

INTERA PORTFOLIO DESIGN

K A R T H I K E Y A G S



Hi,
I'm Karthikeya GS

Educational Timeline



Software Skills



Personal Details

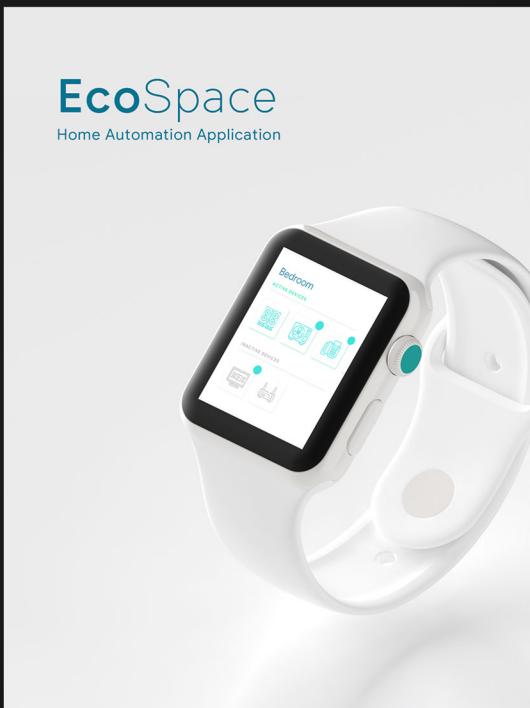
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Projects



SWIGGY

Redesign



SWIGGY

Brief

Swiggy is an Indian food delivery application released on March 21st, 2015. It is the country's most used food delivery app. As of today, it has 50M+ downloads. The app is operational in 50 cities across India. The vast customer base of this application makes it very challenging to redesign. The reworked interfaces must cater to the needs of all age groups but still feel like Swiggy. Its current competitors: Zomato, Uber Eats.

Challenges

- The application has numerous features that go unnoticed.
- The Landing Page dilutes focus by introducing far too many segments like: “In the Spotlight”, “Popular Brands”, “Offers Near You”, etc.
- The Search suggestions were unnecessarily descriptive, with taglines like: “Crispy yet fluffy, with a golden hue” - for Dosa; “Tastiest wonders ever assembled on bread” - for Sandwiches. Also, minimal typography would have been better suited for each Suggestion Tile.
- On opening the Suggestion Tile, the interface flow fails to highlight the essentials.
- The Account section is cluttered with the “Past Orders”, and the ambiguity is inconvenient. Arranging it in easily accessible folders enhances user experience.
- The Restaurant page:
 - Categories of food – No clear division between sections.
 - Recommendation list – Too long.

Goals

- Find the optimal trade-off between features and accessibility.
- Make a clean, minimal yet familiar interface (It's a redesign, not a revamp).

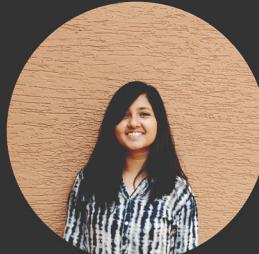
User Research



Srujana Gowda

Age - 21

- Searches 30-40 places before deciding on an order.
- Dishes usually bought: Continental (anything that isn't made at home).
- Offers are the key – Wants an easy way of finding coupons.



Naazneen Ahmed

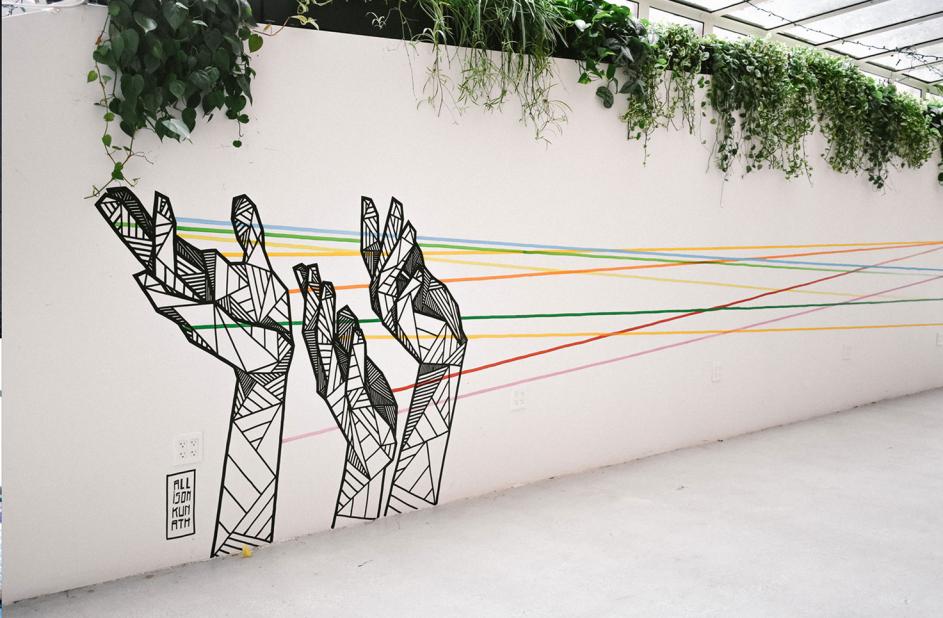
Age - 21

- Pinpoint on the map for delivery address.

Mood Board

Keywords

Sophisticated, Minimal, Food Art, Community, Bright, Fresh.

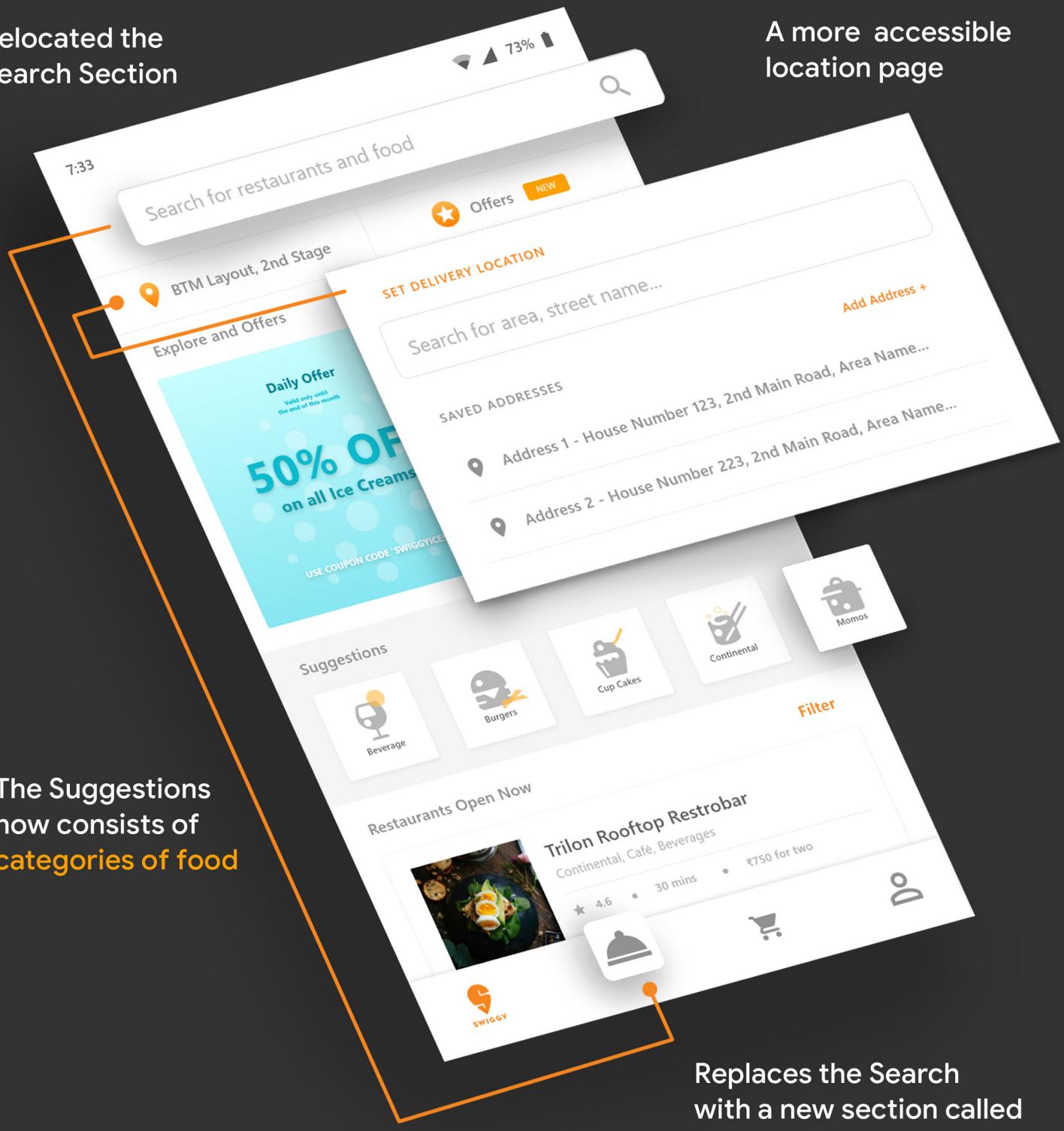


Landing Page

The landing page has received a few major structural changes. The notable ones are stated below.

Relocated the Search Section

A more accessible location page



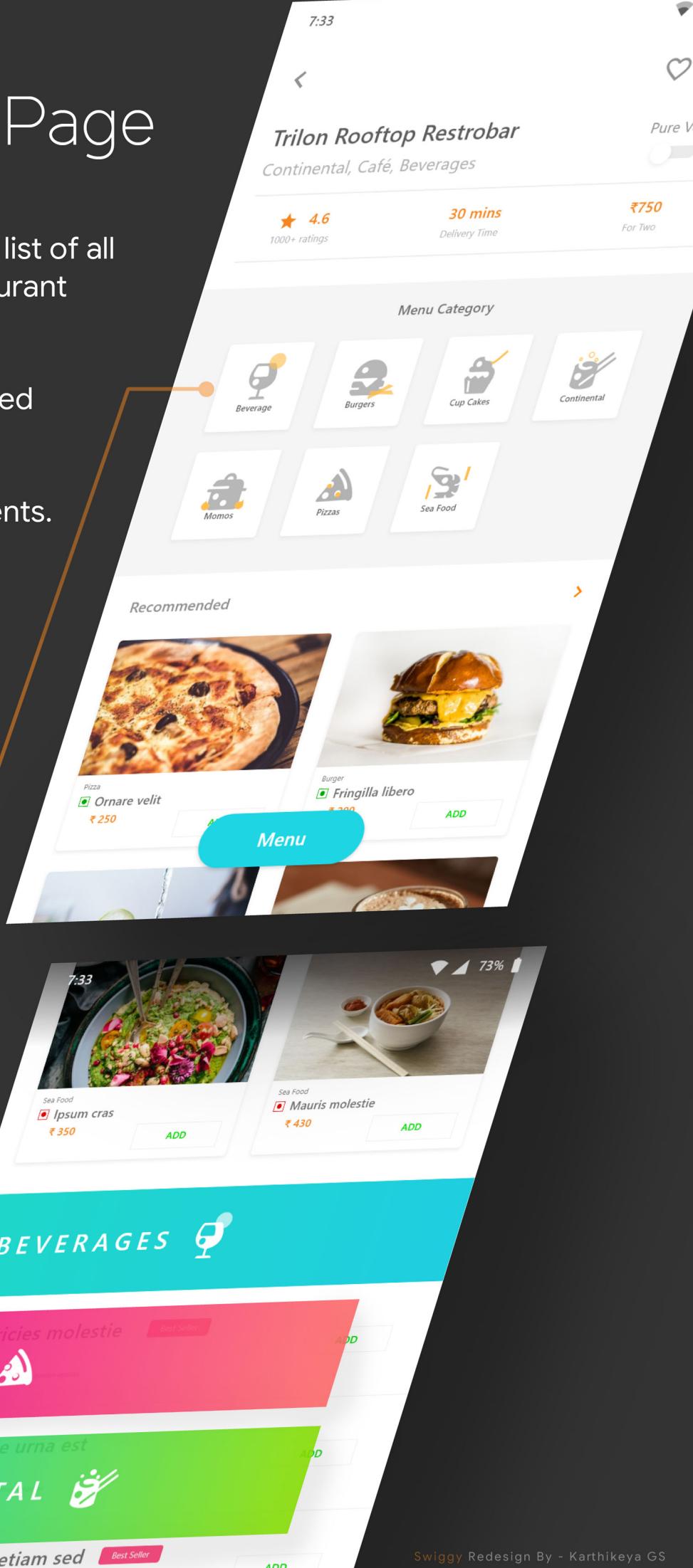
The Suggestions now consists of categories of food

Replaces the Search with a new section called Explore

Restaurant Page

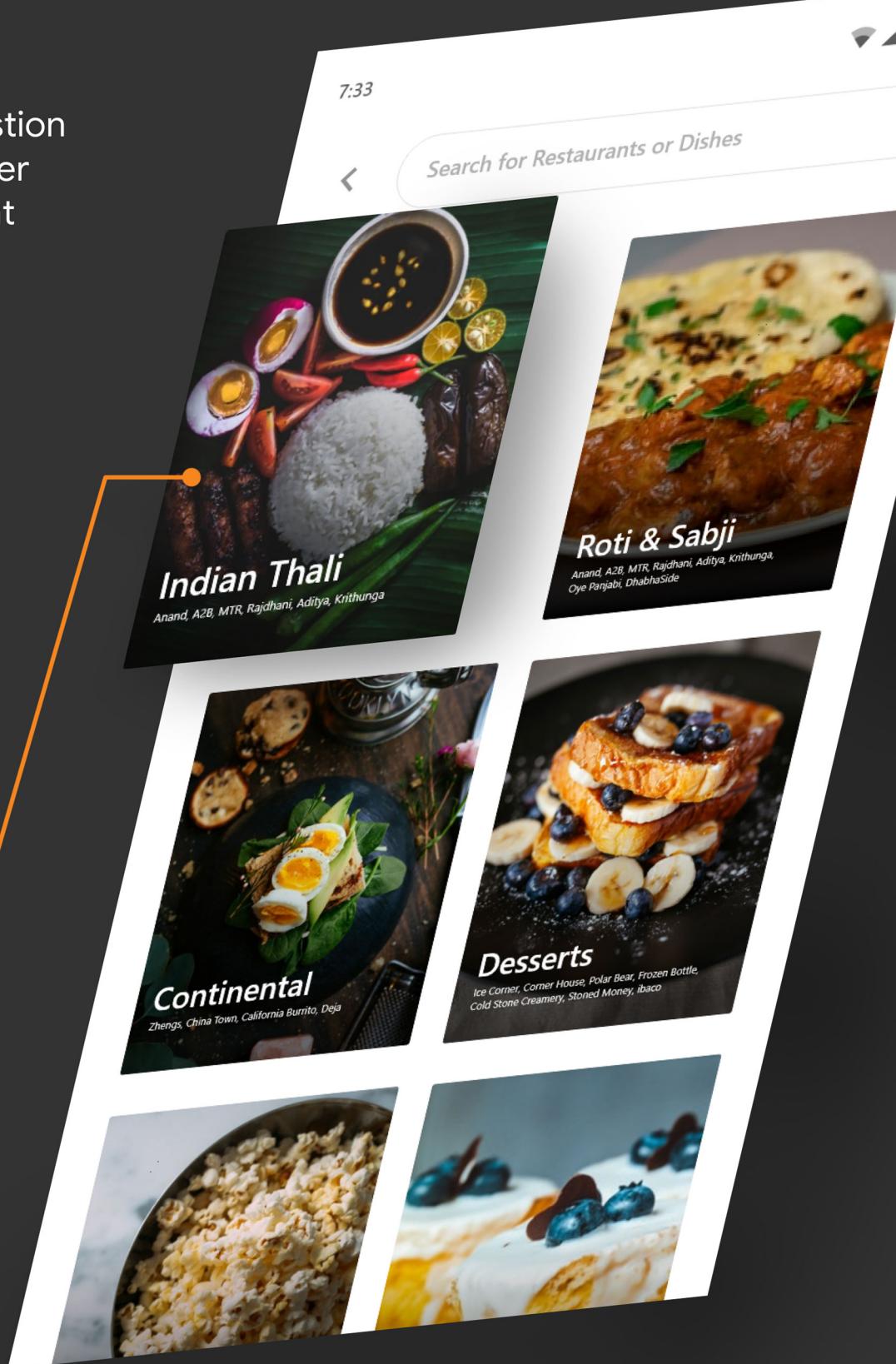
- The opening page has a list of all categories that the restaurant offers.
 - Each category is indicated with an icon and colour signature to denote divisions between segments.

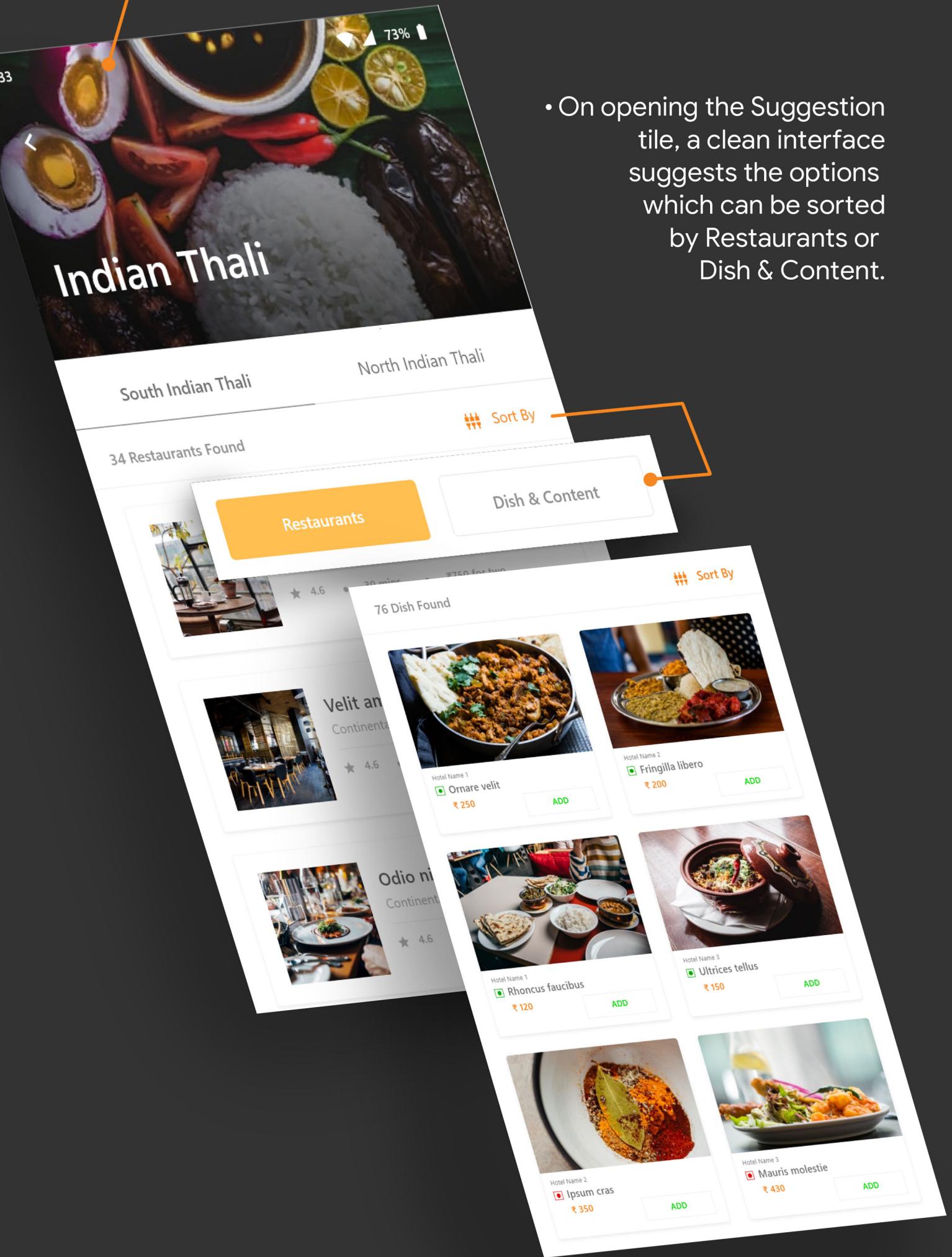
The Category Catalog links to the Menu list



Search Page

- The Search Suggestion tiles consists of lesser content. The content is to the point and informative.

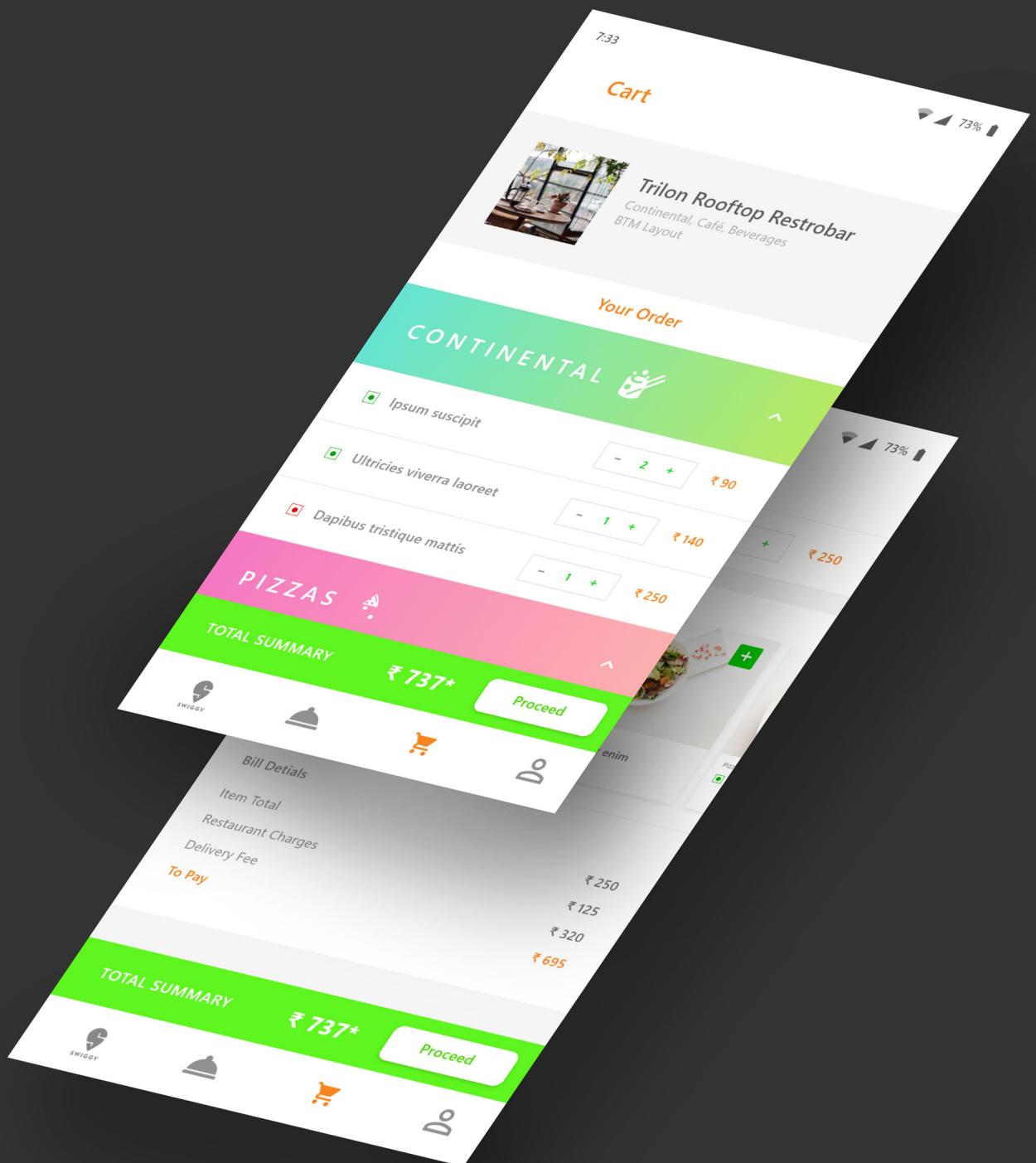




- On opening the Suggestion tile, a clean interface suggests the options which can be sorted by Restaurants or Dish & Content.

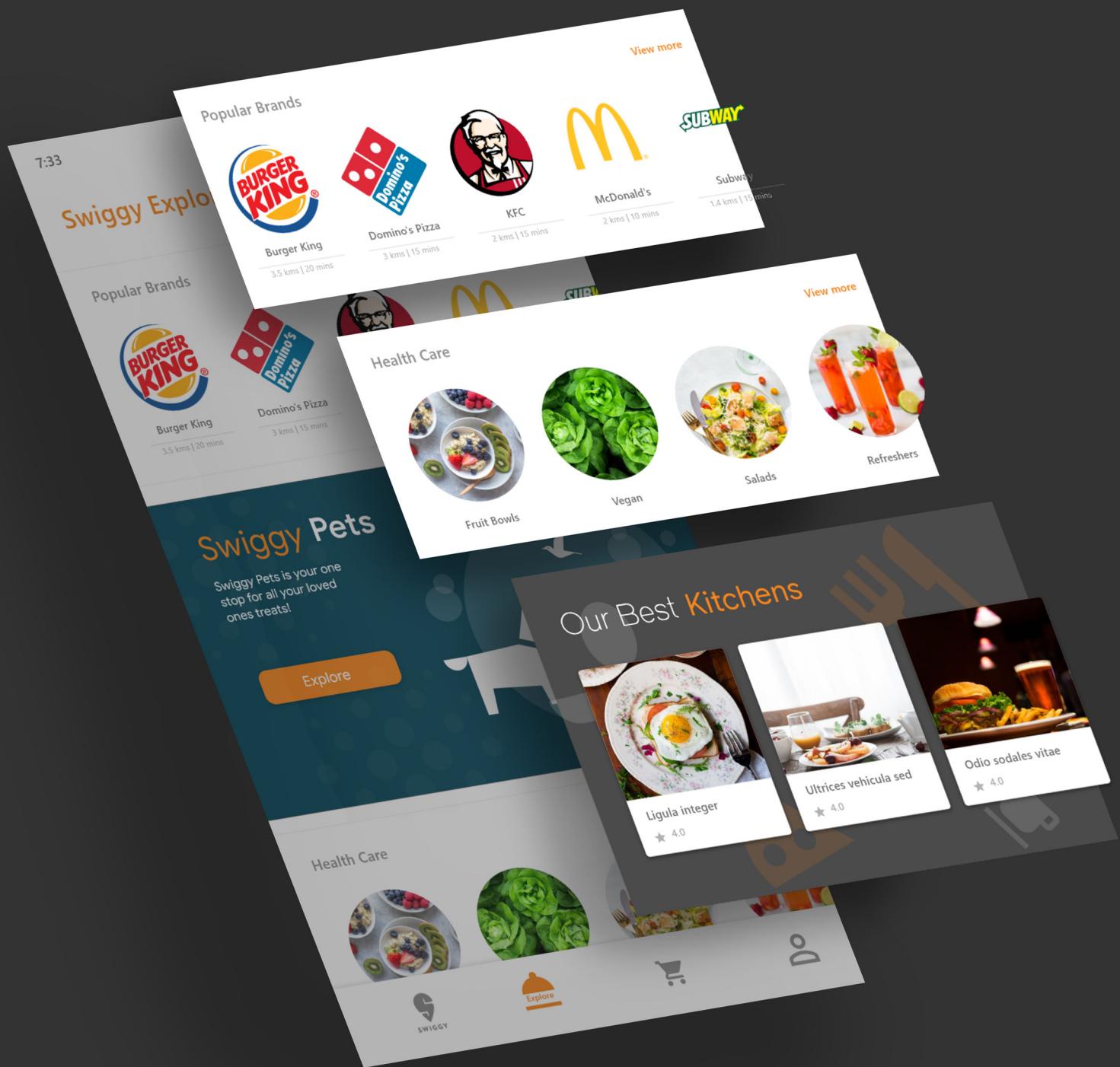
Cart Pages

- The order is segregated by the category of food.



Explore Page

- The navigation bar ‘Explore’ contains a segment that shows all the assorted options that show up on the landing page.



Other Pages

The image displays three overlapping screenshots of the Swiggy mobile application interface, illustrating various features:

- Top Screenshot (Offers):** Shows the "Swiggy Offers" screen. It includes tabs for "Restaurant Offers" and "Payment Offers/Coupons". Below these are sections for "Available Coupons" and "Top Offers". One offer card for "Magna commodo consectetur" from a bakery/dessert shop is highlighted, showing a 40% discount. Other visible payment offer cards include "paytm" and "SBI".
- Middle Screenshot (Offers):** A second view of the "Swiggy Offers" screen, showing the same layout and content as the top one.
- Bottom Screenshot (Account):** Shows the "Account" screen for a user named "Natasha Palmer". The screen lists several navigation items: "Manage Address", "Payment", "Favourites", "Referrals", "App Settings", "Past Orders", "Help", and "Logout". Each item has a corresponding icon and a right-pointing arrow indicating further options. The "Edit" button is located above the user's name.

Mood Board

Keywords

Sophisticated, Minimal, Bloggers, Community, Digital, Experiences.



Brief

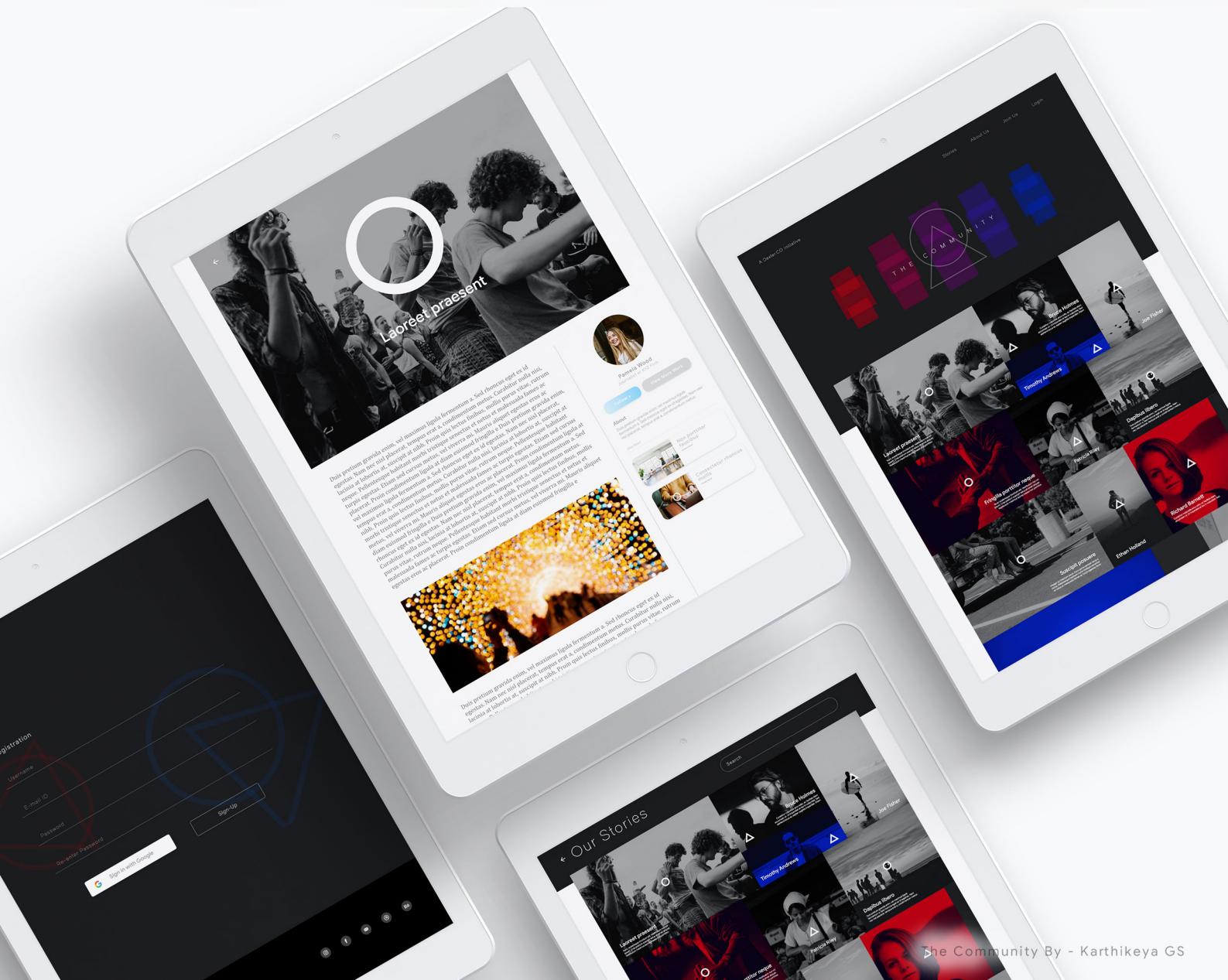
The Community is an online blogging platform for content writers to document and share their experiences and learnings with the community. The articles published are broadly classified into ‘Stories of an Individual’ and ‘Experiences with a Group’. Each story tile has a signature. Stories of an individual are tagged with a triangle and Experiences with a Group are tagged with a circle.

The article tiles are organized in a ‘justified-scattered’ fashion, each having a title along with a brief about the article.



Goals

- To design an unconventional layout for a webpage cum mobile application for a blogging platform.
- The design must be responsive and minimal. The Design shouldn't be monotonous. The article layout must be catchy yet usable.
- The final goal is to understand the usability of such grid structures in web-pages and learn where else similar patterns can be applied.

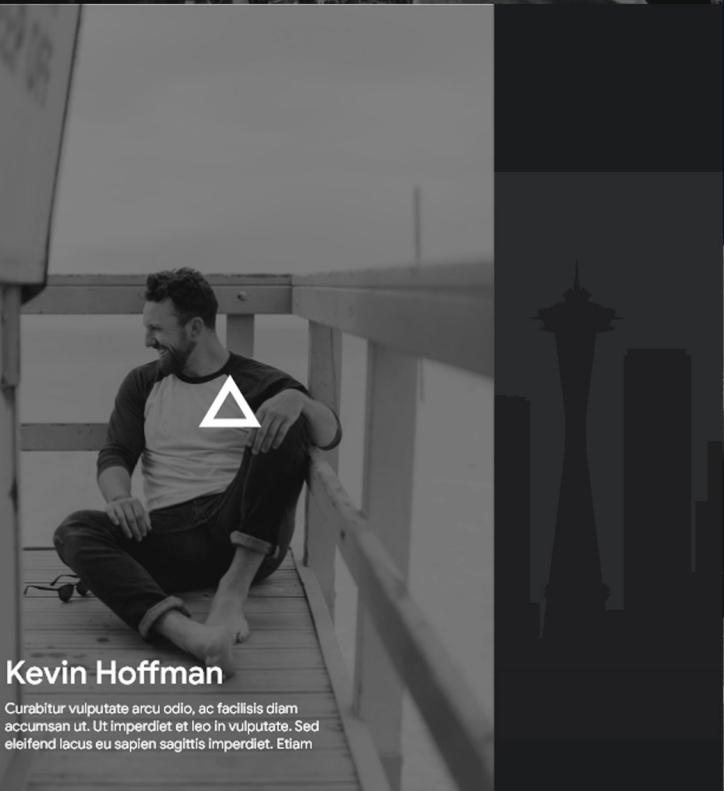
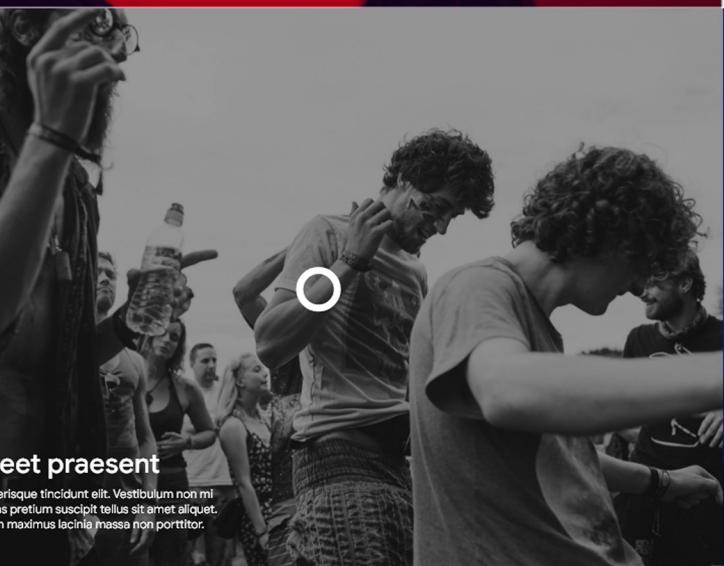


Article Signatures

Every blogging platform features articles. In The Community, Stories of an individual is indicated by **red** overlay and Experiences in a group by **blue** overlay.

Richard Barnett

Curabitur vulputate arcu odio, ac facilisis diam
accumsan ut. Ut imperdiet et leo in vulputate. Sed



The Perfect Beach Party

Aenean sed nibh a magna posuere tempor. Nunc
faucibus pellentesque nunc in aliquet. Donec congue,
nunc vel tempor congue, enim sapien lobortis ipsum,



Desktop Mode

when in desktop mode,
2/3rd of the screen is dedicated for
the article and the rest is allocated
for author detail and suggestions.
Both are independently scrollable.

2/3

a enim, vel maximus ligula fermentum a. Sed rhoncus eget ex id
nisl placerat, tempus erat a, condimentum metus. Curabitur nulla nisi,
, suscipit at nibh. Proin quis lectus finibus, mollis purus vitae, rutrum
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1/3

Pamela Wood
Journalist at XYZ Firm

Follow + View More Work

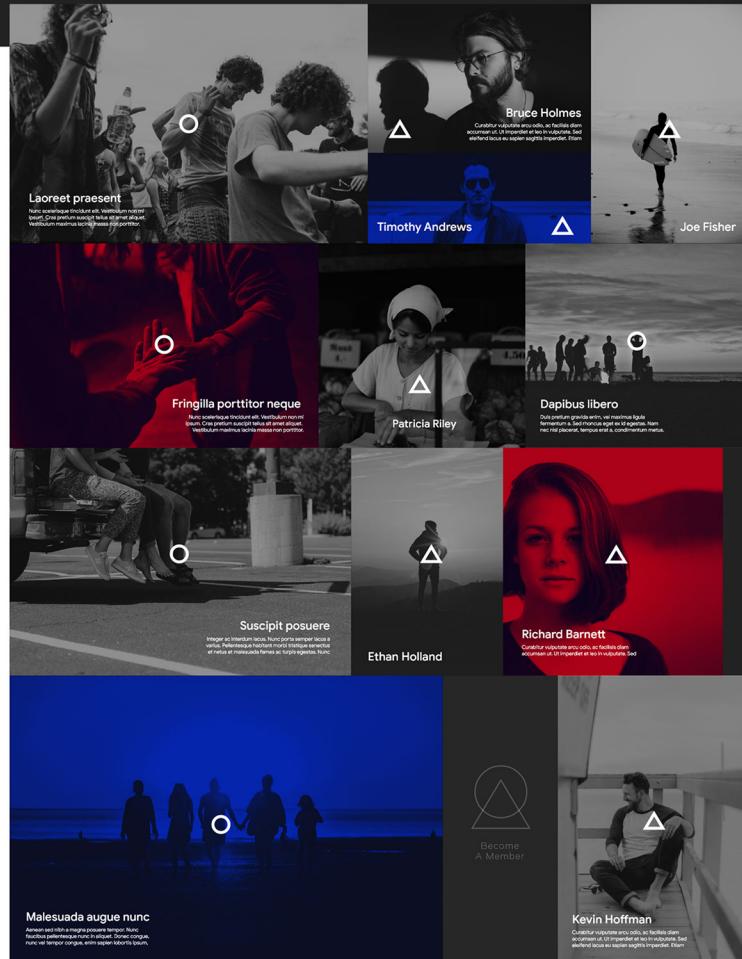
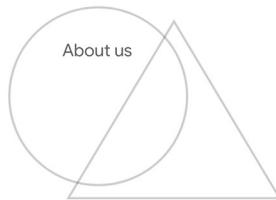
About

Duis pretium gravida enim, vel maximus ligula fermentum a. Sed rhoncus eget ex id egestas. Nam nec nisl placerat, tempus erat a, condimentum metus.

Also Read

Non porttitor faucibus
Pamela Wood

Consectetur rhoncus mollis
Pamela Wood

[Load More](#)

Vestibulum blandit viverra convallis. Pellentesque ligula urna,
fermentum ut semper in, tincidunt nec dui. Morbi mauris lacus,
consequat eget justo in, semper gravida enim. Donec ultrices varius
ligula. Ut non pretium augue. Etiam non rutrum metus. In varius sit
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rhoncus, metus ac convallis ultricies, turpis augue vestibulum elit, ut
pharetra orci urna quis lectus. Praesent in libero non enim tincidunt
imperdiet nec vitae urna. Morbi elementum non enim eget aliquet.
Vivamus fermentum quam magna, ac cursus neque pulvinar feugiat.
Nulla facilisi.

EcoSpace

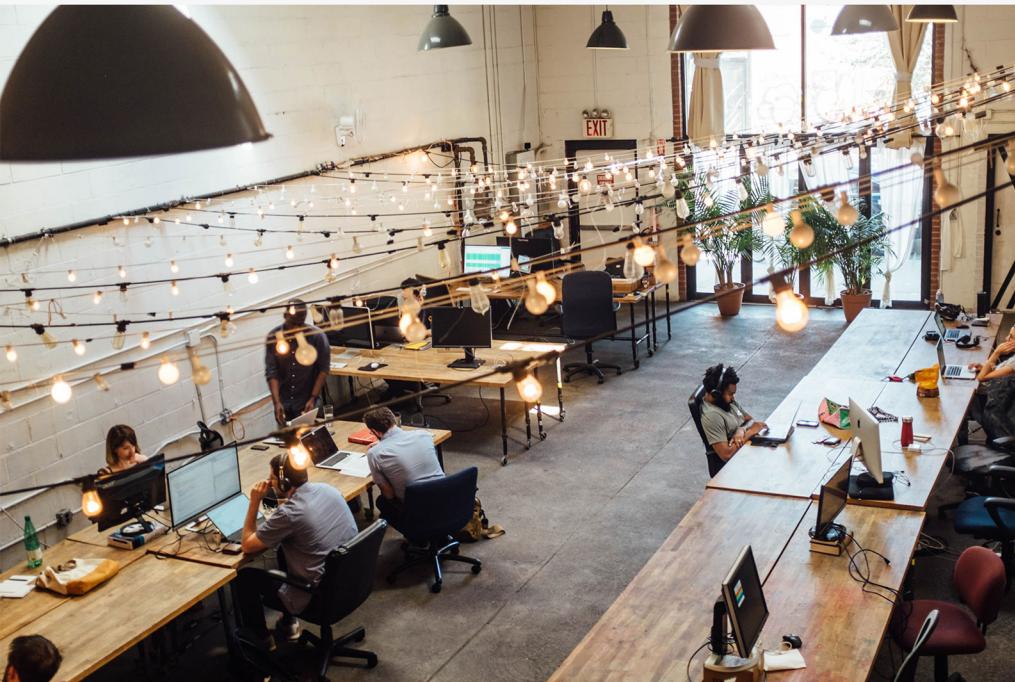
Home Automation Application



Mood Board

Keywords

Sophisticated, Minimal, Workspaces, Home, Control, Automation, Security.



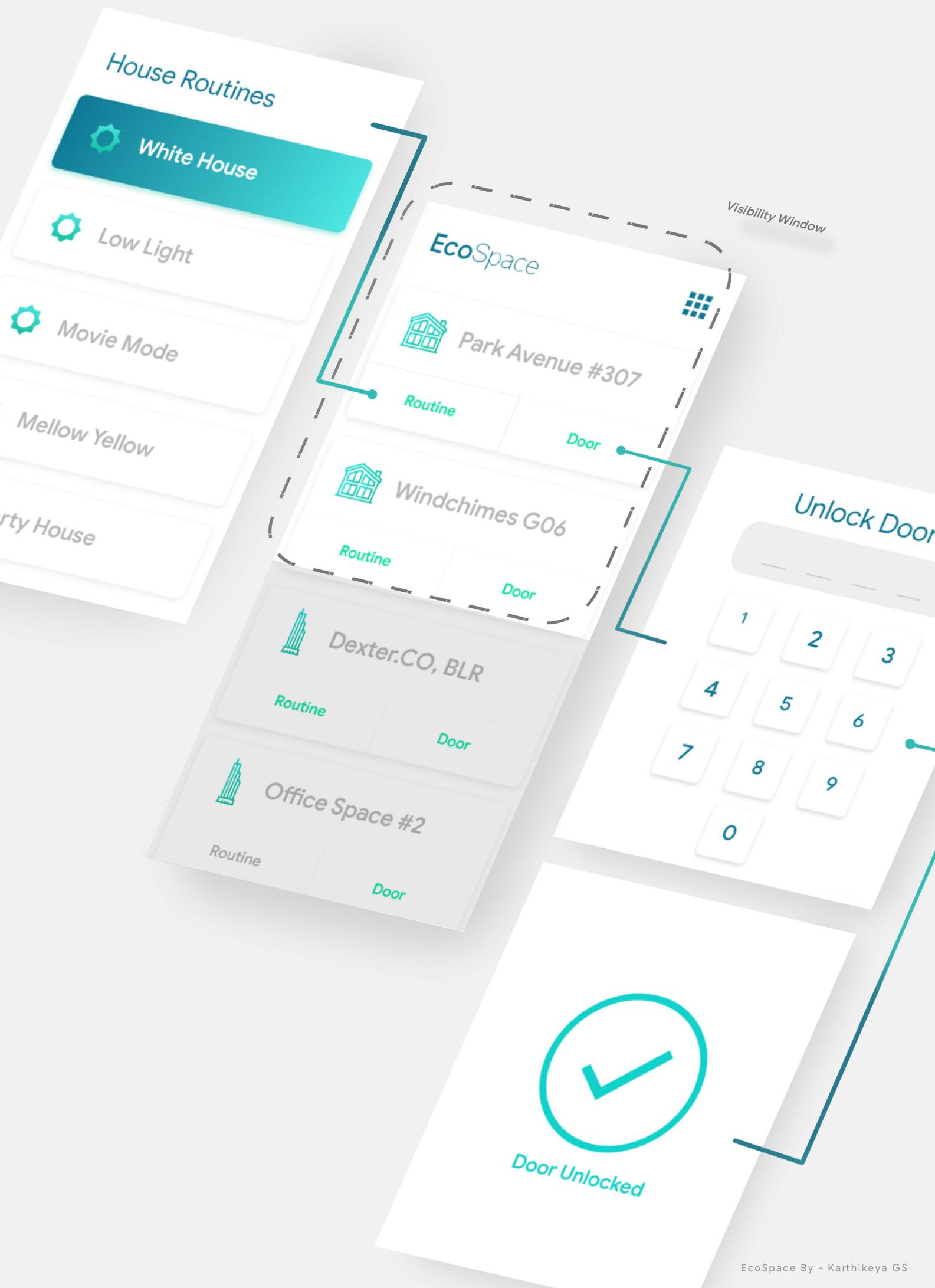
Brief

On the advent of wearable devices, smart watches have become a game changer. To add to their already expanding functionality, this project adds home automation to it.



General Flow



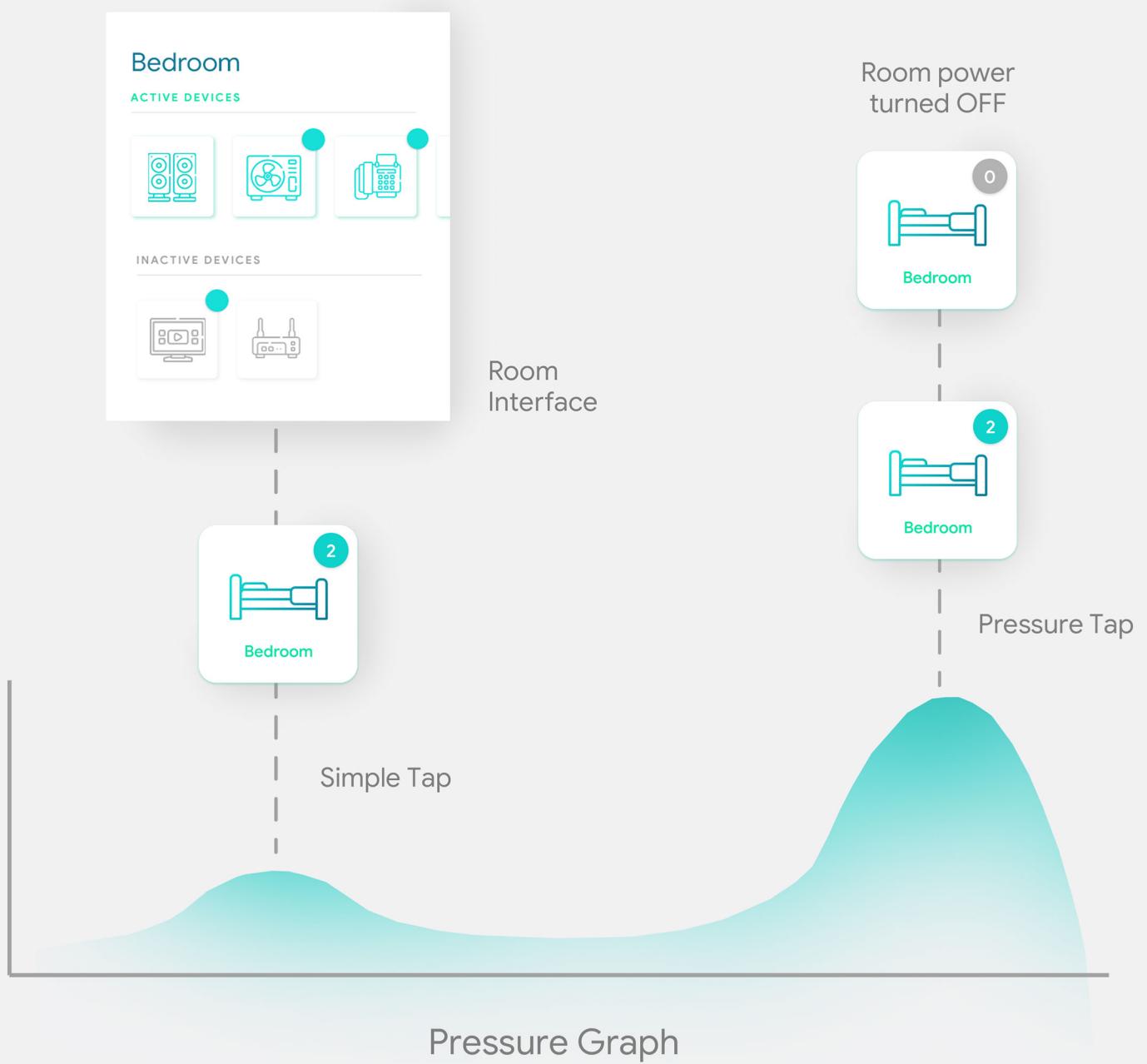


Interactions

The illustration shows a pressure graph and corresponding behaviour of the interface.

Simple Tap: Opens the room screen

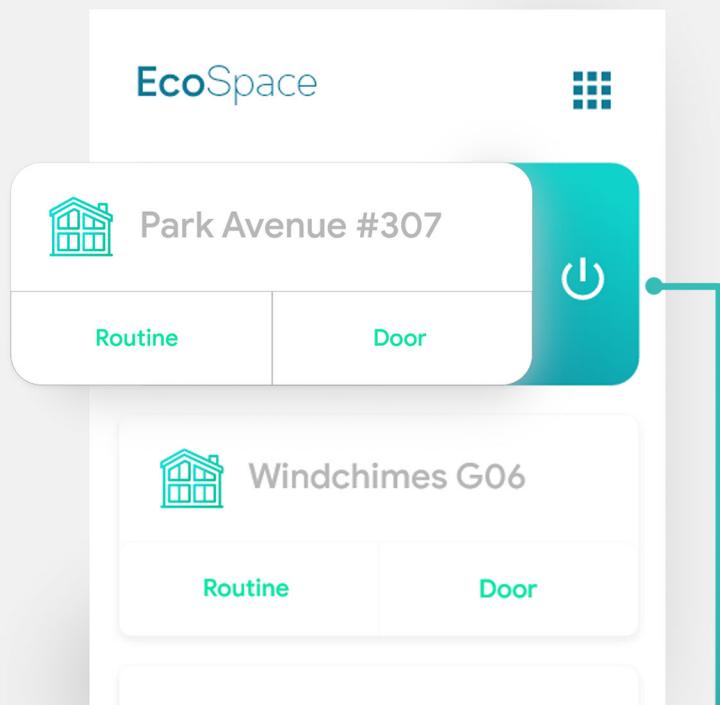
Pressure Tap: Turns OFF/ON all the devices in the room.



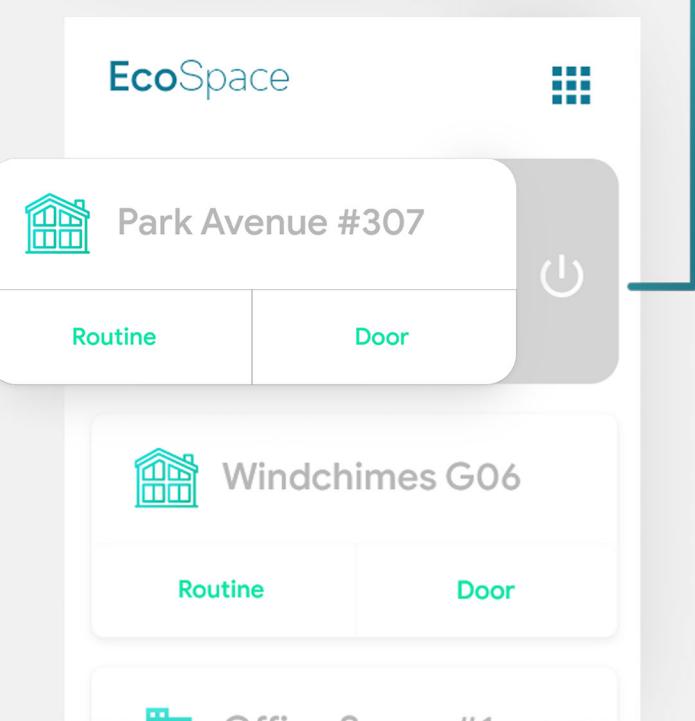
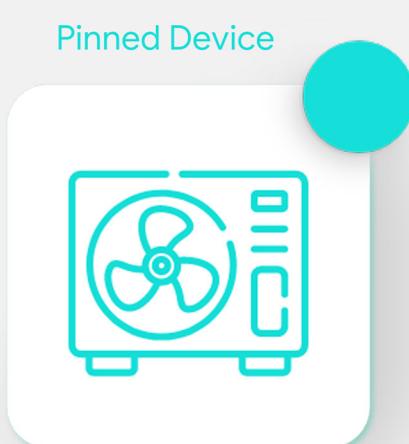
Interactions

Kill Switch:

Sliding the House/ Workspace tile, a kill switch is activated to completely cut power to all the rooms (and thus devices).



When the same process is carried out to turn ON the devices in the space, only the '**Pinned**' devices are activated.





MISCELLANEOUS

Dexter.CO

We at Dexter.CO believe that, minimalism and aesthetics are a vital element in every part of our lives. To attain the user satisfaction and experience, we strive to enhance the quality and feel of the products the user is already acquainted with.

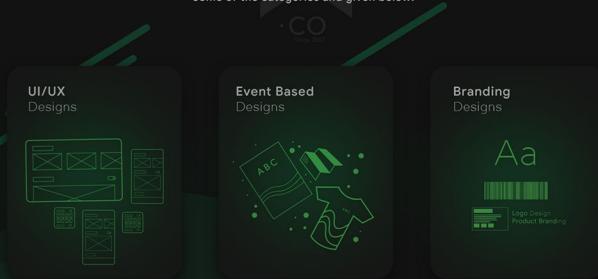
[Our Work](#)

About DX.CO

Dexter.CO was founded in the year 2017 by Karthikeya GS. The company was started with the intention of personalizing simple merchandise like notebooks and laptop stickers. Now the brand has branched into a variety of streams like UI/UX designs, graphic designs for events and company branding and rebranding.

The dream for this company is to make it a multidisciplinary system like product designing, manufacturing products in affordable costs. The company believes in simple yet sophisticated living.

Some of the categories given below:



Our Branding

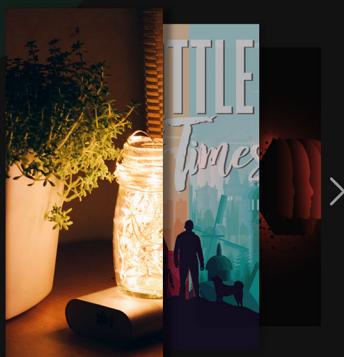


Projects

Room Aesthetics

Dexter.CO believes in affordable spaces with minimal and productive aspects to it. Most of our spaces are custom built for our customers. Customization usually comes with a relatively higher cost. We understand the needs of each customer and provide them with spaces which match with their personality.

[Know More](#)



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Subscribe to our Newsletters

Get timely updates on our ventures and product releases. We release a new article every Wednesday on topics like UI/UX, product branding, setup ideas and much more.

THE LIST APP

The List App is your one destination to keep you in check with your to-do list and the item list that needs to be purchased. The app is loaded with a ton of features with quick and eye catching information and provides a great deal of insight.



✓ LIST LAYOUT

Providing the user with the progress of work done and indicate important lists the cards show the progress in percentage and move up and down the list based on the progress and due-date.

✓ THE GROCERY LIST

List with color signature to make traversal and sorting through the list much easier and quicker.

<input type="radio"/> Yellow	Bakery
<input type="radio"/> Green	Vegetables and Fruits
<input type="radio"/> Cyan	Sanitation Related
<input type="radio"/> Blue	Stationary
<input type="radio"/> Orange	Cooking Ingredients
<input type="radio"/> White	Diary Products



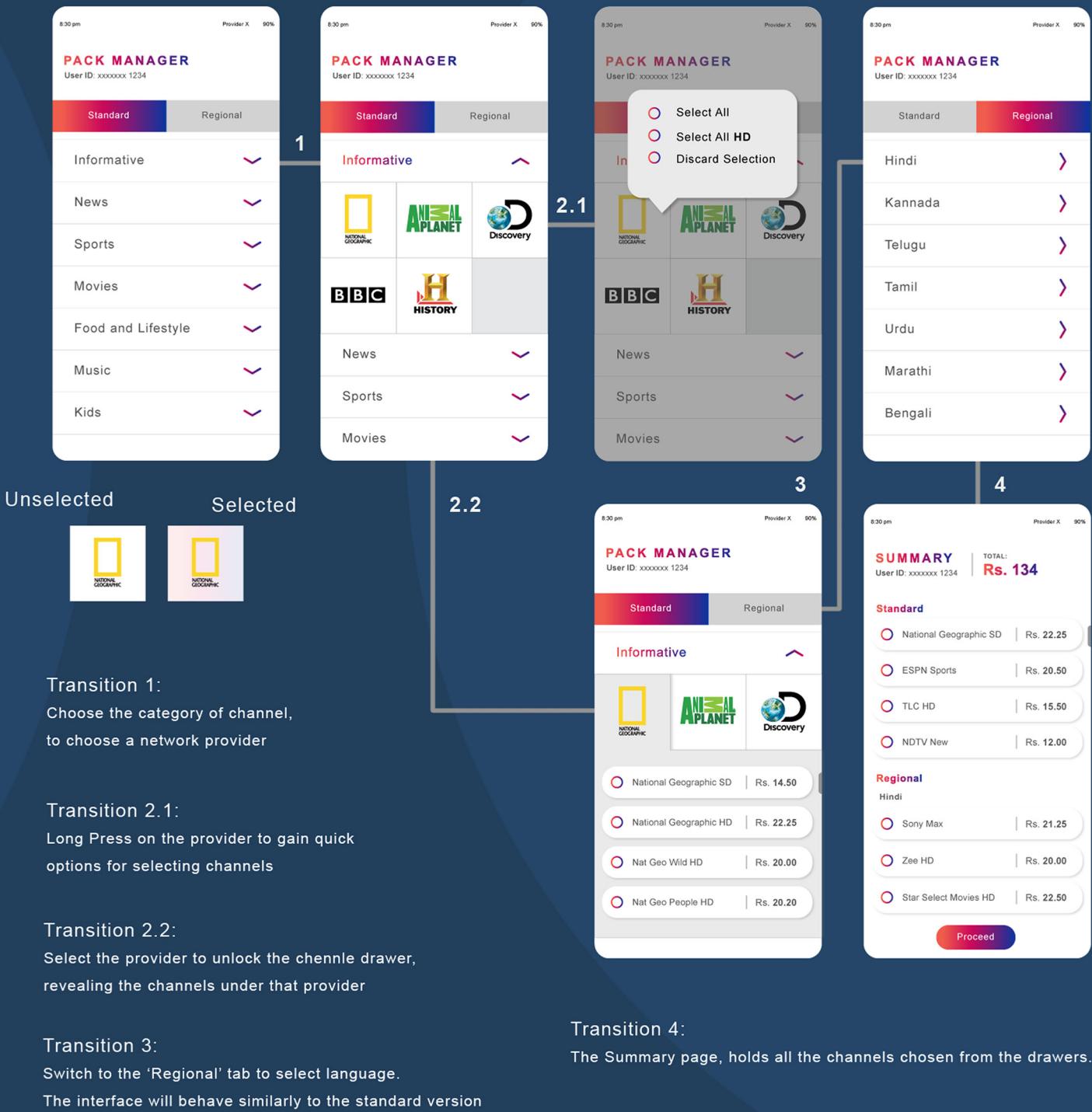
✓ STORE VIEW

Walk in and walk out! The Store View option helps you navigate through the store by the requirements in the list and the arrangement of the store layout.



Link your To-Do list and Grocery list

Tatasky Pack Manager interface redesign



Note: This project wasn't for Tatasky. The interfaces are designed based on observations and lacking of good interface in the existing application.

Internships

iThink Software Labs

Maharashtra (Remote)

UI/UX Designer: 04/2019 - 07/2019

Reference: Rupesh – 9420351516

Parallel Solutions

Bangalore (Remote)

UI/UX Designer: 08/2019 - 10/2019

Reference: Navin – 9513344407

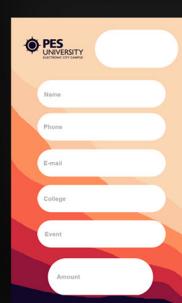
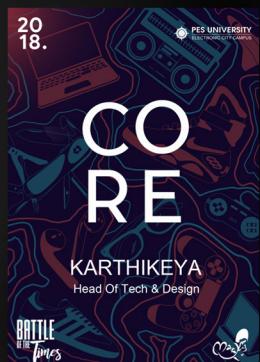
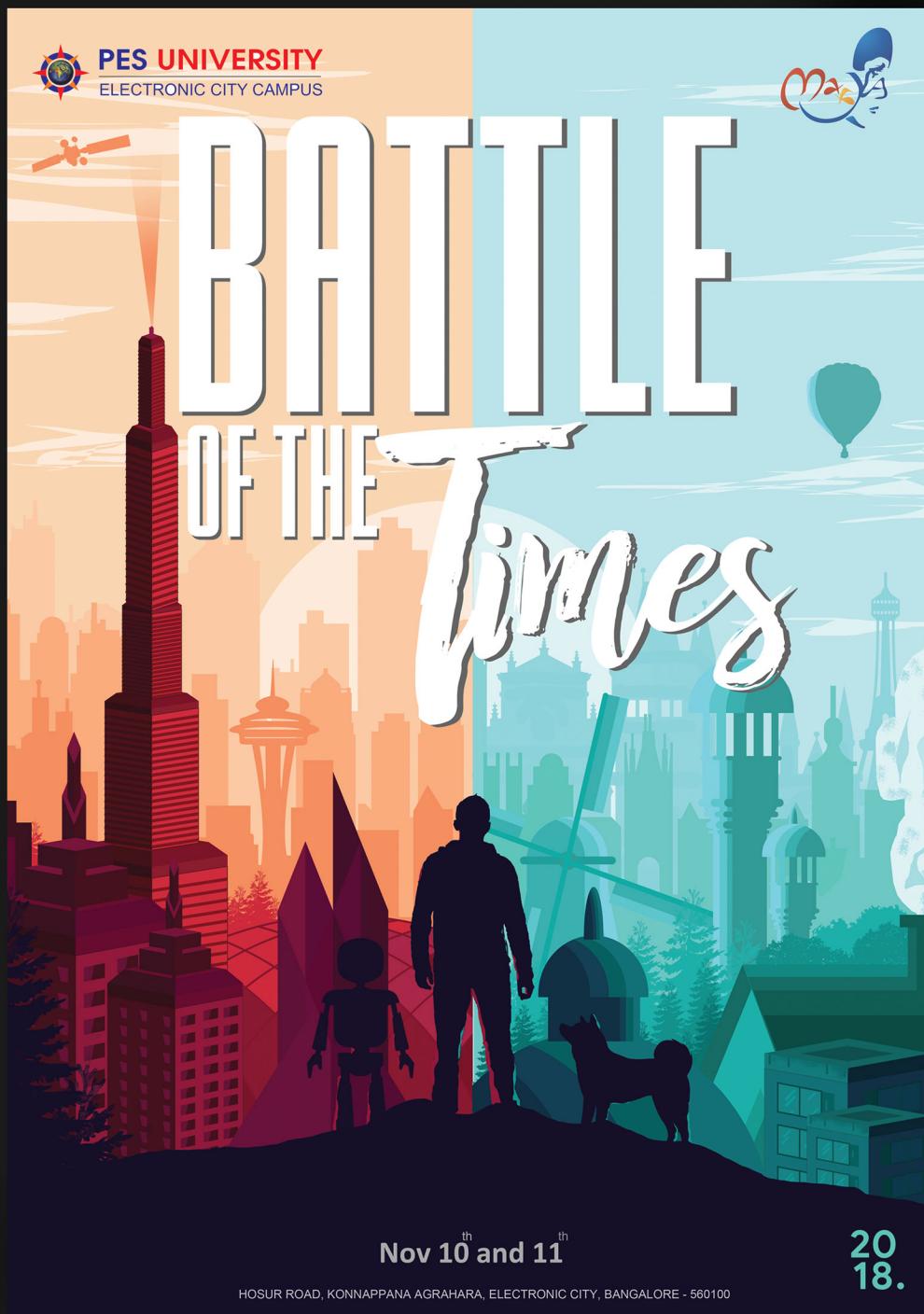


Other Projects & Skills

Design for Events
Dexter.CO (Startup)
Workspace
Photography



Event Designs - Maaya 2018



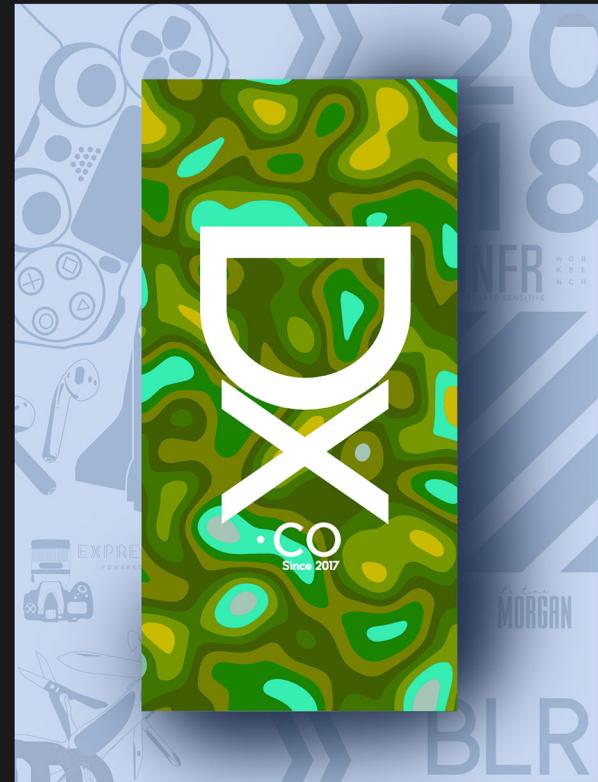
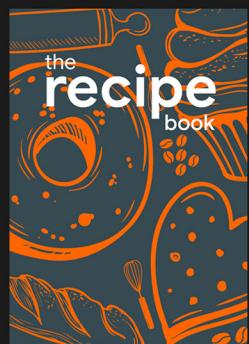
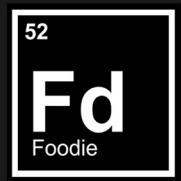
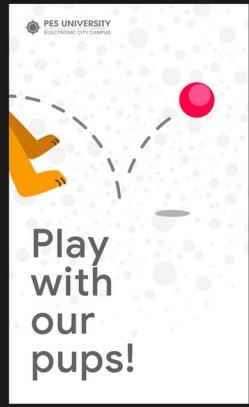
Event Designs - TEDxPESUECC 2019





Dexter.CO is a startup currently making posters, stickers, laptop skins, product branding, books and also expanding into room aesthetics. In brief, it's a multi-disciplinary movement that believes in affordable & aesthetic lifestyle and products.

@dexter.company



Logo Design for Companies

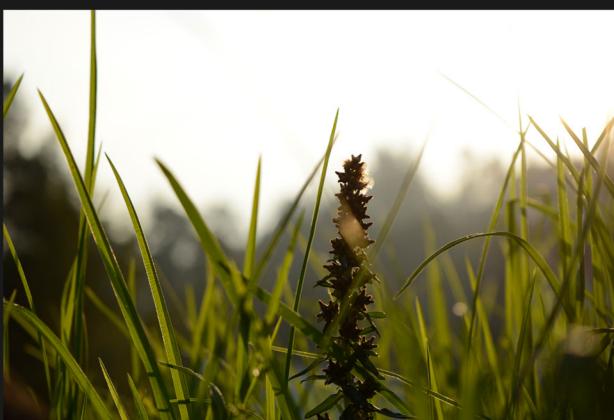
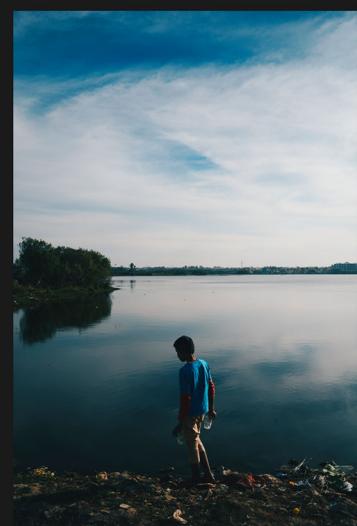
W O R K S P A C E

build over buy



PHOTOGRAPHY

Instagram: @karthikeya_gs



Device Mockups

Anthony Boyd - www.anthonboyd.graphics

Icon Packs

Google Material Icons

Restaurant XD icon set - [Anano Miminoshvili](#)

Tools Used

Adobe XD

Adobe Photoshop

Adobe Illustrator

Credits

Content writing and curation: [Naazneen Ahmed](#)

Testing and corrections: [Manavi Pai](#)