



designportfolio



about me

i have been working in a design industry for 18+ years, currently working with **walmart global tech**, as a product/ux designer.

being from a creative digital background steeped in a combination of visual design & ux. i'm very passionate towards design, started my career as a creative visualiser where i enjoyed using my skills, creativity & thought process which helps me to develop my mind and since then got attracted towards user interface (ui) & user experience (ux). have worked on multiple international projects where i have gone through the full ui/ux cycle from inception to final product. i always strive to make useful and accessible designs for the users which must be easy to understand for all the age groups.

fortunate enough to spent overseeing creative philosophy, process and product, crafting online and offline brand experience in it industry, advertising & digital media.

WORK EXPERIENCE SUMMARY



User Experience Design

4 years



Creative Direction and Visual Design

12 years

SKILLS

- User Interviews
- Persona Creation
- Heuristic Evaluation
- Stakeholder Interview
- Wireframes
- Design Thinking
- Empathy Mapping
- Affinity Mapping
- Information Architecture
- User Journeys
- Task Flows
- Responsive Web Design
- User Centered Design

DOMAIN

- Telecom
- Manufacturing
- Healthcare
- Insurance
- Banking and Financial Services
- Air-Space
- Sports
- Hospitality

TOOLS



Certification: Design Incubator UX Training Certification

PROCESS



WORK PORTFOLIO

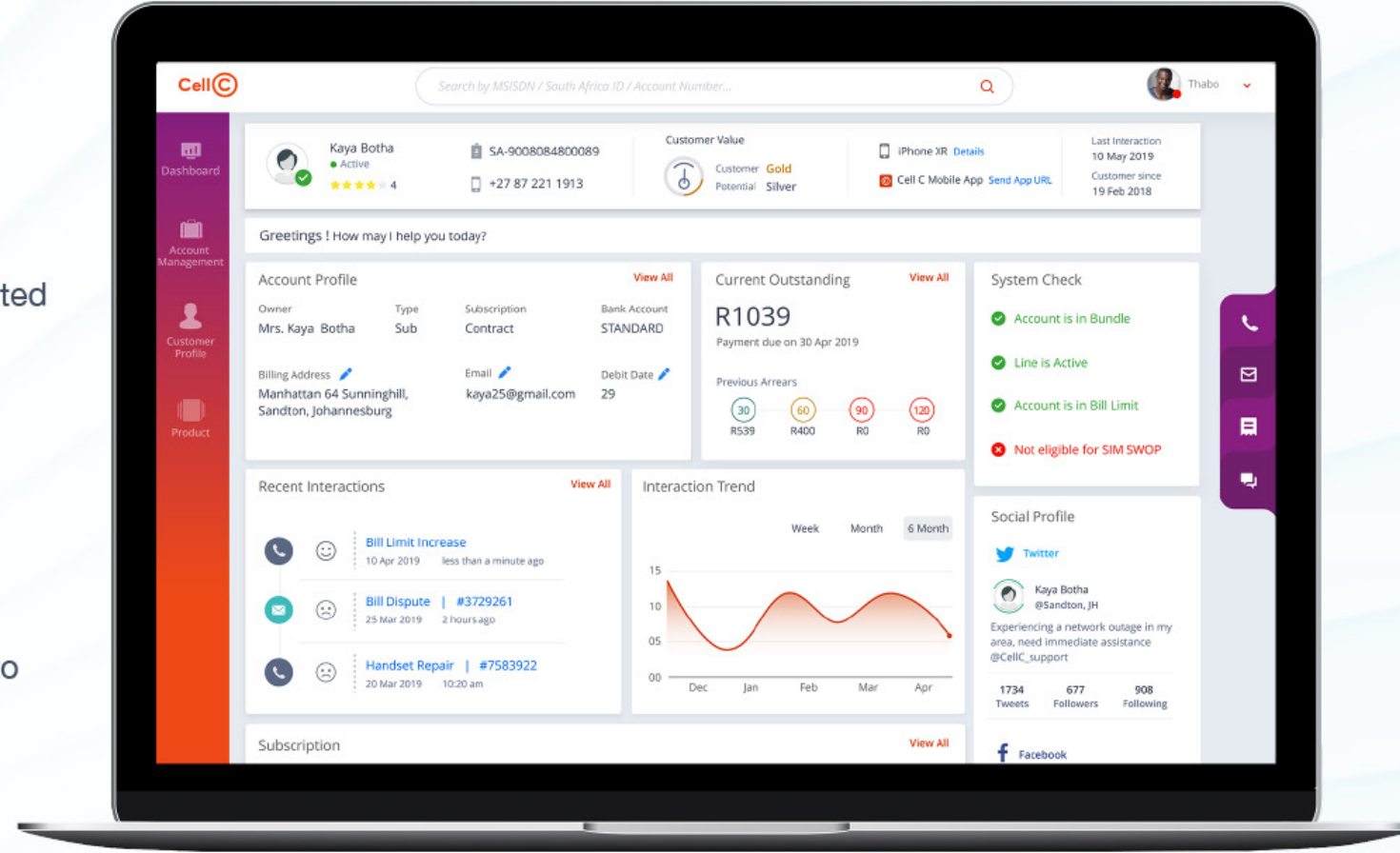
CELL C | SOUTH AFRICA

Challenge

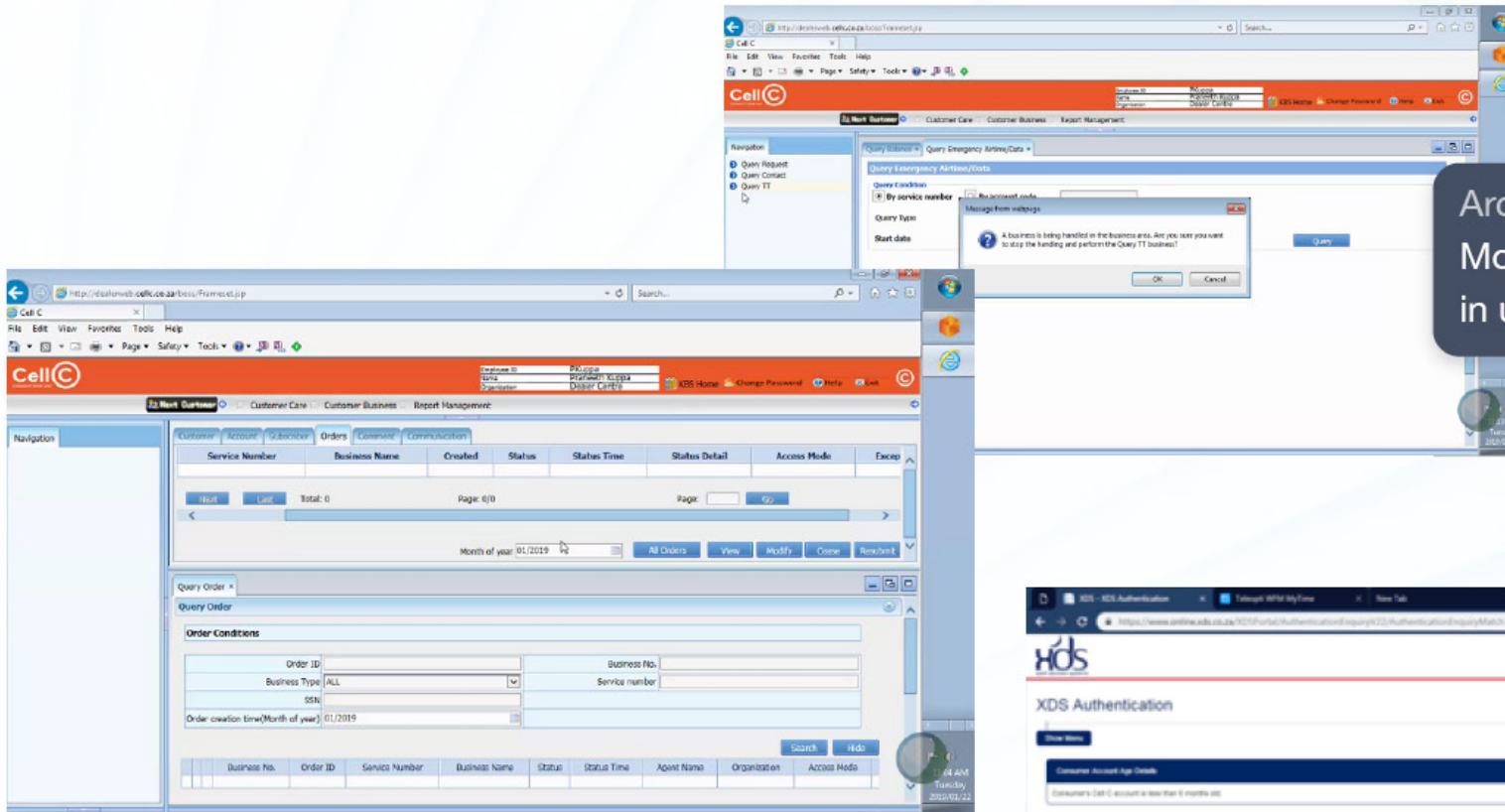
- **Legacy System**
The existing systems used by customer facing agents to handle queries across multiple departments were outdated
- **Multiple Systems leading to workflow mismatches**
Multiple systems involved for handling a single task adding to cognitive overload
- **Complicated Processes**
Complicated processes for customer facing queries
- **Non Empowered Agents**
Agents unable to handle varied customer queries leading to unnecessary interdepartmental transfers

Task Undertaken

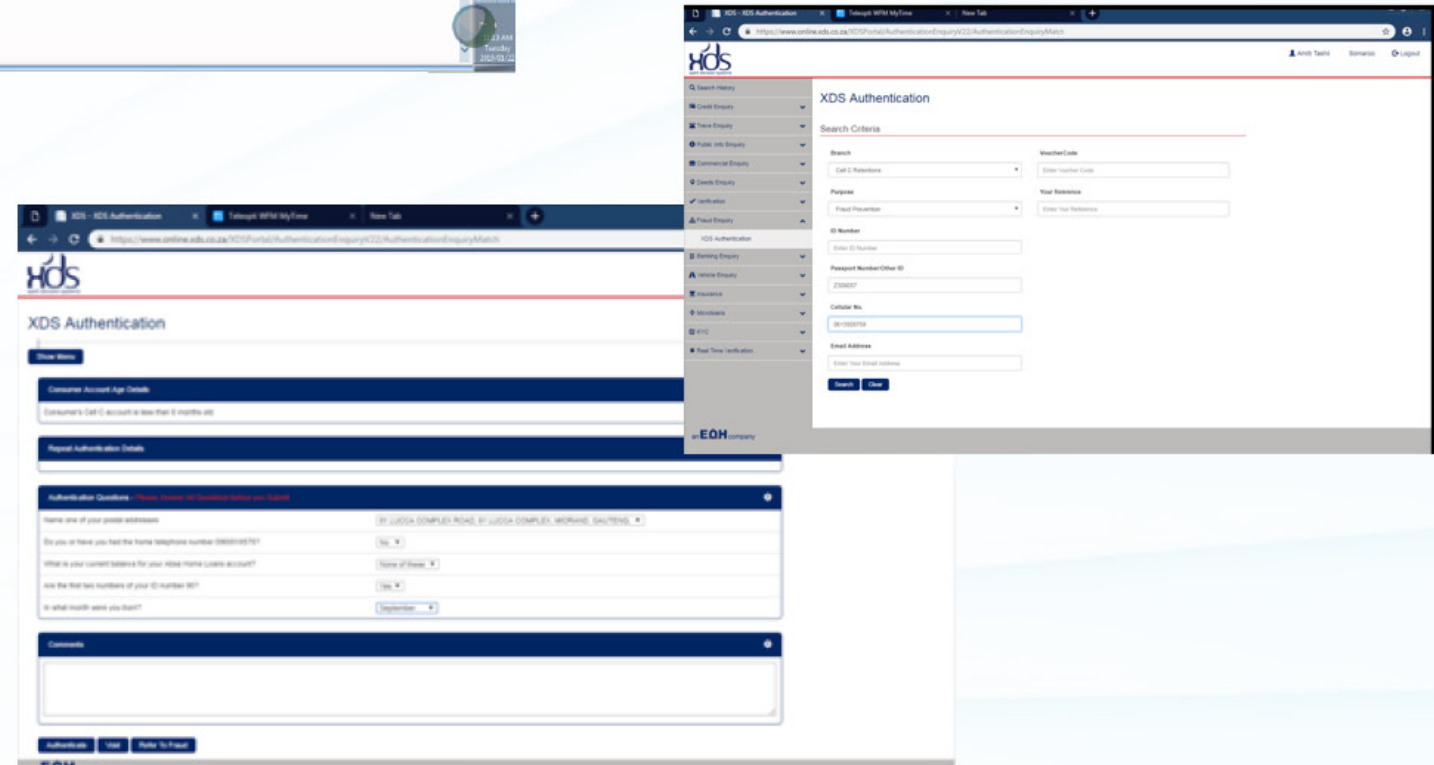
Design Thinking Workshop | Contextual Enquiry | Persona | User Journey Map
Heuristic Analysis | Card Sorting | IA | Wireframing | Visual Design



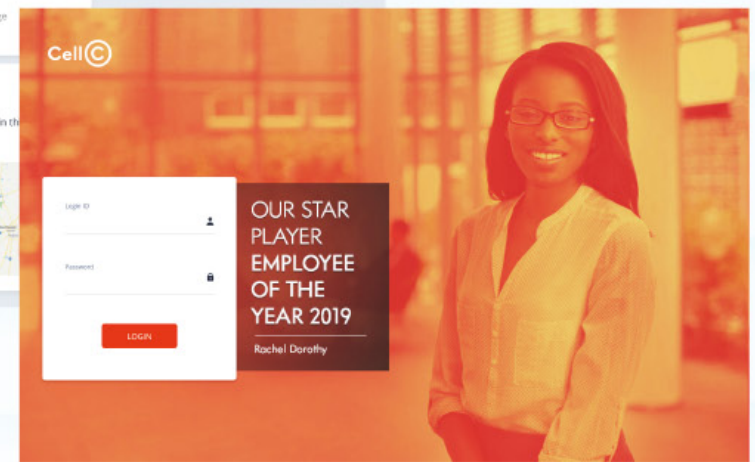
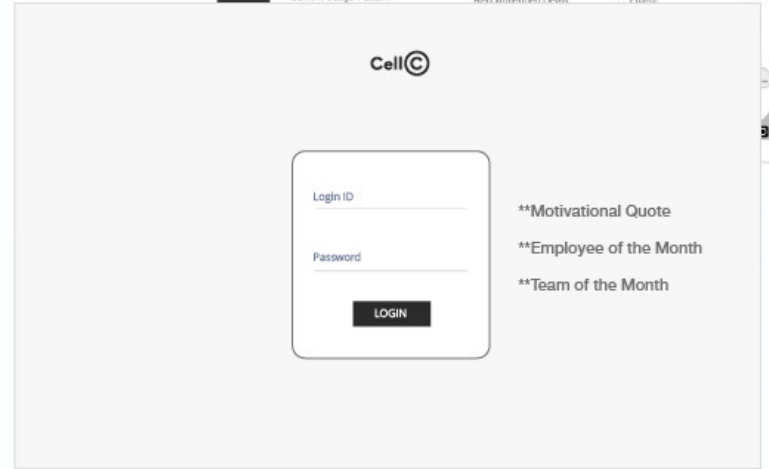
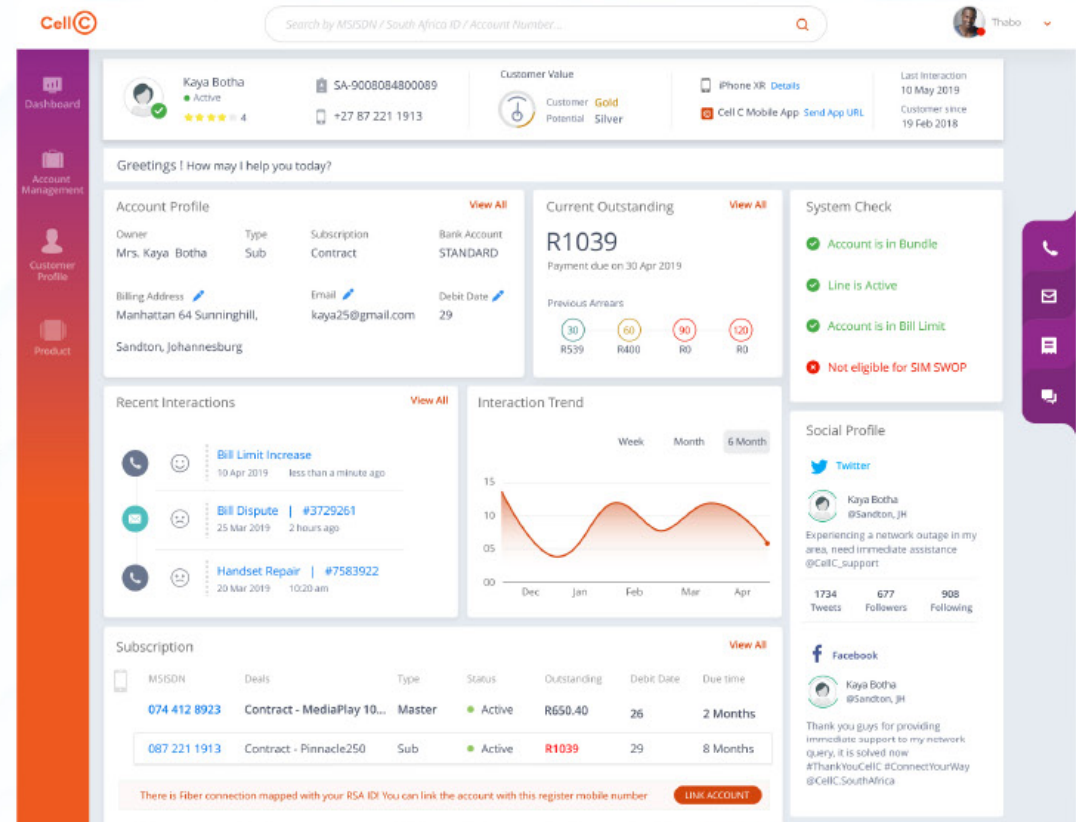
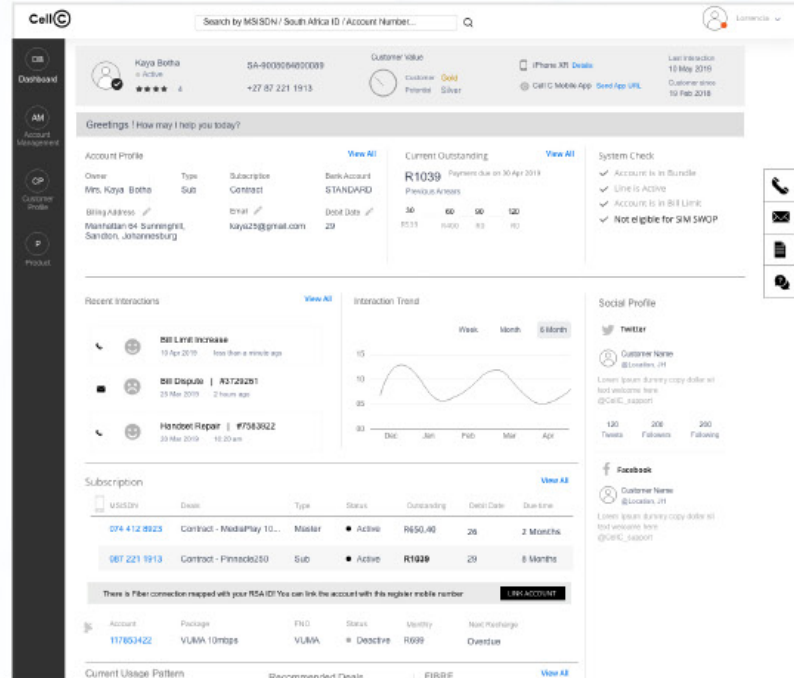
USER RESEARCH AND EXISTING SYSTEM ANALYSIS



Archaic
More than 25 outdated systems were in use by an agent to resolve various queries



WIREFRAMES AND DESIGN



VODAFONE-IDEA - SWIFT | INDIA

Vodafone Idea Limited is an Indian telecom operator. A pan-India integrated GSM operator offering 2G, 3G and 4G VoLTE mobile services under two brands named Vodafone and Idea.

Challenge

- **Old CRM Application**
The existing systems used by both company were Oracle and Siebel and both system of handling was totally different. TCS came in to plot to create a single common ground field application for Vodafone-Idea
- **Multiple Systems leading to workflow mismatches**
Multiple systems involved for handling a single task adding to cognitive overload
- **Complicated Processes**
Complicated processes for customer facing queries

Task Undertaken

Research | Contextual Enquiry | Persona | Design Thinking Workshop
Heuristic Analysis | Wireframing | Visual Design



Business Goal

- Transform CRM Agent to a Customer Advisor.
 - Reduction in agent attrition rate
 - Reduction in agent training time
 - Reduction in Average Call Handling time for service requests
 - Use the new surplus ACHT to advise customer on curated products
 - Reduced human errors in recording service requests
 - Improve customer delight & satisfaction
 - Reduce back office intervention

USER RESEARCH AND DESIGN THINKING WORKSHOP WITH CUSTOMER AND CALL CENTER AGENTS


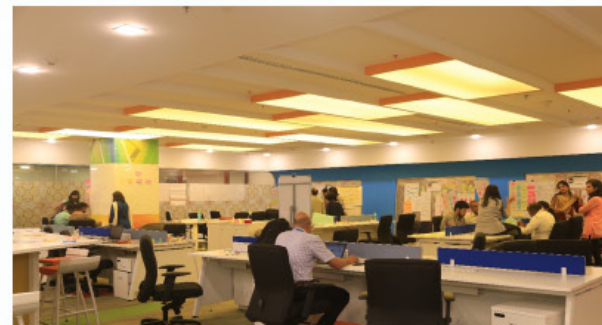
UX Involvement

Vodafone Idea Limited's call centers, stores, back office was visited. Studied and interviewed users, shadowed call center and store agents, interviewed corporate management.

- Call center agents
- Store agents
- Higher management
- Type of locations (high low rural urban)

Objectives of Research

- The wide range of users
- Process complexities
- Workflow of front office (CC agents & store agents), back office and management
- Working environment, work satisfaction triggers for agents
- Onboarding & training of new agents
- Evaluation and quality check process



Sanjana | 21 Years
Advisor at Call Center

Sanjana has been working for a year and takes pride in being financially independent while supporting her family back in her hometown. She has a busy day juggling a job, part time studies while not missing out on hanging out with her friends.

WHAT DRIVES HER
She is confident and is able to resolve customers' problem in a calm, clear headed manner. She attributes her success to her knowledge of systems, process and ability to be composed even in difficult situations.

HER ASPIRATION
To achieve her targets, have no backlogs, get promotions and to be the best in her field. Eventually, to be in a position where she will have the power and authority to influence change.

WHAT WORRIES HER
Distractions that come in the way of her promotion and advancement not being able to plan.

Value Professional Growth

"I reach work early so that I can plan and be prepared to handle the day. I don't want to miss out on anything..."

What would help her

- A system that supports her to plan and excel at work.
- Having all the information in one place for easy access so that she can focus on what she does best - making customers happy.
- Knowing the impact of her work.
- Knowing that there are diverse opportunities for learning and growth that she will find challenging and interesting.
- Being a step ahead of the others.

WIREFRAMES AND DESIGN

VIL User Console

9768249141 Kavita Nayyar

Core Bal. ₹. 100.20

G1 Barred Unlimited User

Partial DND 3G SIM

Samsung J8 4G Handset

Detractor Not App User

Open Complaint: International Roaming > IR Voice Connectivity

Closed Request: R-Reactivation > Non-Usage Reactivation

UPC: 12345678

3 Offer Promotional SMS sent today

Fiber cut at Andheri(East)

Delay in request processing Inform Ziva TAT

Segmented offer mismatch

Active Offers

Consolidated

Offer	Usage	Remaining	Expiry
Unlimited	82% used	2.3958 left	12 Jul 2019
Combo	100%	0.00 left	12 Jul 2019
Data Pack	62%	0.00 left	12 Jul 2019
Promos	0%	0.00 left	12 Jul 2019

Best Offers

Rs. 399

Unlimited | Validity : 84 days

Free Promo 0.4 GB/day

Unlimited 1GB/day

2GB Data Pack 2GB/day

Core Balance: ₹. 100.20

Service Validity: 19 Sep '20

G1 Barred

Unlimited User

Partial DND

3G SIM

Samsung J8

4G Handset

Detractor

Not App User

Open Complaint

12 Jul '19

IR Voice Connectivity

Label Lorem Ipsum

12 Jul '19

Description lorem ipsum dolor sit

Delay in request Processing

Inform 2 Hrs TAT

One line description Lorem Ipsum

dolor sit amet, consectetur

Simex

Pending Unbarring for more than 24hrs

12 Jul '19

OFFERS

BALANCE DETAILS

Active Offers

Total Usage

DATA VOICE SMS

Unlimited 3.4 GB 30% 2.38 Left 1.02 used

Combo

Data Pack

Promos

Roaming/ISD

Best Offers

₹ 399 **₹ 399**

Unlimited | 84 days

Calls Unlimited Data 1GB/day SMS 100/day

Details

OFFER HISTORY

OFFER CATALOGUE

COMPETITOR COMPARE

Search Name/Mrp

Core Balance: Additions Deductions

Escalate Deactivate/Waiver

Previous Page 1 of 3 Next

Activation Date & Time	Expiry Date & Time	Name	Mrp (Rs.)	Category	Benefits	Activation Mode	Core Balance After	Core Balance Before
18 Jul 2019 11:32:00	18 Jul 2019 11:32:00	Lorem ipsum dolor	50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	43	4
18 Jul 2019 11:32:00	18 Jul 2019 11:32:00	Lorem ipsum dolor	16	Data	Data: 1GB 1 day validity	Online	4	4

Transaction ID	Status	Type	Usage Priority	Offer End Date	Reason Available / Remaining	Cashback
00/day	ETopUp	4	4			
00/day	App	4	4			
1	USSD	4	4			
00/day	Online	4	4			
00/day	Online	4	4			

Second Consent

Mode	Date & Time	Mode	End Date
00/day	12 Jul 2019 12:30:07	00/day	00/day

Login

Username

Password

Forgot Password

Login

Vodafone Idea Limited

Search Swift

Hello Sada

9768249141 Kavita Ranganathan Subramaniam

Core Balance ₹. 100.20

Service Validity 19 Sep '20

G1 Barred

Unlimited User

Partial DND

Data PayGo - Y

VOLTE | Samsung

Non-4G Sim

Detractor

Not App User

Open Complaint

12 Jul '19

IR Voice Connectivity

Label Lorem Ipsum

12 Jul '19

Description lorem ipsum dolor sit

Delay in request Processing

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Escalate Deactivate/Waiver

Previous Page 1 of 3 Next

Activation Date & Time	Expiry Date & Time	Status	Name	MRP (₹)	Category	Benefits	Activation Mode	Core Balance Before After (₹)
18 Jul '19 11:32 am	18 Jul '19 11:32 am		Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80
18 Jul '19 11:32 am	18 Jul '19 11:32 am	✓	Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80

Transaction ID	Offer Type	Usage
VI4423	Open Market	None

Activation Date & Time	Expiry Date & Time	Status	Name	MRP (₹)	Category	Benefits	Activation Mode	Core Balance Before After (₹)
18 Jul '19 11:32 am	18 Jul '19 11:32 am		Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80
18 Jul '19 11:32 am	18 Jul '19 11:32 am		Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80
18 Jul '19 11:32 am	18 Jul '19 11:32 am		Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80
18 Jul '19 11:32 am	18 Jul '19 11:32 am		Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80
18 Jul '19 11:32 am	18 Jul '19 11:32 am		Ipsum	Value Offer 50	Talktime	Talktime: Rs. 39 Tax: 11	Paper Voucher	73 80

Welcome to Vodafone-Idea SWIFT System

Login ID: 20431212

Forgot Password

TAKAMOL HOLDING | SAUDI ARABIA

Aim

- To create portal for Takamol Holding's Childcare center product Qurrah

Strategy Applied

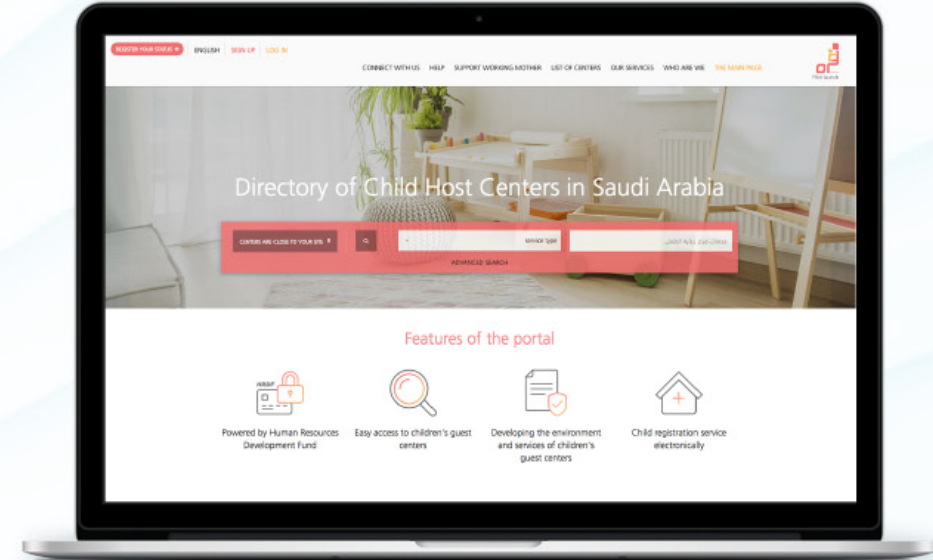
- Conducted thorough research within Saudi Arabian geography and daily lifestyle scenario of working professional women, parent or guardians. Created task analysis to understand the user behavior with traditional system and selection of childcare center. Based on the analysis done, we enhanced and digitized the overall system making the navigation and selection process fast and easy.

With the requirements in hand, we started thinking about the whole experience user had to indulge: from start right to finish and beyond. Having the flow traced we started paper sketching the screens. After finalising the sketches we created clickable prototype with micro interaction to experience system behaviour in details.

The next step for us was to make a perfect balance visual style for the application as per Qurrah Branding guidelines. We opted for a pure branding approach and magento based components. It was a fast and fluent process to create the mockups as the visual style decided and the sketches finalized. We also took care with respect to placement of content, icon sizes, use of proper colors etc. to make the system more user friendly.

Benefits

- Enabled a single entry point that offers a range of nurseries and childcare centers for mothers to enroll their children with fast and easy steps. Supported and increased the rate of Saudi women working in the private sector and encouraged job stability. Developed and improved the environment, services of the child-care centers in the Kingdom of Saudi Arabia. Created transparency and easy access to the information on childcare centers, through the launch of the product Qurrah.

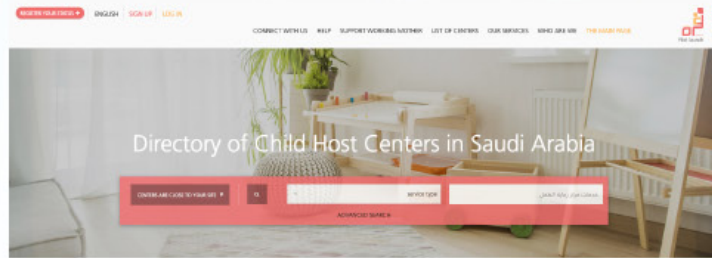


Task Undertaken

Persona | User Journey Map
Wireframing | Visual Design

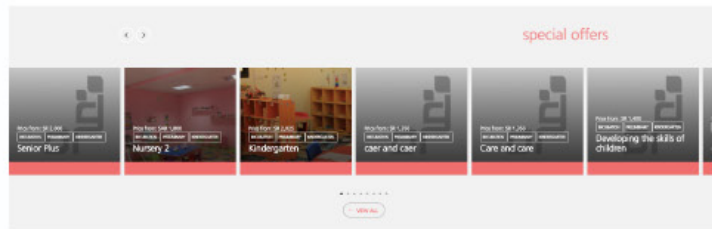


WIREFRAMES AND DESIGN



Features of the portal

- Powered by Human Resources Development Fund
- Easy access to children's guest centers
- Developing the environment and services of children's guest centers
- Child registration service electronically

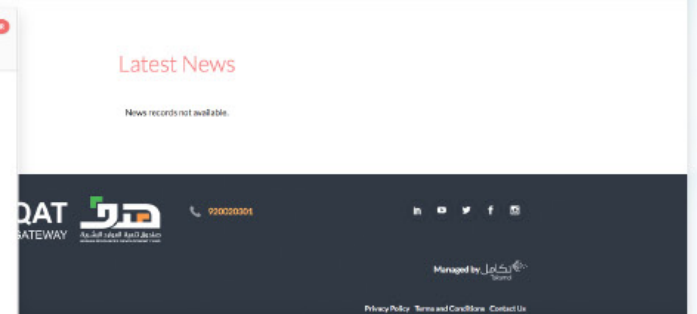
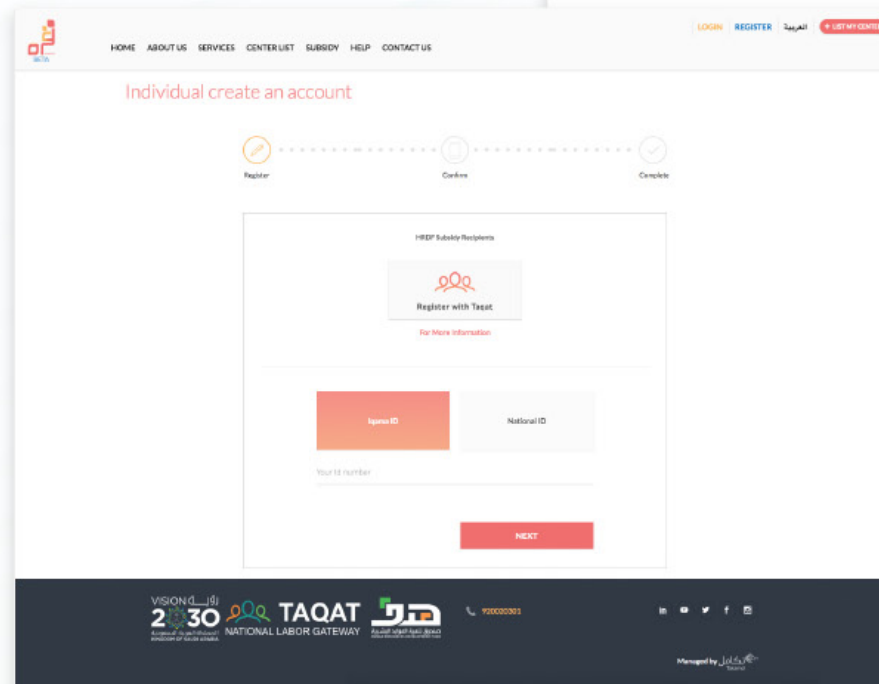
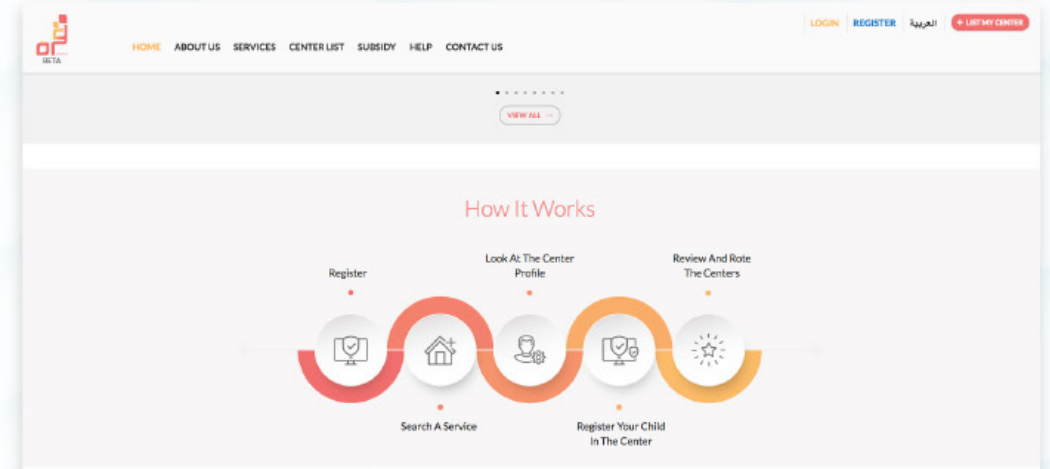


Mechanism of Action



latest news

- Goal: "Equip disabled women working in the labor market with applying for the new development program services"
- Goal: "Enable providing support for women- electronic"
- Goal: "allow women working in the labor market to use the financial centers services for HRD centers"



SKY MANAGER - SKYGUIDE | SWISS

About

- Air navigation service provider revamped it's old desktop application which was for the employees to manage customer information and provide helpdesk services.

Activities

Gap Analysis of existing application – cluttered and old visual design, slow system, complicated work flow and IDE type design.

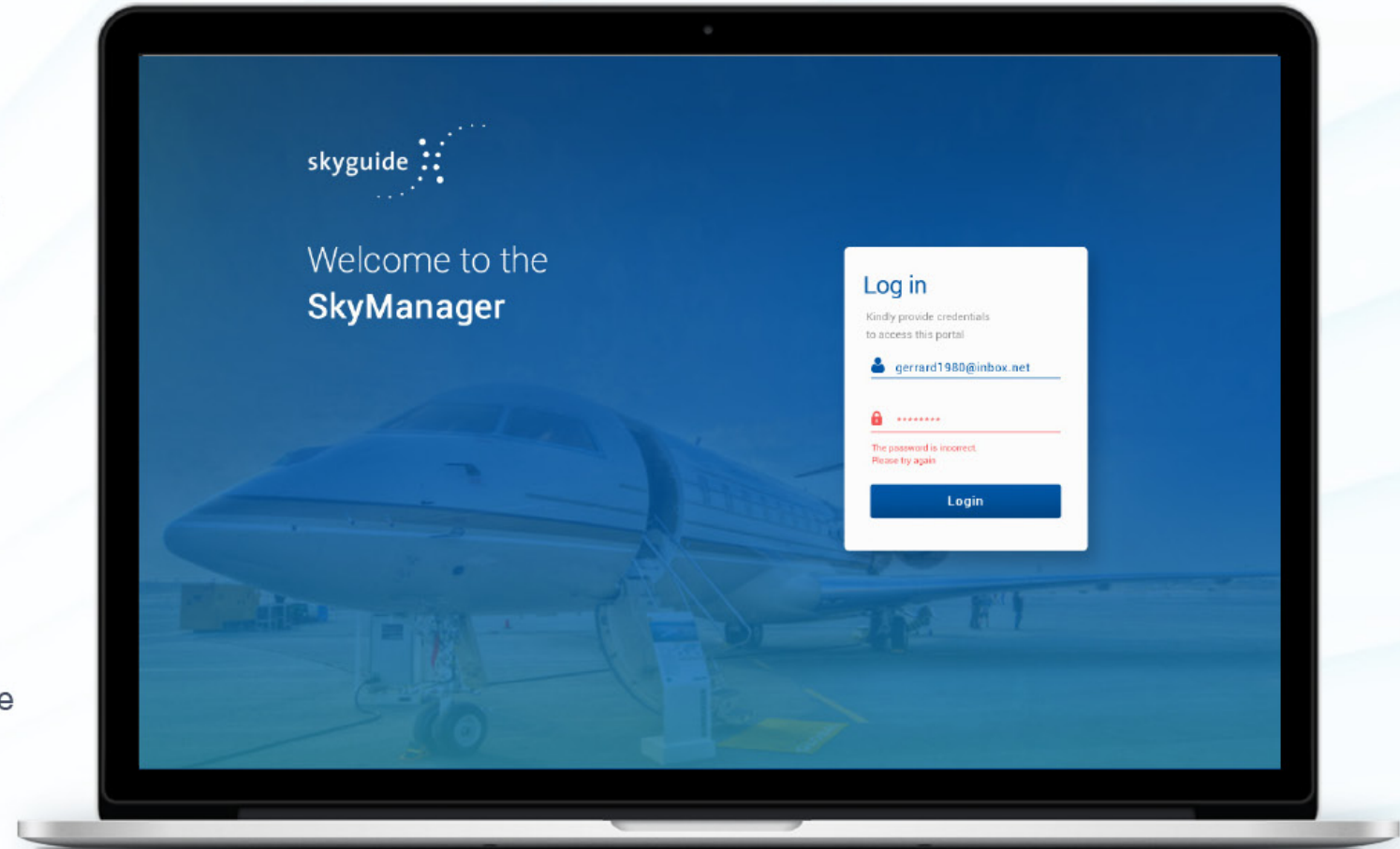
User Interviews – 40-50 years of age range, reluctant to drastic change, are comfortable with traditional layout.

Redesigned Information Architecture – IDE type architecture was complicated. Task flows could be simplified.

Identified UX & Business Goals – Business wanted to have a faster software which was in line with the using habits of the employees. A better customer management experience was expected.

Task Undertaken

Gap Analysis | IA | Wire-framing | Visual Design



CTOS | MALAYSIA

CTOS is Malaysia's leading Credit Reporting Agency. It provides individuals with personal credit reports and businesses with a comprehensive online system that allows them to manage their business credit risk via credit checks, customer monitoring and trade references.

Challenge

CTOS wanted to re-engineer their current application stack for greater stability and resiliency. Below are some of the challenges that we treated as problem statements:

- Currently the applications of CTOS are developed in varied technology stacks, some of them are even out dated and the application architectures are not uniform.
- Non availability of functional and technical documents are another pain point. The user interface was designed 20 years back and followed very less design principles.
- There were 13 systems in total (in project scope to redesign) which communicated with each other in a very complex way. The same process could be completed with less complexity and time.
- Redundant steps to perform a single task. and there were many important tasks which user was not able find, interpret and utilize the functionality. The major challenge was to understand existing processes (both online and offline) and to strategize the ways to optimize the system

Task Undertaken

Research | Contextual Enquiry | Persona | Heuristic Analysis

Wireframing | Visual Design



WIREFRAMES AND DESIGN

Home

Prospect Customer Existing Customer Trade References (eTR) Submitted Tools & Options Others

Status update

CCM Inprogress: 5 Success: 12 Failed: 6

MDI Inprogress: 5 Success: 12 Failed: 6

NRD Inprogress: 5 Success: 12 Failed: 6

Lorem Ipsum Inprogress: 5 Success: 12 Failed: 6

Recent ID reports generated

No.	Report ID	Subject name	Report type	Status	Requested date	Generated Date	Action
1	Report ID 001	Subject name	CCM	In progress	27 Jan 2017 16:25:34 MYT	27 Jan 2017 16:25:34 MYT	Download
2	Report ID 002	Subject name	NRD	In progress	25 Jan 2017 12:46:12 MYT	25 Jan 2017 12:46:12 MYT	Download
3	Report ID 001	Subject name	CCM	In progress	23 Jan 2017 16:25:34 MYT	23 Jan 2017 16:25:34 MYT	Download

ctos

TUNG CHEE-HWA Credit Manager

PROSPECT CUSTOMER EXISTING CUSTOMER TOOLS AND OPTIONS TRADE REFERENCE (eTR) OTHERS

STATUS UPDATE

CCM 07 Inprogress 10 Failed

MDI 05 Inprogress 10 Failed

NRD 06 Inprogress 08 Failed

SSM 15 Inprogress 16 Failed 17 Success

ctos

Other features

- About the feature goes here. About the feature goes here.
- About the feature goes here. About the feature goes here.
- About the feature goes here. About the feature goes here.
- About the feature goes here. About the feature goes here.

CTOS Log In

User ID

Password

Log In

ctos

Malaysia's No. 1 Credit Management Solution

Trusted by leading banks and businesses in Malaysia

SIGN IN NOW

USER ID

CTOS_unitech

PASSWORD

LOGIN

Switch to Classic CM

Forgot password? Please contact your admin to reset your password. [Learn More](#)

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BRIDGESTONE CORPORATION | JAPAN

Aim

- To create e-learning course for world-wide Bridgestone Corporation Employee for awareness of Olympic Event in Japan 2020 being a prime sponsors for Tokyo Olympic 2020

Task Undertaken

Research | Content Creation | Animation | Sound Recording in English
/Japanese Version | Creating E-Learning Course



E-LEARNING COURSE DESIGN

- Created Olympic awareness e-learning course with appropriate research made on Olympic Event.
- There were total 2 e-learning courses which explore Olympic information in each and every aspect and also educational information of Bridgestone being prime sponsor brand was also given in curriculum.
- Current trends of animations and sporty expression of visual considering Bridgestone and Olympic brand guideline was adhered and applied to design this complete e-learning course.
- All voice-over for this e-learning modules was recorded in Studio room with well-known Walt Disney and Japanese animation industry voice over artist



TRYG INSURANCE | DENMARK

Aim

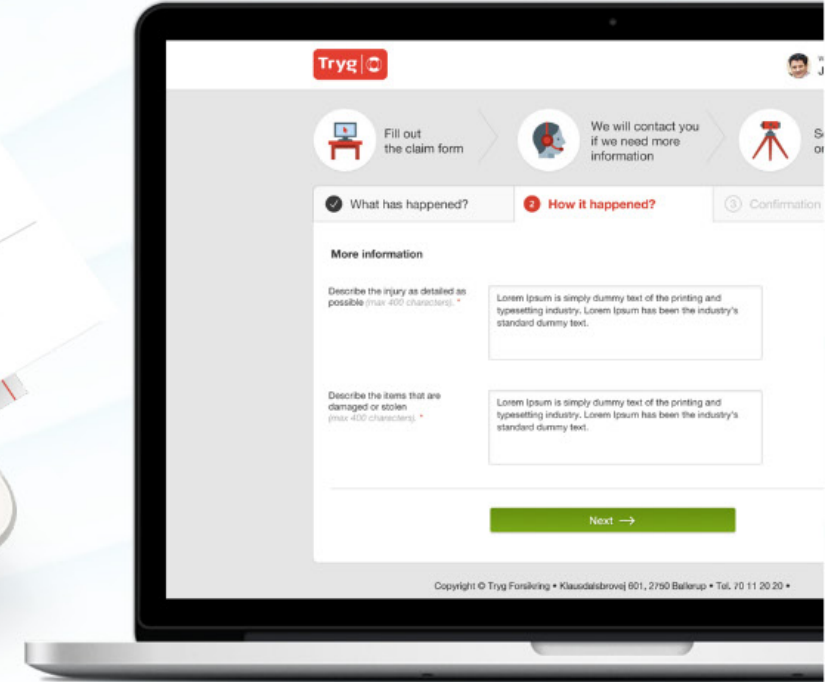
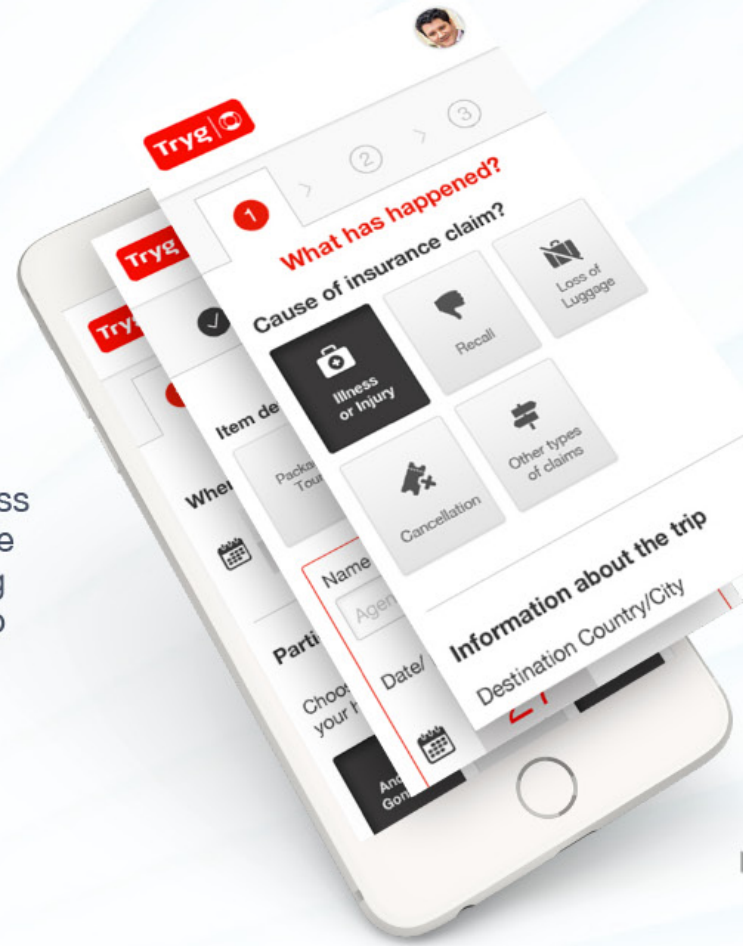
- To create web responsive portal for TRYg Insurance for insurer to put his claim of an event occurred.

Strategy Applied

- Functional document of the portal was shared by business team we explored in deep over the process of claim to be filed on occasion of any of those critical event happening with the users. What will be pre-defined steps he need to follow within the help of guided system flow.

Task Undertaken

Research | Wireframing | Visual Design



OMAN AIRWAYS

Airline Portal

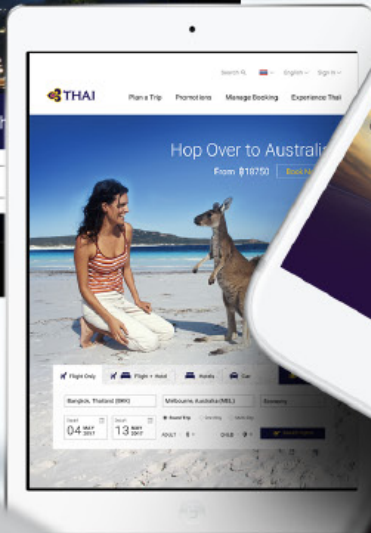
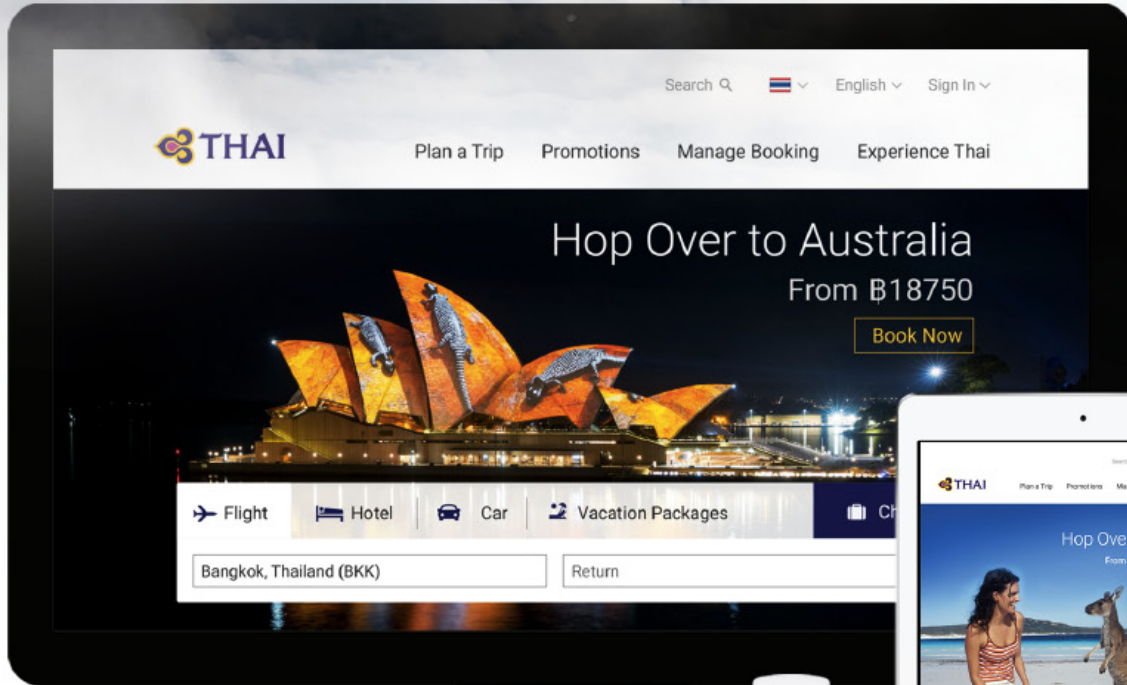


Task Undertaken

Wireframe | Visual Design

THAI AIRWAYS

Airline Portal



Task Undertaken

Visual Design

KELLOGG'S

Fact App Design

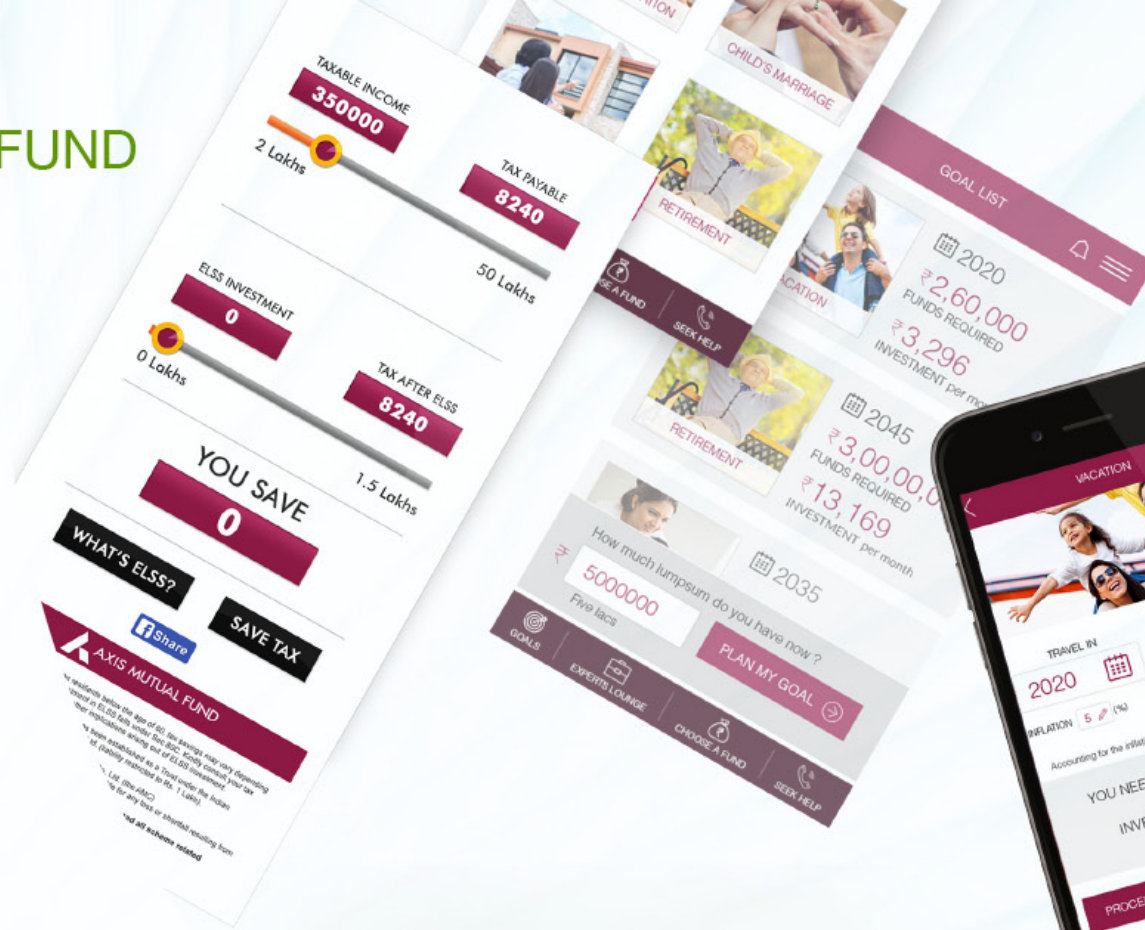


Task Undertaken

Wireframe | Visual Design

AXIS MUTUAL FUND

Mobile App Design



Task Undertaken

Wireframe | Visual Design



HEALTH ME APP

Mobile App Design



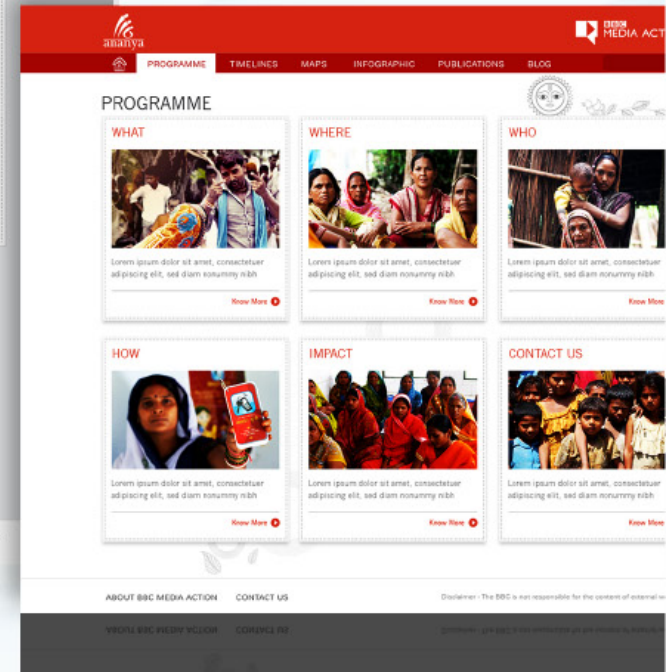
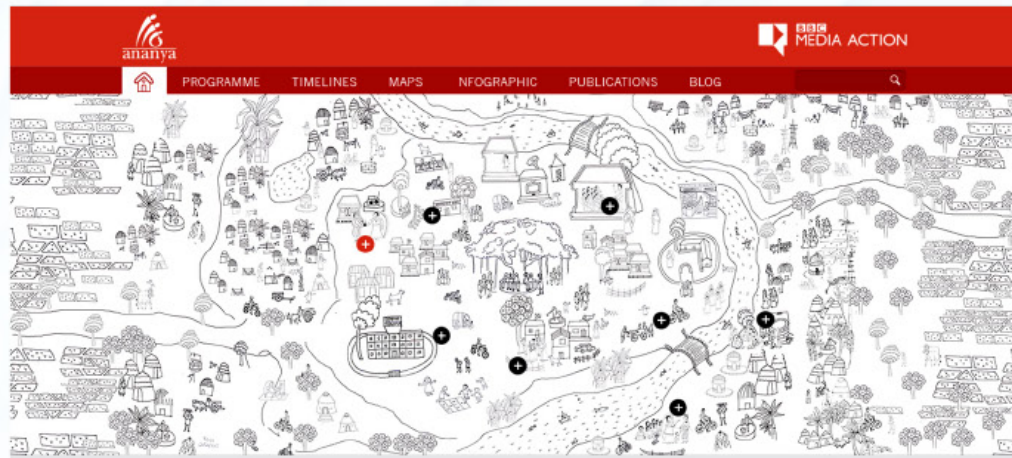
Task Undertaken

Wireframe | Visual Design



BBC MEDIA ACTION

Website Portal Design



Task Undertaken

Wireframe | Visual Design



NEUTROGENA

Website Blog Portal Design

Task Undertaken

Wireframe | Visual Design

