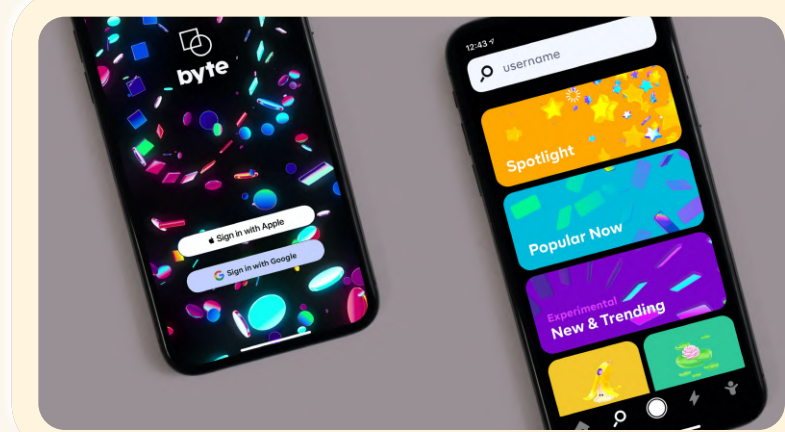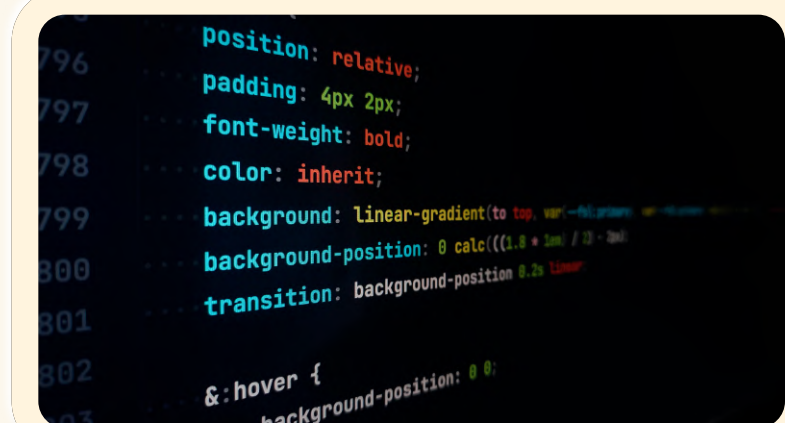# rags.

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

rags.

SELECTED WORKS

RRCS.

www.rrcs.co

UI / UX Design & Development   **Brand Strategy**   **Traction Strategy**
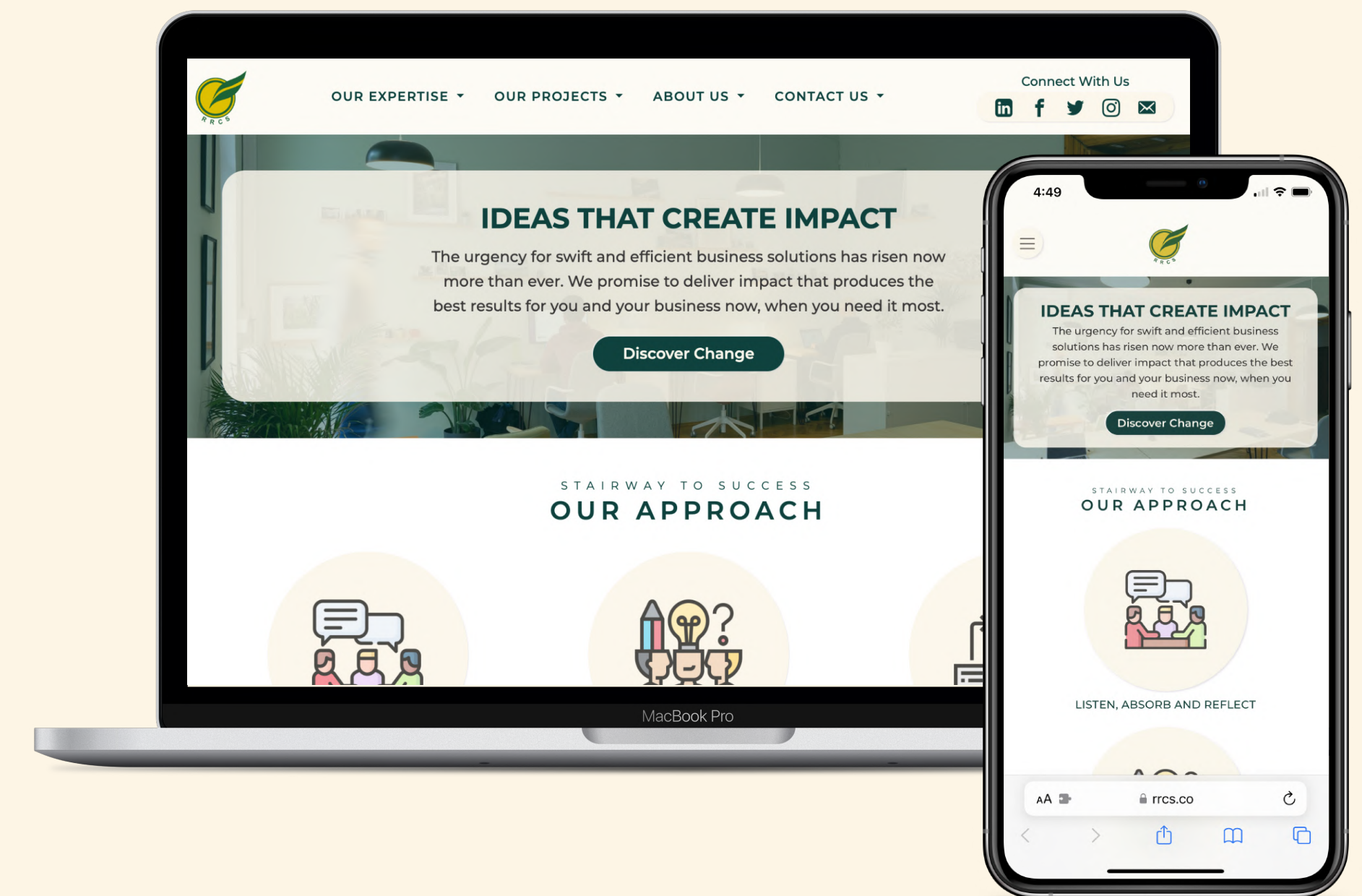
PROJECT SCOPE

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 & Iconograpy), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design & Development - 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 compatiblity.

CallXP.

UI / UX Design & Development   **Brand Strategy**   **Traction Strategy**
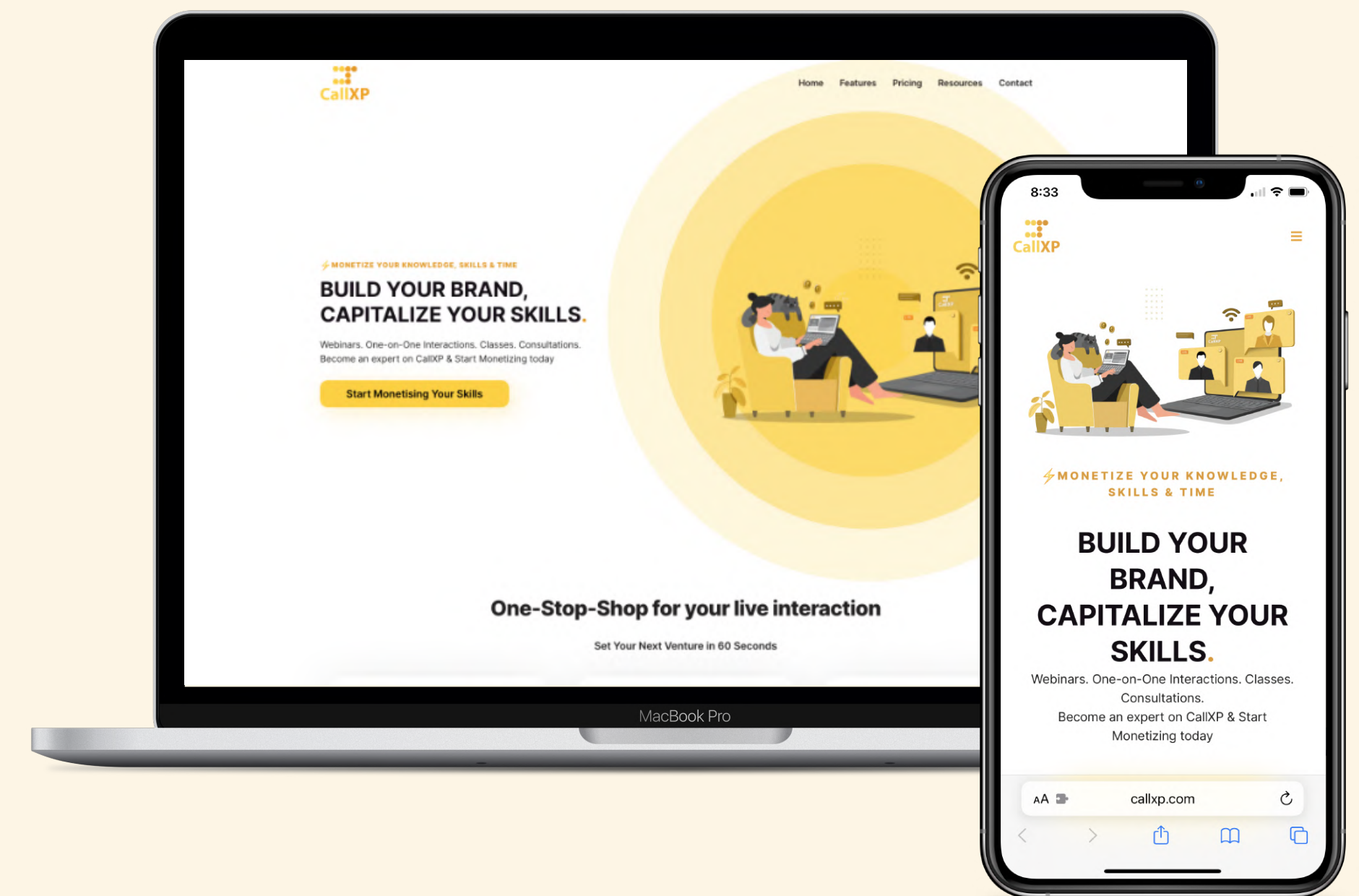
PROJECT SCOPE

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 & Iconograpy), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design & Development - 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.

UI / UX Design & Development   Brand Strategy   Traction Strategy
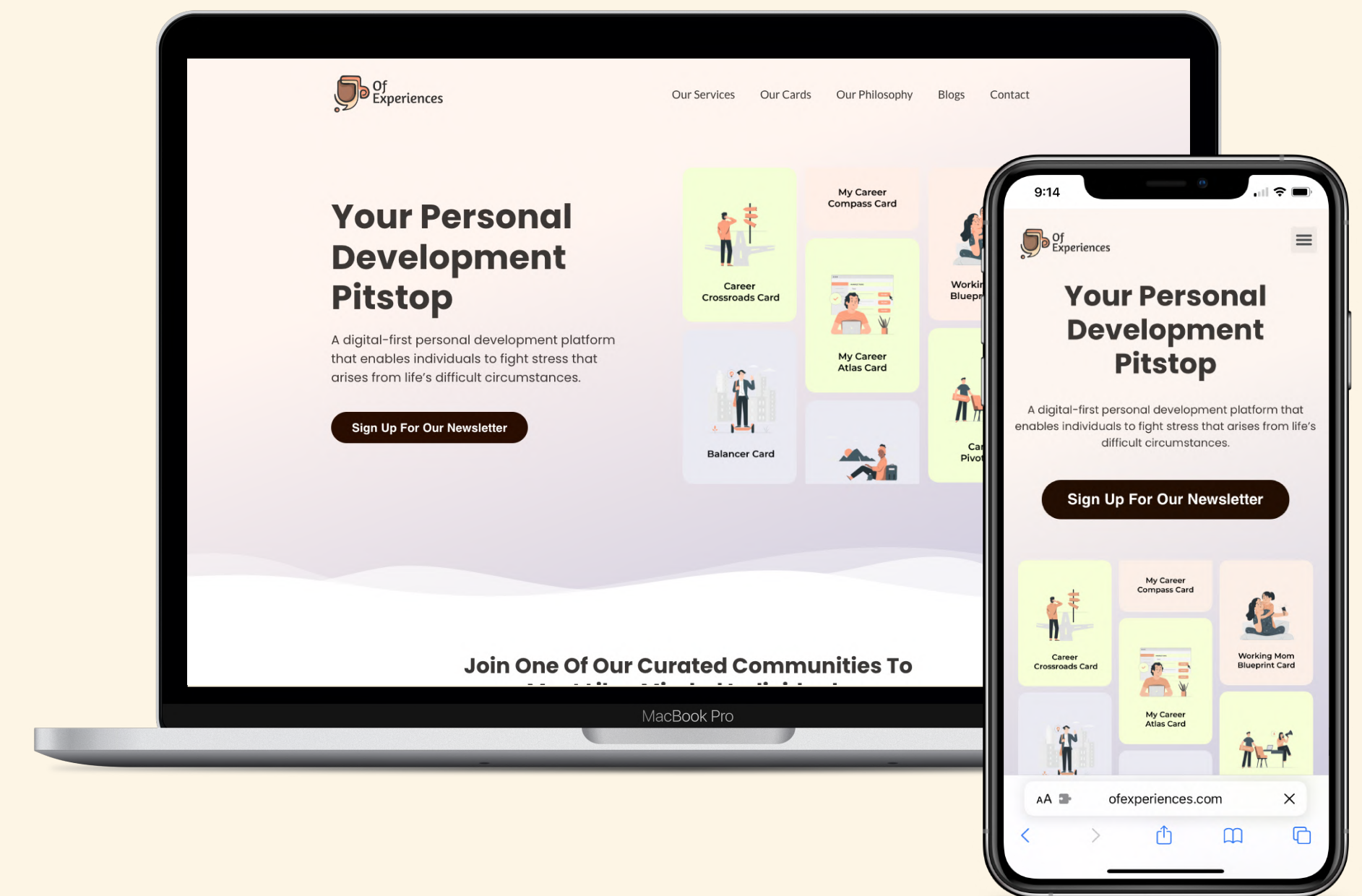
PROJECT SCOPE

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 & Iconograpy), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design & Development - 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.

UI / UX Design & Development   Brand Strategy   Traction Strategy
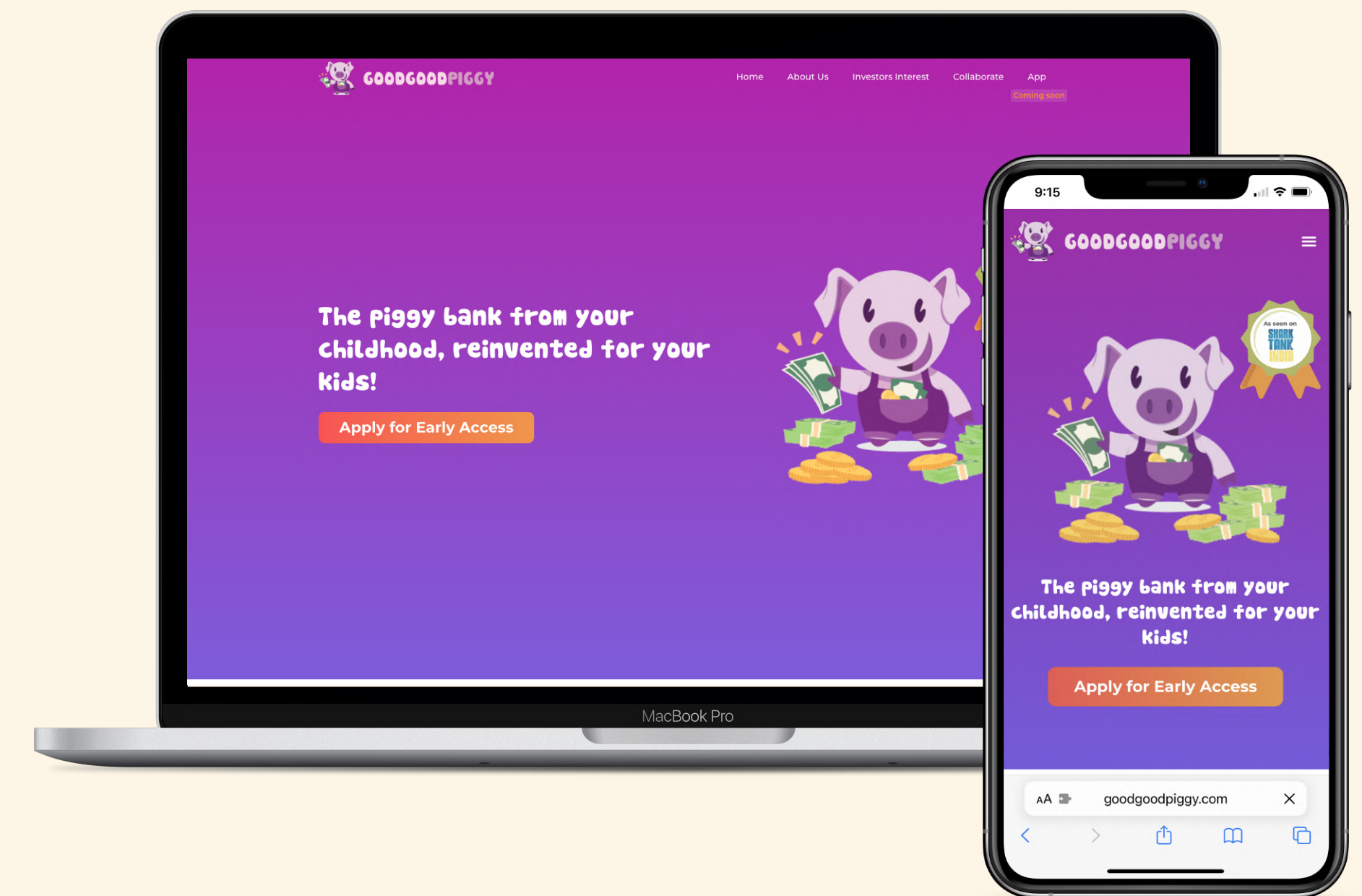
PROJECT SCOPE

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 & Iconogrraphy), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design & Development - 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 & Development   Brand Strategy   Traction Strategy
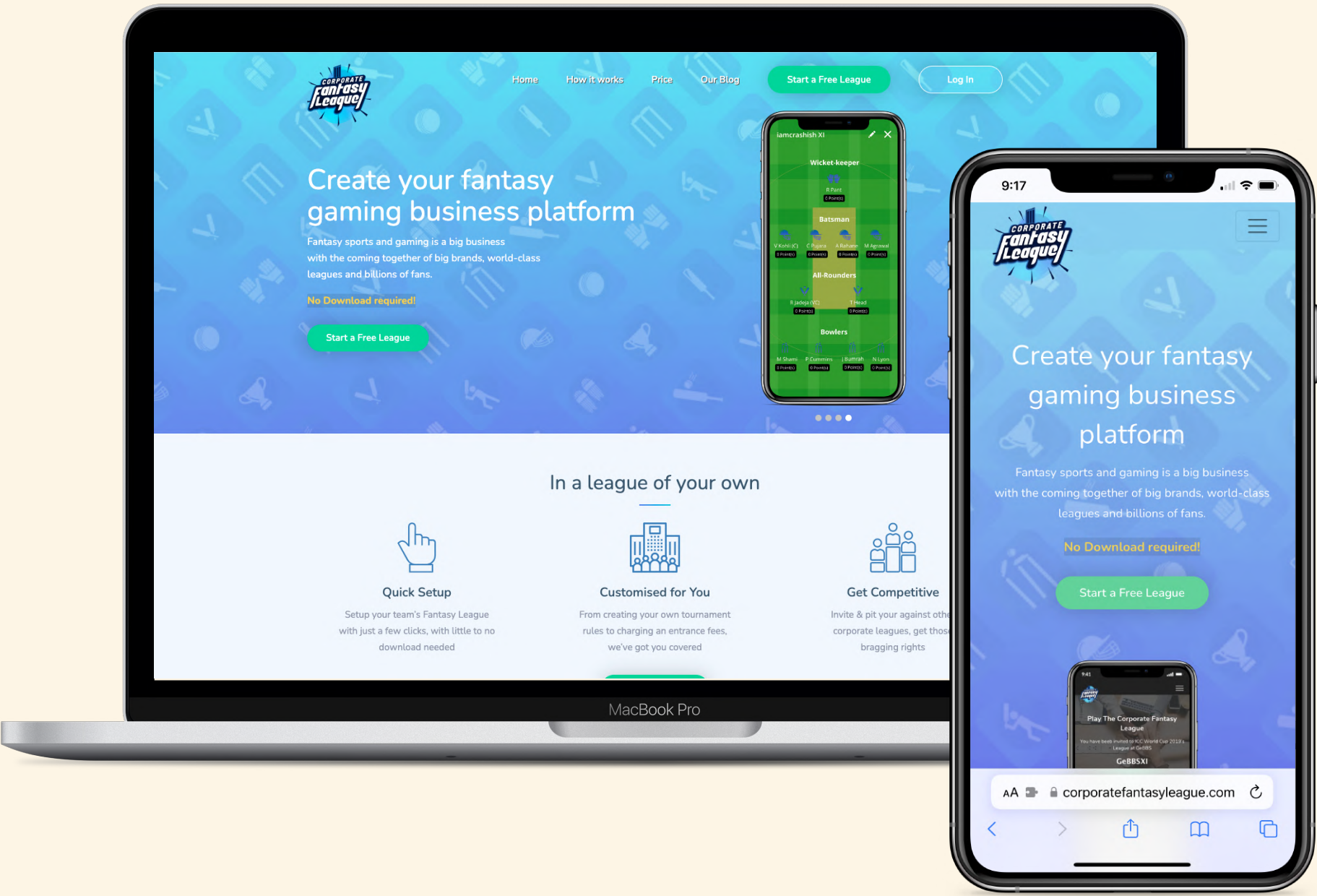
PROJECT SCOPE

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 & Iconograpy), Verbal System (Messaging Style, Tone of Voice, Personality & Word Cloud)

UI / UX Design & Development - 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.

UI / UX Design & Development   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 & Development - 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.