

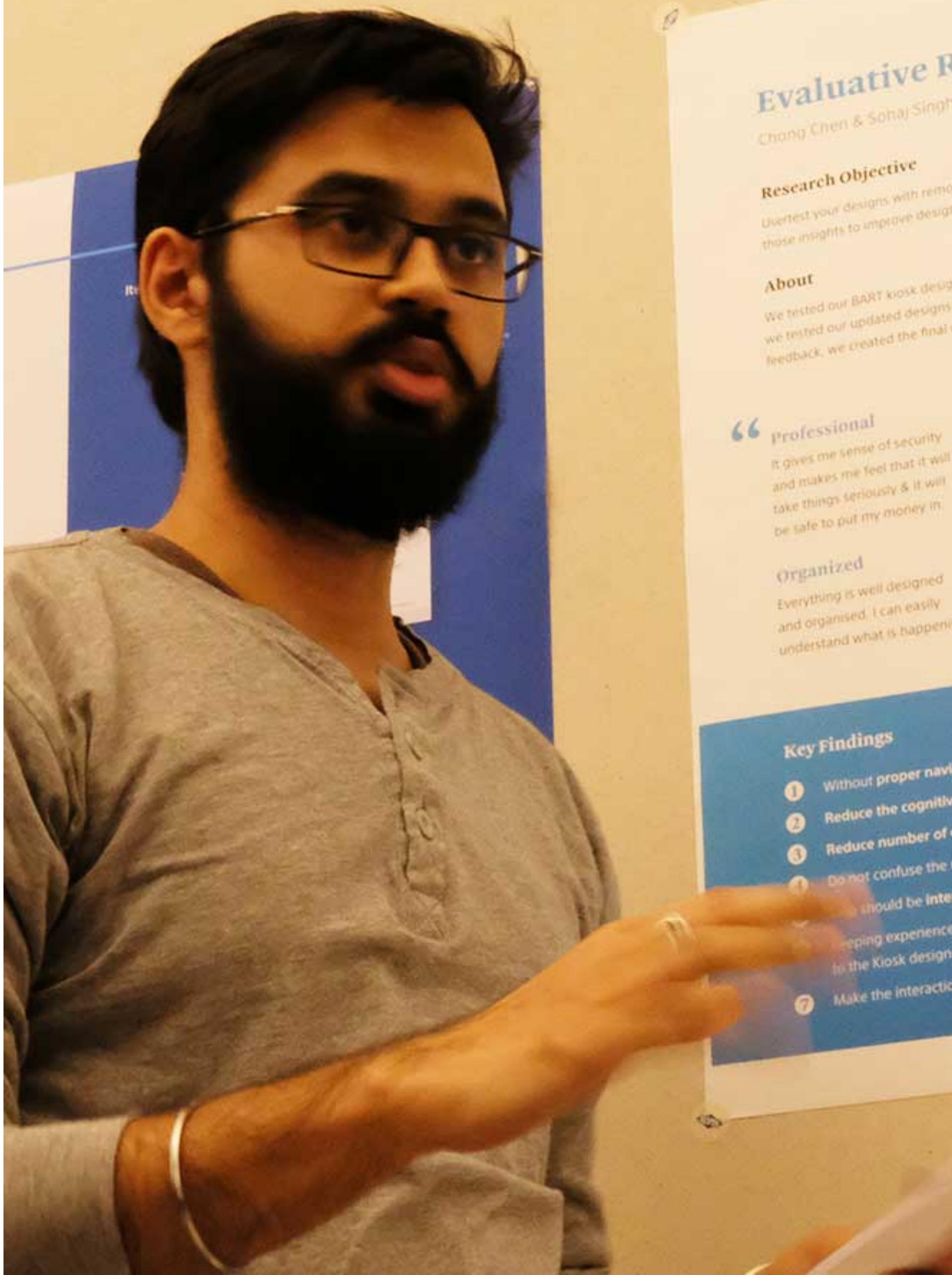
# Sohaj SinghBrar

Interaction Designer/ Product Strategist

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[sohajsinghbrar.com](http://sohajsinghbrar.com)



1/10

# Owlie

## Decision Making Simplified.

Owlie makes it a breeze asking questions, polls, and opinions from your friends; then getting definitive answers right away. With Owlie, decision-making is faster than chatting. Send your questions via your favorite messaging apps like FB Messenger, Whatsapp, iMessage, Facebook,etc. With Owlie you get to plan less, and do more!

★ Filed Patent      \$ FbStart Funded

**My Role - Project lead**

**Concept development:** Conceiving the idea, User interviews and Surveys, Market Research, Business Model development.

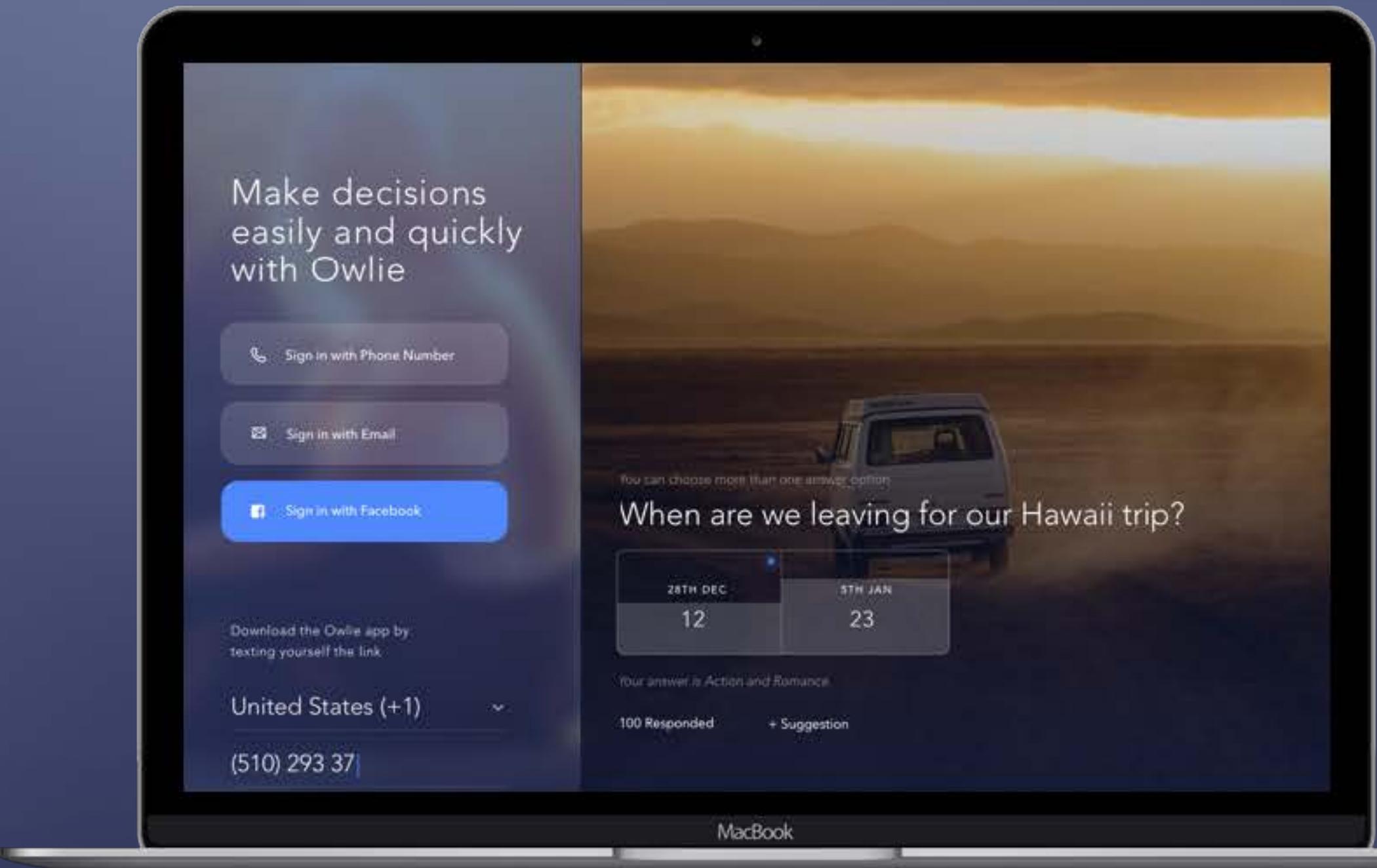
**Product design:** Product Roadmap, User flow, Wireframe and prototype of the app, UI design, User testing of the app, Brand design, Messenger bot flow, Website design and development

To comply with my NDA, I will not be able to share much part of the information of this project.

[Product Hunt →](#)



OWLIE DESKTOP



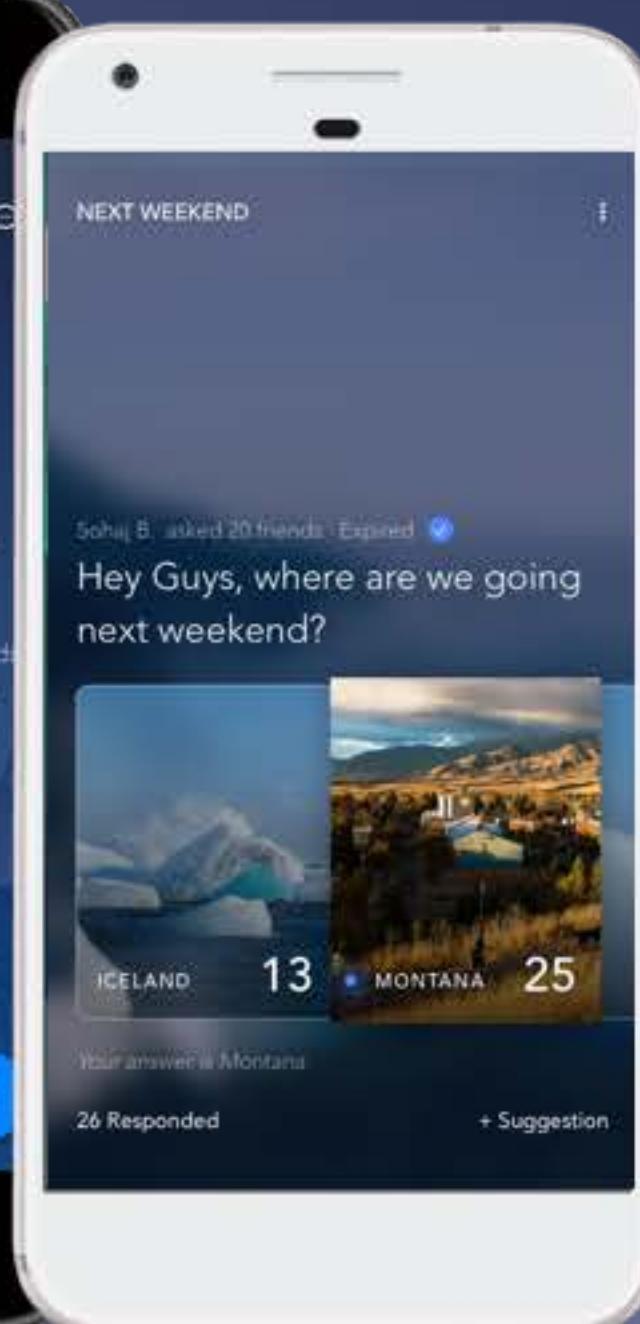
OWLIE MESSENGER BOT



OWLIE ON IOS



OWLIE ON ANDROID



AS A SERVICE

# APIs

2/10

NEW VENTURE - SWYFTMEDIA

# Message-In-Style

Styled Messages with branded functionality  
and visual appeal

We proposed a solution that allow Millennials to share content casually (Casual impulse) while maintaining high levels of creativity (Professional creativity). In instant messaging apps, the chat bubble has no function other than wrapping the text inside. MessageInStyle (MIS) is a styled message with branded skins coming with many useful and engaging features.

## Customers

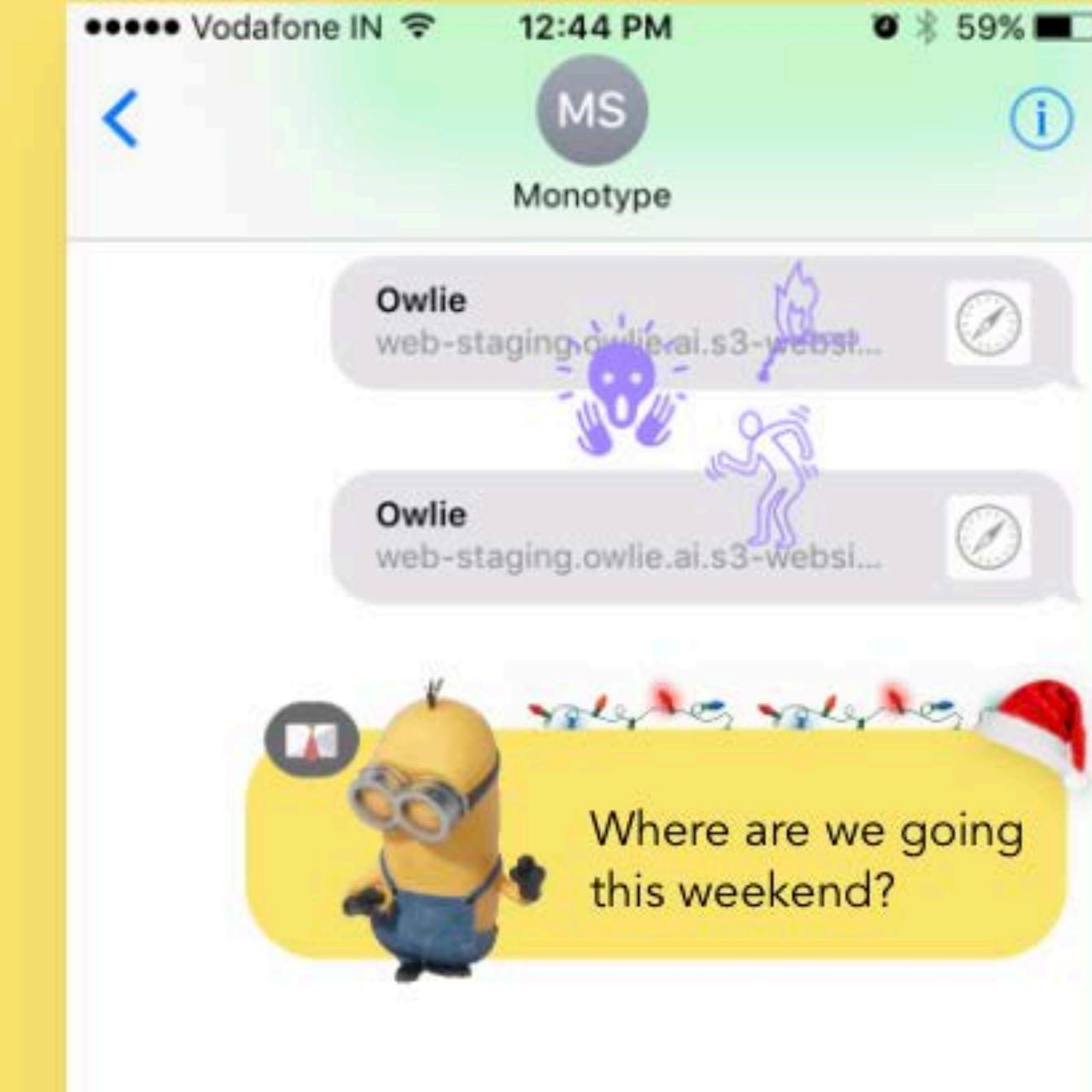
Universal Studios, Starbucks, UFC®, Baltimore Ravens etc.

## My Role

Conceptualisation of the idea, the User and Market research, Demo app UI designing and creating message style illustrations.

## Team: Monotype Innovation Team

Ashutosh Rawat, Anand Vijay, Arun Baluni, Sohaj Singh Brar



Filed 4 Patents

\$27 M

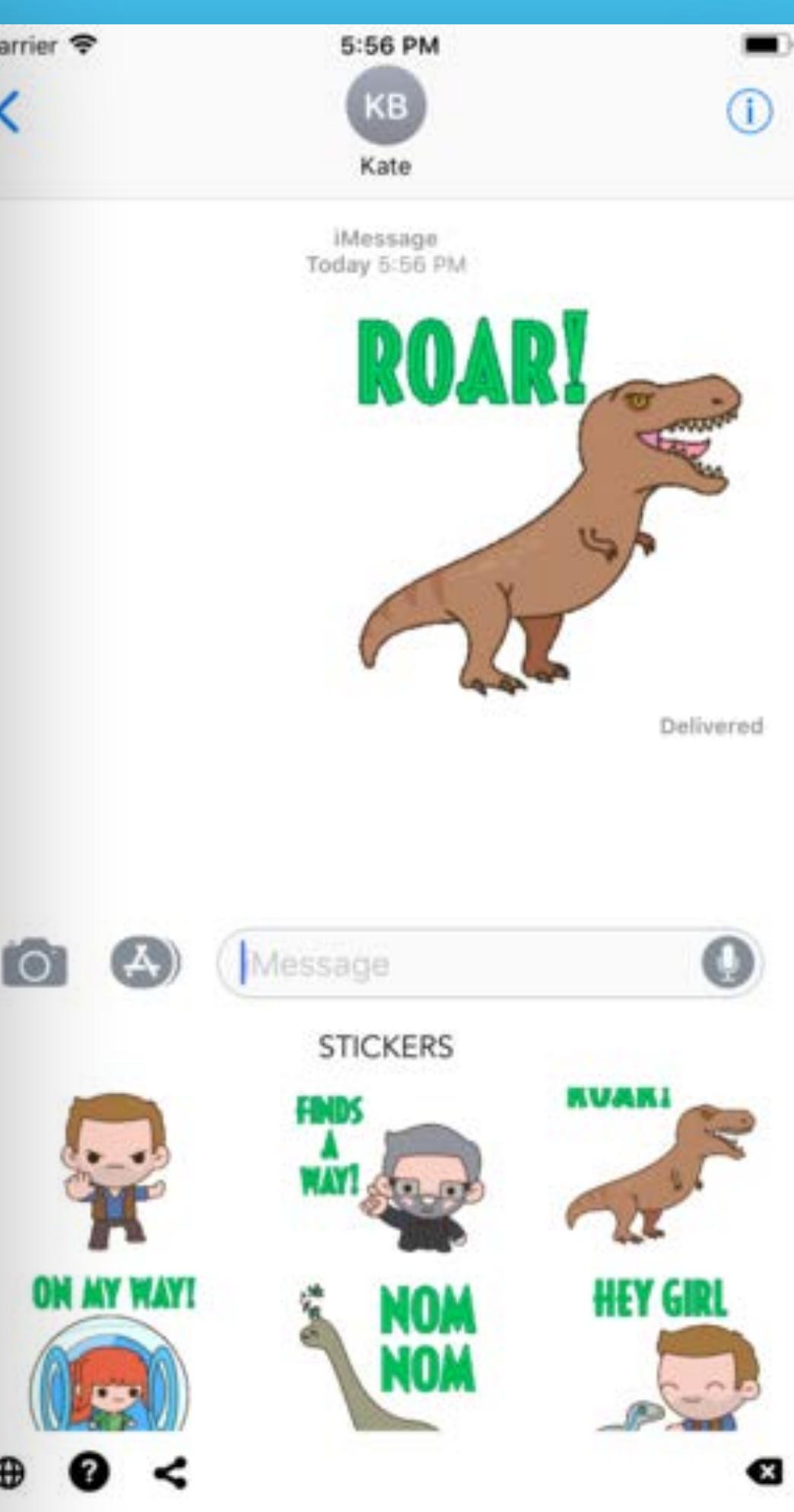
Acquisition

# Swyft Ecosystem (after acquisition)

Despicable Me  
sticker app (+10M  
downloads)



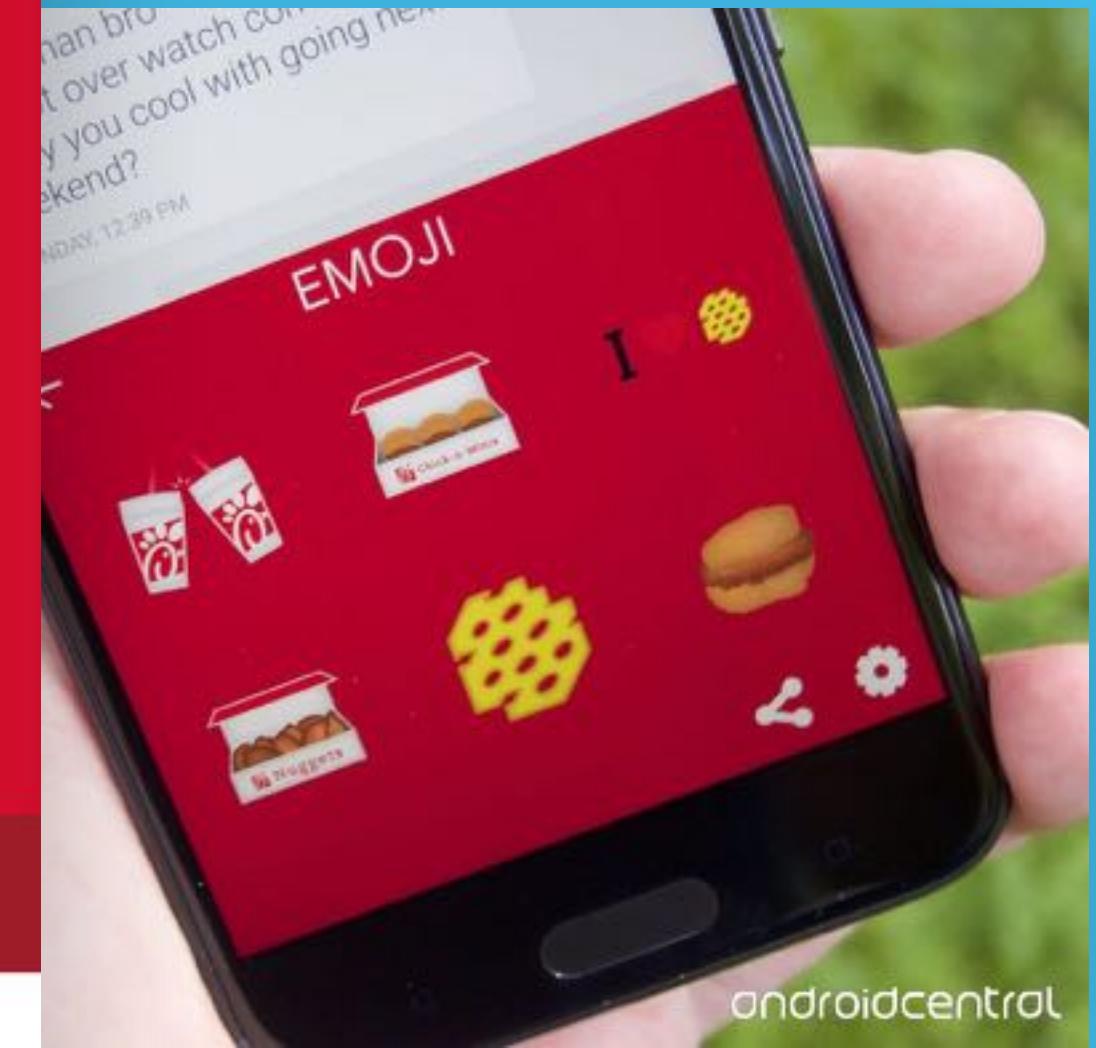
Jurassic world iMessage app



Chick-fil-A stickers



Keyboard apps

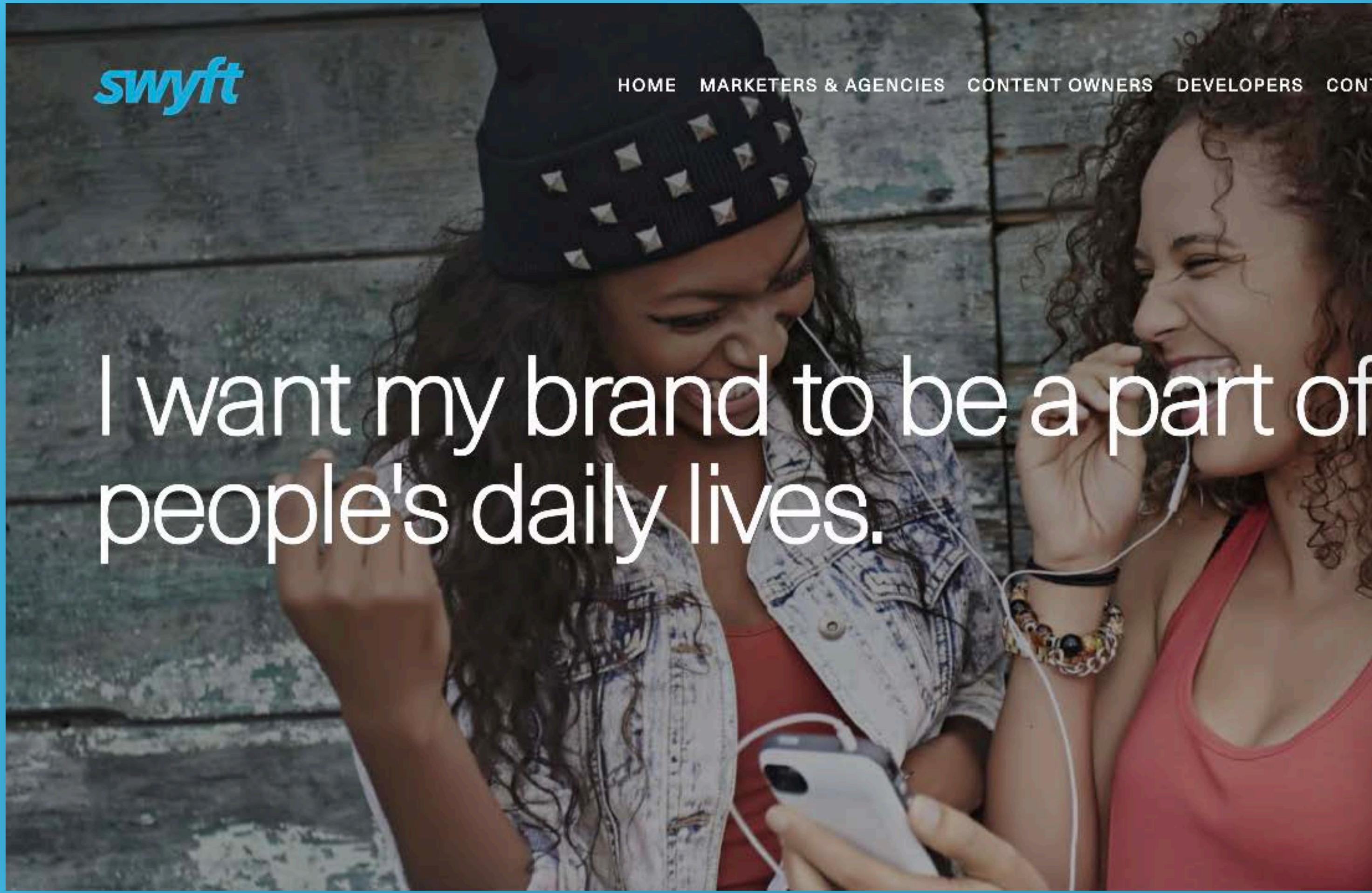


And 50+ brand apps...

[Swyft Store →](#)

# Swyft Ecosystem (after acquisition)

SwyftMedia website →



Swyft Asset Management Software (SAMS)

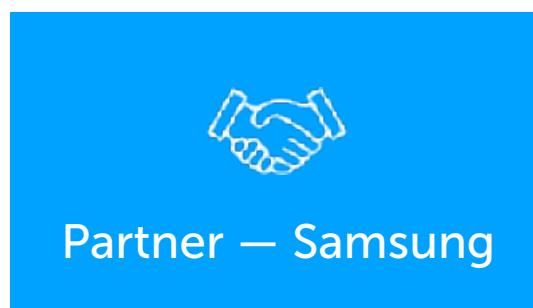
The image shows a screenshot of the Swyft Asset Management Software (SAMS) interface. At the top, there is a navigation bar with the Swyft logo and links for DASHBOARD, PACKS, BRANDS, and APPS. Below this, a breadcrumb navigation shows BACK TO ALL, PACKS, AWESOME BRAND - 1208 / AAA PACK - 1001. The main content area displays "AAA PACK 1001 - 5 PUBLISHED APPS" with a table showing VIBER, HIKE, and WHATSAPP. It also shows "7 GROUPS 150 ASSETS" and "STICKERS 9". Three stickers are shown: "WATCH OUT!" (a football player running), "FUMBLE!" (a football player dropping it), and "PICKED OFF!" (a football player being tackled). The bottom of the page shows partial views of other sections.

3/10

# FlipFont

Your phone is an extension of yourself, so why should your phone look like everyone else's?

Flipfont is a service that comes built-in Samsung devices using which user can change the system font of their smart phones. And in this project, I designed a gamified standalone mobile app for SAMSUNG devices to change system font. The FlipFont app makes it easy, and fun to explore new FlipFont fonts, purchase FlipFont fonts, and manage FlipFont fonts you have already purchased.



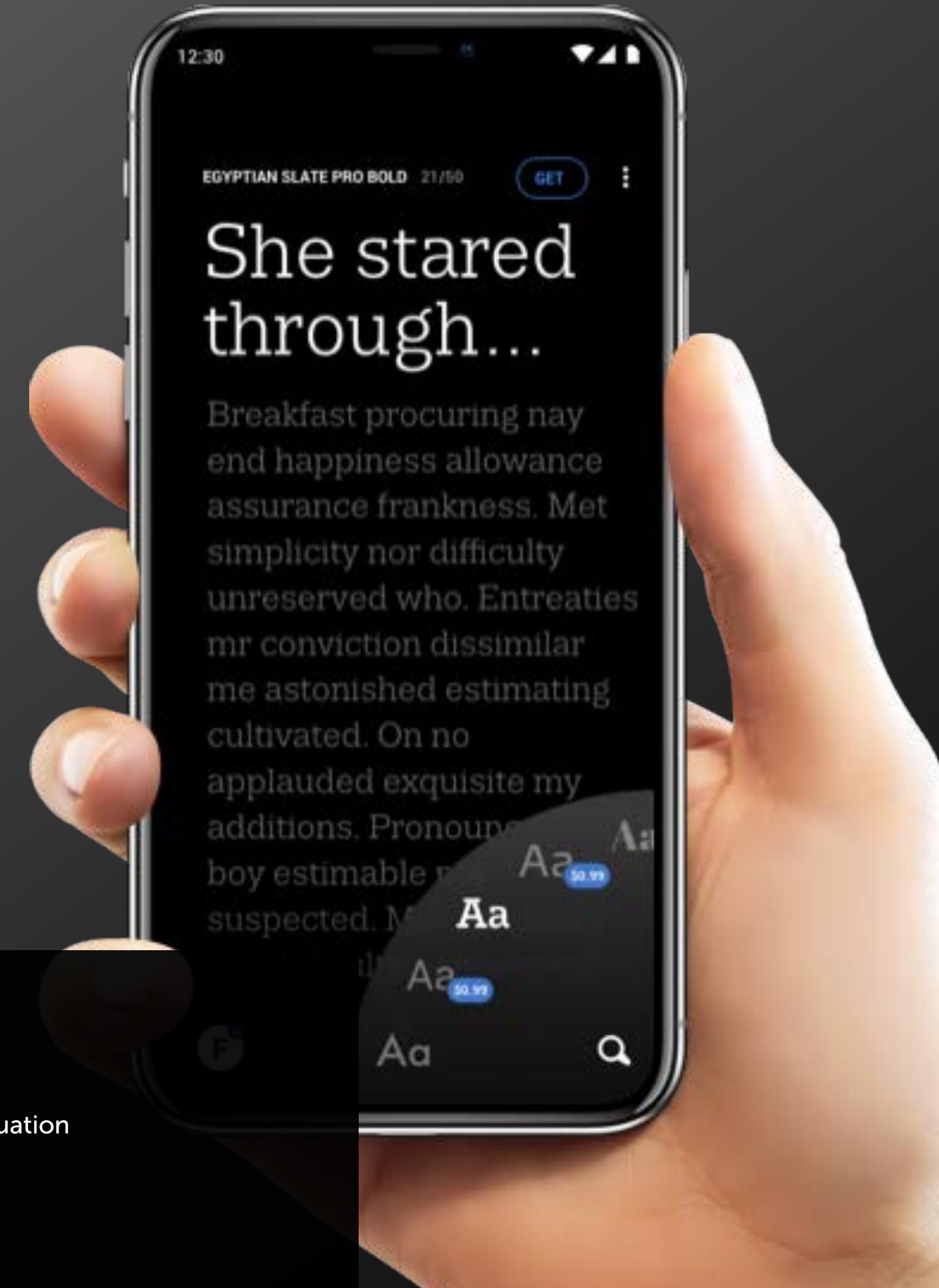
## My Role

Concept design, UI design, Research Evaluation

## Team

Vivek Vaddakkuppattu, Evan Scronce, Sohaj Singh Brar, Saikat Modak, Bryan Comeau

[Download →](#)



## Problem with existing solution

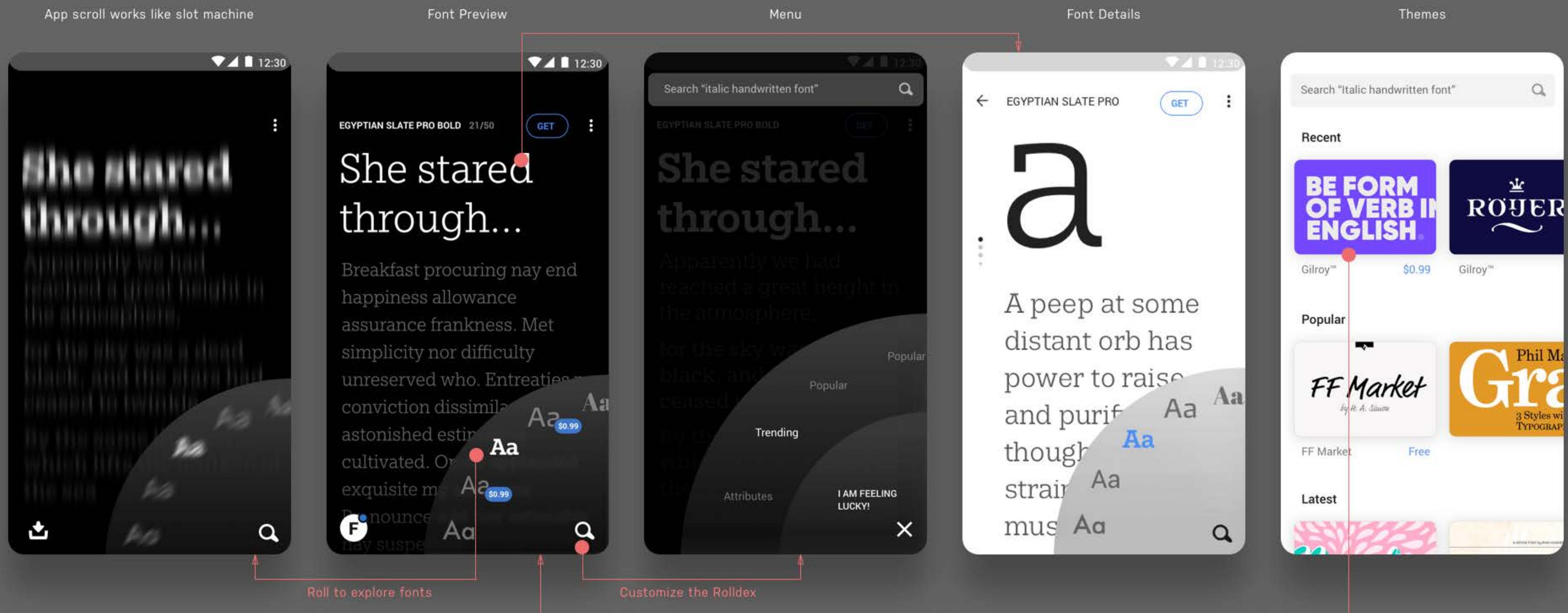
Being tightly integrated into the settings of Samsung devices, it was difficult to search/change fonts. So, in addition to the existing solution, we decided to have a standalone FlipFont app that comes preinstalled in Samsung devices.

## Second version of app

We designed the second and final version to be gamified—concept similar to the slot machine. We later learned how users were thrilled with the scroll that helped them explore many new fonts which never happened before.

## Feedback implementation

User-testing stated that it was difficult to find font categories. Moreover, the font preview (before buying) wasn't intuitive enough. That's when I added a font exploration screen and iterated on a better & quicker font preview.



4/10

# Font dashboard

A font analytics dashboard for sales team at Monotype

Monotype is ~120 yrs old company and has been selling fonts ever since.

But there was no one-stop solution of the font transactions from all of their portals i.e. fonts.com, myfonts.com, linotype.com, FontShop etc.

The software can show real-time or historical data in a simplified visual form. The sales team can also extrapolate data and predict which font might do better or worse, in which category, which font to launch/unpublish and many more.



## My Role

Concept design, UI design

## Team

Anand Vijay (developer), Sohaj Singh Brar (design), Mayur Warilani (database management)

**5/10**

# iLock

## Smart lock that opens with facial recognition

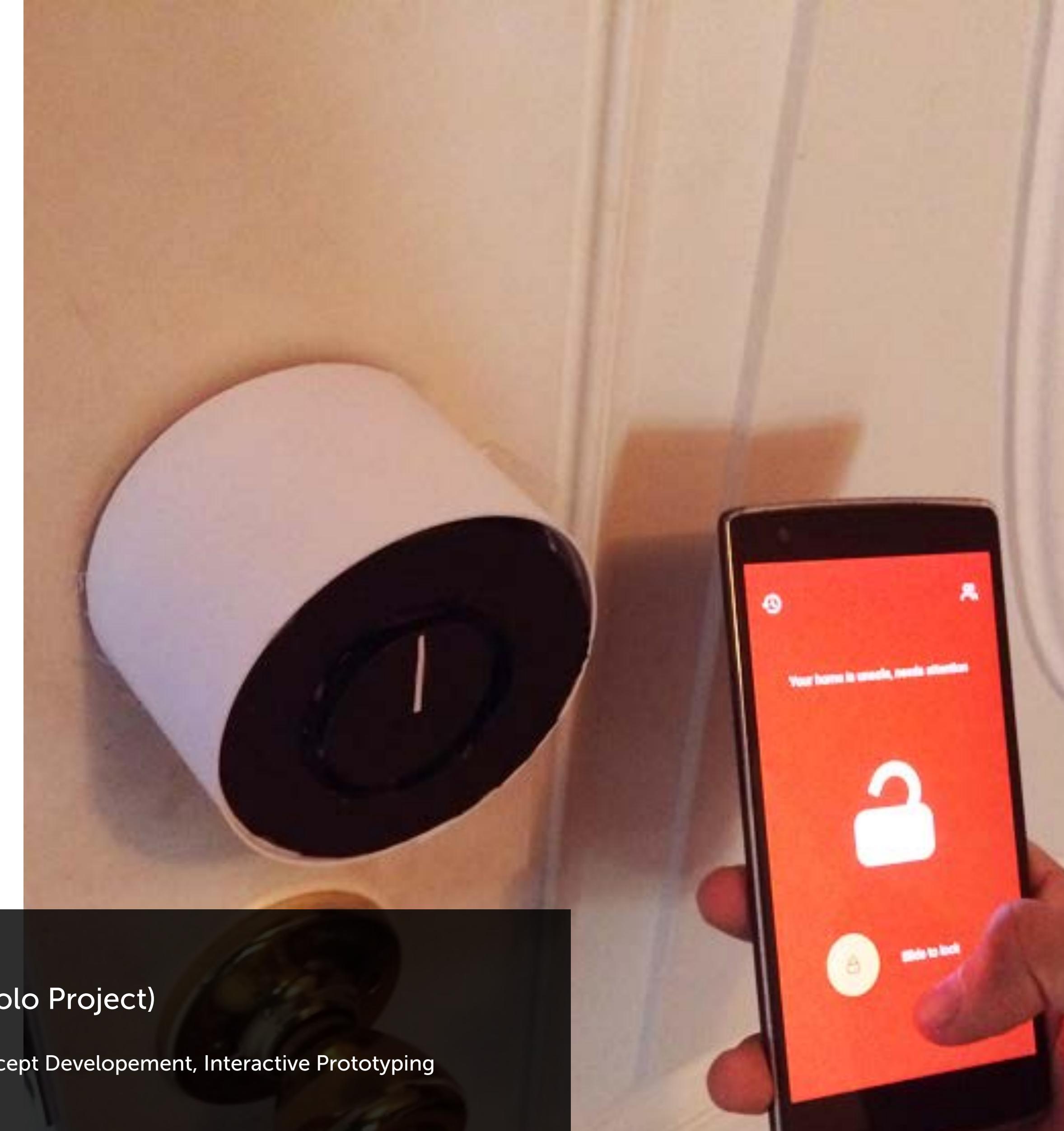
iLock is a smart door lock service that helps user keep their home safe, while facilitating with the ease of interacting people at the doorstep. The lock comes with a smart door bell which works with facial recognition. It can also be operated remotely using the app. It has two-factor authentication to keep home more secure. The lock predicts behaviors of people entering home and give access recommendations.

[Read more →](#)

**My Role (Solo Project)**

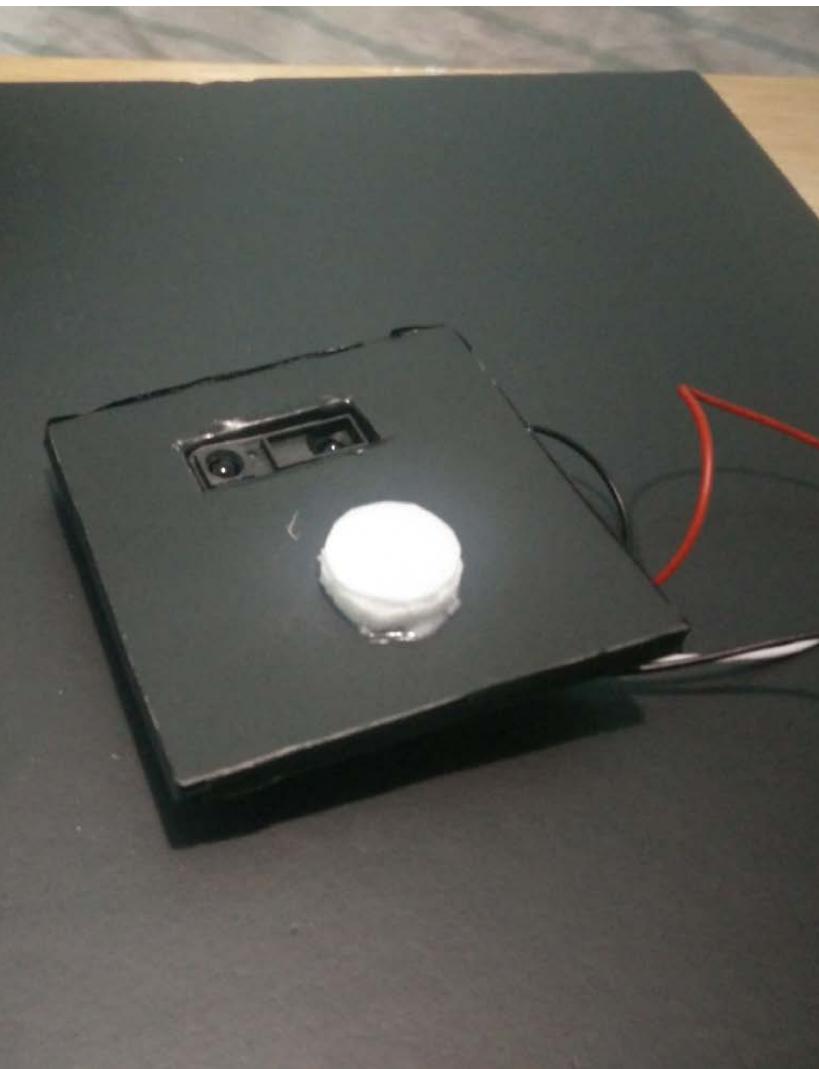
Research, Concept Development, Interactive Prototyping

**Note:** This is a prototyping project, hence the research was quick and dirty. And may/will be skewed

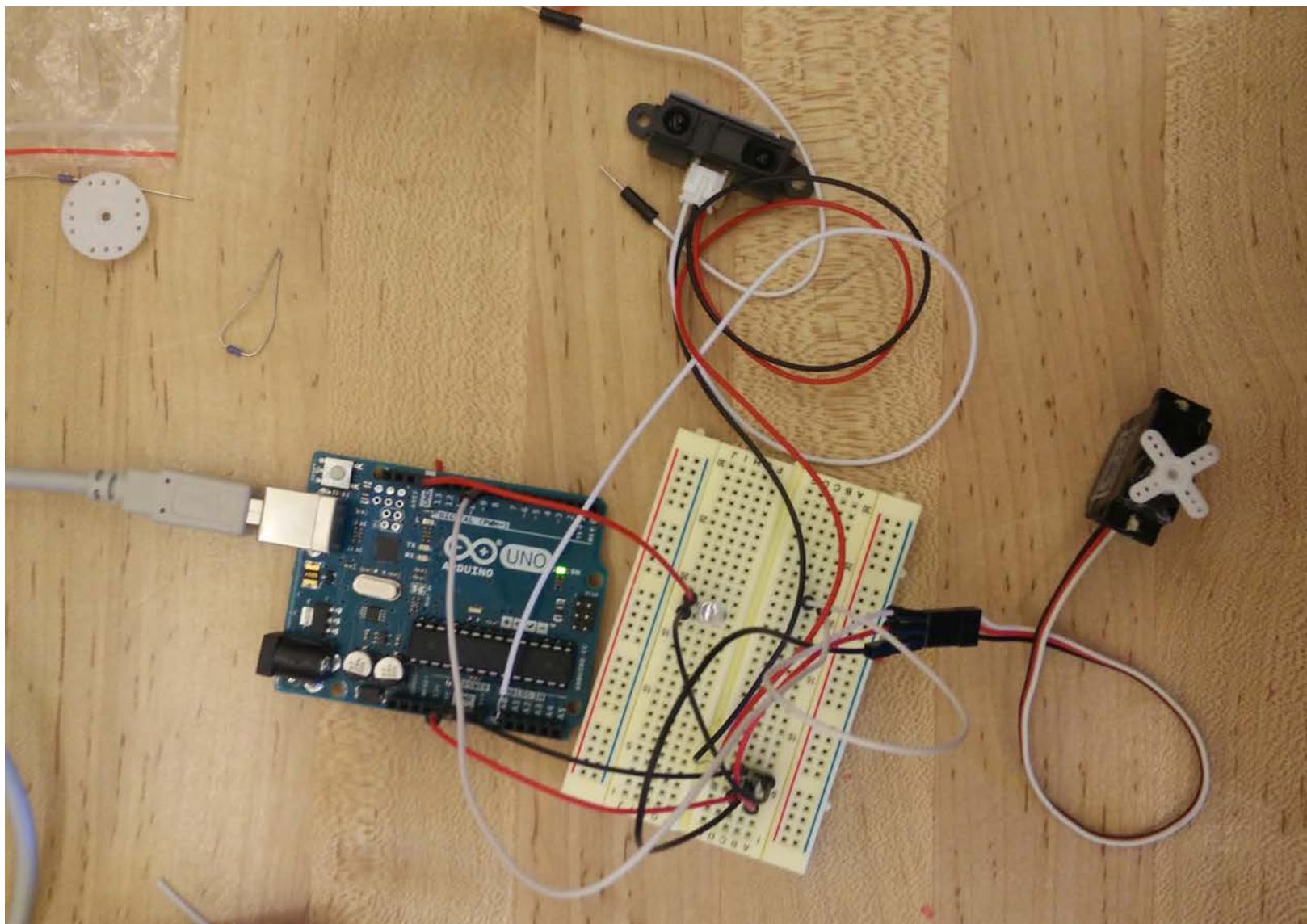


Published by Framer

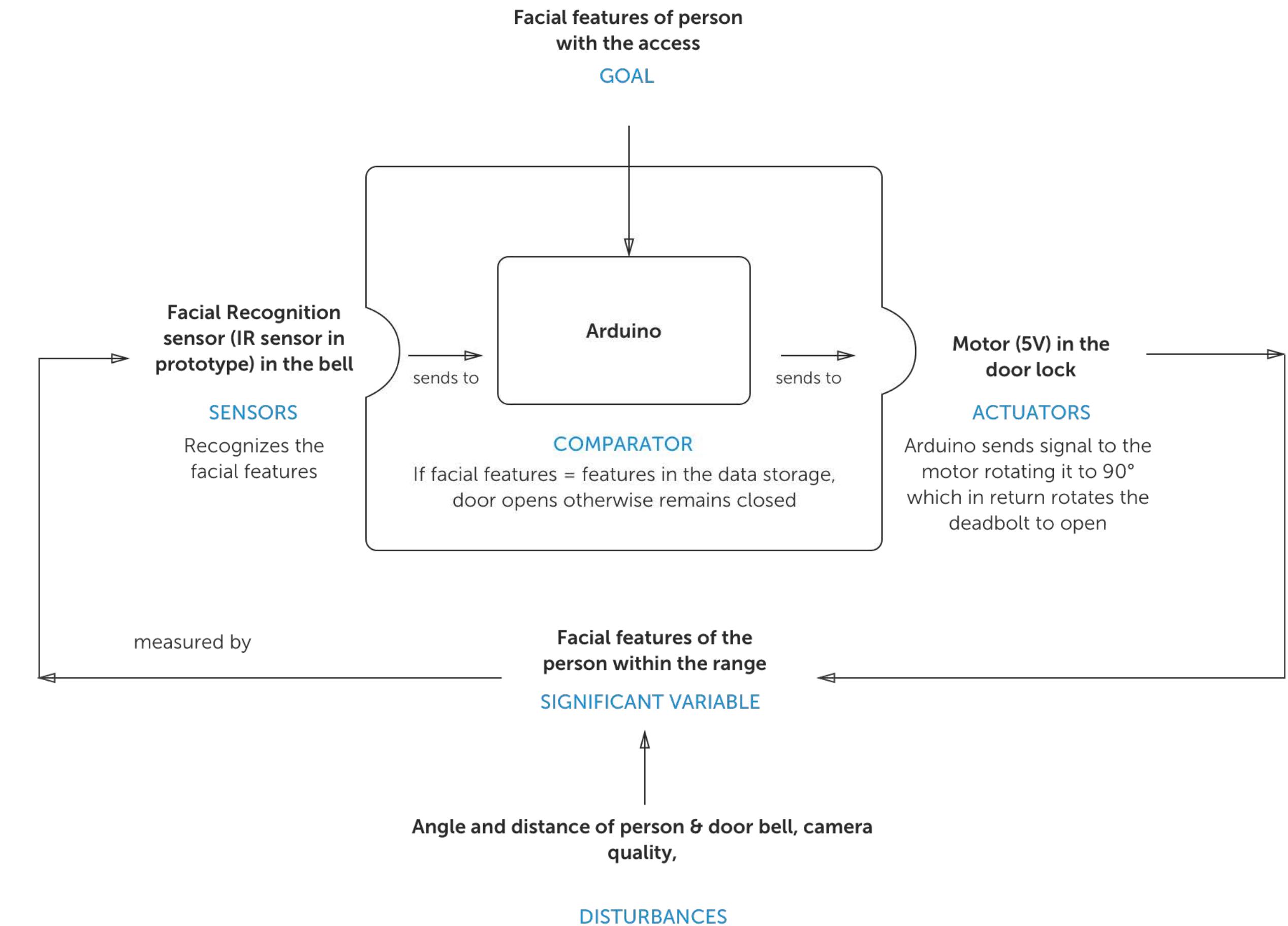
## Form Exploration



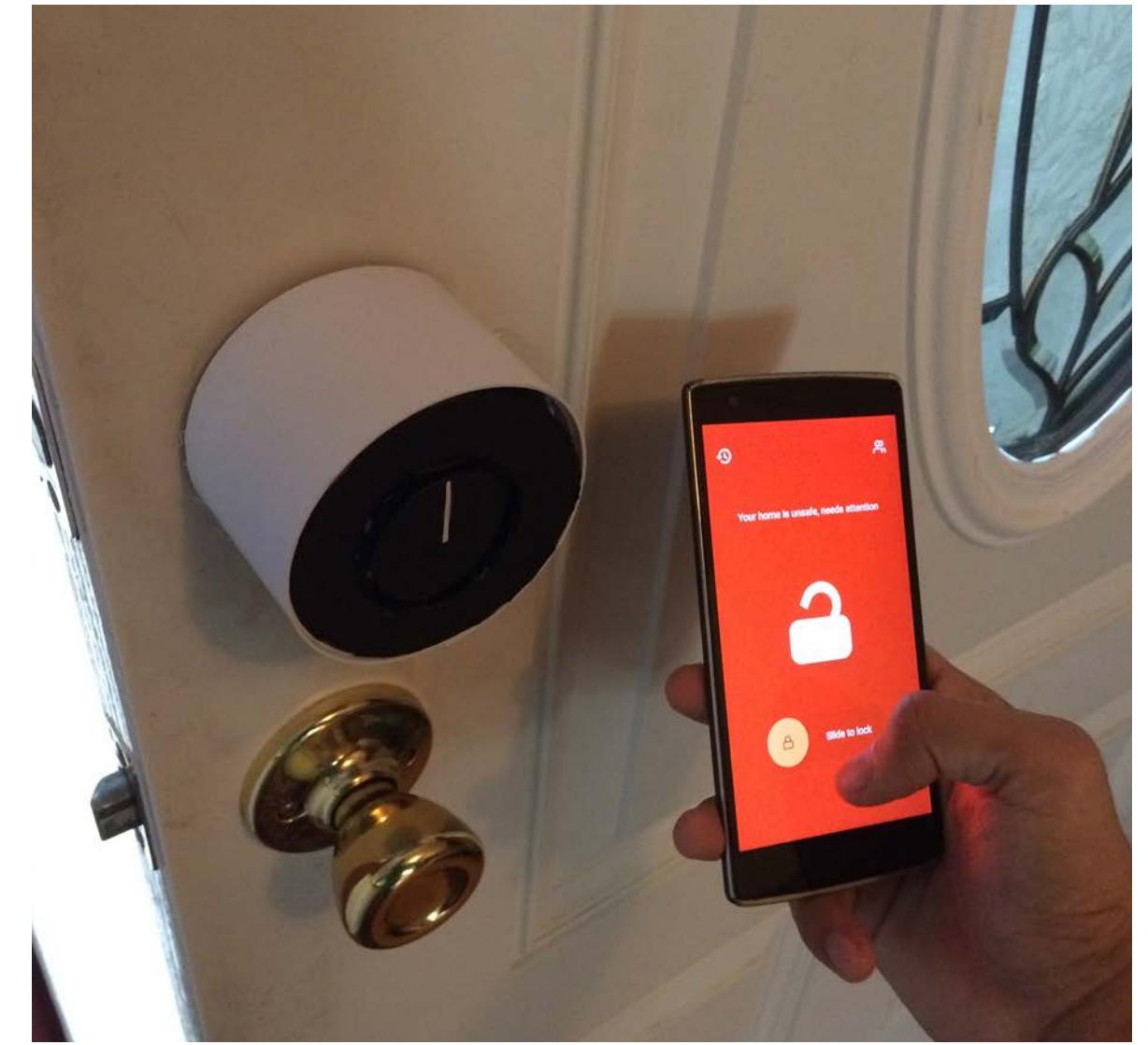
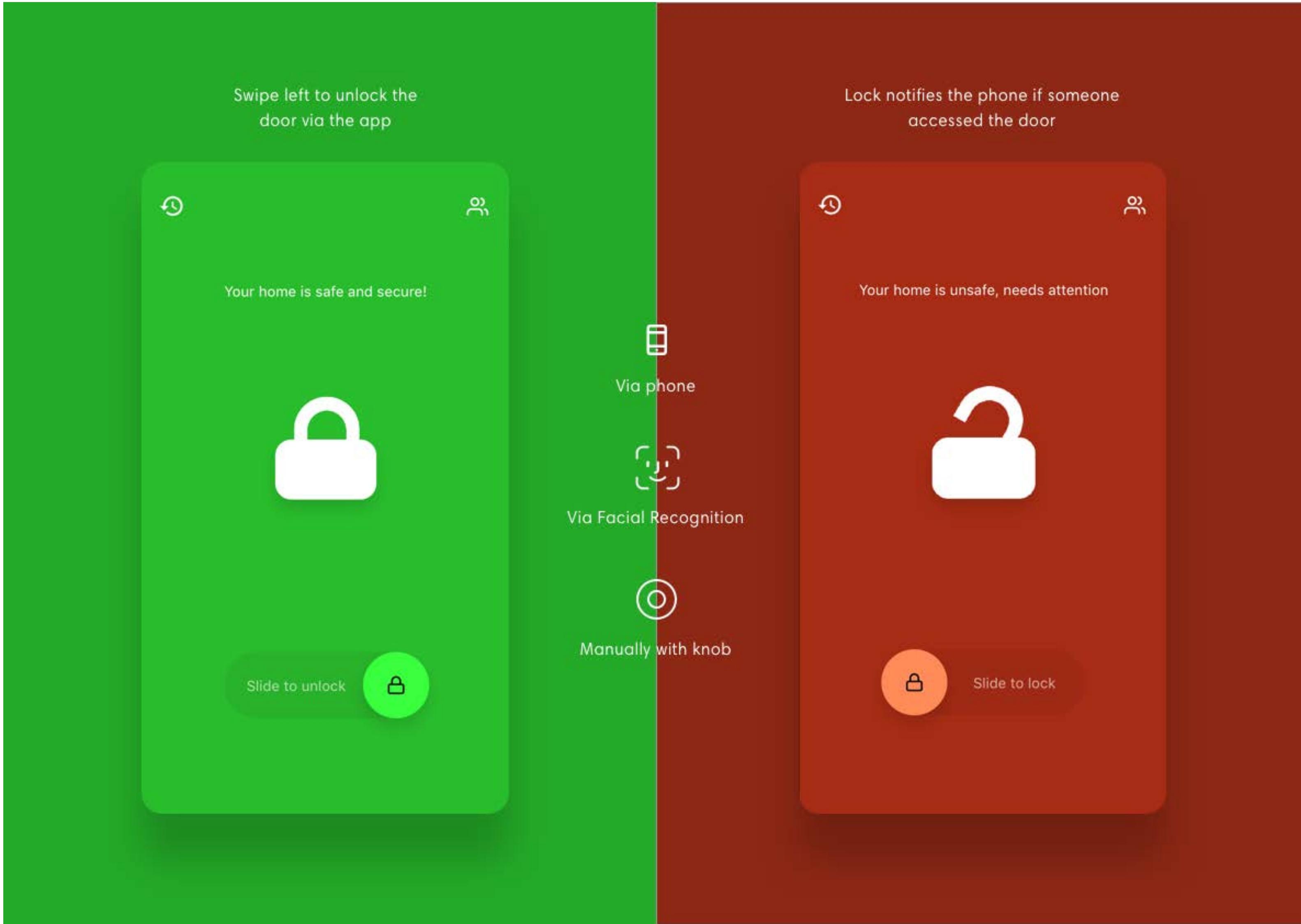
## Technical Exploration



## Feedback control system



# Product Ecology Door lock, Door bell, Mobile app



**6/10**

# X-Air

## Airline Experience for Business travelers

Our client, Consolidated Air® to start navigating their competitive advantage by utilizing new technologies such as AI, ML and blockchain among others for Business Class Travelers. They want to provide the best air travel experience through excellent interaction design. They reached out to us, Aura design team, to implement Enhanced Interaction Experience Initiative (EIEI). Consolidated Air® needs deliverables that demonstrate how the new experience will look and feel

[Read more →](#)



### My Role (Solo Project)

Secondary Research, sketch Ideation and conceptualization, storyboarding, Brand design, UI design, Rapid Prototype, BMC, Implementation proposals

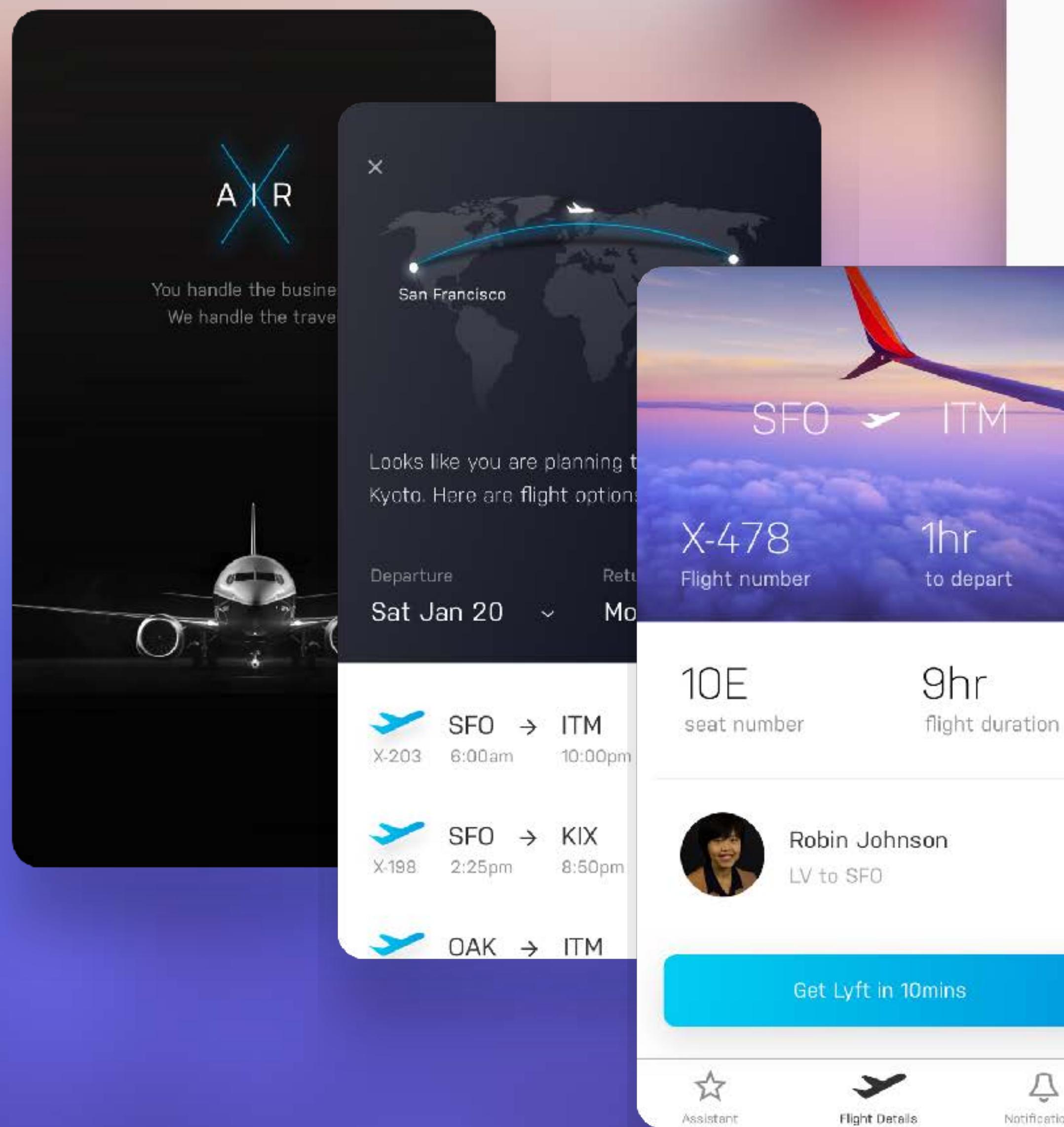
### Team: Aura Design

Aaron McKenzie, Chong Chen, Megan Melak, Piril Akay, Sohaj Singh Brar

[Video →](#)

# Product Ecology

Mobile app and Backseat screen



EXECUTIVE AIR Home People

Megan Boulton is also going to CES  
Design Lead at Cityship  
Over 20 years of IT industry experience in the architecture, design, development, integration and deployment...

Accept IGNORE

85% Comp better UPDA

utual Connections

Shamshad Khan • Head of Engineering, Capital One  
A technopreneur with deep business insight and people leadership skills  
3 mutual connections

Jonas Castle Design Lead at Cityship  
A technopreneur with deep business insight and people leadership skills  
You and Sohaj both know Jonas

going to CES

Adelaide Mack Design Manager at Brightlabs  
A technopreneur with deep business

Jonathan Fox CEO of Childfax  
A technopreneur with deep business

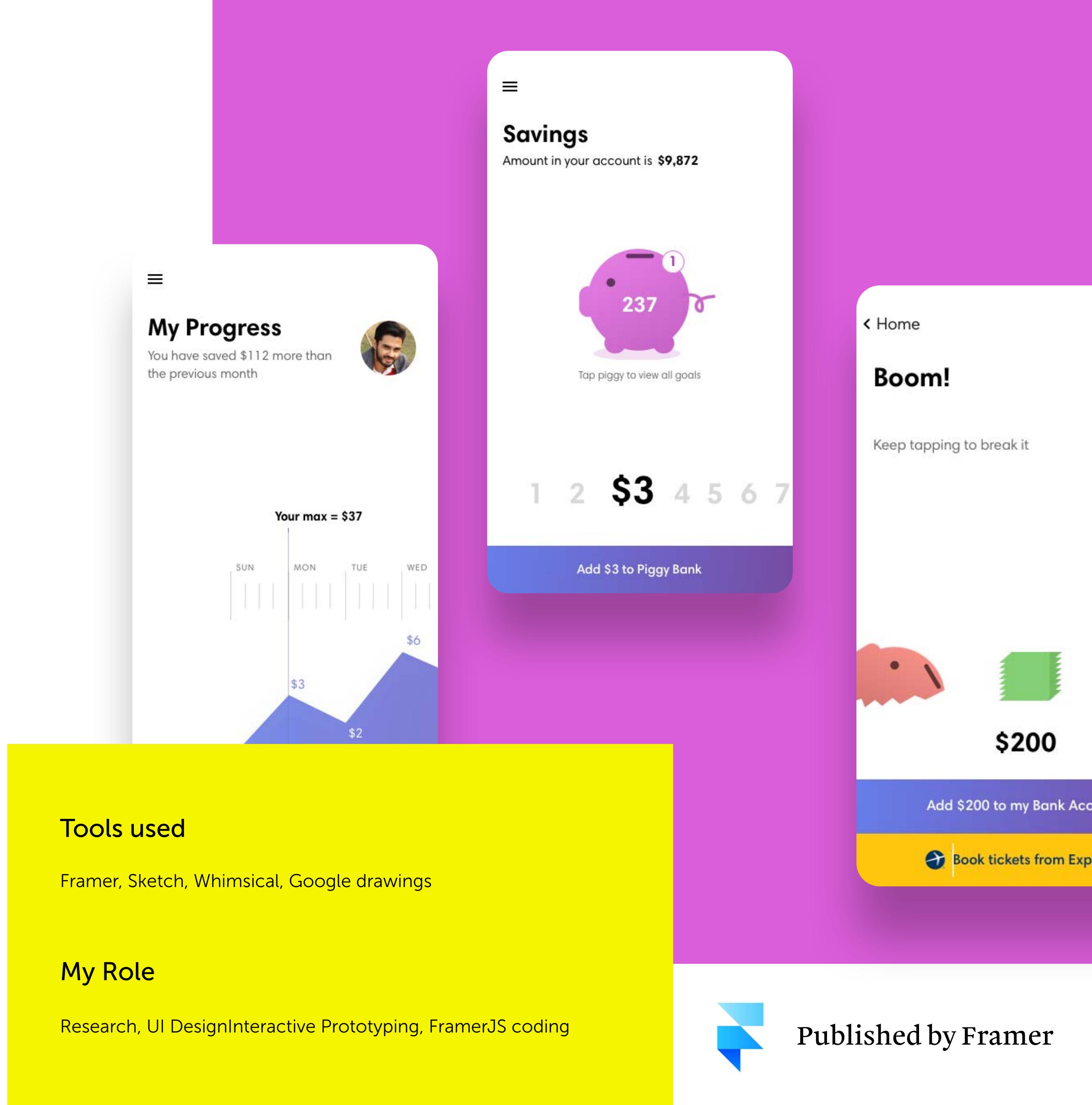
7 / 10

# Piggy

# Spend Smart, Save More

Piggy is an app that helps save more money by changing the behavior/habits of a person. The app is connected with the bank account, and it suggests right amount to save money based on spending behaviours, type of spendings amount in the bank, and Piggy goals.

[Read more →](#)



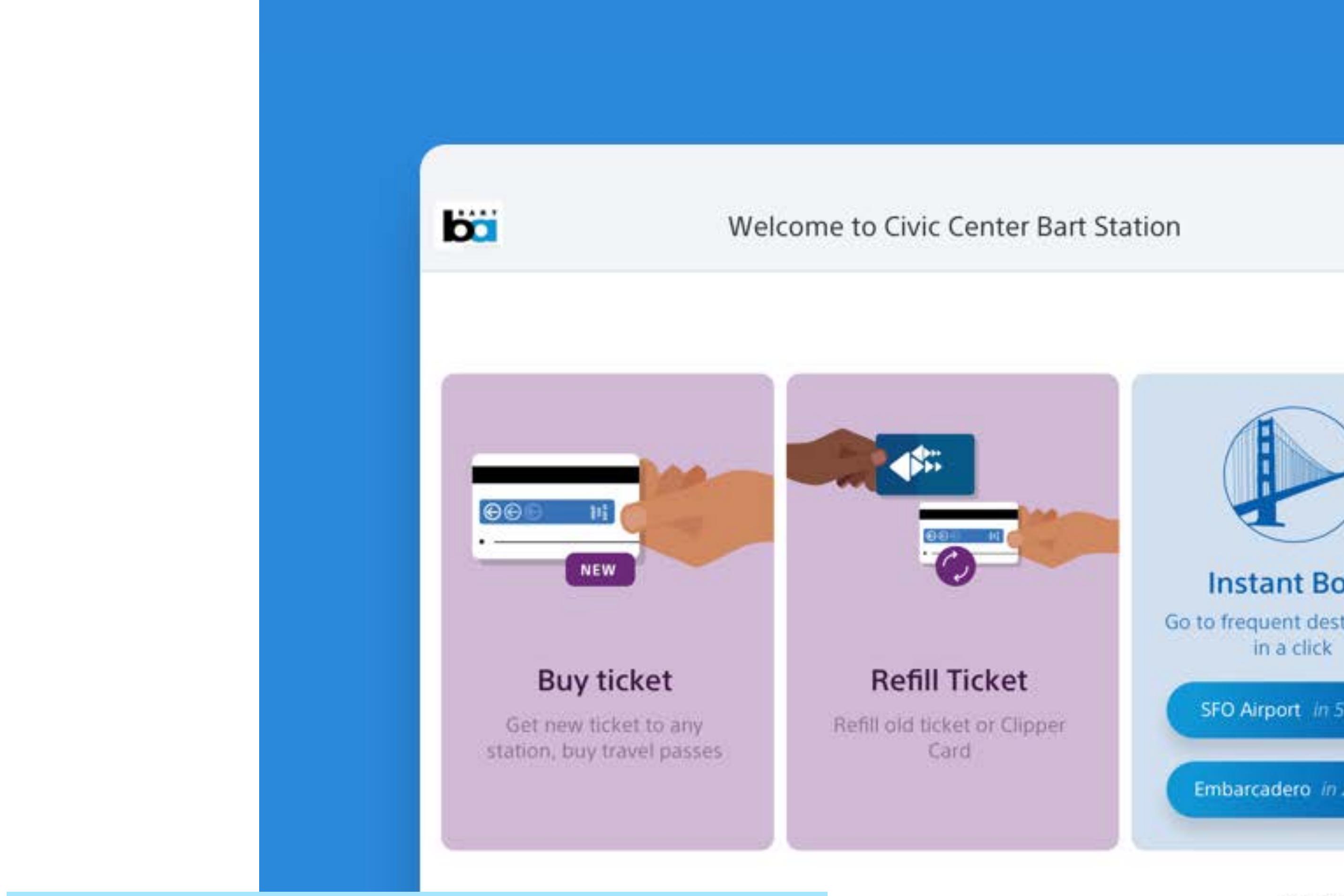
8/10

# Bart Redesign

## Redesign and Usertesting of Bart kiosk

Redesigned the Bart kiosk interface. And later, tested the prototype with 8 users remotely (via usertesting.com) and 5 in-person and later incorporated the insights we gathered to redesign the kiosk screens.

[Read more →](#)



## Problem Statement

Redesign the User Interface (UI) for the BART Kiosk. The design should respond to insights and opportunities identified in the field.

## My Role (Team of 2)

Interviews, User Interface Design, Rapid Prototyping, User-testing

← BACK    HOME

Search Bart Station or any location  Q

HELP    Proceed

How much would you like to add?

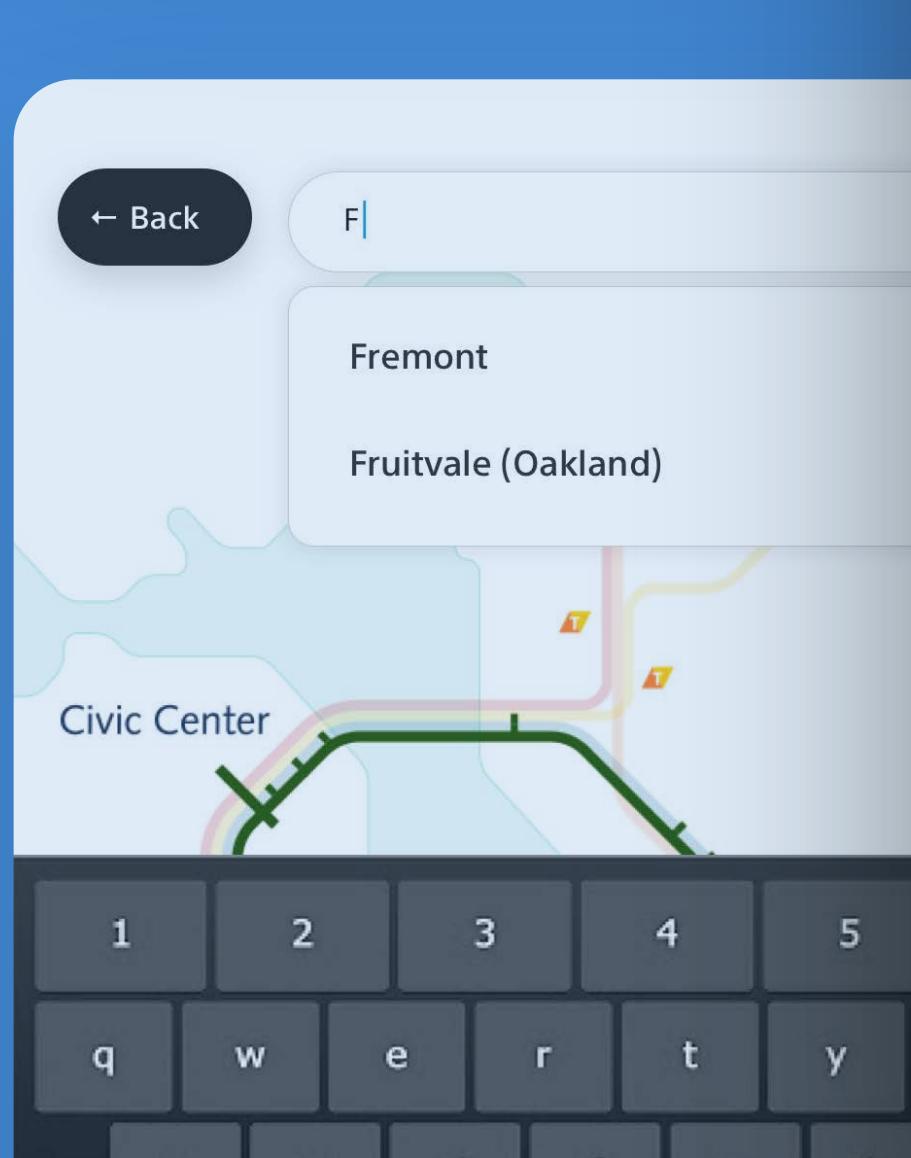
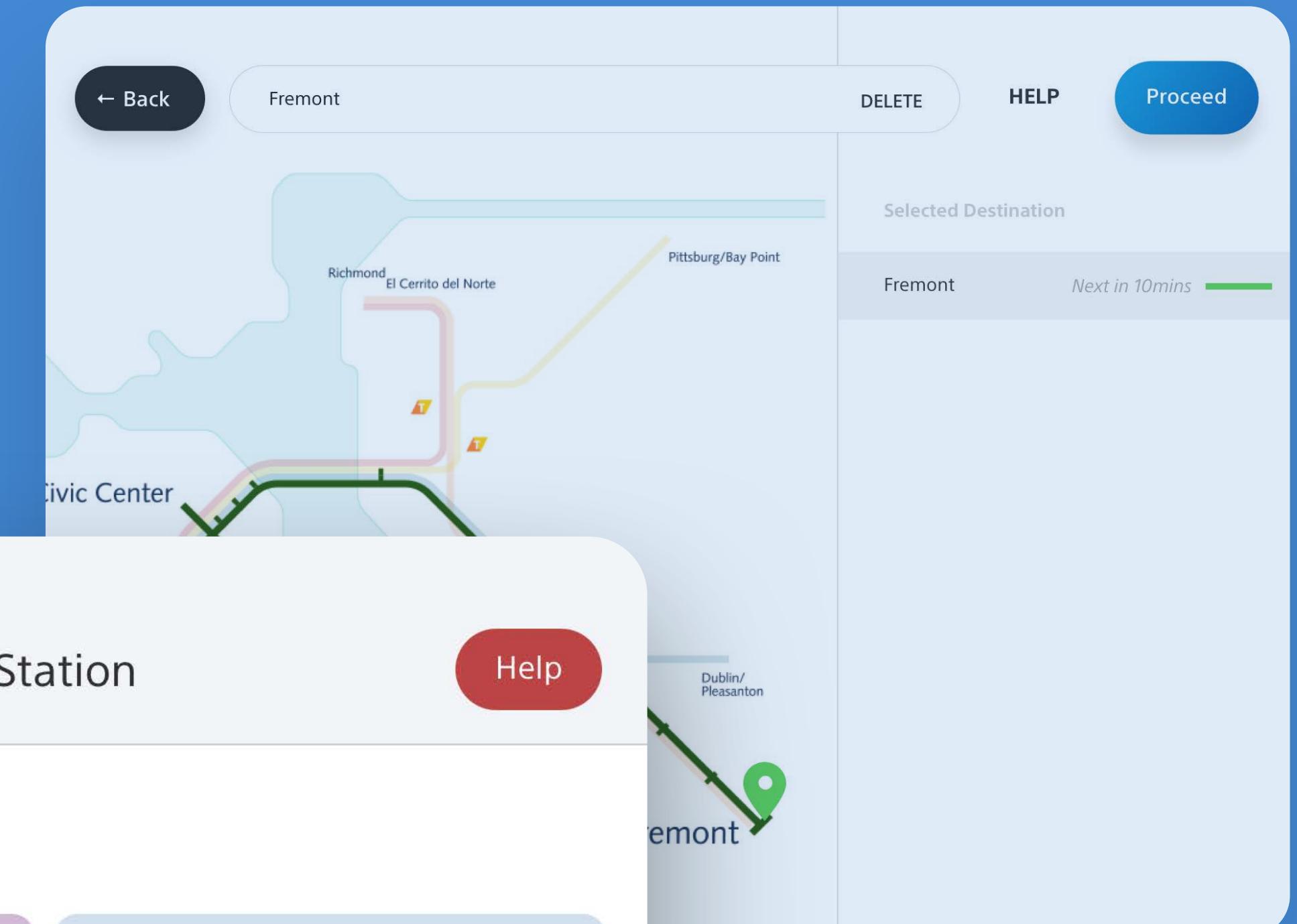
\$ 0.00

+ \$20	1	2	3
+ \$50	4	5	6
+ \$100	7	8	9
+ \$200	0		

Check amount by station names

- Balboa Park
- 19th St. Oakland
- 24th St. Mission
- 12th St. Oakland City Center
- Mac Arthur

A  
B  
C  
D  
E  
F  
G  
H  
I  
J  
K



Welcome to Civic Center Bart Station    Help

**Buy ticket**  
Get new ticket to any station, buy travel passes

**Refill Ticket**  
Refill old ticket or Clipper Card

**Instant Book**  
Go to frequent destinations in a click

SFO Airport *in 5mins*

Embarcadero *in 25mins*

Civic Center/UN Plaza Bart Station

Oct 8<sup>th</sup>, 2017 | 12:30 pm

HELP    Proceed

Bay Fair

Warm Springs/South Fremont

Fremont

Your destination

Total for your ticket

**\$ 5.85**

Number of tickets

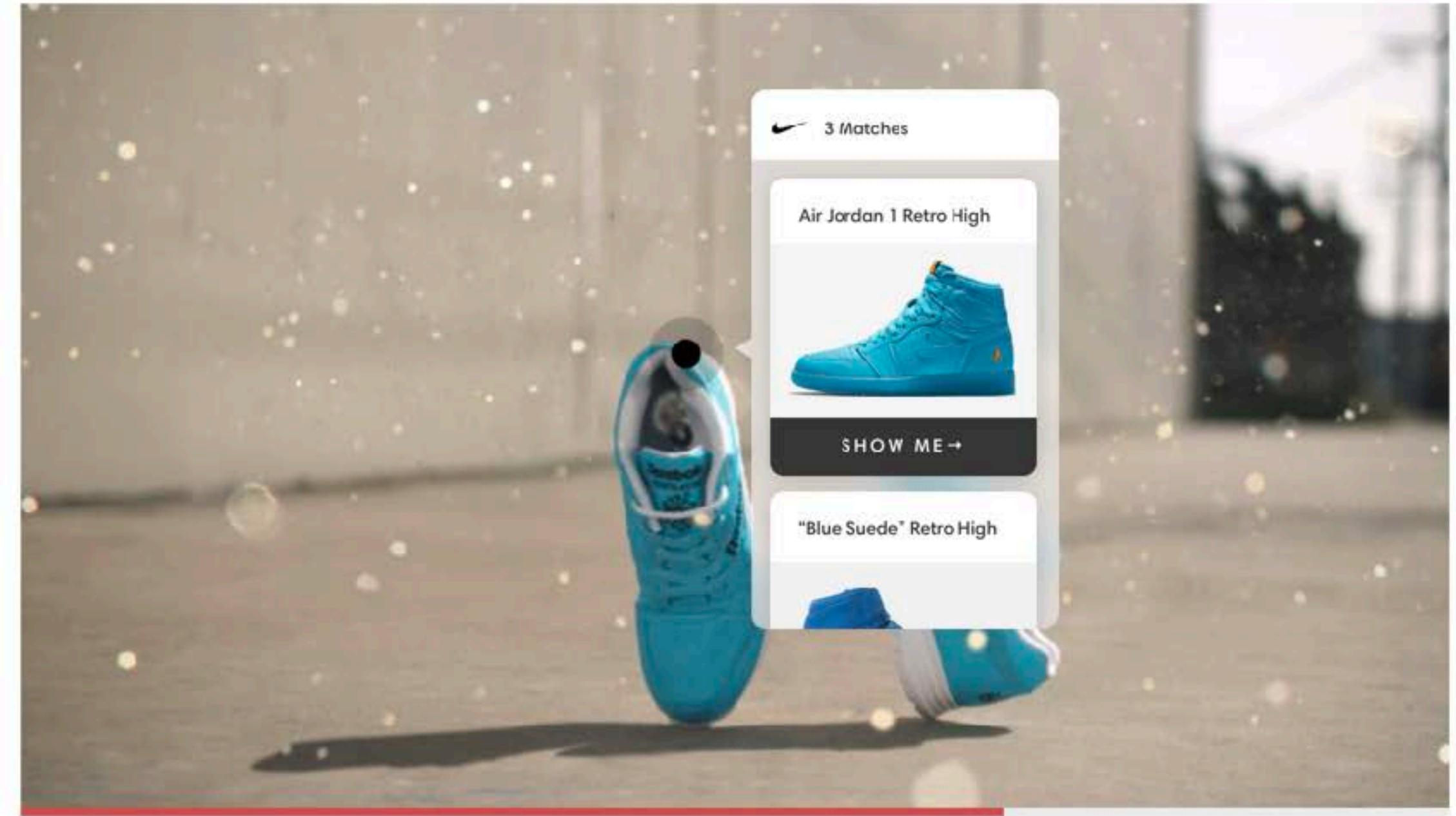
- 1 +

9/10

# Tales

## A new ads format

The vision is to be the world's best brand storytelling community by creating and telling branded stories alongside the people for the people. We wish to achieve this by reinventing the digital advertisement with interactive and immersive experiences.



The One Thing Only 1% of People Do | TRY IT FOR 21 DAYS and Success Will Come!

1K 31K 506 SHARE ...

SUBSCRIBE 1.8M

### Problem Statement

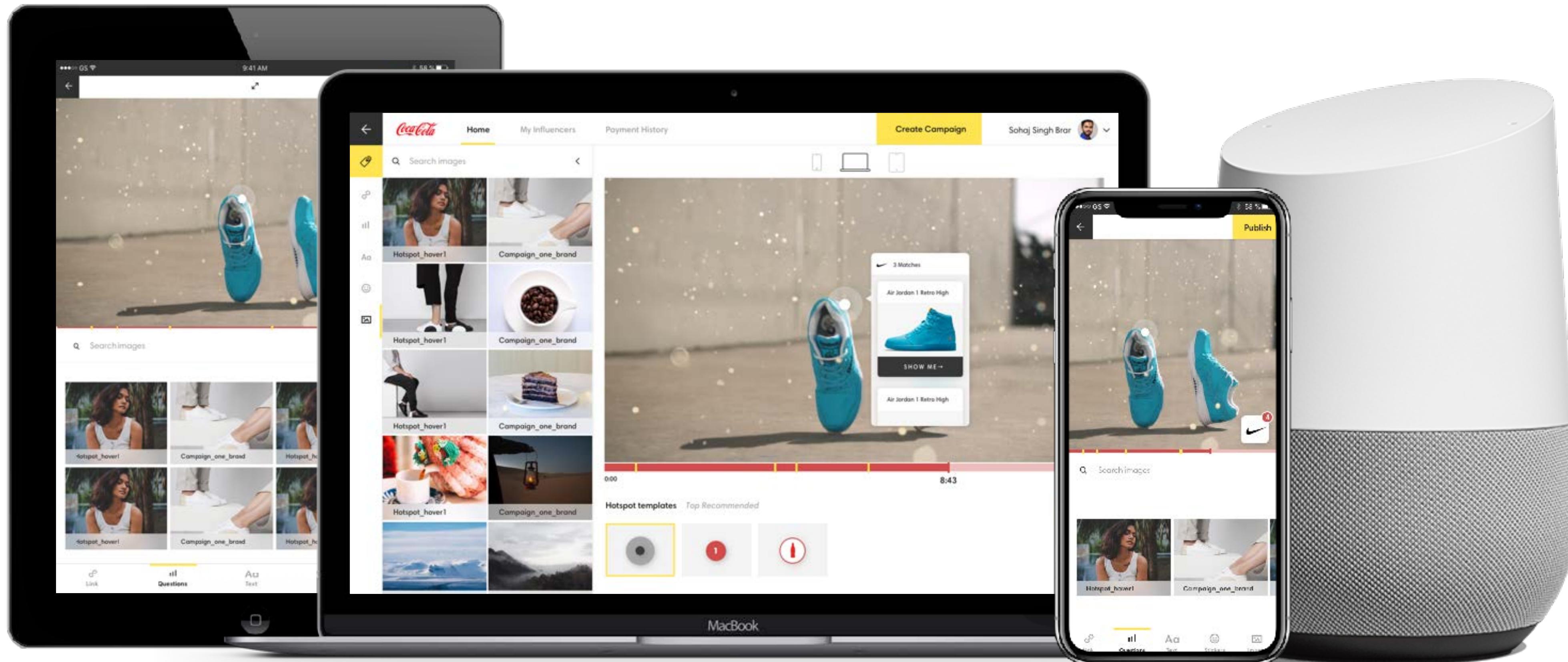
Redesign the User Interface (UI) for the BART Kiosk. The design should respond to insights and opportunities identified in the field.

### My Role (Solo project)

Secondary Research, design strategy, UI design, brand design, prototyping

# Product Ecology

*Experience Tales across platforms (desktop, phone, tablet, voice assistants)*



**10/10**

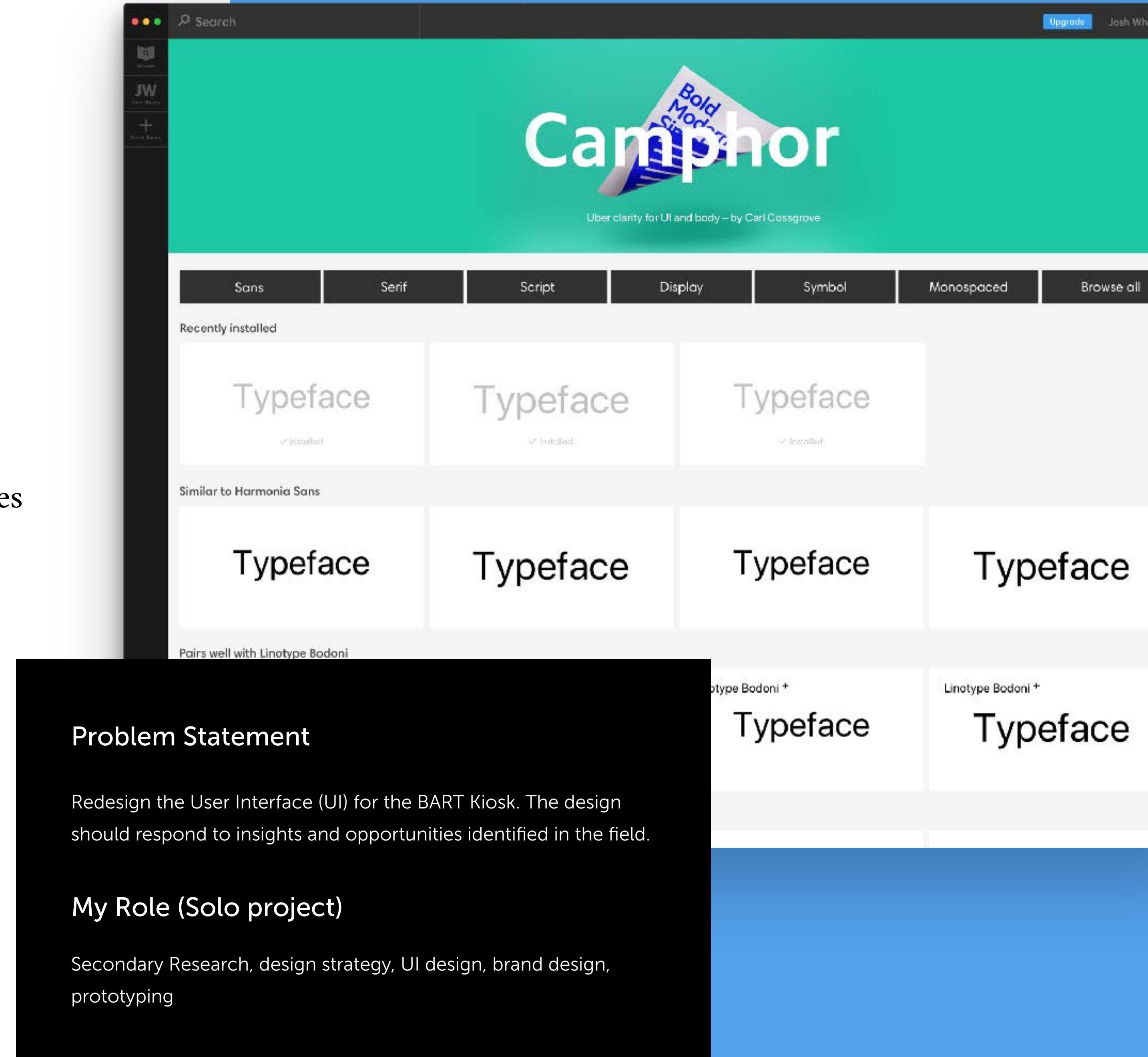
# Monotype App

AI based desktop app to discover, manage and use typefaces

Experience Monotype's library of more than 100,000 typefaces in a whole new way with a handy desktop app for Monotype subscribers.

Machine learning allows users to search fonts visually on the map, based on mood (cool, assertive, romantic etc.), similarity, styles, languages, source and many more. It automatically suggests best font pairs.

[Read more →](#)



The image shows a composite screenshot of the Camphor font marketplace interface. On the left, a search result for 'Avenir Next' is displayed, showing 250 search results. It includes a snippet of text: "In 2004, Frutiger, together with Linotype in-house type designer". On the right, a detailed view of the 'Avenir Next' font family is shown, featuring a preview of the 'Heavy Weight' style with a large red letter 'M'. The interface includes various filters like 'Add Filters' (Techno, WEIGHT, SLANT, MOOD, STYLES, LANGUAGES, SOURCE), a 'Recently installed' section, and a 'Install Family' button.

search

Upgrade Josh Whann ✓

# Camphor

Bold Modern Sans

Uber clarity for UI and body – by Carl Cossgrove

Sans Serif Script Display Symbol Monospaced Browse all

Recently installed

Typeface Typeface Typeface

Avenir Next

Light Weight

250 search results

In 2004, Frutiger, together with Linotype in-house type designer

Avenir 14 styles

Bodoni LT Pro 14 styles

Extensive update to Eric Gill's original Joanna

Adds an elegant un-geometric twist to classic geometric sans

Avenir Next

Avenir Next Regular

Heavy Weight

Install Family

Upgrad Josh Whann ✓

Heavy Weight

Show Similar

Avenir Pro 14 styles

Recently installed

Add Filters

Techno

WEIGHT

SLANT

MOOD

Cool Assertive Romantic Relaxed

STYLES

Serif A Sans Serif A Script A Display A

LANGUAGES

Latin Greek Arabic Telugu

SOURCE

The farthest distance from the earth

Avenir

4 M total webfont impressions accounted in 56000 websites

5 % of times Avenir Next is used in graphic design

1 k designers endorsed Avenir Next

3 % of times Avenir Next is used in graphic design