



PARTH PAWAR

Book Portfolio
2022

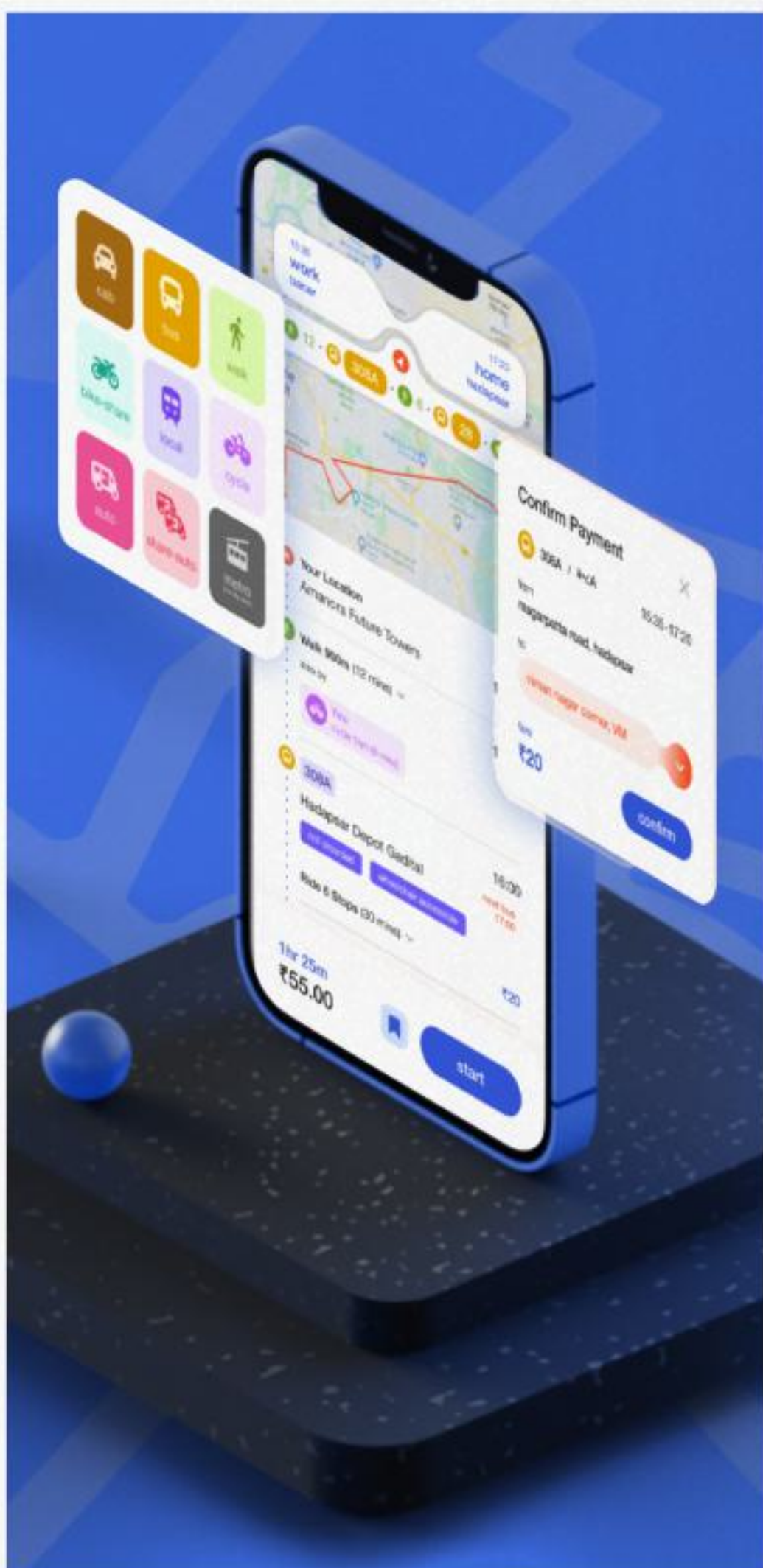
INDEX

03

RAAHI

One stop solution for users who want to commute and travel on a regular basis using local public transport.

Service Design



08

TRANSFI

Web3 payments access simplified for the next billion users.

UI/UX Design

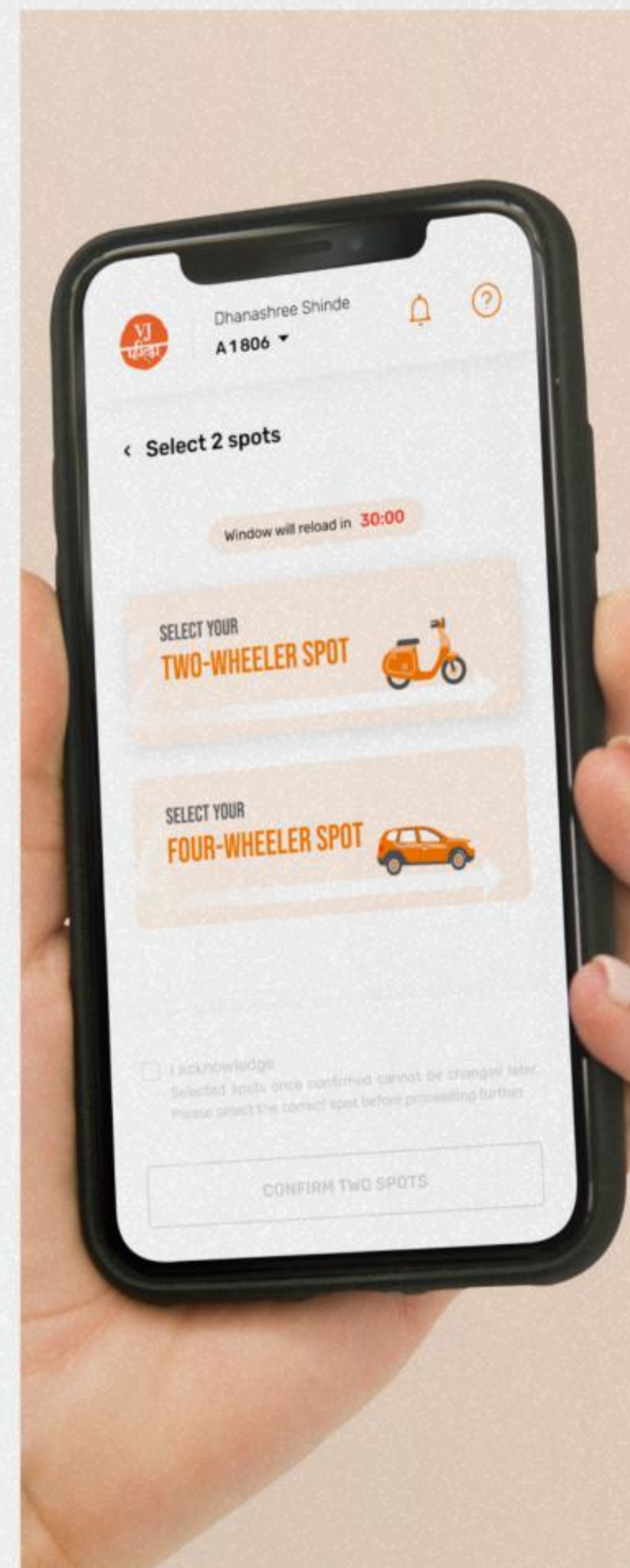


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VJ - VEHICLE PARKING

Designing the Vehicle Parking solutions for VJ Parivaar

UI/UX Design

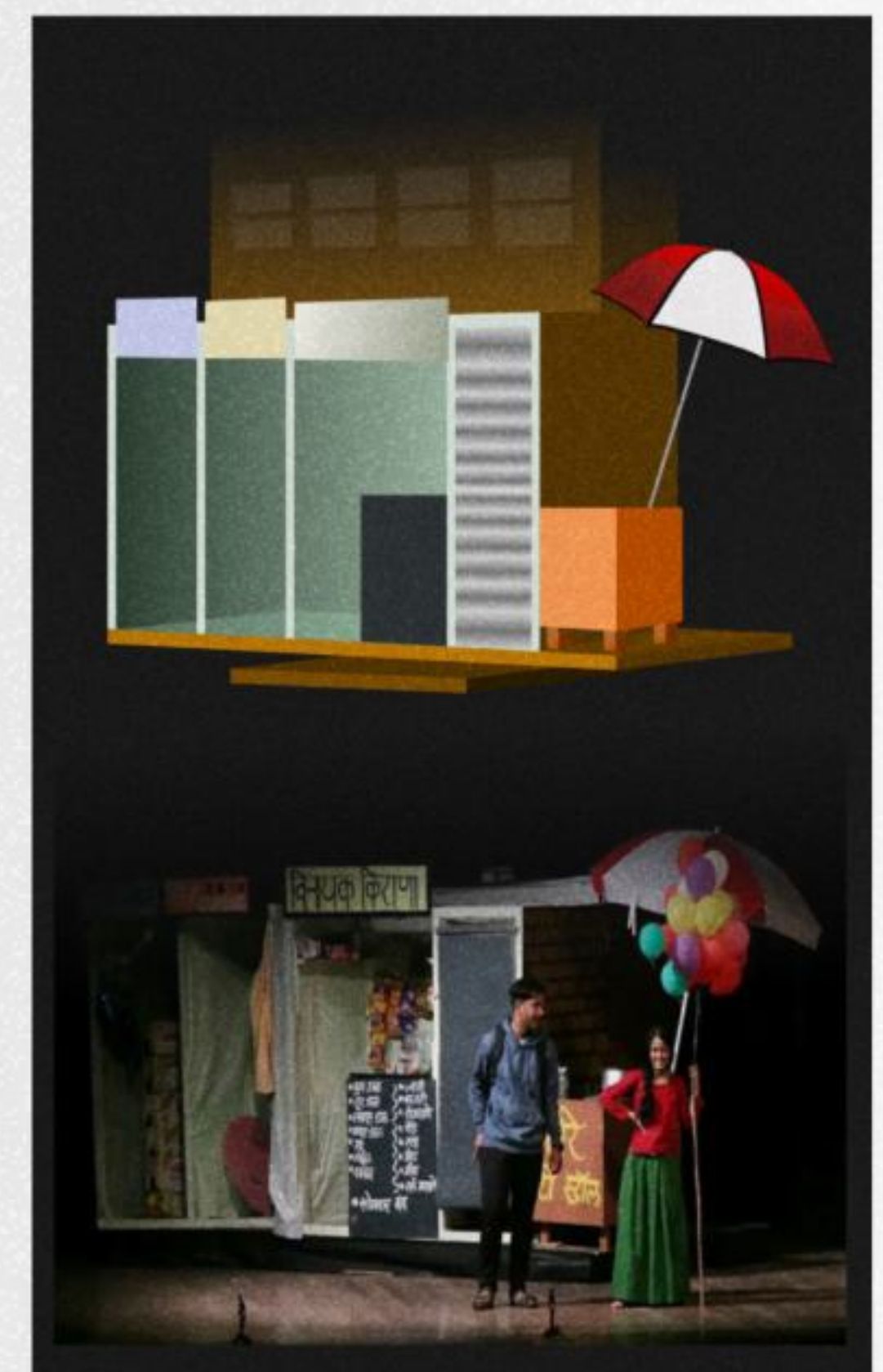


16

REVOLVING STAGE

Creating a mechanism for the Theatre stage to move from 15 feet to 8 feet to 16 feet for scene changes in a Play.

Design Engineering



18

CUETV

Making OTT Platform a little More Accessible, with Sevice System

Retargetting Ads System

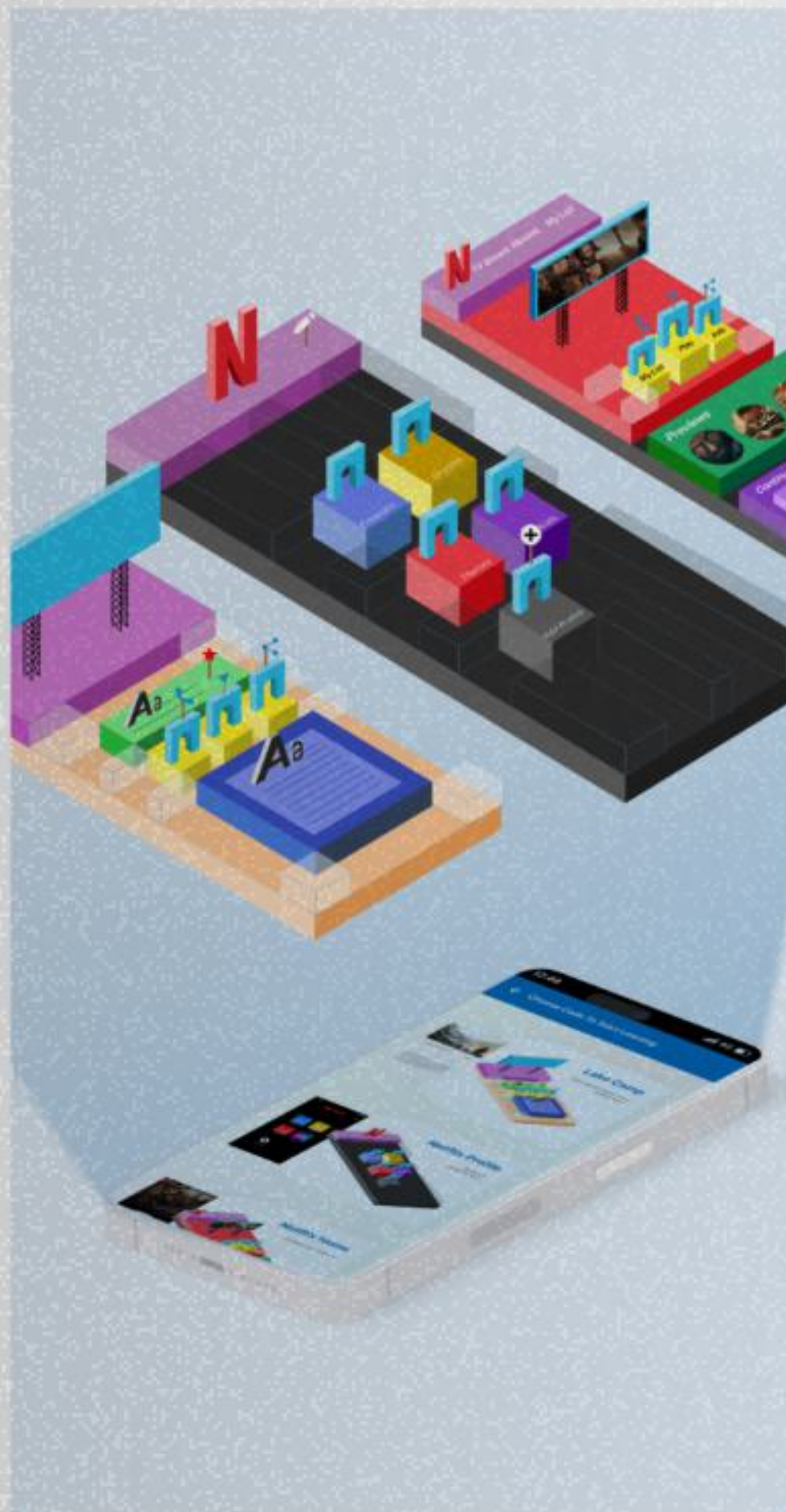


22

CODE FOR BUILD

Helping Kids learn Coding through Visual Block building and developing Website.

Interaction Design



25

IBM CANCER PROGNOSIS

Securely transfer Genomic Data & help to Identify Life Expectancy of a Cancer Patient.

Engineering



28

TYPEFACE BUTLER'S SLICE

This font was created by carefully slicing up an existing Butler typeface to create a unique look. The result is a display font with a cutting edge.

TypeFace Design



SCOPE OF WORK

Service Design

ROLE

User Researcher; UI Designer

CLIENT

Pune Transportation

DURATION

3 Months

TRANSL. TRAVELLER, GOOD COMPANION

Streamlining Pune's public transport system to make it accessible and convenient

2022

RAAHI

CHALLENGES

- 01 Narrowing Down the Key Difficulties and Shortcomings of the Current System. Identify key areas of improvement in the existing system.
- 02 Creating an Experience that Simplifies the Current Complicated Routes. Design a user experience that simplifies the current system.
- 03 Defining a Simple Set of Visuals that Differentiates and Segregates Complex Sets of Transit Data.



USER INSIGHTS

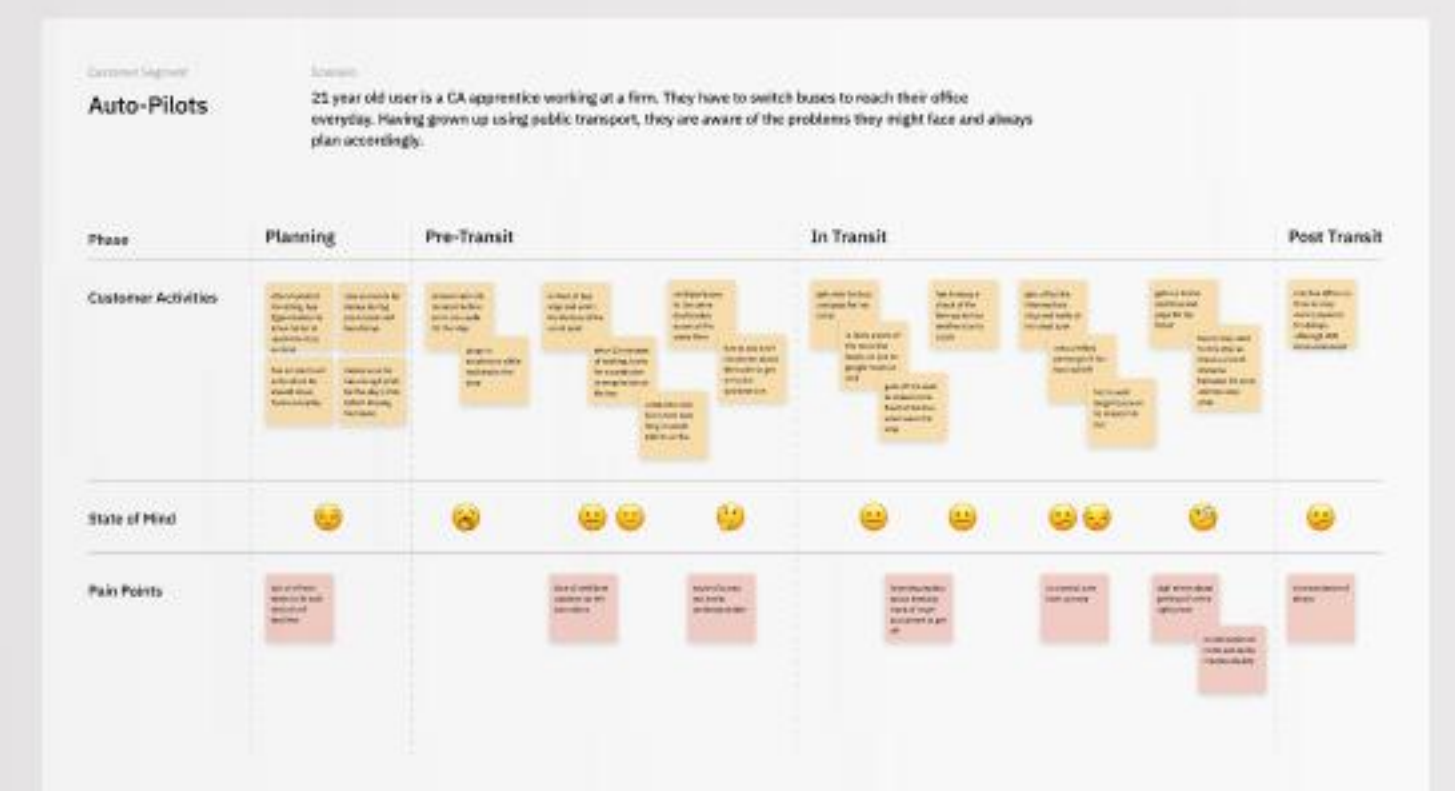
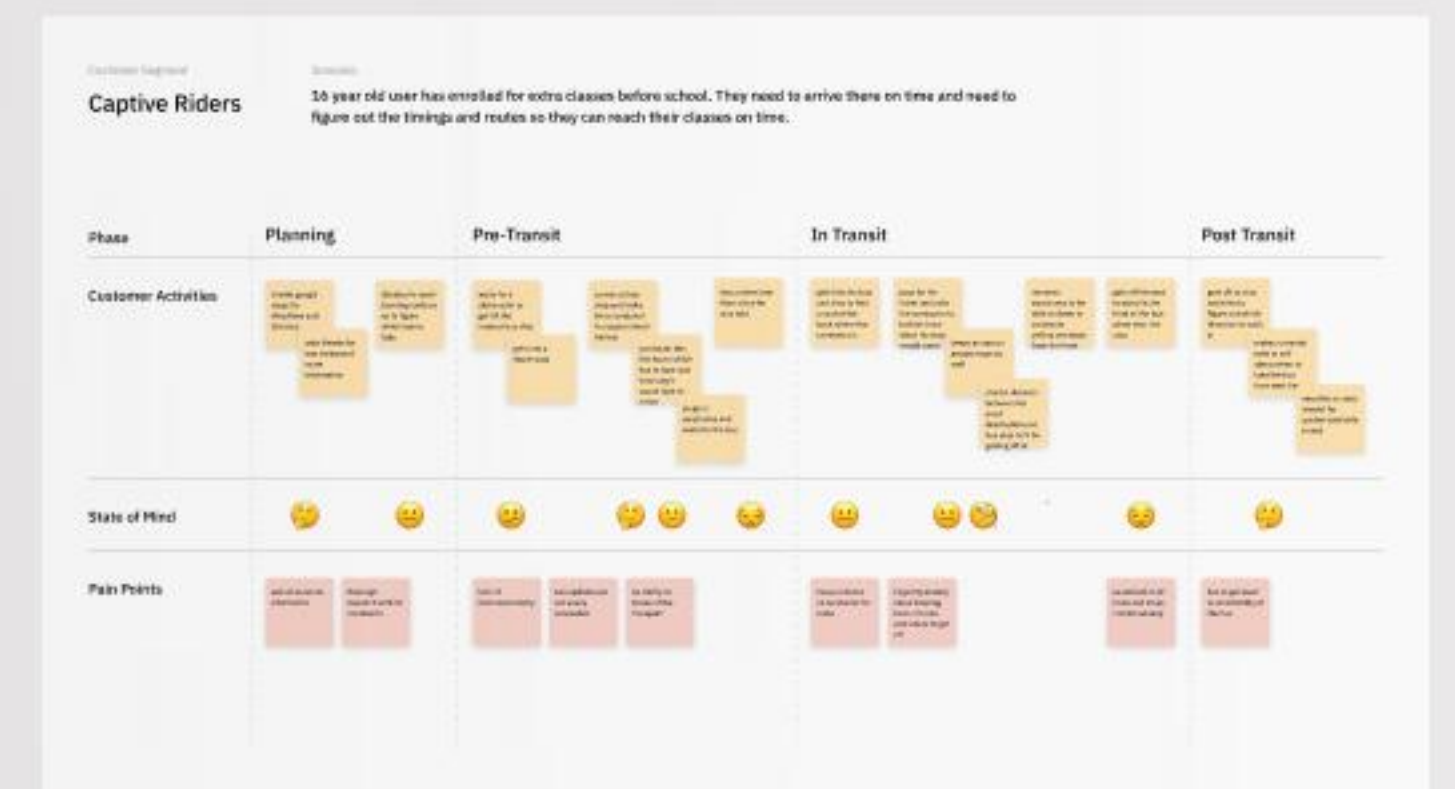
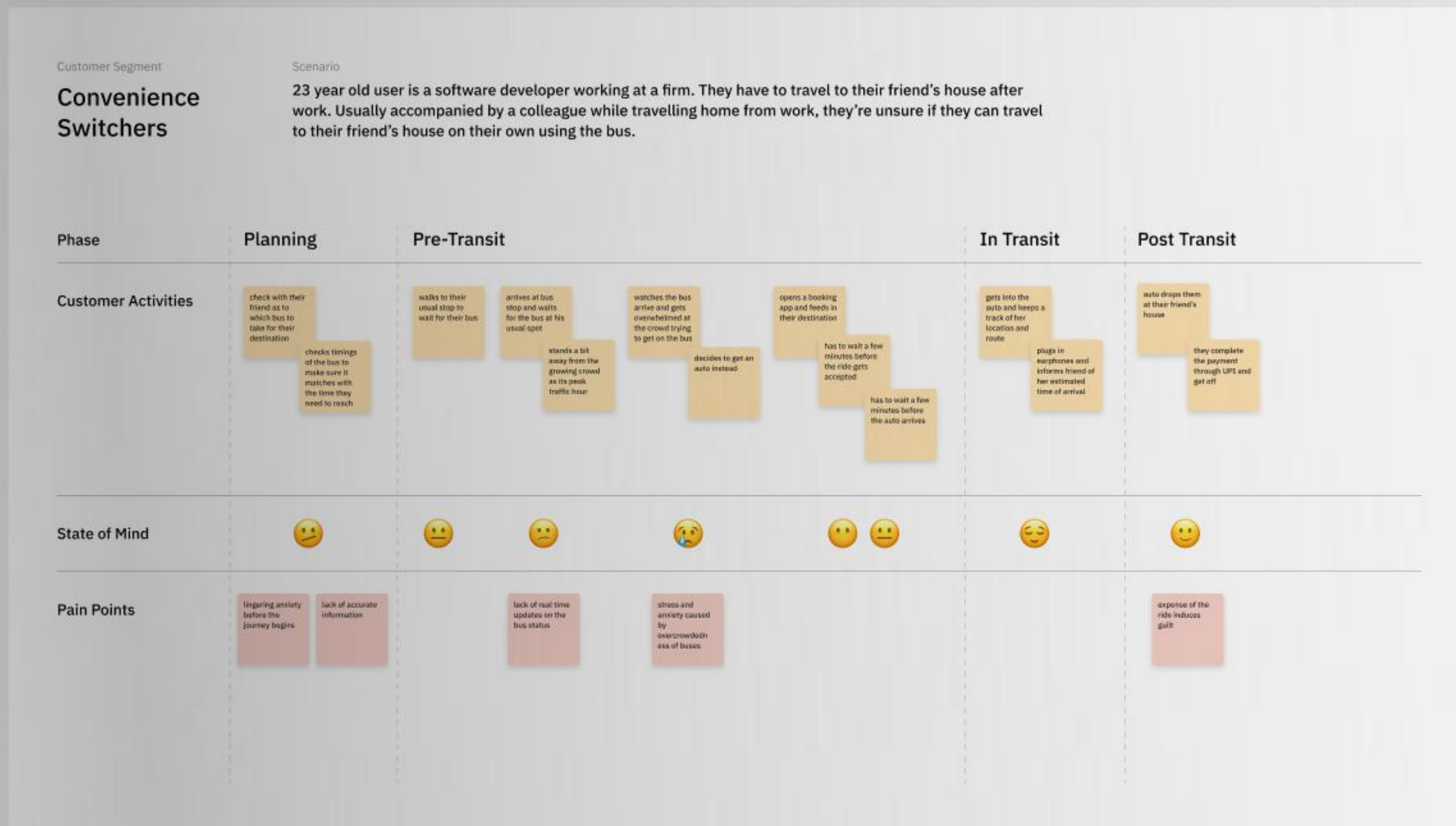
QUANTITATIVE ANALYSIS

- In a survey of 82 participants, it was found that **62% used personal vehicles** as a mode of transport.
- 25% used public transport** as a mode of transport.
- Autos are mostly used as a secondary mode of transport by 32% participants.

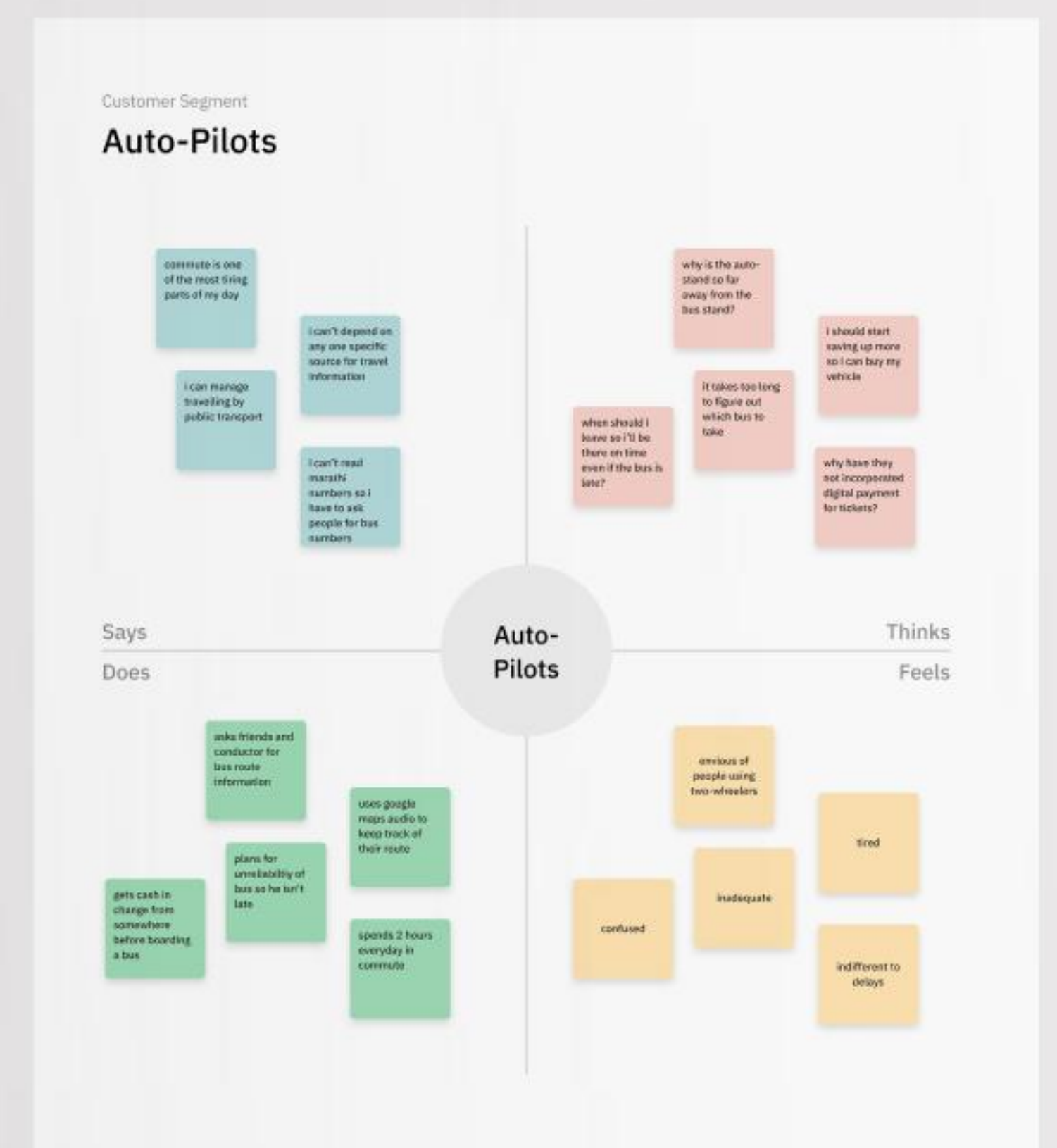
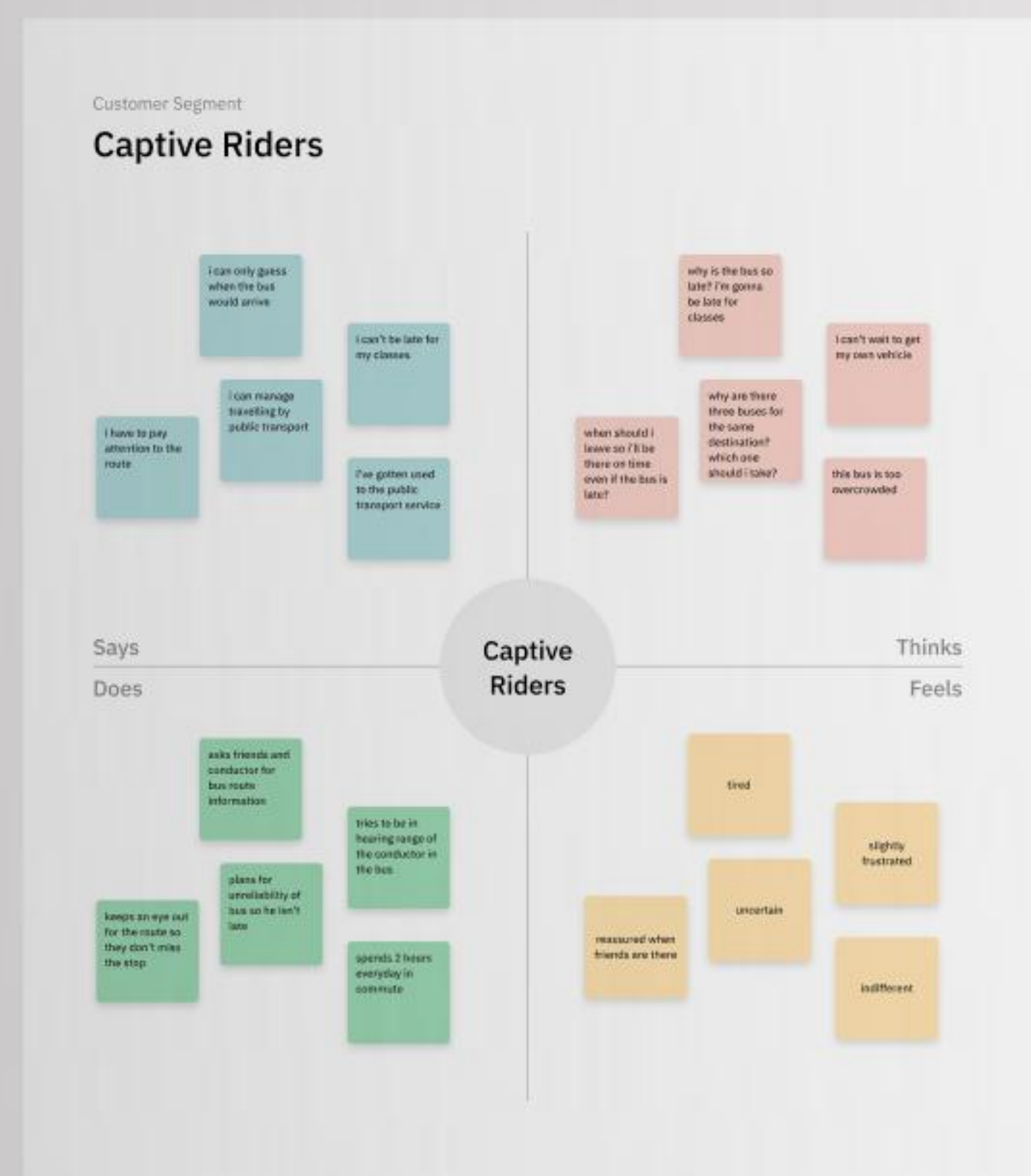
QUALITATIVE ANALYSIS

Users are **comfortable using Google Maps**, despite its lack of precise information about bus routes and timings due to the lack of other apps. Personal vehicles are preferred for the customisation and control they offer, while users don't think about how their transport choices impact the environment.

CUSTOMER JOURNEY MAPS



EMPATHY MAPS



SUMMARY

One of the ventures that I have been a part of is my very own initiative “Raahi (transl. traveller, good companion).” Personally, residing in a metropolitan city in India, Pune, I came across the fact that the public transport in Pune is a **highly daunting experience** due to its high demand and scarcity of alternative, cheap commutes. As a solution, a fellow designer friend of mine and I began working on a **passion project on optimizing local transportation services.**

MY ROLE

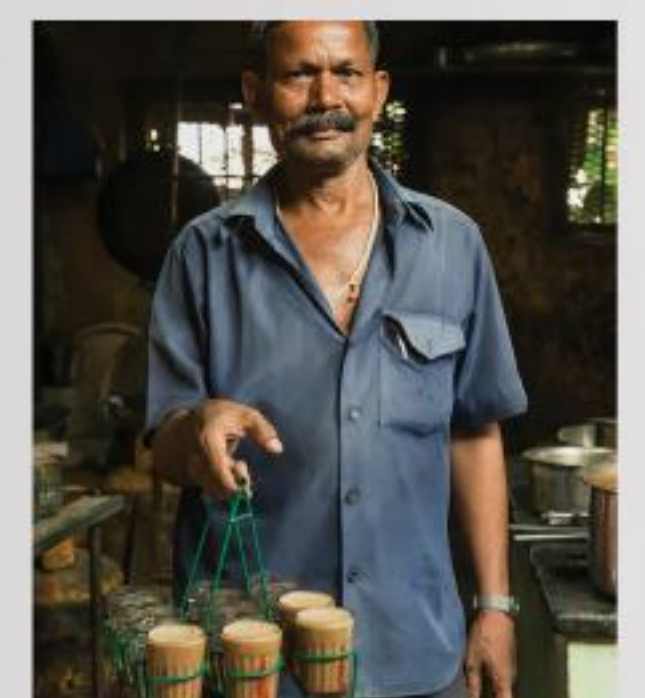
- 01 User Research:** As a UI/UX designer, I am responsible for conducting user research to understand the needs and preferences of users to create a service design for public transport.
- 02 Brand Identity:** This includes designing logos, icons, and other visual elements to create a distinct and recognizable brand.
- 03 User Interaction:** This involves creating a user-friendly, intuitive design with smooth navigation, clear calls-to-action, and easy-to-understand visuals.

DESIGN PROCESS

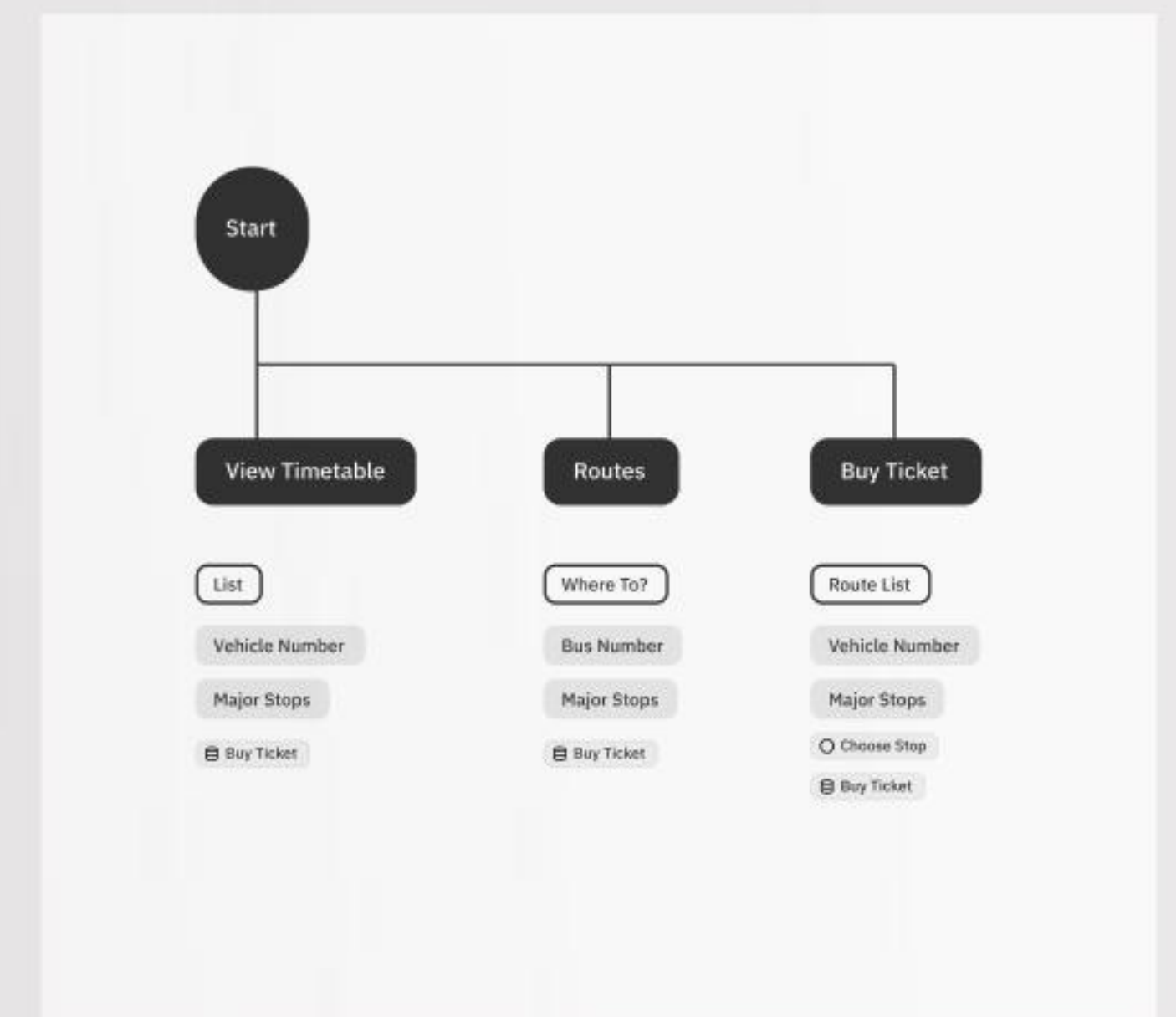
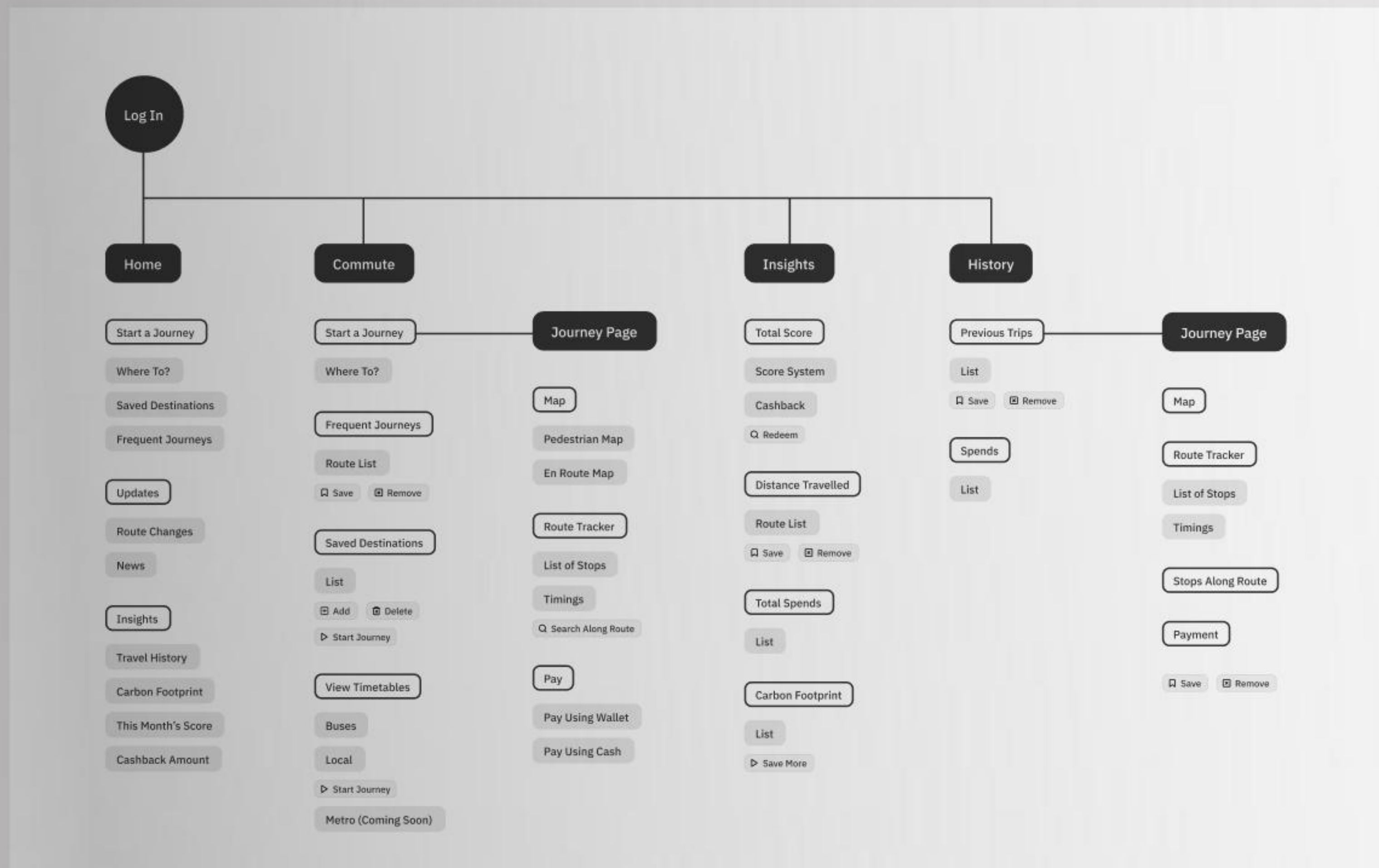
01	02	03	04	05
EMPATHISE	DEFINE	IDEATE	PROTOTYPE	TEST
User Research	Empathy Maps	Task Flows	Brand Identity	Usability Testing
Data Analysis	Problem Statement	Information Architecture	Low Fidelity Wireframes	Scope for Improvements
Competitors	High Level Feature List	Service Ecosystem	Visual Design & Prototyping	
Customer Journey Map			Mockups	

EMPATHISE – UNDERSTANDING USERS

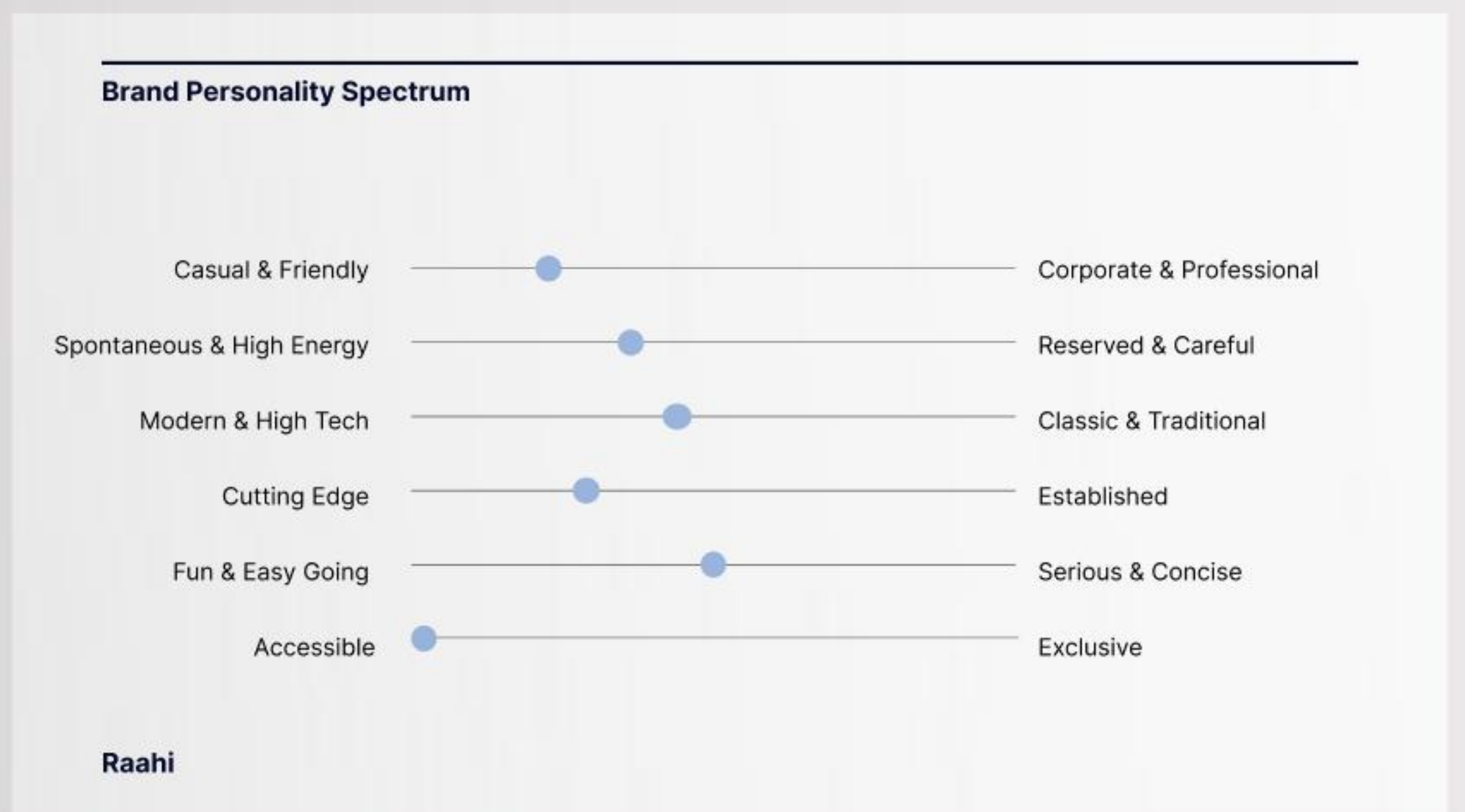
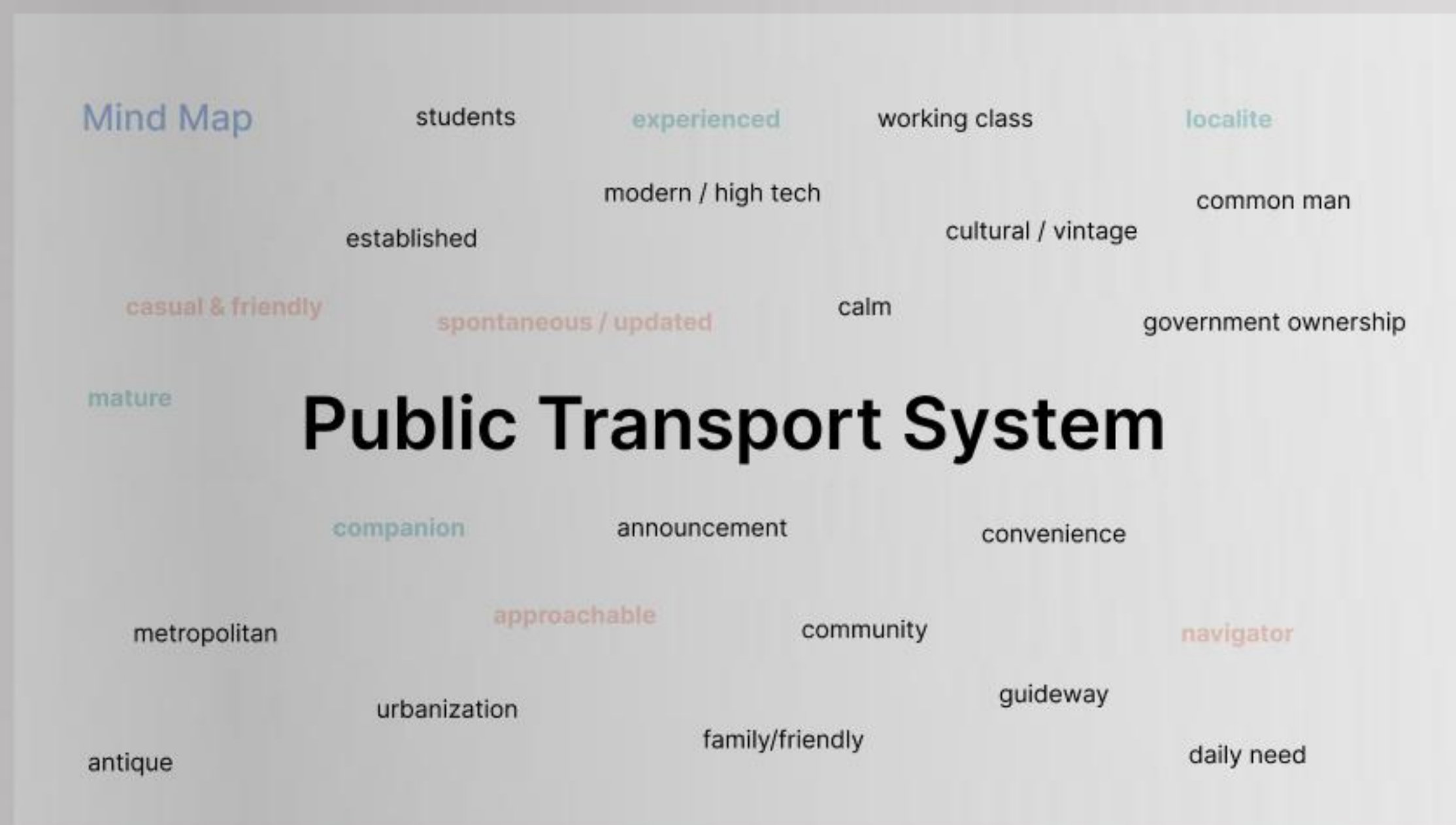
We carried out extensive user research involving quantitative/qualitative and primary/secondary research methods.



INFORMATION ARCHITECTURE



BRAND IDENTITY



APPROACHABLE
easy access | pleasant | comfortable

CASUAL & FRIENDLY
amiable | company-loving | comradely

NAVIGATOR
guide | wayfinder | wheelman

SPONTANEOUS / UPDATED
up to minute | bring up to date | reliable | trustable

Urban Walker
musafir
safir
sawari

A fellow Traveller who assist with the travelling, who helps you navigate around the city.

Approachable person who helps you stay updated on bus routes and timings.

MATURE
responsible | reliable | wise | mature | secure

EXPERIENCED
knowledgeable | well-versed | knows the system inside out

COMPANION
friend | ally | guide | trustworthy | fellow traveller

LOCALITE
native | vernacular | domestic | hometown

raahi
musafir
safir
sawari

the localite that guides you to reach your destination and accompanies you on the journey.

DEFINE

PROBLEM

How do we encourage the use of public transport among Pune public?

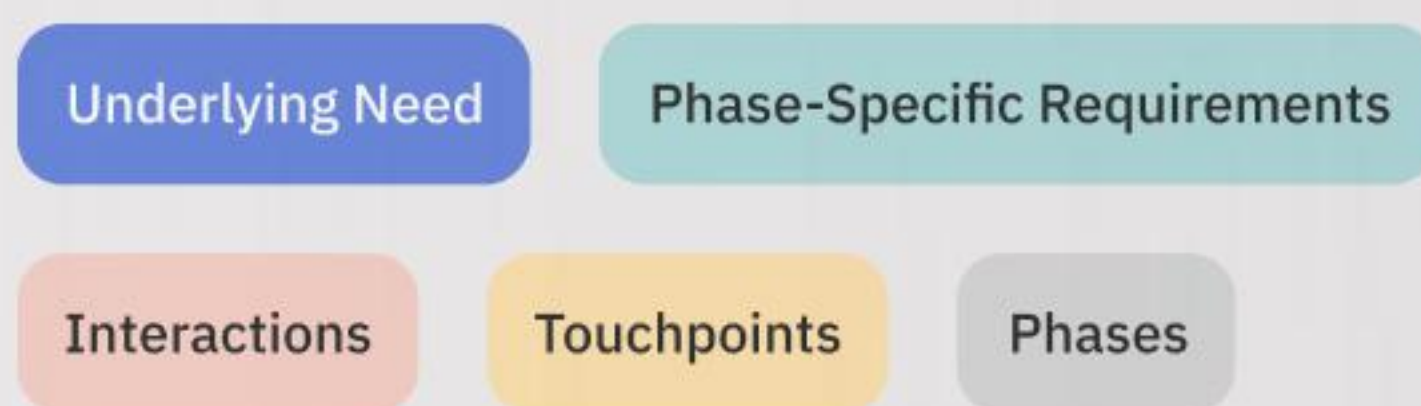
- Accessible
- Convenient
- Scalable To Any Mode
- Trustworthy
- Streamlined
- Interconnect Services

HIGH LEVEL FEATURE LIST

- Way-Finding And Navigation In Stations
- One-Time Ticket Kiosks
- Online Wallet For Tickets
- In-Transit Updates And Alerts
- Routes And Mode Suggestion
- Schedules And Route Information
- Real Time Updates And Tracking
- Bookmark Routine Journeys And Locations
- Rewards And Points
- Multi-Lingual Support
- Insights On Environmental Carbon Footprint
- Integrations With Booking Apps

IDEATE

SERVICE ECOSYSTEM

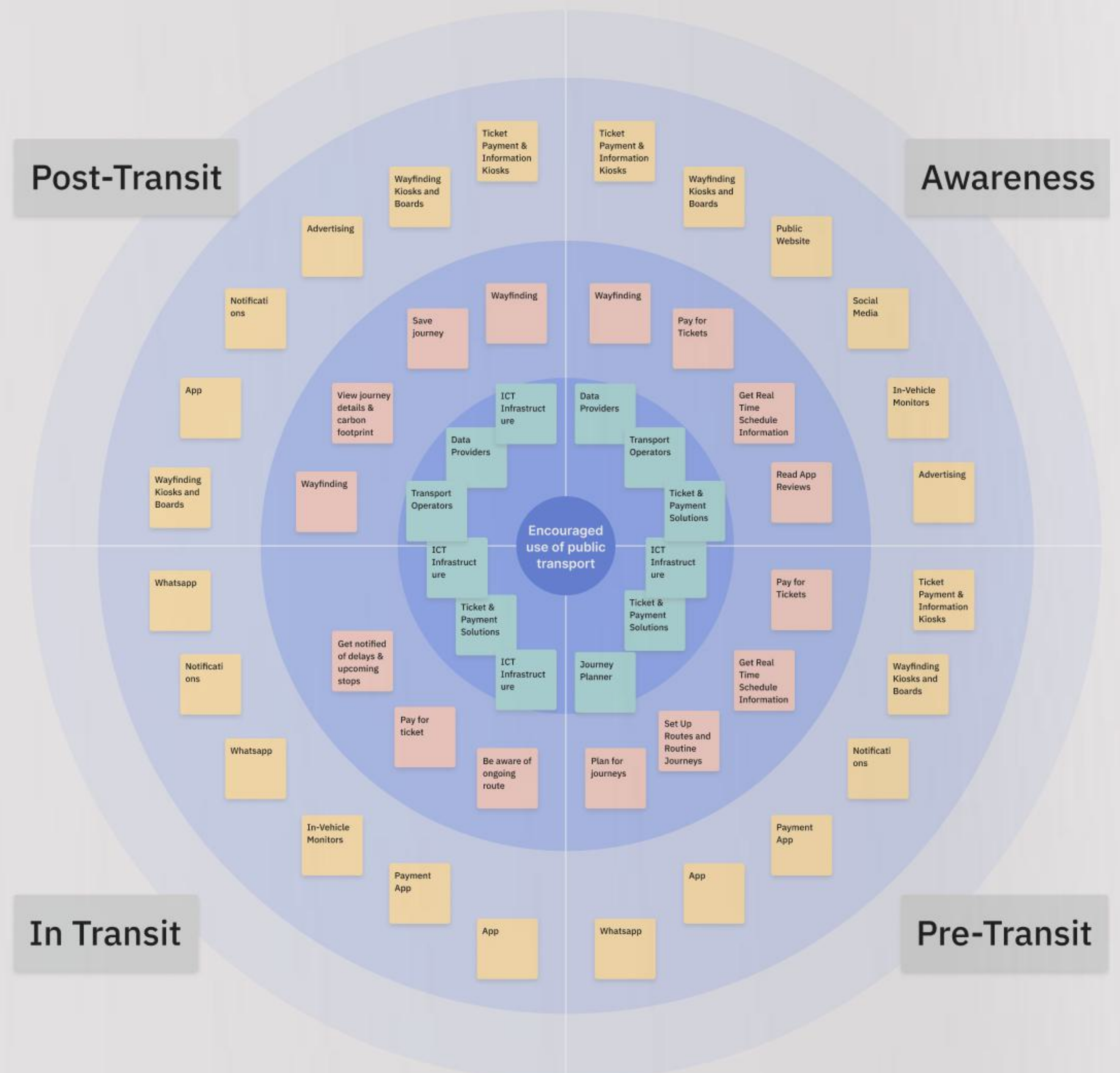


Awareness: Advertising, Promotional Campaigns And Outreach Initiatives.

In Transit: Ticketing, Scheduling, Route Planning, Fare Collection And Safety And Security.

Pre-Transit: Planning, Research, Land Use, Network And Facility Design.

Post-Transit: Evaluation, Monitoring, Maintenance And Customer Feedback.





Hey Parth!

Where would you like to go today?

Home
Amanora Future towers, Andhera

Enter destination address

All's place
Gym
Work
Class
City

your modes of transport

Local

Bus

Cycle

You are ₹250.00 away from earning a free one-day pass!

journey #54

Home
phoenix marketcity mall
depart at: 17:00 p.m.

Bookmarked

15:35 - 17:20
3084 - 2843
1hr 45m

Earliest Arrival

Lowest Cost

₹45.00

₹40.00

₹30.00

Insights

Distance travelled this month
154 km

Trips completed this month
38

Commute Trends



Distance Traveled
126km

Trips Completed
28

You are ₹250.00 away from earning a free one-day pass!

Money Spent
Rs 525

Choose preferred modes of transport

cab

bus

bike-share

walk

auto

local

cycle

share-auto

metro

Ticket

15:35 Amanora M. hadapsar

17:20 phoenix market...

fare paid ₹20



Close

proceed

proceed

take a night at madras coffee house

02:56

NOMENCLATURE

RAAHI

Raahi means "traveller" or "wayfarer", which is perfect for a transport app that helps people find their way.

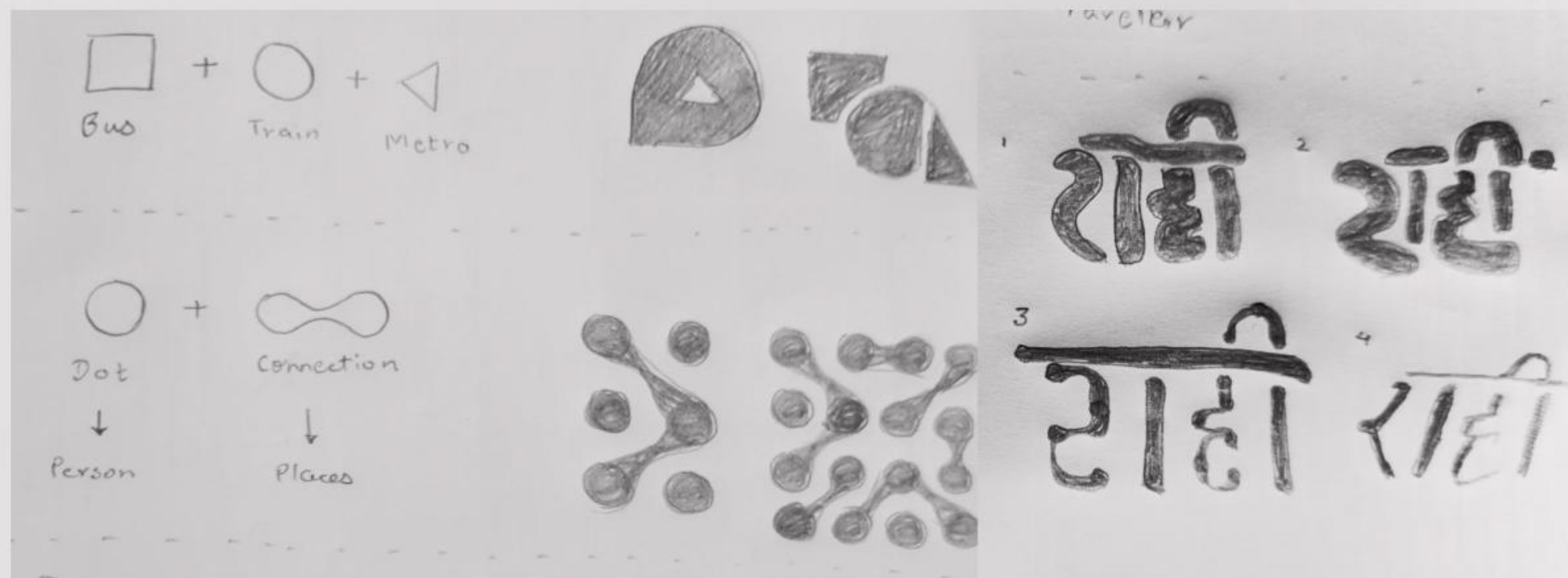
राही राही राही राही

রাহী রাহী রাহী রাহী

LOGO

SKETCHES

The logo sketches for Raahi Public Transport using people and connection could be a circle of several people, **connected together** by a single line or a series of connecting lines.



FINAL

The circle of people could represent the **community of people that use the public transport services**, while the connecting lines could symbolize the connections between them.

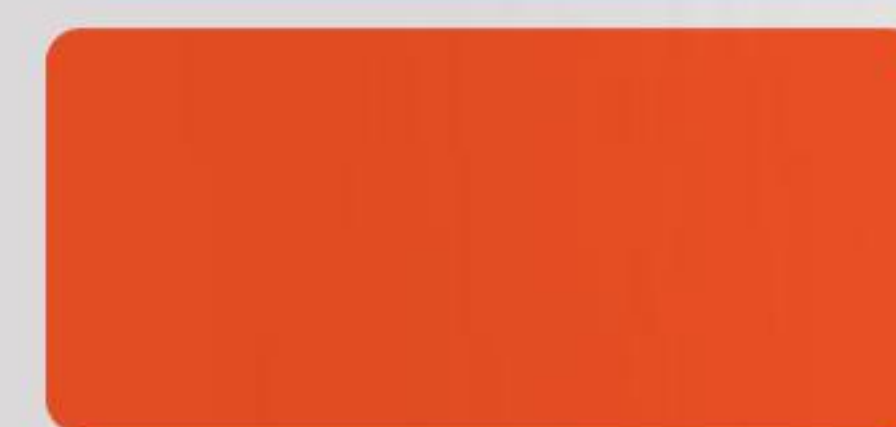


COLORS

BRAND



Primary / #E69C8B



Secondary / #212529

NEUTRAL



Red



Blue



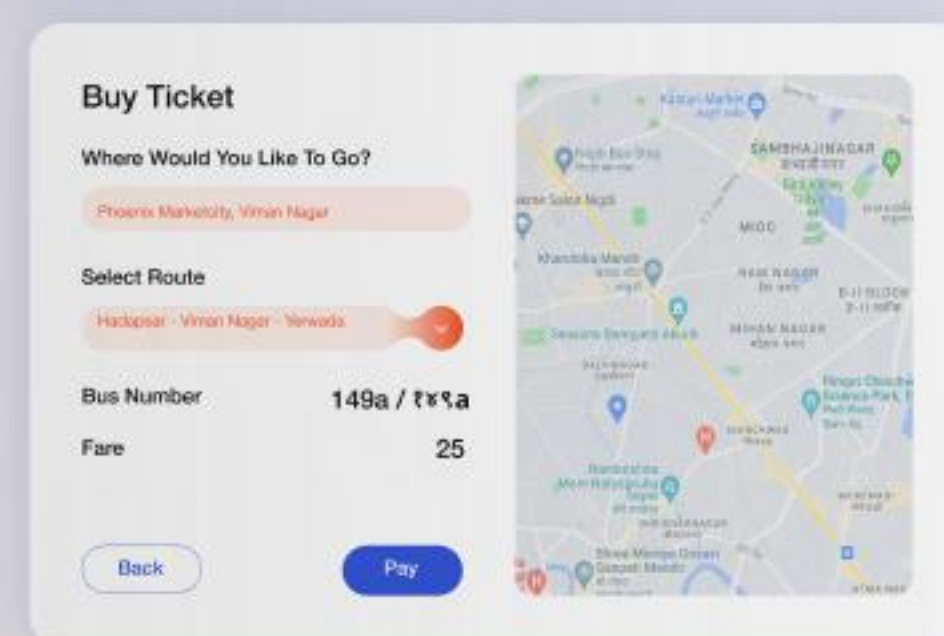
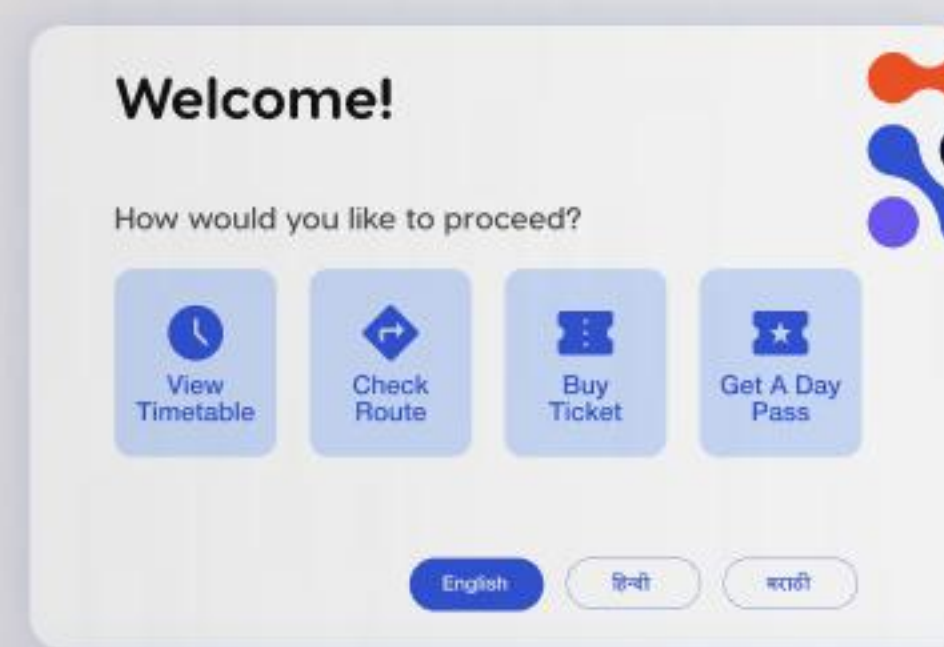
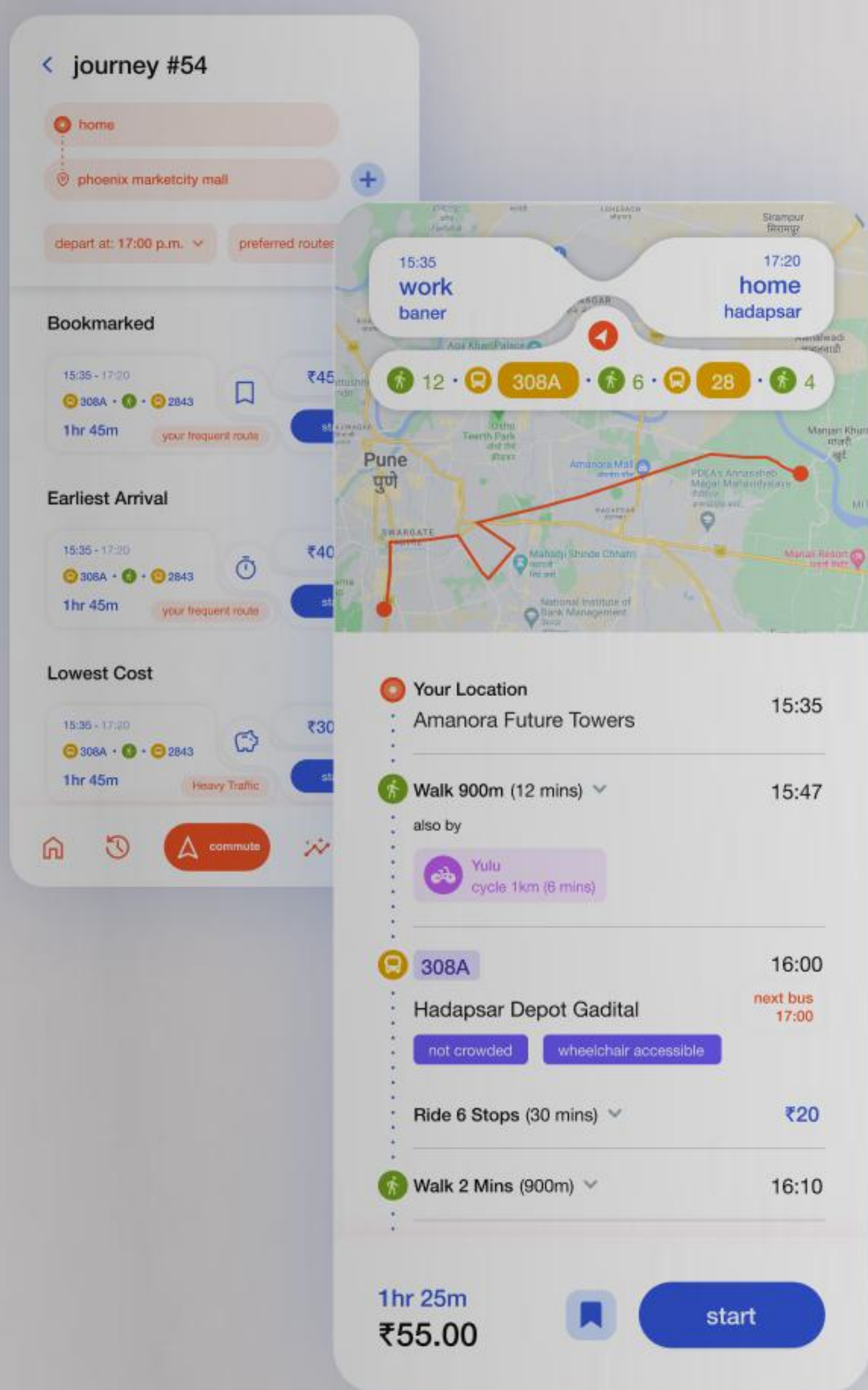
Grey



White



Black



LEARNING

Working on the Raahi project has helped me to learn more about service design for public transport development. I was able to understand the importance of user-centered design principles, and how to apply them in order to create a service that is tailored to the needs of the user.

04

DETAILED, PRECISE AND REAL TIME GUIDANCE THROUGHOUT THE COMMUTE

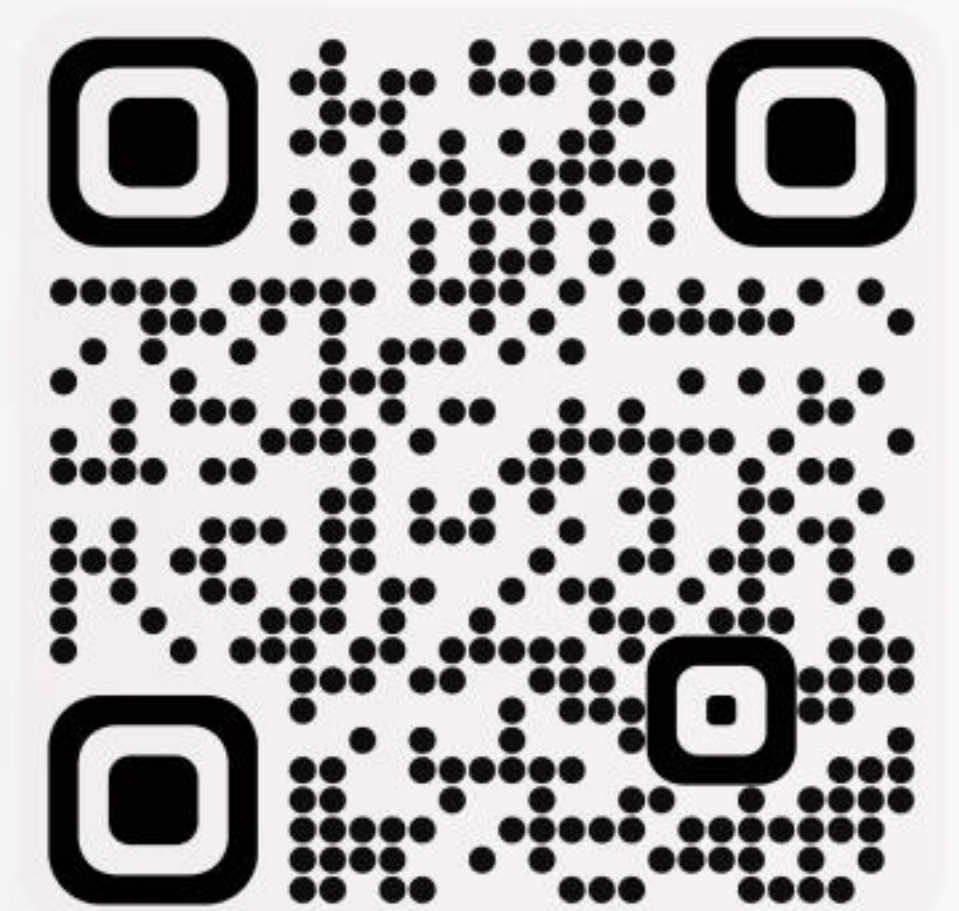
Users found the lack of intermodal connectivity annoying and daunting. Through the en-route guidance, the app shows them exact locations and times of their modes, be it for walking, cycling, or transit buses & local trains.

05

EASY ACCESS TO REAL TIME INFORMATION AND GUIDANCE THROUGH KIOSKS AND IN-VEHICLE MONITORS

The kiosks can be placed at every stop so that users have real time information while they wait. It also facilitates payment of tickets and knowing the routes or buses to take.

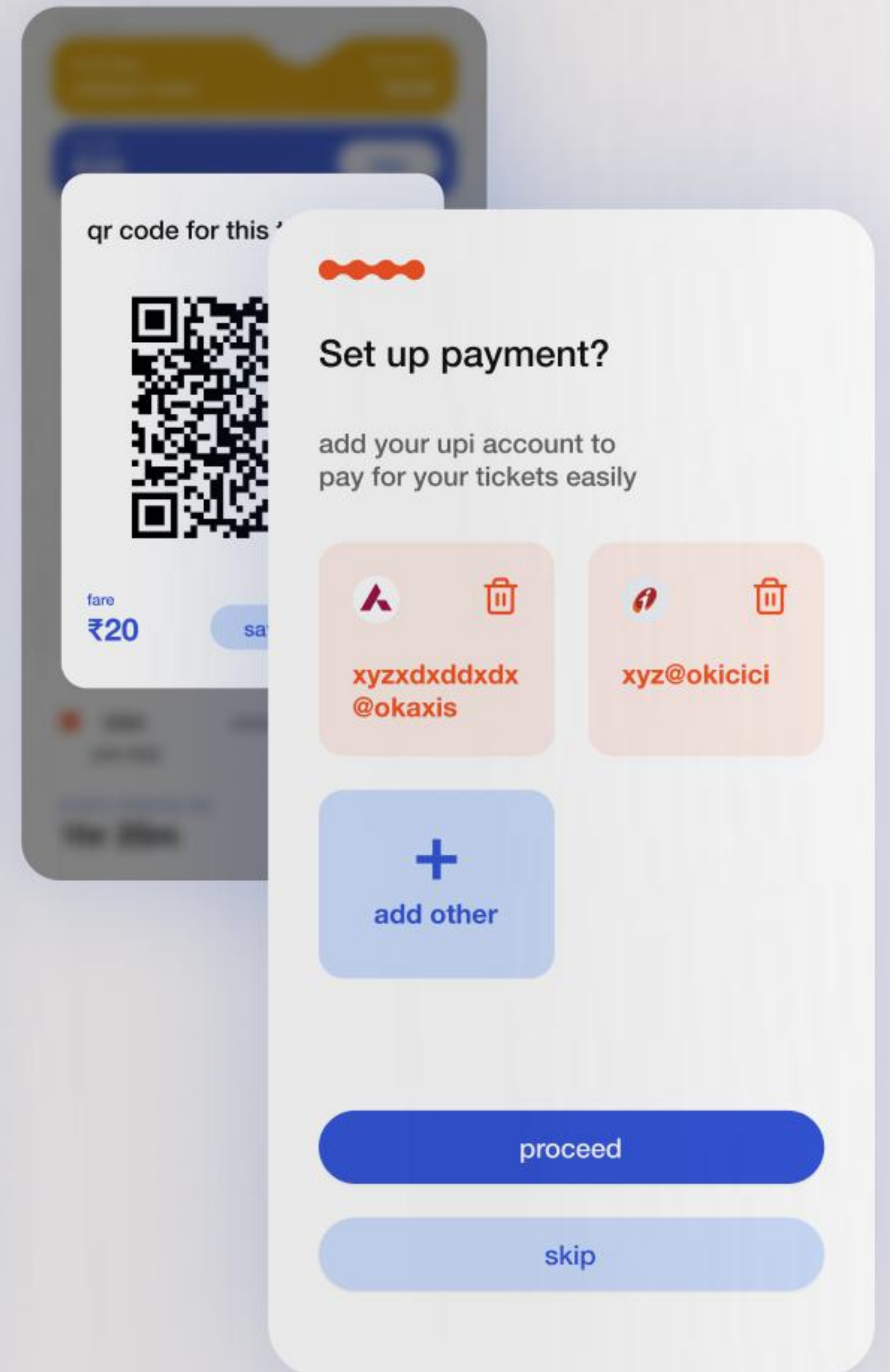
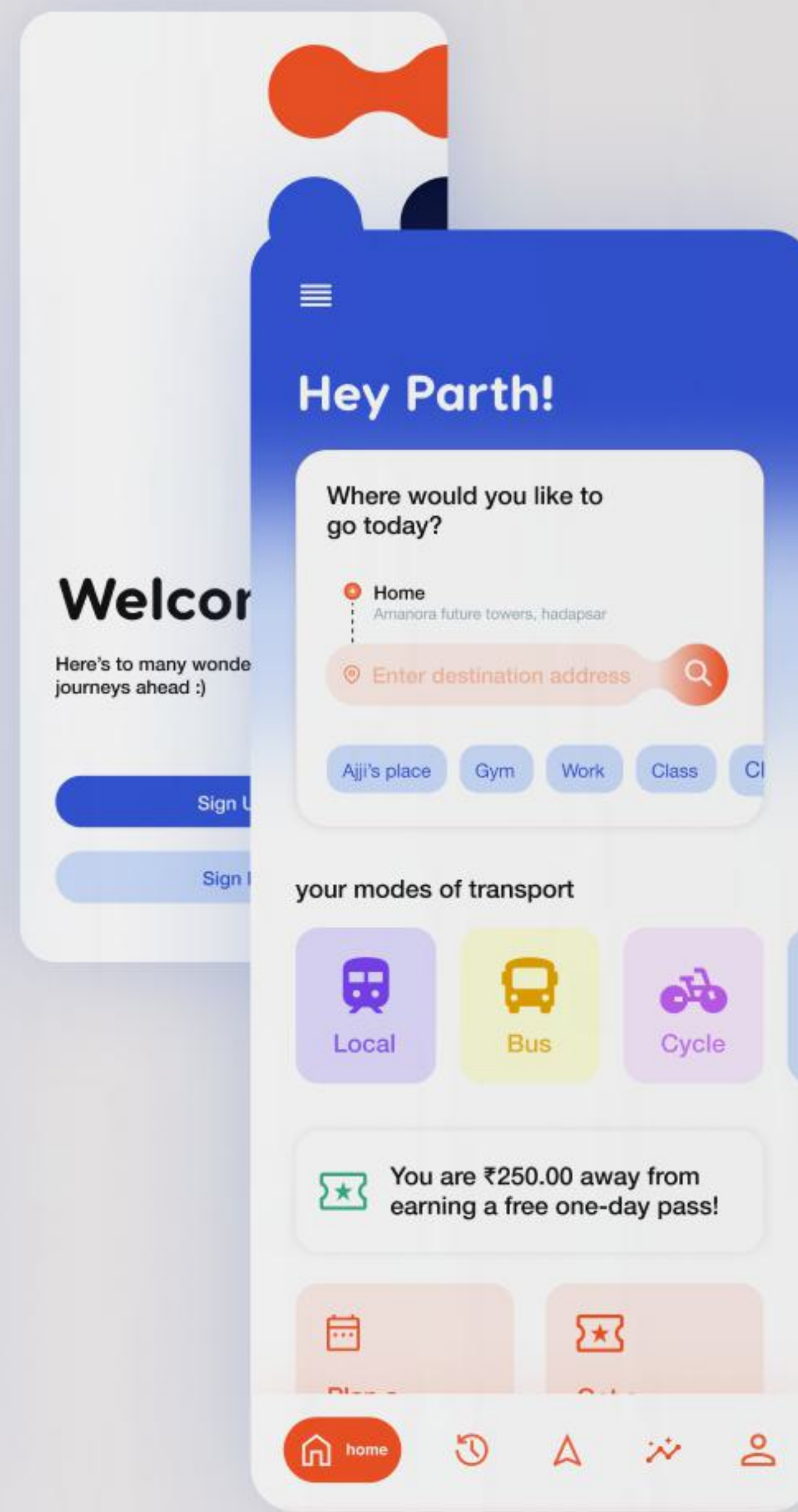
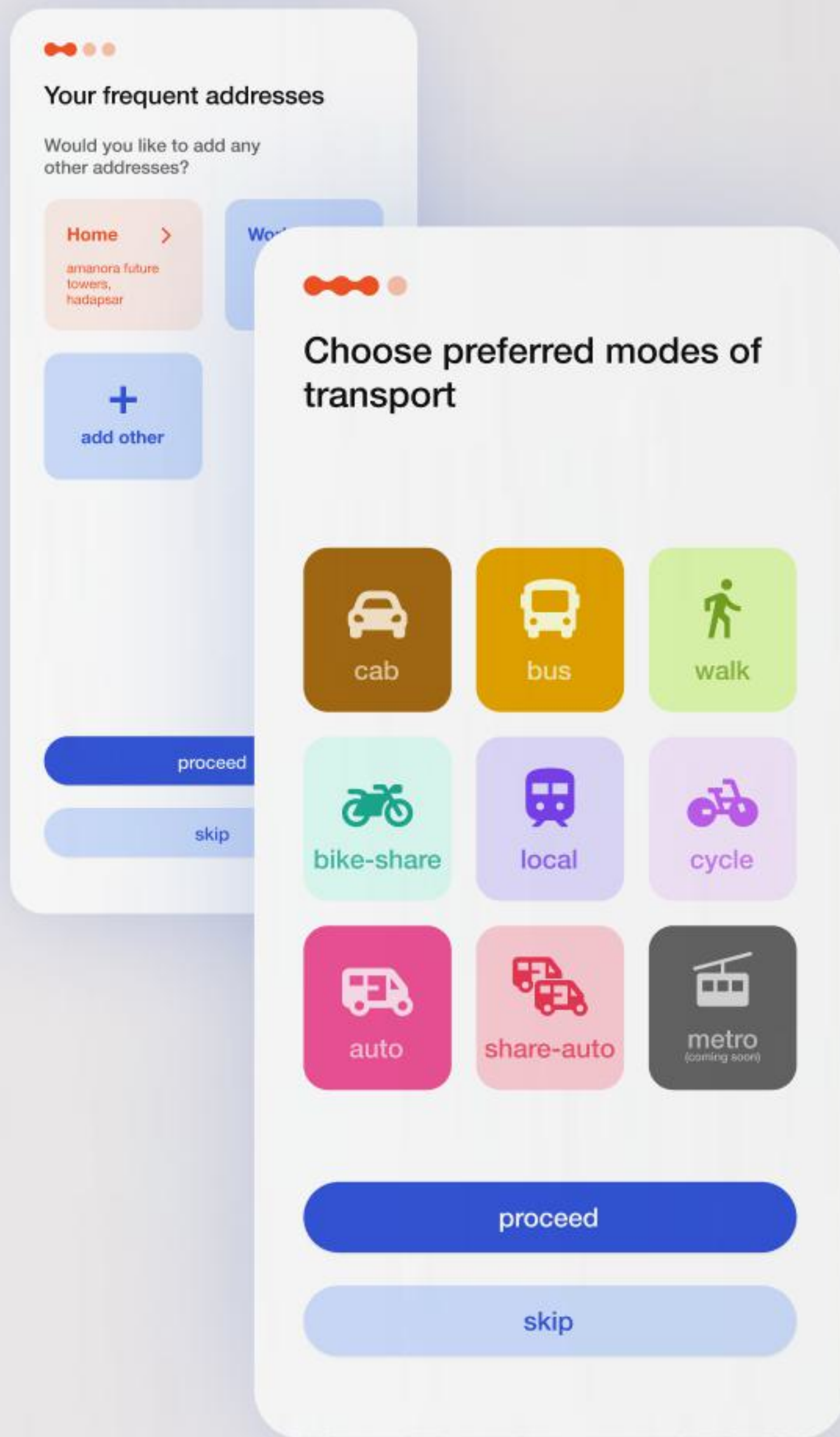
Scan QR Code to see details



or

[Click here](#)

DEFINE



01

CUSTOMISATION OPTIONS TO PERSONALISE COMMUTE

Users often prefer to use their personal vehicles because it gives them the personal touch of familiarity. They can think of or ask their drivers to take them to a friend's house, or their aunt's house and they'd know where to drop them.

02

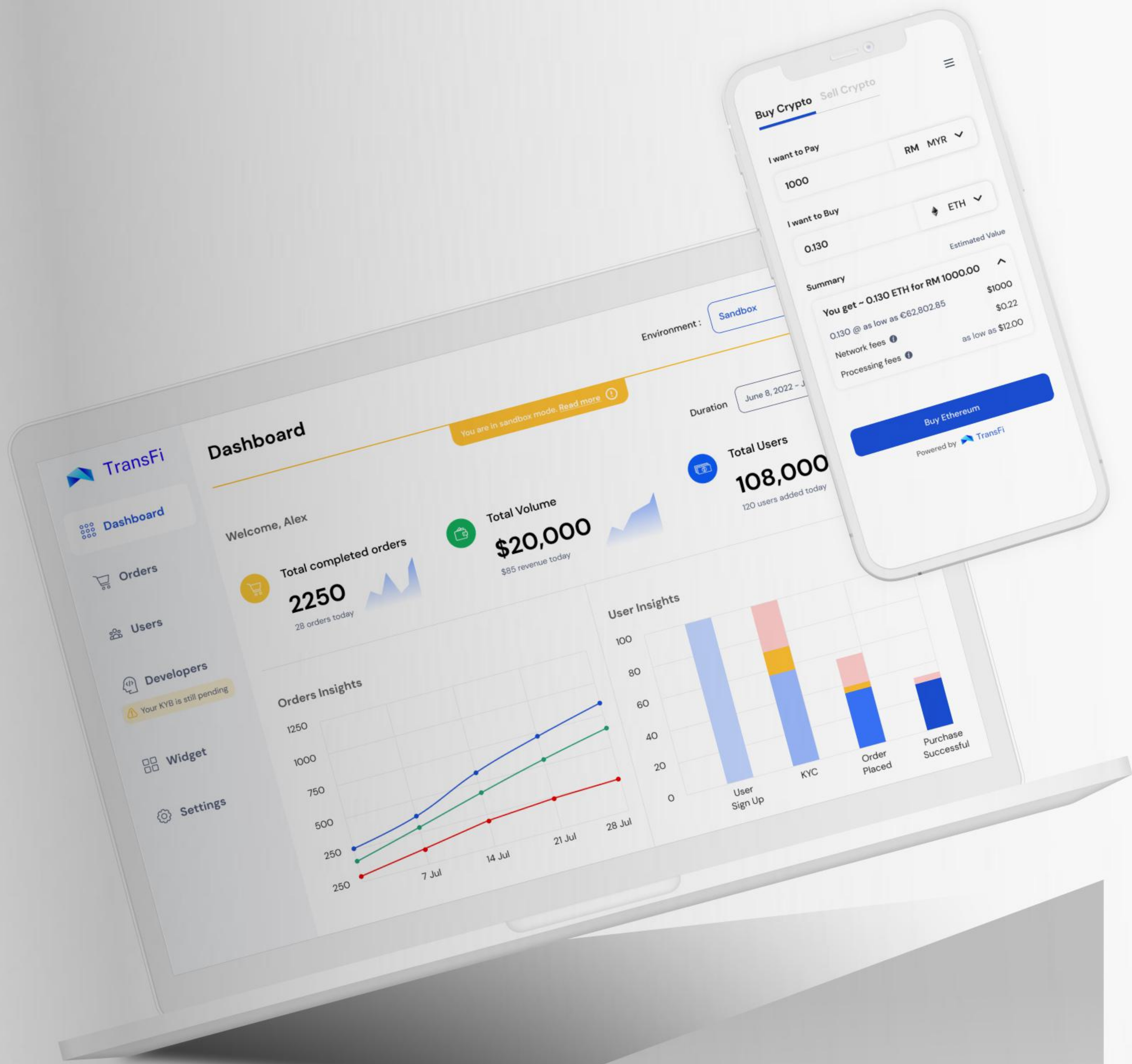
COHESIVE HOMEPAGE THAT HIGHLIGHTS PREFERENCES

The homepage shows the user an overview of their saved addresses, preferred modes of transport and insights on their commute trends.

03

ENABLING DIGITAL PAYMENTS

Digital payments are very commonly used by the Indian public. However the current outdated public transport system doesn't have the facility of paying for tickets digitally.



SCOPE OF WORK

User Research, UI/UX, prototyping

ROLE

UI/UX Designer

CLIENT

TransFi

DURATION

5 Months

NEW GENERATION CRYPTO SERVICES FOR ASIA

The Easy Way to Buy, Sell & Invest in Crypto with Asian Payments

2022

TRANSFI

CHALLENGES

- 01** Understanding the Digital Currency World: This challenge involves researching and understanding the [different types of digital currencies](#), the [technologies that power them](#), the regulations governing them.
- 02** Simplifying the Workflow: This involves designing a user interface that makes the [process as intuitive, user-friendly](#), and secure as possible.
- 03** Making the Experience Secure: This involves implementing [security measures such as encryption, two-factor authentication](#), and data protection.

PROBLEM

Web3 is failing to serve the broader Asian market.

01

LIMITED LOCAL PAYMENTS

Popular local payment methods are not covered by many platforms (e.g. GoPay, PayPay, Gcash, DuitNow etc.).

02

LOW CONVERSION RATES

Global providers don't support local ID cards and fraud models which results in increased rejected transactions.

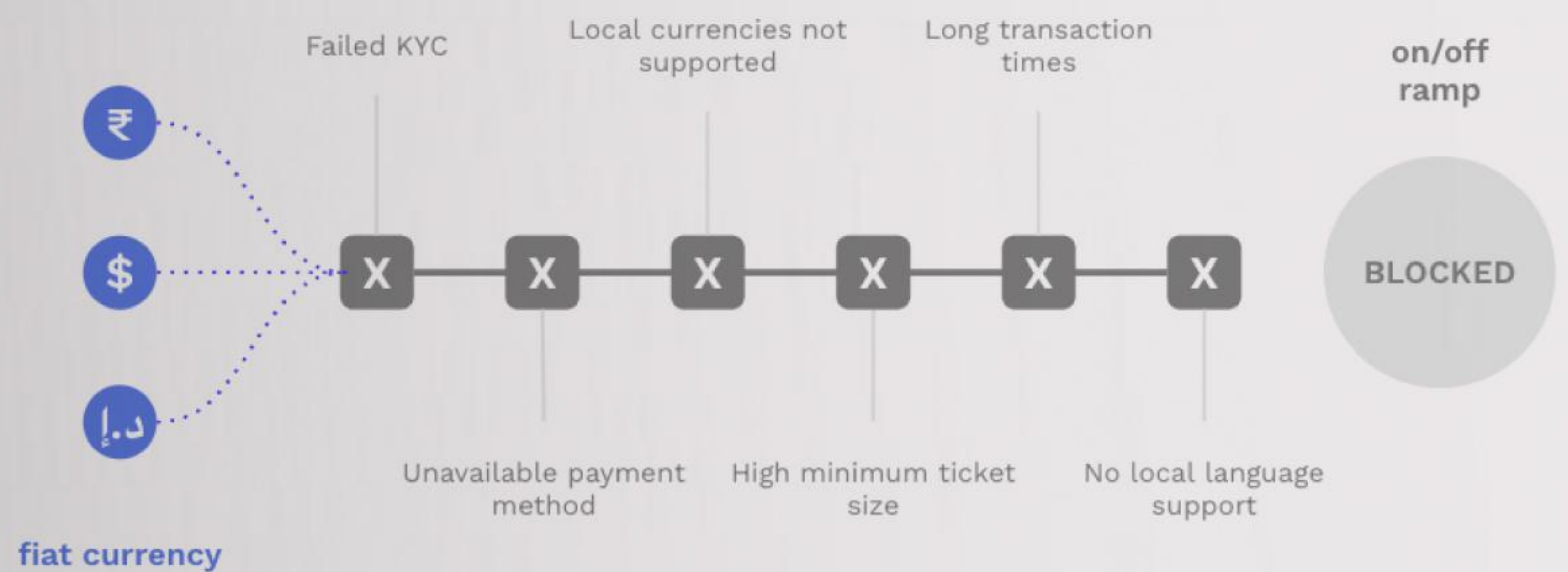
03

POOR USER EXPERIENCE

Current crypto products require technical knowledge and dissuade non-crypto natives from onboarding.

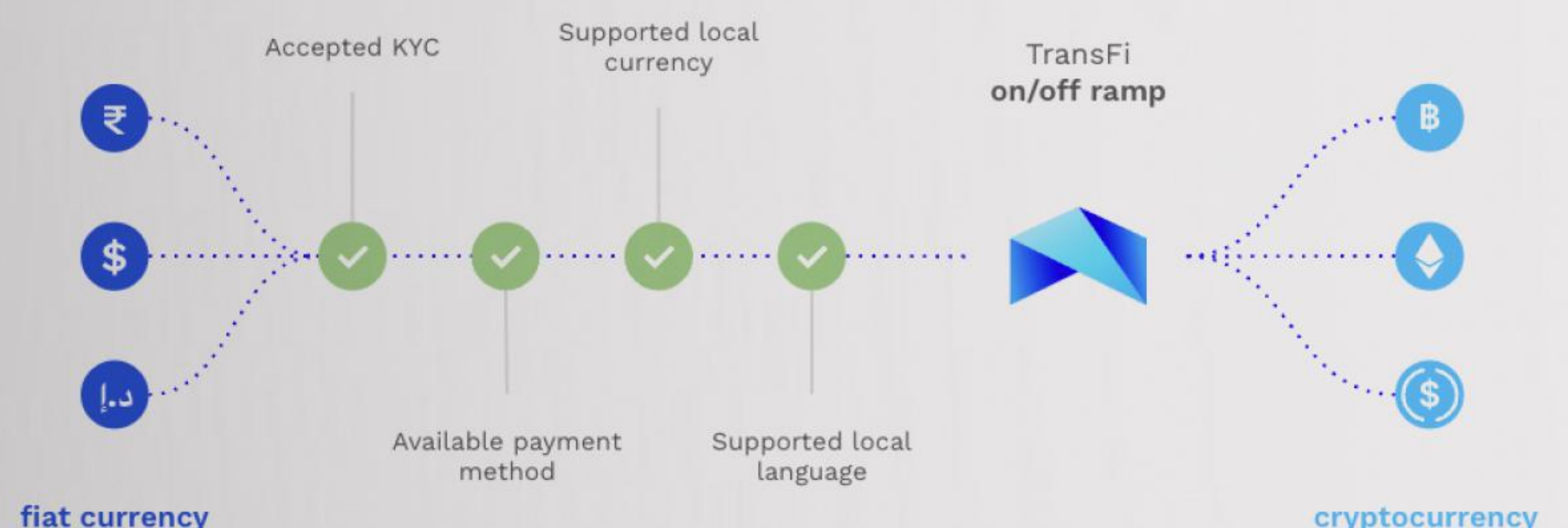
ACCESS TO WEB3 IN ASIA HAS BEEN LIMITED

Only early crypto adopters & natives, especially those with access to credit cards offered by US providers, have easy access to Web3.



INTRODUCING TRANSFI WITH THE BEST FIAT-TO-CRYPTO ONRAMP & OFFRAMP SOLUTION

- Best-in-class coverage & conversion
- Deep local Asian payment method support
- Lowest fees
- Multi-chain coin support
- 24/7 customer support



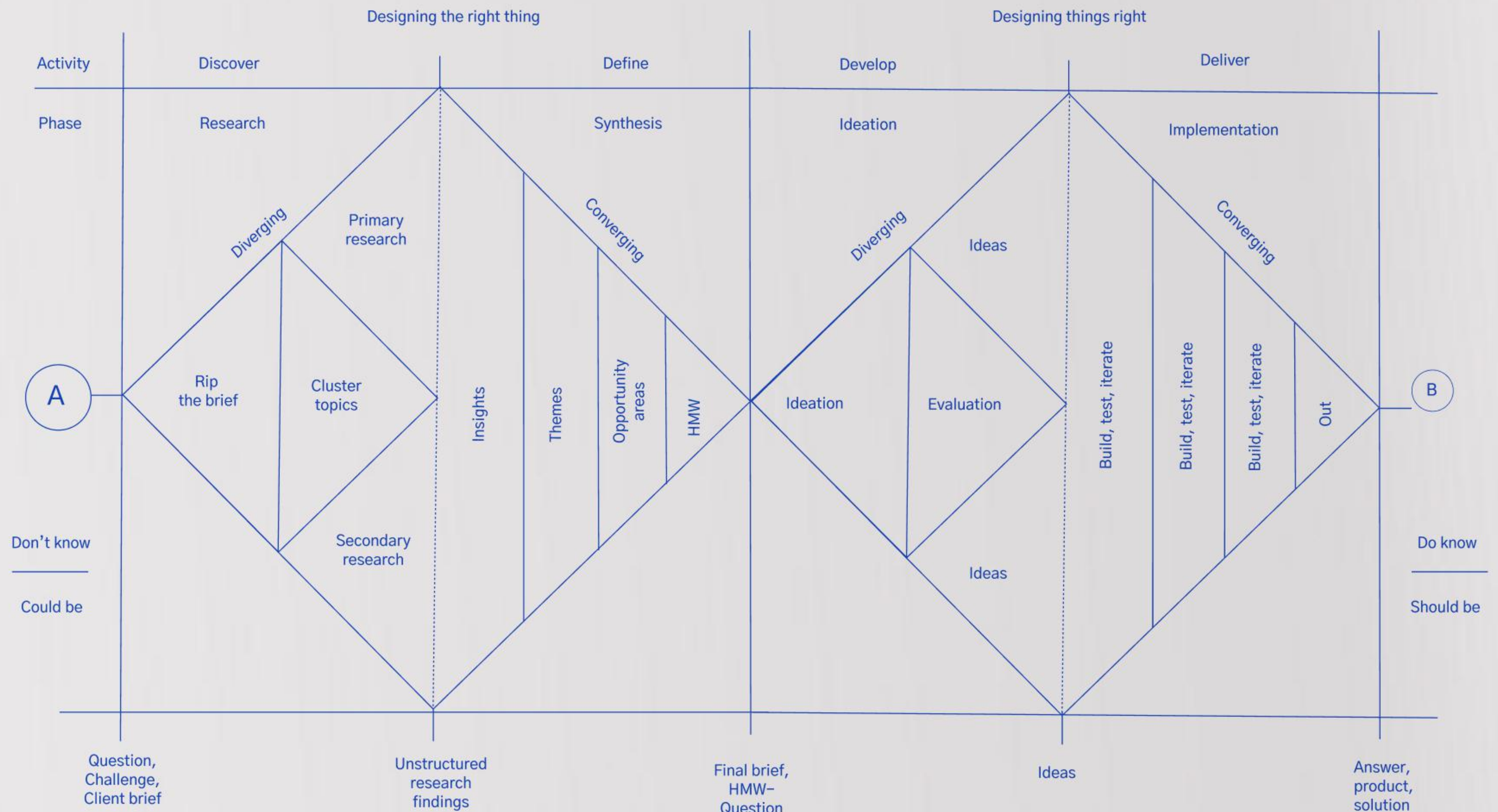
SUMMARY

TransFi offers seamless crypto on ramp & off ramping solutions. Give your users the simplest, fastest, and easiest crypto buying and selling experience. TransFi is a blockchain based Protocol which enables its users and businesses to enjoy a fair and efficient transport ecosystem.

MY ROLE

- 01 Collaborate with product and engineering teams to create an intuitive user experience for the web3 solution, ensuring that the user journey is consistent and efficient.
- 02 Analyze user behavior and usage patterns to identify areas of improvement and develop actionable insights that can be implemented in the web3 solution.
- 03 Design and develop wireframes, user interface designs, and user experience flow diagrams for the web3 solution, ensuring that the design meets the needs of both internal and external stakeholders.

DESIGN PROCESS



DESIGN SYSTEM

01

DESIGN GUIDELINES

A set of principles and best practices for designing and developing user interfaces and experiences.

02

COMPONENTS LIBRARY

A collection of reusable, customizable UI components, such as buttons, icons, forms, and headers.

03

DESIGN RESOURCES

A range of tools, templates, and assets to help designers create consistent user experiences.

04

BRAND GUIDELINES

A set of rules and guidelines to ensure the Transfi brand is represented consistently across all digital products.



COLORS

Blue is a great color choice for the Transfi because it conveys a [sense of trust, loyalty, and strength](#) — qualities that are essential for a successful finance company.

TYPOGRAPHY

DM Sans is a [modern, versatile typeface](#) that is perfect for Transfi. Its geometric forms lend well to the [company's digital-forward approach](#), while its sharp lines and elegant curves give it a sophisticated and professional look.

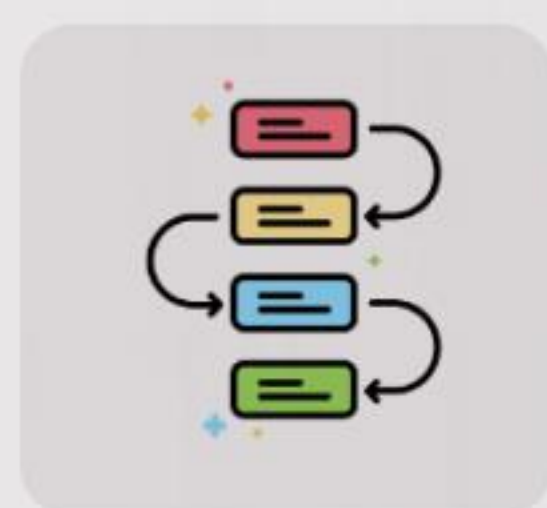
Typography / Widget Mobile

DM Sans

Header 1	Family: DM Sans Weight: Medium Size: 36px Letter Spacing: 0px	Header
Header 2	Family: DM Sans Weight: Bold Size: 24px Letter Spacing: 0px	Header
Body 1	Family: DM Sans Weight: Medium Size: 18px Letter Spacing: 0px	Body
Body 2	Family: DM Sans Weight: Medium Size: 18px Letter Spacing: 0px	Body
Body 3	Family: DM Sans Weight: Regular Size: 18px	Body

PRODUCT OVERVIEW

PROVIDING A BETTER USER EXPERIENCE.



INTUITIVE FLOW

Designed with local context in mind across user journey. Currently available in Bahasa and Vietnamese.



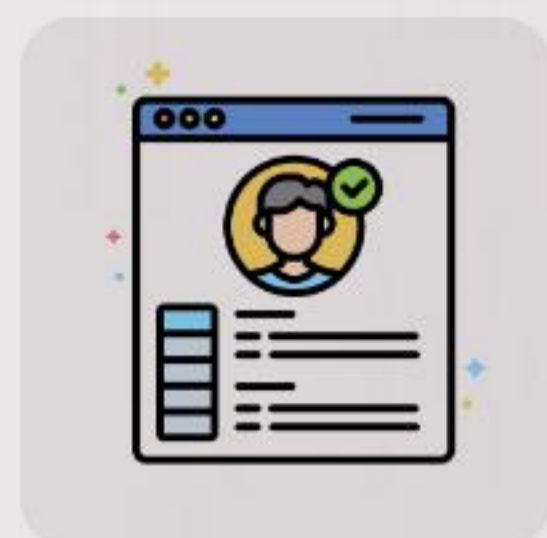
CRYPTO-NOVICE FRIENDLY

Simple steps and gentle nudges to ease user flow. Similar to ecommerce shopping experiences.



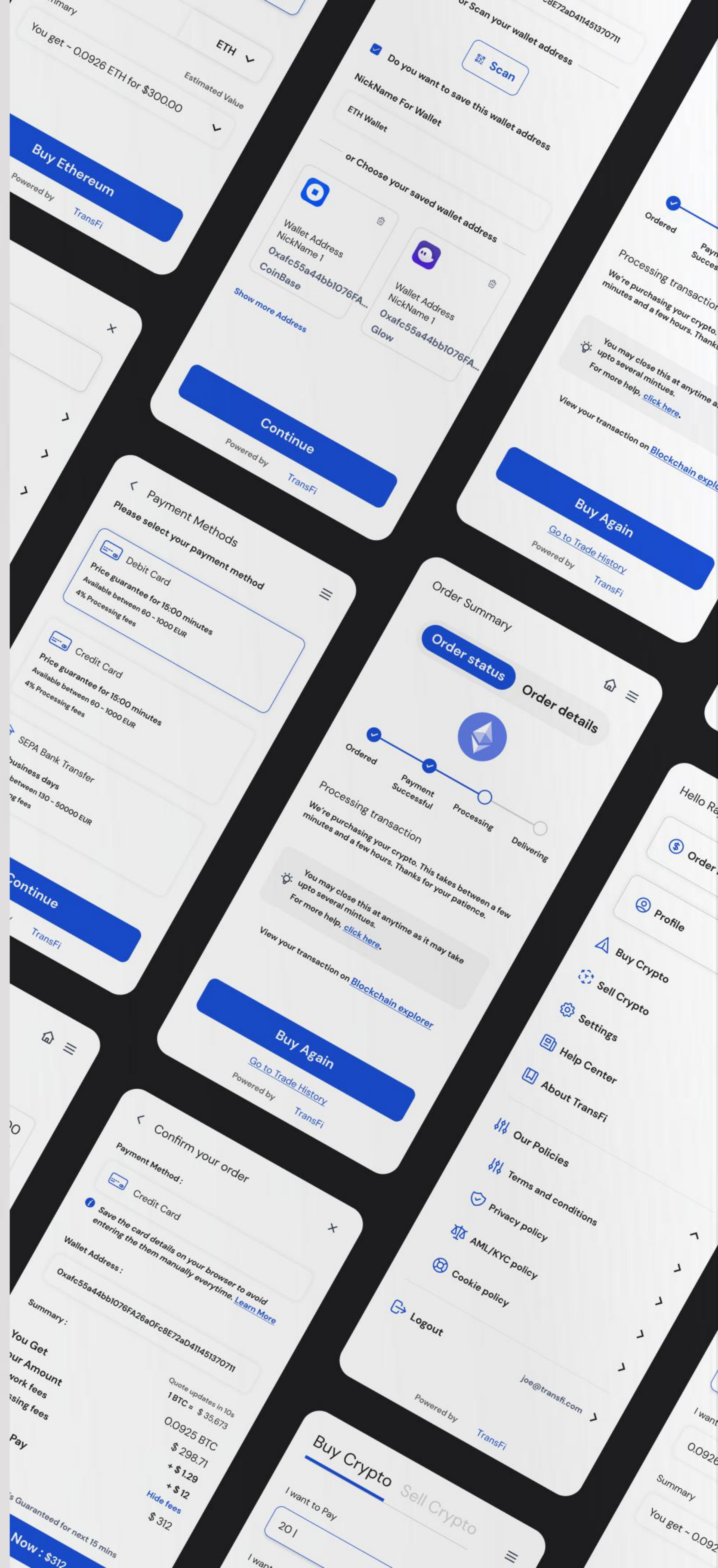
LOCALIZED LANGUAGE

Jargon-free descriptions that are comprehensible to non-crypto users with minimal data entry.



FUNCTIONAL KYC

Using local ID and driver licenses for higher KYC success rates and better experience.



GO-TO-MARKET STRATEGY BUSINESSES CAN IMPLEMENT THE TRANSFI WIDGET EASILY IN 3 STEPS.

01

STRAIGHT TO SANDBOX

Developers get instant access to the sandbox with just their email ID, and can play around with the widget easily.

02

EASY ONBOARDING

Onboarding takes place in the sandbox through automated KYB and services agreement.

03

GO LIVE

Once onboarded API keys are given to go live. The dashboard provides high-quality analytics on user metrics.

LEARNING

Working on the Transfi UI/UX design for crypto on ramp and off ramp has been a [great learning experience](#). I was able to gain a better understanding of how to design an intuitive user interface, [how to design for security](#), and how to design [user experience flows](#) that make it easy for users to move between different platforms. I also had the opportunity to explore the [complexities of designing for cryptocurrency](#), a rapidly evolving and growing industry.

You are solving a big problem. And Asia is very attractive for us

- TOP 5 DEFI PLAYER

For crypto transactions, the acceptance rates are very low unless the companies have a local presence or focus

- LEADING WALLET PLAYER

Our main challenges are in Philippines, Thailand, India, China and UAE

- LEADING HARDWARE WALLET

TESTIMONIALS FROM OUR LEADING CLIENTS

Scan QR Code to see details



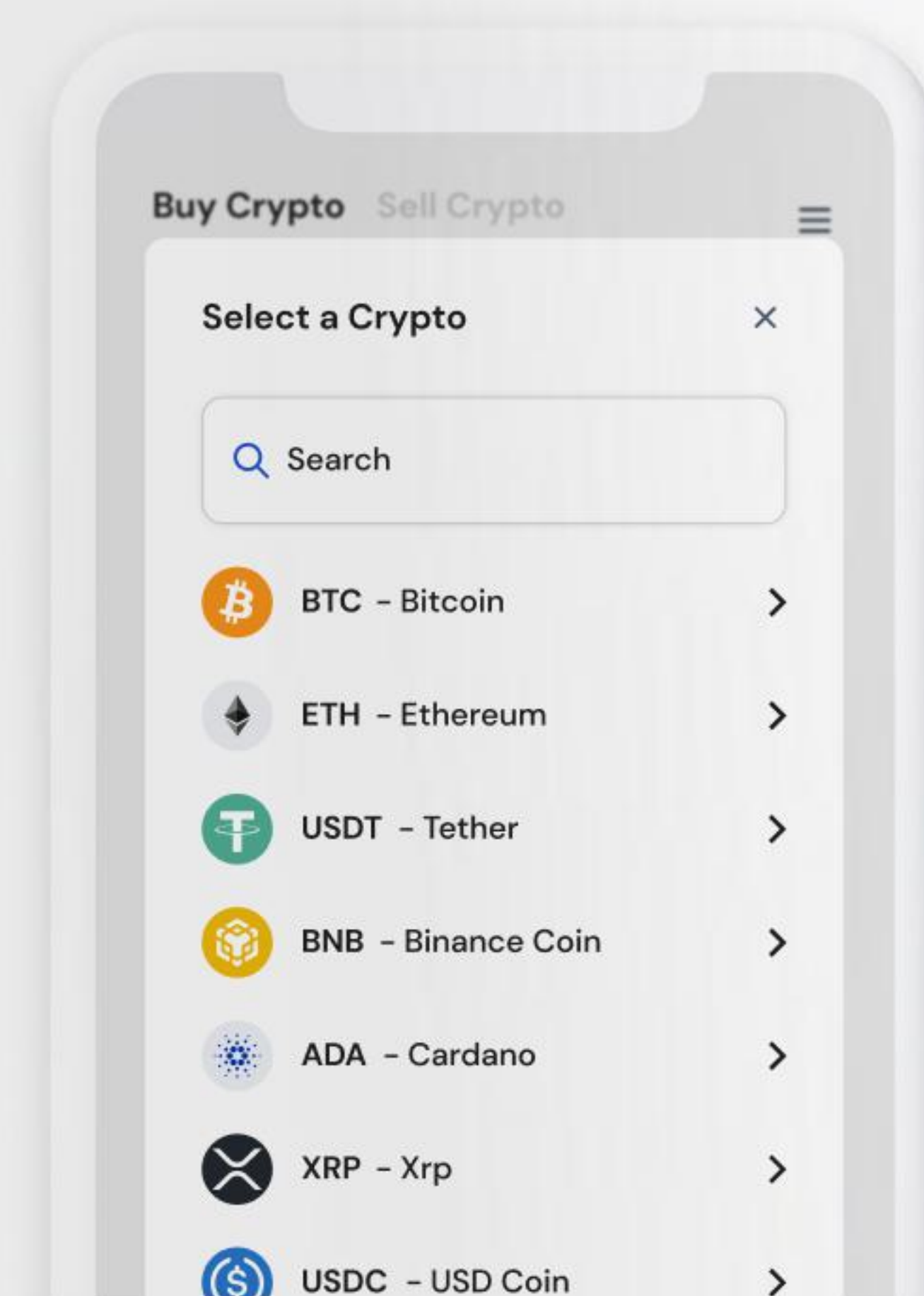
or

[Click here](#)

BUYING & SELLING CRYPTO MADE EASY

YOU CAN NOW BUY AND SELL CRYPTO IN 10 MINUTES

Buying or selling crypto is a simple process. First, choose whether you want to buy or sell, then complete the verification process. Next, you need to add your wallet address to receive the purchased crypto. Lastly, choose a payment method and the crypto will then be transferred to you.



STEPS

01

CHOOSE TO BUY OR SELL

Choosing to buy or sell crypto involves deciding whether you want to purchase or liquidate your holdings.

02

COMPLETE VERIFICATION

This verification process may involve providing personal information and creating a strong password.

03

ADD WALLET ADDRESS

This address is a unique identifier that is used to securely transfer crypto from one wallet to another.

04

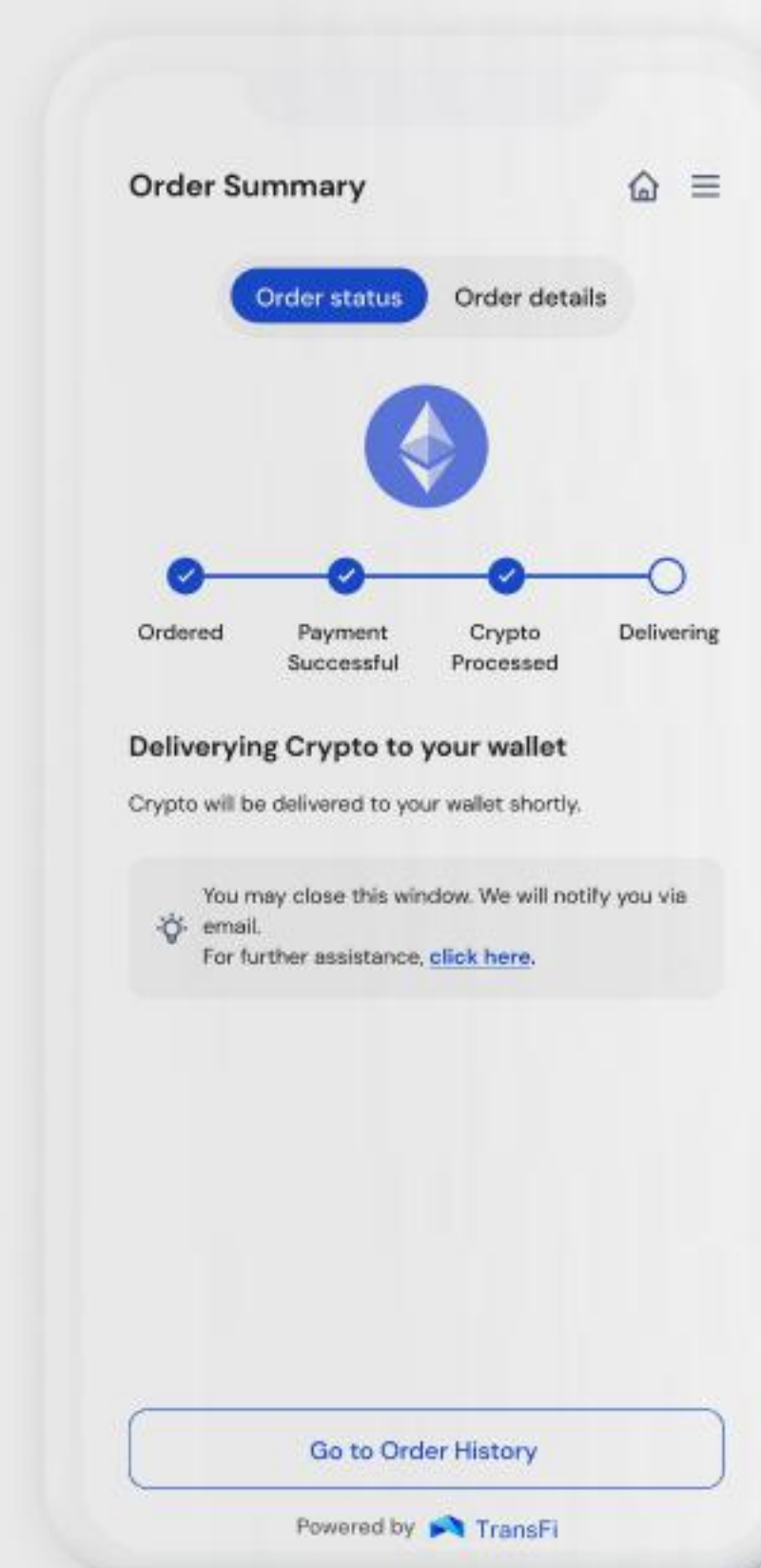
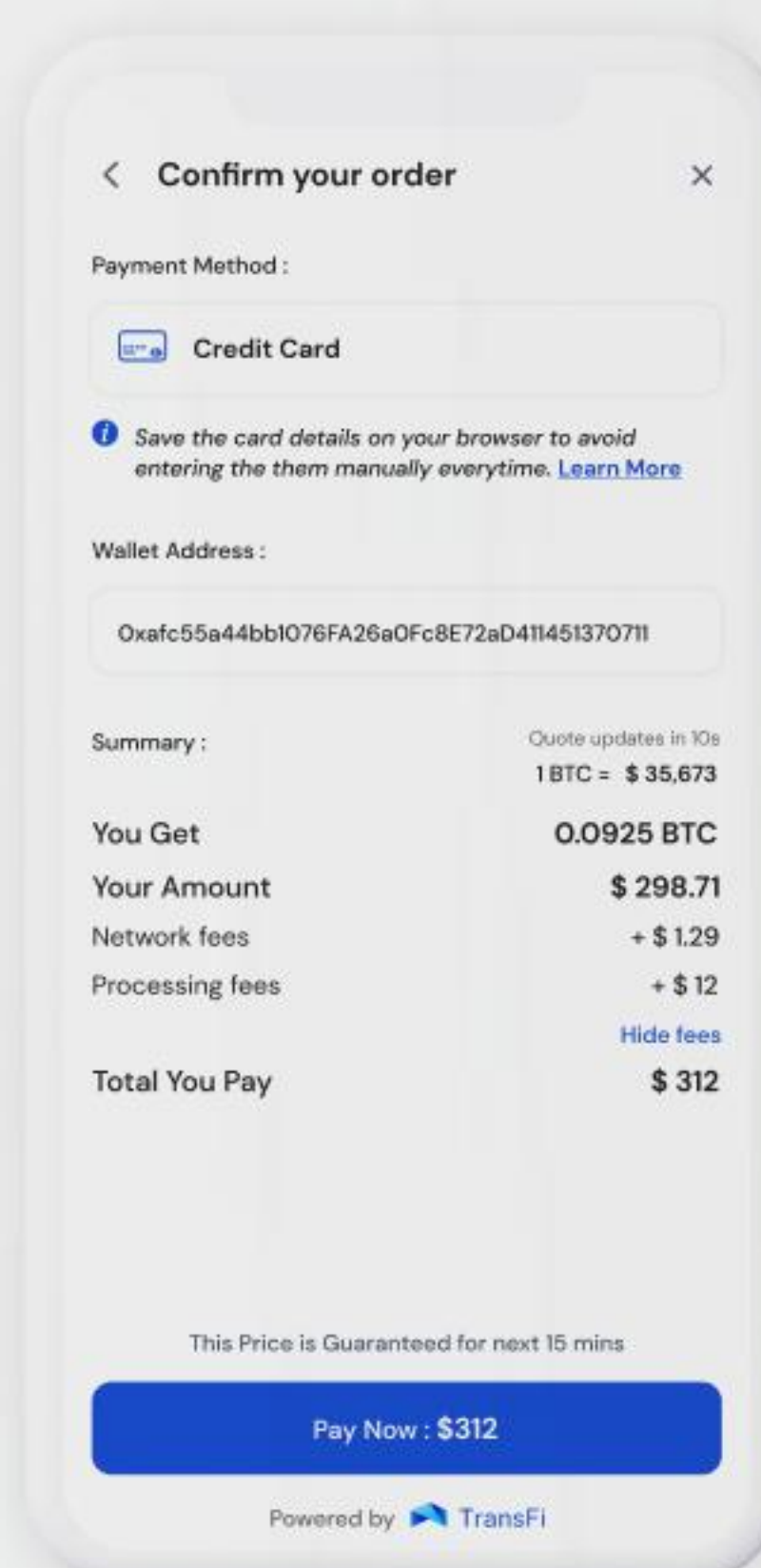
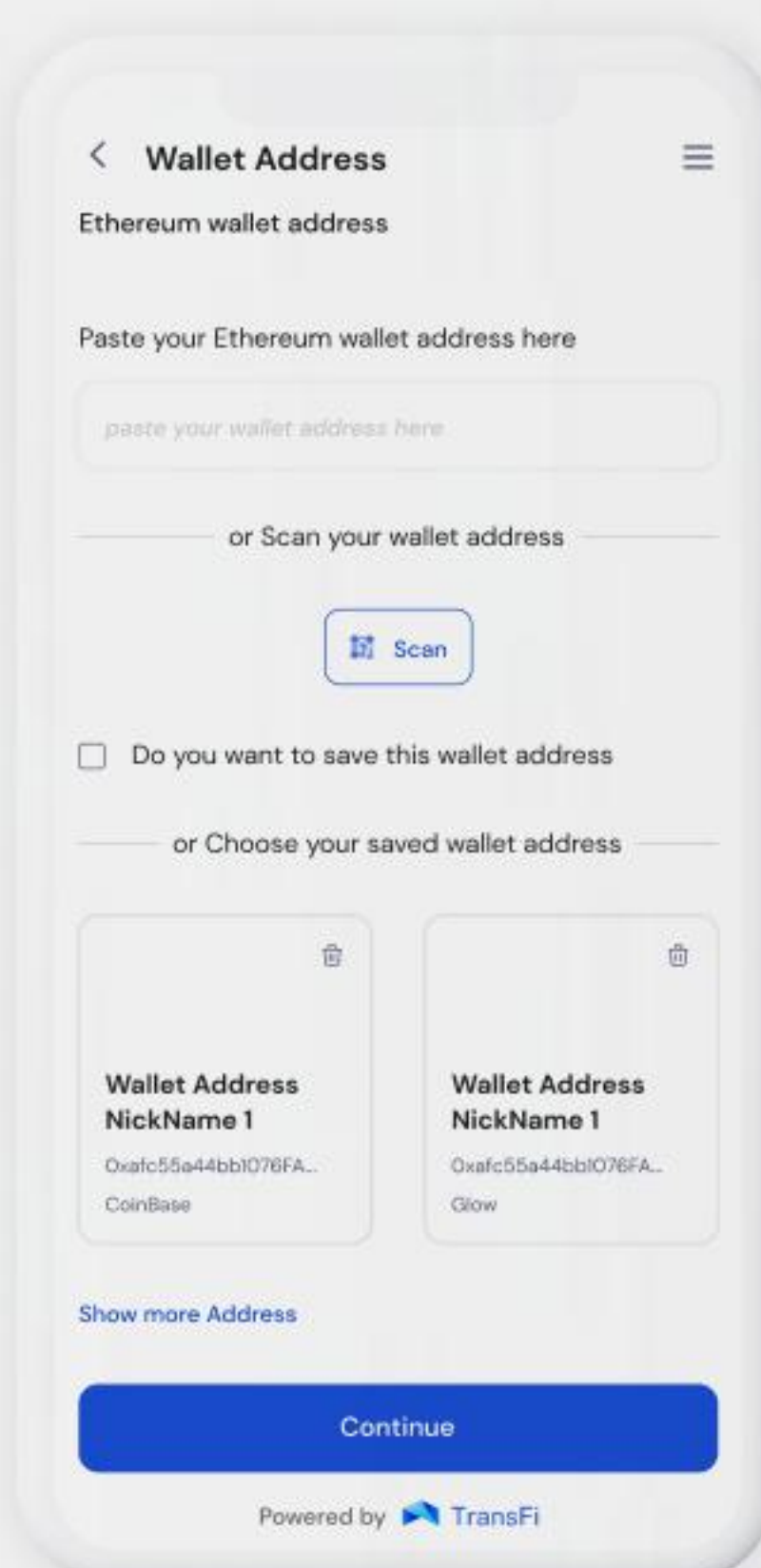
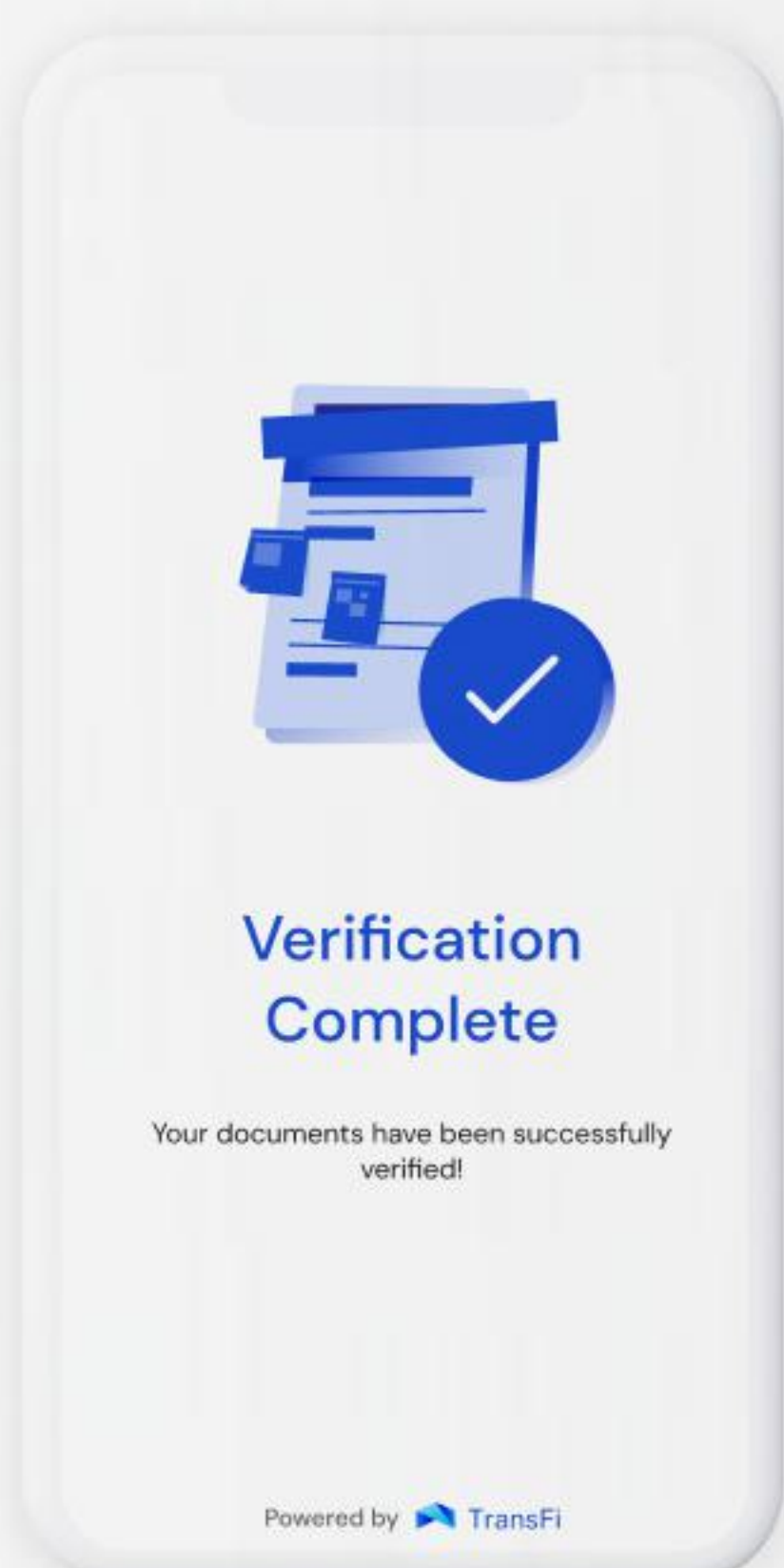
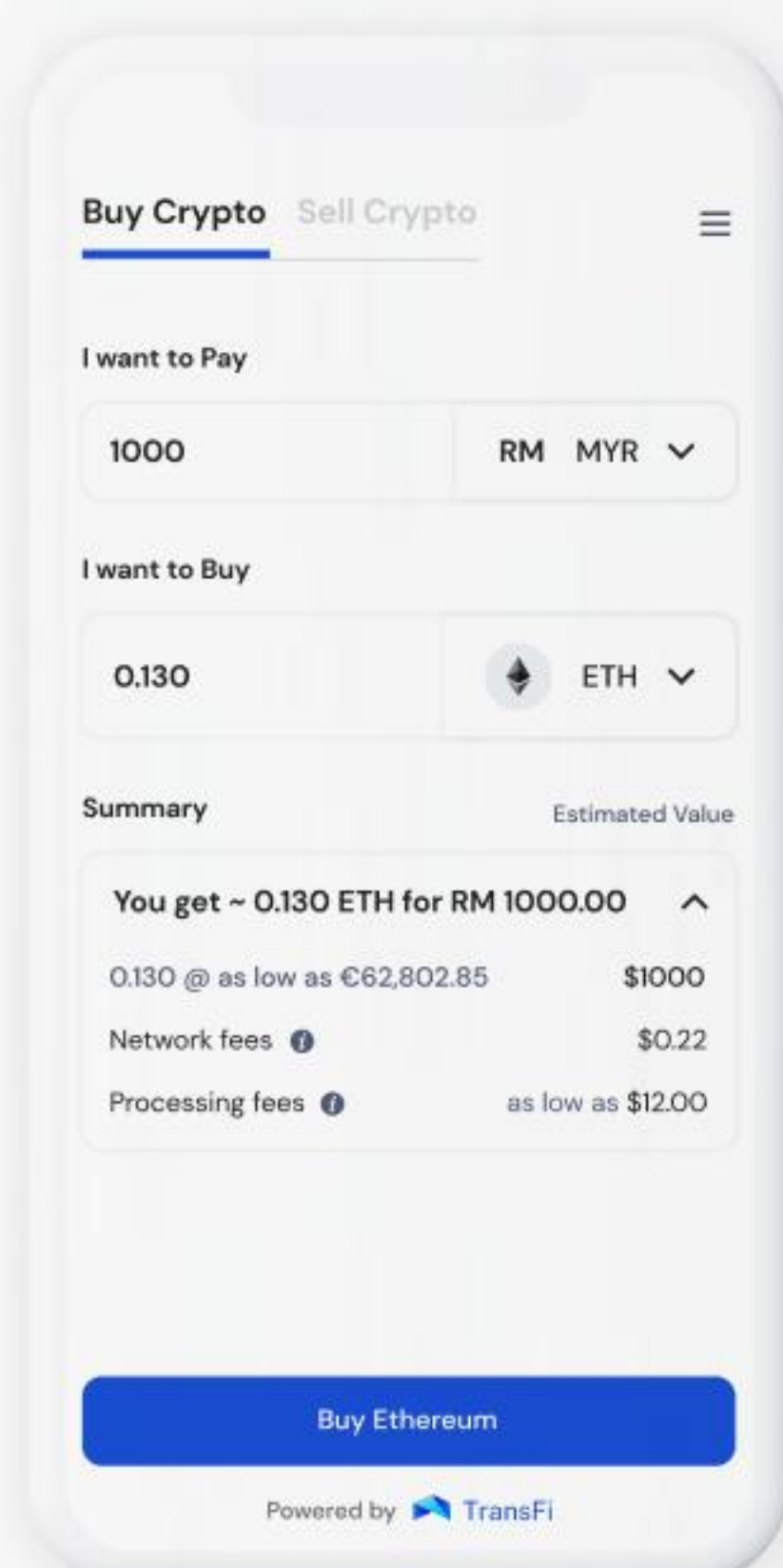
CHOOSE PAYMENT

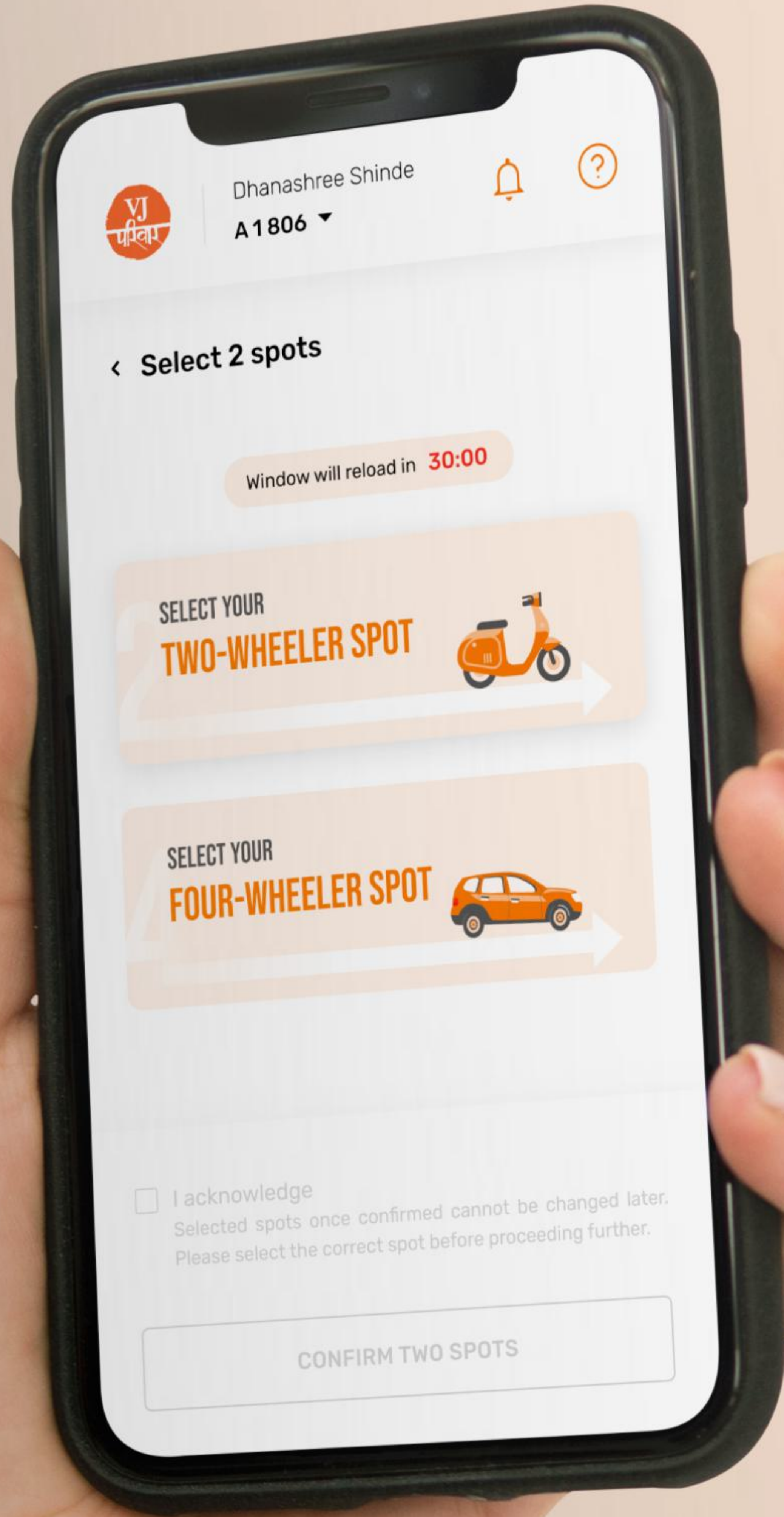
This may include using a credit or debit card, bank transfer, or other payment option.

05

RECEIVE CRYPTO

Once the payment is completed, you will then receive the crypto in your wallet.





Dhanashree Shinde
A 1806 ▾



< Select 2 spots

Window will reload in 30:00

SELECT YOUR
TWO-WHEELER SPOT



SELECT YOUR
FOUR-WHEELER SPOT



I acknowledge
Selected spots once confirmed cannot be changed later.
Please select the correct spot before proceeding further.

CONFIRM TWO SPOTS

SCOPE OF WORK

User Research, UI/UX, prototyping

ROLE

UI/UX Designer

CLIENT

Vilas Javdekar

DURATION

3 Months

VJ PARIVAAR

Designing the Vehicle Parking solutions for VJ Parivaar



2022

VJ – VEHICLE PARKING

CHALLENGES

- 01 Design a **user interface** that allows the house owner to easily select a car parking spot
- 02 Create a system that allows the **house owner to easily manage complaints** and rental space requests.
- 03 Develop a visual representation of the **layout of the society** that is easy to understand and navigate.

USER RESEARCH

	 <p>Mr. Ashish Patil Male, 36 years old, working with BCG Owner of flat B-block, Apartment #207 in Platinum City society in Bangalore</p>	 <p>Mr. Prakash Sharma Male, 27 years old, works in IT Tenant of flat A-block, Apartment #1103 in Essel Tower society in Gurugram</p>
Quote	<i>"I faced difficulty while choosing my parking spot."</i>	<i>"I would want an option to choose their parking spot other than the owner's."</i>
Primary Goal	To book a parking spot for their vehicle in the society	To choose a different parking slot other than the available owner's parking.
Secondary Goal	<ul style="list-style-type: none"> To complain for incorrect car parking Rent his parking space for extra income Apply for multiple parking (if applicable) 	<ul style="list-style-type: none"> To complain for incorrect car parking Apply for multiple parking (if applicable)
Current Case How do they achieve their goal today?	<ul style="list-style-type: none"> Offline process is more common where users have to visit the society office to book for a parking spot. No way to complain for incorrect parking Rent his parking space to friends or other residents for extra income Request for second parking is generally allotted the open-space parking (User doubts that society committee members reserve some parking spots for themselves or their guests) 	<ul style="list-style-type: none"> Owner provides contact of other society owners who have a free parking spot (not in use) and the user has to connect with them and choose from the available options No way to complain for incorrect parking Request for second parking is generally allotted the open-space parking (User doubts that society committee members reserve some parking spots for themselves or their guests)
Frequency	<ul style="list-style-type: none"> Once - Booking parking spot Recursive - Complain 	<ul style="list-style-type: none"> Recursive - Book a different parking spot Recursive - Complain

COMPETITIVE ANALYSIS

Application Name	MyGate	NoBrokerhood	Swipe On	Veris	Vizitor	Greetly
Locality	Residential Society	Residential Society	Workspace	Workspace	Hotels & Organizations	Residential Society
Visitor Management System	Yes	Yes	Yes	Yes	Yes	Yes
Book Parking Spot	No	No	No	No	No	No
Multiple Parking Spot	No	No	No	No	No	No
Domestic Staff Management	Yes	Yes	No	No	Yes	Yes
Maintenance and Utility Bill Payments	No	Yes	No	No	No	No
Communication management	Yes	Yes	Yes	Yes	Yes	Yes
Evacuation Management	No	No	Yes	No	No	No
Complaint Management / Feedback	Yes	Yes	No	Yes	No	No
Digital In & Out Board	No	No	Yes	No	No	No
Multi-lingual Support	No	No	No	Yes	No	No
Digital agreements	No	No	Yes	No	No	No



VILAS JAVDEKAR

Vilas Javdekar is a **leading real estate developer** in India, providing quality homes and world-class amenities at affordable prices. They prioritize **customer satisfaction** and have a strong commitment to sustainable development.

- Construction Updates
- Legal & Pay
- Services
- VJ Connect

Domain



VJ – First Vehicle Parking

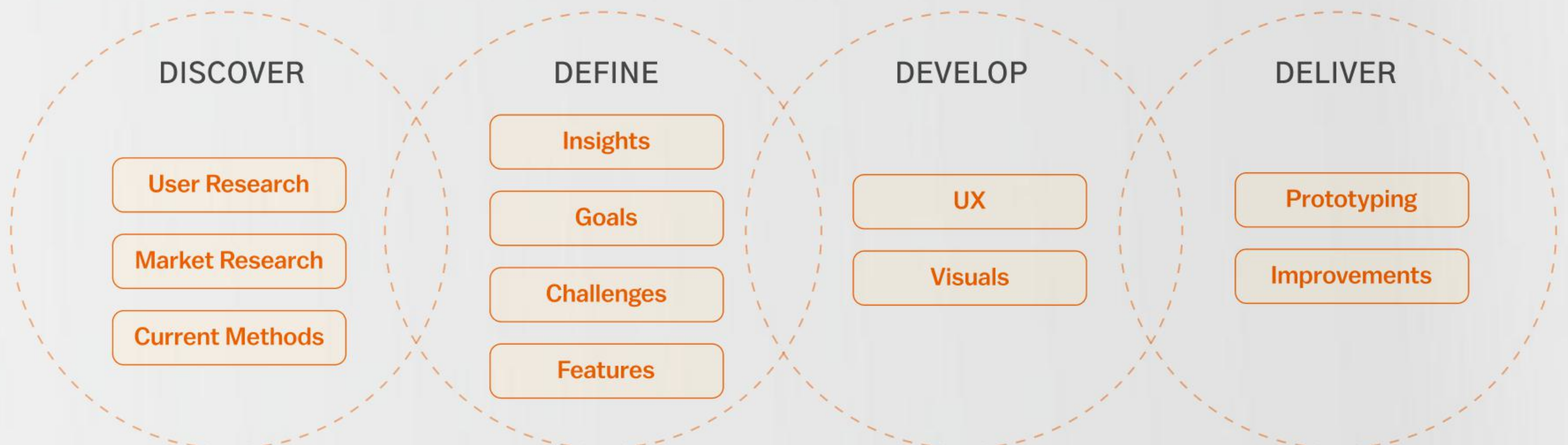
VJ Vehicle Parking is a elegant solution to help VJ users to Book their Parking Slots and avail services around the Vehicle and society regulations.



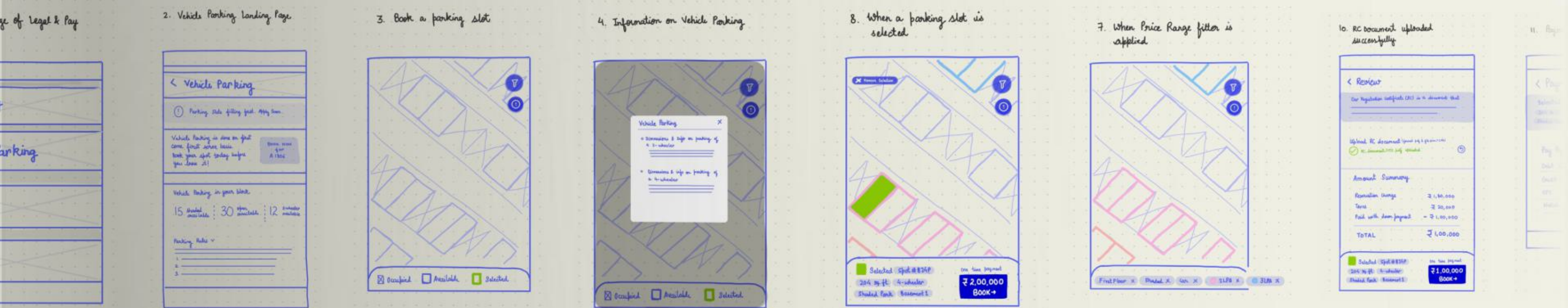
PROBLEM STATEMENT

How can VJ provide a **seamless parking experience** for their residents?

DESIGN PROCESS



WIREFRAMES



HIGH FIDELITY



INSIGHTS

- An interactive society's layout can be used to help users book their parking spot.

- Stickers can be removed and RFIDs or FastTag can be leveraged for easy entry and exit in the society.

- Provide car parking norms of the society and any updates in fare or slots should be commnicated.

- People are interested in renting their parking space when its not in use.

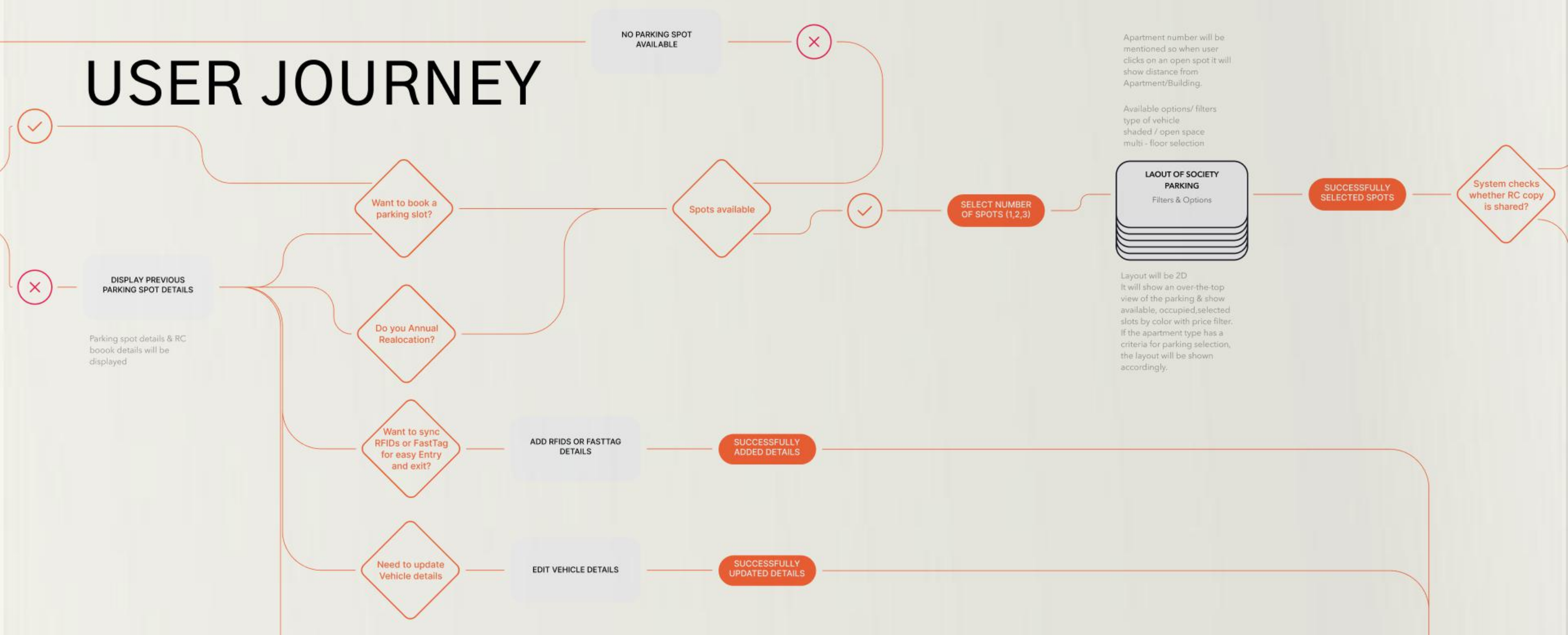
- Tenants would want an option to choose their parking spot other than the owner's.

- Car document verification is required and an option to get the car owners details is desired.

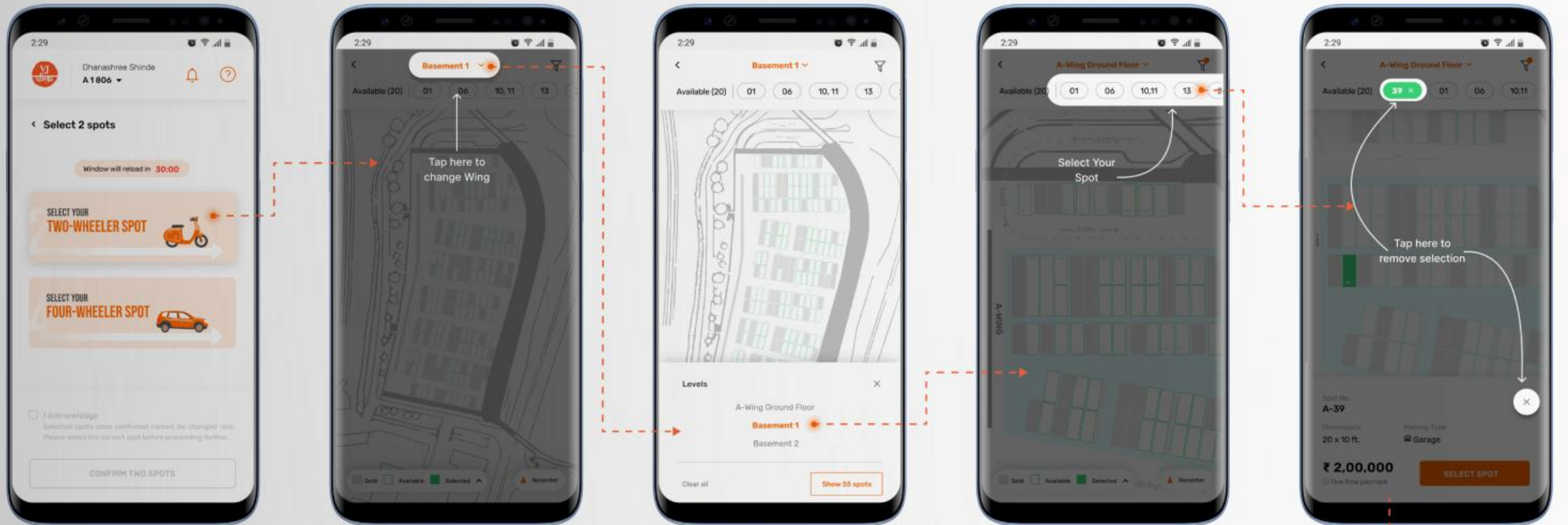
GOALS



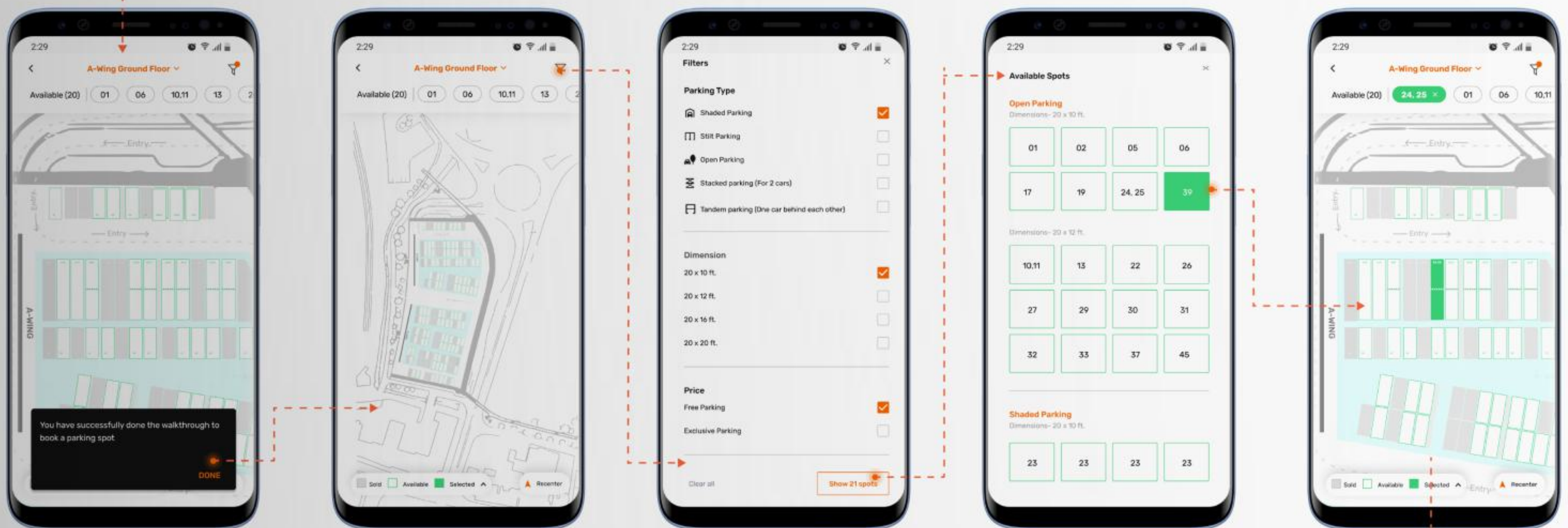
USER JOURNEY



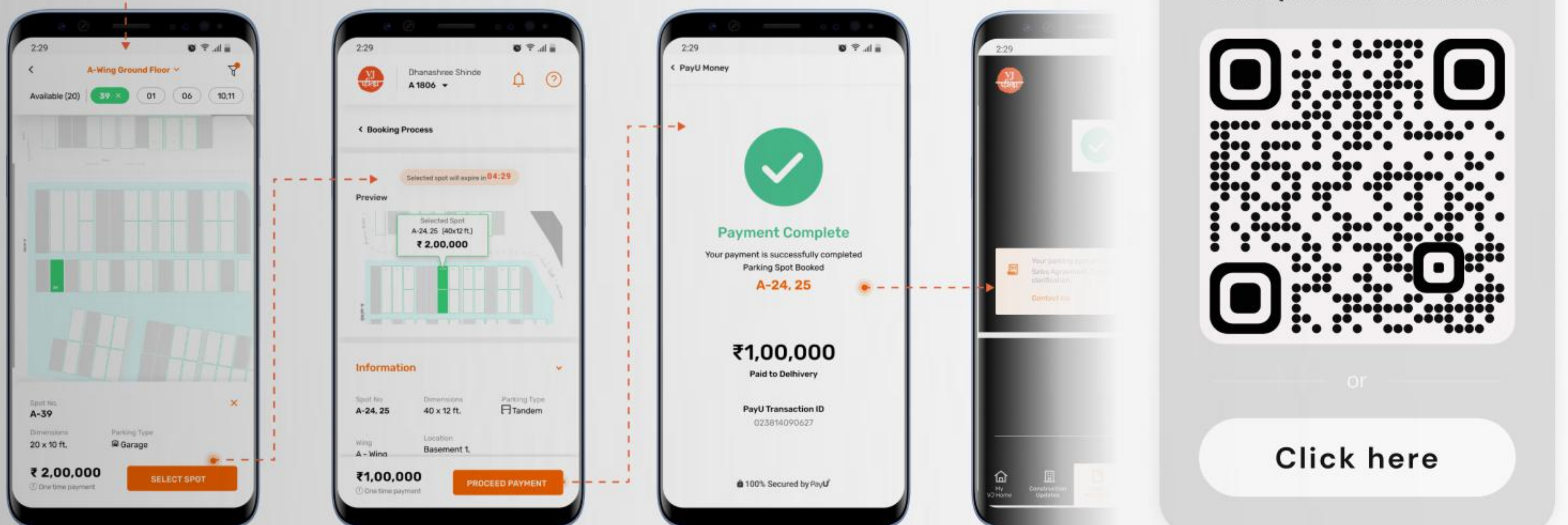
ONBOARDING



CHOOSING A SPOT



PAYMENT



FEATURES

Employee sign in

Multiple Parking Spot

Domestic Staff Management

Maintenance and Utility Bill Payments

Communication management

Evacuation Management

Complaint Management / Feedback

Digital In & Out Board

Multi-lingual Support

Digital agreements

ID badge printing/ Digital

Customization of Features

SETTING VISUAL STYLE

#F66300

#FFA25F

#E6F6FF

#FFFFFF

#000000

#009DF6

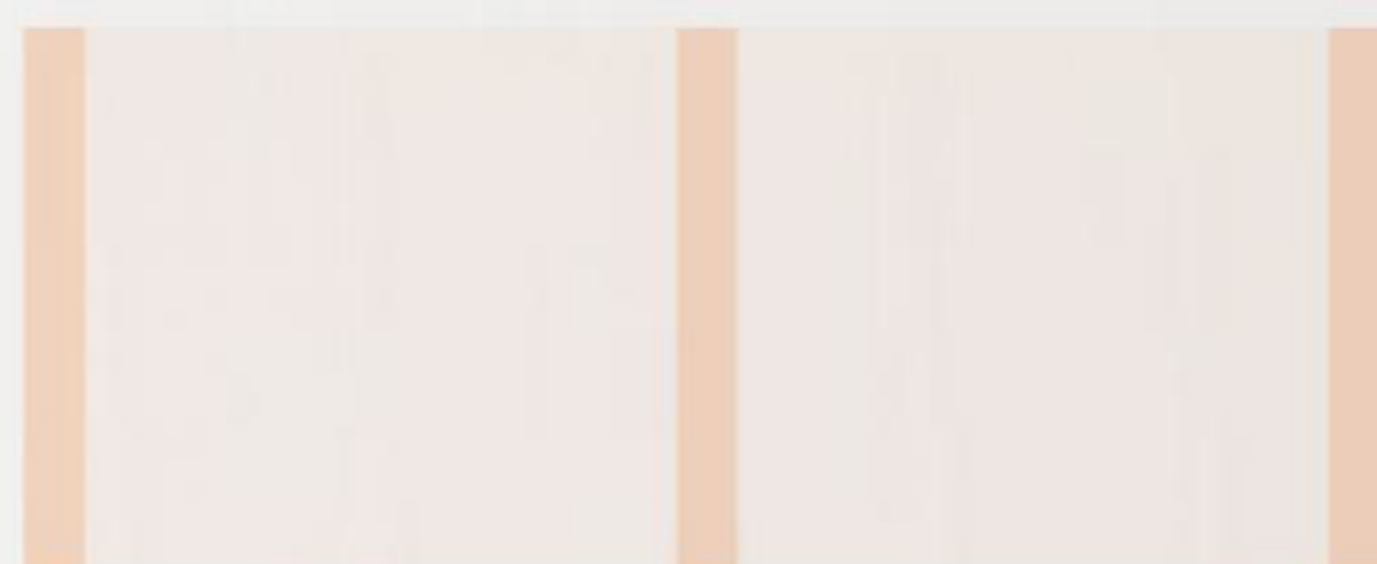
#3BD378

#FFFDEC

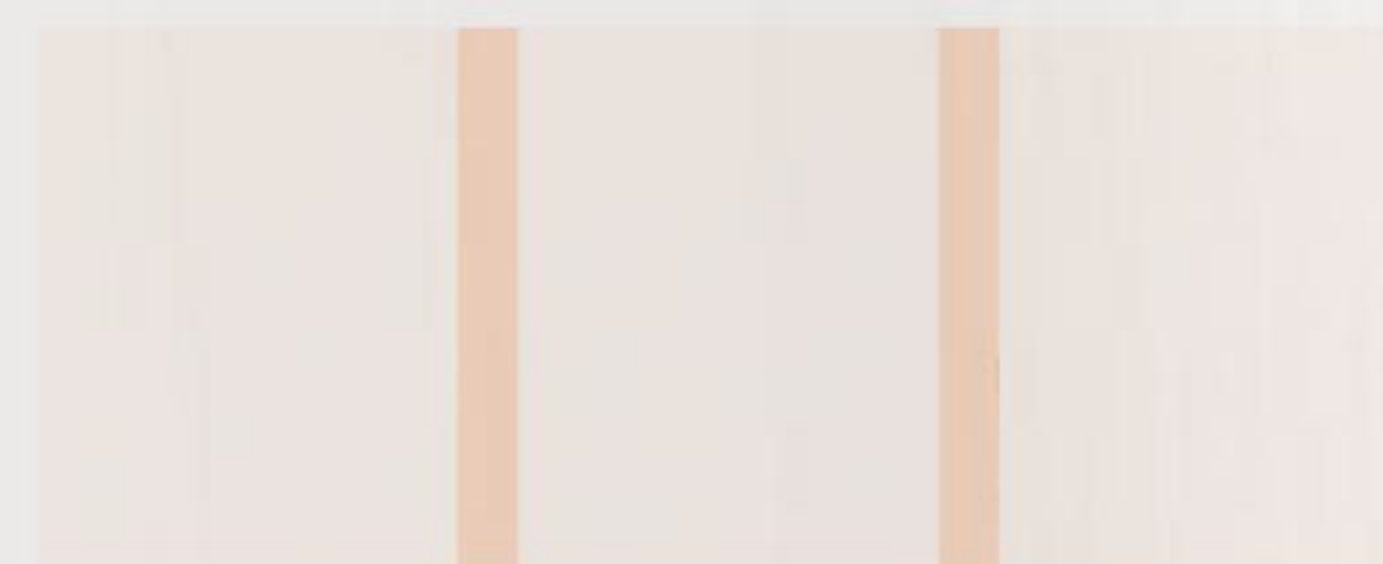
Rubik Bold • BEBUS NEUE



1 Text single-column



2 Text double-column



3 Movie Grid with no margins



Clockwise 90°



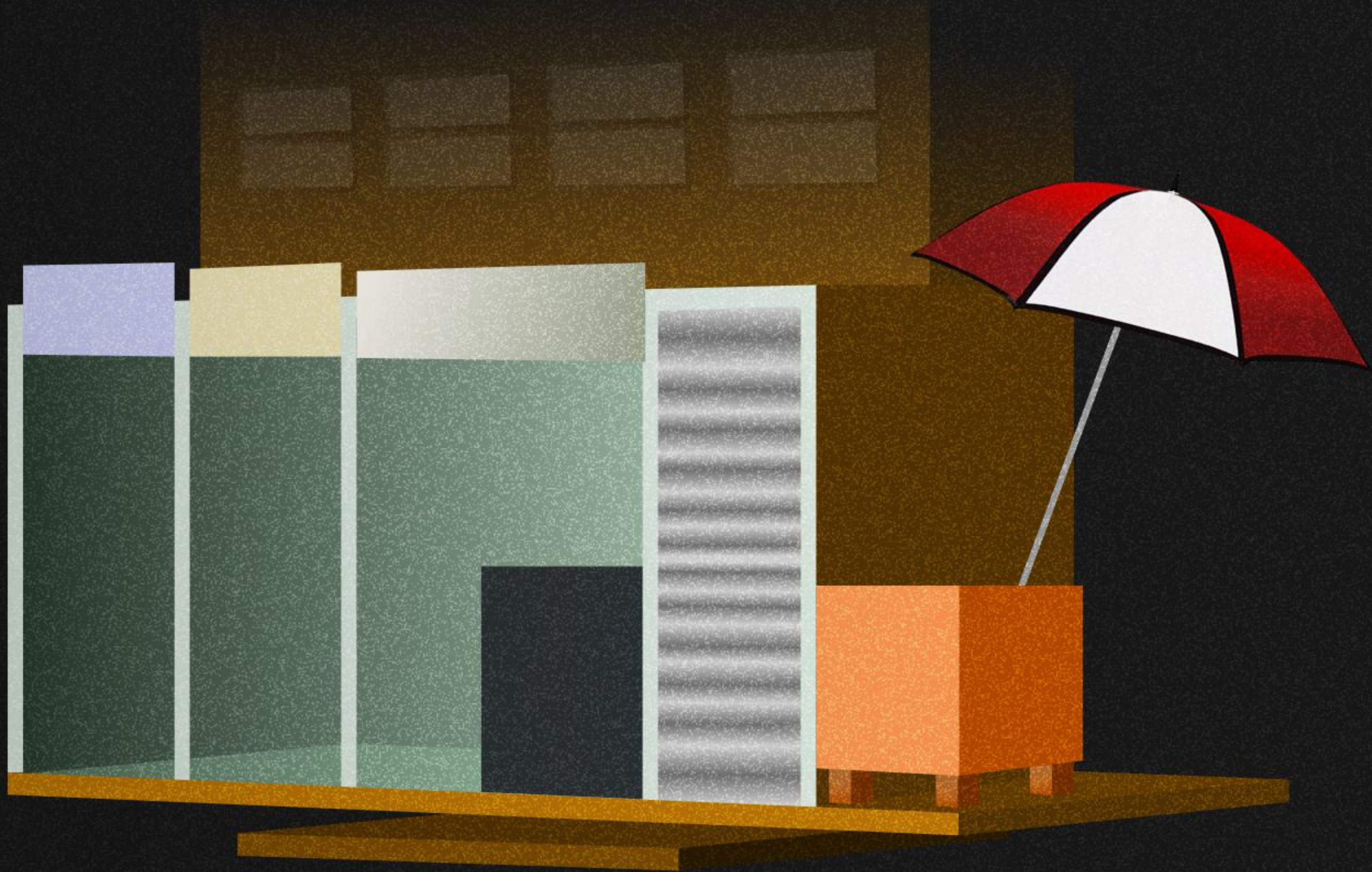
Clockwise 90°



Anticlockwise 135°



Clockwise 45°



SCOPE OF WORK

Design, Production, Engineering

ROLE

Engineer & Art Director

CLIENT

Firodia Karandak

DURATION

3 Months

FIRODIA KARANDAK (DRAMA CONTEST)

Creating a mechanism for the Theatre stage to move from 15 feet to 8 feet to 16 feet for scene changes in a Play.

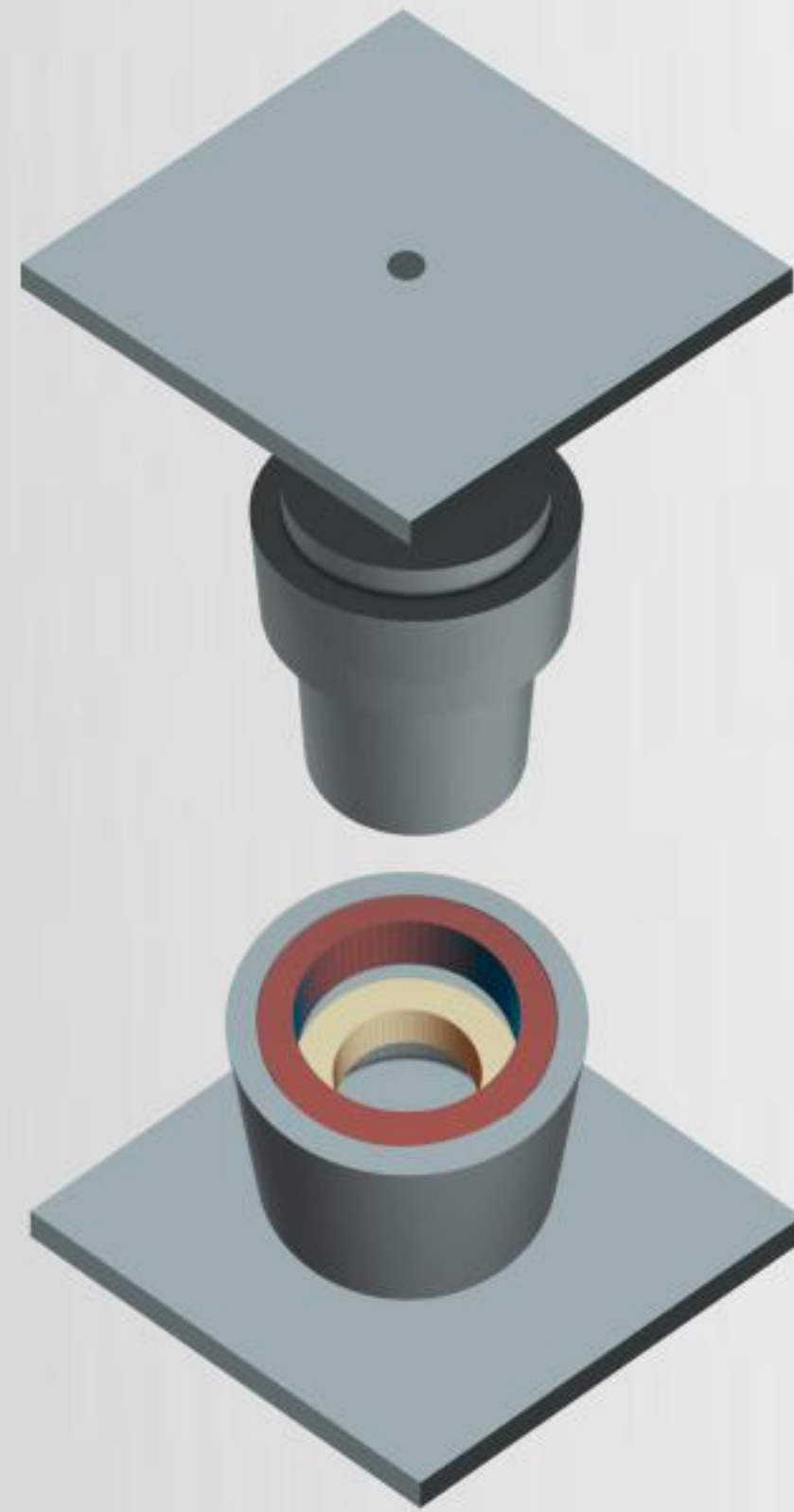
2022

DESIGNING REVOLVING STAGE

CHALLENGES

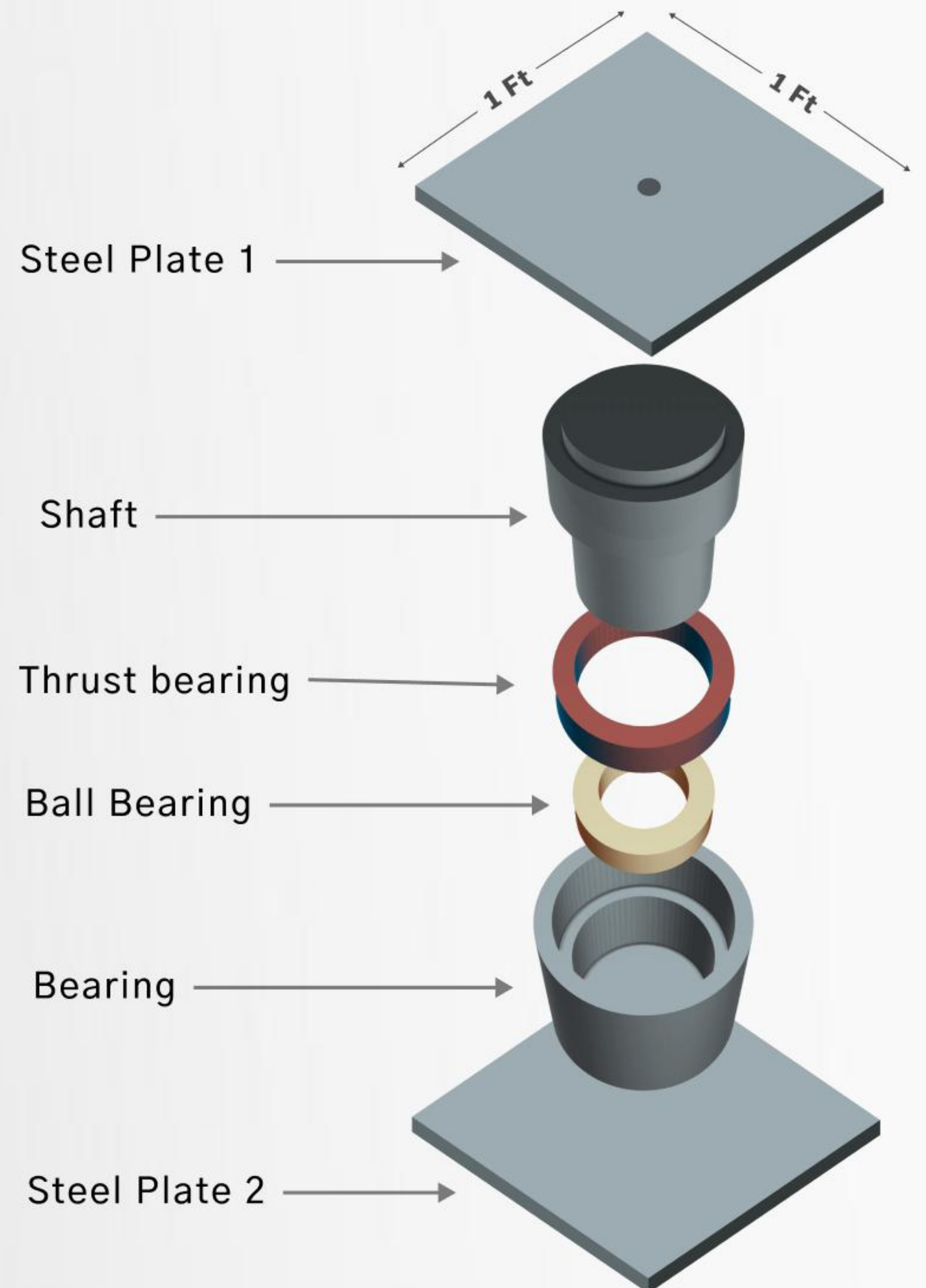
- 01 Designing an Axle**
To design an Axle that supports and rotates the 15ft by 8ft stage base with almost 250+ kgs baring.
- 02 Managing a Team of 65+ People**
The second challenge was to lead and manage a team of 65+ people within a 3-month timeline to plan and complete the axle.
- 03 Testing and Quality Assurance**
The third challenge was to ensure that the axle met all quality standards and was safe to use.

AXILE (THEATRICAL DEVICE)

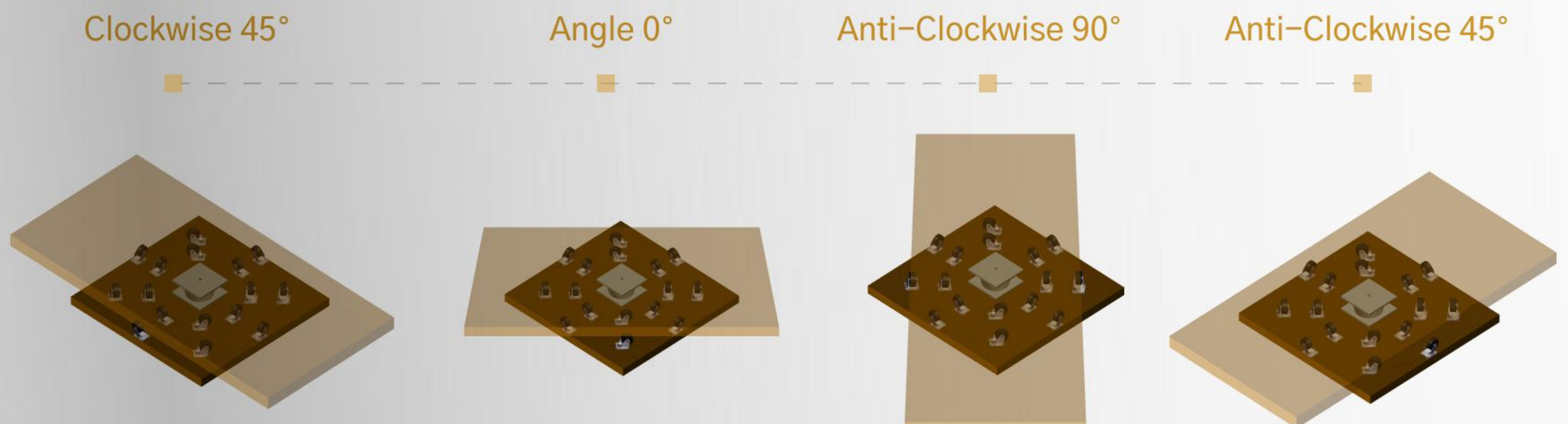


Axile is a device used in theatrical play production to support and move various props and set pieces.

It consists of a rod or spindle that is either fixed or rotating, passing through the centre of a wheel or group of wheels. The axle is designed to enable props and set pieces to be lifted, rotated and moved in any direction on stage. It is often used to swiftly and safely move large props and scenery pieces in a controlled manner during a performance.



POSITIONS OF REVOLVING STAGE

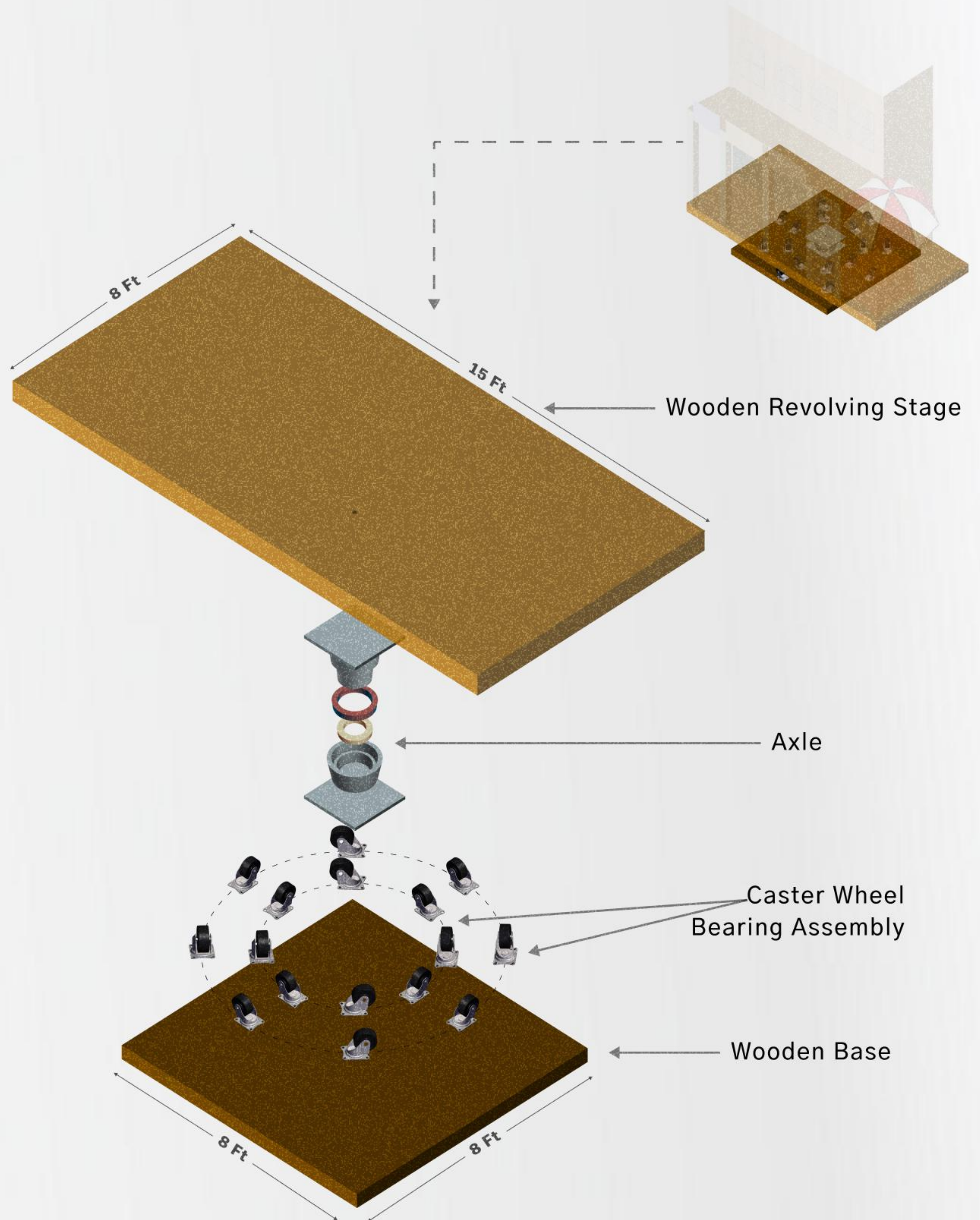


EXPANSION OF REVOLVING STAGE

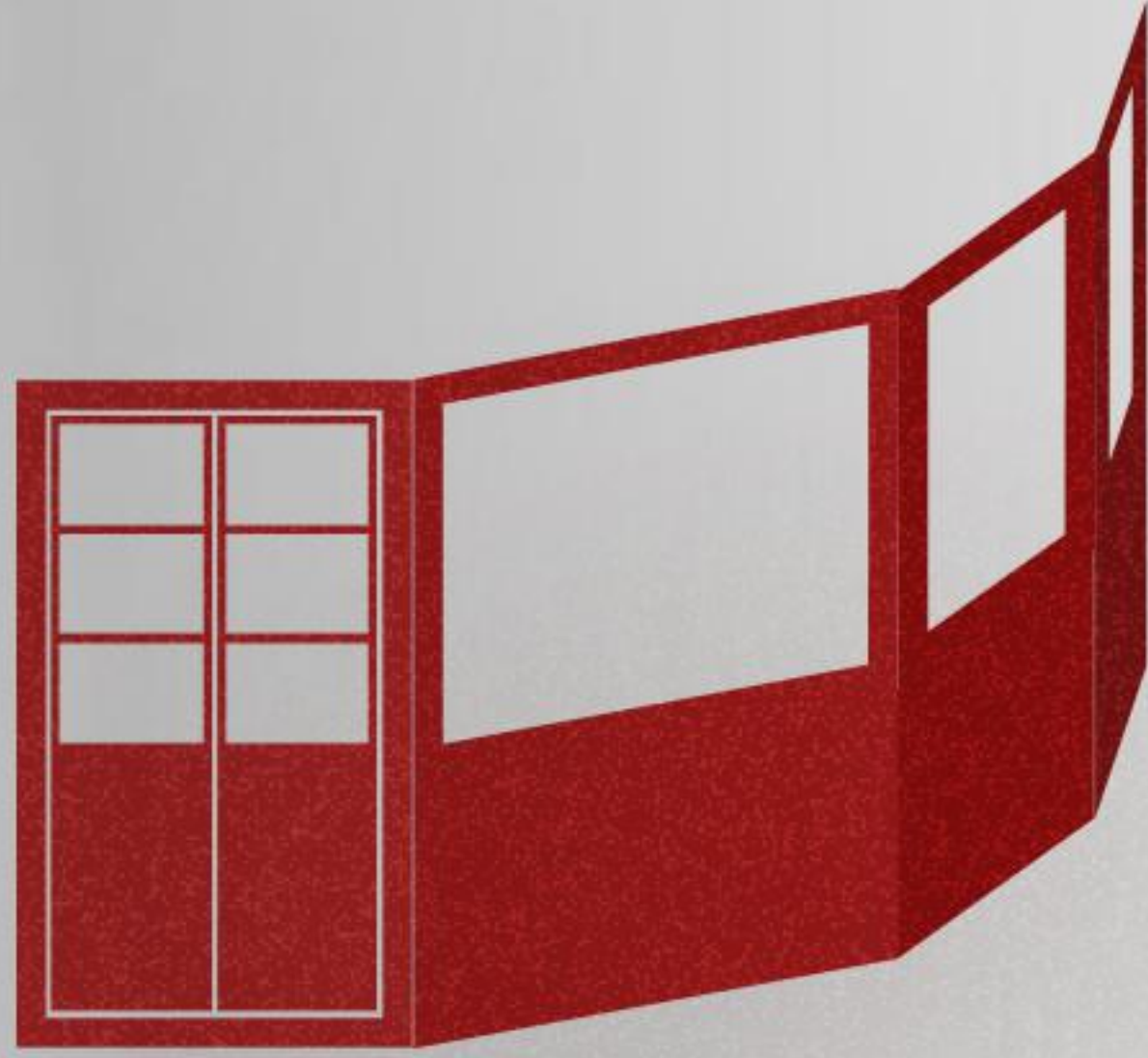
For present purposes, a revolve is a **circular disk, capable of supporting the same loads** as the stage floor, lying in a horizontal plane and turning around a fixed center. You can conceive of a unit that violates any point of this definition; the victim's wheel in a knife-throwing act is not horizontal, a **lightweight set piece can be revealed with a pie stand** or a table mounted on a dowel rod, and so forth. I won't take up any of those cases.

The disk has to be fairly stiff, because we don't

The disk has to be fairly stiff, because we don't want set elements built on it to flex when the unit moves. We don't look for perfect rigidity; maybe we could build a **15- or 8-foot rectangle** with no give in it, but even a sound floor sags a little when loaded, so there's no point incurring the vast expense of a perfect revolve to stand on an imperfect deck.

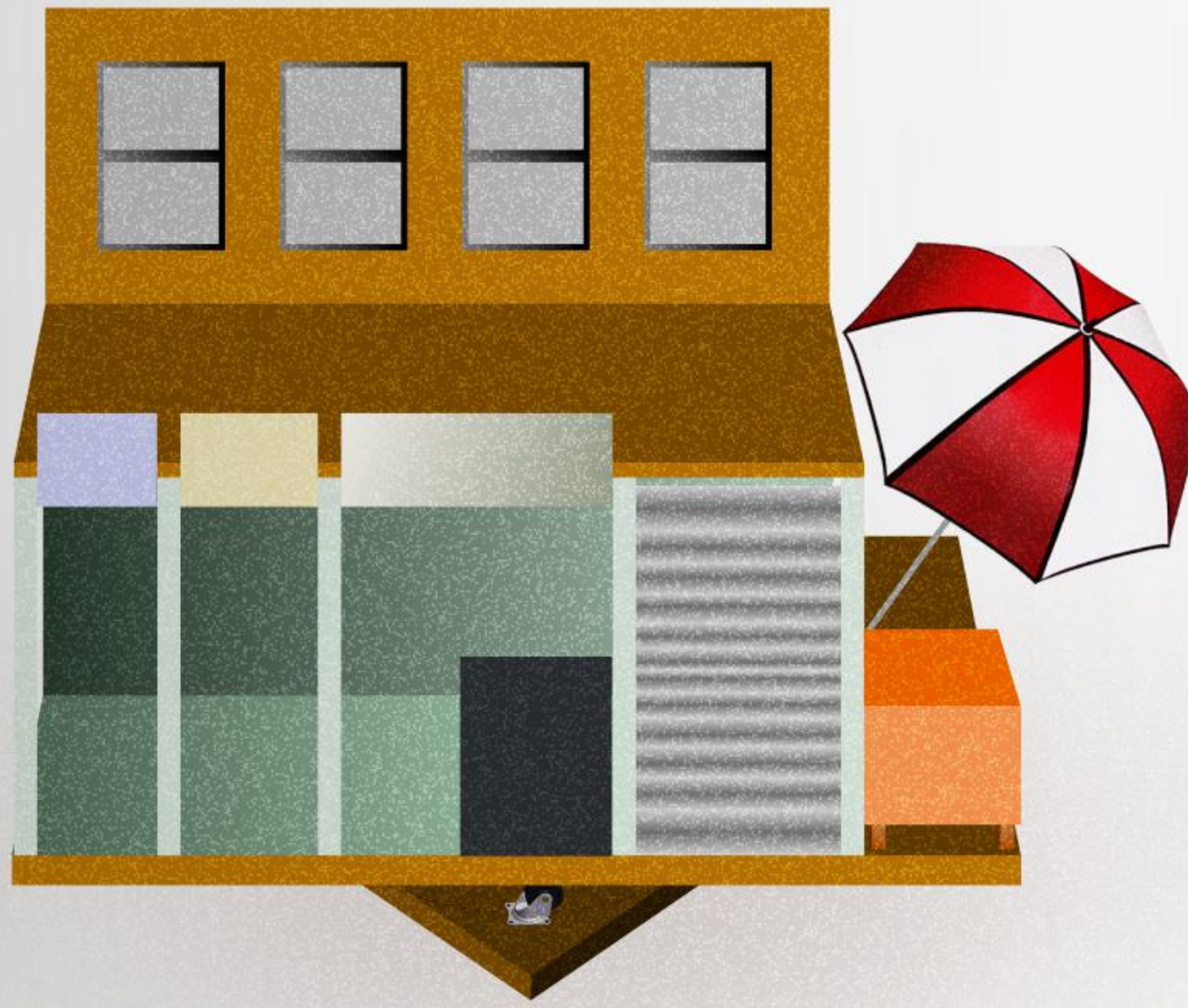


FINAL STAGE DESIGN



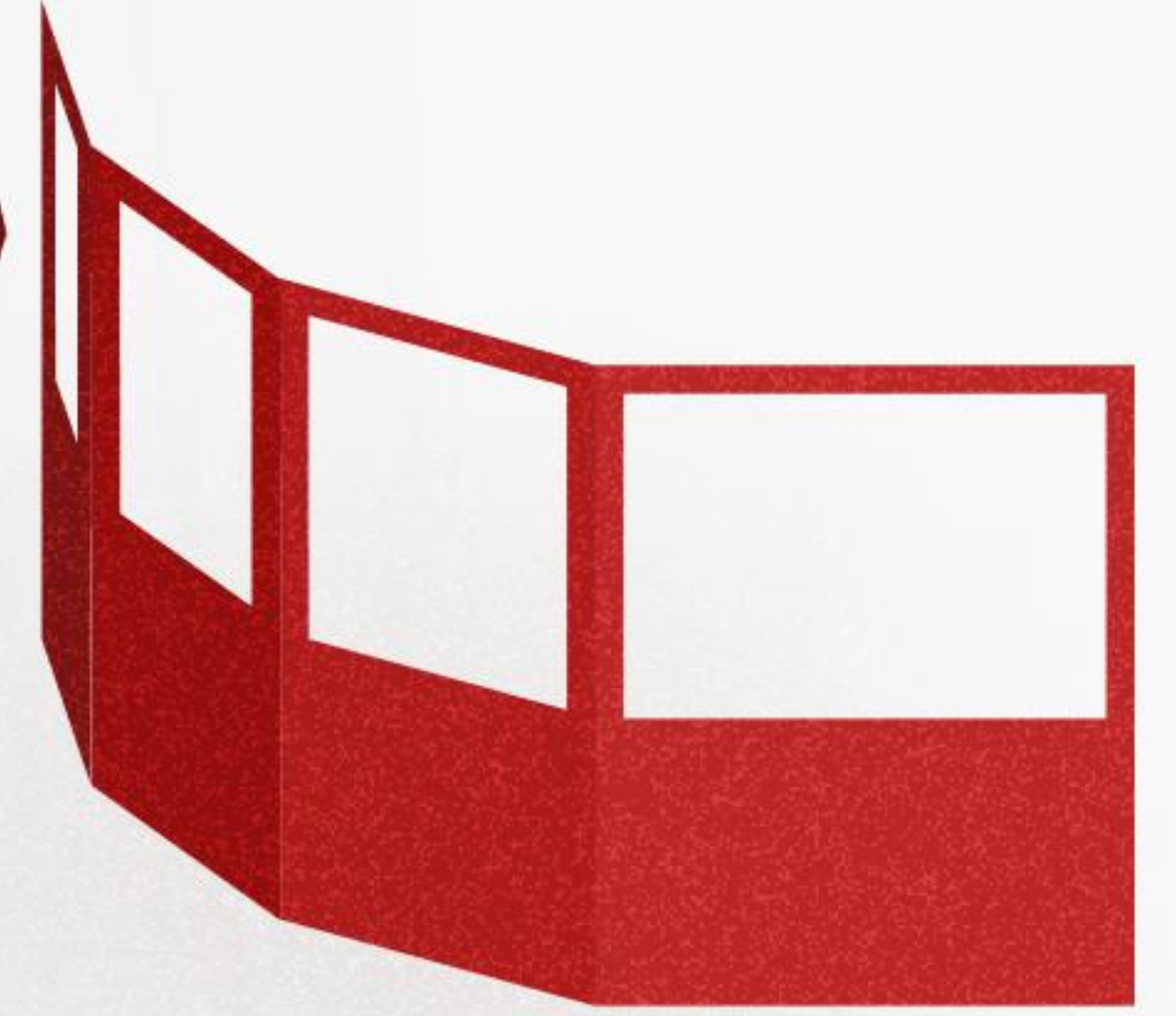
Cafe 1

Cafe 1 is an indoor high end cafe to give a feel of luxury and casual meetups. It was specifically used in Key Script play (2nd and 5th Scene) as the protagonist develop their story.



Revolving Stage

Revolving Stage was the centre piece of the act, as it performed as multiple stages inside one frame itself. The Building View, Corner Street View & Garden view were showcased using this stage dynamic.



Cafe 2

Cafe 2 was set as an foreground for Musicians to help give the inclusivity in the act.

IN - ACTION



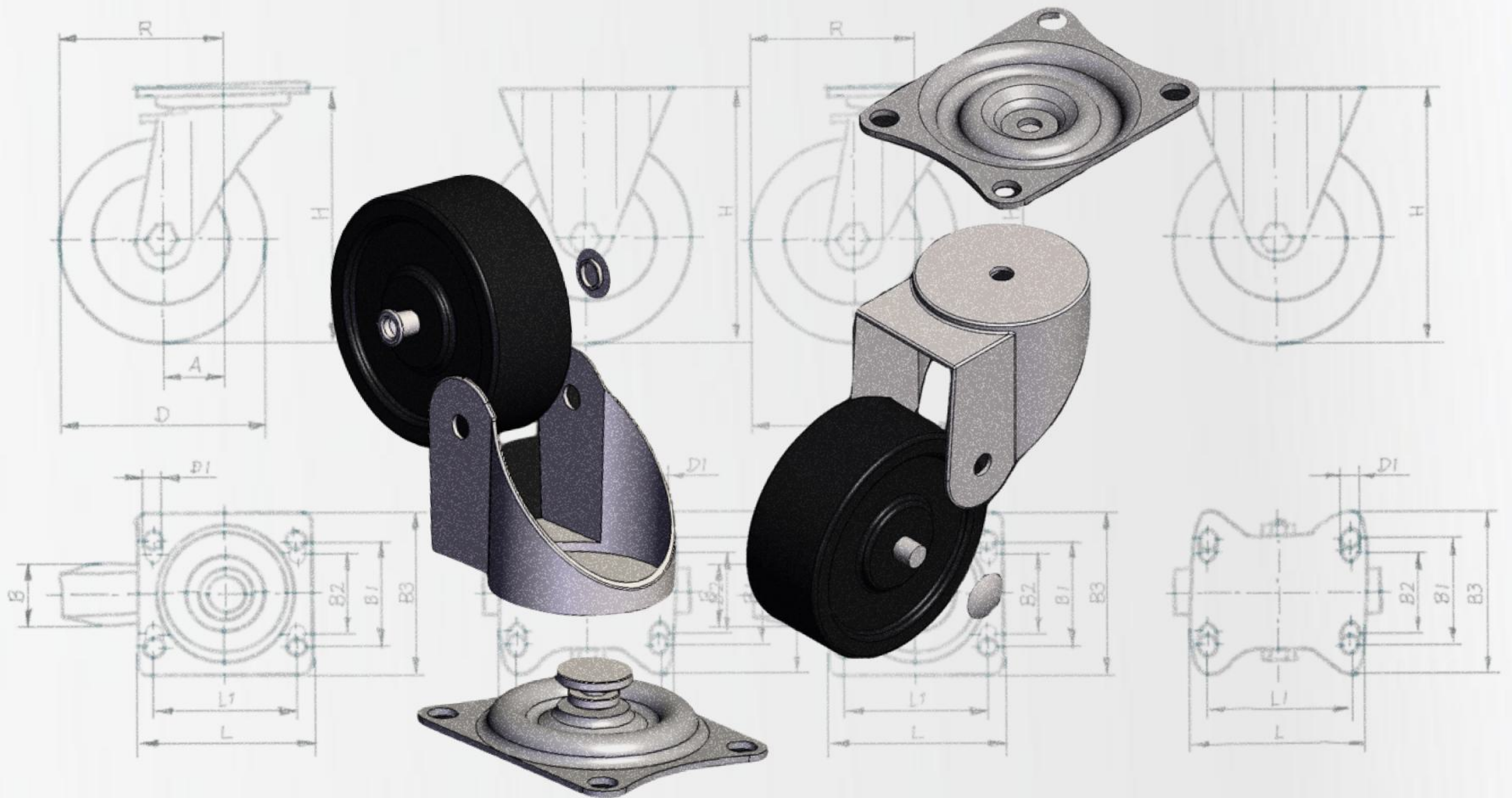
Scan QR Code to see details



or

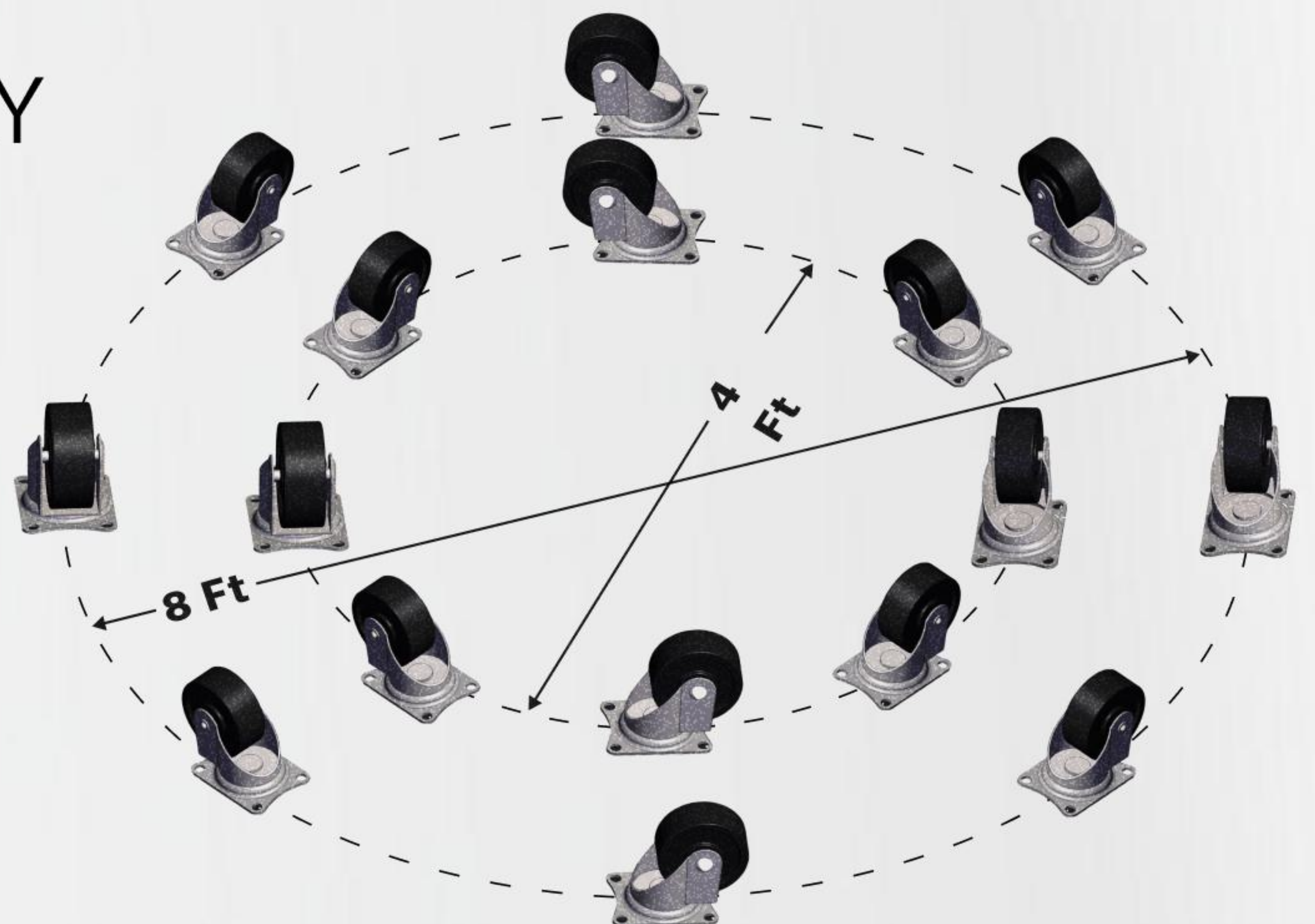
[Click here](#)

CASTER WHEEL



CASTOR WHEEL BEARING ASSEMBLY

A castor wheel bearing assembly is a type of bearing specifically designed to allow a rotating platform or stage to move around the stage. The assembly consists of a **wheel and axle, a hub, and a bearing**. The wheel is connected to the axle, which is connected to the hub, which is attached to the bearing. in 8ft & 4ft radius.





SCOPE OF WORK

User Research, Retargeting Ads System

ROLE

UI Designer & Research

CLIENT

Operabase

DURATION

7 Months

OPERA - BALLET - CASSICAL

Developing OTT Platform for connoisseurs and professionals for opera, ballet, symphonies, and classical music.

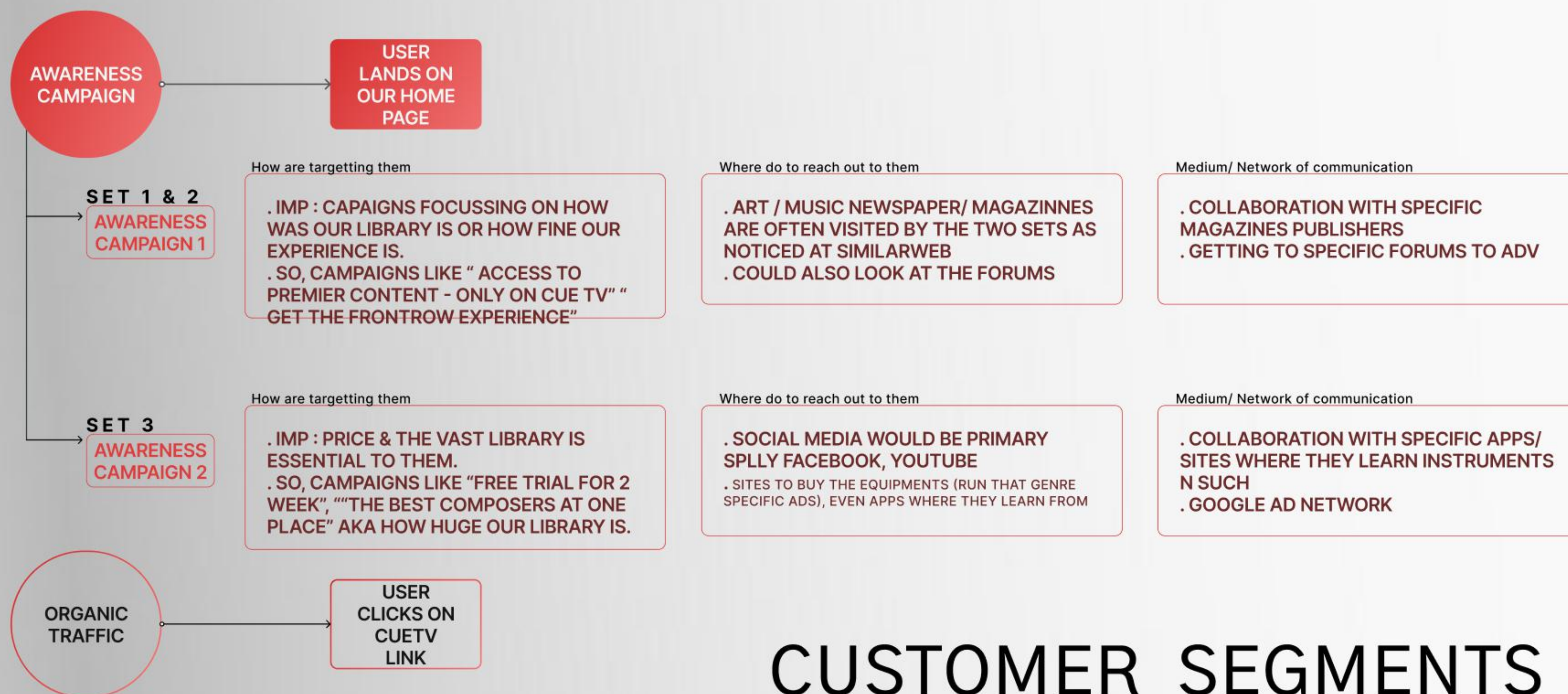
2021

CUETV – OTT PLATFORM

CHALLENGES

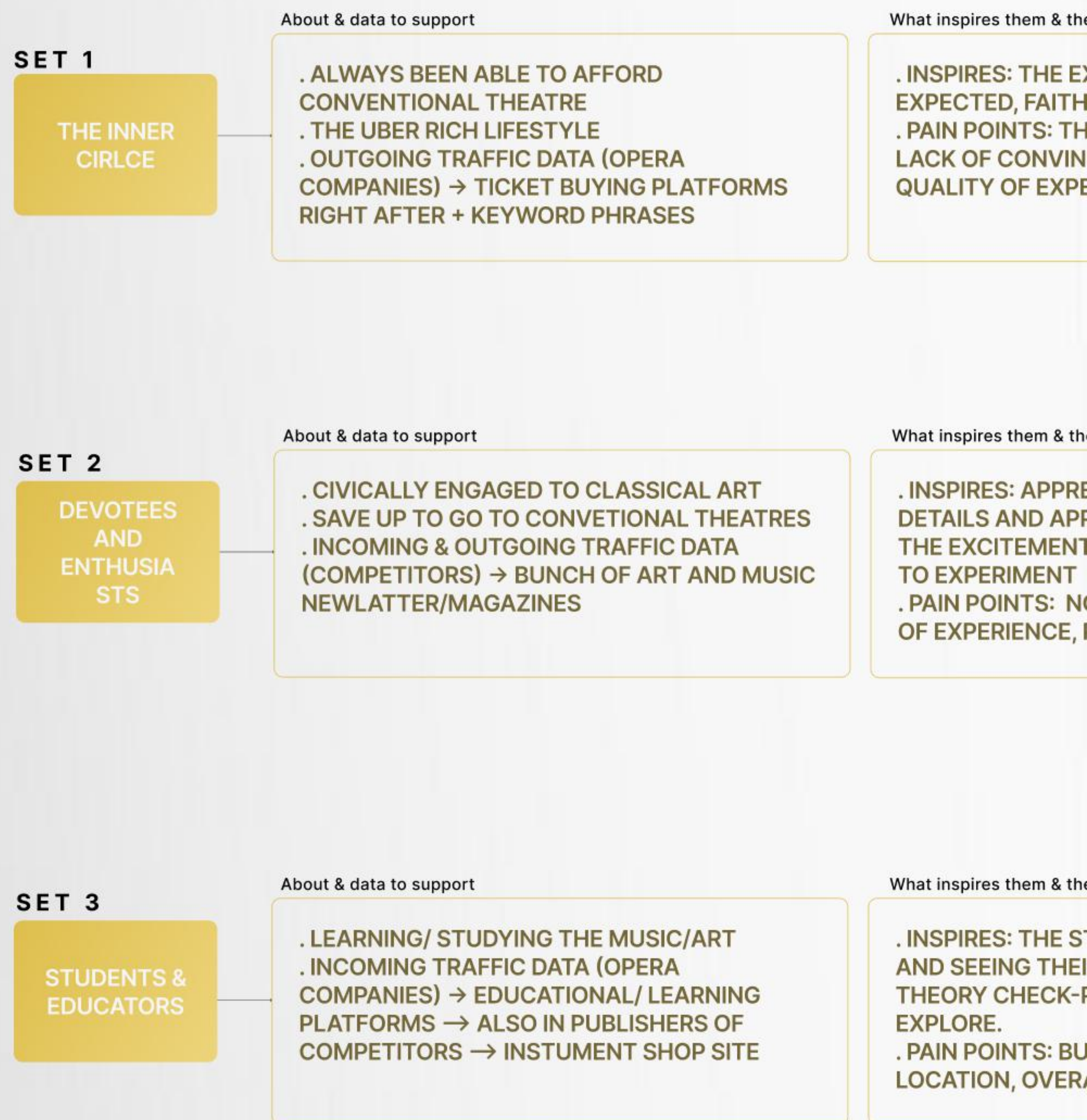
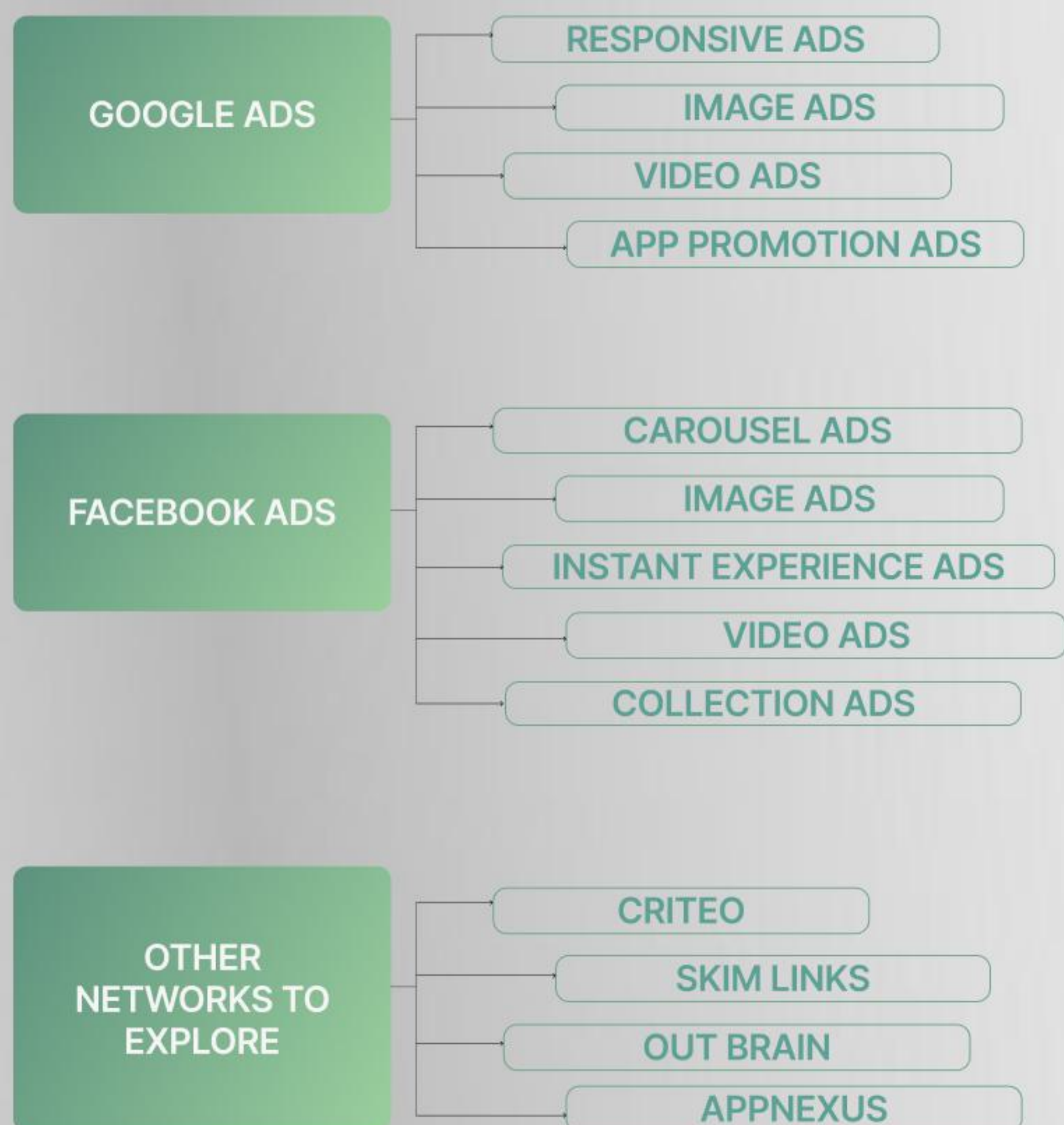
- 01 Identifying the target audience** This challenge involves researching and analyzing the demographics and psychographics of the consumers to determine the ideal target audience.
- 02 Developing the OTT Platform** This involves creating a software platform that can provide streaming media content to the target audience.
- 03 Retargeting Ads** This challenge involves creating targeted ads that can be served to users based on their behaviors and interests.
- 04 Optimizing the Platform for Engagement** This challenge involves finding ways to increase user engagement with the OTT platform.

AWARENESS



CUSTOMER SEGMENTS

TYPES OF ADS



PROBLEM STATEMENT

HOW TO



IDENTIFY
AUDIENCE

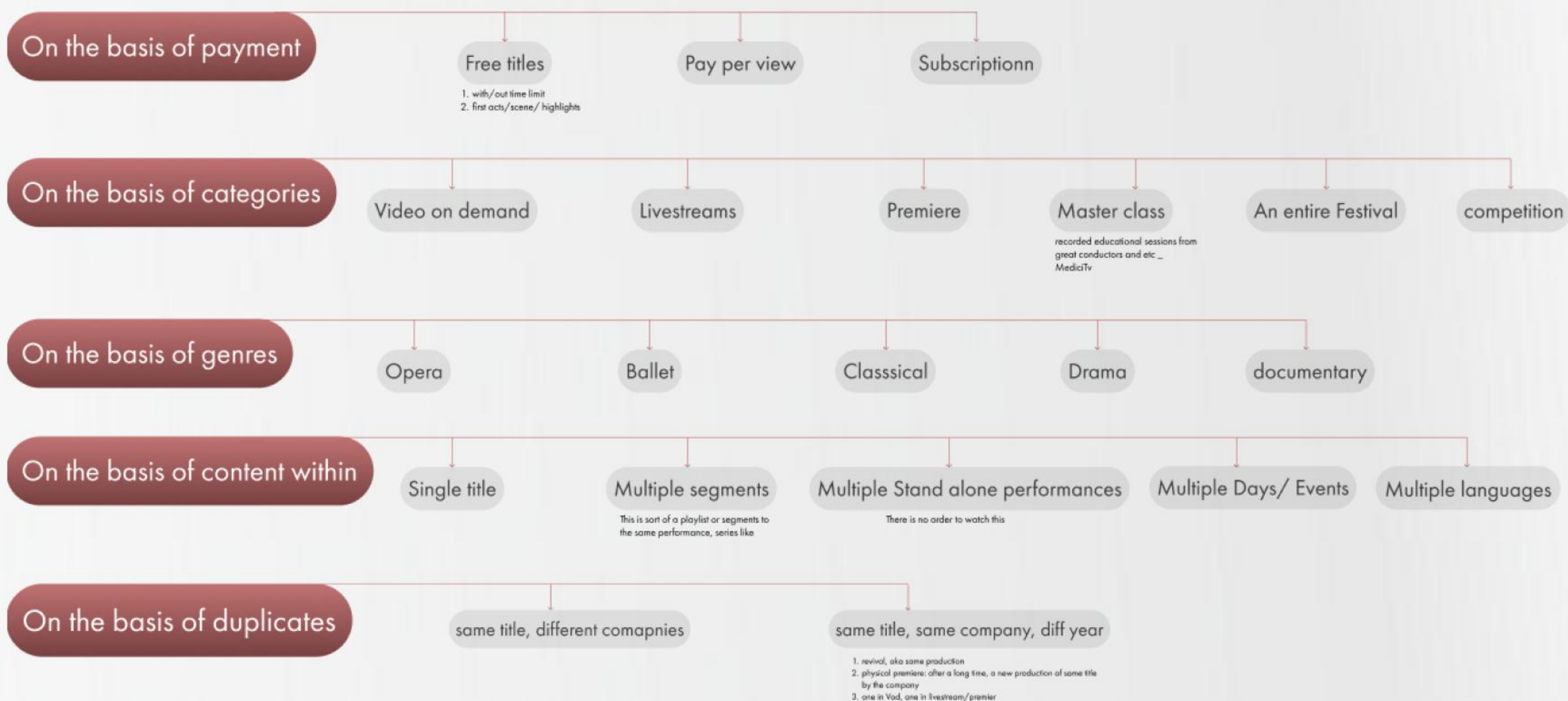


CREATE
AWARENESS



ENGAGE
USER

IDENTIFIED USECASES

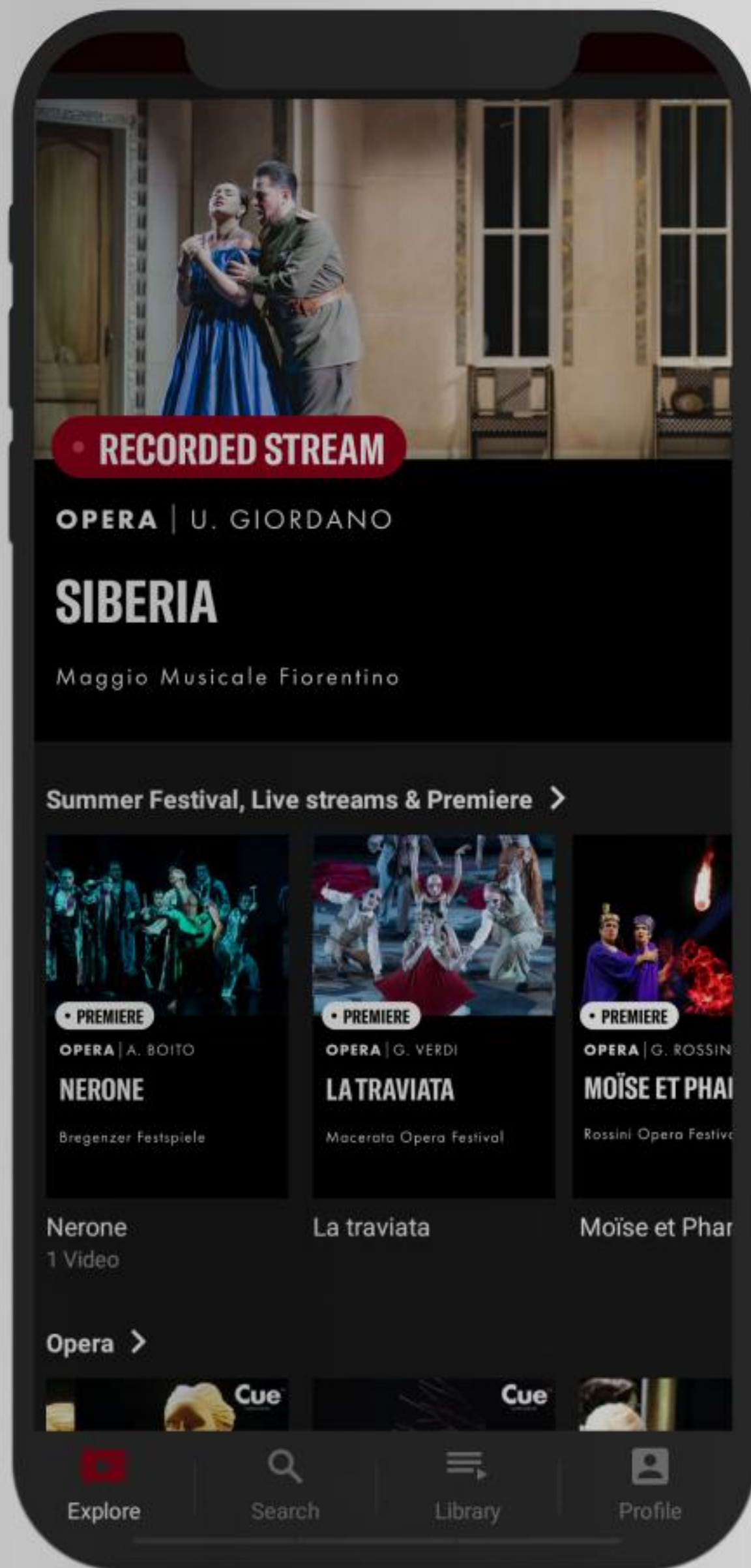


PLAN OF ACTION

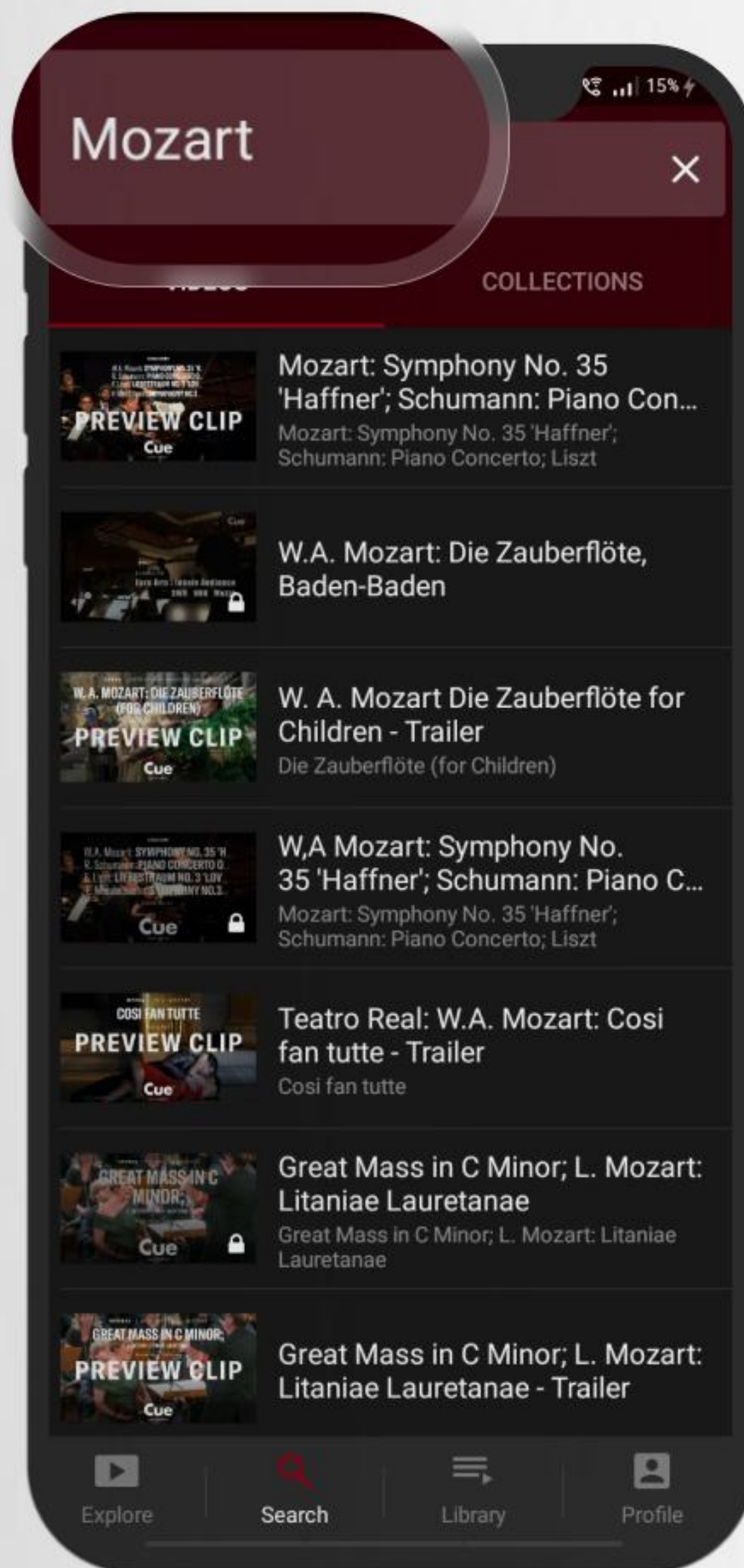


PLATFORM OPTIMIZATION

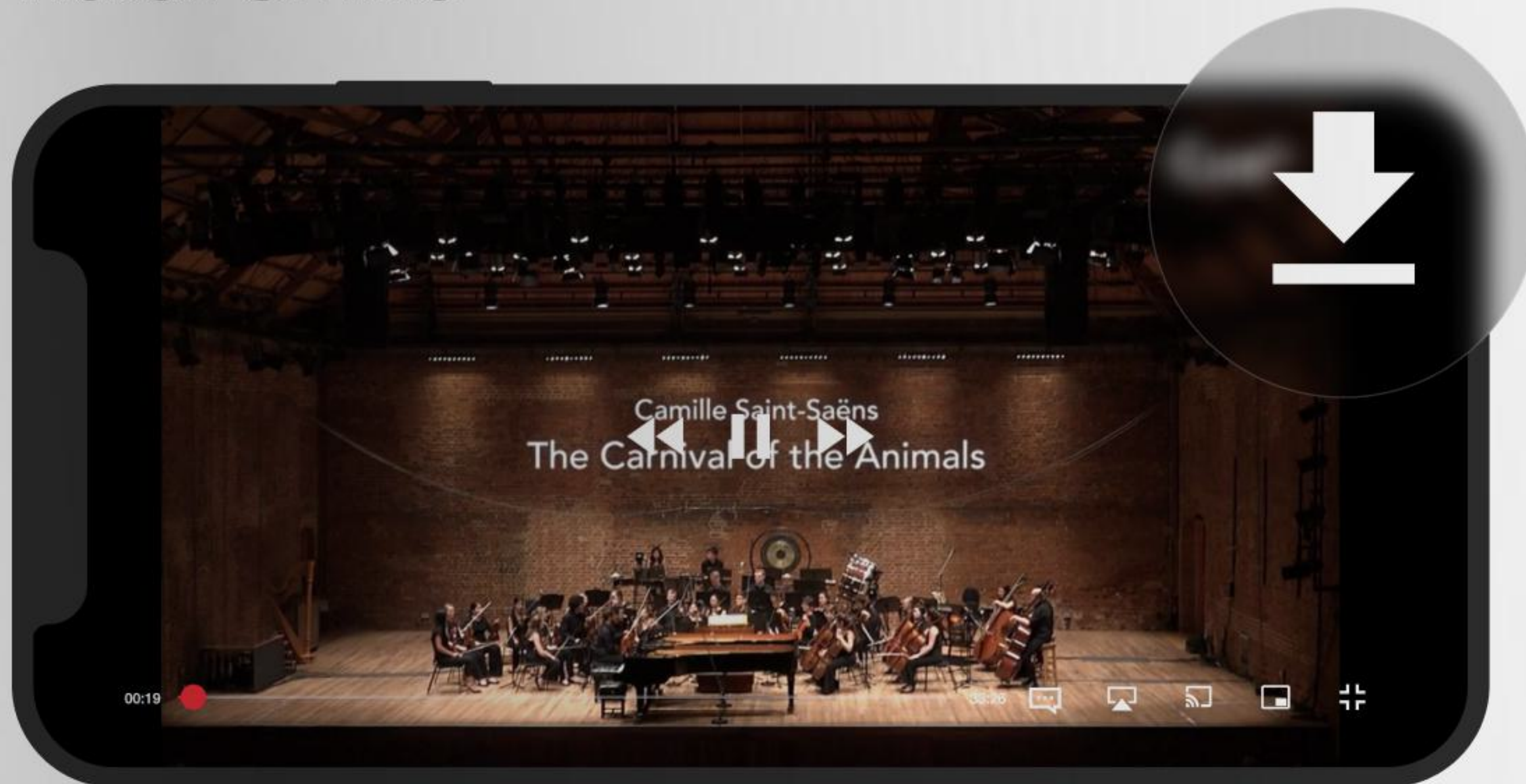
Find Musical Works



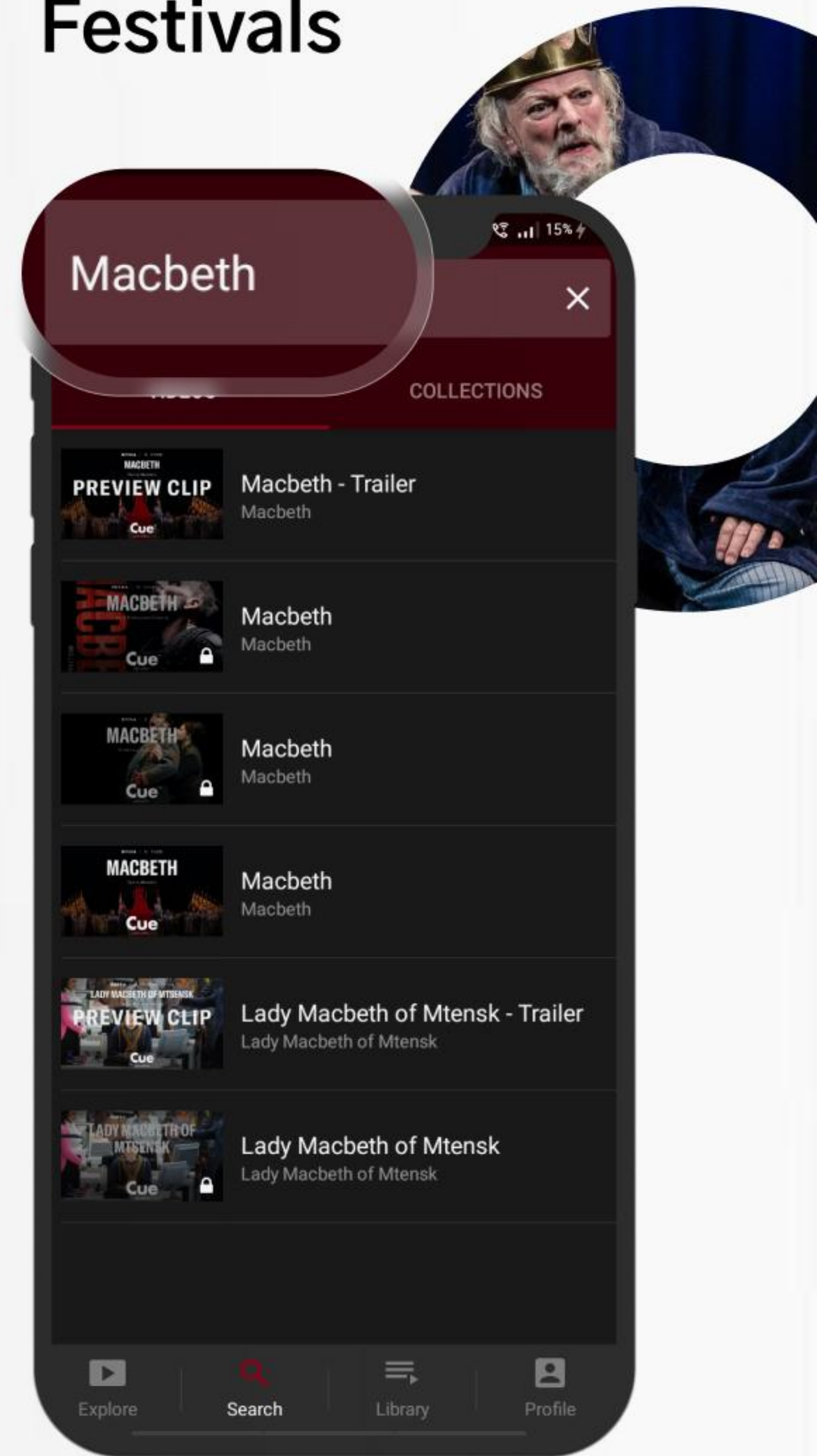
Watch Live Streams And Premieres



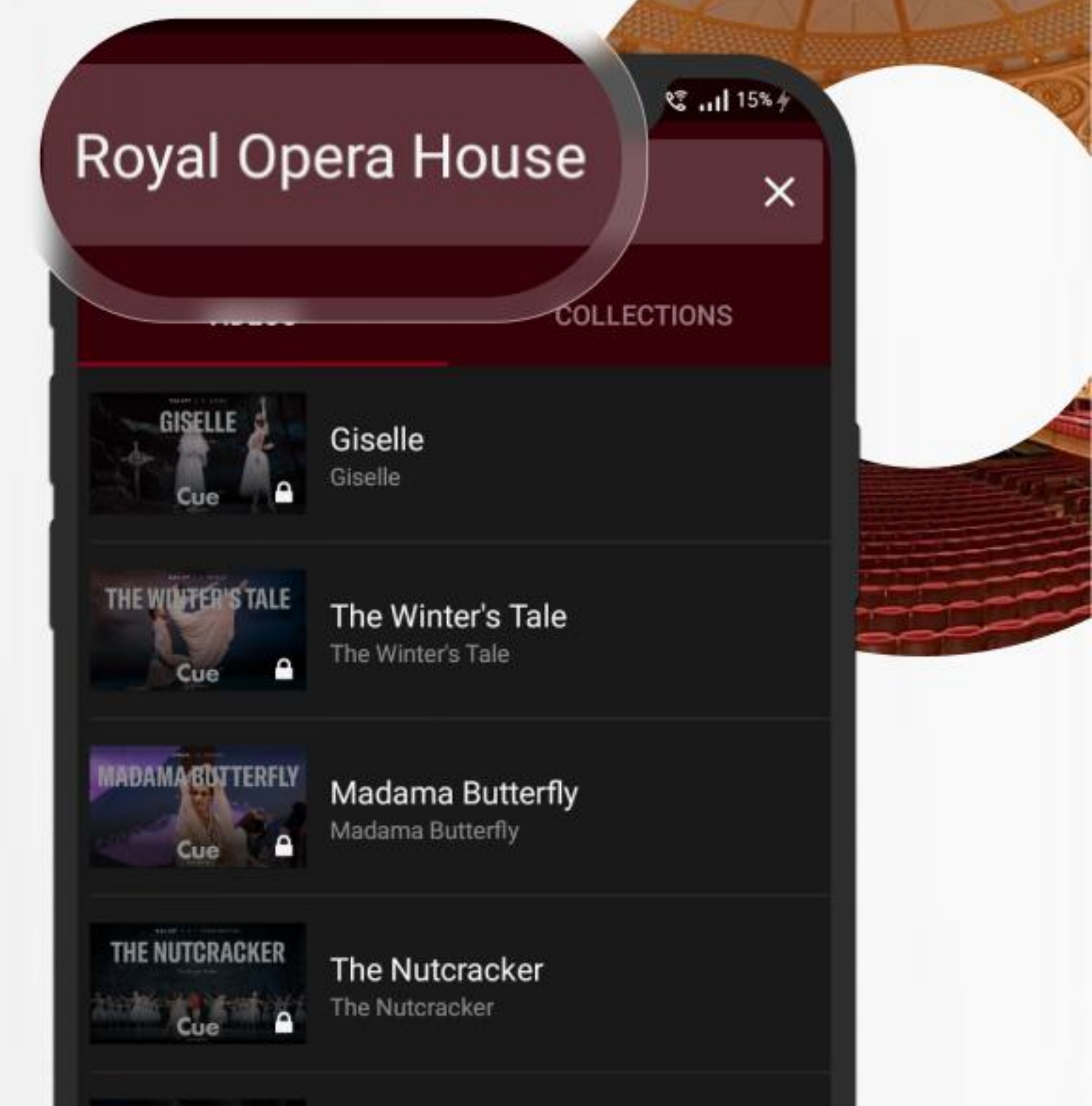
Save And Watch Offline



Find Companies & Festivals



Find Composers





30,000 +
Different Ads

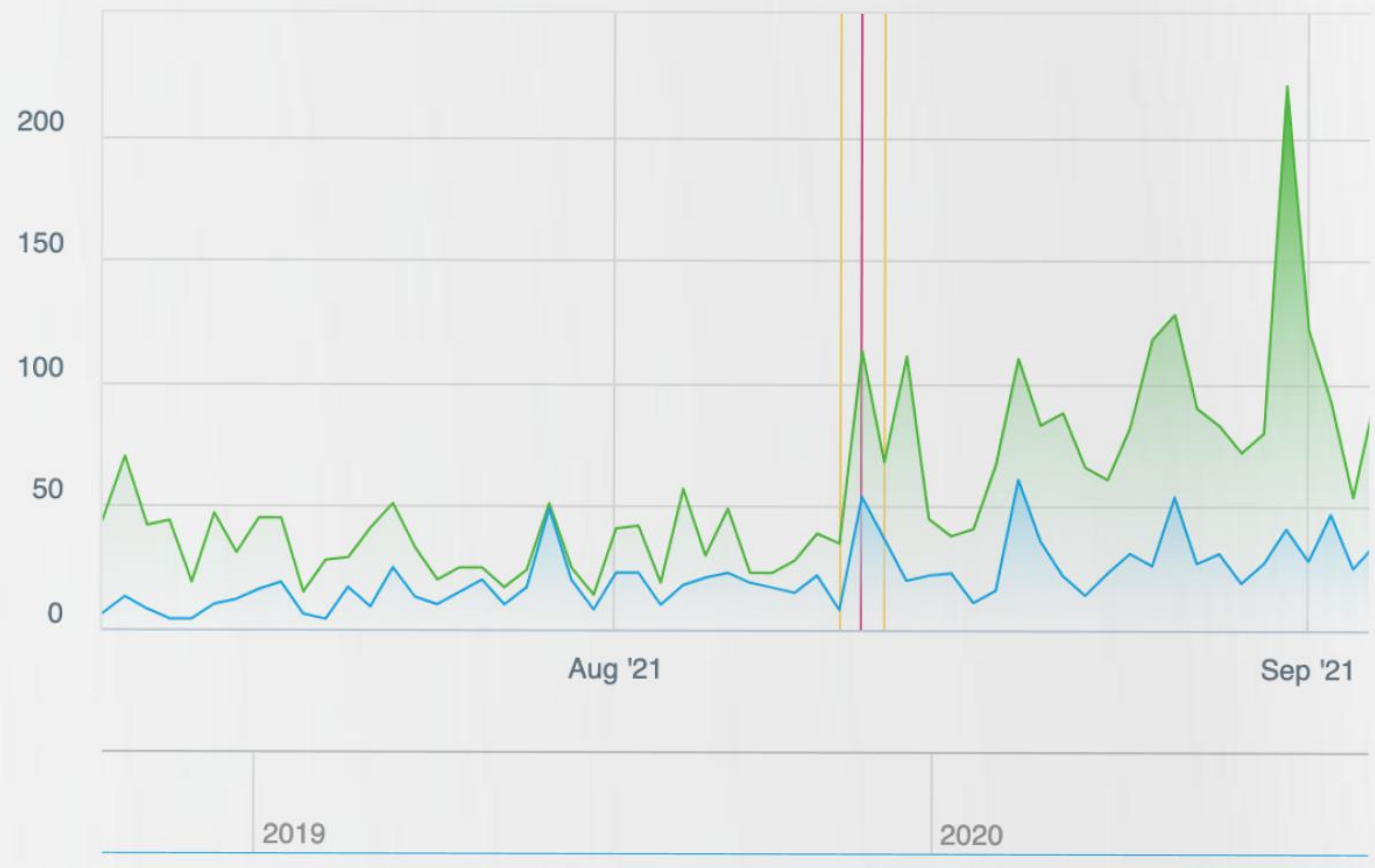
ENGAGEMENT RESULTS

Scan QR Code to see details

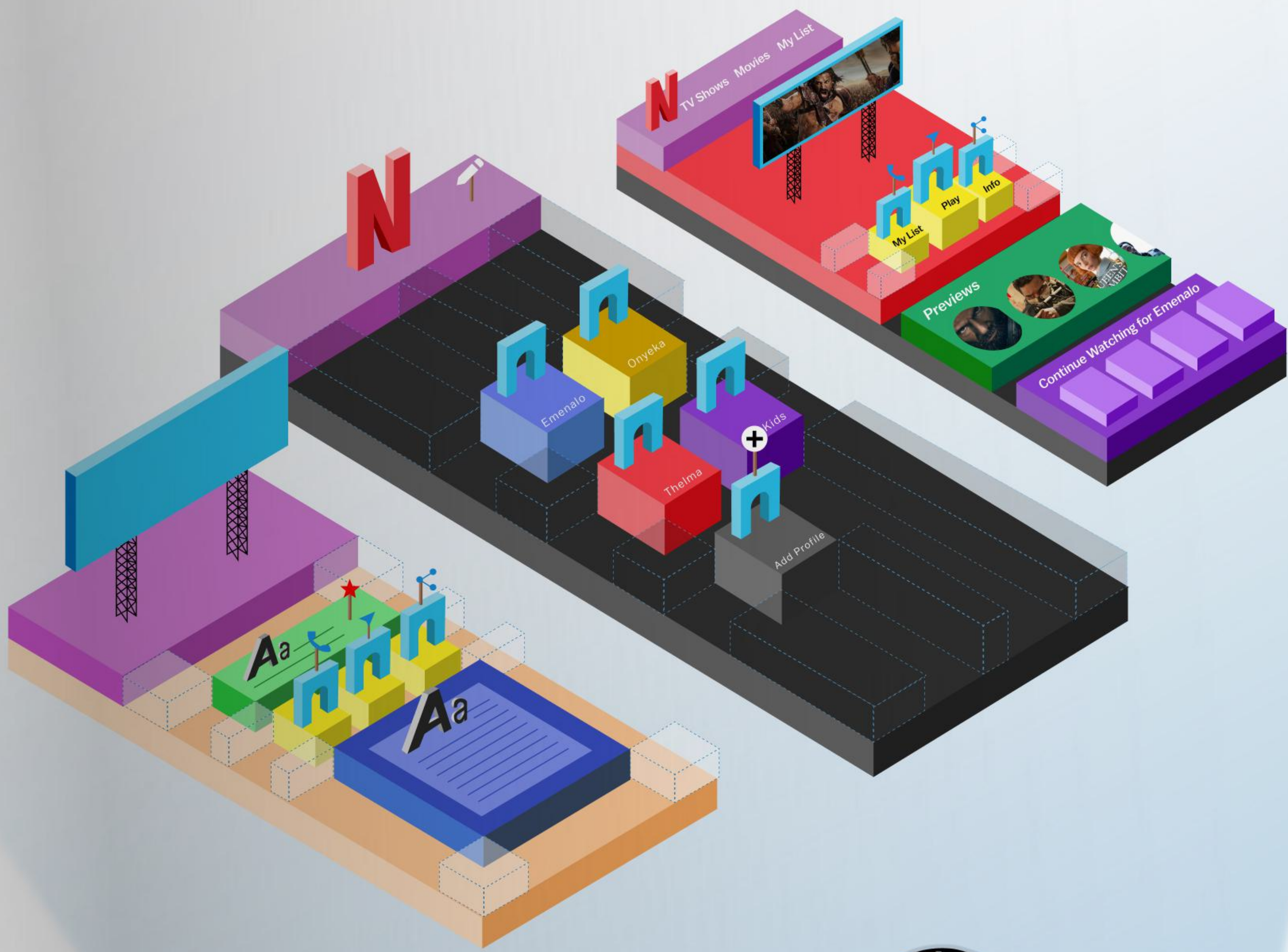


or

[Click here](#)



Trialist Views **Subscriber Views**



SCOPE OF WORK

Research, UI/UX, Development

ROLE

Interaction Designer

CLIENT

Self Initiated

DURATION

3 Months

VISUALIZATION TECHNIQUE

Helping Kids learn Coding through Visual Block building and developing Website.

2021

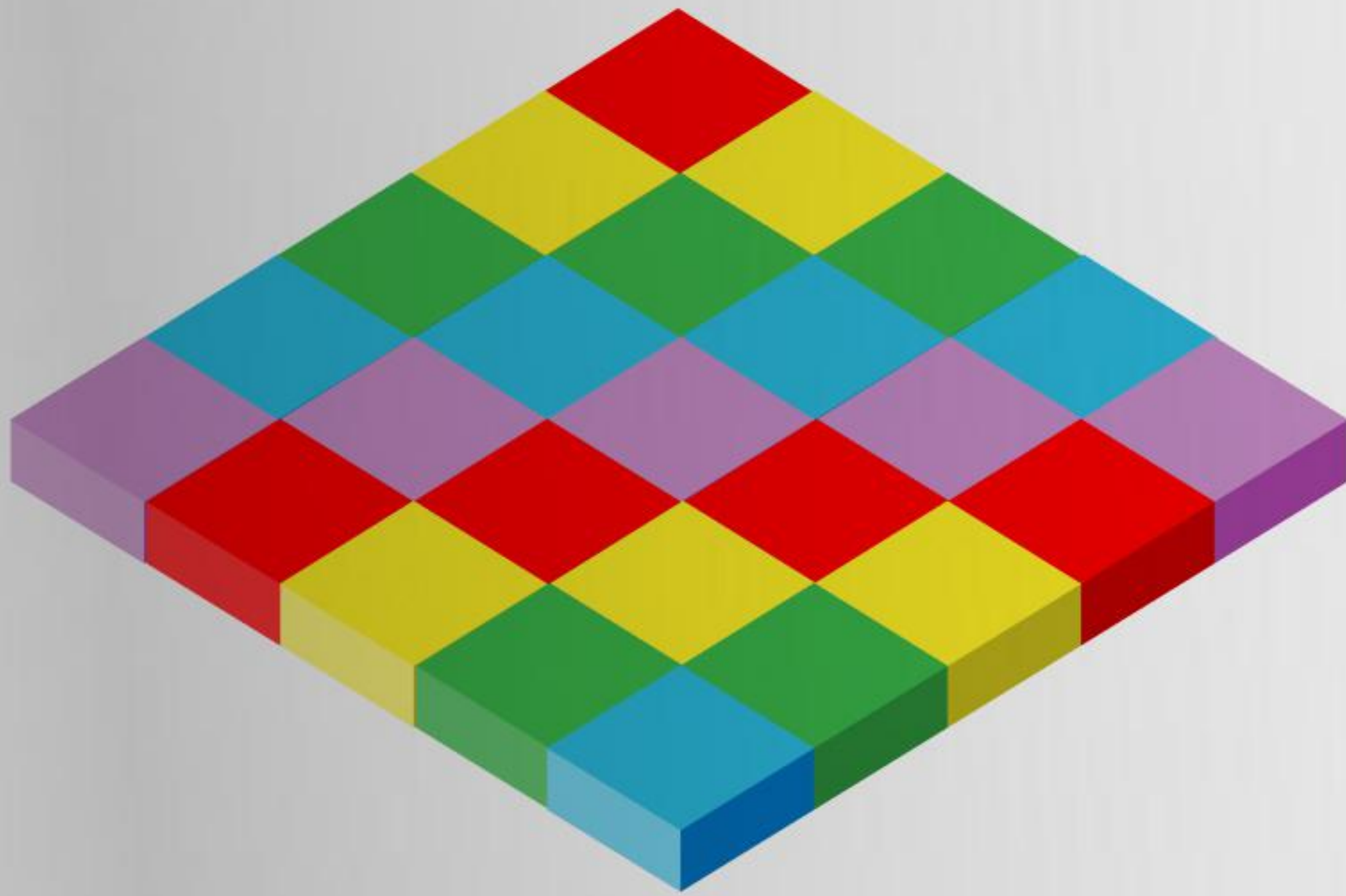
CODE FOR BUILD

CHALLENGES

- 01** [Visualizing Body Elements](#) The first challenge was to visualize the body elements such as title, heading, paragraph, and image.
- 02** [Visualizing Container Elements](#) The second challenge was to visualize the container elements such as div and span. I designed puzzle blocks that had a castle-like structure of blocks.
- 03** [Visualizing Text and Image Elements](#) The third challenge was to visualize the text and image elements. I designed puzzle blocks that had a castle-like structure of blocks.

Body Block

Use this as the base of your Code



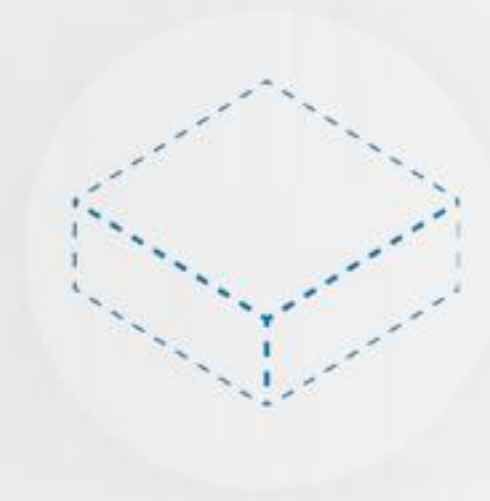
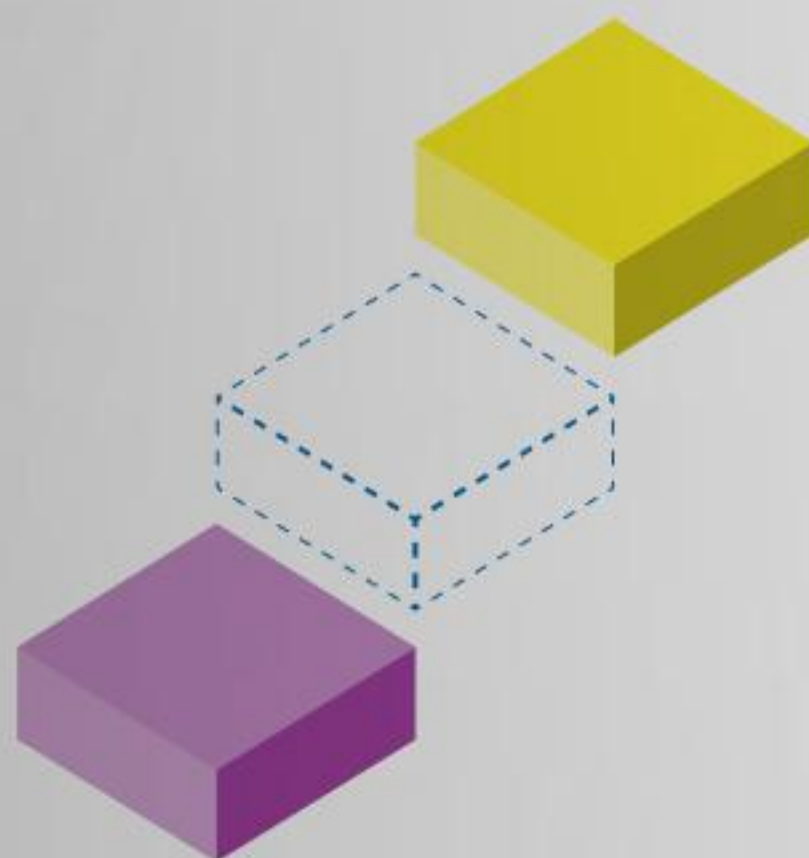
Container / Child

Single pieces which join together to form body are called as container



Padding between

Space between 2 Containers, Blocks is known as Padding



Padding

Use this block to add Padding between/ all Blocks



Image Block

Use this block to add Image to your container



Icons Block

Use this block to add Icons in your container



Cross Axis Alignment

Use this block for If, While, If Else, For Types of Conditions



Button

Use this block for If, While, If Else, For Types of Conditions



Text

Add Style to your code using this block

PROBLEM STATEMENT

How can we encourage Kids to learn coding effectively using Gamified Visualisation?

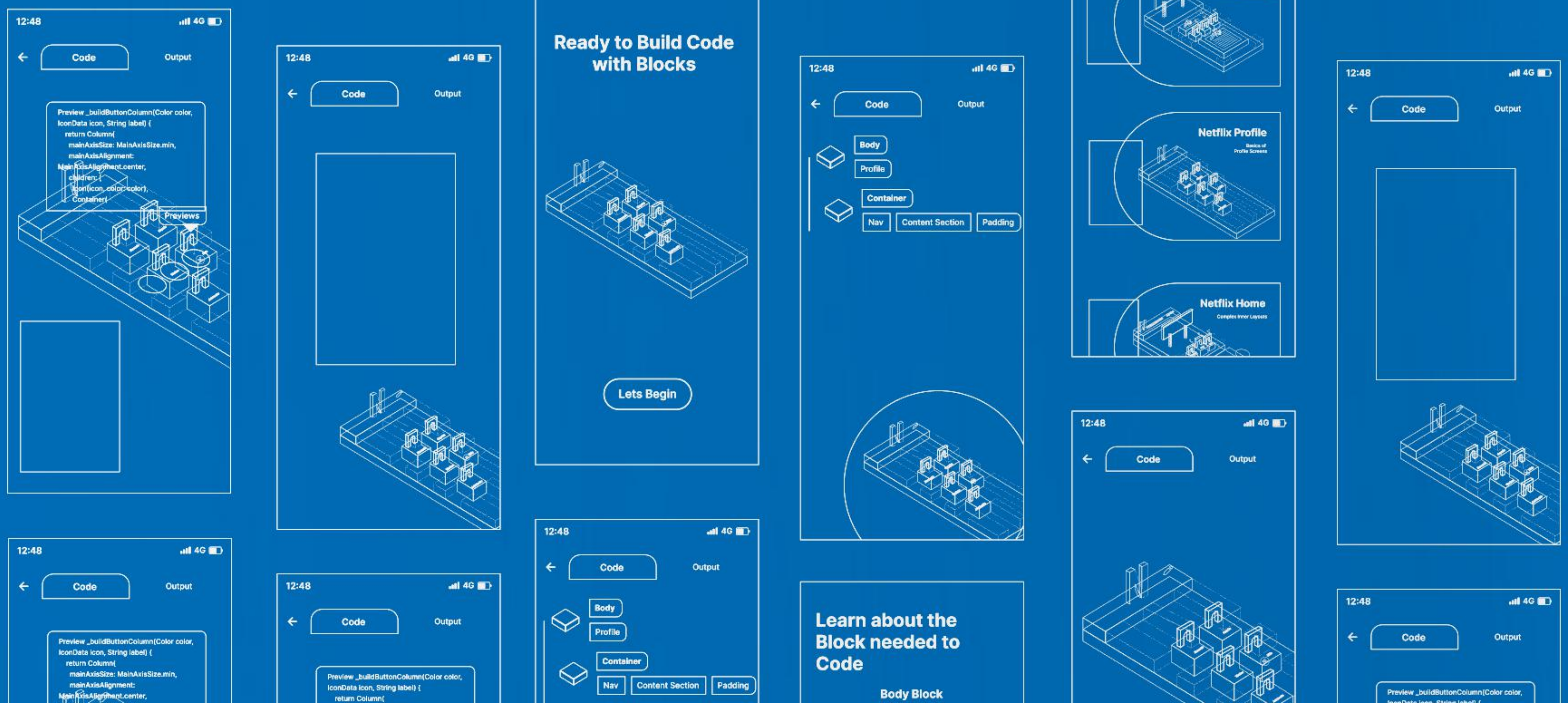
SUMMARY

A group of kids from Istanbul have a desire to learn coding and web development, but lack access to computers. To solve this problem, a new approach was developed that enables kids to learn coding on their mobile devices using visual elements. To do this, the concept of childhood block pieces was associated with code pieces, allowing kids to build blocks one on top of the other. This approach required the development of visual elements that could help kids understand the concepts of body, container, images, text, and div-block.

MY ROLE

- 01 My primary responsibility was to create the user interface designs for the coding puzzle blocks.
- 02 I was also responsible for creating a user experience flow, which included user flows and wireframes
- 03 I also conducted user testing sessions to ensure the designs were intuitive and user-friendly.

WIREFRAME

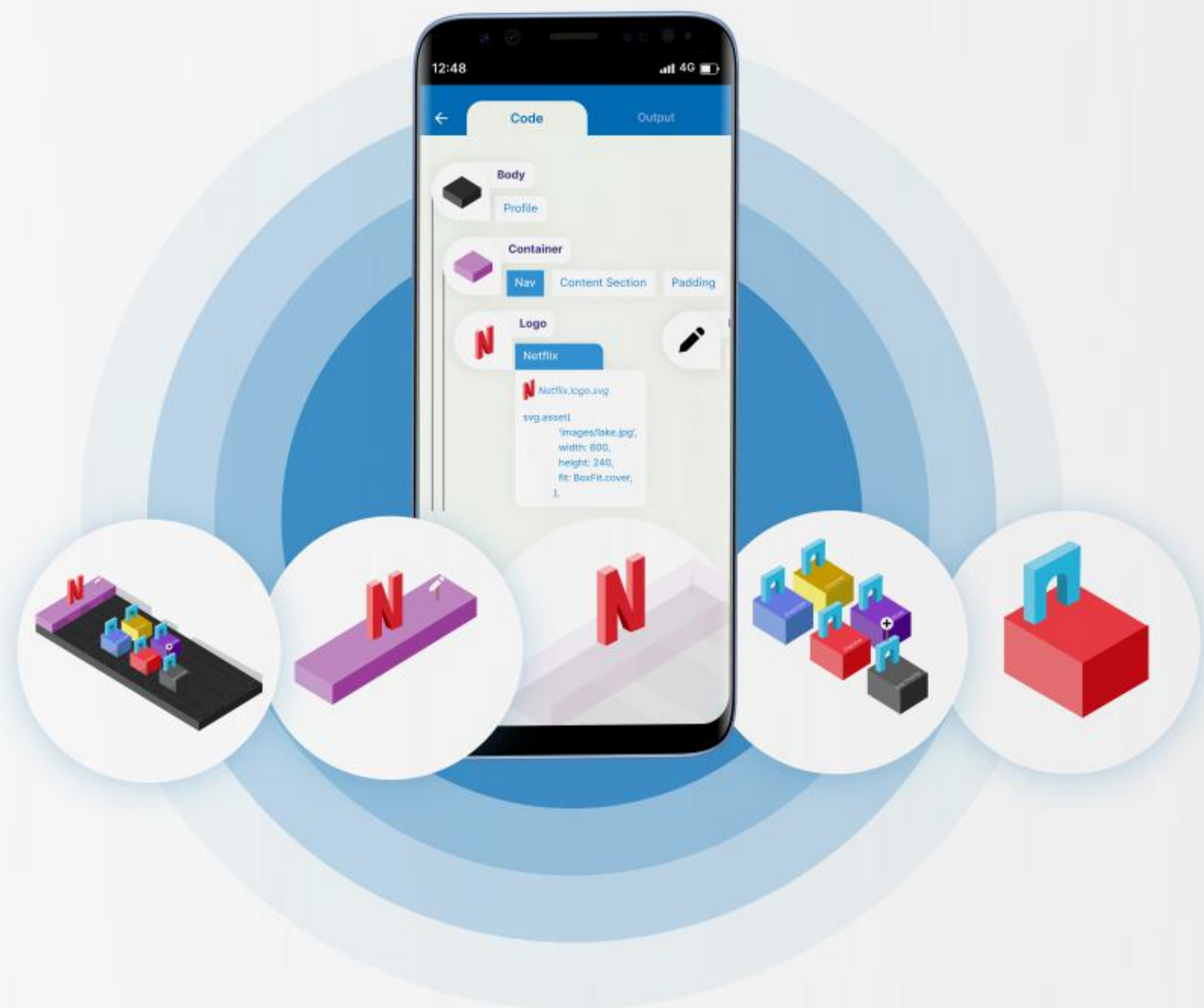




LEARNING

Working as an interaction designer on Helping Kids learn Coding through Visual Block building and developing Website has taught me the importance of creating an **intuitive user experience** and an effective user interface. It has also helped me develop my skills in understanding user needs, designing user flows and creating wireframes. Furthermore, I have gained an understanding of the importance of **user testing** for the successful development of an interactive application.

STRUCTURES



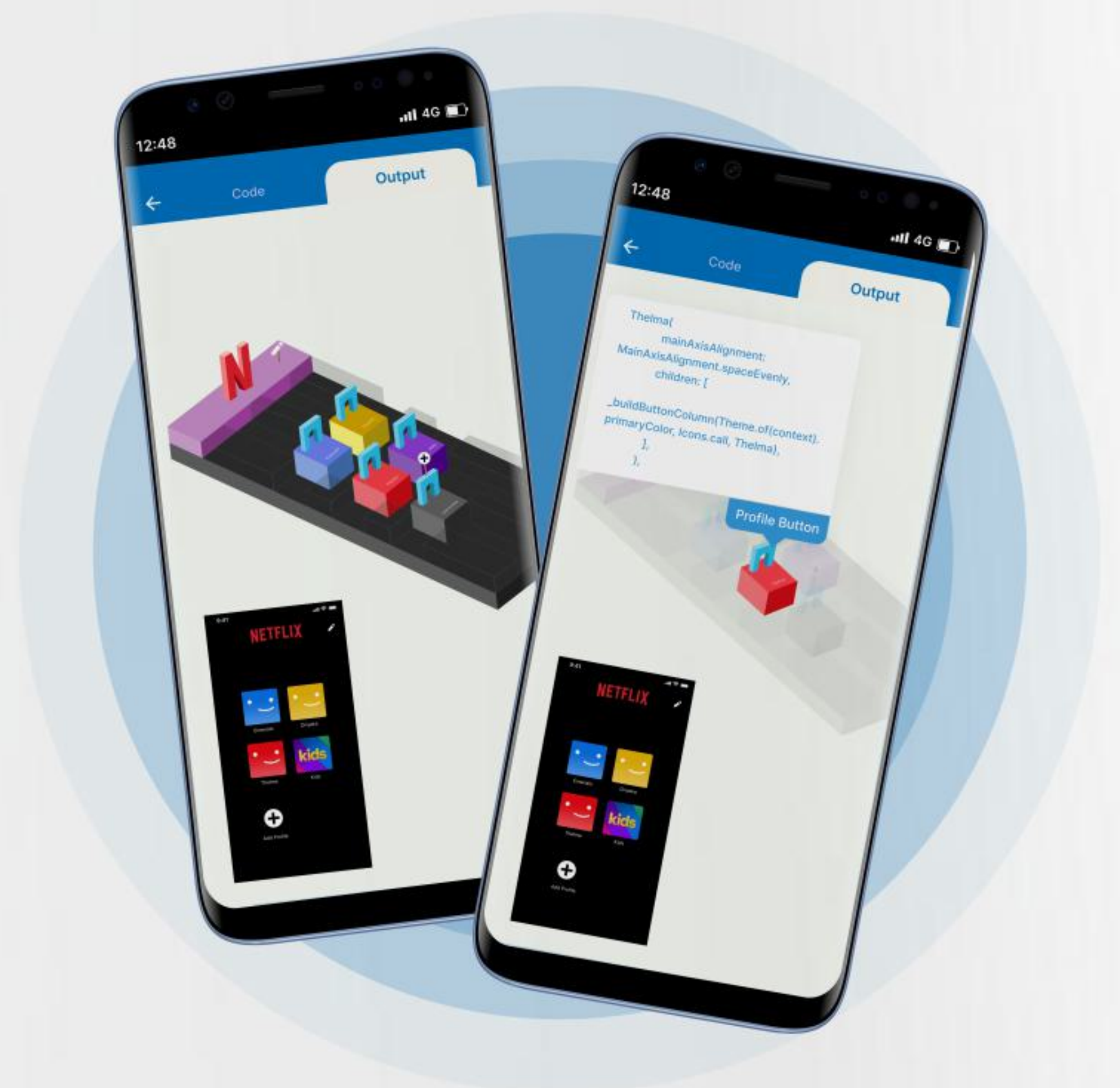
1. ILLUSTRATION CODE

Illustration depicted in left bottom corner changes according to the part of the code the user choose. Example. Over here we are inside Body – Container – Logo – Netflix.. which showcases the inner parts of the 3D Layout.

2. CODE LEARNING

In the Output Window user will be able to see the Preview of the Frontend Layout & 3D Model representing the same.

Its an interactive 3D Block Model to help learn Code by clicking on the 3D Block Model.



3. MULTIPLE LAYOUTS

Multiple Layouts will help you get a deeper understanding and reflecting on different Coding 3D Models. You can interact with the 3D Layout to change and reflect on Code changes.

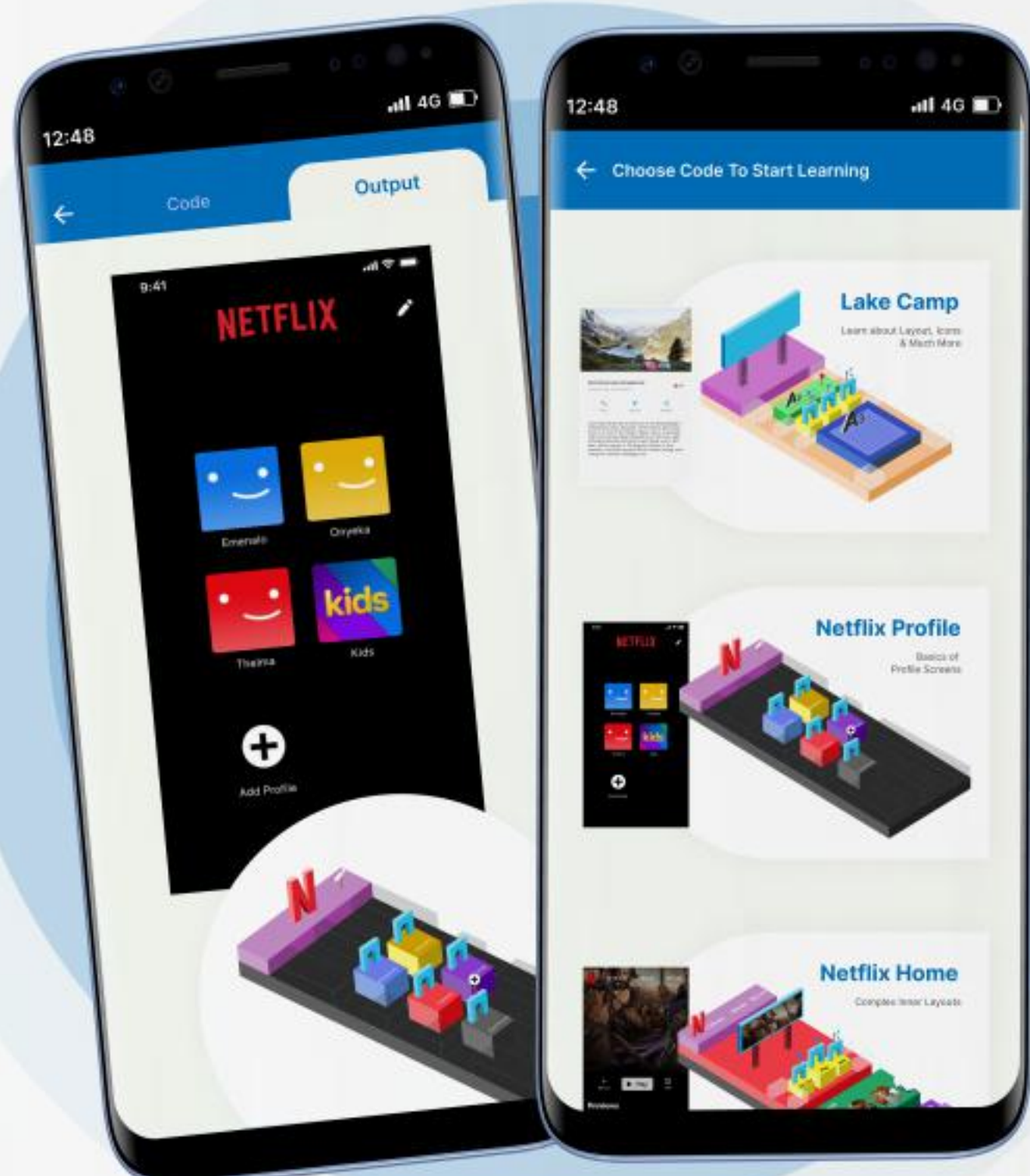




Illustration Source : https://www.behance.net/gallery/144565845/Invitae?tracking_source=search_projects%7Cinvitae

SCOPE OF WORK

Research, UX, engineering

ROLE

Research & Engineer

CLIENT

IBM

DURATION

10 Months

FHE TOOLKIT

Securely transfer Genomic Data & help to Identify Life Expectancy of a Cancer Patient.

2020

IBM

(CANCER PROGNOSIS)

CHALLENGES

- 01 Developing an appropriate neural network architecture for accurate prognosis and survival duration estimation.
- 02 Ensuring secure storage of patient information by employing encryption techniques such as Advanced Encryption Standard (AES).
- 03 Establishing secure computation of patient information by introducing cryptographic techniques such as homomorphic encryption and secure multi-party computation.

TIMELINE

Week 1 To 3

Understanding
HElib and
encrypting data

Week 4 & 5

Feature
selection &
Preprocessing

Week 6 To 8

Model Planning
and Building

Week 9 & 10

HElib in ML
Implementing the ML
algorithm in
Homomorphic way

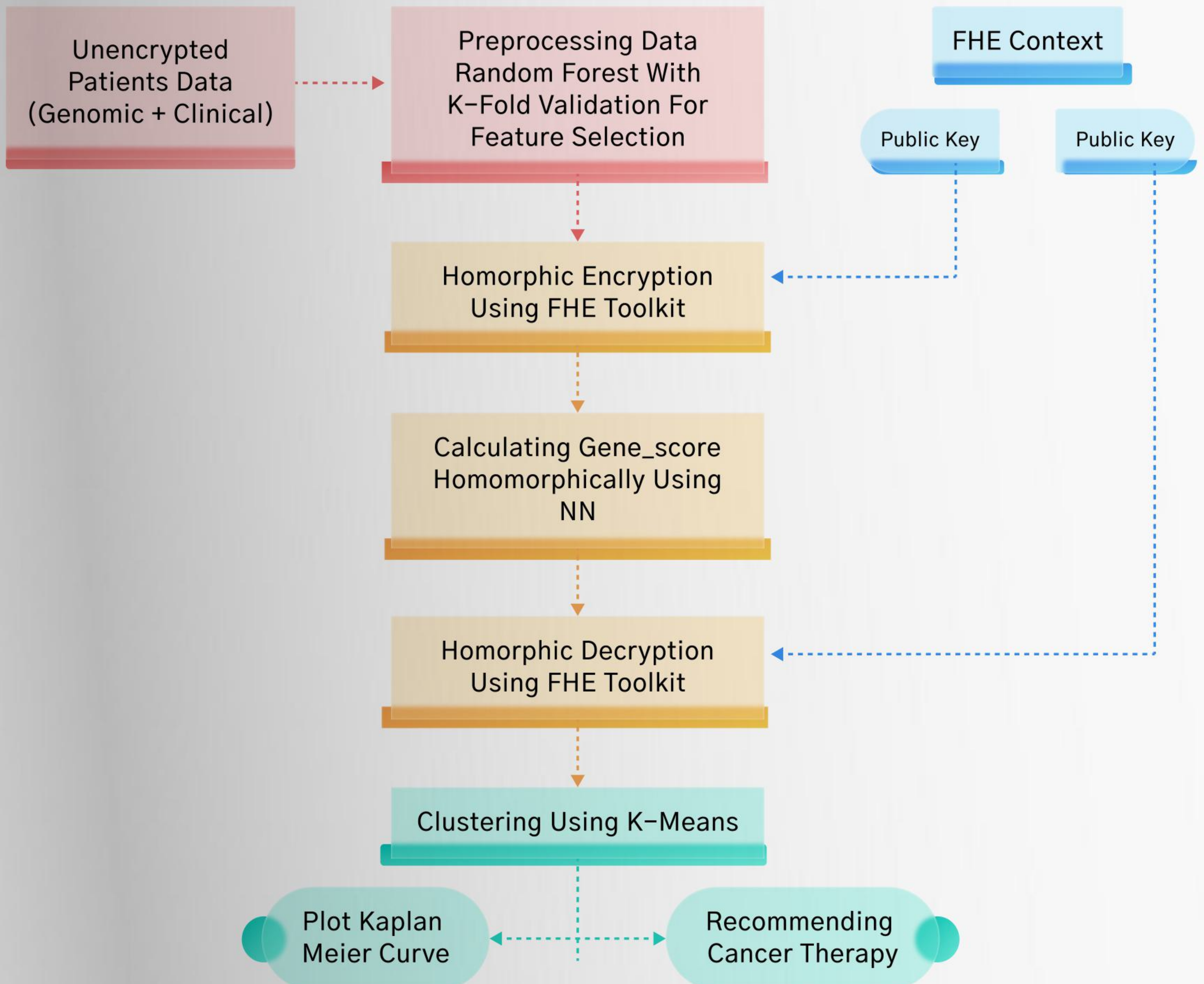
Week 11 To 13

Putting the ML
model together to
predict the final
encrypted output

Week 14 To 17

API deployment
& Testing

SYSTEM FLOW



SUMMARY

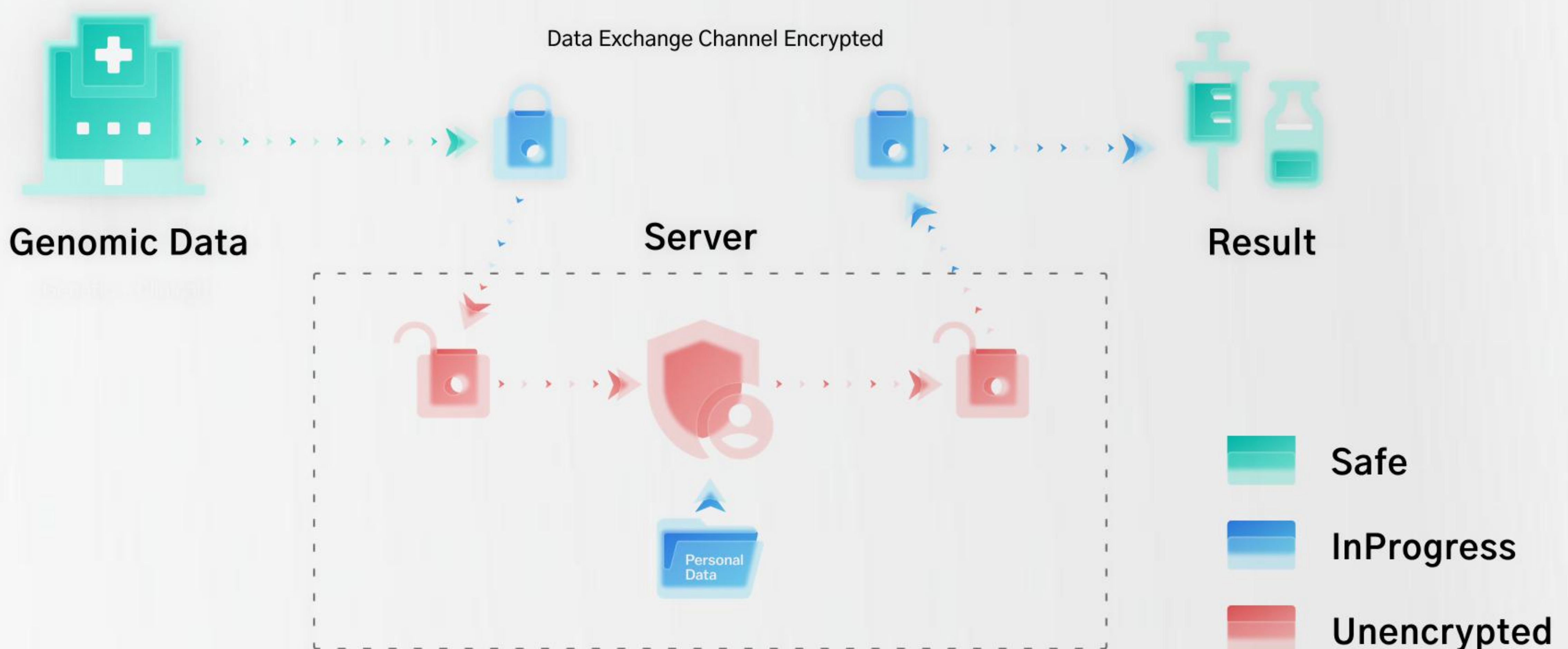
The most important clinical process for patients with forms of cancer is the accurate **estimation of prognosis and survival duration**. Patients who volunteer their genomic data run the risk of privacy invasion. Established encryption techniques such as **Advanced Encryption Standard (AES)** can secure Personal Health Information (PHI) in acquisition and storage, but can only assure secure storage. Ensuring data privacy in computation is a greater challenge.

MY ROLE

01 As a researcher, my responsibilities included **collecting data on cancer patients** and genomic data in order to feed it to the neural network securely.

02 We were successful in **securely transferring genomic data** and utilizing it to identify the life expectancy of cancer patients and suggest treatments accordingly.

PROBLEM STATEMENT



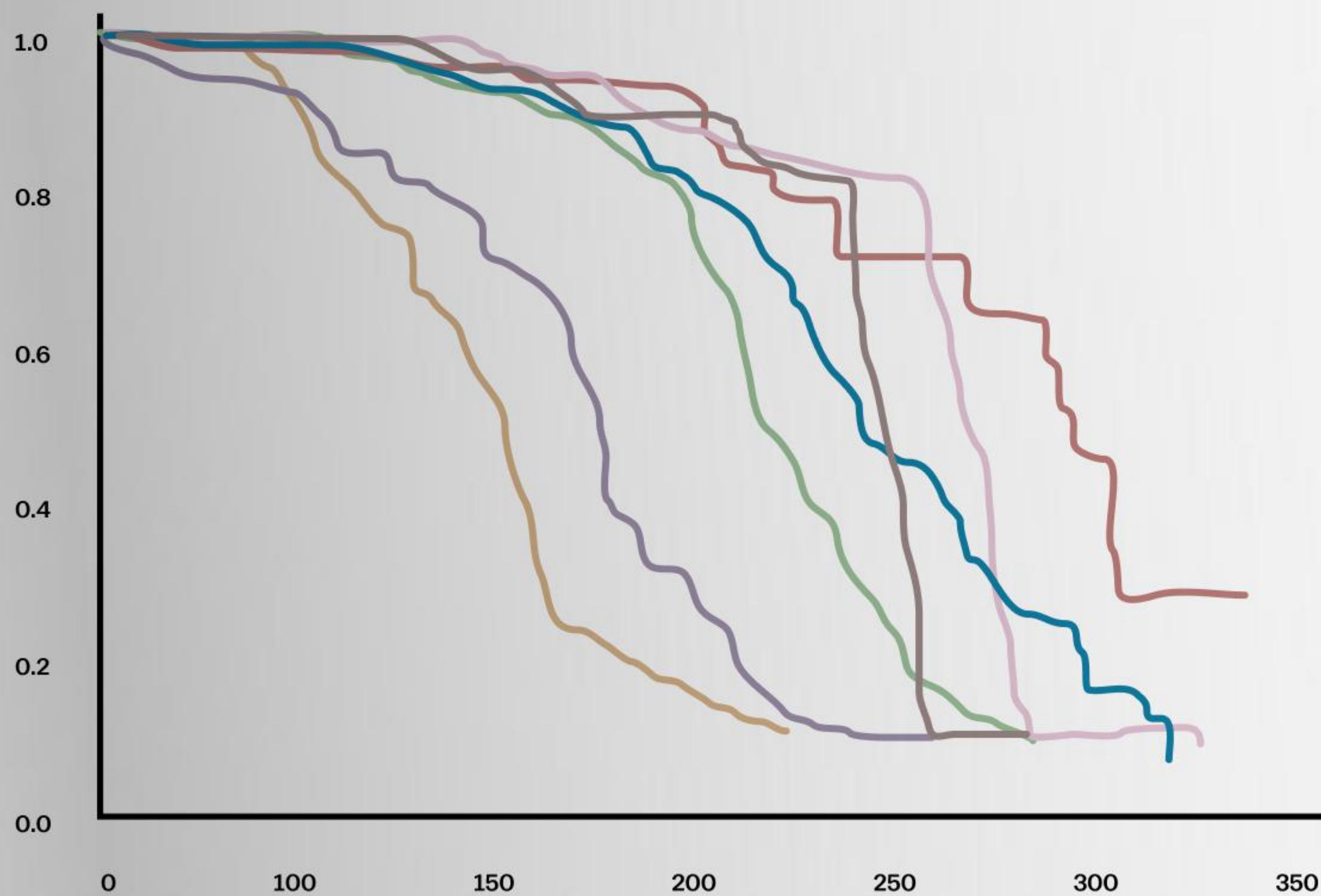
3RD PARTY SERVICE

- This has access to personal information
- reveals physical traits (e.g. eye and skin color)
- Identification of individuals

SERVER

Server decrypts data for computation

RESULT



- Group 1 - Treatment
- Group 2 - Treatment
- Group 3 - Treatment
- Group 4 - Treatment
- Group 5 - Treatment
- Group 6 - Treatment
- Group 7 - Treatment

KAPLAN MEIER CLUSTERS PLOT

Different categories of groups tells about the **life expectancy** depending on the clustering a patients fall in.

CONSTRAINTS

- 01** **Lack of independent validations** of existing cancer risk prediction models significantly restricts the utility of a risk prediction model.
- 02** Cancer risk and recovery rate vary due to **differences in patients' back history** or changes in behavior thus the **output fluctuations can be seen.**

LEARNING

Working at IBM has taught me the importance of data privacy and security in the cloud and **data-driven applications**. It has also given me insight into the challenges of ensuring data privacy in computation, particularly when it comes to patient data. In addition, I have learned about the potential of IBM Research projects to **protect PHI without compromising the accuracy of medical predictions.**

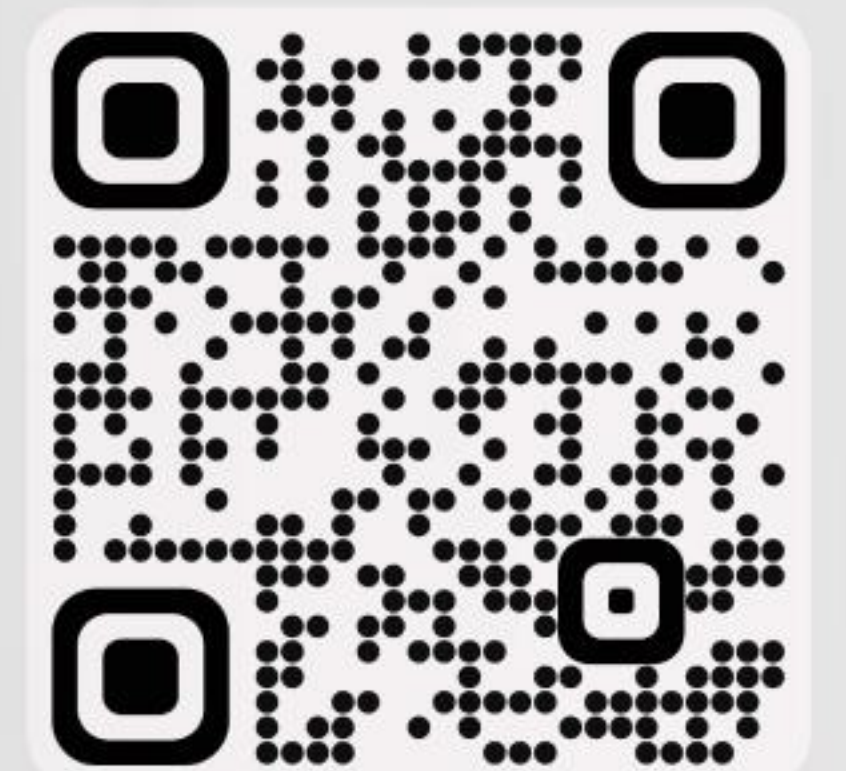
Client Running Time

42 Seconds

Server Running Time

28 Seconds

Scan QR Code to see details

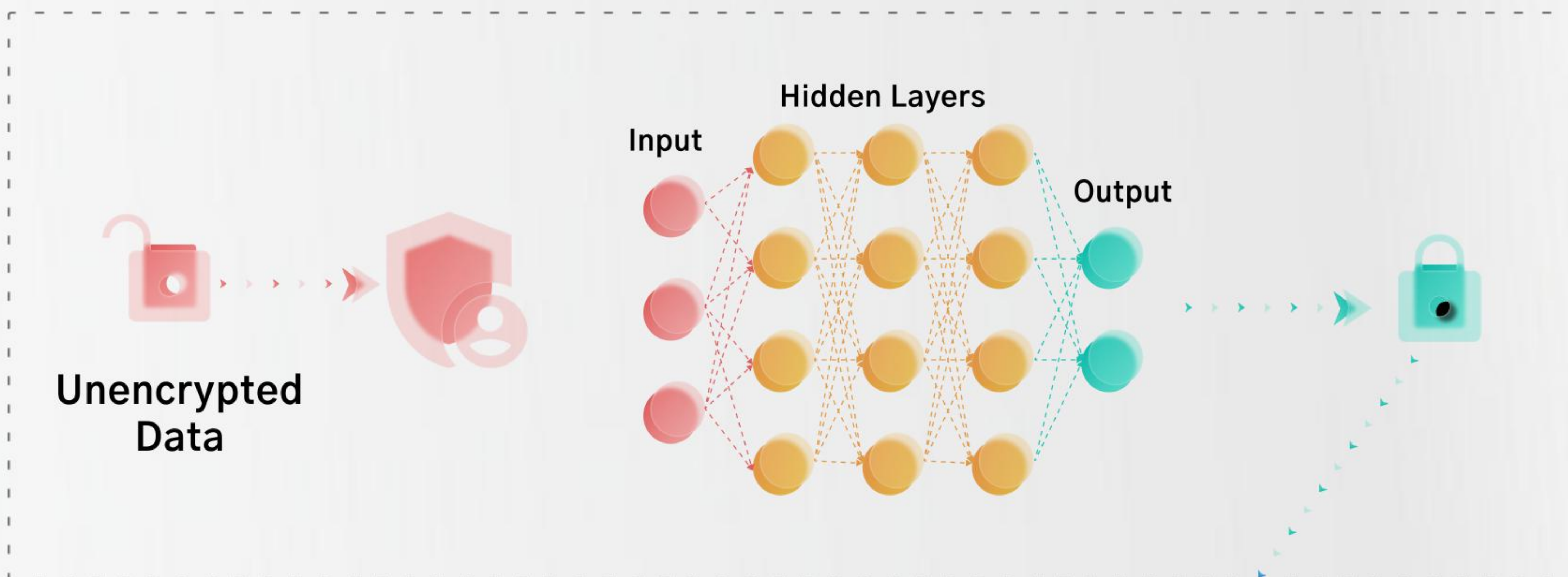


or

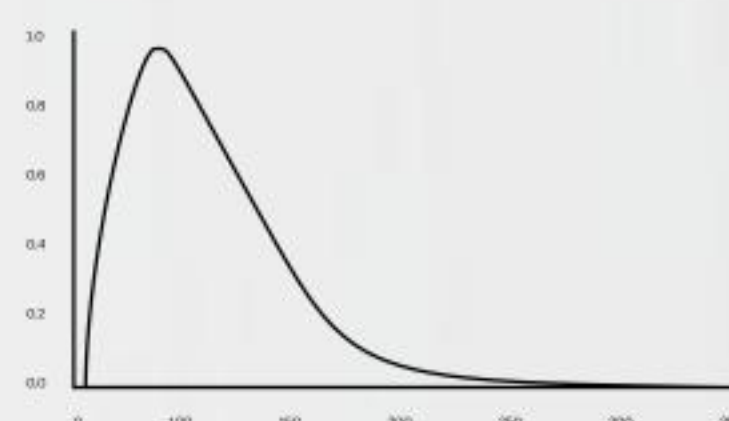
[Click here](#)

HOMOMORPHIC ENCRYPTION

Homomorphic encryption is a form of encryption allowing one to perform computations on encrypted data without ever decrypting it.



Plot Kaplan Meier Curve



Yes

No

ENCRYPTED DATA

Above is the running time required for encrypted data to be safely transferred.

TECHNOLOGY STACK

- 01 Git (GitHub), Docker.
- 02 Libraries: HElib Linux toolkit, Tensorflow, Seaborn, Module-Wrapper(SWIG).
- 03 Framework: VScode(HElib in CPP) and Colab(NN architecture).



the usage



SCOPE OF WORK

TypeFace Design

ROLE

Designer of Typeface

CLIENT

Self Initiated

DURATION

1 Month

BUTLER TO BUTLER'S SLICE

This font was created by carefully slicing up an existing Butler typeface to create a unique look. The result is a display font with a cutting edge.

2022

TYPEFACE BUTLER'S SLICE

CHALLENGES

- 01** **Establishing the Design Brief:** Establishing the design brief is the first step in developing a custom typeface.
- 02** **Developing the Character Set:** After establishing, the next challenge is to develop the character set.
- 03** **Creating the Font File:** The font file is the file that will contain all the information needed to create the typeface.
- 03** **Testing and Refining:** After creating the font file, the final challenge is to test and refine the typeface.

THE GLYPHS LOOKS

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz 0 1 2 3 4 5 6 7 8 9

THE WEIGHTS

A

A

A

Bold

Regular

Ultralight

Scan QR Code to see details



or

Click here

TYPES OF SLICES

Below is the description of the types of slices to understand how the [typeface evolves around](#).



Angle Slice

Slicing happening on [55 degree angle](#) has been termed as Angle Slice. Typically for the Alphabets Inolving Angles.

AMIVWXY vwxy



Vertical Slice

Slicing happening from [centre](#) has been termed as Vertical Slice. Typically for the Alphabets Inolving [only curves](#).

CGQS cgs



Linear Slice

Slicing happening on an [cross-section](#) has been termed as Linear Slice. Typically for the Alphabets Inolving a [linear prominent line](#).

BDEFHILU bdefhu

SCOPE OF WORK

Performance

ROLE

Performer

STARRY UNVEILING: A MULTISENSORY JOURNEY THROUGH VAN GOGH'S ARTISTRY

In this immersive performance, participants were invited to delve into the world of Vincent van Gogh, exploring the intersection of surveillance and combined artistic expression.

2023

VAN GOGH PERFORMANCE

UNFOLDING OF THE PERFORMANCE

- 01 Arrival and Grouping:** Participants were organized into groups and ushered into the first room.
- 02 The UV Revelation:** Initially handed blank paper, attendees discovered hidden drawings under UV light upon entering the room. Each drawing piece contributed to a larger painting.
- 03 Projection of 'Starry Night':** As they worked on their own pieces, a projector displayed Van Gogh's mesmerizing 'Starry Night', immersing the space in the artist's iconic masterpiece.
- 04 Completion of the Puzzle Painting:** After completing their individual drawings, participants placed them strategically to form a larger puzzle painting resembling Van Gogh's style.
- 05 Transition to the Second Room:** Moving to the next room, attendees found seats furnished with pamphlets containing Van Gogh's biography.
- 06 Artistic Presentation:** At the center of the room, the performer presented a small violin out of paper, symbolizing Van Gogh's passion for music.
- 07 Final Act:** Upon finishing the violin, the performer returned to the first room and placed the paper violin at the center of the puzzle painting.

AND SURVEILLANCE

we invited
exploring the
story.

groups of four

ees discovered
Each revealed

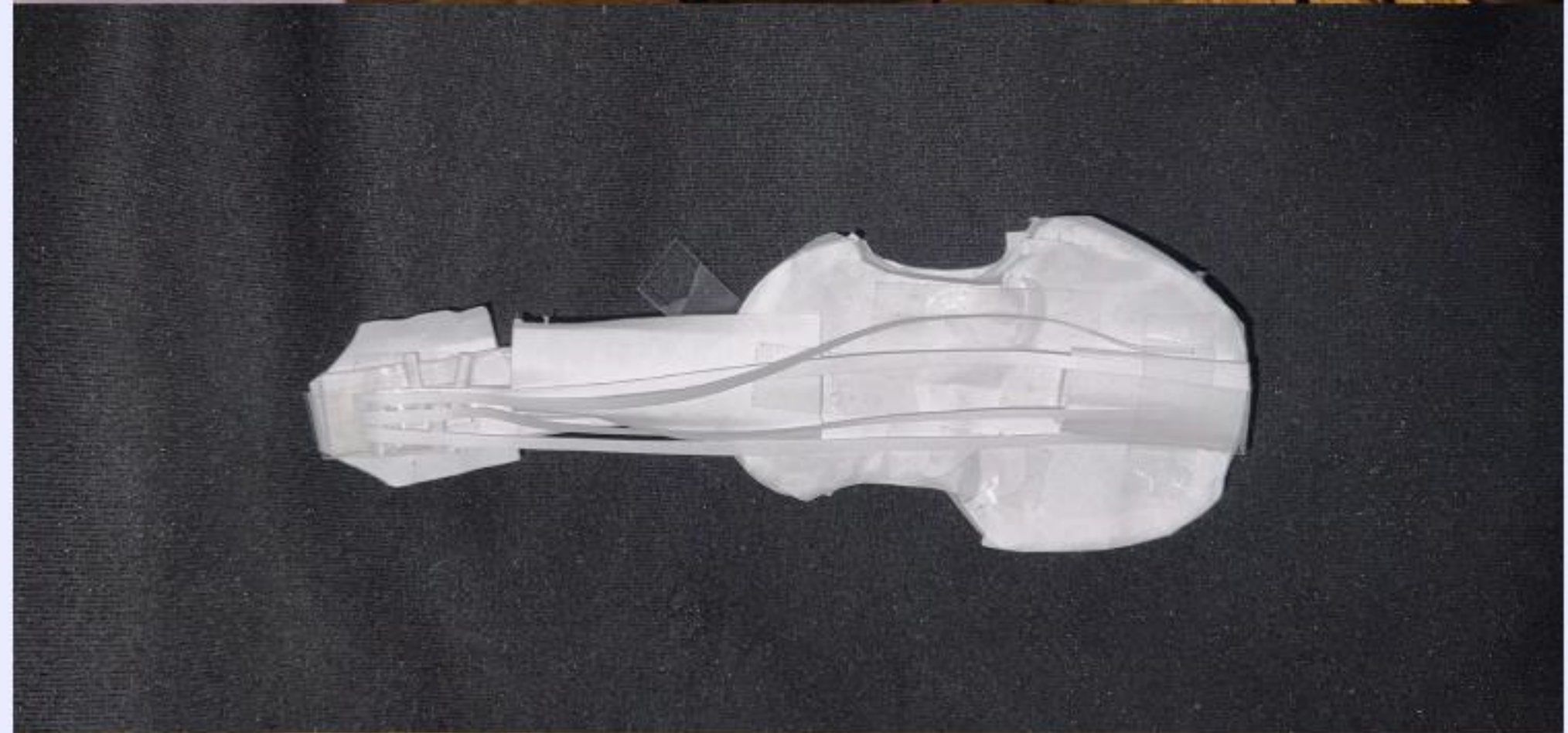
ontributions, a
Night' video,

their individual
form a cohesive

om, attendees
h's poetry.

former crafted a
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ned to the first
tle painting.



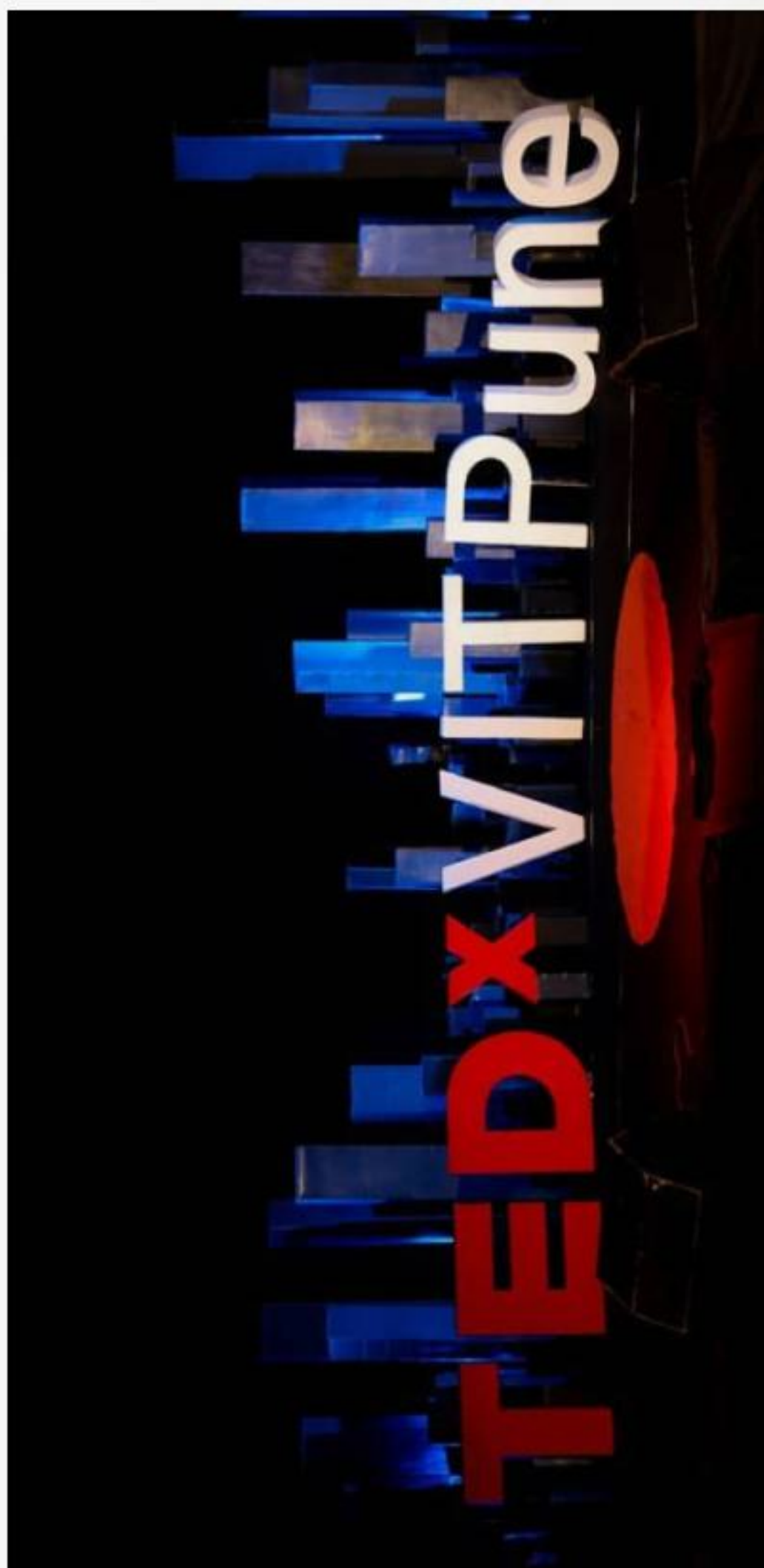
OTHER INTEREST

TEDX STAGE

TEDxVITPune
Aesthetic Head

Building an aesthetic and fully functional rotating TEDx stage using the Parallax concept with a successful lighting arrangement.

[Click here](#)

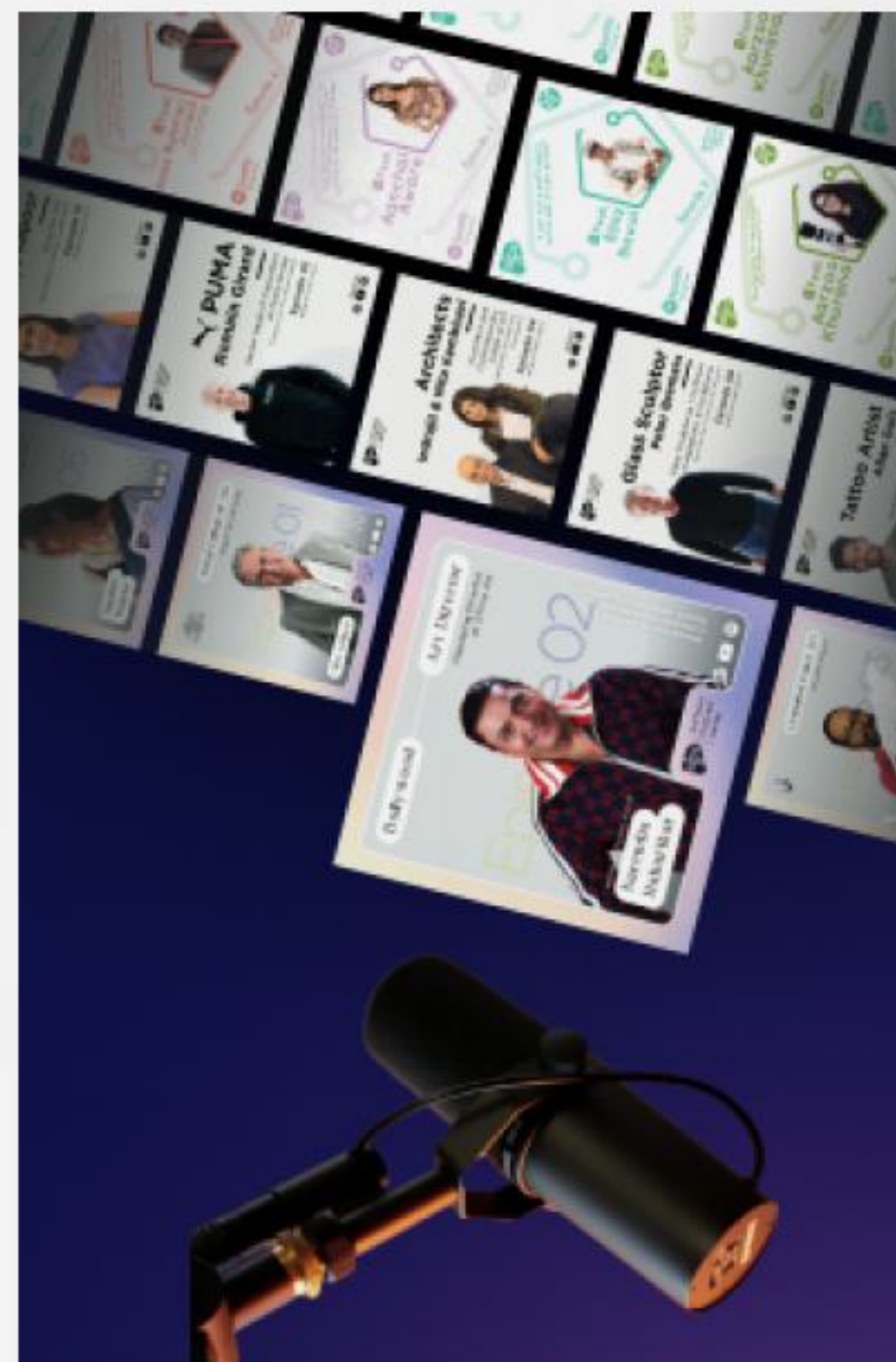


ARTTOWN PODCAST SERIES

Podcast Host

We successfully hosted 40+ talks with 50k+ views & 18000 hours of playtime and inspired many young minds to pursue Art & Design field

[Click here](#)

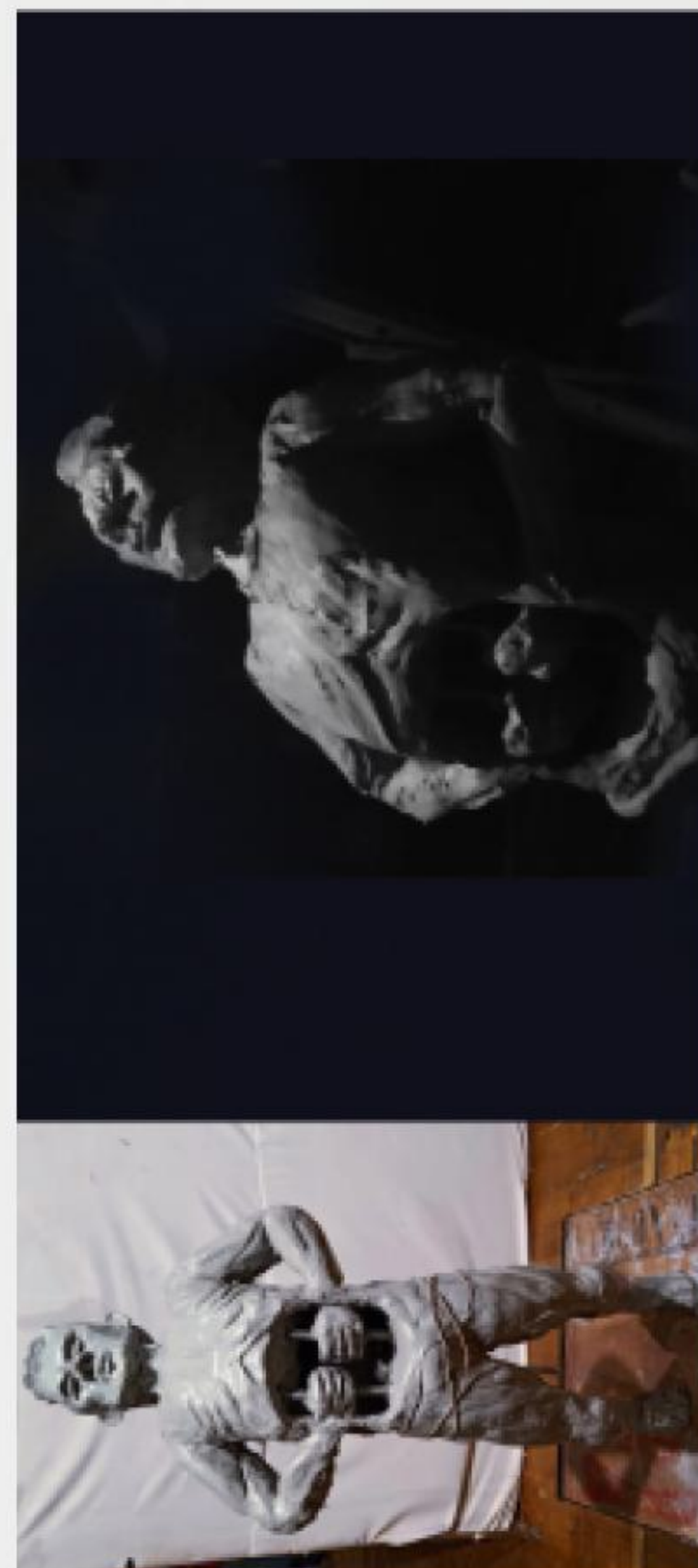


SCULPTURE

Firodia Karandak

I was a beginner in sculpture when I started out. Working tirelessly for nights at a stretch with practice sessions, I got to improve my skills and eventually won.

[Click here](#)



CREATIVE DIRECTOR

VishwaConclave

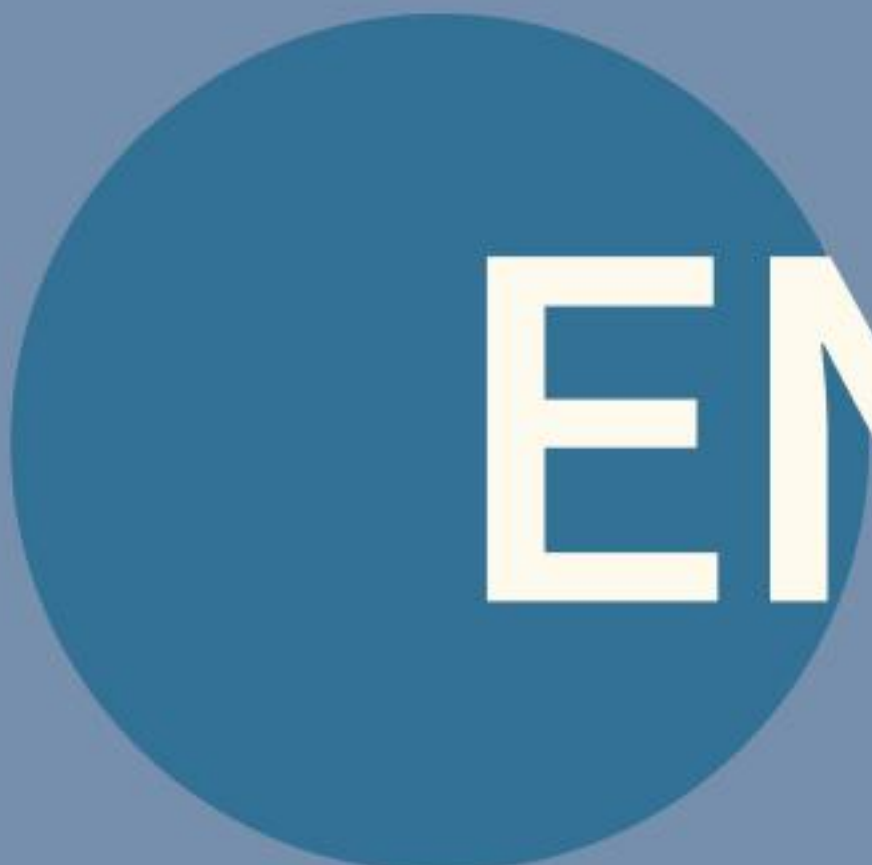
Over the period of 3 years, my responsibilities expanded to being in charge of Marketing, Social Media, Aesthetics, Design, and Website. It turned out to be a very successful event conducted post-Covid.

[Click here](#)



THANKS FOR
READING!





END