

# PORTFOLIO



## About me :

I am a beginner freelance designer specializing in Canva designing and Meta Ads creatives. I help small businesses and personal brands create visually appealing social media posts and ad creatives that improve engagement and reach. My focus is on clean layouts, eye-catching visuals, and designs aligned with brand goals.

# Meta ads (Facebook ads)

## Objective:

To create a high-converting Facebook ad creative for a personal care brand to increase product awareness and clicks.

## My Work:

Designed a visually appealing ad creative with bold text, attractive product placement, and a clear call-to-action to encourage users to click and explore the product.

## Tools Used:

Canva, Meta Ads (Creative Design)



## Meta ads (instagram ads)

### Objective:

To design an Instagram ad post promoting a business service in a clean and professional style.

### Mywork:

Created a visually balanced Instagram ad following platform-friendly dimensions, branding colors, and strong visual hierarchy for better engagement.

### Tools used :

Canva



# Graphic designing (Canva – Social Media)

## Objective:

To design social media creatives for promotion, engagement, and branding purposes.

## My Work:

Designed multiple social media posts suitable for Instagram and Facebook, focusing on layout consistency, color harmony, and brand-friendly visuals.

## Tools Used:

canva.



# Logo Design (Canva)

## Objective:

To create simple and memorable logo designs for different brand concepts.

## My work :

Designed multiple logo concepts focusing on brand identity, color psychology, and visual clarity.

## Tools used :

Canva



## **Skills:**

Canva Design

Social Media Creatives

Meta Ads (Facebook & Instagram)

Ad Creative Design

Branding Basics

**Note:** All designs shown are practice/sample projects created for learning and skill demonstration purposes.