

“AN
HONEST
PORTFOLIO”

Amandeep Singh

Journey of a thousand miles begins with a single step

HELLO! LET ME INTRODUCE MYSELF.

Graphic Designer, love's to convert
creative Idea's 💡 into reality ✨



INTRODUCTION

Who would've thought that dabbling in design during school days would turn into a fiery passion? Well, here I am, an experienced graphic designer with a knack for crafting captivating social media creatives and campaigns. I am filled with splash of extroversion and a zest for fun. Let's bring some color and life to the world, one pixel at a time!

EXPERIENCE

Worked as Graphic Visualizer
in Schbang Digital
(Nov 2021 - Nov 22)

Worked as Graphic Designer
in Adsversify Marketing
(Nov 2019 - Nov 21)

EDUCATION

Multimedia Design & Development
Diploma from Humber College (2023-24)


Graduated Bachelors of Arts
from Delhi University (2018-21)

PORTFOLIO

[behance.net/amankeer](https://www.behance.net/amankeer)

CONTACT INFO

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KEY SKILLS

 Adobe Photoshop

 Adobe Illustrator

 Adobe Premiere Pro

 Adobe After Effects

 Adobe Aero

 Adobe Audition

Kashvi Fine1

Valentine Week Special

Fine 1, a luxury jewelry brand, launched a special couple's jewelry collection for Valentine's Week. With limited time for a photoshoot, I aimed up with a creative idea to use graphics to tell a couple's story through their journey together.

Software Used  

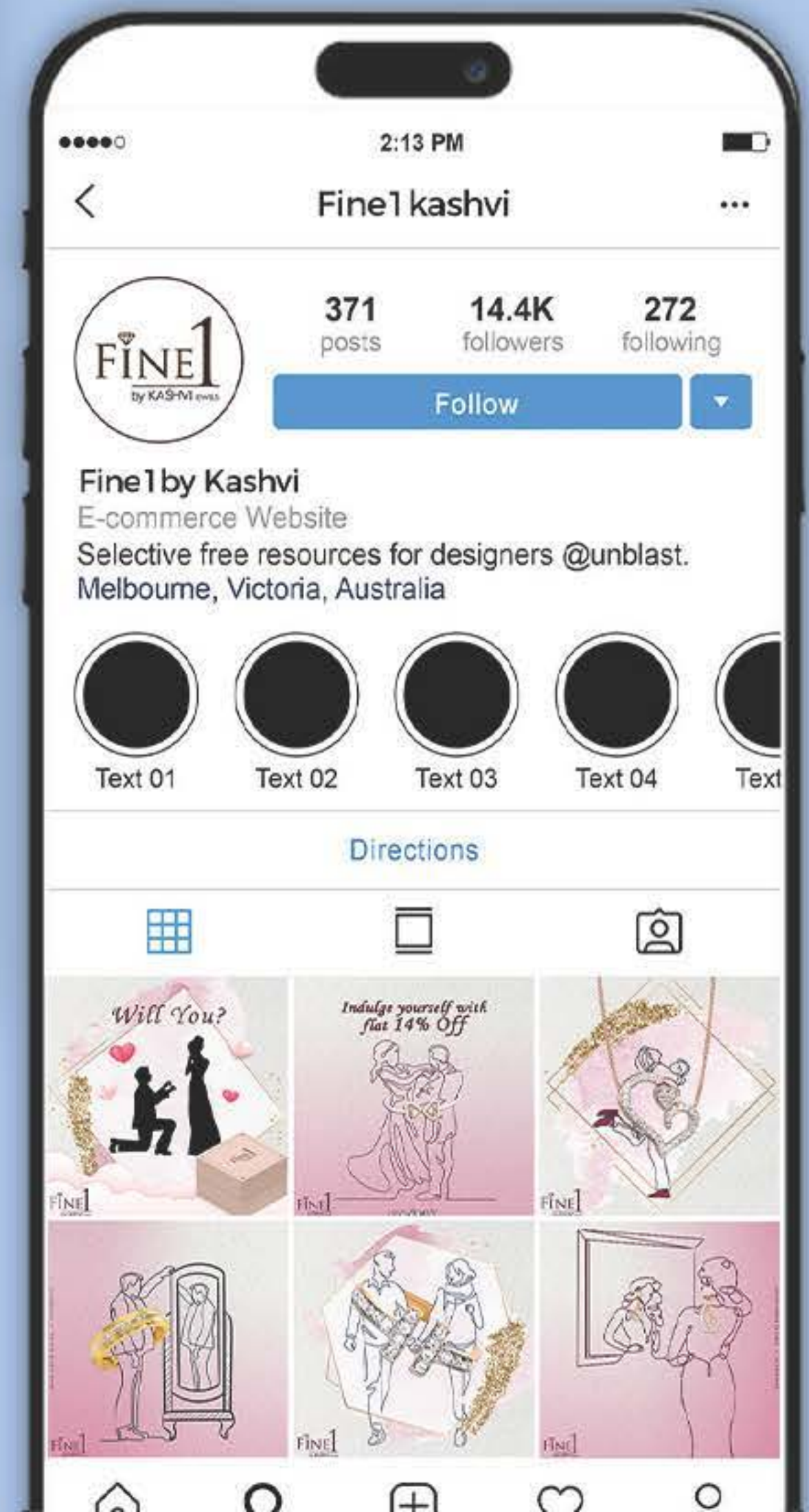
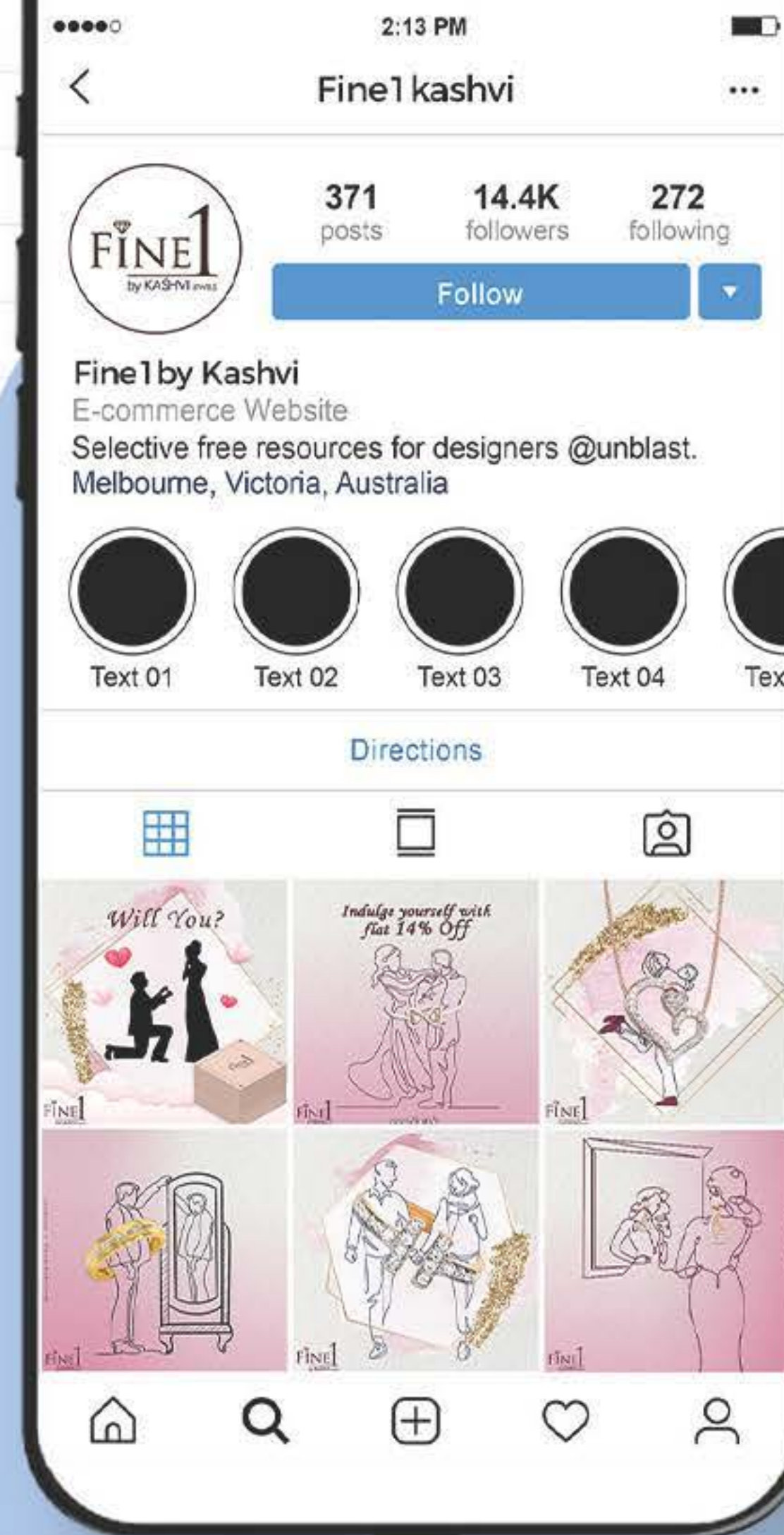


Kashvi Fine1

Valentine Week Special

The graphic shows various stages of their relationship: getting dressed together, enjoying the early days of their love, sharing happy moments, dancing together, and finally proposing to each other.

Preview Project 

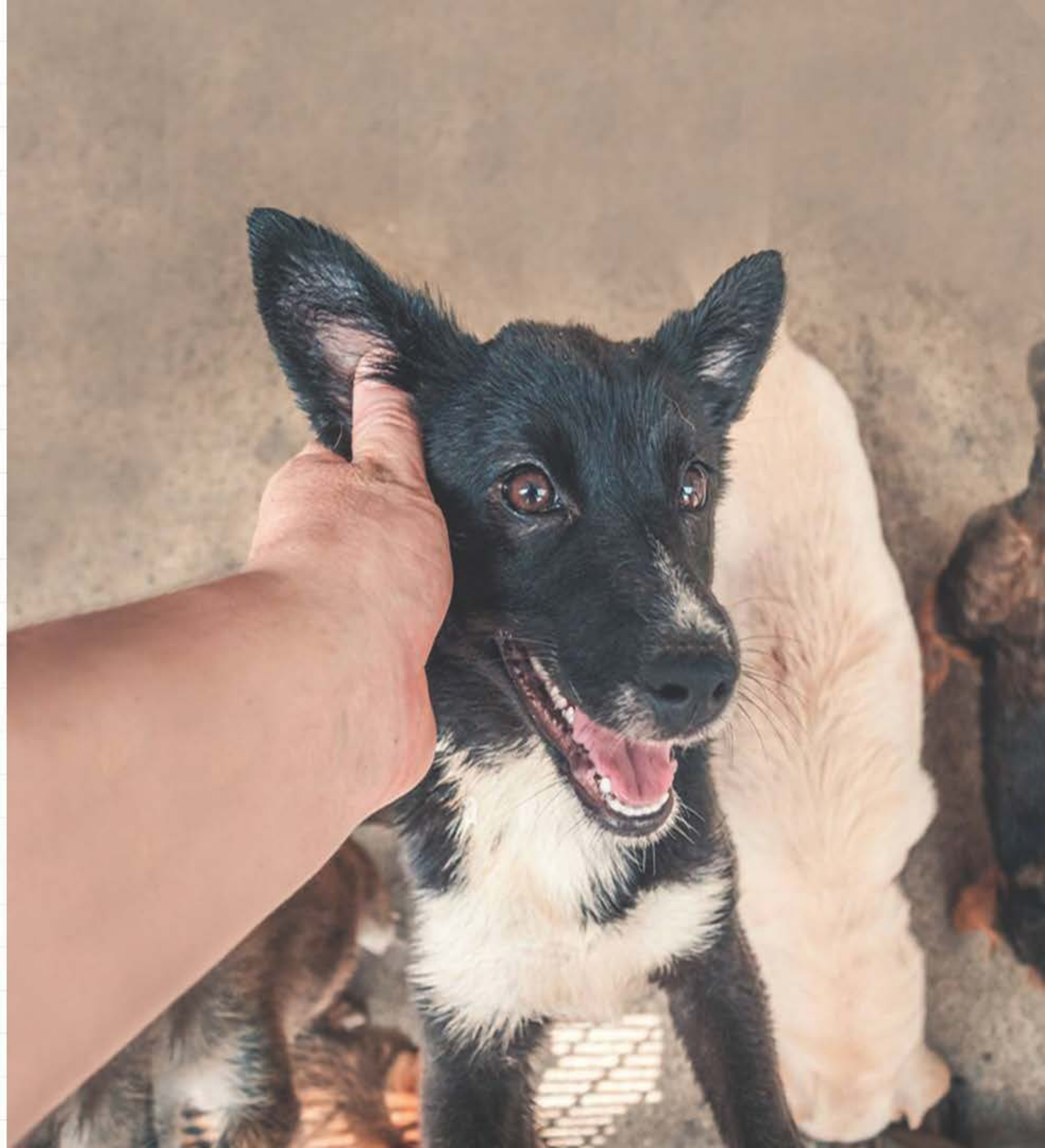


Mission Paws

Adopt Dont Shop

In India, there is a significant problem with stray animals suffering on the streets due to overpopulation and lack of proper care. Many people prefer to buy expensive breeds instead of adopting strays. My goal is to raise awareness and encourage people to adopt stray animals. By doing so, we can provide these animals with good shelter, clean food, and a better life.

Software Used   

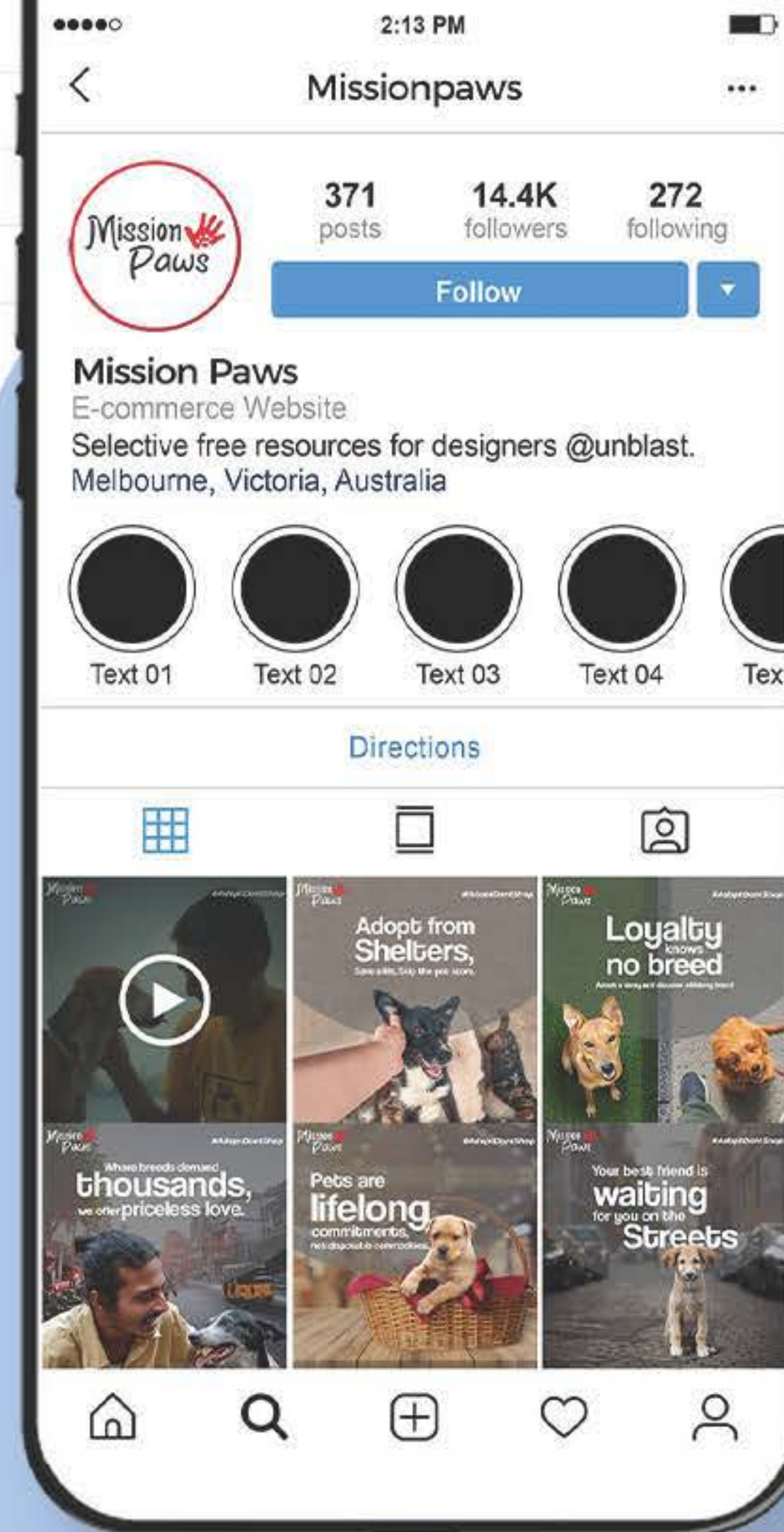


Mission Paws

Adopt Dont Shop

I designed a campaign with a PETA-like look and feel to evoke empathy in the audience. Finding the right images was challenging, so I combined elements from 2-3 different images to create impactful visuals. All the designs aim to raise awareness, with copywriting that emphasizes the cause. The campaign consists of six posts: five graphics highlighting the issue, and a one-minute video in the final post explaining our cause and the purpose of the campaign.

Preview Project 



Drake Campaign

Concert Announcement

I tried to create something truly unique and cool. As a multimedia student, I have acquired various software skills, which I used to design an extensive campaign announcing a Drake concert. The campaign includes print advertisements such as flyers enhanced with AR and VR technology, street billboards featuring creative mystery elements, and an Instagram carousel post with quirky techniques. This multi-faceted approach leverages different media to create a memorable and engaging experience.

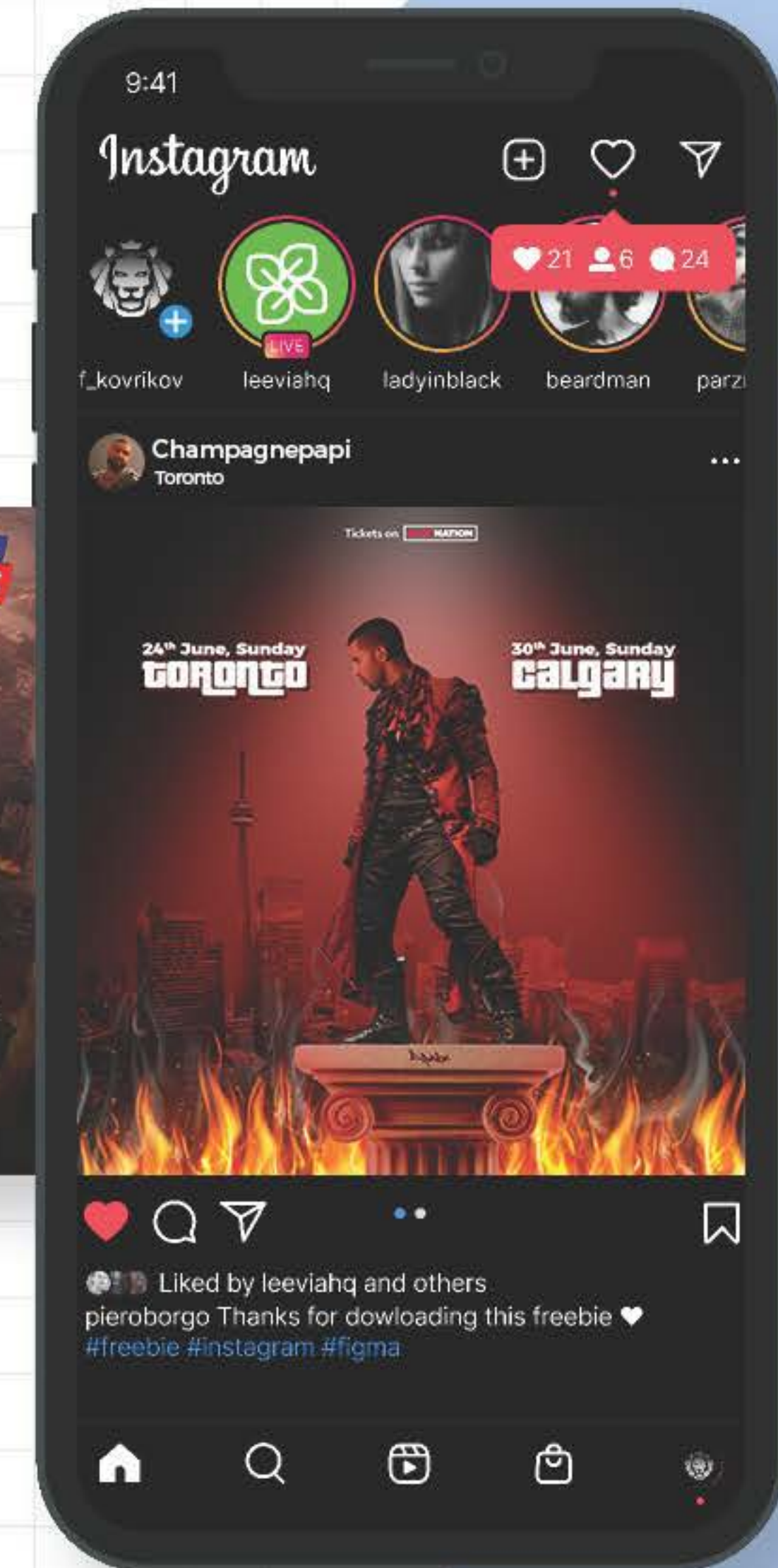
Software Used   



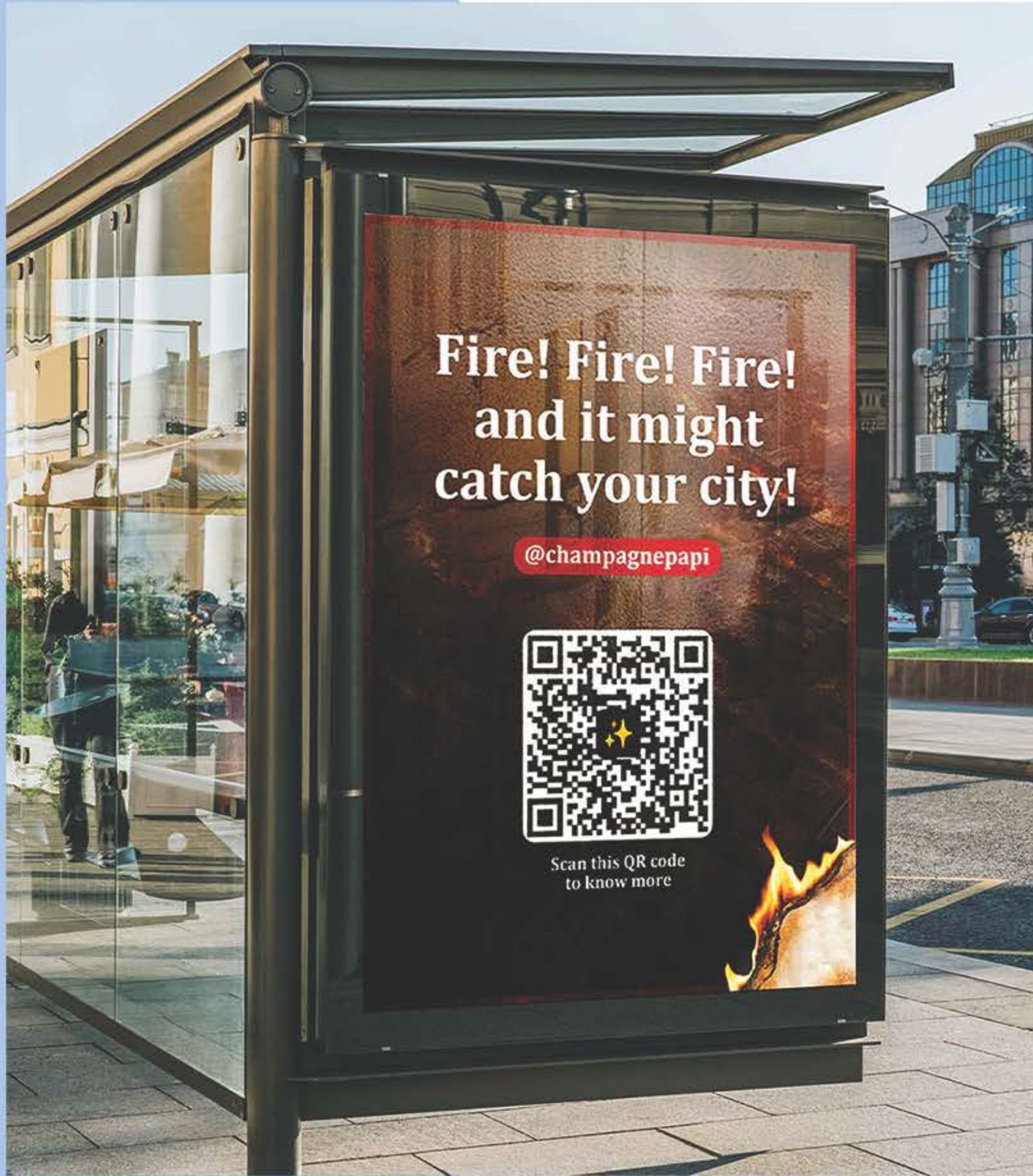
Drake Campaign

Concert Announcement

First, I created an Instagram carousel post that looks like a news alert with the warning, "Fire might catch your city." This grabs attention, and swiping reveals it's a Drake concert announcement, fitting the "Fire in the City" theme. The billboards feature the same message with a burning effect and include Drake's Instagram handle for people to find the announcement. I also designed a flyer with a QR code. Scanning it triggers an AR effect that makes the flyer appear to burn, revealing the concert announcement underneath. This adds a unique, interactive element to the campaign.



Preview Project 



**“THANK
YOU!!!!”**