

JITHIN BABU

Digital Product Designer

Portfolio 2022

About

Digital Product Designer with 10 years of experience in working from start-up to corporate design teams and with diverse educational backgrounds. I focus on creating meaningful user experiences having business value. Well-versed in working closely with business as well as agile development teams in tandem. I can take ideas from concepts to finished 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

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EXPLORE



EY GLOBAL ANALYTICS PLATFORM – CASESTUDY

Overview

My longest engagement in EY was working with the Global Analytics Platform Team. This assignment gave me immense opportunity to work on some of the exciting products alongside a dynamic cross functional team. Projects were either MVPs or final digital products.

These projects required me to work closely with the business team as well as the soft-ware development team.

Project details

EY had several different applications running on different platforms built by different teams aiding its core business of auditing. The Global Analytics Platform was built so that all those applications can be packaged and run on a single platform.

Role

Experience Architect

Scope of work & duration

Web application, 3 years

Challenges

Lack of a style guide for Digital products

At the time of starting the project, there was no one single UI/UX style guide for digital products other than style guide for websites and marketing materials. As the project progressed the UI/UX style guide developed by global teams were adopted into the design of this product and this made designing much easier and consistent.

Benchmark for future applications

Since the concept of platform and application was novel in EY Audit, the designs we were making had to be scalable for the rest of the upcoming applications also.

Design Tools

The initial screens and MVP was built with Axure RP, which made fantastically realistic prototypes, but it was difficult to publish changes and collaborate with others in my team. Eventually new tools such as Invision, Adobe XD and Abstract was used in later stages that helped in managing sprint versions and collaboration.

Design Process

Team

A special cross-functional team was created to work on the project who could design, develop and deploy. The project was fast paced so the design process and its deliverables had to be closely scheduled with the pace of development.

Interviews & ideation

During the kickoff session we had Joint-Design-Workshop (JDW) which involved the business team, design and development to get together in a single room and discuss requirements, possibilities and challenges. User persona are built based on the selected candidates and their list of actions to perform particular tasks were captured as User Journey. Both the User-persona and User-journey were presented as the workshop progressed and all stakeholders were encouraged to give their input to make the persona accurate.

Wireframes & Prototypes

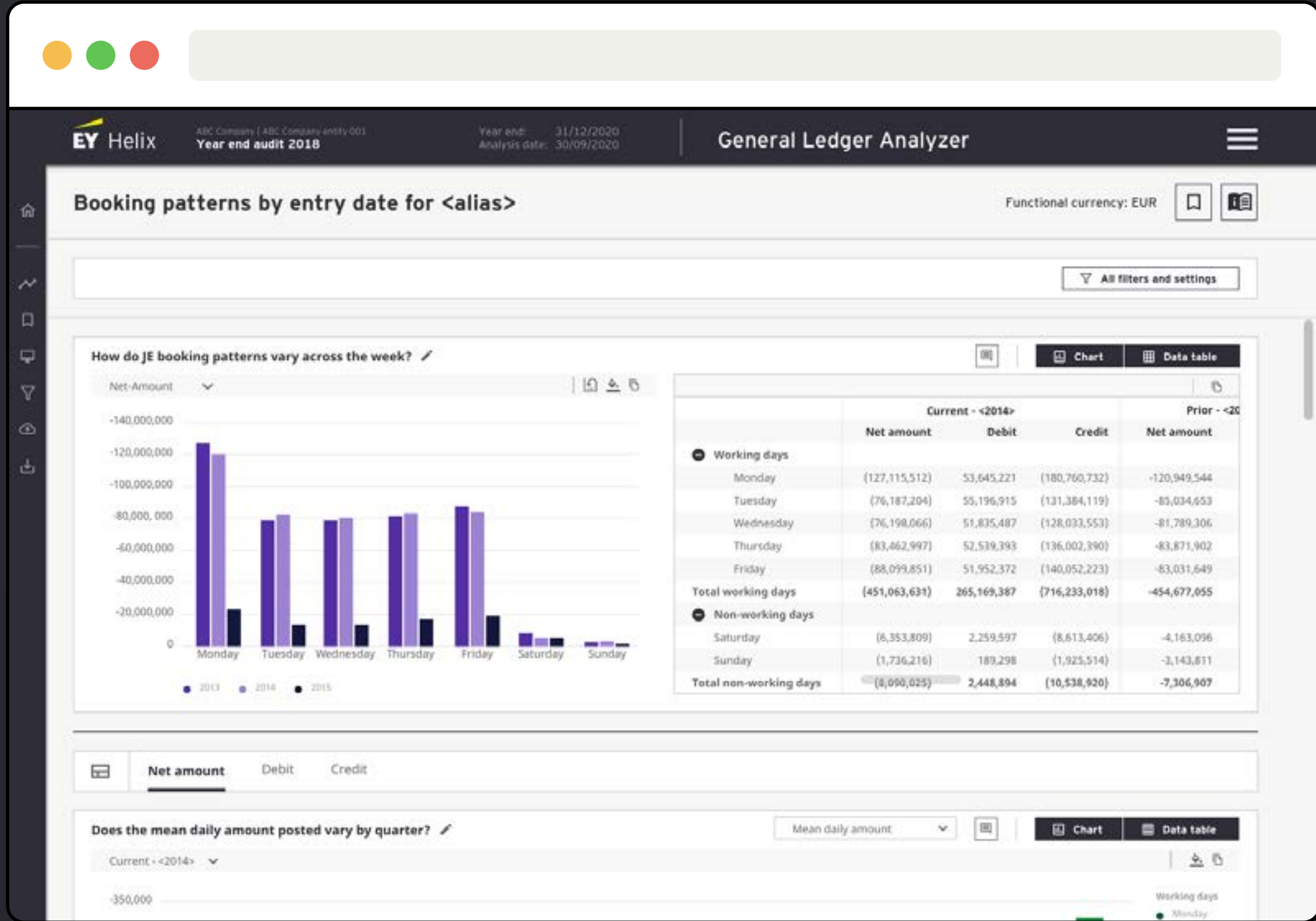
The business requirements were broken down into features and modules by business analyst, our UX team had to work closely with them to convert those into wireframes and interactive prototypes to verify with the business team. These initial wireframes helped the business and the development team to be on same page.

Based on the understandings of requirements, conceptual designs and user flows were created and discussed with the help of interactive prototypes.

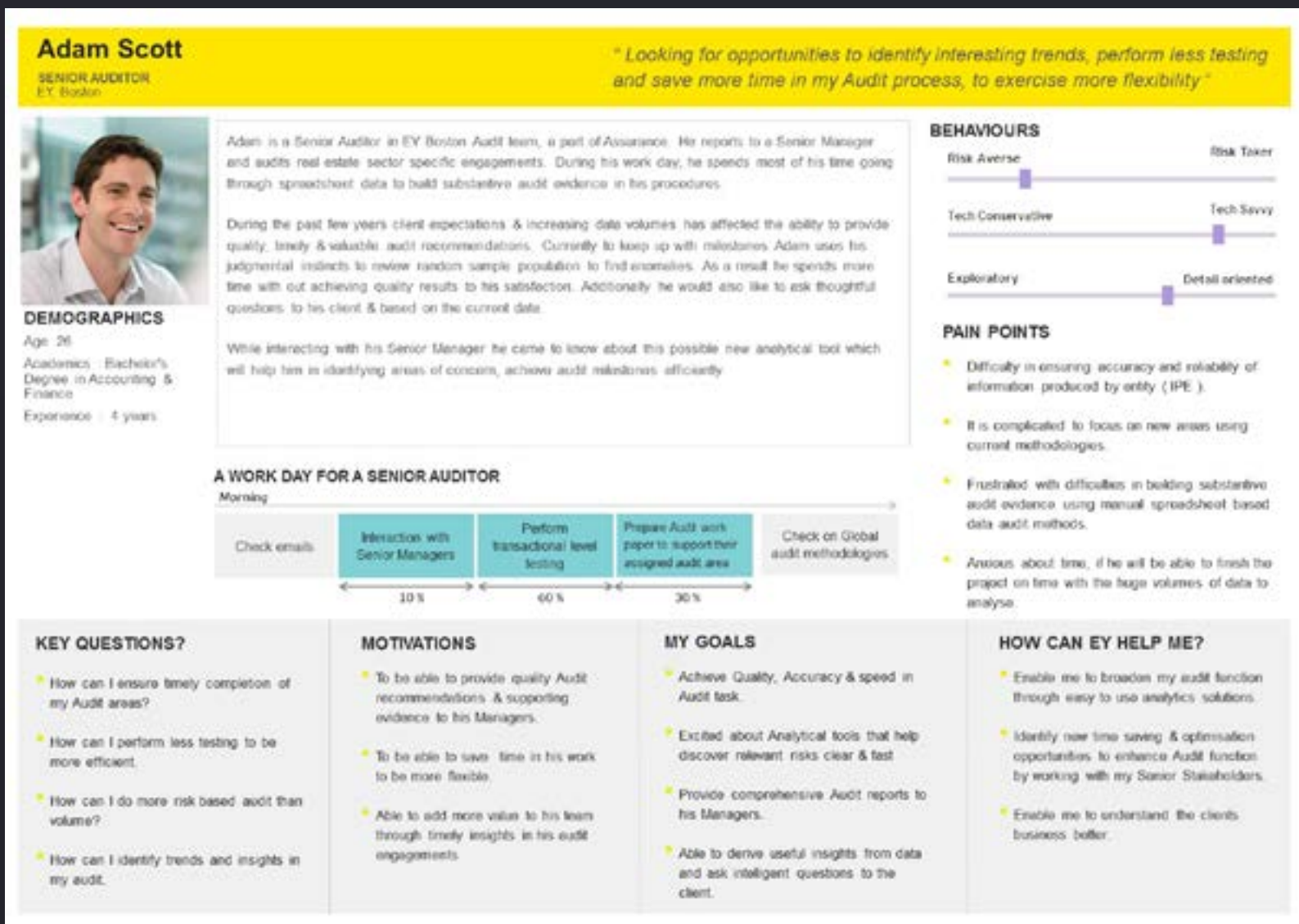
Designing for development

UI was designed based on the approved low-fidelity wireframes and they were shared with business team. Design versions based on sprints and releases were managed with Abstract. Azure Dev Ops Services was used as a central hub where the clients, business analysts, development and design team used to manage their work and update progresses.

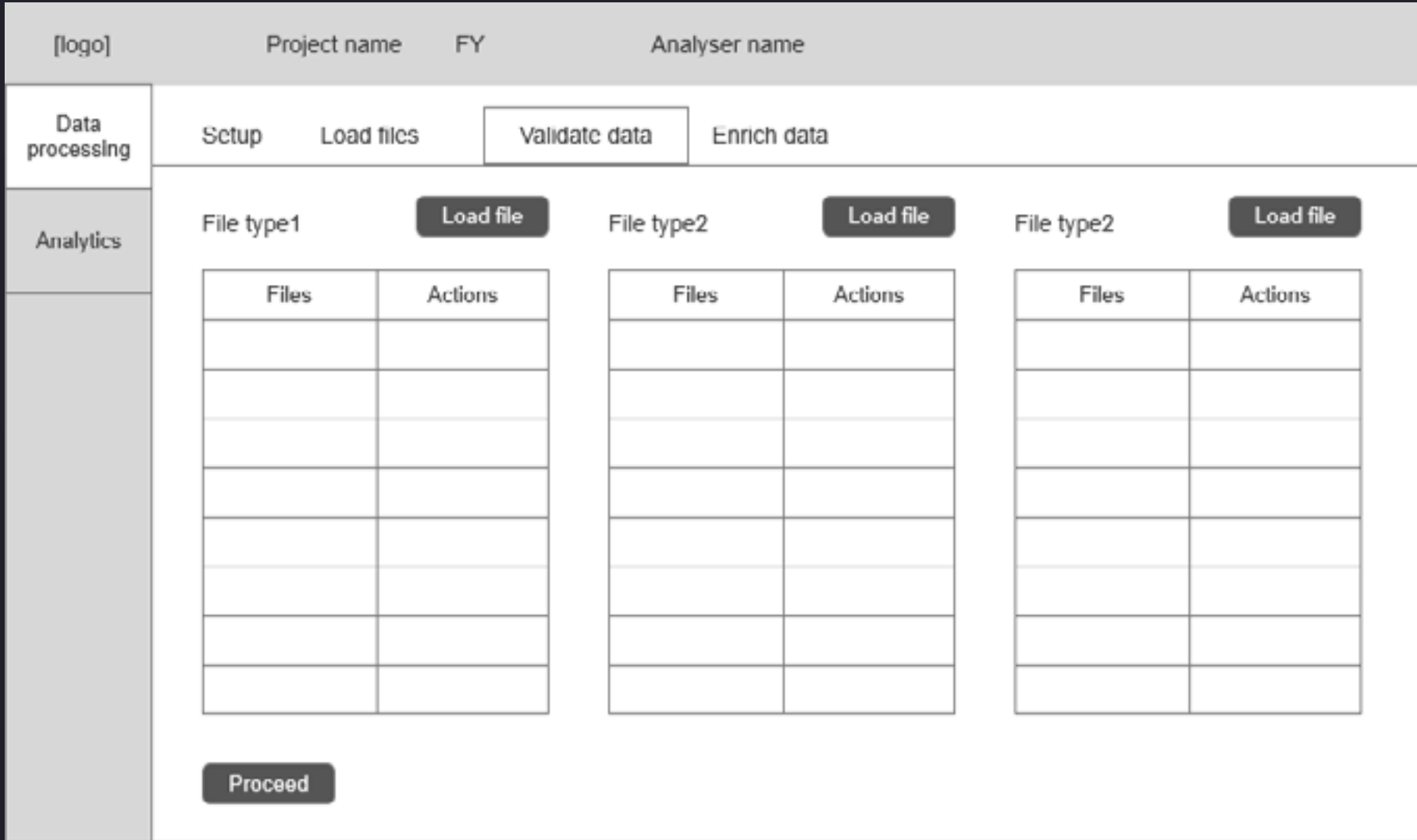
Tools



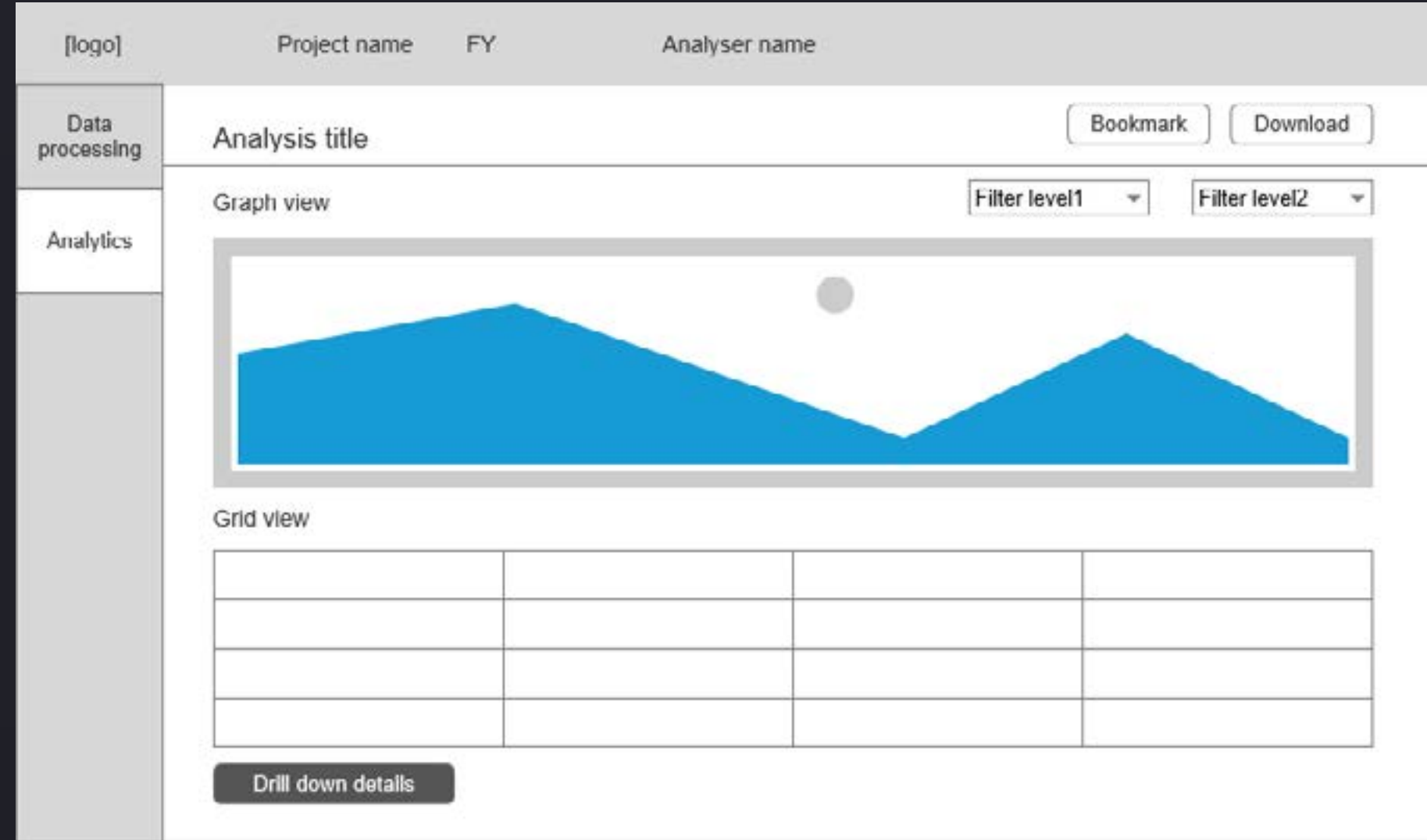
Analytics page design



User persona created a for an Auditor



Wireframes made for data processing module



Wireframes made for analytics module



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

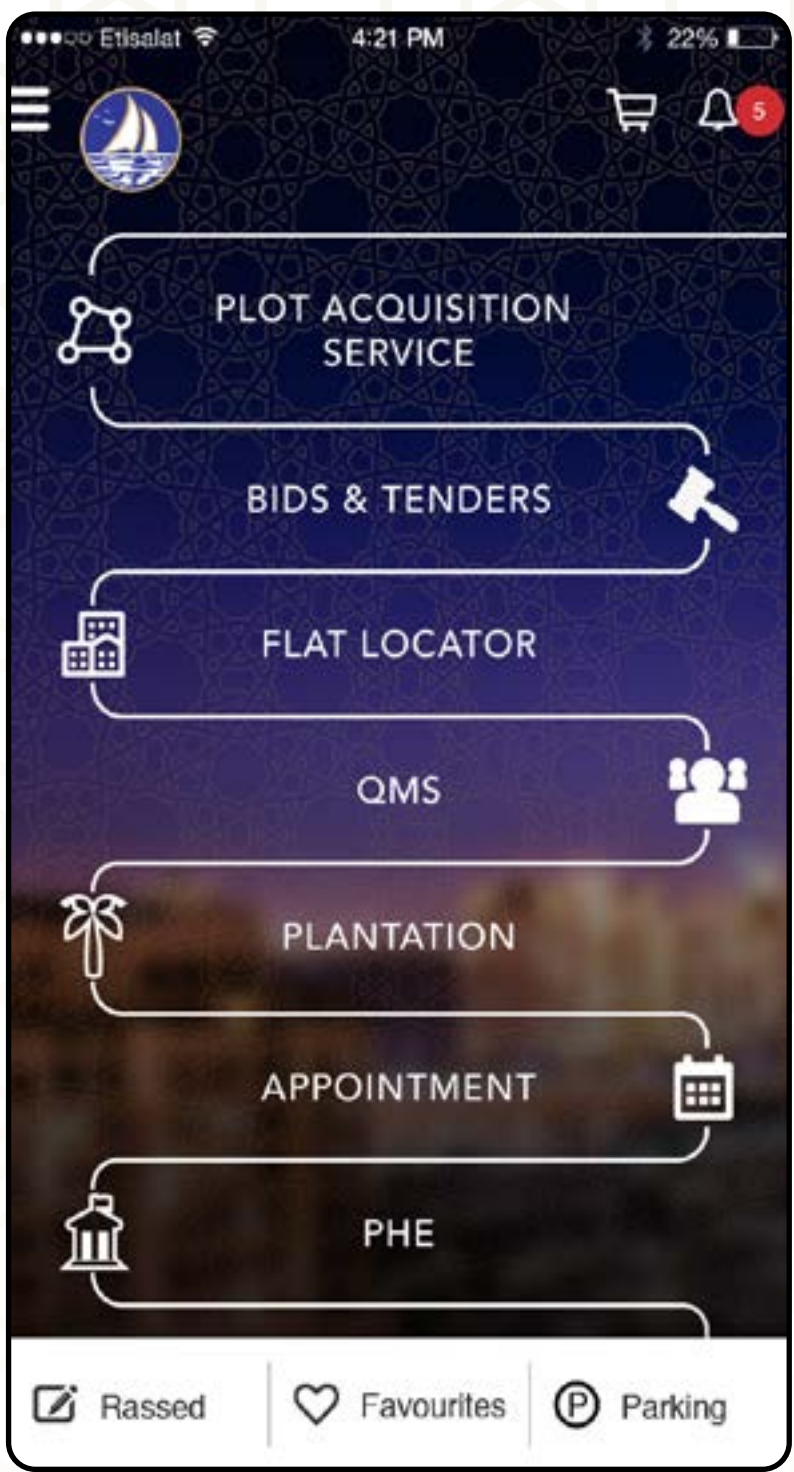
Design Process

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.

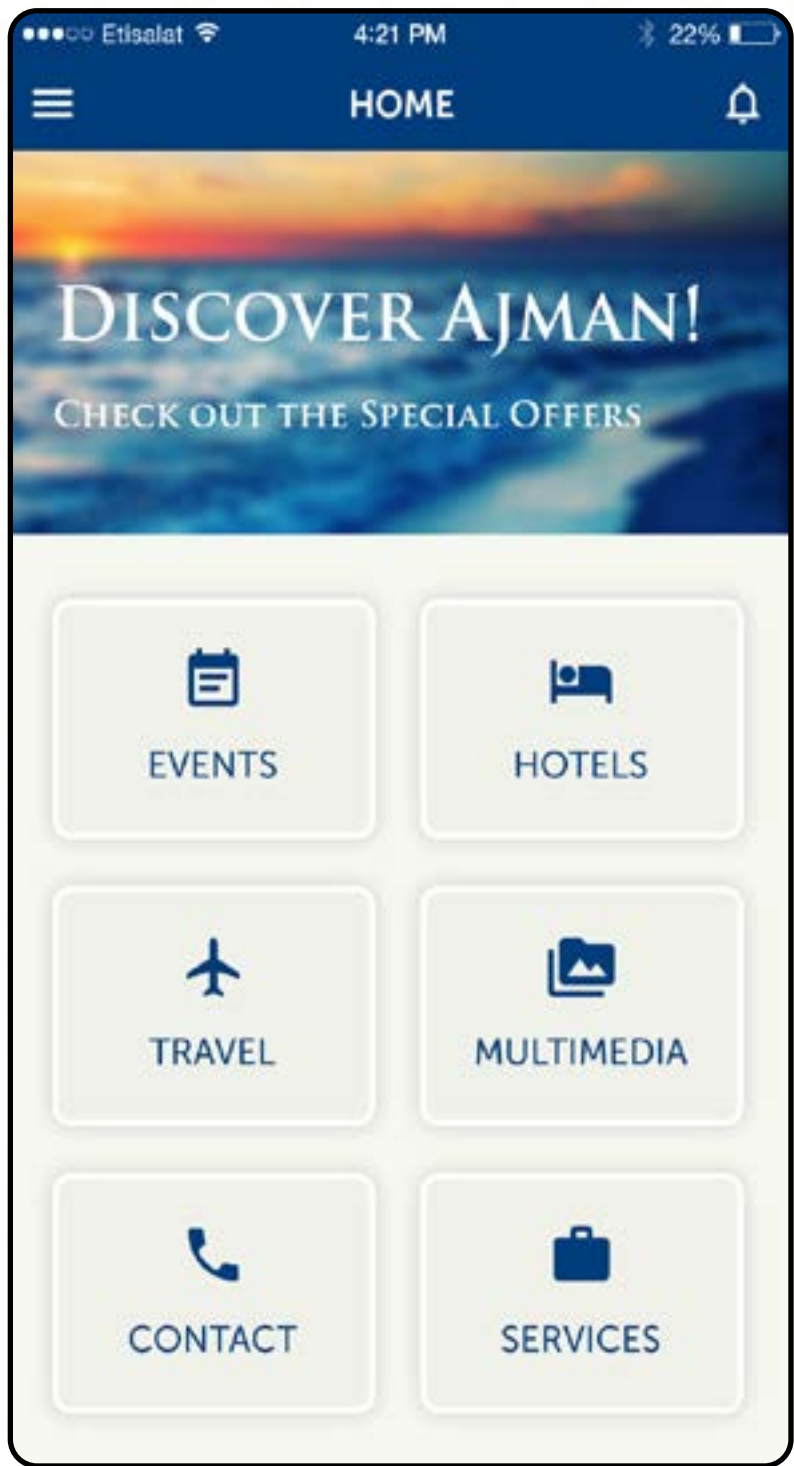
Tools



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 vesion 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



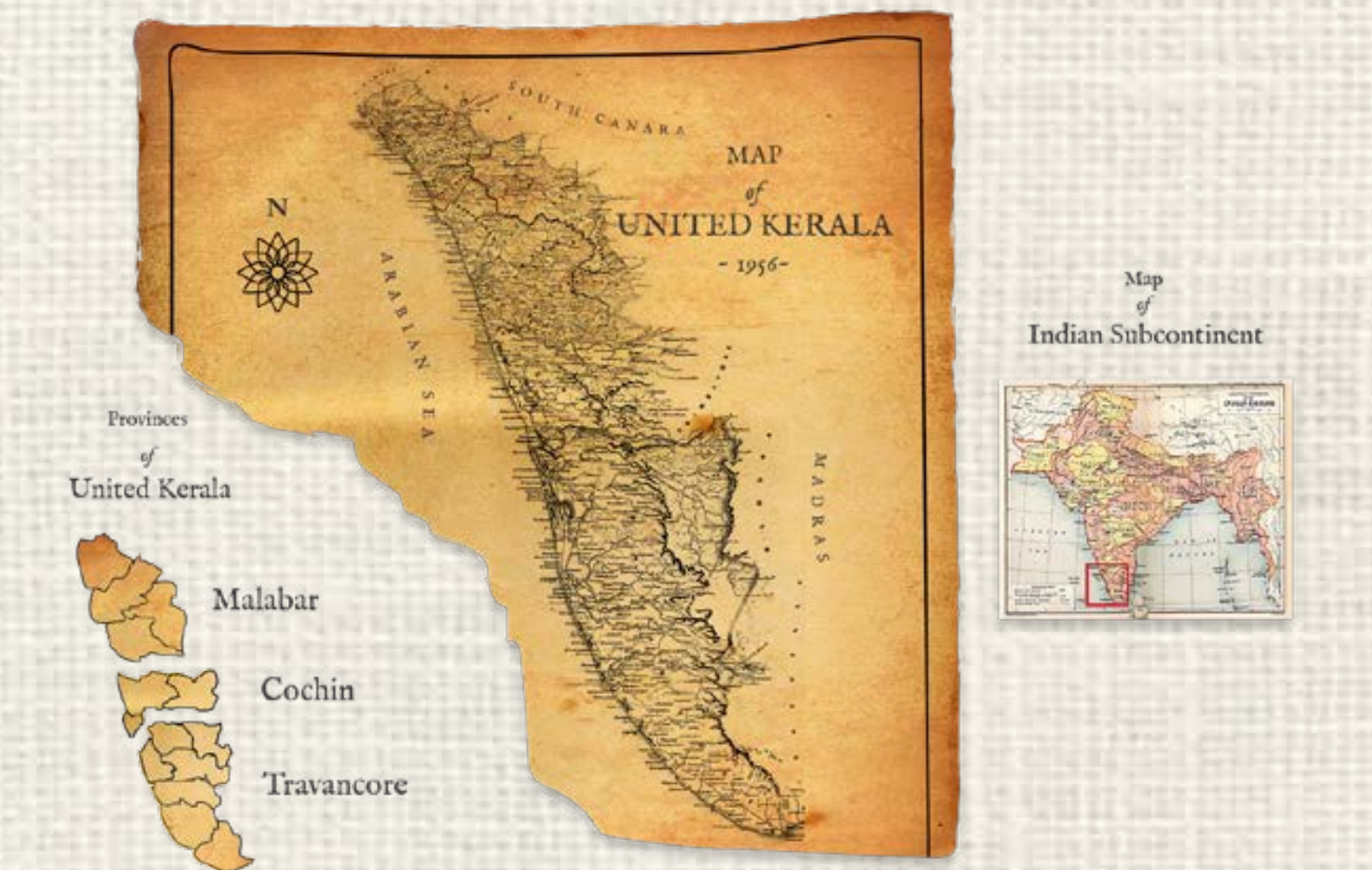
Main Logo



Associated Graphics



Design Elements



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

Ai



Film Logo and Titling
(Short Film)

Logo, Marketing, Title graphics



Product Branding
(Web Application)

Brand Development, Online Marketing



Campaign Branding
(Blog)

Logo, Branding, Marketing Material



Community Branding
(Church)

Logo, Branding, Brand development

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.

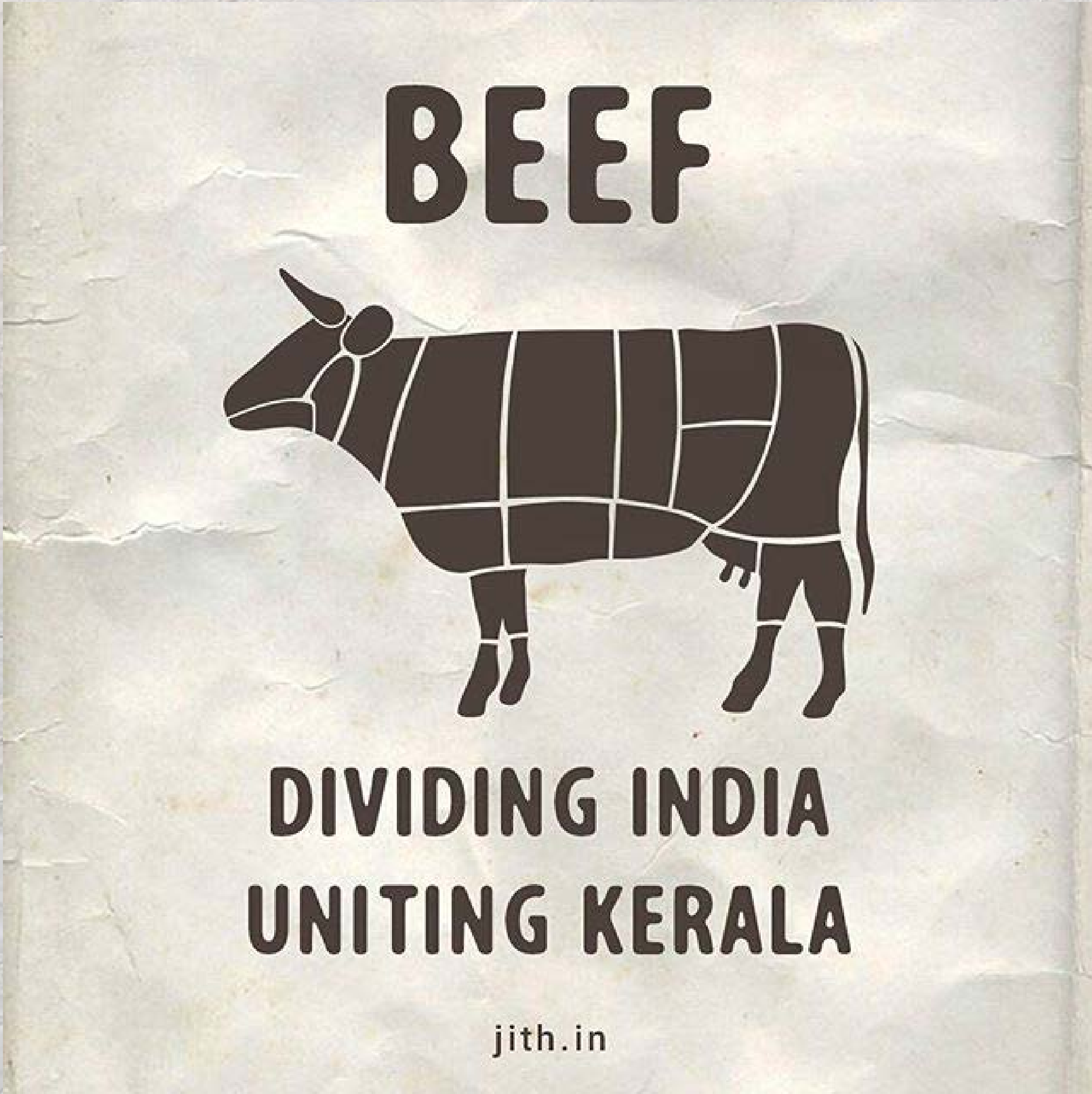
Role

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



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



IN DINKAN



WE TRUST

jith.in

ONE IN A B1LLION



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.

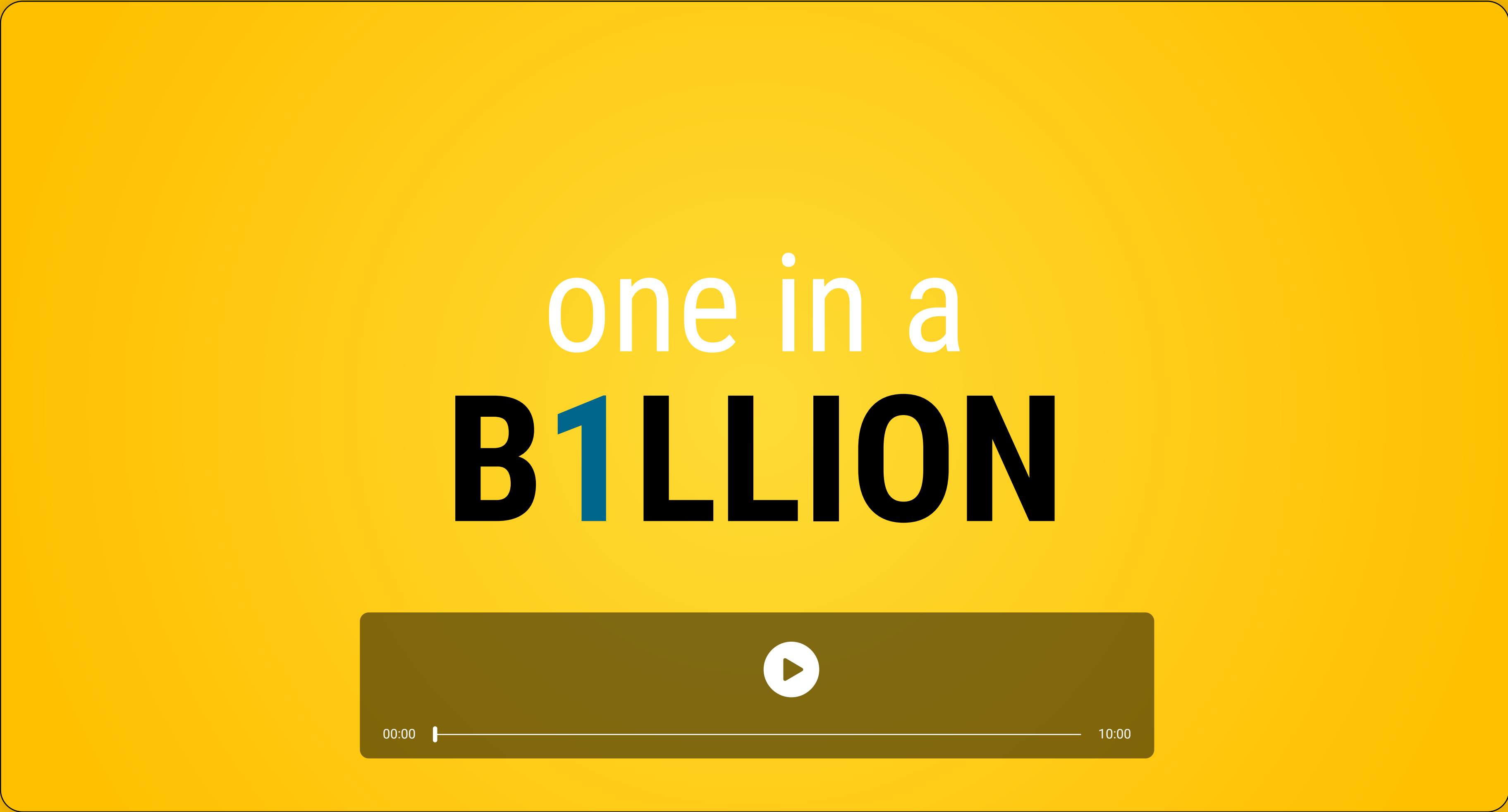
Role

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



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