



DESIGN PORTFOLIO
Sohaj Singh Brar | sohajsinghbrar.com



SOHAJ SINGH BRAR

UX DESIGNER / RESEARCHER / ILLUSTRATOR

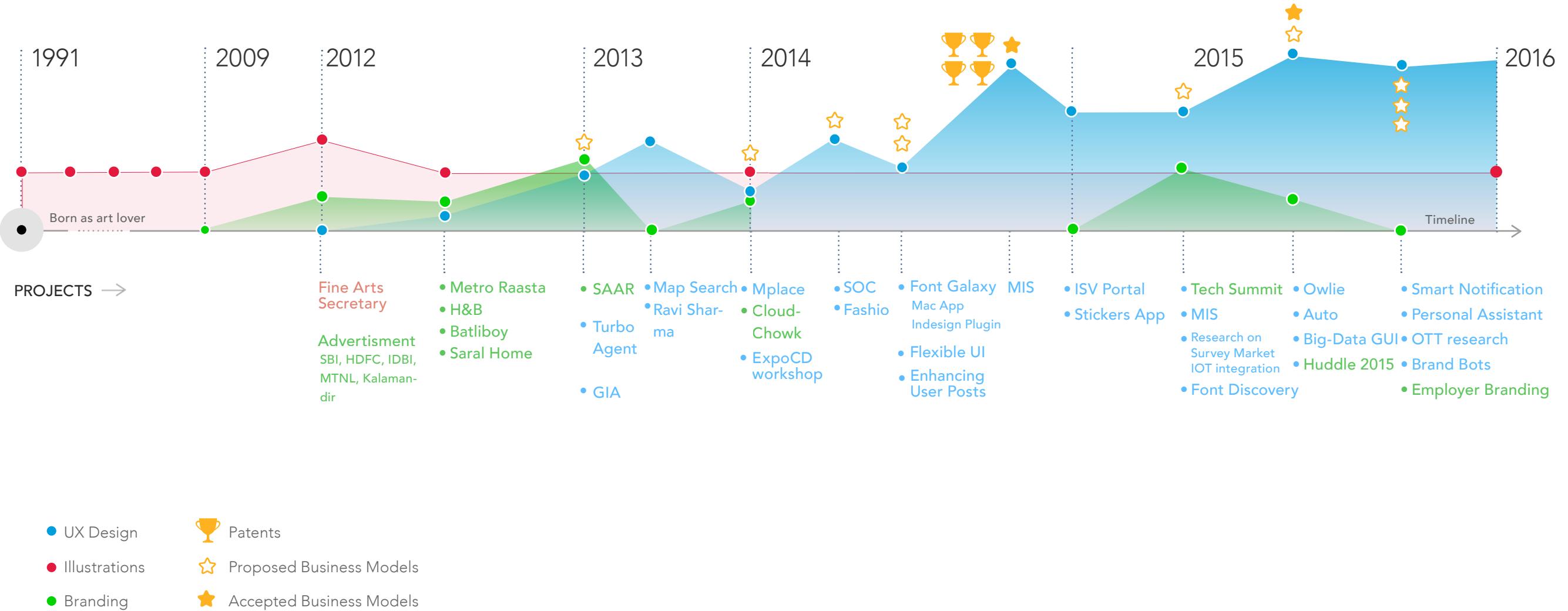
I am an experience designer, illustrator and a graduate of Chemical Engineering from IIT Roorkee, born and brought up in Chandigarh, India. I am working as an **Interaction Designer** with **Monotype** since July 2014.

Detailed descriptions of my projects can be found on my [website](#).



"Let the beauty of what you love be what you do" •

MY DESIGN JOURNEY



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C R E A T I V E

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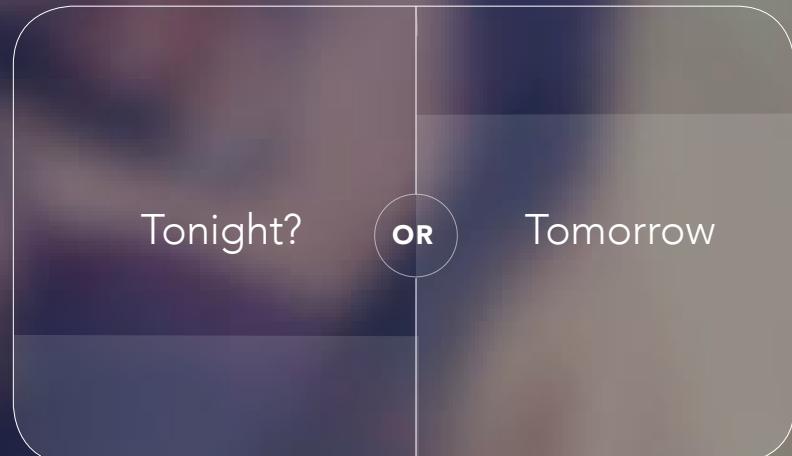
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PROJECT#1

Up for party?



Owlie

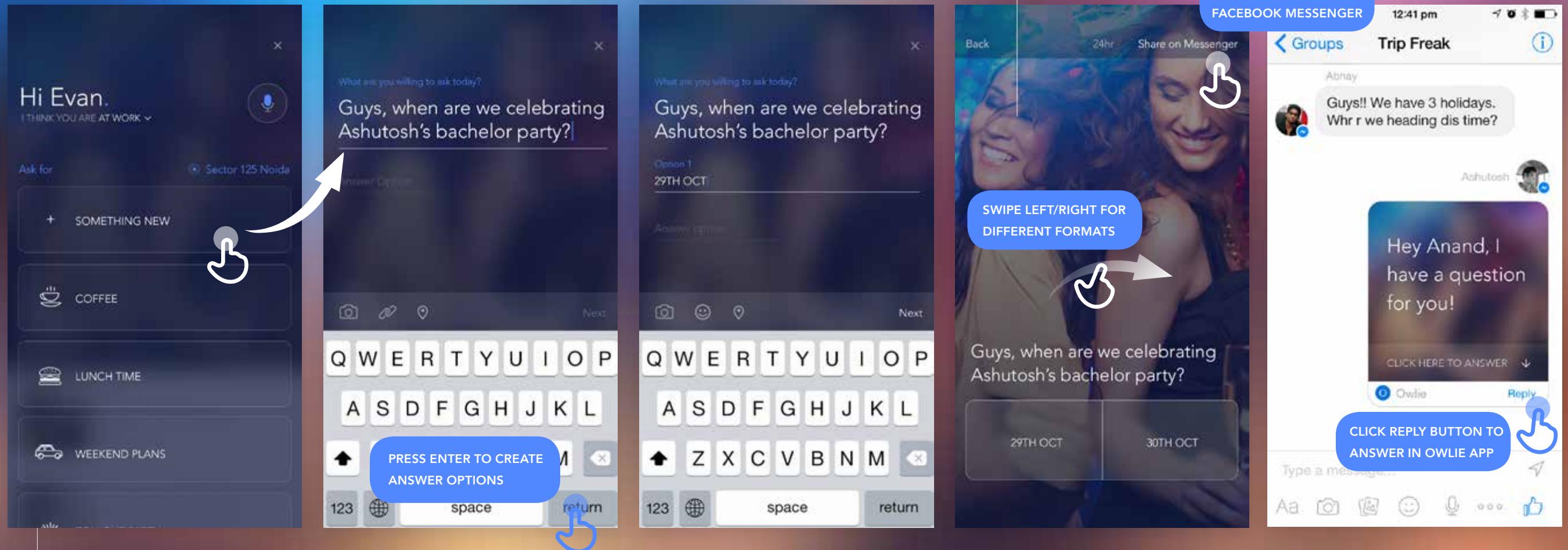
DECISION-MAKING SIMPLIFIED

—

Owlie is an AI based Facebook Messenger app that simplifies user's day-to-day decision-making problems. User just has to type in or ask the question he wants to ask to his friends, Owlie will generate interactive polls (owlets) that can be sent to friends via Facebook Messenger.

My Role includes idea generation, user interviews and surveys, business model development, UX design of its Facebook Messenger app

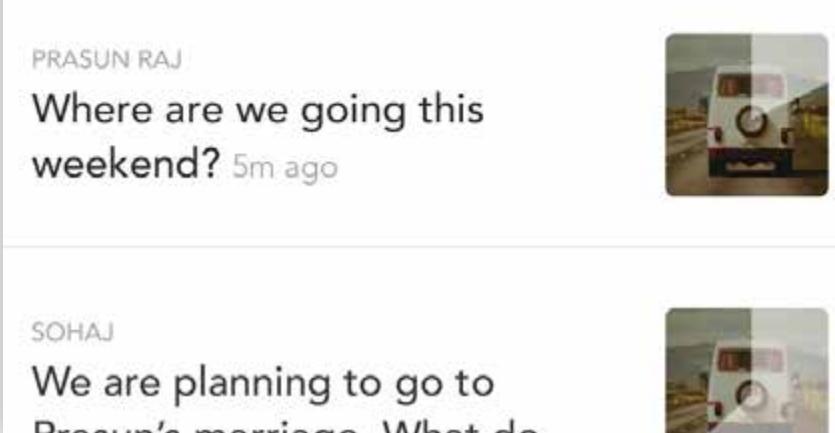
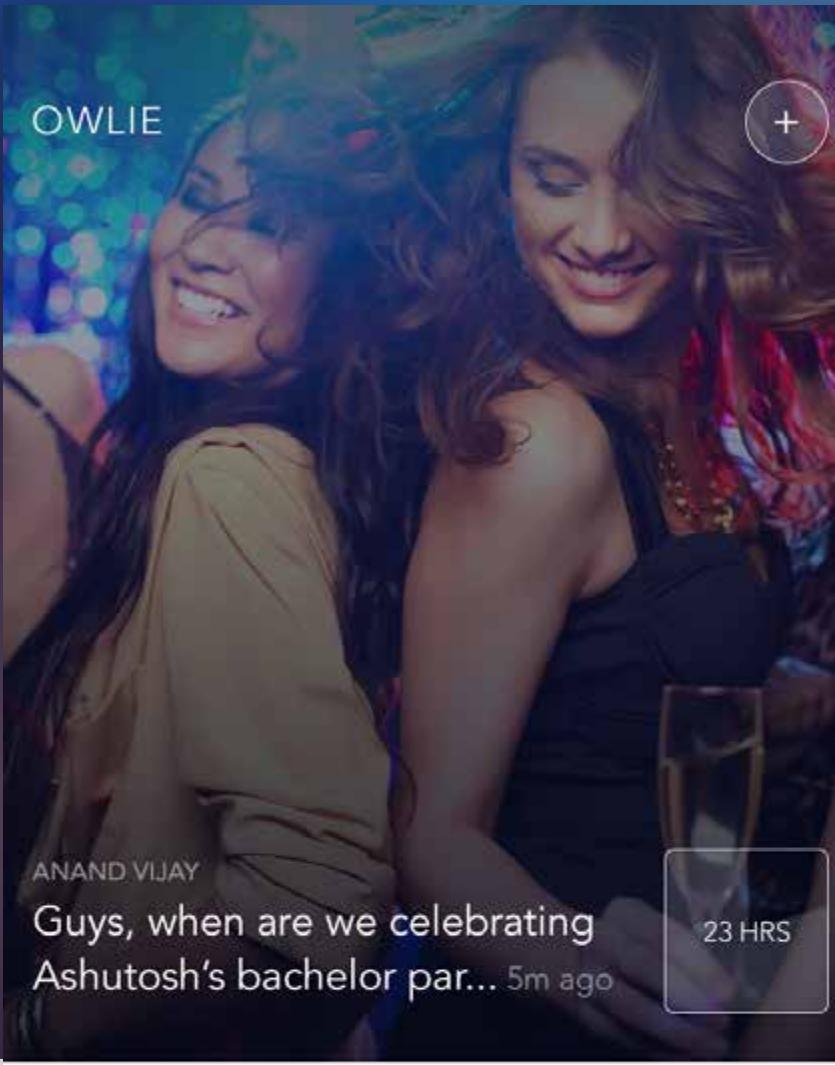
•



CREATE AN OWLET (POLL)

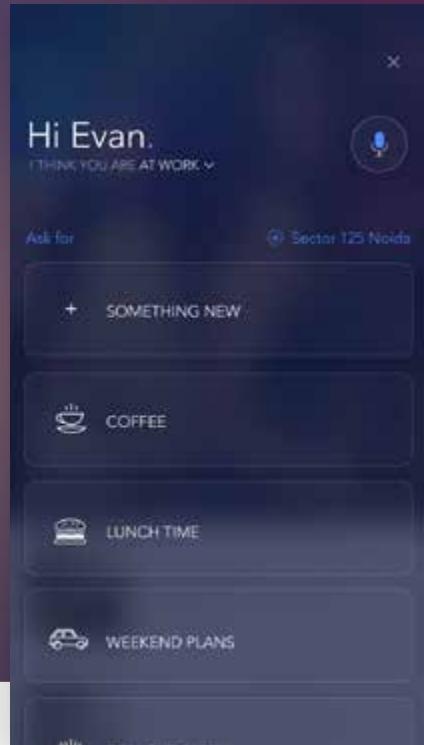
It is as simple as asking Owlie a question like "Where should we go this weekend?", "What do you think about this dress?", "Wanna go for a cup of coffee?", etc. After the owlet is generated, different branded templates can be accessed just like applying filters to images.

Animated background image/gif
is generate by NLP



ASK AN OWLIE

Intelligent owllets (polls) will be provided by Owlie based on your location, interests etc.

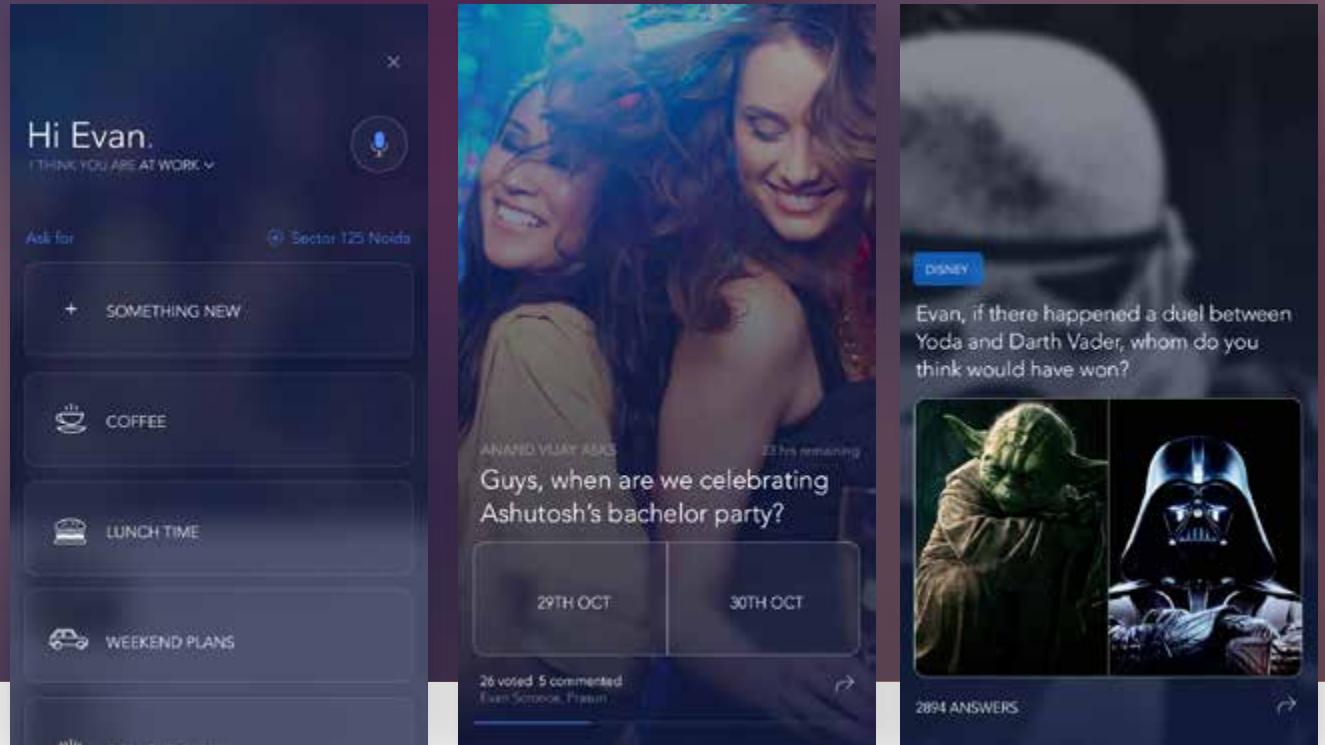


HOME SCREEN

Highly dynamic, interactive and 'high-class' design screens will be easy to understand for all demographics. Swiping left or right will provide Public polls and My Profile sections respectively.

NESTED OWLETS

Creating polls within a poll will be easy to understand and use.



PUBLIC (BRANDED)

Other than making decisions within facebook friends, you can answer to polls generated by your favourite brands

LINKS

[View Full Project](#)

[User Research Document](#)

[Prototype 3.\(Final mockup\)](#)

[Prototype 2.\(As a facebook app\)](#)

[Prototype 1 \(Service as an sdk\)](#)

PROJECT#2

Auto Personalisation

ENHANCING EXPERIENCE OF YOUR CAR

Now, the user can not only personalize their desks, laptops, phones, house interior etc. but also their cars. This personalization can help OEM's to improve their customer engagement a great deal.

My Role was to create the experience of dashboard and center console in the auto, video presentation for clients

- Find the final concept [here](#)

Clients:



PESONALIZING YOUR CAR

For connected cars, the experience will be as simple as connecting the phone via blue-tooth. The themes can be downloaded from the Themes app for a few dollars and can be flashed on to the screen with a click of a button. For non-connected cars, the themes will be available and can be accessed from the car dashboard.



CUSTOMIZATION

People are willing to pay top dollar for customization of their cars which is a very tedious process. Still the customers and OEM's pay lot of attention to it.



CONTEXTUALIZATION

Using sound alerts, custom maps, videos etc., the service will provide contextual information like "Roads are icy, drive slow", road construction, speed limits, weather etc.

BRAND IMPRESSION

From a mobile app, the customers can choose the brand they love and can directly apply its theme in the car with the click of a button

DRIVER SAFETY

Monotype researched by collaborating with MIT students to provide solutions that will strictly follow driver's legibility rules

ON GOING CUSTOMER ENGAGEMENT

Presently, there is no way for recurring customer engagement for OEMs. This solution provides on going relationship of customer and car makers

THE CONCEPT





PROJECT#3



MessagelnStyles®

ENHANCING USER EXPERIENCE

Other than wrapping the text around, chat bubble skin has no other function. MessagelnStyle (MIS) is a styled **message with branded skins** coming with many useful and engaging features.

My Role in this project included the Conceptualization of the idea, the User and Market research, Demo app UI designing and Creating message style illustrations.

 **Achievements** I filed four patents in this project. Moreover, as a result of the project, the company acquired Swyft Media firm for \$27 million.



Related Product Study on text based firms who are coming up with innovative ideas

1. Evernote - Use psychology to boost app engagement
 2. Better fonts - Personalization is the secret tool



User Psychology

What user wants (Secondary research and Insights)

1. Procreative solutions to appear creative among peers
 2. Dont want any advertisement in any networking sites
 3. Millennials follow fauxsumerism - online window shopping



Brands Psychology

1. User overlooks their ads on social networking sites
 2. Some brands are doing great by promoting their products using self expressions (stickers, emojis etc.)



Brainstorming session of 3 days occurred after the extensive market study. Came up with 4 ideas.

- 1. MPlace
 - 2. MessageInStyle
 - 3. Enhancing User Posts
 - 4. Flexible UI/browsing fonts

Functionality

CLICK TO ACTION



User Flow

SEARCH MESSAGE STYLE

LATEST STYLES

Users can browse latest styles available

RECENTLY USED

Users can browse recently used message styles

MY STYLES

Users can browse their purchased and favorite styles



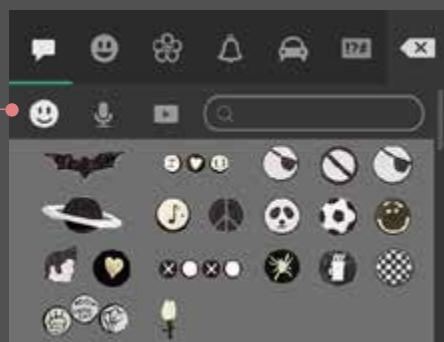
SEARCH
Users can also search message styles to meet their message needs. For eg, search for message styles related to "Christmas"

EMOTICONS/OTHER BRAND ASSETS

Users can select message styles from menu and select brand assets like emoticons, audio clips etc.



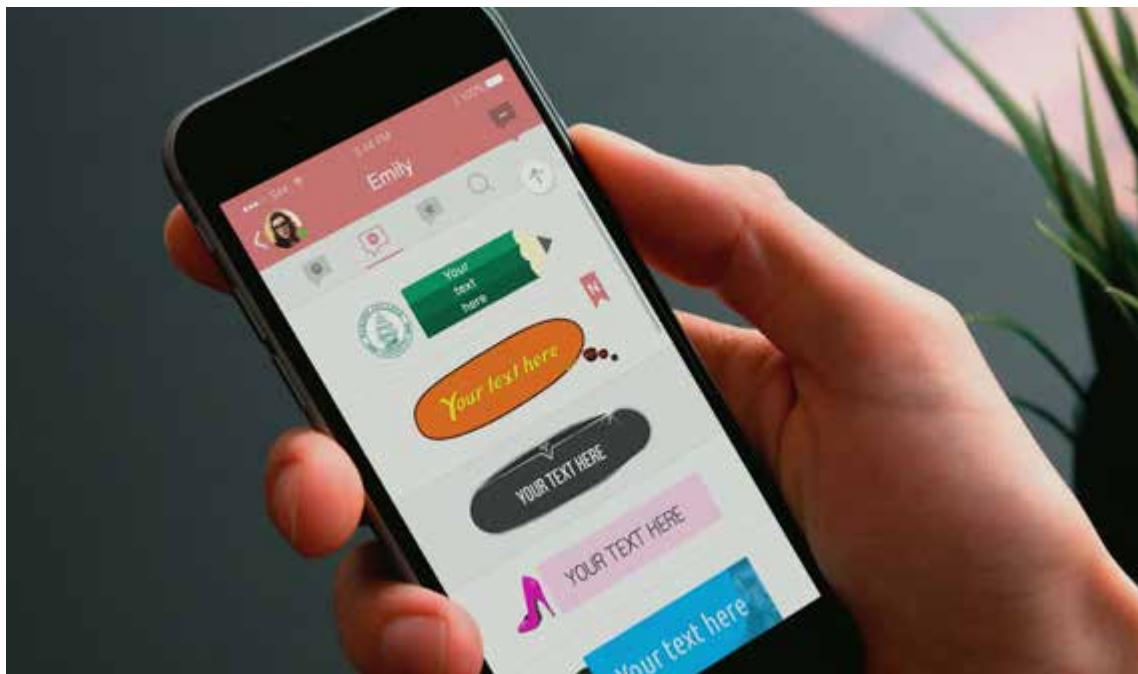
Featured here:
Orio emoticons



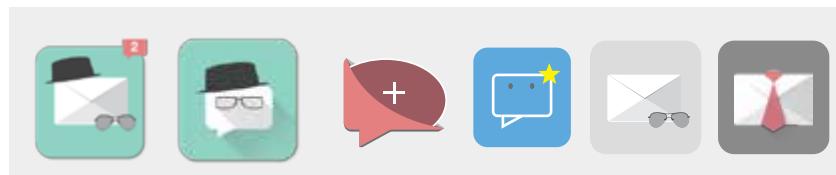


PROTOTYPE

MChat App: This application was designed to demonstrate the usage and need of MessageInStyles. It is purposely kept simple and very similar to already existing messaging apps to let the user blend in with MIS experience as easily as possible.



ICON IDEATION

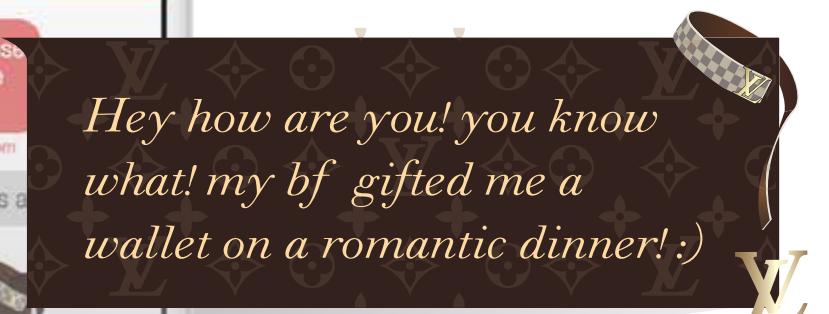


App Features

In the app, the text will be sent in a styled skin with branded font and other functionalities of MIS.



MIS can be accessed with a click of a button in messaging app



Sending text messages in your personalised fonts



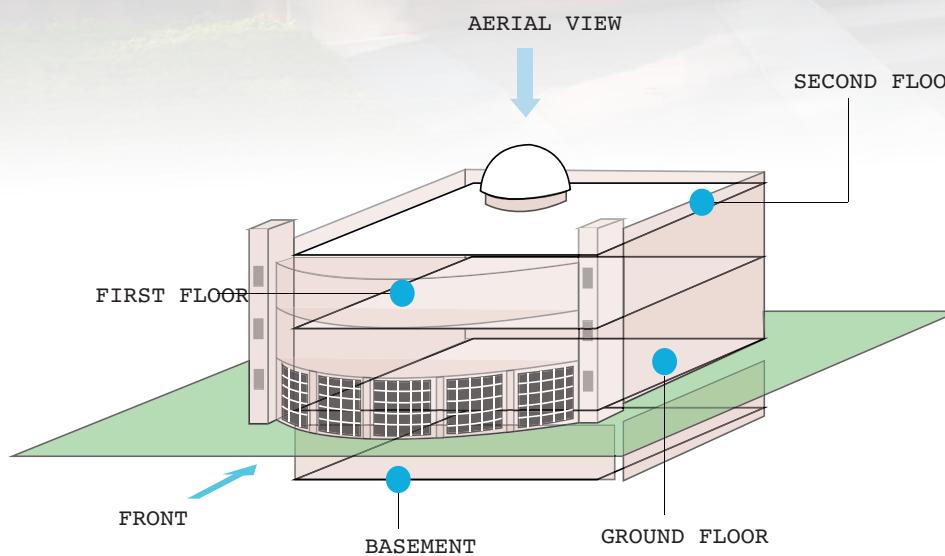
Make your messages interactive with branded impression

PROJECT#4



'GIA'

VISUAL BOOK SEARCH ENGINE



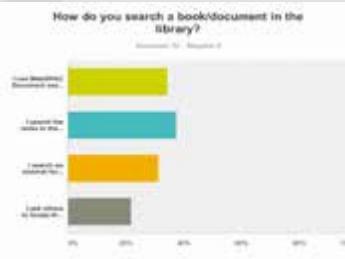
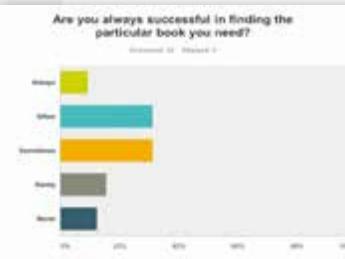
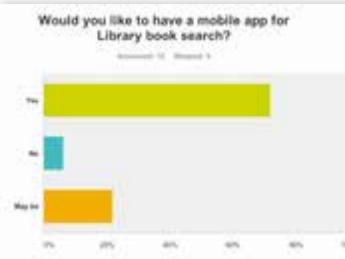
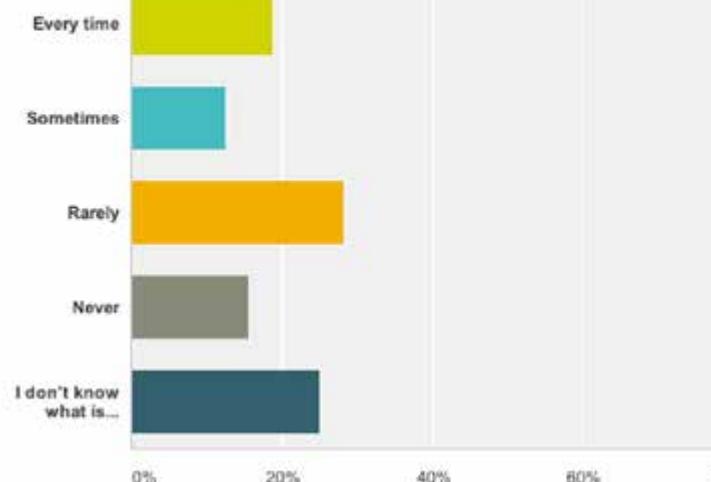
GIA (Geographical Information Access) is a software based on Graphical User Interface (GUI) for locating books in the Mahatma Gandhi Central Library, IITR building. The software is installed in the library.

My Role User research - Surveys, Interviews, Persona development, UI Design

SURVEY (32 RESPONSES)

How often do you use MGCL Document Search software - WebOPAC?

Answered: 32 Skipped: 0



68.76% does not use the existed software

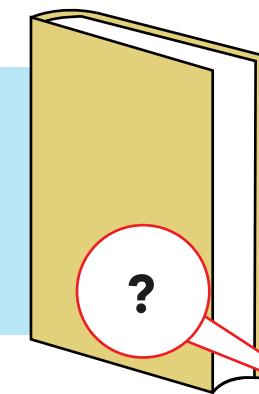
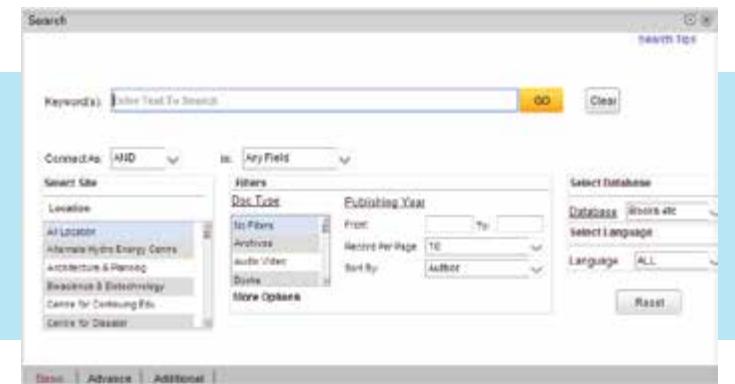
59.38% could not even find the requisite book/document using existing search methods

92.90% asked for the development of new software/application

72.50% use other methods of searching the documents other than existing library software - WebOPAC

PROBLEM

BAD UI OF PREVIOUS SOFTWARE
UI was quite complicated which made it very difficult to understand

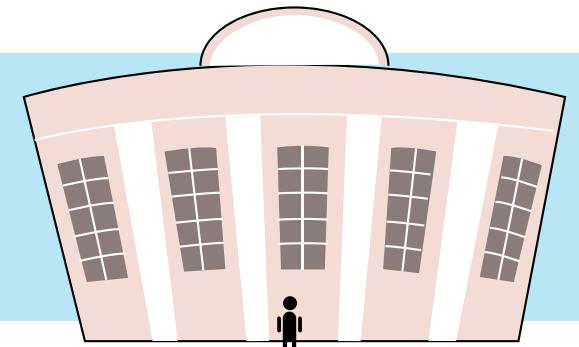


GLITCHES:
Previous software searched only on the basis of the tag numbers provided on the books. In some cases, these tags are missing.

MISSING TAGS

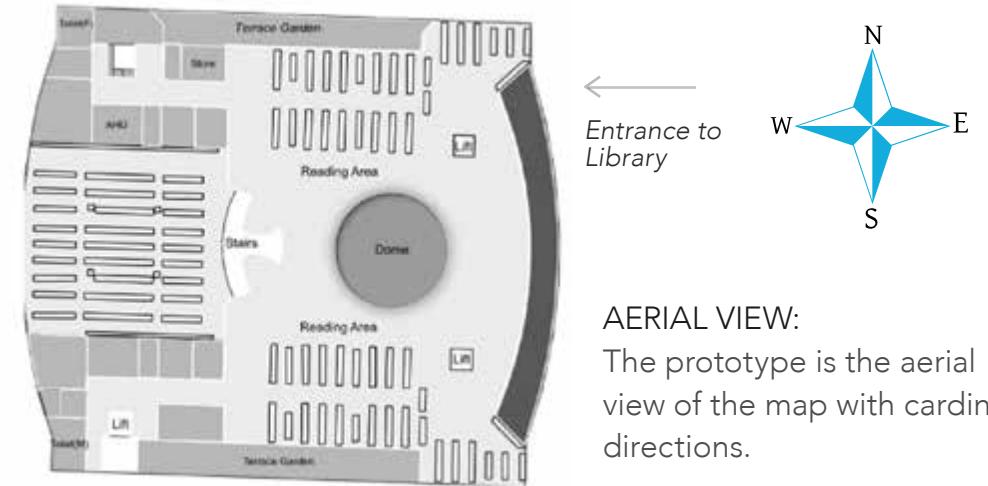
LIBRARY SIZE

India's second biggest library. Its collection has grown to more than 400,000 documents in all media.



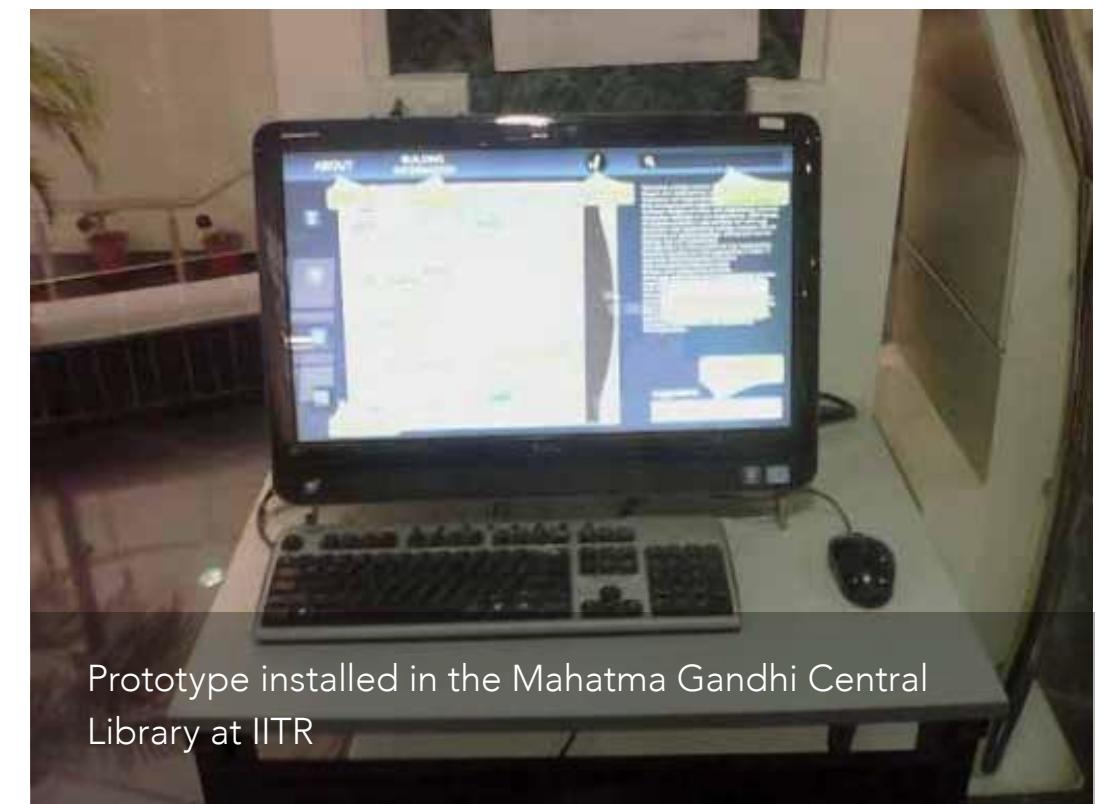
THE PROTOTYPE

1. The student can start typing the name of book, author, publication etc. here
2. The book rack will be highlighted after entering the book name
3. The respective floor will be highlight for complete search



AERIAL VIEW:
The prototype is the aerial view of the map with cardinal directions.

The interface includes a map of the building with floor levels (-1, 0, 1, 2) and room labels such as General Office, Lobby, Cyber Room, Conference Room, and Archives. A search bar at the top right allows users to enter book titles or author names. Below the search bar, a list of searched results is displayed, including titles like "Optimum design of some civil engineering structures" and "Civil Engineering reference book". A callout box suggests "Your valuable suggestion needed".



Prototype installed in the Mahatma Gandhi Central Library at IITR



Enhancing User Posts

CREATING VALUE FOR PICTURE LOVERS

Many millennials love posting pictures on social networking sites. But most of them don't know much about photography and how to use creative tools like PS etc. to add text creatively. The application will allow the user to **creatively post pictures with quotes in different font styles.**

My Role Researching the existing procreative apps (like instagram, aviary etc.), their market and finding potential revenue sources; and Designing the app

RESEARCH

Market insights were gathered to understand the problem with the existing products and also in creation process. I analysed apps like Word Swag, Aviary, Phonto, Typic, Over, Word Dream etc.



500

flickr

bebo

Have Appeal but have hurdles in content creation



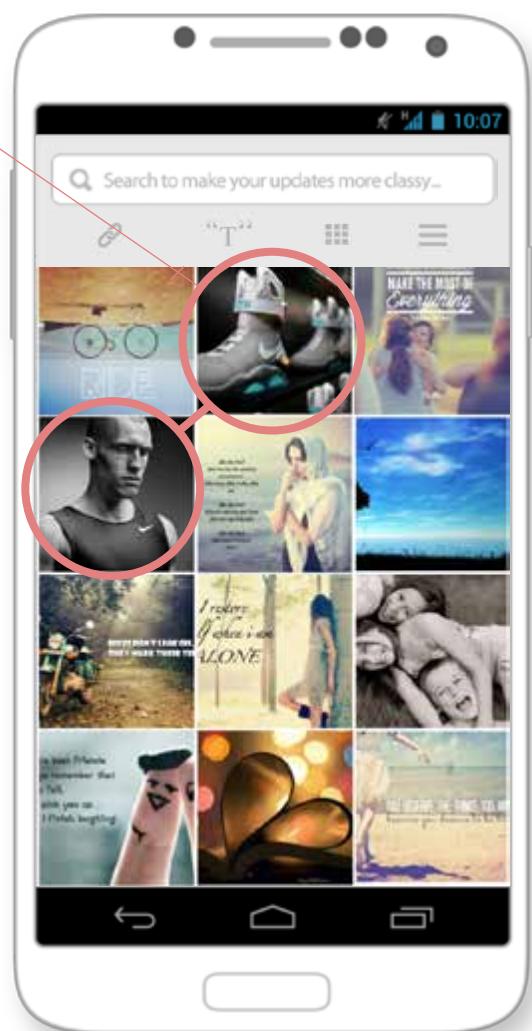
Top 2 social networks today are predominantly text based



Existing platforms are too complicated to use

Indirect Branding

- Providing subtle brand imagery that is used by the users
- Lower CPM rates
- Better engagement V/s comparative online engagements

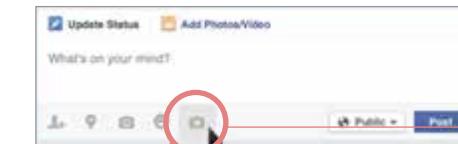


Direct Branding

- Better imagery = better click-thru
- Higher CPC
- Best Engagement
- User generated branded content = GOLD (word of mouth)



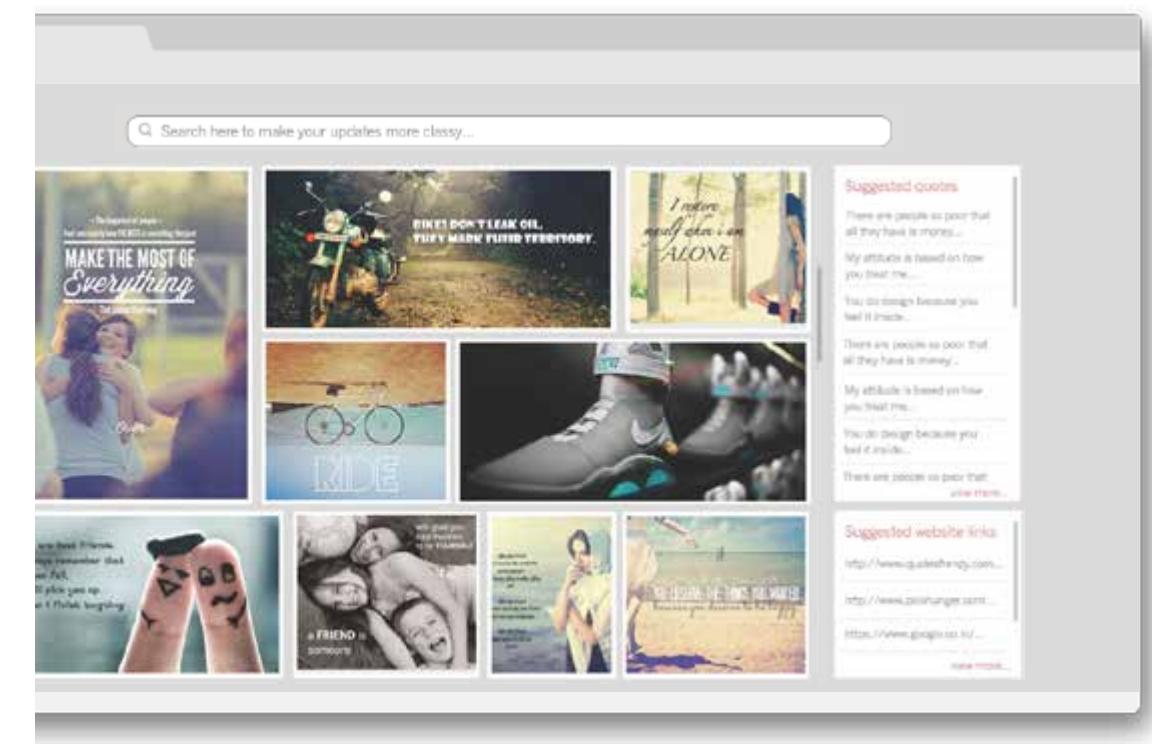
Social networking



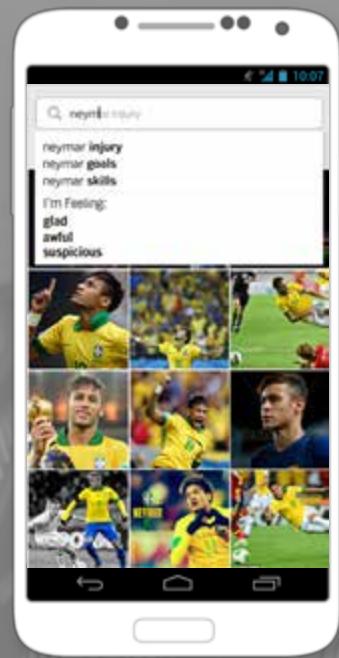
Instant Messaging Apps



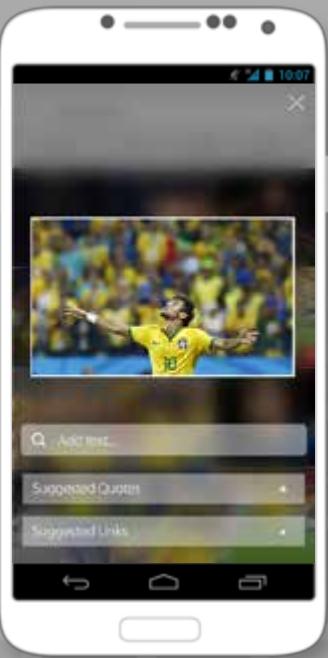
App trigger for mobile and desktop



Utilizes Monotype's font library
(Barrier to entry for other players)



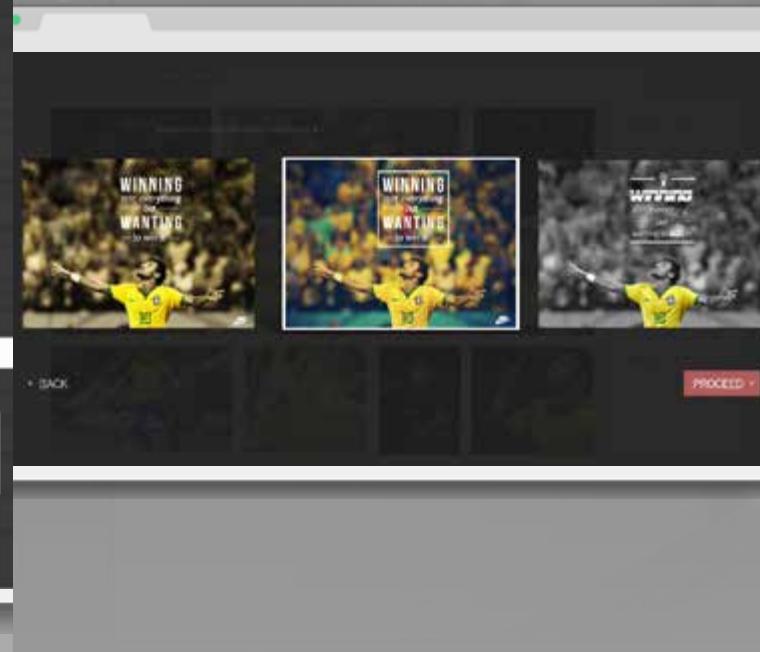
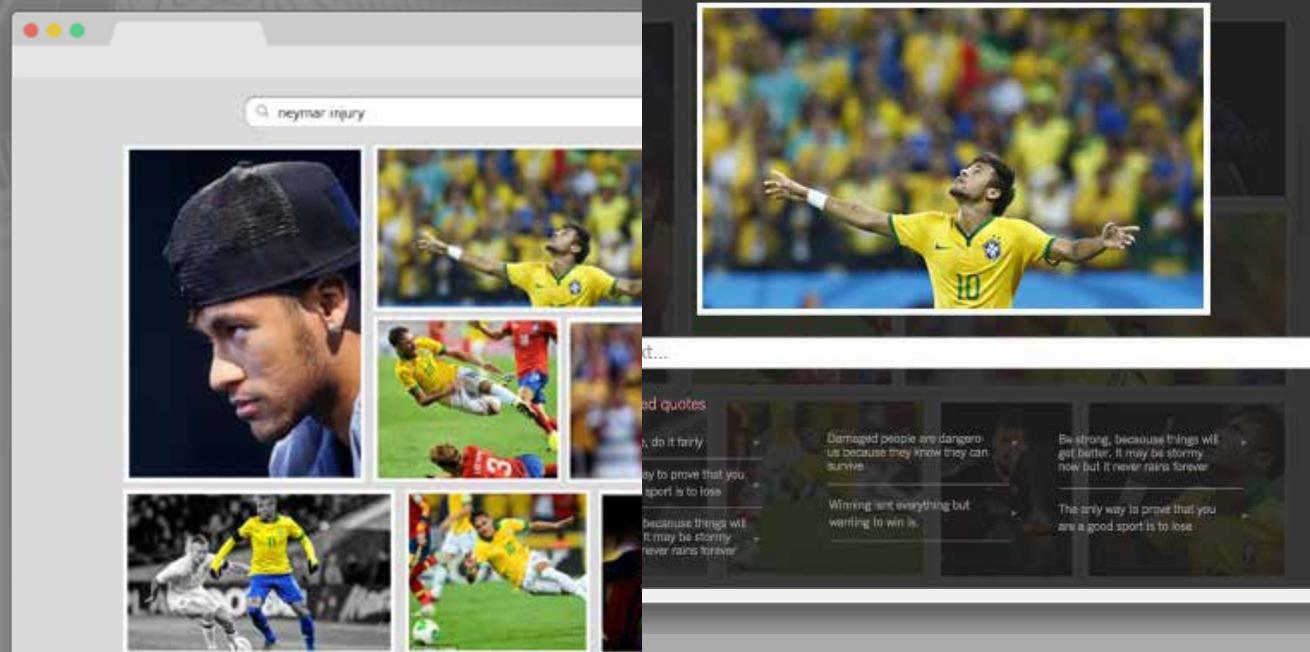
Can be scaled to be used with all major social networks



No knowledge of Pro-tools needed



Power to create great content in just 4 simple steps



PROJECT#6



Initiative by
NARENDRA MODI
Prime Minister of India



Swachh Bharat

CLEAN INDIA APP

A personal project aiming to contribute in **the national campaign of Clean India** initiated by the Prime Minister of India.

The PM challenged 9 highly reputed people to participate in cleaning the untidy places in the country. In a very similar way, this app will let the users **challenge their friends for cleaning a particular area**.



PROBLEM STATEMENT

Few places in the country are untidy and unhygienic that they need immediate attention. Even after assiduous efforts from the government to engage the citizens, the contribution of the millennials is quite less in the initiative.



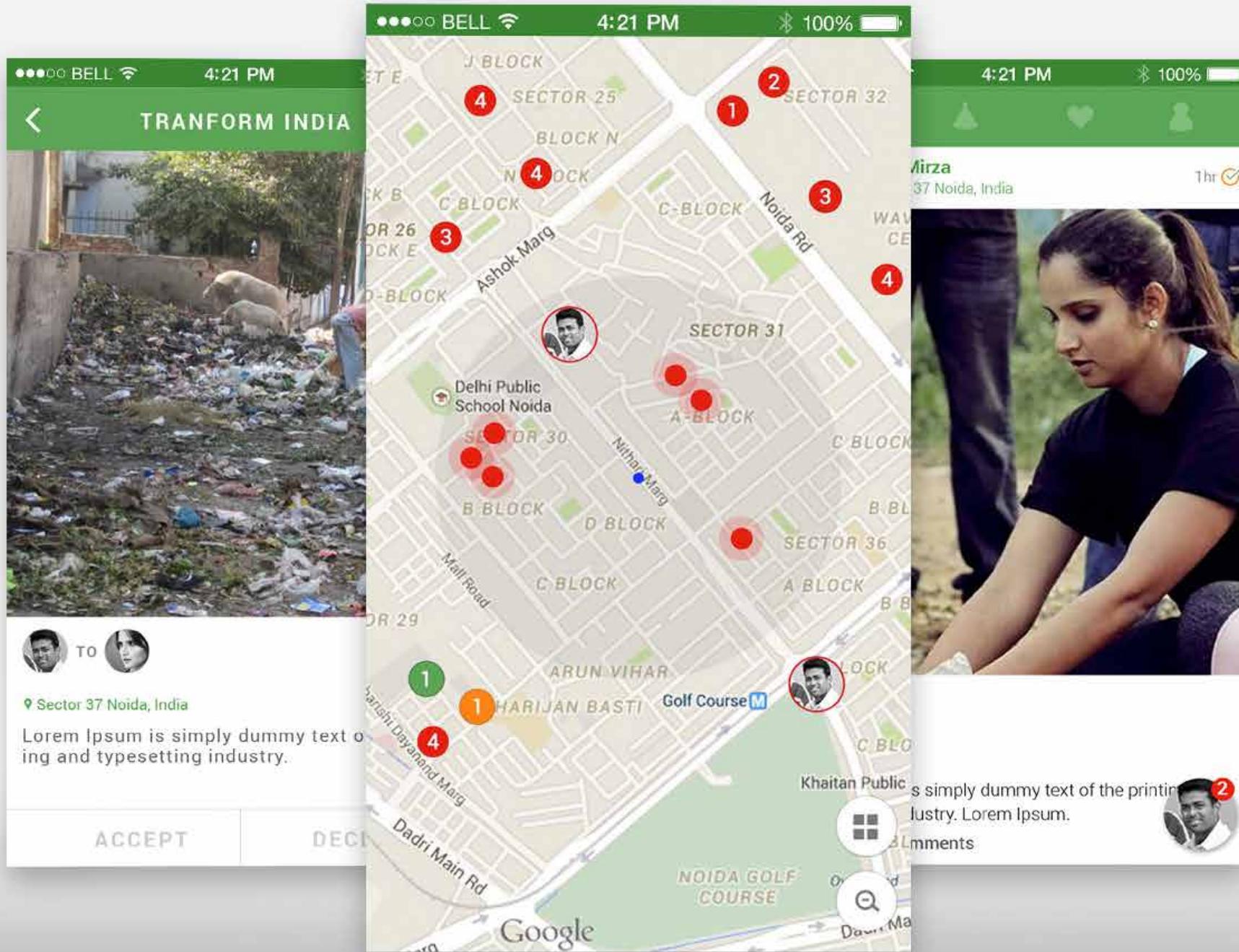
ICON IDEATION



WIREFRAMING

The wireframes illustrate the user flow of the app:

- Swachh Bharat Illustration:** A screen with descriptive text about the Swachh Bharat campaign and a "Proceeds" button.
- Location Access Request:** A screen asking for location permission, explaining its purpose, and providing "Allow", "SKIP", and "NEXT" buttons.
- Guide Screen:** A map showing red dots representing locations for cleaning. A callout box says: "Represents the location which needs your attention! You can contribute yourself or nominate your friend to perform this activity". It includes "SKIP", "SEARCH", and "NEXT" buttons.
- Pick Task Screen:** A map with numbered red dots (1, 2, 3, 4) and a legend for "Location Nominate". It has a "PICK" button.
- Nominate to Screen:** A screen for nominating friends. It shows a map with red dots, a "1 nomination left" counter, and a list of friends with their names and profile pictures. Buttons include "Add photo", "Add video", "Add description", and "Name the location".
- Profile and Task Screen:** A screen showing a user's profile picture and a "Task1" button.
- Friend's Name Screen:** A screen for accepting nominations. It shows a map with red dots and a list of friend requests with status (Accepted, Declined, No response).
- Comments Screen:** A screen showing a list of comments and a "Comment" button.



APP FEATURES

CHALLENGE FRIENDS

The aim of the app is to involve the youngsters of the country to participate in the Clean India process. The tasks can be assigned by challenging friends (similar to the Ice Bucket challenge)

HOME SCREEN

The home screen is the map of user's locality that allows him to see how many areas are marked red, making clearly visible how much his location needs his attention

ADD TASK

Allows you to add/mark an untidy place that he or anyone else can later take up the task to clean it or challenge their friends to do so

SOCIAL STATUS

In the app, social status of the person will increase according to his participation in the cleanliness of his area by getting social badges/awards

PROJECT#7

Font Galaxy

ADOBE INDESIGN PLUGIN

The plugin for Font Galaxy software to let designers **explore fonts on the basis of similarity**. Also, the plugin provides much easier way of applying OpenType features in Indesign.

- **My Role** To create the best experience for Indesign user in choosing fonts, finding similar fonts, applying OpenType features. Wireframed, designed and user tested the prototype

TEAM



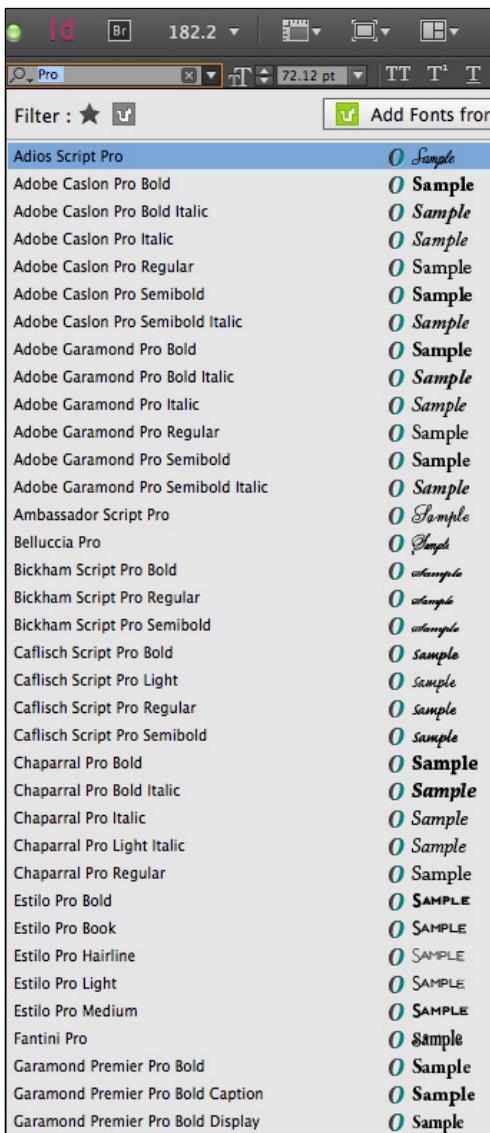
Sohaj
Concept
and Design



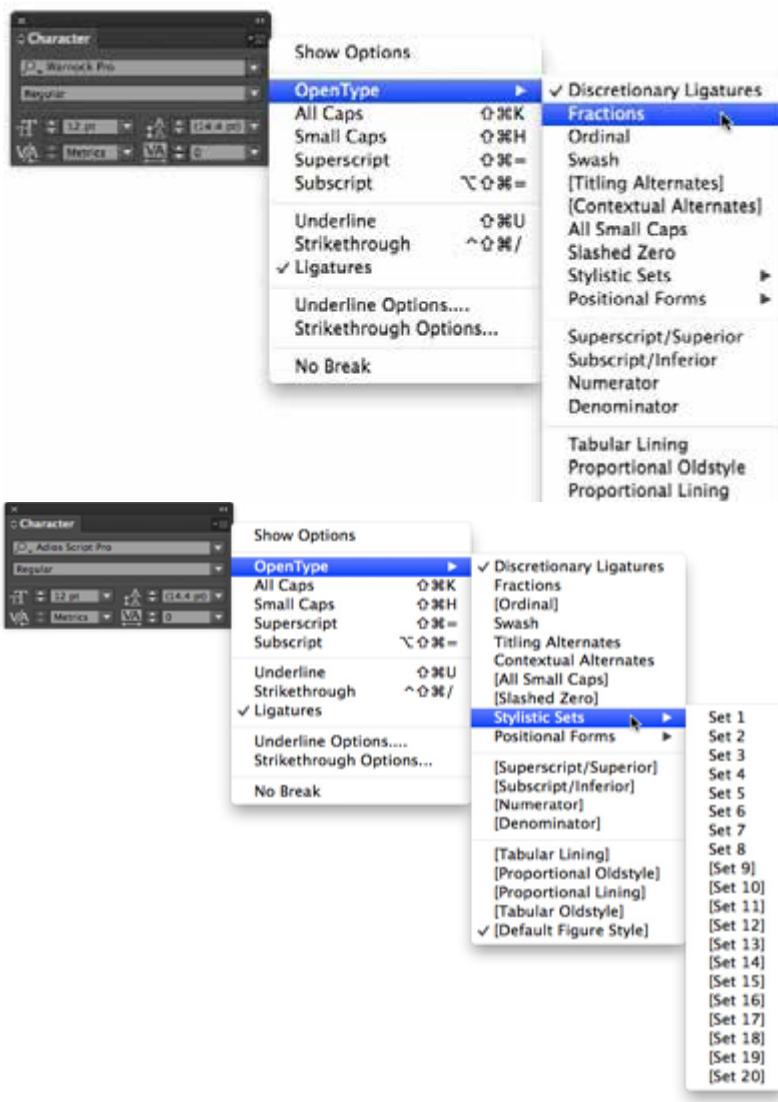
Mayur
Development

THE PROBLEM

 **Difficult font selection** The only way to apply a font is by choosing a font name from this huge fonts drop down list. User ends up choosing the common/popular fonts (like helvetica etc.) everytime.



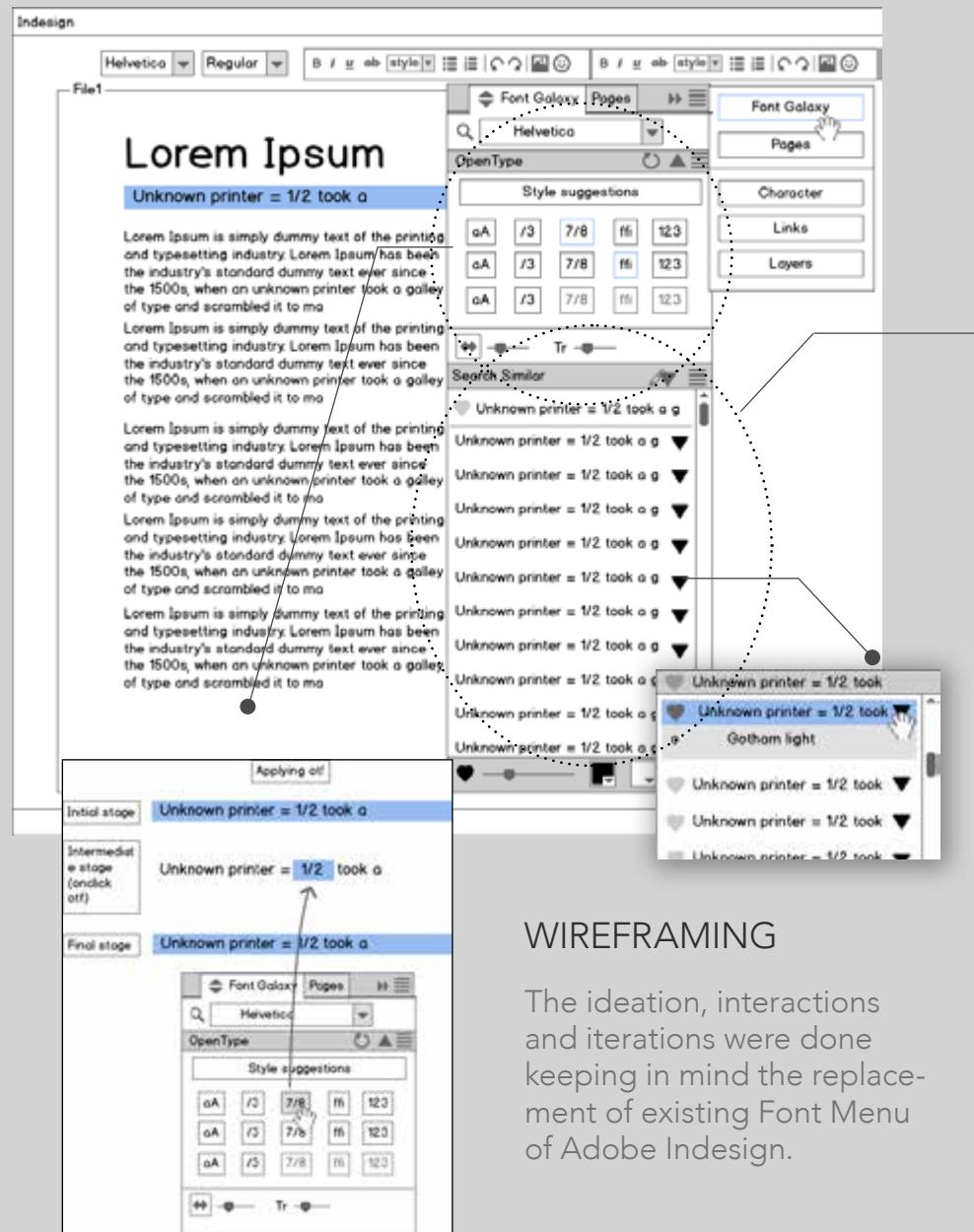
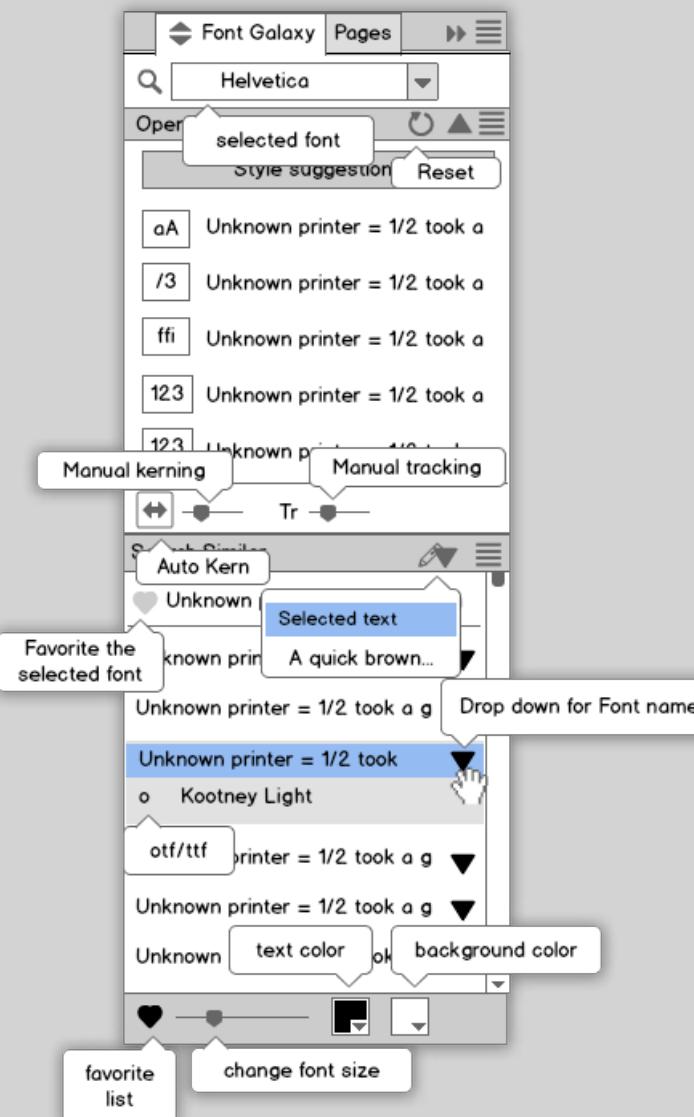
 **OTF frustration** The experience of all design softwares to apply fonts and their OpenType features is very complex as well as tedious



 **THE PETITION** Designers all around the world are crying for help! They are signing [the petition](#) to urge Adobe for improving the user experience of OpenType features in their products.

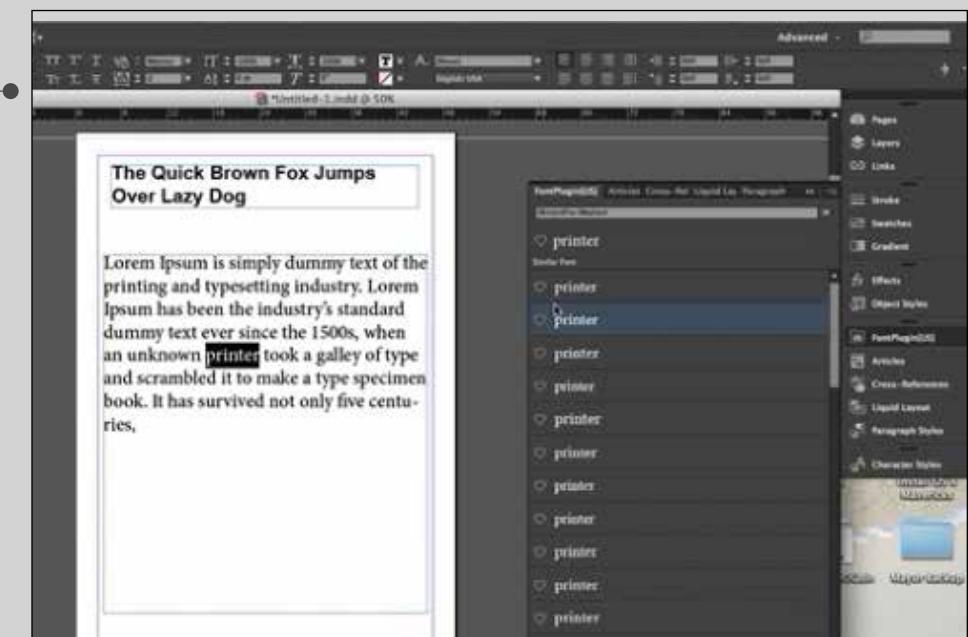
Gail Anderson — Designer, writer & educator
Aral Balkan — Designer & social entrepreneur
Marian Bantjes — Designer, artist, illustrator & writer
Frederik Berlaen — Typeface designer & developer; RoboFont
John D. Berry — Typographer & editor; U&lc
Ann Bessemans — Typeface designer, educator & legibility researcher
Peter Bilak — Graphic & typeface designer and publisher; Works That Work
Roger Black — Publication designer, art director & design consultant
Erik van Blokland — Graphic & typeface designer & application developer
Frank E. Blokland — Typeface designer, educator, font & software producer
John Boardley — Writer & publisher; I Love Typography
Veronika Burian — Typeface designer
Marina Ch accr — Letterer and type designer
Nadine Chahine — Typeface designer & legibility researcher
Frank Chimero — Designer, illustrator & writer
Stephen Coles — Editor, typographer & author; Typographica
Jo De Baerdemaeker — Typeface designer, educator, & postdoctoral researcher
Hannes von Döhring — Typeface designer
Catherine Dixon — Designer, writer & teacher
Cara Di Edwardo — Lettering artist, papermaker & printmaker
Mario Eskenazi — Graphic designer
Tobias Frere-Jones — Typeface designer & educator
Mario R. García — Magazine & newspaper designer & media consultant
Luc(as) de Groot — Typeface designer
Shelley Gruendler — Typographer, designer, educator; Type Camp
Sagi Haviv — Graphic designer; Chermayeff & Geismar & Haviv
Steven Heller — Art director, journalist, critic & author
Jessica Hische — Letterer, illustrator & type designer
Jonathan Hoefler — Typeface designer
Corey Holms — Graphic designer
Neil Kellerhouse — Graphic designer
Akira Kobayashi — Typeface designer
Kevin Larson — Legibility researcher
David Lemon — Manager of Type Development; Adobe
Jean-Baptiste Leveé — Typeface designer & educator
Steve Matteson — Typeface designer
Jan Middendorp — Writer, translator & consultant
J. Abbott Miller — Graphic designer & writer; Pentagram
MuirMcNeil — Graphic & typeface designers
Yves Peters — Graphic designer & writer; The FontFeed
Thomas Phinney — Designer & consultant; FontLab
Michael C. Place — Designer; Build
Jean-François Porchez — Typeface designer
Mark Porter — Publication designer & creative director
Hugo Puttaert — Graphic designer, writer, & educator; Integrated conferences
Mamoun Sakkal — Graphic & typeface designer, artist & calligrapher
Jason Santa Maria — Designer, teacher & writer
José Scaglione — Type designer & teacher
Bertram Schmidt-Friderichs — Typographer & publisher; Verlag Hermann Schmidt
Christian Schwartz — Typeface designer
Georg Seifert — Typeface designer & developer; Glyphs
Adrian Shaughnessy — Designer, writer & publisher; Unit Editions

THE PLUGIN DESIGN



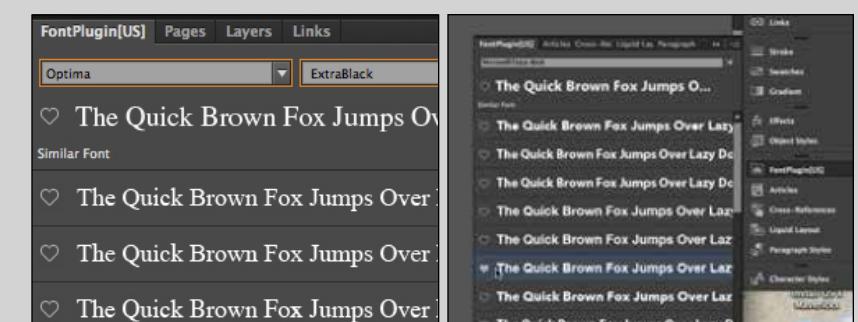
FIRST PROTOTYPE

For now, the prototype includes only the similar font concept. Next step will be to implement OpenType features.



WIREFRAMING

The ideation, interactions and iterations were done keeping in mind the replacement of existing Font Menu of Adobe Indesign.



PROJECT#8

Illustrations

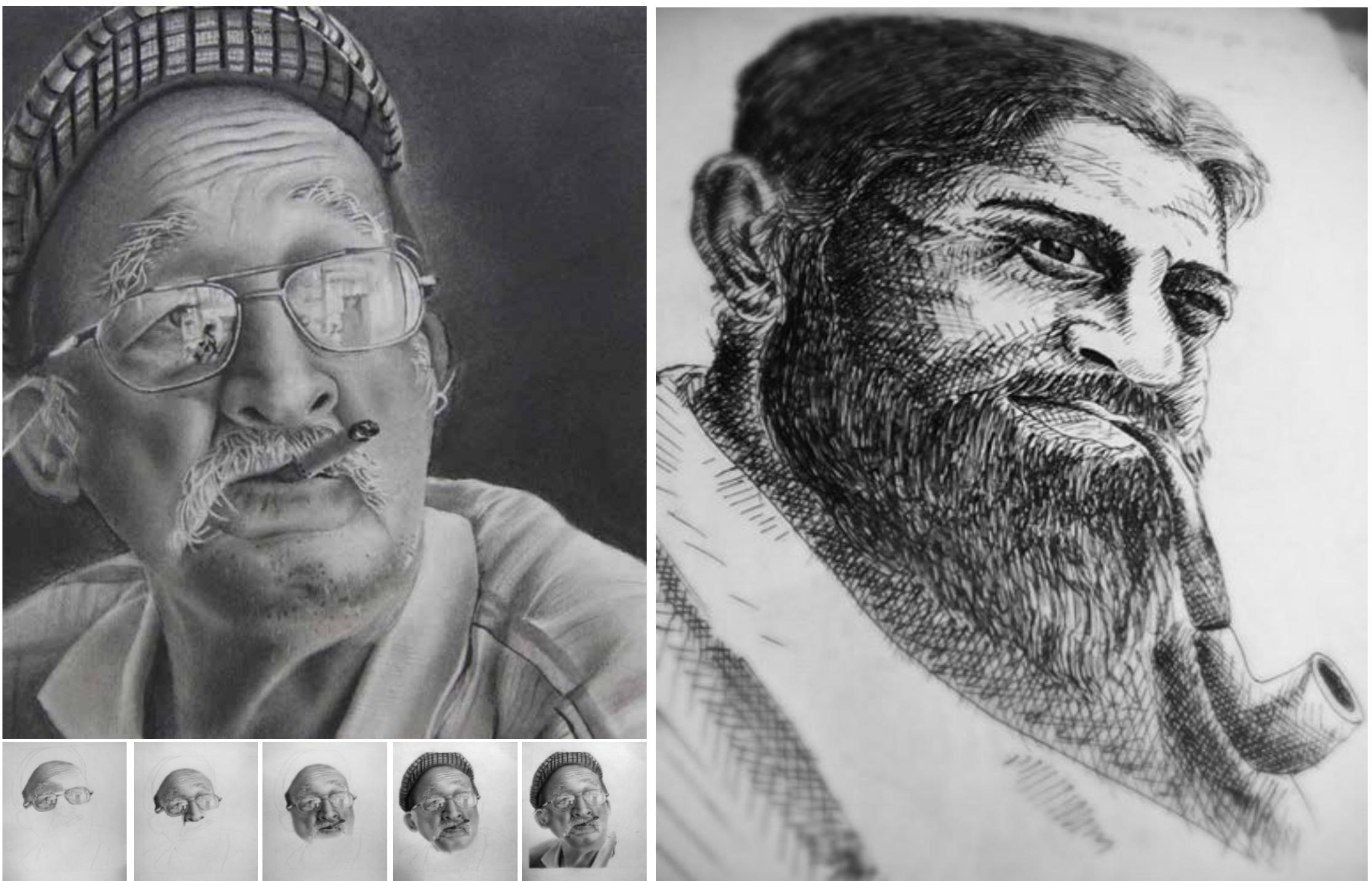
PERSONAL

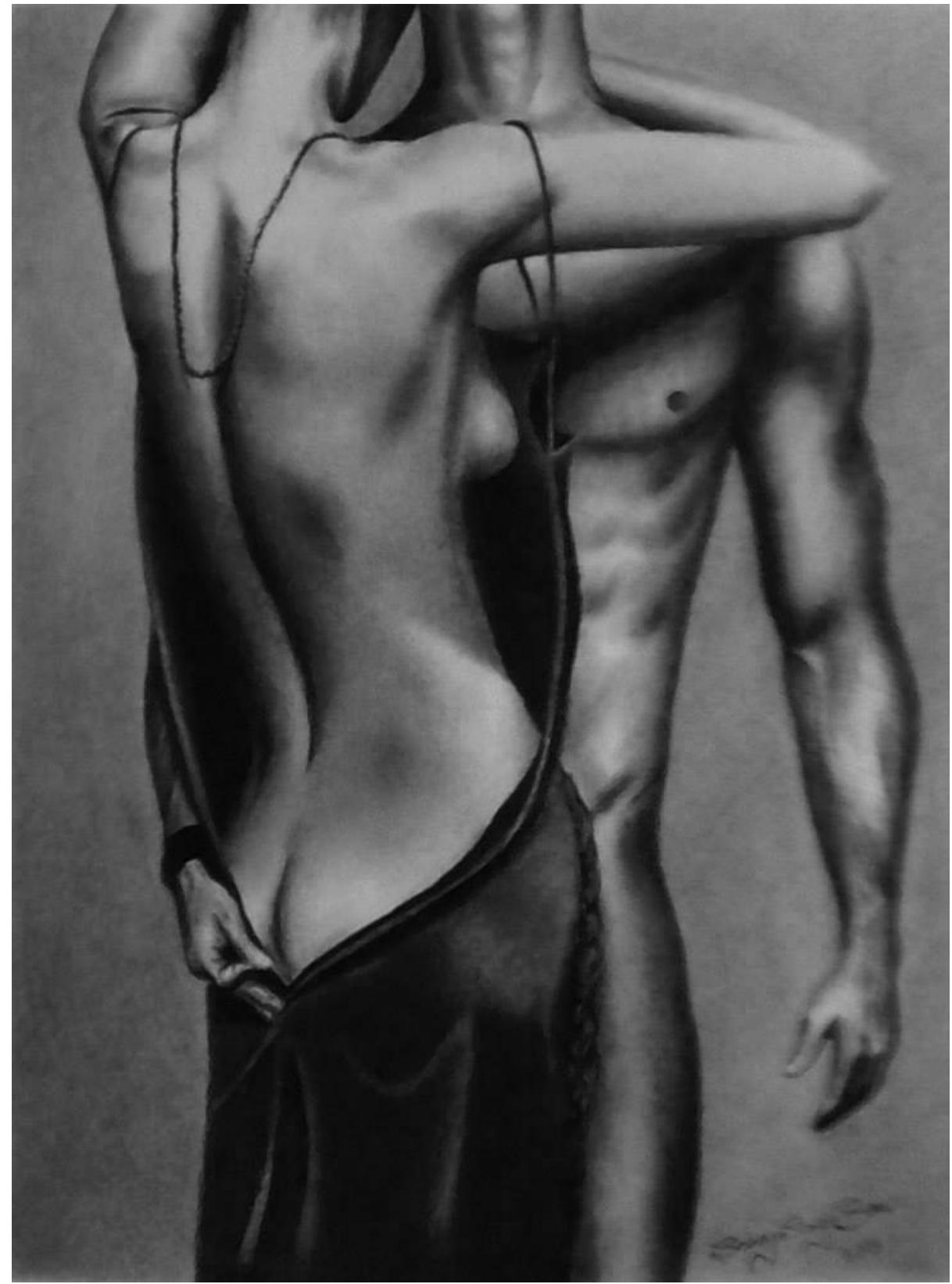
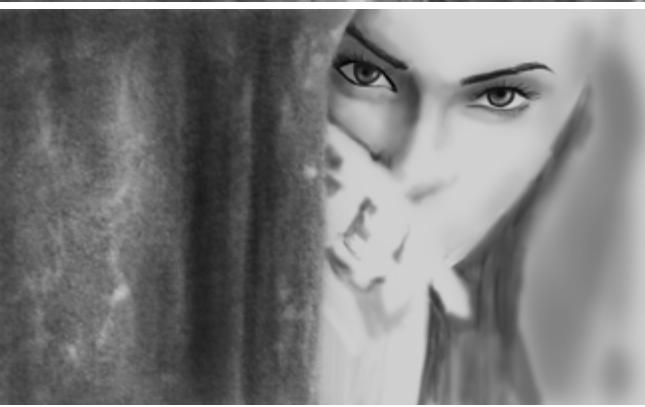
Includes wide variety of artworks like anatomy study, realistic sketching, modular, origami, stippling, hatching, caricatures, oil painting, digital art, concept art ; to animation, clay modelling, paper mache, wiremodelling, thread art etc.



You can find more of my artworks on [my facebook page](#) •









PROJECT#9



Fine Arts Section

IIT-ROORKEE

My Role Being the secretary of Fine Arts Society at IITR, lead the team to inculcate Artistic culture among these 40 engineering pursuing enthusiasts.

View all the work (fun) at the [**Fine Arts Section IITR facebook page.**](#)



PROJECT#10

Team Illustrations

COMMONFLOOR

Did illustrations of all members of **UX Brigade** (UX team at commonfloor.com) during my internship period along with creating amazing interaction designs for [map search portal](#). These illustrations are hanging on the welcoming walls of commonfloor creative team.



Sachin Jose Illustration
UX Designer at Commonfloor.com

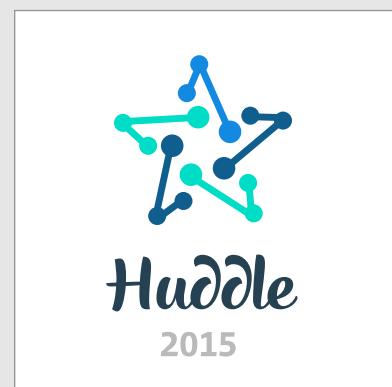
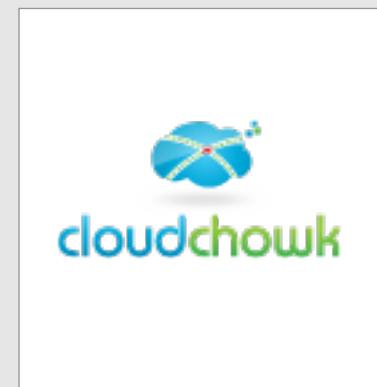
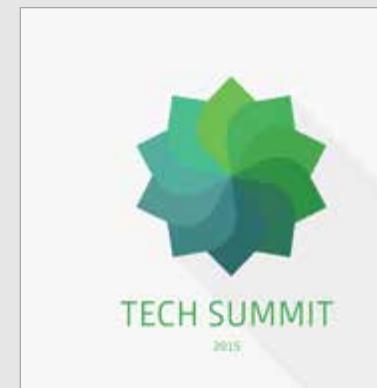


Varghese Mathew Illustration
Lead UX Designer at Commonfloor.com

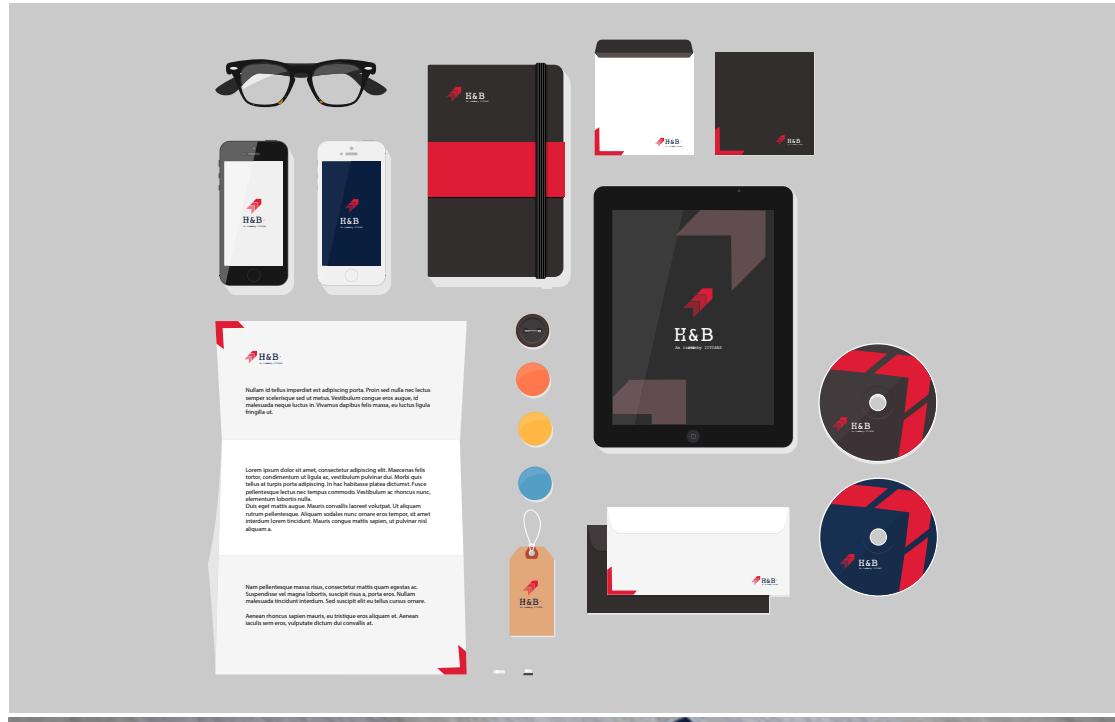
PROJECT#11

Branding

LOGOS



PROJECT#12/13



PROJECT#14



TECH SUMMIT
2015

Monotype Tech Summit

BRANDING

Tech Summit 2015 was the technology event to bring together all great web talent from different offices in different countries within Monotype and discuss lot of forward thinking ideas!

My Role Branded and Organized the whole event. Branding includes logo, hall experience, brochure, tshirt, flexes, name card, stationary, table card designs.

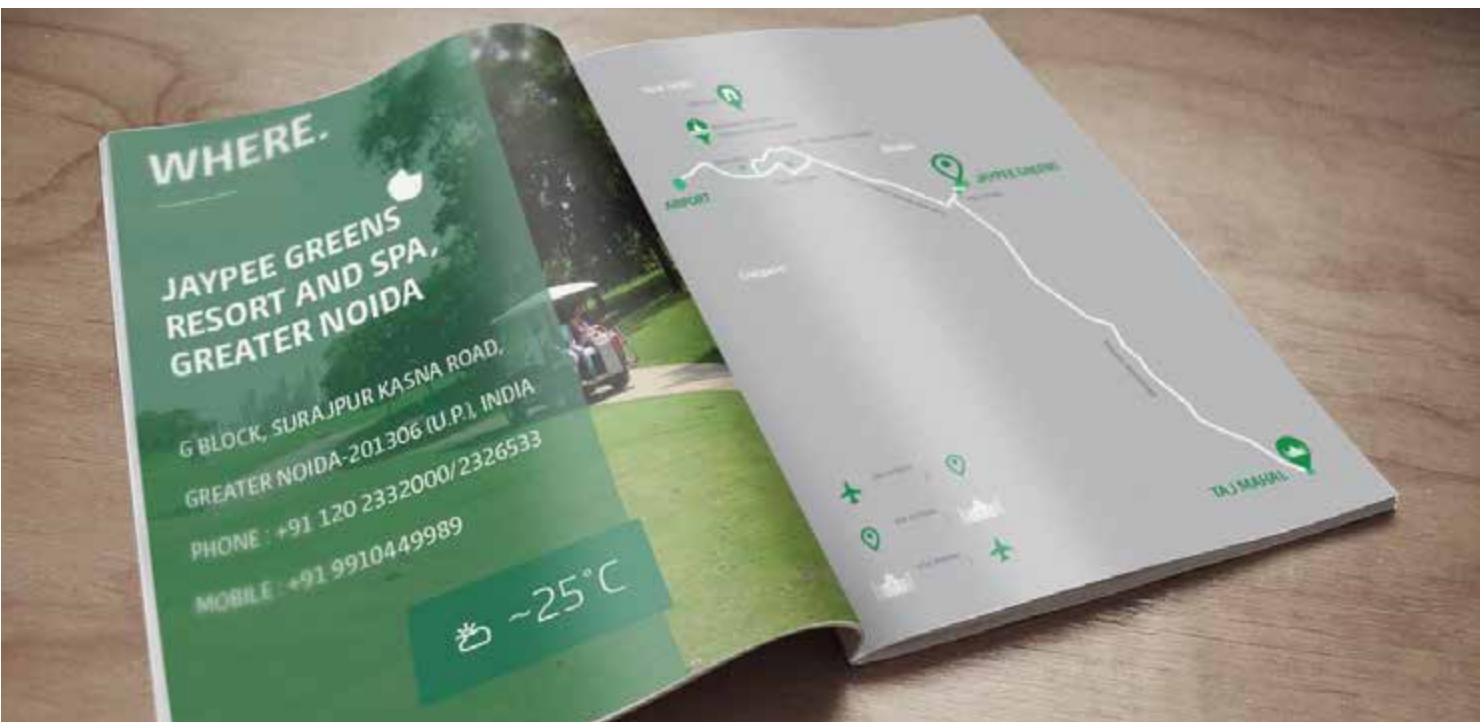
You can find the brochure document [here](#).



CONCEPTUALIZING



BROCHURE



OTHER ATTEMPTS





MONOTYPE

TECH SUMMIT
2015



Thank you!

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