

PORT FOLIO

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Hi, my name is Ritika Patel

A multimedia student developing into a conceptual designer with a strong interest in media, graphic design, and photography. I focus on transforming ideas into clear, engaging visual concepts that balances creativity with purpose. Through thoughtful design and visual storytelling, I aim to create work that is both impactful and refined.



SOFTWAREAR
KNOWLEDGE



LET'S CONNECT

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DIGITAL DESIGN

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MULTIMEDIA VERNISSAGE

BANDING WORK

ABOUT

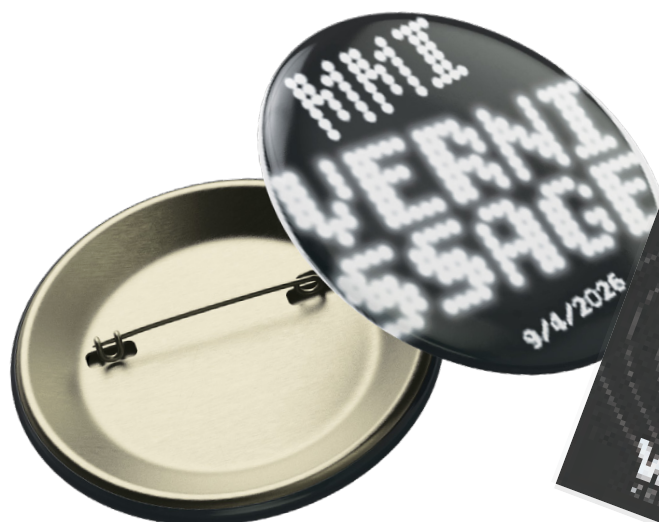
For the Multimedia Vernissage project, I had to create multiple media pieces that could be selected for the final exhibition theme for the graduating third-year students in my program. The deliverables included a banner, poster, invitation, and badge, all designed around the theme of movement. My interpretation of movement was growth. I represented this concept through the layout by creating dynamic compositions and incorporating light effects on certain typography elements to suggest progression, evolution, and forward motion.

CHALLENGES

One challenge I faced was visually representing the concept of movement while keeping all the different media pieces consistent with each other. It was difficult to make each design unique but still maintain a cohesive look across the banner, poster, invitation, and badge.

SOLUTION

To solve this, I kept a consistent visual style by using similar typography, light effects, and layout structures across all the media. This helped unify the designs while still allowing each piece to have its own purpose and visual impact.





CONNECT WITH ME

ER



WORLD

VERNISSAGE



SCAN ME

APRIL

2025

404 Bd Décarie
Saint-Laurent,
QC H4L 5E6



VANIER
CÉGEP / COLLEGE



CASSIS
MONNA
FILLES

Saint-Père
de l'Île
d'Orléans

Fruité

CASSIS
MONNA
FILLES

15%

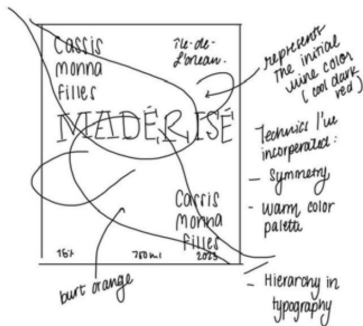


WINE LABEL

PACKAGING WORK

ROUGH DRAFT

maderisé → cassis monna et filles
 maderisation is the process that involves the heating and oxidation of wine.
 Dark red wine transforms into a burnt orange → my idea was to use the maderisation process as my main colour palette



For the Back:



ABOUT

I created a wine bottle label called Maderise. I used warm colors to represent the oxidation process of wine, as maderise symbolizes this transformation. I also incorporated juxtaposition to contrast elements and enhance the visual impact of the design.

CHALLENGES

The challenge was effectively representing the concept of wine oxidation while keeping the label visually appealing and balanced. Translating a technical wine process into a design concept using color and composition required careful consideration to avoid making the label look too busy or overly literal.

SOLUTION

To solve this, I used a warm color palette to symbolize oxidation and the natural aging process of wine. I also incorporated juxtaposition in the design to create contrast between elements, helping to communicate transformation while maintaining a clean and visually engaging label layout.

**1 in 4 women
experience intimate
partner violence
(IPV) once
in their
life**



1-800-368-9010
Sos Violence Conjugale Hotline

PSA AD CAMPAIGN

GRAPHIC WORK

ABOUT

I designed a poster on intimate partner violence in Canada, combining impactful statistics with inclusive visuals to show that IPV affects women of all ages and racial backgrounds. The use of purple creates visual unity, and the inclusion of SOS violence conjugale provides viewers with access to real support, forming a cohesive and informative awareness campaign.

CHALLENGES

The main challenge was finding a repeating element to unify the posters. Using the feminine symbol placed over each woman's eye created a consistent visual link while drawing attention to her gaze and deepening focus on her face and story.

SOLUTION

The solution was to use the feminine symbol as a subtle focal point, placing it over each woman's eye to unify the posters while keeping the focus on her face and preserving the individuality of each portrait.



BRAND GUIDE SKIN 1004

LAYOUT WORK

ABOUT

My Brand Guide was a layout assignment where we created a visual report analyzing a brand in depth. The project required outlining the brand's personality and consistency, analyzing the logo, and examining key visual components such as merchandise, the product itself, and the overall marketing strategy. For this assignment, I chose to focus on the Korean skincare brand SKIN1004, exploring how its clean visuals and branding communicate trust, simplicity, and effectiveness.

CHALLENGES

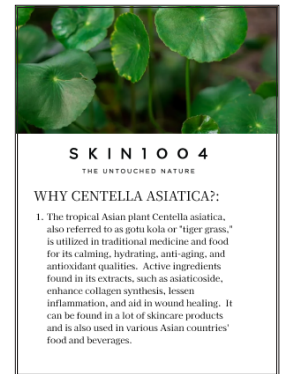
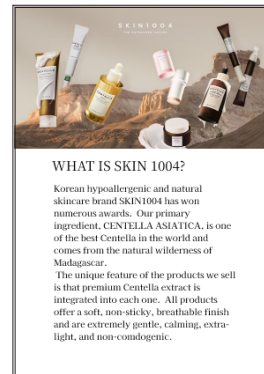
The main challenge was organizing a large amount of brand information into a clear and visually engaging layout without losing consistency. Balancing written analysis with visuals while maintaining the brand's clean and minimal aesthetic required careful planning.

SOLUTION

The solution was to use a structured grid system, consistent typography, and a restrained color palette inspired by SKIN1004's branding. This approach helped present the information clearly while reinforcing the brand's identity and creating a cohesive, easy-to-follow visual report.


ROUGH DRAFT

The rough draft created on Figma included detailed information about the brand personality, target clientele, company products, and other essential elements needed to develop a complete and cohesive brand guide for Skin1004.





Brand Personality



SKIN1004

THE LOGO EXPLAIN

THE TYPOGRAPHY

The logo usually appears in a simple, modern sans-serif font. The clean lines and lack of decorative elements give it a minimalist, straightforward feel, suggesting transparency, honesty, and purity—qualities that the brand associates with its skincare. The balanced weight of the letters also conveys stability and trust, while the mix of letters (SKIN) with numbers (1004) feels modern and distinctive.

THE LOGO EXPLAIN

THE COLOUR PALLETTE

The logo most often uses black text on a white or neutral background, keeping it uncluttered and versatile. Black conveys sophistication and reliability, while the white background symbolizes purity, nature, and simplicity. On packaging, SKIN1004 often pairs the logo with earthy tones (beige, brown, soft greens), which reinforces their connection to natural ingredients like Centella from Madagascar and their "untouched nature" message.

Hex Code	Color name	RGB	HSL	CMYK
#759A99	Teal	121, 150, 157	203, 56, 95	44, 17, 6, 15
#FFFFFF	White	255, 255, 255	0, 0, 100	0, 0, 0, 0
#000000	Black	0, 0, 0	0, 0, 0	0, 0, 0, 100



WHAT IS SKIN 1004?

SKIN1004 has won numerous awards. Their primary ingredient, CENTELLA ASIATICA, is one of the best Centella in the world and comes from the natural wilderness of Madagascar.

The unique feature of the products we sell is that premium Centella extract is integrated into each one. All products offer a soft, non-sticky, breathable finish and are extremely gentle, calming, extra-light, and non-comedogenic.

THEIR FOCUS/ GOAL:

SKIN1004's focus is on using high-quality, natural ingredients, particularly Centella Asiatica from Madagascar, to create effective and gentle skincare products that soothe, hydrate, and strengthen the skin, especially for those with sensitive or irritated skin concerns like redness, dryness, and a compromised skin barrier.

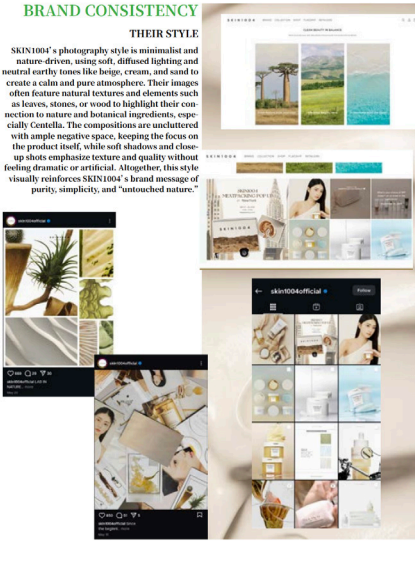



Brand Communication and Consistency

BRAND CONSISTENCY

THEIR STYLE

SKIN1004's photography style is minimalist and nature-driven, using soft, diffused lighting and neutral earthy tones like beige, cream, and sand to create a calm and pure atmosphere. Their images often feature natural textures and elements such as leaves, stones, or wood to highlight their connection to nature and botanical ingredients, especially Centella. The compositions are uncluttered with ample negative space, keeping the focus on the product itself, while soft shadows and close-up shots emphasize texture and quality without feeling dramatic or artificial. Altogether, this style visually reinforces SKIN1004's brand message of purity, simplicity, and "untouched nature."



BRAND CONSISTENCY

THEIR STYLE

SKIN1004's packaging consistency reflects the same minimalism and nature-inspired identity that defines its overall brand. All products follow a clean and uniform design language, typically featuring neutral tones such as white, beige, and soft earth colors, with simple typography that keeps the focus on the brand name and product type. Many packages also include natural imagery, like mountains or landscapes, referencing Madagascar to highlight the purity of their Centella sourcing. The layouts avoid clutter, using clear labels and straightforward information placement so customers can easily identify each product while still feeling part of a cohesive line. This consistent use of color, typography, and natural visuals across bottles, tubes, and boxes reinforces SKIN1004's message of simplicity and "untouched nature," making their products instantly recognizable on shelves.




Brand Strategy and Positioning

PROBIO-CIA

Repairing Damaged Skin Barrier

- Combines Probiotics with Centella Asiatica.
- Strengthens and restores weakened skin barrier.
- Boosts skin's natural defenses and resilience.
- Ideal for skin damaged by harsh products, over-exfoliation, or environmental stress.



TEA-TRICA

Acne-Prone Skin

Contains Tea Tree Extract + Cica (Centella Asiatica) - Antibacterial and anti-inflammatory, reduces acne breakouts - Helps soothe irritated pimples and redness - Best for skin prone to frequent blemishes or active acne -



HYALU-CICA

Deep Hydration

- Combines Hyaluronic Acid (for hydration) with Centella Asiatica (for soothing)
- Provides deep moisture to dry or dehydrated skin.
- Improves plumpness and elasticity.
- Suitable for dry, tight, or moisture-depleted skin.



PORE-MIZING

Oily / Clogged

- Targets enlarged or clogged pores -
- Helps balance excess oil production -
- Provides lightweight hydration without greasiness -
- Good for oily or combination skin types that struggle with shine or congestion -



TONE BRIGHTENING

Dullness & Hyperpigmentation

- Focuses on evening out skin tone.
- Reduces appearance of dark spots and hyperpigmentation.
- Brightens dull skin for a more radiant look.
- Great for post-acne marks or sun-damaged skin.



CENTELLA

Soothing

Contains Centella Asiatica, known for calming sensitive or irritated skin. -

- Reduces redness and inflammation.
- Helps repair minor skin damage and strengthens the skin barrier.
- Great for sensitive or easily reactive skin types.



TYPOGRAPHIC POSTER

GRAPHIC WORK

ABOUT

This project features a poster inspired by the fortune cookie quote, "Time, nature, and patience are the greatest virtues." The concept uses a pill as a metaphor for healing, symbolizing how these virtues act as remedies that encourage calm, reflection, and long-term well-being rather than quick fixes. The design heavily relies on typography to convey the message from the fortune cookie, using scale, placement, and contrast to emphasize the meaning and transform a simple quote into a visually impactful statement.

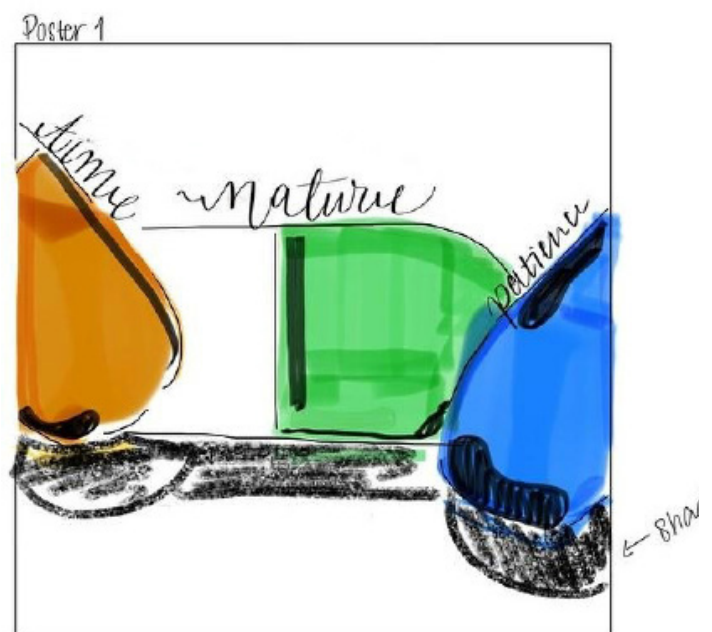
CHALLENGES

The main challenge was translating an abstract quote into a clear, visually understandable concept that could communicate ideas like time, nature, and patience through a single, strong metaphor without relying heavily on text.

SOLUTION

A solution was to keep the packaging simple and neutral, using a limited color palette and clean shapes. This helped the logo stand out and brought all elements together into a cohesive, friendly design. The logo and color palette were based on elements of the game. It was inspired by cooler tones such as blue and pink rather than the warm boardwalk colors that influenced the exterior packaging of the box.

SKETCHES



TIME
NATURE
PATIENCE



GREAT
PHYSICIANS

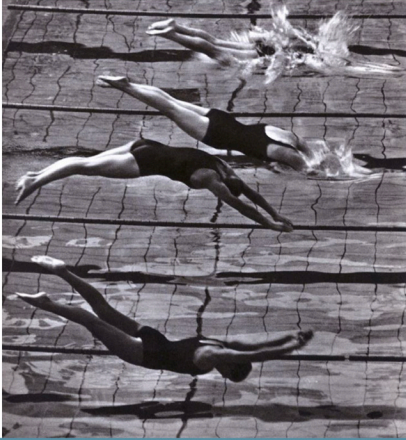


Matcha
Your
Chai

CEREMONIAL
MATCHA

355ml

70mg of caffeine



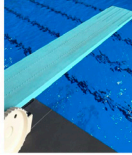
CHAPTER 1: POOL KNOWLEDGE



EQUIPMENT AVAILABLE AT COMMUNITY POOLS:

When learning to swim, swimming aids such as fins, floaties, kickboards, and noodles help students concentrate on developing their strength and kicking technique. Beginners can focus on coordination and reduce their nervousness by using floaties to assist them stay afloat. First, develop leg muscles, teach effective mechanics, and increase kicking power and technique. These resources support the growth of abilities and self-assurance in the water.

SPRINGBOARD DIVING BOARD



PLATFORM DIVING BOARD



DIVING BOARDS:

Divers with different abilities and purposes can be found at community pools. Common for general use, recreational diving boards with a modest spring require a minimum water depth of nine feet. For experienced divers practicing more complex manoeuvres, springboards, which come in 1- or 3-meter heights, offer more bounce. For competitive or professional diving, platform diving boards and high diving platforms with a range of 1 to 10 meters are fixed. Mini diving boards are made for kids and beginners because they have less spring and are shorter. The purpose of the pool, user requirements, and safety rules are taken into consideration when choosing each style of board.

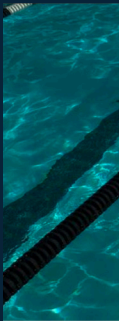
POOL SAFETY REGULATIONS:

Community pools must have safety regulations in place to safeguard swimmers and avoid mishaps. Common guidelines include not diving in shallow places to minimize accidents, not running on the pool deck to prevent slips and falls, and constantly keeping an eye on kids, especially in deeper water. Swimmers should wear appropriate clothing and head lifeguard directions. It's crucial to refrain from rough play, keep glass items out of the pool, and avoid swimming when ill. It is recommended that pool equipment, including diving boards and ladders, be used properly, and that all users understand emergency protocols. Everyone will have a safe and pleasurable experience if these guidelines:

POOL RULES



CHAPTER 3: LEARN HOW TO SWIM



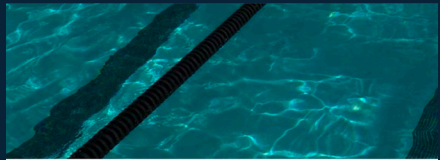
SWIMMING: A CRUCIAL SKILL

Developing comfort and confidence in the water through fundamental abilities is the main goal of swimming lessons. These include practicing controlled breathing by exhaling underwater and inhaling above, learning basic motions like kicking and arm strokes for propulsion, and understanding buoyancy by learning to float on your stomach and back. In order to improve their balance and coordination, beginners should begin in shallow water where they can stand if necessary. They can also utilize pool noodles or kickboards. Maintaining balance and moving effectively need relaxation, and strength and technique can be enhanced with consistent practice. As crucial as physical skills are to water safety and maintaining composure in the water, which lays a solid basis for more complex swimming methods.

SWIMMING: A CRUCIAL SKILL

Learning how to swim is important for several reasons:

- 1. Safety:** Knowing how to swim can save lives by enabling individuals to stay afloat, perform self-rescue, and help others in water emergencies.
- 2. Confidence in Water:** Learning to swim builds comfort and confidence in aquatic environments, whether at pools, lakes, or the ocean.
- 3. Health and Fitness:** Swimming is a full-body exercise that improves cardiovascular health, strength, flexibility, and overall physical fitness.
- 4. Lifesaving Skills:** Being proficient in swimming and rescue techniques allows individuals to assist others in emergencies, fostering teamwork and responsibility.
- 5. Recreational Enjoyment:** Swimming is a fun and accessible activity enjoyed by people of all ages, promoting social interactions and well-being.
- 6. Personal Development:** Learning to swim teaches discipline, resilience, and goal-setting, as it requires practice, patience, and perseverance.

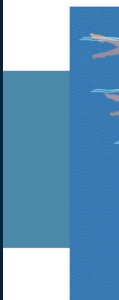


TIPS AND TRICKS FOR BEGINNERS:

- 1. Start with the Basics**
 - Begin in shallow water where you feel safe and can stand if needed.
 - Practice submerging your face and blowing bubbles to get comfortable with water on your face.
 - Learn how to float on your back and stomach to understand buoyancy and feel secure in the water.
- 2. Practice Breathing**
 - Master rhythmic breathing by exhaling underwater and inhaling above water.
 - Stay calm and avoid holding your breath, as proper breathing helps maintain relaxation.
- 3. Use Swim Aids**
 - Use kickboards, pool noodles, or flotation devices to assist with balance and support while practicing movements and gradually reduce reliance on these aids as you gain confidence.
- 4. Focus on Kicking**
 - Hold onto the pool edge or a kickboard and practice flutter kicking to develop propulsion.
 - Ensure your legs remain straight with slight knee movement for an efficient kick.
- 5. Learn Basic Strokes**
 - Start with simple strokes like the front crawl (freestyle) and backstroke.
 - Focus on coordinating arm movements with breathing and kicking for smoother strokes.
- 6. Stay Relaxed**
 - Keep your body loose and relaxed to float better and move efficiently.
 - Avoid panicking if water splashes on your face; stay calm and focus on your breathing.
- 7. Practice Regularly**
 - Swim regularly to build muscle memory, endurance, and comfort in the water.
 - Progress at your own pace and celebrate small achievements.
- 10. Understand Water Safety**
 - Learn basic water safety rules, such as not swimming alone and recognizing hazardous conditions.
 - Practice safe entry and exit techniques from the pool.



CHAPTER 4: TYPES OF SWIMMING STROKES



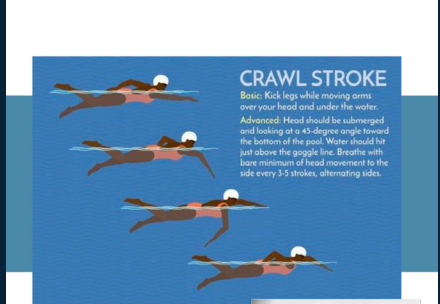
BACKSTROKE

Basic: While on back, move your arms in an overhead motion and flutter kick your legs.
Advanced: Head should be tilted back at an angle that would allow a cup to rest on the forehead. As your shoulder comes out of the water with each stroke, head should remain still. Hand rotates at the top of the stroke; the palm faces the first to enter the water.



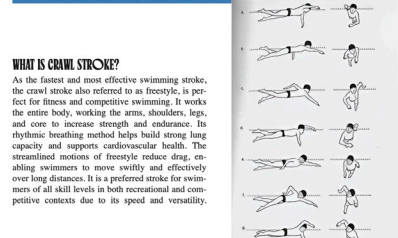
WHAT IS BACKSTROKE?

Because it promotes a straight back, backstroke has many benefits, such as better posture and increased core strength. Since it's the only stroke done on the back, breathing and seeing the surroundings are made easy. The stroke works well for endurance swimming and works the arms, legs, and back muscles, giving you a full-body exercise. Backstroke can also be used therapeutically to increase flexibility and treat back discomfort. It is well-liked for both leisure and competitive swimming because of its comfort, effectiveness, and health advantages.



CRAWL STROKE

Basic: Kick legs while moving arms over your head and under the water.
Advanced: Head should be submerged and looking at a 45-degree angle toward the bottom of the pool. Water should hit just above the goggles line. Breathe with bare minimum of head movement to the side every 3-5 strokes, alternating sides.



WHAT IS CRAWL STROKE?

As the fastest and most effective swimming stroke, the crawl stroke also referred to as freestyle, is perfect for fitness and competitive swimming. It works the entire body, working the arms, shoulders, legs, and core to increase strength and endurance. Its rhythmic breathing method helps build strong lung capacity and supports cardiovascular health. The streamlined motions of freestyle reduce drag, enabling swimmers to move swiftly and effectively over long distances. It is a preferred stroke for swimmers of all skill levels in both recreational and competitive contexts due to its speed and versatility.

DEEP DIVE

LAYOUT WORK

ABOUT

Deep Dive was a manual created for a layout project with the purpose of educating readers about swimming. The manual covers essential water safety rules, different swimming styles, pool regulations, and provides clear guidance on how to become a lifeguard, including the steps required to achieve certification. The focus of the project was to present information in a clear, structured, and accessible way through thoughtful layout and visual hierarchy.

CHALLENGES

The main challenge was organizing a large amount of instructional information in a way that was clear, engaging, and easy to follow. Presenting safety rules, swimming techniques, and step-by-step lifeguard guidance without overwhelming the reader required careful layout and hierarchy.

SOLUTION

The solution was to use a structured layout with clear sections, consistent headings, icons, and visual cues. By breaking information into digestible parts and maintaining strong visual hierarchy, the manual remained informative, readable, and user-friendly.



PERSONAL MONOGRAM

GRAPHIC WORK

ABOUT

For this project, I created a personal monogram using my initials, R and P. By merging the letterforms, I explored a modern approach to form and structure. Using the Bodoni typeface, I focused on contrast and refinement to develop a mark that is both simple and sophisticated, while remaining clear and versatile across different applications.

CHALLENGES

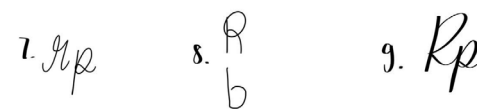
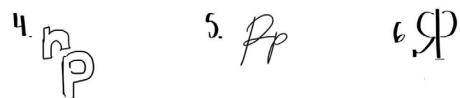
One of the main challenges was merging the initials R and P into a single, cohesive form without losing clarity. Since the Bodoni typeface has strong contrast and delicate serifs, combining the letterforms risked creating visual clutter or reducing legibility, especially at smaller sizes.

SOLUTION

To resolve this, I focused on simplifying the structure of each letter and refining their connection points. Through multiple iterations, I adjusted proportions, spacing, and alignment to ensure the forms flowed naturally together. This process allowed me to create a balanced monogram that maintains readability while achieving a clean, modern, and sophisticated look.

SKETCHES

monogram assignment: R, P



DHARMATURA LOGO ANIMATION

ANIMATION WORK

SOLUTION

The solution was to animate only the petals of the flower by subtly changing their color to create a soft sun-like effect. This kept the design simple and refined, aligning better with the brand's elevated and sophisticated beauty identity.

LINK & QR CODE

<https://www.youtube.com/watch?v=CwPz23mVP70>



ABOUT

For this project, I was required to create my own brand. I chose to reconnect with my cultural roots by developing an Indian skincare brand inspired by the strengths of Ayurvedic practices and natural ingredients. The brand focuses on products that not only regenerate the skin but also nourish it through the power of nature. As part of the process, I designed the logo and developed several additional brand elements, including a logo animation video that brings the brand identity to life.

CHALLENGES

The main challenge I faced during this process was animating the lotus flower, which is an important cultural symbol in India. Initially, I wanted to place a glowing sun behind the flower to enhance its visual impact. However, this effect drew too much attention to the lotus itself rather than to the logo as a whole. In a way, the sun became more of a focal trademark element, overshadowing the brand identity. I therefore had to refine the animation to ensure the lotus complemented the logo instead of overpowering it.

BREAKDOWN OF THE ANIMATION



CAPY TRACKER

UI/UX WORK

ABOUT

For this project, we created and prototyped Capi Tracker, a productivity app designed to help students stay focused and organized. Developed in Figma, the app features a cute capybara-themed interface to make studying feel more engaging and less stressful. It includes four main sections: time management, goal setting, a Pomodoro timer for focused study sessions, and organization tools to help students stay prepared and productive.

CHALLENGES

One challenge we faced was balancing the cute capybara theme with the app's productivity purpose. There was a risk that the playful design could make the app feel less serious or distract users from its main goal of improving focus and organization.

SOLUTION

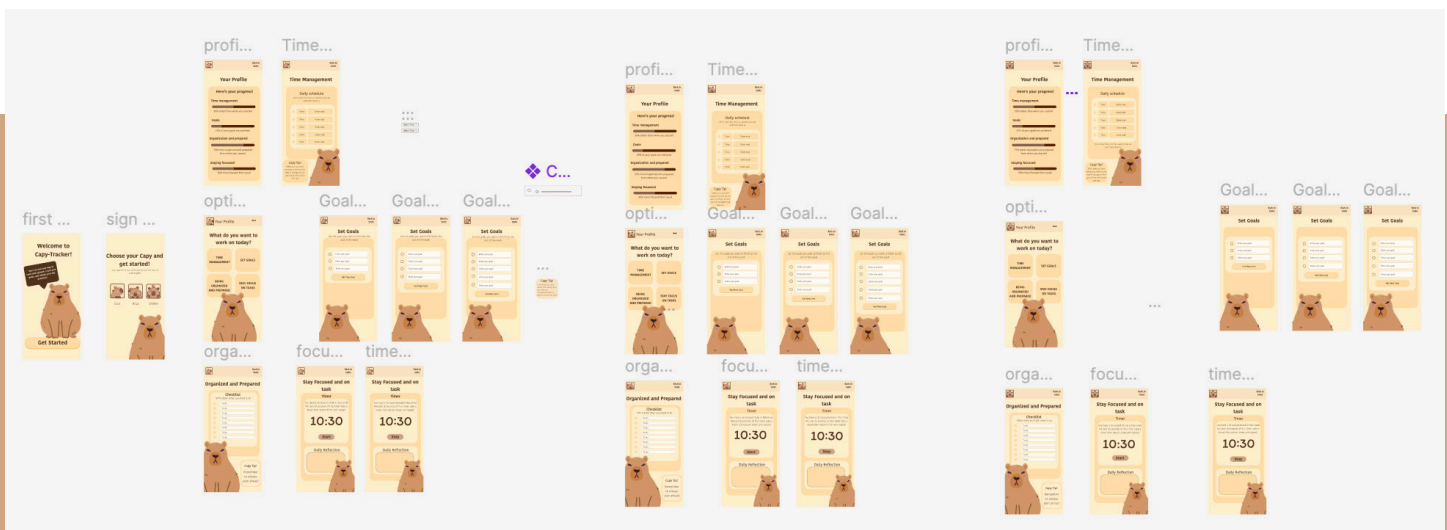
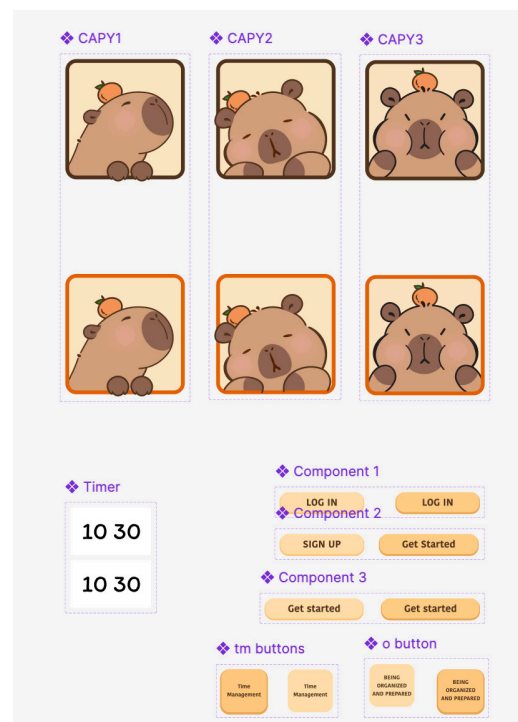
To solve this, we kept the interface clean and minimal while using the capybara elements as subtle accents rather than the main focus. This allowed the app to stay visually appealing and fun, while still maintaining a structured and functional design that supports productivity.

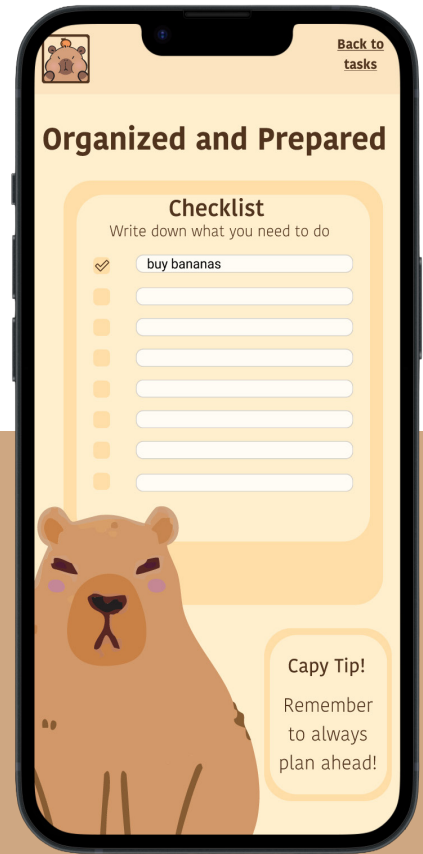
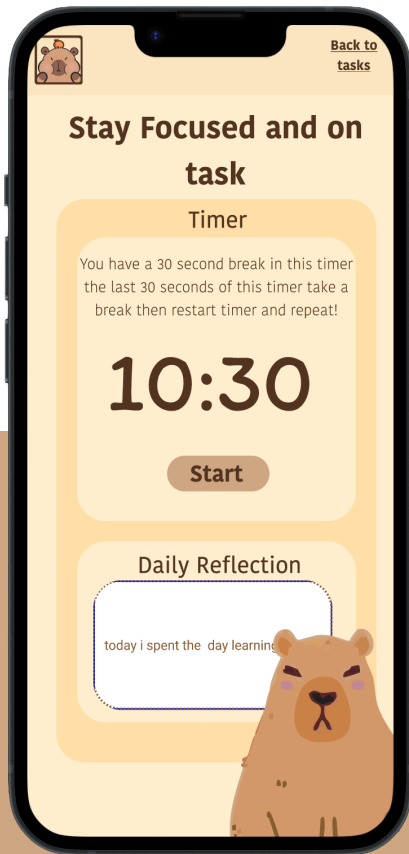
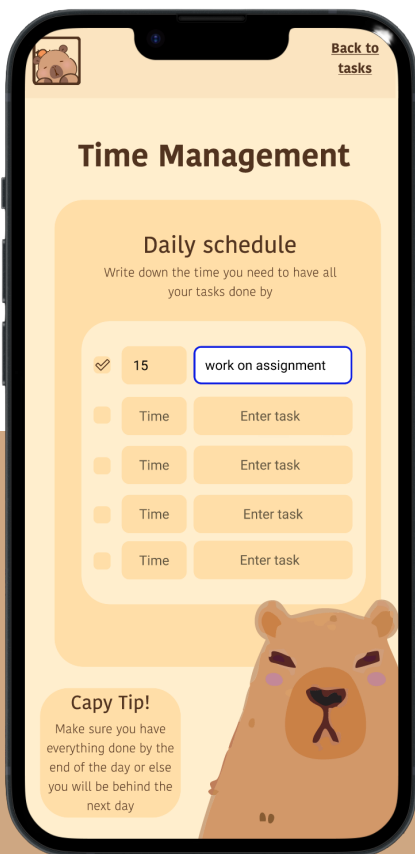
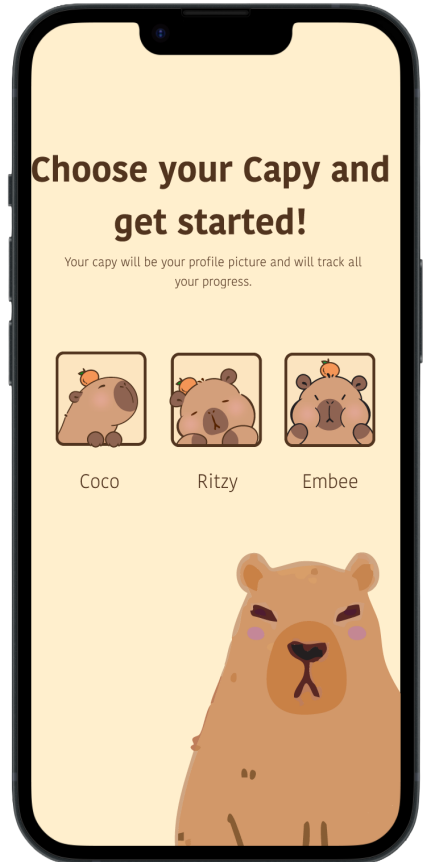
WIREFRAME

As for the wireframing and prototyping, everything was done in Figma. We primarily created components to build the buttons and make the prototype function like a real app. The most challenging part was creating the timer in Figma, but after watching a tutorial video, we were able to successfully build it.

LINK & QR CODE

<https://www.figma.com/proto/18UDJlmdTY3GEFTODbt3vS/Design-4--User-App?node-id=52-2&starting-point-node-id=52>





VINTAGE SCENE

TOUCH DESIGNER WORK

ABOUT

This project was created in TouchDesigner using the same exploratory approach, but instead of focusing on light, I designed a scene inspired by 1980s aesthetics. The result is a colorful, fun, and mostly static composition that draws from bold colors and playful visuals. The goal was to experiment with TouchDesigner's tools while translating a distinct visual era into a digital scene.

CHALLENGES

The main challenge was translating a strong 1980s aesthetic into TouchDesigner while keeping the scene visually engaging, even though it was mostly static. Balancing bold colors and retro elements without overwhelming the composition required careful control of layout and visual hierarchy.

SOLUTION

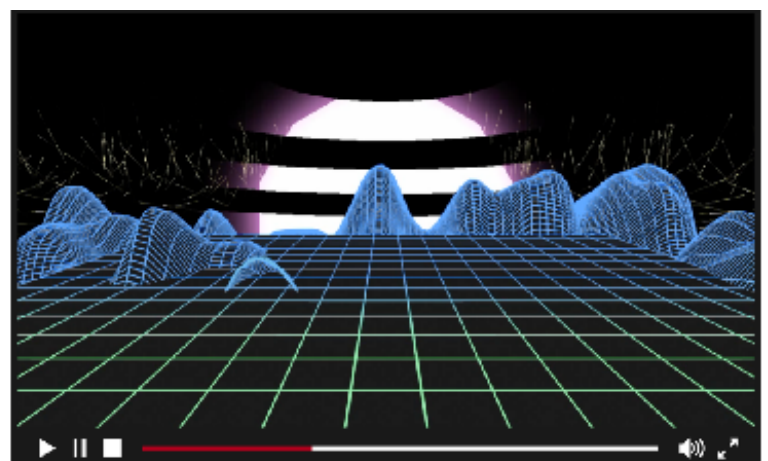
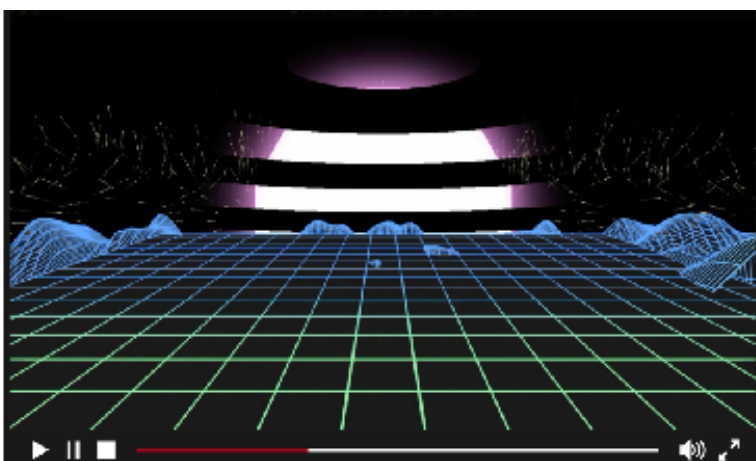
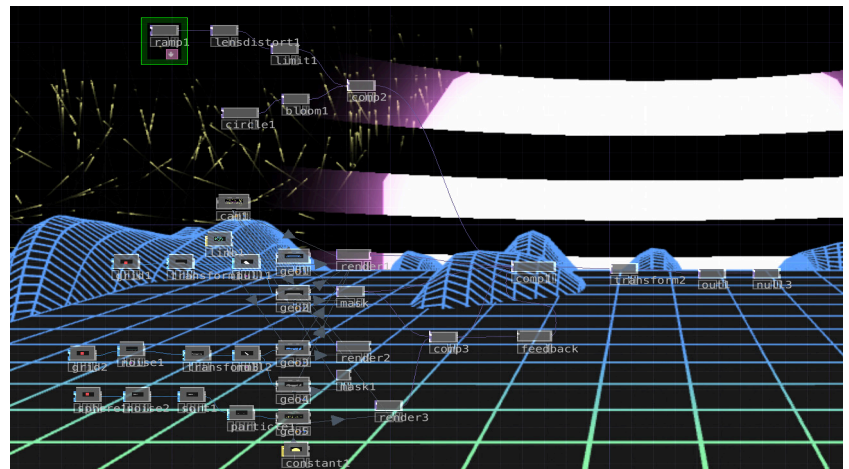
The solution was to focus on clear structure and intentional color choices, using simple shapes and controlled effects to maintain clarity. By limiting motion and refining the composition, the scene successfully captured a fun, retro 80s feel while remaining visually balanced and cohesive.

LINK & QR CODE

<https://www.youtube.com/watch?v=6Pd9F0bYvfl>



OPERATORS USED



DANCING LIGHT SCENE

TOUCH DESIGNER WORK



LINK & QR CODE

<https://youtu.be/1iO1MW0Joh8>

ABOUT

This project was created in TouchDesigner using the same exploratory approach, but instead of focusing on light, I designed a scene inspired by 1980s aesthetics. The result is a colorful, fun, and mostly static composition that draws from bold colors and playful visuals. The goal was to experiment with TouchDesigner's tools while translating a distinct visual era into a digital scene.

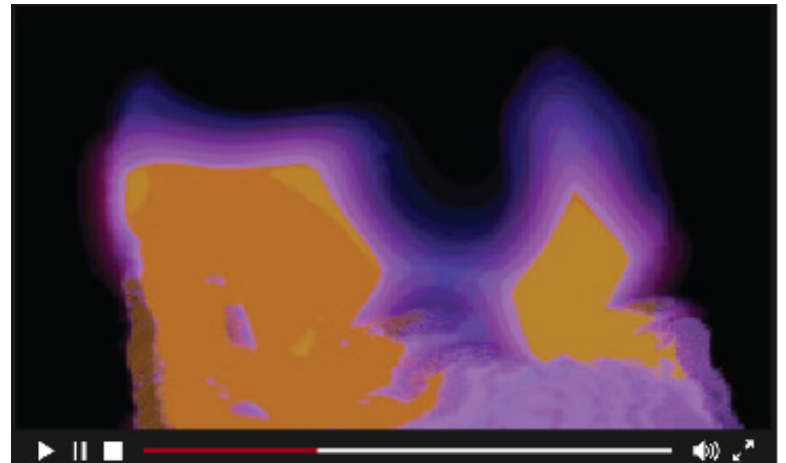
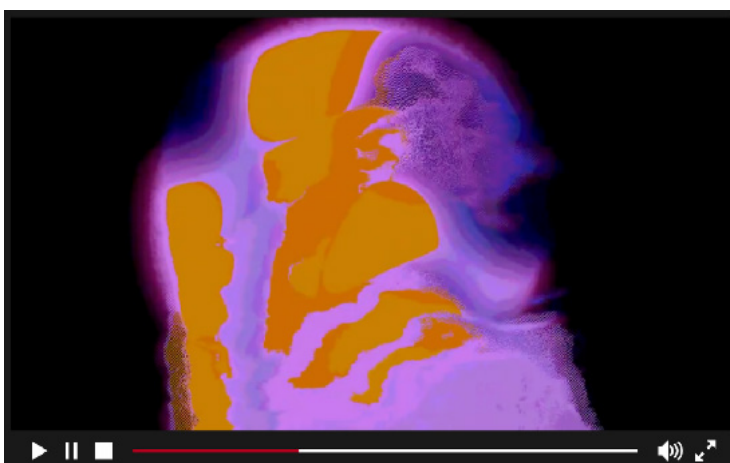
CHALLENGES

The main challenge was translating a strong 1980s aesthetic into TouchDesigner while keeping the scene visually engaging, even though it was mostly static. Balancing bold colors and retro elements without overwhelming the composition required careful control of layout and visual hierarchy.

SOLUTION

The solution was to focus on clear structure and intentional color choices, using simple shapes and controlled effects to maintain clarity. By limiting motion and refining the composition, the scene successfully captured a fun, retro 80s feel while remaining visually balanced and cohesive.

OPERATORS USED



PRAKRUTIS CREATIONS

WEB WORK

ABOUT

For this project, I created a website for a henna business called Prakruti's Creations. The goal was to build a professional and easy-to-navigate platform using Vue.js that showcases her work and simplifies the booking process. The website includes a contact section for inquiries, information about booking options and events she caters to, a gallery to display her henna designs, and a page that introduces her story and experience. The final result is a clean, responsive website that supports her business and highlights her artistry.

CHALLENGES

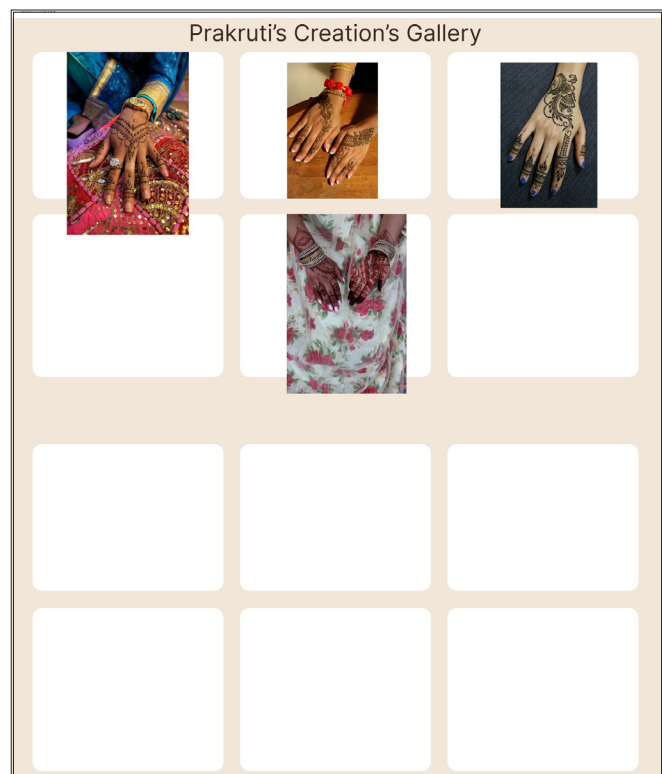
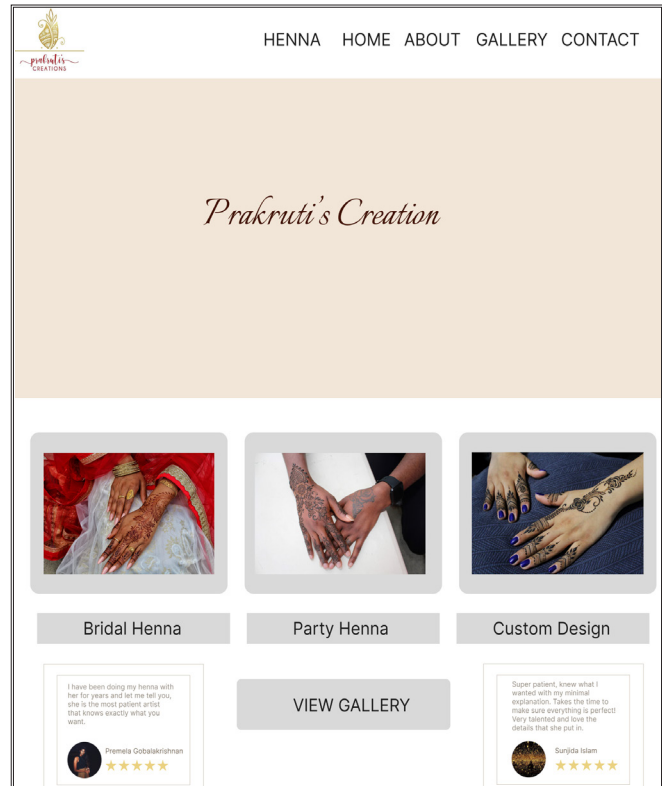
The main challenge was designing a website that felt both professional and artistic, while keeping the booking process simple and clear. Since henna is very detailed and visual, it was important that the gallery stand out without making the website feel overwhelming or cluttered. Structuring all the booking information, event details, and personal branding in a clean way using Vue.js also required thoughtful organization.

SOLUTION

To solve this, I focused on a minimal and elegant layout that allowed the henna designs to be the focal point. I used Vue.js components to organize sections clearly, making the navigation smooth and intuitive. The booking and contact sections were simplified to ensure users could easily understand their options and reach out. This resulted in a balanced website that highlights her artistry while remaining functional and user-friendly.

WIREFRAME

For the wireframe, I created a simple layout in Figma to plan the structure and flow of the website. This helped me organize the main sections before developing the site in Vue.js.





PRAKRUTI'S CREATIONS

[GALLERY](#)

[ABOUT HENNA](#)

[ABOUT ME](#)



Prakruti's Creations

HENNA ARTISTRY ROOTED IN TRADITION AND REFINED BY HAND





PACKAGING WORK

ABOUT

Pathfinder was a game designed to build more meaningful connections between players. Inspired by the mechanics of Snakes and Ladders, the objective is to reach the top of the mountain by correctly answering personal questions about your friends, encouraging communication, reflection, and deeper social bonds through play. A solution was to keep the packaging simple and neutral, using a limited color palette and clean shapes. This helped the logo stand out and brought all elements together into a cohesive, friendly design.

CHALLENGES

The challenge was designing packaging that wouldn't clash with the colorful interior while remaining user-friendly and inviting. Because the logo took time to finalize, my teammate and I were concerned that the graphics might not fully align with the overall aesthetic.

SOLUTION

A solution was to keep the packaging simple and neutral, using a limited color palette and clean shapes. This helped the logo stand out and brought all elements together into a cohesive, friendly design. The logo and color palette were based on elements of the game. It was inspired by cooler tones such as blue and pink rather than the warm boardwalk colors that influenced the exterior packaging of the box.



LOGO PROCESS

The logo process was more difficult than I expected. My first designs looked too modern and didn't match the fun, energetic feel of the Pathfinder game. After getting feedback from my peers, I changed the font and rounded the edges to make it more playful. I also used the same color palette as the game board to keep it consistent.





PATHFINDER CASE STUDY



LINK & QR CODE

<https://ritika58.582mi.com/web4/pathfinder/index.html>

WEB WORK

ABOUT

For this project, I designed and developed a website as a case study for Pathfinder, a board game my team and I created during Capython, the multimedia hackathon event. The 2025 theme focused on creating something that brings people together. In response, we developed a board game centered on connection and conversation, designed to strengthen friendships and help players get to know one another on a deeper level. The website presents the concept, process, and purpose behind Pathfinder, highlighting how the game encourages meaningful interaction and unity.

CHALLENGES

The challenge was turning a physical board game into an engaging digital case study while keeping its interactive and social essence. It was important that the website reflect the unifying purpose behind Pathfinder while remaining clean, organized, and technically strong using Vue and Node.js.

SOLUTION

I used Vue to build a structured and interactive interface with smooth navigation, while Node.js supported the backend to keep the site efficient and responsive. This approach allowed the website to clearly communicate the concept and impact of the game while maintaining solid technical performance.



GALLERY

PHOTOGRAPHY WORK

INTRO

This gallery explores the theme of seasons as a reflection of change, growth, and emotion. Inspired by nature, the work captures how light, color, and atmosphere shift throughout the year, and how those transitions connect to human experience. Each season is expressed through mood and subtle visual details.

DETAILS

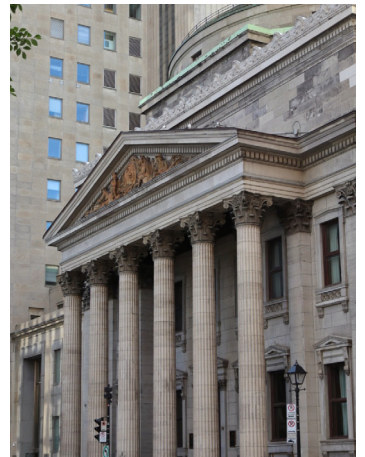
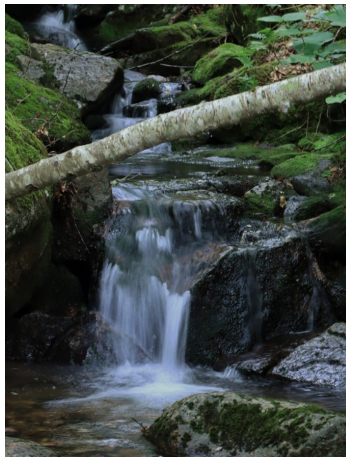
Portrait photography is central to the series. The subjects interact with their surroundings, allowing natural elements to influence the tone and composition of each image. The goal is to create portraits that feel both intimate and connected to the environment.

INSPIRATION

My inspiration comes from nature, as well as from books and magazines. Editorial layouts and visual storytelling have influenced the way the images are framed and sequenced, creating a cohesive and thoughtful narrative throughout the gallery.

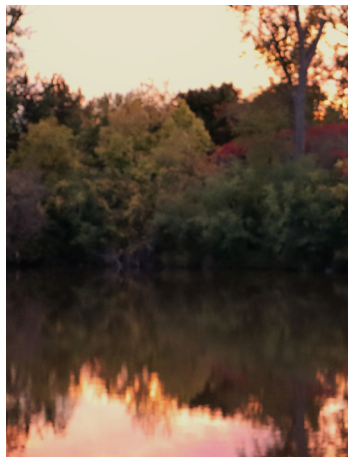
SUMMER

"Golden light lingers longer, warming colors and softening shadows, while summer carries energy, brightness, and quiet moments under endless sun"



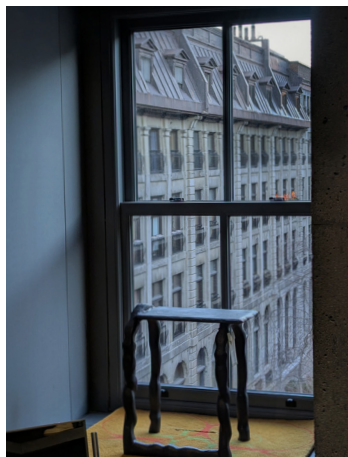
AUTUMN

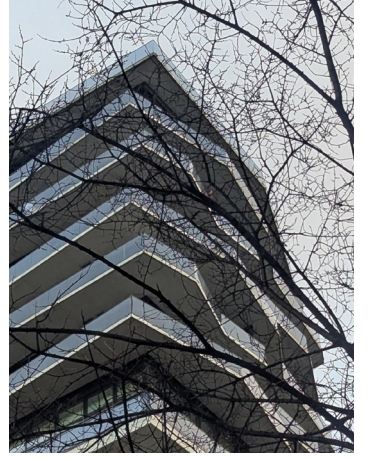
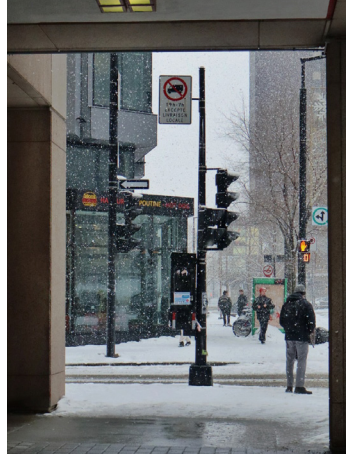
"Warm, rich colors fall softly with quiet, nostalgic light, creating calm, reflective, and emotional images"



WINTER

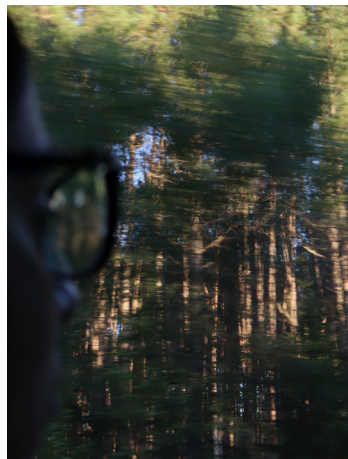
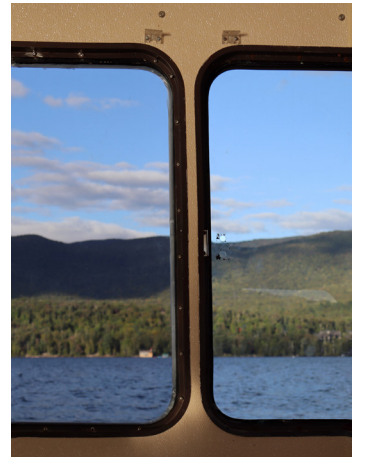
"Cold, soft light, muted tones, and quiet stillness create calm, minimal, and reflective images"



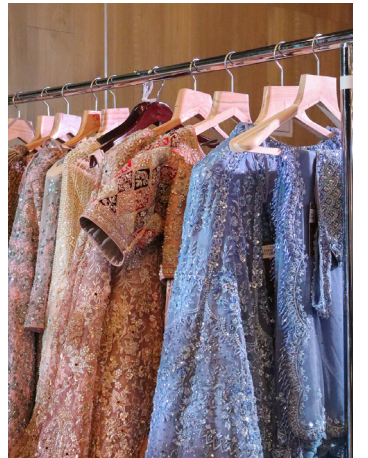
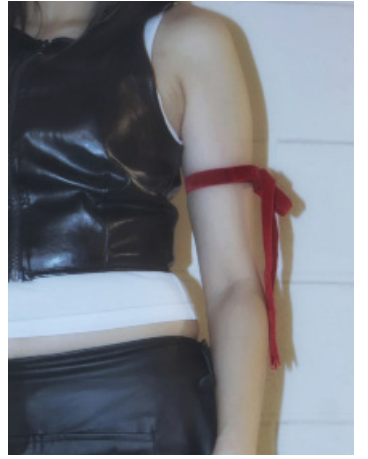


SPRING

"Soft light, fresh colors, and quiet renewal bloom in spring, as nature wakes slowly and gently fills the frame with new life and delicate beauty"



COLLECTION



MADE BY
A DESIGNER