Annamalai Lakshmann

* [About](http://docs.google.com/index.html)
* [Work](http://docs.google.com/work.html)



[VIEW ON MEDIUM](https://medium.com/@annamalai.lakshmann/zomato-ios-app-redesign-designing-a-more-convincing-experience-de021f3a452b)

**Case Study: Zomato**

#### **UX/UI/User Research**

Being an ardent foodie, Zomato is one of the apps I use the most. With their latest update, I found, the app I was quite familiar with, quite difficult to use. What started out as a great way to spend a lazy Sunday afternoon resulted in this.

**The Post**

#### **UX/Web Design (Side Project)**

The Post is my take on the landing page of a news website. Most news websites in India, are filled with clutter and are a tad overwhelming. The main aim was to ensure the information being presented was well structured and bring heirarchy in the manner in which information was organised.



[VIEW ON BEHANCE](https://www.behance.net/gallery/61171295/The-Post)



[VIEW SITE](https://www.optacredit.com)

**OptaCredit**

#### **UX/Web Design/User Experience**

I had the opportunity of working on the landing page for OptaCredit, an A.I-powered, data-driven online lender. I deliberately opted for a simple, minimalist design keeping the focus on what set OptaCredit apart from its competition.

**Vookmark**

#### **Web & App Design/UX & UI/User Research**

Vookmark allows you to bookmark videos on the web and watch it later on your favourite device. Working on this project was a thoroughly enriching experience. My work included designing the landing page, the design of the mobile app, wireframing and prototyping a monitoring dashboard to quickly gather insights about the data, shipping out visuals (banners) for the respective platforms.



[VIEW ON BEHANCE](https://www.behance.net/gallery/61428017/Vookmark-Landing-Page-NFN-Labs)



[VIEW SITE](https://www.thelikemachine.com)

**The Like Machine**

#### **Web Design/UX & UI/Prototyping**

I spent much of my time designing a system where shop-owners could selectively publish products, activity programs and campaigns to their customers via The Like Machine — allowing them to better understand customer service, brand preference, quality perception, brand sentiment. Going through the complete design process from research and sketching to building interactive prototypes was incredibly fun and valuable.

**Redesign: Zomato**

#### **UX & UI/Product Design**

The goal of the redesign was to give Zomato a complete transformation in terms of branding, as well as to improve their user experience and flow for complex aspects of the product.



[VIEW ON BEHANCE](https://www.behance.net/gallery/61409219/Zomato-iOS-app-Redesign)



[VIEW SITE](https://blueflameenergyfinance.com)

**BlueFlame Energy Finance**

#### **UI/Web Design**

BlueFlame is a US-based company that offers easy access to financing and higher savings for commercial and industrial customers for their clean energy projects. I was responsible for choosing the style guide for the website — the typography, the brand colors and the style of the calls-to-actions.