



My name is Namita Bhatt. I am a Marketing professional from Telecom Industry & now a Design enthusiast with great interest in Startups.

I have an MBA with specialisation in Marketing and Bachelors in Zoology from Delhi University, India. Earlier as Marketing Manager, I worked with Maxis Telekom responsible for Multi-city launch across India for both mobile product line. I also managed the advertising campaign across media. I am a detail-oriented person with good skills in problem solving. I believe my good communication and collaboration skills have helped me work with diverse teams & get projects done with faster time to market. I have also worked in Market Research covering multi-industry with focus on software services in European Market.

Last year I worked with HR SaaS platform startup helping them expand their operations in Europe.

As part of UX design I designed Vela- Weather App for water-sport enthusiasts. As a designer my aim is to create an intuitive user interface with all the desired functionality. My focus is on extensive market research and competitor analysis to help me understand the missing link between the user need's and what the market is offering right now.

## Tools

Adobe XD

Sketch

Powerpoint

Word

## Skills

Market Research

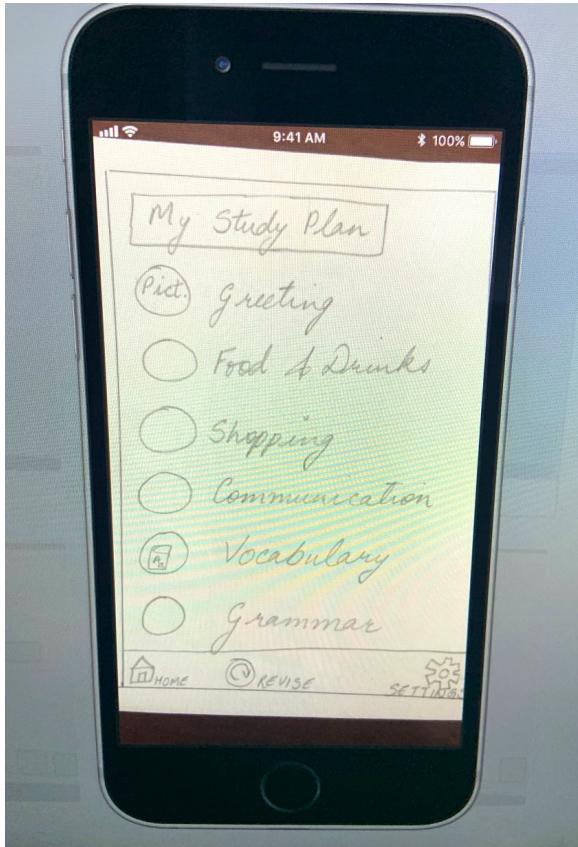
User Persona Creation

Information Architecture

Wireframing and Prototyping



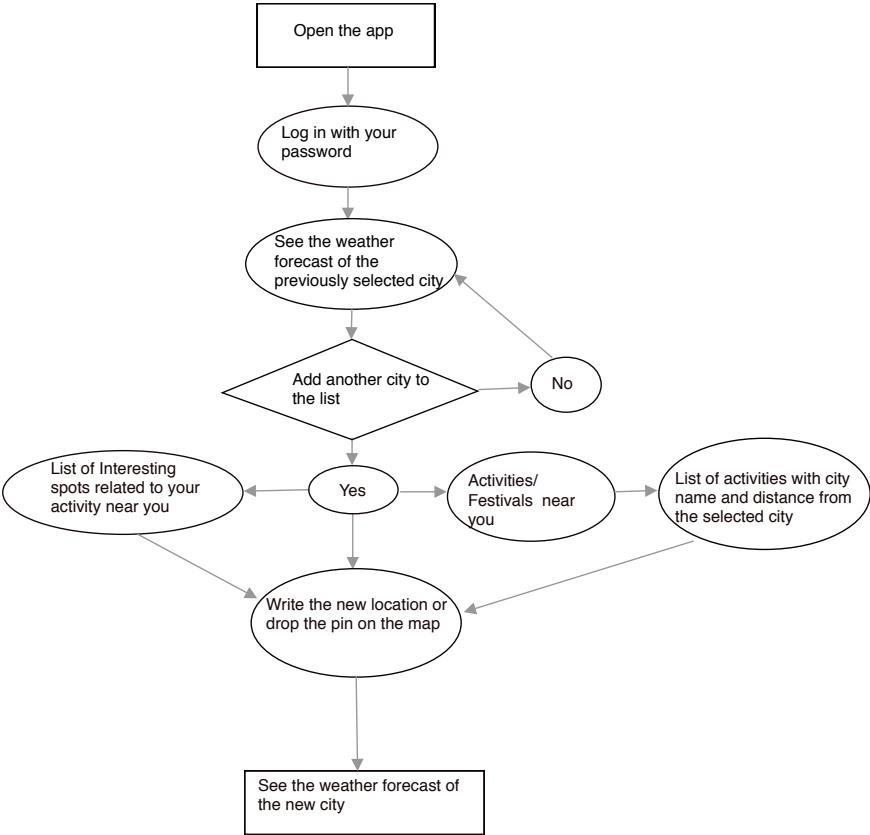
“Vela” Personalised  
Weather App



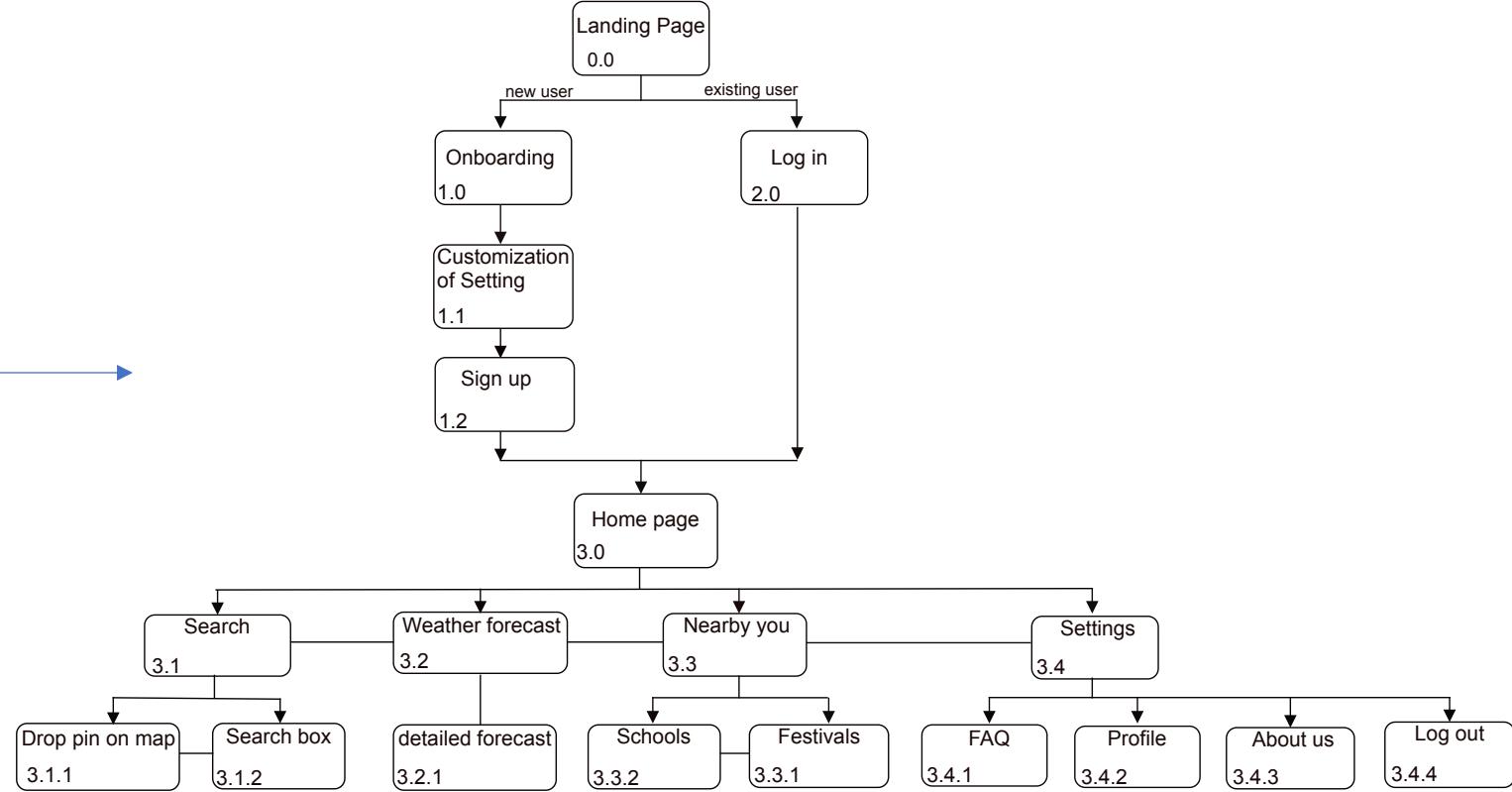
“Lets Do It”  
Language App

## Presenting Project "Vela"- Weather App for water-sport enthusiast

While researching I realised most of the free weather app in the market gives a lot of general weather information. I wanted to make the weather app where you get detailed weather information customized for users, so its easy to read even when you are on a move. It took me almost 9 month to reach the solution.



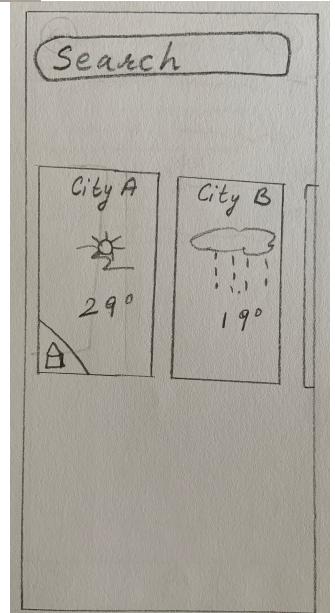
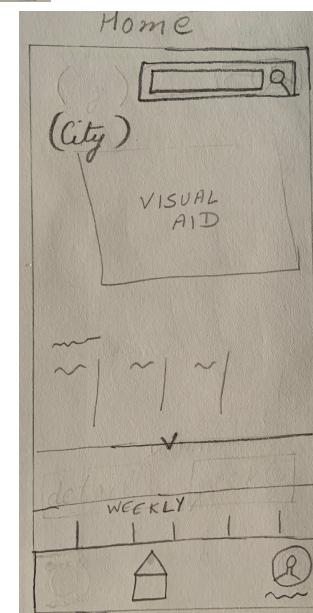
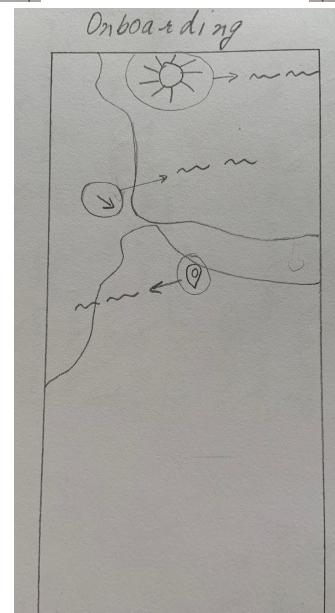
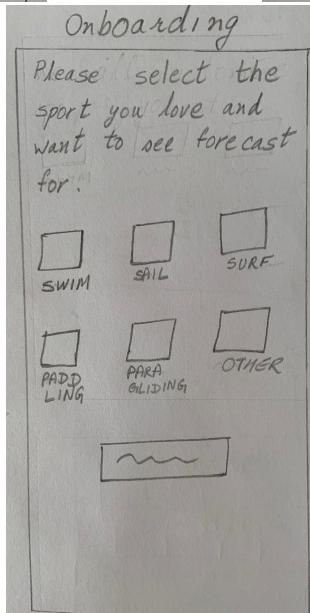
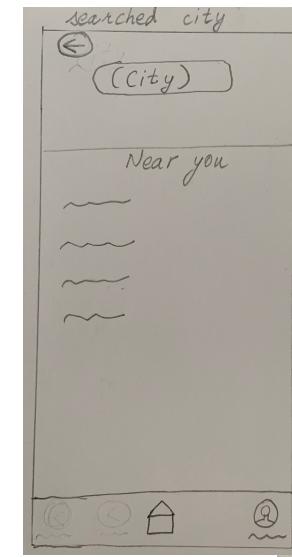
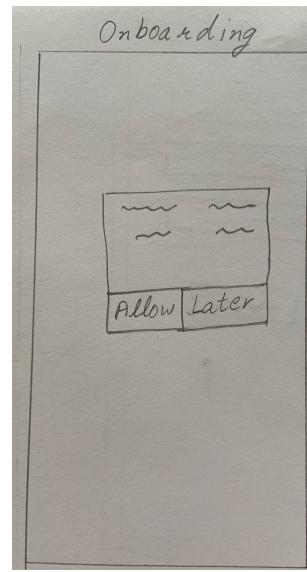
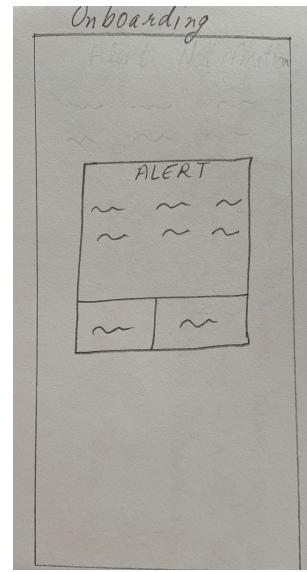
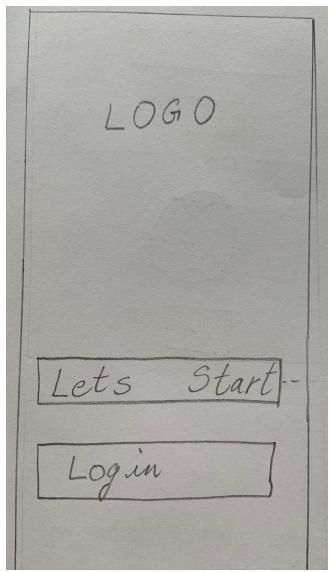
User Journey



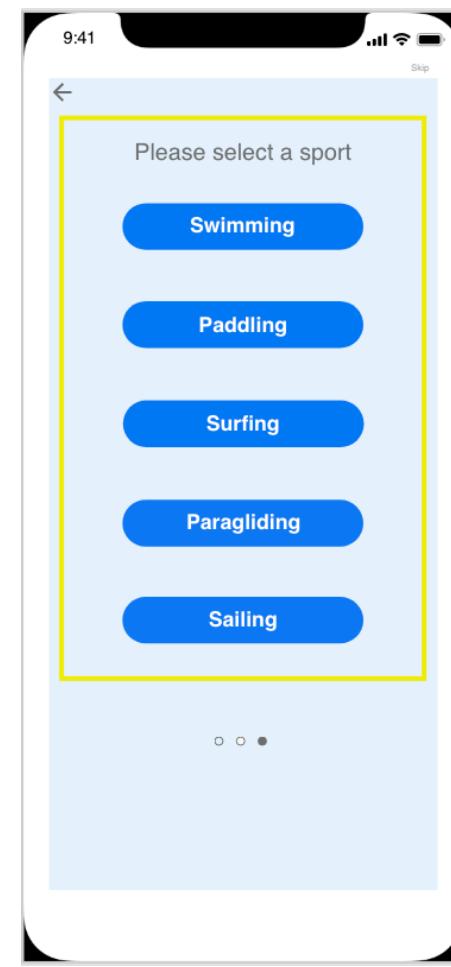
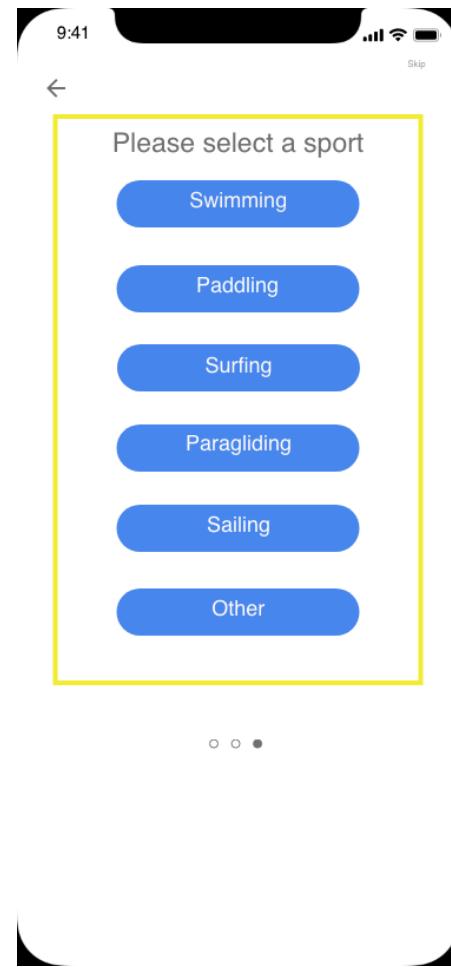
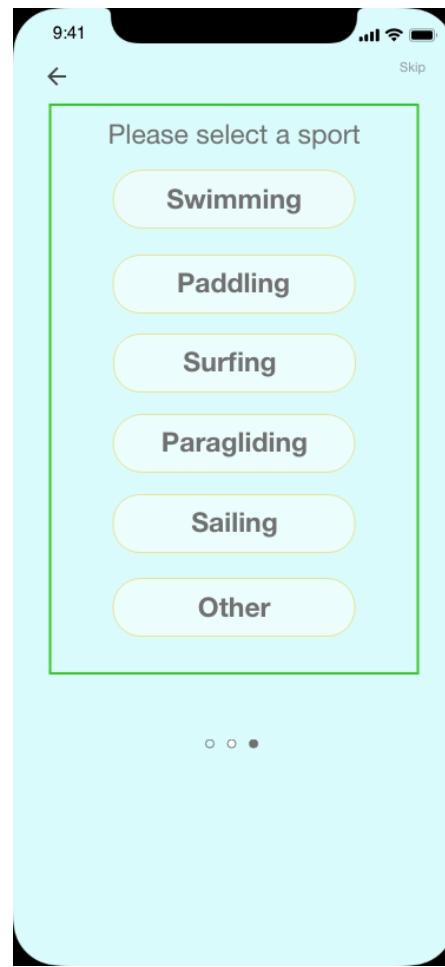
Framework for the App

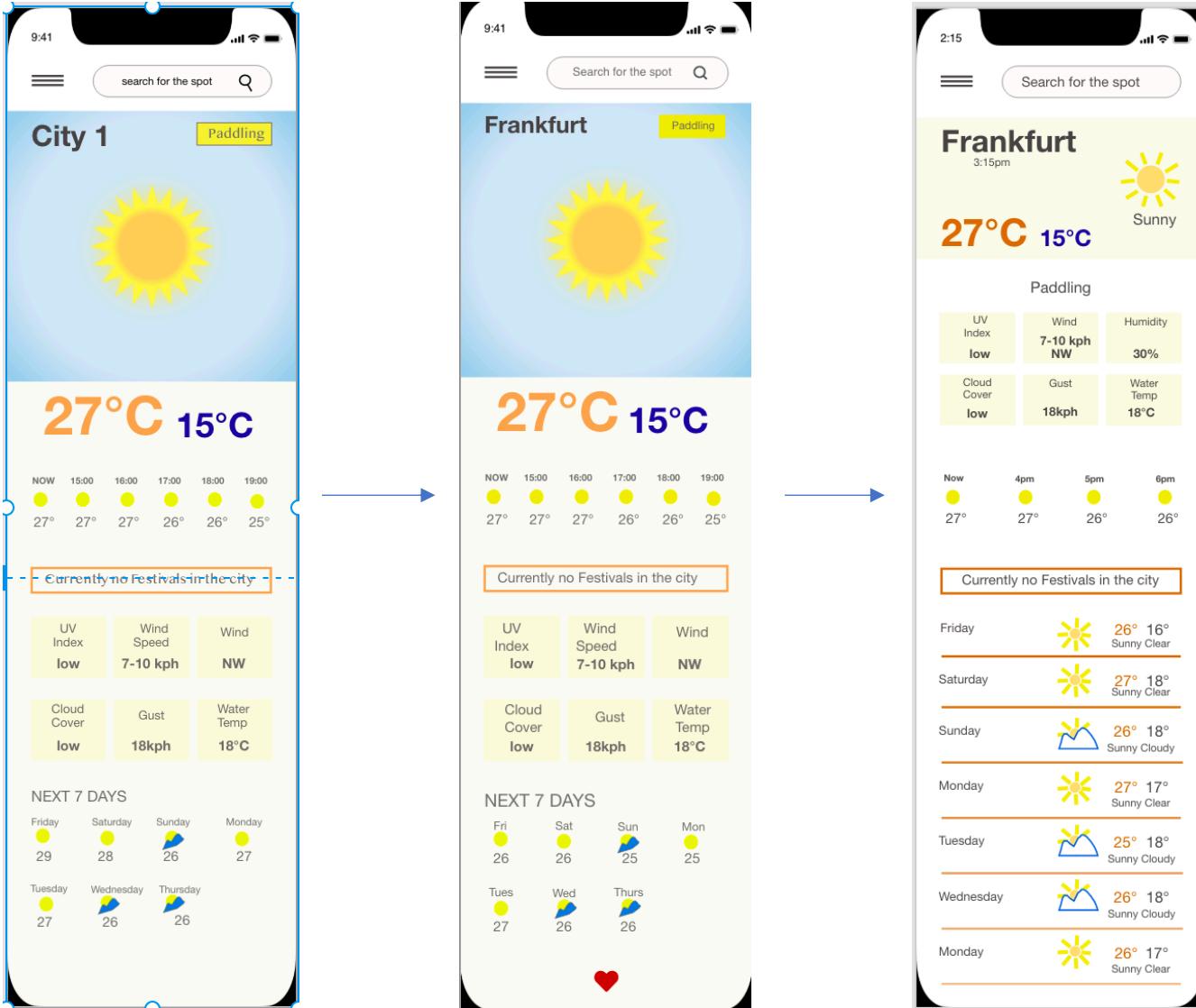
Started with market research and competitor analysis help me in understanding the market and my users need better. This information became the foundation for creating User Persona and their User Journey.

Based on the Information Architecture, I started sketching the low-fidelity wireframes. Below are the screenshots of some of them.



The sketches were the base for my Wireframes on Adobe XD. The design was then tested in-person with different users to identify the problem areas. Accordingly the design were iterated and redesigned. I used the revised designs for Prototyping ( link <https://xd.adobe.com/view/a6dc5bf3-e0e7-4e2a-4f7f-8b7712644d80-d0ed/> )





Here are some of the examples how the design changed with each feedback and testing with users.

Incase you would like to check out my online Portfolio, please click here  
<https://www.behance.net/gallery/91137435/Vela-My-UX-Project>

#3077EA	#FCFAD8	#F2EB33	#F4A75B	#ADA9A9

Color Palette

Once upon a time, there was a ...

Font Family: Helvetica Neue

My learnings in the last 9 month were, how much market research of existing product/services as well as questioning the users and taking their feedback impacts the final offering.  
What we while designing think is self explaining is completely lost on the users testing it.  
All in all a good learning.