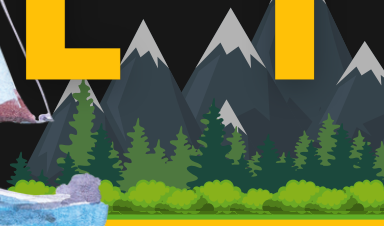




PORTFOLIO



Ketan Shekhar



Hello,

नमस्ते



I'm **Ketan Shekhar,**

Freelance **Graphic Designer & Content Writer** with over 5 years of experience in developing engaging and innovative digital and print designs for clients in a broad range of industries.

Also having an experience in **Sales** with over 5 years makes me an Exceptional collaborative with interpersonal skills and; a dynamic team player with well-developed written and verbal communication abilities.



Personal Details

Education

2009

SSC

Kendriya Vidyalaya,
Jammu

2012

Diploma - Computer Science

Lovely Professional
University, Jalandhar

2016

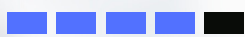
B.tech - Computer Science

Lovely Professional
University, Jalandhar

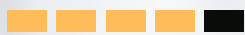
Skills

Software

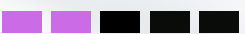
Ps



Ai



Ae



Lr



Xd



Design

Print Design

UX/UI Design

Corporate Branding

Grid & Layout

Programing





Experience

Organization

2016 - 2017

Paytm

(One97 Communications Ltd., Jalandhar, Punjab)

Sales Associate

2017 - 2017

Audi

(Audi Motors Pvt. Ltd., Sri Ganganagar, Rajasthan)

Team Leader (Sales)

2018 - 2020

Ceasefire

(Ceasefire Industries Pvt. Ltd., New Delhi)

Manager (Sales)

Training & Certification

Android App Developer, **INIIT**

Cloud Computing & Salesforce, **IBM**



—
Content,



Services

| UX / UI Design

Desktop
Mobile
Platform

| Print Design

Packages

Corporate
Restaurants
Real Estate
Social Media

Ala Carte
Platform

| Branding

Market Research
Visual Identity
Website
Packaging
Work

UX / UI
Design



Web Development

When it comes to designing websites, there are many different types of website design. All have unique features and benefits that a business or individual can use to achieve an improved online presence.

Web designing is of three kinds, to be specific

- **Static,**
- **Dynamic or CMS, and**
- **ECommerce**

Picking the sort of website design relies upon the kind of business and necessity of the entrepreneurs



The goal is to provide you with the best sites and designs that are useful for your business. Helping clients by utilizing modern technologies to create a website that serves their needs.

My Process

Website

Innovative requirement



Information Gathering



Strategies & Planning



Web Design



Web Development



Testing, Launch & Maintenance

If the client has an idea, we determine the needs by providing custom innovative suggestions and letting know client the whole process of development.

Reports from clients and documentations from Business Analyst

Final project documentation, clickable prototype and sitemap containing all WebPages

Wireframes and Site design with layout templates and images

Website with forms and complete requirement specifications

The site, supporting documents, technical specifications, and technical documents. Live Website, Analysis reports & Maintenance reports

Type



Blog Website

Contact form, Social sharing buttons, Mobile responsive, Newsletter Subscription form



Business Website

Contact form, Social sharing buttons, Mobile responsive, Image gallery, Image slider, Testimonial section



Ecommerce Website

100 Products, Payment integration, Order tracking, Logistics integration, Social sharing, Contact forms, Mobile responsive, Newsletter Subscription form, image slider

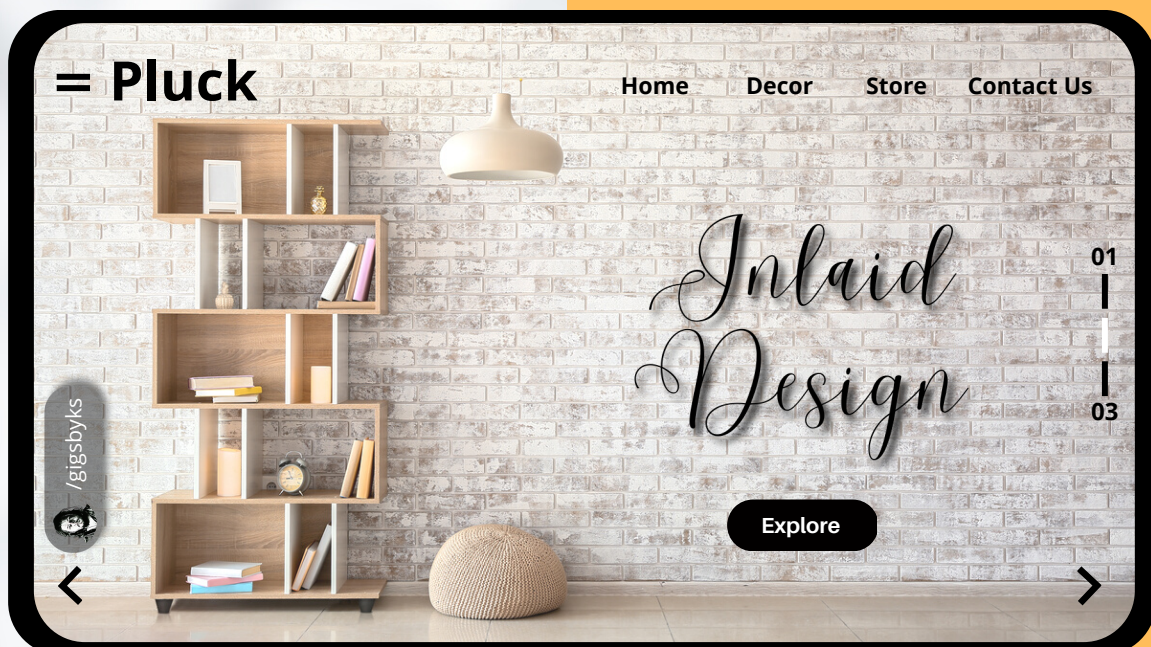
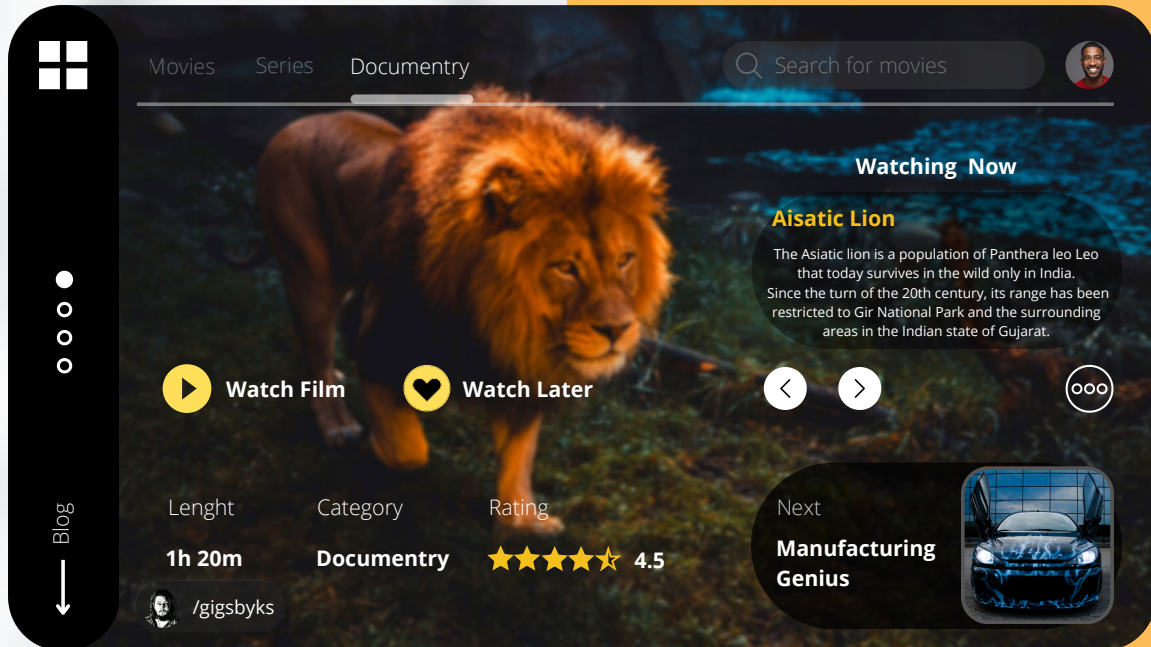


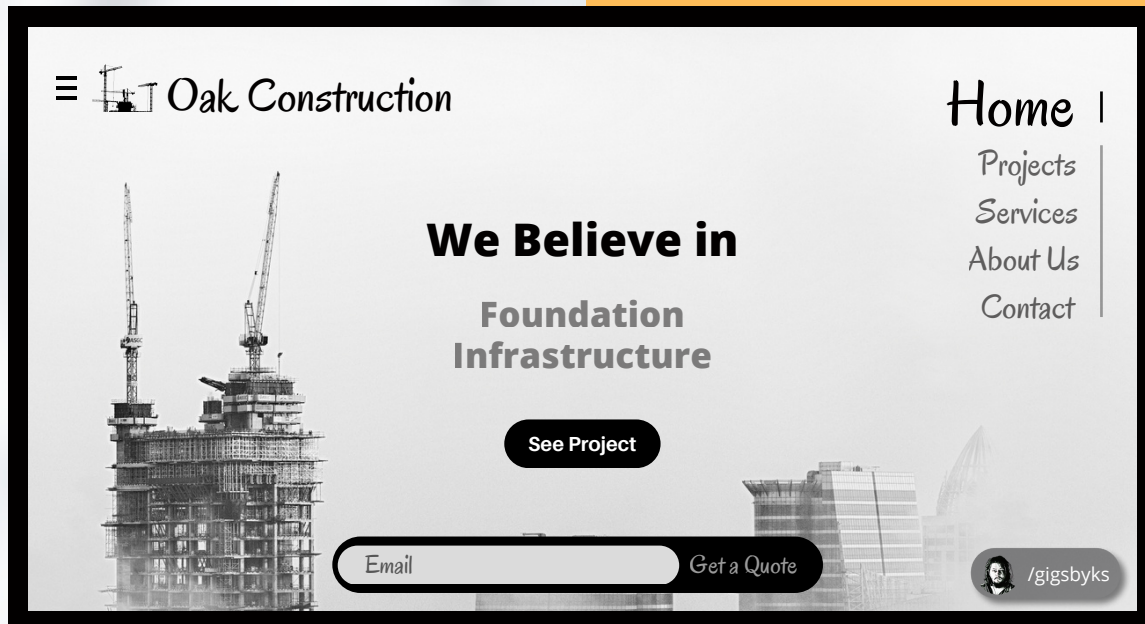
Custom Website

Custom Requirements




Designs






Welcome
Back

Log In to get in the moment

 Username




 Password

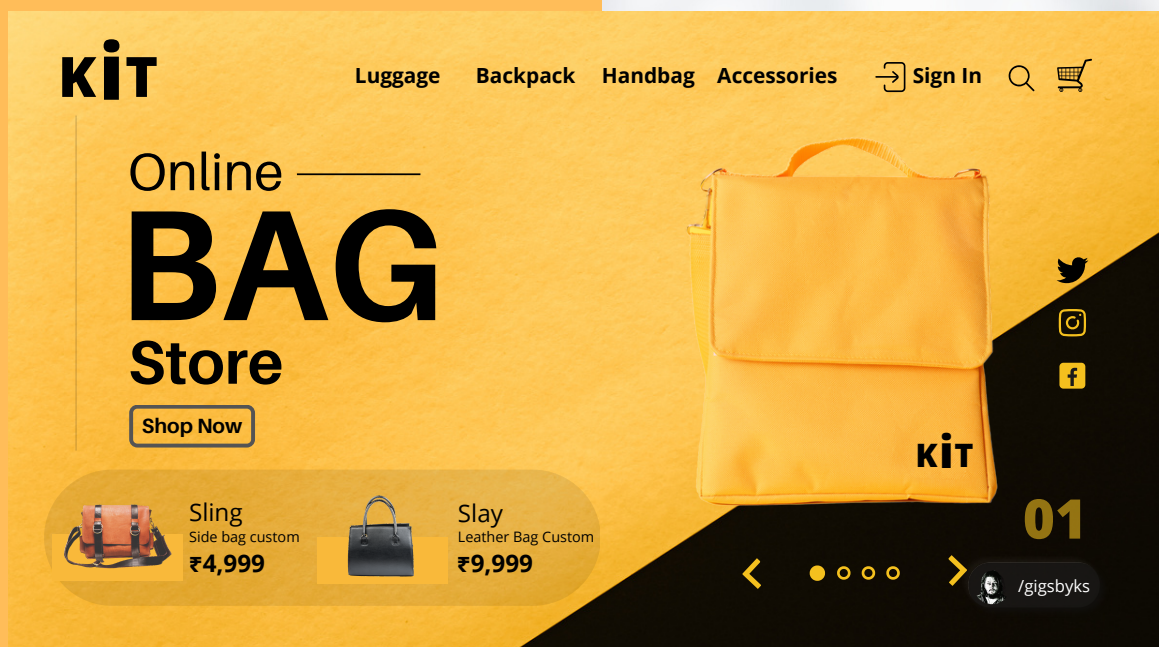
Sign In

Don't have a account ? [Sign Up](#)

OR

Continue With Social Media

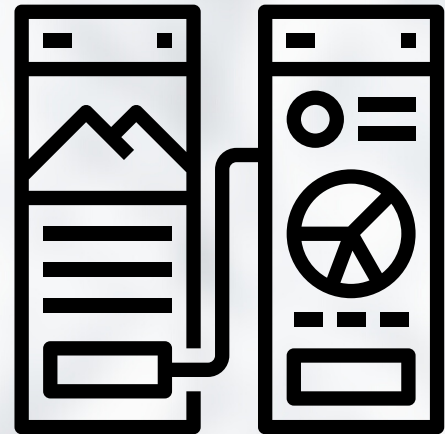


My Process

Stages of Mobile App Development Lifecycle

App

- Ideation
- Wireframing & Prototyping
- Design
- Development
- Testing
- Deployment
- Post-App Launch Activities



Type

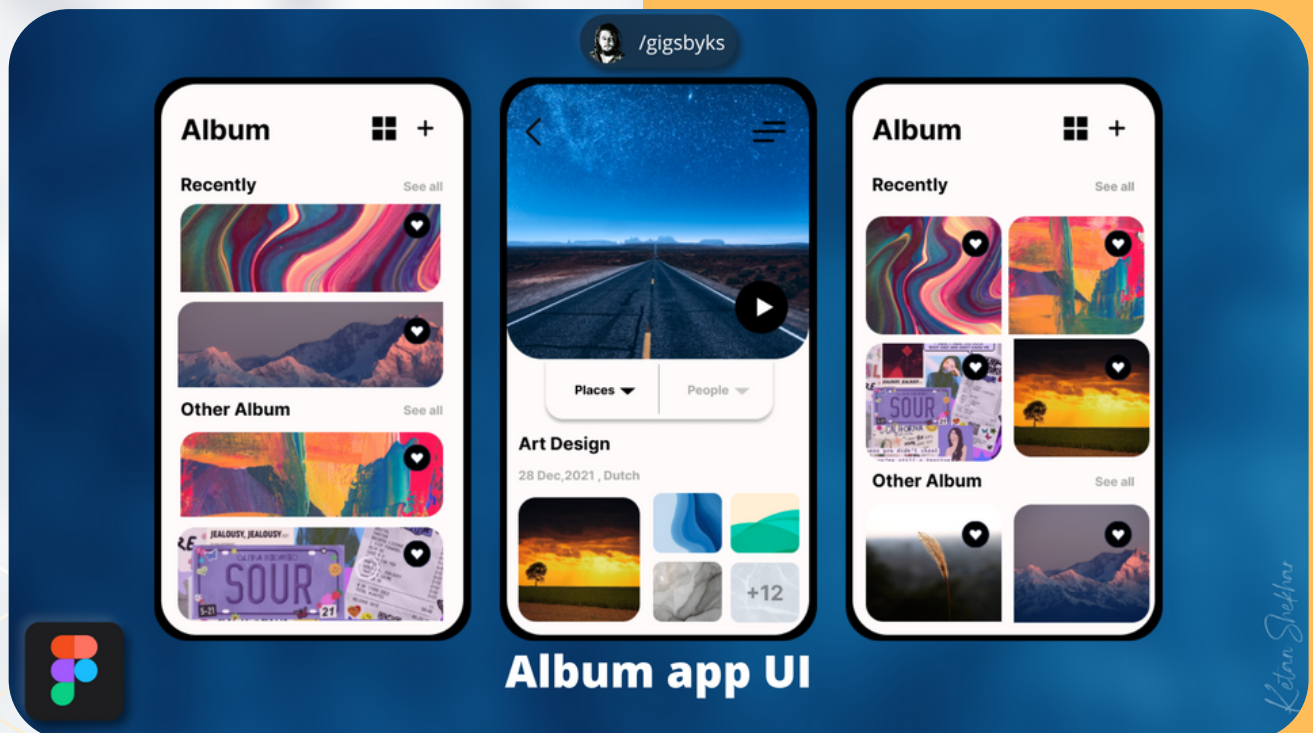
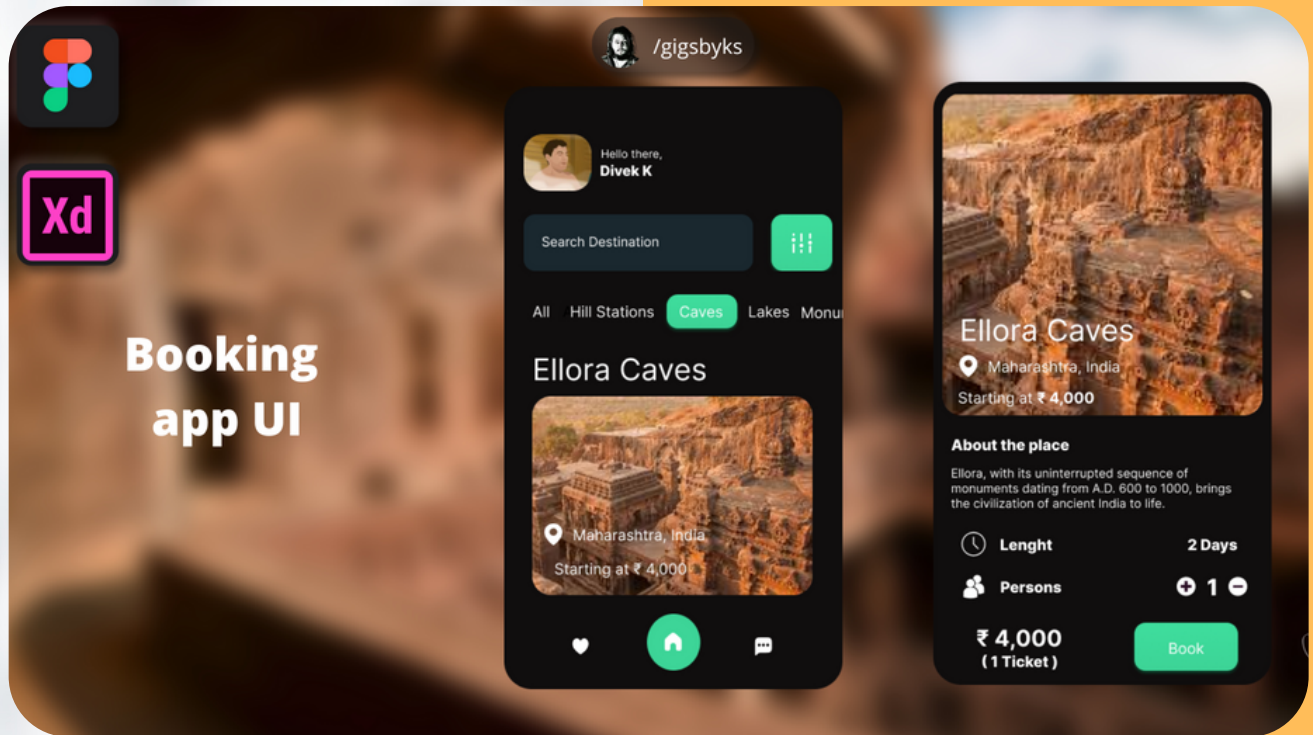
When you're looking to develop your new app, The question raises that what kind of app you want.

The answer is

- **Native**
- **Hybrid**
- **Web app**



Designs



Album app UI

Ketan Shethar



Platform



**Print
design**



Packages

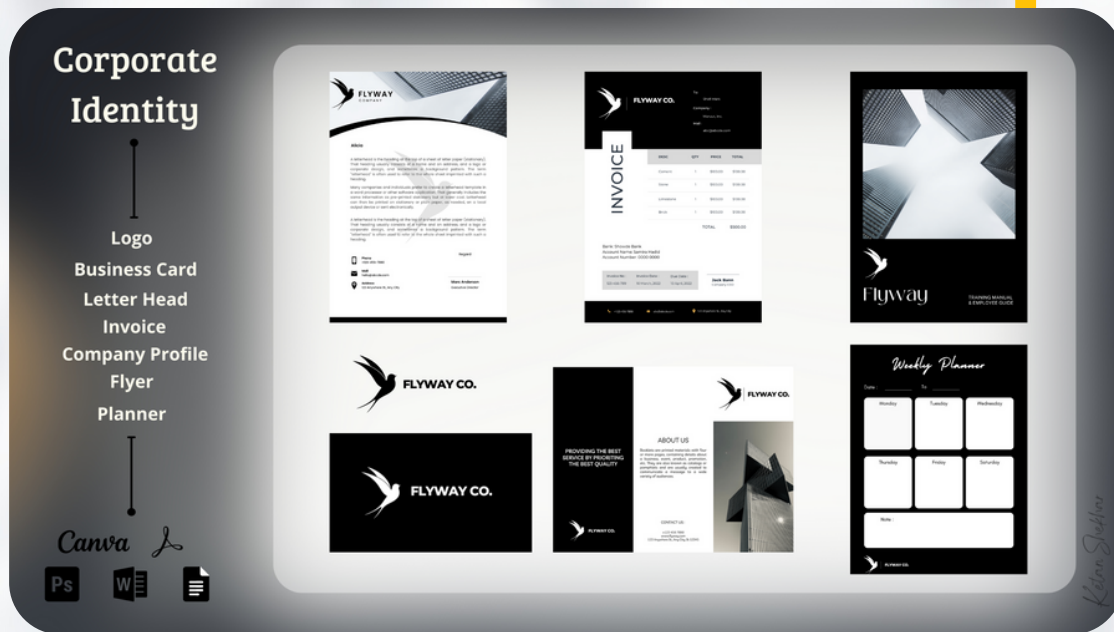
Present your brand with a unique and comprehensive visual concept. A simple, memorable, and enduring brand image that shows the biggest strengths of our client's businesses. We help you establish and strengthen your brand image while promoting your product or service.

- **Corporate Identity**
- **Restaurants / Bars / Shops**
- **Real Estate**
- **Social Media**

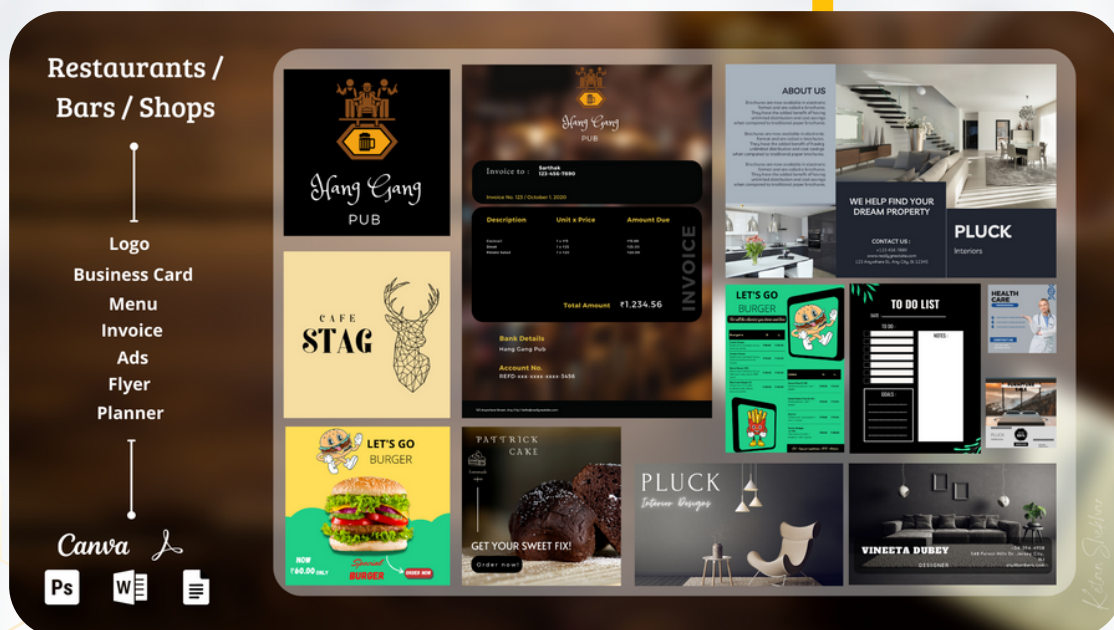


Packages

Corporate Identity



Restaurants / Bars / Shops

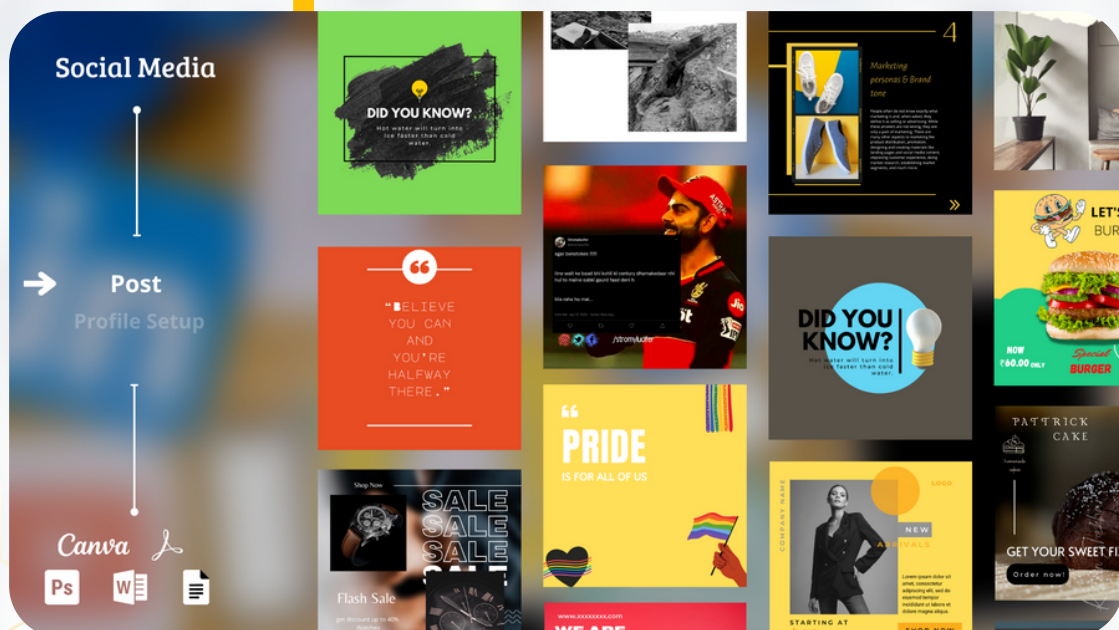


Packages

Real Estate



Social Media



Ala Carte

Logo

Business Card

Letter Head

Brochure / Proposal

Flyer

Invoice

Planner

Book Cover

Magazine

Presentation

Resume

Excel Reports

Transcribe

Standee



Logo

A logo is the face of your company, as it's what people instantly see when they look at your business. It's important to be memorable and consistent, so make sure you create one that is easily recognizable by your potential clients.

Types of Logo

Minimalist



Mascot



3D



Vintage



Signature



Lettering



Hand Drawn



Geometric



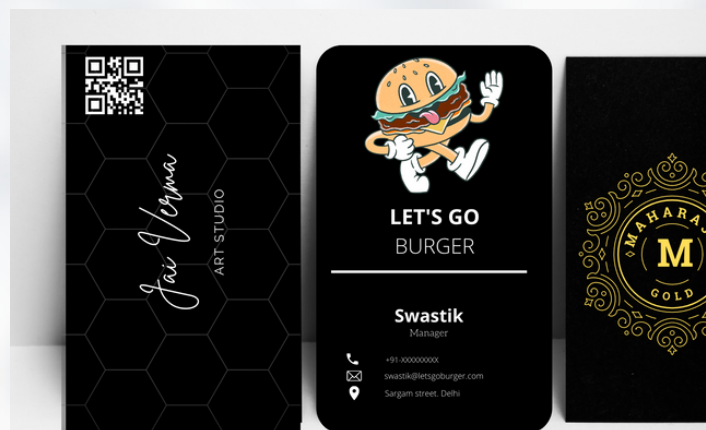
Watercolor





Business Card

A well-designed business card can be a competitive edge over the other. Business cards should be eye-catching and unique, they should serve as a calling card and a tool to build your brand.



Letter Head

Letter Head design is an attractive and professional business card design. It contains your company or personal information such as name, email address and contact number. You can use this type of letter head as it is not only a piece of wall art but also good looking design. In short, it is an attractive option to include in your marketing plans.



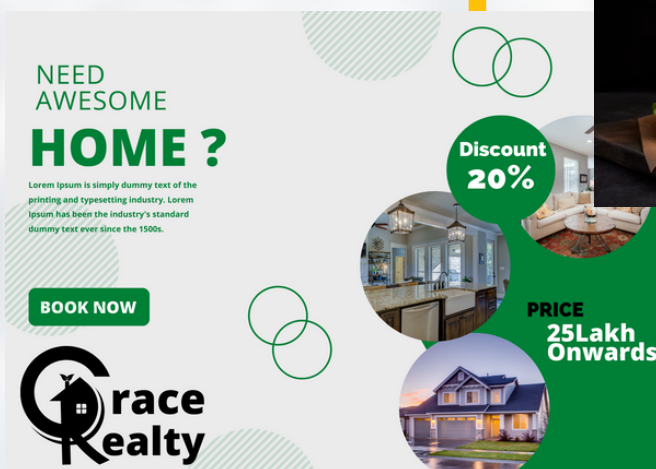
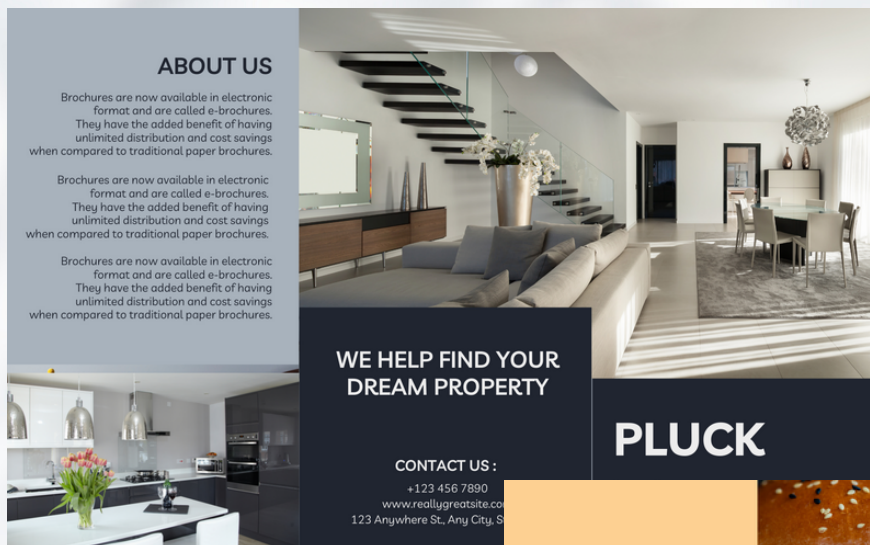
Brochure & Proposals

This package is designed to help you showcase your last-minute deal. These are the perfect tools for showcasing properties, meeting clients, and conveying a unique vision.



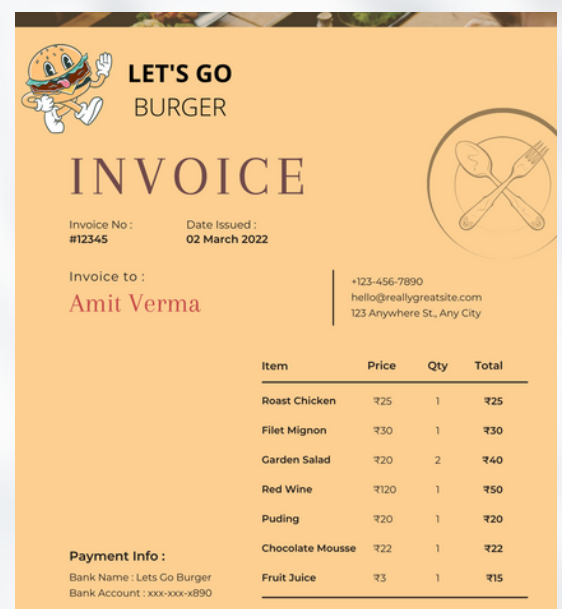
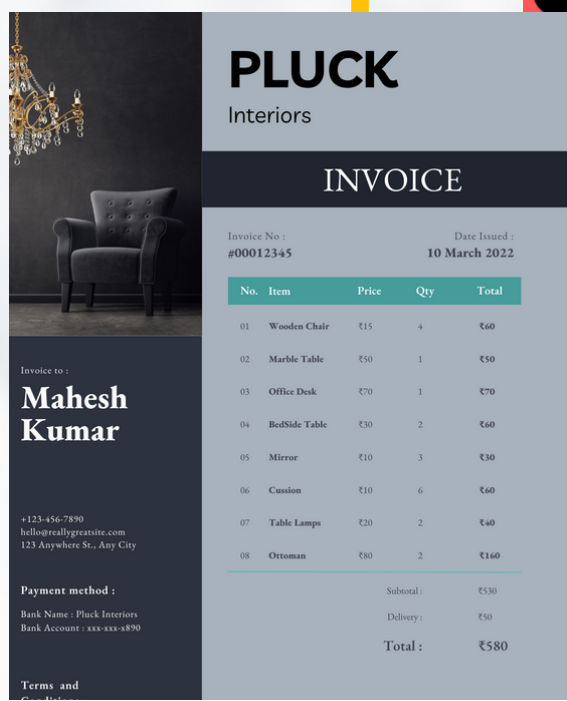
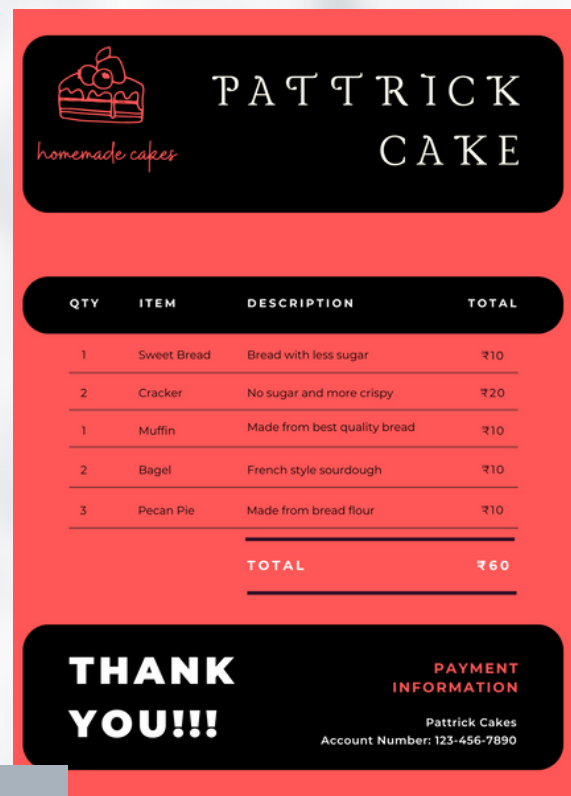
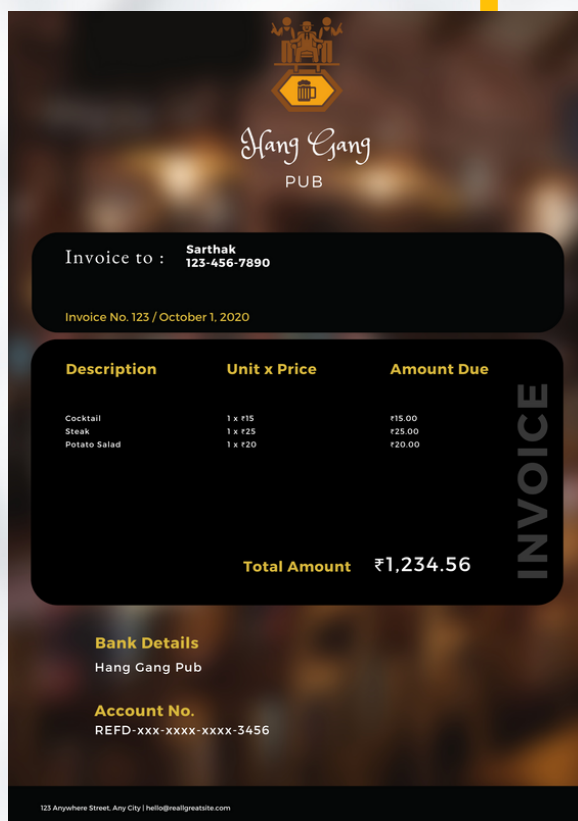
Flyers

Flyer design is a powerful way to get the word out. Whether you're reaching out to people via foot traffic, in-person communication or social media, your flyer can be an effective way to promote your new product, event or even simply your business.



Invoices

Invoice design is one of the most important parts of your business. A professional invoice that sells your product and services can grow your customer base and increase cash flow without costing you a penny. Will give your Invoices a makeover that is the talk of the town. I will carefully create the look, feel, and layout of your invoice in a way that suits your business.



Planner

Want to get organized? Then a weekly or monthly planner will keep you on track and help you stay focused. In fact, many consider planners to be one of the best resources for self-improvement, goal-setting, and creativity. Check out our custom options today!

Weekly Planner

Date : _____

Sun		Priorities
Mon		
Tue		Appointment
Wed		
Thu		Notes
Fri		
Sat		

Daily PLANNER

TODAY FOCUS

GOALS

QUOTES OF THE DAY:

NOTES:


MY MOOD TODAY

😊 😐 😞 😡 😊

Weekly Planner

Date : _____ To : _____

Monday	Tuesday	Wednesday
Thursday	Friday	Saturday
Note : _____		

 FLYWAY CO.

TO DO LIST

DATE : _____

TO DO :

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____

GOALS :

.....

.....

.....

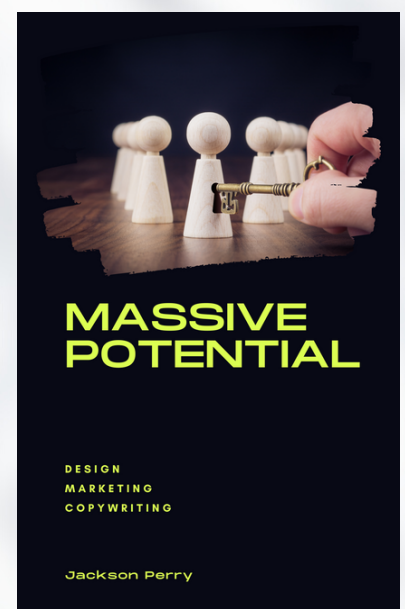
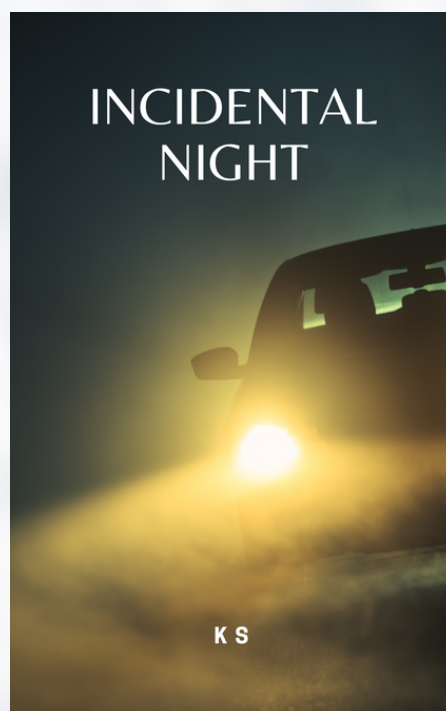
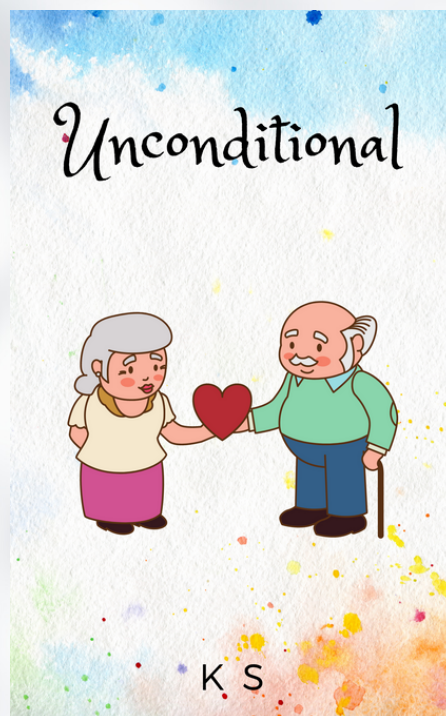
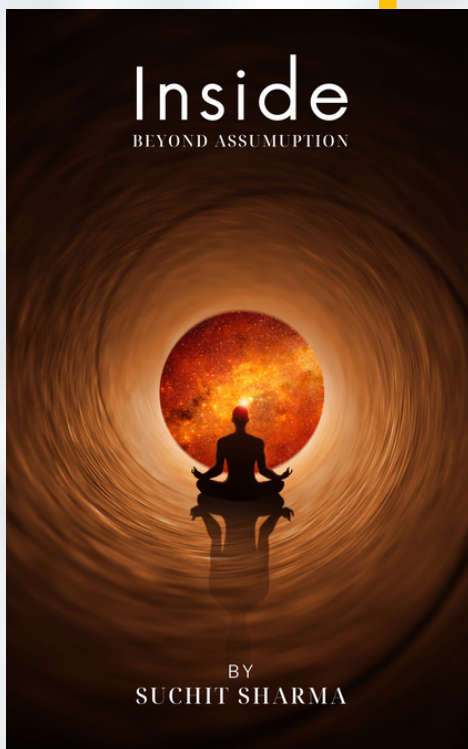
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NOTES :

Book Covers

Book cover designs are professionally designed to help boost book sales and increase your credibility in publishing. I provide a wide variety of design styles, colors, and themes to choose from so that you can create a compelling and timeless element that catches the eye of eBook buyers.



Magazine

Magazine Design service helps you to promote your content and establish yourself as a key player in your industry. Our goal? To help you connect with the right people. And, most importantly, deliver the content you've pushed so hard for."



Presentation

The product's official presentation design has been created to create an appealing environment for the entire audience. It contains a background color that is clear and bright, which is perfect for any situation: business or personal. In addition, header style and color should be as distinctive as possible to tell users about your company. You can use this type of design to impress potential customers, business partners, and investors.

Marketing Plan in Action

The following Gantt Chart outlines our upcoming action plan

Tasks	Month 1	Month 2	Month 3	Month 4
Planning	■			
Research		■		
Prototype Production			■	
Testing			■	
Quality Assurance			■	
Implementation			■	
Follow up			■	
Documentation			■	



06

ACTIVITY PROMOTION

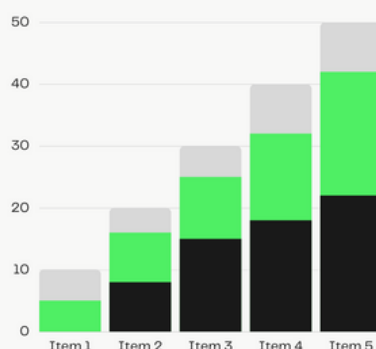
Collaboration with the marketing division to introduce and promote the activity

01

Create promotional content for print and online

02

Monitor and update on promotional activities



Industry Analysis

Write a significant observation on recent industry trends

- Briefly elaborate on the observation

Resume

I can help you create a resume that brings the best of your work experience to life. I have experience in working with a wide variety of clients and industries looking to highlight their accomplishments, so I'm sure we can find something that works for you.



Work Experience

Salford & co. | 2019-2020
Senior Designer

- made more than 1000 Logo designs with big companies
- complete a lot of complicated work
- made more than 1000 Logo designs with big companies, complete a lot of complicated work

Expertise Skill

- Logo Design
- Creativity
- Photo Editing
- Video Editing
- Marketing

Language Skill

- English
- Chinese



NDEMI OTIENO

Lorem Ipsum is simply dummy text of the printing and



AARON LOEB

Acting/Singing

Height: 5'6" | Weight: 145 lbs
Eye color: Brown | Hair color: Brown

Education & Training

JUST BREATHE
Chris (Lead)
Studio Showdown - Dr. Sacha Dubois

THE SPIDERWEB (MUSICAL SHOWCASE)
Various Roles
Studio Showdown - Dr. Bailey Dupont

THE ALIEN
Supporting
Fouquet Theater - Dr. Avery Davis

Voice Credits

SLUMP
Actor
Thinks Unlimited Games

FAUCET BANK
Company Voice
Faucet Financial Group

ENTRANCING
2nd Lead
Faucet Theater - Dr. Avery Davis

WAITING FOR US
Supporting
Faucet Theater - Dr. Avery Davis

Theater

BORCELLE ROYAL DRAMA SCHOOL
Any City
Coach: Juliana Silva

IMPROV CLASS LARANA ACTING STUDIO
Any City
Coach: Chad Gibbons

Skills

Singing - Baritone
Conversational in French
Accents - British Cockney, Australian, French

hello@reallygreatsite.com | +123-456-7890 | 123 Anywhere St., Any City

Excel Reports

Reports are essential to all the departments and divisions of the company. They all do these simple reports to present the needed information to allow a business to do the following steps of planning to achieve its goals.

From Expenses to Sales tracker, balance sheet to employee performance I know we all need that.

EMPLOYEE PERFORMANCE REVIEW

EMPLOYEE INFO			
EMPLOYEE NAME			DEPARTMENT
EMPLOYEE ID			REVIEWER NAME
POSITION HELD			REVIEWER TITLE
LAST REVIEW DATE		TODAY'S DATE	
CHARACTERISTICS			
QUALITY	UNSATISFACTORY	SATISFACTORY	GOOD
Works to Full Potential			
Quality of Work			
Work Consistency			
Communication			
Independent Work			
Takes Initiative			
Group Work			
Productivity			
Creativity			
Honesty			
Integrity			

Firm, Bank, Business or Company Name									
Date: _____									
COMPARATIVE TAX SUMMARY REPORT									
FROM 01/JULY/2021 TO 30/OCTOBER/2022									
S. NO	HEAD OF ACCOUNT	Budgeted July	Actual July	Budgeted Aug	Actual Aug	Budgeted Sept.	Actual Sept.	Budgeted Oct.	Actual Oct.
1	TOTAL	\$	\$	\$	\$	\$	\$	\$	\$
2	IMPORT								
3	EXEMPTED								
4	BTL								
5	UN-PAID								
6	TAXABLE								
7	RATE								
8	TAX CALCULATED								
9	TAX PAID								
N/A - Not Applicable									
BTL - Before Tax Limit									

[COMPANY NAME]

Complete non-shaded cells, only. Formulas fill automatically.

ASSETS	[YEAR]	[YEAR]
CURRENT ASSETS		
Cash	₹ 0.00	₹ 0.00
Accounts Receivable	₹ 0.00	₹ 0.00
Inventory	₹ 0.00	₹ 0.00
Prepaid Expenses	₹ 0.00	₹ 0.00
Short-Term Investments	₹ 0.00	₹ 0.00
TOTAL CURRENT ASSETS	₹ 0.00	₹ 0.00
FIXED (LONG TERM) ASSETS		
Long-Term Investments	₹ 0.00	₹ 0.00
Property / Equipment	₹ 0.00	₹ 0.00
(Less Accumulated Depreciation) insert negative an	₹ 0.00	₹ 0.00
Intangible Assets	₹ 0.00	₹ 0.00
TOTAL FIXED ASSETS	₹ 0.00	₹ 0.00
OTHER ASSETS		
Deferred Income Tax	₹ 0.00	₹ 0.00
Other	₹ 0.00	₹ 0.00
TOTAL OTHER ASSETS	₹ 0.00	₹ 0.00
TOTAL ASSETS	₹ 0.00	₹ 0.00

COMMON FINANCIAL RATIO	[YEAR]	[YEAR]
Debt Ratio		
Total Liabilities / Total Assets		
Current Ratio		
Current Assets / Current Liabilities		
Working Capital	₹ 0.00	₹ 0.00
Current Assets - Current Liabilities		
Assets-to-Equity Ratio		
Total Assets / Owner's Equity		
Debt-to-Equity Ratio		
Total Liabilities / Owner's Equity		

BALANCE SHEET

LIABILITIES AND OWNER'S EQUITY	[YEAR]	[YEAR]
CURRENT LIABILITIES		
Accounts Payable	₹ 0.00	₹ 0.00
Short-Term Loans	₹ 0.00	₹ 0.00
Income Taxes Payable	₹ 0.00	₹ 0.00
Accrued Salaries and Wages	₹ 0.00	₹ 0.00
Unearned Revenue	₹ 0.00	₹ 0.00
Current Portion of Long-Term Debt	₹ 0.00	₹ 0.00
TOTAL CURRENT LIABILITIES	₹ 0.00	₹ 0.00
LONG TERM LIABILITIES		
Long-Term Debt	₹ 0.00	₹ 0.00
Deferred Income Tax	₹ 0.00	₹ 0.00
Other	₹ 0.00	₹ 0.00
TOTAL LONG-TERM LIABILITIES	₹ 0.00	₹ 0.00
OWNER'S EQUITY		
Owner's Investment	₹ 0.00	₹ 0.00
Retained Earnings	₹ 0.00	₹ 0.00
Other	₹ 0.00	₹ 0.00
TOTAL OWNER'S EQUITY	₹ 0.00	₹ 0.00
TOTAL LIABILITIES AND OWNER'S EQUITY	₹ 0.00	₹ 0.00

Transcribe



Transcription

When audio or video recordings are converted to a text transcript, that's a transcription. Usually, a transcript focuses on accurately reproducing words as text.

Types

Smooth verbatim transcription

Verbatim transcription

Non-verbatim transcription

Transcript formats

- Plain text format
- HTML document
- As-broadcast script file format
- Time-stamped file format



Standee

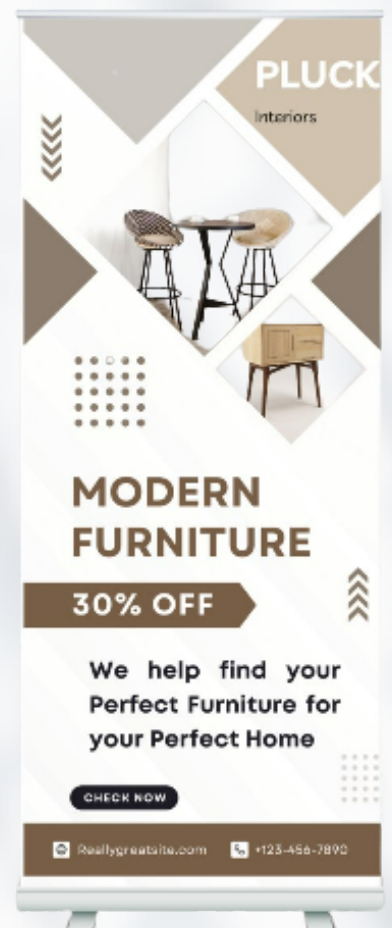
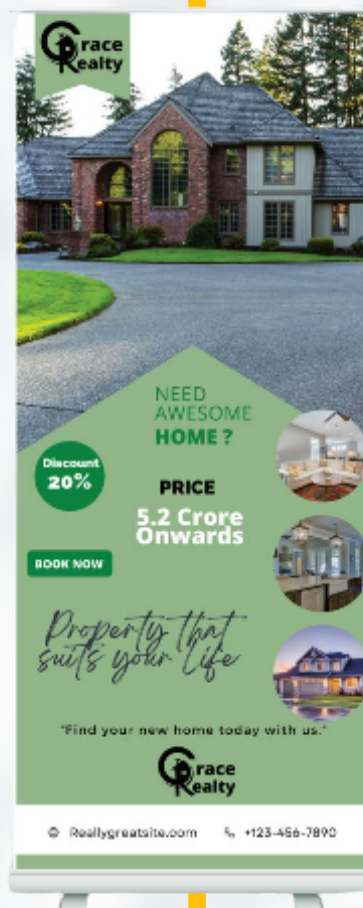
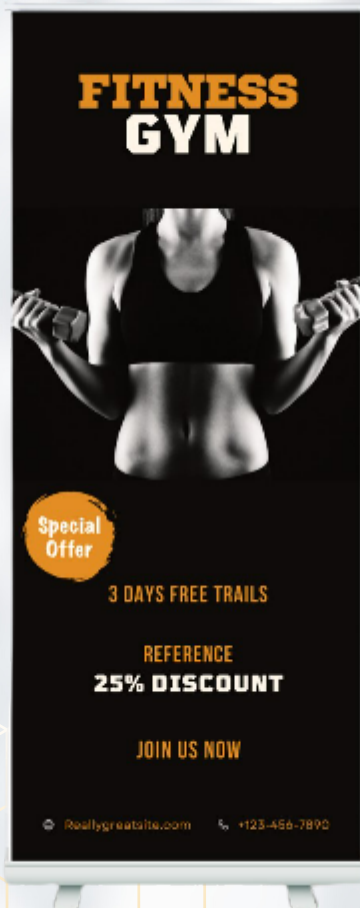
Standee is a large, self-standing advertising display. Often used to promote movies, products or events, or increasingly for point-of-sale advertising.

Types

Retractable banners,
Roller banners, Or
Pop-up banners

Size

Dimensions:
77cm X 185cm
80cm X 200cm



Platform



Brand
ding



Brand Design

Brand design is the process of crafting a brand's visual identity by creating a unified system of design elements like logos, colors, typography, illustration, and photography. A brand's visual identity is the aesthetic embodiment of its positioning and personality.



Market
Research

+

Visual
Identity

+

Website

+

Packaging

Market Research

Competitor analysis in marketing, branding, and strategic management assesses the strengths and weaknesses of current and potential competitors.

Market research is a broad category. In fact, there are many varieties of market research that you can use to meet the specific goals of your business.

Why?

- Choosing a different consumer base to target through a new marketing campaign
- Determining which channels to include in your advertising campaign
- Selecting design and personality elements to form a brand persona that will connect with your audience
- Choosing whether to open a new retail location
- Deciding whether a product should be discontinued or modified
- Pricing products in a way that maintains margins and appeals to customers

Visual Identity

- Logo
- Company Profile / Menu
- Business Card
- Letter Head
- Invoice
- Flyer
- Ads
- Planner

Website

When it comes to designing websites, there are many different types of website design. All have unique features and benefits that a business or individual can use to achieve an improved online presence. Web designing is of three kinds, to be specific

- Static,
- Dynamic or CMS, and
- ECommerce

Picking the sort of website design relies upon the kind of business and necessity of the entrepreneurs



Packaging



How its Work



Work



Work

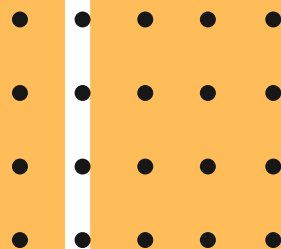


FRUITA

Not Just Seltzer




**THANK
YOU**





contact@ketanshekhar.com
+91-9821085721
@gigsbyks



Everything

I can see

is

a piece of

Art

Ketan Shekhar

Graphic Designer / Content Writer

contact@ketanshekhar.com

+91-9821085721



Open **Google**
Lens and
SCAN the **QR**
Code

