



PORTFOLIO

MOULI GUPTA



Mouli Gupta

Multidisciplinary Designer

Space And Interior | Architecture | Product

A learner exploring the world of design, observing projects through multiple lenses. Possessing an open-minded, collaborative, and exploratory approach.



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EDUCATION

■ MANAV RACHNA INTERNATIONAL SCHOOL

10 + 2 CBSE Board (2008 - 2021)

■ THE DESIGN VILLAGE

Bachelor Of Design (2021 - 2025)

EXPERIENCE

■ Lenskart/ Co-Designer

A month long hypothetical project to design a parallel brand for Lenskart called OKA intended to sell towels.

■ Museum Of Emotions/ Co-Designer

A silent architectural competition launched by Buildner. A museum with two halls representing two contrasting emotions of fear and hope along with the reception area.

■ Boond Fragrance/ Designer

The brief was to design packaging for their new product i.e. Rose Water which is a by product of their Gulabi Attar.

■ Sukoon/ Designer

Generating an AI image using a random prompt and recreating the design.

■ Artize/Co-Designer

The brief was to propose an in-store installation/artistic experience in the aegis of an event to invite relevant audience to help ascertain a distinct brand position for Artize, a luxury bath brand that is #BornFromArt.

SKILLS

- Adobe Illustrator
- Autodesk Sketchbook
- Auto CAD
- Rhino 7
- Adobe Photoshop
- Sketchup
- Vray
- Keyshot
- Adobe InDesign
- Typography
- Hand Illustration
- Ethnographic Research
- Brand Building
- Photography
- Conceptualisation
- 3D Model Making

LANGUAGES

English
Hindi

CONTENT

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THE CURVES

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03

FURNITURE DESIGNS

04

SUKOON

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OKA

06

SURREAL BATHSCAPES

01 THE CURVES

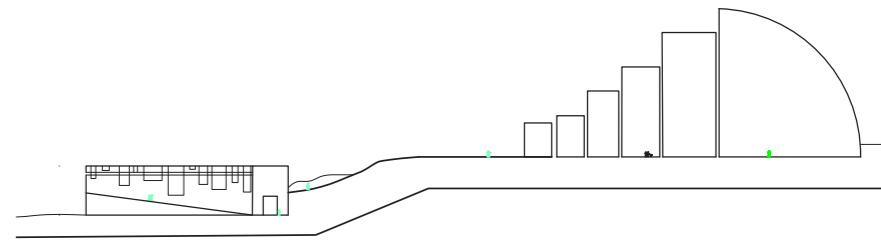
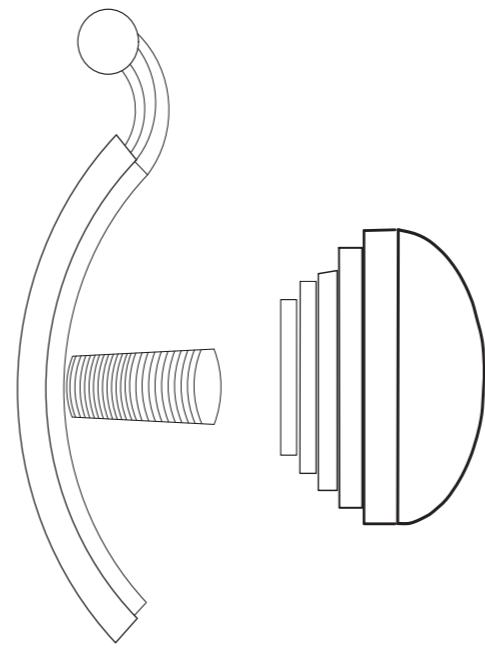
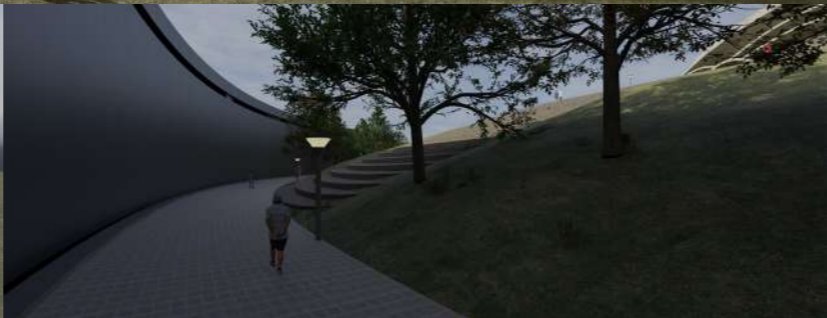
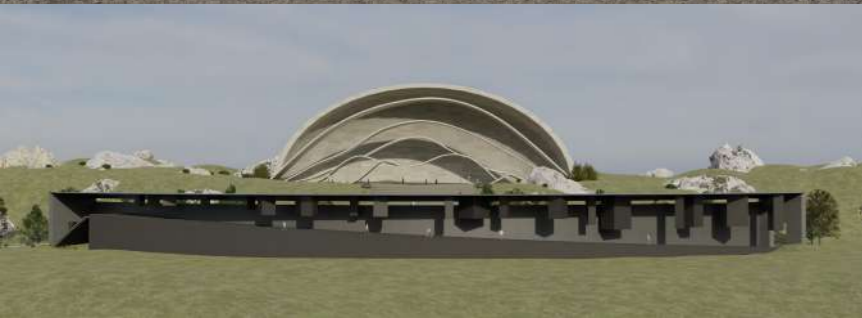
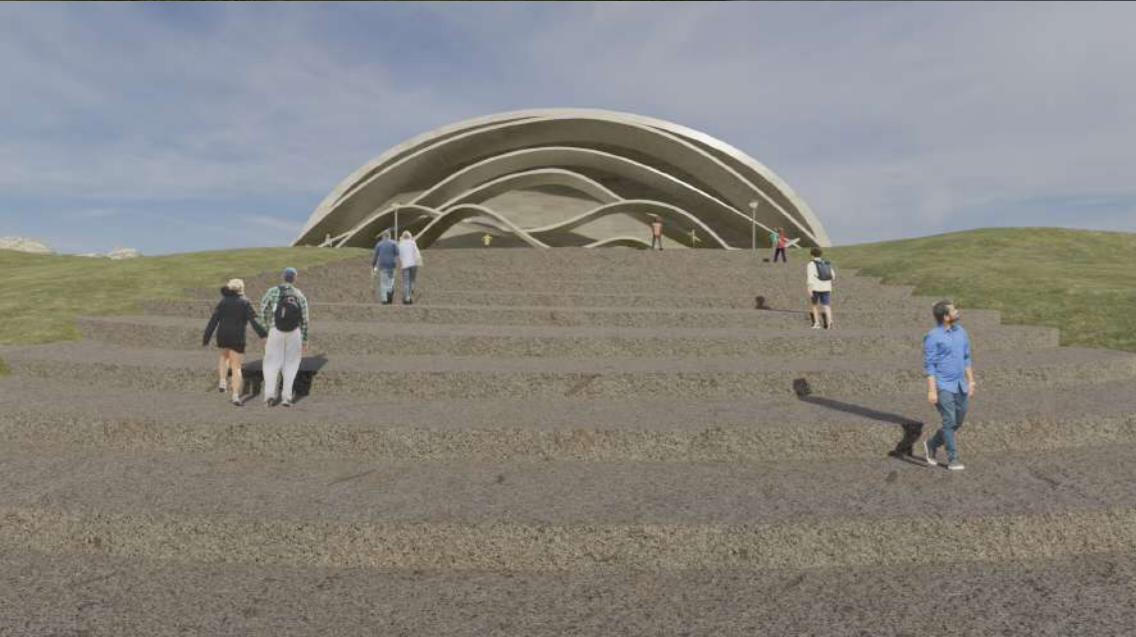
CLIENT - Museum Of Emotions
August, 2022 - January, 2023

Mouli Gupta
Aakriti Das
P. Harshita Rao
Saksham Tandon

A silent architectural competition launched by Buildner. A museum with two halls representing two contrasting emotions of fear and hope along with the reception area. Worked over the concept, design and model.



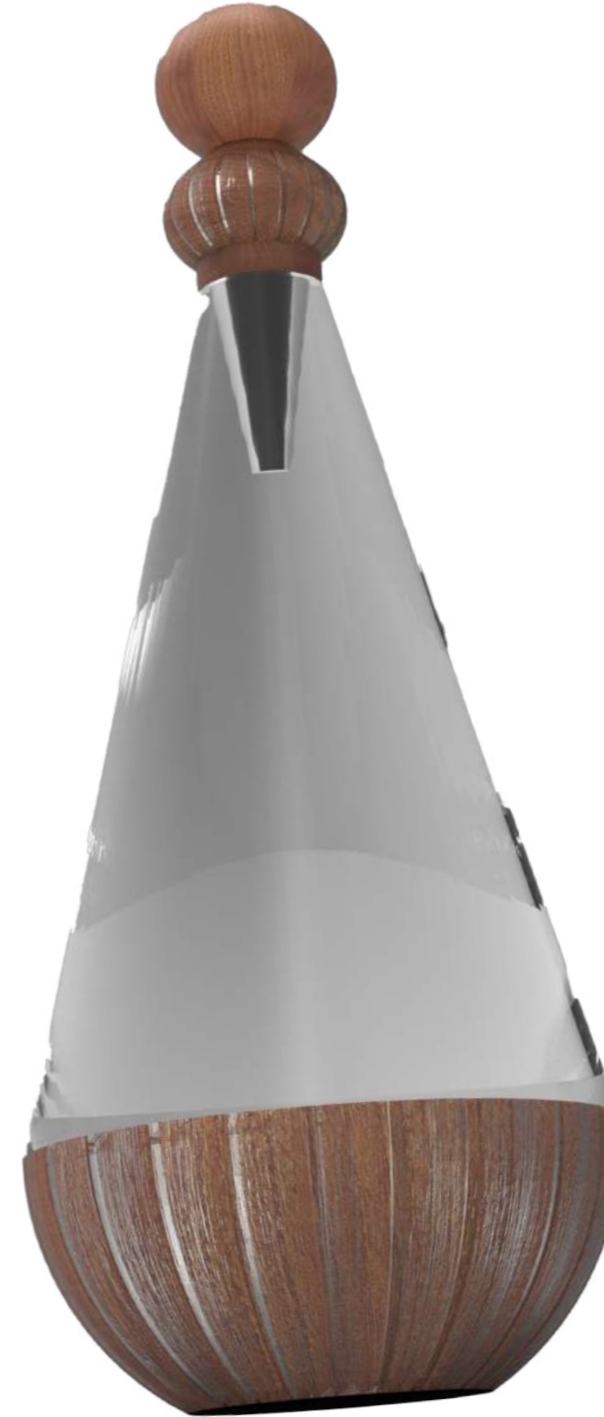
Our museum showcases the two majorly known and daily felt emotions-Fear and Hope, which are basic yet important feelings in one's life. One will experience fear in the tunnel which is the first hall people will enter after exiting the reception. The tunnel is almost an enclosed space. It is a space where the audience will experience fear due to changing volumes, the height of the tunnel, and darkness. Their journey through the tunnel starts near the light that depicts hope and they move forward, walking away from it. Metaphorically walking away from hope and descending into fear. After exiting the tunnel one follows a path towards the staircase leading towards the hope hall. Contrary to the fear tunnel, hope hall is an open space that allows nature to be a part of the hall. Semi-enclosing dome and wavy structure evokes a positive and comforting feeling and being connected to the vast surrounding bring a sense of hope to people experiencing the space.



02 RASA

CLIENT - Boond Fragrance
February, 2023 - June, 2023

Strategies and packaging for bringing manufacturing by product rosewater as a new product to the market.



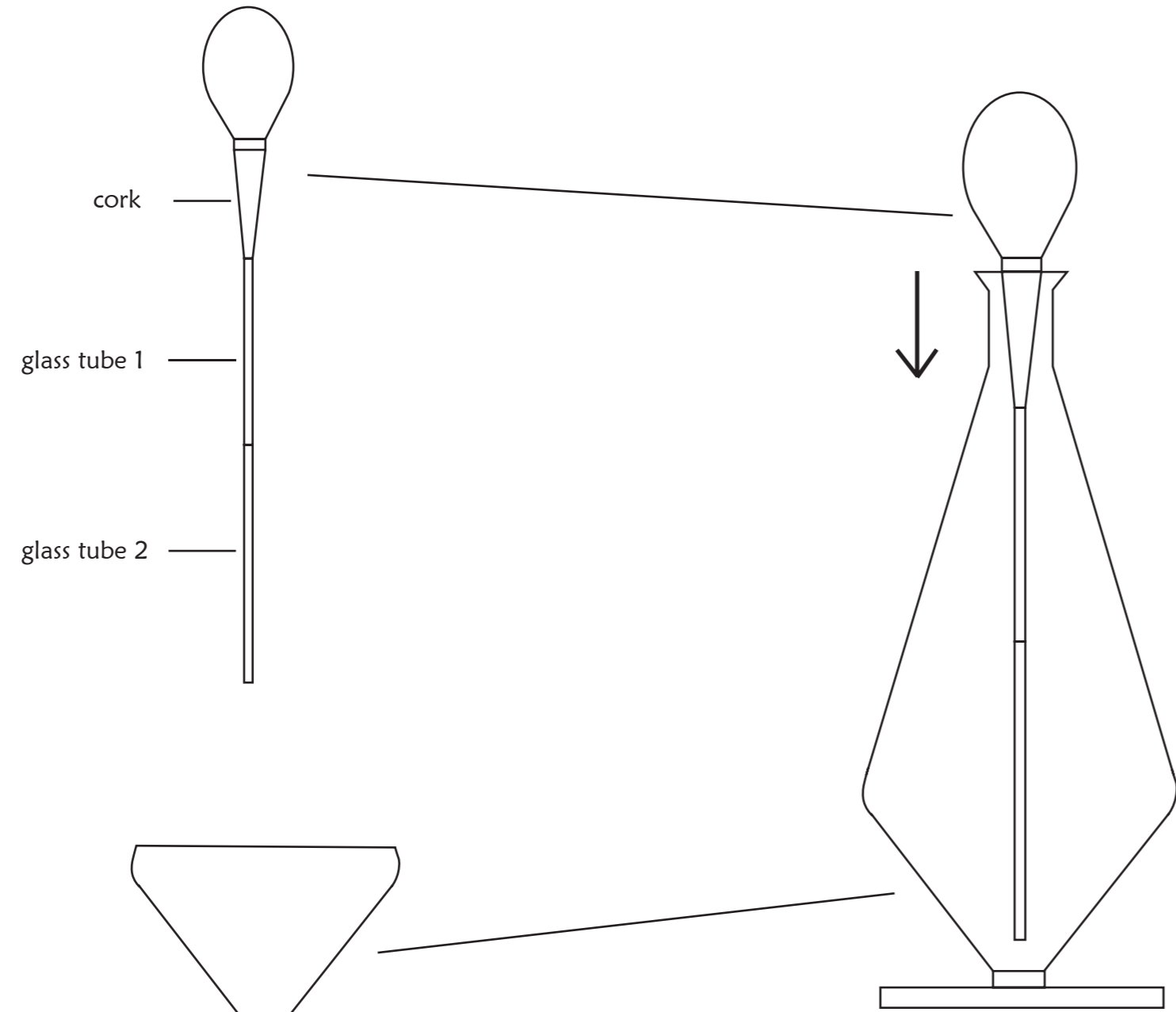
The inspiration behind my designs are from the traditional forms of bottles used. They have a very nostalgic and vintage sense to them and that is what I wanted to capture.

The designs I proposed, I believe, have the sense of vintage-ness and indian-ness like the old times. They fit under the category of something antique.

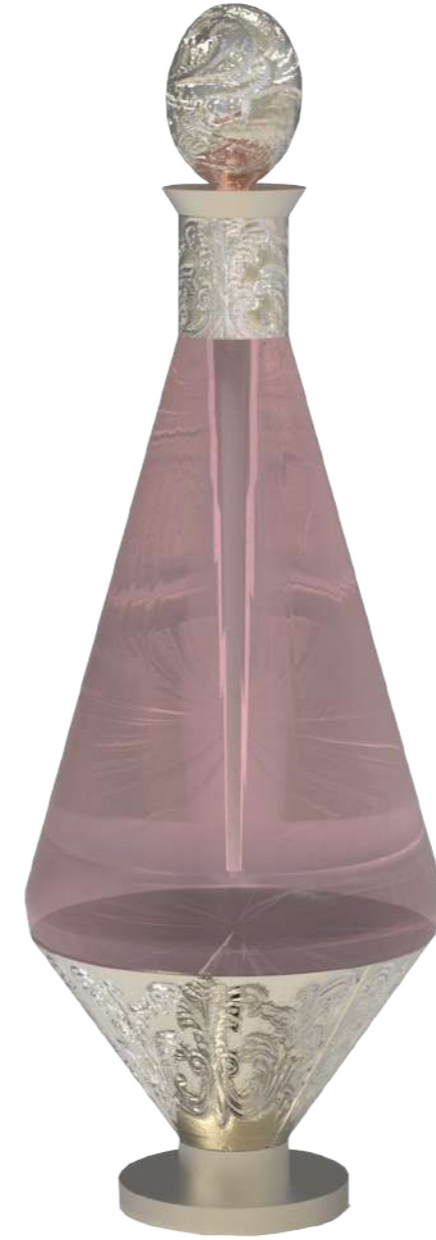
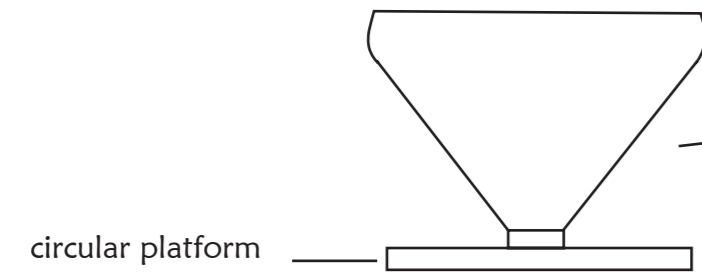
After the use of rose water they can be used as a part of collection for people or as an aesthetic display.

They can also be reused for other purposes.

CAP

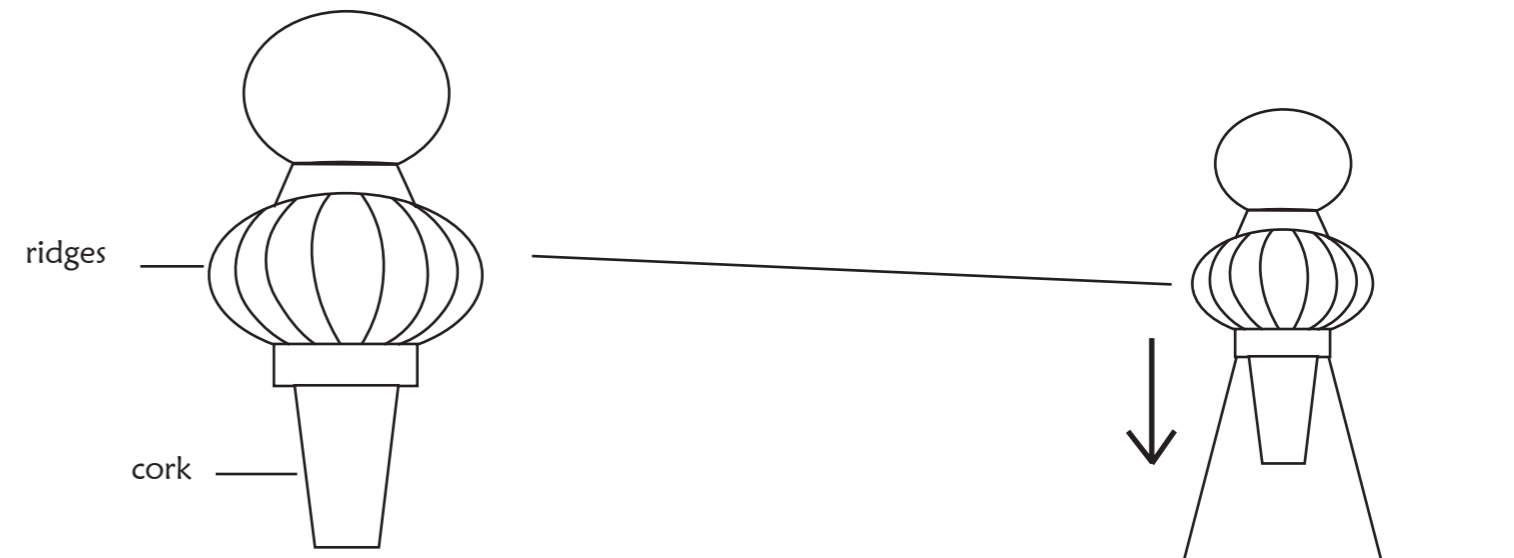


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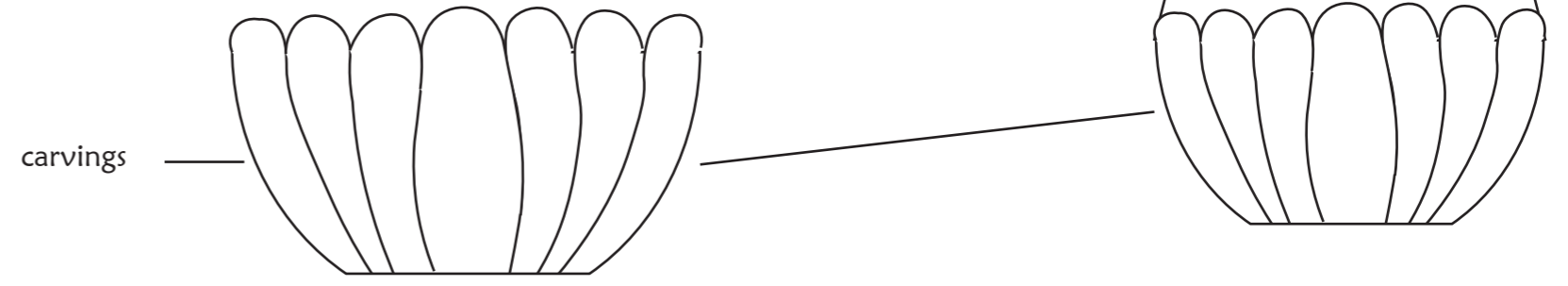




CAP



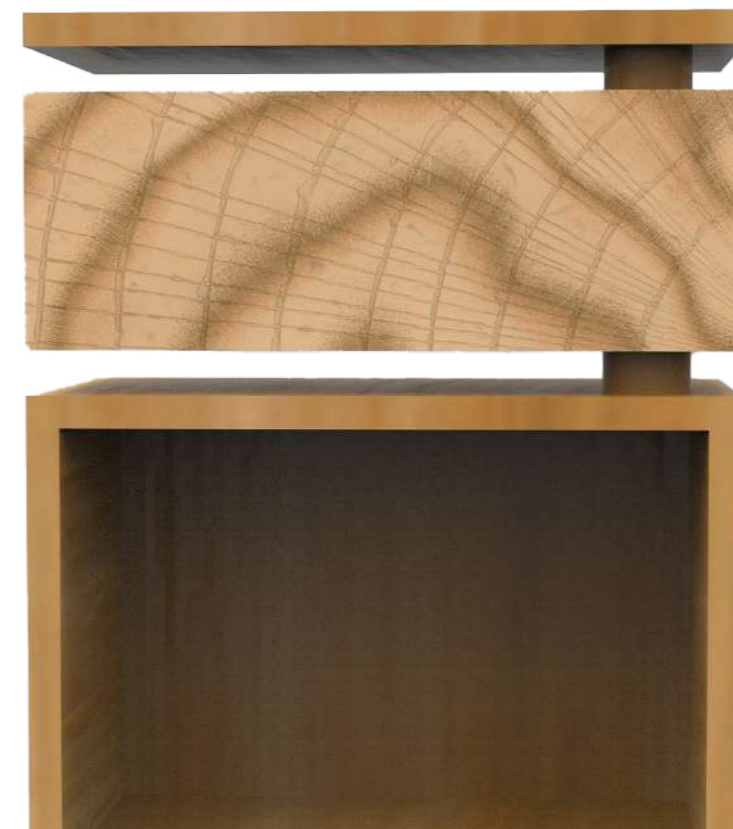
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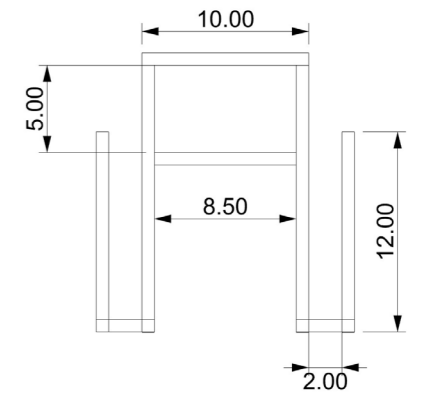
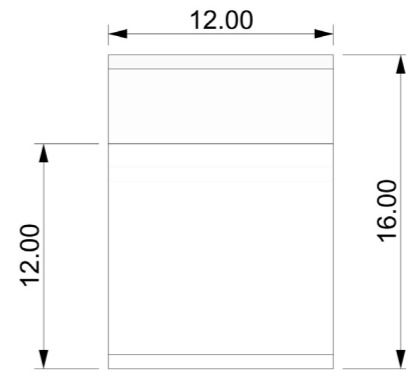
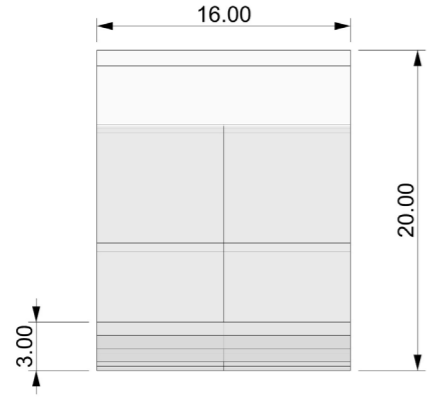
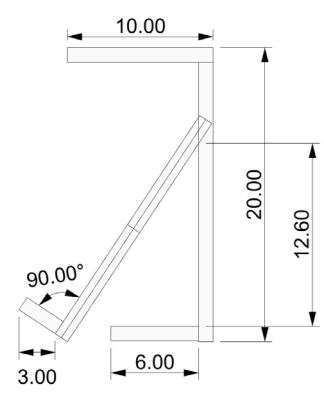


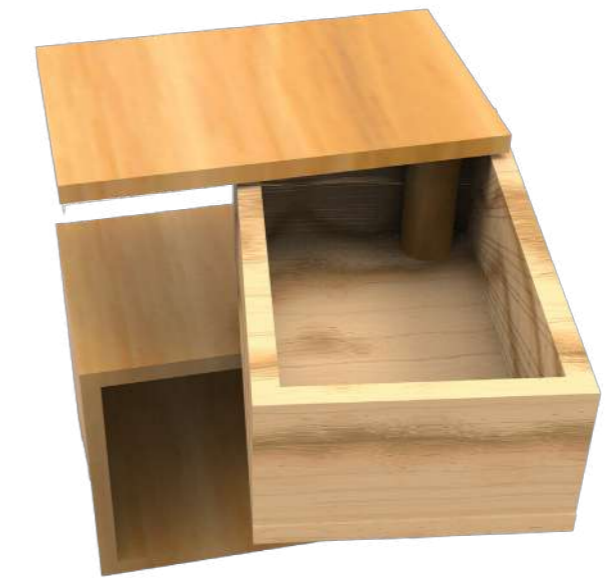
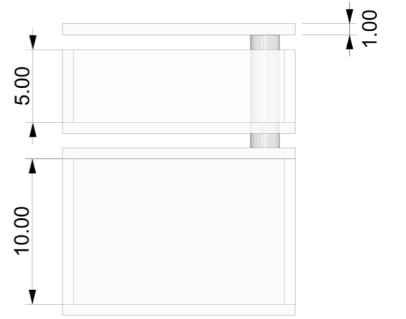
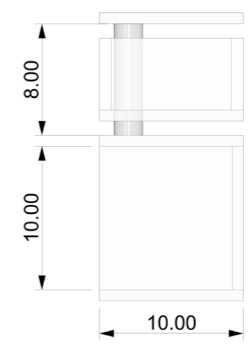
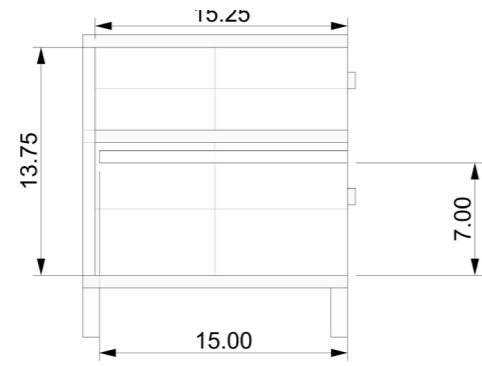
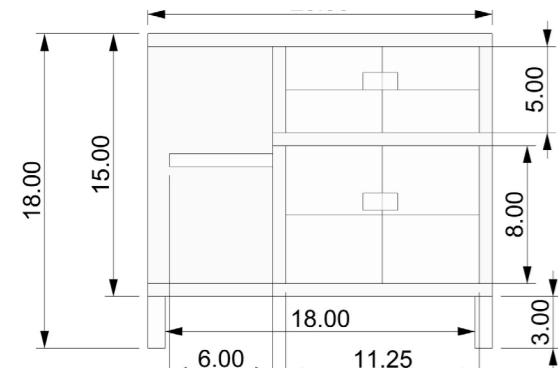
03 FURNITURE DESIGNS

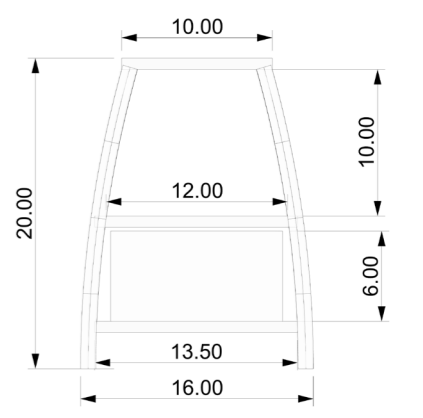
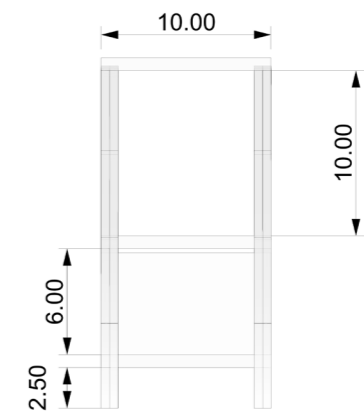
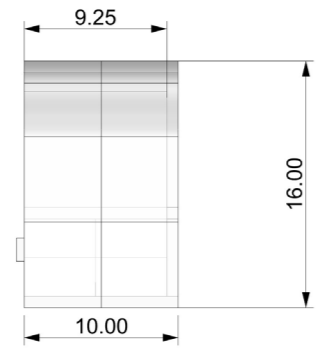
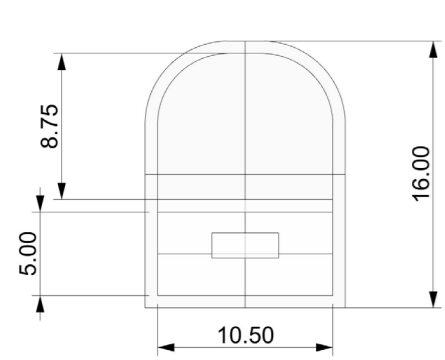
March, 2023

Designing multiple ideations for side tables for a course.





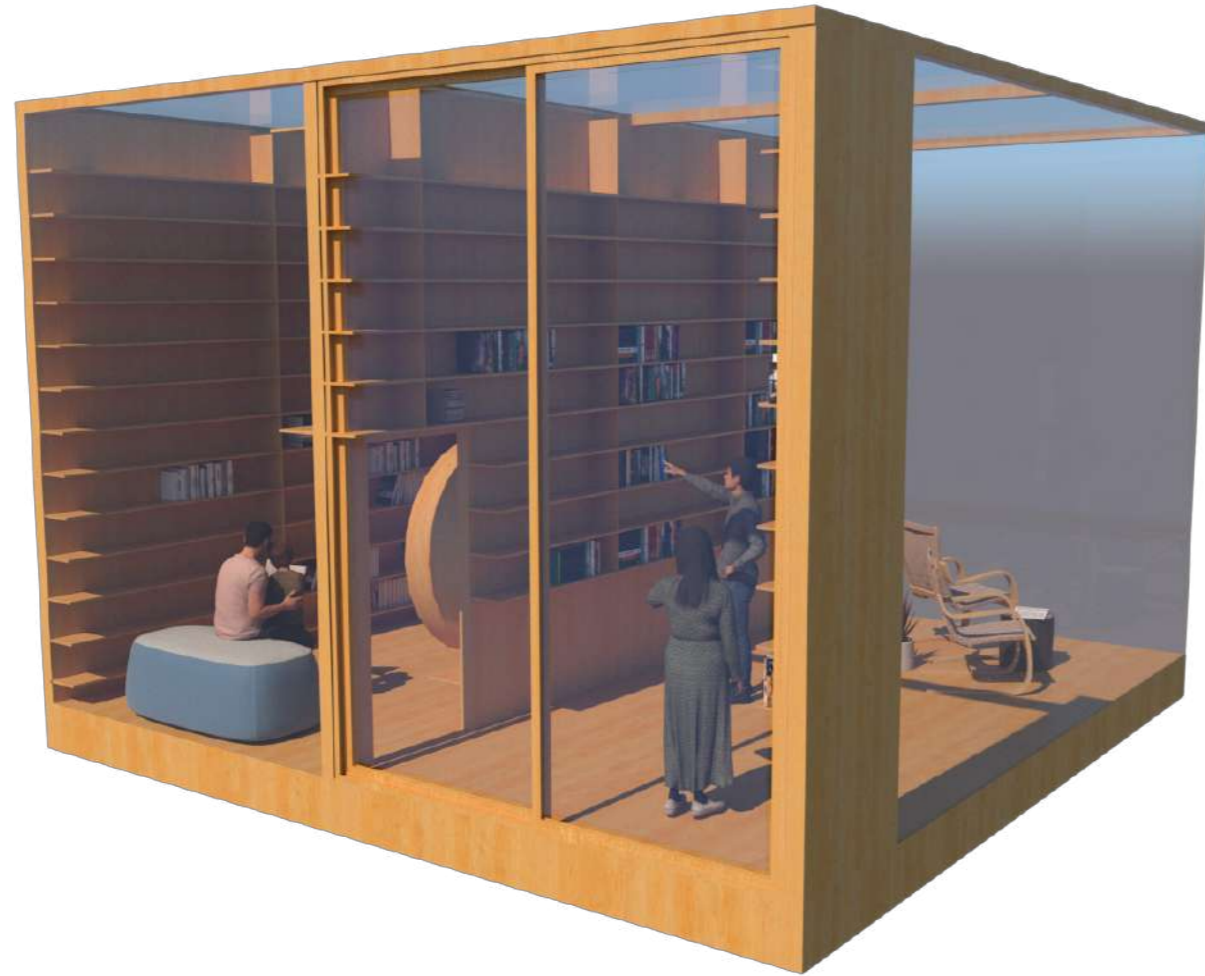


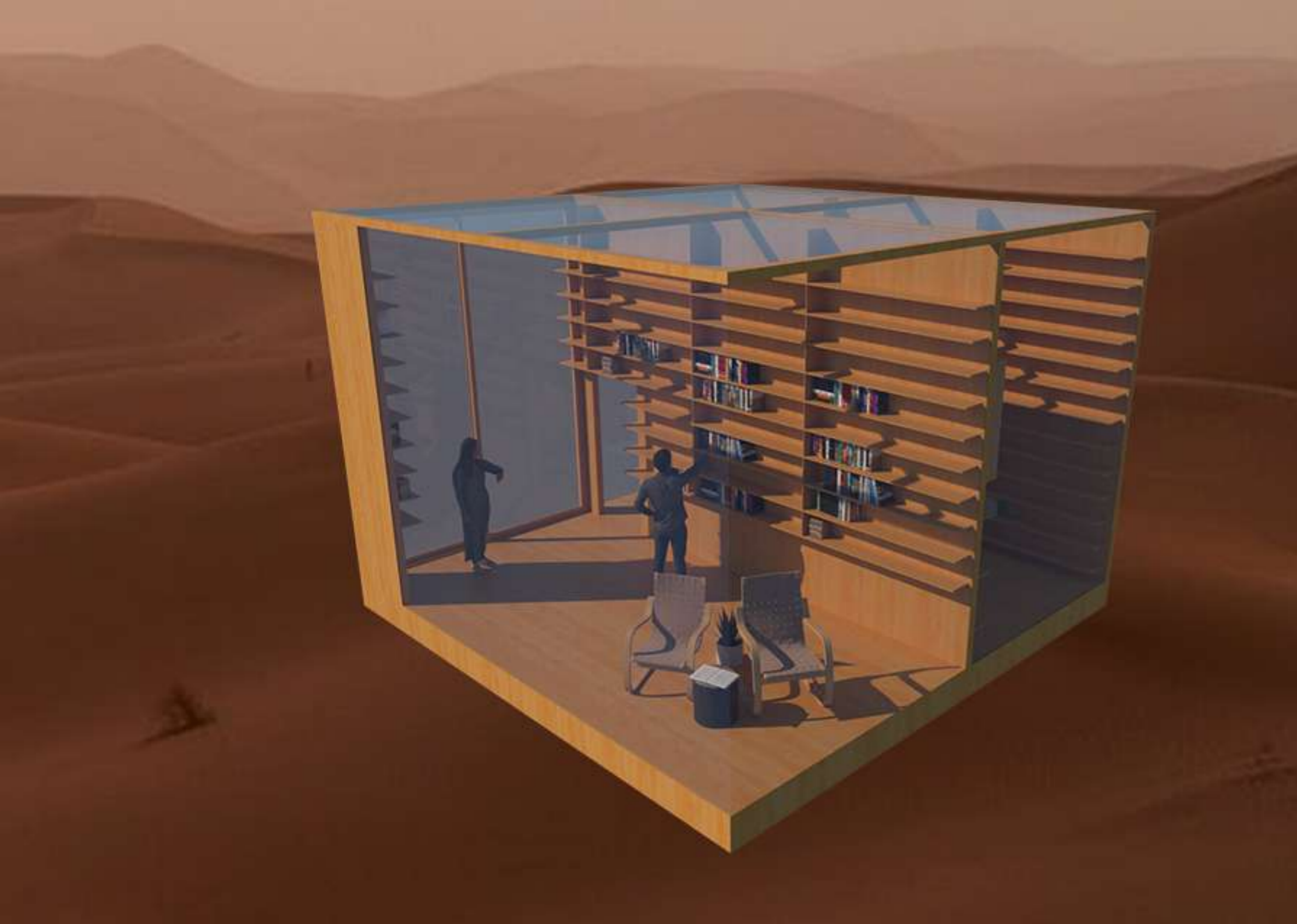


04 SUKOON

August, 2023

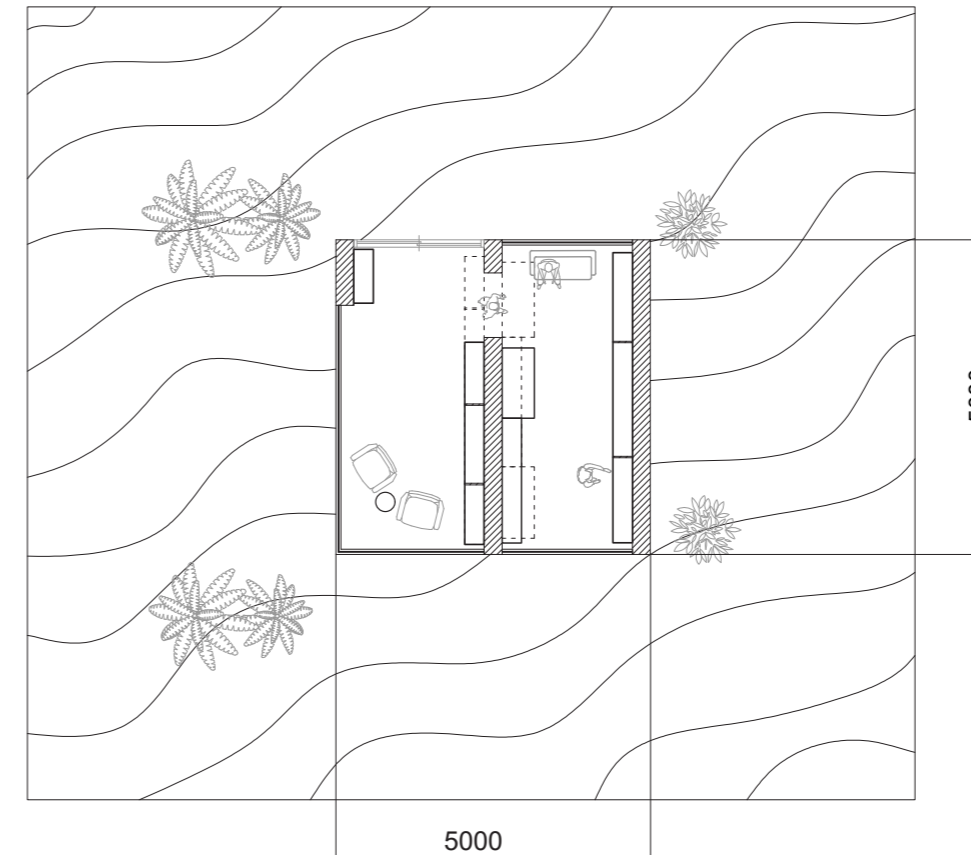
Generating an AI image using a random prompt and recreating the design.





The building is made up of combination of wood and glass. Located in the middle of the desert, this place fulfills the dream of reader who enjoys reading in an ambient and peaceful surrounding. Having long glass windows doesn't create a disconnection from the surrounding and develops a relation with the outside.

It's called 'sukoon' which means peace and tranquility. It was named after the sense of emotions that a person will feel in this space.



05

OKA

May, 2022 - June, 2022

Mouli Gupta
Dhimant Badan
Anjali Kumari

A month long hypothetical project to design a parallel brand for Lenskart called OKA intended to sell towels.



The brand was named after 'Miyoshi Okamoto'. After years of trialing, Dr. Okamoto, scientist of Japan at Toray Industries, invented the world's first microfiber in 1970.

BRAND LOGO

The Logo consists of a Spiral, The Spiral has been derived from what a rolled up towel looks like from the rolled up side, a spiral gives a very Informal and Playful feeling which has been made in a very basic sense in the logo representing the letter 'o'.

The Blue to Green gradient in the spiral gives a sense of Freshness.



oka



oka

BRAND TYPEFACE

ARIAL ROUNDED MT BOLD

CHARACTERS

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
The quick brown fox jumped over the lazy dog
1234567890`~@#%&^*(){}[]_+=|~;'"<.>./!?

STYLE

BOLD

Aa Aa Aa Aa Aa Aa

DIDACT GOTHIC

CHARACTERS

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
The quick brown fox jumped over the lazy dog
1234567890`~@#%&*0{}[]_+=|~;'"<.>./!?

STYLE

REGULAR

Aa Aa Aa Aa Aa Aa

FABRIC TYPES



MICROFIBRE

COTTON

BAMBOO

TYPES OF DESIGNS

Types of designs in which the towels would come according to the fabric type of towel along with their respective icons to identify them with



BRAND COLOURS



The hue swatches to be used in the Towels are either derived from the existing Parent Brand palette or the Parent Brand Logo. The pastel swatches were chosen upon their current popularity, the mute hues were chosen for individuals and households who don't prefer Playful and Youthful colours. Then there are the Greys that can go with every household.

SWATCHES



PROVIDED PALETTE



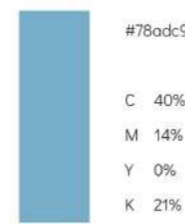
PARENT BRAND LOGO



BRAND COLOURS



Provided are the colours decided for the Brand's identity, this palette is to be utilised in the Brand's advertising as well. The popping blue and green gives a sense of Playfulness, and through the gradienting Green it gives the sense of Freshness. The Grey has been used to make the whole Palette more cohesive.



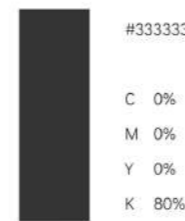
#78adc9

C 40%

M 14%

Y 0%

K 21%



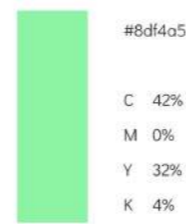
#333333

C 0%

M 0%

Y 0%

K 80%



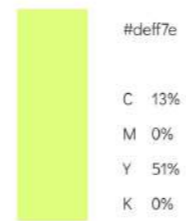
#8df4a5

C 42%

M 0%

Y 32%

K 4%



#dfff7e

C 13%

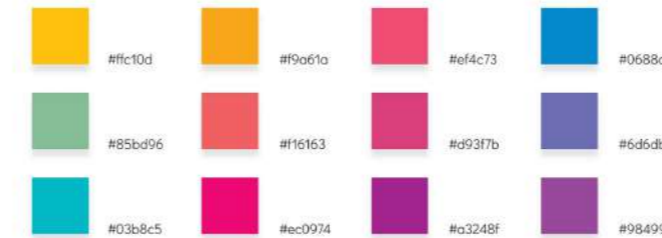
M 0%

Y 51%

K 0%

PRODUCT COLOURS

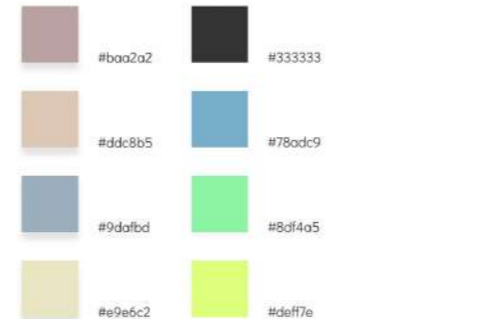
ORIGINAL PALETTE HUES



GREYS



MUTE HUES



BRAND HUES



ORIGINAL LOGO HUES



PASTEL HUES



BRAND TAGLINE

“ TOWELS FOR EVERY DAY
TOWELS FOR EVERY USE ”

Our brand has also incorporated a Tagline . It is Simplistic and the repetition of words conveyed the informed and Playful tone of the brand. It can easily be associated with our brand and also reinforces our idea of catering to everybody.

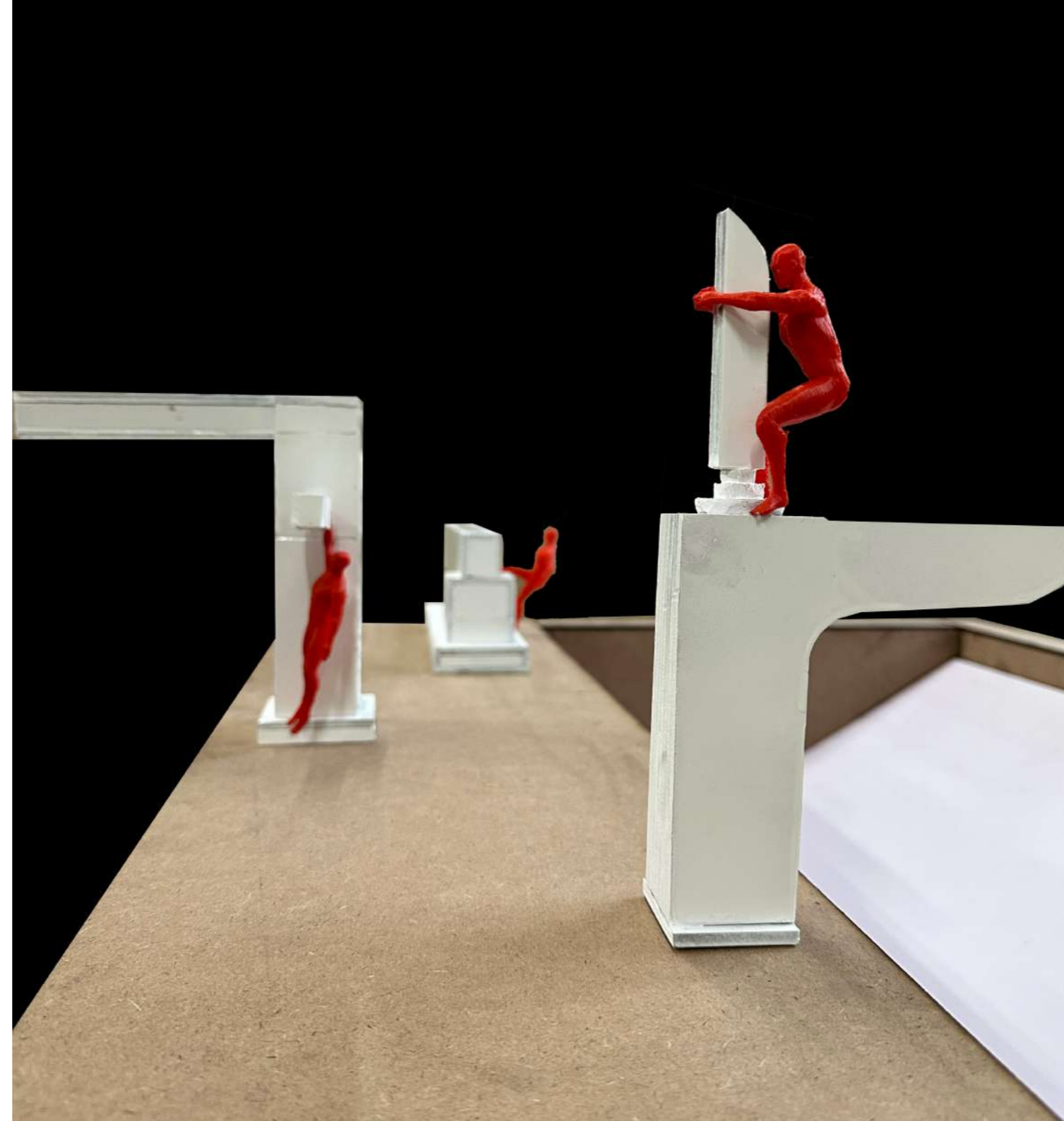
06 SURREAL BATHSCAPES

CLIENT - Artize
August, 2023 - September, 2023

Mouli Gupta
Ashwin Rajesh
Apratim Jain
Sparshika Upmanyu

The brief was to propose an in-store installation/artistic experience in the aegis of an event to invite relevant audience to help ascertain a distinct brand position for Artize, a luxury bath brand that is #BornFromArt.

The concept behind this design was to create a world by altering the reality using surreal art within the store with the help of human sculptures by playing with scale and distortion.

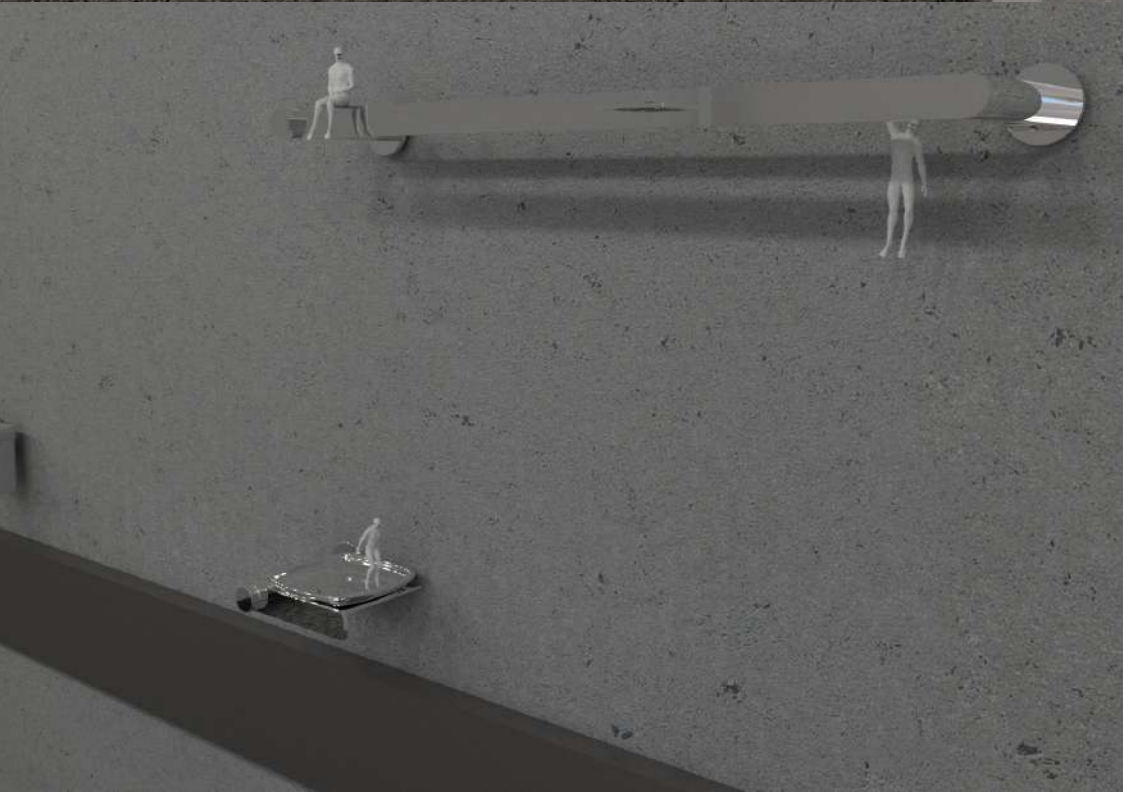
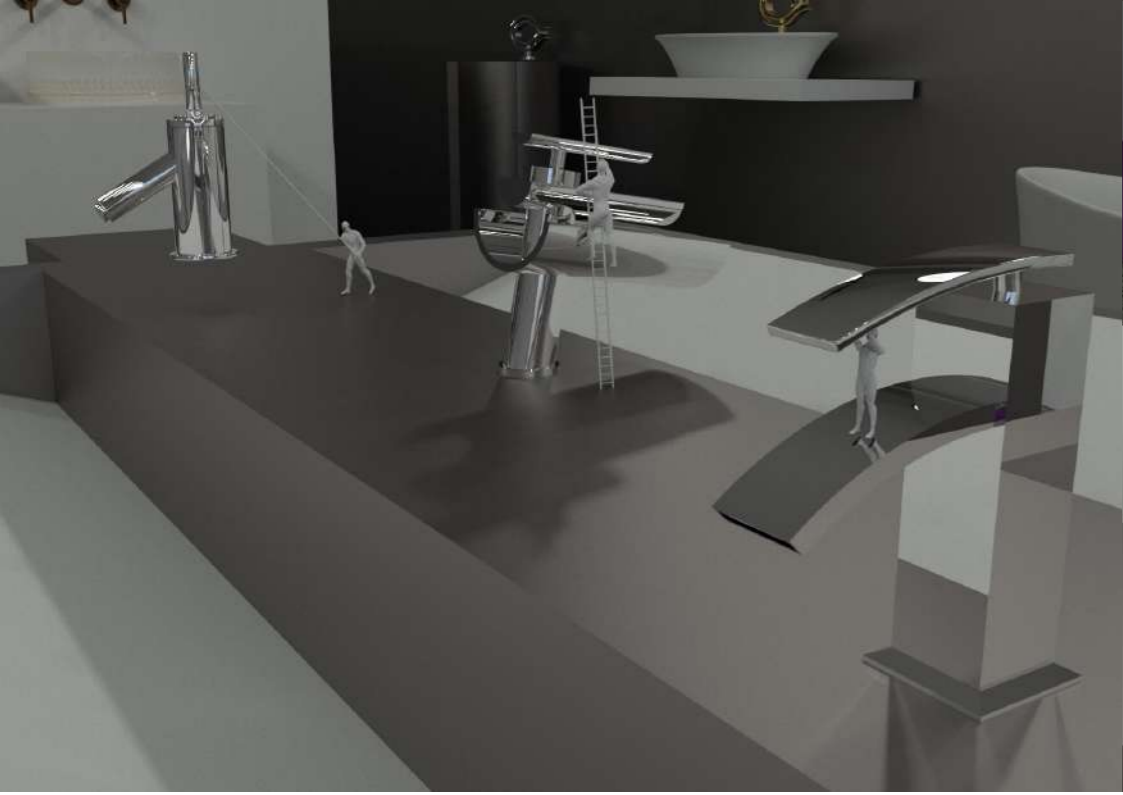
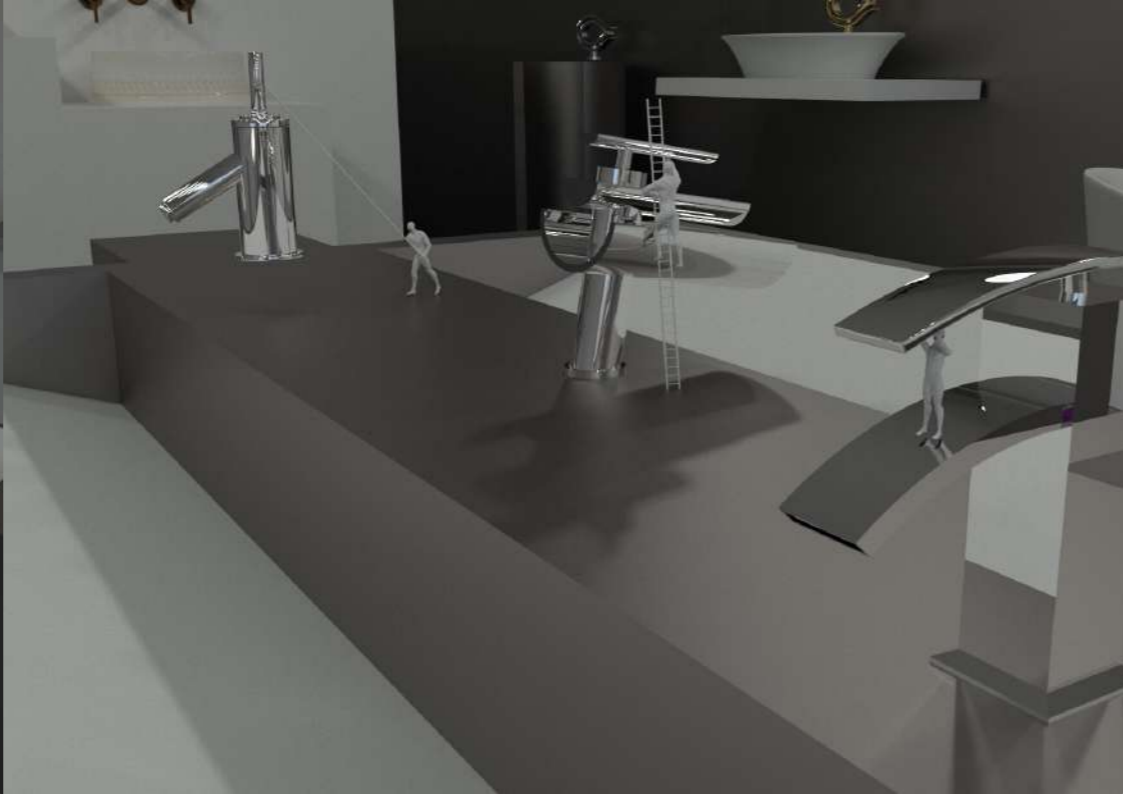


Surreal art disrupts the viewer's perception of reality by presenting scenes that are illogical, fantastical, or absurd.

This alteration of reality is one of our perceptions of art, as it becomes an effective tool of provocation and it makes people sit up and think.

Expand imagination beyond the confines of everyday life.

Surrealism challenges conventional perception by distorting and manipulating visual elements (modernism, contemporary art, cubism)



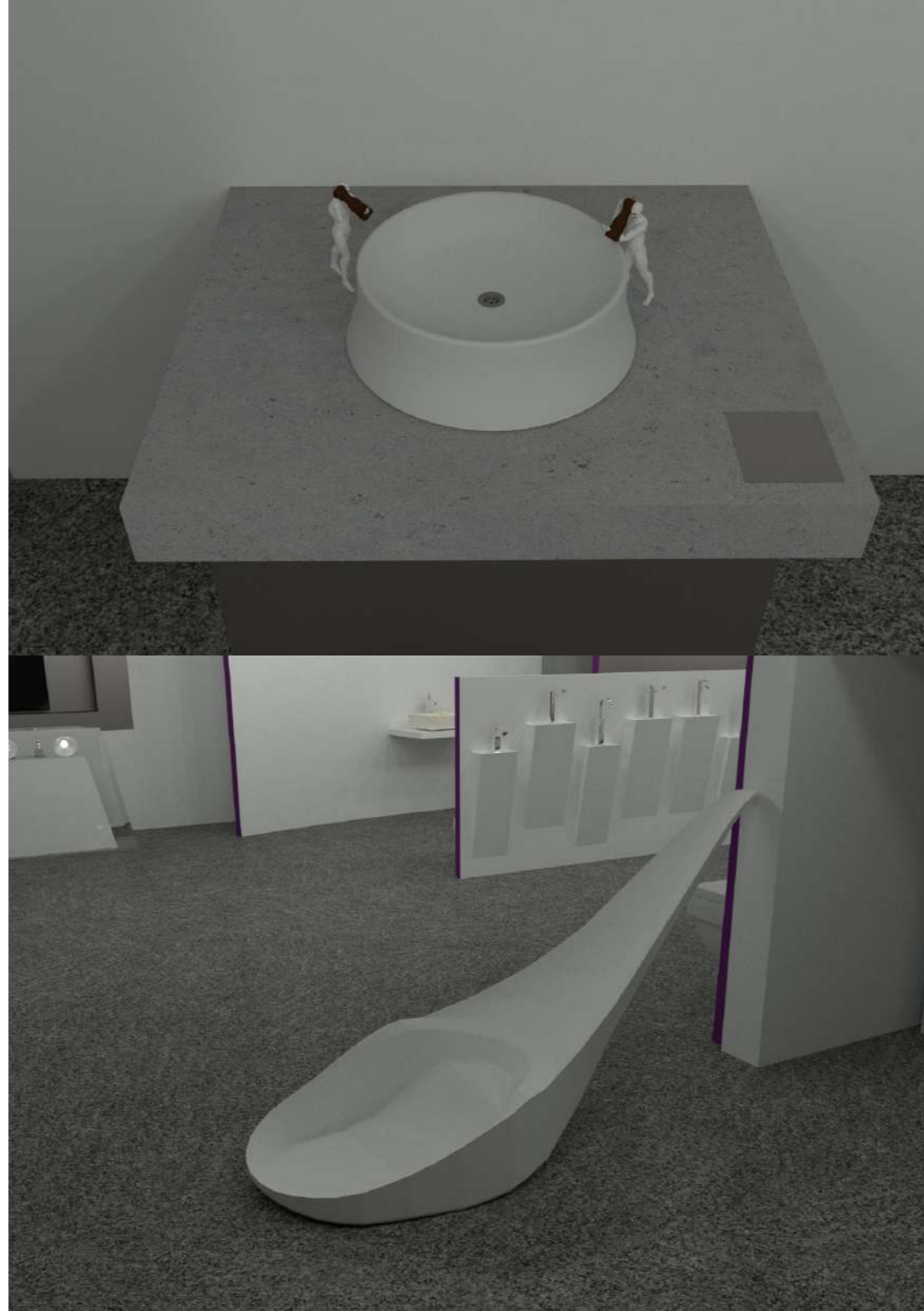
Human Sculptures are relatable to viewers - since the form of representation is human figures, Viewers can resonate easily with the forms.

It allows the play of form and proportions.

There is three-dimensionality

One can play with the materiality

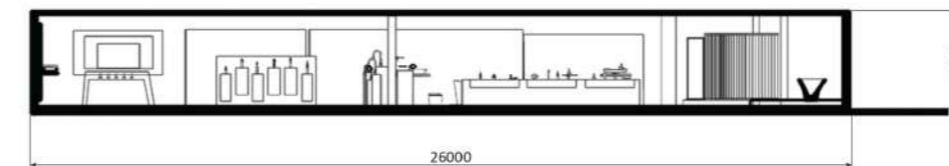
One can experiment with exaggeration, distortion, or abstraction while maintaining a recognizable human form, which is a common technique in surrealism.



ARTIZE
FLOOR PLAN
All dimensions are in mm



ARTIZE
SECTION AA'
All dimensions are in mm



ARTIZE
SECTION BB'
All dimensions are in mm

The primary goal of surreal art is to engage viewers on a subconscious or emotional level, allowing them to interpret the artwork in their own unique ways.

While some surrealistic artworks may carry explicit messages or social commentary, others may prioritize the exploration of the surreal and the mysterious without conveying a specific message.

It ensures a dual perspective on life and a balance between the rational and irrational life. It recognizes the potency of an unconcoius mind and how important it is as compared to the reality.

Just how artize have their products as bathroom accesories but they want us to know it is much more than that and how important it is to know it.

To achieve this ,playing with scale manipulation to alter others perception of reality.

It helps to revolutionarise human experience.

It challenges how an individual percieve the world.