

Hi!
I am **Simran Mhatre**
Let's take a walk through my journey

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Core Strengths

User Research

Persona and Scenario Development

User journeys

Wireframing

Prototyping

Usability Audit

Project Management

Front End Development

Back End Development

Branding

UX Writing

Skill Matrix

Design

Sketch	Figma	Invision
Photoshop	Balsamiq	AfterEffects

Technical

HTML, CSS, Bootstrap	Javascript	Android Dev
Node.js	SQL, Neo4j, MongoDB	C, Java, Python



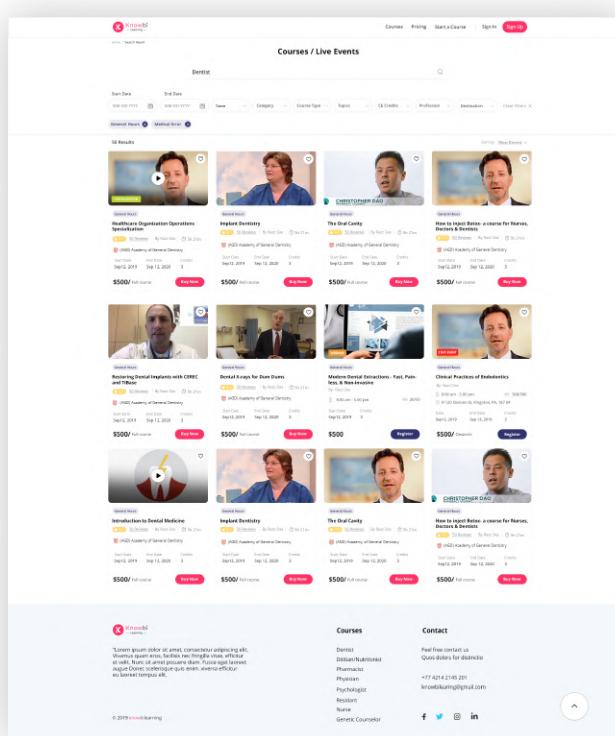
Projects

I have been a part of many projects during my Bachelor's as well as my professional career. I am highlighting a few of those here..

Role - Product Designer | Organization - Prodio Designworks

Project Brief

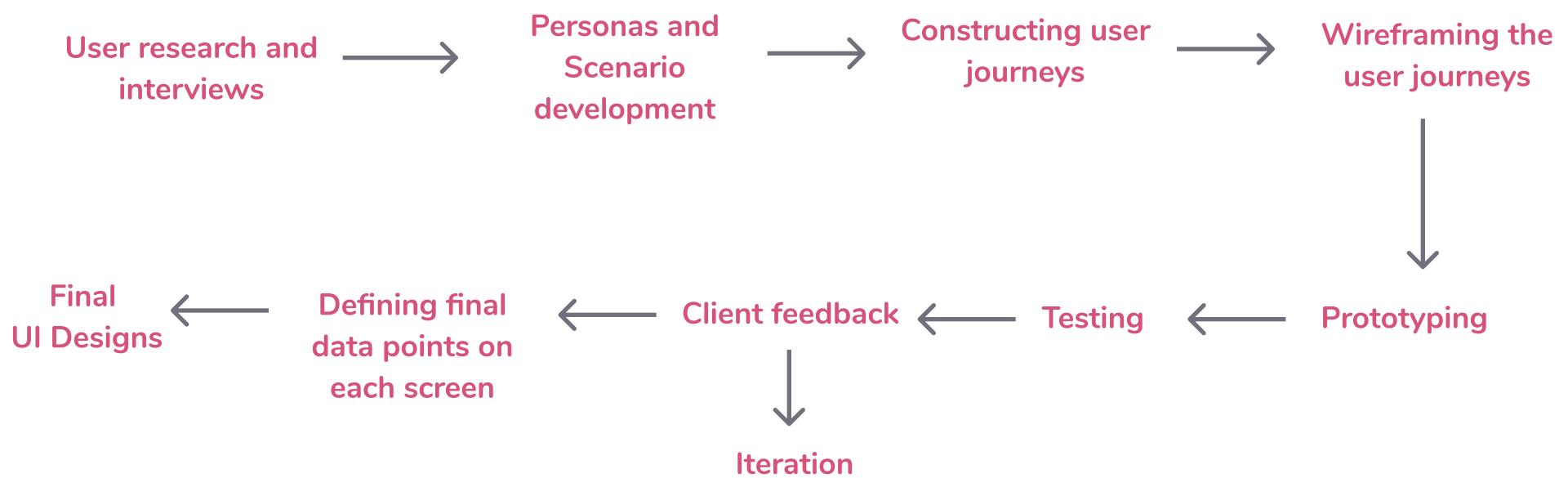
KnowBi Learning is a platform for providing continuous education courses to dental professionals across the US and to manage and track their CE requirements. A course provider can also signup on a platform to create online courses or live events or webinars.



My Role

I worked at the initial stages of the project by doing user research, developing the personas and scenarios, generating the user journeys, developing wireframes, and defining data points on each and every screen. I collaborated with our UI designers to develop the final UIs for the platform. Later on, I managed the design team and the development team to ensure a smooth development of the product.

Process Followed



Deliverables

Course Attendees



A dental hygienist

Name: Jane Doe

Age : 40 years

Description : Jane Doe is a dental hygienist and a single mother. As she is the only source of income supporting her 3 children, she has a lot of financial pressure. She prefers a cheaper alternative for CME courses. Thus to find courses which match her budget and professions, she has to research a lot which she says is a tiring process. Also as she is bombarded with a lot of responsibilities, she cannot keep track of her CME cycle efficiently and often forgets and misplaces things like physical certificates of CME. She is not a frequent user of mobiles applications or websites.

Challenges:

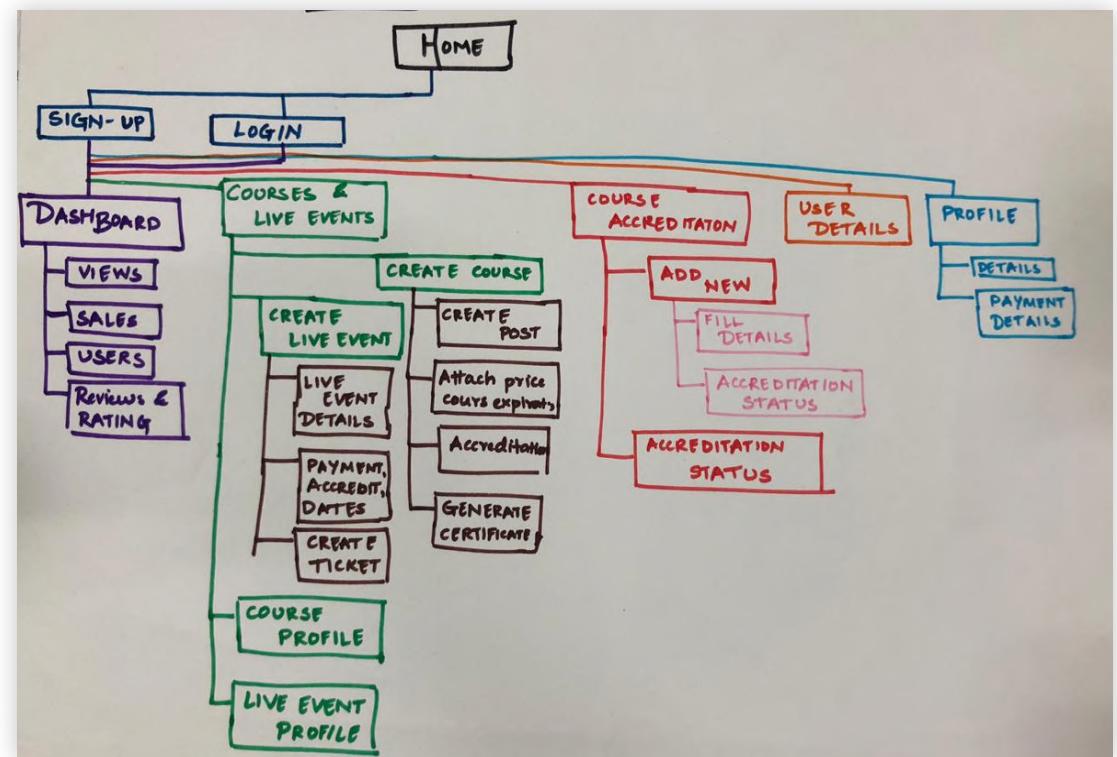
- > Children and Home responsibilities leave a little cash
- > Has to go through a tiresome procedure for finding free or cheaper course
- > Doesn't like surfing the Internet because she feels it's a difficult thing.
- > Difficulty in CME certificate management and cycle tracking. or cheaper CME courses.

Values:

- ❖ Easy Login
- ❖ Easy on boarding procedure
- ❖ Search functionality with specialization and category selection
- ❖ sortby and filter options for specific specialization and category
- ❖ Filter provides a functionality for finding courses within a specific budget range
- ❖ Easy and smooth content browsing of a variety of courses
- ❖ Free subscription to find and view courses.
- ❖ Course profile must provide full description of course syllabus, description, accreditation details with details about the faculty and number of credits awarded for the particular course.
- ❖ Every course in my course listing should show the course name, description, number of credits obtained and a progress bar with how much percent of the course you have completed. (Like your progress bar for that course).

User Persona

Sitemaps



Upload/ View Certificate

1. Clicks on certificates-> views all the certificates -> clicks on one certificate -> can view the certificate, email it, download it and share it.
2. Clicks on add new certificate -> an option to choose a file from your computer is provided-> user uploads a specific picture of certificate -> user enters details associated with the certificate -> the certificate is added and can be viewed in the certificate listing. -> the respective credits are added to the CE tracking tool

CE cycle tracking

1. Clicks on CE tracking -> enters the start of the cycle, duration of the cycle and more details
2. Clicks on CE tracking -> sees his current CE hours, required hours, etc.

Booking a live event

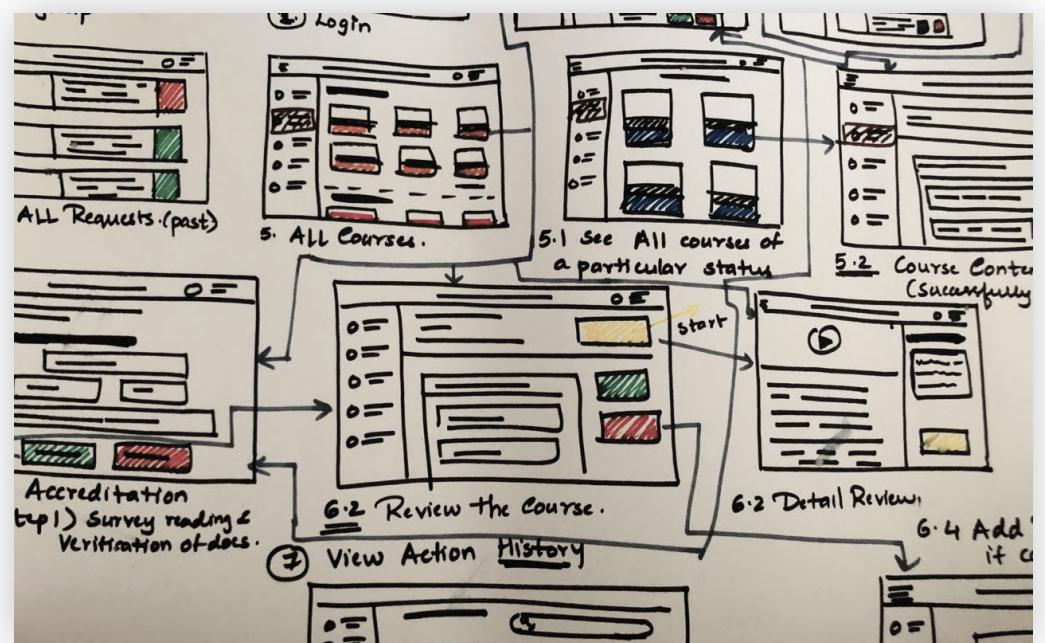
1. Browses and finds a live event -> views live event profile -> clicks on "book" -> If multiple venues, select a venue -> select date and time (if multiple) -> select ticket (multiple) -> choose number of people (each ticket will have default one) -> the price appears at the bottom as the number of attendees are chosen -> click on proceed -> ticket details are displayed with any additional options for choosing food preferences, etc -> click on "pay" -> directs to payment portal -> tickets generated -> invite users via email.

Marking attendance in a live event:

1. Clicks on "my live events" -> if the event is on the same day you are attending, a mark attendance option is displayed on the live event card-> click on mark attendance-> directed to scanning barcode or enter a unique code -> if code is correct -> mark attendance and generate certificate -> view certificate, share certificate, download certificate or email.

User Journeys

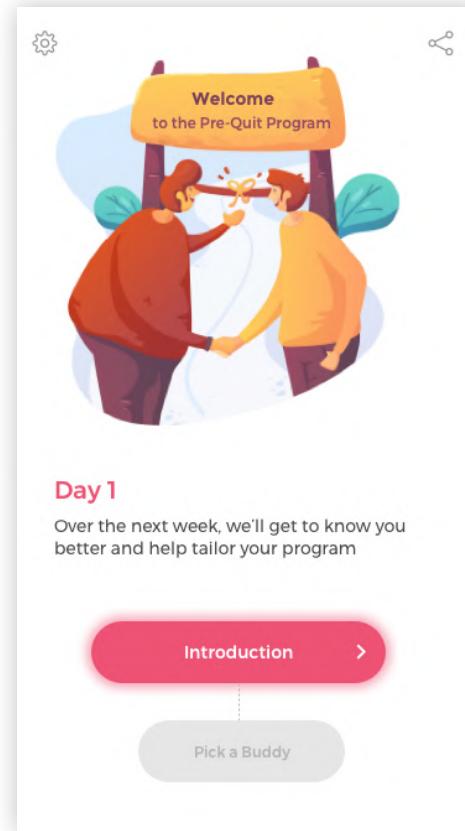
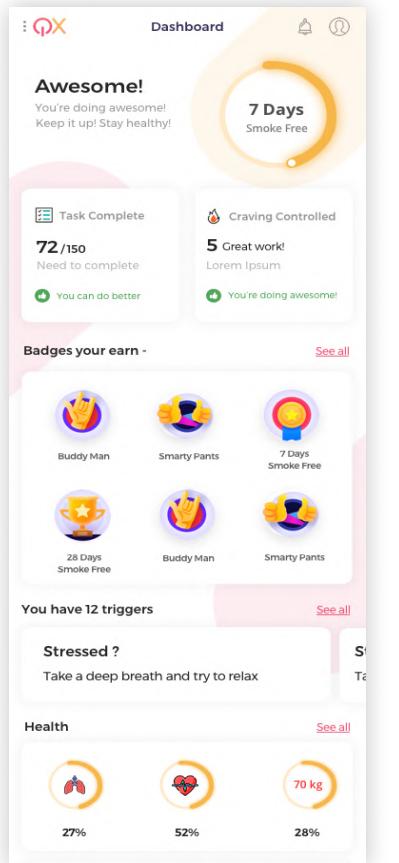
Wireframes



Role - Product Designer | Organization - Prodio Designworks

Project Brief

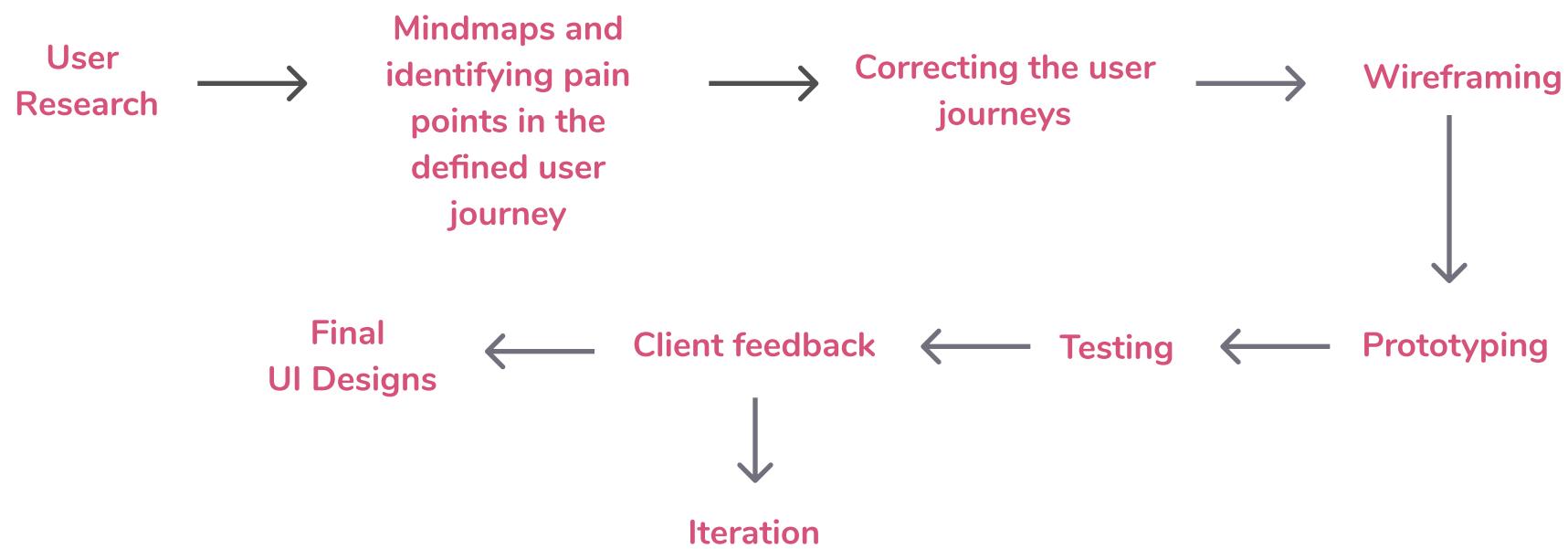
QuitX is a mobile application which generates a personalised quit program for smokers who are willing to quit smoking using a combination of Nicotine Replacement Therapy and Cognitive Behavioral Therapy.



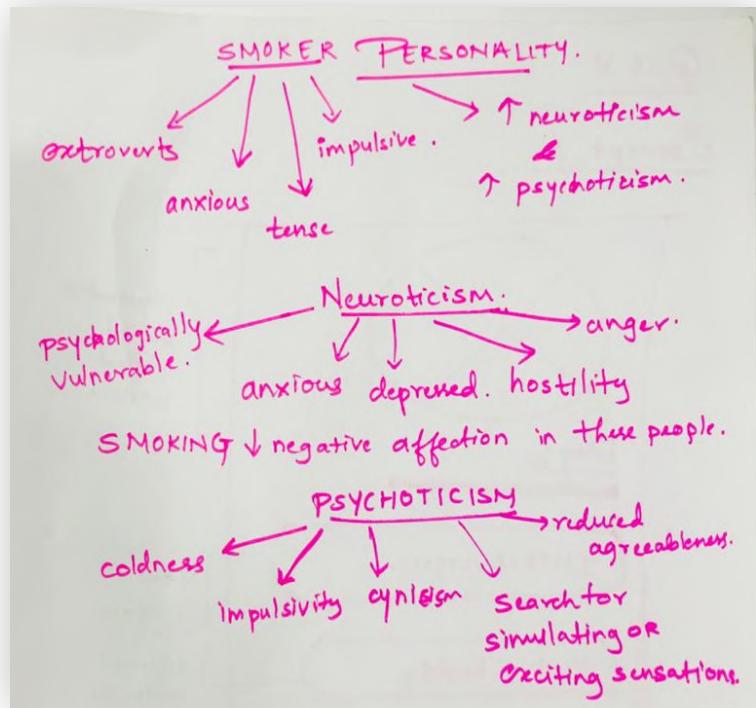
My Role

The client had defined some user journeys and had already conducted user research. My role was to take this material and construct a design suited for the smoker personality to keep them engaging. I started by conducting some more research on the users, then constructed a mindmap and identified pain points with respect to the journey defined by the client, corrected the user journeys, mocked up a few design ideas, prototyped and collaborated with the UI designers to develop the final UI. I also worked with our data scientist to identify a machine learning model suited for generating a personalised quit program.

Process Followed

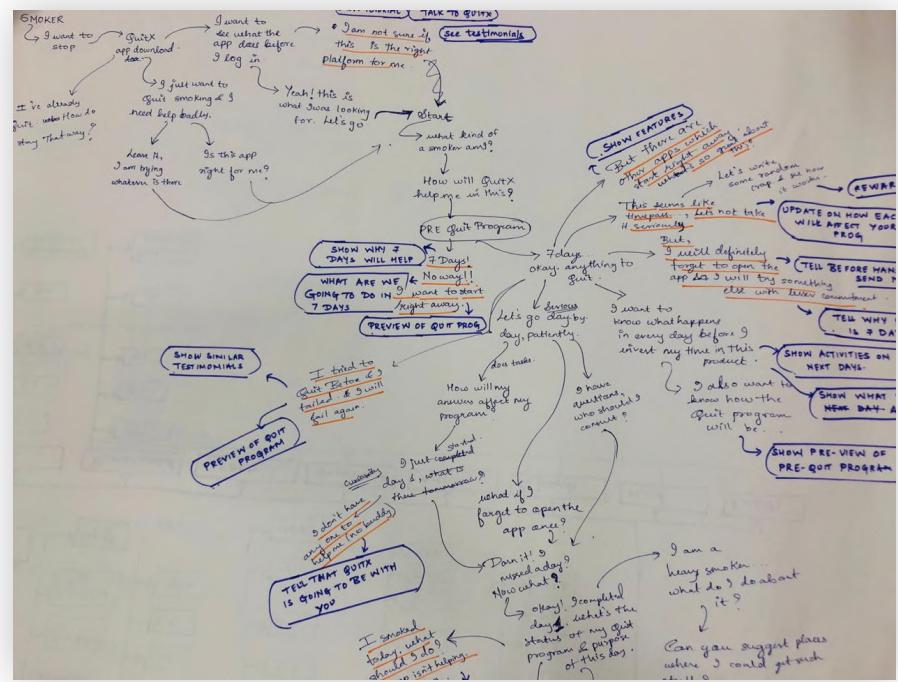


Deliverables

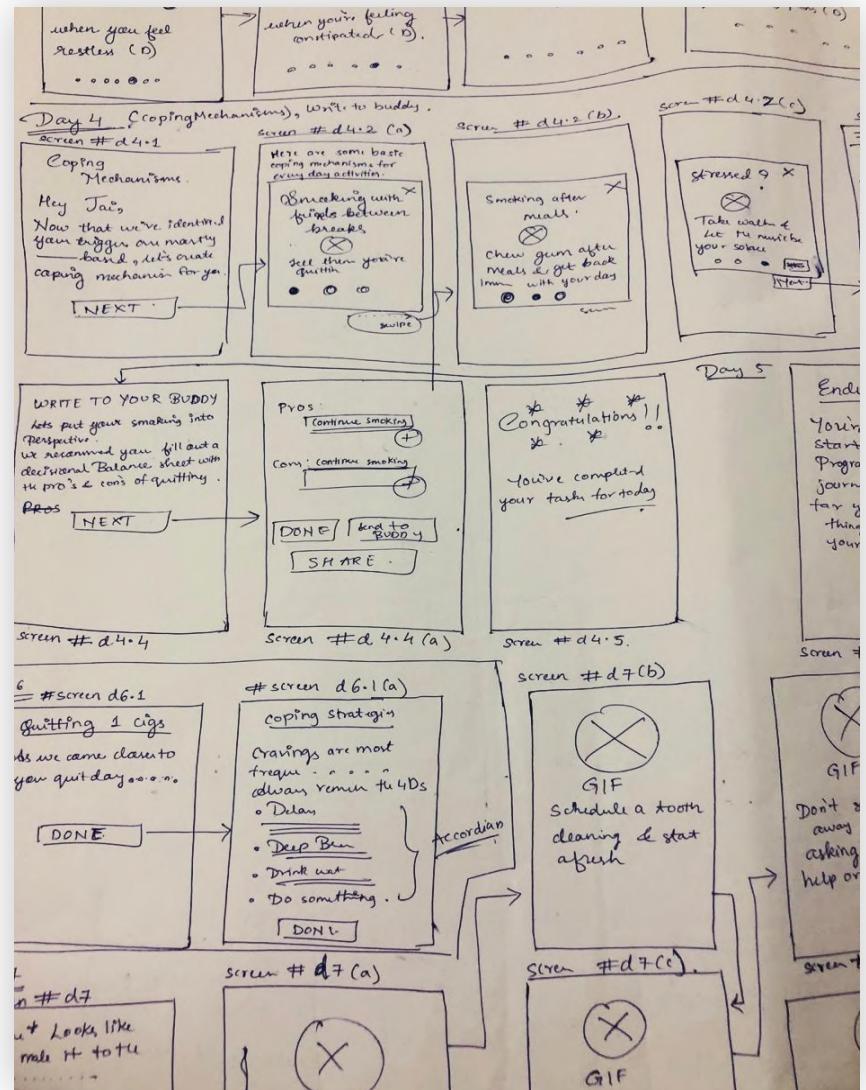


**Understading
smoker
personality**

Mindmaps



Wireframes



Role - Design Analyst | Organization - Prodio Designworks

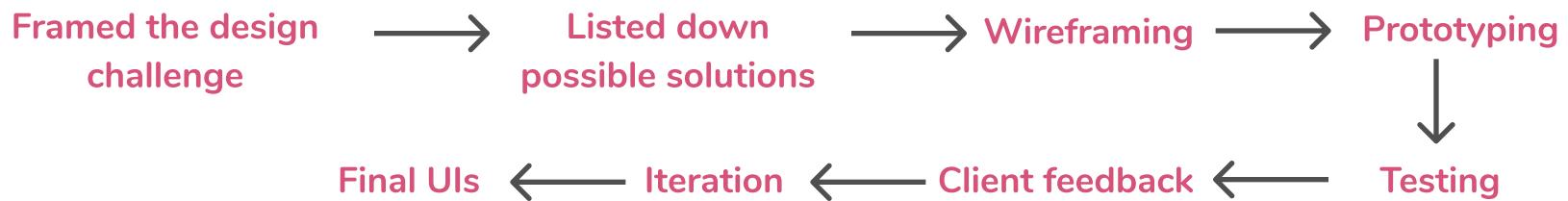
Project Brief

Kinekt is a product built for the dental space which provides app based appointments, social media engagements, reviews and feedbacks, messaging and some more features. The messaging feature was complex for the user as it was scattered throughout the platform in form of various menus. I had to re-design it in order to provide a simpler interface for the user.

My Role

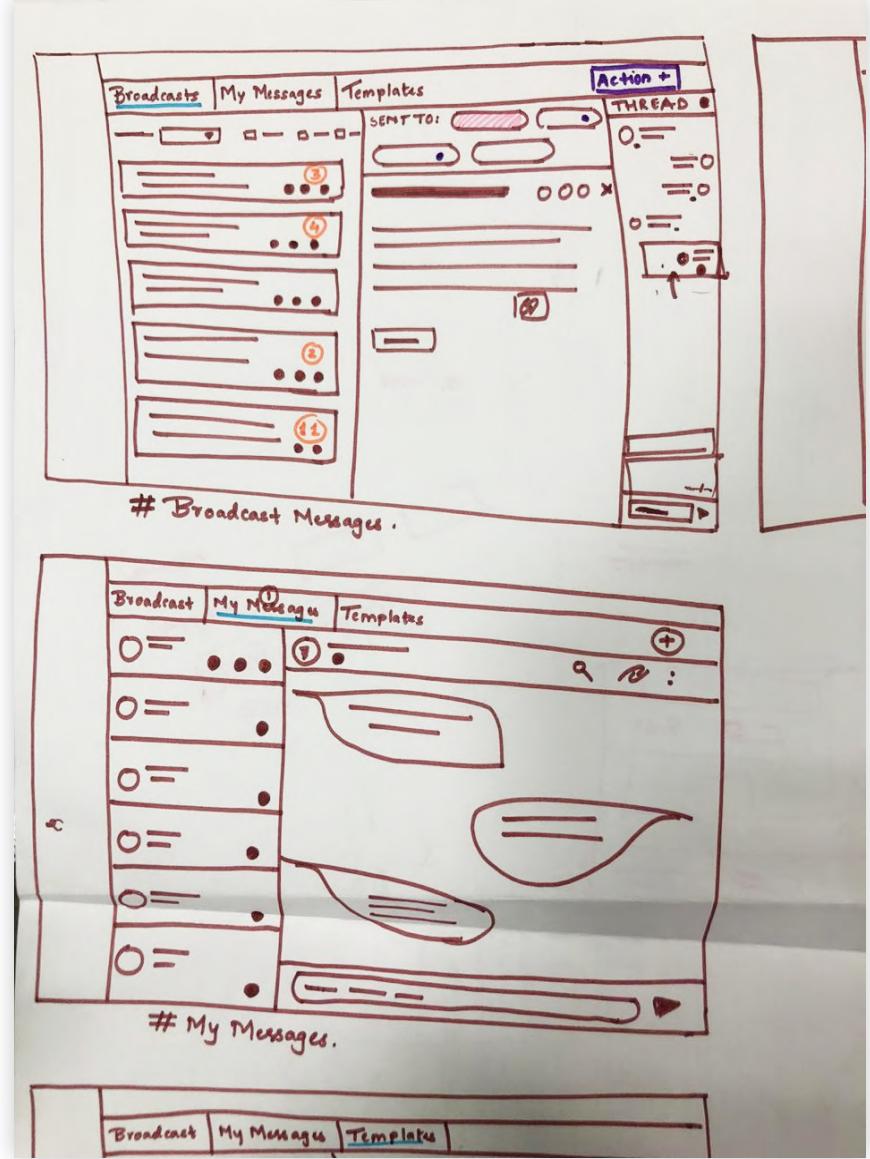
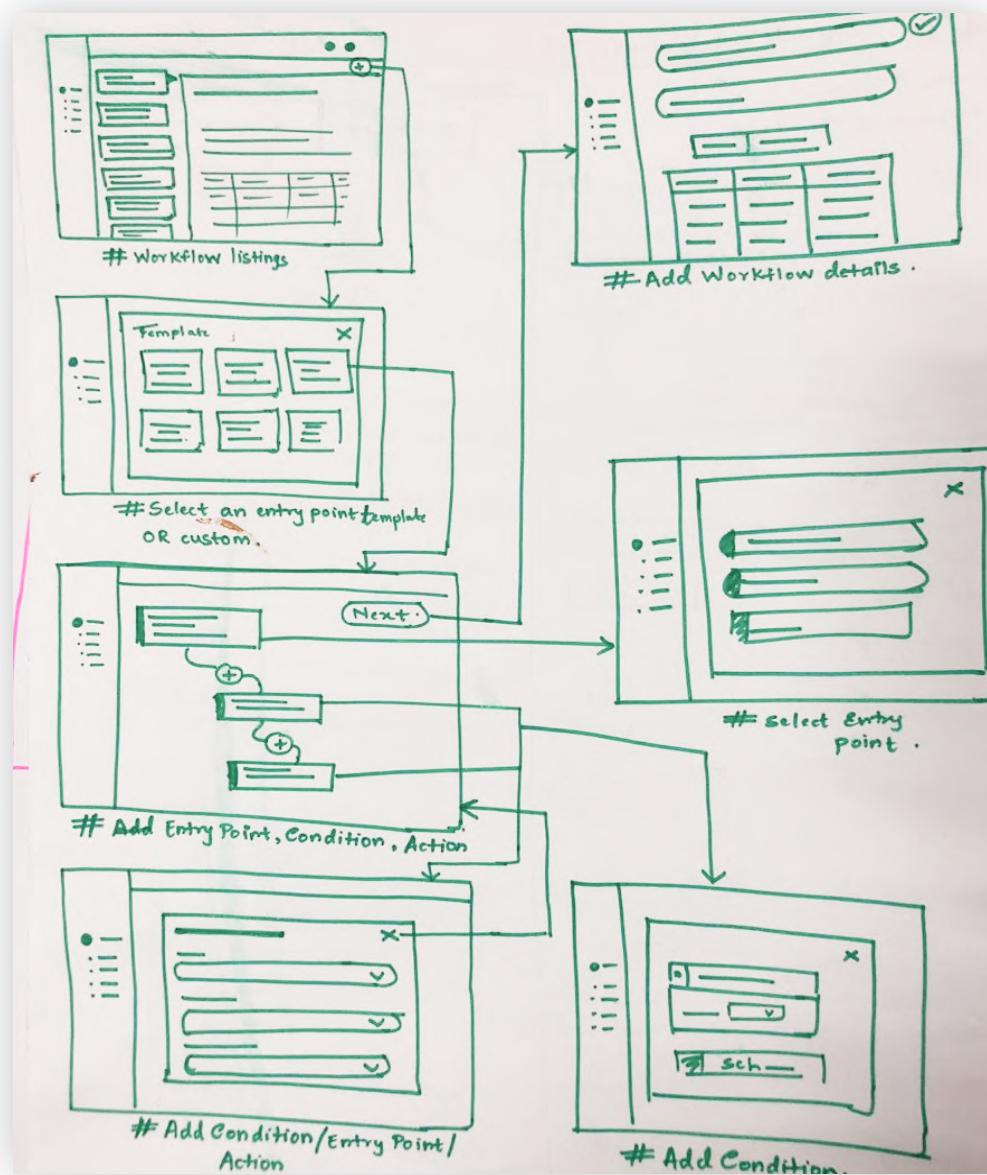
I was responsible to frame a design challenge and analyse it in order to arrive at a solution. I collaborated with the project manager to come up with a common messaging center which will have messages from different sources like emails, SMS, chats, inquires on the same interface. I wireframed the screen designs and defined the data points. After that, I collaborated with our UI designers to develop the UI designs.

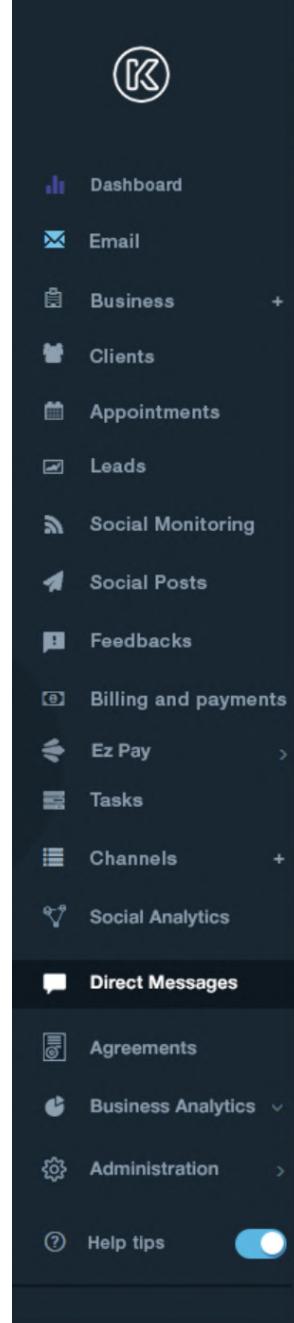
Process Followed



Deliverables

Wireframes





Inbound Messages Outbound Messages Lists Templates Automation

Filter by: Source, Recent, Lorem, Aenean consequat, Quisque, Aenean consequat, Quisque, Aenean consequat, Clear Filters X

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WE ENJOYED SEEING YOU TODAY!
RANK YOUR FEEDBACK
★★★★★

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Chat Thread

Sed vel elit quis eros consectetur venenatis pulvinar ut ante.
Today, 4:30 PM

Sed vel elit quis eros consectetur venenatis pulvinar ut ante.
Today, 4:40 PM

Click to reply via email

Type here...

Before
Messaging feature was distributed as Emails,
Feedbacks, Social Monitoring,
Direct Messages

After
Messages from all the sources displayed in a single screen

Role - Product Manager | Organization - Prodio Designworks

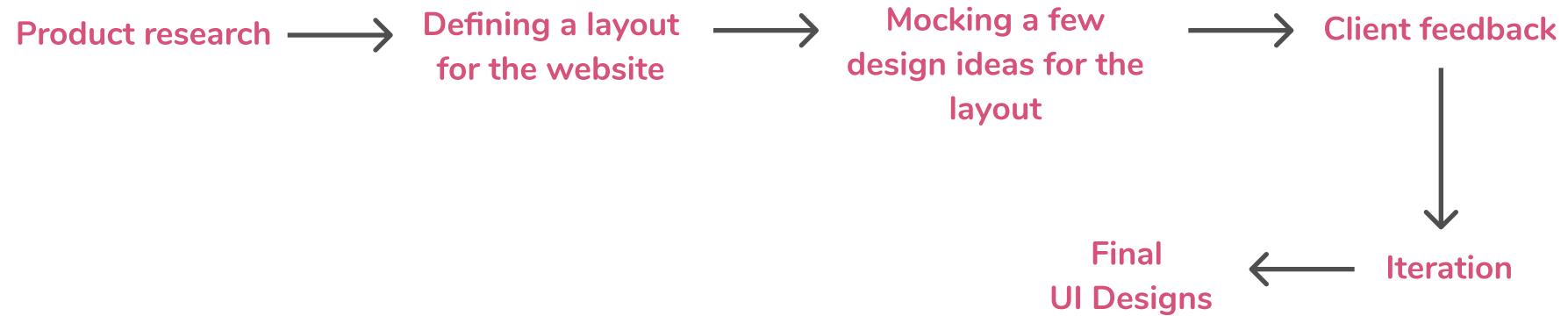
Project Brief

Setu, a brand of nutrition supplements wanted to re-design their existing ecommerce website. The website lists various products of setu where the user can buy them as well as provides detailed information on the products and ingredients used in the product.

My Role

As the product manager I am practicing agile product management. I defined the why, when and what of the product. I also defined the layout of the entire website and wireframed the screens. The UI designs were developed by our UI designer Ram. I am also responsible for presenting these designs; basically coordinate and manage all the activities of design and development.

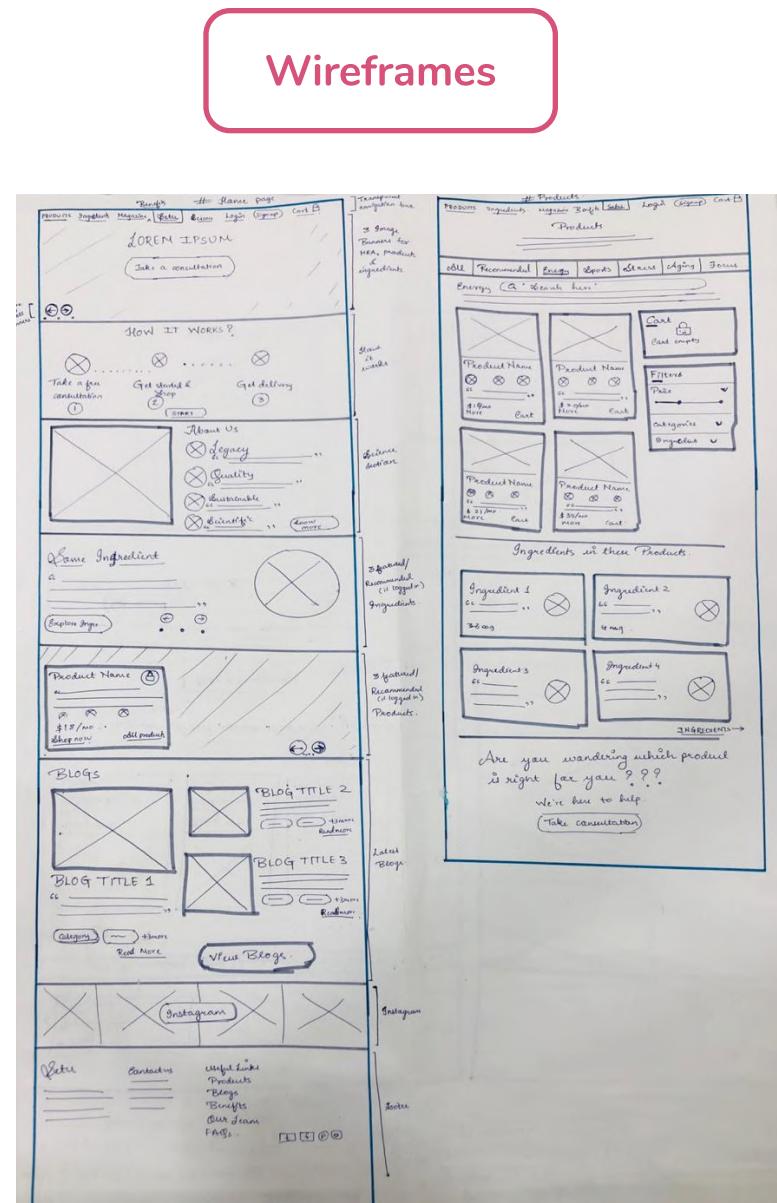
Process Followed



Deliverables



Sitemap



Wireframes

LUTEIN
"Keeps your eyes healthy"

Description

Popularly known as the "eye vitamin", Lutein is one of two major carotenoids found as a color pigment in the human eye (macula and retina). It is thought to function as a light filter protecting the eye from harmful blue light damage. Lutein is also responsible for its role as a color pigment in the human eye (macula and retina). It is thought to function as a light filter, protecting the eye tissues from sunlight damage. Lutein level depletion happens due to lack of right nutrition and body's individual metabolism capability to process. Maintaining the right levels via natural supplementation support today's lifestyle.

- Supports eye health
- Promotes healthy skin
- Enhances mental performance
- Improves sleep quality

What to expect?

- Lutein has shown benefits such as - reduced headaches, better sleep quality, reduced stress, improved vision quality, eye sensitivity to light. Recent studies have also shown cognitive benefits like better memory and improved reasoning ability.
- Supports eye health by boosting lutein levels in the macula- specialized area of the eye that is responsible for central vision
- Promotes healthy skin, Lutein a pigment in the skin protects against damaging UV light
- Enhances mental performance - As studied in extensive research, lutein is important for mental sharpness and healthy aging

Research

- In published clinical studies, Lutemax® 2020 has been proven to promote healthy eye function by an increase in macular pigment density and improvements in Photostress Recovery and Glare which are direct indicators of improvements in visual performance and reduced visual fatigue. [Read More](#)
- Supplementation with Bilberry has shown improvements in subjective symptoms of eye fatigue, ocular fatigue sensation, ocular pain, eye heaviness, uncomfortable sensation, and foreign body sensation. [Read More](#)
- N-acetyl glucosamine is a precursor of hyaluronic acid which lubricates the eyes by better corneal wound healing and increasing moisture content in the eyes. [Read More](#)

Our products with Ingredients

Setu Lutein
"Loren ipsum dolor saten"
\$25

[View](#) [Add to cart](#)

Setu Lutein
"Loren ipsum dolor saten"
\$25

[View](#) [Add to cart](#)

Setu Lutein
"Loren ipsum dolor saten"
\$25

[View](#) [Add to cart](#)

Similar Ingredients

Lutein-
Lutemax2020®
20mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Zeaxanthin
4mg

Potent carotenoid extracted from pure marigold extracts, supports the eyes' ability to protect against light emitted by screens, uv rays and indoor lighting. Setu Eye Max is enriched with 2 times the Lutein in regular vision supplements.

Bilberry Extracts
100mg

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N-Acetyl
Glucosamine (NAG)
200mg

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Setu Eye Max
Lutein Rich - Lutemax
2020
\$ 15

[Buy Now](#)

Description

Setu Eye Max is a dietary supplement containing a daily dose of potent carotenoids and vital nutrients for superior vision protection against harmful blue light. Crafted with the perfect blend of ingredients, including patented and clinically proven Lutemax®2020®, along with bilberry extracts and beetroot extracts, this evolutionary formula helps improve symptoms of eye strain, dry eyes and eye fatigue while enhancing visual acuity and night vision.

- Filters harmful light
- Moistures tired eyes
- Improves sleep Quality

What to expect?

- Blue light emitted by most screens we are exposed to through the day including our mobile phones, tablets and laptops and its continuous emission can be potentially harmful to the retina. Lutein and zeaxanthin a.k.a. "eye vitamins" are a category of carotenoids that have specifically beneficial effects for vision - like protection of your eyes against harmful UV rays or blue light.
- Helps alleviate the discomfort of eye strain and eye fatigue also, many Zeaxanthin in products is only 1 mg while ours is 4 mg - > 4x more than in many products (better resistance to visual fatigue). NAG is A precursor of hyaluronic acid which lubricates the eyes./ bilberry rich source of anthocyanins which help vision under low light. Recent studies indicate that N-AG present in the outer protective layer of the retina is essential for maintenance of healthy vision and protection against age-related eye disorders.
- Helps to support quality sleep by protecting against blue light damage.Frequent exposure to high-energy blue light from digital screens excites the brain and prevent users from falling into a natural, restorative sleep

Research

- In published clinical studies, Lutemax® 2020 has been proven to promote healthy eye function by an increase in macular pigment density and improvements in Photostress Recovery and Glare which are direct indicators of improvements in visual performance and reduced visual fatigue. [Read More](#)
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Ingredients

Lutein-
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Product USP

Patented Lutemax® 2020

2020-Lutemax® Lutein and Zeaxanthin is a patented combination of the two most important carotenoids that impact vision in a 5:1 ratio of Lutein to Zeaxanthin.

Clinically Validated

Setu Eye Max formulation is a unique combination of ingredients which are clinically studied for the claimed benefits.

Sustainably Sourced

The ingredient Lutemax® 2020 is extracted from marigold flowers which are sustainably sourced to help secure our supplies and reduce risk and volatility in our raw material.

Role - UI /UX Designer | Organization - Sardar Patel Institute of Technology

Project Brief

SPIT-App is an app for students of Sardar Patel Institute of Technology and their parents to view recent announcements, timetable, exam results and attendance.

The image displays three mobile application screens for the SPIT-APP:

- Dashboard:** Shows five main sections: Announcements (megaphone icon), Attendance (list icon), My Calendar (calendar icon), Timetable (clock icon), Assignments (pencil icon), and Exams (document icon). At the bottom are links for Dashboard, About, and Profile.
- Announcements:** A list of announcements categorized by date (Today and Yesterday). Each announcement includes a title, a brief description, a "Read more" link, and a timestamp. A search bar at the top allows users to search for specific terms.
- Weekly timetable:** A weekly schedule for Monday through Thursday. Each day shows a list of classes with subject names, professors, and time slots. There are also "BREAK" periods indicated by grey boxes.

My Role

As a UI/UX designer, I started by understanding the requirements by talking to my professors and some students. Later on I mocked a few design ideas and got some feedback from them. After incorporating the feedback, I designed the final UIs. These were demoed to the principal of the college and were approved by him.

Process Followed



Role - Developer | Organization - Sardar Patel Institute of Technology

Project Brief

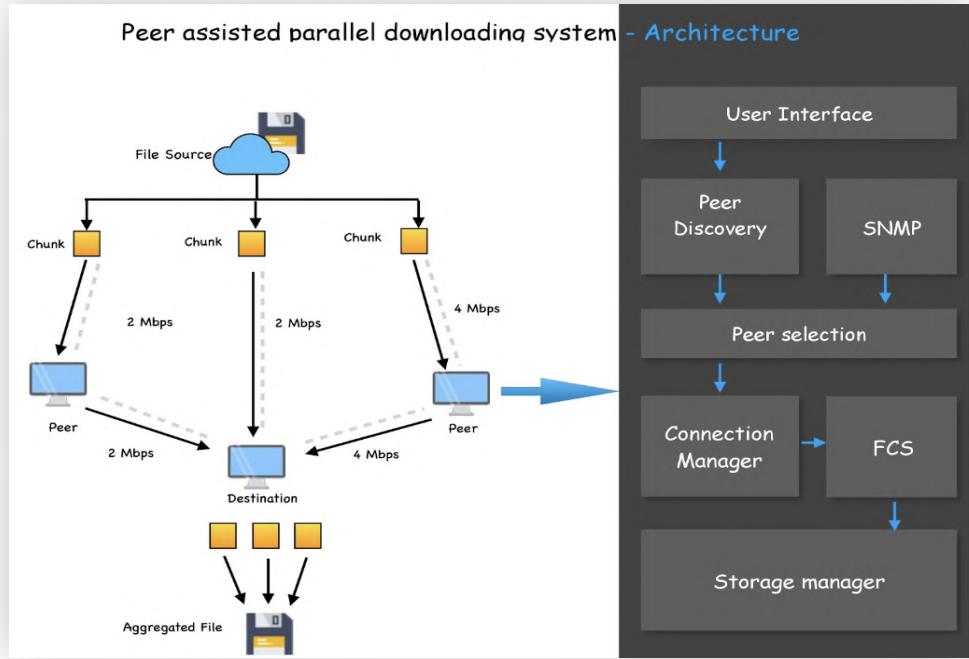
Peer-assisted parallel downloading system uses the concept of segmented file transfer to decrease the download time and also aims to be truly decentralised. The proposed system had peers, that can offer high data transfer rates and are in close proximity to the peer interested in downloading the file, themselves download chunks of the file and stream it to the requestor. This allows the utilization of unused bandwidth while reducing the download time. It used a custom peer scoring logic which penalises free riders in the network to contribute towards assistance helps maintain balance in the network while reducing the overall time for download for peers with low data transfer rates. Tests showed that the overall download time for files can be effectively reduced by 15% for peers with poor data transfer rates.

My Role

I developed the custom scoring logic in accordance to our aim to incentivise the participation of all peers. The main challenge I faced while developing the scoring model was to ensure that high speed peers were not being exploited for dispersion of data in their local area networks. I was tasked with implementation of this logic and this required a peer gossip based meta information propagation to calculate dynamic scores for the peers locally.

Deliverables

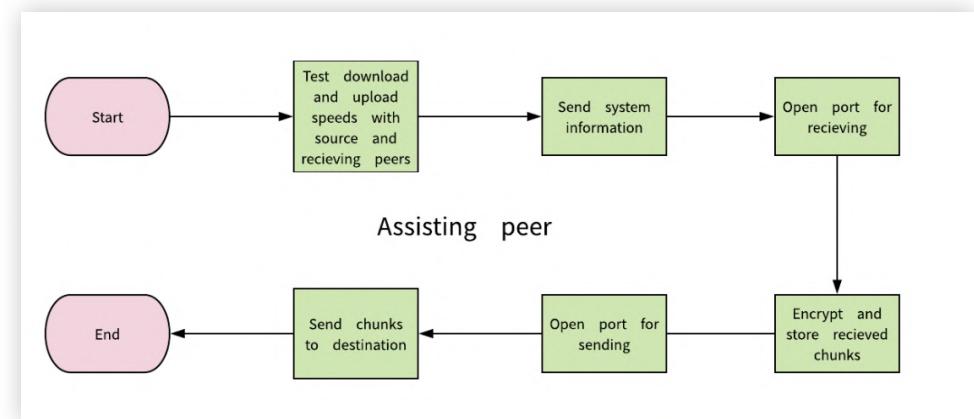
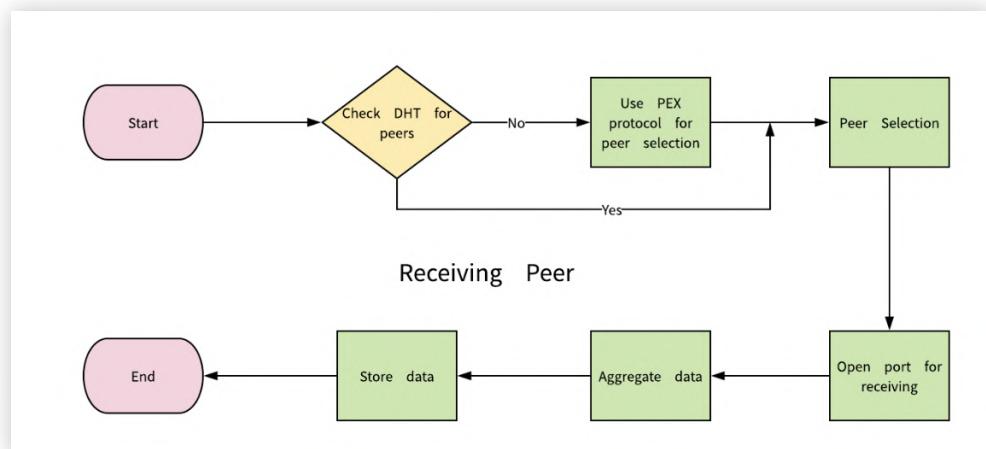
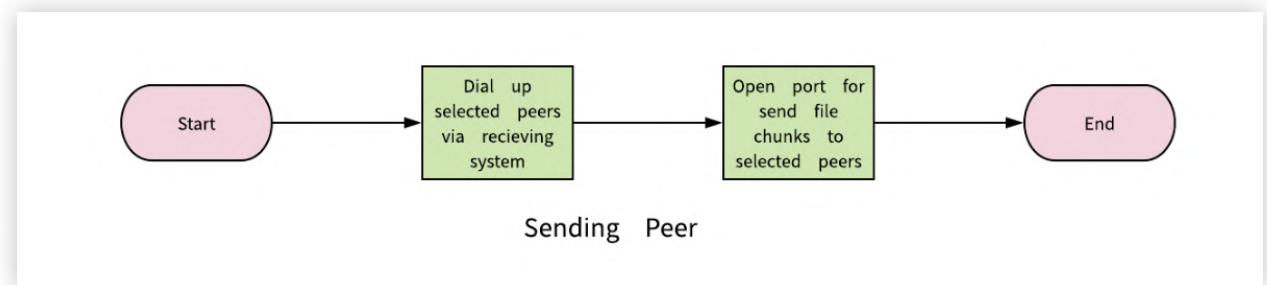
Usecase diagram



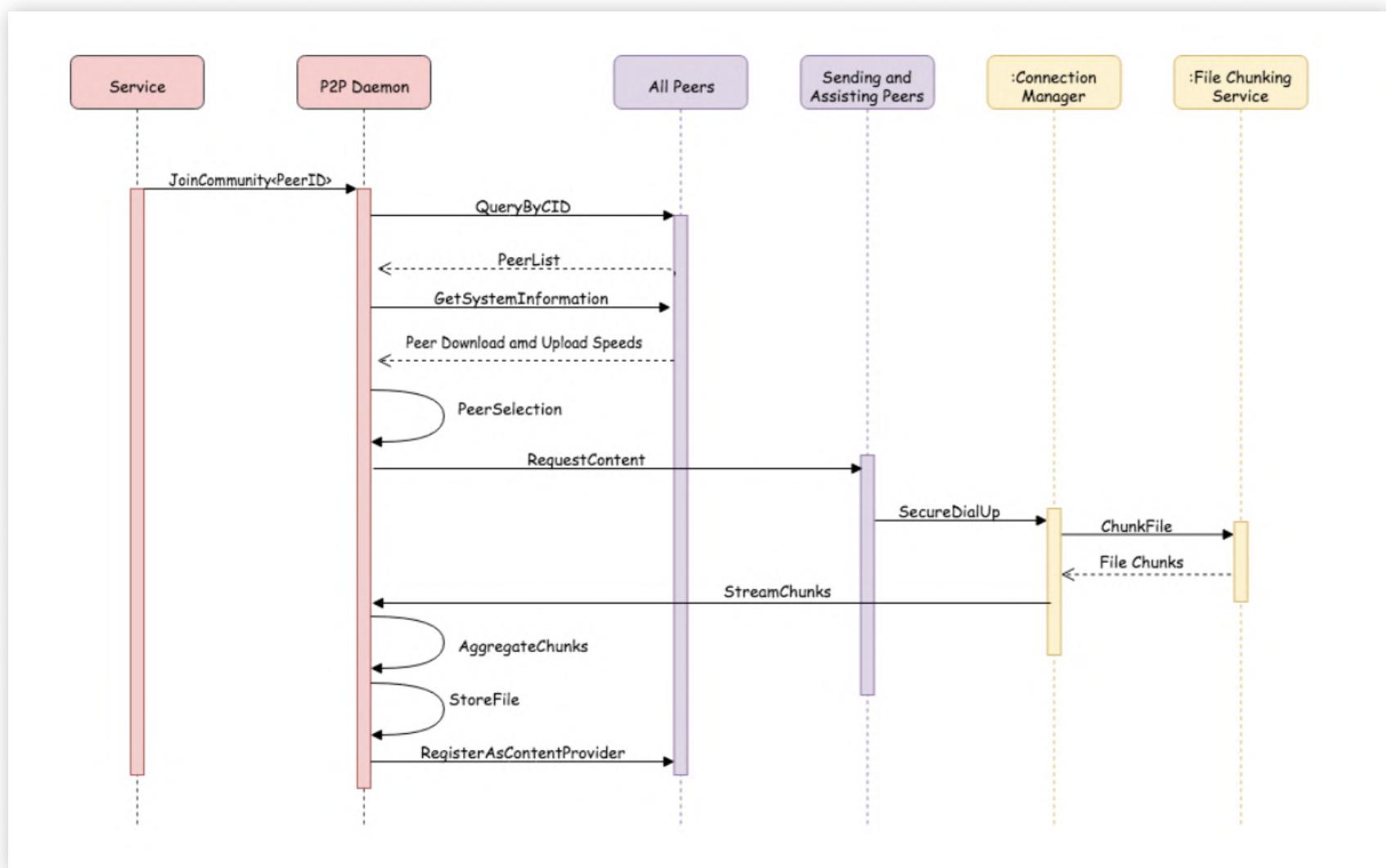
Architecture
Diagram



User flow



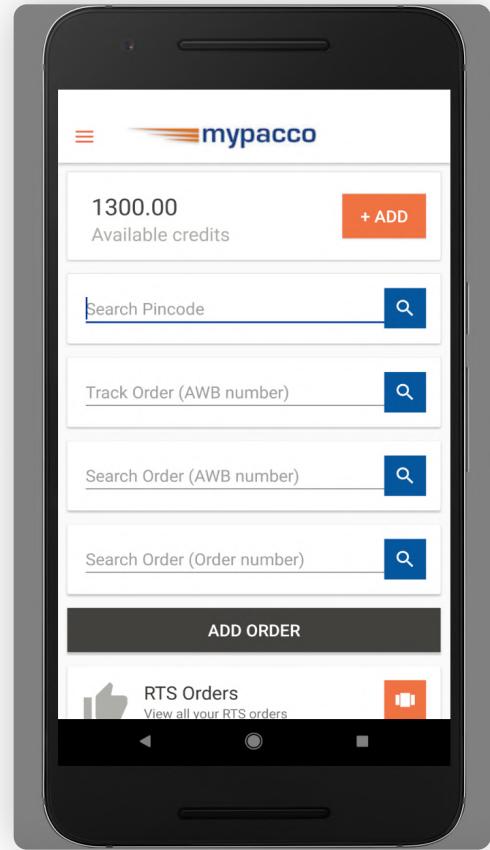
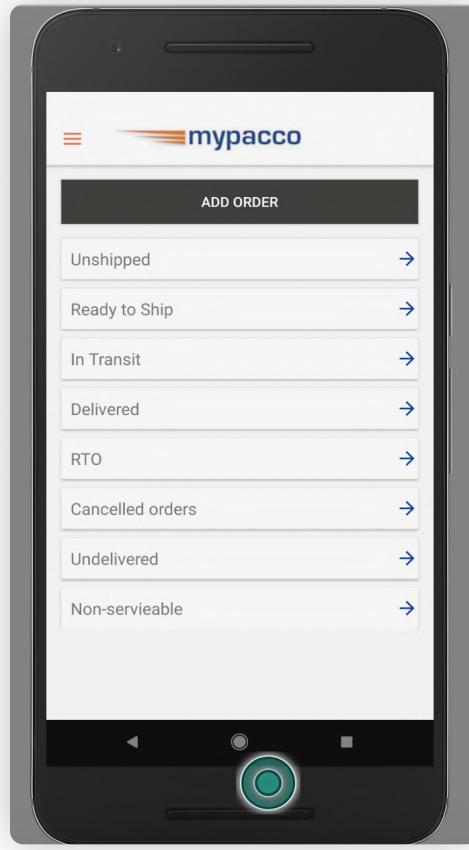
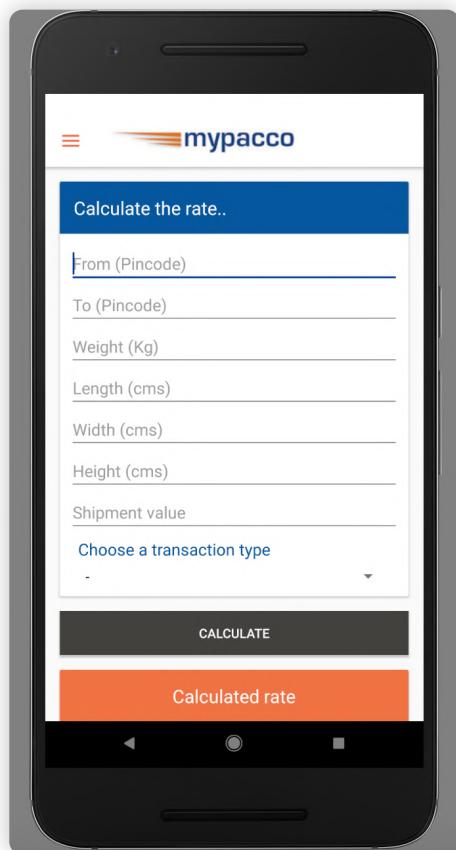
Sequence Diagram



Role - Android Developer | Organization - Cross Trade Ecom Pvt Ltd

Project Brief

Mypacco is a mobile application to send through various services and manage and track your orders. I worked as an Android Developer and singlehandedly designed and developed this application.



Role - Developer

Organization - Sardar Patel Institute of Technology

Project Brief

I along with 3 other students were selected for the development of a website for Information Technology Student's Association (ITSA). The purpose of the website was to highlight the work done by the association and present information about the students, events and workshops conducted by ITSA.

The screenshot shows the 'Achievements' section of the ITSA website. At the top, there is a navigation bar with links for Committee, Workshop, Achievements, and Developers, along with the ITSA logo. Below the navigation bar, the word 'Achievements' is centered in a large, bold font. The main content area contains several sections: 'Achievements' (with sub-sections for Second Year (Extracurriculars) and Second Year (Sports)), 'Third Year (Extracurricular)', and a footer section. The footer includes a copyright notice for 2017 and a link to the Terms and Conditions page.

The screenshot shows the 'Workshops' section of the ITSA website. It features a similar header with the navigation bar and logo. The word 'Workshops' is centered in a large, bold font. The main content area lists various workshops: Orientation (2018), Trek to Prabalgad (2018), Photoshop Workshop (2018), C Workshop (2018), GitHub Workshop (2019), ITSA-Cup (2019), GitHub Workshop, Trek - Peb Fort, and Web. To the right, there are two detailed boxes: one for 'Orientation' (Year: 2018) and another for 'Trek to Prabalgad' (Year: 2018). Both boxes contain descriptive text and small images.

Thank You!

Reach me @

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