

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, interactive design, graphic design, and user research

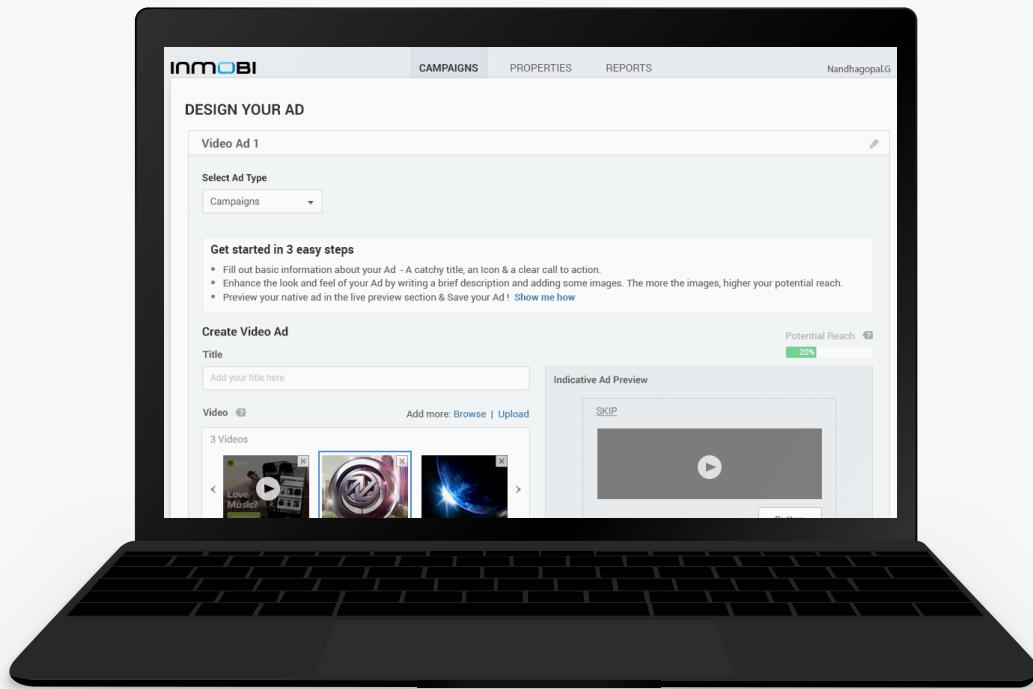
- Nandhagopal

UX Design Portfolio

Selected works from 2014 -16'

VIDEO AD AUTHORING TOOL

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

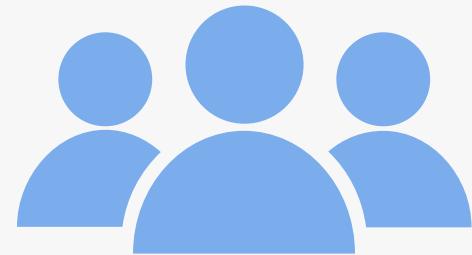


User Goal

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.



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.

Visual Design

This screenshot shows the INMOBI interface for managing video assets. On the left, there's a sidebar with sections for 'DESIGN YOUR AD', 'Create Video Ad', and 'Your Images'. The main area displays a 'Browse Gallery' with a grid of video thumbnails. A modal window titled 'Video Ad 1' is open, showing a preview of three selected videos and an 'Indicative Ad Preview' which shows a play button on a dark background.

Browse Galley Page

This screenshot shows the 'DESIGN YOUR AD' page for creating a video ad. It includes fields for 'Title', 'Video' (with a preview of three images), 'Your Images' (with a preview of three images), 'Aspect Ratio' (set to 6:5), 'Impression Tracking 1' (with a URL field), and 'Clicking Tracking 1' (with a URL field). At the bottom right are 'Cancel' and 'Save Creatives' buttons.

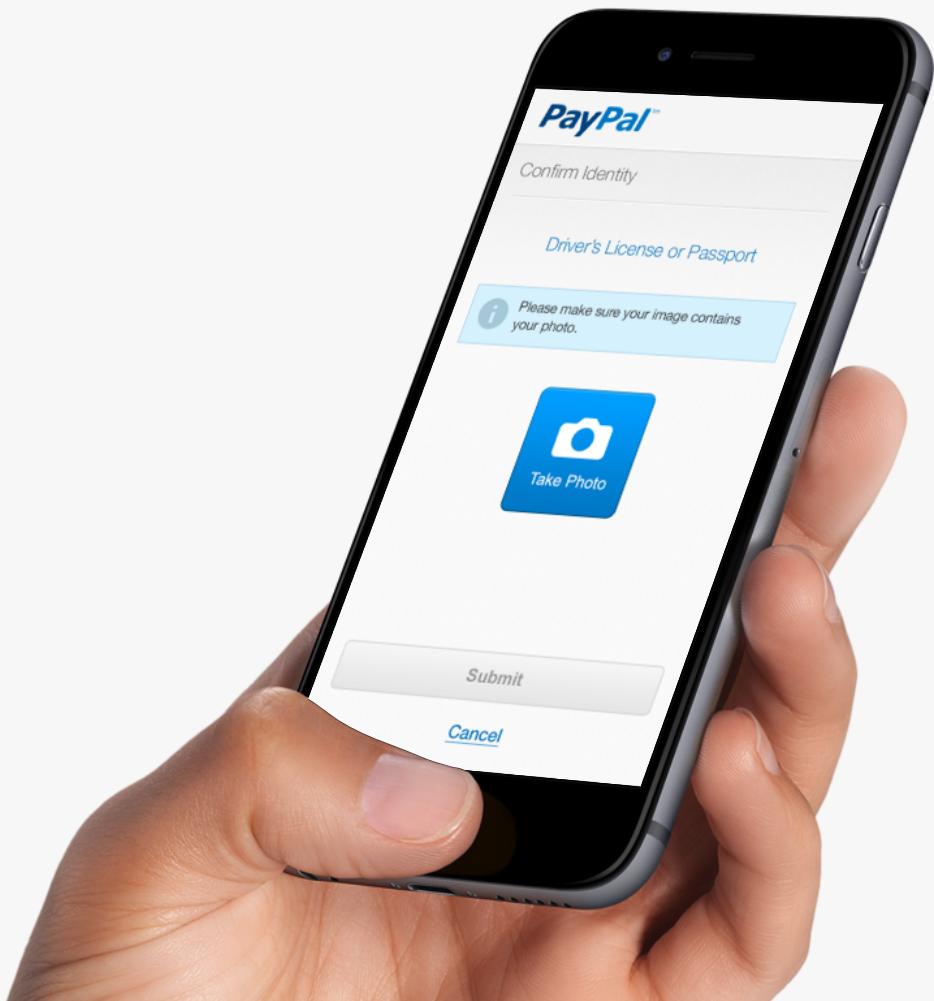
Video upload Page

This screenshot shows the 'DESIGN YOUR AD' page for uploading video assets. It includes fields for 'Title', 'Video' (with a preview of three images), 'Your Images' (with a preview of three images), 'Aspect Ratio' (set to 6:5), 'Impression Tracking 1' (with a URL field), and 'Clicking Tracking 1' (with a URL field). At the top, there are options to 'Enter URL' or 'Upload from Source'. At the bottom right are 'Cancel' and 'Save Creatives' buttons.

Uploading assets page

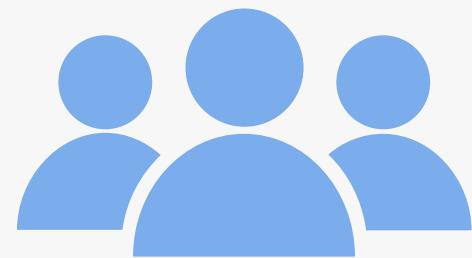
PayPal iOS App

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.

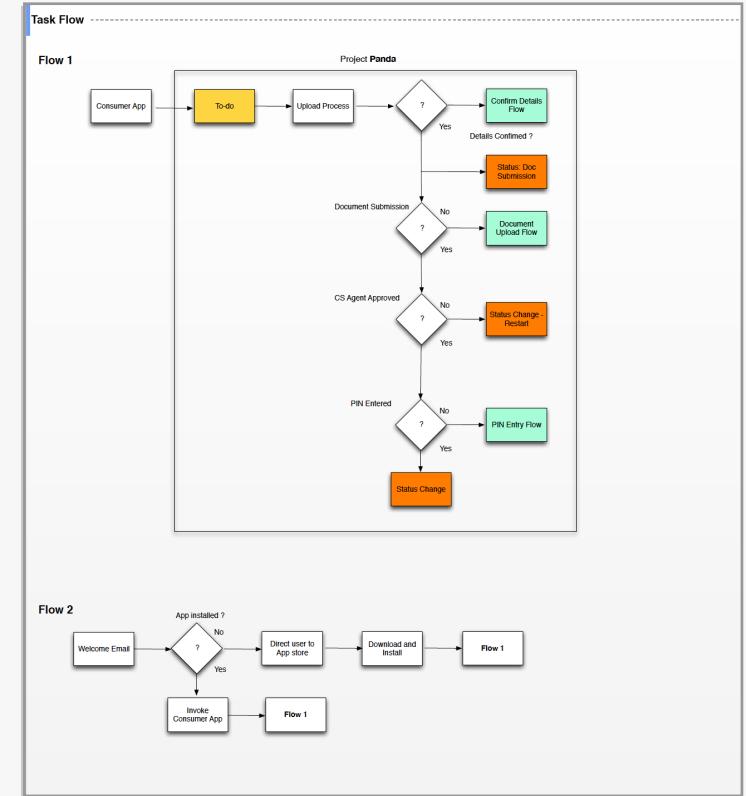


My Role

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

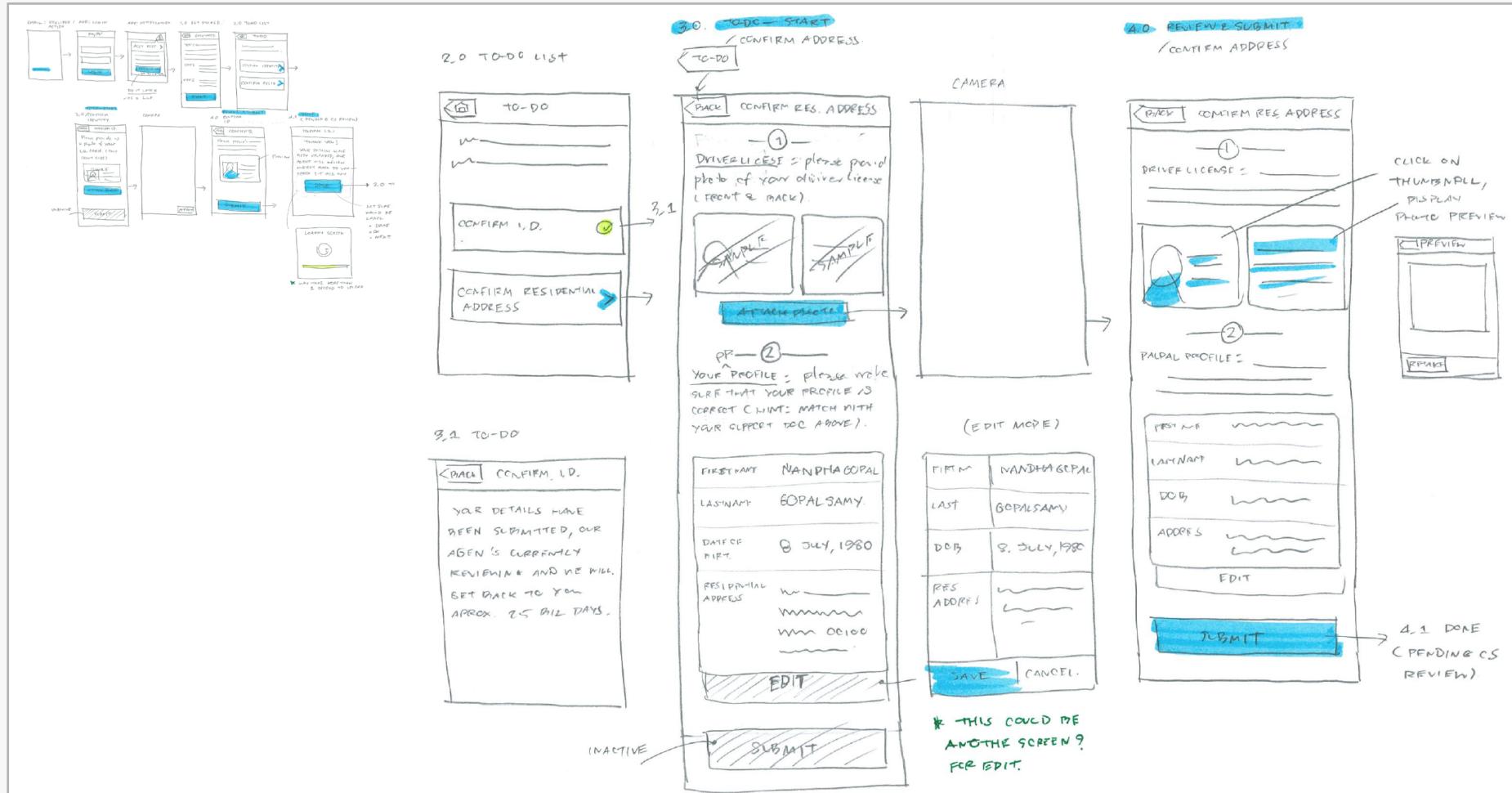
User Journey Map

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



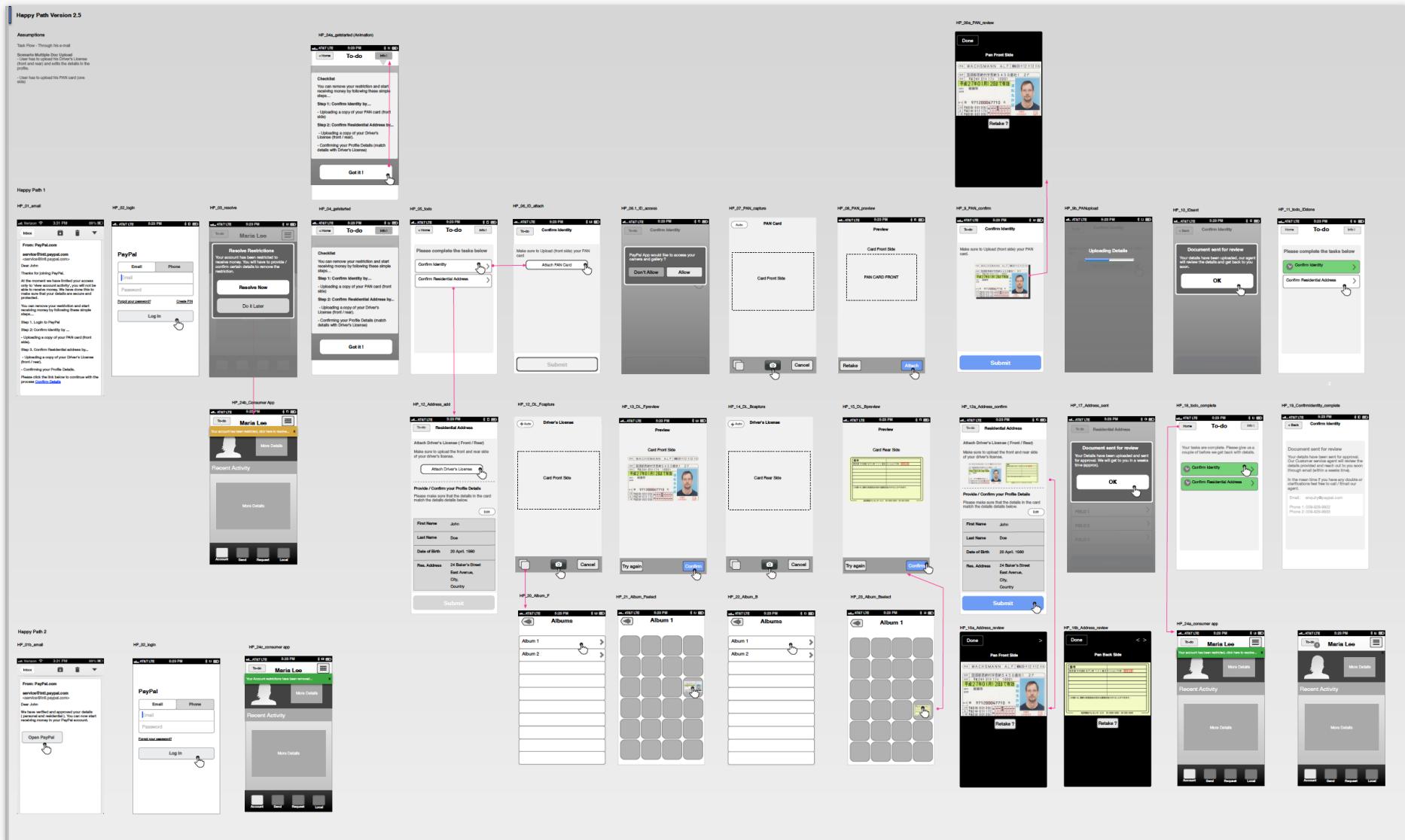
User flow for the 'happy path'

Design - Initial Sketches



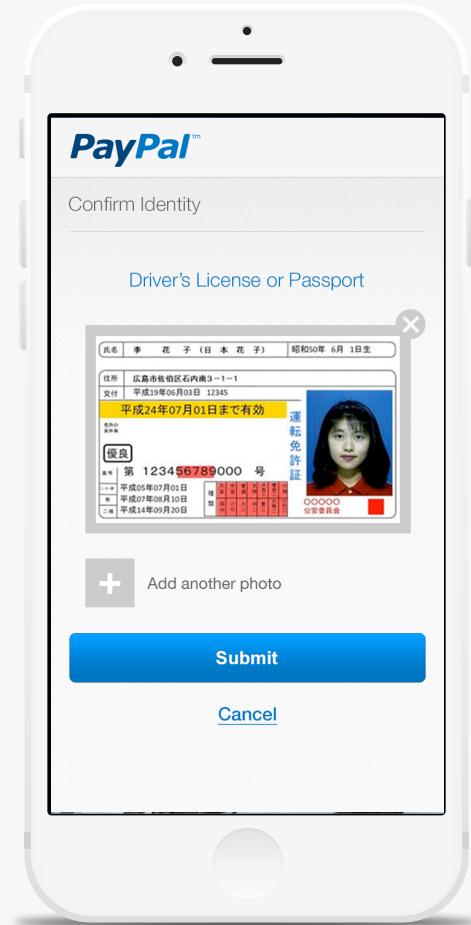
Initial Sketches

Design - Wireframes

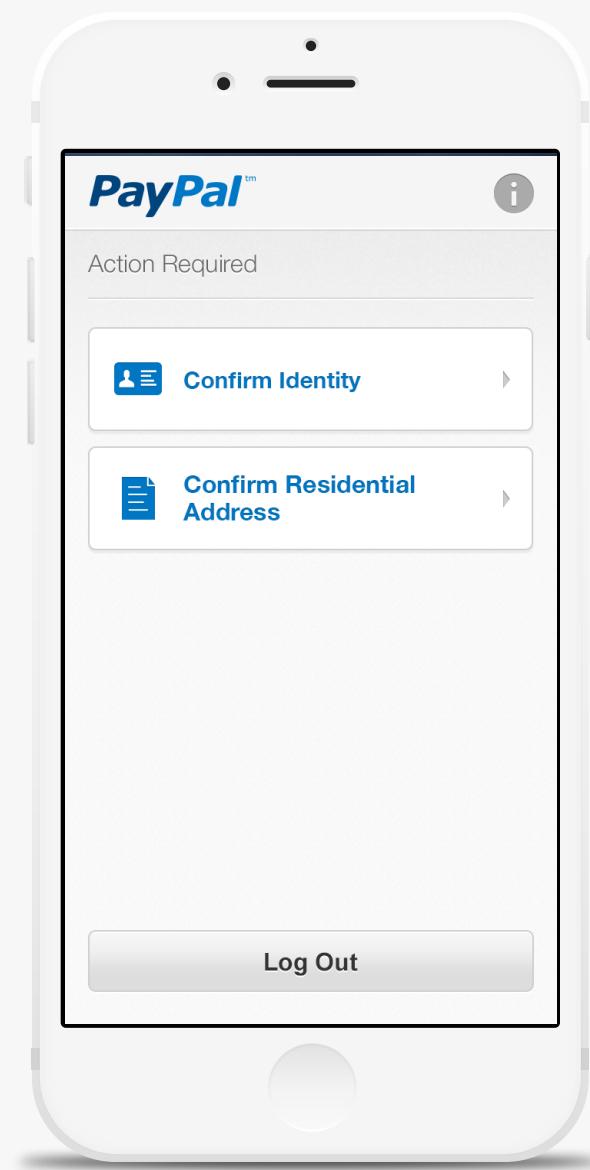


Have shown wireframes for two primary user cases

Design



Review screen



Landing screen

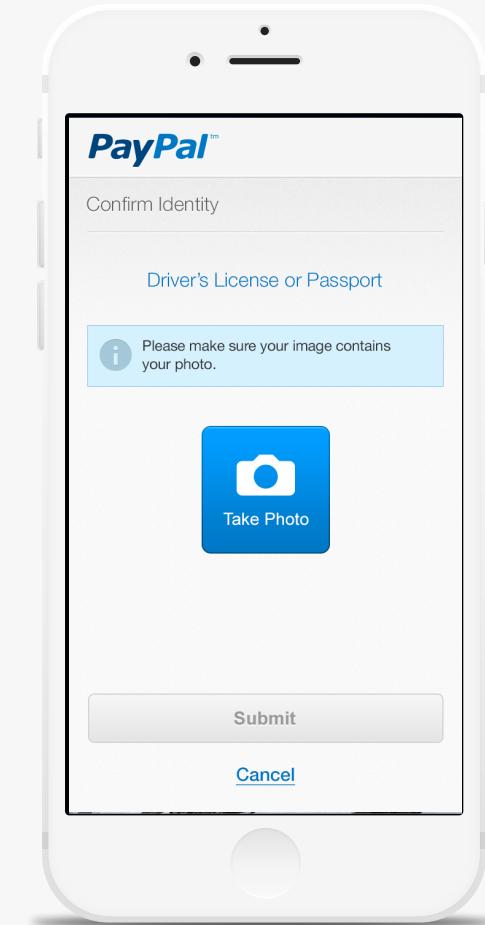
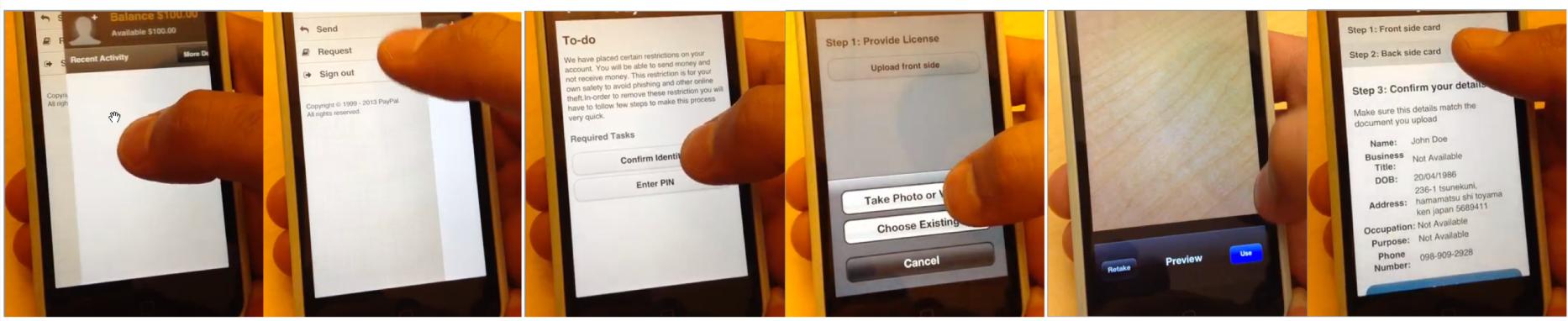


Photo Upload screen

User Testing and Feedback



Iterative user testing with 6 users

Highlights of User Testing

- The concept of leveraging phones to capture data came naturally to users .
- Users will be able to use the phone camera to clearly capture documents of variable dimensions
- Get started page will help users discover and comprehend the course required to resolve the account restrictions

App for Commerce Discovery

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



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

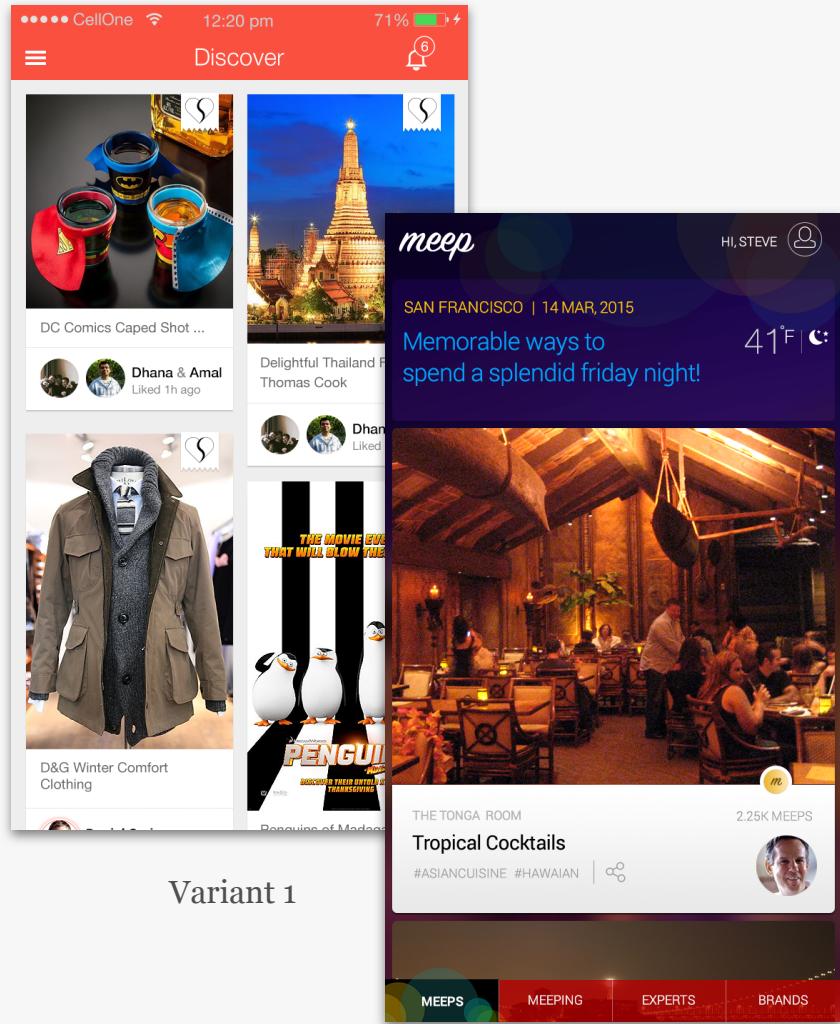
The Journey

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

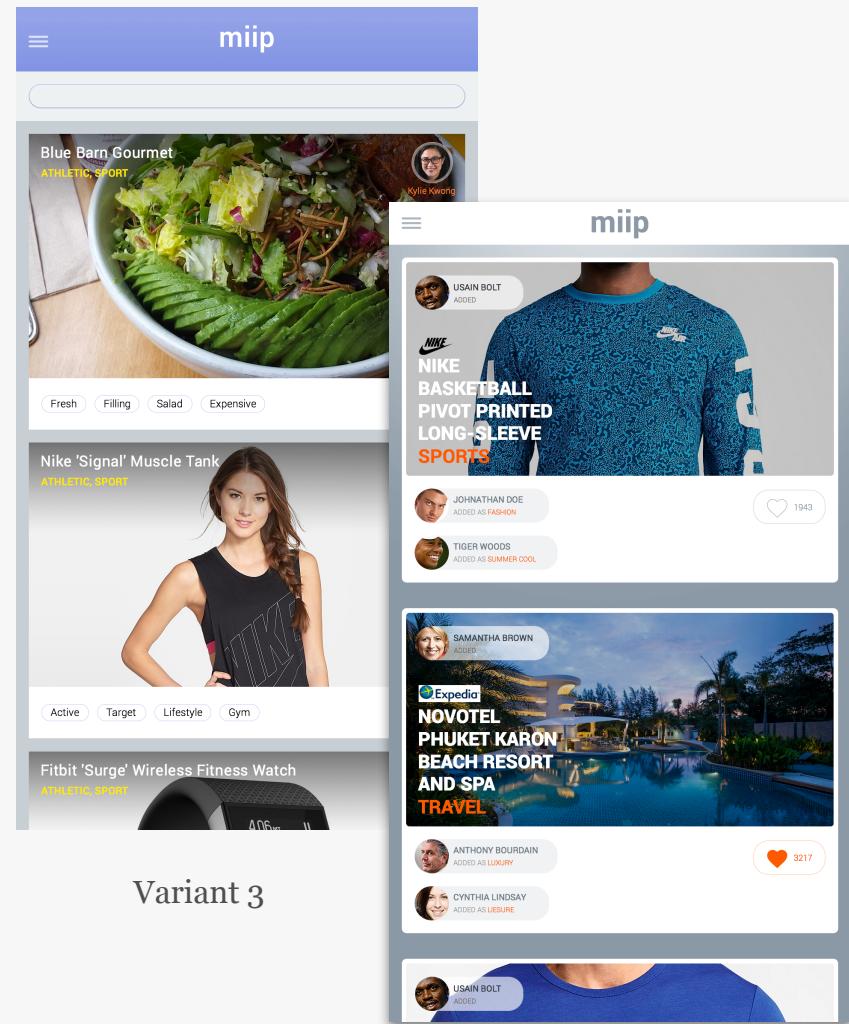
Users

- Target User - Millennials
- Geography - Emerging Markets

Design Iteration



Variant 1



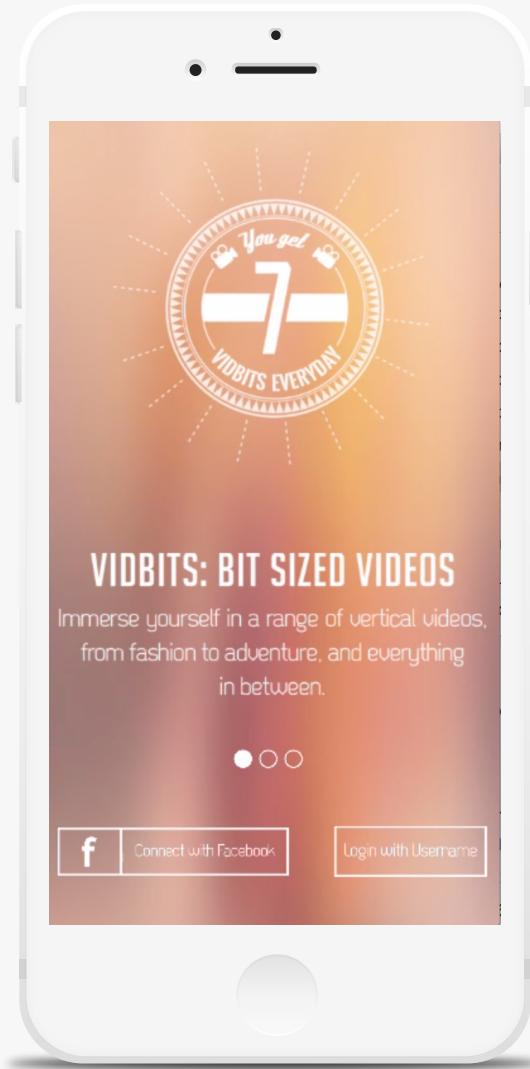
Variant 3

Variant 4

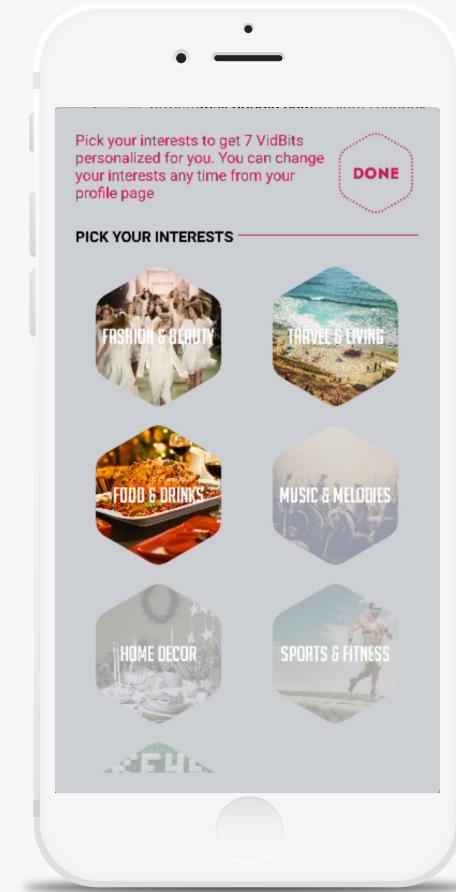
Design



User Walkthrough (Coachmarks)



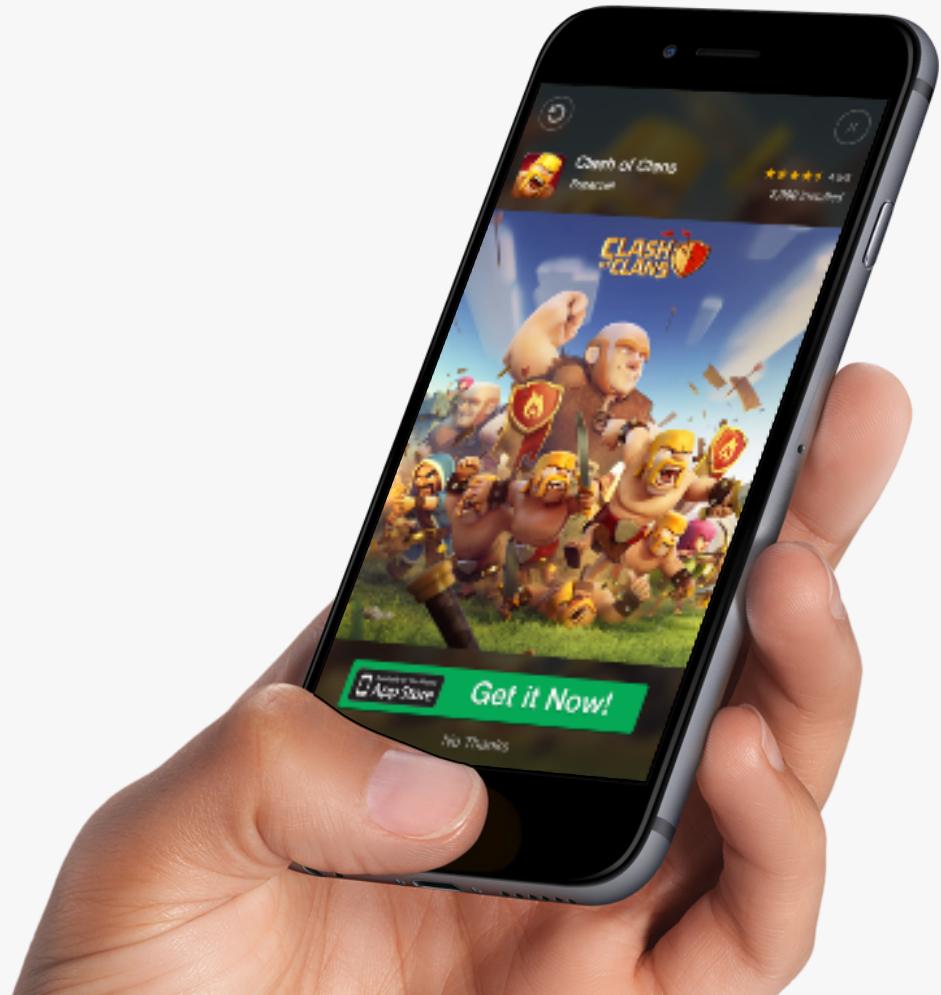
Login Screen



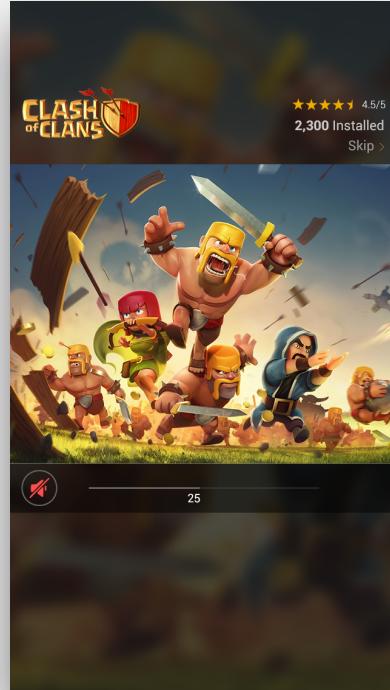
Onboarding screen

Video Ad Re-design

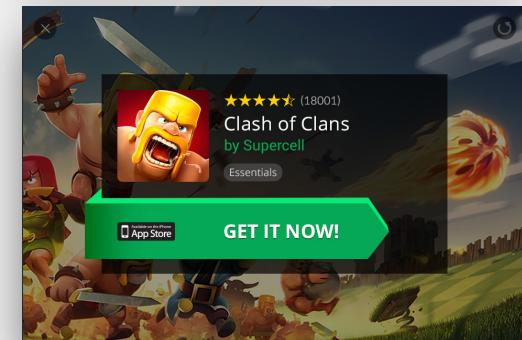
Experiment and come up with new ad format for videos. This new ad format had to produce a remarkably higher conversion once than the current ad format for rewarded videos.



Design - Portrait and Lanscape



Portrait Designs

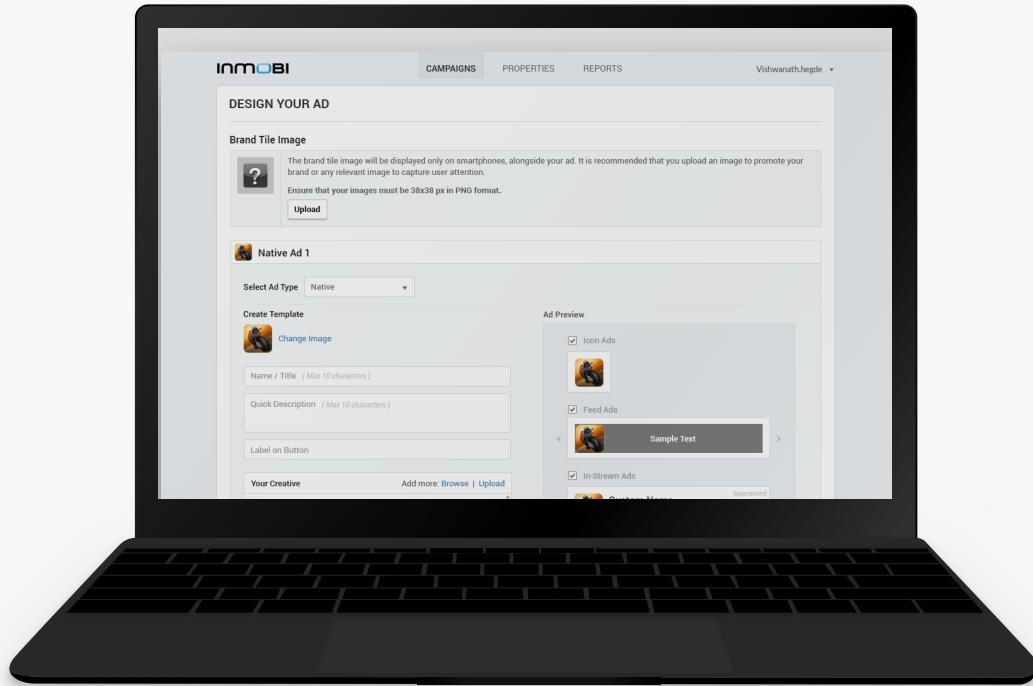


Landscape Designs

The designs above gave a considerable increase in the conversion and click through rates of the ad units.

Native-Ad Creative Tool

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

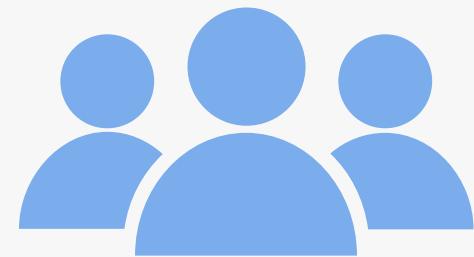


User Goal

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

Business Goal

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.



My Role

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

Design

Inmobi
CAMPAIGNS
PROPERTIES
REPORTS
VISUALIZE/CHANGE

DESIGN YOUR AD

Brand Tile Image



The brand tile image will be displayed only on smartphones, alongside your ad. It is recommended that you upload an image to promote your brand or any relevant image to capture user attention.

Ensure that your images must be 380x80 px in PNG format.

Native Ad 1

Selected Ad Type: Native

Create Template



Name / Title (Max 10 characters)

Quick Description (Max 10 characters)

Label on Button

Your Creative

Creatives of aspect ratio 1:9 (2 images)



Creatives of aspect ratio 1:9 (3 images)



Creatives of aspect ratio 1:1 (No images)

More Details

Include Star Rating (optional)

Enter Download Count (if you want to highlight it in the ad)

Enter Active Players (if you want to highlight it in the ad)

Track Creative Performance

Ad Preview

Join Ads 

Feed Ads 

Sample Text

In-Stream Ads 

Custom Name

Comment

Your Description is displayed here
Your Description is displayed here

Assets upload Additional Info.

DESIGN YOUR AD

Brand Tile Image

The brand tile image will be displayed only on smartphones, alongside your ad. It is recommended that you upload an image to promote your brand or any relevant image to capture user attention.

Ensure that your images must be 38x38 px in PNG format.

Upload

Native Ad 1

Select Ad Type: Native

Create Template

 Change Image

Name / Title (Max 10 characters)

Quick Description (Max 10 characters)

Label on Button

Your Creative Add more: Browse | Upload

Creatives of aspect ratio 1:91 (2 images)

< Sample Text >

Creatives of aspect ratio 1:5 (5 images)

< Sample Text >

Creatives of aspect ratio 1:3 (No images)

No Image

> More Details

 Icon Ads

 Feed Ads

<  Sample Text >

 In-Stream Ads

Sponsored

Custom Name

Your Description is displayed here

Your Description is displayed here

Install

 Import Creatives  Add New

Assets Upload Screen

The screenshot shows the nMobi platform interface. At the top, there are tabs for CAMPAIGNS, PROPERTIES, and REPORTS. Below the header, a navigation bar includes links for DESIGN YOUR AD, Brand Tile Image, Native Ad, Select Ad Type, Create Template, and Label on Buttons. The main workspace displays a 'Your Creative' section with three categories: 'Creatives of aspect ratio 1:1 (5 Images)', 'Creatives of aspect ratio 1:3 (5 Images)', and 'Creatives of aspect ratio 1:3 (No Images)'. Each category has a preview box showing sample text or images. A 'More Details' link is located below these sections. At the bottom, there are buttons for 'Import Creatives' and 'Add New'. A large modal window titled 'BROWSE GALLERY' is open in the center. It contains two sections: 'Aspect Ratios 1:91' and 'Aspect Ratios 1:33'. Each section has three boxes labeled 'Image 1', 'Image 2', and 'Image 3', each containing a placeholder image frame. A 'Cancel' button is at the bottom left of the modal, and a 'Select' button is at the bottom right. To the right of the modal, a sidebar shows a preview of a creative asset with the text 'Your Description is displayed here' and an 'Install' button.

Uploading assets screen

DETAILS

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Thankyou!