INDEPENDENT DESIGNER PORTFOLIO

02

Mira Sethi

Independent Brand & Web Designer



ILLUSTRATIVE PHOTO



SELECTED CONCEPTS / MIRA SETHI

Small brands. A distinct presence.

I shape brand identities and thoughtful websites for independent businesses. Strategy, typography and a clear visitor journey come together in design that feels like you —not a template.

03 WAYS TO COLLABORATE	**02** SELECTED IDENTITIES	**01** DIRECT CREATIVE PARTNER

THE PROFILE IN CONTEXT

My practice connects brand foundations with the website people actually use. I work directly with founders and small teams, beginning with the audience and the offer before choosing a visual direction. A project includes the reasoning behind the design, not just polished files. You leave with a coherent identity, practical templates and a system that a future collaborator can understand.

Brand identity · Art direction · Web design · Figma · Editorial systems

Clients	**Independent brands & founder-led teams**
Specialty	**Identity-to-website continuity**
Deliverables	**Editable design files**
Model	**Fixed scope after discovery**

Jaipur · Working worldwide

FICTIONAL SAMPLE

CAPABILITY / CONTENT / EVIDENCE

A studio, scaled to your brief

01

Identity essentials

A focused brand direction: positioning cues, logo suite, type hierarchy and a practical visual system.

Brand guide + core identity assets

02

Website design

A responsive site built around your offer, content priorities and a specific next action.

Page designs + component handoff

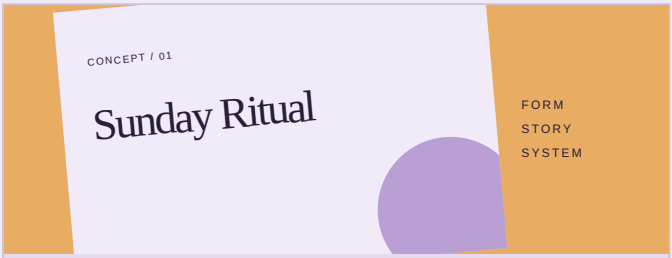
03

Design partnership

A reserved monthly design rhythm for launches, content and ongoing brand consistency.

Prioritized design queue + review sessions

A few considered projects



BRAND / PACKAGING

Sunday Ritual — a slower everyday

CONTEXT

A fictional home-fragrance label needed a warm identity without predictable luxury signals.

CONTRIBUTION

Built a restrained type system, illustrated ingredient motifs and a modular packaging grid.

Identity exploration, packaging flats and launch-page concept.



WEB / EDITORIAL

Field House — spaces with a point of view

CONTEXT

A fictional interiors practice needed to explain its process beyond a gallery of rooms.

CONTRIBUTION

Designed an editorial website pairing project stories with service fit and a clear enquiry route.

Responsive page system, project story template and handoff notes.

These examples show the intended content structure. They are original fictional studies—not verified clients, completed research, clinical outcomes, endorsements or product performance.

FICTIONAL SAMPLE

APPROACH / EXPECTATIONS / NEXT STEP

From first conversation to final files

01

Discover

Clarify the audience, offer and what must change.

02

Direction

Present a focused creative route with reasoning.

03

Design

Develop the chosen system through scoped reviews.

04

Launch

Prepare final files, guidance and handoff support.

Practice notes

2019–2026

Independent design practice

Brand and web projects for fictional lifestyle, hospitality and professional-service clients.

Design approach

Quiet systems, expressive details

Use a limited visual vocabulary well, then leave enough room for the work.

Handoff standard

Files the next designer can use

Named layers, export guidance, licensed-font notes and an asset inventory.

GOOD FIT

Small businesses ready to make a clear decision about their identity and website.

IMPORTANT BOUNDARY

Unlimited concepts, unlicensed assets or an undefined list of revisions.

Is development included?	Website design is the core offer. Development is scoped separately with the right collaborator.
Who owns the final files?	The engagement agreement should define asset ownership, third-party licenses and handover.
What should I send first?	Your offer, existing materials, page needs, decision makers and intended launch window.

THE NEXT CONVERSATION

Tell me about your project.

mira@profile.example · placeholder only

USEFUL CONTEXT TO SHARE

→ Your brand and audience

→ Identity or website deliverables

→ Budget range and launch window

This is not a live contact channel. Use verified details in a real profile.

FICTIONAL SAMPLE