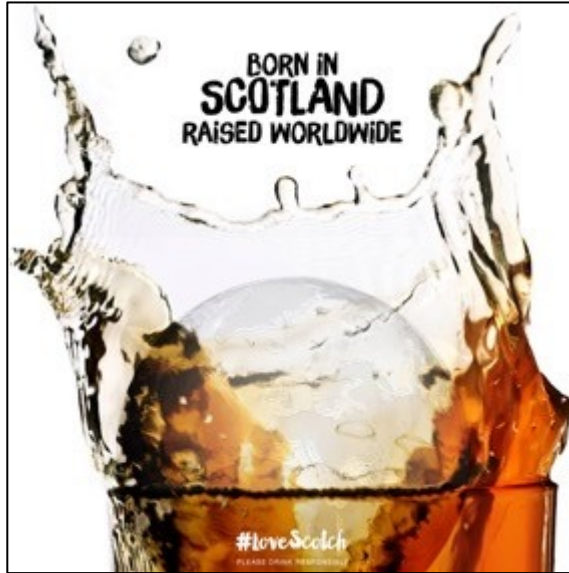


Twish Mukherjee 2023

# Photography & Design Portfolio

# PHOTOGRAPHY



# PHOTOGRAPHY



# ILLUSTRATIONS



आपके रंगों की प्रेरणा के लिए  
nerolac.com पर आइये

अब हिंदी में भी  
अधिक जानकारी

NEROLAC  
HEALTHY HOME PAINTS



നിങ്ങളുടെ നിറത്തിന്റെ പ്രചോദനം കണ്ടുപിടിക്കൂ [nerolac.com](http://nerolac.com) ൽ  
മലയാളത്തിലും ഇപ്പോൾ ലഭ്യമാണ്

കൂടുതൽ അറിയുക.

NEROLAC  
HEALTHY HOME PAINTS

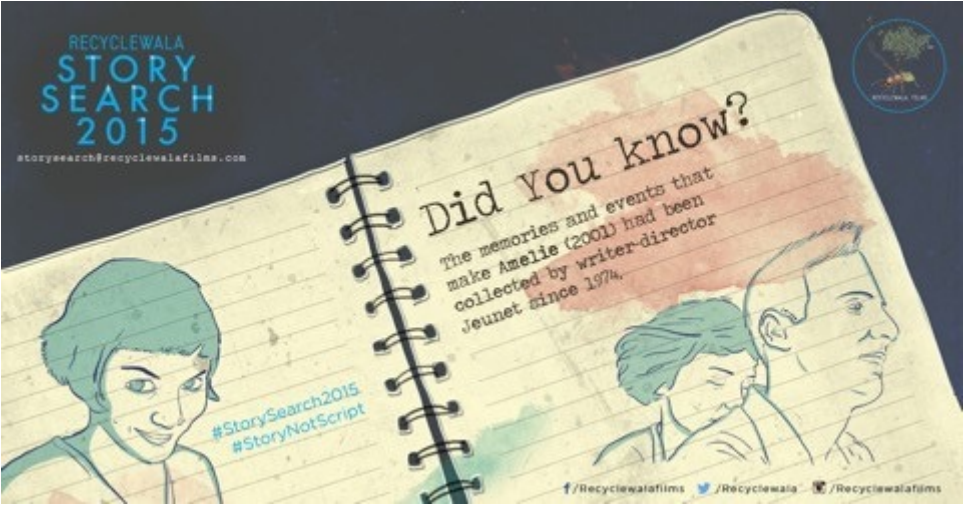


আপনার রঙিন প্রেরণা খুঁজে পান [nerolac.com](http://nerolac.com) এ;  
এখন বাঙলা তেও!

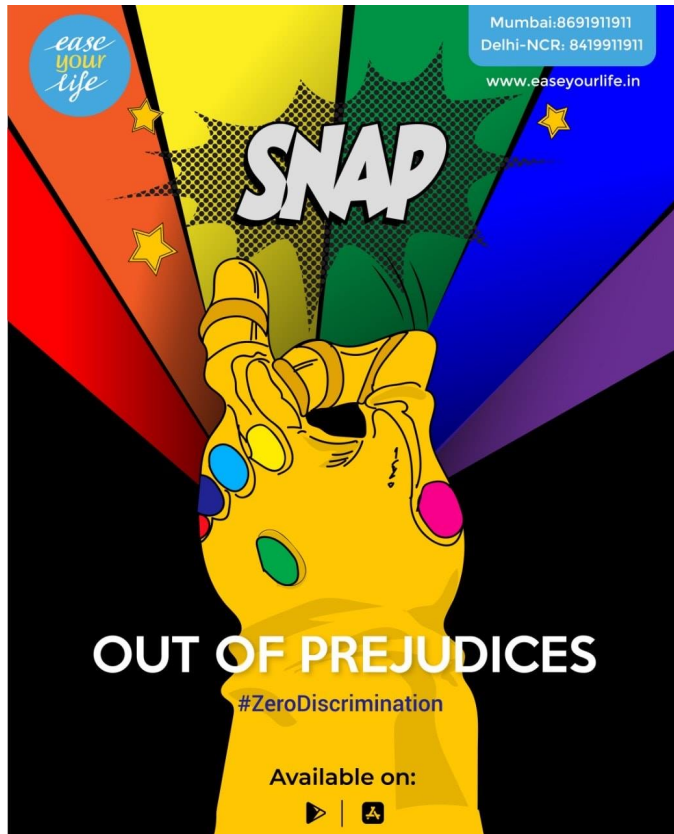
আরও জানুন

NEROLAC  
HEALTHY HOME PAINTS

# ILLUSTRATIONS



# COPY + DESIGN + ILLUSTRATIONS: SOCIAL MEDIA FOR 1 BRAND




Mumbai: 8691911911  
Delhi-NCR: 8419911911  
www.easeyourlife.in

**SNAP**

**OUT OF PREJUDICES**  
#ZeroDiscrimination

Available on:  
▶ | 📱



**tomorrow**  
(noun)  
a mystical place where 99% of  
human productivity, motivation and  
achievement is stored

*So just enjoy the weekend and let us*

*ease your life*

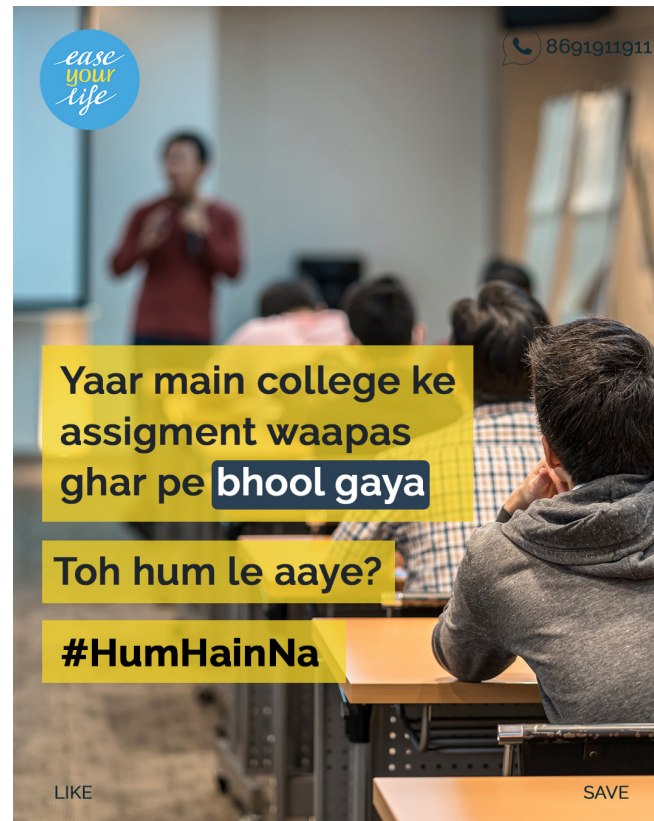


Mumbai: 8691911911  
Delhi-NCR: 8419911911  
www.easeyourlife.in

**BLUES नहीं;  
BEGINNINGS नई**

**MANDAY**

# GRAPHIC DESIGN: SOCIAL MEDIA CONTD.



# CONCEPTUAL DESIGNS: SAME BRAND CONTD.

**ease your life** 8691911911

**Burn the L-a-a-avang list with one flick**

**HAPPY DIWALI**

LIKE SAVE

The advertisement features a matchbox on the left with the brand logo and tagline. To its right are several sticks of dynamite, each with a different household task written on it. The tasks include: Fixing the tap, Clearing, Buy sweets, New curtains, Deposit cheque, Shoe Laundry, Shirt Alteration, Gift Purchase, Bulk Diyas, and Sichuan. The overall theme is celebrating Diwali by burning away a list of chores.

**ease your life** Available on: easeyourlife.in

**Happy Mothers' Day**

**IN CASE OF EMERGENCY  
BREAK THE GLASS**

**#MummyNuskhe**  
... always right!

Mumbai • Thane • Navi Mumbai: 8691911911 | Delhi • Gurgaon • Noida: 8419911911

The advertisement shows a red fire alarm pull station with a glass cover. Inside the station is a smartphone displaying a call in progress to 'Mom' at 01:00:00. The text 'IN CASE OF EMERGENCY BREAK THE GLASS' is written on the station's frame. The hashtag #MummyNuskhe and the phrase '... always right!' are placed below the station. The background is a solid yellow color.

**ease your life** Available on: easeyourlife.in

**No surge pricing even in bad weather!**

**E Y L R A T E S**

**W E A T H E R**

Sunny Cloudy Rainy Stormy

Mumbai • Thane • Navi Mumbai: 8691911911 | Delhi • Gurgaon • Noida: 8419911911

The advertisement features a bar chart with four bars representing different weather conditions: Sunny (yellow), Cloudy (light green), Rainy (teal), and Stormy (dark blue). A yellow double-headed arrow is positioned above the bars, indicating that the 'EYL RATES' are consistent across all weather types. The text 'No surge pricing even in bad weather!' is prominently displayed above the chart. The brand logo and contact information are also present.



# MORE DESIGNS FOR SAME BRAND



*ease your life*

## Happy Janmashtmi

Mumbai: 8691911911  
Delhi - NCR: 8419911911

Google play App Store  
www.easeyourlife.in



*ease your life*

Google play App Store  
www.easeyourlife.in

## CHANDNI CHOWK TO CHINA nahin, lekin CHHATTARPUR zaroor!

Mumbai: 8691911911 Delhi - NCR: 8419911911



Google play App Store  
www.easeyourlife.in

## WHILE YOU HUSTLE AT WORK, LET US BUSTLE WITH YOUR MUNDANE CHORES

*ease your life*

For any pick up and drop across Delhi NCR, download our app or log on to [www.easeyourlife.in](http://www.easeyourlife.in) OR Call/ WhatsApp on 8691911911

# REBRANDING

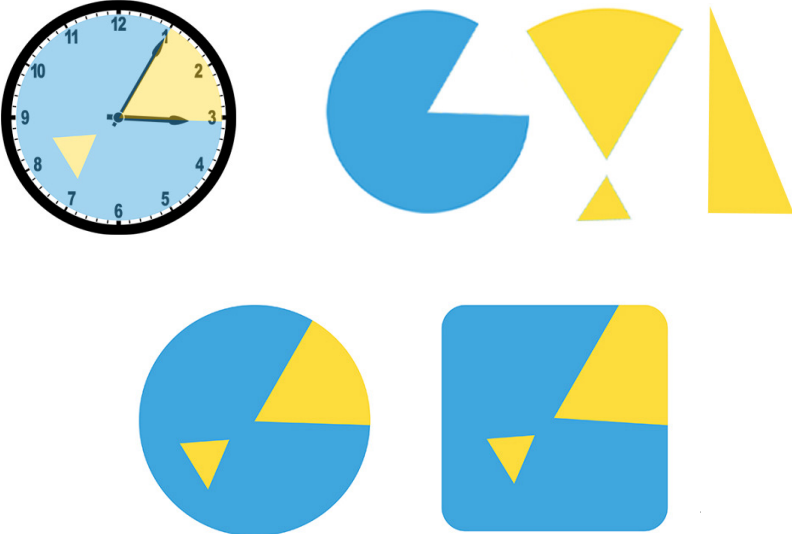


The brand's main communication is to reclaim **time** by easing our lives: time to do more of what we love doing instead of work, mundane tasks or daily chores.



We experimented with various minor iterations to reflect the new brand ethos, but all retaining the wordmark since the company isn't a well known one yet

But our main product was the super-app, and our heroes were the delivery personnel who took the brand out in the world through their uniforms. So we needed a simpler monogram instead. Combining TIME with geometric representations of the 3 letters EYL, resulting in something that looked like a kite or a fish: something that flows *easily*.



# FILM POSTERS

WAVE Cinemas PORTY CHADHA PRESENT

## ZUBAAN THE BAND

LEAD SINGERS  
SARAH JANE DIAS &  
MANDAR DESHPANDE

PRODUCED BY : ASHU PHATAK

### Performing Tonight

at  
P.D.T. Kamala Mills, Lower Parel, MUMBAI  
7:30 pm Onwards

SOCIAL STREET SIKHYA ENTERTAINMENT MEJAMOZEZ PDT

f t i /ZubaanTheMovie

The poster features a close-up of a man's face on the left and a woman singing into a microphone on the right. The background is a warm, golden-yellow color with a cityscape silhouette.

WAVE Cinemas PORTY CHADHA PRESENT

VICKY KAUSHAL  
GUNEET MONGA  
SHAAN VYAS  
&  
MOZEZ SINGH

Cordially Invite you to the

## ZUBAAN

Music Party

LIVE PERFORMANCE BY

### ZUBAAN THE BAND

LEAD SINGERS  
SARAH JANE DIAS  
&  
MANDAR DESHPANDE

PRODUCED BY  
ASHU PHATAK

Friday February 19th, 7:30 PM Onwards,  
P.D.T. Kamala Mills, Lower Parel, MUMBAI

SOCIAL STREET SIKHYA ENTERTAINMENT MEJAMOZEZ PDT

The poster features a close-up of a man's face on the left and a woman singing into a microphone on the right. The background is a warm, golden-yellow color with a cityscape silhouette.

# OTHER LOGO DESIGNS



mukherjeetwish@gmail.com  
+91 992 061 1494

Thank you.

Let's talk!