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👋 Hi, I’m Sainiranjan Sharma

I’m a UX/UI designer and web developer who **loves turning ideas into thoughtful, human-centered experiences**. With a background in tech and music, I blend **creative storytelling with design thinking** to build products that **feel as good as they function**. From wireframes to fully responsive websites, I focus on clarity, usability, and impact. **I care about the little details that make a big difference**.

Tools

HTML

Canva

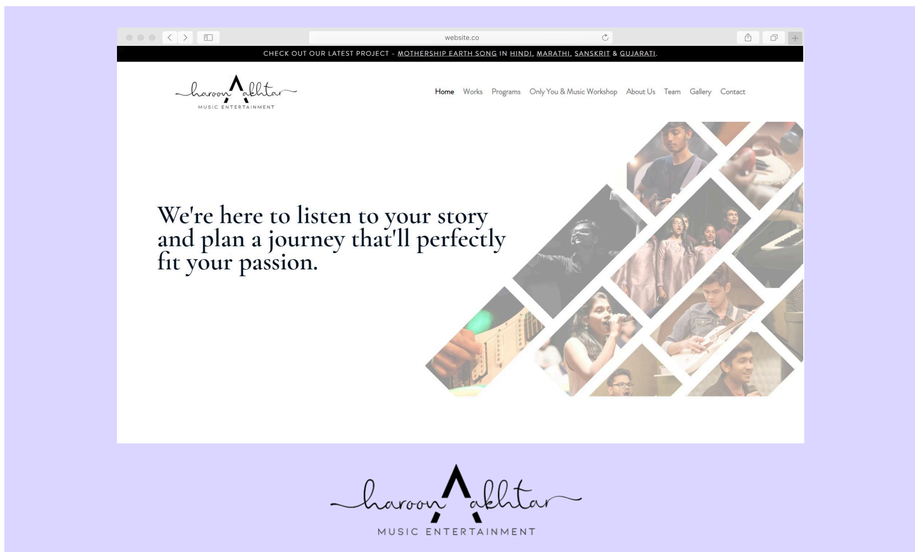
CSS

Xd

Key Strengths

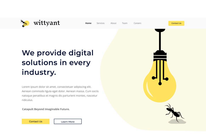
- UX Research
- Persona Development
- Customer Journey Mapping
- Wireframing
- UI Design
- Prototyping

WittyAnt Technologies Branding & Website Redesign



Haroon Akhtar Music Branding & Website Design

Money- Finance App Design



WittyAnt Technologies Branding & Website Redesign

01- OVERVIEW

WittyAnt is a tech consulting firm offering AI, ERP, and enterprise solutions. Their old website lacked structure, brand consistency, and clear flow. I redesigned the platform end to end to make it usable, scalable, and visually aligned with modern B2B tech standards.

Role: UX/UI Designer

Scope: UX Audit, UI Design, Branding, Typography, Information Architecture

Tools: Figma, Illustrator, Adobe XD

Timeline: 3 weeks

02- CHALLENGE

The original site had three major friction points:

- Cluttered navigation
- Text-heavy sections
- Poor visual hierarchy
- No page state visibility or CTA structure
- Disconnected branding across services

As a result, it didn't communicate trust or professionalism — two key factors for their B2B audience.

03- USER RESEARCH

I interviewed 4 stakeholders and ran surveys with 10+ users.

Key Takeaways:

- 80% of users said the site felt "confusing and overwhelming"
- 65% couldn't understand the company's services within 10 seconds
- 100% felt the Careers page lacked clarity or emotional pull

04- PERSONAS

Ravi Mehta

"If I can't understand what you do in 10 seconds, I'm leaving."

ABOUT

Ravi represents the mid-level B2B client, a startup founder with limited time, high expectations, and a strong need for clarity. He seeks out trustworthy partners who can reveal his language — clarity, confidence, and quality. Ravi doesn't have patience for clutter or jargon and expects a site that loads fast, looks professional, and communicates strategic, enabling value quickly and effortlessly.

AGE	35
JOB TITLE	Founder of a tech-enabled SaaS startup
TECH PROFICIENCY	High
LOCATION	Bangalore

GOALS

- Find a reliable tech consulting partner that can scale with his startup
- Quickly see services, case studies, and proof of impact without friction
- Understand what makes Wittyant different from competitors

FRUSTRATIONS

- Overcomplicated, jargon-heavy content
- Struggles to identify relevant services quickly
- Distrust vague language and generic claims

NEEDS FROM THE WEBSITE

- Fast, scannable overview of services
- Easy navigation between sections
- Clear CTA for booking a call or consultation

Maya Sharma

"I want to know what it's like to work here — I want to feel the mission statement in Times New Roman."

ABOUT

Maya is an early career developer exploring new opportunities with a strong focus on company culture and mission. She values transparency, collaboration, and purpose. Careers section is crucial directly to her — with emotional resonance, accessibility, and structure.

AGE	29
JOB TITLE	Frontend Developer, Job Seeker
TECH PROFICIENCY	Medium-High
LOCATION	Pune

GOALS

- Explore potential roles and the work culture
- Understand leadership and company values
- Submit resume directly without friction

FRUSTRATIONS

- Confusing Careers page
- Too much scanner original or non-existent
- No clear path for company culture or team

NEEDS FROM THE WEBSITE

- Clean, engaging Careers section
- Visible team and people behind the company
- Simple form or application process

Thomas Roy

"I don't want marketing fluff. Show me your teams, your stack, and your results."

ABOUT

Thomas is the analytical, enterprise-level CTO — someone who deeply values credibility, technical depth, and proof of execution. He doesn't scan for feel-good design; he wants structure, data, and clarity. His role involves evaluating vendors, managing risk, and quickly, and only engaged when the content is structured and smart.

AGE	45
JOB TITLE	CTO at a mid-size company
TECH PROFICIENCY	Expert
LOCATION	London

GOALS

- Evaluate third-party suitability in 3-5 key areas
- Assess Wittyant's leadership and credibility capabilities
- Validate the team's experience before initiating talks

FRUSTRATIONS

- Doesn't trust vague case content
- Needs structure, depth, and quick access to specific tech services

NEEDS FROM THE WEBSITE

- Structured, accessible KPIs, service details, and proof
- Team bios with credentials
- Clear, specific answers to questions "enterprise-ready"

05- HEURISTIC EVALUATIONS

Violation	Solution
Poor system visibility	Sticky nav + highlighted page states
Inconsistent labels	Unified language across header & content
No feedback	CTAs & hovers added with micro-interactions
Poor aesthetics	Defined typography, spacing, and grid
Accessibility issues	Contrast, font size, and image balance improved

05- JOURNEY MAPPING

Ravi Mehta

Stage	Discover	Explore	Trust	Act
Problem	No clear USP on landing	Buried services	Overloaded About page	Poor contact visibility
Fix	Clean hero section with core CTA & positioning	Modular cards & carousel with "Read More"	3 concise cards for Vision, Mission, Values	Highlighted "Talk to Experts" with a sticky CTA

07- ITERATIONS

Version 1:

- Introduced card-based layout to reduce text overload
- Added CTAs to improve action flow
- Improved contrast and fixed basic alignment issues

What didn't work:

- Still too much dense content
- Inconsistent navigation language
- Carousel elements moved too quickly for users to read

Version 2:

- Reorganized content into modular sections with better pacing
- Replaced carousel with static scrollable cards for more control
- Added Paperd team cards to build trust
- Improved visual rhythm using consistent spacing and typography

Final Refinements:

- Unified CTA structure and improved hover states
- Cleaned up Careers and Services pages for better focus
- Applied feedback from heuristic audit and informal testing

08- VISUAL SYSTEM

Heading Hero Section- Montserrat- Semi Bold 50px

Heading 1- Montserrat- Bold 36px

Heading 2- Montserrat- Semi Bold 30px

Heading 3- Montserrat- Semibold 18px

Paragraph 1 - Open Sans Regular 20px

Paragraph 2- Open Sans Regular 16px

Paragraph 3 Open Sans Regular 14px

Primary Text | Secondary Text

Primary Text | Secondary Text

More About Us **Button 3- Montserrat Bold 24px**

Explore Now **Button 4- Montserrat Bold 40px**

Typography:

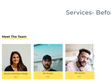
- Headings: Montserrat – Used for its clean, modern look with strong readability at larger sizes.
- Body Text: Open Sans – Chosen for its highly legible and friendly tone, ensuring comfortable reading across long-form content and smaller screens.

A consistent type scale was created for visual hierarchy, including heading sizes, paragraph spacing, and button text to enhance scannability.

Color Palette:

- Primary Color: A bright, confident yellow - symbolizing innovation, energy, and optimism, while helping key elements like buttons and highlights stand out.
- Neutrals: Shades of white, grey, and deep black - used to balance the vibrancy of yellow and maintain a clean, professional appearance.
- The color scheme was chosen for a modern and bold, aligning with the brand's tech-forward identity while ensuring accessibility through high contrast.

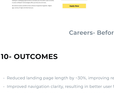
09- FINAL DESIGNS



Hero Section- Before & After

Services- Before & After

Team- Before & After



AI Page- Before & After

Contact Us- Before & After

Careers- Before & After

10- OUTCOMES

- Reduced landing page length by 30%, improving readability and focus
- Improved navigation clarity, resulting in better user flow and reduced friction
- Strengthened brand consistency across pages with unified visuals and tone
- Created a scalable design system that supports content growth and user trust

11- TAKEAWAYS

This project helped me refine my heuristic-based audit process and scale my design systems across multiple enterprise pages. It reinforced how visual clarity can directly drive business conversion.

Haroon Akhtar Music Branding & Website Design (LIVE)

01- OVERVIEW

Haroon Akhtar is a genre-bending musician known for fusing Hindustani classical with contemporary sounds. As a rising independent artist, he needed a digital platform that could reflect his artistic identity, showcase his work, and open doors to future collaborations and bookings. With his existing web presence, I led the entire design process from scratch — including branding, layout, typography, color system, and user experience flow.

Role: UI/UX Designer

Scope: Brand Design, UI Layout, Responsive Structure, Typography

Tools: Figma, Miro

Timeline: 6 weeks (including development)

02- CHALLENGE

The core challenge was a design with a vibe that felt both deeply personal and professionally polished. Since Haroon didn't have an existing site, I had to define the tone, structure, and voice of the platform entirely from the ground up. This meant building not just a website, but a digital identity — one that would engage creative audiences, attract booking inquiries, and leave a lasting impression on collaborators. Balancing cultural depth with modern UX was the heart of the challenge.

03- USER RESEARCH

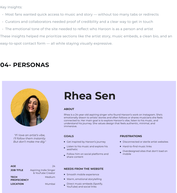
I conducted informal interviews and mini-surveys with Haroon's followers, collaborators, and a few booking agents to understand how people engaged with artist websites and what they looked for.

Key insights:

- Most fans wanted quick access to music and shows — without too many tabs or redirects
- Curators and collaborators needed proof of credibility and a clear way to get in touch
- The emotional tone of the site needed to reflect who Haroon is as a person, not just a product

These insights helped me prioritize sections like the artist story, music embeds, a clean bio, and an easy-to-spot contact form — all while staying visually impressive.

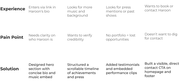
04- PERSONAS



05- JOURNEY MAPPING

Stage	Discover	Explore	Trust	Act
Experience	Enters via link in Haroon's bio	Looks for more music and background	Looks for press mentions or past shows	Wants to book or contact Haroon
Pain Point	Needs clarity on who Haroon is	Wants to verify credibility	No portfolio = lost opportunities	Wants to look up for contact
Solution	Designed hero section with immersive visuals, music embed	Structured a scrollable timeline with photos, journey and press	Added testimonials and embedded performance clips	Built a visible, direct contact CTA on homepage and footer

06- HEURISTIC EVALUATIONS (PREVENTIVE)



Since I was designing this from scratch, I applied standard heuristic evaluations during design decisions.

Heuristic	How I Applied It
Match between system and real world	Used language familiar to musicians and fans ("Bookings", "Explore", "Book Now")
Visibility of system status	Highlighted current sections visually and made all buttons responsive
Recognition over recall	Embedded YouTube/Spotify directly into the page
Aesthetic and minimalist design	Used generous whitespace and consistent visual hierarchy
Flexibility and efficiency of use	Designed layouts that work across mobile, tablet, and desktop

07- ITERATIONS

- **Version 1:** Focused heavily on visuals and creative elements like quotes and fulcrum images. It looked beautiful but lacked clear structure for CTAs or bookings.
- **Version 2:** Added defined content blocks — Artist Bio, Music, Journey, Gallery, and Contact — with stronger layout guidance and responsive scaling.
- **Version 3:** Tested on mobile and optimized the hierarchy. Also added a fixed footer with social links.
- **Final Refinement:** Adjusted typography sizes, introduced scroll triggers for subtle animations, and polished the color scheme to balance emotional depth with readability.

Each version pushed the site closer to being not just beautiful, but also functional, fast, and emotionally intelligent.

08- VISUAL SYSTEM

Typography:

- PlayFair Display for headings — Elegant, expressive, and artistic
- Lato for body text — Clean, neutral, and easy to read on all devices
- Created a modular type scale for heading levels and paragraphs

Color Palette:

- Deep rose gold paired with warm cream and charcoal tones
- Built to evoke warmth, soul, and timelessness — reflecting Haroon's sound
- High contrast maintained for accessibility and clarity

Logo:

- Custom-designed to resemble a wave form + initials
- Built as a flexible vector for use across platforms, social media, and merch

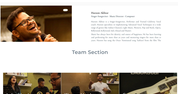
09- FINAL DESIGNS

Hero Section

About Us

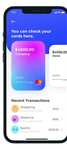
About Section

VOCAL FACULTY



Team Section

Personalized Curriculum
Flexible Schedule
Live Performance Opportunities
Expert Guidance
Vocal Performance
Vocal Performance
Vocal Perform



Money- Finance App

When I set out to design Money, I didn't just want to create another personal finance app. I wanted to design an experience that made people feel more in control of their money — not more anxious about it.

We live in a world full of financial stress. From budgeting apps that feel like Excel sheets in disguise to fintech tools drowning users in options, I kept asking one question:
"What would it feel like to have a money app that's clean, warm, and emotionally intelligent?"
That's where this project began.

Step One: Understand Real People and Their Money Habits

Before touching a single wireframe, I spent time listening. I spoke to people in their 20s and 30s — students, young professionals, freelancers. I didn't just ask what they used finance apps for, but how they felt while using them.

Here's what stuck with me:

"I always feel like I'm doing something wrong on finance apps."
"I wish my app just told me what's going on without looking so serious."
"I hate when I have to click 5 times just to send ₹100."

These insights became the emotional foundation of the design.

I Didn't Design for "Users." I Designed for People.

I built out 3 core personas — not as abstract templates, but as living scenarios I kept revisiting.

Each of them anchored a key design pillar:

- **Sarah, just out of college, needed clarity and guidance**
- **David, a busy manager, needed structure and trust**
- **Maya, a power user, needed speed and freedom**

With them in mind, I started mapping journeys. But instead of building a giant sitemap, I focused on scenarios:

- **What happens when Sarah forgets how much she spent this week?**
- **How fast can Maya send money to a client?**
- **Can David get insights about his expenses without digging through graphs?**

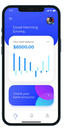
Design Goals

I knew what I didn't want:

- No dark UIs screaming "You're broke"
- No dashboards that feel like you're filing taxes
- No cold, robotic microcopy

Instead, I set out to create:

- A home screen that feels like a breath of fresh air
- Financial data that reads like a story, not a spreadsheet
- Clear paths for action — send money, check balance, track spending
- Warm, human language that reassures more than it warns



Building the Experience: From Flows to Feelings

I started with wireframes, yes — but more importantly, I mapped how each screen should feel.

- Onboarding had to feel like a friend walking you through, not an interrogation
- The Home Screen needed to greet you, not overwhelm you
- Transactions were designed with filters and clean spacing so you breathe while scrolling
- Transfers were built as fast, minimal flows with large buttons, clean input, and immediate feedback

I prototyped early, tested with five people, and refined constantly. If a button caused hesitation or a layout felt visually noisy, it went back to the board.

The Look: Designed to Feel Calm

The visual identity came from a place of trust, not tension.

- A cool teal, purple and soft charcoal palette set a tone of balance
- Rounded cards and buttons added comfort and approachability
- Montserrat and Open Sans gave the interface a modern, accessible voice
- I used microinteractions and subtle animations to confirm actions without distraction

It wasn't just about looking good — it was about feeling safe.

Final Design

Launch

Welcome

Sign Up

Sign In

OTP

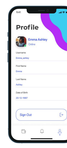
OTP

Onboarding 1

Onboarding 2

Onboarding 3

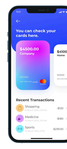
Profile Completion



Profile Page

Homepage

Menu



Credit Card Page

Transactions

Transactions

Transfer

Successful Transfer

Notifications

What Happened When People Used It

The prototype was tested with 5 users. Here's what happened:

- 4 out of 5 completed core tasks (sign up, send money, check expenses) without needing guidance
- 70% clicked the main CTA in their first interaction
- Everyone said they felt "less stressed" navigating this compared to other finance apps
- One user even said:

"It's the first time a money app didn't make me feel like I was failing at being an adult."
That's the kind of feedback you remember.

What I Learned

This project showed me the difference between functional design and empathetic design.

- I learned how to build a design system around emotions, not just components
- I discovered how to use language, space, and flow to guide users without friction
- I became better at observing micro-behaviors during testing that often reveal more than direct feedback
- And most of all, I learned that great UX is often invisible — it's what makes users feel "I trust this" without knowing why

Money wasn't just another app in my portfolio. It was a reminder of what good design can do, it can take something stressful, like managing money, and turn it into something clear, gentle, and empowering.
Not flashy. Just calm, confident, and kind.
That's the kind of experience I want to keep designing.