



VISUAL CURATED PORTFOLIO FROM 2019 BY TO KIRANA, 2022.

Normal
Normal
Normal

Objects
Objects
Objects

Seeing ⁰³ Mundane, The ⁰⁵ Good
Mind, Mine ⁰⁷ Wine, Comme ¹⁰ Si,
Carriageworks ¹³ (Rebrand), ¹⁵ Klin
Typeface, ¹⁷ Keen Too, ²⁰ MECCA
App, Giants of ²¹ Typography,
Belles Hot Chicken ²² Poster.



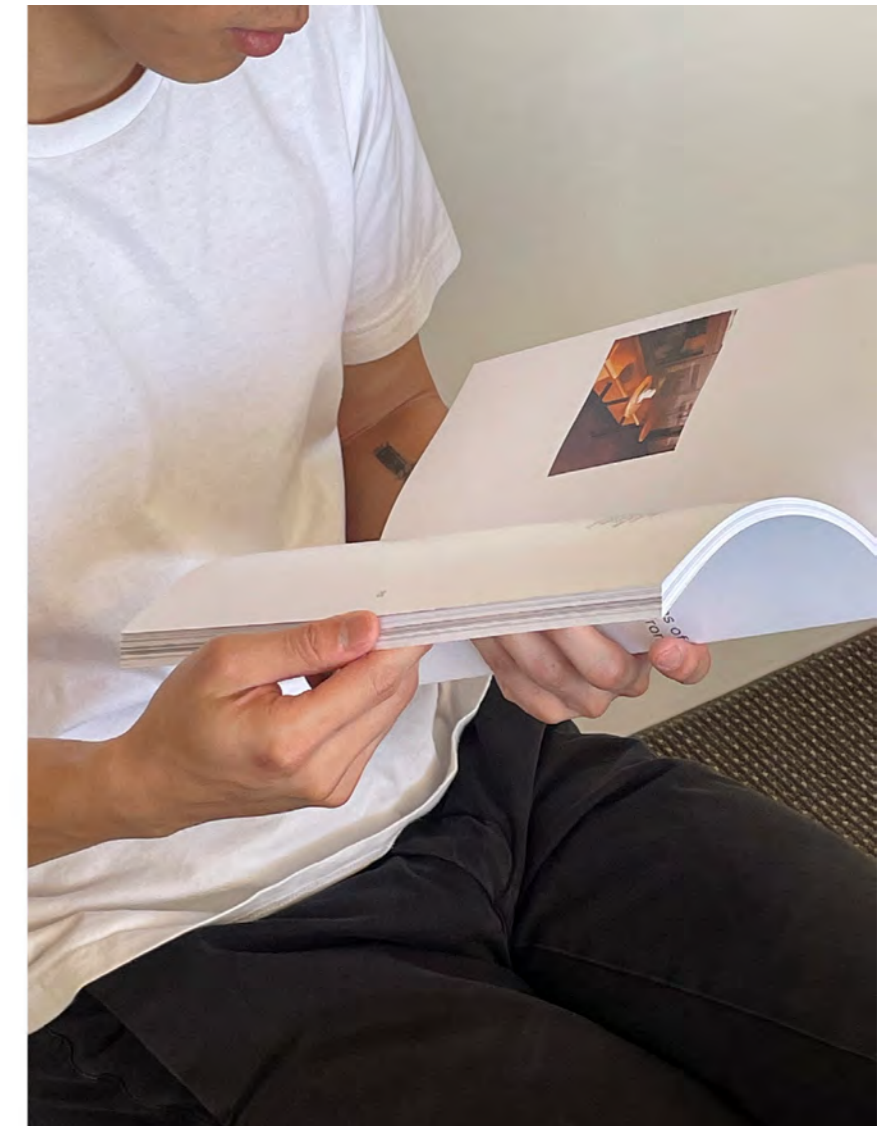
Seeing Mundane is a uni assignment, where students were given the freedom to create a book about anything.

This is a coffee-table book which consists of images I personally took using a film camera, and it is 90 pages thick.

I used film camera as I wanted the photographs to be unfiltered and as raw as possible, to really portray the 'mundane' as it is. The general idea of this book is to encourage people to slow down, smell the roses every now and then, and appreciate the mundane.



Seeing Mundane in the mundane.

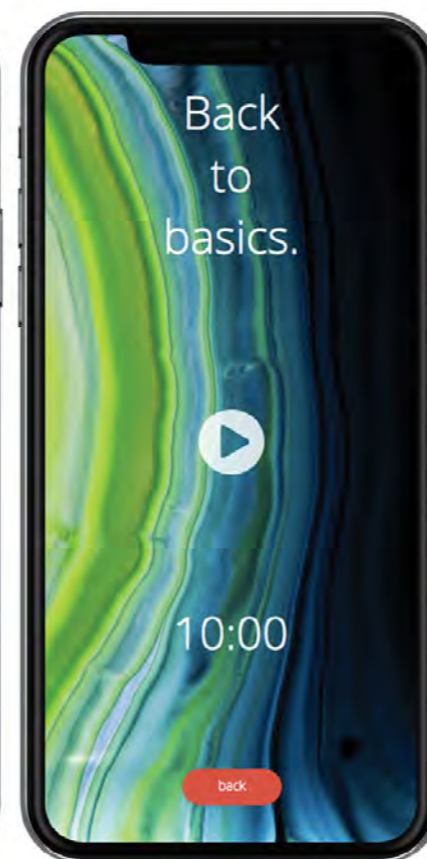
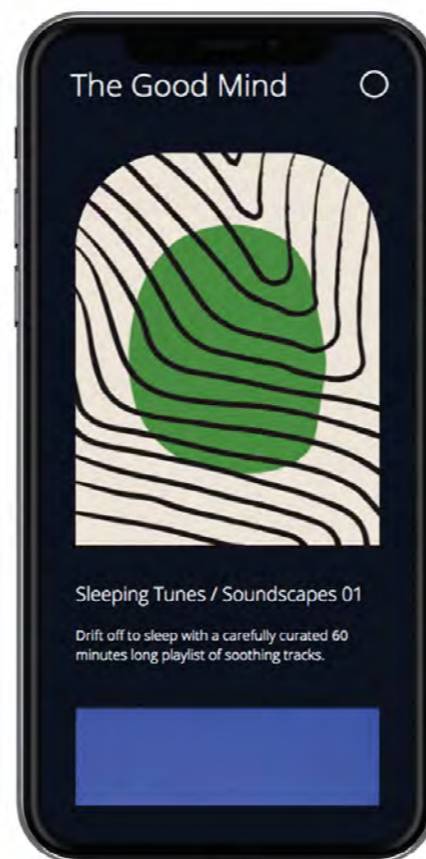
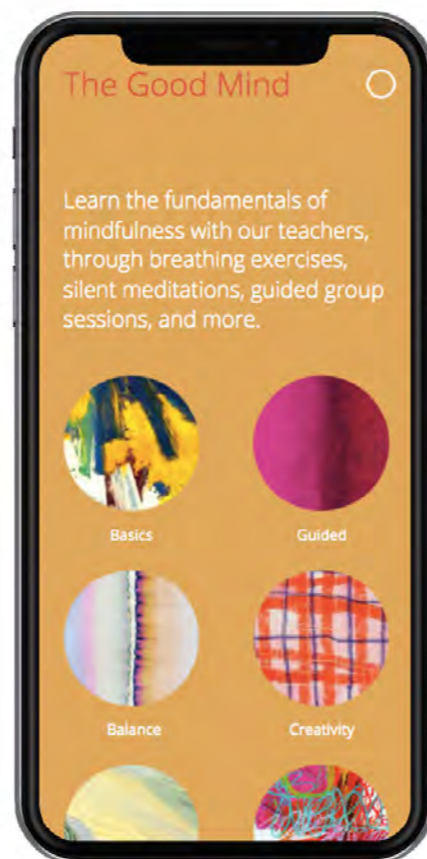
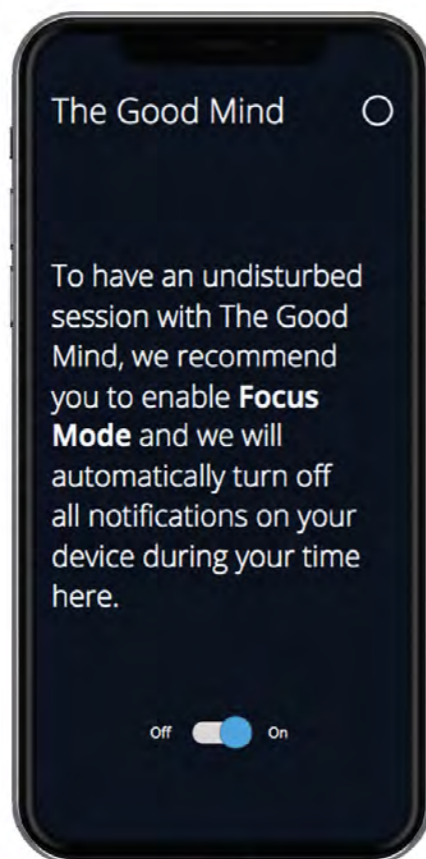
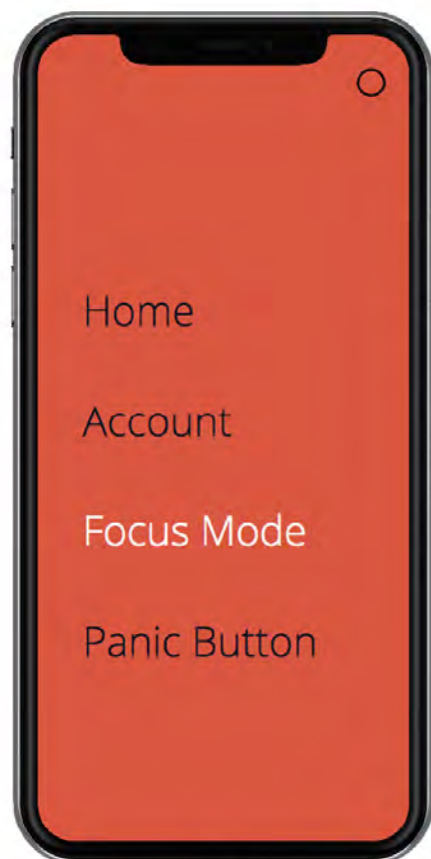
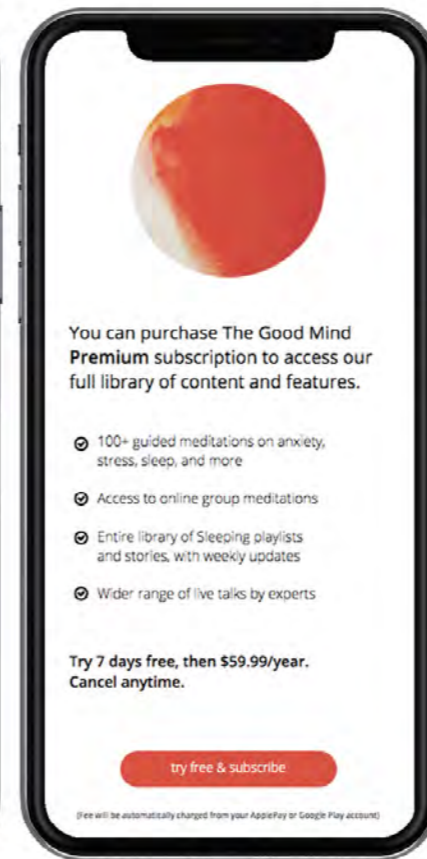
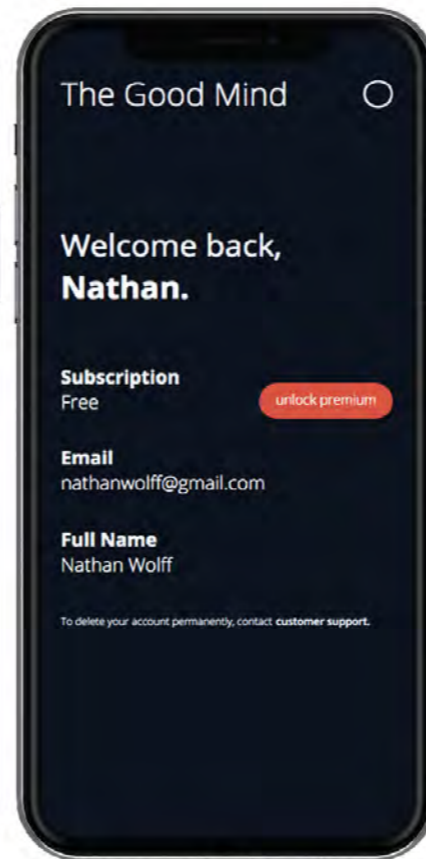
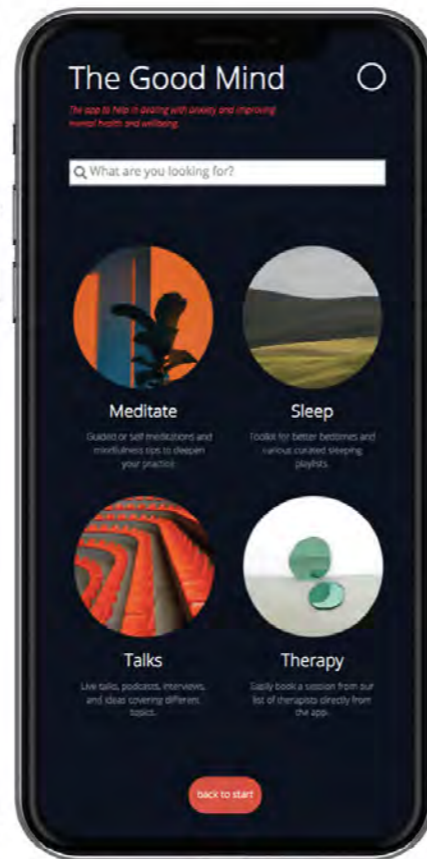
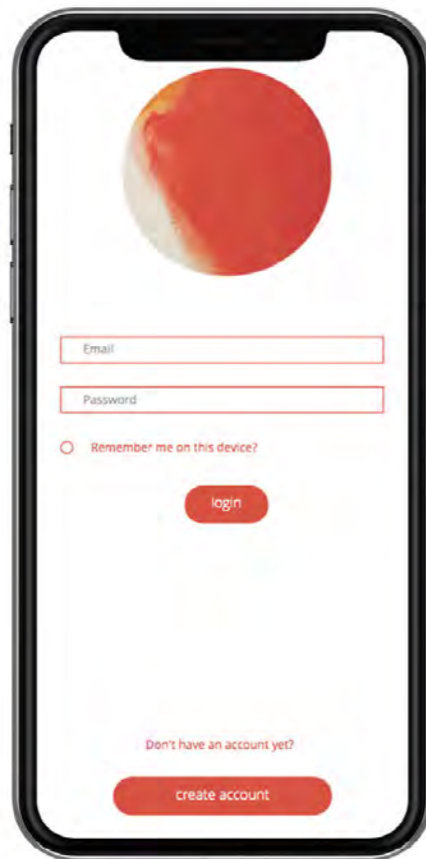
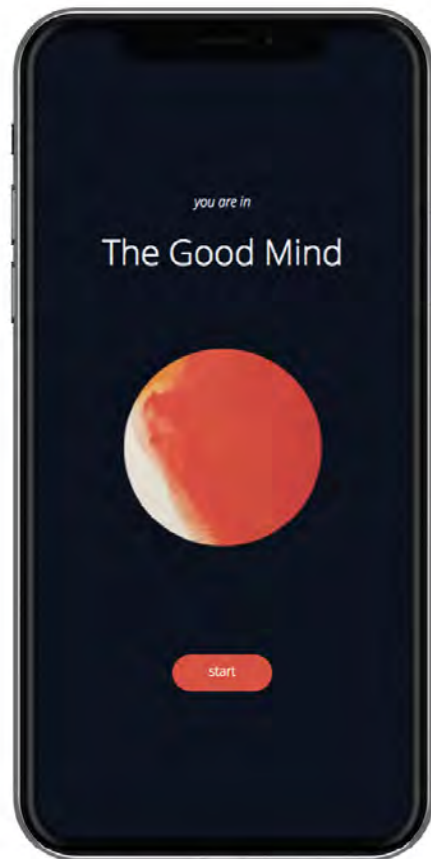


The Good Mind

The Good Mind is an on-the-go mindfulness and meditation mobile app that aims to help people in improving their overall mental health and wellbeing.

This app provides a range of features, from live talks, guided meditations, sleeping playlists, and its own panic button for when the user experiences anxiety/panic attack.

It is a UX Fundamentals (uni) assignment, about creating an original brand and designing the interactive prototype for the mobile app.





Mine Wine is a project for Brand + Packaging Design unit (uni assignment), 'mine' is short for "mini-natural-wine", which as the name suggests, a brand that specialises in compact/ travel-sized natural wine meant for sharing.

Each pack consists of 4 different wine types: red, rosé, orange, white.

"there's one for everyone"

Because maybe they'd like a sip as well.

m i n e

"mini (natural) wine"





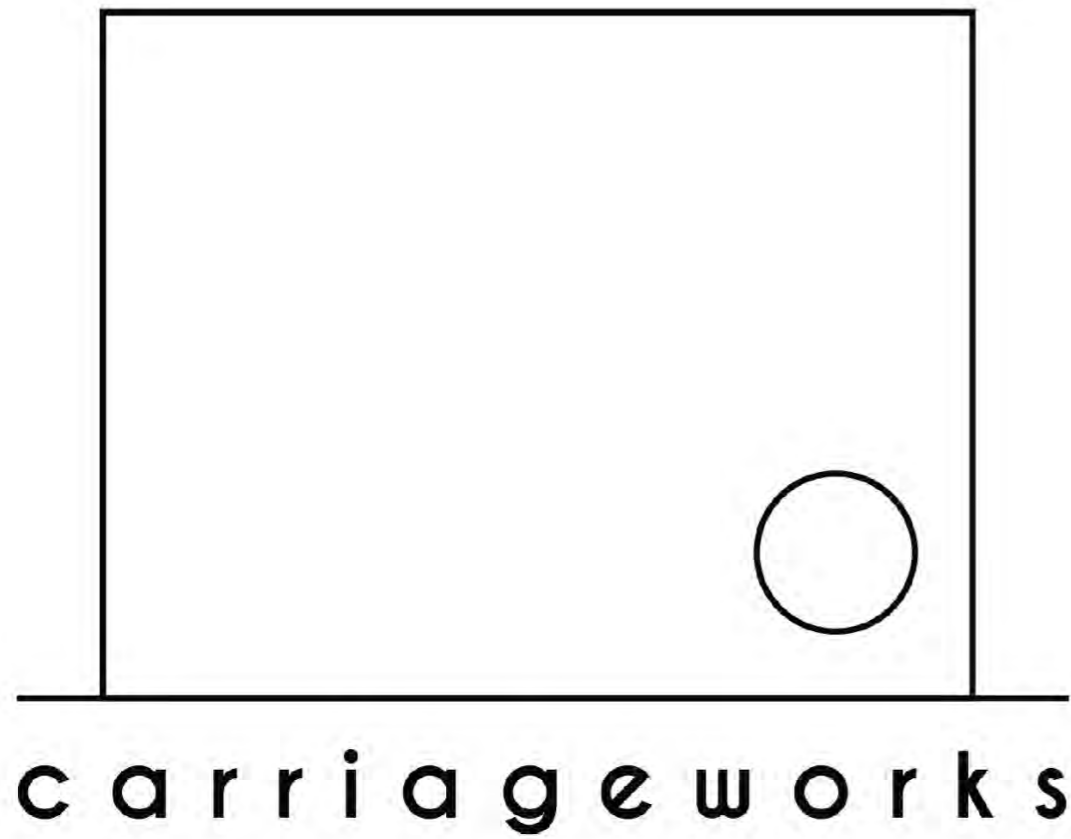
Comme Si is a real Brooklyn-based brand which specialises in luxury socks. Students were asked to create social issue campaign for the chosen brand.

I created #Talktoher, which is directed to women with anxiety and/or depression issues that might have been interrupting their daily activities.

The campaign shows a girl standing alone at a party/gathering, wearing noticeable socks to represent the brand but also to symbolise how everyone might have a 'hidden/unseen' problem; how one should always look closer, deeper. It is to help normalise asking for help, and caring for others. to be less judgmental.

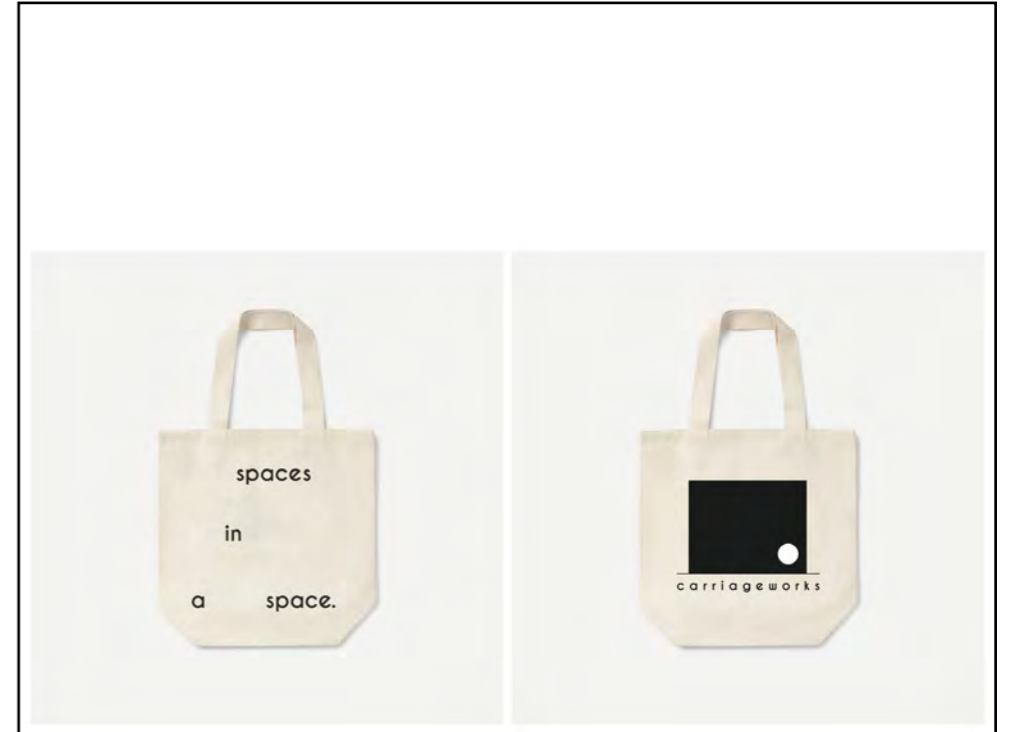






Carriageworks (Rebrand) is one of my earliest (uni) assignments during the first semester.

The brief was about doing a re-branding for an existing local public space in Australia; logo, wayfinding, mobile app and collaterals, and I decided to go with Carriageworks.



A large, bold, black typographic design of the word 'klin' is centered on a light beige background. The letters are minimalist and geometric. The 'k' has a thick vertical stem and two diagonal strokes meeting at a sharp point. The 'i' consists of a thick vertical stem and a solid black circular dot above it. The 'n' has a thick vertical stem and a curved top that ends in a vertical stem. The overall style is clean and modern.

Klin is a Typography Design unit (uni) where students had to design an original typeface from scratch by doing manual hand sketches and using Adobe Illustrator to complete the design, and creating promotional pieces for the typeface.

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paid job





Keen Too is a mobile dating app resulted from Culture of Change unit (uni) project where students were asked to create a counter-argument campaign to essentially change society's mindset or perception of a specific issue, and to do a branded experience event based on it including supporting visual communications.

I created "Should We Curate Love?" as the topic and established the pros of dating apps.



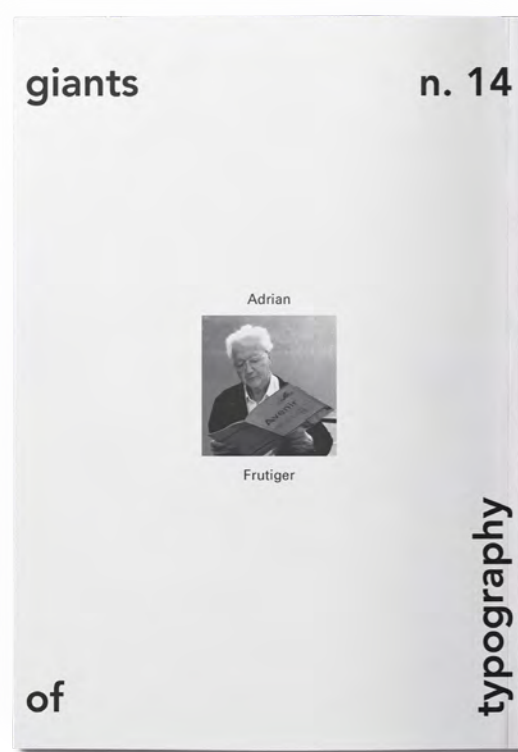




MECCA App is a Business Development project in which students were asked to propose and create a new service design platform for an existing brand.

'MECCAMore' aims to create a more personal and in-depth online/offline shopping experience.

Giants of Typography is a Typography Fundamentals project, where students had to create a booklet based on a prominent typeface designer of choice.





Belles Hot Chicken Poster is one of the tasks from my internship with SCCO Studio, in which I had to create an event poster for Belles Hot Chicken to be posted on their official socials, with only using texts.



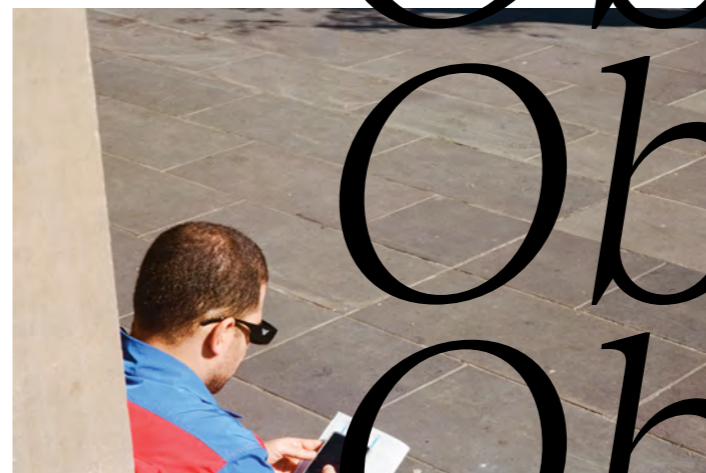
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