

Sri Lakshman S

Senior Visual Designer

UI/UX & Brand Design Specialist

Conceptual Projects

1. CreatrBot - AI Content Assistant for Designers
2. Diginova - Creative Agency Website
3. SneakZ - Sneaker E-Commerce Platform
4. MrBeast - Creator Website UI
5. Sixt6creation - Brand Guidelines
6. Sharkz – Brand Guidelines
7. Rentigo – An Online Rental Marketplace
8. BoxOffice – A Movie Ticket Booking Platform
9. Dine Finder - Restaurant Finding Platform
10. IppoPay - A Consumer UPI App

Project 1

CreatrBot - AI Content Assistant for Designers

Problem

- Designers struggle with writing case studies, captions, and portfolio content.
- Current AI tools? Too broad, robotic, or overwhelming.
- There's a gap for a designer-first tool that's fast, personal, and intuitive.

Objective

To build a conversion-optimized landing page that:

- Clearly communicates value in seconds
- Makes trying the product fun & effortless
- Builds trust and drives sign-ups
- Explains features visually with outcome-driven copy

Research Insights

- "I know my process, but writing it out is a nightmare."
- "I need captions and copy that feel like me, not a bot."
- "I don't want another salesy AI tool—I want something for creatives."

The screenshot shows the homepage of CreatrBot. At the top right, there are links for 'Features', 'Pricing', and a prominent 'Try Free' button. Below the header, the main title 'AI Content Assistant for Designers' is displayed in large, bold, black and blue text. A sub-copy below the title reads 'Generate captions, case studies, and portfolio content in seconds. Design bold, write smart.' A search bar with placeholder text 'Try it now - describe your design project:' and a microphone icon is centered. Below the search bar are two buttons: 'Try Free →' and 'Watch Demo'. The main content area is titled 'Everything you need to create content' and includes a sub-copy 'Streamline your creative workflow with AI-powered tools designed specifically for designers'. It features three cards: 'Caption Generator' (blue icon), 'Case Study Creator' (purple icon), and 'Brand Bio Writer' (green icon). Each card lists specific features. Below this section is a 'How it works' section with three numbered steps: 1. 'Type your idea or upload your project' (blue icon), 2. 'Choose a tone: Playful, Professional, Minimal' (purple icon), and 3. 'Instantly generate content you can copy or customize' (green icon). Each step has a brief description and a small note at the bottom.

Target Audience

- Freelance UI/UX Designers – Quick, clean case studies
- Brand & Visual Designers – Relatable storytelling tools
- Portfolio Builders – Visual-first content transformation
- Creative Directors – Maintain tone across teams

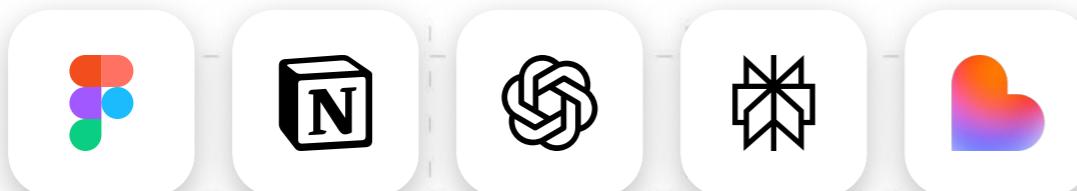
Competitive Gap

- Tools like Copy.ai, Jasper, Writesonic = Business-heavy, generic.
- CreatrBot = Niche + personalized + visual-first.
- A tool that speaks designer.

Final Design Highlights

- Interactive hero with instant CTA
- Clear feature cards with benefits-first language
- Visual 3-step “How it works” section
- Simple, transparent pricing

Tools Used



The image shows a screenshot of the CreatrBot website. At the top, a large blue header features the text "Simple, transparent pricing" and "Choose the plan that works best for your creative workflow". Below this are two main pricing options: "Free" (₹0/month) and "Pro" (₹299/month). The "Free" plan includes 5 content generations per month, base templates, and email support. The "Pro" plan includes unlimited generations, content history, priority access, advanced templates, and priority support. A "Start Pro Trial" button is visible. In the center, a section titled "Loved by designers" displays three positive reviews from Sarah Anderson, Mike Kumar, and Jessica Davis, each with a 5-star rating. Below the reviews, the CreatrBot logo is shown with the tagline "AI-powered content assistant helping designers create compelling content in seconds." Social media links for Instagram, Facebook, and LinkedIn are present. The footer contains links for "Product" (Features, Pricing, Demo) and "Company" (About, Terms, Privacy, Contact), along with a copyright notice: "© 2025 CreatrBot. All rights reserved."

Project 2

Diginova - Creative Agency Website

Overview

Diginova is a future-forward creative agency that empowers businesses through tailored digital solutions—from branding to marketing. This redesign was a self-initiated project aimed at strengthening their digital identity and boosting user engagement through intuitive storytelling and UX.

Problem

Diginova, despite being a creatively driven agency, lacked a unified online presence that reflected its capabilities. Without a dedicated platform, it struggled to communicate its full range of services, showcase its team's talent, and express its brand value effectively to potential clients.

Key Challenges:

- No centralised platform to highlight services or portfolio
- Limited visibility of team expertise and personality
- Difficulty in articulating value proposition clearly
- Missed opportunities for conversion due to lack of digital storytelling

The image shows two screenshots of the Diginova website. The top screenshot is the homepage, featuring a dark header with the Diginova logo and navigation links for Home, About, Service, Portfolio, Blog, and Contact Us. The main section has a large white title 'Transform Your Vision into Reality' with a subtext 'We empowers businesses to stand out in the digital landscape and connect meaningfully with their audiences.' Below the title are 'Get Started' and 'Learn More' buttons. To the right is a cartoon illustration of three people working together in an office. The bottom screenshot is the 'About Diginova' page, which includes a brief description of the agency's focus on transforming ideas into digital experiences, followed by four service cards: Branding, Web Design, App Development, and Digital Marketing, each with a small icon and a brief description. At the bottom of the page is a large orange footer box containing performance metrics: '5+' Years of Experience, '450+' Successful Projects, and '85%' Client Satisfaction.

The Solution

A streamlined, story-driven website designed to showcase Diginova's creativity and credibility.

- **Hero:** Bold headline, custom illustration, and dual CTAs
- **Services:** Modular cards for Branding, Web, App, and Marketing
- **Stats:** Trust-building numbers (experience, projects, satisfaction)
- **Why Us:** Visual highlights of key strengths
- **Blog:** SEO-friendly insights hub
- **FAQ:** Interactive section to clarify doubts
- **Team:** Real faces to humanize the brand

Final Design Highlights

- Interactive hero with instant CTAs
- Clear, benefit-first service cards
- Visual "How it works" in 3 easy steps
- Simple and transparent pricing structure

Tools Used



Project 3

SneakZ - Sneaker E-Commerce Platform

Problem

Most sneaker platforms feel cluttered and uninspired, lacking style, culture, and smooth mobile UX—leading to drop-offs. There's a need for a bold, community-driven alternative.

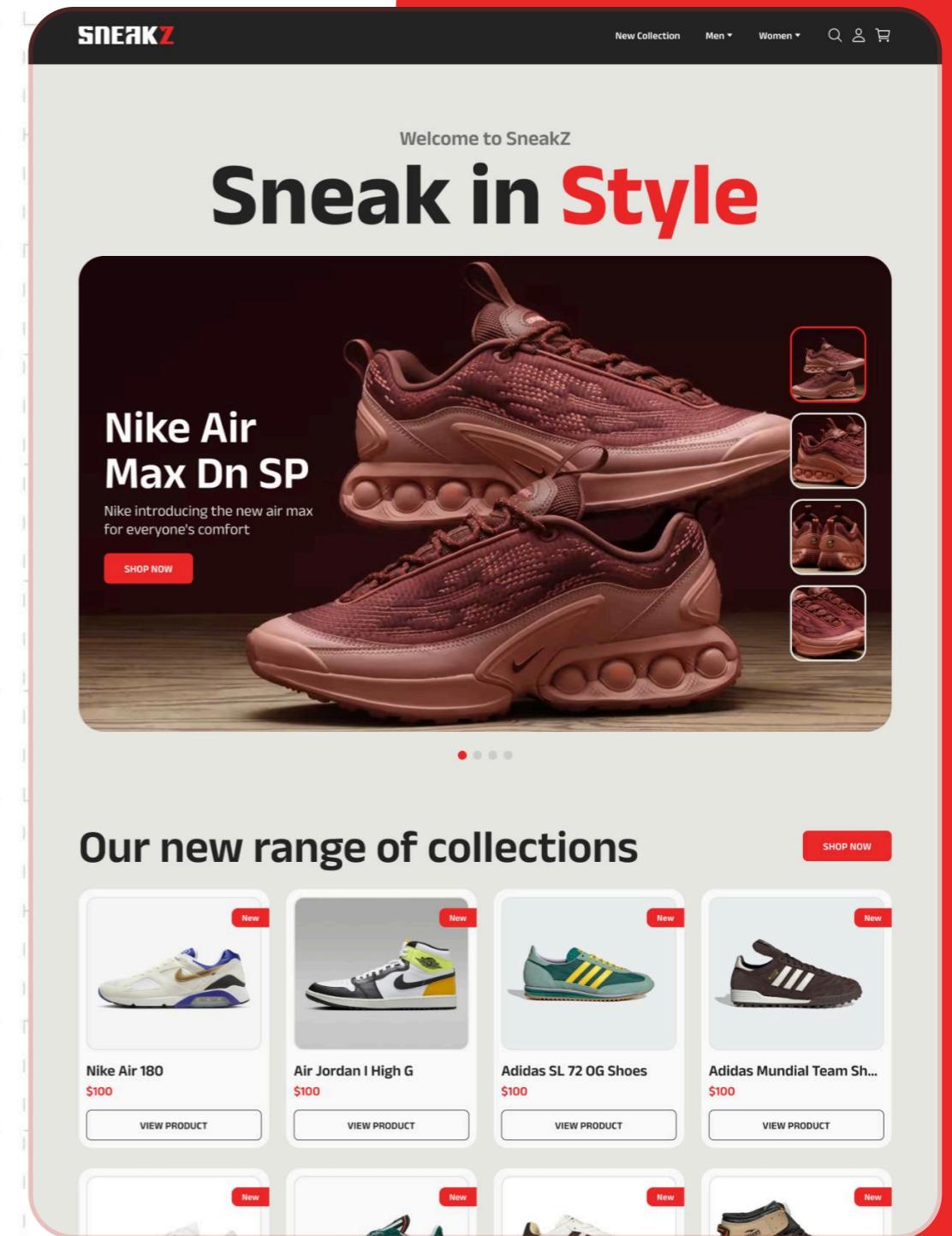
Objective

Design a visually rich, conversion-optimized landing page for SneakZ that:

- Grabs attention with a bold hero section
- Showcases products clearly and aesthetically
- Enables frictionless exploration
- Engages with blogs, culture drops, and SneakZPRO
- Converts through smart CTAs and mobile-first UX

Target Audience

- Sneakerheads – Seeking latest drops, exclusives
- Streetwear Fans – Sneakers = key to their look
- Casual Shoppers – Fast, clutter-free browsing
- Hype-driven Buyers – Trend-driven, action-ready



The Solution

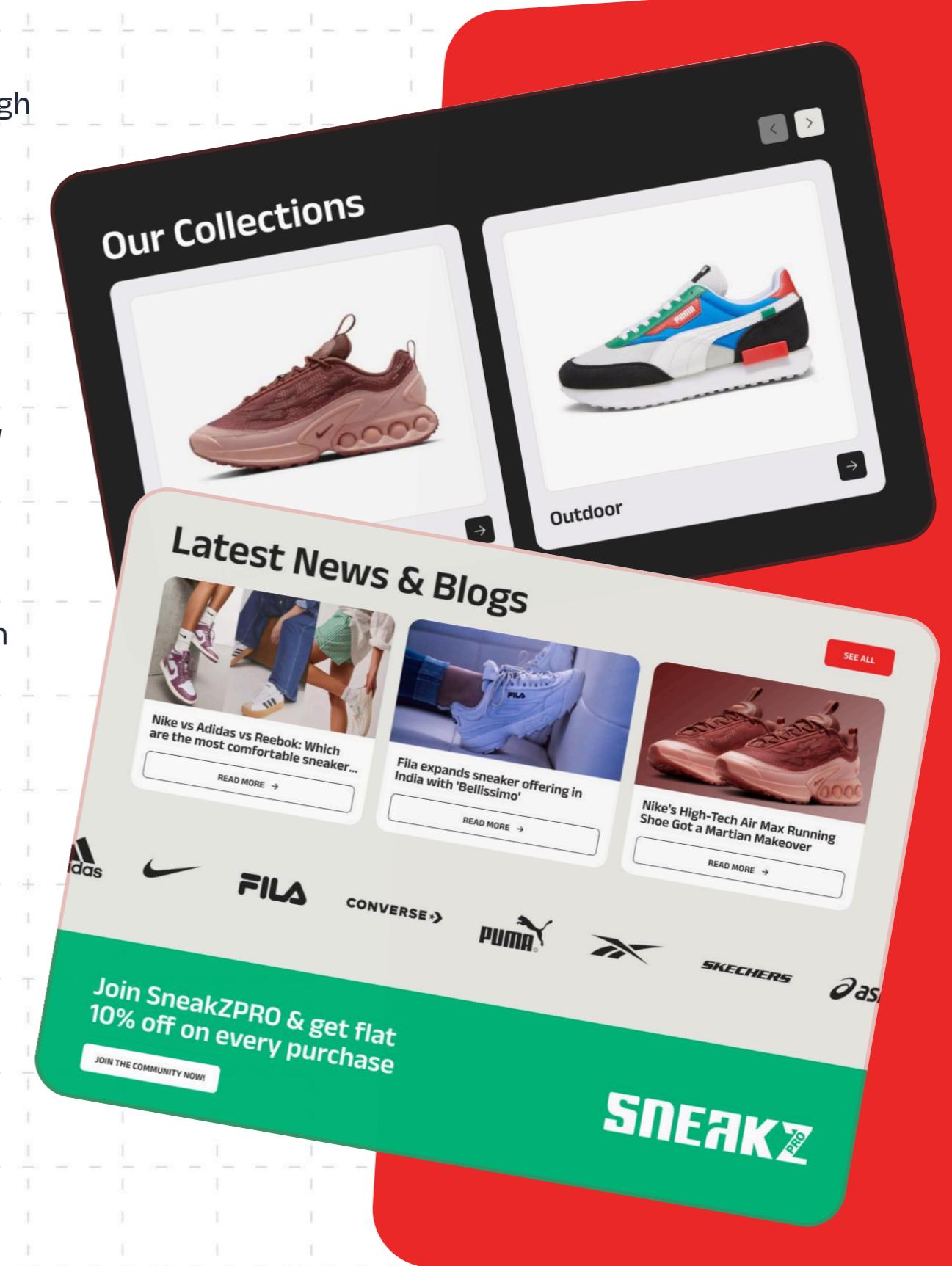
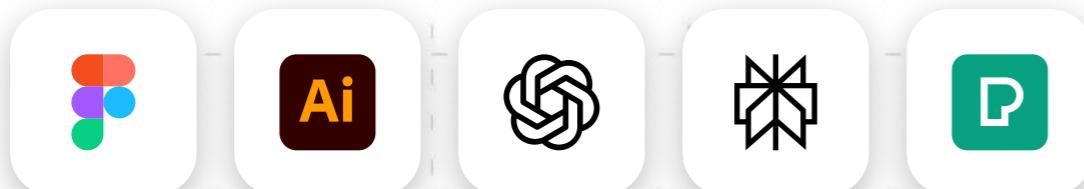
SneakZ delivers a bold, seamless shopping experience through a clean layout, visual storytelling, and community-driven content.

- **Hero Section:** Bold sneaker visual, headline & CTA for instant impact
- **Collections:** Modular cards for key categories like New & Trending
- **Product Grid:** Tag-based layout with pricing & Quick View
- **Blog + Culture:** Trend articles to boost SEO & build community
- **SneakZPRO:** Exclusive banner to drive sign-ups & loyalty
- **Footer:** Trusted brand logos + clean, accessible navigation

Final Design Highlights

- Bold visuals. Zero friction.
- Story meets style.
- Built for the next-gen sneaker culture.

Tools Used



Project 4

MrBeast - Creator Website UI

Problem

MrBeast's content and store were scattered across multiple platforms, causing poor navigation, diluted branding, and missed opportunities for engagement.

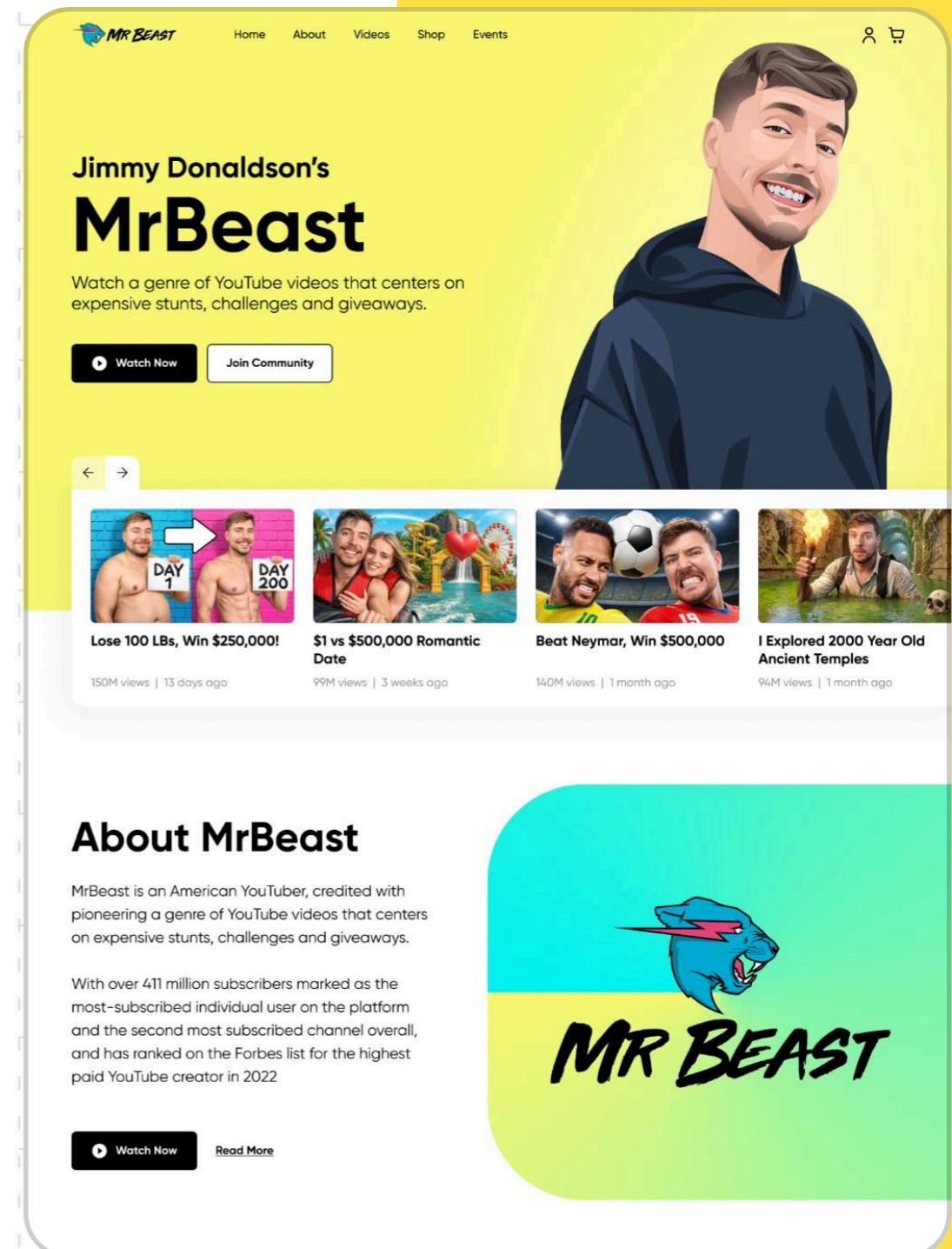
Objective

To create a unified, high-impact digital hub that brings together MrBeast's videos, sub-channels, and merchandise into one seamless, fan-first experience. The platform is designed to reflect his bold personality, drive engagement, and offer a centralized space where fans can explore, connect, and shop with ease.

Target Audience

Built for a high-energy global crowd who love bold content and seamless access:

- Loyal Fans – Want everything in one place
- New Visitors – Exploring MrBeast for the first time
- Merch Buyers – Looking for trusted, official gear
- Casual Viewers – Scroll-friendly, viral content experience



The Solution

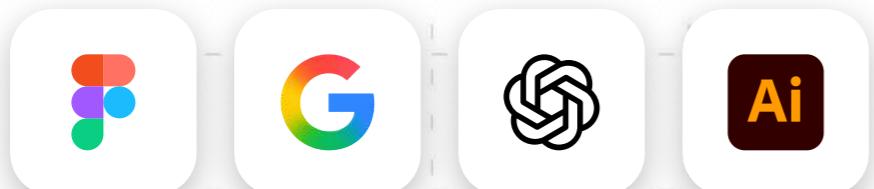
A bold, centralized website that unifies all things MrBeast:

- **Hero Section:** Bold headline, animated MrBeast, and CTAs – Watch Now & Join Community
- **Featured Videos:** Scrollable carousel of latest uploads
- **About Block:** Brief intro with key stats and Watch button
- **Channel Highlights:** Quick-access tiles for Gaming, Reacts, and Philanthropy
- **Popular Videos Grid:** Viral hits with views and titles
- **Official Store:** Clean, direct-to-shop merch section
- **Subscriber Banner:** 411M+ subs celebrated with CTA
- **Footer:** Email signup + social links to grow the community

Final Design Highlights

- Bold Hero + Clear CTAs
- Scrollable Featured Videos
- Channel Grid for Quick Access
- Clean, Trusted Merch Section

Tools Used



The image displays three wireframe mockups of a website design for MrBeast. The top mockup shows a 'Hero' section with a large yellow header 'Explore our other channels' and four channel tiles: 'Beast Philanthropy' (28.1M subscribers), 'MrBeast Gaming' (48.2M subscribers), 'Beast Reacts' (35.9M subscribers), and 'MrBeast 2' (50.5M subscribers). Each tile has a 'Subscribe Now' button and a 'Watch Videos' button. The middle mockup shows a 'Most Popular Videos' grid with ten video thumbnails, each with a title, view count, and upload date. The bottom mockup shows a 'MrBeast Store' section featuring a grid of merchandise items and a descriptive text about the store's authenticity.

Hero Section: Explore our other channels

- Beast Philanthropy (28.1M subscribers)
- MrBeast Gaming (48.2M subscribers)
- Beast Reacts (35.9M subscribers)
- MrBeast 2 (50.5M subscribers)

Most Popular Videos

Video Title	Views	Upload Date
\$456,000 Squid Game In Real Life!	820M	3 years ago
Last To Leave Circle Wins \$500,000	520M	3 years ago
\$1 vs \$500,000 Plane Ticket!	490M	2 years ago
\$1 vs \$1,000,000 Yacht!	470M	2 years ago
\$1 vs \$100,000,000 Car!	450M	1 year ago
Ages 1 - 100 Fight For \$500,000	430M	2 years ago
\$10,000 Every Day You Survive In A Grocery Store	420M	1 year ago
DAY #150	400M	2 years ago
\$1 vs \$1,000,000 Hotel Room!	400M	2 years ago

MrBeast Store

MrBeast.Store is the official merch store of MrBeast. There are no others. If you see those they are most likely counterfeit.

Thank you for supporting MrBeast and the boys.

[Shop Now](#) [Learn More](#)

Project 5

Sixt6creation – Brand Guidelines

This brand guideline captures the visual identity and design direction of Sixt6creation. It was created to reflect the brand's bold personality, creative edge, and modern aesthetic across every platform and format.

The identity system is agile and expressive:

- **Logo System:** Primary mark, spacing, and format variations.
- **Color Palette:** Modern tones reflecting clarity and confidence.
- **Typography:** Structured, expressive fonts for all mediums.
- **Visual Elements:** Icons, imagery, and accents that define the brand's style.
- **Layout & Grids:** Flexible systems for web, print, and social use.

Tone & Philosophy

The guideline acts as the visual foundation of Sixt6creation — built to keep the brand clear, creative, and recognizable at every step.

Where bold ideas become timeless brands.

Sora

Light
Regular
Medium
Bold
Black

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
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Project 6

Sharkz – Brand Guidelines

Sharkz is a bold and performance-driven sports apparel brand built for athletes who thrive under pressure. This brand guideline encapsulates the energy, discipline, and edge that define Sharkz – blending functionality with style to empower motion and mindset.

The identity system is agile and expressive:

- **Logo System:** Sharp and dynamic – inspired by shark agility, built for instant recognition across gear and media.
- **Color Palette:** Deep marine, steel gray, and adrenaline red – a bold trio symbolizing focus and intensity.
- **Typography:** Geometric sans-serifs with motion and strength – ideal for bold visuals and performance tags.
- **Visual Language:** Diagonals, motion blur, and grit textures – capturing speed, power, and relentless energy.

Tone & Philosophy

Sharkz communicates with bold clarity – motivational, grounded, and unapologetic. We believe greatness is earned, not given – every message reflects discipline, drive, and intent.

Built to Hunt. Born to Sprint.



Project 7

Rentigo – An Online Rental Marketplace

At Rentigo, we believe every occasion—big or small—deserves thoughtful support. The Rentigo App is designed to simplify how people rent for their homes, events, or travel needs—all in one seamless platform. Whether it's a cozy sofa for your living room, décor for your next big celebration, or a weekend ride, Rentigo makes it easy, accessible, and stress-free.

Key Features

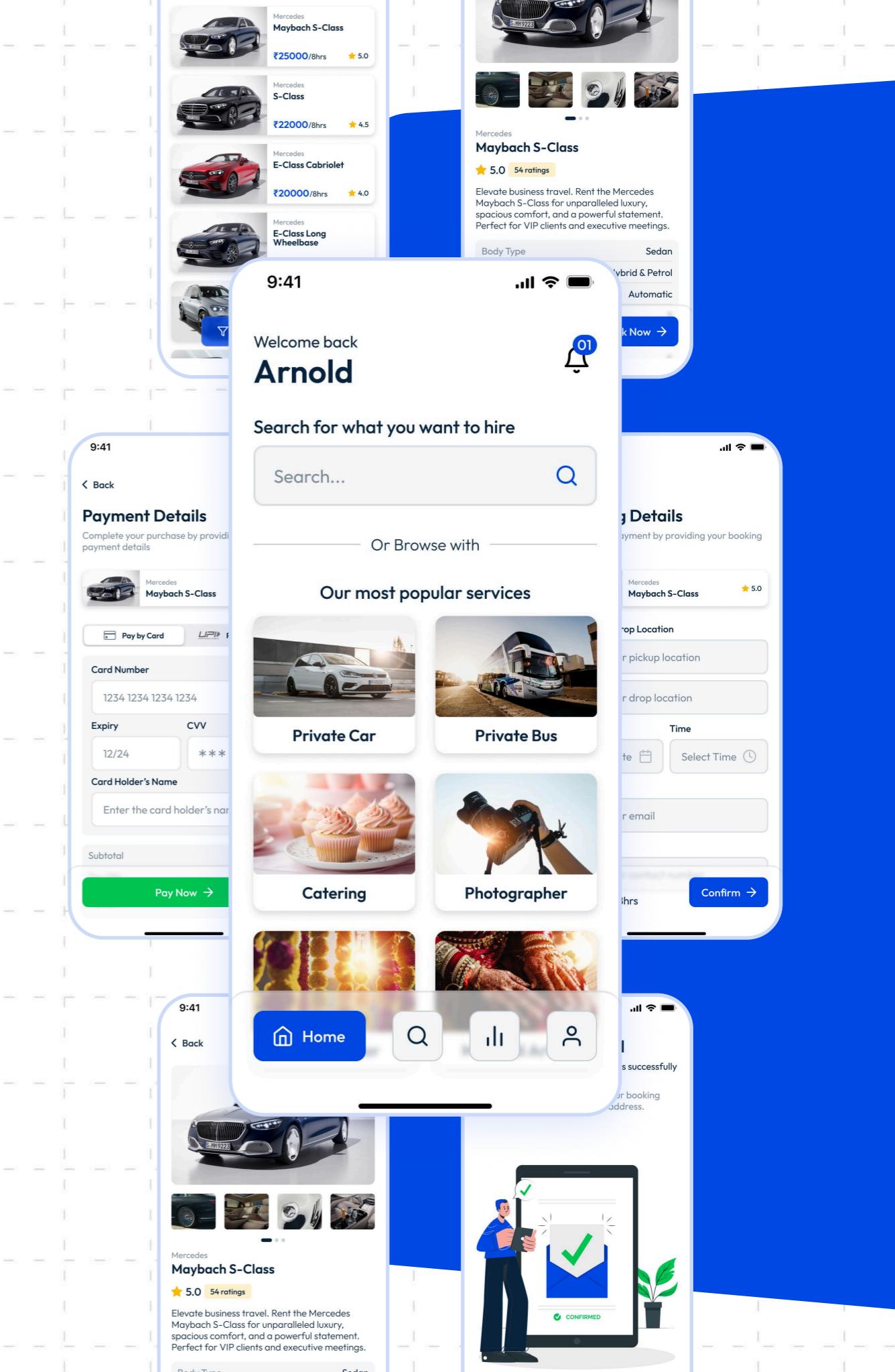
Rentigo brings clarity and convenience to the rental experience with a thoughtfully designed interface and user-friendly flow. Everything you need is just a few taps away.

- Curated categories: Home, Events, Vehicles
- Smart search & instant availability check
- Transparent pricing and flexible rental durations
- Real-time tracking and doorstep delivery

Outcome

An intuitive, human-centered app that turns everyday needs into memorable experiences through smart rentals.

Why buy? Just Rentigo it!



Project 8

BoxOffice – A Movie Ticket Booking Platform

Overview

BoxOffice is a modern, intuitive movie ticket booking app that turns the hassle of booking into a seamless, cinematic experience. Designed for both movie lovers and casual viewers, it blends functionality with emotion.

Problem

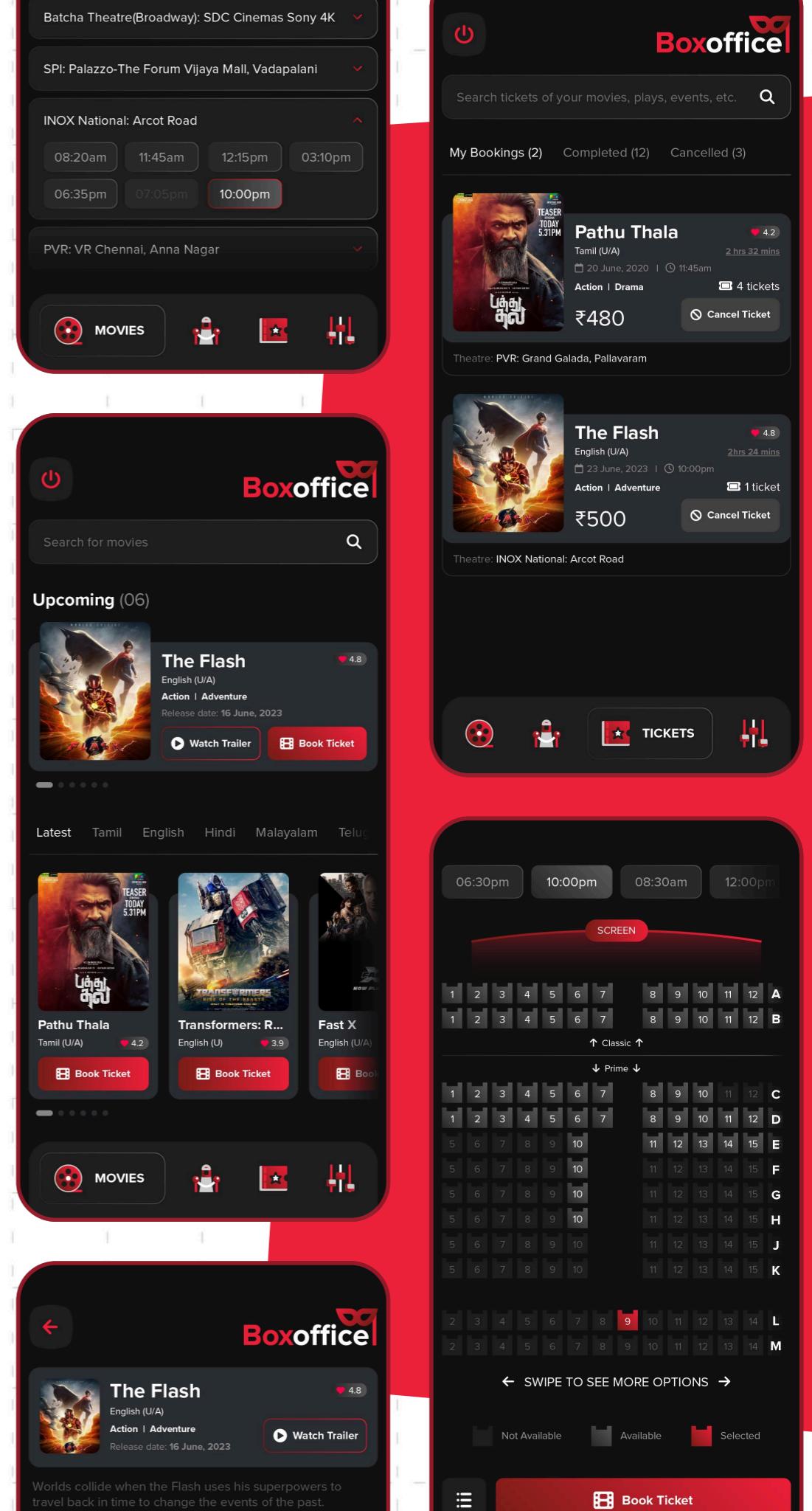
Cluttered interfaces and clunky booking flows make movie ticket apps feel more like a chore than an experience.

Solution

A human-first, visually clean app that makes discovering and booking movies a delight.

- Seamless booking with smart seat selection
- Personalised movie suggestions
- Immersive previews with trailers & cast info
- Minimal, intuitive UI with smooth interactions

Grab your popcorn. We've got your tickets.



Project 9

Dine Finder - Restaurant Finding Platform

Problem

Finding good food online is often overwhelming – cluttered apps, ads, and too many options ruin the experience.

Dine Finder solves this with a clean, focused platform for effortless food discovery and ordering.

Objective

Design a conversion-optimized landing page that:

- Instantly shows value
- Encourages exploration
- Builds trust through content and reviews
- Visually explains how it works

Target Audience

People who value simplicity, speed, and great food:

- Busy Professionals – Quick, reliable ordering
- Families – Easy meals without guesswork
- Foodies – Discover trending dishes
- Regular Delivery Users – Reorder favorites fast

The landing page features a header with the Dine Finder logo and navigation links for Home, About Us, Restaurants, and Contact Us. A prominent orange 'Order Now' button is in the top right corner. The main headline reads 'Discover Perfect Dining Experience, from Home!'. Below it is a subtext: 'Explore, Order, and Taste from a World of Restaurants without Leaving Home!'. A search bar with the placeholder 'Find a restaurant' and an 'Explore Now' button are positioned below the headline. To the right is a large image of a smiling delivery person in a red uniform and helmet. The 'How it works' section is divided into three steps: 'Select a Restaurant' (illustrated with a chef at a stove), 'Choose your menu' (illustrated with a plate of food), and 'Wait for your order' (illustrated with a delivery person on a scooter). Each step has a brief explanatory text block. At the bottom, a section titled 'Best Restaurants in your city' lists 'Domino's Pizza' and 'Rajdhani Restaurant' with a 'View All' button.

The Solution

A clean, visual-first website that makes discovering and ordering from top restaurants fast, easy, and trustworthy.

- **Hero:** Bold headline, food visuals, dual CTAs
- **How It Works:** 3-step flow – Browse, Order, Enjoy
- **Top Restaurants:** Cards with ratings and quick info
- **Stats:** Key trust-building numbers
- **Why Us:** Highlights of speed, simplicity, and curation
- **Blog:** SEO-friendly food content
- **FAQ:** Clear, helpful answers
- **Team:** Human touch with real faces

Final Design Highlights

- Interactive Hero – Start exploring instantly
- Feature Highlights – Simple, benefit-driven cards
- 3-Step Guide – Select → Order → Enjoy
- Trust Signals – Clear reviews & transparent experience

Tools Used



A conceptual wireframe of a food delivery website. The main hero section features a large image of a burrito on a cutting board, with text encouraging users to "Enjoy your favourite food at home from your favourite Restaurant". Below this are three large statistics: "822 Satisfied Customers", "50+ Best & Famous Restaurants", and "2K+ Successful Food Deliveries". To the left, a sidebar lists "Best Restaurants in your city" with cards for Domino's Pizza, Rajdhani Restaurant, WOW! Momo, and Chai Kings. At the bottom, a news section shows a blog post about a burger meal and another about a delivery person.

Project 10

IppoPay – A Consumer UPI App

IppoPay Now is designed to make personal payments simple, instant, and stress-free. Whether it's sending money to friends, paying bills, recharging your mobile, or shopping at nearby stores, IppoPay Now makes every payment easy, fast, and reliable—all in one app.

Key Features

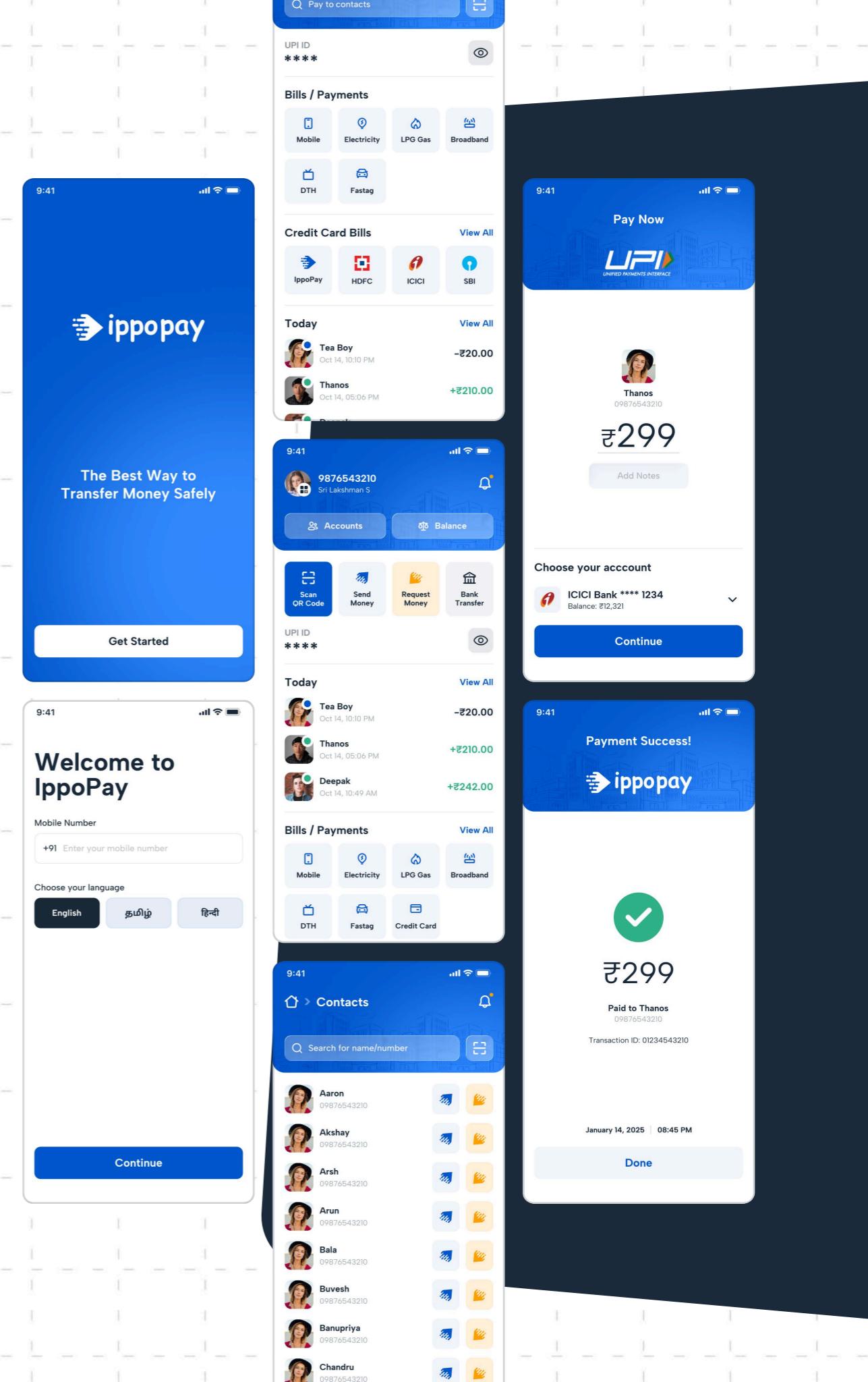
IppoPay Now brings clarity and convenience to everyday payments with a simple, local-friendly interface:

- Instant Transfers – Send, receive, and split money in a few taps
- Bills & Recharges – Mobile, DTH, electricity, water, gas
- Merchant Offers – Discover nearby shops and earn rewards
- Multi-Language Support – Works in English, Tamil, and Hindi

Outcome

A friendly, human-centered app that makes payments simple, quick, and trustworthy, connecting users to both friends and local stores.

| Why complicated? Just pay ippo (now)!





Thank You!

 srilakshman19@gmail.com

 [+91 9943 9763 60](tel:+919943976360)

 sri-lakshman.github.io