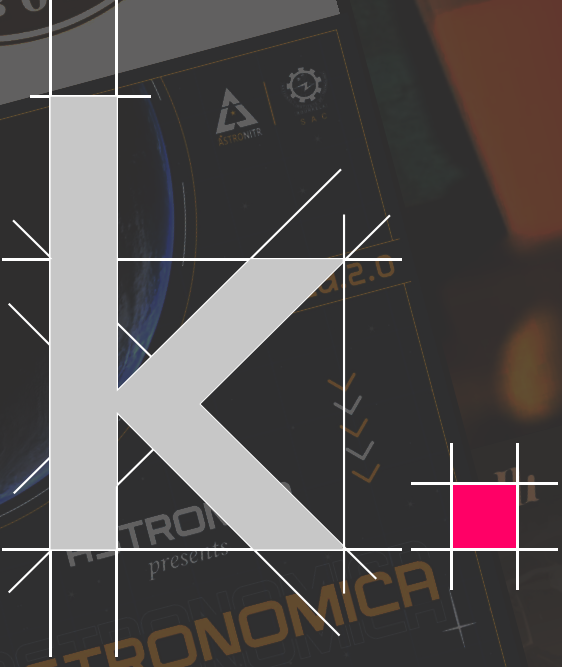




PORTFOLIO

K A L E I D O . D E S I G N

ABOUT ME



Namaste,

this is **Shreenandan Sahu**, I am graphics designer with an experience of about **2.5 years**. I am starting this design studio named **KALEIDO.DESIGN**. This is my portfolio listing out my best designs and the thinking processes behind the design. This would be a brief introduction to my design skills and would expect to work with you and power you with my design skill.

Shreenandan Sahu

GRAPHICS DESIGNER

Education

● **National Institute Of Technology, Rourkela**
(2020-24)

Currently pursuing my BTech. in Biomedical Engineering, 6th sem with a CGPA of 8.44

● **Kendriya Vidyalaya No-1, Cuttack**
(2009-19)

Obtained my Senior School and Secondary School education, under CBSE with 89% and 95% respectively.

Experience

● **Packaging Design Freelance Project**
(March 2023 · 2 Weeks)

I have worked with an FMCG social startup (BAKRICHHAP). And designed packaging of their new ranges of product. [see here](#)

● **UI Designer At IIT-Kanpur Based NGO**
(Jun 2022 - Sep 2022 · 4 Mos)

I have worked on project for developing a responsive UI for an online assessment portal. [see here](#)

● **Lead Designer Intern Ed-Tech Startup**
(Jun 2022 - Aug 2022 · 3 Mos)

I have led the design team of an ed-tech startup and have designed social media post and templates. [see here](#)

INKSCAPE

FIGMA

ILLUSRATOR

PHOTOSHOP

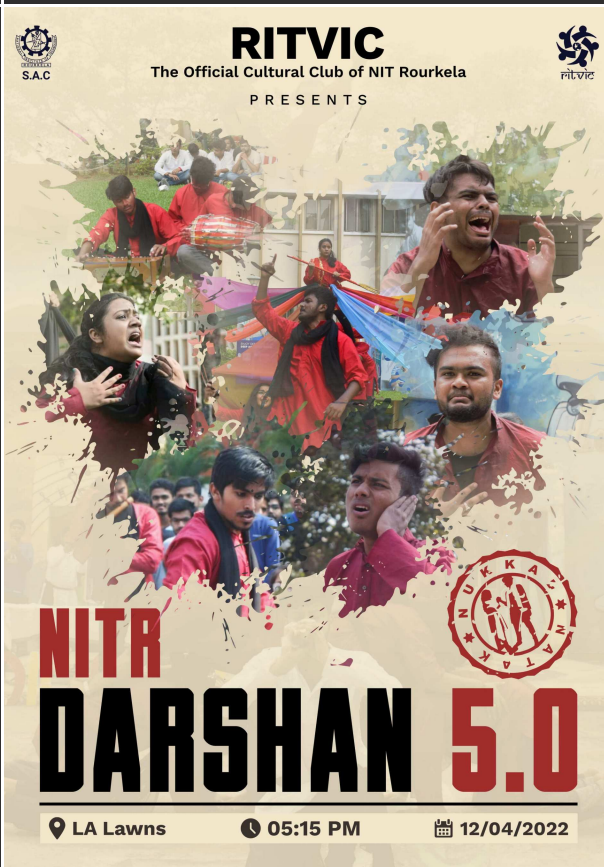
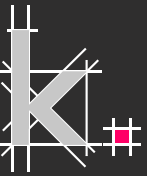
SKETCHUP

CANVA

AFTER EFFECT

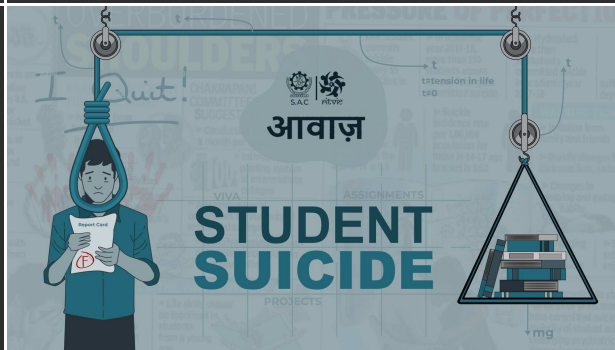
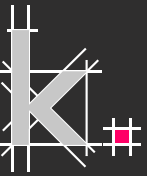
VIDEO EDITING

POSTER

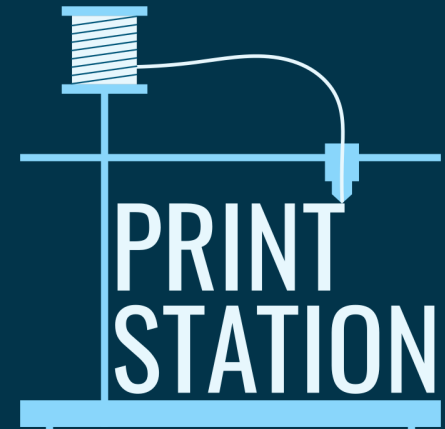
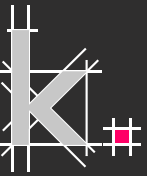


Posters are comprehensive yet a complete medium to spread the information about any event. We have designed numerous posters for various events and occasions. We will help you gather greater audience through our posters

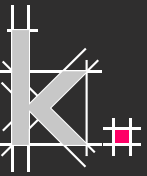
YOUTUBE THUMBNAIL



LOGO DESIGN



BRAND GUIDELINE



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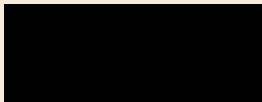
V

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MAV

COLOURS USED



#000000



#452808



#e5871c



#ffffff

FONTS USED

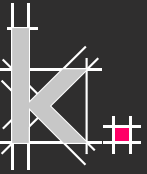
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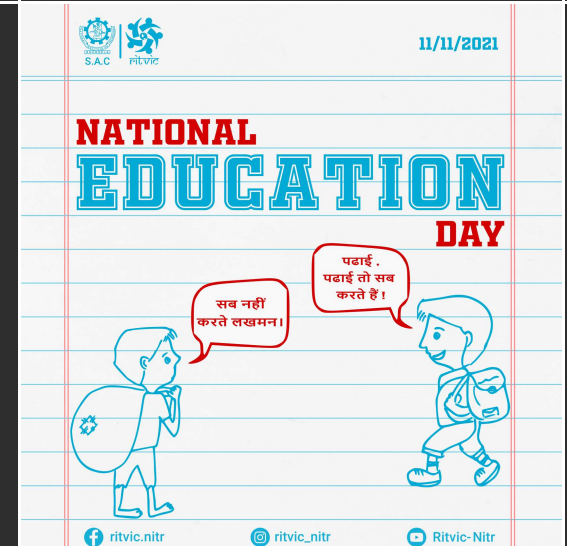
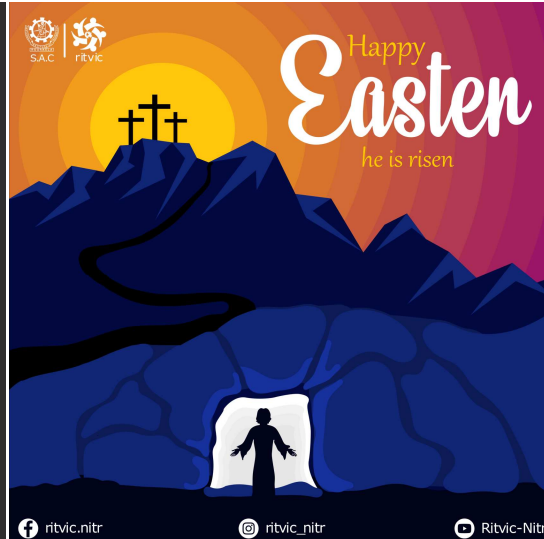
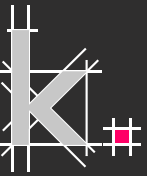
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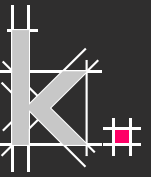
SOCIAL MEDIA POST



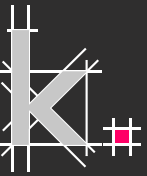
SOCIAL MEDIA POST



3D MODELING

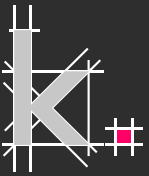


3D MODELING



With experience in 3D modeling would love to work with clients who want to set up small café and street food center . We would love to help them in designing the shop interior ,exterior and the complete branding of their product.

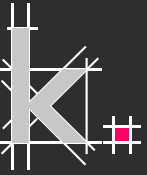
PACKAGING



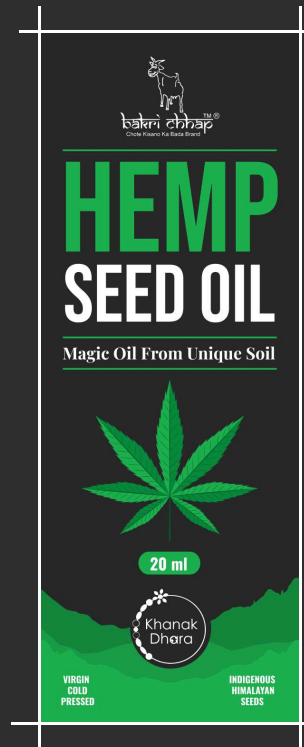
Our client wanted to rebrand their product (kiwi jam) and wanted the product to look as par as their competitors. They wanted the packaging to be minimal and attractive as well. Their target customer are the upper middle class people who want fresh and pure food products.



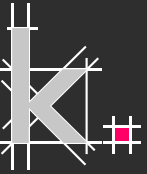
PACKAGING



Our client wanted to relaunch their hemp seed oil after collaboration with another NGO which supported women from villages of Uttarakhand India. They wanted to keep the design minimal as well spread the message of sustainability. They wanted the product to attract the new generation.



PACKAGING



Nutrition Facts	
Chips	
Serving Size: 1/2 (100) grams (120g)	
Amount Per Serving	Calories from Fat 100
Calories 214.4	
Total Fat 17.0g	
Saturated Fat 2.0g	
Trans Fat 0.0g	
Monounsaturated Fat 6.0g	
Polysaturated Fat 7.0g	
Cholesterol 0mg	
Salt 0.0g	
Potassium 604.4mg	
Total Carbohydrate 40.0g	
Dietary Fiber 4.0g	
Sugars 0.0g	
Protein 6.0g	

SHREENANDAN
AGRO PRODUCT

Ingredients commonly used in preparing traditional potato chips, in addition to the potato ingredients, include shortening used as a frying medium, salt and sometimes other seasonings. Artificial preservatives such as ascorbic acid, sodium phosphate, sodium bisulfite, and sulfur dioxide added before.

Available Flavours



best before 6 months from manufacture date of manufacture and batch number



aloo
SHREENANDAN
AGRO PRODUCT

aloo
HOT PAPRIKA
CRISPY POTATO CHIPS

100g

visit: www.aloochips.com

100g

aloo
CRISPY POTATO CHIPS

NO preservatives
NO artificial colours
NO MSG

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aloo
SHREENANDAN
AGRO PRODUCT

aloo
INDIAN SEA SALT
CRISPY POTATO CHIPS

100g

visit: www.aloochips.com

100g

aloo
CRISPY POTATO CHIPS

NO preservatives
NO artificial colours
NO MSG

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SHREENANDAN
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Available Flavours



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aloo
SHREENANDAN
AGRO PRODUCT

aloo
CREAM & ONION
CRISPY POTATO CHIPS

100g

visit: www.aloochips.com

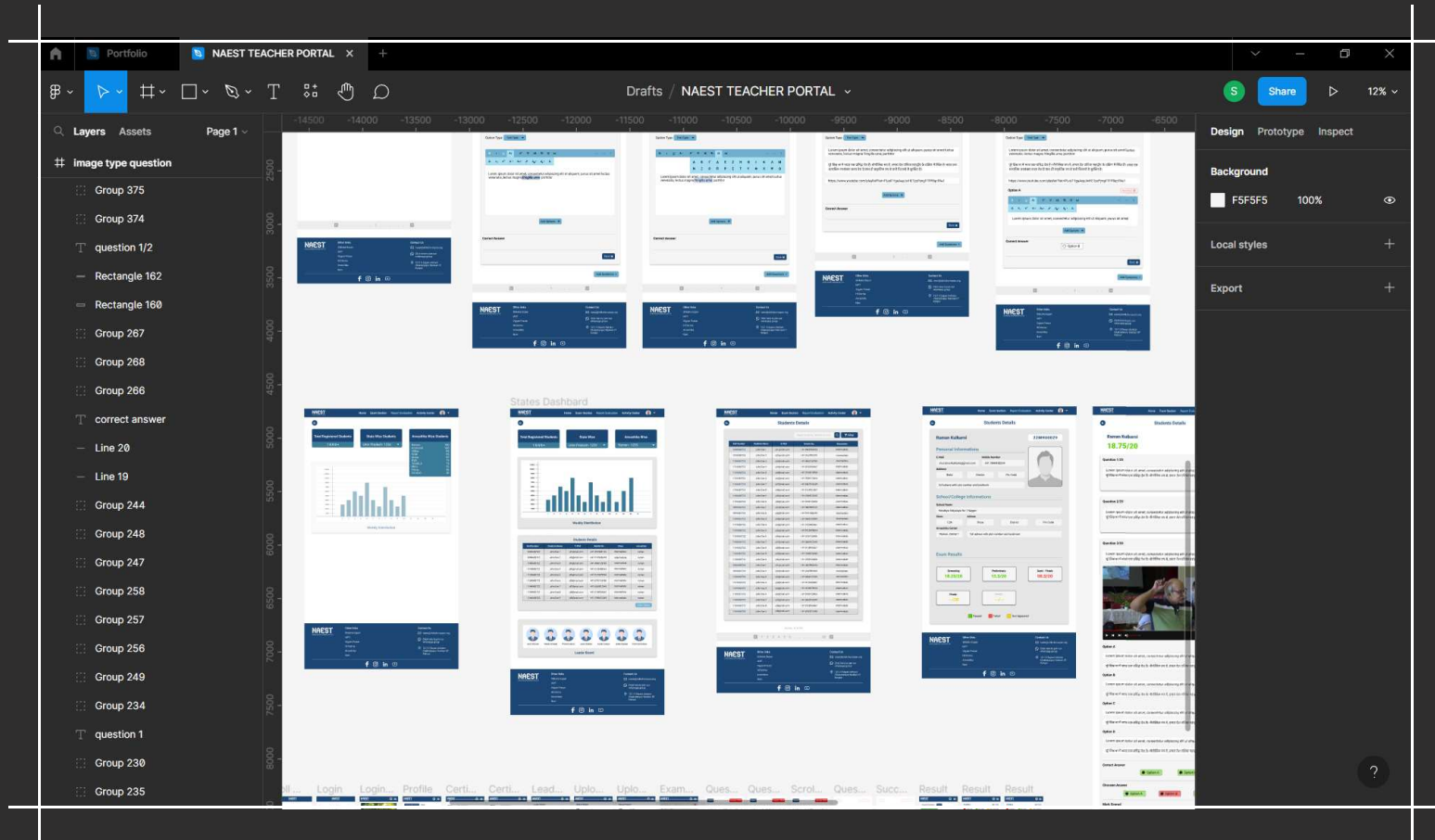
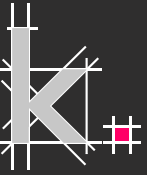
100g

aloo
CRISPY POTATO CHIPS

NO preservatives
NO artificial colours
NO MSG

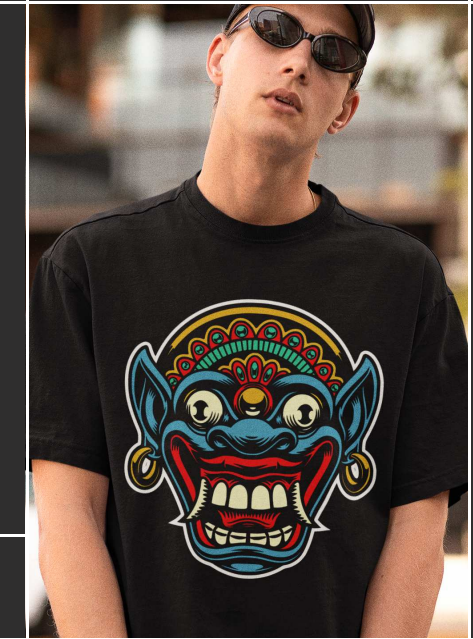
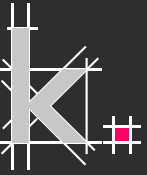
We designed this packaging for an imaginary chips manufacturing company which makes chips of three flavors.

UI DESIGN



Our client wanted an UI for teacher side interface for an online assessment web-app. We were asked to design a responsive design for the client . They asked for minimal and easy to use interface with very minimal color scope. Check out the design [see here](#)

MERCHANDISE

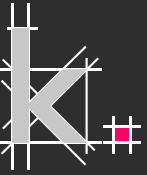


Original Designs

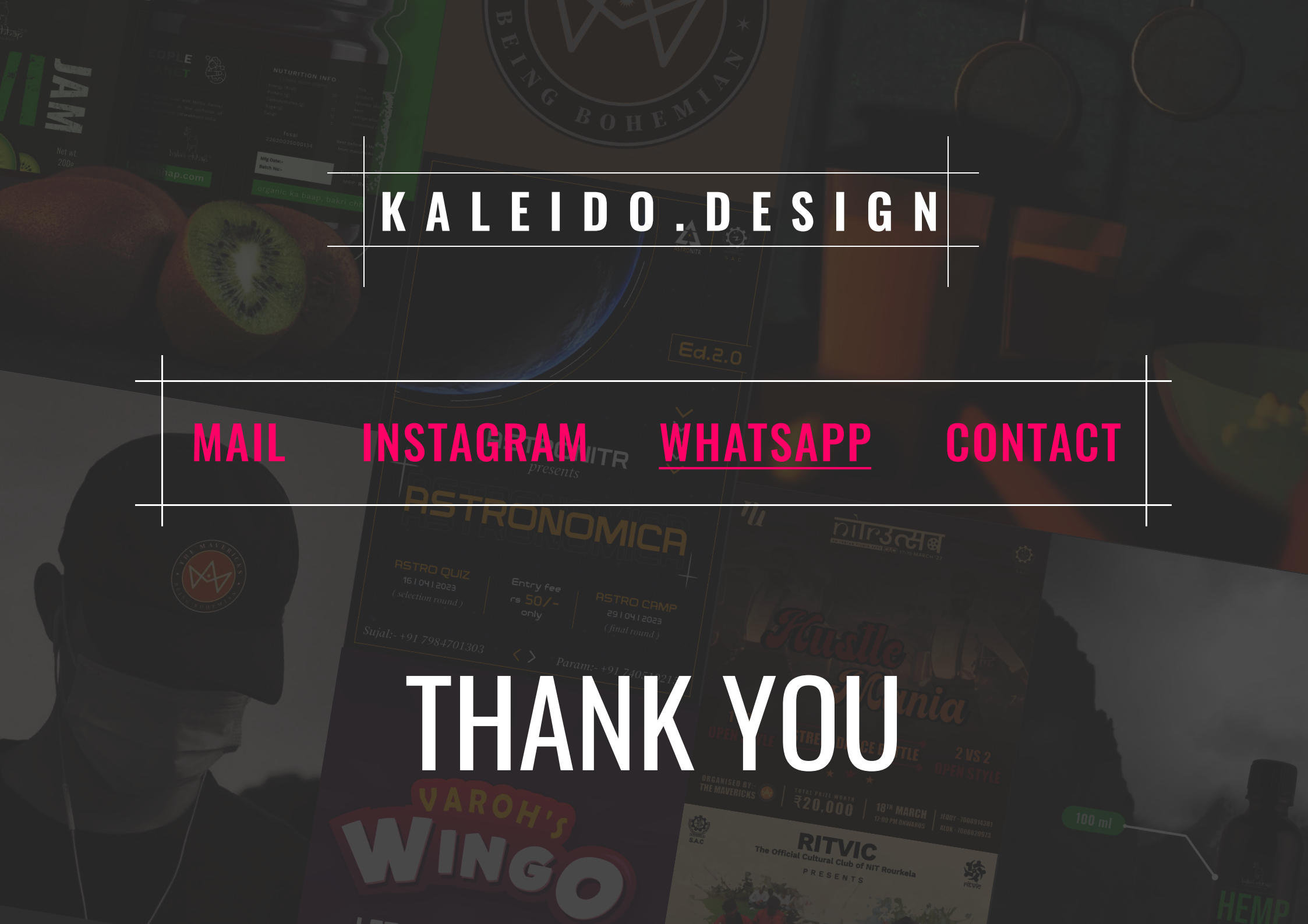
With T shirt Designs for college I have designed over 10 T-Shirts for various clubs and companies. I also have the experience of designing with the use of AI



MERCHANDISE



We design merchandise starting from t shirts, hoodies, stationaries, daily use items and many more.



KALEIDO.DESIGN

MAIL

INSTAGRAM

WHATSAPP

CONTACT

THANK YOU