

TITLE PAGE

First Name: **NANDHAGOPAL**

Last Name: **GOPALSAMY**

Application ID: **IU002082958**

Declaration

"I certify that the work included in this portfolio is my own original work. Work included which was conducted as a part of a team or other group is indicated and attributed as such- the other team members are named and a true description of my role in the project is included."

A handwritten signature in black ink, appearing to read "Nandhagopal", written in a cursive style.

UX Design Portfolio

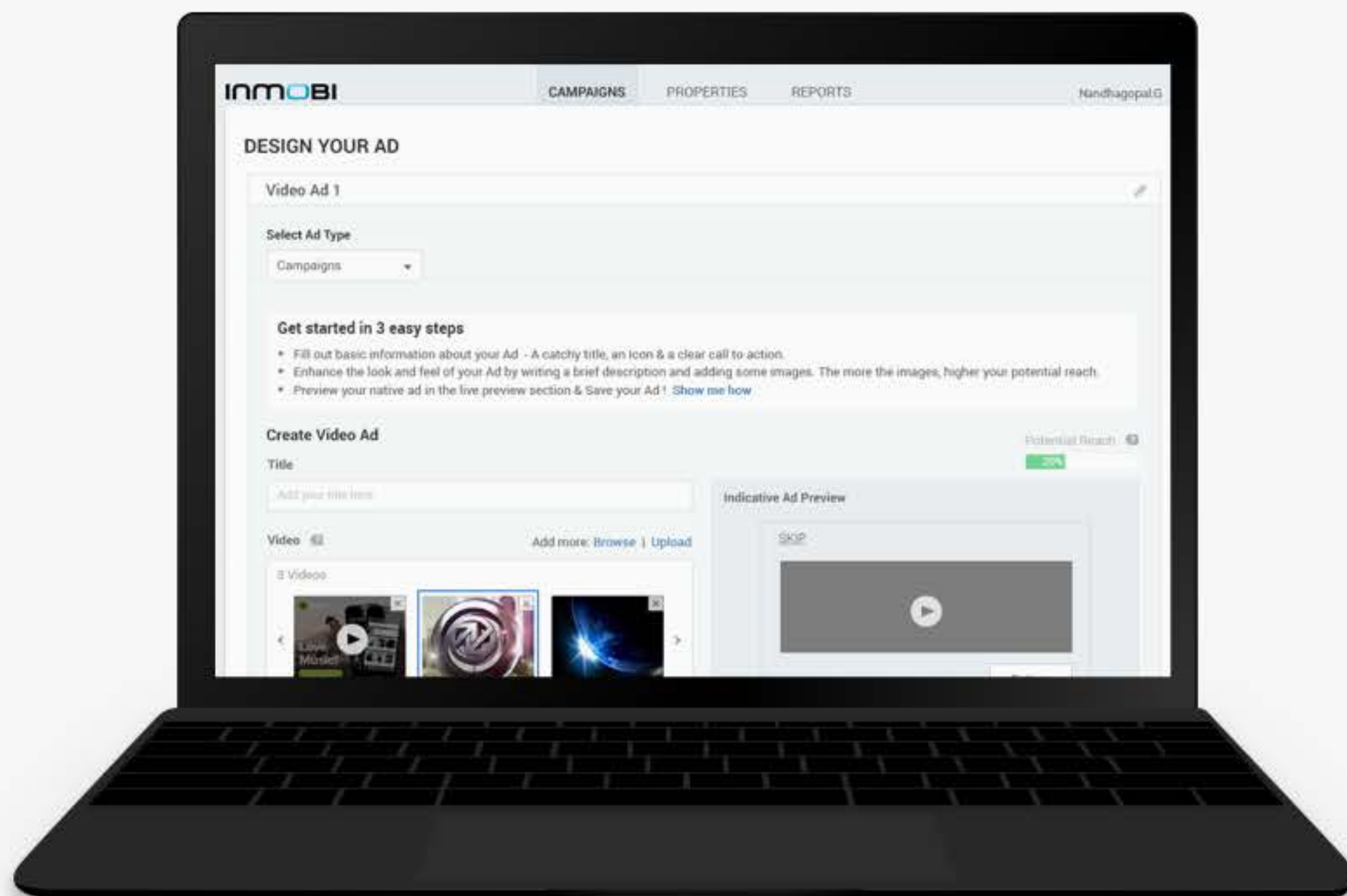
Selected works from 2014 -16'

ABOUT ME

I am a UX and UI designer with great business and design background. I have experience with startups, financial firm, ad-tech companies. I specialise in product design, UI design, interaction design, graphic design, and user research

TABLE OF CONTENTS

- Video Ad Authoring tool - *Inmobi*.....1
- IOS Application - *Paypal*4
- E-Commerce Discovery App - *Inmobi*6
- Ad Creation Tool - *Inmobi*10



VIDEO AD AUTHORIZING TOOL

Authoring tool that helps users create and test video ads before launching it.

Wireframing

Since the users goal in the portal was primarily focussed on 'getting the job done', the design principles, layout, interactions patterns and flows had to support the goal.

Design Principles

- Easy to use
- Reduce support intervention
- End to end process has to be self serve

Visual Design

Once we finalised on the wireframes and flows, I was involved in the visual design of the products. The design principle was to make sure designs were functional and without any distraction users should be able go through it. Hence the visual has to be aiding user achieve the same.

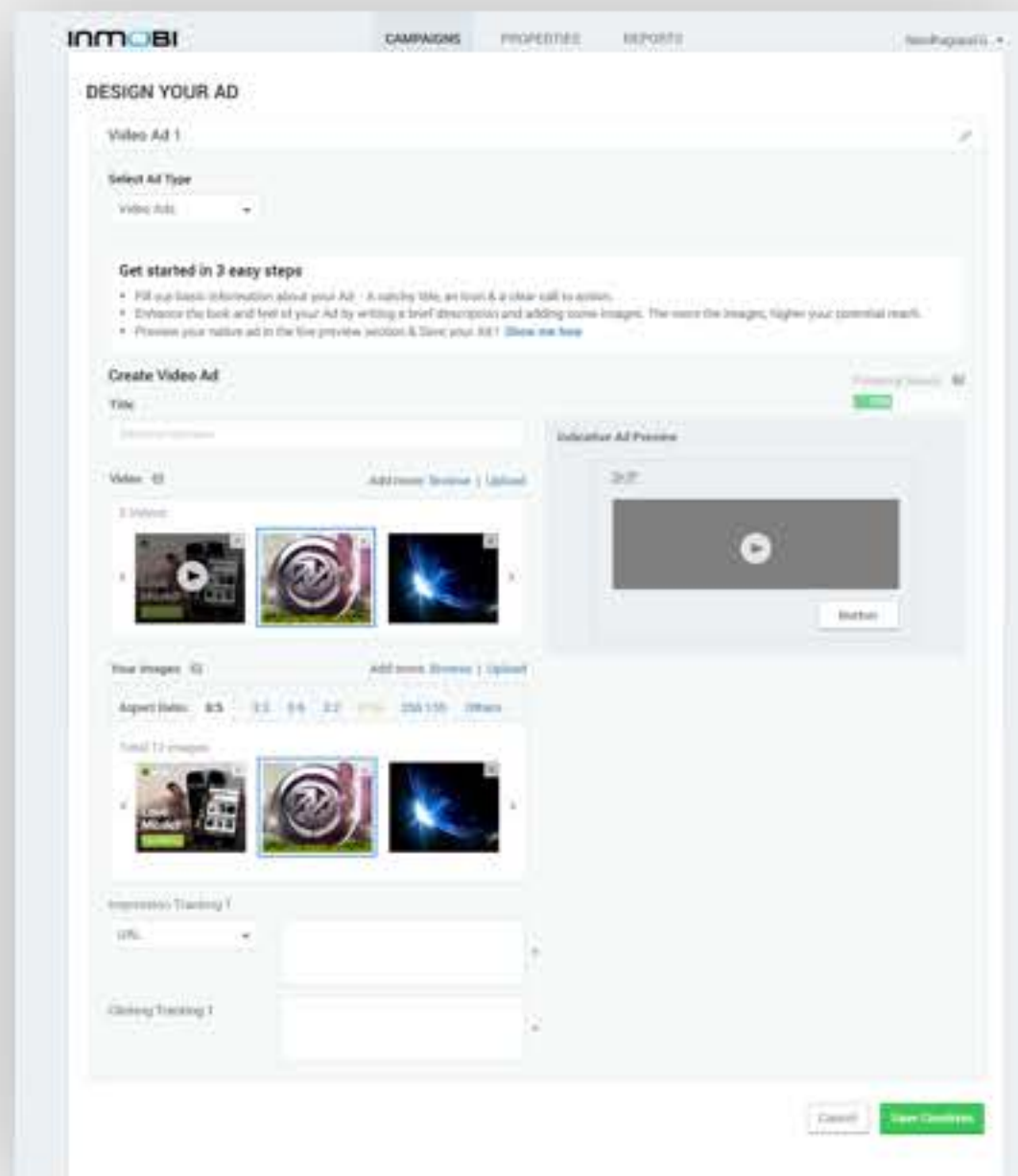
User Goal

Goal of the app is to help users - App Developers create assets required to launch campaign. The self serve portal will facilitate users to quickly upload assets, preview and launch campaign easily and quickly.

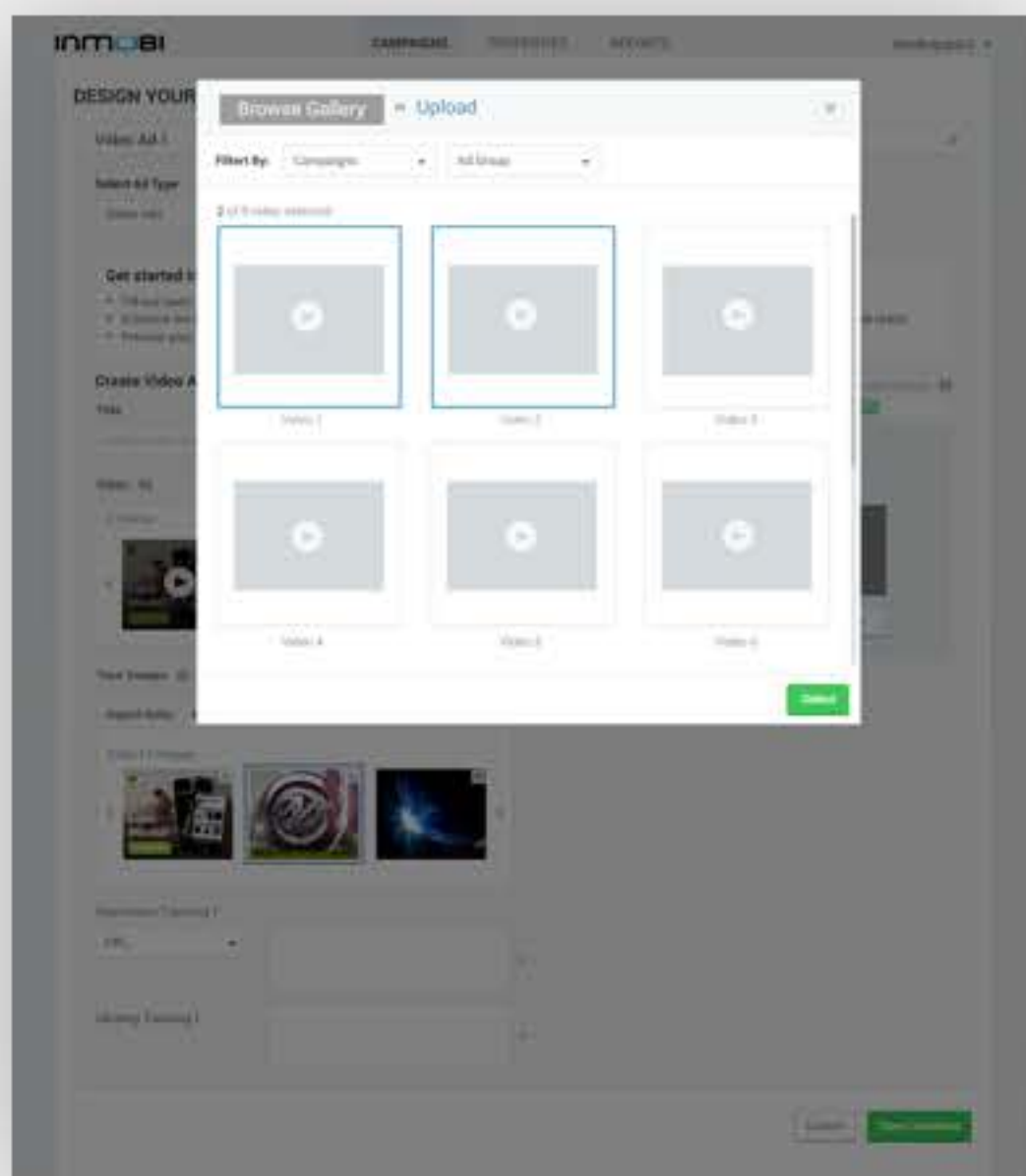
My Role

Owning the entire project from Conceptualizing, identifying tasks flows, building wire frames. visual design.

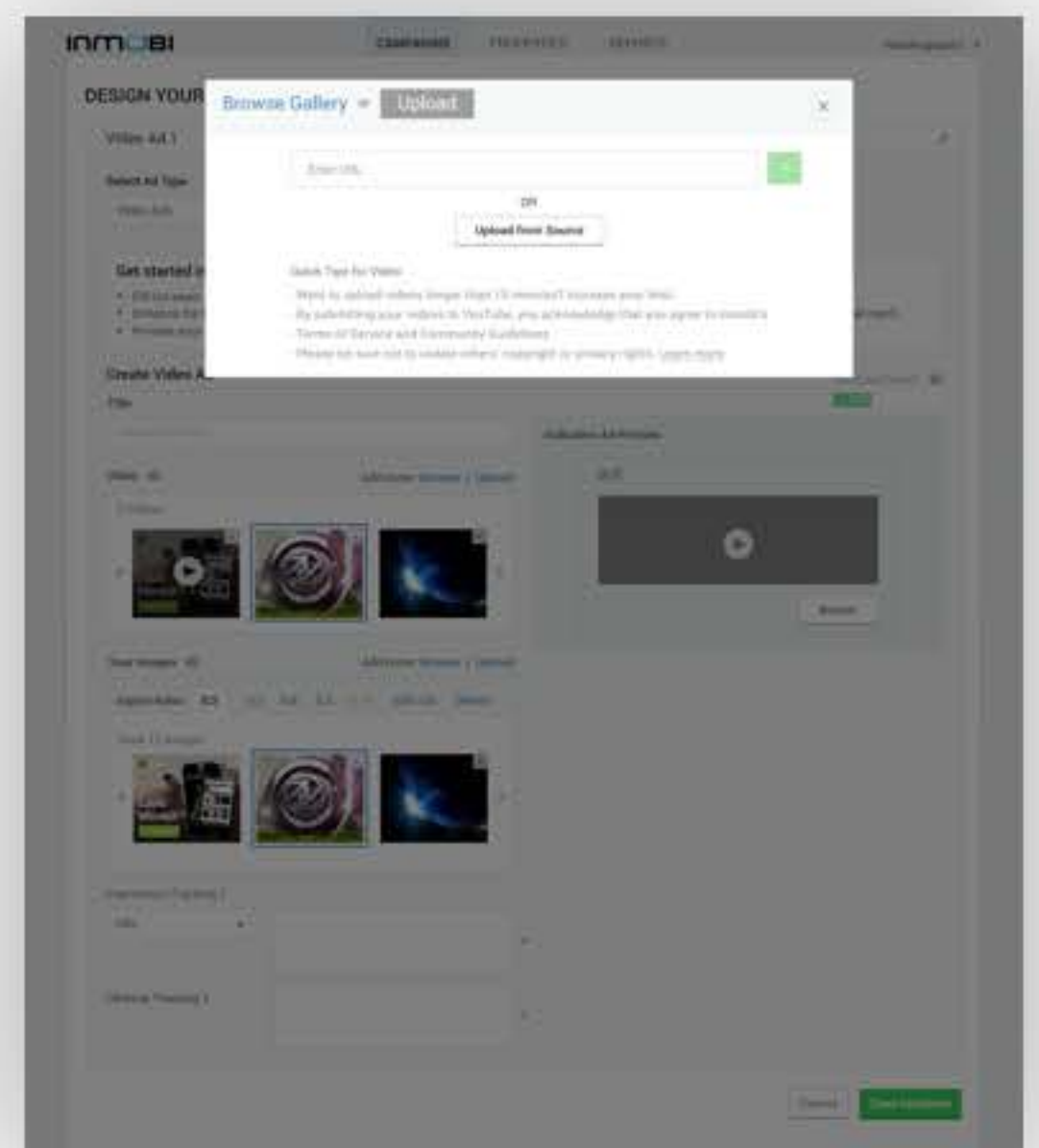
FINAL DESIGNS



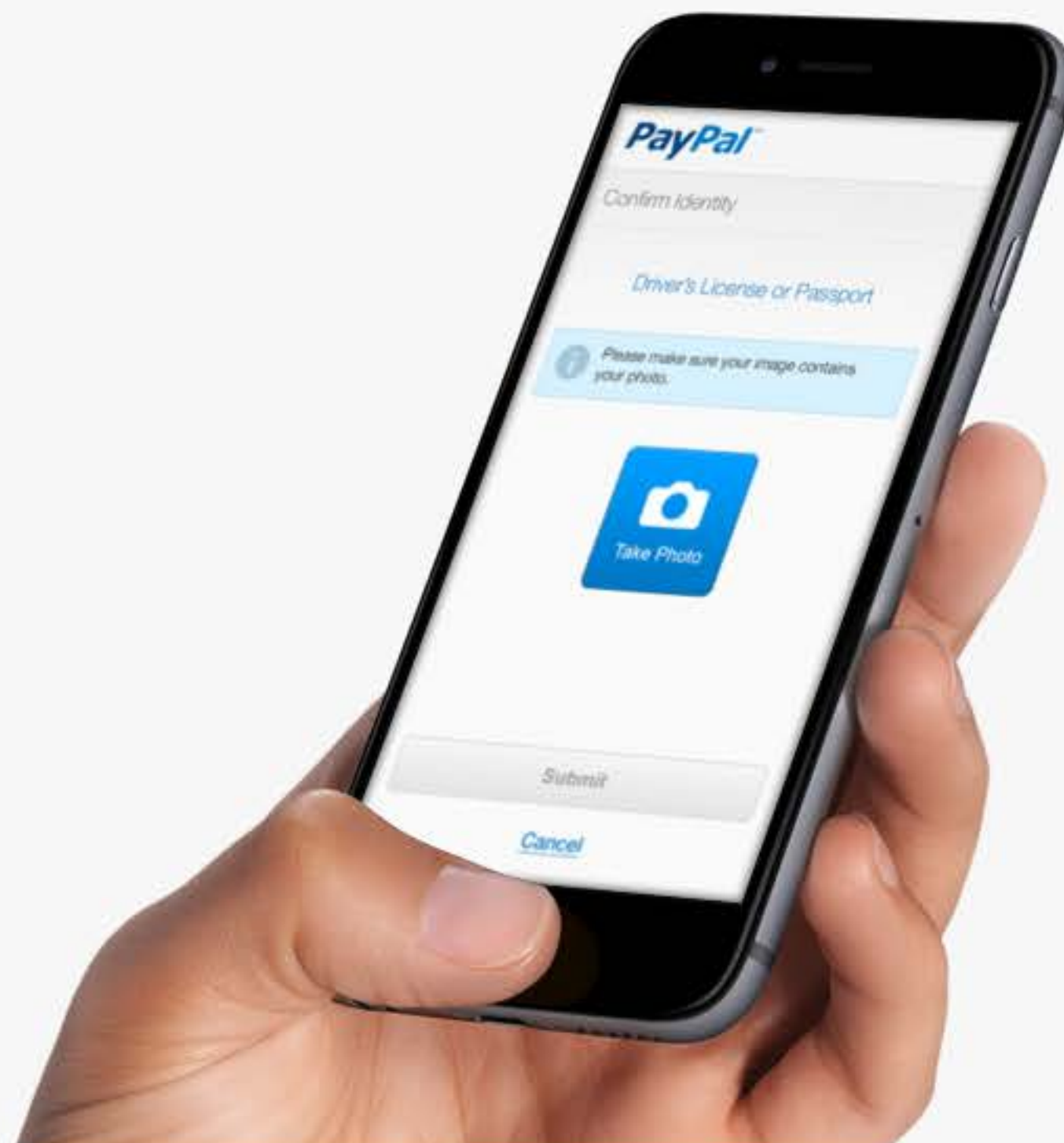
Video upload Page



Browse Galley Page



Uploading assets page



PayPal iOS Application

App aims at building capability, which focusses on customer's existing knowledge of using a smart phone/camera to provide documents and to comply with country specific KYC requirements.

User Goal

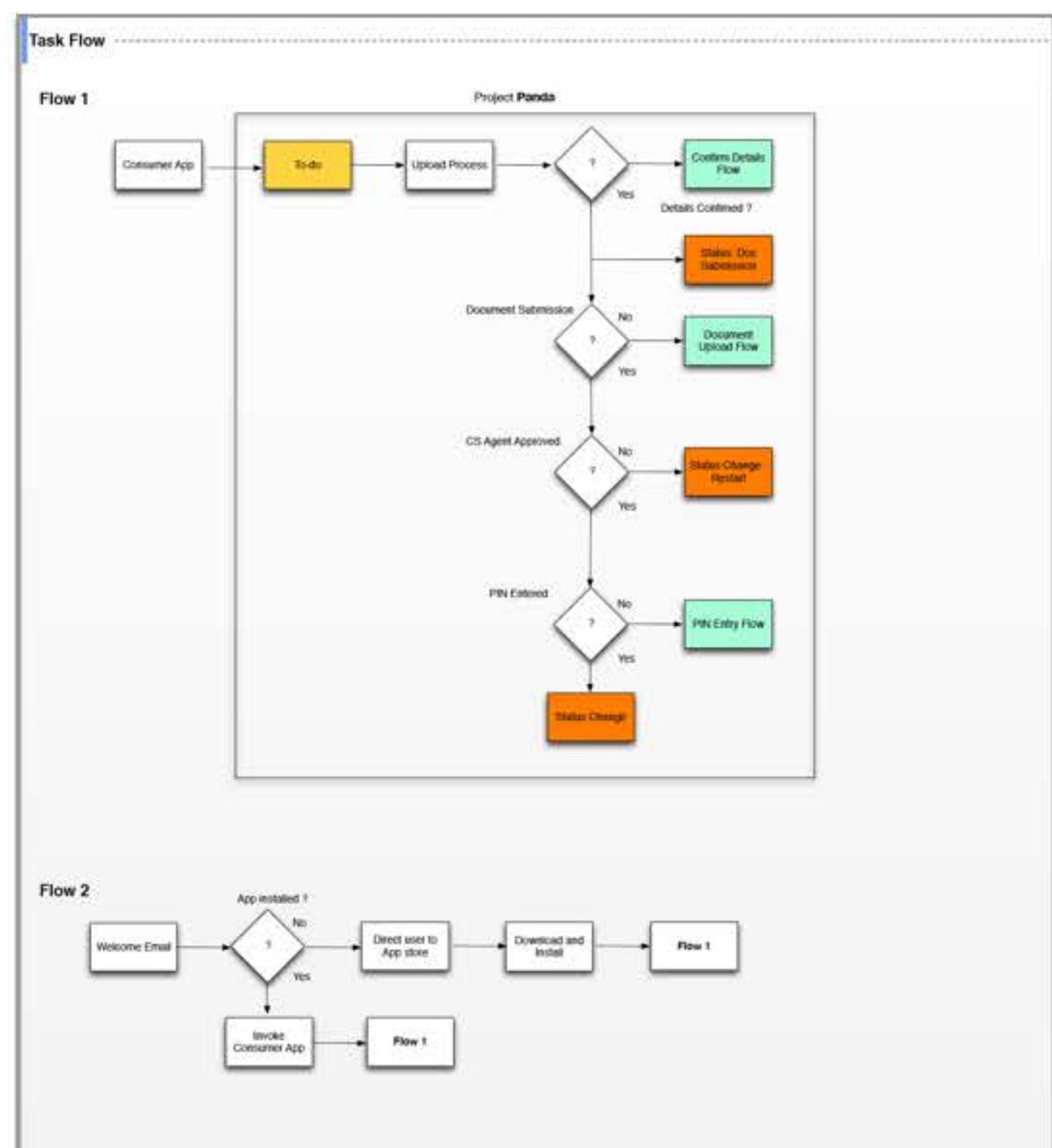
Streamline onboarding to make it far more elegant - use this capability to lift compliance and risk restrictions placed on a user's account - make it more convenient for our users.

My Role

Owning the entire project from Conceptualizing, identifying tasks flows, building wire frames. visual design.

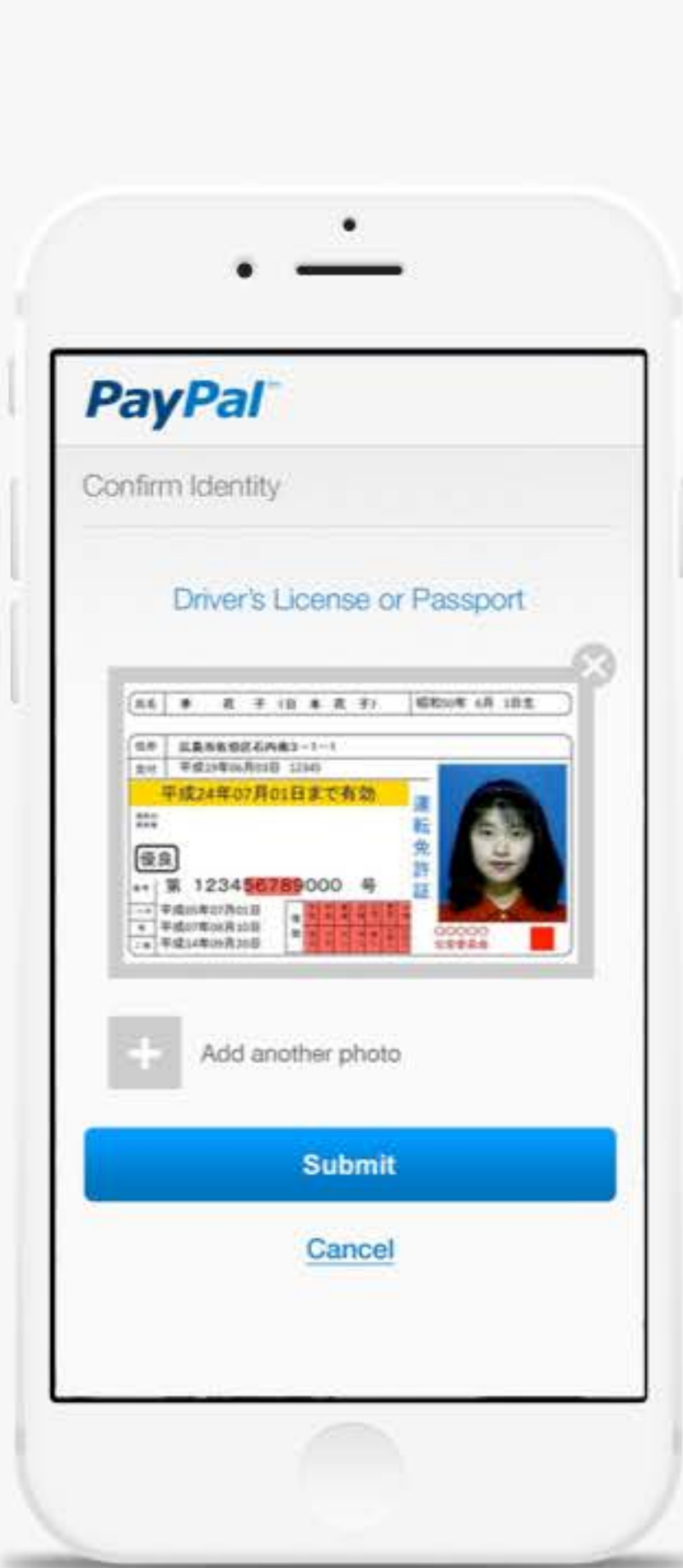
User Journey Map

Worked closely with the business and product team to come-up with a user flows for the product.

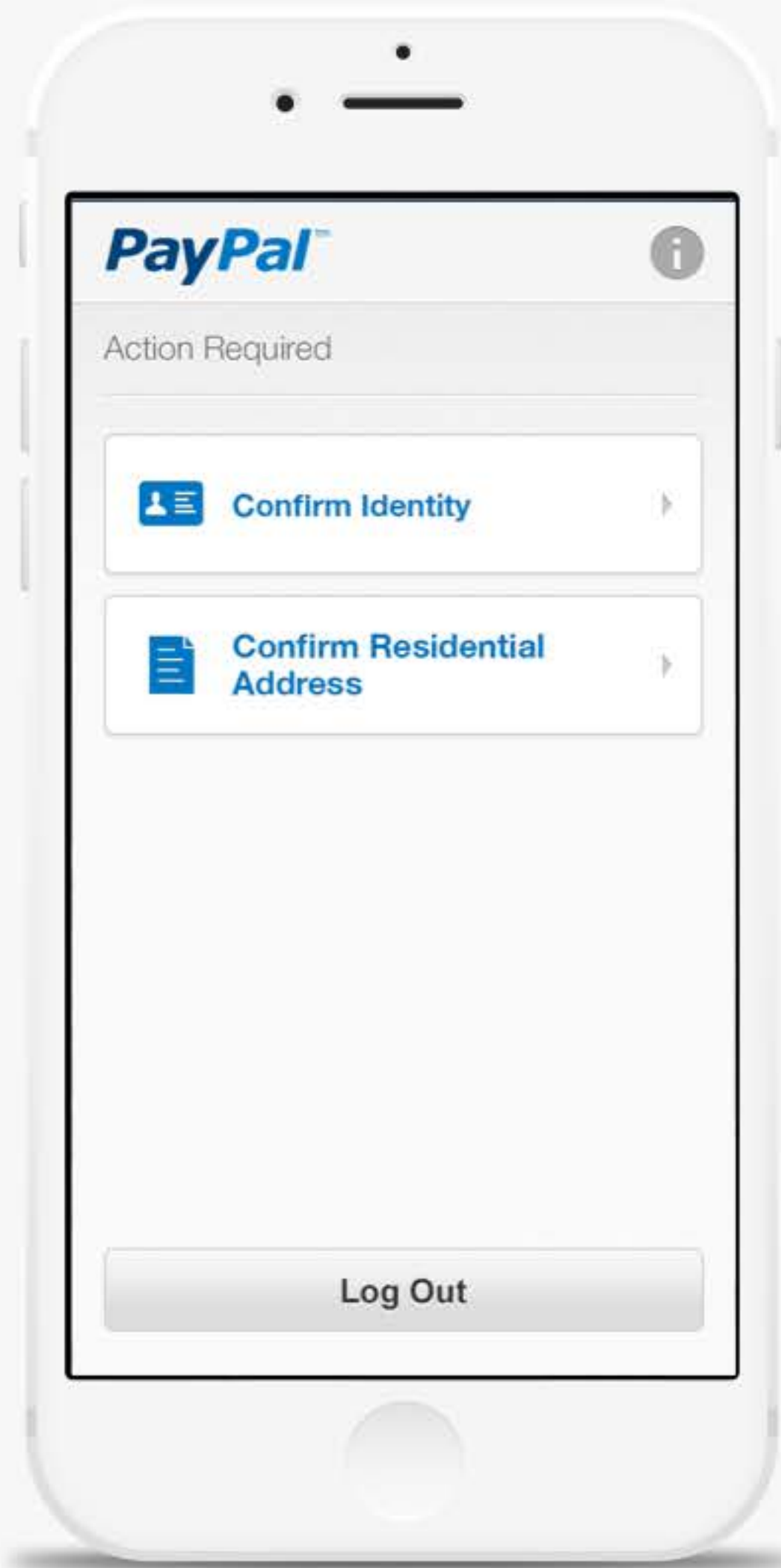


User flow for the 'happy path'

FINAL DESIGNS



Review screen



Landing screen

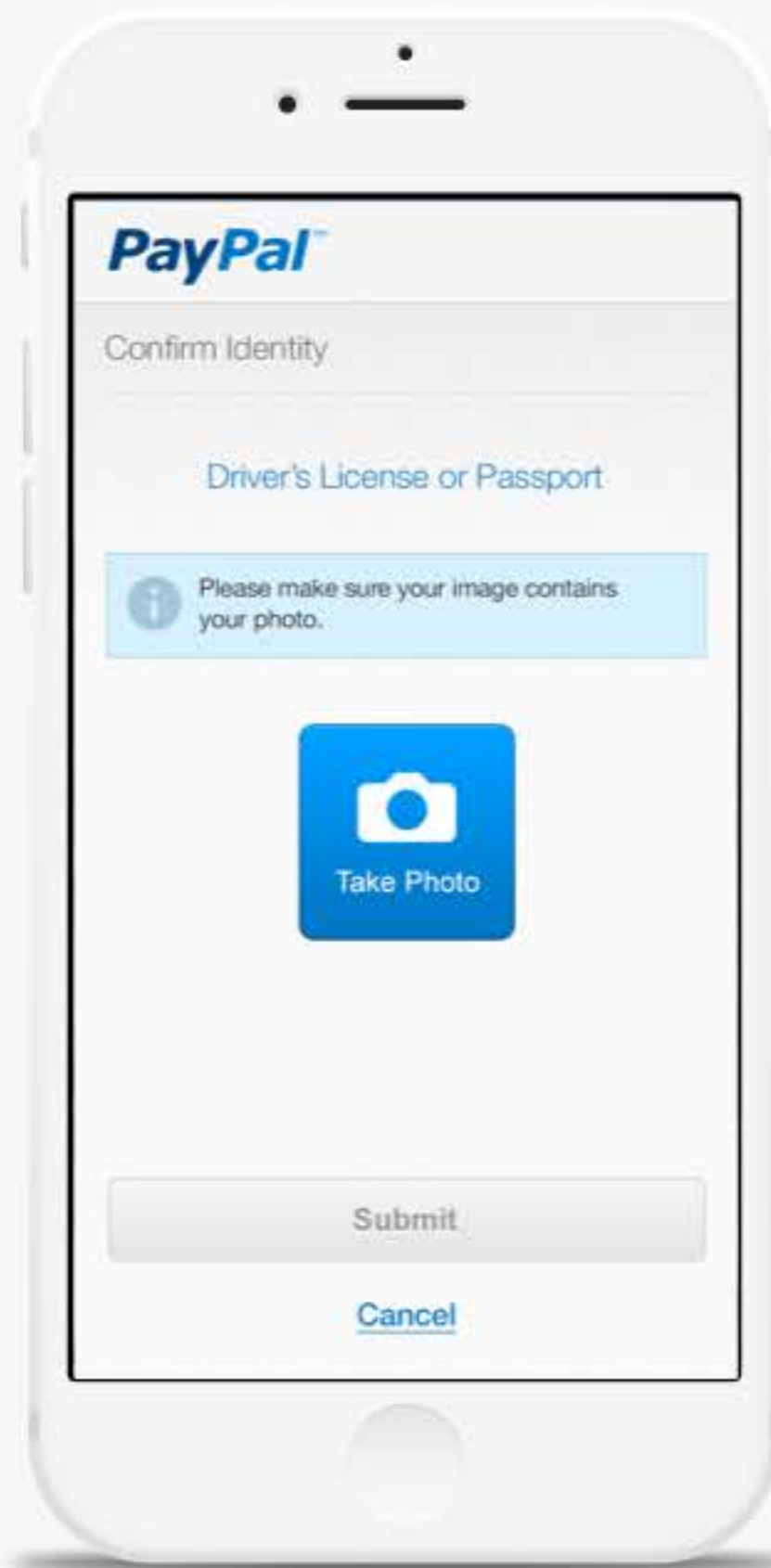


Photo Upload screen



Mobile App for Commerce Discovery

To introduce a powerful new way of commerce discovery system for millennials.

User Goal

The idea is to explore if there is a better way we can help users discover product rather than conventional way of intent based discovery.

My Role

Concept building - Interaction Design - Visual Design -
Prototyping - User Testing

Design Sprints and Iterations

- More than 200 Wireframe and Visual Design
- Ten Apps built in a year
- Qualitative and Quantitative Testing

Users

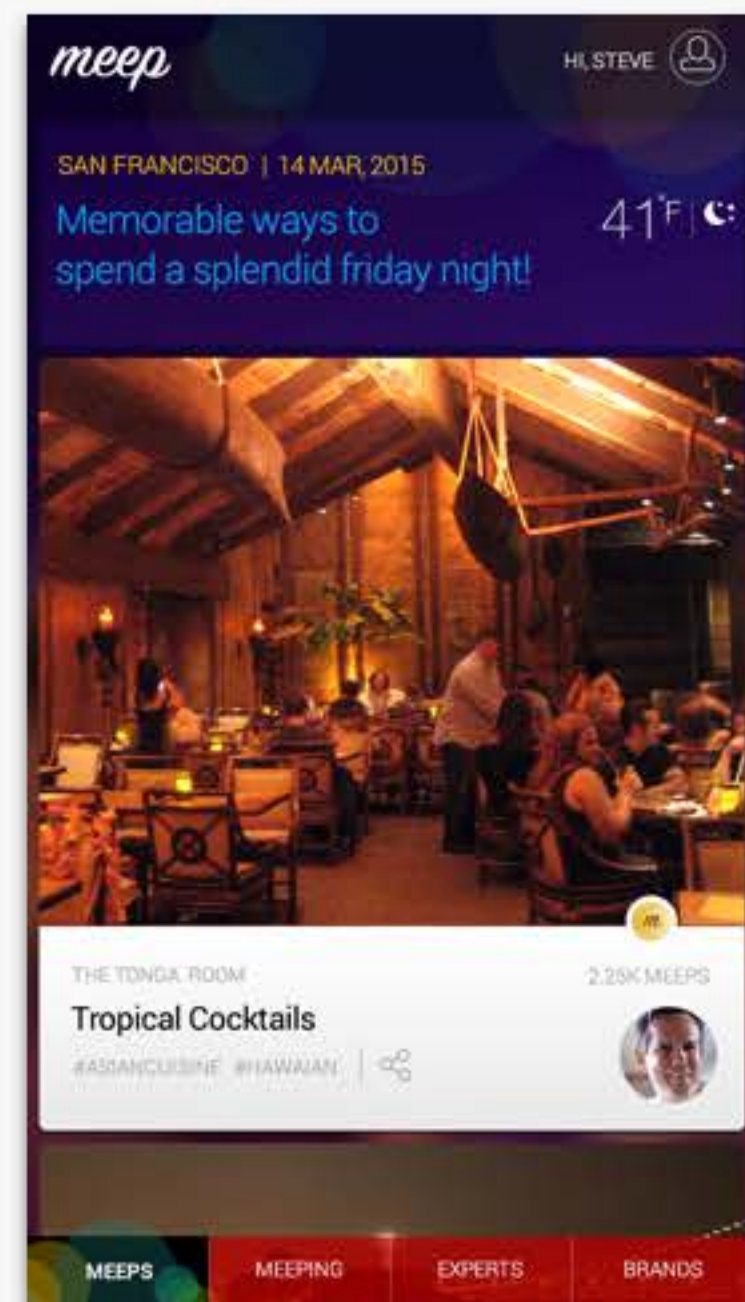
- Target User - Millennials
- Geography - Emerging Markets

A handwritten signature in black ink, reading "L. Nandhagopal". The signature is written in a cursive, flowing style with a large initial 'L'.

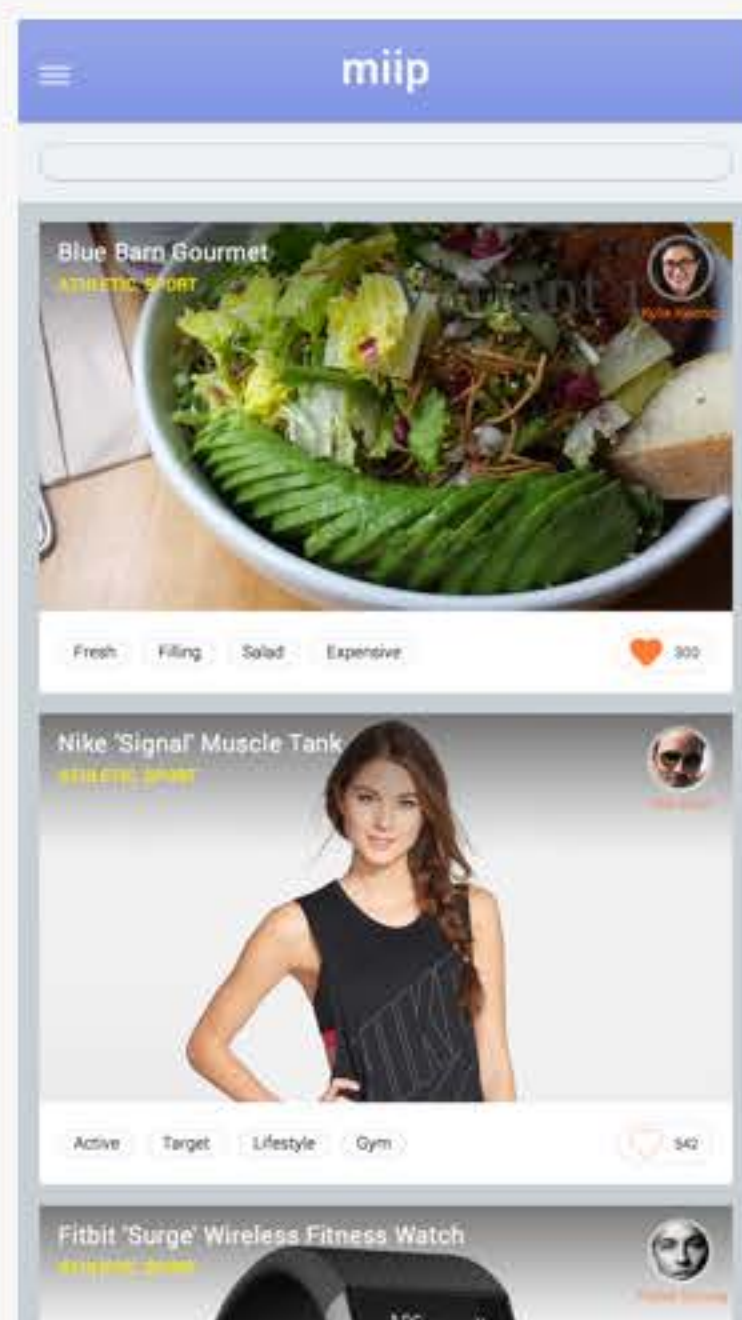
DESIGN ITERATIONS



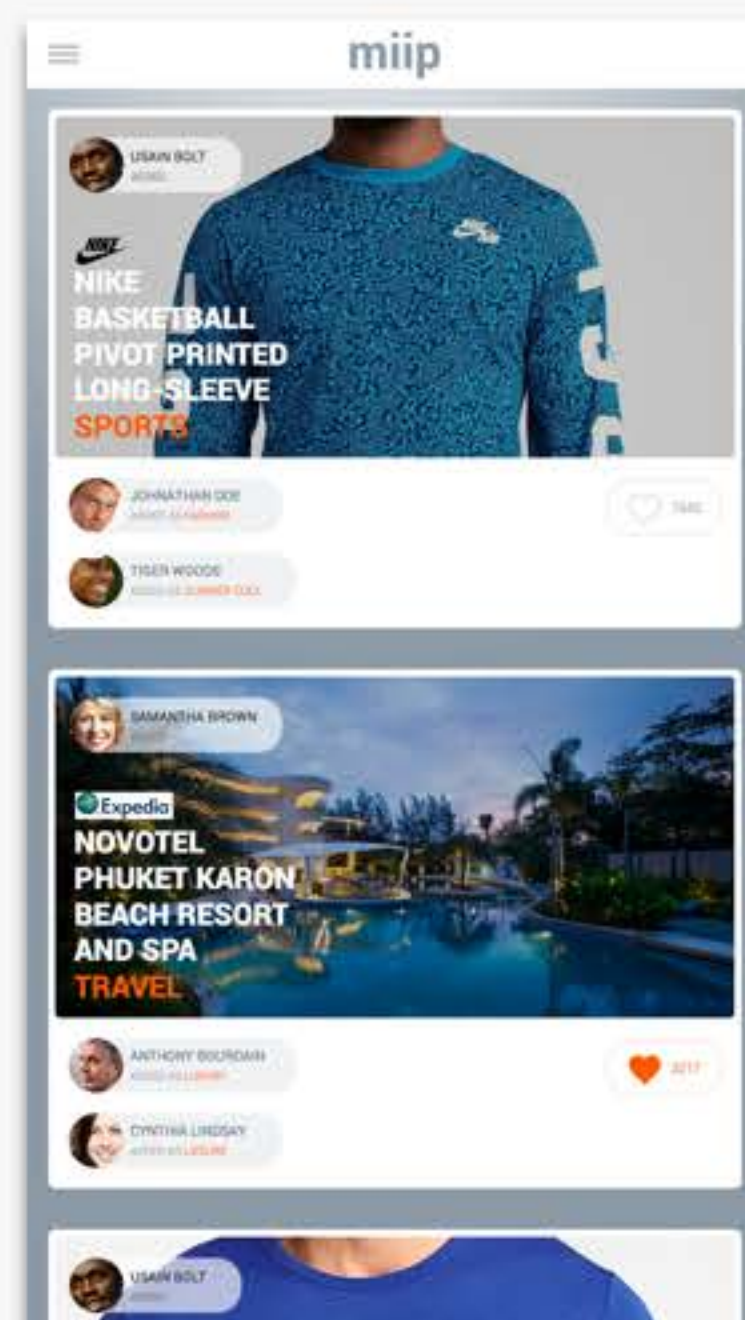
Variant 1



Variant 2



Variant 3



Variant 4

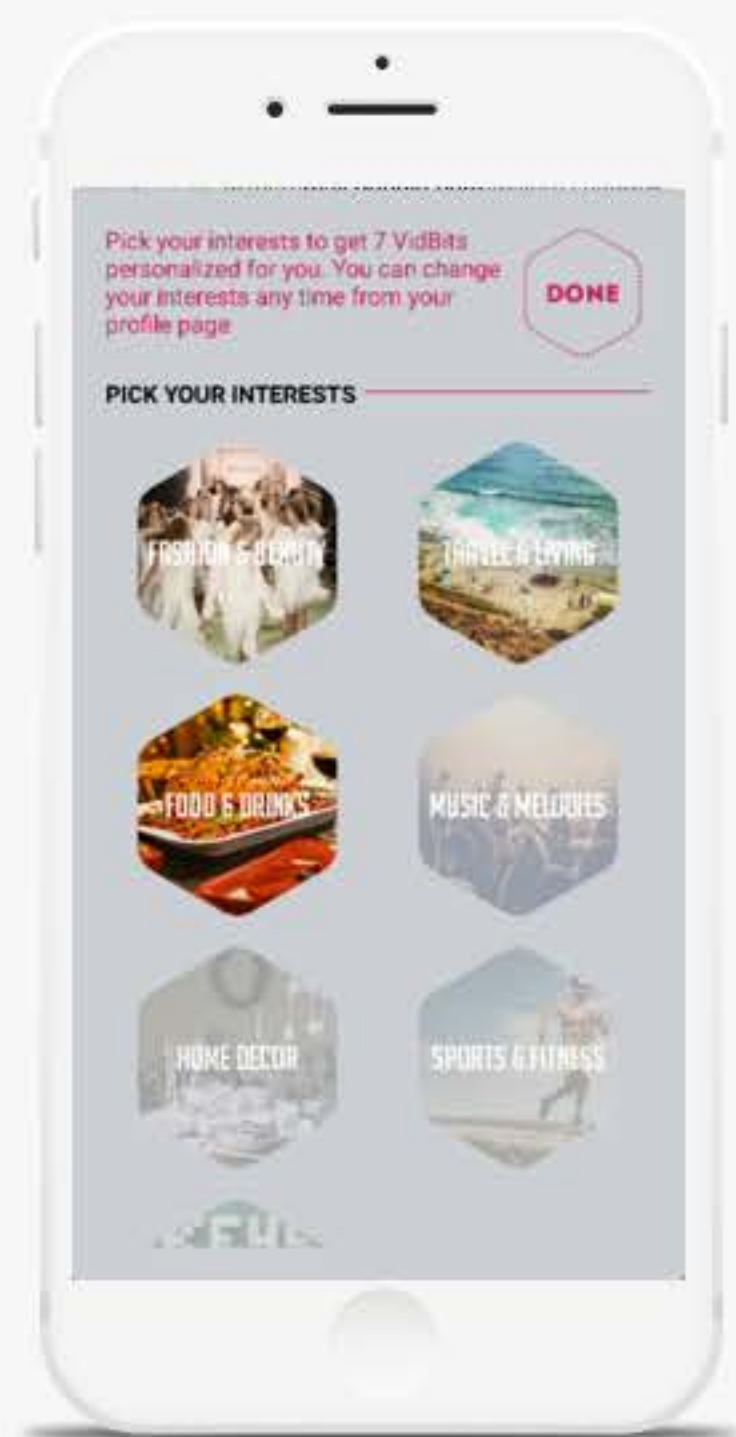
FINAL DESIGNS



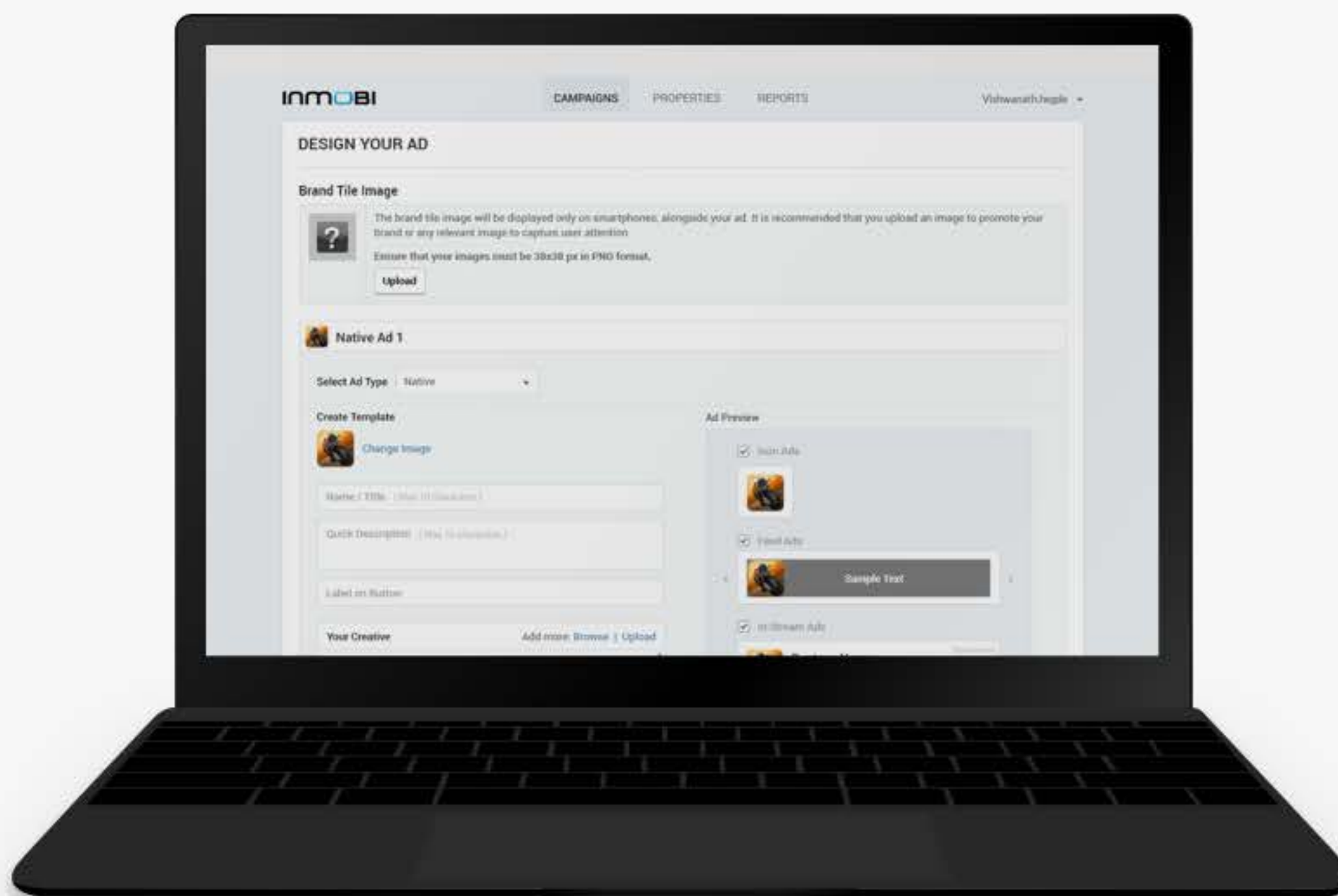
User Walkthrough (Coachmarks)



Login Screen



Onboarding screen



NATIVE AD CREATION TOOL

Authoring tool that helps users create and test video ads before launching it.

User Goal

Self serve portal that enables users (developer) to upload assets and create native ads in the self serve platform.

My Role

Owning the entire project from Conceptualizing, identifying tasks flows, building wire frames. visual design.

Design Sprints and Iterations

Native Interstitials are full page ads, customized with elements of the app to deliver a unique in-app ad experience. As a developer you can choose from our rich gallery of frames and animations or build your own unique design. This tool helps users provide assets that will be stitched into beautiful and functional ad units.

Users

- App Developers
- User trying to monetize their app

Thankyou!

Nandhagopal

Applying for PHD in HCI fall 2017

Other Links

Online portfolio:

www.nandhagopal.com

High Resolution Print portfolio:

http://nandha1986.github.io/Nandha_Portfolio.pdf

Resume:

http://nandha1986.github.io/Nandha_Resume.pdf