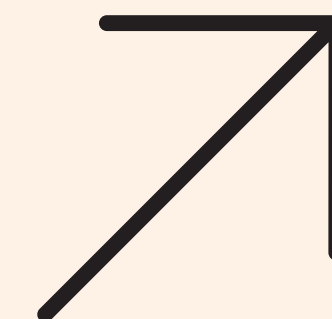


CREATIVE
PORT *folio*

BY: ALEEF AH TASNEEM SYED



INTRODUCTION



I'm Aleefah, a passionate and an aesthetic curator with a dual degree in Bachelor of Fine Arts in Digital Communication Design from Silpakorn International College and Birmingham City University. with experience in UX/UI design, content creation, photography, graphic design, package design, and product design, I bring a unique blend of creativity to every project. My journey in design has equipped me with a keen eye for detail, and a commitment to delivering visually and user-friendly experiences. Whether it's crafting interfaces, capturing compelling visuals, or developing cohesive brand identities. Feel free to explore my portfolio to see some of the projects I've had the privilege to work on.



ABOUT ME

EDUCATION

Pan Asia International School
2011-2019

Bachelor of Fine Arts in Digital Communication Design
Silpakorn International college & Birmingham City University 2020-2024

WORKING EXPERIENCES

Neat Interactive Creative Agency - Internship
June - August 2023
UX UI Researcher
Content Creator
Graphic designer

Aura Creation - Part Time
September - December 2023
Editorial Designer
UI Designer
Package Designer
Graphic Designer

Cartier's Giftbox - Creative brief Project
September 2023
Advent calendar designer

Altas - Brand creator
Jan - May 2024
Jewelry Product Designer
UI Designer
Graphic Designer
Package Designer
Editorial Designer
Content Creator

SKILLS

Language proficiency:
English: Fluent
Thai: Conversational
Tamil: Conversational
Hindi: Conversational

Software skills:
Procreate
Adobe illustrator
WIX
Adobe Photoshop
Adobe Lightroom
Figma
Adobe Indesign

CONTACT

Tel: 081-786-7637

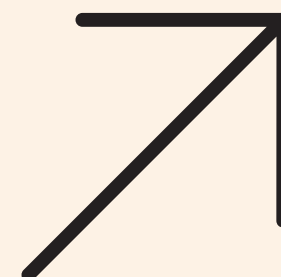
LinkedIn:
www.linkedin.com/in/aleefahtasneem

Email: aleefahtasneem786@gmail.com



EDUCATION

I am set to graduate with a dual degree in Bachelor of Fine Arts in Digital Communication Design from Silpakorn University International College and Birmingham City University, having completed my studies from 2020 to 2024 in Bangkok. This comprehensive education has enriched my understanding and skills in digital communication design. The curriculum covered a broad range of subjects, including photography, user interface design, and illustration, equipping me with a versatile skill set and a deep appreciation for the creative world.



- SILPAKORN UNIVERSITY
INTERNATIONAL COLLEGE
2020 - 2024

Silpakorn International College has profoundly shaped my personal and professional growth, particularly in interactive design and branding.

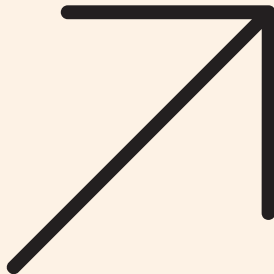
- BIRMINGHAM CITY UNIVERSITY
2020 - 2024

Birmingham City University's curriculum empowered me to excel in major projects, focusing on photography, user interface design, and branding.



WORK EXPERIENCE

I have experience as a UX/UI Researcher, Content Creator, and Graphic Designer, gained through an internship at Neat Interactive Creative Agency. Additionally, I excelled as an Editorial, UI, Package, and Graphic Designer during my part-time role at Aura Creation. My project with Cartier's Giftbox for Thai mother's day involved designing an Advent Calendar, showcasing my creativity and attention to detail. At Altas, I specialized in Jewelry Product Design, along with UI/Graphic/Package Design, Editorial Design, and Content Creation, demonstrating a diverse skill set in design and creative project management.



Neat Interactive Creative Agency - Internship

June - August 2023
UX UI Researcher
Content Creator
Graphic designer

Aura Creation - Part Time

September - December 2023
Editorial Designer
UI Designer
Package Designer
Graphic Designer

Cartier's Giftbox - Creative brief Project

September 2023
Advent calendar designer

Altas - Brand creator

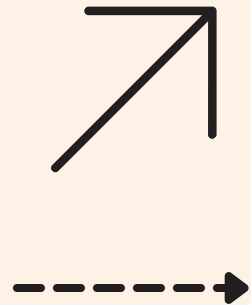
Jan - May 2024
Jewelry Product Designer
UI Designer
Graphic Designer
Package Designer
Editorial Designer
Content Creator

COMPETENCY

I specialize in content creation, crafting compelling and engaging material across various platforms. My proficiency in graphic design allows me to create visually appealing designs with expertise. In web design, I excel at developing prototypes and conducting comprehensive UI and brand identity research. Additionally, I have a strong aptitude for editorial design, proficiently producing lookbooks and magazines using InDesign. My UX/UI design skills are robust; I leverage CMS and Figma to develop user-centered designs and have a keen eye for selecting fonts, colors, and logos. I also contribute to photography, confidently operating cameras and studio setups. Furthermore, I am adept in package design, transforming 2D sketches into realistic mockups.

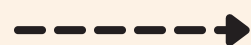
SKILLS	
CONTENT CREATION	<i>Excellent</i>
GRAPHIC DESIGN	<i>Proficient</i>
WEB DESIGN	<i>Proficient</i>
EDITORIAL DESIGNER	<i>Proficient</i>
UI DESIGNER	<i>Proficient</i>
PHOTOGRAPHY	<i>Proficient</i>
PACKAGE DESIGN	<i>Proficient</i>

LANGUAGE	
ENGLISH	<i>fluent</i>
THAI	<i>Intermediate</i>
TAMIL	<i>Moderate</i>
HINDI	<i>Moderate</i>



B RANDING

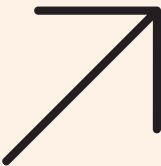
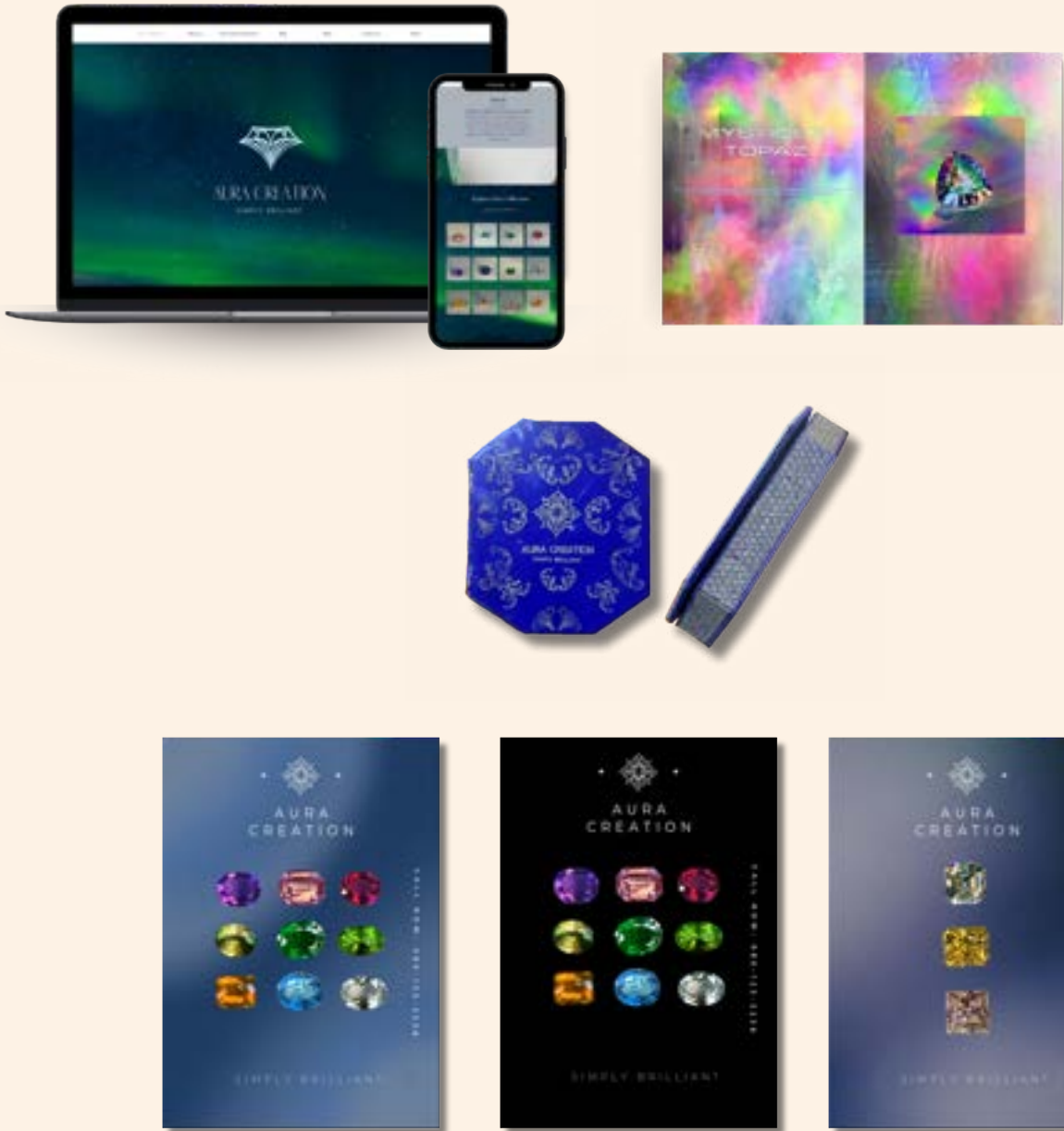
Creative direction for products, lookbook, website, and photographs. Ensured cohesive visual identity and curated designs, creating a unified brand narrative across all platforms.



AURA CREATION

WEBSITE, LOOKBOOK, PACKAGE DESIGN, AND POSTERS

Aura creation is a lab grown gemstone manufacturing company that focuses on leading the sustainable jewelry industry by producing high-quality for gem enthusiasts and environmentally conscious individuals, with budget-friendly preference. The name "Aura" embodies the iridescent beauty of the northern lights, which is reflected in the brand's visual identity and product offerings. The chosen typeface and color palette are designed to evoke luxury and uniqueness, symbolizing the innovation and sophistication of lab-grown gemstones.

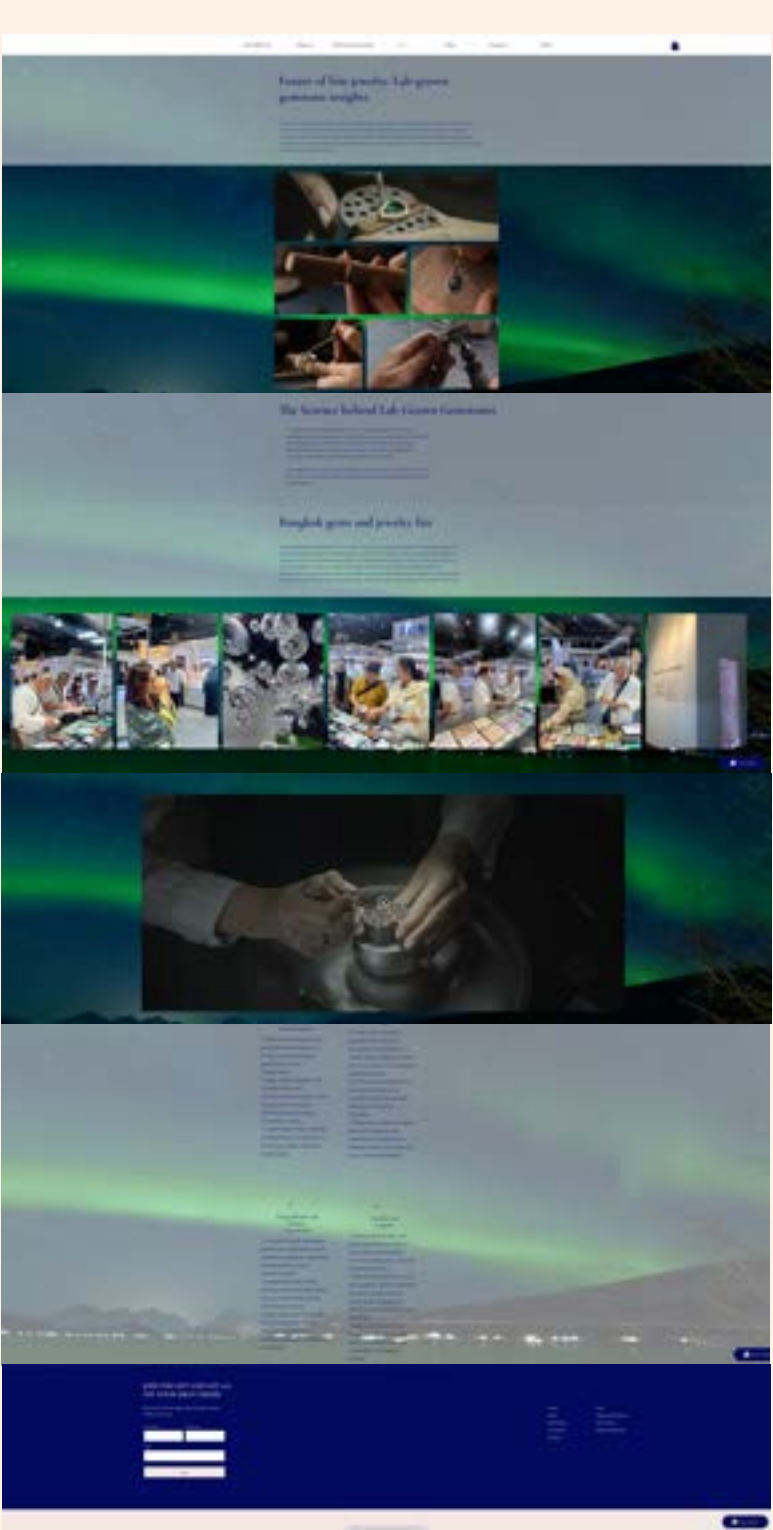
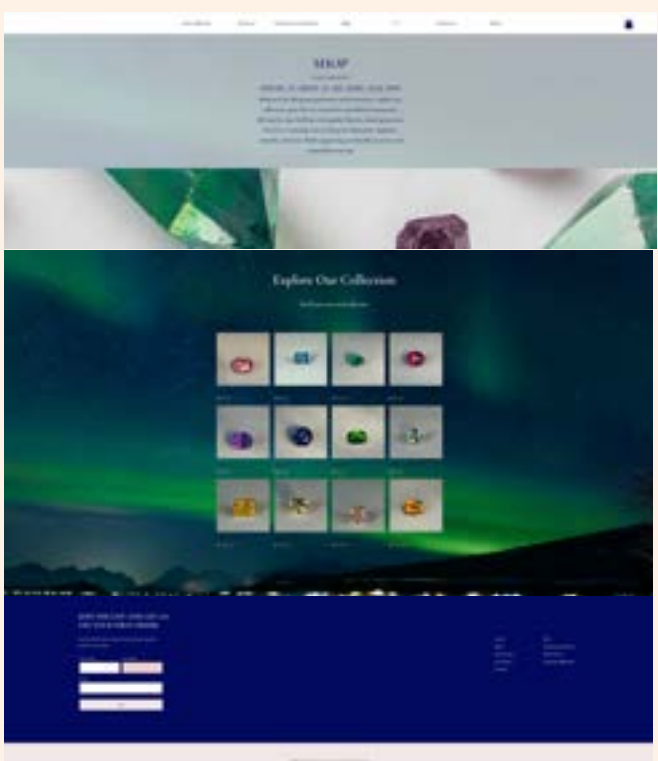
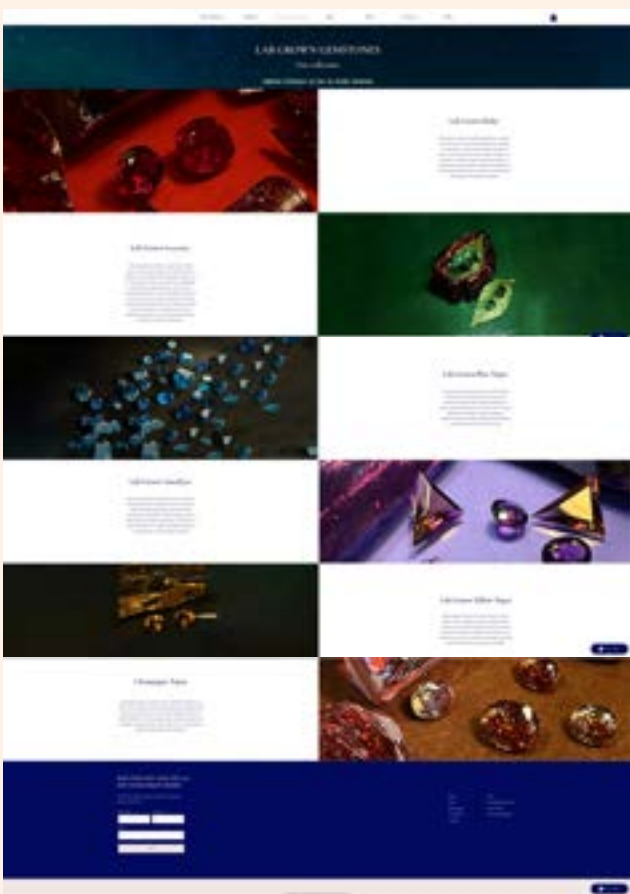
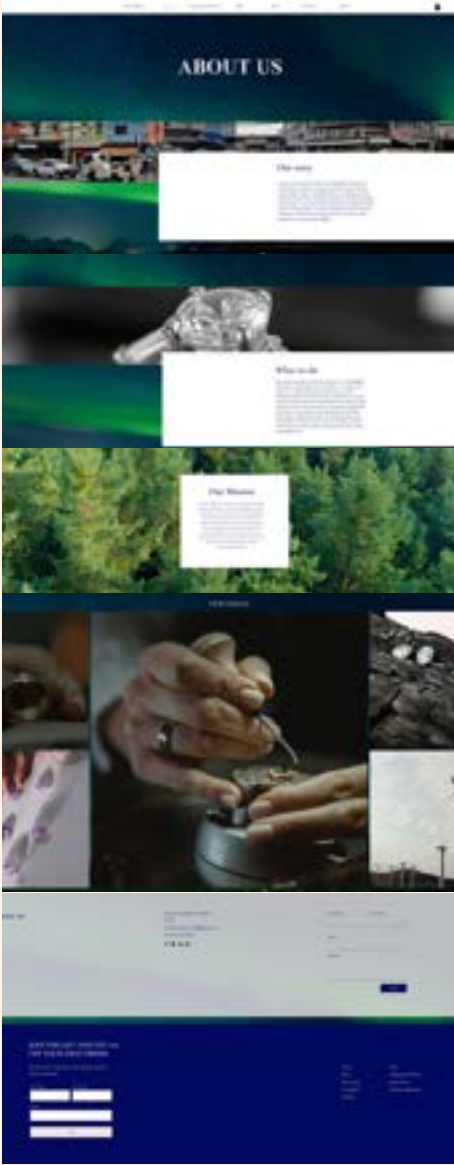
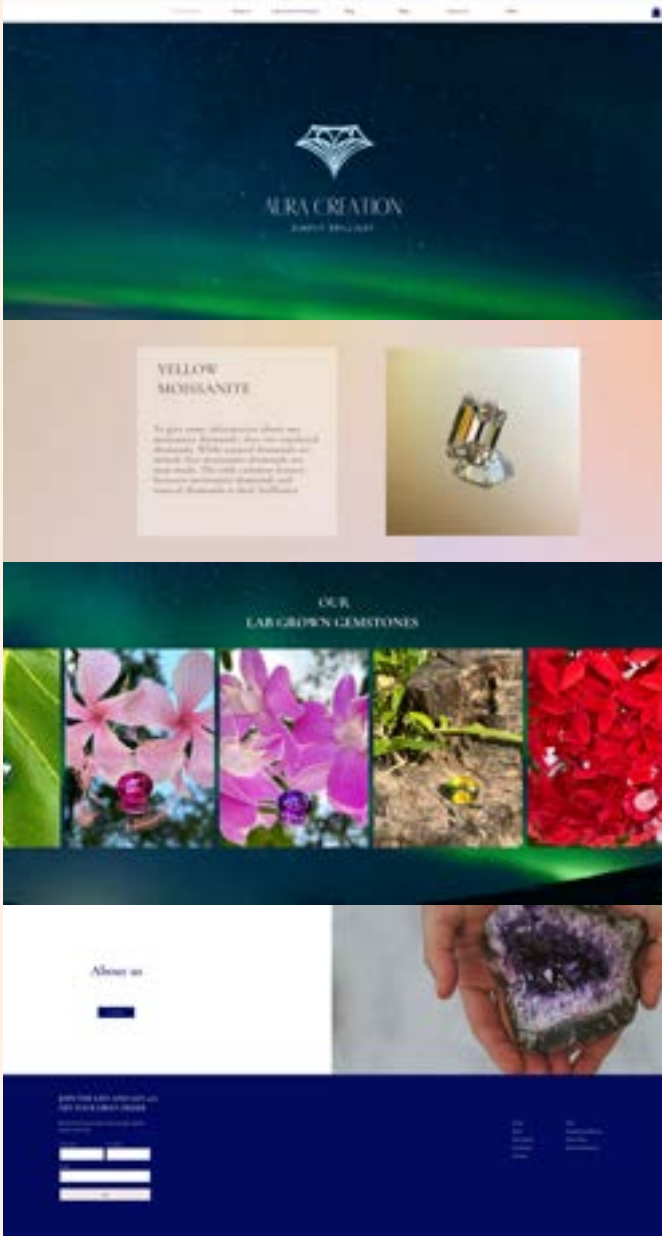


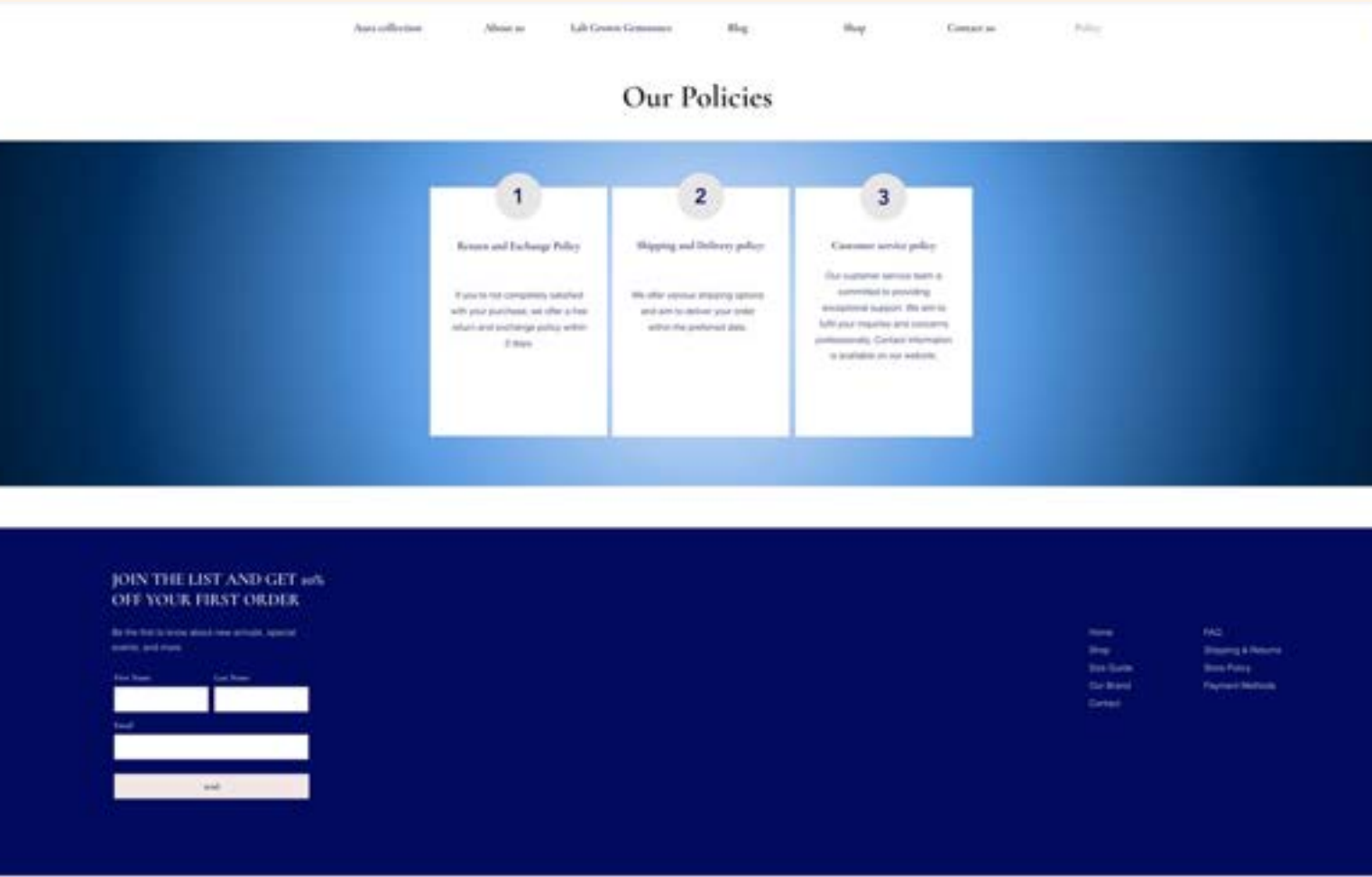
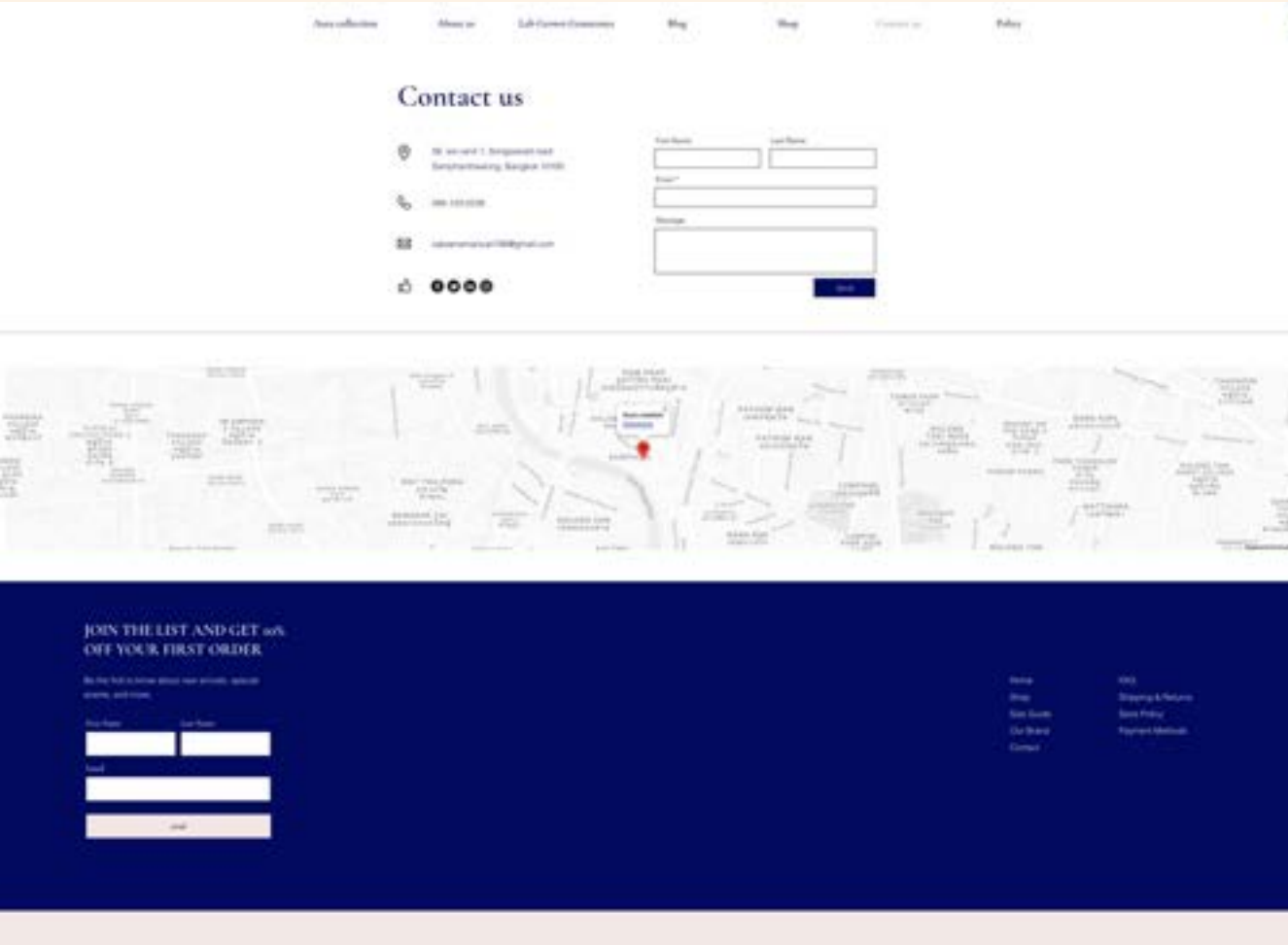
Scan or view the desktop version via the URL



[Click here to view Aura creation's desktop website](#)





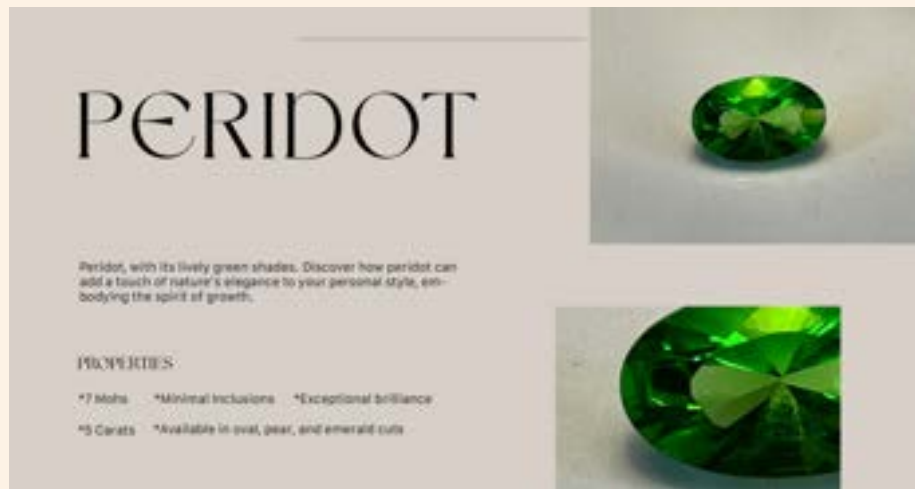
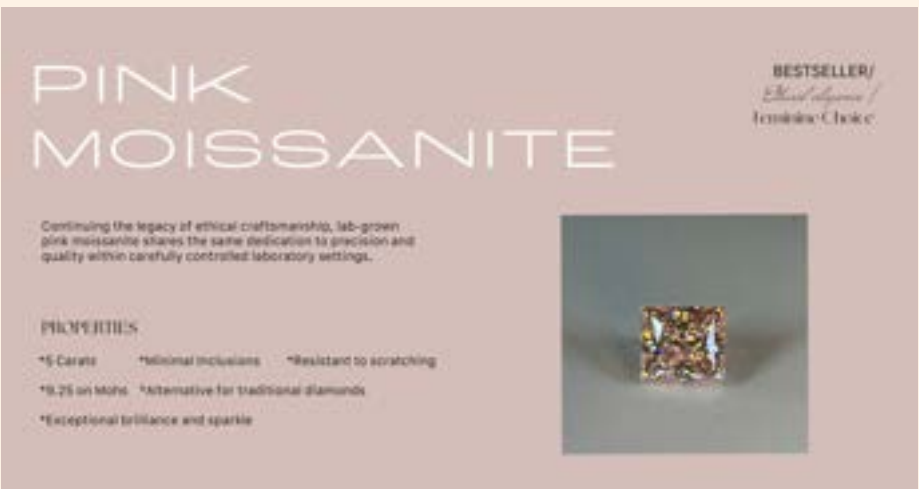


Scan or view the desktop version via the URL



[Click here to flip through the lookbook](#)







AMETHYST

Amethyst the elegant stone known for its rich purple hues, signifying sophistication, with exceptional clarity, each amethyst gem in our designs captures the essence of balance and beauty.

PROPERTIES

- *7 Mohs scale
- *Minimal inclusions
- *Quartz family
- *Vitreous luster
- *Available in oval, round, cushion, cuts.





Blue Topaz collection associates sophistication with the serene beauty of sea hues. Indulge in the soothing charm of these captivating blue hues which whispers of tranquility, elevating your style to a new level.

PROPERTIES

- *8 Mohs scale
- *Solitaire
- *Heat Treated
- *Exceptional luminosity
- *Available in oval, round, cushion, cuts.

BLUE TOPAZ



YELLOW TOPAZ

With its sunny golden hues, explore the enchanting world of yellow topaz, from its rich symbolism to its remarkable properties and captivating role in fine jewelry. Discover the vibrant charm of this gem, where each piece tells a story of optimism and elegance.

PROPERTIES

- *8 Mohs scale
- *Versatile
- *Heat Treated
- *Available in oval, round, pear
- *Available colors in pale yellow to golden



A gem that embodies the essence of pure brilliance. From its remarkable clarity to its versatility in fine jewelry, white sapphire shines as a gem of sophistication and grace.

WHITE SAPPHIRE

PROPERTIES

- *9 Mohs scale
- *Colorless
- *Exceptional shine
- *Minimal inclusion
- *Available in, round, oval, cushion and emerald cuts.



THE CLASSICS

EMERALD

Emeralds, often referred to as the jewels of kings, have long held a place of fascination and admiration in the world of gemstones. Known for their deep green color and timeless elegance.

PROPERTIES

- *8 Mohs scale
- *Exceptional clarity
- *Forest green to a lighter
- *Available in, emerald cuts, and rectangular.
- *Contains inclusion



RUBY

Ruby is the timeless elegance, explore their deep significance and properties, and their captivating presence in exquisite jewelry.

PROPERTIES

- *9 Mohs scale
- *Contains inclusions
- *Available in, round, oval, cushion, and emerald cuts.
- *Heat treated
- *Brilliant luster and sparkle



SAPPHIRE

Sapphires, known for their rich and mesmerizing hues, have captivated hearts for centuries. In this lookbook, we invite you to explore the enchanting allure of sapphires.

PROPERTIES

- *9 Mohs scale
- *Contains inclusions
- *Available in, round, oval, cushion, and emerald cuts.
- *Heat treated
- *Hardest gemstones



AQUA ALCHEMY

LAB CRAFTED CREATIONS







MORGANITE

Morganite, part of the beryl family, shows the warmth of love and femininity. Its gentle hues of pink symbolize compassion and affection. Morganite is believed to inspire a deep connection with love. Morganite represents the soothing qualities of a love bond making it a precious companion for those seeking heartfelt connections.



AFFECTION. PASSION. FEMININTY.



YELLOW TOPAZ

Yellow topaz, a radiant gemstone of the topaz family, resembles to the warmth of the sun. Its golden hue symbolizes abundance, joy, and vitality. Yellow topaz is believed to bring clarity of thought and positive energy, making it a stone with power and manifestation.



ABUNDANCE. JOY. VITALITY.



RUBY

Ruby, a radiant gem in the corundum family, has a fiery energy of passion and vitality. Its intense red hue symbolizes love, courage, ruby embodies the power of decisive action and the manifestation of one's desires. For those seeking passion and boldness in their journey.



COURAGE. LOVE. BOLDNESS.



GREEN TOURMALINE

Green tourmaline, a part of the tourmaline family, showcases beautiful soothing greens that evoke nature's tranquility. Its shades symbolize balance, healing, and a connection to Mother Nature.

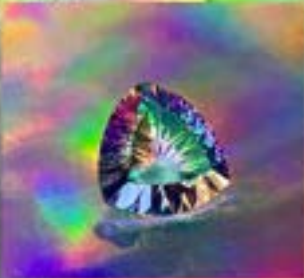


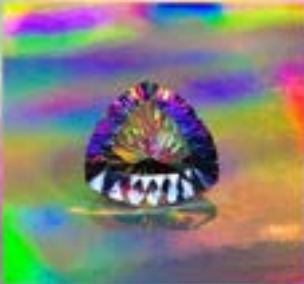
TRANQUILITY. NATURE. BALANCE.

MYSTIQUE TOPAZ

SPECIAL EDITION

Mystique Topaz, with its ethereal dazzling hues, mystique topaz is a rare gemstone that symbolizes creativity and a touch of magic. Use a kaleidoscope of colors.





WONDER. CREATIVE. MYSTERIOUS.

CONTACT US

PHONE: 085-123-2238

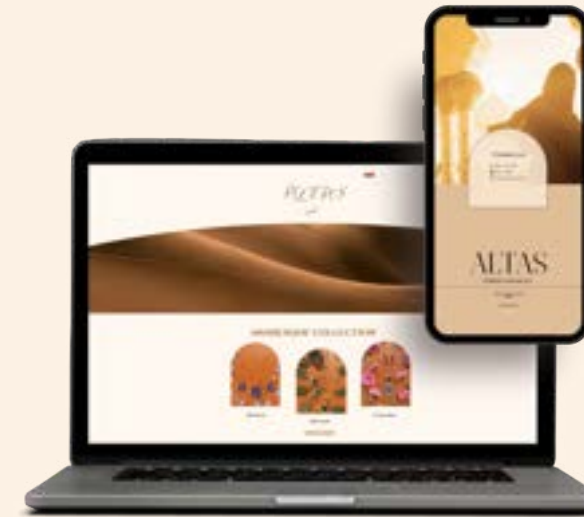
EMAIL: auracreation@gmail.com

LOCATION: 06, soi vanit 1, Songsawad road
Samphanthawong, Bangkok 10100

The End



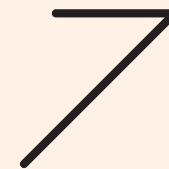
ALTAS
ألتس



BRANDING :

WEBSITE, LOOKBOOK, PACKAGE DESIGN, POSTERS

Atlas aims to empower Middle Eastern and South Asian women, aged 18-54, by connecting them with their personal style, thereby boosting their self-esteem. Known for unique collections and ethical sourcing, Atlas appeals to environmentally conscious individuals and gem enthusiasts. The jewelry, inspired by Islamic architecture and floral motifs, reflects the arab heritage. The website, lookbook, and package design use brown tones to resonate with colors in Islamic architecture , representing Islam culture.



Color choices & 3D sketch

Minimal Collection Experimentation



Golden and tinted yellow lapis engraving



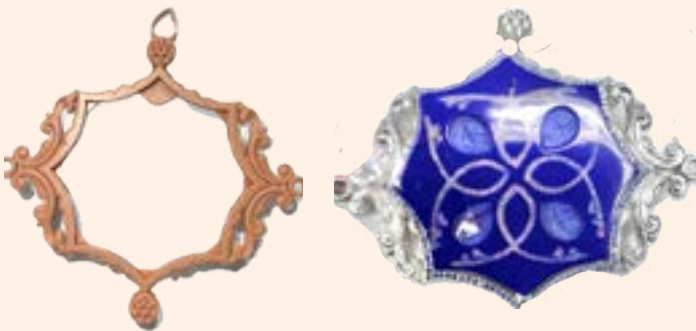
Golden and sky blue lapis engraving



Navy blue lapis and white engraving



Inspiration: from the *ceramic mosque lamp*, from Ottoman Turkey.



structure of the jewelry design



Navy blue lapis with outter design, with Aquamarine stones



Navy blue lapis with outter design, and golden chain with Aquamarine stones



Navy blue lapis with reduced outter design, and golden chain with Aquamarine stones



3D sketch of pendant and earring with aquamarine gems, lapis cut in the center, and white engraving



Final outcome



Color choices & 3D sketch

Maximal Collection Experimentation



Tourmaline and Sapphire stones

Amethyst and Emerald

Aquamarine and Tourmaline



Laid real stones to see whether the colors were suitable.



Inspiration: the star shaped octagon tile with arabesque design



Design structure



3D sketch with Amethyst, Emerald, and Green Torquoise



Final outcome

Jewelry's structure

Turquoise Collection Experimentation



Jewelry's structure



Final Outcome : with turquoise, rubies, and moissanites



Inspiration: Turkish ornament

THESIS EXHIBITION



Exhibited work in the jewelry space at MBK center in Bangkok, attracting foreigners who inquired about the brand and materials used. The display garnered significant interest, highlighting the innovative approach and thoughtful design.





VISITORS

Gallery

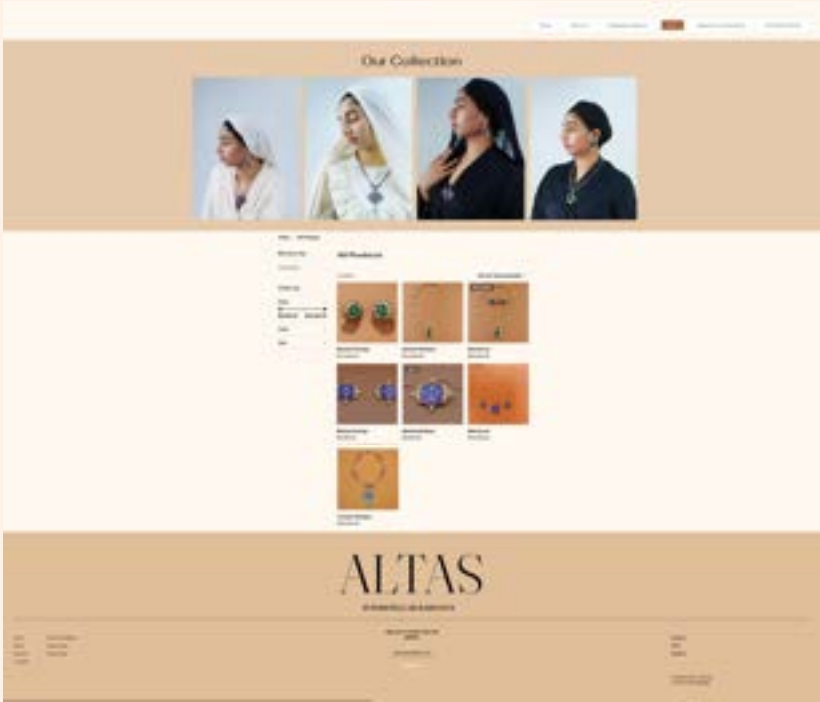
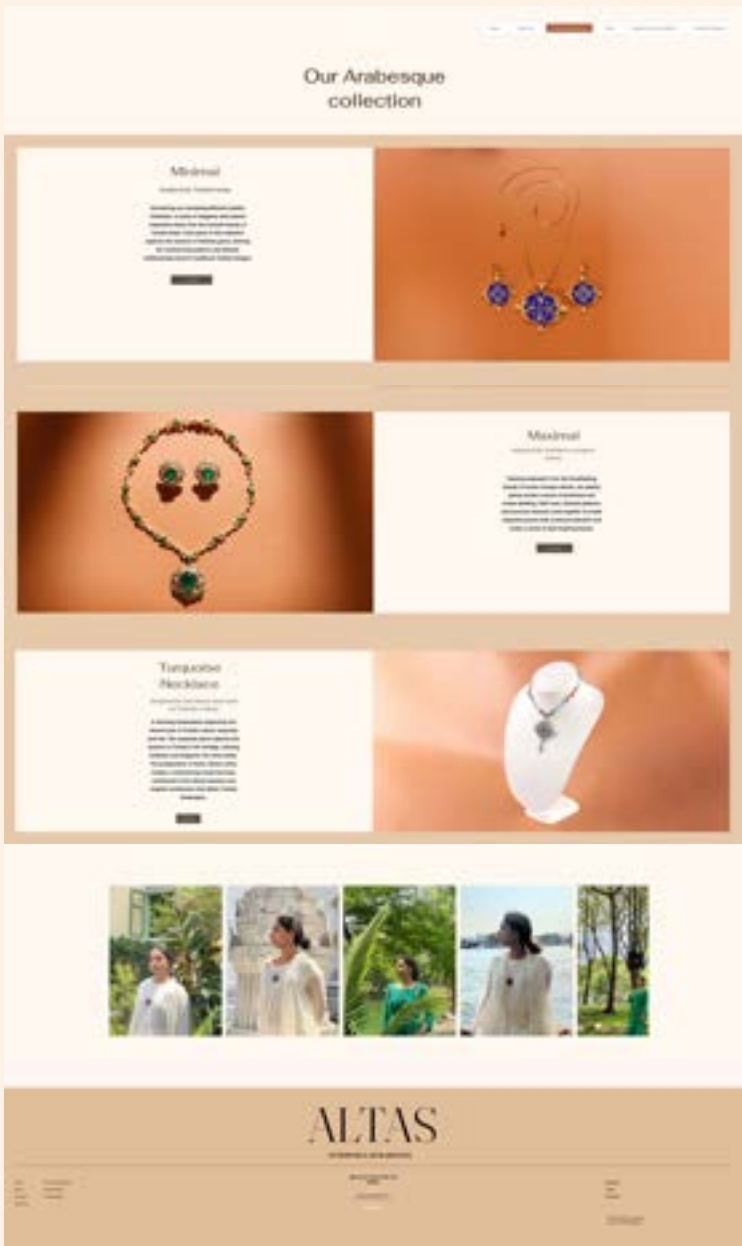
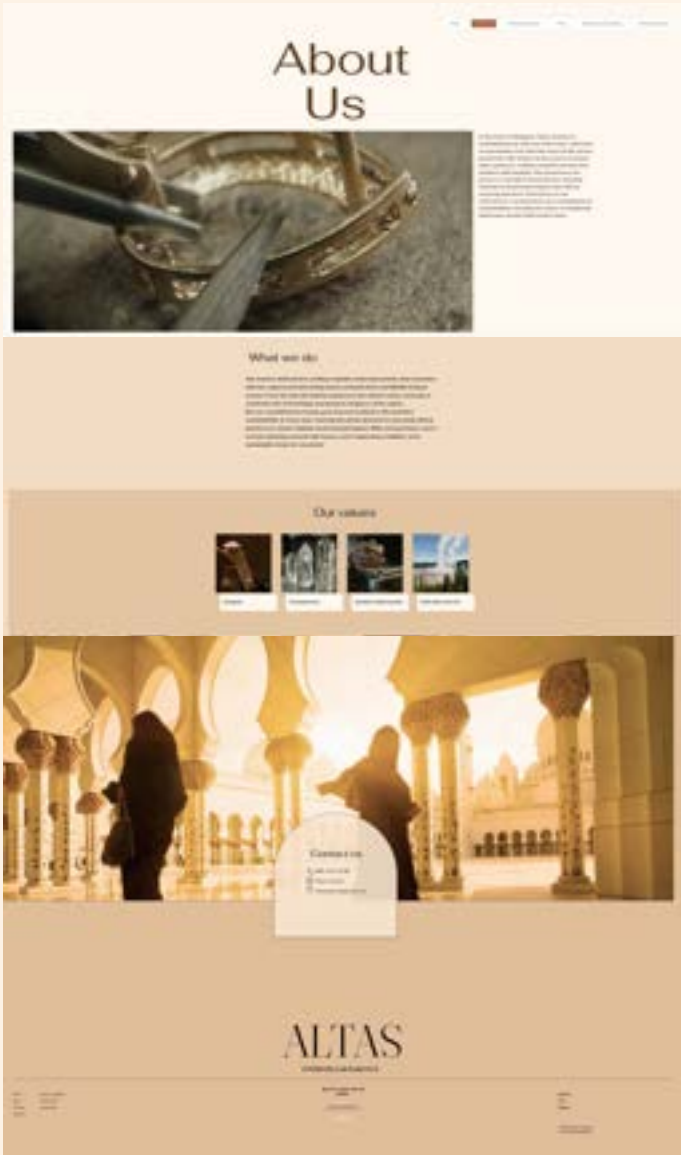
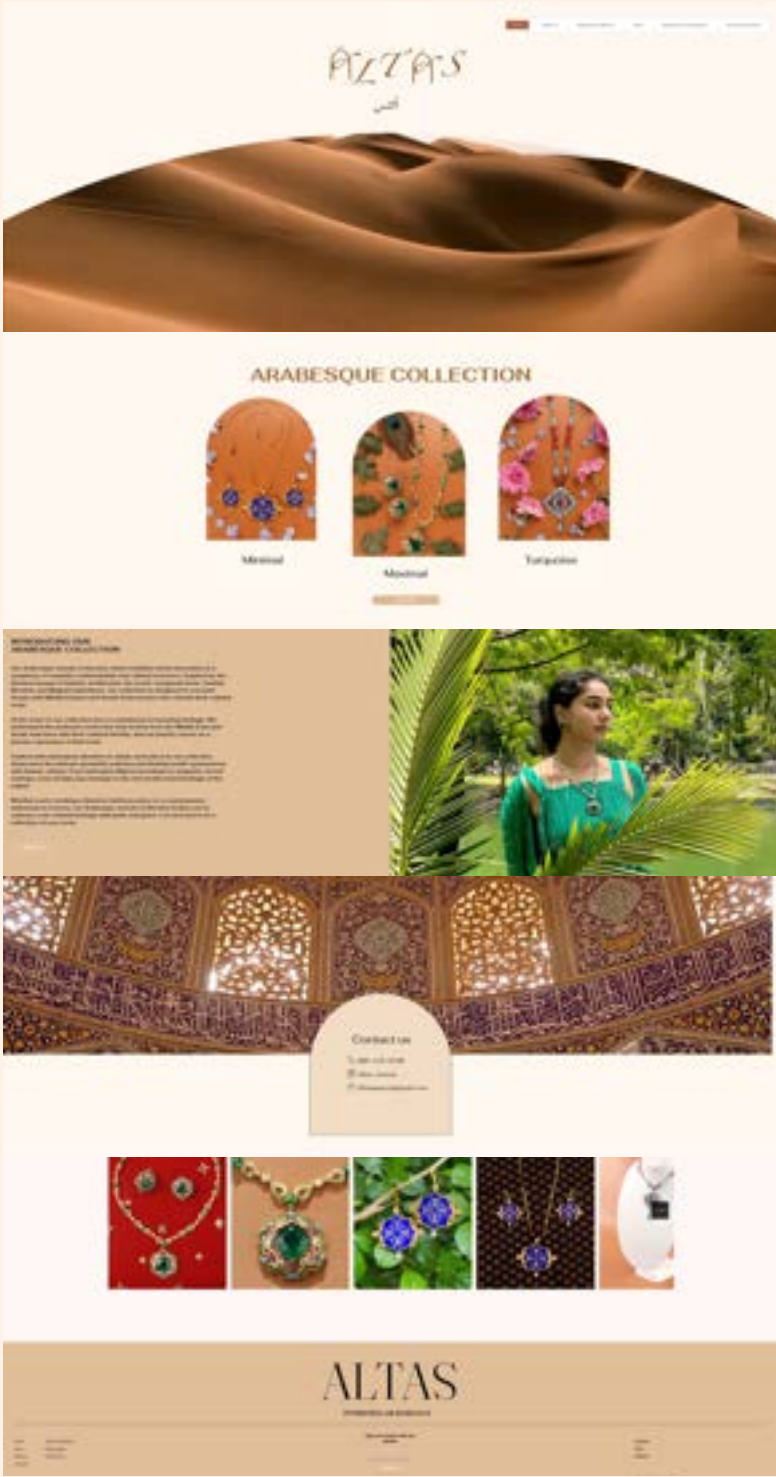


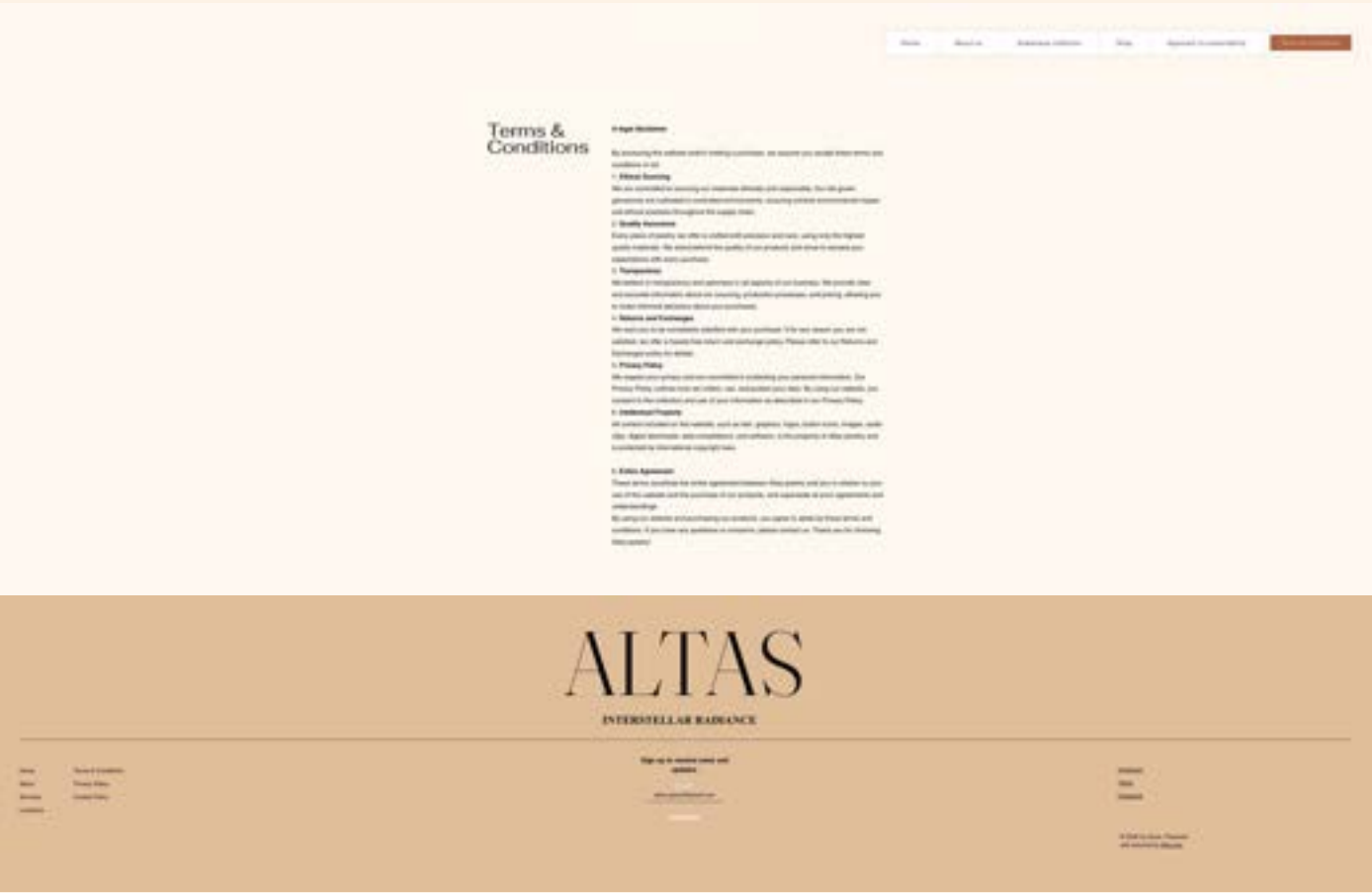
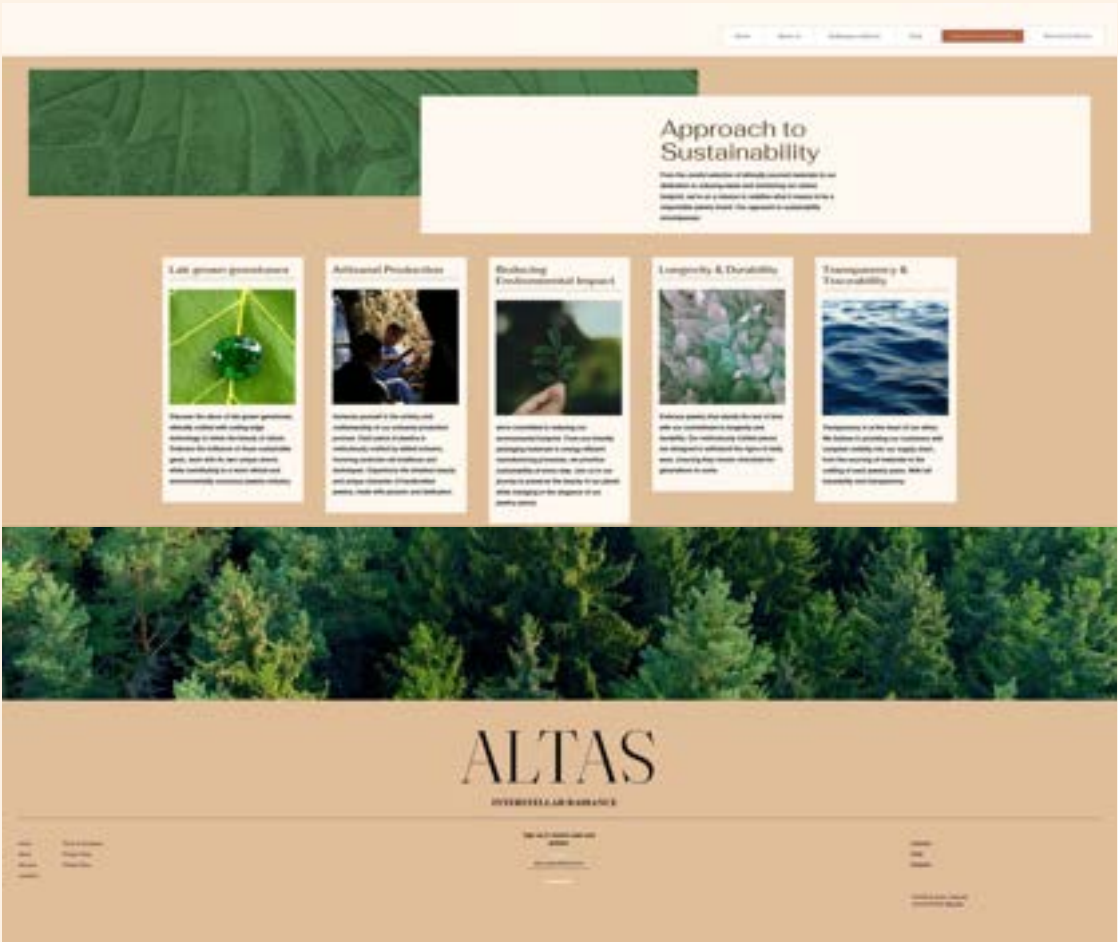
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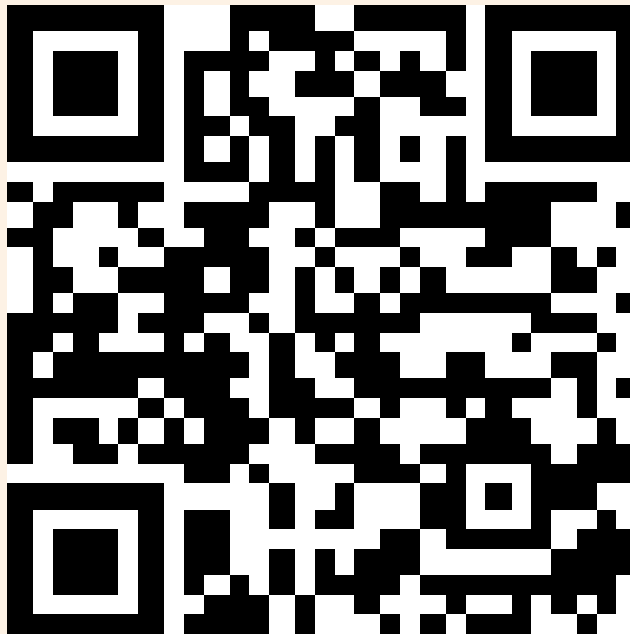
[Click here to view Altas's website](#)



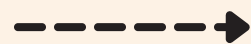


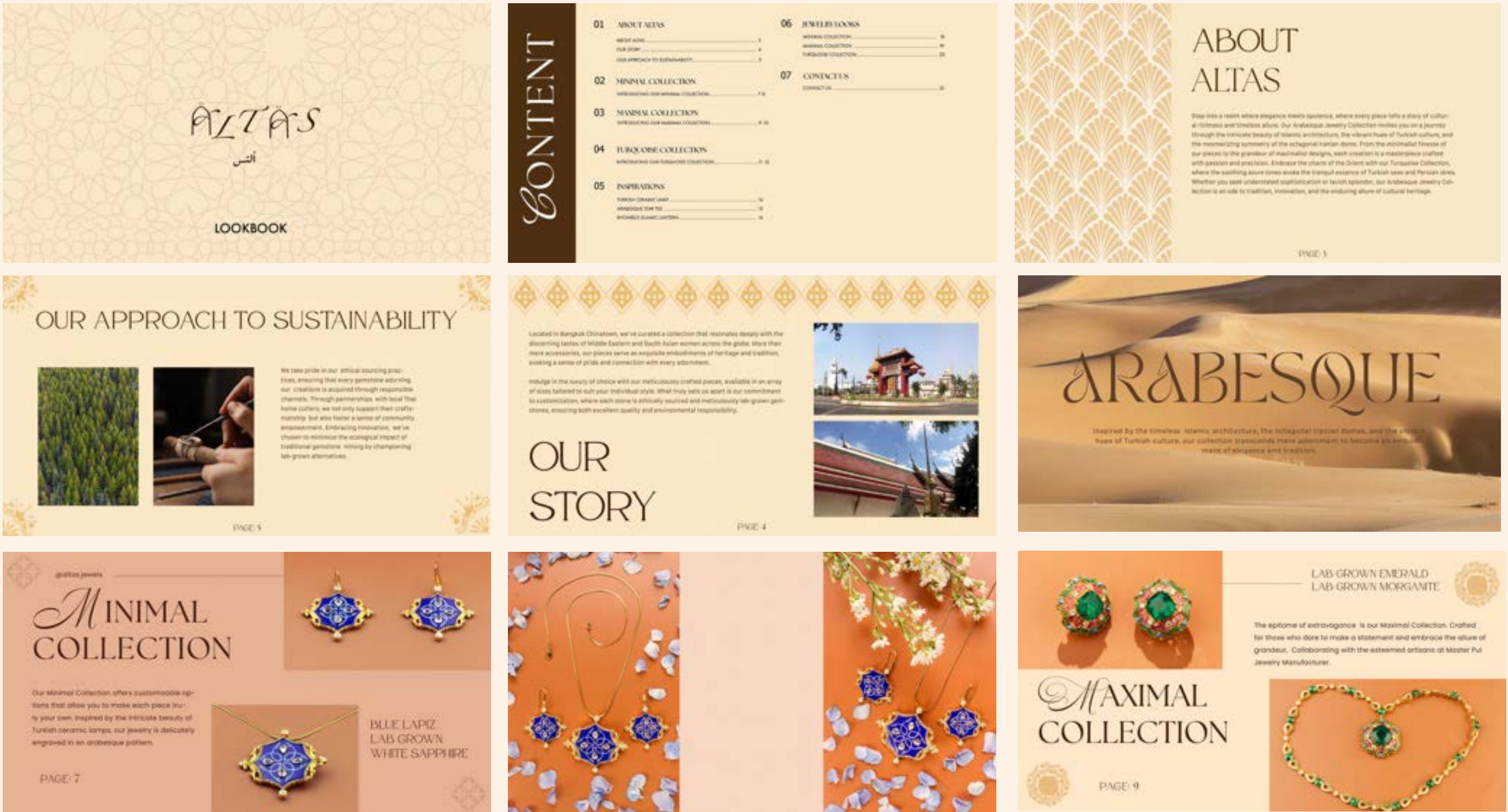


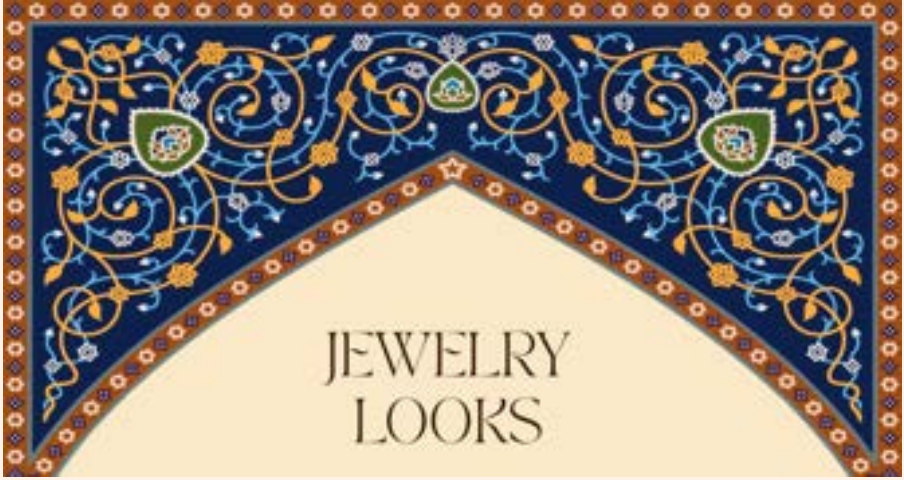
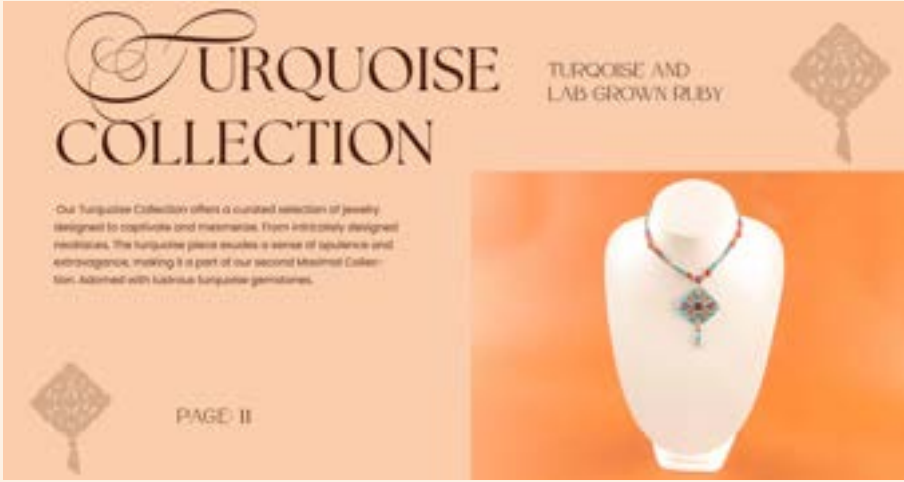
Scan or view the lookbook via the URL



[Click here to flip through the lookbook](#)





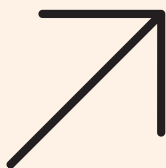




HOW TO GET OVER MAKEUP 101

MAGAZINE DESIGN
ILLUSTRATOR, CONTENT WRITER

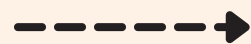
"How to Get Over Makeup 101" is a magazine specifically designed for teenagers and young adults aged 15-27. It provides comprehensive insights into the influence of makeup on society, business strategies within the beauty industry, and practical solutions for managing breakouts. Additionally, the magazine offers guidance on maintaining a healthy mindset and personalizing makeup routines. This publication is particularly valuable for those looking to break free from a stagnant lifestyle and resist the allure of fleeting trends



Scan or view the magazine via the URL



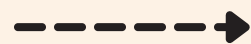
[Click here to flip through the magazine](#)

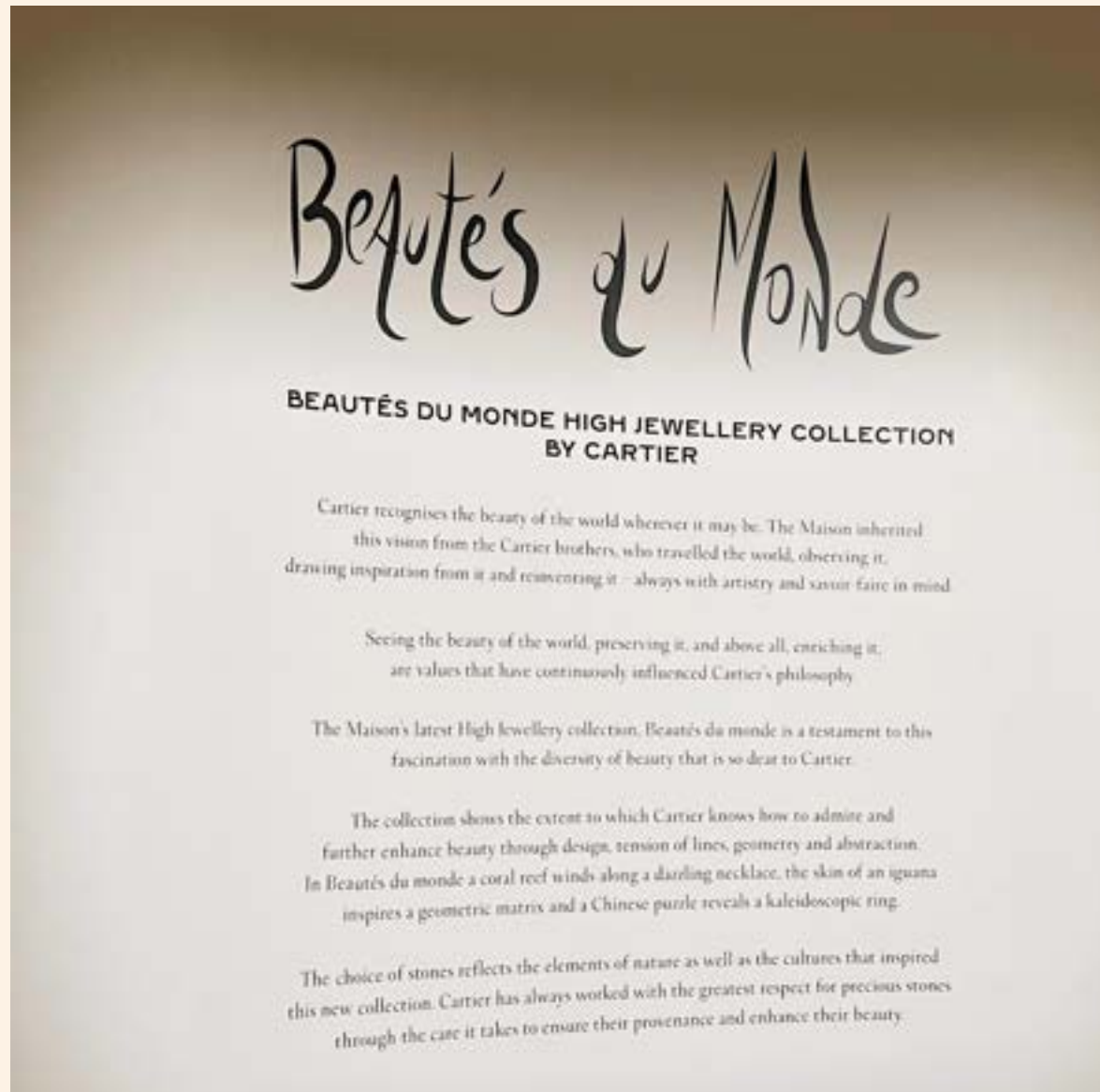


Cartier's

ADVENT CALENDAR

I developed a concept for Cartier's Thai Mother's Day brief, designing an Advent calendar to create a memorable experience for affluent mothers.





Cartier's

EXHIBITION

I visited Cartier's Beautés du Monde high jewelry collection in February 2023, where I gained valuable ideas for creating my own jewelry pieces. The exhibition inspired me to develop a jewelry brand that uniquely reflects my heritage and background. Many of the necklaces were influenced by themes of flora, fauna, and the iconic panther, which similarly made me think of incorporating Islamic floral patterns into my jewelry pieces.





CONTEXT OF CARTIER'S ADVENT CALENDAR

Form

A gift box for Mother's Day "Moments of Appreciation box"

Function

A gift box similar to the advent calendar box

Audience

for affluent mothers aged between 30 to 50

Packaging design structure

Luxurious, flora and fauna, vintage, modern.

Why?

Cartier can be marketed better, and so creating a meaningful gift box could make a mother's day memorable.

Used software

Procreate and kerf lasercut studio



RESEARCH



Symmetrical flower of chloe's
fragrance ad



D Jazmyne's panther
Canvas Art



Barbel Dressler for floral
pattern



ILLUSTRATIONS



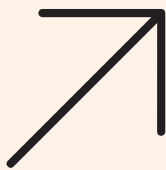
Symmetrical flower design

why?: Symmetrical because it makes the design look harmonious and appealing.



Mother panther and her cub

why?: Panther is one of cartier's icon.



DISPLAYS OF MY EXPERIMENTATIONS



Setup of the drawers



Removal of the sticker



Carved out the excess sticker on the engraved areas



Golden eyeshadow



Use of fabric sticker



Placing the drawer stands



Applying Resin



Sticking of all the acrylic sheets



CARTIER'S ADVENT CALENDAR

FOR THAI MOTHER'S DAY ADVENT CALENDAR

Introducing the "Moments of Appreciation" gift box by Cartier, a luxurious Mother's Day gift designed for affluent mothers aged 30 to 50. This exquisite gift box, inspired by the of flora and fauna, blends vintage charm with sophistication. The packaging design structure, similar to an advent calendar, features compartments for each unique gift, enhancing the excitement of discovery. crafted to reflect Cartier's timeless artistry, the form and function of this gift box create a memorable and meaningful experience. As part of the creative brief I participated in, this project aims to showcase how thoughtful and beautifully designed packaging can elevate Cartier's brand presence, making Mother's Day unforgettable.

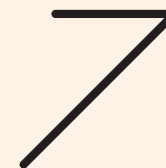


NEAT INTERACTIVE

INTERNSHIP

CONTENT CREATOR, GRAPHIC DESIGNER, UX UI ANALYST

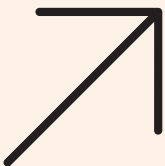
Neat Interactive, a marketing agency in bangkok, has collaborated with over 100 esteemed brands across the Asia-Pacific region, including Belkin, CASE Construction, Centara Grand, Conrad, Fresenius Medical Care, JW Marriott, Sansiri, Intercontinental. the company showcases its commitment to delivering impactful digital marketing solutions. I've specialized in strategic social media marketing across platforms like Facebook, Instagram, Line, and WeChat, captivating content creation, and eye-catching graphic design paired with creative content creation .



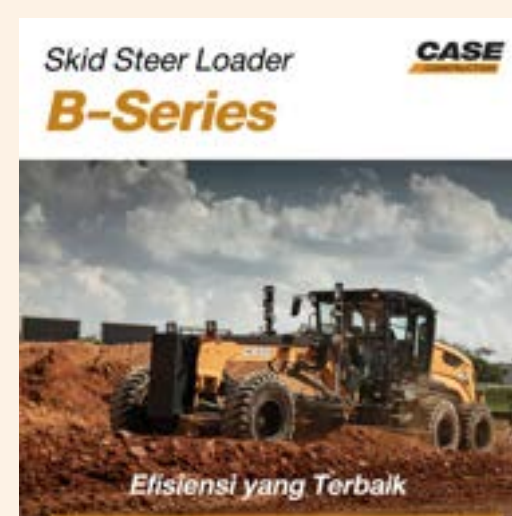
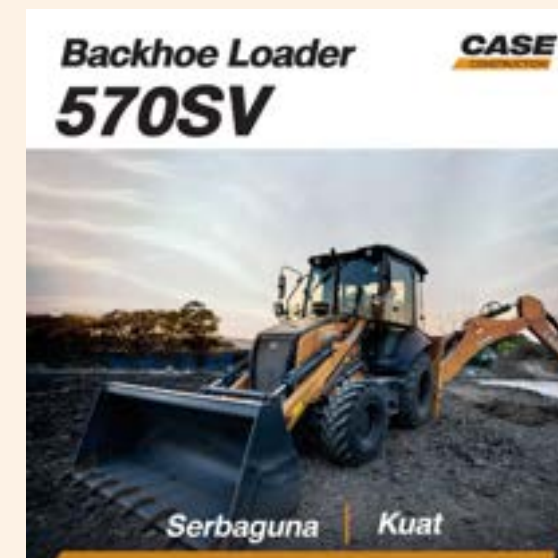
CASE CONSTRUCTION

NEAT INTERACTIVE

CASE Construction is a global leader in manufacturing high-performance construction equipment and providing innovative solutions for the construction industry. Over a three-month period, graphic design tasks were handled for both Thai and Bahasa, focusing on creating marketing visuals, and graphical elements to highlight key product features.



SAMPLE OF WORKS

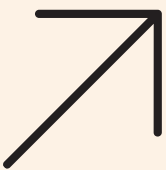


KAIDAO

UI RESEARCH

PROTOTYPE & RESEARCH

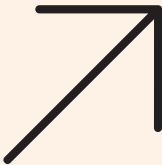
Kaidao UI Research focuses on user-centered design. Typography and color choices were inspired by the Thai “kaidao” (egg), reflecting simplicity and elegance to create effective and engaging user interfaces, and prototype through figma.



CONTENT CREATION FOR MAHANAKHON

CREATIVE WRITING

Creative content creation for Mahanakhon were key responsibilities. This entailed designing eye-catching visuals for social media platforms, creating promotional materials, and developing creative content to showcase Mahanakhon’s landmark features and events. The approach emphasized highlighting the skyscraper’s architectural beauty and its role as a central attraction in Bangkok.



Story #2: Morning: DRINK PACKAGE A (Other Cafe & Post Box)

Storyline:
Make your way to the 74th floor, where a refreshing drink awaits you, accompanied by the most awe-inspiring morning city views.

Drink Package A

10:00 - 11:30 hrs.
THB 920

14:00 - 18:30 hrs.
THB 1,120*

1 Skywalk Ticket +
1 Selected Drink from
Other Cafe
or 1 Soft Drink of 3rd floor

Quench your thirst in the morning with a complimentary selected drink, an exclusive drink known as On the Cloud at the Other Cafe only available on the 74th floor.

When you purchase **DRINK PACKAGE A**, you can savor a delightful blend of brew and tea or soft drink to heighten your experience, and don't forget to check out the remarkable and Thailand's highest Post Box where you can get the chance to send postcards.

Grab your bestie, and let's create memories that will last a lifetime! Come to Mahanakhon tower and embark on an unforgettable escapade filled with breathtaking views, delightful drinks, and the joy of shared experiences.

Book your tickets now, and let the adventure begin! Don't miss this extraordinary opportunity to experience the magic of the Mahanakhon tower with your closest companion.

Ending with promotion graphic scene, for marketing strategy.

Story #4: Late afternoon: PLAY PACKAGE C (Sky ride)

Storyline:
Brace yourselves for an adrenaline-pumping adventure like no other! Experience the Skyride, when purchase **PLAY PACKAGE C**, a paratroop VR city flyer that puts YOU in control. Only at Kingspore Mahanakhon

Play Package C

10:00 - 11:30 hrs.
THB 990

14:00 - 18:30 hrs.
THB 1,190*

1 Skyride Ticket +
1 Skydiver Ticket

Immerse yourself in a heart-pounding two-minute ride as you don vr glasses that transport you into a mind-blowing 3D movie, delivering the sensation of paragliding through the clouds. Feel the wind rush through your hair and the thrill of flying high above the cityscape.

But wait, there's more! Your exhilarating Skyride experience includes a complimentary skywalk ticket! You and your bestie can now take on the heights with even more joy and excitement.

Don't miss this incredible opportunity to try the Skyride and experience the thrill of paragliding like never before. Book your Skyride adventure now, and get set for a fantastic journey that will leave you on cloud nine!

Ending with promotion graphic scene, for marketing strategy.

Choose your preferred adventure with two exciting timings: from 10:00 am to 3:00 pm, embrace the day's excitement for just 990 baht, or from 4:00 pm to 8:30 pm, witness the city lights twinkle beneath you for only 1,120 baht.

Story #3: Noon: EAT PACKAGE B (Part 1 Thai Taste & Street Arts / Part 2 Afternoon break with ICI dessert)

Storyline:
Part 1:
Calling all foodies! Join us and your besties as we take you on an exciting gastronomic journey through the vibrant streets of Thai Taste! Explore the mouth watering array of authentic Thai street food that will tantalize your taste buds and leave you craving more.

Eat Package B

10:00 - 11:30 hrs.
THB 990

14:00 - 18:30 hrs.
THB 1,190*

1 Skywalk Ticket +
Cash Voucher THB 200
(Thai Taste Hub,
Mahanakhon Cube
or Mahanakhon Eatery)

Capture the moments of pure joy as you and your besties immerse yourselves in the delightful ambiance adorned with captivating art and intriguing interiors. Snap away and make memories to cherish forever.

Wait, there's more! When purchasing **EAT PACKAGE B**, You will receive a skywalk ticket and a cash voucher worth 200 baht! Indulge in the Thai taste hub at Mahanakhon Cube or the exquisite Mahanakhon Eatery while enjoying the breathtaking city views from above.

Book your adventure now and prepare for an extraordinary experience that will leave you in awe.

Ending with promotion graphic scene, for marketing strategy.

Part 2:
Are you ready for the perfect afternoon break with your bestie? Join us at ICI, where delectable desserts and refreshing drinks await you! Treat your taste buds to a delightful experience that will satisfy your sweet cravings and quench your thirst for adventures.

When purchasing **EAT PACKAGE B**, You will receive a skywalk ticket and a cash voucher worth 200 baht! Indulge in the Thai taste hub at Mahanakhon Cube or the exquisite Mahanakhon Eatery while enjoying the breathtaking city views from above.

Let your hearts brim with joy as you and your companions embark on a fun, sweet and delicious afternoon! And Create unforgettable memories with your loved ones.

Choose your ideal food-venture with two time slots: from 10:00 am to 3:30 pm, an experience of a lifetime awaits for just 990 baht, or from 4:00 pm to 8:30 pm, an enchanting evening awaits for only 1,120 baht.

Ending with a promotion graphic scene, for marketing strategy.

Story #5: Evening: DIGITAL PACKAGE D (Observatory & DJ)

Storyline:
Calling all sunset lovers and adventure seekers! Join us and your besties for an enchanting evening as we take you on a mesmerizing journey through the city skyline. Capture the beauty of the golden hour as you and your friend explore the breathtaking city view, striking poses, and taking stunning photos around the observatory. Cherish these moments forever and create memories that will warm your hearts.

Digital Package D

10:00 - 11:30 hrs.
THB 990

14:00 - 18:30 hrs.
THB 1,190*

1 Skywalk Ticket +
Digital Images

Feel the rhythm of the music and dance, losing yourselves in the joy of the moment. Let the beats guide your moves and add an electrifying touch to your evening escapade.

As the sun gracefully dips below the horizon, prepare to be amazed by the panoramic sunset view from the observatory. Watch the city come alive with a captivating glow, painting the sky in shades of orange and pink, creating a picture-perfect moment.

And that's not all! When Purchase **DIGITAL PACKAGE D**, your experience includes a skywalk ticket and digital images of yourselves! Relive the joy of your adventure and share the moments with your loved ones.

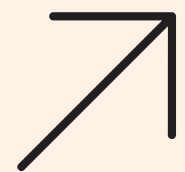
Book your sunset experience, don't miss this extraordinary opportunity to immerse yourselves in the beauty of the sunset, dance like there's no tomorrow, and embrace the magic of Mahanakhon Tower with your closest companion.

Ending with promotion graphic scene, for marketing strategy.

Choose your preferred timing, and let the magic unfold: from 10:00 am to 3:00 pm, bask in the warmth of the sun for just 990 baht, or from 4:00 pm to 8:00 pm, witness the sky transform into a canvas of colors for only 1,120 baht.

BANNER DESIGN

FOR MEITUAN, WECHAT, TIKTOK, DOUYIN, AND WEIBO



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LET'S *Work*
*TO*GETHER

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