



# CREATIVE PORTFOLIO

by Hiral Sumra



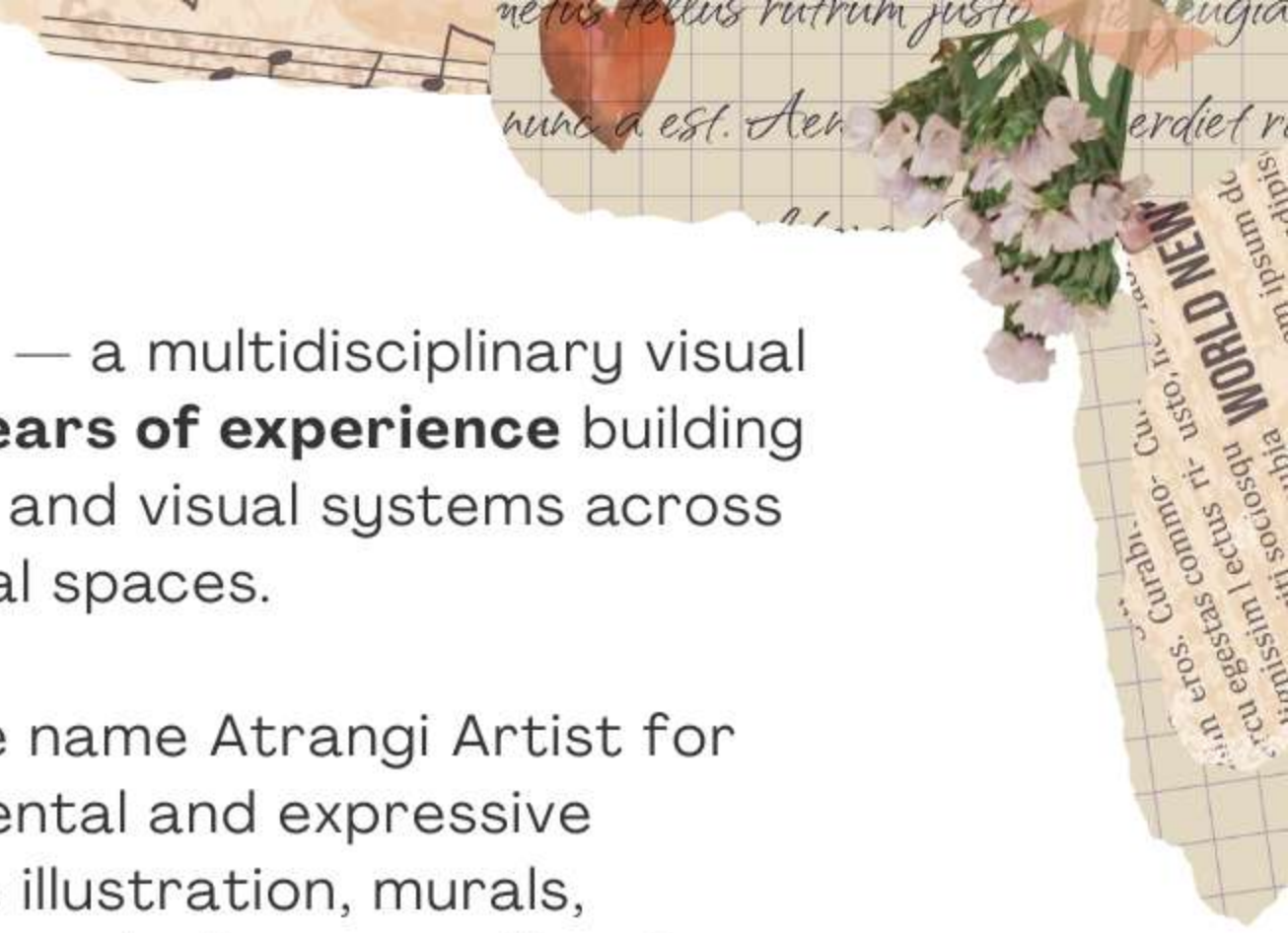


# Atrangi Artist

Hi, I'm Hiral Sumra — a multidisciplinary visual designer with **9 years of experience** building brands, products, and visual systems across digital and physical spaces.

Working under the name Atrangi Artist for my more experimental and expressive practice — where illustration, murals, merchandise, and symbolic storytelling live.

**My work sits at the intersection of design systems, cultural aesthetics, and functional problem-solving — from UX products to salon branding, tech companies to sustainability initiatives.**





# SERVICES OFFERED

01

Visual Branding and  
Consultancy

02

Creative  
AI Generalist

03

Video Content  
Creator



Every project is a new beginning  
to understand a new world.

I love to set my imagination go  
wild in the brainstorming stage  
and let those creative juices flow

# MY PROCESS

## DISCOVER

Explore your goals, audience,  
and market to uncover key  
insights.

## DEVINE

Shape a clear strategy and  
creative direction based on  
our findings.

## DESIGN

briningg ideas to life through  
thoughtful, high-impact  
design.

## DELIVER

Finalize and launch your  
project with precision and  
care.





**REBRANDING**

*Folio*



# CASE STUDY 1

*For a Tech company*



## ABOUT THE CLIENT

- Tech Service Company
- Headquarters - Bangalore.
- Known for Reliant and innovative solutions

# COLOR SCHEME



# FONTS

**Poppins Bold**

**Aa Bb Cc Dd Ee Ff Gg**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

\*Existing typeface Poppin was used across the brand





# BEFORE

- Inconsistent Visuals
- Unclear Brand Voice
- Rebranding Assets



# AFTER

- Researching Similar Tech companies
- Understanding latest trends in the market
- Creating a unique voice







# CAROUSELS



AS SEEN ON **SHARK TANK INDIA**

## How Alpino®

boost Consumer engagement and repeat purchase?




Swipe to see >>>

### Alpino's Target

- Establish deeper engagement with customers.
- Boost customer retention.



>>>

### Solution

We developed a tailored membership program offering:

- Free gifts
- Loyalty points
- Birthday treats
- Free shipping



>>>

### Impact

- Members made 3-6 repeat purchases annually.
- ₹30,00,000 additional revenue in the first year.
- Enhanced customer loyalty and engagement.



>>>



"WebOsmotic helped us develop and implement the membership program for Alpino. We've seen a huge increase in customer loyalty and engagement."

— Chetan Kanani,  
Co-Founder of Alpino

>>>

### Are you looking for growth on digital?



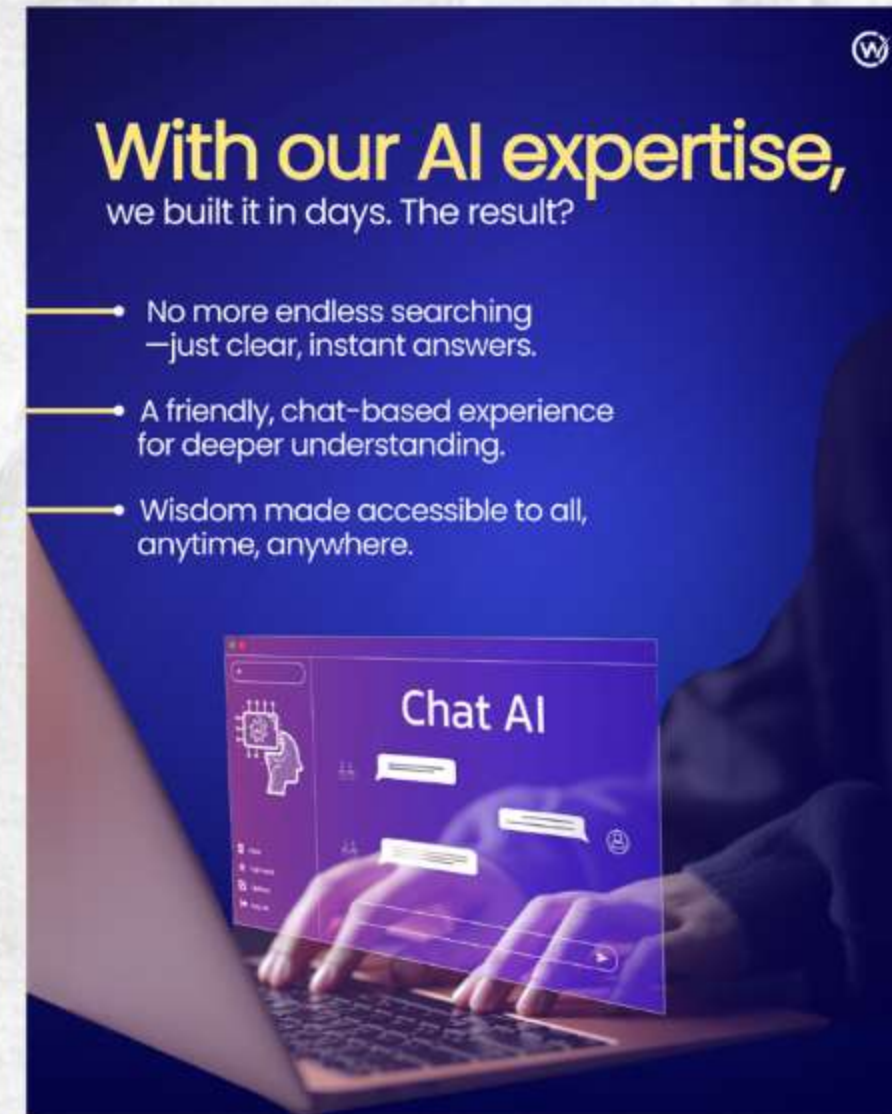
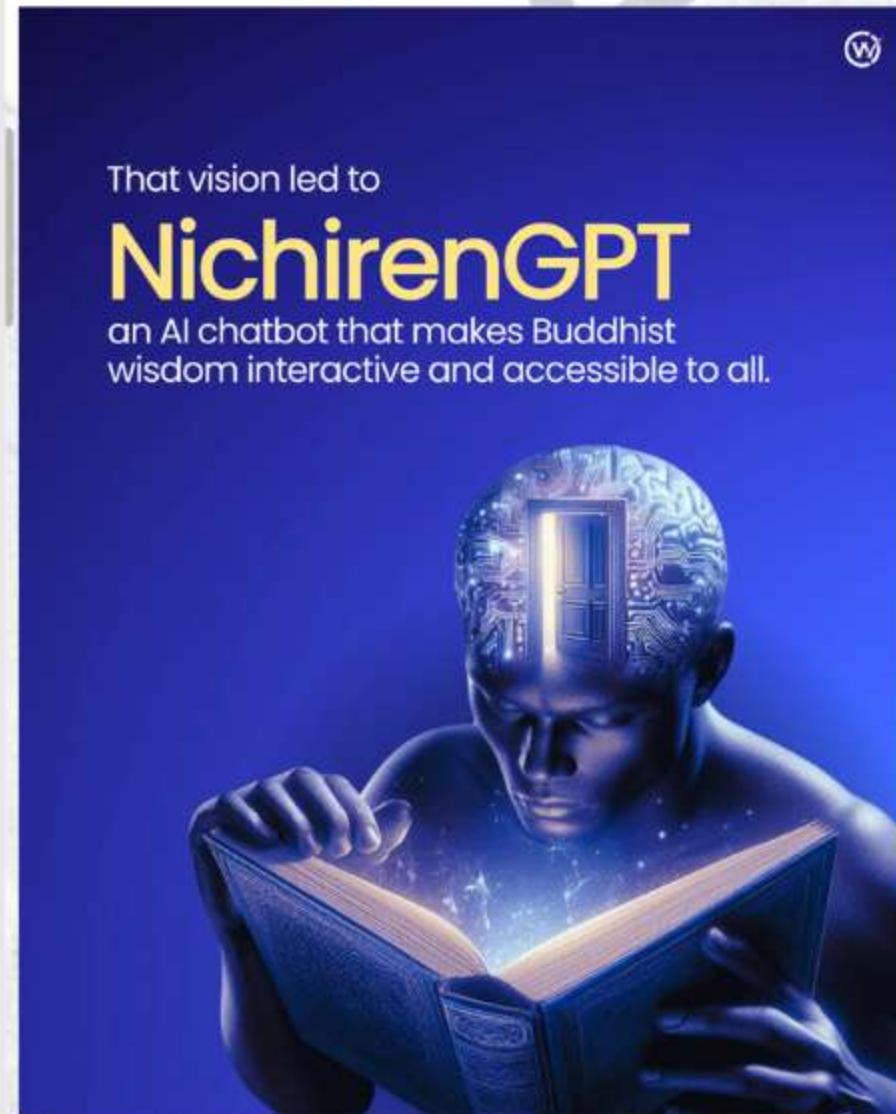
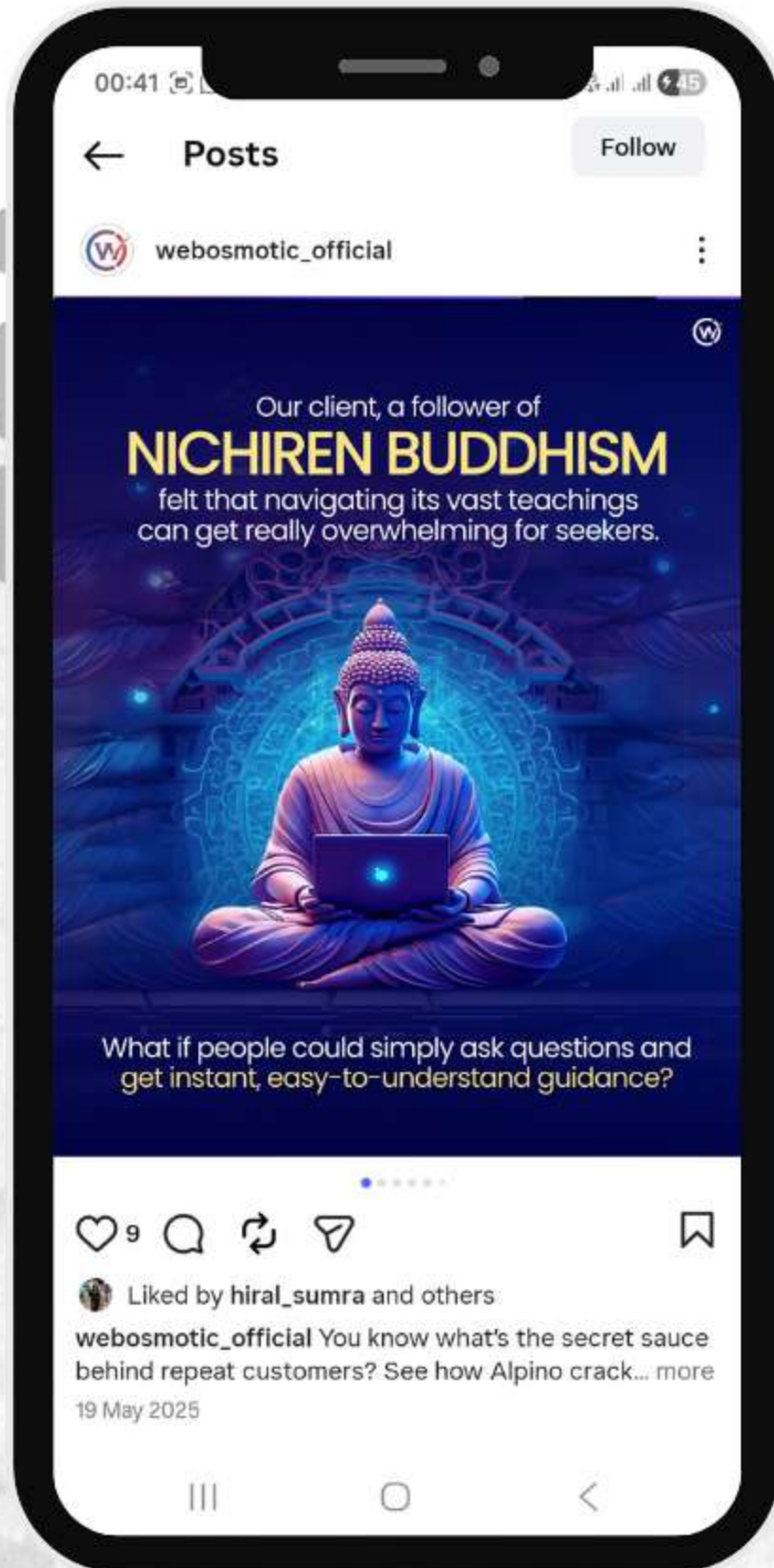
**CONTACT US NOW**

**WebOsmotic**  
PRIVATE LIMITED  
Empowering Businesses with AI Innovations











# RETRO THEME CAROUSAL

**LOUD**  
**Marketing**  
without results is just  
**expensive noise**



A woman with dark hair, wearing a patterned jacket over a pink top, is shouting into a red megaphone. The background features a large red speech bubble with the text 'LOUD Marketing without results is just expensive noise'. There are yellow starburst graphics and a yellow wavy line at the bottom.

That's because Marketing  
is no longer about

Clicks and Impressions

Its about  
Context and Connection



A hand points to social media icons (Instagram, Facebook, LinkedIn). A woman is looking at a smartphone. A red arrow points from the top text to the social media icons.

People don't engage  
with Advertisements

They engage with  
stories that feel real



A person is looking at a smartphone displaying a story of a couple hugging. A red 'X' is over a stack of 'NEW!' and 'SALE!' signs. A red arrow points from the top text to the smartphone.

AI didn't change marketing  
by targeting harder

It changed marketing by  
understanding people better



A robot is standing on a scale, balancing a basket of social media icons (Twitter, Facebook, Instagram, TikTok) against a basket of people. A red arrow points from the top text to the robot.

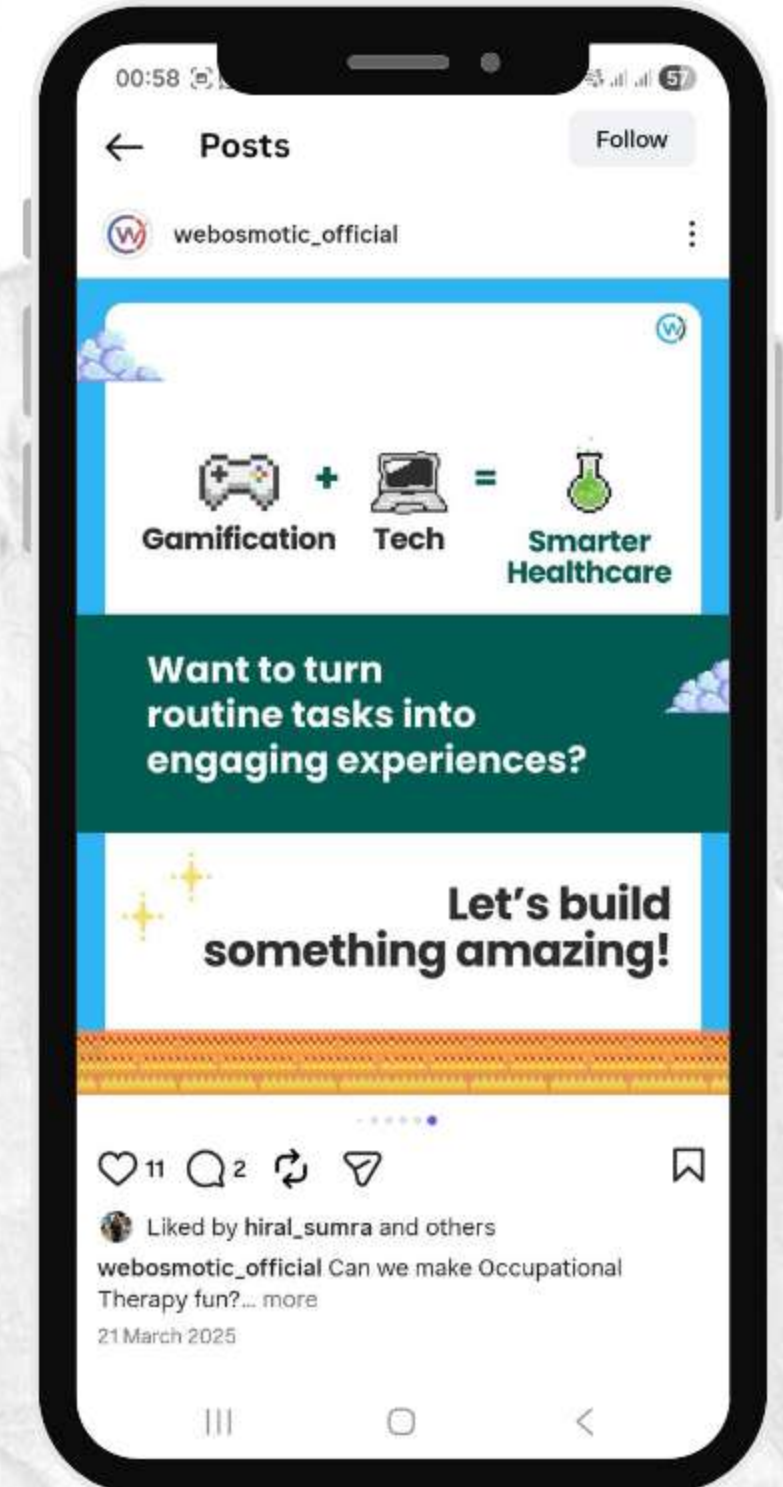
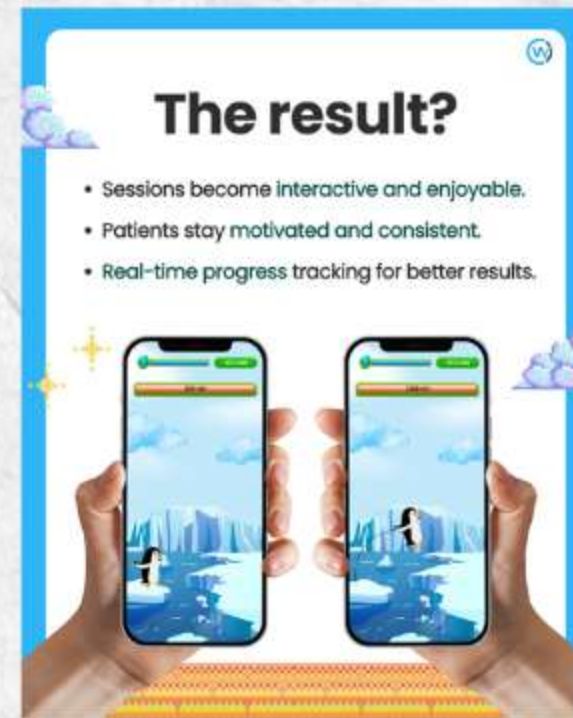
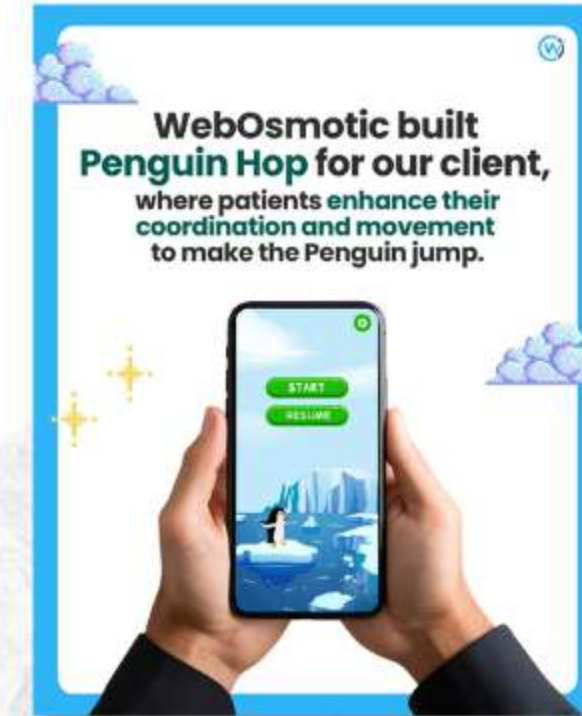
The future belongs to brands  
that **understand people**

Not the brands that  
chase attention.



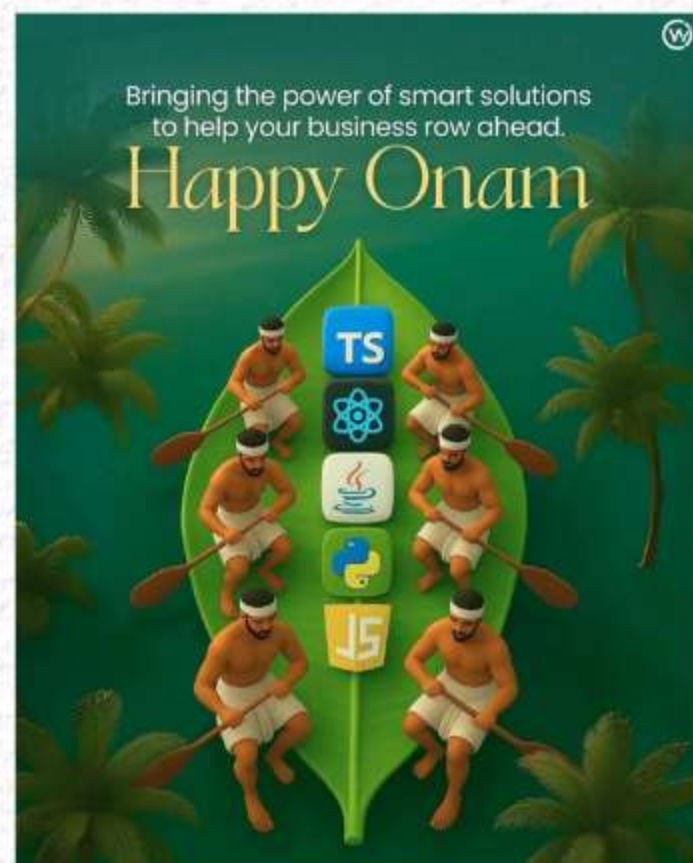
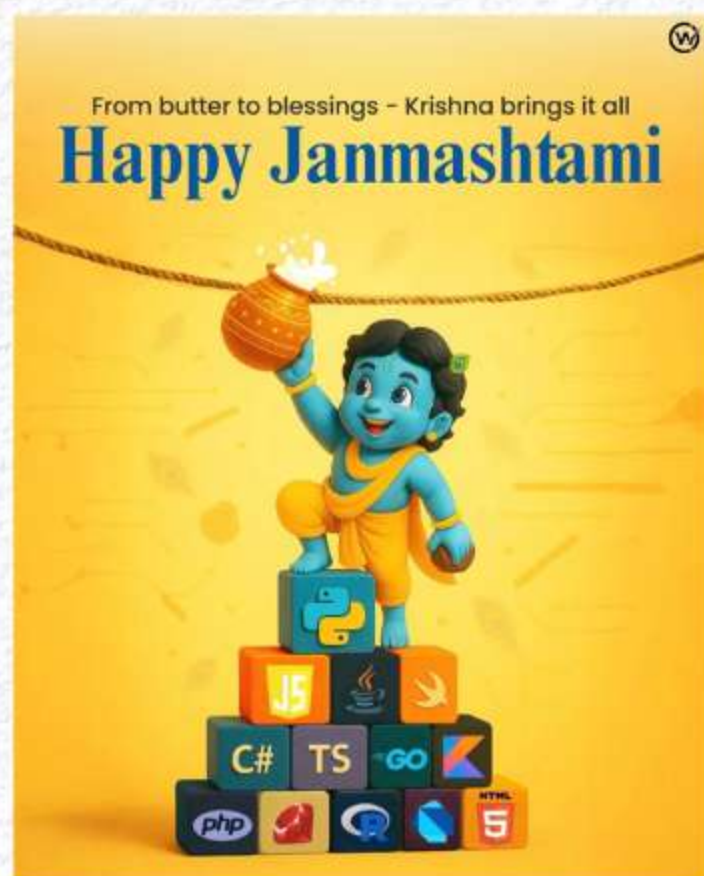
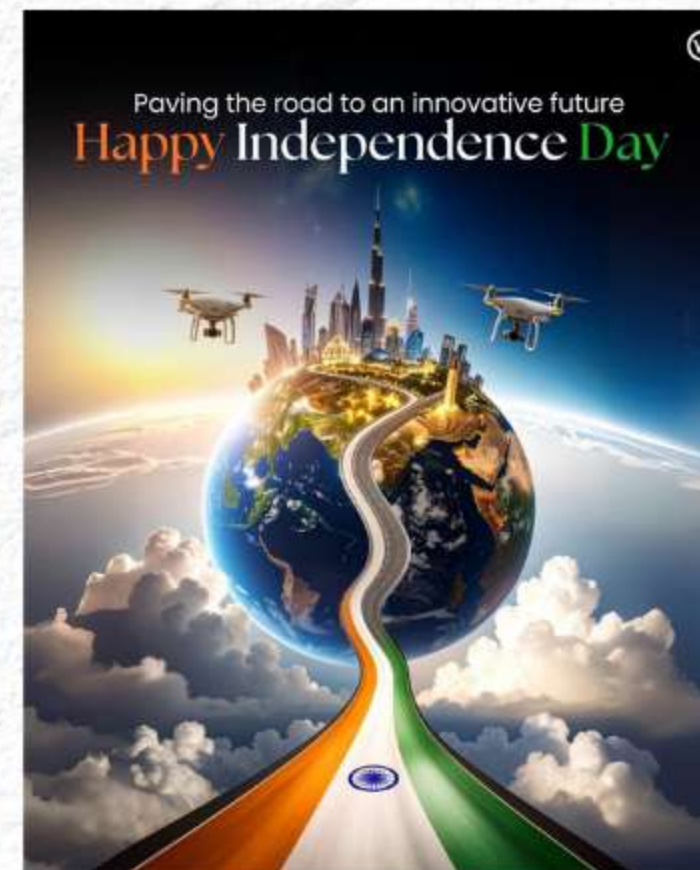
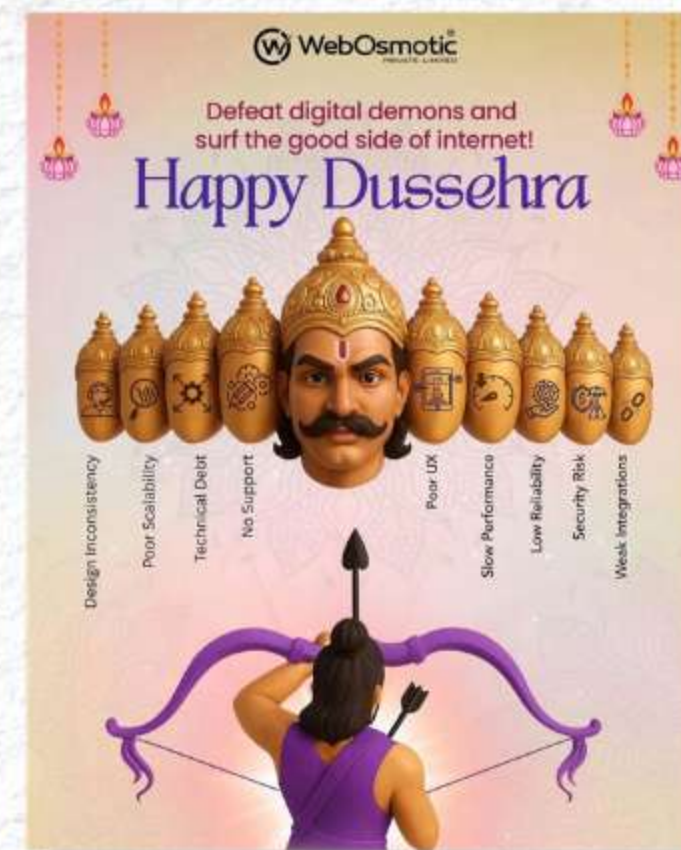
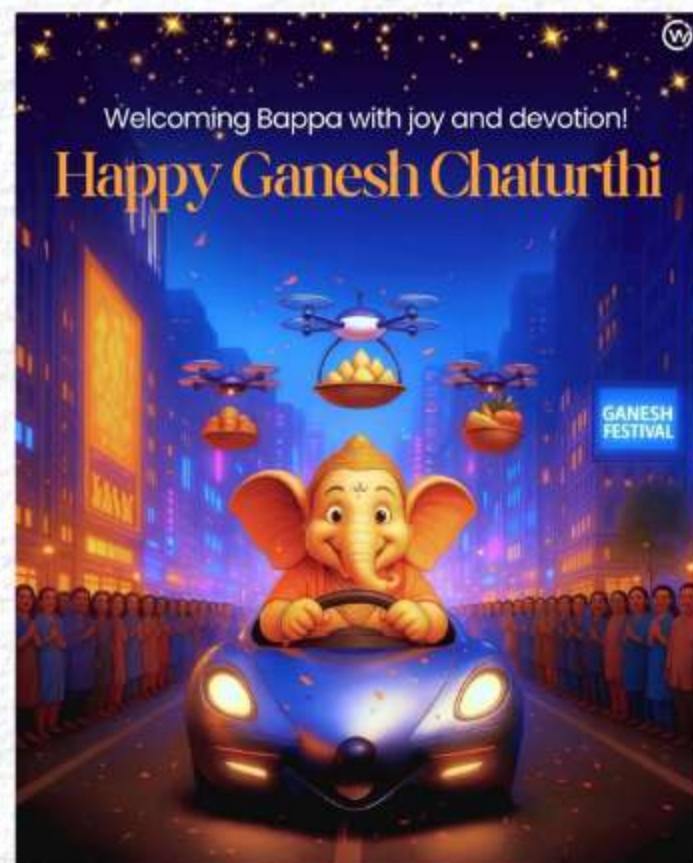
A group of people are walking down a path towards a bright future. A red arrow points from the top text to the path.







# FESTIVE CREATIVES





# CASE STUDY 2

*For a Infosec AI company*

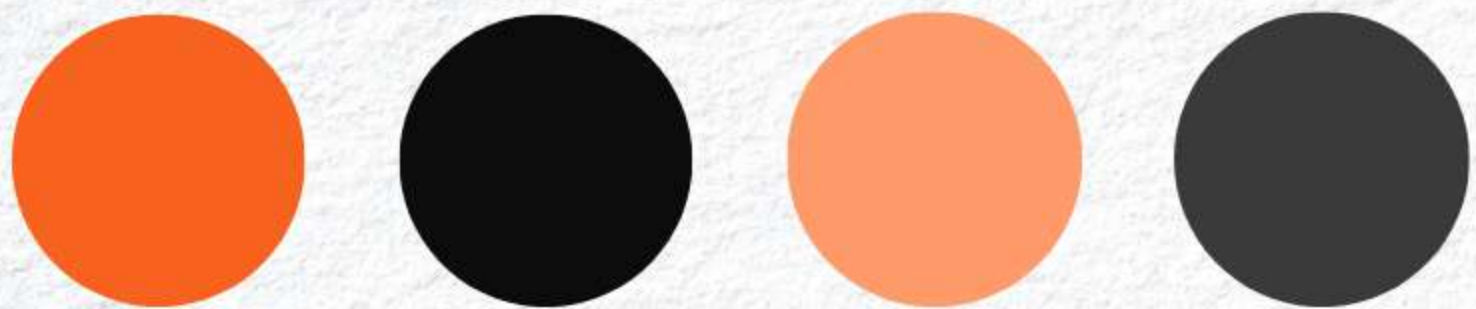
**narad**

## ABOUT THE CLIENT

- Infosec Questionnaire Automation Software
- Caters to Fintech Category
- Uses AI for the work.



## COLOR SCHEME



## FONTS

**Montserrat Bold**

**Aa Bb Cc Dd Ee Ff Gg**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**Poppins Regular**

**Aa Bb Cc Dd Ee Ff Gg**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

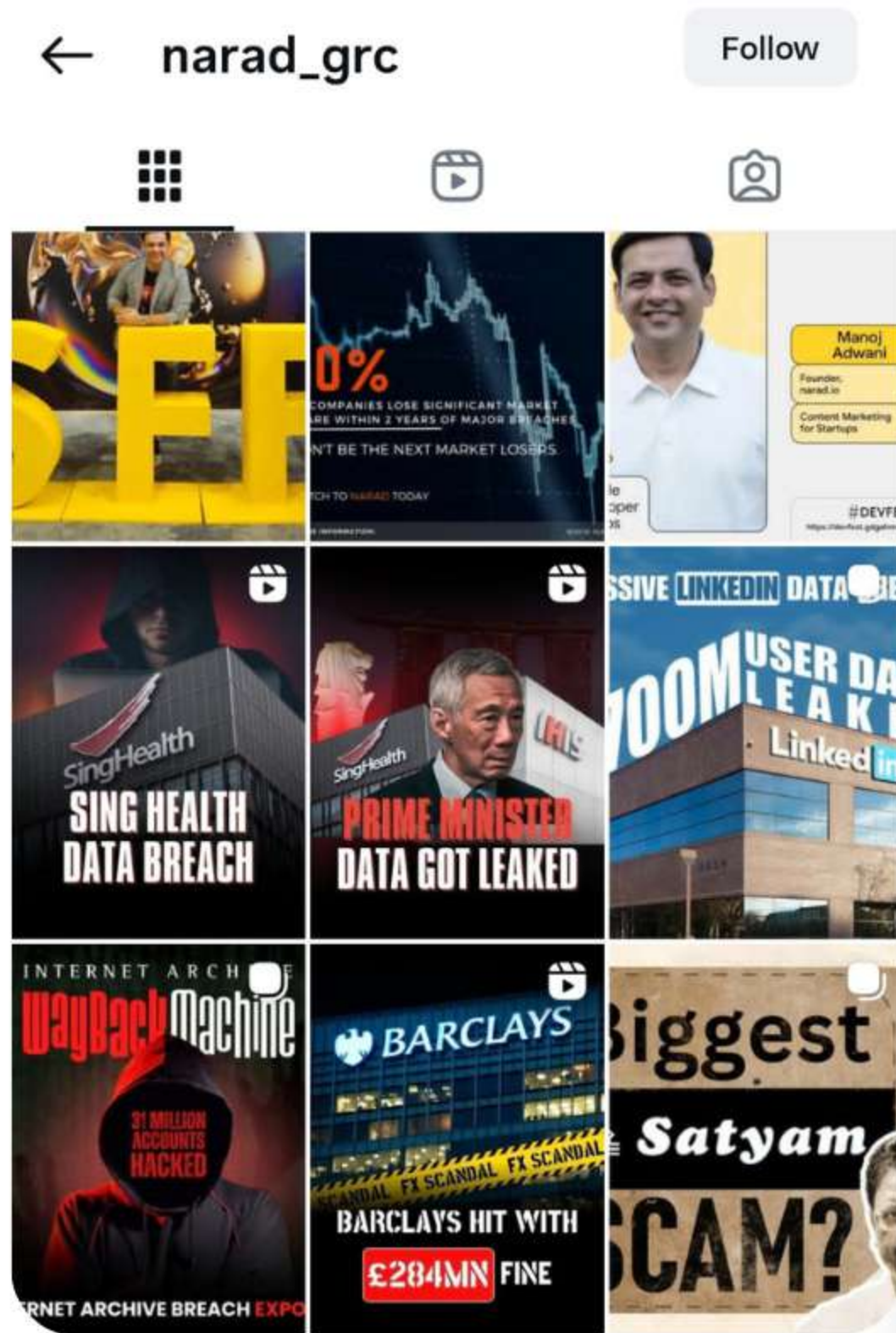
\*Existing typefaces Montserrat & Poppins were used across the brand

**narad**



# BEFORE

- Inconsistent Visuals
- Unclear Brand Voice
- Rebranding Assets



# AFTER

- Developing illustrated personas to connect.
- Understanding latest trends in the market
- Creating a unique voice





# AFTER

- Developing illustrated personas to connect.
- Understanding latest trends in the market
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Manual compliance kills productivity.  
Narad.io automates it in seconds.

Automate InfoSec  
Questionnaires with **narad.io**

narad.io

All this... just to  
stay compliant?

Save your sanity,  
automate compliance with Narad.io.

narad.io

Challenges of Compliance  
Risk Management  
v/s  
How Narad Solves Them

Swipe

narad.io

When filling InfoSec forms turns  
into a group project.

Bro, how do I answer  
Q42? It's asking about  
data encryption policies.

Be self-reliant. Narad.io knows all the answers.

narad.io

Why Do Compliance  
Efforts Fail in  
Modern Organizations?

Swipe

narad.io

Manually preparing  
compliance reports  
like...

Reports done  
before your  
coffee brews.

narad.io

Cybersec  
Government v/s

narad.io

When you use **Narad** and  
the audit finishes in a day!





# MERCH DESIGN

*Folio*



# T-SHIRT DESIGN

*Clothing brand*

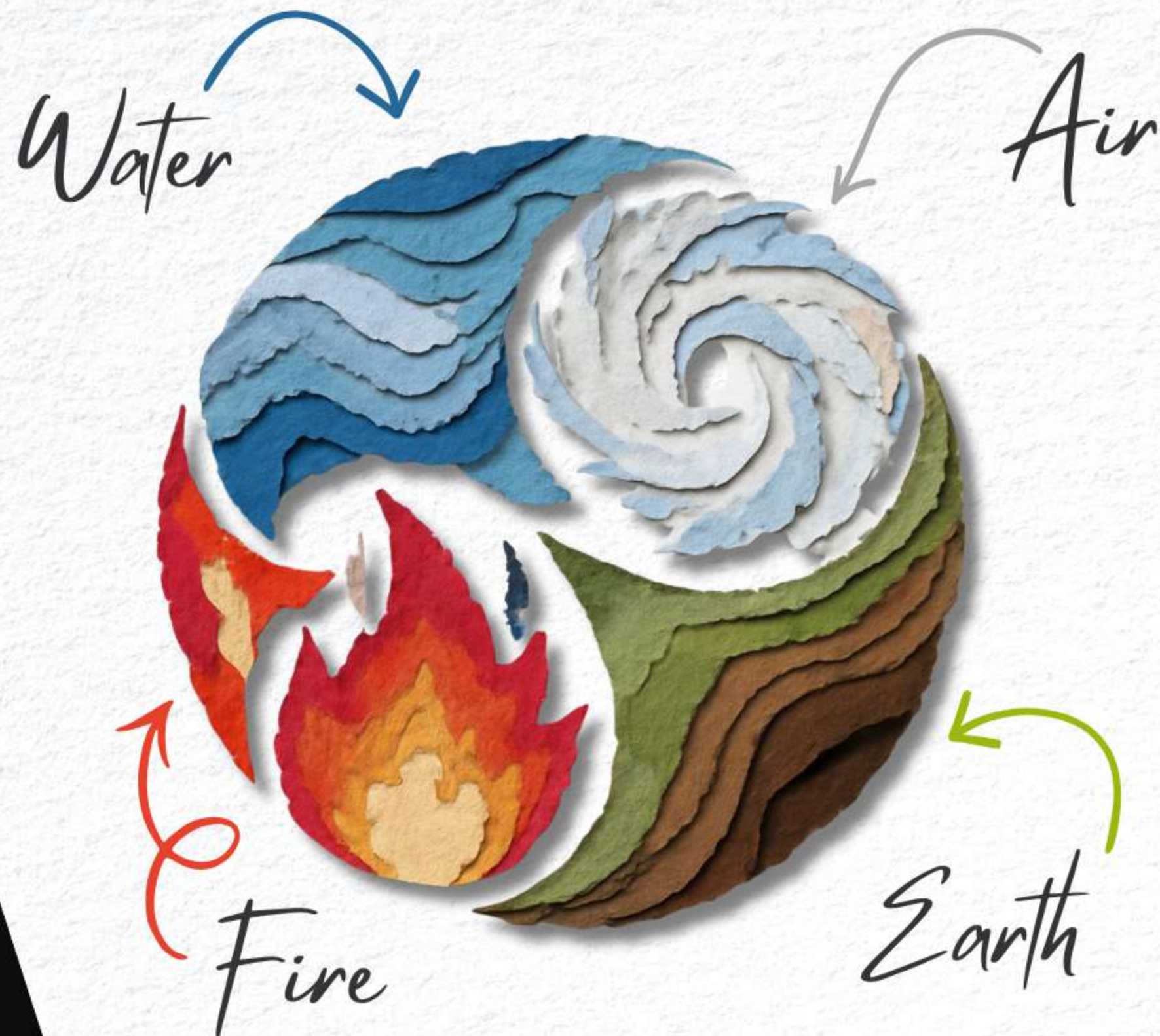


**STREET  
KNOWLEDGE**



# CONCEPT

*Elements of nature*







Water







Fire







Earth







Air

