

# BHARGAVI

Design Strategist • Interaction Designer

# GateOne

Nov 2014 - Jan 2015

## Creative Director & UX Lead

Designed an intuitive, single-scroll product website for GateOne, a service that aims to make government identity APIs easily available for individual developers and companies.

The website aims to simplify the content to make it digestible for its users. The design also identifies the user type early on to provide specific and targeted content. Subtle design elements such as iconographic labels and color demarcation have been used to establish information hierarchy and hint user actions.

# GATEONE - LANDING

The landing page features a large background image of the India Gate monument in New Delhi. A dark diagonal band runs from the bottom-left to the top-right, containing the GateOne logo and a slider interface. The slider consists of three circular icons connected by lines: 'COMPANY' (with a building icon), 'YOU' (with a person icon), and 'DEVELOPER' (with a code icon). Below the slider is a button labeled 'Get Info'.

GateOne

AADHAAR ENABLED BUSINESSES

Let GateOne help you and your company

COMPANY   YOU   DEVELOPER

Get Info



Animated background image that dynamically arranges itself to signify the coming together of GateOne in your business



An interactive slider to assess the user type and provide targeted content, specific for the user



A window scroller resembling an information flipbook, to provide a seamless flow of information

# Visionary School Men

Apr 2014 - Aug 2014

## Creative Director & UI Wireframing

Conceptualised and prototyped the user facing responsive website for Visionary School Men, an education provider for K-12 students in Singapore.

The website succinctly explains the different functionalities it provides for all its users(students, content providers and publishers). The landing page design includes a stop motion video background to elucidate its responsive nature and uses dynamic line figure to keep the content flow cohesive and relevant.

The live website can be viewed at - <https://www.getvsm.com>

Visionary School Men

http://www.vsm.com

Google

HOME EDUCATOR STORE

A

Leaping with technology

Touch of a finger is from the previous era, the VSM website responds to current technologies including Leap Motion and Google Glass.

LEARN MORE

Beyond  
Viewable Area



**Page Transition**  
None

**Development and Functionality Notes**

A → The rest of the devices float out and the desktop is zoomed in. An animated hand shows the swiping of pages within the display area.

Visionary School Men  
http://www.vsm.com Google

HOME EDUCATOR STORE

**Calling Out Educators & Publishers**

An opportunity to inspire students with quality educational material from you!

A DOWNLOAD BROCHURE B CONTACT VSM C MORE

Your Content, Appreciated Worldwide

VSM provides you with a platform to reach out to students across the globe, by allowing you to publish your content here. As an educator/Publisher, VSM makes sure you receive 100% of the sale price\* on all your books.

Beyond Viewable Area

\* Payment gateway charges will be applicable

Page Transition  
None

- D** Development and Functionality Notes  
Lets the user download the brochure.
- B** Scrolls down to the educator form portion of this webpage.
- C** Scrolls down to the next section of the web page.
- E** Mandatory fields have been marked with an \* to indicate the user of its nature. Inline errors will be displayed as and when needed.
- F** Selected and unselected options for levels is displayed.
- G** A drop down with a list of relevant options is displayed on clicking the arrow.
- H** User can drag and drop files into this area to add them. Files will be validated for format.
- I** When a file has been added, a thumbnail and name of the file is displayed. User can easily change by dropping another file into this area.
- J** Another set of new publication fields will be added to this section, pushing down this section.
- K** Clicking on either of the two buttons will open the mail window, with pre-entered email address.
- L** Once the publication has been submitted by the user, this message gets displayed in the top of the page.

torquent per conubia nostra, per inceptos hymenaeos. In convallis. Fusce suscipit libero eget elit.

In laoreet, magna id viverra tincidunt, sem odio bibendum justo, vel imperdiet sapien wisi sed libero.



## Content Eligibility

Make all your authored notes, guidebooks and assessments available for children across the world to read from. We accept files in these formats: ePub

[Download Brochure](#)

A

## Add your quality books and notes to the VSM Store

All content submitted to the store is reviewed thoroughly to ensure the best quality in student education.

Name \*

•

D

Email Address \*

Designation

Institutuion

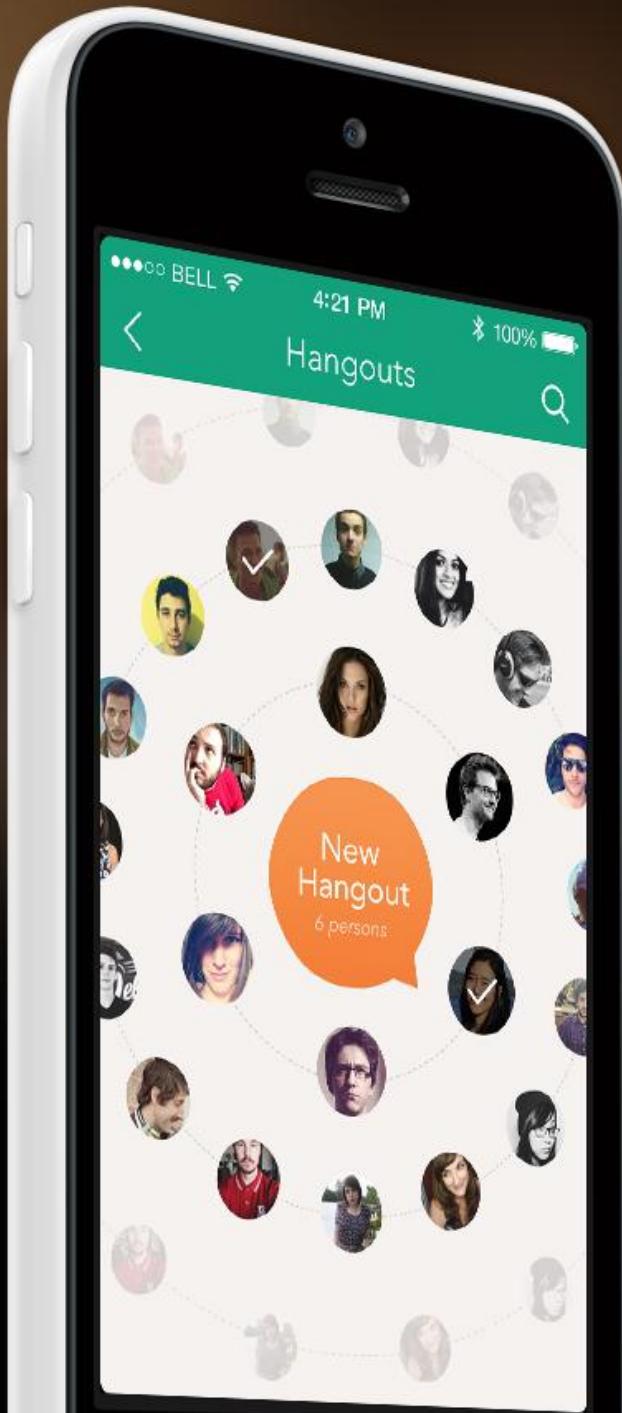
# Eruditus

Apr 2014 - Aug 2014

## Creative Director & Concept Prototype

Was instrumental in coming up with interaction models for Eruditus, a social communication platform for students taking long distance executive management programs.

The application brings together students working on projects from different parts of the world, with its *sui generis* circle of hangout mates. The design also uses distinct forms of representing usual messages within the class chatter section, that serves as a platform for student communication.



# HANGOUTS

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6

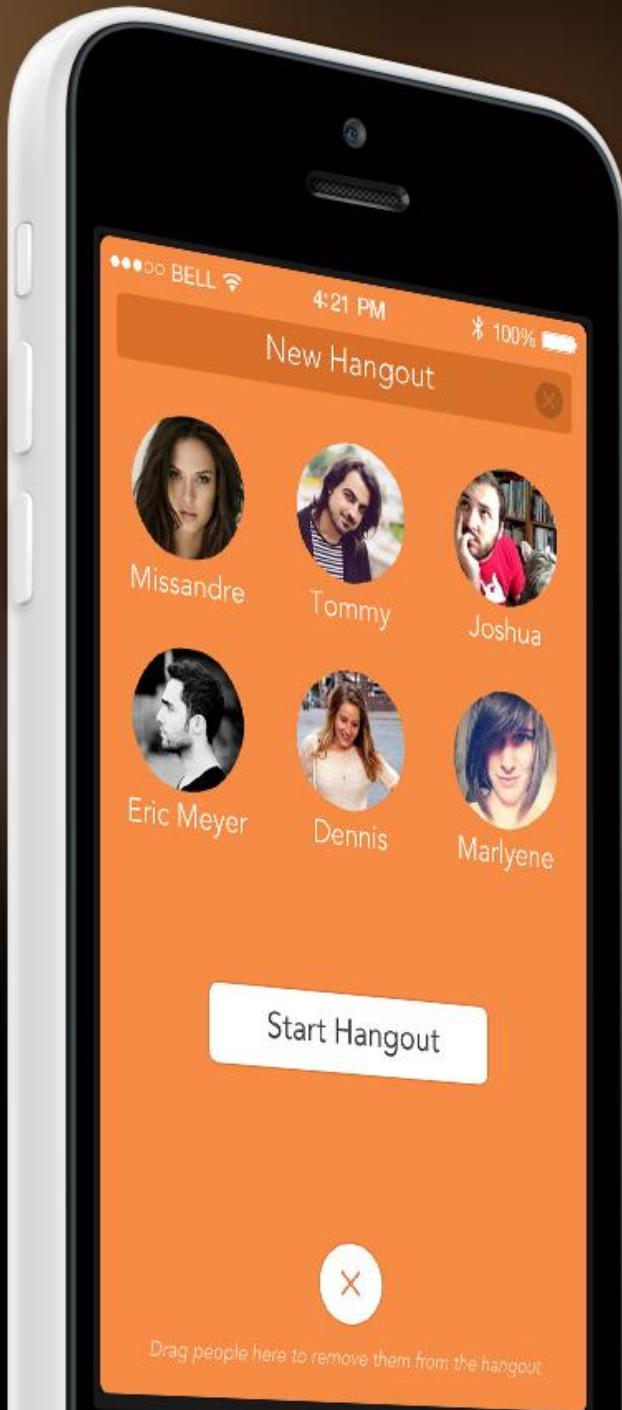
Drag and drop any user into the chat icon to add him to the hangout. The icon updates with the number of persons added to the hangout

Tap and hold on the chat icon to see the people added in the hangouts. User can remove persons from there

?

Pinch and zoom to see more of the users. Once the outer circle of users is visible the inner circle will fade out

User can also search for any particular user using the search icon



# HANGOUT PARTICIPANTS

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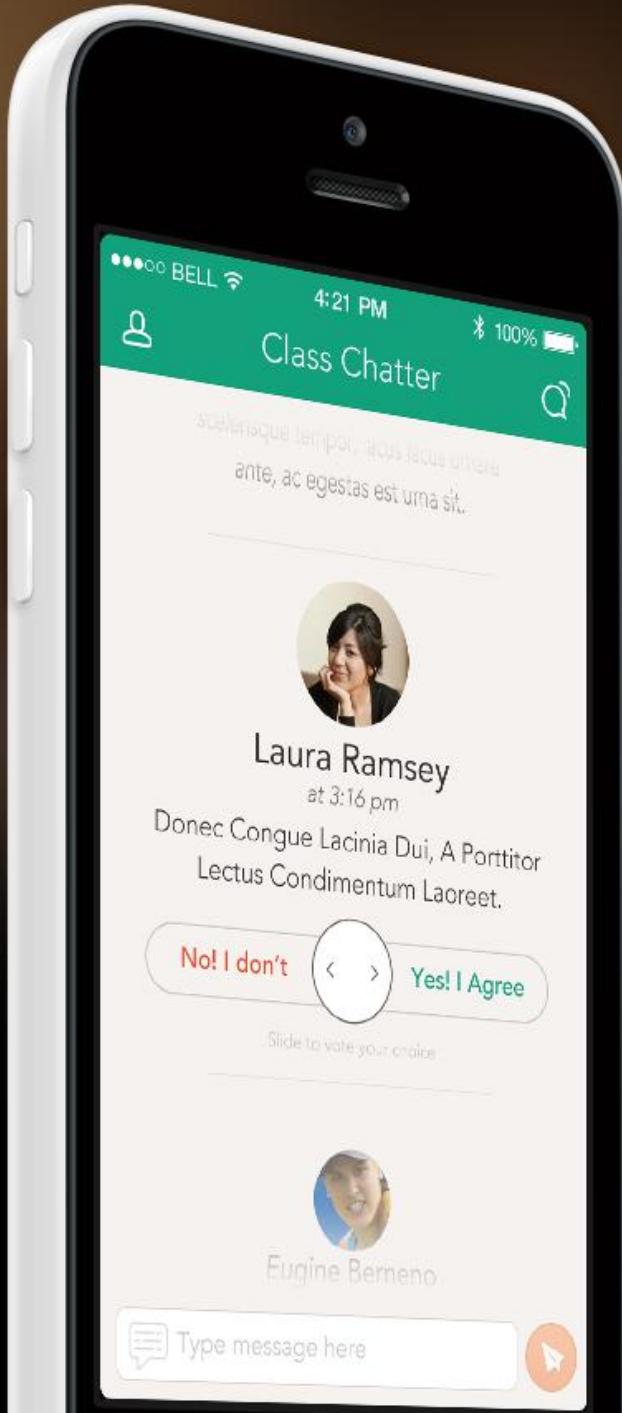
The grid view of user allows ease of use in viewing the list and removing them from the hangout

Drag and drop the users at the bottom of the screen where the close icon changes to delete icon



Tap on this to close the view and go back to the hangout view

User can also change the name of the hangout at the top



## CLASS POLL



Poll messages with two options are shown this way.  
Slide the button to left/right to vote. Once the user  
votes, he gets to see the poll results.



Tapping on this will bring the hangout view  
where user can select multiple users and start a  
hangout session



This will take the user to the user profile screen.  
He can edit his basic details there

# Artis Ventures

Jan 2014 - Apr 2014

## Creative Director & UI Designer

Prototyped and designed a responsive website for Artis Ventures, a leading San Francisco based venture capitalist firm. The website aims to establish a dynamic human connection using a video background, laid beneath the parallax interface.

Large images, seamless content transition and legible content, makes content discoverability intuitive and easy.

Artis | YouTube investor • VC Technology Firm in San Francisco  
<http://www.artisventures.com/> Google

**ARTIS** 1

OUR WORK WHO WE ARE THEMES PRESS CONTACT 2 3

## Who we are

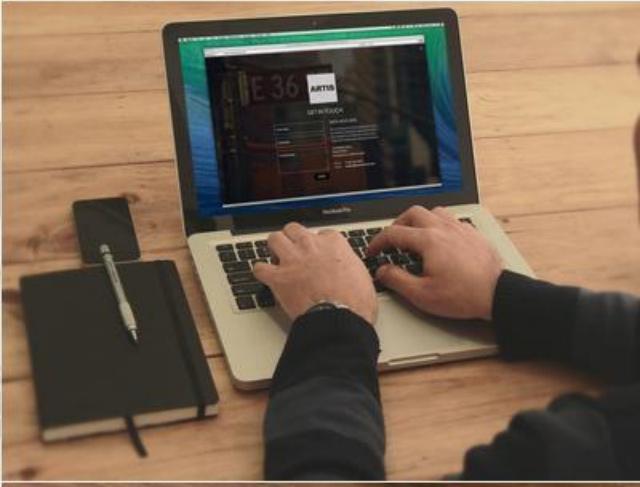
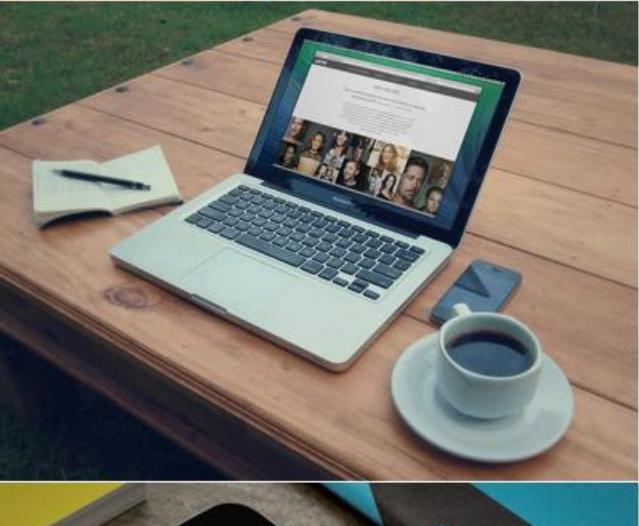
When it's time to transform a big idea into a great company, entrepreneurs want a venture partner who understands and believes in the power of big ideas – those bold visions that have the power to disrupt an industry, a market and ideally the world. Moreover, entrepreneurs want a proven venture partner who has the resources and experience and knows what it takes first hand to help a company succeed, to turn those big ideas into an action, and to make those strategies a reality.

***"Since a small idea requires the same level of effort as a big idea, why dream small?"*** Mike Harden



### ANNOTATIONS

1. The Artis Ventures logo will appear when the user commences scrolling. The logo is placed here for brand identity however it will also navigate the user back to the beginning (intro section) of the site when selected.
2. There will be an animated bar that will slide horizontally between each navigation / menu item to highlight the users current location.
3. The up arrow essentially performs the same function as the 'AV / logo' - i.e. it will navigate the user to the top of the website with easing.
4. Panning images of the Artis team - this 'gallery' will essentially hold multiple images of each team member including personal photos covering interests and group / team photos from the Artis offices. The gallery will pan very slowly from right to left. Hovering over the gallery will display the 'more' / '+' icon which will load the team profiles details.



# ING Vysya App

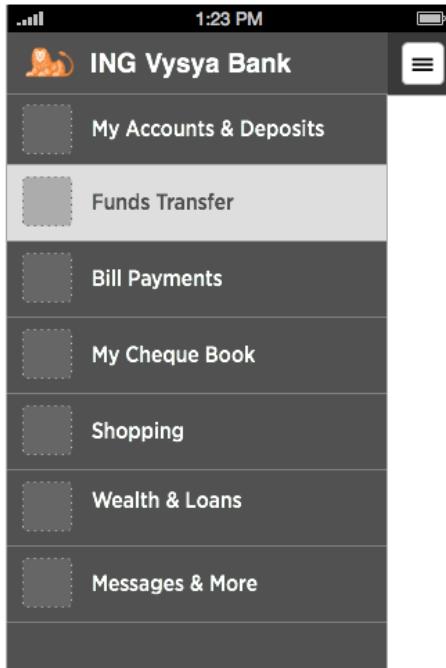
Oct 2012 - Aug 2013

## Creative Director, UI Designer

Conceptualizing an intriguing user experience and designing the complete UI wireframes for ING Vysya Bank's retail banking application. Also responsible for setting the design direction that is strongly based on the bank's branding palette, while spinning a secure, gamified approach to banking with bevelled and glossy buttons, legible iconography and skeuomorphic elements such as the balance meter, cheque previews and gift card sections.

The application was designed for iPhone, Android Phone, iPad and hybrid phone platforms.

### 3.1 Categories Menu

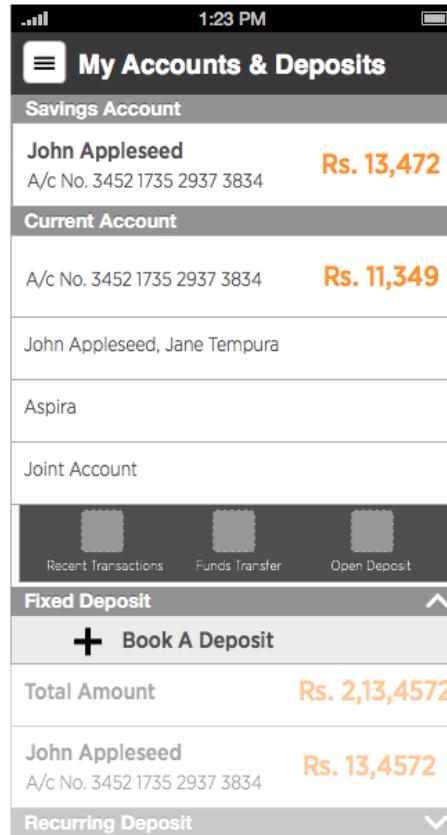


### Comments

1. A list of all the main categories is provided in this section, user can navigate to that particular section(which slides in) by tapping on the respective item. For instance tapping on Funds Transfer will take the user to screen **4.1 Funds Home**



### 3.2 Accounts Home



### Comments

1. Tapping on this takes the user to screen **3.1 Categories Menu**. He can navigate to other sections by tapping on this menu icon.



2. An overview of all the accounts, managed by the user can be viewed here, sorted by the type of the account.

3. Tapping on the account details, slides open the account related actions in an accordion fold-out transition.

4. Account related actions(statements, fund transfer, bill payments) are provided in this slide out drawer.

5. Tapping on Transactions opens screen **3.3 Transactions**

6. Details of the deposit can be viewed by tapping on a deposit **3.12 Deposit Details**, additionally, a new FD can be opened by tapping on this cell. Total value of the FD is mentioned here.

7. Tapping on this will expand the list of recurring deposits



ING Vysya for Android and iOS  
Full-featured mobile banking for the masses.

# Sears App Concept

Sep 2013

## Creative Director & Concept Prototyping

Designed a visual prototype for Sears's Home Improvement Service, that aims to help users control thermostats and garage doors from their smart phones.

A vibrant iPhone app concept was designed to monitor and change thermostat temperatures using a dial, that fades into different color palettes based on the temperature chosen.

# sears

Home Improvement Services



# Happy Fox

Jan - Sep 2009

## UX Designer

Designed the complete user interface for HappyFox, a customer support, ticket management software.

Creating a flexible layout that can be easily re-branded was an interesting challenge to overcome, for this completely customizable web interface with a dynamic dashboard of tickets and real time analytics,



# happyfox

run reports for any time interval

All Tickets  
03-Aug-2011 - 10-Aug-2011

Overview

78 Tickets    75 Assigned Tickets    3 Unassigned Tickets    45 Pending Tickets    33 Completed Tickets

Number of Tickets

View by: Status Assignment Priority

Aug 03 Aug 04 Aug 05 Aug 06 Aug 07 Aug 08 Aug 09 Aug 1

15  
10  
5  
0

All Pending Completed

visualize & compare tickets

interactive charts with key ticket parameters

Tickets by Status

New Open On Hold Solved Closed

Tickets by Priority

Low Normal High Critical

Tickets by Assignee

Tyler Selma Marcus Jon Essie Gabriel