



✦ NOOR SEHGAL ✦

DESIGN PORTFOLIO

Second Year Design Student @ PES University, Bangalore

Recipient of MRD Scholarship

First Semester: 9.54 & Second Semester: 9.83

About Me

My name is **Noor Sehgal** and I am 19 years old. My pronouns are She/Her. I am a Second year (third semester) Design student at PES University, Bangalore. I am specialising in Interaction Design. This is because I love how we can use design to solve various issues & improve upon others. I started to delve into this aspect of design when I grew older and became more aware of the world around me. Prior to this I only associated design with the aesthetic aspect of it. I want to be able to use my creative critical thinking to ideate unique & original ideas in a more constructive manner.

I am well versed in Adobe photoshop & I'm trying to be skilled at illustrator & InDesign as well.

If any new software is required for a certain work, I would independently go ahead & learn it & come up with the required work within the given deadline. This is because I genuinely love learning new things especially those related to my field. And I am very particular about my deadlines, I take them seriously & like to be on schedule always.

I love to paint & sketch. And I have been coached professionally as well for the same. During the lockdown, I had took up several hobbies such as making jewellery with clay & beads, decoupage & playing ukulele. I enjoy baking cakes with my Mother.



My Experience

Titli Foundation: Titli Foundation is a not-for-profit organisation which aims at improving the menstrual health of underprivileged individuals as well as promoting menstrual literacy. Their mission is to donate as many menstrual cups as possible to the socially and economically backward individuals.

I joined Titli in the hopes of becoming a member of their Groundwork team but unfortunately at that time they didn't have a groundwork team in Bangalore. So I ended up joining their Social Media department.

I created content for their social media handles, both twitter & instagram. And I regularly participated in brainstorming sessions with the team for various campaign ideas. I participated in making informational posts, creative reels, campaign banners & many more, all according to their brand identity.

During my time in Titli, I used to work on Canva as well as Adobe photoshop. During this time, I even got to learn a few things here & there about Social media managing & engagement.

Titli Foundation



TITLI FOUNDATION
presents
YOG MUDRĀ

On 20th – 21st June
07:00 PM IST | ZOOM MEETING
FEES ₹199

Register now!



My Experience (2)

BloomBuzz: BloomBuzz is a news & media-platform that focuses on capturing the spirit of student entrepreneurship and similar stories. Their aim is to promote the fostering growth of the student startup ecosystem in India. They have collaborated with startups such as Uneako, HouseItt and many more.

I joined BloomBuzz in June as a 'Social Media Designer' Intern. I created graphics for their social media pages & any other required graphics. I helped them come up with a fresh brand identity, which was more consistent & organised. I provided them with templates for informative posts, posters, certificates & instagram stories as well. In the beginning, I had even worked on editing their weekly IGTV videos.

During my time in Bloombuzz, I used to work on Canva as well as Adobe photoshop. During this time. And for editing videos, I used to work on InShot & KineMaster.

BloomBuzz



CELEBRATING STUDENT ENTREPRENEURSHIP & THEIR VENTURES

BloomBuzz

DAILY TRIVIA

- #1 Listen to what you're saying to yourself
- #2 Challenge your self-talk. Is there evidence?
- #3 Change your self-talk
- #4 Make a list of positive things about yourself

@BLOOMBUZZ.IN

DAILY TRIVIA

- 01 Keep your client engaged! Share your fun fact with a few short details supported by facts and research.
- 02 When creating your own content, remember to highlight the most relevant points in your content. It can even be in list form like this one!
- 03 Engage your audience with language that's simple and easy to understand.
- 04 Most importantly, make sure that what you're sharing on social media is supported by accurate data and research.

<https://bloombuzz.in>





UI-UX PROJECTS



My UI-UX Projects

My second year of college started in August & ever since then I've been working on various projects on Figma. So now I feel comfortable working on Figma. I am well versed in making **pencil wireframes** & **user flows**. I can make **low-fidelity** as well as **high-fidelity wireframes**. I know how to do **prototyping using variants & components** on Figma. And I even know how to do the same in **Marvel application**. I am quite familiar with user research tools as I have been working on several college projects which requires the same.

I have been working on a project, ***Heather***. It's a sustainable clothing brand which aims at making sustainable clothing accessible to people so that everyone can reject slow fashion altogether.

I worked along with my team on various stages of design thinking such as qualitative & quantitative research, Market research, Competitive analysis, Affinity Mapping and more.

Heather: Research



IDEAL USER PERSONA

DEMOGRAPHICS

- Shruti Chopra
- 19 years old, single
- Medical Student
- Lives in a hostel in a Bengaluru
- Low budget, funded by monthly allowance from parents.

PAIN POINTS

- Cannot find ethical stores that are transparent.
- Cannot thrift often or open her own business due to lack of time.
- Has very little free-time thus prefers hassle free shopping
- Would like a more flexible interface when it comes to comparing prices on mobile applications

HABITS

- Visits parents on the weekends.
- Prefers doing online shopping.
- Likes to clean her hostel room regularly
- Does not support fast fashion.
- Likes animals.
- Prefers vegan food.

GOALS

- Wants to look beautiful and trendy.
- Wants to be able to upgrade her wardrobe regularly.
- Wants a unique sense of style and identity.
- Wants to put away more time for shopping.
- Wants to find comfortable clothes that compliment her well.

BENCHMARK STUDY

FEATURE	HEATHER	H&M	MYNTRA	ZARA
Easy navigation	It only has the required elements in each screen. The elements change according to the users browsing.	The required information is present in each app screen. The screen space in itself is not cluttered and has only the necessary information.	Myntra has a much more crowded and 'filled to the brim' screen with sales, discounts, shop option, search option and browsing crammed into one screen making it hard to navigate and the navigation becomes slower as search becomes longer.	It has a very minimalistic website design. But the options are all put into one hamburger menu. There is no visual hierarchy with the text. The hamburger menu is very small and misses your eye. The login and contact are displayed in a very tiny font which makes it hard for people to find it at just one glance.
Product Information	Displays the material of the product, sizing chart for every piece, product type and a sustainability score. This promotes transparency in the production process.	Provides information about the materials used as well as the sustainability of the product. But no other information.	Provides information on the product, material, type of wash it requires, item information like sleeve length, waist fitting etc. weave type, trend etc.	Display of product with the materials used. Information about the sustainability of the product.

AFFINITY MAPPING



Heather: Research

1. QUANTITATIVE RESEARCH

We conducted online survey on individuals of *all age groups, gender, social status and other demographic factors*.

The main objective of this was to understand user's clothing & shopping preferences and their knowledge about sustainable fashion.

- The survey was extremely beneficial as we got a total of **262 responses** which helped us better understand our target audience

[Link for the excel sheet containing responses](#)

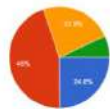
2. QUALITATIVE RESEARCH

Contextual Interviews: We conducted contextual interviews with two individuals in a clothing shop at a shopping mall so as to get a similar pattern as to the surveys with respect to their answers.

Questions from the interviews:

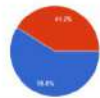
- What do you look for when buying clothes?
- What kind of clothing pieces do you usually invest in?
- Which mode of shopping do you prefer- online or offline? Why?
- How do you discard unwanted clothes?
- Are you willing to use second-hand clothes?
- Do you know anything about the concept of sustainable fashion?
- Have you ever bought anything sustainable? If not, then why?
- Will you be interested in investing sustainable fashion?

How often have you considered sustainability in the past purchase of fashion items?
352 responses



Always
Sometimes
Rarely/never

Considering style, comfort and quality are the same, would you purchase sustainable clothing if it looks more than what you would normally pay?
352 responses



Yes
No

Do you believe there are sufficient sustainable fashion options available in India for you as a consumer?
352 responses



Yes
No

If your favorite brand sold a new line of sustainable, eco-friendly apparel, would you buy it?
352 responses



Yes
No

How much more are you willing to pay for sustainable fashion compared to unsustainable clothing?
352 responses



Less than 10%
10-20%
20-30%
More than 30%

Some of the questions from the survey:

Have you ever bought items (clothing, shoes, accessories) that can be described as environmentally or socially responsible?
352 responses



Yes
No

In your opinion, will having a sustainability score or labeling system encourage you to purchase sustainable fashion?
352 responses



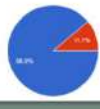
Yes
No

Do you feel you have sufficient information and knowledge about the harm fast fashion causes to the Earth?
352 responses



Yes
No

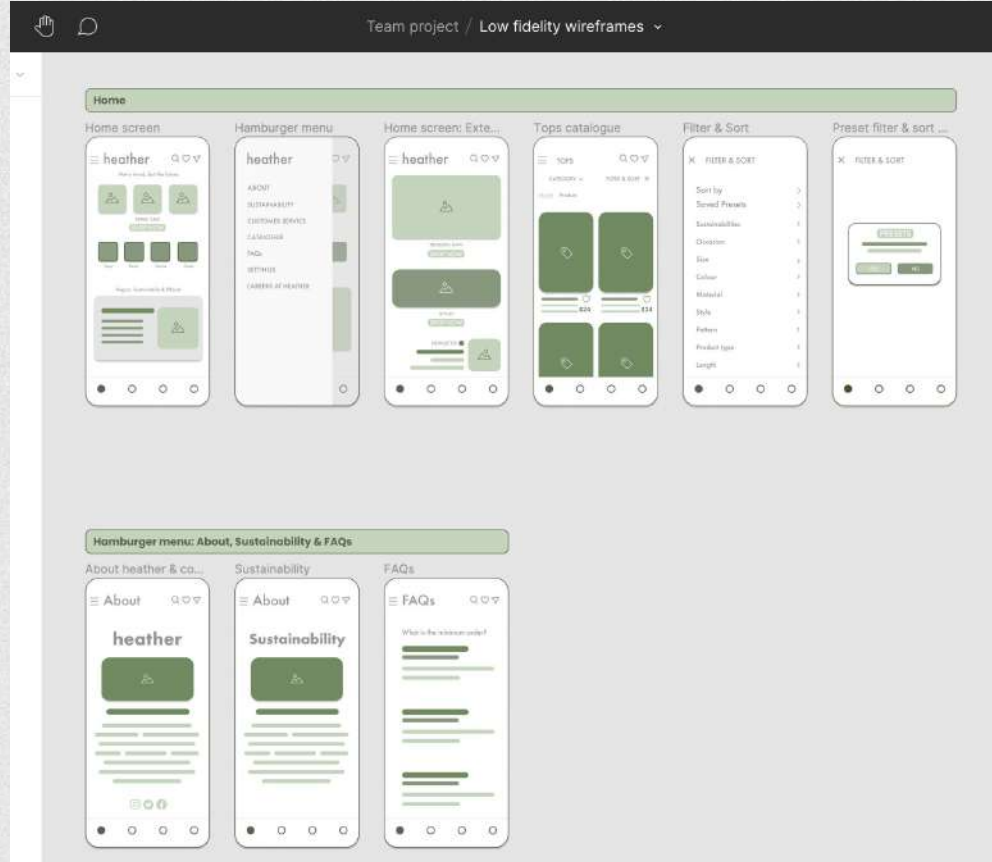
Are you concerned about the social, environmental and ethical impacts the fashion industry has on the world?
352 responses



Yes
No

Heather: Mid-fidelity wireframes

I have created, along with my team, around 80+ mid-fidelity wireframes.



Heather: Final Screens



Link to the full project:
https://docs.google.com/presentation/d/1q1ESFceSw_NqXNNc5R3bq_CYLKvO6VDoLUoZTBpnFvXg/edit?usp=sharing

Landing Page

Prior to officially working on Heather, I made a landing page for a brand whose target audience is that of a zodiac sign. I chose Aquarius for this.

I made a **landing page** for the same brand '*Heather*' & eventually I ended up doing my Major Project on the same brand.

UI-UX-1 (UA20BD20IT) , third semester

DESIGNING A LANDING PAGE FOR A TARGET AUDIENCE HAVING A PARTICULAR ZODIAC SIGN

GROUP ASSIGNMENT

TRAITS OF AN AQUARIUS

- Have a freedom-loving spirit
- Humanitarian, philanthropic and keenly interested in making the world a better place.
- Individualistic and have a strong personality
- Believe in second chances
- Avoid confrontations
- Unpredictable
- Embrace their creativity and are out-of-the box thinkers
- Innovative
- Have a very futuristic way of thinking
- Tend to overthink or over-analyse
- Influential to those around them
- Experimental
- Introspective rather than outgoing
- Requires time alone to ponder and refresh



USER PERSONA

DEMOGRAPHICS

- Amisha Singh
- 24 years old, unmarried
- Works as a magazine editor in Bangalore
- Animal activist and lives alone with two pets
- Zodiac sign is Aquarius

PAIN POINTS

- Unable to find unique clothing options that are vegan and sustainable.
- Finds most vegan options expensive and inaccessible.
- Tends to overthink when presented with multiple options.
- Does not have a healthy work-life balance.
- Quality thrift stores are inaccessible.

HABITS

- Likes to re-organise her belongings often.
- Re-decorates her living space often.
- Loves to shop and find unique items.
- Looks for vintage objects and clothes.
- Regularly walks her pets and loves to play with them.

GOALS

- To discover more stores which sell vegan options.
- To live closer to her family and have a sense of comfort.
- To expand her wardrobe.
- To further her education in journalism.
- To adopt more pets.



Design Style: Flat Design

- The website uses the concept of **Flat Design**.

Flat Design It is a design style that uses simple two dimensional elements. Common aspects of Flat design are - bright but muted colours, minimalist icons, definitive geometric shapes, focus on simple imagery.

Why flat design?

- Flat design focuses more on the idea of **usability** and less on the idea of familiarity. The philosophy is that our minds do not need complex visuals cues to understand.
- By minimising the design we are **removing unnecessary distractions** that have no purpose.
- Plus, with responsive design becoming so important, flat design makes it much **easier to adjust to multiple screen sizes** without the extra unnecessary graphics.



ABOUT THE BRAND

Our brand is called 'Heather'. It's a vegan clothing brand that aims at sustainability & being ethical. The brand produces clothes that are unique. It does not follow fast fashion that keeps changing with each trend.

Vegan and recyclable clothes are not just in style, but they are a very integral part of the future, hence the tagline.

heather
heather
heather
heather

heather
[heath] • moon

A purple flowered Eranthis which grows abundantly on mountains and hillside. Many ornamental varieties have been developed.



Comparison

- Aquarians are known to be one of the most **humanitarian** signs. So a **vegan & sustainable clothing line** stands in accordance with that.
- They love unique, out-of-the-box things, something that catches the eye. The brand **does not mass produce** and provides a **sense of uniqueness and individuality**.
- They like minimalistic and creative things. The website is colourful for a creative person but also has the aspect of minimalism. Hence it strikes the **right balance between creative and minimal**.
- They are considered to be **futuristic thinkers** hence the idea of sustainable and vegan fashion, that is comparatively new, intrigues them.

heather
heather
heather
heather

Not a trend, but the future
vegan. sustainable. ethical.

ABOUT US

SHOP NOW

SIGN-IN

CONTACT



Design For Cataract

I re-designed the sample webpage in the online SBI for ‘adding a beneficiary’ to aid the individuals with severe cataract. I used Cambridge Vision and Hearing Impairment Simulator to check the new design.

During this project, I did a rigorous research on inclusive design & it’s importance. I followed the international standards of WCAG by W3C Web Accessibility Initiative (WAI) while re-designing the web page.

Link to the full project:

<https://docs.google.com/presentation/d/18vFRDkn1OjS5YhNFej1BOZRjO-Y3-tyiVUujPHIe ntA/edit?usp=sharing>

Design For Cataract

Quick Links ▾

You are here: [My accounts and profile](#) / [Profile](#) / [Other Bank Beneficiary](#)

Manage Other Bank Beneficiary

ADD

MODIFY

DELETE

VIEW

APPROVE

Mandatory fields are in red and marked with an *

A↑ A↓ 🔊

Fill the required details

NAME *

Full name

ACCOUNT NUMBER *

Enter your 11 digits account number

CONFIRM ACCOUNT NUMBER *

Enter your 11 digits account number

ADDRESS 1 *

House No , Street Name

ADDRESS 2 *

Locality , City , State , PIN Code

OTHER BANKS TRANSFER LIMIT (INR) *

Maximum Limit : 1000000

Select the IFSC Code option if you know the IFSC Code. Else, select location.

☐ IFSC Code

☐ Location

SMS Alert for the new beneficiary will be sent to your mobile number.

Mobile Number

9 1 - XXXXXXXX 6 4

☐ I accept the **Terms & Conditions**

Please note, Beneficiary Account Number and IFSC Information will ONLY be used for Electronic Fund Transfer (please ensure correctness) , the Beneficiary Name provided will not be considered for Electronic Fund Transfer as per RBI Guidelines.

ALERT : Only three beneficiaries can be added in a day. If you wish to add more than three beneficiaries, use the IRATA or branch option for activation.

SUBMIT

RESET

Mobile Application for a Smart Scrubber

In my first year, I had worked on multiple projects, that ultimately led to making a mobile application. I worked on making a mockup for the product. For that, I did a full case study on it. Then I had worked on making an infographic for the product.

For the mobile application, I had made the logo, design system, user flow maps, navigation maps, information architecture & a few high-fidelity screens.

Link to the full project:

<https://drive.google.com/drive/folders/1TK47usmrkuXXM7RxkNnW815ecTmYLTwR?usp=sharing>

Mobile Application for a Smart Scrubber



**2x FASTER THAN
MANUAL SCRUBBING**

**ERGONOMIC GRIP FOR
COMFORTABLE
CLEANING**

**PORTABLE & WATER-
RESISTANT**

SUPER SCRUBBER

**4 INTERCHANGEABLE
BRUSH HEADS**

**BLUETOOTH & WIFI
ENABLED**

USB CHARGING

AVAILABLE ON [MYSCRUBBER.COM](https://myscrubber.com)

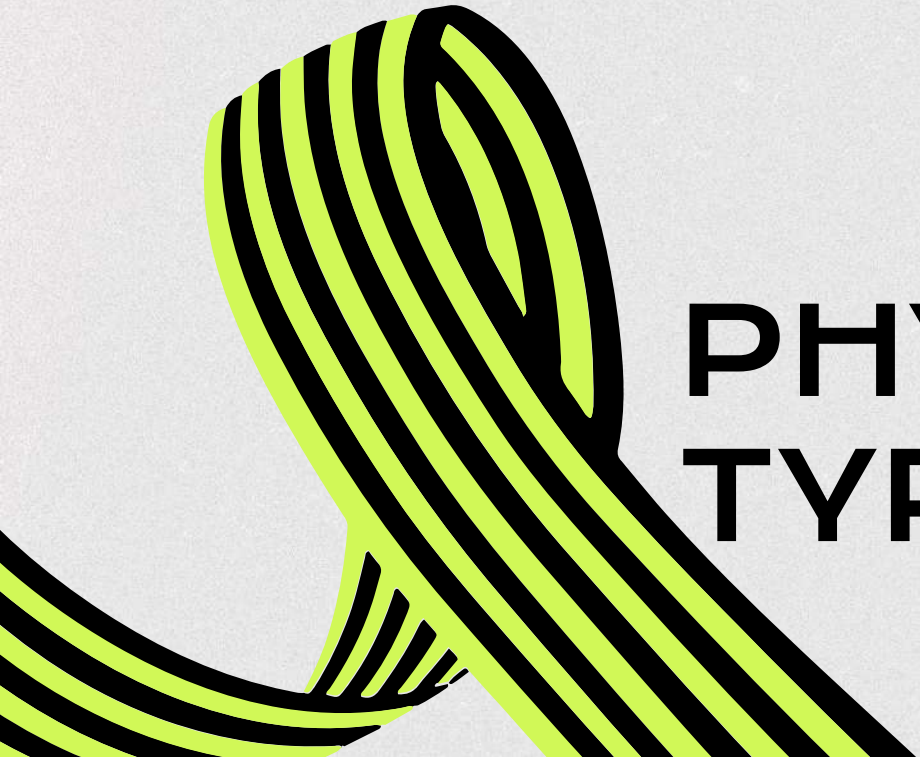
Advertisement Poster/Infographic for
a scrubber.

Mock-up made from scratch



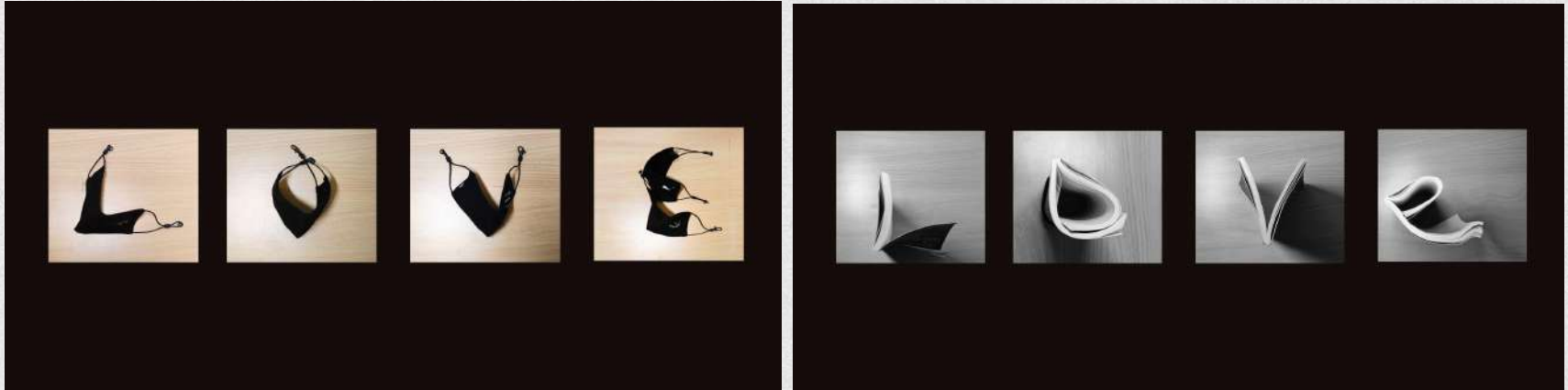
VISUAL COMMUNICATION

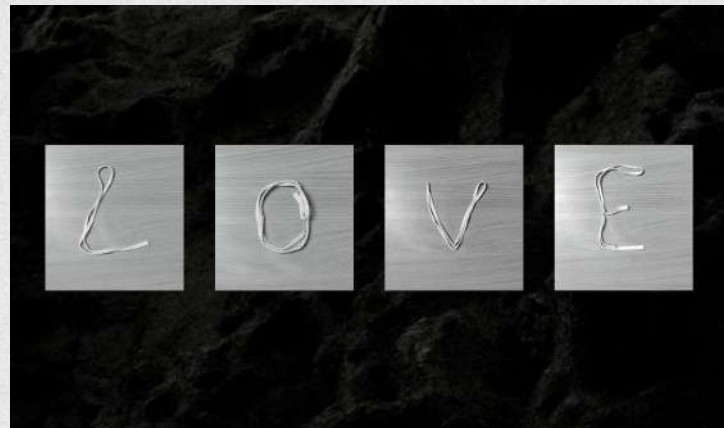
- 
- Typography
 - Packaging
 - Graphic Posters
 - Infographics
 - Editorial Designs: Magazine spread



PHYSICAL TYPOGRAPHY

Physical typography: Inspired by the work of Stefan Sagmeister.





MY FONT & POSTERS



- Physical Typography: 'Playdate' font
made of barbies





Ideations





Packaging Design

Pastiche: 'Solar power' rockets based on Psychedelic art movement





GRAPHIC POSTERS



Concept poster on
Louis Armstrong's
"La Vie En Rose"



Concept Poster on
Louis Armstrong's
famous quote





Concept Poster on the film “Eternal Sunshine Of the Spotless Mind”.

DUAL TONE LIGHT



Pixel Stretch on
Shahrukh Khan



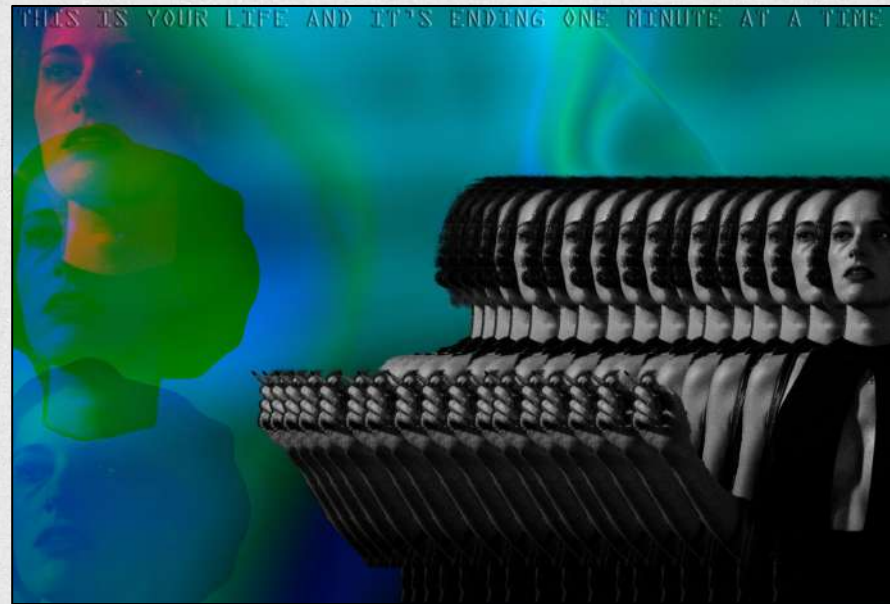


Concept poster on
“Fight Club”





Concept poster on “Eternal Sunshine of the Spotless Mind” x “Fight Club”



Concept poster on “Fight club” x “Fleabag”





Photo Manipulation





PHOTOGRAPHY

Device: Oneplus nord



INDOOR PORTRAIT PHOTO IN ARTIFICIAL LIGHT

- Rule of Thirds
- Orange(& Secondary) Monochrome
- Analogous & Complementary colour scheme
- Diffused Lighting (Flash was used)
- Indoor Portrait photo





OUTDOOR LANDSCAPE

- Rule of Thirds
- Foreground
Interest and
Depth
- Leading Lines
- Monochromatic
- Earthy Tones
- Twilight lighting
- Outdoor
Landscape photo





- Centred Composition
- Complementary colour scheme
- Soft lighting
- Indoor Portrait photo





EDITORIAL DESIGN



Airlines are taking off again on flights to 'Nowhere'

"When airlines were on sale they sold out in six minutes which, according to Qantas CEO Alan Joyce, is probably the fastest selling flight in the history of Qantas."

EVA Air and China Airlines offer scenic flights

Between 17% and 20% of airlines have resumed flights to Europe in EVA Air's Global Explorer, the airline's new long-haul service. The airline is also offering scenic flights to Europe and Asia.

The airline's new service, with a focus on scenic flights, is a response to the demand for scenic flights. The airline is also offering scenic flights to Europe and Asia.

Airlines such as Qantas and EVA Air are offering scenic flights to Europe and Asia. The airline is also offering scenic flights to Europe and Asia.

ANA left Nauru airport and returned 90 minutes later

ANA left Nauru airport and returned 90 minutes later. The airline is also offering scenic flights to Europe and Asia.

Qantas seven-hour flight to Nowhere

Qantas seven-hour flight to Nowhere. The airline is also offering scenic flights to Europe and Asia.

Singapore Airlines to introduce plane dining

Singapore Airlines to introduce plane dining. The airline is also offering scenic flights to Europe and Asia.



ANA left Nauru airport and returned 90 minutes later. The airline is also offering scenic flights to Europe and Asia.



Singapore Airlines to introduce plane dining. The airline is also offering scenic flights to Europe and Asia.

[illegible]

Airlines are taking off again on flights to 'Nowhere'



Airlines such as Qantas and ANA manage to sell-out with flights to nowhere to boost sales.

A growing trend in the aviation industry to counter the effects of the coronavirus pandemic is the flight to nowhere. Passengers will be treated to the full airport experience as though they are going somewhere and return to the same airport later that day having been nowhere. But, is there a demand for these flights?

QANTAS SEVEN-HOUR FLIGHT TO NOWHERE The Qantas flight QF785, a Boeing Dreamliner aircraft, departed from Sydney on Saturday, October 10, flying over the Australian metropolis. This flight, entitled 'The Great Southern Land official picturesque views and low-level flights over Australian destinations in Queensland, the Northern Territory and New South Wales. It included the Great Barrier Reef and Sydney Harbour among other well-known attractions.

There were just 150 places across business class, premium economy and economy and costing from AUD\$787 to \$3,787.

When tickets went on sale, they sold out in ten minutes which, according to Qantas CEO, Alex Joyce, is probably the fastest selling flight in the history of Qantas. He went on to say that people are clearly missing the experience of flying. Some airlines have already approved flights to nowhere. However, sign-

alling flights are not unique to the current situation. Qantas has operated them before and is considering re-instating sightseeing flights to the Americas aboard its airline Boeing 787 Dreamliner.

ANA LEFT NARITA AIRPORT AND RETURNED 90 MINUTES LATER ANA, the Japanese airline, selected 331 passengers through a lottery – capacity was reduced to 64 per cent to enable social distancing. The cost of tickets for this flight ranged from \$112 (economy) to \$470 (first-class). One of their new A350 aircraft, intended for their Hawaiian route was used. Cocktails were served onboard and ground staff Hawaiian-themed shirts. The plane left Narita Airport and returned there 90 minutes later.

ROYAL BRUNEI AIRLINES – DINE AND FLY On August 16 Royal Brunei Airlines started 'Dine and Fly' sightseeing trips. On the first flight 99 passengers enjoyed spectacular views of the island of Borneo while brunch was being served on board.

EVA AIR AND CHINA AIRLINES OFFER SCENIC FLIGHTS Taiwan's EVA Air and China Airlines have also started offering scenic flights. In August an EVA Air flight took off from Taipei Taoyuan Airport



Airline experience during the pandemic.

and flew for two hours and 45 minutes before returning to the same airport. This initiative began with a 'pretend to leave the country' tour of Taipei's Songshan Airport in Taiwan. An attempt to show off the airport's new facilities including a brand new lounge. Visitors are offered a full airline experience without leaving the airport. Singapore Airlines was contemplating the operation of three-hour flights from Changi to Changi but is now planning something closer to home, plane dining.

SINGAPORE AIRLINES TO START PLANE DINING After announcing plans to start operating flights to nowhere, Singapore Airlines seems to have changed its mind. It is due to opposition in relation to their impact on the environment that it has come up with a new way of getting passengers back on its planes. By turning Airbus A350 into a restaurant.

Open for just two days this unique restaurant will offer a full in-flight dining experience on the ground. Diners will have the choice of cabin class in which one can enjoy the airline's signature dishes which will be served by the flight attendants. The airline staff will be served in uniforms from the past and diners are also encouraged to dress up.

This dining experience is part of a project, Discover Your Singapore Airlines, that will be happening over two weekends in late November when visitors can join guided tours of the airline's training centre. Optional additions to this tour include a run in the flight simulator, a wine tasting experience, or a molokop session and how to achieve the 'Singapore Girl' look. The airline is also offering to deliver a meal for two to the homes of Singaporean residents.

Survival and revival of aviation industry during the pandemic

As it struggles to survive, the aviation industry is becoming innovative in an attempt to create new sources of revenue during these very difficult circumstances imposed by the coronavirus pandemic. Branding these experiences as a once-in-a-lifetime opportunity is encouraging a positive response from all. Especially as it is hoped this will prove to be true. This could be the start of more exciting developments worldwide in this industry.



