

my design

PORTFOLIO

Samiksha Rathi

ABOUT ME

I am Samiksha Rathi, born and brought up in Pune. I'm an ambivert who loves travelling and exploring. I am a sophomore studying Communication Design at Indian School of Design and Innovation (ISDI), Mumbai.



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LIST OF PROJECTS

These are a list of projects I have done before and during my first year at ISDI, Mumbai.

01 Lighthouse

02 VINYL COVER

03 DIGITAL RENDERING

04 INFOGRAPHIC AND TYPOGRAPHY

05 SKETCHES

06 3D MOCKUP

07 BOOKLET DESIGN

08 SUMMER INTERNSHIP 2023

PROJECT 01

Brief:

Create an A4 size scenery containing one lighthouse in portrait or landscape mode.

Software Used: Illustrator



Back Cover



Brief:

Pick any band from the 80s and redesign any one of its album cover. I chose to go with Pink Floyd's 'Wish you were here'.

The original album design is about Pink Floyd missing their former member so I redesigned the vinyl cover keeping this in mind.

Software used: Photoshop and Illustrator

PROJECT 02



Mockup

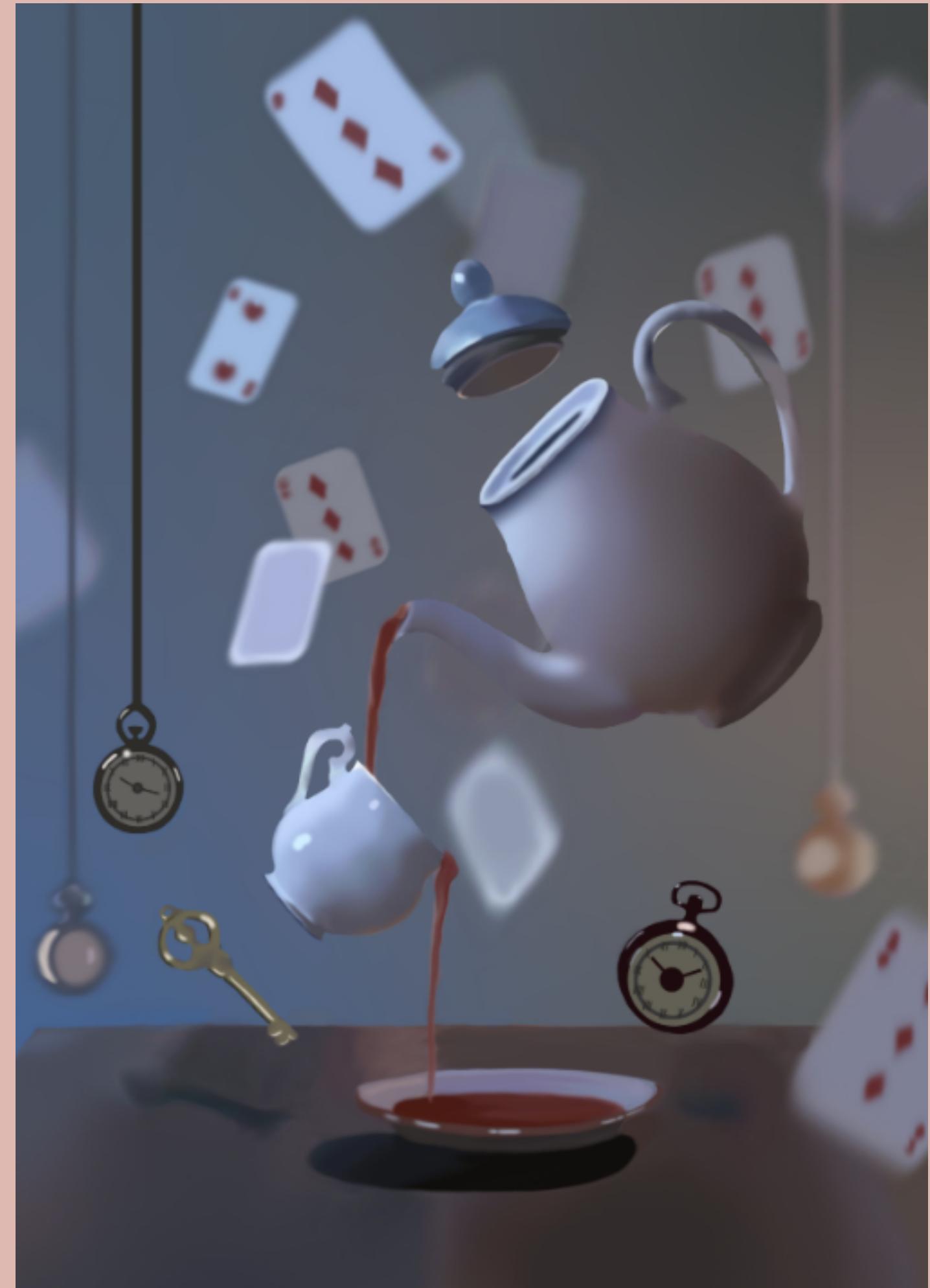
PROJECT 03

Brief:

Create an A5 sized Digital Painting created in Photoshop using brushes, textures and techniques of masking and editing.

I wanted to drift away from the usual still life and make it more interesting and object heavy.

Software used: Photoshop

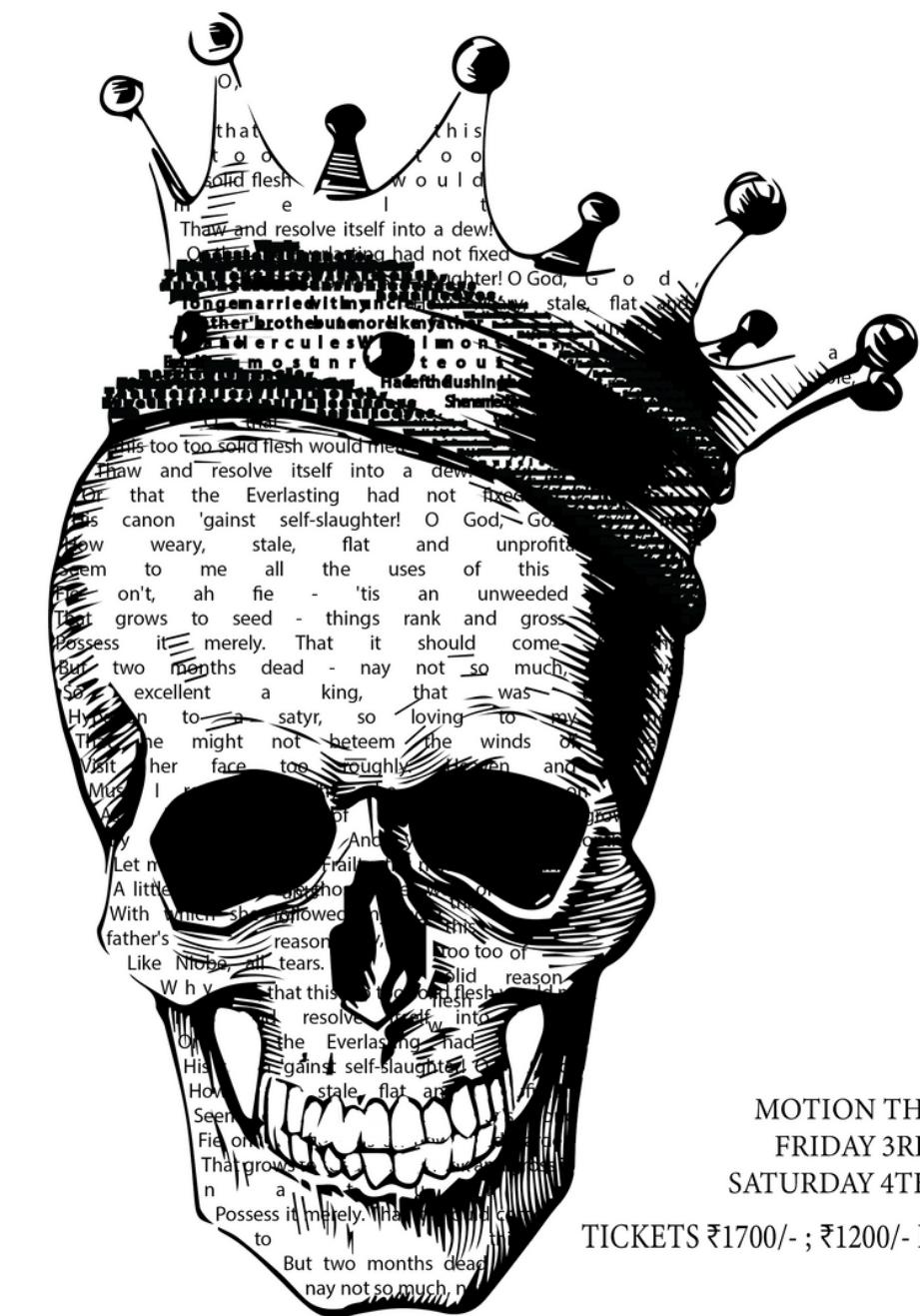
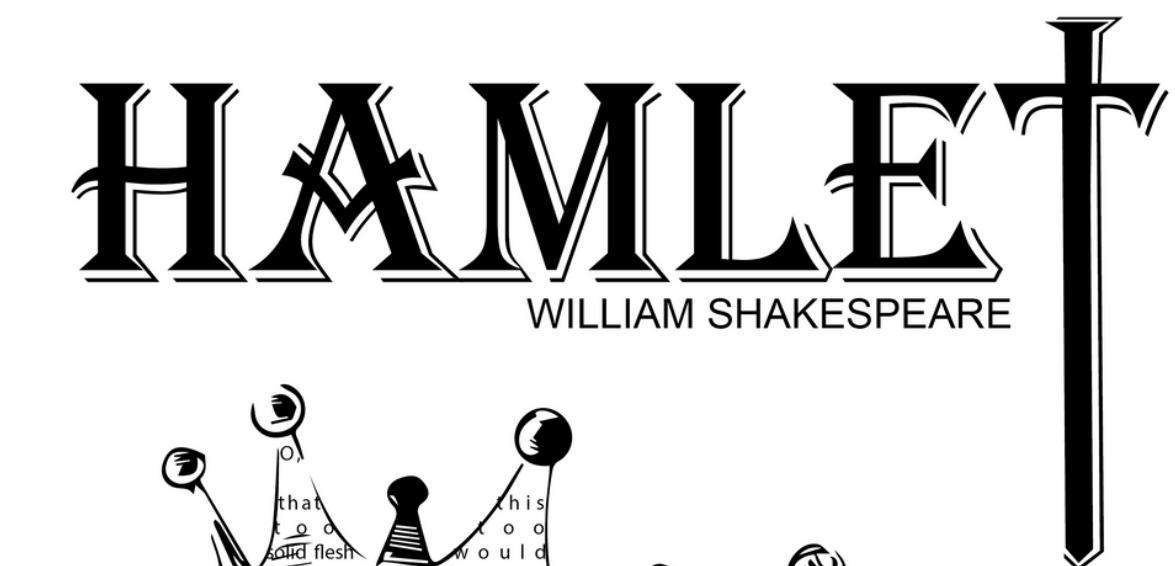
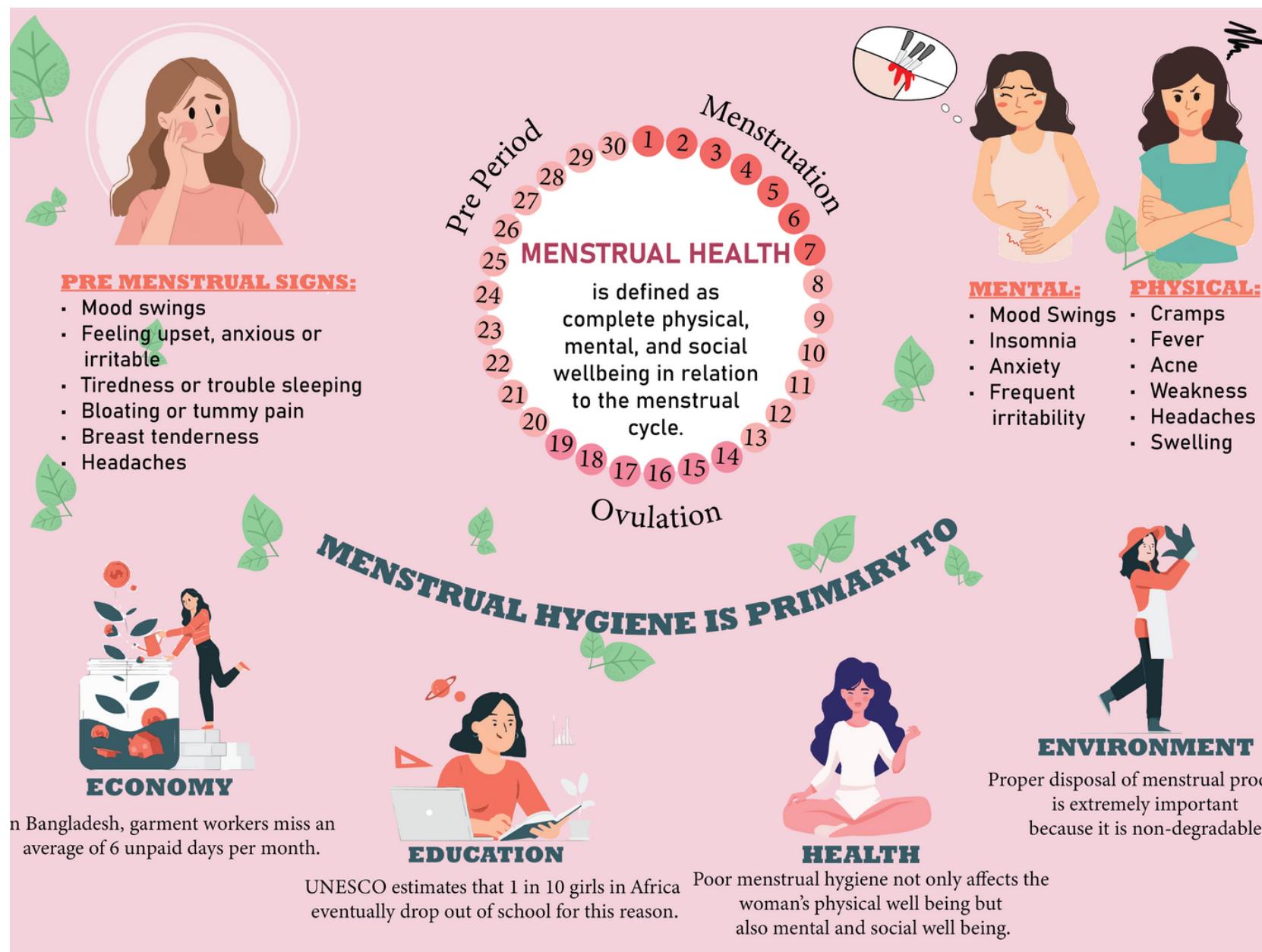


PROJECT 04

Brief:

We were taught typography and asked to create an infographic on menstrual health and redesign a theatre play poster.

Software used: Illustrator



MOTION THEATRE STUDIO
FRIDAY 3RD FEB, '23 (8PM)
SATURDAY 4TH FEB, '23 (8PM)

TICKETS ₹1700/- ; ₹1200/- FOR STUDENTS

9876543219

05. SKETCHES



PROJECT 06

Brief:

Practice to see how 3D and Materials works in
Illustrator (Left)

Create a 3D Mockup for a fictional brand (Right)

Software used: Illustrator



PROJECT 07

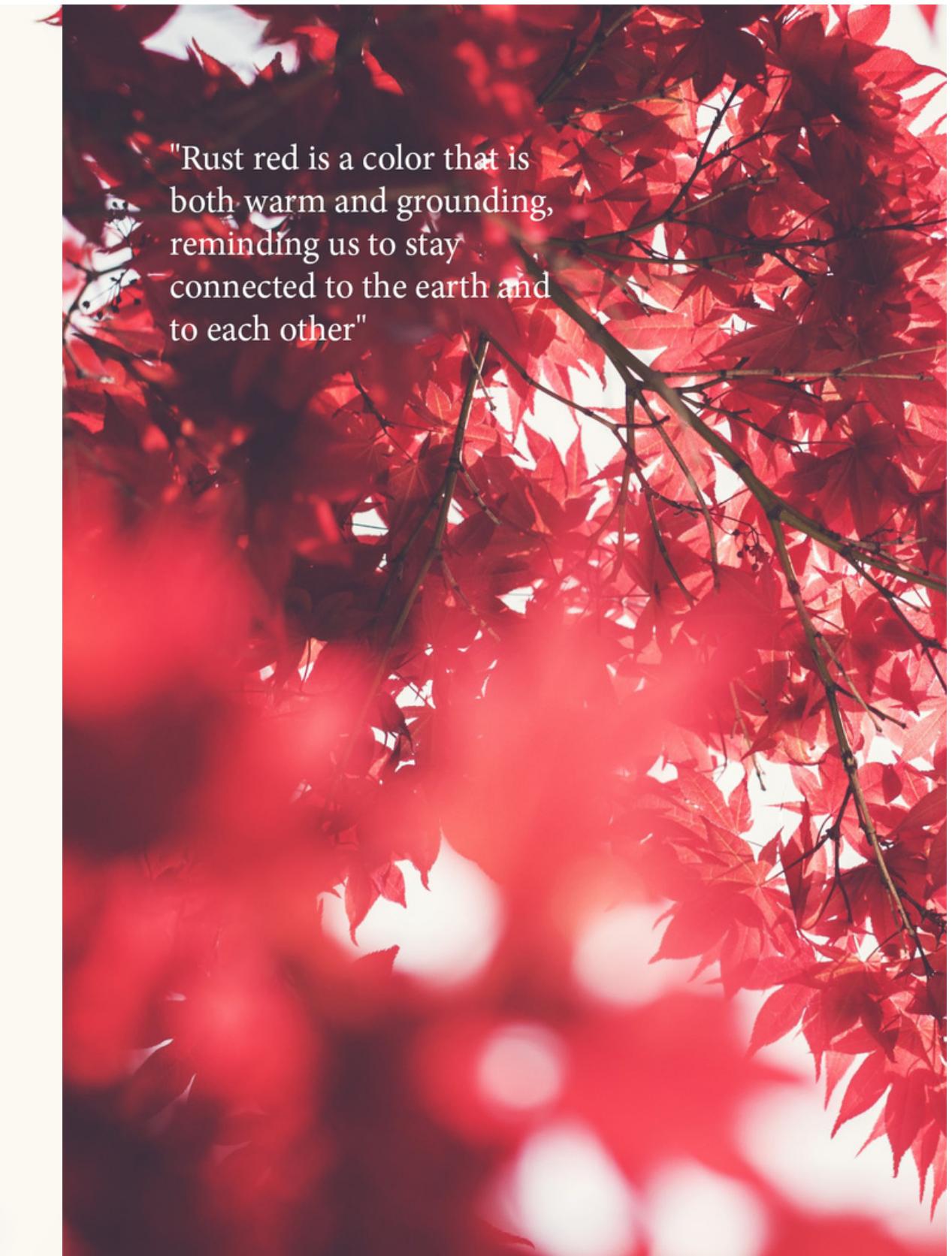
Brief:

Create a 16 page book design with an A6 page size. The book had to be a fun, visually appealing mix of illustrations, text and images based on one colour of our choosing.

Softwares Used: Illustrator,
InDesign



Front Cover



Back Cover

FEELINGS



Grounded

It is often associated with the earth, evoking a sense of natural grounding and stability. This association with nature can help create a feeling of being connected to the world around us.



Warmth

Rust red can feel warm and comforting, particularly when used in cozy settings such as home decor. It is a deep, rich color that can create a sense of coziness, comfort, and relaxation. It can be paired with other warm, complementary colors such as orange, yellow, or brown, that can enhance the feeling.



Reliable

It is frequently associated with stability and dependability. This is because it is a color that is found in nature and is often used in natural materials like wood or stone, which are known for their strength and durability.



HISTORY

Rust red has a rich history and has been used in various ways throughout different cultures and time periods. Its warmth and richness have made it a timeless color.



Cave of Altamira: It is well known for its prehistoric cave artwork, which includes charcoal sketches and multicoloured paintings of current local fauna and human hands.

Cave Paintings

In ancient times, rust red was used in cave paintings and rock art. The color was often created by grinding iron oxide into a powder and mixing it with other natural pigments.



Ancient Egyptian Paintings

Rust red, also known as ochre, was a prominent color in ancient Egyptian paintings and artworks. It was commonly used to represent life-giving blood and was associated with the god Osiris and the afterlife. The ancient Egyptians obtained ochre by grinding red and yellow rocks into a fine powder, which was then mixed with water or oil to create a paint. The color was often used to depict the skin tone of men and women in paintings, as well as for hair and clothing.



Elegance

Rust red is a deep, rich color that can create a feeling of elegance and sophistication. It is often associated with luxury and opulence, particularly when paired with other rich colors like gold or black.



Vintage

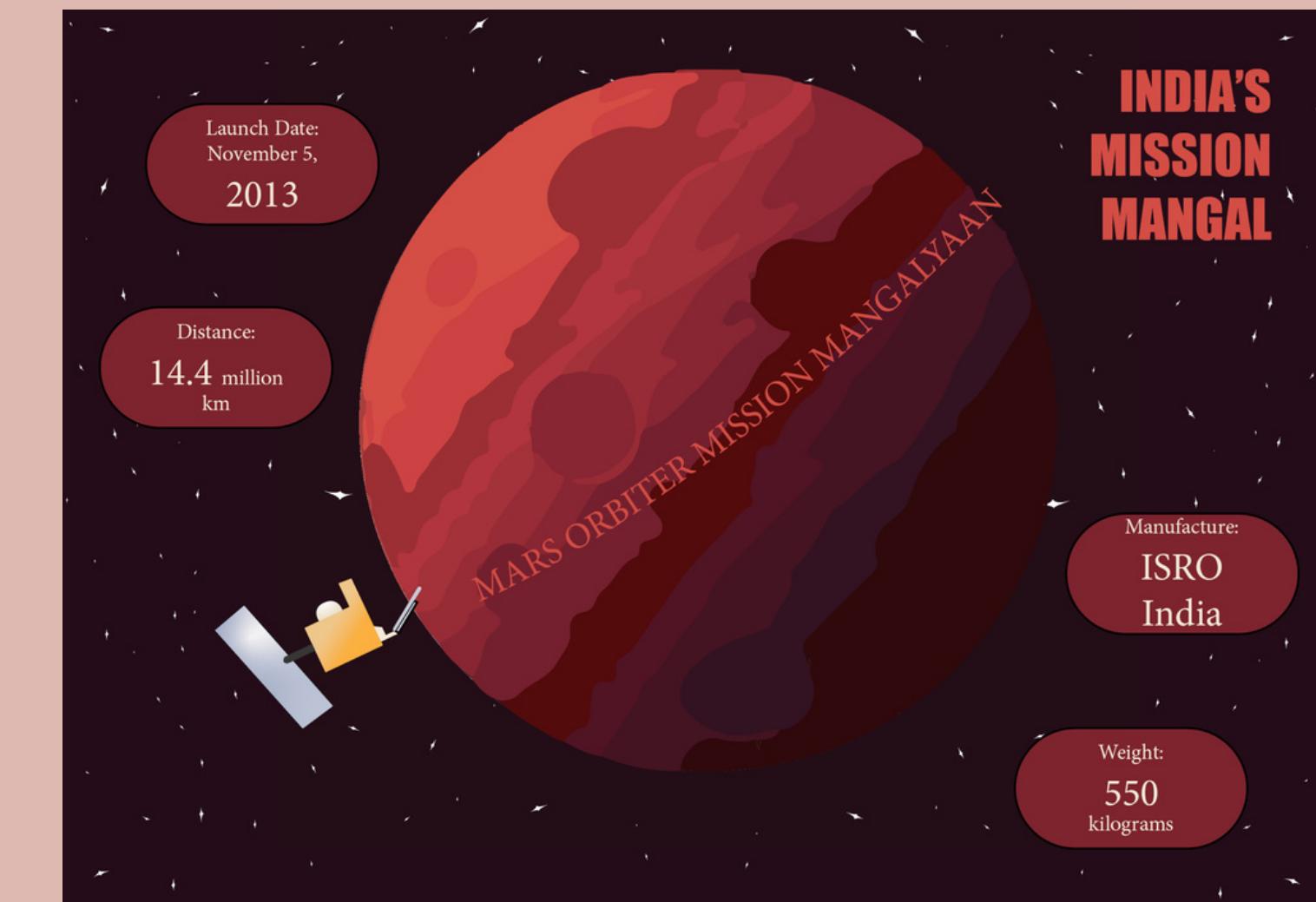
It is a deep, warm color that can create a feeling of richness and comfort, which can enhance a vintage feeling by evoking a sense of bygone eras. It has been used historically in many different contexts. This association with the past can create a sense of nostalgia and contribute to a vintage feeling.

FASHION



Rust red is a popular color in fashion, particularly during the fall season. It is a warm, earthy tone that goes well with black or white shirt to give a casual look.

FEELINGS



INDIA'S MISSION MANGAL

SYMBOL

In Hinduism, the goddess Lakshmi is often depicted wearing a red or rust-colored dress, which is believed to represent prosperity, abundance, and good fortune.

Lakshmi is the goddess of wealth, prosperity, and fortune, and is often depicted holding a lotus flower and showering blessings on her devotees.

The rust red color of Lakshmi's dress is thought to symbolize her power to bring material wealth and abundance to her followers. The color is also associated with the root chakra, which is believed to be the foundation of our physical and spiritual existence, and represents our connection to the material world.



In Chinese mythology and folklore, the color red is believed to have the power to ward off evil spirits and bring good luck and prosperity. During the Lunar New Year, it is customary to decorate homes and public spaces with red lanterns, banners, and other decorations to bring good fortune and drive away bad luck.



In addition to its association with good luck and prosperity, rust red is also considered a symbol of love and romance in Chinese culture. It is often used in wedding ceremonies and is believed to bring happiness and good fortune to the newlyweds.

In ancient Greece, rust red was associated with the god of war, Ares. It was often used to represent bloodshed and violence. In Christianity, rust red is associated with sacrifice and martyrdom. It is often used to represent the blood of Christ and the sacrifice he made for humanity. Overall, rust red has played an important role in many different cultures throughout history, often symbolizing concepts like earth, blood, sacrifice, and vitality.

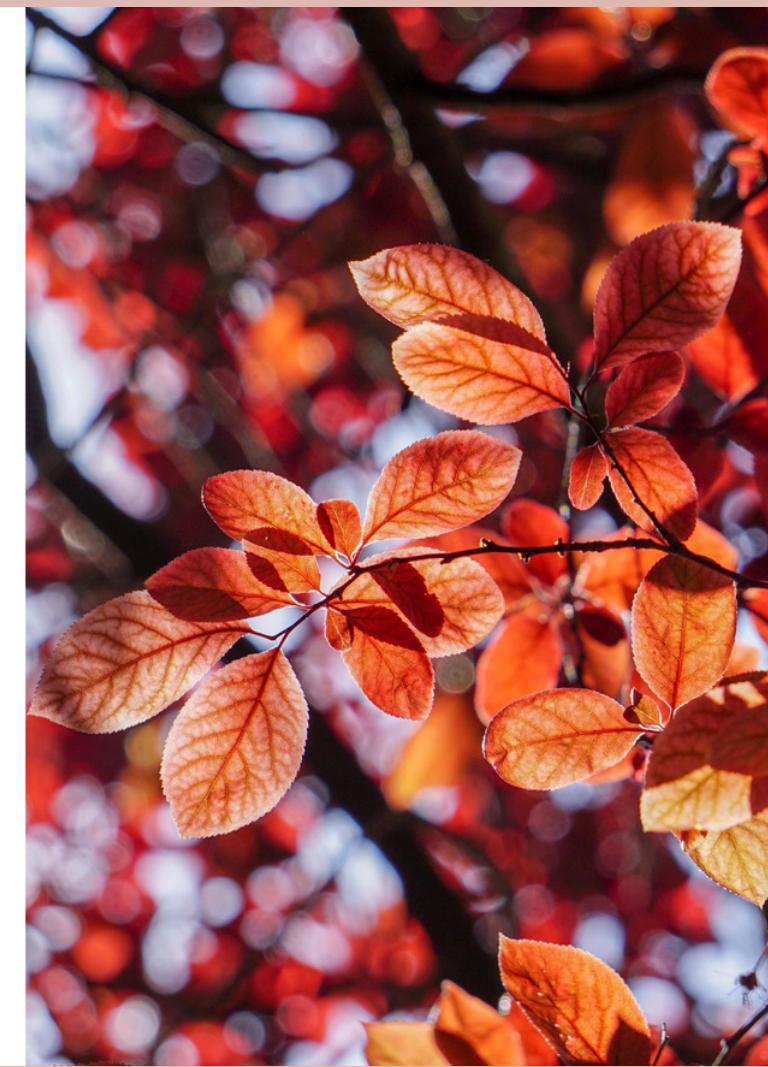


“The rust red feathers and fur are beautiful but endangered sights.”

AUTUMN

The colour is commonly associated with autumn because it reflects the changing colors of the leaves during this season. The warm, deep hue of rustic red evokes feelings of comfort, warmth, and coziness, which are often associated with autumn.

In nature, rustic red is found in the leaves of deciduous trees as they change color and eventually fall to the ground. This process is a symbol of the changing of the seasons and the cyclical nature of life. As such, rustic red can also evoke feelings of nostalgia and reflection as we consider the passing of time and the beauty of nature.



“The beauty of autumnal hues, from rustic red to burnt orange, is a reminder that change can be stunningly beautiful”

PROJECT 08

Brief:
Summer Intern at Digeratie in
2023, responsible for
redesigning their website.

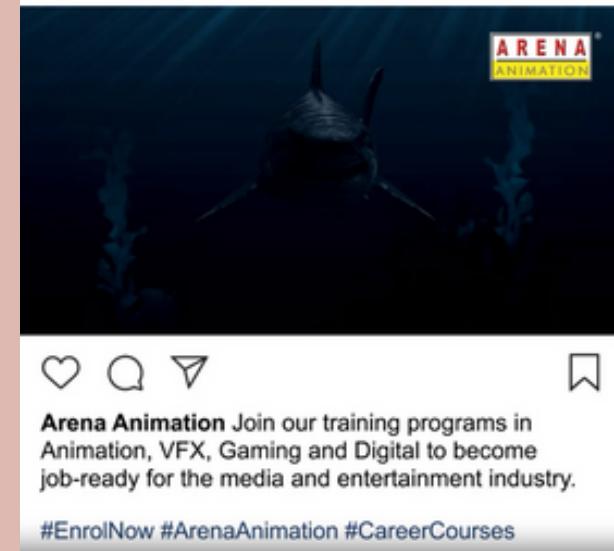
digeratie.in

WHY CHOOSE US



CREDIBLE

CREATIVE



Arena Animation Join our training programs in Animation, VFX, Gaming and Digital to become job-ready for the media and entertainment industry.
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OUR CLIENTS



OUR CORE VALUES

28% INCREASE IN ORDERS

-61% DROP IN CPA (COST PER CUSTOMER ACQUISITION)

-18% REDUCTION IN RETURNS AND OTHER LEAKAGES

THE STORY

SELL TO SURVIVE

Appurd faced higher cost per acquisition, every month – with falling orders and higher media spends, the situation presented a business imperative.

THE GOAL

GREATER CONSIDERATION AND SALES

Generate consistent sales realizations, staunch delivery leakages and minimize return to origin orders, all while controlling the unit cost per sale. The aim was to stabilize the financials of the enterprise in order for it to survive and compete effectively in a highly cluttered marketplace.

THE SOLUTION

OPTIMISING META CAMPAIGNS WITH WEEKLY DATA INSIGHTS

Using the Meta Suite of tools, we targeted our audience using interest based ads and used the Facebook pixel effectively to retarget the audience.

THE RESULTS

DIGITAL STRATEGY

We built campaigns that delivered:

- 61% drop in cost per customer acquisition.
- With a reduced CPC and similar spends, there was a 28% month on month increase in order numbers over 6 months.
- During the same period, there was also a reduction of 18% in the delivery leakages that affected the business.

Case Study Activity: October 2020 – March 2021.