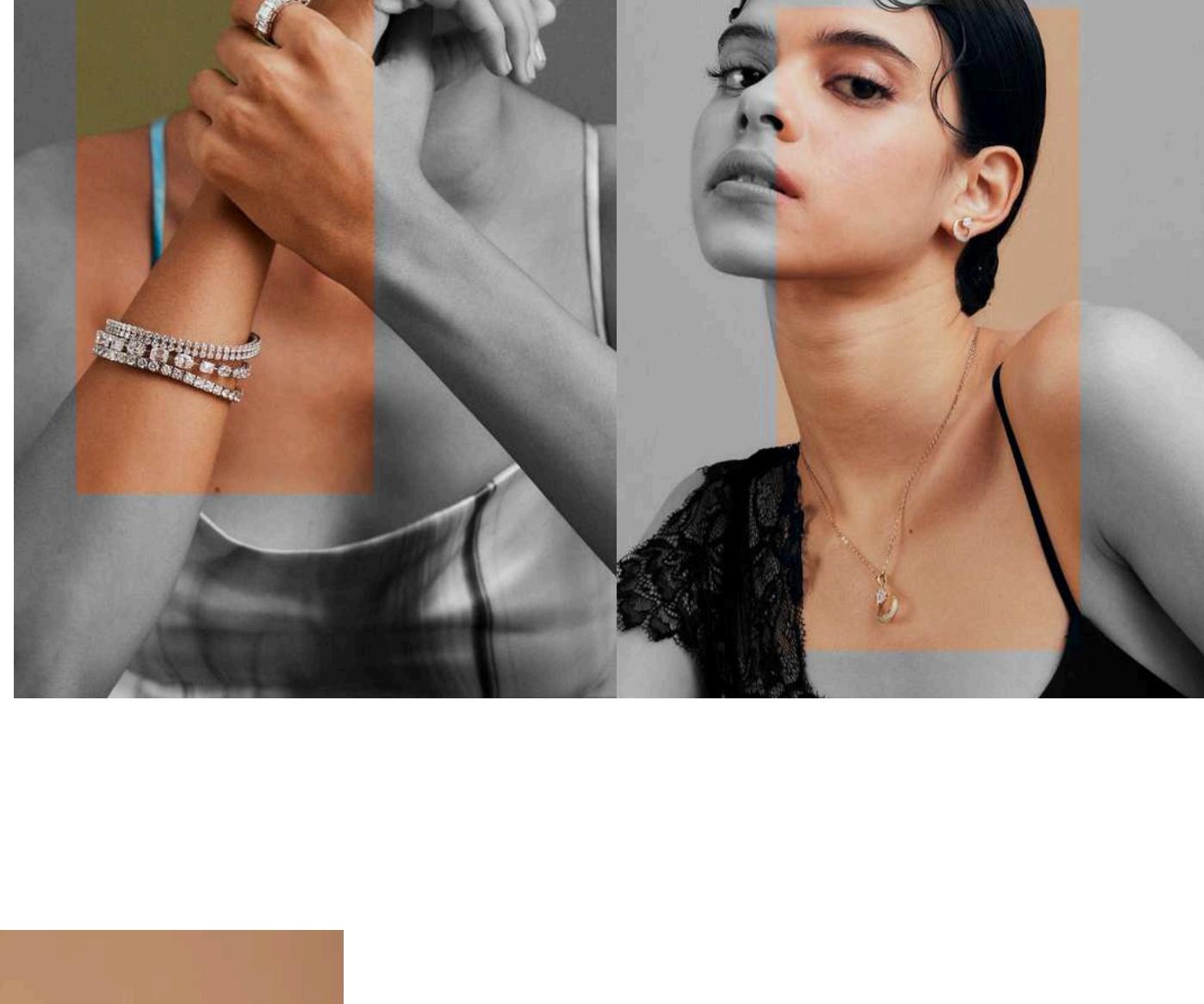


Immerse yourself in a world where design meets sustainability, each project reflecting the timeless allure of lab-grown diamonds and positive social impact.

[Click here to explore motion graphics](#)



GRAPHICS

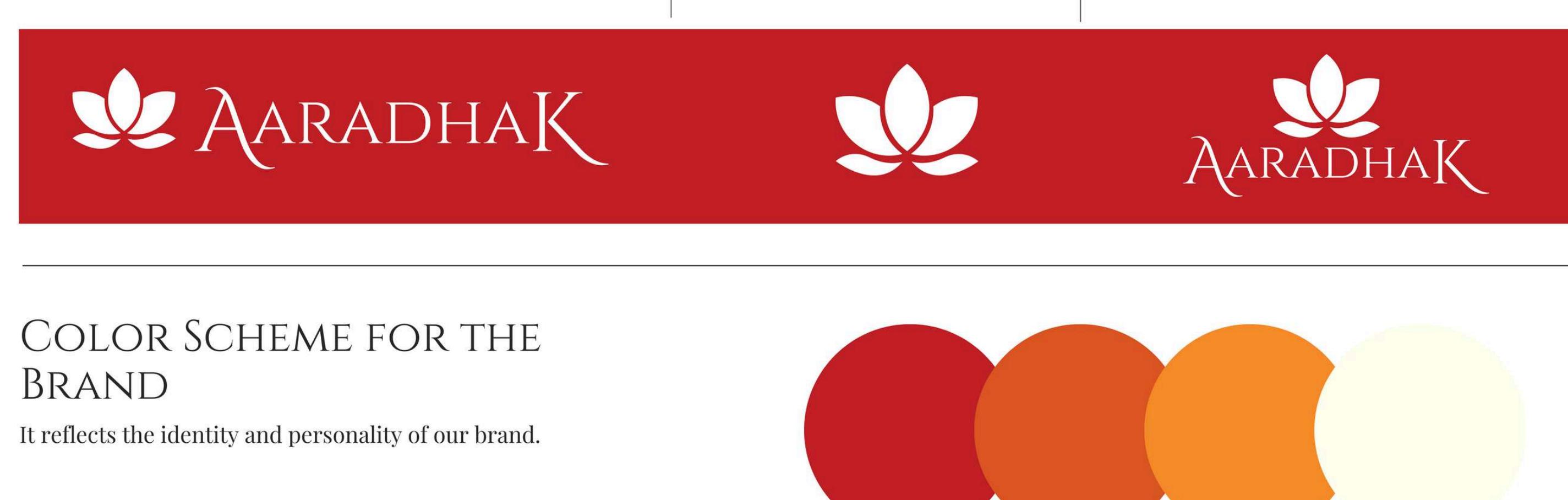


Brand SHOWCASE: 2



LOGOS WITH ALTERNATIVES

Various versions of our logo are available to match different materials and uses.



COLOR SCHEME FOR THE BRAND

It reflects the identity and personality of our brand.



#Co2026 #DB5623 #F68B29 #FFFFFo

FONTS GUIDE

The best results can be achieved when fonts are paired and sized correctly.

LARGE HEADING

SUB-HEADING

Ut henderit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna.

FONTS IN USE

A specially designed font has been created for the brand.

AA

CINZEL DECORATIVE

ABCDEGHIJKLMNOP
QRSTUVWXYZABCDEF
GHIJKLMNOPQRSTUVWXYZ
WXYZ1234567890!@#\$%^&~`()

AA

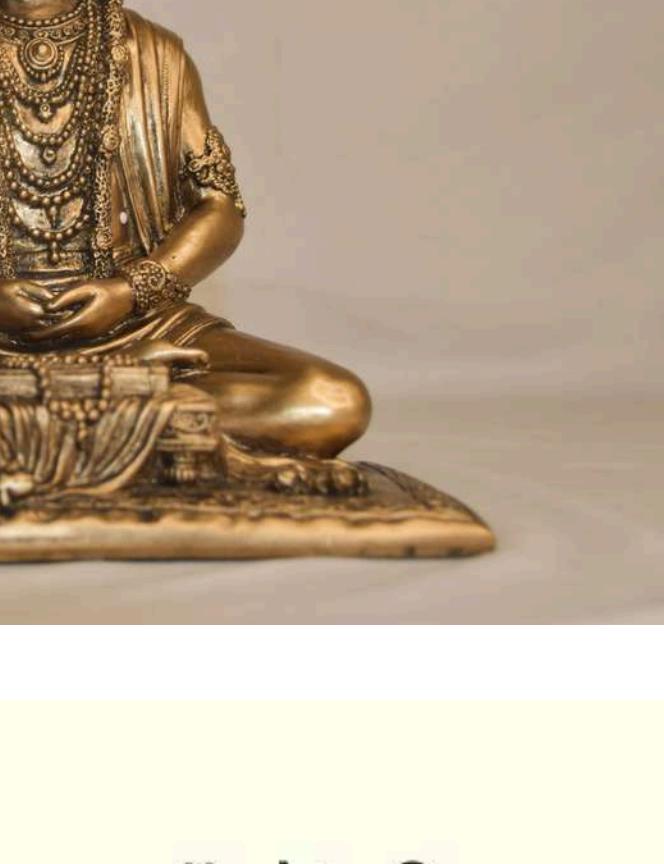
CINZEL DECORATIVE

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yz1234567890!@#\$%^&~`()

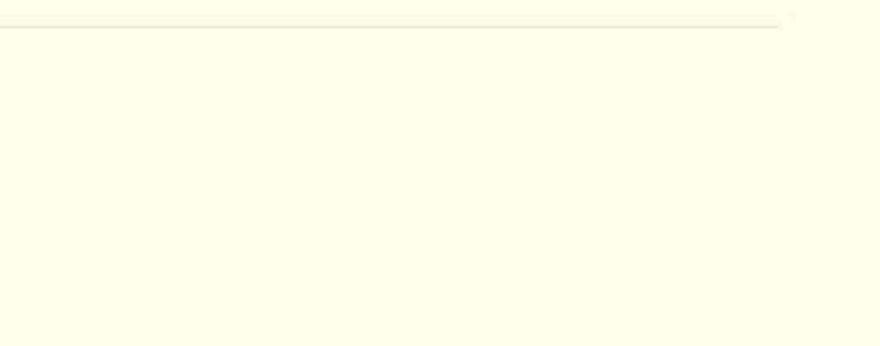
Aa

Playfair Display

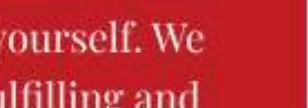
ABCDEFGHIJKLMNO
PQRSTUVWXYZAbcdE
fghijklmnopqrstuvwxyz
yz1234567890!@#\$%^&~`()



BRANDING



AARADHAK



Home Collections Bharat360 Blogs About Us

WEBSITE DESIGN



ESSENCE OF DIVINITY

At Aaradhak, we believe that everyone has the potential to connect with the divine. We offer a wide range of products and services that can help you on your spiritual journey, from handcrafted idols and puja essentials to home decor items that promote a sense of peace and tranquillity.

Our aim is to help you rediscover the essence of divinity within yourself. We believe that by connecting with the divine, you can live a more fulfilling and meaningful life.

Explore more

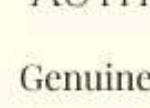


OUR VISION

Empowering Devotion, Connecting Hearts
Aaradhak's vision is to empower individuals in their spiritual journey by seamlessly connecting devotees and fostering unity among diverse communities. We aim to make Hindu rituals and offerings accessible, convenient, and inclusive while embracing innovation and modernity. Aaradhak is committed to building trust, promoting holistic well-being, and nurturing a global community rooted in devotion, respect, and spiritual growth.



WHAT MAKES AARADHAK DIFFERENT

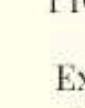


TRUST

IN

AUTHENTICITY

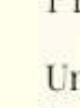
Genuine products, genuine devotion always



WHERE

SPIRITUALITY FINDS HOME

Experience the fusion of timeless wisdom and innovation.

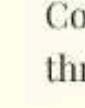


DIVERSE

DEVOTION, ONE

PLATFORM

Unite in spirituality and foster harmony with Spiritual Connect.



SPIRITUALITY

REDEFINED

Connect deeply with the divine through our platform

OUR VISION

Empowering Devotion, Connecting Hearts
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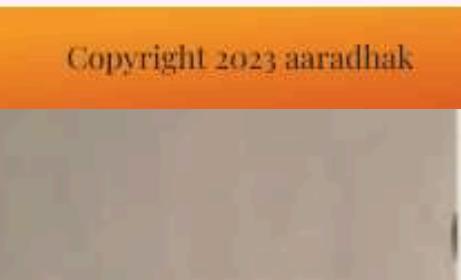
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in f o t

MENU

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- Spiritual Books
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- Idols and Deity Statues

OUR COMPANY

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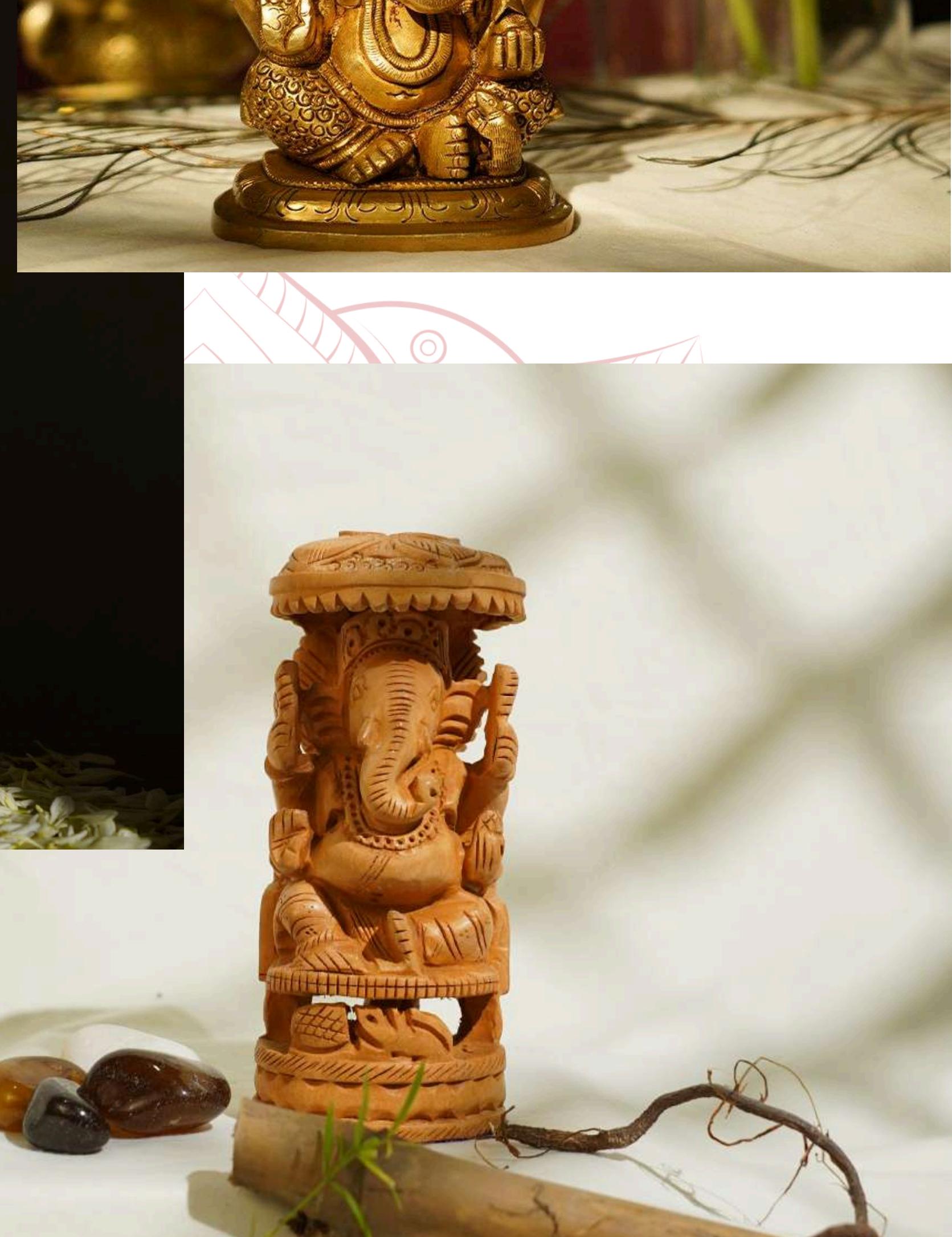
SACRED SYMMETRY AARADHAK'S AESTHETIC JOURNEY

I'VE PLAYED A PIVOTAL ROLE IN SHAPING THE VISUAL IDENTITY OF AARADHAK, AN INTERNET-FIRST BRAND DEDICATED TO THE HINDU RELIGIOUS SPACE. TASKED WITH OVERCOMING THE CHALLENGE OF INFUSING AESTHETIC APPEAL INTO INDIAN MYTHOLOGY, I STRATEGICALLY UTILIZED SHADES OF RED AND YELLOW, CONSIDERED NOT ONLY PRIMARY COLORS BUT ALSO EXTREMELY AUSPICIOUS. AS A CORE MEMBER OF THE STARTUP, MY CONTRIBUTIONS SPANNED ACROSS BRANDING, SOCIAL MEDIA POSTS, WEBSITE DESIGN, LOGO REDESIGN, AND ART DIRECTION, REFLECTING MY UNWAVERING DEDICATION.

SOCIAL MEDIA



ART DIRECTION





BHARAT 360

[DOUBLE CLICK TO INTERACT](#)

[DOUBLE CLICK TO VISIT WEBSITE](#)

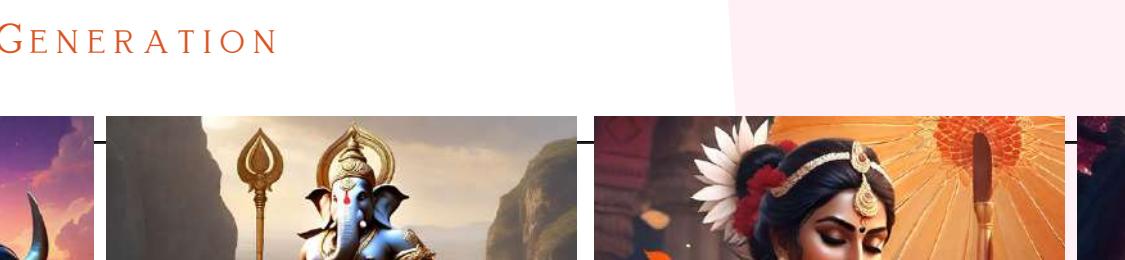


Aa Montserrat
Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

A A LOVELYN
HEADER FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



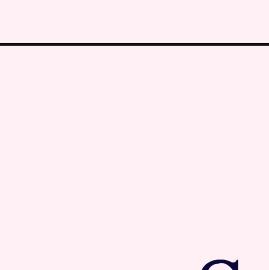
Color Palette



#FA5594



#FFFFFF



#0A0939

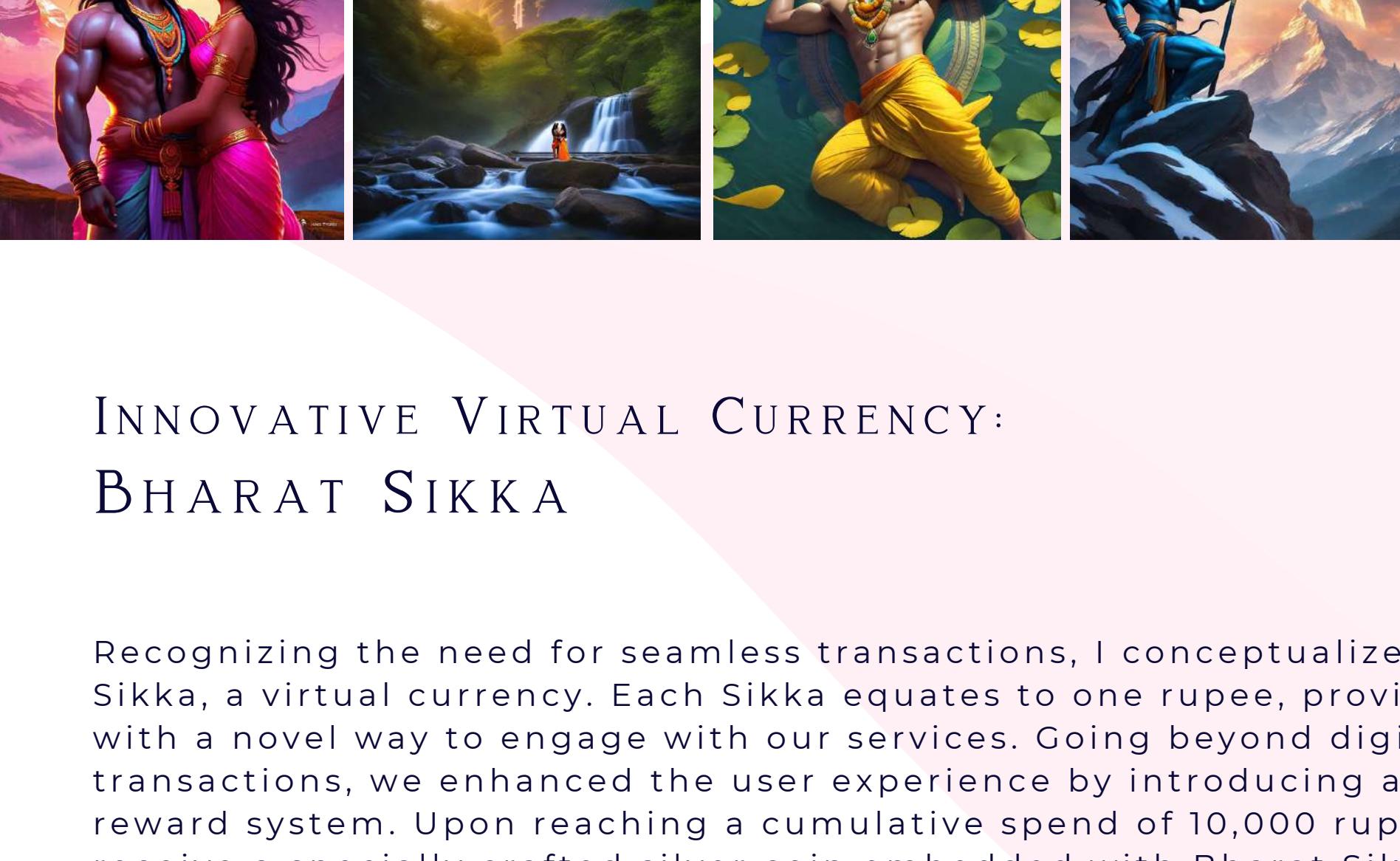


#108141



#DB5623

AI IMAGE GENERATION



INNOVATIVE VIRTUAL CURRENCY: BHARAT SIKKA

Recognizing the need for seamless transactions, I conceptualized Bharat Sikka, a virtual currency. Each Sikka equates to one rupee, providing users with a novel way to engage with our services. Going beyond digital transactions, we enhanced the user experience by introducing a tangible reward system. Upon reaching a cumulative spend of 10,000 rupees, users receive a specially crafted silver coin embedded with Bharat Sikka, delivered to their doorstep.

This innovative approach not only streamlines transactions but also adds a tangible, culturally rich element to our users' spiritual journey.



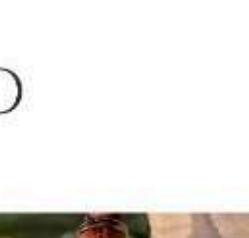
#D3B073



#F48A8A



#FFFFFF



#E392D



#B86651

ELEVATING SPIRITUAL EXPERIENCES

In my role at Aaradhak, I was instrumental in establishing Bharat 360, a service-centric arm dedicated to enriching spiritual experiences across India. We pioneered a unique concept, offering Yatra (pilgrimages) services, along with innovative offerings such as on-demand puja services, Pandit consultations, and prashad delivery.



[CLICK HERE TO INTERACT](#)

FONTS

CINZEL

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&

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abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&



DARSHANAM

MOOD BOARD



My involvement in Darshanam, Aaradhak's innovative venture, encompasses 90% of its creation, from design conceptualization to realization. As the driving force behind this virtual mandir application, I meticulously crafted every aspect.

COMPREHENSIVE DESIGN CONTRIBUTION

- Asset Design:** Ensuring every visual element aligns with the sacred theme.
- Logo Creation:** Crafting a symbol that embodies the essence of Darshanam.
- Branding Excellence:** Fostering a brand identity that resonates with spiritual seekers.

Darshanam stands as a testament to my dedication to seamlessly blend technology with spirituality, offering users a virtual sanctuary.

LOGOS IN BLOOM:

SACRED SYMBOLS OF AARADHAK'S TRINITY



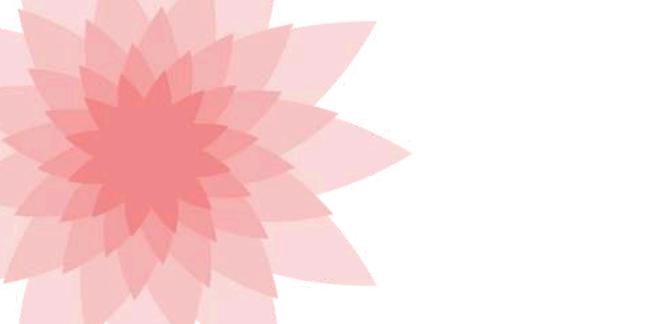
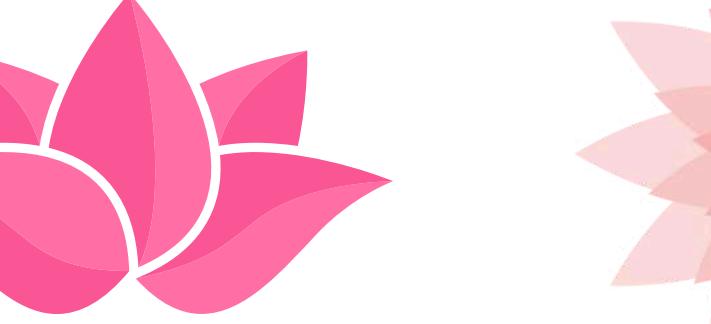
DESIGN CONCEPT: SYMBOLIC LOTUS EVOLUTION

In crafting the logos for Aaradhak, Bharat 360, and Darshanam, my approach was deeply rooted in the symbolic significance of the lotus, a sacred flower in Sanatan Dharma.



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In crafting the logos for Aaradhak, Bharat 360, and Darshanam, my approach was deeply rooted in the symbolic significance of the lotus, a sacred flower in Sanatan Dharma.



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PROCEED



[CLICK HERE TO VISIT DESIGN FILE](#)

SYMBOLISM IN SANATAN DHARMA:

The lotus, a revered flower in Sanatan Dharma, symbolizes purity, enlightenment, and the unfolding of the soul. As the national flower of India, it holds cultural and spiritual significance, making it a fitting choice for these brands deeply connected to Hindu traditions.

In this design concept, the lotus serves as a visual journey, aligning each brand with a stage of the flower's growth, encapsulating the spiritual evolution facilitated by these transformative ventures.

AARADHAK - BUDDING LOTUS:

Concept:
Signifying the start of spiritual devotion, reflecting Aaradhak's religious offerings.

BHARAT 360 - FLOWERING LOTUS:

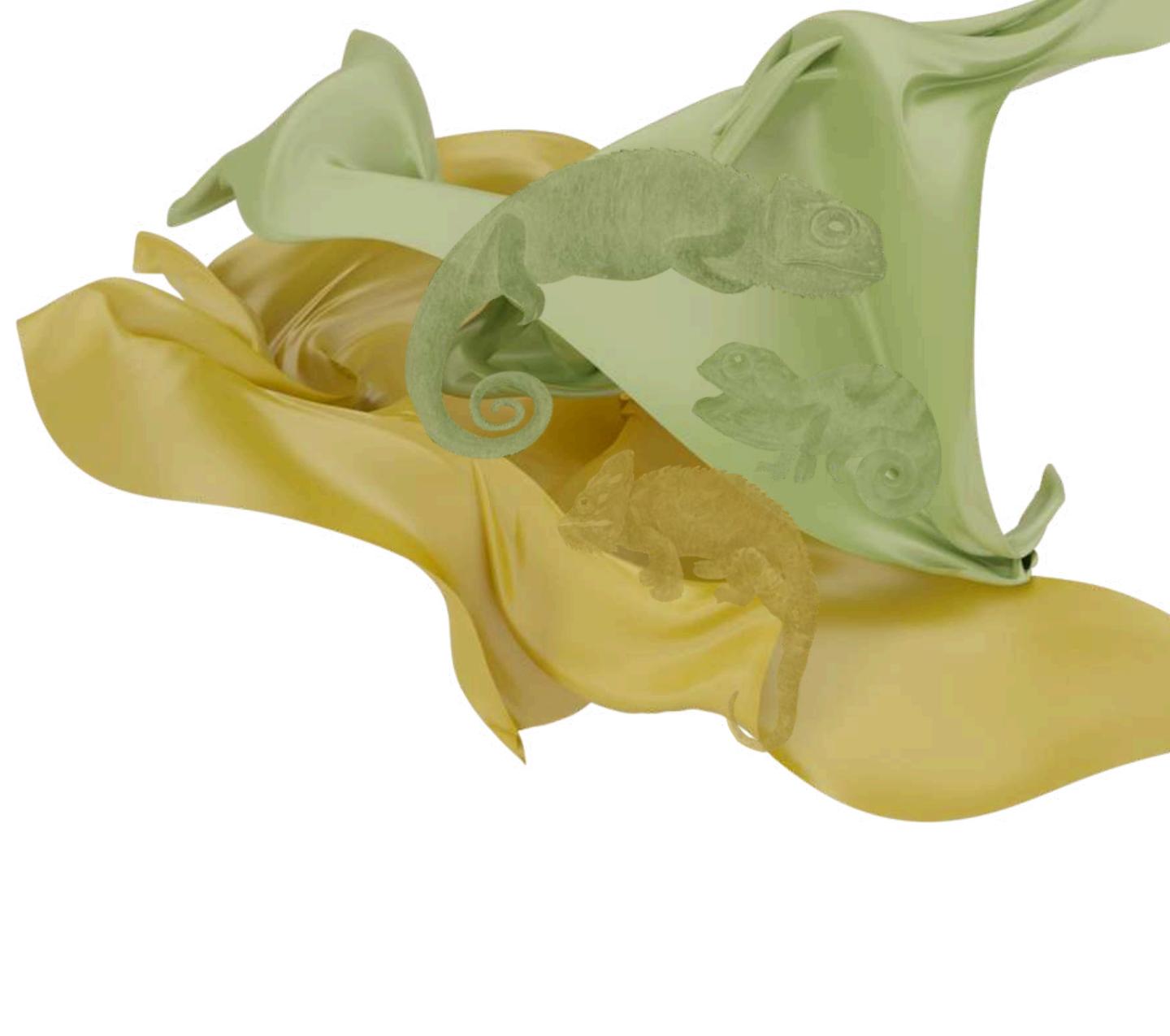
Concept:
Representing a flourishing spiritual journey through Bharat 360's Yatra and Bharat Sikka services.

DARSHANAM - FULL BLOOM LOTUS:

Concept:
Embodying the culmination of one's spiritual journey, offering an immersive experience in Darshanam's virtual sanctum.

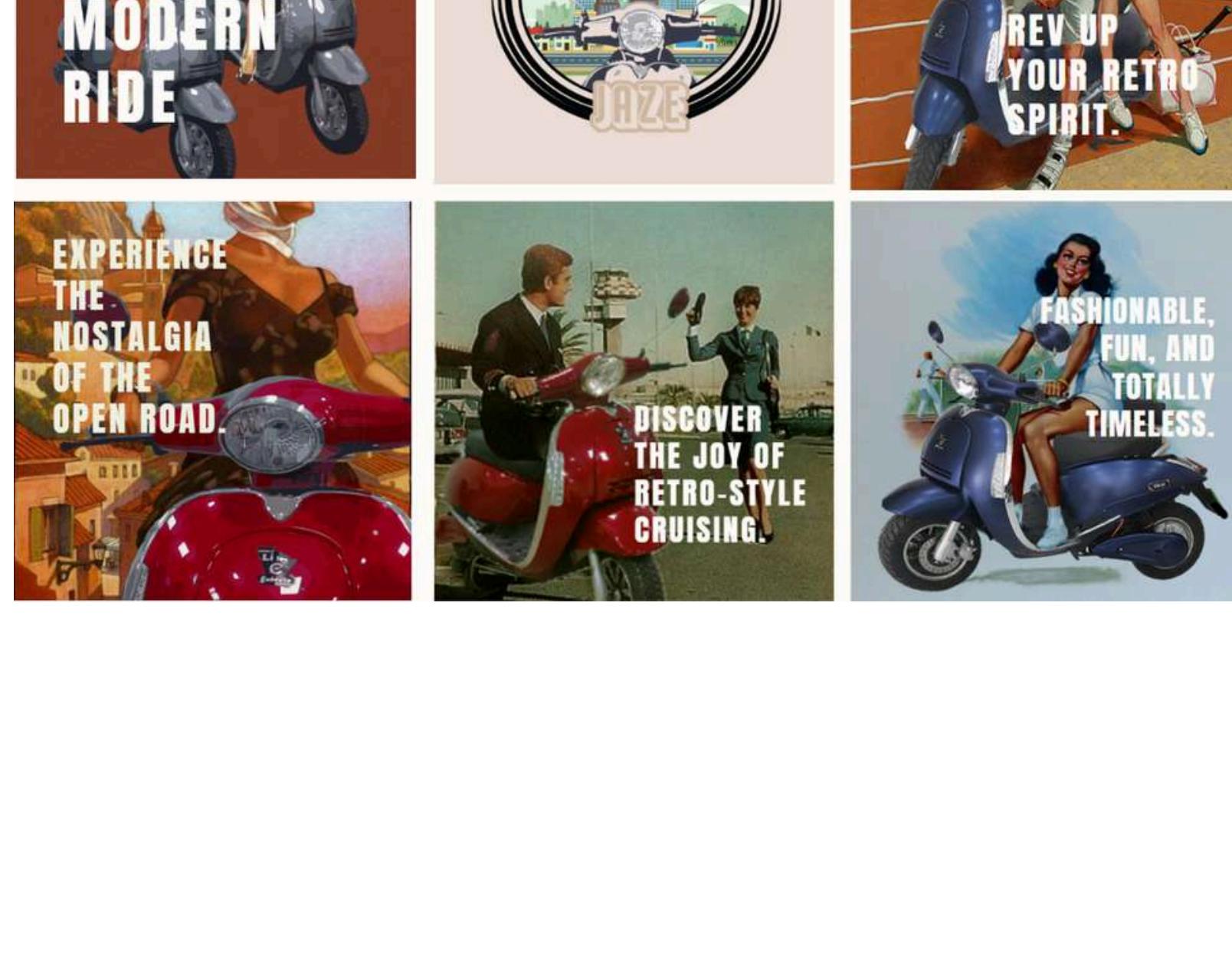
Chameleon OF DESIGN

you catch the camouflaged chameleons? Just as this elusive creature adjusts effortlessly, I bring adaptability to every brand—infusing vibrancy for startups, embodying elegance for luxury. My design philosophy captures each brand's essence, visually and uniquely.



My collaboration with Go RN is a proud venture, delving into the nursing world. Crafting visually appealing social media content on lifestyles, mental health, and study materials, I maintained a delicate balance of white space and vibrant

The image is a collage composed of three distinct parts. The leftmost section shows a man from the chest up, wearing dark sunglasses and a dark suit jacket over a white shirt. The word "RIDE" is printed in large, bold, white capital letters across his chest. The middle section is a photograph of the Colosseum in Rome, showing its iconic tiered arches against a clear blue sky. The rightmost section shows a woman in a red dress standing next to a person in a brown leather jacket, with a motorcycle helmet resting on the ground in front of them.



A close-up photograph of a yellow rose flower, showing its petals and green leaves against a white background.



TRANSITIONS

expectations, I successfully crafted a design that not only met their tastes but also surpassed their satisfaction, showcasing my commitment to client happiness.

Double click to interact

Branding METAMORPHOSIS

reimagining the iconic Bearpaws brand. Infusing creativity and a fresh perspective, my goal was to bring a contemporary twist to this beloved footwear line. While it's currently a personal endeavor, I aspire to catch the attention of Bearpaws with my innovative approach, aiming for a potential collaboration that elevates the brand to new heights.

Double click to interact

nurture this project, with aspirations to turn it into a thriving space that not only inspires but also has the potential for monetization.

A close-up photograph showing a yellow, textured surface, likely a flower petal or a piece of food like a fruit or vegetable. The surface has a smooth, slightly curved center surrounded by more ridged edges. To the left, a portion of a white, textured object is visible, possibly another flower or a different type of food item. The background is plain white.

www.scholastic.com



As a multidisciplinary designer, my journey has been a colorful tapestry of creativity, adaptability, and passion. From crafting compelling designs for renowned brands like Elmas Diamonds and Aaradhak Ventures to spearheading passion projects like "Style Guide with Sasha," I've embraced each endeavor with dedication and innovation.

design ODYSSEY

My ability to seamlessly adapt to diverse brand tonalities, evident in projects like Go RN, reflects a chameleon-like versatility in my design philosophy. Client satisfaction remains at the core of my work evident in the successful metamorphosis of "HNA Gifting" into "Gift O Demand."

Whether it's the delicate balance of white space and vivid colors or the infusion of fresh concepts for special occasions, my designs seek to resonate and uplift. As I navigate through dynamic landscapes like E Wheelie's foray into tech, I look forward to the continued evolution of my design journey, pushing boundaries, and creating meaningful visual experiences.

A close-up, high-angle shot of a person's shoulder and back. A yellow fabric strap or ribbon is draped over the shoulder. The background is dark and out of focus.

TTT / A

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ORING MY PO

NEW DESIGN ADVENTURE

ISHITA SHOME

THE BLISS, MAKU MOL,
Sukantapally, Siliguri-
734005. West Bengal, India