

WELCOME TO MY

PORTFOLIO

GRAPHIC DESIGNER

Brand Identity Systems ·
Campaign Design ·
Motion Direction ·
Print & Packaging

EMAIL

niranjana457@gmail.com

PHONE NUMBER

(780) 554 - 5649

WEBSITE

<https://brndnudesignstudio.framer.website/>

LINKEDIN

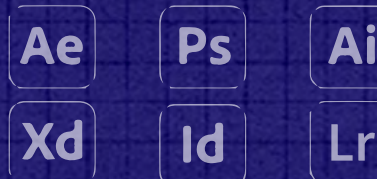
<https://www.linkedin.com/in/niranjana-unnikrishnan>



HELLO!

Senior Designer with a background in luxury hospitality. I spent 18 months as the sole in-house designer at Mandarin Oriental Jumeira – one of Dubai’s Forbes 5-star properties – producing 300+ assets across 10 hotel outlets, from campaign launches to in-room collateral. Now running BRND NU, my independent studio, with a client base across hospitality, F&B, and lifestyle. I’m drawn to projects where the visual system has real work to do – brand identities that need to scale, campaigns that need to feel considered rather than produced. I care about the full arc of a project, from brief to final output.

TECHNICAL SKILLS



EXPERTISE

Brand Identity Systems	Campaign Design
Environmental & Signage	Print & Packaging
Motion Direction	Luxury Hospitality

EDUCATION

Bachelors in Creative Arts
Yorkville University |
September 2022 - December 2023

Diploma in Graphic Design
Toronto Film School |
July 2021 - July 2022

EXPERIENCE

Graphic Designer - Freelance
January 2022 - Present
Hospitality | Wellness & Beauty |
Healthcare Services

Lead Graphic Designer
Mandarin Oriental Jumeira, Dubai
April 2024 - October 2025

Intern Graphic Designer
Mandarin Oriental Jumeira, Dubai
November 2023 - April 2024

Sole in-house designer for a Forbes 5-star luxury property – no agency. Responsible for all marketing output across 10 hotel outlets over 18 months: 300+ assets across digital, print, and social, including campaign visuals, menus, event collateral, and signage. Built a presentation and template system adopted property-wide. Led multi-team campaigns across F&B, Spa, and Events. Promoted from intern within 5 months.

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NETSU BAR

DIGITAL MEDIA | MOTION DIRECTION

THE BRIEF

A series of cinematic intro reels for the launch of Netsu Bar, a Japanese Kabuki-inspired concept blending traditional drinking rituals with modern mixology at Mandarin Oriental Jumeira, Dubai.

PROBLEM

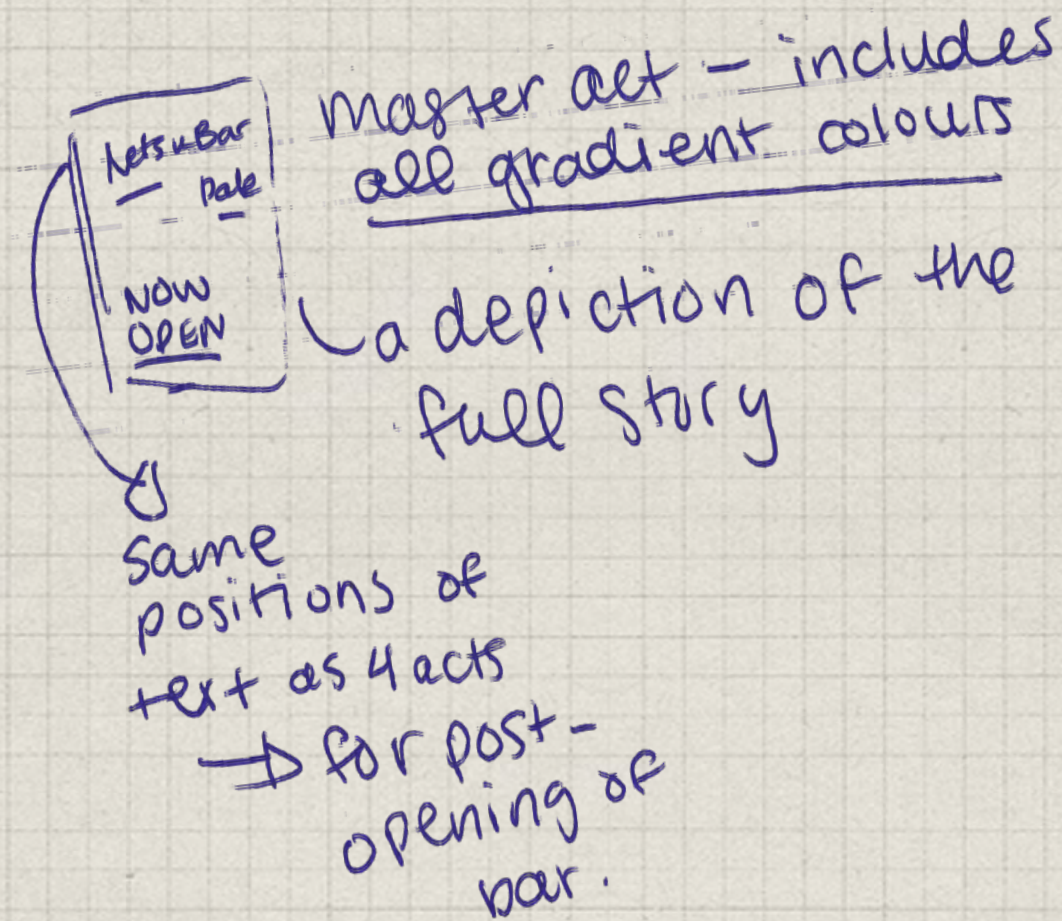
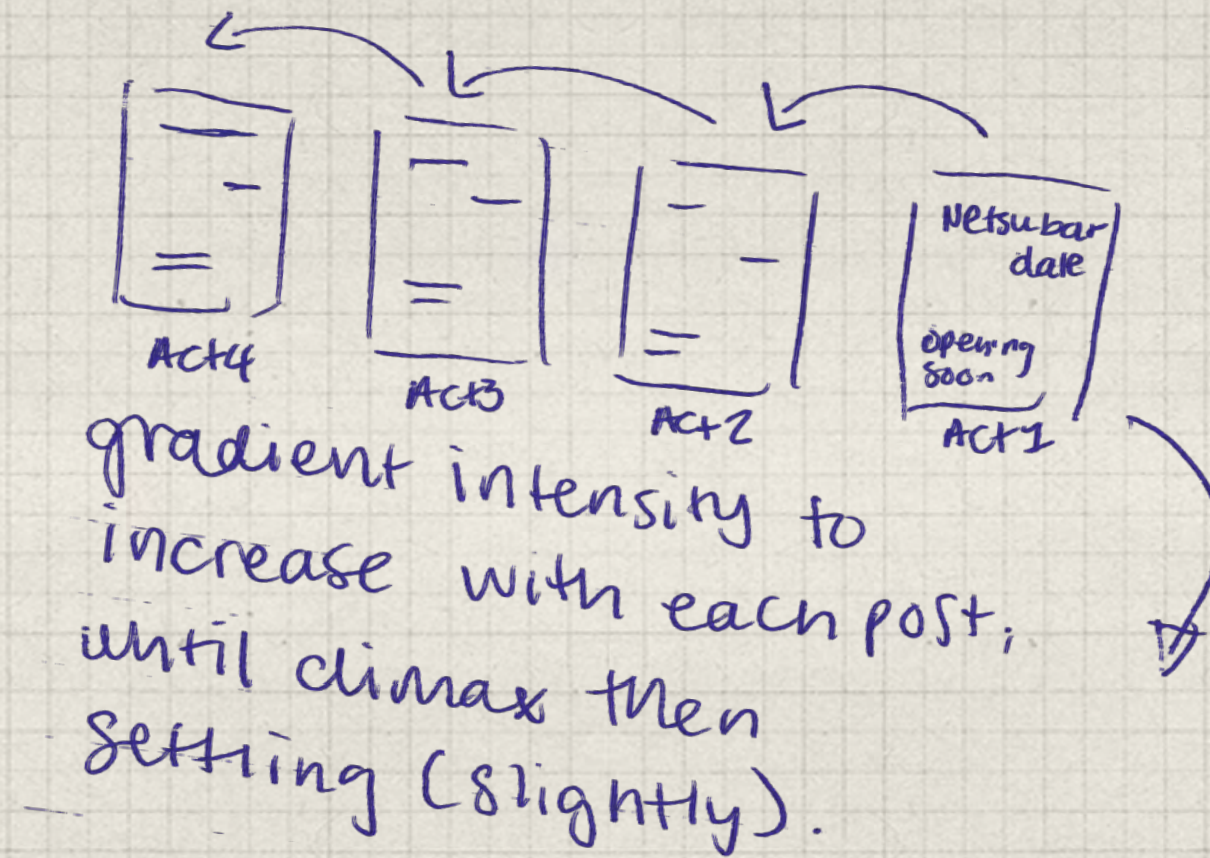
Netsu Bar needed to establish a distinctive visual world before its doors opened, in one of Dubai's most competitive F&B markets, without defaulting to conventional bar marketing or trend-led aesthetics.

INSIGHT

The brand's theatrical Kabuki DNA wasn't just a theme – it was a narrative structure. Shadow, flame, and ritual could be choreographed like acts in a performance, building suspense rather than selling a menu.

DESIGN INTENT

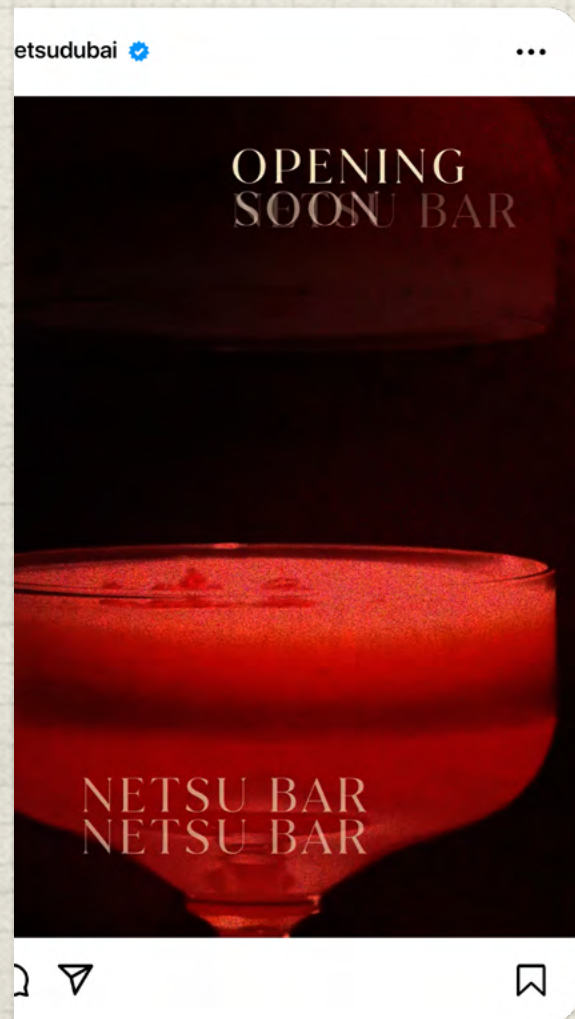
- Build a theatrical four-act narrative arc across the reels (Prologue–Conclusion)
- Use a moody, controlled palette with layered movement and shadow
- Prioritise ambience, texture, and cinematic rhythm over product shots
- Maintain brand consistency while creating intrigue and anticipation
- Optimise all formats for 9:16 and Netsu's social media tone



OUTCOME

A cinematic motion identity that established Netsu Bar's visual world before the doors opened. The campaign ran across Instagram as a four-act narrative sequence, positioning Netsu as theatrical and considered in one of Dubai's most competitive F&B markets.







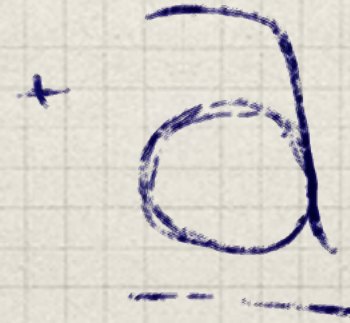
allude to coffee
and tea mugs
as an additive
element of logo.



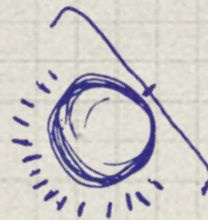
iii +
Crown —
craft/quality/
heritage



earth-
global/
inspired



combine 'a' and
'g' for logomark.
include 'earth' and
rays to create one
single icon cohesive
to the brand.



AMBER GROUNDS

BRAND IDENTITY | PACKAGING | ENVIRONMENTAL

THE BRIEF

Amber Grounds is a warm, refined café concept inspired by global flavours and relaxed comfort. They needed a complete brand identity that felt modern and approachable while signalling genuine craftsmanship, scalable across multiple future locations.

PROBLEM

The brand needed to stand apart from the saturated "artisan café" aesthetic without losing warmth. It had to communicate global integration and multi-location scalability while still feeling rooted and personal at point of purchase.

INSIGHT

The crown-and-globe motif could carry genuine dual meaning, the warmth of hospitality and the inclusion of global flavours, but only if resolved into a single cohesive mark rather than a descriptive illustration.

DESIGN INTENT

- Integrate crown and globe into one cohesive, ownable symbol
- Maintain clarity and legibility across light and dark applications
- Build a scalable system usable in print, packaging, and signage
- Create an identity that feels warm, modern, and rooted in craft

OUTCOME

A complete identity system across 12+ touchpoints including cups, bags, trays, façade, awning, and window graphics, all built for multi-location rollout. The colour and pattern language creates instant brand recognition at first contact, whether on a paper cup or a café exterior. Delivered through BRND NU Design Studio.

The logo for Amber Grounds features the word "amber" in a clean, lowercase, sans-serif font. Below it, the word "grounds" is written in a larger, bold, lowercase, sans-serif font. The letter "g" in "grounds" is stylized, with a circular graphic element inside its bowl. This circle contains a smaller, intricate pattern, possibly a floral or geometric motif. Above the top left of the "g" are several short, radiating lines, suggesting a sun or a light source. The entire logo is rendered in a vibrant orange color.

Header

METROPOLIS

A B C D E F G H I J K L M O P Q R

S T U V W X Y Z

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Sub-Header

METROPOLIS

A B C D E F G H I J K L M O P Q R

S T U V W X Y Z

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Body Text

Zilla Slab

a b c d e f g h i j k l m o p q r s t

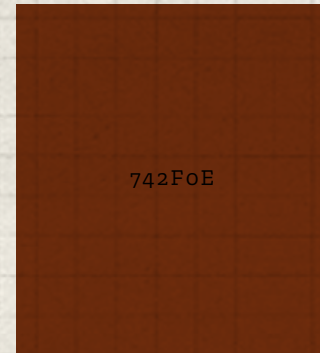
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FFBB61



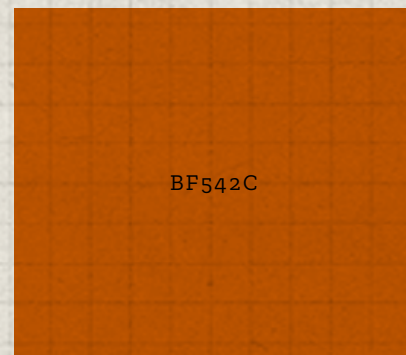
742FoE



FFFEF1



E5C998



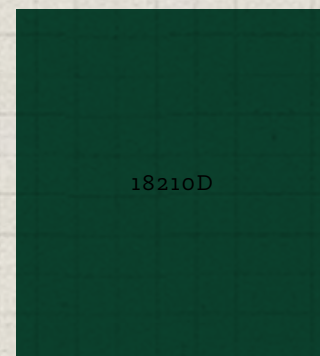
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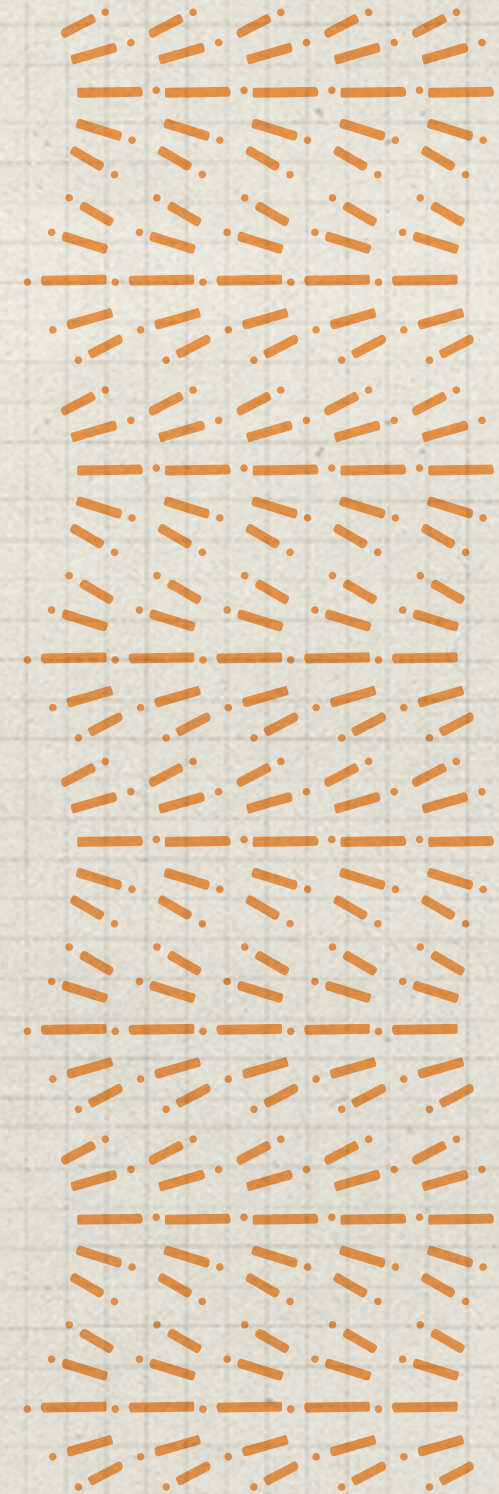
D37B33



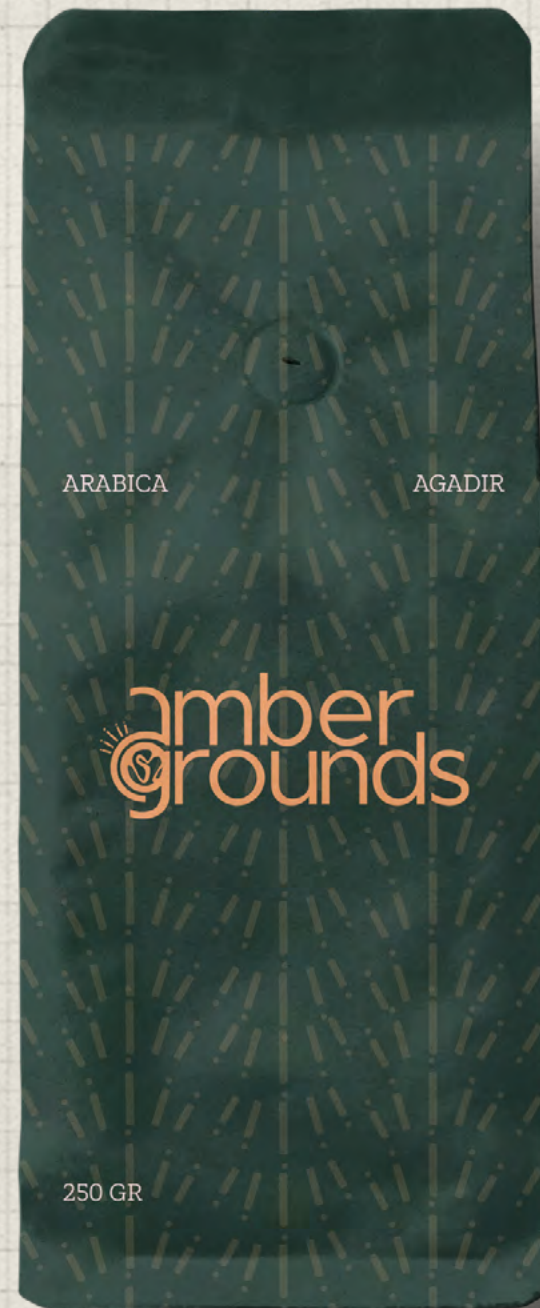
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18210D







BOOK COVER STUDIES

EDITORIAL DESIGN | PUBLICATION

THE BRIEF

Redesign the cover and full jacket for a series of contemporary titles across fiction, nonfiction, and culinary editorial. Each cover should interpret the emotional and conceptual core of the book through a distinct visual language – not its surface content.

PROBLEM

Each title required its own authored visual world – not a house style applied across a series. The challenge was to move from literal illustration toward conceptual interpretation that felt deliberately designed, not commercially safe.

INSIGHT

The strongest covers don't illustrate the story – they embody its emotional register. Restraint and conceptual clarity work harder than decoration, particularly at digital thumbnail scale where most cover decisions are actually made.

DESIGN INTENT

- Build a clear typographic hierarchy that supports readability at all sizes
- Create concept-driven imagery that reflects each title's tone and themes
- Ensure strong shelf presence and recognisability in both physical and thumbnail formats
- Balance visual restraint with expressive, narrative-led design decisions
- Demonstrate range across genre while maintaining a consistent approach: concept first, then type, then image

AMERICAN
 experimentation
 combination of Indian + American
 — desi accent + influence

using lentils to add texture and vibrancy.

AMERICAN



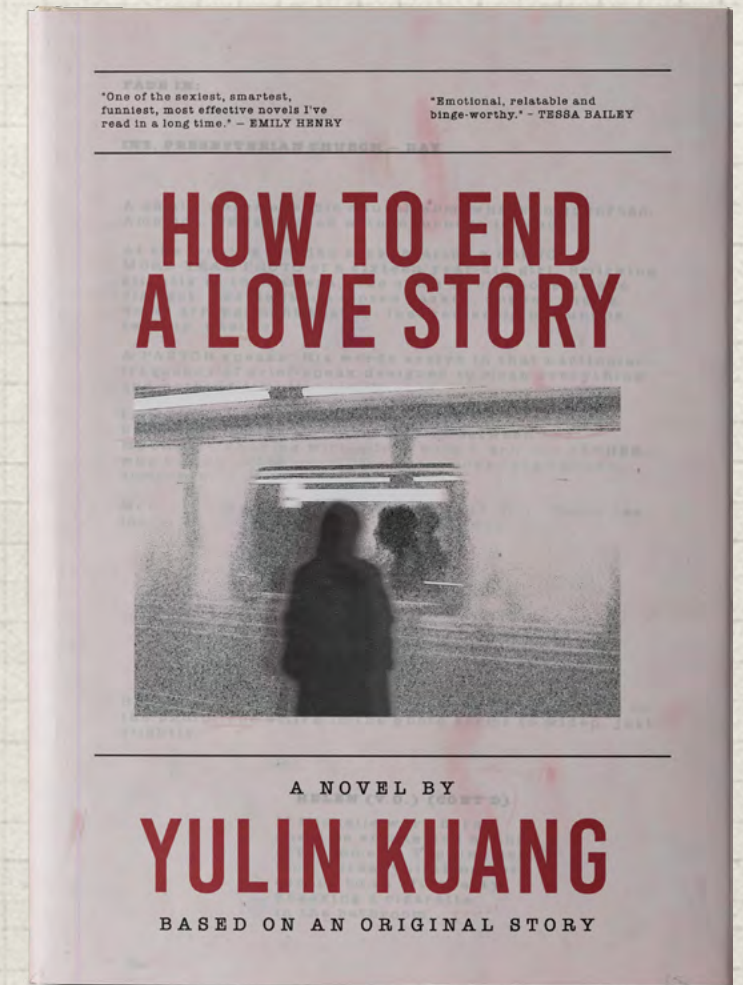
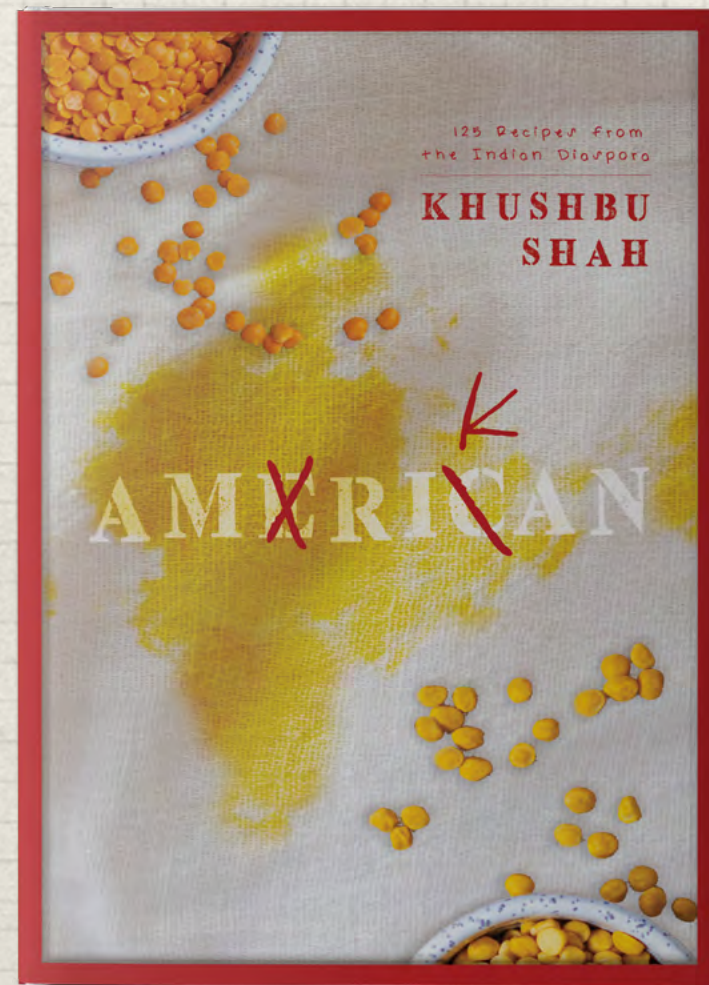
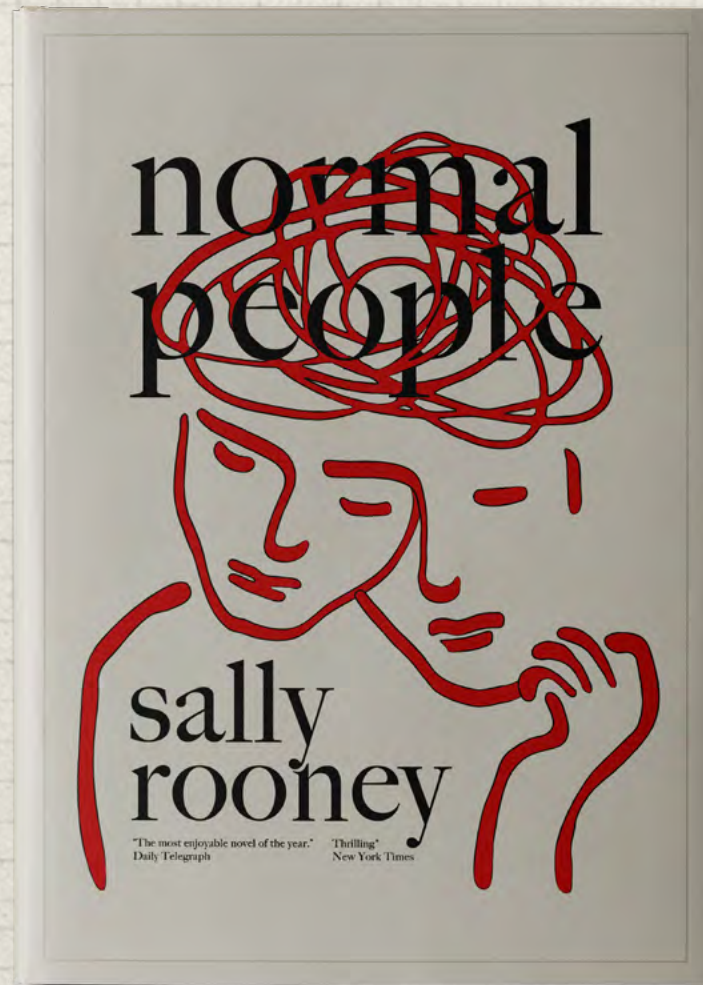
TALK-
 ING
 TO
 STRAN-
 GERS

STRAN-GERS
 ↳ "strain"
 emphasis.

based on reviews:
 vibrant creative, outspoken
 thoughtful, fun-loving

**OUTCOME**

Three concept-driven jacket redesigns across fiction, nonfiction, and culinary editorial – each built around a distinct visual interpretation of the book’s core subject rather than its surface content. Delivered as full jackets including front cover, spine, back cover, and presentation mockups. Designed to hold at both physical shelf size and digital thumbnail.



SE.RE'NA.TA

EDITORIAL DESIGN | PUBLICATION

THE BRIEF

SE.RE'NA.TA is a seaside destination brand blending retro refinement with modern minimalism. The identity needed to feel calm, rhythmic, and quietly luxurious – built around a visual system inspired by musical structure.

PROBLEM

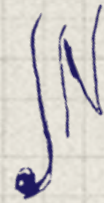
The brand had to convey luxury, heritage, and coastal atmosphere without falling into predictable nautical, resort, or “destination hotel” visual language. It needed to feel genuinely authored – restrained where others are decorative.

INSIGHT

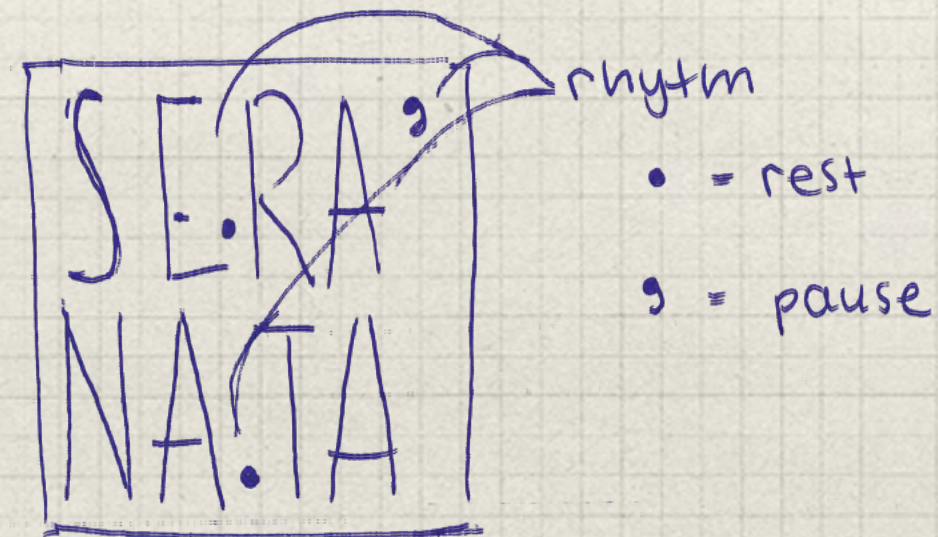
The name itself was the mark. The punctuation embedded in SE.RE'NA.TA – read as musical notation – resolved the brand's identity conceptually and visually in a single reading, giving it a voice that required no illustration to carry weight.

DESIGN INTENT

- Use retro-inspired refinement grounded in modern minimalism
- Build warm, textured tones that evoke coastal nostalgia without cliché
- Create consistent rhythm and movement across all visual elements
- Establish a tone of voice that is lyrical, intimate, and quietly luxurious



Rhythm mirrors the brand's philosophy of calm, ~~cadence~~ cadence, and intention.



reiterates pronunciation



The apostrophe and period form a visual rhythm, referencing musical notation — a pause, breath, or beat



SE.RE'NA.TA

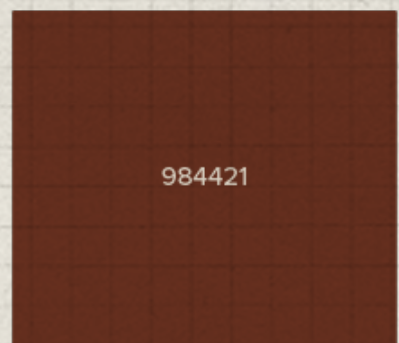
OUTCOME

A typographic identity that carries full emotional weight without illustration. The punctuation-as-musical-notation concept resolves both conceptually and visually in a single reading – giving the brand a distinct voice that holds across logo, pattern, and application. Built for a luxury coastal context where restraint is the point.

SE.RE'
NA.TA

NORMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789;?!&@'""«»%
*^#&€¢/()[]{}.,



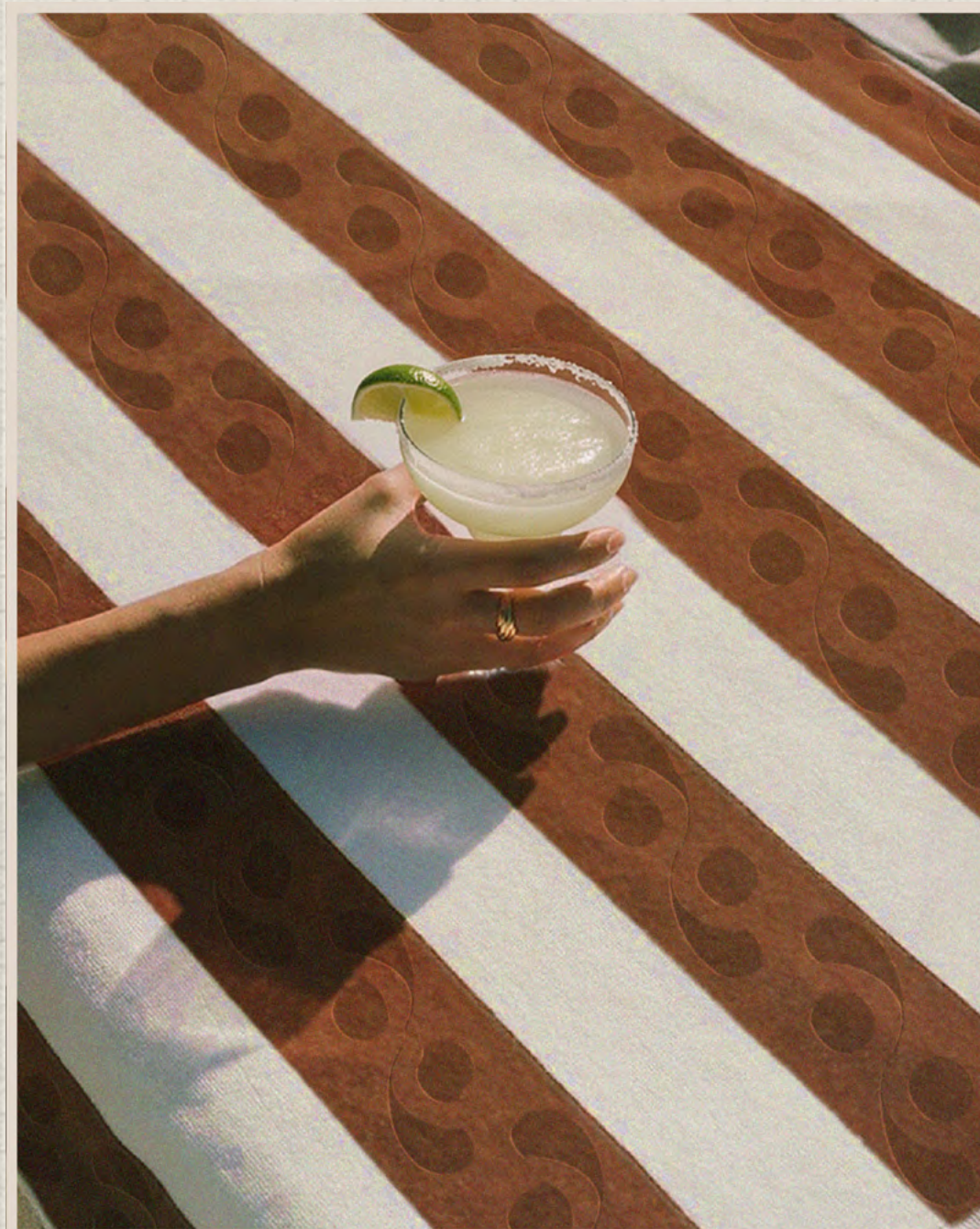
Body Text

Proxima Nova

abcdefghijklmnopqrstuvwxyz
0123456789;?!&@'""«»%*^
#\$€¢/()[]{}.,

Proxima Nova

abcdefghijklmnopqrstuvwxyz
0123456789;?!&@'""«»%*^#
#\$€¢/()[]{}.,



SCHOOL GIRLS UNITE

WEBSITE DESIGN | UI DESIGN

THE BRIEF

A redesign of the School Girls Unite website to communicate the global education crisis and inspire action – through clarity, emotional connection, and structured storytelling that does justice to the organisation's mission.

PROBLEM

The existing site underserved the cause: unclear information architecture, navigation that worked against the user, and a visual design that didn't reflect the urgency or credibility of the organisation's work.

INSIGHT

Data and real imagery, when structured with empathy, do more persuasive work than advocacy copy alone. The redesign needed to show the crisis – not just describe it – and reduce friction between understanding the issue and taking action.

DESIGN INTENT

- Establish clear structure with defined content hierarchy across all pages
- Use real imagery and data to humanise the cause and build credibility
- Design accessible layouts with intuitive navigation
- Create a distinct visual identity per section while maintaining system cohesion

Design balances urgency with hope by using authentic photography, bold typography, and digestible statistics.

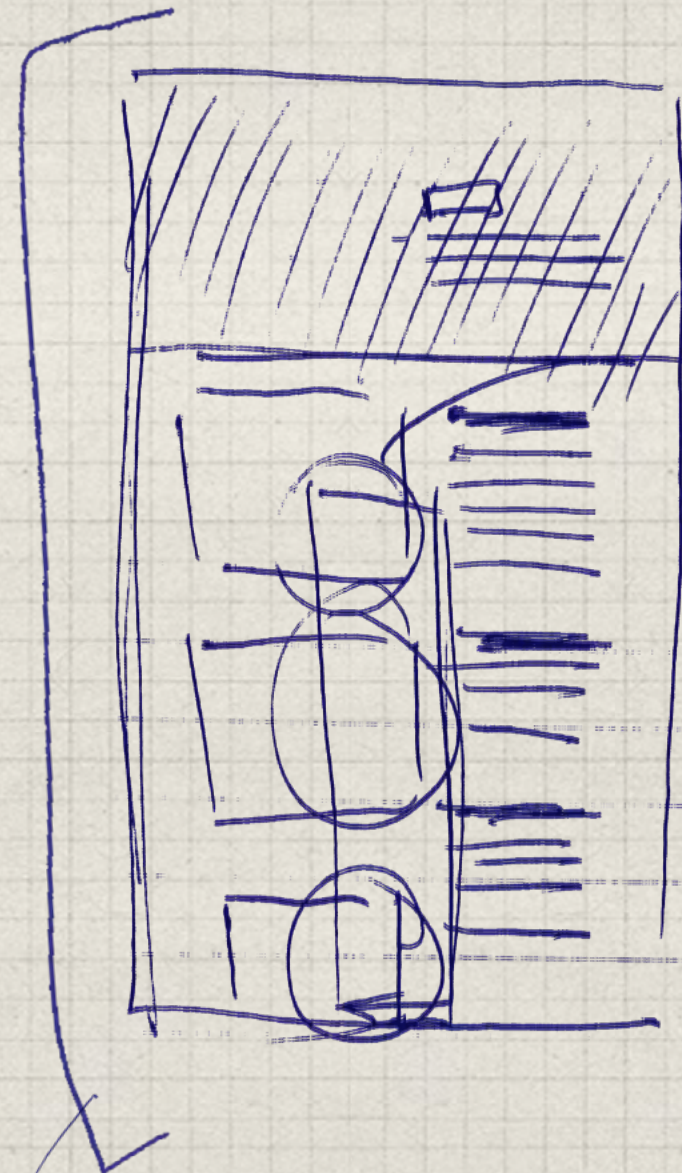


image focus



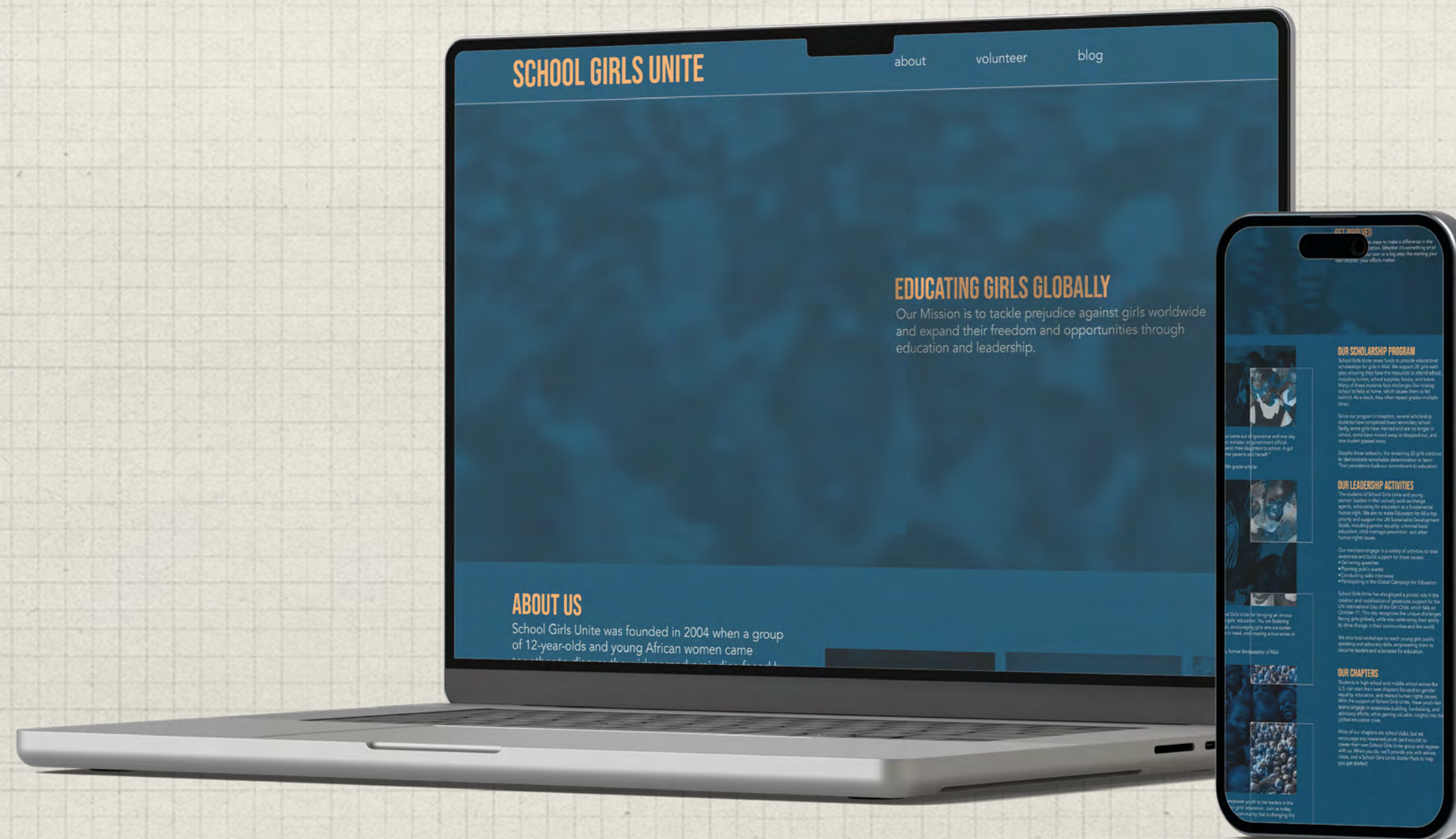
simple, clean, easy to read

equal balance of imagery + text

Modern, cohesive layout to create visual appeal through bolder colours balanced by sober sans-serif text and background colours.

OUTCOME

A cleaner, more engaging website experience that strengthens the organisation's message and removes barriers between user and action. Delivered as UI layouts, page structures, and visual hierarchy across homepage, programme pages, and impact graphics – designed in Figma and Photoshop.



SCHOOL GIRLS UNITE about volunteer blog

EDUCATING GIRLS GLOBALLY
Our Mission is to tackle prejudice against girls worldwide and expand their freedom and opportunities through education and leadership.

ABOUT US
School Girls Unite was founded in 2004 when a group of 12-year-olds and young African women came together to discuss the widespread prejudice faced by millions of girls around the world. Today, one of our co-founders, Anika Manzoor, now 27, serves as the executive director of the Youth Activism Project, the parent nonprofit of this international initiative.

Our mission is simple but powerful: to fight discrimination and advocate for the transformative power of educating girls. We believe that education is the starting point for solving a wide range of global issues, including reducing diseases, ending poverty, creating equality, and fostering peace.

We focus on Mali because it was identified by UNICEF as one of the countries with a significant percentage of girls not receiving an education. Over 300,000 girls in Mali are out of school, and many are married before the legal age of 16. These challenges make it even more critical to work toward educational opportunities for every girl.

School Girls Unite includes chapters in the U.S. and is supported by our sister organization in Mali, Les Filles Unies pour l'Education, which runs our scholarship program.

851 Columbia Road NW #402
Washington DC 20009 USA
301-785-1702
wendy@SchoolGirlsUnite.org

THE EDUCATION CRISIS
Worldwide, 31 million girls under the age of 10 have never attended school, a number nearly equal to the entire U.S. elementary school population. The main barriers keeping girls out of school include poverty, sexism, child marriage, disease, and conflict.

In many parts of the developing world, families cannot afford school fees or need girls at home to help with chores. When schools do exist, girls are often overlooked in favor of boys, and many schools lack facilities like private bathrooms, which causes many girls to miss school during menstruation. Child marriage is another major factor—one-third of girls in the developing world marry before 18, ending their education and putting their lives at risk. Additionally, HIV/AIDS and other diseases cause many girls to miss school as they stay home to care for sick relatives or deal with illness themselves. Conflict also plays a significant role, as armed groups target children and schools, leading to abductions and displacement.

THE MALI EDUCATION CRISIS

- Over 43% of the population lives in poverty.
- 65% of people have no education.
- 300,000 girls in Mali are out of school.
- 7th grade, only 24% of girls remain in school.

EDUCATING GIRLS
Educating girls has both immediate and long-term benefits. In the short term, education equips girls with essential life skills like reading and math, improving their daily lives and economic opportunities. Each additional year of education increases a girl's earning potential and independence.

In the long term, educated girls are more likely to delay marriage and childbirth, leading to healthier families. They are also better equipped to prevent the spread of diseases like HIV/AIDS and malaria. Education empowers girls to become leaders, participate in decision-making, and contribute to solving global challenges like poverty and climate change.

Ultimately, educating girls is essential for creating a more peaceful and prosperous world, where women can play a central role in resolving conflicts and shaping society.

OUR SCHOLARSHIP PROGRAM
School Girls Unite raises funds to provide educational scholarships for girls in Mali. We support 20 girls each year, ensuring they have the resources to attend school, including tuition, school supplies, books, and tutors. Many of these students face challenges like missing school to help at home, which causes them to fall behind. As a result, they often repeat grades multiple times.

Since our program's inception, several scholarship students have completed lower secondary school. Sadly, some girls have married and are no longer in school, some have moved away or dropped out, and one student passed away.

Despite these setbacks, the remaining 20 girls continue to demonstrate remarkable determination to learn. Their persistence fuels our commitment to education.

"If you study, you come out of ignorance and one day become a doctor, minister, or government official. Everyone must send their daughters to school. A girl can do a lot for her parents and herself."
- Eisa Diarra, a 9th-grade scholar

OUR LEADERSHIP ACTIVITIES
The students of School Girls Unite and young women leaders in Mali actively work as change agents, advocating for education as a fundamental human right. We aim to make Education for All a top priority and support the UN Sustainable Development Goals, including gender equality, universal basic education, child marriage prevention, and other human rights issues.

Our members engage in a variety of activities to raise awareness and build support for these causes:

- Delivering speeches
- Planning public events
- Conducting radio interviews
- Participating in the Global Campaign for Education

School Girls Unite has also played a pivotal role in the creation and mobilization of grassroots support for the UN International Day of the Girl Child, which falls on October 11. This day recognizes the unique challenges facing girls globally, while also celebrating their ability to drive change in their communities and the world.

We also host workshops to teach young girls public speaking and advocacy skills, empowering them to become leaders and advocates for education.

"I applaud School Girls Unite for bringing an innovative approach to girls' education. You are fostering leadership in Mali, encouraging girls who are better off to help those in need, and creating a true sense of sisterhood."
Abdoulaye Diop, former Ambassador of Mali

OUR CHAPTERS
Students in high school and middle school across the U.S. can start their own chapters focused on gender equality, education, and related human rights causes. With the support of School Girls Unite, these youth-led teams engage in awareness-building, fundraising, and advocacy efforts, while gaining valuable insights into the global education crisis.

Most of our chapters are school clubs, but we encourage any interested youth (and adults!) to create their own School Girls Unite group and register with us. When you do, we'll provide you with advice, ideas, and a School Girls Unite Starter Pack to help you get started!

Balance abstraction
with clarity - indicate
transformative power
of cinema.



front & center
focus

date +
essential details
only.



merge CN-
tower with
i of tiff.

Creating cinematic visual language of light, glitch and motion,
with a 'Toronto-centric' focus in the images.

TIFF POSTER

WEBSITE DESIGN | UI DESIGN

THE BRIEF

Anniversary design has a built-in trap, it rewards safe nostalgia over genuine creative response. A poster that simply celebrated 50 years would disappear into the category.

PROBLEM

TIFF's 50th needed to feel genuinely significant a milestone marker, not a generic anniversary piece. The design had to signal longevity and cinematic ambition while remaining adaptable across outdoor, digital, and editorial formats.

INSIGHT

Fifty years of cinema isn't static, it's motion, memory, and accumulation. Glitch and distortion could signal this temporal layering more honestly than a clean celebration would, and would translate to campaign thinking over a single poster execution.

DESIGN INTENT

- Capture 50 years of cinematic evolution through abstraction rather than literal imagery
- Use glitch, motion blur, and distortion to convey movement and transition
- Maintain strong informational hierarchy throughout
- Create three colourway variants adaptable for future campaign rollouts
- Use Toronto iconography without relying on film stills or figurative imagery



OUTCOME

Three colourway variants designed for outdoor, digital, and editorial formats – demonstrating campaign thinking rather than a single poster execution. The approach signals cinematic energy through glitch and motion without relying on licensed imagery. Delivered as primary poster, alternate colourways, visual effects, and mockups.



**THANK
YOU!**

CONTACT ME:

email niranjanau457@gmail.com

phone +1 (780) 554 - 5649

website brndnudesignstudio.
framer.website

linkedin <https://www.linkedin.com/in/niranjana-unnikrishnan/>