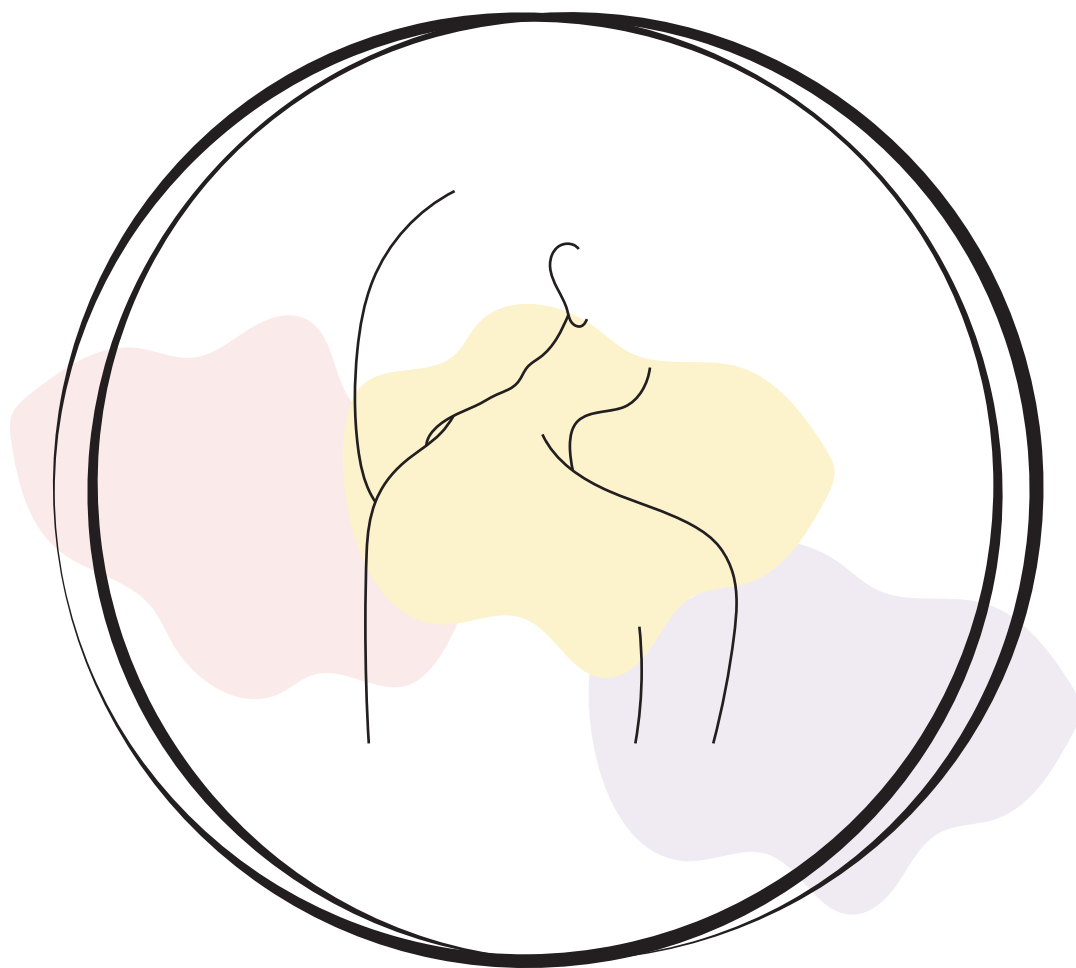
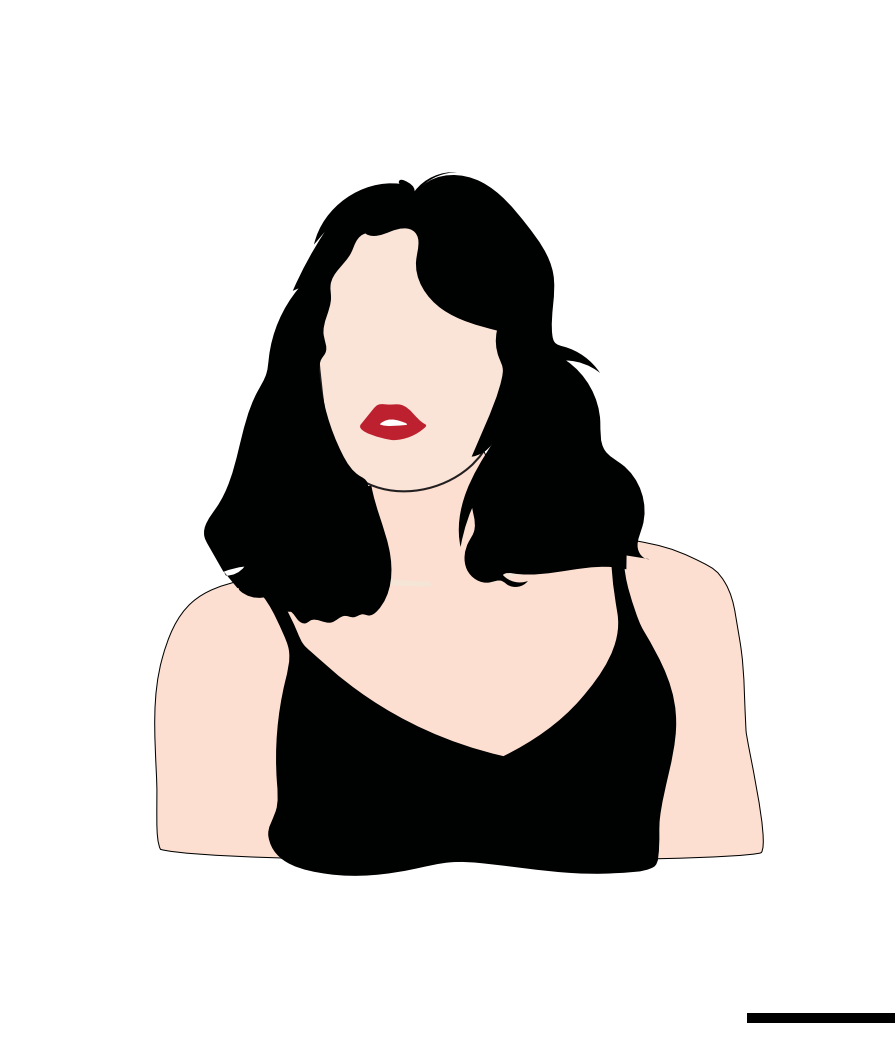


S A N Y A S E H G A L



PORTFOLIO



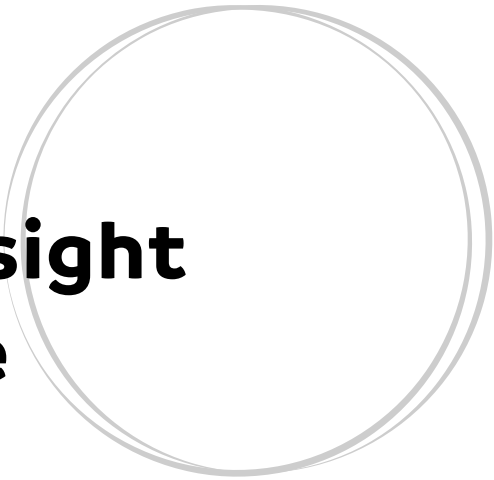
Hello,

it's a pleasure to greet you.

About me

Circles = Sanya

First sight of the sun



My name is Sanya Sehgal. I am a graphic designer. I was born and raised in India. After I graduated from high school, I flew here to Canada to do what I have always been passionate about, design. I did my Graphic & Digital Design at the University of Fraser Valley. It was a two-year diploma program.

Drawing pencil sketches was my thing until I developed the skills required to convert raw sketches to professional portfolios. From basic pencil sketches to whatever I have learned so far, has shaped me into the person I am today. According to me, branding, illustration, and printing production are the three fields I master in. On the other hand, there are also some fields that I do not have enough knowledge about yet, which include animation & motion graphics. Therefore, I am currently in the process of learning those skills too.

As a designer, I put a piece of myself into whatever I create. I use my work as a platform to express myself and hence, my work speaks for me. I'm a passionate designer who aims to keep up with the ever-widening technology to meet the demands of the clients, with a sense Of trust, loyalty, and responsibility.

I believe in



Innovation



Originality



Satisfaction

How did I start



Creative Field: Pencil Sketches
Type: Personal work
Software used: Adobe Photoshop

I started my journey of an artist by making pencil sketches. So from a very young age, I knew that I want to be a designer. The Journey from drawing pencil sketches to my university life has taught me so much. As earlier, all I cared about was making things look pretty on the computer screen, where now, Being a graphic designer, I feel that there exists a power in me, to change the perspective of a huge audience through my content, which I want to use positively in the future.

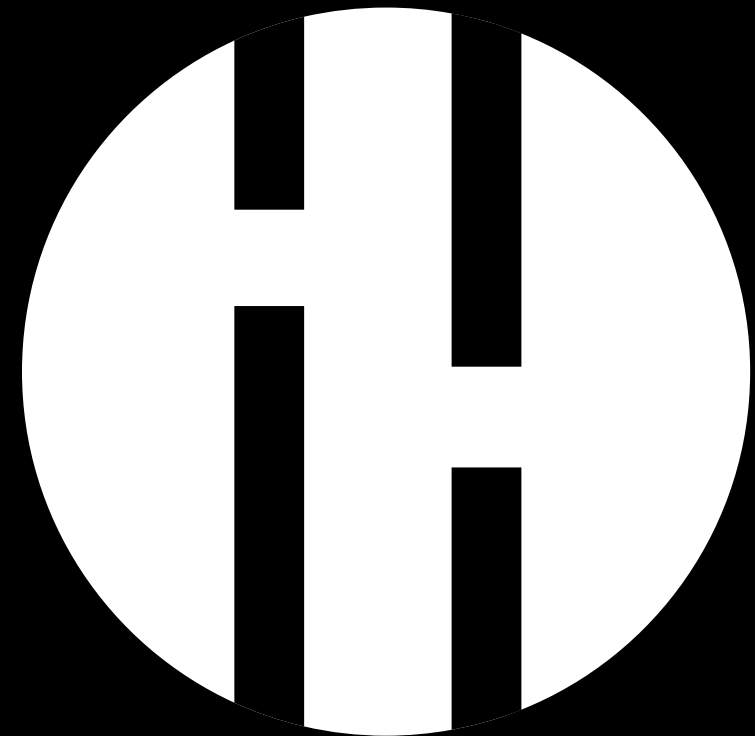


Project

Urban Ash is a branding project for Ashish Sehgal, a music composer who wants to start up his business as a music producer and composer in Mumbai, India. He is my Brother, so I took his branding project as one of my assignments in my university. The goal was to give a strong identity for the brand “Urban ash” which is based in India. He produces electronic music with some Indian flavours. He is already working as an assistant music composer in the industry. Now his goal is to create his own identity in the industry.

Target Audience

The brand wants to target people from the age '20s-'60s. The Indian music industry is very large in terms of competition as well as their audience. He is targeting his clients like other singers or composers who want him to produce music for them and his Audience who are following him on his social media on a professional basis.



Urban ash



Urban ash

AS
COMPO



+919872
ashish@urb
@urbanashmu



Urban ash

AS
COMPO



+919872
ashish@urb
@urbanashmu



Urban ash

ASHISH SEHGAL
COMPOSER | MUSIC PRODUCER



+9198728488626
ashish@urbanash.com
@urbanashmusic



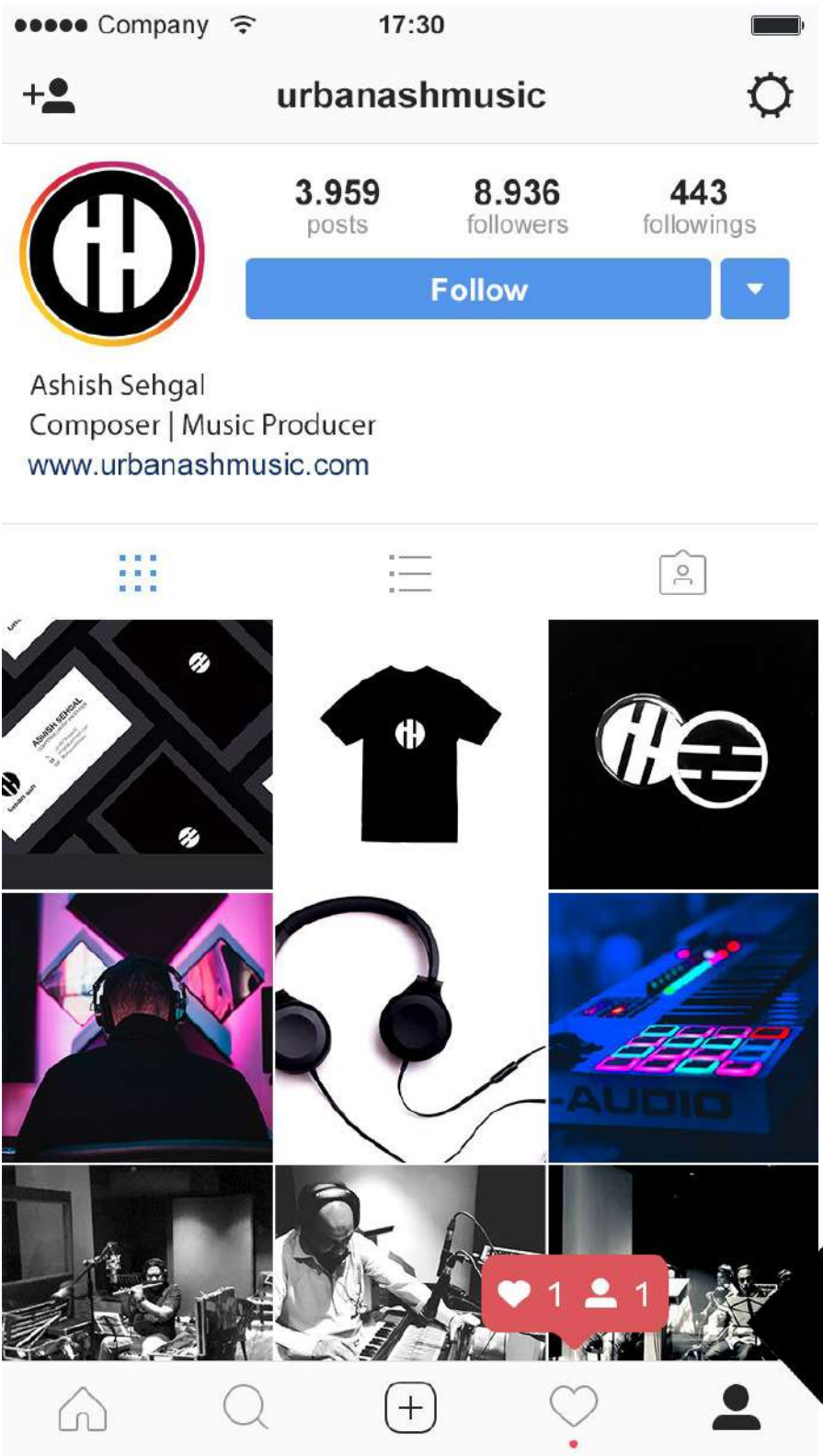
Urban ash

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COMPOSER | MUSIC PRODUCER



+9198728488626
ashish@urbanash.com
@urbanashmusic





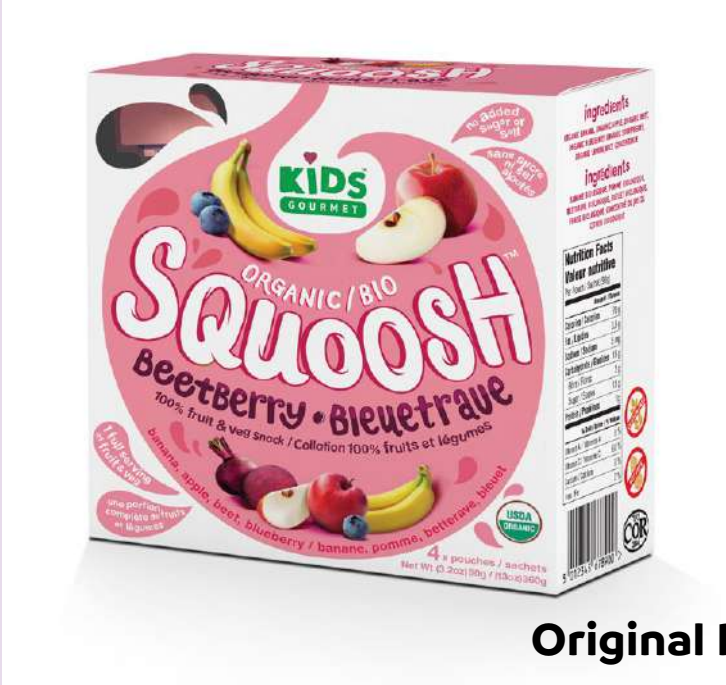
Project

This is a project I did for my print & digital production class. The purpose was to redesign a package and create a fully rendered, physical mock-up. I chose to redesign a package of Squoosh, which is a kid’s healthy snack full of fruits.

Goal

The goal was to redesign a box as per all the requirements of print production. I was required to Use process colour, one additional Pantone colour and give one special treatment such as a foil or emboss. Secondly, the main aim was to use the dieline properly as it was a print class.



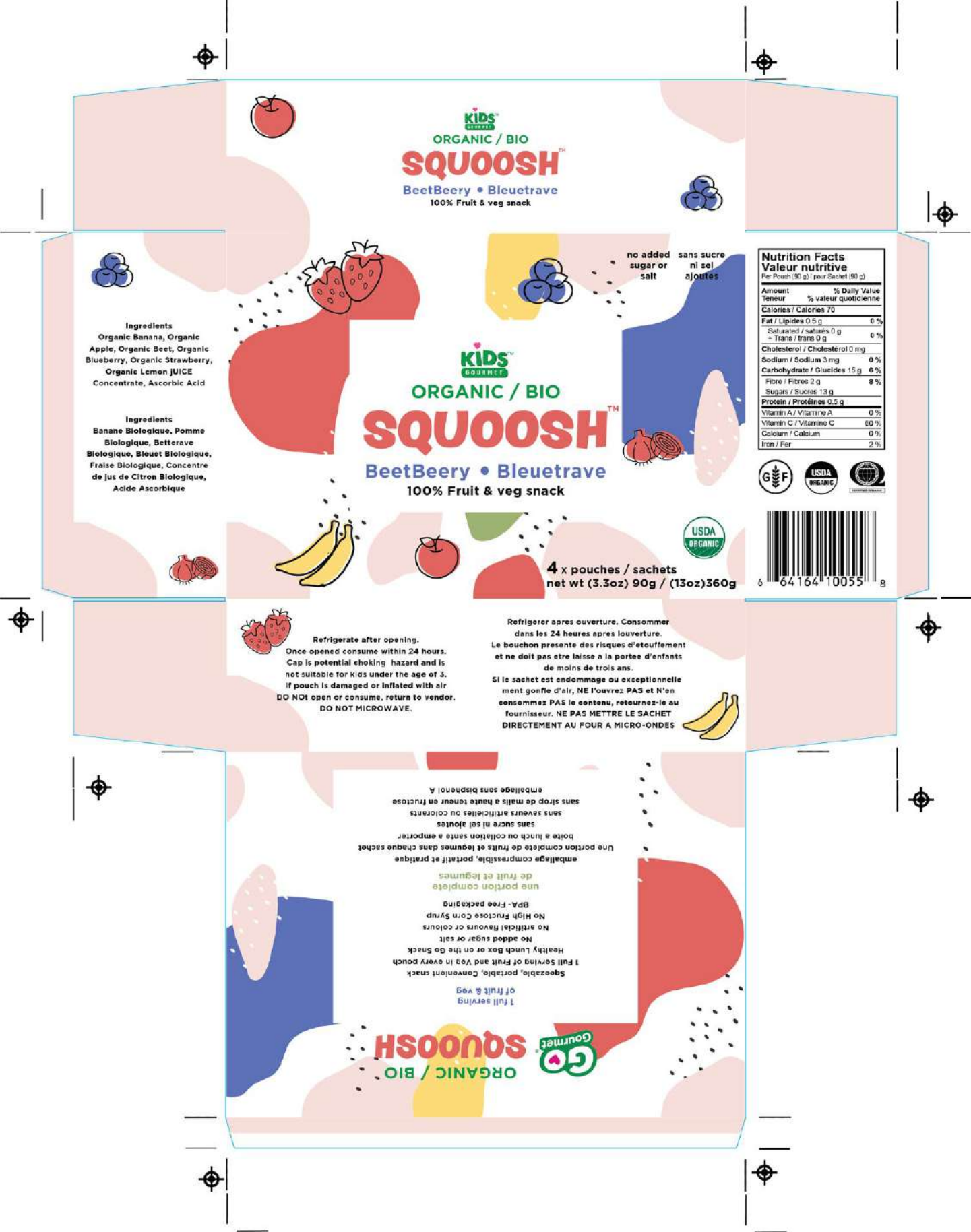


Original Package

Inspiration



Gotham Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



GO GOURMET
ORGANIC / BIO
SQUOOSH

1 Full Serving
of Fruit & veg

Squeezable, portable, convenient snack
Healthy Lunch Box or on the Go Snack
No added sugar or salt
No artificial flavors or colours
No High Fructose Corn Syrup
BPA - Free packaging
une portion complète
de fruit et légumes

emballage compressible, portable et pratique
Une portion complète de fruits et légumes dans chaque sachet
boîte à lunch ou collation saine à emporter
sans sucre ni sel ajoutés
sans saveurs artificielles ou colorants
sans sirop de maïs à haute teneur en fructose
emballage sans bisphénol A

Refrigerate after opening.
Once opened consume within 24 hours.
Cap is potential choking hazard and is
not suitable for kids under the age of 3.
If pouch is damaged or inflated with air
DO NOT open or consume, return to vendor.
DO NOT MICROWAVE.

Refrigerer apres ouverture. Consommer
dans les 24 heures apres l'ouverture.
Le bouchon presente des risques d'étouffement
et ne doit pas être laisse à la portée d'enfants
de moins de trois ans.
Si le sachet est endommagé ou exceptionnelle-
ment gonfle d'air, NE l'ouvrez PAS et N'en
consommez PAS le contenu, retournez-le au
fournisseur. NE PAS METTRE LE SACHET
DIRECTEMENT AU FOUR À MICRO-ONDES

4 x pouches / sachets
net wt (3.3oz) 90g / (13oz) 360g



Nutrition Facts Valeur nutritive	
Per Pouch (90 g) / par Sachet (90 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 70	
Fat / Lipides 0.5 g	6 %
Saturated / saturés 0 g	6 %
Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 5 mg	0 %
Carbohydrate / Glucides 15 g	6 %
Fibre / Fibre 2 g	8 %
Sugars / Sucres 13 g	
Protein / Protéines 0.5 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	60 %
Calcium / Calcium	0 %
Iron / Fer	2 %

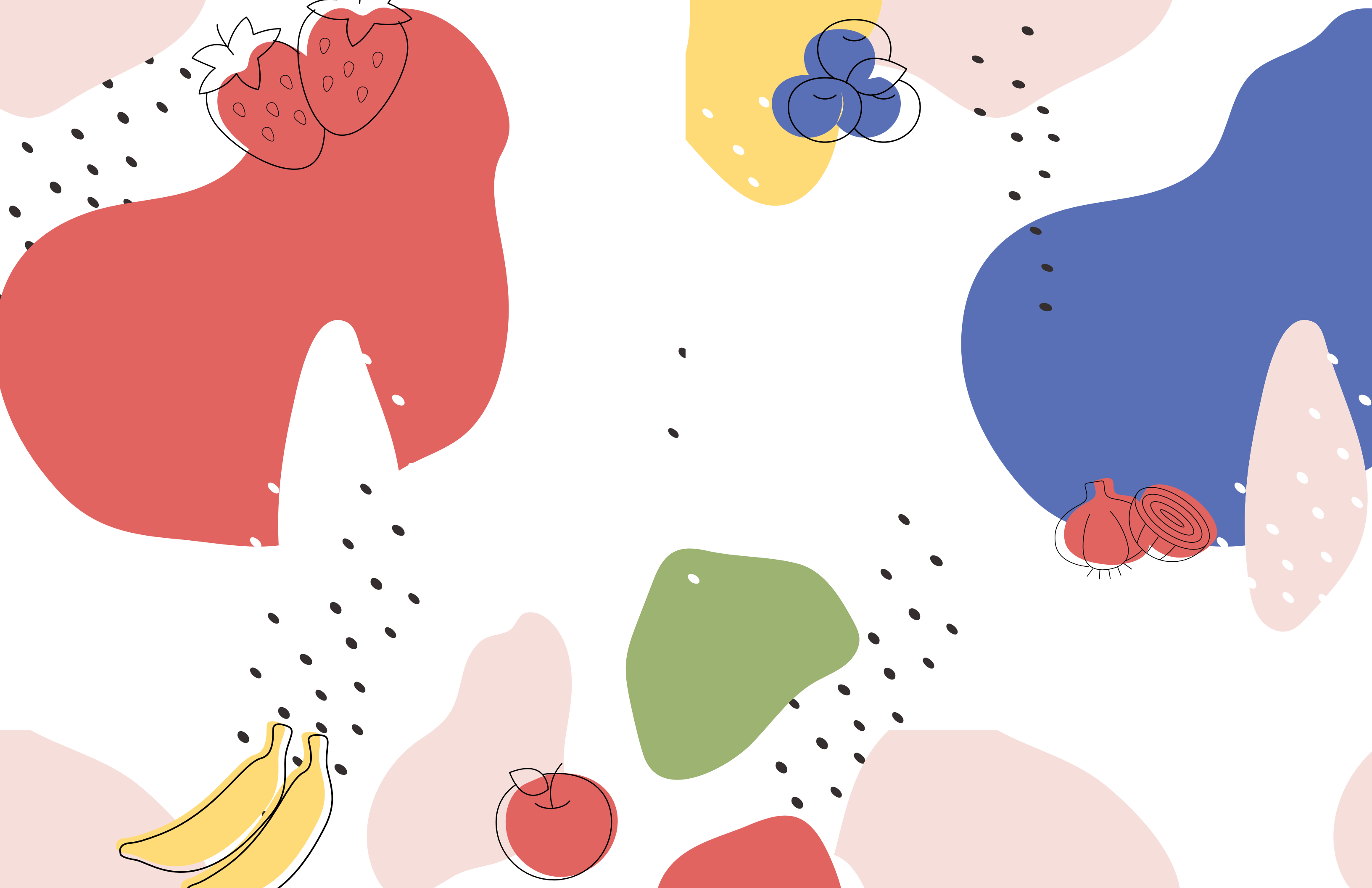
Ingredients
Organic Banana, Organic
Apple, Organic Beet, Organic
Blueberry, Organic Strawberry,
Organic Lemon JUICE
Concentrate, Ascorbic Acid

Ingredients
Banane Biologique, Pomme
Biologique, Betterave
Biologique, Bleuets Biologique,
Fraise Biologique, Concentre
de Jus de Citron Biologique,
Acide Ascorbique

KIDS
GOURMET
ORGANIC / BIO
SQUOOSH
BeetBeery • Bleuetrave
100% Fruit & veg snack

no added
sugar or
salt

sans sucre
ni sel
ajoutés





The Mission Community Skills Centre Society is a non-profit organization that provides skills training to youth in rural areas. The organization was looking to get their brochures redesigned to attract their target audience and communicate the benefits of participating in the training programs that they offer. The goal was to redesign their brochure and a rack card.

MYST





Manufacturing Youth Skills Training



**Get Paid
To
Get
Employed**

**Call us
Now**

Eligibility Criteria

- Anyone aged 15-30
- Currently unemployed
- Legally entitled to work in Canada
- Not currently in receipt of Employment Insurance (EI)

Training and work connections for jobs in:

- Food & Beverage Processing
- Greenhouse & Horticulture
- Meat, Dairy & Eggs
- Produce & Vegetables
- Craft Breweries & Vineyards
- Food & Beverage Service
- Deli & Baked Goods
- Manufacturing and so much more!

Offered By

Mission Community Skills
Centre Society

Canada



Funding provided by the government of Canada through the
Canada-British Columbia Workforce Development Agreement.



DESIGNED FOR ENTRY-LEVEL CAREERS IN THE FOLLOWING AREAS:

- Manufacturing Workers
- Assembly and Fabrication Workers
- Order Pickers
- Machine Operators
- Shipper/Receiver
- Inventory Control
- Production Line Worker
- Food and Beverage Processing
- Quality Control Technicians

Paid Training
Seats are limited!
2019
Start dates
Hurry call now!

Contact us for a start date.
CALL US TODAY!

604-852-6120

MYST@missioncsc.org
www.missioncsc.org

361C—30721 Simpson Road
Abbotsford, BC V2T5V7

affiliated by:
Mission Community Skills Centre Society

Canada
BRITISH COLUMBIA
Funding provided by the Government of Canada through the Canada-EU Skills Partnership Development Agreement



Manufacturing Youth Skills Training

The Manufacturing Youth Skills Training program is designed to provide YCM a young adult with specialized industry training that helps you find and stay employed.

Eligibility Criteria:

- Young adults aged 17 to 29 years
- Unemployed or precariously employed
- Legally entitled to work in Canada
- Have a Social Insurance Number (SIN)
- Not a full-time student
- Not actively participating in another provincially or federally funded labour market program
- EI recipients may be eligible

This program may be of interest to young adults:

- Are you new to the workforce
- Are you struggling to gain employment
- Are you interested in developing work skills in Manufacturing & Food Processing Industries
- Would you benefit from work experience
- Would you like assistance in acquiring job readiness skills

Who is this training for?

What is in it for me?

- Paid attendance during 6 weeks classroom training
- 25 hours per week employment-based training which is informative, interactive, supported and fun - Monday through Friday
- Pre-employment Counselling and Coaching
- Job Search assistance
- Job Coaching, mentoring and employment counselling
- Employment experience with connections to employers tours, guest speakers and through Wage Subsidy paid to employer for on-site training
- Connections to available local jobs
- Follow-up and post employment supports and coaching
- Financial supports
- Connections to training or further education



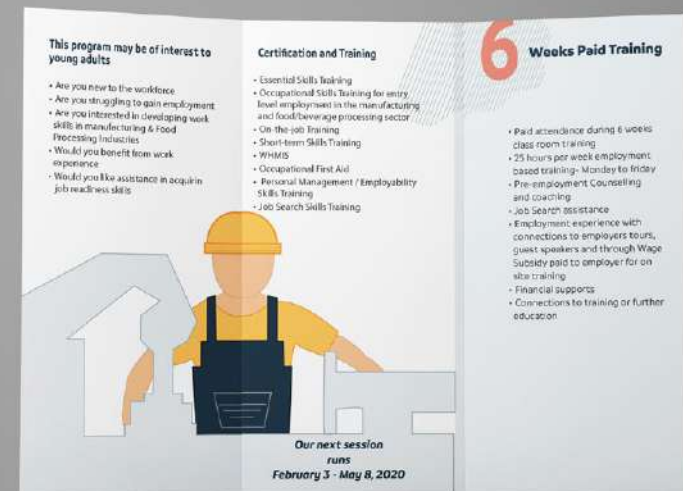
Certification and Training

- Essential Skills Training
- Occupational Skills Training for entry-level employment in the manufacturing and food/beverage processing sector
- On-the-job Training
- Short-term Skills Training
 - WHMIS
 - Occupational First Aid
- Personal Management / Employability Skills Training
- Job Search Skills Training

Project Training Partners

Mission Community Skills Centre Society
Mission Community Skills Centre Society
Northwest Skills Institute (training division of the BC Alliance for Manufacturing)
FOOD PROCESSING SKILLS CANADA
Canada
BRITISH COLUMBIA
Funding provided by the Government of Canada through the Canada-EU Skills Partnership Development Agreement

Original Brochure



Redesigned Brochure

Project

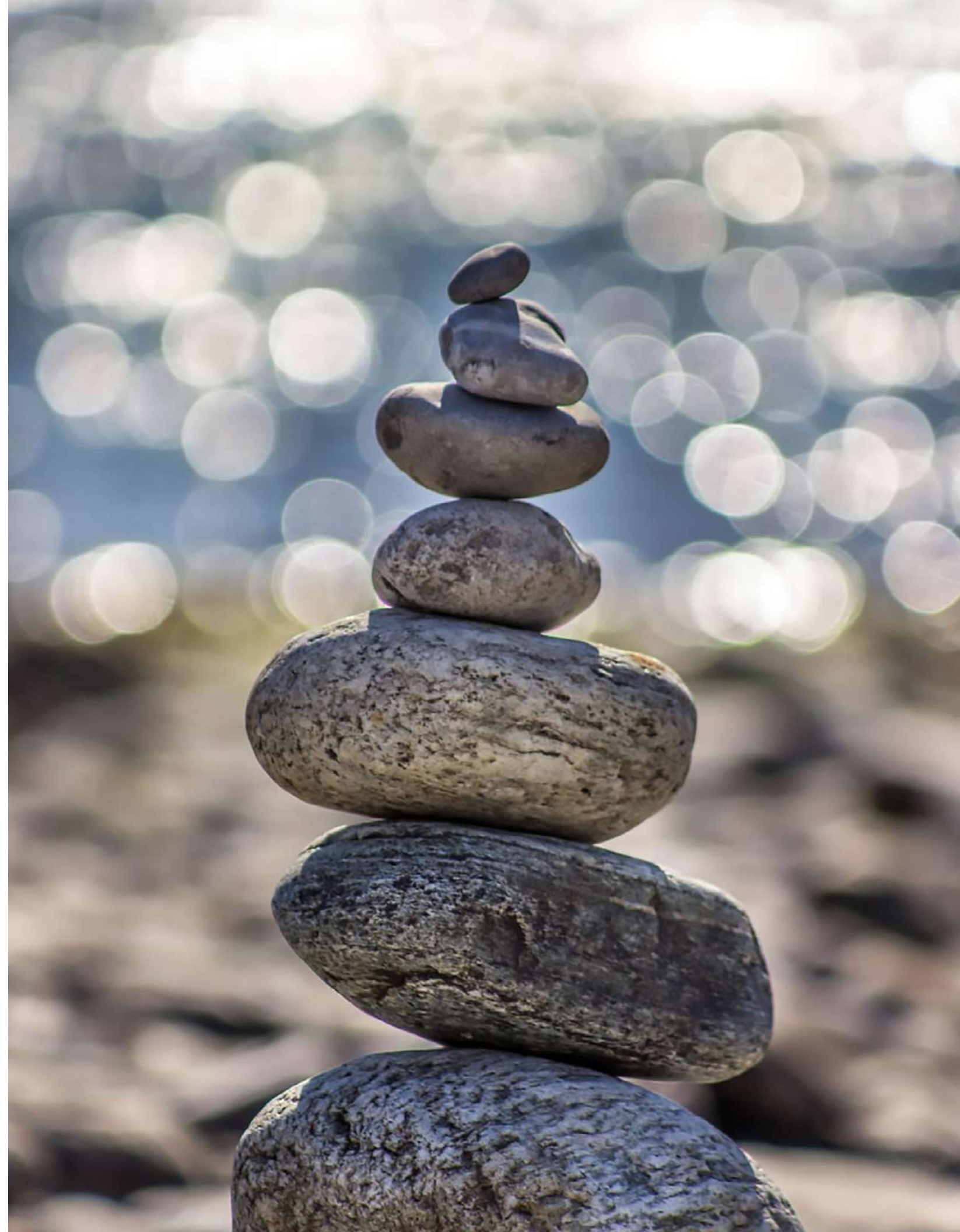
The project was to create an engaging and visually impactful How-to guide for a specific audience. I chose my topic on meditation. I found Meditation 101: Techniques, Benefits, and a beginner's how-to by Inner Idea online which is a short guide that contains very engaging information about meditation. The whole idea was to create 10-12 pages booklet to organize and present information logically and enjoyably for an intended audience. I wanted to give the book a very calm and engaging vibe so that people can connect to the pictures.

Target Audience

The article is all about the techniques of beginning the meditation. All the information is very basic. The author is trying to target people who might be in the age of 28-40s who want to start meditating and know the basics of meditation. The title itself clears that it's beginner's guide so people who want to start meditation will like to read it.

Initial Strategy

Initially, I started with making illustrations of leaves to give the book some calming look. Then my professor told me to add some images to put some emotions into the book. As meditation is such a personal thing so people will connect more and learn more.



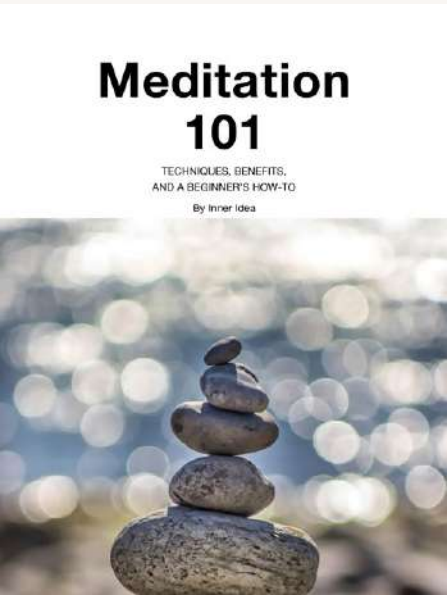


Introduction

Meditation is an approach to training the mind, similar to the way that fitness is an approach to training the body. But many meditation techniques exist so how do you learn how to meditate?"In Buddhist tradition, the word 'meditation' is equivalent to a word like 'sports' in the U.S. It's a family of activities, not a single thing," University of Wisconsin neuroscience lab director Richard J. Davidson, Ph.D., told The New York Times. And different meditation

practices require different mental skills.

It's extremely difficult for a beginner to sit for hours and think of nothing or have an "empty mind." We have some tools such as a beginner mediation DVD or a brain sensing headband to help you through this process when you are starting out [www.gaiam.com].In general, the easiest way to begin meditating is by focusing on the breath an example of one of the most common approaches to meditation: concentration.



Project

How can I communicate the facts about the effects of single use plastic to the people of Chilliwack? The whole idea behind this project to make people realize the reality behind ignoring the effects of plastics on their health and on our environment.

Goal

The main goal of making infographics is to influence people by using the given data by city of Chilliwack on single use plastic in a way that people can relate to it. Communicate the negative health impact on human beings and animals. What are the daily plastic products that they can avoid?

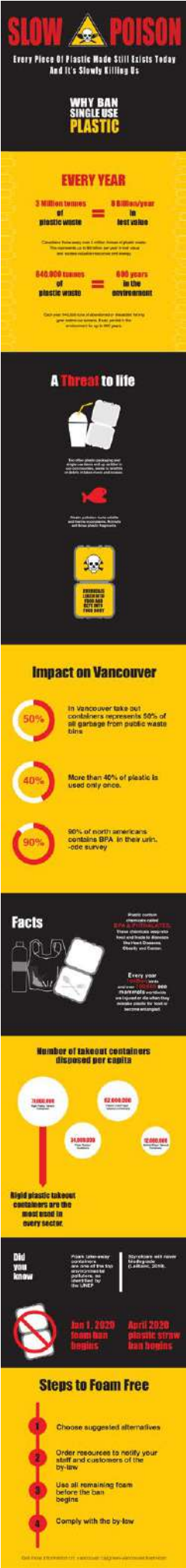
Target Audience

Through this project,I want to target Small Business- es in the food industry. These businesses have a huge impact on the general public. The plastics that they use harm to our health. So how can they avoid to use plastic and make a bigger impact on their customers for a better future?

Perception

People are aware of the fact that plastic is harmful to them but somewhere they still ignore this issue. Business owners don't want to increase their costs by avoiding plastics. On the other side, the owners who are offering are way too expensive. Through this project, I want to make people aware that health is the most important asset in every individual's life. Secondly, what if the plastic gets a ban in the next two years? Why Wait?

Creative Field: Web Info-graphics
Type: Digital Design Media
Software used: Adobe Photoshop,
Illustrator, InDesign



SLOW POISON

A move to reduce single use plastics


SLOW POISON




Every Piece Of Plastic Made Still Exists Today
And It's Slowly Killing Us

WHY BAN SINGLE USE PLASTIC


A Threat to life



Too often plastic packaging and single use items end up as litter in our communities, waste in landfills or debris in lakes rivers and oceans.



Plastic pollution hurts wildlife and harms ecosystems. Animals eat those plastic fragments.



CHEMICALS LEACH INTO FOOD AND GETS INTO YOUR BODY

Facts



Plastic contain chemicals called **BPA & PHTHALATES**. These chemicals seep into food and leads to diseases like Heart Diseases, Obesity and Cancer.

Every year **1million** birds and over **100,000** sea mammals worldwide are injured or die when they mistake plastic for food or become entangled.

Did you know



Foam take-away containers are one of the top environmental polluters, as identified by the UNEP

Styrofoam will never biodegrade (LeBlanc, 2018).

Jan 1, 2020
foam ban begins

April 2020
plastic straw ban begins

EVERY YEAR

3 Million tonnes of plastic waste = **8 Billion/year** in lost value

Canadians throw away over 3 million tonnes of plastic waste. This represents up to \$8 billion per year in lost value and wastes valuable resources and energy.

640,000 tonnes of plastic waste = **600 years** in the environment

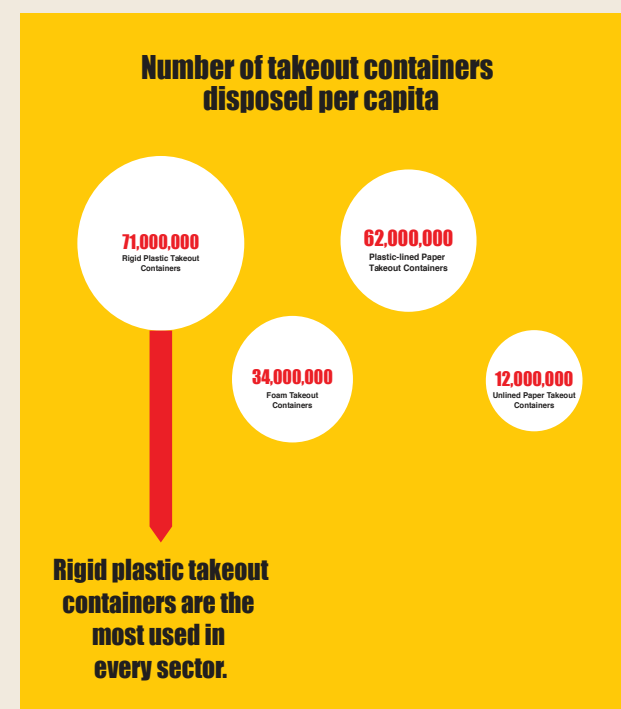
Each year 640,000 tons of abandoned or discarded fishing gear enters our oceans. It can persist in the environment for up to 600 years.

Impact on Vancouver

50% In Vancouver take out containers represents 50% of all garbage from public waste bins

40% More than 40% of plastic is used only once.

90% 90% of north americans contains BPA in their urin. -cdc survey



Steps to Foam Free

- 1 Choose suggested alternatives
- 2 Order resources to notify your staff and customers of the by-law
- 3 Use all remaining foam before the ban begins
- 4 Comply with the by-law

Get more information on: vancouver.ca/green-vancouver/foam-ban

Resume



CONTACT



778-536-0121



sanyasdesigns.com



sanyadesigns.com



@sanyasehgaldesigns



SOFTWARE SKILLS

Photoshop



Illustrator



InDesign



After effects



HTML & CSS



Wordpress



EXPERTISE

- Logos & Branding Identity
- Vectors & Illustrations
- Business Cards & Newsletters
- Web Banners & Advertisements
- Print Production
- Web Design
- UI / UX Design



QUALITIES

- Hard working
- Focused & Responsible
- Motivated
- Efficient
- Positive



EDUCATION

- 2018-2020 University of the Fraser Valley, Mission, BC
Graphic + Digital Design (GDD) 2-year Diploma
- 2015-2020 Apeejay School, Jalandhar, India
High School / Commerce / Business
- 2006-2015 Cambridge International School, Jalandhar, India
Secondary School



Professional Memberships

- Graphic Designers of Canada (GDC), Student Member, 2019–20
- Association for Registered Graphic Designers (RGD), Student Member 2019-20



WORK EXPERIENCE

- 2020 **Freelance for Urban Ash ,Seed&stone**
–Branding for a music company, Creating Social media assets
- 2019-present **Roots , Sale associate**
July-present – customer service, Cashier, and implementing visual merchandise needs
- 2019 **Freelance for Kaycee Battery**
– Print collateral (Newspaper advertisement, Rack card, Brochure
- 2018 **Winners , Sale associate**
June-Dec – customer service, Warehouse, Cashier, and implementing visual merchandise requirements.



Thank you

