DESIGN PORTFOLIO

Selected works of User Experience Designer

Aravind Prasad

aravindprasad.in

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Linkedin

+91 9952093177

Aravind Prasad Kannan, UI/UX Designer

Design-gineer with 4 years of experience in hand crafting design for digital experiences, advancing solutions for local problems.

User Interface Design | Interaction & User Experience Design | HTML/CSS - Web Design | Branding | Product Designer | Projects & Team Management

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EXPERIENCE

Co-founder, Manager
Creation Labs • Vellore, IN
Feb 14' - July 17'

A student driven space where students and faculty are encouraged to come together to design and innovate on projects in multidisciplinary teams.

- Establishment, creation of structure & application process.
- Design & branding development, UI/UX design for websites.
- Expansion from 8 members to over 300 with 40 projects.
- Personally mentored over 15 teams.
- Planned and coordinated 10+ events, catering to over 3000 students.

Co-founder, Design & IT Lead
We Are Allies • Boston, USA
Sept 16' - Present

A non-profit made up of doctors, pharmacists, designers, engineers and people in recovery with a goal to help prevent opioid overdose deaths and to support those suffering from addiction.

- Leading the team developing the website, ecommerce site & the mobile apps.
- Development and realization of branding for the company.

UI/UX designer
Actonate • Baroda, IN
Feb 12' - Nov 14'

A tech consulting firm with years of experience in building and running large scale products on the cloud. Working with numerous enterprises and startups across multiple sectors, helping them build new products.

- Lead the design team to conceive, develop and present memorable digital experiences for over 10 clients.
- Worked on realizing branding and strategy for multiple clients.

Freelance designer
Various Companies/Clients
Feb 12' - Dec 16'

PROJECTS

Samaritan
Service that provides insights and trends of patients suffering from leukemia, using neural networks to aid the doctor in diagnosis.

Poshan
Unique set of smart utensils specifically designed with embedded sensors to measure nutrition in babies in rural settings.

Larvafinder
Add-on device combined with a mobile app for public health agents to reliably detect in real-time, the presence of mosquito larvae in water bodies.

Won 1st place at Zika Hackathon, Boston

Wabbit
Innovative way for storytelling and story creation, made handy to read and write, through the intuitive and easy to use UI on mobile applications.

Protray.me
Dynamic autogenerated narrative of your life based on info stored on phone - Location, fit data, Uber trips, Facebook posts, etc by using machine learning & NLG.

Won Two Sigma Award at Pennapps XIII, Philadelphia

Preleprosy
Algorithm on an app that uses a large image database, machine learning and neural networks to predict within minutes if a skin lesion is an indication of leprosy.

Won 1st place at Jugaadathon 2014, Bangalore

Weebo
Creating a safe, intuitive and beautiful communication device for young children to stay in touch with their parents replacing the smart phone.

Fxii
A cost effective, immediate first aid response to a bone fracture. Modeled like a spray can for quick application. Solidifing hard foam, immobilizing the fracture till patient reaches hospital.

Won ABinBev Award at Jugaadathon 2014, Bangalore

CLIENTS

Massachusetts General Hospital Global Health | CAMTech | VIT University | Honeywell | visualbi | Sapna Online | lattice innovations | Actonate

ACHIEVEMENTS

University Innovation Team Award
Vice Chancellor, VIT University
May 2014

Special Achiever Award
Chancellor, VIT University
April 2014

7 Awards from various hackathons
Global, 2013-16'

Multiple Grants, Investments for product development
Global, 2014-16'

Voted 'Best Designer in VIT'
Quora, 2013

EDUCATION

Bachelors in Electronics & Comm. Engg (B.Tech)
VIT University, Vellore, IN • 2011 Batch

- Redesigned and Redeveloped VIT University's Main website in a team.
- Oversaw the establishment of an Innovative makerspace for students.
- **Clubs & Chapters** - Creative Director - IEEE VIT students chapter, Design Coordinator for fests Riviera 2012, 13', 14'. Designer for band Drift, Technology & Gaming club, International Students club, Debate society, RoboVITics, Yearbook, Ayuda, Sanshray, Pravega Racing.

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INDEX

Page 2 CV
Page 3 About + Process
Page 4 In depth look at a project
Page 10 Examples of Wireframing and sketches
Page 11 Collection of web User Interfaces
Page 17 Collection of mobile User Interfaces
Page 21 Product Design
Page 22 Logofolio

ABOUT

I'm Aravind, a digital product designer, based out of Chennai, India happily designing for the past 5 years. A manager at Creation labs helping teams design / build technology solutions.

Having no formal design education, everything I know has been through years of learning from failures and trials, applying myself on many diverse and distinct projects. Though primarily focusing on UI/UX design, I did learn valuable skills gained experience on frontend and backend dev, branding, strategy, Product development and design, Industrial design, Healthcare solutions among others. I believe this diversity in experiences gives me a unique edge when working on complex interdisciplinary projects.

The journey so far has taught me that the right design is always difficult, and the best solution is the simplest. Important work is the result of passion, curiosity, perseverance, open-mindedness, skill and the gumption to keep learning.

Areas of work

User Interface Design | Interaction & User Experience Design | HTML/CSS - Web Design | Branding | Product Designer | Projects & Team Management

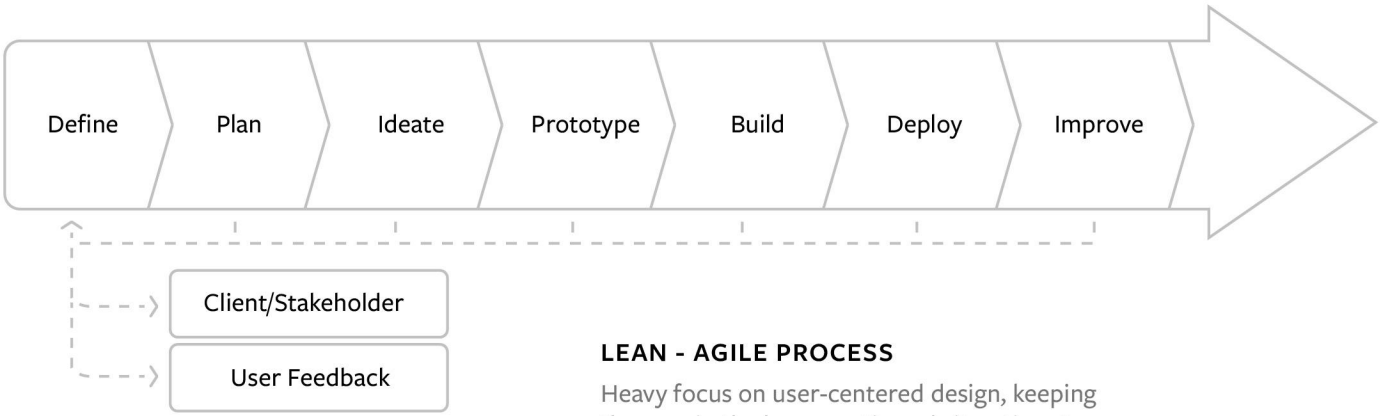
Special areas of interest

Low cost healthcare solutions
Designing affordable and simple solutions to common healthcare problems in low cost settings like India, Uganda, Panama.

Hackathons
Encouraging people (& myself) to come together and tap into creativity and produce new / improve existing ideas to better serve community.

Makerspaces
Collaborative workspaces with fully flushed out equipment and space for students for making, learning, exploring and sharing ideas and projects.

PROCESS



LEAN - AGILE PROCESS

Heavy focus on user-centered design, keeping the user in the loop, continously iterating. As a self taught designer, I understood the impact of user experience through user feedback.

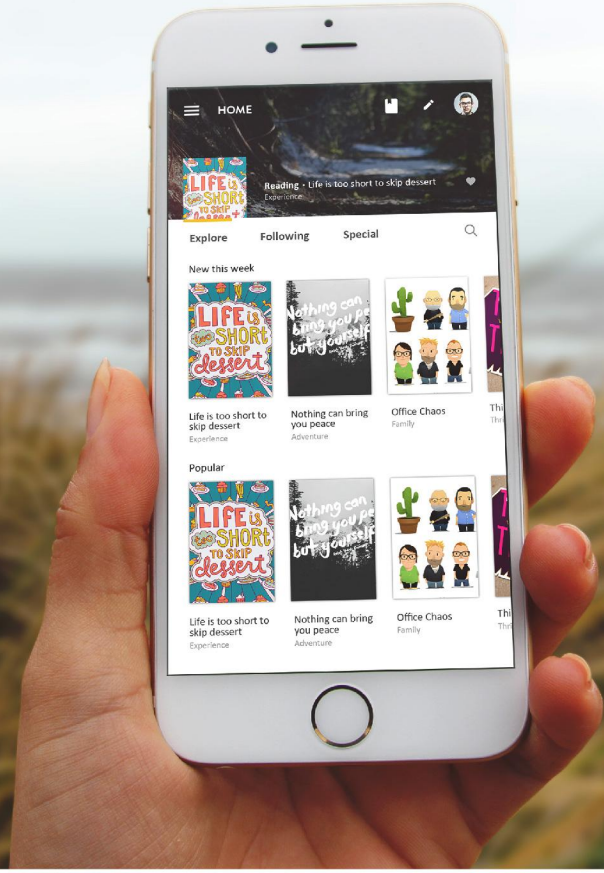
The following projects provides an insight into my process and skills

Wabbit

A new way for storytelling and story creation

I led the design, research and testing for the iOS application for this startup.

UI/UXD - March 2016



Partnered with the project manager, iOS developer and a content creator to realize the design of their first version.

Designed high fidelity mockups and prototypes to share the vision and conceptualize the idea. Focused on goals and features at launch, negotiated features for the future.

Through meetings and user feedback, uncovered insights, addressed user behaviours and translated concepts into features of the App.

Process

Discover & form insights

↓

Run Scenarios

↓

Create low fiedlity mockups

↓

A/B tests - User tests

↓

Iterate

↓

High fidelity mockups

↓

Prototype & Deploy

Good Fast Cheap

Good Looking, Works as it should, Easy to Impliment

Since this was a new product from the startup, the focus was on getting it right the first time, quickly and continously re-iterating as improvements.

Tim

Undergraduate Student

Hobbies : Developing Website

Paul

Journalist, Writer

Hobbies : Photography, Playing the guitar, Travelling

Traits : Extrovert, Out-going, Curious, Experienced at Work, Lots of friends

Traits that affect the usage of our app : Lots of friends, Writes a lot, remembers people

Sarah

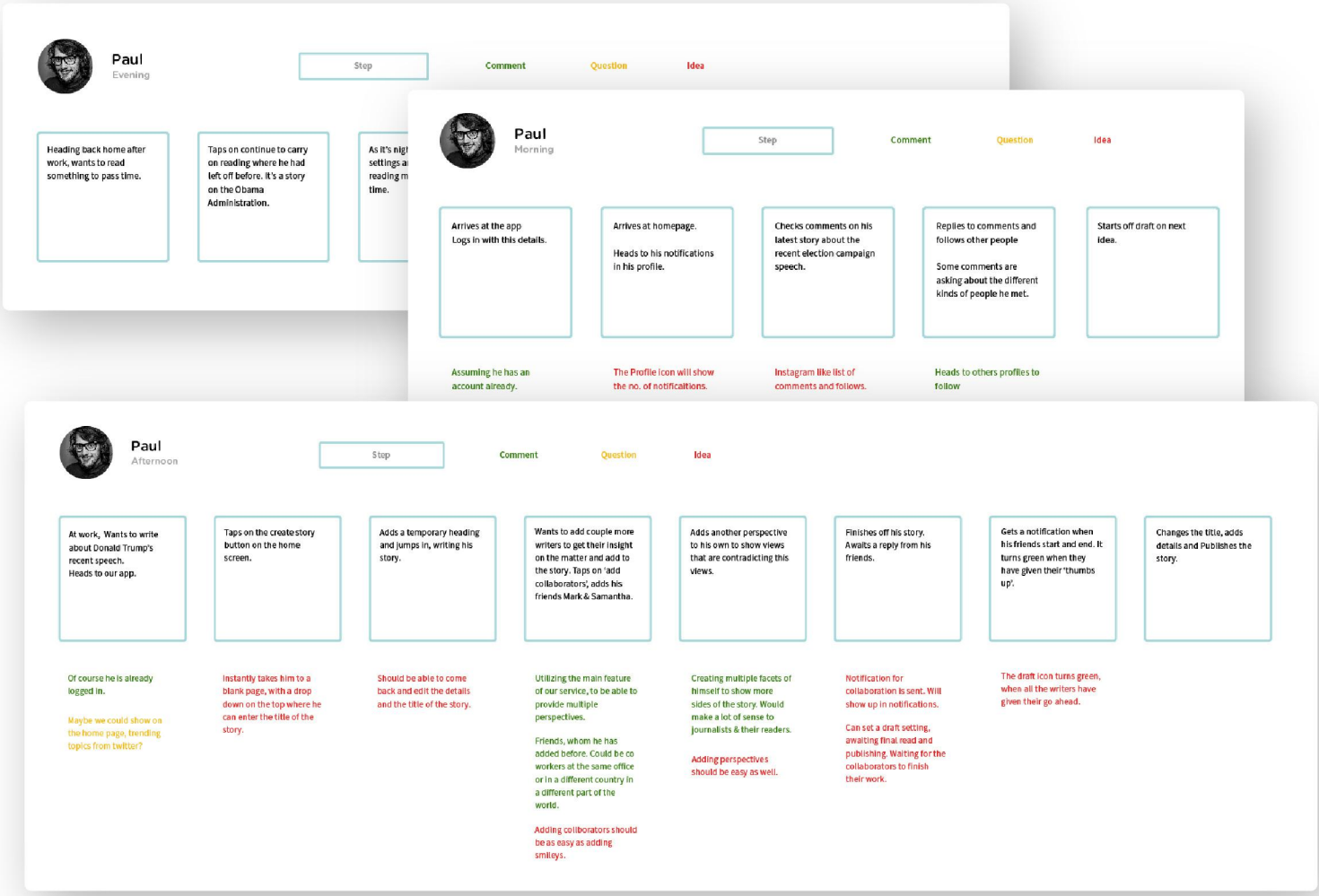
Blogger

Hobbies : Reading Books, Magazines, Watching Movies & TV series

Traits : Ambivert, Calm & Simple, Night Owl, Superficial

Traits that affect the usage of our app : Decent no. of friends, Seldom uses all the features of the app. Image centric, Worries how she is perceived.

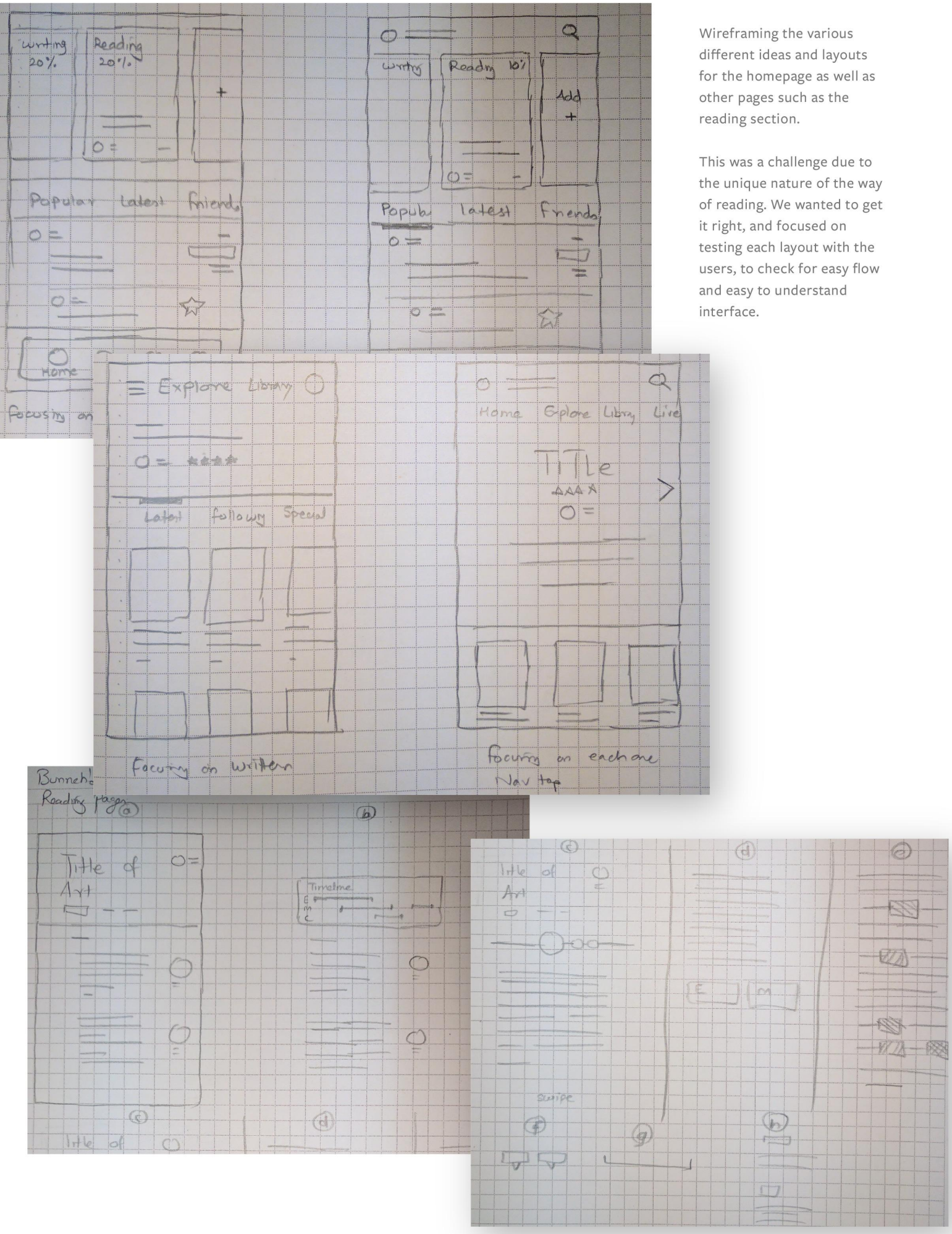
Started off with creating user personas for our targeted demographic.
And running scenarios with our users, their behaviors, their problems, the pain points in the usage of the app.



WIREFRAMING

Wireframing the various different ideas and layouts for the homepage as well as other pages such as the reading section.

This was a challenge due to the unique nature of the way of reading. We wanted to get it right, and focused on testing each layout with the users, to check for easy flow and easy to understand interface.



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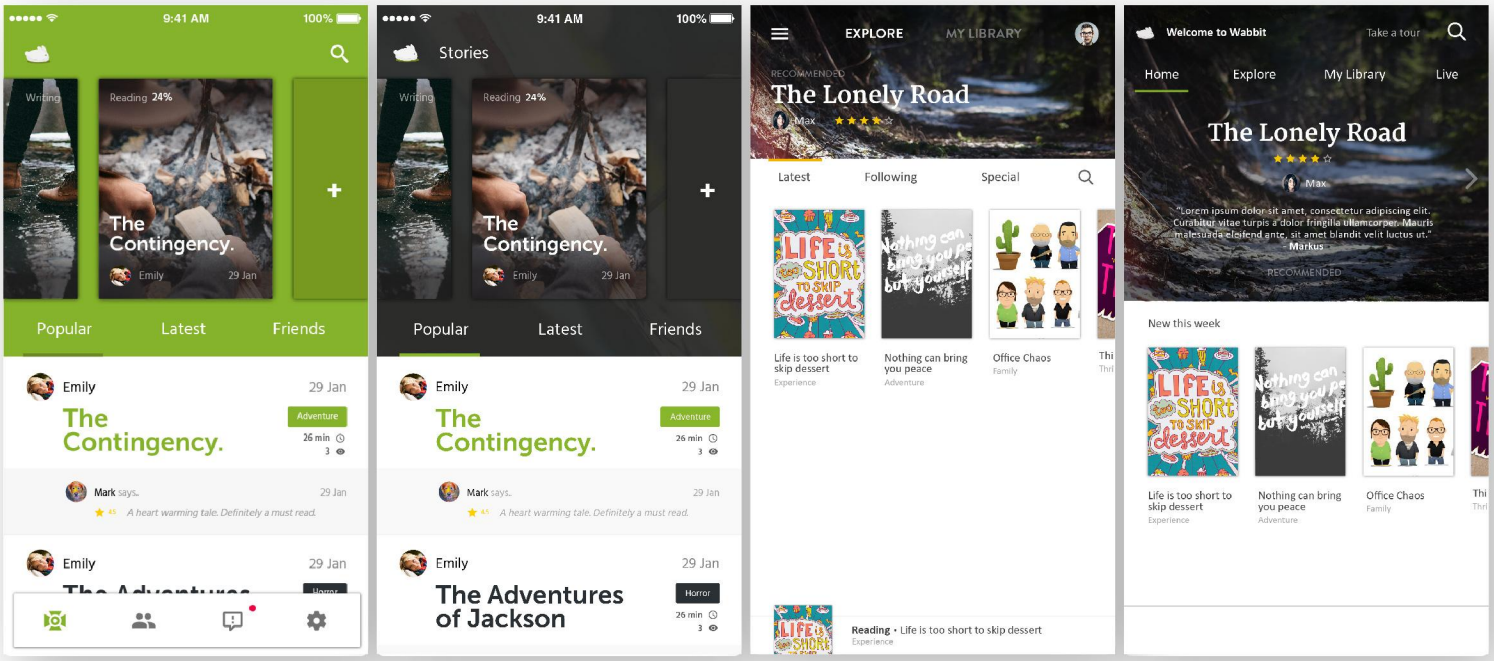
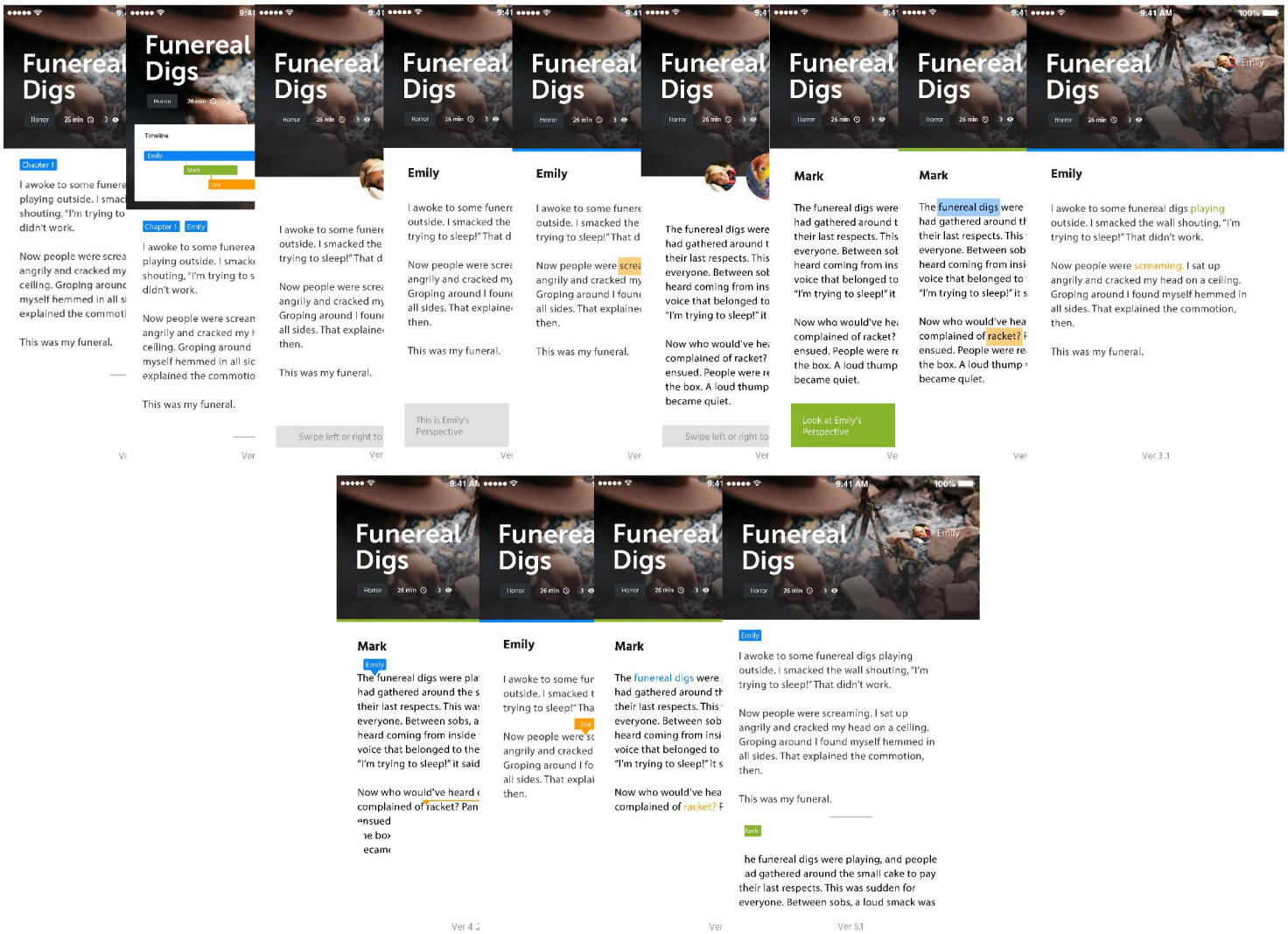


A/B TESTING

Testing the various layous created with users directly, asking them to explain their user flow. From the results we were able to pin point what users liked and what they disliked. We focused on making those better.

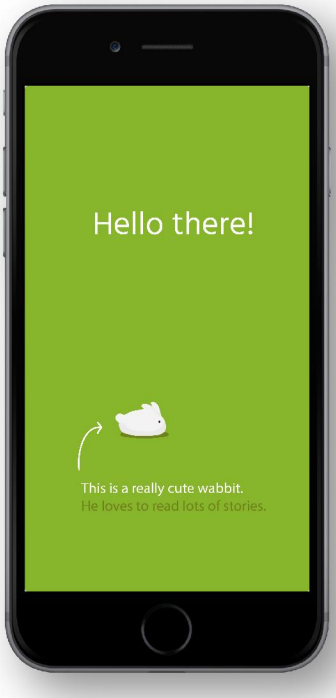


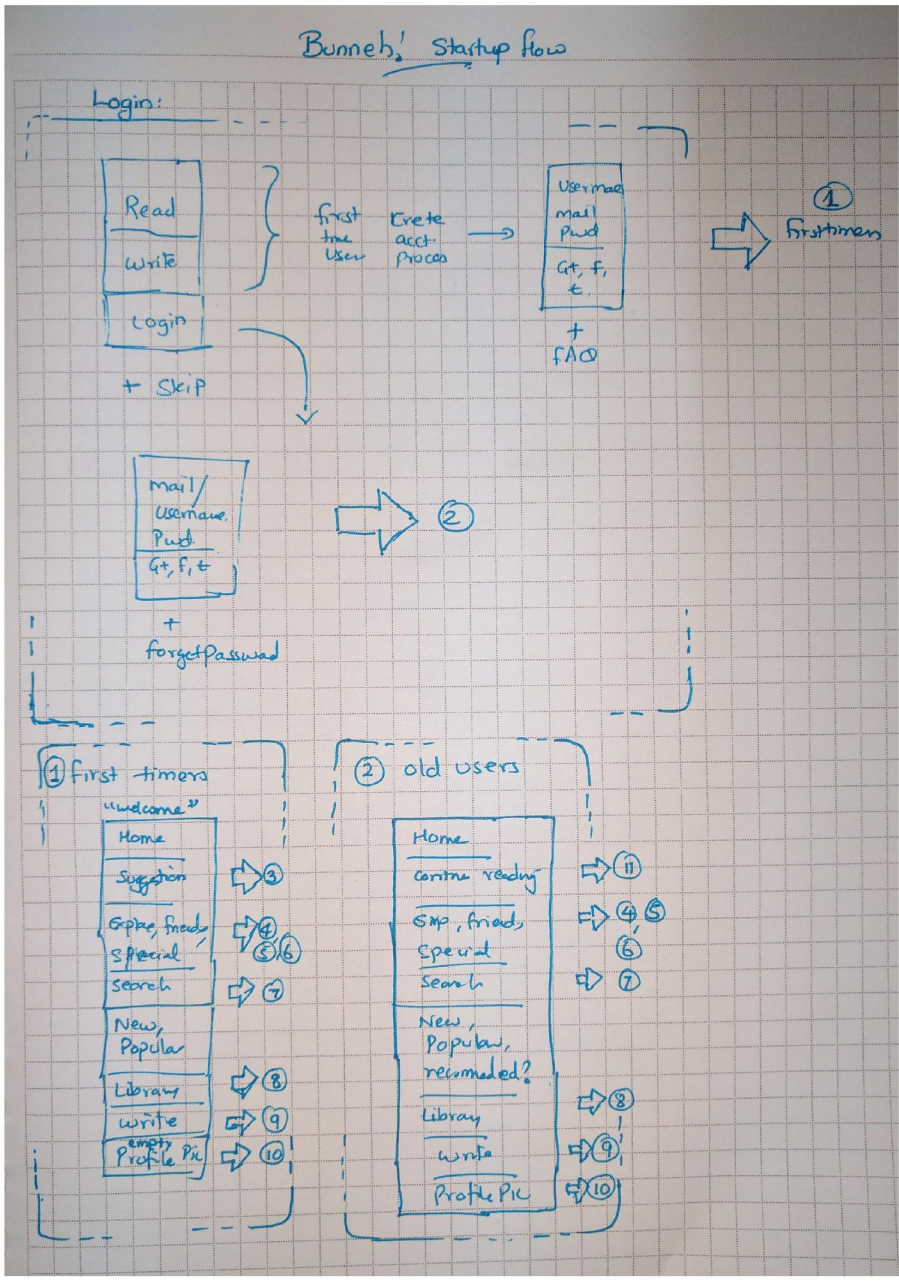
LOGIN

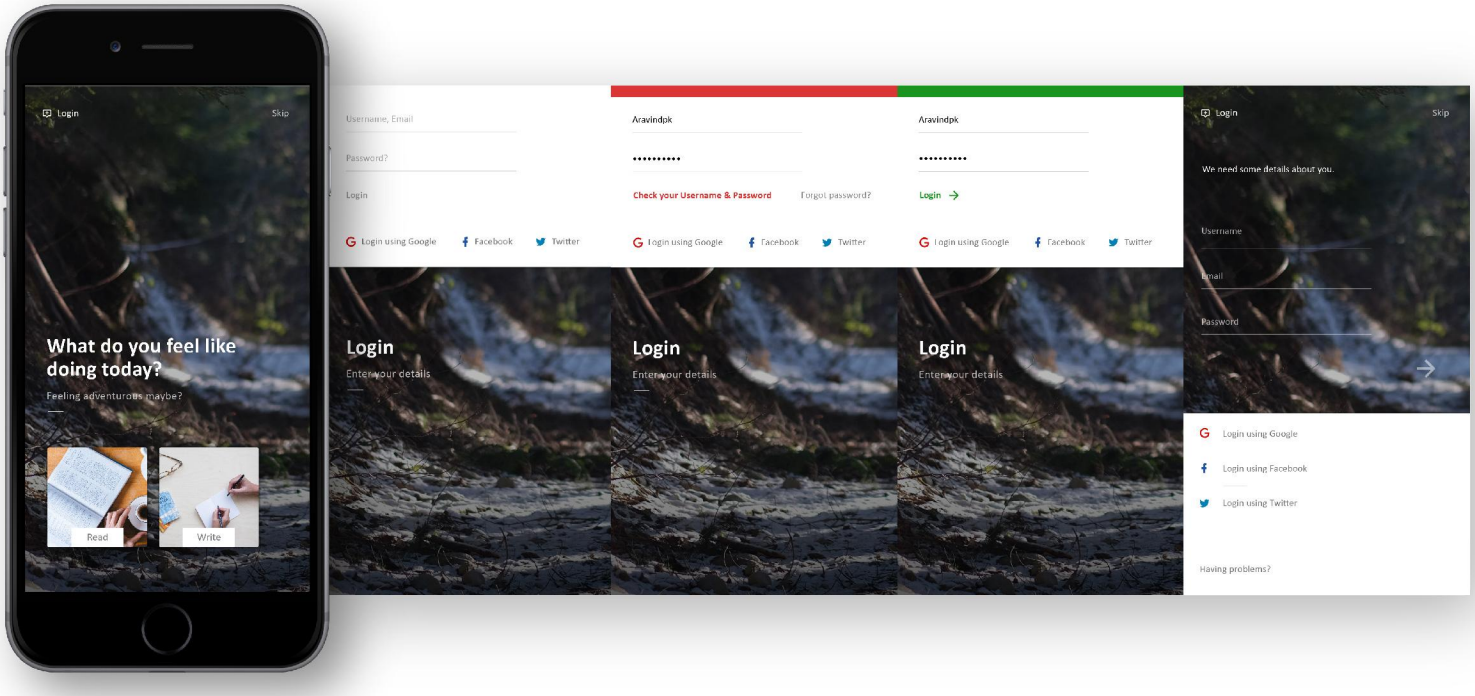
We found from user testing that most users don't want to spend an incredible amount of time on logging in.

We've designed it in a way, anyone can quickly get into reading/writing with just a tap. But if they want to save their progress, they would have to login.

We've strived to make that login process extremely easy too.







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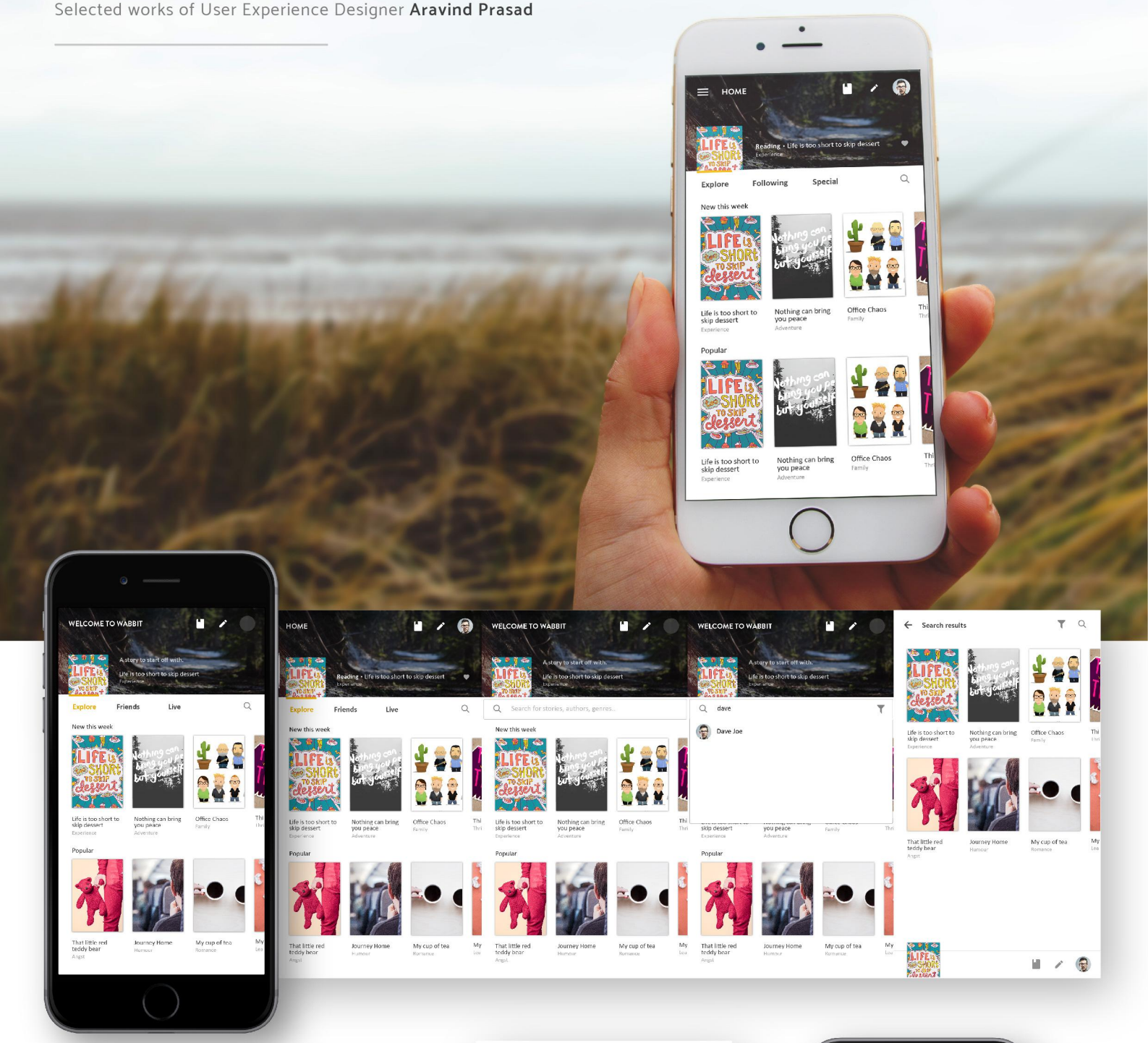
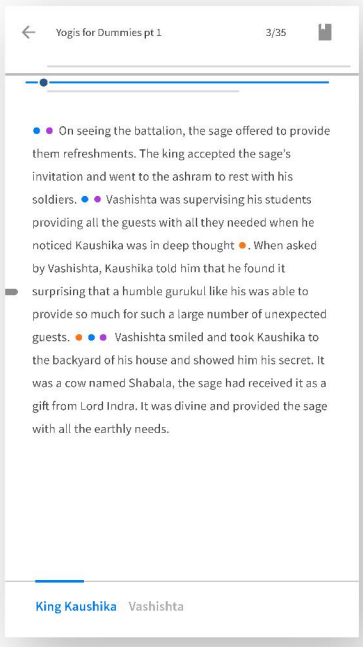


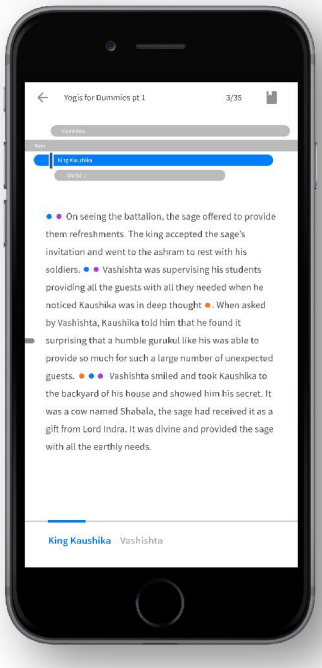
PROTOTYPE

A prototype was created from the mockups that were developed into the iOS application for Wabbit.

This first version saw a good amount of success until it was unfortunately shelved due to circumstances.

The experience gained from this project has none the less improved my skills at developing a user-centered product.

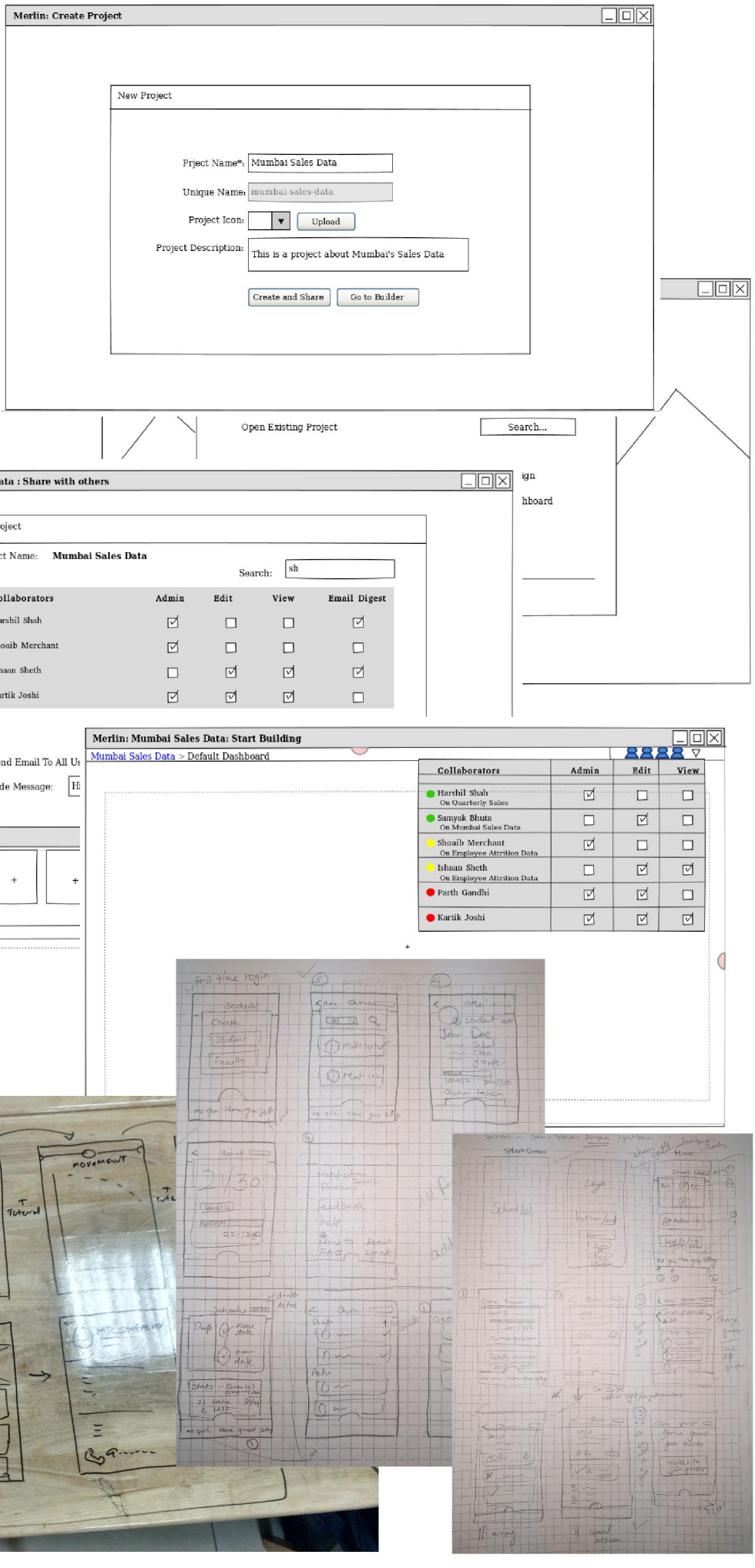




EXAMPLES OF WIREFRAMING AND SKETCHES

Being a self taught designer, sketching became increasingly important to understand and visualize the product. To plan the work flow and see first hand how the user will/should/shouldn't use the interface.

Whether paper & pencil, Balsamiq, Invision etc, I believe wireframing is very important.



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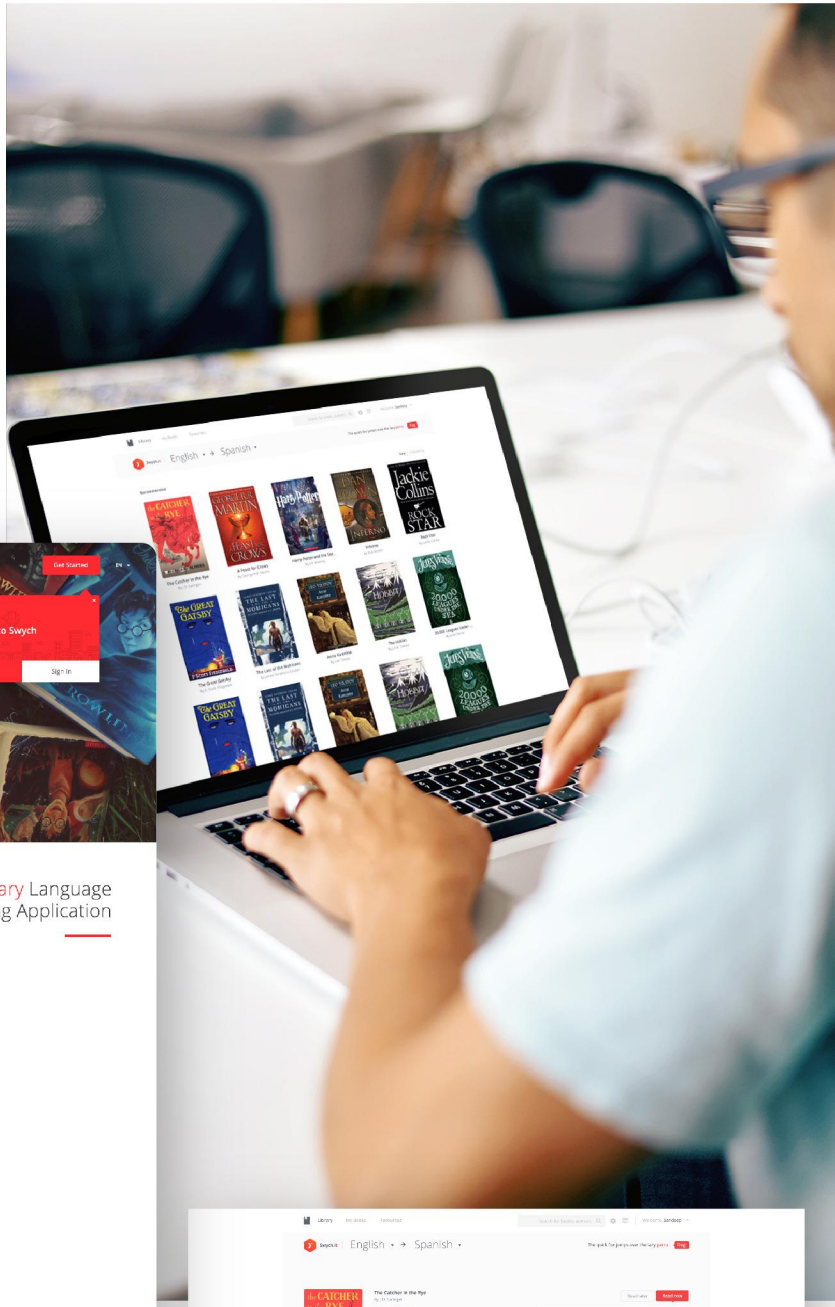
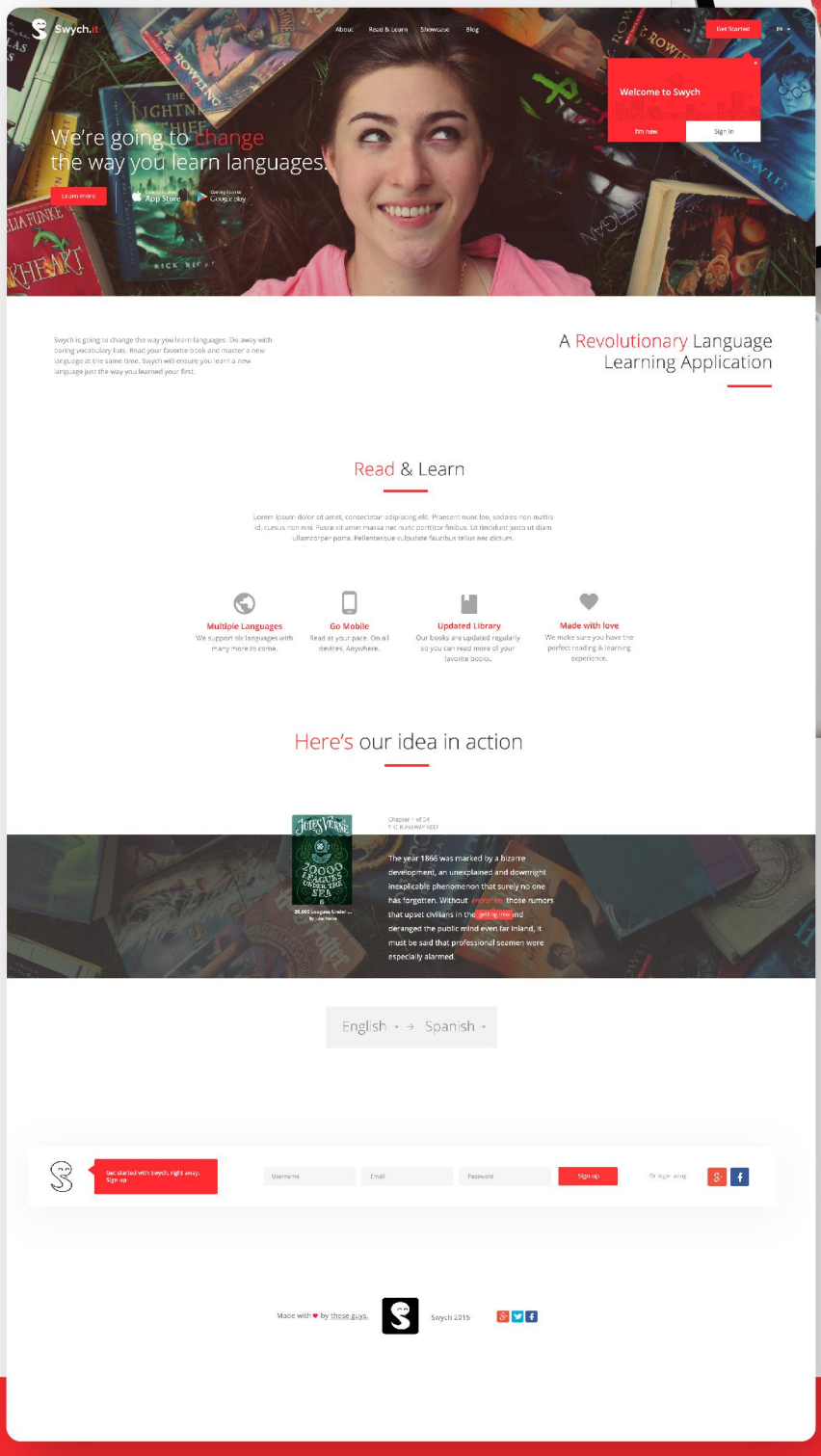
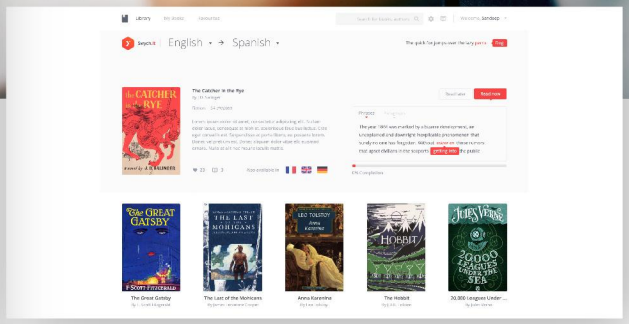
EXAMPLES OF WEB INTERFACES

Over the years I've worked on quiet a few websites, here are just a few to showcase my work.







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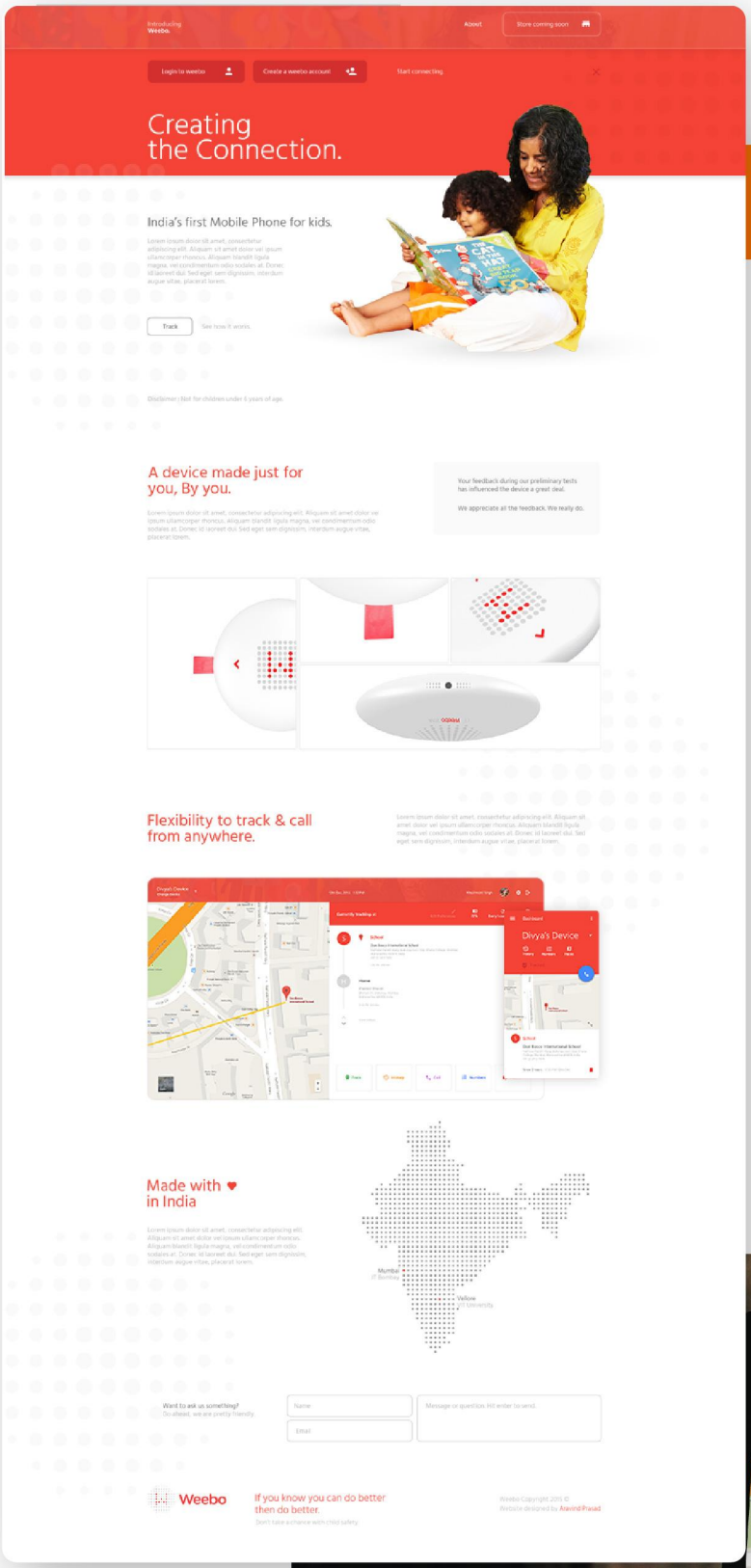

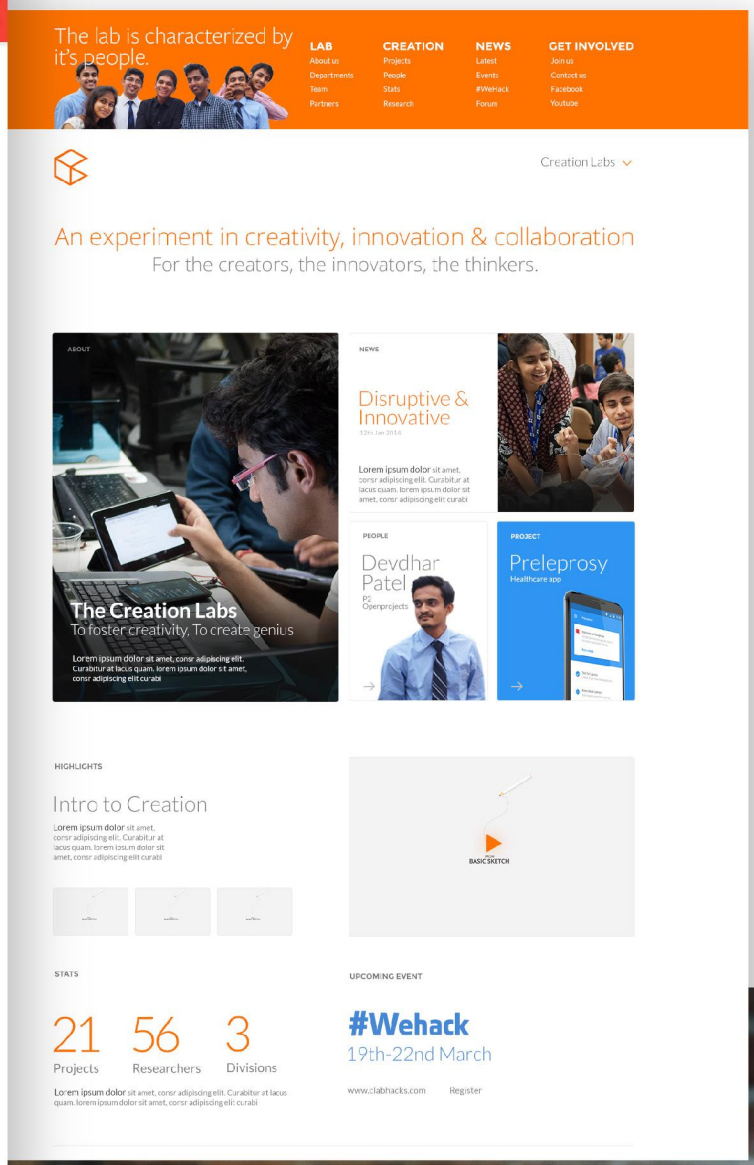

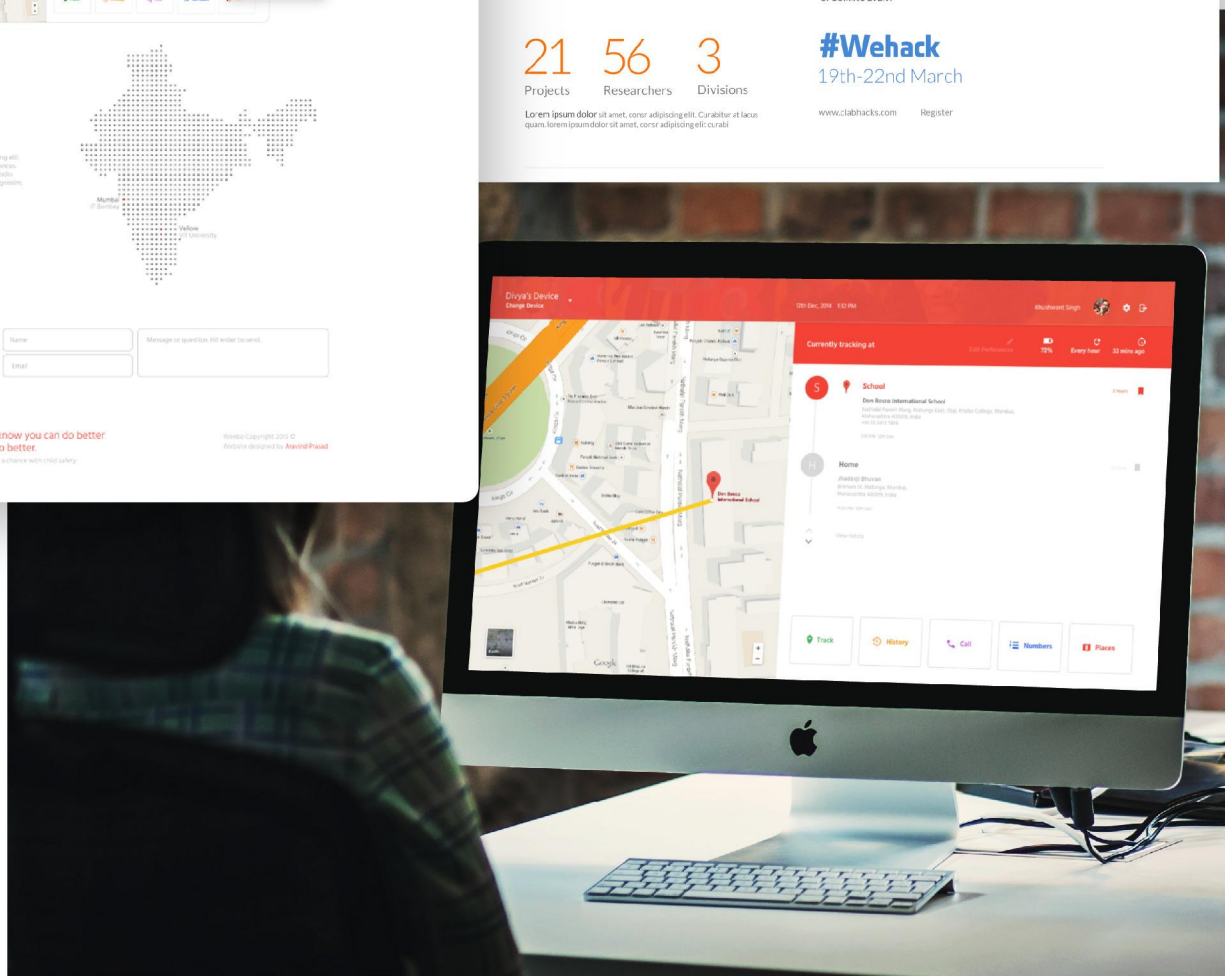

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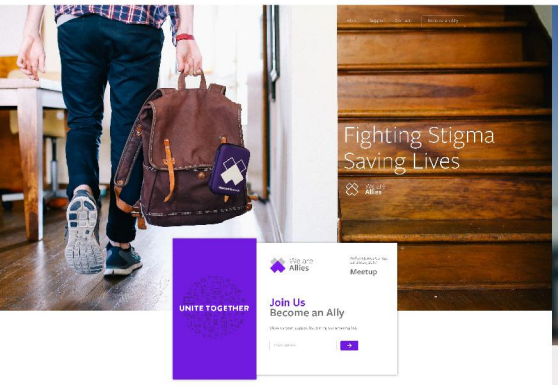


LEADING THE WAY, FIGHTING STIGMA

WHO WE ARE

MEDTECH BOSTON · The Boston Globe · THE RECORDER · metro

Opioid Epidemic

America's worst drug crisis ever

91 Americans die every day from an opioid overdose.

5 in the state of Massachusetts alone

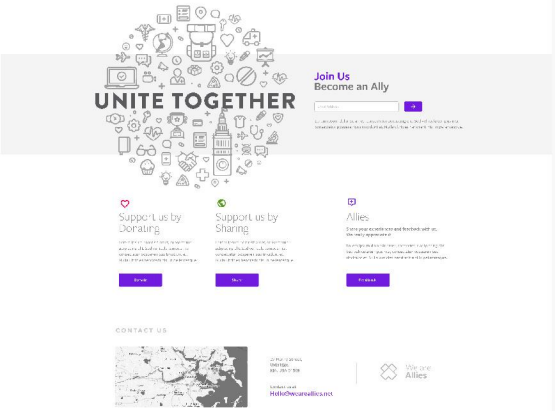
Drug overdoses now kill more people than gun homicides and car crashes combined.

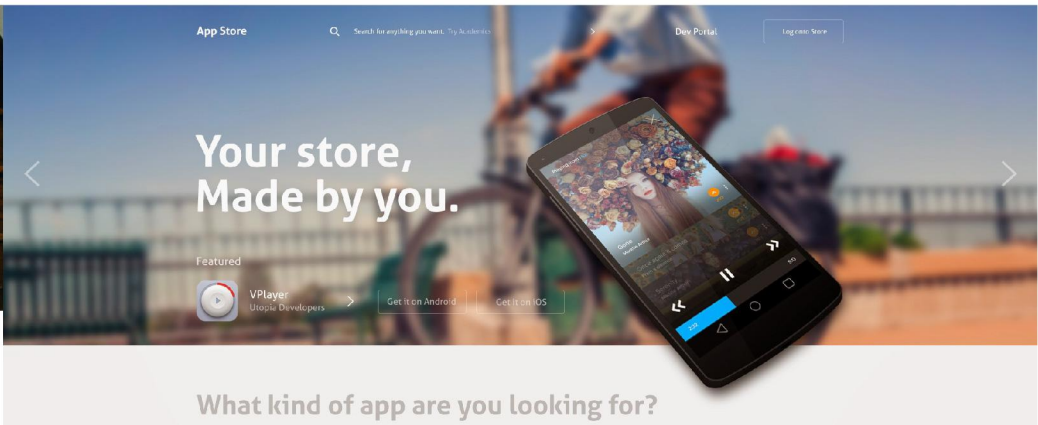
Overdose rates were highest among people aged 25 to 54 years.

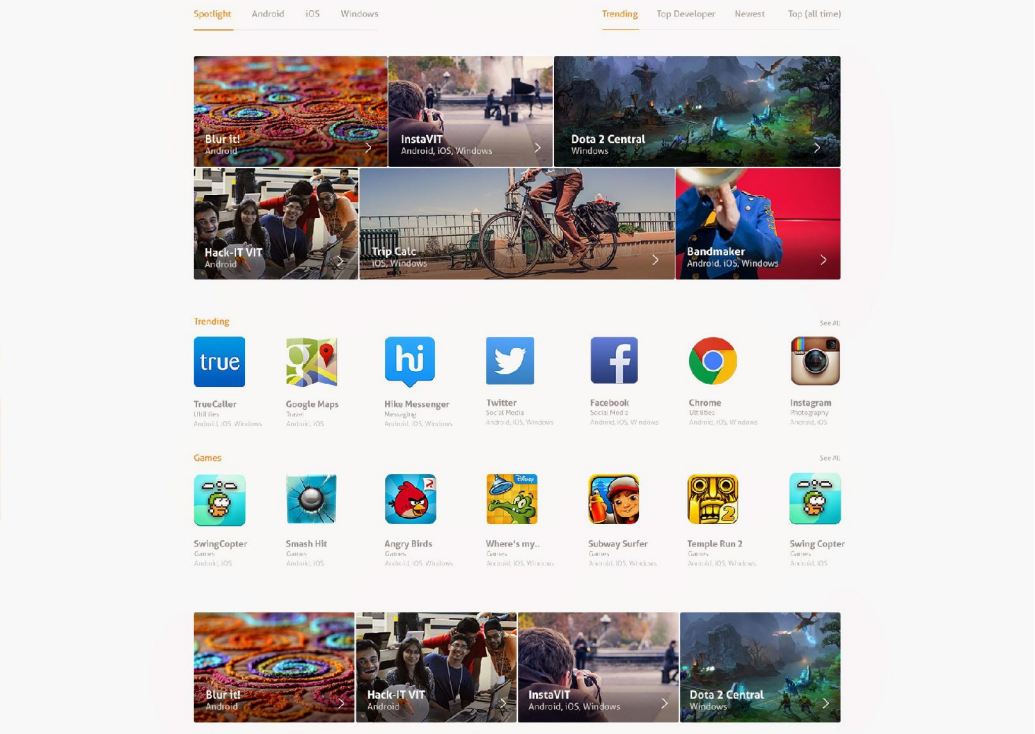
In 2015, more than 52,000 people died of drug overdoses.

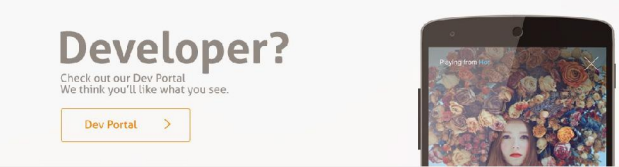
COMPASSION AWARENESS COMMUNITY ACTION

GE Foundation · CAMTech









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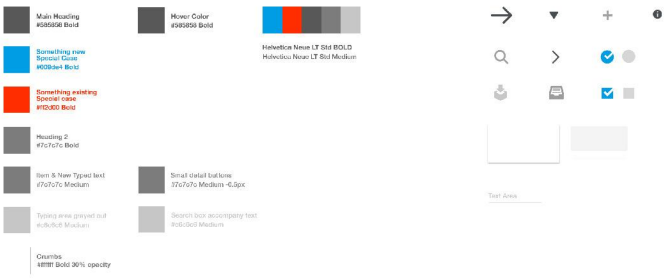
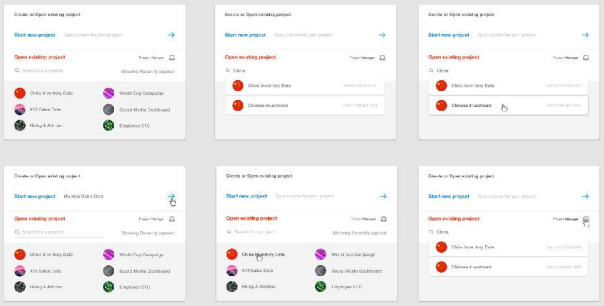
Merlin The User Interface

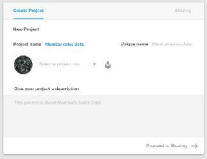
Designed By Aravind.



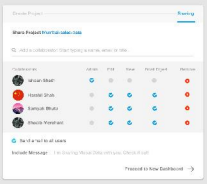
create or open exisiting project



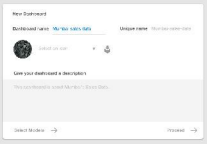
create project



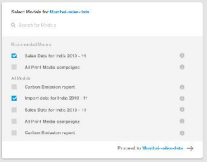
Sharing



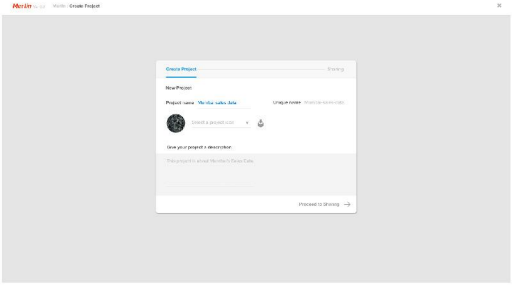
Dashboard Creation



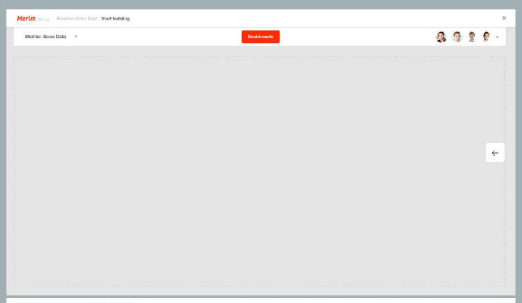
Models select



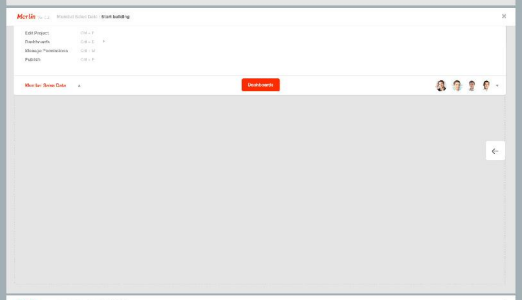
Entire Look



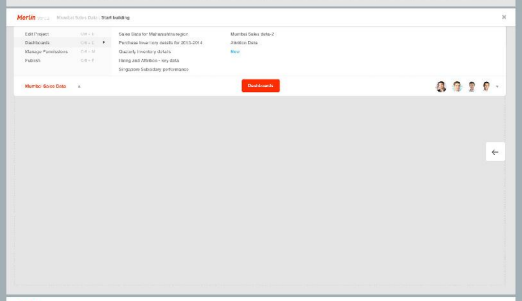
Default Builder



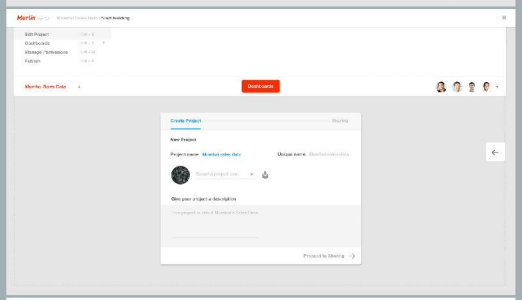
Menu opened



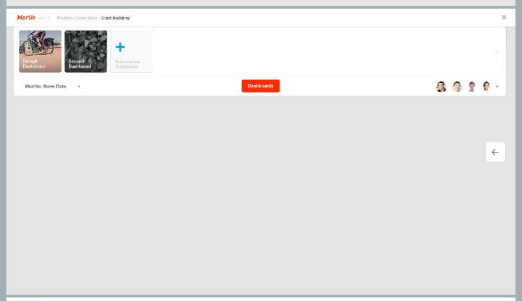
Menu Opened further



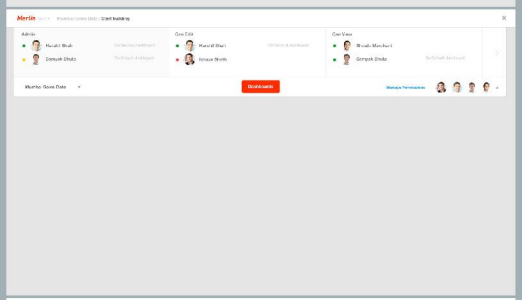
Menu Opened Edit



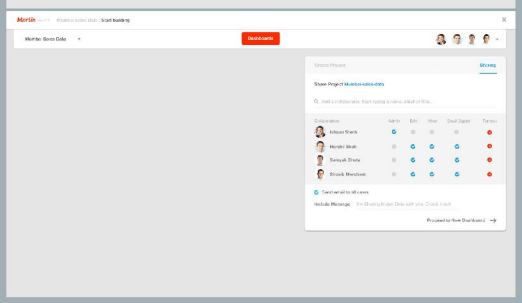
Menu Dash Open



Menu Collabor

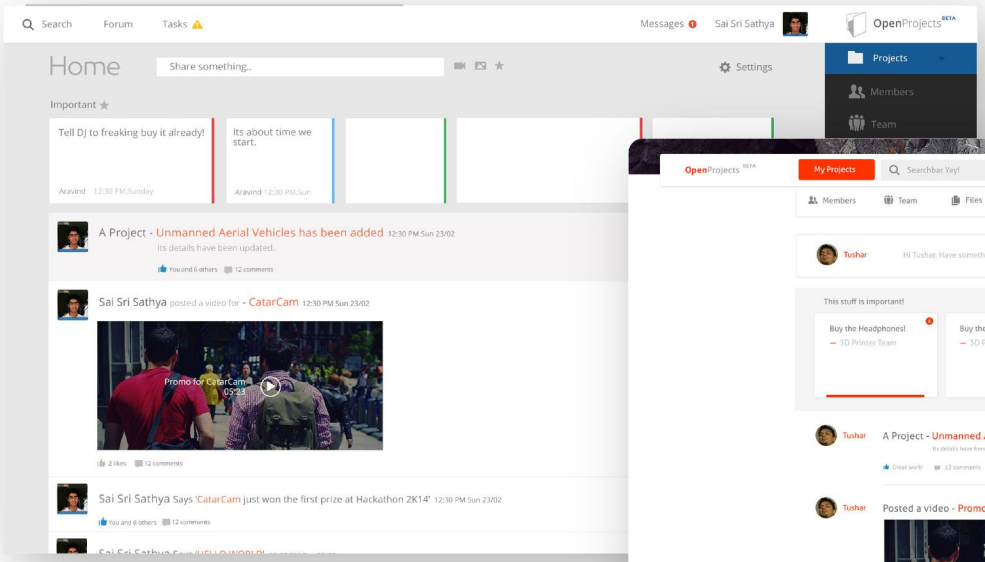


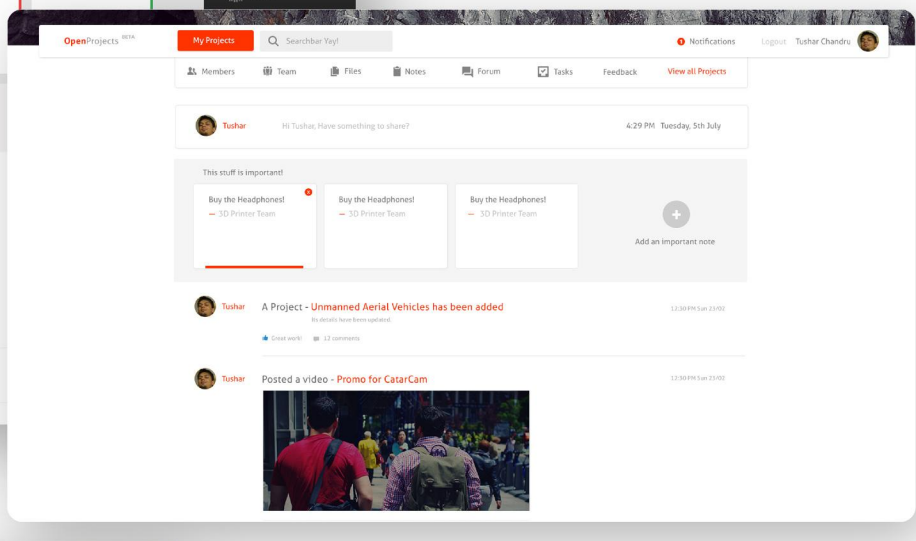
Menu Collab Permis sions

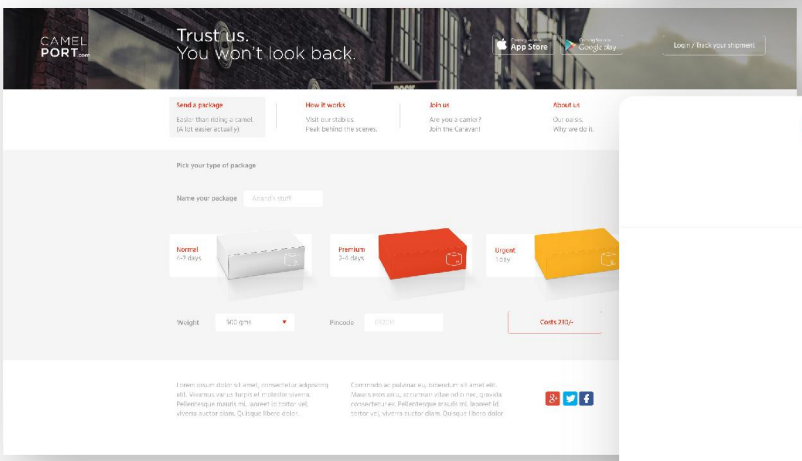


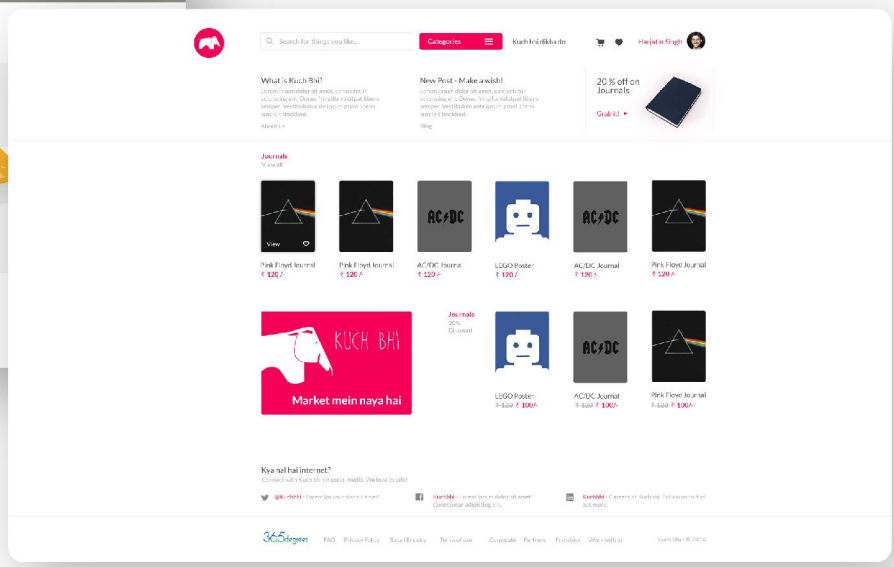
DESIGN PORTFOLIO

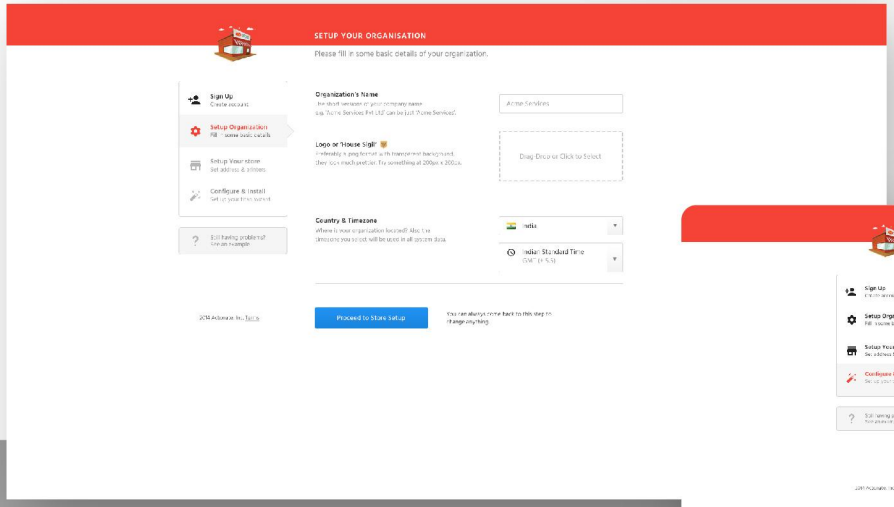
Selected works of User Experience Designer **Aravind Prasad**

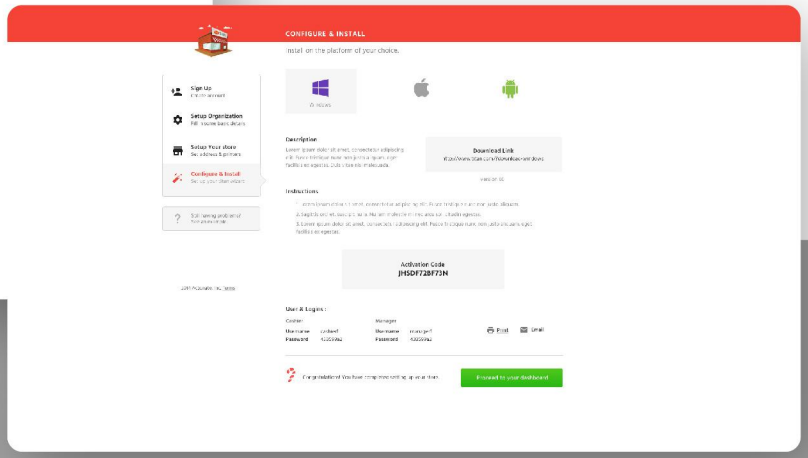












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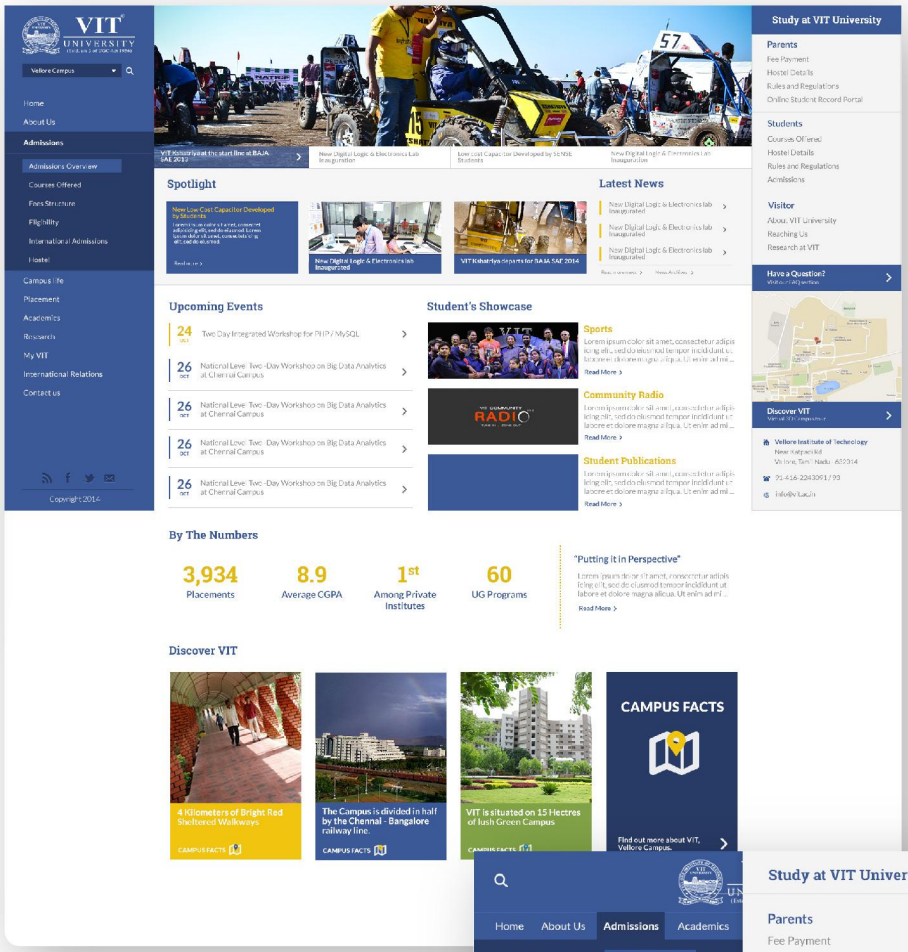

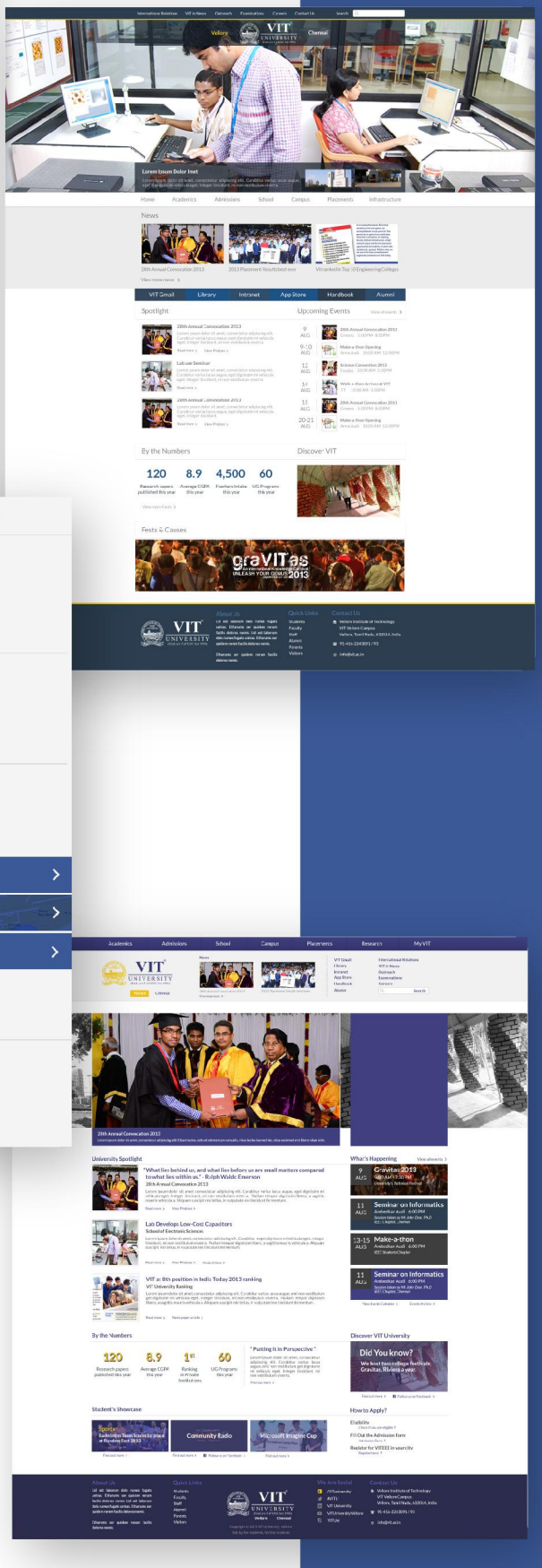

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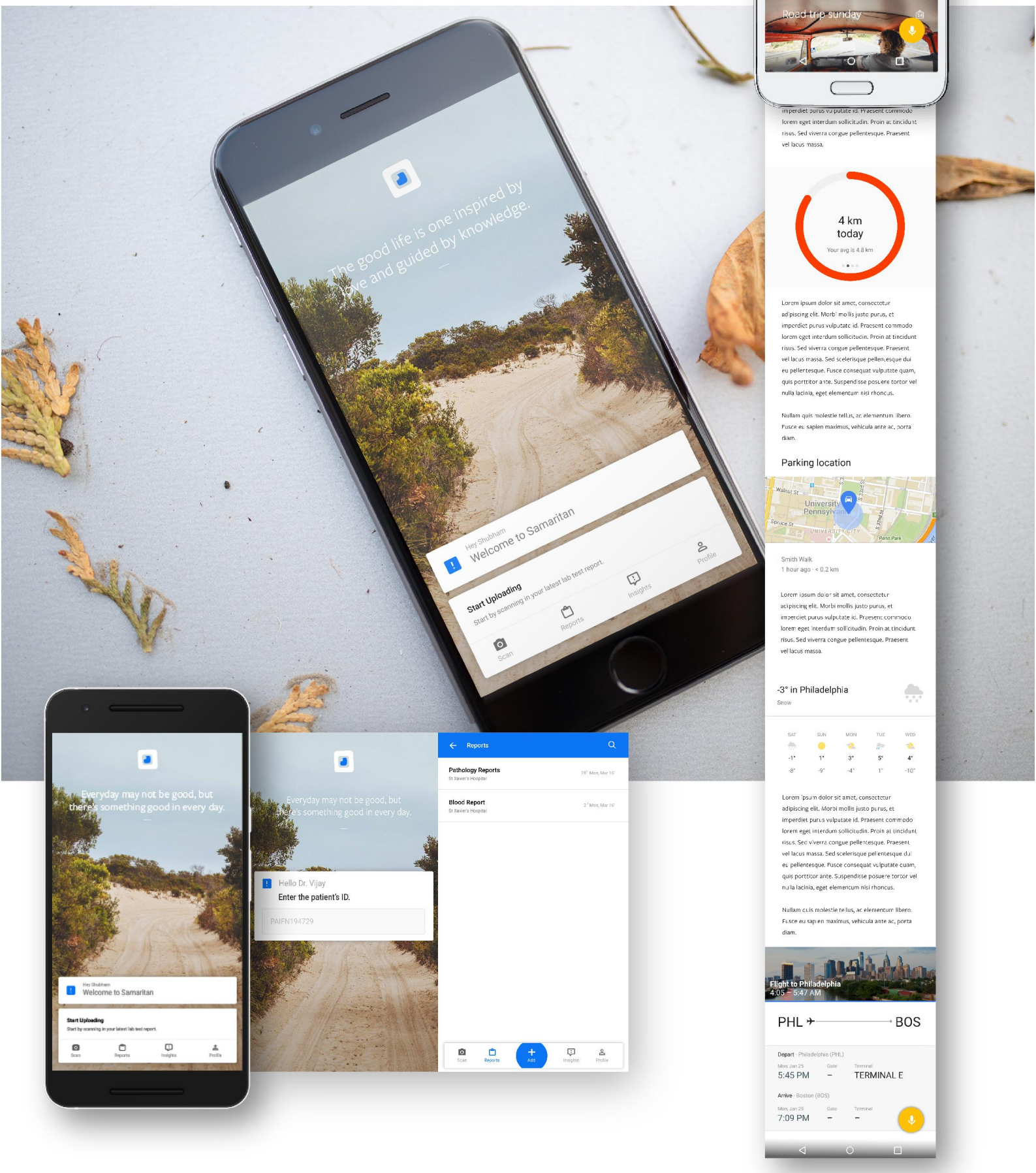
MOBILE USER INTERFACES

I enjoy designing mobile layouts due to the challenges associated with creating intuitive & clear interfaces with space constraints.



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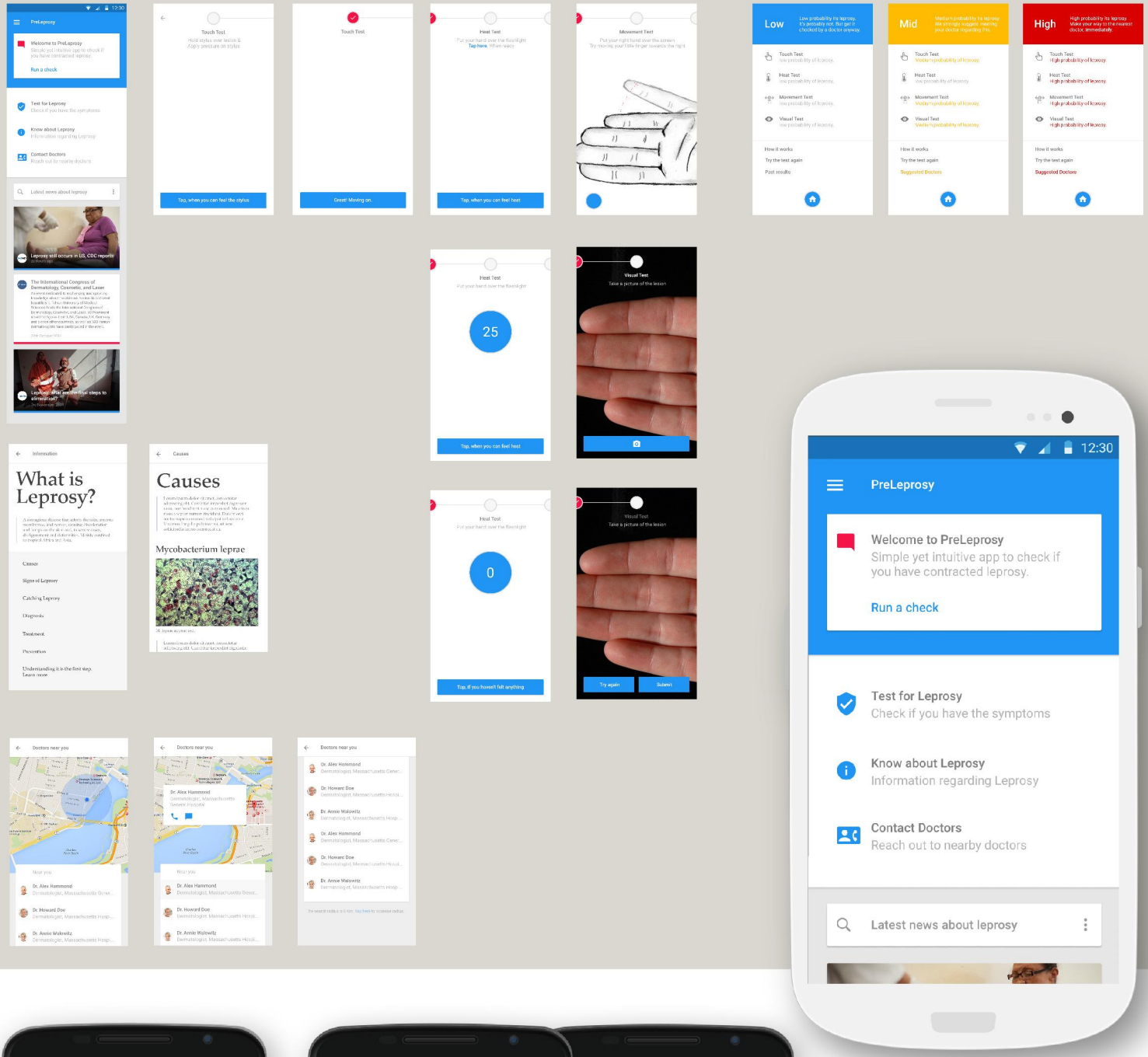

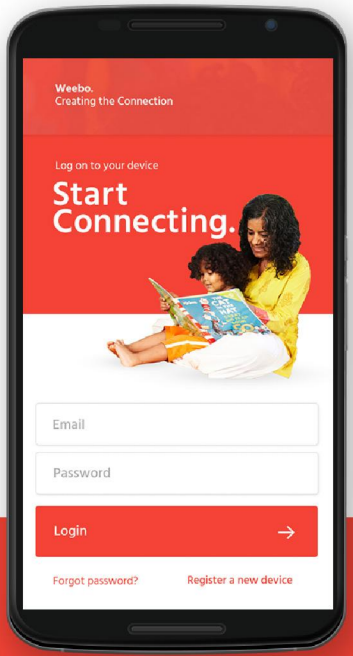

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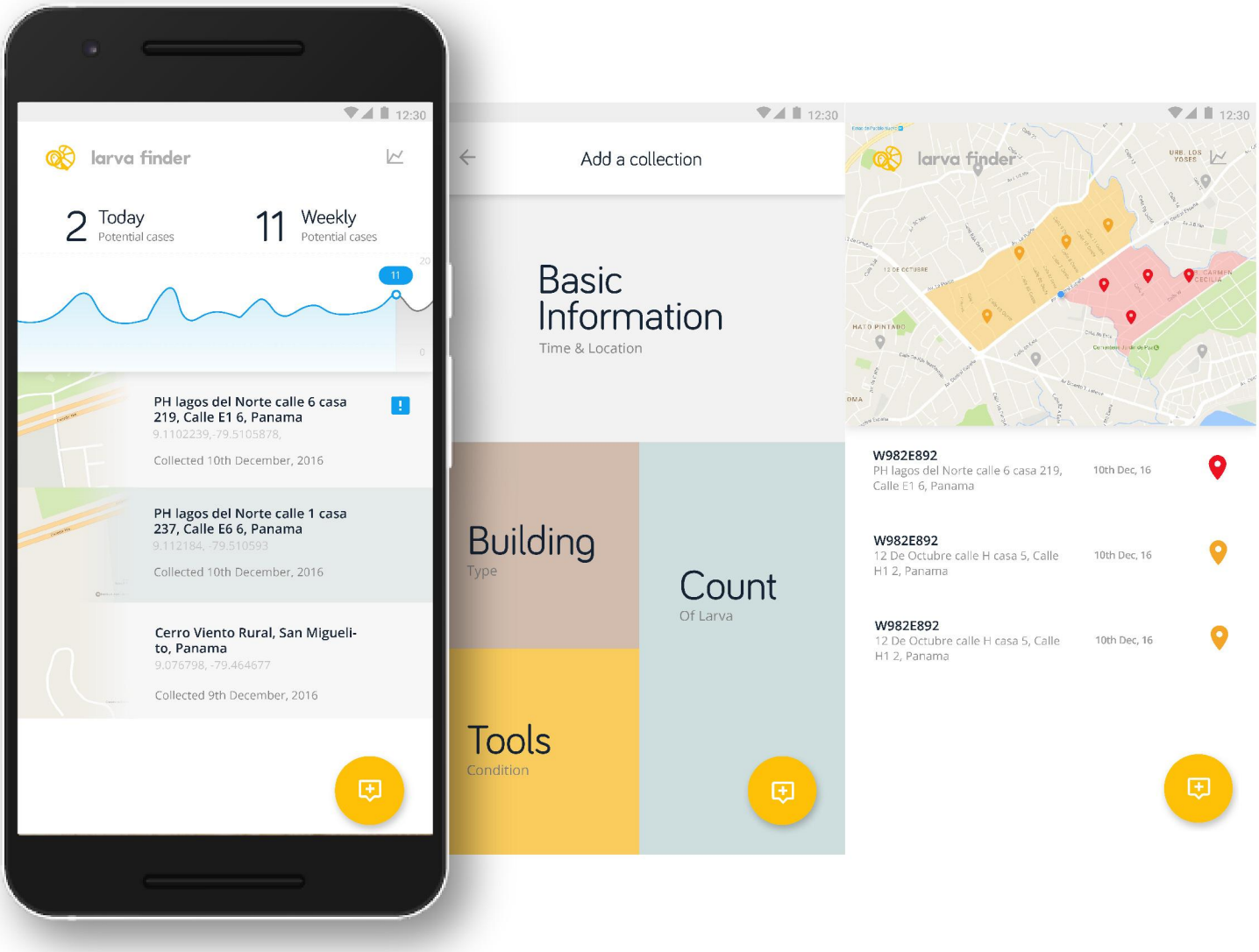

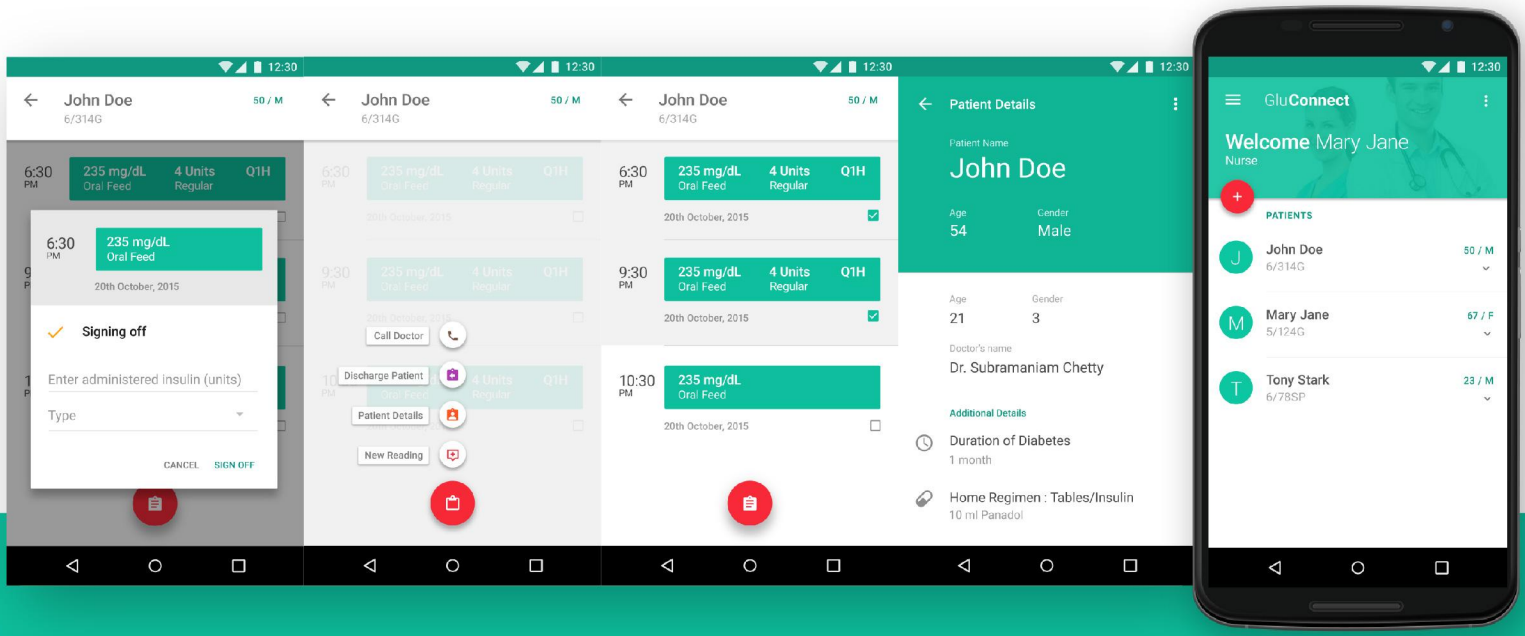

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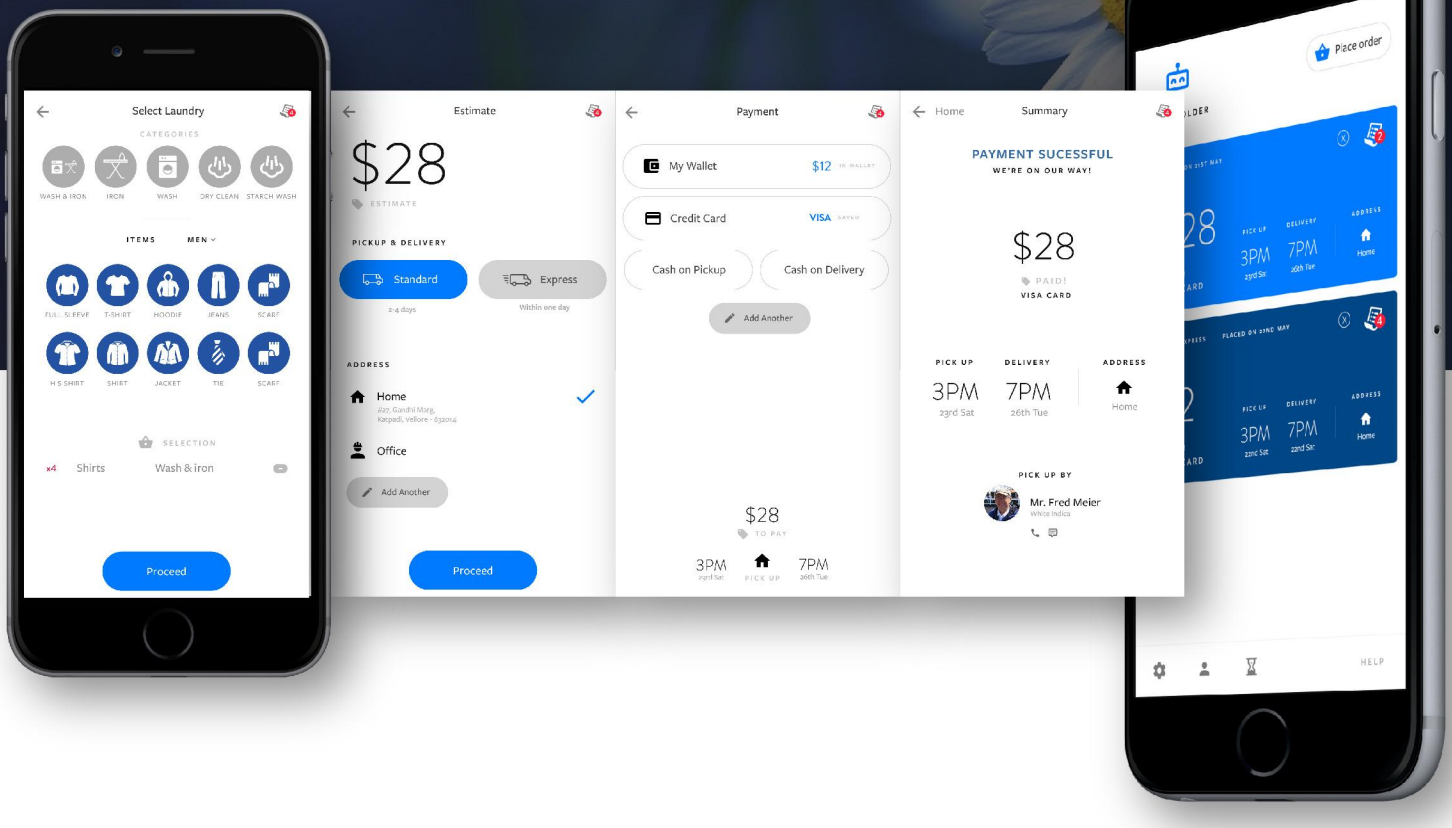

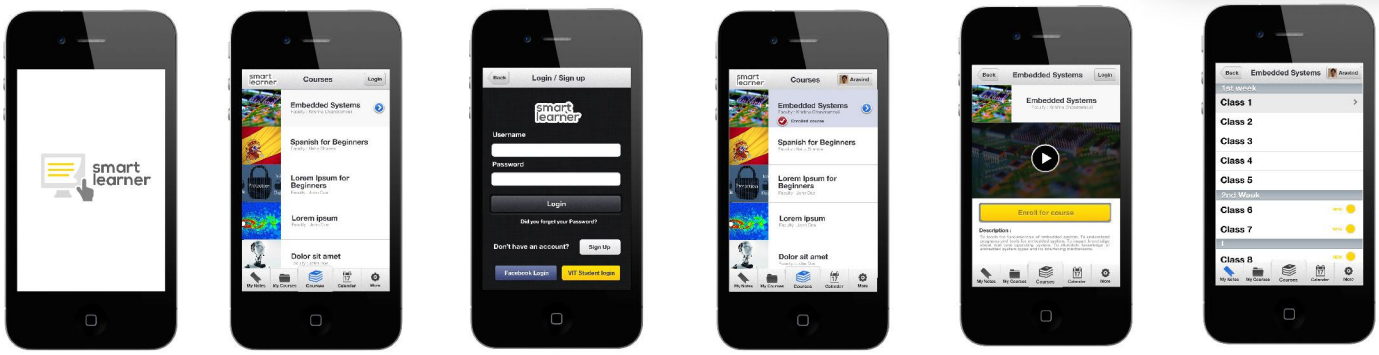

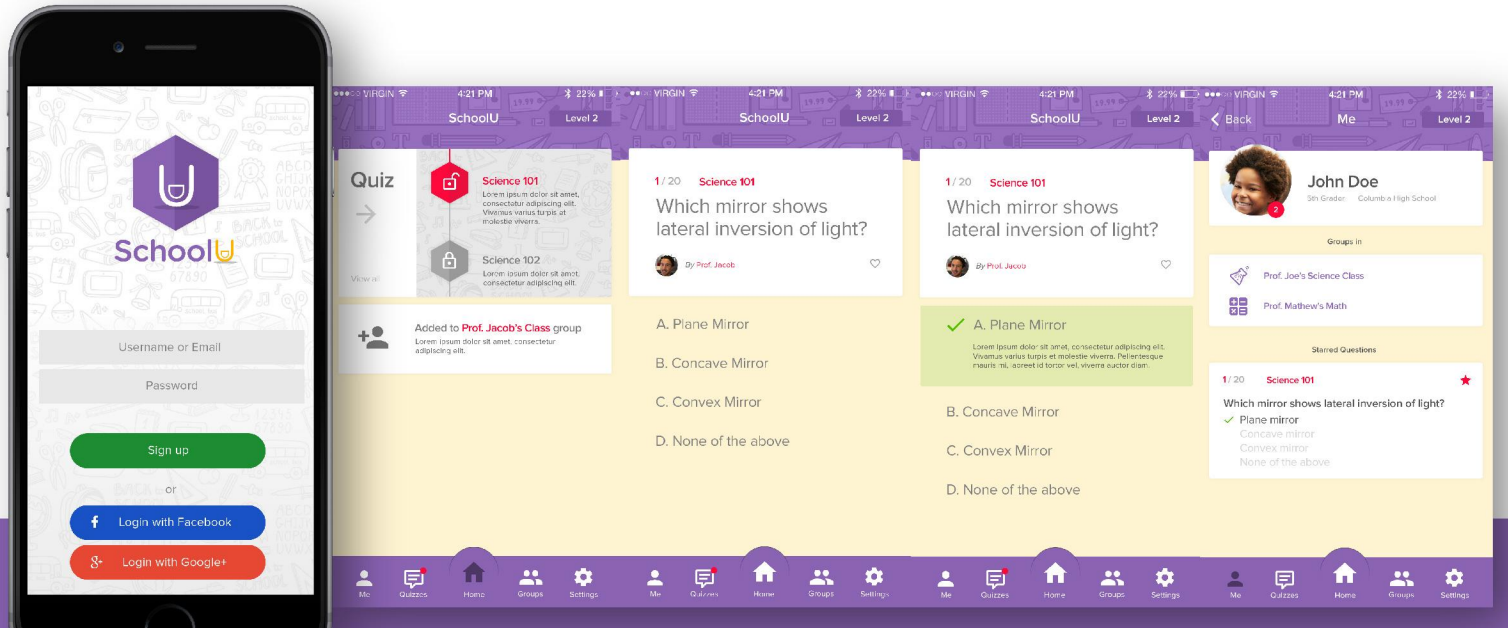

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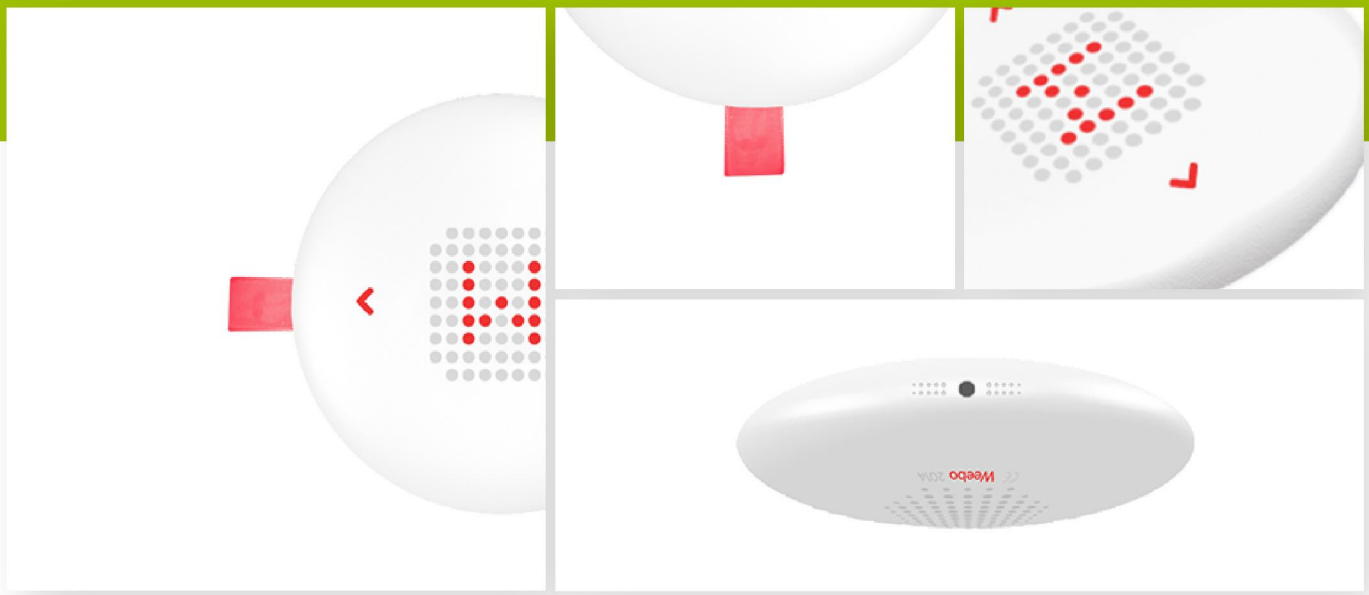
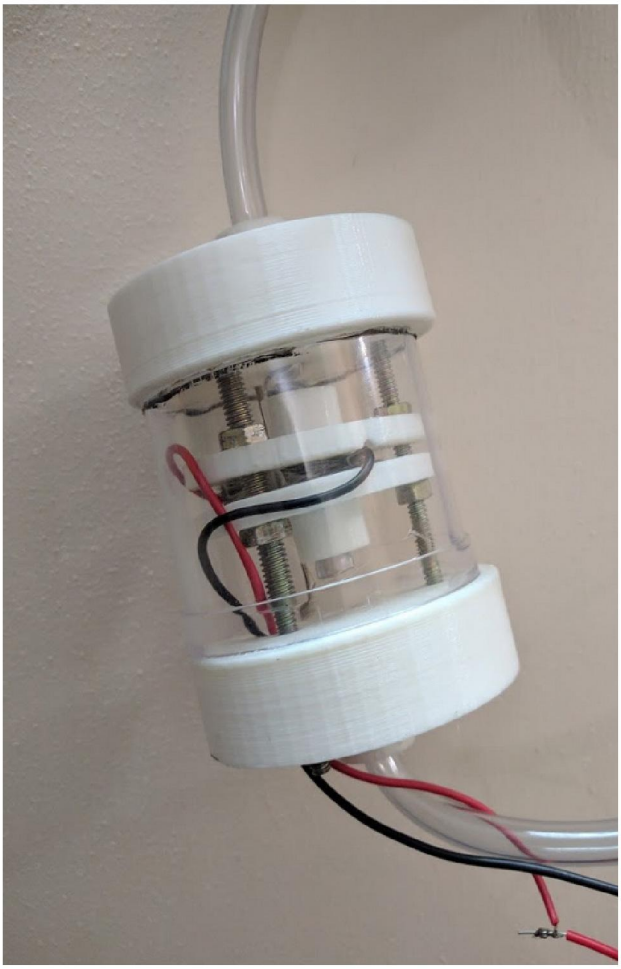
Selected works of User Experience Designer **Aravind Prasad**

PRODUCT DESIGN

Some projects called for more than just interfacing designing. Being a Engineer by education, I obliged.





DESIGN PORTFOLIO

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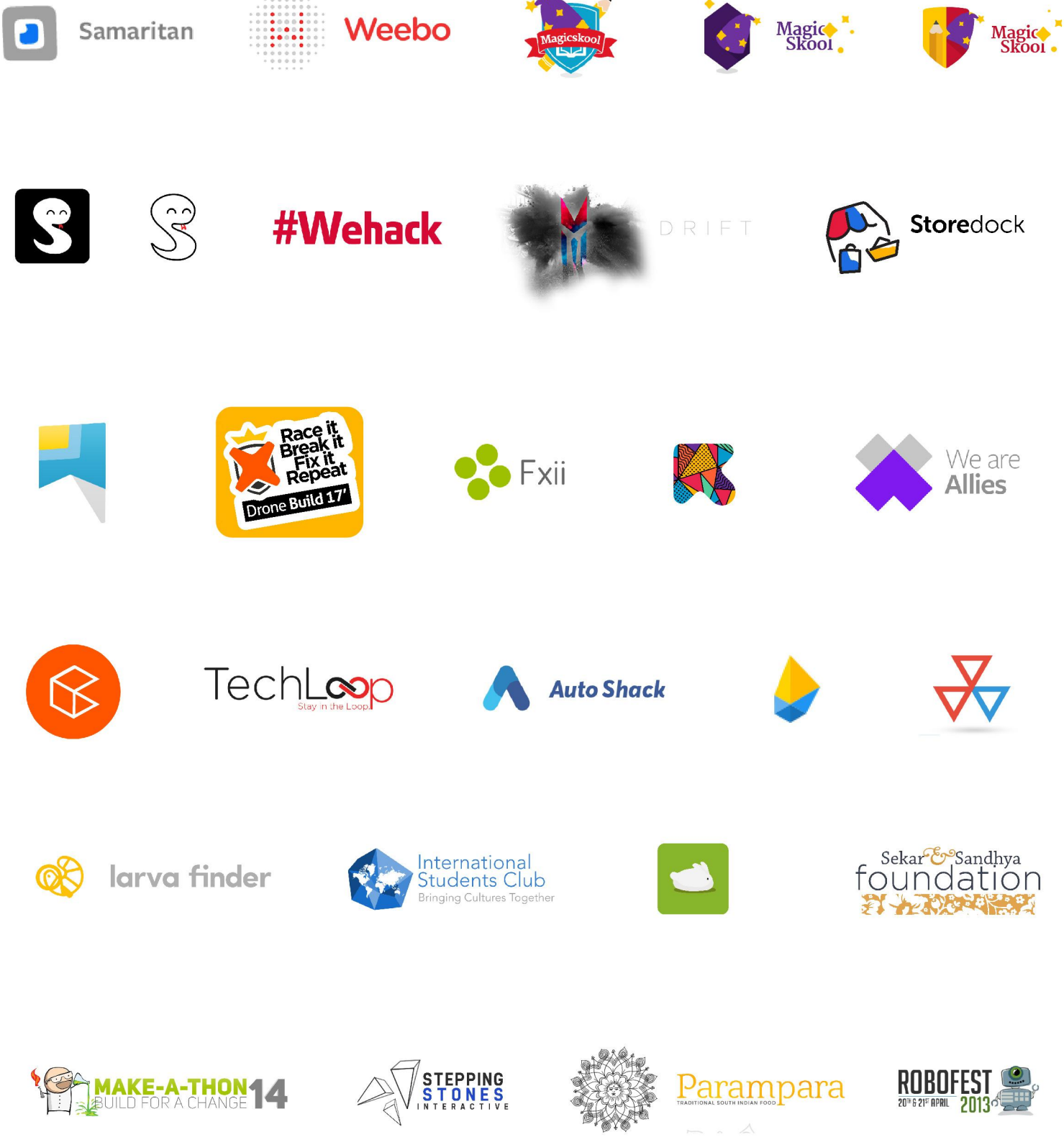
LOGOFOLIO

Branding I've created for various clients