● AVAILABLE FOR FULL-TIME & FREELANCE

HEY! I AM

SANDIP KSHETRI

Creative Art Director · Graphic & Motion Designer

Brand Identity · FMCG Packaging · OOH & Campaigns · Motion & AI Visual Direction

Explore Live Portfolio on Behance →

Kathmandu, Nepal · spnepal880@gmail.com · +977 9863305902 · @sandip.kshetri_11

01 / ABOUT ME

DESIGN. PSYCHOLOGY. STORYTELLING.

About Sandip Kshetri

Multidisciplinary Creative Art Director, Graphic & Motion Designer based in Lalitpur, Nepal with 3+ years of agency experience. I translate brand essence into intentional, high-impact visual systems—spanning brand identity, FMCG packaging, OOH transit wraps, commercial motion reels, and AI-assisted visual storytelling.

3+
Years Agency Experience

20+
Brands & Clients Worked With

EDUCATION & CREDENTIALS

- Diploma in Graphics Designing (6 Mos) — Neosphere IT Training Institute
- Higher Secondary (+2 I.Sc, CGPA 3.03) — Radiant Secondary School
- Languages: Nepali (Native) · English (Fluent) · Hindi (Fluent)
- Base: Dhobighat, Lalitpur — Available Full-Time & Freelance

BRANDS I'VE WORKED WITH

- Aramex Nepal · Patanjali · Divine Tea
- MAW Vriddhi · Dongfeng · Nammi · Foton
- Biratnagar Kings (NPL) · Nepalkhabar
- Bhok Laagyo Canberra · Botanika Nepal
- Bichuten Data Vault · Smart Service INN
- MetLife & Ncell Collabs · Ace Education
- Hamro Remit · Nepal Glass · Nepali Paisa
- Alpha Zen Studio · local.com. · Explore

02 / EXPERIENCE & STACK

AGENCY TRACK RECORD & TOOLKIT

V-Chitra Advertising

Creative & Motion Designer · Jawalakhel · Jul 2023–Present

- Guide interns through design tasks, quality checks & workflow processes
- Engineer print-ready packaging & label dielines for FMCG output
- Produce video edits, podcast intros & multi-format ad adaptations
- Deliver animated social campaigns aligned with brand strategy

Smart Service INN

Creative Graphic Designer · Satdobato · Jul 2022–May 2023

- Designed event branding packages, presentations & digital prototypes
- Authored brand digital guidelines ensuring cross-platform consistency
- Delivered 10+ monthly campaign designs driving lead conversion
- Executed co-branded campaigns including MetLife & Ncell collabs

CORE DESIGN, MOTION, 3D & AI PRODUCTION STACK

After Effects | Premiere Pro | Photoshop | Illustrator | Blender 3D | AI / Firefly

03 / WHAT I DO

GRAPHIC PRECISION × MOTION CRAFT

GRAPHIC DESIGN · STATIC SYSTEMS

- Brand Identity & Visual Guidelines
  Wordmarks, signage, merch & color architecture
- FMCG Packaging & Print Dielines
  Carton die-cuts, shelf hierarchy & 3D mockups
- OOH Transit, Billboards & Fleet Wraps
  Large-format bus wraps, SUV fleets & standees
- Editorial Print & Conceptual Campaigns
  Brochures, flyers, magazines & high-recall ads

MOTION, VIDEO & AI DIRECTION

- Storyboarding & Visual Pacing
  16-frame scripts, shot framing & VO choreography
- Commercial Motion Graphics & Reels
  After Effects 2D animation, HUDs & logo stings
- Video Editing & Format Adaptation
  Premiere Pro ad cuts, podcast intros & 9:16 reels
- AI Photography & Blender 3D Concepts
  Commercial AI campaigns & 3D product renders

04 / CONCEPTUAL ADVERTISING

ARAMEX NEPAL — Commercial Creatives

Translating global logistics into culturally grounded visual metaphors built for instant brand recall.



From Nepal to the World

Shipping cartons sculpted into Nepal's map—high-recall regional storytelling.



More Than Goods

Globe-composite commercial visual pairing emotional copy with bold hierarchy.



Talk to Specialist

Clean typographic & map-pin graphic emphasizing global reach and local expertise.

05 / PACKAGING DESIGN

DIVINE TEA — PACKAGING & DIELINE



Himalayan Archway Lifestyle 3D Render





End-to-End FMCG Carton Engineering

- Print-ready folding carton dielines with clean bleed, crease & nutritional hierarchy
- Deep Himalayan forest-green & gold palette engineered for instant retail shelf visibility
- Photorealistic 3D product & lifestyle mockups built in Illustrator and Photoshop

PATANJALI — MOISTURIZER PACKAGING











Hydrating Gel Label & 3D Packaging Suite

Complete cosmetic jar and outer box packaging system balancing clinical clarity with botanical warmth.

View Full Project on Behance → behance.net/gallery/236844153/project

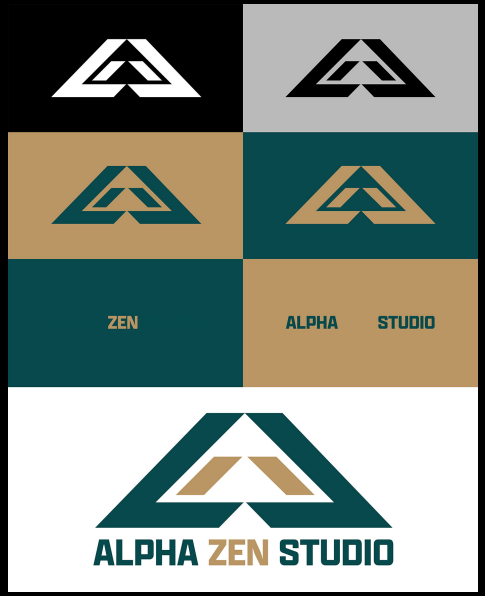
07 / BRAND IDENTITY

LOGO & IDENTITY SYSTEMS



Botanika Nepal

Editorial botanical wordmark, signage, apparel & packaging collateral.



Alpha Zen Studio

Geometric monogram & lockup matrix.

View on Behance →



local.com.

Rooster mascot & storefront signage.

View on Behance →

TRANSIT WRAPS & BRAND ROLLOUTS







Biratnagar Kings (NPL)

Full bus & fleet wraps (34K-px specs), billboards, merch & match-day social.

View on Behance →



Bhok Laagyo Canberra

360° Australian food-truck brand: live vehicle wraps, flaming-wok ads, menus & 4 AE reels.

View on Behance →

09 / AUTOMOTIVE CAMPAIGNS

DONGFENG & NAMMI EV LAUNCH







Multi-City Automotive Launch · Gorkha, Dhading & Dang

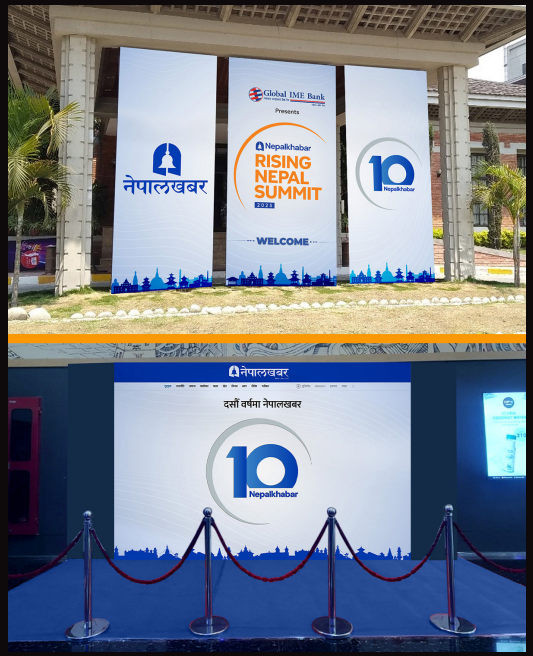
Cohesive regional launch posters, dealership visuals & social rollout crafted in Photoshop.

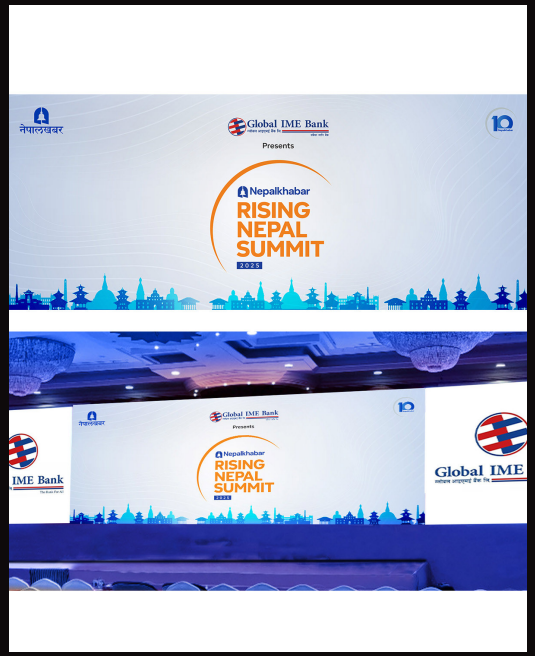
View Campaign on Behance →

10 / EVENT BRANDING & STAGE

NEPALKHABAR 10TH ANNIVERSARY

Rising Nepal Summit — Event Identity, Auditorium LED Backdrops, Towering Banners & Registration Systems







Complete environmental branding crafted in Photoshop & Illustrator: entrance welcome towers, main-stage LED backdrop, avenue flags & branded registration desk.

View Event on Behance →

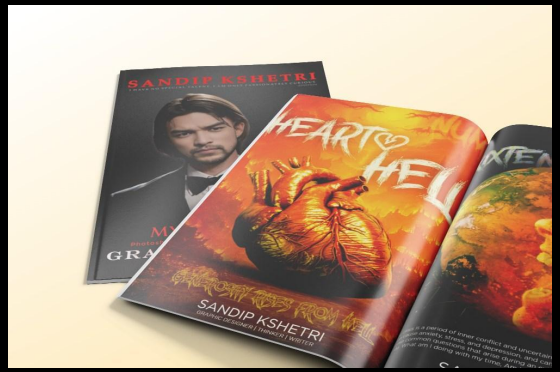
BROCHURES, FLYERS & PRINT CRAFT



Explore Hospitality — Trifold Brochure



Explore Hospitality — A4 Flyer & Mockup



Editorial Magazine 3D Spread

Print Production & Editorial Systems

• Trifold Brochures & Dual-Sided A4 Flyers: Clean typographic grids, CMYK print prep, and realistic client mockups for Explore Hospitality Academy & Smart Service INN.

• Editorial & Stationery Craft: Magazine cover spreads, dark matte personal visiting cards with QR integration, and event standees engineered for crisp physical print output.



Personal Visiting Card Mockup

BICHUTEN DATA VAULT — INTRO VIDEO







01 HOOK	02 PROBLEM	03 SOLUTION	04 TECH	05 BUSINESS	06 FINALE
0:00–0:15	0:15–0:35	0:35–0:55	0:55–1:25	1:25–1:45	1:45–2:00
Himalayan Drone to Data Grid	Data Risk & Glitch Type	Tier IV Reveal & Partner Stings	3D Server Racks & AI Node HUD	Modular Build & Split-Screen UI	Nepal Skyline & BDVPL Endcard

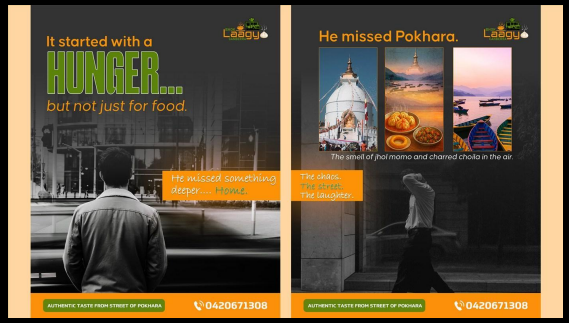
Complete Company Intro Film · AI Visuals + Motion Graphics

- 16-frame storyboard, AI cinematic generation, After Effects HUD/logo stings & Premiere edit
- Official launch video for Nepal's Tier IV hyperscale data center (Google Cloud, AMD, Micron, VVDN)

▶ Click Here to Watch the Full Video (Drive)

COMMERCIAL MOTION & VIDEO WORK

Client / Showcase	Deliverables	Highlights
MAW Vriddhi Automotive	10 Reels · AE / PR	**EV & Commercial Reel Suite**
Patanjali FMCG Motion	4 Reels · AE / PS / AI	Honey, Aloe Vera, Kesh Kanti
Smart Service × MetLife	1080p Commercial Ad	Co-branded TVC + Ncell collab
25Hours Client Retainers	12+ Motion Comps	Aramex, Ace, Nepal Glass
Bhok Laagyo & locall.com	5 Reels · AE / AI	Animated menus & logo stings







Watch MAW Motion Reels → behance.net/gallery/238483273

FESTIVE & COHESIVE SOCIAL CAMPAIGNS

FESTIVE CAMPAIGNS · Chaite Dashain · Women's Day · Ghode Jatra · Tamu Lhosar

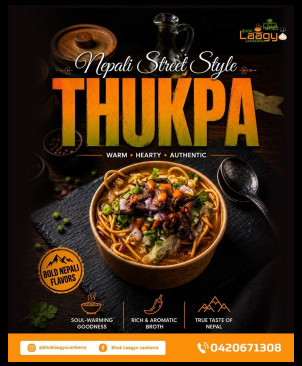


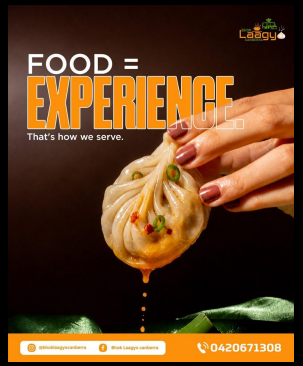


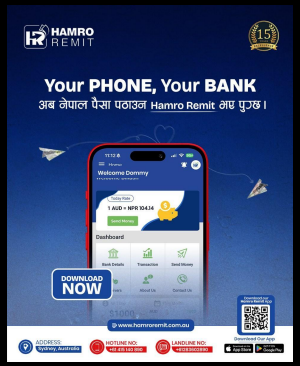


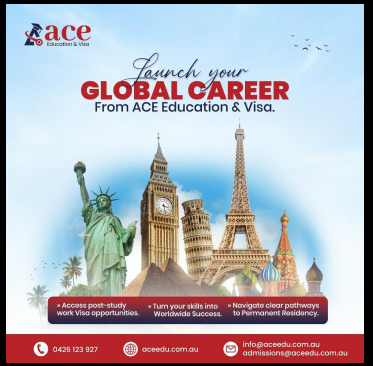


CONSISTENT SOCIAL SYSTEMS · Food Art, Fintech & Education (Zero Repetition)









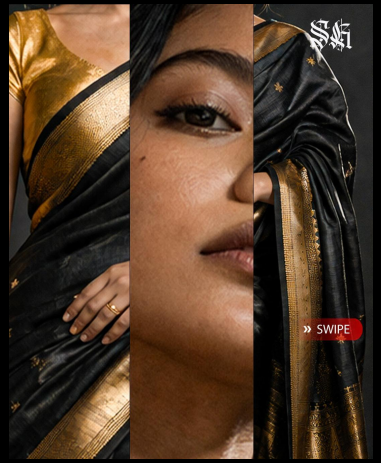
AI × HUMAN CREATIVITY

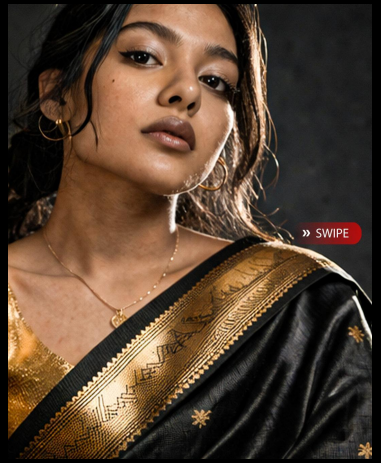


Luxury Perfume — AI Photography & Direction

Commercial AI fashion & fragrance visual storytelling directed with Photoshop, Illustrator & generative AI.

View Luxury Perfume Campaign on Behance →





NOT MADE TO BE SEEN. MADE TO BE FELT.

AI Photography Concept — Editorial black-and-gold saree study exploring posture, lighting discipline & human artistic control.

View AI Photography Series on Instagram →

16 / CONNECT & PORTFOLIO LINKS

LET'S BUILD SOMETHING MEMORABLE.

Available for Full-Time Agency Roles, Creative Art Direction & Freelance Projects

BEHANCE

Full Case Studies & Motion Reels
behance.net/sandip_kshetri_11 →

INSTAGRAM

AI Photography & Art Direction
@sandip.kshetri_11 →

LINKEDIN

Career Profile & Connections
linkedin.com/in/sandip-kshetri →

SANDIP KSHETRI · Creative Art Director, Graphic & Motion Designer

spnepal880@gmail.com | +977 9863305902 | Dhobighat, Lalitpur, Nepal

Reference: Hemlock, Motion Graphic Designer (V-Chitra Advertising) · 9863036432