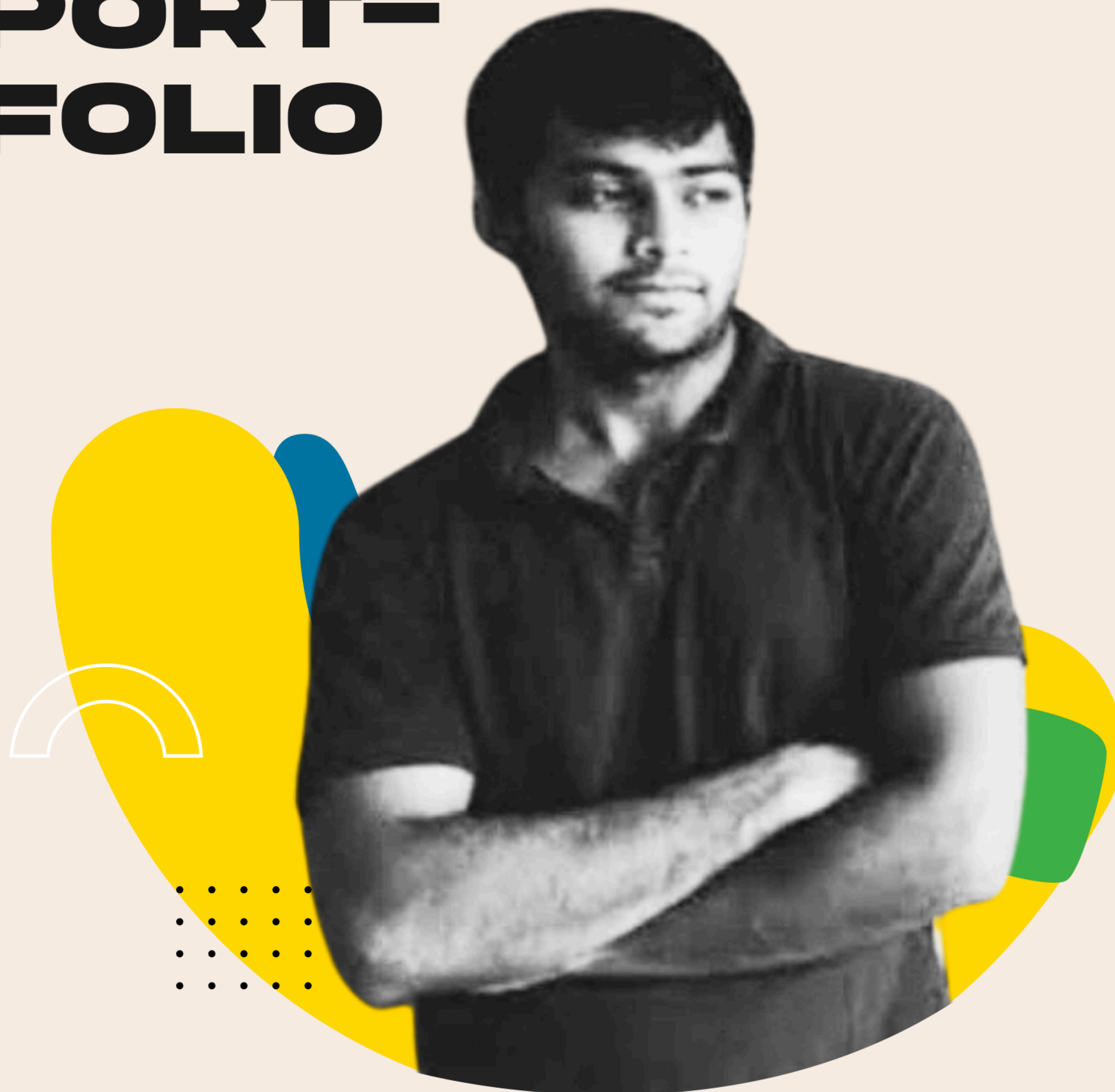
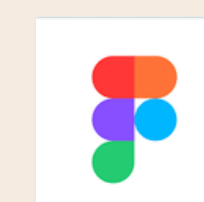


DESIGN PORT- FOLIO



ABHIRAV

SKILLS



2 Years Experience

CERTIFICATIONS

- Coursera - UI/UX Design certificate course
- Domestika - Compositional techniques for graphic design

SOCIAL/ PRINT MEDIA



SOCIAL/ PRINT MEDIA



Thank You!

For being

“ Just as bees utilize sophisticated communication and data-driven strategies to efficiently gather resources and adapt to their environment, you leverage data analytics and innovative techniques to identify market trends and optimize their performance. ”



TECH + DATA
DRIVEN



Thank You!

For being

“ Just as ants diligently gather resources today to prepare for the future, you have strategically planned and built relationships now to ensure long-term growth and success in the market. ”



FUTURE
FOCUSED

SOCIAL/ PRINT MEDIA

Upcoming products

- Ferritin
- Creatinine
- Lipid profile
- Glucometer

Available on

www.neodocs.in

Measure What Matters

Developed by IIT-Bombay Alumni

Our Founders

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✉ nikunj@neodocs.in

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PRATIK LODHA
Co

Kidney Risk Test (for diabetes and hypertension)

Hemoglobin (Hb) Test

Sperm Test at Home

At-home Insemination kit

Ovulation Test



NeoDocs™

Measure What Matters



Hemoglobin (Hb) Test



uACR+ MicroAlbumin Test

**AI BASED
DIAGNOSTIC
TESTS ON PHONE**

Developed by
IIT – Bombay
Alumni

1 Dip testcard in urine sample

2 Click photo using any phone

3 Report ready in 30 seconds

5 Lakh Tests
4,000 Doctors



NeoDocs™
Measure What Matters

Results in 30 seconds

No embarrassing lab visits

Take test at home



Round tip applicators

Sterile and safe

Easy to use



Ovulation test in 5 minutes

Track your LH Surge

Free one to one guidance

3 Easy steps

1. Add Sample
2. Get Results in 5 minutes
3. Collect Semen Sample
4. Fill the applicator with semen
5. Insert & release







+91-9987363929

care@neodocs.in

3 Easy steps

1. Collect urine sample and add 5 drops on test card
2. Click photo of the test card
3. Get instant results on phone





care@neodocs.in

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NeoDocs
Measure. Visual. Matters.



Kidney Risk Test
Measure. Visual. Matters.



Hemosense
Smartphone Based

30 sec
beep time

Measures
up to 0.01 F

Saves
Last reading

Identify uACR & 10
other parameters

PDF report
in 30 seconds

Smartphone
powered.

Hemoglobin test
PDF report

Results
in 10 seconds

Smartphone
powered

3 Easy steps

1. Dip the Test card in urine
2. Click photo
3. Results in 30 Seconds

3 Easy steps

1. Download the app and insert the device
2. Collect blood in lancette
3. Results in 10 Seconds

Work for 30 seconds

Record the readings

30

REC

+91-9987363929

care@neodocs.in

Work for 30 seconds

Record the readings

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care@neodocs.in

Work for 30 seconds

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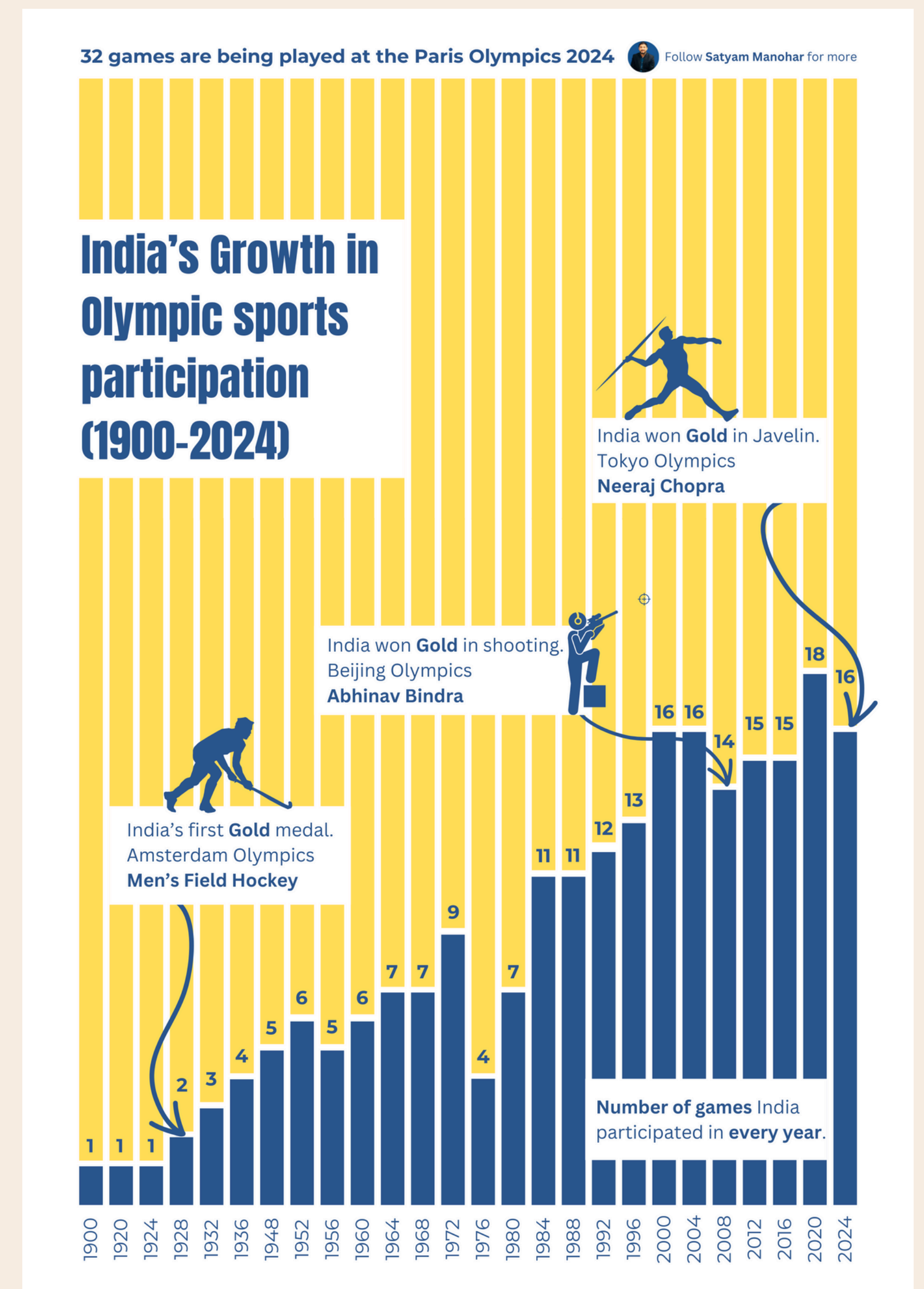
REC

+91-9987363929

care@neodocs.in

Product Brochure designs

SOCIAL/ PRINT MEDIA



SOCIAL/ PRINT MEDIA

[illegible]

POSH ACT

Non-consensual sexual advances are considered sexual harassment. They can be physical, verbal or digital. It may lead to action against termination of employment under the **POSH Act, 2013**.



GUIDELINES

Create a safe space:

Create a workplace culture that values respect, dignity and inclusivity.

Understand impact:

Recognise the emotional impact of harassment on individuals and the workplace.

Respectful conduct:

Maintain respectful interactions and avoid behaviours that could be perceived as harassing.

Recognise harassment:

Identify unwelcome behaviours like comments or physical contact that create discomfort.

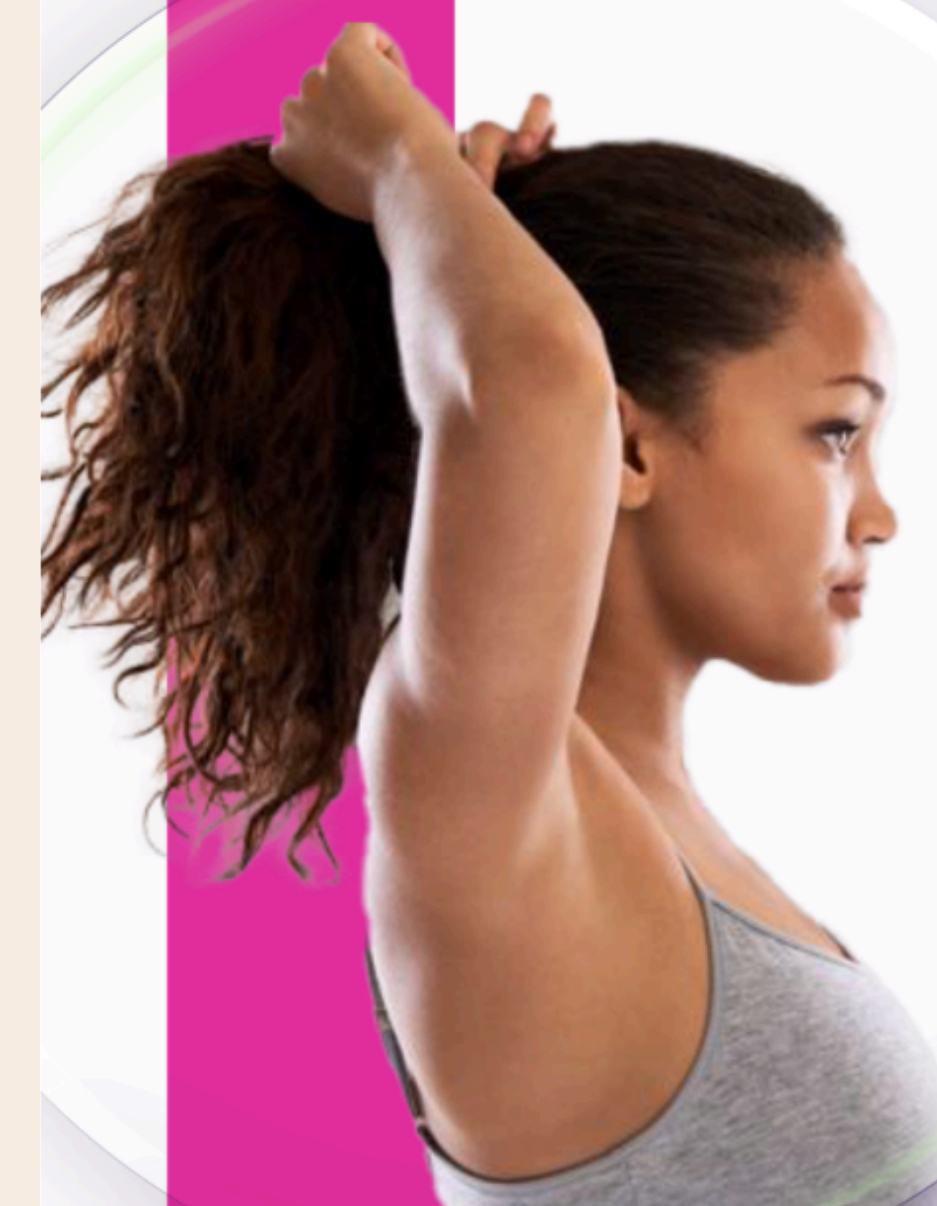
Report promptly:

Report incidents immediately to designated authorities or by the organizations reporting system.

Regular awareness:

Support awareness initiatives organized by the organization to promote a culture of respect.

Together
let's create
a safe
workplace
**free of
sexual -
harassment.**



SOCIAL/ PRINT MEDIA

8
2
4

Genesis Comsec

Connecting and securing
your world.

Address
114, Jhalawar, Patanwala Estate, L.B.S. Road,
Ghatkopar (W), Mumbai, Maharashtra 400086

Working hours
Monday - Saturday: 10am - 6pm

Mediker Anti Lice Shampoo

Mediker Anti Lice Shampoo.

Influencer Led Concept

Mom Influencers

A Mom's Trust Passed Down.

Insight: Growing up, every child can vividly recall the comforting sight of their mom reaching for Mediker. With unwavering trust, she relied on its natural ingredients to ensure her child felt safe and cared for, turning moments of discomfort into memories of motherly love and protection.

Idea: Parenting today is a blend of modern challenges and timeless traditions. As a mom influencer who resonates with today's "tag it mummy," is the perfect voice to bring Mediker's legacy to life. Through heartfelt storytelling and a relatable, personal approach, the video will highlight how some things, like the love and care a mother gives, remain forever green—just like the trusted Mediker bottle.

Key Message: "Mediker: The forever-green trust of every mom."

Stick To Adventure

Objective: "Durability that doesn't stop you from adventures." This title brings out the protective, "stick-on" nature of Hansaplast band-aids as it highlights the durability of the band-aid and also the adventurous spirit of kids and sportsmen. It feels fun, engaging, and memorable, inviting moms, kids, and sportsmen to celebrate every scrape and story with a little extra confidence and fun.

Insight: By tapping into a mindset where scrapes, cuts, and minor injuries are seen as part of being fully and courageously, rather than something to avoid or fear.

The aid for Knees and Elbows.

Scenario 1

Scenario 2

Scenario 3

Deepali Soam
214k followers
Mom, Lifestyle

Yuvika Abrol
182k followers
Mom, Humour, Fitness

Priyanka
224k followers
Parenting, Lifestyle

Click on the image to view the profile

Protector Mom.

Insight: Moms have an uncanny sixth sense—you just can't hide anything from them. They instantly know when something's not right. But because moms never want to hold their kids back from adventures, they're always prepared. When Aditya wants to go to summer camps, her mom doesn't worry about her safety or hair protection—Mediker is always there to rescue and reassure her.

Thought: Moms have an incredible superpower—their sixth sense. They always know what's coming, whether it's an unexpected rain shower, their child's sudden hunger, or the need for trusted hair protection. This uncanny ability to anticipate and prepare is what makes moms the ultimate protectors and caregivers. Through a humorous and heartwarming lens, this video will celebrate the everyday superpower of moms, tying it seamlessly to the message that when it comes to hair care, Mediker is their secret weapon.

Key Message: Moms can handle anything life throws at them because their ikunmySuperpower is Mediker.

Content Creators

A Scrape Deserves a Superhero Cape.

Insight: After a bruise, athletes take extra care to prevent the injury from worsening or getting infected. This concern doesn't just impact physical recovery; it creates a mental setback as well, affecting confidence and performance. With Hansaplast band-aids, they can protect the wound effectively.

Concept: Here, sports influencers can talk about how Hansaplast is the "superhero cape" that protects and empowers them as they jump back into play and "stick to their adventure".

Suggested Scenarios

A Scrape Deserves a Superhero Cape.

Scenario 1: The Football Hustler

Scenario 2: The Skater Dynamo

Scenario 3: The Marathon Sprinter

Charging toward the goal, the child dives for a shot but ends up with a scraped knee on the turf. Hansaplast becomes his superhero cape, letting him score the winning goal in no time.

Attempting a new trick on the skate ramp, Maya misjudges her landing and grazes her palm. With Hansaplast as her shield, she's back on the board, gliding fearlessly toward her next move.

Training on the pavement for their first marathon, the child stumbles on uneven ground and cuts his palm. With Hansaplast's superhero protection, he ties his laces tighter and keeps running toward his dreams.

Animators

The fame has gotten to their head.

Insight: The transition from lice as confessions, famous "stars" to their world "crumbling" when Mediker arrives highlights the product's strength and effectiveness in a very fun and engaging way. It makes Mediker feel like the ultimate game-changer: a force that can bring down even the most confident, "celebrities".

Thought: We can portray lice as over the top celebrities enjoying their "15 minutes of fame" on a child's head. Lice gossip about how they thrive, throw mini dance parties, and plan to spread to others during sleepovers. Suddenly, their world crumbles as Mediker is introduced.

Key message: Mediker: The End of the Lice Fable!

One Stick is all it takes

Insight: Indoor cuts and bruises are often neglected or are often ignored by just running tap water to or applying "bald" to it without actually covering the wound.

Concept: Here, the mom influencer can talk about how it is crucial to cover the wound with a band-aid as it helps prevent dirt and bacteria from entering the wound and also helps the person to "stick to their adventure".

Suggested Influencers

A Scrape Deserves a Superhero Cape.

Scenario 1

Scenario 2

Scenario 3

Lice, Camera, Action

Insight: Mockumentaries on YouTube have a proven track record of engaging audiences through humour and creativity. By taking this approach, we can reimagine the Life of Pi as the Life of Lice—a hilariously dramatic tale of survival, adventure, and inevitable doom.

Thought: The Life of Lice mockumentary would follow the journey of a group of lice aboard the Boat, which is actually a head. The Boat is the head.

Thank

Suggested Influencers

A Scrape Deserves a Superhero Cape.

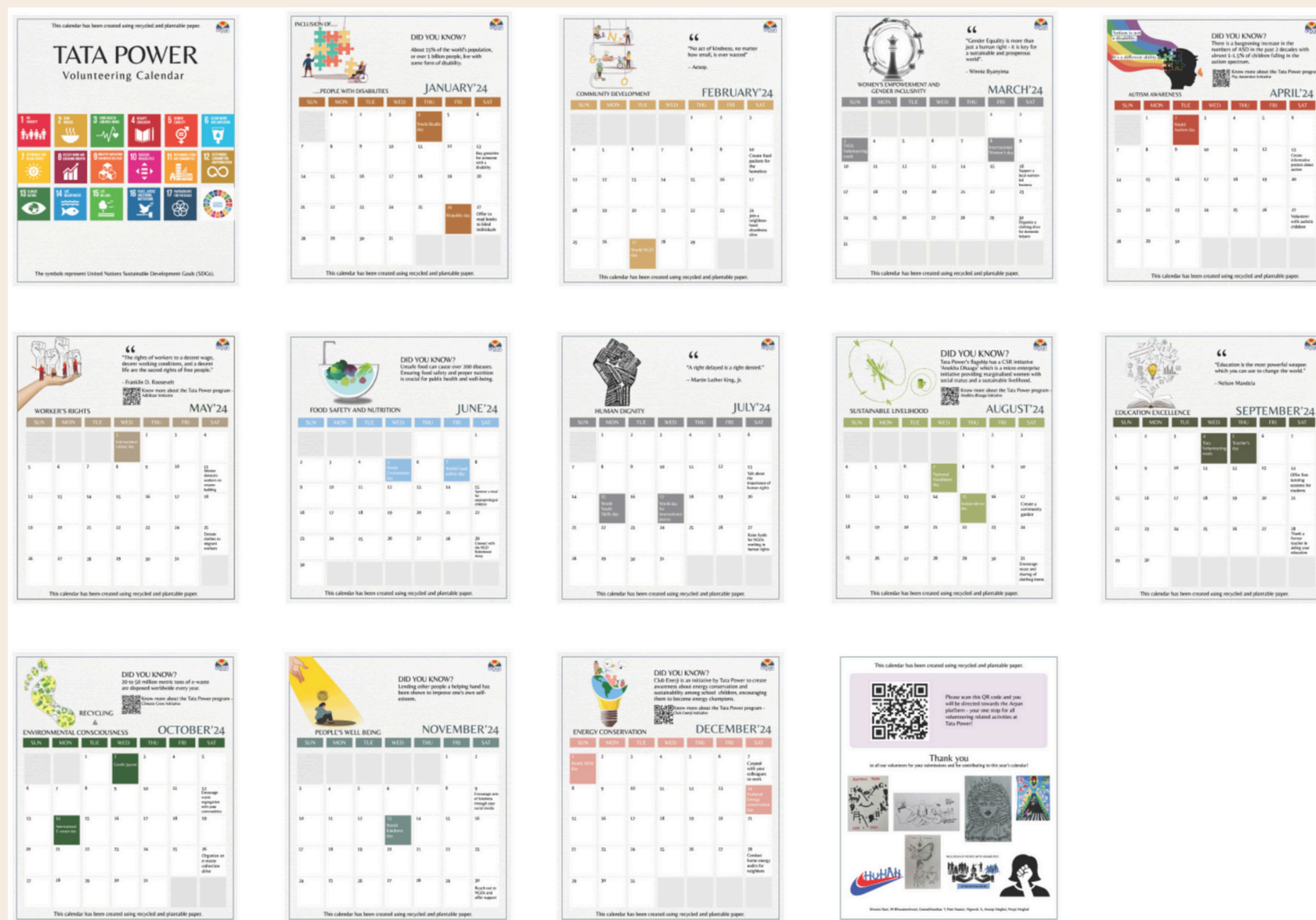
Scenario 1

Scenario 2

Scenario 3

Beiersdorf

SOCIAL/ PRINT MEDIA



RUN WITH
ROSHNI
FOUNDATION
PRESENTS

KALIMPONG ULTRAMARATHON

A zero waste event

Event date
26TH APRIL 2025

Registrations starting soon

WEBSITE ELEMENTS

The banner features a wooden background with a green plant in the top left corner. The NeoDocs logo is in the top left, and navigation links are in the top right. The main text on the left describes the product's benefits. On the right, a smartphone displays the app interface with a 'Urine ACR' result of 3 mg/g. Next to it is a box for the 'Kidney Risk Test' and a color calibration strip.

NeoDocs™
Measure What Matters

About us Blog FAQ Contact us [Login](#)

Early detection of Chronic Kidney disease on any phone in 30 seconds.

Early detection and monitoring of kidney function by measuring uACR and 10 other parameters. Monitor your kidney health with regular at-home screening.

[Know more](#)

Kidney Risk Test
Instant UACR
+Microalbumin test

Results in 30 seconds Anytime, Anywhere Share Report on Whatsapp

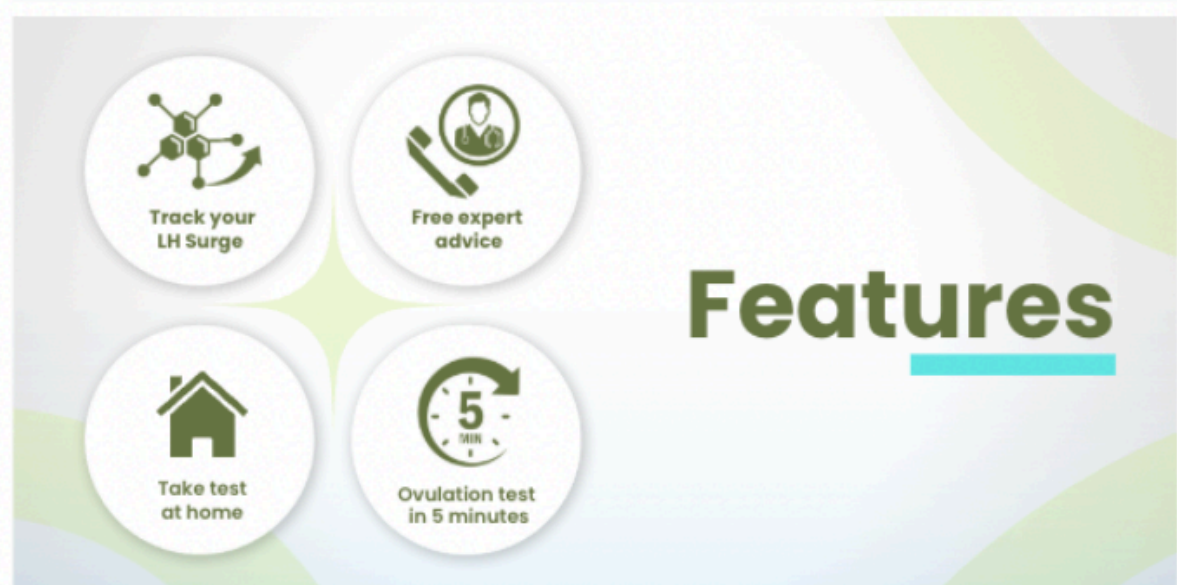
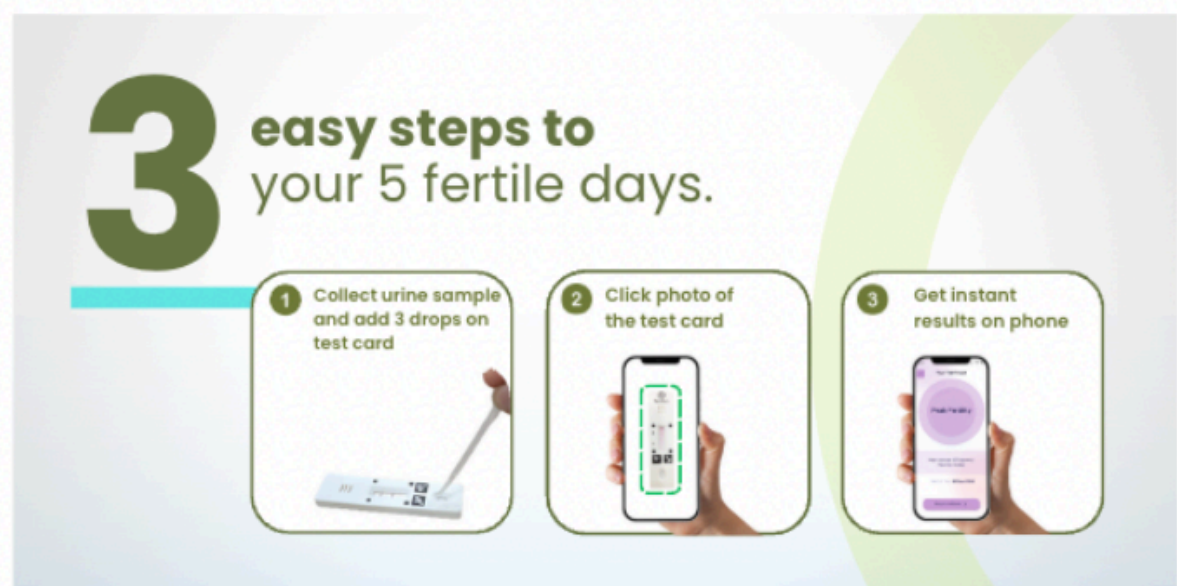
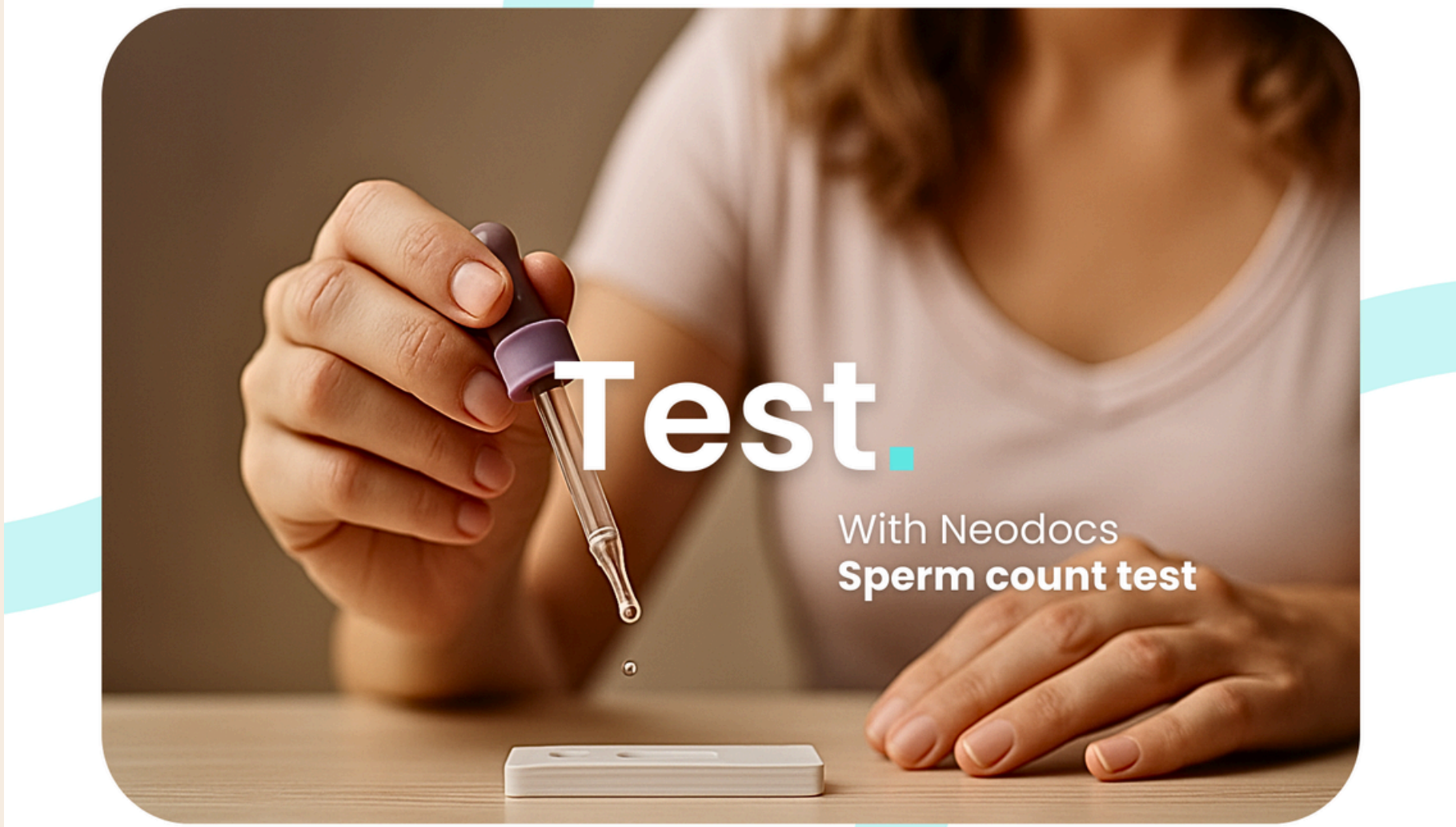
11 urine biomarkers in 30 seconds:
Albumin Creatinine Ratio (ACR)
Microalbumin
Albumin (Protein) Glucose Ketones
Creatinine Blood Leukocytes pH
Specific Gravity Nitrites

Please note:
This is a smartphone powered test. It is essential to download the app before starting the test.
(Instructions to download inside)

Urine ACR
3 mg/g

Know your eGFR

WEBSITE ELEMENTS



Product
posters

WEBSITE ELEMENTS

Website banners





Measure What Matters

Empowering Your Pregnancy Journey.

At-home
Sperm count test





Measure What Matters

Empowering Your Pregnancy Journey.





Measure What Matters

Empowering Your Health Journey.

Fertility
Range



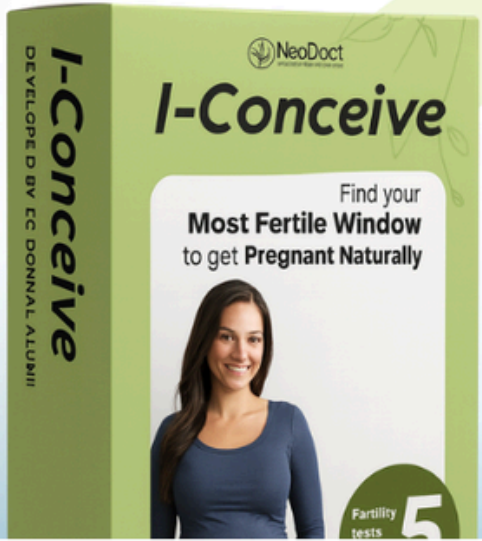
AT-HOME
INSEMINATION



SPERM COUNT
TEST



OVULATION
TEST



OVULATION
THERMOMETER



PREGNANCY
TEST



ILLUSTRATIONS



THANK YOU