Hello!

I'm Ajith. A Graphic Designer with extensive experience in branding, social media, and print design. I am dedicated, creative and tech savvy. Most of all, versatile and enthusiastic about providing you the best design solutions that align with the vision of your company.

In this PDF, you will be able to preview some of my works and some concepts behind the designs. So, keep scrolling!

Technical Skills

- Ps Adobe Photoshop
- Ae Adobe After Effects
- Ai Adobe Illustrator
- Id Adobe Indesign
- Figma

Visual Design

Dive into a collection of visually striking visual designs created to inform, inspire, and captivate audiences. Each design balances bold aesthetics with clear messaging, tailored to meet the unique needs of events, campaigns, or branding efforts. From dynamic layouts to artistic compositions,

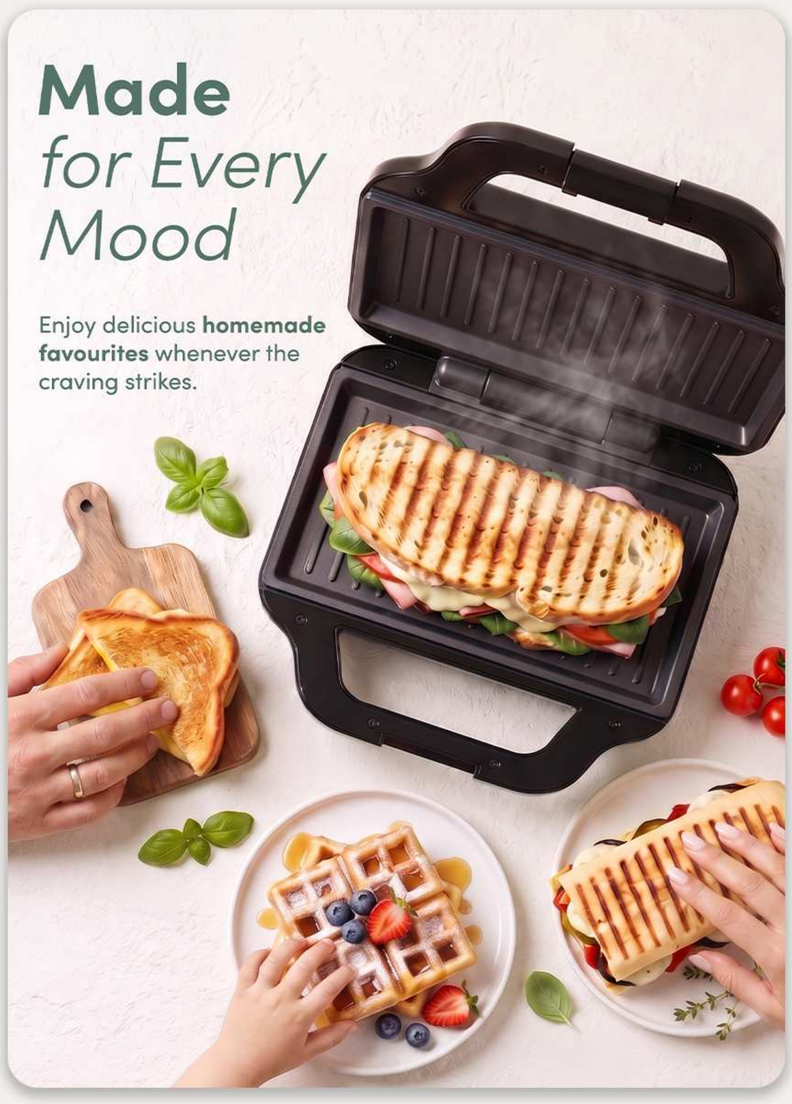
keplincook
3-in-1 Deep Fill Toastie Maker
For deliciously
Deep-filled toasties,
Fluffy waffles and Crisp paninis.
amazon
LISTING IMAGE
Design

One Machine For
Every Craving
Makes deep-filled toasties, fluffy golden waffles
and crisp, café-style paninis in minutes.
Toastie
Waffle
Panini

Snap.
Seal.
Satisfy.
Deep-fill plates
seal in generous fillings while
delivering beautifully crisp,
evenly golden toasties
every time.

Sweet
Meets
Savoury
Swap plates, switch flavours and enjoy perfect
results from breakfast through dinner.

Stack it
High
Deep plates leave room for a
properly loaded sandwich.
Deep Fill
Extra space
for generous toasties


Made
for Every
Mood
Enjoy delicious homemade
favourites whenever the
craving strikes.

Power
Without the Bulk
Serious cooking power that never crowds your kitchen.
Compact
Design
1000W
Output
25.2 cm
27.7 cm
25.2 cm

Different Plates,
Different Meals.
Press the release button, lift the plate free and
slide another one - no fuss needed.
Dishwasher
Safe
Easy
Clean
Release
Press to remove
plates

Toast,
Then Tuck Away.
With a standing design and built-in cord storage
so it fits into the tightest kitchen corner.
KG
3.25 kg
Compact Design
keplin

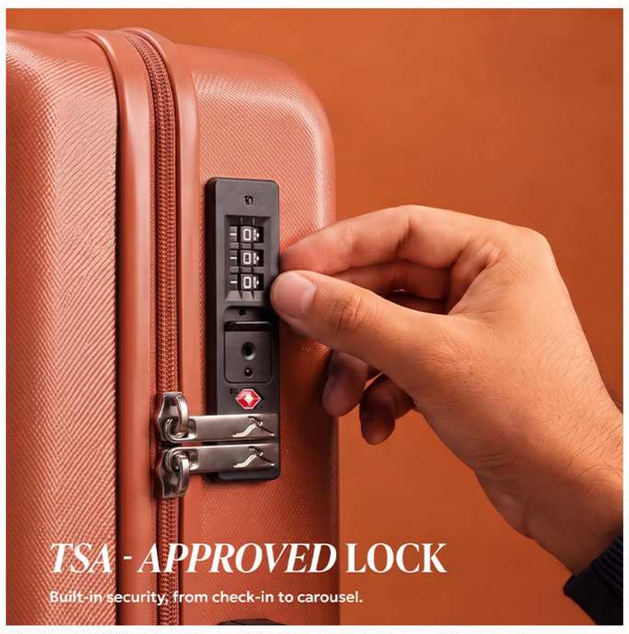
Your Shade
Your Vibe
Pick your perfect look with two stylish colour options.
keplin
keplin

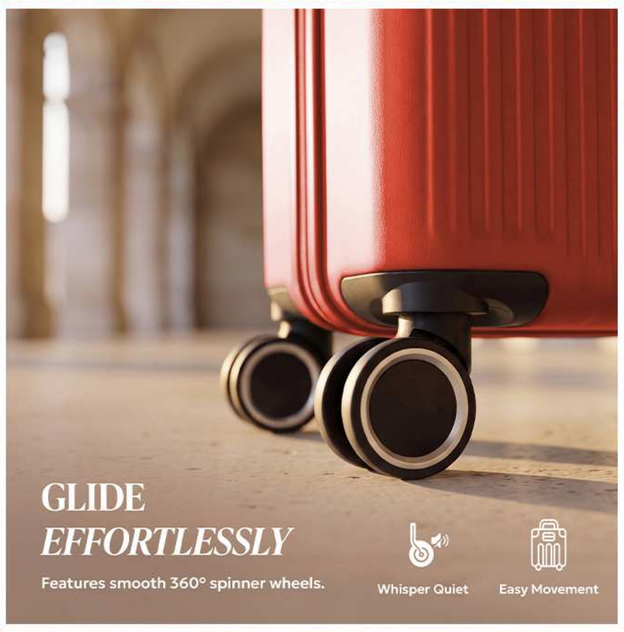
keplincook
1 YEAR
WARRANTY

amazon

LISTING IMAGE

Design

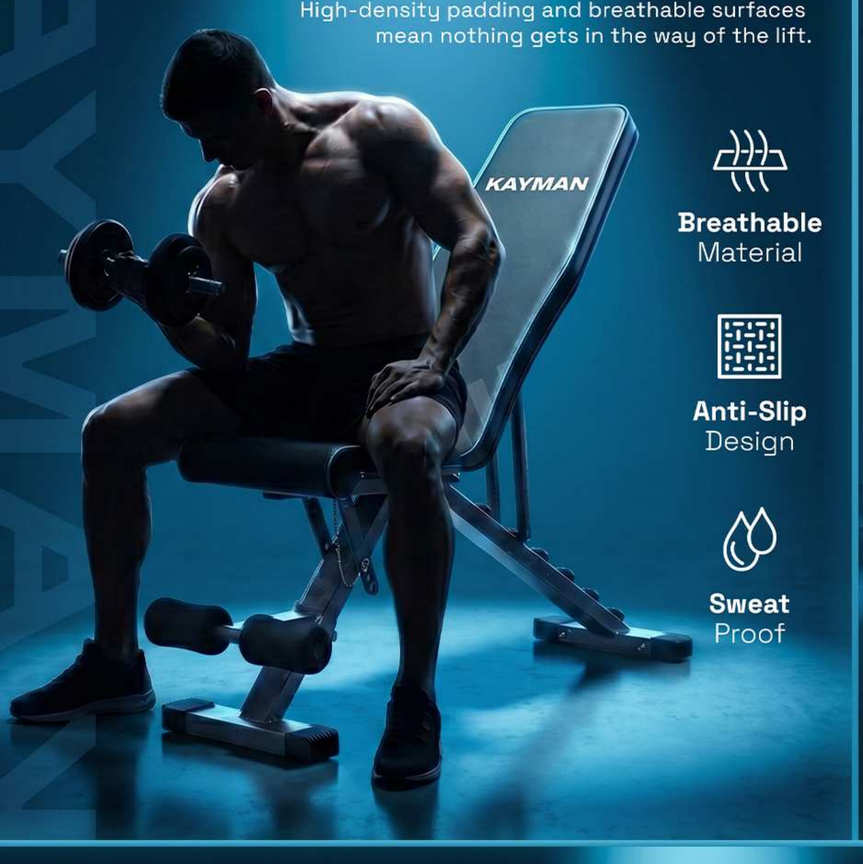




amazon LISTING IMAGE *Design*

BUILT FOR EVERY REP

High-density padding and breathable surfaces mean nothing gets in the way of the lift.



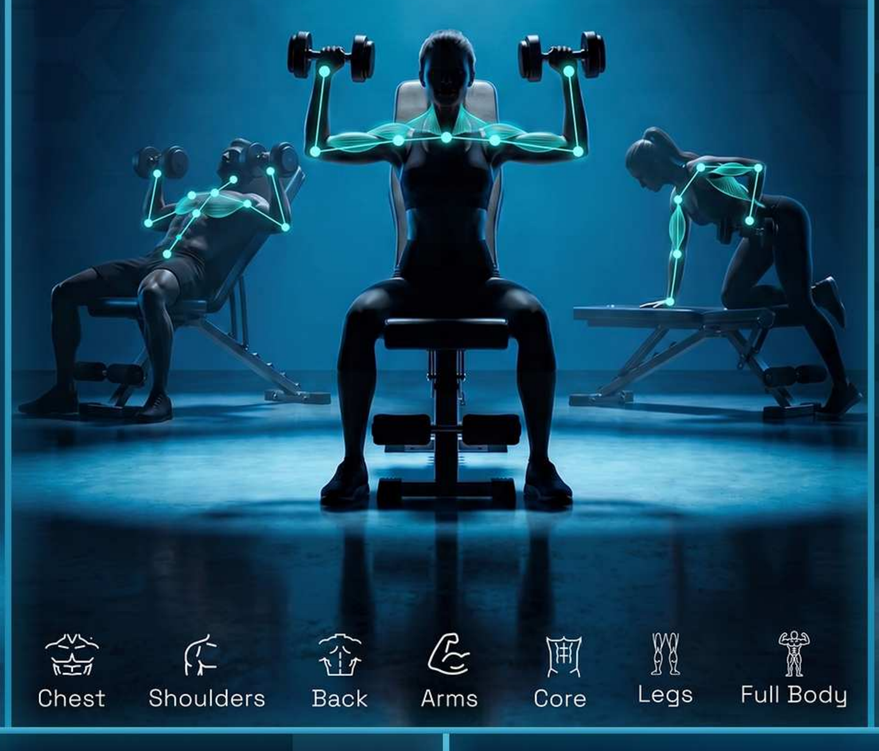
Breathable Material

Anti-Slip Design

Sweat Proof

MORE WAYS TO TRAIN

Supports a wide range of strength exercises to help you reach your goals with one key equipment.



Chest · Shoulders · Back · Arms · Core · Legs · Full Body

ADJUSTS TO YOUR SESSION

One bench. Thirteen adjustment points. Endless training possibilities.

TRAIN. FOLD. DONE.

A foldable design that respects your space and never asks you to scale back your training.

FOLDABLE DESIGN

LIGHT WEIGHT DESIGN

STABLE BASE CLEANER REPS.

Engineered to handle up to 350kg, giving you the strength and support for every session

Sturdy Design

Steel Frames

Max weight

SUPPORTS EVERY SESSION

Press, lift, curl and more. One bench for all your training needs.

Versatile Training

Home Essential

MADE TO FIT YOUR SPACE

Compact dimensions for easy set-up, comfortable training and effortless storage.

STRENGTH YOU CAN RELY ON.

Premium materials, Solid construction, Crafted for confident lifting.

SOLO
MORNING RITUALS
Just you, and something a little indulgent
- an ice-cold frappé made special.
QOVO

DAILY DOSE
THE ONE YOU EARNED
Great tasting milkshakes
that give your day a boost.
QOVO

FAMILY TIME
SWEET PAUSE
Moments with the kids, made
a little sweeter.
QOVO

DINNER PARTY
HOST IN STYLE
Perfectly frozen cocktails, for moments
worth gathering for.
QOVO

MAKE AN

ESPRESSO

Chiffini

with QOVO

QOVO

"

Settle into
the evening
with something
colder than usual.

Meet the
Espresso

Chiffini

"

ESPRESSO

Chiffini

What you need:

- **400ml** Brewed coffee, chilled
- **150ml** Vodka
- **150ml** Coffee liqueur
- **100ml** Simple syrup
- **160ml** Cold water
- **½ tsp** Vanilla extract & a small pinch of salt

SCHOOL'S OUT,

IT'S *Slush* TIME

QOVO

FRUIT SLUSHIE

What you need:

700ml
Pulp-free juice

Optional

Slices of fruit, to garnish

“ Simple to make, special to share.

Our Juicy Slushie

is a hit, every time. ”

PUMPKIN SPICE

FRAPPÉ

THE Q-SLUSH WAY

“Pumpkin Spice, now with a fresh summer twist.”

PUMPKIN SPICE

FRAPPÉ

What you need:

- **500ml** Brewed coffee, chilled
- **400ml** Whole milk
- **100g** Soft brown sugar
- **1 tsp** Ground cinnamon
- **½ tsp** Nutmeg
- **¼ tsp** Ground cloves

3 Tier Bamboo Shoe Rack
PACKAGING
Colour Box
PRODUCT CODE
421920
CARTON AND PALLET QUANTITY
Carton 4
Pallet 63
AVAILABLE IN
4 Tier Bamboo Shoe Rack
PACKAGING
Colour Box
PRODUCT CODE
402578
CARTON AND PALLET QUANTITY
Carton 4
Pallet 63
AVAILABLE IN
9inch Heavy Duty Folding Step Stool
PACKAGING
Shrink + Colour label
PRODUCT CODE
412119
AVAILABLE IN
9 inch
11 inch
13 inch
CARTON AND PALLET QUANTITY
Carton 12
Pallet 299
Lint Roller
PACKAGING
Polybag
PRODUCT CODE
613634
CARTON AND PALLET QUANTITY
Carton 40
Pallet 785
AVAILABLE IN
300 Sheet
350 Sheet
400 Sheet
Keplin Velvet hangers
With 5,500+ positive customer review
know this is a category worth investin
was awarded the Best Seller label for
non-slip, lightweight and effortlessly e
favourite.
PACKAGING
Shrink & Colour Sticker
PRODUCT CODE
422880
AVAILABLE IN
20 pack
30 pack
Dual Laundry Basket
We noticed our storage items were a hit so we developed a premium Laundry basket with separate bags and a breathable mesh that's easy to use (and sell!) Its versatile design blends well in any home.
PACKAGING
Colour Box
PRODUCT CODE
438263
CARTON AND PALLET QUANTITY
Carton 14
Pallet 351
AVAILABLE IN
36x40x67 cm
64x40x67 cm
39x22x67 cm
42x32x67 cm
Plastic Studio Basket
PACKAGING
Shrink + Colour Label
PRODUCT CODE
413163
CARTON AND PALLET QUANTITY
Carton 6
Pallet 89
AVAILABLE IN
Shoe Storage Boxes
PACKAGING
Brown Box
PRODUCT CODE
424549
CARTON AND PALLET QUANTITY
Carton 5
Pallet 76
keplin
home
PRODUCT CATALOGUE
The rise in flat and urban living across the UK, Germany, France and the Netherlands has boosted revenue in home organisation, storage and cleaning solutions.
Partner with Keplin to expand your offering and get a piece of this market too!

CARTON AND PALLET QUANTITY
Carton 6
Pallet 48
PRODUCT COUL
427243 - Black
427250 - Silver
SPECIAL FEATURES
. Stainless steel filter
. High extraction rate
. Easy to clean
. Versatile usage
AVAILABLE IN
Black
Silver
keplin
PACKAGING
Colour Box
CARTON AND PALLET QUANTITY
Carton 1
Pallet 20
SPECIAL FEATURES
. 10 power levels
. Up to 800W
. Built-in timer
. 9 presets menus
PRODUCT CODE
440525
WARRANTY BACKED APPLIANCES
Our products combine quality, value and everyday convenience, supported by a warranty policy that builds lasting trust.
Keplin Cook
AWARD-WINNING PRODUCTS FOR EVERY KITCHEN
Our cooking tools and appliances bring together exceptional usability and long-lasting designs. Whether it's a vegetable chopper or an air fryer, each one of our products is made to stand out and win its place in consumers' baskets. Trusted by both industry experts and customers, our collection continues to perform strongly across retail shelves.
Curious? Keep reading to discover our full range and see what makes it a market success.
keplin cook
Product Catalog
Keplin has successfully partnered with national and international retailers such as ALDI, Morrisons and ASDA.
ple
ther
to innovate.
ccess of our
ed milk
nched a new
o warms milk,
ernatives and
colate!
FEATURES
SPECIAL FEATURES
. 5 milk options
. Large capacity
. Auto shut-off
. Easy to clean
PRODUCT CODE
443229
Slow Juicer
Rising health trends continue to drive growth for the small appliance market in Europe, an industry which is tracking toward £2.8bn in 2025. It's the perfect time to expand your portfolio with, and our products deliver solutions for every need while remaining affordable for consumers!
PRODUCT FEATURES
PACKAGING
Colour Box
CARTON AND PALLET QUANTITY
Carton 6
Pallet 48
3-in

keplin group

© KEPLIN GROUP LTD. ALL RIGHTS RESERVED. ALL ARTWORK, BRANDING, PRODUCT DESIGNS, IMAGERY AND RELATED INTELLECTUAL PROPERTY BELONG TO KEPLIN GROUP LTD.

AN
ENTERTAINMENT
PRESENTS
Thirupathey
by Ashnaa ft Pira
PRESENTED BY - AN ENTERTAINMENT | VOCALS - ASHNAA FT PIRA
LYRICS - RASMI | MUSIC - KIWI | MIX & MASTER - RUPENDAR VENKATESH | STARRING - ASHNAA & PIRA
DIRECTED BY - VIRTHESH ANBALAGAN | EXECUTIVE PRODUCERS - AHILAN RATNASINGAM & SAJITH RAVEENTHIRAN
DOP - SELFIE MOMENT | EDITING & GRADED - SELFIE MOMENT | POSTER DESIGN - MUSESCIRCLE

AN
ENTERTAINMENT
PRESENTS
Thirupathey
by Ashnaa ft Pira
PRESENTED BY - AN ENTERTAINMENT | VOCALS - ASHNAA FT PIRA
LYRICS - RASMI | MUSIC - KIWI | MIX & MASTER - RUPENDAR VENKATESH | STARRING - ASHNAA & PIRA
DIRECTED BY - VIRTHESH ANBALAGAN | EXECUTIVE PRODUCERS - AHILAN RATNASINGAM & SAJITH RAVEENTHIRAN
DOP - SELFIE MOMENT | EDITING & GRADED - SELFIE MOMENT | POSTER DESIGN - MUSESCIRCLE

Thirupathey
by Ashnaa ft Pira

Thirupathey
by Ashnaa ft Pira
PRESENTED BY - AN ENTERTAINMENT | VOCALS - ASHNAA FT PIRA
LYRICS - RASMI | MUSIC - KIWI | MIX & MASTER - RUPENDAR VENKATESH | STARRING - ASHNAA & PIRA
DIRECTED BY - VIRTHESH ANBALAGAN | EXECUTIVE PRODUCERS - AHILAN RATNASINGAM & SAJITH RAVEENTHIRAN
DOP - SELFIE MOMENT | EDITING & GRADED - SELFIE MOMENT | POSTER DESIGN - MUSESCIRCLE

Thirupathey
by Ashnaa ft Pira

Thirupathey
by Ashnaa ft Pira

Thirupathey
by Ashnaa ft Pira

BLACK Friday

SUPER SALE

SALE ON

GADGETS

Get your hands on the latest tech at unbeatable prices! From gaming gear to smart gadgets, everything you need is here for up to 80% OFF. Don't miss this once-a-year chance to upgrade your tech collection."

SAVE UP TO

80%

ORDER NOW

BLACK Friday

SUPER SALE

25th OCTOBER | SATURDAY

UPTO 50% OFF

Great music deserves great sound. These Beats Solo 3 headphones' fine tuned acoustics give you better clarity and depth, so you'll hear every note of your favourite tunes as clear as a bell. But why stop at music? With Spatial Audio, you can enjoy your TV shows and movies in head-spinning surround sound, wherever you go. It'll feel like you've been dropped slap bang in the middle of the action. And the on-ear cushioned ear cups are adjustable so you can rock and roll all day in comfort and style.

BOOK NOW

BLACK Friday

SUPER SALE

SALE ON CONTROLLERS

UPTO 50% OFF

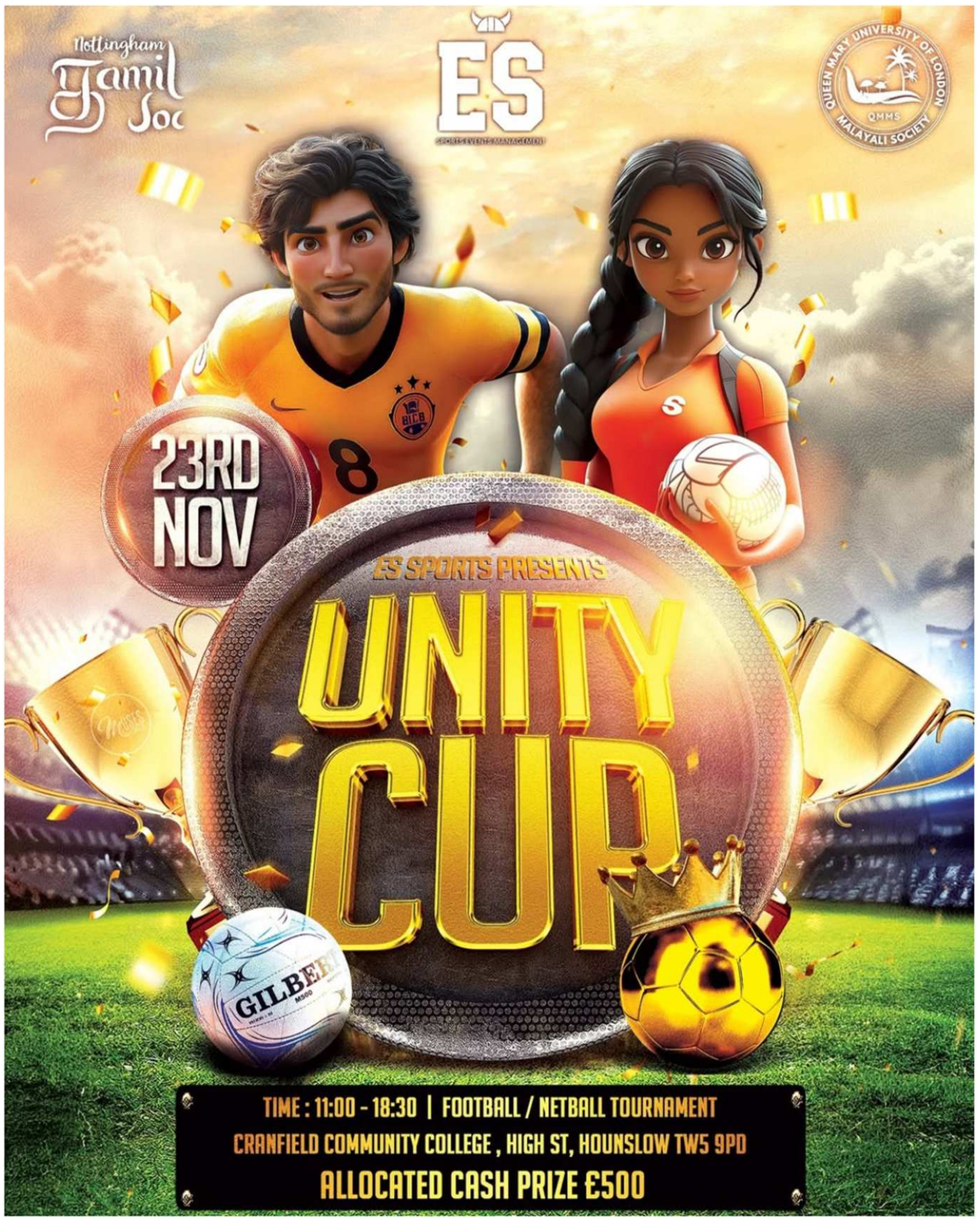
Experience the modernised design of the Xbox Wireless Controller, featuring sculpted surfaces and refined geometry for enhanced comfort during gameplay. Stay on target with textured grip and a hybrid D-pad. Seamlessly capture and share content with a dedicated Share button. Quickly pair with, play on, and switch between devices including Xbox Series X|S, Xbox One, Windows PC, Android and iOS*

ORDER NOW

JL EVENTS MANAGEMENT
Presents
18+
High On Love
15 FEB
3 COURSE MEAL | DINNER AND DANCE
TICKETS FROM: £26
TIME: 6PM-12AM | LAST ENTRY: 7:30PM
DRESS CODE: RED/BLACK TRADITIONAL | SECRET LOCATION LONDON
INIYA EVENTS
TAMIL.EVENTSS
SINCE 2023
AK EVENTS
GANA

UOB
UNIVERSITY OF BIRMINGHAM TAMIL SOCIETY
PRESENTS
MAYURI
Dinner & Dance
SAT 27 JAN 2024
DRINKS ALL NIGHT, 3 COURSE MEAL, SPECIAL PERFORMANCES
DOOR OPEN: 6:30PM | LAST ENTRY: 7:30PM | ENDS: 1AM
LOCATION: PICCADILLY BANQUETING SUITE, B114AB
DRESS CODE : TRADITIONAL/BLACK TIE
Child First UK
VISUALS BY GOUSI
DJ PAPZ
SIV SNAPS
BOOPATHI'S

ASH KUMAR
PRESENTS
2nd year anniversary
Marana Mass
Tamil nightclub
14 • 09 • 24
TIME: 9PM - 3AM | KUTHU GAANA AND RNB
DJ'S TO BE ANNOUNCED SOON
The Rawson - Sydney
DRESS CODE: ALL BLACK
TICKET LINK IN BIO


Nottingham Tamil Soc
ES
QUEEN MARY UNIVERSITY OF LONDON
QMMS
MALAYALI SOCIETY
23RD NOV
ES SPORTS PRESENTS
UNITY CUP
TIME : 11:00 - 18:30 | FOOTBALL / NETBALL TOURNAMENT
CRANFIELD COMMUNITY COLLEGE , HIGH ST, HOUNSLOW TW5 9PD
ALLOCATED CASH PRIZE £500

Branding

Discover the collection of meticulously crafted branding designs that combine creativity, strategy, and precision. Each project reflects a deep understanding of brand identity, ensuring it communicates the essence of the business while leaving a lasting impression.

From sleek and minimalist identities to bold and dynamic visuals, my portfolio showcases versatility across various industries. Every brand is designed to resonate with the target audience and create a distinctive visual identity that stands out in the competitive market.

CASE STUDY 02 · BRAND IDENTITY AND VISUAL DIRECTION

DJ Jinu

a signature, not a logo

A monogram led identity for an international DJ, built from how he looks, how he plays and how the people around him describe him.

01 · FINAL IDENTITY

ROLE
Sole Designer

CLIENT
International DJ

TIMELINE
2 months

SCOPE
Identity, applications, social, motion

IDENTITY SYSTEM

01 · FINAL IDENTITY

RESEARCH RAN BETWEEN GIGS, ON THE ROAD

02 THE BRIEF

A distinctive identity for a touring DJ that works across music releases, live events, social media, merchandise and promotion. A big opportunity, and a personal one: the brand had to be him. The brand needed to feel:

01 Premium	02 Bold	03 Recognisable
04 Contemporary	05 Powerful	06 Culturally distinctive

RESEARCH

Online interviews with the DJ, and with the friends and family who had introduced us. I wanted to know how others see him, not only how he sees himself. Three things came up every time.

The bald head and beard

The silhouette everyone described first

Headphones and glasses

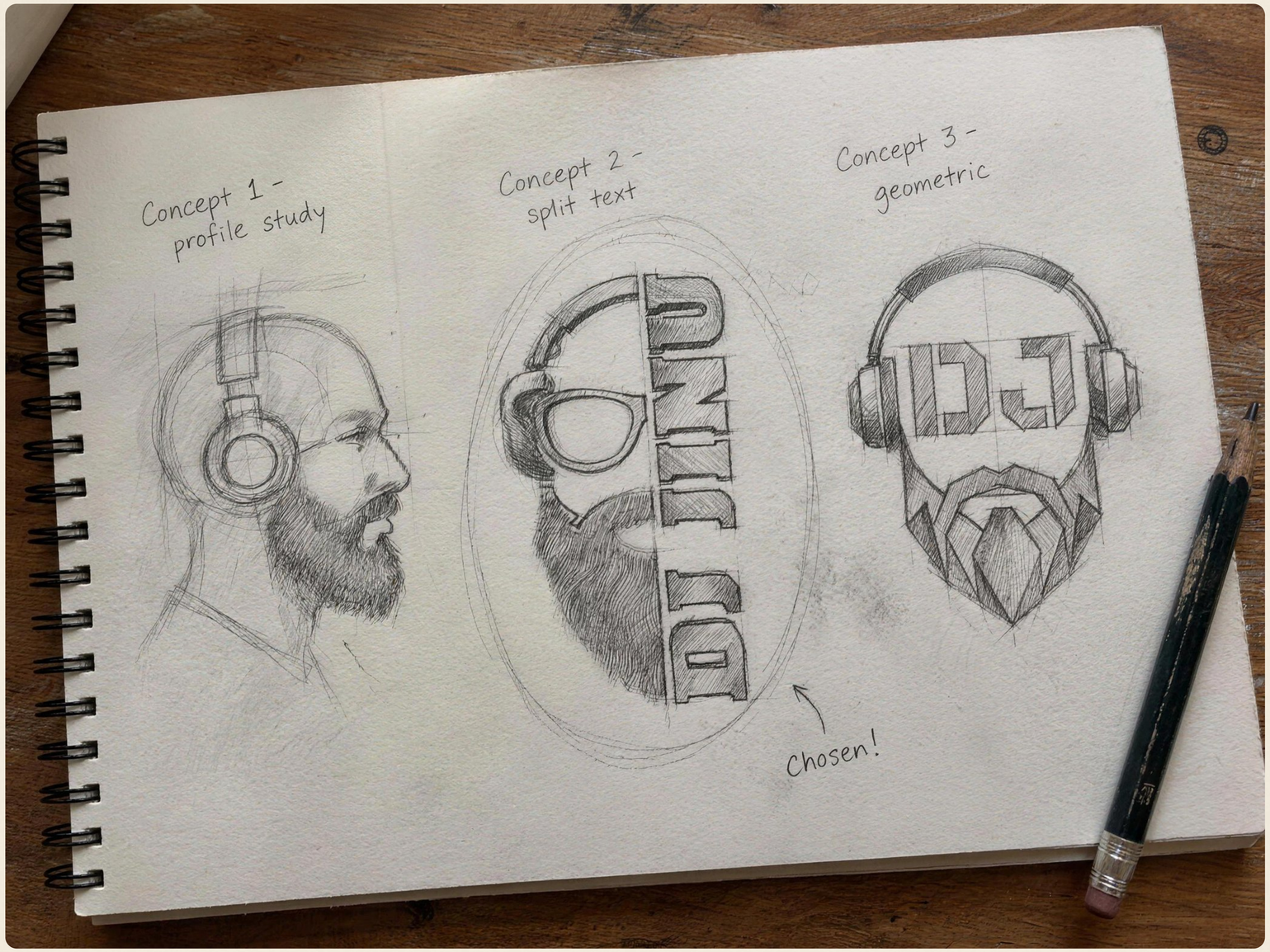
The stage look. Always the same, always his

The name itself

Short, punchy, and already known in the room

WORKING AROUND A TOURING SCHEDULE

Every session ran online in short windows between gigs. I batched feedback into decision rounds, kept his friends and family in the loop between sessions, and moved the design forward while he was on the road. Fewer meetings, sharper decisions.



SKETCHBOOK · CONCEPT EXPLORATION

ROUTE 01

Profile study

Simplify the head, headphones and beard into clean shapes.

ROUTE 02 · CHOSEN

Split text iteration

Half silhouette, half name. Tested at small scale.

ROUTE 03

Geometric abstract

Initials built into the headphones and beard.

> *The split text direction won. The silhouette and the name read as one mark, and it still works at the size of a profile picture.*

SCALE TEST

Print

Avatar 110 px

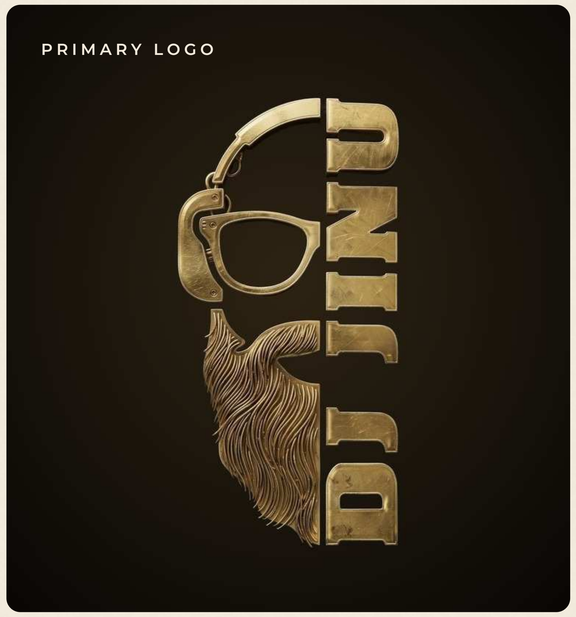
Avatar 64 px

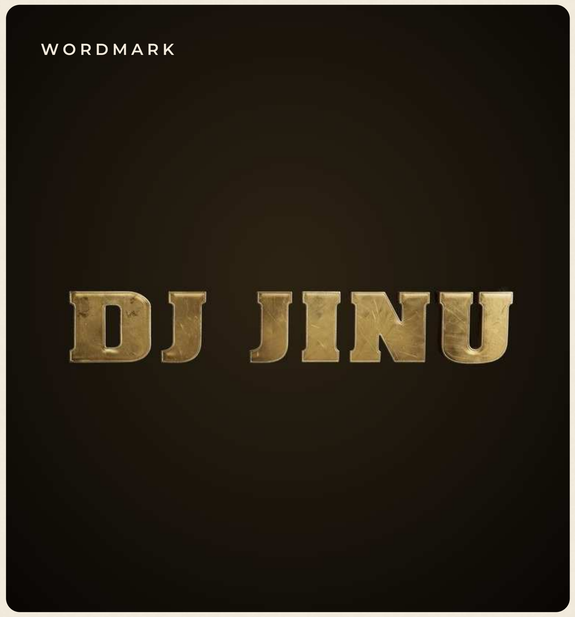
Avatar 40 px

Where identity *meets rhythm*

Strong geometric forms against fluid curves. Precision and movement, luxury and energy, modern and cultural.

04 LOGO DEVELOPMENT





Primary, symbol, wordmark and monochrome. Tested with the DJ and his circle before locking the family.

05 COLOUR PALETTE

OBSIDIAN BLACK
#080808
Nightlife, the club and the stage.

METALLIC GOLD
#C9A227
Luxury and prestige. The signature finish.

CHAMPAGNE GOLD
#E4C766
The lighter highlight inside the system.

WARM WHITE
#F4F1E8
Contrast that keeps communications refined.

06 TYPOGRAPHY

PRIMARY TYPEFACE

Aa

PLAYFAIR DISPLAY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

For prestige.

SECONDARY TYPEFACE

Aa

MONTSERRAT

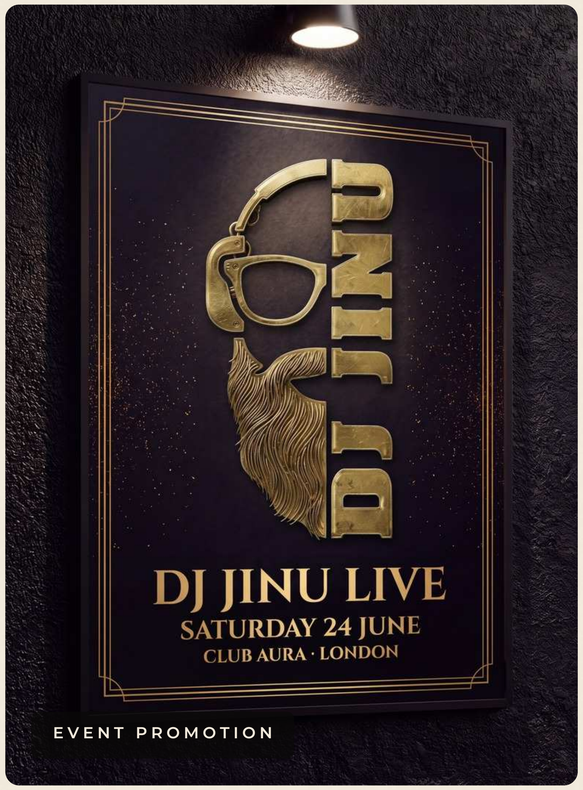
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

For everything that has to be read fast.

07 BRAND APPLICATIONS

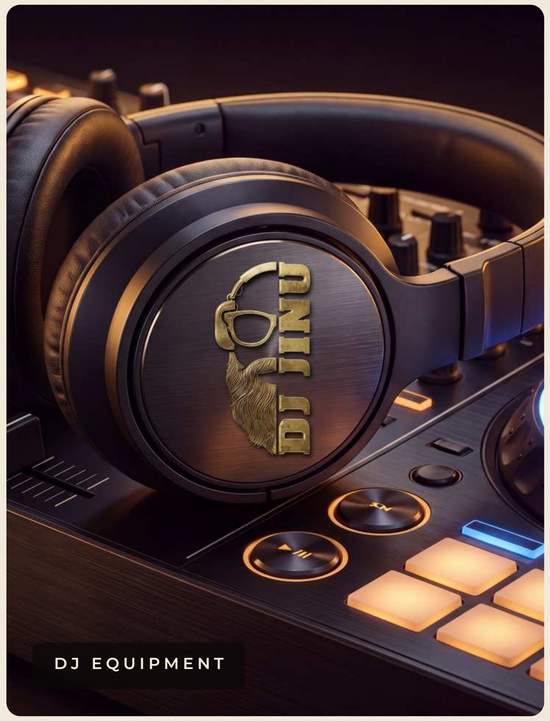
One identity, every touchpoint: from the booth to the merch table.

CLUB ENVIRONMENT



EVENT PROMOTION

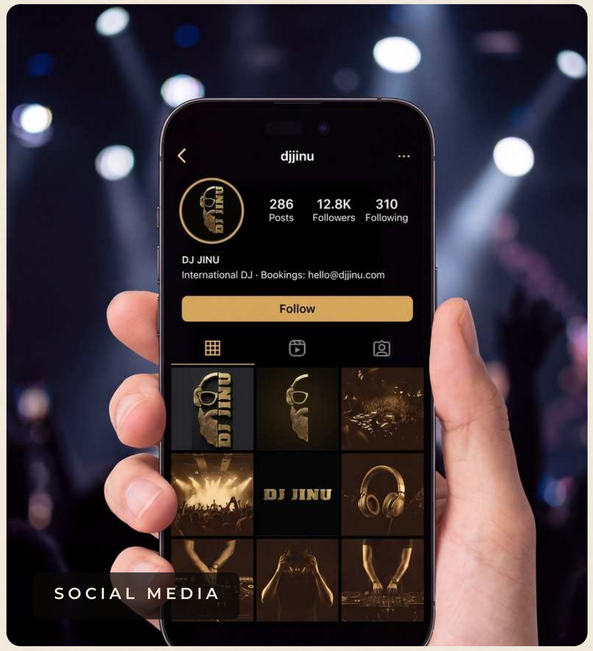
ARTIST PASS



DJ EQUIPMENT

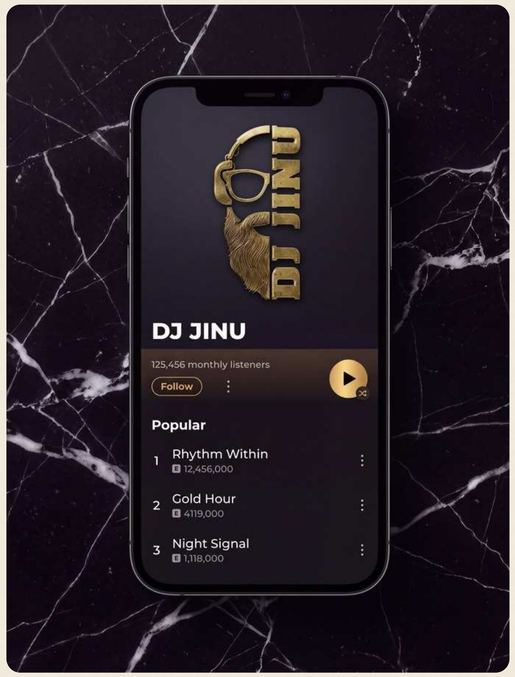
MUSIC RELEASE

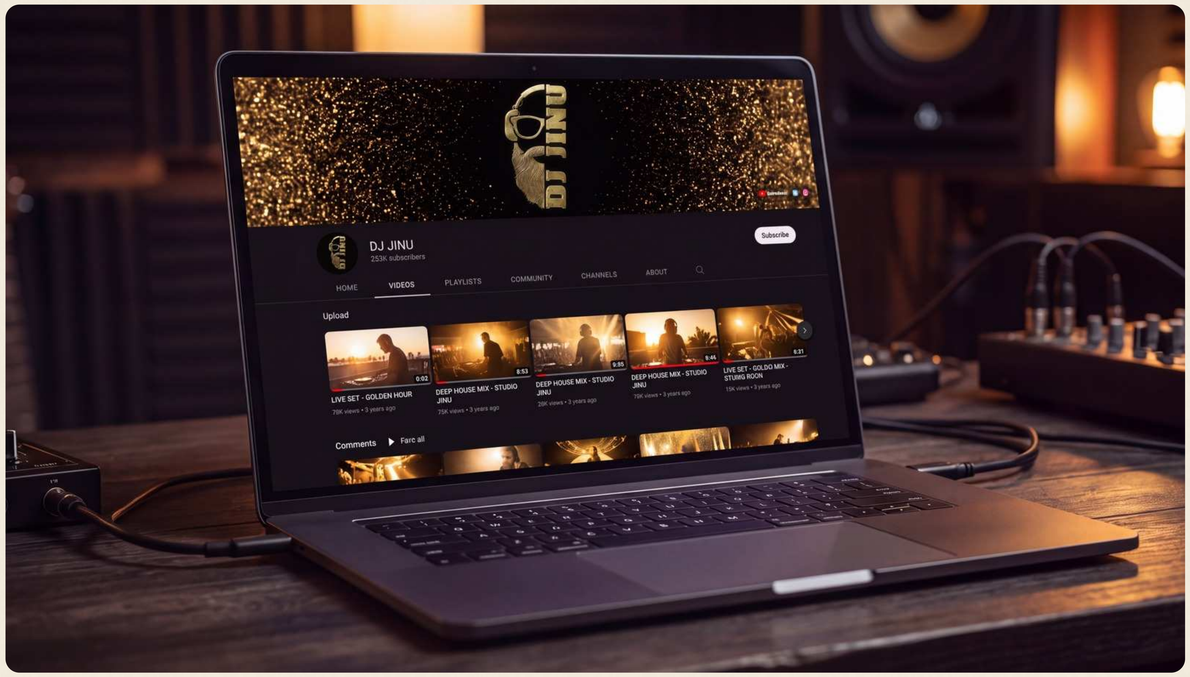
MERCHANDISE



SOCIAL MEDIA

08 SOCIAL IDENTITY





Profile, header and avatar crops for streaming, video and social, all from one master mark.

09 BRAND IN MOTION

A static identity designed with motion in mind. Shapes separate and reassemble on the beat, animated for intros and event screens.

Logo animation file included: DJ Jinu - Logo Motion.mp4

> *I can't believe this is my brand, I love it. And thank you for including my friends and family in the process.*
>
> THE CLIENT

OUTCOME

The applications presentation was the moment it landed. One identity now runs across releases, events, merchandise, social and motion.

CASE STUDY 03 · BRAND IDENTITY DESIGN

The Asian Other... Tamil Podcast

An identity for a Tamil podcast built on honest conversation. Two weeks, complete creative freedom, very few iterations.

ROLE	CLIENT	TIMELINE
Sole Senior Designer	Podcast host	2 weeks

SCOPE

Identity, apps, social

PRIMARY LOGO · IN THE STUDIO

PRIMARY · ENGLISH

PRIMARY · தமிழ்

Two primary lockups of equal weight. The English and Tamil wordmarks share one mark, so the show speaks to both audiences without choosing between them.

01 The brief

The Asian Other... Tamil Podcast is a platform for honest conversations, real stories and diverse perspectives within the Tamil community and beyond. The host had waited to work with me on the strength of the studio's reputation, and gave me complete freedom. The identity needed to feel:

- Authentic
- Inclusive
- Cultural
- Conversational

HOW IT RAN

One conversation with the host to understand the show, its audience and where it would live. Then a single concept, presented with its construction, and refined over very few rounds. Trust up front meant the work could move fast without moving loosely.

02 The concept

Microphone
The voice of the podcast

Two profiles
Conversation, duality, different perspectives

One circle
Dialogue, identity and unity

03 Logo variations

Primary lockups in English and Tamil, icon, black and white, and reversed on gold. The icon holds at profile picture size, which is where a podcast identity lives most of the time.

THE SYSTEM

Warm, clear and instantly recognisable

A bold, timeless palette and a quiet pairing of type, so the mark does the talking.

A symbol of dialogue, identity and unity.

04 Colour palette

SUNRISE GOLD
#FED674
Warmth and culture. The light at the top of the circle.

VOICE GOLD
#FEB615
The colour of the voice. Depth for reversed and print use.

OFF WHITE
#F5F5F5
Clarity in type and supporting layouts.

JET BLACK
#0D0D0D
Sophistication. The studio at night.

SIGNATURE GRADIENT · SUNRISE GOLD TO VOICE GOLD, TOP TO BOTTOM

05 Typography

PRIMARY TYPEFACE

Aa

ART DECO DISPLAY

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SECONDARY TYPEFACE

Aa

CLEAN MODERN SANS SERIF

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

06 Brand applications

PODCAST COVER

SOCIAL MEDIA POST

MERCHANDISE

MUG

NOTEBOOK

07 Social identity

INSTAGRAM · SPOTIFY · YOUTUBE · APPLE PODCASTS

Instagram, Spotify, YouTube and Apple Podcasts. Recognisable across every platform.

08 Brand in context

An identity that feels at home in conversations that matter.

09 Final identity

THE ASIAN OTHER... TAMIL PODCAST

THE ASIAN OTHER... தமிழ் PODCAST

OUTCOME

Delivered in two weeks with very few iterations. One mark now carries the show across cover art, social, merchandise and the studio itself.

A small project, and a good measure of what a clear brief and full trust make possible.

CASE STUDY 01 · BRAND IDENTITY · FULL DESIGN CYCLE

YOUNG ROYALS CRICKET CLUB

A cricket identity built from the ground up, with the players in the room.

ROLE	TEAM	CLIENT	TIMELINE	SCOPE
Lead Designer	Team of 3	Club committee	8 weeks	Identity, kit, merch, digital

"WE DON'T JUST PLAY. WE RISE."

CASE STUDY 01 · BRAND IDENTITY · FULL DESIGN CYCLE

YOUNG ROYALS CRICKET CLUB

A cricket identity built from the ground up, with the players in the room.

ROLE	TEAM	CLIENT	TIMELINE	SCOPE
Lead Designer	Team of 3	Club committee	8 weeks	Identity, kit, merch, digital

01	02	03	04
DISCOVER	DEFINE	DESIGN	DELIVER
Committee brief, tournament rules, preseason visit	Player archetypes, principles, colour strategy	Phoenix concept, logo system, typography	Home and alternate kit, merchandise, social

01 · PRIMARY CREST

02 THE BRIEF

An established amateur club launched a cricket team after growing demand from its members. The committee asked for the whole identity: the brand, the kit colours, and how the team should feel to play for.

01	02	03	04
MODERN AND BOLD	WHITE HOME KIT	TOP, CAP, TROUSERS, SQUAD MERCH	WORKS ON EVERY SURFACE

RESEARCH WITH THE PLAYERS

A preseason match and a training session with my team of three. The juniors led observation and conversations. I set the direction and made every decision. Five things kept coming up.

ROYALTY	ORIGINS	"FIRE"	ANY CONDITIONS	RECRUITMENT
Pride and status, earned on the field	Bold colour that says where they come from	The word they use for anything good	Look like a proper team in every fixture	A team new players want to join

PLAYER ARCHETYPES

ARCHETYPE 01 · BATTER

THE ANCHOR

WHO	Patient, competitive, plays the long game. The one the dressing room looks to when a chase gets tight.
WANTS	A clean, sharp white that looks proper walking out to bat. A name and number to be proud of. Gear that looks premium in the team photo.
FRUSTRATIONS	Template kits that look like every other Sunday side. Feeling like a casual group, not a club.
IMPLICATION	**Composure and status.** A crest that reads as royalty. Typography with weight and confidence.

ARCHETYPE 02 · BOWLER

THE SPARK

WHO	High energy, vocal, the pulse of the fielding unit. The one shouting "fire" after a wicket.
WANTS	Something bold and aggressive to identify with. A look that stands out on the field and in the stands. The alternate kit is their favourite.
FRUSTRATIONS	Bland, safe branding. Identities that do not feel like them.
IMPLICATION	**Energy and flames.** A strong standalone icon for caps, social posts and celebrations.

DESIGN

A PHOENIX, IN THE PLAYERS' OWN LANGUAGE

Rise, resilience and rebirth. Flames for the word they use most. A shield to hold the team together.

"WE DON'T JUST PLAY. WE RISE."

03 THE CONCEPT

The phoenix is a timeless symbol of rise, resilience and rebirth.

With its wings outstretched and flames ablaze, it represents the spirit of young players who rise together and dominate the game.

WE DON'T JUST PLAY.
WE RISE.

05 COLOUR PALETTE

FIRE ORANGE	AMBER	FLAME YELLOW	CRIMSON	EMBER MAROON	NIGHT BLACK
#F15A0C	#FFC107	#FDF20E	#B71C1C	#1E0E10	#0D0D0D
RGB 241 90 12	RGB 255 193 7	RGB 253 242 14	RGB 183 28 28	RGB 30 14 16	RGB 13 13 13

A fiery palette that reflects energy, passion and intensity on and off the field. The combination of warm tones with strong darks creates maximum impact and visibility.

White, home kit. Required for regional competition. The crest, trim and numbering carry the colour.

Orange, the signature. No rival owns it. It carries the fire language and the players' origins.

Black, alternate kit. Stands apart from every other team in the competition and solves clashes with white.

Amber, yellow, crimson. Depth in the flames so the palette never flattens to one colour.

04 DEVELOPING THE LOGO

CONCEPTS

Several directions explored around royalty, fire and the shield

FEEDBACK

Tested with players and committee. The phoenix felt most like their own language

REFINEMENT

Flames on the wings reworked to sit inside the palette. Four states for every surface

PRIMARY LOGO
Full lockup

ICON
Standalone mark

WORDMARK
Type lockup

MONOCHROME
Single colour

06 TYPOGRAPHY

PRIMARY · CUSTOM SPORTS FACE

YOUNG ROYALS

SECONDARY · MONTSERRAT FAMILY

Aa

MONTSERRAT
Regular Medium **SemiBold** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 · 8 · 07 · 10

Primary: a custom sports face built for a jersey back and a scoreboard.
Secondary: Montserrat for numbering, captions and club communications.

DELIVER

RECOGNISABLE IN WHITE. AND IN BLACK.

One crest, one orange, two kits. The team looks like itself in every fixture.

ONE CREST, FOUR STATES

Cap, bottle, story post, single colour print

ORANGE IS THE CONSTANT

Trim, numbers and crest carry it on both kits

FIRE IS THE VOICE

Match day, together, victory

07 BRAND APPLICATIONS

HOME · WHITE

JERSEY

CAP

CRICKET KIT BAG

WATER BOTTLE

Required for regional competition. The crest, trim and numbering carry the colour.

ALTERNATE · BLACK

JERSEY

CAP

CRICKET KIT BAG

WATER BOTTLE

Chosen after researching every other team in the competition. Stands apart, and solves fixture clashes with white.

THE PROJECT IN NUMBERS

8 WEEKS
Brief to launch

3 DESIGNERS
Lead plus two juniors

2 KITS
Home and alternate

4 LOGO STATES
One crest, every surface

09 IN ACTION

A powerful identity that looks great on the field, in the stands and everywhere in between.

WE RISE.
WE PLAY.
WE WIN.

08 DIGITAL AND SOCIAL

OUTCOME

Launched with full kit, squad merchandise and a social presence. Two junior designers trained through the whole cycle.

Product Packaging

Exploring the power of packaging design to create impact, communicate value, and elevate product experiences. From concept to shelf, each design is crafted with purpose, precision, and attention to detail.

3 speeds
Low, medium and high

Oscillating function
Create natural airflow

Lightweight
Easy to transport

keplin
home

Premium

16″ Stand Fan

Color : **Black**

Designed with
3 adjustable speeds

Built for
whisper-quiet operation

Comes with
flexible-height design

www.keplin-online.com

1 (ONE) YEAR WARRANTY

Register your product within **60 days** of purchase to activate your warranty and receive full coverage.

Keep your space
cool and comfortable
Powerful, compact cooling designed for desks, worktops, and everyday home use.

3 speed settings
Choose **low, medium, or high** airflow to suit your comfort

Protective grill
410mm mesh grill
for extra safety & protection

Low noise operation
Enjoy effective cooling with minimal disruption.

keplin
home

Premium 16″ Stand Fan
Smart, powerful cooling for everyday comfort

keplin
home

Keep things **cool & breezy**

SHIPMENT INFO
SKU: KPELBSFN16IIPBC

DESC: Keplin Home 16inch Basic Stand

G/W: ___ KGS
N/W: ___ KGS

MEAS: ___x ___ x ___ CM

For domestic indoor use only.
Please read instructions carefully before use.

Specifications

Model Number:	Batch Number:	Product Size:
444509	LW6468	123cm L x 65cm W x 65cm H
Voltage:	**Power Consumption:**	**Material:**
220-240V~ 50/60Hz	45W	PP & iron

MADE IN CHINA
444509
5 056475 444509

www.keplinonline.com | info@keplinonline.com

Imported by **Keplin Group LTD**, Blake House, Cowley Business Park, Uxbridge, London, UB8 2AD

Comfort, your way
day and night
for consistent, efficient cooling

Up to
55″
extendable base

Only
2.3kg
Lightweight
easy to transport

⚠ WARNING - RISK OF SERIOUS INJURY OR DEATH.

- Read and follow the instructions and safety notices in the enclosed manual carefully before assembly and use of this product.
- Use only the manufacturer's approved replacement parts and cutting spools on the machine.
- Do not operate power tools in explosive atmospheres, such as in the presence of flammable liquids, gases or dust. Power tools create sparks, which may ignite particles, dust, fumes and gases.
- Use safety equipment. Always wear long trousers and eye protection. Safety equipment such as a dust mask, non-skid safety shoes, hard hat, or hearing protection may reduce personal injuries.
- Disconnect the plug from the power source before making any adjustments, changing accessories, or storing power tools
- Avoid using the Grass Trimmer when people, especially children or pets, are nearby.
- Never put hands, feet or other body parts into the underside of the cutting area when the Grass Trimmer is turned on.
- Visually inspect the machine before using to check that the cutting line and spool are securely attached and in good condition. Check regularly that the nuts, bolts and screws are tight.

www.keplin-online.com

Grass Trimmer

The easy way to tidy your lawn

L_{WA} 96dB

Voltage: 230V~ 50Hz
Input: 250W
No load speed: 12,000min-1
Cutting width: 22cm
Guaranteed weight sound Power level: 96dB(A)
Vibration: 5.62m/s ²

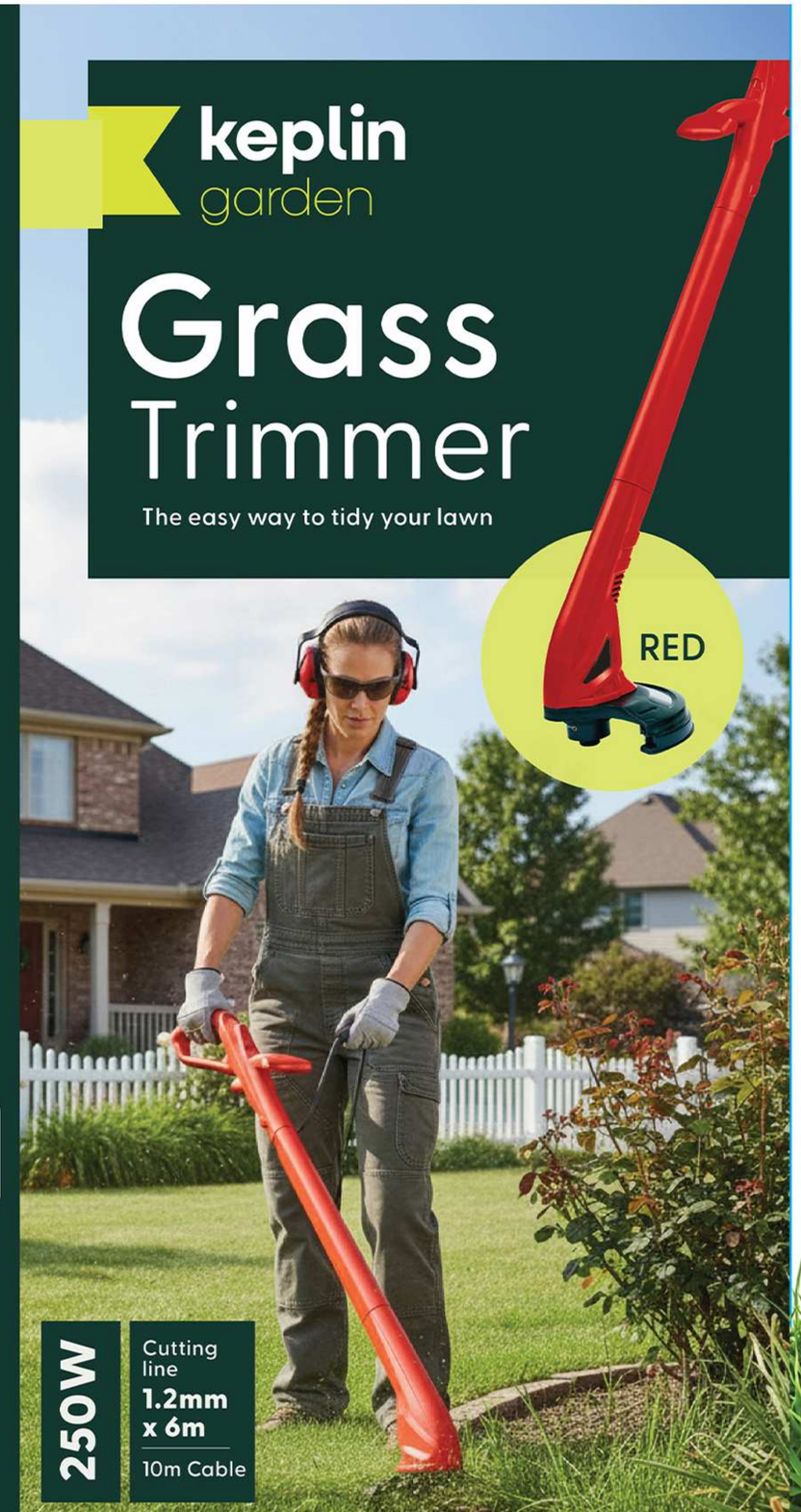
MADE IN CHINA
443533
5 056475 443533

Imported by **Keplin Group LTD**, Blake House, Cowley Business Park, Uxbridge, London, UB8 2AD
www.keplin-online.com | info@keplin-online.com

keplin garden

Grass Trimmer

The easy way to tidy your lawn



250W

Cutting line **1.2mm x 6m**

10m Cable

www.keplin-online.com

Comfortable **handle**

Cutting width **of 22cm**

10m cable with BS plug

To activate your warranty, simply scan the QR code or visit:

https://keplin-online.com/pages/warranty-registration

⚠ **Warning**: For domestic indoor use only

Specifications

Model Number: 440525	Batch Number: LW2059	Rated Voltage: 220-240V~, 50Hz	Rated Input power: 1150W
Output power: 700W	Frequency: 2450MHz	Turntable Size: Diameter : 27 cm	Capacity: 20L

FSC PAPER CE UK CA

MADE IN CHINA
440525
5 058475 440525

Distributed by Keplin Group LTD, Kiara House, Conway Business Park, Lon-Gar Lynton | DR6 3AD

keplin group

© KEPLIN GROUP LTD. ALL RIGHTS RESERVED. ALL ARTWORK, BRANDING, PRODUCT DESIGNS, IMAGERY AND RELATED INTELLECTUAL PROPERTY BELONG TO KEPLIN GROUP LTD.

Email Design

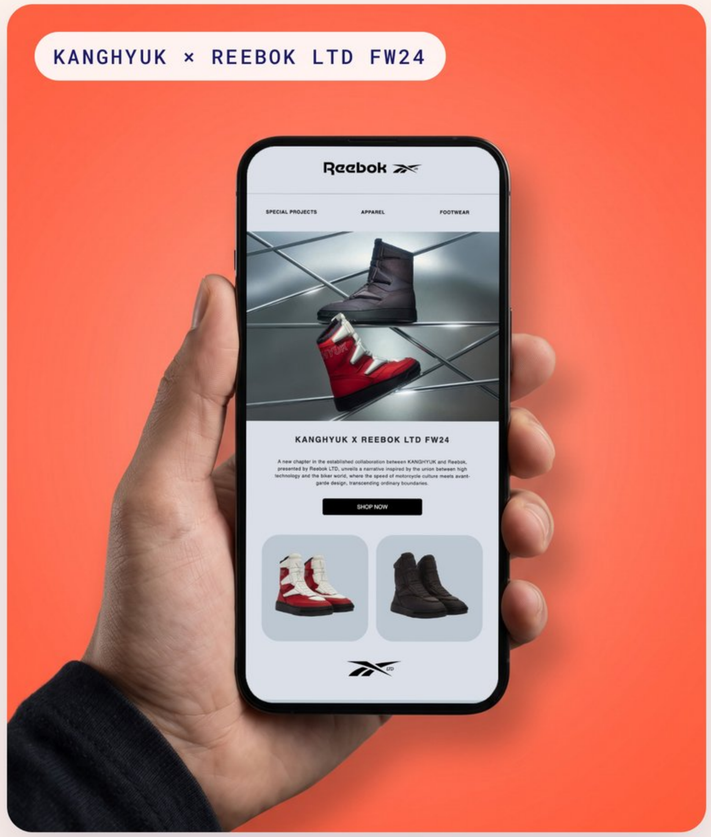
A collection of responsive HTML emails created to engage readers and inspire action. From launch campaigns to lifecycle journeys, every email is crafted on brand, coded in HTML/CSS and tested in Litmus across devices and email clients.

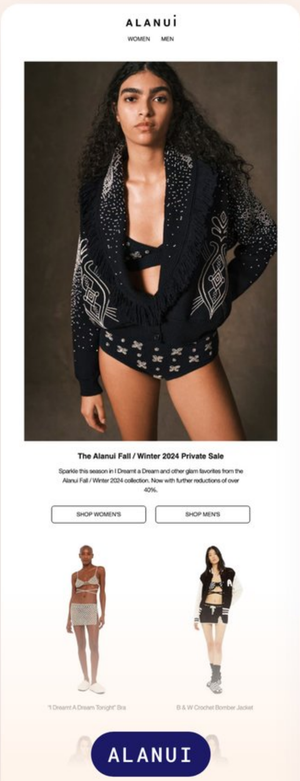
01 — CAMPAIGN EMAILS

Luxury fashion, straight to the inbox.

At Farfetch Platform Solutions I designed and built campaign emails for 24 luxury and sportswear brands, from seasonal sales to product launches. Every email followed the brand's own guidelines, was coded in responsive HTML/CSS and was tested in Litmus before sending.

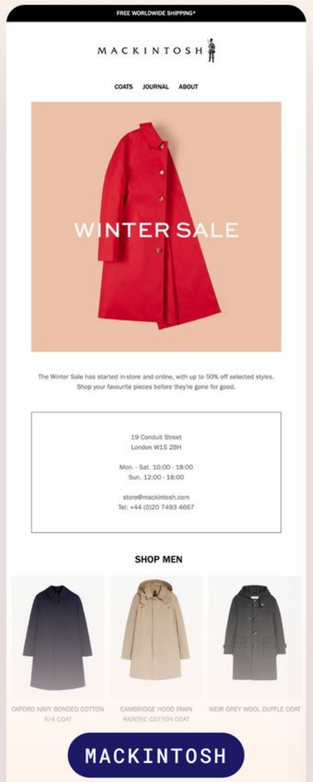
ROLE	CLIENTS	YEARS	TOOLS
CRM Production Specialist	24 fashion brands	2019 – 2025	HTML, CSS, Litmus, Figma



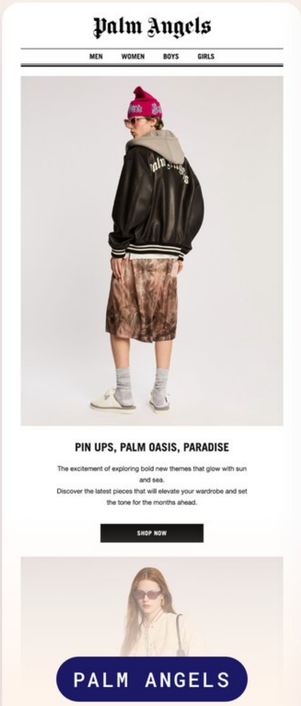


ALANUI

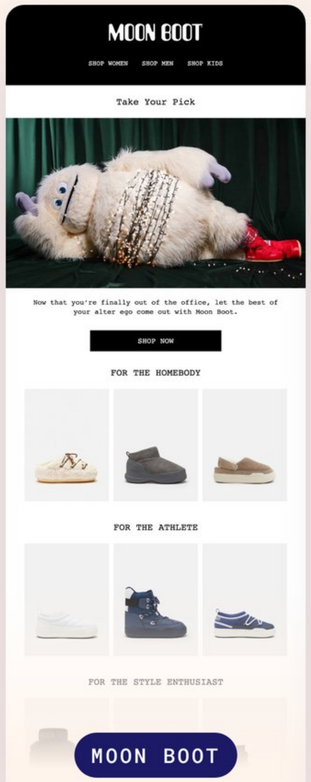
JACOB COHËN



MACKINTOSH

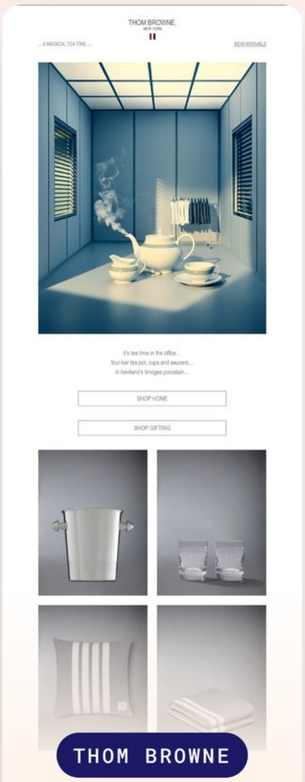


PALM ANGELS



MOON BOOT

SACAI



THOM BROWNE

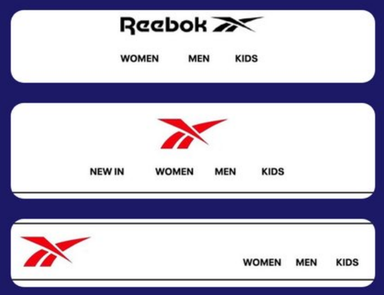
02 — LIFECYCLE JOURNEY

One system, every stage of the journey.

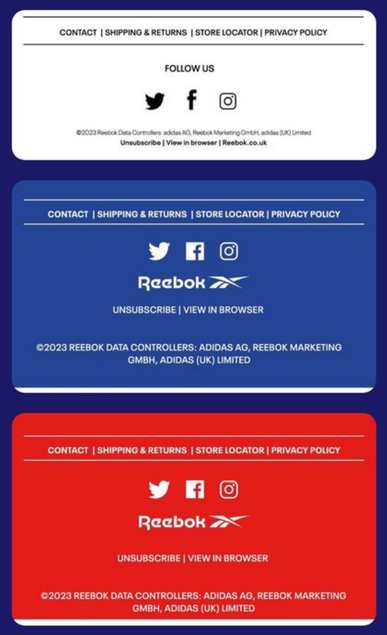
A lifecycle email suite for Reebok. Four emails follow the customer from sign-up to seasonal offer, all built from one shared library of headers, footers and content blocks. Every send stays on brand, and new emails are quick to build.

MODULAR BLOCKS

HEADERS

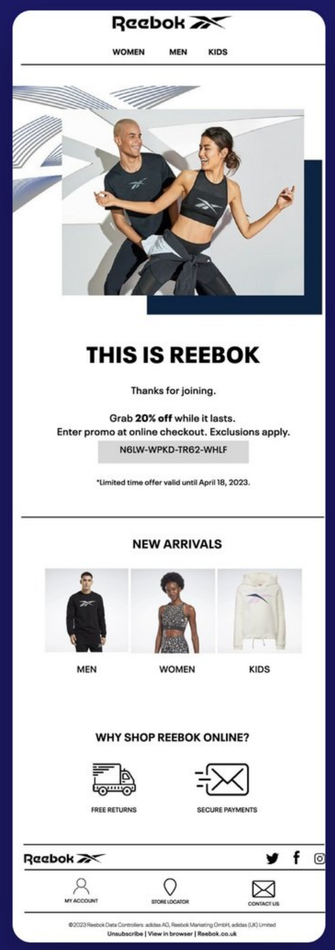


FOOTERS



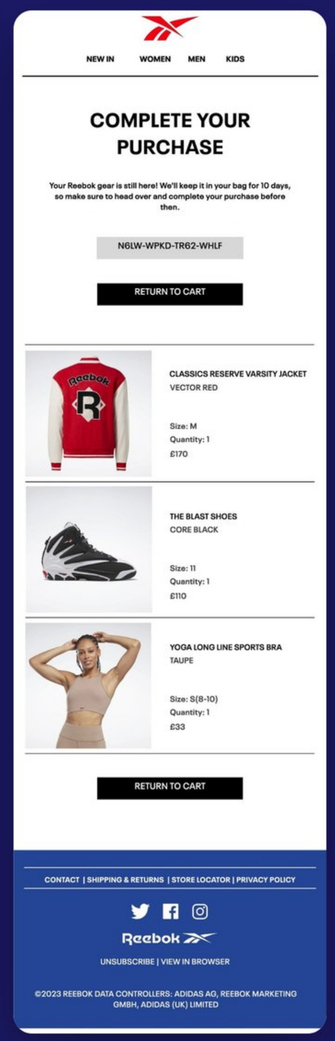
01 — 02 — 03 — 04

01 Welcome



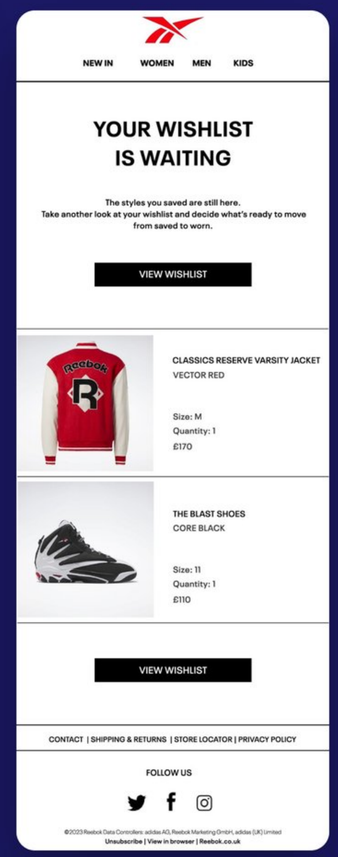
Sent on sign-up, with a 20% welcome code to drive the first order.

02 Abandoned cart



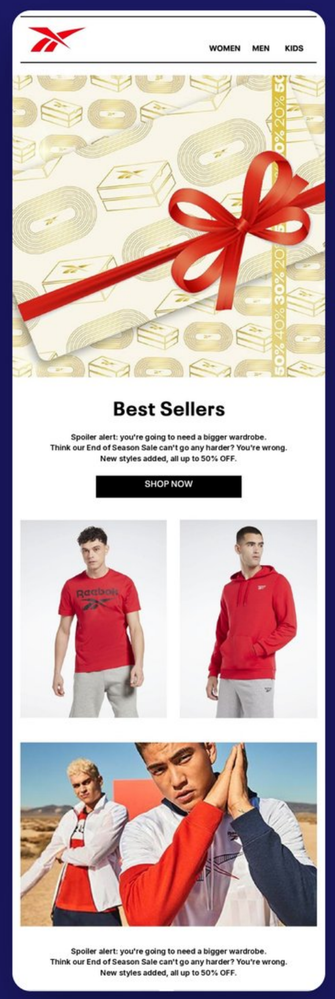
Sent when items are left in the bag, with a voucher to complete the purchase.

03 Wishlist reminder



Brings saved styles back to the top of the inbox.

04 Seasonal offer

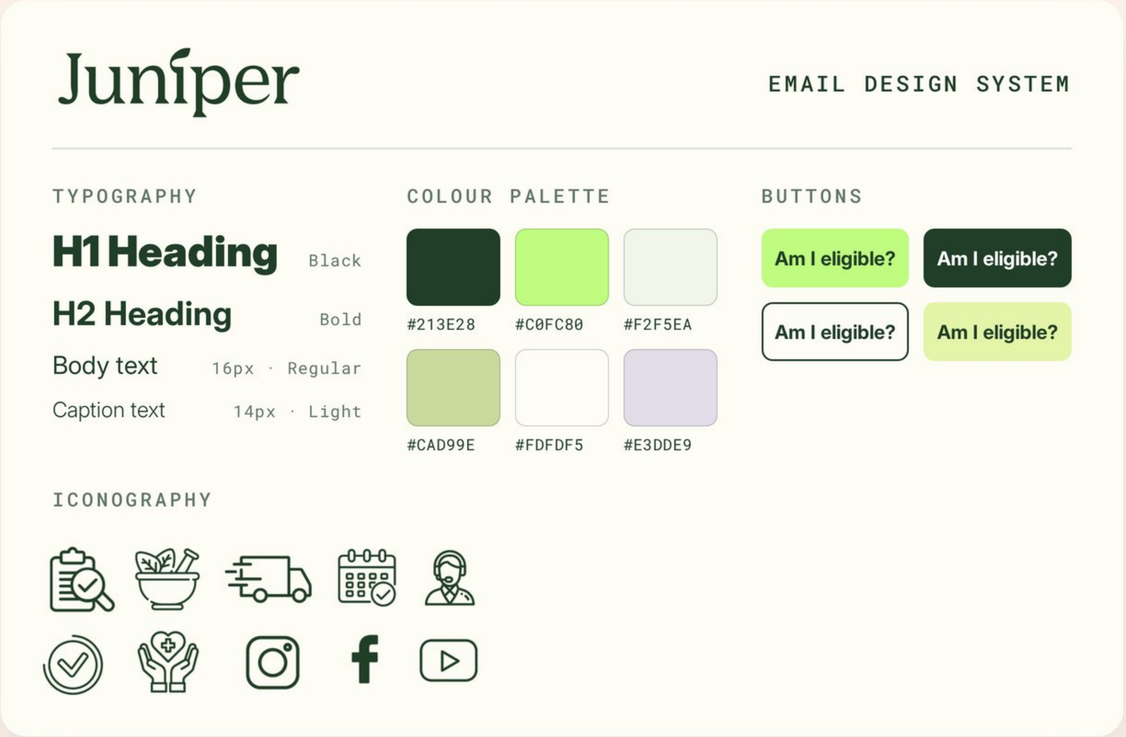


End of Season Sale campaign featuring best sellers, up to 50% off.

03 — HEALTHCARE BRANDS

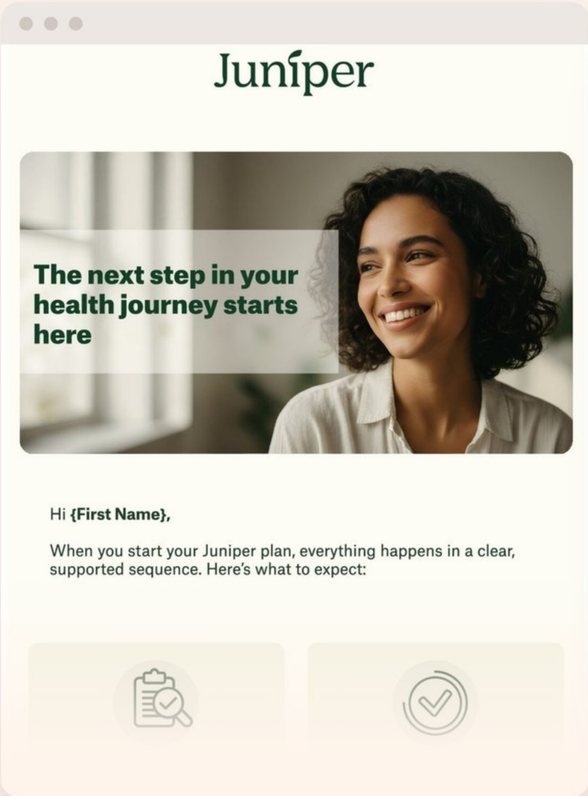
Clear, caring emails for healthcare brands.

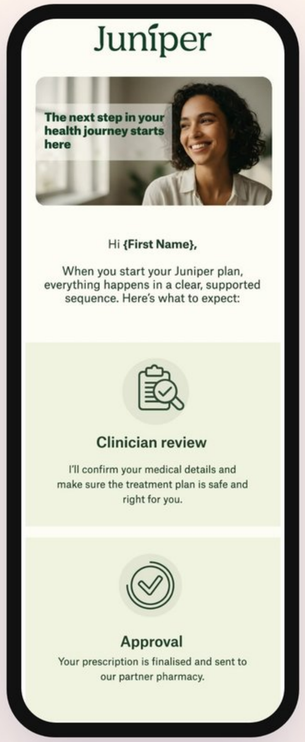
Email systems for Juniper and Mayfair Weight Loss Clinic, with reusable headers, footers, buttons and icons. I used them for onboarding, offers, delivery updates and review requests. Personalisation tags greet every patient by name, and layouts adapt from desktop to mobile.



JUNIPER

DESKTOP · MOBILE



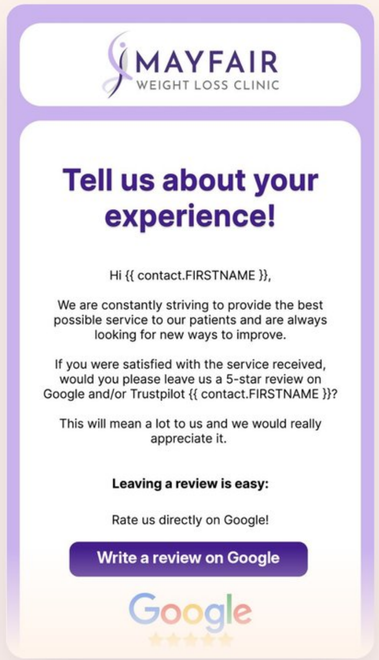


MAYFAIR WEIGHT LOSS CLINIC

OFFER

DELIVERY UPDATE

REVIEW REQUEST



UI/UX Design

COLLECTION OF THOUGHTFULLY CRAFTED USER INTERFACE DESIGNS CREATED USING INDUSTRY-LEADING TOOLS LIKE FIGMA AND ADOBE XD. EACH DESIGN REFLECTS A SEAMLESS BLEND OF FUNCTIONALITY AND AESTHETICS, FOCUSING ON USER-CENTERED EXPERIENCES AND MODERN DESIGN PRINCIPLES. FROM MOBILE APPS TO WEB INTERF ACES, MY WORK SHOWCASES CLEAN LAYOUTS, INTUITIVE NAVIGATION, AND ATTENTION TO DETAIL. EXPLORE HOW I BRING IDEAS TO LIFE, DELIVERING ENGAGING DIGITAL SOLUTIONS THAT ALIGN WITH USER NEEDS AND BUSINESS GOALS.

CASE STUDY 04 — E-COMMERCE UI

A PREMIUM STORE FOR THE MOMENTS THAT MATTER

QOVO is Keplin Group's new range of matte-black kitchen appliances. We designed its online store from competitor research to final UI, so a new brand could hold a premium price and launch products at different times.

ROLE	TEAM	CLIENT	SCOPE	LIVE
UI Designer	Ajith Yoganathan, Jiahui Mou	QOVO, Keplin Group Ltd	Research, wireframes, UI, mobile	qovohome.com

© All rights to this project belong to Keplin Group Ltd • Designed in collaboration with Jiahui Mou

01 — THE CHALLENGE

A PREMIUM BRAND IN A SALE-BANNER CATEGORY

QOVO had to win two audiences at once: shoppers deciding whether the range is worth a premium price, and retail buyers deciding whether to stock it. Products were also launching at different times, so the store had to sell one product while building demand for the next.

12
competitor sites reviewed, from mass-premium to true premium

2
audiences: home shoppers and retail buyers

3
products launching at different times

01 PREMIUM HAS TO LOOK EARNED

Mass-premium rivals lead with price cuts and busy promo banners. QOVO needed to sit with Breville and SMEG, not in the discount aisle.

02 PRODUCTS AT DIFFERENT STAGES

One product was live while others were still coming soon. Every card and page needed a clear status and a way to register interest.

03 A NEW BRAND WITH NO REVIEWS

Trust had to come from proof points, such as warranty, testing and press approval, instead of empty star ratings.

© All rights to this project belong to Keplin Group Ltd • Designed in collaboration with Jiahui Mou

02 — WIREFRAMES

STRUCTURE BEFORE STYLE

We agreed the content order in low fidelity first. Every research finding became a section, so the visual design had a clear job to do.

PROOF OVER ADJECTIVES

Every claim sits next to a proof point: warranty, testing or press.

A STATUS ON EVERY PRODUCT

Best Seller, Arriving Soon and Notify Me make launch timing clear.

ONE CLEAR ACTION PER CARD

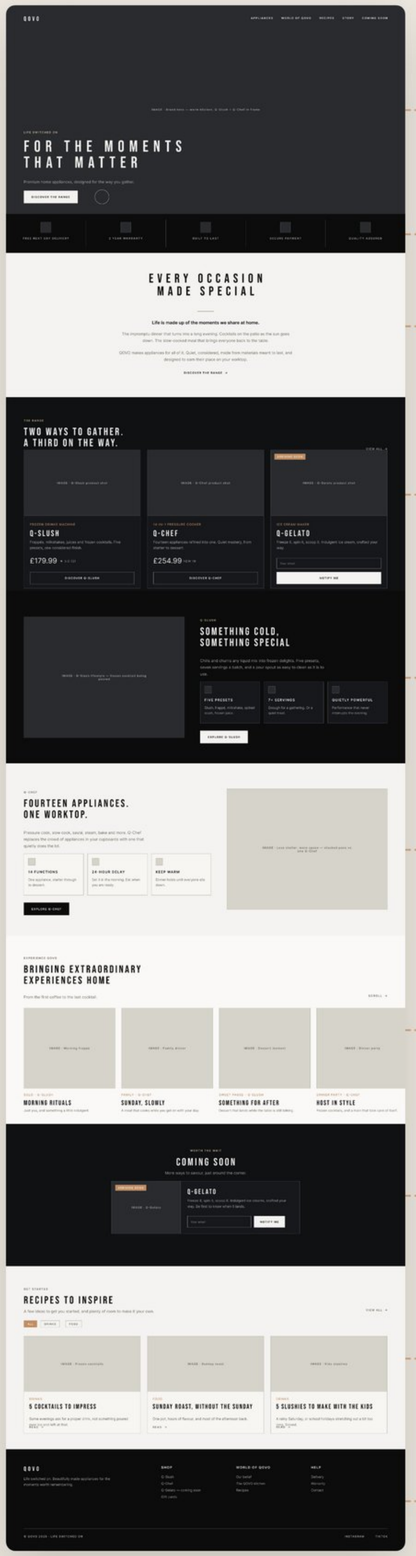
Add to Cart, See Details or Notify Me, never a wall of buttons.

CALM, CONFIDENT LAYOUTS

Room to breathe, so the products feel premium.

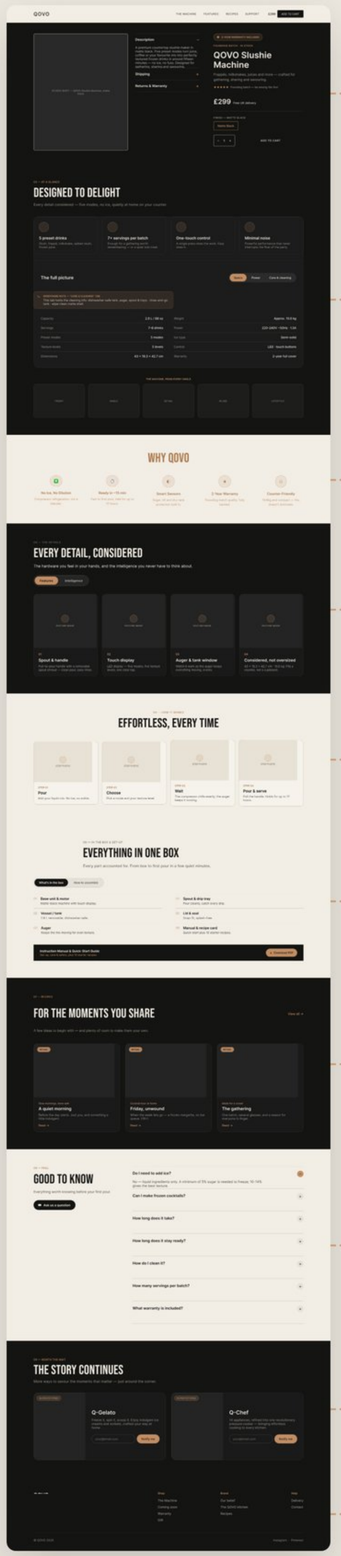
EARLY VISUAL DIRECTIONS

HOMEPAGE



01 Hero, one product, one proof line
02 Trust bar
03 Brand story
04 The range, with status pills
05 Q-Slush spotlight
06 Q-Chef spotlight
07 Occasions carousel
08 Coming soon, notify me
09 Recipes to inspire
10 Footer and newsletter

PRODUCT PAGE



01 Hero and buy box
02 At a glance
03 Why you should buy
04 The details
05 How it works
06 In the box
07 Recipes
08 FAQs
09 Coming soon
10 Footer

© All rights to this project belong to Keplin Group Ltd • Designed in collaboration with Jiahui Mou

03 — DESIGN SYSTEM

A QUIET, PREMIUM KIT OF PARTS

COLOUR

Charcoal #141413	Graphite #1E1D1B	Ink #0D0D0C
Bronze #C48E64	Deep bronze #B07A4F	Sand #CBB99A
Stone #A8A49C	Cream #F4ECDF	Mist #E5E5E5

TYPE

FOR THE MOMENTS THAT MATTER

BEBAS NEUE · DISPLAY · 30% TRACKING

Silky ice cream, indulgent milkshake or creamy sorbet.

INTER · BODY AND UI · REGULAR, MEDIUM

BUTTONS AND STATUS

Add to Cart | See Details

BEST SELLER | ARRIVING SOON | Save 27% | Notify Me

PRODUCT CARDS · STATUS, PRICE, TWO CLEAR ACTIONS

Q-Slush Premium Frozen Drinks Machine

Frappés, milkshakes, frozen cocktails and more - crafted for gathering, sharing and savouring.

£131.98 ~~£179.99~~ Save 27%

★★★★★ 5.0 (2)

Add to Cart | See Details

Q-Chef Premium Multi Pressure Cooker

Fourteen appliances refined into one. Quiet mastery, from starter to dessert.

£149.99

Add to Cart | See Details

QOVO - Ice-cream Maker

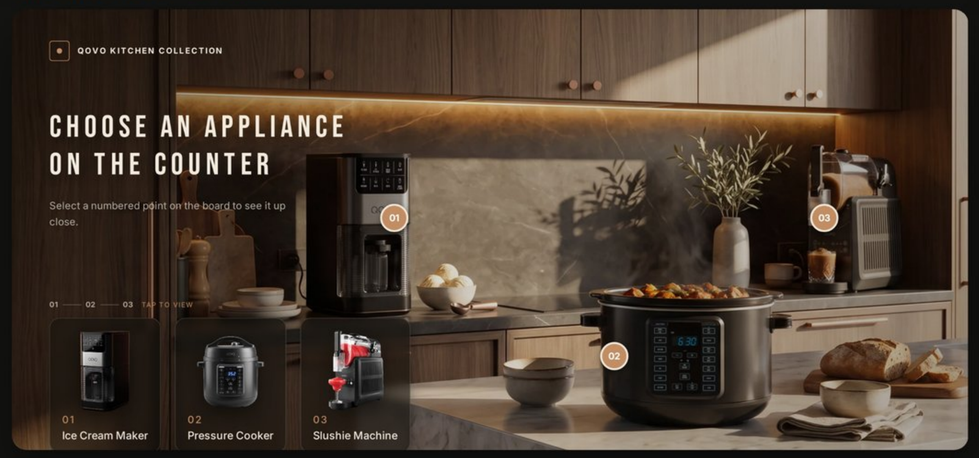
Freeze it, spin it, scoop it. Enjoy indulgent ice creams, crafted your way.

your@email.com | Notify Me

TRUST BAR · PROOF UNDER THE FOLD

FREE NEXT DAY DELIVERY | BUILT TO LAST | SECURE PAYMENT | QUALITY ASSURED | WARRANTY BACKED

INTERACTIVE COUNTER



Shoppers tap a numbered point to see each appliance up close, then add it to the cart or join the waitlist without leaving the page.

PROOF TILES

PERFORMANCE VERIFIED — Tested by GHI engineers.

SAFETY CHECKED — Tested against safety criteria.

DURABILITY ASSESSED — Built for lasting performance.

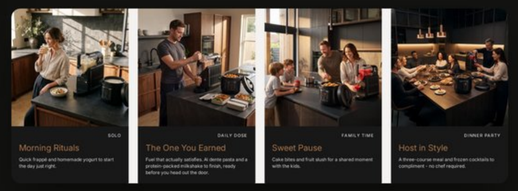
FEATURE TILES

05 **FIVE PRESETS** — Slush, frappé, milkshake, spiked slush, frozen juice.

07 **7+ SERVINGS** — Enough for a gathering. Or a quiet snack.

QUIETLY POWERFUL — Performance that never interrupts the evening.

OCCASION CARDS



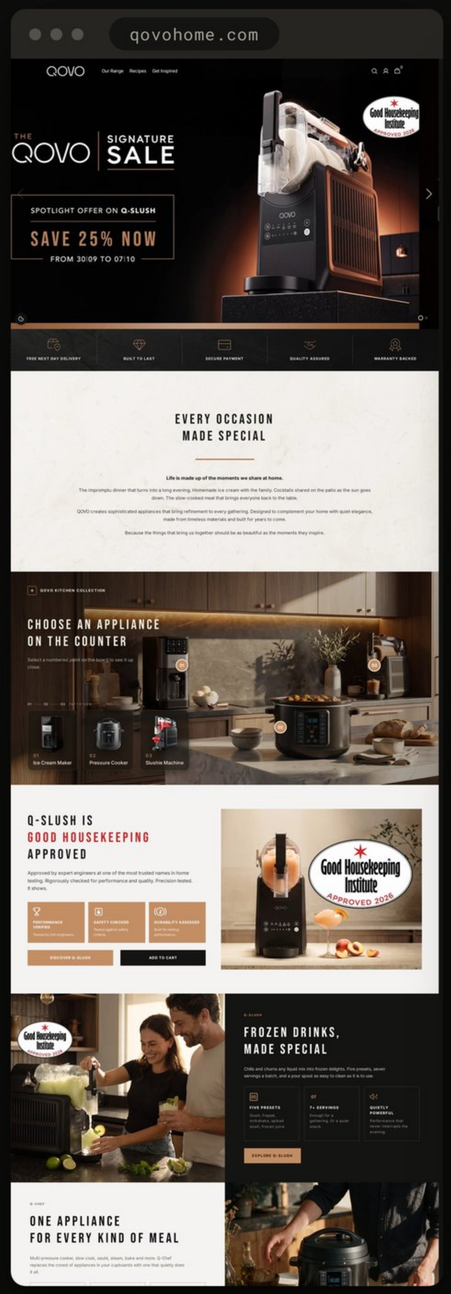
© All rights to this project belong to Keplin Group Ltd • Designed in collaboration with Jiahui Mou

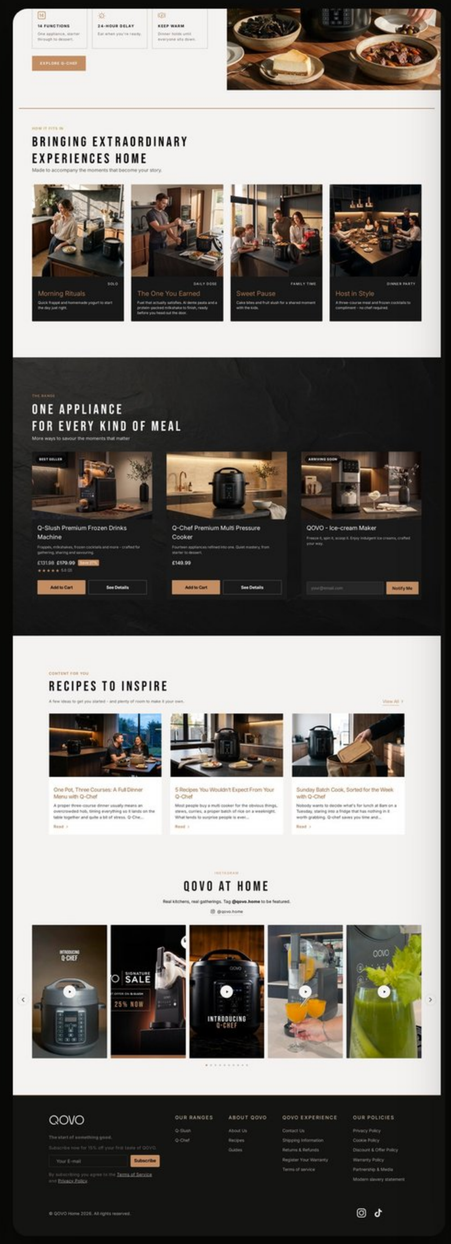
04 — FINAL DESIGN · DESKTOP

LIVE AT QOVOHOME.COM

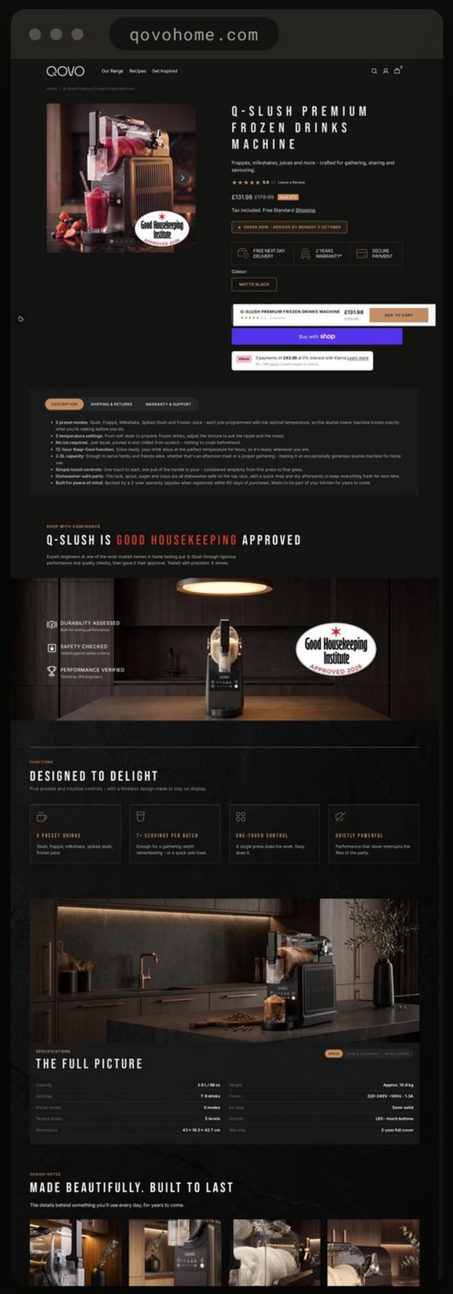
Full homepage and product page, as built on Shopify. Dark, bronze-lit sections carry the products; cream sections hold the story, recipes and FAQs, so long pages stay easy to scan.

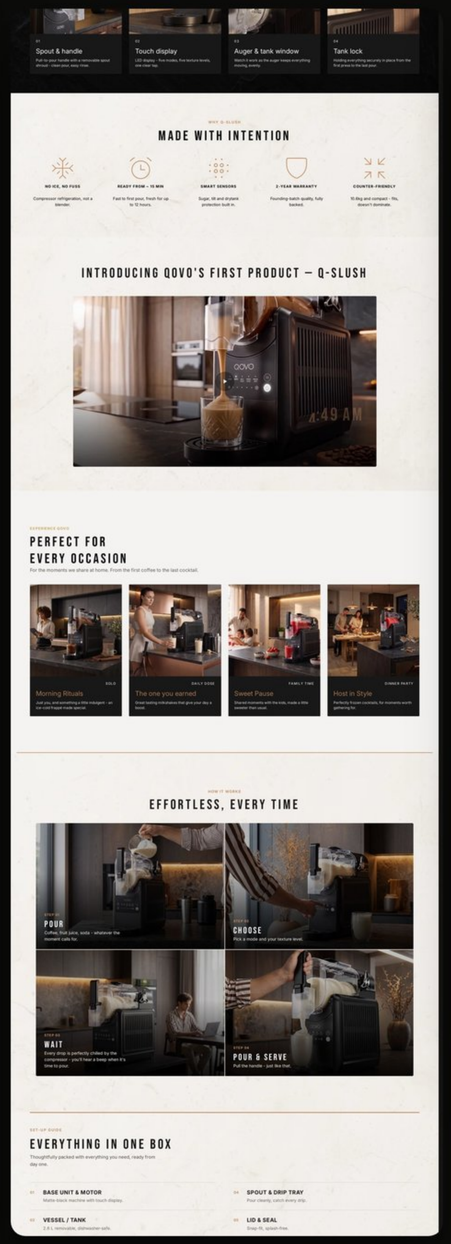
HOMEPAGE

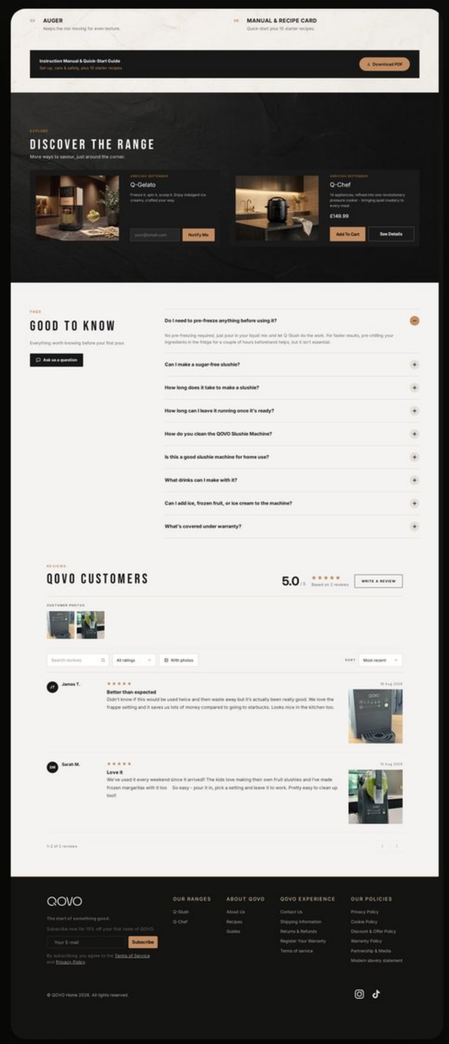




Q-SLUSH PRODUCT PAGE





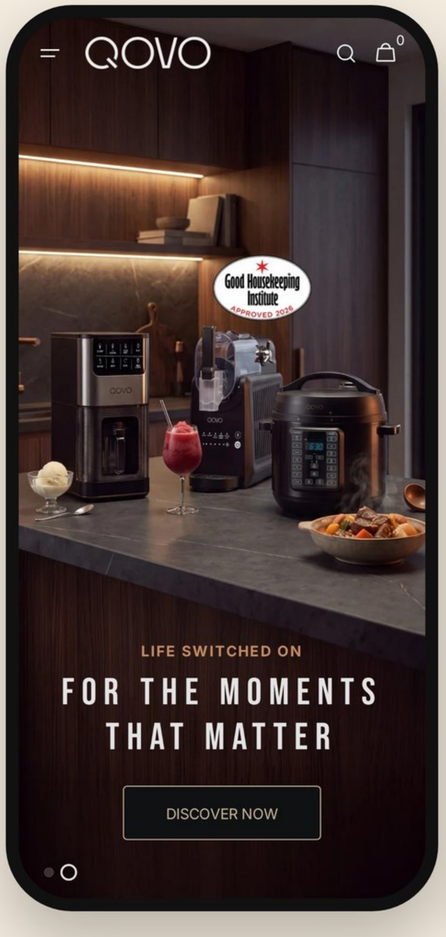


© All rights to this project belong to Keplin Group Ltd • Designed in collaboration with Jiahui Mou

05 — FINAL DESIGN · MOBILE

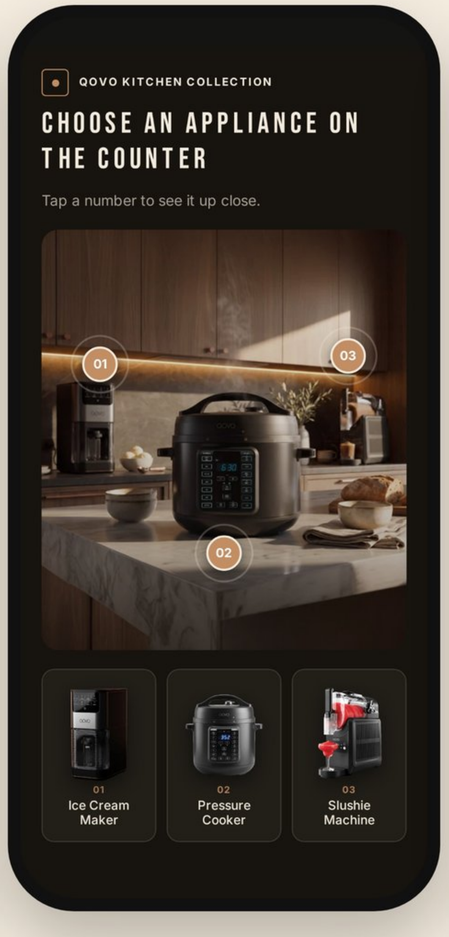
CALM ON EVERY SCREEN

Every section was designed mobile-ready, with stacked cards, thumb-sized hotspots and the buy box kept above the fold.



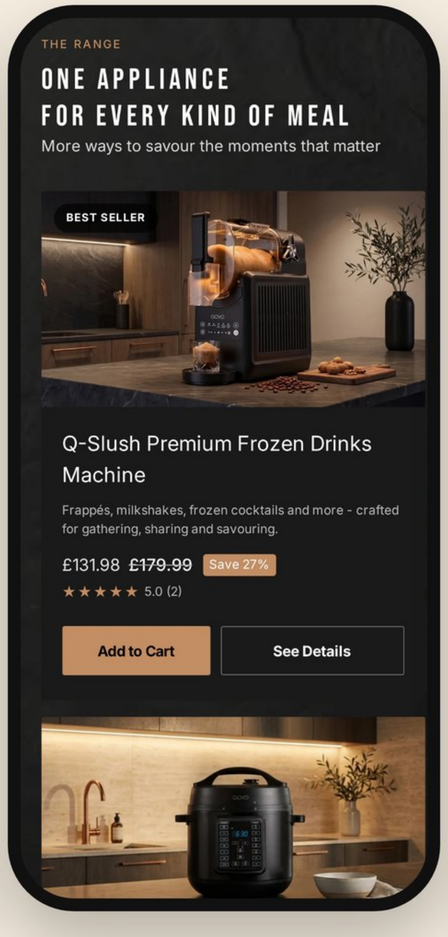
01 HERO CAROUSEL

Brand story and campaign offers share one slot, so promotions never crowd the page.



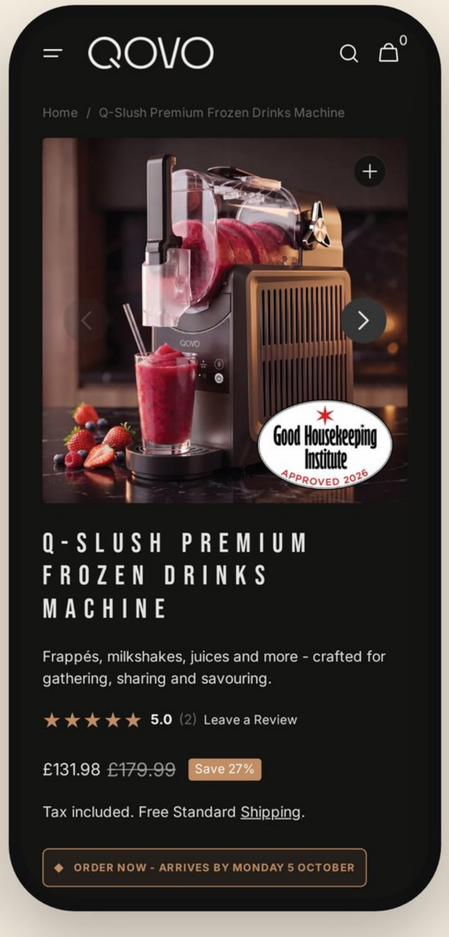
02 INTERACTIVE COUNTER

Numbered points open each appliance, sized for a thumb.



03 RANGE WITH STATUS

Best Seller and Arriving Soon pills, with one main action per card.



04 PRODUCT BUY BOX

Price, rating and delivery promise, all above the fold.

05 MADE WITH INTENTION

Five icon-led proof points answer the big questions fast.

LIVE
Shipped on Shopify at qovohome.com

PROOF
Good Housekeeping Institute approval built into the hero, product page and Q-Slush spotlight

ONE SYSTEM
Shared components across the homepage, product pages and recipes

© All rights to this project belong to Keplin Group Ltd • Designed in collaboration with Jiahui Mou

Track. Improve.
Succeed. Thrive.

Struggling to break bad habits and build good ones? This habit tracker app makes your journey easy and motivating. Turn your goals into reality and create a healthy, productive lifestyle effortlessly!

Client's task

Problem & Solution

Problem

Many people struggle to break bad habits and build good ones due to a lack of motivation, consistency, and tracking. Without.

584,208
Visits

10,650
Active Users

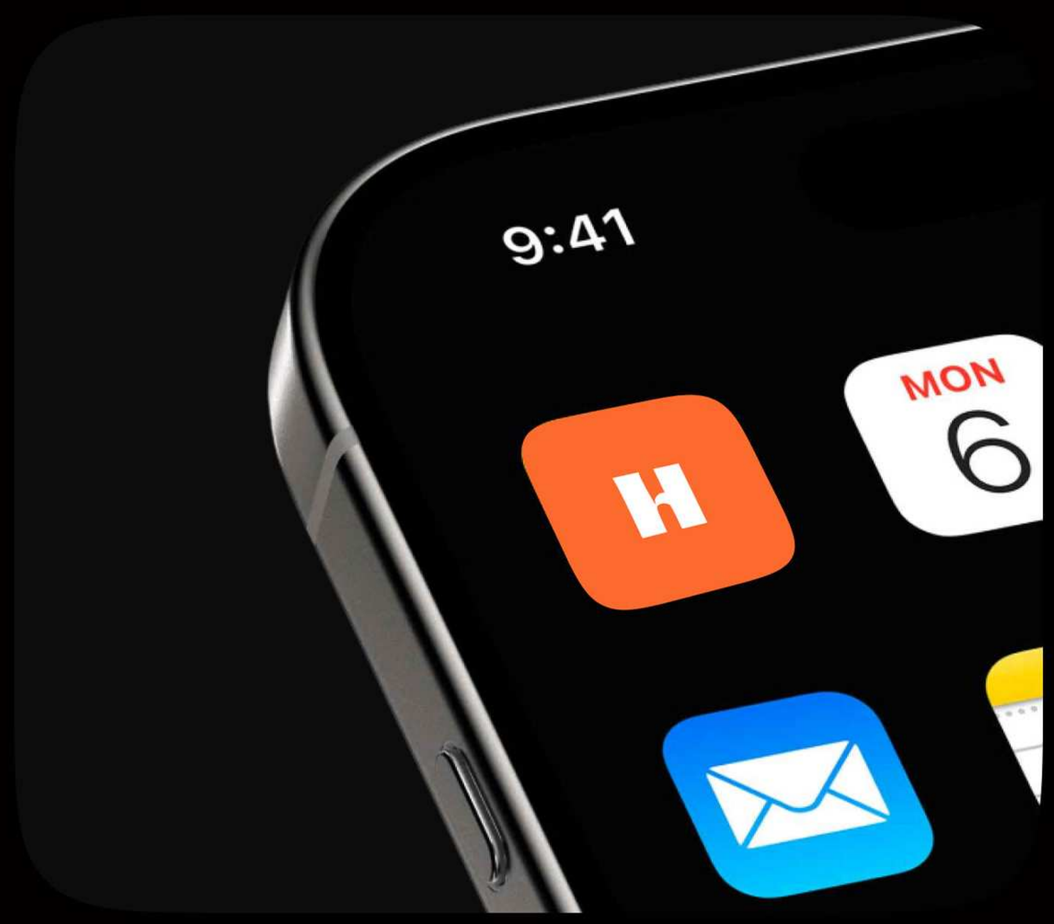
10+
Integrated Exchanges

4870+
Active Traders

Solution

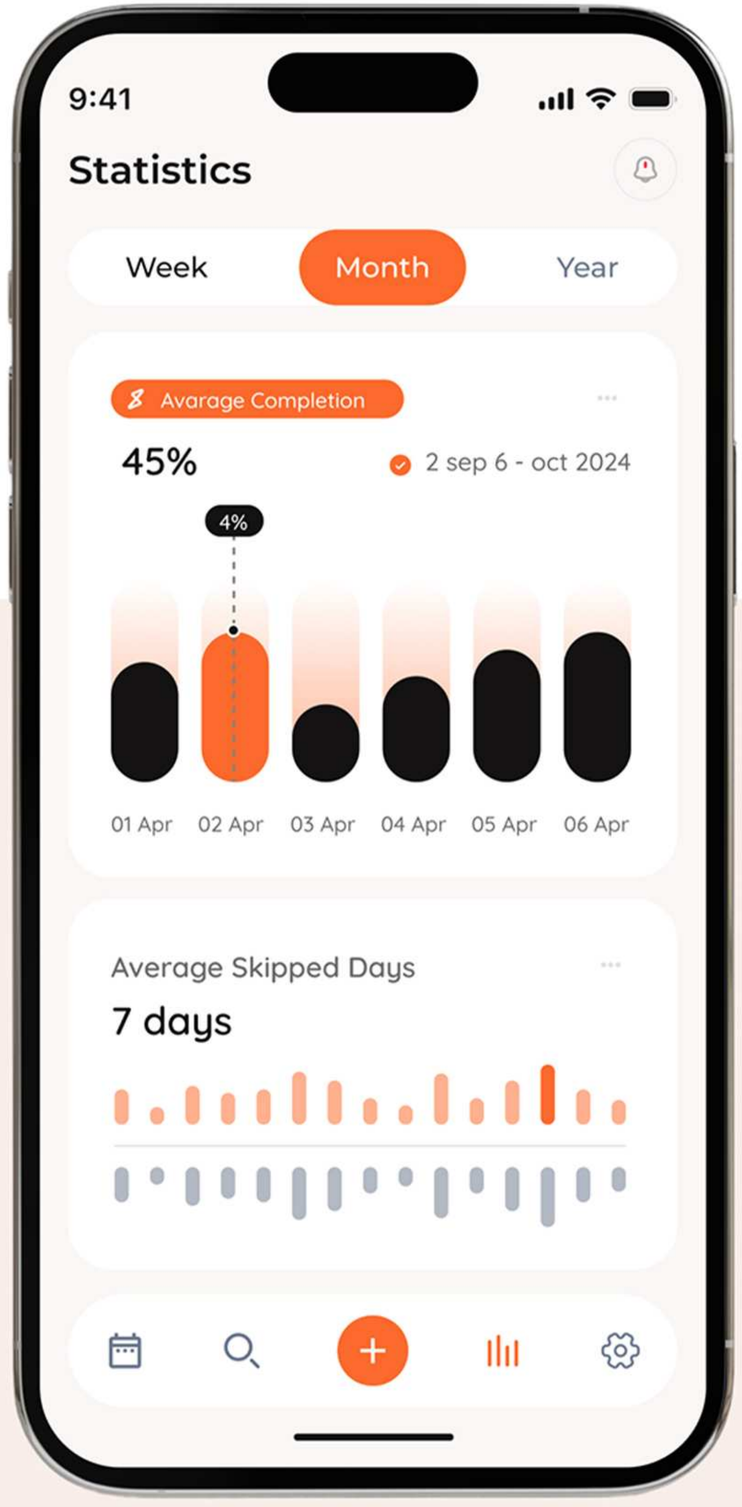
A habit tracker app provides a simple and motivating way to build good habits and break bad ones. By tracking progress.

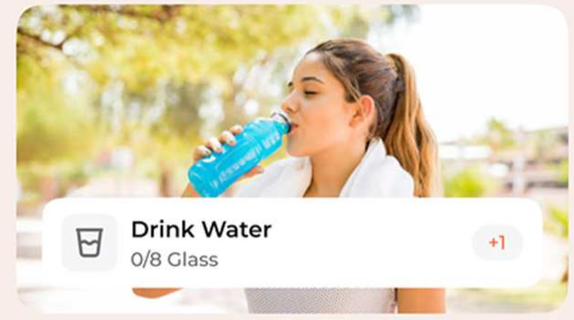
Dashboard
Portfollio
My books
Branding
Templates

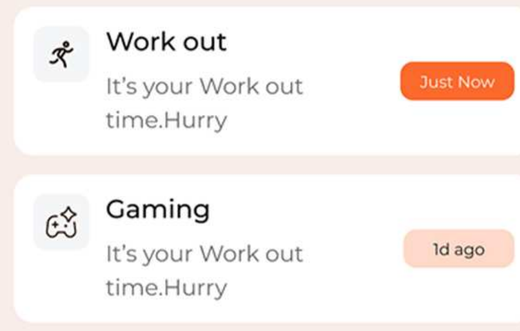


Many people struggle to break bad habits and build good ones due to a lack of motivation,A habit tracker app provides a structured and motivating way to build good habits and eliminate bad ones. With progress tracking,

A habit tracker is a powerful tool designed to help individuals build good habits and break bad ones by tracking consistently.







Colors

Palettes

Font Family

Font Used

Montserrat

Regular

Medium

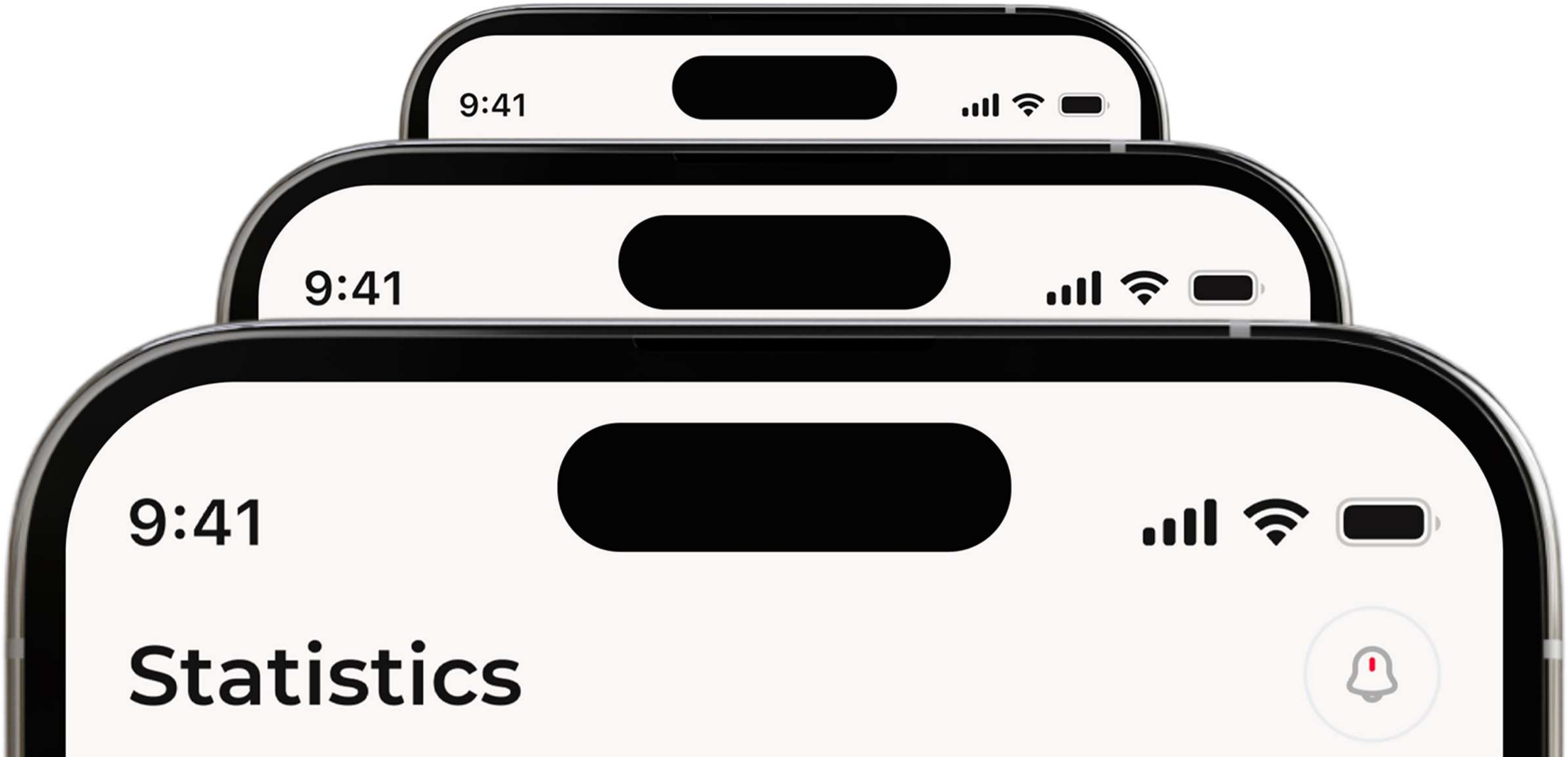
Bold

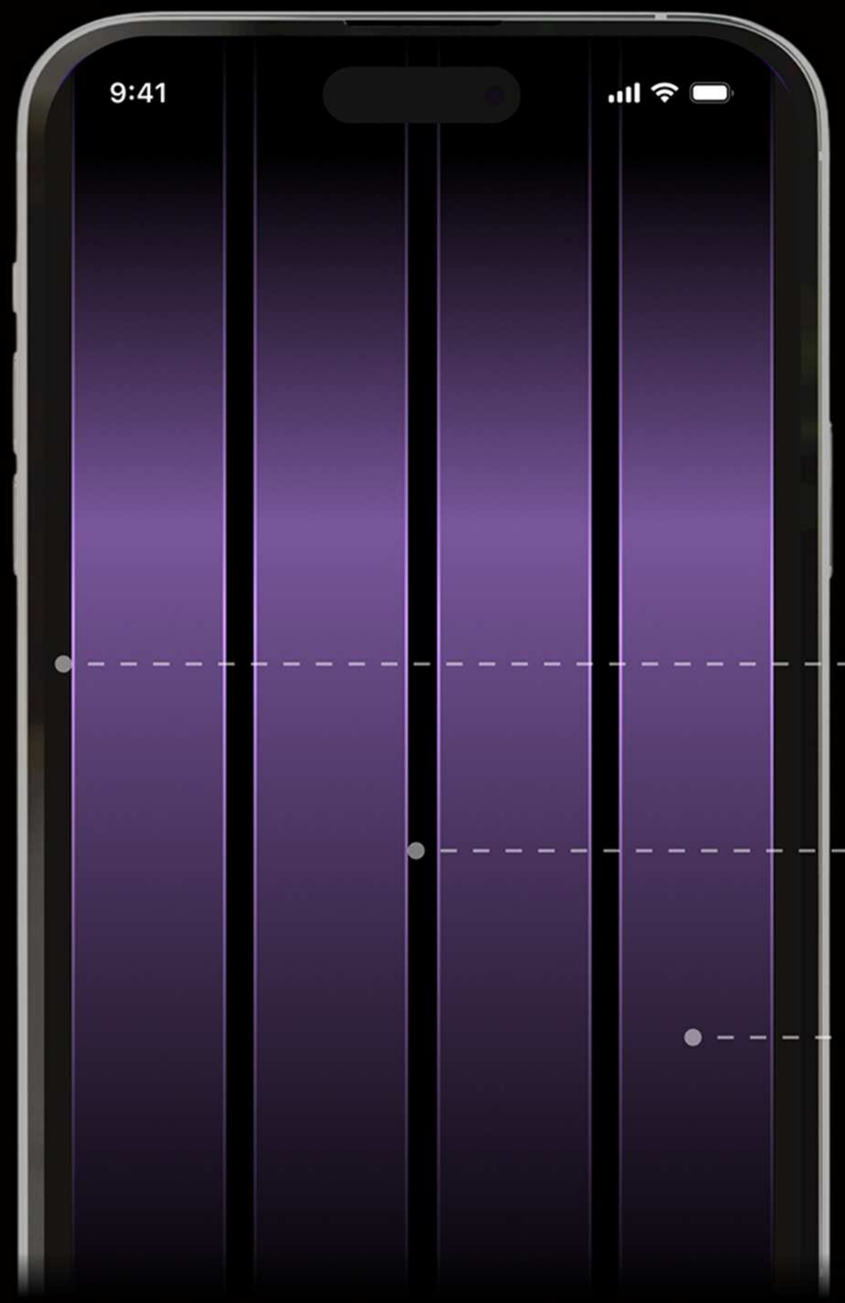
Font Preview

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&()


9:41
9:41
9:41
Statistics



Grid Systems

Font Size 375x812

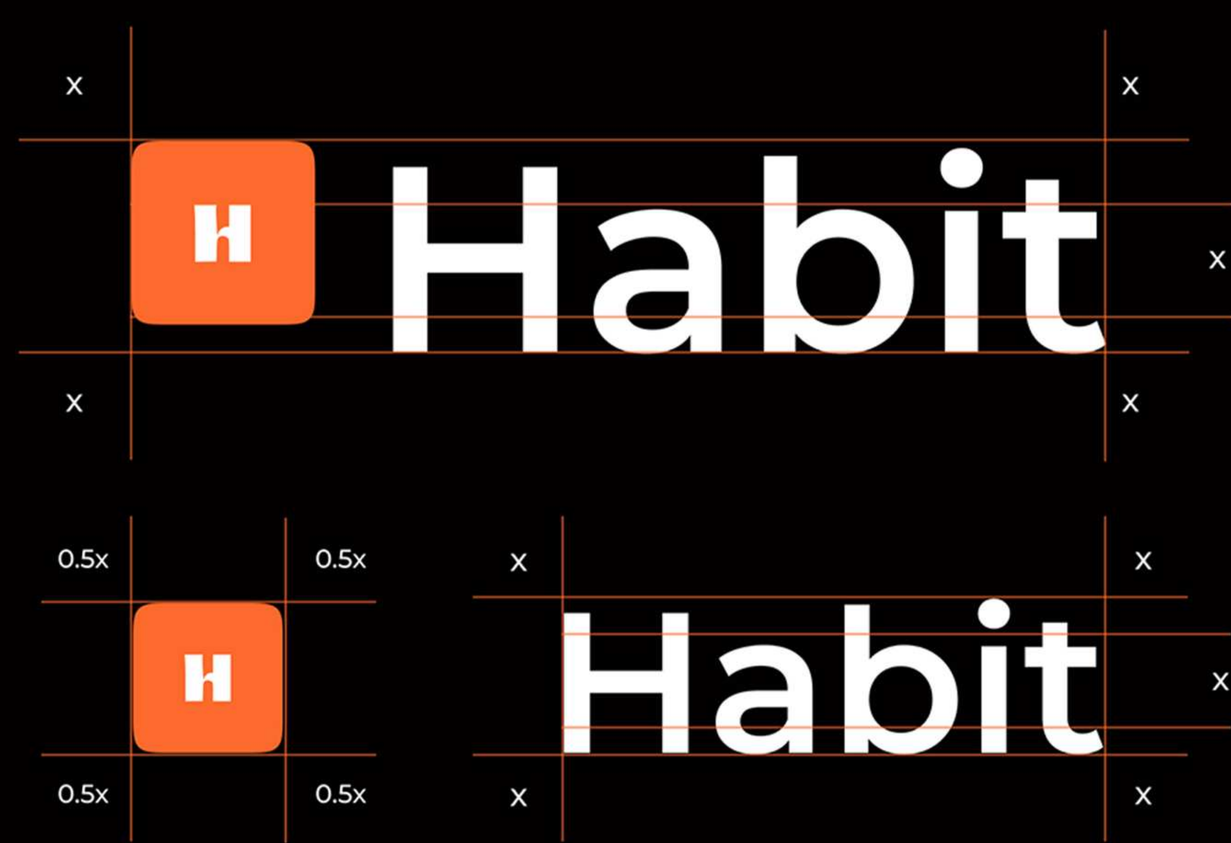
Margin 16

Gutter 20

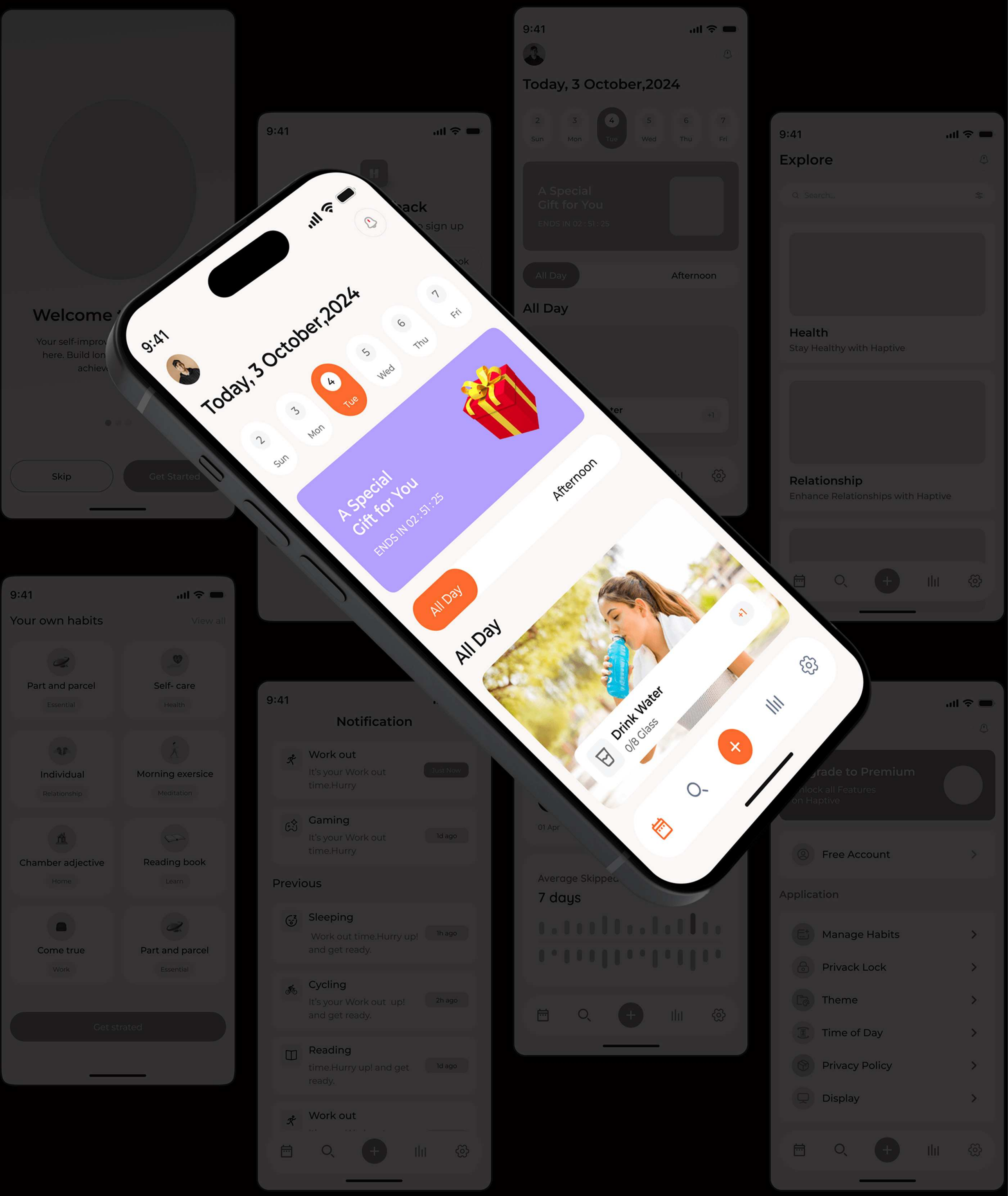
Column 70

Brand Identity System

A Brand Identity System is a structured framework that defines how a brand presents itself visually and verbally across all platforms. It ensures consistency, recognition, and a strong brand presence.

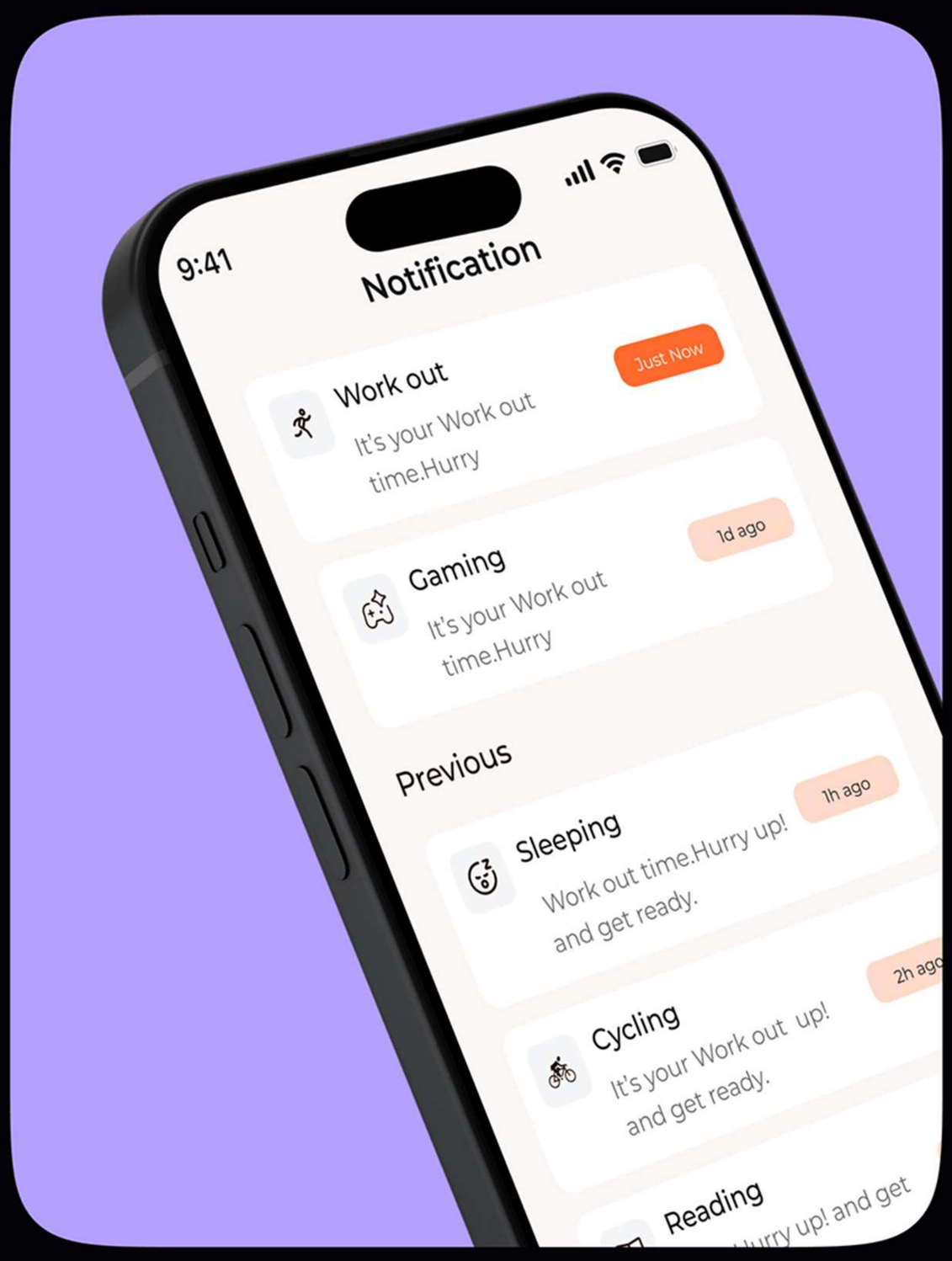


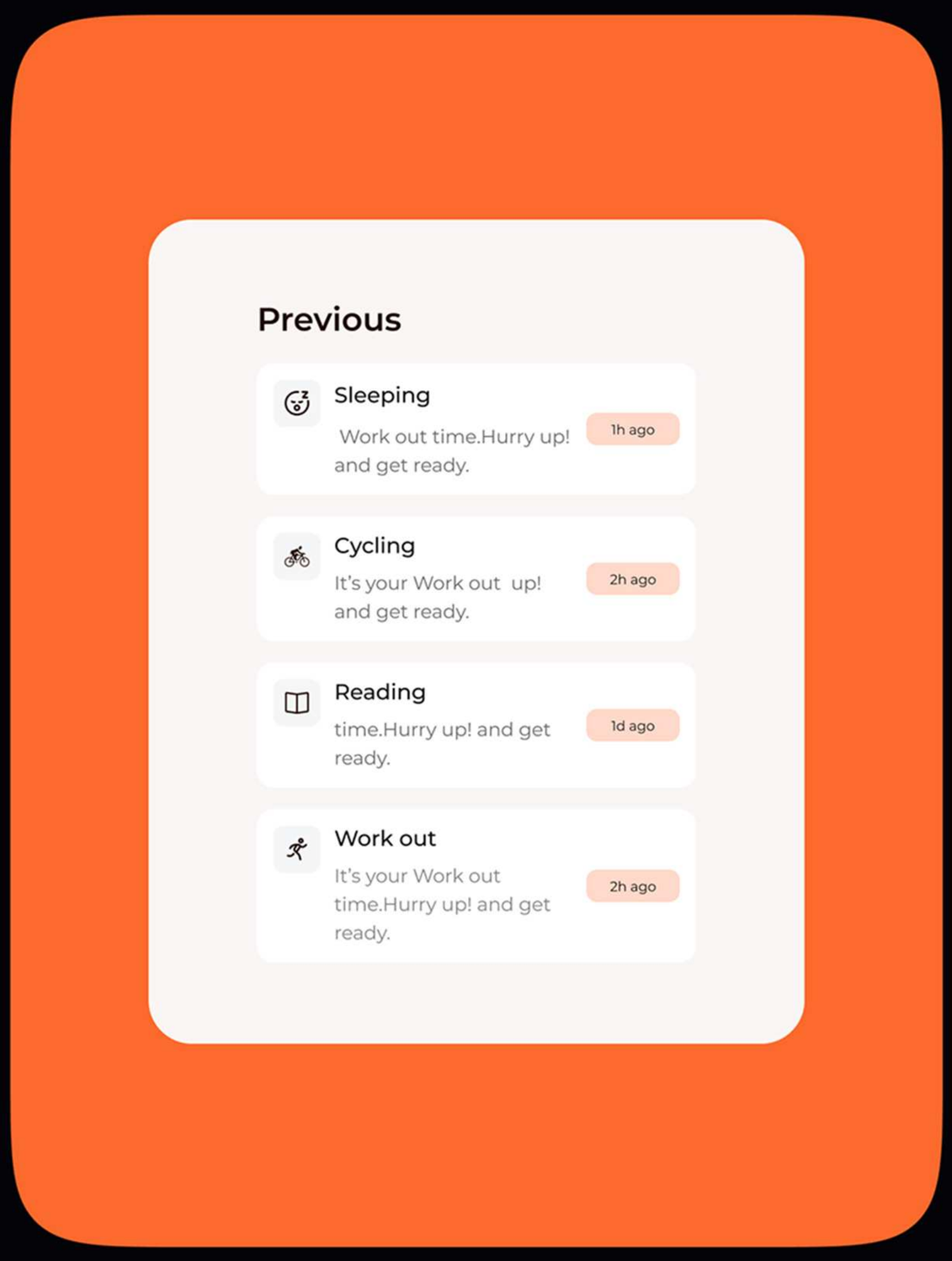
Wireframes


9:41
Today, 3 October,2024
2 Sun
3 Mon
4 Tue
5 Wed
6 Thu
7 Fri
A Special Gift for You
ENDS IN 02 : 51 : 25
Afternoon
All Day
Drink Water
0/8 Glass
+1
Welcome
Skip
Get Started
Your own habits
View all
Part and parcel
Essential
Self- care
Health
Individual
Relationship
Morning exersice
Meditation
Chamber adjective
Home
Reading book
Learn
Come true
Work
Part and parcel
Essential
Get strated
Notification
Work out
It's your Work out time.Hurry
Just Now
Gaming
It's your Work out time.Hurry
1d ago
Previous
Sleeping
Work out time.Hurry up! and get ready.
1h ago
Cycling
It's your Work out up! and get ready.
2h ago
Reading
time.Hurry up! and get ready.
1d ago
Work out
Average Skipped
7 days
Explore
Search...
Health
Stay Healthy with Haptive
Relationship
Enhance Relationships with Haptive
Free Account
Application
Manage Habits
Privack Lock
Theme
Time of Day
Privacy Policy
Display

Habit Tracker Trading Made Simple

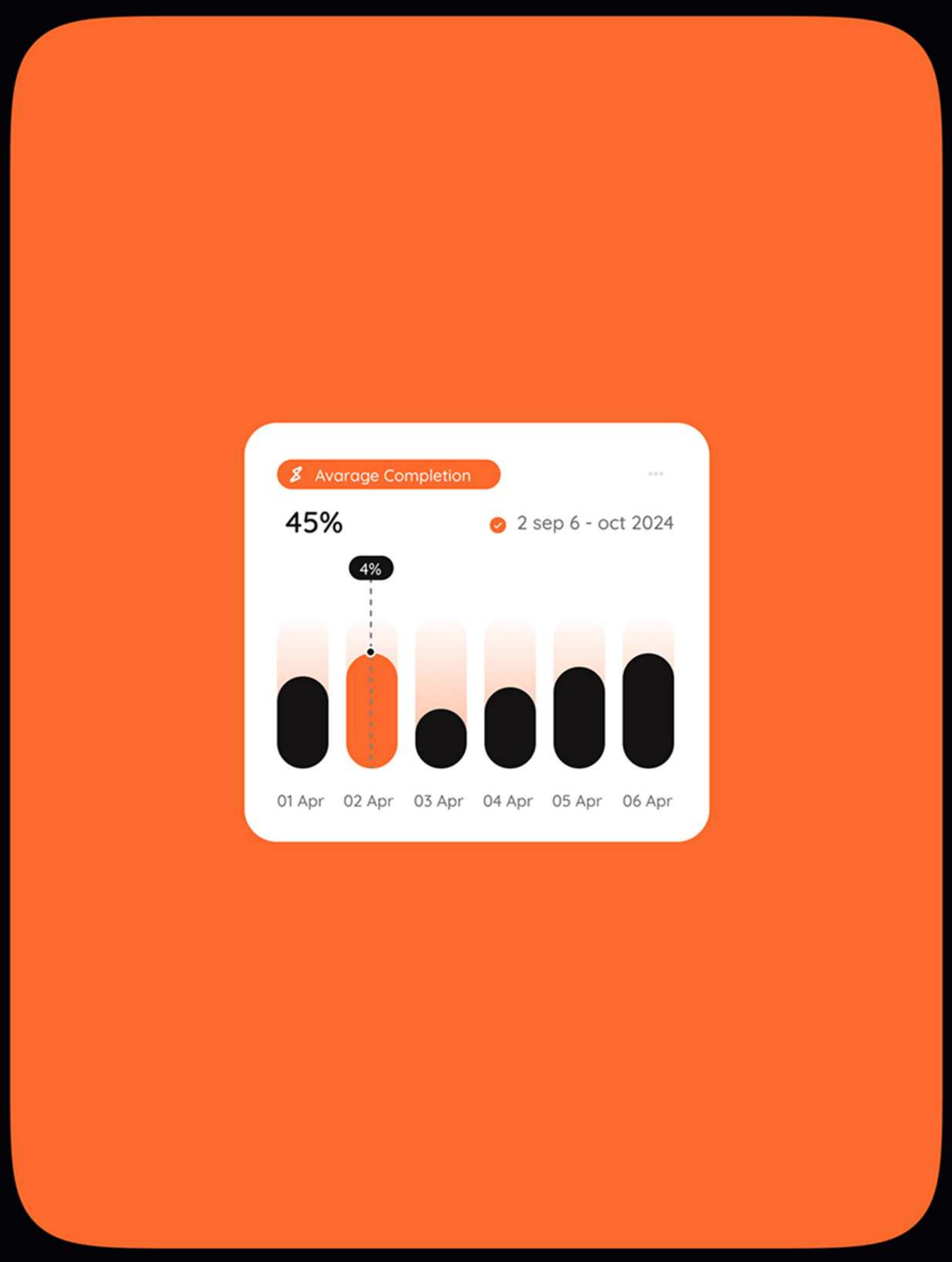
A habit tracker for trading simplifies the process of building and maintaining disciplined habits.

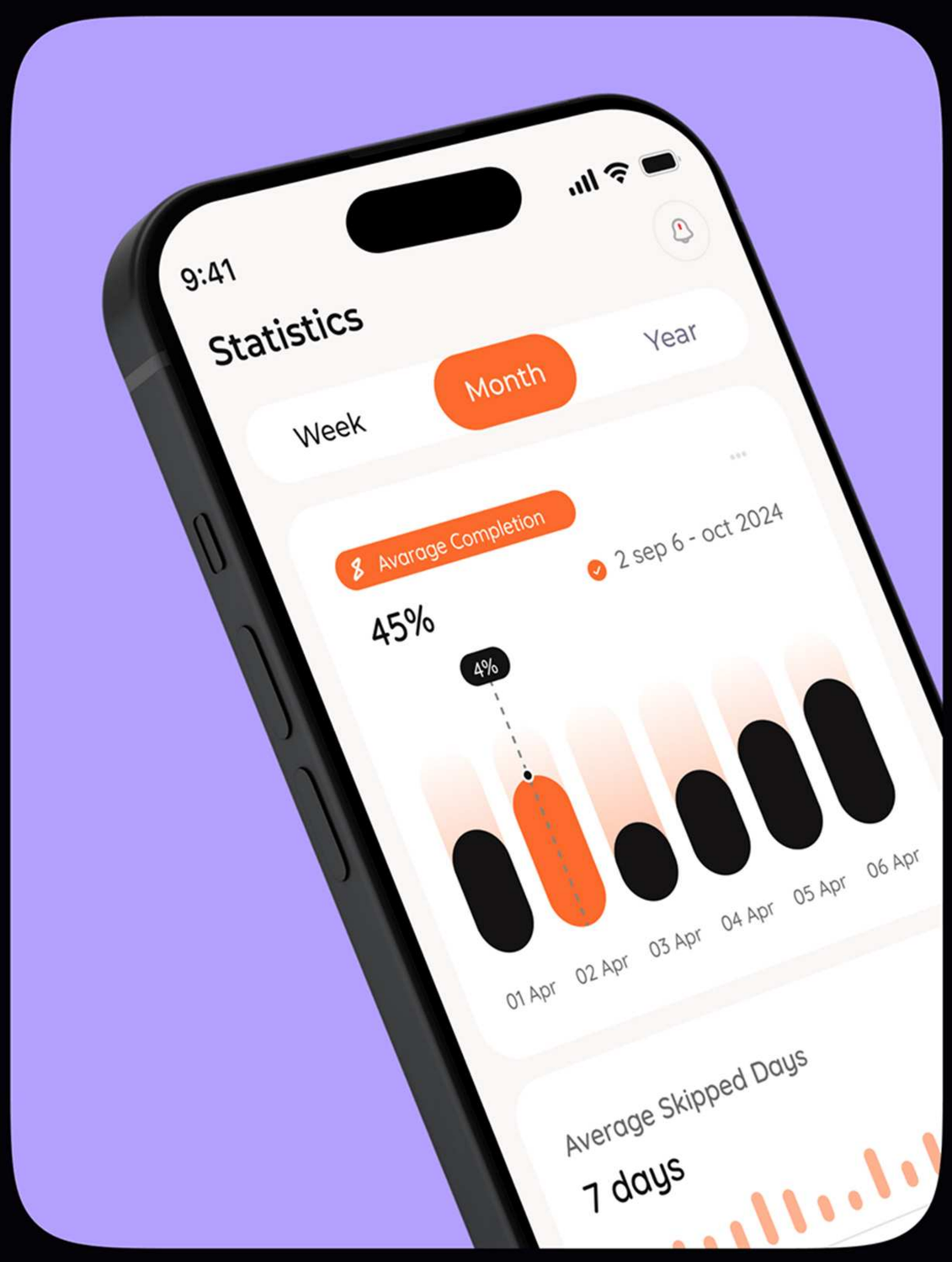


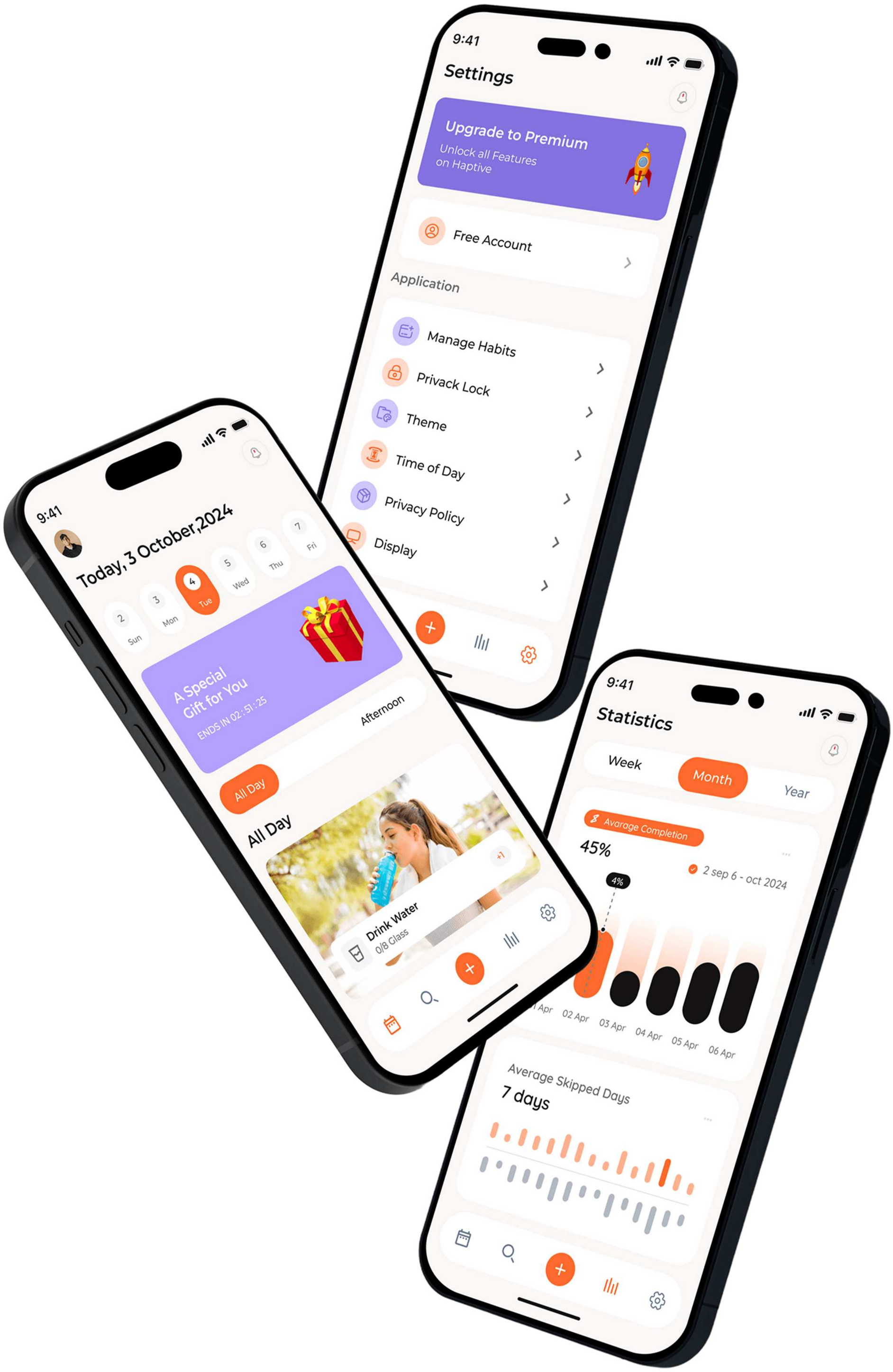


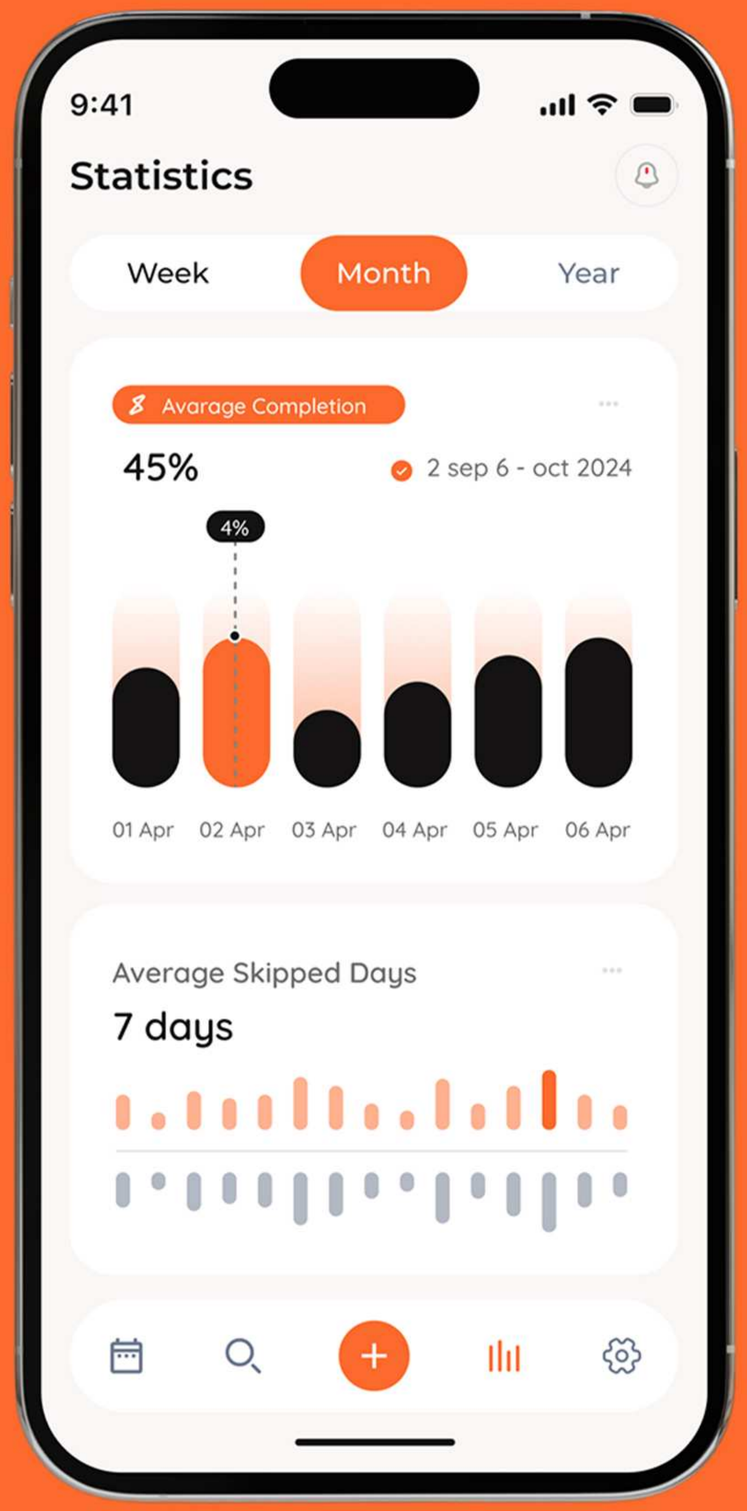
Get instant access to a powerful habit tracker designed for traders to improve consistency and discipline.

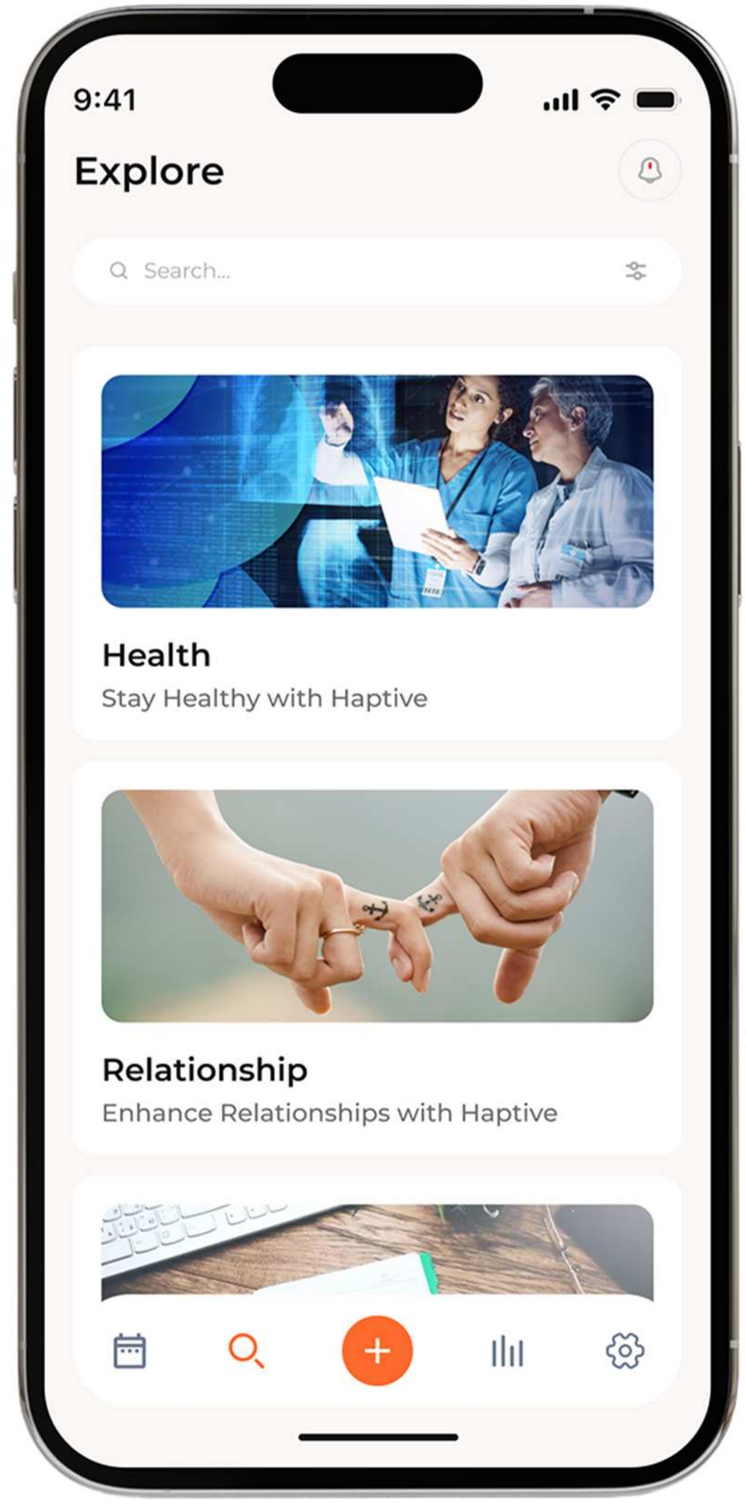
Instant Access to Habit tracker






9:41
Settings
Upgrade to Premium
Unlock all Features on Haptive
Free Account
Application
Manage Habits
Privack Lock
Theme
Time of Day
Privacy Policy
Display
9:41
Today, 3 October,2024
2 Sun
3 Mon
4 Tue
5 Wed
6 Thu
7 Fri
A Special Gift for You
ENDS IN 02 : 51 : 25
Afternoon
All Day
All Day
Drink Water
0/8 Glass
9:41
Statistics
Week
Month
Year
Avarage Completion
45%
2 sep 6 - oct 2024
4%
02 Apr
03 Apr
04 Apr
05 Apr
06 Apr
Average Skipped Days
7 days


9:41
Statistics
Week
Month
Year
Avarage Completion
45%
2 sep 6 - oct 2024
4%
01 Apr
02 Apr
03 Apr
04 Apr
05 Apr
06 Apr
Average Skipped Days
7 days


9:41
Explore
Search...
Health
Stay Healthy with Haptive
Relationship
Enhance Relationships with Haptive

9:41

Settings

Upgrade to Premium
Unlock all Features on Haptive

Free Account

Application

Manage Habits
Privack Lock
Theme
Time of Day
Privacy Policy
Display

9:41

Your own habits View all

Part and parcel — Essential
Self- care — Health
Individual — Relationship
Morning exersice — Meditation
Chamber adjective — Home
Reading book — Learn
Come true — Work
Part and parcel — Essential

Get strated

Welcome to Haptive

Your self-improvement journey starts here. Build long-lasting habits and achieve your goals

Skip
Get Started

9:41

Notification

Work out — It's your Work out time.Hurry — Just Now
Gaming — It's your Work out time.Hurry — 1d ago

Previous

Sleeping — Work out time.Hurry up! and get ready. — 1h ago
Cycling — It's your Work out up! and get ready. — 2h ago
Reading — time.Hurry up! and get ready. — 1d ago
Work out

9:41

Welcome back

Please enter your details to sign up

Google
Facebook

or

Email
Enter your email

Password

Password confirmation

ERROR: password do not match

Sign up

Already have an account? Sign in

9:41

Settings

Upgrade to Premium
Unlock all Features on Haptive

Free Account

Application

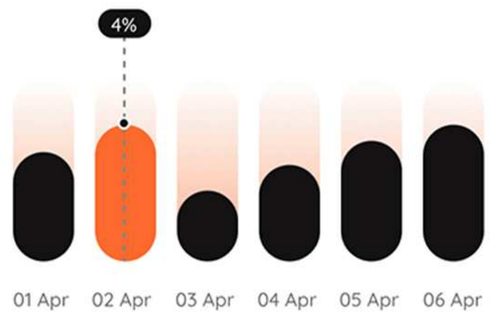
Manage Habits
Privack Lock

9:41

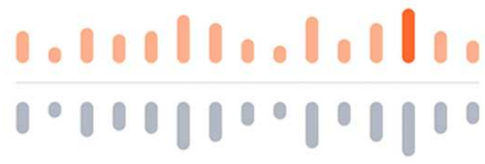
Statistics

Week | Month | Year

Avarage Completion
45%
2 sep 6 - oct 2024



Average Skipped Days
7 days



9:41

Today, 3 October,2024

2 Sun | 3 Mon | 4 Tue | 5 Wed | 6 Thu | 7 Fri

A Special Gift for You
ENDS IN 02 : 51 : 25

All Day | Afternoon

All Day

Drink Water
0/8 Glass +1

9:41

Your own habits View all

Part and parcel — Essential
Self- care — Health
Individual — Relationship
Morning exersice — Meditation
Chamber adjective — Home
Reading book — Learn
Come true — Work
Part and parcel — Essential

Get strated

9:41

Settings

Upgrade to
Unlock all Featu on Haptive

Free Ac

Application

Manage
Privack
Theme
Time of
Privacy
Display

9:41

Today, 3 Oct

2 Sun | 3 Mon

A Special Gift for You
ENDS IN 02 : 51 : 2

All Day

All Day

9:41

Work ou
It's your W time.Hur

Gaming
It's your W time.Hur

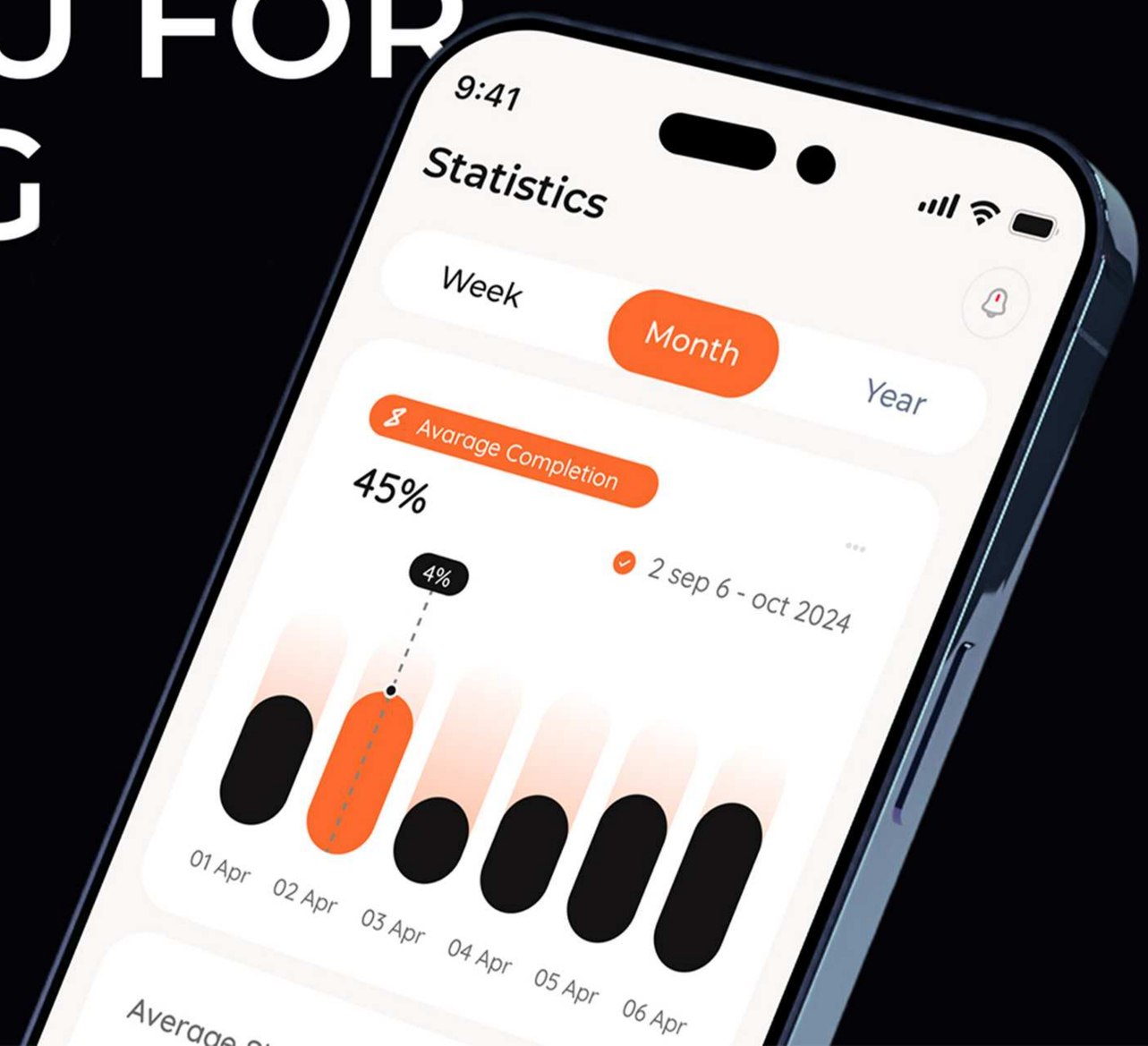
Previous

Sleeping
Work out and get r

Cycling
It's your W and get r

Reading
time.Hur ready.

Work ou

Average Skipped Days
7 days
ay, 3 October,2024
2
Sun
3
Mon
4
Tue
5
Wed
6
Thu
7
Fri
A Special
Gift for You
ENDS IN 02 : 51 : 25
All Day
Afternoon
All Day
Drink Water
0/8 Glass
+1
Avarage Completion
45%
2 sep 6 - oct 2024
4%
01 Apr
02 Apr
03 Apr
04 Apr
05 Apr
06 Apr
Drink Water
0/8 Glass
+1

THANK YOU FOR SCROLLING