

Wortfind



DHRUV YADAV

I'm an Industrial Designer with a multifaceted skillset encompassing UI/UX design and 3D modeling. This allows me to approach projects holistically, from understanding user needs and crafting seamless interfaces to visualizing products with precision and artistic flair. My goal is to design impactful solutions that are both aesthetically pleasing and functionally exceptional.

EXPERIENCE

Junior Graphic Designer
(Bindu Fashion)

SKILLS

UI/UX Design
3D Modelling
Digital Rendering

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SOFTWARES





NEXUS

1

CU-LMS

2

3

NEXUS

“No More Awkward Lunches”



PROBLEM

While college campuses offer various social activities, many students still struggle to find genuine connections with others who share their specific interests. Existing platforms and traditional methods often fall short in efficiently matching students based on these commonalities, leaving a significant gap in facilitating meaningful peer-to-peer relationships and fostering a strong sense of community.



SOLUTION

A mobile application designed to connect college students who are experiencing loneliness by matching them with others who share similar interests, fostering a sense of community and belonging on campus

UX:

USER JOURNEY

Customer Journey (Students Journey)	Awareness stage	Consideration Stage	Decision Stage	Delight Stage
What is the student thinking or feeling?	"I feel lonely and want to meet new people."	"Should I use this app? Will I actually find people like me?"	"This looks good, but will it be worth my time?"	"This app helped me make some amazing friends!"
What is the student's action?	Scrolling through social media, checking notice boards, or joining random campus events.	Browsing app reviews, asking friends about it, or exploring other social options.	Downloading the app, signing up, creating a profile.	Leaving a positive review, sharing with friends, or using the app regularly.
What or where is the student researching?	Social media groups, campus forums, or college event pages.	App store reviews, friends' opinions, university online groups.	On the app download page, through word of mouth, or seeing the app in use.	Social media platforms, group chats, campus notice boards.
How will we move the student along this journey?	Use posters, social media ads, campus ambassador programs, and flyers to spread awareness about the app.	Highlight success stories, user testimonials, and showcase popular interest groups to build credibility.	Make onboarding simple and appealing, with a focus on personalization and quick profile setup.	Encourage sharing through referral rewards, badges, or friendship streaks.

Empathy Mapping

Says

"I feel like I don't know where to start."

dvyadav1212

"I wish I could meet people with the same interests as me."

dvyadav1212

"It's hard to find people who share my schedule."

dvyadav1212

"I need a way to meet people who are also looking for friends."

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"I'm nervous about meeting new people in a big crowd."

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"I hope I won't be judged for trying to make new friends."

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"I wonder if the people I meet will be compatible with my lifestyle."

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"What if this app actually helps me connect with others like me?"

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Does

Searching for student groups or clubs on campus.

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Joining university social media pages or chat groups.

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Going to social events, but often feeling out of place.

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Using other apps or social platforms to meet people, but not always successful.

dvyadav1212

"I feel lonely, especially during the first few weeks of the semester."

dvyadav1212

"I feel frustrated because it's hard to connect with people."

dvyadav1212

"I feel excited when I meet someone new, but also anxious."

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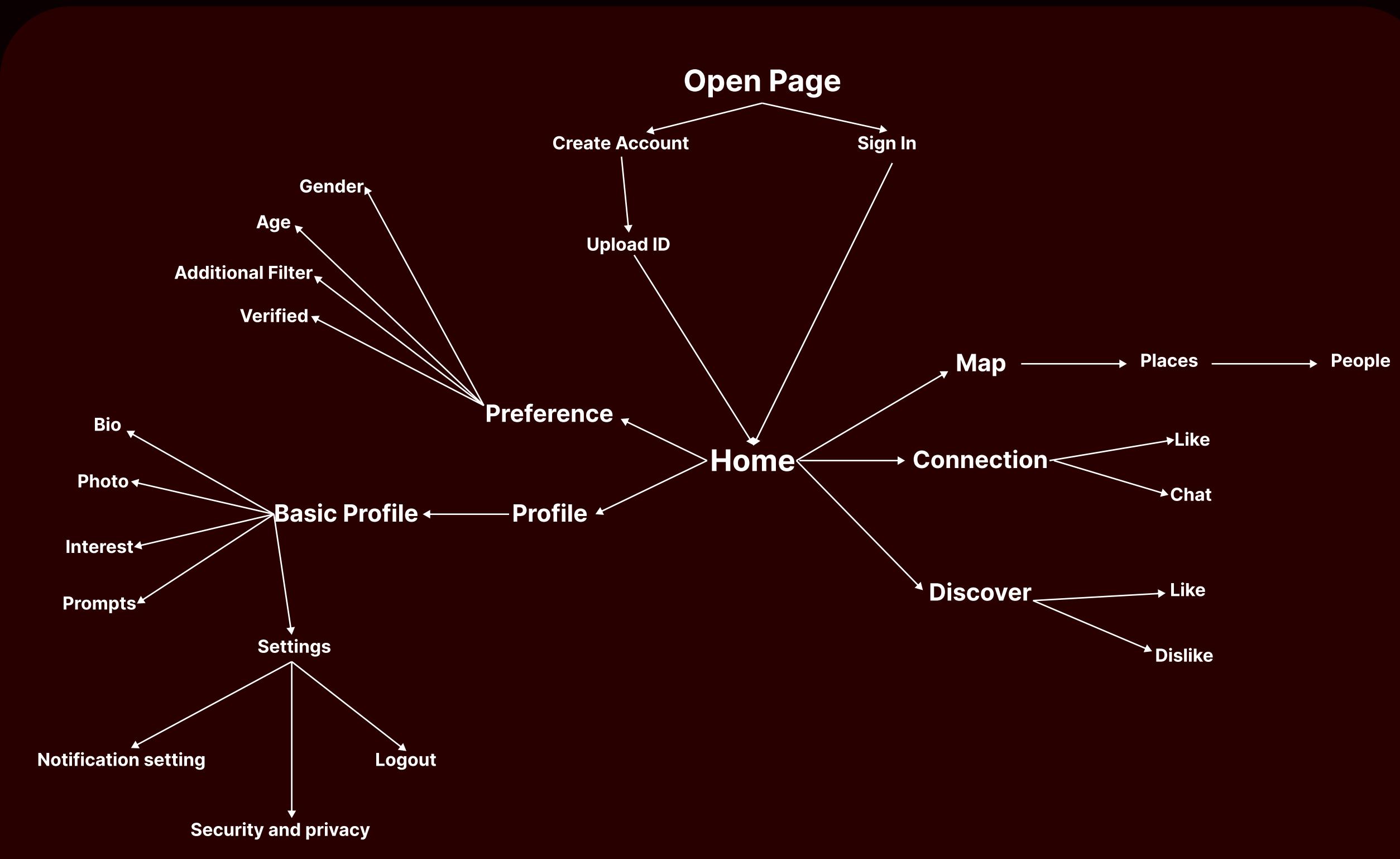
"I feel relieved when I find someone with common interests."

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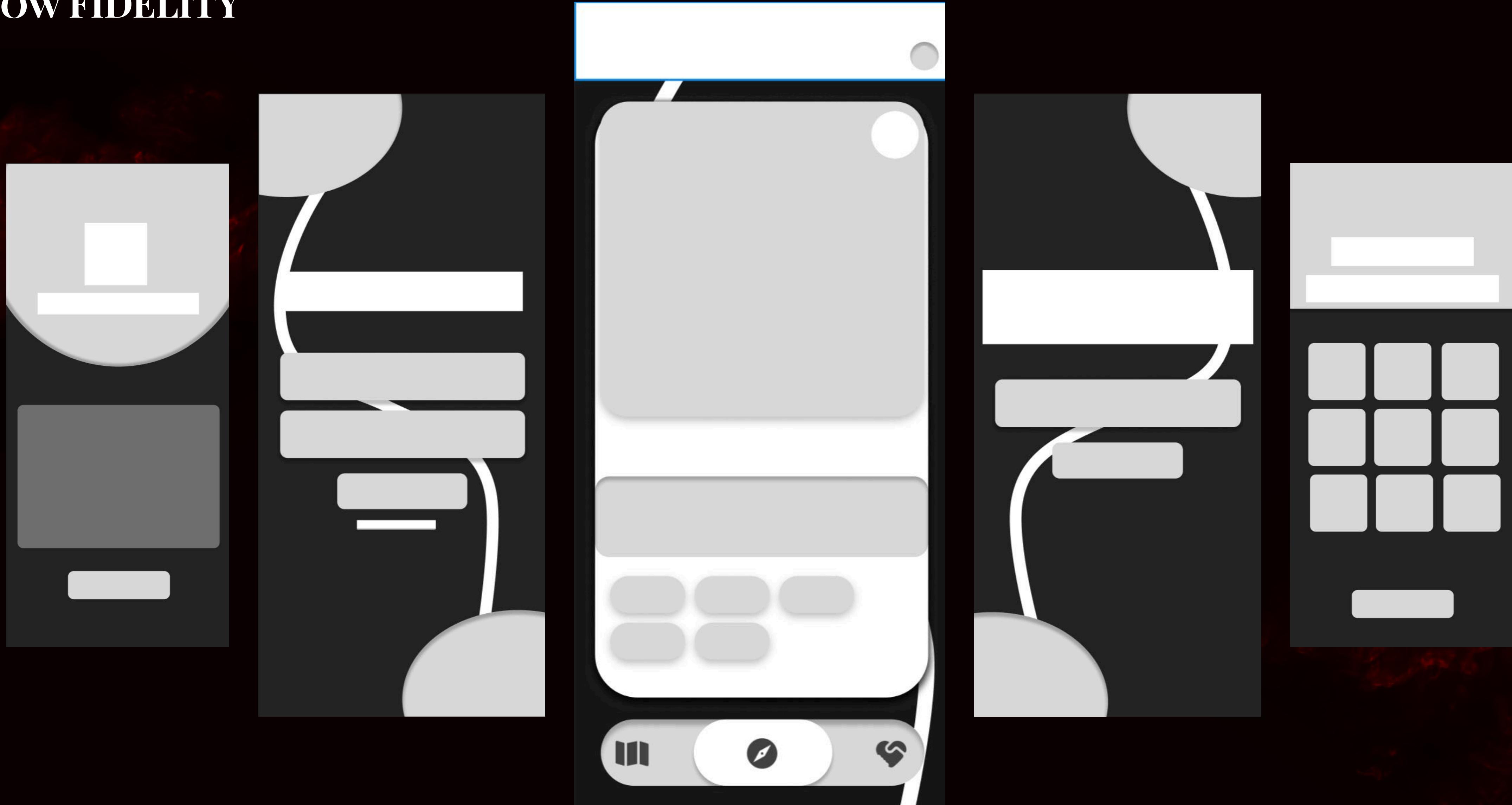
Thinks

Feels

INFORMATION ARCHITECTURE



LOW FIDELITY



UI:

Colour theory used



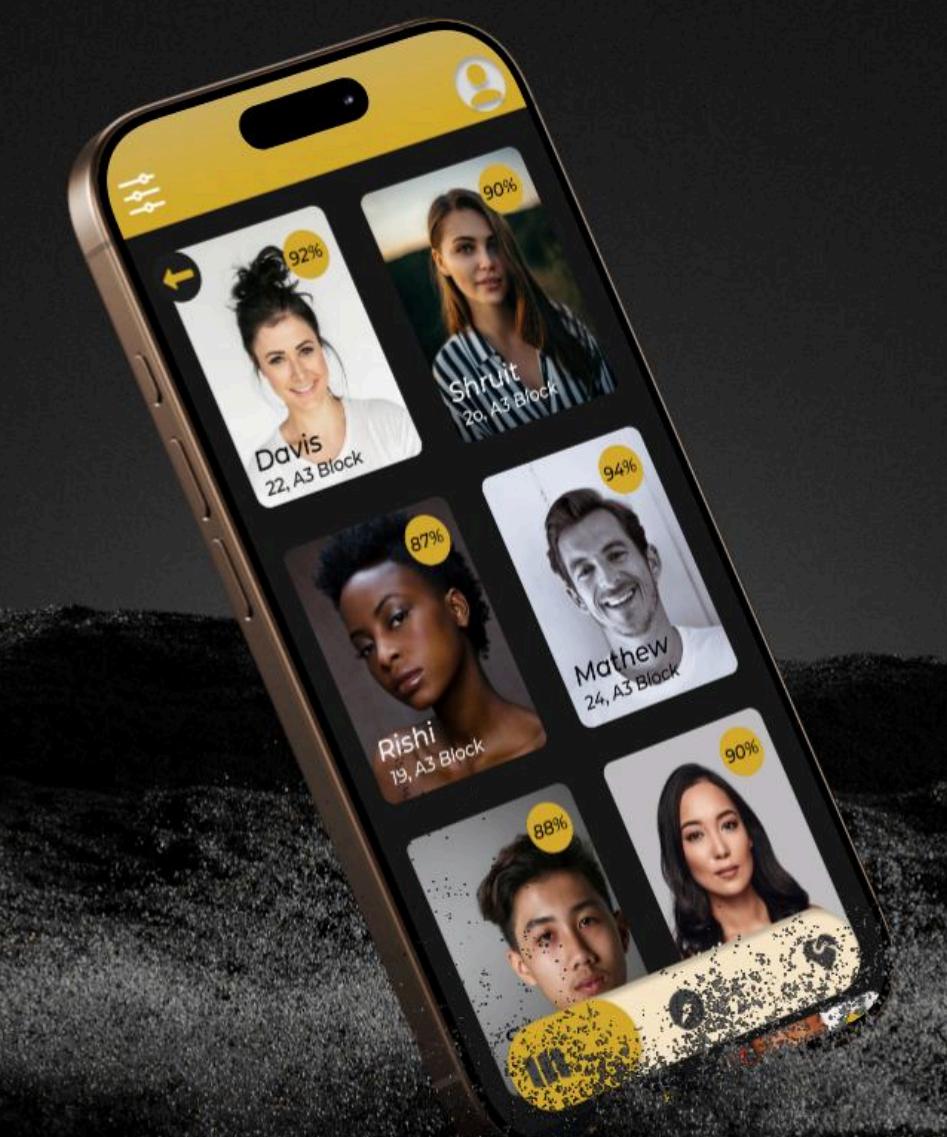
Intuitive Navigation

Interest-Based Matching



Clear Information Architecture

Quick Information at a Glance



Clean and Organized Layout

Clear and Concise Information



Supporting Targeted Connections



NEXUS

1

CU-LMS

2

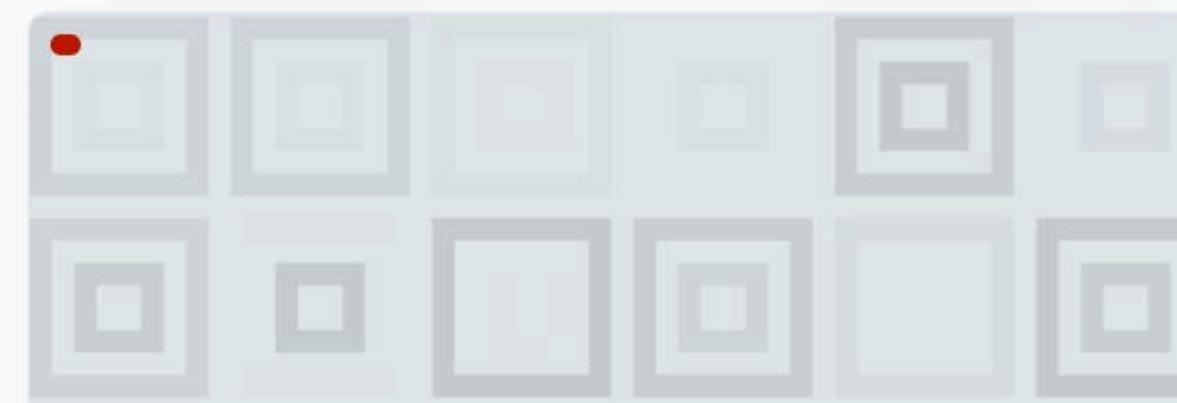
3

CU-LMS

A comprehensive redesign of my college's website, this project showcases my ability to integrate industrial design principles with user-centered UI/UX strategies. From initial concept and information architecture to the final interactive prototype and 3D visualizations of key elements, this redesign aimed to create a more intuitive, engaging, and visually cohesive online experience for students and faculty.

CURRENT CU-LMS

My courses



CONT_22TDP-323 :: PROFESSIONAL SOFT SKILLS - 2

Siddhartha Banerjee .
instructor



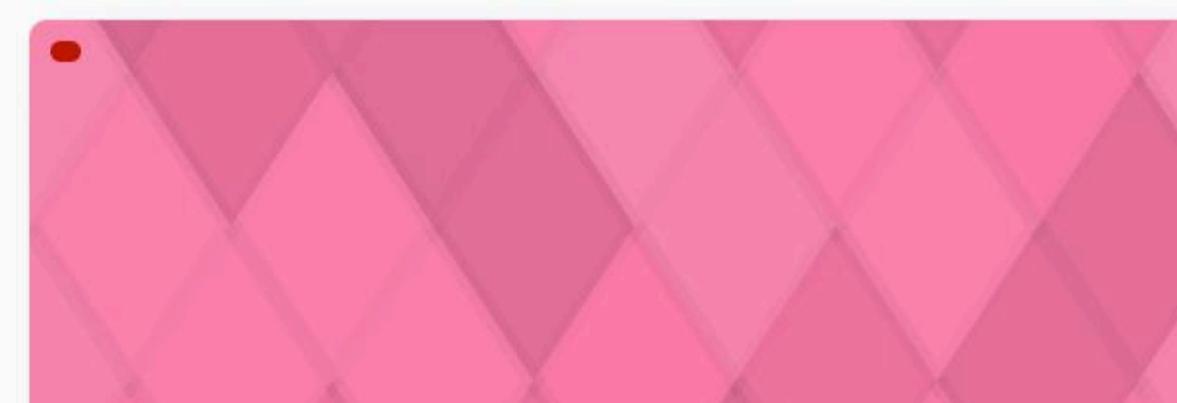
CONT_22BDP-366 :: INTERACTION DESIGN

Arjun Negi .
instructor



CONT_22BDP-354 :: ADVANCE DIGITAL SCULPTING

Vadlakonda Karthik .
instructor



CONT_22BDP-353 :: PORTFOLIO DESIGN AND DEVELOPMENT

Kritin V .
instructor



CONT_22BDP-352 :: PROTOTYPING TECHNOLOGY

Shubham Umesh Dhende .
instructor



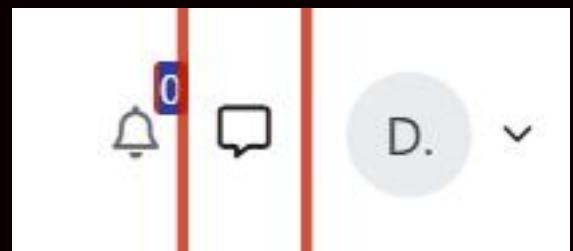
CONT_22BDP-351 :: DESIGN RESEARCH

Nabarun Barman .
instructor

2 Cards for the same course

Card photos are random and not relevant to the courses

Red Outline when pressing buttons,
which gives a feeling of alert



Improper distribution of content in profile

The screenshot shows a user profile page with the following sections:

- User details**:
 - Email address: 22BPD10032@cuchd.in (Hidden from everyone except users with appropriate permissions)
 - Country: India
 - Timezone: Asia/Kolkata
- Miscellaneous**:
 - Blog entries
 - Forum posts
 - Forum discussions
- Reports**:
 - Grades overview
- Login activity**:
 - First access to site: Wednesday, 8 January 2025, 2:19 PM (104 days 4 hours)
 - Last access to site: Tuesday, 22 April 2025, 6:38 PM (now)
- Course details**:
 - Course profiles**:
 - CONT_22TDP-323 :: PROFESSIONAL SOFT SKILLS - 2
 - CONT_22BDP-366 :: INTERACTION DESIGN
 - CONT_22BDP-354 :: ADVANCE DIGITAL SCULPTING
 - CONT_22BDP-353 :: PORTFOLIO DESIGN AND DEVELOPMENT
 - CONT_22BDP-352 :: PROTOTYPING TECHNOLOGY
 - CONT_22BDP-351 :: DESIGN RESEARCH
 - 22TDP-323_22BPD-1_A :: PROFESSIONAL SOFT SKILLS - 2
 - 22BDP-366_22BPD_INT-1_A :: INTERACTION DESIGN
 - 22BDP-354_22BPD-1_A :: ADVANCE DIGITAL SCULPTING
 - 22BDP-353_22BPD-1_A :: PORTFOLIO DESIGN AND DEVELOPMENT
 - 22BDP-352_22BPD-1_A :: PROTOTYPING TECHNOLOGY
 - 22BDP-351_22BPD-1_A :: DESIGN RESEARCH
 - MTO-265_M_MTO-265_1_ALL :: ROBOTICS



No visibility of system
status

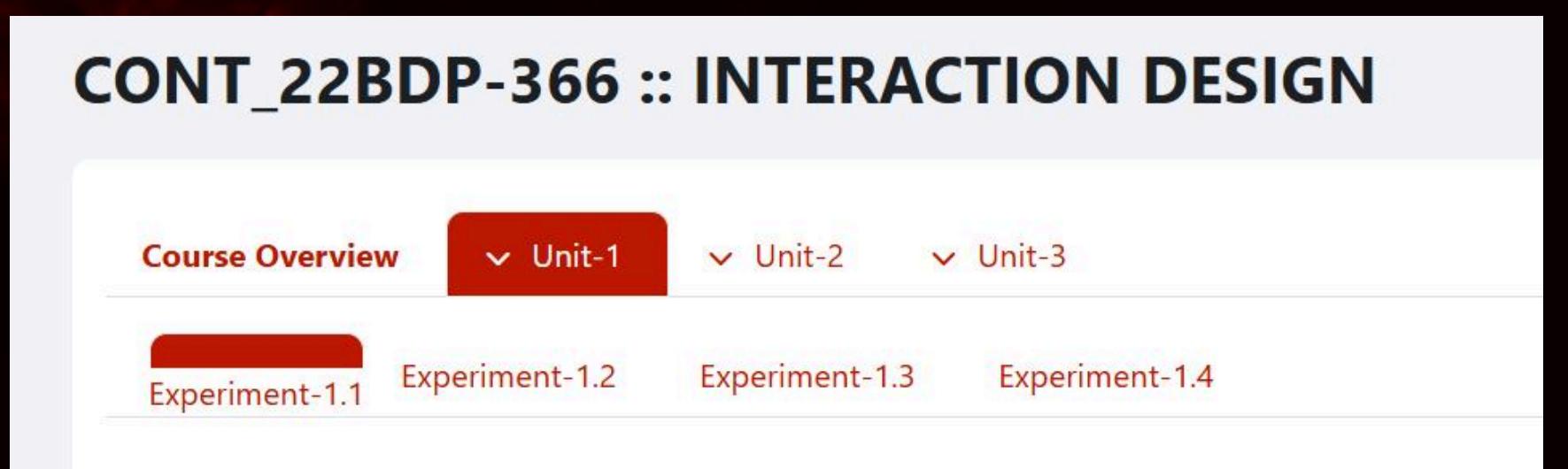
Home Dashboard My courses

Additional buttons that dont lead to the same place

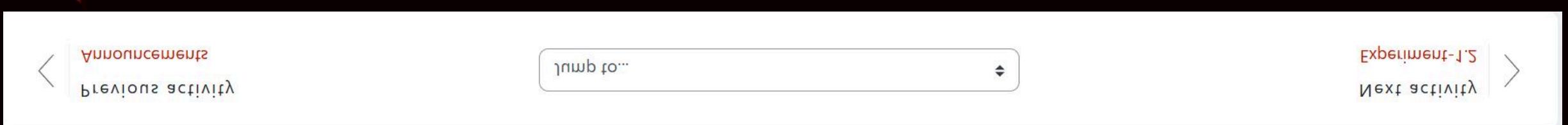
CONT_22BDP-366 :: INTERACTION DESIGN

Course Overview ▾ Unit-1 ▾ Unit-2 ▾ Unit-3

Experiment-1.1 Experiment-1.2 Experiment-1.3 Experiment-1.4



Lack of clear visual hierarchy



Arrow button doesnt function

Extra buttons in the hamburger menu

> Course Overview

▼ Unit-1

- Experiment-1.1

▼ Experiment-1.2

- Experiment-1.2

▼ Experiment-1.3

- Experiment-1.3

▼ Experiment-1.4

- Experiment-1.4

Unit-2

- Experiment-2.1

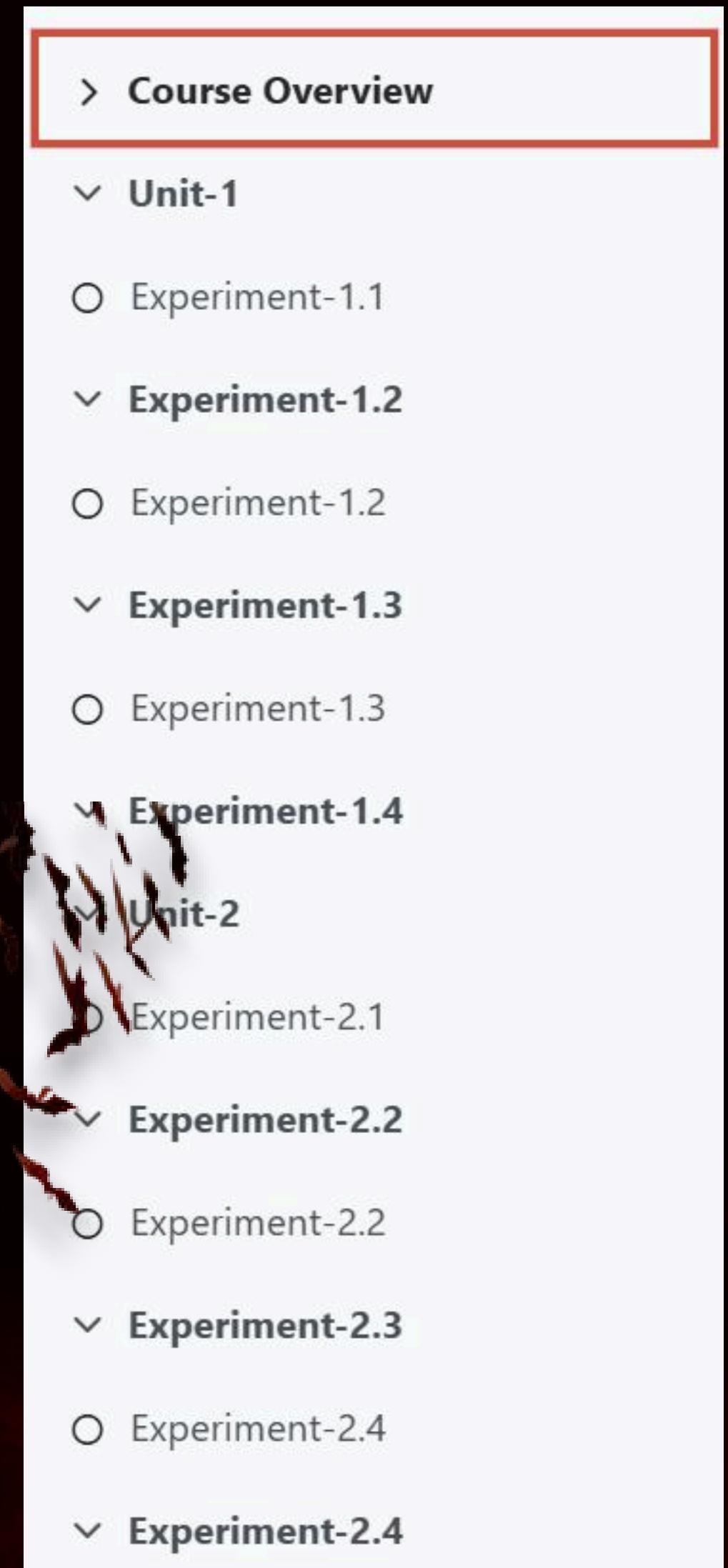
▼ Experiment-2.2

- Experiment-2.2

▼ Experiment-2.3

- Experiment-2.4

▼ Experiment-2.4





IMPROVED VERSION OF CU-LMS

DESIGN SYSTEM

FONT

Roboto

THICKNESS

Extra Bold

FONT SIZE

36 px 24 px

Regular

20 px

Aa

Aa

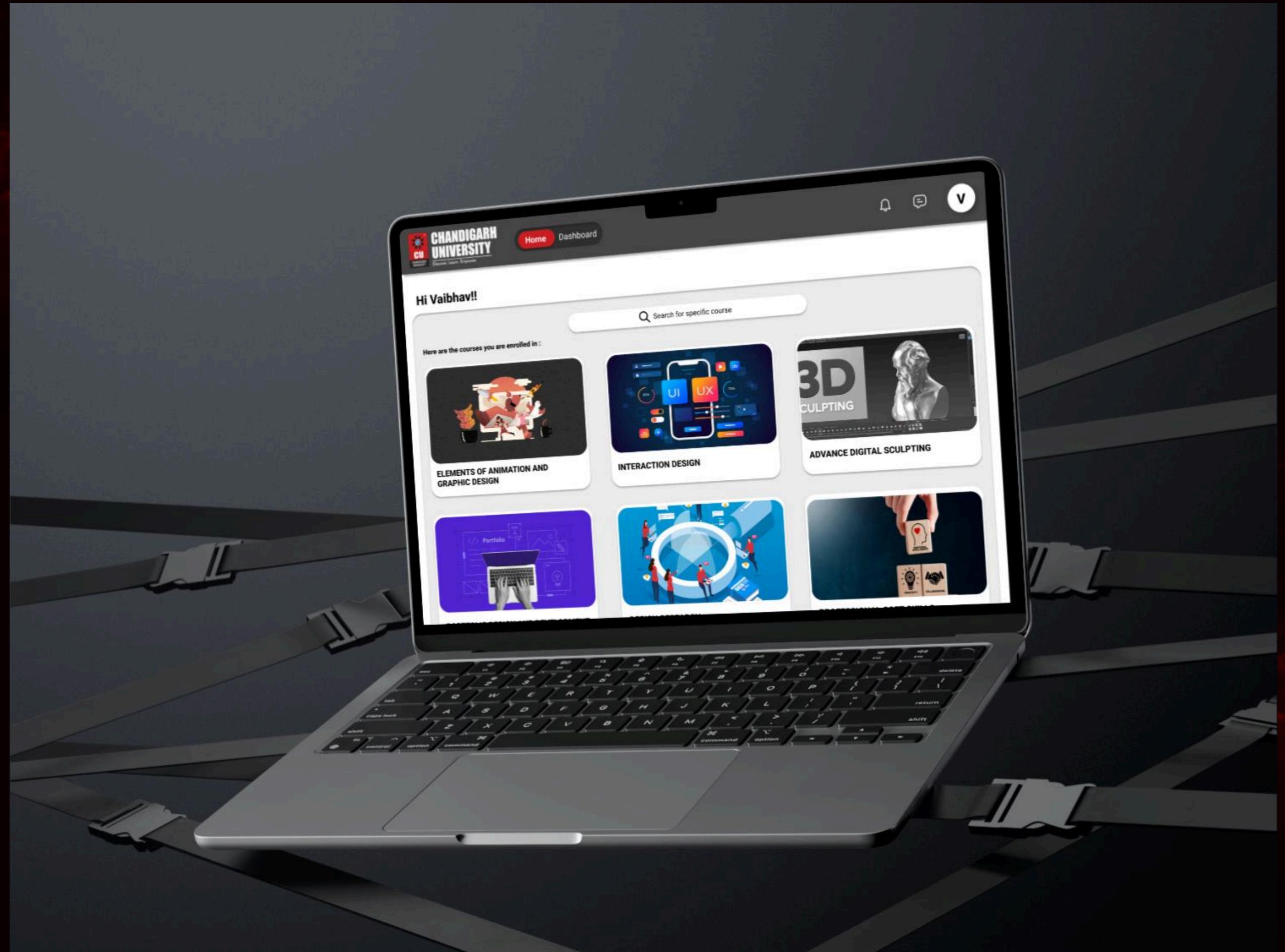
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CA2024

ECECEC

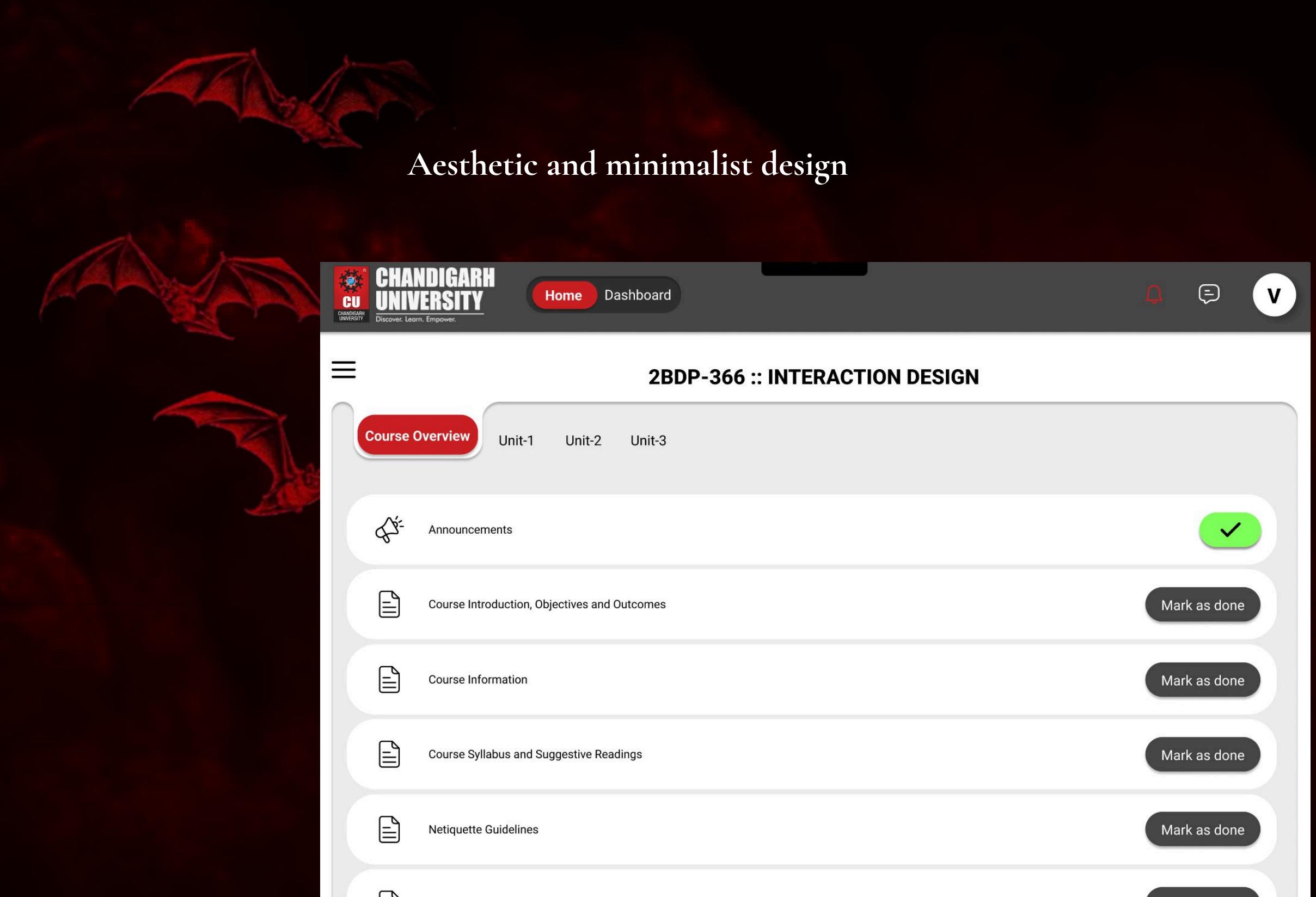
313131

Removed unnecessary buttons



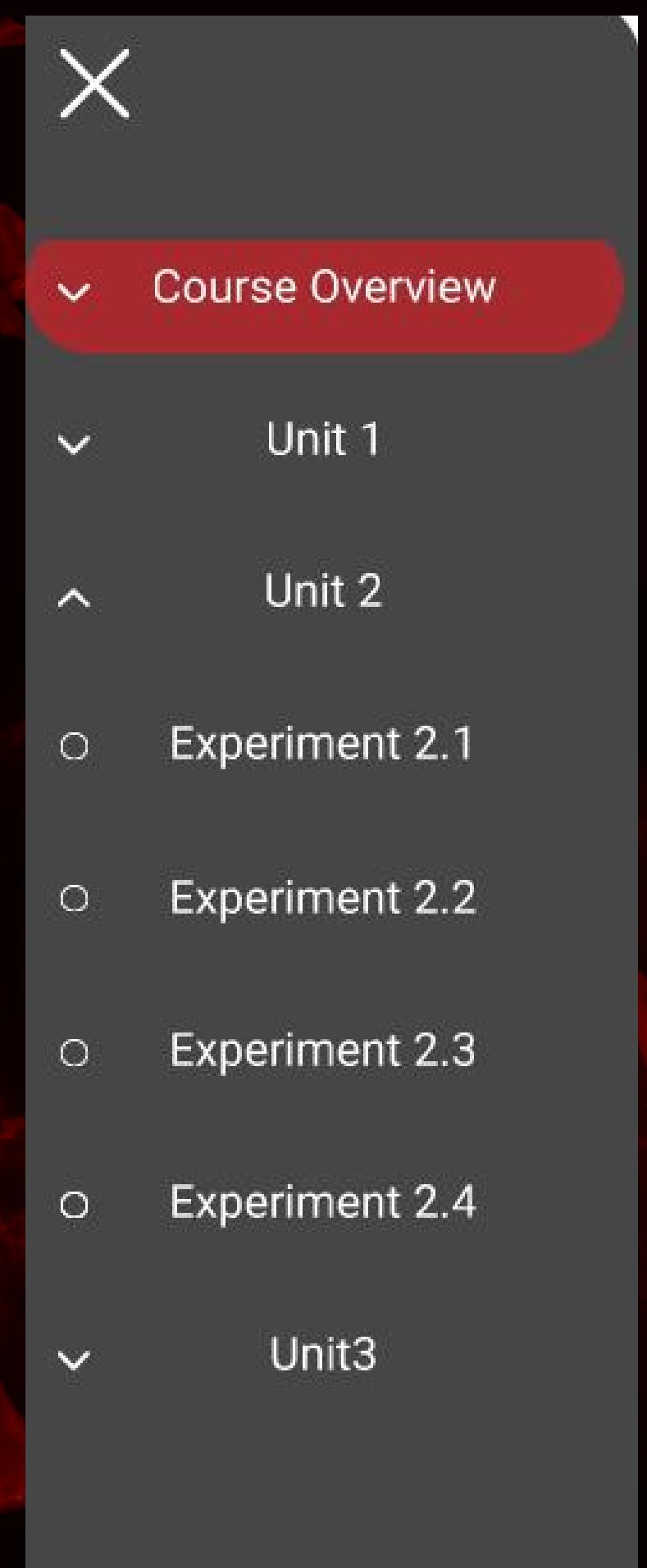
The image shows the home dashboard of Chandigarh University's digital platform. At the top left is the university's logo and name. To the right are navigation links for 'Home' (highlighted in red) and 'Dashboard'. Further right are icons for notifications, messages, and a user profile. Below the header, a greeting 'Hi Vaibhav!!' is displayed. A search bar with the placeholder 'Search for specific course' is centered above a list of enrolled courses. The courses are presented in a grid format with cards: 'ELEMENTS OF ANIMATION AND GRAPHIC DESIGN' by Sureswar Dhala, 'INTERACTION DESIGN', 'ADVANCE DIGITAL SCULPTING', and others partially visible.

Interactive cards with course related photos



Visibility of system status:

Simple and less clumsy hamburger



Well organized space in profile

CHANDIGARH UNIVERSITY
Discover. Learn. Empower.

PROFILE

User details

Email address
22bpd10022@cuchd.in

Country
India

Timezone
Asia/Kolkata

Course details

Course profiles

[CONT_ANO-441 :: ELEMENTS OF ANIMATION & GRAPHIC DESIGN](#)

[CONT_22TDP-323 :: PROFESSIONAL SOFT SKILLS - 2](#)

[CONT_22BDP-366 :: INTERACTION DESIGN](#)

[CONT_22BDP-354 :: ADVANCE DIGITAL SCULPTING](#)

[CONT_22BDP-353 :: PORTFOLIO DESIGN AND DEVELOPMENT](#)

[CONT_22BDP-352 :: PROTOTYPING TECHNOLOGY](#)

[CONT_22BDP-351 :: DESIGN RESEARCH](#)

Miscellaneous

[Blog entries](#)

[Forum posts](#)

[Forum discussions](#)

Reports

[Grades Overview](#)

Login activity

First access to site
Wednesday, 8 January 2025, 2:24 PM (28 days 3 hours)

Last access to site
Wednesday, 5 February 2025, 5:55 PM (now)

THANK YOU



