



Simran Mhatre

A Product Designer based in
Mumbai, India



+91-9833178049



mhatresimran007@gmail.com



[linkedin.com/in/simran-mhatre-87aa13139/](https://www.linkedin.com/in/simran-mhatre-87aa13139/)



dribbble.com/simran2797

"I certify that the work included in this portfolio is my own original work. Work included which was conducted as a part of a team or other group is indicated and attributed as such - the other team members are named and a true description of my role in the project is included."

SIMRAN H. MHATRE

Table of Contents

1. Strengths and Skills	3
2. Projects	4
2.1 KnowBi Learning	5
2.2 QuitX	9
2.3 Kinekt	13
2.4 Setu	16
2.5 SPIT-App	20
2.6 Design Cafe	22
3. Daily UI Challenge	23
4. Sketches	26

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 Sets

Sketch



Figma



Invision



Photoshop



Balsamiq



Android Development



HTML, CSS, JS



Node.js



Databases (Neo4j, MongoDB, SQL)



Projects

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.

This screenshot shows the main course listing page on the KnowBi Learning platform. It features a grid of course thumbnails with titles like "How to inject Botox- a course for Nurses, Doctors & Dentists", "Introduction to Dental Medicine", and "Dental Implants". Each thumbnail includes a small video preview, the course title, a brief description, and a "View Now" button.

This screenshot shows the CE Tracking Tool dashboard for a user from the state of Texas. The dashboard includes a summary of credits earned (21), credits required (30), credits remaining (9), and extra credits (0). It also displays three certificates of completion for various courses, including "How to inject Botox- a course for Nurses, Doctors & Dentists" and "Hypnosis to overcome Dentist fear guided hypnosis program". Below the certificates, there is a section for recommended courses related to domestic violence.

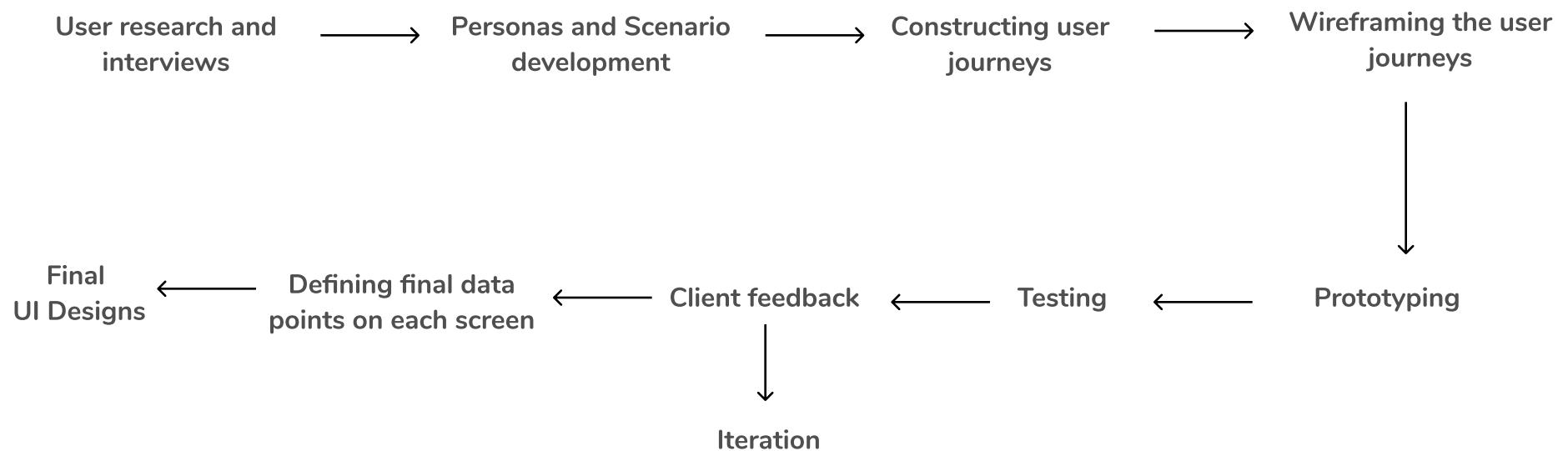
Browse CE course on the KnowBi platform

The CE tracking tool

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



UX 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 mobile 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:

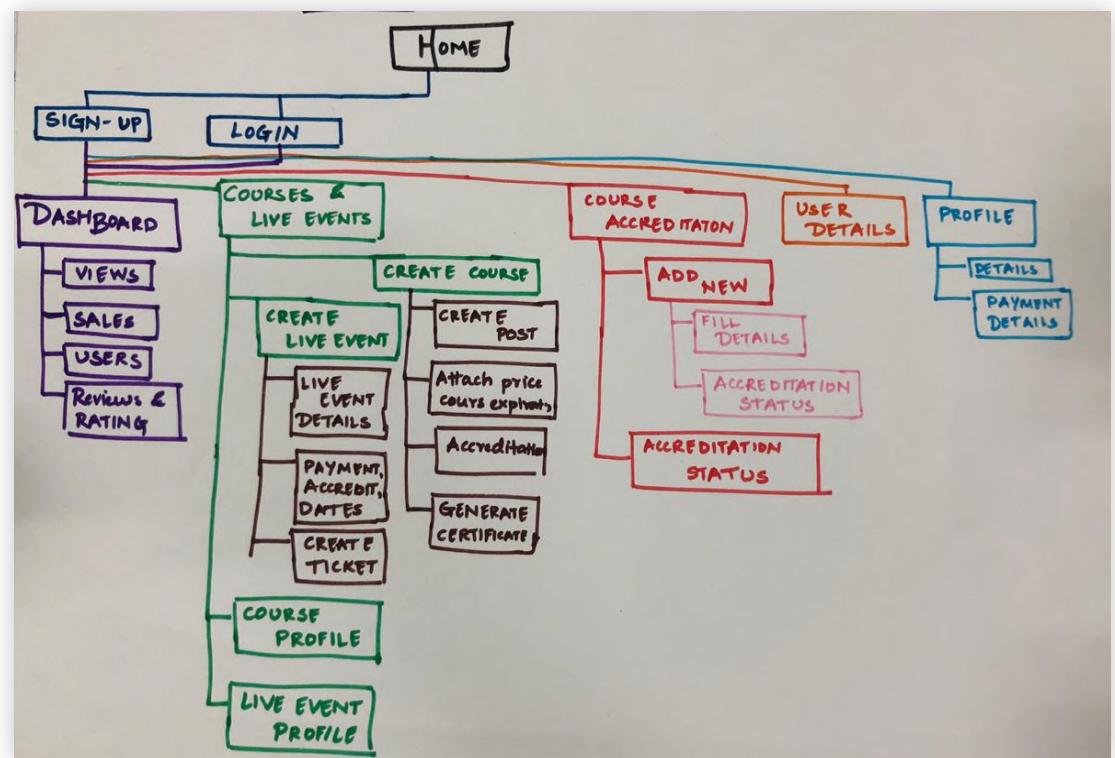
- ❖ Easy Login
- ❖ Easy on boarding procedure
- ❖ Search functionality with specialization and category selection
- ❖ Sortby and filter options for specific specialization and category
- ❖ Filter provides a functionality for finding courses within a specific budget range
- ❖ Easy and smooth content browsing 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).

Personae for KnowBi Learning project

User Personae

Sitemaps

An example of a sitemap I made for the Content provider persona



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:

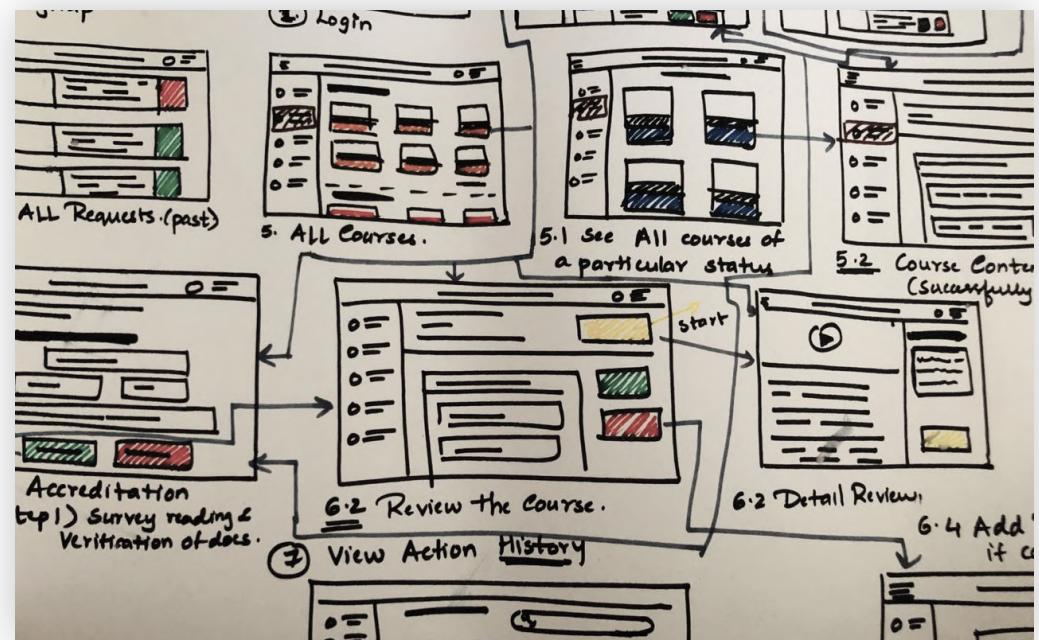
1. Clicks on "my live events" -> if the event is on the same day you are attending, a mark attendance option is displayed on the live event card-> click on mark attendance-> directed to scanning barcode or enter a unique code -> if code is correct -> mark attendance and generate certificate -> view certificate,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

User Journeys for the content receiver persona

User Journeys

Wireframes

Low fidelity wireframes



QuitX

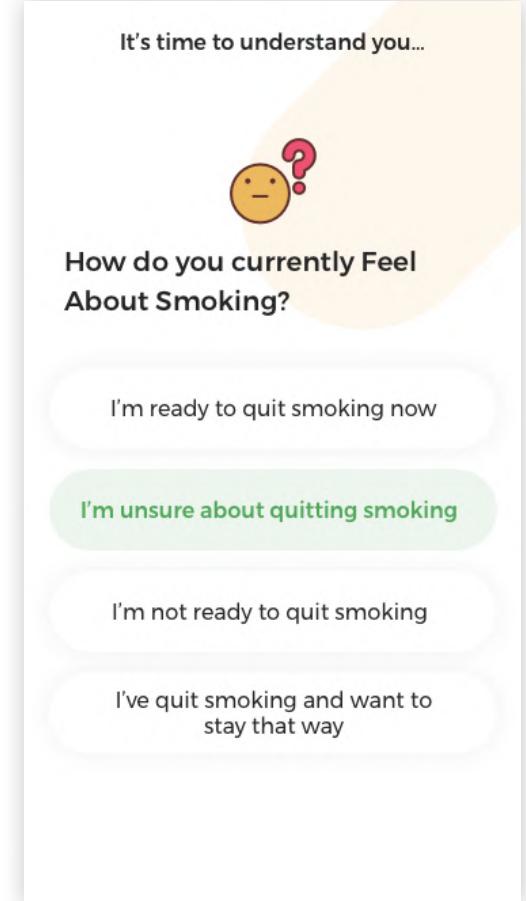
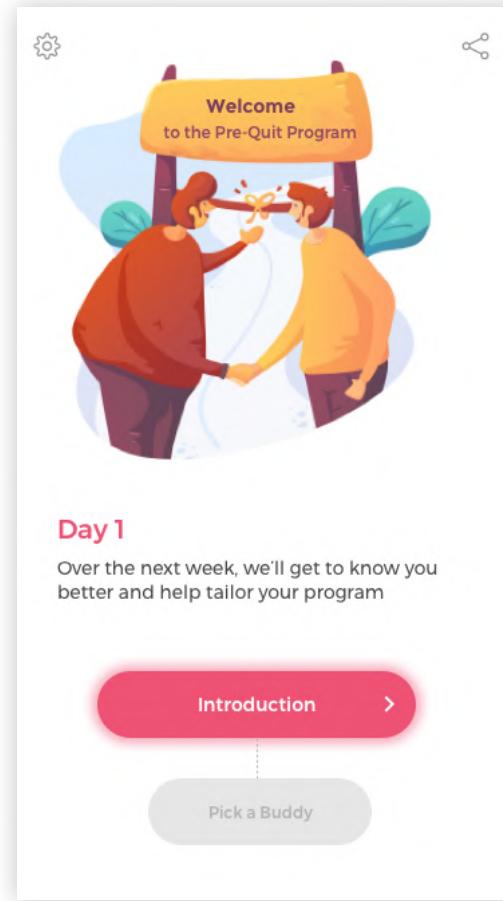
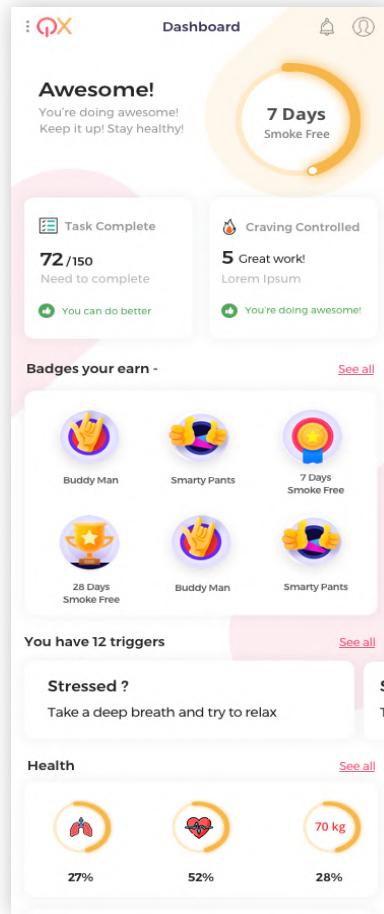
Role - Product Designer

Organization - Prodio Designworks

Project Type - Team

Project Brief

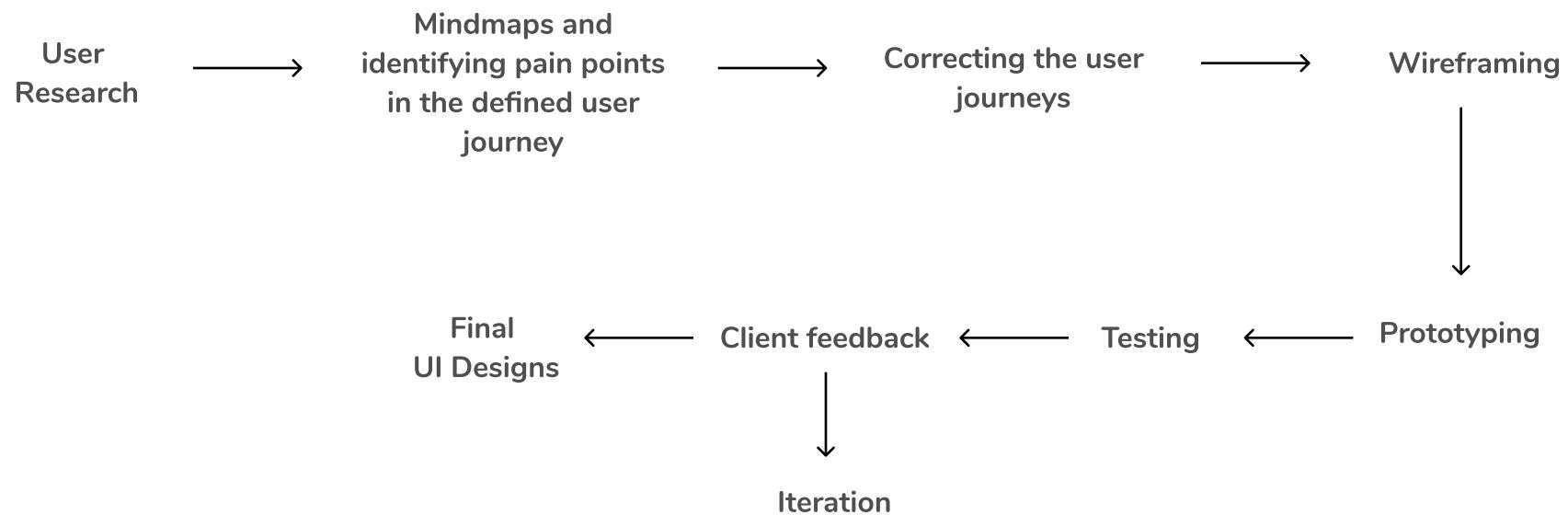
QuitX is a mobile application which generates a personalised quit program for smokers who are willing to quit smoking using a combination of Nicotine Replacement Therapy and Cognitive Behavioral Therapy.

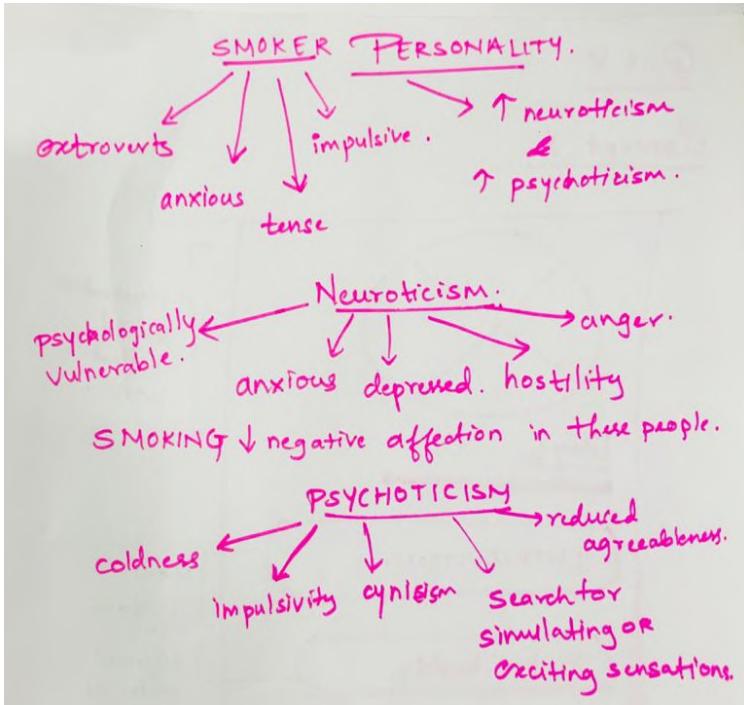


My Role

The client had defined the user journeys and had already conducted user research. My role was to take these materials and construct a design suited for the smoker personality to keep them engaging. I conducted some more research on the users, 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



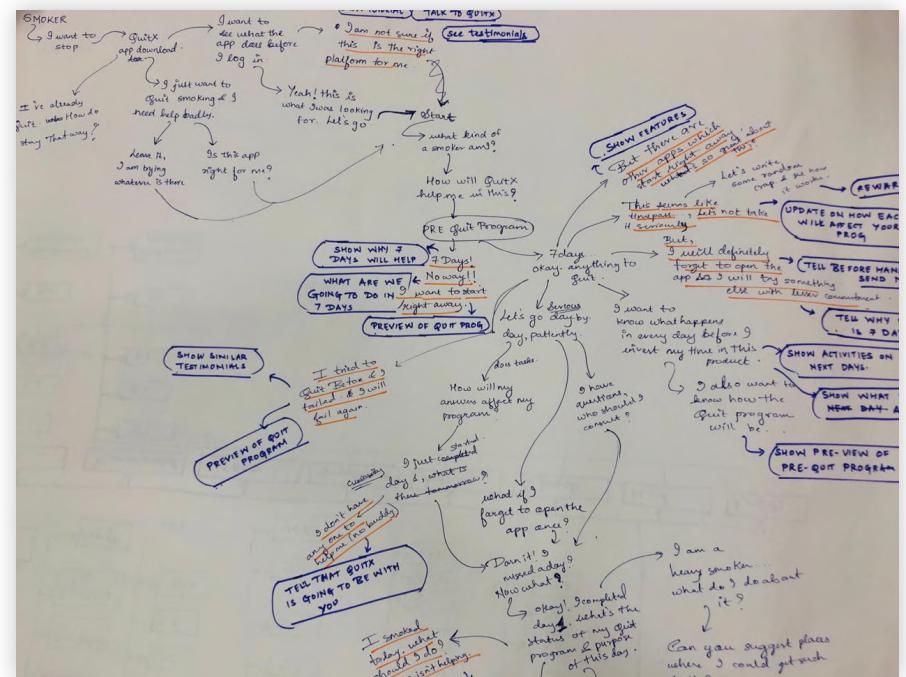


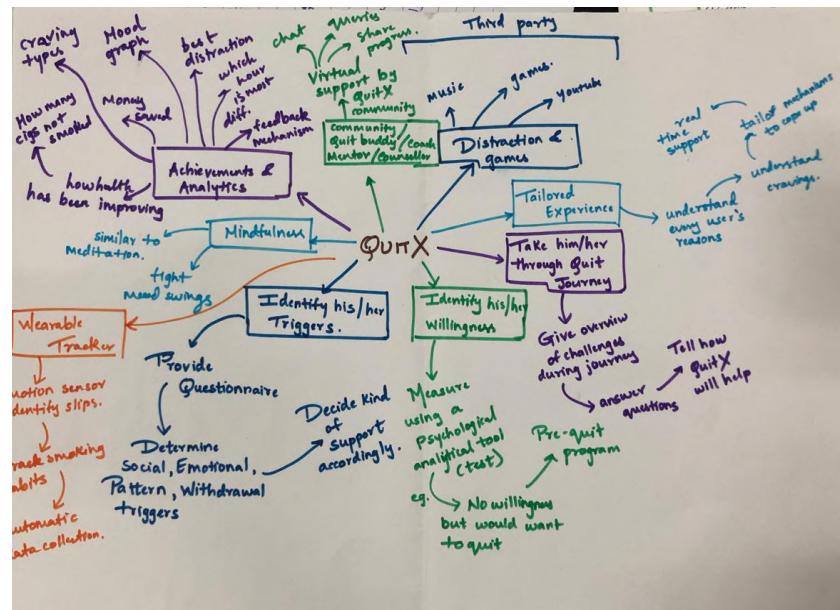
Summary of my research on smoker personality

Understanding smoker personalities

Mindmaps

A mindmap which demonstrated a way in which the smoker will interact with the app



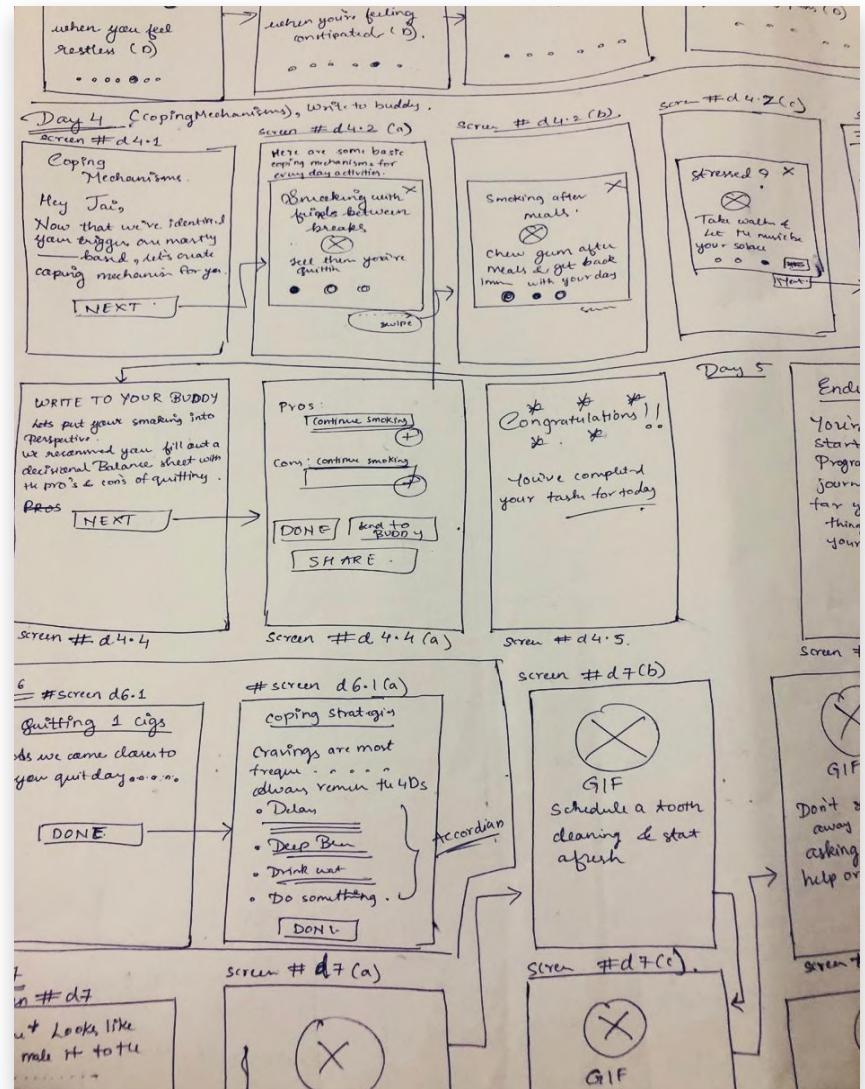


Feature definition of the product

Feature definition

Wireframes

Low fidelity wireframes



Kinekt

Role - Design Analyst

Organization - Prodio Designworks

Project Type - Team

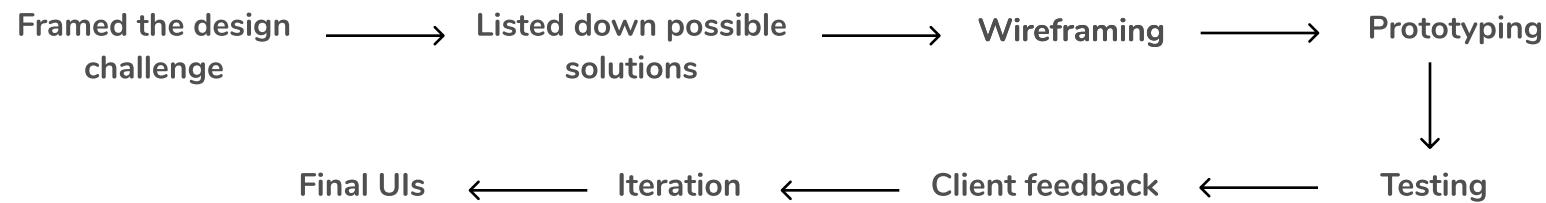
Project Brief

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. We had to re-design it in order to provide a simpler interface for the user.

My Role

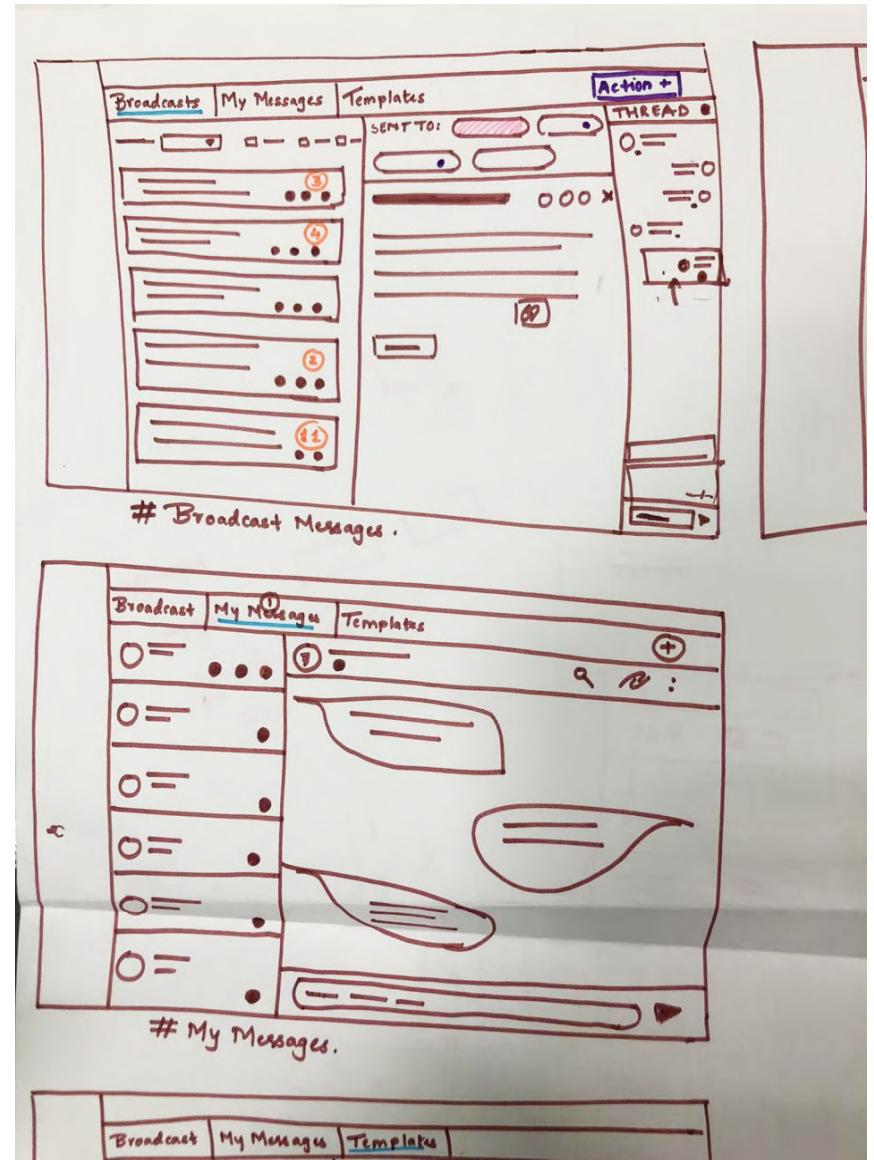
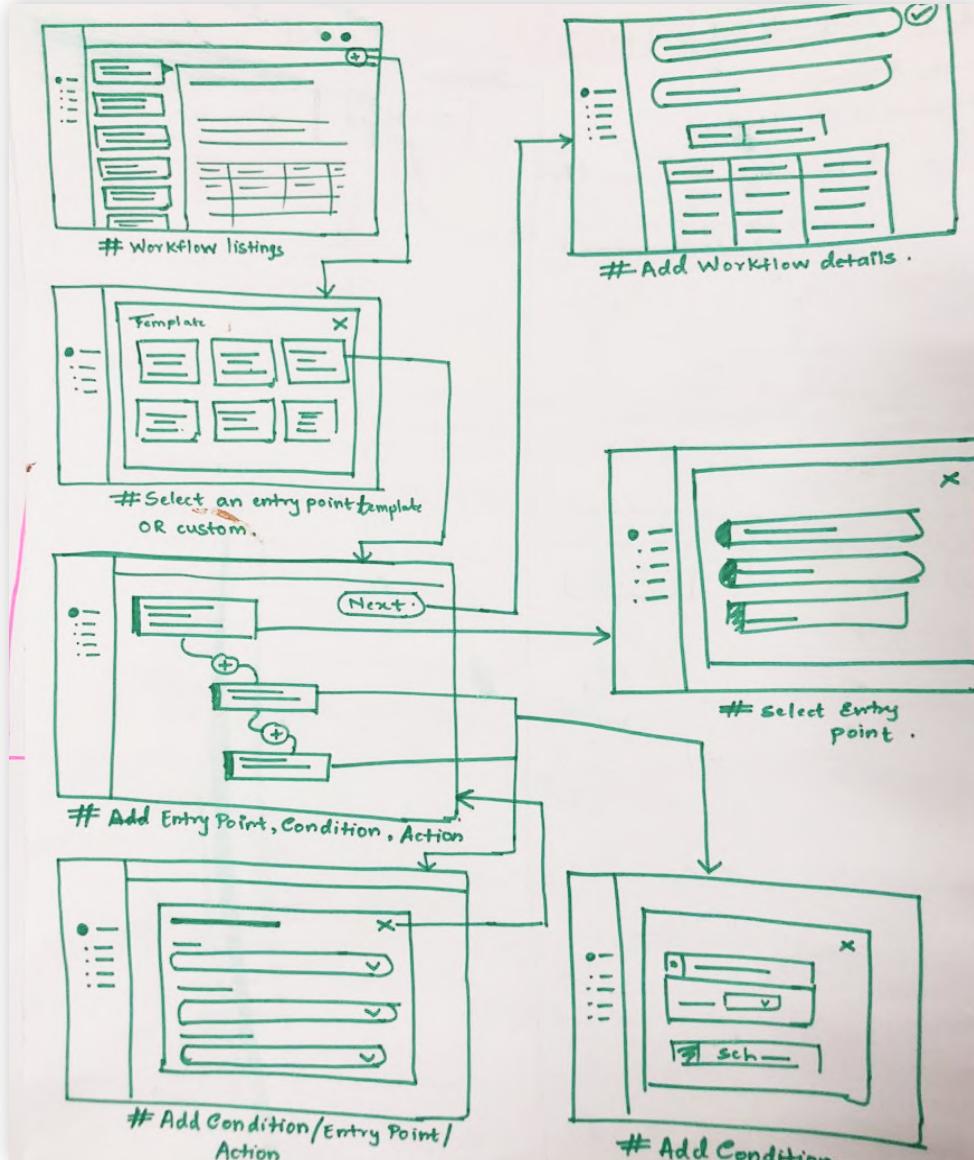
I was responsible to frame a design challenge and analyse it in order to arrive at a solution. I collaborated with the project manager, Mr. Trivedi to come up with a common messaging center which will have messages from different sources like emails, SMS, chats, inquires on the same interface. I wireframed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

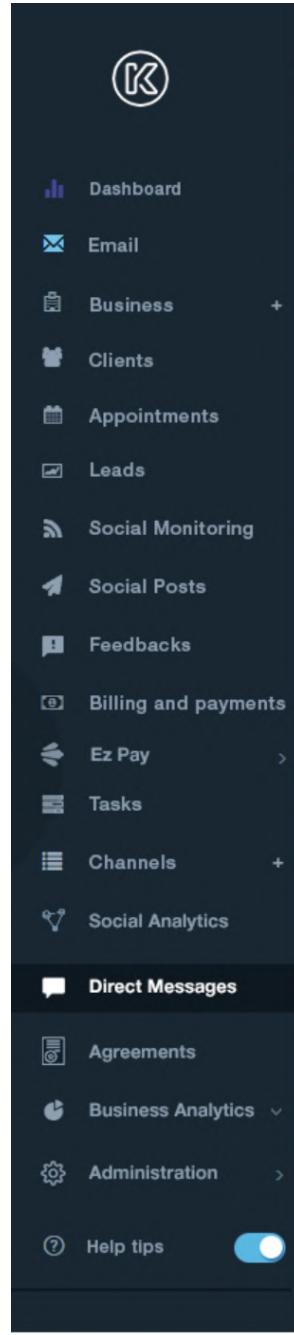
Process Followed



Wireframes

Some ideas which I sketched before developing the final UIs





Before -

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

After -

Messages from all the sources displayed in a single screen

Project Brief

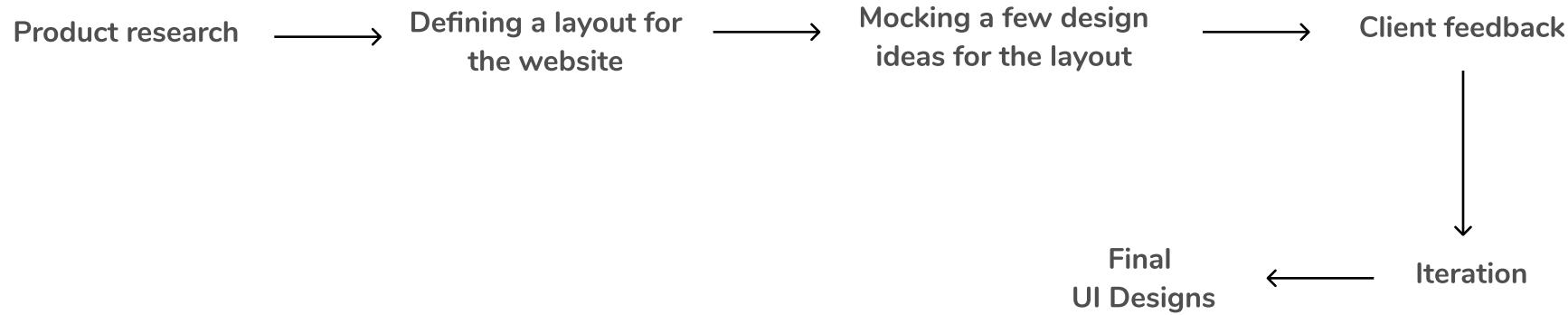
Setu, a brand of nutrition supplements wanted to re-design their existing ecommerce website. The website lists various products of setu where the user can buy them as well as provides detailed information on the products and ingredients used in the product.

The website features a clean, modern design with a light blue header and footer. The main navigation includes 'Products', 'Ingredients', 'Magazine', 'Coals', 'Cart', 'Login', and 'Signup'. The 'Products' page has a search bar and filters for 'Energy', 'Sports', 'Stress', 'Aging', 'Focus', 'Immunity', 'Joint & Bones', and 'Weight'. The product grid shows various Setu supplement bottles with their names and prices. A detailed product page for 'Setu Liver Lift' highlights its benefits for eye health and overall liver function. The 'Ingredients' section lists components like Garcinia Cambogia, Green Tea Extracts, and Vitamin C.

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



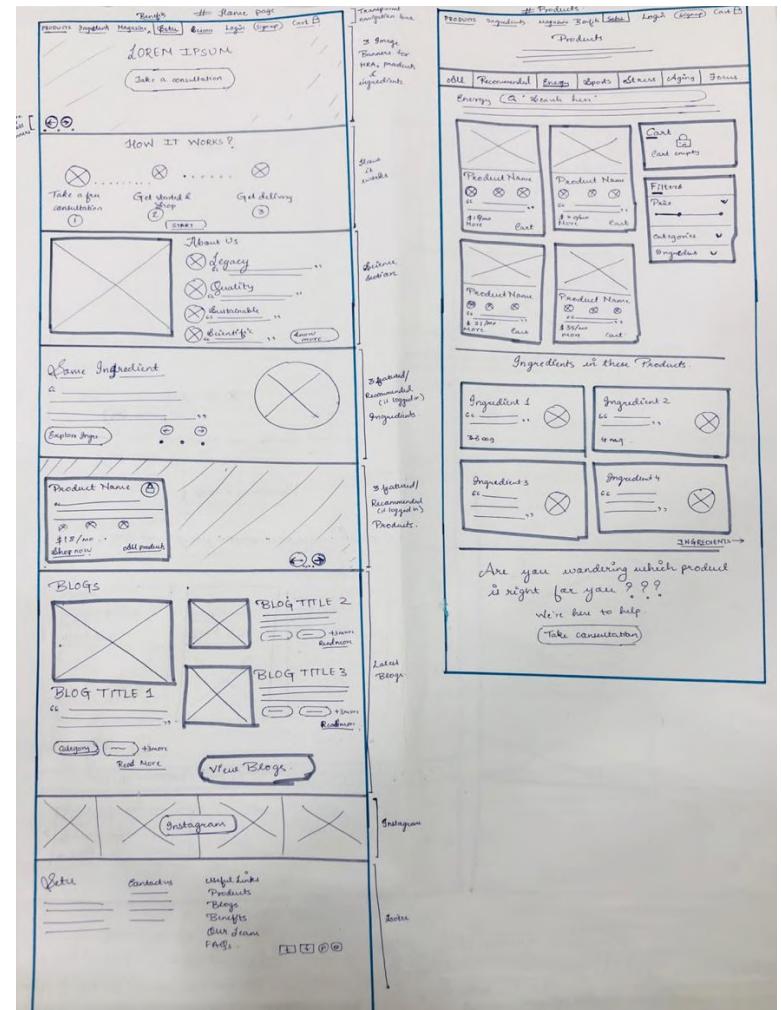


Sitemap for the entire website

Sitemaps

Wireframes

Low fidelity 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 tissues from sunlight damage. 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 tissues from sunlight damage. 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 tissues from sunlight damage. 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 tissues from sunlight damage.

- 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 ageing

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**
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.

Wireframes

High fidelity wireframes

Setu Eye Max
Lutein Rich - Lutemax
2020
\$ 15

[Buy Now](#)

Description

Setu Eye Max is a health supplement providing 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 Lutemax2020®, 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
- Moisturizes tired eyes
- Improves sleep Quality

What to expect?

- Blue light is emitted by most screens we are exposed to through the day including our mobile phones, tablets and laptops and its continuous exposure 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's more than in many products (helps resistance to visual fatigue). NAG is a precursor of hyaluronic acid which lubricates the eyes / bilberry rich source of flavonoids which help retain under eye light. Research studies indicate that NAG 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](#)
- 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](#)

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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 reduces risk and volatility in our raw material.

SPIT-App

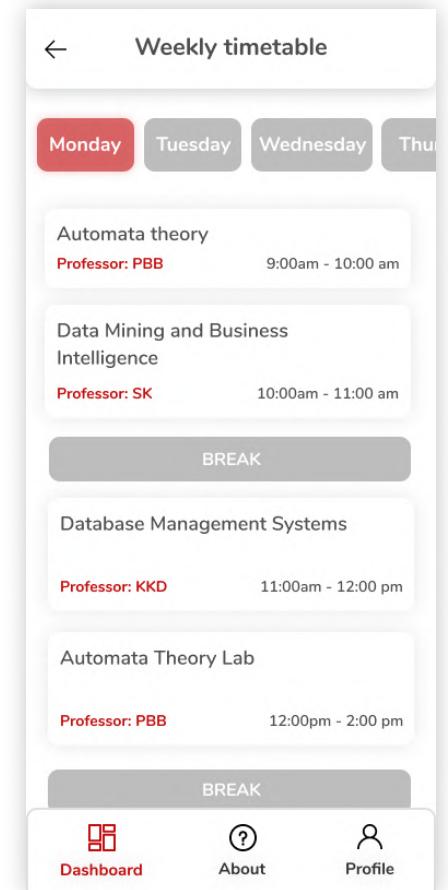
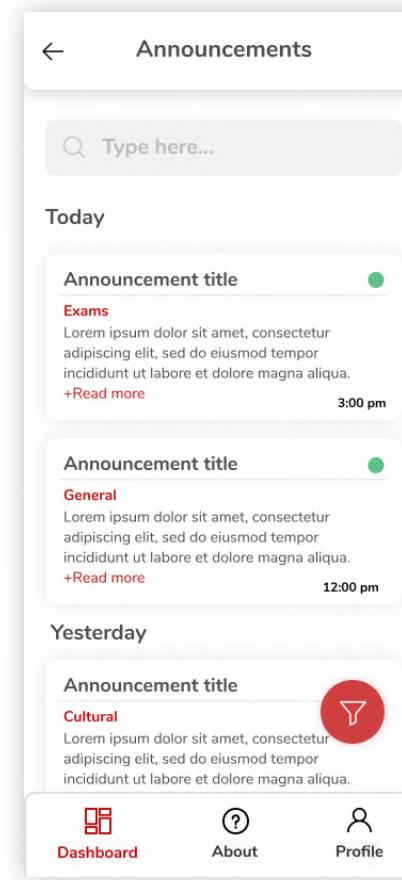
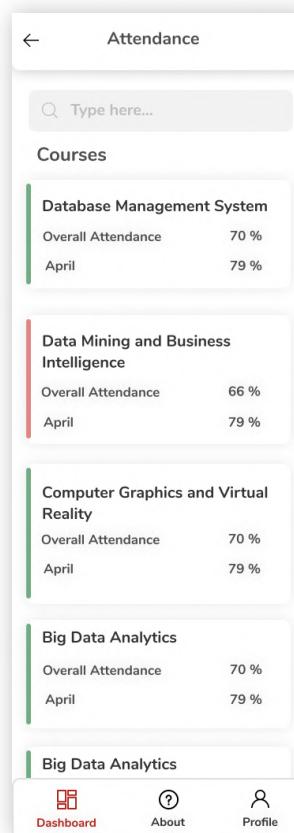
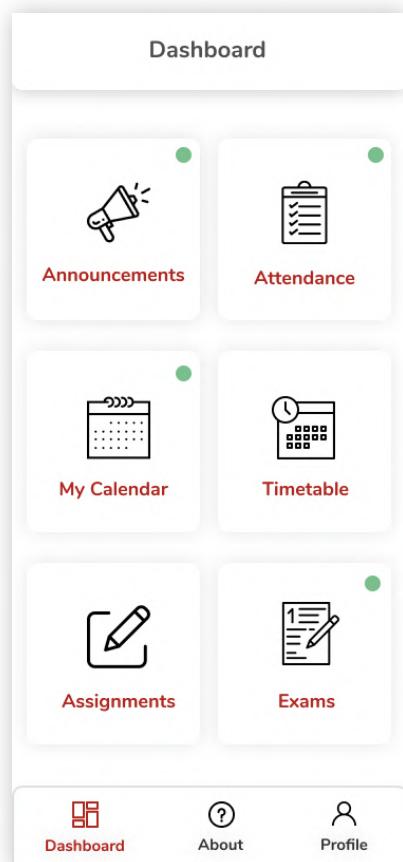
Role - UI /UX Designer

Organization - Sardar Patel Institute of Technology

Project Type - Team

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.



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



Project Brief

A new website had to be developed for Design Cafe, an interior design firm. They had partnered with Prodio Designworks for generating responsive web designs and development of the website.

My Role

I was appointed as the project manager. My responsibilities included the following:

- Managing the design of responsive pages throughout the website and getting client feedback on the same
- Managing the development and ensuring the developed pages are as per the design
- Prioritising development tasks to match the given deadline
- Reporting and tracking bugs and making sure the showstopper ones are solved
- Coordinating the activities between the clients and the development team for smooth delivery

Daily UI challenge

<https://www.dailyui.co/>

SIGNUP

It's completely free !!

Name

Email

Password

Signup

Already have an account? [Signin](#)

Daily UI #001 - Signup screen

Your order [Modify list](#)

Item	Quantity	Price
Fabric Curtains	1	\$ 50
Set of 5 flower pots	1	\$ 30
Comfy Pillows	3	\$ 45
Total		\$ 125

Checkout

Shipping details [Modify](#)

Oscar James
343, Mescaline Street,
Rochester,
NewYork

+1-(454)-1928333
oj@xyz.com

Payment Details

Credit Card number

4555 9999 9999 9

Name on the card

Valid till..

CVV [\(i\)](#)

Purchase

Daily UI #002 - Credit Card Checkout

Daily UI #003 - Landing page

Daily UI #004 - Calculator

Sketches

Sketches



“Freedom”

I took a break from sketching concentrate on my studies during my 10th grade exams. This is the first sketch I made right after exams got over.



“Halloween”

I saw something similar on the internet one day, so I decided I wanted to sketch it.



“Elsa and Anna”

The inner child inside me still loves the Disney princesses.

Sketches



“Potterhead Part -1”

As a child I used to spend endless hours thinking of disappearing into a magical land and studying at Hogwarts.
Gryffindor was the house I wanted to be in...



“Potterhead Part -2”

Well, everyone loves Slytherin because of Severus Snape. Me too, ALWAYS!



“Light in the dark”

I have a fascination of observing still objects and painting them..

Thank You!

Reach me @



mhatresimran007@gmail.com



+91-9833178049