

Janhvi Ambhurkar

portfolio



Selected works



Janhvi Ambhurkar

designer, architect

29 May, 1997

New Delhi, India

+91 9911507755

md24mdes14001@iith.ac.in

I am a Master's in Design student at IIT Hyderabad with a passion for aesthetics and functional design. With a background in architecture, I bring a spatial perspective to my work while exploring new creative dimensions. I strive to create designs that are both impactful and purposeful, focusing on clean, minimal forms. Beyond academics, I actively participate in events, conferences, sports, and social gatherings, embracing every opportunity for holistic learning and growth.

Selectively-extrovert

Detail-oriented

Art-lover

Plant-enthusiast

EDUCATION

2024 - 2026

Indian Institute of Technology, Hyderabad (CGPA - 8.93)
Masters in Design (Visual Communication Design)

- Design Coordinator for **TED^x IITHyderabad 2024-2025**
- Design Coordinator and Session Host for **10th ICoRD'25**
(International Conference on Research into Design)
- Class Representative for M.Des Batch 2024-2026

2015 - 2020

MBS School of Planning and Architecture, Dwarka, New Delhi
Affiliated under Guru Gobind Singh Indraprastha University

2013 - 2015

St. Mary's School, New Delhi
Senior Secondary Education

WORK EXPERIENCE

Jul'20 - Nov'22

Renesa Architecture Design Studio, New Delhi
Full-time Architect

Jan'20 - Jun'20

Architectural Intern

Jul'19 - Dec'20

ANT Studio, New Delhi
Architectural Intern

ACHIEVEMENTS

2018

Photography Competition | **2nd Position**
Jamia Milia Islamia University, New Delhi

2015

Photography Competition | **1st Position**
MBS SPA, Dwarka, New Delhi

WORKSHOPS AND COURSES

2022

Graphic Design Specialisation
CalArts - Coursera (Online)

2017

Re-Turn: Brick & Mud Workshop
56th Annual NASA Convention

2019

Clay Modelling workshop
Ant Studio, New Delhi

2017

Augmented Reality Workshop
56th Annual NASA Convention

SOFTWARES

Figma
Adobe Photoshop
Adobe XD

SketchUp
AutoCAD
Lumion

INTERESTS

Pen and Ink
Watercolor
Graphic Design
Photography

Gardening
Cooking
Football
Table Tennis

LANGUAGES

English | Hindi | Marathi

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(self-initiated project)

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brand positioning

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01

BOROLINE: Reimagined

brand research

brand positioning

brand packaging

BOROLINE[®]



BOROLINE[®]

Antiseptic Ayurvedic cream

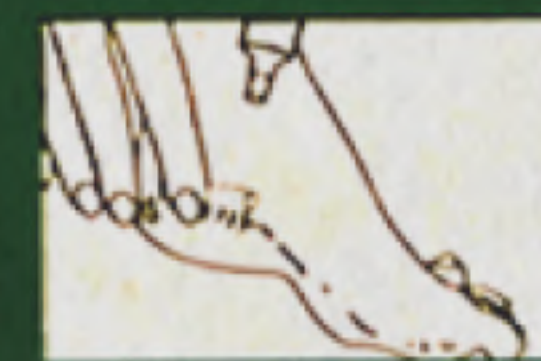
Multipurpose cream for



Smoothens
chapped lips



Cures
cuts & wounds



For cracked
heels & nipples



Softens
elbows &
abraded skin

- Special antiseptic properties of BOROLINE fights germs. Works wonders to cure cuts & wounds, general skin infections and heal post-operative stitches.

- BOROLINE's special oil-rich formula is enriched with natural lanolin, which protects and softens skin. Ensure fastest smoothening of all chapped, cracked and abraded skin.



Net wt: 20g

Containing:
Tankan Amla (B
Bhasma (Zinc O
Oil, Paraffin Wa

www.boroline.c
Mfg. & Exp. Date
B.No. & MRP
(incl. of all taxe

Manufactured b
GD Pharmaceu
A) D.H. Road, C
Pgs.(S)-743503
Mfg. Lic. No. :A
B) 41/42, 43 R.N
Ghaziabad-201
Mfg. Lic. No. :A-

For consumer f
Customer Care
GD Pharmaceu
New Allpore, K
or call +91(33)2
feedback@bor



40181 7

STORE IN DA

Net conten

brand packaging case study

BOROLINE: Reimagined

A Design Case Study for Brand Refresh and User-Centric Packaging

WHY ?

Personal Connection

Boroline has been a staple in my life since childhood, used by myself and extended family members.

Brand Analysis

As a regular user, I'm interested in analyzing Boroline's existing brand and packaging.

Identified Issues

My analysis revealed potential discrepancies between user needs and brand perception.

Cultural Significance

Boroline holds cultural value, but its popularity is declining with younger generations.

Project Goal

To understand the reasons for the decline and revitalize Boroline for modern consumers.



WHAT IS BOROLINE ?

- A trusted Indian household brand, established in 1929.
- Known for antiseptic ayurvedic cream formula.
- Trusted for healing properties & minor skin ailments.
- Iconic green and white packaging.
- Embraced for heritage, effectiveness, affordability.



BRIEF HISTORY

It is an Indian antiseptic cream, rose during independence.

Made in India, it challenged British imports and soothed the nation's skin, becoming a symbol of self-reliance.

It was founded by G.D. Phalke, who formulated the cream based on Ayurvedic principles.

Tube end roll-up •

Haathiwala cream •

Fragrance •

BOROLINE'S NOSTALGIA

Go-to solution •

Green color •

PRESENCE IN THE MARKET



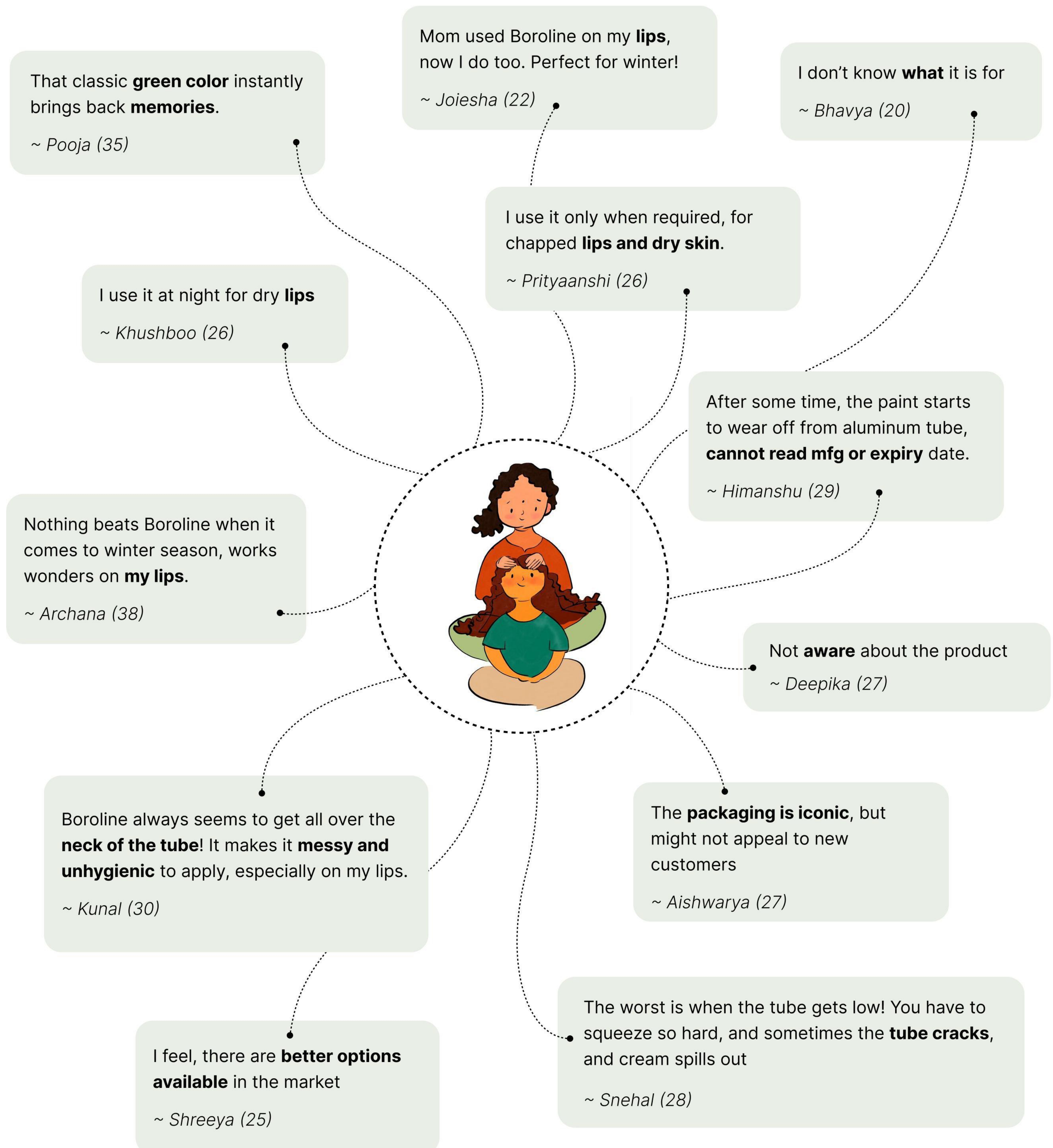
1929

Today

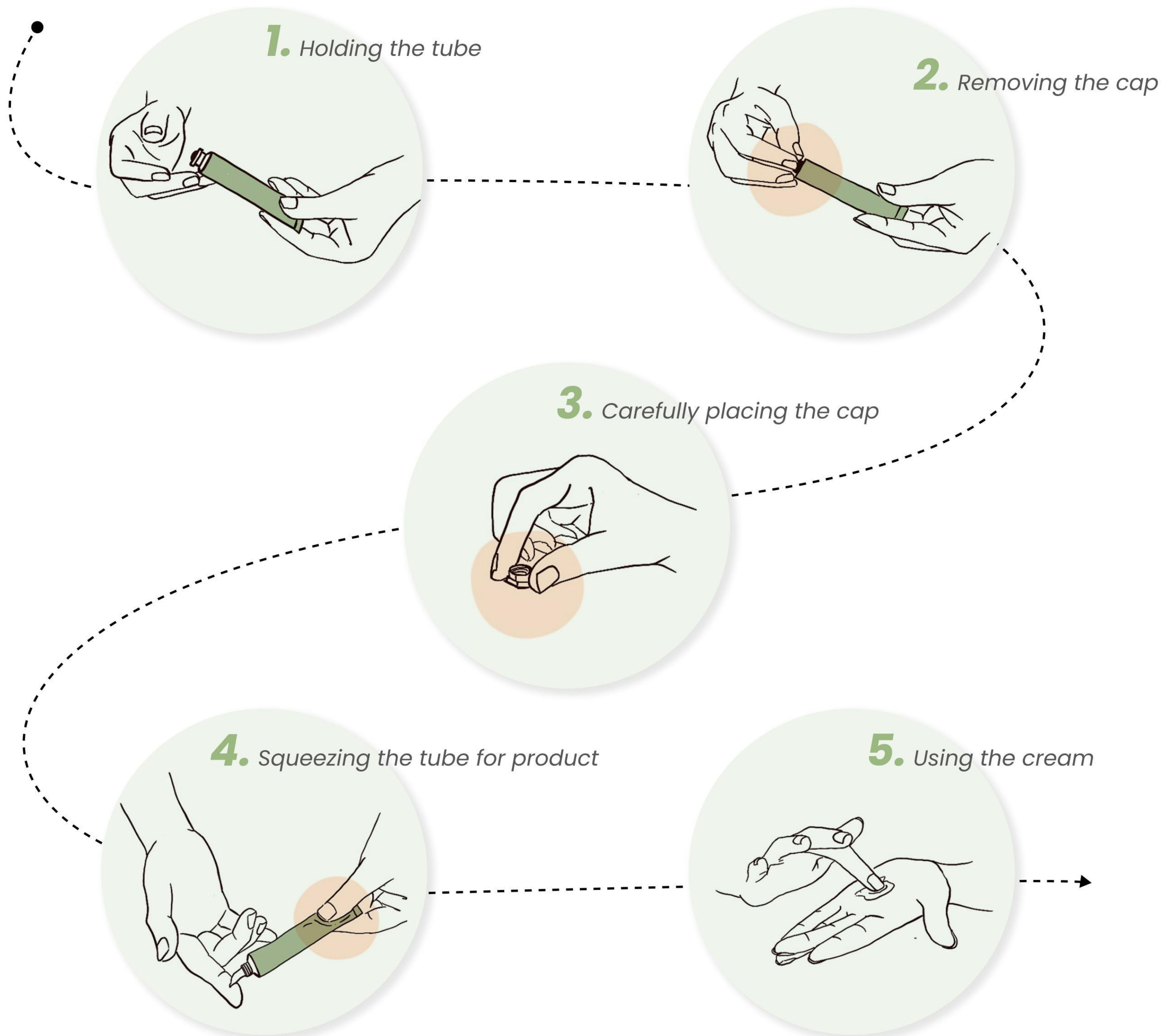
***Disclaimer: Only visual representation how brand is diminishing*

USER STUDY AND INSIGHTS

To understand brand's perception and use of product in today's time, I interviewed around 30 people - users and non-users (primarily of age group 20-38 yrs) and gathered insights.



USER'S JOURNEY



PAIN POINTS



Smaller cap is difficult to use and also difficult to handle



The contrast of the text is not readable.



Stiff Tube
Needs extra squeeze for small amount



Tube loses flexibility over time, cracks and cream oozes out



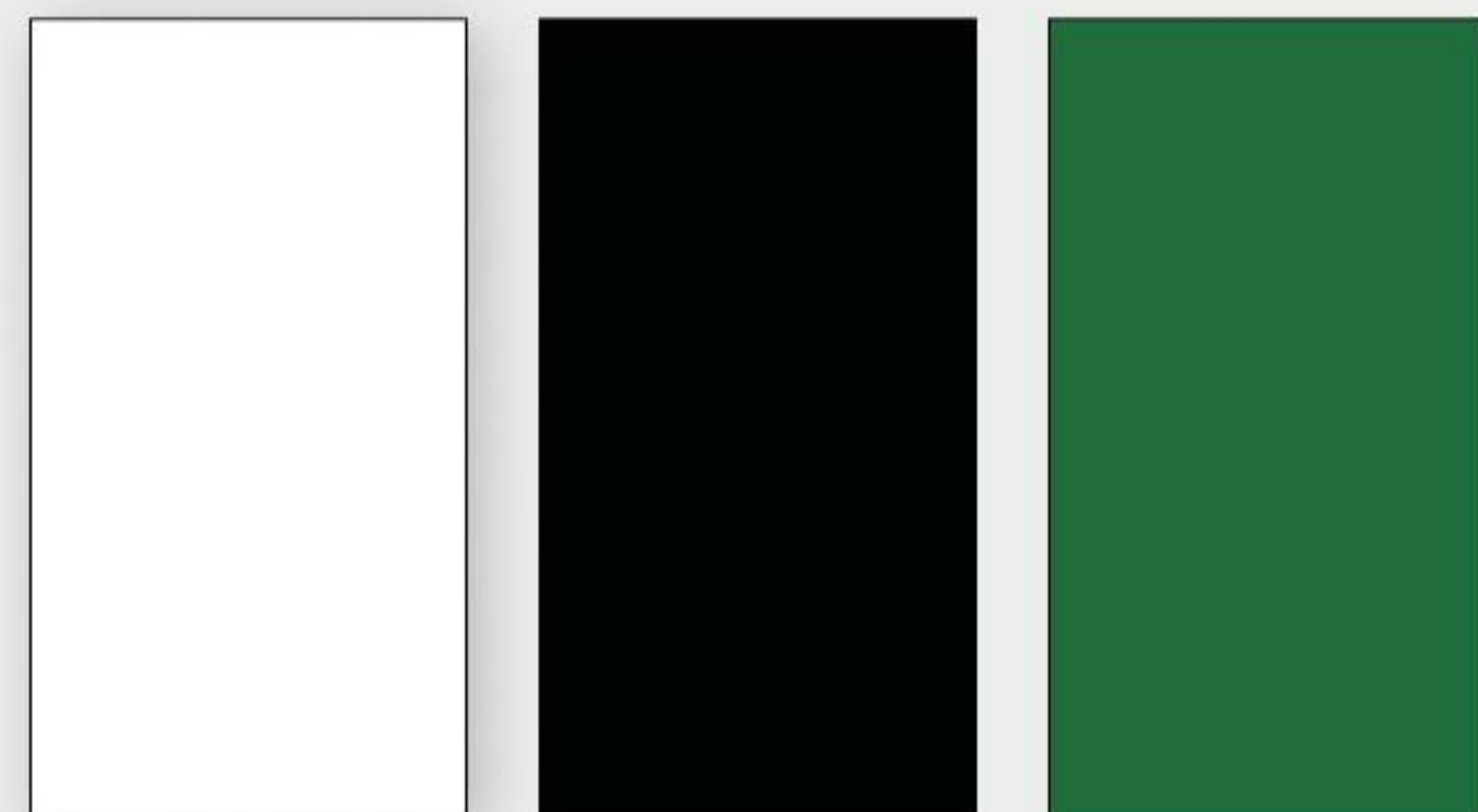
Low use + Unreadable expiry date = Potential use of expired product.

BOROLINE'S CURRENT PACKAGING (ANTISEPTIC AYURVEDIC CREAM)

Analysing current packaging and elements of branding.



Elephant logo
Symbolizes 'Stability'



Color palette
White, Black, Hunter green



Traditional style
border around text



Black plastic cap
with hexagonal top



Aluminum tube with
glossy finish

COMPETITOR ANALYSIS

Indian antiseptic creams with ayurvedic formulations:

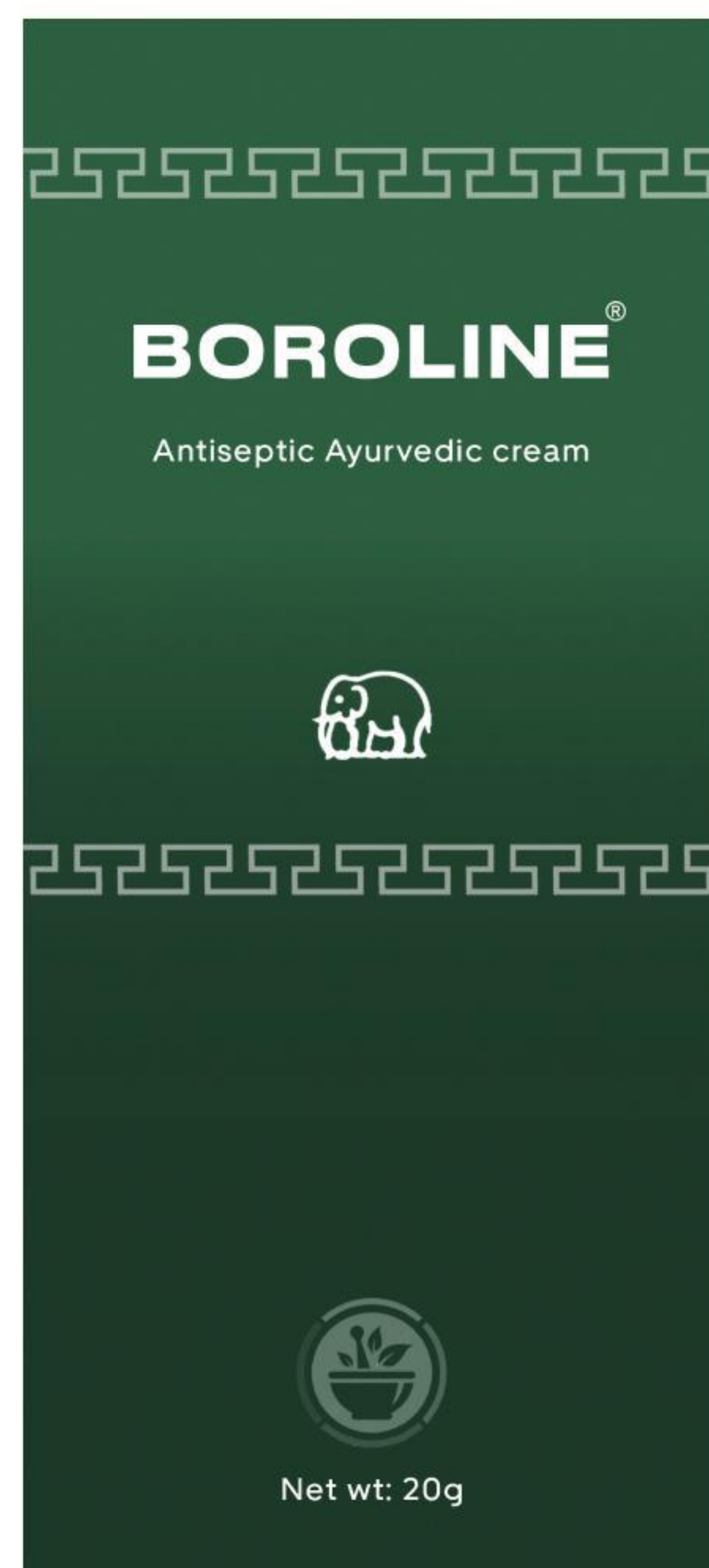
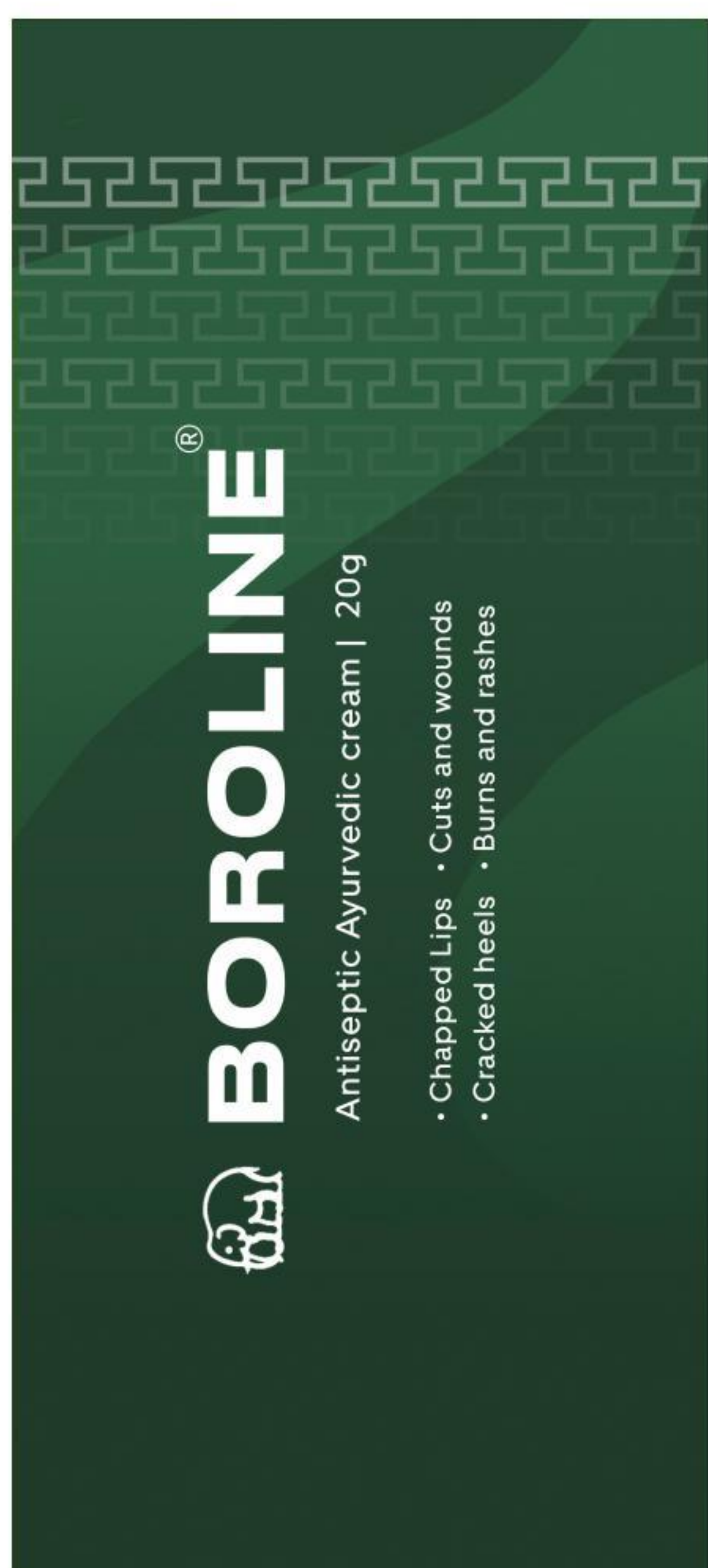
BoroPlus Ayurvedic Antiseptic cream and Himalaya Antiseptic cream



PROCESS



VARIATIONS



EXISTING PACKAGING



PROPOSED PACKAGING



PROTOTYPING



BOROLINE



BOROLINE[®]
Antiseptic Ayurvedic cream

Multipurpose cream for

-  Smoothes chapped lips
-  Cures cuts & wounds
-  For cracked heels & nipples
-  Softens elbows & abraded skin

- Special antiseptic properties of BOROLINE fights germs. Works wonders to cure cuts & wounds, general skin infections and heal post-operative stitches.
- BOROLINE's special oil-rich formula is enriched with natural lanolin, which protects and softens skin. Ensure fastest smoothening of all chapped, cracked and abraded skin.

Containing:
Tankan Amla (Boric Acid) - 1% W/W,
Jasad Bhasma (Zinc Oxide) - 3.1%
W/W, Mineral Oil, Paraffin Wax,
Lanolin & Perfume - q.s.

www.boroline.com
Mfg. & Exp. Date
B.No. & MRP
(incl. of all taxes) } see bottom flap

Manufactured by:
GD Pharmaceuticals Private Limited
A) D.H. Road, Chakbagi, Bishnupur, 24
Pgs.(S)-743503, West Bengal, INDIA
Mfg. Lic. No. :AL-927-M
B) 41/42,43 R.N.I. Colony, Mohun
Nagar, Ghaziabad-201007, Uttar
Pradesh, INDIA

For consumer feedback / queries,
contact Customer Care Executive at
Regd. Office:
GD Pharmaceuticals (P) Ltd., 94 N.R.
Avenue, New Alipore, Kolkata-700053,
INDIA
or call +91(33)23994011 or write to
feedback@boroline.com



40181 700982

Net wt: 20g

STORE IN DARK COOL PLACE
Net contents 20g

BOROLINE[®]
Antiseptic Ayurvedic cream



Net wt: 20g

MRP (Incl. of all taxes), B.No.	
Mfg. Date, Unit Sale Price (per g)	
₹50.00	B590
10/2023	2.50

BEST BEFORE - 3 years from Mfg.

Uses and benefits

Ingredients, Mfg. details, Contact info.

Expiry date, etc

02

BOROLINE Website redesign

UI redesign

interface design

quick concept



**Trusted Skin
for Generations**

Boroline – The timeless remedy

Explore products

 <p>★ 4.6</p>	 <p>★ 4.4</p>	 <p>★ 4.3</p>	 <p>★ 4.1</p>
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brand website redesign

BOROLINE: Website redesign

Enhancing User Experience While Retaining Brand Legacy

Goal:

- Improve visual appeal while keeping the classic Boroline brand essence.
- Enhance usability & accessibility with a more structured layout.
- Create a modern yet familiar aesthetic for users of all ages.

Existing UI



Key Challenges:

- The existing website feels outdated and cluttered.
- Users struggle to find product details easily.
- No clear call-to-action (buying products isn't straightforward).

Solution:

A clean, easy-to-navigate homepage focusing on product discovery and brand trust.

Design Approach:

Keeping it clean & minimal while retaining Boroline's heritage feel.

Color Palette:

Shades of green to align with Boroline's branding.

#FEFEFE

#ECF7EE

#225822

#0D3010

#0F0004

High-Fidelity wireframe:

BOROLINE Our Story Products Blog Contact Us

**Trusted Skincare
for Generations**
Boroline - The timeless remedy for your skin.

[Know more](#)

Explore products

★ 4.6
Antiseptic cream 100gm +
Ultrasmooth Night cream 100gm
₹327/- Onwards
[Buy Now](#)

★ 4.4
Khas Neem Soap
(100 gm X 4 + 100 gm Free)
₹160/- Onwards
[Buy Now](#)

★ 4.3
BOROLINE's Active Neem Spray
100 ml + Fresh Spray 100 ml X 2
₹216/- Onwards
[Buy Now](#)

★ 4.1
Bo-Lips Chocolate, Strawberry &
Vanilla (10 gm X 3)
₹180/- Onwards
[Buy Now](#)

Why Choose Boroline?

For over 90 years, Boroline has been a household name, trusted for its gentle yet effective healing properties. Here's why millions choose Boroline's skincare solutions.

Natural Ingredients
Free from harsh chemicals, making it safe for all skin types.

Legacy of 90+ Years
Loved by families across India for its reliability and effectiveness.

Dermatologist recommended
Endorsed by dermatologists for its antiseptic & moisturizing properties.

Made in India
100% Indian-made product with a commitment to quality.

Customer Reviews & Testimonials

“ Boroline has been a staple in my family for generations. It's the one product I always reach for when I have dry skin or minor cuts. The quality is consistent, and it always works! ”

Anya S.
Mumbai

“ Simple, effective, and reliable. That's Boroline for me. No fancy ingredients, just a product that delivers on its promises. I'm a lifelong customer. ”

Meera P.
Kolkata

“ Living in a dry climate, my skin gets incredibly rough. Boroline is the only thing that keeps my skin moisturized and smooth. It's a lifesaver during the winter months. ”

Sneha L.
Jaipur



BOROLINE[®]

G.D. Pharmaceuticals Pvt. Ltd.



Quick Links

Products
Our Story
Blog
Contact Us

Contact Us

Boroline Headquarters
123, Heritage Lane, Kolkata,
India - 700001

Email:
feedback@boroline.com

Customer Care:
+91-98765-43210
(Mon-Sat, 9 AM - 6 PM)

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Trusted Skincare for Generations

Boroline - The timeless remedy for your skin.

[Know more](#)

Explore products



03

Children's Book of Houseplants

book design

publication

illustration



**book
of house
plants**

illustrated and written by
janhvi ambhurkar

Children's Book of Houseplants

Inspiration

- My love for plants and noticing children's curiosity during my weekend gardening activities

Realisation

- Children often lack exposure to plant care at a young age.

Goal

- Cultivate an interest in plants from a young age
- Position plant care as a potential lifelong hobby alongside others like art or dance.

Target Audience

- Children aged 4-8, a crucial stage for developing interests.



Reduce screen-time

Plants offer opportunity to **connect with nature** right at home

Caring for plants **teaches responsibility** for living things

Benefits of teaching plant care:

Caring for plants sparks **curiosity about the environment**

Watching plants grow is a satisfying and **rewarding experience**

Plant Selection:



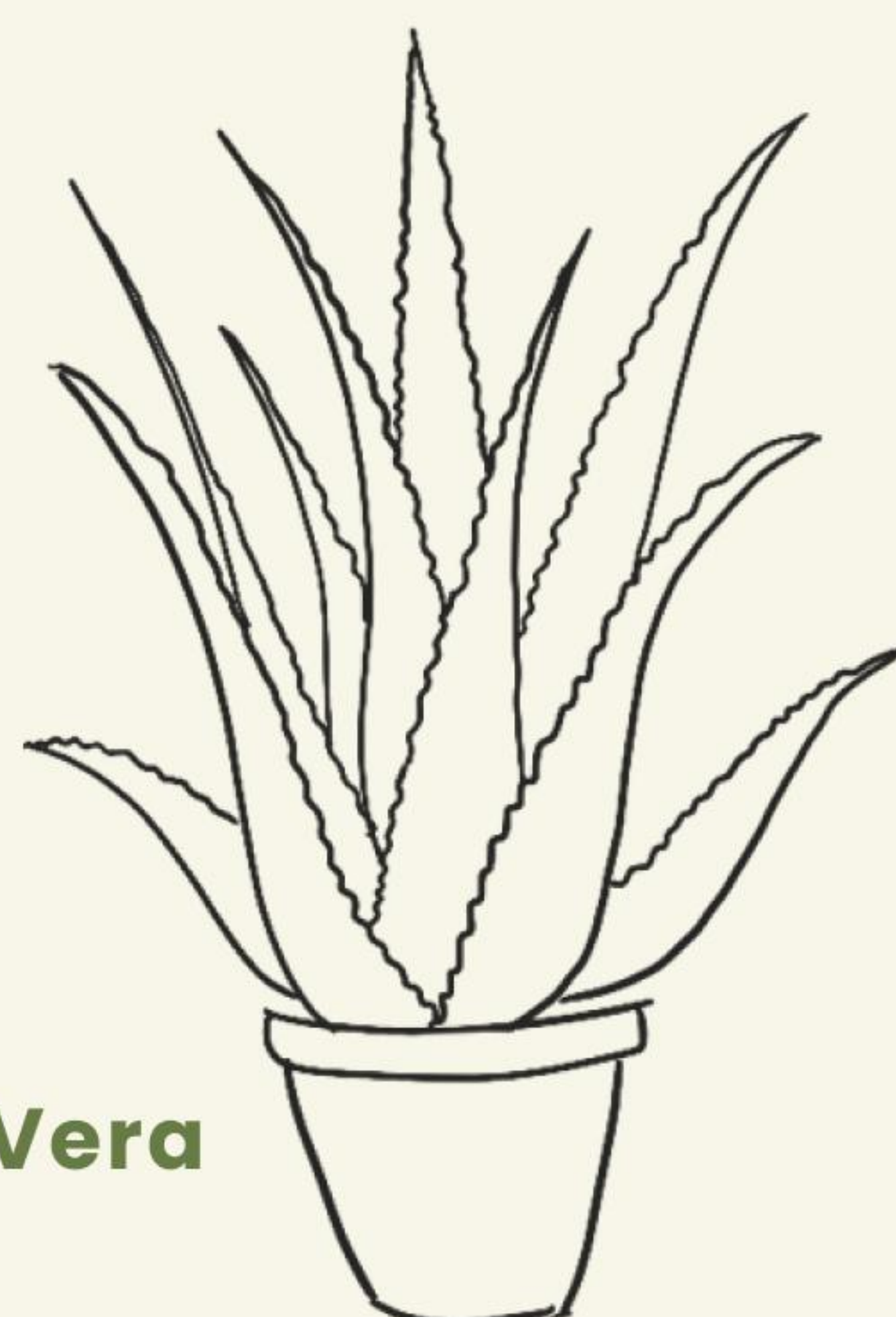
Money Plant



Snake Plant



Tulsi



Aloe Vera



Areca Palm

Why these plants ?

Easily identifiable and common Indian houseplants to connect the book's knowledge to their surroundings.

Book concept:

Format:

Illustrated guide for children

Page Variety:

Three types of pages for a dynamic learning experience

1 Engaging Story Pages

2 Informative Plant Pages with Illustrations and Poems

3 Fun Activity Pages

Storyboarding :

A child's new home feels empty. A trip to a nursery ignites their love for plants! They learn about popular Indian houseplants with fun illustrations and simple explanations. As the child cares for these plants, they watch them thrive, feeling proud. The house transforms into a vibrant, welcoming space. The book celebrates houseplants' impact on our environment and connection to nature, with interactive activities like growing microgreens.

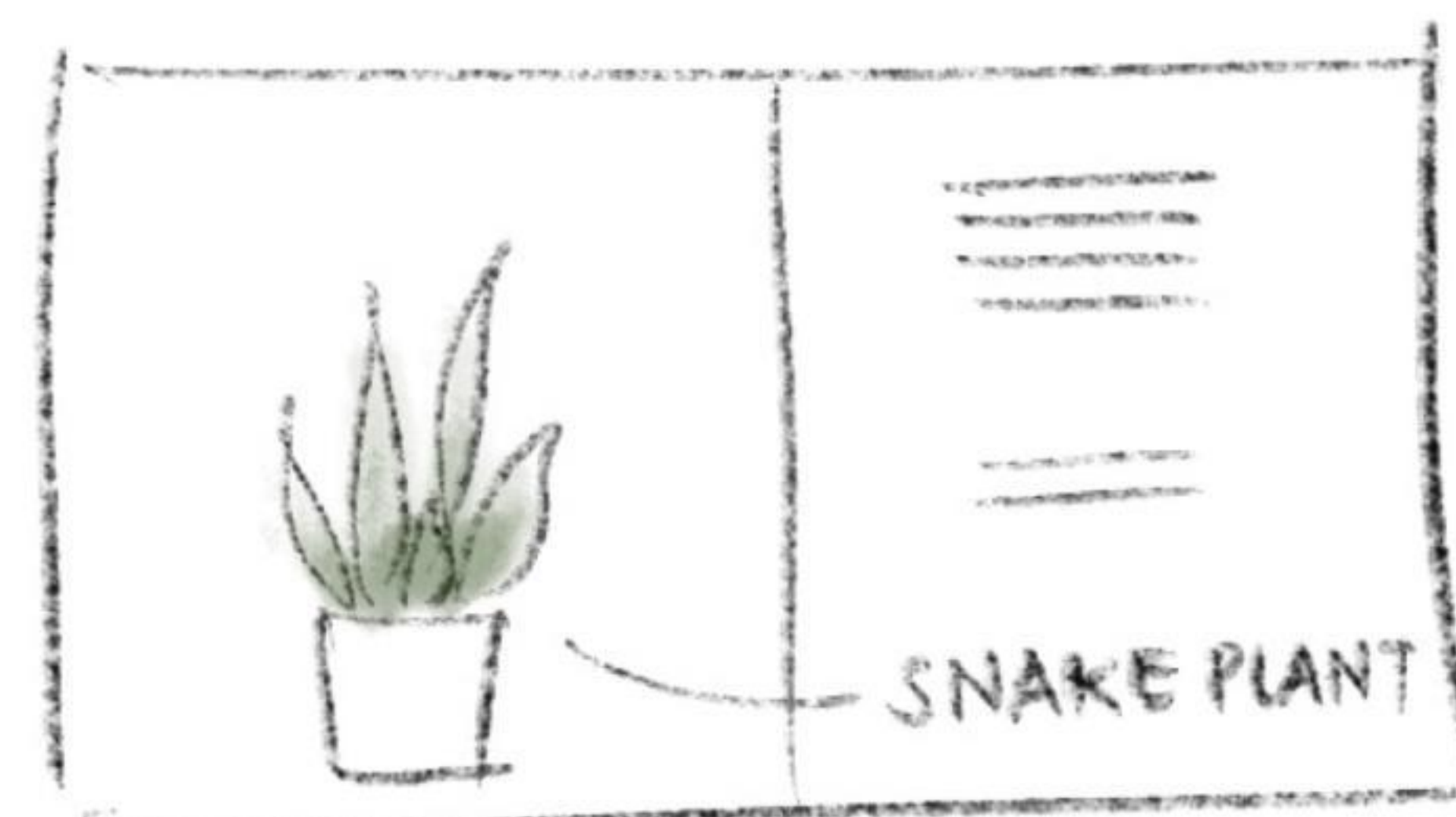
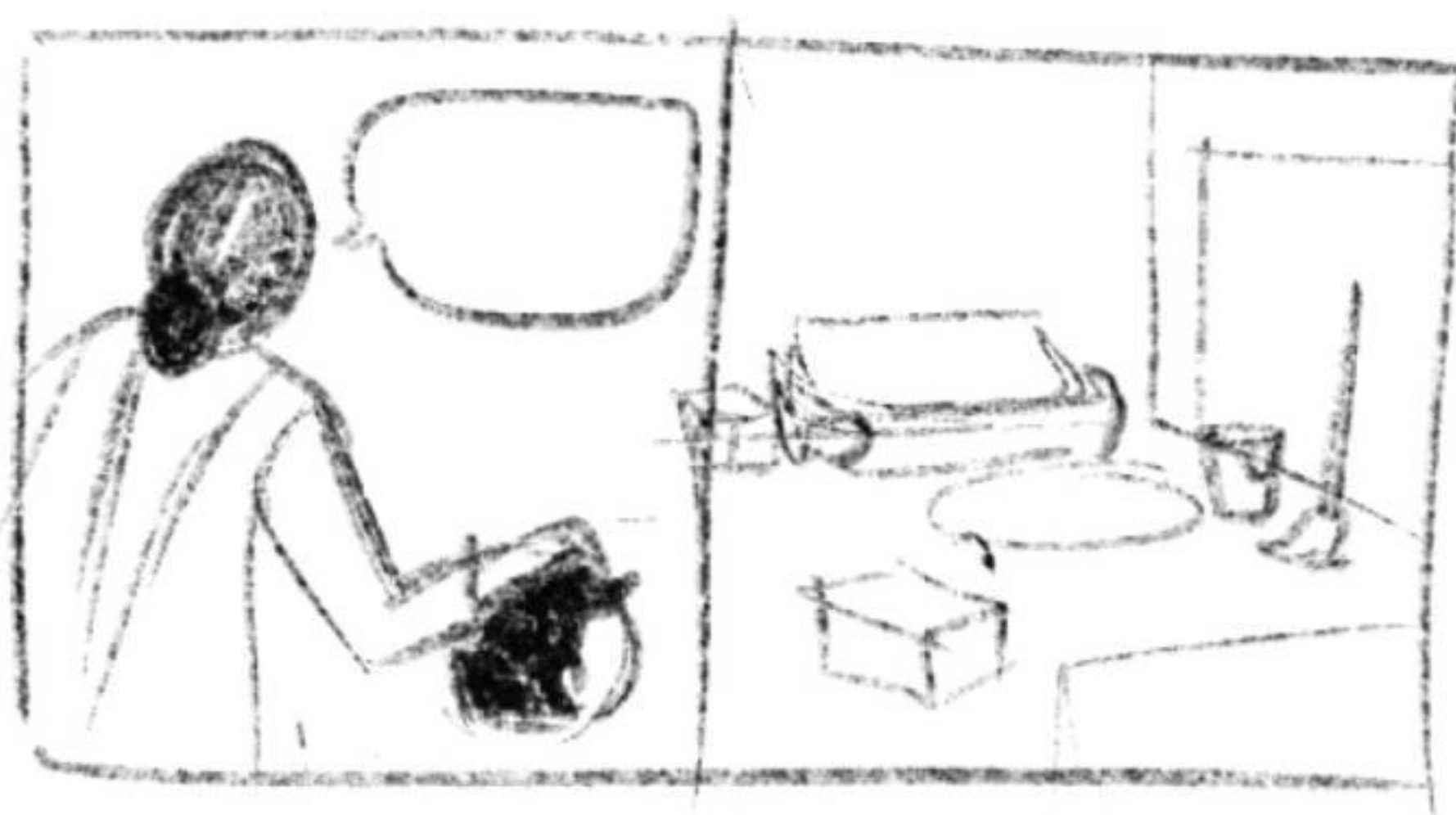
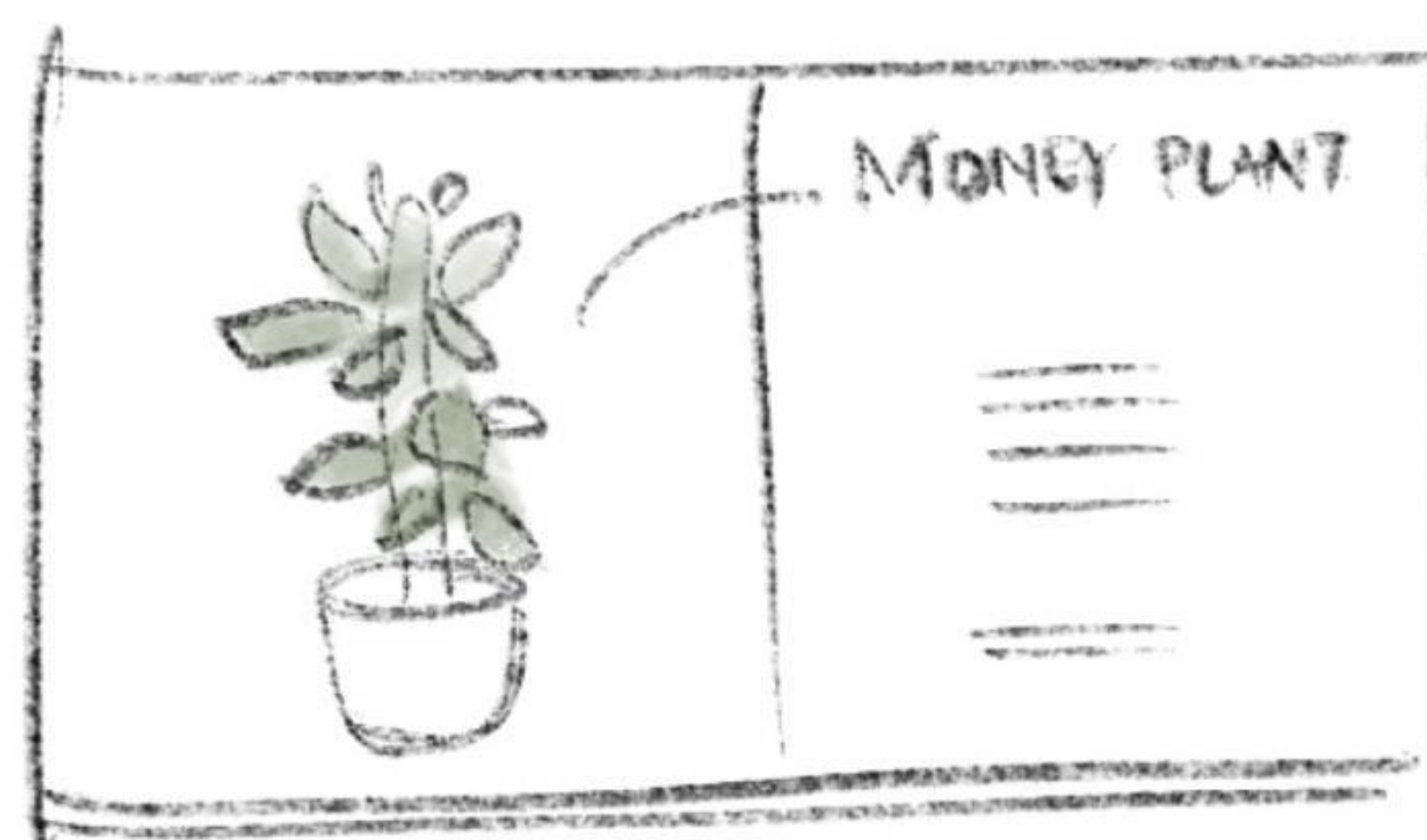
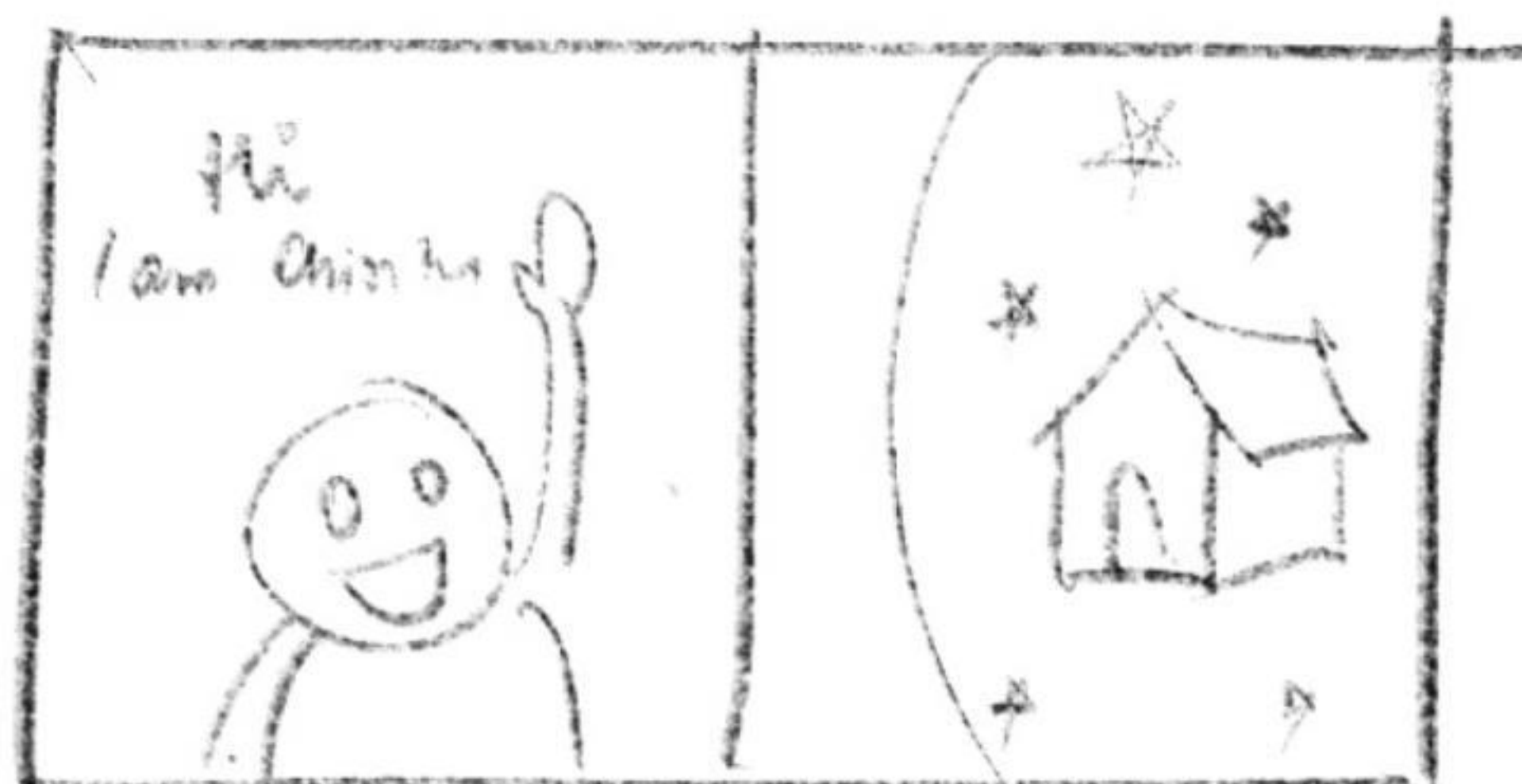
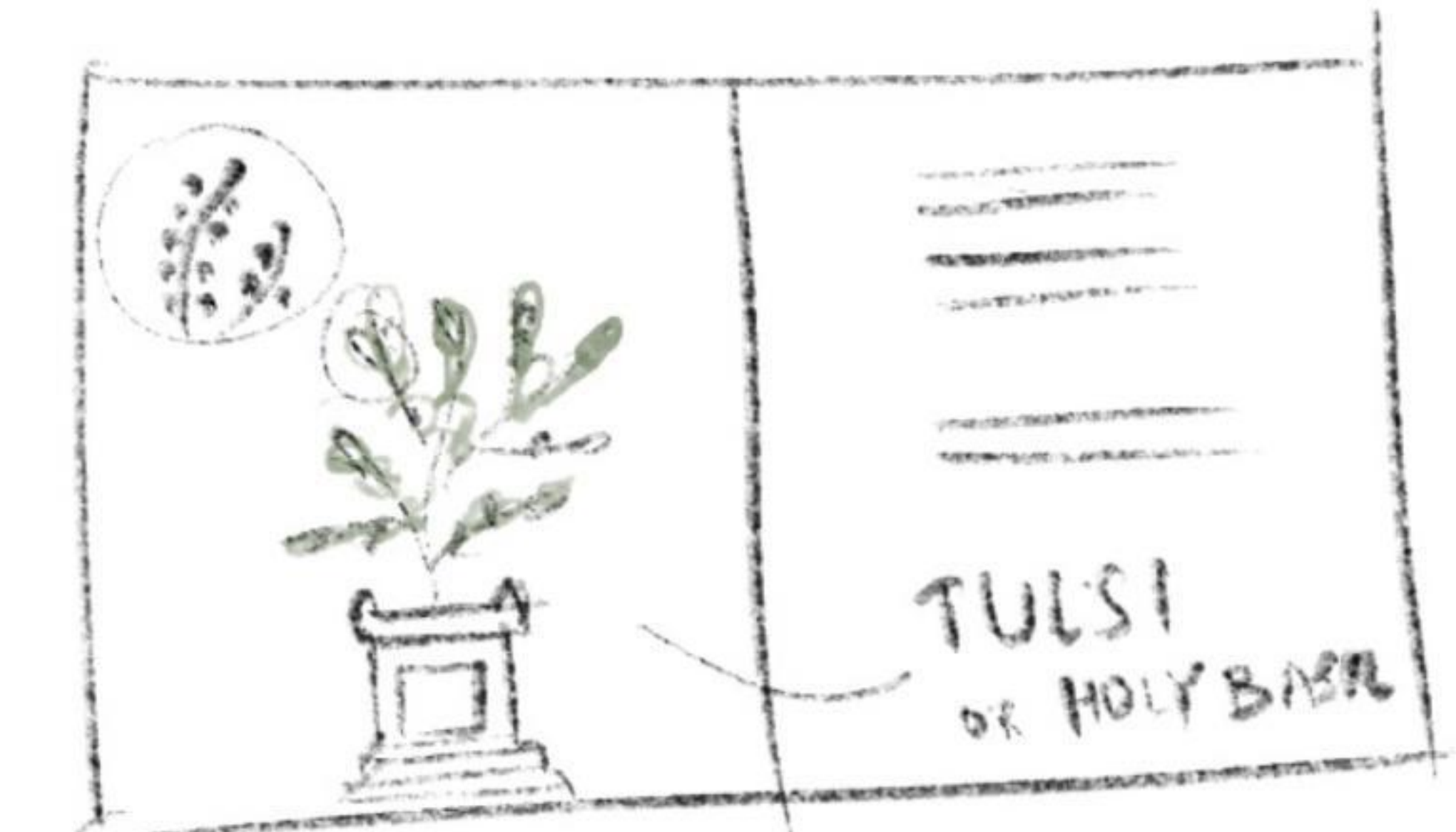
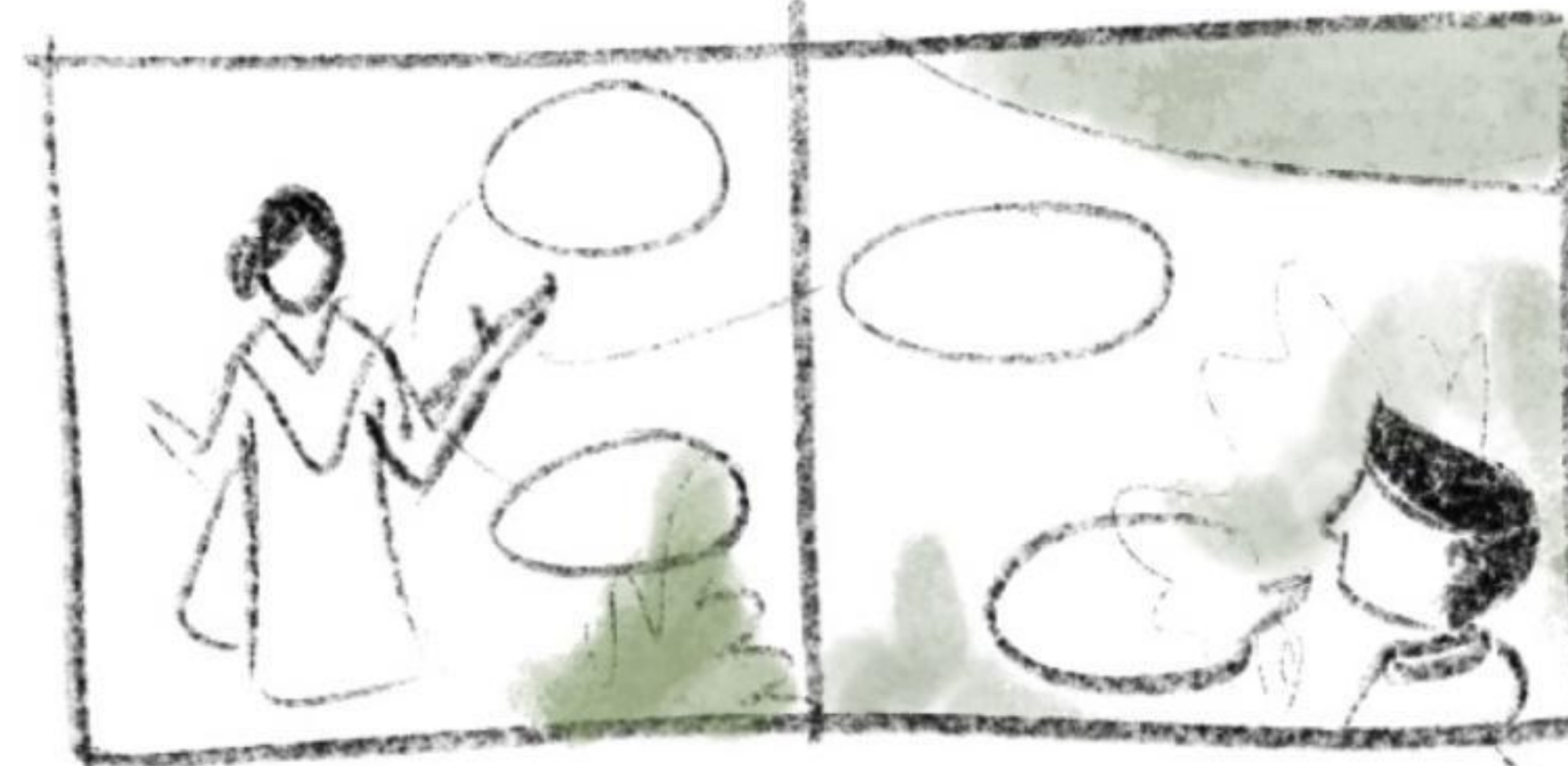
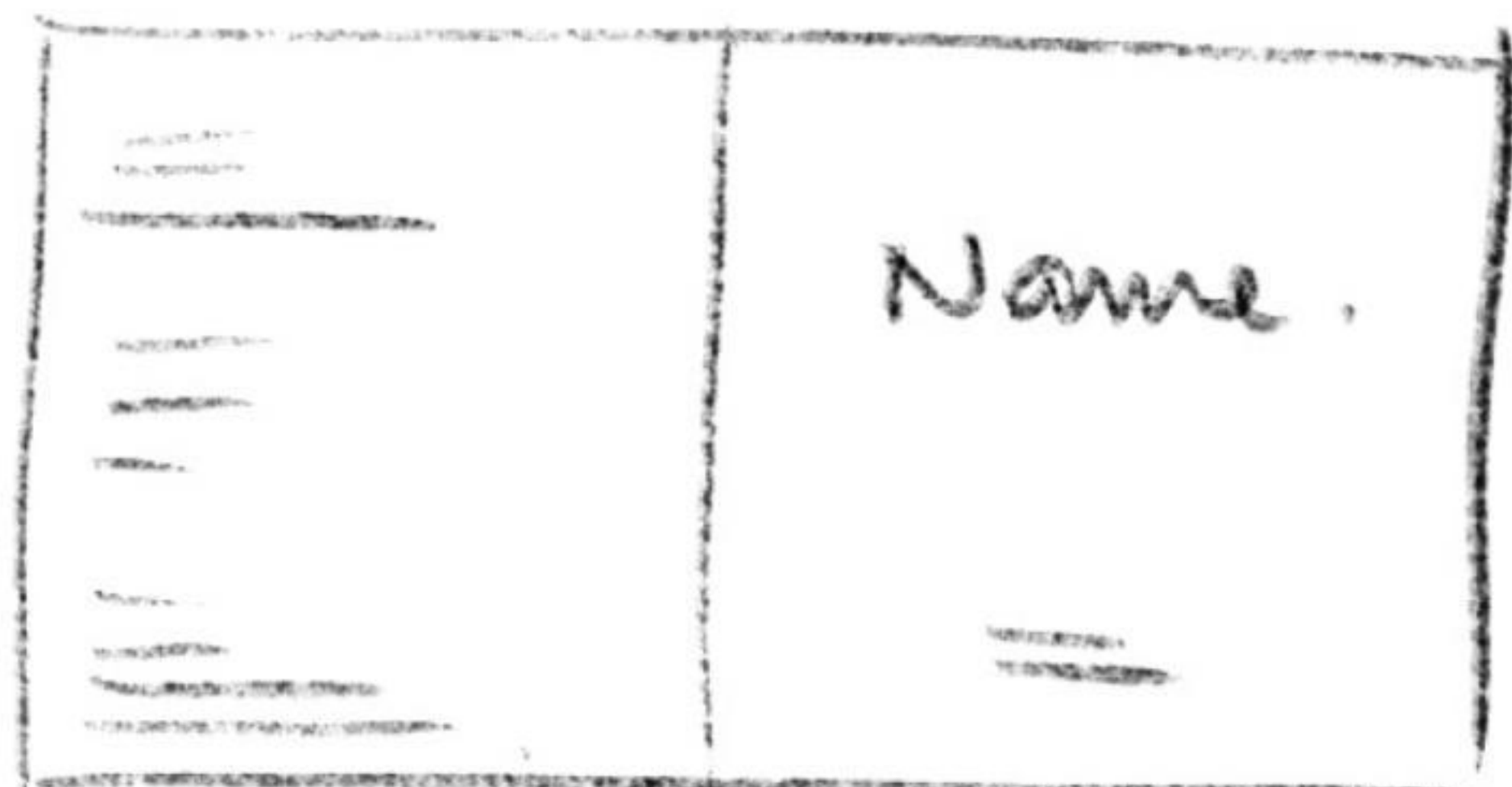
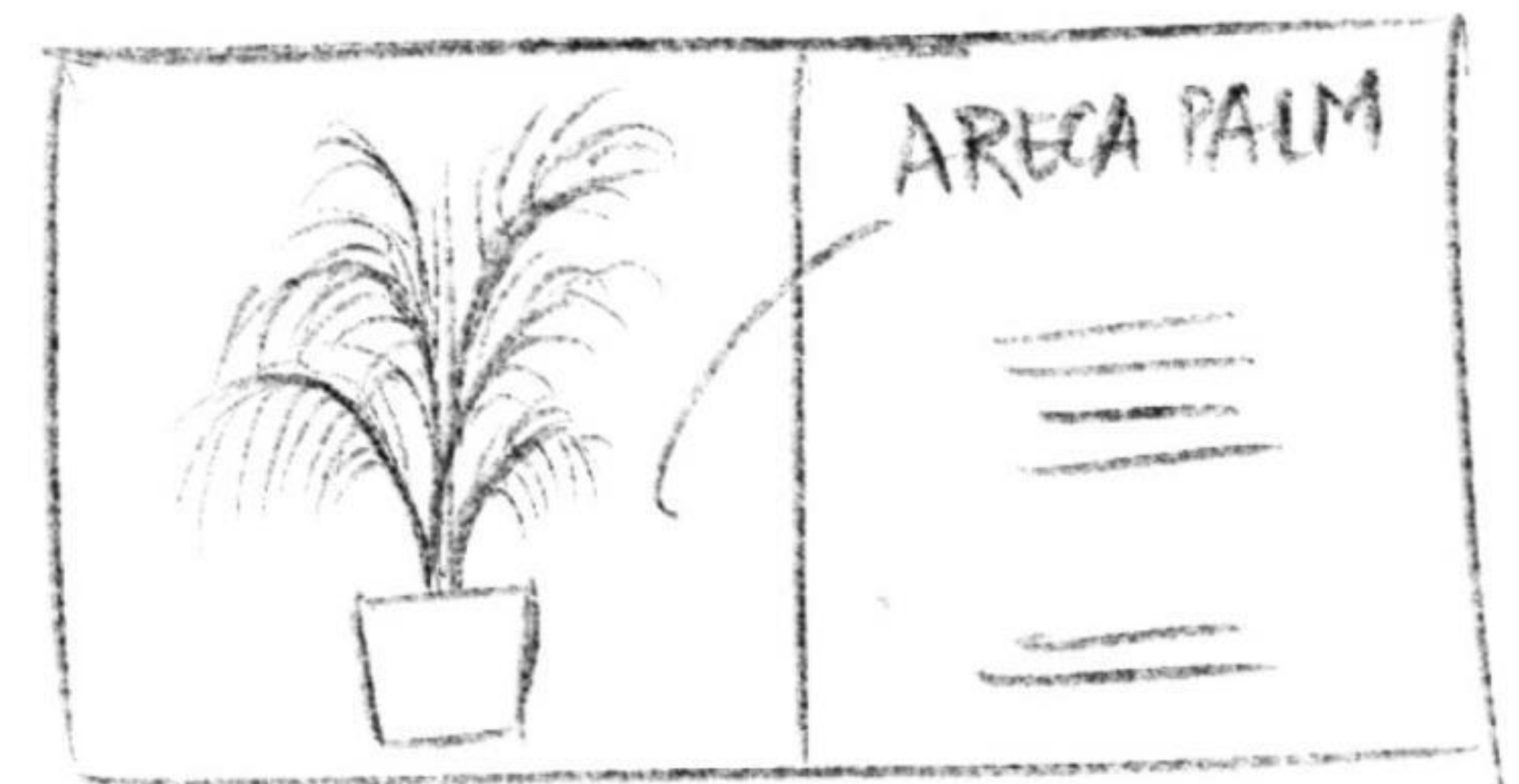
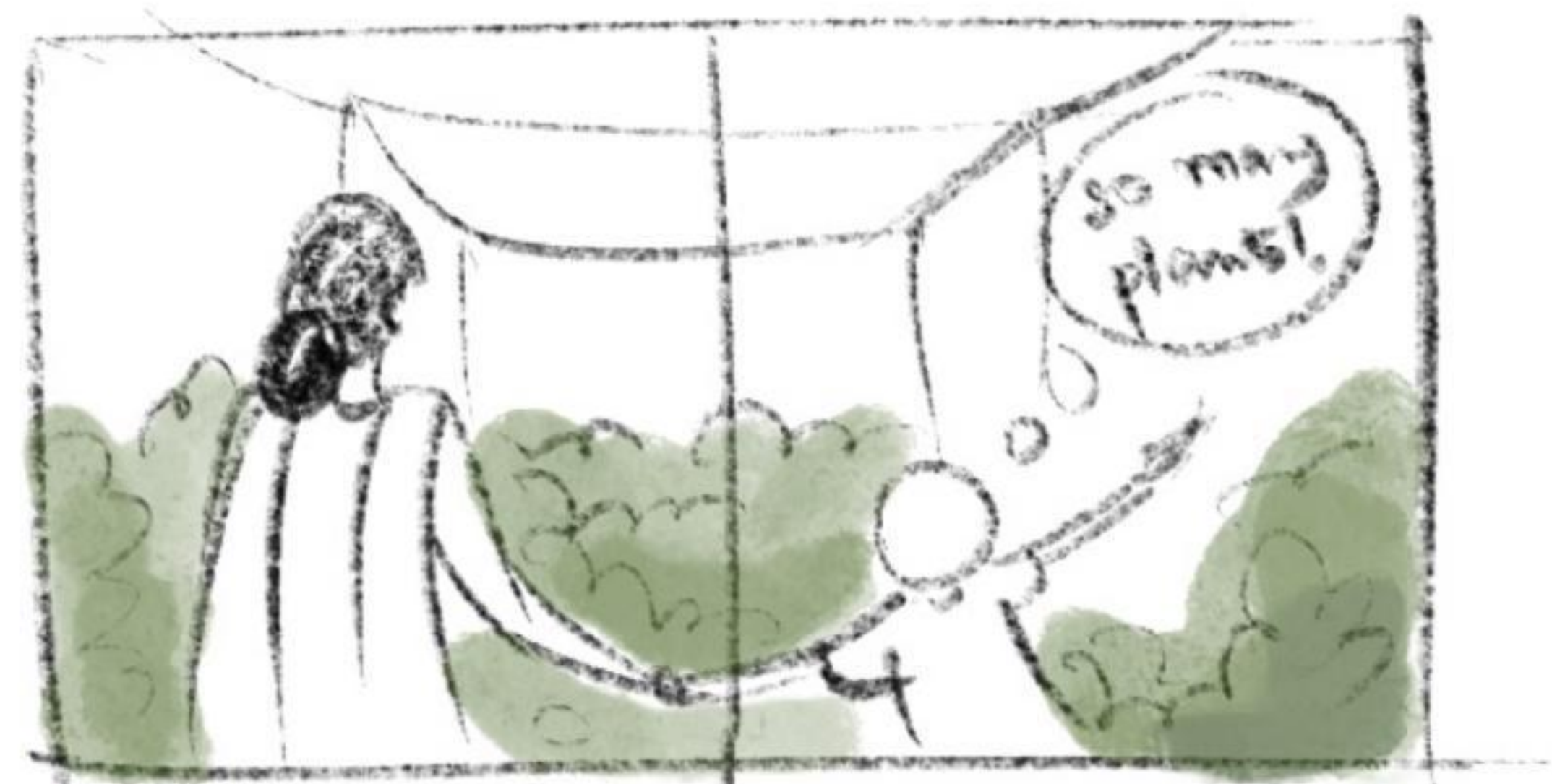
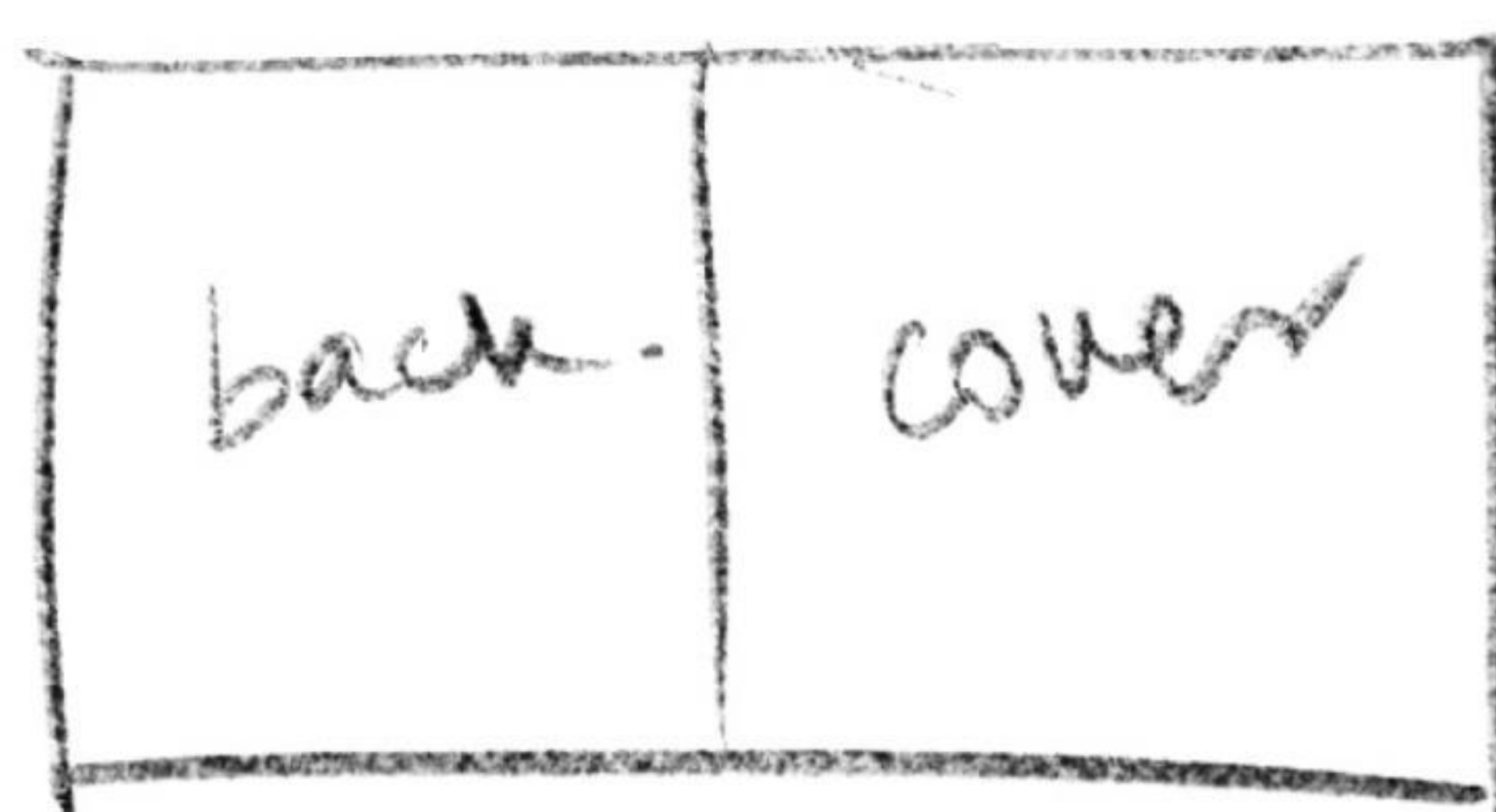
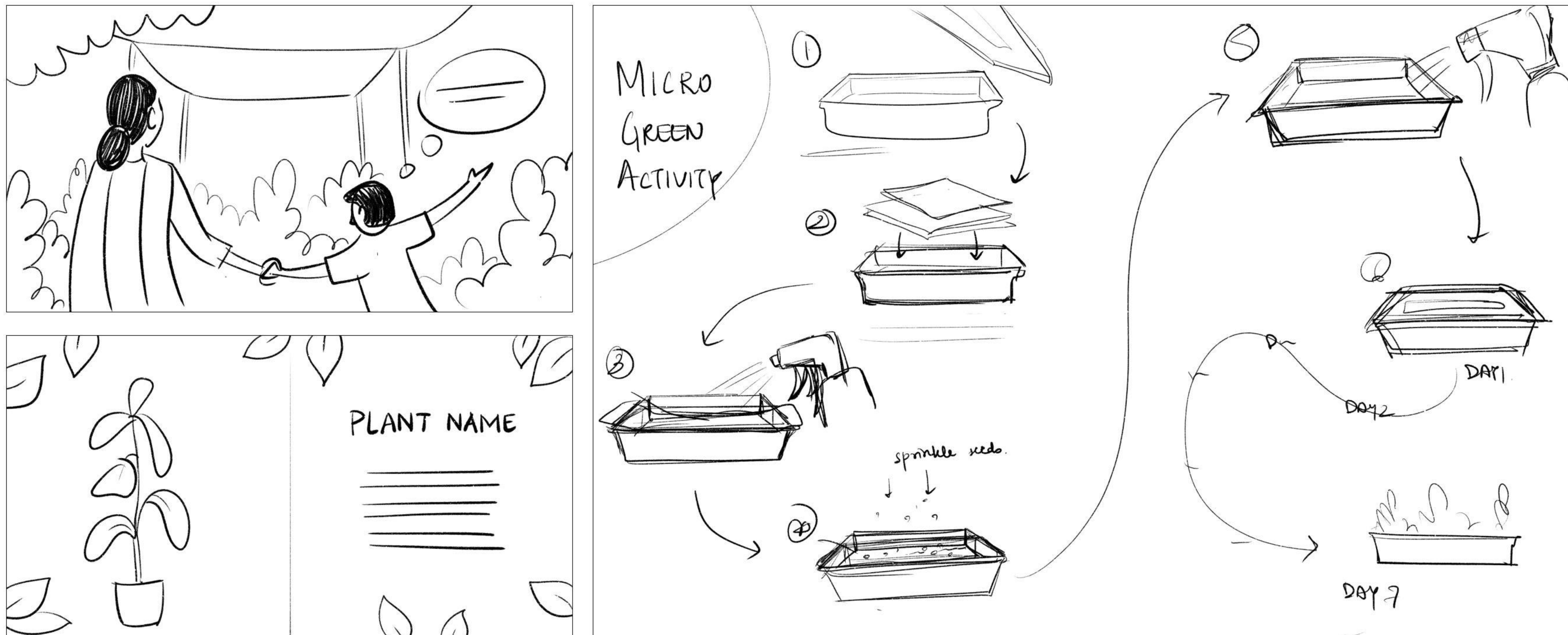
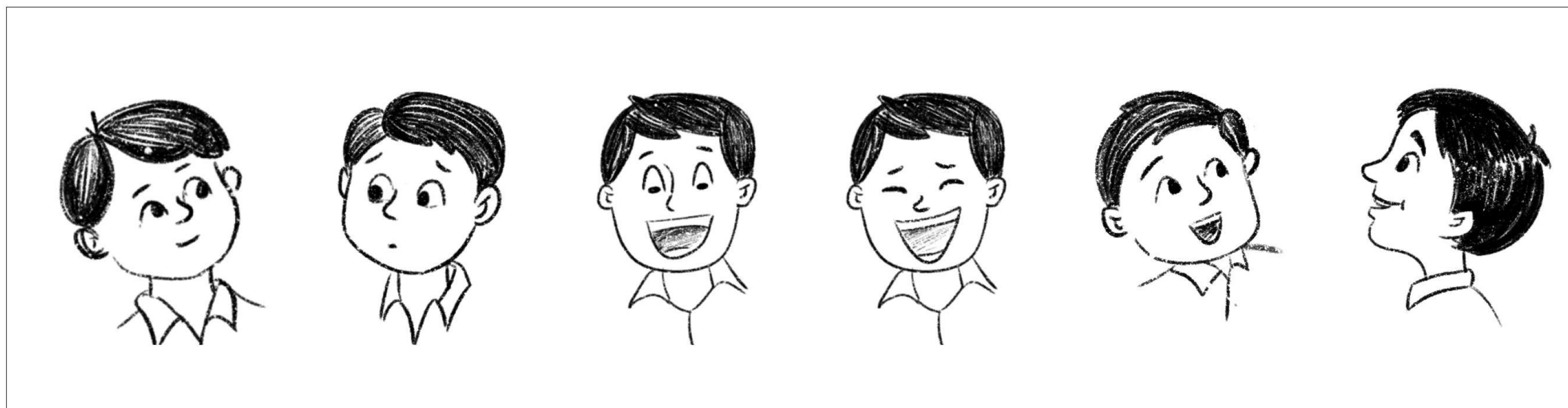


Illustration ideation



Chintu's Character sketches



Plant Illustrations

Key points while illustrating plants :

- **Recognition in Real Life**
- **Engaging for Children**
- **Balancing Realism and Cartoon**

1st attempt
Drawbacks: More towards realism, less cartoon-ish appeal for children



2nd attempt
Balance between realism and cartoon



Story spread sample

In this part of the story, Chintu and his Mother goes to the nursery to buy some plants for the house



A small peak into the world of plants and how nursery looks like

Informative dialogues between the characters to ignite curiosity



Learnings for the child :

- Pictorial visit to the nursery
- Relating to the child character and learn to ask more questions about plants
- Curiosity to explore the nursery in real life

Plant spread sample

In this part of the book, the children will get introduced to various Indian houseplants with an cartoonish illustration of the plant along with a short, fun and informative poem about the plant.



Plant illustration ●


Informative poem
about the plant



money plant

also known as
Golden POTHOS

**Round and green, a shiny sight,
Money plant brings good luck, day and night.
Like tiny coins, its leaves all gleam,
A lucky charm for every dream.
Watch it climb and twist and grow,
Bringing fortune wherever it goes!**



Learnings for the child :

- Understanding of how a certain plant looks
- Gaining knowledge about the plant through a short and easy-to-read poem
- Curiosity to find it in their surroundings

Activity spread sample

At the end of the book, the children get to learn and try out a fun plant based activity

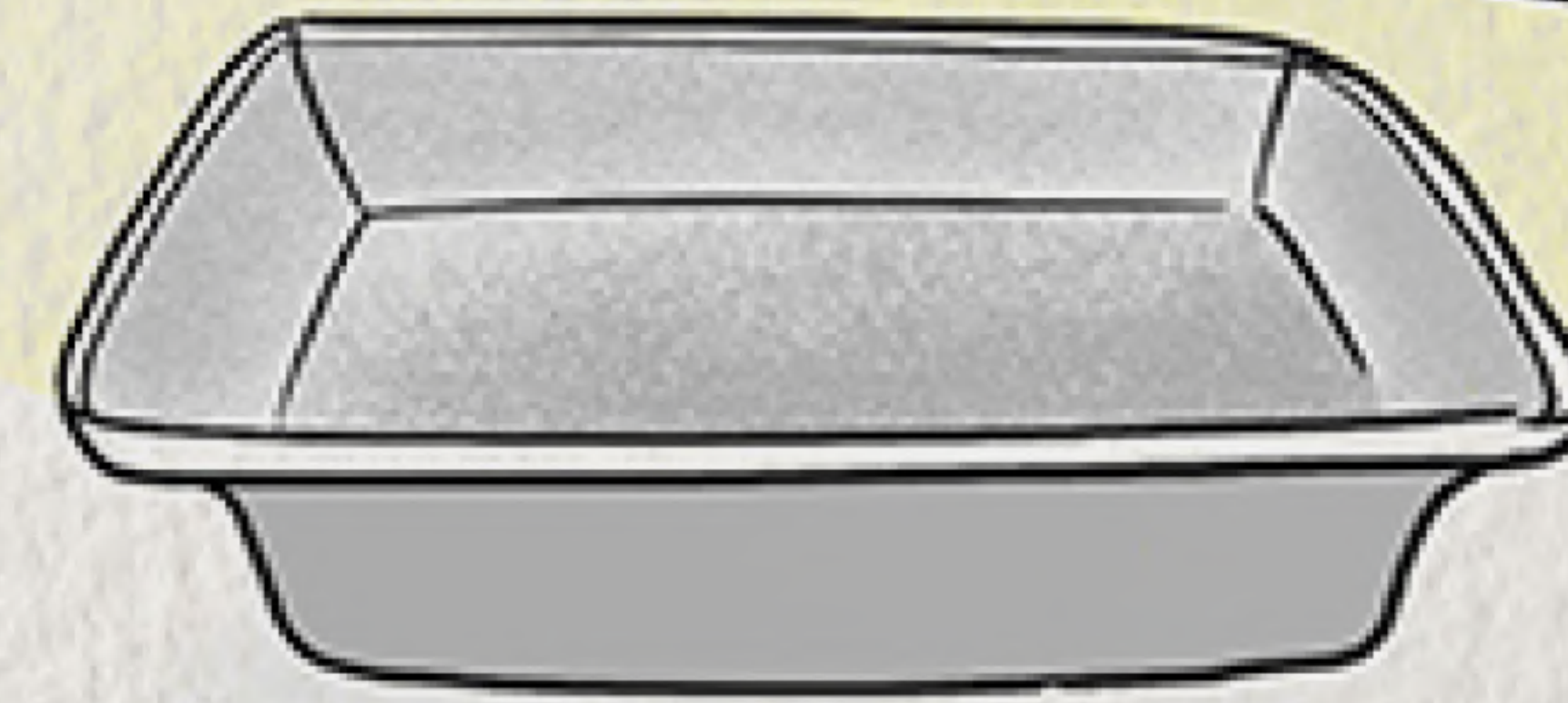
Activity time

Grow your Greens

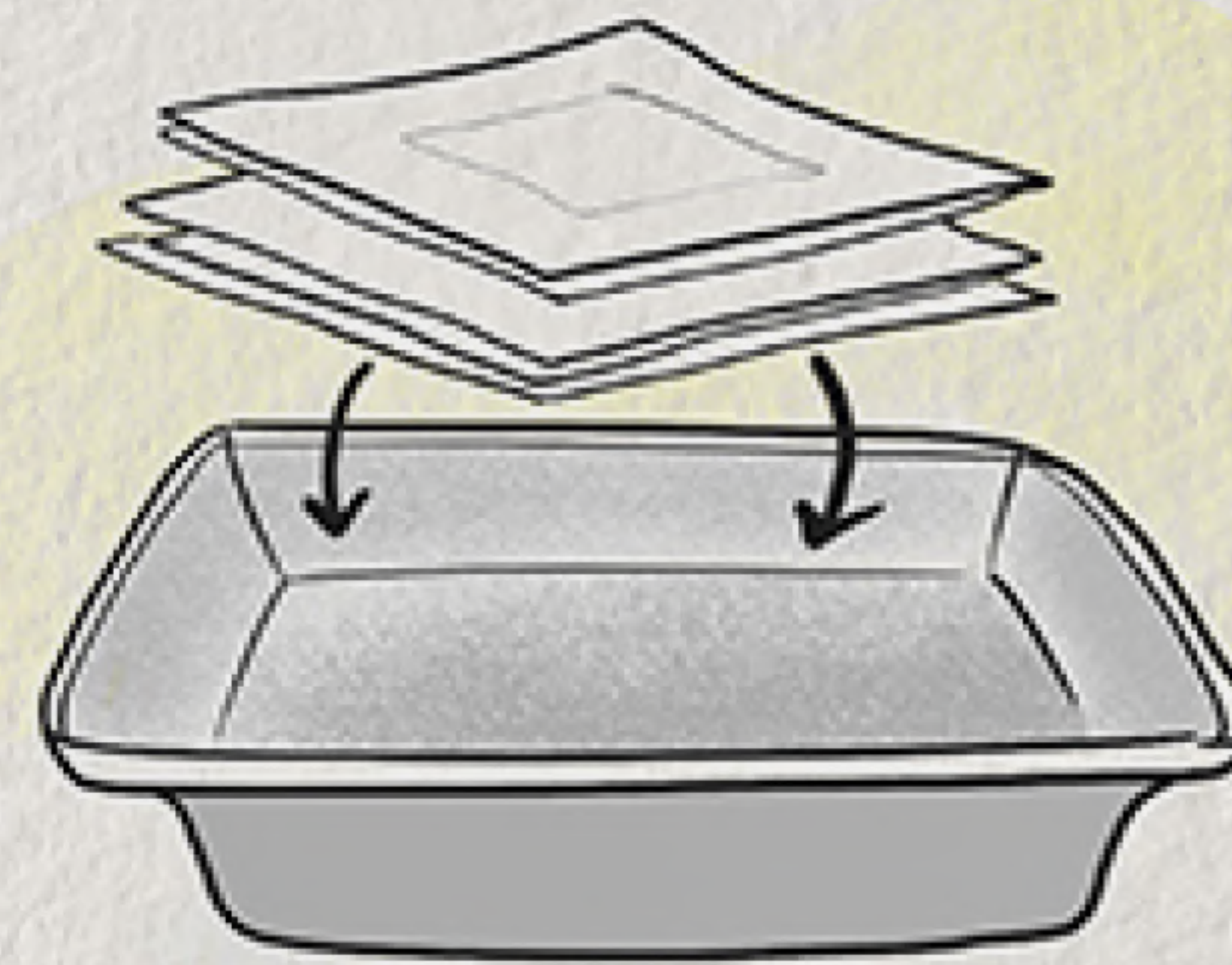
Things you need:

- Plastic container with lid
- Mustard seeds
- 3-4 tissues
- Spray bottle

Step 1 :
Take the plastic container



Step 2 :
Place 3-4 tissues inside it



Step 3 :
Spray water to moisten the tissues



Step 4 :
Sprinkle mustard seeds



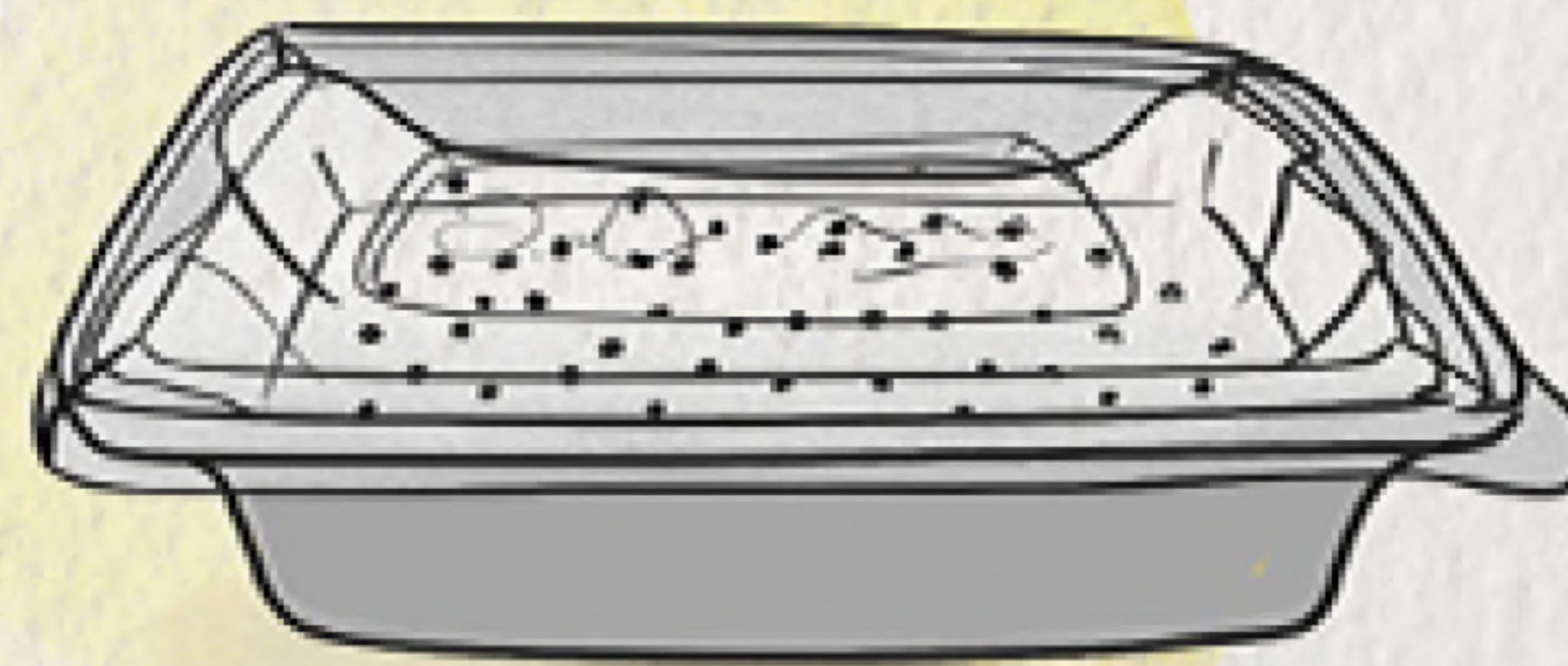
Materials required -
easily available and safe to use
without parents supervision

Timeline to show
estimated time

Clear and easy to understand visuals



Step 5 :
Spray water again to moisten the seeds



Step 6 :
Close the box with transparent

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Spray water everyday

Yaaay!
Meet your new mini greens

Day 7

Learnings for the child :

- Procuring materials and seeds
- Following up steps
- Responsibility of spraying the seeds with water everyday
- Patience leading to rewarding experience to see the growth each day, till 7 days

04

Extracurricular Highlights

Cultural fest website design

TEDx visual branding

M.Des Semester 1 & 2

Extracurricular Highlights



Website UI Design for

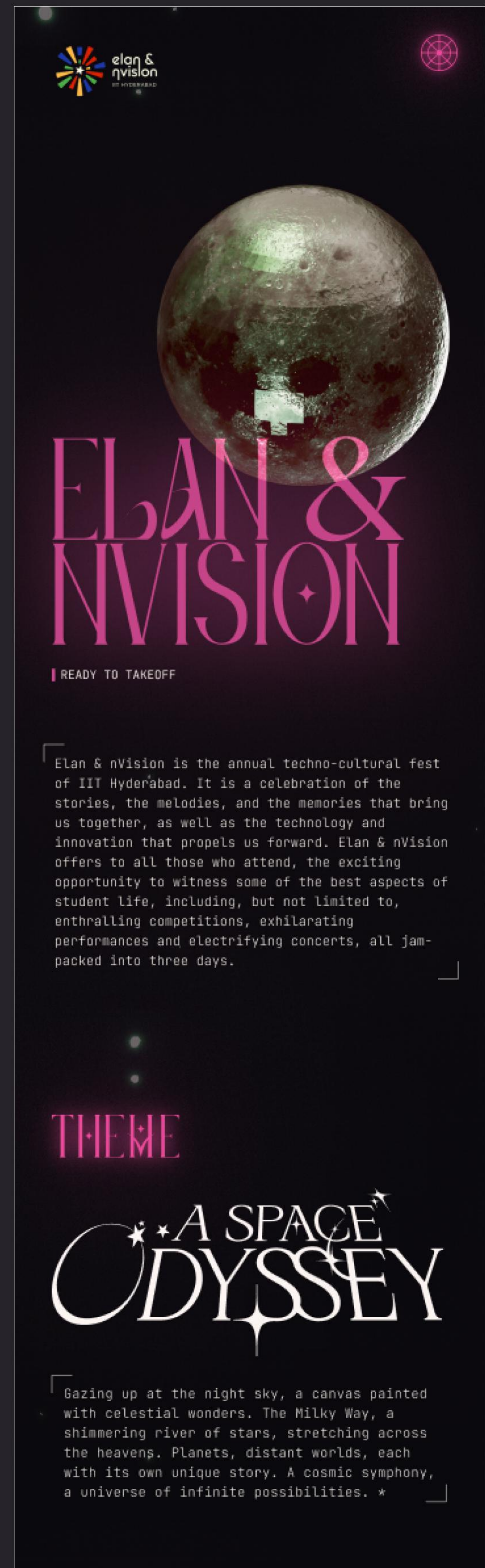
Annual techno-cultural fest of IIT Hyderabad

Elan & Nvision 2025 x IITH

Role : Website UI Designer

Click to know more

<https://www.elan.org.in/>



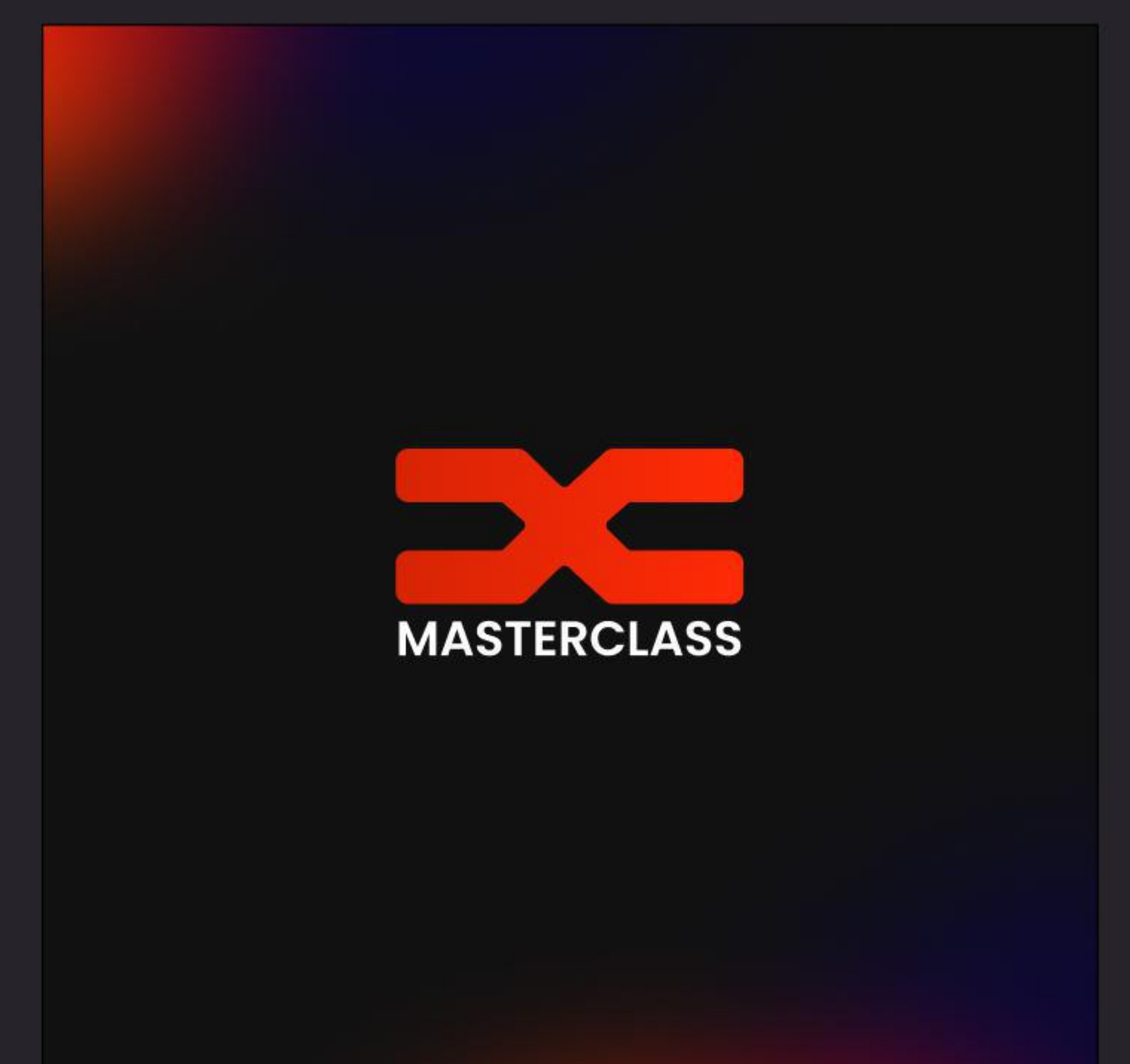
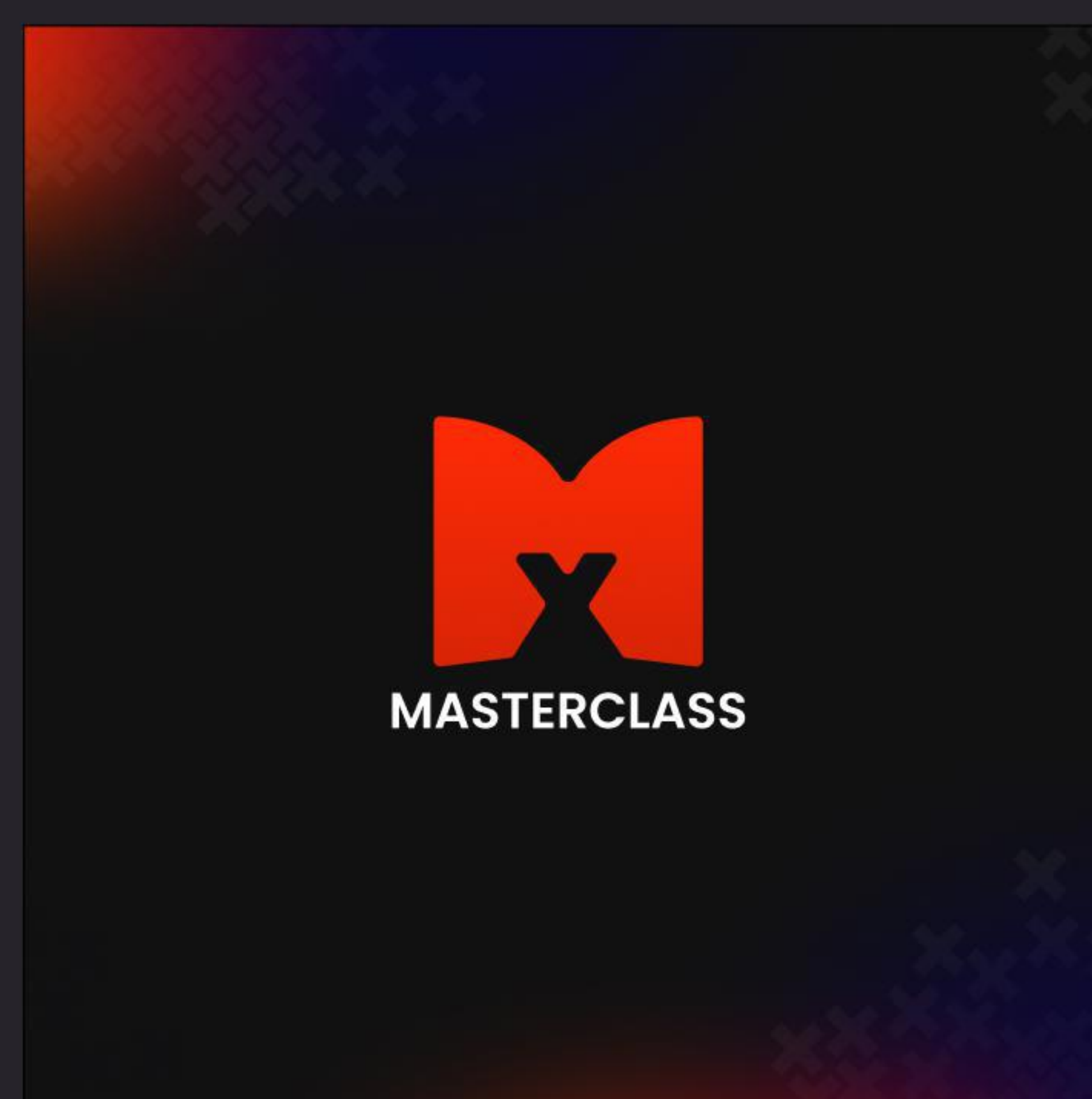
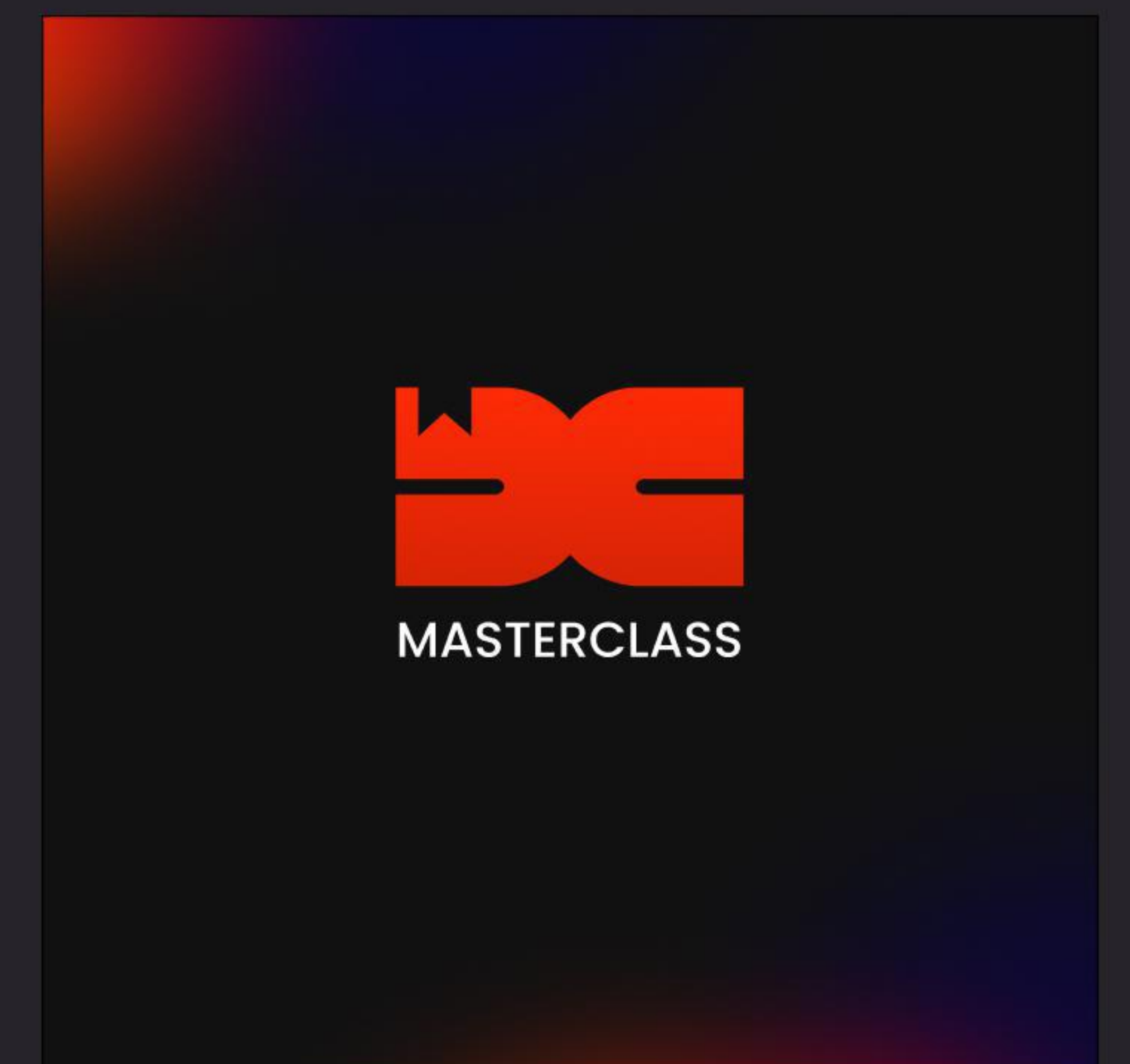
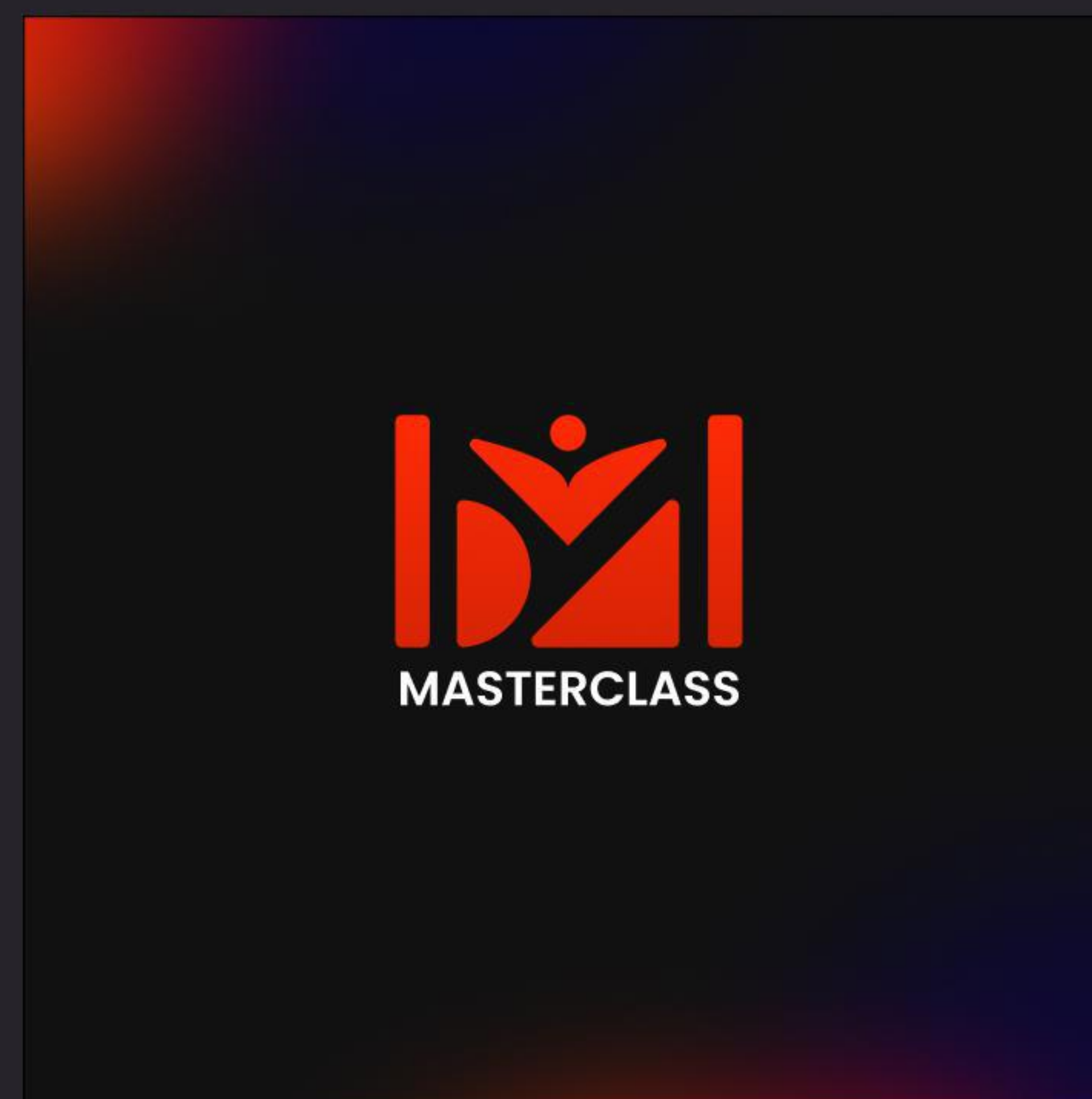
TEDx IITH

Role: Design Coordinator

Responsibilities: Visual Design & Branding, Digital Collaterals, Team Coordination & Delegation



Instagram Stories



TEDx Masterclass logo options



Merchandise Design based on the theme

05

Infographics

visual mapping

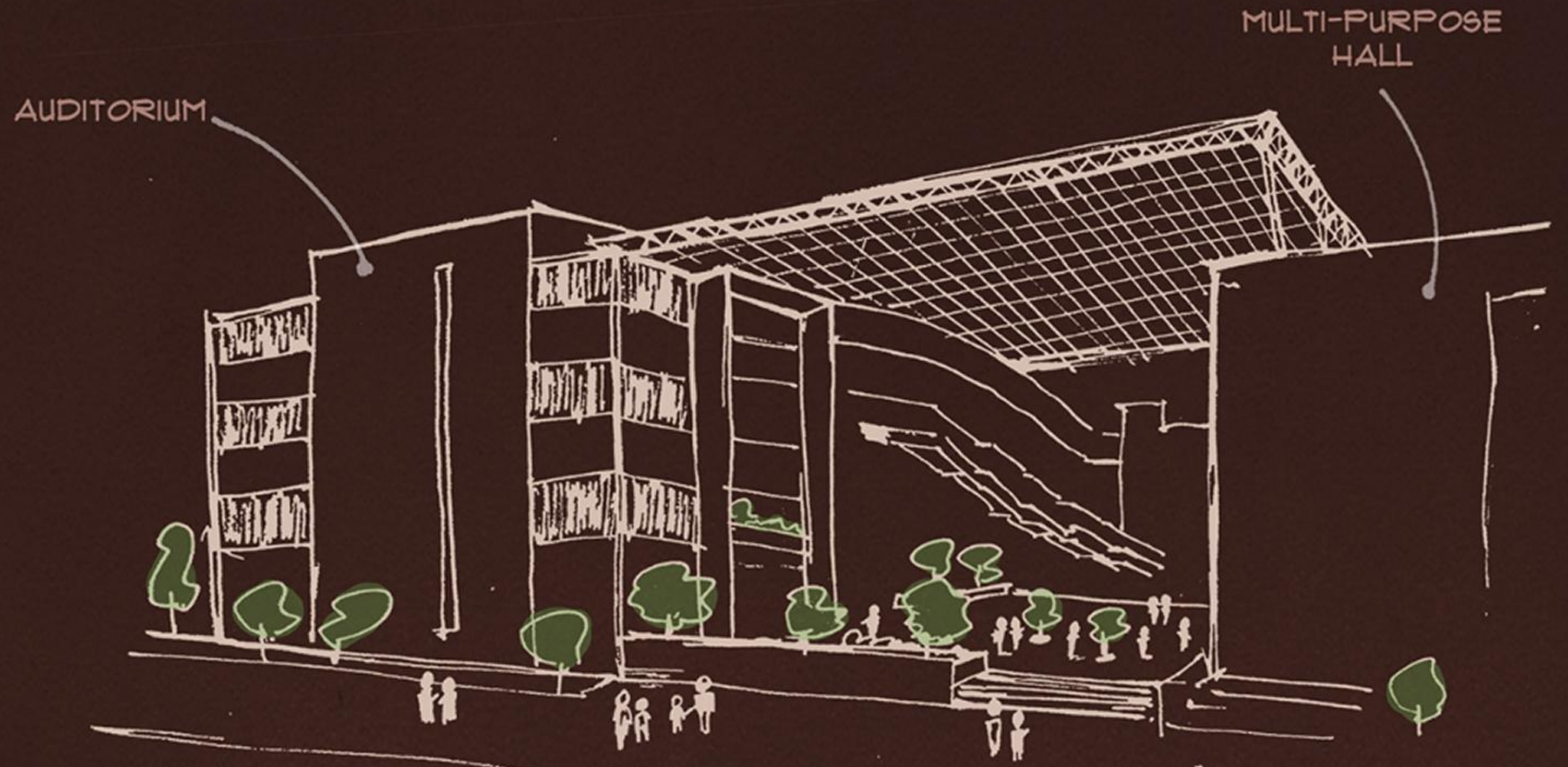
space design

zoning

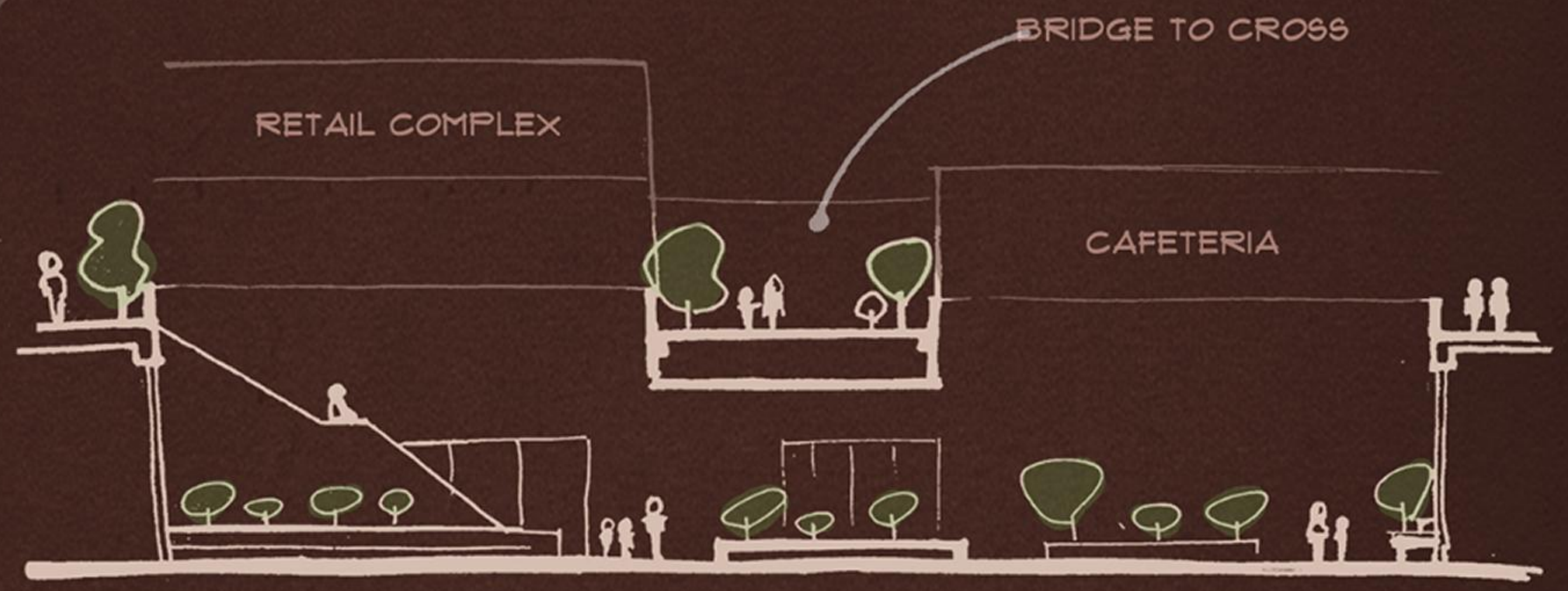
Infographics

Spatial Context & Visual Mapping

Model of cultural center with overlay of hand drawn sketches explaining the site analysis.
Project: Cultural Center, New Delhi



VIEW OF THE ENTRANCE PLAZA



SUNKEN PLAZA



SITE PLAN
SUN PATH, WIND DIRECTION
PEDESTRIAN CIRCULATION



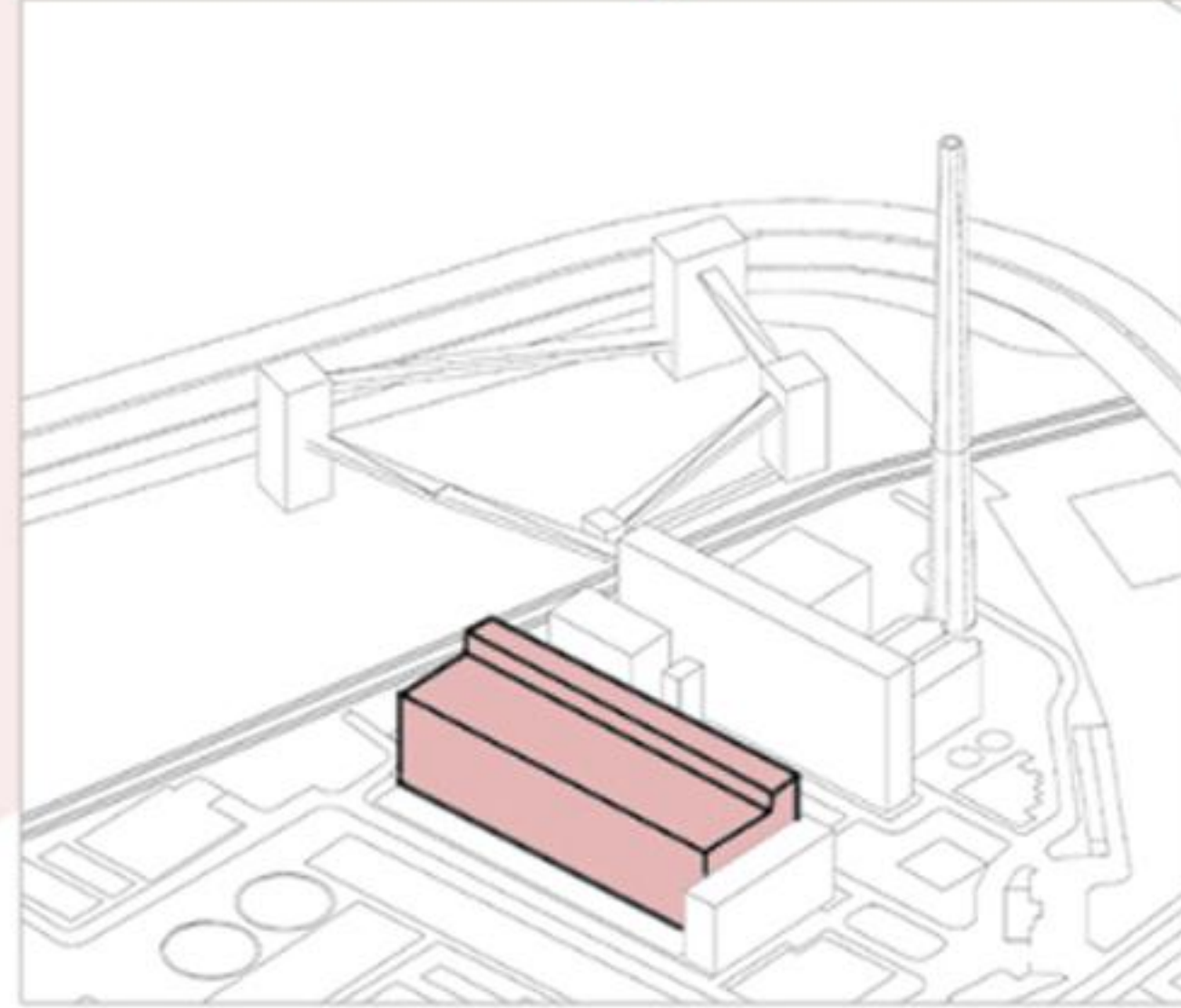
Materials used in model making -
Laser cut MDF base, building blocks made with
hand cut sun-board sheet

Infographics

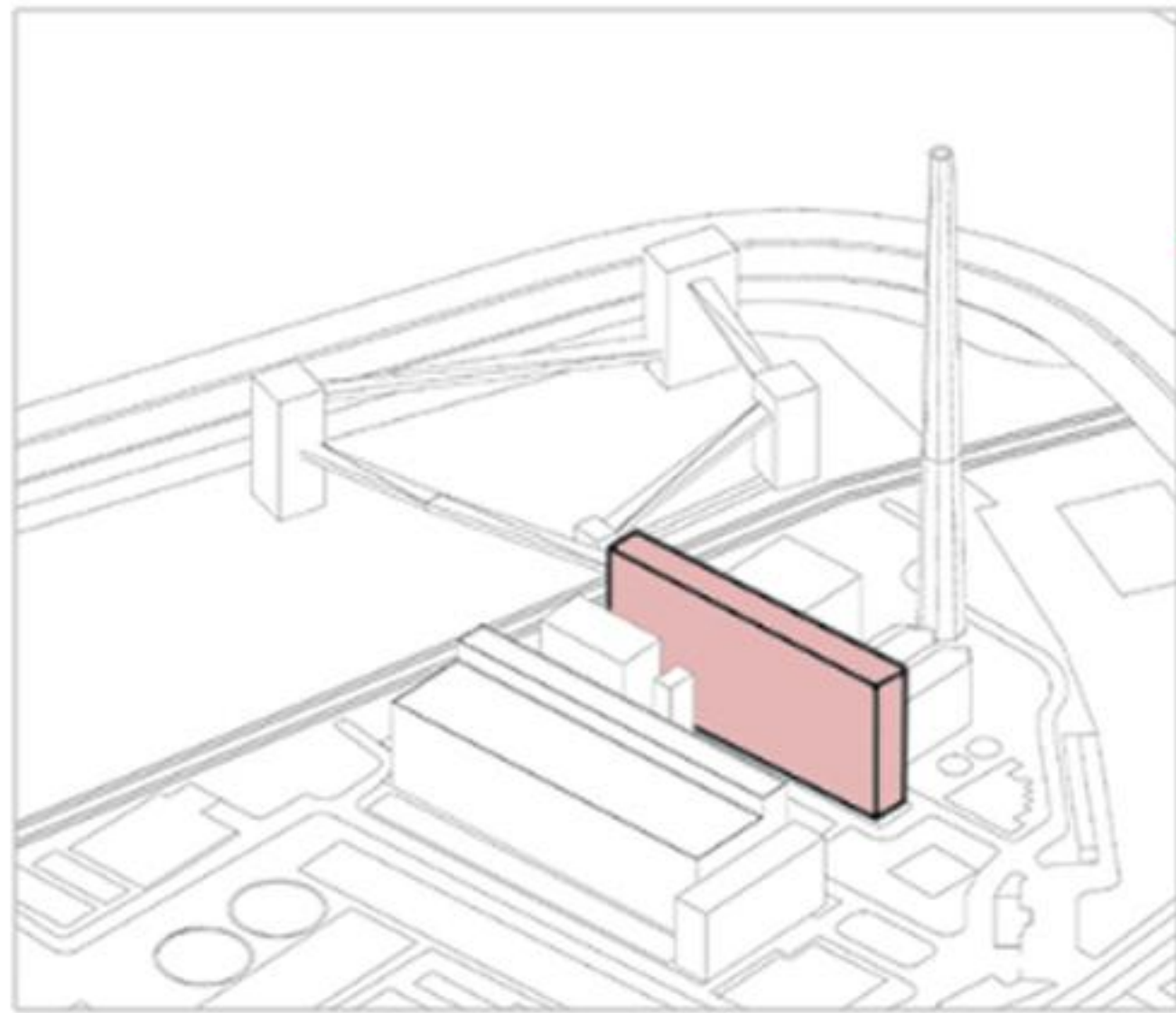
Concept Layout

Graphical representation of concept idea of thesis topic ; showing the alternate uses for abandoned buildings of the power plant

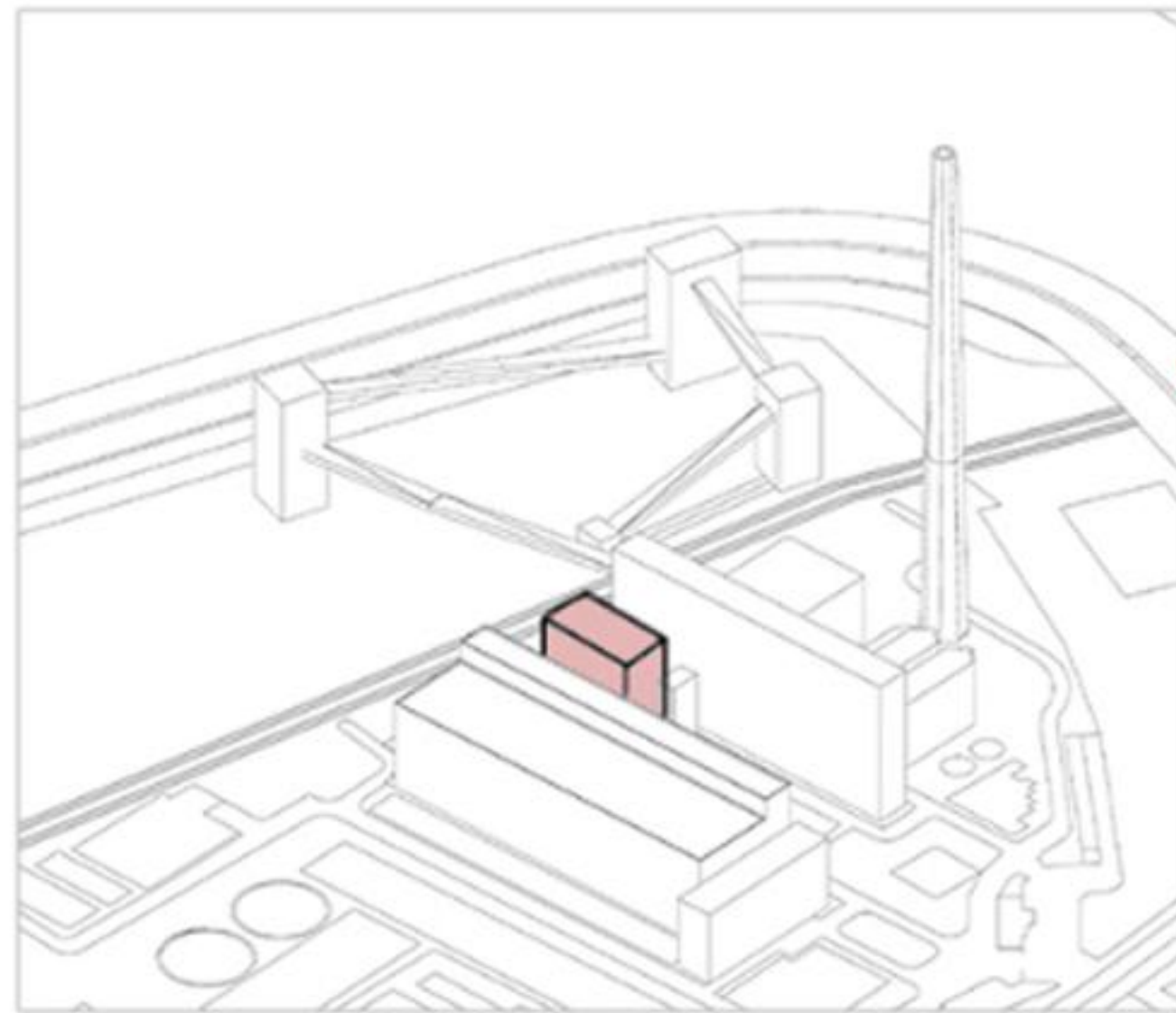
Project : Adaptive Reuse of Power Plant, New Delhi



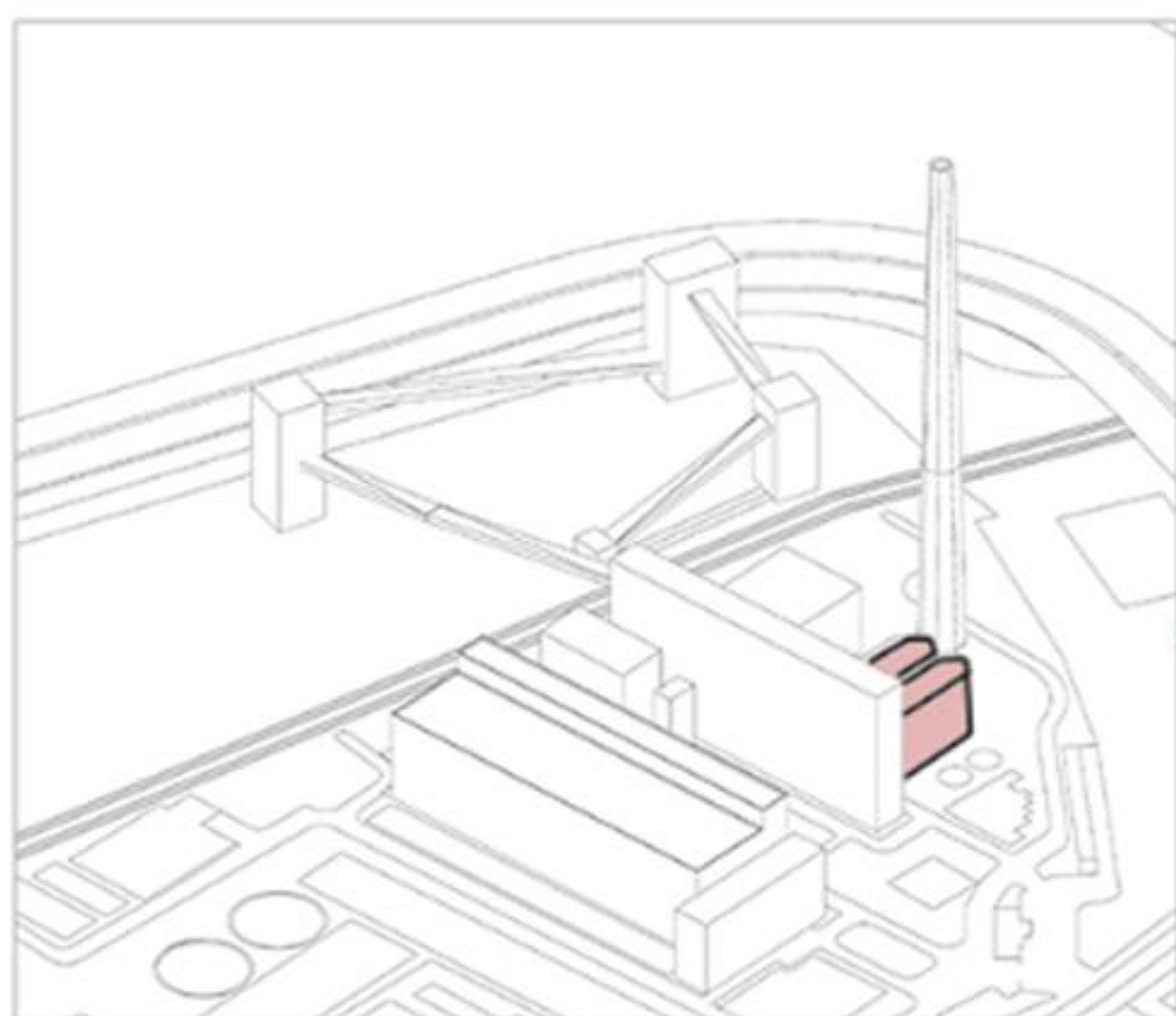
Turbine hall - Exhibition, museum



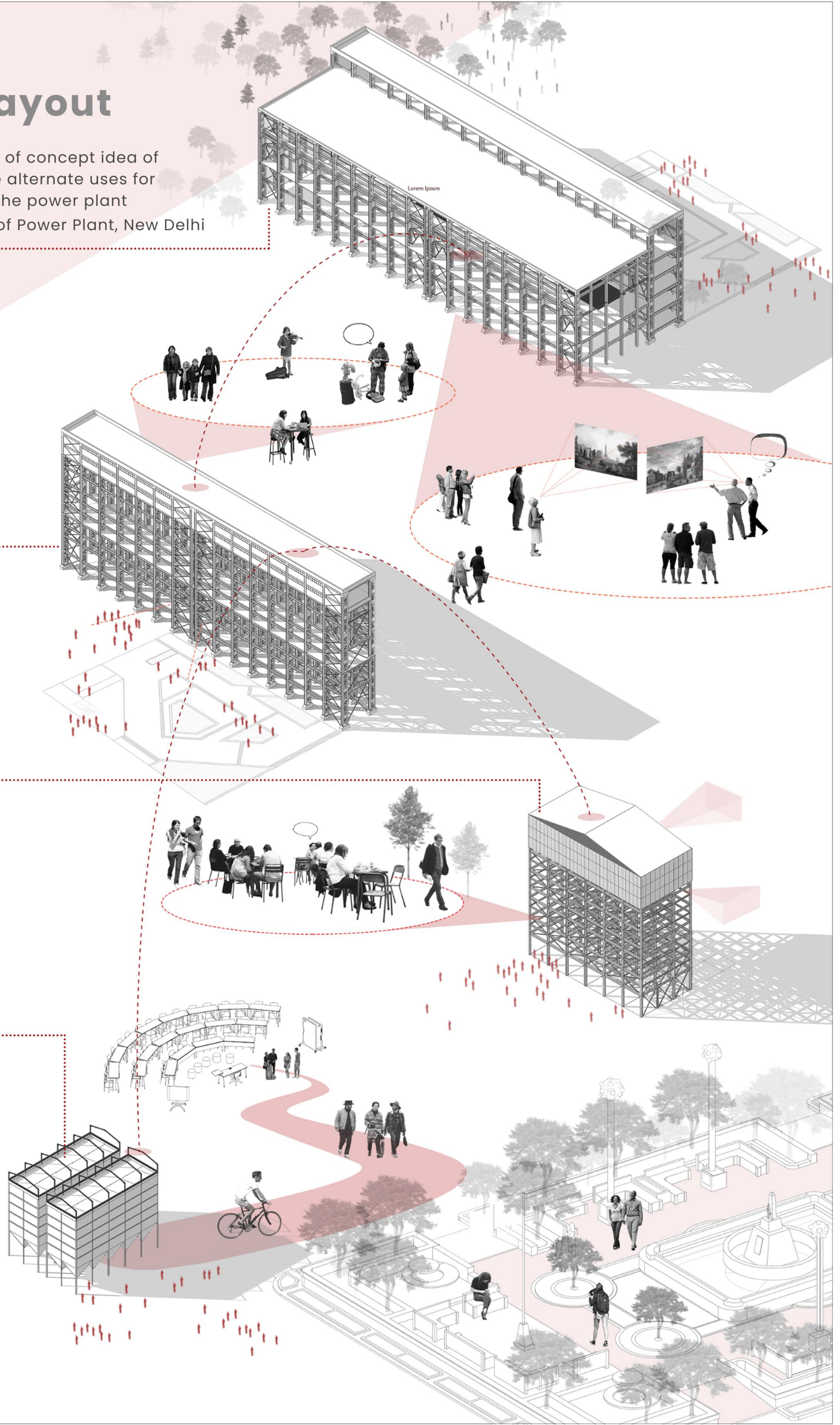
Coal mill - Workshops, activity zone



Boiler plant - Food court



E.S.P. Plant - Cafeteria for auditorium



The idea is to transform a cluster of abandoned industrial buildings and its surrounding area into a public gathering space through commemorative identities; while developing a functional relationship between the built and the unbuilt spaces.

06

Miscellaneous

explorations

photography

artworks

Mini project

Calendar Design

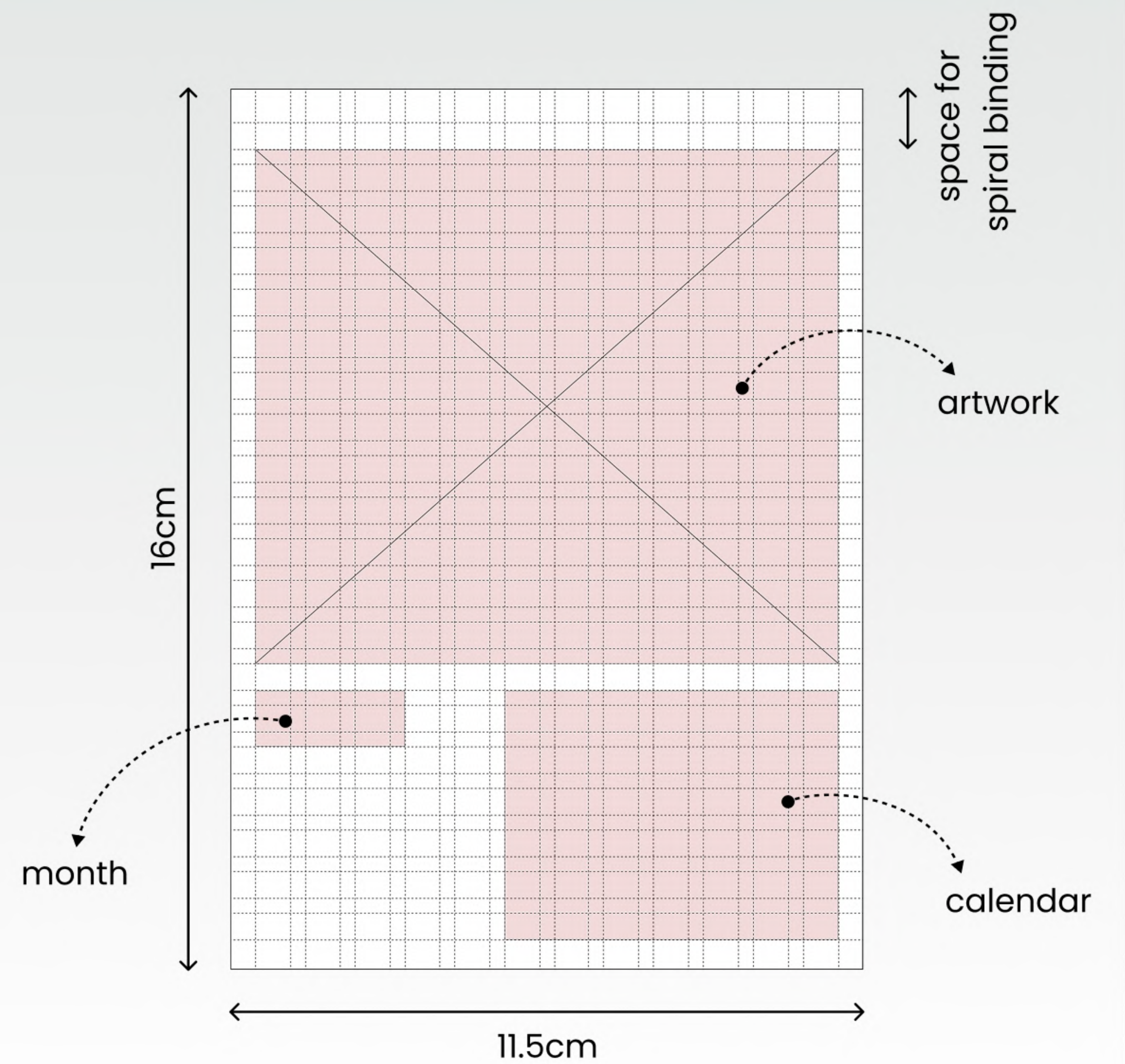
An attempt to enliven workspaces with art-infused desk calendars

Project Goal

Introduce vibrancy and positivity into workspaces through a functional and visually appealing product -

Art-infused desk calendar

- Nature-inspired colors and patterns, creates a sense of calm and connection to nature.
- Adds vibrancy to workspace promotes positive environment, visually engaging, and functional



Watercolor artworks as main visual for calendar, month-wise color theme



- QR code for month-wise travel destination in India

Calendar cover page giving a glimpse of the calendar



'MUTED MOSAICS'

(calming colors + patterned artwork)

FINAL DESIGN



Commissioned artworks

Artworks for interior project



A traditional touch: pen and ink series in contemporary space

Why ?

Curated for a house in which the client wanted a touch of Indian culture to break mono-tone grey, brown and beige interiors.

These pen and ink artworks, were reimagined to suit the contemporary and brutalist interiors of the house.

About :

Inspired by the 'Phad' painting style of Rajasthan. The main theme of the paintings is the depiction of local deities and their stories, and legends of erstwhile local rulers.



Process :

The artworks were executed on watercolor A4 size sheets and pigment liners.

The yellow accents were done using watercolors.

Size of artwork within the A4 sheet was 150mm x 150mm with double mounting and 1/2 inch black frame.

The double mounting in the border was done to put more emphasis on the small artworks.

Miscellaneous

Ink and Color

a collection of pen & ink and watercolor compositions



Retro charm : A vintage car on streets of Goa

Pen and ink



Zahra

A house amidst the greens

Ink and Watercolor

Photography

A visual narrative

Exploring the beauty of nature, life, and colors through my lens.

Through my photography, I aim to capture the essence of the natural world, from sweeping landscapes to the tiniest details of the environment.

I am drawn to the beauty and diversity of nature, as well as the intricate patterns and textures of man-made structures. My photographs seek to capture the unique colors and textures of the world around us, while also telling a visual story of the world we live in.

The morning bliss

*Dehradun, Uttrakhand.
Canon 600D*



Fly high

Jaipur, Rajasthan.
OnePlus 5





Collecting seashells; memories.

Havelock Island, Andaman.

Canon 600D



Before the dawn.

*Alibaug, Maharashtra
Canon 600D*



Look up

*New Delhi, India.
Oneplus One*



Turbhe

*Mumbai, Maharashtra
HTC Desire X*

Lost in the hills

*Satpura range, Madhya Pradesh
Oneplus One*





Morning duty

*Baga beach, Goa
Canon 600D*

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