



# PORTFOLIO 2009 -2019

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## MY WORK

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Over the last 10 years, I have explored the areas of art and design through commercial assignments as well as personal.

Many of my inspirations have come from nature, the beauty I see in colours, textures and compositions of flowers, foliage, birds and seasons. There are times when form and shape has inspired me too.

Simplicity in design is what I primarily seek, but at times finding balance in chaos is what it takes to enjoy function in design.

From studying applied art to fashion and retail, and then working as a conceptualiser for events and experiences, I have come a long way in establishing a style that is emotional, expressive, playful, dramatic and always telling a story of some kind.

Hope you enjoy what you see.

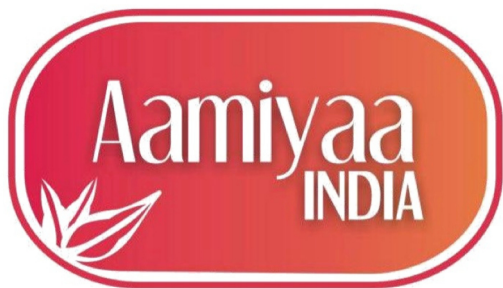
**Shruti Bansal**

createwithme@gmail.com | +91 9810923035



# BRAND IDENTITY

Client - Aamiyaa India Exports and Sorte Food Products (sister company) in India



Logo Design



Logo Design



Flour Packaging Design

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# BRAND IDENTITY

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Client - Konark Publishers, Konark Sparks  
Publishing Title for Kids in India



Selected Logo Design



Selected Logo Design



Logo Design - other options



Logo Design - other options

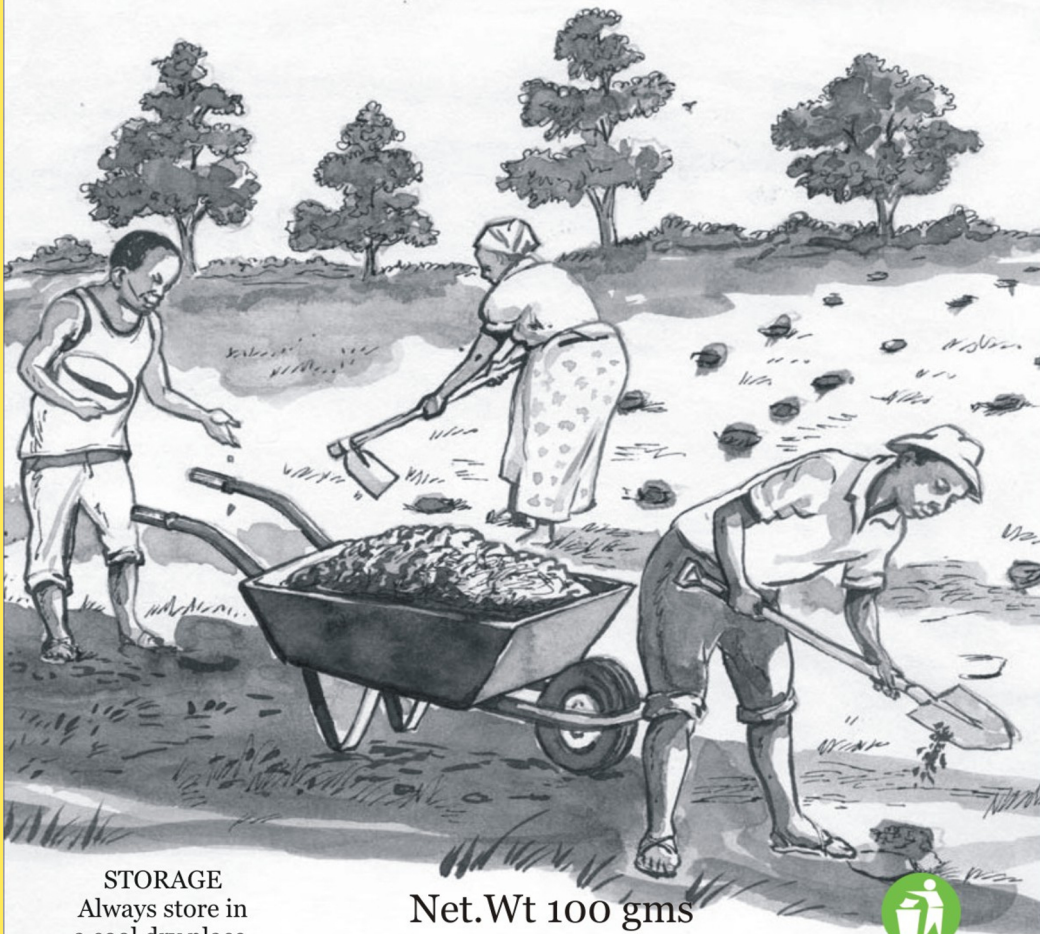
# BRAND IDENTITY

Client - Sampada Organics (NGO) in India

sampada<sup>®</sup>  
organics

Organic Madua (Finger Millet)

Bone-Healthy, Lowers Cholesterol and Sugar!



**STORAGE**  
Always store in  
a cool dry place,  
preferably in an  
air-tight container.  
**BEST BEFORE**  
12 months of  
opening the packet.

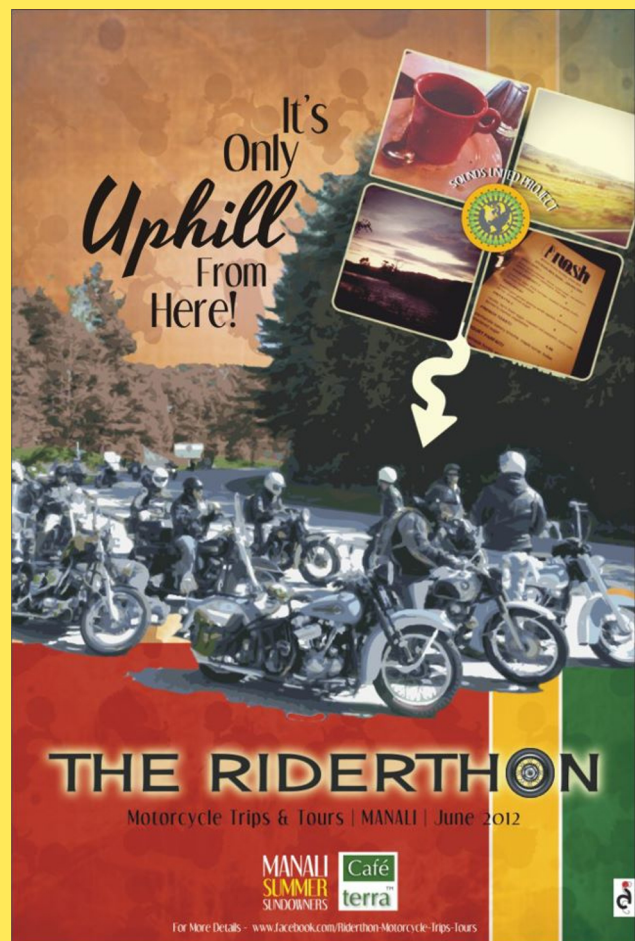
**Net.Wt 100 gms**  
Produced and Packaged by  
**Sampada**

G-1 Pusa Apartments, Sector 15  
Rohini, New Delhi 110085, India  
sampadaorganic@gmail.com



# VISUAL COMMUNICATION DESIGN

Client - Soul Curators India for Music Festivals



# PUBLISHING DESIGN

Client - SPB Enterprises Pvt Ltd India Publishing

# GRAPHICAL NOVELS

(LEVEL-A)

# NEW TITLES

- Paperback
- 40 pages
- Full Colour throughout
- £4.95

## GRAPHICAL NOVELS

In this series, classic tales are retold and presented in a very attractive large format. The detailed illustrations complement the story giving it a near animated feel. Literary masterpieces are thus made easy, interesting and enjoyable even for the reluctant reader.

- Four colour illustrations that are true to the period
- True to the original work
- Dramatic and detailed frames
- Flavour of the original masterpiece retained

5-8  
YEARS

978-1-84665-221-9

978-1-84665-218-9

978-1-84665-219-6

978-1-84665-217-2

18 www.childrenbooks.com
19 www.childrenbooks.com

Graphic Novel Series Cover Designs and Art Direction for Inside Pages

Book cover Design

# Tathastu

SO BE IT

Warming up to  
GLOBAL WARMING

Dalai Lama  
& the power of compassion

Ayurvedic Food  
for Health & Healing

Swami Ramdev  
on importance of Yoga

MIND  
BODY  
SOUL

Magazine Cover Design

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# HOME FURNISHING DESIGN

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Client - Paul Salon, Home Furnishing and Textiles  
Export Company in India



## Cushions and Floor Rugs

The collections were inspired from the simple shapes found in nature. Their form and surface texture represent embellishment techniques as well as basic design language to create intrigue and appeal.

# APPAREL & TEXTILE DESIGN

Client - L'Affaire Design Studio, India



## UNWRAPPED

The five ensembles of the collection are explored in a romantic yet bold color palette consisting of maroon, deep pink, blush pink, fuchsia, mauve, orange and yellow on a background of beige, ivory, and off-whites, with embroidery and cut-work done in accents of gold, green and turquoise.

The color palette is summer in its fabric and styling as well as in its canvas, whereas bold and feminine in its ornamentation.

All the pieces are sold out, along with pouring new orders for replication.

The collection is exclusive to and sold at only L'affaire Design Pvt Ltd, New Delhi.





# APPAREL & TEXTILE DESIGN



## Label - Ija by Shruti Bansal Collection of Indian Ethnic Wear for Women and Unisex Color Therapy Yoga T-Shirts



100% cotton, Straight Fit - Tees available in Size - M & L in Round Neck & Collar Neck.  
Place your Order on [www.facebook.com/ijabyshrutibansal](http://www.facebook.com/ijabyshrutibansal) or [spbidesignlab@gmail.com](mailto:spbidesignlab@gmail.com)

# PORTFOLIO 2009 -2019

## WHERE I AM NOW

The selected few designs you saw cover a span of work done between year 2009 until year 2013.

Since 2013-14, I have been employed at various experiential marketing and event agencies in India, where I have been working as a Conceptualiser and Creative Director.

The last 5 years in the experiential industry have brought me closer to my passion of conceiving performance and entertainment oriented ideas and themes, as well as directing and scripting corporate films.

Some examples of which are mentioned below with the showcase on the left.

1. Mahatma Gandhi's 150th Birthday Celebration Film projected on 17 Iconic Buildings across the World
2. International Yoga Day Celebration Laser Film projected on UN HQ at New York
3. India Pavilion at 24th UN Congress of Parties Climate Change Summit held at Katowice, Poland
4. India's Mobility Showcase at Global Mobility Summit in New Delhi, India

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### The Showcase

