



# A SWEETENED SUMMER

'A Sweetened Summer' collection is inspired by the feeling of a fun filled summer which is incomplete without the juicy, colourful popsicles and flavourful ice-creams!

Having my 5 year old daughter choose her favorite popsicle everyday while I painted each of them was my most favorite part of the process!



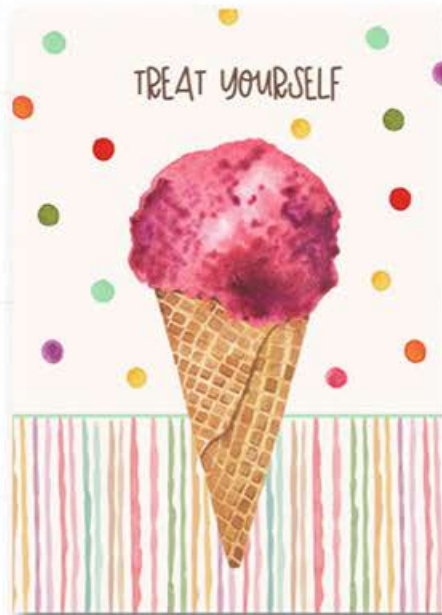


hello  
SUMMER

01a



02a



TREAT YOURSELF

03a



04a



05a

# A SWEETENED SUMMER

BL-1001a

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06



07a



07b



08



09



10



07c



11

# A SWEETENED SUMMER

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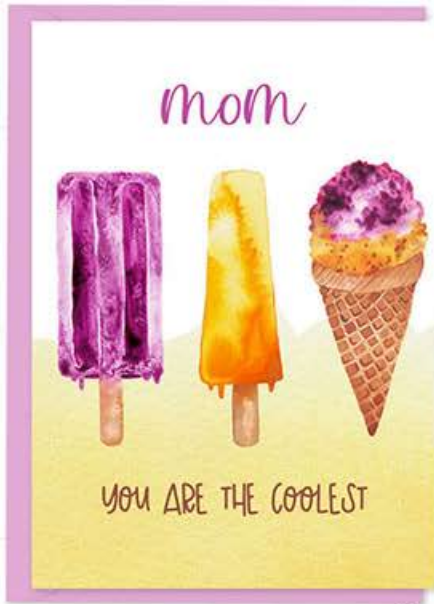






THANK YOU  
for being so sweet

02b



mom

YOU ARE THE COOLEST

01b



BEST POP EVER

happy father's day

12



With you, ANYTHING IS possible

05b



HAVE A COOL SUMMER

01c



WE WERE MINT TO BE

04b



WISHING you  
the coolest  
BIRTHDAY

13



CONE-gratulations

03b

# A SWEETENED SUMMER

BL-1001c







A SWEETENED SUMMER

BL-1001d

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A SWEETENED SUMMER

BL-1001e

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EMMA'S LUNCH TOTE







## A SWEETENED SUMMER

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# boho garden

Boho Garden is inspired by a soft, bohemian, earthy color palette that evokes a sense of calm and peace.

The tossed wildflower patterns signify the free spirited boho vibe that is wild yet romantic, while the illustrations are cosy - evoking a feeling of a simple life that we all long for!



boho garden

BL-1002

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01



02



04



03



05

boho garden

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06a



06b



10



06c



07



09a



09b



08a



08b

# boho garden

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boho garden

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01a



02a



03a



04a



05a



06a



07a

# Blooms & Vases

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06b



01b



02b



03b



08



Blooms & Vases

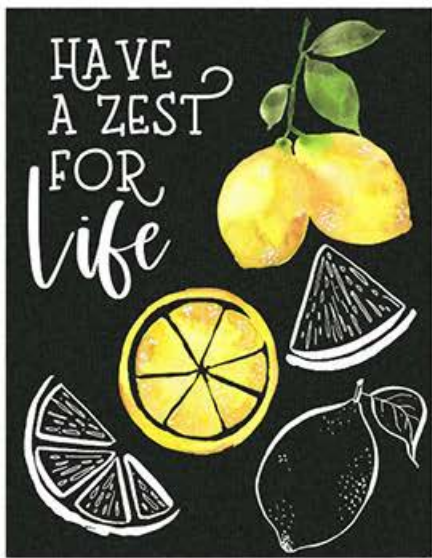
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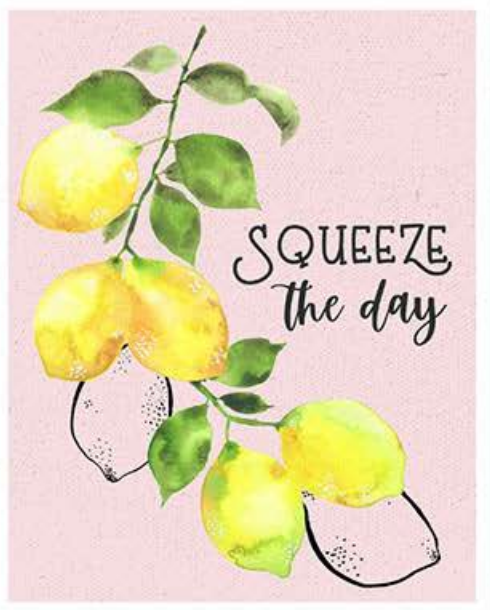
01



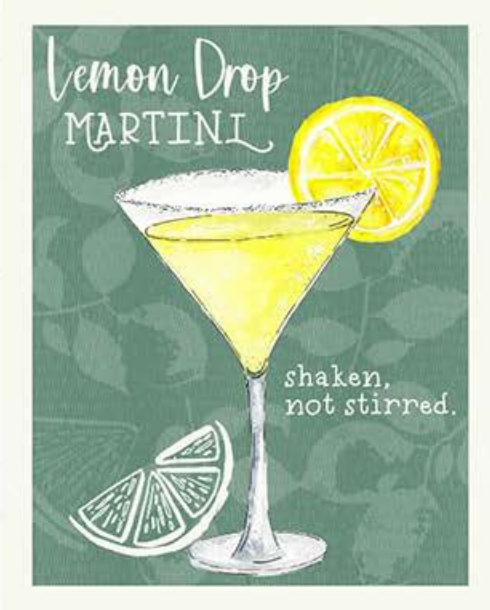
02



03



04



05

EVERYTHING LEMON

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06b



06a



07a



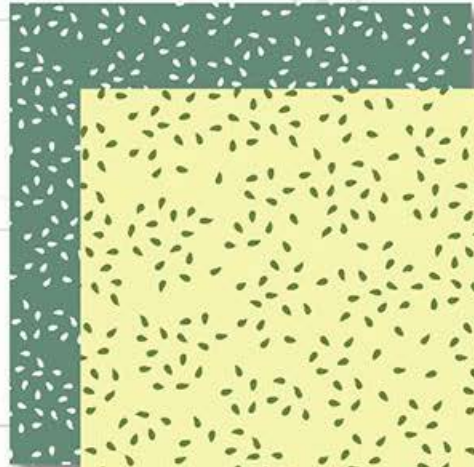
07b



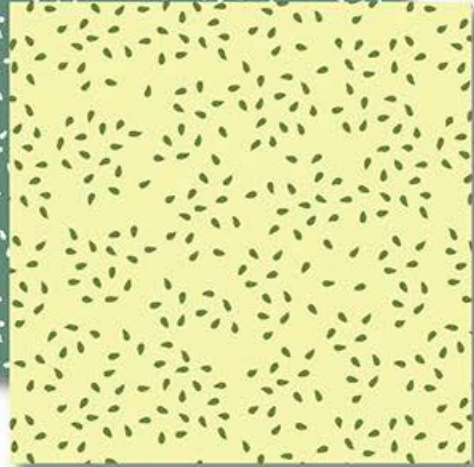
08b



08a



09b



09a



10b



10a

EVERYTHING LEMON

BL-1004b

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02a



03a

PLANT JOY



04



05

CRAZY PLANT LADY

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be-leaf in yourself



06

you  
grow  
girl



07

CRAZY PLANT LADY

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I DON'T NEED LESS *plants*  
I NEED MORE *shelves*



08a



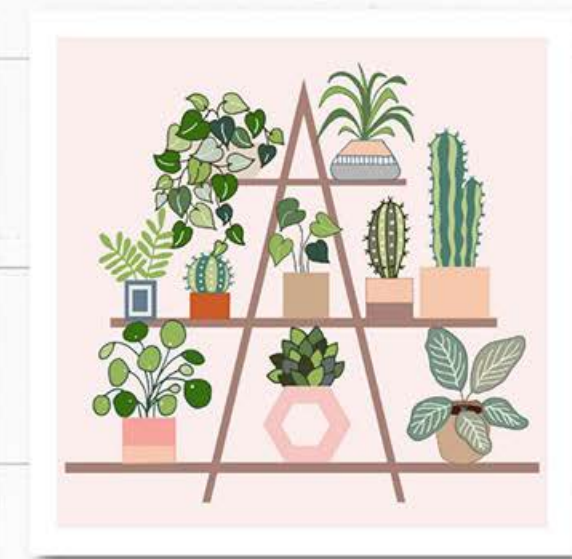
08b



08c



08d



08e

CRAZY PLANT LADY

BL-1005d

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09



10a



11a



12



11b



14



10b



13

# CRAZY PLANT LADY

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15



16



17



18



19



20



11c



21

CRAZY PLANT LADY

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03b



01b



02b



CRAZY PLANT LADY

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March  
2025



January  
2025

S	M	T	W	TH	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



October  
2025

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOTES

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GOALS

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REMEMBER



April  
2025

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



June  
2025

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					







22



23



24



25



26



27

CRAZY PLANT LADY

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*luxe*  
FOLIAGE

LUXE FOLIAGE

BL-1006

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01a



02a



03a



04a



05a



06a



07

# LUXE FOLIAGE

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06b

09



08



12a



14



13a



13b

10



11

# LUXE FOLIAGE

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12b



# LUXE FOLIAGE

BL-1006c

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05b



03b



04b



## LUXE FOLIAGE

BL-1006d



02b



01b



# summer blooms



01



04



06



05



02a



03





02b







01a



02



05a



03a



04a

AUTUMN IS HERE

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06

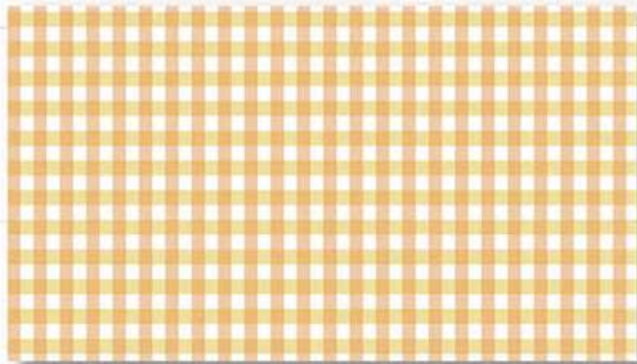


07



10b

10a



11



12



08a



09

AUTUMN IS HERE

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04b



01b



AUTUMN IS HERE

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03b



03c



08b



05b



05c



AUTUMN IS HERE

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Coastal Christmas  
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01a



02a



03a



04a



05



07a

06

08





09



10a



10b



12



11



10c



13

Coastal Christmas

BL-7001c

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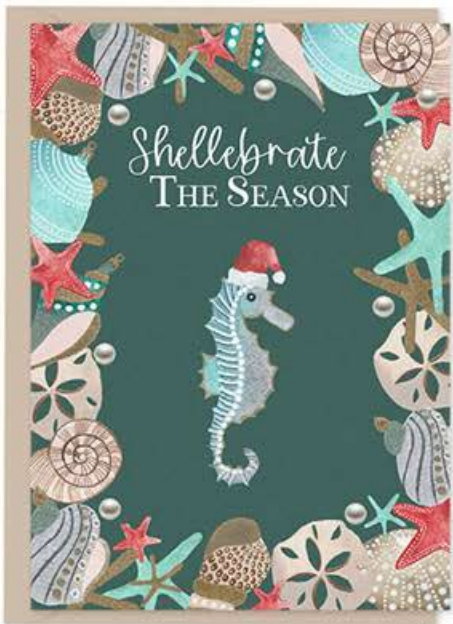


Coastal Christmas  
BL-7001d

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01b



04b



03b



Coastal Christmas  
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01c



02b



Coastal Christmas  
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BY THE *art studio*  
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**POOJA KENJALE-UMRANI**

*Watercolor Artist & Surface Designer*

REPRESENTED BY



<http://www.bythelakesideartstudio.com/home/>

2023 BRAND BOOK



*be-leaf in yourself*



## THE STORY *how it all started...*

02

**She quit 7 years of successful IT career to take on a dream to do something creative – establish and nurture a successful art business!**

Pooja was always inclined towards art - her mother and art teacher at school being major influencers, but it somehow took a back seat when she decided to take computer engineering as her major followed by a Master's degree in Information Management from the University of Maryland at College Park, USA.

Her real art journey began in 2017 when she started painting again, particularly watercolor florals and posted them on social media. Daily pictures of her bright and fresh watercolor florals received appreciation and soon she was inspiring like minded followers to paint flowers with her.



## Fast Forward to 2023

Pooja is now a self-employed, full time surface designer and a licensed artist with MHS Licensing. She absolutely loves making designs that bring joy. Her goal is to be able to see her designs on lifestyle products that we use in our everyday life.

### Teaching Experience:

Pooja has conducted online and in-person watercolor workshops across Canada, India, and the US. She continues to teach on an online platform called Skillshare where she has taught more than 15,900 students worldwide.

With a growing fan base of 106k+ on Instagram, Pooja shows up pretty much everyday on her feed to post quick and easy how-to-watercolor tutorials for her followers.





# LET'S LOOK AT THE STATS!

Pooja has always taken the effort to engage with her social media audience and offer them constant content that is interesting and new.

She posts about her license collaborations, new product launches, and art tutorials! She has had the opportunity to create content via paid brand partnerships and they have been successful.

106K

Instagram Followers

187.3K

Pinterest Monthly Views

2.68K

YouTube Subscribers

15,911

Skillshare Students

## DEMOGRAPHICS

### GENDER

91.7% Female  
8.2% Male

### COUNTRY

15.9% USA  
12% India  
3.8% Mexico

### AGE

25-34



# SKILLS AND TOOLS

## MEDIUMS

Watercolors

Gouache

Alcohol Markers

Acrylic

Pen & Ink Drawing

## SOFTWARE

Adobe Photoshop

Adobe Illustrator







06

## BRAND AMBASSADOR

Pooja has been a face of some reputed art brands such as Canson, Arches, Strathmore, Maimeri, and Princeton Artist Brush Company for four years now and her work has been used numerous times in the form of newsletters, Youtube videos, etc by the brands to inspire artists around the world!





*ready to license...*





A little bit of everything







*never too soon to think  
about Christmas*

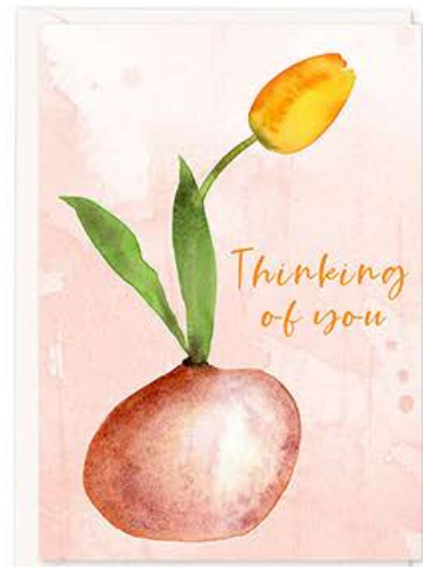
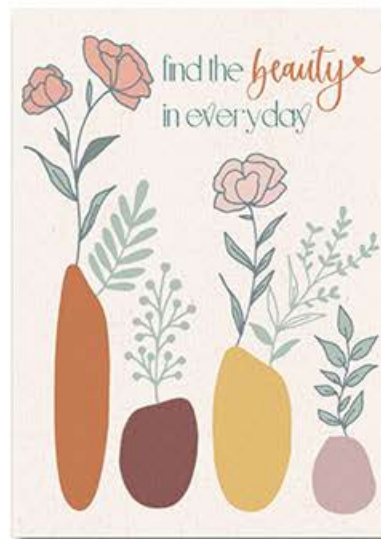






*Florals*

Pooja's library of work consists of a lot of floral work! Many floral collections are lined up for the upcoming months and these are only a handful.





# custom projects

Looking for something custom?  
Tell us about a specific project  
you have in mind and Pooja can  
do her best to come up with  
some designs!

If you wish to see more work  
from any of the categories, do  
visit the portfolio page on the  
MHS website.



by\_the\_lakeside



YouTube @by\_the\_lakeside



Pooja Kenjale-Umrani

*Thank you!*

