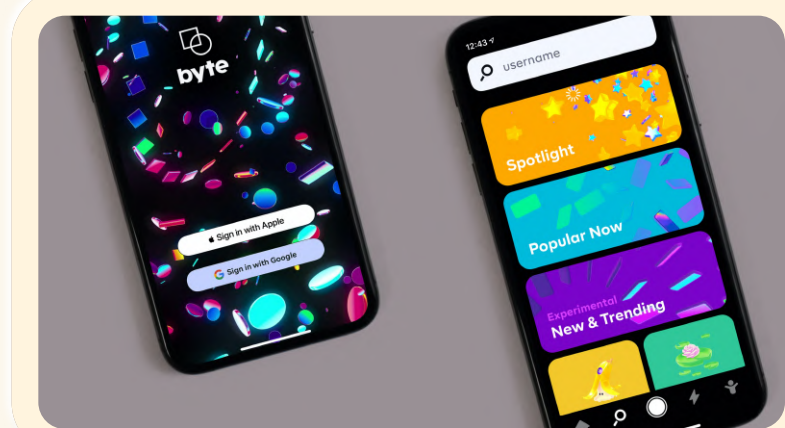


raghs.

Hello, I'm

**RAGHAVENDRA.**

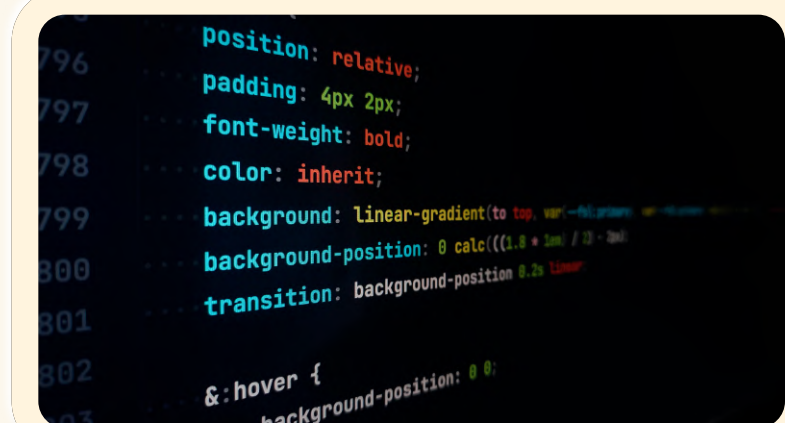
I'm a Product Designer with a focus on brand communication and Front-end Developer with over two years of experience in building engaging digital products and make lives easier.



UI / UX Design



Brand Strategy & Identity



Front-End Development

raggs.

# SELECTED WORKS





[www.rrcs.co](http://www.rrcs.co)

UI / UX Design    Brand Strategy    Brand Identity    Web Development

## PROJECT SCOPE

### Objective

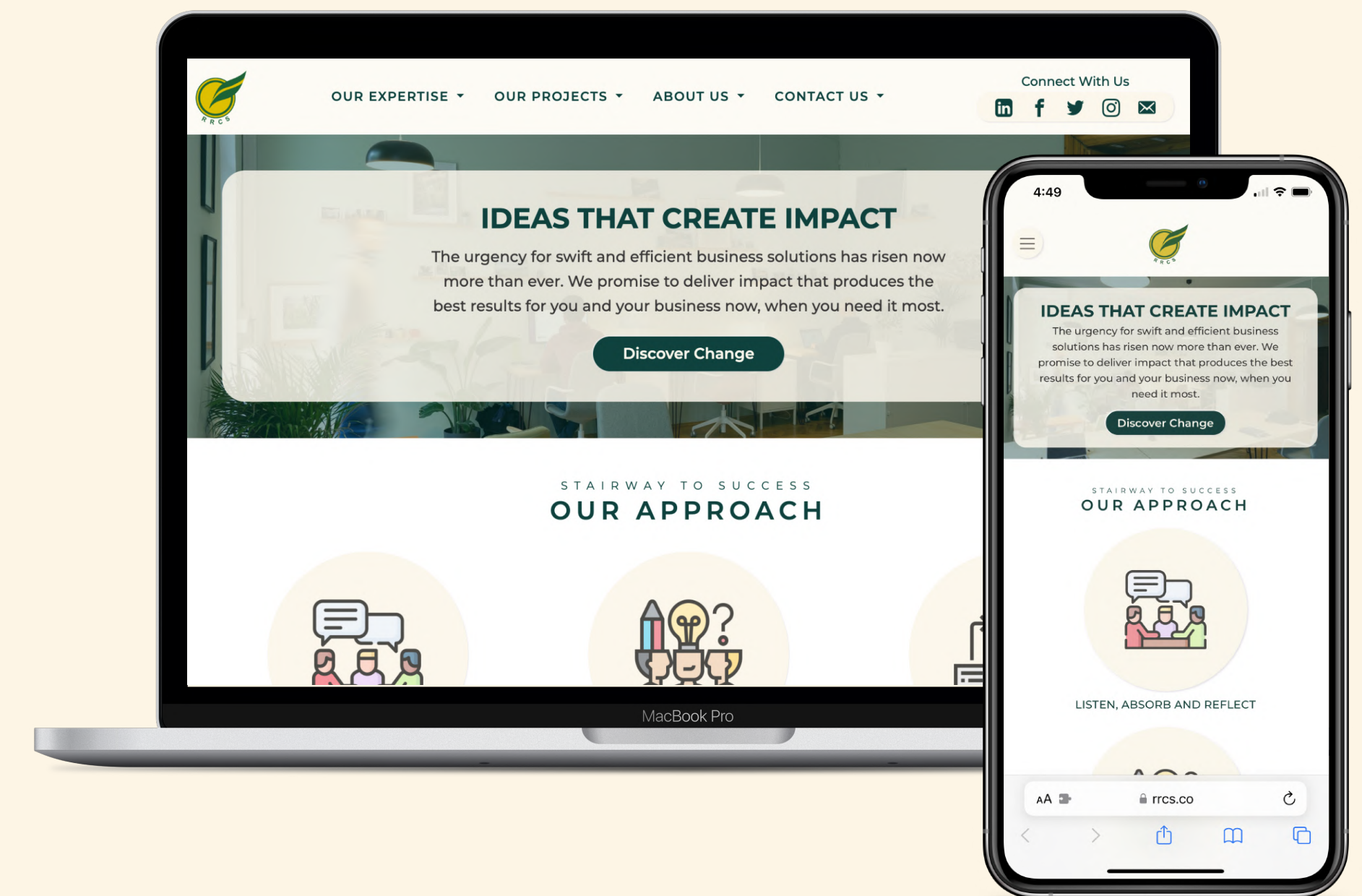
The aim of the project was to create a lead-gen website for Raghav Raj Consultancy Services, where potential clients can go through the expertise and services as well as the projects undertaken by the firm and reach out.

### Deliverables

**Brand Strategy & Identity** - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

**UI / UX Design** - Design for the website, compatible with all device sizes, mobile, tablet and desktop.

**Responsive Website** - Development of the responsive website with a strong focus on cross-browser compatibility.



# CallXP.

www.callxp.com

UI / UX Design

Brand Strategy

Traction Strategy

## PROJECT SCOPE

### Objective

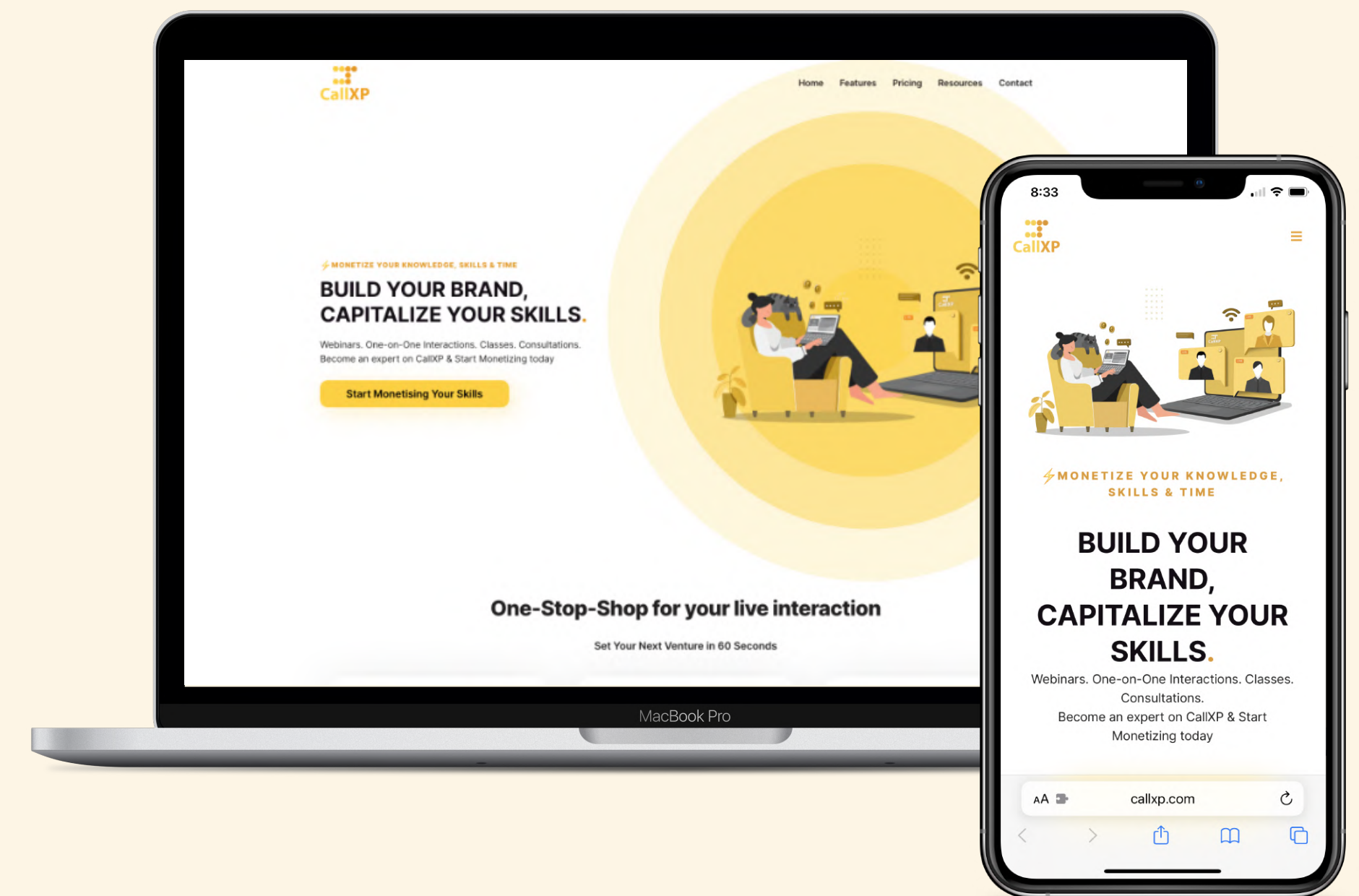
The project was conceptualised during the early days of the pandemic when lockdowns were frequent with an aim to create interactive virtual spaces and digital toll-lines for all kinds of professionals and businesses.

### Deliverables

**Brand Strategy** - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

**UI / UX Design** - Responsive design for the entire product suite, which included the landing pages as well as the platform.

**Traction Strategy** - Creating and testing an optimal go-to market strategy for the minimum-viable product.





# OfExperiences.

www.ofexperiences.com

UI / UX Design    Brand Strategy    Traction Strategy

## PROJECT SCOPE

### Objective

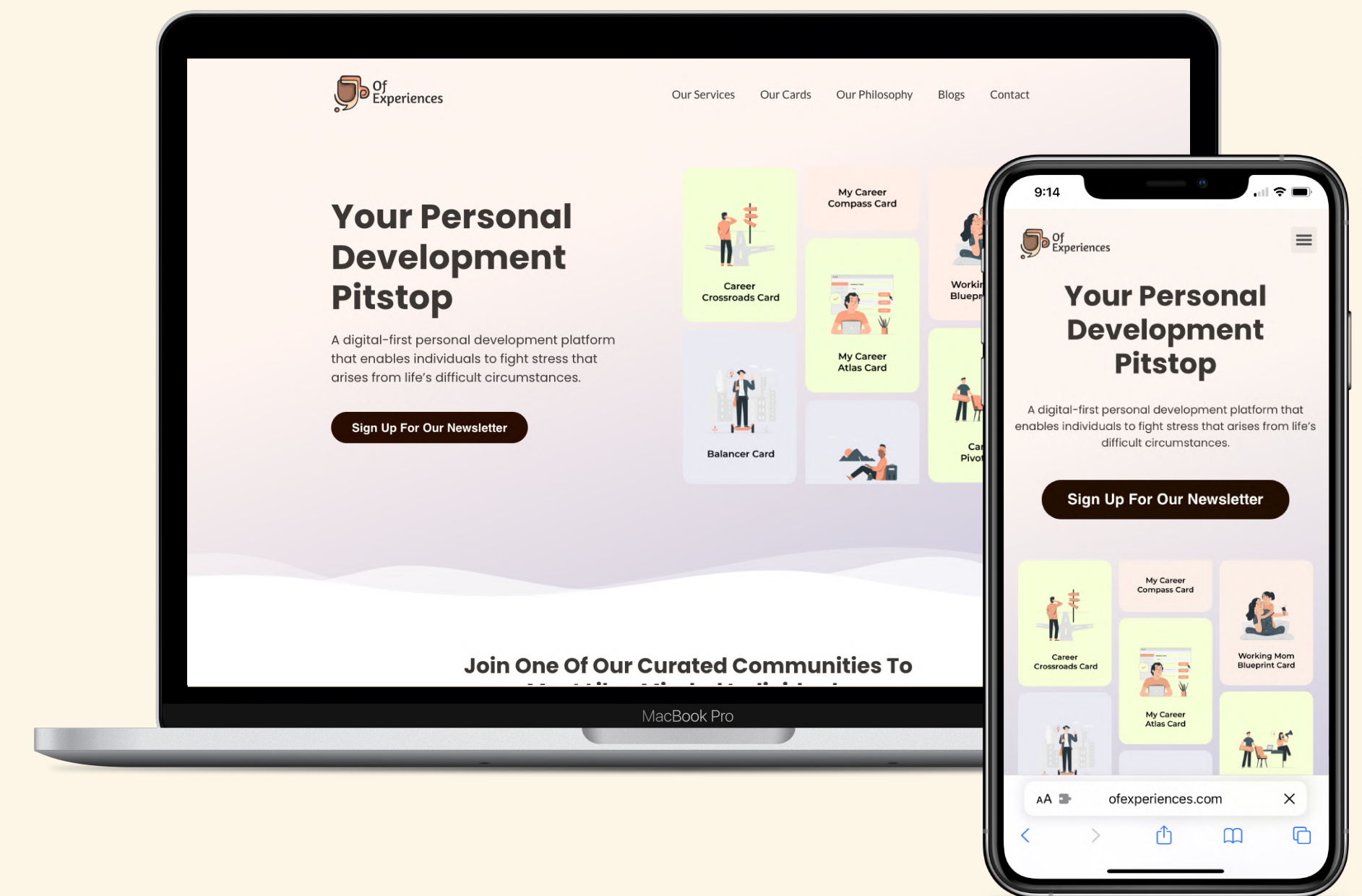
There are times in life we get stuck on something, whether it is a dead-end job, personal issues etc. The aim of this MVP was to help potential users explore personalised coaching plans across different spheres of life.

### Deliverables

**Brand Strategy** - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

**UI / UX Design** - Responsive design for the entire product suite, which included the landing pages as well as the platform.

**Traction Strategy** - Creating and testing an optimal go-to market strategy for the minimum-viable product.



# GoodGoodPiggy.

www.goodgoodpiggy.com

UI / UX Design

Brand Strategy

Traction Strategy

## PROJECT SCOPE

### Objective

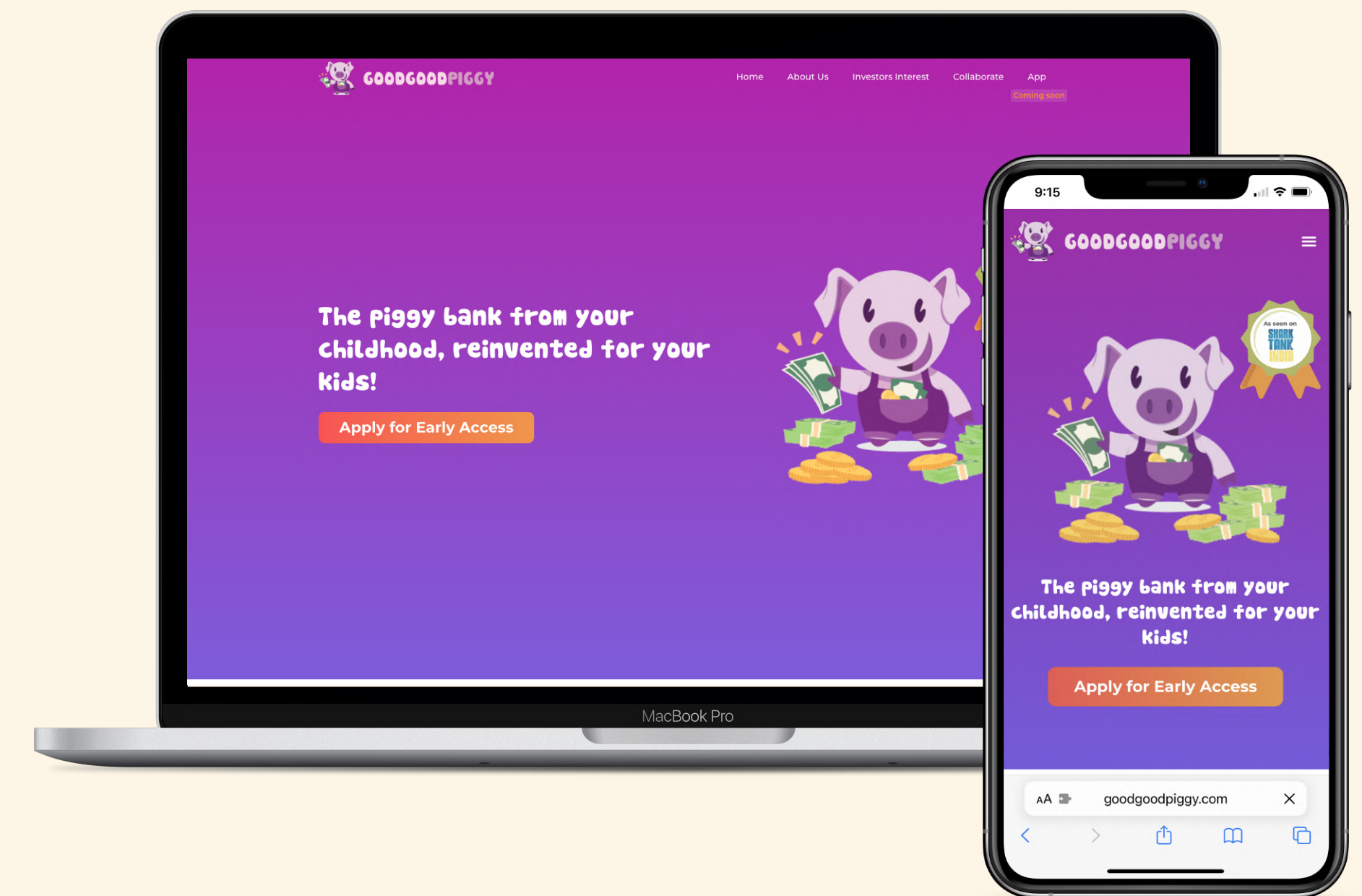
This project aims to be a mix of ed-tech and fin-tech, acting as a digital piggy bank to teach kids the value of money, whether they earn it or save it and for parents to enable an early financial experience for their kids.

### Deliverables

**Brand Strategy** - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

**UI / UX Design** - Responsive design for the landing pages as well as the product design optimised for the native applications for mobile and tablet.

**Traction Strategy** - Creating and testing an optimal go-to market strategy for the minimum-viable product.





# Corporate Fantasy League.

www.corporatefantasyleague.com

UI / UX Design    Brand Strategy    Traction Strategy

## PROJECT SCOPE

### Objective

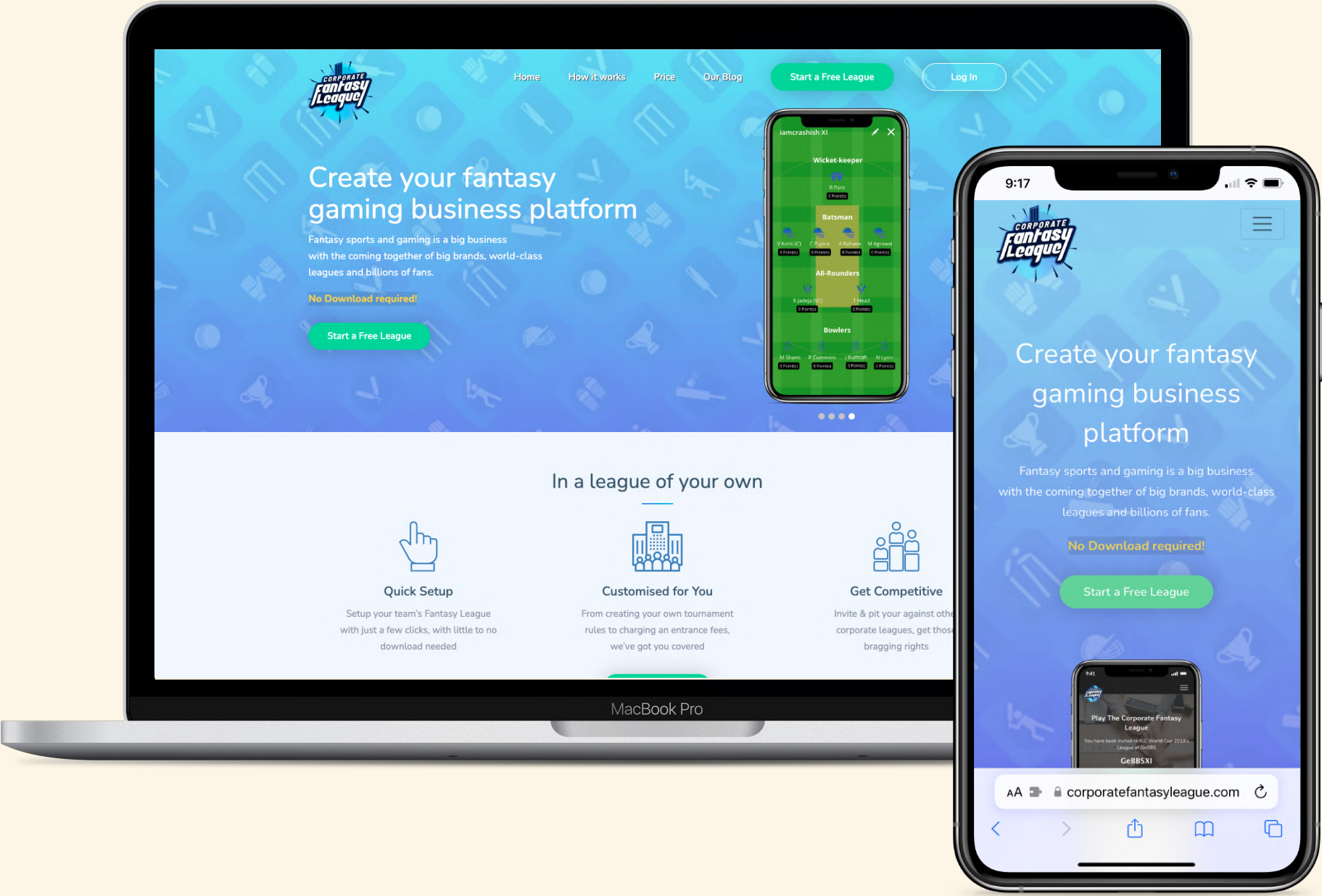
The idea behind this product was to create a fantasy league platform exclusively for intra-office, inter-office employee engagement as well as brand engagement through the most popular sport in India, cricket.

### Deliverables

**Brand Strategy** - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconography), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

**UI / UX Design** - Responsive design for the entire product suite, which included the landing pages as well as the platform.

**Traction Strategy** - Creating and testing an optimal go-to market strategy for the minimum-viable product.



Zoiffin.

www.zoiffin.com

UI / UX Design    Brand Strategy    Traction Strategy

PROJECT SCOPE

Objective

The aim of this project was to make it easy and convenient for B2B customers to get great meals on a daily basis through a centralised kitchen hub, cloud-based resellers, standardised menus and price plans.

Deliverables

**Brand Strategy** - Brand Identity Framework, Visual System (Logo, Colour Palette, Graphics, Imagery & Iconograpy), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

**UI / UX Design** - Responsive design for the entire product suite, which included the landign pages as well as the platform.

**Traction Strategy** - Creating and testing an optimal go-to market strategy for the minimum-viable product.

