

ABOUT

UX CASE STUDY 1

UX CASE STUDY 2

OTHER WORKS

Jithin Babu Digital Product DesignerPortfolio 2022





About

Digital Product Designer with 11 years of experience in working from start-up to corporate design teams. I focus on creating meaningful user experiences having business value. Well-versed in working closely with various stakeholders from clients to agile software development teams in tandem. I can take ideas from concepts to finished digital products.

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

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UX Case Study 1:

Design System

OVERVIEW

CHALLENGES

PROCESS

OUTCOME

Details

The Corporate Social Responsibility department was running several programs across the country with digital applications being the key touch point between the corporate and other stakeholders who were running the operations on the ground. Though the ground operations were robust, the state of the digital offerings was different. Although these programs came under the same brand, they had unique characteristics and incoherent user experience as the design team behind them were nascent and they never had a design system or at least a component library to use.

Soon after joining the UX team, it was evident to me that the main solution to most of the problems with the digital offerings was to build a robust design system.

Role

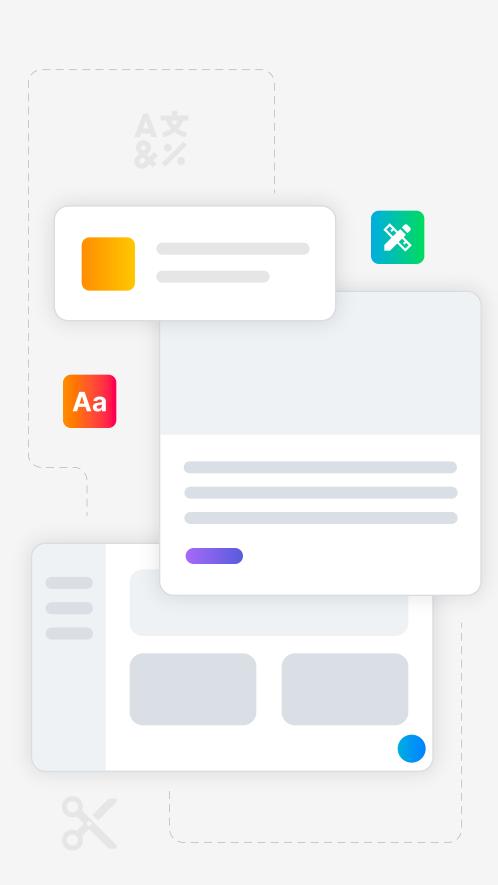
UX Lead

Tools

Figma, Adobe XD, Mural

Scope of work & duration

UX Design System



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UX Case Study 1:

Design System

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Unstructured Design Process

The lack of a design system had an impact on all the stakeholders who are part of these programs, their operations and governance.

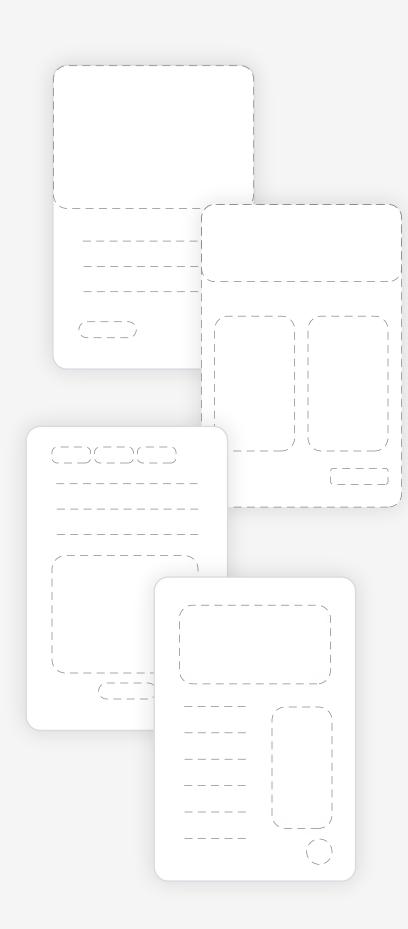
End Users: the digital solutions had inconsistent user experience. The digital solutions were not mobile friendly as they were built only for desktop.

Developers: each program required them to build unique components as they were created by siloed design teams.

Designers: conflicting design patterns, duplication of components and wasted effort across these programs. Turn around time to update the designs or include requirements was very high because of an unstructured design process. The delayed UX deliverables were slowing down the Agile development plans.

Client: Time to market was huge even though the designs and development team put in huge efforts.

No design system means disconnected user experience.



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UX Case Study 1:

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Understanding the existing projects and process

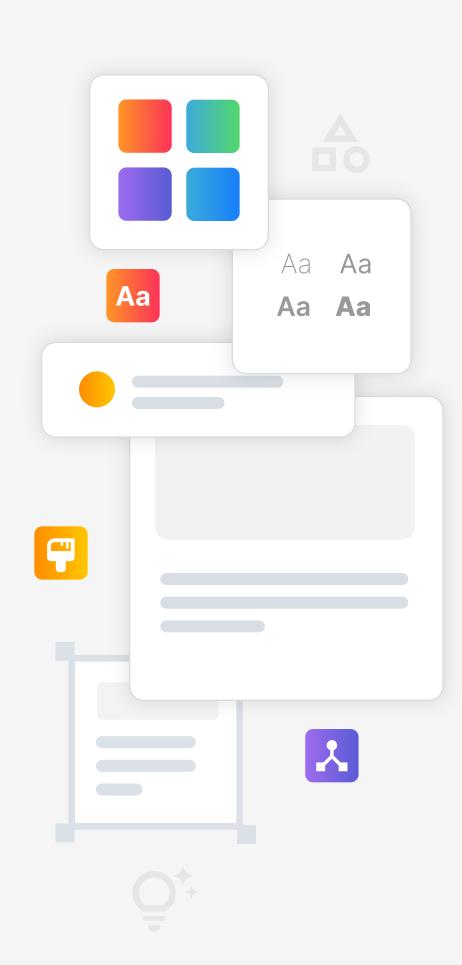
Before bringing about a change, it's crucial to understand the existing process, what works in it and if there are areas of improvements. One of the main things we uncovered was the disconnect between the UX team and Development team as they had their own priorities, deadlines and processes.

Buy-in

Even though the UX team felt the need for a design system, they didn't prioritise it because they worked as silos creating their own design pattern and following their own timelines. The development team and project management team realised the importance of the design system and how it can aid the agile process and ensure quality of digital solutions.

Component library and Documentation

We did an audit across all the existing projects, collected the design elements to create a UI inventory and analysed various design patterns used in each digital solution. We identified the unique components, updated them to create a component library based on the existing corporate branding guidelines. Extensive documentation was provided along with the components and design patterns explaining usage and principles. The development team created a code repository based on the components and added to the design system.



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UX Case Study 1:

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Streamlined Design Process

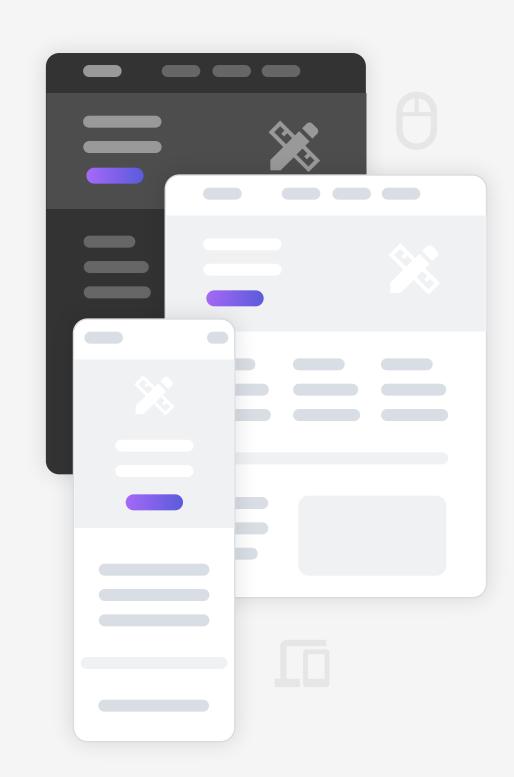
As a result of this exercise we identified the pitfalls in the current process and with the help of the design system we optimised it through various stages. With the design system, designers could create designs faster and easier without spending time to create custom components each time. They could create consistent user experience across products and also iterations became really fast.

Accessible and flexible solutions

While building the design system, special emphasis was given to ensure accessibility standards are met. With help of extensive documentation and patterns we visualised and gave samples on how the design components can be flexible and responsive as per the requirements.

An ever growing system

We envisioned the design system to be an ever growing one, organised it in such a way that new additions can be made without breaking the existing components and patterns.



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UX Case Study 2:

Financial Analytics Platform

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Project details

Working for one of the Big Four gave me the immense opportunity to work on some of the most exciting products alongside a dynamic cross functional team. These projects included MVPs as well as production ready applications. Being the User Experience Architect, I worked closely with the business team as well as the software development team.

There were several different applications running on different platforms built by different teams aiding the core business of auditing. The Global Analytics Platform was built so that all those applications can be packaged as applications to run on a single platform.

Role

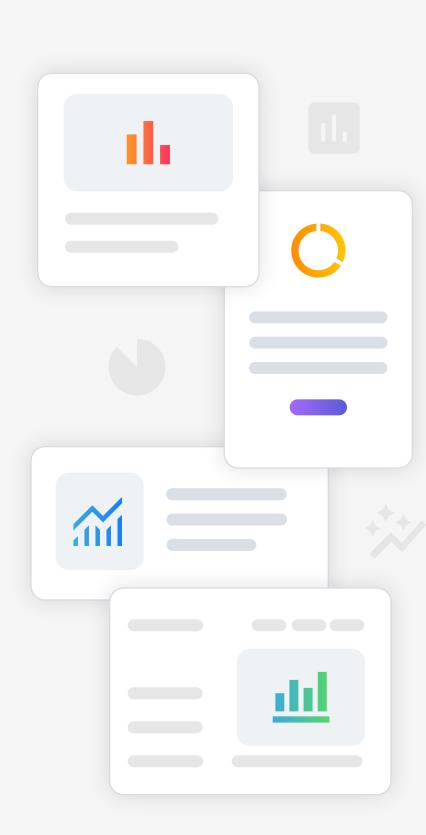
User Experience Architect

Tools

Adobe XD, Axure RP, Mural, Abstract

Scope of work & duration

Web application, 3 years



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UX Case Study 2:

Financial Analytics Platform

OVERVIEW CHALLENGES PROCESS OUTCOME

Lack of a style guide for digital products

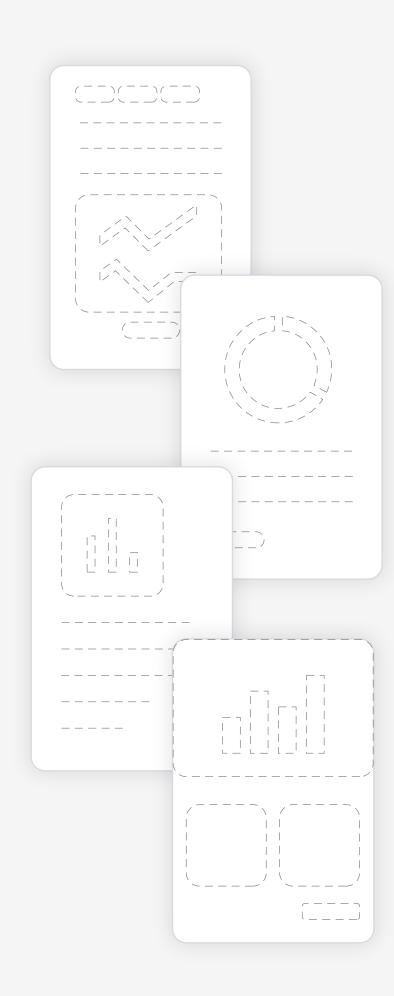
At the start of the project, there was no design system or UI/UX style guide for digital products other than marketing style guides. As the project progressed the UI/UX style guide developed by global teams were adopted into the design of the product and this made designing much easier and consistent.

Benchmark for future applications

Since the concepts of platform and application were novel, the designs we were making had to be scalable for the rest of the upcoming applications also.

Design Tools

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



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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.

Design Workshops & Ideation

We used to kick off the projects with Joint Design Workshops (JDW) which involved various stakeholders such as clients, project management, design and development teams to get together in a room and discuss requirements, possibilities and challenges. User Personas were built based on selected users and their list of actions to perform particular tasks were captured as User Journeys. Both the User Personas and User Journeys were presented as the workshop progressed and all stakeholders were encouraged to give their inputs on them which helped in refining our assumptions and theories.





- Discover define ideate create
- User persona & User journey
- Lo-fi Wireframes

Workshop Workshop



- Validate User persona & User Journey
- Validating Hi-fi Wireframes
- User story formation with Hi-fi wireframes
 Development planning with wireframes

Development
Sprint Start



- Hi-fi designs creation and review
- Sending UX deliverables for development
- Review developed screens
 User testing developed screens

Sprint End

Next Release

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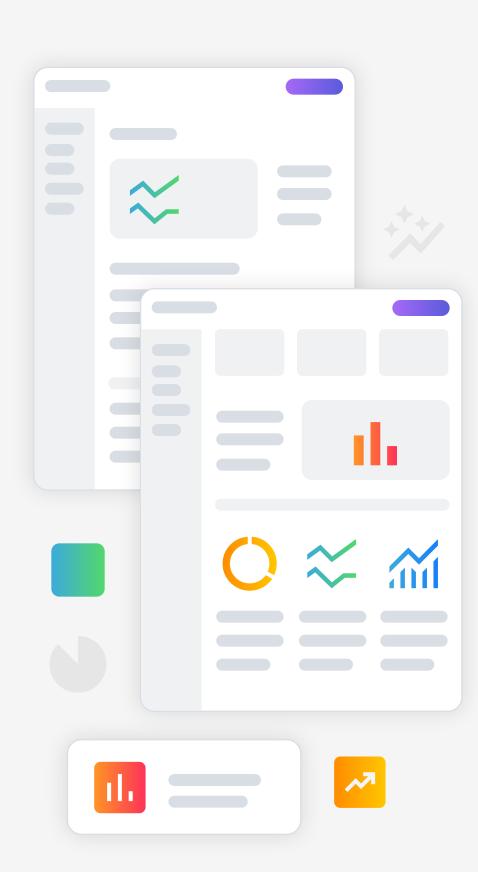
Wireframes & Prototypes

The business requirements were broken down into features and modules by Business Analysts (BA). The UX team worked closely with BA to convert those requirements into wireframes and interactive prototypes to validate with the business team. These initial wireframes helped the business and the development team to be on the 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

User Interface(UI) was designed based on the approved low fidelity wireframes and they were shared with the business team. Versions of UI design were managed with the Abstract. Azure DevOps was used as a central hub where the clients, business analysts, development and design team could manage their work and update progresses.



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Other Works

UI DESIGN CONCEPT CREATION BRANDING ILLUSTRATIONS VIDEO

UI Design

Overview

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

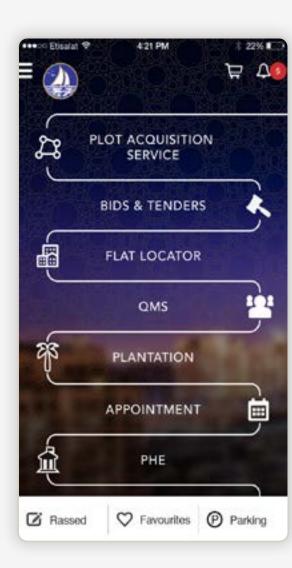
Designing digital products for the Middle East required deep understanding of the design trends and typical requirements such as support of multi language designs. During my time in Dubai I had the chance of designing applications for different mobile platforms which were all vastly evolving at the time.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

Role
UI/UX Design

Tools
Adobe Creative Suite



Abu Dhabi Police Apple Watch App (Concept)



Ajman Municipality Mobile App



Ajman Tourism Development Department Official Website & Mobile app

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UI DESIGN

CONCEPT CREATION

BRANDING

ILLUSTRATIONS

VIDEO

United Kerala

VIEW DETAILS

About

Kerala is a small state in the south of India which has a rich history. After Indian Independence, Kerala joined the Union of India as a state like most of its neighbouring regions. This project was an attempt to visualise an alternate history picturing Kerala as a country on its own and not as a state. It was made to stimulate a rethinking in the minds of people of Kerala about the potential of the region and its population which are often overlooked and unacknowledged.

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

Role

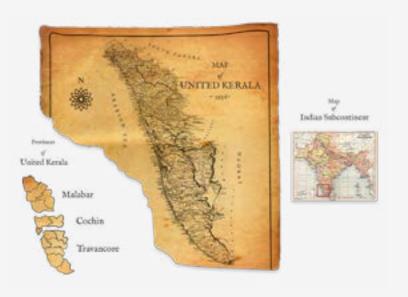
Concept Creation, Visual Design

Tools

Adobe Creative Suite



Main Logo



Design Elements





Associated Graphics



Branding Applications

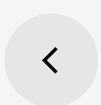
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UI DESIGN

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BRANDING

ILLUSTRATIONS

VIDEO

Branding & Brand Development

VIEW DETAILS 7

Overview

Sometimes a book can be judged by its cover, if the branding is done right.

For me branding is a way to give life and character to the purpose of anything big or small, whether it's a company, an application, an event or a cause. Branding should represent a common sign or a language which is accepted and recognized by both the maker and the viewer. While branding an organisation can be done with the help of design elements and customer experiences, it is the interface design and user experience that have a big role in defining branding in the case of digital products.

Role

Branding, Graphic Design, Illustration

Tools

Adobe Illustrator



Film Logo and Titling (Short Film)

Logo, Marketing, Title graphics



Campaign Branding (Blog)

Logo, Branding, Marketing Material



Product Branding
(Web Application)
Brand Development, Online Marketing

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Branding & Brand Development

VIEW DETAILS 7

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 of different 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 ordinary people whether they are into these rituals or not. As the buzz around Dinkoism was spreading, 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 the 'BBC Trending' article.

Role

Copywriting, Illustration

Tools

Adobe Illustrator

IN DINKAN



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ILLUSTRATIONS

VIDEO

Animated Video

WATCH VIDEO [↗]

One in a B1llion is an animated short video for social awareness against corruption. The title of the video indicates that you are just one in the population of a billion people in a country like India. But actions of each individual can have bigger impacts on the society as a whole. The purpose of the video is to show how each one is connected to the society and the way every one's action can initiate a chain of reactions which will eventually affect themselves.

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. These illustrations were imported into Premiere Pro and animated along with descriptions.

Role

Concept Creation, Storyboarding, Graphic Design, Illustration, Video Editing

Tools

Adobe Illustrator, Premiere Pro



"Make it simple, but significant."

Jithin Babu

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