

PORTFOLIO 2026

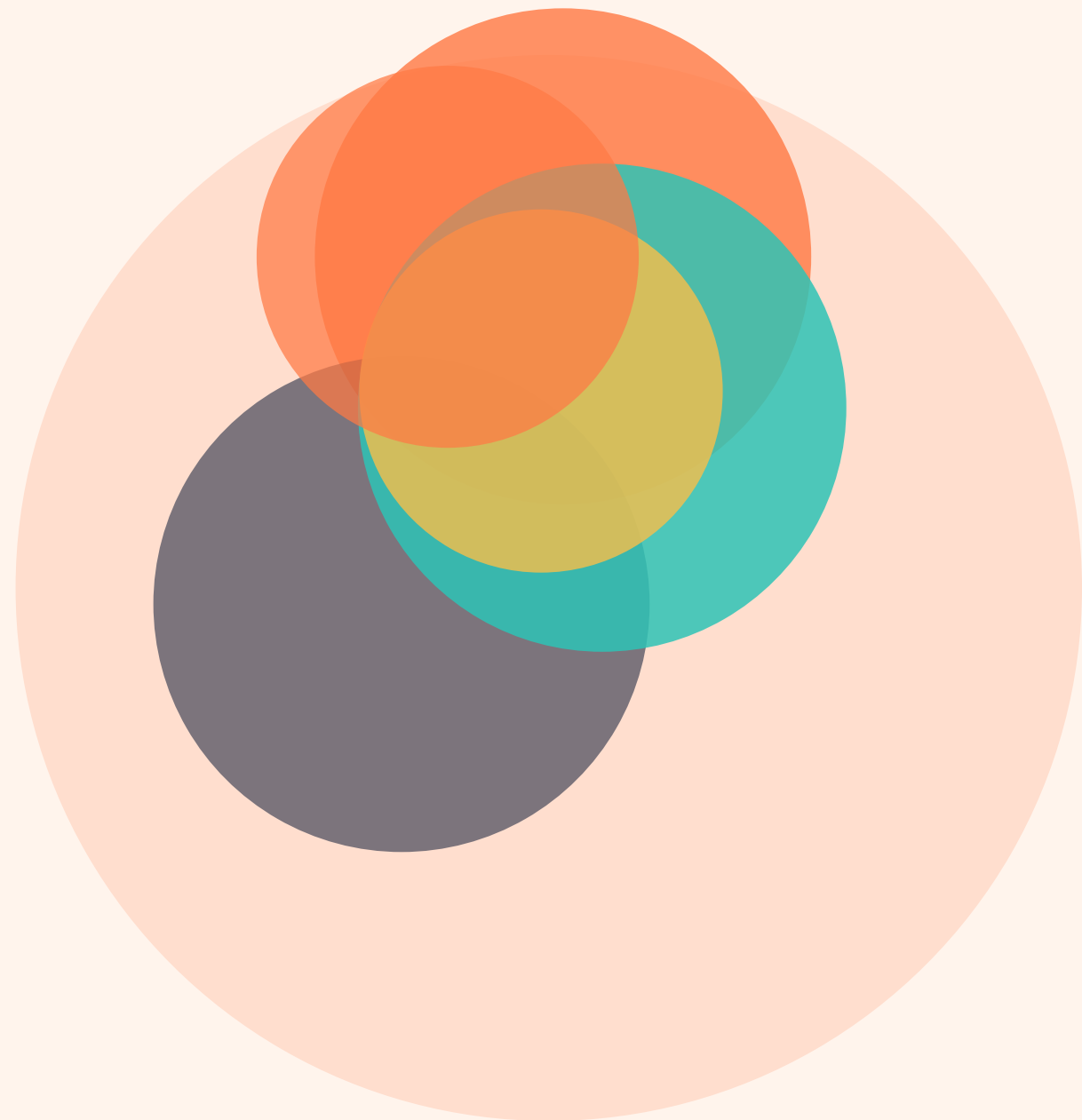
Aditi Menon

Brand & Visual Designer

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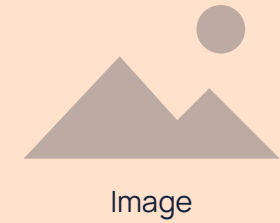
Agenda

01 About

02 Selected work

03 Process

04 Contact



Image

Hello, I'm Aditi

I design brands that feel warm, clear and unmistakably local.

I help small businesses and startups build identities, packaging and campaigns. My work blends Indian craft references with clean modern typography.



Portrait photo

In numbers

6

years of experience

60+

projects delivered

25

happy clients

Selected work

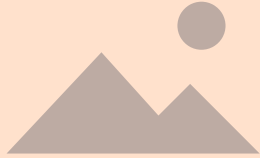


Image 1

Tea brand identity

Logo, packaging and shelf system



Image 2

Café rebrand

Menus, signage and social



Image 3

Festival campaign

Posters and digital kit

Tea brand identity



Project image

Logo, packaging and shelf system

Challenge, approach and outcome – summarise the brief, show the key decisions and end with the result. Replace the image with your strongest visual.

Café rebrand

Menus, signage and social

Show the before and after, the constraints you worked within and what the client said about the result.



Project image

How I work

01 Discover

Brief, research and goals

02 Define

Direction and moodboards

03 Design

Concepts and refinement

04 Deliver

Final files and handover

Services

01

Brand identity

Logos, colour, type and guidelines.

02

Packaging

From concept to print-ready files.

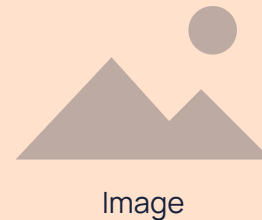
03

Campaigns

Posters, social and outdoor.

Tools and skills

- Illustrator, Photoshop, InDesign
- Figma for digital layouts
- Hand lettering and illustration
- Print production and colour management



Image

Let's work together

Available for freelance projects from next month.

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