

2024

Aditi Vyas

# PORTFOLIO

GRAPHIC DESIGNER | PRESENTATION DESIGN | MAGAZINE DESIGN | BRAND DESIGN |

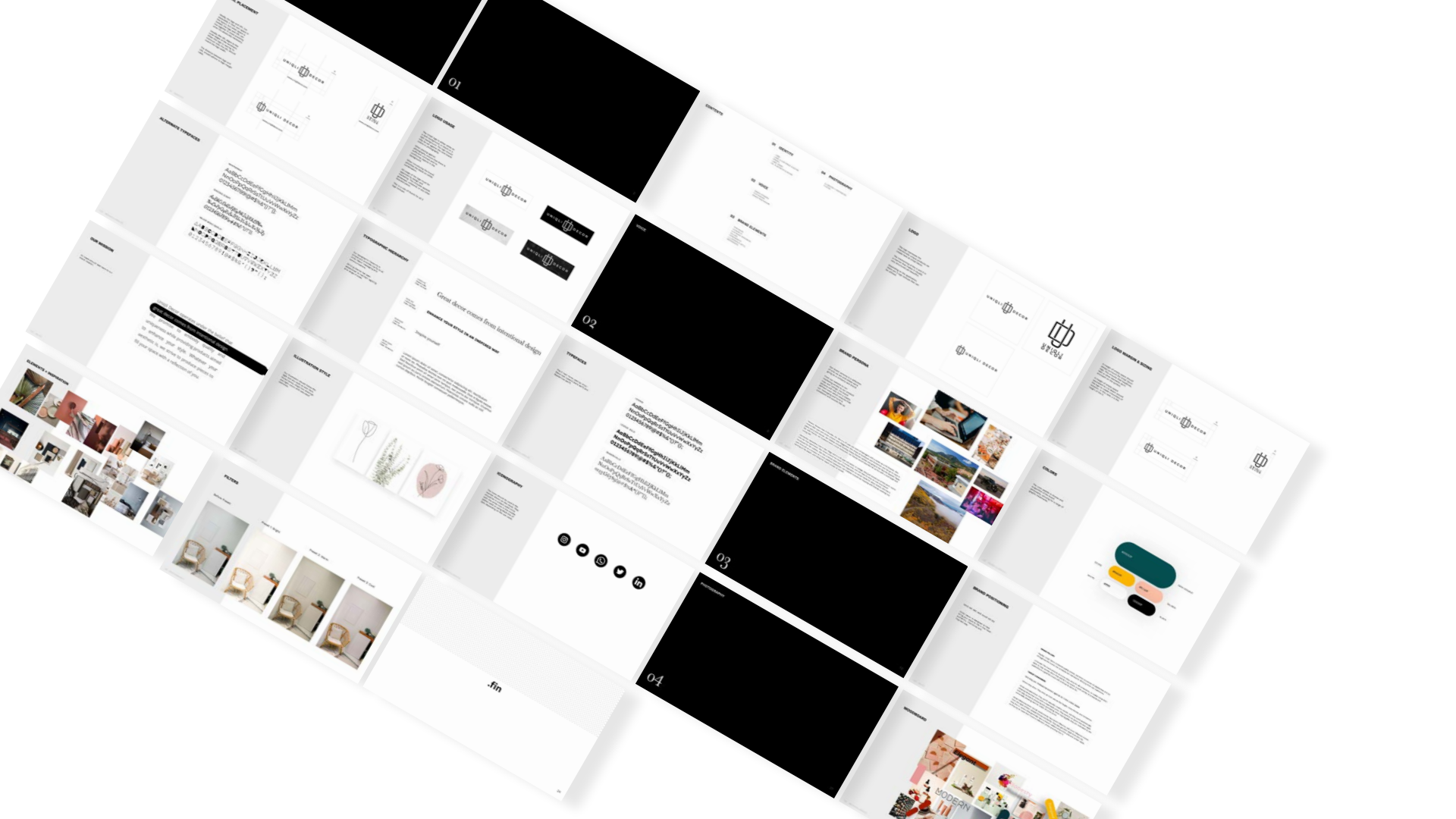
## BRAND DESIGN

Logo Design  
Brand Persona Design  
Font design  
Brand Guide Design  
Asset treatment Design

## ASSET DESIGN

Photography Direction  
Candle label Design  
Print Media Design  
Packaging Design

# UNIQLI DECOR.



01

LEVEL DESIGN

LEVEL DESIGN

02

LEVEL DESIGN

LEVEL DESIGN

03

LEVEL DESIGN

LEVEL DESIGN

04

LEVEL DESIGN

LEVEL DESIGN

01

LEVEL DESIGN

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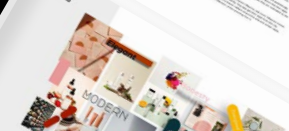
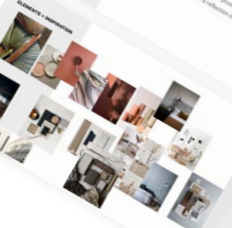
LEVEL DESIGN

LEVEL DESIGN

04

LEVEL DESIGN

LEVEL DESIGN



## BRAND PERSONA

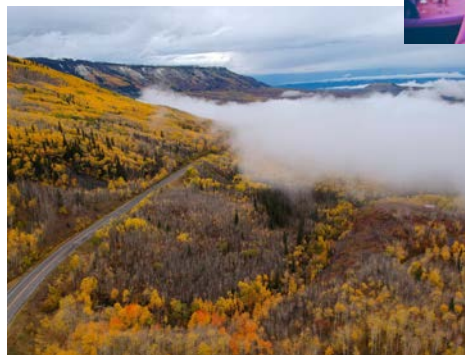
Our brand persona is a reflection of who we are and where we're going as a company and brand.

From our website to our marketing emails to our product copy and listings, the brand persona will help form a clearly defined voice which ensures that our messaging and tone is consistent and sounds like us.



Tamara: Tamara lives in Boulder, CO. She is a 37-year-old mom of teenagers with a career as a HR Director. She makes 85k/ year and drives a black Jeep Waggoner. She shops at boutiques and Nordstrom and her go-to style is jeans and a nice blouse. Her hobbies include hosting cheesy themed parties and going to her favorite Spanish Tapas Bar with friends. Her husband owns a local restaurant. Her friends would describe her as fun with a loud laugh and loving life!

Samantha: Samantha lives in San Diego and is a 22-year-old senior in college. She just moved out of the dorm rooms into her first apartment. She drives a hand me down '11 Honda Civic, but she likes to shop at cute local beach boutiques for her clothes. She has a trendy style and finds inspiration on social media for décor trends. She has a part time job as a hostess at a local seafood restaurant. Her hobbies include bar hopping with friends, working out, tanning at the beach, and riding her beach cruiser at sunset.



## OUR MISSION

All roads should lead back to our brand mission.

Uniqli Decor operates under the belief that  
great decor comes from intentional design.

We promise to embody quality and uniqueness while providing products aimed to enhance your style. Whatever your aesthetic is, we strive to produce pieces to fill your space with a reflection of you.

# BRAND POSITIONING

## WHO WE ARE AND WHAT WE DO

Uniqli decor is designed to help bring your style to life in the most authentic, intentional and inspired way.

## BRAND PILLARS

**Playful:** Uniqli Décor produces quality pieces, but there is a sense of playfulness and joy throughout the brand. Our products are intended to illicit joy from our customers.

**Universal:** The brand aims to be a one-stop-shop for all consumers, no matter what their style is. Easy access décor that will fit in any space. A wide variety of products and aesthetics is a goal the brand will continue to strive for.

## TARGET CONSUMERS

**Who they are:** Professional women aged 18-40 in the United States

**Where they shop:** They shop at chain stores like Target, Home Goods, and Nordstrom.

**What motivates them:** They aren't naturally creative people, but they want aesthetically pleasing items that come with a reasonable price. They want to be spoon-fed their style with easy access to shopping and purchasing. When buying gifts, they are motivated by the universally pleasing item for a \$20-30 price point.

**What influences them:** Social media trends have some influence, but more influence comes from the style of their closest friends and family. They also get their style from the city they live in- some cities generally have a heavier culture around the arts and certain style, so they try to make their home a reflection of the area they live in.

## TYPOGRAPHIC HIERARCHY

Our typographic hierarchy is simple and provides clarity to all Uniqli Decor messaging and communications.

Strict guidance has been established to maintain legibility at a range of sizes.

HEADLINE  
Baskerville  
Case: Normal

# Great decor comes from intentional design

SUBLINE  
Lexend Bold  
Case: All Caps

## ENHANCE YOUR STYLE IN AN INSPIRED WAY

SUBHEAD  
Lexend  
Case: Sentence

### Inspire yourself

BODY COPY  
Lexend  
Case: Sentence

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut nunc ex. Phasellus lacinia non mi quis malesuada. Duis a ligula neque. Sed faucibus enim sit amet ante tempus, nec porta dui tristique. Vivamus sed ipsum eu justo ornare elementum. Maecenas ornare nulla ac nisl cursus dapibus. Morbi feugiat consequat pellentesque.

## ALTERNATE TYPEFACES

### MONTSEERRAT

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@#\$%&\*()?"{};

### DANCING SCRIPT

*AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@#\$%&\*()?"{};*

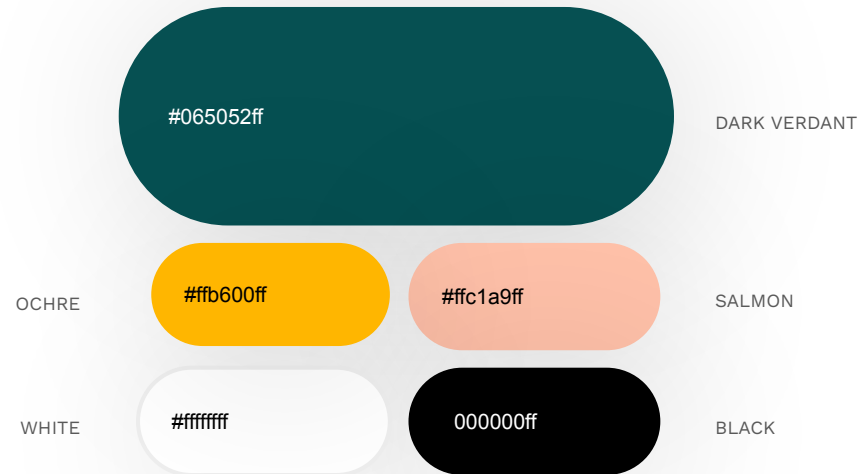
### MAJOR MONO DISPLAY

ΔA**B**C**C**D**D**E**E**F**F**G**G**H**I**I**J**J**K**L**L**M**M**  
■N**O**O**P**P**Q**Q**R**S**S**T**T**U**U**V**V**W**W**X**X**Y**Y**Z**Z**  
0123456789!@#\$%&\*()?"{};



## COLORS

The color palette is diverse and supportive of the brand personality, allowing for a range of graphic treatments.



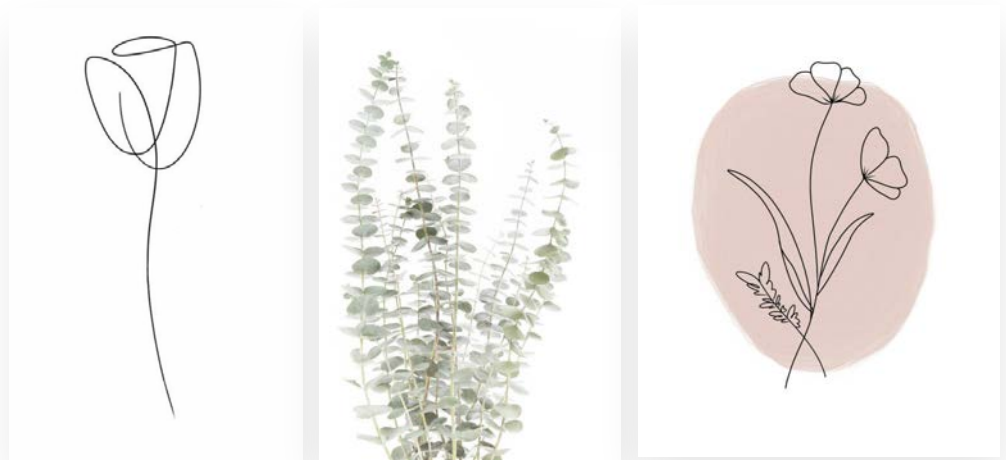
## ICONOGRAPHY

The icons should be used in the manner shown on the visual. They should be in a black solid circle with the white icon in the middle (either solid or using thick line of 3pts depending on the use case).



## ILLUSTRATION STYLE

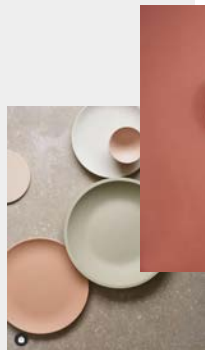
Our illustration should follow the light and airy style as seen here. Muted tones, single line drawings and light colors with saturated elements.



MOODBOARD



# ELEMENTS + INSPIRATION



## FILTERS

Before Preset:



Preset 1: Bright



Preset 2: Warm



Preset 3: Cool









### UNIQLI DECOR PRINT COLLECTIONS

Transform your home or office with our extensive collection of wall art prints. With a wide range of styles and subjects, we have something for everyone. Whether you're looking for bold abstract prints, nature, kitsch, trendy, spiritual or inspiring motivational prints, we have a huge variety of collections to choose from. Our high quality prints are made with premium materials, ensuring that your artwork will last, guarantee peace of mind.



#### ABSTRACT PRINTS COLLECTION

Our abstract wall prints can add a unique and striking touch to any living space, bringing an interesting mix of color and texture that is both soothing and inspiring.

[SHOP NOW](#)

#### TRENDY PRINTS COLLECTION

Bring your living space up to date with our trendy prints collection. Featuring bold colors and designs, they can offer an instant refresh of your interior or space to make your decor more modern and stylish.

[SHOP NOW](#)



#### NATURE PRINTS COLLECTION

Bring the beauty of nature into your living space. Our nature prints are high quality and inspiring, featuring beautiful landscapes and nature scenes.

[SHOP NOW](#)

#### WORDS AND QUOTES PRINTS COLLECTION

Quotes wall prints are a great way to add inspiration and motivation to your space. Personalise your space with words of wisdom and encouragement, making it a daily source of motivation.

[SHOP NOW](#)



#### SEASONAL PRINTS COLLECTION

# Relax and Unwind with Aromatherapy



Creates  
ambiance



Calms the  
mind



Improves  
mood



## BRAND DESIGN

Logo Design  
Brand Persona Design  
Font design

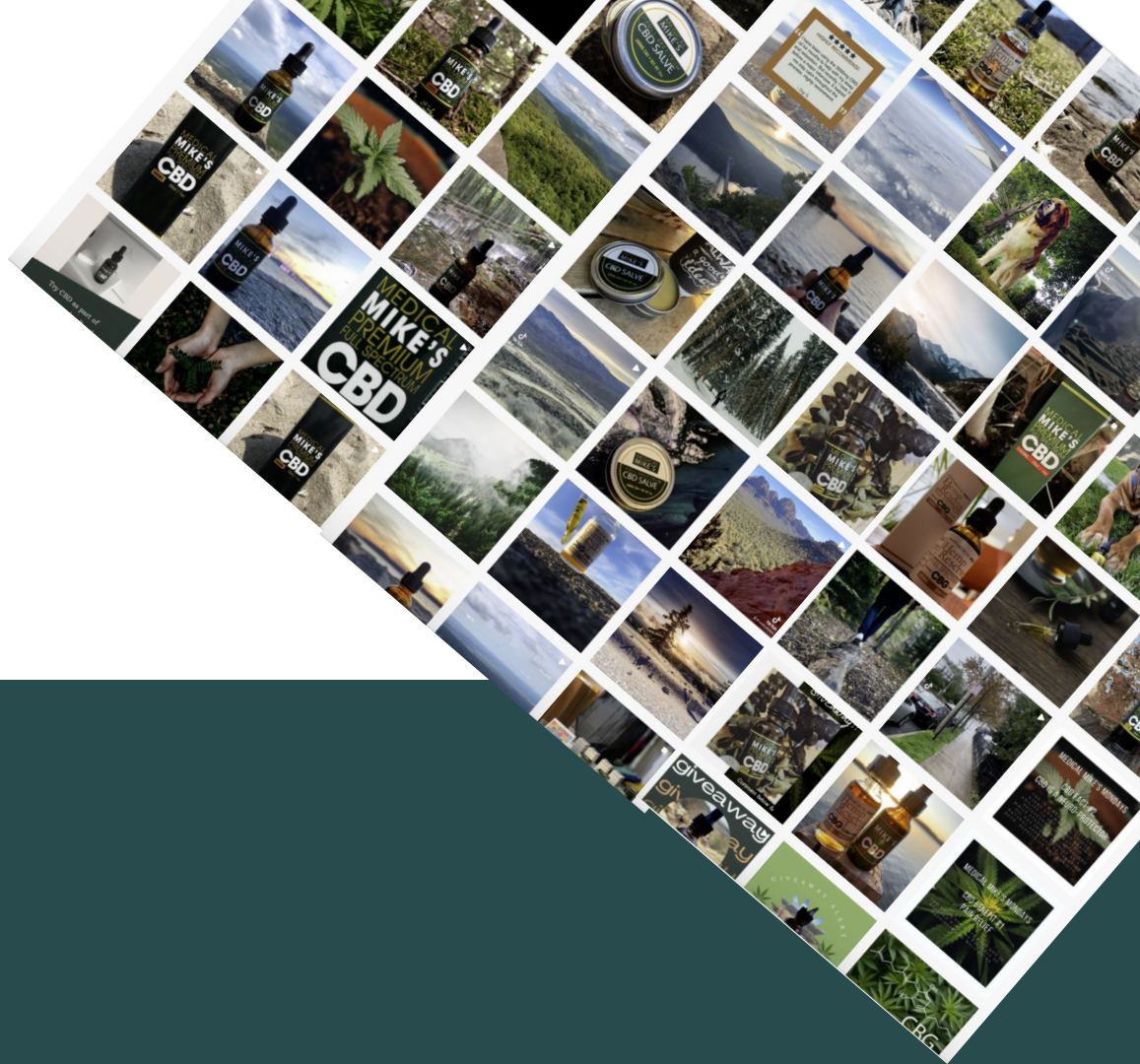
## WEBSITE ASSET DESIGN

Photography Direction  
Renders  
Packaging Design  
Asset treatment Design

## RESEARCH

Competitive analysis

# MEDICAL MIKE'S.





We want the logo to communicate the simplicity and outdoorsy experience that Medical Mike's is bringing to their products. Currently the logo is very literal; we want to create 2 versions of the logo - an image and the copy version (can incorporate the image) that visually elevate the brand, bringing forth the outdoors, earthy element to the brand. The color palette stays in the same range, no extreme makeovers.



SIMPLE



EARTHY



OUTDOORS





JOY ORGANICS



FREE SHIPPING ON ORDERS OVER \$75

Find Your Fix

Shop Learn About

APOTHÉKARY

Make everyday  
healing *second*  
*nature.*

Clinical herbalist-crafted formulas that get you well—for good.

SHOP NOW



Shop

Science

Learn



Probiotics are a science.



Shop DS-01™ Daily Synbiotic



Ayurveda  
NATURAL MAKEUP



ITS HEMP



CanaHouse  
Mediated and Healthy



Ritual



Simple But Me



BUSINESS  
TAGLINE



Seed™



HARRIS HEMP

MUD\WTR



living  
organic farm

PACKAGE FREE



CHARLOTTE'S WEB™  
STANLEY BROTHERS



THE NUE  
CO



# HEMP SEED

SIMPLE

EARTHY

BALANCE







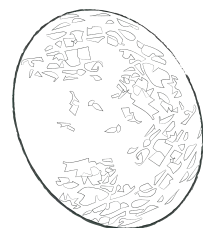
MEDICAL  
MIKE'S



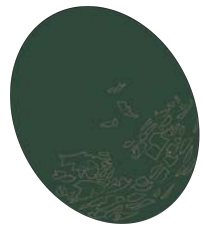
MEDICAL  
**MIKE'S**



MEDICALMIKE'S



MEDICAL  
**MIKE'S**



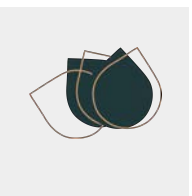
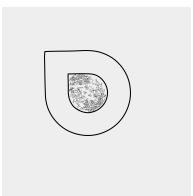
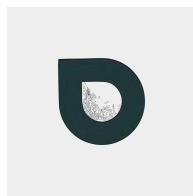
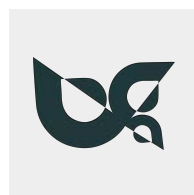
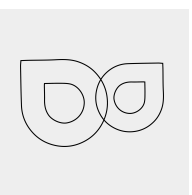
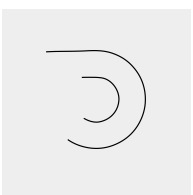
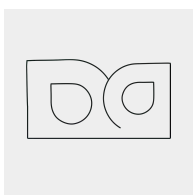
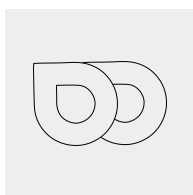
MEDICAL  
**MIKE'S**

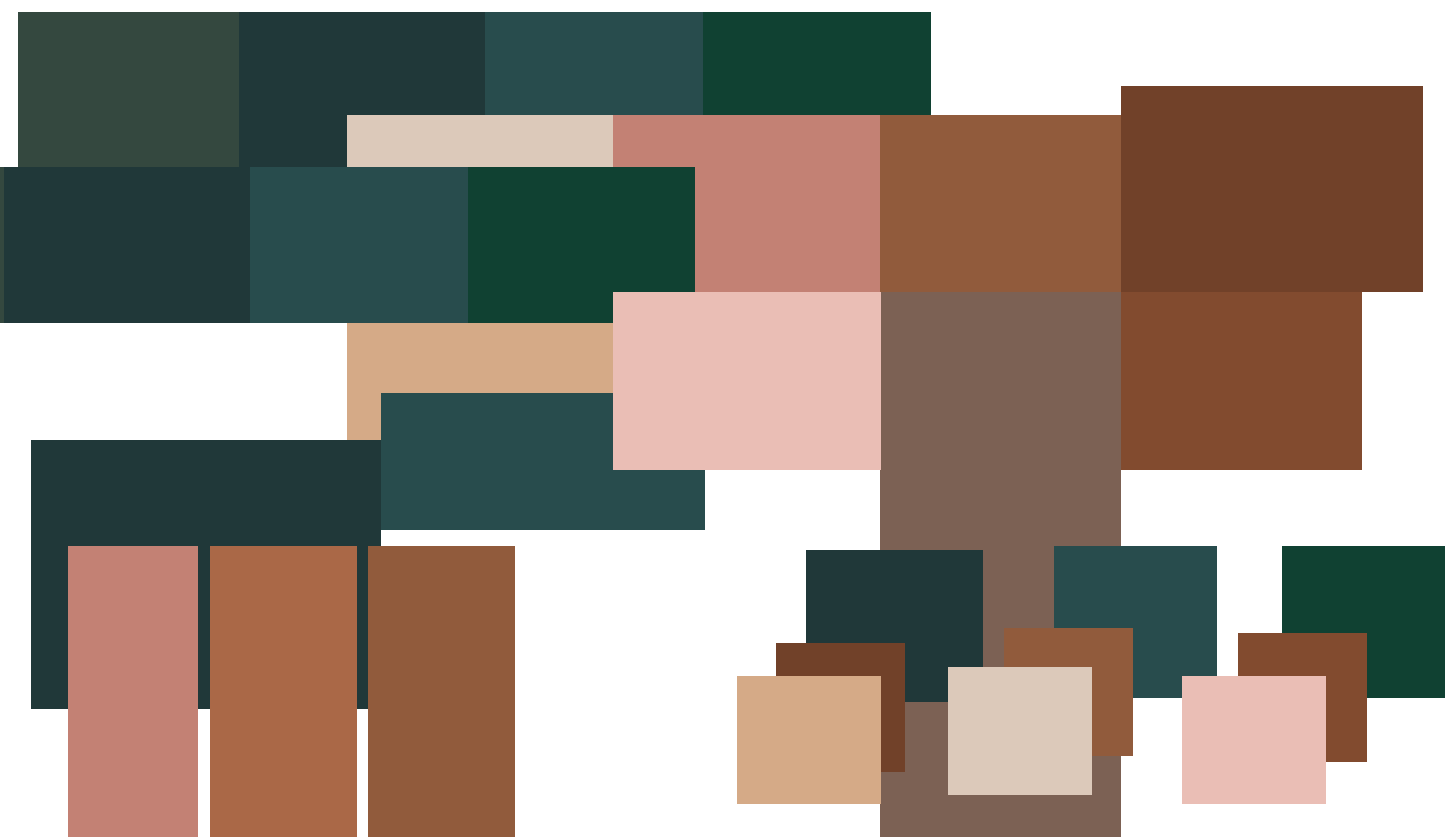


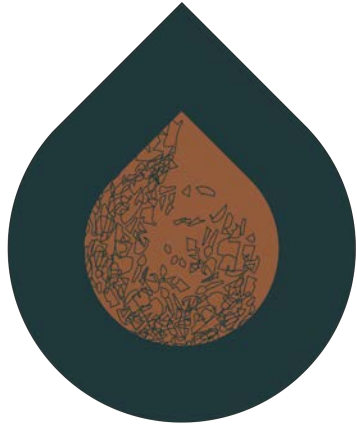
MEDICAL  
**MIKE'S**



MEDICAL  
**MIKE'S**







MEDICALMIKES

# NEW YORK CRAFTED FULL SPECTRUM HEMP OILS

Farm to bottle CBG, CBN & CBD oils

SHOP NOW



## MORNING REFRESHER

USDA Organic CBG oil

SHOP NOW

## RELAX & RESTORE

USDA Organic CBD oil

SHOP NOW

## REST & REJUVENATE

Full Spectrum CBN oil

SHOP NOW



MAGAZINE DESIGN

Print Media

**DIASPARK.**





## From the Editor

Dear Reader,

As important as it is for companies in the jewelry industry to embrace digital transformation, it is equally imperative to find the right Diaspark, we understand the challenges you face and it that's not where it ends. We don't just understand the products that can get you started with solutions today.

This issue talks about a wide variety of topics and em transformation is not only about your online presence or way beyond that. Whether it is using the power of digital customer engagement or being able to assist shoppers in online shopping, or even using the power of insights operations, we, at Diaspark, offer software products that can help you transform your business with the power of technology.

Diaspark has seen multiple phases of industry growth and recession across three decades of catering to businesses in the jewelry businesses, and with the pandemic, one thing has become even more apparent, that technology offers solutions that not only cut costs without reducing sales or increase sales while keeping costs flat, but it goes beyond that to offer you tools that increase sales AND reduce costs at the same time. Technology doesn't just enable you to manage operations more efficiently, it allows you to do things you could imagine but not execute earlier.

**We hope you enjoy reading this issue, as much as we enjoyed publishing it. For any demo requests or questions, reach out to us at [demo@diaspark.com](mailto:demo@diaspark.com), and visit us on our website at [jewel.diaspark.com](http://jewel.diaspark.com).**

Abhishek Chhajlani  
Chief Operating Officer

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12. Hot and Not

14. Product Categorization And Search

18. MirrAR Story

22. The Right CRM Solution

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26. The Modern Store

32. Mobile Apps

36. Integration Efficiency

38. Cloud Hosting

40. Unified Sales Experience

46. When of Customer Sales

50. Repairs Are The Real Deal



DIASPARK  
WE BUILT YOUR FUTURE-READY STORE

DIASPARK  
WE BUILT YOUR FUTURE-READY STORE



### No more 'imagining' - Say hello to mirrAR



Like what you see?  
We designed this magazine.  
And we do a LOT more!

brand development  
logo design & visual identity  
digital & social media  
influencer & affiliate marketing  
website design & development



### INSIGHTS

Integrating...  
e-Commerce Integrations

## INTEGRATIONS mean more EFFICIENCY

### CLOUD HOSTING

to take a step and not...  
cloud hosting is a new...  
cloud hosting is a new...



### The Unified Shopping Experience



### The Modern Store



### DIASPARK

WE BUILT YOUR FUTURE-READY STORE

## KICKSTARTER PAGE DESIGN

Logo Design  
Web Page design  
Font design  
Renders  
GIF designs

# LODGE



**Designed by audiophiles to  
fill your outdoor space with  
top quality, immersive  
sound.**

**"The best sound system  
for people like me who  
love entertaining out-  
doors"**

- Phil Bailer, engineer and outdoor event promoter

**SOLAR  
POWERED  
AUDIO**



**REVLON.**

# LONG-LASTING DEFINITION? PRECISELY.

## Revlon ColorStay™ Micro Eye Collection

Eyeliners. Brow pencil.  
All with precise micro-tips.  
Ultra-defined lines.  
Waterproof wear.



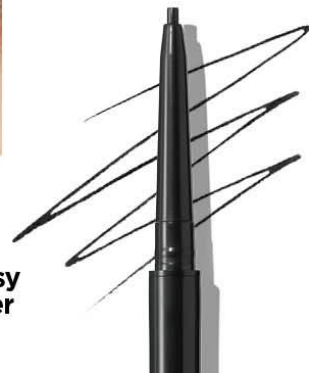
**PRECISE**  
Revlon ColorStay  
Micro™ Hyper  
Precision Gel Liner



**FILL**  
**NEW** Revlon  
ColorStay Micro™  
Brow Pencil



**DEFINED**  
**NEW** Revlon  
ColorStay Micro™ Easy  
Precision Liquid Liner









# Inspiration- Design Intent

- Time Turner
- Leave the clock behind
- Beauty that beats time
- The beauty of time is present
- Time is “beauty”





**PROJECT FANTASY  
TINTED SERUM**





# SUSTAINABILITY DESIGN

As part of Revlon's corporate social responsibility mission we are reimagining traditional mass merchandising and minimizing our environmental impact at point of sale.



PEOPLE RECYCLING

**202,831,611**



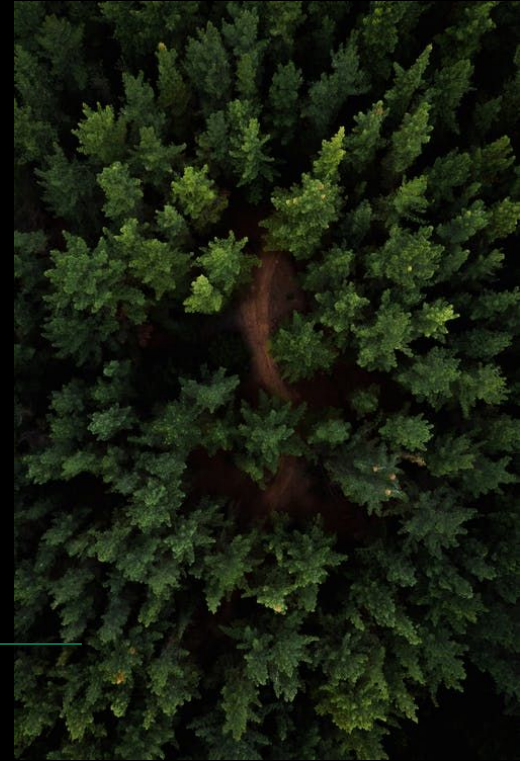
WASTE RECYCLED

**7,762,174,415**



MONEY FOR CHARITY

**\$44,806,327**



## Enhanced Merchandising



Reinventing the space to add education and create a clean aesthetic to improve the Guest shopping experience.

## Sustainability

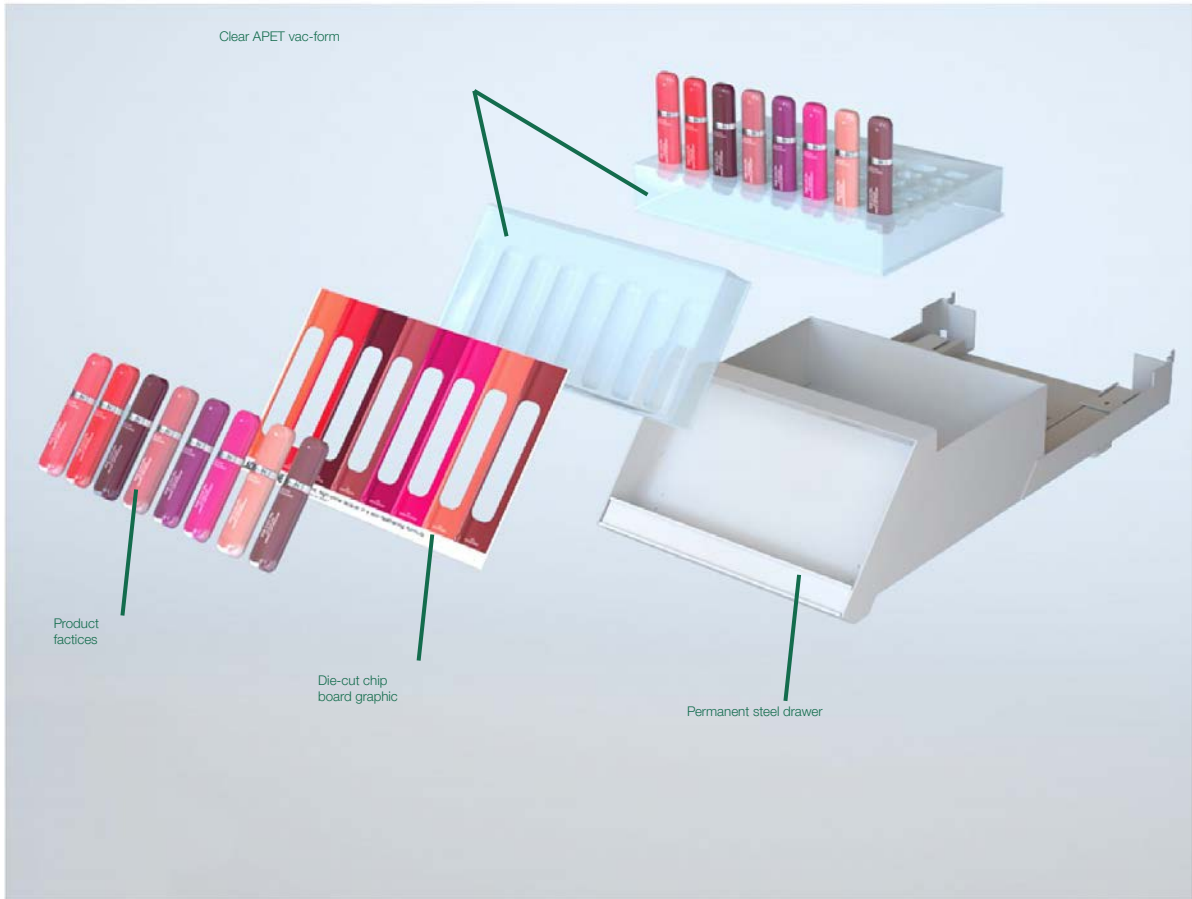


Rethinking the traditional cosmetic merchandising system to create one that is inherently more sustainable and minimizes material for updates.

## Operational Efficiency



Redefining the traditional model to streamline updates and reduce update labor.



# Campaign Concept

Revlon ColorStay Xtensionnaire™ Lengthening Mascara

## UNLIMIT YOUR LIMITS

This concept is about living with no limits in sight, not even the ones we make for ourselves.

Through an efficacy/ingredient story, it's knowing that ColorStay Xtensionnaire Lengthening Mascara does that for your lashes - extending them to unprecedented lengths, while defining and nourishing them. Up to 24HR wear.

Through a human lens, it's about refusing to let limiting thoughts define our potential, recognizing that there's infinite power and perspective in the way we choose to take life on.







## INDUSTRIAL DESIGN

Logo Design  
Brand Persona Design  
Font design  
Brand Guide Design  
Asset treatment Design

## GRAPHIC DESIGN

Photography Direction  
Print Media Design  
Packaging Design

# CLEAR.

# 2019 - Present

INDUSTRIAL DESIGN | GRAPHIC DESIGN | EXPERIENCE DESIGN | SERVICE DESIGN | PACKAGING DESIGN

**CON CON**  
Handheld Tablet with  
Fingerprint reader

**JACK JACK**  
Face ID Pilot testing

**MERCURY**  
Facial Recognition +  
Temperature scanning

**NEO**  
Facial Recognition POD

**POD 2**  
Future of lane PODS

2019

2020

2021

2022



# SWOOP

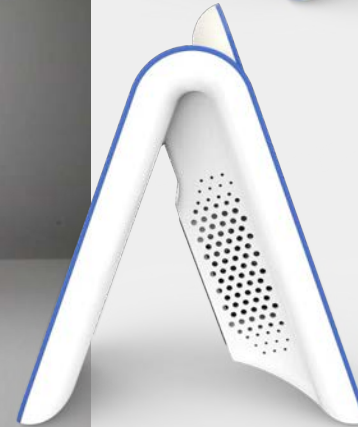
Pilot integration with Mashgin

- Checkout with CLEAR
- Enabled age verification and checkout using biometrics (FPR)
- Piloted with Mashgin & Aramark at Mets stadium



# JACK JACK

Precursor to NEO, utilized fixed angle camera. Piloted with Delta at Atlanta Sky Lounge



# COBRACK

Precursor to NEO, utilized fixed angle camera. Piloted with Delta at Atlanta Sky Lounge

- New camera at different height
- Working prototypes built and tested at Sky lounge



Customize journey and text in red for your partner

# CON CON

Confer & Concur device used by the ambassadors near the TSA checkpoint at the Airport verification lane.

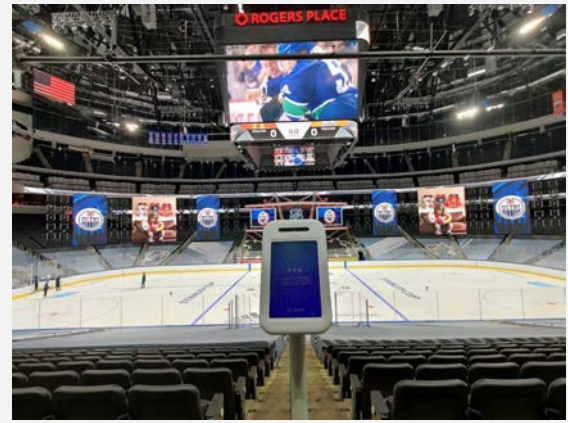
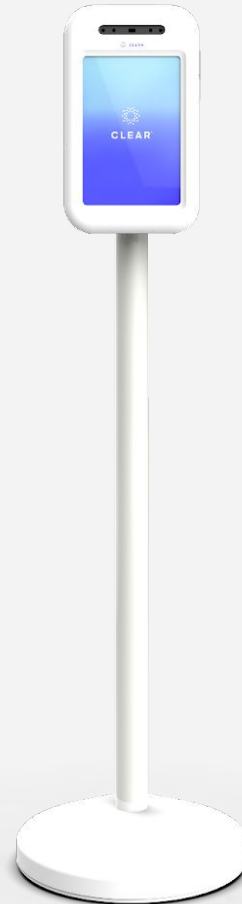
- Combines Fingerprint reader with tablet
- Secures ports for security
- Hand strap for all day comfort



# MERCURY

Thermal hardware for venue access originally developed for the NHL Stanley Cup Playoffs

- Idea, to design, and into production at scale within 8 weeks
- Supported dozens of partners with 100s of Skyler devices
- Worked in conjunction with CLEAR app to grant venue access





# NEO

NEO is CLEAR's modular biometric "Pod".

Further modularity expansions to the product include: bar code, doc scanner, thermal cam, NFC, etc.





# NEO *Live* in Sports Stadiums



# NEO + temperature scanning

