About

As a Digital Product Designer, my 12-year journey spans across startup and corporate design teams. I specialize in crafting impactful user experiences that enhance business outcomes. I am skilled in collaborating with a spectrum of stakeholders, bridging gaps between clients and software development teams to transform ideas into refined digital products.

Photography and travel fuel my inspiration, continually offering fresh perspectives that enrich my work.

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UX Case Study 1:
A Design System for CSR

OVERVIEW   **CHALLENGES**   **PROCESS**   **OUTCOME**

"No design system means disconnected user experience."

Details
When I joined the UX team, I noticed a crucial gap in our approach to digital initiatives. The Corporate Social Responsibility department had launched various nationwide programs, but the digital aspect lacked consistency. Digital solutions of each program, despite falling under the same brand, had their own unique visual traits, leading to an inconsistent user experience. This discrepancy was due to our budding design team operating without a unified design system or component library.

It was evident that our digital efforts needed a fundamental shift, and developing a robust design system emerged as the key solution to streamline our work and enhance user experiences.
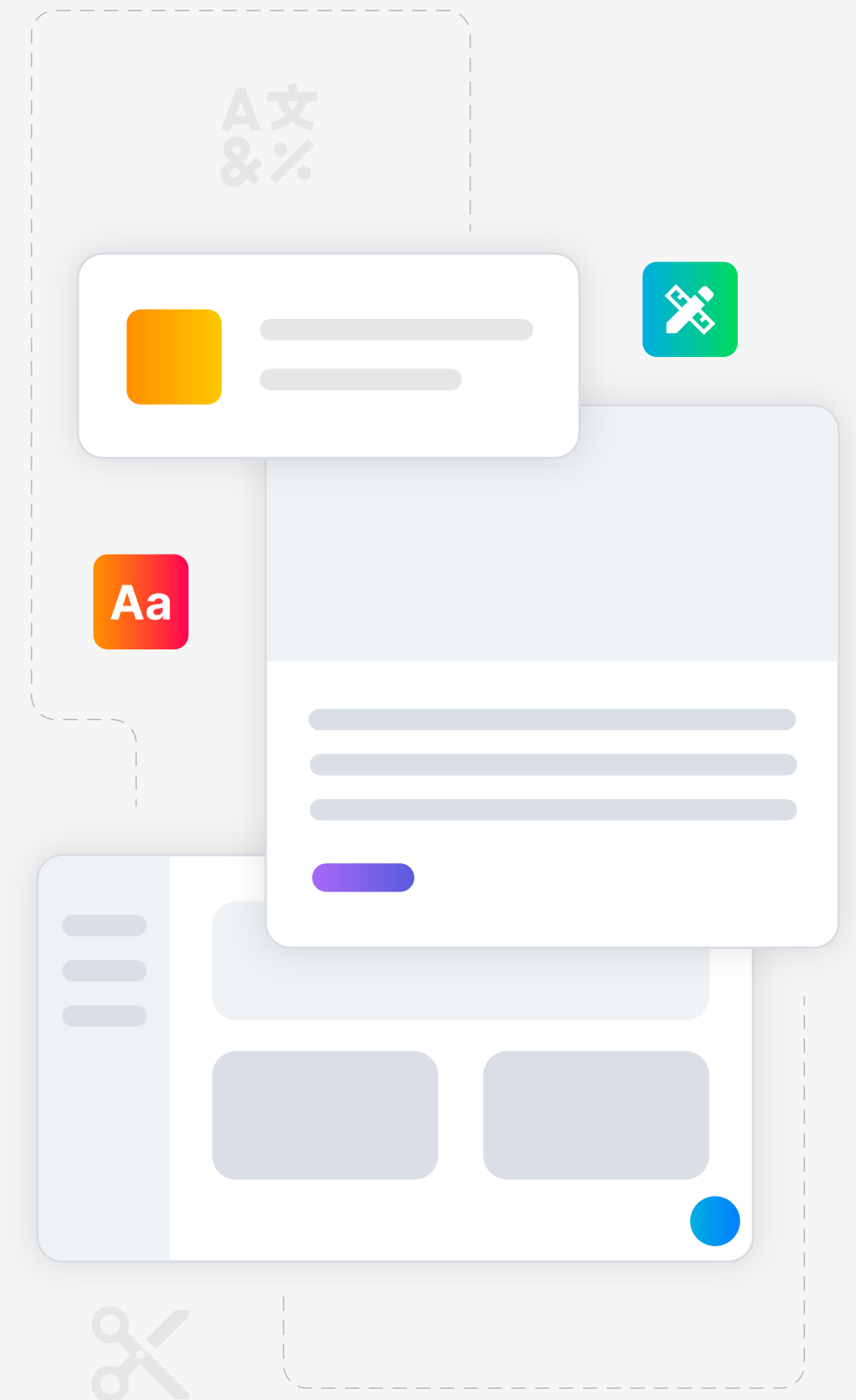
Role
UX Lead

Tools
Figma, Adobe XD, Mural

Scope of work & duration
UX Design System, 2 Years

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Digital Product Designer
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UX Case Study 1:
A Design System for CSR

OVERVIEW   **CHALLENGES**   **PROCESS**   **OUTCOME**

Dealing with an unstructured design process
Our unstructured design process affected everyone involved, influencing how we operated and strategized.

Experiencing inconsistent user issues
End users faced inconsistent experiences with desktop-focused solutions lacking mobile adaptability.

Developer's struggle
For developers, crafting unique components for each program became a challenge due to our fragmented design practices.
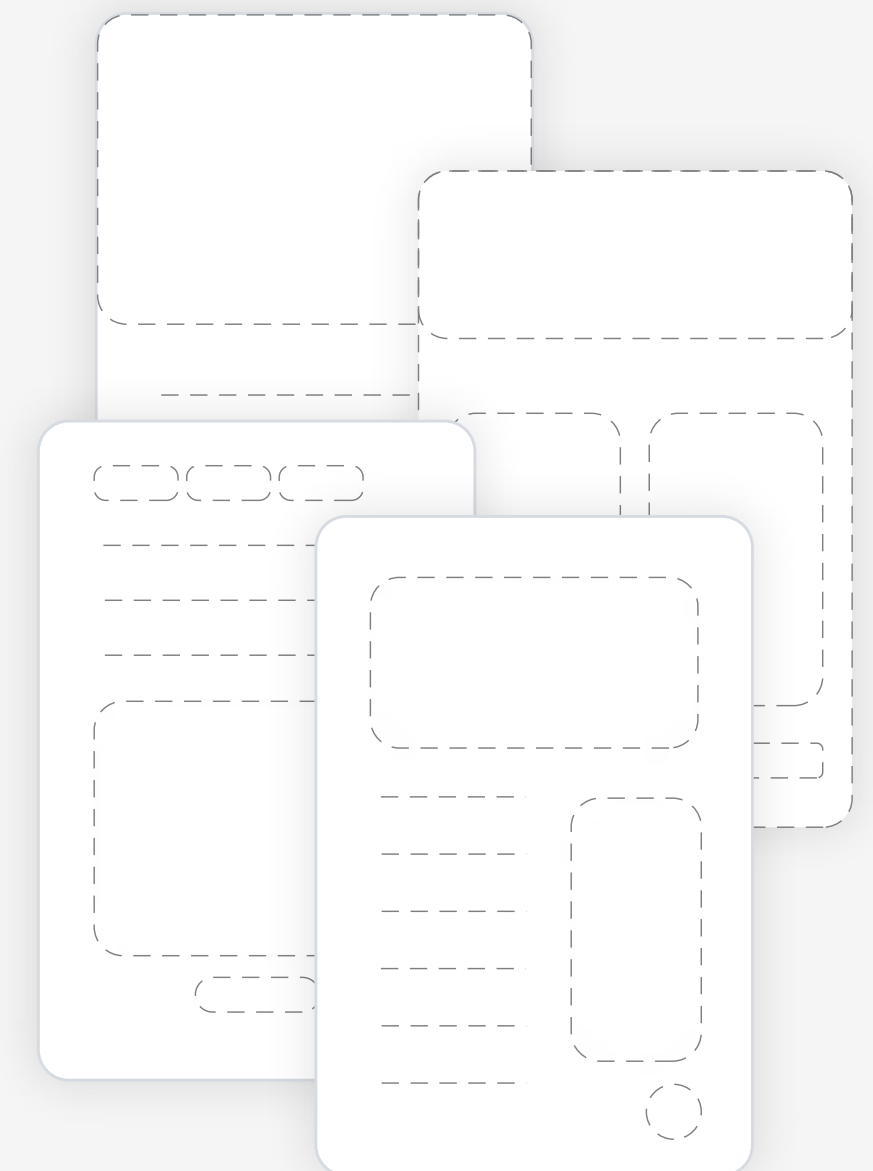
Navigating design challenges
Designers grappled with conflicting patterns, duplicated components, and inefficiencies across projects. Our lack of structure caused delays, affecting our Agile plans.

Client's time to market concerns
Clients weren't satisfied with our Time to Market (TTM), despite the hard work from our design and development teams.

An initial audit revealed that for our 5 web applications there were more than 750 unique design elements.

Designers hesitated to adopt the design system, fearing it might limit their creativity if all products shared the same design components.

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UX Case Study 1:

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OVERVIEW   CHALLENGES   PROCESS   OUTCOME

Navigating existing projects and processes
Before initiating change, we delved into understanding our current processes, identifying what worked well, and spotting areas needing improvement. Together, we uncovered a significant gap between the UX and Development teams, each operating with separate priorities, deadlines, and approaches.

Gaining support
Despite realizing the importance of a design system, our UX team initially postponed its implementation, functioning in isolated silos with unique design patterns and timelines. However, as time progressed, both the development and project management teams began recognizing the vital role a design system plays in fortifying the agile process and ensuring top-notch digital solutions.

Building a component library and documentation
Through extensive audits of ongoing projects, we collected design elements to curate a comprehensive UI inventory, enhancing and refining unique components as a team. This collective effort culminated in the establishment of a component library that aligned with our corporate branding guidelines. Detailed documentation accompanied these components and design patterns, outlining usage instructions and guiding principles. Subsequently, the development team built a code repository based on these components, collectively integrating them into our design system.

We ultimately utilized Bootstrap codes(V4.5) as the foundation for our design system's code repository.
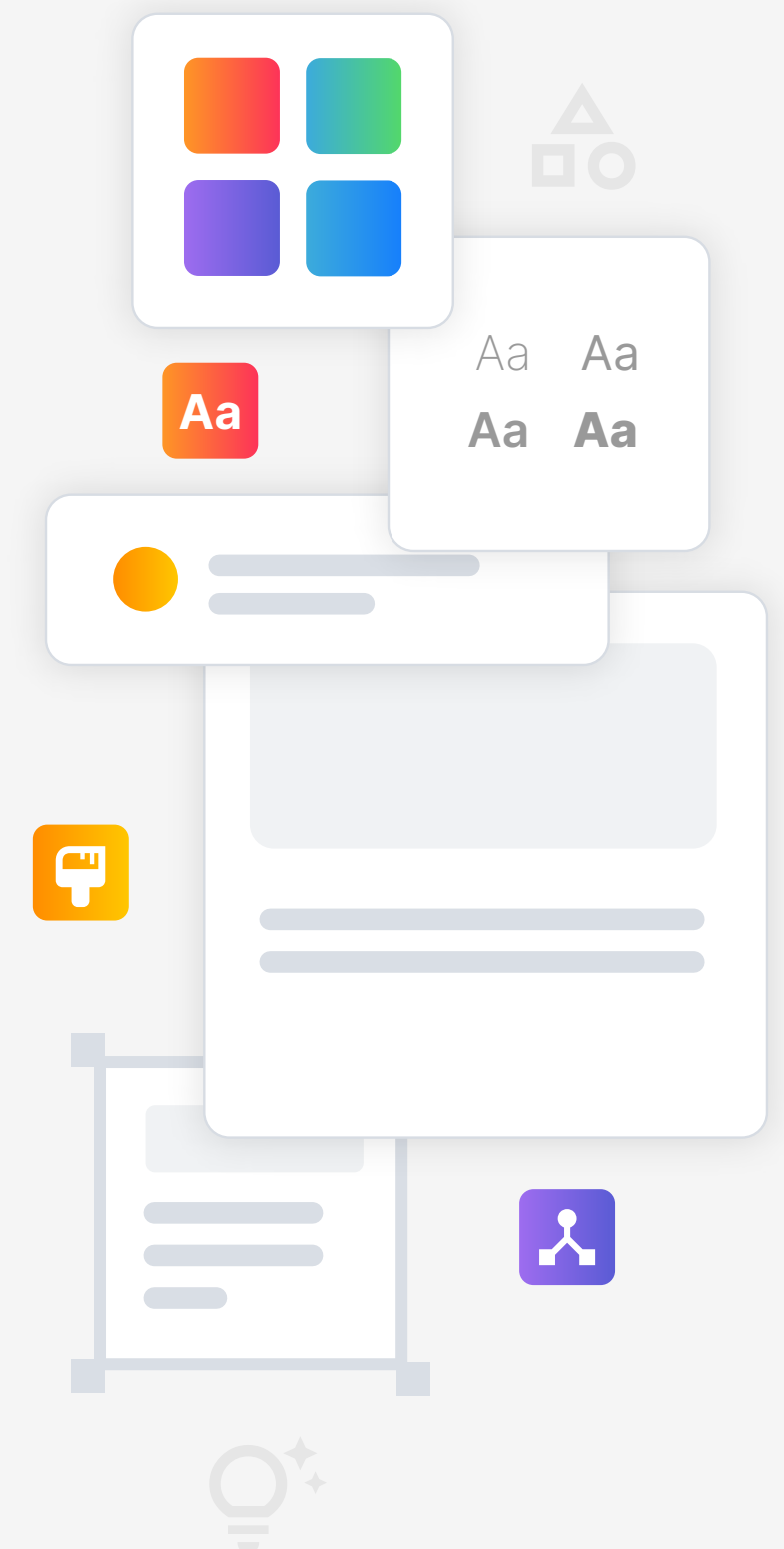
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A Design System for CSR

OVERVIEW   CHALLENGES   PROCESS   OUTCOME

Enhanced refinement of the design process
Through this initiative, we pinpointed the shortcomings of the current process and leveraged the design system to optimize it across multiple stages. This system empowered designers to swiftly and easily create designs, eliminating the need to craft custom components repeatedly. Consequently, it ensured a consistent user experience across products while significantly expediting iteration cycles.

Accessible and adaptable solutions
During the design system development, paramount importance was placed on meeting accessibility standards. We provided extensive documentation and visualized adaptable design components and patterns, showcasing their flexibility and responsiveness to accommodate various requirements.

A continuously evolving framework
Our vision for the design system was its perpetual growth. We structured it to seamlessly incorporate new additions without disrupting existing components and patterns, ensuring a scalable and enduring system.

Implementing the Design system slashed Time to Market (TTM) from weeks to days, elevating the quality of our output.
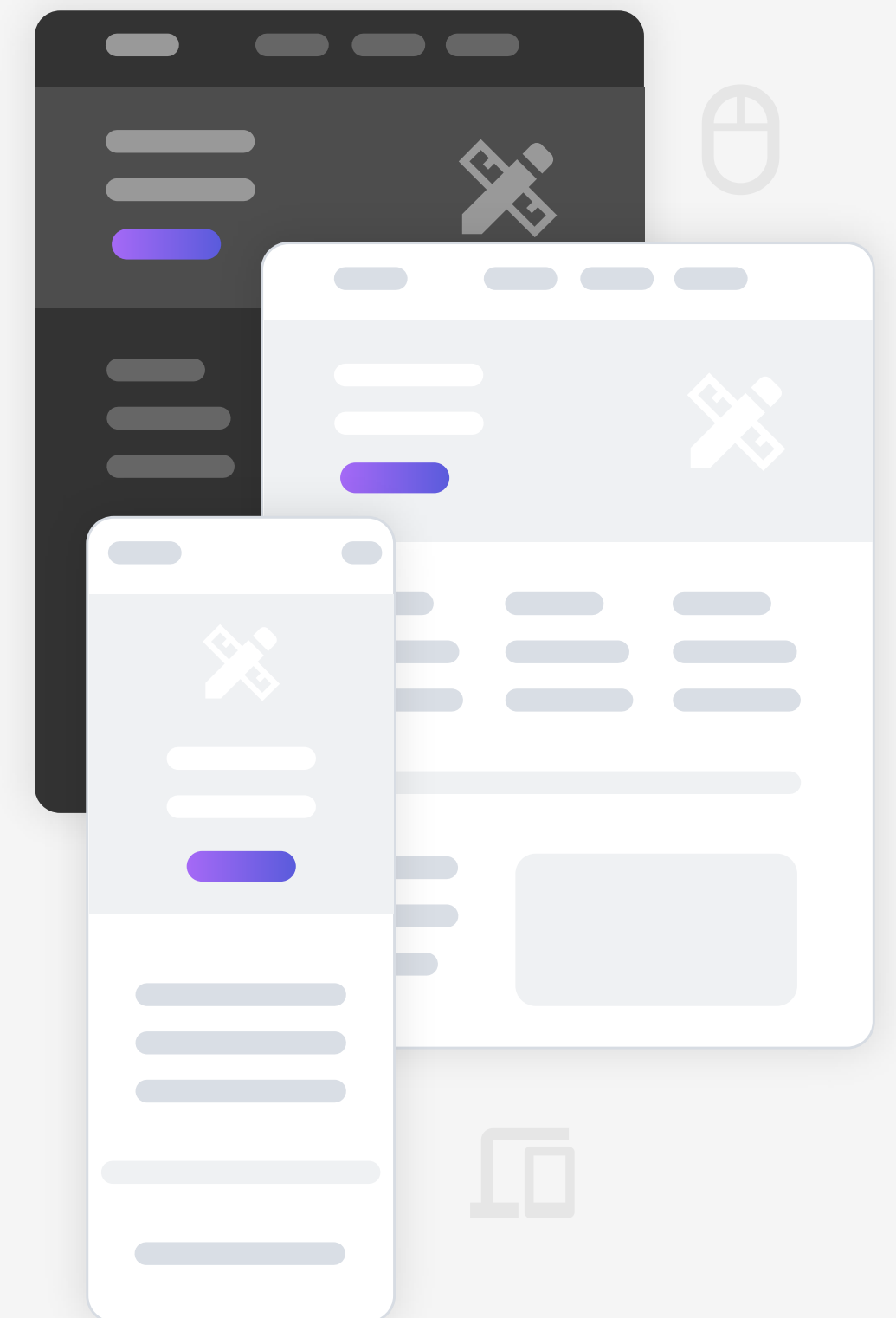
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UX Case Study 2:

Joint Application Design (JAD) for making a Cloud Analytics Platform

OVERVIEW   CHALLENGES   PROCESS   OUTCOME

In JAD, UX voiced the user, guiding the development process.

Details

During my time at one of the Big Four firms, I had the chance to dive into exciting projects alongside an energetic cross-functional team. From Minimum Viable Products (MVPs) to fully-fledged production-ready applications, I played a key role as a User Experience Architect, collaborating closely with both clients and software development teams.

The auditing applications, coming from different teams and platforms, were crucial for core auditing functions of the corporate. The Global Analytics Platform project aimed to bring all these diverse applications together, creating a unified ecosystem to streamline operations on a single platform.
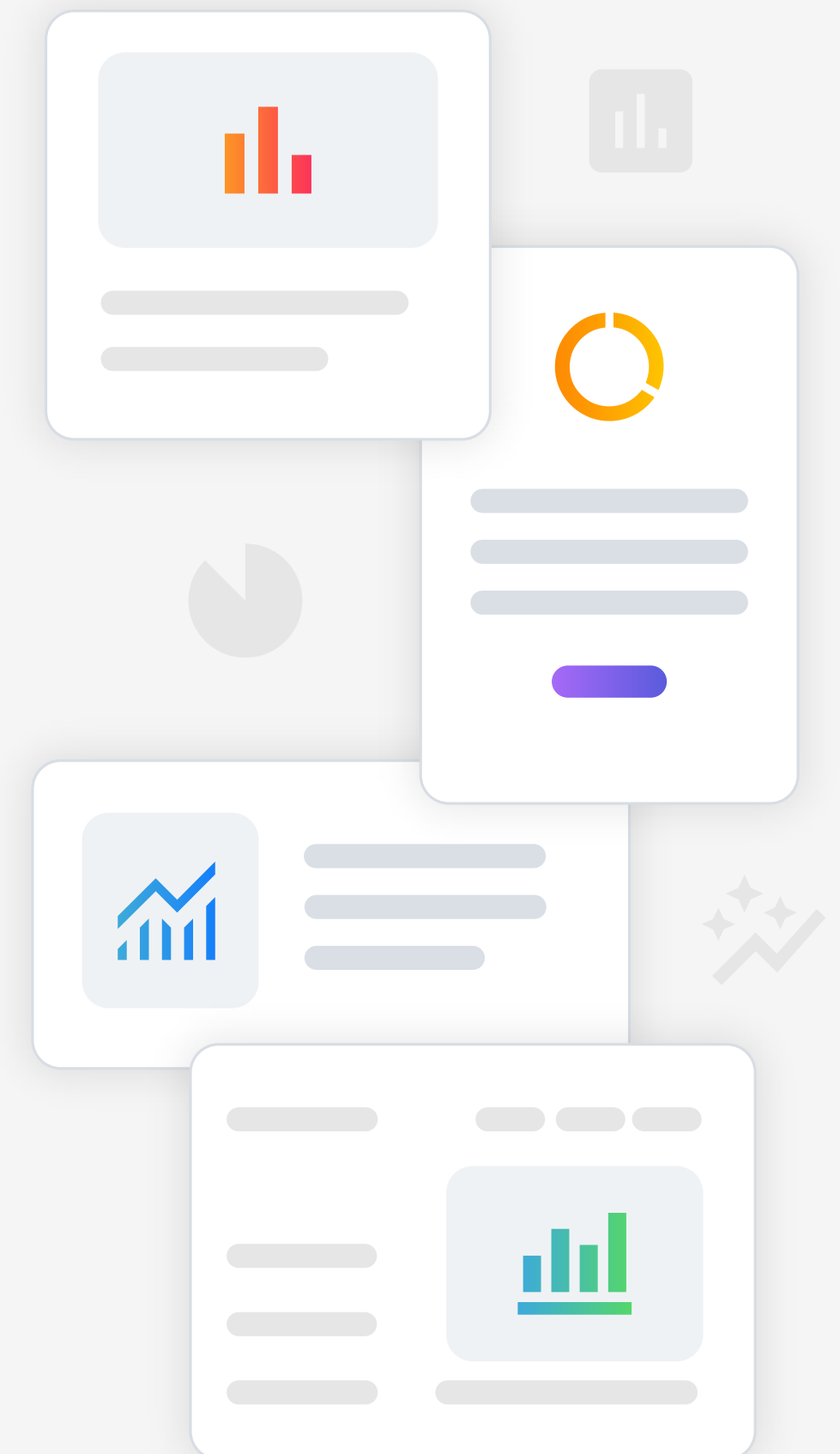
Role
User Experience Architect

Tools
Adobe XD, Axure RP, Mural, Abstract

Scope of work & duration
Web application, 3 Years

UX Case Study 2:

Joint Application Design (JAD) for making a Cloud Analytics Platform

OVERVIEW   CHALLENGES   PROCESS   OUTCOME

Establishing digital product style
At the project's start, we lacked a designated design system or UI/UX style guide for digital products, relying solely on marketing guides. As the project evolved, integrating globally developed design components greatly improved and unified our design process.

Setting future standards
With the concept of a novel platform and applications, our designs needed scalability for forthcoming applications in this ecosystem.

Adapting design tools
We began with Axure RP, creating highly realistic prototypes. However, due to collaboration limitations, we later shifted to more versatile tools like Invision, Adobe XD, and Abstract. These tools improved sprint version management and fostered better collaboration within the team.

We picked UX tools based on the outputs we needed to validate with clients. When new UX tools came along, integrating them into our workflow made everything smoother and more efficient.
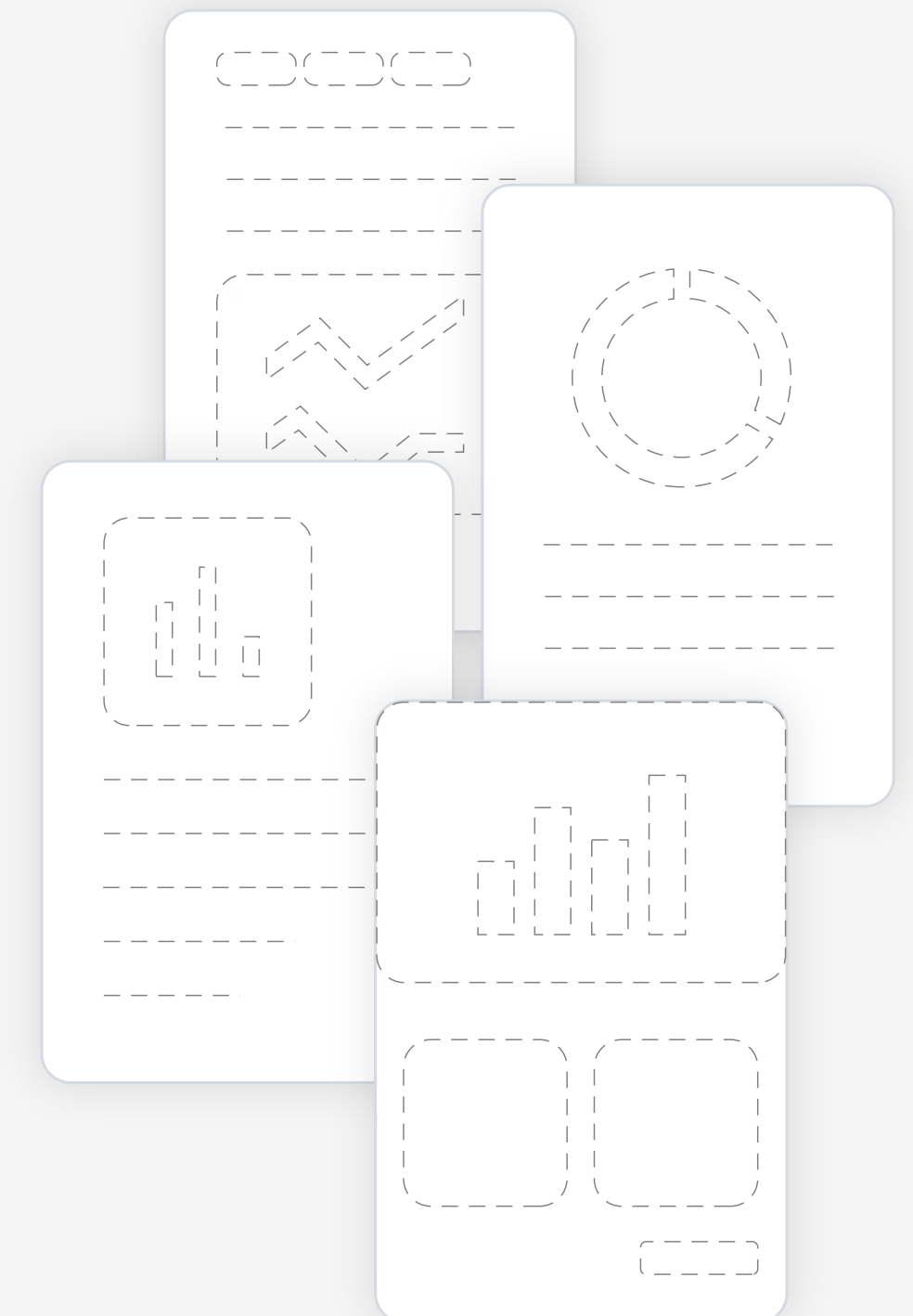
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UX Case Study 2:

Joint Application Design (JAD) for making a Cloud Analytics Platform

OVERVIEW   CHALLENGES   **PROCESS**   OUTCOME

Orchestrating design workshops & idea generation
Kicking off our project, we dove into Joint Application Design (JAD) sessions, bringing together clients, project management, design, and development teams. These sessions were pivotal in discussing requirements, exploring ideas, and identifying challenges. Crafting User Personas and mapping their journey through User Journeys gave us a visual roadmap of the user experience. We kept refining these personas and journeys, welcoming input from all stakeholders, which greatly enriched our understanding.

Collaborating within a dynamic team
To drive the project forward, we formed a dedicated cross-functional team overseeing design, development, and deployment. Keeping pace with the project's speed, we meticulously aligned our design process and deliverables with the rapid development strides.

Pre-workshop
Preparation

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

Design 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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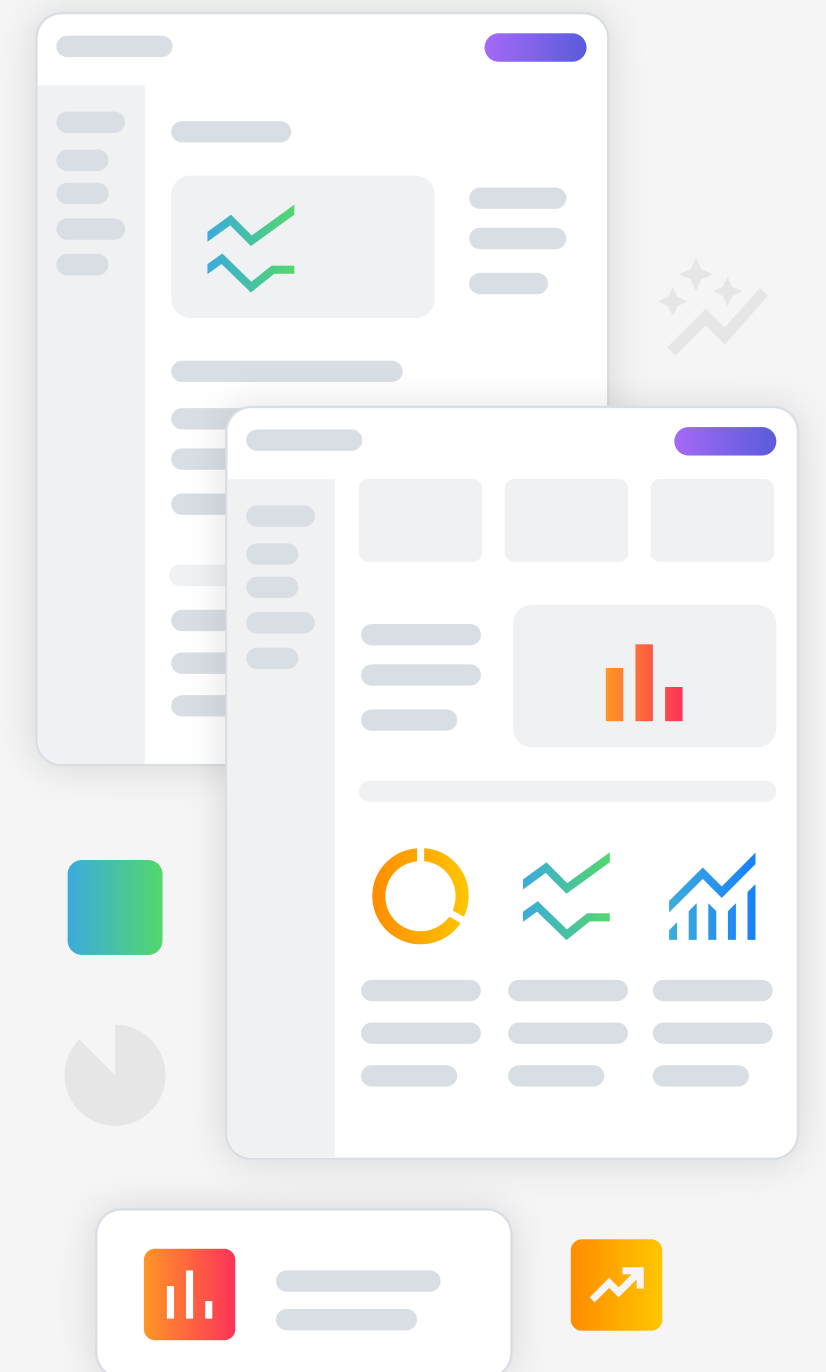OVERVIEW   CHALLENGES   PROCESS   OUTCOME

Creating wireframes & prototypes
Working closely with Business Analysts (BAs), I translated detailed business requirements into wireframes and interactive prototypes for client validation. These wireframes became foundational, aligning both business and development teams. Informed by requirement insights, we crafted conceptual designs and user flows, using interactive prototypes to spark discussions and refinements.

Design integration with development
Structuring the User Interface (UI) based on approved wireframes, I collaborated with the business team for iterations. Leveraging *Abstract* for version control, *Azure DevOps* became our central hub for managing projects, ensuring seamless collaboration among clients, BAs, development, and design teams.

Starting JAD sessions at the beginning of the development cycle not only sped up our progress but also allowed our UX team to craft applications by directly collaborating with our clients.

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Other Works

UI DESIGN   CONCEPT CREATION   BRANDING   STORY TELLING

UI Design   VIEW DETAILS ↗

Details
Working in Dubai for five years amplified my involvement in enhancing the expanding digital footprint of Government entities in the UAE. Throughout this period, my design contributions included mobile apps, websites, kiosk UI, and marketing materials.

Designing for the Middle East demanded a deep understanding of regional design trends and specific needs, notably catering to multi-language support. My time in Dubai afforded me the opportunity to craft applications across various rapidly evolving mobile platforms. Within the team, I played a pivotal role in advancing our design process by introducing and integrating new tools and techniques.

Role
UI/UX Design

Tools
Adobe Creative Suite

Abu Dhabi Police
Apple Watch App
(Concept)
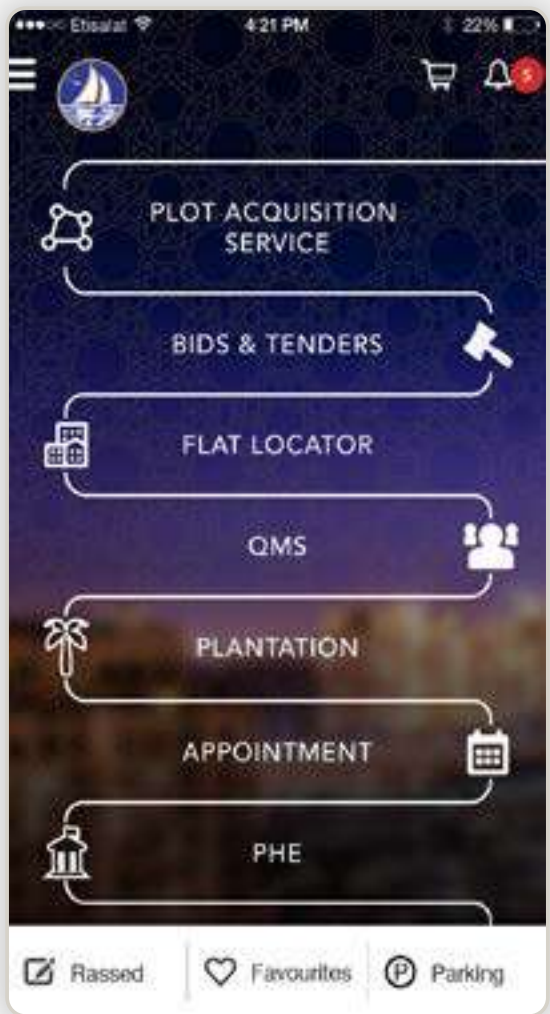
Ajman Municipality
Mobile App

Ajman Tourism Development Department
Offficial Website

Other Works

UI DESIGN   **CONCEPT CREATION**   BRANDING   STORY TELLING

United Kerala   VIEW DETAILS↗

Details
Growing up in Kerala, nestled in the southern part of India, offered a glimpse into its rich history. However, in this project, the aim was to diverge from the norm and reimagine an alternate history where Kerala stood as an independent country rather than just a state within the Union of India. The goal was to spark a reevaluation among Keralites, highlighting the region's untapped potential and its often-overlooked history.

Noticing a lack of awareness among many, especially millennials, about this local history, there was a need to reconstruct maps and craft a compelling narrative to introduce fundamental concepts. Understanding the power of visuals in conveying complex ideas, I carefully planned and visualized various scenarios crucial to the storyline

Role
Concept Creation, Visual Design

Tools
Adobe Creative Suite

Main Logo

Design Elements

Associated Graphics

Branding Applications

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ABOUT

UX CASE STUDY 1

UX CASE STUDY 2

OTHER WORKS

UI DESIGN   CONCEPT CREATION   BRANDING   STORY TELLING

Branding & Illustration   VIEW DETAILS ↗

Details

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

For me, branding breathes life and character into everything, no matter the size – whether it's a company, an app, an event, or a cause. It's about creating a visual and communicative identity that resonates and is understood and embraced by both creator and audience. Crafting a brand for an organization involves design elements and customer interactions, while in the digital realm, the essence of branding largely resides in interface design and user experience. These aspects are crucial in defining and molding how the brand is perceived in the digital world.

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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ABOUT

UX CASE STUDY 1

UX CASE STUDY 2

OTHER WORKS

UI DESIGN   CONCEPT CREATION   BRANDING   STORY TELLING

Story Telling with Animated Video   WATCH VIDEO ↗

Details

Creating *One in a B1llion* was a journey to shed light on corruption. The title reflects the idea that in India's vast population, an individual might feel insignificant among billions. However, the video aims to show how each person's actions hold immense power in shaping society. It's about highlighting the ripple effect of individual actions on the collective fabric of society.

I crafted a storyboard with simple sketches, mapping out the narrative. Then, in Premiere Pro, I brought these sketches to life, adding descriptions to animate the storyline. Simple illustrations have always been my go-to for clear and impactful communication.
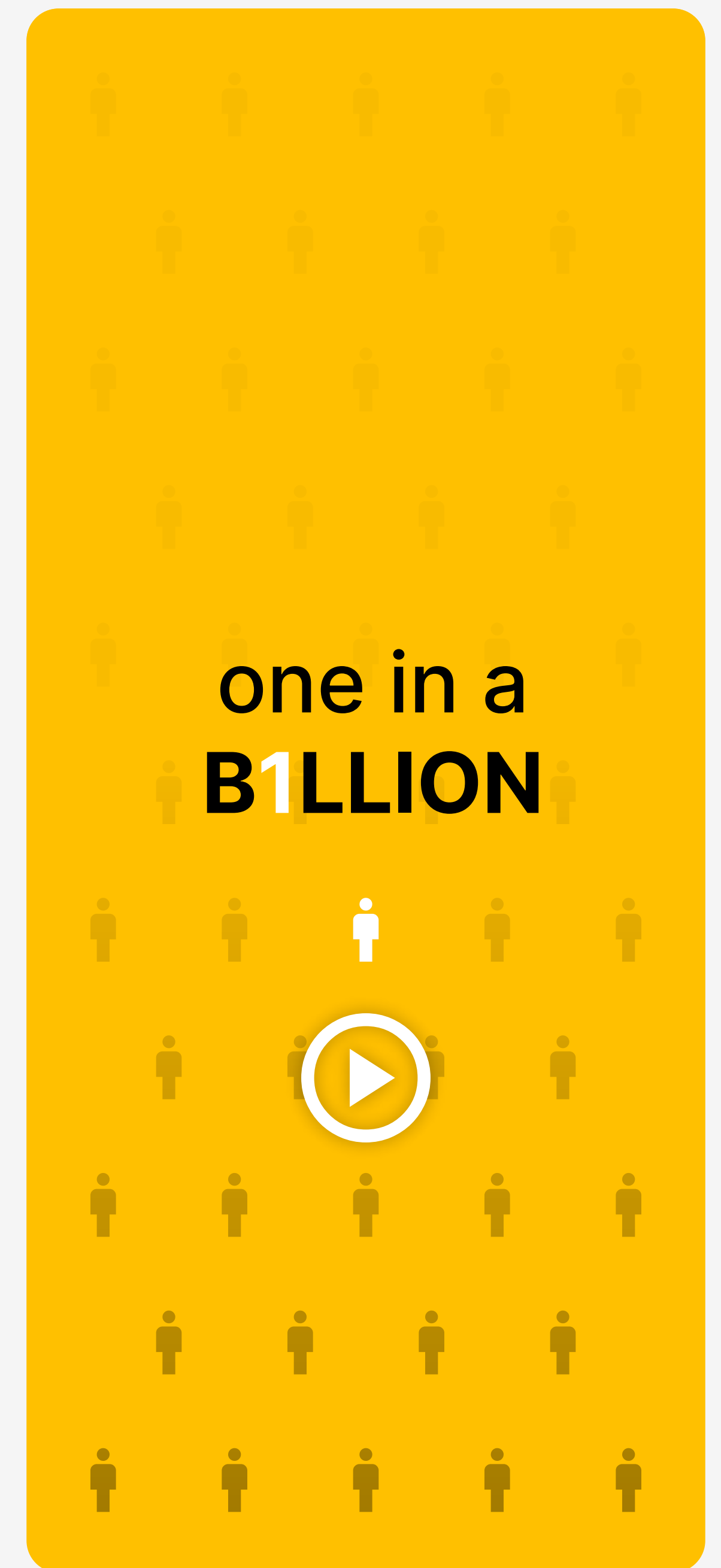
Role

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

Tools

Adobe Illustrator, Premiere Pro

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one in a
B1LLION

"Make it simple, but significant."

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