

Portfolio

Portfolio of Aayushi Hariharan
Senior Visual Designer & Branding Specialist

Powerful ideas emerge through simplicity and evolve through thoughtful gradation. My work is rooted in clarity, balance, and a deep respect for visual nuance, where every detail builds toward meaning.

www.simplyaayushi.com

📷 @simplyaayushi

Create, Curate, Communicate.

I design with clarity, empathy, and curiosity. By understanding my audience, my craft blends storytelling and identities that communicate with intention.

EDUCATION

BA (Hons) in Graphic Communication Design
Central Saint Martins, University of the Arts, London
First-Class Honours

Foundation Diploma in Art & Design
Central Saint Martins, University of the Arts, London
Distinction

EXPERIENCE

2022-25 - Senior Visual Designer, Simple Vedas
2022-25 - Senior Visual Designer, Govardhan Ecovillage
2019-25 - Freelance Senior Visual Designer

CERTIFICATIONS

Google
Creative Certification Exam
Google Analytics Certification

IBM
Enterprise Design Thinking Practitioner

SKILLS



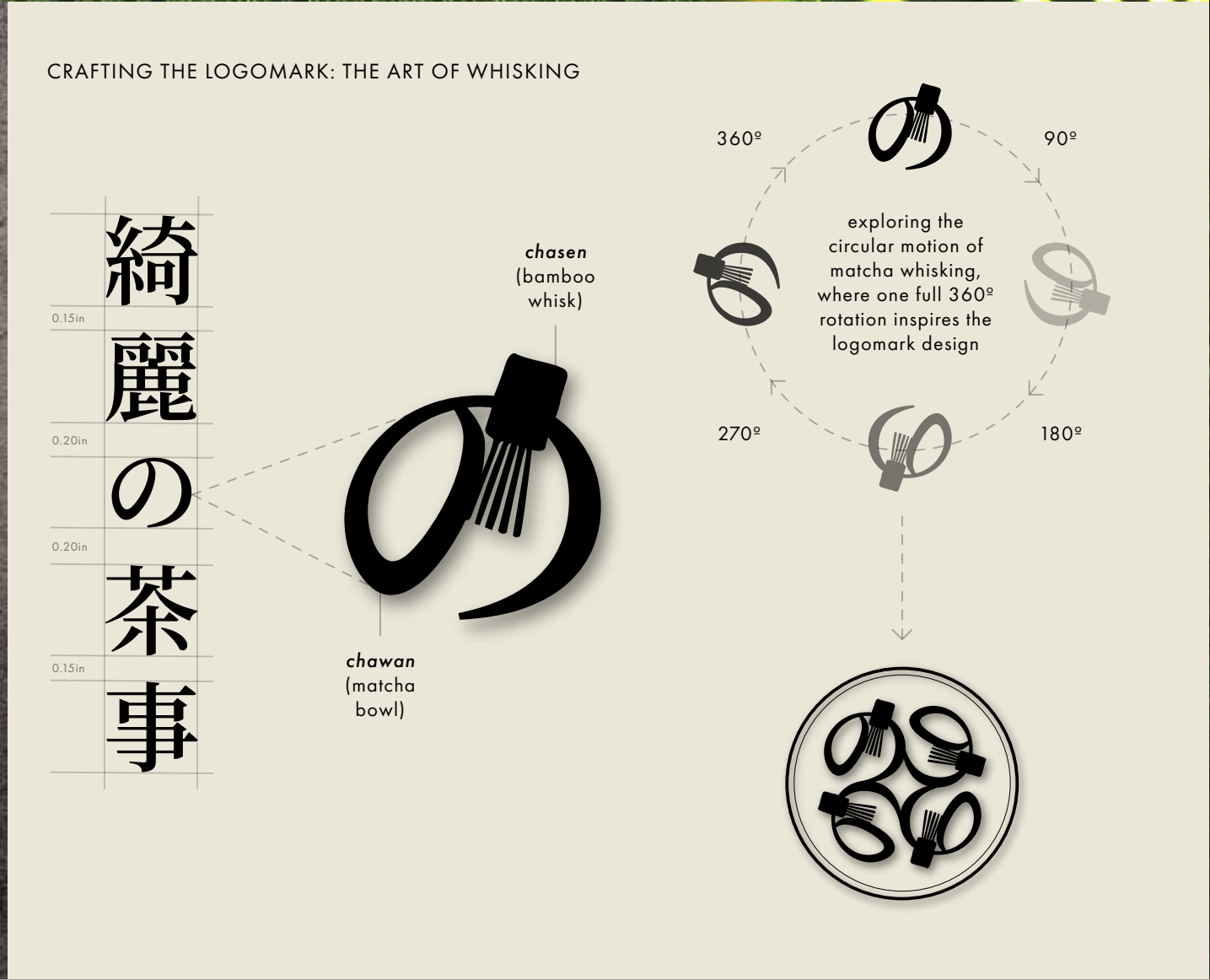
download full CV [here](#).

Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Logo Conception, Colour & Typography

Kirei no Chaji seamlessly blends the timeless art of Japanese matcha with **modern elegance**, offering an immersive experience rooted in serenity and sophistication. The logo, inspired by the whisking process, reflects both heritage and refinement. Futura PT offers a neutral, clean look, while Noto Serif adds **classic** refinement.

The color palette is inspired by organic matcha tones, that are derived from the **evergreen matcha cultivation fields**. They bring warmth and depth, creating a harmonious and memorable **visual identity that honors tradition**, while standing out with minimalist elegance.



Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Cafe Entrance, Ambience & Whisking Process

Kirei no Chaji is an **escape** from the rush of city life, where urban stress fades away, and **tranquility** takes over. As you step through our doors, the serene atmosphere invites you to pause, breathe, and experience the art of matcha in its purest form.

Here, **matcha is not just a drink; it's a ritual**, a connection to nature, and a symbol of balance. Our carefully crafted space allows you to

immerse yourself in the **meditative whisking process**, taking you away from the noise of everyday life.

At Kirei no Chaji, we believe in offering more than just matcha. We offer an experience of **mindfulness**. It's for those who seek a moment of clarity and calm in the middle of their busy world.



Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Location & Menu Design

Every element of branding at Kirei no Chaji reflects our commitment to **authenticity and luxury**. The cafe's exterior is designed to evoke a sense of timeless elegance, that welcomes guests into a serene space. The menu is hand-crafted to enhance the overall experience. Made from **matcha-soaked silk sheets**, it speaks to the authenticity of Japanese culture, with every sheet carefully **embossed with gold foil** to elevate the tactile and visual experience.

This material choice not only emphasizes the **organic, sustainable ethos** of our brand but offers a sensory journey from the moment you touch it. Through these design choices, we invite our customers to indulge in a **refined and immersive experience**, where every detail is thoughtfully crafted to honor tradition.



Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Art Direction, Packaging & Advertising

The art direction behind Kirei no Chaji focuses on **understated luxury**. The packaging embraces simplicity, utilising “umber earth” type on “zen sand” packaging. The clean lines and thoughtful use of **eco-friendly, recyclable materials** echo the brand’s commitment to Japanese craftsmanship.

Our advertising captures the **peaceful elegance** of the brand, creating an immersive experience that transports the audience into a tranquil space. The imagery is carefully curated to honor the ancient tea culture while making it **accessible in a contemporary world**.

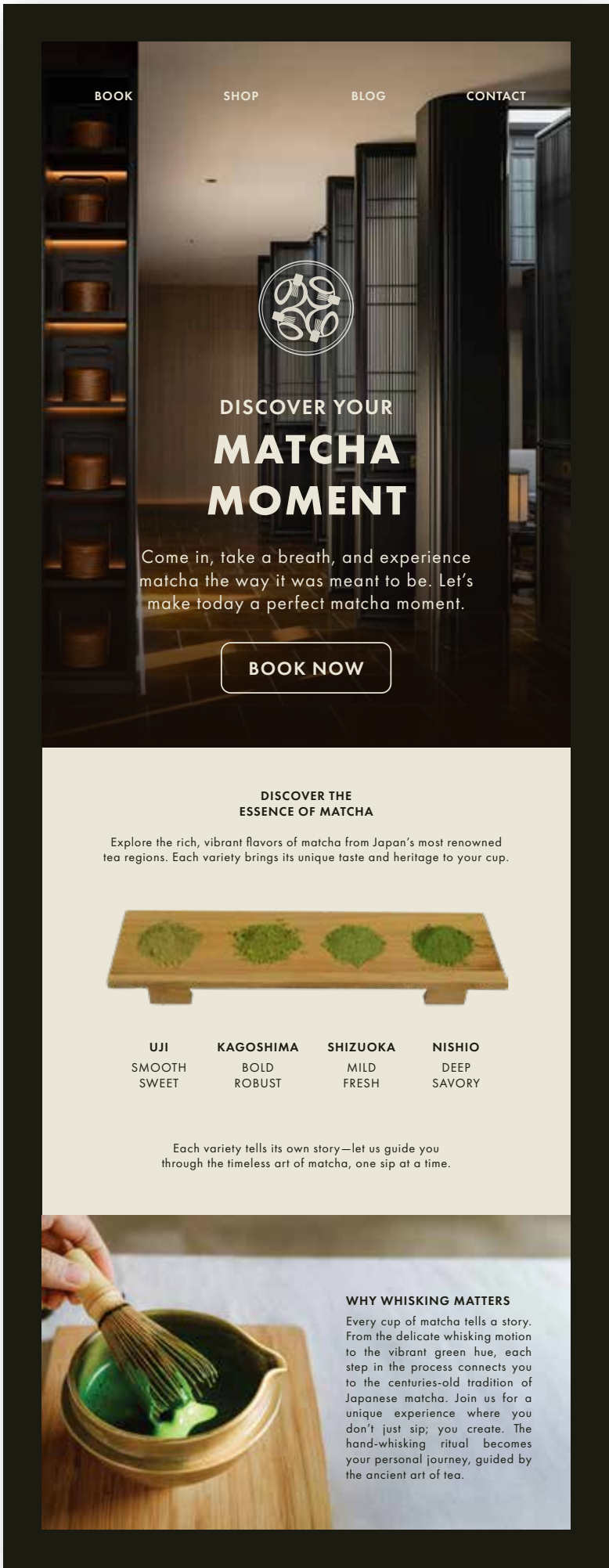
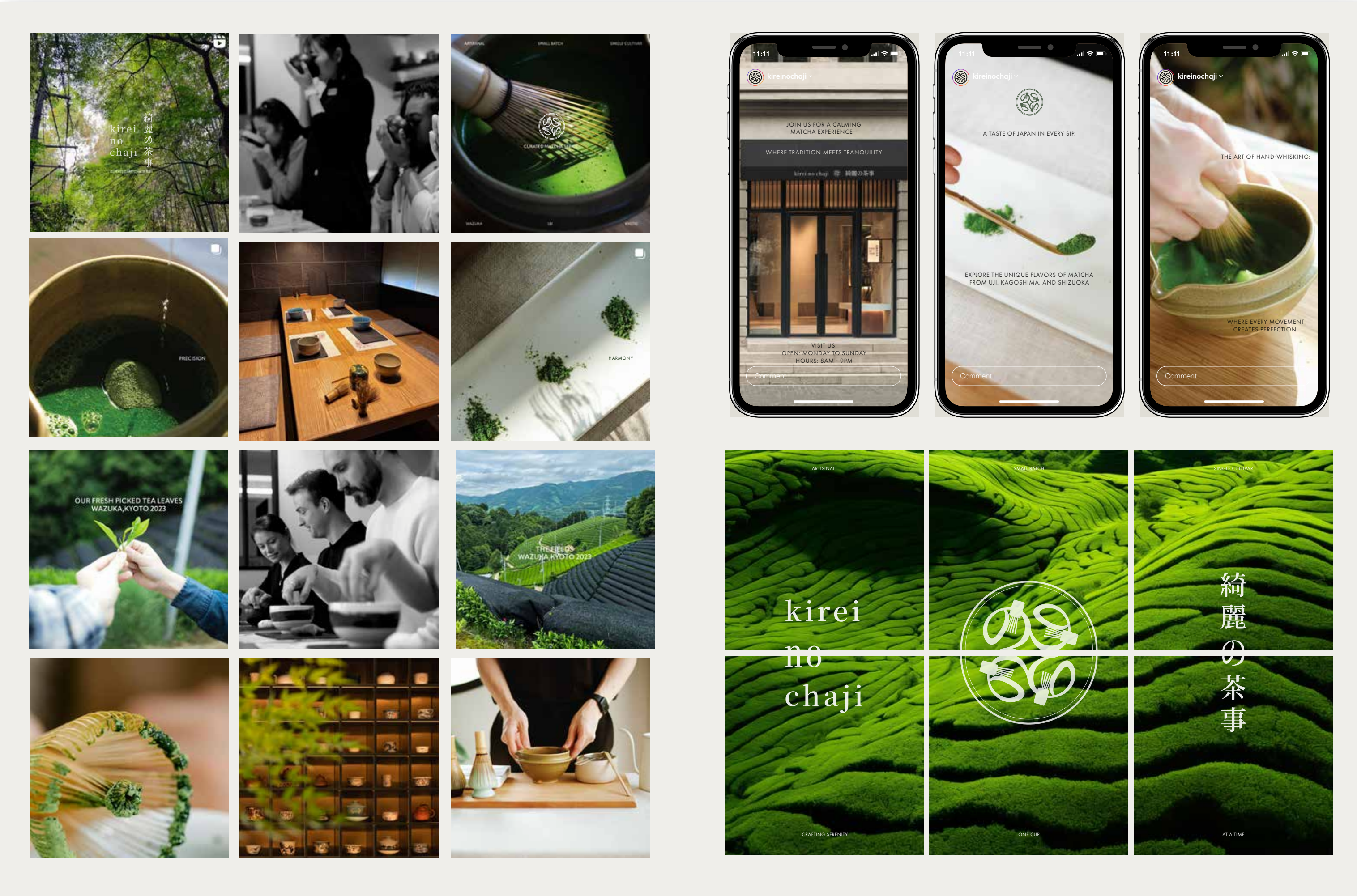


Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Social Media & Email Marketing

Our social media strategy centers on showcasing the serene nature of the matcha ritual, featuring a mix of stunning visuals of flush tea fields and close-ups of the whisking process to wide shots of the cafe ambiance. The grid is carefully designed to capture the essence of the art of matcha. The visual storytelling creates a sense of escape, inviting the audience to slow down and immerse themselves in the brand’s calming world.

The email marketing continues this focus on engagement, with personalized messages that connect the customer to the experience. The emails are designed to deliver offerings while promoting exclusive deals with a warm and inviting tone,. The strategic use of imagery, alongside call-to-action buttons, helps guide the customer from discovery to booking, ensuring a seamless user journey.

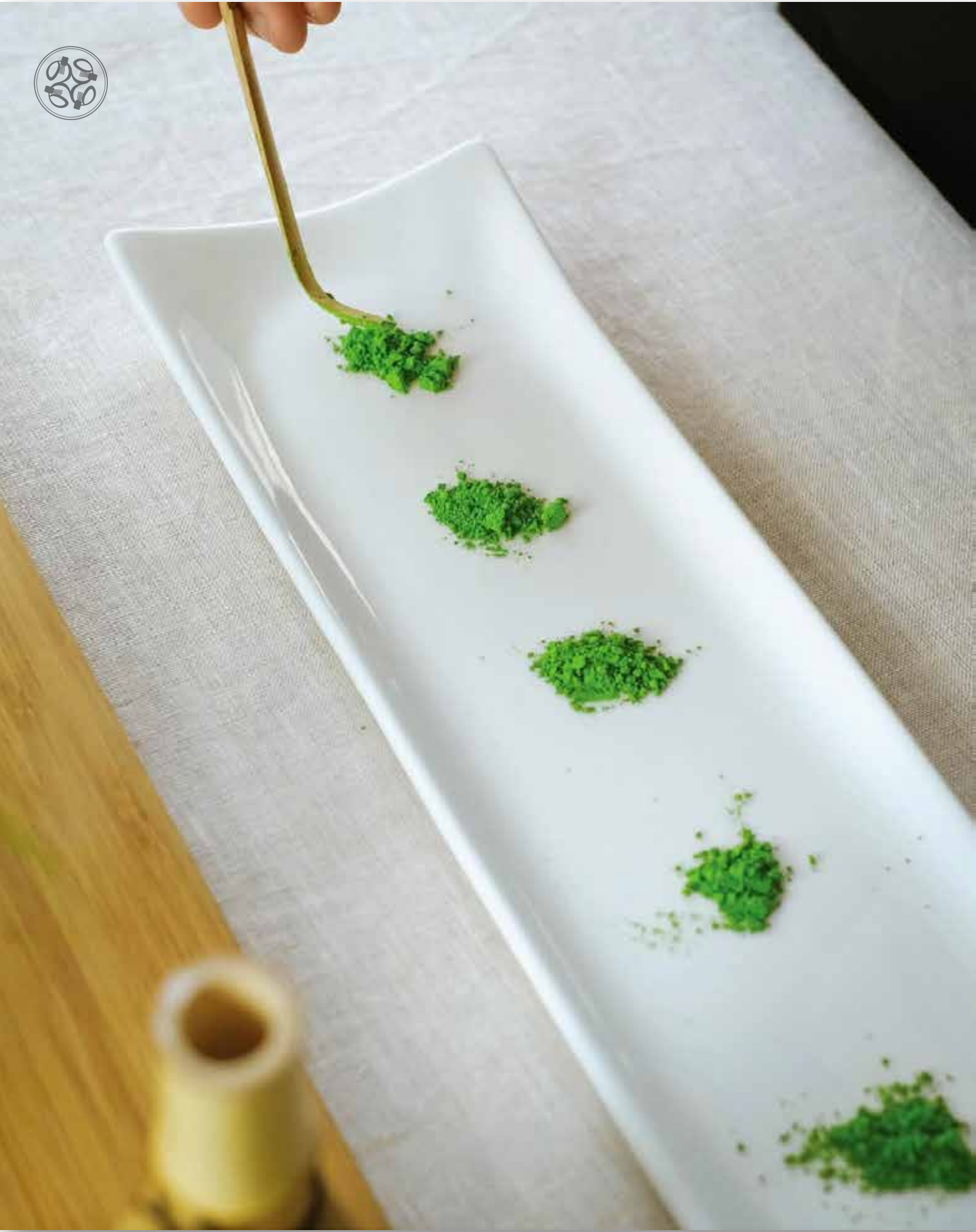


Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Unique Experience

We offer a truly immersive and interactive matcha experience at our establishment, where guests can explore the rich flavors and traditions of matcha from **various prefectures of Japan**. Each visitor is invited to taste and compare matcha from renowned areas like **Uji, Shizuoka, and Kagoshima**, learning about the unique qualities that each region brings to the flavor profile.

Our knowledgeable staff provides **hands-on guidance**, walking guests through the cultivation process, the artistry behind matcha whisking, and the cultural significance of each variety. As guests engage in this ritual, they're not just sampling matcha; **they're gaining a deeper appreciation of its heritage and craftsmanship**, making each cup a memorable journey.



Kirei no Chaji (綺麗の茶事)

Luxury Cafe | Customer Engagement

Customer engagement goes beyond simply enjoying a drink; at Kirei no Chaji, it's about **fostering a deeply enriching personal experience**. The minimalist design of the space invites people to unwind and engage in the ritual of matcha preparation, offering a sense of calm the moment they step inside. The **hands-on workshop** allow guests to actively participate in the matcha making process, from the meticulous preparation to the final sip.

Each customer is encouraged to **explore the nuances of matcha**, understanding not only its flavor profiles but also its cultural significance. The experience is intimate and personal, creating lasting memories and **meaningful connections with the brand**. Whether it's through sensory exploration or learning the delicate art of whisking, Kirei no Chaji ensures that every visit is a moment of **genuine engagement and discovery**.

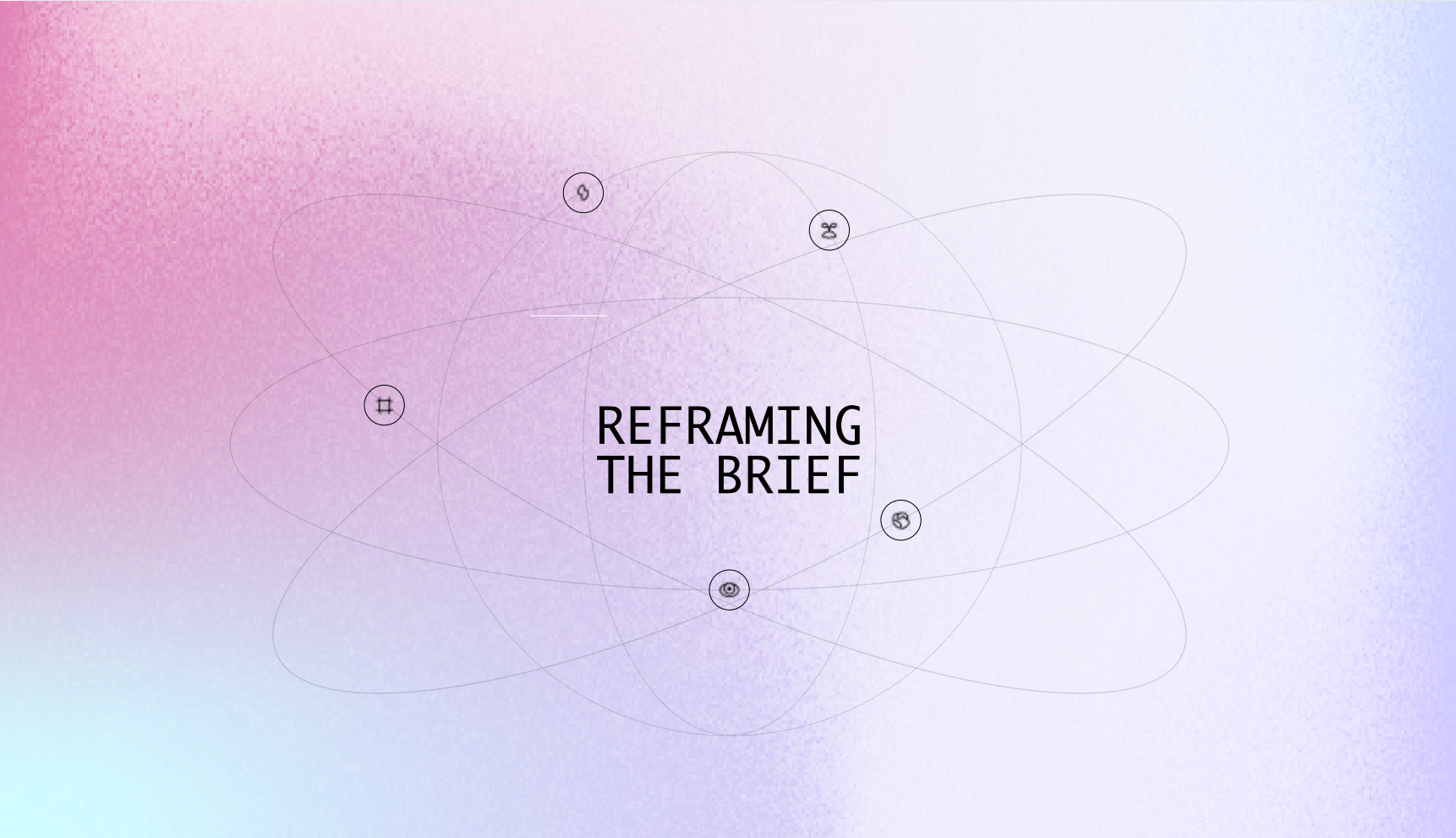


Reframing the Brief

Creative Thinking Survey | Immersive Installation

Reframing the Brief is a data-driven visualisation of a global creative thinking survey that explored how innovation evolves under pressure. The immersive installation was designed to translate these findings into a **compelling physical experience**. Using **bold typography, interactive displays, and atmospheric gradients** that shift with the narrative tone, the space encouraged audiences to reflect on the notion that constraints aren't a creative compromise – they're a catalyst.

The **orbit-inspired graphic language, dynamic transitions, and immersive lighting effects** came together to echo the circular and interconnected nature of creative problem-solving. This project not only visualised complex data but invited designers, strategists, and thinkers to reimagine the brief as a starting point for bold, boundary-pushing work.



Reframing the Brief

Creative Thinking Survey | Visual Identity

The visual language was built around a **vibrant, digital-first colour palette** and a **constellation-inspired graphic system**. The palette evokes energy, momentum, and creative ignition. The typographic choices balance clarity with modernity, supporting both analytical content and emotional resonance. At the heart of the system lies a

multi-orbit form representing collaboration, systems thinking, and the interconnected nature of creative ecosystems. Custom icons further distill the **key themes of empathy, potential, and intentionality** into symbolic, recognisable forms that reflect the survey's core findings and design-forward philosophy.

#F411A3

R 244 G 17 B 163

Neon Fuchsia

#0FEAE4

R 15 G 234 B 228

Cyber Aqua

#7403D8

R 116 G 3 B 216

Violet Pulse

#310472

R 49 G 4 B 114

Galactic Indigo

#E81868

R 232 G 24 B 104

Digital Rose

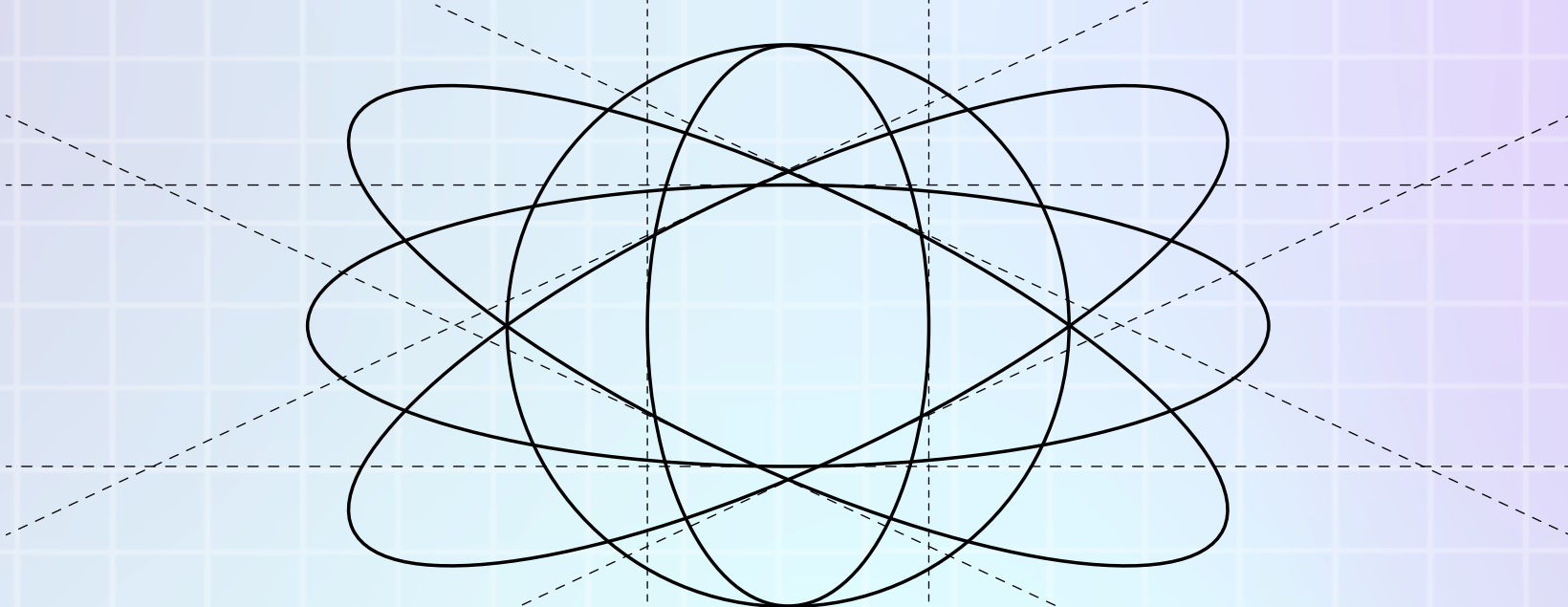
Monaco offers precision and clarity, perfect for code and data-driven content, while Neue Haas Grotesk brings timeless modernism with exceptional legibility and balance. Together, they convey structure, trust, and sophistication—essential for human-centered communication.

Heading
Monaco

Aa Bb Cc Dd Ee Fe Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

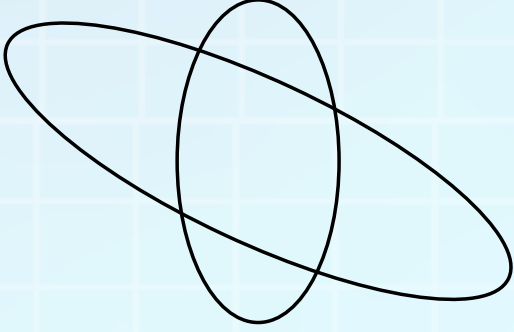
Body
Neue Haas
Grotesk

Aa Bb Cc Dd Ee Fe Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

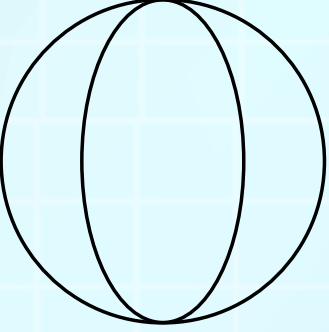


Core Constellation

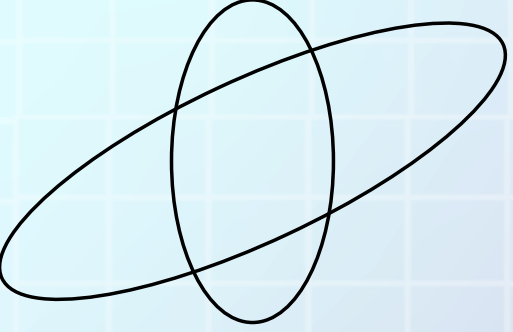
A complex, multi-axis orbital form symbolizing interconnected systems, collaborative networks, and global creative forces.



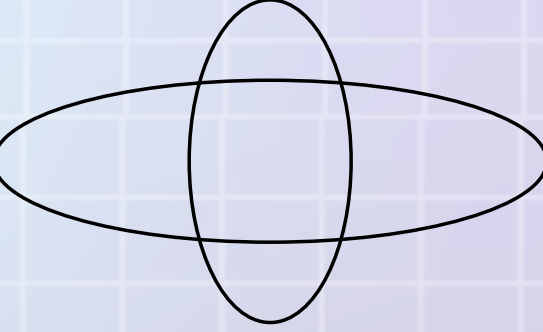
Tangent Loop




Dual Horizon



Skew Orbit

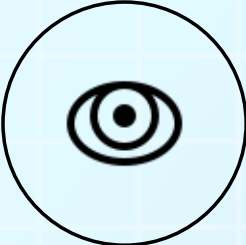


Equatorial Nexus



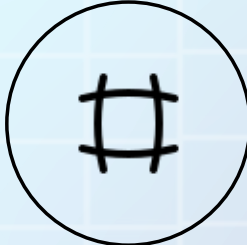
Seedling

Symbolizes beginnings, ignition, high potential




Eye

Focus on empathy, observation, and inclusivity




Grid

Less is more, intentionality, minimal systems



Hands

Collaboration, shared agency, mutual building



Spark

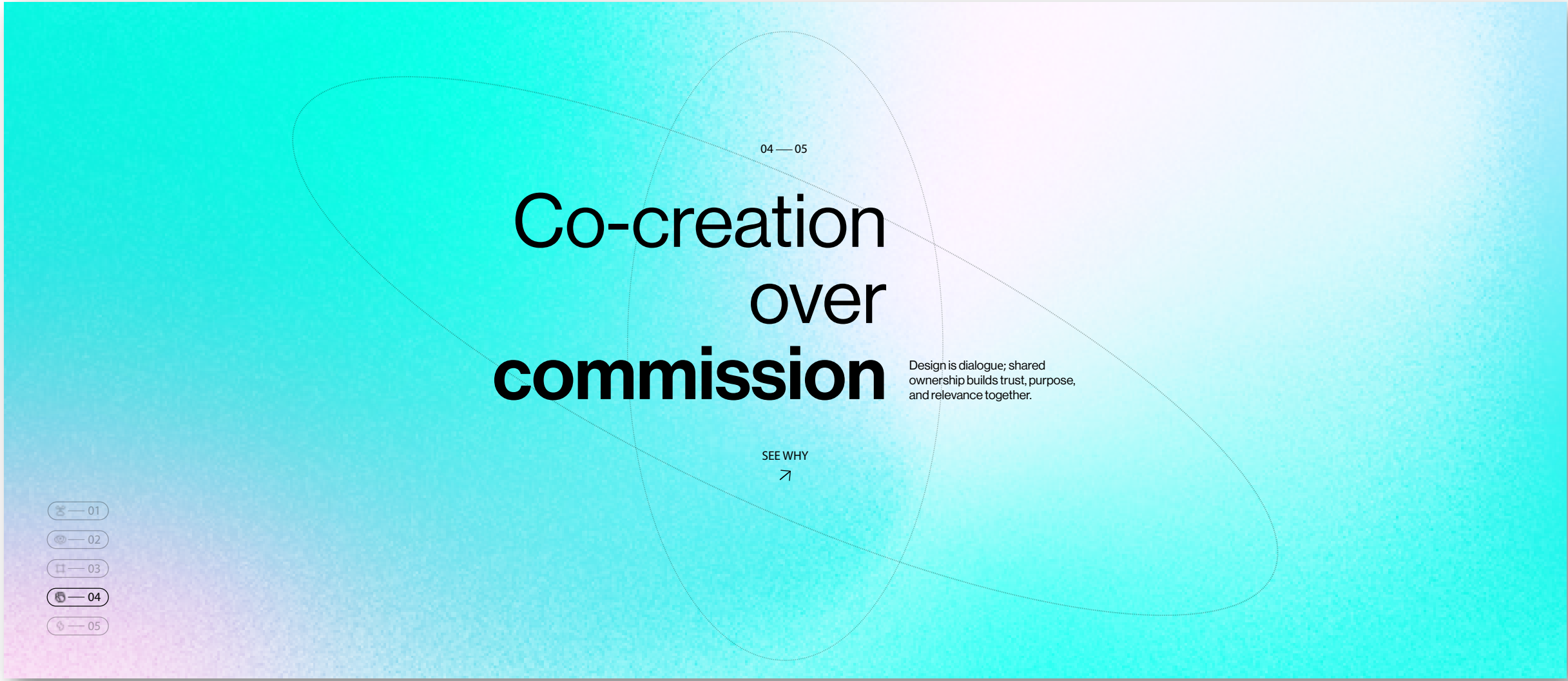
Forward-thinking, trust-building, seeing what's next

Reframing the Brief

Creative Thinking Survey | Final Visualisations

These key insights showcase the overarching themes of the survey into bold, memorable statements. Each message pairs expressive typography with vibrant gradient backdrops, **visually capturing the emotional energy of constraint-led innovation.** The phrases challenge conventional assumptions about design, elevating values like inclusivity, timelessness, co-creation,

and trust as the real forces behind impactful work. These moments serve as **pause points in the data journey**, designed to resonate deeply with viewers and leave lasting impressions about the potential of designing with empathy and intention.



The Future of Urban Green Spaces

Urban Green Spaces | Data Visualisation

This data visualization project was developed for a UGS management group to communicate insights from their 2024 annual survey. The design translates complex research findings, including tracking public perceptions of green spaces and their influence on urban environments, into an engaging and digestible format.

Leveraging a sleek digital interface with Neue Haas Grotesk for optimal readability, the visuals use a deep green palette paired with gradient highlights to symbolize environmental transition and urgency. This approach helps bridge the gap between data and public awareness, empowering various stakeholders to make informed decisions about the future of sustainable urban planning.



The Future of Urban Green Spaces

scroll to begin

Aa

Neue Haas Grotesk

A sleek, sans-serif design ensuring high readability across varied screens. Its clean lines and balanced proportions make it ideal for data consumption.

75 Bold

Body

55 Roman

#0B1905

R 11 G 25 B 5

Forest Depth

#EBFCF5

R 235 G 252 B 245

Mist Breeze

Can Cities Adapt to the Need for Green Environments?

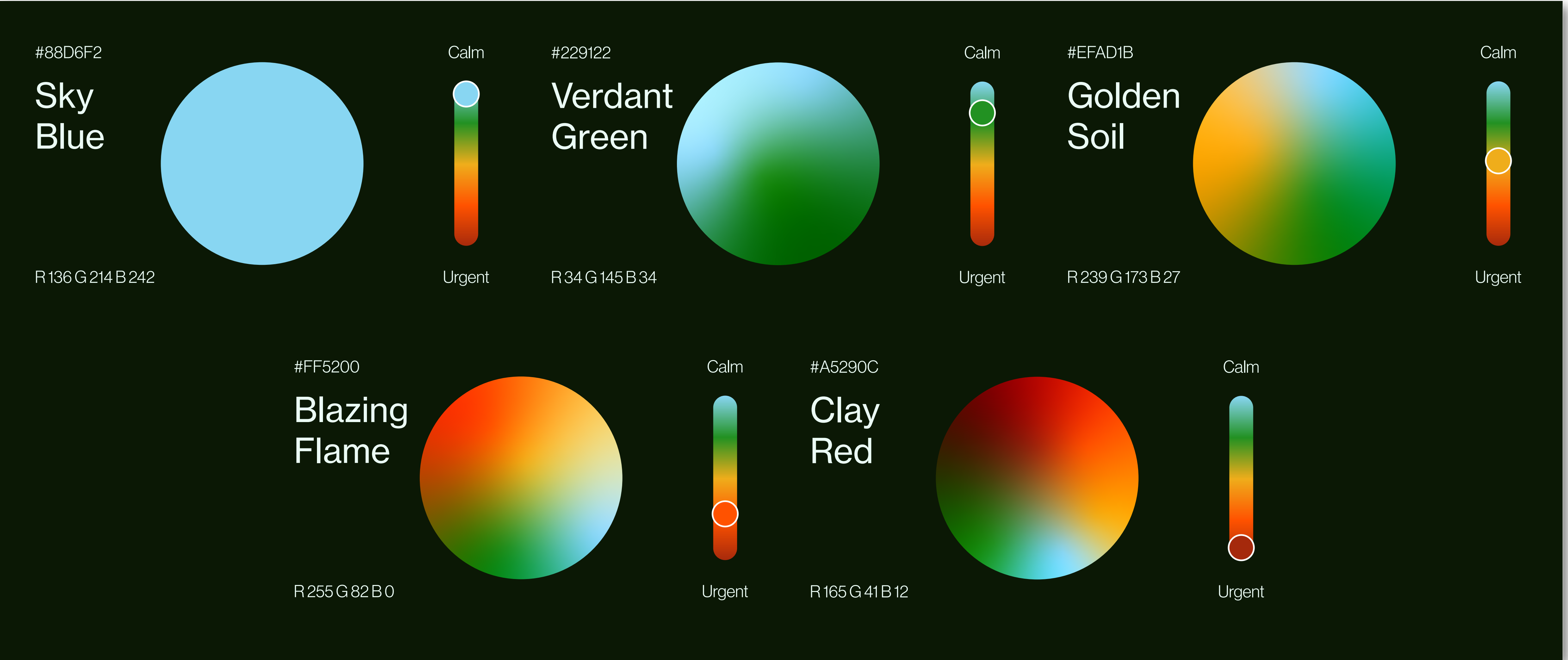
Can Cities Adapt to the Need for Green Environments?

The Future of Urban Green Spaces

Urban Green Spaces | Colour Palette

The color palette for this project expands on foundational blues and greens, **evoking nature, calmness, and growth**, and evolves by gradually introducing warm, urgent tones like golden soil, blazing flame, and clay red. These hues represent **escalating environmental tension** and encourage a deeper emotional connection as users scroll through the experience.

The progression from tranquil to intense is intentional, designed to guide viewers from **passive observation to active awareness**. Cooler tones are later reintroduced to restore balance, symbolising hope, action, and the possibility of renewal through conscious urban intervention.

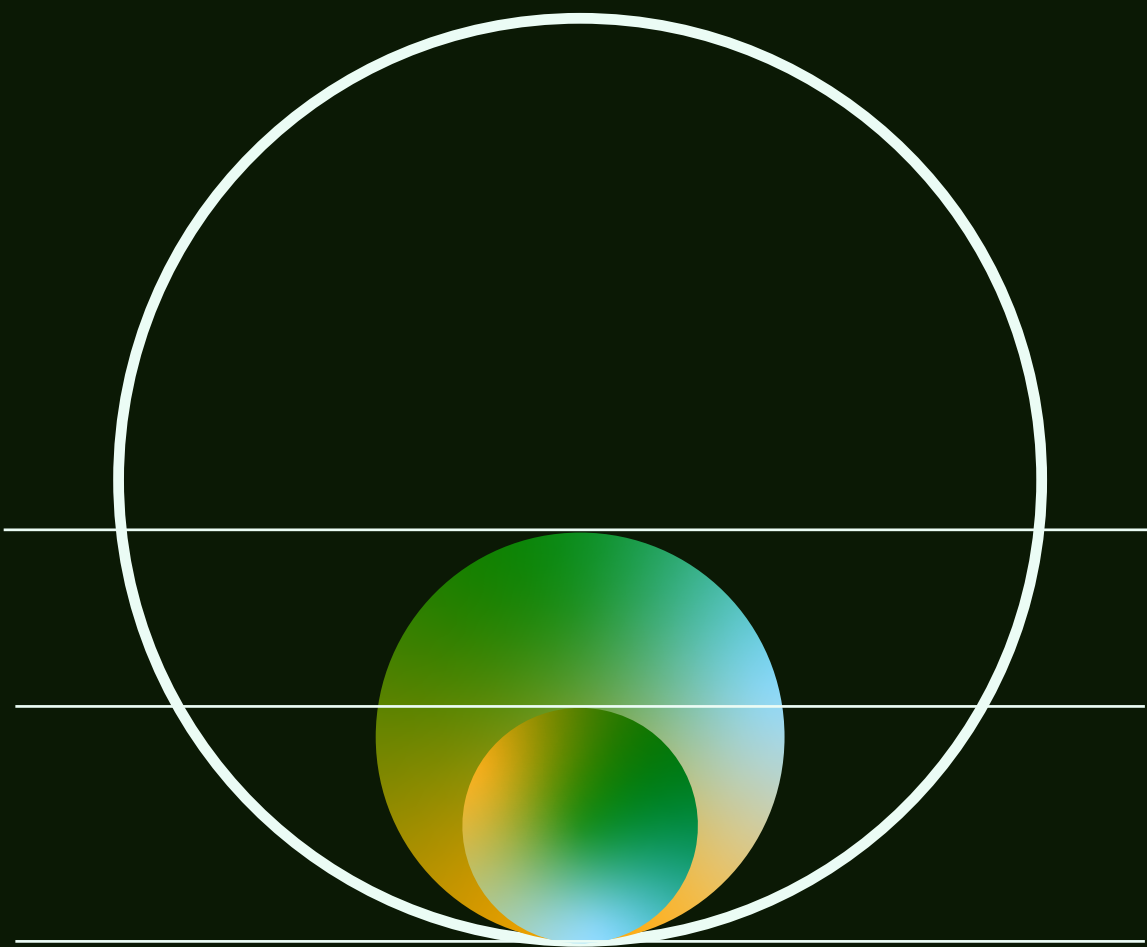


The Future of Urban Green Spaces

Urban Green Spaces | Data Visualisation

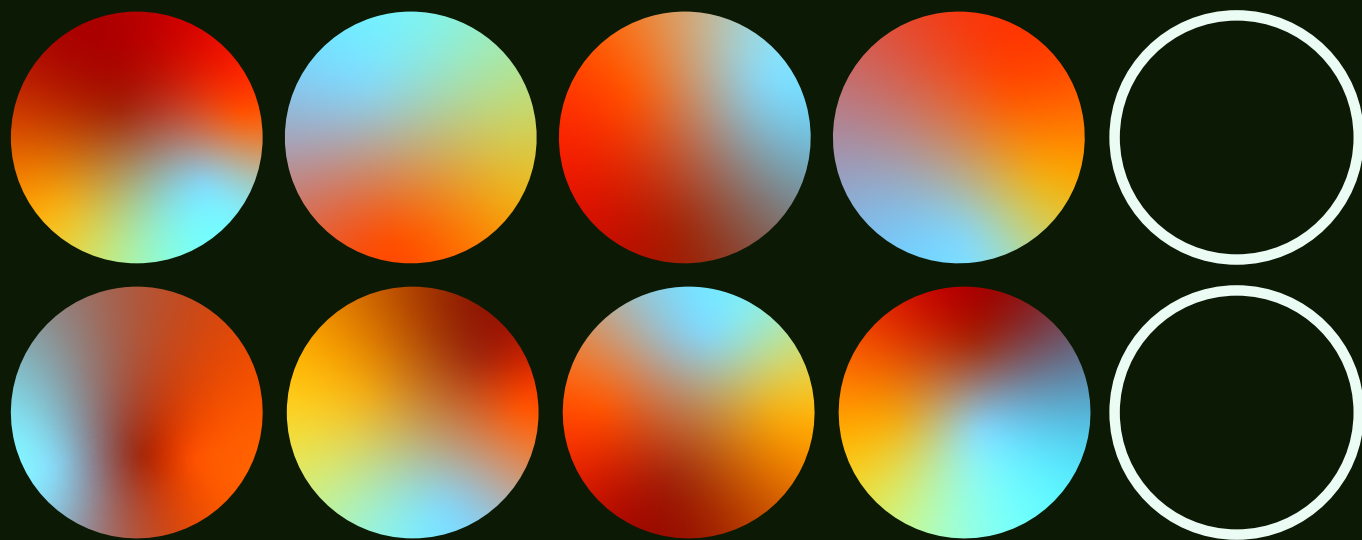
The data visualisation language focuses on making key insights from the report not only **digestible but also emotionally resonant**. By pairing bold statistics with intuitive visual comparisons, the aim was to anchor **abstract figures in everyday context**. For instance, using gradients and overlapping circles to reflect spatial distribution makes the information feel tangible.

This minimalist yet expressive style helps **bridge the ever rising gap between data and action**, encouraging viewers to better understand the urgency, accessibility, and opportunities tied to urban green spaces.



30%

of the region is covered by urban green space patches, with 22% residential areas and 8% urban forests.



8 out of 10

respondents use cars to reach large urban green spaces (UGS) between 800 m and 1600 m away. This shows the shift from walking to driving as UGS distances increase, indicating the need for accessible green spaces within walking distance.



75%

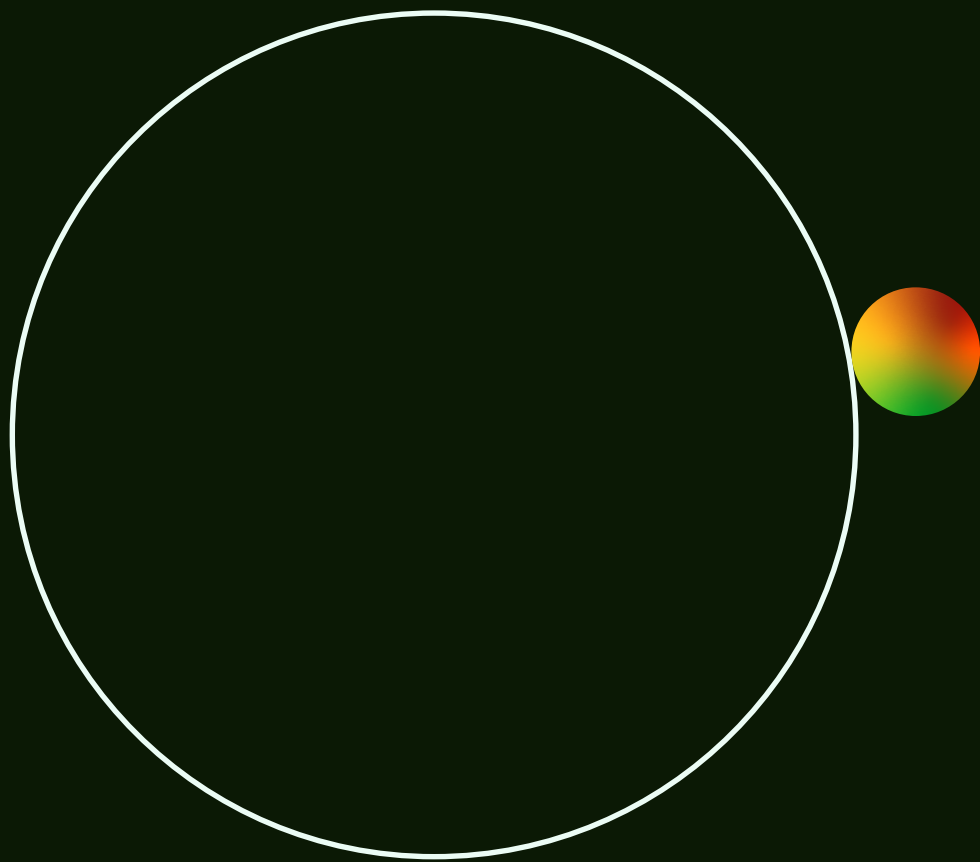
of residents live within 500 meters of a green space in the region.

The Future of Urban Green Spaces

Urban Green Spaces | Data Visualisation

These visualisations dive deeper into the spatial and behavioural dynamics of urban green space access. From the limited footprint of the largest green patch to the overwhelming lack of green infrastructure across the Brussels Capital Region, **the graphics lay bare the pressing need for rethinking urban planning**. Using simple shapes like circles, drops, and proportionate forms, the data is translated into **intuitive visuals** that communicate scale,

disparity, and human readiness for change. The focus remains on **making the numbers not just legible, but memorable**, prompting reflection on what cities are prioritising, and what their residents are asking for.



1.75% of the total area is dedicated to the largest urban green space patch.



90% of the total area in the Brussels Capital Region is not dedicated to urban green spaces. This emphasizes the land area in the region that is not part of urban parks, forests, or other green spaces, highlighting the need for more green infrastructure.

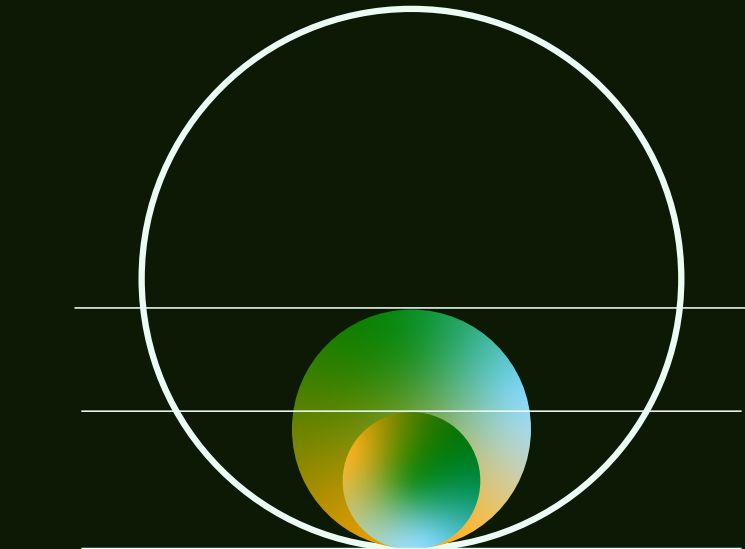
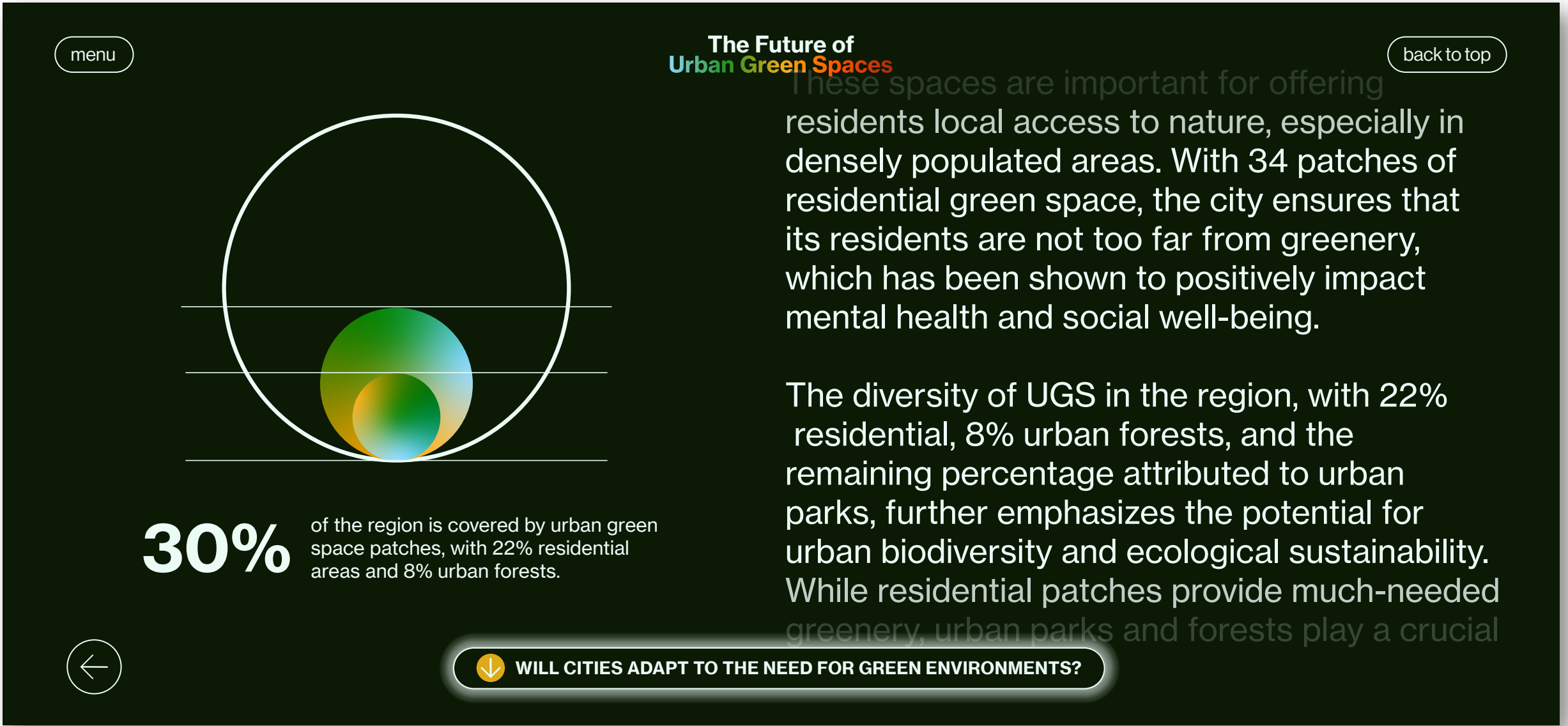


67% of respondents said they are willing to walk up to 1 km to reach a large urban green space (UGS). This highlights how accessible people consider larger UGS, with a significant portion willing to walk moderate distances to enjoy nature.

The Future of Urban Green Spaces

Urban Green Spaces | Final Display

This final display ties together key insights from the study, using a **scroll-based format** to guide users through the narrative. Paired with **sharp typography** and **immersive gradients**, it creates a compelling case for equitable green infrastructure in cities.



30% of the region is covered by urban green space patches, with 22% residential areas and 8% urban forests.

WILL CITIES ADAPT TO THE NEED FOR GREEN ENVIRONMENTS?

The Future of Urban Green Spaces

Urban Green Spaces | Final Display

Through **interactive storytelling and bold visuals**, coupled with data visualisations that distill **key statistics into digestible, impactful takeaways**, this report reinforces the urgency and importance of equitable access to green spaces in shaping healthier urban futures.



90%

This emphasizes the land area in the region that is not part of urban parks, forests, or other green spaces, highlighting the need for more green infrastructure.

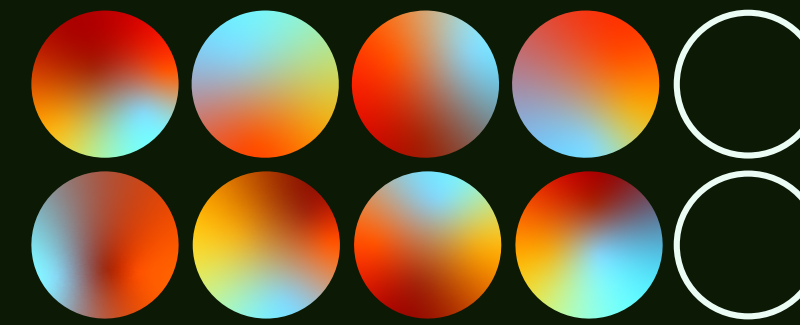
The Future of Urban Green Spaces

As cities continue to grow, integrating more green infrastructure into urban planning has become a critical component of sustainable development.

In the Brussels Capital Region, **90%** of the total area is not dedicated to urban green spaces. This statistic highlights the significant gap in the region's land use, as much of the area is devoted to residential, commercial, and various industrial purposes.

The limited availability of green spaces presents a challenge in addressing environmental issues and enhancing the livability of the city. To create a sustainable and resilient urban environment, there is an urgent need for better integration of

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8 out of 10

respondents use cars to reach large urban green spaces (UGS) between 800 m and 1600 m away. This shows the shift from walking to driving as UGS distances increase, indicating the need for accessible green spaces within walking distance.

The Future of Urban Green Spaces

spaces often depends on their proximity to where people live. Ideally, green spaces should be within walking distance to encourage frequent use and ensure that all city residents have easy access to nature. Yet, as distances to UGS increase, people's modes of transport shift, often moving from walking to driving, which creates barriers for those without access to private vehicles.

According to the data, **8 out of 10** respondents use cars to reach large urban green spaces that are between 800 m and 1600 m away. This statistic highlights a concerning trend: as green spaces become more distant, people are less likely to walk, and more likely to rely on cars. This shift indicates the need for better planning

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67%

of respondents said they are willing to walk up to 1 km to reach a large urban green space (UGS). This highlights how accessible people consider larger UGS, with a significant portion willing to walk moderate distances to enjoy nature.

The Future of Urban Green Spaces

engaged communities.

The statistic that **67%** of respondents are willing to walk up to 1 km to reach a large urban green space underscores the significant value people place on these areas. This finding suggests that a large portion of the population is open to walking moderate distances to enjoy the benefits of nature. It also highlights that making UGS accessible within reasonable walking distances can encourage greater use and improve overall urban livability.

With such a high percentage of people willing to walk, cities can prioritize designing green spaces that are both strategically located and easily accessible, enhancing the overall health,

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Discover the importance of accessible Green Spaces for urban well-being.

[learn more](#)

Northvale Capital’s ethos places strong emphasis on **clarity, professionalism, and trust**, qualities that are essential to embody when designing for the financial services sector. Their annual report was designed to communicate **professionalism and purpose**, offering readers a look into the brand’s values and commitment to impact investing.

Strategic placement of imagery and concise messaging creates an **engaging first impression** while also building anticipation for the detailed content to follow. The final result is a polished print asset that aligns with their brand identity and communicates financial performance with precision and principle.



Northvale Capital

Banking Services | Branding Guidelines

The design strategy used here was anchored in creating a **calm yet assertive visual presence**. The palette draws from natural, mineral inspired tones to reflect resilience, growth, and stability, which are key attributes in the world of banking. Colours like Slate Pine and Fogbound Sage offer a **grounded, contemporary aesthetic**, while the typographic choice of Aeonik provide structure and readability without feeling rigid.

The infographic system uses this visual identity to present complex financial data in clear, digestible visuals, using **layered hierarchy and subtle contrasts**. Together, these ensure that the key metrics are communicated with both precision and impact.



#363744 R 54 G 55 B 68

Midnight Iron

#70A0B8 R 112 G 160 B 184

Harbour Mist

#4E2D3F R 78 G 45 B 63

Mulberry Noir

#B7997A R 183 G 153 B 122

Wheatstone

#364849 R 54 G 72 B 73

Slate Pine

#969F92 R 150 G 159 B 146

Fogbound Sage

Aa

Aeonik

Aeonik is a modern, geometric sans-serif font that perfectly blends precision with warmth, ideal for finance and data related work needing clarity, confidence, and versatility.

Heading
Regular

Transforming tomorrow
through insight

Body
Light

Transforming tomorrow
through insight

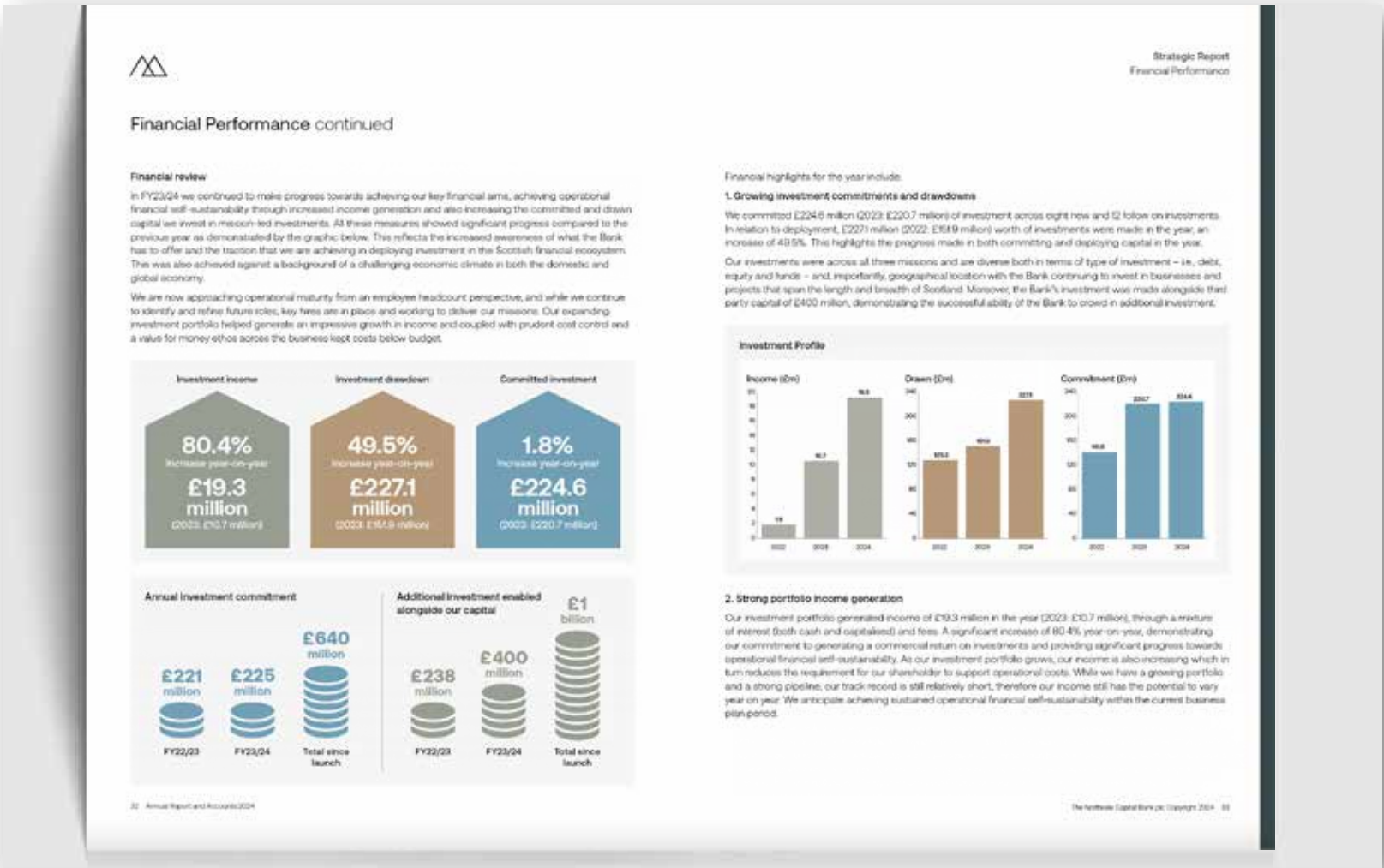
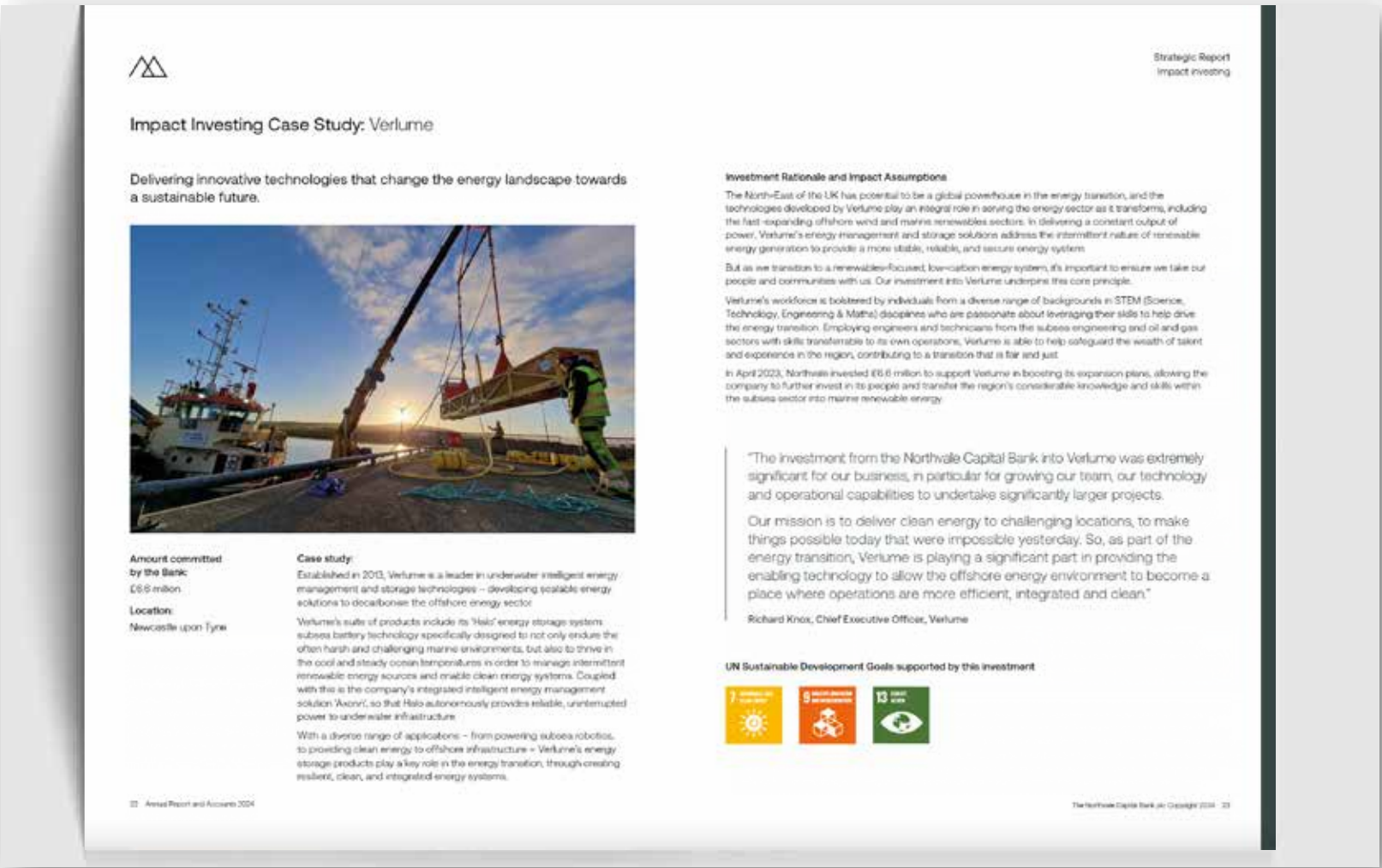
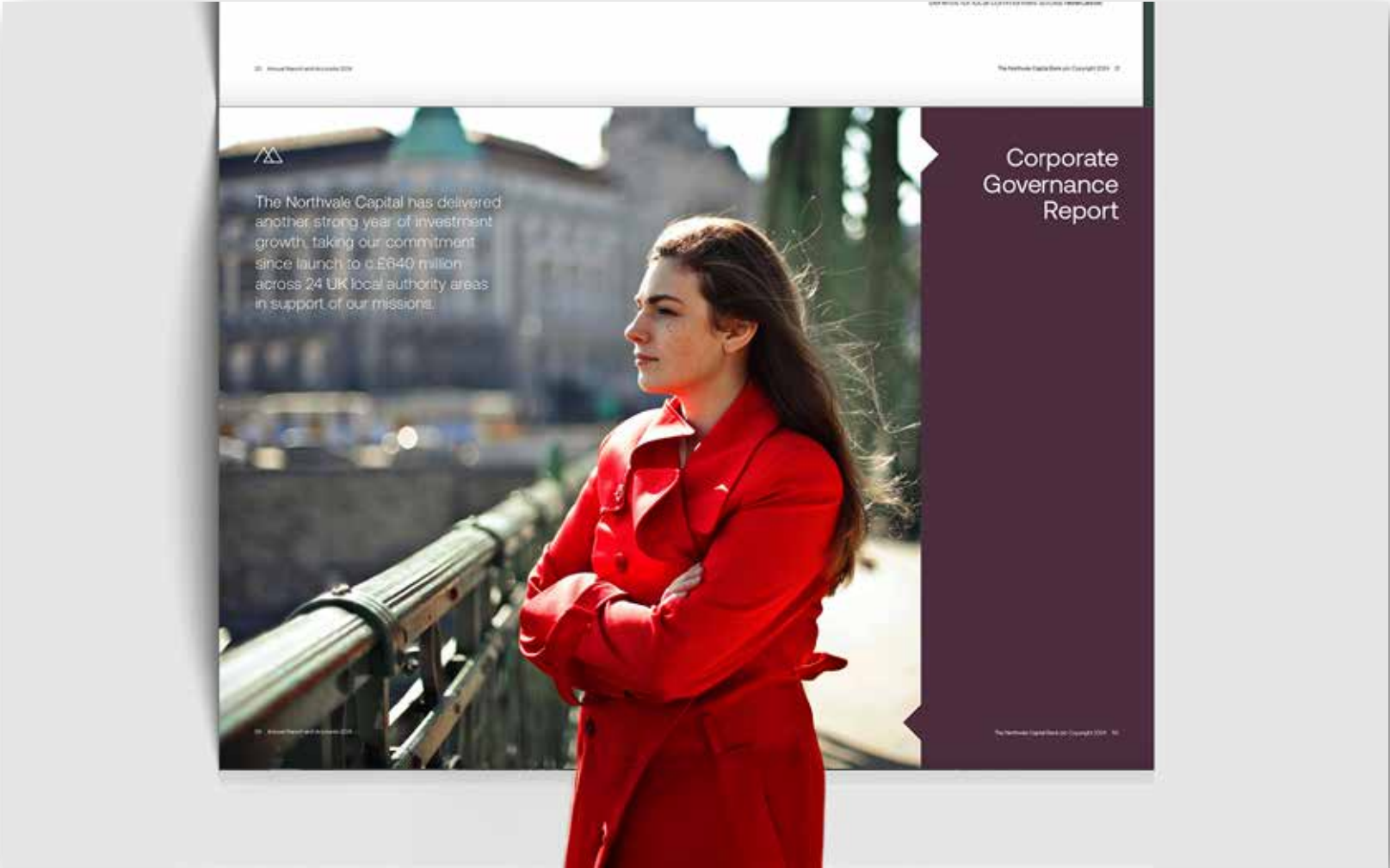
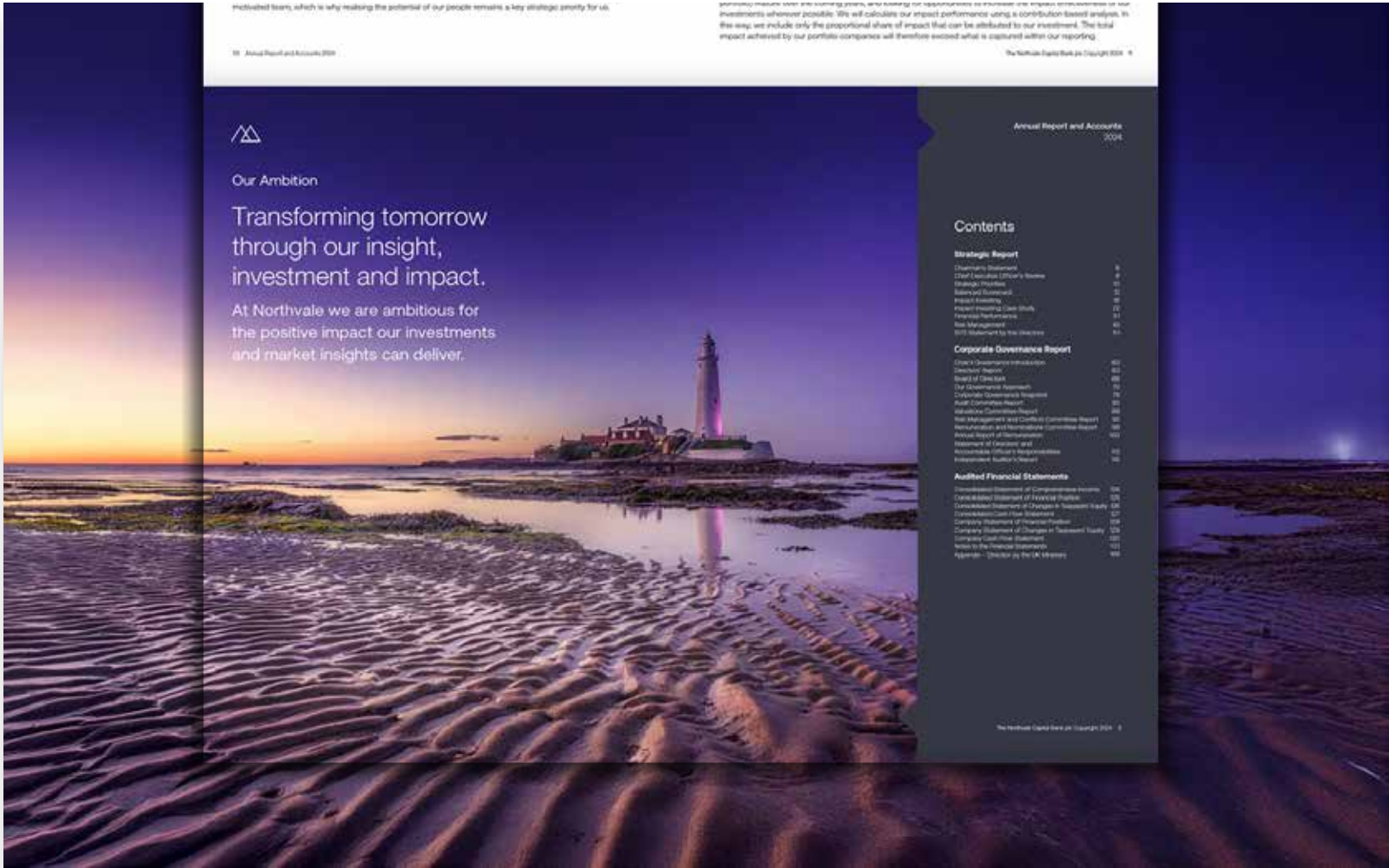


Northvale Capital

Banking Services | Annual Report

The final annual report for Northvale Capital blends editorial storytelling with data-driven design. Through spacious layouts, accessible typography, and a structured information hierarchy, the report guides readers through complex content without overwhelming them.

Carefully curated photography humanizes the financial narrative, while consistent use of brand elements such as colour blocks, icons, and infographics ensures cohesion across sections. This report reflects the company’s commitment to transparency, progress, and thoughtful communication with stakeholders.



Govardhan Ecovillage

Eco-Community | Annual Report Overview



आत्मनिर्भर पालघर



Atmanirbhar Palghar supports the Sustainable Development Goals



The annual report for Govardhan Ecovillage sets the tone for its mission-driven work by visually reflecting the **harmony between people, land, and purpose**. Through a blend of landscape imagery, sustainable development iconography, and warm, earthy tones, the design brings the community’s social impact to life.

With a **clear, content-forward layout**, it highlights key initiatives across education, healthcare, livelihood, and sustainability—amplifying the voice of the community and its dedication to holistic rural development. The design **bridges grassroots storytelling with global SDG alignment**, creating a compelling narrative for diverse stakeholders.



Eco-Community | Visual Identity

The data is translated into clear infographics that make the **complex metrics more digestible**. The visuals are thoughtfully structured to reflect harmony among the ecological, economic, and social pillars, reinforcing GEV's holistic philosophy. The digital-first layout ensures **scalability across both print and web platforms**.



Govardhan Ecovillage

Eco-Community | Annual Report

The annual report seamlessly integrates **storytelling, data, and visual strategy** to reflect the organization’s expansive impact. Through a carefully structured layout, each section transitions fluidly from the vision to program insights and community narratives. The **graphics, iconography and typography** reinforce the ecocentric ethos, while ensuring readability.

Case studies and human-interest stories are highlighted alongside quantifiable impact metrics, striking a **balance between emotion and information**. The design not only **informs but also invites deeper engagement** with GEV’s values of sustainability, empowerment, and service.

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FRAMEWORK

PROGRAMS

PIONEERING

PARTNERSHIP

CONNECT

STRATEGIC VISION AND LEADERSHIP

OUR VALUE SYSTEMS

CONSTRUCTIVE & COLLABORATIVE

RESPONSIBLE

ENTREPRENEURIAL

GUIDING PRINCIPLES AND STRATEGIC FRAMEWORK

FEED FOR SOCIAL IMPACT PROGRAM

GOVARDHAN ANNAKSHETRA

5 Million Sanctified Nutritious Food served till date

50,000+ Beneficiaries, direct & indirect

500+ Tribal communities benefited

"There are people in this world so hungry that god cannot appear to them except in the form of bread."

THEORY OF CHANGE OF EDUCATION

Enhanced Student Learning Outcome

Transformation Level 1: Capability Building of Middle Management

Transformation Level 2: Strengthening Governance Systems

Transformation Level 3: Career Counseling & De-Addiction Programs

Transformation Level 4: Constructive Community Action

PROGRAM ALIGNMENT WITH FLN OUTCOME

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SUCCESS STORIES

FEED FOR SOCIAL IMPACT PROGRAM - ANNAKSHETRA

Shailesh Gurav's Income Growth

Ananta Kavate's Crop Diversification

Ninad Sapkal

Prathamesh Patil

Prasad Kokate

Sagar Patil

Patil Pramod

BRAZIL G-20 INDIA

Introduction:

Collaboration with Govardhan Eco Village:

Program Highlights:

environmental conservation

community-driven development

GOVARDHAN ECOVILLAGE

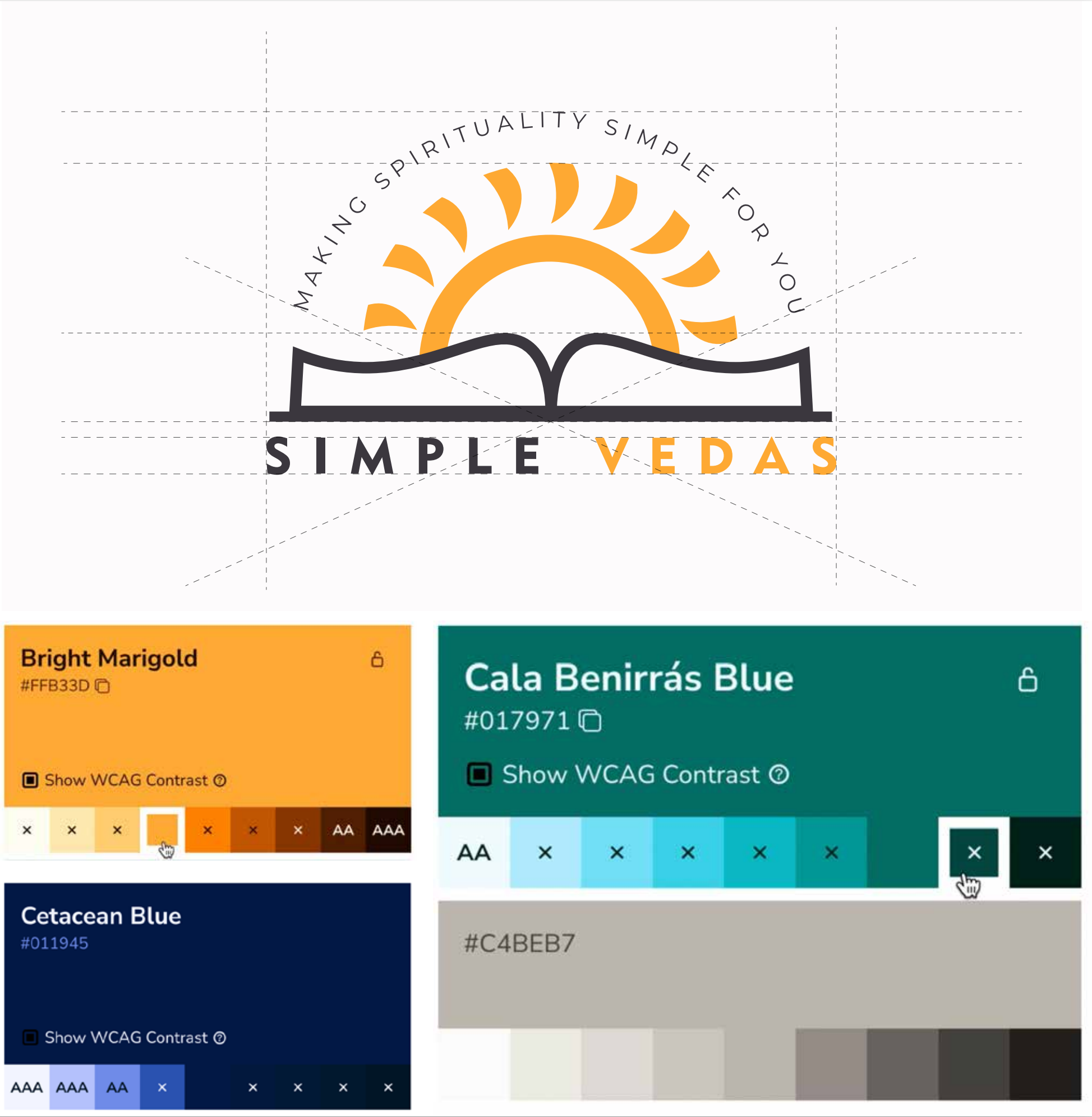
social justice

Simple Vedas

Online Education | Logo & Colour Palette

Simple Vedas is an **online education platform** that bridges ancient wisdom with modern understanding, offering holistic lessons rooted in Vedic technologies. The brand identity reflects its **inclusive, accessible ethos** – making knowledge available to a diverse audience. The logo combines an open book with a rising sun, symbolising learning, growth, and spiritual awakening.

The use of marigold brings warmth and optimism, **creating an inviting atmosphere that encourages learning**. When paired with a deep, grounding blue, the palette enhances legibility and captures attention across both digital and physical spaces. This thoughtful contrast ensures clarity while embodying the **balance of tradition and innovation** that defines the platform.



Simple Vedas

Online Education | Online Portal Design & Social Media

Maintaining a cohesive visual language across platforms is essential in fostering trust, clarity, and brand recall. Through consistent design choices, from the online portal to social media, I ensured that every touchpoint felt unmistakably Simple Vedas. This unified approach not only strengthens the platform’s identity but also creates a seamless experience that feels familiar, reliable, and intentional.


The dashboard was designed to streamline the user journey, bringing schedules, progress, and course content into a single intuitive interface. This clarity reduces friction and encourages deeper engagement with the platform.

+91 7777 012 146

info@www.simplevedas.com

Welcome, Suresh!

Donation



MAKING SPIRITUALITY SIMPLE FOR YOU

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About

Courses

Media


Quotes

Events

Shop

Contact

My Profile



Name: Suresh Parekh

Email: s.parekh@gmail.com

Gender: Male

Date of Birth: 1999-03-16

City: Mumbai, India

Nationality: Indian

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Address: ISKCON Temple, Radha Giridhari Mandira, Bhaktivedanta Swami Marg, Srishti Sector 2, Mira Road, Thane, Mumbai - 401107


Manage Profile

Logout

My Spiritual Dashboard

Gain full access to your personalised course tracker to enable a deeper connect in your spiritual journey

Continue watching



Gita Sastri: Verse 5.11

My schedule

Sept 2022

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

4 Sept Sun

6. Gita Sastri: Verse 5.16 - 5.29

10:00 - 12:00 IST

Zoom & Youtube

6 Sept Tue

Holiday

7 Sept Wed

11. एक महान योजना: ४.१-४.७

10:00 - 12:00 IST

Zoom & Youtube

10 Sept Sat

7. Gita Sastri: Verse 6.1 - 6.16

13:00 - 15:00 IST

Zoom & Youtube

My courses

एक महान योजना

हम बुद्ध से वैतन्य तक, भगवान की इस सबसे महान योजना के रहस्य को समझने का प्रयास करते हैं

05/12

Gita Sastri

Get in-depth knowledge of all the 700 verses of the Gita.

07/08

गीता डिप्लोमा कोर्स

एक सार्वभौमिक पुस्तक जो हमें जीवन जीने का तरीका सिखाती है

03/12

View all

+ Add

My progress

Total hours spent

June 2022

134

75/115 Visited lectures

32/94 Completed tasks

Incomplete lectures

गीता डिप्लोमा कोर्स: ४.१-४.७

1h 30 min

गीता डिप्लोमा कोर्स: ५.१-५.७

45 min

गीता डिप्लोमा कोर्स: ७.१-७.४

1h 15 min


View all

Instagram

simplevedas


WHO ARE WE?

Simple Vedas is an online spiritual education platform.



WHAT WE DO?

We avail the ancient spiritual techniques given in the Vedas to the people of the modern times.



OUR AIM

Our aim is to make the Vedas simple without losing the depth of the message that it offers to human society.

154 likes

simplevedas Welcome to Simple Vedas, an online educational institution that brings ancient knowledge to the modern world.

#simplevedas #iskcon #gitacourse

"Krishna (God) is All-attractive. But we have to get attracted..."

- Madhusudana Visnu Das

Title

...


"We all want to become Dear to someone; Why not try to become dear to God (Krishna), the most adorable one."

(Based on Bhagavad-gita® 12.13-20)

- Madhusudana

Title

...



Title

...

"We all want to become Dear to someone; Why not try to become dear to God (Krishna), the most adorable one."

(Based on Bhagavad-gita® 12.13-20)

- Madhusudana

Title

...

"Krishna (God) is All-attractive. But we have to get attracted..."

- Madhusudana Visnu Das

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Simple Vedas

Online Education | Print Media

We were able to spearhead the launch of various courses by crafting an extensive suite of print and spatial media. From **standees and bookmarks to pamphlets and gift wraps**, each touchpoint was designed to embody the warmth and accessibility of Simple Vedas. These materials played a pivotal role in **strengthening brand presence** and creating meaningful, real world connections with the audience.

This multi-format approach allowed the brand to communicate its essence across both intimate and public spaces. By **aligning every design element with the platform’s spiritual ethos**, we created a cohesive and immersive brand experience.

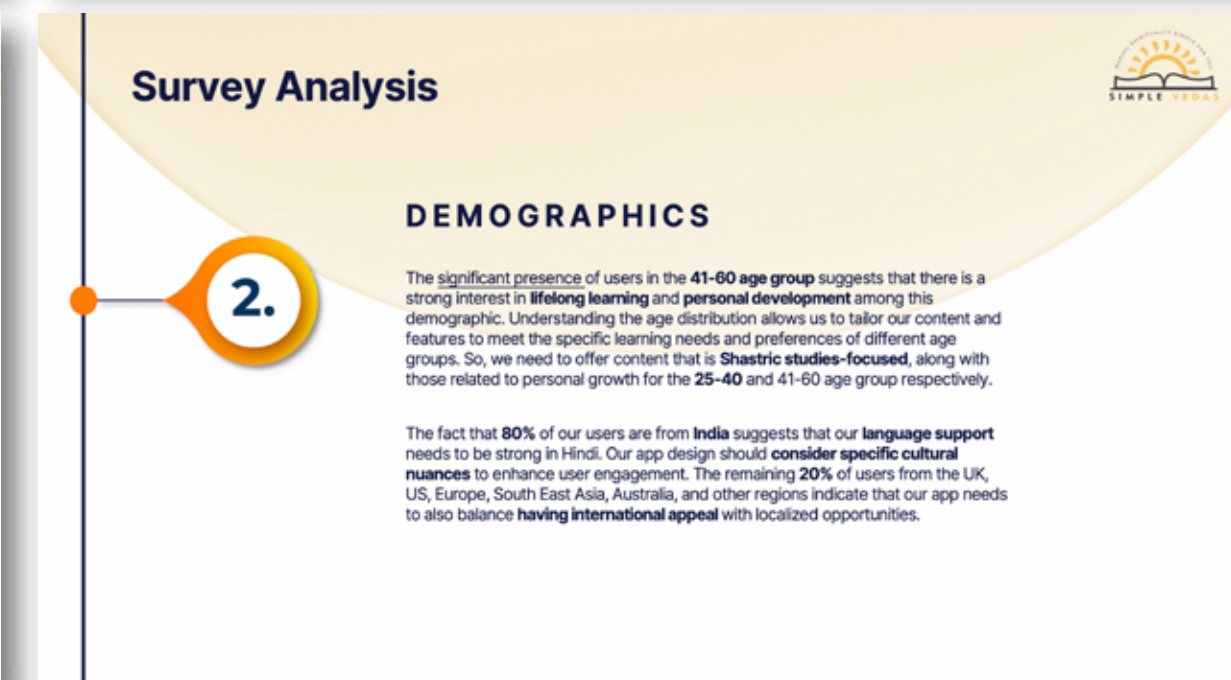
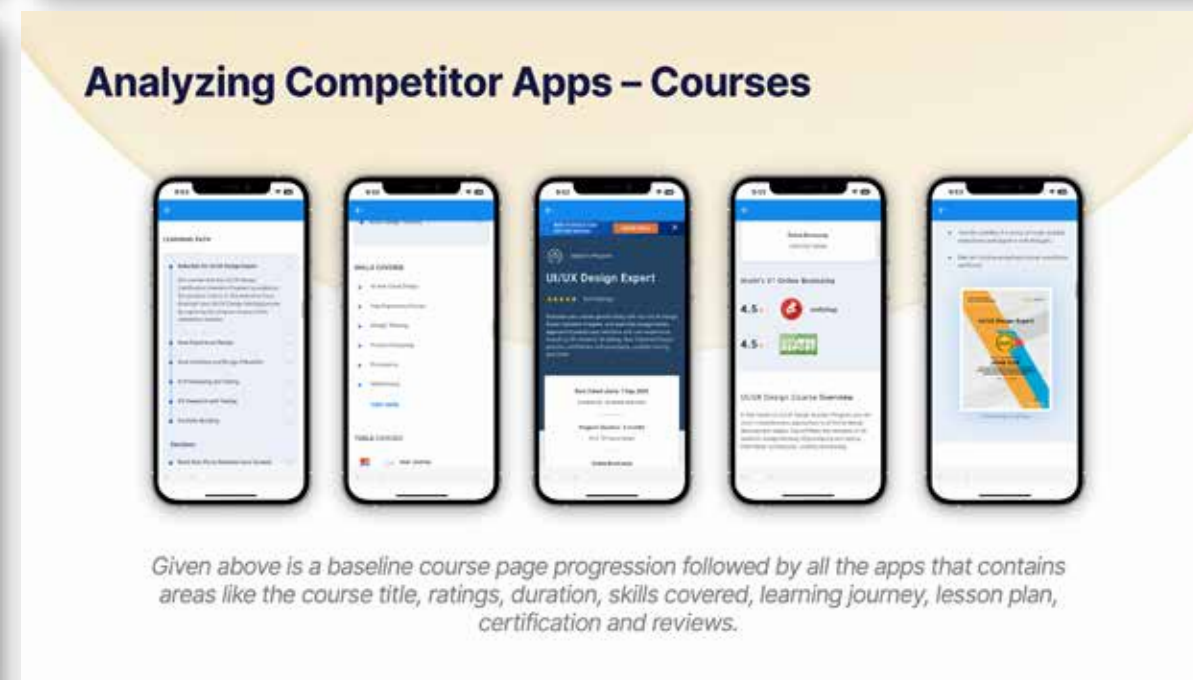
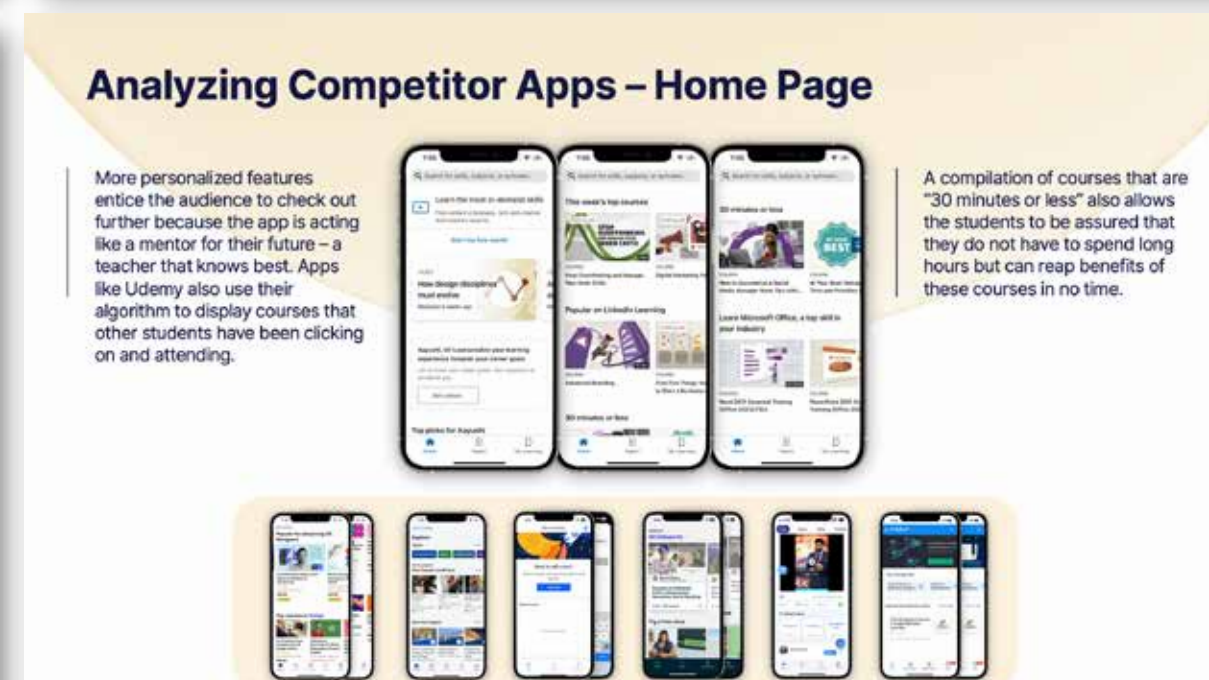
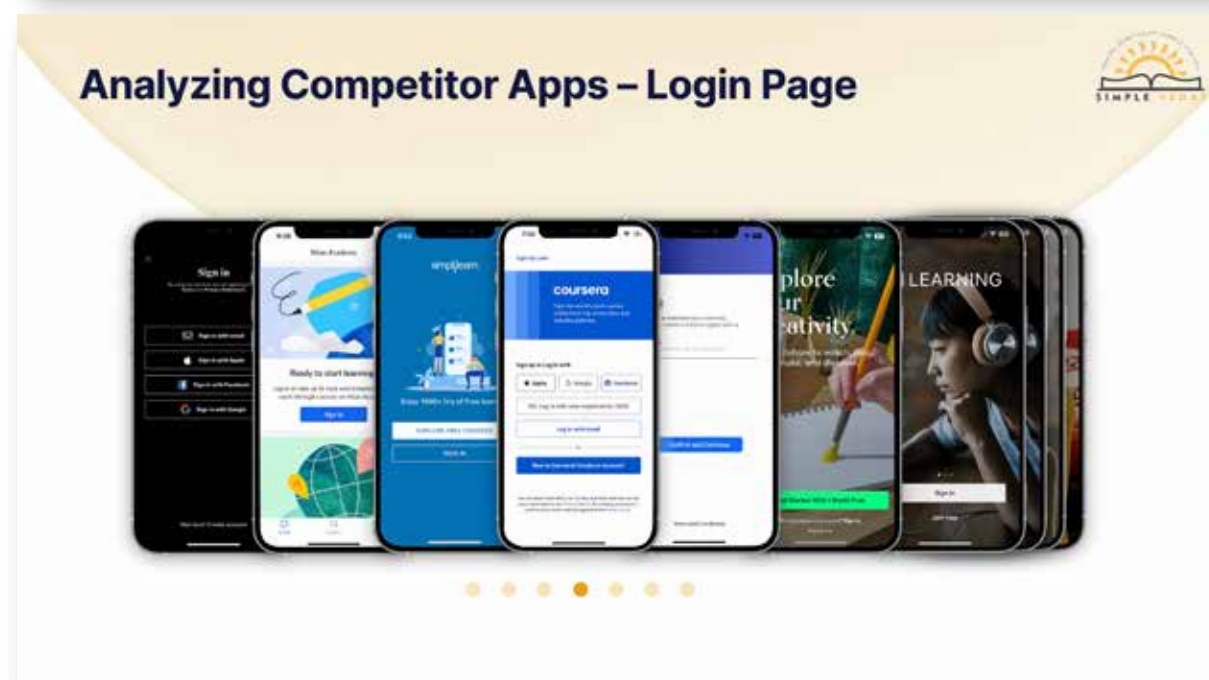
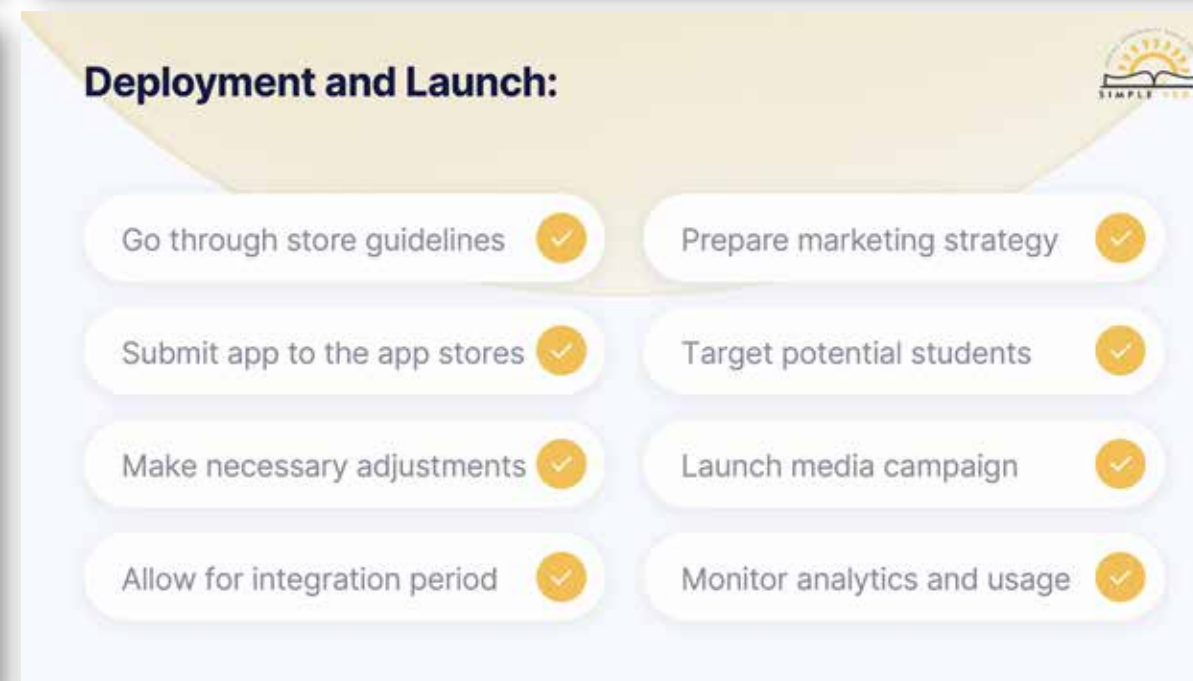
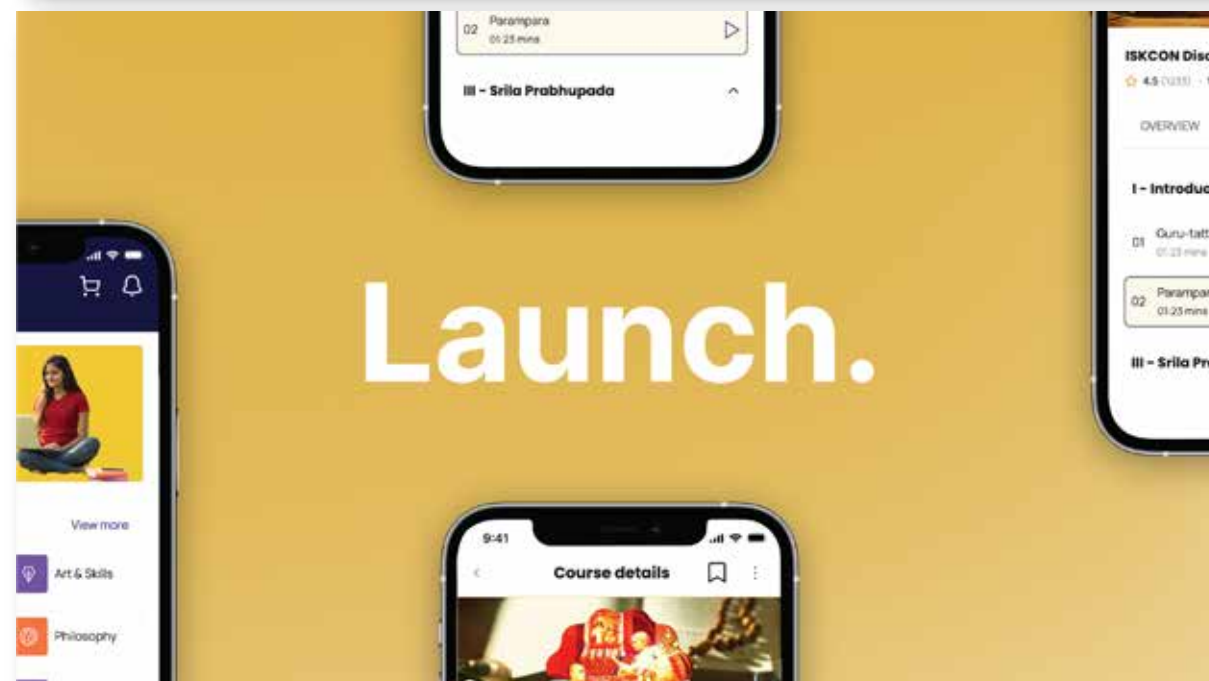
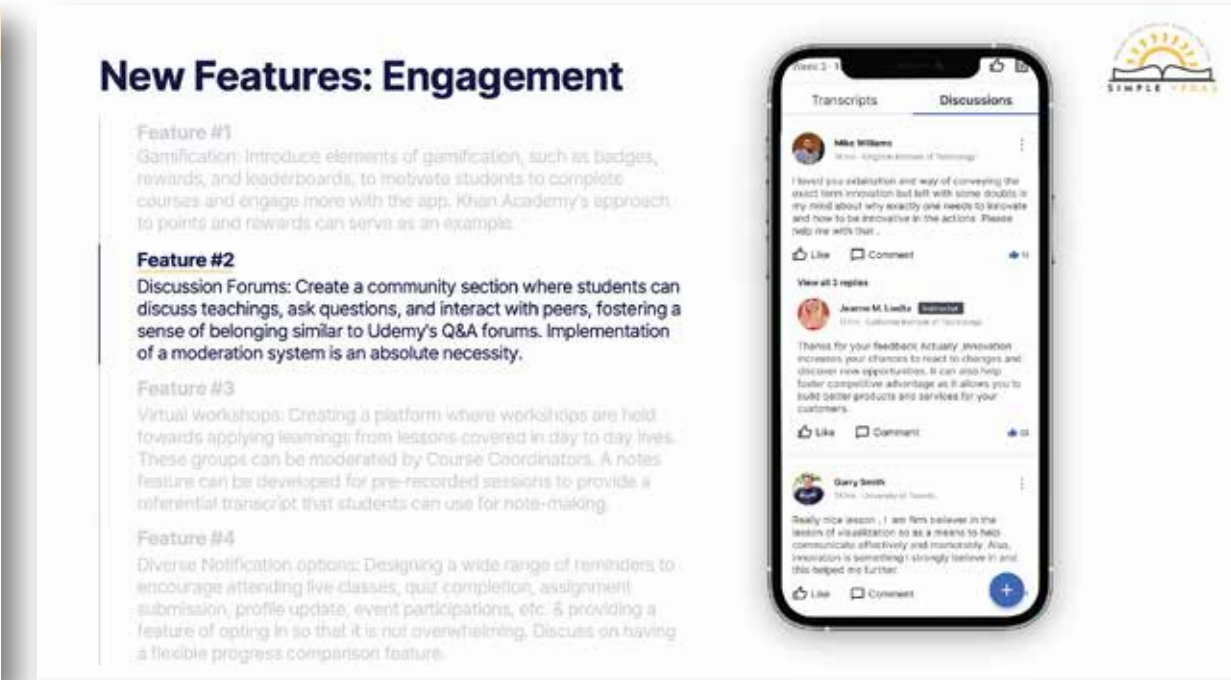
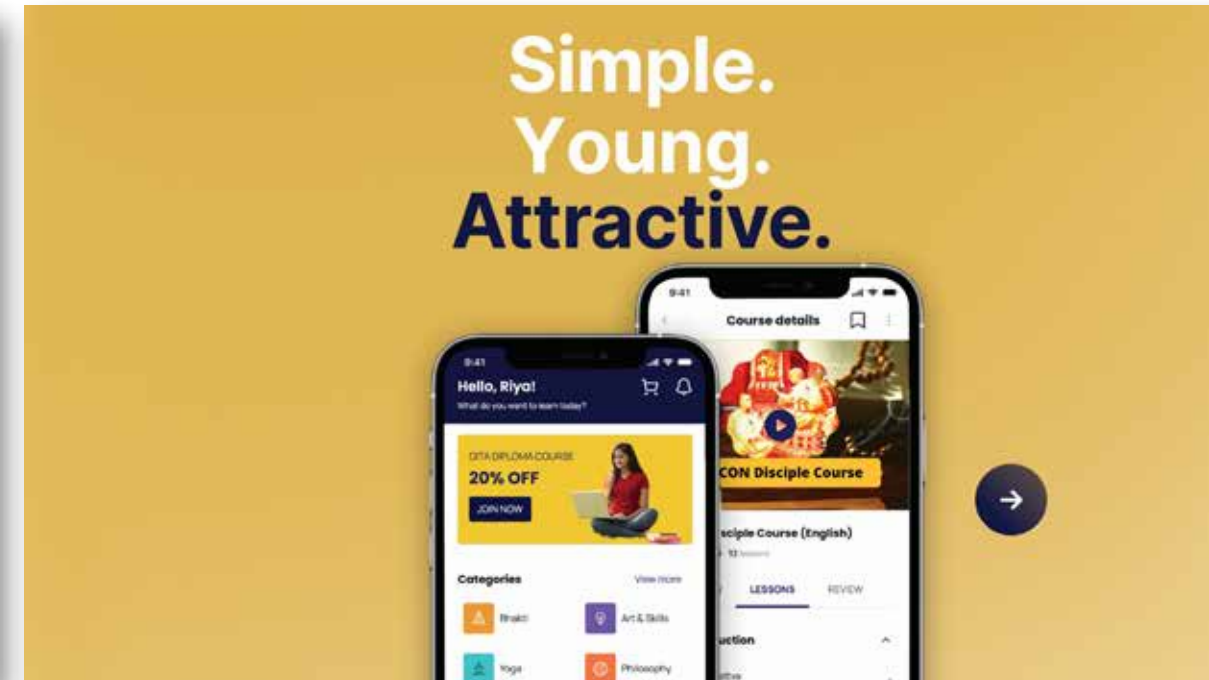


Simple Vedas

Online Education | Slide Decks for App Development

We embarked on the creation of a new mobile app for Simple Vedas, after receiving student feedback on **increasing the accessibility** of the course material. By leading the end-to-end app development process, from **initial research and feature planning to UI/UX design**, we were able to incorporate design thinking methods and conducting thorough competitor analysis to ensure that the app was **intuitive, scalable, and user-focused**.

Weekly presentations were crafted to communicate progress to stakeholders with clarity and impact, ensuring alignment across teams. The process also included identifying our key demographic, **enhancing engagement features, and preparing targeted launch campaigns**, resulting in a well-researched rollout strategy.

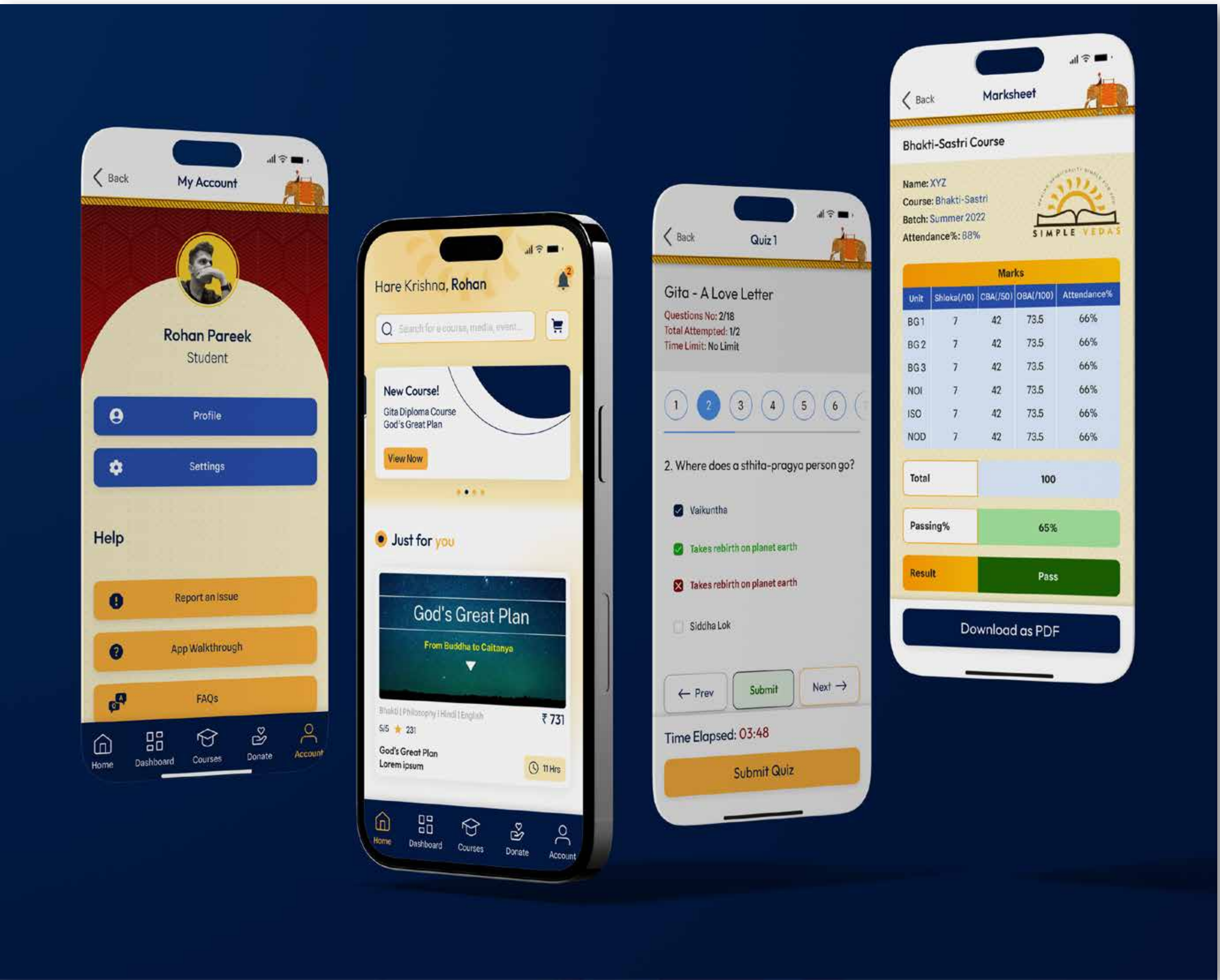
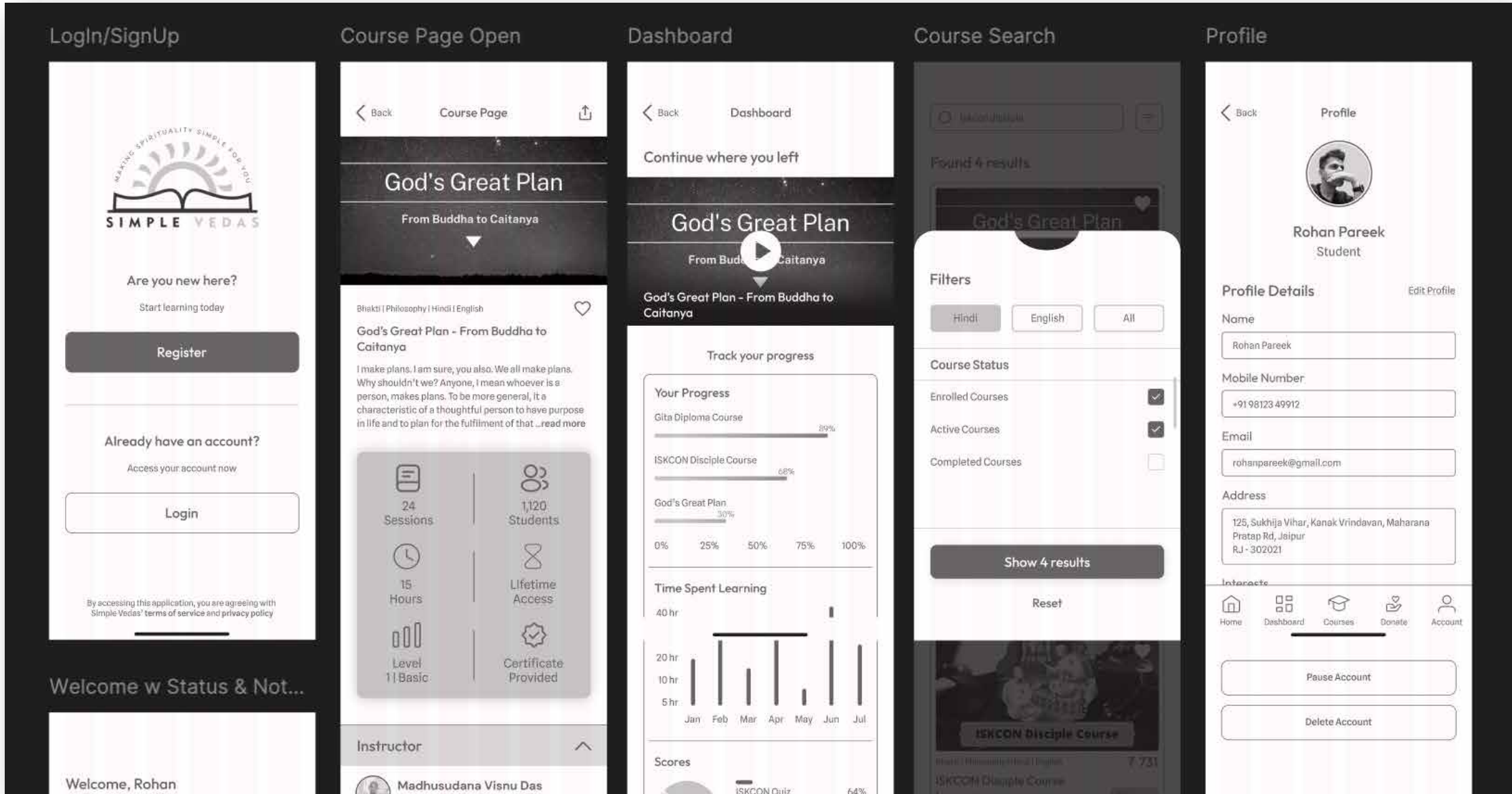
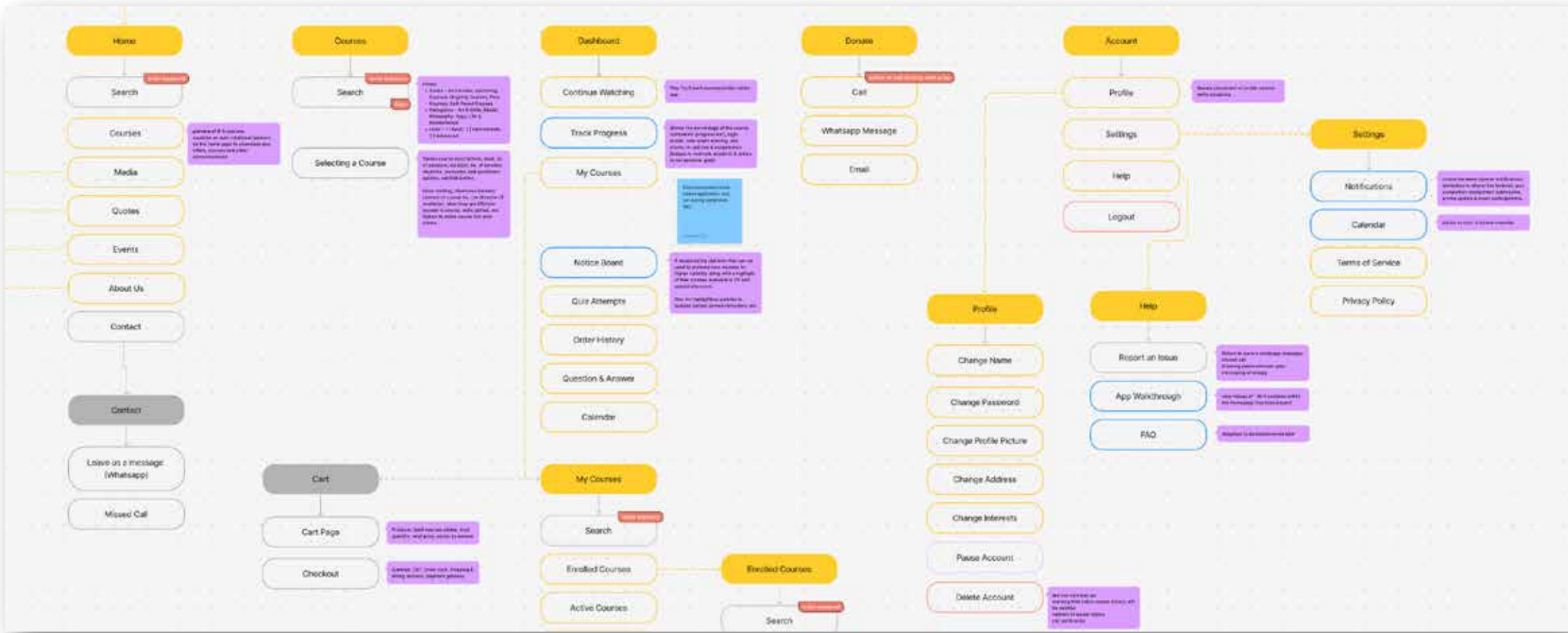


Simple Vedas

Online Education | Information Architecture, Wireframe & Final App

Starting with detailed user flows, we mapped out every interaction to ensure intuitive navigation and accessibility across the platform. Low-fidelity wireframes were created to establish layout hierarchy, user priorities, and efficient functionality.

The final app design prioritizes clarity and engagement, making it easy for users to browse, track their progress, complete quizzes, and download transcripts, all from a mobile first interface rooted in simple aesthetics and modern usability.



The Delicate Digest

Health Initiative | Mission & Vision

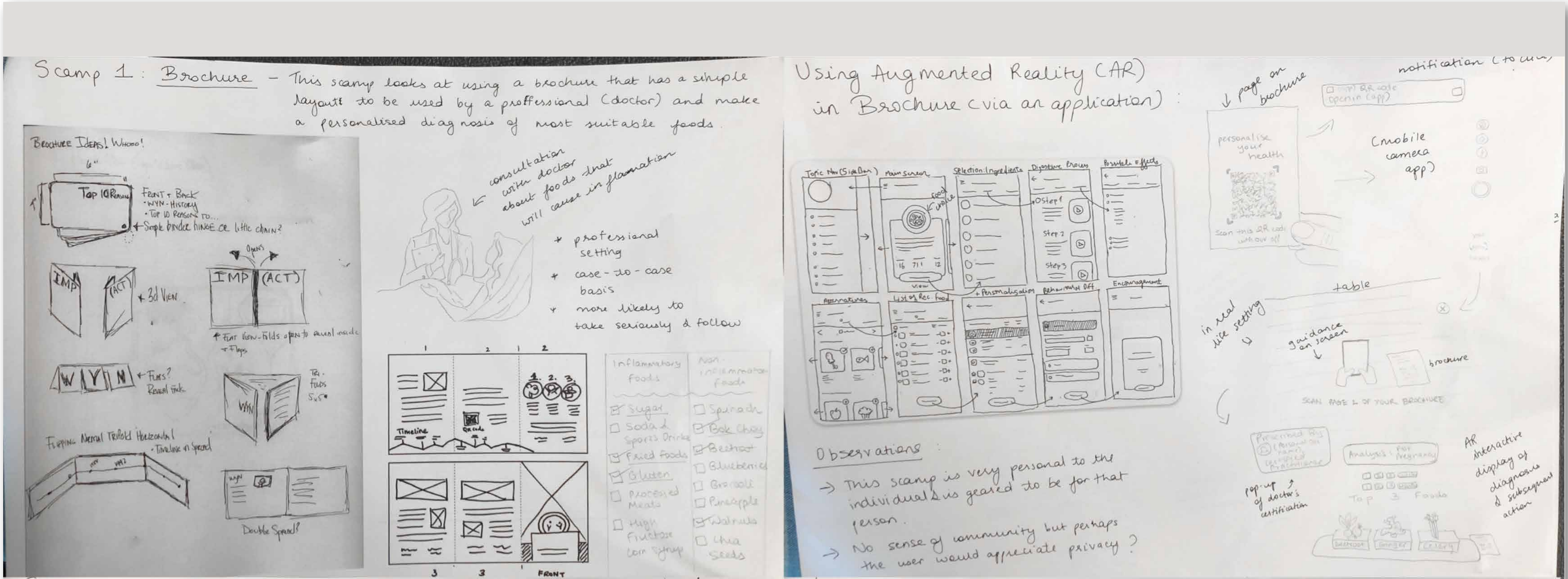
The Delicate Digest is a health initiative dedicated to **empowering expecting parents** with knowledge about the profound impact of nutrition during pregnancy. By highlighting how even the smallest dietary choices can influence a child’s long-term health and genetic expression, the project **bridges science with empathy**.

Our "nutrition mission" brief aims to translate complex medical insights into **accessible, visual formats**. From print to digital touchpoints, every design decision was crafted to spark awareness, **encourage mindful habits**, and build a foundation of informed parenting.



Ideation played a pivotal role in shaping the Delicate Digest experience. Through early-stage brainstorming, sketching, and scenario mapping, I was able to explore **multiple interaction models and visual possibilities**. This iterative process allowed for the integration of AR features and personalized content, ensuring the final outcomes were rooted in both **innovation and user empathy**.

By visualizing ideas before execution, the design remained **grounded in strategy** while allowing room for creativity to flourish. It also helped align the project’s goals with user needs, ensuring **each touchpoint was intentional**.

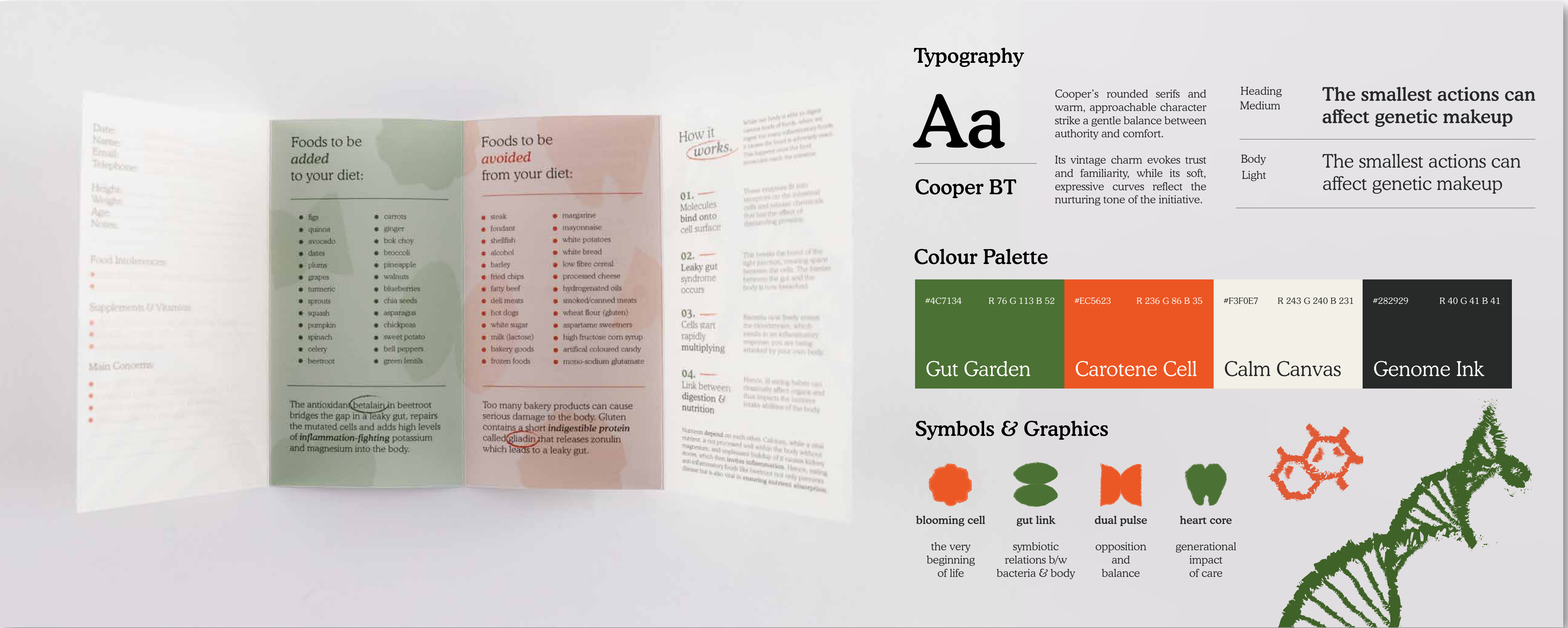


The Delicate Digest

Health Initiative | Brochure & Visual Identity

The visual identity of The Delicate Digest is grounded in **clarity, warmth, and approachability**, brought to life through a clean, modern design language. By integrating organic forms and chalk textures, the design introduces a tactile softness that balances **medical credibility with emotional resonance**. The curated type and colour palette subtly reinforces the themes of health, nature, and science.

Symbolic icons such as the “gut link” and “heart core” serve as visual metaphors, **deepening engagement and aiding recall**. Whether through brochures, AR experiences, or digital touch points, the system invites users into a thoughtful, accessible world of information – making complex nutritional science feel **personal, meaningful, and easy to retain**.

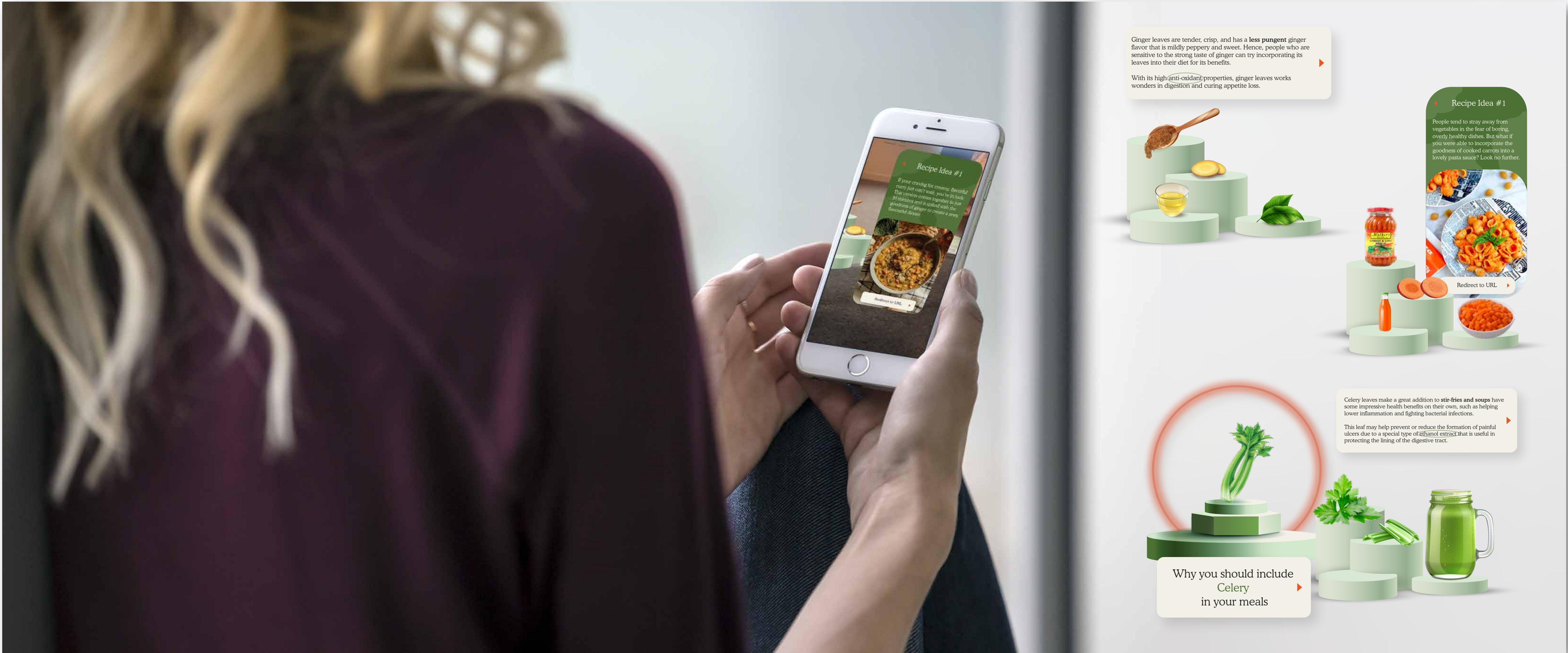


The Delicate Digest

Health Initiative | Augmented Reality Application

The AR app for The Delicate Digest reimagines the way nutritional education is delivered, creating a **highly engaging and personalized experience**. The app bridges the gap between personalized healthcare and interactive technology by offering **tailored nutritional advice** that feels accessible and relevant. Grounded in principles of behavioral economics, this system ensures the shaping of choices that promote better health outcomes.

Each design output, from interactive visuals to personalised suggestions, **caters to diverse preferences and lifestyles**, ensuring inclusivity while promoting positive behavior change through immersive storytelling.

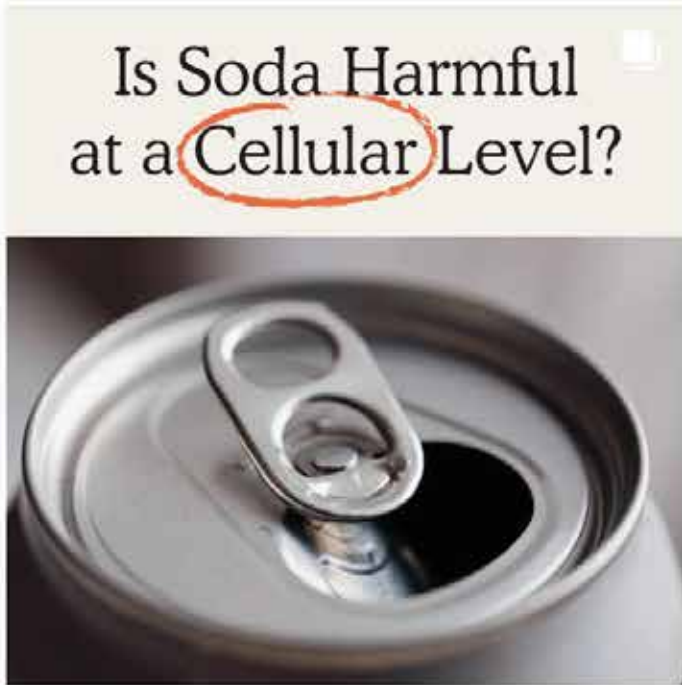
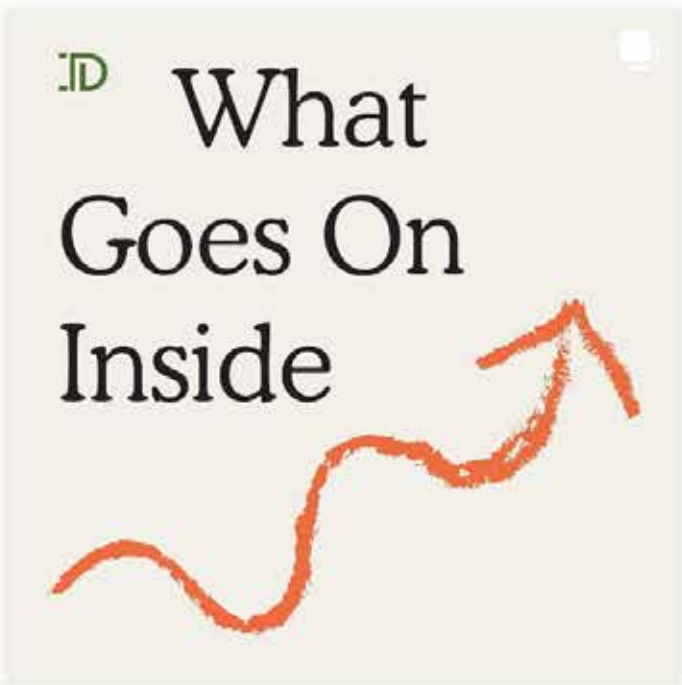
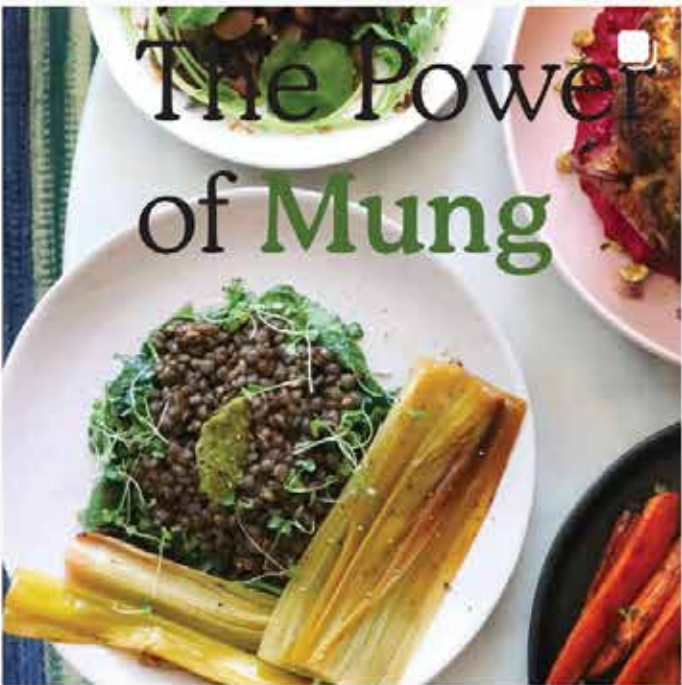
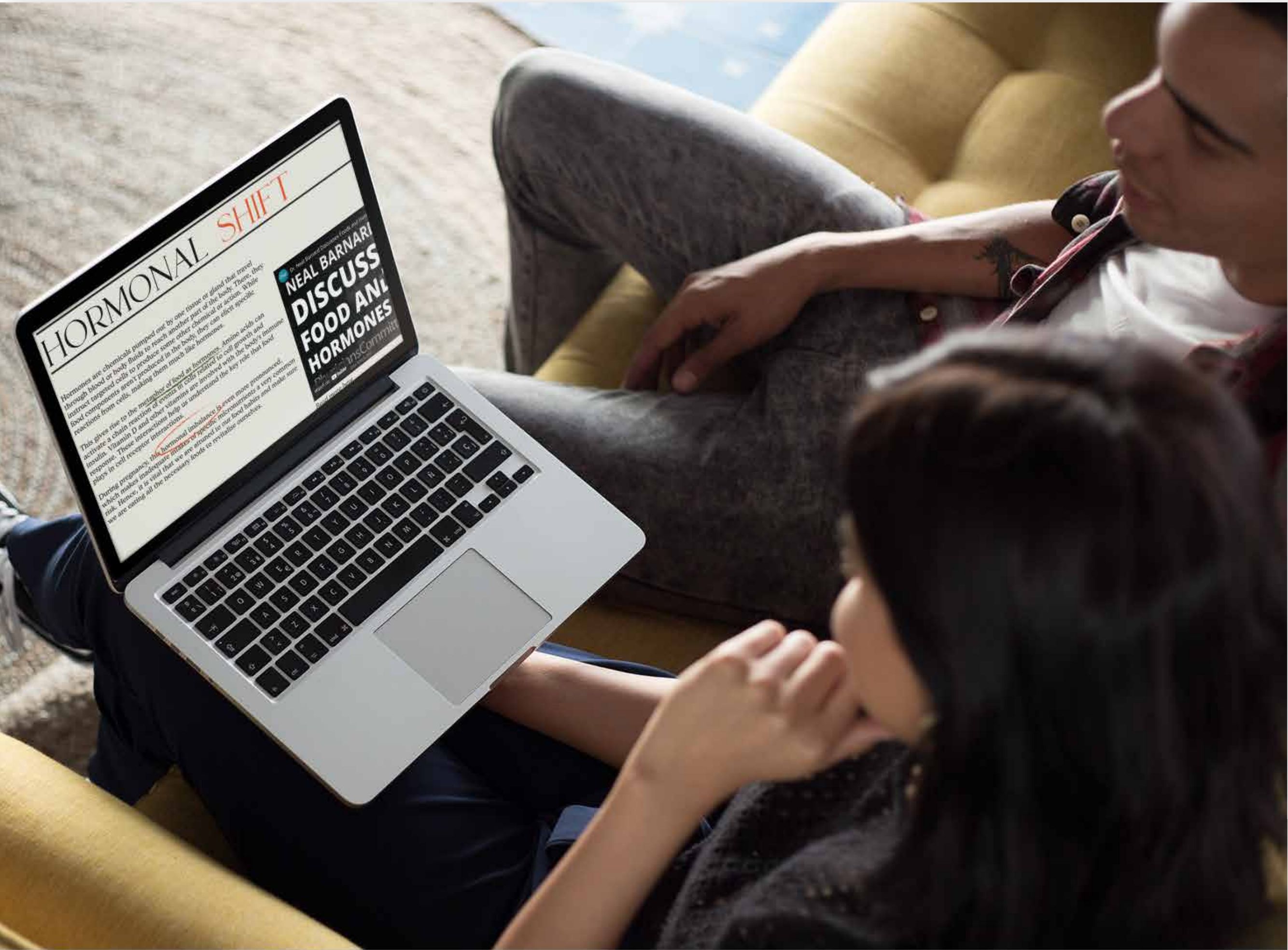


The Delicate Digest

Health Initiative | Website & Social Media

The website and social media presence of The Delicate Digest were thoughtfully designed to serve as educational touchpoints that are both **visually engaging and scientifically grounded**. With a strong editorial aesthetic, the interface mirrors the tone of trusted health publications, immediately positioning the initiative as **credible and research-driven**. Design elements such as highlighted keywords, annotated visuals, and minimal, neutral backgrounds help to communicate information with clarity and ease.

Each social media post is designed to spark interest using **bold visuals, playful language, and typographic emphasis**, thereby encouraging users to click through for more. Together, these platforms guide users toward evidence-based insights, acting as a bridge between science and everyday decision making.

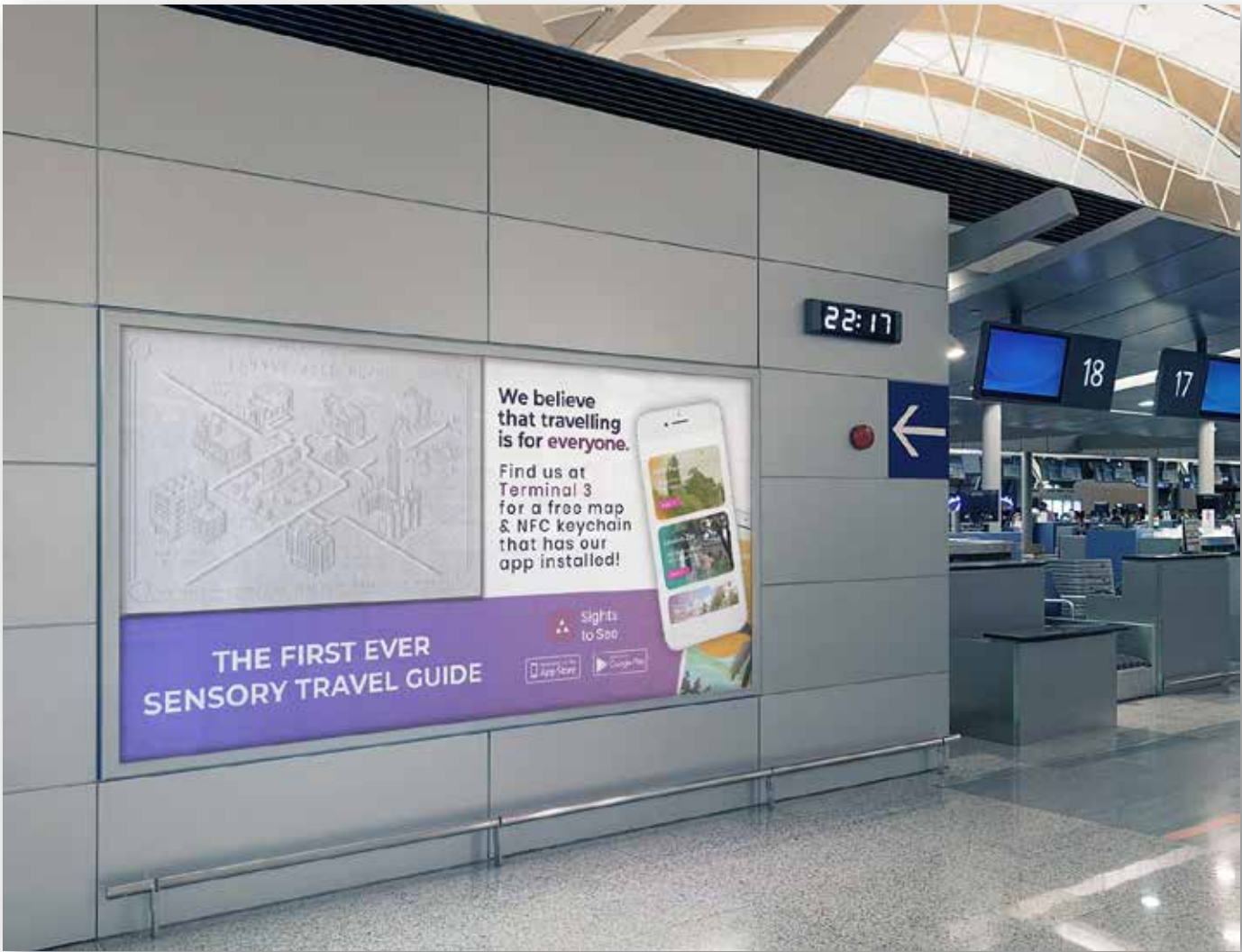
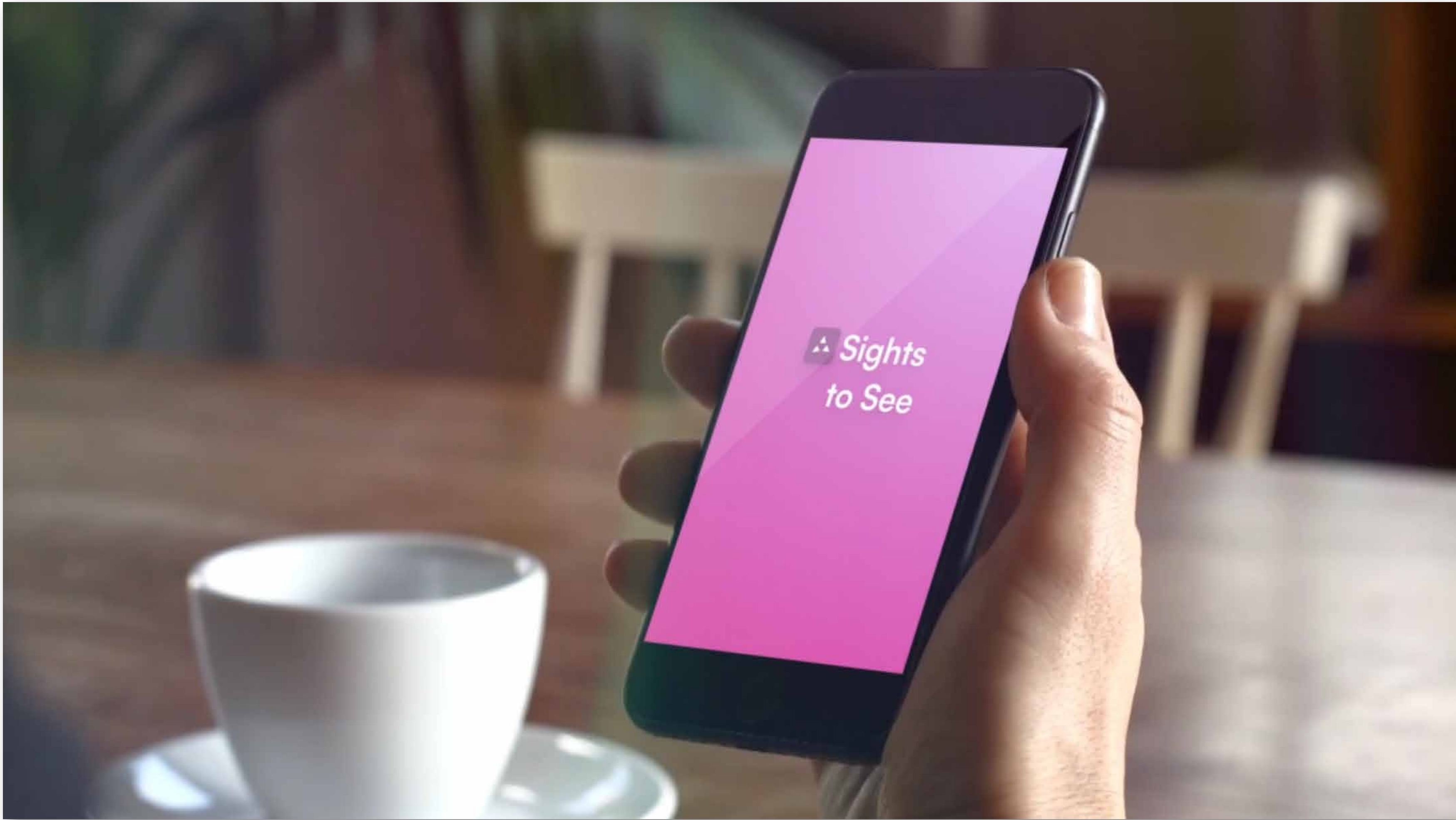


Sights to See

Travel Initiative | Mission & Vision

Travel is one of the most enriching leisure experiences, often defined by the sights we encounter. But for individuals with vision impairments, this sensory journey can be limited by a lack of inclusive resources. Sights to See redefines the traditional travel guide by merging a **tactile braille map with an intuitive, swipe-based mobile app**, ensuring that planning an itinerary becomes both engaging and accessible.

The platform emphasizes **multi-sensory exploration**, allowing users to navigate spaces through touch, sound, and descriptive storytelling. With a focus on **inclusivity and user empowerment**, this initiative ensures that the joy of discovery is no longer just visual, but truly for everyone.



Sights to See

Travel Initiative | Accessibility Research & User Experience

Grounded in deep user research and accessibility mapping, this phase fueled the development of a travel guide designed specifically for visually impaired individuals. By identifying key pain points such as **access to information, orientation, and distance estimation**, the project was able to build features that address these challenges. By integrating technologies like **voice search and 3D audio navigation**, Sights to See prioritizes intuitive interaction and safety.

Regular collaboration with potential users ensured that feedback was embedded at every step, resulting in a system that is not only innovative, but genuinely **responsive to lived experiences**. This empathetic, user-led approach underscores the importance of **inclusive design** in shaping more equitable travel experiences.

Pain Points

- Access to information:** inaccessible information inhibits independence, since access to information signifies autonomy.
- Distance Estimation:** people with visual impairment do not know the features inside unfamiliar spaces
- Wayfinding and Orientation:** find the current location, find the way to a destination, and find and maintain orientation.
- Obstacles and Hazards:** being hit by obstacles that can cause them to lose their body-balance and orientation, which is most important while navigating

Apps						
	Google Maps	Apple Maps	Lazarillo	Sound Scape	Blind Square	
Navigation turn-to-turn	✓	✓	✓	✓	✓	
Navigation Auto Callout			✓	✓	✓	
To know location	Hey Siri	Hey Google	My Location	Where am I?	Shake Phone	
Detail of instructions	Good	Limited	Good	Limited	Very Good	
Type of Instructions	Feet	Feet	Clock Face	3D Audio	Clock Face	
Navigation Systems	GPS	GPS	GPS	Audio Beacon	GPS	
Contrast Levels	Optional	Optional	AA WCAG	Fails WCAG	AAA WCAG	

2. APP DESIGN: Storyboarding Scenario



User searches a location with voice-search

The app gives her turn to turn directions

It continues, alerting danger until user reaches their destination.

GPS

The global positioning system (GPS) may have fundamentally changed how we traverse the Earth, but it has serious limitations for certain use-cases.

BLE

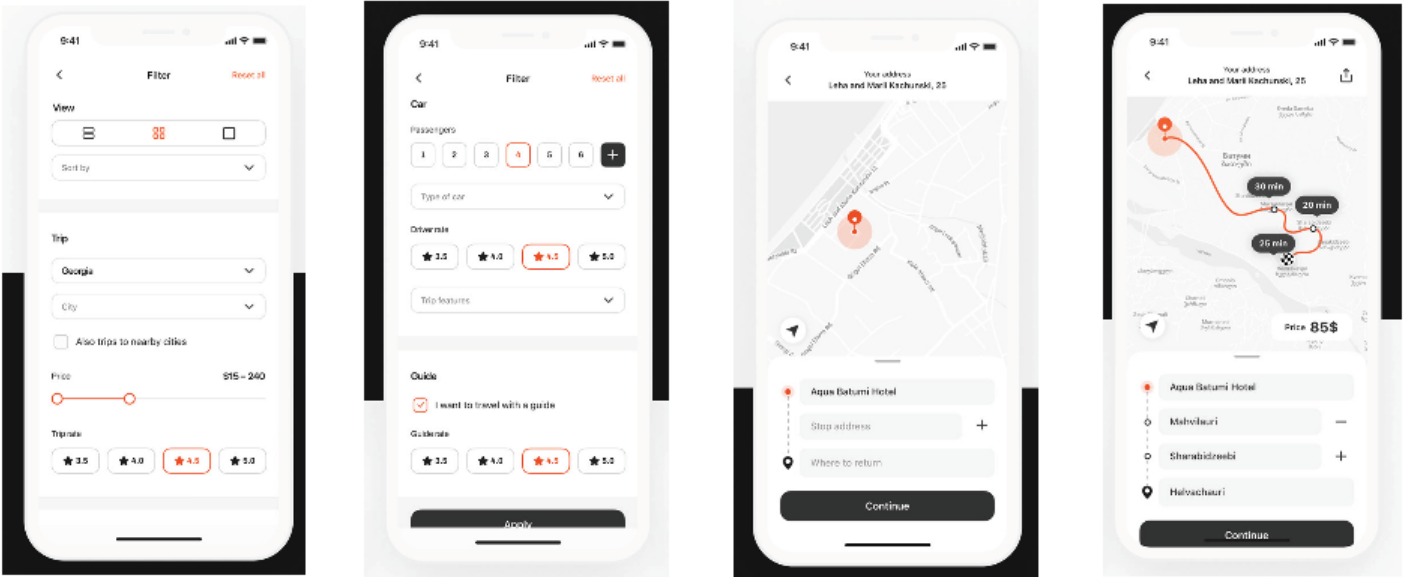
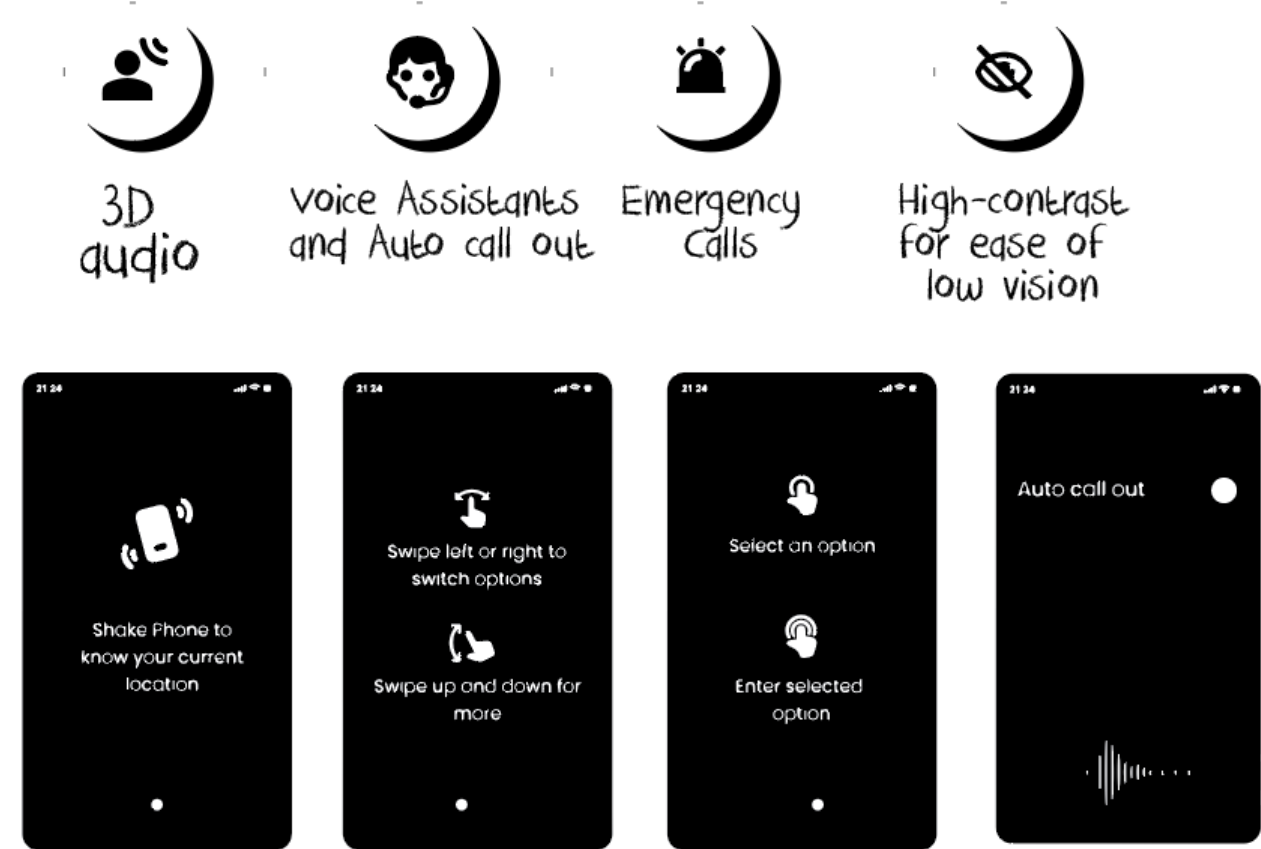
Bluetooth low energy (BLE) beacons function similarly to lighthouses. These IoT devices broadcast unique radio signals to BLE-enabled devices like smartphones.

VPS

Just as we search for landmarks with our eyes, visual positioning systems (VPS) can use your smartphones camera to analyze your surroundings and determine your location.

Understanding different technologies available to utilize for optimal user-experience.

Features



-> User could get 3D audio instructions along the way (AR)?

-> Pre-planned iteneraly for ease of mind so the user knows whats around & helps them explore feel familiar with the space

-> Can call close contacts or volunteers nearby in case of an emergency

Physical motions for accessing features

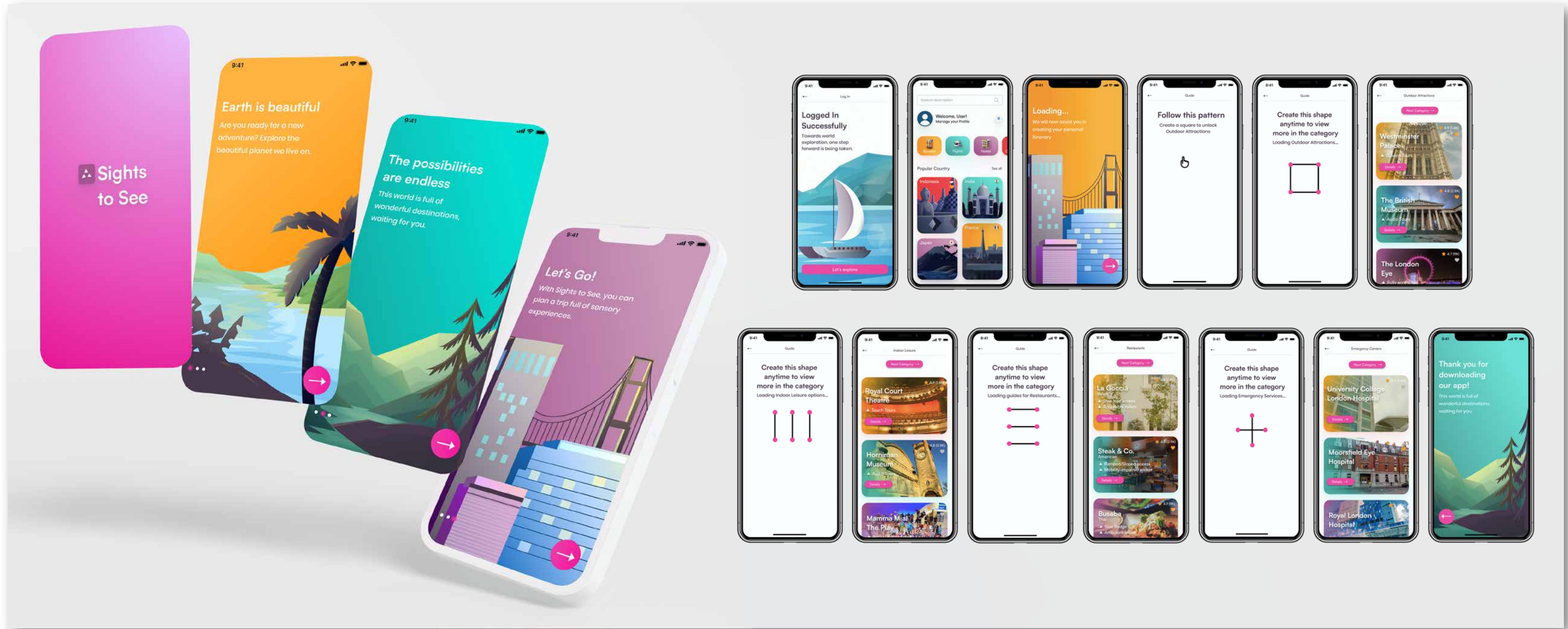
Rough idea of features + can integrate cab apps like Uber so that everything can be managed in a single space

Sights to See

Travel Initiative | Mobile App

The final app design introduces an **intuitive pattern-based navigation system**, allowing users to draw simple gestures to move through various stages of itinerary creation. This way, those with visual impairments or cognitive differences are now able to use a more **tactile, memory friendly interface**. Users can explore categories like indoor activities, outdoor landmarks, restaurants, theatres, and sensory-friendly spaces, using customisable shapes to revisit or refine choices easily.

The visual design was also refined by identifying a colour palette **aligned with WCAG guidelines**, and incorporating colour blindness settings to support users with low vision, protanopia, deuteranopia, and tritanopia. This approach underscores the importance of inclusive design in shaping more equitable travel experiences.

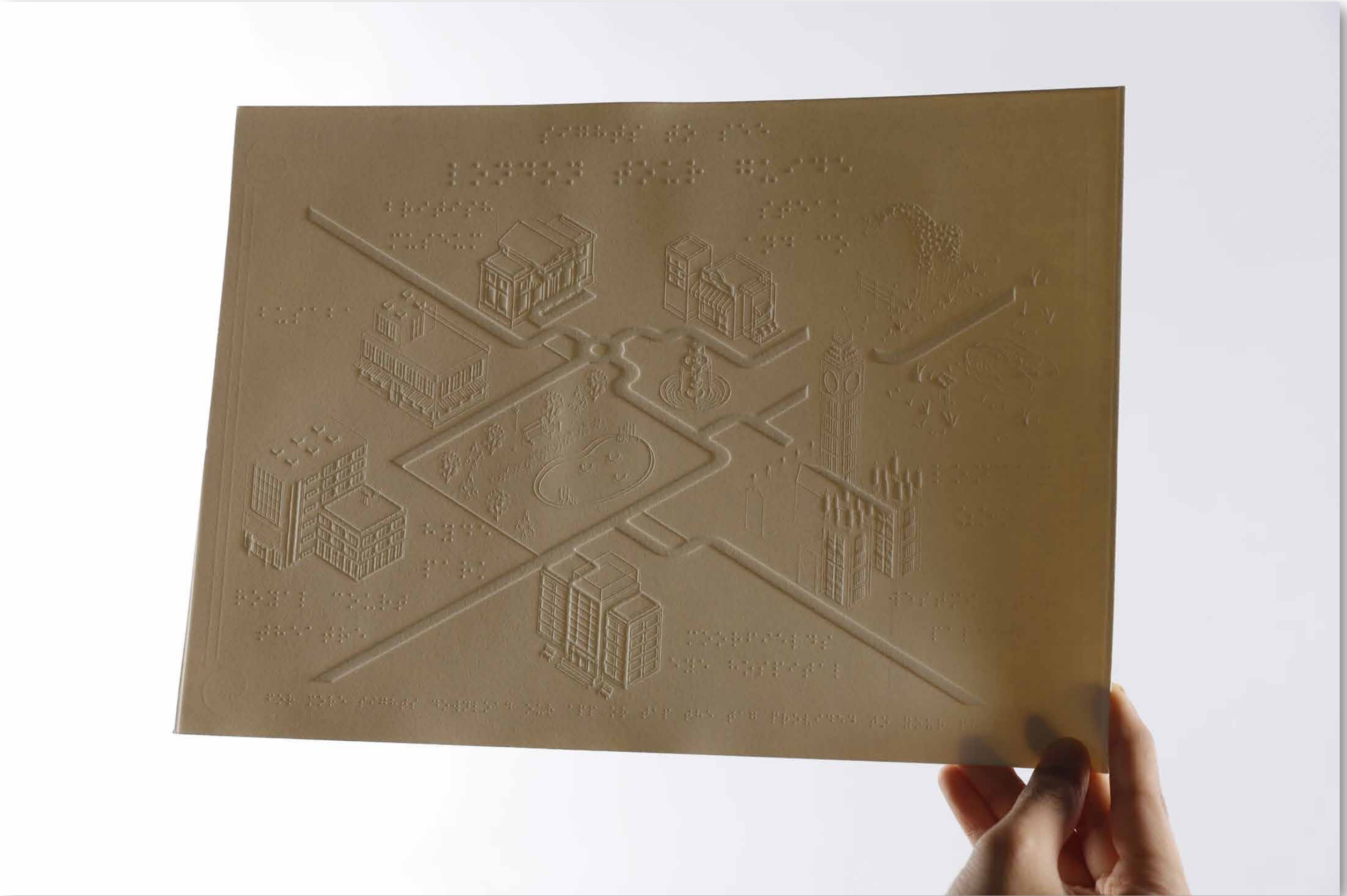
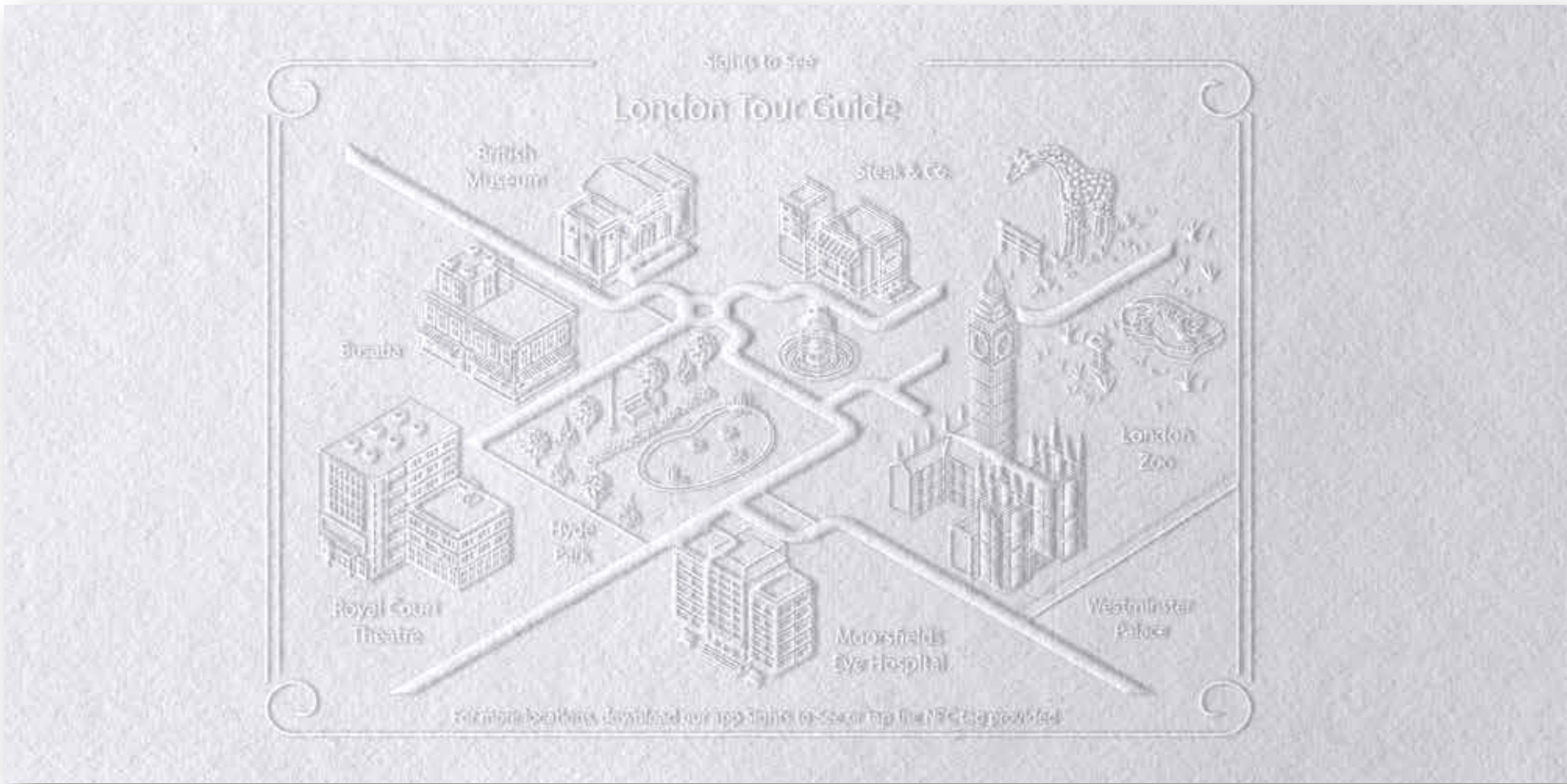
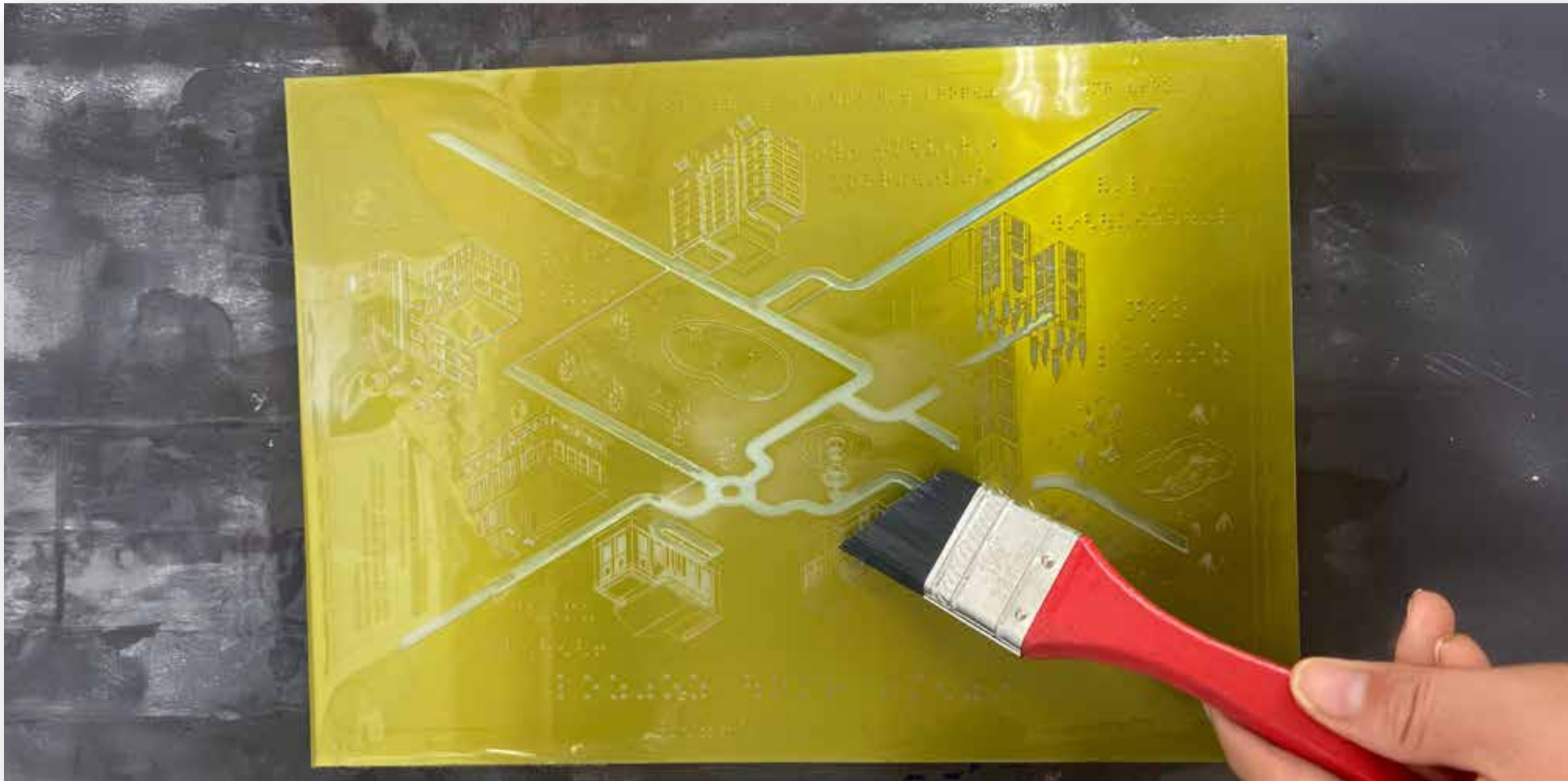


Sights to See

Travel Initiative | Braille Travel Map

This project explores the power of tactile design by integrating print-making techniques and Braille to create an **embossed travel map** for visually impaired users. The map, produced through multiple material and process tests, **reinforces spatial orientation through touch**. This hands-on experimentation exemplifies an iterative design process grounded in accessibility.

It reflects a deeper commitment to inclusive, multisensory communication, one that values continuous learning, precision, and **human-centered thinking** in every stage of development. The use of analog media ensures the final experience is both intuitive and empowering for users navigating the world through touch.

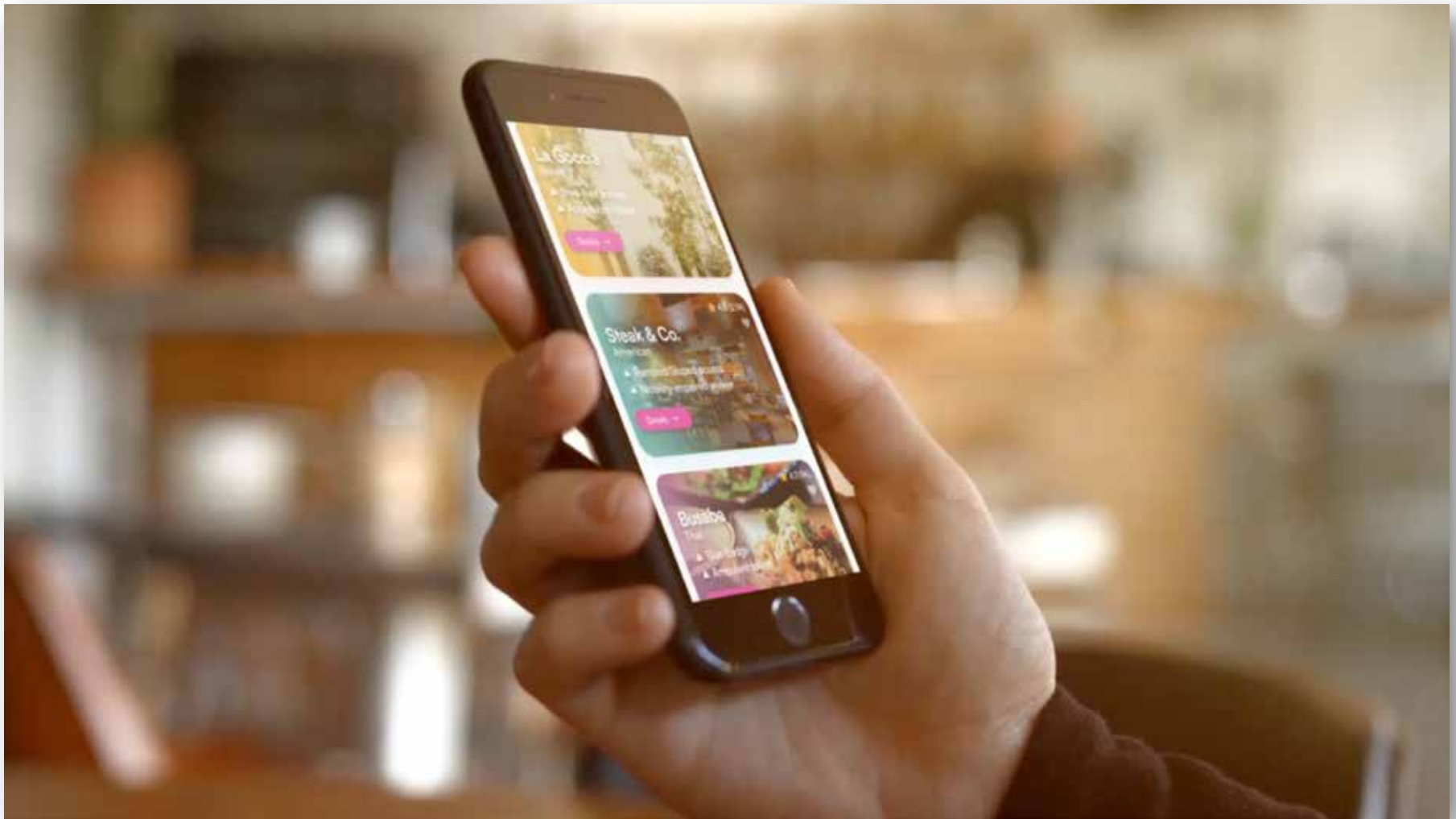
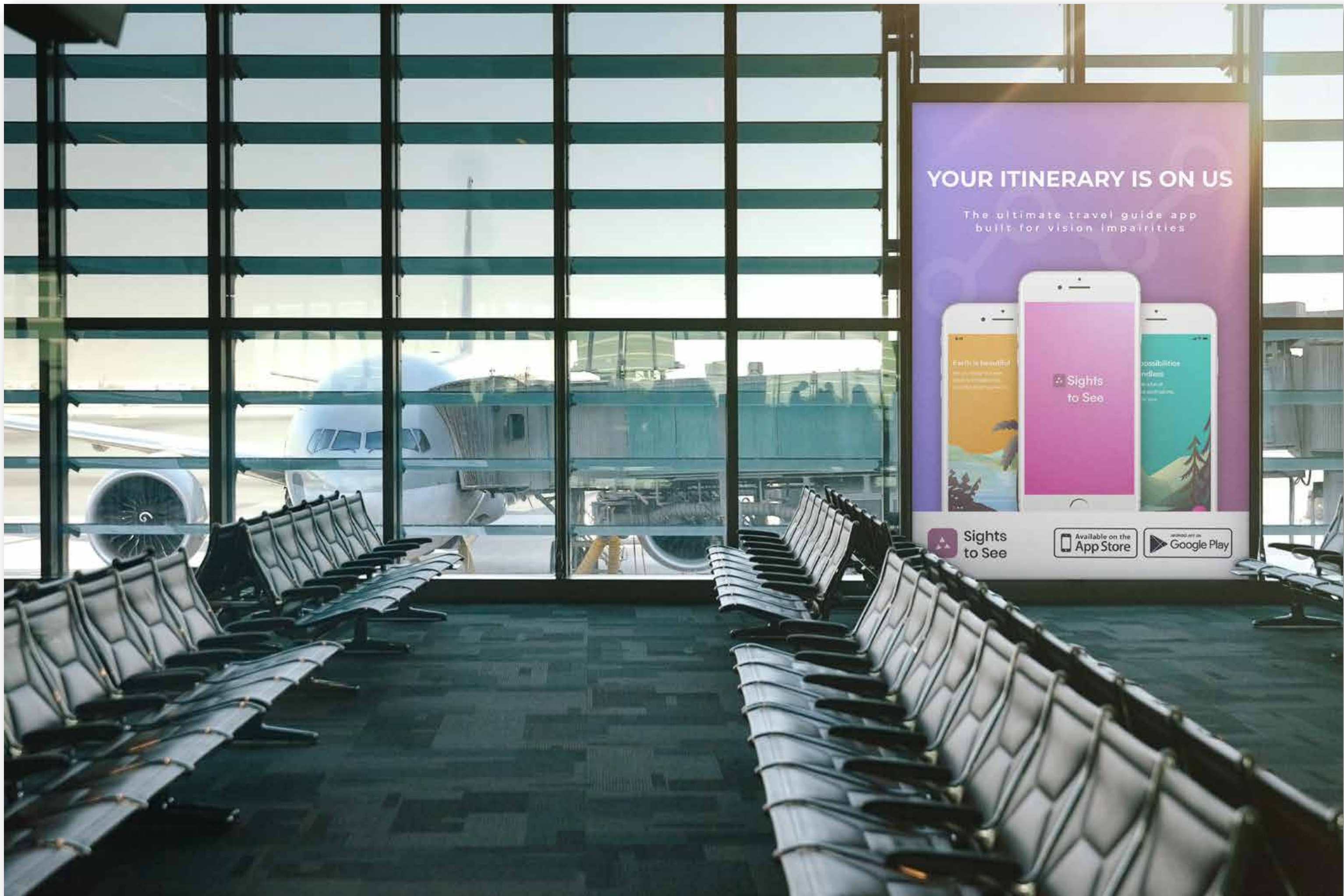


Sights to See

Travel Initiative | Advertising & User Experience

Through the combination of tactile braille maps and a swipe-based mobile app, Sights to See provides an intuitive, inclusive navigation experience that **accommodates diverse sensory needs**. The app offers features like 3D audio and gesture-based navigation, and the promotional design ensures visibility in high-traffic public spaces such as airports.

By merging user-centered thinking with adaptive technologies, the project champions **equitable access** and demonstrates how thoughtful design can empower every traveler to **explore with independence and confidence**.

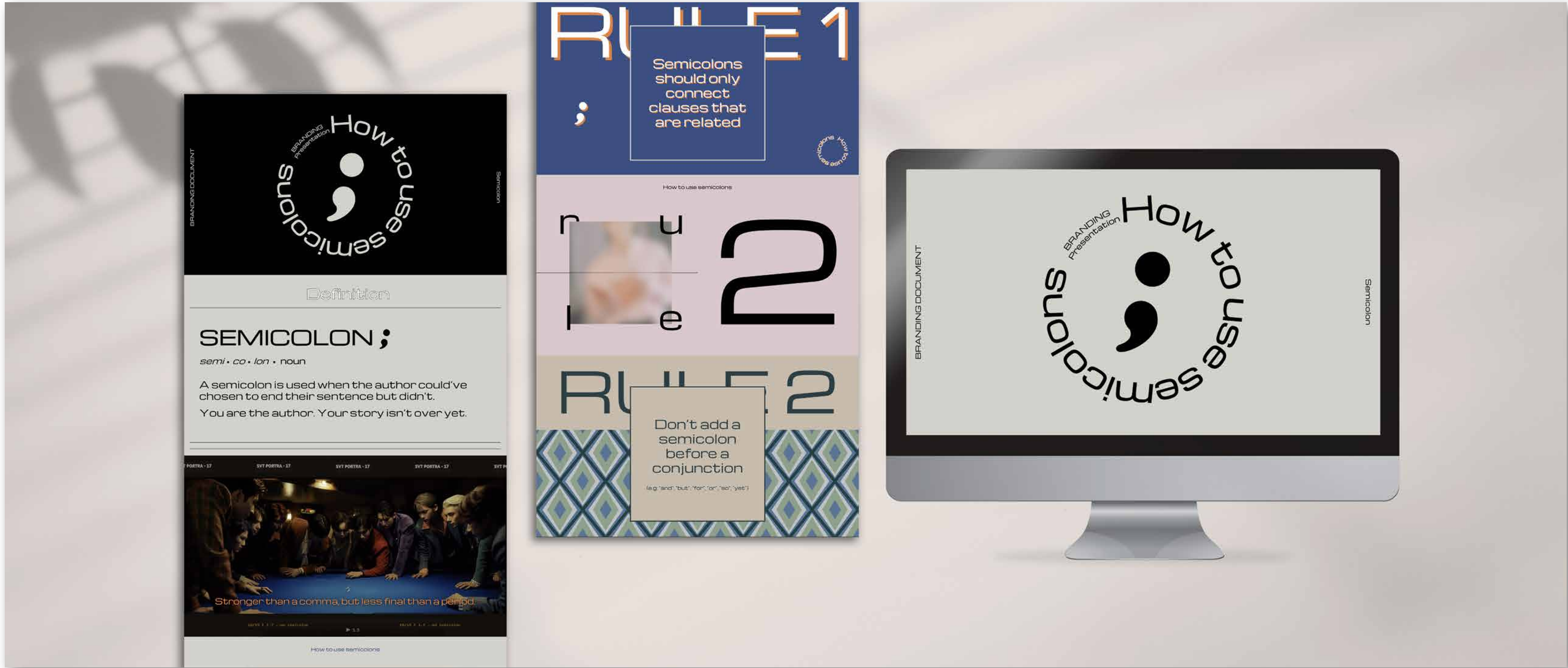


Semicolon

Mental-Health Awareness Campaign | Branding Guidelines

This branding project for Semicolon explores the power of punctuation as a metaphor for **resilience, storytelling, and connection**. With strong typographic experimentation and a modular grid, the design hopes to **reimagine branding as a narrative device**, where every element, like a semicolon, holds space for continuation.

The branding guidelines emphasize **clarity and play**, using typographic rhythm and layered visuals to teach grammar while subtly promoting mental health awareness through its core message: “Your story isn’t over yet.”



Inspired by the serene hues and architecture of Greece, I developed a visual branding system for this premium travel itinerary slide deck that embodies both luxury and clarity. The design approach centered around creating **visual hierarchy and editorial fluidity**, ensuring that the flights, hotels, and activities felt easy to scan through.

With **clean layouts, conversational tone, and stunning imagery**, the assets were crafted to feel like a boutique travel journal, enhancing the user's sense of anticipation and wanderlust before the journey even begins.

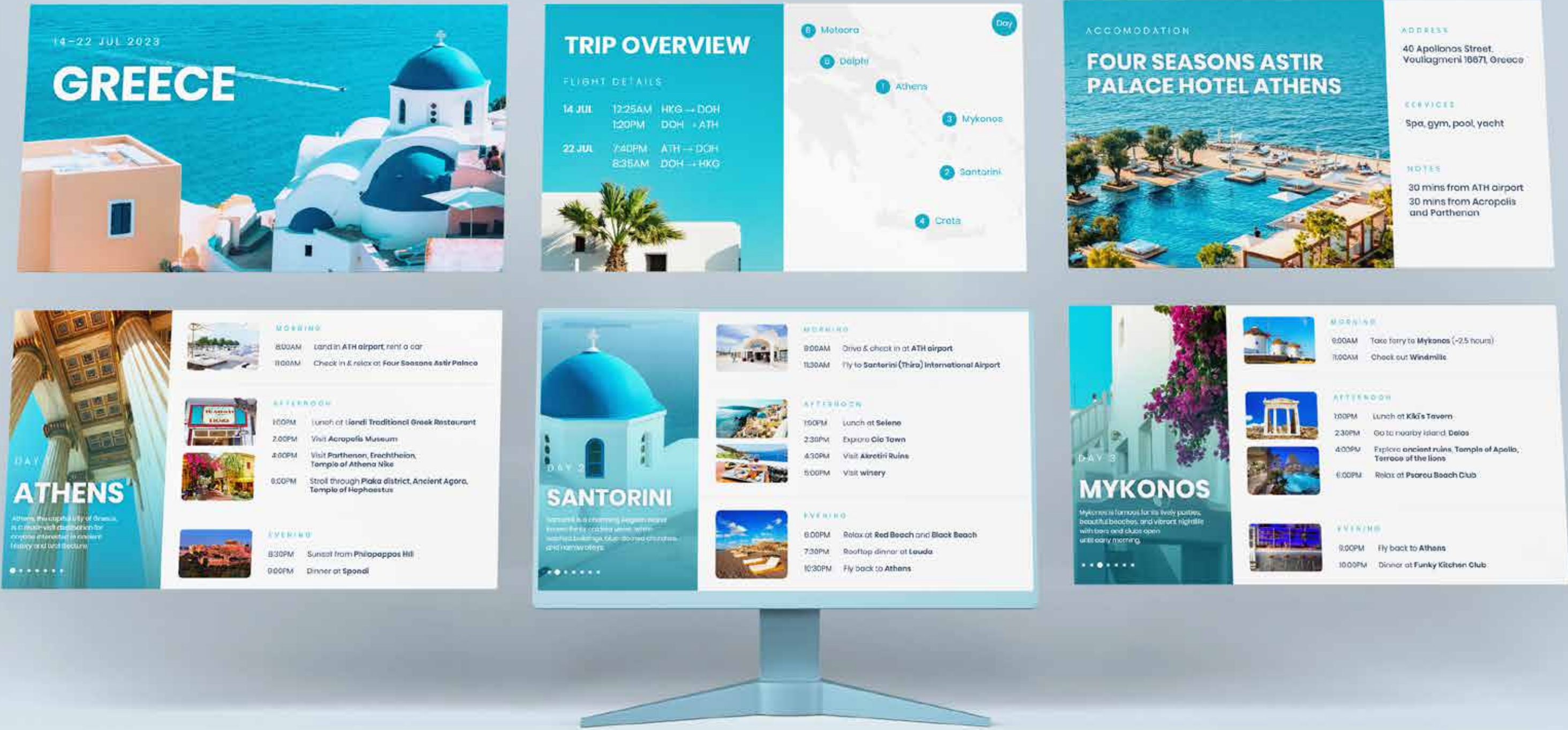
TRAVEL ITINERARY SLIDE DECK

A curated itinerary for a premium summer getaway across Greece. Designed to be clear, visual, and wanderlust inducing.

1. TONE OF VOICE

Warm, luxurious, conversational with clean informative hierarchy. The aesthetic follows *editorial elegance* meets *concierge calm*.

2. COLOUR PALETTE



For Jolies, a tarot and horoscope-inspired brand, I crafted a distinct visual identity that balances **playful mysticism with romantic intrigue**. Drawing from astrology, love languages, and traditional card symbolism, I developed brand assets that felt both nostalgic and modern. The design approach involved using reds, lace textures, and serif typography to create a **luxurious, vintage appeal**.

By aligning the visuals with the brand’s personality, I created a cohesive aesthetic across **digital campaigns and promotions**, helping Jolies launch seasonal decks that resonated deeply with their audience and drove engagement across platforms.



Thank you!

Portfolio of Aayushi Hariharan
Senior Visual Designer & Branding Specialist

Powerful ideas emerge through simplicity and evolve through thoughtful gradation. My work is rooted in clarity, balance, and a deep respect for visual nuance, where every detail builds toward meaning.

www.simplyaayushi.com

📷 @simplyaayushi