

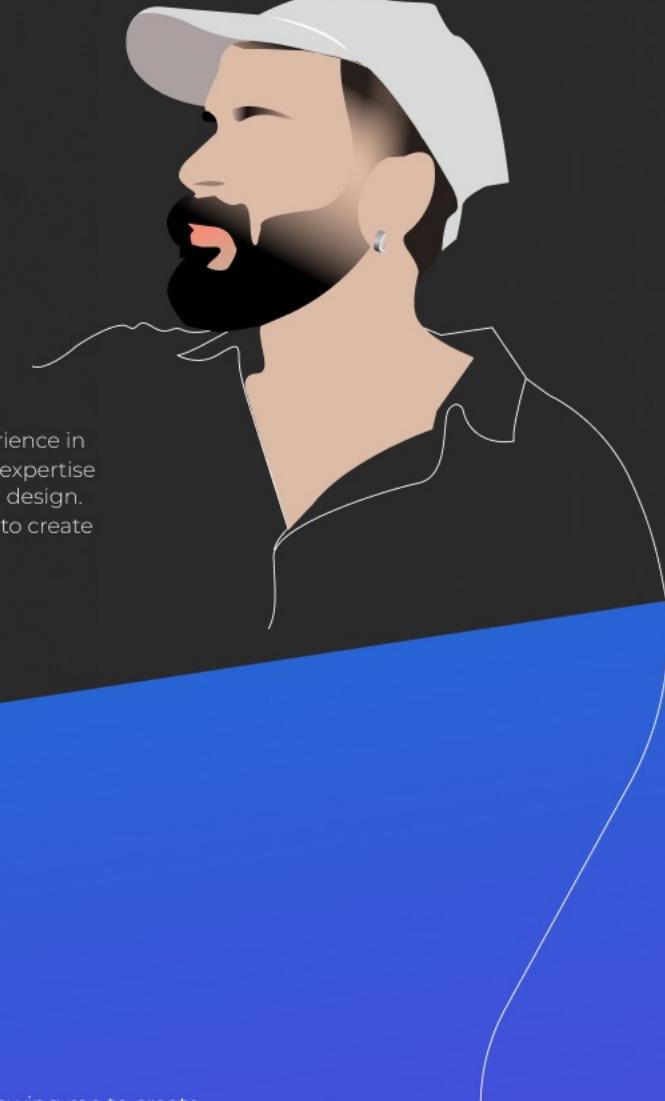
Portfolio

Abhimanyu A J

Visual Designer

I am a passionate visual designer with 4 years and 9 months of valuable experience in crafting intuitive and visually appealing digital experiences. In addition to my expertise in user interface design, I am also deeply passionate about the world of brand design. My creative journey is a harmonious blend of form and function, allowing me to create both engaging user interfaces and memorable brand identities.

<https://abhimanyuajayachan.wixsite.com/mysite>



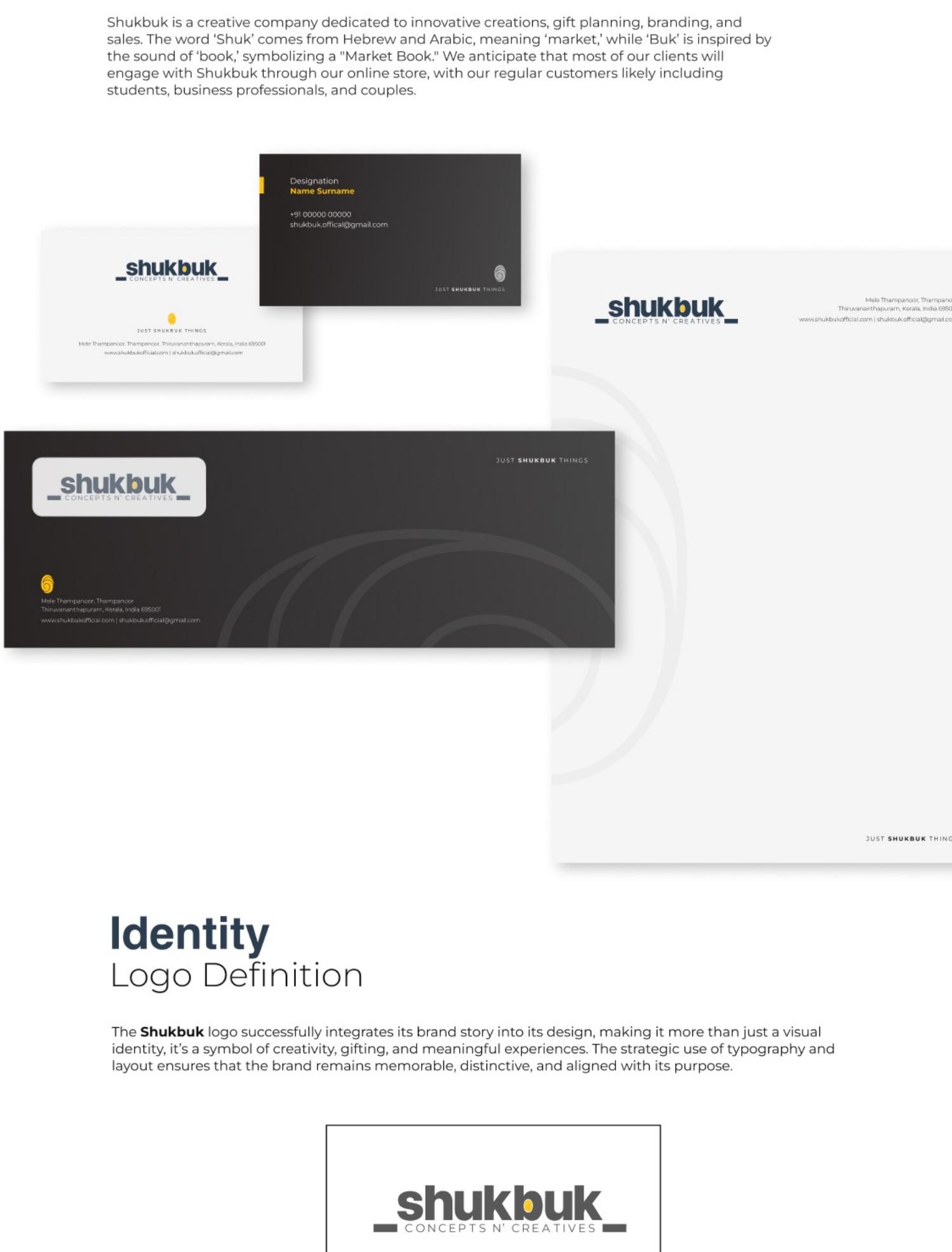
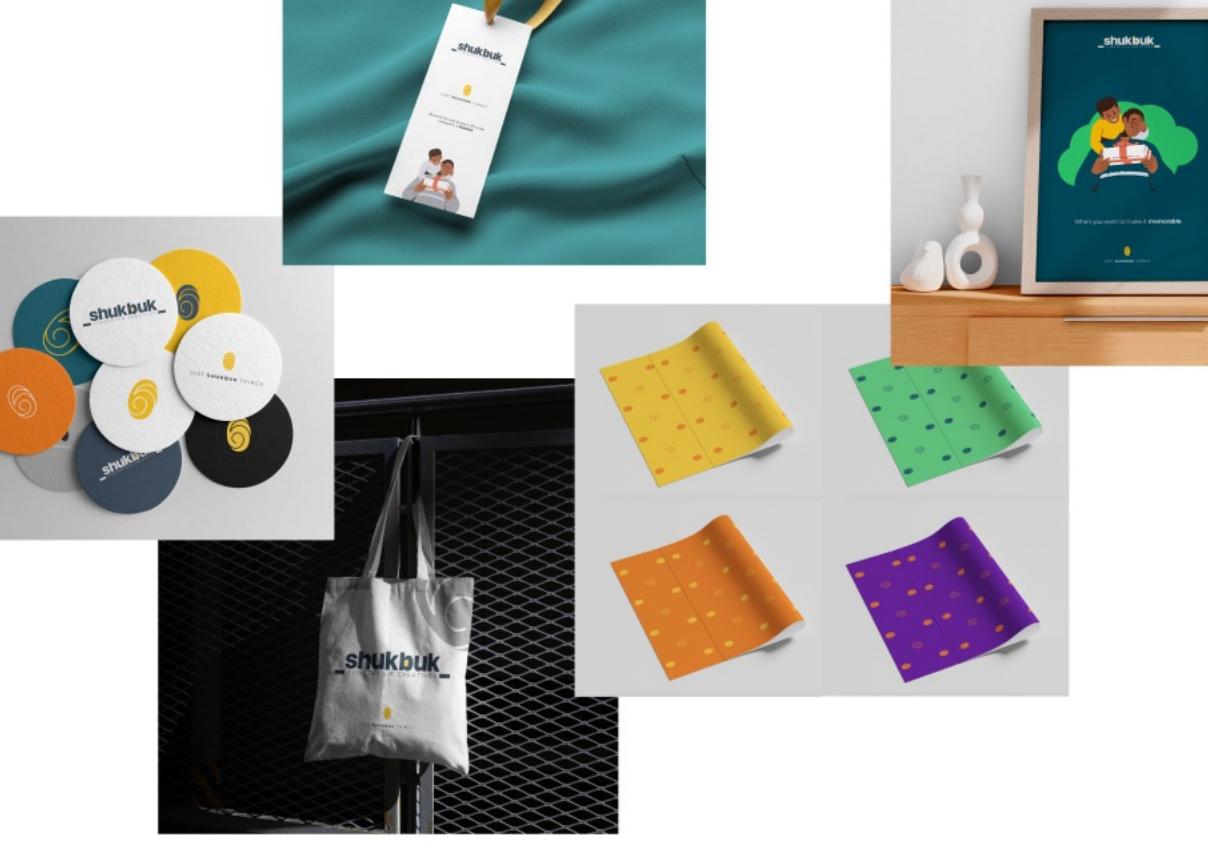
Overview

My expertise spans digital experiences, user interfaces, and brand identity, allowing me to create work that is both functional and memorable. With a strong eye for detail and a love for storytelling through design, I strive to craft visuals that engage, inspire, and connect with audiences."

Branding

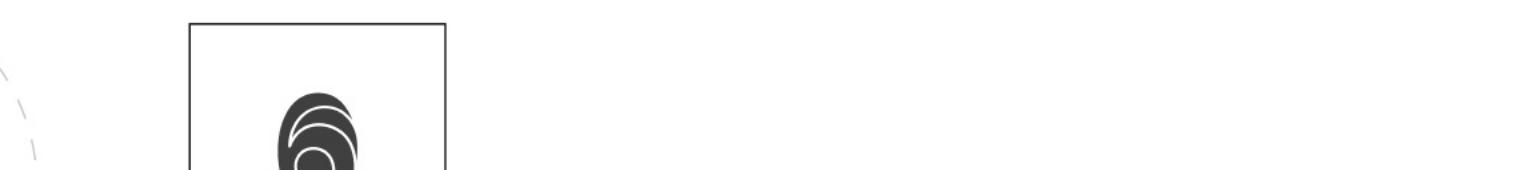
01

Shukbuk Creative Concepts

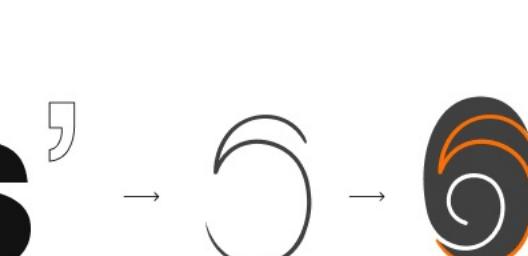


Identity Logo Definition

The **Shukbuk** logo successfully integrates its brand story into its design, making it more than just a visual identity, it's a symbol of creativity, gifting, and meaningful experiences. The strategic use of typography and layout ensures that the brand remains memorable, distinctive, and aligned with its purpose.



The Typography came from the features of Gift Box

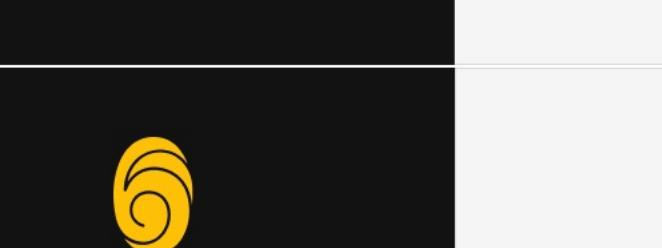


The packing of 'shukbuk' represents the shape of a gift box

Each element of 'shukbuk' represents the ribbon wrapping a gift box



The fav icon came from the finger print, it indicates touch, feelings, signature etc.



's' is represented in the negative space of the icon
'b' is represented in the fill of the icon



⚠ Confidentiality Disclaimer

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Re-branding

02

Experion Brandmark Rework

The Existing logo has certain disadvantages while considering specific print/digital installations. The details of the cosmetic correction exercise are given below.

01

The Basic Proportion Of The Brandmark

- The two ellipses together do not form a square. This is because the dimensions of the sides differ in the existing logo. It is not the ideal practice, and also, it won't align with the philosophy of the logo and the intertwine ellipses in it.

Old Logo



Reworked Logo



Comparison



Old

New

02

The Shadows

- Grey overlay won't be easy to reproduce in various mediums like paper, cloth, and plastic metal.
- It would be difficult to visualize the grey in smaller pixels.
- Edges of the logo are not refined and look distorted. The distortion would create irregularity in large scale prints. It would also be visible in high res digital documents.

Old Logo



Reworked Logo



- Eliminated all shade/shadow colours
- Changed the logo to exact square size
- Removed gaps between the ovals

Comparison



Old

New

03

Standardisation Of Angle

- The angle used for the ellipse construction is not a rounded value or a standard angle. The angle now reads 48.88 Degree. This value would be difficult to measure and recreate during various adaptations.

Old Logo



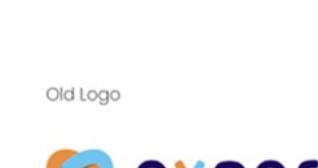
- The angle used for the construction of ellipse is reworked to a standard value of 45 Degree.

04

Typography Fine Tuning

- The curvatures of alphabets 'p' and 'r' do not align with the curvatures of other alphabets. This deformation would create balance issues in large scale print and digital applications.

Old Typography



Reworked Typography



05

Typography Composition And Base Element Selection

- The base element taken for the existing logo is the logo itself. Ideally, the base element should be the smallest entity in a composition. This practice creates a beautiful balance and also benefits during various installations.



06

Logo And Typography Scale – Defining Hierarchy

- The existing scale used for the logo and typography is not a round figure. This is not a standard practice and would create confusions during installations. The scale is changed to 10X for better visibility and easiness of installation.

Old Logo



Non-standard scale

Reworked Logo



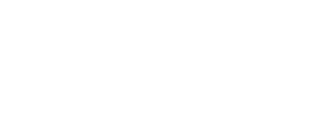
Standard scale 10X

07

Typography Colour Scheme Standardization

- The dark blue creates too much contrast with the two primary colours. Darker shades of neutral colour – grey is taken to get a better combination.
- The colourful 'x' also creates a distraction in the whole unit. An option is also given replacing 'x' with dark grey.

Old Logo



Reworked Logo Option A



Reworked Logo Option B

Reworked Logo - Helvetica Font



Reworked Logo - Helvetica Font

Thickness of technologies increased

Grey type

Grey type

Thickness of technologies increased

Orange type

Orange type

Thickness of technologies increased

Orange type</

Emailer

03

V1

Welcome to [REDACTED], where we unite talent, passion, and purpose to make a real impact.

Our mission is to grow globally, foster skill development, and give back to society, all while delivering exceptional customer experiences. We are not just another tech company; we are a team on a mission to make a difference. We cultivate a work culture where every employee is a maestro at their work and beyond. Talent and passion meet mastery and productivity here; people care deeply about the lives they impact with the work they do. The core values of Excellence, Empathy, and Ethics are the guiding principles that flow through the veins of our organization. Your journey with us is more than just a job; it's a chance to be part of a passionate team dedicated to making a difference in the world. We're excited to have you joining our Experion family and look forward to seeing the positive impact you'll make.

Warm Regards,
Binu Jacob
MD & CEO, [REDACTED]

At a Glance

16+	500+	11	1.5k
YEARS	CUSTOMERS	LOCATIONS	EMPLOYEES

What We Do

[REDACTED] brings expertise in the latest technology while crafting exceptional product experiences, utilizing **Strategy & Consulting**, **Platform Engineering**, **UI/UX**, **Application Modernization**, **Cloud Engineering**, **Embedded Engineering**, **Emerging Technologies**, **Data and AI** and **DevSecOps**, across domains.

Industries We Serve

Banking & Financial Services
Insurance
Retail & E-commerce
Banking & Financial Services
Transportation and Logistics
Healthcare
Automotive
Edtech

Our Values

Ethics Our commitment to ethical business practices and transparent communication forms the foundation of all our interactions; we are always doing what's right for our customers, partners, and society.	Empathy At [REDACTED] we prioritize putting ourselves in our clients' shoes to understand their needs and craft exceptional digital solutions that truly make a difference in their lives.	Excellence Continuously striving for excellence in all that we do, from delivering high-quality solutions to fostering a positive work environment and achieving the highest standards of quality, innovation, and customer satisfaction, is at the heart of [REDACTED]'s DNA.
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Awards & Recognition

V2

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Industries We Serve

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Life at Experion

Xpressionz
The stage for [REDACTED] vibrant talent, uniting us through culture, games, mega shows, and rewards and recognition.

Creativity Corner
A space for you to unwind & let your creativity fly.

Onam
A perfect escape for sports enthusiasts, playing indoor and outdoor games, stepping away from their work desks and enjoying a fantastic time.

Sports Tournaments
A perfect escape for sports enthusiasts, playing indoor and outdoor games, stepping away from their work desks and

Pallikodam
Experion consistently ensures to actively participate in group activities, providing opportunities for underprivileged and engaging with beneficiaries.

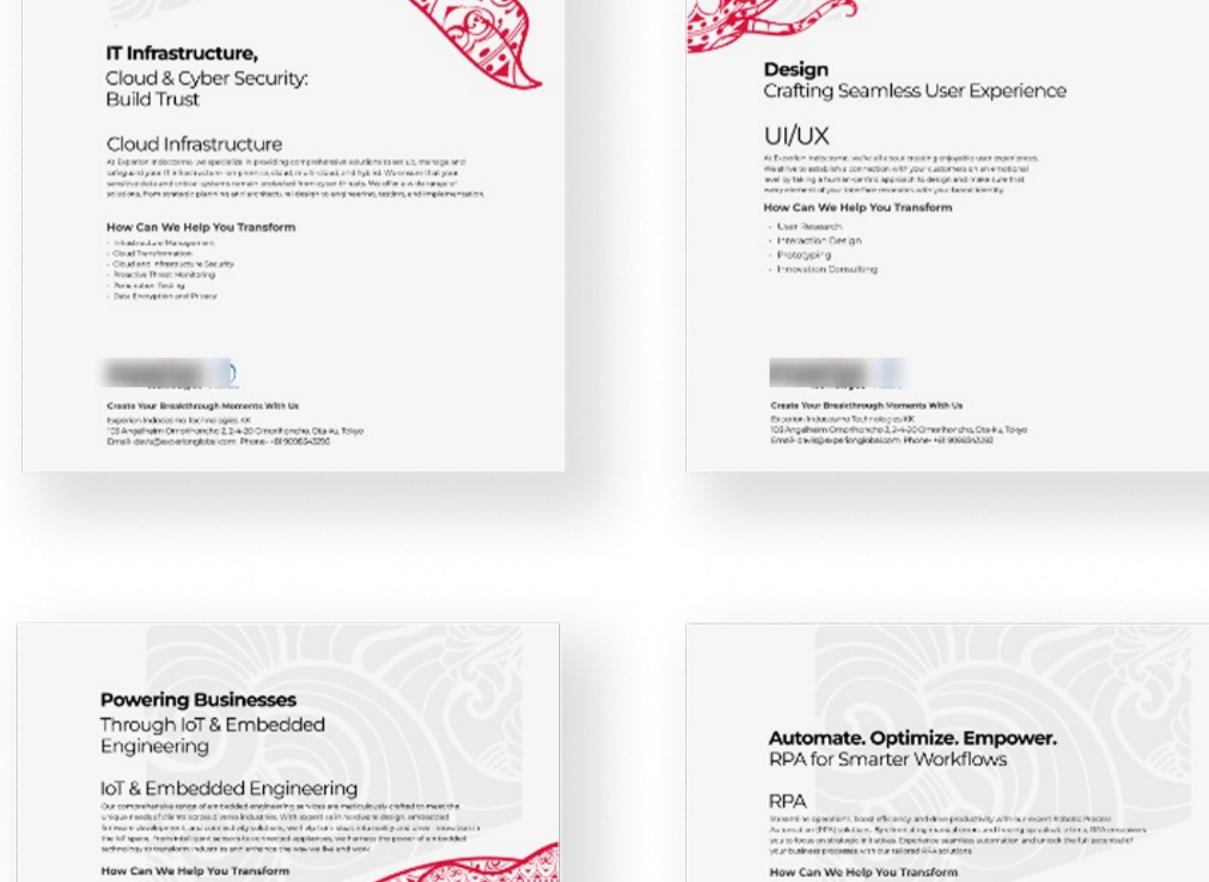
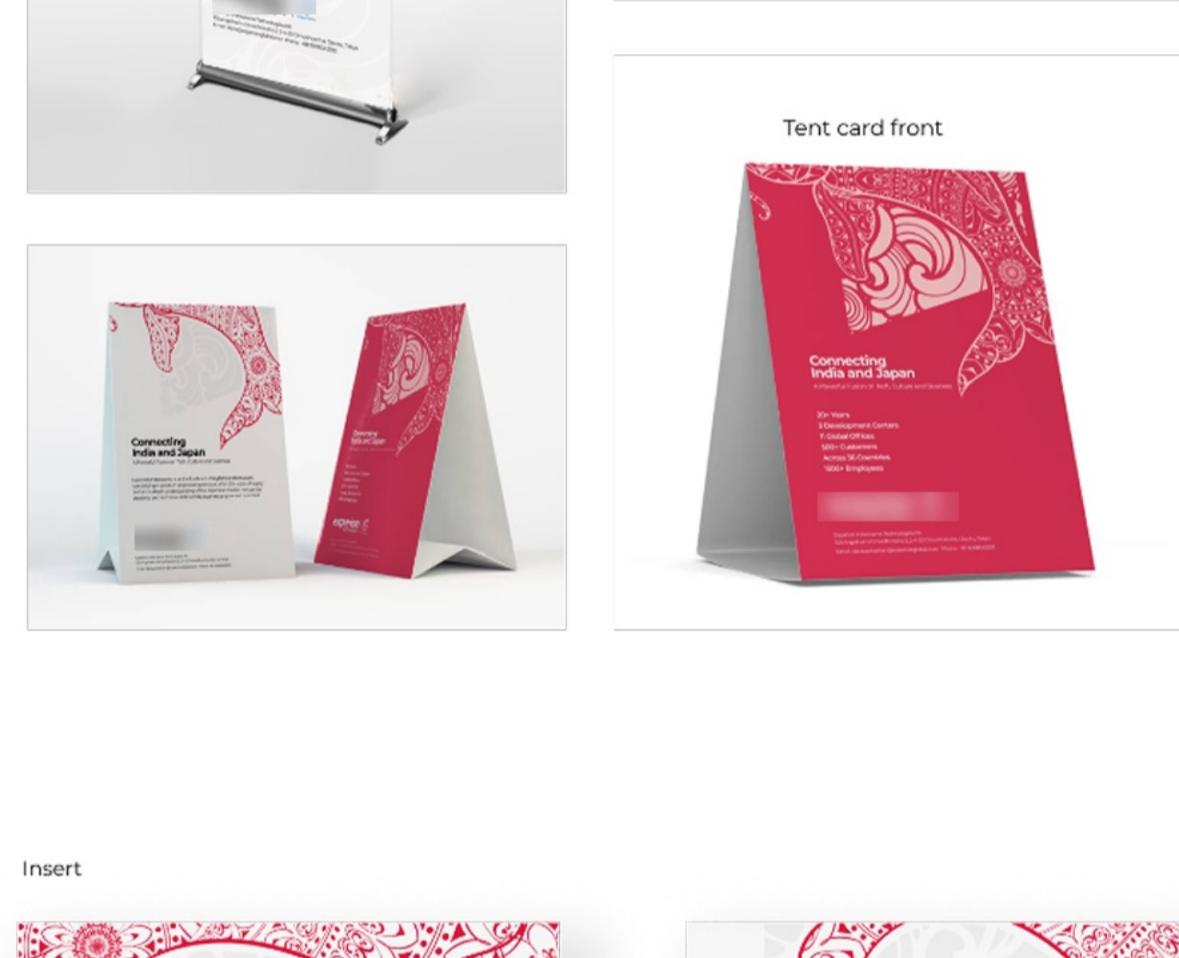
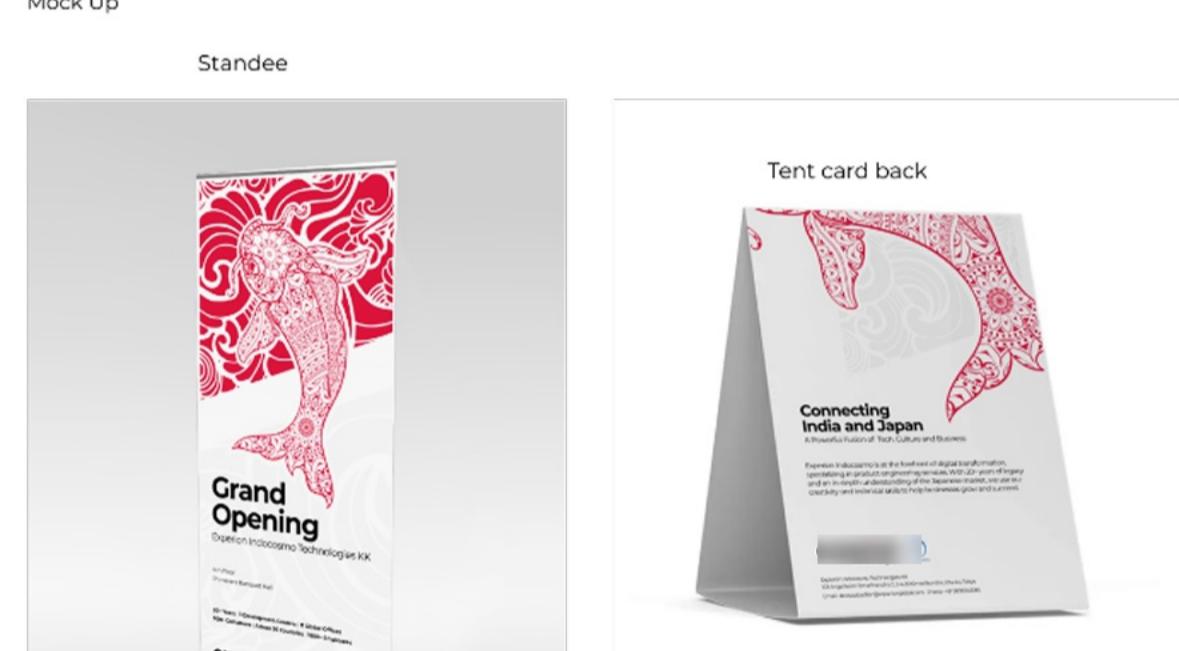
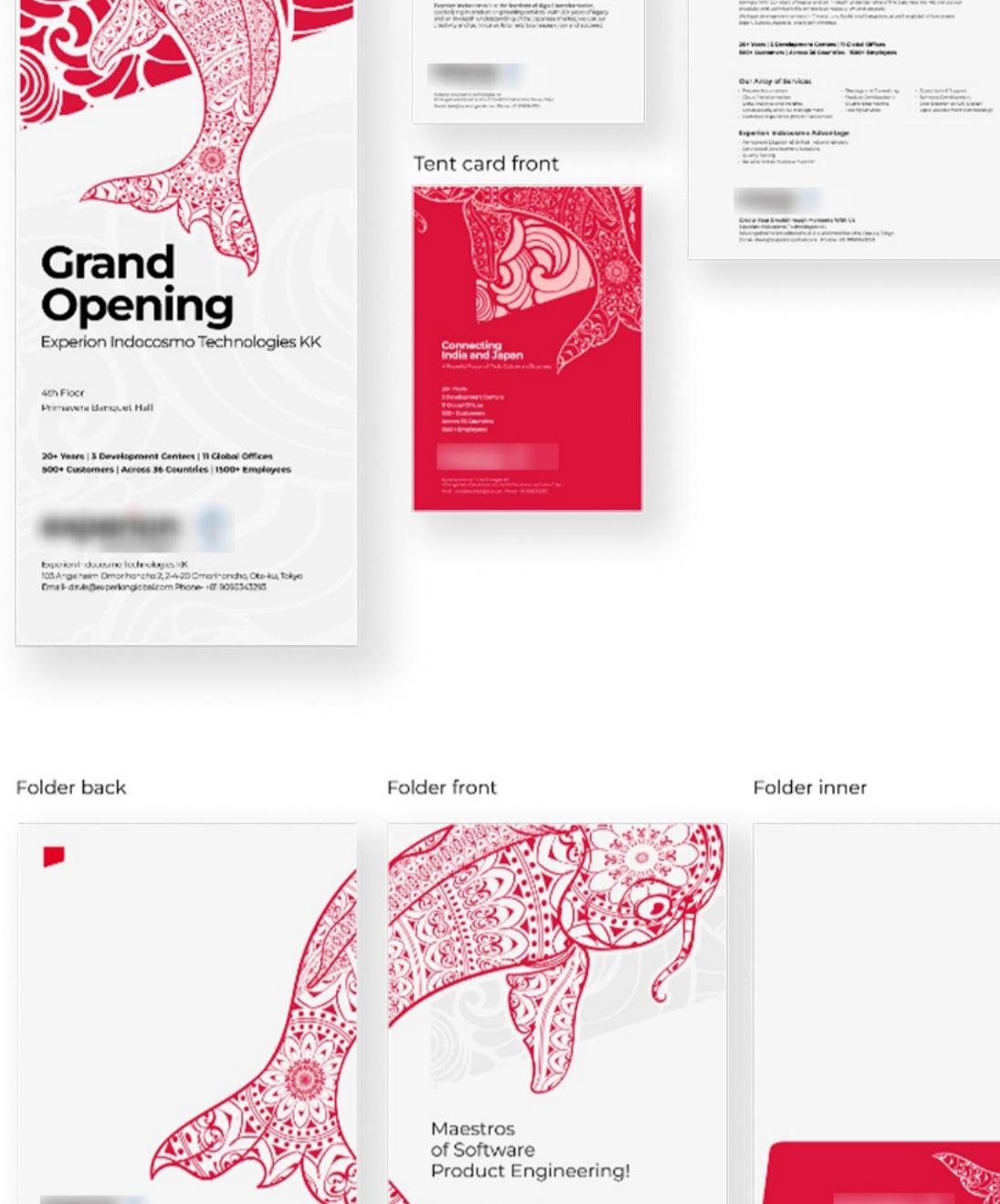
Radiance
To honor and celebrate for their remarkable achievements, Experionites showcase their exceptional talents, taking the celebration to another level.

Awards & Recognition

www.experionglobal.com

Standee & Deliverables

04



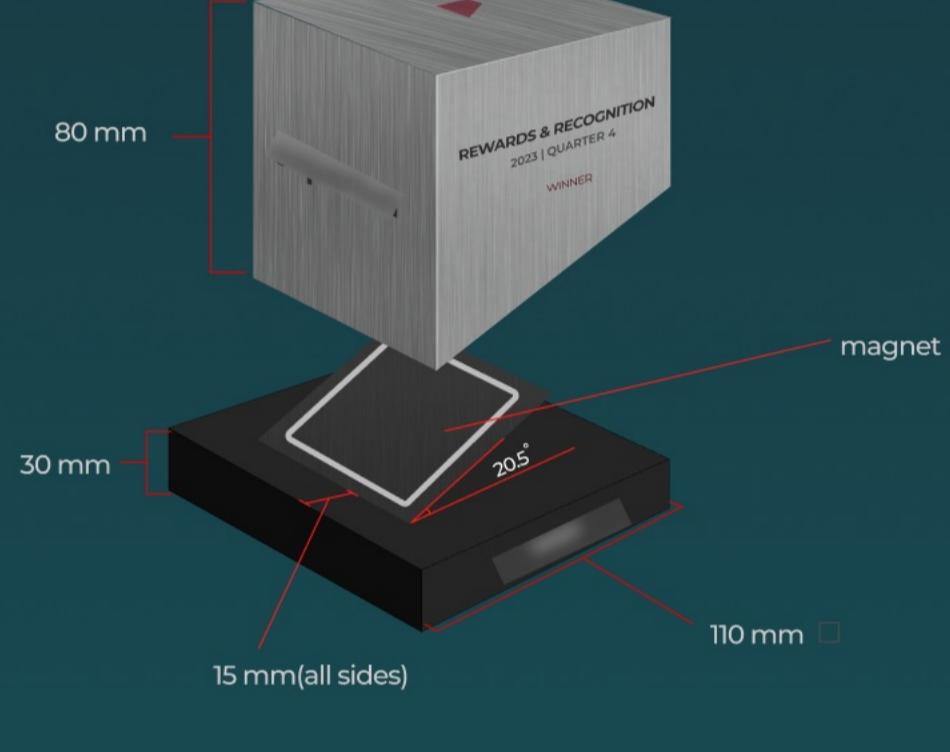
Award Concepts

05

Award 2022
Version 2



Removable



Colour Variants



Brushed Finish Blue Metal



Brushed Finish Gold



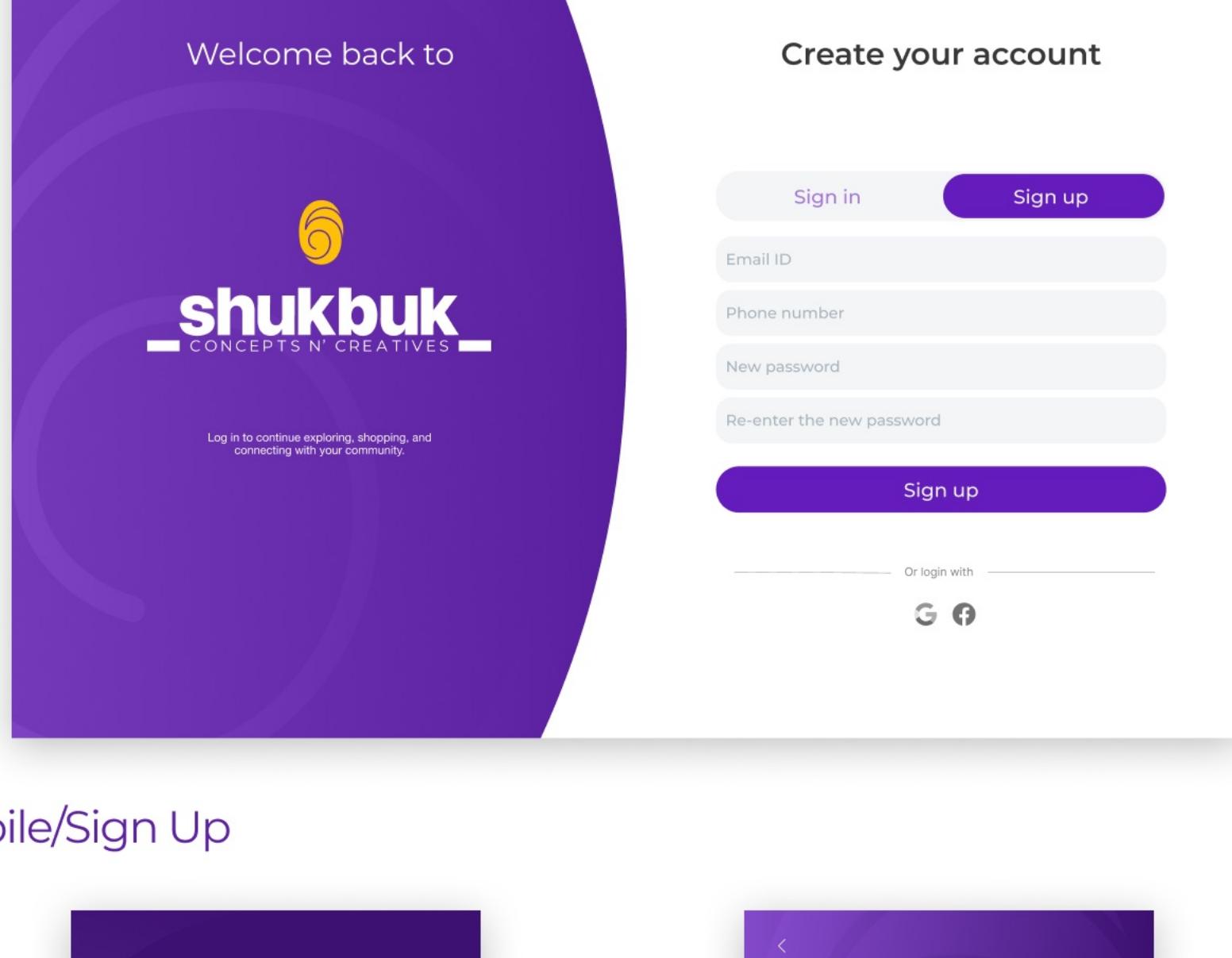
Brushed Finish Aluminium



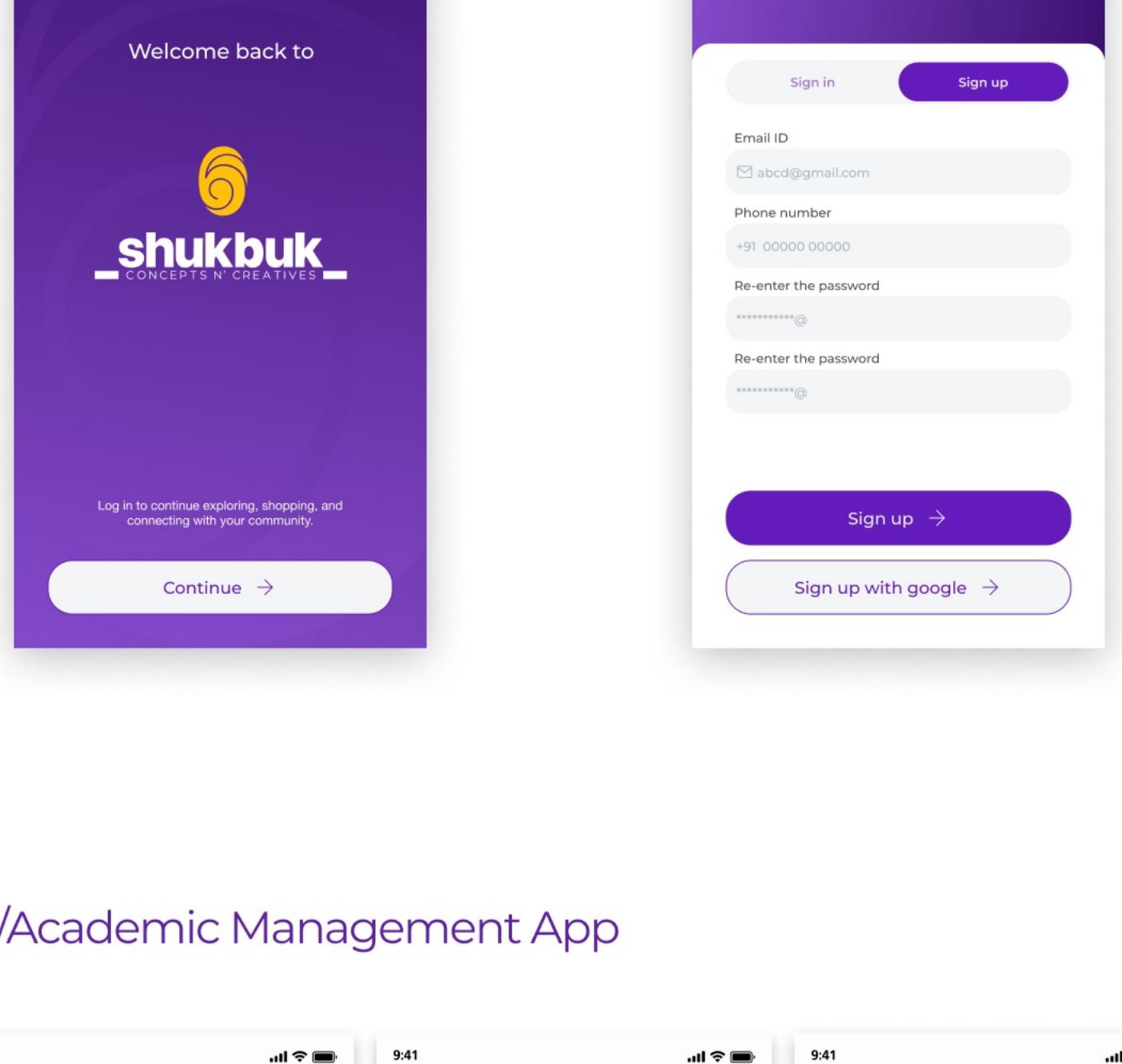
Brushed Finish Experion Red Metal

UI SCREENS

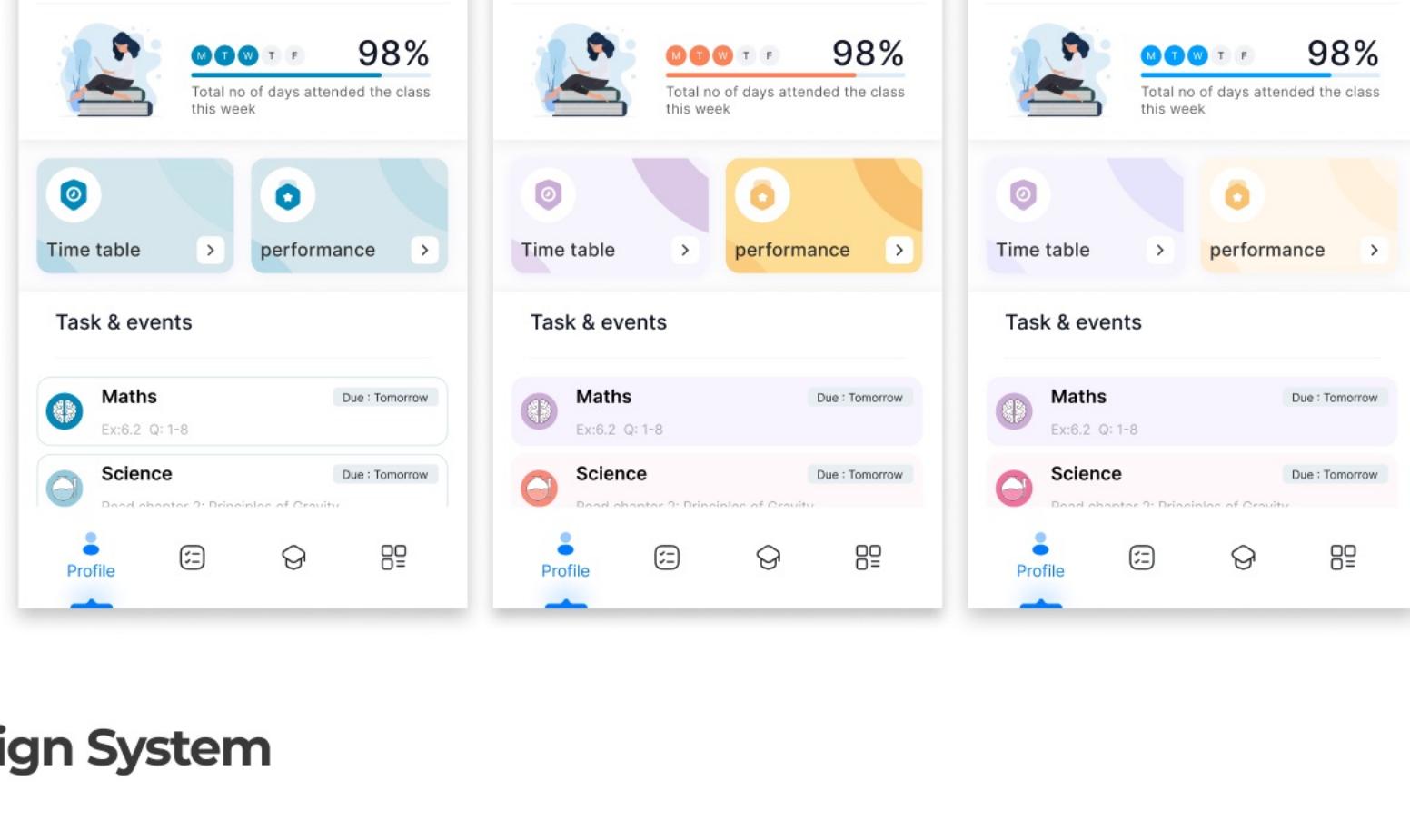
Web/Sign Up



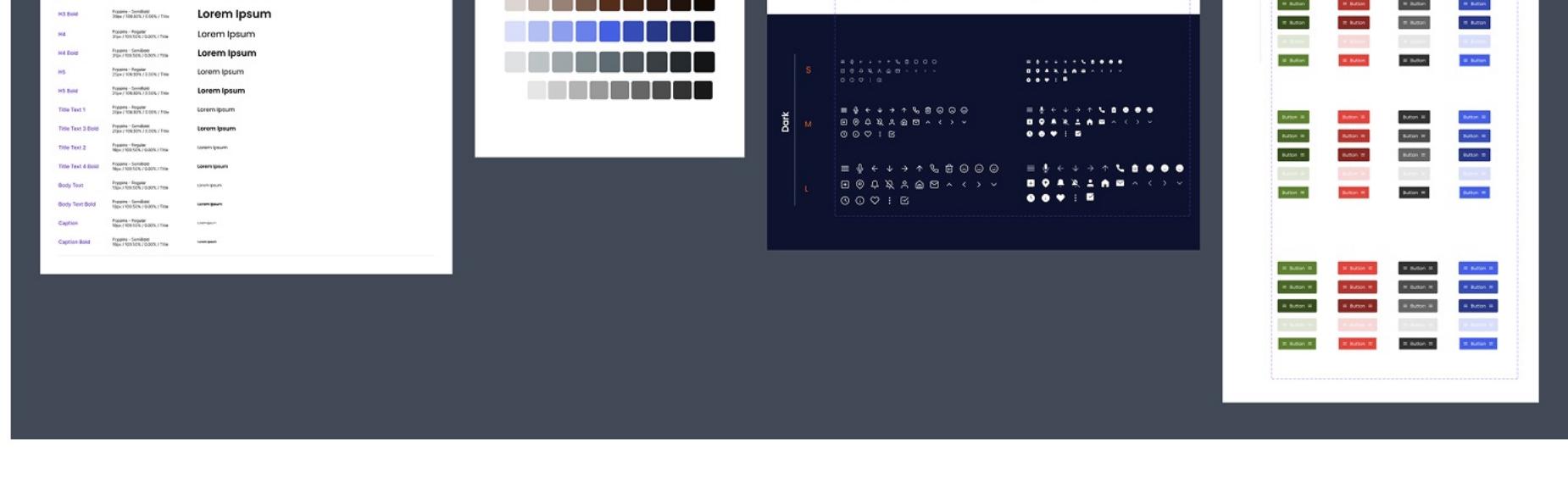
Mobile/Sign Up



Mobile/Academic Management App



Design System

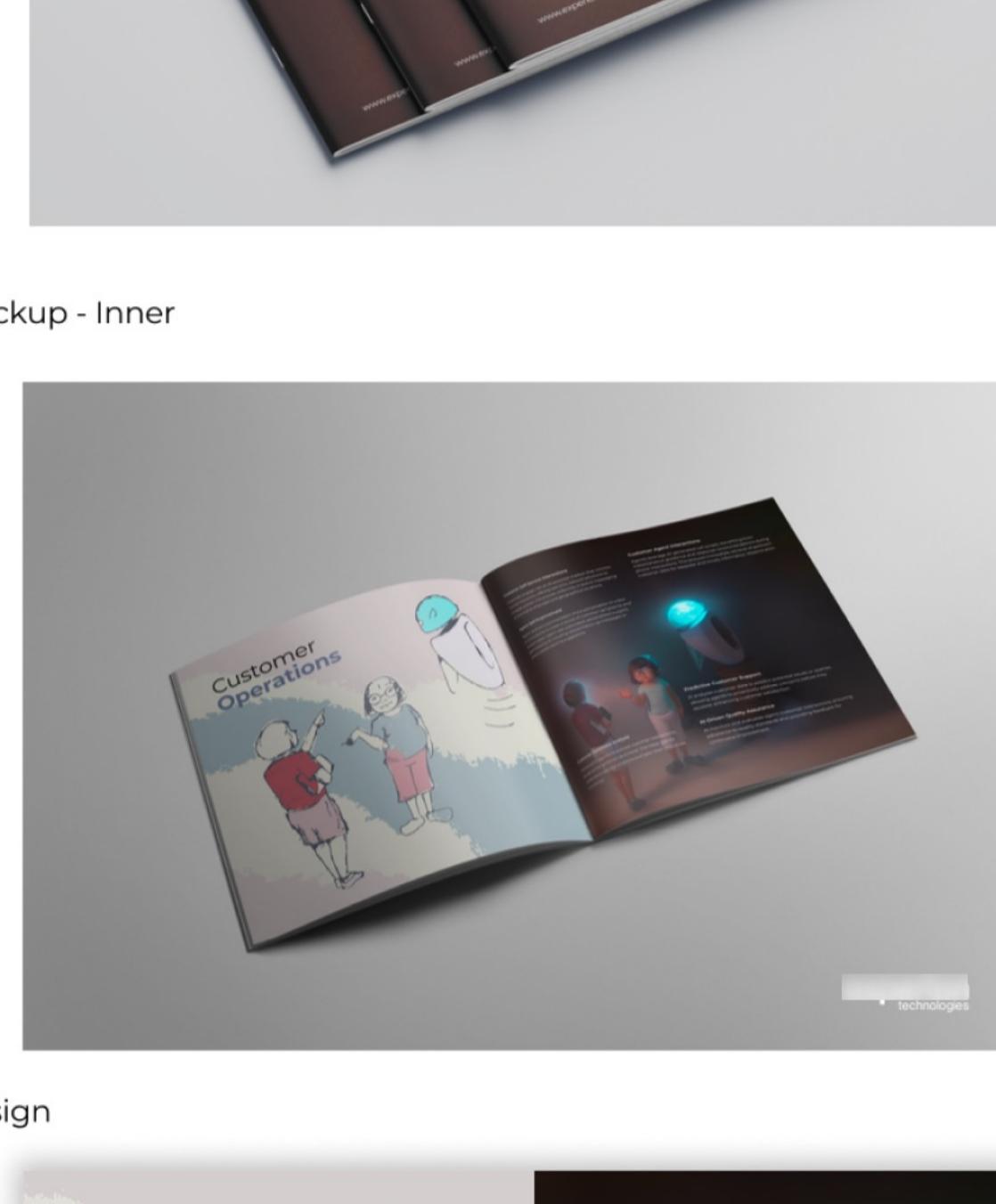


Magazines

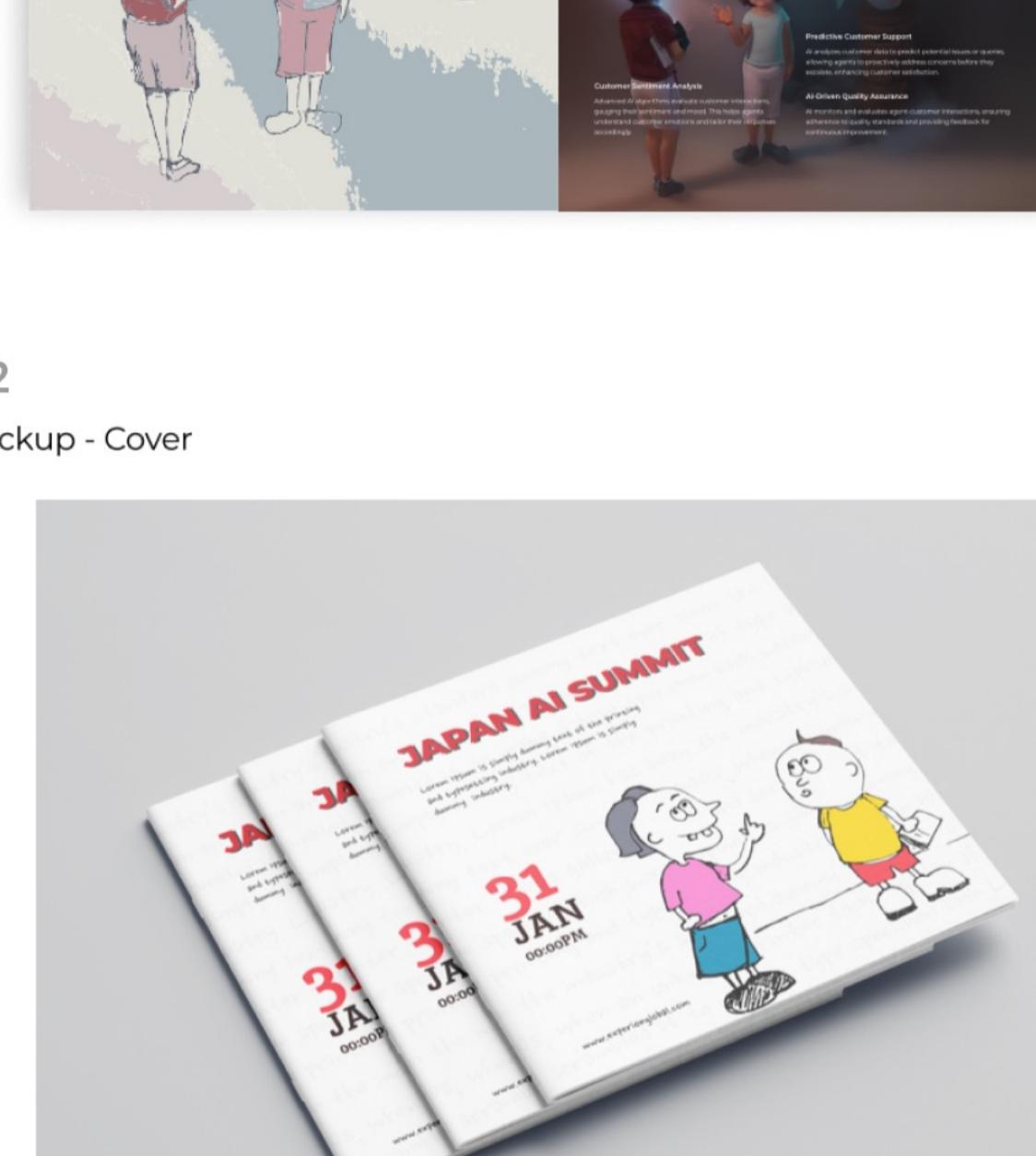
06

V1

Mockup - Cover



Mockup - Inner

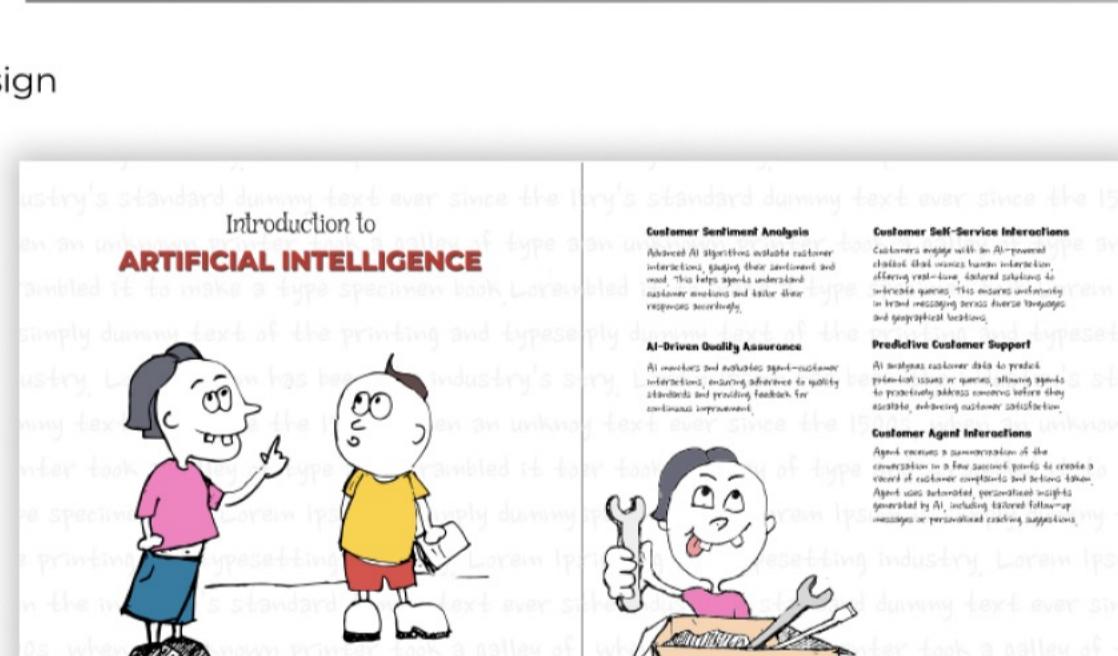


Design

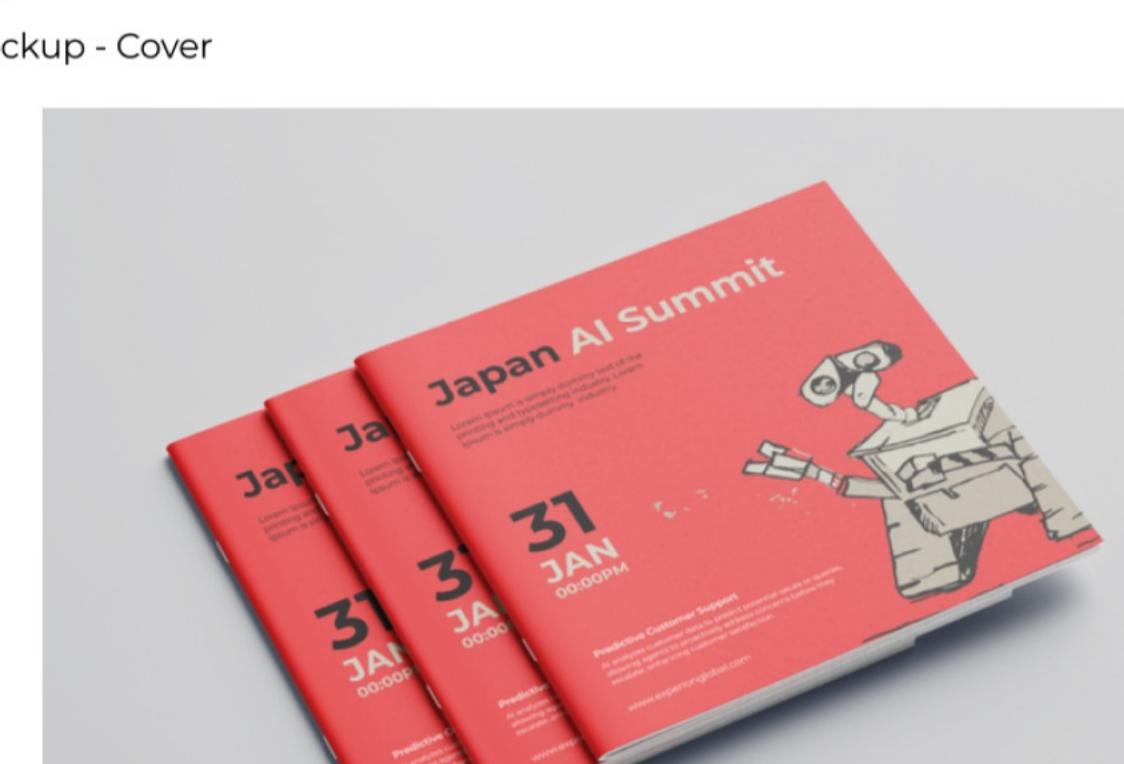


V2

Mockup - Cover



Mockup - Inner



Design



V3

Mockup - Cover



Mockup - Inner



Design



Thank **YOU!**

Abhimanyu A.J.

Visual Designer