

Hello!  I am Sanjee Kumar,

a UI/UX Designer who loves creating beautiful and meaningful products through design.

As an Multimedia Computing graduate, I am well-versed in code and software development. For me, design is not just about aesthetics, but also the value it brings, the research and data behind it, and its practicality for development.



Education

Bachelor of Science, Multimedia computing
Coventry University (UK)

Skill

User research User Flows Branding

Multi-Platform UI Design Usability Testing

Wireframing Lo / Hi-Fidelity Prototyping

Web Development css/ scss/ SASS

Frontend Dev Wordpress Vue JS

Angular JS HTML 5 Google Analytic

Tools



Experience

Apr 2022 - Present
Senior UI & UX Lead
XAMBLE Group Limited

Feb 2019 - Apr 2022
UI & UX Developer
G2G - Gaming Market Place

Contact

Email : gSanjeeKumar@gmail.com
Phone : **01121552298**

Contents

01

G2G Chat Web Design

Instant chat with support live team to solve
during using web service to selling gaming items.

02

XAMBLE App

Xamble Creators is a platform that helps influencers
(or creators) and brands to connect for social media
campaign opportunities.

03

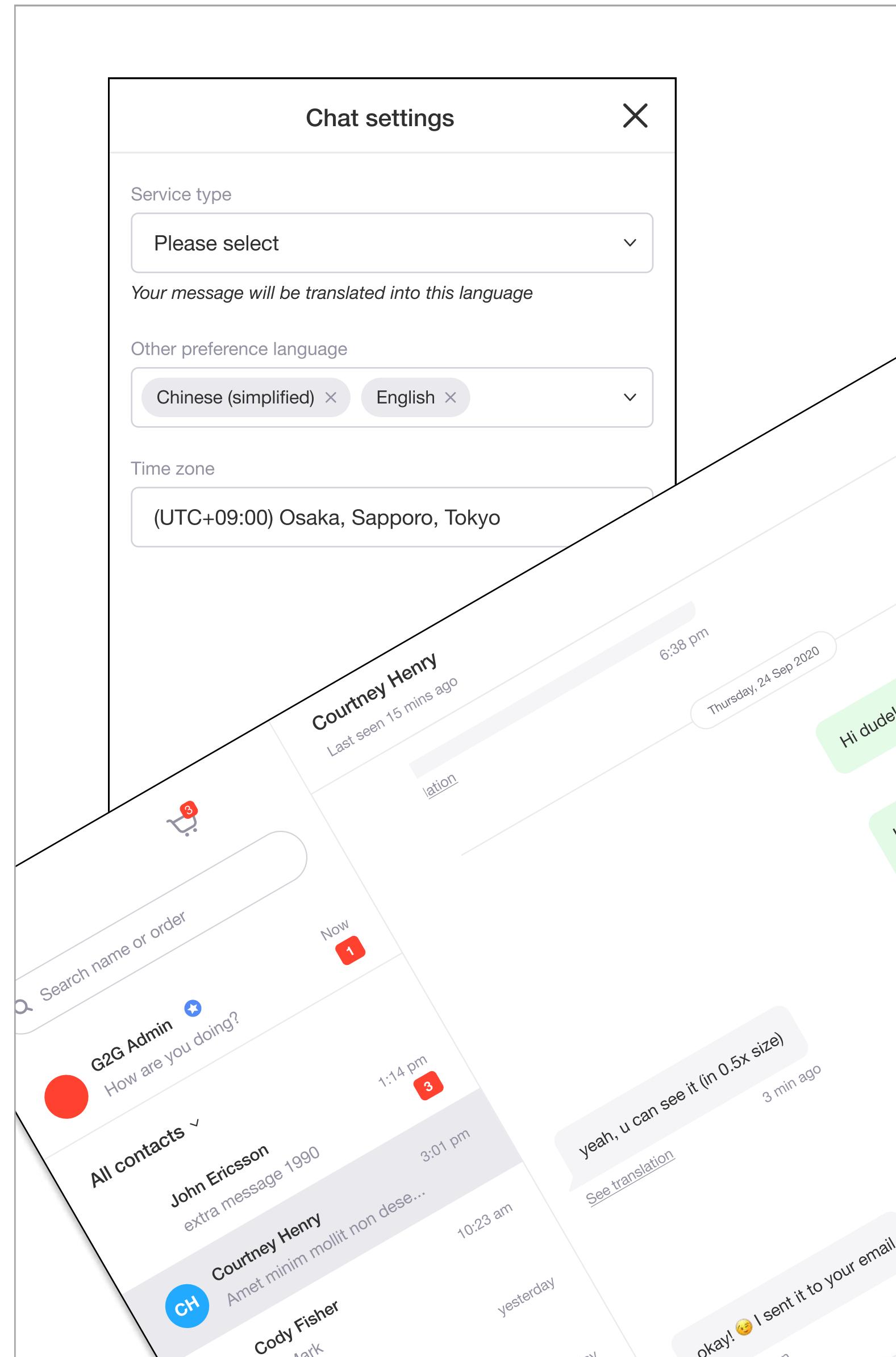
XAMBLE Dashboard

Empowers brands and businesses to successfully launch
their live commerce journey. MERCHANDISE MARKETPLACE.

04

Nuffnang Live Website

Empowers brands and businesses to successfully launch
their live commerce journey. MERCHANDISE MARKETPLACE.



01



G2G Chat - Web Design

Drive Marketplace Sales With Live Communication

Build the marketplace experience you want by customizing our UI components and implementing payment or product showcase messages.

UI Design

Research

Web Chat

User Analysis

Project Timeline

2 Months

Process

Research

Challenges
Problem Statement
User Persona

1

Persona and User Mapping

Creating user persona
Define user map and fond problems

2

User-flow

Defining ideal user flow

3

UI Design

Low fidelity Prototype
High fidelity Prototype

4

Challenges

Problem 1

Real-Time Communication and Responsiveness

Ensuring real-time communication is seamless and reliable. In a B2B context, especially in a marketplace like G2G.com, prompt and reliable communication between sellers and buyers is critical. Any delay or failure in messages can result in lost sales or dissatisfaction.

Latency, Scalability, Scalability, User Presence, Load Handling

Problem 2

User Experience and Interface Design

Designing an intuitive and user-friendly interface that facilitates easy communication while providing essential features. The UI needs to cater to both tech-savvy users and those less familiar with technology, ensuring that all users can engage effectively.

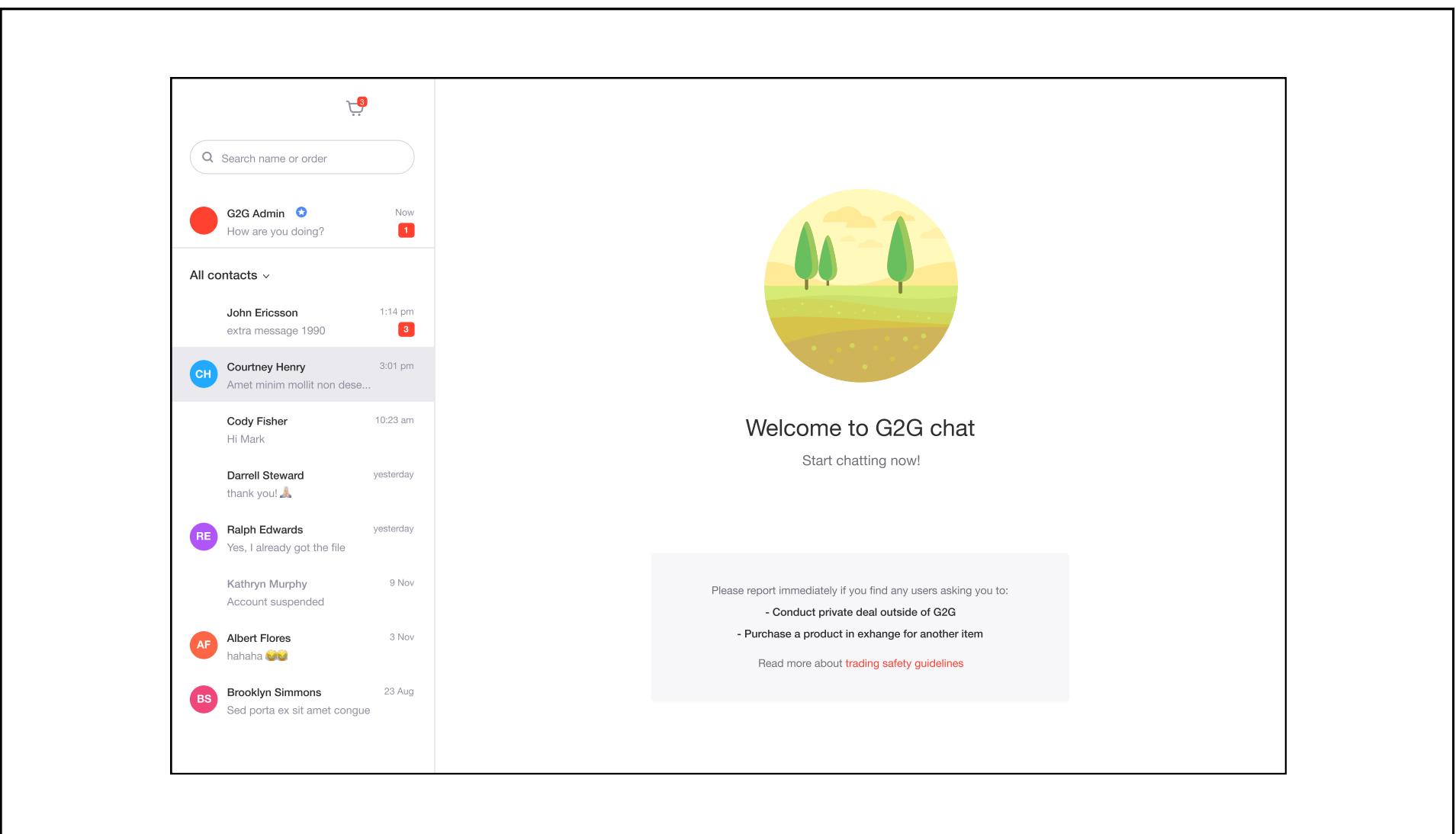
Ease of Use, Contextual Information, Customization, Security and Privacy, Multi-Device Support

Plan of Action

First, define user personas for both sellers and buyers through research and analysis.

Refresh the home page UI to display only essential information, avoiding clutter.

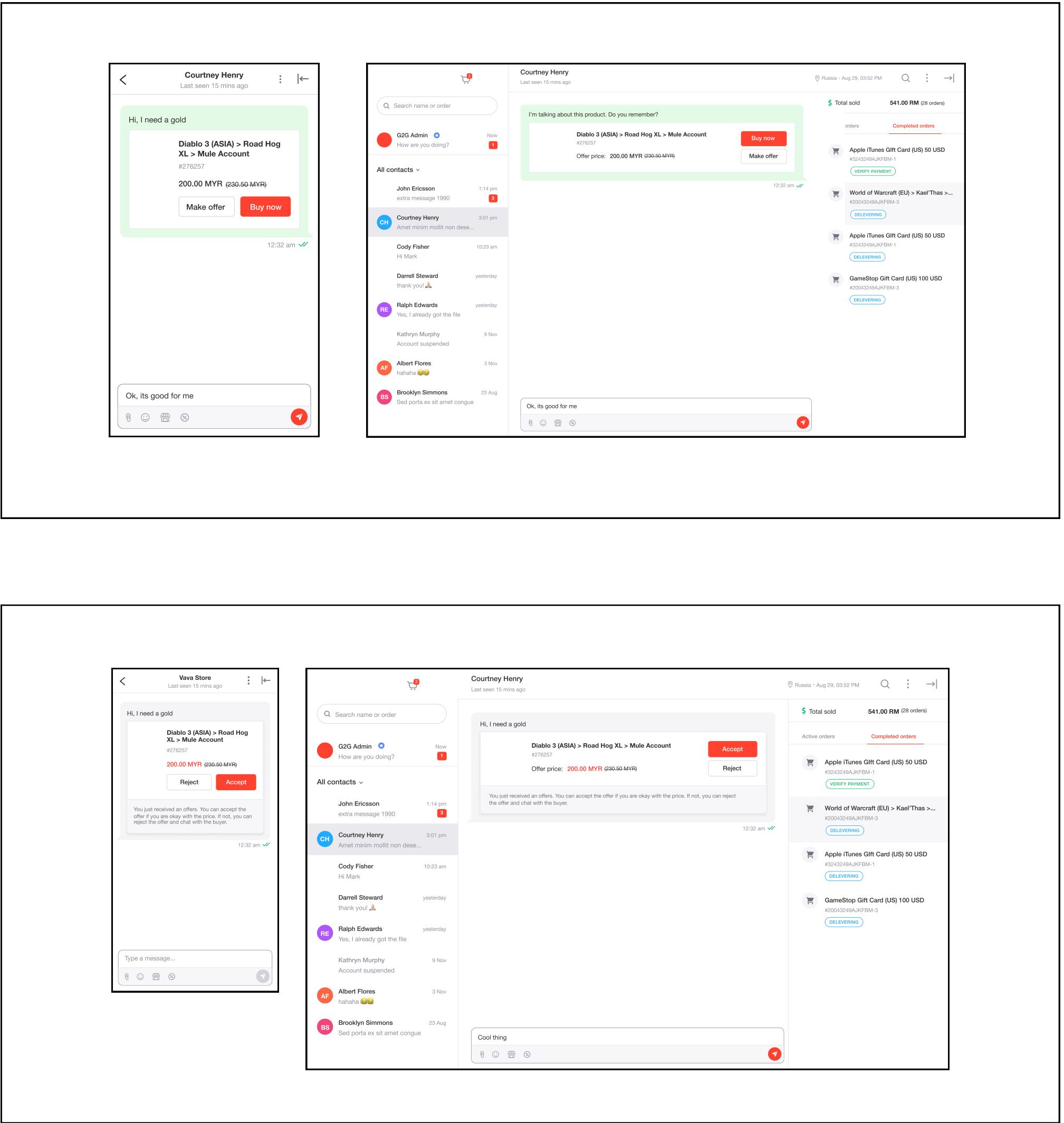
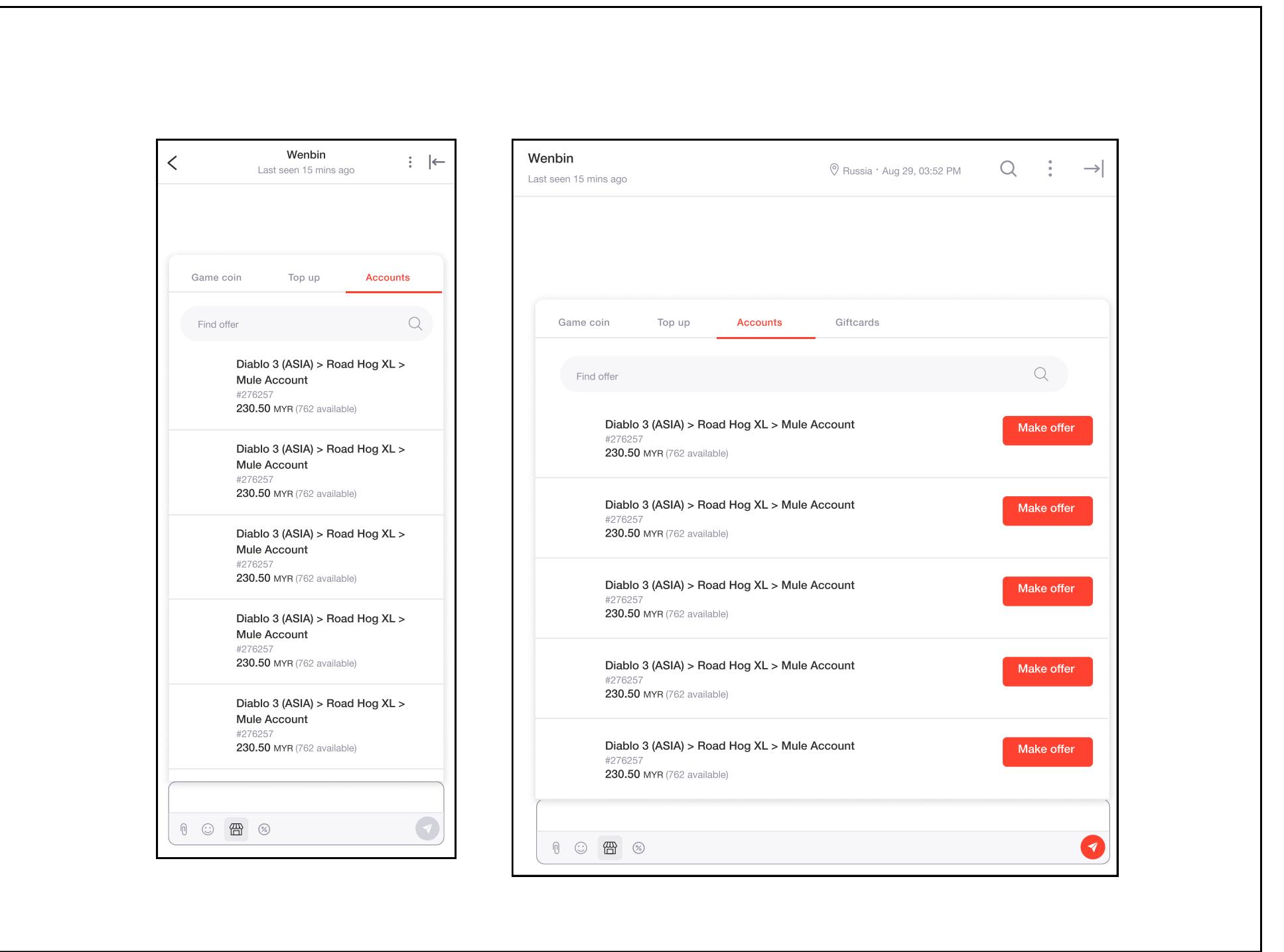
Redesign the bottom navigation for better clarity and ease of use. Ensure the chat UI supports real-time communication with minimal latency, scalability, and user presence indicators. Integrate real-time notifications and contextual information within the chat. Ensure a responsive design for multi-device support, and incorporate features to recommend the appropriate amount of food to order for groups to prevent wastage.



Stand alone UI

Creating a standalone UI for a web chat application involves adhering to core design principles such as simplicity, consistency, and responsiveness.

The layout should feature a clear header with essential elements like the chat title and user settings, a main chat area for displaying messages with distinct separation of sent and received messages, and a user-friendly input field for typing messages. The design should ensure an intuitive and seamless user experience across various devices and screen sizes.



Final UI

The final UI for G2G.com web chat features a clean and uncluttered home page, highlighting essential information and clear call-to-action buttons. The login and registration pages are simplified for quick access. The dashboard provides an informative and personalized overview with recent activities and notifications. The chat interface supports real-time communication, displaying user presence and contextual information seamlessly. A responsive design ensures compatibility across devices. The order section includes a user-friendly interface with accurate food recommendations to prevent wastage. Overall, the UI focuses on ease of navigation, intuitive interactions, and enhancing the user experience for both buyers and sellers.

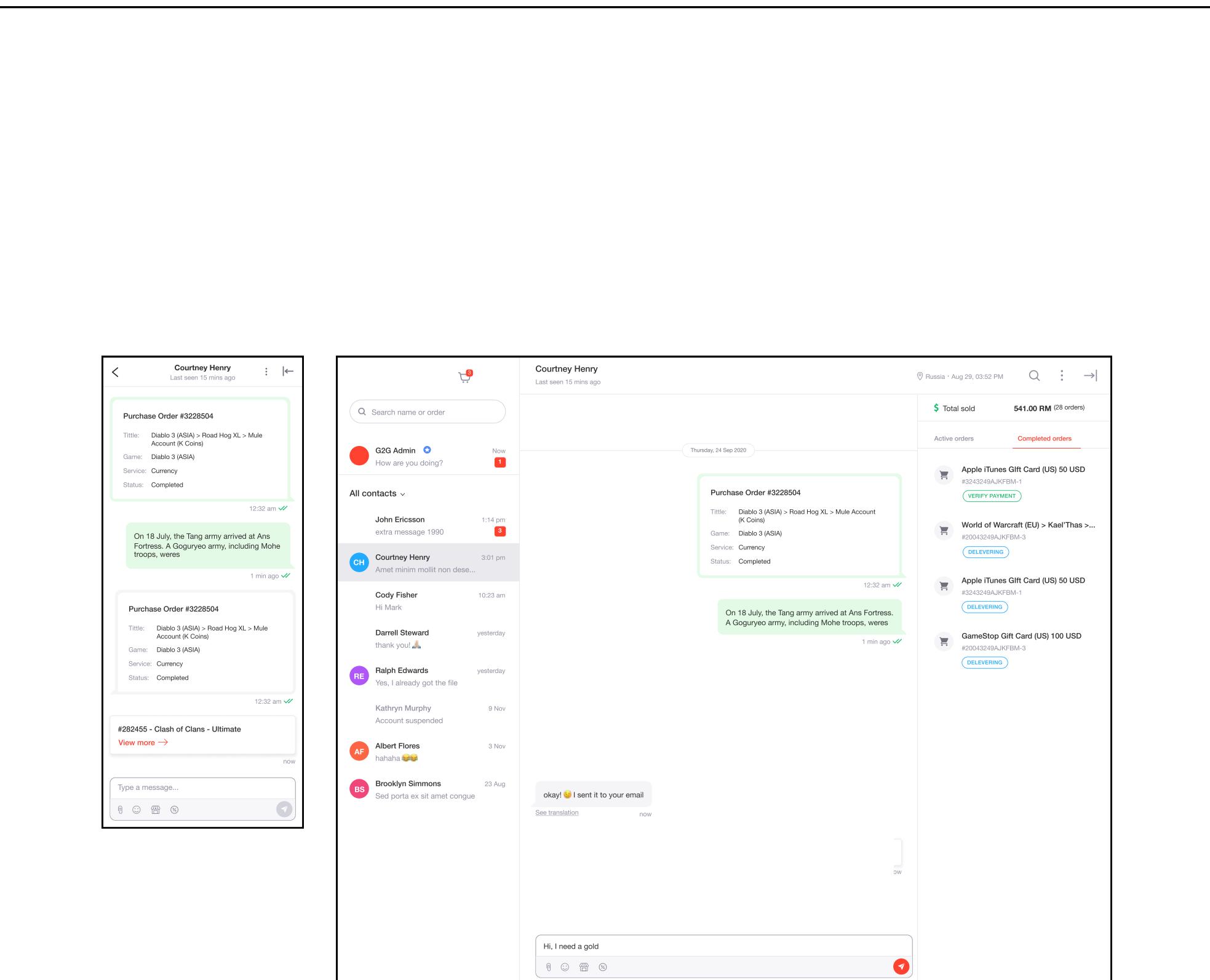


Figure 1

Final UI

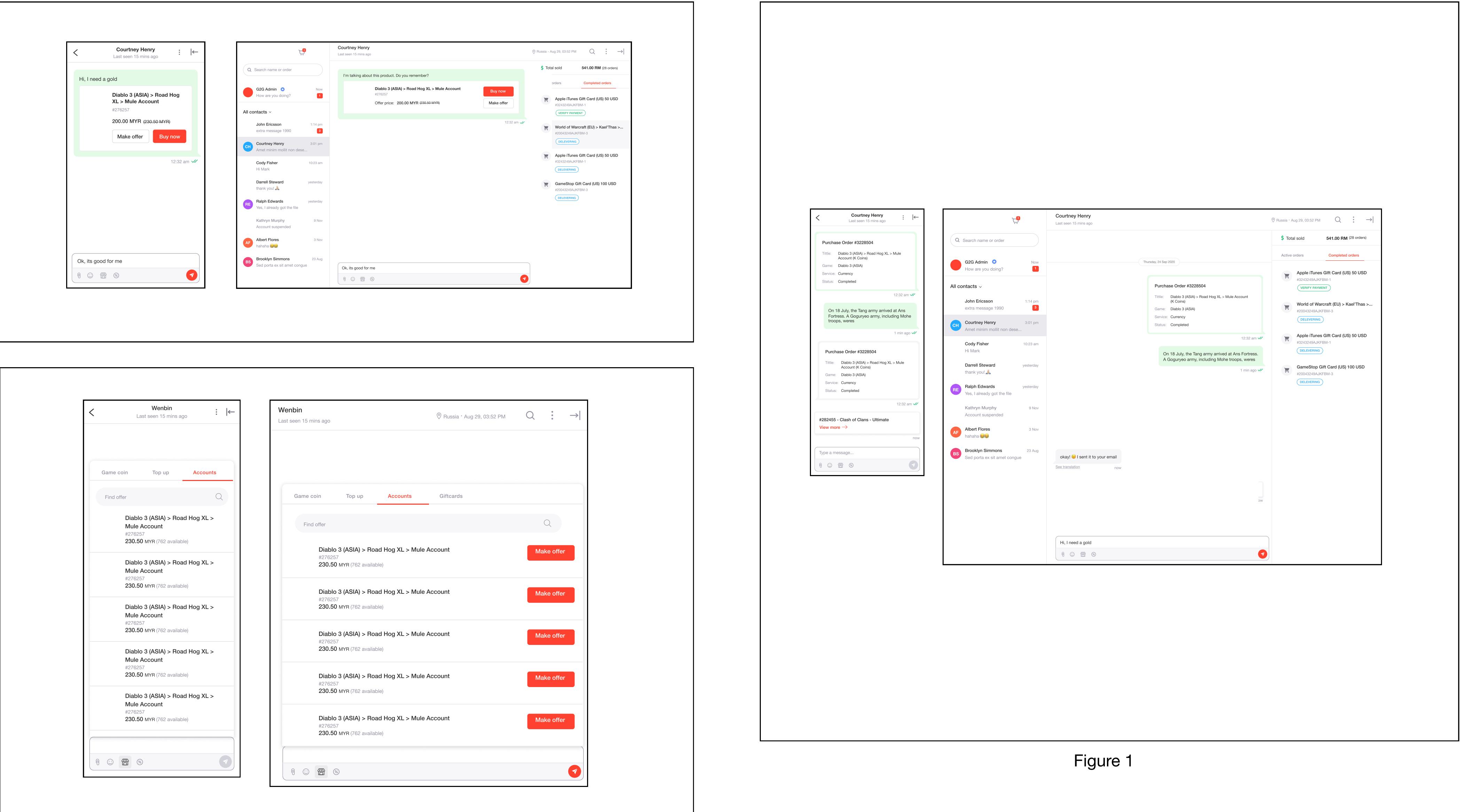


Figure 1

02



Era Technology - Web Development

Enhance reflecting the college's unique identity and mission.

Specialise in designing custom websites for educations institute. Main focus is on creating intuitive, responsive platforms that cater to students, faculty, and administrators.

UI Design

Web dev

Branding

User Analysis

Project Timeline

2 Months

The collage includes the following website sections:

- News Update:** Shows two people working on laptops with the text "WE CREATE DIFFERENT DESIGNER".
- Who We Are:** Describes Era Technology as a leading provider of computer-based training and multimedia courses.
- What We Do:** Lists "Multimedia Design Methods", "Multimedia Interior Design", "Interior Architecture", "Multimedia Video Production", "Multimedia Animation", "Multimedia Motion Graphics", and "Multimedia Marketing".
- Programme Overview:** Shows student artworks and course details.
- Student Artworks:** Displays various student projects.
- For Enquiry:** Includes a map, contact information, and an online form.
- Company Overview:** Features a "Era Story" section with a video player, "Our Unique Approach" section, and a "Why Era Technology" section.
- Courses:** Lists "Multimedia Graphic Design", "Multimedia Interior Design", "Video Production", "Creative Commercial", "Interior Architecture", "Smart Courses", "Web Page Design & Development", and "Single Courses".
- Course Outline:** Details for "Graphic Design (Visual Communication)".
- National Examination:** Details for "National Examination" and "International Examination".
- Footer:** Includes links for Home, About, Contact, Courses, Services, Academic Year, Admissions, and Student Log In.

Process

Research and Planning

User Research and Persona Development

Competitive Analysis and Goal Setting

1

Conceptualisation and Design

Wireframes and Low-Fidelity Prototypes

Mockups and High-Fidelity UI Design:

2

Development and Testing

Front-End and Back-End Development

Staging and Quality Assurance

3

Deployment and Iteration

Launch and Monitor

Continuous Improvement

4

Challenges

Problem 1

Ensuring Accessibility

Developing a college website requires making sure it is accessible to all users, including those with disabilities. This necessitates strict adherence to web accessibility standards, ensuring that the website is usable by everyone, regardless of their physical or cognitive abilities.

Problem 1

System Integration

Integrating various systems such as course management, student portals, and administrative tools into a cohesive, user-friendly interface is a significant challenge. This process is complex and time-consuming, requiring careful planning and execution to ensure seamless functionality and a smooth user experience.

Plan of Action

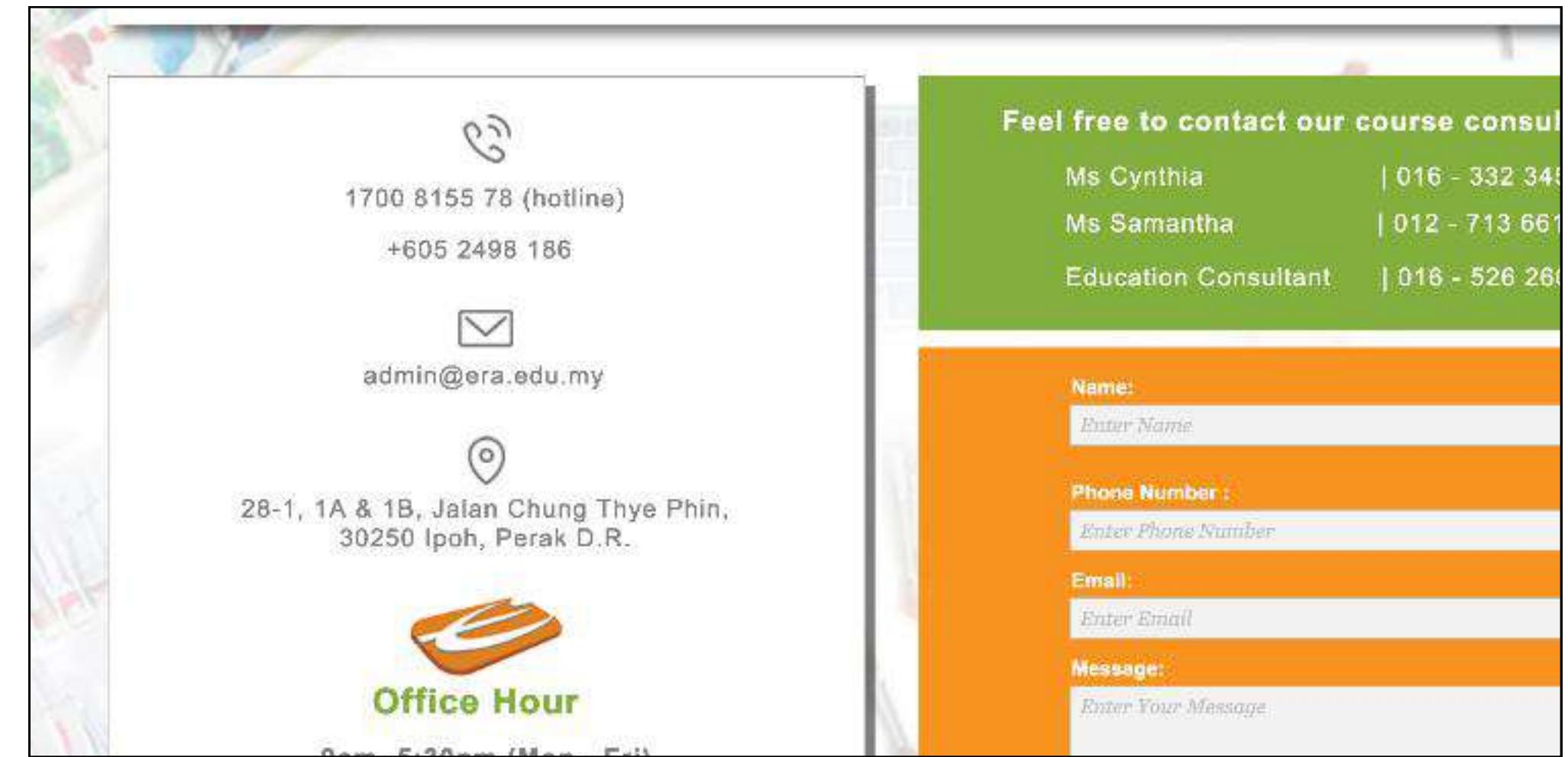
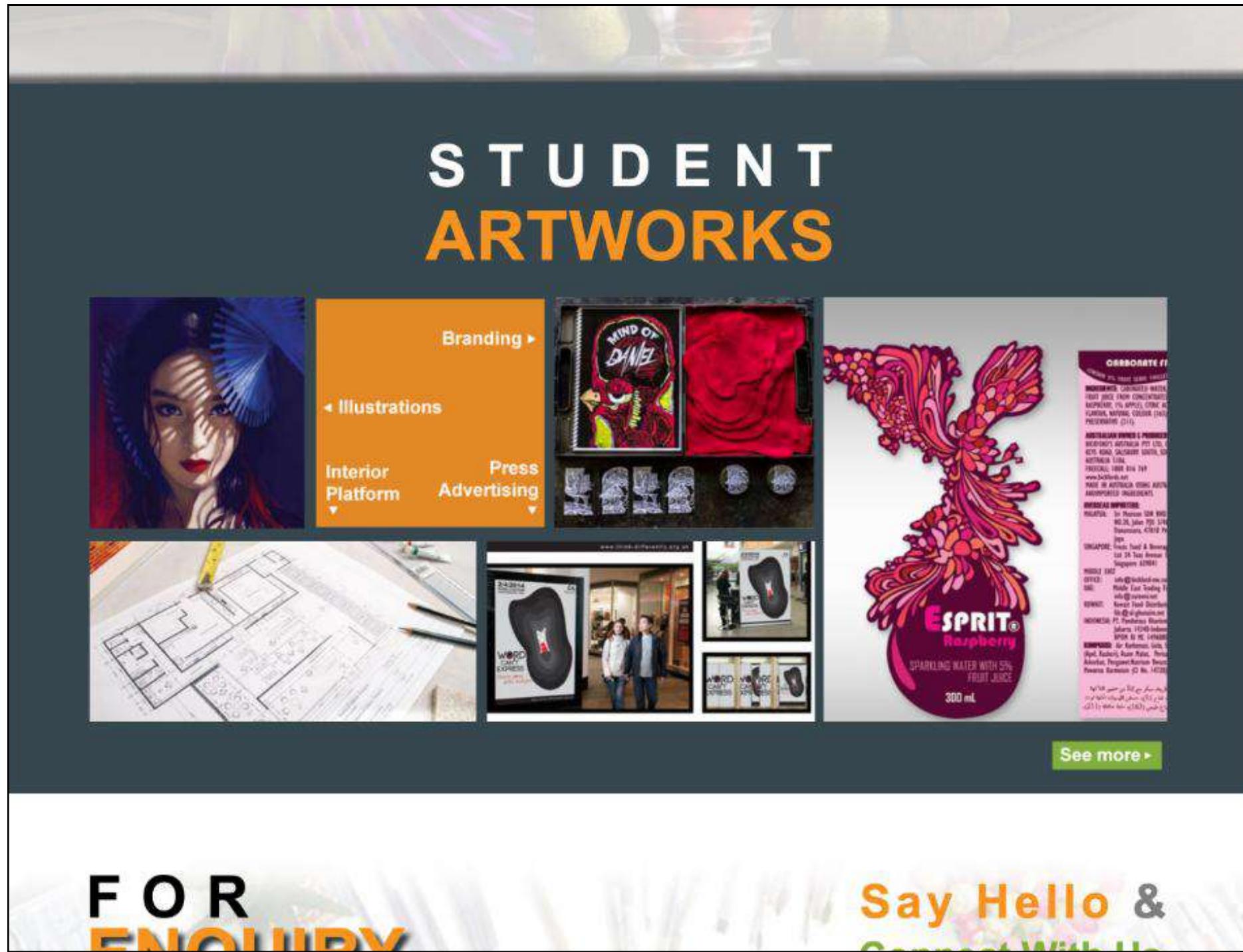
Developing a college website includes conducting stakeholder and user research to gather requirements and identify pain points, and developing user personas to understand diverse needs. Analysing websites of similar institutions helps identify best practices. Create wireframes and low-fidelity prototypes to map out basic structures and user flows, followed by high-fidelity mockups for detailed design. Develop and test the website in a staging environment, ensuring accessibility and seamless system integration. Finally, launch the site, monitor performance, and continuously update based on user feedback and evolving needs.



A screenshot of the "THE AREAS FACILITIES" page from the Era Technology website. The page has a dark header with the college's logo and navigation icons. The main content area features a large image of a modern building with colorful banners. A text box highlights facilities for students. To the right, there are sections for "BUILDING EXTERIOR" and "Facilities". The footer contains a "Quick Link" menu, international partnership logos, and a green bar with copyright and legal links.

Stand alone UI

A stand-alone UI for a college website should be clean, intuitive, and responsive, offering easy navigation on all devices. Key features include accessible design, integrated portals for courses and services, quick access to essential information, and robust search functionality. It aims to enhance the user experience by being visually appealing, user-friendly, and functionally comprehensive.



Final UI

The final UI for a college website should be clean, intuitive, responsive, and accessible, with integrated portals for courses and services, quick access to essential info, and robust search functionality. During development, create high-fidelity designs, ensure accessibility, integrate systems, test in a staging environment, and launch, followed by continuous monitoring and updates based on user feedback.

The screenshot displays the website for Era Technology Education. At the top, there's a navigation bar with icons for Home, About, Facilities, Courses (highlighted in orange), Updates, Career, Contact, and Alumni. The main header features the logo 'eratechnology' with the tagline 'communicating arts & design' and the registration number '(735217-D)'. Below the header, there are four main course categories: MULTIMEDIA GRAPHIC DESIGN, MULTIMEDIA INTERIOR DESIGN, INTERIOR ARCHITECTURE, and WEB PAGE DESIGN & DEVELOPMENT. Under MULTIMEDIA GRAPHIC DESIGN, there are sub-categories: VIDEO PRODUCTION, CREATIVE COMMERCIAL ILLUSTRATION, SHORT COURSES, and 5 SINGLE COURSES. A large banner image shows a woman with purple hair and various graphic design projects like coffee cups and flowers. A descriptive text block about Graphic Design follows. The 'Course Outline' section lists numerous topics under three columns. Below this, sections for 'National Examination' and 'International Examination' are shown, each with a list of relevant qualifications. The footer contains a 'Quick Link' menu with links to Home, About, Facilities, Courses, Updates, Career, Contact, and Alumni. It also includes links to International Partnership (West College Scotland, City & Guilds, JPK), Malaysia Recognition (JPK L02376, SQA, HKD), Authorized Training Partner (W3C, SolidWorks), Partnership (KODADI), and Loan Provider (KODADI). The footer also includes copyright information and links to Privacy Policy, Terms of Use, and Legal Site Map.

04



Nuffnang Live - Web Development

Scale Your Live Commerce Business

Developed the website for Nuffnang Live based on specific requirements. The layout showcases three solutions and includes a contact form for easy communication.

The website features a top banner for 'TikTok Shop' integration, followed by sections for 'Enterprise Technology Key Features' and 'Select The Solution That Best Fits Your Needs' (Technology Solutions vs End-To-End Solutions). It also highlights 'Start Selling On TikTok - TikTok Shop Is Here!' and 'Success Stories' with a video testimonial from Jerry Tan. The footer includes logos for trusted brands and a contact form.

UI Design Research Web Chat User Analysis

Project Timeline

2 Months

<https://www.nuffnang.live/>

Process

Research and Planning

User Research and Persona Development

Competitive Analysis and Goal Setting

1

Conceptualisation and Design

Wireframes and Low-Fidelity Prototypes

Mockups and High-Fidelity UI Design:

2

Development and Testing

Front-End and Back-End Development

Staging and Quality Assurance

3

Deployment and Iteration

Launch and Monitor

Continuous Improvement

4

Challenges

Problem 1

Engaging Interface Design

Creating an intuitive and visually appealing interface that caters to both influencers and their audiences can be challenging. This requires innovative design elements, user-friendly navigation, and interactive features to keep users engaged and returning to the site.

Problem 1

Responsive and High-Performance Experience

Ensuring a seamless user experience across various devices and screen sizes while maintaining quick load times and robust performance under heavy traffic is essential. This demands careful planning, optimization, and testing to handle the high expectations of a diverse user base.

Plan of Action

The plan of action for developing the Nuffnang.live website involves first conducting user research to understand the needs of influencers and their audiences, then designing an engaging and intuitive UI with innovative features and seamless navigation. Develop high-fidelity prototypes to test user interactions and refine the design based on feedback. Ensure the website is responsive and performs well across all devices by optimizing load times and handling high traffic efficiently. Finally, launch the site, monitor user interactions, and continuously iterate based on user feedback to enhance the overall experience.



We've Merged Our Specialties - eCommerce , Technology And Content Creation - To Help Businesses And Brands Stay On Top Of Their Digital Game.

Nuffnang Live is a live commerce technology and solutions enabler for brands and businesses looking to scale their online business through live streaming. We provide solutions and work hand-in-hand with businesses aiming to sell live on Social Media channels such as Facebook, Instagram and TikTok.

Using intelligent integration of our influencers, content and eCommerce know-hows, we provide end-to-end live video commerce solutions from live video production, automated order management to online payment and product fulfillment.

Contact us

Our unique technology combined with our vast influencer platform and onboarding training empowers companies to propel and scale in this fast-growing field of live commerce. Our live streaming software and services aim to create an experience that is seamless and unique to engage with customers more effectively and efficiently.

Solutions

- Technology Solutions
- End-To-End Solutions
- TikTok Solutions

Support

- FAQs
- Contact Us

Company

- About Us
- Press Room
- Terms of Use
- Privacy Policy

Stand alone UI

A stand-alone UI for Nuffnang.live should be visually engaging, intuitive, and responsive across all devices. It needs user-friendly navigation, integrated social media tools, robust search functionality, and quick load times. Key features include clear call-to-action buttons and easy access to profiles, analytics, and collaboration tools, ensuring an enjoyable and efficient user experience.

Start Selling On TikTok -
TikTok Shop Is Here!

54% of TikTok users say they bought something they saw on TikTok, more than any other platform.

LEARN MORE

Success Stories

eShoplive asia

We have helped many enterprises grow their live commerce business.

Nuffnang Live | Success Stories: eShoplive

Jorvy Tan
Founder & CEO
eShoplive Asia

Increased 255% Gross Merchandise Value Reduced 80% Manual Repetitive Work

Jorvy Tan,
CEO of eShoplive Asia
<https://www.eshopliveasia.com>

Select The Solution That Best Fits Your Needs

Technology Solutions

Ideal For

Established live commerce merchants who wish to scale up their business to the next level and have full control over their data, reporting and day-to-day operations with a customised solution to suit their business needs.

- ✓ Branded & Customized Customer Journey
- ✓ Data, Insights & Analytics
- ✓ Customer Loyalty & Membership Programs
- ✓ Multi Merchant & Multi Channel Commerce

LEARN MORE

End-To-End Solutions

Ideal For

Brands, retailers and businesses looking for a one-stop service provider to manage all live commerce end-to-end activities and craft strategies based on data driven results.

- ✓ One-stop Solution for Live Commerce Activation
- ✓ Multi Channel Live Commerce Enabler
- ✓ Automated Order Capturing With Integrated Payment Gateway
- ✓ Consultation on Best Practices

LEARN MORE

Trusted By Leading Brands And Power Live Sellers

eShoplive AEON elianto LEVI'S AKEMI NIVEA H2 Magical Castle 銀座

nuffnang live

Solutions

Technology Solutions
End-To-End Solutions
TikTok Solutions

Support

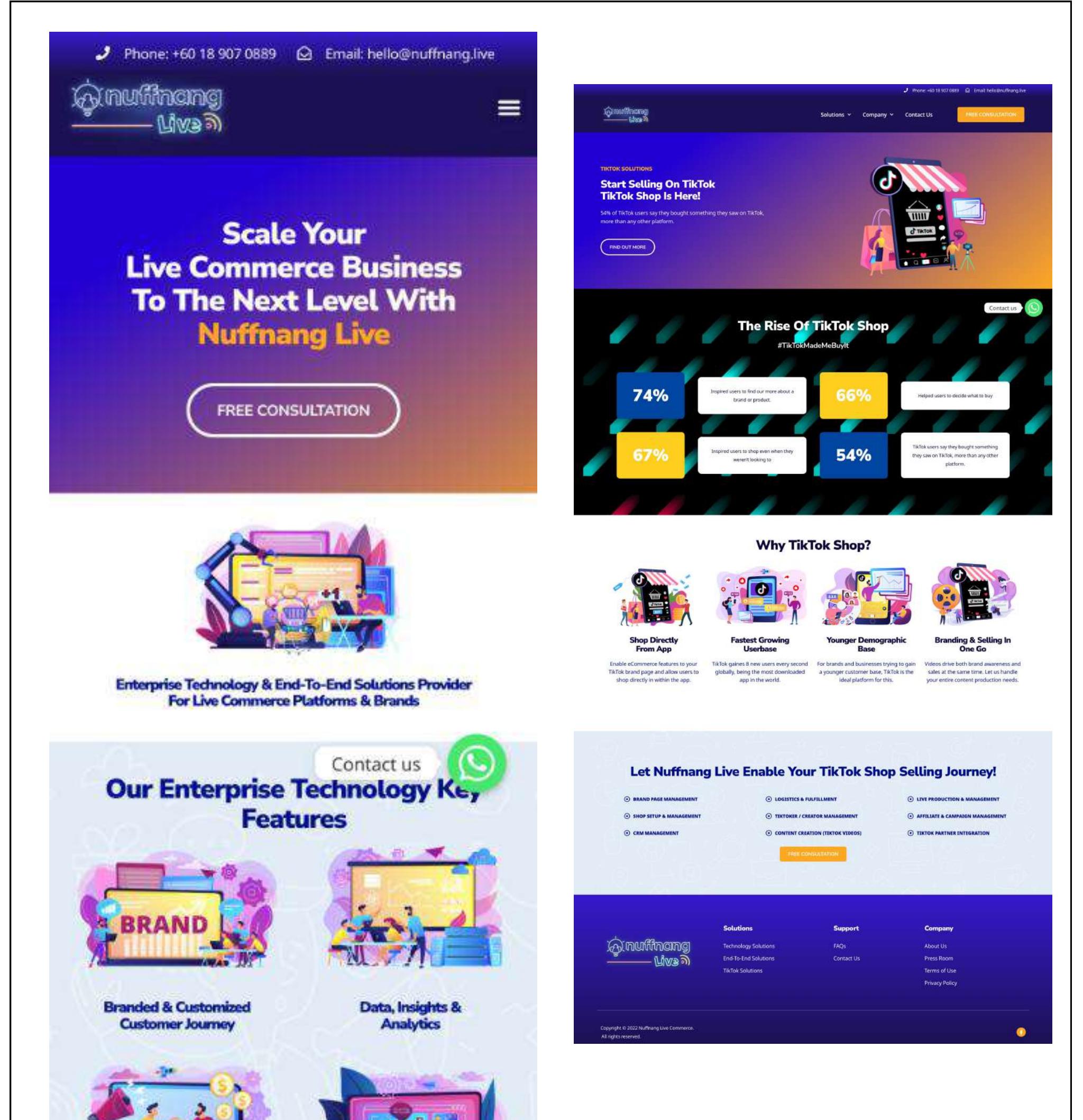
FAQs
Contact Us

Company

About Us
Press Room
Terms of Use
Delivery Policy

Final UI

The final UI for Nuffnang.live should be visually appealing, intuitive, and responsive, featuring seamless navigation and interactive elements. It should integrate social media and content-sharing tools, offer robust search functionality, and ensure quick load times. Key components include clear call-to-action buttons, streamlined access to profiles, analytics, and collaboration tools, providing a user-friendly experience that encourages frequent engagement.



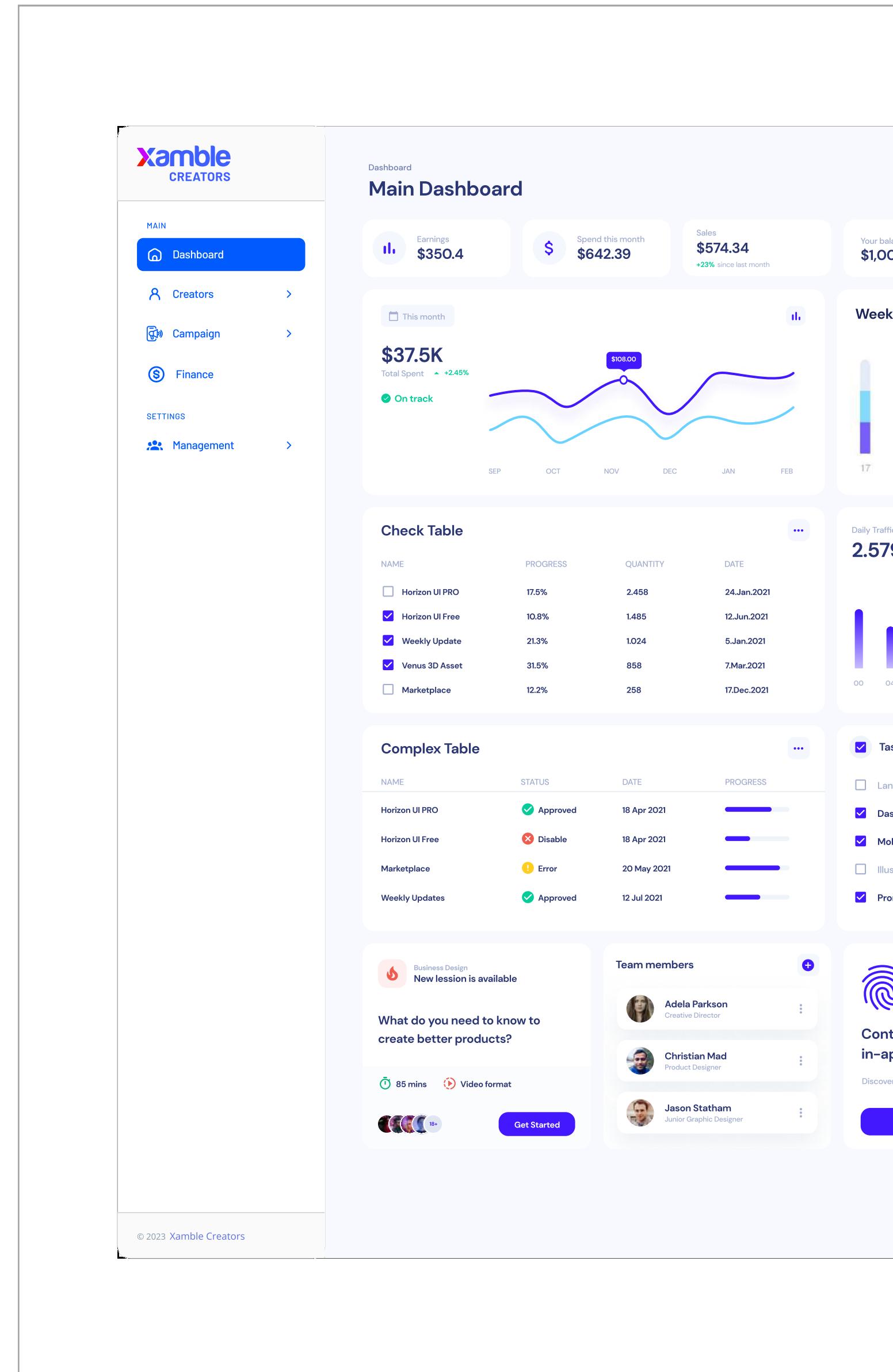
03



XAMBLE Dashboard - Web Design

Deliver value to our ecosystem of brands, creators

Dashboards provide and manage from all different businesses prospect the ability to monitor business performance, create reports, and set estimates and targets for the future.



The screenshot shows the Xamble Creators Main Dashboard. The left sidebar includes sections for MAIN (Dashboard, Creators, Campaign, Finance), SETTINGS (Management), and a footer with copyright information. The main area features a "Main Dashboard" section with summary metrics: Earnings \$350.4, Spend this month \$642.39, Sales \$574.34 (+23% since last month), and Your balance \$1,000. It also displays a line chart titled "\$37.5K" showing Total Spent over time, a bar chart for Weekly Income, and a table for Check Table and Complex Table. A sidebar on the right lists various project categories with checkboxes.

UI Design

Research

Dashboard

Graph

Project Timeline

2 Months

Process

Research and Planning

User Research and Persona Development

Competitive Analysis and Goal Setting

1

Conceptualisation and Design

Wireframes and Low-Fidelity Prototypes

Mockups and High-Fidelity UI Design:

2

Development and Testing

Front-End and Back-End Development

Staging and Quality Assurance

3

Deployment and Iteration

Launch and Monitor

Continuous Improvement

4

Challenges

Problem 1

Engaging Interface Design

Creating an intuitive and visually appealing interface that caters to both influencers and their audiences can be challenging. This requires innovative design elements, user-friendly navigation, and interactive features to keep users engaged and returning to the site.

Problem 1

Responsive and High-Performance Experience

Ensuring a seamless user experience across various devices and screen sizes while maintaining quick load times and robust performance under heavy traffic is essential. This demands careful planning, optimization, and testing to handle the high expectations of a diverse user base.

Plan of Action

For the Agency or Brand Dashboard project, we'll start by conducting user research to understand the needs of managing creators and campaigns. This will guide the design of an intuitive, feature-rich dashboard for recruitment, payment management, and performance reporting. After creating high-fidelity prototypes, we'll refine the design based on feedback. The dashboard will be optimized for responsiveness and efficiency across all devices. Post-launch, we'll monitor user interactions and continuously improve the platform based on feedback to enhance its effectiveness.

The screenshot shows the 'User List' page under the 'Creator' tab. The left sidebar includes 'Dashboard', 'Creator' (selected), 'Campaign', 'Finance', and 'Management'. The main area displays a table with columns: Name | Phone | Email Address, Race, Gender, Tier, Social Media Platform, Social Media Rate, and Action. It lists entries for Brian O'Connor and another user with email brain_xfast@email.com. The interface is clean with a light blue header and a white background.

The screenshot shows the 'Insights Overview' page. The top navigation bar includes 'Dashboard', 'Campaign', and 'Insights Overview'. The main area has a search bar for 'Campaign Name' and a date range selector for 'Campaign start date - Campaign end date' (set to 06/24/2021 - 06/24/2021). Below is a table of data:

KOL	PLATFORM	DELIVERABLE	POSTING DATE	POSTING LINK	NUMBER OF FOLLOWERS	KOL TIER	IMPRESSION	ABSOLUTE REACH
Vivian Liu		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
Danzo Karudo		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
Jamesh Cameron		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
David Beckhome		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
Bullet Man		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
Panda Foodie		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
Blacksheep		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534
Comeback Home		Post	12/05/2024	https://www.instagram.com/p/CjyfX...	12,7676	Macro	22,534	22,534

Below the table is a donut chart showing distribution percentages: 45%, 30%, 10%, 10%, and 5%. To the right is a legend and data table:

Category	Value
Social View (Video & Story only)	3,245,656
Social Likes	560,888
Social Comments	75,757
Social Share	545,545
Social Saves	6

A 'Save' button is located at the bottom right.

Stand alone UI

For the Agency or Brand Dashboard UI, we'll start by researching user needs to guide the design. The focus will be on making it easy to manage recruitment, payments, and performance reports. We'll test and refine the UI with high-fidelity prototypes, ensuring it works well on all devices. After launch, we'll track user feedback and make improvements as needed.

The screenshot shows the 'Creator Overview' dashboard for 'Kathryn Murphy'. The top navigation bar includes links for 'Dashboard', 'Creator', 'Campaign', 'Finance', and 'Management'. The main content area displays 'Creator Information' (Full Name: Kathryn Murphy, Mobile: +60 123456789, Email: kathryn.murphy@example.com, etc.), 'Platform Settings' (KOL Status: Online, Assigned PRS: Adriana, etc.), and a 'Remarks' section. Below this, there's a 'Selected Task' section showing three projects: 'Duty Lady x Nuffang Run', 'Scandinavian', and 'Minimalist', each with a 'View Submission' button. A 'New Campaigns' button is also present.

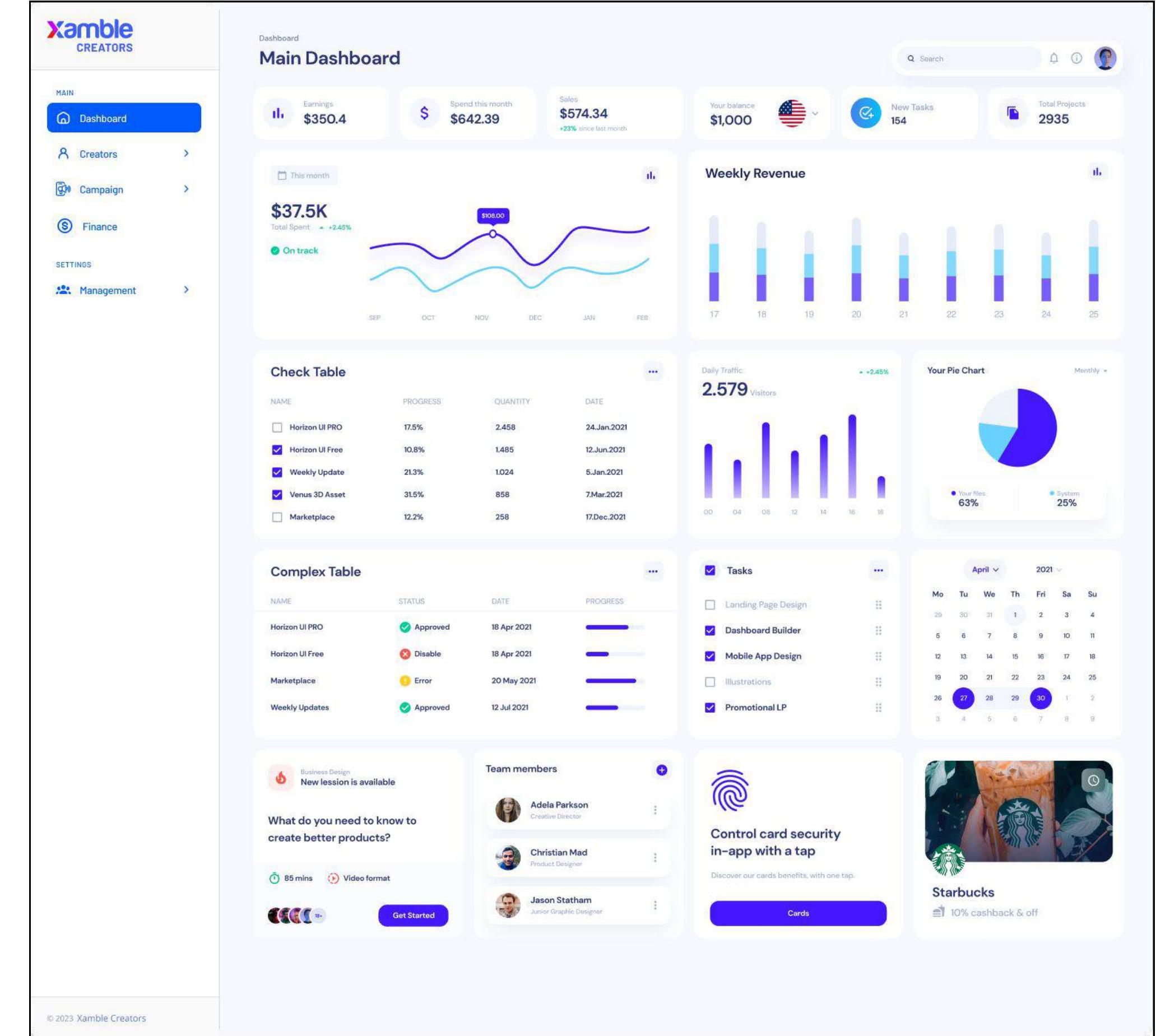
The screenshot shows the 'Campaign Brief Overview' page for 'Duty Lady Raya'. The left sidebar has a 'Campaign' section selected. The main content area includes fields for 'Campaign Name' (Dutch Lady Raya), 'Potential Earning', 'Feature Product' (Sunscreen), 'Campaign Status' (ACTIVE, RECRUITMENT), 'Hashtags' (#XC2023ewardshow, #XCLoyaltypoint), 'Brand' (Dutch Lady), 'Categories' (Makeup, Skincare), 'Campaign Details' (Hakuna Matata - Fast and what), 'Compensation Type' (Point Compensation, Commission based), and various campaign-specific notes and dates.

The screenshot shows the 'Creator Report' dashboard. The left sidebar has a 'Creator' section selected. The main content area displays a table with five rows of data, each representing a different creator report. The columns include 'Total Sign Ups | Created At', 'Total Onboarding Completed', 'Total Sign Ups With Bank Account', 'Total Onboarding Completed with Bank Account', and a 'Report' download link. The data for each row is as follows:

Total Sign Ups Created At	Total Onboarding Completed	Total Sign Ups With Bank Account	Total Onboarding Completed with Bank Account	Report
2311 March 4, 2024	1354	1178	705	Download Report
2311 March 4, 2024	1354	1178	343	Download Report
2311 March 4, 2024	1354	1354	653	Download Report
2311 March 4, 2024	1354	1178	875	Download Report
2311 March 4, 2024	1354	1178	234	Download Report
2311 March 4, 2024	1354	1178	234	Download Report

Final UI

For the Xamble Creators Dashboard UI, we'll begin by thoroughly researching user needs to guide the design process. The goal is to create a clear and efficient interface that makes it easy for users to manage recruitment, payments, and campaign performance. We'll develop high-fidelity prototypes to test and refine the design, ensuring that the UI is intuitive and user-friendly. Additionally, we'll optimize the UI for responsiveness, making sure it works seamlessly across all devices. After the launch, we'll closely monitor user feedback and interactions, iterating on the design to continually improve the user experience.



Get in Touch!

We'd love to answer your questions and discuss project needs.

Phone No : +60 112 155 2296

 Email Address: gSanjeekumar@gmail.com