

a.

portfolio
AYUSH BARIK

AYUSH@ACCELBIA.DESIGN

3D AND WEB DESIGN
BRANDING
INTELLIGENT SYSTEMS
INTERACTIVE EXPERIENCES

AYUSH BARIK

Product Designer & Creative Technologist

Designing intelligent systems at the intersection of AI, HCI, and User Experience.

Skills

Design & Prototyping

- Figma
- Adobe Creative Suite (Ps, Ai, Id, Pr, Xd)
- Blender (3D)
- Wireframing

Development & Engineering

- Python
- Java
- React.js
- Node.js
- TypeScript
- N8N
- AWS
- Argo CI/CD
- Azure Databricks
- OpenAI
- Docker/Kubernetes

Emerging Tech

- Generative AI (LLMs)
- Brain-Computer Interfaces (BCI)
- Prompt Engineering
- EEG Signal Processing
- Agentic AI

Languages

- English
- Hindi
- Odia
- German (Beginner)
- Japanese (Beginner)

Phone no. : +91 86044 85198

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Software Engineer (Fullstack)

Optum Global Solutions

Sep 2023 – Present | Gurgaon, India

- Architected GenAI-based search functionalities integrating LLMs to expand smart search capabilities for enterprise clients as the primary offshore frontend developer and developers of Unified Enterprise Search.
- Led the migration of enterprise search infrastructure from ElasticSearch to Vespa.ai on Kubernetes for Medicare & Medicaid, improving query performance and reducing annual operating costs by \$150,000. Currently leading migration efforts from AWS and Argo to Databricks unified platform.
- Identified and mitigated 250+ security vulnerabilities, significantly hardening the application security posture.

Founder & Lead Designer

acelbia.design

Sep 2024 – Present | Noida, India

- Established a tech-driven design agency specializing in AI-powered business automation and brand identity systems.
- Developed automated pipelines using Python, AWS, N8N and Generative AI techniques to orchestrate repetitive and time-consuming business processes.
- Delivered end-to-end web solutions and comprehensive brand guidelines for diverse startups.

HCI-BCI Research Intern

IIT Kharagpur (HCI-BCI Lab)

Jan 2023 – Sep 2023 | Kharagpur, India

- Engineered an end-to-end pipeline for EEG signal processing using Machine Learning models to interpret user attention levels and brain activity for directional inputs.
- Designed and 3D-modeled components for the OpenBCI Ultracortex headset using Blender, bridging physical ergonomics with digital sensing.

Lead in Design Strategy

The Pedagogy Community

Apr 2024 – Present | Lucknow, India

- Implemented automated marketing workflows, reducing outreach costs while enhancing user engagement consistency.
- Designed global brand assets directly with the founding team and a comprehensive marketing and style guide for the startup, including web interface assets, logo variants and document templates during initial days of the brand.

Education

Bachelor of Technology (B.Tech)

Amrita Vishwa Vidyapeetham, Coimbatore, India

CGPA 8.23 / 10.0

Focus: Computer Science & Engineering

Key Modules: Machine Learning, Computer Vision, User Interface Design, Psychology for Engineers, Neural Networks, Distributed Systems.

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XLVIII ALL INDIA BOTANICAL CONFERENCE of THE INDIAN BOTANICAL SOCIETY

International Symposium on
Biology and Biotechnology of Plant Diversity for Bioeconomy

www.ibsnehu2025.org

The XLVIII All India Botanical Conference, hosted by North-Eastern Hill University (NEHU) in Shillong, is a premiere scientific gathering celebrating 50 years of the School of Life Sciences. Focusing on the "Bioeconomy of Plant Diversity", the event required a seamless bridge between academic tradition and modern digital efficiency. I architected the end-to-end design ecosystem, from the registration portal and automated rosters to the physical environmental branding, facilitating the experience for global delegates botany, industry leaders, and the Governor of Meghalaya.



Lead Experience & Systems
Designer

August - October 2025

Tags

Product Design, Event Design, Web Design, Book Design, Frontend Development, 3D Design, Branding, Institutional, Live Event

Tools Used

React JS, Adobe InDesign, Illustrator, Blender, Office365

CONTEXT & STRATEGIC CONSTRAINTS

Established in 1974, the **Department of Botany at North-Eastern Hill University, Shillong** is a UGC Centre of Advanced Studies immense academic authority. However, as the department approached its Golden Jubilee, the administrative user experience was paralyzed by legacy constraints.

The operational reality was a stark contrast to the institution's scientific prestige:

- Analog Friction:** Registration relied on filling out forms by hand and sending by post, leading to data entry errors and slow processing due to manual sorting and no unified table for participants.
- Communication Silos:** Important notices were distributed via physical circulars, limiting reach and posing a hurdle for timely reception of event notices, including domicile and transport services, which are usually released close to when they're needed.
- Identity Crisis:** Correspondence used generic, reused Gmail accounts from past years, lacking a unified professional domain or web presence.

THE VISION

The **Golden Jubilee** served as the strategic catalyst. It wasn't just an anniversary, but was the leverage point to justify a complete overhaul of the event infrastructure. The goal was to pivot from a "local gathering" mindset to a "global digital standard", utilizing the 50-year celebration to introduce modern efficiency.

THE CHALLENGE

"Creating a cohesive physical and digital experience for 500+ delegates."

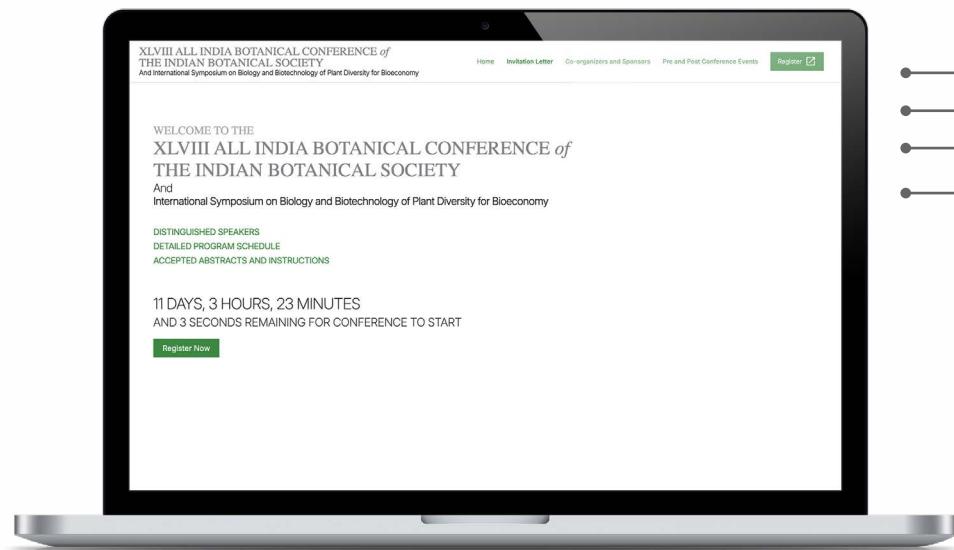
The mission was to design an **end-to-end ecosystem** that honored the history of the Indian Botanical Society while eliminating the friction of the past. This required translating a complex, multi-day academic itinerary into an intuitive digital interface, ensuring that the technology was accessible to senior academicians while impressive enough for international dignitaries.



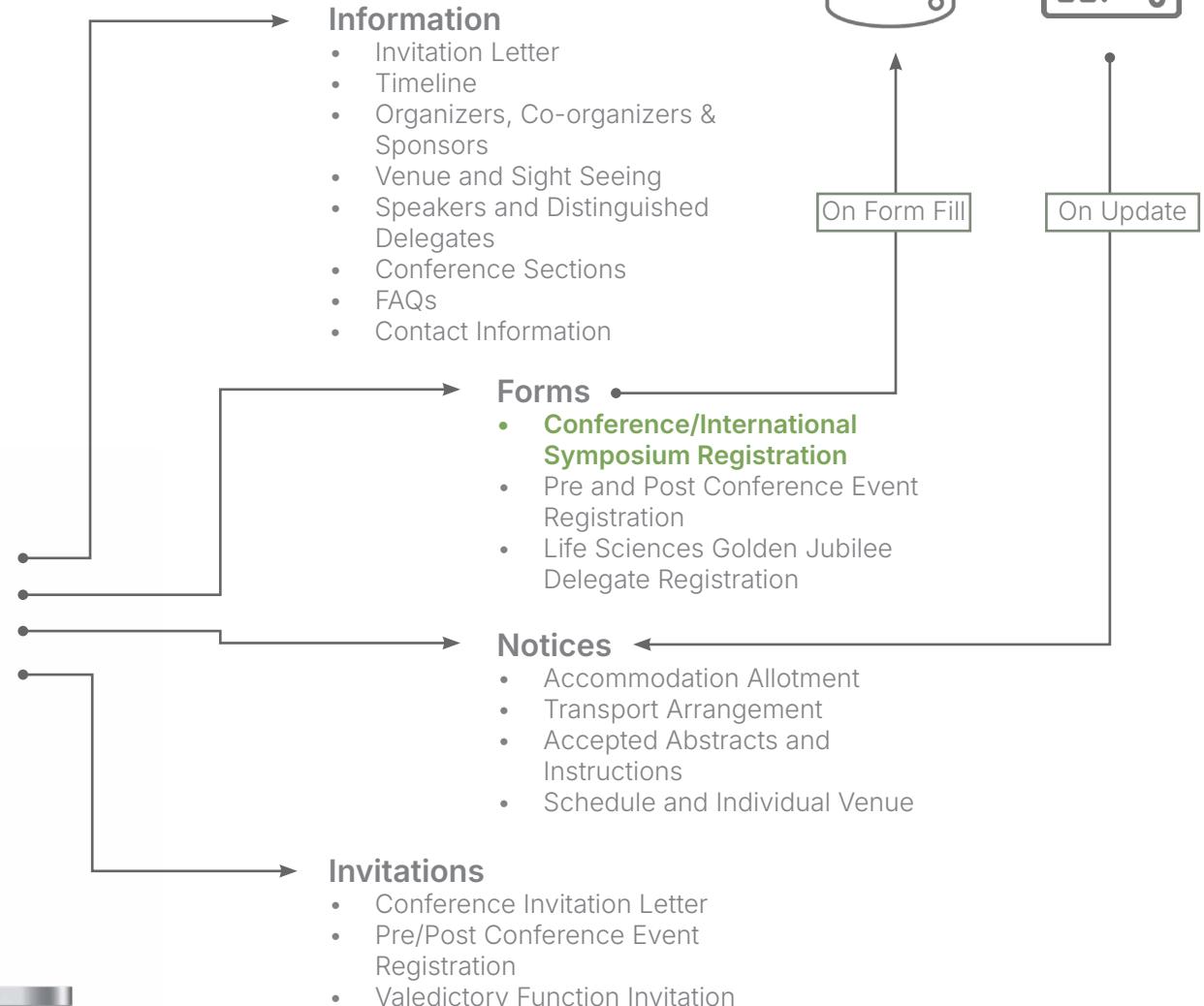
ARCHITECTING THE DIGITAL-PHYSICAL BRIDGE

From Legacy Friction to Automated Flows

Touchpoint	Legacy State (The Friction)	Target State (The Design Solution)
Registration	Pen & Paper (Handwritten Forms)	Web-Based Portal (Auto-Database Entry)
Communication	Physical Circulars & Generic Gmail	Dedicated Domain (secretariat@ibsnehu2025.org)
Logistics	Manual Itinerary Planning	Automated Rosters & Digital Guides
Brand Perception	Fragmented / Ad-hoc	Unified System (Web to Print)



www.ibsnehu2025.org



A DESIGNER'S GUIDE

Typography

TITLE
Inter ExtraLight - 36pt

HEADING
Times New Roman - 24pt

HIGHLIGHT
Times New Roman - 24pt

Subheading
Inter SemiBold - 12pt

Subheading 2
Inter SemiBold - 12pt

Body
Inter Light - 10pt

Organic Structure

The visual language had to balance two opposing forces: the organic, chaotic beauty of Botany (nature) and the rigid, formal structure of an Academic Institution (science). The system needed to feel prestigious enough for the conference while remaining accessible and functional for digital screens.

Inspired by nature, I let the colors take charge here. Academic influence requires a standard, and keeping the classic Times New Roman font accompanied by Inter font's legibility across media maintains that.

Color Palette



ALL INDIA BOTANICAL CONFERENCE *of*
THE INDIAN BOTANICAL SOCIETY

International Symposium on
Biology and Biotechnology of Plant Diversity for Bioeconomy

Full Logo



Usage in colored background

AIBC *of* IBS

Small Screen Adaptation

XLVIII ALL INDIA BOTANICAL CONFERENCE *of*
THE INDIAN BOTANICAL SOCIETY

International Symposium on
Biology and Biotechnology of Plant Diversity for Bioeconomy

Left Aligned Variant

DIGITAL PRODUCT GALLERY

The screenshot shows the homepage of the conference website. At the top, it says "WELCOME TO THE XLVIII ALL INDIA BOTANICAL CONFERENCE of THE INDIAN BOTANICAL SOCIETY". Below this, there are sections for "DISTINGUISHED SPEAKERS", "DETAILED PROGRAM SCHEDULE", and "ACCEPTED ABSTRACTS AND INSTRUCTIONS". A green button labeled "Register Now" is visible. The footer contains links for "Home", "Invitation Letter", "Co-organizers and Sponsors", "Pre and Post Conference Events", and another "Register" button.

Landing Page

This page lists "DISTINGUISHED SPEAKERS" with their names and profiles. It includes five main speakers: Prof. Shekhar C. Mandre, Padmavee Prof. S. Sopory, Dr. Sanjay Kumar, Prof. Anil Kumar Tripathi, and Prof. Swapan Datta. Below them are five more speakers: Prof. M. H. Madhu, Prof. R. S. Tripathi, Prof. H. H. Patil, Prof. S. K. Jaiswal, and Prof. P. K. Srivastava. Each speaker has a small profile picture and a brief bio.

Distinguished Speakers Page

This page displays a "PRE AND POST CONFERENCE EVENTS" section. It shows a timeline with an event for "Prof. R. S. Tripathi Commemoration Lecture" on 28th October, 2025, from 09:30 am - 1:00 pm. The page also features a "CO-ORGANIZERS AND SPONSORS" section with logos of various organizations.

Desktop Views

Visibility and Accessibility

Apart from the website and resources being shared through messaging channels, I increased the visibility of the website and event in general by employing search engine optimization techniques of indexing and mapping via sitemaps, enhancing reach.

The website has passed Color Contrast Analysis and Screen Reader Tests to ensure accessibility.

The mobile view shows the same content as the desktop version but in a smaller, responsive layout. It includes sections for "INVITATION LETTER", "CO-ORGANIZERS AND SPONSORS", "PRE AND POST CONFERENCE EVENTS", "SUMMARY OF PRESENTATIONS", "SIGHTSEEING", and "CONTACT INFORMATION". The "SIGHTSEEING" section features a scenic image of a lake and surrounding hills. The "CONTACT INFORMATION" section includes details for Prof. SUMAN KUMAR and Prof. SANTARAM JOSHI.

Popup Views

Mobile Views

GENERAL GALLERY



The Result

Contrary to the previous estimation of 500 attendees for the event, 750+ attended. The ease of registration through online medium lowered attrition rate significantly, with 86% registering via the form on the website, and the rest via mail.

Presence of a live notice section on the website provided for seamless content distribution, and arrangement and logistics of accommodation and transport went smoothly with minimal confusion of allocation and timings.

"My hearty appreciation to Ayush for designing, developing and running the website so well."

- Prof. Arun Pandey, Pro-Chancellor, Mansarovar Global University, Bhopal

Gallery reference

Top Row : Design of brochure, circular and abstract book (Creative render); First Information Book (Creative render); Award design featuring *Paphiopedilum insigne*, state flower of Meghalaya; Invitation card design for the event

Bottom Row : Attendees of the event; Governor of Meghalaya giving the inaugural speech in the event; Award holders and distinguished speakers of the event.

Left Corner : Close-up view of the invitation card

BCI SPELLER

The project "**A General Close-Loop Paradigm for Controlling User Interfaces with Brain Signals**" was built during my internship at IIT Kharagpur under **Prof. Debasis Samanta, Dr. Tutan Nama, Subhrata Pain**, and all the members of the **BCI-HCI Lab** at IIT Kharagpur.

Under their guidance, I built a **Brain-Computer interface pipeline** which is an alternative to a typical keyboard. This enables input of information to a computer simulating a keyboard without the need of using any movement-based inputs.



BCI Research Intern,
Indian Institute of
Technology Kharagpur
January - August 2023

Tags

Artificial Intelligence, Research, Statistical Models, Product Design, Accessibility, Brain-Computer Interface, 3D, Testing

Tools Used

Blender, Python, Pandas, OpenBCI, HTML

The Human Need

The Core Problem

The Locked-In State For patients suffering from neurodegenerative disorders like Amyotrophic Lateral Sclerosis (ALS), Spinal Cord Injuries, or severe Cerebral Palsy, the mind often remains perfectly intact while the body fails.

This condition, known as **Locked-In Syndrome (LIS)**, severs the neural pathways to the muscles, effectively trapping a conscious individual inside their own body.

The HCI Challenge

Traditional input devices (keyboards, mice, touchscreens) rely entirely on motor function. When motor control is lost, the user loses their ability to communicate with the outside world.

The Objective

To restore communication by bypassing the damaged neuromuscular system entirely, creating a direct pathway from Brain to Computer.

Limitations of Existing Alternatives

While technologies like eye-tracking exist, they are often prone to unintentional selections, require intense ocular motor control (depending on severity of disability, that might be a large ask as well), and suffer from calibration drift.

Beyond Medicine

- **Hands-Free Interaction in VR:** In immersive Virtual Reality environments, physical keyboards are invisible and hand controllers can be clumsy for text entry. This BCI system proposes a "*hands-free, voice-free*" input method, allowing users to execute commands via thought alone.
- **Non-Verbal, Non-Interactive communication:** In environments where silence is critical or audio interference is too high (e.g., tactical military operations or underwater diving), voice commands fail. This BCI speller provides a silent, purely neural communication channel. It allows team members to transmit preset directional signals or messages without vocalization or physical gesture, maintaining operational stealth and safety.

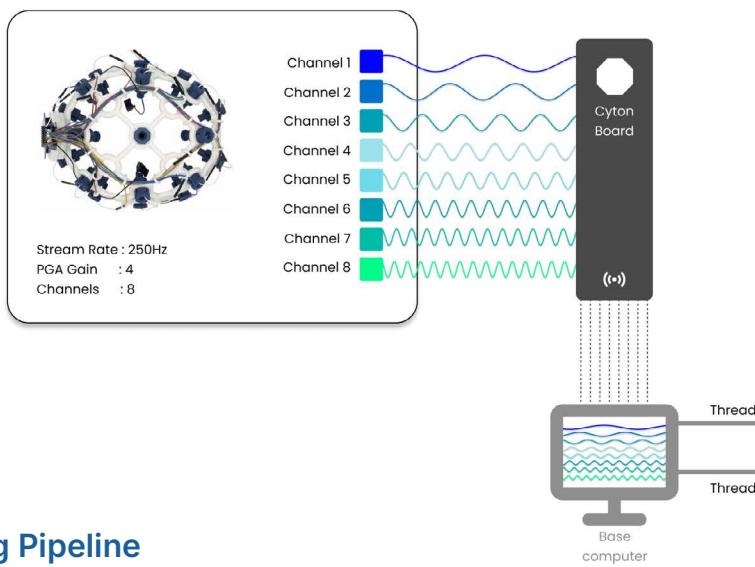
Primary Research Resources

Zhang H, Jiao L, Yang S, Li H, Jiang X, Feng J, Zou S, Xu Q, Gu J, Wang X, Wei B. Brain-computer interfaces: the innovative key to unlocking neurological conditions. Int J Surg. 2024 Sep 1;110(9):5745-5762. doi: 10.1097/JS9.0000000000002022. PMID: 39166947; PMCID: PMC11392146.

Tiziano D'Albis, Rossella Blatt, Roberto Tedesco, Licia Sbattella, and Matteo Matteucci. 2012. A predictive speller controlled by a brain-computer interface based on motor imagery. ACM Trans. Comput.-Hum. Interact. 19, 3, Article 20 (October 2012), 25 pages. <https://doi.org/10.1145/2362364.2362368>



The Method



Data Recording Pipeline

The EEG headset (in our case, the Ultracortex Mark IV) captures minute electrical signals from the scalp of the head, which is converted into a time-series data. This data is (wirelessly) sent to the base system where it is recorded.

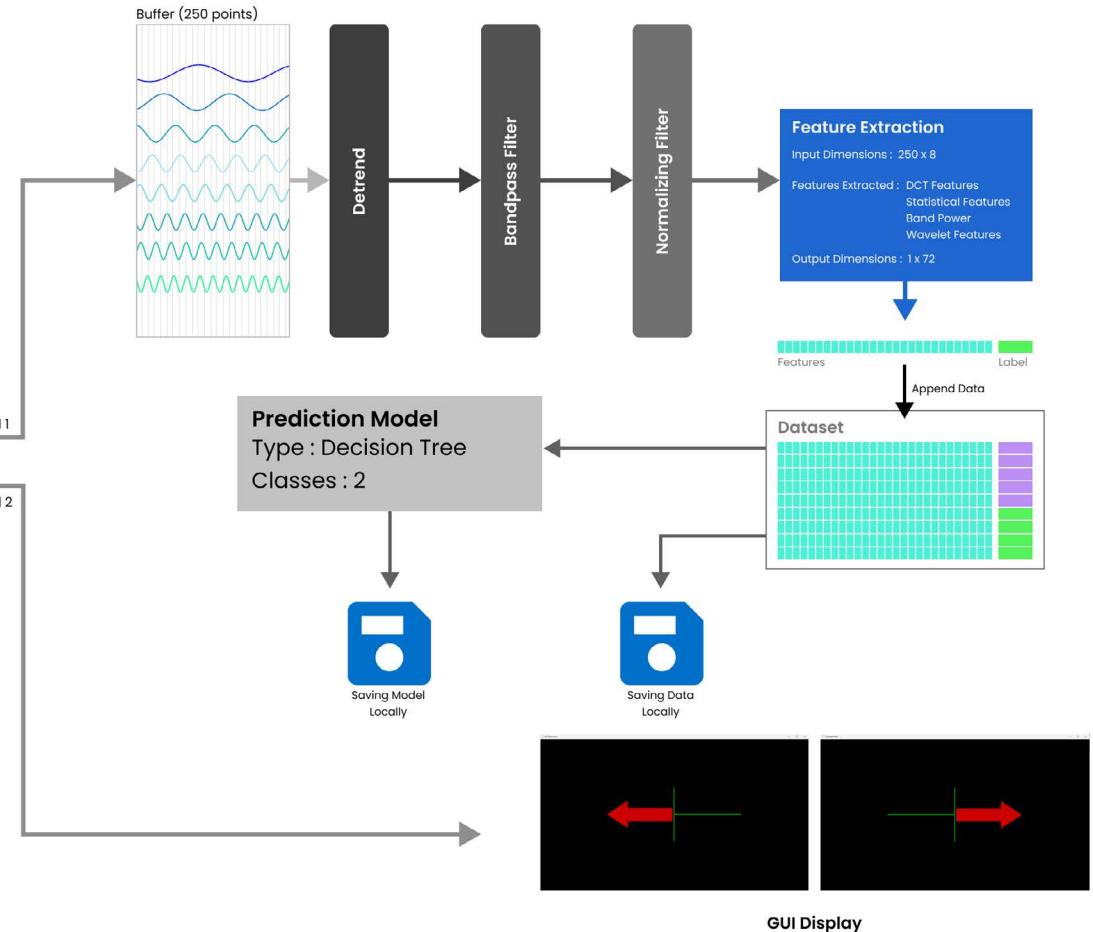
The streamed data is collected in a buffer of 250 datapoints (roughly amounting to 1 second of data), which is preprocessed by detrending, eliminating noise, and thresholding frequencies and limiting to only feasible brain waves range.

Features are extracted from the 250 datapoints from 8 channel data, which shall act as features for the classification model to learn from:

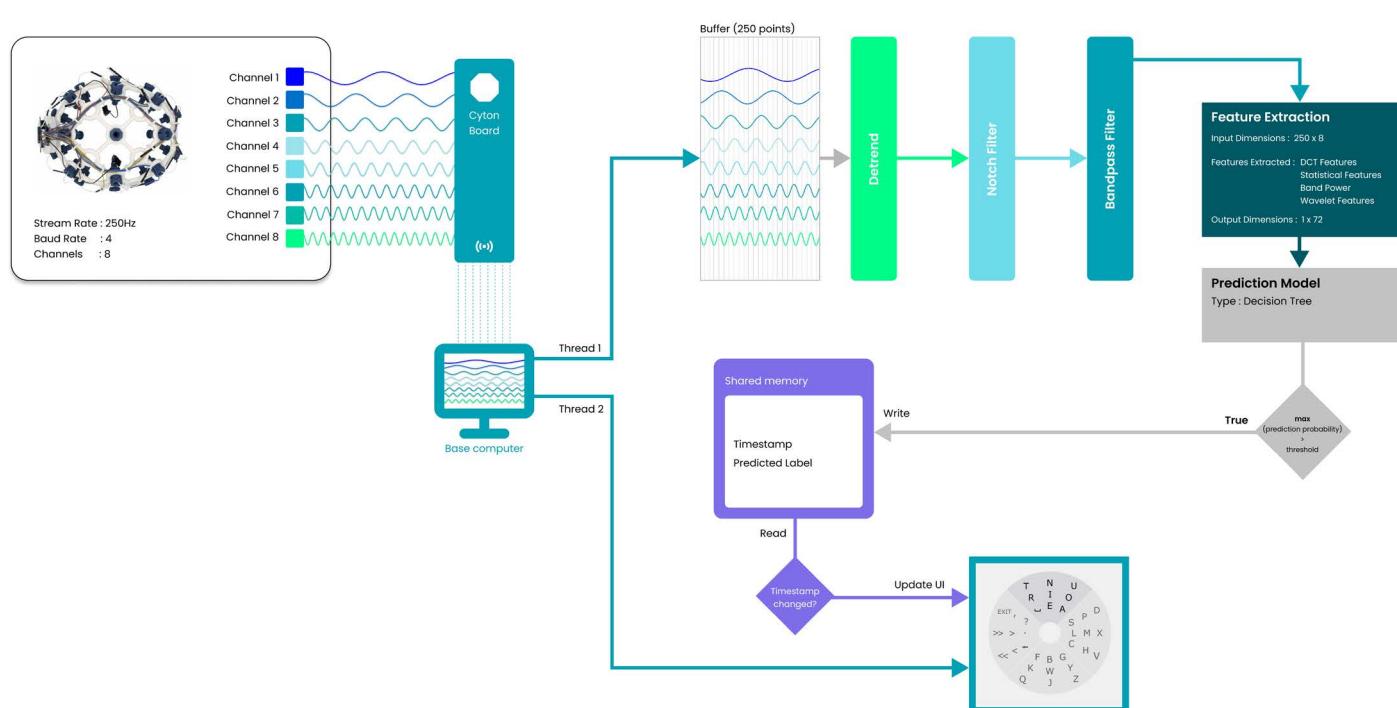
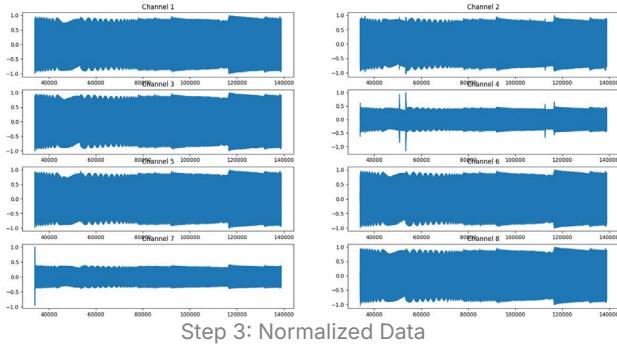
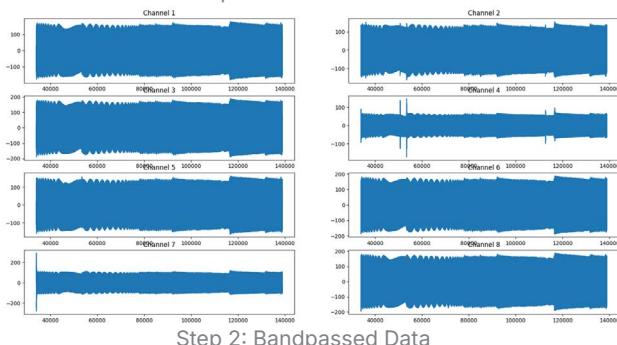
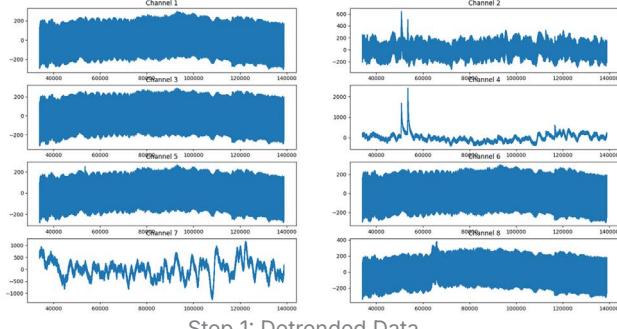
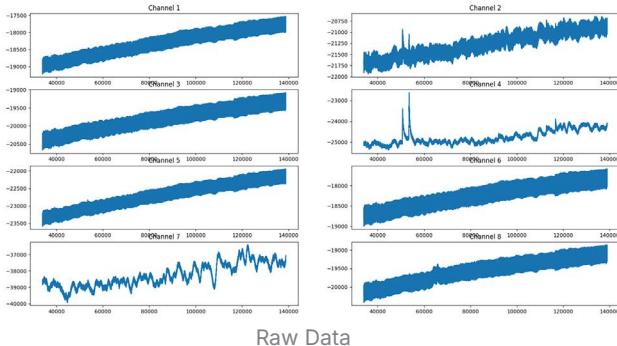
- **Statistical Features - 32×1**
- **Wavelet Features - 16×1**
- **Discrete Cosine Transform Features - 8×1**
- **Band Power (8-13 Hz, 13-31 Hz)- 16×1**

Total: 72 features

The data is stored as a time-series vector locally and used to train a prediction model.



Data Retrieval and Learning Pipeline



Model	Accuracy	Balanced Accuracy	ROC AUC	F1 Score	Time Taken
RandomForestClassifier	1.00	1.00	1.00	1.00	113.84
ExtraTreesClassifier	1.00	1.00	1.00	1.00	34.79
BaggingClassifier	1.00	1.00	1.00	1.00	89.23
XGBClassifier	0.99	0.99	0.99	0.99	68.22
DecisionTreeClassifier	0.99	0.99	0.99	0.99	14.05
LGBMClassifier	0.95	0.95	0.95	0.95	3.82
KNeighborsClassifier	0.89	0.89	0.89	0.89	72.75
ExtraTreeClassifier	0.87	0.87	0.87	0.87	0.85
NuSVC	0.86	0.86	0.86	0.86	4959.80
SVC	0.68	0.68	0.68	0.68	1465.11
AdaBoostClassifier	0.63	0.63	0.63	0.63	56.66
LinearSVC	0.57	0.57	0.57	0.57	55.43
LogisticRegression	0.57	0.57	0.57	0.57	3.37
CalibratedClassifierCV	0.57	0.57	0.57	0.57	206.78
RidgeClassifierCV	0.57	0.57	0.57	0.57	2.42
LinearDiscriminantAnalysis	0.57	0.57	0.57	0.57	3.42
RidgeClassifier	0.57	0.57	0.57	0.57	2.36
SGDClassifier	0.55	0.55	0.55	0.54	2.08
BernoulliNB	0.54	0.54	0.54	0.54	0.75
QuadraticDiscriminantAnalysis	0.54	0.54	0.54	0.43	2.43
Perceptron	0.53	0.53	0.53	0.52	0.97
PassiveAggressiveClassifier	0.52	0.52	0.52	0.52	0.99
NearestCentroid	0.50	0.50	0.50	0.50	0.60
DummyClassifier	0.49	0.50	0.50	0.33	0.47
GaussianNB	0.50	0.50	0.50	0.36	0.80

Table 4.1: Metrics of ML algorithm trained on the rolling dataset

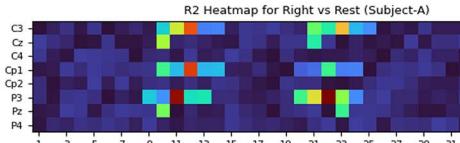
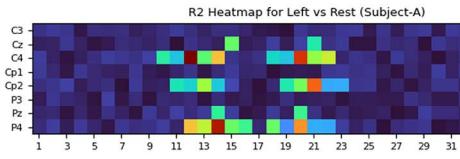
Model Training in the Pipeline

The model runs in three phase for inferring a live stream of data:

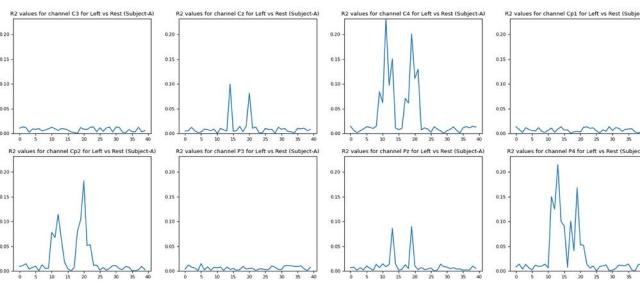
1. 30 sec - Instructions Phase
2. 10 sec - Baseline
3. 30 time of :
 - i. 3 sec of Fixation State
 - ii. 6 sec of Direction State
 - iii. 5 sec of Rest State
4. 10 sec of Model Training and Evaluation

The overall time for training becomes approximately 8 minutes.

Results

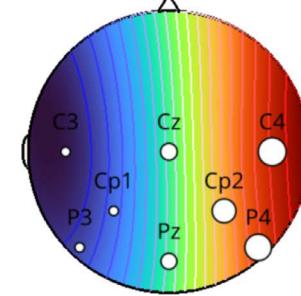


R2 coefficient heatmap

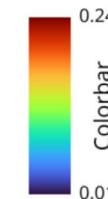
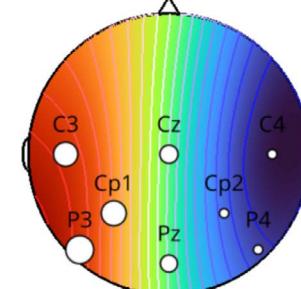


R2 coefficient graph for different frequencies across channels (Left vs Rest)

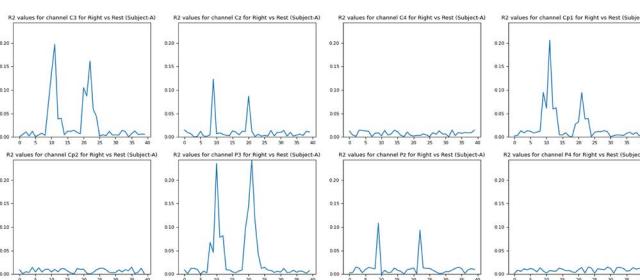
Left vs Rest (Subject-A)



Right vs Rest (Subject-A)



Visualized heatmap for different channels



R2 coefficient graph for different frequencies across channels (Right vs Rest)

Model Selection

Through training the model through a standard pre-selected data, the results were obtained as shown in table 4.1. Comparing via live testing of the top 10 models, we chose random forest model due to it being less prone to overfitting, the small training time compared to its performance and setting a baseline for more advanced techniques in machine learning without being computationally complex.

Inference Pipeline

With a maximum input speed of a single input per second of stream, the pipeline can have a minimum character input speed of 1 second per character (for the spacebar in the designed speller), to a maximum of approximately 4 seconds (for the last input, i.e. backspace) for every correct input.

By using a maximal predictions method on rolling data till buffer fill for input, incorrect classifications can be eliminated by taking an effective input frequency for correct classifications with confidence around 110Hz on a 20 prediction buffer size.

What can be made better

- Gathering enough data to generalize all people's brain waves, effectively able to extract right data more efficiently.
- Apart from 2 class classification, 3 and more classes can be included to the pipeline for more input variations.
- Using Recurrent Neural Networks/LSTM/GRU Models/Transformers, feature extraction can be handled by the deep learning model itself, which could not be explored due to lack of data.

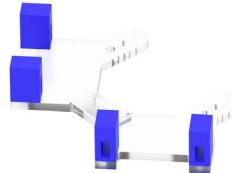
Gallery



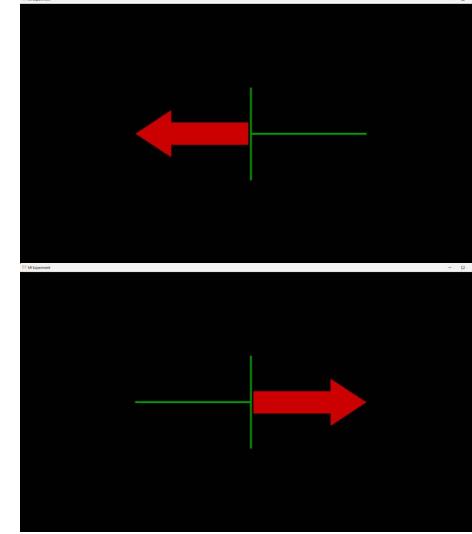
Battery attachment for headset



Wireless receiver case

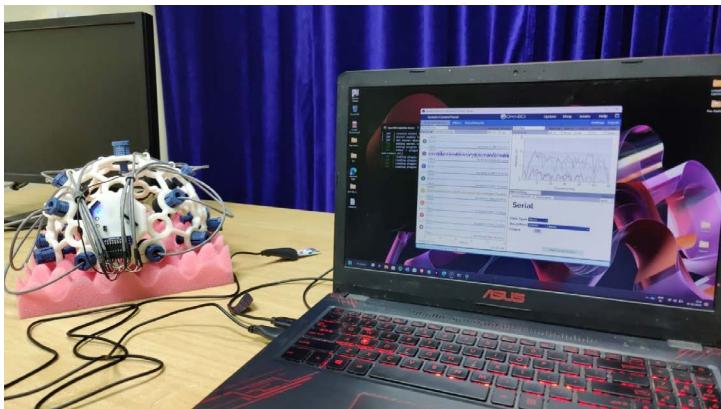


16-channel extension for headset

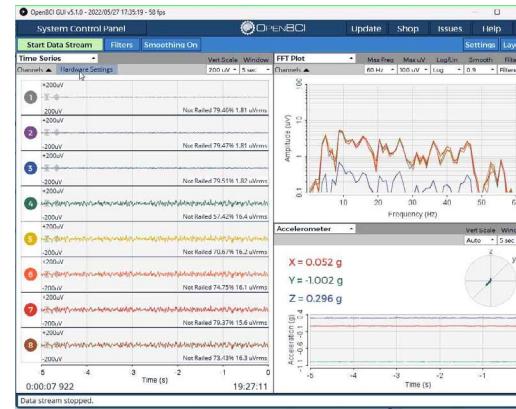


Instruction Markers for each directional input

Custom components designed and used for the headset



Setup used for the project, with the computer running OpenBCI



OpenBCI GUI
(FFT plot of input waves)



Using the BCI Speller after training session

TEDx

AmritaVishwaVidyapeetham

x = independently organized TED event



Director of Production,
TEDxAmritaVishwaVidyapeetham
August - October 2021

Tools Used

HTML/CSS, Blender, Adobe Premiere,
Aftereffects, Illustrator

Tags

Event Design, 3D, Social Media
Marketing, Event Management, Web
Design, Virtual Reality, Digital Media,
Streaming, Leadership, Logistics

CHALLENGE

Not just organizing an event, but revamping the structure of an event held on an international standard, but making it completely virtual while maintaining the symbol of inspiration that a TEDx event signifies.

The Context: A Campus Disconnected

In 2021, the COVID-19 pandemic forced Amrita Vishwa Vidyapeetham into a complete lockdown. While academic instruction successfully shifted to remote platforms, the experiential layer of university education from extracurriculars, networking, to culture, evaporated overnight.

The cancellation of [Anokha](#), the university's signature technical festival, left a critical void. For engineering students, these events are not just parties, they are vital "sandboxes" to apply technical skills, practice leadership, and build community. The challenge was clear: How do we restore this lost sense of belonging and practical application through a screen?



The Friction

By mid-2021, the world was suffering from "Zoom Fatigue". Events, classes and experiences had become passive, low-engagement webinars. A static grid of faces cannot replace the experience of being in front of a stage, listening and interacting with the speaker on stage, discussing opinions and ideas which very well might change the world. The visceral energy of TEDx events, the spotlight of the Red Dot and collective emotions of the audience is what defines TEDx. Moving this to a flat screen strips the event of its soul, and a celebration of ideas into another lecture.

The Design Challenge

Our core design question was: How do we simulate physical immersion in a digital browser? We needed to architect an experience that commanded attention in a highly distracted environment (the user's home), ensuring that the "Red Dot" prestige translated through the pixel barrier.

CONCEPTUALIZATION

What we needed in the end were three things:

- The People
- The Concept
- The Strategy

The People

The formation of the team was driven by a collective necessity: to break the monotony of the online classroom and fill the cultural void left by the cancellation of Anokha. We needed to create an entity that wasn't just a replacement, but a new cultural benchmark for the university.

To manage the complexity of a virtual broadcast, we moved away from standard student hierarchies to a Five-Pillar Specialized Structure, with each vertical led by a domain lead:

Production (My Role as Director): The "Engine Room." Responsible for the virtual stage design, visual identity, motion graphics, and the final broadcast quality. We defined how the event felt.

Curators: The "Intellectual Core." Responsible for scouting speakers and refining their talks to ensure the "Ideas Worth Spreading" standard.

Communications: The "Voice." Managed the brand narrative and orchestrated a network of Departmental Ambassadors to ensure decentralized reach across the university.

Developers: The "Architects." Built the custom web platform to host the stream.

Organizers: The "Governance." Managed the TED license compliance and high-level logistics.

The Concept

We broke from the norm of using a literal textual statement as the event theme. In a digital environment saturated with words, we needed a strong abstract visual anchor to cut through the noise and allow for multifaceted interpretation.

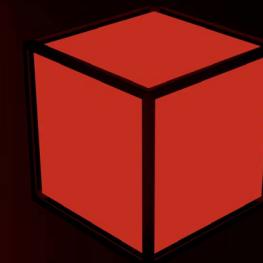
The Metaphor: We centered the entire event identity around "**The Crystal Cube**". This artifact was not just a logo; it was the visual container for the event's ideas, designed to represent contradictory truths about the pandemic era:

Clarity amid Chaos: A transparent structure offering focus in an uncertain world.

The Constraint: A physical "box" representing the lockdown, which ideas must inevitably break out of.

The Prism: A looking glass that refracts a single topic into diverse new perspectives.

The Building Block: A foundational element for constructing a new post-pandemic future.



Prototype



Final Model

Trailer:
https://www.youtube.com/watch?v=_Y2t8slr72Q

THE STAGE

The Stage

The Design Philosophy Instead of mimicking a physical auditorium, I opted for a “Digital Native” aesthetic. The stage exists in an infinite void, using darkness to mask the edges of the screen and focus viewer attention. The floating red particles surrounding the stage are visualized as “shards” of the Crystal Cube concept, representing ideas breaking out of the box and scattering into the digital ether.

Key Spatial & UX Components

The Unifying Frame: A massive central screen unified varying speaker backgrounds (messy homes, poor lighting) into a standardized, professional broadcast feed.

Brand Anchors: The virtual “Red Dot” carpet and volumetric 3D typography grounded the abstract space in the tangible reality of the TEDx brand.

Depth & Atmosphere: Ray-traced reflections and volumetric lighting prevented a flat “webinar” feel, creating cinematic depth.



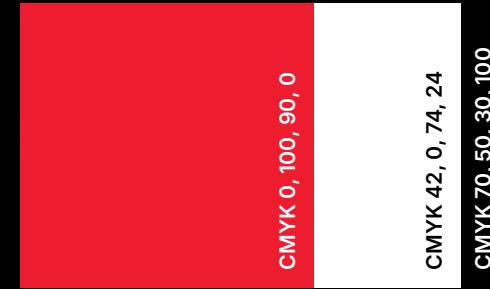
ORCHESTRATION

To combat “screen fatigue,” we moved beyond standard promotion to build an Omnichannel Engagement Ecosystem. The strategy was to turn the event into a continuous narrative rather than a one-off broadcast.

1. Systematic Brand Deployment (The Visual Anchor)

Consistency builds trust. I developed a modular Design System that ensured every digital touchpoint felt part of the same “universe.”

- **Asset Standardization:** Created strict brand guidelines for banners, posters, and story templates to ensure visual cohesion across hundreds of posts.
- **Immersive Touchpoints:** Designed custom Virtual Backgrounds (Zoom/GMeet) for the organizing committee and speakers. This turned every internal meeting and external webinar into a passive billboard for the event.



* Pantone 185 and colors are defined by TED to be used in TEDx branding

2. Decentralized Distribution (The Network Effect)

We bypassed the limitations of a single social media page by leveraging a Micro-Influencer Model:

- **The Ambassador Network:** We equipped Class Representatives with “Launch Kits” (captions, graphics, countdowns) to push updates directly into WhatsApp Class Groups across different departments. This ensured the message reached students where they were most active.
- **Authority Signaling:** We activated college faculty and department heads to promote the event via LinkedIn, lending academic credibility and reaching the alumni network.

3. Gamification & Narrative Building

We shifted from “Announcing” to “Involving.” The pre-event phase was designed to be interactive:

- **Active Participation:** Organized digital Treasure Hunts and narrative storytelling campaigns to build intrigue.
- **Cross-Pollination:** We advertised within online Hackathons and Webinars to tap into existing captive audiences of tech-savvy students.

4. The Viral Loop (User-Generated Content)

We engineered a growth loop rooted in student pride. We asked students to contribute their own creative works (art, music, code). By featuring them, we incentivized them to invite their friends to watch the stream, organically multiplying our reach.

TITLE

Monument Extended - 36pt

Heading

Times New Roman - 24pt

Highlight

Signaturex - 24pt

Subheading

Quicksand Medium - 12pt

Body

Quicksand Light - 10pt

CHAMOMILE

DIGITAL WELL BEING AND MANAGEMENT



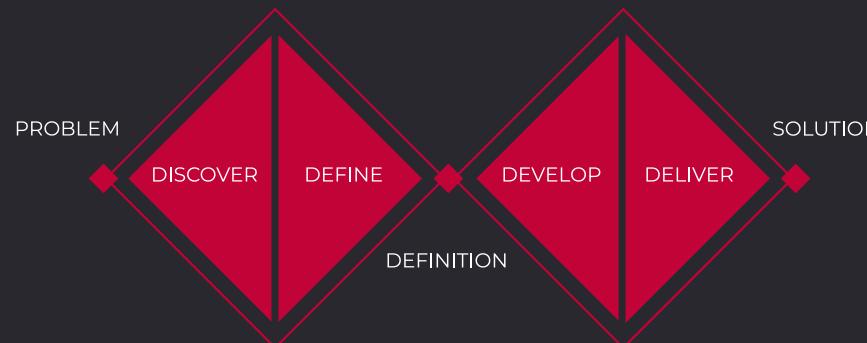
Entry for
Microsoft Design Challenge
2022
February 2022

Tags
Usability Testing, UI/UX, App Development,
User Research, Concept Design, Healthcare,
Branding, Typography

Tools Used
Blender, Figma, Adobe Pr, Adobe Ai,

THE PRODUCTIVITY PARADOX: DECODING DIGITAL BURNOUT

Using the Double Diamond Framework to Define the Crisis



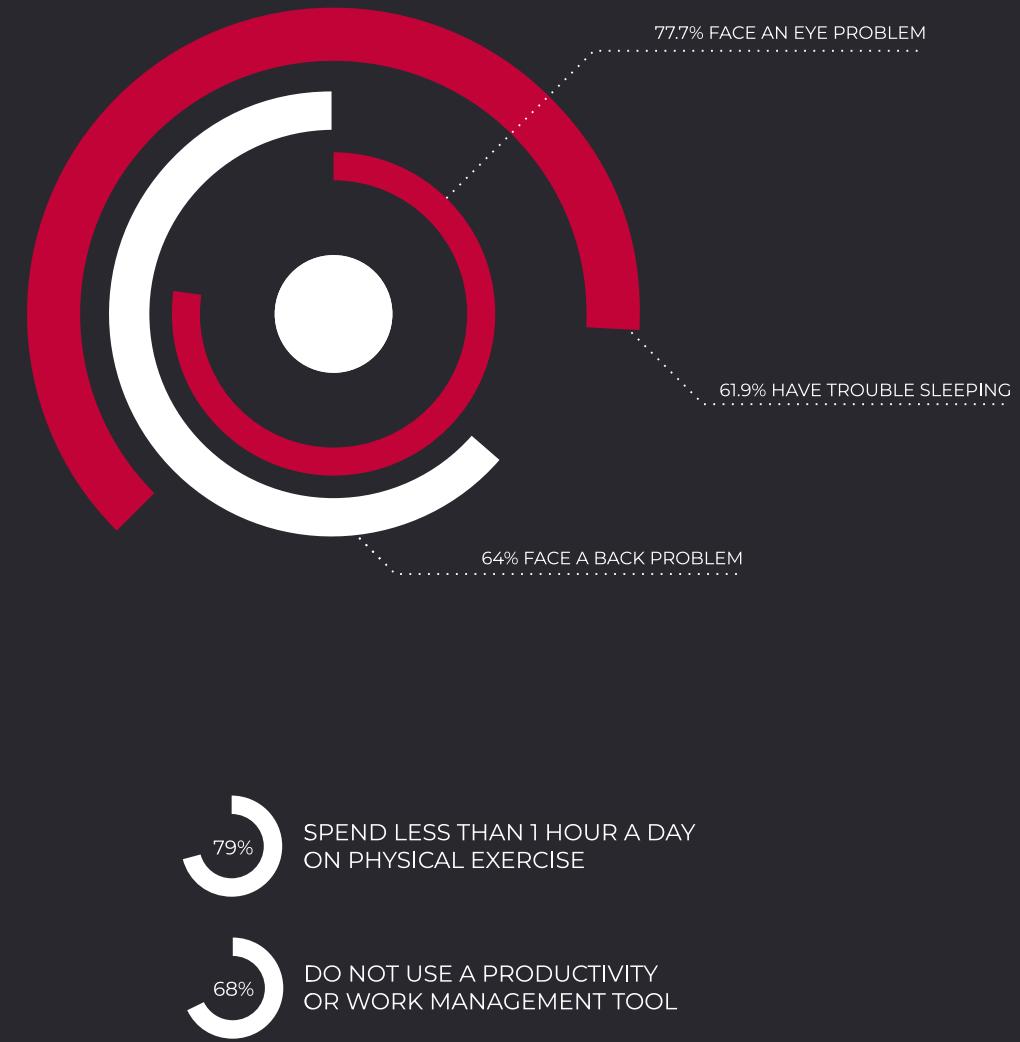
Being a problem of digital well being, the primary demography suffering the most would be the population with their primary work area be focused around digital displays, which are students and researchers working on their computers.

I conducted a survey within my university Amrita Vishwa Vidyapeetham, which happens to be an institute with a big focus on computer sciences and engineering development and research, asking students, faculty and researchers about their daily on-screen lives and the effect of it on their day to day lives, adverse effects on their health and their work and time management routines. The survey was carried out with approximately 80 participants. The User Spectrum In-depth interviews helped crystallize these statistics into human narratives. I developed three personas to map the problem across different career stages:

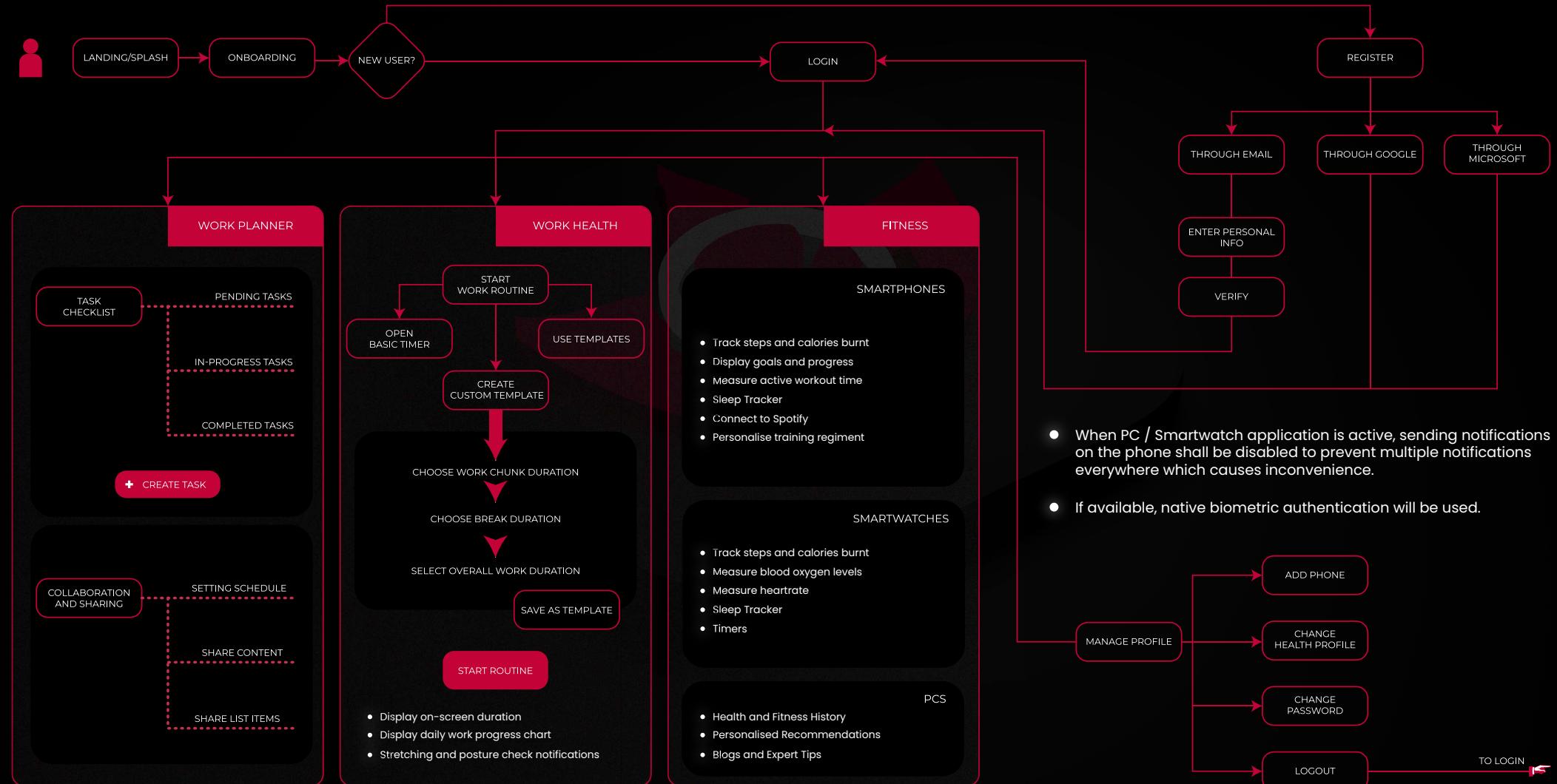
The Student (Deepika, 20): High ambition, but visually irritated and prone to overworking due to poor scheduling.

The Academic (Dayanand, 34): 11+ hours of screen time; struggles with "Work-Life Blur" and sore eyes.

The Scientist (Satya, 41): Dependent on screen-based research; suffers from joint pain and lacks a mechanism to balance output with recovery.



INFORMATION ARCHITECTURE



STYLE AND BRANDING



WHITE RING SIGNIFIES TIME AND PROGRESS

PRIMARY DARK MODE
TO REDUCE EYE STRAIN
AND PUT FOCUS ON ONLY
WHAT IS REQUIRED ...

A RECOGNISABLE AND
DISTINCT THEME TO
STAND OUT.

DARK, YET A PROFESSIONAL
THEME FOR USE BOTH BY
INDIVIDUAL AS WELL AS
CORPORATE ENTITIES.

CHAMOMILE
DIGITAL WELL BEING AND MANAGEMENT

FONTS AND COLORS

MONTSERRAT REGULAR

MONTSERRAT MEDIUM

Poppins Regular

Poppins Semibold

#C30237

R: 1 95
G: 2 5
B: 5 5



60 30 10

FLOWER REPRESENTS WELL BEING

FORM OF AN ANGEL,
SOMEONE BY YOU ALWAYS

REST, PEACE, POISE, CALMNESS

THE METHODOLOGICAL BACKBONE

Synthesizing Productivity Science with Digital Wellbeing



THE “METHODOLOGY ENGINE”

The core novelty of Chamomile lies in its aggregation of scientifically proven productivity frameworks. Rather than inventing a new workflow, the app serves as a digital vessel for established methodologies:

Task Structure

Integrates Kanban and Getting Things Done (GTD) for organization.

Execution

Utilizes Pomodoro/Sprints and Time Blocking for execution.

Prioritization

Applies the Eisenhower Matrix and Eat the Frog methods to reduce decision fatigue.

THE ECOSYSTEM ADVANTAGE

The solution goes beyond a simple mobile app by offering “Two-Way Integration” (Mobile, Watch). This creates a volatile, multi-platform environment where:

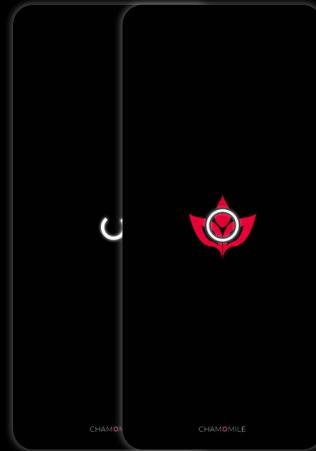
Smartwatch handles “Biometric Input”, physical, stress level and sleep tracking and immediate notifications.

Mobile serves as the bridge for “Daily Review” and routine tracking.

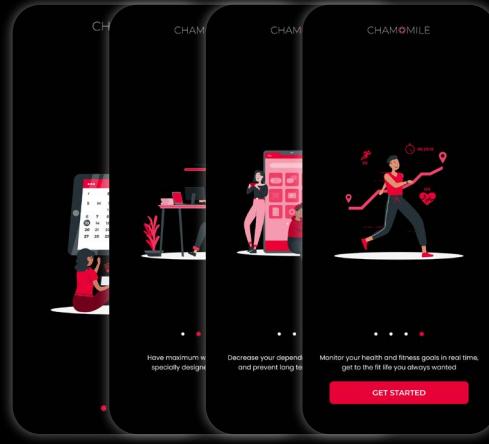
CONTEXT-AWARE INTERACTION

Bridging Task Management with Physiological Wellness

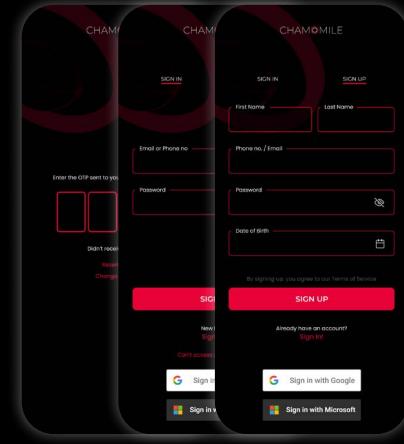
<https://tinyurl.com/chamomile-wellness-app>



Loaders



Onboarding



Authentication



Workspace



Fitness



Work Health

WORTH MENTIONING

POTPOURRI

Visual Identity Guideline



Accelbia Designs

Accelbia Designs

POTPOURRI

VISUAL IDENTITY GUIDELINE

AUGUST 2023

Color Schemes

DEFAULT

For our primary logo, a visual embodiment of Potpourri's voice, designed to thrive on Potpourri's white, designed to drive our brand forward and white backgrounds. The word Potpourri is rendered in a bold, black, serif font, encapsulating our essence with its refined and elegant nature. The signature vine, which distinct four petal flowers and a graceful vine, adorns the letter P, adding a touch of whimsy and charm. This variant ensures that our visual identity remains consistent across all platforms for a wide range of applications, from digital platforms to print materials.

INVERTED

For inverted and colored backgrounds, we invert the colors of the logo to ensure it looks good. Against this backdrop, the word Potpourri is rendered in a white, sans-serif font, creating a sense of depth and contrast. The signature vine, which distinct four petal flowers and a graceful vine, adorns the letter P, adorned with a signature vine and a small flower at the end. This variant ensures that our visual identity remains consistent even in dynamic and colorful contexts.

LIGHT

When the canvas turns dark or white, our light variant of the logo turns into the logo sign. Here, the word Potpourri is rendered in a white, serif font, creating a sense of depth and contrast. The signature vine, which distinct four petal flowers and a graceful vine, adorns the letter P, adorned with a signature vine and a small flower at the end. This variant ensures that our visual identity remains consistent even in dynamic and colorful contexts.

Tagline

USAGE - COLORS

POTPOURRI
EMPOWERING YOUR VOICE!

POTPOURRI
EMPOWERING YOUR VOICE!

POTPOURRI
EMPOWERING YOUR VOICE!

The color of the design will change depending on the variant of the logo used. The color will adapt to the primary color of the logo in various contexts to ensure proper visibility of the tagline in changing backgrounds.

POTPOURRI

Freelance Brand Designer
August 2023

About



Logo

MAIN LOGO

The essence of Potpourri blooms vividly in our main logo, a testament to the harmonious blend of our brand's identity. The logo is a circular emblem. The crowning jewel of this emblem is a large, stylized letter 'P' in a vibrant red hue, which is bold yet delicate, but also doubles as a captivating work of art. Delicately encircled with a golden vine, the 'P' is set against a full gray gradient, adorned with four distinct four-petaled flowers. The vine's intricate loops and the flowers' delicate petals create a sense of organic movement, symbolizing the life force and creativity that drives our brand. This design choice ingeniously captures the four corners of our brand's personality: elegance, playfulness, depth, and passion. The interwining vine symbolizes the unifying thread that weaves our brand's story together, reflecting our commitment to our core philosophy, encapsulating our mission to infuse every moment with the power of creativity and the touch of natural beauty.

LETERMARK LOGO

The Lettermark logo distills the spirit of Potpourri into a succinct, yet powerful monogram. It features a bold, italicized 'P' in a dark shade of gray, which stands alone with pride. Caged in the heart font, it exudes a sense of elegance and strength. The 'P' is the central element of our brand's identity, and this logo embodiment transforms the final elegancy of our main logo into a more minimalist, yet equally impactful version. The use of the 'P' in a bold, italicized font serves as a reminder of the core values of our brand, while the surrounding letters of the word 'Potpourri' are removed, leaving the 'P' as the sole focus. This slanted version serves as a key recognition mark, ensuring that Potpourri's identity is visible on every canvas, digital or physical, it grace. The lettermark logo is a balanced representation of our commitment to striking the perfect balance between simplicity and flair.

POTPOURRI



POTPOURRI
EMPOWERING YOUR VOICE!

POTPOURRI
EMPOWERING YOUR VOICE!

POTPOURRI
EMPOWERING YOUR VOICE!

Typography

PRIMARY

Brant

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i
j k l m n o p q r
s t u v w x y z

Brant is a modern serif font that avoids traditional serif shapes and instead uses a more rounded and organic feel. The font is clean and modern, with a slight italicization. It is well-suited for headings and titles, as well as body text. The font is available in several weights, including bold, medium, and light. It is a great choice for a variety of applications, from web design to print.

SECONDARY

Montserrat Semibold (600)
Montserrat Regular (400)
Montserrat Light (300)

EXAMPLE USAGE

Title

SUBTITLE

Colors

R204 C70 B42
C14% M87% Y98% K4%
HEX #CC462A

R223 C98 B76
C12% M75% Y76% K1%
HEX #D5624C

R255 C255 B255
C0% M0% K0%
HEX #FFFFFF

R220 C220 B220
C12% M95% Y10% K0%
HEX #CCCDCD

R160 C160 B160
C40% M32% Y33% K0%
HEX #A0A0A0

R69 C69 B69
C67% M60% Y58% K43%
HEX #5A5A5A

R56 C56 B56
C69% M62% Y61% K54%
HEX #3E3E3E

Empowering
Your
Voice!

Disclaimer

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Contact
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The Copyright and Ownership of the Identity
The copyright and ownership of the Identity can only be transferred through a written agreement between the Artist and the party seeking ownership. Such an agreement must be signed and acknowledged by both parties.

Tags

Branding, Logo Design, Typography,
Social Media Marketing, Search Engine
Optimization

Tools Used

Blender, Adobe Illustrator, Adobe Photoshop

MORE INFO

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<https://accelbia.design/>

Portfolio

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Behance

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a.

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