

# **Building a Portfolio**

For Pratik Somyavanshi

I read a book to do  
this project

# The Elements of User Experience

By Jesse James Garret

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# Interview Questions

Do you want me to explain what the assignment is?

When are you busy / free?

How much do you want to get involved in this?

Will you actually use these prototypes for your internship website?

## **Very Broad Questions**

What is your name?

Where are you from?

How well do you know yourself?

Do you live in the hostel?

Would you rather travel or stay in the same place?

What is your passion / hobby?

How would you define success in your life?

**Interactive questions** --> conversation is possible, conversation is good

Broad Questions

Why do you need a portfolio?

Why do you want an internship?

What kind of a designer would you say you are?

Why do you design?

Do you like behance / dribble? Why?

Are you more of an artist or a designer?

Who are your favorite artists/ designers?

Are you going to be a specific part of design?

What are some things you absolutely hate in design / art ?

Name 5 nirvana songs!!

What kind of an internship do you want to cater to?

## **Specific Questions**

What profolios do you like?

What do you expect me to do?

Show me artwork / websites that you like

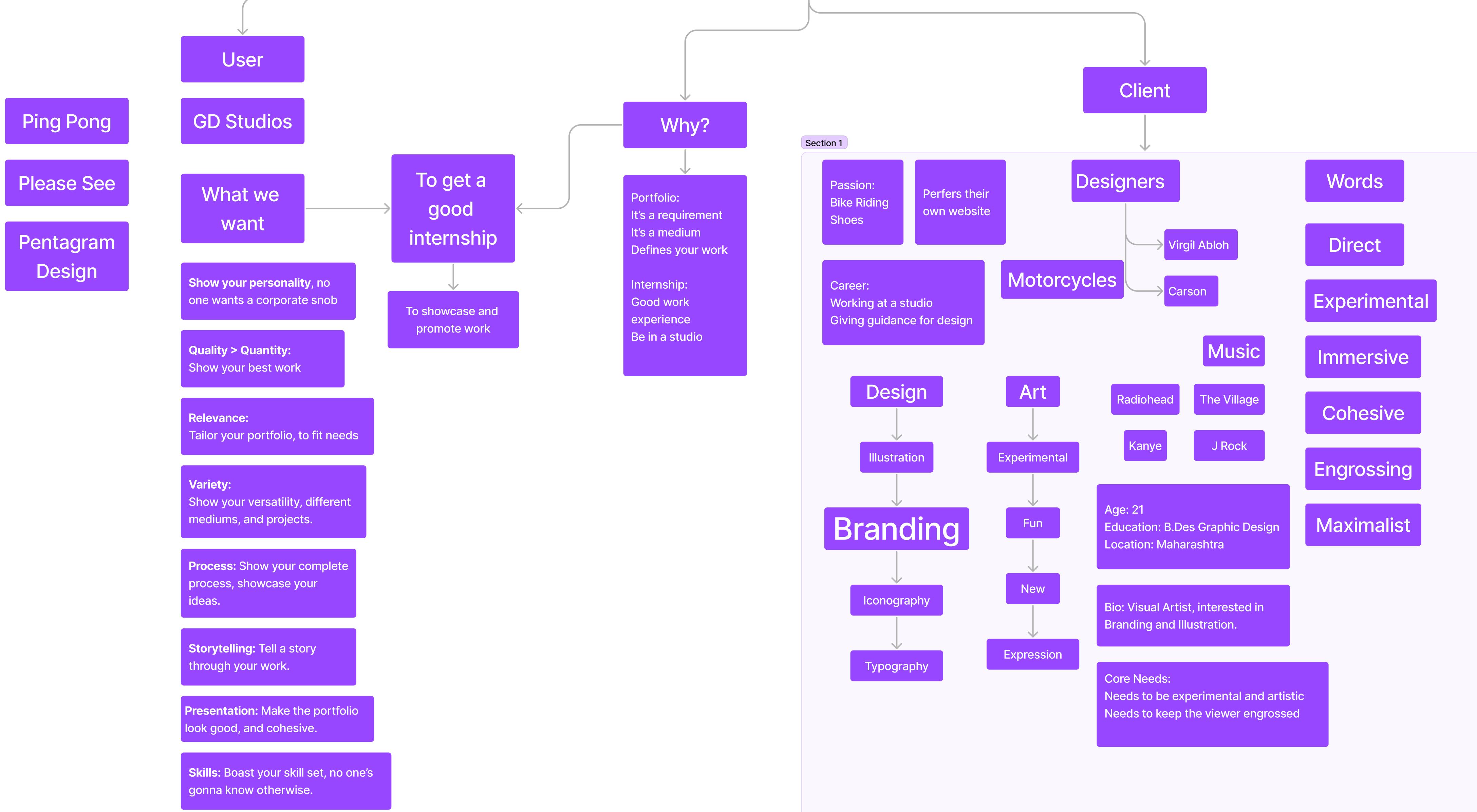
Give me 10 words, that you want to associate with your website.

Maximalism vs Minimalism?

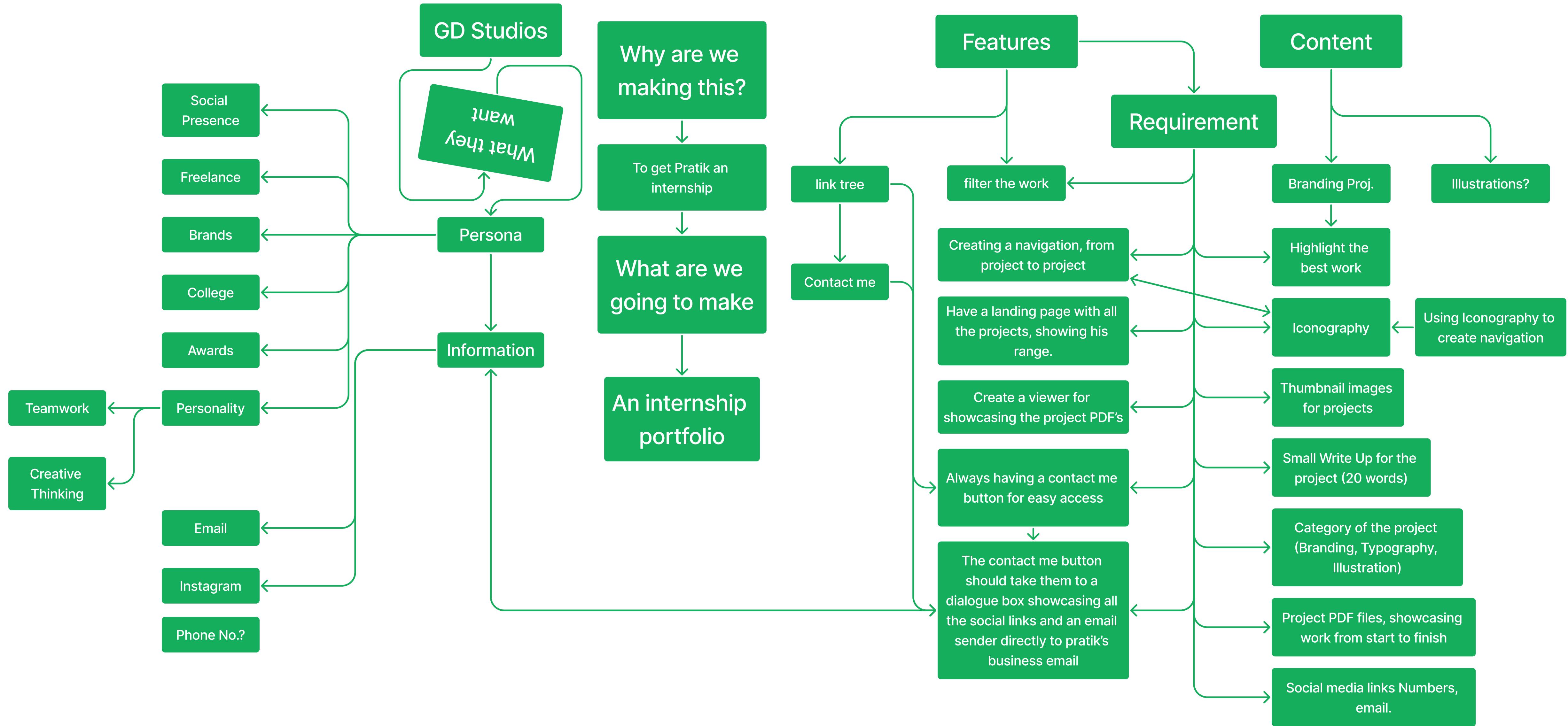
**Full Interview text at the end of presentation**

**Warning: text not formatted, at all**

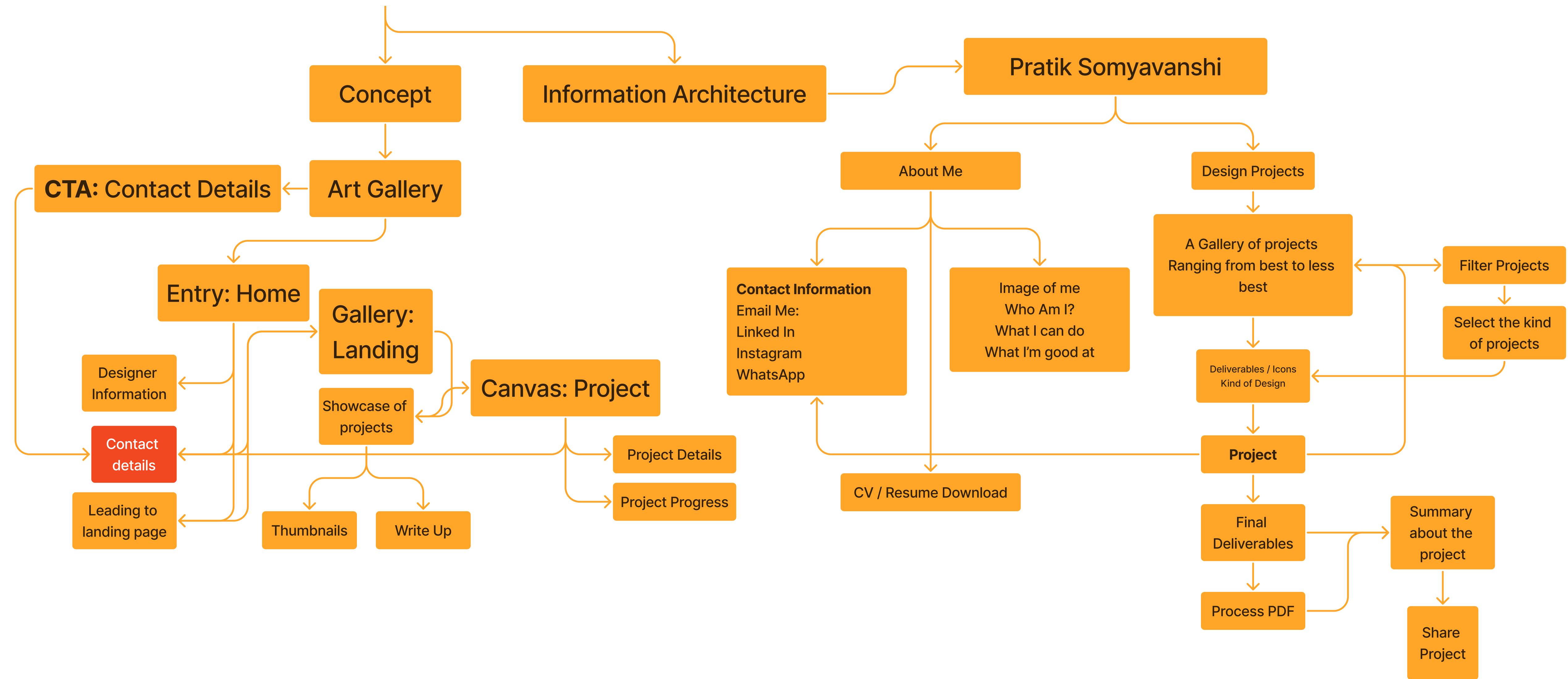
# Strategy



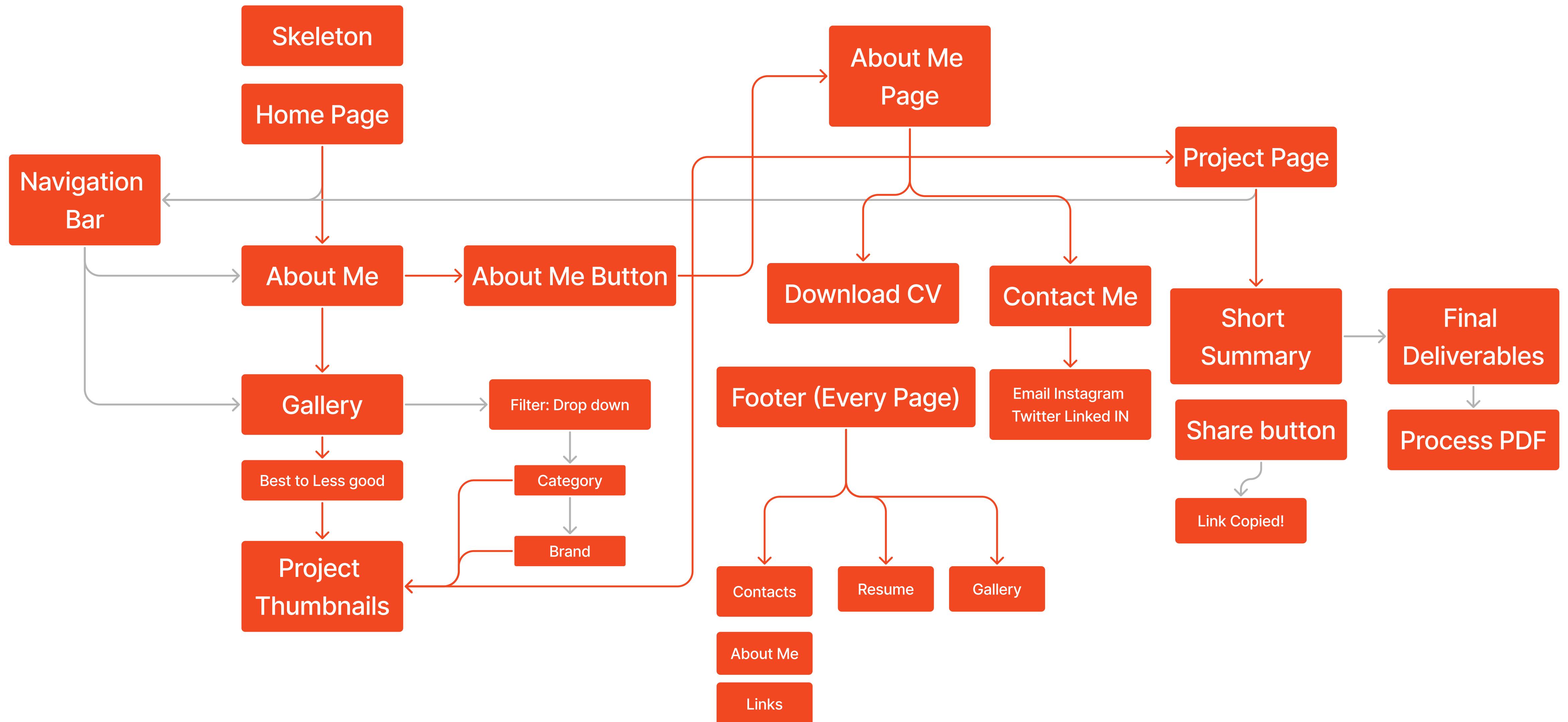
# Scope



# Structure



# Skeleton



# Personas



Daditya Aamle

**Age:** 45  
**Education:** Business  
**Location:** Mumbai  
**Occupation:** Runs a veterinary business  
**Tech Literate:** Medium-Low  
**Passion:** Making Money, getting customers

## Bio

Daditya Aamle is the owner of multiple veterinary businesses.

## Core Needs

Needs someone who is good at communicating and understanding constraints and requirements

Someone who knows what they are doing for their business

## Frustrations

Needs content to get to the direct point

Faces difficulty with too many different technicalities



Aditya Damle

**Age:** 30  
**Education:** B.Des  
**Location:** Mumbai  
**Occupation:** Co-founder Design Studio  
**Tech Literate:** High  
**Passion:** Illustration, Branding

## Bio

Aditya Damle is the Co-Founder of Dam Design. He does illustration, branding and art.,

## Core Needs

Needs someone with a good understanding of the design process.

Likes to stay un distracted in the experience

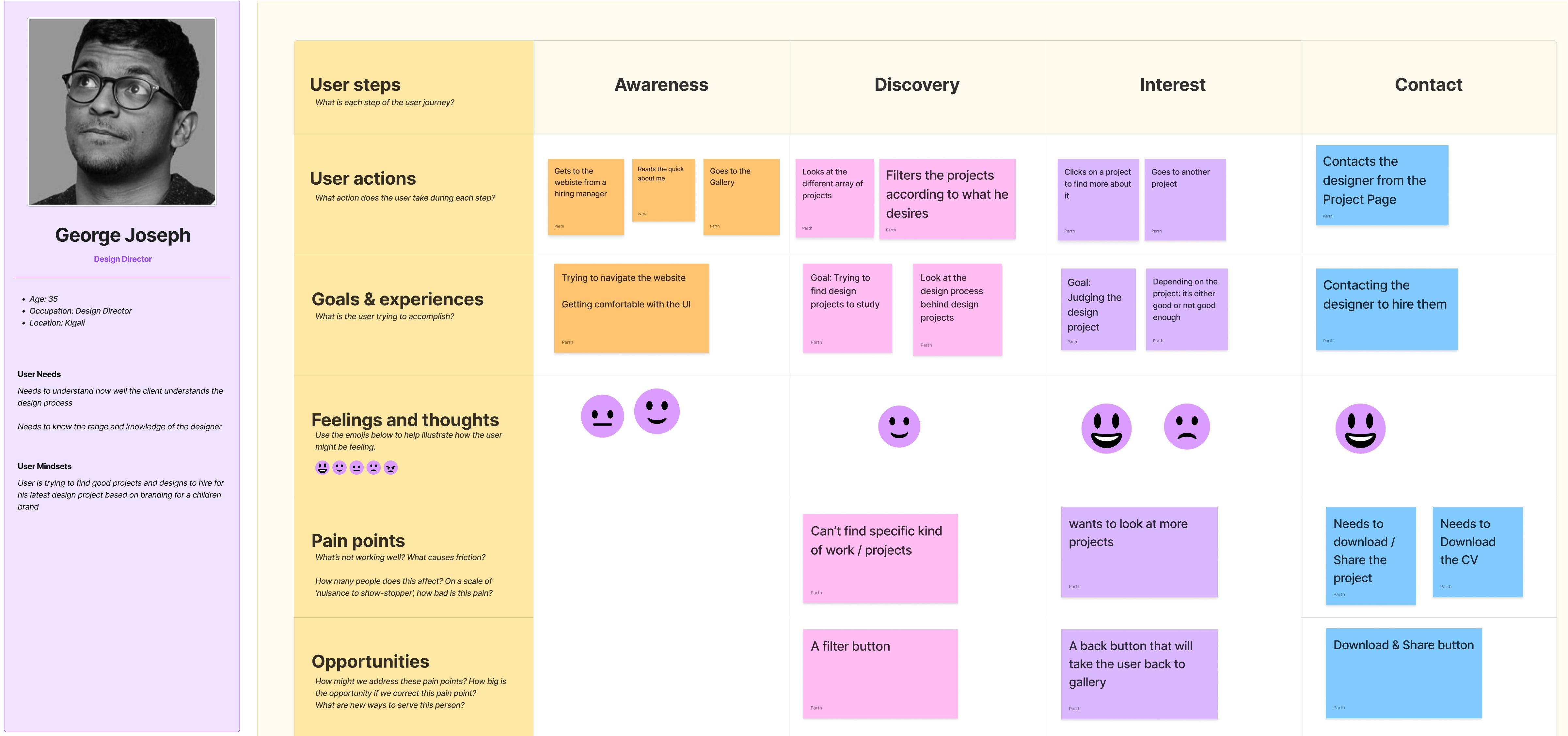
## Frustrations

Doesn't like to see all the process before looking at the final work

Only wants to see the best and outstanding work.

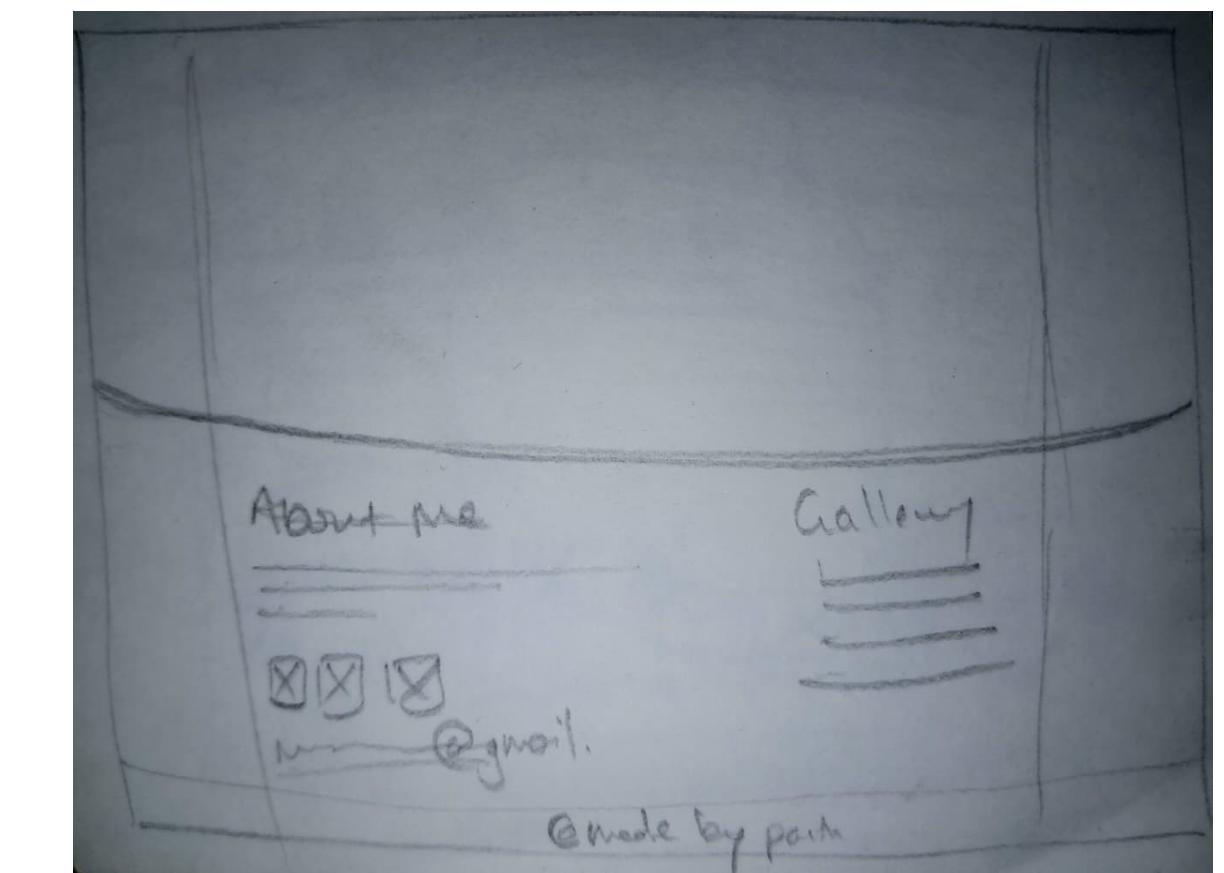
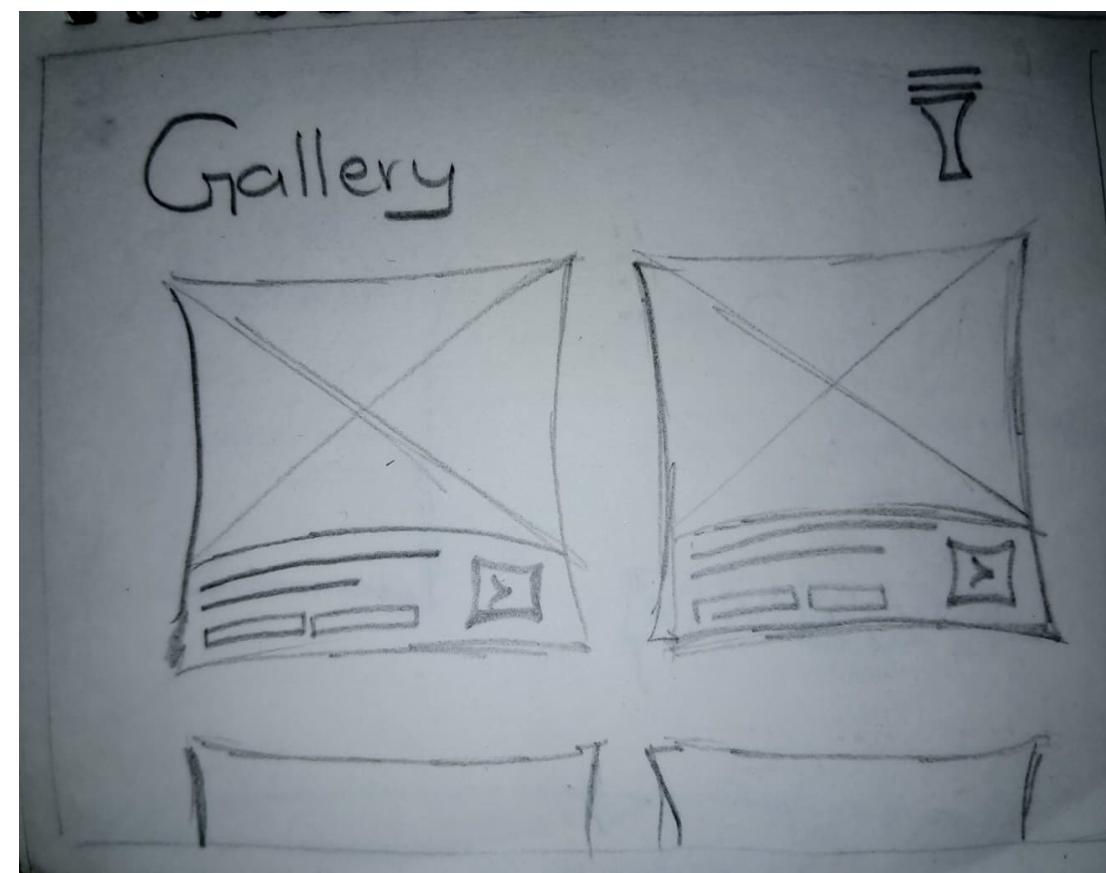
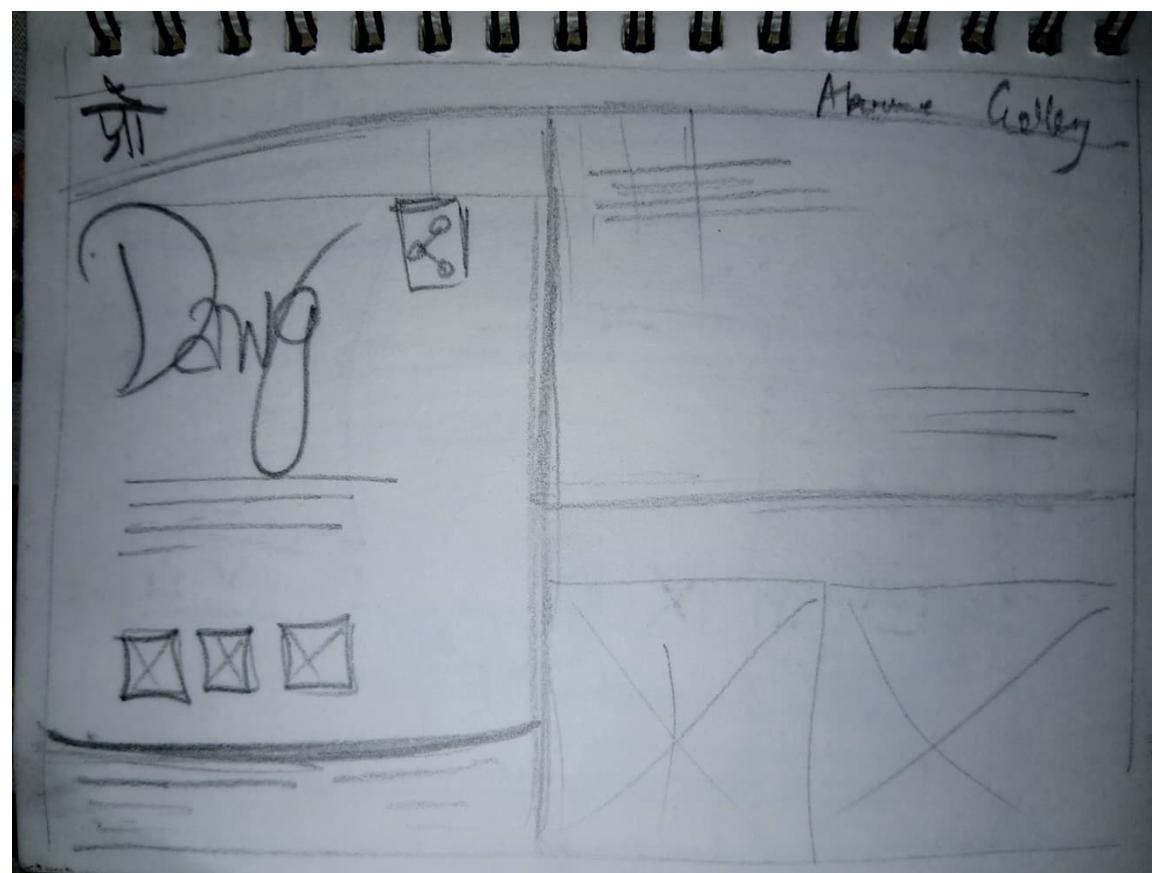
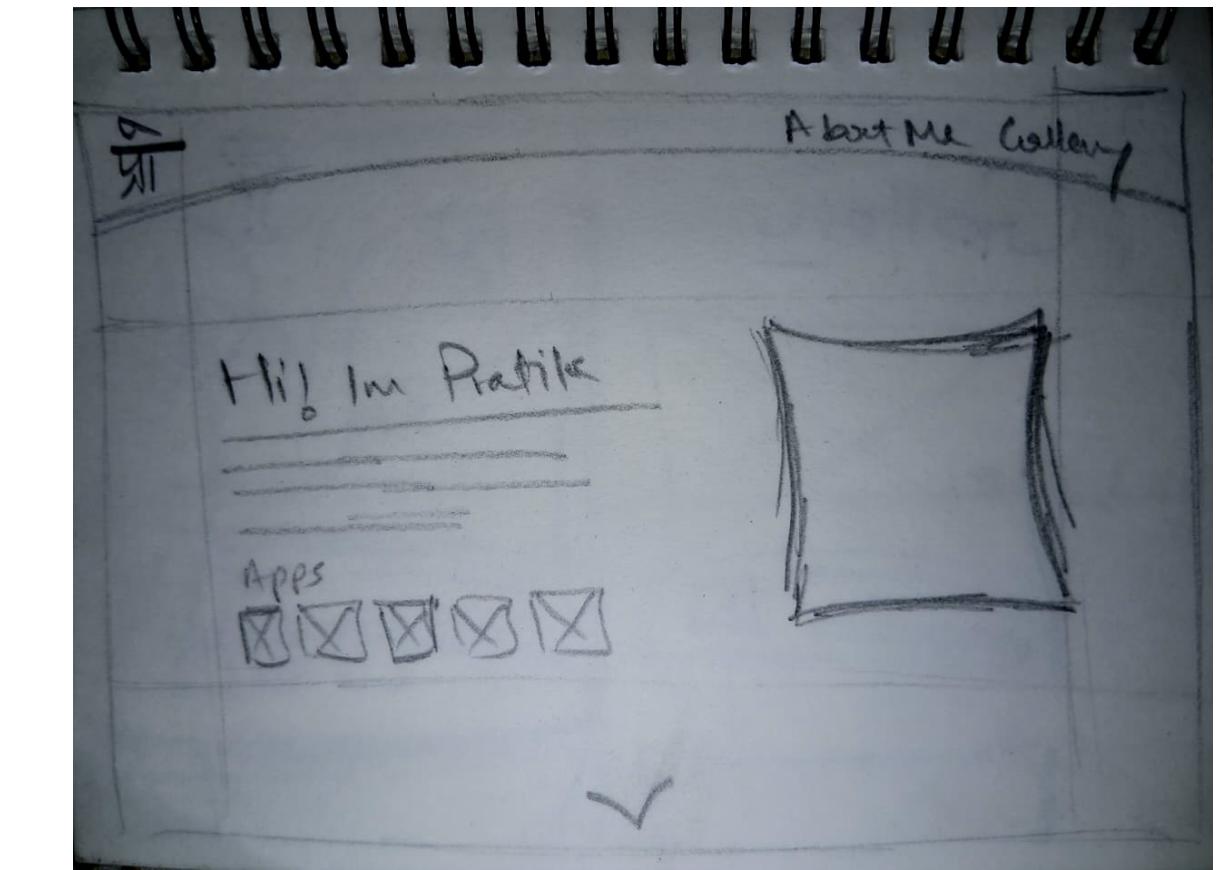
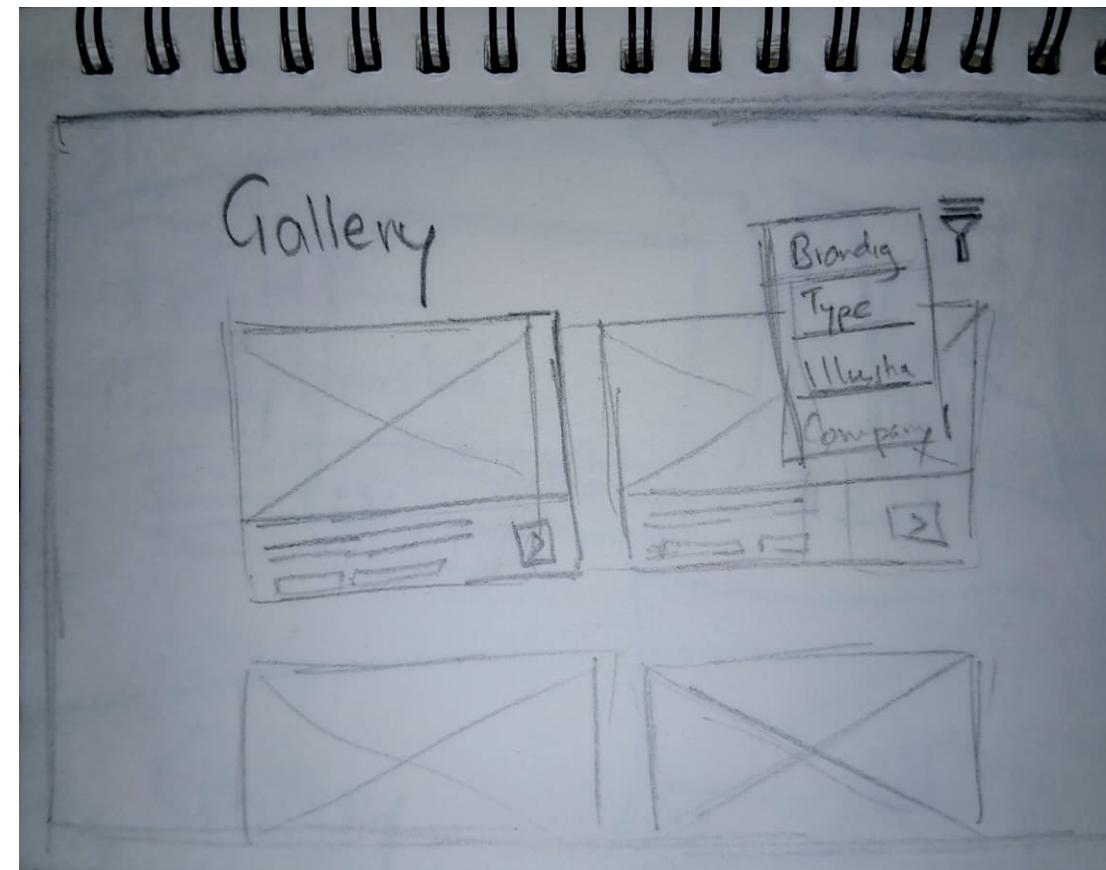
Doesn't like generic / unoriginal solutions

# User Journey Map



# “Low” Fidelity Wireframes

Wireframes are low fidelity by nature



# Final Wireframes

[Interactive Prototype Hyperlink](#)



A4 Screens



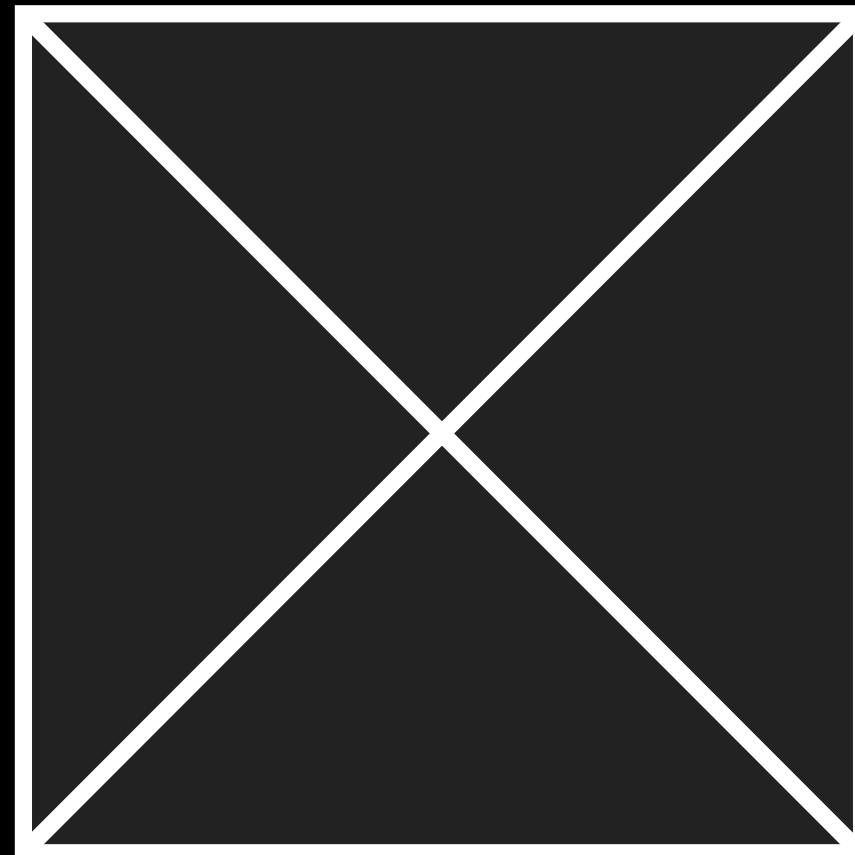


About Me   Gallery

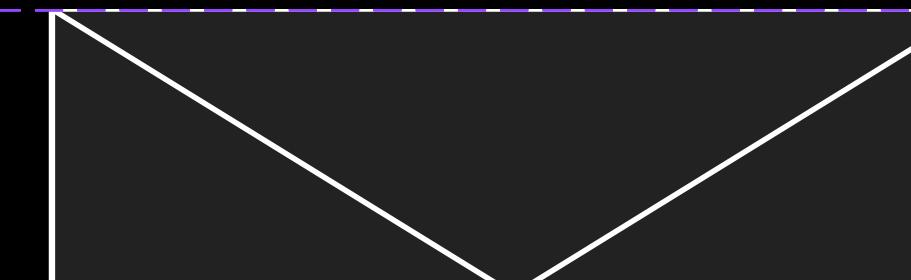
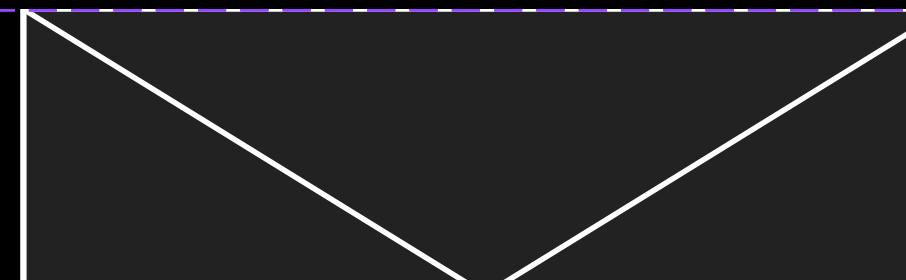
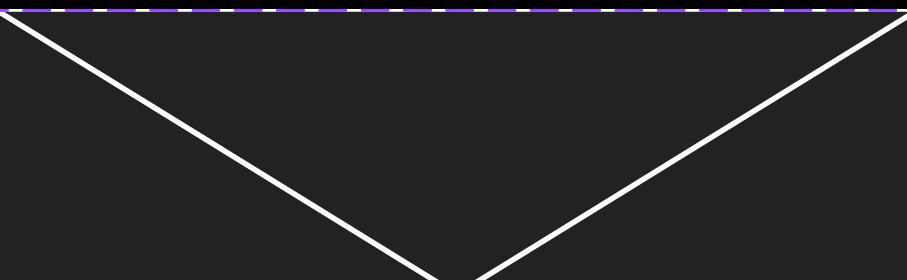
# Pratik Somyavanshi

most goated unhinged of the da perc  
chronically online realest redpilled larper  
literally 1984

Contact Me



## Gallery



This actually works in the prototype



# Gallery

About Me

## Gallery

**House of Barks**

Branding Typography



**Hybrid Tour**

Branding Typography



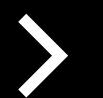
**House of Barks**

Illustration Typography



**shor**

Typography



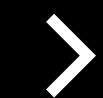
**House of Barks**

Branding Typography



**House of Barks**

Branding Typography



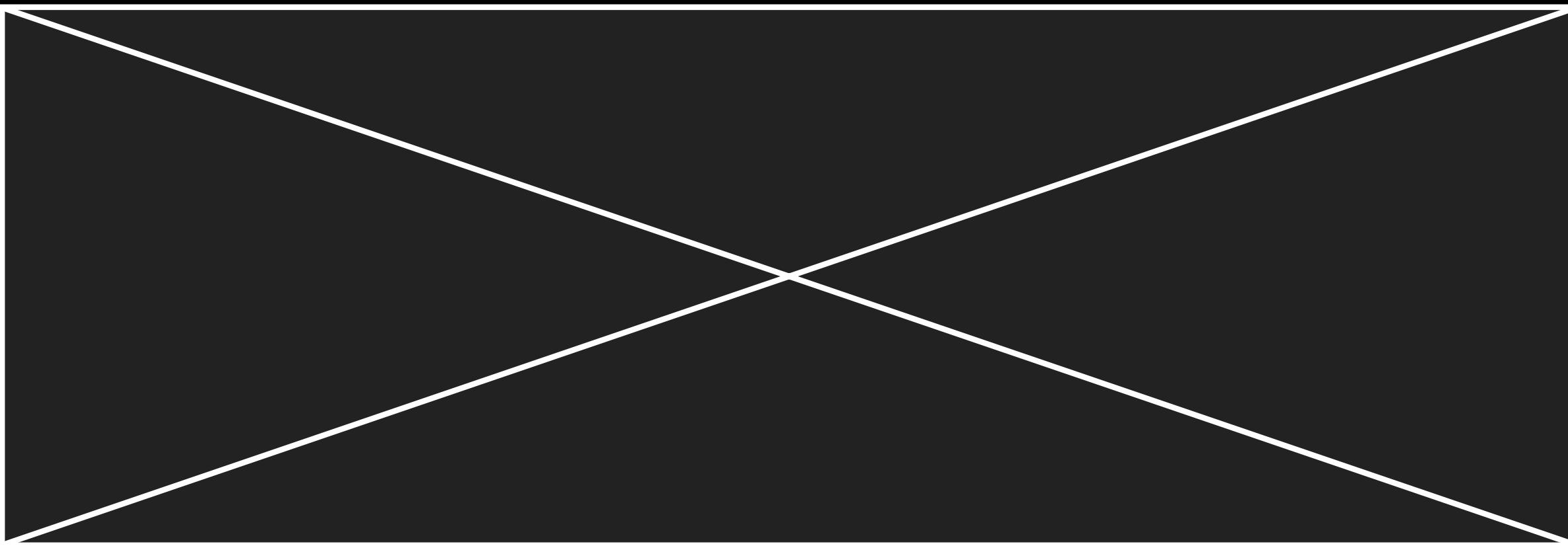


# About Me

Gallery

## Pratik Somyavanshi

Graphic Designer   Illustrator



### Who am I?

I am a versatile and pragmatic designer, passionate about experimentation. Balancing corporate and personal projects, I aspire to work in a studio, driven by art, biking, and diverse music genres.

### What can I do?

I can seamlessly blend creativity with practicality in design projects. My skills encompass prototyping, branding, and illustrative branding. I am adept at adapting to diverse client needs, delivering engaging and cohesive visuals that leave a lasting impression.



# About Me

[Gallery](#)

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About Me Gallery

# ◀ The Bark House

I spearheaded "The Bark House" project for a pet company, crafting a lively brand identity with a whimsical, comic-inspired illustration style.

Specializing in logo and branding design, I created a distinctive and playful visual language that resonates with the joy of pet companionship.

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# The Interview Text Conversation

All right. Uh, So you know what? The assignment is, right? Yeah. Okay. When are you busy in the future? Like like how busy your schedule right now two of our courses are colliding. Yeah, I have few work outside as well to. It is a little busy but after all college, I can meet you at any time. Okay, after college? Yeah, sure. And I live outside. Okay, cool. Will you actually use these prototypes? So we have to make prototypes, you know? I won't you won't. Okay, If it's good enough. Yeah, sure. I'll use. Yeah, I mean because it's not. It's just like wireframes and layouts. It's not like, oh, you're not making the final thing. No, no. We don't have that time. Yeah. Score need my work. Then No, I will need to see how it is to make the layout, I won't need to give it to you, right? It would be ideal if you did because based on that, I have to make it because it's not just about layout thing, right? That's the assignment. But we have to kind of Make sure that Like it is actually In the end product. It looks as good as it can get, Okay? And it's not like just because Like a specific client, the point is to get a specific client, then make it for them, so it suits them. So it's not just like, it is just layouting. But also like components UI. What buttons? You want? What kind of like in my portfolio? Yeah. How do you want to Showcase your portfolio? You're making a website for me. Yeah, For internships. Sure. Okay, these are first ones first question economy, like very broad. Okay, okay. Before that? Yeah. What if I give you my friends Because I told my friend about this he was like any makeup would fully for me but now that this is not final. Yeah. There's one need it right? This is Wireframe. Yeah. I mean, he scored but like Okay. Where are you from? I'm from. So, do you live in the hostel? No, I live outside. I'm a deal border. Yes. Okay,

What is your passion?

I like to ride bikes. I like shoes. Okay, Success, in your life. Success. Okay. Why do you need a portfolio? Like why do you specifically need a portfolio will basically? It's a requirement first of all. Yeah, That's that should Define what I am and what my work is at that moment this time, right? Yeah, that's why that's all I need from. Yeah. Makes sense. Uh, why do you want an internship? If you do one time for work experience, basically I want to be in a studio and see. Yeah, I want to work in a studio. See what's the work? Environment is and everything.

Yeah but you're going to end up doing a job or do you want to do like a business?

Yeah, I would want to be in a studio working with different brands and doing branding branding is what's important for you, okay?

Okay.

What kind of designer would you say? You are? What kind What do

you mean? Give me some as in, okay? Okay, let's just give this. Why do you do design? Why do I do this for Money? For, I mean I take design in two directions, one being the corporate side and whatever. Yeah. Another being the outside where I rather like to be, let it be experimental fun with it Overall just explore whatever mediums I have. Yeah, it is an expression of course. But when it comes to it being Branding portfolio and Making logos for company is another client, it's not really experimental it is. Yeah, it has to be. Yeah.

Do you like do you like behance / dribble? I go for plants. Only not dribble. Yeah, I don't like dripple I don't like a UI at least behans.

I'm sorry to work Beyond it. At least puts out your projects out in the market. Yeah. Make people views. Like they have this weekly thing Where you can see other people's vocabulos to, you get some exposure out of it while drip value. Yeah. But I preferred board don't prefer any of it. I prefer the whole website. Yeah. And exactly prefer, Uh, online PDF or uh, you know, that's not the usual way you should go about it. You should always have a online Cloud waste. Yeah, but still I prefer that because it's more intuitive and it's more personalized. I like to make my portfolio based on that especially client restructuring. What I my work is and then send it to a place, okay. I say I was an artist but now I'm more of a designer. Why It just died down. MIT design. So do you still do art? Or is it just like all do we have for myself a little bit to get my mind off things? Yeah, Designer is mostly like Virgilizer Right now. Who else? I mean, Carson is always there in terms of Carson. What is their full name?

Okay so what do they do Explorations? Okay. Okay so it's very experimental. They don't follow any rules. Yeah yeah. So like you do you prefer to experiment or like stay in the room like personally personally I love to experiment but just clients don't let him. Yeah, definitely. So, are you going to be specific part of design or do you want to, like, just expand, like, not one thing but like, multiple things? So, for now, for the time being, I would love to have experience on my hand with multiple working with multiple brands, but after that, I would love to expand you into two more.

My TD submari. I'm just working on something like I would not like to provide a service. I would like to guide. The next sense. Well what What method?

Do you listen to music? Yeah, this is just like a personal question. I think. What kind of music is you listen to tell us a lot about the per-

son. So I used to be a lot of an hip-hop and I still do. I explore a lot of like, the desi rap as well, But right now I move towards like Radiohead, Village or then Listen to a lot of j-rock as well. Yeah, it's going everywhere. But yeah, little bit of this. Like what are your artists that you like Right now? It's first of all. Kanye is Is yeah, it's in the mariety actually.

Okay, Then I like Makes sense. Okay. Do you what kind of an internship do you want to cater to like, specifically isn't branding? Yeah, right now branding. But more with walking, I don't want to go and do branding directly. I want to see people handle bigger, clients and everything. Yeah. And I want to just meant have a mentorship kind of you can see that. Yeah but yeah that would be my first preference.

I can preference would be just go one half one, I wanna go do motorcycle. Decal designs. Yeah. Makes sense. Because that's where I would want to go towards. I want like Fast passage in my career where I could just shift to motorcycles and do branding for them and yeah.

Yeah. Okay. Are there any portfolios that you already? Like, if you've seen them, I mean there is one main one. And with me, it is just one white page and smell like, all of the logos are there like in a grid and all of like. So the logo that basically for all of his other website, whatever work he has done. But he has like hundreds of websites. Yeah. So like the main one is like a landing page and it's like pretty cool. So the thing is, is Landing page before he passed away was different because back then he had like the same thing as multiple Brands. Yeah, but yeah, also had like catalogs and everything. Yeah, the same. Yeah, for right now. I don't know which way. Yeah.

What do you expect me to do in this? I don't know bro. I don't know what your exact thing is because you just said, you're doing wireframes and everything, right? Didn't say anything. He's like, you can make wires as a lowest kind of thing. He can go like as one. So this is what happened to us in a ux course, where we were told to make an app, but because we didn't have time to make a nap. So told to just make wireframes but some people ended up making an whole lap. Why? Exactly. Because I have my own website and I'm like, I know how to use All of this UI car stuff. Yeah. So I think we can like, End up with kind of at least a good prototype. They said to make a prototype, You know, this websites are in Trend right now with motion Graphics. Basically, you have gifts as clickable and yeah,

yeah, I'll send one website. Yeah, I would like to have that if I end up going in that direction, but I guess that's it too much to ask right now. We're in the Like the clouds know like you don't have any final vision. Exactly. It's like even make sense if you did, right? No, I have no expectations with you. I just want like as you right now, as I can tell your processes. Let's see. When looking at the personality of the client, trying to put that in the portfolks, like what kind of do you want Corners? Or do you want like colors? But like, that makes it that makes me more. Like, I'm just making art for someone who wants exactly what they want. Yeah. This is more about the design process itself. Like, starting from like, who you are. You know, because I said experimental so much, just go hand with it. Yeah, come back to me. Yeah, if I, if I have a direction, I'll let you know. If I don't I'll send you some stuff told us and said like try to keep it a little corporate.

Yeah. But yeah, this is not really corporated given meal to me first. Yeah, but the entire point of keeping in cooperators to like basically, So what they do is these two types of designers, as far as I know, one is where you give the designer Prompt and they designed for you second is that they know what they already want, just want you to make it for them because they don't have to use Photoshop, You know. And I mean in generalize it a lot, but see if this was very corporate it would have been like there won't be in person talk wouldn't happen. Yeah. Yeah. You would have talked like only male Only fucking Google meets.

Yeah. So I said, no, exactly Give me 10 words that you want to be there like just 10 words so I can do like an association assistance. I'll think of the words. Yeah, I mean what you want. If you want anything specific, Maybe this isn't that important more like a list of like what is important and what isn't important. Yeah, I don't want any like aesthetic masala shit on it because I don't want anything to. I don't want the viewer or the interviewer to take his attention out of my work. I wanted directly there, even if there is Masala on it that shouldn't take away anything from my work. Yeah, I also would love for it to be experimental and

Yeah, I also would love for it to be experimental and

The fact that it should take up attention. It's like if you put a Subway Surfer, the video next to it playing that. She'll also fine. Because as long as my attention is there, that three seconds of the website matter a lot in the start. Yeah. That needs to bearing. Needs to be there,

no matter what you do. Yeah. Even if you do some bullshit on it, as long as my attention is there, that's all I need, right? Yeah. Keep keep it correspondly as much as you can. And don't let it redirect me to different places Just a click on it. Then it will show me more work of mine or if it's photos, I click on it. None of that, that is bad. I don't want the person to go away from my portfolio could be there and then do like drop downs or whatever, but you could keep us summary. But like you think about it but yeah Keep the viewer engrossed in the whole process From top to bottom even if it's the end of the portfolio it should take you back up. Even if my works aren't linked, the person who makes the portfolio has to make it look like everything is linked together. This is like the same person. I was done all of this even if it's a collaborative project shell makes sense. Yeah, I think that's right to do as much as and even if you don't it's fine. This is the last question. Yeah. What do you associate more with maximalism or minimalism? Yeah. I mean, I seen I saw like One poster.

Yeah. Because like no work. So I'm like yeah I don't have an exact idea so you have more work after that. Yeah. I'll send it to you. You want me to send you an entire project? So like I mean, is there a way? I kind of like, is there a current portfolio? You have. And anyway, I have a 2022 car logo fully I have which I can show and I don't have 2023 because it's not updated. Okay? But I can just show you individual works. Yeah, that's fine. If you can send me like playing yeah, that's the thing. Now if you were a little if you about that we send you the work closets. Send it to anyone. Yeah. Portfolio. May we can just give you somebody of it. Yeah. So when you come to class tomorrow or when you have any progress, done with any Direction you're going, yeah come to me. I'll show you the work. Whatever you require I'll send it to you. Of course I'll show it to actually those but this is a little old. Okay. Yeah.

Is just so you made the entire logo, okay? So this is just for my clients. Usually, I send the logo polio for them to have a really impression of it, and then I may give them. So you have done freelancer. Okay? This looks really like professional. Thank you. Not client of. This is some near your class only Doing redesign, you know. Yeah, yeah, he was doing a redesign and he gave it to me and I gave him my work to finish. That is not everything else. Is This was for Of any of like this work. Is it like under NDA or something? No, this just I haven't updated and I don't put it on Instagram, right? I wake my final portfolio but this is all like a client work. So This is cool. Sure. Yeah, this was a spec project. I still have to make the final. All of it is like very different styles because I want a client to show like oh, I

worship. So, this was respect project for our clothing. Lifestyle brand Five branded that. Yeah. And that was supposed to be taken ahead, but I haven't finished the brand broke yet.

You will have an idea.

This was like last year The entire branding. So what it only?

Yeah, it looks good. I've done more work with this clan, But this is the one, which I can show right now. Do you have any of like the art or like anything you made after that? Is that is not branding, Not branding so mostly the gig side. So the something that is like not you didn't make for someone else.

Yeah. I mean, I stopped doing commissions like four years ago before here. It was that This one. Oh yeah.

To do everything in a flip Studio pad either. IPad reservation. This was for like second year assignment. I don't remember. This was for some postcard, I had to. So what do you like end up doing illustrations or branding right now? No, I don't think I'll go back to illustrations. I'm very focused on branding right now. But yeah, Illustrative branding which Direction I would go for that Our courses done with him. Yeah, because he doesn't like something pretty similar like illustration and branding to choose And create a campaign for him. Okay. Yeah. We had a music Fest Know about the Creators. Yeah, let's go. Yeah, this