

Creative Director / UX-UI Designer and Auditor



A seasoned creative leader with over 22 years of integrated experience in advertising, UI/UX design, product design, and creative direction. Exceptional ability to blend artistic vision with strategic business acumen to deliver innovative and impactful solutions. Proven expertise in team management, brand development, marketing campaigns, and leveraging emerging technologies like the metaverse, VR/AR, and blockchain.

#### **Proficiency**

UI/UX Design · Brand Strategy · Product Design · Creative Direction · Design Systems · Innovation Leadership · Cross-functional Collaboration · Global Team Management



# Stories of

# SUCCESS, CREATIVITY, AND COLLABORATIONS































































# FMCG Apparels Tourism Real Estate Beauty and Skincare BFSI Pharmaceuticals

# UX/UI & App Design



Case Study 1 | Industry: BFSI | UI/UX Audit

# PNB METLIFE

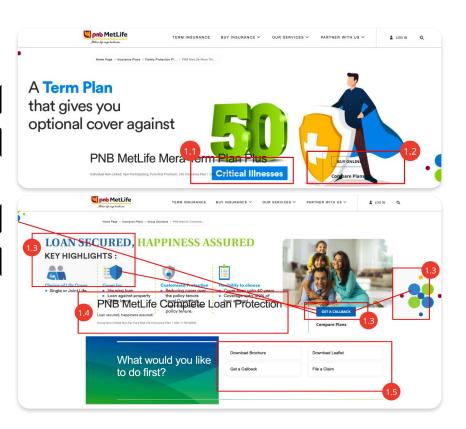
PNB MetLife requested a primary evaluation of its website's user experience and usability to boost customer satisfaction, website footfall and business growth.

#### The Problem:

Suboptimal UX can lead to dissatisfaction, impacting engagement and business growth. PNB MetLife aimed to pinpoint potential friction points in the user journey.

### **Our Approach:**

We performed a primary Heuristic Analysis, using expert assessment to evaluate the website's usability and user experience. This method helped identify pitfalls, prioritize improvements based on severity vs. efforts, and discover new business opportunities.



# **Usability**

Factors to consider includes ease of navigation, clarity of information, and ease of completing an action or a transactions.

- **1.1 Banner element design are misguiding -** The banner design showcasing "50 Critical Illnesses" is being mistaken for the main CTA, causing confusion for users.
- **1.2 Ineffective Call-to-Action Button** The primary call-to-action (CTA) button, "BUY ONLINE", is being treated as a secondary button on the website.
- **1.3** Incorrect Color Hierarchy Using the primary color uniformly across banners can confuse users, increasing cognitive load. This delays users' identification of clickable elements, negatively affecting their overall user experience on the page..
- **1.4 Overlapping Content on Higher Resolution** The website is facing issues with content overlap and visual disturbance due to the lack of optimization for high resolutions. This can negatively impact the user experience and make it difficult for users to consume content effectively.
- **1.5 Secondary Action Buttons** The secondary action buttons on the website require better visual treatment as they currently resemble well-designed bullet points. This can cause confusion for users who may not easily recognize these buttons as interactive elements and may result in a poor user experience

### **Aesthetics**

#### 2.1 Title and Image are Confusing

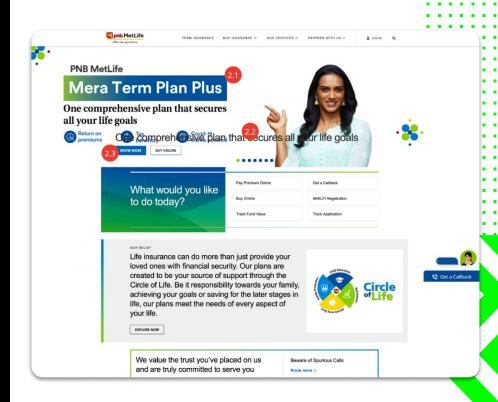
- Avoid using the same color for the CTA as per the design system.
- Focus on online community-specific design.
- Leverage UX copywriting for clarity and enhanced engagement.
- Ensure professional color grading for optimal image presentation.
- Avoid excessive use of shadows.

#### 2.2 Non-fluid Design

- Consider increased screen depth and resolution of modern devices.
- Optimize for 1300px wide monitors and add higher pixel breakpoints.
- Prevent overlaps and ensure correct display across various devices.
- Enhance user experience on larger or high-resolution screens.

#### 2.3 Hidden CTA

- Be cautious about product name overpowering the CTA in brand color.
- Ensure the CTA is visually distinct with contrasting colors or typography.
- Minimize overlapping elements for better CTA clarity.
- Improve visibility to enhance user engagement and interaction.



# **Information Architecture (IA)**

# Less Effective Way Grouping of Primary Menu Items:

Evaluate the primary menu items and group them in a way that is intuitive for the user.

Consider conducting user testing to determine how users expect the menu items to be grouped.

Use clear and concise language for the menu items.

#### Lack of IA:

Develop an information architecture plan that outlines the structure and organisation of the website content.

Ensure that the IA aligns with user needs and expectations.

Use consistent naming conventions and language throughout the website.

#### **Inconsistent Navigation:**

Ensure that navigation is consistent across all pages of the website.
Use clear and concise language for menu items and page titles.

Use a consistent layout for all pages.

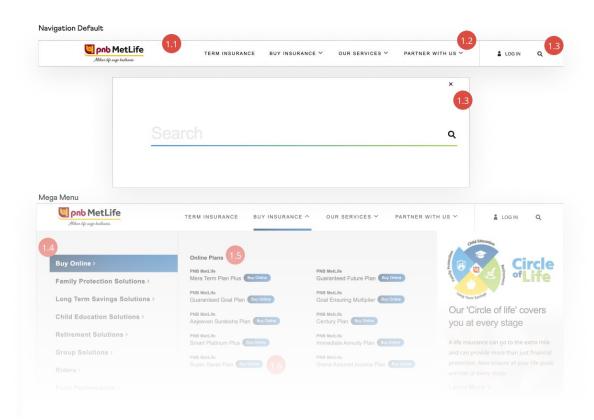
# Need-Based Selling to be Added:

Conduct user research to understand the needs and pain points of the target audience.

Develop a strategy for need-based selling that aligns with user needs and expectations.

Use clear and concise language to communicate the benefits of the products or services offered on the website.

# **Information Architecture (IA)**



# Findings.

Clean Navigation

Present main navigation is pretty clean, easy to read & evenly spaced out.

Hot Buttons

Primary Location where hot buttons like Claim Now, Pay Premium, Track Application, etc could be added.

Search

Sudden blank page with Mega search throws off user from current journey. Also auto complete option should be available, could be converted to smart search.

Information Architecture

To make it easier for users to navigate and find what they need, we should put important links like "buy online" or "tools & calculator" in a prominent location that's easy to access.

Typographical Hierarchy

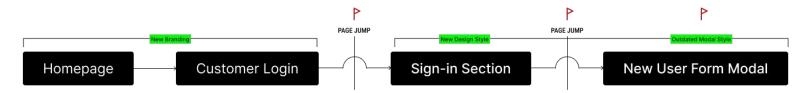
The way we organise sub-menus and their headings could also use some improvement

Color Hierarch

### **User Journey**

New User: Registration

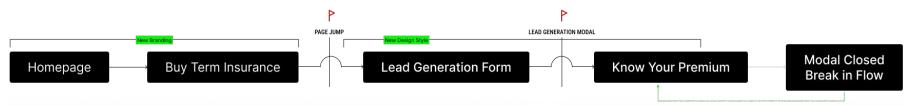
Onboarding involves 4 crucial steps, but a sudden page jump with a complete design overhaul within these steps leads to increased drop-off rates.



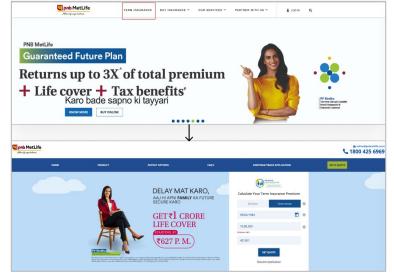


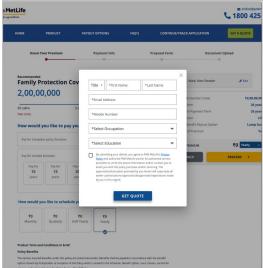
### **User Journey**

New User: Purchase of Term Insurance Online



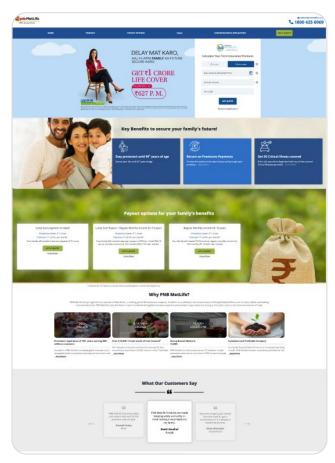
For the purchase of a new policy, there are two jumps. To reach the 'buy now' button or initiate the purchasing process, the user has to navigate through two page jumps and a modal screen, potentially increasing the drop-off rate.





### **Inside Pages**

#### Findings



#### Inconsistency in design

Consistency in web design is vital for user experience and business credibility. A strong design system, applied consistently, prevents jarring inconsistencies, fosters brand communication, and builds trust. Adherence to design guidelines ensures a cohesive and reliable user experience.





### **Conclusion**

The current website suffers from cluttered information, lacking balance and clear CTAs.

### Solution

Perform thorough user research, apply relevant UX principles, and redesign by implementing a design system with prominent CTAs.



Case Study 2 | Industry: Tourism | UI/UX App Design

# TOUR LEADER APP

Cox & Kings wanted to boost tour management efficiency, streamline communication, and provide their Tour Leaders with a user-friendly digital solution.

#### The Problem:

Cumbersome paper-based system, time-consuming updates, communication challenges, and dissatisfaction among Tour Leaders highlighted the need for a digital solution.

#### **Our Approach:**

Conducted thorough user research, user interview workshop, crafted personas, designed a user-centric app, and iteratively tested to address pain points and enhance operational efficiency.



Cox & Kings' Tour Leader App is designed for travel agents who conduct group tours. The target user of the app is the Tour Leaders and the travel company. The existing system for managing tours was found to have many flaws, as communicated through interviews with actual users such as Tour Leaders and Travel Agents. The app aims to address these issues by providing a digital workflow for the Tour Leader, streamlining the tour process and reducing the need for a huge paper file.

### **About Project**

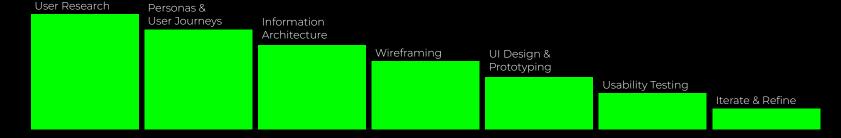
#### Goals:

Efficiently streamline tour management, enhance communication, user experience, reduce errors, boost productivity, and address Tour Leaders' pain points.

#### **Research Methodology:**

We conducted insightful research, user interviews asking Tour Leaders and Travel Agents the right questions. Understanding users' problems to enable tailored solutions, aiming to boost efficiency and reduce hassle and time in paper handling. This ensures informed, insight-based app design decisions.





Timeline:

#### **User Persona**

"The Tour Guide"

#### Introduction:

- Donna, a 35-year-old Tour Leader in New Jersey, brings a decade of experience in guiding group tours.
- Her passion for travel extends to managing every detail from flights and hotels to meals and itineraries.

#### **Pain Points:**

- Challenges with a large paper file prone to getting lost.
- Time-consuming and error-prone updates.
- Communication issues with the Travel Company leading to delays and misunderstandings.

#### **Expectations:**

- Streamlined tour management without a bulky paper file.
- Straightforward communication with the Travel Company.
- A user-friendly app with tools like weather updates, car booking, and a way to report partner misconduct Etc.
- Priority on a reliable, up-to-date mobile app.

#### Design an app catering to Donna's needs:

Streamline tour management, eliminate paper hassles, prioritize easy communication, ensure user-friendliness, integrate essential tools, and maintain real-time, reliable information.



# **Information Architecture**

Strategically organized it into four key sections.

#### The Dashboard:

Offers a comprehensive tour overview, while Tour Details delves into itinerary, reservations, and meal plans.

#### Tour Details:

Displays tour information such as itinerary, reservations, and meal plans and many other details of the tour.

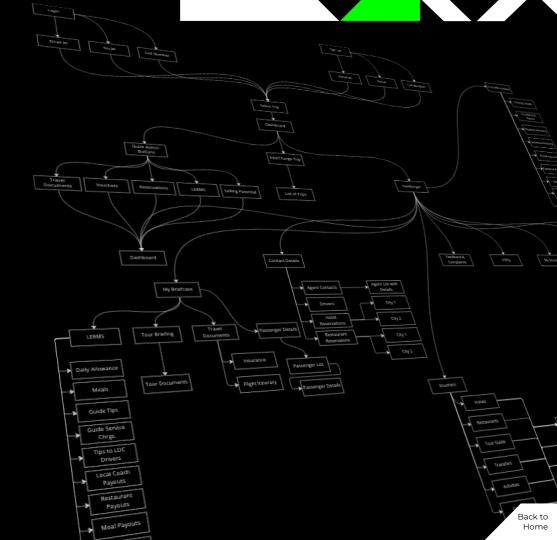
#### The Digital Briefcase:

Serves as a virtual repository for essential tour documents.

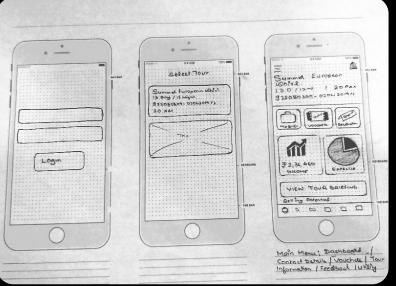
#### **Upgrade Requests:**

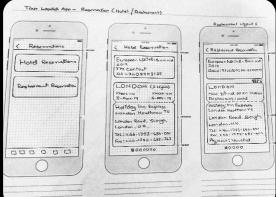
Empowers Tour Leaders to effortlessly modify passenger room or meal preferences.

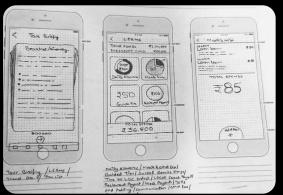
This deliberate structure ensures an intuitive and efficient user experience, facilitating seamless navigation through vital tour details and customization options.



# **Wireframes**







Yes! It's pen and paper. I am old school and love to scribble on paper first!



#### Result





- UI design transformed user interaction post-implementation.
- Tour Leader App replaced bulky paper files with a digital briefcase.
- Provided instant access to itinerary, bookings, and meal details.
- Tour Leaders easily upgraded rooms and adjusted food preferences.
- Intuitive tools for weather checks, car bookings, and raising misconduct requests were implemented.
- Enhanced operational efficiency by eliminating extensive paperwork.
- The user-centric design addressed existing flaws and ushered in an era of efficient and seamless tour operations.

Case Study 3 | Industry: BFSI | App Design

# **HSBC Golf App**

### **HSBC Golf Premier App**

Mobile App Design

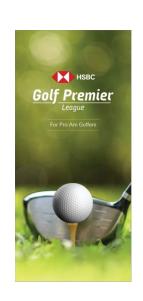
#### **Outcome and Solutions**

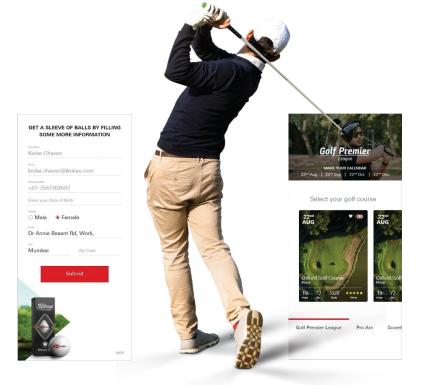
Our team thoroughly analyzed the problem and goal for the design of this app. They recognized that the target audience would include both golf enthusiasts and professionals. To capture the essence of the sport, the designers included a visually appealing design that also featured a sign-up form at the beginning of the app. This sign-up form offered exclusive gifts as an incentive for users to join. The app was meticulously crafted to feature Golf Courses, Tournaments, Golf Clinics, player profiles, and much more, providing users with a comprehensive golfing experience.



# **HSBC Golf Premier App**

Mobile App Design







# **HSBC Golf Premier App**

Mobile App Design

#### Conclusion

#### **App Downloads:**

65% increase in app download

User Base:

. .

. .

Month 1: 4,500 active users

Month 2: 7,500 active users

Month 3: 9,500 active users

#### **Increase in Interaction by Users:**

25% increase in Tournament Enrollment & 15% increase in Golf Clinic Sign-ups

This report shows steady growth in app downloads and active users over a period of five months.

Additionally, there has been a significant increase in user engagement as demonstrated by the increased participation in tournaments and clinics.





POS Design

### **SBI POS Redesign**

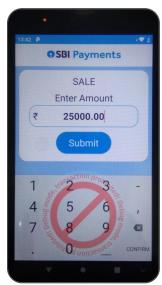
Applying UX Principles & Upgrading UI Design to existing POS System

#### The Ask:

Hitachi Payment Services in tie-up with SBI created a POS system. Dev team used basic UI to complete the project which had many user flow flaws and design was from stone age. We were asked to streamline user journey & create new age clean minimalist design using icons that suit SBI brand guideline.

#### The Solution:

Our team did Guerrilla usability testing which is a rapid and low-cost method of quickly capturing user feedback. We asked 10 retail shop owners to do a test run card swipe as they follow with on other POS machine. And then we asked 10 consumers to operate the emi selection flow on test purchase. Based on this insight our team developed 4 new user journey's and created new design for the POS ap







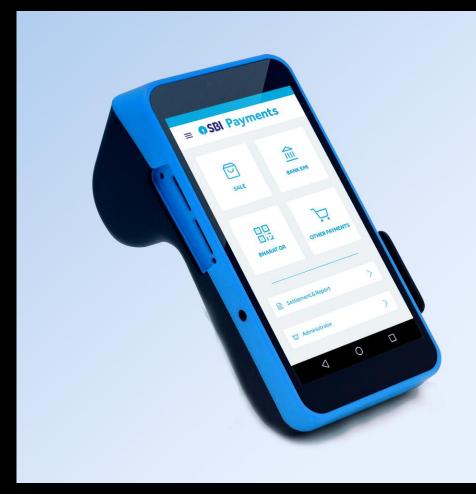
















# INTEGRATED MARKETING

Case Study 5 | Industry: Tourism | Integrated Marketing

# Cox and Kings

# **Abu Dhabi #YOLO Campaign**

Lonely Planet Magazine Ad



2 Page Full Spread Ad

Single - Full page Add

# Canada Tourism #YOLO Campaign

Lonely Planet Magazine Ad





# **BRAND IDENTITY**

Brand Identity

# Stunorb

Case Study 6 | Industry: Travel & Tourism

#### **Stunorb**

Brand Identity



Case Study 6 | Industry: Travel & Tourism

### **Stunorb**



Case Study 6 | Industry: Travel & Tourism

### **Stunorb**

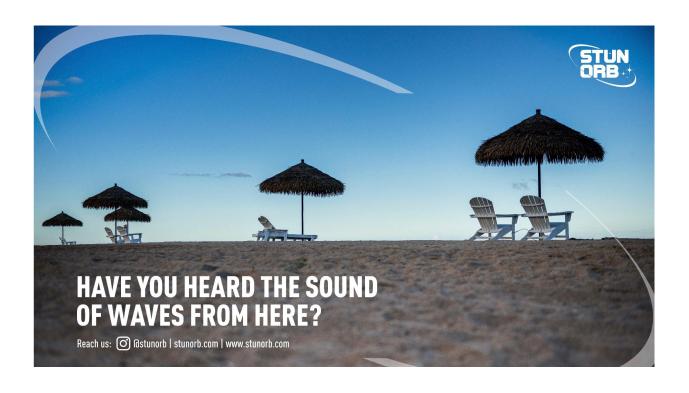


Case Study 6 | Industry: Travel & Tourism

## **Stunorb**



#### **Stunorb**



### **Stunorb**

#### Travel Tags









Brand Identity

# **A&H Water Supply**

Case Study 7 | Industry: Sustainable Solutions (Water Purification and Distribution)

Brand Identity

#### Overview

A&H Water Supply aims to address the community's challenge of accessing clean and portable drinking water. As a potential industrial borehole drill, the brand's mission is to provide reliable, clean water conveniently. The project's goal is to develop a brand identity that reflects its core values, resonates with its target audience, and communicates its commitment to providing accessible clean water solutions.

Brand Identity

# **Current Brand Personality**

| Trustworthy Professional | Friendly | Modern | Tech-savvy |
|--------------------------|----------|--------|------------|
|--------------------------|----------|--------|------------|

# **Desired Brand Personality:**

| Authentic | Spirited | Friendly | Trustworthy | Sustainable |
|-----------|----------|----------|-------------|-------------|
|-----------|----------|----------|-------------|-------------|

**Brand Identity** 

#### **Design Approach**

Drawing from the essence of community, trust, and sustainability, the brand identity will reflect authenticity, reliability, and friendliness. A harmonious blend of modernity and approachability will resonate with the audience.

#### **Brand Essence**

The essence of A&H Water Supply lies in its unwavering commitment to providing accessible, clean water solutions that enhance the lives of individuals and the community as a whole.

Brand Identity

Symbolic Form of Water

Logo Characters



+ ah



# Water Supply

Waves of water moving through word "Water Supply" to depict the freshness of water in the brand.

Brand Identity



Symbolism to Community+Colors

Culture & Authenticity



Water Symbolism











Brand Identity

#### Visual Elements

- **1. Logo:** A symbol representing the unity of community and water accessibility, with clean lines and vibrant colors.
- **2. Typography:** Modern yet legible fonts conveying trust and friendliness.
- **3. Color Palette:** Fresh, natural tones symbolizing cleanliness and sustainability, with accents representing vitality and energy.
- **4. Imagery:** Authentic and relatable visuals depicting community engagement, water accessibility, and sustainability efforts.

Brand Identity

# Cakewala

Case Study 8 | Industry: F&B

### **Cakewala**

Logo Design & Packaging Design





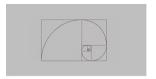




Brand Development

# **Spiral Constructions**

Case Study 9 | Industry: Real Estate | Branding













where comfort meets gesthetics









Back to Home









Branding & Packaging

# Aurora Farmabio

Case Study 10 | Industry: Pharmaceuticals | Logo Design & Product Packaging

### **Aurora Farmabio**

Brand Design & Packaging







### **Aurora Farmabio**

Brand Design & Packaging











Social Media Campaign

# **EZEEGO One Tours & Travel Ltd.**

Case Study 11 | Industry: Travel & Tourism | Digital Design

### **Ezeego One**

Mothers' Day Post Series

For Ezeegol's Mother's Day campaign, we ditched polished graphics for good old hand-drawn sketches, like kids would create.

These raw, innocent vibes stood out amidst the sea of Mother's Day campaigns, capturing the joy of sharing their dreams and celebrating love between moms and their little ones.

From hero moms to secret-sharing daughters, each scribble brought an essence of kiddish innocence, a dash of mischief, and loads of promises.













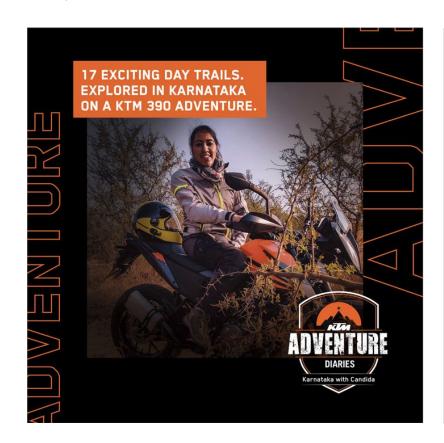
Social Media Campaign

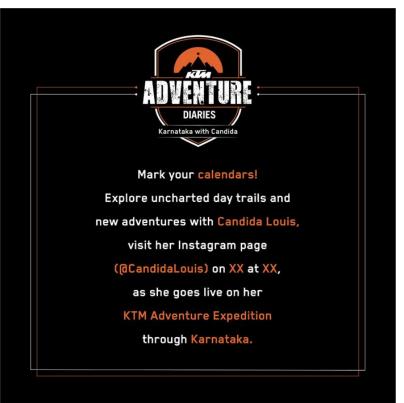
# KTM Motorcycles

Case Study 12 | Industry: Automobile | Integrated Media





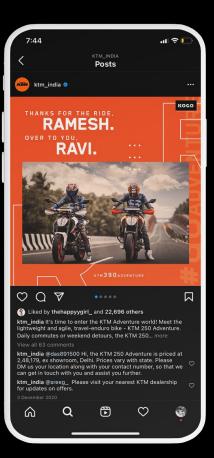
























KTM Motorcycles - Poster Layout





5 Year Warranty -+ Valid nationally

+ Comprehensive coverage with over 90% parts covered

KUM

+ 24x7 on-call support

+ On-site fuel delivery

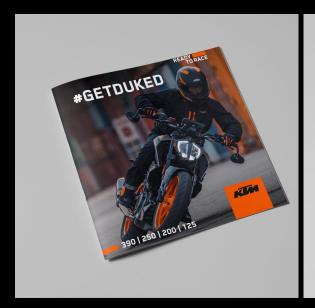
+ On-sept miner repair support

+ Covers towing services within 50kms at KTM workshop

(bottery jumpstart & flat tyre replacement)



KTM Motorcycles Brochure Design



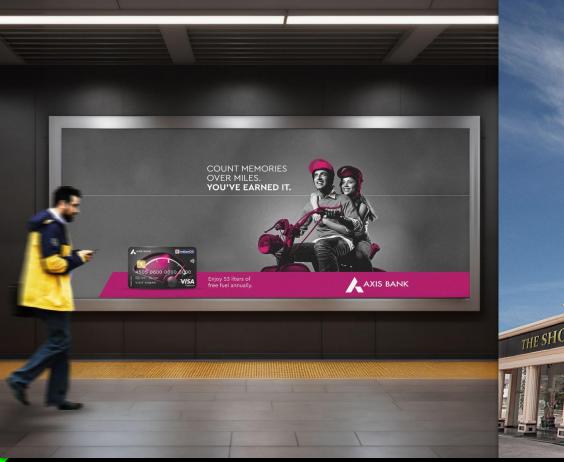


Mixed Media

# **AXIS Bank India**

Case Study 13 | Industry: Banking & Finance | Outdoor Advertising & Website Landing Page

### Outdoor Advertising



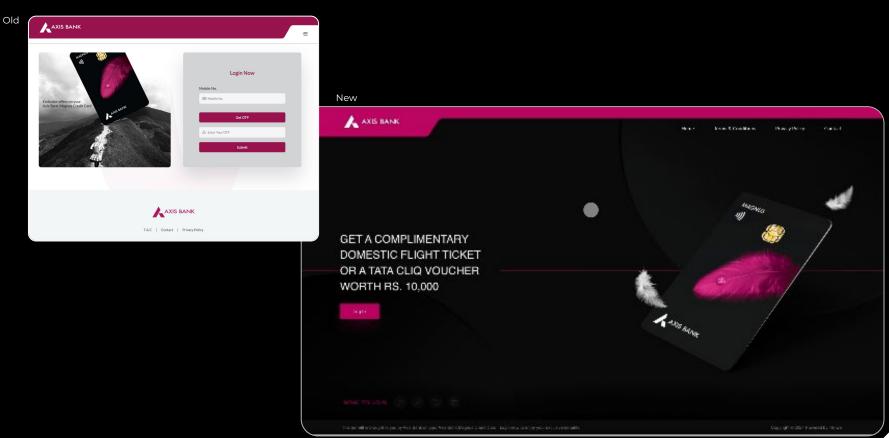


### Outdoor Advertising





#### Website Landing Page



#### Website Landing Page



# Packaging Design



























#### **Cookie Krush Lip balm**

Packaging Design





Product Development & Branding

# Groza Energy Drink

Case Study 15 | Industry: Consumer Packaged Goods | Branding & Print Ad Campaign

Case Study 15 | Industry: Consumer Packaged Goods | Branding & Print Ad Campaign

#### **Logo Design**

Creating logo for the brand Groza Energy Drink



Logo Version

CRA

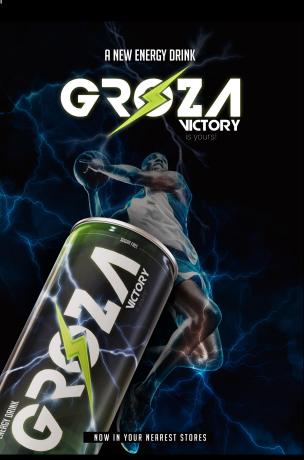
Logo Version



#### **Poster Design**

Print Ad Campaign - Poster Design







Case Study 15 | Industry: Consumer Packaged Goods | Branding & Print Ad Campaign

#### **Packaging Design**

Regular Drink & Orange Flavor Drink Packaging Design





#### **Google Display Ads**

GDN Designs for Online Marketing







#### Design Services

# Rummy Circle

Case Study 16 | Industry: Fantasy Gaming | Web & App Banners





Online Media

### **Economic Times**

Case Study: 17 | Industry: Media | Emails & Newsletters



#### A VUCA WORLD & **AN AGE OF DISRUPTION**

Global Business Summit. The cream of Indian business and top actuals came together to discuss some of the biggest challenges our econome faces today. The PM accressed the audience on celluboration and its importance in Echting the COVID-10.

mit had possions relevant for too management on the state of the os calaboration and the progress made in the transition to a digital economy. Apart from that, there were discussions that were also focused on Hestyle and productivity - meditation, yogs, and mental health, that have now become extremely important for every organization.

Cimembers had exclusive sessions at the summit and his timorac. learnings on business-continuity and sustainability. Over 80 FT-II C ibers attended the two-day affair and had the opportunity to be a part of many clased-door sessions.

Sessions at ETGBS



**Members Speak** 



. .

. .

. .

. .

. .

. .

. .

. .

. .

Being a large global company we guidelines to help us nexigate through such situations. Covincisty. the salete of our people regalas our b. 1 priority. We are following all the standard stylerries and our people – suspending all non-essential floret, work from home



Pradecp Parameswaran President, Uber India and South

Building trust amongst stakcholders, weathers any crisis and helps incuste a business. If can grave that their too priority is the safety and wellbeing of their stakehologis. The business will come out stroomer



President & MD, Del Technologies

conends that businesses collapsets and address the challenges together. Many of our customers coorate business critical intrastructure which enables the operations' aspects of our lives like purplied bosoital propograment systems, order managemen



7TH FEB, NEW DELHI FROM 6:00 PM TO 8:00 PM

For information on membership contact (shita Dey | Tet +22 48963000 | E: ishita.dey@timesgroup.com



**f (in**) (iii)





#### SBF & ETILC collaborating for better business & policy in India

ET ILC's Global Outreach Program offered a uriners Federation (SBF) in India, MDs and CEO: rom Singaporean firms such as Bank of Singapore. ingapore Airlines, Fortree Capital and Inspire tech ere present at the two meetings conducted in ambai and Delhi on Jan 8th and Jan 10th. ingraporean firms across sectors are interested in both, looking at India as a market and in



Firms like KPMG who've operated successfully in India for over 27 years advised the Singsporean leadership on how to engage with state government: identify promising sectors and quickly execute projects. Ashvani Sinrla of Assense highligheed the need for a more long-term approach, BVIK Sharma, Director, Adani Ports focused on the rapid changes in the country and provided insights into the workings



**V**∉Ed





## Apollo Live Entertainment

Case Study: 18 | Industry: Events | Digital Marketing



#### Thank you



+91 (756) 730-2578

kedarchavan@gmail.com

Creative Director / UX-UI Designer and Auditor

www.behance.net/kedarchavan