

# PORTFOLIO OF WORK

## Zeno Health

### WhatsApp Communications Sample

At Zeno Health, we design and roll out targeted WhatsApp communications primarily focused on chronic patients. These messages encourage them to order their medications on time while highlighting our key value propositions, such as affordability, convenience, and expert guidance. Our goal is to ensure medication adherence and enhance patient engagement through personalized and impactful messaging.



< 4 Zeno Health

**zenoHealth**

ZENO COINS KA USE KARO,  
TURANT DISCOUNT PAO!

Get Your  
Coupon Now

link.interakt.ai

Hi there,👋

Aapke paas 1 Zeno Coins hain! 🎁

Instant cash discount pane ke liye -

- ➡️ Zeno app par jaaiye aur turant coupon claim kijiye
- ya
- 👉 apne pharmacist se poochhiye

4:35 PM

↗️ Get Your Coupon Now

< 4



Zeno Health ✅



## Chill Pill Deal Save up to 60%

on genuine  
medicines.



zeno.health

🎉 Your next order gets even  
sweeter 🎉

🛒 Shop medicines worth ₹299+  
and get **EXTRA ₹75 OFF** ₹  
instantly!

ACTIVATE ONE  
Use Code: **SAVE75**

⚡ Hurry, this offer is for a *limited  
time only!*

Tap below & save more today

3:34 PM



< 2 Zeno Health

Hi User,

🌟 Welcome to the Zeno Health family!

Here's your exclusive extra 5% OFF on first order at Zeno Health!

🎁 Your Special Code: **ZENO5**

👉 Valid for: 48 hours only

💰 Save up to 60% on medicines

100% Genuine products

🚚 Free home delivery

7:49 PM

Shop now

< 2



Zeno Health ✅

Tue, 28 Jan

This business uses a secure service from Meta to manage this chat. Tap to learn more.



Namaste Grahak 🙏,

⭐ Aapke Liye Aamir Khan Ka  
Message!

💡 Generic medicines ka sach ab  
unse suniye.

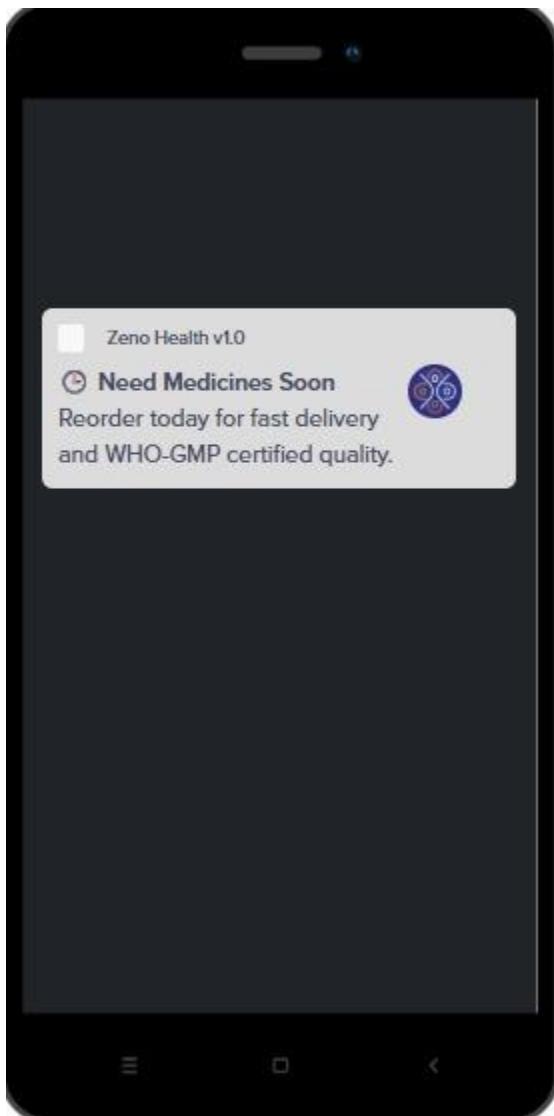
💊 Quality aur savings, dono - Zeno  
Health!

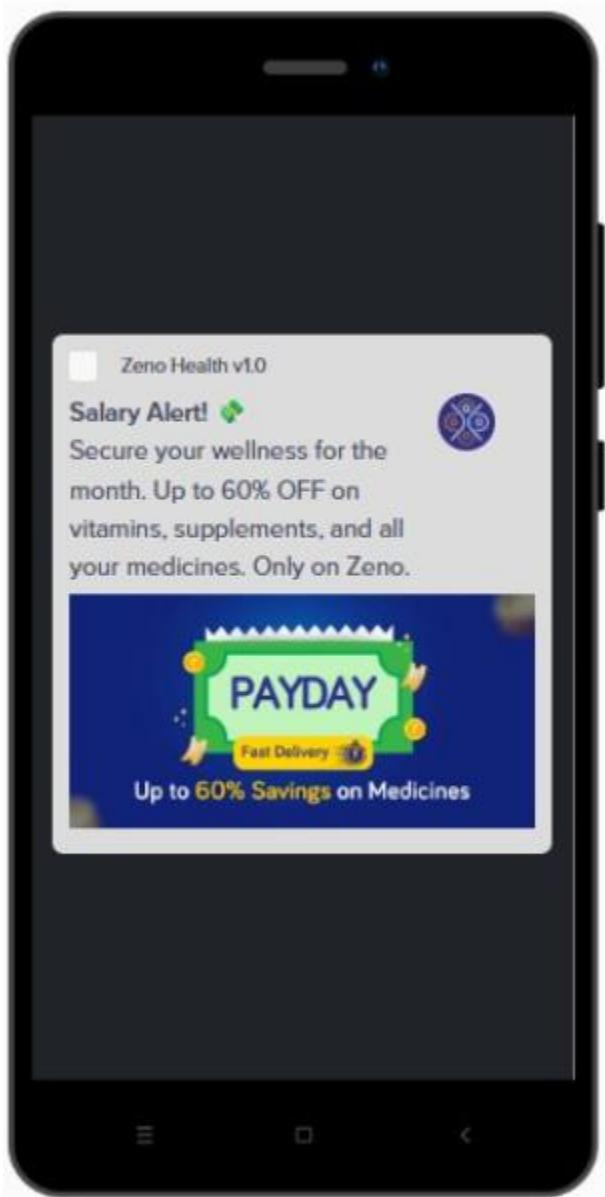
8:09 PM

⬅️ Aaj hi Order karein

## Push Notifications Sample

In push notifications, our primary goal is to **drive app growth** by sending targeted **nudges and campaigns** that encourage users to transact with us for their medicine needs. Below are a few **sample communications** we created for this purpose.







 45 minutes ago

 **Rewards Members-Only Deal**

Shilajit Gold Resin at 30% OFF. Exclusive savings, only for you 😊



[Order Now!](#)

 **Smart Customers Choose Zeno** now  
30 lakh+ customers already save more on every reorder. Join them today.

**₹1000 Cr+ Savings Delivered. Trusted by 30+ Lakh Customers**



 zenoHealth



Festive Sale is Live

Shop & Save Before It Ends



2h ago

FESTIVE SALE IS  **LIVE** NOW!



## **UI/UX Writing for Zeno Rewards**

In July and August 2025, we launched the Rewards & Loyalty Program for our users. As part of this initiative, we introduced several engaging activities, such as referring friends, posting reviews on the Play Store, and sharing on social media, through which users can earn Zeno Coins. These coins can be redeemed for discounts on our platform.

For this feature, I was responsible for content development. I collaborated closely with the Tech and Design teams to plan the screen flows and overall user experience across both the app and web platforms. Below are the screenshots showcasing the Referral Program flow.

The image displays two side-by-side screenshots of a mobile application interface, likely for a rewards or referral program.

**Screenshot 1 (Left):**

- Header:** "Get Discounts, Gifts, & Prizes" at the top center.
- Top Metrics:** "Coin balance ₹ 1,10,000" and "Reward savings ₹ 12,100".
- Alert:** "⚠️ 2,000 ZH coins expiring tomorrow" in a green bar.
- Recent Activity:** "Rohan Deshpande just exchanged 2,000 ZH coins for a Samsung TV".
- Rewards for you:** Three cards showing "₹100 Discount" for installing the app.
- Popular brands:** Logos for Samsung, American Eagle, Amazon, and others.
- Earn coins:** Three cards showing "Install app" rewards of ₹ 1000, ₹ 500, and ₹ 500.
- Navigation:** "How it works" and "FAQs" at the bottom.

**Screenshot 2 (Right):**

- Header:** "Share & Earn" at the top center.
- Text:** "Rewards for sharing the message".
- Metrics:** "+100 Coins" and "Unlimited Frequency".
- Recent Activity:** "Rohan Deshpande just exchanged 2,000 ZH coins for a Samsung TV".
- Section:** "How to win referral rewards" with three steps:
  - Share:** Tap "Send Referral Message" and spread the word on WhatsApp!
  - Who should you send to:** Share with friends and WhatsApp groups to boost your rewards!
  - Collect your Rewards:** Come back to the app to take your gifts after sharing the message!
- Call-to-action:** "Send referral message" button.

12:30

**Share & Earn**

Rewards for sharing the message

+100  
Coins | Unlimited Frequency

Rohan Deshpande just exchanged 2,000 ZH coins for a Samsung Tv

**How to win referral rewards**

- Share**  
Tap "Send Referral Message" and spread the word on WhatsApp!
- Who should you send to**  
Share with friends and WhatsApp groups to boost your rewards!
- Collect your Rewards**  
Come back to the app to take your gifts after sharing the message!

See how to win rewards

**Details**

**FAQs**

**Terms & conditions**

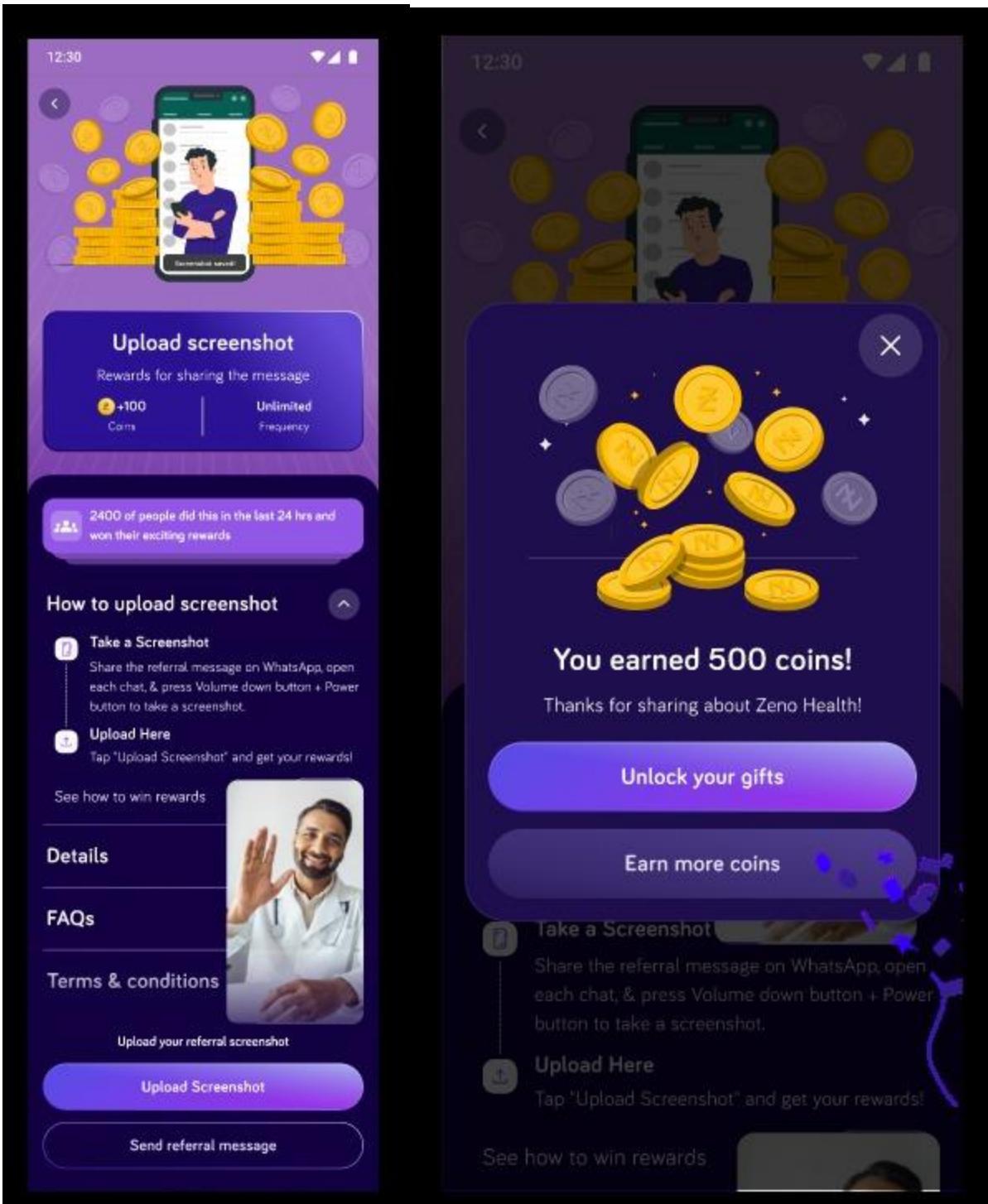
Send referral message

12:30

**YOUR REWARDS ARE WAITING!**

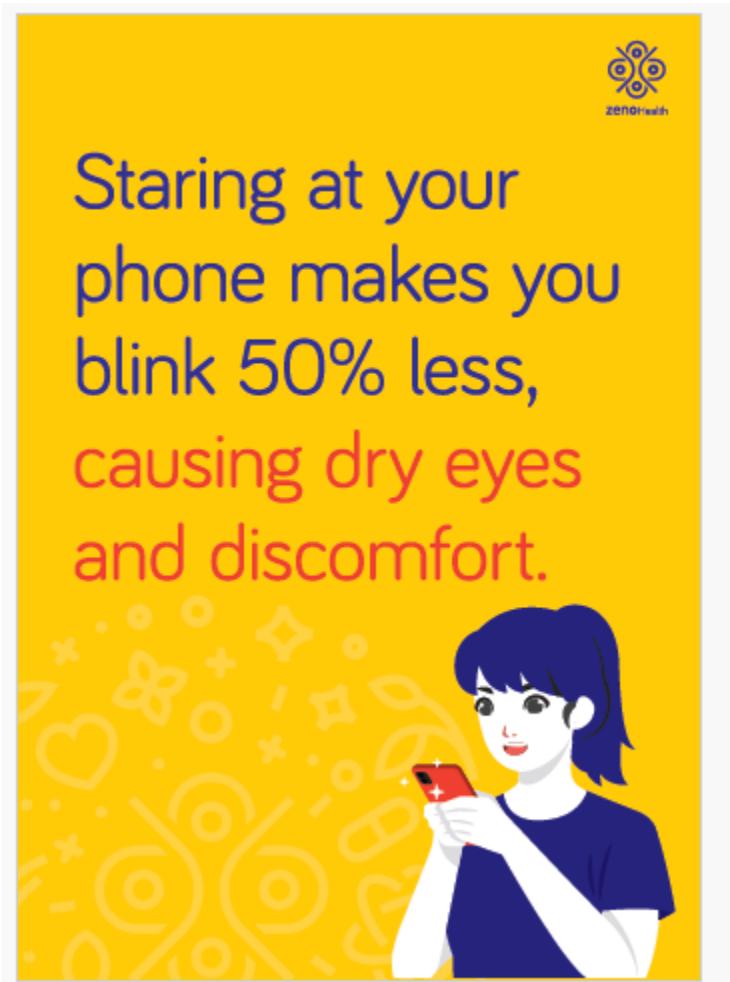
COME BACK ON SHARE & EARN PAGE

A purple progress bar is visible at the bottom of the right screen.



## Zeno Health Store LED Display Samples

As part of new store launches at Zeno Health, I contributed to the content and visual ideation for the **Health Tip Board** displayed in-store. These displays were designed to educate customers by sharing valuable health tips, promoting wellness, and enhancing engagement through visually appealing and informative content.



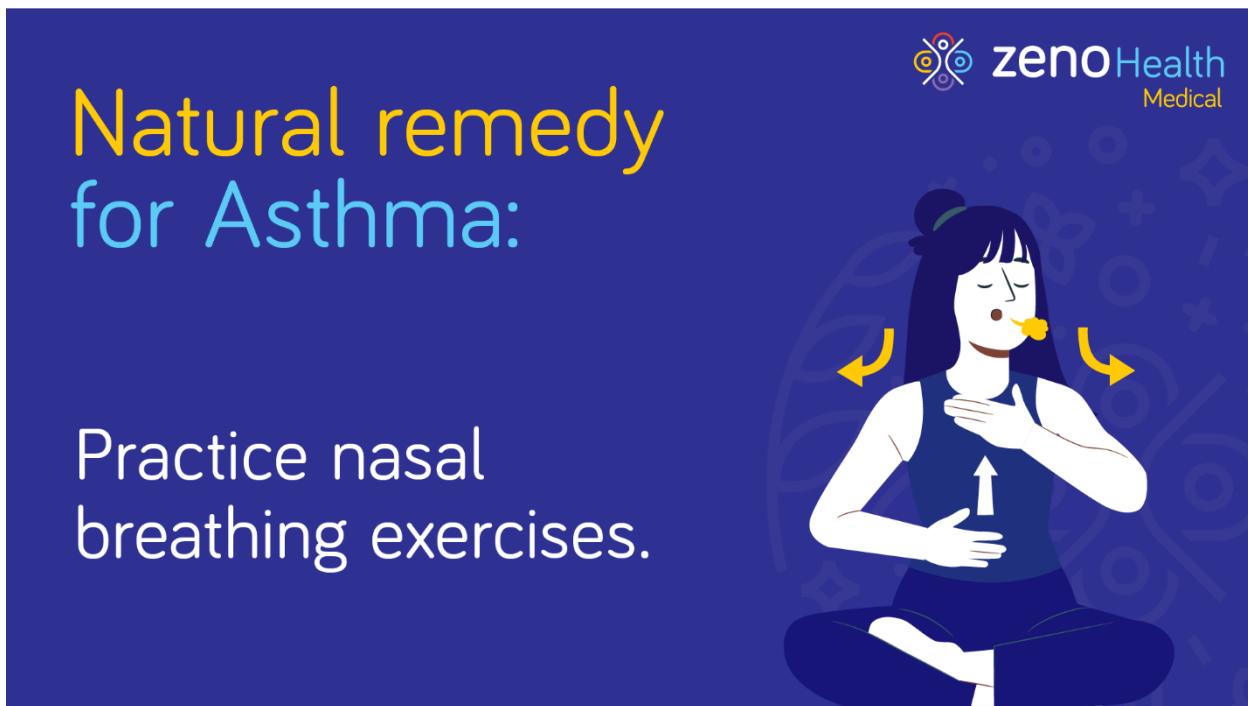


Green and black  
teas are  
stomach-friendly,  
whereas milk tea  
is difficult to digest.



## Infographics – LED Screen Displays in Zeno Health Stores

For newly launched Zeno Health stores across Mumbai, I provided **content and visual ideation** for infographics displayed on in-store LED screens. These infographics were designed to effectively communicate key health information, wellness tips, and promotional messages, ensuring an engaging and informative experience for customers. I collaborated closely with designers to bring these visuals to life.



## Natural remedy for Asthma:

Drink coffee,  
black tea, or  
green tea.



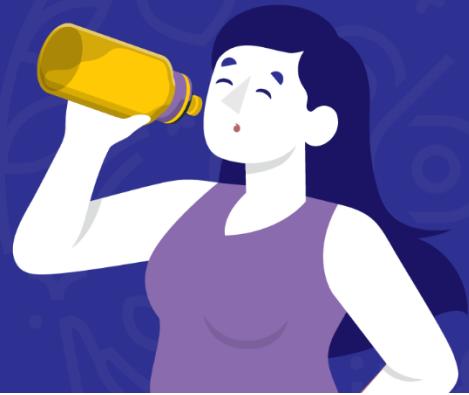
## Natural way to control Blood Pressure:

Walk for 30 minutes  
every day.



## Natural way to control Blood Pressure:

Drink 6-8 glasses of water daily.



## Natural way to control Blood Pressure:

Sleep peacefully for 7-8 hours daily.





# Natural way to control Blood Pressure:

Meditate for  
15 minutes daily.



# JioNews

## Short Summaries Sample

During my tenure at Jio, I crafted concise news summaries, each limited to 60 words, ensuring users could quickly grasp the essence of key events. These summaries were designed to deliver the most relevant information in a brief yet impactful manner. Below are some screenshots showcasing my work.

### 'PM Modi took India to new heights': Pakistani-American businessman praises Prime Minister

NEWJ • few days ago • India 📰

Pakistani-American businessman Sajid Tarar has praised PM Modi, calling him a 'natural-born' leader who has taken India to new heights. Also, he added that PM Modi will return as the country's Prime Minister for the third time. Tarar hopes that Pakistan will also get a leader like PM Modi, who can resolve the country's economic crisis and bring stability.



Tap to read more by NDTV



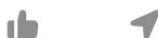
### 89-year-old Japanese man creates free iPhone apps for elderly using ChatGPT

NEWJ • few days ago • International 📰

An 89-year-old Japanese Tomiji Suzuki, started coding in retirement. He made apps for the fast-growing elderly demographic, using ChatGPT to fine-tune his skills. So far Suzuki has developed 11 free iPhone apps to help Japan's aging population including, slideshow of items to remember when leaving the house. 'I like creating things', he said in an interview.



Tap to read more by NDTV



## 'RRR' Fever Grips Japan: Tickets for Rajamouli's Film Sold Out in Less Than a Minute

NEWJ • few days ago • Entertainment 

SS Rajamouli's film 'RRR' continues to dominate globally with a successful theatrical run in Japan for 1.5 years. Tickets for the screening on March 18 sold out in less than a minute. The film was also part of an Oscar tribute for stunt coordinators. 'RRR' had a successful award season last year, winning Best Foreign Language Film and Best Original Song.



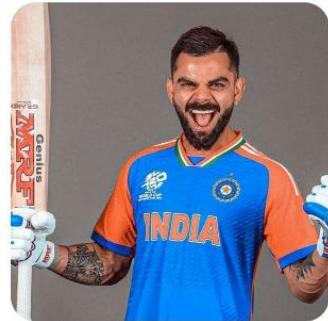
Tap to read more by NDTV



## 'Virat Kohli a sensation in Pakistan, comparable to Bollywood stars': Rashid Latif

NEWJ • few days ago • Sports 

Virat Kohli, the Indian cricketer, has gained immense popularity in Pakistan, according to former Pakistan captain Rashid Latif. He compared Kohli's popularity to Bollywood stars. Latif said Kohli's fan base in Pakistan is on par. Despite Kohli's success against Pakistan in past matches, Latif believes that Kohli's popularity in the country is unmatched.

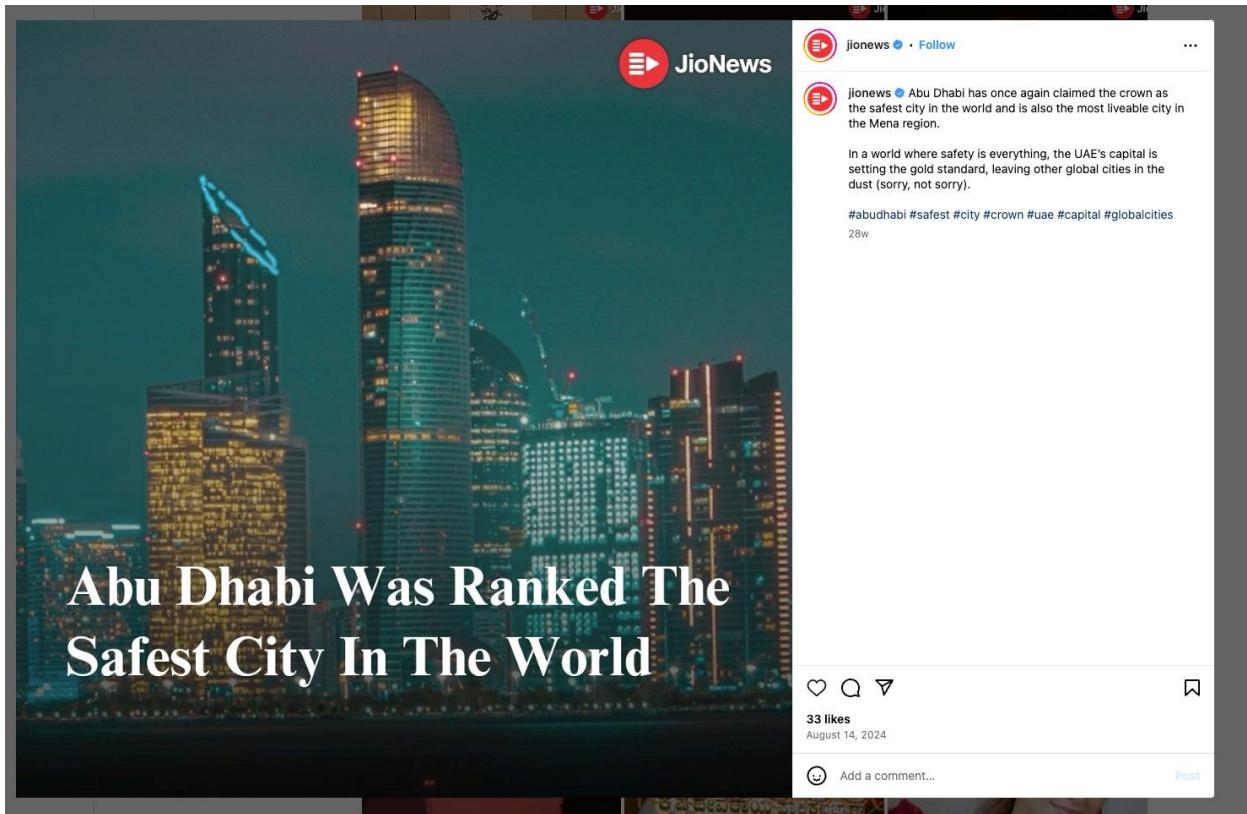


Tap to read more by InsideSport



## Instagram Post Sample

During my tenure at JioNews, I created engaging Instagram posts covering current and trending events for the official page. These posts were crafted to provide timely updates in an informative and visually appealing manner. Below are some screenshots showcasing my work.



**Robert Downey Jr Returns To MCU, Poses With Doctor Doom Mask; 'New Mask, Same Task'**

jionews • Follow

jionews • Robert Downey Jr finally reacted to making his Marvel Cinematic Universe (MCU) comeback. The actor, who played Iron Man for 10 years, confirmed he is returning to MCU as Doctor Doom, a villain from the Fantastic Four comics.

His comeback was announced at the San Diego Comic-Con by Marvel Studios head Kevin Feige and director duo Russo Brothers. RDJ re-confirmed the news by sharing a post on Instagram.

#robertdowneyjr #marvelcomics #marvelcinematicuniverse #sandiego

30w

57 likes July 29, 2024

Add a comment... Post

**Kalki 2898 AD Emerges As The Highest-Grossing Indian Film Of 2024 So Far**

jionews • Follow

jionews • Kalki 2898 AD box office collection continues to swell with each passing day. The Nag Ashwin directorial starring Prabhas, Amitabh Bachchan, Deepika Padukone and Kama Hassan has emerged as the highest grosser in India in 2024.

#kalki2898ad #movie #highest #buji #kalkimovie #grossing #boxoffice

31w

rakesh\_nune\_5 Kama Haasan X Kamal haasan ✓ 30w Reply

sushilkishorjadav ❤️🔥🔥🔥🔥🔥🔥 31w Reply

Liked by creatorling and 204 others July 25, 2024

Add a comment... Post

## My WordPress Blog link:

<https://aishipahari.wordpress.com/>

This is a personal space where I have expressed my thoughts through poetry, short stories, and reflective snippets from my daily experiences. Originally started during my graduation and post-graduation days, it was a creative outlet for storytelling and self-expression. Please refer to the screenshot below of a poem composed by me.

### Sample

An Eternal Voice

Search ...

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- Childhood
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- Uncategorized

Deep inside me  
A voice I hear  
When I lose a direction  
The voice guides me  
Towards a light beam.  
On the days when I am perplexed  
Or feeling low  
The voice guides me  
And provides me an inkling of hope.  
If I commit anything wrong or conceal something  
The voice transforms into a screech  
To abase me from doing it.  
The voice says firmly believe in yourself  
And avoid following the herd mentality.  
Whenever I offer a hand to others  
The voice applauds me  
For my good deed.  
Many a times the voice collides with my mind  
In the end the victor is the voice  
At times I wonder  
From where the voice crop up  
It appears and disappears  
Within a wink of an eye  
Wherever I get a solution of my problem.  
The voice loves to sneak peak with me  
But I was determined for the search,  
And I went deep inside my soul.  
At last the hunt came to an end  
And I succeeded in recognizing the voice  
It's my inner voice  
That comes from core of my heart.

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17 Rating