

---

Isha Rachel's

# Portfolio





# 2024 Yearly Planner

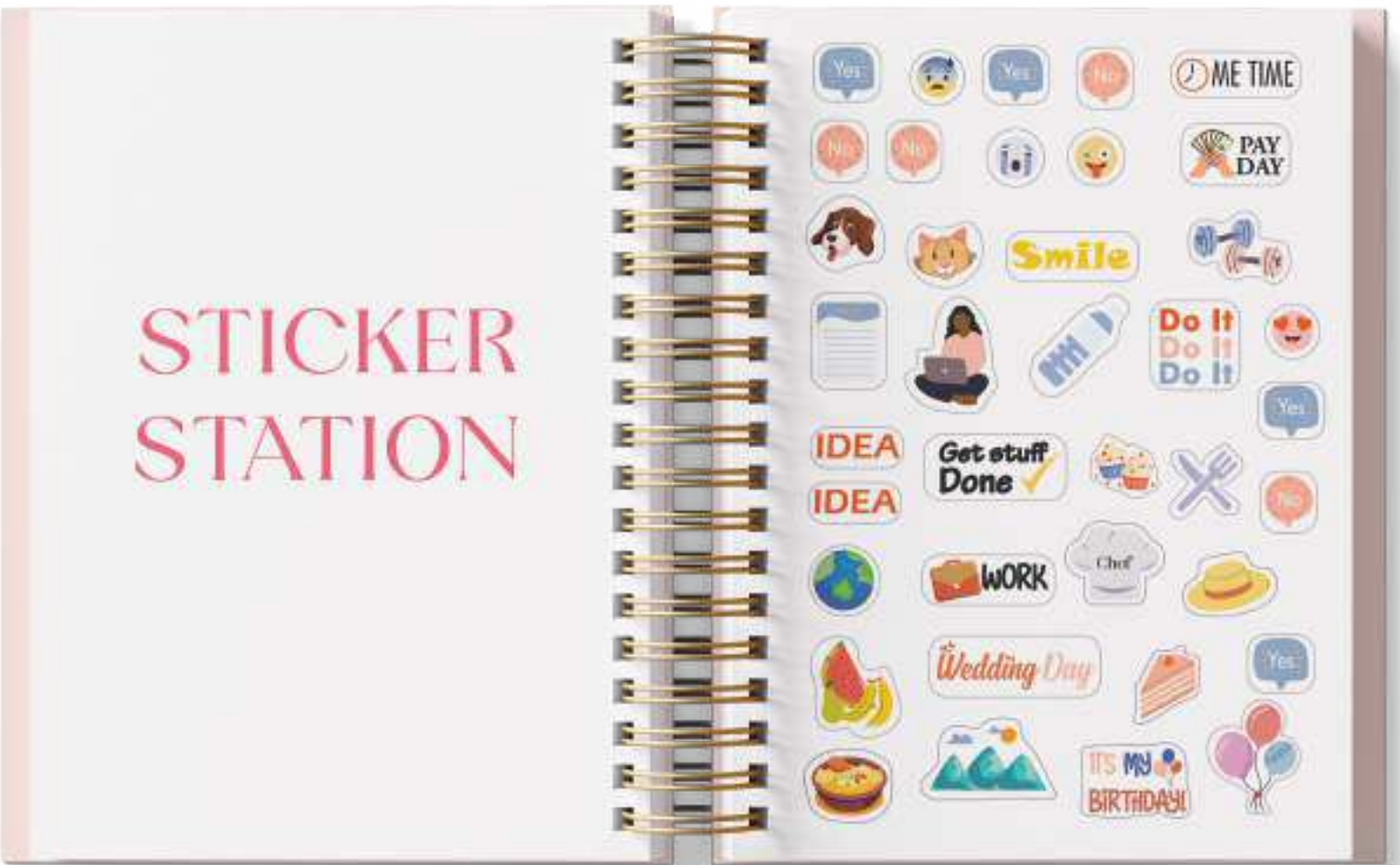
Project done for the brand -  
The Messy Corner

**Layout Design, Typography & Print Production**

The Messy Corner's 2024 Planner project, featuring "Rise & Thrive" and "Bloom" planners, embodies conquering and hustling towards your dreams. I did this project while my time as a Graphic Designer at The Messy Corner that combined creativity with functionality. The planner suggests a journey of personal development where users are encouraged to rise above challenges and thrive in their pursuits. It demonstrates my skills in layout design, branding, and user experience. The planner includes many fun sections such as - Gratitude List, Travel Map, Work & Life Goals, Vision Boards etc. As I went about the user journey, I personally found inspiration for my own goals and aspirations.

Picture by The Messy Corner





Spreads from the 2024 Planner





Picture by The Messy Corner

# Planner Illustrations

Project done for the brand -  
The Messy Corner

## Illustrations, Cover Design & Packaging Design

As part of the same project, I was challenged as an illustrator as well. The planner includes an uplifting illustration with quotes for each month to evoke feelings of optimism and growth out of which I did 7 of them. My personal favourites to work on were - 'Celebrate every tiny victory' and 'Brew a cup of confidence'. The cover of the planner showcases delightful flowers and thriving plants to symbolize growth and new beginnings. The packaging for the planner displays a silhouette of a butterfly - powerful metaphor for personal development and resilience. All imagery put together in the planner was well thought through and served not only as a tool for others but also contributed significantly to my growth as a designer.





Celebrate every tiny victory



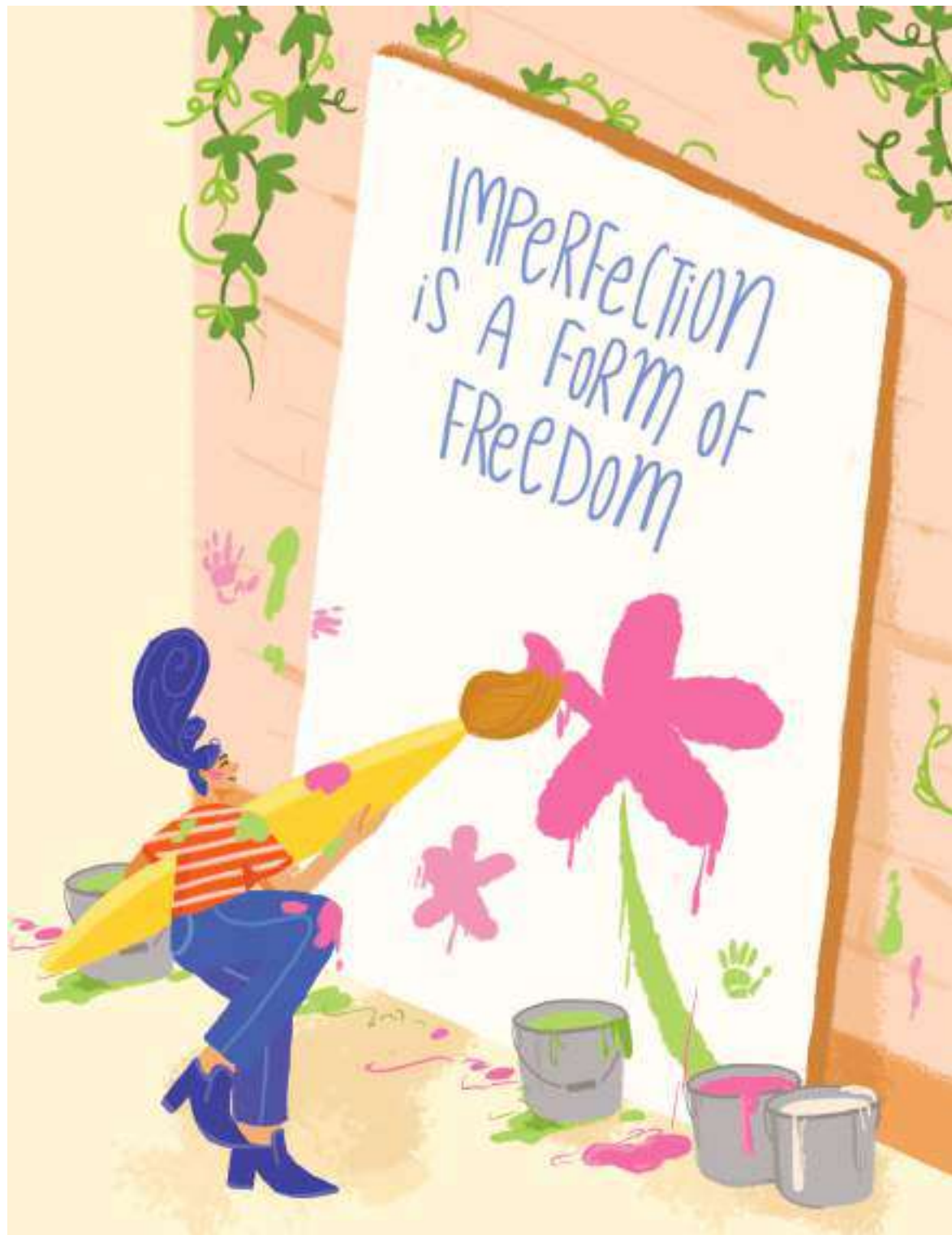
Don't wish for it, work for it



Brew a cup of confidence

## Monthly Illustrations





Imperfection is a form of freedom



Soul full of sunshine



Do it for your future self



You gotta nourish to flourish

## Monthly Illustrations





# bhakti

ETERNAL, UNBOUND

Image Source: Pinterest

# Bhakti Handicrafts

Branding done for a small business

## Logo Design & Branding

Bhakti is a small e-commerce business specializing in brass worship items. The challenge was to develop a visual identity that captures the essence of Bhakti while appealing to their target audience. The logo features a silhouette of a peacock alongside the word "Bhakti," which means "devotion" in Sanskrit. The logo mark itself incorporates a lotus and a peacock, two symbols deeply rooted in Indian culture. The lotus represents purity, spiritual enlightenment, and divine beauty, while the peacock symbolizes grace, beauty, and the eyes of the divine. The brand deck showcases a color palette inspired by traditional Indian textiles, featuring rich, earthy tones that evoke a sense of warmth and authenticity.

bhakti

Primary Logo



Logomark

#bb3726

#f7913d

#feddc5

#853d28

Colors

Righteous  
Montserrat

Fonts



Brand Asset



Packaging Mockup





# Printed Products

Project done for the brand -  
The Messy Corner

## Print Graphics & Merchandise Design

As the in-house Graphic Designer at The Messy Corner, I've applied my creativity to a range of merchandise. From bags to notebooks, passport covers to a range of bottles, my designs and illustrations have adorned The Messy Corner's products, adding a touch of personality and style. Each piece reflects the brand's identity and commitment to quality design. The brand specialises in personalising their products, hence each product was made with that thought.

Tote Bag Design





Picture by The Messy Corner



**Range of Printed Drinkware**





Rise & Thrive Notebook



Range of Passport Covers





# Easy Chef

UI/UX Project done as a college assignment

## UI/UX, Logo Design & Branding

Are you a student living away from home? Has cooking and planning meals become a tiresome task for you? Introducing EasyChef: Your Ultimate Cooking Companion. This mobile app revolutionizes meal planning by generating recipes based on ingredients in your fridge. With a clean, intuitive interface, EasyChef makes cooking effortless. Explore diverse recipes, customize preferences, and enjoy stress-free meal prep. Enhance your culinary experience with EasyChef!





EASY  
CHEF

EASY  
CHEF

#E1453C

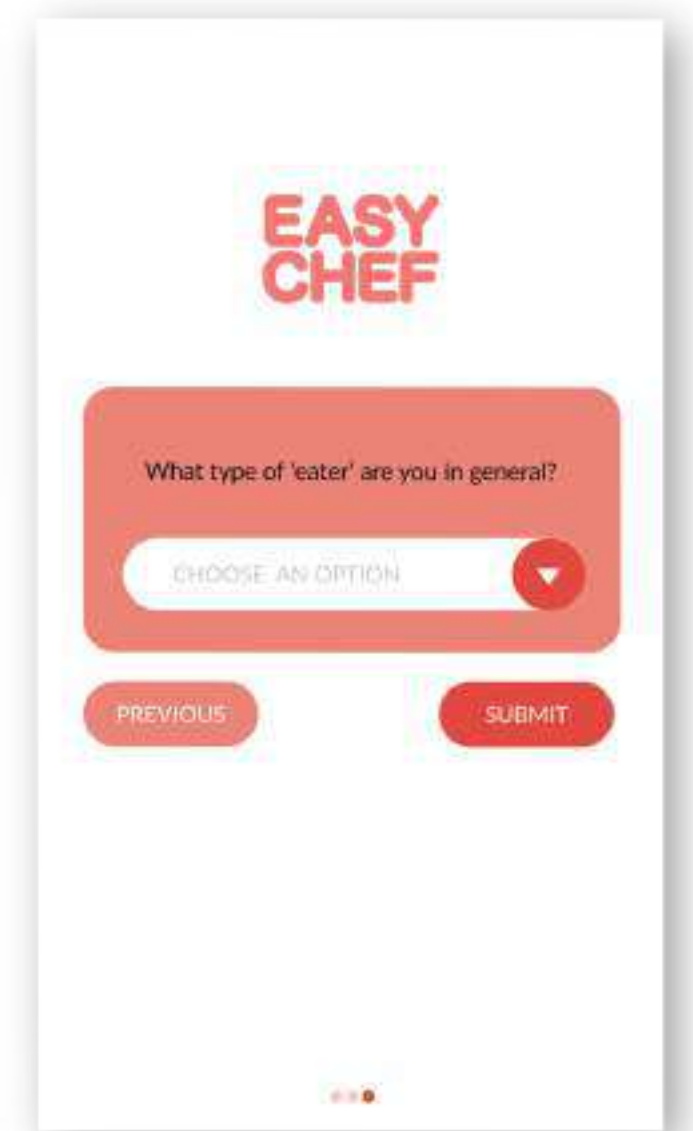
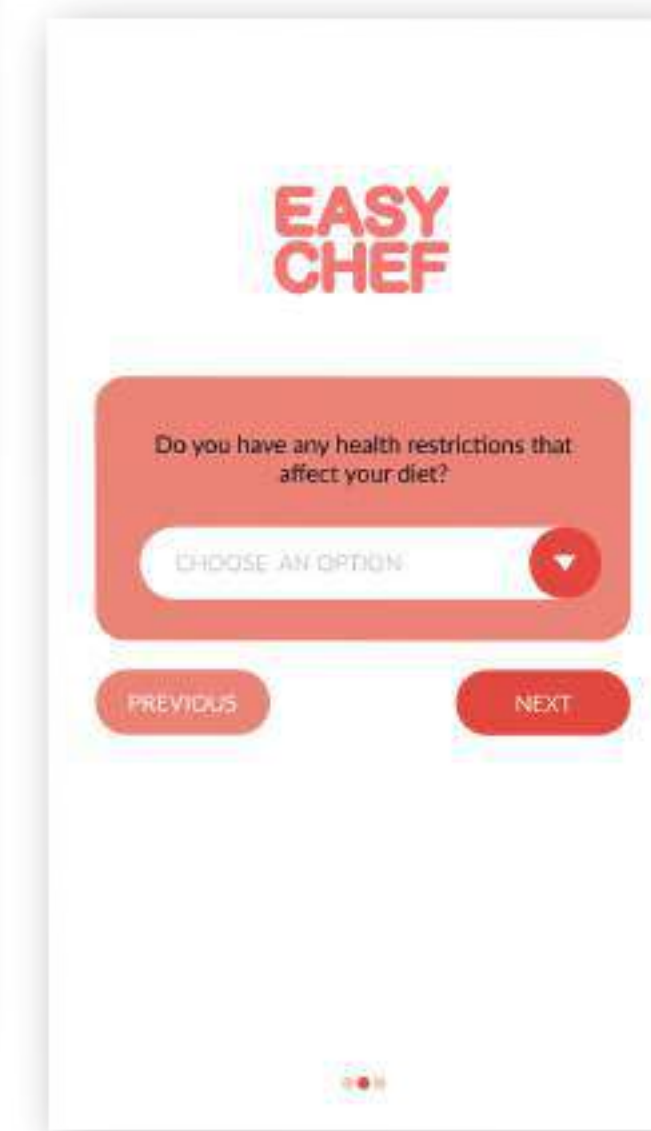
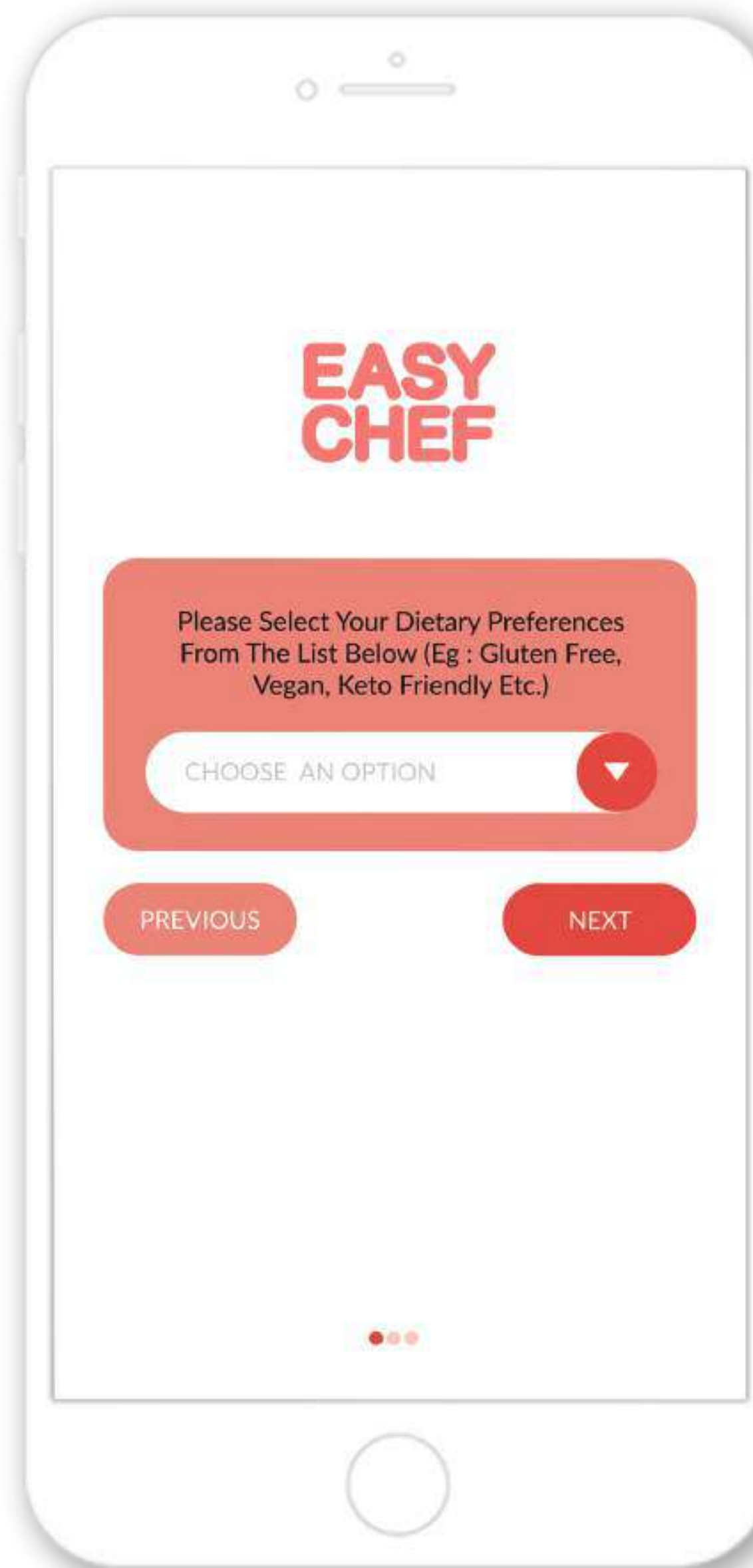
#F37975

#F3C4B6

#FFFFFF

The quick brown fox jumps over the lazy dog  
HiranMaruPro - w4

The quick brown fox jumps over the lazy dog  
Lato



Wireframes





Search ingredients here

Good Morning  
Mahima!

POPULAR RECIPES



PREVIOUS RECIPES



LESS THAN 10



EXCLUSIVE DEALS

Search ingredients here

Recent Searches

chicken breasts

coriander leaves

tomatoes

potatoes

whipped cream

cilantro

oats

bell peppers

breakfast

+40

Popular Searches

chicken breasts

italian seasoning

strawberry

heavy cream

condensed coconut milk

hemp protein

duck

smoked mackerel

+20

Dietary Preferences

vegan friendly

dairy/lactose free

FODMAP

vegeterian

fish and shellfish allergies

+25

CLEAR

Vegetables and Fruits

potato

carrot

celery

coriander

tomatoes

cauliflower

pineapple

mango

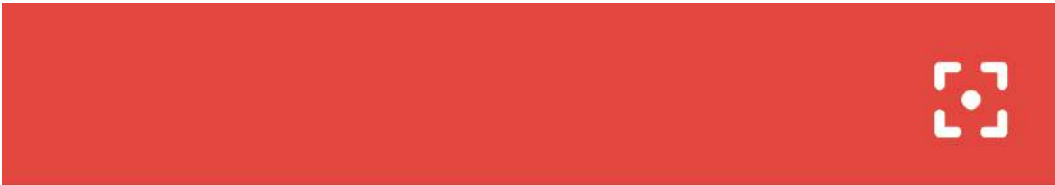
long beans

bottlegourd

spinach

broccoli

avocado



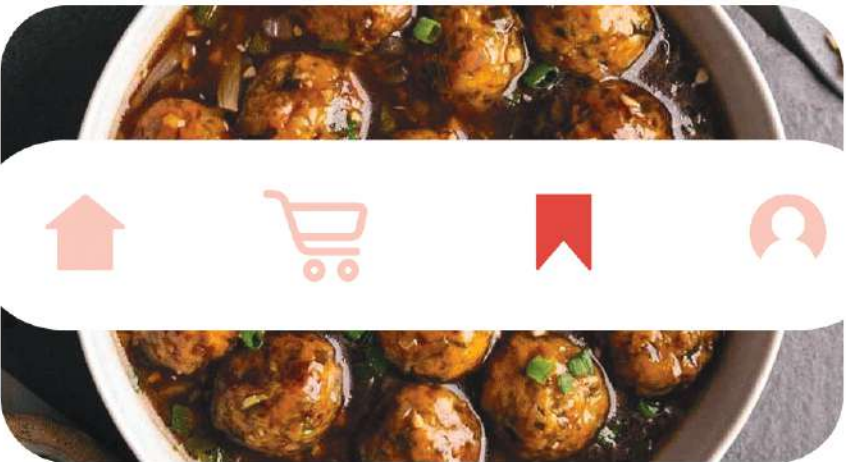
SAVED RECIPES  
Your favorite recipes



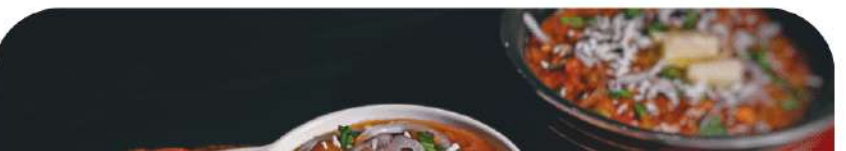
PASTA BOLOGNESE



ROSEMARY MARINATED CHICKEN



VEG MANCHURIAN



Mahima D'Souza  
Food Blogger

EDIT PROFILE

My Saved Recipes



Account

My Health Profile

Language English

Dark Mode ☒

Help & Support







# The Messy Corner

Work done at The Messy Corner

## Social Media Design & Brand Identity

As The Messy Corner's Graphic Designer, I've crafted engaging campaigns for various events. To mention a few, for our 9th anniversary, I blended nostalgia with modernity, creating dynamic visuals for Instagram posts, stories, ads, web banners, and email marketing. The Verve product launch showcased sleek designs across all platforms and many other such campaigns. Each campaign was meticulously tailored to resonate with our audience across different channels. This project showcases few of my best creative designs that the customer base responded well to.

## Instagram Feed Posts





Web Banners



PERSONALISED  
**Drinkware Collection**  
YOU NEED RIGHT NOW



**700ml**      **500ml**      **350ml**

Drinkware curated for your preferences and needs

**PICK UP YOURS NOW**

Use Code: **QUENCH** to avail extra **10% OFF**

PERSONALISED GIFTS for  
**Wedding Season**



**All that she needs Gift Hamper**

**Anniversary Gift Hamper**

**The Ultimate Gift Hamper**

**All that he needs Gift Hamper**

Use Code: **CONGRATS10**  
to avail **10% OFF** on your purchase

**BACK in STOCK**  
SELLING OUT FAST



It's stylish, lightweight & and so spacious!  
**It's your perfect AM to PM bag!**

**SHOP NOW**

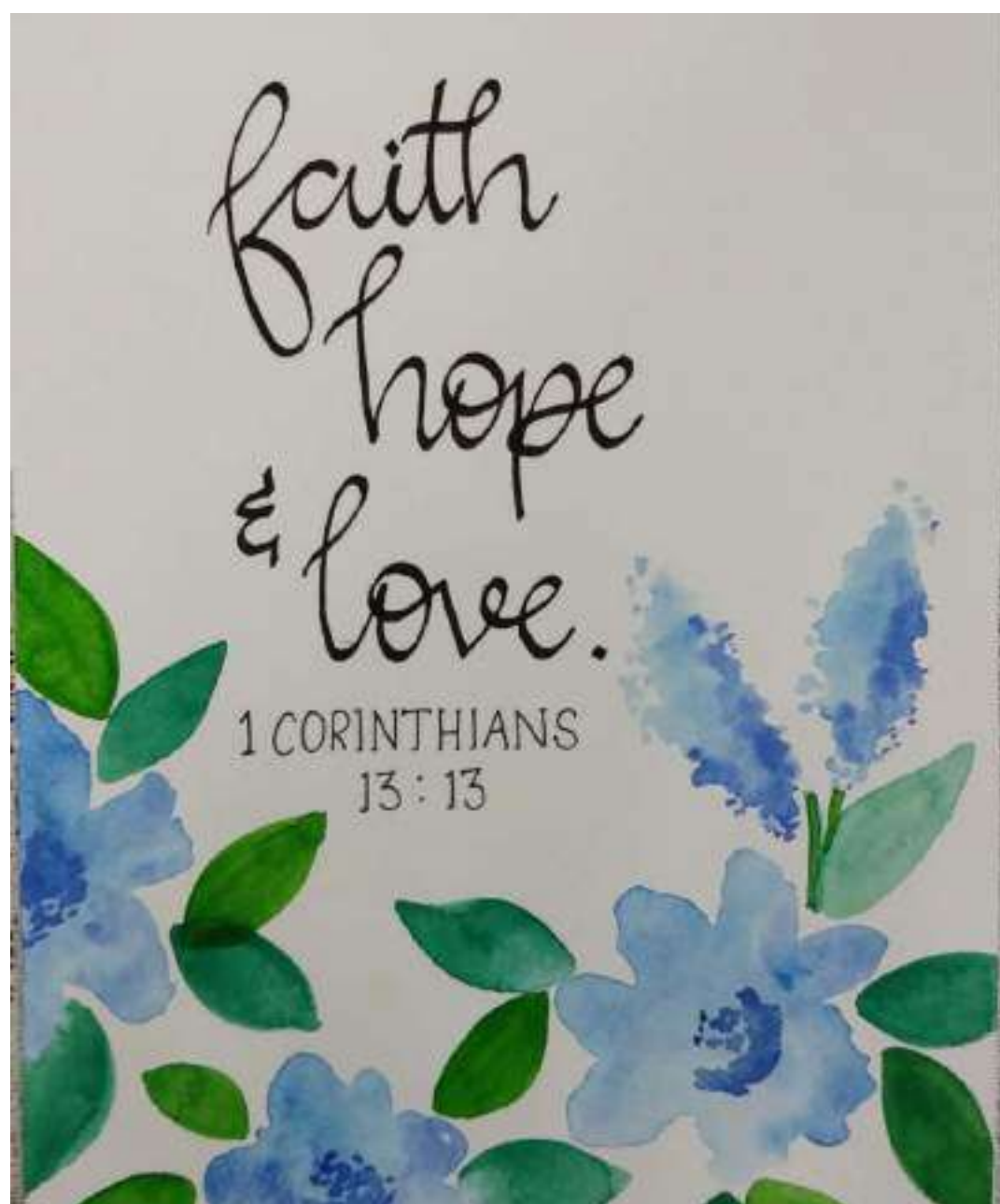
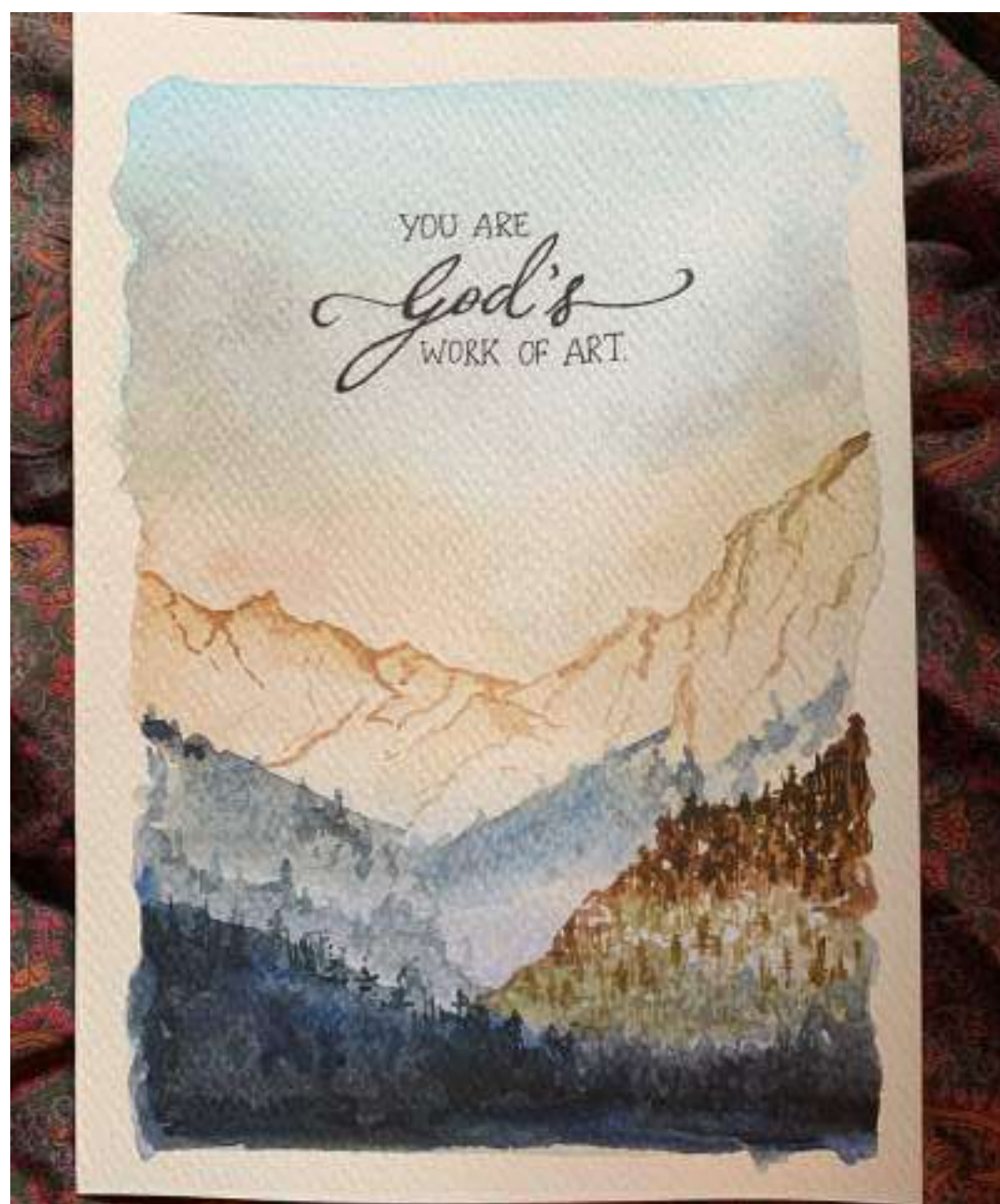
## Emailer Designs



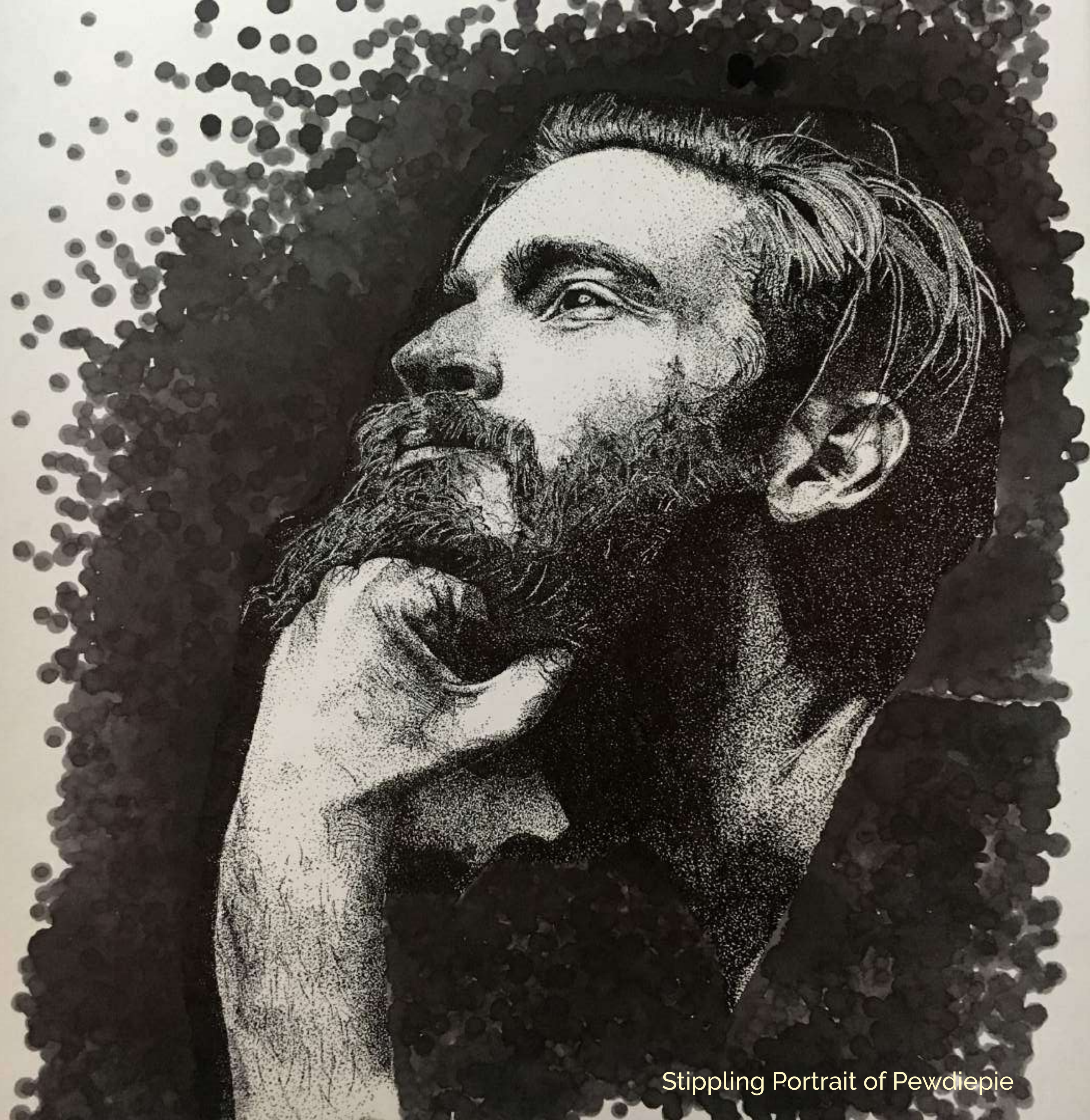
[illegible]

I undertook a meaningful project for my home church aimed at raising funds for our building construction. I created a collection of 30 unique artworks, each featuring a Bible verse, which were sold for between 800-1500 INR. Each piece was crafted to inspire and uplift, reflecting the spiritual messages of the verses selected. I chose a variety of styles and color palettes to appeal to different tastes, ensuring that there was something for everyone. To promote the sale, I organized a small exhibition at the church, inviting community members to view and purchase the artworks. This not only helped raise funds but also fostered a sense of unity and purpose within our congregation. The project was a success, generating significant contributions towards our building fund while allowing me to share my passion for art and faith with others.









Stippling Portrait of Pewdiepie

# Miscellaneous Art

Best of my personal illustrations and drawings

## Traditional Art, Illustration & Typography

Throughout my artistic journey, I have explored a diverse range of mediums, including illustrations, drawings, paintings, and typography work. Each piece reflects my passion for creativity and storytelling, showcasing my ability to blend various styles and techniques. My love for traditional art is evident in my use of vibrant colors, intricate patterns, and timeless themes that pay homage to the past while embracing contemporary aesthetics. This passion for art has not only shaped my skills but also fostered a deep appreciation for the stories and traditions that art can convey.





Portrait Study



Portrait of Bang Chan (Stray Kids)



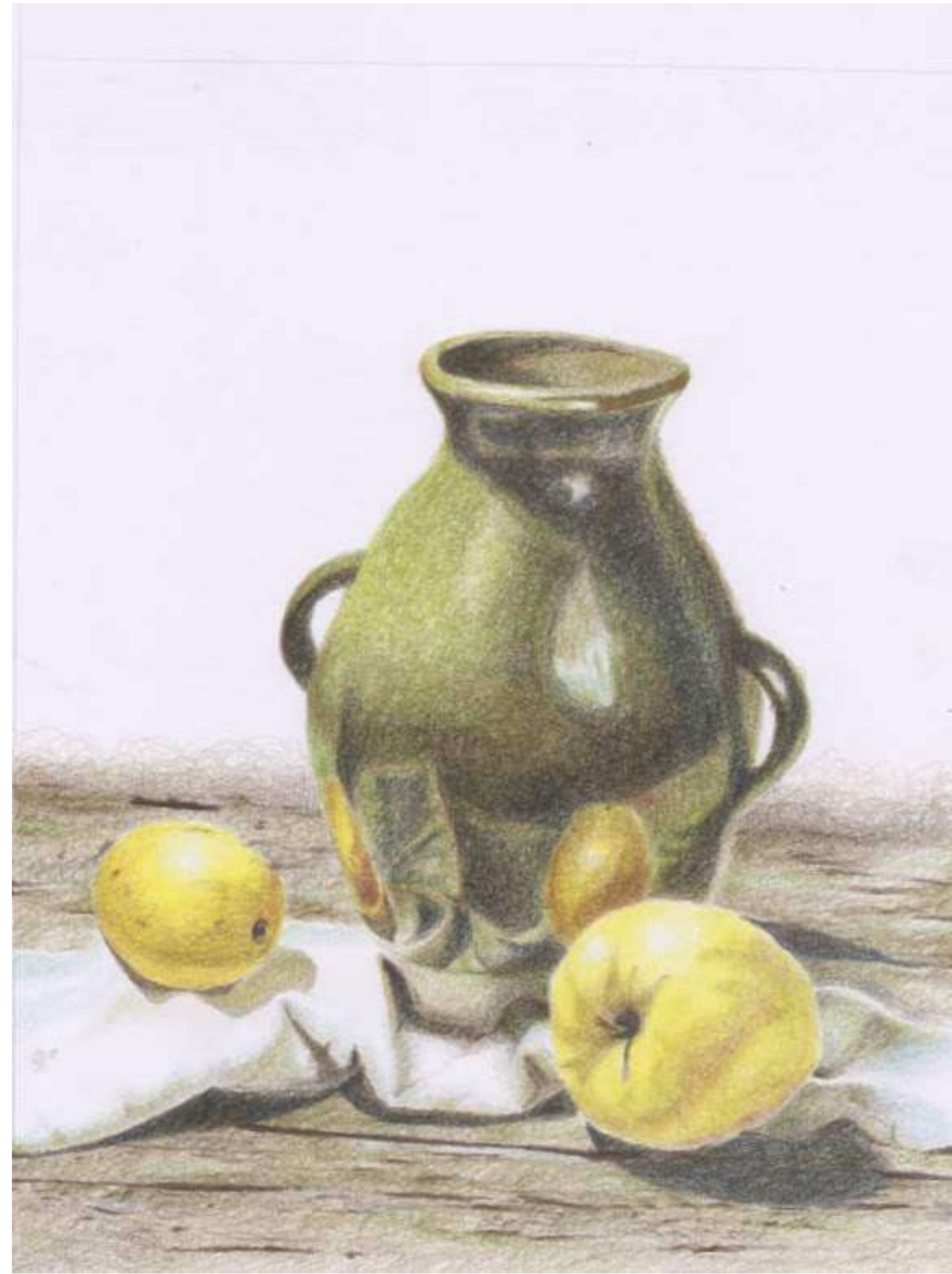
Portrait of Han Jisung (Stray Kids)

## Portraitures





Acrylics on Paper (a4)



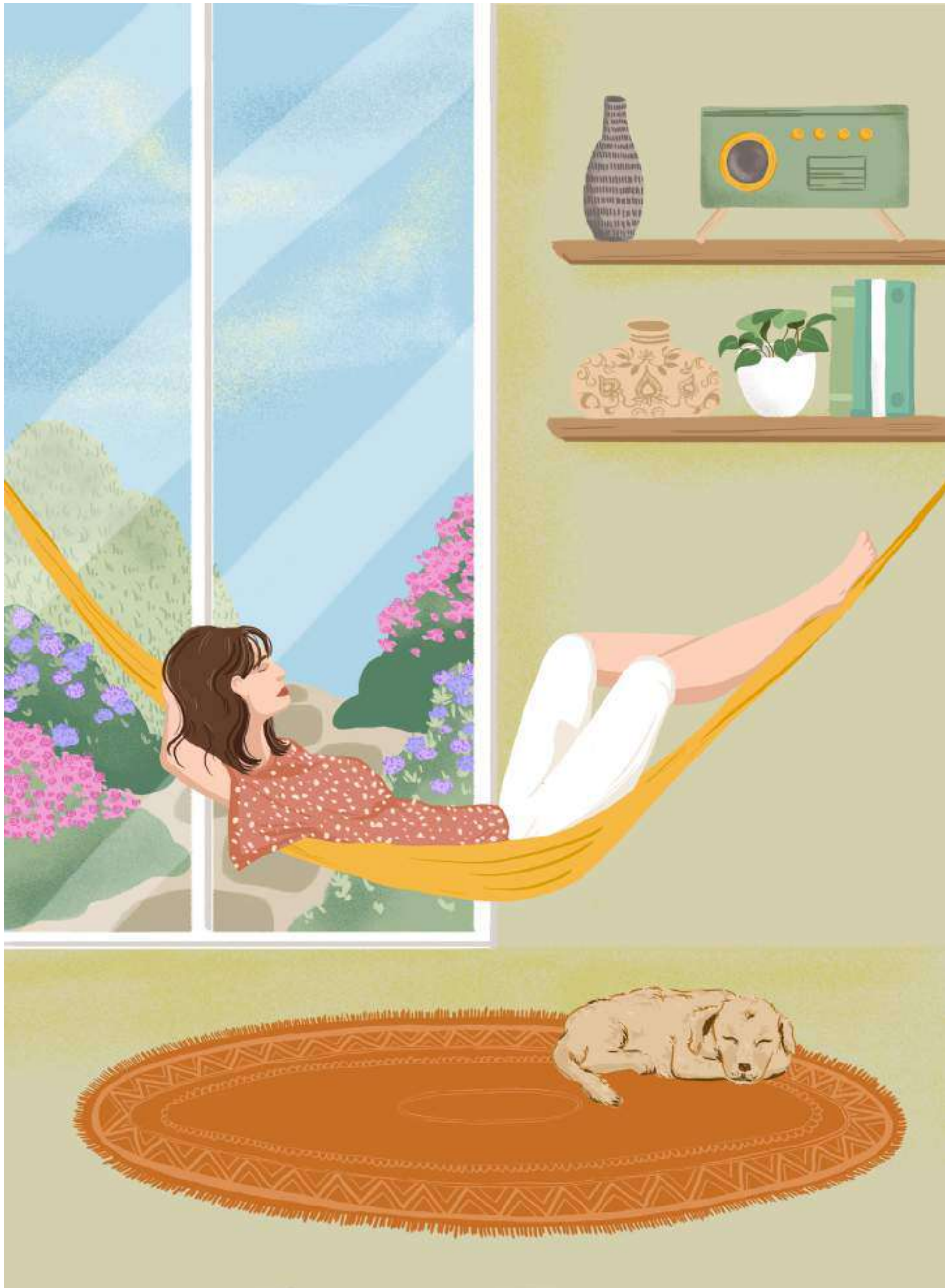
Pencils on Paper (a4)



Oil on canvas (24x30")

## Still life





Illustrations & Typography





# Release

Portrait Photography Project done as a college assignment

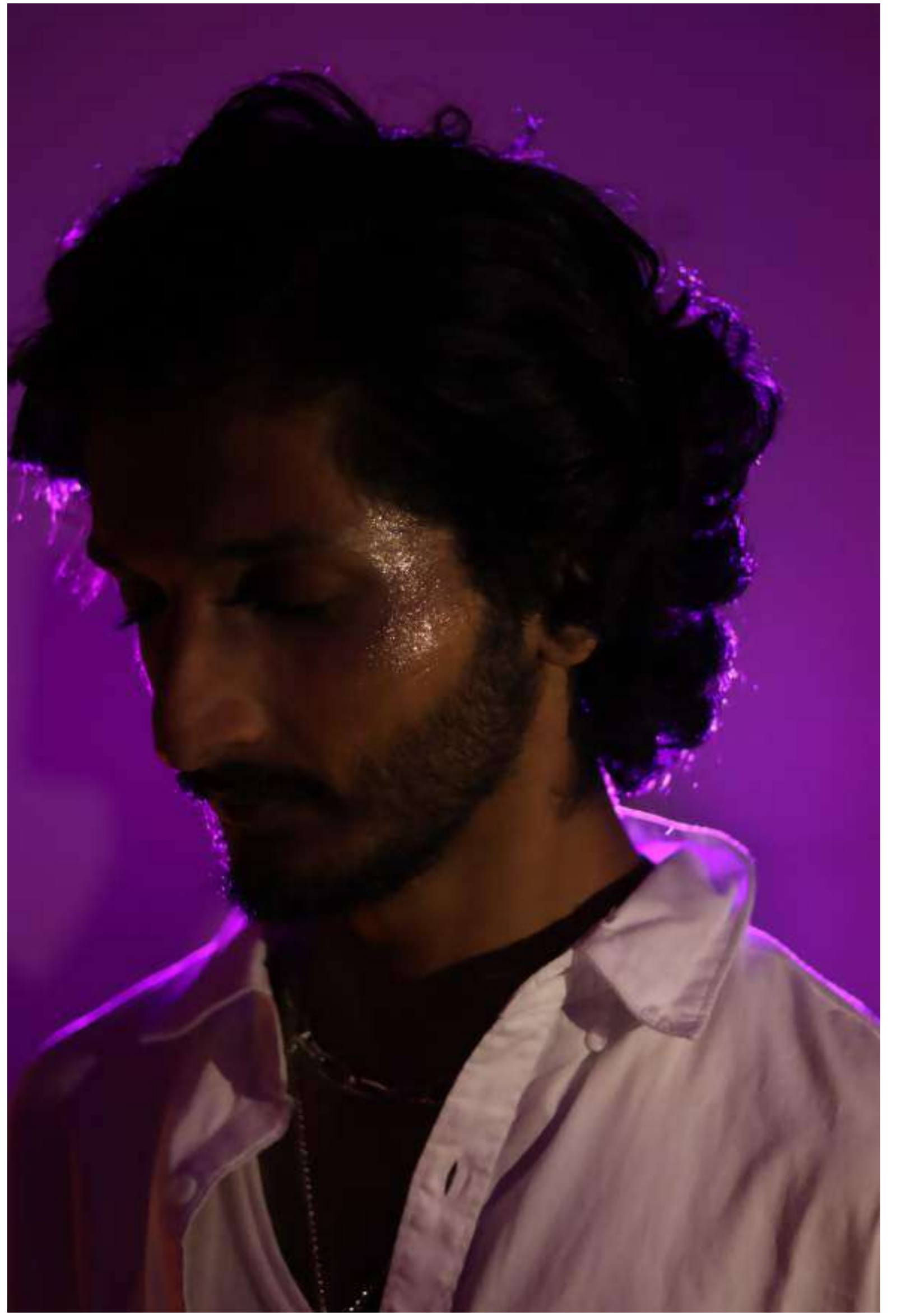
## Photography, Makeup & Fashion Styling

The aim of this project was to experiment with lighting and explore how it plays with skin, shadows and textures. I wanted to capture moody and vibrant portraits, somewhat inspired by the visuals of the show 'Euphoria'. I went with bold striking makeup, using glitter to highlight the high point of the face. Each model had a thought behind their makeup and outfit. All the models in the frames are my friends who carried off the assignment effortlessly, without who this wouldn't have been possible - Adarsh Georgie, Jouella Gonsalves & Sneha Ekka.











---

Thank *You*

---