

Portfolio



Prithvi Sookur

Graphic Designer



Hello! I'm Prithvi.

I am a passionate graphic designer with an interest in working with like-minded people in creative environments.

I have experience in client work and have worked to extensively tight deadlines in some work environments.

I've passion for design and photography. Having worked in a few agencies, I have a good understanding of the design and printing process.

I enjoy working with peers and look forward to meeting new people in all work environments.

ABOUT

Objective

To work in an agency that gives me the opportunity to showcase my design skills and grow in the creative environment.

Education & Qualifications

Degree in Creative Advertising & Graphic Design (2014-2016)
Curtin University

Diploma in Graphic design (2013-2014)
Charles Telfair Institute

Certificate in AUTOCAD (2012)
SmartLEARN Training Centre

Microsoft Office Package (Word, Excel, Powerpoint) (2011)
SmartLEARN Training Centre

Higher School Certificate (2009-2011)
Sir Leckraz Teelock SSS

Higher Internet and Core Computer (IC3) (2006)
Ebene SSS

School Certificate (2004-2008)
Ebene SSS

Experience

In the Design industry, I've worked as Graphic Designer at four companies during my university breaks where I had the opportunity to put into practice the techniques and tools that I learned. After completing my degree, I landed my first full time job as a Graphic Designer at camwAD where I was in charge of advertising campaigns, conception of ideas, development of ideas into final products, preparing files for printing, management of social media pages & creating web and app mockups. Currently, I'm working at Price Guru where I'm in charge of online advertising works like social media ads, website artworks, newsletters and google ads.

camwAD Advertising & Design

Work Experience: 2yrs

Mauriflex: Packaging & Flexo Ltd

Work Experience: 1yr

Central Electricity board

Work Experience: 2 months

Atoba Communication

Work Experience: 1 month

Price Guru

Work Experience: 1yr 2 months

ABOUT

Goals

I want to climb all the different stages in the field and attain my life ambitions. Having already worked as a graphic designer and trainee for More than 3 years, I want to take to the next level that is working as a graphic designer and continuing my progress in the industry.

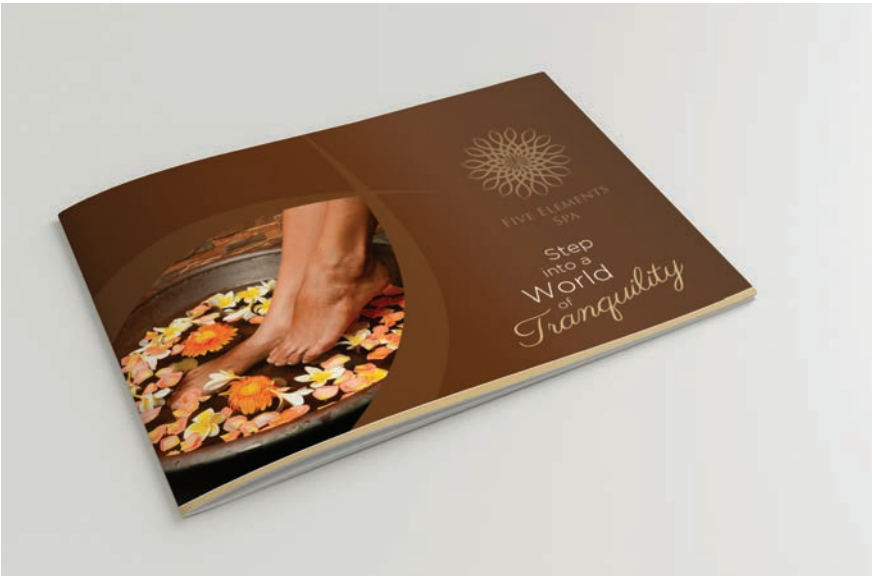
Earning respect from colleagues and getting recognition for work will thrive me in improving all the time. I want to work in major projects and get more responsibilities. That will be key in motivating me to work everyday.

Feedback played an important role in developing my skills and I want it constantly that way. In 3-4 years, I see myself working as a Senior Graphic Designer. Someday, in the future, I like the idea of becoming an Art Director. Hopefully, I can achieve something quite remarkable and have a long career in the industry. For the time being, I'd like to continue learning and growing everyday from personal experiences.

Skills

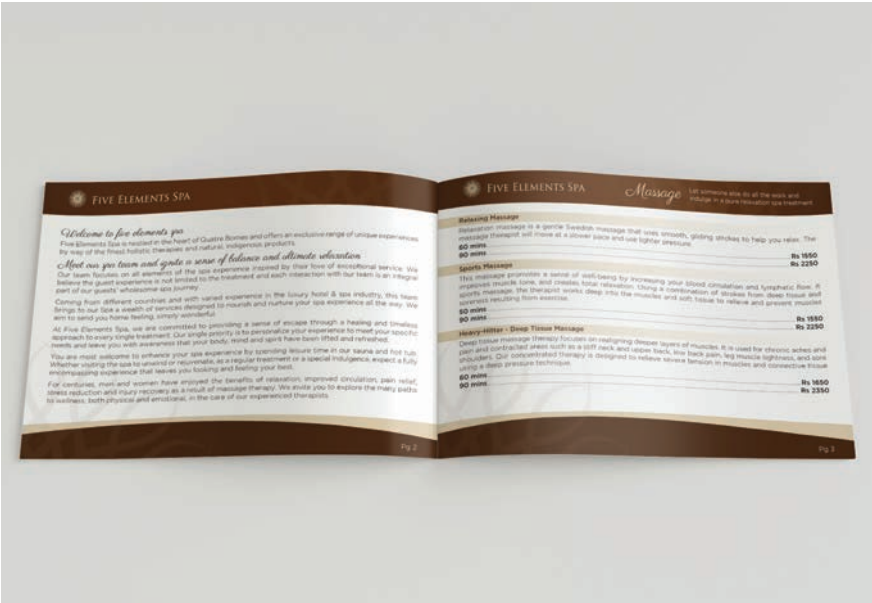
(Main)

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Extensive knowledge of both Mac and PC platform
- Extensive knowledge in photography.
- Word, Excel and powerpoint
- Internet and e-mail applications
- Adobe Flash
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Dreamweaver
- AUTOCAD



Five Elements Spa is a local company providing services like massages, ayurveda, body rituals, nail care, waxing and many more.

The brand was inspired by the nature's five basic elements which are earth, water, fire, air, and space.



Brochure work based on the services provided by the company.

Promotional flyers are monthly updated and used for online advertising and also for print.

This book was published for the purpose of promoting Mauritius to the unknown; mainly visitors who are yet to discover the island. By the guide of this book, they may be acknowledged in terms of diversity, cultures, religions, places of interest and food of 'THE AMAZING MAURITIUS'.



**EDITORIAL/
PUBLISHING**

Client: First Foto Ltd (Coffee Table Book: The Amazing Mauritius)



IGL is a finance company that has an ultimate goal of reaching the very top.

Skycrapers are often referred as “guaranteed longevity” and sophistication in the sector; that’s the concept of the logo and cover photo of the annual report.

Birdwood Estate is a modern real estate where investors can experience the perfect mixture of style & sophistication as well as being surrounded by the nature. This unique blends into an environment you may always dream of.

The logo was inspired by a peaceful atmosphere where tranquility reigns and reflecting a background away from pollutions. The aim was to give its audience a 'Pure' feeling about the place.



**EDITORIAL:
BROCHURE**

Client: Birdwood Estate

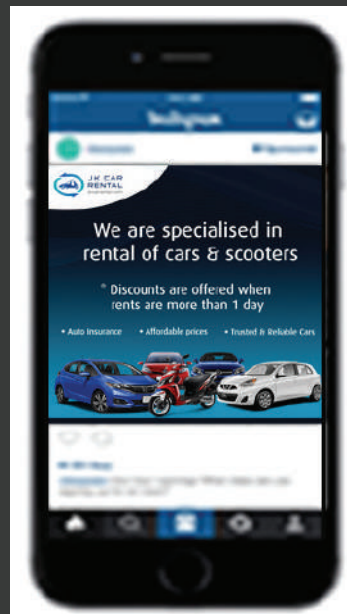


The company was established with the idea of delivering Wine & Spirits from Australia and Japan to the locals which is something never done before. Being completely new to our people, the brand needed to be properly advertised. Brochures were the main tools to attract suppliers through detailed descriptions and physical appearance of the products.

Sake is a Japanese rice wine. The alcoholic beverage is made by fermenting rice.

JK Car Rental is a car & scooter rental company. Since they are new in the business and has a low profile, some marketing materials and online presence were needed to better promote and advertise the brand.

The logo illustrates a combination of a car and a scooter. The arrows shows movements of the ongoing rental process.





Mini Crunch is a fruity kid's cereal, rich in fibres. A cartoon character was created as the main attraction for its target audience. A funky logo was selected to represent the brand.



Lionheart is a premium beer for the young generation. It has a friendly and juvenile approach.

Trebon is a local Tuna Flakes Supplier. A fresh look was given to the new packaging design.

Smile is a washing powder brand, bringing a smile on thousands of ladies' faces.

VIP Special is a premium flour brought to the Mauritian market.

Presto is a local noodle company. A dynamic outlook and more aesthetically pleasing look was given to the packaging.

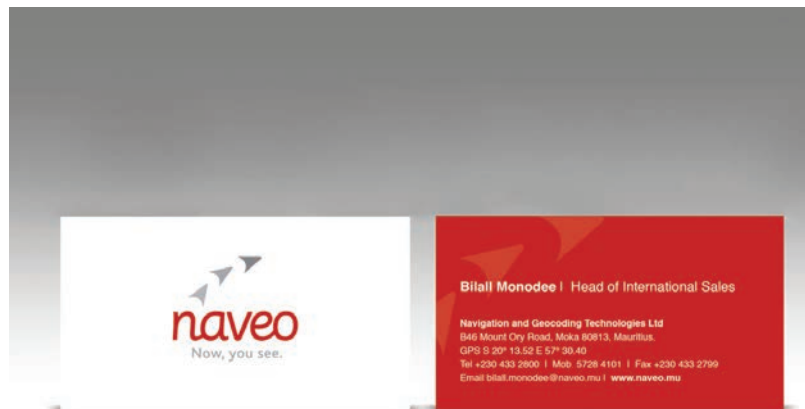
BonBon legumes has a packaging reflecting the fresh vegetables and simplicity of nature.





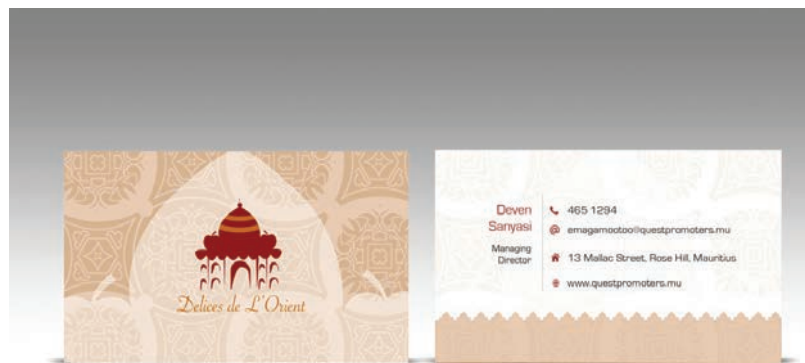
Diesel Link is a petrol Supplier. Being new to the Mauritian market, the company needed a modern logo linking the services provided.

Finctax is a local finance company. The sharpness of the logo edges shows the precision, acute attitude and level of professionalism showed by company.



Safyr Capital is a niche corporate finance and advisory firm providing a range of financial services with a view to unlock value in customers businesses.

Naveo is an all-in-one platform that encompasses a telematics solution, an Internet of Things (IoT) platform and a geographical information system (GIS).



PWE is a sports clothing company. The logo has a modern touch, reflecting to its target audience which are mostly youngsters.

Delices de L'orient is Middle-East sweets company which is yet to open its doors in Mauritius.

Winmart Supermarket is a local supermarket with big goals. The company was rebranded to better stabilise itself in the market.

The idea of the company name started with a logical technique used by almost every buyers; that is 'buying smartly' and still 'winning something in return'. Ultimately, we came with the name 'WINMART'.

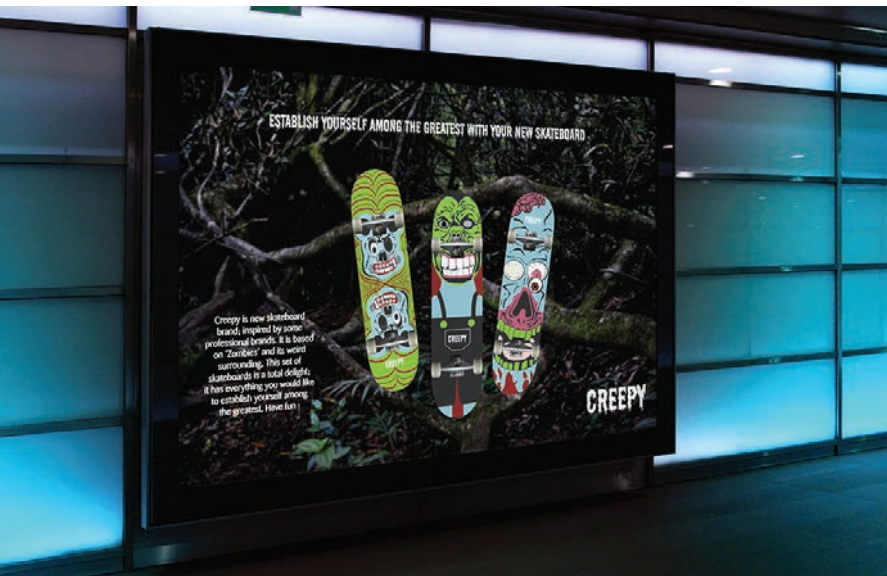
The brand has the colours of the Mauritian Flag. The logo comprises of a 'W' in the form of a shopping trolley.

Often, on special occasions, promotional items are advertised.





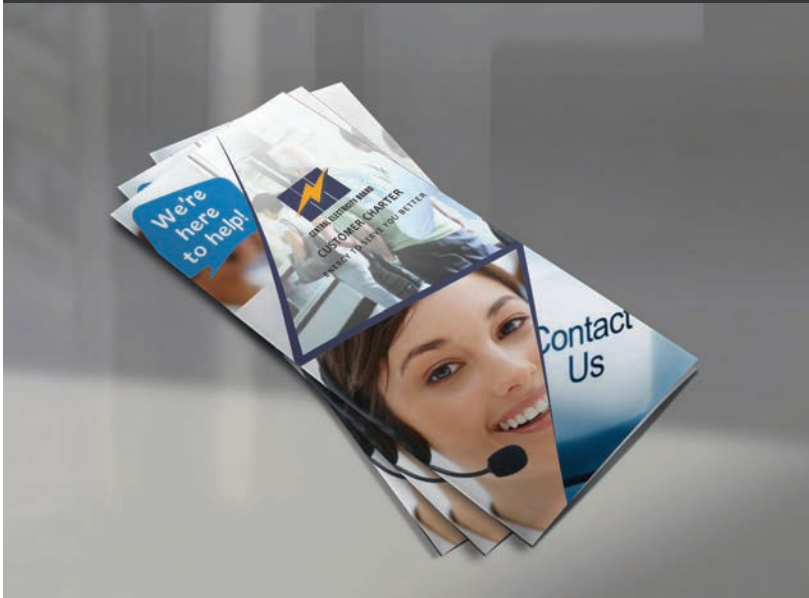
Naveo one has a unique GPS system which can track vehicles on our roads. The app is under construction. From user experience, to design, everything was designed and classified so that it could easily be used on mobiles and tablets by anybody.



Creepy is a skateboard brand. Its main target audience are skateboarders and young adults (hippies). The name reflects the brand actually that is being bizarre, unpleasant but at the same time being trendy.

Quest Promoters is a real estate agency, providing first class services to its happy customers.

Central Electricity Board is the main electricity supplier of the country. Working as a designer in the customer service, there was a demand for flyers, brochures and signages to properly guide its customers.





SBI (Mauritius) may be the biggest bank in India but in Mauritius, it's way behind the local banks. Thus, efforts are consistently made to try to build a more solid and well regarded reputation among the Mauritians.

Billboard ads, newspaper ads, bus advertising are ongoing marketing and advertising processes to showcase the advantages and facilities offered by the bank.

Promotional items like flyers, brochures are often seen distributed in banks to keep up to date with the latest tariffs, facilities or opportunities present for its customers.

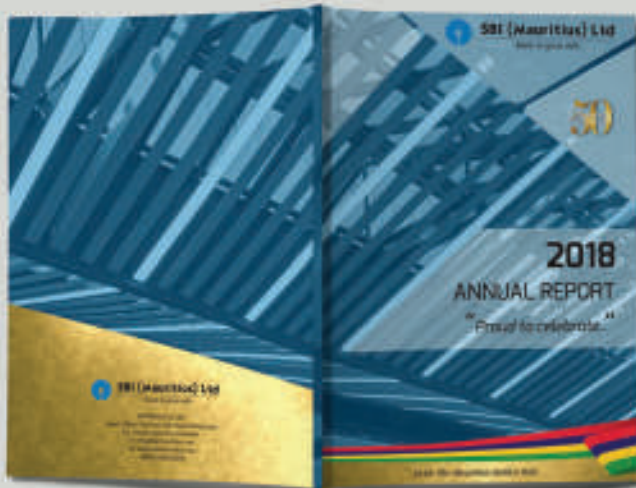
Here the concept is on a child's passion and dream. The tagline 'Dream big so that one day it can come true' was used to describe the image used. Sometimes, because of difficulties and hurdles in life, one can have his dreams starting to vanish. But eventually, loans came in play and helped in realising it.

The theme for 2017 SBI (Mauritius) annual report was 'Continuity' which in a way reflects the journey made by the bank uptil now which is a major accomplishment while a few other banks had to stop the adventure. It shows the good work made by the company in maintaining a good record and continuing the good service to its loyal customers.



BRANDING

Client: SBI Mauritius Ltd (Brochure Design)



The theme for 2017 SBI (Mauritius) annual report is on the 50th anniversary of Mauritius. It is considered as a golden era in the history, reflecting all the development brought to the island.

ProContact is a telecommunication enterprise. The graphics used shows connectivity and technology to relate the services advertised.

The sign-in page for Ministry of Health & Quality of Life was designed to ameliorate the image and give a professional outlook of the department.

The flyer was designed for local dentist to sensibilise his young patients to care for their teeth.



Alpha Group
Clean to be different

CLEARANCE SALES!

Come visit us at our soon-to-be-renovated Showroom in Moka to discover the very best deals. To celebrate we are offering our Lowest Price Sales event!

SPECIAL OFFER
MEGA SALE
UP TO 25% OFF
LOW PRICES

Super Deal!

Lowest prices on our most popular products

- All Bins (12L & 30Ls), Recycle, Refuse
- Brooms, Brushes, Sprays
- Deodorizing Toilet Cleaner
- Hand Towel Dispensers
- Soap Dispensers

RS 95 (12L)
RS 925 (30L)
RS 1500 (30L)
RS 90 (12L)

SALE DATE: 5 April - 11 April

Visit our New Showroom & Office:
Point Lacroix, Moka, Telfer Moka

Alpha Hygiene

30 YEARS OF SERVICE
1984-2014

Tel: (230) 430 2200 | Email: info@alphahygiene.mu | Web: www.alphahygiene.mu

The Cūbbies
International Pre Primary School
6, Malartic Street Rose Hill
Tel: 5252 0116
NURSERY - PRE-PRIMARY SCHOOL
AFTER SCHOOL HOURS AND
HOLIDAY CLUB

ADMISSION OPEN

ThecubbiesMru

your camwAD is HERE

- DESIGN • ADVERTISING
- WEBSITES • GRAPHICS
- DIGITAL • VIDEO • PHOTO
- PRINTING • DISPLAY

add us as camwAD

camwAD

Alpha Group is the leading support service group in Mauritius. It offers services like cleaning, hygiene services, pest management services, Building Maintenance and Property Service. The flyer is a mega sale advert showing the list of items on sale.

The Cubbies is a nurturing pre- primary school that provides affordable quality education and child care in a stress free environment.

The characters of camwAD are in the forms of services provided on the local and international platform.

The theme of the birthday party was 'party animal'. Diamonds were incorporated since the latter has a soft spot for diamonds.

GSR and its subsidiary company, Sheridan Supermarket's billboard advert. The message delivered is even after spending in shopping, there are some money left.

RS.VP

DEYNA

WELCOMES YOU TO HER

BIRTHDAY PARTY

COME AND HELP CELEBRATE IN STYLE!

LOCATION: SIRIUS BAR, SHANDRANI HOTEL
SUNDAY 29TH APRIL - 7PM TO 11:30PM

DRESS CODE
SMART
CASUAL

GSR
Réunis pour mieux vous servir

Sheridan
MEMBER OF THE SHERIDAN GROUP
supermarket

*“Shopping fini...
Kass resté!”*

Tel: 234-7888
La Tour Koenig, Commercial Centre



Date: 30.08.2017

this is to certify to all members that Royal Kitchen has started Business on 30.08.2017, Dealing as a Company for the preparation of Food and Delivery through Telephone orders or Online services.

Royal Kitchen will mainly deal with Corporate clients, but will also be open to general customers who wish to place orders over and above quantities of 15. It will also deal with large catering orders for all Events & Gatherings.

The company will consist of the following members:

- Arvind Beeharry
- Bramananda Sanyal
- Fatmah Dreepaul
- Gulshand Naunkoo
- Tejanand Hurkoo

Best regards,

Arvind Beeharry
Director
camwAD Ltd
Advertising & Design



Royal Kitchen is a newly established food delivery service which has a unique way of preparing freshly cooked home food and delivering it at your home or office.

Some promotional items like flyers, brochures, email signatures, letterheads and some more, were used and branded in such a way that it can be used as a marketing tool in targeting its audience.

ROYAL KITCHEN

5 429 4202
order@royalkitchen.mu
www.royalkitchen.mu
BRN: C17150931

Follow Royal Kitchen on Facebook

DELIVERY SERVICE: Call 54294202

"Good food is a celebration of life ..."
- Sophia Loren

Often, Naveo releases a newsletter to keep its clients and the general public updated about the facts and things developing at the company.

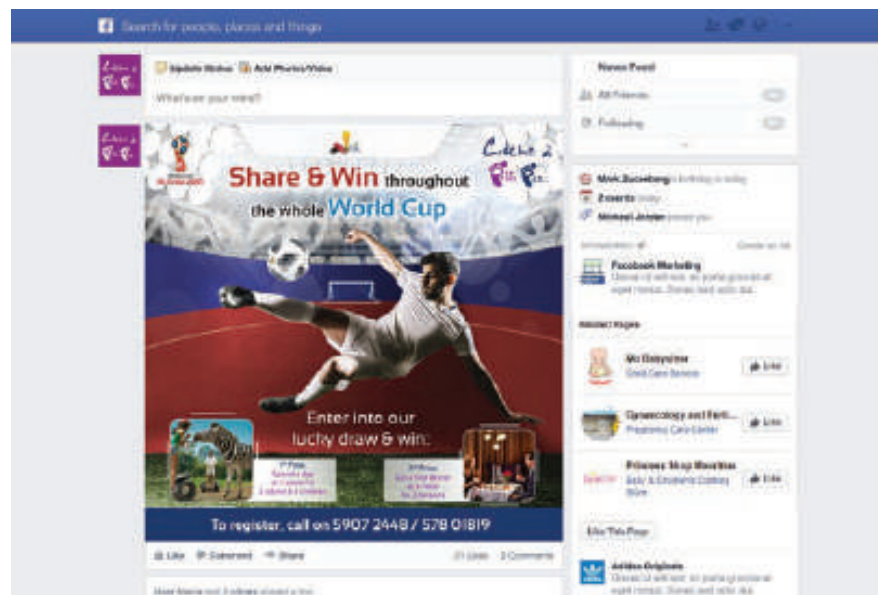
Ki Position is a subsidiary company for Naveo. It has the ultimate goal of turning to be useful to all those people who want to be alert of the movements on our roads. The GPS system can eventually turn helpful to all those companies who want a record of their drivers or staffs. The mobile app is currently under construction.

The brochure is a guideline of the app and its functions.



ONLINE ADVERTISING

Client: Naveo (Website Newsletter/ Ki Position (GPS Tracking: Interactive Brochure)



The bus stop billboard is about a governmental app which is currently under construction. It will soon be opened to the public in believe of creating a 'smarter' solution to our society' problems.

For the special occasion of the world cup, Creche a petits pas, a pre-primary/nursery school is offering vouchers to the lucky winners of a facebook post contest and at the same time doing a cross-promotion of the services offered to the general public.



The last two works are based on Mother's Day. R.Jaloo is a jewellery shop in Rose Hill. Products are displayed with discounts for the big day.

Being new to the locals, 'Ki Position' wants to create a brand awareness about its services. The logo consists of a pin. Here, it is placed on a 3-D map and wrapped across the bus.

The campaign also comprises of billboard works to advertise the public on the app.

National Computer Board (NCB) invitation card has a simple design and is clear enough to deliver the right message to its audience.

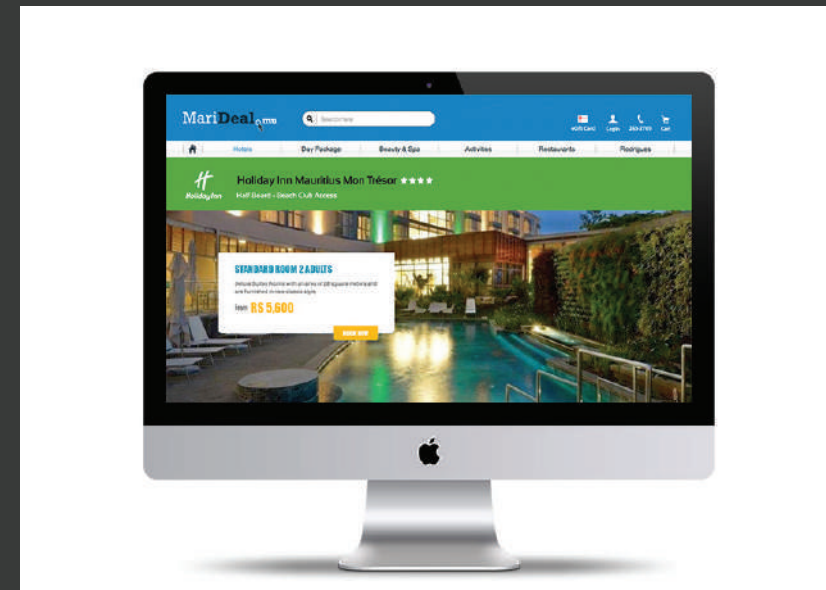
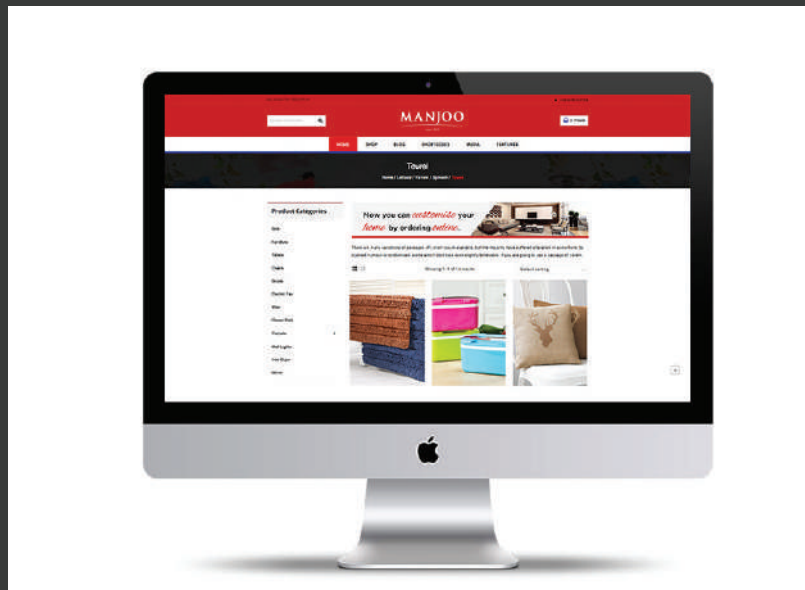
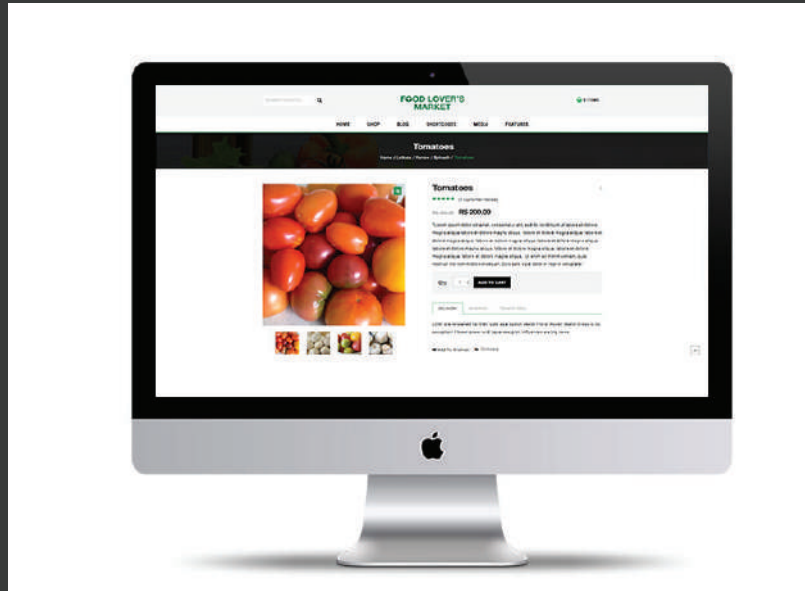




Serenity is a local pension scheme administrator offering exclusive pension administration solutions to external pension schemes.

The concept is based on support. It involves children who from a very young age gets the support of his/her parents and vice versa when the latter gets older.

The web mockups are designed for e-commerce websites. Mauritius going digital will allow online shopping to take another dimension.




ONLINE


Client: Food Lover's Market / GSR / Manjoo / Marideal (Holiday Inn) Web Mockups)



Graphic Design • Editorial Design • Packaging Design • Photography

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