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Available immediately

Hey, I'm Harshi, a global product designer. I help brands design apps, web & lead design teams.

My process: Understand → Research → Define Goals → Brainstorming & Ideation → Design

Selected work - Please get in touch for detailed studies

Reimagining H&M's Brand Experience

Launching New User Experience and Stylebaords

New Brand Identity

Task

- Eliminate the rapidly widening fashion perception gap between H&M and its competitors.
- Elevate the brand identity, identify and eliminate the UI and UX pain points.

My role

User Research
UI design
Brand Identity
Leading design system

Visual Guidelines
Cross team communication
Stakeholders buy ins

My role

Understanding the problem:
Understand user pain points, common behaviors and patterns.

Design:
Design wireframe and prototype.

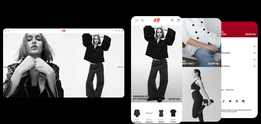
Research:
Competitive analysis, and user interviews.

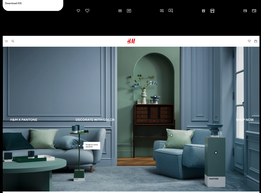
Testing:
AB testing, Userczoom testing

Brainstorming & empathy driven ideation:
Generate as many ideas as possible. Finalise the design direction.

Results

- The new brand identity went live in Denmark web.The elevated UI design not only enhanced brand perception but also positioned H&M at par with its competitors.
- The new design reveal a 50% increase in the perception of the app as innovative and distinct from competitors.
- Customer retention rates witness a 15% improvement, indicating higher brand loyalty.
- The UX improvements streamlined the user journey, significantly boosting overall satisfaction.
- Initial user feedback, reviews, and ratings are positive, indicating user satisfaction with the new UI design.
- Users appreciate the new member identity, improved usability.





Hennes & Mauritz

Stylebaords

Task

Our user feedback and analytics revealed a recurring issue - online shoppers struggled to maintain a centralized collection of items carried by them, for inspiration or purchase within the app. This fragmented experience hindered their ease and make informed purchase decisions, ultimately impacting user engagement and conversion rates.

My role

User Research
Brainstorming
Wireframing
Design

Contributing to the design system
Developer communication

My role

Understanding the problem:
Understand user pain points, common behaviors and patterns.

Design:
Design wireframe and prototype.

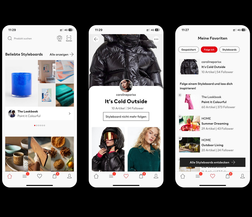
Research:
Competitive analysis, and user interviews.

Testing:
AB testing, Userczoom testing

Brainstorming & empathy driven ideation:
Generate as many ideas as possible. Finalise the design direction.

Results

The Stylebaoard feature went live in Denmark web.The feature not only enhanced user engagement but also added gamification factor to the product.
63% of the users thought the solution made saving their products and inspiration easier.
User feedback reflected appreciation for the convenience and personalisation brought about by the Proposal line board.



Refing the world of homegrown luxury brands

Launching a new luxury platform for Nykaa

Nykaa Luxe

Task

- Giving Nykaa Luxe a new identity, increasing conversion as well as participation.
- Improving recall and creating a cohesive experience that highlights the luxury feel.

My role

Research & Competitive Analysis
Leading the design direction
UI design
Visual Guidelines
Stakeholders buy ins

Process

Understanding:
Business goals
Constraints
Project Goals

Research & define:
Competitive analysis
Stakeholder interviews
User interviews
Persona building

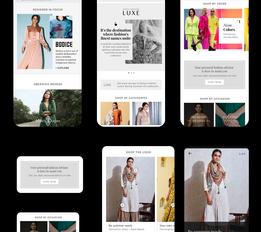
Design:
Sketches
Feedback
Wireframe
Prototype
Testing

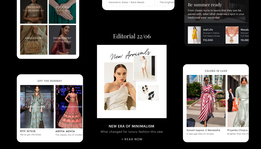
Implementation & analyse

Results

I created an alternate universe on the platform for Nykaa fashion's luxury segment.

The strong, cohesive UI and design language helped us in differentiating Nykaa luxe from Nykaa fashion. It also helped in building user's trust in the product. I resolved the information architect and gave luxe more visibility. It resulted in increased participation, new users and engagement for our luxury segment.





Let's connect?

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