

# ASHWIN ANANDANI

*a series of collected design works*



2012 - 2013

# TABLE *of* CONTENTS

- 01 artist's statement
- 02 interface design
- 03 cosmetic web design
- 04 identity development
- 05 further viewing

I consider five elements of beauty as sacred.

Structure,  
without which we feel we are lost,  
and unable to translate our needs into actions.

Emotion,  
without which art and culture have no depth,  
and this world,  
no value.

Texture,  
without which we feel we lack the richness  
that this world of inspiration truly deserves.

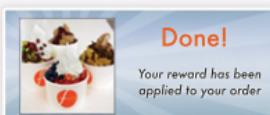
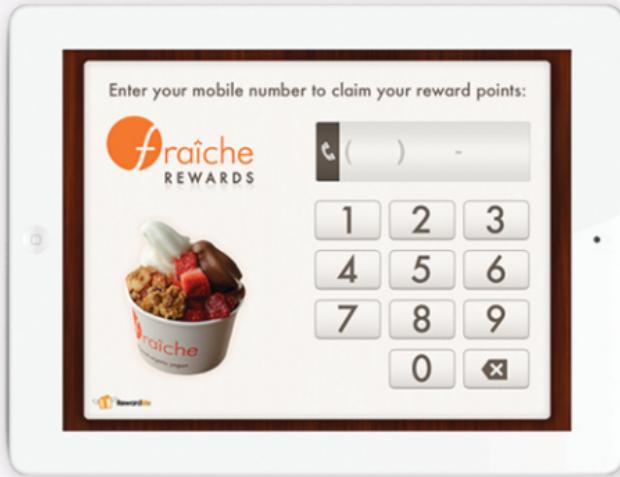
Contrast,  
without which we are never whole,  
for there at least two sides to everything.

and Balance,  
without which our senses are ruined,  
and our work, degraded.

Much like the five senses of the human body,  
the elements of beauty work together  
and are appreciated even when apart.

It is when our work abides by all of these elements,  
that we truly create the richest and most beautiful  
of artistic experiences.

-Aash



## PROJECT GOAL

*Fraîche, a new yogurt chain in the heart of Silicon Valley, challenged us to drive social media opt-ins, provide a medium for gathering customer data, and engage their customers at the POS in a completely new way.*

## UI CONCEPT

*The interface above is based very heavily on the interior decor of the client's major locations. It also incorporates colours found in a classic French bistro, as well as textures inspired by a chic-vintage furniture store.*

## UX ELEMENTS

*Social actions such as sharing and posting were reduced to only one click, a custom picker for quickly entering birthdays added demographic data knowledge, and customers were driven to interact with the product due to the similarity of the style to Apple's iOS interface.*



## PROJECT GOAL

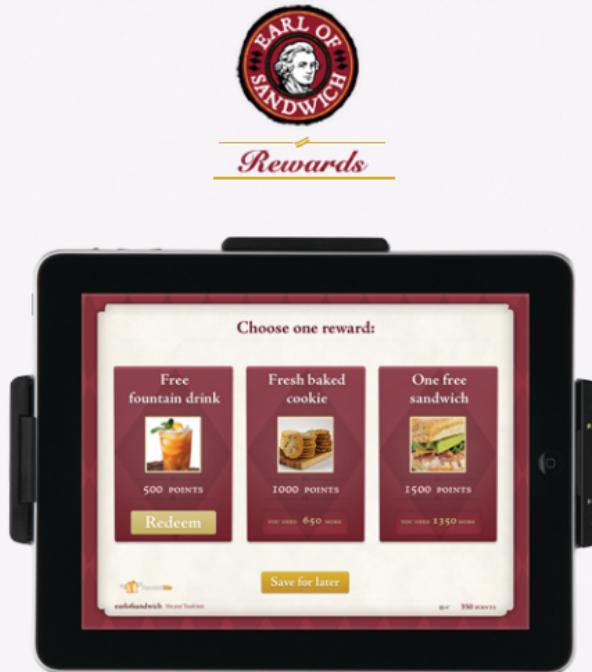
*This was a custom made demo mockup for a very large chain of quick-service restaurants. We had to deliver something with a punch for the presentation that would convince Moe's that they simply had to have this in their stores.*

## UI CONCEPT

*The interface above is based on the client's home website, expect with a bit of added brightness and flavor. The new marketing push on their behalf meant that this had to look like it came from them, except sexier.*

## UX ELEMENTS

*Notice the new advertising piece of real state we have provided for Moe's on the home screen (bottom left). Also, we created the ability to link their accounts to Facebook in one click, and provided a new menu that enabled modules; such as polling customers, asking for ratings after x number of visits, and short surveys.*



## PROJECT GOAL

*This was a custom made demo mockup for a nationwide sandwich chain started by descendants of the inventor of the sandwich. Earl of Sandwich needed an interface that was quick, easy, and in line with the richness of their branding.*

## UI CONCEPT

*The interface above came from a lot of exploration regarding the Earl himself. The diamond pattern on the rewards come from the discovery that he was an avid card player, while the slightly-aged textures were inspired by the brand.*

## UX ELEMENTS

*This iteration of the rewards interface saw the development of a user stats bar along the bottom, and replacing the 'Redeem' on unearned rewards with a progress-like counter. To retain familiarity, a custom rewards logo was made using elements already in use by Earl.*



### PROJECT GOAL

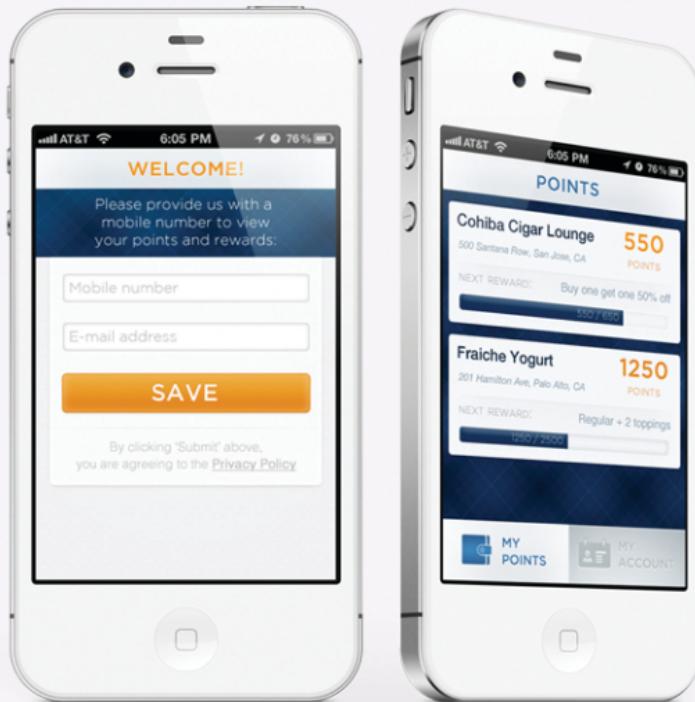
*This was our first move in the long-awaited battle for mobile payments. The client, a high-end cigar lounge in northern California, had a strong base of repeat clients but they needed a smooth, easy to use interface for providing mobile payments.*

### UI CONCEPT

*While the dark browns and gold accents of the interface come from the client's premier cigar lounge, the payment interface used skeumorphism as a model for adaptability; custom credit card illustrations were made for easy understanding.*

### UX ELEMENTS

*This iteration of the interface uses a navigation bar along the bottom for greater engagement, and moves the 'Logout' to the top-right, where users expect it to be. Bills retained the format customers had already seen the client use, while cards were made to flip around for PIN entry once tapped (two-click payment).*



### PROJECT GOAL

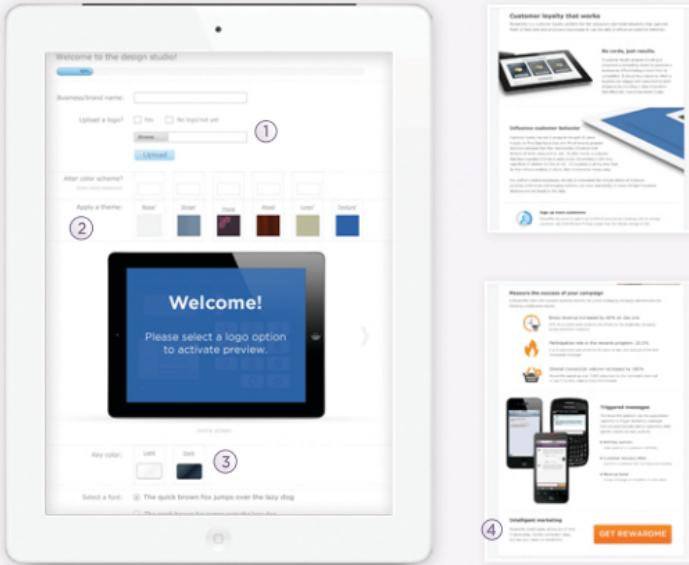
If you are wondering why the elements here don't look native, it's because this mobile app was also made for webkit so it could run cross-platform. The app was developed to allow customers to track their points across all of our clients.

### UI CONCEPT

Developing this interface was difficult as RewardMe was a white-label service, meaning we had to make sure customers wouldn't tie it to any particular client. It uses the cool-blue+white design language from our brand and a custom pattern.

### UX ELEMENTS

We had to keep things as simple as possible with this, since it was only intended for account checking and linking. The initial setup linked your account with just your mobile number and allowed for global modifications. Point balances were the key focus, but seeing the next reward pushed more customers to the stores.



1. The logo was sampled for dominant colours which were then modified to a set of tones and shades I defined, resulting in a stable palette for almost all colour variations
2. This project included the development of twelve themes to fit brands of various industries
3. Themes included key colours and fonts for the varying background colours of palettes
4. These are two inner-pages from the same site, intended to advertise the service

## PROJECT GOAL

*We needed to rebrand the product into a 'build it online' app that made it possible for anyone to create a beautiful and customizable version for their store (with just a logo and an iPad) in minutes. This was part art direction, part UX, and all design.*

## DESIGN CONCEPT

*Even though there was no single UI concept, all themes had to (somewhat) tie back in visually to the RewardMe brand. Most assets alternated by theme, but all themes were based on simple colour + pattern styles punctuated with 'diamond-polish' textures.*

## UX ELEMENTS

*The design studio (feature left) was where users would come to build the app. For the colour-challenged, I defined RGB bandwidths for taking colours from logos. For the visually-challenged, the page was outfitted with a large 'preview iPad'. Finally, the text atop the progress bar acted as a step-by-step guide for the 3-step creation process.*



1. Graphic clues to lighten menu
2. Easy reporting controls
3. Color-coded, custom-styled charts for easy reading

4. Mini-menu on left changes in each section to break information into blocks for easier digestion, usability and expansion

This screenshot shows another part of the RewardMe Admin interface. On the left, there's a mini-menu with sections like My Account, Billing, Rewards, Locations, and Social Sharing. The main area is titled 'Your payment options' and asks to 'Select a card to use for your payments'. It includes fields for Cardholder Name, Card Number, Date of Expiry, CVV Code, and Billing Address (Street Address, City, State). A 'Please provide your credit card information:' message is displayed above the input fields. Three numbered circles highlight specific features: circle 4 points to the Billing section in the sidebar.

## PROJECT GOAL

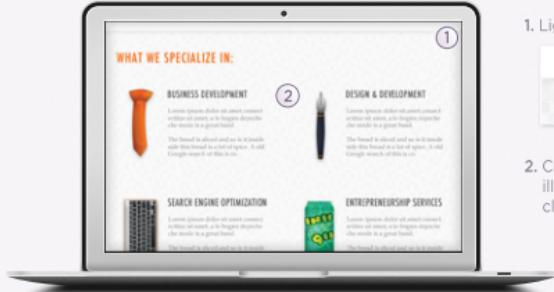
*As the capabilities of RewardMe's in-store iPad app expanded, we discovered how powerful clients could really be, and the need for a robust and downright easy administrator panel emerged. The RM-Admin aimed to easily empower our clients.*

## DESIGN CONCEPT

*The dark blue shades seen here, when used with a clean white and a grey tinge, add a professional feel to the panel that we felt our clients needed. The simple styles of controls and use of graphics were intended to lighten the interface for adaptability.*

## UX ELEMENTS

*The mini-menu on the left breaks the data into relevant blocks. This organization, and easy controls for the reporting section turned the wealth of data into a digestible format. This became their one-stop in the end; a place to manage your program, as well as monitor the success of your program, and even manage payments for services.*



1. Light tile background:



3. Project included identity development and utilized the orange part of the 'K' as a web element (arrow)
4. Custom illustrations to highlight services, high contrast from patterns:



2. Created a set of custom illustrations to reflect the client's key services

## PROJECT GOAL

*Spark Solutions is a new kind of full-service internet services agency specializing in four key areas: startup consulting, design, internet marketing, and business services. They needed an identity and site to walk the line between business and tech.*

## DESIGN CONCEPT

*Shown above are the two final proposals; one featuring the clean-white feel of web 3, and the other focusing on a bold, bright look for their startup constituents. The sites were designed with tech-savvy investors and potential clients in mind.*

## UX ELEMENTS

*Gaining clients through website landings requires a real 'wow' factor. Startups today have a lot of choice when it comes to services, so I used Spark's full-service model as the differentiator to drive enquiries. Both sites featured a full-width call-to-action banner, as well as portfolio previews and biographies on the experts in the agency.*



## CREATIVE PROCESS

*Identity development is the design space I find most challenging to develop for. To begin my process, I always start in my sketchbook for divergent thinking by drafting for a few days to get as many ideas out as possible, mostly experimenting with shape. Once I find a set of shapes that speak to the brand, I move on to the various design languages that communicate the brand's essence. This part of the process incorporates feedback from the client and experiments with colours, textures, and typography. Later in the process, I refine concepts for greater meaning and communication, going convergent to come up with three to five solid proposals.*

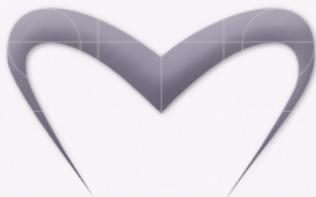
## MAJOR INSPIRATIONS

*Like most designers, I believe all the best of us 'steal' ideas. Most of my design work begins by looking at what other great designers on the web are creating and sharing. I believe the best design keeps things simple but still communicates clearly, remains evergreen, and contains loads of character. Architecture and interiors naturally inspire me. When I'm not influenced by logos with metaphorical shapes and ideas, I always find inspiration in the branding of hotels, agencies, and cafes.*

### IS THAT IT?

*This document is a snapshot of some of my favorite works but you can find my extended collection, as well as get access to updates and my contact information through my online portfolio:*

**WWW.MINISTRYOFHEARTS.COM**



## MINISTRY *of* HEARTS

### WHAT IS THE MINISTRY?

*The 'Ministry of Hearts' is the name I have given to the invisible forces that drive people to create; quite like the inspiration behind the mind's eye.*

*The Ministry features:*

- ≥ Full collection of designs for mobile platforms
- ≥ Conceptual web design works
- ≥ More identity work
- ≥ A sketch and artwork gallery
- ≥ Links to my Instagram photos and contact info

*End-*