

Aman Biswas

Personal Portfolio

Kasem International



ROLES | Web Developement, Graphic Design, Copywriting

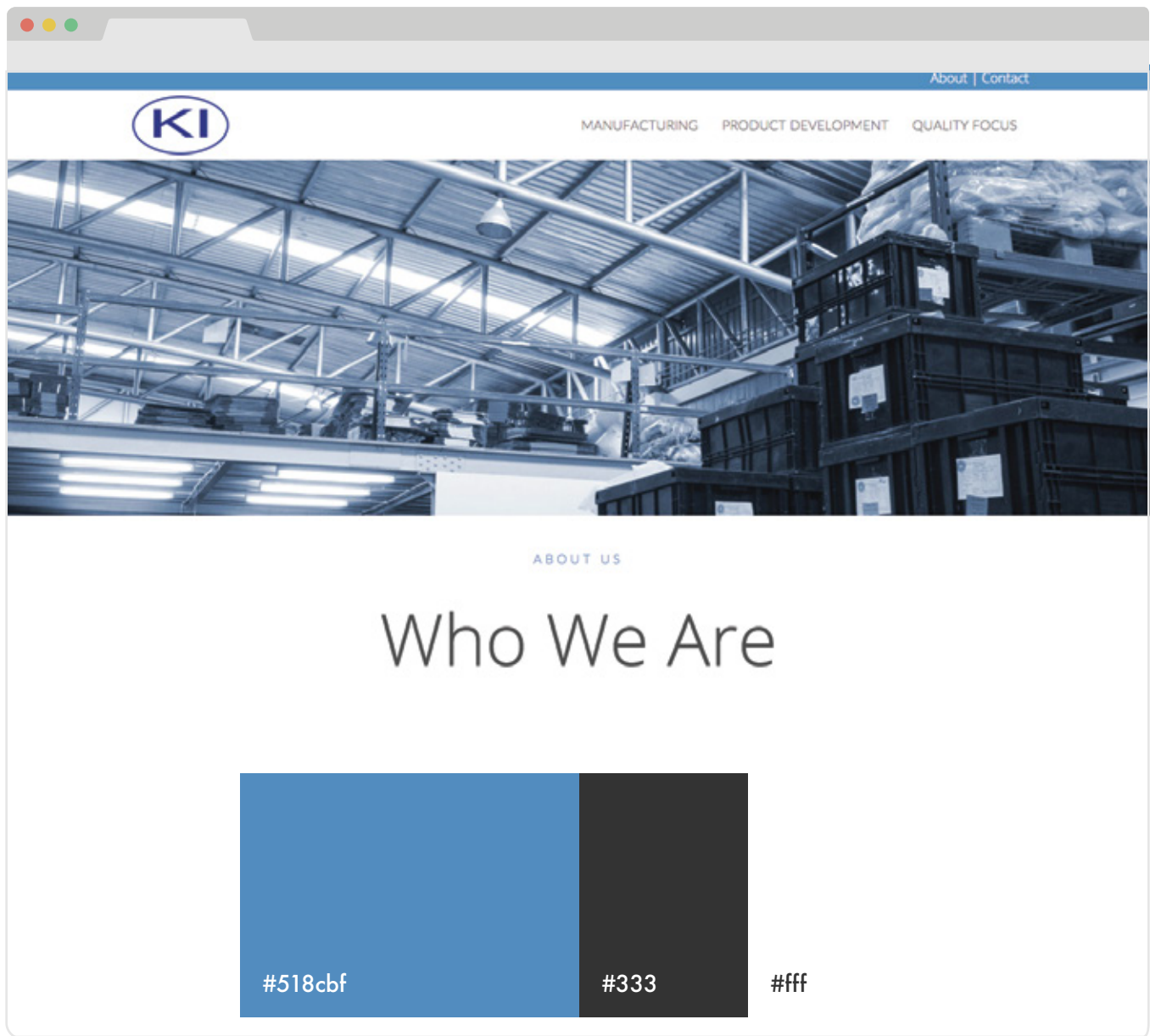
SKILLS | HTML, CSS, WordPress, Photoshop, Illustrator

Kasem International started as a plastic injection molding company that now specializes in manufacturing quality baby products.

The goal of the new website is to create an elegant, but not unfriendly, digital identity. I acheived this through a muted color palette, sans-serif typography, and a responsive layout. This is also reflected in the streamlined navigation and user experience.

Colour

I used an almost spartan approach to the color scheme to reflect the strict safety regulations as well as clinical precision of machinery.



Typography

I wanted to use a neutral font that complemented the minimalistic theme. I chose two sans-serif fonts: Lato for the main headings and Open Sans for the sub-headings and paragraph.

FONT	Lato	SIZE
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TITLE	LOREM IPSUM	15px
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FONT	Open Sans
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SUBHEADING	Lorem Ipsum	84px
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FONT	Open Sans
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PARAGRAPH	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nulla metus, maximus rutrum lobortis at, fringilla quis lorem.	16px
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Layout

I wanted to evoke a magazine layout. Only the header text and image shows above the fold, and the rest of the content opens up as the user scrolls. The copy is also written to be brief, but informative.



Landing Page



LOVI Asia

ROLES | Graphic Design, Prototyping, Copywriting

SKILLS | Photoshop, Illustrator

LOVI is a European baby product company that works with specialists in the field of lactation, neonatology and neuro-speech therapy to create innovative products for parents with an active lifestyle.

My role at LOVI Asia encompasses both the digital and retail space. When I'm not maintaining the e-commerce portals and website, I'm creating the graphic design for product packaging, informational brochures, and showcases for exhibitions.

Product Packaging

LOVI Asia wanted to launch a new series of products targeted specifically for the South and Southeast Asian market. I designed and prototyped packaging for series, which included nine different products.



Welcome Brochure

Each product comes with an informational brochure that has important directions on how to care for the products as well as some general tips and tricks about breast and bottle feeding.

front

LOVI activity matters

LOVI & You

LOVI, a European Brand, has a product range that cares for mother and her baby from prenatal to toddler stage. The LOVI brand was born as an answer to the changing needs of active parents and evolving parenting pattern which requires high quality, easy to use products that can adapt to an active lifestyle. Our mission is to nurture the idea of active parenting.

The early years are a time of joy and frustration, a time when parents observe the development of their child and learn new responsibilities. In this important period, we wish to join parents and encourage them to combine active parenting with the development of their child.

Our goal is to foster modern, sensible, and collaborative parenting. We believe it is important to simplify the fulfillment of the child's needs to allow parents a better focus on what is really important - building a strong bond with their baby.

» Welcome to the family

Our Product Philosophy

- Innovation:** LOVI products are designed to be easily maintained and used by active parents. We focus on delivering products that are convenient and portable, from the 360° cup for independent drinking to the heat pack that can warm food without electricity.
- Contemporary:** Our product design is the result of the newest research and technology in baby care. The shape of all LOVI bottles is made at an angle that is most comfortable for the baby's active sucking rhythm.
- Medical Research:** All products comply with European, Japan, and FDA testing standards, and are also clinically tested by experts. We continuously work to adopt new techniques and materials to make our products the safest for your baby. All LOVI products are absolutely PVC and BPA free.

Medical study of the LOVI bottle

Product	Number of active suckling about 10ml
LOVI dynamic test	42
LOVI 360° cup	42
LOVI 360° cup	42
LOVI 360° cup	42
LOVI 360° cup	42

Unique Feeding Methods

Active Suckling: Our dynamic test imitates the active sucking reflex, the natural sucking rhythm, of a baby. It constantly modifies its form during feeding, extending and shortening its length according to the rhythm and sucking intensity of the baby.

Feeding with spoon: The multifunctional bottle is ideal for feeding milk/juice and semi-solids to babies. It can be squeezed to feed the right amount food. A special sealing system in the middle provides an air passage that prevents the bottle from collapsing and leaking liquids.

Independent Drinking: The 360° cup helps children transition to glass-like drinking. The silicon valve is designed to prevent major spills. The patented StarTouch silver protection in the valve kills 99% of the bacteria (MRSA & E.Coli) within 24 hours.

Did you know?

Breast milk should not be warmed on direct heat. Instead use a warmer, a heat pack, or hot water.

A baby suckles 42-84 times per minute on a mother's breast and swallows once every 3-5 suckles.

Breastfeeding is not only necessary to satisfy baby's hunger, but also to help proper speech development.

Active sucking reflex uses the baby's 40 oral muscles. The muscles are responsible for correct swallowing, breathing, and speaking.

The LOVI dynamic test and active sucking bottles have been confirmed by positive opinions from pediatricians and over 600 mothers.

Caring for LOVI Products

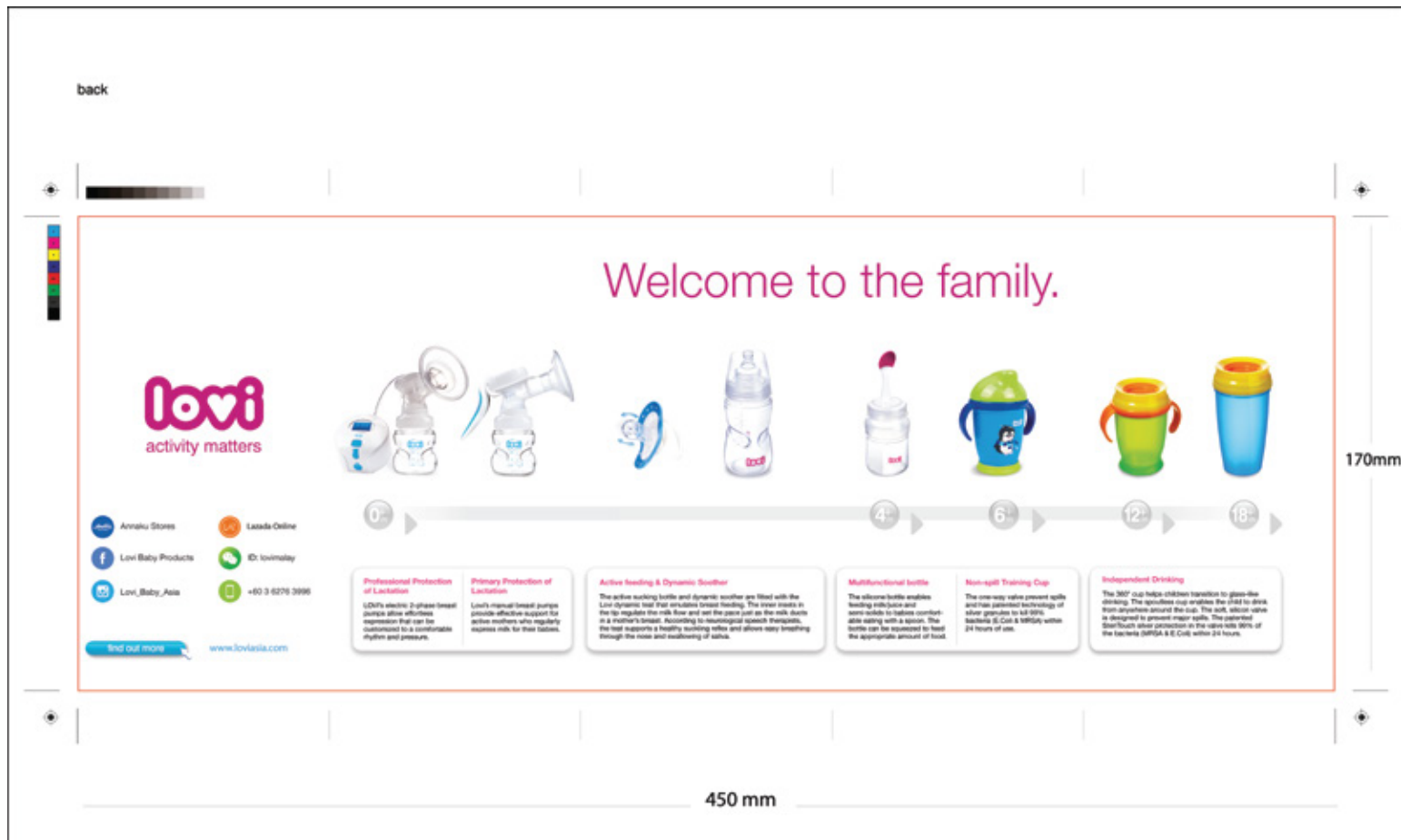
- LOVI products work best with other LOVI products. The dynamic test, if used with other bottles, will not function as effectively as it does with LOVI bottles.
- Most LOVI products are easy to maintain. In case specific details are given, they are best kept when instructions are followed closely.

170mm

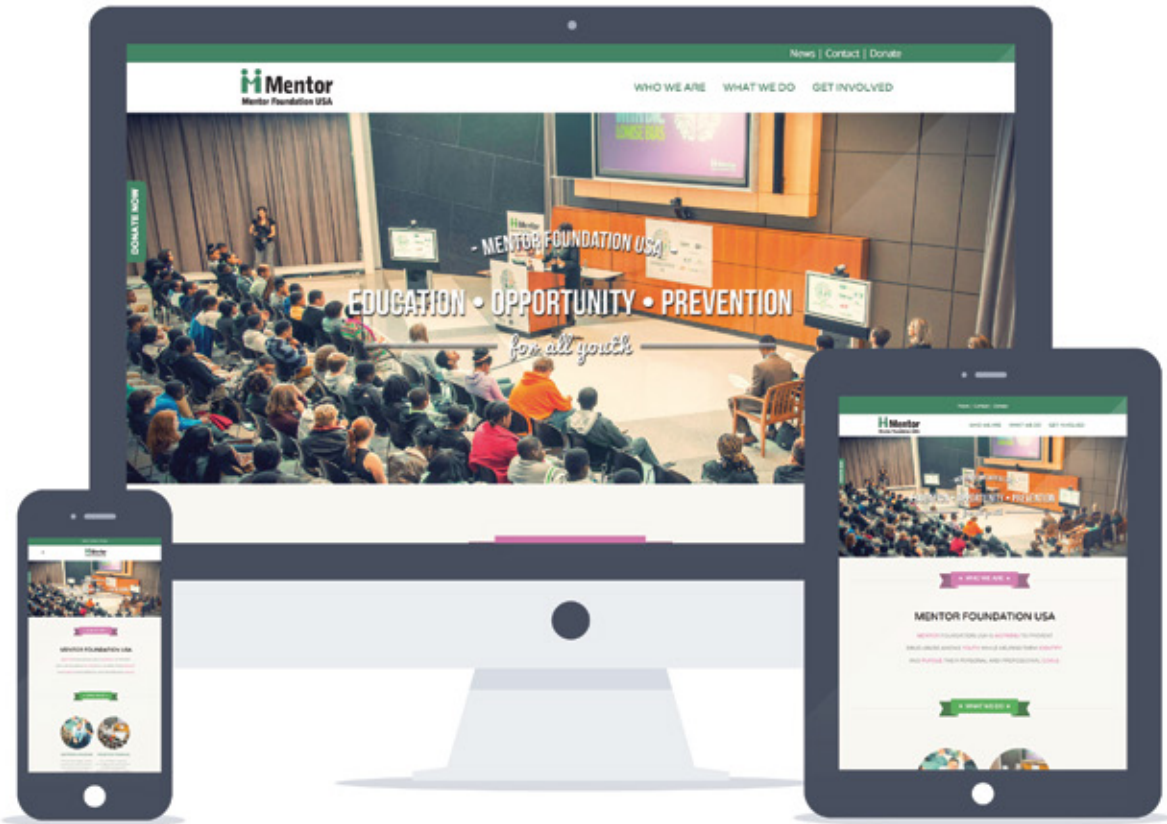
450 mm

Welcome Brochure (contd.)

I had to strike a balance between keeping important information and creating pockets of whitespace as to not make it too cluttered.



Mentor Foundation



ROLES | Front-End Developement, Graphic Design, Copywriting

SKILLS | HTML, CSS, WordPress, Photoshop, Illustrator

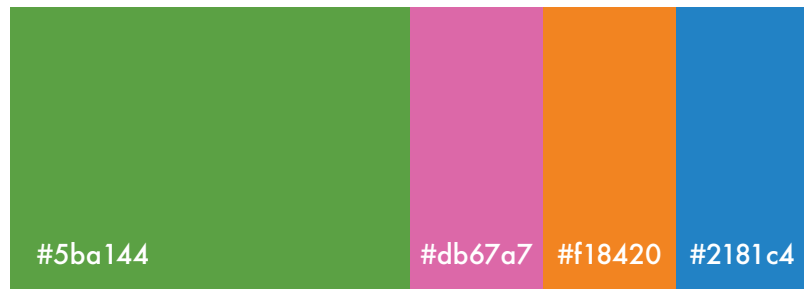
Mentor Foundation is an international non-profit working to prevent drug abuse among youth while helping them identify and pursue their personal and professional goals.

Instead of completely rebranding, I focused on fine tuning the existing specifications by tweaking the graphic profile as well as updating the website to be responsive and interactive. Additionally, I streamlined the information architecture by limiting the user to three main categories through which they could learn more about the organization.

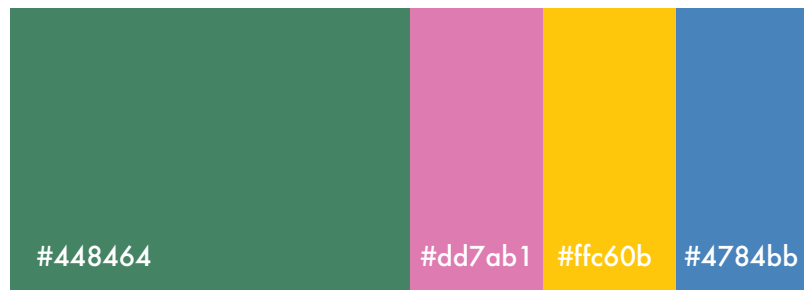
Colour

The updated color palette is not only a fresh take on the existing one, but also reflects a more youthful mood as well as being less fatiguing on the eyes.

Before



After



Typography

I wanted to keep as close as possible to the original brand specifications, but also take advantage of the lightweight Google fonts.

Brand Spec

FONT | **VAG Rouded Bold**

TITLE | **Lorem ipsum**

FONT | Helvetica

PARAGRAPH | Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nulla metus, maximus rutrum lobortis at, fringilla quis lorem.

Google Font

| Varela Round

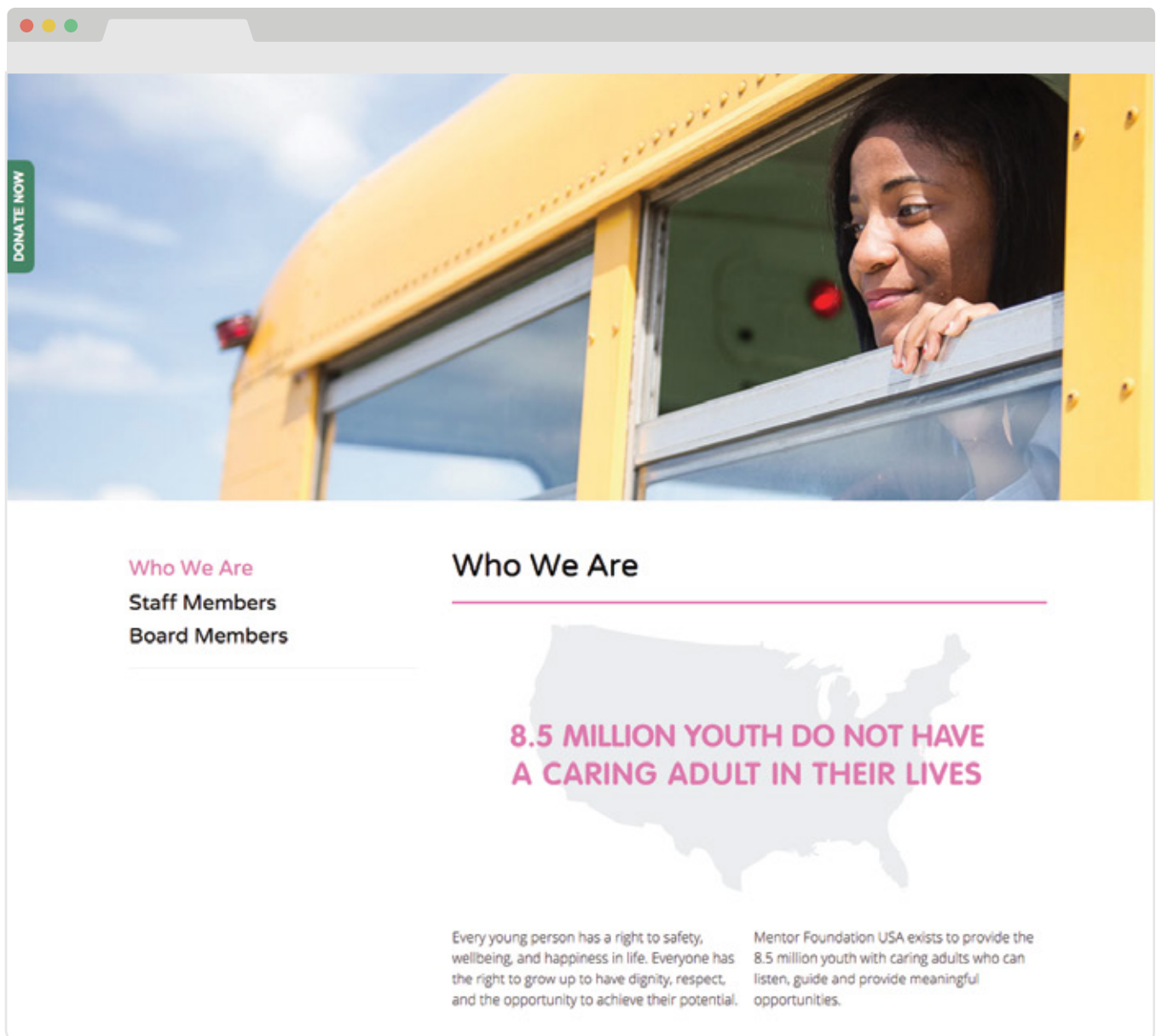
| **Lorem ipsum**

| Open Sans

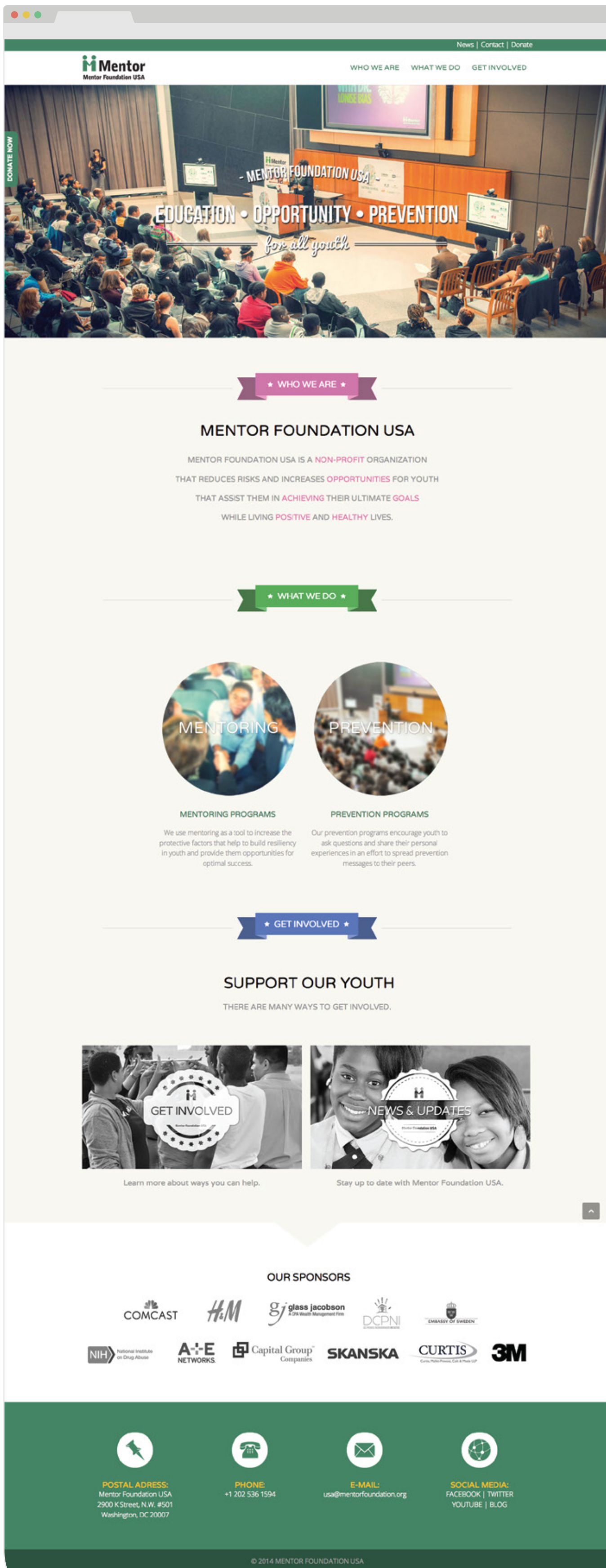
| Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nulla metus, maximus rutrum lobortis at, fringilla quis lorem.

Layout

I looked to magazine layouts for inspiration, but then adapted it for the web. I stacked elements vertically to keep things from getting cluttered, but used columns for content to maximize horizontal space.



Landing Page



Main Category Page

Helping Enrich DC



ROLES | Front-End Developement, Graphic Design

SKILLS | HTML, CSS, WordPress, Photoshop, Illustrator

Helping Enrich DC is a non-profit based in Washington, DC working to raise awareness about illiteracy and run programs to alleviate it.

The redesign of the website was focused on creating an interactive infographic about illiteracy as well as a showcase of the programs that the organization offers.

Colour

Keeping in the spirit of the original colors, I tweaked them ever so slightly to make them less fatiguing when viewed together.

Before



After



Typography

I wanted to keep the typography simple and out of the way, so I chose a bold type from Helvetica Neue and Open Sans for the paragraph text.

FONT | Helvetica Neue Condensed

SIZE

TITLE | **Lorem Ipsum**

82px

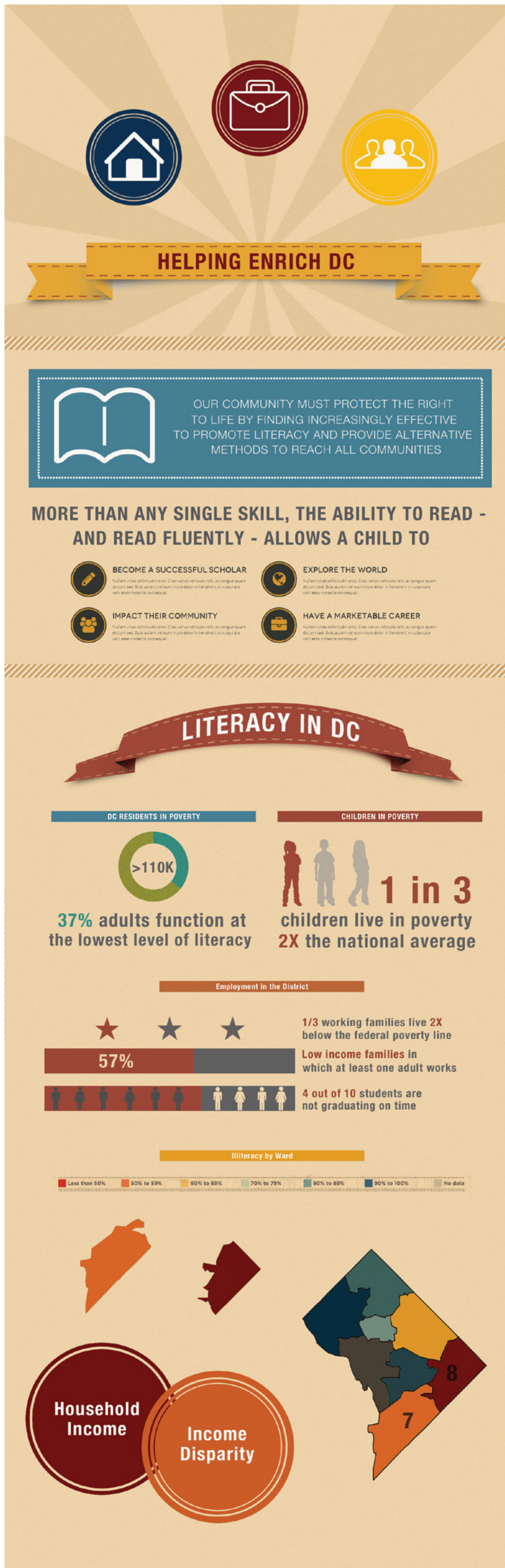
FONT | Open Sans

PARAGRAPH | Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Integer nulla metus, maximus rutrum
lobortis at, fringilla quis lorem.


16px

Moodboard


Keeping with the organization's spirit of awareness, I first created a infographic mockup to explore new ways to show information about illiteracy. I then translated that into a responsive WordPress website.





Landing Page

**HELPING ENRICH DC**


HomeMissionTeamLiteracy in DCPortfolioDonateContact

**FAMILY**

**EMPLOYMENT**


**COMMUNITY**

HELPING ENRICH DC




OUR COMMUNITY MUST PROTECT THE RIGHT TO LIFE BY FINDING INCREASINGLY EFFECTIVE WAYS TO PROMOTE LITERACY AND PROVIDE ALTERNATIVE METHODS TO REACH ALL COMMUNITIES


More than any other single skill, the ability to read fluently allows a child to

**Become a successful scholar**


A successful child is one who uses his/her abilities to develop ever-increasing skills that help form positive characteristics and attributes that lead to success.

**Explore the world**

Life is an ever-changing adventure that will help one understand more about their goals, current and future. Books teach you about experiences past. A person's commitment to learning cultivates your lives.

**Impact their community**


Helping others improve their basic skills has a direct and measurable impact on both the education and quality of life of their children.

**Have a marketable career**

History and evolution have shown that inequality is a reality. Strengthening one's qualifications is an important way to increase the value you represent in the workforce.


LITERACY IN DC

DC RESIDENTS IN POVERTY



>110K

CHILDREN IN POVERTY




1 in 3

37% adults function at the lowest level of literacy

children live in poverty 2X the national average


EMPLOYMENT IN THE DISTRICT



57%


1 in 3 working families live **2X** below the federal poverty line

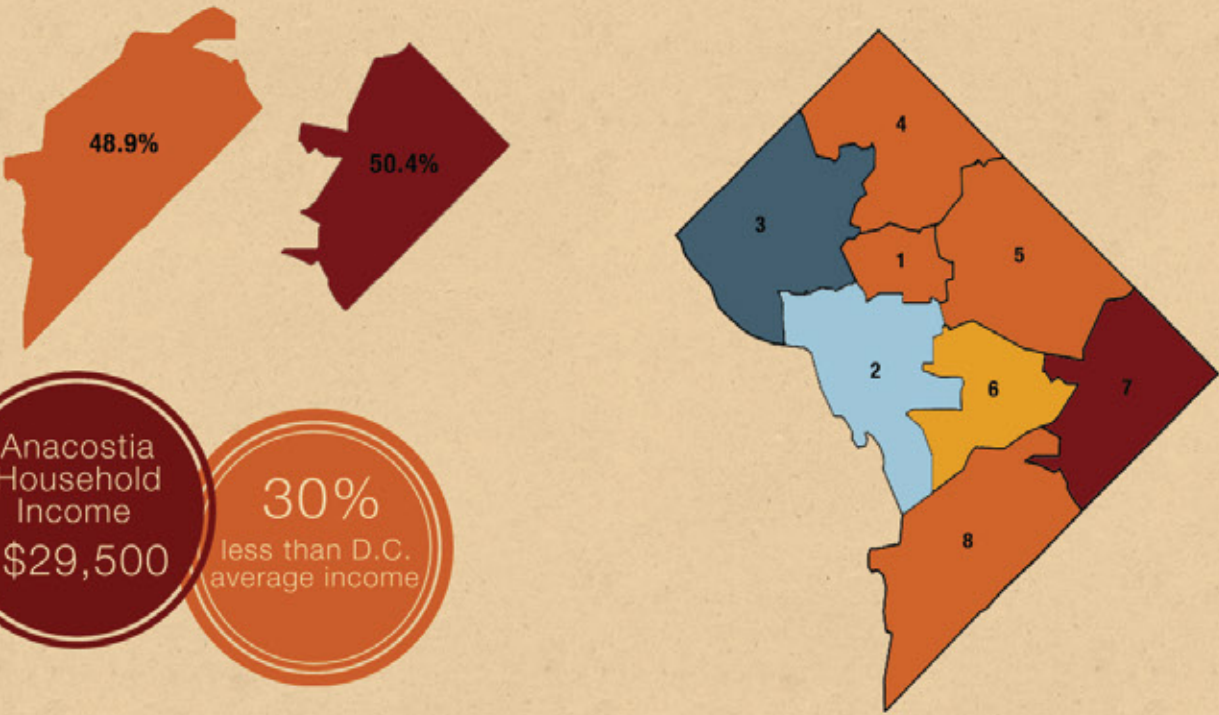
Low income families in which at least one adult works



4 out of 10 students are not graduating on time

ILLITERACY BY WARD








Anacostia Household Income ~\$29,500


30% less than D.C. average income


PROGRAMS






















Pulling together our community. It's possible.

The quote, "It takes a village to raise a child" includes not only the family but education as well. We are compassionate to any individual who is limited in their education. We believe in the right to read. We also believe you have something to share, whether it's your time or your financial assistance. We strive to work together to build a community of successful achievers – with your help.

Donate Now

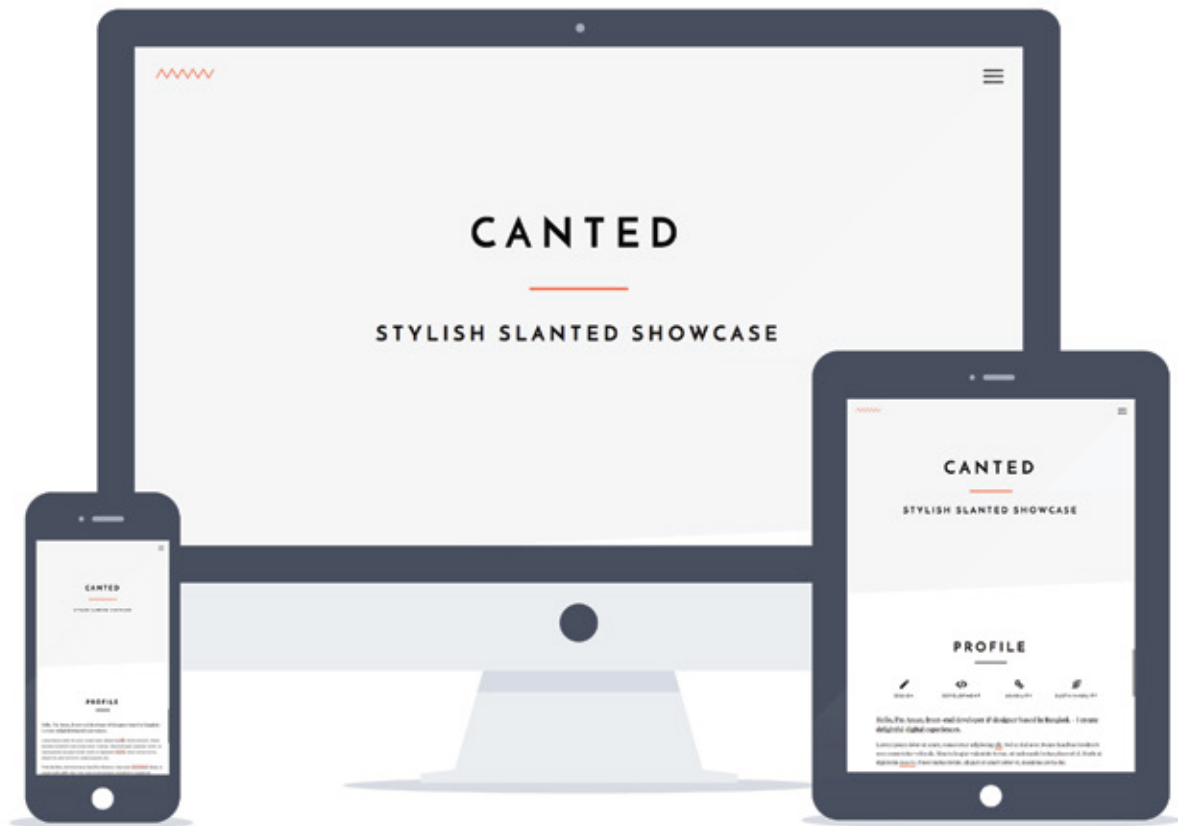
— OUR SPONSORS —



**HELPING ENRICH DC**

Contact us at [info\[at\]helpingenrichdc.org](mailto:info[at]helpingenrichdc.org)

Portfolio Concept



ROLES | Front-End Developement, Interaction Design

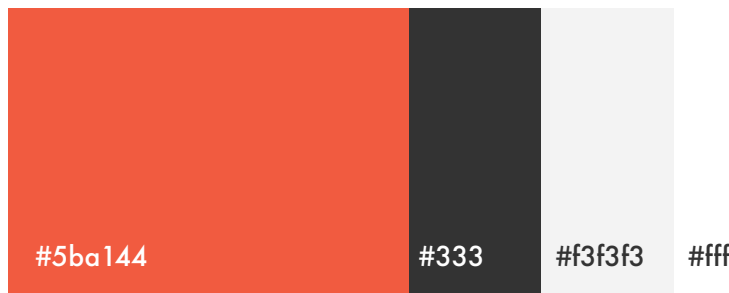
SKILLS | HTML/CSS, jQuery, AJAX

Inspired by *We Ain't Plastic's* website, I wanted to create a stylish, minimalist online portfolio as a showcase for what I have learned in UX/UI as well as jQuery and AJAX. While I did find help whenever problems arose, I only used concepts and code I understood thoroughly.

Github: <https://github.com/amanbis/canted>

Colour

I chose a grayscale palette with an orange accent to break up the monochrome by adding a bit of warmth and “spark”. The overall effect is energetic without being fatiguing.



Typography

I wanted the website to feel elegant yet vintage, so I paired the modern, geometric Josefin Sans with a serif Playfair Display. With devices shipping higher resolutions screens, serif fonts have become as viable in web design as in print.

FONT | Josefin Sans

SIZE

TITLE | Lorem Ipsum

48px

FONT | Playfair Display

PARAGRAPH | Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nulla metus, maximus
rutrum lobortis at, fringilla
quis lorem.

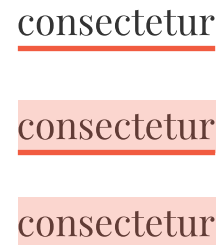
19px

Interaction Design

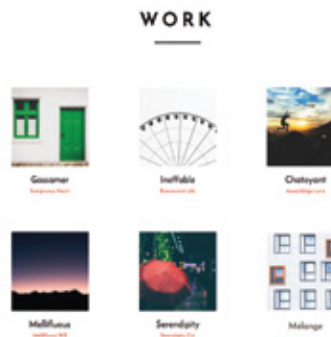
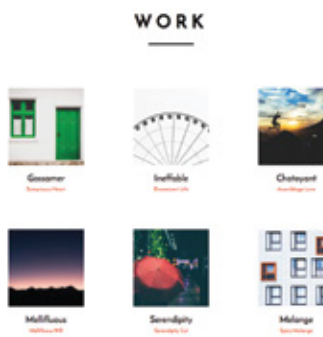
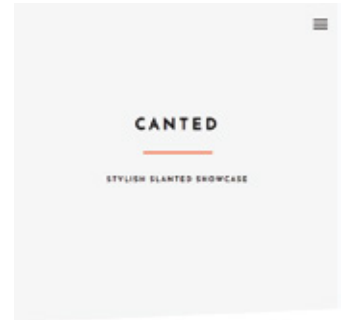
I added subtle effects to the menu icon to give user feedback on mouse hover/keyboard focus, as well as added a css animation to the close icon when the menu is active. The menu hides itself when the user scrolls down and reappears when they scroll up.



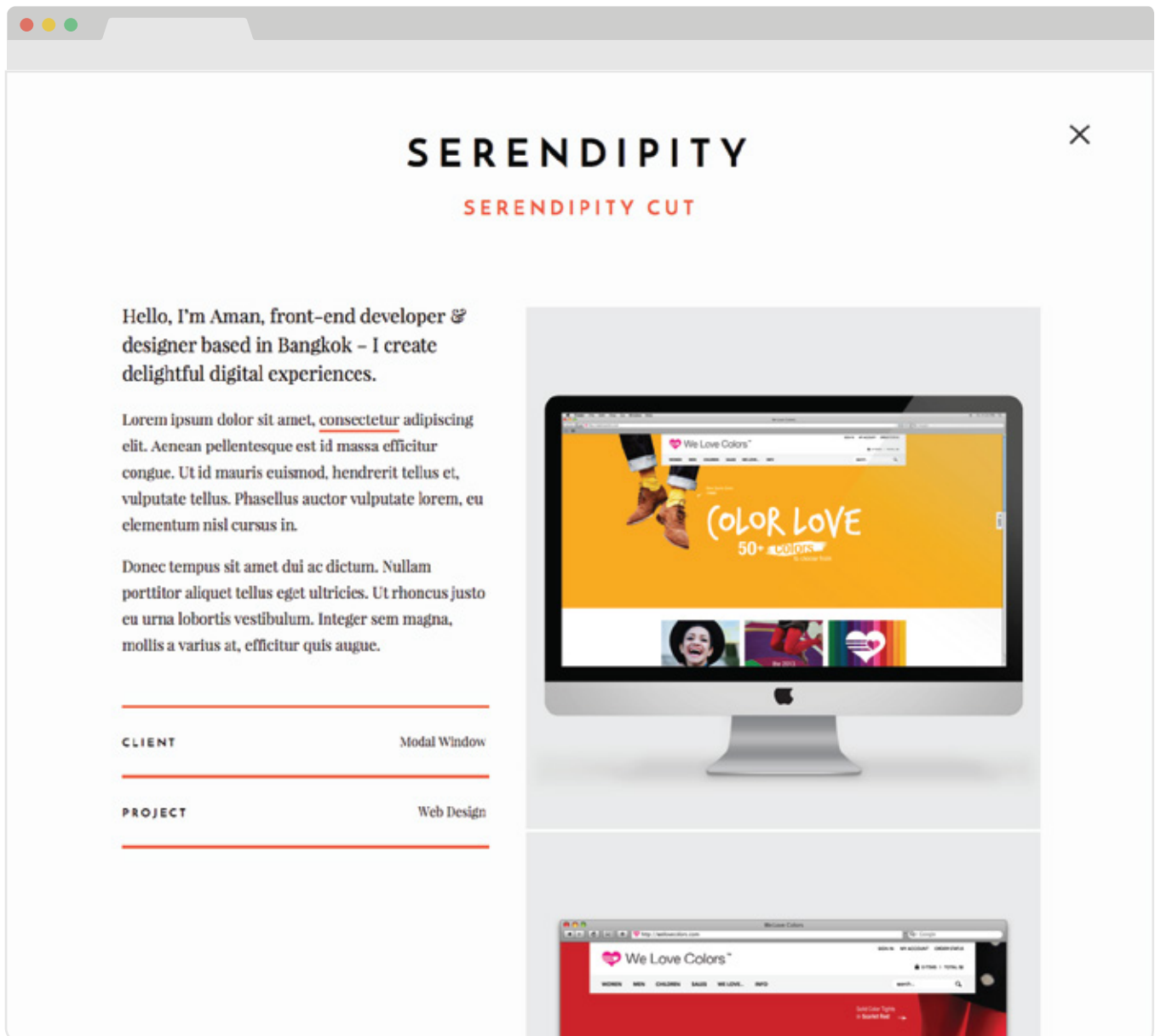
I wanted the links to feel as if they were being emphasized with a highlighter. When the user hovers over the link, the highlighted background slides up. On mobile, the link is simply highlighted.



Landing Page



Portfolio Page



Thank You