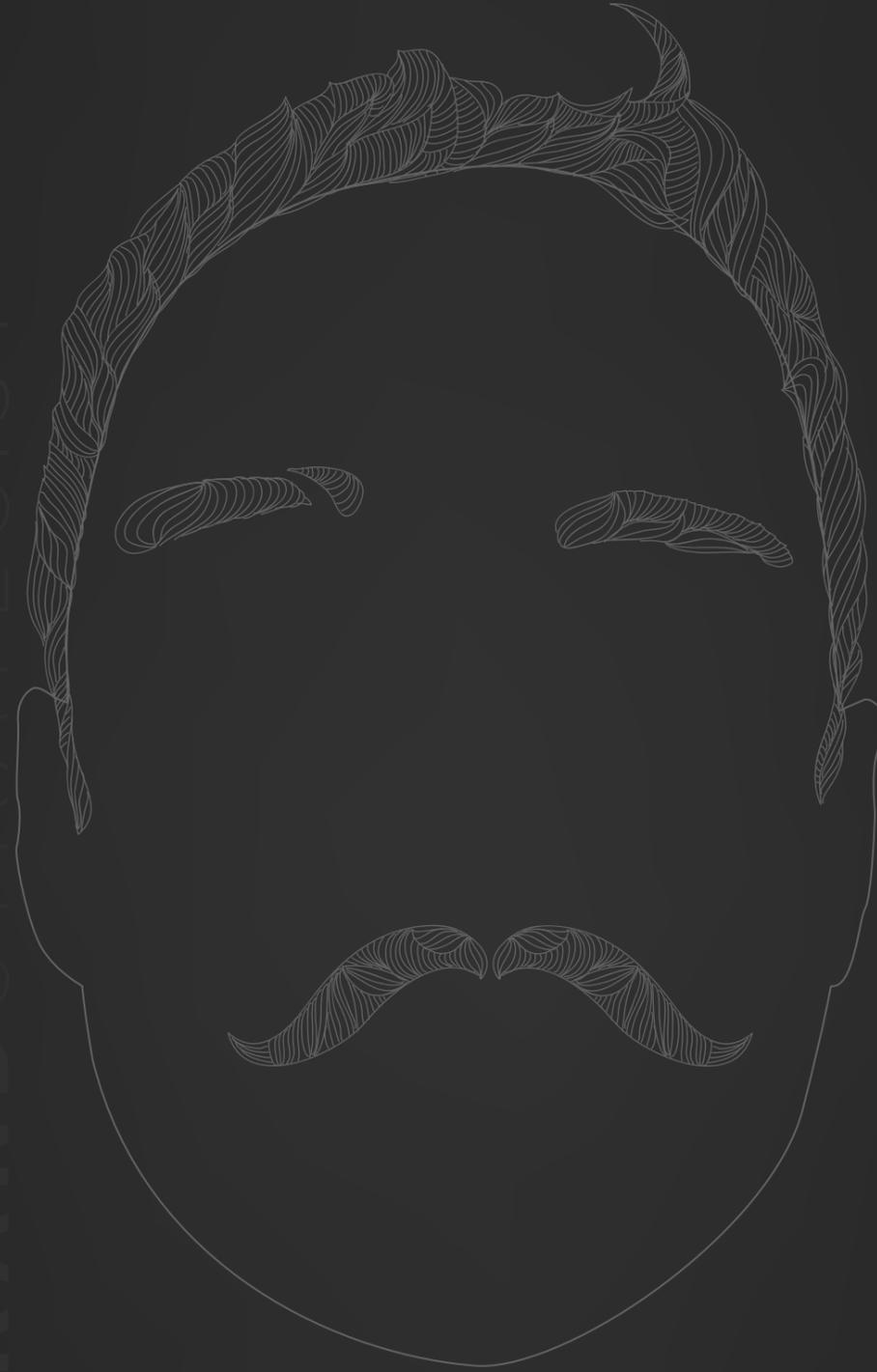


.FOLIO.

ARUN



CHRISTOPHER

(ER)

+91.98456.10565

CHRISTOPHER.ARUN@GMAIL.COM



19  
TOTAL YEARS AS A  
Design  
Professional

I am a Creative brand specialist with — a **multi-disciplinary design approach to art & creative direction.**

I brew my creative concoction by combining personal influences from art, music, motion, storytelling, and illustrations into unique and personalized brand visual experiences.

*I take pride in my growth as a self-taught designer focused on design systems, creative workflow, storytelling, and digital & moving content.*

*Constantly learning from a socially collaborative environment.*

## ART/CREATIVE DIRECTION

My primary focus is to present current and relevant subject-matter expertise in driving innovative brand visual experiences. From Strategy, Conceptualization to Delivering workflow solutions for marketing and brand activities.

Advice and guide teams/individuals on building high-quality presentation content for internal and external consumption.

**Visualize, Design & Adapt.**



## DESIGN/CREATIVE CONSULTANT

A lateral thinking creative advisor who guides and enables individuals/teams on the aesthetic quality of the project/campaign's storyline, script, plans, and more. A creative problem solver.

Support the Marketing, Business Development, Operations teams in building creative content for social and communicative exercises.

**Strategize, Script & Execute.**



## ILLUSTRATOR ARTIST

Blending style and technique to create a thoughtful collage of ideas into meta-visual compositions on paper and digital mediums.

'Illustration' is a state of mind, with a constant pursuit to communicate clearly and evoke a sense of emotional recall.

Collaborate and guide studios/entrepreneurs to achieve their best output and communication efficiencies with their projects/businesses.

**Rationalize, Draw & Re-draw.**



# experience

I see myself involved with teams/individuals who appreciate and *value innovation.*

## CRANES SOFTWARE

Design and develop Sales PoVs, marketing collaterals, presentations, ads, newsletters, and email communications.

Maintain and improvise the company's Brand Visual Identity System.



GRAPHIC DESIGNER

Design and develop artworks for facility/space branding projects.

## HEWLETT-PACKARD

Design and develop Sales promotional collaterals for a targeted market segment

Collaborate with other Creative teams to develop content for RFPs.



SR. GRAPHIC DESIGNER

Engage, motivate and support a team of design professionals on high-level and crisis projects.

## SGK INC.



Provide design and brand guidance support for projects submitted for review, from internal Creative services teams and the client's Agency partners.

Develop and maintain the client's Brand by constructing design templates for a wide range of marketing applications.

Conduct training programs/sessions for the internal design teams, agency partners, and vendors.

ACCOUNT MANAGER

## SGK INC.



Build a team that provides Creative Services and Presentation Deck services as a specialized creative portfolio.

Oversee Sourcing, Planning, and Reporting for projects undertaken by the team.

Advice and guide Consultants and Account Managers on developing constructive presentation best content.

Create and build assets, processes, and design workflows

BRAND CONSULTANT



My goal is to try  
and *exceed* rather  
than match up.

## IDENTity

PERPETUAL HELP

FILLY & COLT

#IWTK

LOKA

PROPOSED

## BRANDing

VNDC

MATTHEWS INC.

SGK INC.

HOME DEPOT

## PACKAGING

COLDARIN

JOHNSON BUDS

STAYFREE

JJ WATERS

MONDELEZ

## VIDEO & motion

SGK AROUND THE WORL

MARKETING VIDEOS

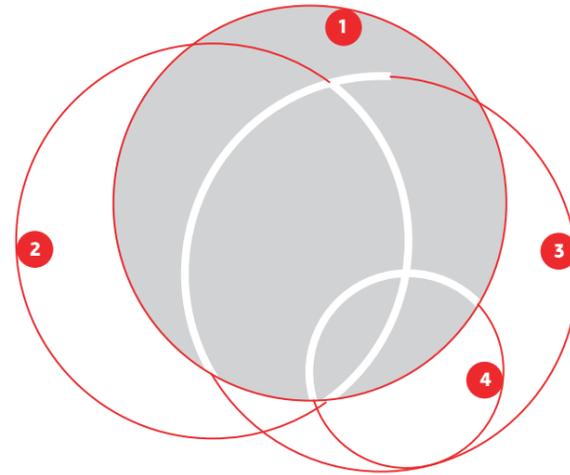
SOCIAL CONTENT

RETAIL CONTENT



# PERPETUAL HELP INSTITUTE

*One for the community*



*A painting of the institute's patron is the base of the logo. A metaphorical mnemonic was created using the simplest of geometric shapes intersecting each other to bring a new contemporary meaning to the institutional visual philosophy.*



*This abstract mnemonic breathes a new and refreshing way of seeing and consuming the identity. By using strong primary colors, pushes the visual focus onto the brand logo.*



PERPETUALHELP  
COMPUTER TRAINING INSTITUTE



PERPETUALHELP  
COMPUTER TRAINING INSTITUTE

## ABOUT INSTITUTE

A community educational institute that provides skill-based training to underprivileged youth.

## DESIGN OBJECTIVE

Re-brand an existing institute identity. The new branding needed to be closer to the mission of the organization. The visual style needed to be simple and easy to build and adapt for future applications. Keeping the basically skilled individual in mind.

# PERPETUAL HELP INSTITUTE

The new brand assured in a revived energy and initiative to the institute. I worked with a larger team in building a range of collaterals and brand assets for the re-launch of the institute.

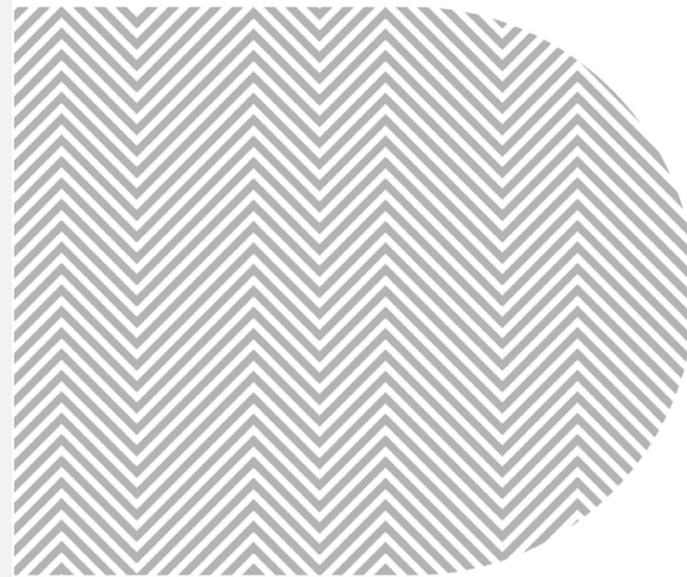
## POSTER DESIGN



PERPETUAL  
HELP

MEET US. TALK US.  
+91803457364  
info@perpetualhelp.co.in

FOR DETAILS COURSES  
& PROGRAMS, VISIT US  
@perpetualhelp.co.in



IT'S A THE **COMMITMENT**  
TO INFORM, TO UP SKILL,  
TO EDUCATE, TO LISTEN,  
TO ENABLE, TO **EMPOWER**

### 3 MONTH PROGRAMS

Diploma in  
Computer Applications  
Diploma in  
Tally ERP  
Diploma in  
Hardware & Networking

### 6 MONTH PROGRAMS

Diploma in  
Desktop Publishing  
Diploma in  
Web Design & Programming  
Diploma in  
Digital Studio Technology

ENROLL NOW AND GET

# 20% OFF

ON COURSE FEE.

## EXTERNAL SIGNAGE



PERPETUAL  
HELP

COMPUTER TRAINING INSTITUTE  
GOVERNMENT RECOGNIZED INITIATIVE

*Local  
Langauge*  
translation

ADDRESS  
Neque porro quisquam,  
est qui dolorem ipsum quia  
dolor sit amet, consectetur,  
adipisci velit.  
PH: +91.XX.XXXX.XXXX

# REJECTED PROPOSALS

## Yes means No!

Here are some identities I have developed and proposed, but unfortunately, they were not accepted (mostly for financial reasons).

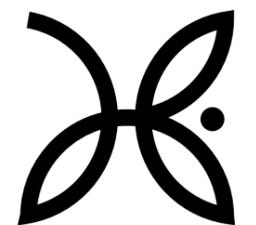
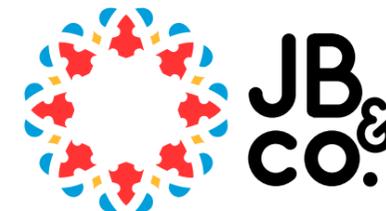
### JUST BE

A one of a kind vegan cafe in Bengaluru. An interesting cafe with an interesting menu needed an **interesting** logo.



### JB&CO.

A heritage confectionery house upscaled to open a counter at an international airport and wanted to re-design their logo to reflect his new stage in their business.



# FILLY & COLT

*From Shopping to experience*



FILLY & COLT

# FILLY & COLT

## ABOUT THE SHOP

Filly&Colt, is a neighborhood children multi-brand apparel store, catering to the kids who are hard to please.

## DESIGN OBJECTIVE

The job was to create an identity that invokes as a sense of playful nostalgia. Building a mnemonic that can be used and repurposed cleverly within the retail space.



FILLY &  
COLT

filly &  
colt

FILLY+  
COLT

*The inspiration for this mnemonic started with sketches of a young horse.*

*The idea of the rocking horse brought a simplistic and nostalgic reference to the logo.*

*Typography took various turns and forms. Here are a few options that helped reach the final decision*

# FILLY & COLT



<BACK TO BASE

Shoppers visiting the retail store shared great feedback and loved the playful nostalgic logo.

## SCOPE OF WORK

A clever reference of a 'rocking horse' was designed to reflect a meaning of Filly and Colt. A host of brand assets and collaterals were created across different applications and for different site branding purposes.

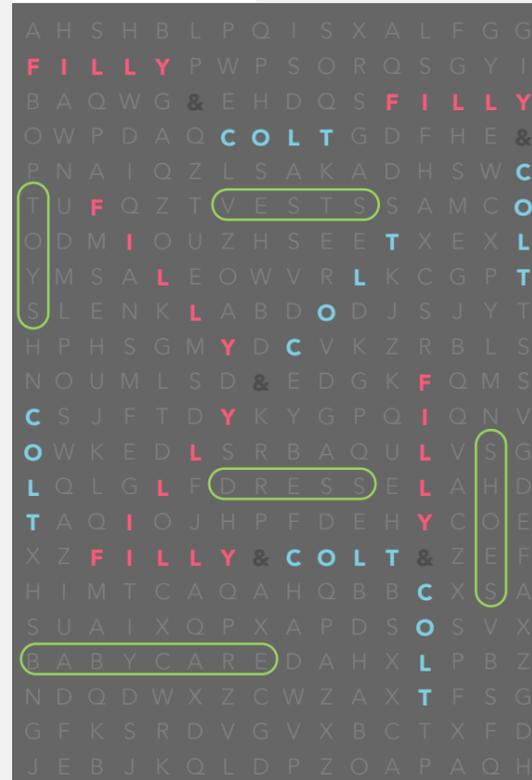


LABELS AND PRICE CARDS

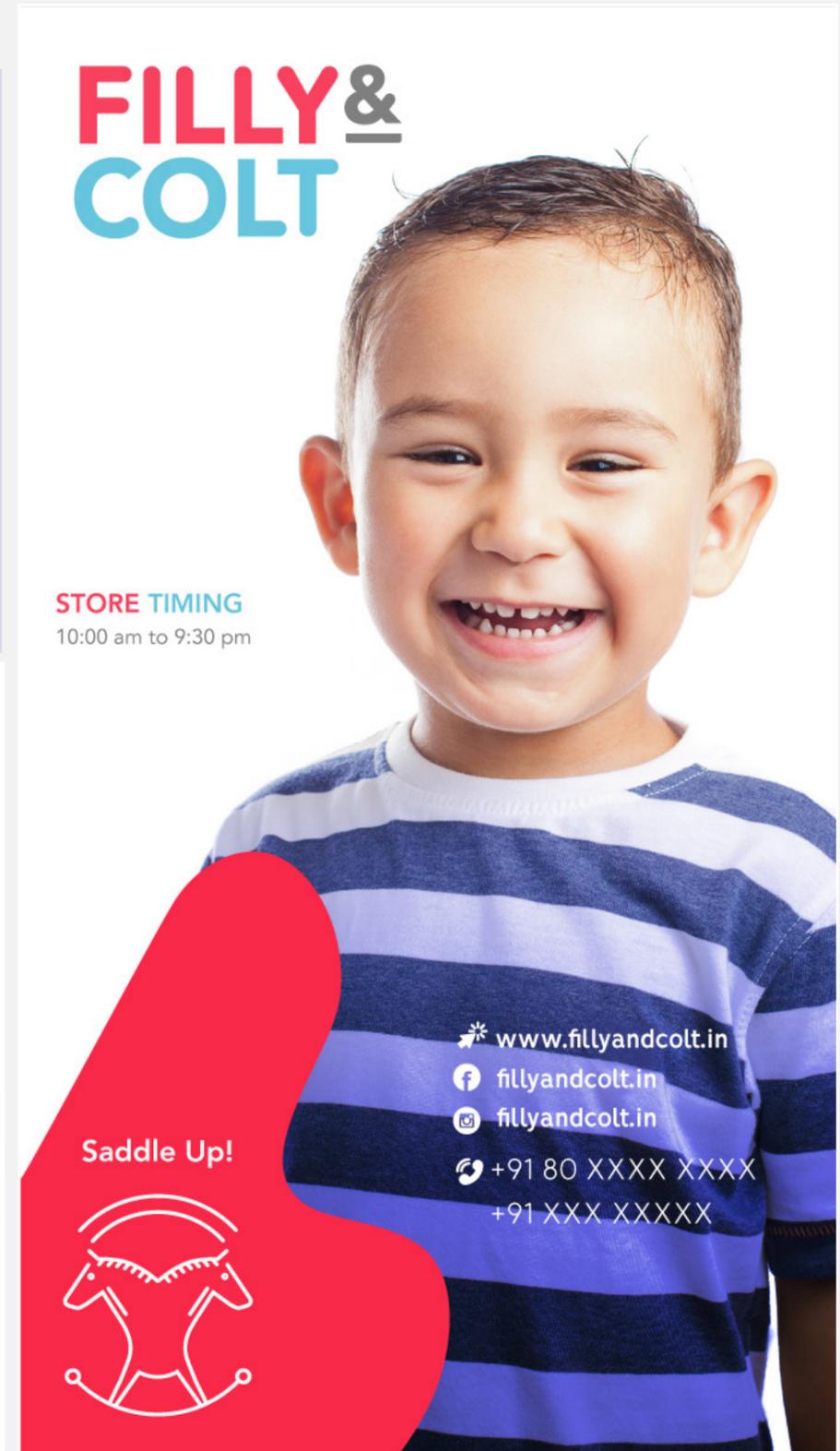
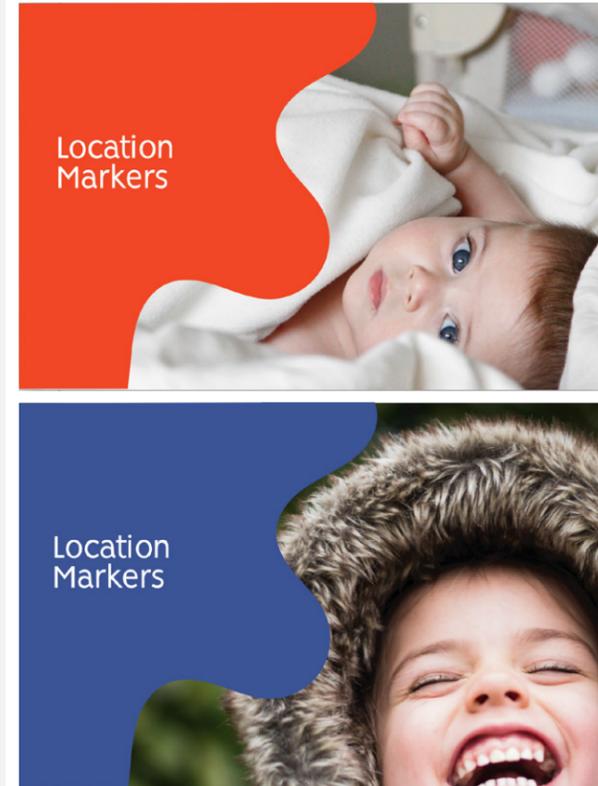
## STATIONARY



## WRAPPING SHEETS



## IN-STORE SIGN



# FILLY & COLT

STORE TIMING  
10:00 am to 9:30 pm

Saddle Up!



[www.fillyandcolt.in](http://www.fillyandcolt.in)  
[f fillyandcolt.in](https://www.facebook.com/fillyandcolt.in)  
[i fillyandcolt.in](https://www.instagram.com/fillyandcolt.in)  
 +91 80 XXXX XXXX  
 +91 XXX XXXXX

BACKLITE SIGNAGE

# HAPPY FLAMINGO

*Eventful visualization*

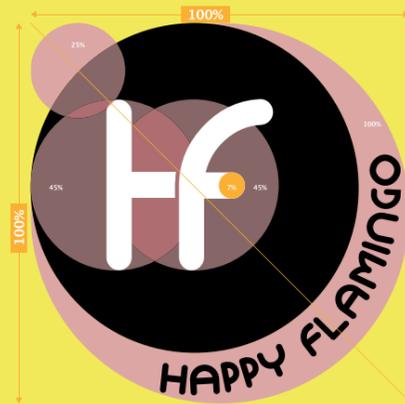
## ABOUT THIS

Happy Flamingo is an event and wedding planning company. A group of friends joined in to build this service.

## DESIGN OBJECTIVE

The name and design strategy needed to invoke a sense celebration and happiness. The name needed to stand out over the identity.

	#1 Primary Color HF Pink c0: m70: y50: k0 r243: g113: b108		#2 Primary Color Black c0: m0: y0: k100 r0: g0: b0		Reserve color HF Cream c0: m0: y50: k0 r255: g245: b155
---	---	---	---	---	--



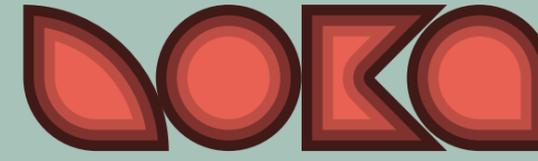
## DESIGN SOLUTION

A simple yet funky logo element was created to express this idea. The visual application for the logo was designed to be captivating and fluidic.



# LOKA

*Together for dance*



*The logo design uses the most basic form and shape to interpret itself. The wholeness and blockness of the logo promises a world of opportunities.*

**LOKA**  
Studio for  
Movement  
Practices

*This is the logo descriptor an quietel  
literally does what it's supposed to do.  
Just keeping it simple.*



## ABOUT THIS

LOKA is a space to explore Movement and dance in its myriad forms. Specifically focuses on providing training and creating platforms for discourses on the folk landscape of southern India.

## DESIGN OBJECTIVE

Create a logo that can be self containing and visually abstract. Eaily understood and metaphorical depending on its purpose in time.



*Here is a version that expresses motion,  
fluidity and expression.*

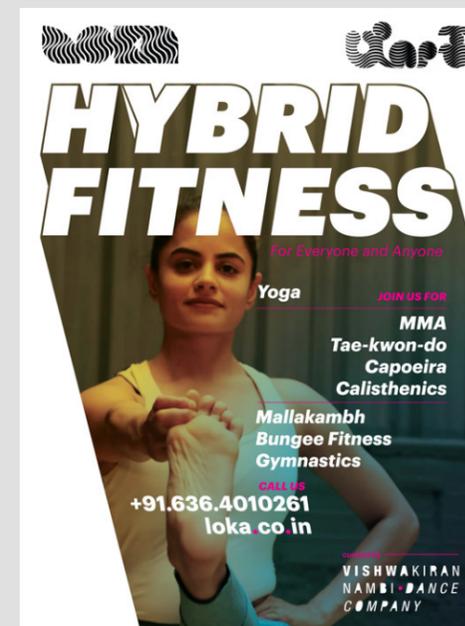
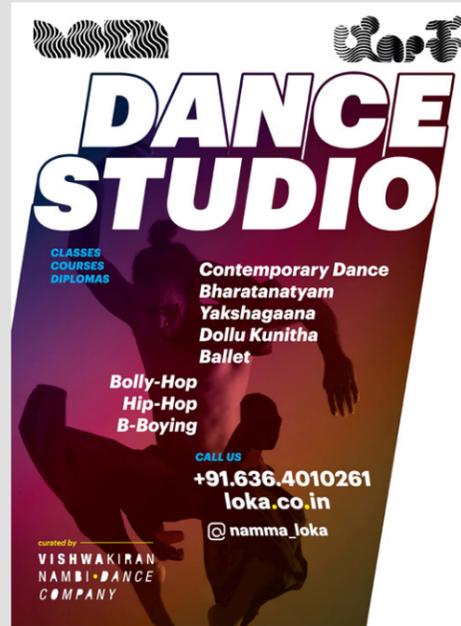


*The studio has large local following and the  
brand had to be accessible to this group. This  
design exploration is based on the devanagiri  
kannada script.*

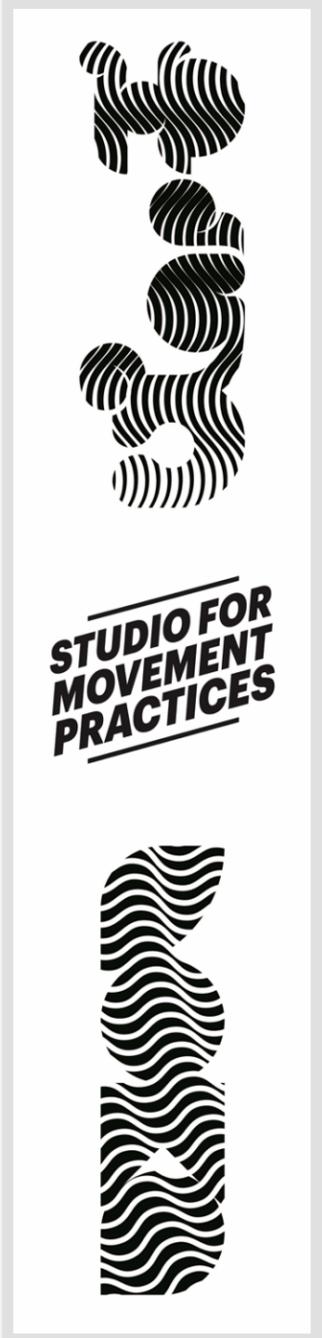
# LOKA



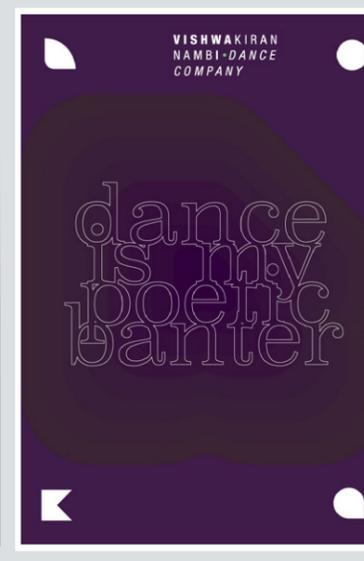
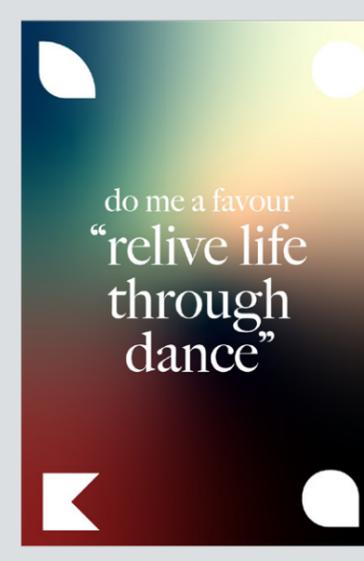
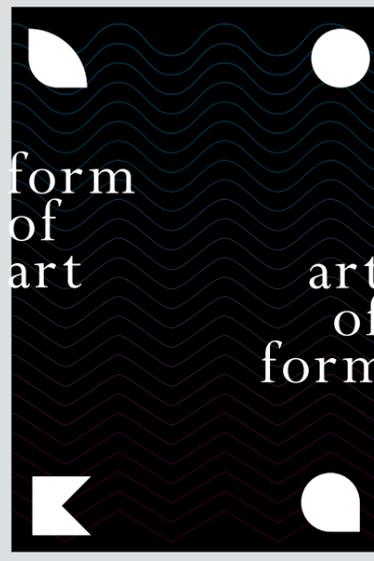
## SITE BRANDING PANELS



## HANGING BANNER



## SOCIAL POSTS



## DESIGN SOLUTION

The local meaning for LOKA is 'the world', and the visual treatment started from this idea as a container/embodiment.

# #IWTK

## India Wants To Know

*Through Mutual Interest*



THINKING MAN



PUN



THE THINKING PUN



### ABOUT THIS

India Wants To Know is a Team #9 Media productions initiative. Their mission is to build the world's largest curious community- for people who love to learn facts, trivia, and stories in a fun way. We engage audiences through our trademark #StorytellingQuizzing with interesting questions, wrong answers, and fun facts in an inclusive format.

### DESIGN OBJECTIVE

The identity needs to be easily recognizable and pose a question at the same time; the answer for which can be as many as the eyes balls viewing it.



# #IWTK

## India Wants To Know

### DESIGN SOLUTION

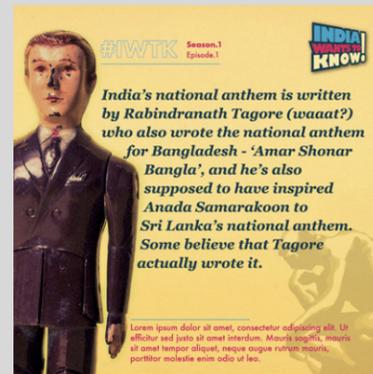
The logo design uses two parallel ideas. Firstly, the Thinking Man and the other is a pop culture reference to trendy news phrase.

- WEBSITE** <https://indiawantstoknow.com>
- YOUTUBE** <https://www.youtube.com/c/IndiaWantsToKnow>
- TWITTER** <https://twitter.com/IWTKQuiz>
- INSTAGRAM** <https://www.instagram.com/IWTKQuiz/>
- FACEBOOK** <https://www.facebook.com/iwtkquiz/>

### YOUTUBE COVER ART



### POST TEMPLATES (SOCIALS)



### INSTA PROFILE PIC



### YOUTUBE THUMBNAILS



*One for the community*



## ABOUT THIS

Vishwakiran Nambi Dance Company (VNDC) is a Contemporary Dance Company based out of Bangalore, India.

## DESIGN OBJECTIVE

To create a visual experience that reflects the essence of the dance practice. Combining philosophies and art influences that is focused and abstract at the same time.



VISHWAKIRAN  
NAMBI • DANCE  
COMPANY

# VISHWAKIRAN NAMBI • DANCE COMPANY

## DESIGN SOLUTION

A logo needs a story that reflects the experience and philosophy of its protagonist. In this case, the leaf-like shape is the protagonist and the circle is the expression of influences.



*The protagonist sees and consumes the world around. Some of which that has a meaning and some of which are lost in thought.*

+



*Each visual that's consumed evolves into a feeling which is influenced by past and present experiences.*

=



## EXPRESS

*The marriage of the protagonist's visuals (memory), and the performance is the expression.*



*Every performance is an evolution of the human values and philosophies the protagonist experiences from start to finish.*

*It's a burning desire of intentions that is the learnings of the past, witness of the present; localized into motion. It creates and destroys, much like Shiva's third eye.*

## COLOR PROFILE



## BLACK & WHITE

*These two Primary colors form the base, and all the dance expressions become a derivative from the basics.*



## COLORS

*Expression has no conditions, no boundaries, and the palette should reflect this idea.*

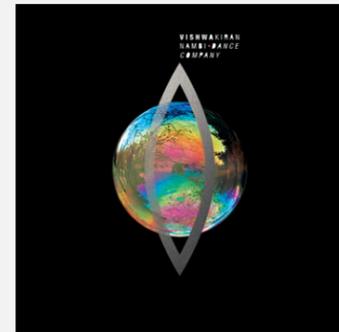
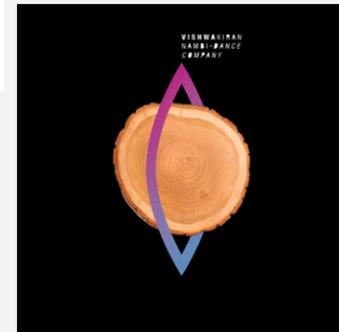
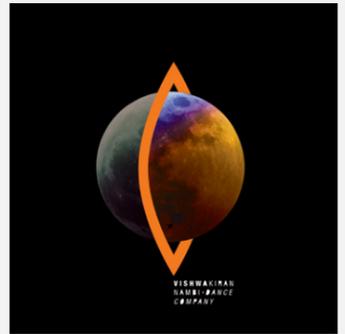
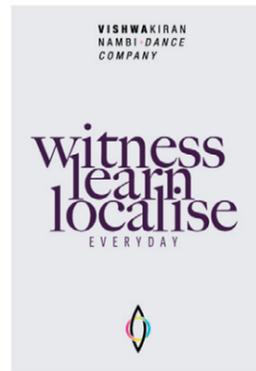
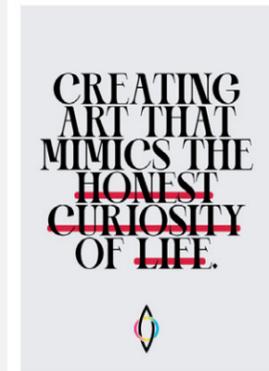
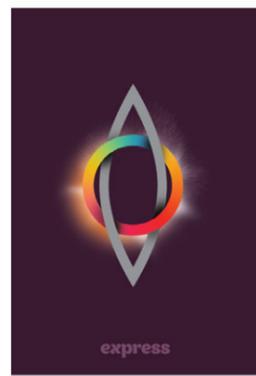
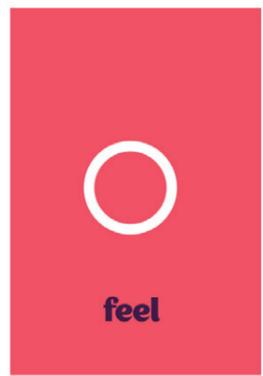
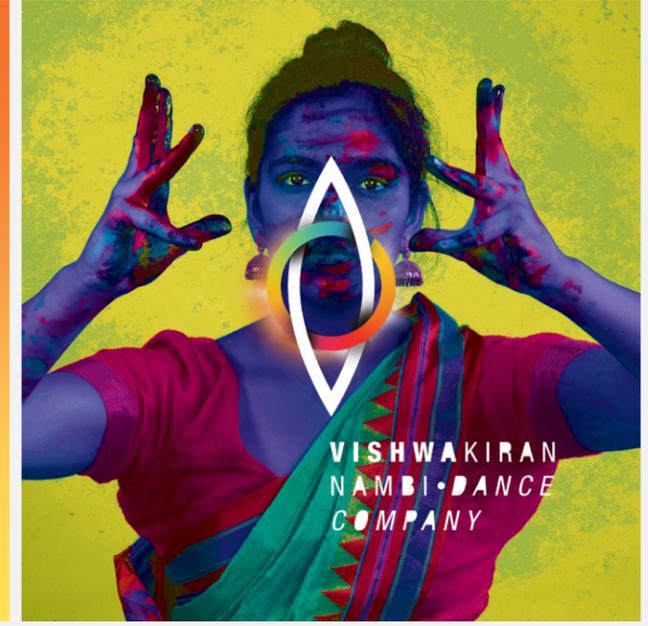
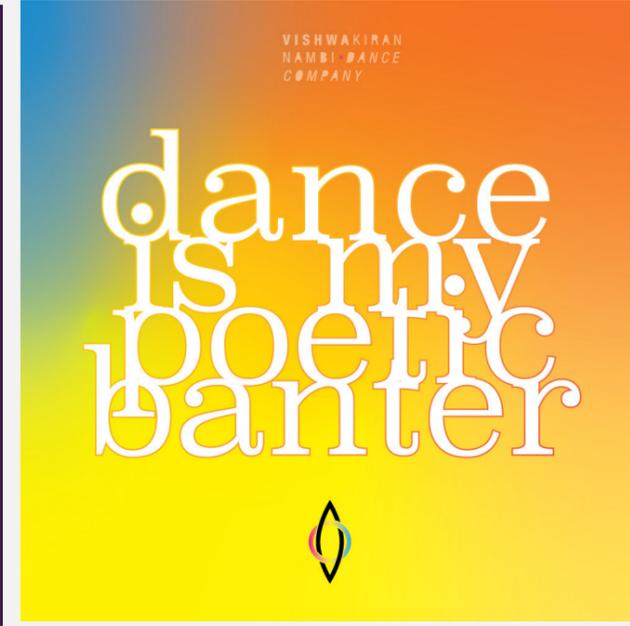
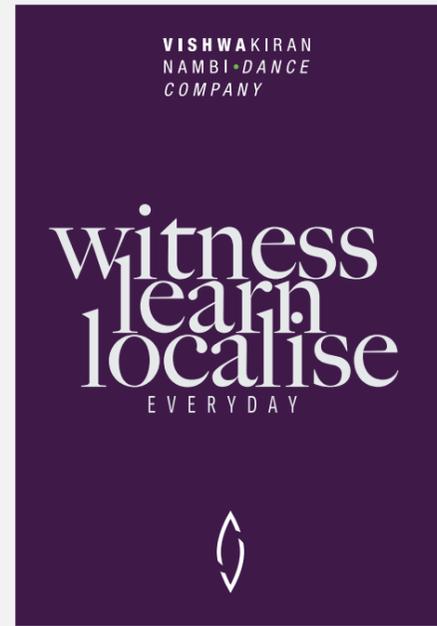
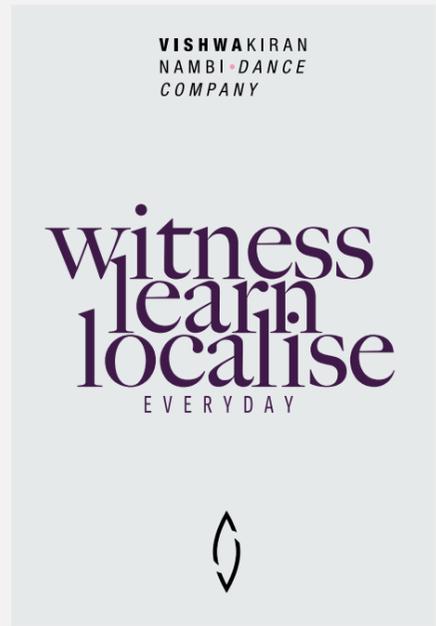


# VISHWAKIRAN NAMBI • DANCE COMPANY

In contemporary dance, the output/performance can vary depending on the idea and inspiration of the piece. Constantly open and continuously inclusive

The brand's design strategy reflects this open-minded, inclusive, and democratic approach.

**From simple to abstract;  
the Art wins the stage.**



# MATTHEWS INC.

Diversity & Inclusion  
Presentation Template

## ABOUT THIS PROJECT

Create a Presentation template for the Diversity and Inclusion program.

## DESIGN SCOPE

The client provided just a Brand Guidance doc with a few design assets. The Scope was to build a robust presentation template and a supporting toolkit.



Title Slide Red



Title Slide White

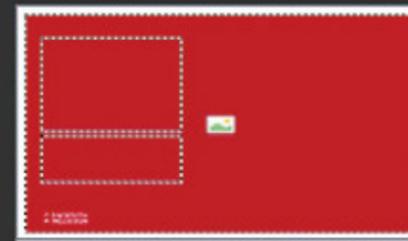


Image Divider Slider



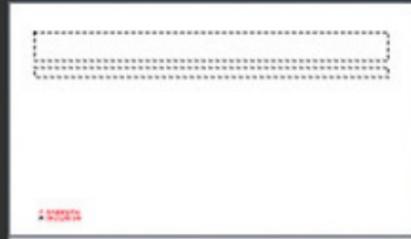
Divider Slider White



Divider Slider Black



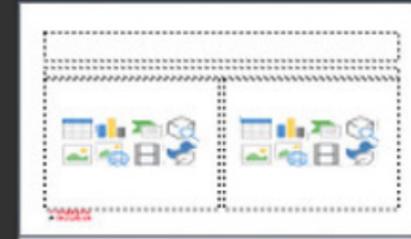
Secondary Slide: One  
Column #1



Secondary Slide: One  
Column #2



Secondary Slide: One  
Column Centered



Secondary Slide: Two  
Column #1



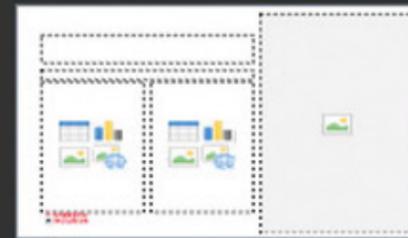
1\_Secondary Slide:  
Two Column #2



Secondary Slide:  
Image + Two Colum...



Secondary Slide:  
Image + One Column



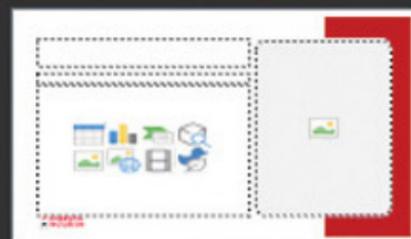
Secondary Slide:  
Image + Two Colum...



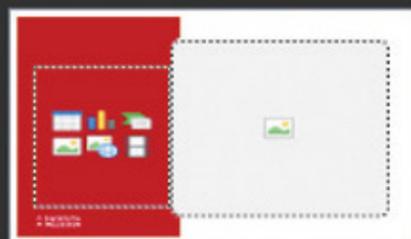
Secondary Slide:  
Color Block + On...



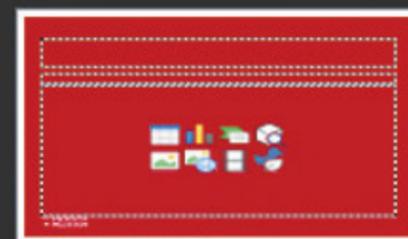
Secondary Slide:  
Color Block + Tw...



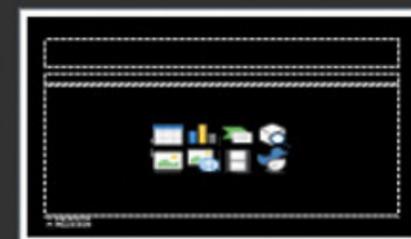
Secondary Slide:  
Alternate One...



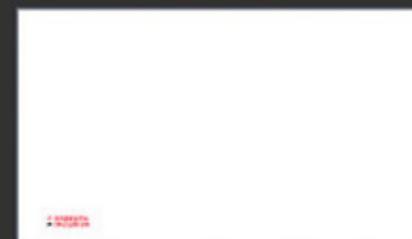
Secondary Slide:  
Call Out



Secondary Slide: One  
Column: Red BG



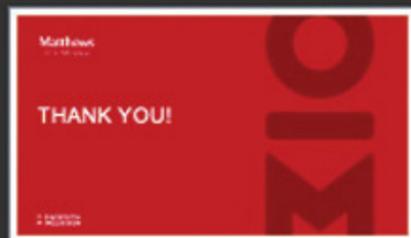
Secondary Slide: One  
Column: Black BG



Blank Slide



Closing: Contact  
Details



Closing: Thank You!



Copyright Disclaimer

# MATTHEWS INC.

Diversity & Inclusion  
Presentation Template

The robustness of the layouts, accessibility of the brand assets, ease of use, and usage toolkit together boosted the design confidence of the end-user. May non-designer appreciate the handiness of the template.

Additionally, the remote template(s) deployment saved time and energy for global marketing in disseminating content within the company.

### Color Palette

The D&I Brand Color palette can be accessed in your PowerPoint Application with this template. The brand colors are available to select from the drop-down color picker.

DIVERSITY+ INCLUSION 2

### Charts & Graphs

The chart colors can be changed using the 'Change Colors' option.

- Select the Chart/Graph > Select the 'Chart Design' option from the top menu.
- Select the 'Change Colours' icon from the ribbon.
- You can use the Monochromatic colour options from the list shared below.

DIVERSITY+ INCLUSION 4



**CUSTOMIZED COLOR PALETTE**

The brand color values are coded into an XML file which is connected to the Office Theme profile.

## DELIVERY

The template was built keeping in mind the non-designer in mind. The objective was to simplify the process of creating the communication collateral.

### How to work with images in PPT

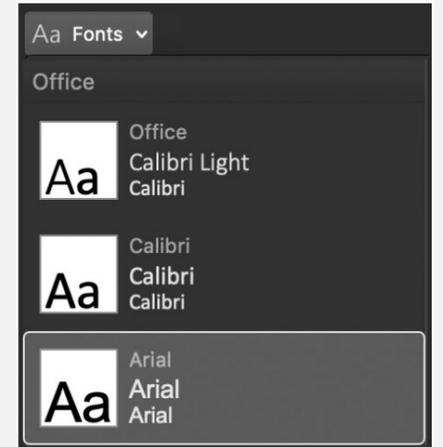
- Click the 'Image' icon. Browse and go to the location of the image and insert into the container.
- Select (Double Click) the image. Select 'Picture Format' tab. Select the 'Crop' button to adjust, resize the image accordingly.

DIVERSITY+ INCLUSION 5

### Charts & Graphs

- Click Insert > Chart
- Click the chart type and then double-click the chart you want.
- In the worksheet that appears, replace the placeholder data with your own information.
- When you've finished, close the worksheet.

DIVERSITY+ INCLUSION 3

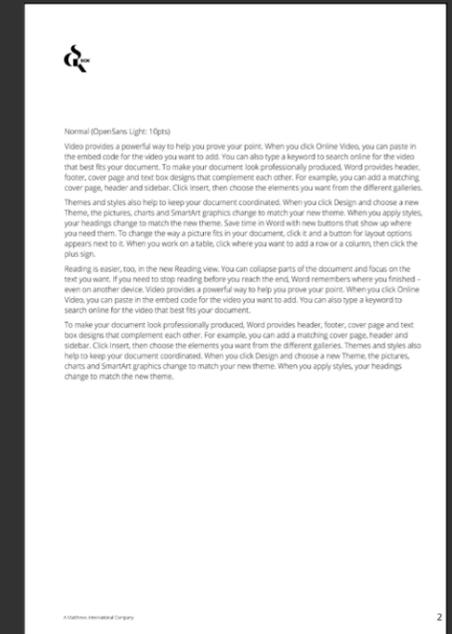
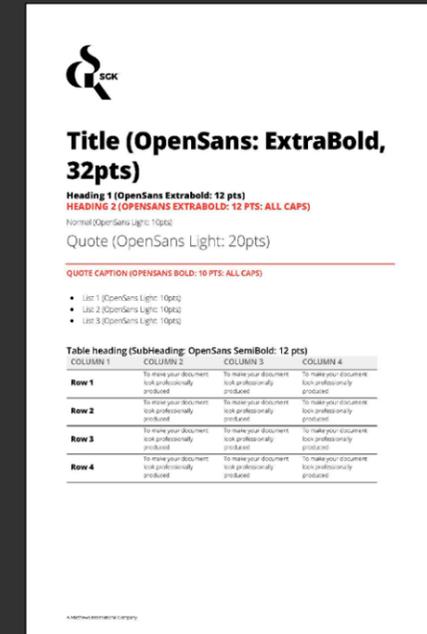
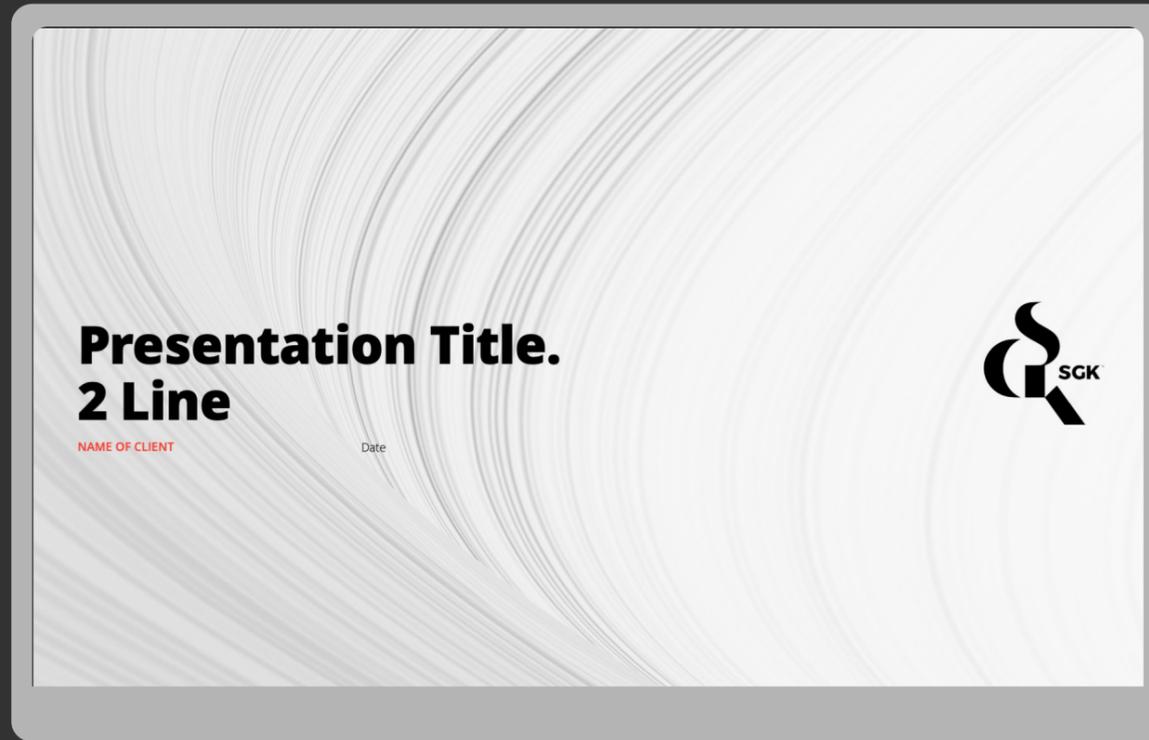


**ASSIGN DEFAULT TYPEFACE**

The typeface is hardcoded in the master Slide. This sets the default typeface as the official brand typeface.

# SGK INC.

Branded Presentation and Office Templates

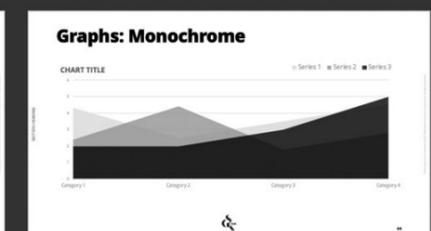
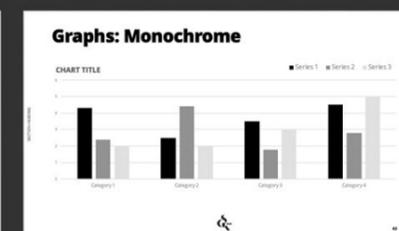
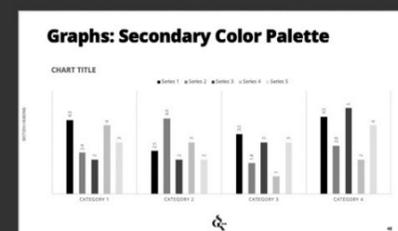
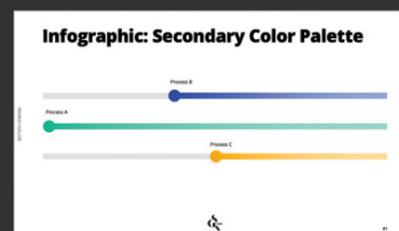
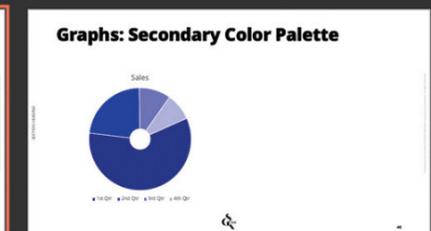
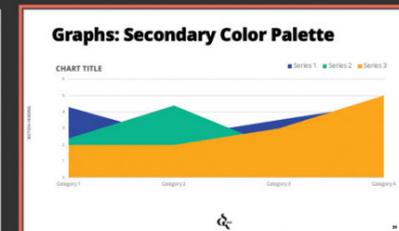
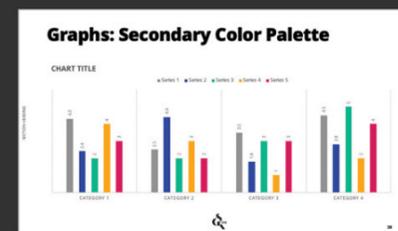
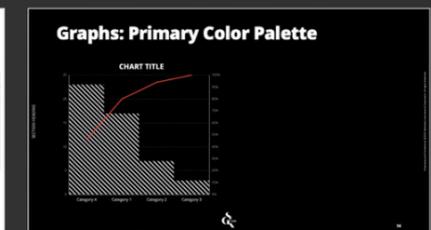


## ABOUT THIS PROJECT

Create Templates for the companies new Brand. The templates were developed for MS Office and Keynote applications.

## DESIGN SCOPE

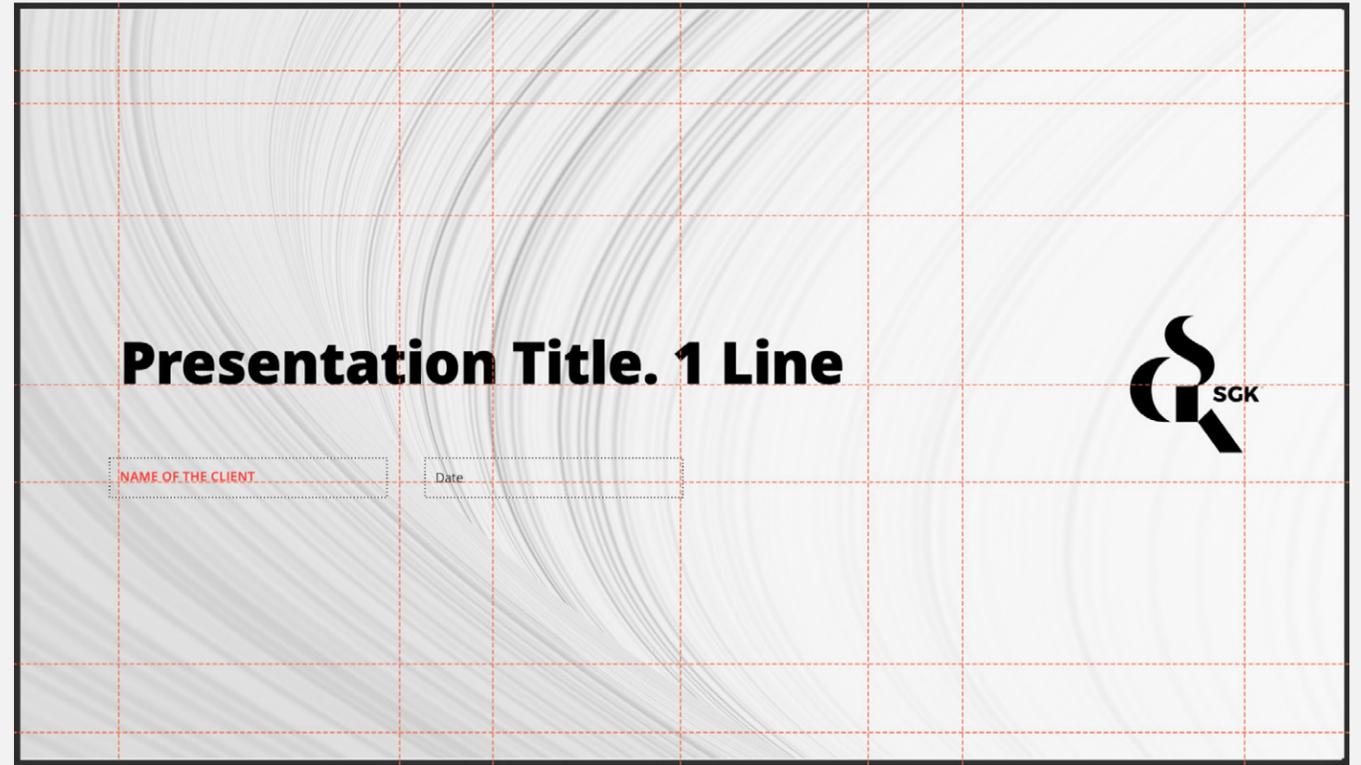
The brief was simple– ‘Create Templates’. This was the first time these templates/ collaterals were being created for the company and it needed to manage and satisfy multiple departments/leadership demands.



# SGK INC.

Branded Presentation and Office Templates

The brand template soon became the most important asset in the Brand Library. The template deployment initiative saved time and effort and was much appreciated by the Global Marketing team.



UNDERLYING GRID STRUCTURE

## DELIVERY

The templates were created from formulating the grid structure to building Usage guidelines.

The templates were remotely pushed onto end-user systems. The research and strategy was developed keeping this complete exercise in mind.

PROPOSAL

# SGK Brand Deployment

**Deploying Brand Assets**  
Color Profiles, Templates, Artworks, Iconography, Imagery, Infographic, Guidelines

A **theme** is a predefined set of colors, fonts, and visual effects that you apply to your slides for a unified, professional look

A **template** is a theme plus some content for a specific purposes design elements that work together to tell the brand's visual story

PROPOSAL

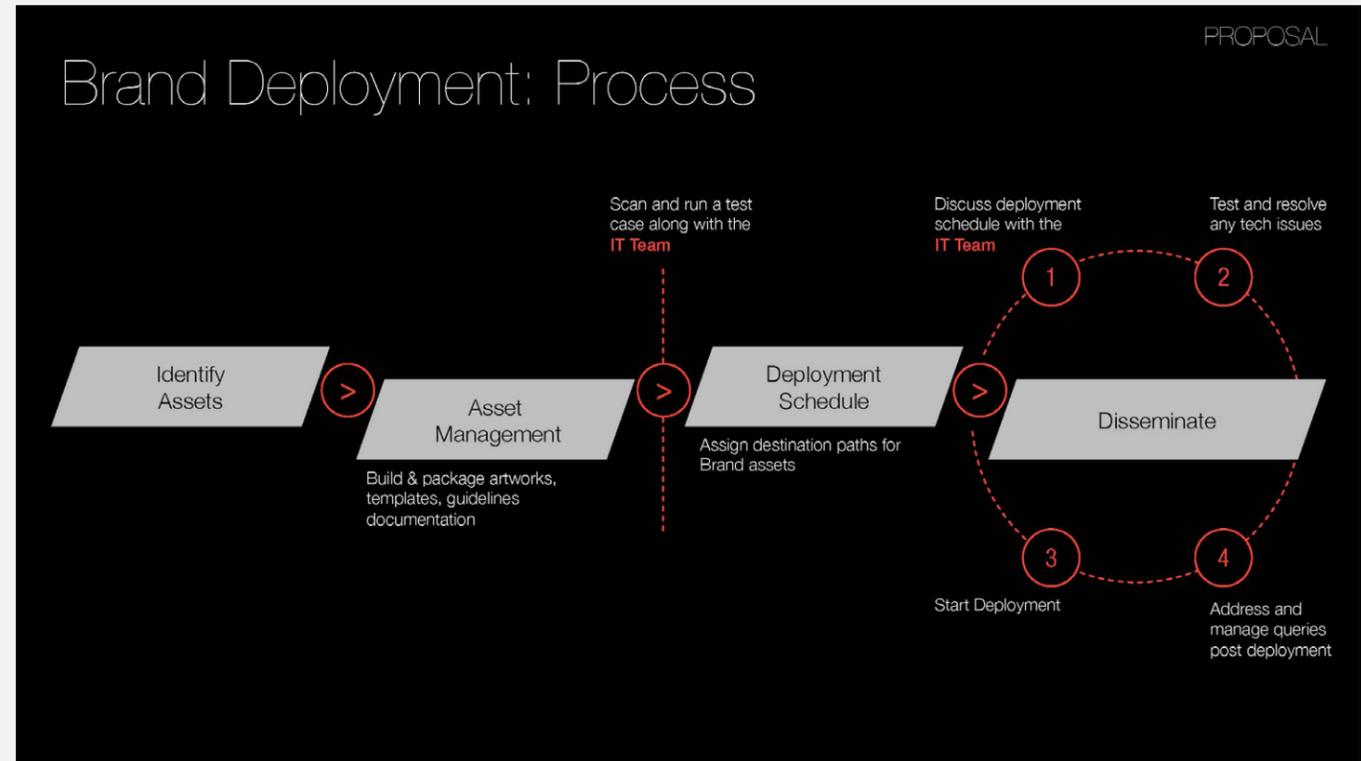
## Brand Assets: Microsoft Office

OFFICE 365

P	W	X
Slide Layouts	Page Layouts	
Font Styles	Font Styles	Font Styles
Color Palette/Styles	Color Palette/Styles	Color Palette/Styles

Global  
Applications > Microsoft Office 2011 > Office > Media > Office Themes

Local  
User > User Name > Library > Group Container > UBF8T348G9 Office > User Content > Themes > Theme Fonts . Color . Effects



# HOME DEPOT

Branded  
Consultation

## ABOUT THIS PROJECT

A new opportunity from an existing client. The client's request needed expertise outside the existing service portfolio.

## DESIGN SCOPE

Improvize the existing brand presentation template and make it more eCommerce-focused.

## DELIVERY

The existing template needed to be studied thoroughly, to understand and wireframe suitable solutions.

A design proposal was created to illustrate ideas and suggestions that can improve the industry friendliness of the deck. Here is a list of deliverables

+ Modified PowerPoint template, built basis of the proposal

+ Supporting graphics in .svg and .png formats

+ Guidance/Usage toolkit

<BACK TO BASE

**Current Template**

**ANALYSIS**

The Corporate template has a good variety and range of slide layouts and image slides. However, there is always room for improvement.

1. Title Slides
2. Agenda Slides
3. Transition/Divider Slides
4. Body/Secondary Slides
5. Charts & Graphs Slides
6. Infographic Slides

**Design Proposals**

MAPPING

- LAYOUT: Body, Charts & Graphs, Infographic Slides
- IMAGERY: Title, Transition, Body, Infographic Slides
- GRAPHIC ASSETS: Body, Charts & Graphs, Infographics
- CONOGRAPHY: Body, Charts & Graphs, Infographics

**Design Proposals**

LAYOUT

Slides layouts generally wireframe the underline storyline of the presentation. They behave as nodes or milestones at various parts/cross roads of the presentation (conversations). Providing suitable and creative layout options would help ease the flow of the presentation. We can approach this as **UX** exercise. Focusing the experience on *How the content is consumed*.

1. **Define a visible Grid to the presentation.**  
Grids bring order to the content/information. They help the creator make better layout decisions during the build process.
2. **Introduce a Full Color slide.**  
Replacing a plain white slide with a full color slide adds a visual spice to the presentation flow. It can surprise, emphasize, and re-focus the message.
3. **Insert Color Blocks on the slide.**  
Breaking the monotony of the slide layout during a presentation does wonders. Drawing solid color blocks to highlight content/phases is magic.

**Design Proposals**

IMAGERY

Imagery and bring context to life and brings clarity to the message. Focusing on a suitable theme of images add to the overall theme of the message and the presentation. The current set of images as seen in the title and transitions slides, seem retail orientated. Since we speaking eCommerce, we can process images that showcase customer experience in a digital scenario. Customers using various devices, platforms and even the HomeDepot UI will add to the visual scenery.

1. **Device centric images.**  
Using images that showcase devices and/or people using devices, unambiguously brings the digital context to play.
2. **HomeDepot eComm UI/web page.**  
Images of the existing web page and on the device adds to the screen play and reflects the experience (UX)factor

# Additional terms

## ANIMATION

Since we are speaking digital/eComm, it would be right to add minor animations on entry for the different type of content on a slide. This adds to the overall experience of the presentation

Less is more, but nothing is boring. .

## Broad definition for Slide and Assets animation.

This option would improve the overall presentation (verb) mode. *Building animation will need a professional support.*

## FILE FORMAT

The deck is saved as pptx (Powerpoint Presentation), but we would recommend saving the file as .potx (Powerpoint Template). This file format would help manage the file usage at the end user level.

.potx opens a standard powerpoint file everytime it's opened.

## Presentation management and deployment.

Saving this as a potx (template file) provides a virtual control on the integrity of the presentation layout and design.

## TOOLKIT

Adding guidance text across a few slides would help the end user be comfortable working with the deck. A few Powerpoint tips or tricks on how to use the graphic assets will add to the benefits.

The solution was appreciated by the internal stakeholders and the client. The client found the usage toolkit very helpful and mentioned that it eased the learning curve.



# J&J COLDARIN



## ABOUT THIS PROJECT

J&J was re-launching this iconic product after a few incubated years. After multiple failed attempts, the client team needed a skilled and holistic design solution to close this delayed exercise.

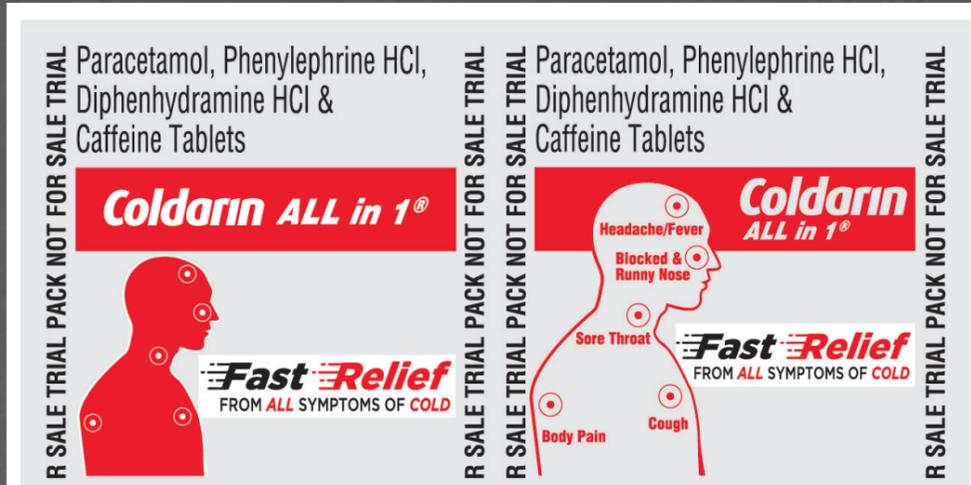
## DESIGN SCOPE

A good package design solution within a constricted timeline was the main objective.

To achieve this objective, a competitive and flexible process was needed.

The project started with studying the client's expectations and the past rejected design history. A list of agreed design pointers directed the new design approach.

# J&J COLDARIN



## BEFORE

The design references that were shared had many predefined conditions. It was important to understand what did not work before presenting new options.

## DELIVERY

The design phase of the project was completed in 10 working days. Many boxes needed to be checked off— from branding to legal compliances.

The design needed to focus on the demographic literature of Tier2 cities. We used the print behavior of the substrated to bring in a new visual flavor to play.

The Coldarin brand logo was also revisited and redesigned by changing the typographic treatment, making the brand stand-out and legible.

Apart from the front of the strip, the statutory on the back was redesigned as well. A sleek and neat typographic approach was applied to clean the overall package output.

Based on the success of this project, multiple other adaptations and new package design projects came through to the studio.

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## Paracetamol, Phenylephrine HCl, Diphenhydramine HCl & Caffeine Tablets

129883



## AFTER

The revised designs needed to have a strong anchor point to prove the whys of the design.

The statutory section was typographically redesigned to bring in a complete design disciple to the strip.

Paracetamol, Phenylephrine HCl, Diphenhydramine HCl & Caffeine Tablets

COLDARIN ALL IN 1®

Indications: For relief from common cold & flu symptoms such as head & body ache, sneezing, runny nose, nasal congestion, sore throat and cough  
Dosage: Take one tablet every 4 to 6 hours; not to exceed a maximum daily dose of 6 tablets within 24 hour period or as directed by a Physician.  
Do not use in children below 12 years of age.

Composition: Each uncoated tablet contains:  
Paracetamol IP 500 mg  
Phenylephrine Hydrochloride IP 5 mg  
Diphenhydramine Hydrochloride IP 25 mg  
Caffeine (Anhydrous) IP 30 mg  
Manufactured by: M/s Unique Pharmaceutical Laboratories (Div. of J.B. Chemicals & Pharmaceuticals Ltd.)  
Survey No. 101/2 & 102/1, Daman Industrial Estate, Airport Road, Village Kadaiya, Daman 396210, India.  
Mfg. Lic. No. DD/367

©. Marketed by: Johnson & Johnson Pvt. Ltd., L.B.S. Marg, Mulund (W), Mumbai 400080, India.  
Consumer Care:  
Call: Toll Free 1 800 22 8111  
Write to: Marketed by address  
Email: care@jnjindia.com

For important information refer: www.coldarin.in

Warnings: Taking more than daily dose may cause serious liver damage. Please stop using if you have allergic reactions such as swelling of the face, mouth, and throat, difficulty in breathing, itching or rash. May cause drowsiness. Use with caution when driving a motor vehicle or operating machinery.

SCHEDULE G PRESCRIPTION DRUG - CAUTION: It is dangerous to take this preparation except under medical supervision.

KEEP OUT OF REACH OF CHILDREN. STORE AT AMBIENT TEMPERATURE. Refer side panel for, Lot, Mfg. Date, Expiry Date, MRP ₹: (Incl. of all taxes) © Trademark of Johnson & Johnson U.S.A.

Paracetamol, Phenylephrine HCl, Diphenhydramine HCl & Caffeine Tablets

COLDARIN ALL IN 1®

Indications: For relief from common cold & flu symptoms such as head & body ache, sneezing, runny nose, nasal congestion, sore throat and cough  
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©. Marketed by: Johnson & Johnson Pvt. Ltd., L.B.S. Marg, Mulund (W), Mumbai 400080, India.  
Consumer Care:  
Call: Toll Free 1 800 22 8111  
Write to: Marketed by address  
Email: care@jnjindia.com

For important information refer: www.coldarin.in

Warnings: Taking more than daily dose may cause serious liver damage. Please stop using if you have allergic reactions such as swelling of the face, mouth, and throat, difficulty in breathing, itching or rash. May cause drowsiness. Use with caution when driving a motor vehicle or operating machinery.

# J&J STAYFREE

## ABOUT THIS PROJECT

The client was introducing a new premium variant in this category and was looking for a refreshing design interpretation.

## DESIGN SCOPE

After quick design research, a visual moodboard was presented; it helped define the thematic approach for the new pack.

A master layout was to be created followed by adaptations based on the size variants.





# JOHNSONS BUDS

## ABOUT THIS PROJECT

This job came through after the success of the Coldarin project. The Johnson's Buds brand was moving along two new routes.

+ bring in the old visual style into the new brand visual style.

+ Changed the base material of the product.

## DESIGN SCOPE

The design process followed the standard research, mockup, and build strategy.



 Biodegradable paper sticks

 100% Pure cotton tips

 Soft and Gentle for use on delicate skin

 Designed to clean difficult and delicate areas

 Biodegradable paper sticks

 100% Pure cotton tips

 Soft and Gentle for use on delicate skin

 Designed to clean difficult and delicate areas

## ICONOGRAPHY

*While the design followed a strict branding language. There was this opportunity to design a few benefit icons for the label.*

# JOHNSONS BUDS

Johnson's buds®

EAR BUDS

**CAUTION: DO NOT INSERT INTO THE EAR CANAL OR INTO THE NOSE.**



IF USING ON EARS, USE GENTLY TO REMOVE DIRT FROM THE OUTER SURFACE OF THE EAR ONLY. IMPROPER USE CAN CAUSE INJURY. IF PROBLEMS OCCUR, CONSULT A PHYSICIAN.

KEEP OUT OF REACH OF CHILDREN.

6126885



Pure and soft cotton tips



Now with paper sticks

Net Quantity : 75 N sticks / 150 N swabs

©, MANUFACTURED BY JOHNSON & JOHNSON PVT. LTD., at Desai Wadi, Bombay - Ahmedabad Highway, Shirsad Naka, Usgaon, Post Bhatane, Tal. Vasai, Dist. Palghar, Pin Code - 401303, India.

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Visit us at: <http://www.johnsonsbaby.in>

Consumer Care: Call: Toll Free 1800 22 8111

Write To: Johnson & Johnson Pvt. Ltd.,

L.B.S. Marg, Mulund (West),

Mumbai - 400080, India.

Email: [care@jnjindia.com](mailto:care@jnjindia.com)

FOR LOT., PKD.,

MRP ₹ (incl. of all taxes), see label.



PURE & SOFT  
COTTON TIPS

Johnson's buds®

Gentle cleansing around the ears

75 N sticks  
150 N swabs

## NEW MASTER LABEL DESIGN

The project was delivered on time to hit the production phase.

### DELIVERY

The new label needed to satisfy a combination of brand conditions.

+ The main brand design was designed to align with the new regional branding standards.

+ A new set of benefit icons was designed for the pack.



NEW LABEL DESIGN  
VARIANT #2

NEW LABEL DESIGN  
VARIANT #3





Cadbury  
Celebrations  
**Rich  
Dry Fruit**  
COLLECTION

The image shows a close-up of a Cadbury Celebrations Rich Dry Fruit Collection product. The packaging is white with a blue background. The text 'Cadbury Celebrations' is written in a blue cursive font at the top. Below it, 'Rich Dry Fruit' is written in a large, bold, blue serif font. Underneath that, 'COLLECTION' is written in a smaller, blue, sans-serif font, flanked by two horizontal lines. The background is a deep blue with a subtle pattern of white and gold geometric shapes. In the foreground, several pieces of chocolate-covered almonds and other nuts are scattered, some in sharp focus and others blurred.

**ABOUT THIS PROJECT**

Standard packaging adaptation exercise for a range of Mondelez (India) products. A new graphic asset had to be created for a new marketing campaign. This graphic needed to be added to a range of labels and artworks.

**DESIGN SCOPE**

Created a new campaign graphic and work with the studio to art direct the adaptations.

# MONDELEZ



New Campaign Graphic

## DELIVERY

A new graphic asset was created after a focused research window. It was important to allow the graphic to be malleable, so it can be used across a range of formats and label sizes.



**PROPRIETARY FOOD**  
Chocolate Substitute Product (Category 5.1.4) with Oreo Bits (Category 7.2.2) and Wheat Crispies (Category 6.3)

**Ingredients:** Sugar, Palm Superolein Oil, Milk Solids (11.1%), Biscuit 101\* (Refined Wheat Flour (Maize), Sugar, Palmolein, Invert Sugar, Cocoa Solids, Leavening Agents (S00(i), S03(i)), Iodised Salt, Emulsifier (E220), Cocoa Solids, Wheat Crispies 51\* (Refined Wheat Flour, Maize), Sugar, Starch, Iodised Salt, Cocoa Powder, Palm Kernel Oil, Leavening Agents (E500(i), S00(i), 34.1(i)), Mineral, Stabilising Agent (E1400), Sunflower Seed Oil (High Oleic Acid), Hydrogenated Vegetable Fat, Emulsifiers (E42, 476), Flavour Natural, Nature Identical, Artificial (Caramel and Vanillin) Flavouring Substances).

**Allergen information:** Contains Milk, Wheat, Soy, May Contain Barley.

**PRODUCT QUALITY**  
If you are not satisfied with the product quality, retain the package & call 1800 22 7080/ email at suggestions@mdzindia.com/ write to Mumbai address on pack

**Trademarks of Mondelez International group used under license**  
M&D By Mondelez India Foods Private Limited, Unit No. 2001, 20th Floor, Tower - 3 (Wing D), One International Centre, Park, Mumbai - 400 013.  
M&D By Parsona Multibrands Private Limited, Unit - II - South, Plot No. 305-B/321, Harohalli, Second Phase, Industrial Area, Hosur - Karnataka, District Ramnagar - 562 112, Karnataka.

**NUTRITION INFORMATION**  
Serving size: 240g. No. of Servings per package: 10.  
Per 100g (g) (oz) (g) (oz) (g) (oz)

Energy kcal	500	1000	1000	1000
Protein g	5.0	10.0	10.0	10.0
Carbohydrate g	88.0	176.0	176.0	176.0
Total Fat g	42.0	84.0	84.0	84.0
Total Sugar g	41.0	82.0	82.0	82.0
Total Fat g	25.0	50.0	50.0	50.0

\*Approximate values  
\*Recommended Dietary Allowance requirement for average adult per day

**FOR SALE IN INDIA ONLY**  
**STORAGE CONDITIONS:**  
STORE IN A COOL, HYGIENIC AND DRY PLACE  
**NOT FOR RETAIL SALE**  
Net Wt.: 240 g (12 Units x 20 g Each)

4274537

**fsai** Lic. No. 10014022002711

**fsai** Lic. No. 10012043000055

CODE:   
PKD:   
USE BY:



# JJ WATERS



## ABOUT THIS PROJECT

JJ Waters is a local mineral water dispensing company, running its operations in a targeted market in south India (Madurai).

The client needed a new and professional look to the label design.

## DESIGN SCOPE

Design a master label and define the new graphic assets. Adapt master label design onto other size variants.

+ 4 size variants (4 labels)

+ Associated co-branding opportunities with third party brands (4 labels)

# JJ WATERS



HYDRATE YOUR BODY



**JJ PACKAGED DRINKING WATER**  
with minerals

*fssai*  
12421032000029

Manufactured by: **JJ&CO.**  
1/202A, Thimmapuram Village,  
Kariapatti Taluk,  
Virudhunagar- 626106.

Customer Care:  
+91 99622 53644  
contact@jjco.in

Batch No./ Mfd on/  
MRP (incl. of all Taxes) } See  
bottle

BEST BEFORE SIX MONTHS  
FROM MANUFACTURE.  
KEEP IN COOL DRY PLACE  
AWAY FROM DIRECT SUNLIGHT.

Net Quantity: 500ml

HYDRATE YOUR BODY



**JJ PACKAGED DRINKING WATER**  
with minerals

INGREDIENTS: Added  
Minerals (Magnesium  
Sulphate- 0mg, Potassium  
Bicarbonate- 0mg), RO  
Purification, UV Treated, GAC  
Technology, Ozonisation.

Every 1000 bottles we sell,  
we plant 10 saplings.



Nutrition Facts	
(Typical Values Per 100ml)	
Total Fat	0g - 0%
Sodium	0mg - 0%
Total Carbs	0g - 0%
Protein	0g

## OLD DESIGN

QUARTER #1

QUARTER #2

QUARTER #3

QUARTER #4



**JJ PACKAGED DRINKING WATER**  
WITH MINERALS

**PURIFIED DRINKING WATER**

HYDRATE YOUR BODY  
WITH INGREDIENDS  
CALCIUM AND MAGNESIUM  
OZONISED & EIGHT STAGE  
FILTRATION PROCESS

Customer Care details  
+91.99622 53644  
contact@jjco.in

Manufactured by JJ&CO.  
1/203A, Thimmapuram Village,  
Kariapatti Taluk, Virudhunagar  
626106.

IS : 14543  
*fssai*  
12421032000029





**JJ PACKAGED DRINKING WATER**  
WITH MINERALS

For every 1000 bottles we sell, we plant 10 saplings

Please crush the bottle after use.

NUTRITION FACTS	
(Typical Values Per 100ml)	
Total Fat	0g 0%
Sodium	0mg 0%
Total Carbs	0mg 0%
Protein	0mg
Calcium	2.0mg
Magnesium	1.0mg

BEST BEFORE SIX MONTHS FROM MANUFACTURE.  
KEEP IN COOL DRY PLACE AWAY FROM DIRECT SUNLIGHT.

Net Quantity: 500 ml

Batch No./ Mfd on/  
MRP (incl. of all Taxes) } SEE BOTTLE



**JJ PACKAGED DRINKING WATER**  
WITH MINERALS

**PURIFIED DRINKING WATER**

HYDRATE YOUR BODY  
WITH INGREDIENDS  
CALCIUM AND MAGNESIUM  
OZONISED & EIGHT STAGE  
FILTRATION PROCESS

Customer Care details  
+91.99622 53644  
contact@jjco.in

Manufactured by JJ&CO.  
1/203A, Thimmapuram Village,  
Kariapatti Taluk, Virudhunagar  
626106.

IS : 14543  
*fssai*  
12421032000029





**JJ PACKAGED DRINKING WATER**  
WITH MINERALS

For every 1000 bottles we sell, we plant 10 saplings

Please crush the bottle after use.

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KEEP IN COOL DRY PLACE AWAY FROM DIRECT SUNLIGHT.

Batch No./ Mfd on/  
MRP (incl. of all Taxes) } SEE BOTTLE

## LAYOUT SCHEME

The main objective of the design was to make the brand more visible. The brand logo was placed twice on the label so it is seen from the front and back of the bottle.

The layout was divided across four quarters and the branding and statutory content was placed appropriately.

## SOLUTION & RESULT

After a comprehensive market research, a thematic mood board was presented to the client. This helped understand the present design and production boundaries.

Two design options were created and then, fine-tuned to align with print production limitations.

The client was excited with the new design and was confident about the value of the output.

# SGK AROUND THE WORLD

## OBJECTIVE

SGK Around the World was an online event that focuses on bringing the company's businesses services to life.

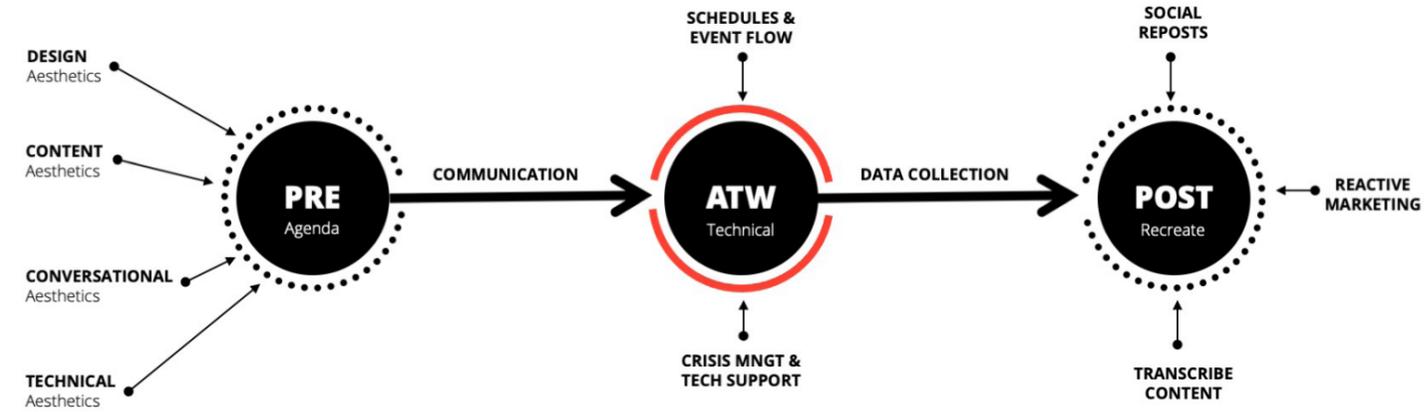
A comprehensive design strategy was presented to the client for this online event; defining milestones and action points based on findings from market research.

## PROPOSAL

Developed and presented the Concept & Moodboard to the Global Marketing team. The proposal hosted 3 unique design concepts with mockups for reference and defined the various milestones and support systems required to conduct this online event.

VIDEO SAMPLES

# Event Prototyping



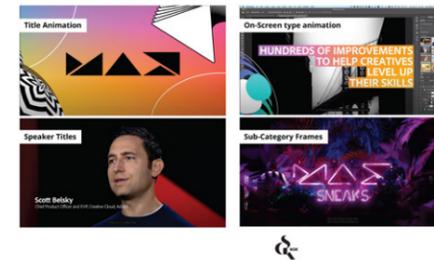
## ASSETS & ROLES

The idea behind the proposal was to define the different stages and assets of planning an online event. Defining the different assets that need preparation before, during, and post the event.

## What are the graphic assets?



## Adobe Max



## Scene/Session transitions



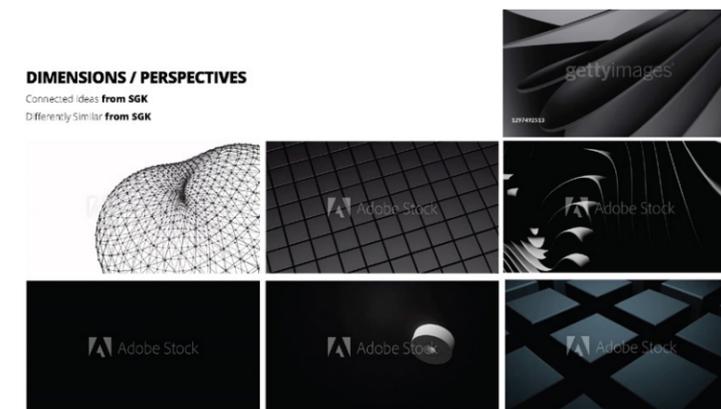
## Framing Assets



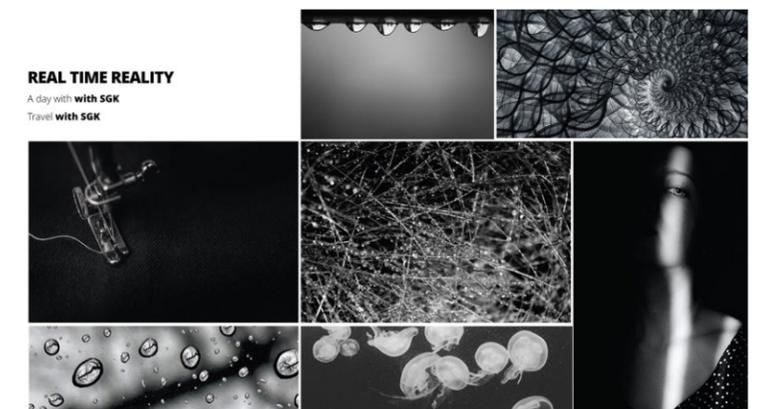
## USER INTERFACE DESIGN THEME



DESIGN CONCEPT #1



DESIGN CONCEPT #2



DESIGN CONCEPT #3

# SOCIAL MARKETING CONTENT

## OBJECTIVE

The objective was to create sleek and brand-aligned content that can be produced easily within a manageable timeframe.

Worked closely with the Global Marketing team to develop rich social content as part of the Brand Awareness initiative.

## SOLUTION & RESULT

The scope of work for these projects started from scripting and visualizing the layout, drawing the storyboard, and finally producing the video.

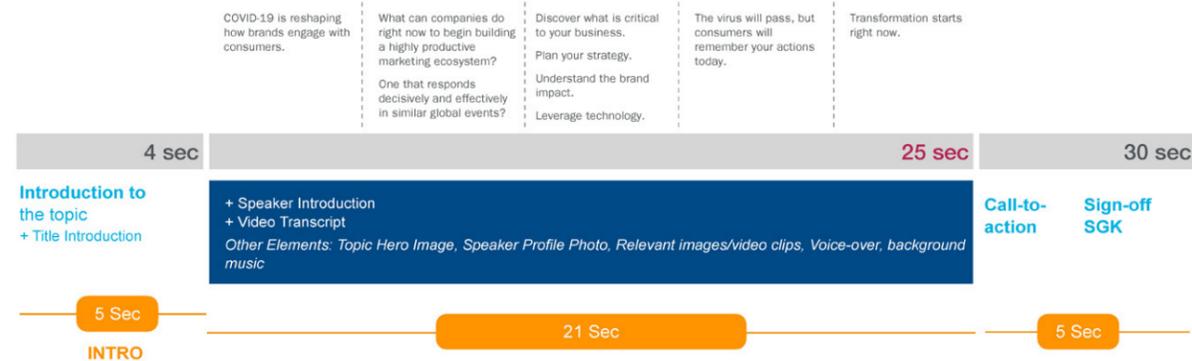
Here is an example of the concept & storyboard that was presented to the client.

This project was delivered within 2 weeks and was posted across various social channels. Multiple other videos followed a similar process during a specified marketing calendar.

VIDEO SAMPLES

<BACK TO BASE

## VIDEO TIMELINE: 30 SEC



## VIDEO Storyboard

The total length of the video will be approx. 30 secs long.

4 sec

30 SECONDS ON MARKETING RESILIENCY

sgk

1054437614

Frame 1  
Animation: Title text appears with the video in the background, followed by a quick animation of the SGK logo.

2 sec

COVID-19 is **reshaping** how brands engage with consumers.

Frame 2  
Animation: Simple typewriter animation for the text. The circular element will revolve around the text with video playing in the background

4 sec

What can companies do right now to begin building a highly productive marketing ecosystem?

Frame 3  
Animation: Simple typewriter animation for the text. The circular element will revolve around the text with video playing in the background

2 sec

One that responds **decisively** and **effectively** in similar global events?

Frame 4  
Animation: A quick transition of images with the SGK duotone effect. Using a different type layout to differentiate text hierarchy. Out animation, the text in white would fade out but the green text would remain for emphasis.

10 sec

DISCOVER what is critical to your business.

PLAN your strategy.

UNDERSTAND the brand impact.

LEVERAGE technology.

Frame 5  
Animation: Introducing each category with associated images and resolving into a solid color block. The circle element + text + icon would appear stay on screen and move out.

2 sec

The virus will pass, but consumers will remember your actions today.

Frame 6  
Animation: Simple typewriter animation for the text. The circular element will revolve around the text with video playing in the background

2 sec

Transformation starts **right now**.

Frame 7  
Animation: Simple typewriter animation for the text. The circular element will revolve around the text with video playing in the background

4 sec

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sgk

Frame 8  
Animation: Image animation followed by the text and the SGK logo.

# EVENT BASED MARKETING CONTENT

## SCOPE

These are the list of videos I created for the Global Marketing team for **International Women's Day**.

Apart from scripting and drawing out the storyboard, I had to curate, categorize and compose a collection of video clips.

It was important to stay calm during the composition, always making sure to align with the timeline since this project had a definite launch sequence.



# VODCAST

## OBJECTIVE

The company introduced podcasts as part of an internal comms activity. Over time, they realized that the number of listeners dropped down drastically.

The objective was to increase the number of listeners and shelf life of the collateral.

## SOLUTION & RESULT

A measured and manageable solution was provided to the client. Created a vodcast (visual-based podcast) collateral with a minimalistic design and template-based production format.

A simple presentation-based layout was created to carry visuals and content, and layout templates were created and shared with the marketing team for future productions.

The number of listeners increased by 10% after every issue. A provision to save sections of the video for content reposts was also provided.

VIDEO SAMPLES

<BACK TO BASE

## SGK OpenMic Storyboard



### Opening Frame 01

Opening frame, carries the basic branding for this collateral, Name of the product, a short description and a synopsis of the topic of the podcast along the right of the layout. Alternately, we can use this layout as the resting visual for the podcast.

#### AUDIO

We can use John's initial introduction clip along with a up-beat sound track in the background. The soundtrack will be used only for a few seconds.



### Closing Frame 05

We shall use the SGK sign-off at the end of the composition. We can replay the soundtrack in the background.



### Frame 02

This frame introduces the speakers for this podcast.



### Frame 03

The questions can be projected on this frame



### Frame 04.a



### Frame 04.b



### Frame 04.c

Each speaker will have their respective frames, and the gist of the conversation will appear on the right side of the frame.

# WOOLS- WORTH

Promotional content  
production

## OBJECTIVE

Visualize and build a storyboard for 6second promotional videos that will be played on kiosks inside the Woolsworth (Australia) retail outlets.

Present a storyboard to the client and Art direct the production studio in producing this content.

## SOLUTION & RESULT

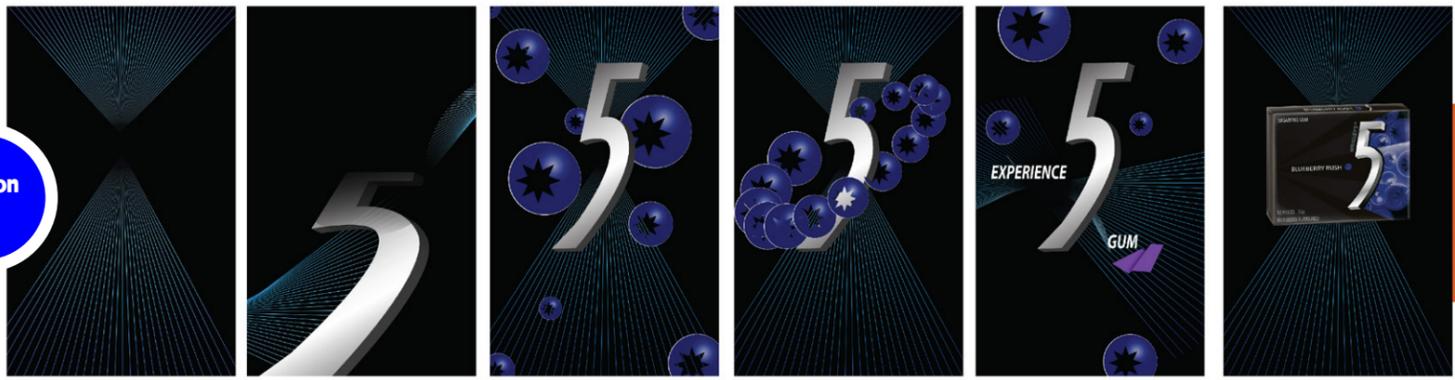
These videos needed to be visually attractive and energizing and attract the customer's attention as they pass through the shopping aisles.

These storyboards were created as part of the pitch exercise. Initially, I worked on developing the storyboards, and after winning the project, I created storyboard templates and thereafter Art Directed the production team accordingly.

VIDEO SAMPLES

<BACK TO BASE

**Option A**



**Frame Description**  
Using the lines to behave as a lazer with the dynamix high enegy animation.

**Frame Description**  
The animated 5 graphic is introduced (mimicking the Star Wars Intro Sequence) while the lines in background animate to show light blurs when speeding through a tunnel.

**Frame Description**  
The number reaches a position similar to the Key Visual layout. The Blueberry circular elements move-in towards 5 in a random pattern.

**Frame Description**  
The circular element eventually form a sequence to rotate around the number, while at the same time moving closer to the number. After which will exlude with a few floating around.

**Frame Description**  
The words 'Experience Gum' appear followed by the two strips of gum. The lines and circular element animated and resolve to position as on the key visual poster.

**Frame Description**  
Finish with the packshot, to help lead to the static visual

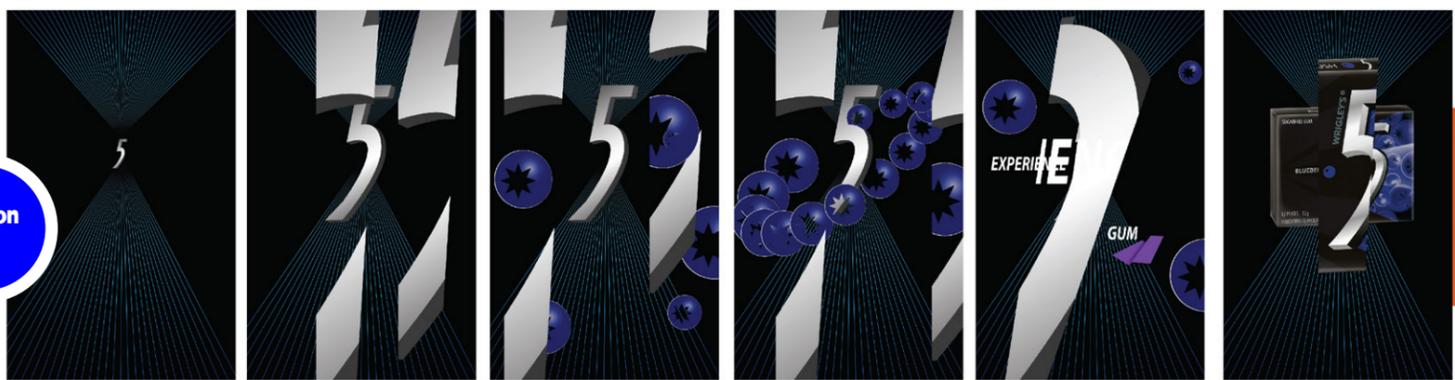
Click to view references

REFERENCES

- Glitch Effect
- Light Effect
- Particle Animation
- Bubble Treatment 2:50 to 2:54
- Partile Build
- Neon Style

This Frane is optional. We can include at the end of the video to help transition to the Call-to-Action Frame

**Option B**



**Frame Description**  
The frame options with lazer lines, blinking fast rythem. Number 5 moves slowly from the vanishing point

**Frame Description**  
We move a glass like element that moves upfront reflecting a magnified visual of the number. This reflections will appear in a distorted fashion like shards of glass moving across the screen.

**Frame Description**  
The circular blueberry elements move in randoms. The Glass shards effect continue

**Frame Description**  
Similar approach as the previouls concept, we add the glass shards effect. This reflection in the glass shards will be similar to the action in the background.

**Frame Description**  
The words 'Experience Gum' appear followed by the two strips of gum. The lines and circular element animated and resolve to position as on the key visual poster. Similar Glass shards effect continue.

**Frame Description**  
Finish with the packshot, to help lead to the static visual. A few glass shards effect before the frame freezes.

Click to view references

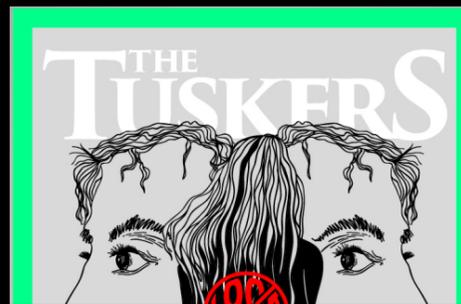
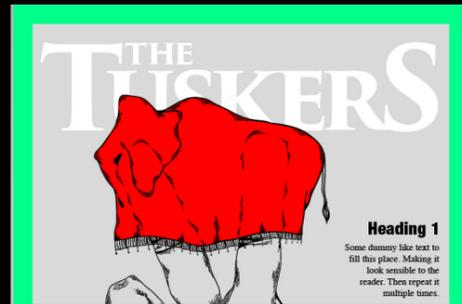
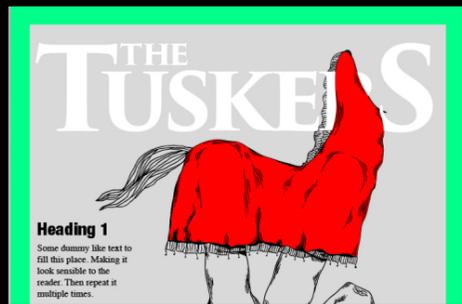
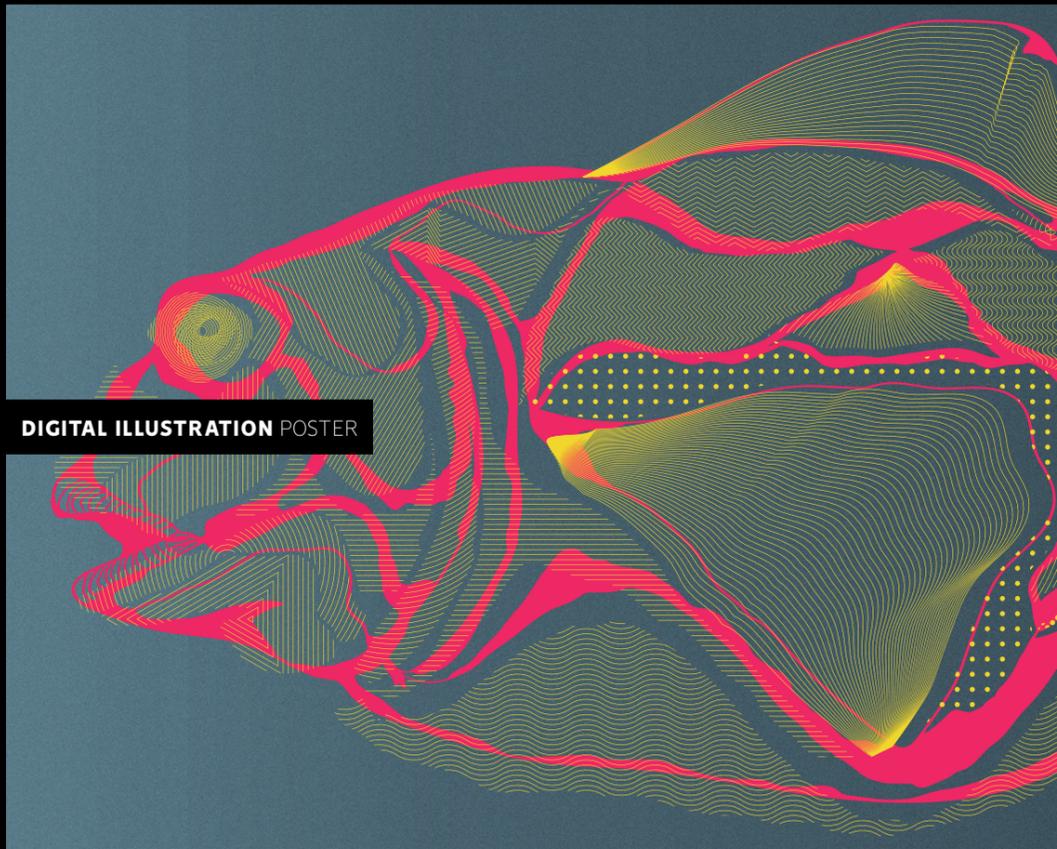
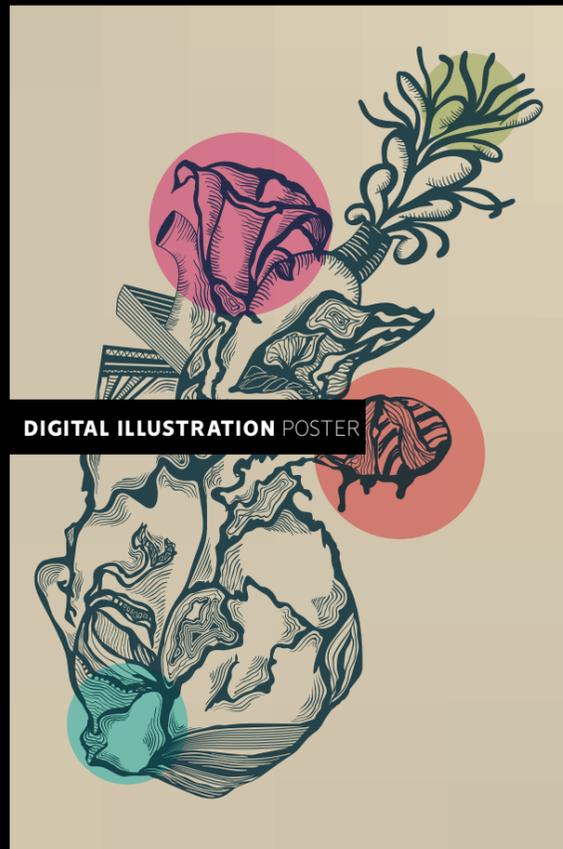
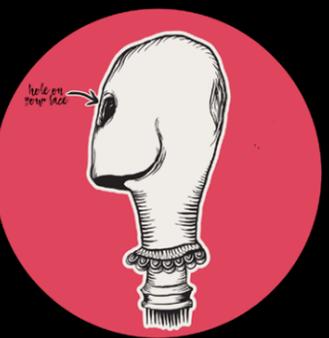
REFERENCES

- Glitch Effect
- Light Effect

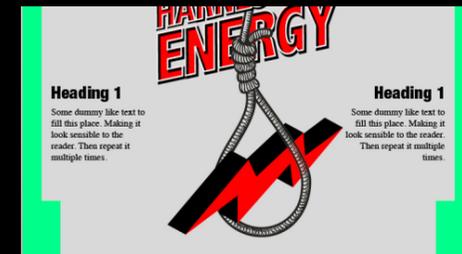
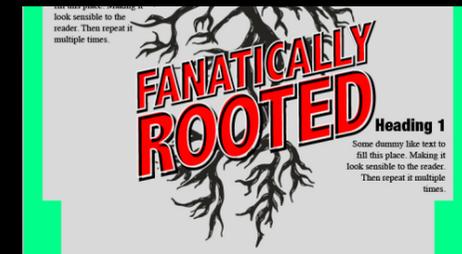
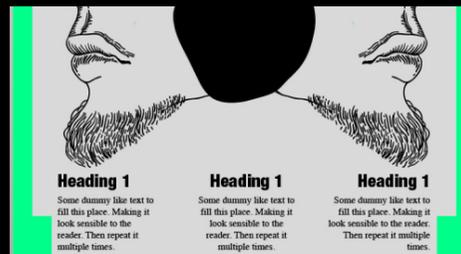
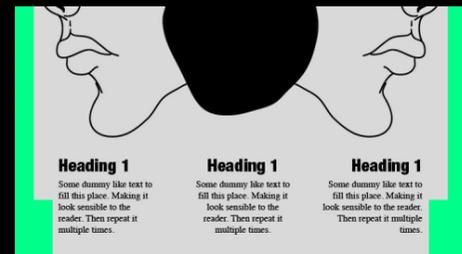
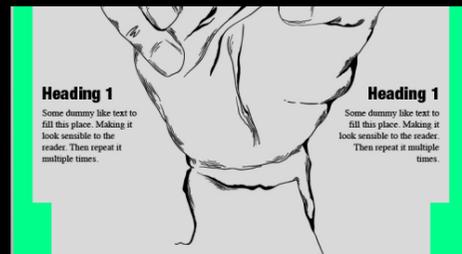
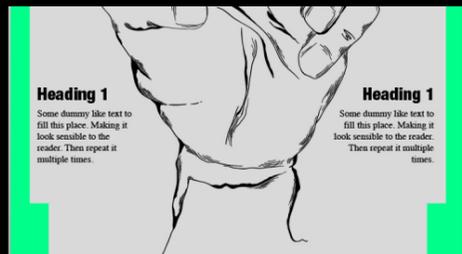
This Frane is optional. We can include at the end of the video to help transition to the Call-to-Action Frame

# ILLUSTRATOR

My skills as an illustrator are built upon many years of ideation and constant practice. From figurative to impressionistic expressions, I look inward and construct my drawings from the core of the idea/inspiration. Enjoying the mindfulness of every stroke.



## DIGITAL ILLUSTRATION + TOPICAL ILLUSTRATION





CHRISTOPHER.ARUN@GMAIL.COM

.FOLIO.

ARUN



CHRISTOPHER

+91.98456.10565