

Sitara Emily Shah

Toolbox

Pen and paint and paper,
Procreate, Sketch, Photoshop,
InDesign, Illustrator,
AfterEffects, Framer.js,
Principle, Invison, Overflow,
Abstract, Zeplin, HTML/CSS/
Javascript, SASS, React.js,
Vue.js, Angular.js, Github,
Public Speaking; check me out
talking about the creativity of
code for TEDx, Mentorship; I
mentor in tech as part of the
Lillian Bayliss scheme,
Volunteering; Foodcycle &
Codebar

Experience

Community Bridges
Lead Graphic Designer
01/2019—Present

Wake Up Well
Lead UI/UX Designer
01/2019—Present

Kagenova
Freelance UI Designer
03/2019—05/2019

Pivigo
Freelance UI/UX Designer
02/2019—06/2019

ClearScore
UI Designer
01/2018—01/2019

ClearScore
Frontend Developer
10/2016—12/2018

Tibor
Art Creative
10/2015—10/2016

Bartle Bogle Hegarty
Junior Creative Producer
01/2014—12/2014

Harry Potter and the
Prisoner of Azkaban
Parvati Patil
01/2003—12/2004

Education

Makers Academy
2016

Bristol University
First
Art History & Fine Art
2009-2012

Latymer Upper School
A levels: Maths (A), Fine Art (A),
Art History (A), Chemistry AS
(A)
2007-2009

Community Bridges

Community Bridges is a non-profit organisation which aims to connect people in their local community and give them a sense of belonging. By combatting loneliness, they want to transform the health and social care system in local communities.

Identity

Magazine Publication

The brief was to design a visual identity which would appeal and be accessible to everyone in the community, from the young and the old, to the hipsters and the mamas. It is friendly, engaging and vibrant, reflecting the diversity of the community we live in in London. The logo plays on the idea of the bridge, which connects people and places. It is flexible can be reassembled in different compositions.

I rolled out this identity across a concept, design and production of a monthly magazine for Peckham, Camberwell and Bermondsey.

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ? ! & @ *

Calluna

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789?!&@*

CB

CB
SEI5



Community Bridges, logo variations



Community Bridges, magazine cover

Kagenova

Identity

Web

Iconography

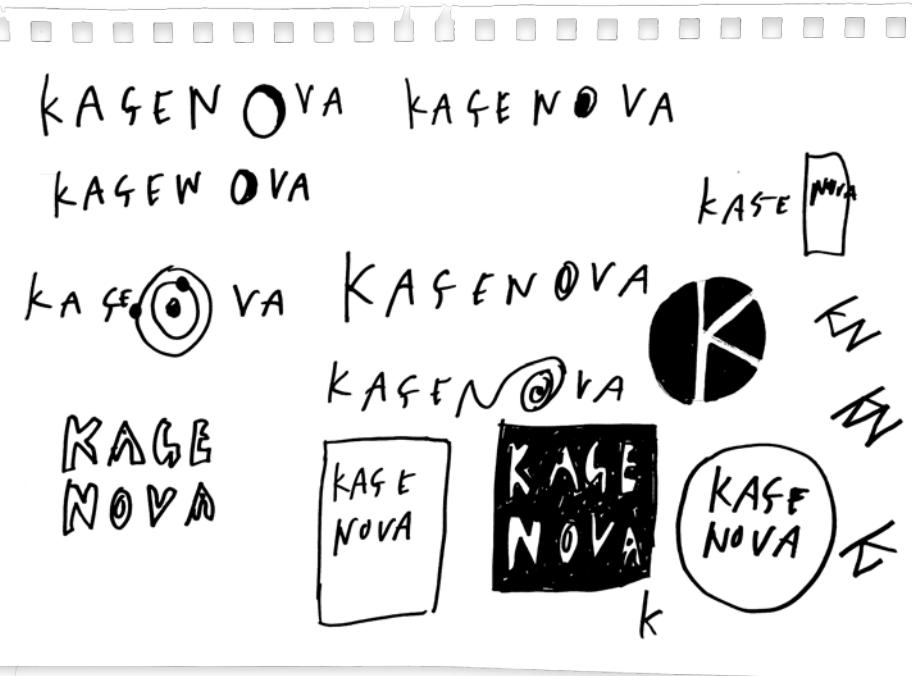
Marketing Assets

Kagenova is a start-up developing core technology to engineer interactive realism in immersive experiences.

Kagenova creates alternate realities. Virtual and physical. Real and imaginary. Light and dark. I explore the symbiotic relationship of these notions in the logo. Negative space is used to create connected, opposing shapes resulting in pairs of binaries. With a nod to the company's astrophysics roots, simple geometric shapes represent an asteroid as well as a planet orbit. These echo the sphere which is core to Kagenova's technology. I brought the logo to life with a little animation which you can view [here](#).

Striking a balance between referencing the deep tech they use whilst being accessible and approachable for everyone, I created an identity which is modern, simple, and playful using flat design. The colour palette references the bright, colourful syntax highlighting used in developer's IDEs. The shapes of the logo are echoed across the website. The primary typeface is Din 2014, which is friendly whilst having a tech-y edge.

www.kagenova.com



Kagenova, initial sketches



Din 2014

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789?!&@*

Benton Sans

AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789?!&@*

HEX #6174fe
RGB 97 116 254
CMYK 62 54 0 0

HEX #1e2134
RGB 30 33 52
CMYK 42 37 0 80

HEX #f29e4d
RGB 242 158 77
CMYK 0 35 68 5

HEX #6ec9ff
RGB 110 201 255
CMYK 57 21 00

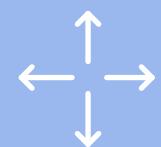
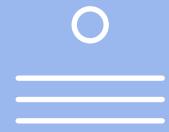
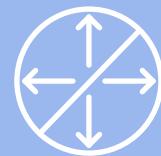
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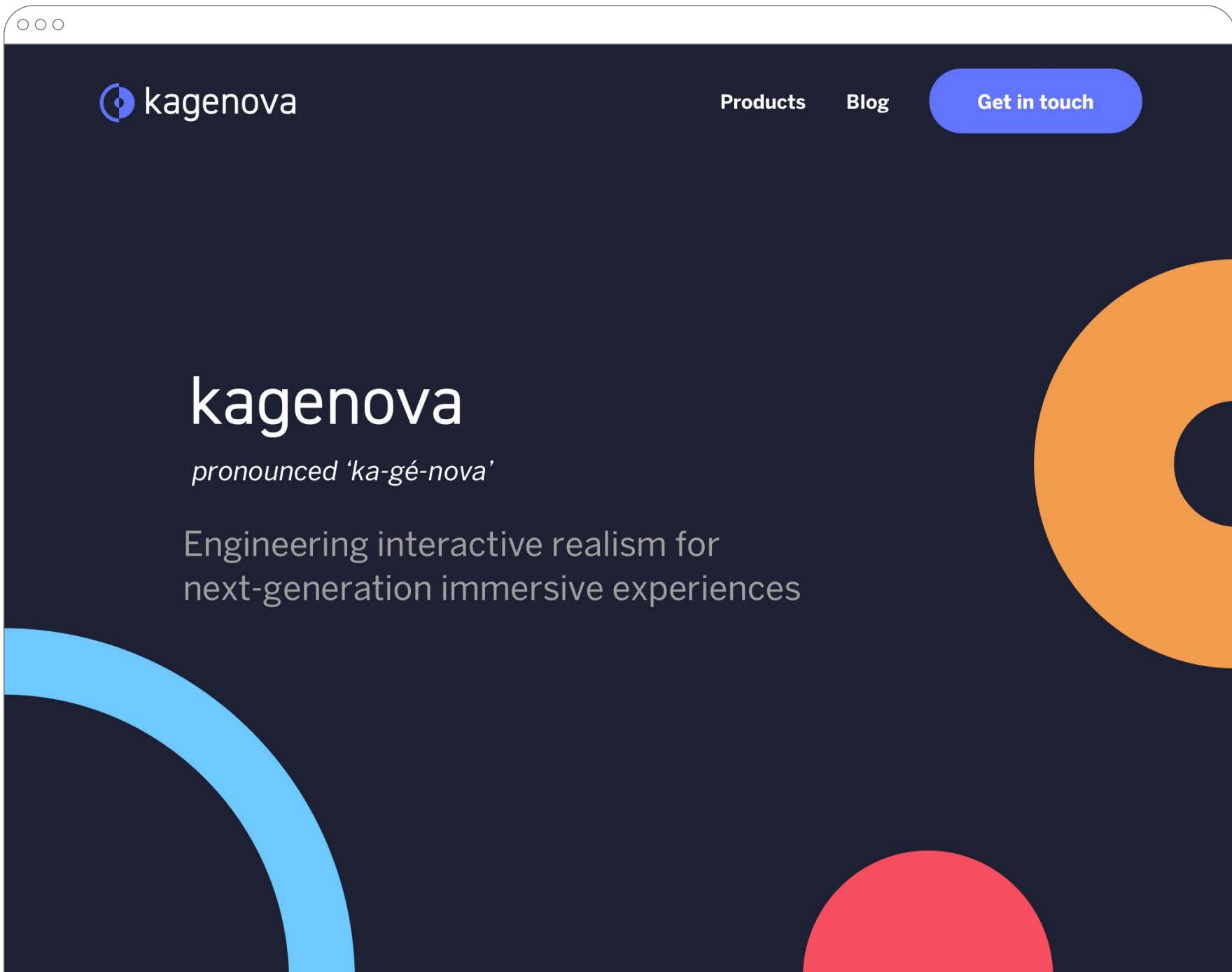
Kagenova, business card



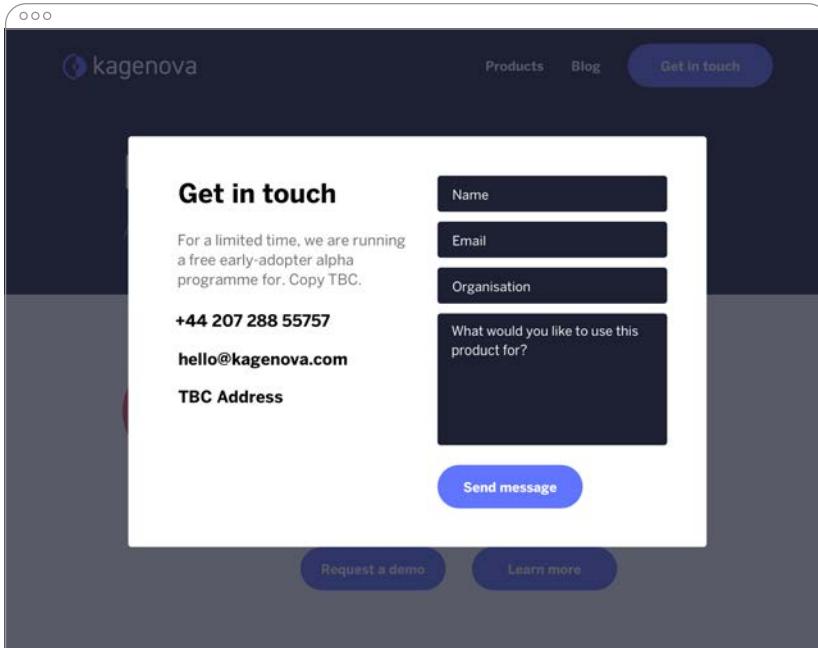
Kagenova, tote bag



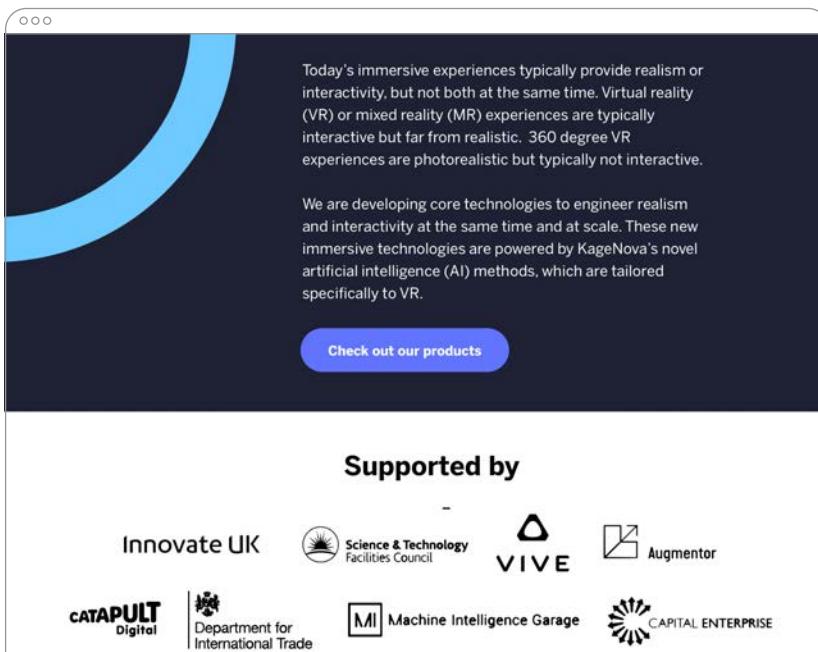
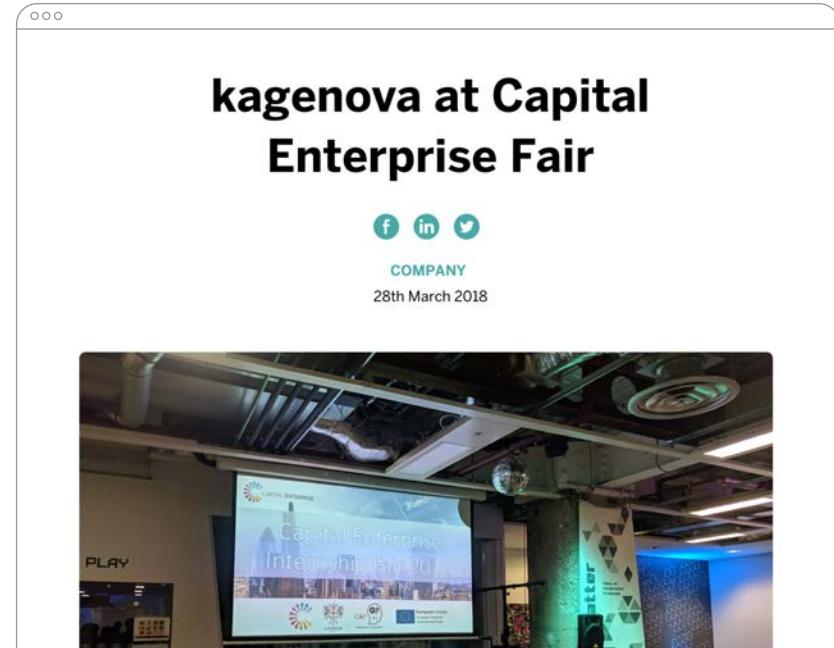
Kagenova, iconography



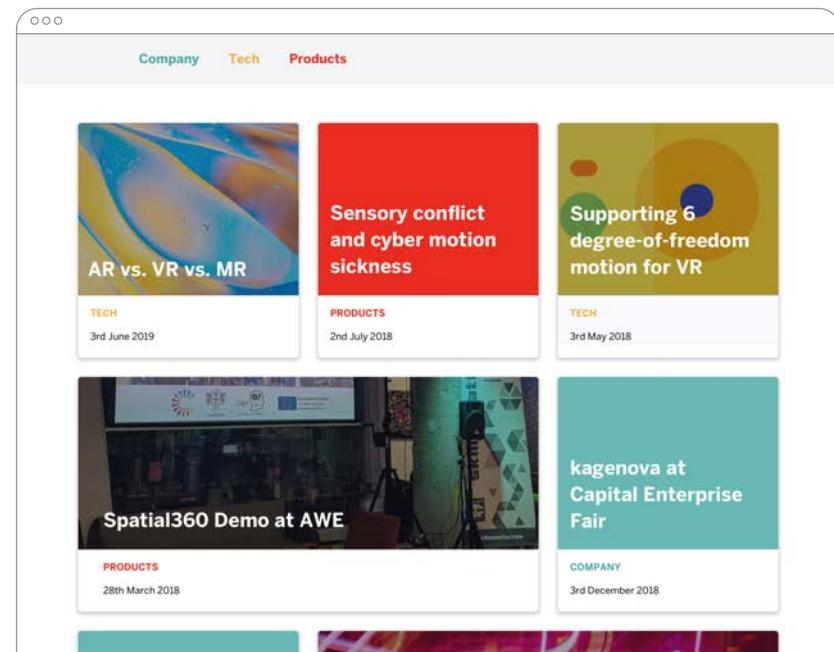
Kagenova, desktop design



The screenshot shows a dark-themed contact form on the Kagenova website. At the top right are links for 'Products' and 'Blog'. A prominent blue button labeled 'Get in touch' is centered above the form. The form itself has four input fields: 'Name', 'Email', 'Organisation', and a larger text area for 'What would you like to use this product for?'. Below these is a blue 'Send message' button. At the bottom of the form are two smaller buttons: 'Request a demo' and 'Learn more'.

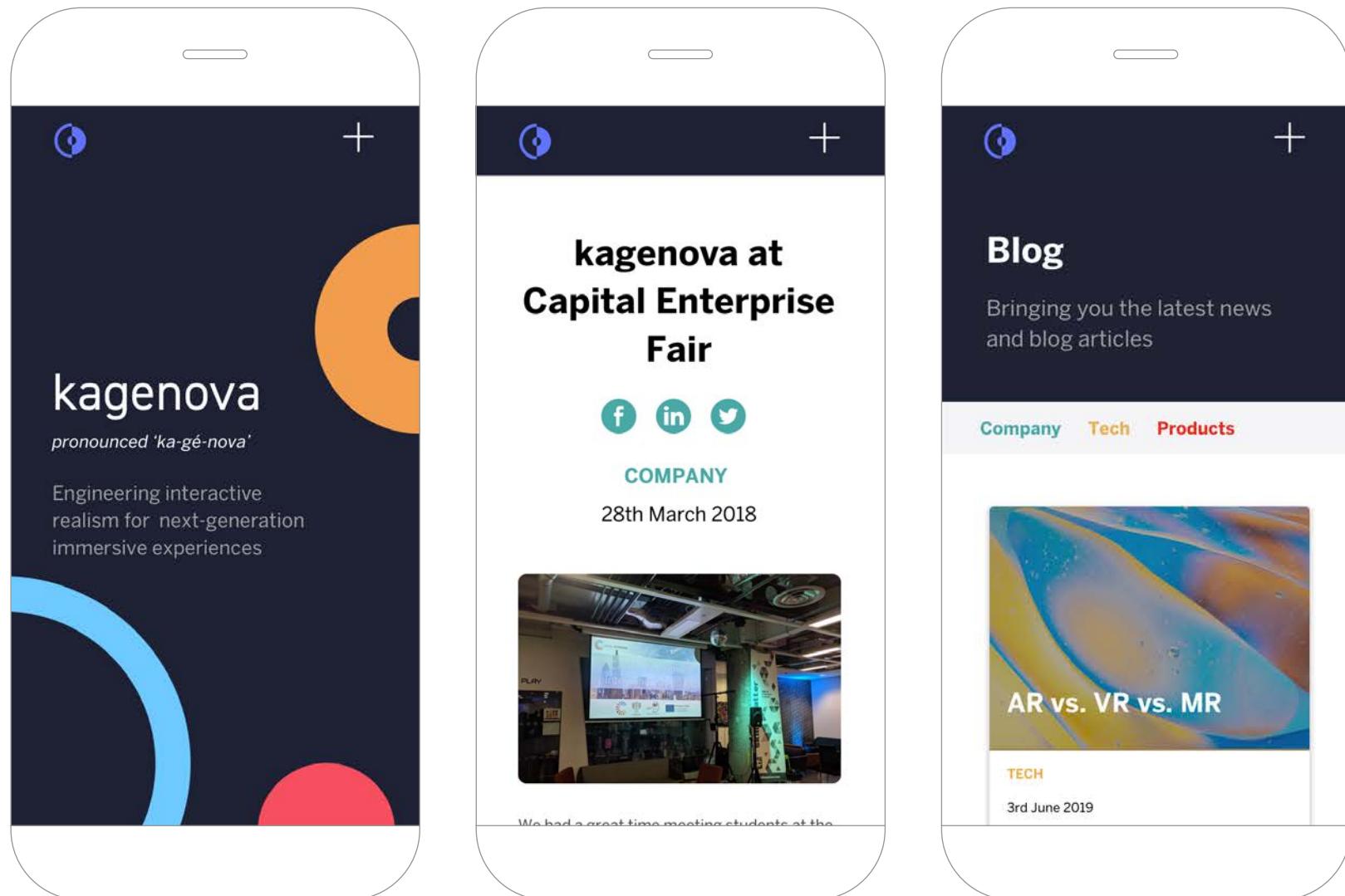


This screenshot shows a section of the Kagenova website dedicated to their core technologies. It features two columns of text. The left column discusses the company's focus on realism and interactivity, mentioning VR, MR, and 360-degree experiences. The right column describes their AI methods for engineering these technologies. A blue 'Check out our products' button is located between the two columns. Below this is a 'Supported by' section listing various organizations.



A screenshot of the Kagenova news section. It displays several cards with news items. The first card is titled 'AR vs. VR vs. MR' under the 'TECH' category, dated 3rd June 2019. The second card is 'Sensory conflict and cyber motion sickness' under 'PRODUCTS', dated 2nd July 2018. The third card is 'Supporting 6 degree-of-freedom motion for VR' under 'TECH', dated 3rd May 2018. The fourth card is a video thumbnail for 'Spatial360 Demo at AWE' under 'PRODUCTS', dated 28th March 2018. The fifth card is 'kagenova at Capital Enterprise Fair' under 'COMPANY', dated 3rd December 2018.

Kagenova, desktop designs



Kagenova, mobile designs



Spatial360, a sub-brand of Kagenova, in which I play with the idea of vision in 360 degree space



Products

Deep tech for next-gen immersive experiences



spatial360

spatial360 brings 6 degree-of-freedom (6DOF) motion to 360° VR experiences to allow users to move freely in scenes. By providing 6 DOF, this creates greater presence and reduces cyber motion sickness. It is built so that you can use on your existing hardware, existing content and existing workflows.

[Watch the video >](#)

[Request a demo](#)

[Learn more](#)

Pivigo

Pivigo connects organisations with a community of data scientists to help them understand their data. At the forefront of the latest technology, they implement solutions using AI and Machine Learning.

Web

Infographics

Emails

Marketing Assets

Keeping with their existing brand identity, I redesigned the website to reflect this tech forward thinking and stand them out from the crowd. Space is created for the heavy content and colour used to guide attention as well as delight the user. I created a simple prototype playing around with colour as the user scrolls [here](#).

Data isn't just numbers and for geeks in basements. Data is everywhere and impacts everyone/is everything. Playing with this notion, I explore the magical, slightly mystical side of data, abstracting it as colour and texture.

www.pivigo.com

The screenshot shows the homepage of Pivigo's website. At the top, there is a navigation bar with links for 'For Businesses', 'For Data Scientists', 'Case Studies', 'Blog', and 'About Us'. A language selector 'EN(UK) ▾' is also present. Below the navigation, the main headline reads 'Creating global opportunities with data science'. A subtext below it says 'We connect businesses with highly talented data scientists'. The background features a large, abstract image of a flower with red, yellow, and blue petals. Two sections are highlighted: 'For Businesses' on the left and 'For Data Scientists' on the right, each with a 'Find out more →' button.

ooo

For Businesses For Data Scientists Case Studies Blog About Us EN(UK) ▾

Creating global opportunities with data science

We connect businesses with highly talented data scientists

For Businesses

Find out more →

For Data Scientists

Find out more →

The screenshot shows a landing page with a large, abstract background image of a flower. Overlaid on the image is the text 'Unlock the power of your data'. Below this, there is a call-to-action button labeled 'Speak with us today →'. At the bottom of the page, there is descriptive text about Pivigo's mission and services.

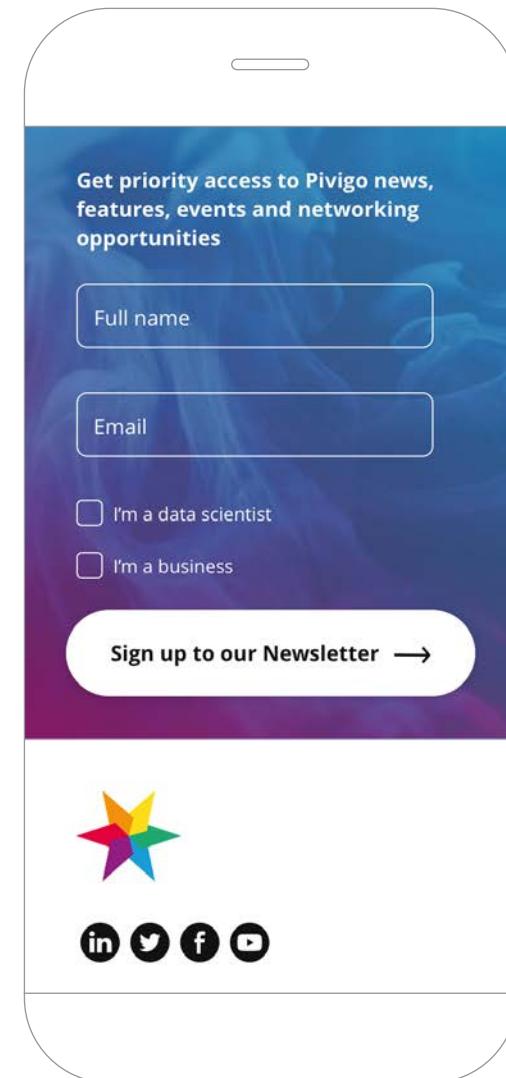
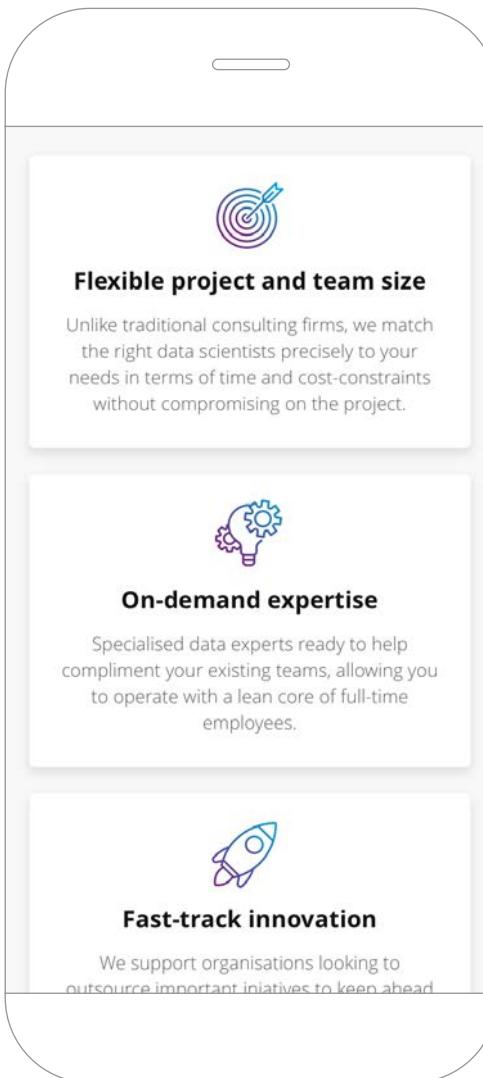
ooo

For Businesses For Data Scientists Case Studies Blog About Us EN(UK) ▾

Unlock the power of your data

Speak with us today →

At Pivigo, we love data and are passionate about helping businesses innovate and realise the value of their data. We enable organisations of all sizes and sectors to carry out meaningful data science projects to solve challenging business problems. From the predictive analytics and machine learning solutions to the most complex deep learning and AI models, our exports can help you tailor the project to your business needs and find the best analytical minds to carry out the project.



ClearScore

Web

Infographics

Collateral

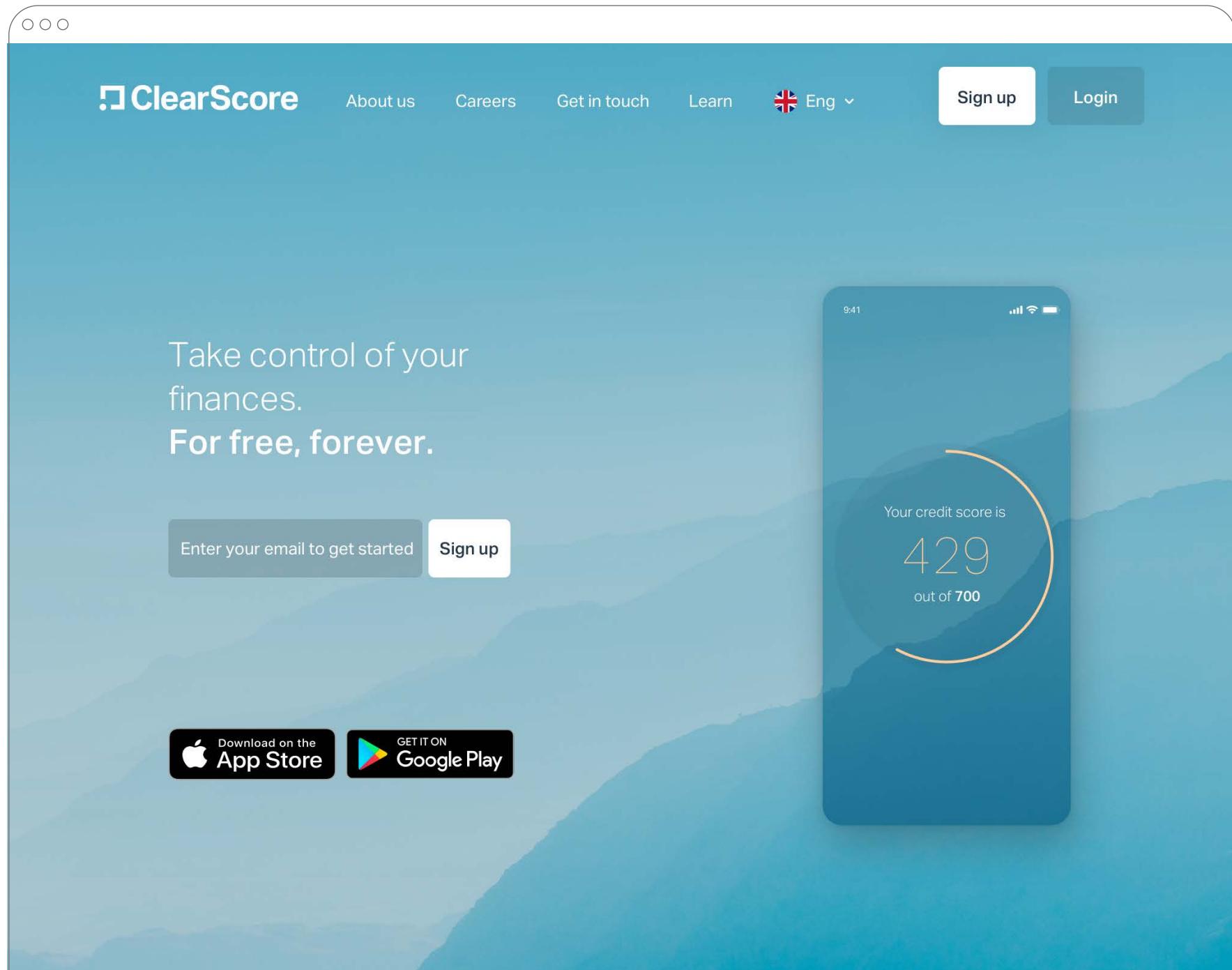
ClearScore is one of the leading FinTech businesses in the UK. They aim to change the way people manage and feel about their finances and help them achieve greater financial wellbeing. As they expanded globally, they needed a global homepage that worked for all the different markets with all their different needs.

This design allows local teams to customise the homepage to suit their individual market. We tell the story of ClearScore. Outlining the key features, the story is made up of modular parts which can be tailored for each use case, making it adaptable and flexible. Using imagery of nature, and shades of blue, this imbues a sense of calm and serenity. I explore how animation can highlight the benefits of the product in a prototype [here](#).

The design increased sign up conversion from 6% to 11% for the India and South Africa markets.

www.clearscore.co.za

www.clearscore.co.in



ClearScore, desktop design

Track your credit score

Your credit score is a 3-digit snapshot of your financial history - it helps lenders decide whether to offer you credit. Keep on top of your score to get better deals on credit.

[How we calculate your score](#)

[See my score](#)

Check your credit report

Find out what's affecting your score in your full, monthly credit report for free. See what lenders see when you apply for credit (checking it could prevent any nasty surprises) If something's not right, let's change that.

[Check my report](#)

Your finances, at a glance

In an instant, see up to 6 years of your financial history and how it's changed over time. From opening a credit account to paying off a debt, see your money at a glance and feel more in control.

[See what's changed](#)

What's your financial goal?

We've all got one. Whether it's buying your first home, your dream car, or just improving your credit score. Coaching with ClearScore will help you get there quicker.

[Try a coaching plan](#)

ClearScore, desktop designs

Your credit score is **394** out of 700

Your credit score is up **+ 18**

3 things you're doing well

Improve your credit score

Your credit score is a 3-digit snapshot of your financial history - it helps lenders decide whether to offer you credit. Improve your score to get

SEARCHES
Price Comparison

UTILITY ACCOUNT
Thames Water

Check your credit report

Find out what's affecting your score in your full, monthly credit report for free. See what lenders see when you apply for credit (checking it could prevent any nasty surprises.) If something's not right, let's change that.

[Check my report](#)

Credit Cards

Personal Loans

Car Finance

Energy

Mortgage

Insurance

Offers tailored to you

In my own time

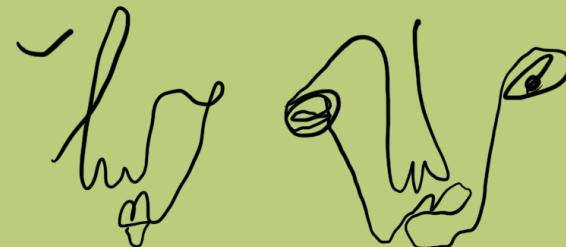
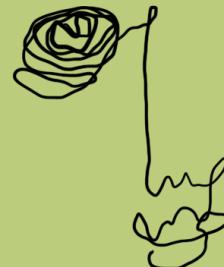
A selection of visual musings on how I feel, what I see
and what I like.

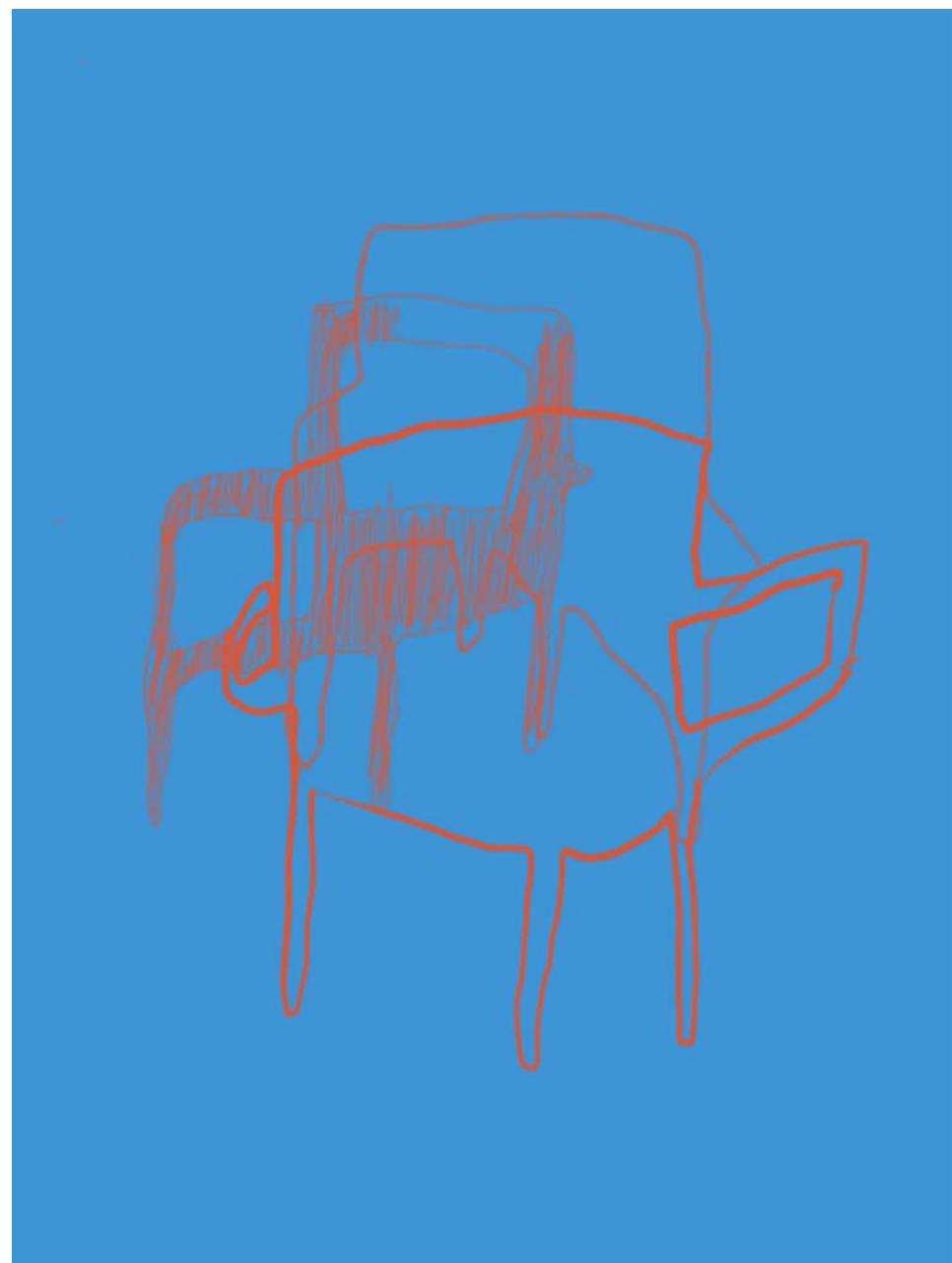
Illustration

Collage

Ceramics

Animation

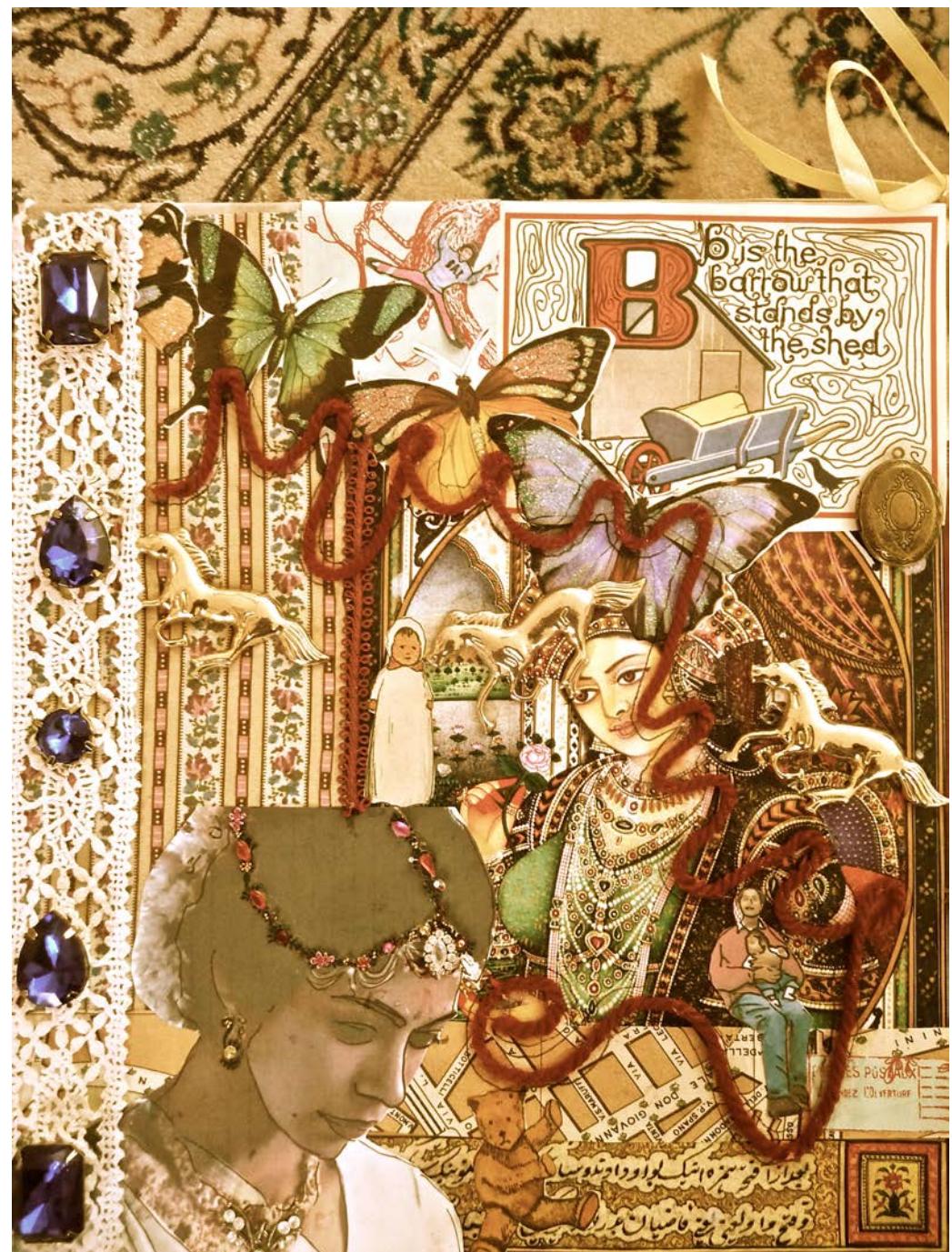
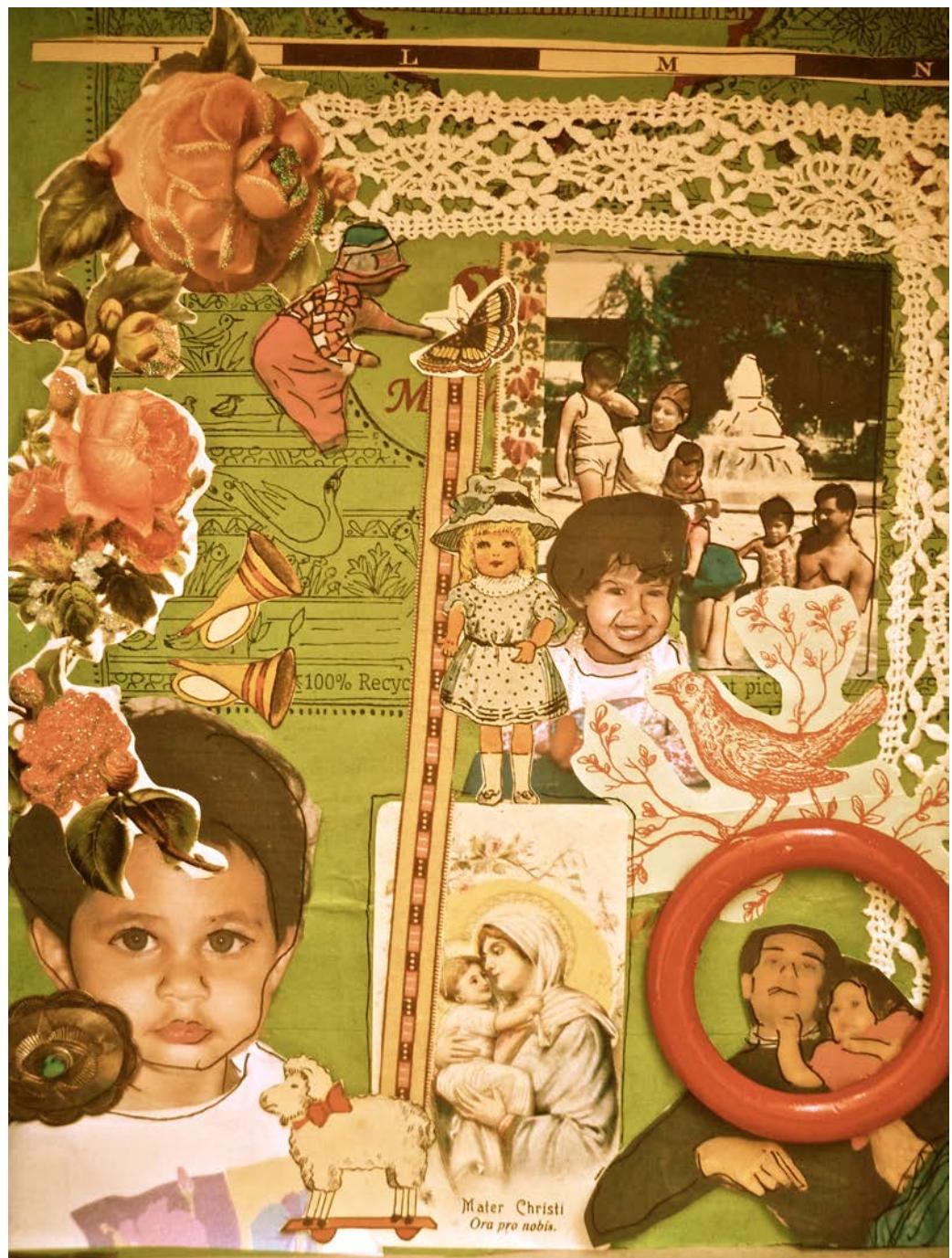


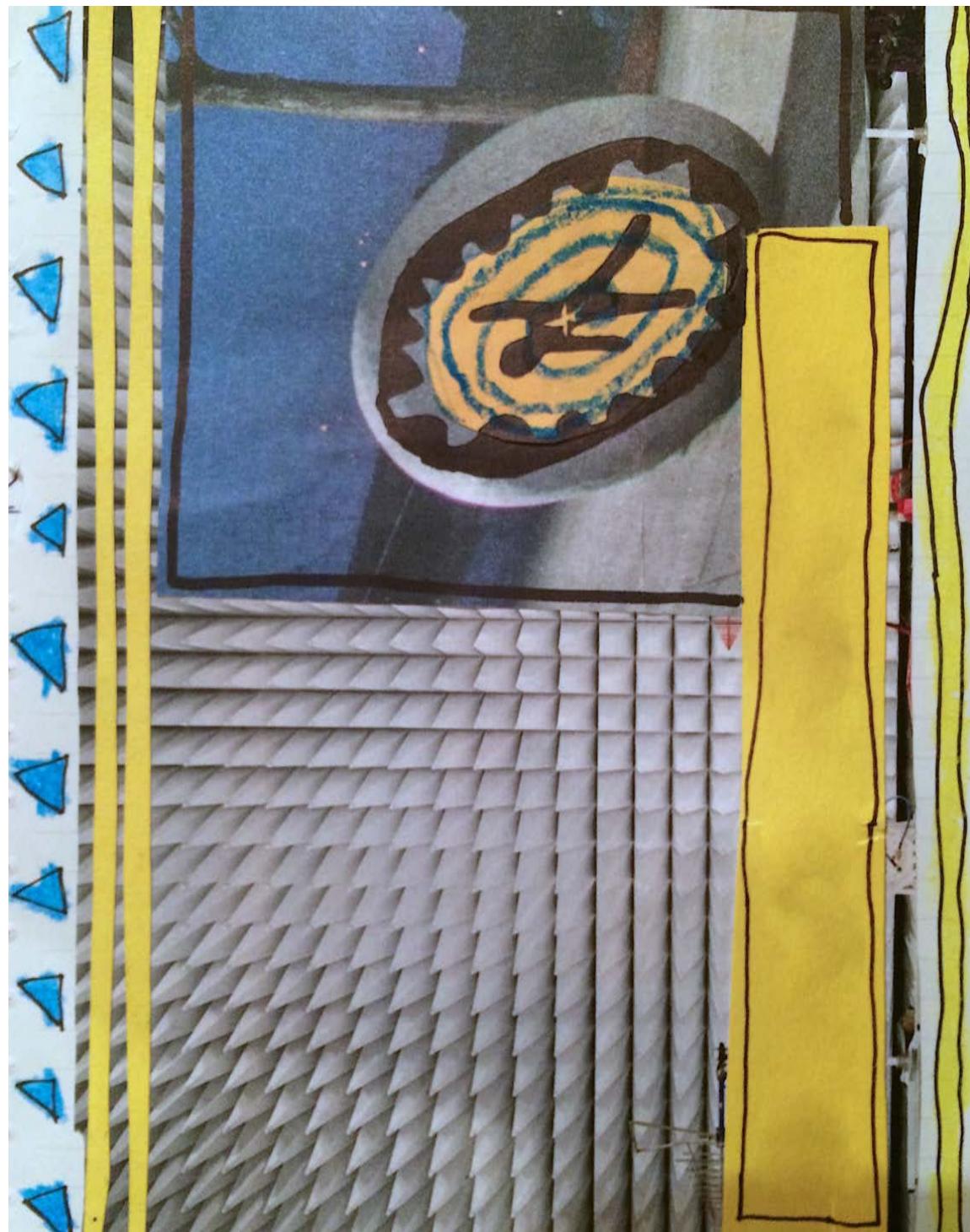


CENTRE CAMP

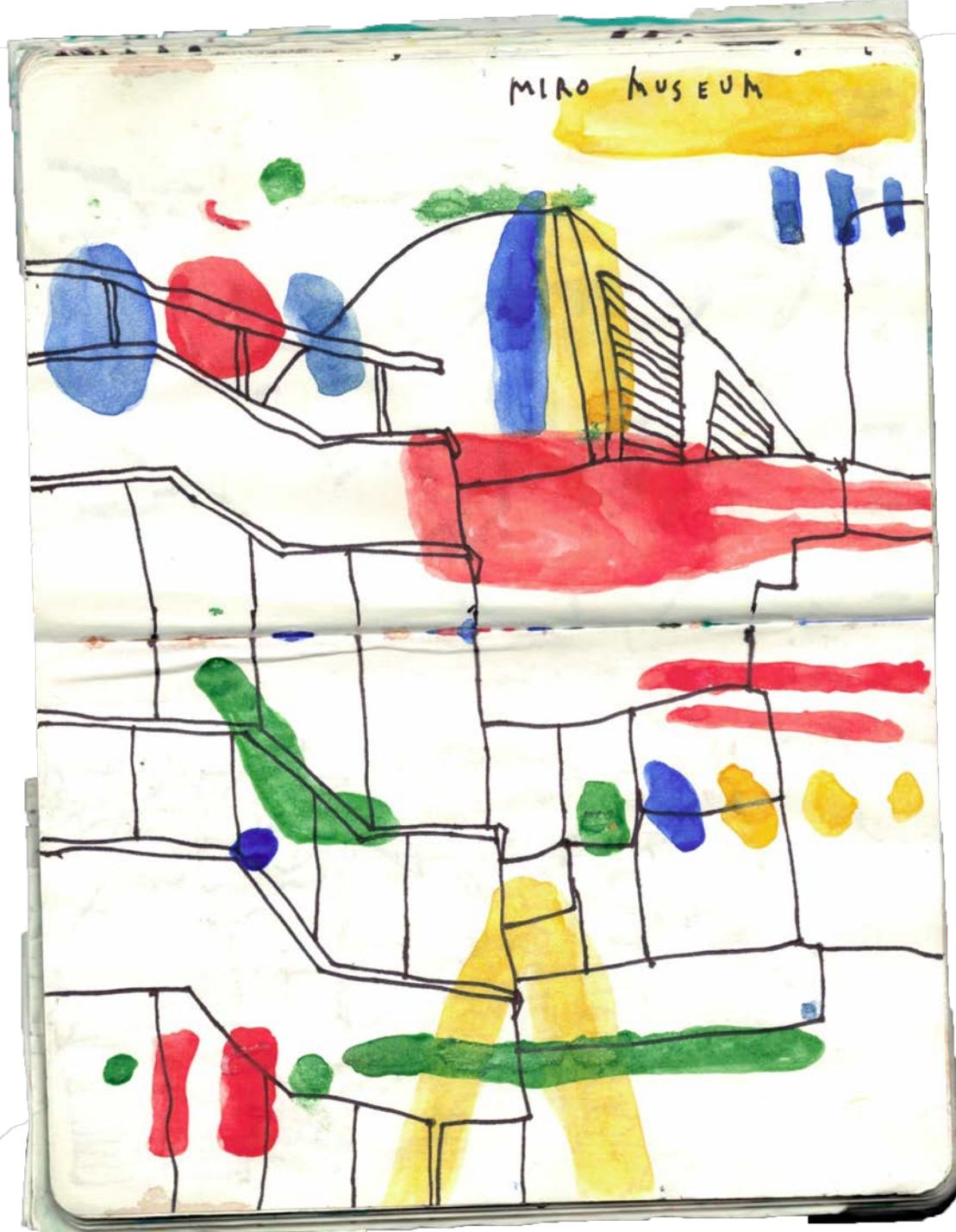
CENTRE CAMP AT BURNING MAN.

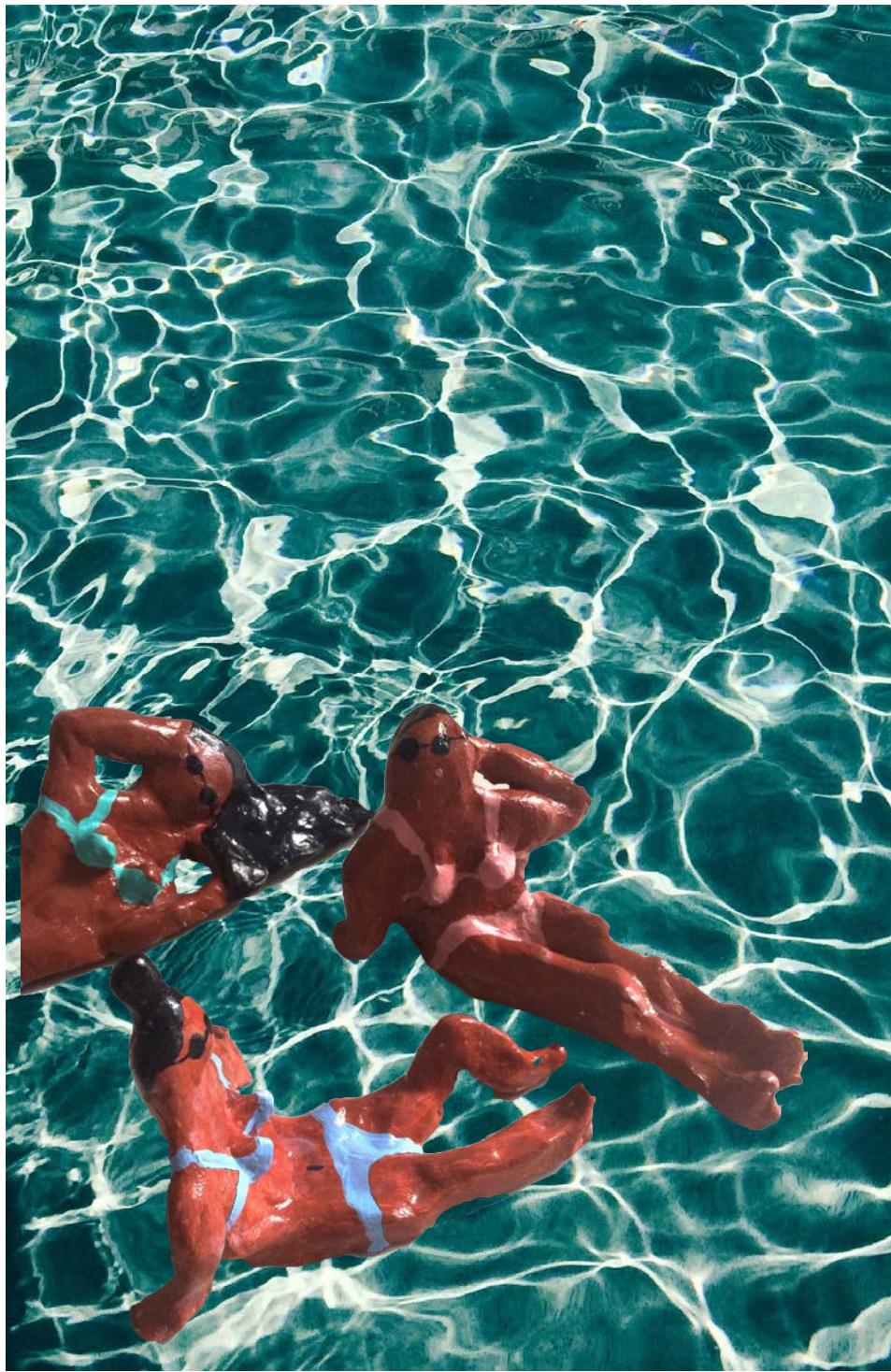












Thanks

+447748772624
sityemilyshah@gmail.com
www.studioartbrut.com