

Consumer Products

Playstore Optimization – Swish Gaming Folder

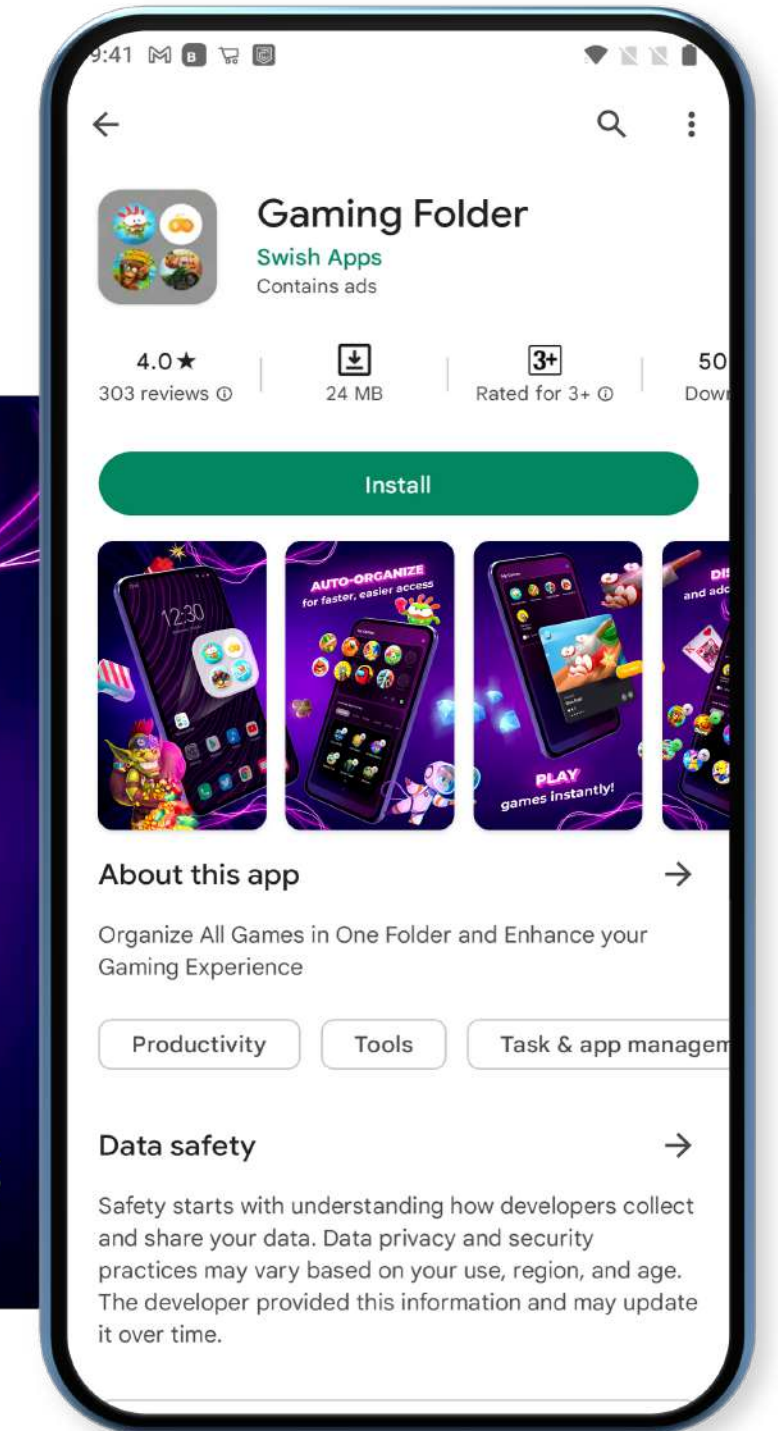
InMobi 2021-24: India & Indonesia

Brief: Redesign play store screens targeting mobile gamers to want to install the App to auto-organise

Challenge: Mobile gamers have a lot of gaming apps, eating lots of phone storage. To make them want to install another app for quicker access, explain the features visually.

Solution: Keeping in mind that mobile gamers are always on the go, gaming in their free time or as a profession, we focused on highlighting the interaction design functionality of the app and user-friendly approach in a visually appealing manner.

Result: We saw a **50%** jump in installs from Play Store.



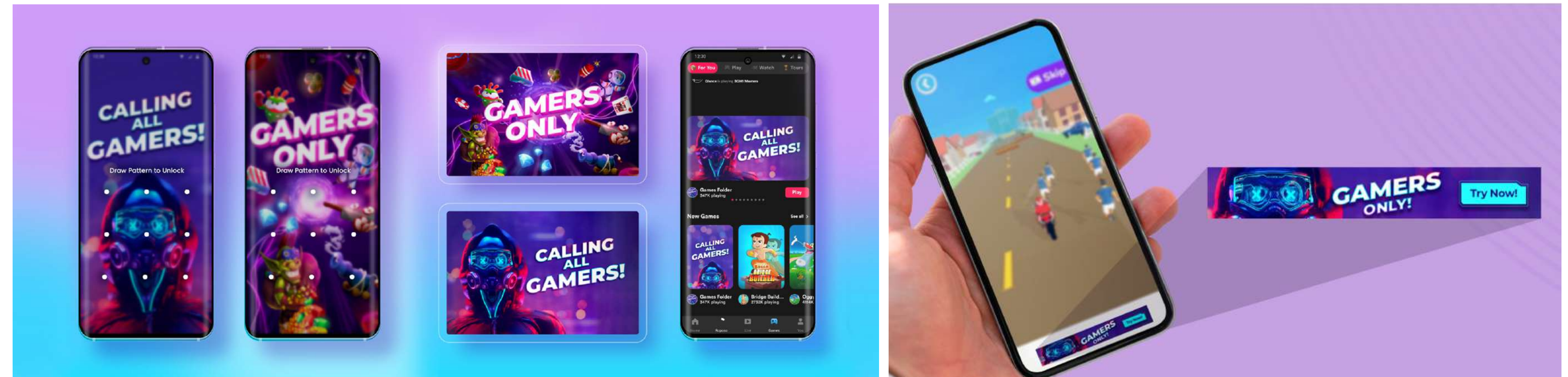
Lock Screen & In-app creatives – Glance

InMobi 2021-24: India

Challenge: Creatives should instantly engage the gamers to click

Solution: Have a direct user-centred approach, speak to the Mobile Gamers only. Tone of voice and visual treatment distinctly indicated the focused approach.

Result: First widget open rate hit **72.6%**.



Consumer Products

In-App Solutions – Swish Folders

InMobi : North America

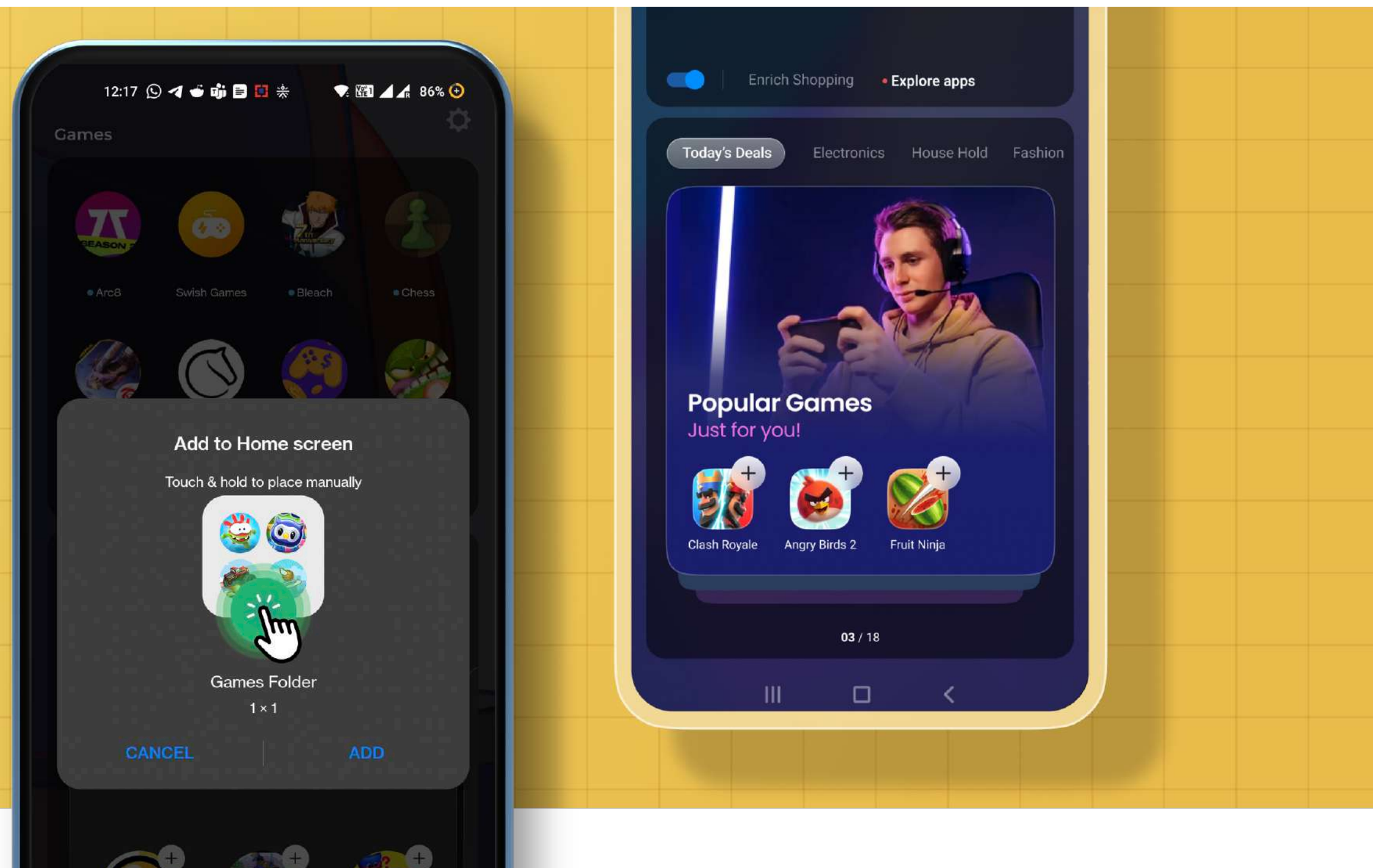
Brief & Challenge:

- Based on research conducted, users were unable to understand the “Add to Home Screen” step during onboarding. Redesign the crucial step to drive the user to add the Swish Folder on their home screen.
- Design to templatised the content heavy collection card and needs to look like it's part of the app.

Solution:

- Designed the hand icon highlighting the clicking action driving the user to Add to Home Screen.
- Similarly, for the Deals Collection Card, designed a well divided space for the image, heading, tagline and apps to be added. The background gradient colour will adapt the primary colour of the image.

Result: Clicks improved to **50.1%** with a conversion rate of **17.8%**.

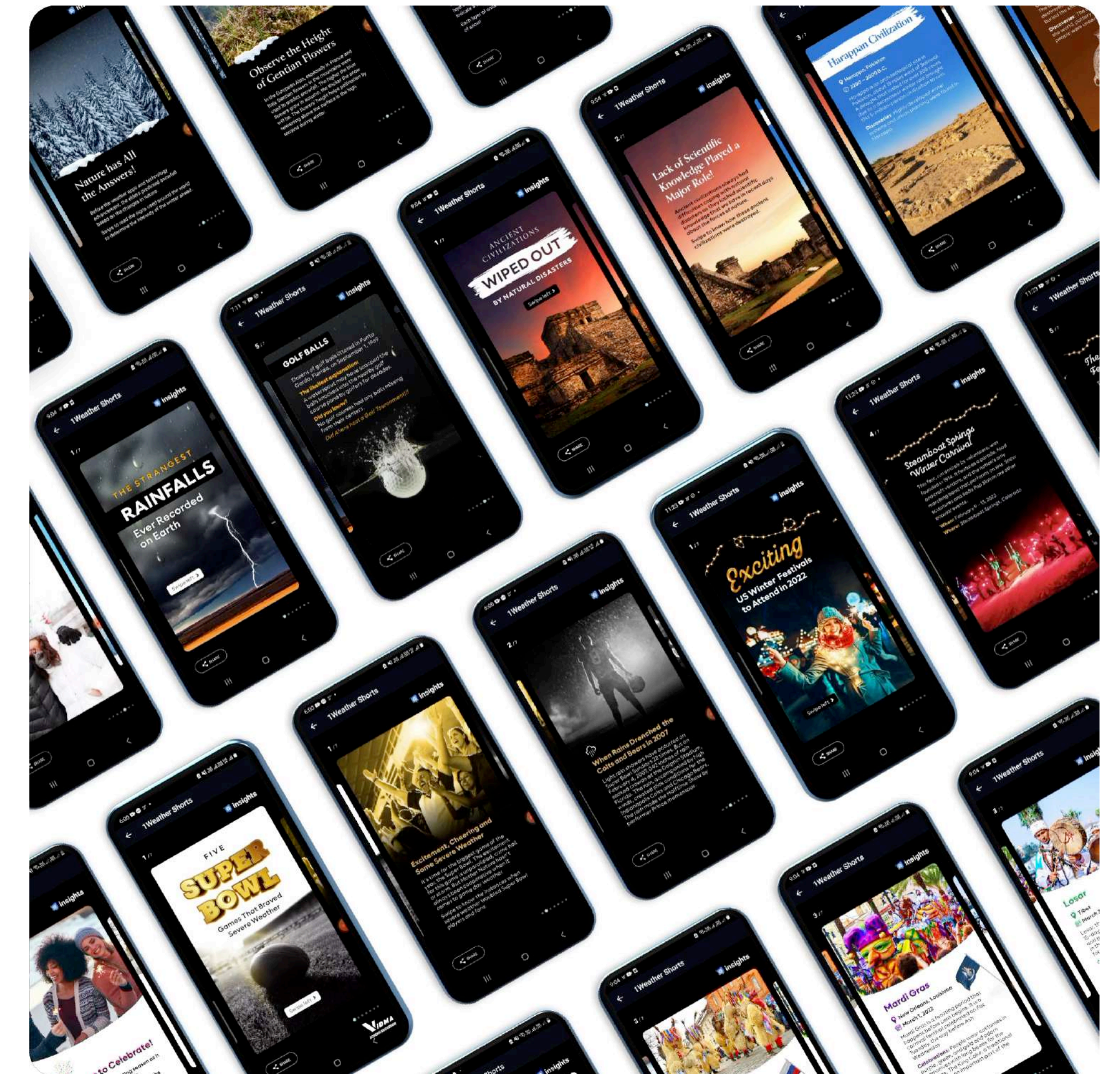


In-App Solutions – 1 Weather App

InMobi: 2021 & 22 – North America

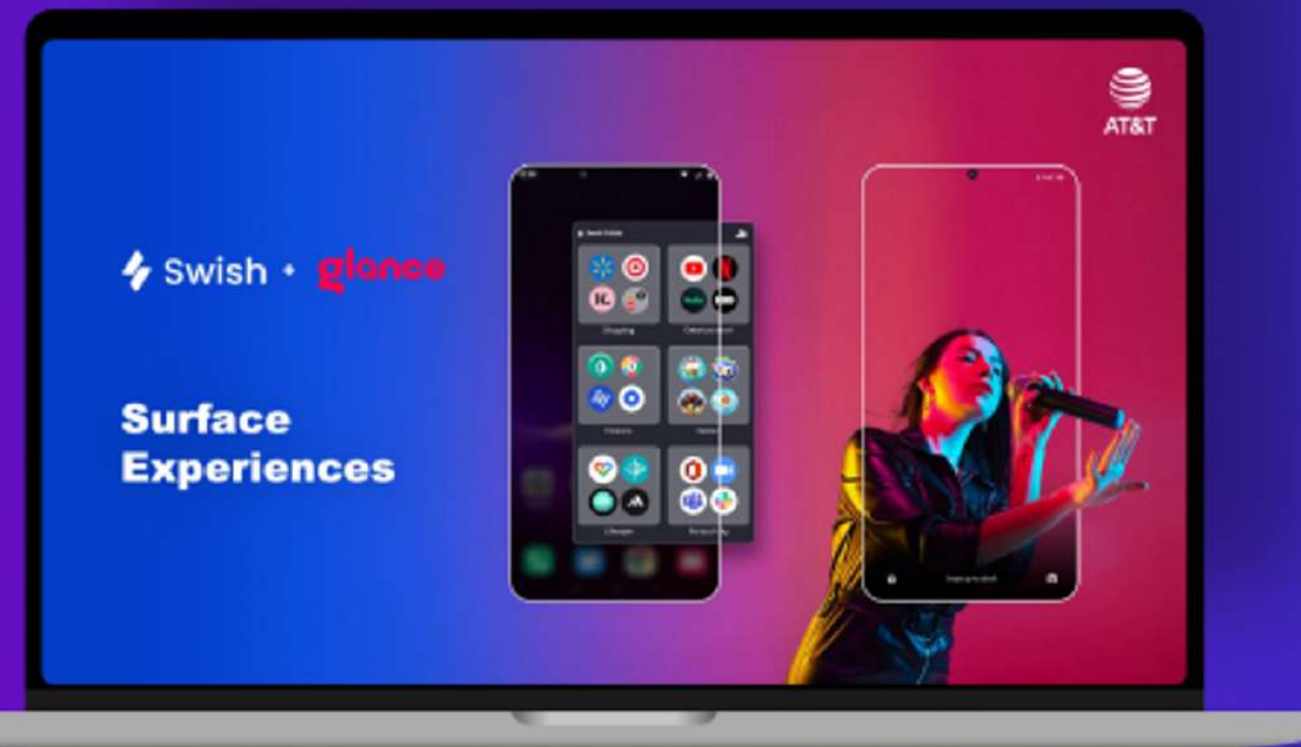
Brief & Challenge: Design & templatised Insights that are engaging and feel relevant to the user and look like it is part of the app while each insight story is different.

Solution: In-order to bring consistency I identified a design style for each category of content while keeping the wireframe & body font consistent. Each insight consists of 5 cards where I built a continuity element for it to look as it's part of one family.



Pitch Decks

B2B Telcos & OEMs - North America



App-less surface experience: Mobile Consumption Reimagined
 Saying goodbye to 'search and discovery' mission for locating content. Emerging & home, one surface of a time.

An immersive lockscreen to home screen surface experience, bringing LIVE personalized content right to user's fingertips.

- User's own apps & content
- Intelligent HomeScreen
- AI driven Folders
- Personalized Lock screen
- The Consumer

Our partnerships with leading OEMs & Telcos across globe

Region	OEMs & Telcos
INDIA	SAMSUNG, Motorola, realme, Xiaomi, oppo, vivo
SEA	Motorola, realme, Xiaomi, oppo, vivo
U.S.	Motorola, realme, Tracfone
LATAM	Motorola, realme, Xiaomi, vivo
MENA	vivo

650+ Mn Devices 200+ Mn Active User Base Globally.



The Utopia

The Swish Growth Platform implements growth for publishers across all stages: from acquisition to retention and monetization.

Industry Trends Our Solution User Experience Value for Publishers Our Story

Once a user, always a user with **Swish**

Swish

Smart 1-click purchase Folders for OEMs

- Enrich Customer Experience**
Native surface experience, displaying relevant product cards, live streams, instant play games and more.
- Organize Apps & Content**
Cut down Clutter and Auto Organize Content for relevant category
- Personalised Recommendation**
Most contextual App recommendations for evolving user trends

Enrich Shopping Experience

Click to Experience Swish Shopping

Brand Assets

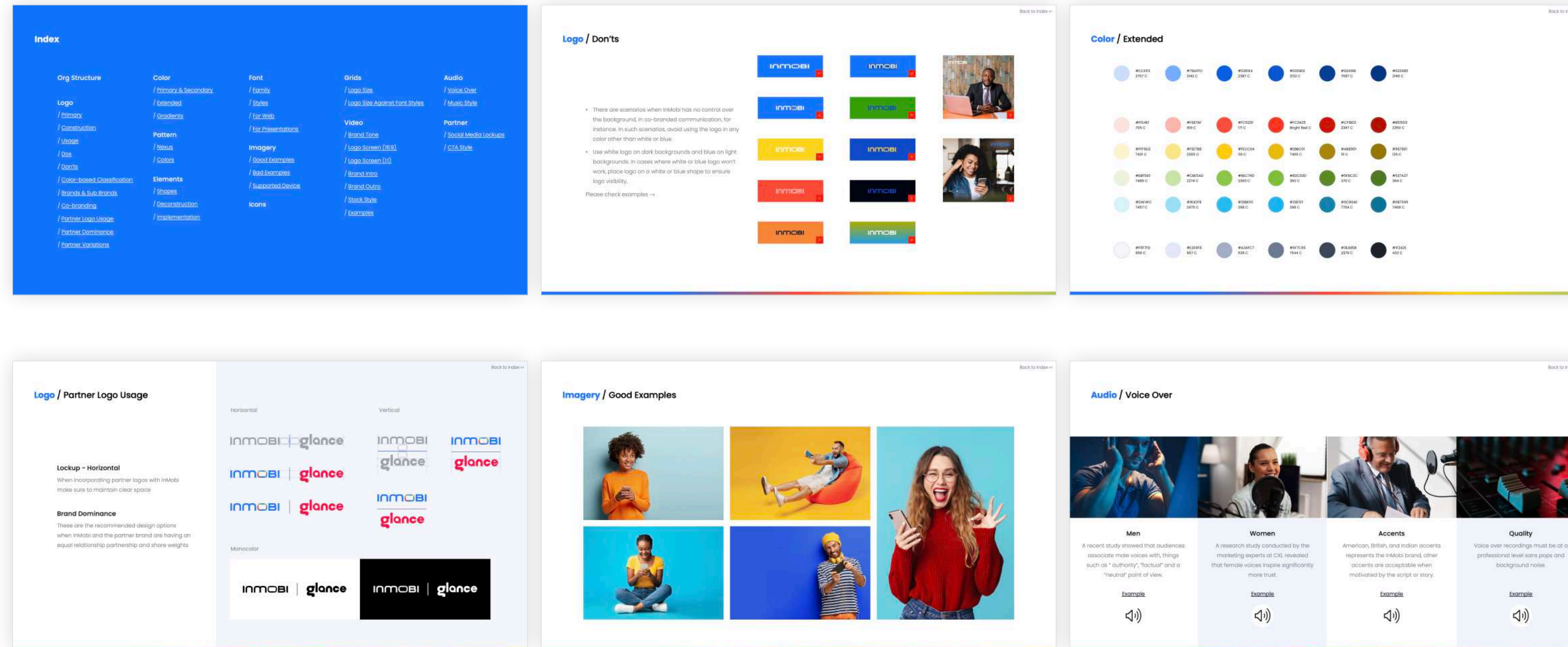
Brand Guidelines

2023 Worldwide

Brief & Challenge: Over time, we noticed that our guidelines and documentation became outdated, causing inefficiencies and confusion. We faced challenges in keeping up with the evolving design system, leading us to realise the need for a comprehensive overhaul. While the system was self-sufficient, it lacked necessary updates for a cohesive output.

This case study explores the transformation of legacy documentation into a dynamic resource, meeting the needs of designers, motion graphic designers, sales and marketing teams and third party agencies while laying the groundwork for ongoing growth, narrative and consistency.

Solution & Result: We focused on clarity, relevance, and precision to improve usability, consistency and efficiency resulting in a dynamic resource within cross-functional teams.



Company Diary

2023-24 Worldwide

Brief & Challenge: Design a company journal for new and existing employees. Previous company diary was not user-friendly to write on the go or give the feel of InMobi + Glance.

Solution: Introduced a design style where the colours of InMobi & Glance coexist beautifully by means of these shapes and forms. This design style enhances and opens doors to various possibilities.



Website

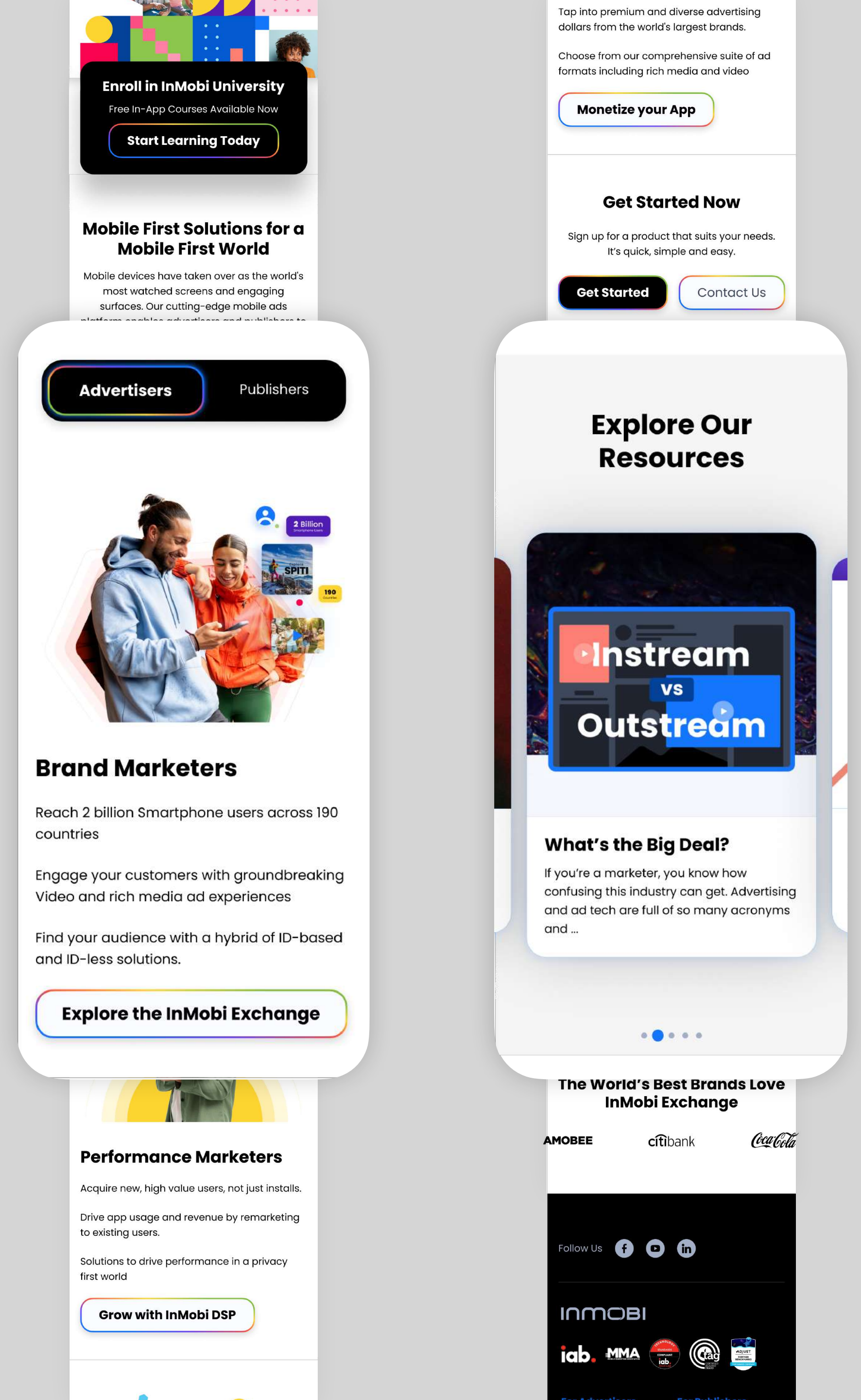
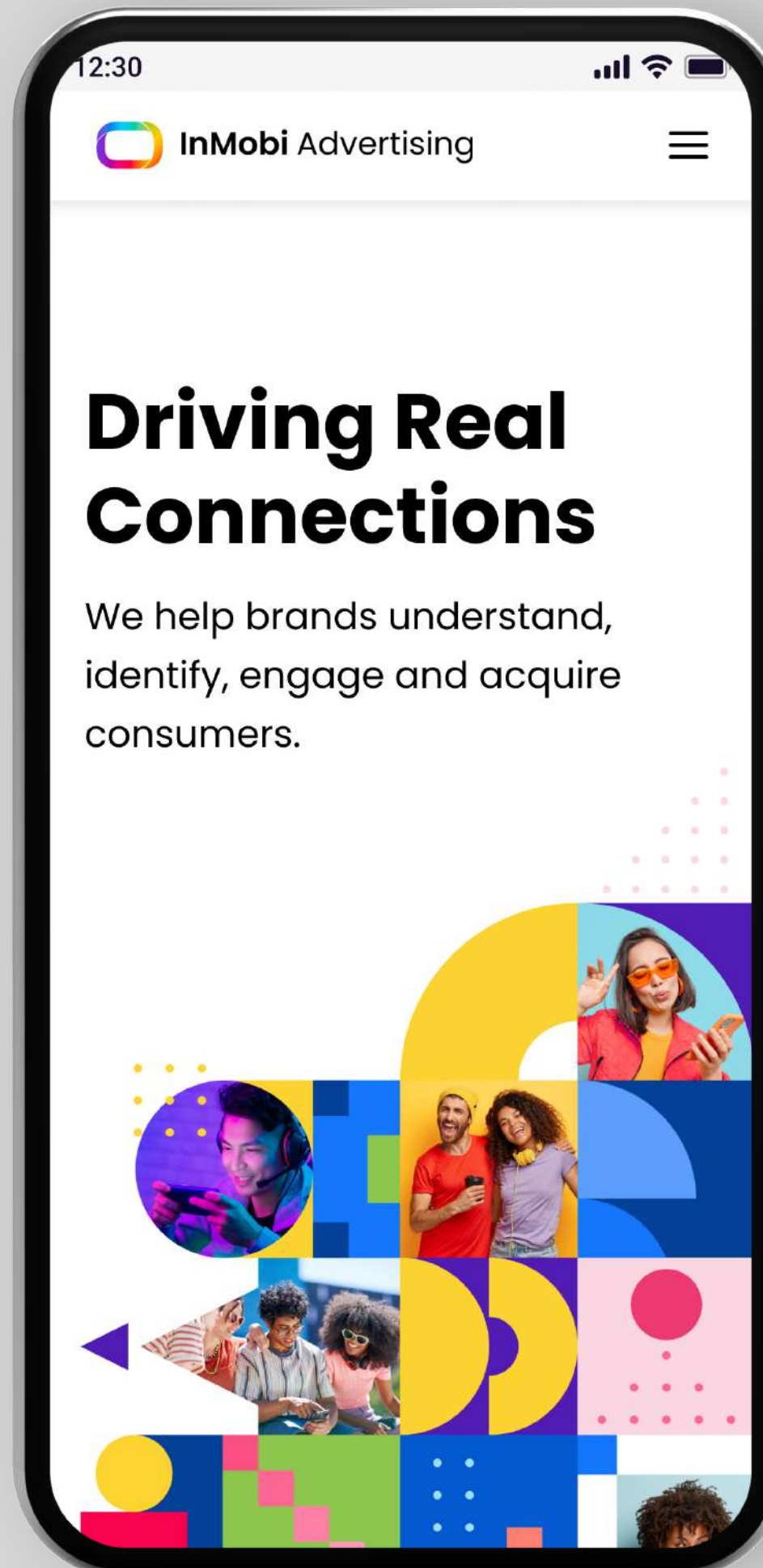
Revamp – InMobi Advertising

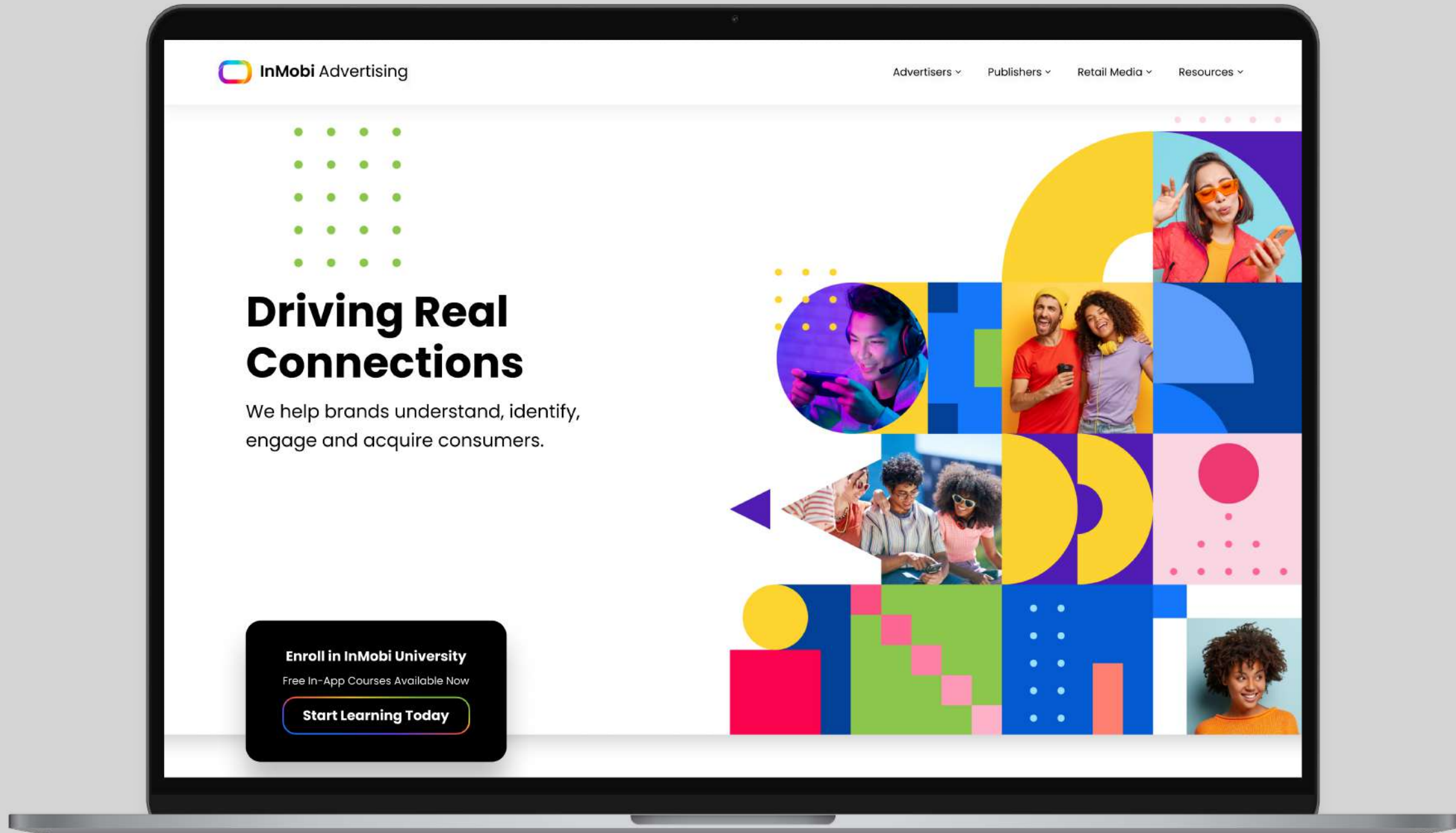
InMobi 2023-24: B2B Global Audience that consist of Advertisers, Publishers, Telco's & OEMs

Brief: Redesign the InMobi Homepage with a mobile first approach, "Mall greeter" welcome and direct B2B visitors to the solutions they are looking for.

Challenge: Revamp without losing the essence of InMobi. Make a content heavy web page look engaging at all times while keeping the navigation simple. Stick to real images of people and move away from illustrations that have humans element.

Solution: The idea is to showcase the motto "Driving real connections" by introducing secondary shapes and forms (slow animation), using them as windows to display a diverse customer base like Gamers, Shoppers, Product Users, etc. Image tones are consistent with a pulsating background(animated) depicting expansion. The "Advertisers & Publishers" toggle remains as a sticky on top to clearly distinguish between the solutions offered and navigating through that section.





Mobile First Solutions for a Mobile First World

Mobile devices have taken over as the world's most watched screens and engaging surfaces. Our cutting-edge mobile ads platform enables advertisers and publishers to drive real connections with their audiences and unlock new opportunities for growth.



Brand Marketers

Reach 2 billion Smartphone users across 190 countries

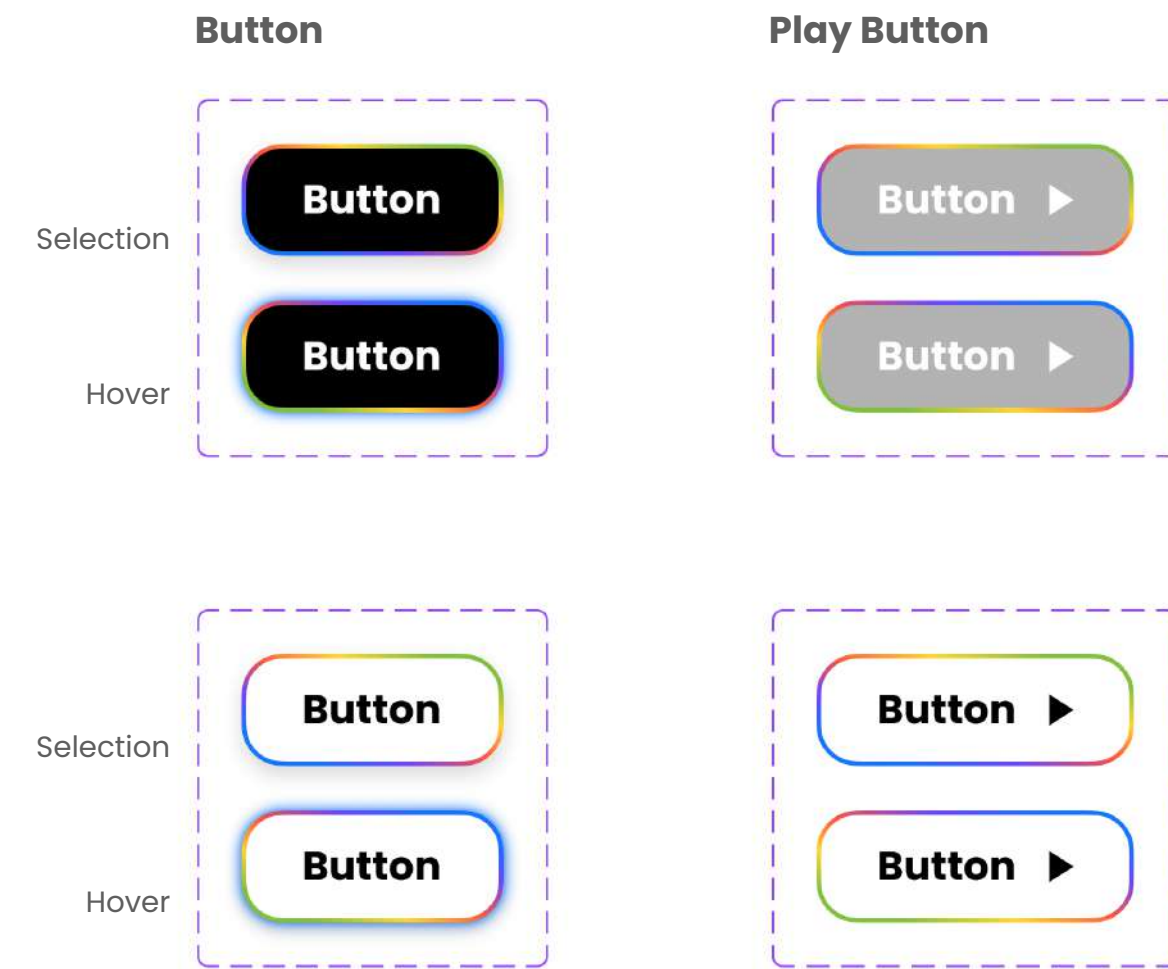
Engage your customers with groundbreaking Video and rich media ad experiences

Find your audience with a hybrid of ID-based and ID-less solutions.

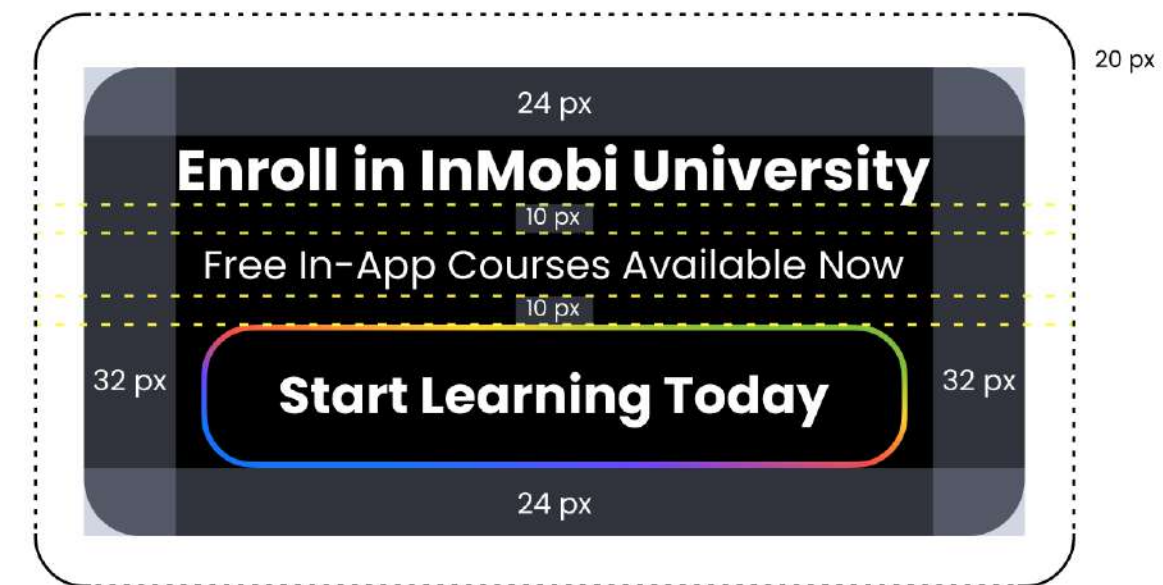
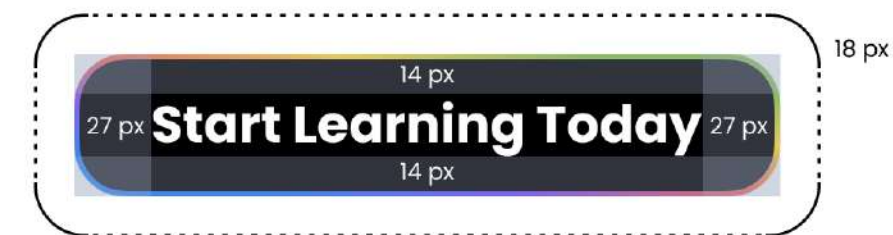


Performance Marketers

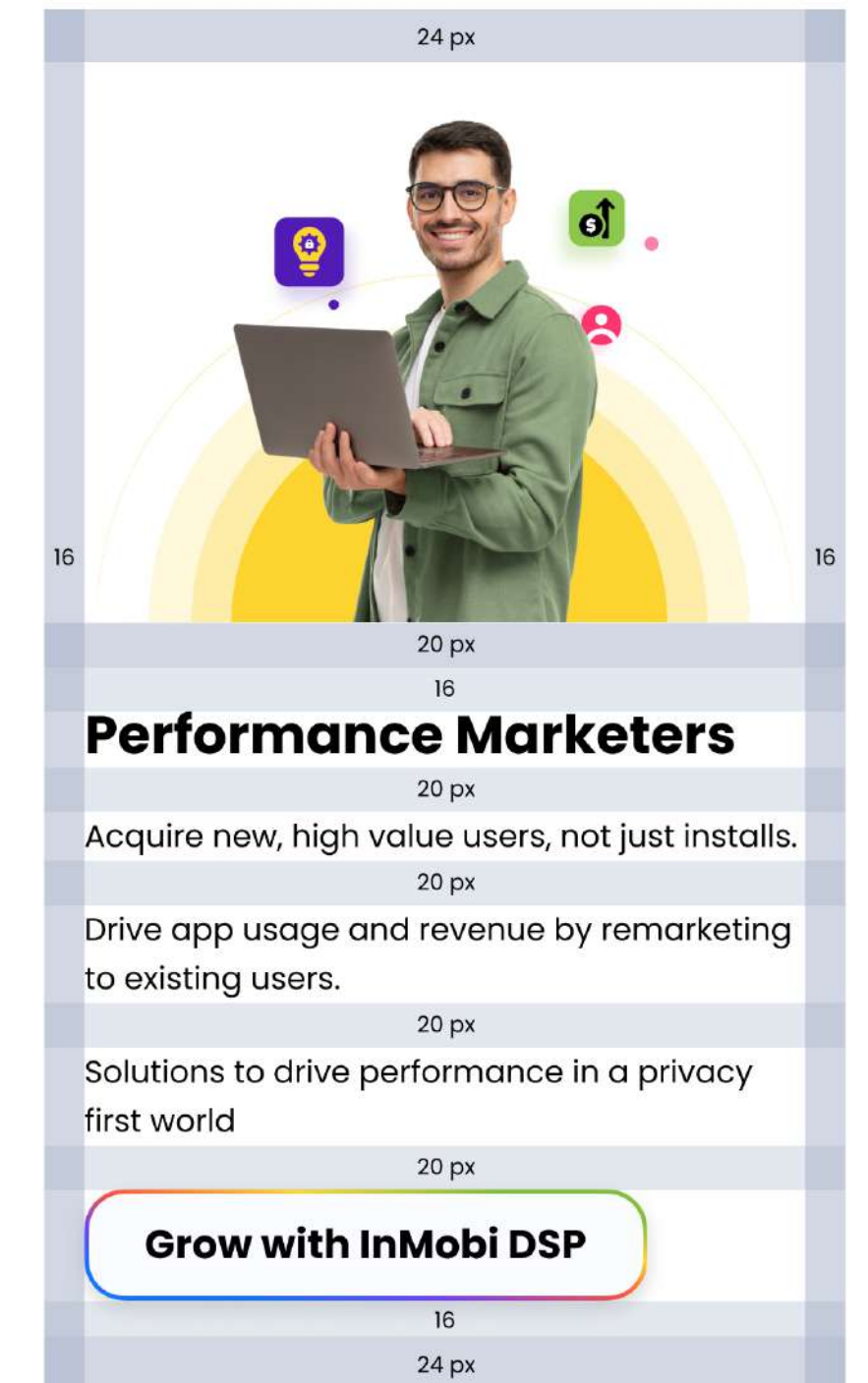
Acquire new, high value users, not just installs.



Padding



Padding



Rajah Spices

Website Design, Outdoor Print Campaigns, Promotional Posters, Creative Assistant for TVCs Episodes

2015 United Kingdom

Brief & Challenge: Rajah Spices, a leader in their product category, saw a decline in their market position. The brand realised the time had come to refresh their presence in the ethnic space and regain their position as the unrivalled expert in the spices category. In order to do this we had to identify the gap in this market's brand communication and steer clear of clichés such as authenticity, provenance and Bollywood dance numbers.

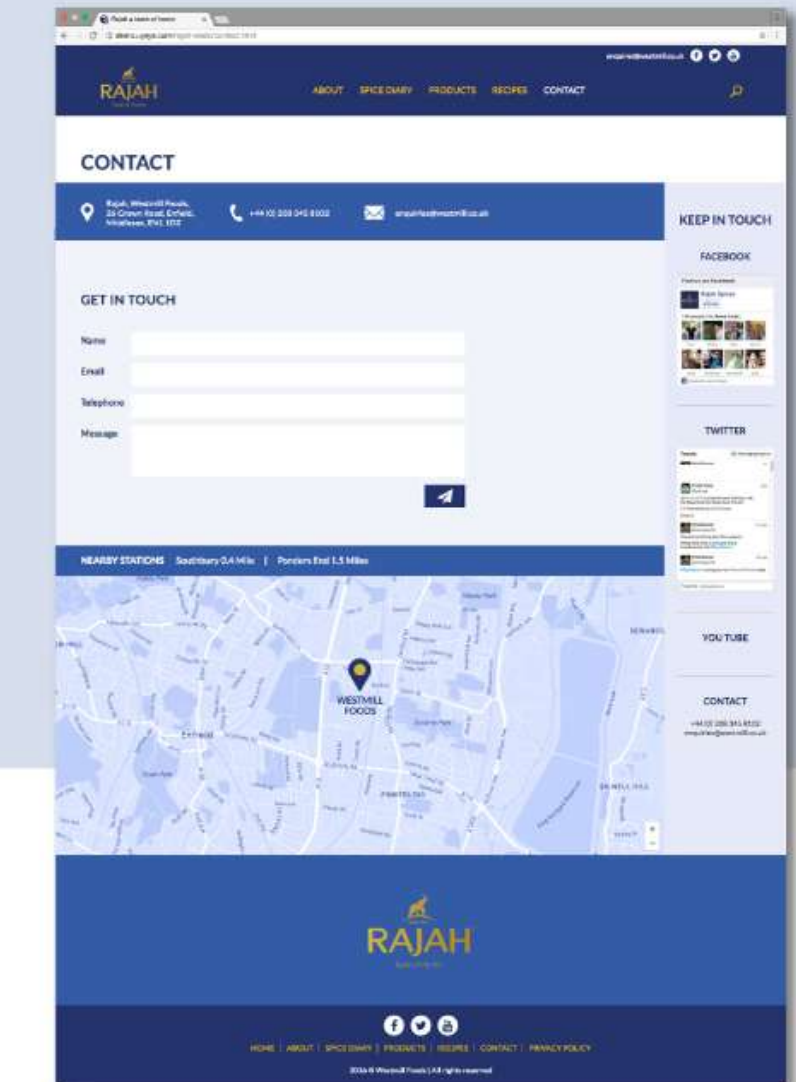
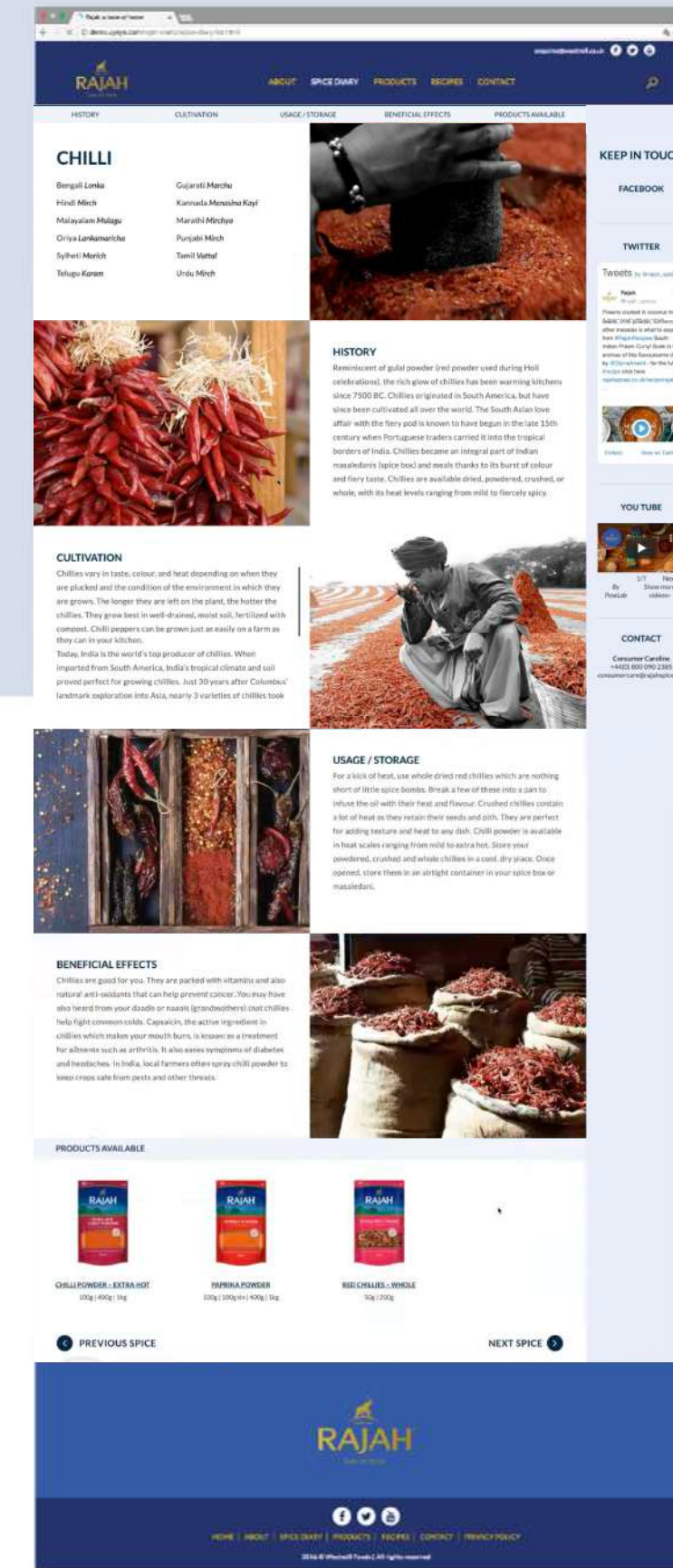
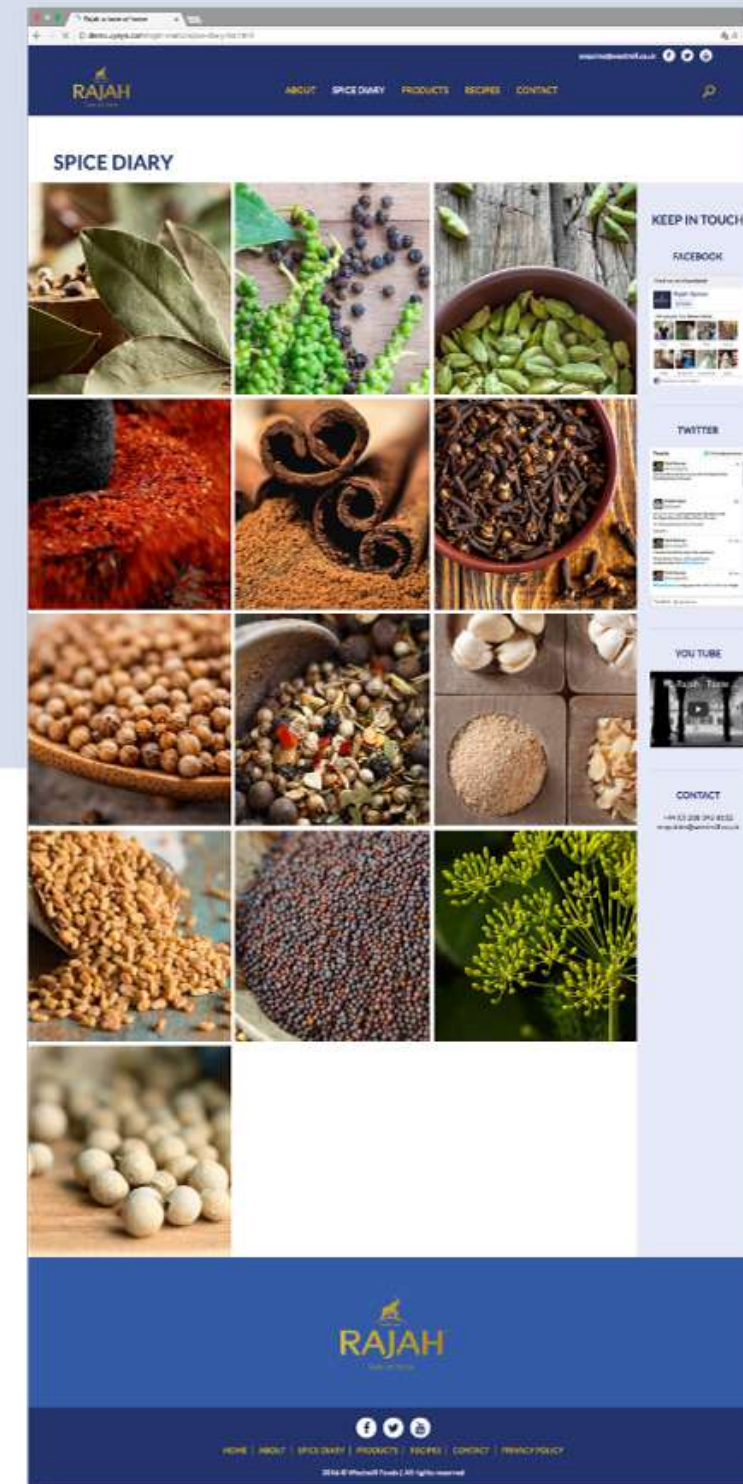
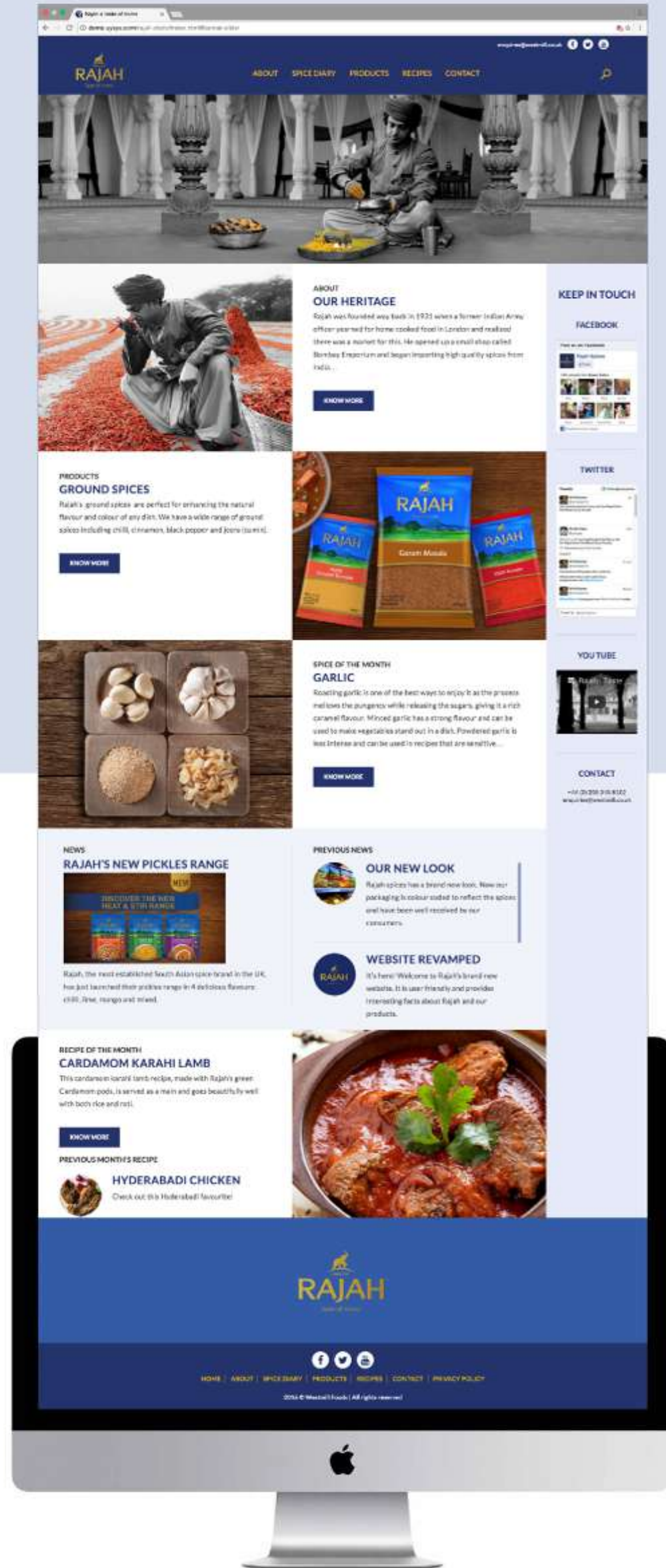
Solution & Result:

Since the target audience was British Asians and South Asians, from the older generations to the new generations, we created a website design that would not only display products but also be knowledgeable and resourceful to prepare dishes if you were new to cooking.

The idea was to create a "Spice Diary" that provided all the information about the spices.

Eg: If we take Chilli from the spice diary, we have chilli spoken in various Languages, its History, how it is Cultivated, Usage and Storage tips and its Beneficial Effects. This information has been provided for every spice in the products category.

In terms of UI, we introduced a scroll bar within the sub-sections and a drop down menu that gets anchored to the sections as you scroll down.



BeingFit Kitchen

Packaging Design, Menu Card Design & Social Media Design

2018 Mumbai & Udaipur

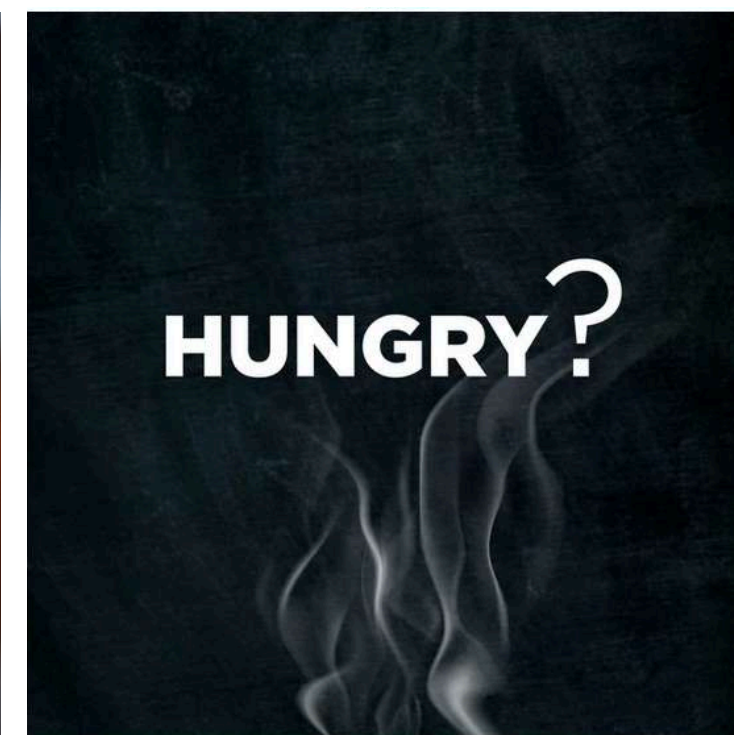
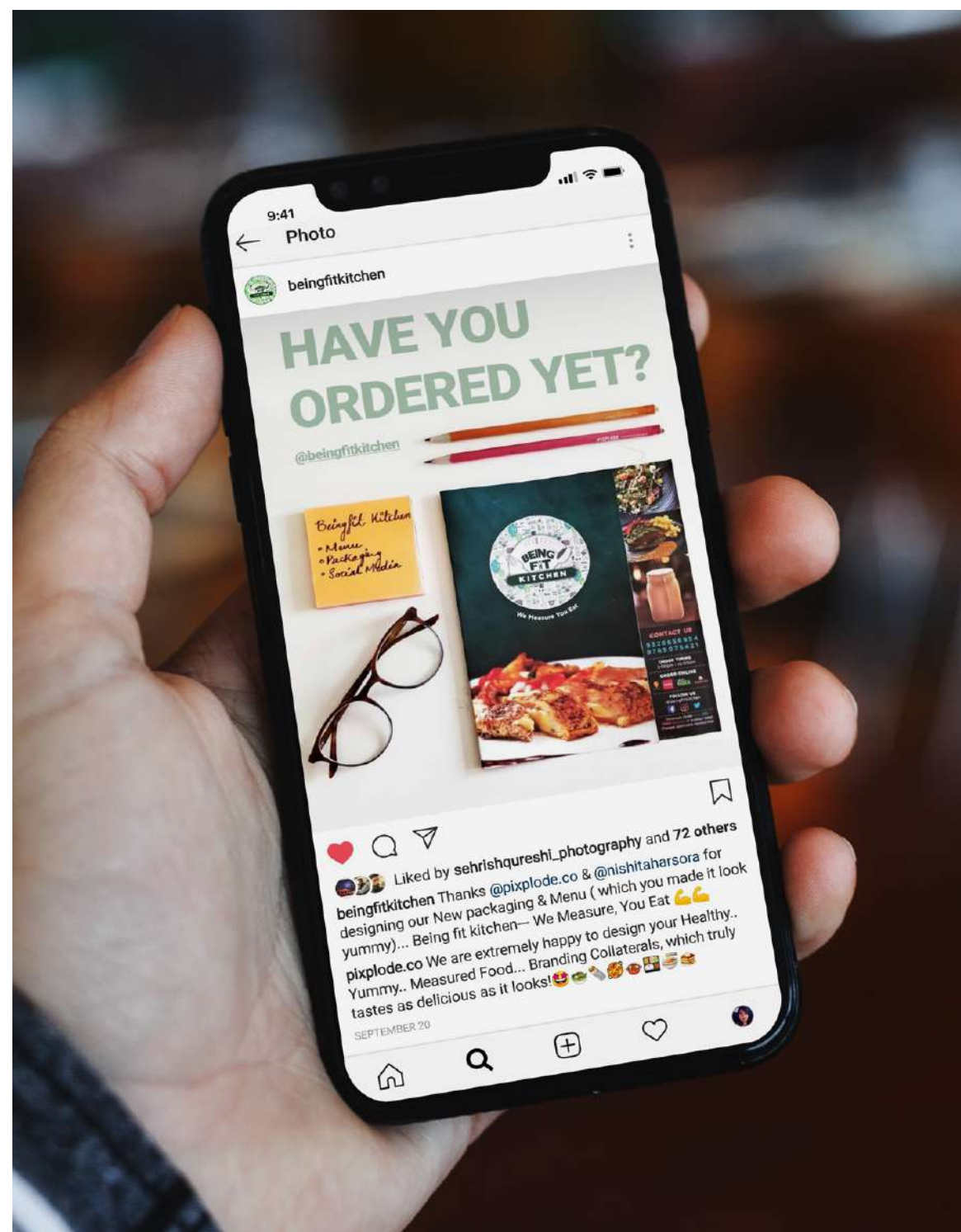
Brief: To redesign the visual language for BeingFit Kitchen, a dark kitchen that provides tasty, healthy measured meals by hand delivery only. Keep in mind that the design must work for both Vegetarians and Non-vegetarians. Redesign the packaging that attracts more consumers. Target Audience was TV Actors, Fitness Enthusiasts, Working Professional who care about a healthy diet.

Challenges:

- The biggest challenge for me was to change the mindset of healthy food being tasteless and boring.
- How can this brand look as delicious as a regular restaurant food but serve healthier, controlled meals?
- How can the Packaging represent the brand to be both Veg and Non-Vegetarian?
- Importantly, the previous packaging had layers along with the box itself eg: a plastic bag per order that contained a Meal Box, Cutlery Kit in a separate zip-lock packet, and a tissue.

Solution & Result: Through the sleeve packaging design, now cutlery fits on each side and the tissue goes in the sleeve. handed No plastic bags required anymore. Since the logo very green leafy looking, I created a black chalkboard design style with both veggies and meats drawn on it to neutralise the overpowering green of the logo. This resulted in happy & proud customers where they “feel good” about spending so much money and “eating good” in style in company of their peers.







SALADS

Make Your Own Salad

Thai Salad
mushroom, bell peppers, iceberg, peanuts, sprouts in sweet chilly sauce

Korean Salad
carrots, red cabbage, radish, beetroot, sesame seeds in thai sesame dressing

Greek Salad
onion, tomato, cucumber, feta, lolo, olives in lemon vinegar

Mediterranean Salad
chickpeas, broccoli, rocket, lolo, onions, tomatoes, tahini dressing

Egg & Chicken Salad
egg, chicken, veggies, lettuce in sweet chilly sauce



CHOOSE YOUR PROTIEN

Paneer	Rs. 250
Tofu	Rs. 250
Chicken	Rs. 300
Fish	Rs. 350
Eggs	Rs. 250

ADD CARBS: White Quinoa / Red Quinoa / Black Quinoa / Cous Cous / Black Rice

ADD ONS:
Double Protein Rs. 100



PIZZA

BASE: Whole Wheat

Exotica Pizza
capsicum, babycorn, jalapenos, black olives

Supreme Pizza
onions, bellpeppers, mushrooms, sweetcorn

Italiano Pizza
mushrooms, capsicum, black olives, bell peppers



CHOOSE YOUR PROTIEN

Paneer	Rs. 250
Tofu	Rs. 250
Chicken	Rs. 300
Fish	Rs. 350
Eggs	Rs. 200

ADD ONS:
Double Protein Rs. 100

PASTA

Pasta: Fettuccine / Penne / Farfelle / Fusilli / spaghetti

Pesto Pasta
basil pesto tossed pasta with veggies

Alfredo Pasta
white sauce tossed pasta with veggies

Marinara Pasta
red sauce tossed pasta with veggies

CHOOSE YOUR PROTIEN

Paneer	Rs. 250
Tofu	Rs. 250
Chicken	Rs. 300
Fish	Rs. 350
Eggs	Rs. 250

ADD ONS:
Double Protein Rs. 100

MAINS

Massaman Thai Curry
yellow thai curry with assorted veggies

Tuscan Glaze Steak
mayonnaise marinated with balsamic vinegar and bell peppers steak

Cajun Steak
steak marinated in cajun paprika powder

Spinach Corn Stuffed Steak
spinach corn stuffed in steak marinated in paprika

CHOOSE YOUR PROTIEN

Paneer	Rs. 300
Tofu	Rs. 300
Chicken	Rs. 325
Fish	Rs. 350
Eggs	Rs. 300

ADD ONS:
Double Protein Rs. 100

ADD CARBS: White Quinoa / Red Quinoa / Black Quinoa / Cous Cous / Black Rice / Brown Rice

KETO MEALS

BASE: Zucchini Noodles / Cauliflower Rice

CHOOSE YOUR "FAT"

Butter
Cheese
Feta Cheese
Cheddar Cheese
Mozzarella Cheese
Organic Desi Ghee

CHOOSE YOUR PROTIEN

Paneer	Rs. 350
Tofu	Rs. 350
Chicken	Rs. 375
Fish	Rs. 400
Eggs	Rs. 350

ADD ONS:
Double Protein Rs. 100

DESSERTS

Rs. 250

Chocolate Pancake
protein powder, oats, honey and milk

Vanilla Pancake
protein powder, oats, honey and milk

Museli Choco Yogurt
hung curd, protein powder, museli, berries

Flake Seeds Yogurt
flake seeds, hung curd, protein powder, nuts



BEVERAGES

Espresso Shot Rs. 80

Black Coffee Rs. 100

Macciato Rs. 100

Latte Rs. 100

Cappucino Regular / Large Rs. 100 / 130

Green Tea Rs. 100

Herb Tea Rs. 100

Cold Coffee Regular / Protein Rs. 130 / 160

SMOOTHIES & SHAKES

Rs. 250

Muscle Builder
soya milk / almond milk, protein, banana, dates, ice

Berry Power
berries, coconut water, coconut cream, almonds, protein

Peanut Protein
curd / soya milk, peanut butter, ice dates, protein

Coffee Coconut
coconut water, coconut cream, coffee, cocoa powder, protein, dates

Nutty Mango
mango pulp, walnut, almonds, cashew, protein

Whey Choco Shake
milk / soya milk / almond milk, banana, protein, ice

Vanilla Whey Shake
milk / soya milk / almond milk, banana, protein, ice

Fruit Salad Protein Shake
milk / soya milk / almond milk, mixed fruits, protein, ice



SANDWICH

Panini Pesto

Marinara Focaccia

Wholewheat Grill

CHOOSE YOUR PROTIEN

Paneer	Rs. 200
Tofu	Rs. 200
Chicken	Rs. 250
Fish	Rs. 300
Eggs	Rs. 200

WRAPS

BREADS: Nachini Roti / Whole Wheat Pita / Bajra / Palak Chilla / Egg Wrap

Chicken Gyro Wrap

Butter Gravy Wrap

Tikka Gravy Wrap

CHOOSE YOUR PROTIEN

Paneer	Rs. 200
Tofu	Rs. 200
Chicken	Rs. 250
Fish	Rs. 300
Eggs	Rs. 200

ADD ONS:
Double Protein Rs. 100

BURGER

Charcoal Burger

CHOOSE YOUR PROTIEN

Paneer	Rs. 200
Tofu	Rs. 200
Chicken	Rs. 250
Fish	Rs. 300
Eggs	Rs. 200

ADD ONS:
Double Protein Rs. 100



Gulmohur Eye Clinic

Conceptual Environmental Graphics, Signage

2022 Mumbai

Brief: To design the eye hospital space targeting new patients, awareness of the hospital, making their experience memorable and relatable. Signage must guide the patients towards the hospital i.e. on the first floor of their house.

Challenges:

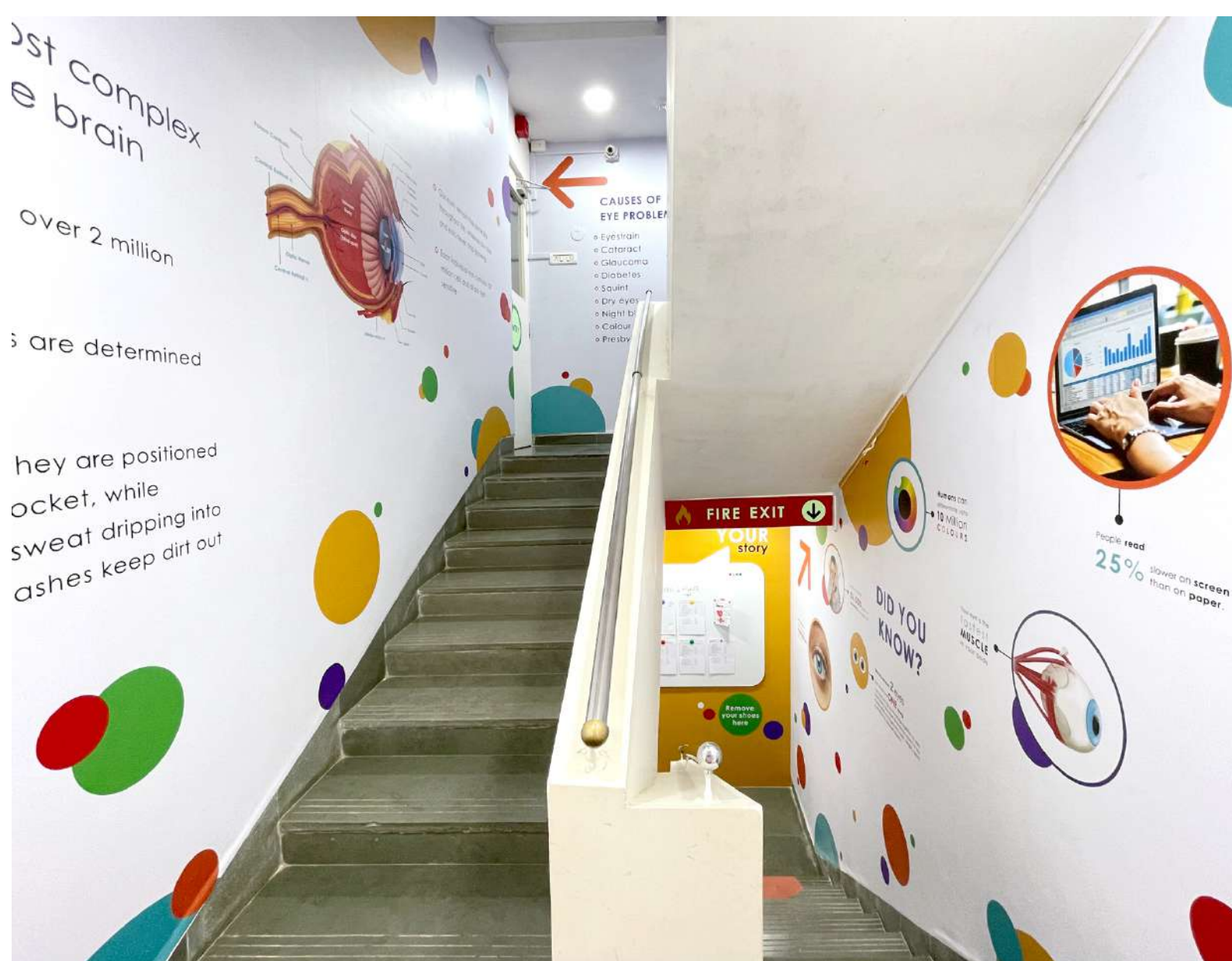
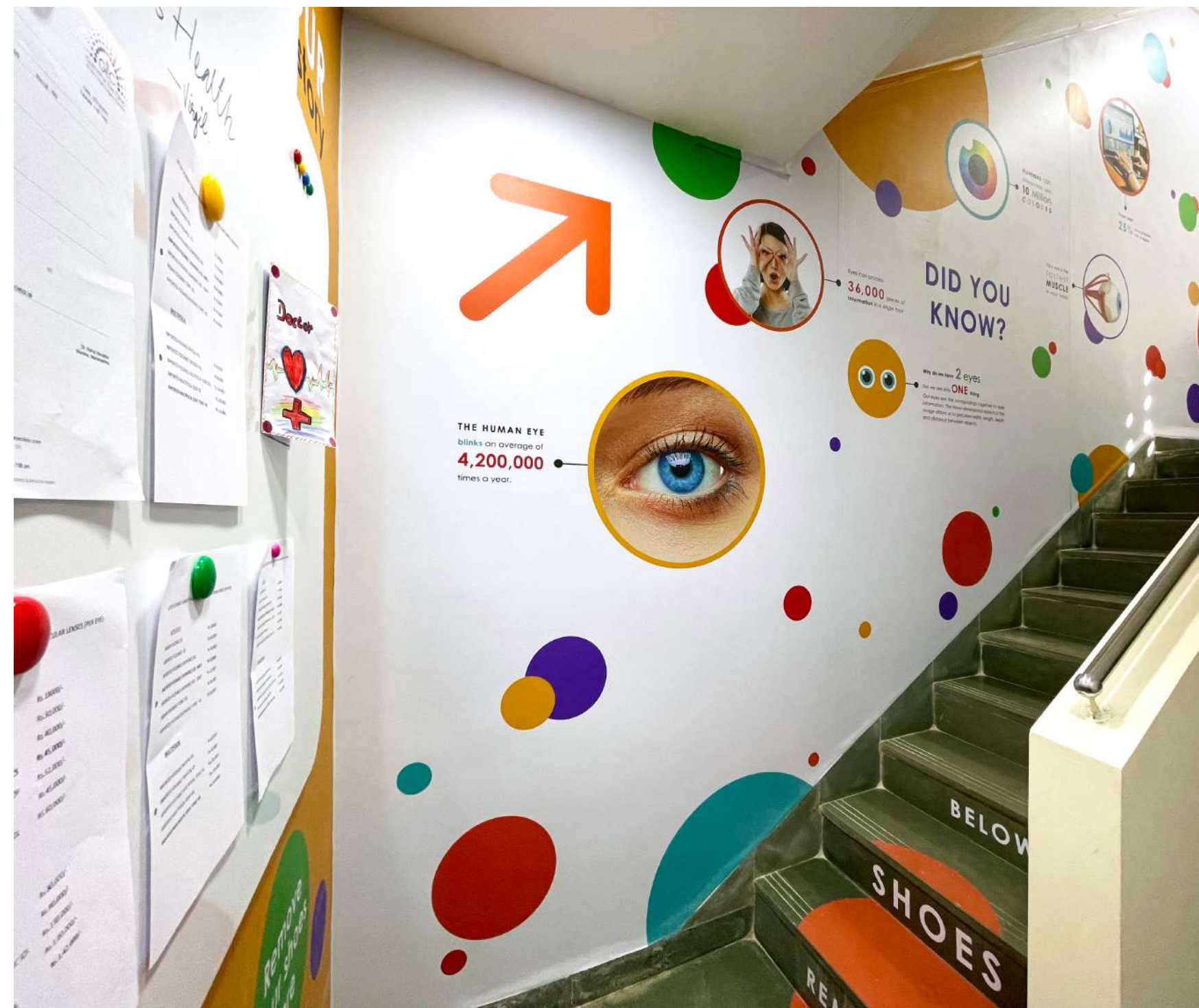
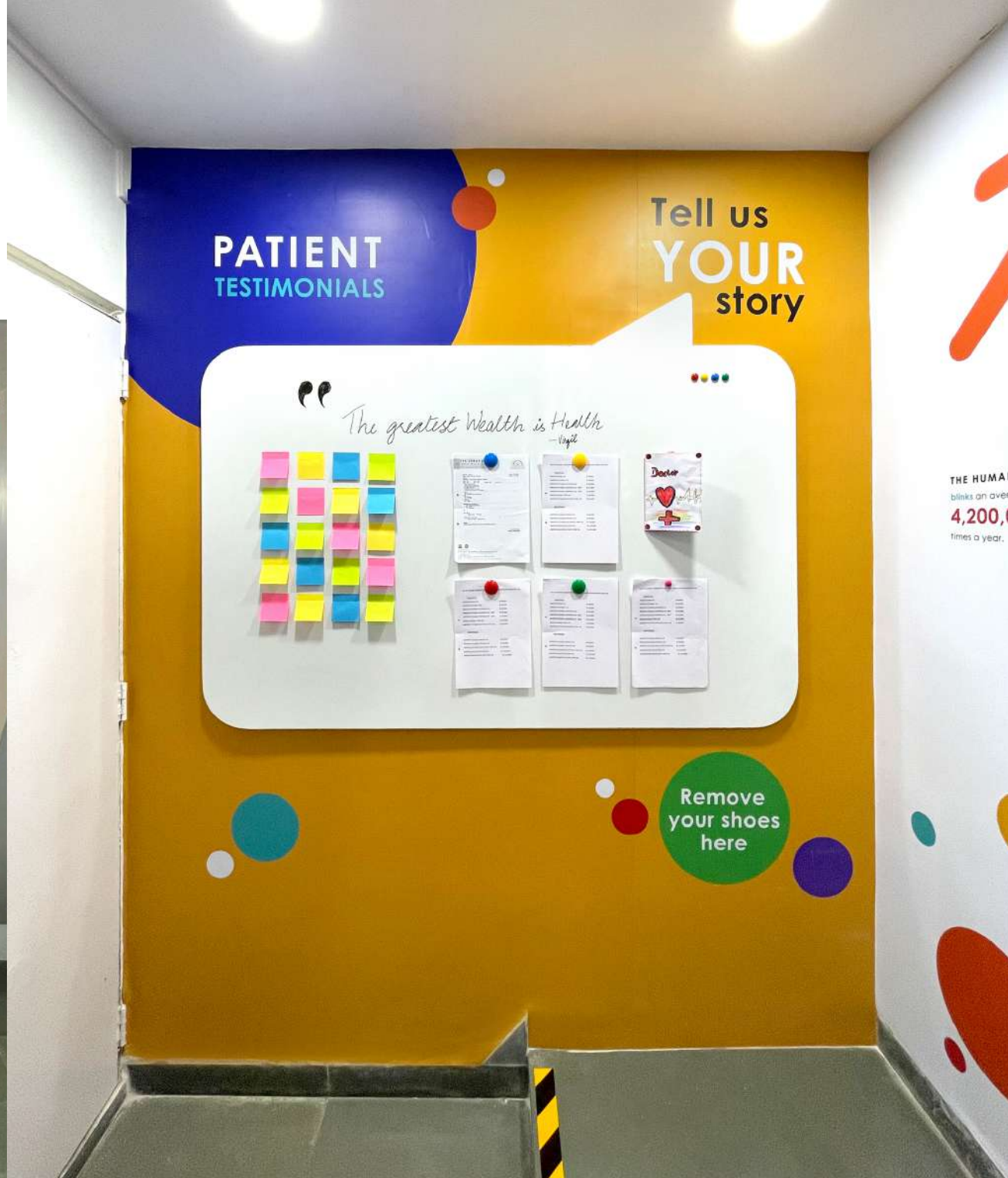
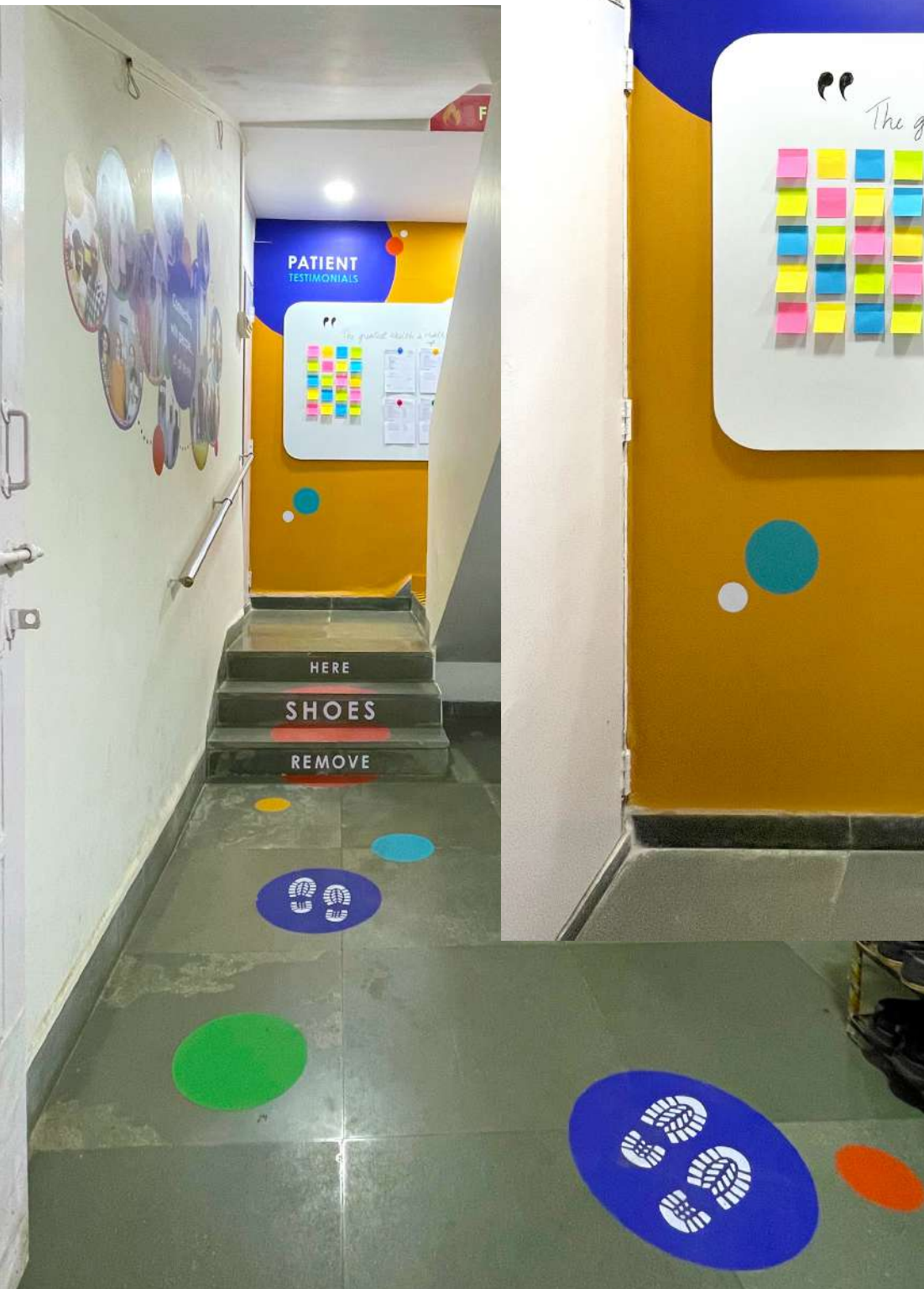
- Hospitals are the least attractive spaces, how can an eye hospital look attractive and bearable for patients with eye problems? Make a dull, dingy looking space lively and vibrant.
- Patients would walk into their ground floor home and not know that the hospital was upstairs from the back door.
- Navigation was a huge concern as many patients would enter the OT in spite of it saying do not enter and having a red bulb on. Design way finding for eye patients with difficulty in vision.
- How to make the public aware that Dr has a full-fledged hospital to conduct eye surgeries without outdoor promotion.

Solution:

The navigation and space was designed to build on making the experience of a patient memorable, taking them through a journey that makes them feel positive.

After all, it is the eyes we are talking about!





Keeping in mind the existing branding I created a unique design language that was interactive and educational.

Right from guiding patients to head in the correct direction, making sure they remove their footwear at the dedicated space, creating awareness on their way up & back while keeping it interactive.

Most complex
e brain
over 2 million
are determined
they are positioned
ocket, while
sweat dripping into
ashes keep dirt out

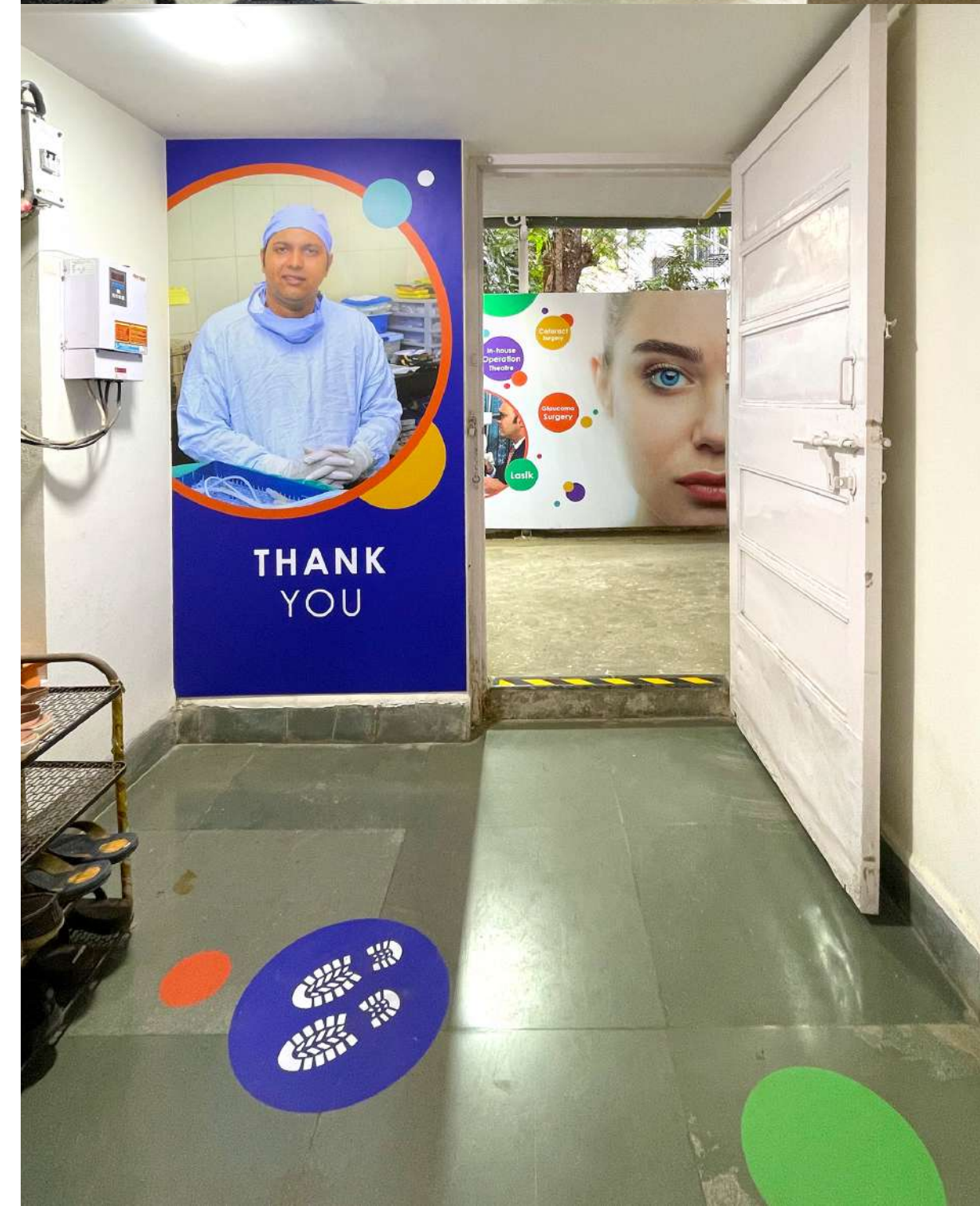
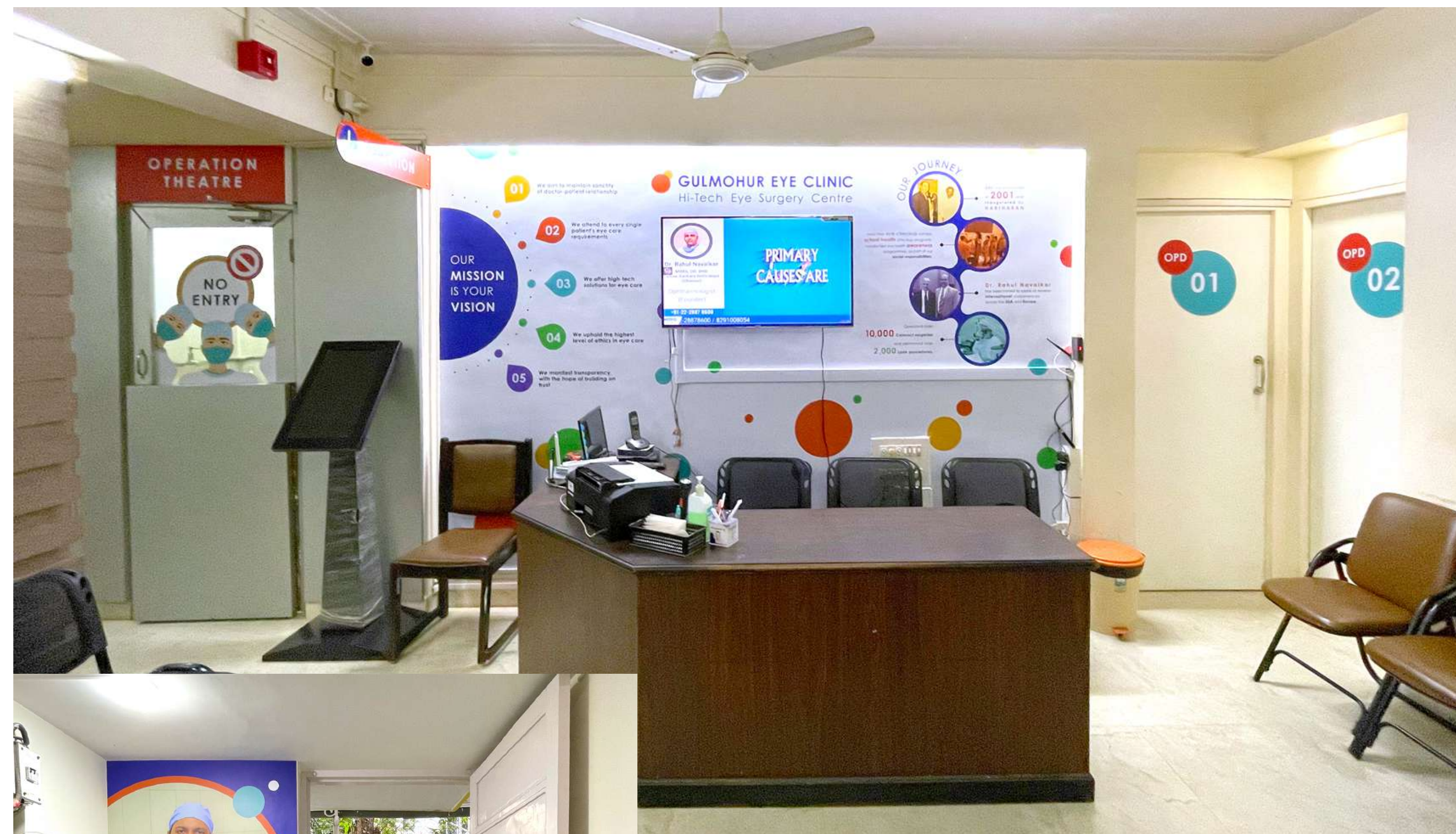
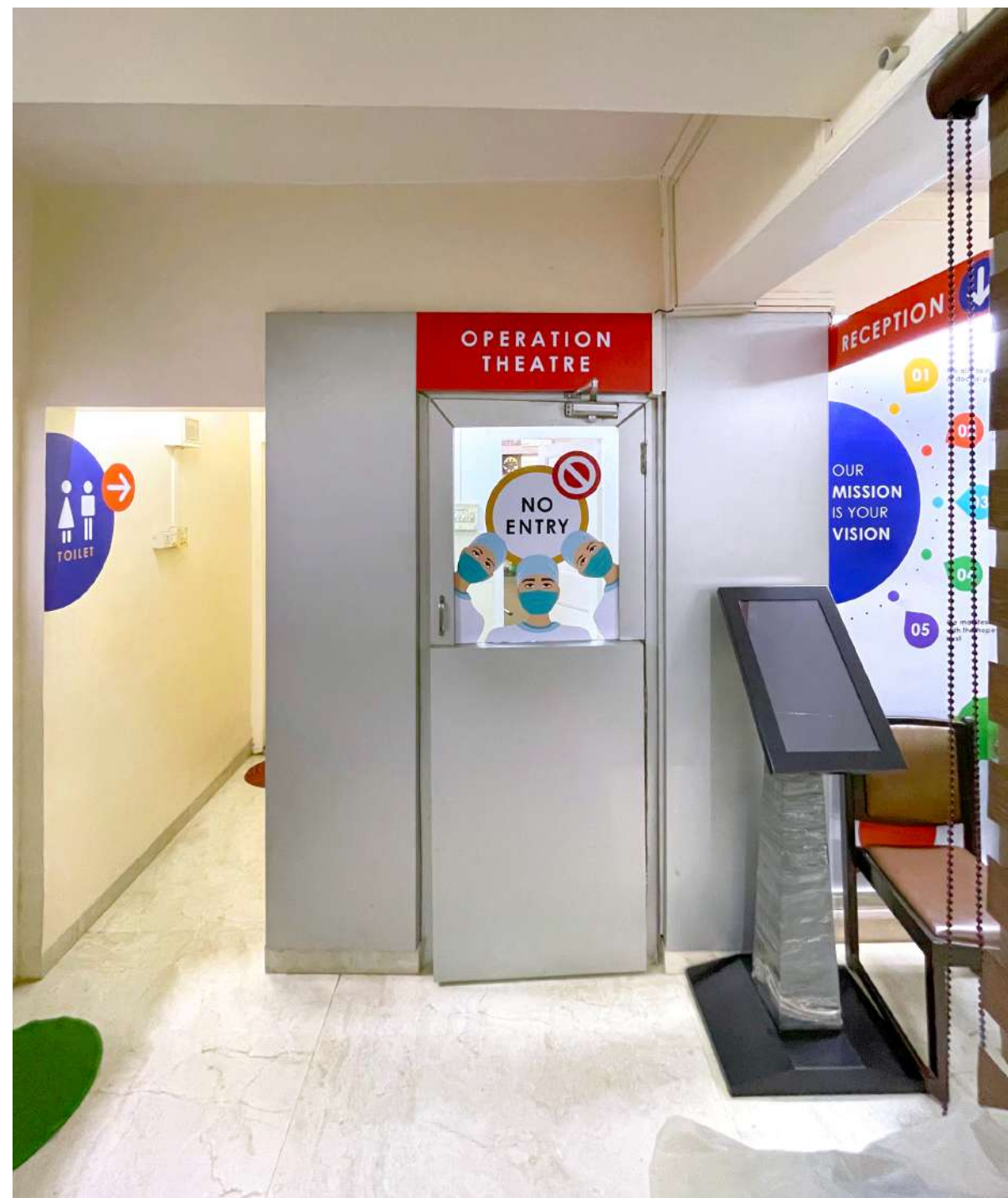
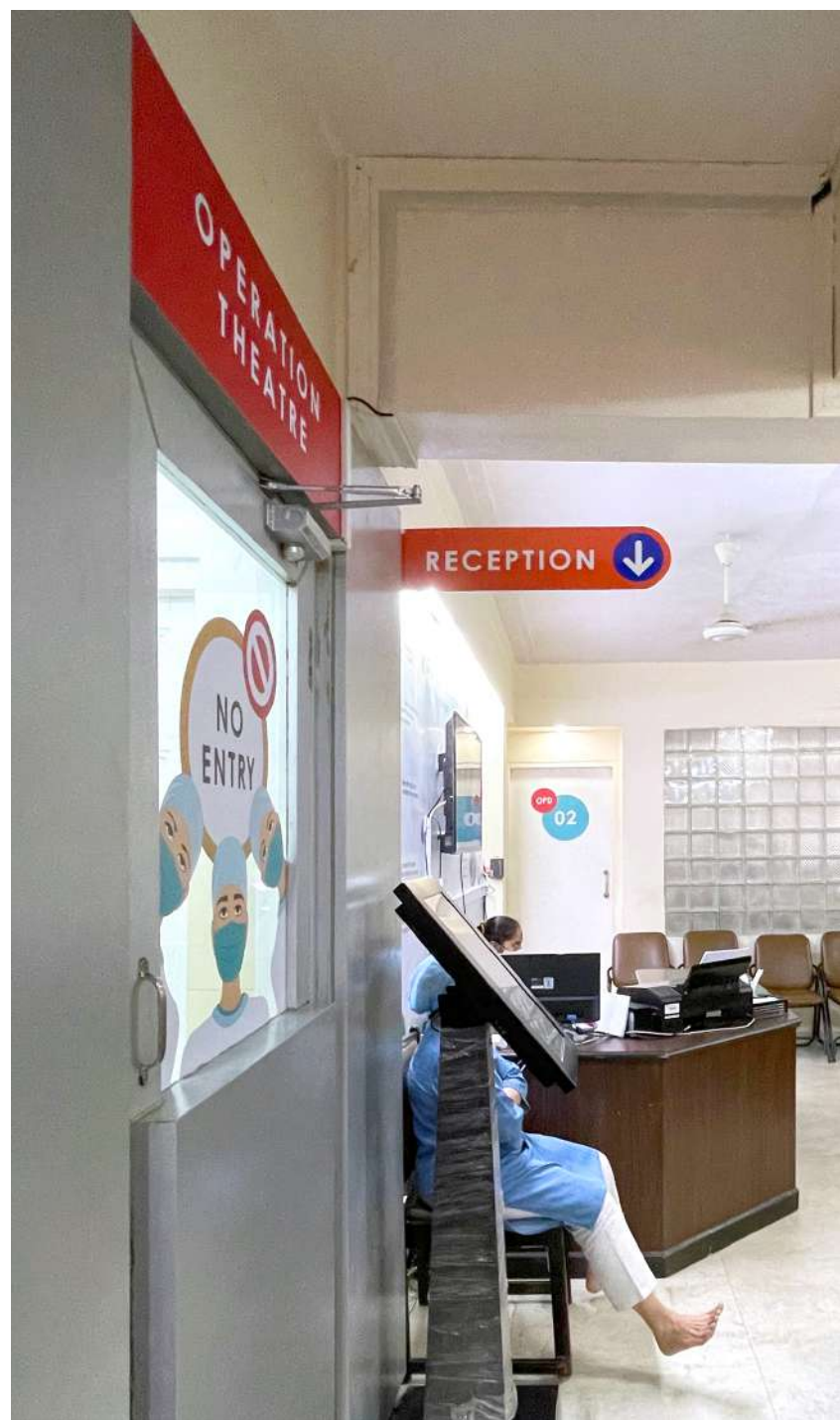
FIRE EXIT

FIRE EXIT

CAUSES OF EYE PROBLEMS

- o Eyestrain
- o Cataract
- o Glaucoma
- o Diabetes
- o Squint
- o Dry eyes
- o Night blindness
- o Colour blindness
- o Presbyopia

We LOVE PATIENTS
THANK YOU
for being a part of
our FAMILY



Many patients are sitting here with dilated eyes, waiting for their treatments. The glaring eyes graphic with "NO ENTRY" on the OT door was a huge success instantly.

We solved for the reception area, toilet, OPD door confusion, the exit and fire exit sign that is glow in the dark under BMC norms and showing personal gratification while exiting.

Upon my visit post the execution to analyse the navigation during peak hours, it felt so good seeing the usability of the space and their testimonial wall already had a sweet card from a young patient. Everyone had been complementing Doc for the space he created, so when I visited he introduced me randomly and the live feedback was just overwhelming.

S.V. Engineering

Branding & Website Design

Mumbai 2021

S.V. Engineering is a Metal Fabrications company that build structures with precision & accuracy that act as a wireframe to larger construction sites.

Solution: Taking the concept of wire framing, I rebranded their identity by drawing with construction elements that represent the work that goes on in the making. The website design also has the use of wireframe which animate in and out.



www.svengineering.co

THANK YOU