

# Portfolio

JULIA KHAWANDI  
CREATIVE







# ABOUT ME

I'm a creative professional with a background in design, architectural design, and content management. Skilled in 2D and 3D design tools, I craft visually compelling content that drives engagement and amplifies brand presence. I thrive on collaboration, bringing innovative ideas to life alongside cross-functional teams. My curiosity fuels a constant push for fresh perspectives, whether directing campaigns, managing content, or exploring my passion for painting.





# SKILLS



- **Design & Software Proficiency:** Skilled in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects etc.), and other design softwares such as CAD, and 3D Rhino.
- **Content Creation & Creative Direction:** Expertise in producing high-quality visual content (video, animations, graphics) tailored for digital platforms.
- **Campaign Strategy & Audience Engagement:** Ability to craft impactful strategies that align with brand objectives and resonate with diverse audiences.
- **Social Media Management:** Proficient in managing and optimizing content across major platforms
- **Collaboration & Communication:** Experienced in coordinating with cross-functional teams, aligning campaigns with wider communication strategies.



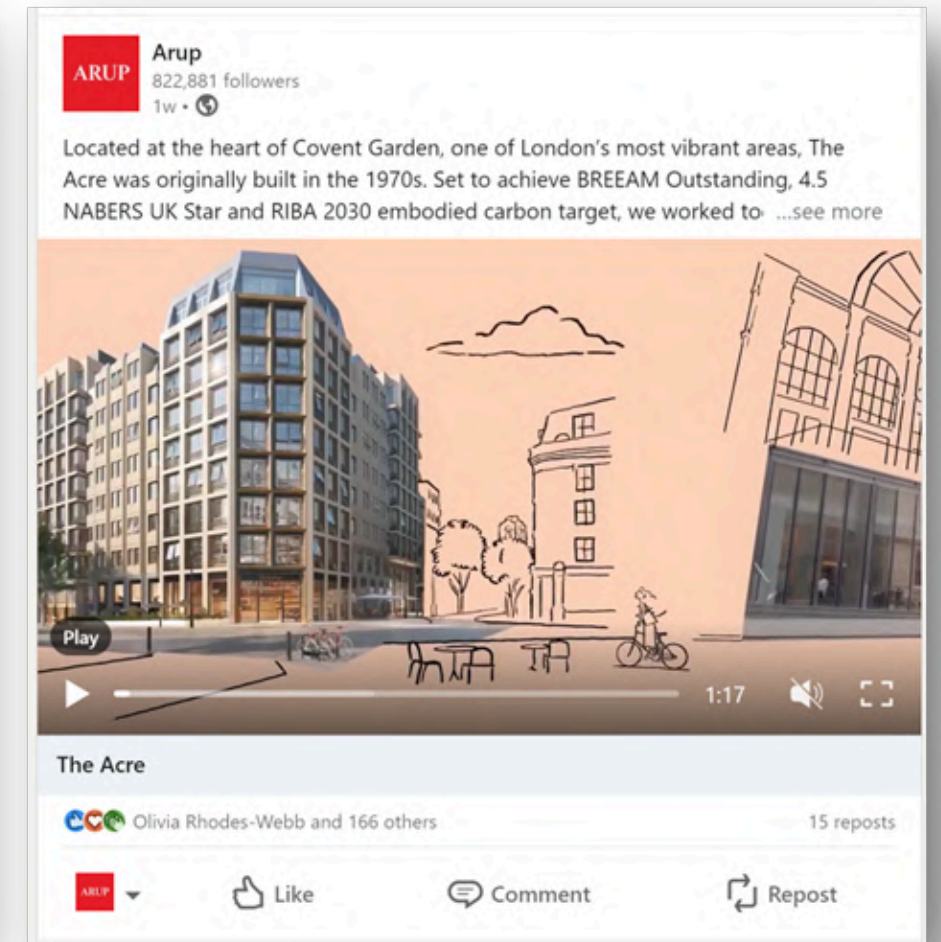
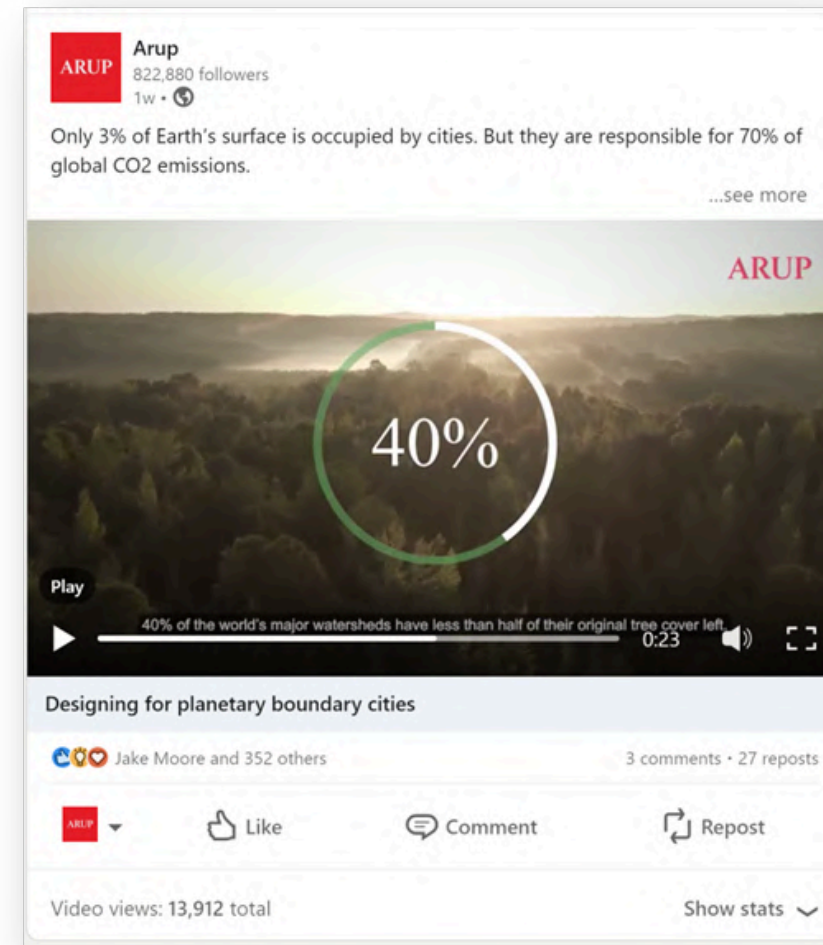
## Graphic Design



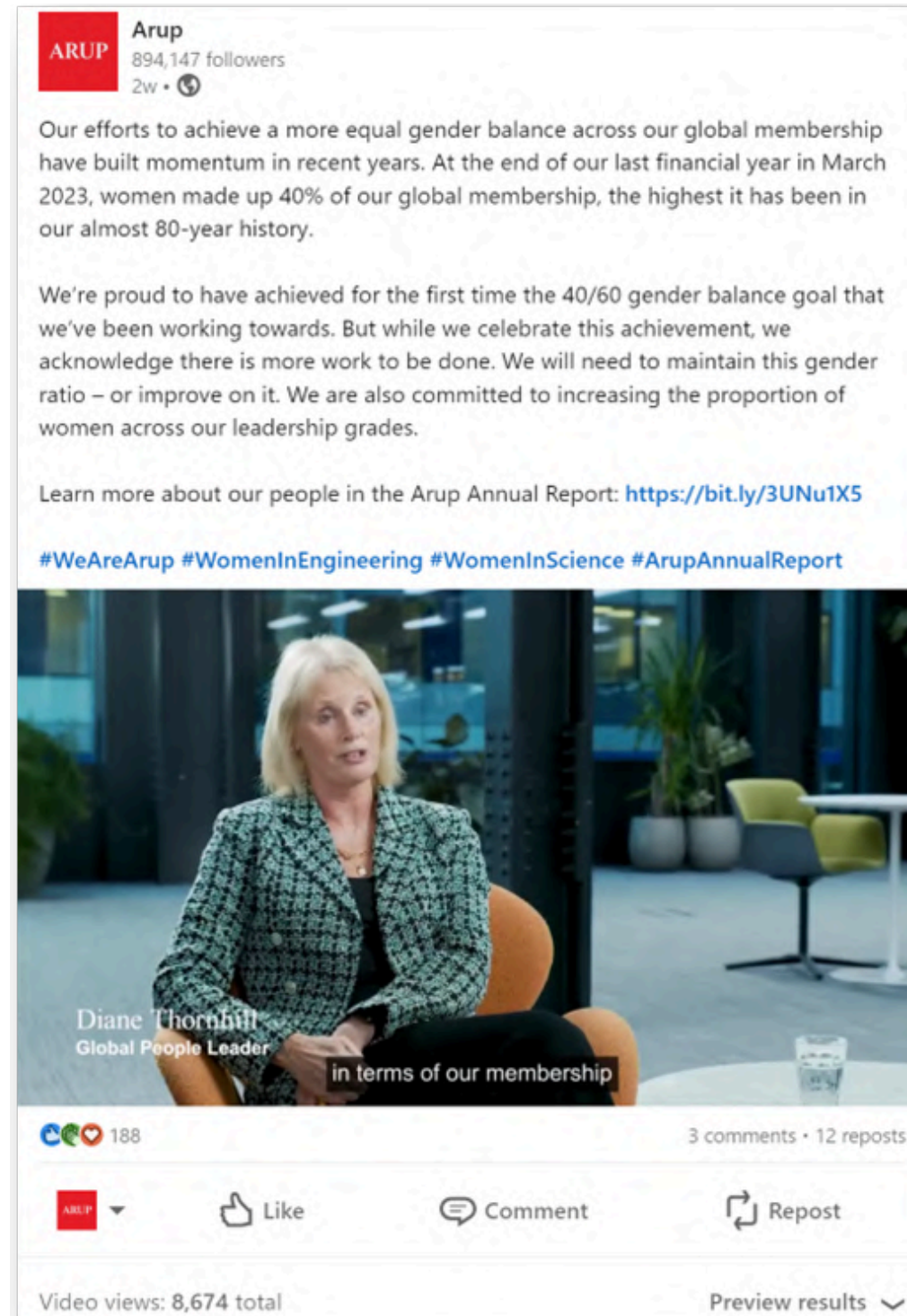
# DIGITAL MARKETING

Creative Lead for Arup

## Social media designs and graphics



Responsible for overseeing design and content across internal and external platforms for the UK, India, Middle East, and Africa. Lead social media strategy, creative direction, and content execution, driving increased user engagement, brand awareness, and meaningful online connections.



Talking head videos

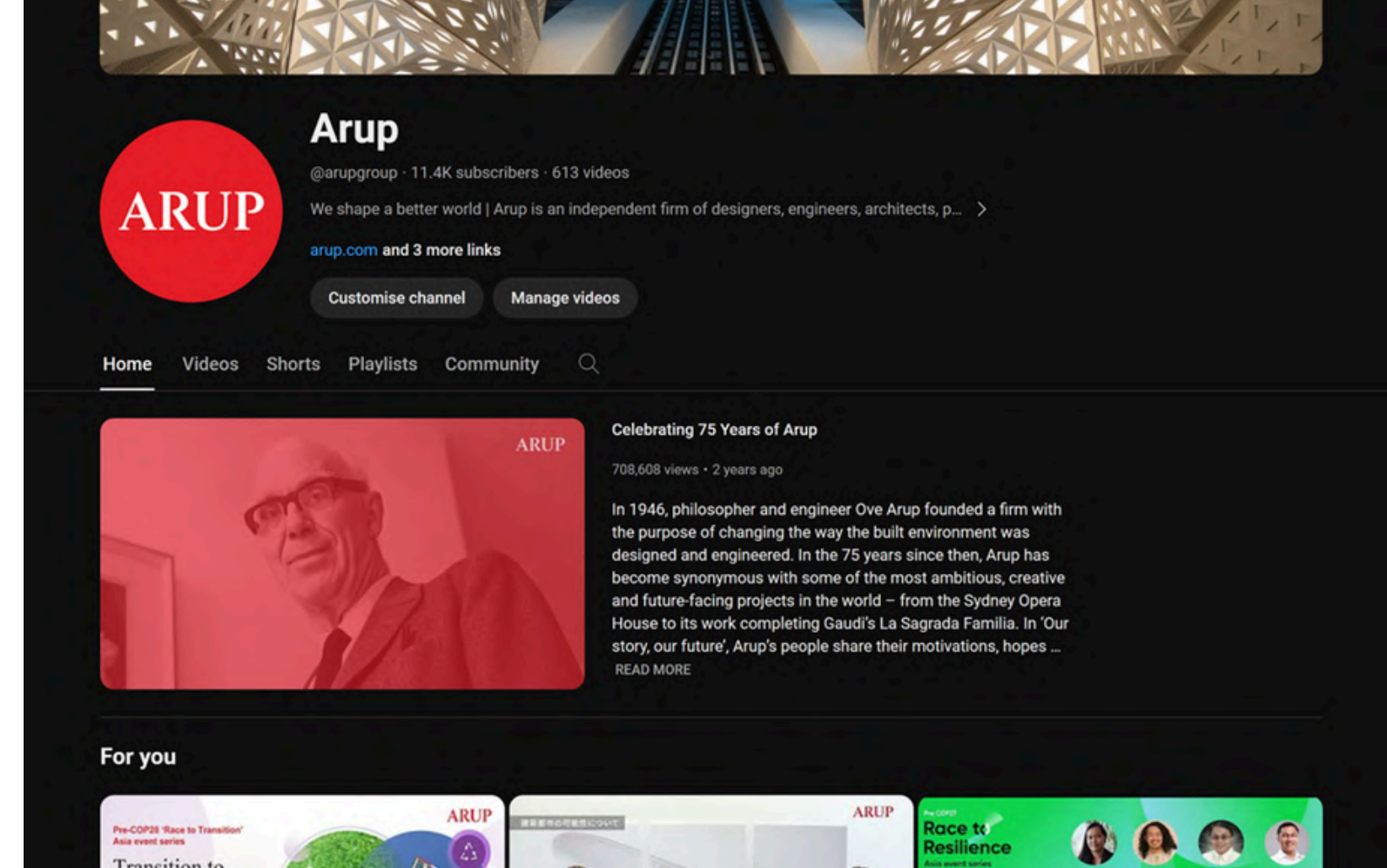


Digital Illustration

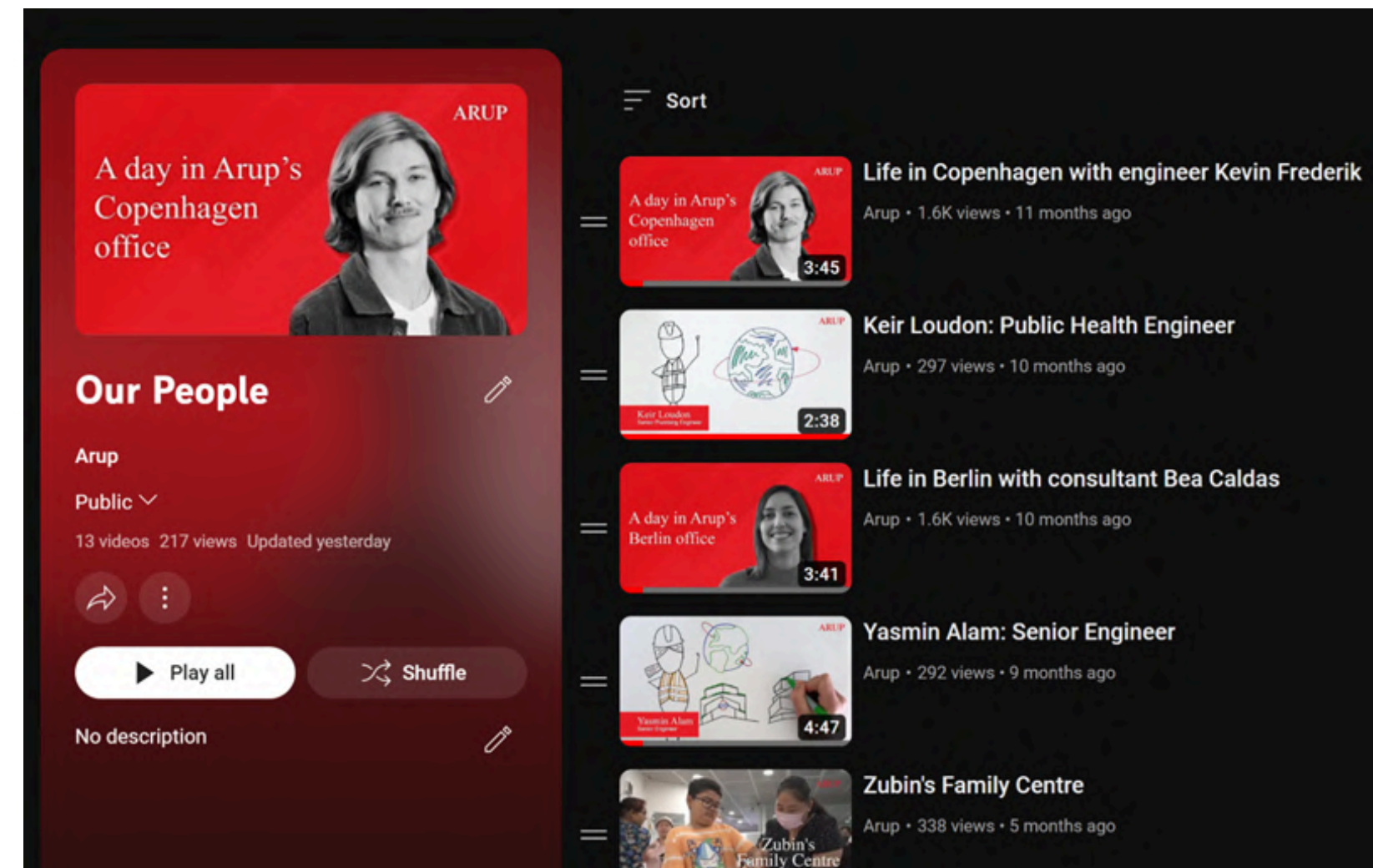


# VIDEO CREATION

Experienced in filming, recording, and editing diverse video content, including talking head videos, on-site footage, animations, designs, and illustrations. I leverage our YouTube channel to enhance digital presence, creating a resourceful content backlog while driving visibility through integrated promotion across our website and social media.



Youtube Videos

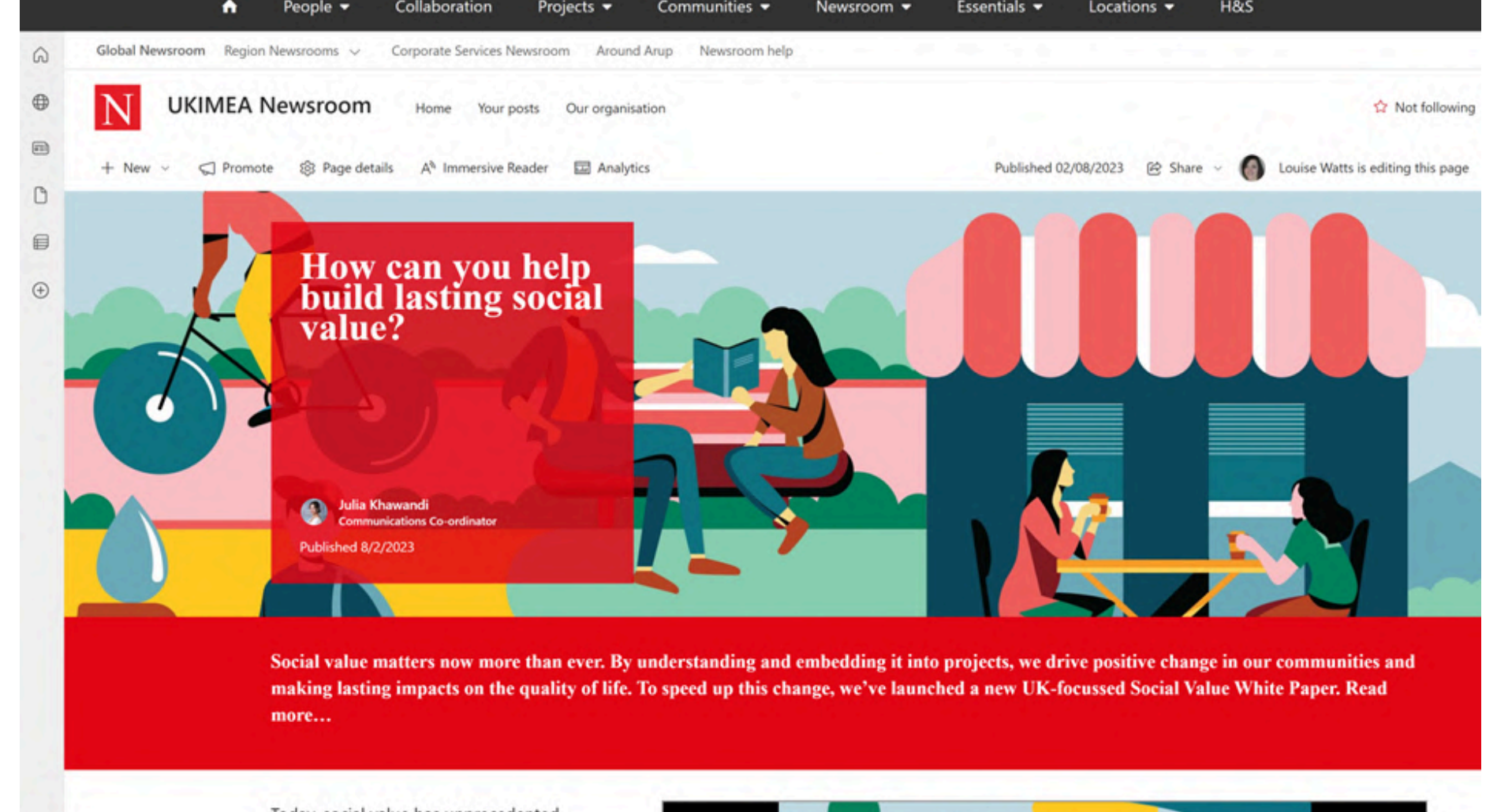


Our People



# NEWSROOM WEBPAGE

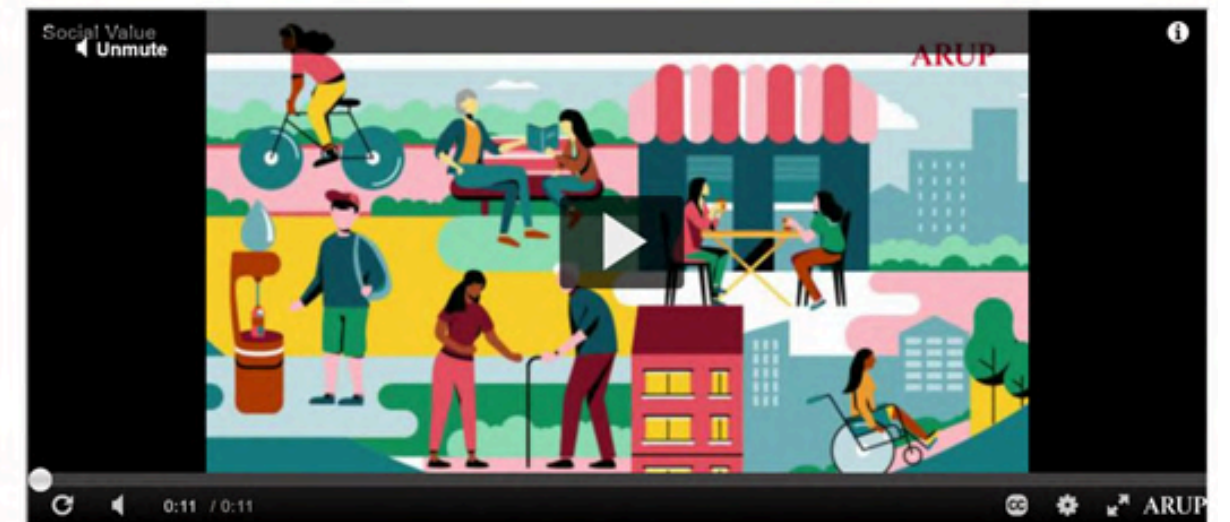
Skilled in crafting engaging copy and producing high-quality content for our websites and newsroom. I handle the end-to-end process, from filming and creating visual assets to ensuring cohesive, visually appealing presentations that strengthen our brand narrative.



**Social value matters now more than ever. By understanding and embedding it into projects, we drive positive change in our communities and making lasting impacts on the quality of life. To speed up this change, we've launched a new UK-focussed Social Value White Paper. Read more...**

Today, social value has unprecedented importance. That's why our dedicated Social Value and Equity specialists have been working to develop a new approach to Social Value, explained in the UK-focussed [Social Value White Paper](#).

Through this, we can demonstrate and enhance our comprehension of social value and further integrate it into our projects. Embracing this 'theory of change' based approach endows us with a formidable framework, empowering our ability to drive a tangible, lasting transformation.



The built environment sector, encompassing both private and public domains, carries a significant responsibility to the communities it serves. Our duty of care lies in creating places, infrastructure, and cities that provide unwavering support and uplift the most vulnerable members of society. Yet, achieving this goal is not without its challenges, as there is no universal, off-the-shelf solution that can be uniformly applied in every circumstance.



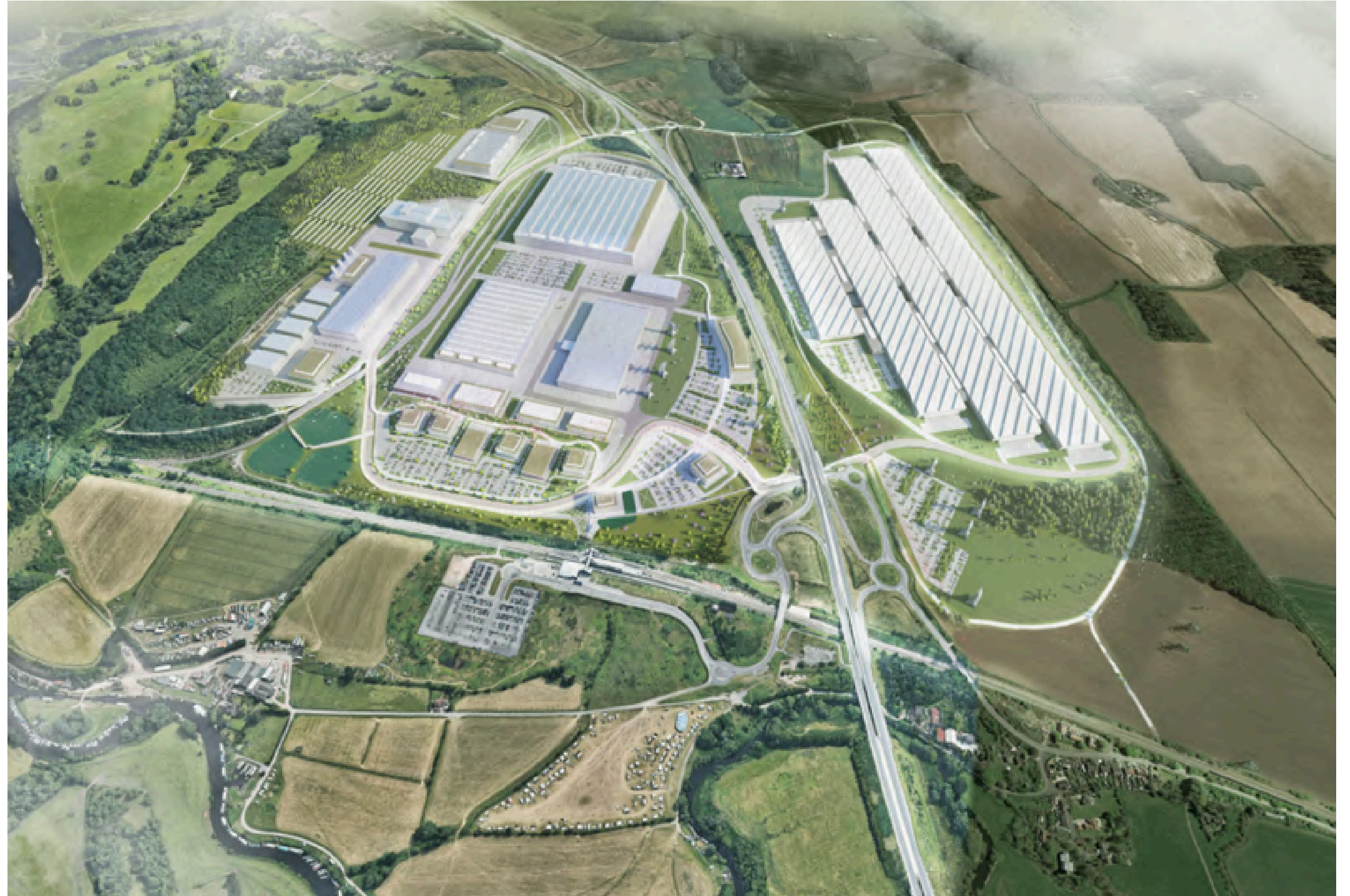


# ARCHITECTURE WORK

I contributed to diverse projects, including a healthcare factory in Oxford and a large-scale sustainable masterplan. Direct collaboration with clients and cross-disciplinary teams has deepened my passion for innovative, sustainable design.







Renders





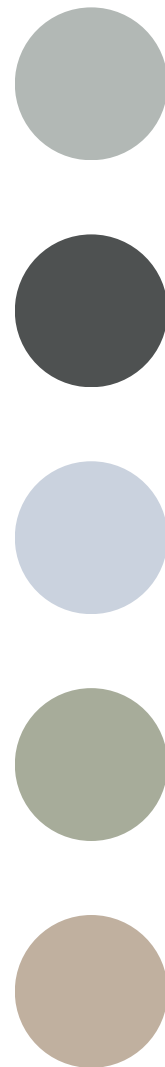
# LEGO MODEL MAKING

I worked on the 'Mini-land' project, reimagining and building scaled models of global landmarks. Applied creativity to integrate lighting, motion, and trending elements, ensuring visually engaging displays that resonated with diverse audiences. Conducted research to accurately represent each city's history and adapt designs to reflect current trends.

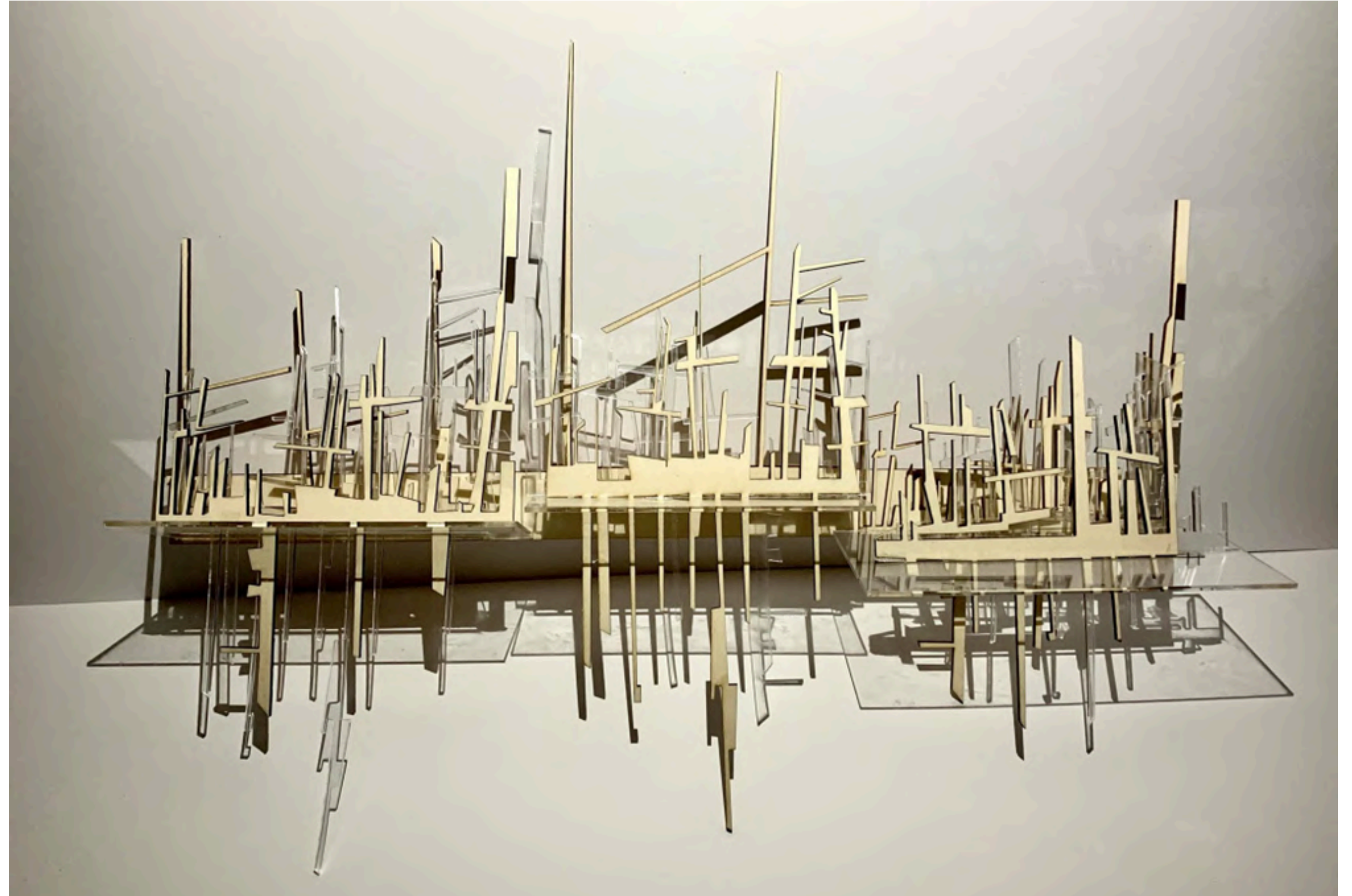
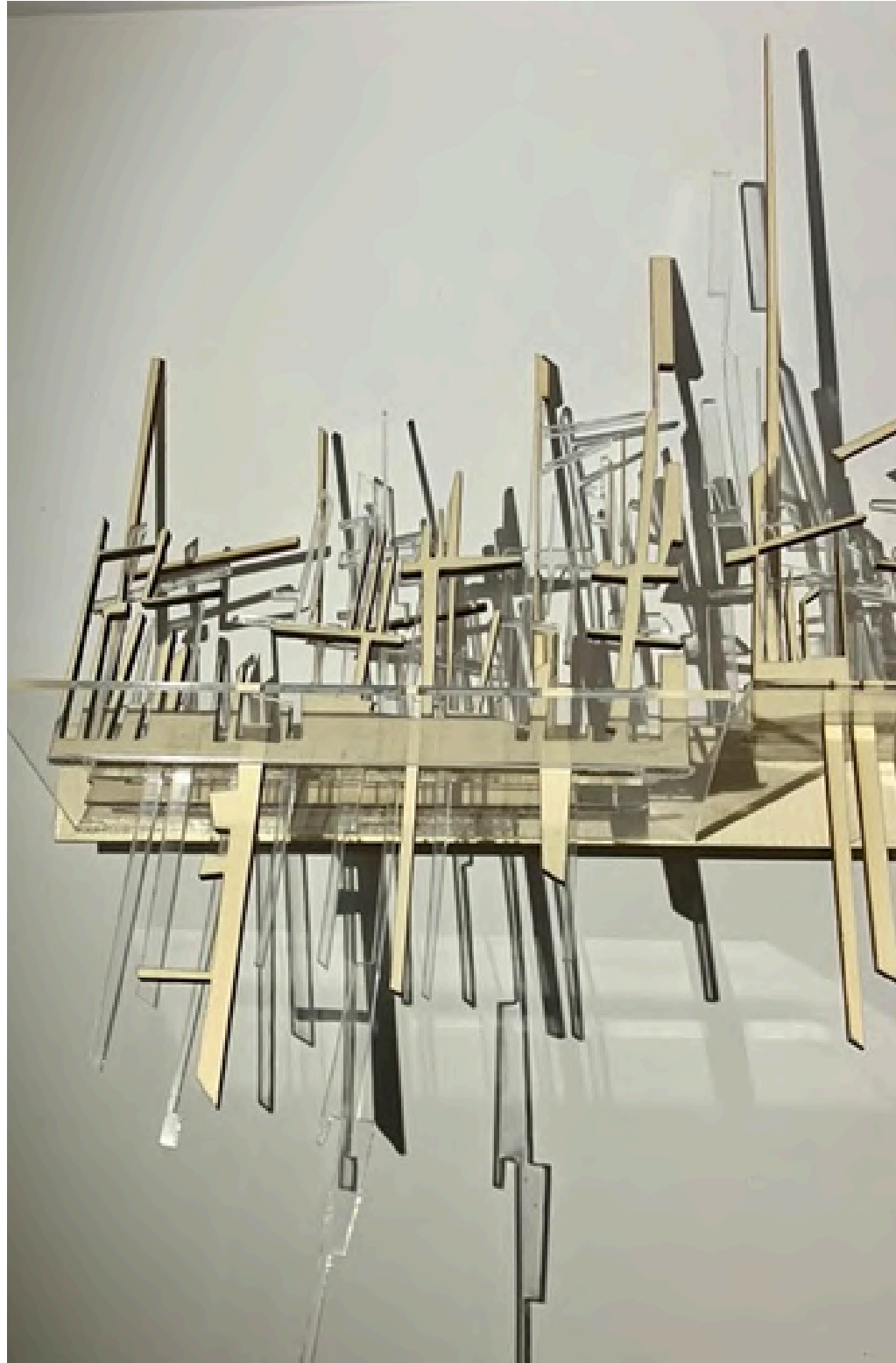


# ARCHITECTURE DEGREE WORK

My university work was deeply rooted in abstract design, where I explored the fusion of tangible and intangible elements. I embraced the challenge of blending fragmented forms and conceptual ideas into cohesive architectural expressions. These pieces reflect my journey of pushing boundaries and experimenting with spatial narratives. From deconstructed structures to immersive installations, my projects demonstrate a constant exploration of how architecture can evolve beyond traditional forms and connect with people on a deeper, emotional level.

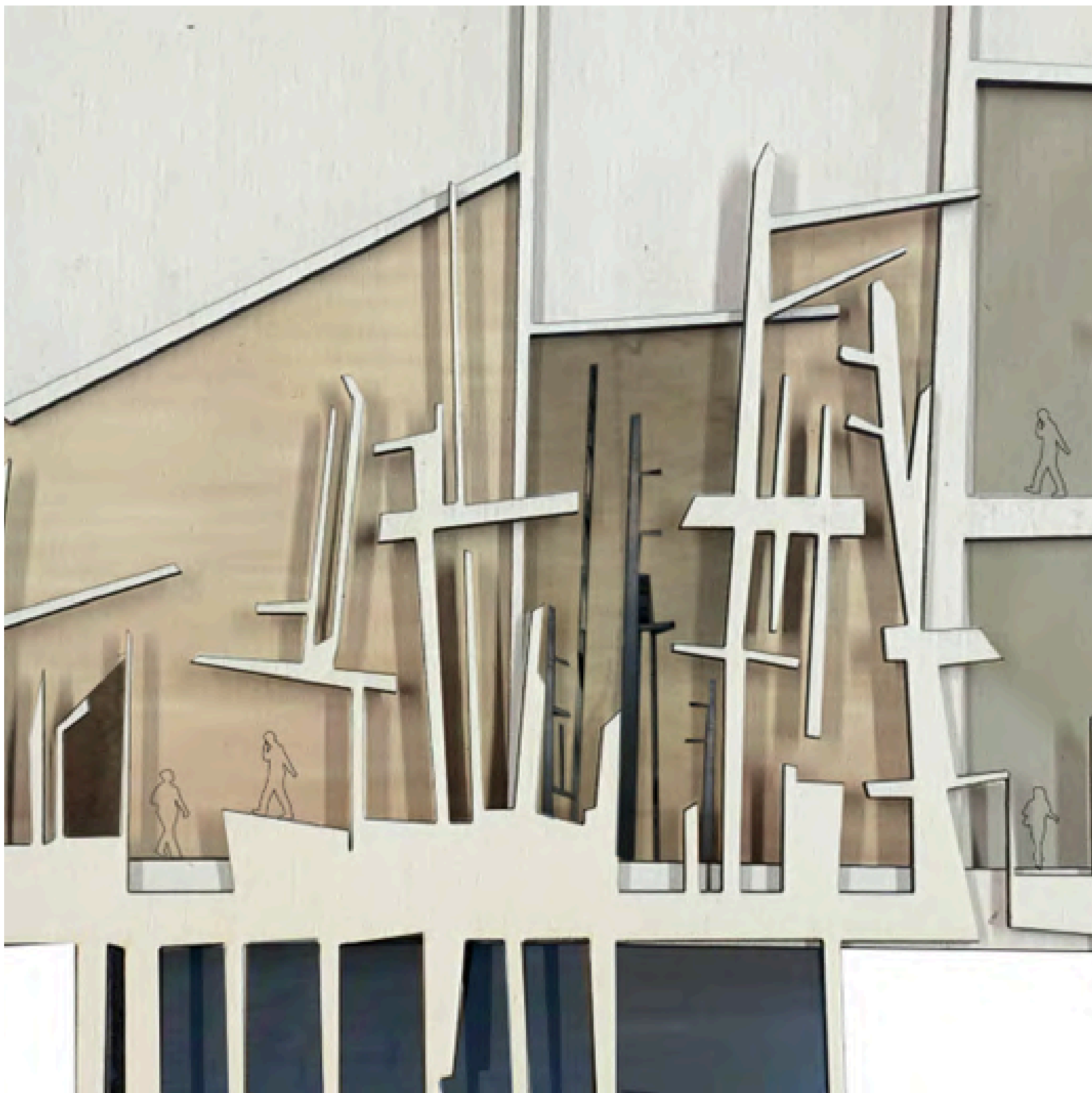






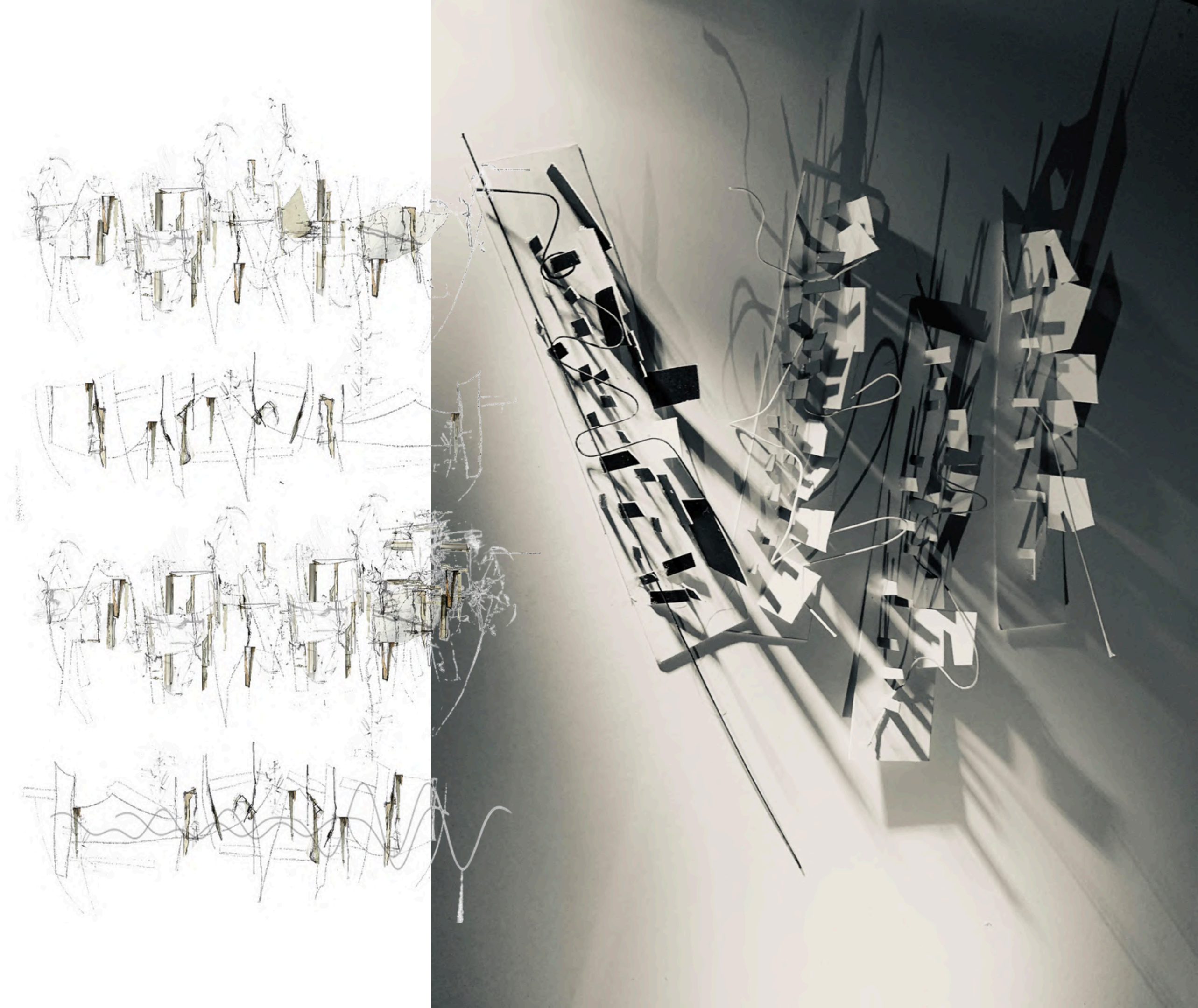
Models







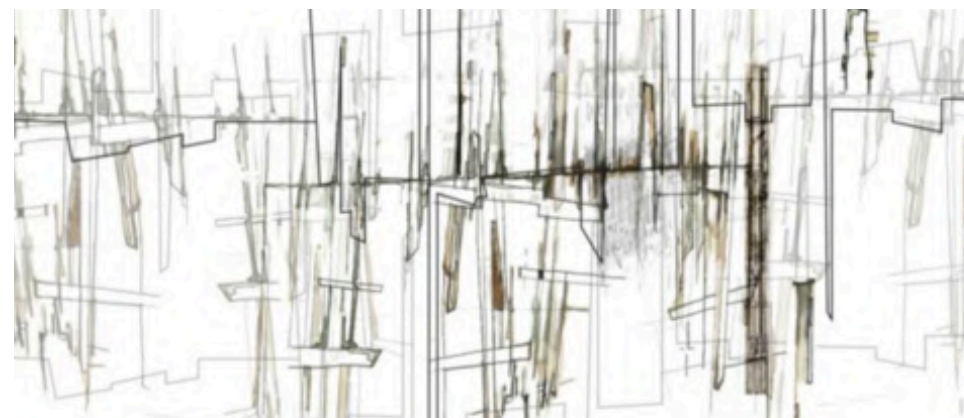
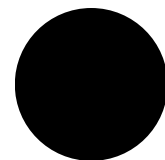
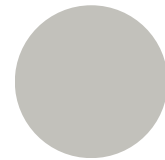
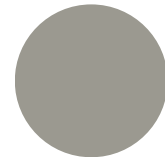
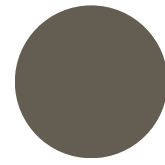
Digital Illustration



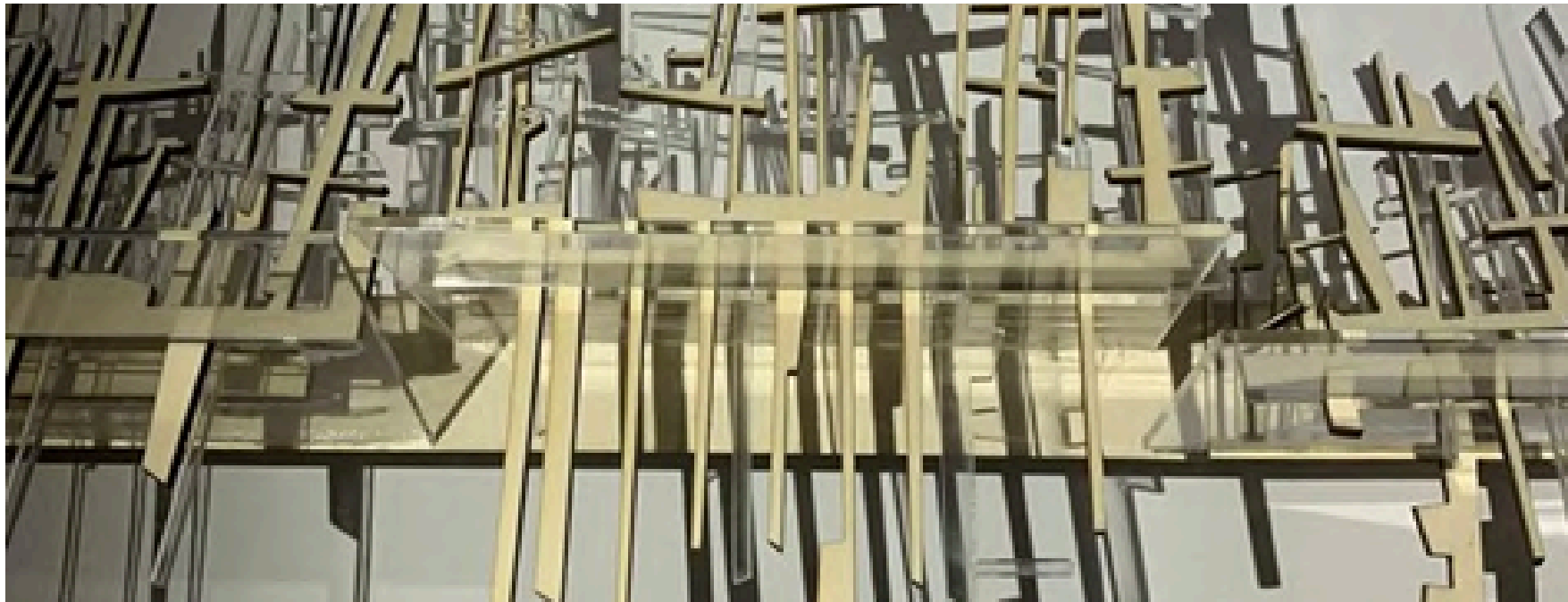


# MY CREATIVE PROCESS

My design process begins with a spark of inspiration, often captured in the form of an initial sketch or idea. From there, I refine the concept through a series of sketches and physical models, constantly iterating and evolving the design. This cycle of sketching and modeling helps me visualize and fine-tune ideas. Once the concept takes shape, I transition into digital software, bringing the design to life in 3D models and virtual environments. This seamless flow from hand-drawn concepts to digital execution allows me to create architectural pieces that are both innovative and grounded in the fundamentals of design.







# GET IN TOUCH



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