

# JITHIN BABU

User Experience Architect  
Portfolio 2021

## About

User Experience Architect with 10 years of experience in working from start-up to corporate design teams and with rich diverse educational backgrounds. I focus on creating meaningful experiences having business value. Well-versed in working closely with business teams as well as agile development teams in tandem. I can take ideas from concepts to production-ready digital products.

I love photography and traveling which constantly inspires me and gives me fresh perspectives.

## Skills

- User-centered Design
- Information Architecture
- Digital Product Designing
- Agile Methodologies
- User Research
- Wireframing & Visual Design
- HTML & CSS

[www.jith.in](http://www.jith.in) | [mail@jith.in](mailto:mail@jith.in)  
+91 9447782990

EXPLORE





# DIGITAL PRODUCT DESIGN

## Overview

Working in Dubai for five years gave me the opportunity to be a part of growing digital presence of Government entities in UAE. The design deliverables I made during that period includes mobile apps, websites, kiosk UI and marketing materials.

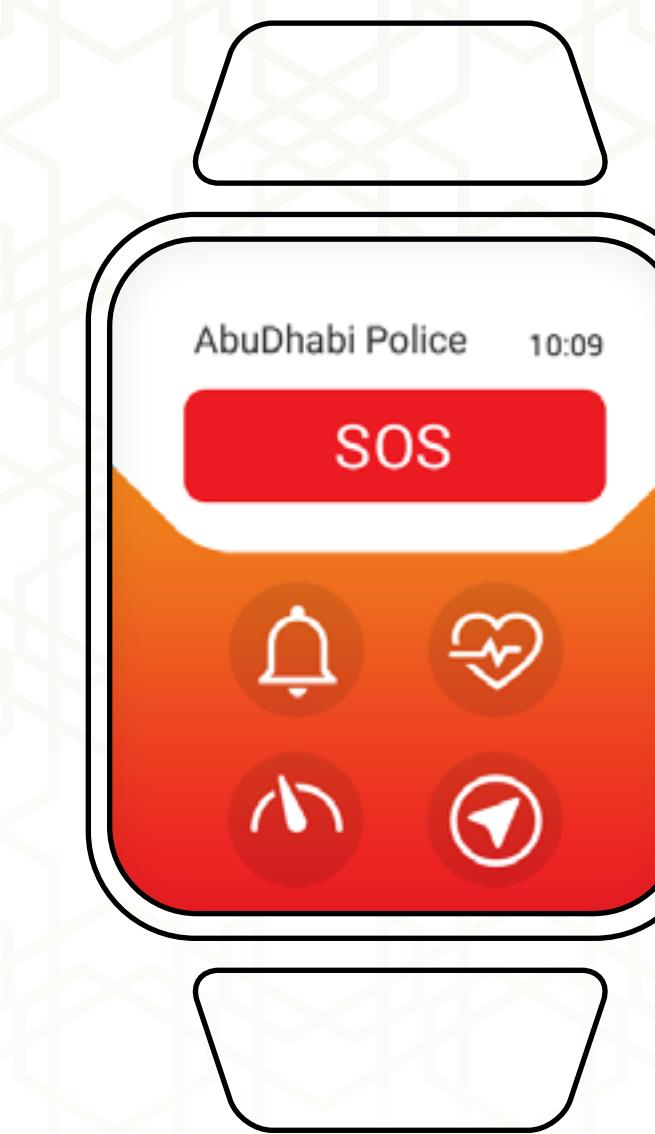
## Role

UI UX Design

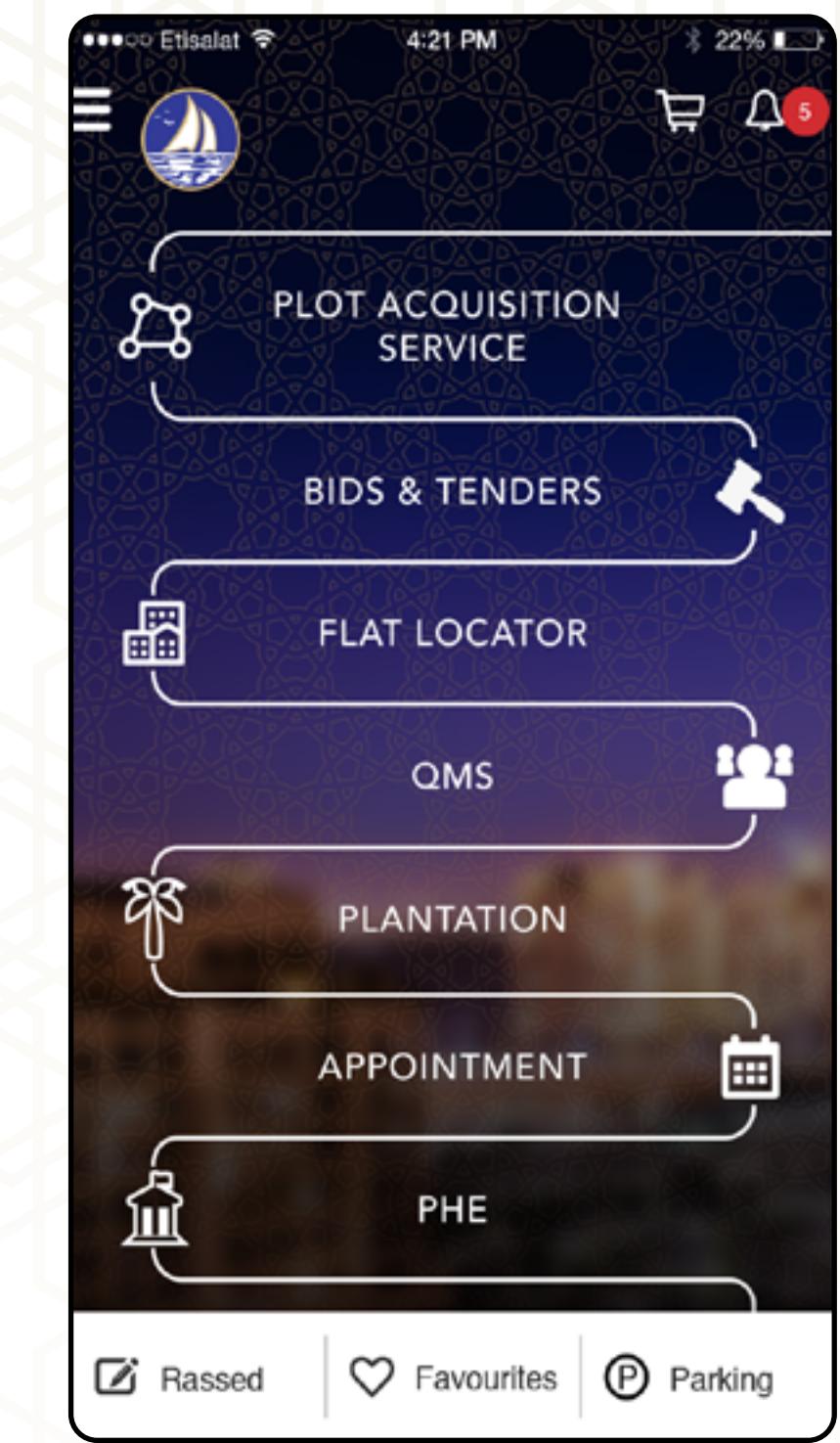
## Design Process

Designing digital products for Middle East required deep understanding of the design trends and typical requirements such as support of multi language designs. During my time in Dubai I had the chance of designing applications for different mobile platforms which were all advancing vastly at the time. Within the team I contributed to the evolving design process with the introduction and adoption of new design tools and techniques.

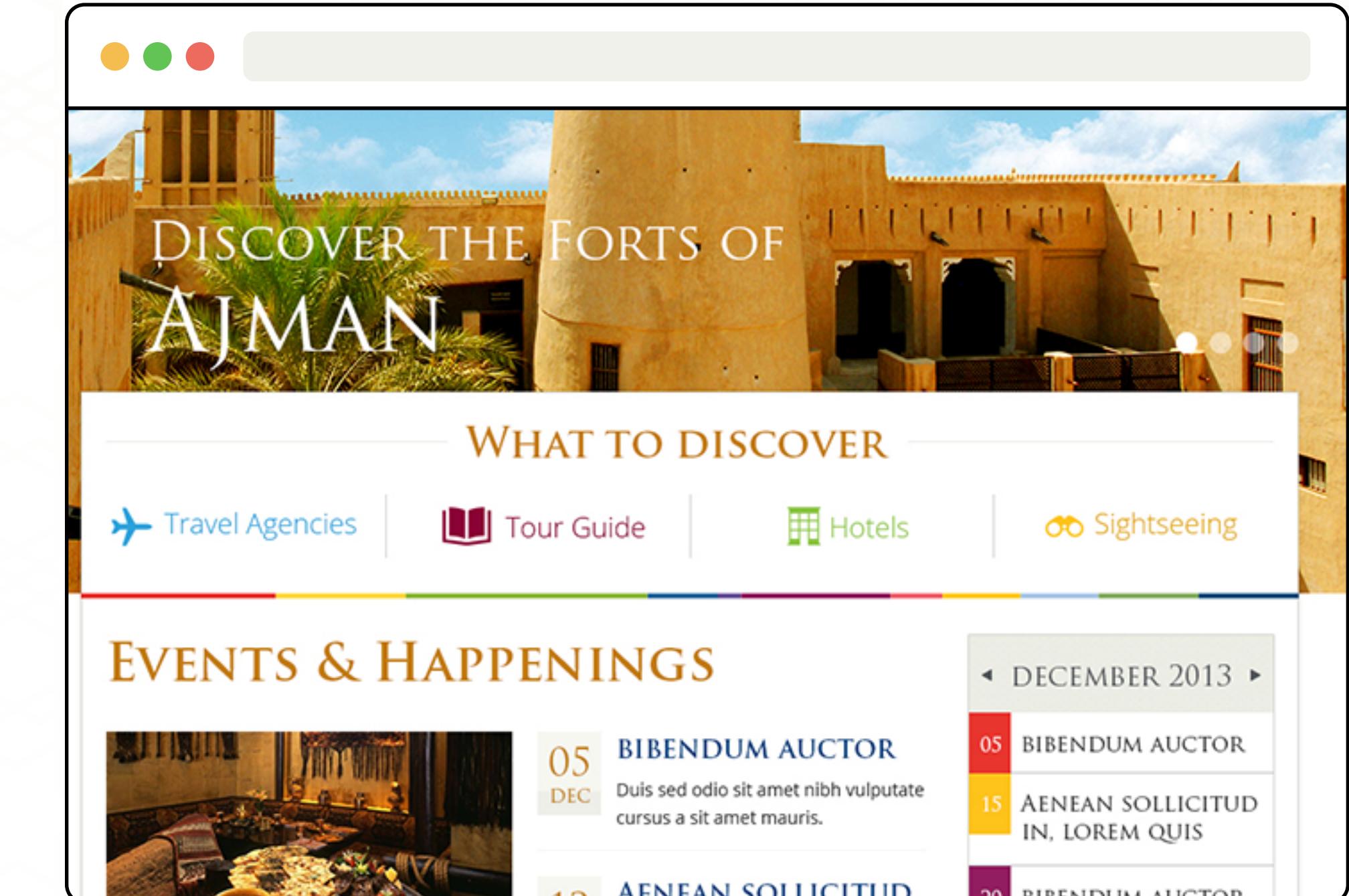
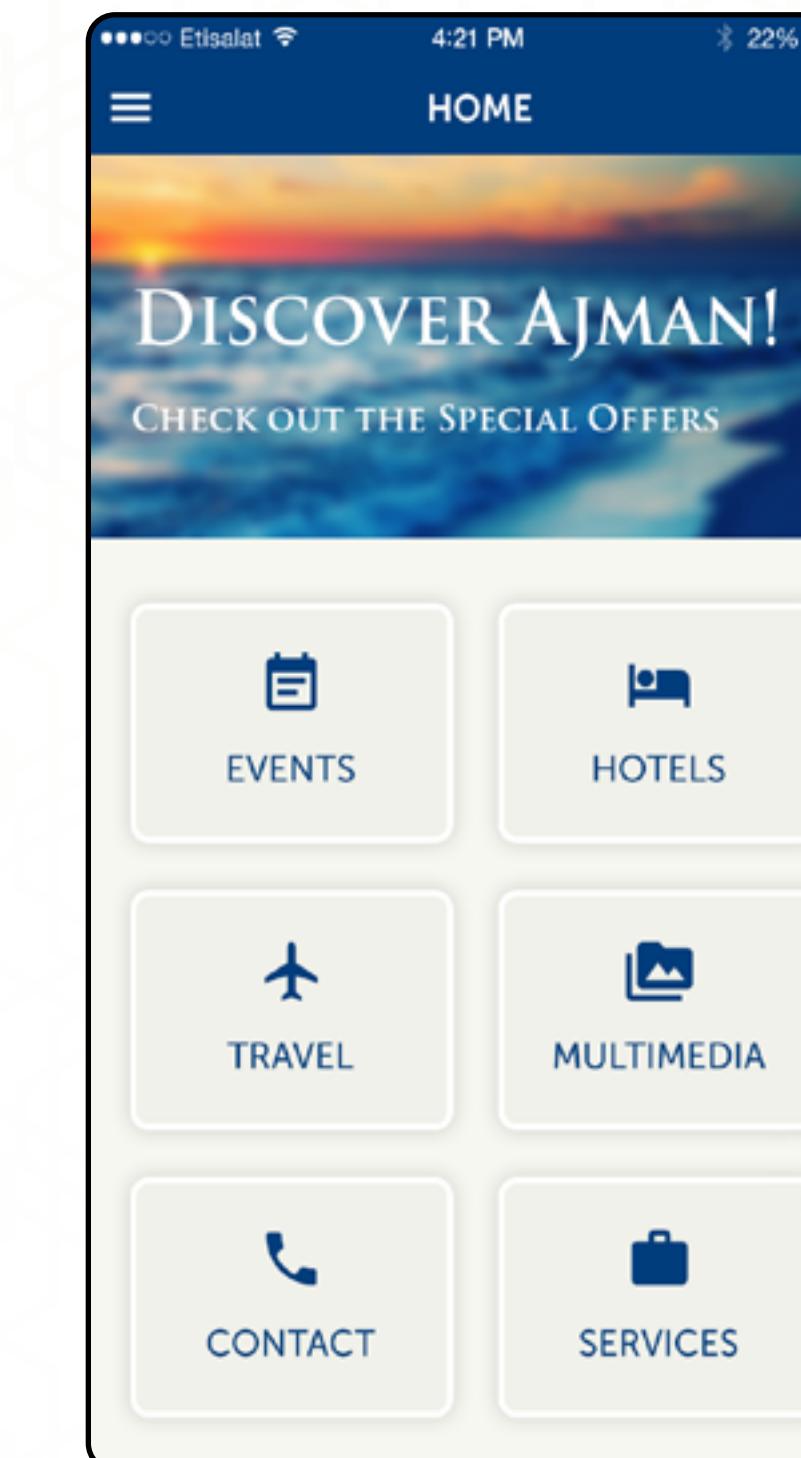
## Tools



Abu Dhabi Police  
Apple Watch App(Prototype)



Ajman Municipality and Planning Department  
Mobile App



Ajman Tourism Development Department  
Official Website & Mobile app

# UNITED KERALA

## Overview

Kerala is small state in the south of India which has a rich history. Like most other regions, after Indian Independence, Kerala joined the Union of India as a state and became dependent on the Indian Government ever since. This project was an attempt to visualize an alternate history picturing Kerala as a country of its own and not as a state. It was made to stimulate a rethinking in the minds of people of Kerala about the unused and hidden potential of the region and population.

## Role

Concept, Visual Design

## Design Process

A large part of the audience, including millennials were not informed about this local version of history. So for that I had to recreate the maps and build a story to establish the base concept. Audience will find it easy to understand once the concept is told through pictures, so I planned and visualized several scenarios that can fit into the storyline.

## Tools



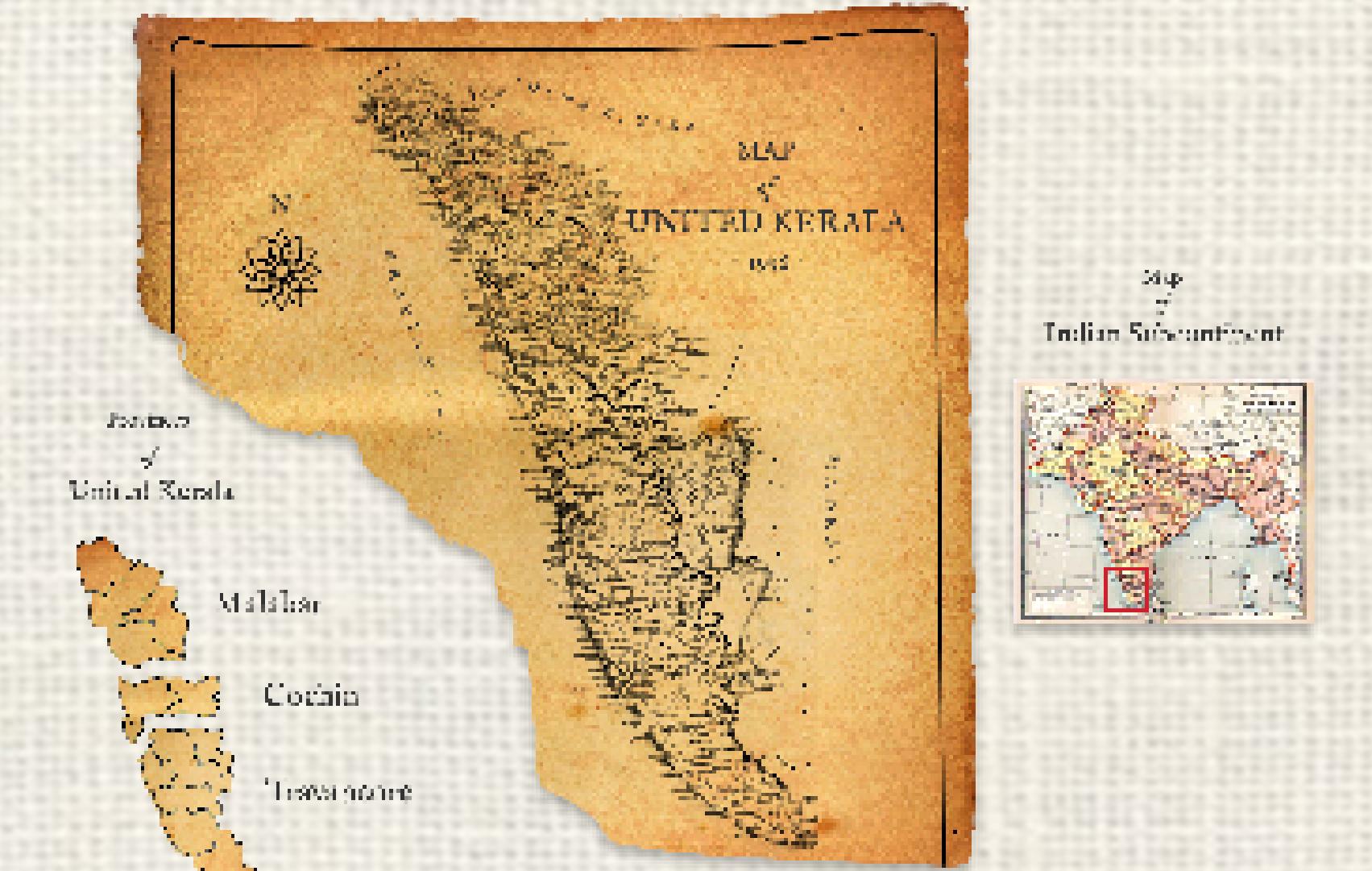
Main Logo



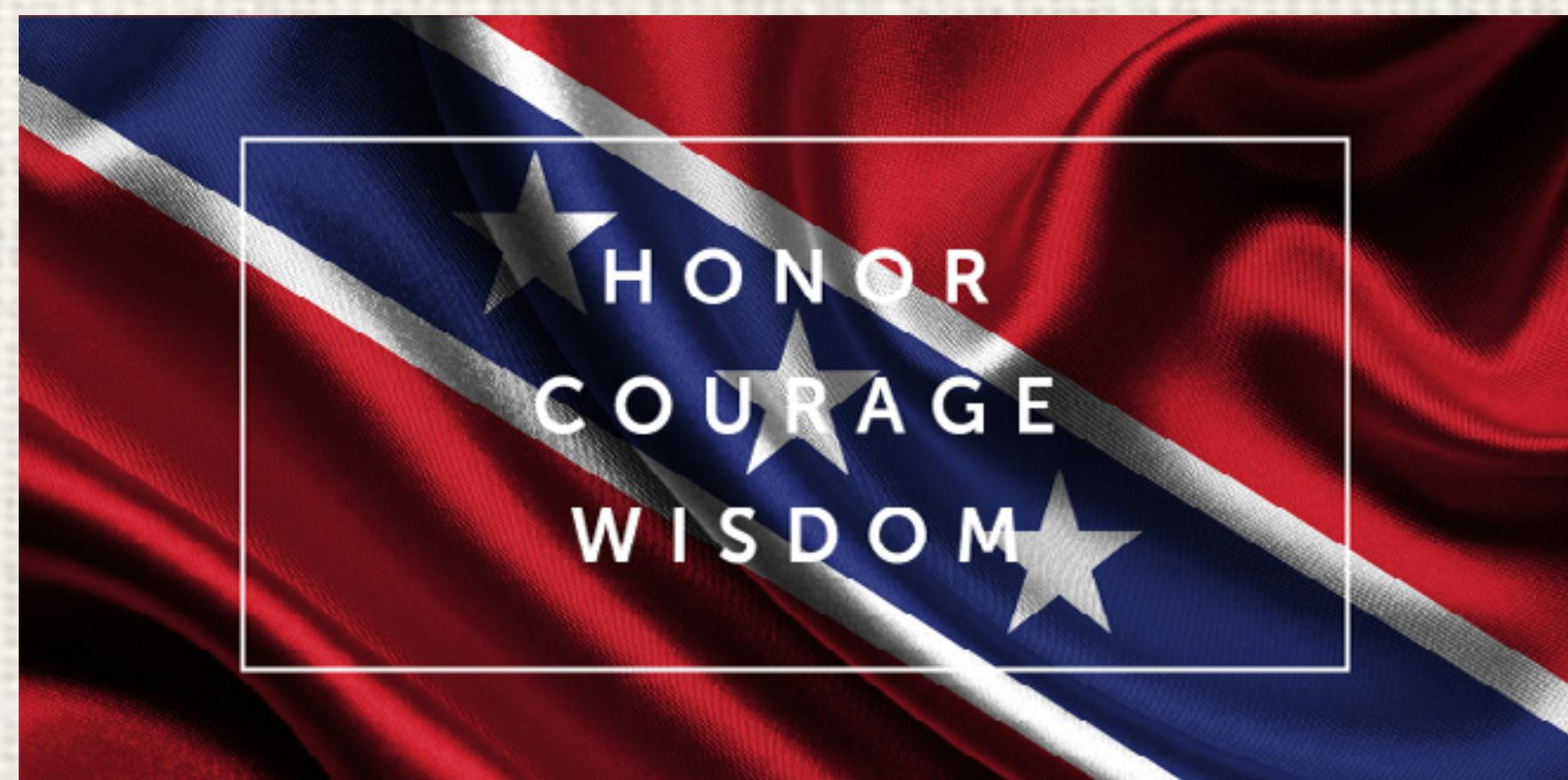
Design Elements



Associated Graphics



Branding Applications



# BRANDING & BRAND DEVELOPMENT

## Overview

Some times a book can be judged by its cover, if the branding is right. Big or small, a company - application - event or a cause, for me branding was a way to give life and character to purpose of it.

## Role

Branding / Graphic Design / Illustrations

## Design Process

Branding should represent a common sign or language which is acceptable and recognizable by both the maker and viewer. While branding an organization or event can be done with the help of many design elements, the UI and UX serves a big role in defining branding of digital apps.

## Tools



The image shows an open notebook with four distinct branding projects displayed on its pages, each accompanied by a pen and a pencil.

- Page 152:** Features the logo for "The Stringless Kite" (நீலிழங்கு) in Tamil script, with the English name "The Stringless Kite" below it. It includes a stylized kite icon. Description: "Film Logo and Titling ( Short Film )".
- Page 153:** Features the logo for "WordZo alpha" with the tagline "read.refer.learn". Below the logo are three icons: a book, a magnifying glass, and a star. Description: "Product Branding ( Web Application )".
- Page 154:** Features the logo for "CAMPUS BLOGGING COMPETITION" with a stylized pen nib icon. Description: "Campaign Branding ( Blog )".
- Page 155:** Features the logo for "St. THOMAS ORTHODOX CATHEDRAL" featuring a detailed illustration of a cathedral facade. Description: "Community Branding ( Church )".

A black pen and a pencil are resting on the notebook, and the notebook is bound with a black elastic band.

# ILLUSTRATIONS (1/2)

## Overview

Social impact through design.

Most of the illustrations I made is in relation to contemporary global as well as local socio-political issues. I use the medium of illustrations as a powerful and abstract way of expression and interaction.

## Role

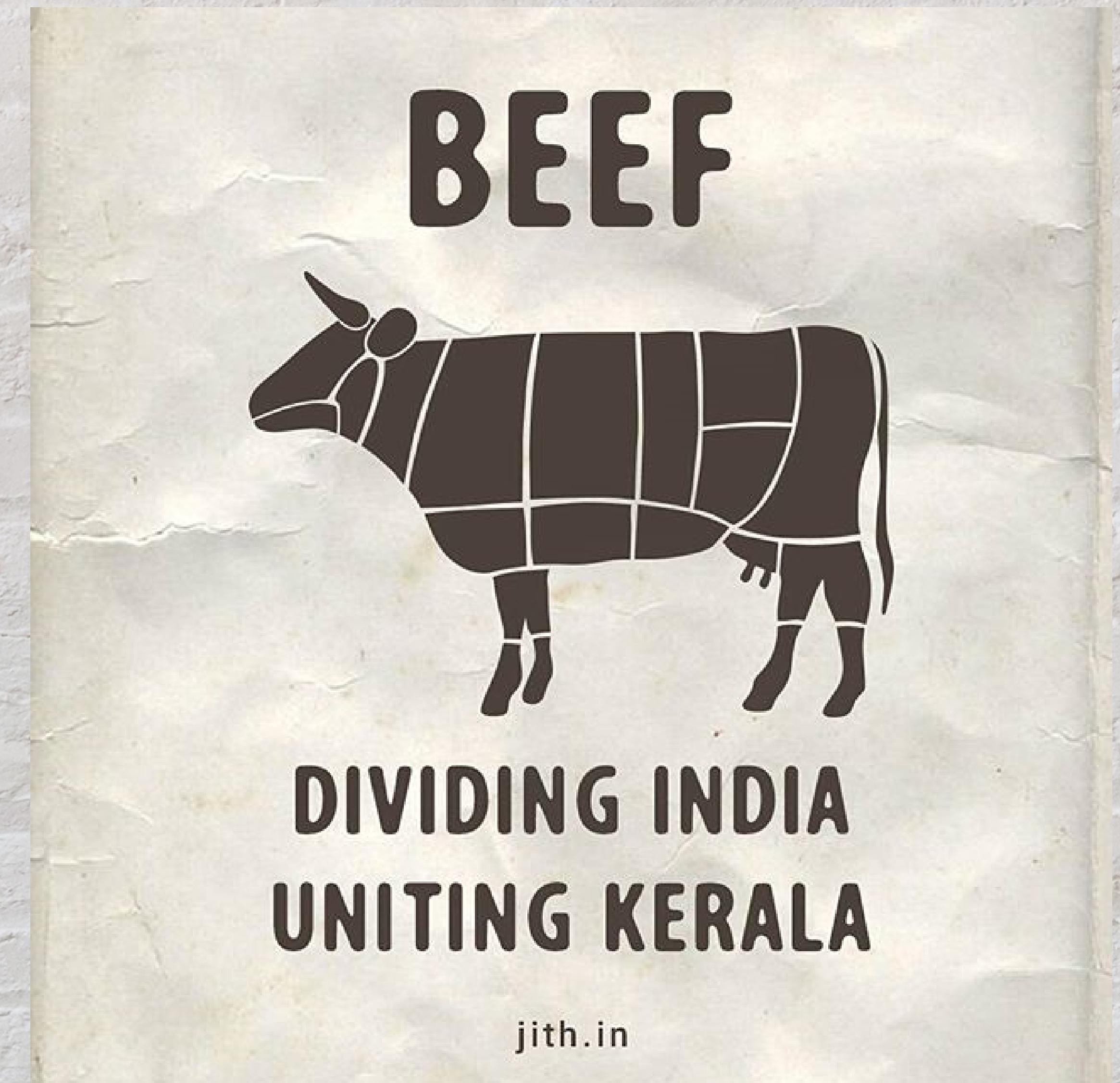
Graphic Design

## Design Process

If art is to provoke, design is to understand. I try to deliver art in the form of design which is more understandable and acceptable by audience.

## Tools

Ai



This poster was made in response to a ban imposed by the ruling government in one of the Indian states on buying or possessing beef (steak). Cows are considered holy by certain sections in parts of India while in South of India, Kerala, beef is always a regular favorite staple.



Poster made for promoting a creatives meet up in Dubai

## ILLUSTRATIONS (2/2)

### Overview

The cult of Dinkan ( a comic character ) a.k.a. Dinkoism is a satirical social movement more like the 'Pastafarianism /Flying Spaghetti Monster'. India has a diverse population with a lot of religions living together. Even in the 21st century the impact of religious practices and expressions has reached a level that can severely dictate daily lives of people.

### Role

Graphic Design

### Design Process

The buzz around Dinkoism was spreading but there was no where to find a good quality graphics of the age-old comic character. I retraced the comic icon into new graphics and made a poster for the movement. With Dinkoism spreading that image went viral and became used in association with Dinkoism in various online media including 'BBC Trending' article.

### Tools

Ai



# IN DINKAN



# WE TRUST

jith.in

# ONE IN A BILLION

## Overview

Animated short video for social awareness against corruption: its cause and consequences.

Corruption is like cancer to a society which can destroy a society from within. Off recently there were a series of protests and awareness programs against corruption through-out the country, India. But I felt like none of them was addressing the real cause which is the responsibilities of individual citizens and how they exercise it. Often people do things in hindsight which has far reaching consequences to the society.

## Role

Concept, Script, Graphics, Editing

## Design Process

The purpose of the video is to show how you are connected to the society and the way your action can initiate a chain of reactions which will eventually affect you. A story board with simple sketches was prepared detailing the screens. I always found it easier to communicate more effectively with the help of simple illustrations made in Adobe Illustrator. These illustrations were imported into Premier Pro and animated along with descriptions. The screens were sewed together with the help of a powerful and interesting sound track.

## Tools

**Ai** **Pr**

one in a  
**B1LLION**

00:00 10:00



# CONTACT

 mail@jith.in

 jith.in

 +91 9447782990

 gthin

 @gthin

 gthin