

Graphic design

Portfolio

Maham
Vohra

Web design

Maham Vohra
mahamvohra1@hotmail.com
+1 (514) 758-3929

About me

Graphic & Web Design



Hello,

My name is Maham, and I am a graphic and web designer based in Montreal. I am passionate about providing innovative design solutions for businesses of all sizes. As an independent designer, I am always excited to work with new people and collaborate on creative projects.

Helping others and presenting unique ideas is what drives me. I take pride in my work and believe that attention to detail is crucial in creating successful designs. I am committed to personal and professional growth and continuously seek opportunities to learn and connect with other industry professionals.

I am confident that my expertise and dedication to design will bring value to any project I work on. Thank you for considering my services, and I look forward to the opportunity to work with you.

Skills

Programming

HTML

CSS

JavaScript

Java

c#

SQL

Adobe

Photoshop

InDesign

Illustrator

Microsoft

Excel

Word

PowerPoint

Others

Linux OS

Oracle Database

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Unity Airways

Branding

Project:

The project goal is to create a unique brand identity that includes designing a logo, brand name, and brand guidelines.

Challenge:

The challenge is to develop a brand identity that stands out from competitors and effectively communicates the brand's values and purpose. Additionally, it is crucial to understand and include all necessary elements in the brand guideline.

Solution:

- Conduct thorough research on other similar brands to understand their branding strategies and what makes them successful.

- Brainstorm keywords related to the brand, such as values, mission, target audience, and unique selling points.

- Create a key visual that captures the essence of the brand and resonates with the target audience.

- Sketch different logo options that reflect the brand's personality and values, and refine the designs based on feedback and testing.

By following these steps, we can develop a brand identity that effectively communicates the brand's values, stands out from competitors, and resonates with the target audience.





TheHunter

Logo Redesign

Project:

My personal project involved redesigning the logo for TheHunter: Call of the Wild, a hunting game that I am passionate about, while maintaining the original logo's integrity.

Challenge:

To achieve my objective, I encountered the following challenges: creating a logo that represented the game's essence while also being visually appealing and recognizable, preserving the original logo's integrity, and ensuring that the new logo would complement the game's visuals and branding.

Solution:

- Created a new symbol that encapsulated the game's core elements, such as the wilderness and wildlife.
- Retained the original logo's color palette to maintain consistency and familiarity.
- Created mock-ups of the new logo on various merchandise and promotional posters to visualize how it would look in real-life scenarios.

Overall, by taking a careful and thoughtful approach to the redesign process, I created a new logo that effectively represented TheHunter: Call of the Wild while preserving the game's original identity.





Altisoft

Logo Design

Project:

The objective of this assignment was to establish a unique brand identity for Altisoft, a software company, that distinguishes it from its competitors.

Challenge:

To achieve our goal, my challenges were creating a unique brand identity, choosing an appealing color palette, and developing an effective branding strategy by researching successful campaigns. This helped us stand out in the market and connect with our target audience.

Solution:

- Conducted thorough research on the industry to gain a better understanding of the target audience, competitors, and market trends.
- Developed a color palette that represents Altisoft's values, mission, and the industry sector it operates in.
- Created mock-ups that showcase our branding work, which were essential for the company to visualize our proposed branding concepts and make informed decisions.

Overall, by using research-driven insights and a thoughtful approach, we successfully established a unique brand identity for Altisoft that sets it apart from its competitors and resonates with its target audience.





Milo Collection

Book cover/ jacket serie



Project:

The project involves creating a series of four book covers, including the front covers, back covers, spine, and inside flaps.

Challenge:

The challenges in this project include understanding the book's themes and characters to create a design that links all four books in the series. Additionally, it is essential to create captivating covers that catch the reader's attention and encourage them to pick up the book.

Solution:

- Understanding the book skeleton, themes, and characters to get a clear idea of what the series is about.
 - Finding a common theme that runs throughout the series and linking all four covers through a unique design element, such as a color scheme or typography.
 - Researching other successful book cover series to get inspiration and learn best practices.
- By following these steps, we can create a series of book covers that effectively communicate the themes of the series, link all four books through a consistent design, and capture the reader's attention with captivating covers.



Maham is an upcoming children's book writer. Her stories focus mostly on a character called milo who performs different activities such as cooking, playing, traveling, learning, teaching and many more. Her book focuses on teaching young children about the world, and its wonders.

Join Milo, a mysterious adventurous individual who loves traveling. This time Milo is traveling to the Maldives to enjoy some time at the beach. He wants to capture his adventure days at the beach to share his experience with his friends. Join milo on his adventure at the beach.



US \$13.95 CAN. \$21.00
Animalproductioninc.com

Play with Milo
by Maham



A book by Maham

Travel WITH MILO



ANIMAL PRODUCTION INC

Hi friends,
it's Milo



Maham is an upcoming children's book writer. Her stories focus mostly on a character called milo who performs different activities such as cooking, playing, traveling, learning, teaching and many more. Her book focuses on teaching young children about the world, and its wonders.

Join Milo, a mysterious adventurous individual who loves cooking. Milo has been learning how to cook. He spends his day cooking and teaching his friends easy recipes to try at home. Join milo on his cooking adventure.



US \$13.95 CAN. \$21.00
Animalproductioninc.com

Play with Milo
by Maham



A book by Maham



ANIMAL PRODUCTION INC

Hi friends,
it's Milo



Maham is an upcoming children's book writer. Her stories focus mostly on a character called milo who performs different activities such as cooking, playing, traveling, learning, teaching and many more. Her book focuses on teaching young children about the world, and its wonders.

Join Milo, a mysterious adventurous individual who loves learning and teaching others. Milo is very knowledgeable. He spends his day learning and teaching his friends. Milo wants to educate young children like you. Join milo on his learning adventure.



US \$13.95 CAN. \$21.00
Animalproductioninc.com

Play with Milo
by Maham



A book by Maham



ANIMAL PRODUCTION INC

Hi friends,
it's Milo



Parc Omega

Web Design UI



Project:

The project involves creating a bilingual single page app (SPA) to promote a national park. The SPA will incorporate features like APIs, animations, page sections, maps, and smooth scrolling.

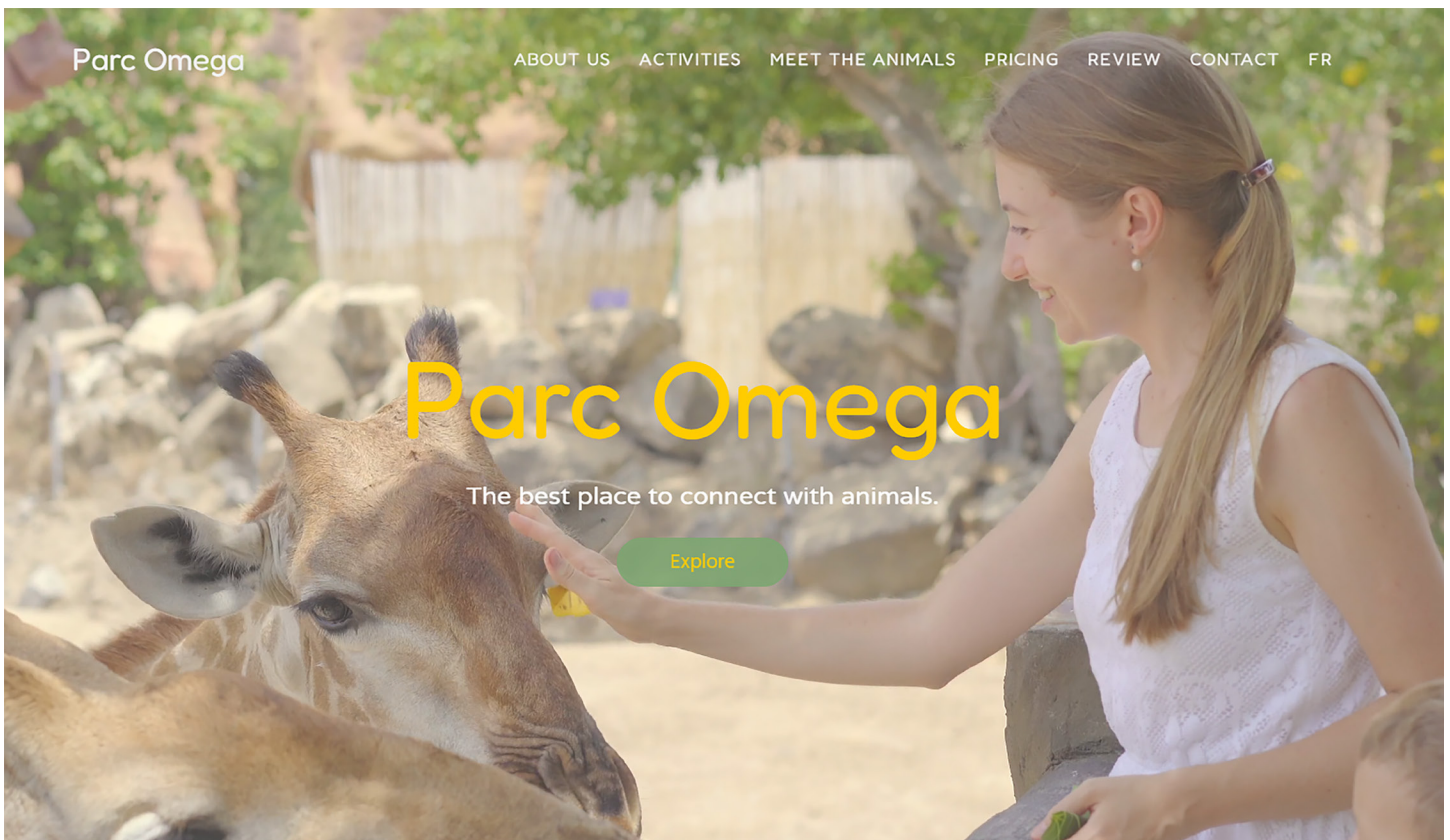
Challenge:

The challenges in this project include researching the chosen park to understand its unique features, integrating SPA features to enhance user experience, managing time effectively, and designing an innovative layout.

Solution:

- Researching the chosen national park to gain a comprehensive understanding of its unique features and attractions.
- Sketching a wireframe and layout.
- Collecting all information, including images, videos, and relevant data, to populate the SPA.
- Integrating SPA features to enhance user experience, such as interactive maps, smooth scrolling, and engaging animations.

By following these steps, we can create a bilingual SPA that effectively promotes the national park, provides an engaging user experience, and showcases the park's unique features and attractions.



Activities

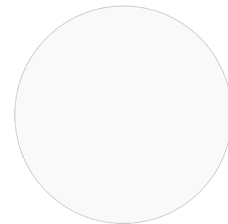
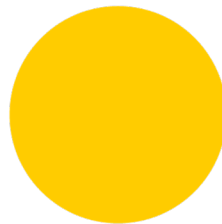
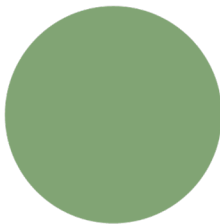
Drive-Through

The drive-through experience is on 12 kilometers marked path where you can feed carrots to the deer. The total length of this car tour is approximately 1 hour and 30 minutes. This family tour will enable you to see animals from Quebec.



Walkway In The Trees

Spend the day with friends and family walking from tree to tree thanks to our newly installed and improved suspended walkway. With connecting over 25 trees together, park omega allows guests to experience the breadth of biodiversity.



Rat Game

Web creation and design



Project:

The project involves designing illustrations and coding an interactive game using HTML, CSS, and Javascript.

Challenge:

The challenges in this project include creating high-quality illustrations of game assets such as rats, cheese, traps, promotion banners, and icons. Additionally, coding using Javascript can be challenging with limited experience.

Solution:

- Planning all the elements we want to incorporate into the game.
- Setting deadlines for completing the main illustrations and the working code.
- Illustrating the game assets, ensuring that they are consistent with the game's theme and create a cohesive look and feel.
- Coding the game using Javascript. We will use libraries and frameworks where necessary.
- Testing the game thoroughly to ensure that it is working correctly and is bug-free.

By following these steps, we can design and code an interactive game that is engaging and fun to play.





abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Power Rangers

Video editing - Stop motionz



Project:

For this video and audio editing assignment, our task was to create a stop motion video that told a story, with a minimum duration of 6 seconds.

Challenge:

To achieve our goal, my challenges were identifying the necessary equipment for producing a high-quality stop motion video, effectively managing our time to meet the deadline for filming, editing, and finalizing the video, and comprehending the critical elements of stop motion video, such as lighting, pacing, and storyboarding.

Solution:

- Scheduled adequate time for each phase of the project, including filming, editing, and finalizing the video.
- Created a sketch of the story we wanted to tell in the video, which allowed us to visualize the concept and streamline the filming process.
- Watched tutorial videos to gain a deeper understanding of the essential elements of stop motion video and how to incorporate them effectively into our work.

Overall, by taking a structured approach to the project and dedicating sufficient time to each phase, we created a stop motion video that effectively told a story and met the assignment's requirements.





Valorant beginner's guide

Booklet Design

Project:

The project involves creating a 24-page training manual on a topic of interest and providing instructions for beginners.

Challenge:

The primary challenge in this project is to create a uniform design throughout the booklet. Consistency is essential to ensure that the manual is easy to read and understand.

Solution:

- Dividing the project into two stages: gathering information and images, and designing the layout.
- Gathering information from reliable sources and selecting relevant images that align with the topic.
- Designing the layout of the manual, taking inspiration from previous booklets or manuals created for similar topics.
- Choosing a consistent color scheme, typography, and formatting style to ensure that the design is uniform and visually appealing.
- Creating a clear and easy-to-understand writing style that caters to beginners.

By following these steps, we can create a high-quality training manual that is informative and engaging.



INSTALLATION

In this chapter we will learn how to install the game on your computer as well as creating your own riot account

Step 1:

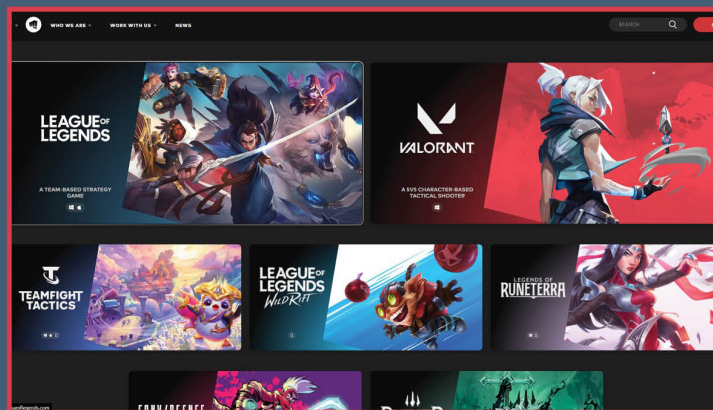
Visit the riot game website <https://www.riotgames.com>

Step 2:

Scroll down till the games section

Step 3:

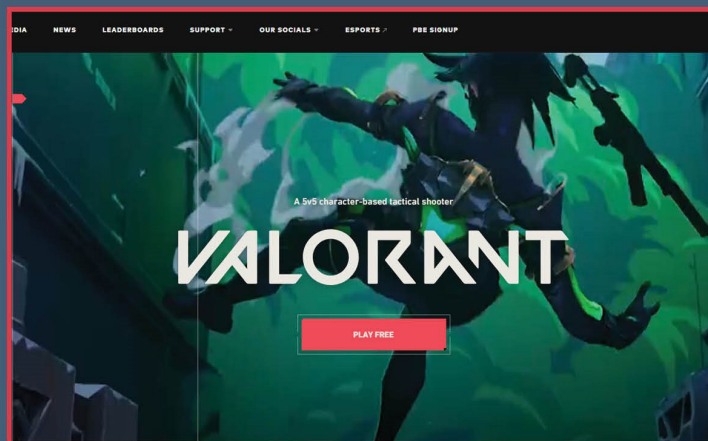
Click on valorant



Note: You will be directed to the official website of valorant

Step 4:

Click on "play free"



Vernissage

Poster Design

Project:

My goal for this project was to design a visually captivating brand identity for the Micromedia 2023 Vernissage marketing materials that effectively showcased the program graduates' creativity and personality.

Challenge:

To accomplish my goal, my challenges were designing a concept that could integrate seamlessly across various print and digital platforms, managing time effectively to meet project deadlines, and selecting suitable visual elements that aligned with the event's theme.

Solution:

- Created a cohesive design that tied all the marketing materials together while capturing the essence of the Vernissage event's theme.
- Found inspiration from previous posters and incorporated them into my design to ensure a unique and visually appealing look.
- Created mock-ups that provided the company with a clear visualization of my proposed branding concepts, which were crucial in helping them make informed decisions.

In conclusion, through careful planning, effective time management, and attention to detail, I successfully designed a brand identity that met the project's objectives and impressed the client.



VANIER
CÉGEP/COLLEGE

OST Micropublishing and Hypermedia

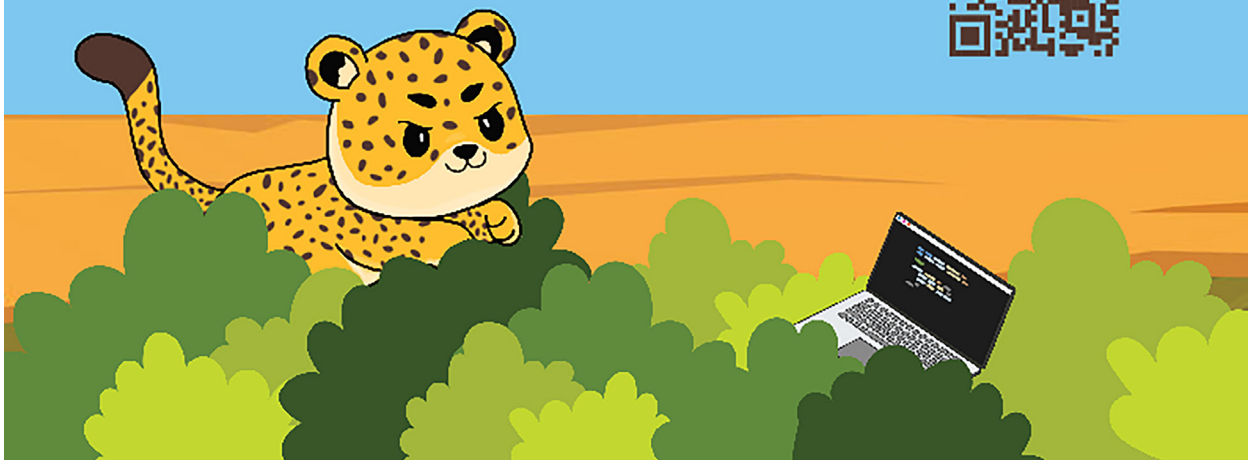
Vernissage

April 13, 2023

Vanier Library 5th floor,
21, Ste-Croix,
Ville St-Laurent

(514) 744-7500 Ext. 7118
micromedia@vaniercollege.qc.ca

Register



Wine Label

Packaging Design

Project:

The project involves creating two wine labels based on an art movement and a small booklet. The project will be done in groups of three.

Challenge:

The challenges in this project include illustrating the labels based on the previous original label and including all content provided in the small booklet.

Solution:

- Gathering inspiration from Pinterest and other sources to understand the existing wine label designs.
- Creating sketches of the wine label design.
- Playing with layout design and different fonts to create a visually appealing label.
- Incorporating all necessary content from the small booklet, such as the history of the wine, the winery, and tasting notes.
- Collaborating as a group to ensure all elements are cohesive and flow together seamlessly.

By following these steps, we can create a unique and visually appealing wine label and booklet





2001



Yellow Tail
Australia

13,0%

Riesling

1,5L

Magazine Cover & Spread

Design & Layout

Project:

The project involves creating a magazine cover and a two-page spread.

Challenge:

The challenges in this project include creating an appealing cover that catches the reader's attention, creating a consistent style throughout the cover and spread, and effectively communicating the magazine's theme.

Solution:

Researching magazine covers and spreads to gain an understanding of design elements that work well.

Identifying colors that reflect the magazine's theme and using them consistently throughout the cover and spread.

Using shapes and graphic elements to create a visually appealing design.

Creating a consistent style throughout the cover and spread, using similar fonts, colors, and graphic elements to create a cohesive design.

By following these steps, we can create a magazine cover and two-page spread that effectively communicate the magazine's theme, use design elements that are visually appealing and popular in the industry, and create a consistent style throughout the design.



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NATIONAL GEOGRAPHIC

Discovery in Peru

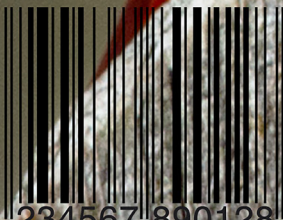
Bird Alert !

New Species Discovered

Endangered Animals

Read More
On Page 50

\$ 15.99 CND



1 234567 890128 >

Montreal Newsletter

Design & Layout

Project:

The project is to create a newsletter for Tourisme Montreal that includes a front cover, one spread, and a back cover.

Challenge:

The challenge in this project is to make the newsletter appealing to the target audience and understand the essential components of a newsletter.

Solution:

Researching the layout designs of newsletters to get inspiration and learn best practices.

Using colourful abstract organic shapes to make the newsletter appealing and fun, while also incorporating the brand's colors and fonts.

Gathering information about activities and events happening in Montreal

Including eye-catching images that showcase Montreal's landmarks, culture, and beauty.

Creating engaging and informative content that is easy to read and visually appealing, including headlines, and subheadings.

By following these steps, we can create a newsletter that effectively communicates Tourisme Montreal's brand and encourages readers to explore and experience all that the city has to offer.



TOURISME /
MONTREAL

SUMMER IN *Montreal*

Best travel
guide for
tourism.

THINGS TO DO P.2

WHERE TO EAT P.3

WHERE TO STAY P.4

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