

Driven by curiosity

# i Design.

Everything You Can See + Few Things You Can't

*gaupar*

I am a multidisciplinary designer, working with individuals & companies to provide **Design Ideas, Solutions, Products or Experiences** that are driven by **Materials or Materiality**.



CONCEPT



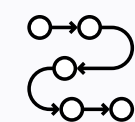
BRAND



STRATEGY



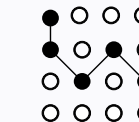
EXPERIENCE



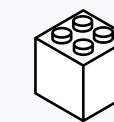
PROCESS



WEB+MOBILE



DATAVIZ



PROTOTYPING

# I help in crafting meaningful **Products** & compelling **Brands**.

As a multidisciplinary designer, I curiously think things, make things, make things better and make things happen.

From Fortune 500 to dynamic startups, I have directly or indirectly partnered with a wide spectrum of brands and companies. Roche, AIMCO, Critigen, Nasscom, Wipro, MP Government, NextWealth, Stockal and the Learning Resources Network (LERN) are just a few among the countless names I've had the privilege to collaborate with. This rich tapestry of experiences has shaped me into a designer who thrives on diverse challenges, adapting to each unique project with finesse.

23+

Experience

Design+Innovation

5

Products

Conceptualize+Design

450+

Projects

Lead or Involved

7

Brands

Helped Create

WORK IN PROGRESS

BOOK

## a **CHILD** in all of us

Curiosity Heuristic Imagination Laconic Deductive

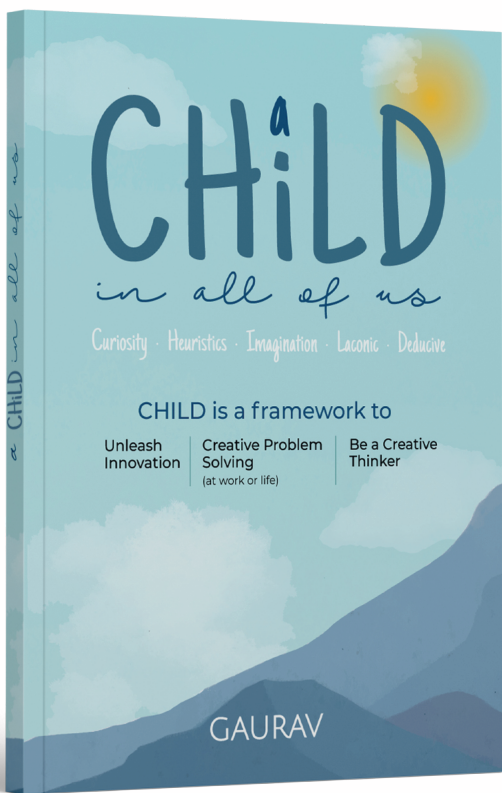
CHILD framework to

Unleash  
Innovation

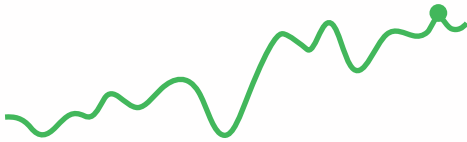
Solve Problems  
(at work or life)

Be a Creative  
Thinker

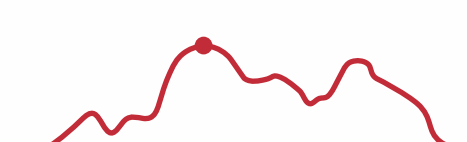
The CHILD framework fosters innovation and creative problem-solving. Curiosity fuels exploration, while heuristics guide practical approaches. Imagination envisions novel solutions, while laconic expression distills clarity. Deductive reasoning ensures logical conclusions, empowering effective and imaginative thinking.



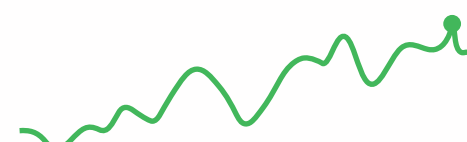
## I help solve problems through Design



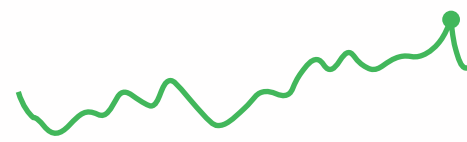
Sales increased by **43%** for an Online store for healthy products



Reduced website Bounce rate from **89%** to **39%** for an IT service Company



Increased email open rate from **7%** to **32%** for Financial Product Company



Increased the Brand visibility and engagement by **37%** for an IT service Company

## ACHIEVEMENTS & RECOGNITION



Designs on Indian miniature paintings presented in Victoria & Albert Museum, London.

2003



Designs on Indian miniature paintings presented in British Library (INDIA office collection) London

2003



Designs on Indian miniature paintings presented in Ashmolean Museum Oxford

2003



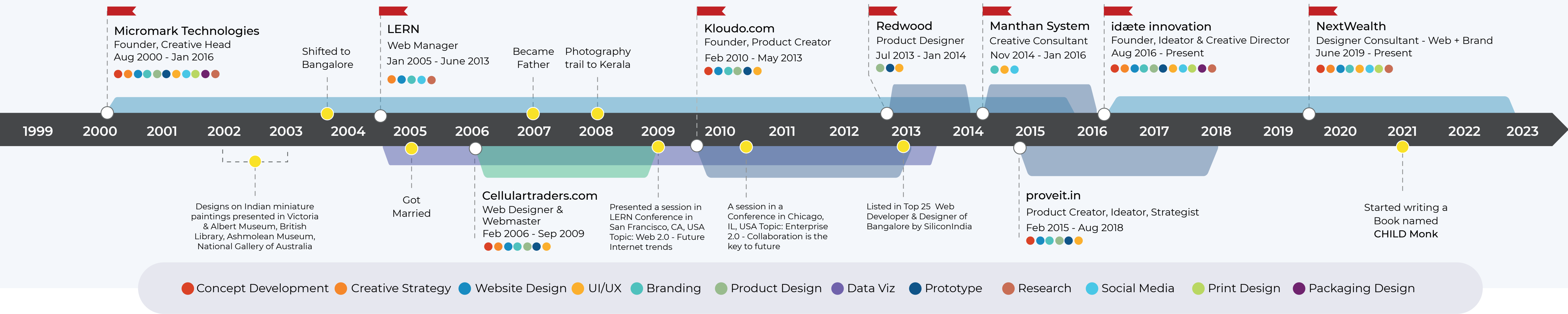
Designs on Indian miniature paintings presented in National Gallery of Australia, Canberra

2002



2013 listed in Top 25 Web Designer of Bangalore & Top 100 Mobile App Designer of India by SiliconIndia

2013



Product Strategy

Competitive Analysis

Information Architecture

User Persona

UX Journey Map

Empathy Map

User Stories

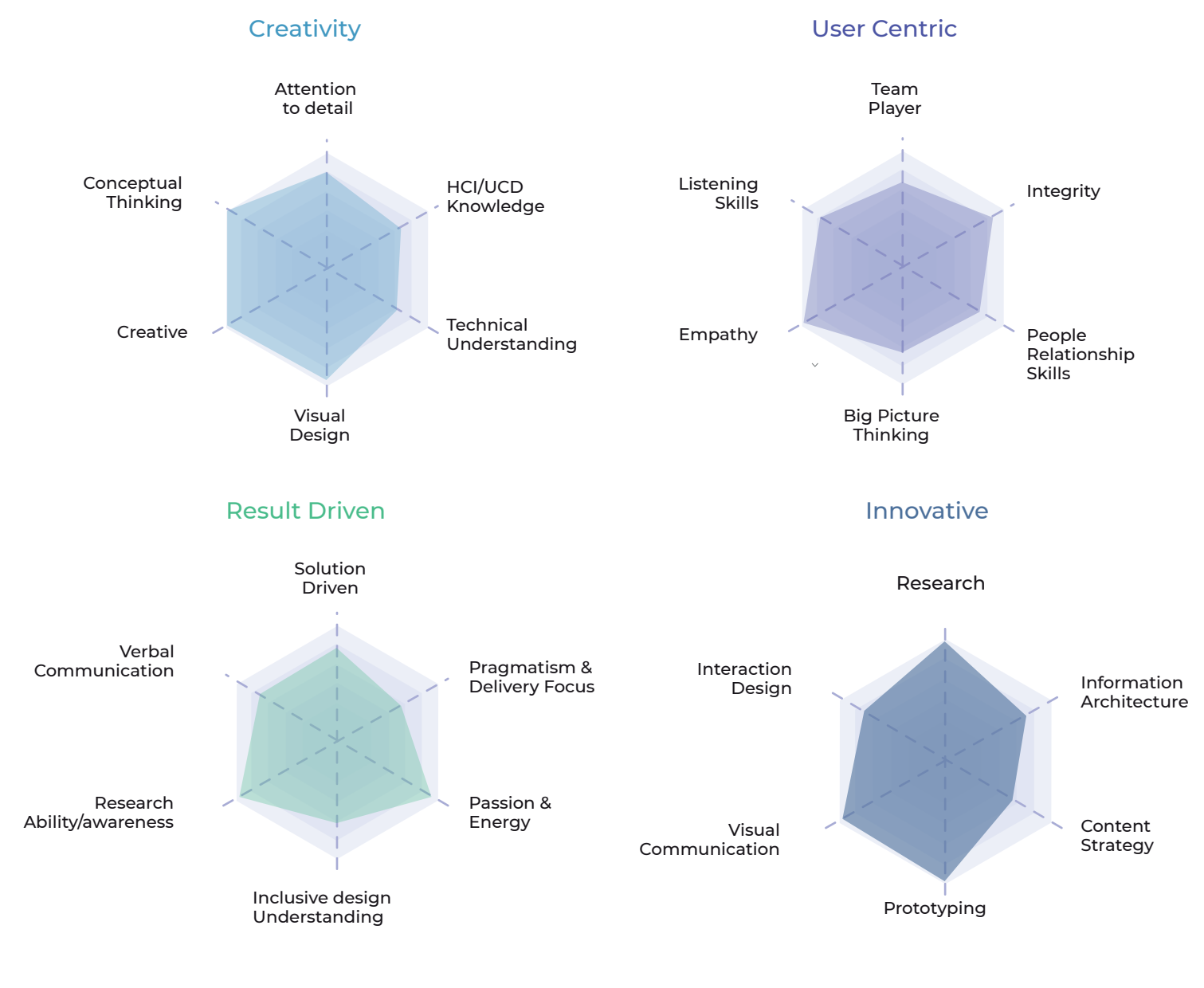
User Flow

Clickable Prototypes

Lo-Fi Sketches

Hi-Fi Mockups

Customer Experience Journey Map



**Visual Design**

Designing high-fidelity visual UI designs for digital products such as web, mobile-web, and mobile applications, familiar with development techniques and collaborative handoff methods. Defining brand Identities, visual guideline, and brainstorming design ideas for marketing endeavours. Designing marketing-related visuals such as Presentations, Brochures, printable merchandise, social media, Illustration and Iconography.

Tools:



**User Experience Design**

Creating task and screen flows, user journeys, scenarios, site maps, information architecture, content inventories, navigation models, wireframes sketches, rapid and interactive prototyping, functional specifications.

Familiar with:



**Data Visualisation Tools**

Used knowledge of data acquisition and organization to develop actionable ideas for visualization projects

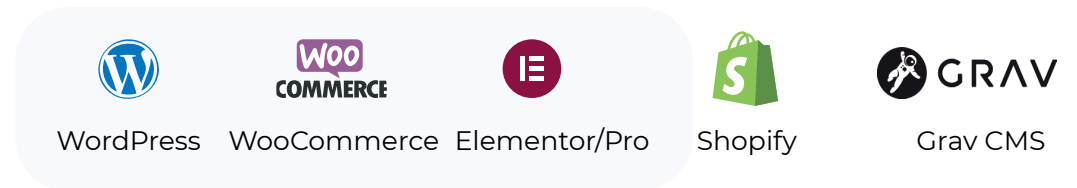
Familiar with



**Web Development Tools**

Designing responsive, dynamic, engaging, rich content websites, dashboards, web apps, online stores using Content Management Systems

Advanced knowledge of



**Web Development Tools**

Familiar with



**User Research**

Familiar with user research methods such as benchmarking, gathering user data, analyzing user data from reports and tests. Research and defining user personas, empathy maps, customer journey maps, etc. Design and conducting card sorting, user interviews, and user testing sessions.

Familiar with





Recommendations

What People say about

*gaurav*



“

*Gaurav is a highly skilled web page designer with great ideas for web design and search engine optimization. He does all our web pages, and redid our standard web page design recently. A wonderful person to work with too.*



**William A Draves**  
Author of Nine Shift  
President, Learning Resources Network (LERN)  
River Falls, USA

“

*Gaurav is proactive and thoughtful person. He knows his work, delivers on time and recommends the best for the clients. He is value for money. I will recommend him strongly.*



**Nikhil Agarwal**  
CEO, FIRST, Indian Institute of Technology  
Kanpur

“

*Gaurav has worked as a consultant for LERN for the past 4 years. As part of our virtual organization, he has made valuable contributions to many areas of our operation. He is a skilled web designer, and has a strong understanding of business and marketing concepts. He is very knowledgeable in a wide variety of IT areas. Gaurav is a good communicator, a pleasure to work with, and very personable. He handles every project swiftly and with professionalism. His advice on design and other processes has been invaluable to our organization.*



**Julie Coates**  
Senior Vice President,  
Learning Resources Network (LERN)  
River Falls, USA

“

*Gaurav's a fantastic guy who gets the job done for internet development work! I have worked with him on multiple projects and will work with him again.*



**Charles Walters**  
Hedge Fund Chief Information Officer at  
Bardin Hill Investment Partners

“

*Great partner to work with. Listens well to me as client what the real needs are and does his best to find a perfect match. Looking forward to continue working with him.*

**Klaus Blum**  
Vice President,  
Educatis Foundation and Owner, ABS Hovercraft Ltd.  
Switzerland

“

*Gaurav is an intelligent and innovative thinker. He has all the skills of a first-class colleague, including excellent communication, ability to commit, follow through and excellent capacity for teamwork. His out-of-the-box thinking is a boon for any project that requires a visionary approach. He has cutting edge knowledge and skills in technology and he works from a globally informed perspective. For any project requiring top-notch professional demeanor and skills, he's on my "first-choice" list as a team member.*



**Julia (Hass) King Tamang**  
Senior Consultant,  
Learning Resources Network (LERN)

“

*While working on the B2C product lookbeyondresumes.com, Gaurav has been highly creative and extremely innovative. A warm nature and soft spoken individual, Gaurav is a great person to work with. His humility is a testament to his profound knowledge of technology. Its been a pleasure working with him!*



**Rajiv Dabhadkar**  
Author of “Green Carrot” & “American Work Permit”  
Mentor to StartUps at the Technology Business Incubators  
(Dept of Science and Technology - GoI)





# P O R T F O L I O E

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# #logos

#brand identities #ideas #design #concepts #typography

Tool Box



Illustrator



Photoshop



XD



Figma



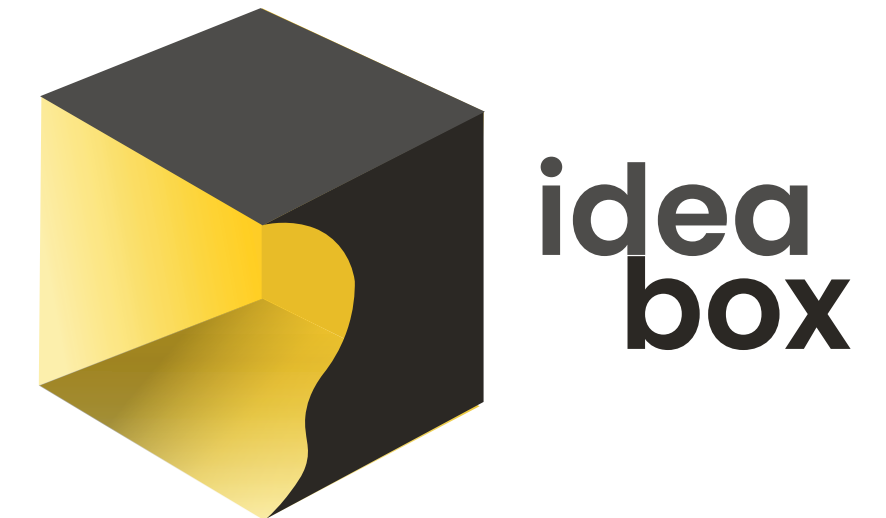
Sketch





ANAVSIN  
GIFT OF GOD

iteology  
BPM, ITSM, Hospitality, Logistics & beyond



W2W  
WOMAN 2 WOMAN

इसात्हि  
Somebody Always Around  
To Help Immediately

doodado  
*Do infinite things*



# #Storytelling

#branding #storytelling #infographic #game #packaging

Tool Box



Illustrator



Photoshop



XD



Figma



Sketch





#emotioncards  
I'm feeling



Watch it on  
**vimeo**

# feelGood@

A Probiotic Café

#branding #café #concept #interior design #cardgame #packaging

# I'm feeling



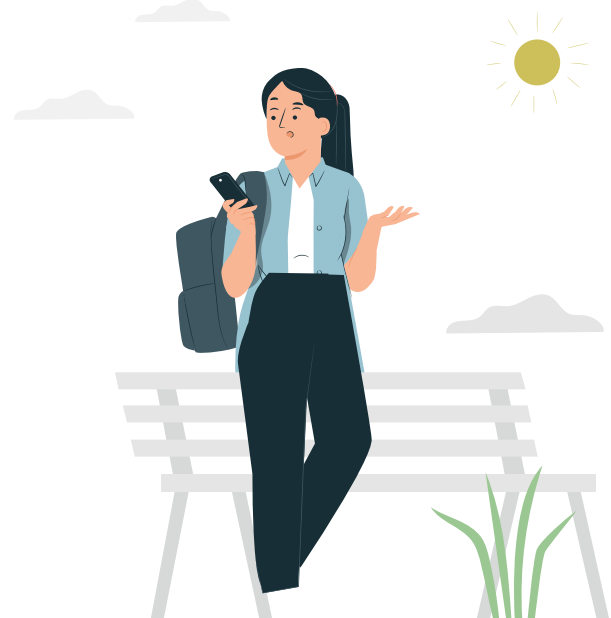
## NIKHEDONIA

The feeling of excitement or elation that comes from anticipating success



## SERIOCOMIC

Partly serious and partly comic



## PRESQUE-VU

That sensation of forgetting or not being able to remember something, but feeling that you could remember it any minute.



## CRAPULENCE

Sickness or indisposition resulting from excess in drinking or eating



## FAT-SORROW

Sadness alleviated by material things



# I'm feeling



**PLAH**

Peace Love and Happiness



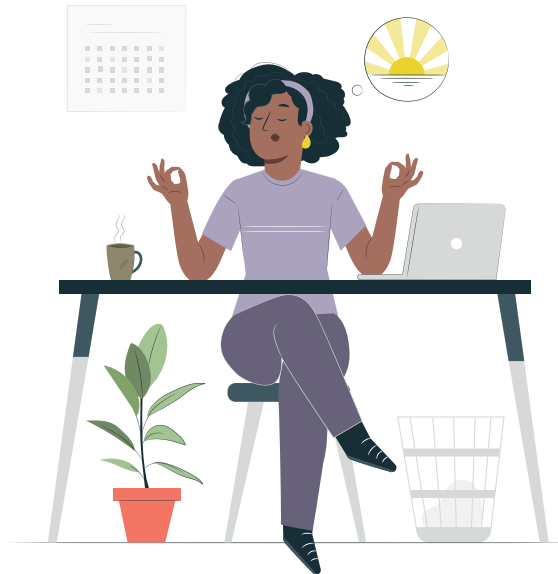
**LONESOME-FRET**

That feeling of restlessness or unease that comes from being on your own too long



**IPOH**

In Pursuit of Happiness



**MISSLIENESS**

The feeling of solitariness that comes from missing something or someone you love



**HUCKMUCK**

The confusion that comes from things not being in their right place





# #Infographics

#branding #storytelling #infographic

Tool Box



Illustrator



Photoshop



XD

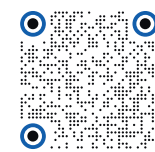


Figma



Sketch

# #infographic



## Company Mission

Let's make investing and saving internationally, seamless, affordable, and secure



## Employee- Employer Relationship

Transparent and Inclusive



## Business Ethics

To conduct business in accordance with the letter, spirit, and intent of all relevant laws and to refrain from any illegal, dishonest, or unethical conduct.



## Outside Employment

Outside employment that constitutes a conflict of interest is prohibited.



## Referral Bonus

**Rs. 5,000/-**

Over 6 months but less than or equal to 1.5 years

**Rs. 8,000/-**

Over 1.5 year but less than or equal to 2.5 years

**Rs. 15,000/-**

Over 2.5 years but less or equal to 5 years

**Rs. 20,000/-**

Over 5 years but less or equal to 10 years

**Rs. 25,000/-**

Over 10 years

## 3 Months Probation Period

## Performance Evaluation Method

Objectives and Key Results- Quarterly  
360 degrees- Annual

## Performance Appraisal Cycle

April to March

Leaves Available



**18**

Earned Leaves



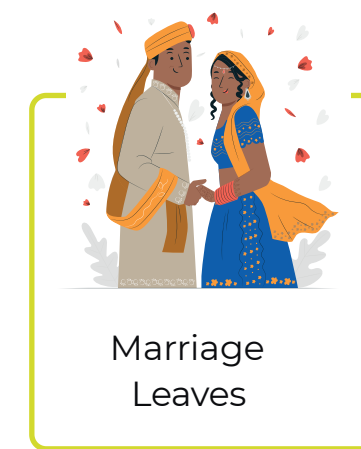
**6**

Casual Leaves

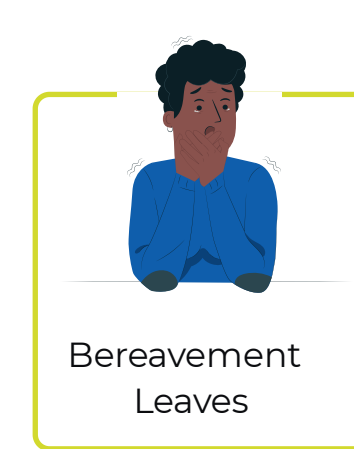


**7**

Sick Leaves



Marriage Leaves



Bereavement Leaves



Paternity Leaves

Unique Leaves



## Loan from Company

Available after completion of 1 year and upto a maximum of 15% of CTC to be paid back in 10 installments



## Health Insurance

From April 1, 2021. Rs 5 Lakhs coverage per family.

**2**

## Notice Period

2 months



## Work Timings

9 hours a day, Monday to Friday



## PoSH compliant

Yes

## Spot Termination?

- Theft or inappropriate removal or possession of property Dishonest
- Falsification of timekeeping records
- Working under the influence of alcohol or illegal drugs
- Negligence or improper conduct leading to damage of employer-owned or customer-owned property
- Insubordination or other disrespectful conduct Violation of safety or health rules
- Sexual or other unlawful or unwelcome harassment Excessive absenteeism or any absence without notice
- Unauthorised use of telephones, mail system, or other employer-owned equipment
- Unauthorised disclosure of business "secrets" or confidential information Violation of personnel policies
- Unsatisfactory performance or conduct
- Breach of trust, Company codes, statute or regulations

## Escalation Matrix



<https://www.stockal.com>

# Tracking Multiple Transmission Routes of COVID-19

## A Molecular And Serological Analysis

### METHODOLOGY

Investigations of 178 hospitalized patients with COVID-19 in Wuhan, China



Oral swabs



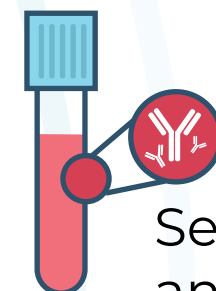
Anal swabs



Blood samples



Molecular analysis using 2019-nCoV qPCR

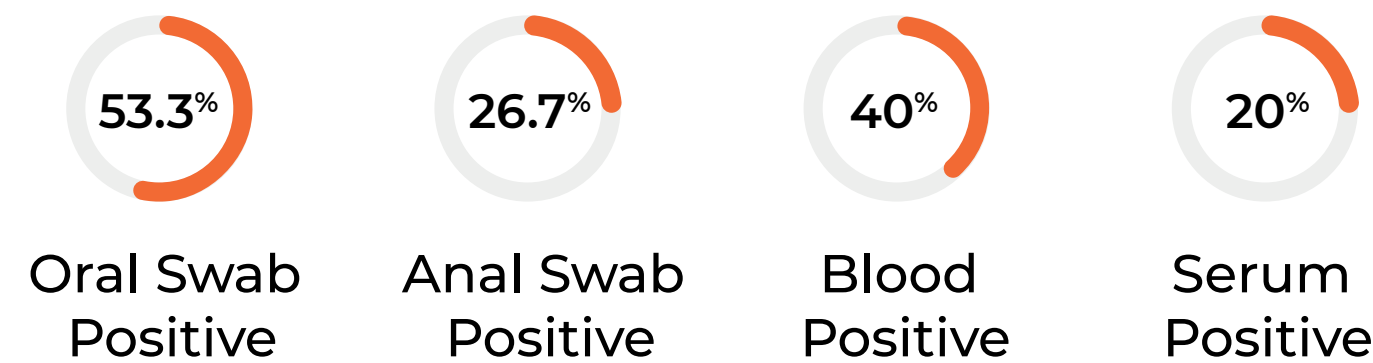


Serological antibody detection



### RESULTS

Of 15 Patients who carried the Virus post Treatment



Oral Swab Positive

Anal Swab Positive

Blood Positive

Serum Positive

### Viral Load Dynamics

#### Oral Swab Positive

Early stage of infection  
Late stage of infection

#### Anal Swab Positive

Early stage of infection  
Late stage of infection

### KEY MESSAGE

2019-nCoV may be transmitted through multiple routes, necessitating the use of both molecular and serological tests to confirm virus carriers



Science Facts



# #reports

#annual reports   #research reports   #infographic

Tool Box



Illustrator



Photoshop



XD



Figma







2021

UNMASKING OUR  
Performance

Data Report for Stockal's Performance Overview

Edition 1.0

stockal

Our pricing schemes offered you an opportunity to start accessing international markets on the basis of your spending capacity and comfort zone. Our three plans- BASIC, SILVER, AND GOLD, each having its own perks, gave you the opportunity to start your investing journey for FREE with our Basic Plan, or even pay commissions as low as 1 cent per share with our Gold Plan.

Here's a look at your plan breakdown with Stockal



While this may impress you, this is just a tiny portion of our activities last year!

As we aimed to increase our reach to as many people as possible, we partnered with 89 financial institutions, some of them being renowned names in the finance industry like HDFC bank, Motilal Oswal, Geojit, and Emkay Global where we saw over 66,432 of you join our user interface and invest in the international markets with a passion.

Here's an overview of your investing journey with our partners:



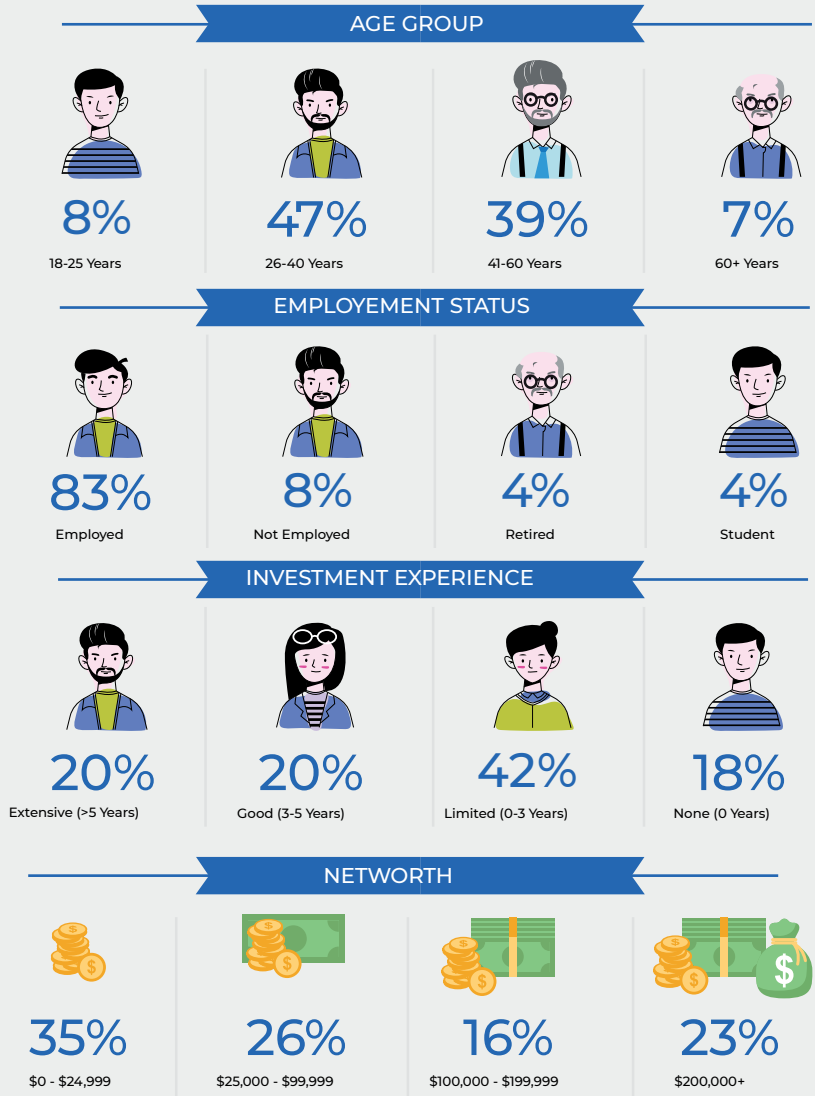
### Our Demographics



Stockal has strived to be accessible to everyone, irrespective of age, gender, investment background, income group, or employment status.

As we continuously aim to be diverse, unbiased, and open to all, we ensured that our platform is communicated to our users with the same intention.

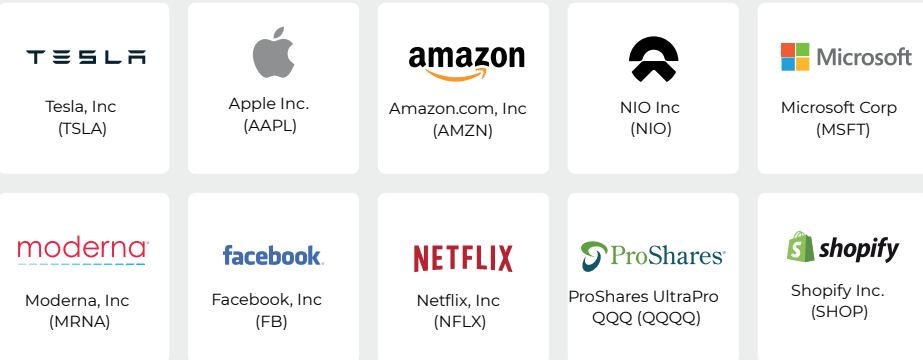
Here is a quick overview of our company's user demographics:



### Your Investing Highlights

When there are over 4,000 stocks to choose from, one is bound to have favourites!

Here are your go to stock and ETF picks for the year:



We were also impressed with your sectoral preferences. We noticed that most of you stuck to what you knew best, and made sound investing decisions.

Here's a quick sneak peek at your Top Traded Sectors:





2021

We Did It!  
TOGETHER

Data Report for Stockal's Performance Overview

Edition 1.0

The IPO Influx

The last year saw the maximum number of IPOs ever seen in the U.S. markets. And Stockal's users, like every well-informed investor, took a huge liking for these new listings as well.

Here's a look the top investments in newly listed companies on our platform, up until now:

X P E N G	Palantir	Li Auto (LI)	Airbnb (ABNB)	Unity Software (U)
X Peng (XPEV) 1451 Transactions	Palantir (PLTR) 2710 Transactions	Li Auto (LI) 661 Transactions	Airbnb (ABNB) 1178 Transactions	Unity Software (U) 297 Transactions
coinbase	snowflake	ROCKET Companies, Inc.	ROBLOX	DOORDASH
Coinbase (COIN) 518 Transactions	Snowflake (SNOW) 654 Transactions	Rocket Companies (RKT) 266 Transactions	Roblox (RBLX) 220 Transactions	DoorDash (DASH) 171 Transactions

Green Investing

Another revolution that was seen in the U.S. was the groundbreaking change of political parties, with the downfall of the president Donald Trump, and the rise of America's newest president, Joe Biden.

With the president's keen mission for the United States to have zero carbon emissions by 2050, he propelled several plans right at the beginning of his term that boost the Electric Vehicle and Clean Energy industry. As a result, many of the investors laid intelligent bets on these sectors, and invested in Stocks and ETFs producing clean energy and electric vehicles.

Here's a look at the top 5 trades (based on total transacted value):

TESLA	NIO Inc (NIO)	QuantumScape	PLUG POWER	iShares
Tesla, Inc (TSLA)	NIO Inc (NIO)	QuantumScape Corp. (QS)	Plug Power (PLUG)	Global Clean Energy iShares (ICLN)

stockal

Working Engagement Proposal

Partner Name / Logo Here

GLOBAL INVESTING

Key highlights of Omni Supreme US

It's a Multicap strategy, designed for a Long-term Core Allocation in Equities

Why US?

- 25% of global economy, 35% of world markets.
- Global Leader in Transformative Companies (Tech and Non-Tech Innovators)
- Large-scale Transformation Creates Long-term Growth Opportunities...

The portfolio is built on Scientific Investing Framework

Designed to Capture Below-The-Radar Growth Vectors in Mr. Market's Blindspot

Current Portfolio Provides Exposure to the Following Growth Vectors (subject to change with time)

Artificial Intelligence	Athleisure	Ecommerce	Digital Transformation	Fitness
Home Nesting	Internet of Things	Luxury	Metaverse	Millionaires
Payments				

Investment Universe: Top 1500 (The largest 1500 stocks including large, mid, and small caps)

Typical Portfolio Size

20-40 stocks	8-15 industries	5-7 growth vectors
-----------------	--------------------	-----------------------

17



# #websites

#web design   #cms   #wordpress   #web development   #responsive design

## Tool Box



WordPress



WooCommerce



Elementor/Pro



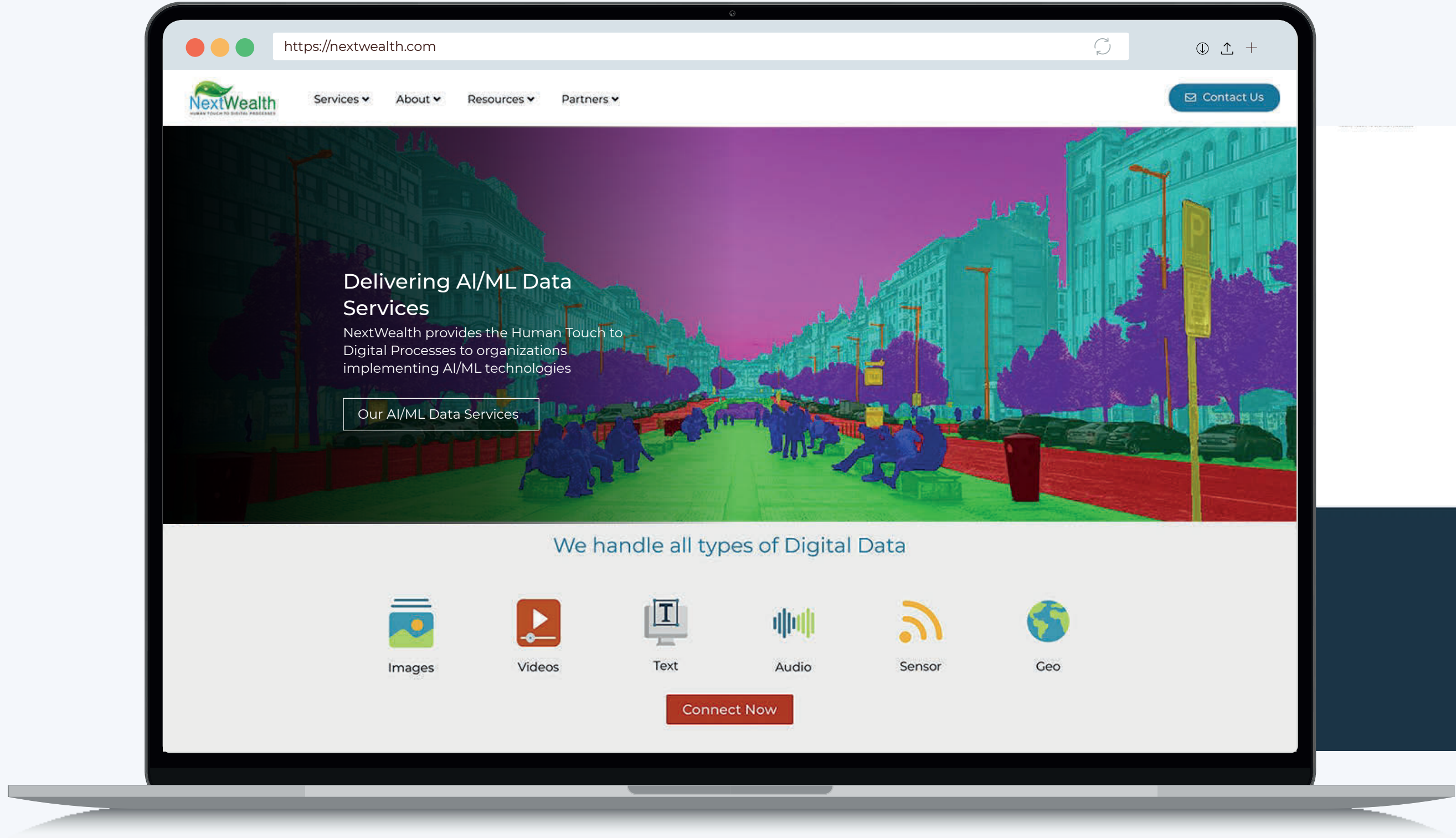
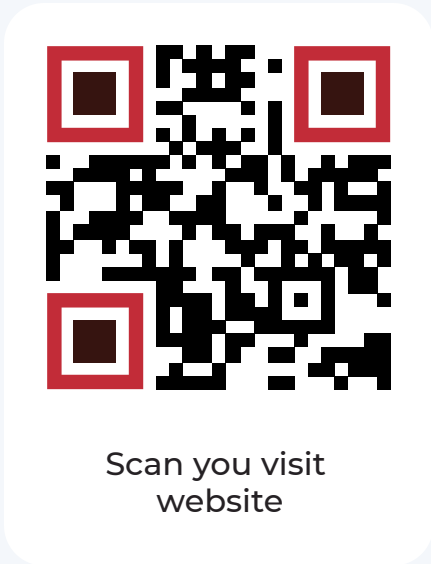
Shopify



Grav CMS

# End-to-end Web service

- Brand Design
- Content
- Web Design
- Web Development
- Inquiry Pipeline
- Blog
- Website Maintenance
- Illustrations



**Why our customers count on us?**

We deliver AI/ML data services with enterprise grade quality at affordable price points out of our delivery centers located in small towns. Globally, customers count on us not only for their short term projects with high volume variations, but also large business processes that require quick set up and scaling of teams.

Scalability

Quality

Variability

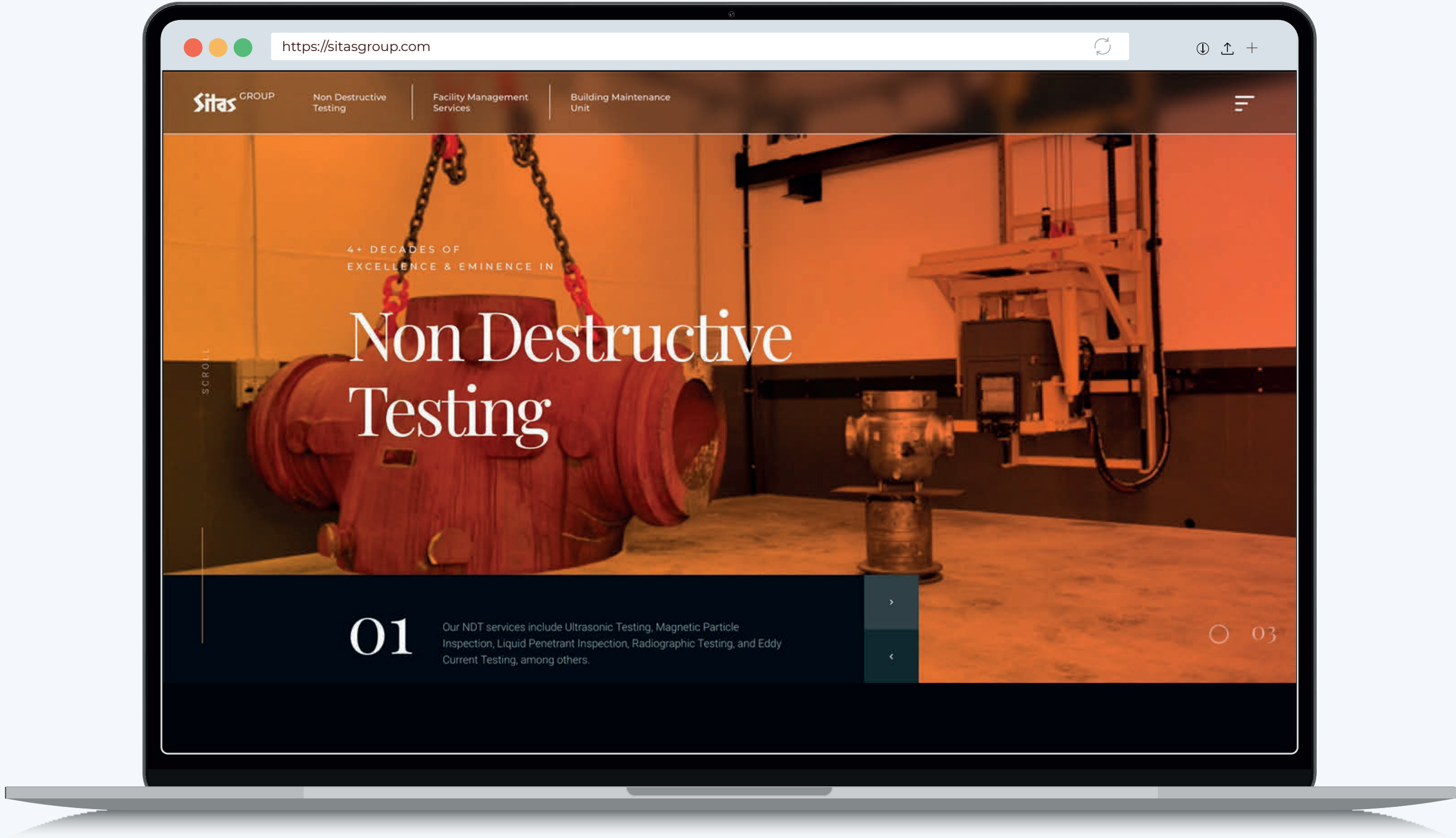
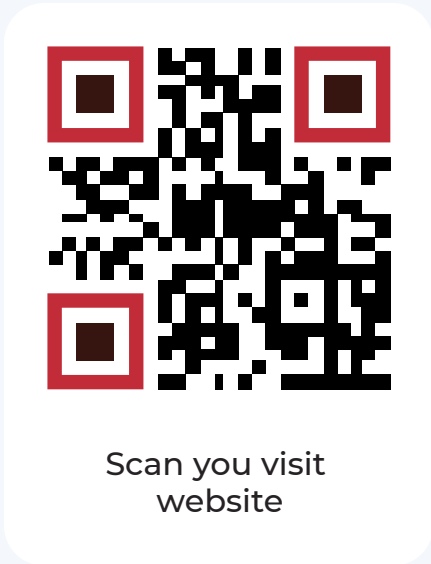
Affordability

10+ Years in the Industry	6 Delivery Centers	80+ Customers across the Globe
750M+ Transactions Till Date	4,500+ Employees Onboard	<18% Annualized Attrition



# End-to-end Web service

- Brand Design
- Content
- Web Design
- Web Development
- Website Maintenance



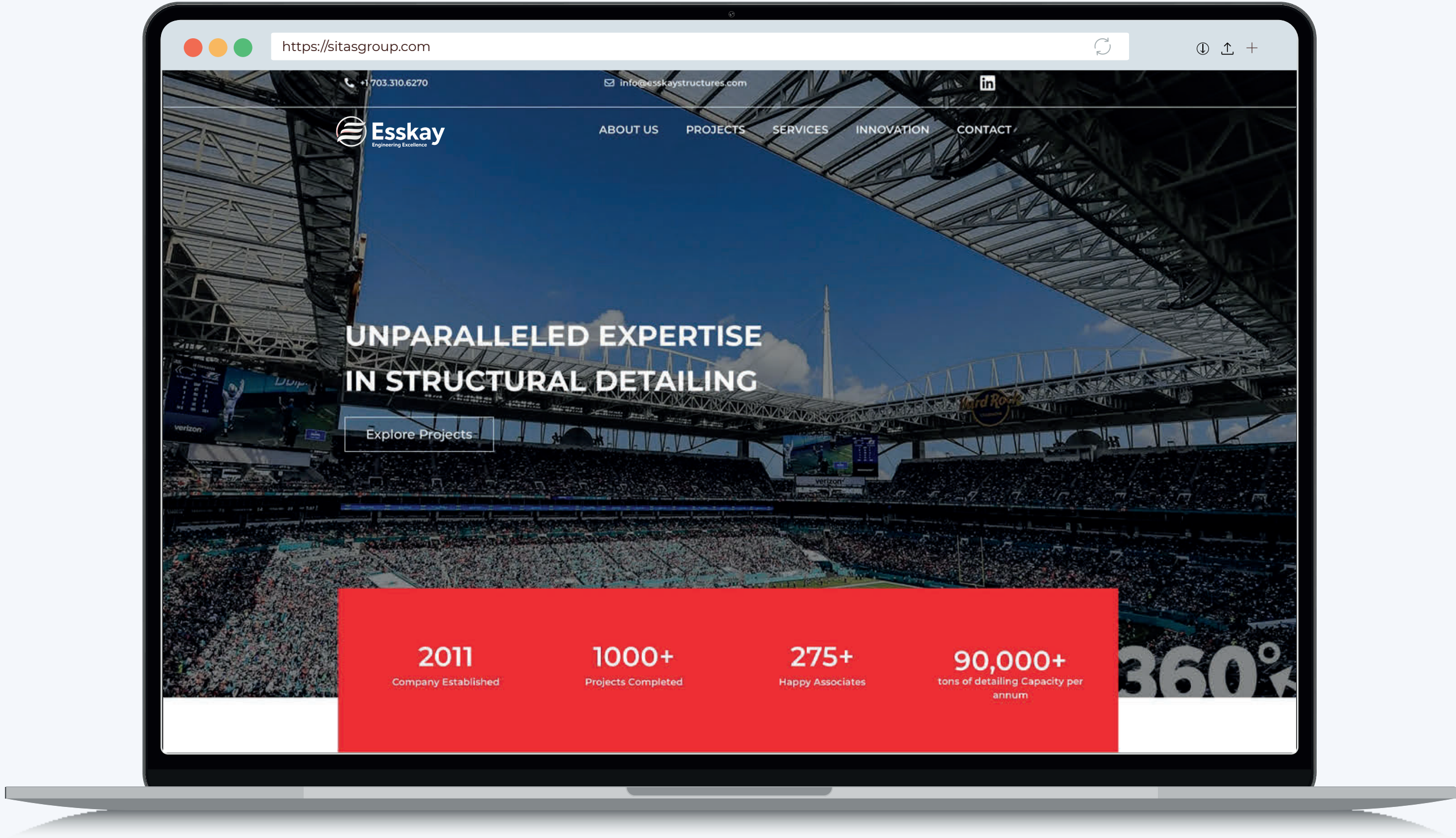
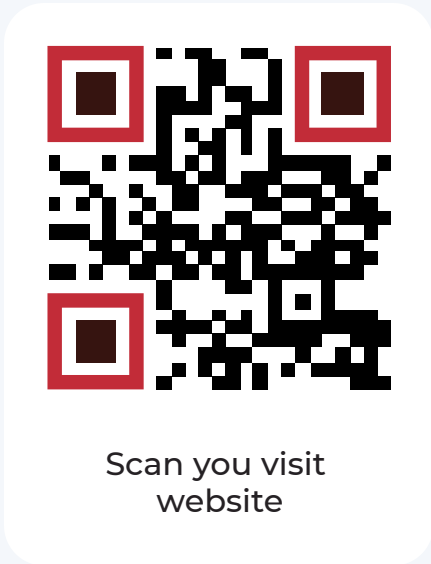


WordPress   Elementor/Pro



# End-to-end Web service

- Brand Design
- Content
- Web Design
- Web Development
- Website Maintenance





# #Product Design

#uiux #userexperience #datavisualization #informationarchitecture

Tool Box



Illustrator



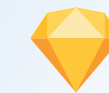
Photoshop



XD



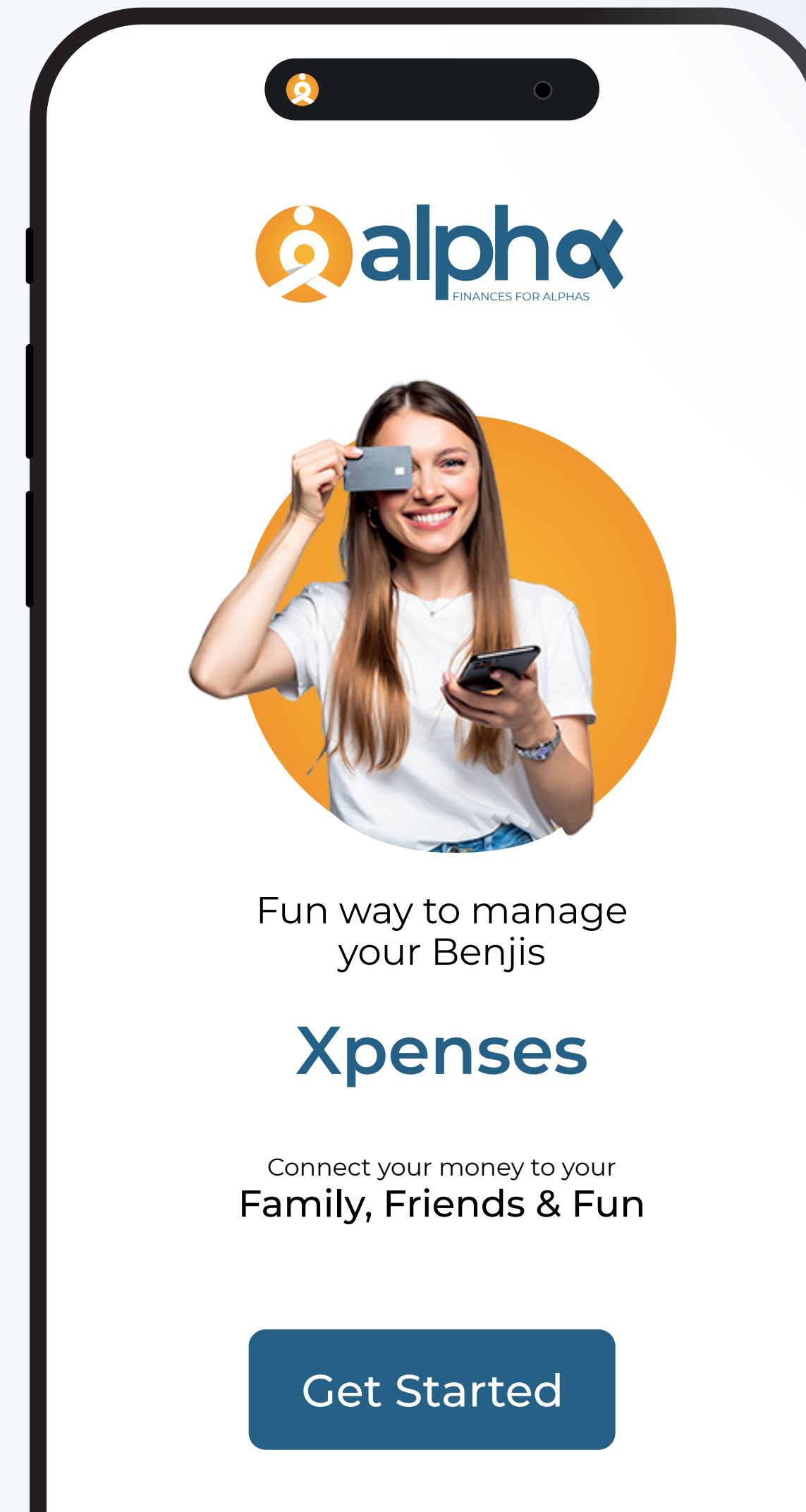
Figma



Sketch



Xpenses • Xperiences • Xtras

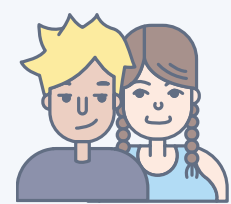


## Scope

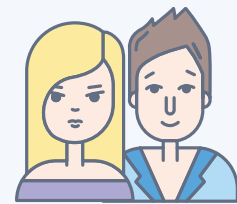
To design an app to manage **expenses** and **savings** for a generation what we call “Alphas”.

Alpha is a digital native generation, who is born with the internet.

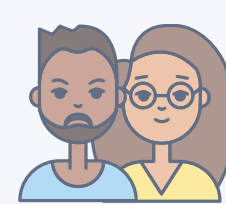
## Age Group



16-18



19-23



23-28

## What did I do

IDEA

CONCEPT

DESIGNS STRATEGY

DESIGN

APP DESIGN

USER RESEARCH

DESIGN SYSTEM

BRANDING

LOGO & NAMING

Tool Box



Illustrator



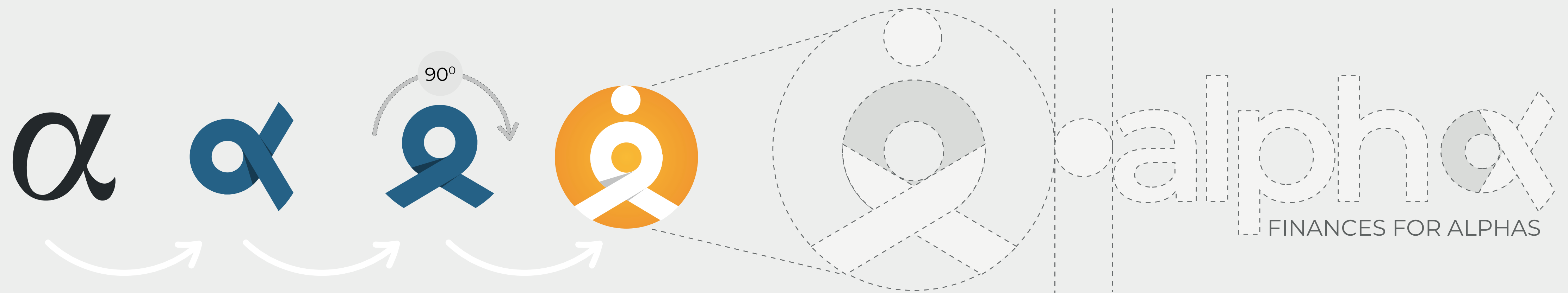
Photoshop



XD



Figma



Xpenses • Xperiences • Xtras



## Brand Signature

### Rationale

The Alpha logo consists of 3 units -

- The Alpha Symbol depict a human figure,
- The Signature Type ends with 'a' as Alpha symbol and
- A Tagline

Together, these three elements comprise the Alpha identity.

Our identity is our brand signature. It represents everything we are and everything we aspire to be. Altering the logo in any way dilutes our identity and deprives us of an opportunity to stand out in the competitive economy.

Used correctly, as described on the following pages, our logo accrues meaning and power.

### Tone of Communication

Funny, Witty, Conversational, Slang based



# Primary & Secondary Color System

## Rationale

Colors play a vital role in embodying the spirit and values of a product or the brand. The Alpha color palette consists of Alpha Orange and Alpha Blue. They are the primary colors for all product elements, generic corporate and marketing material.

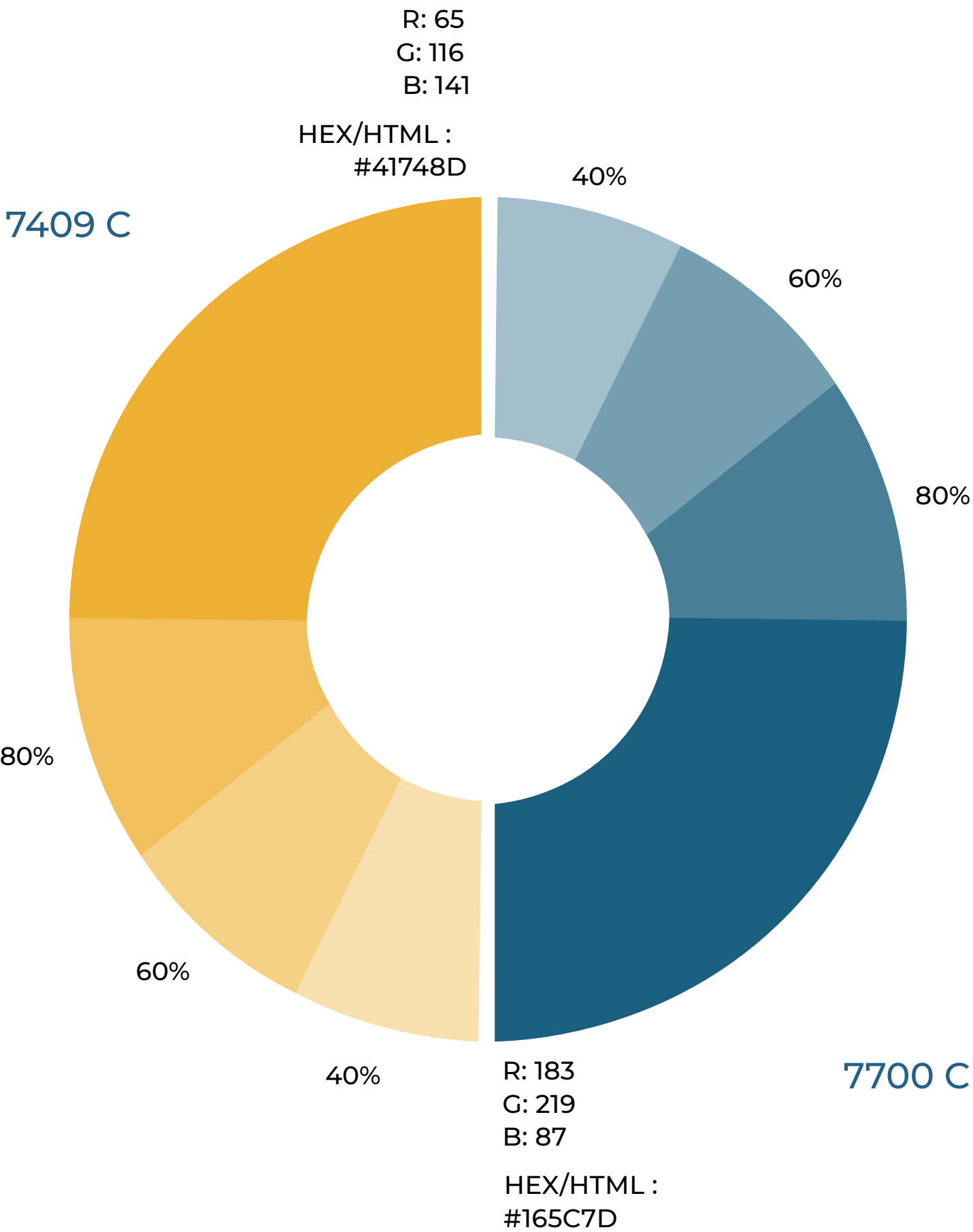
These colors represent the spirit and help define the image in the technology realm.

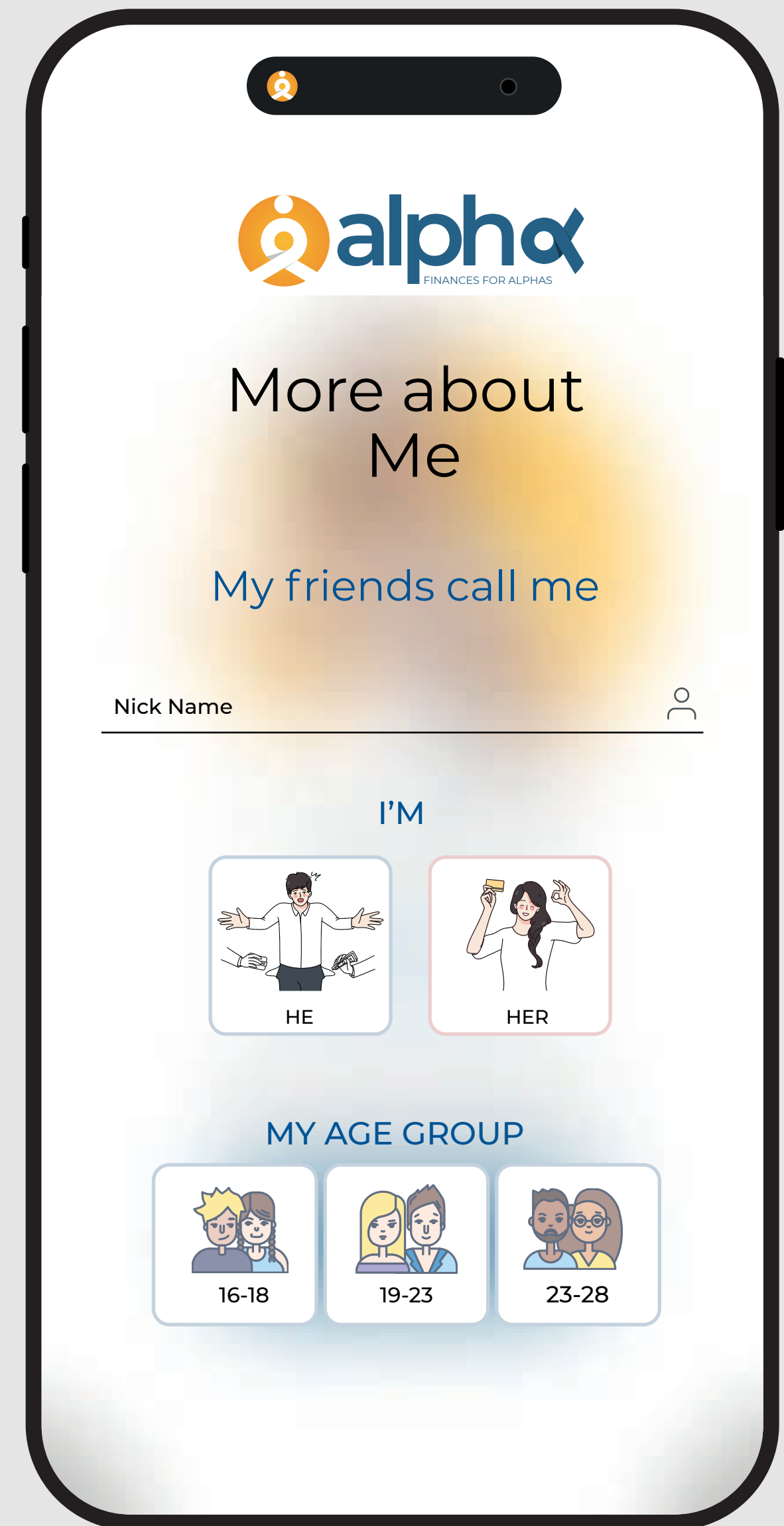
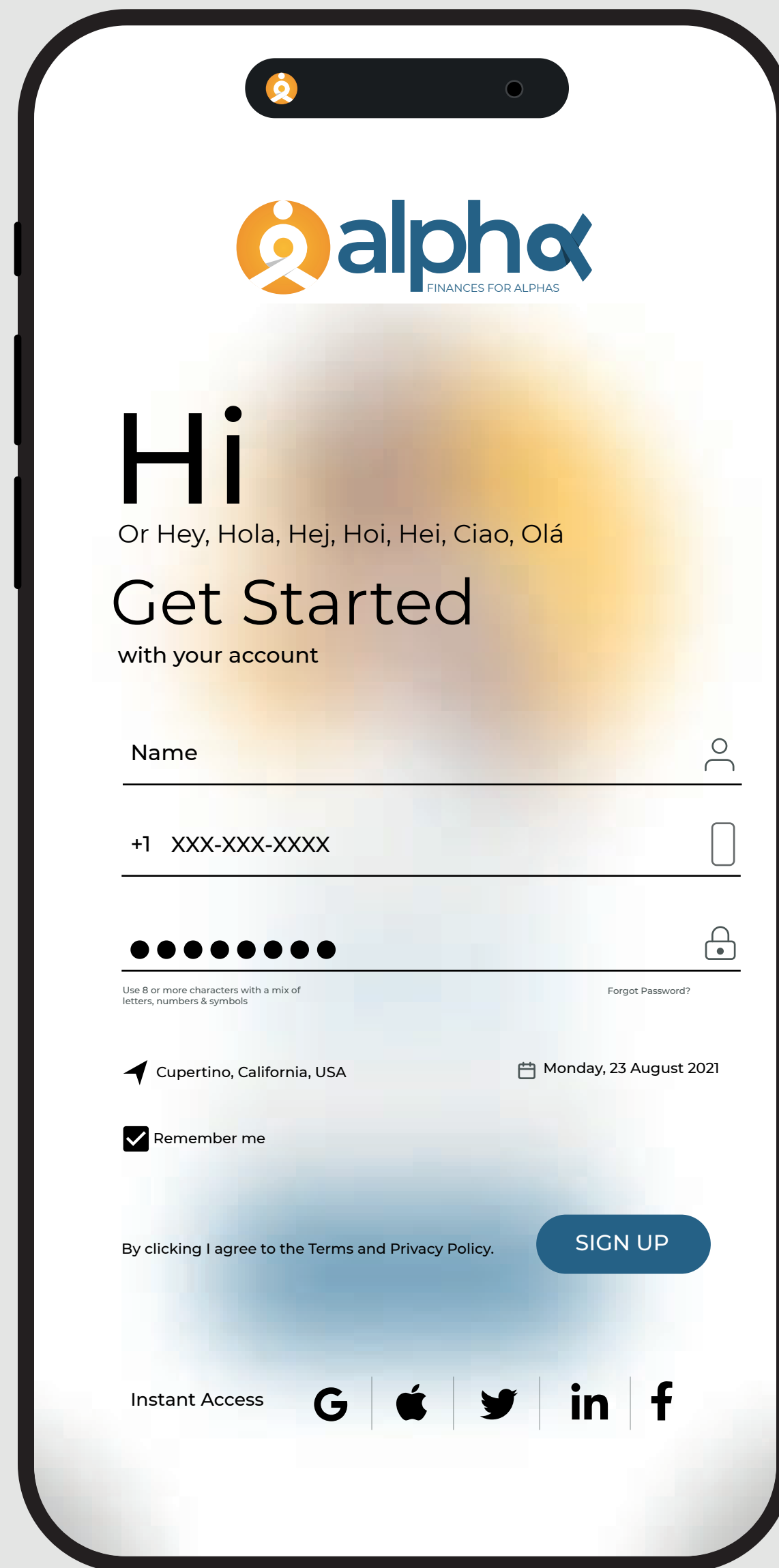
### Alpha Orange

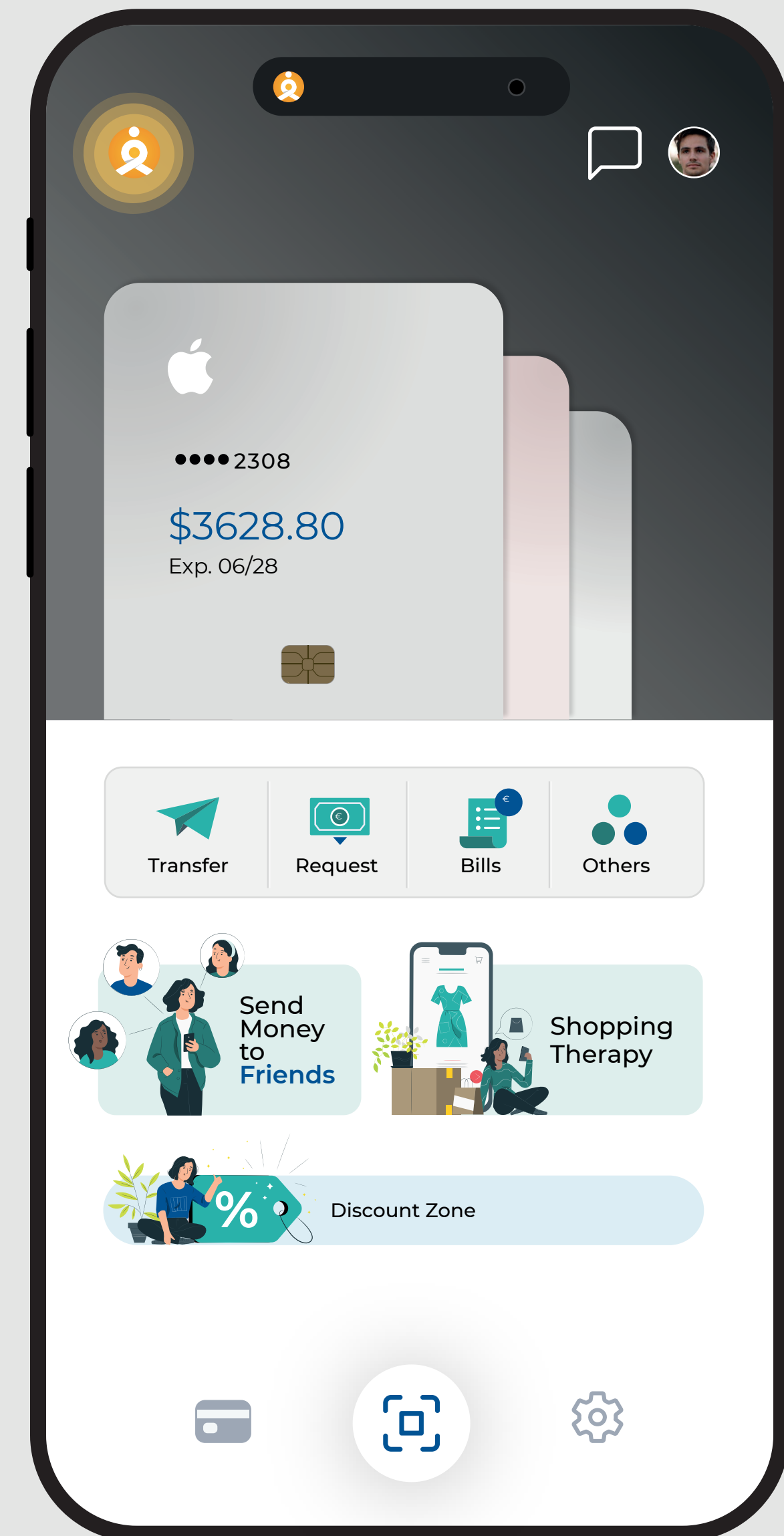
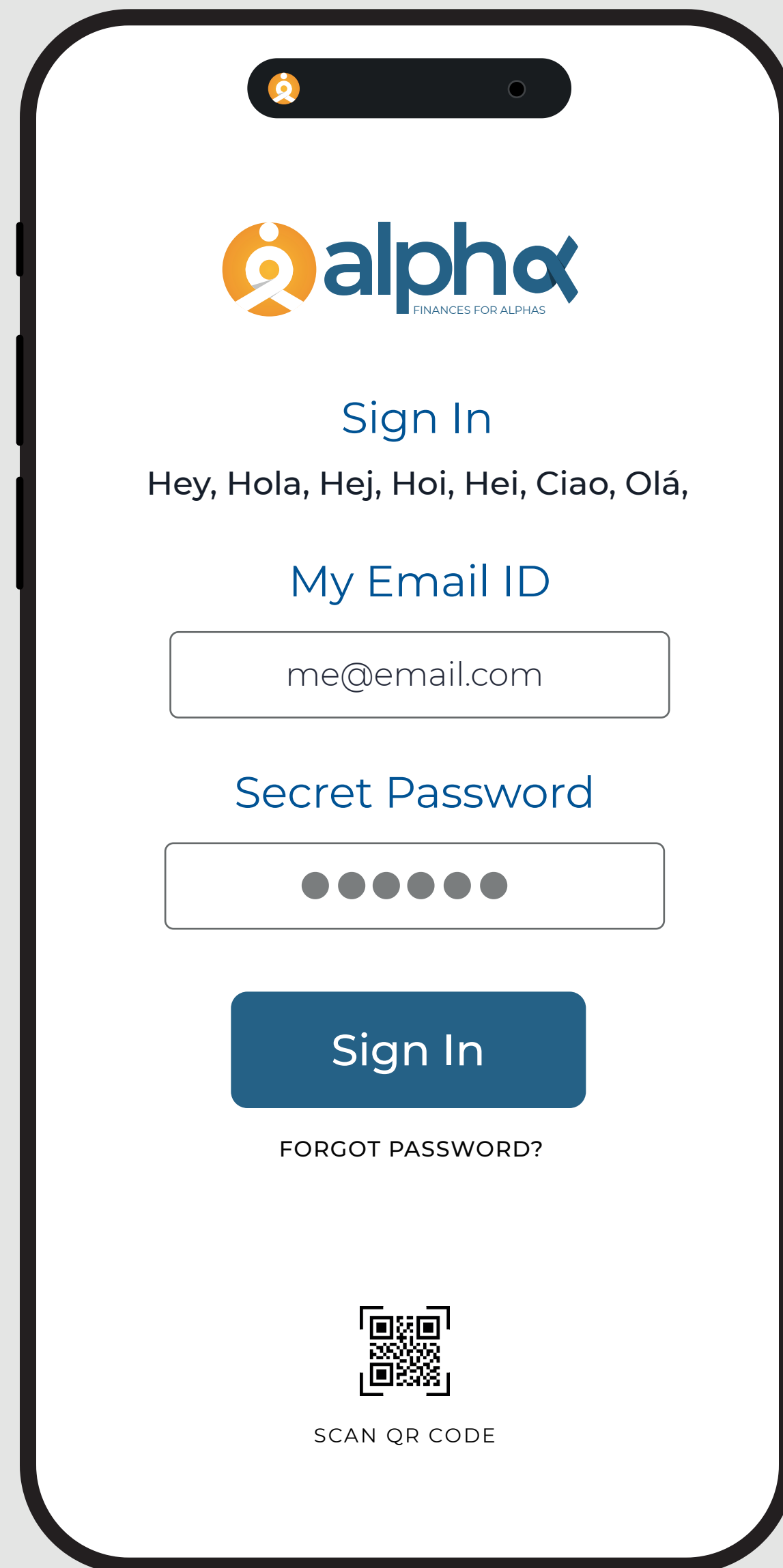
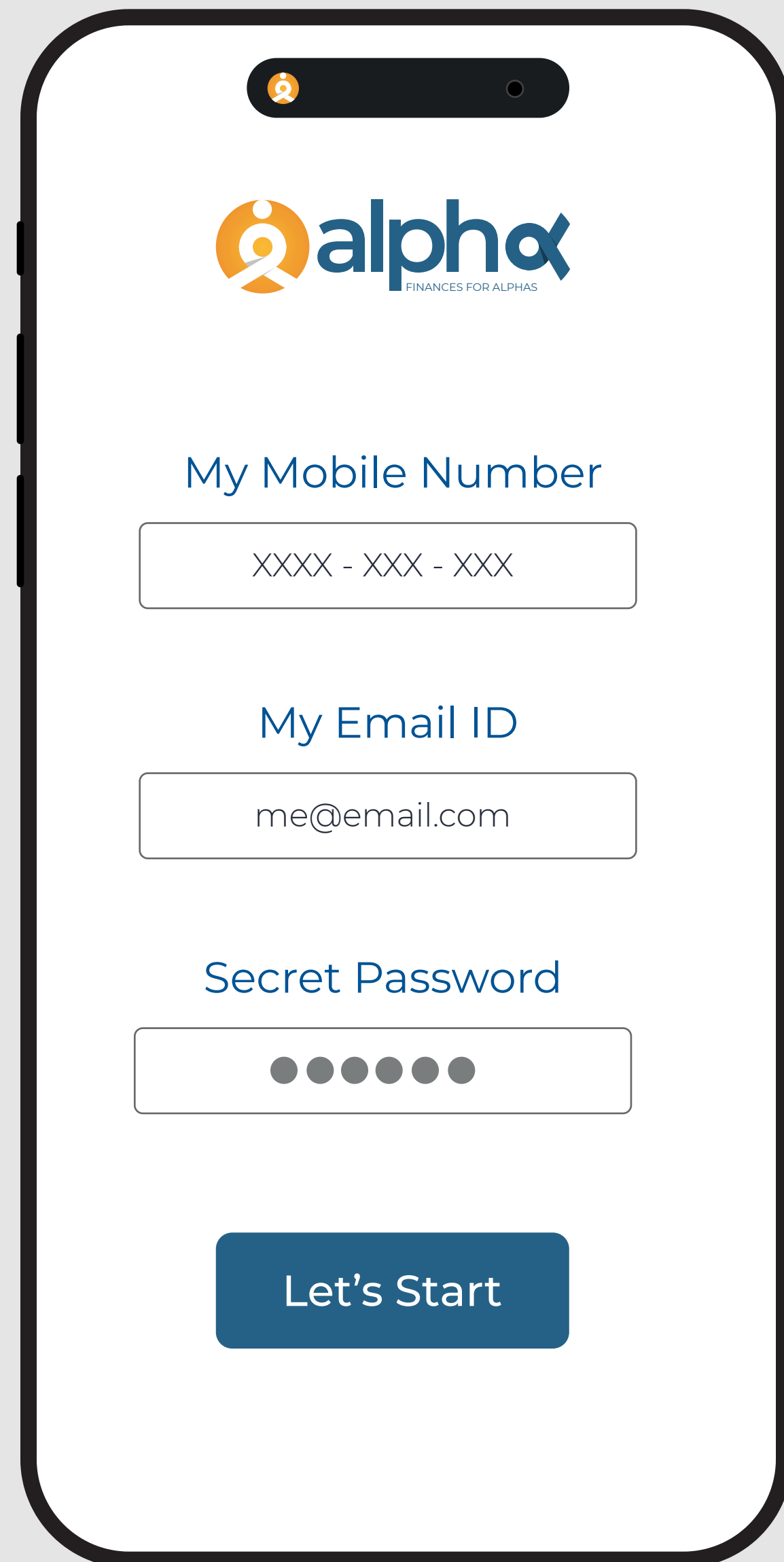
represents Growth, Wealth, Generosity and Motivation

### Alpha Blue

represents Integrity, Knowledge, High quality, Reliability, Competence, Productivity, Commitment and Dependable.









# **Prove**

## Professional Registry Of Verified Employees

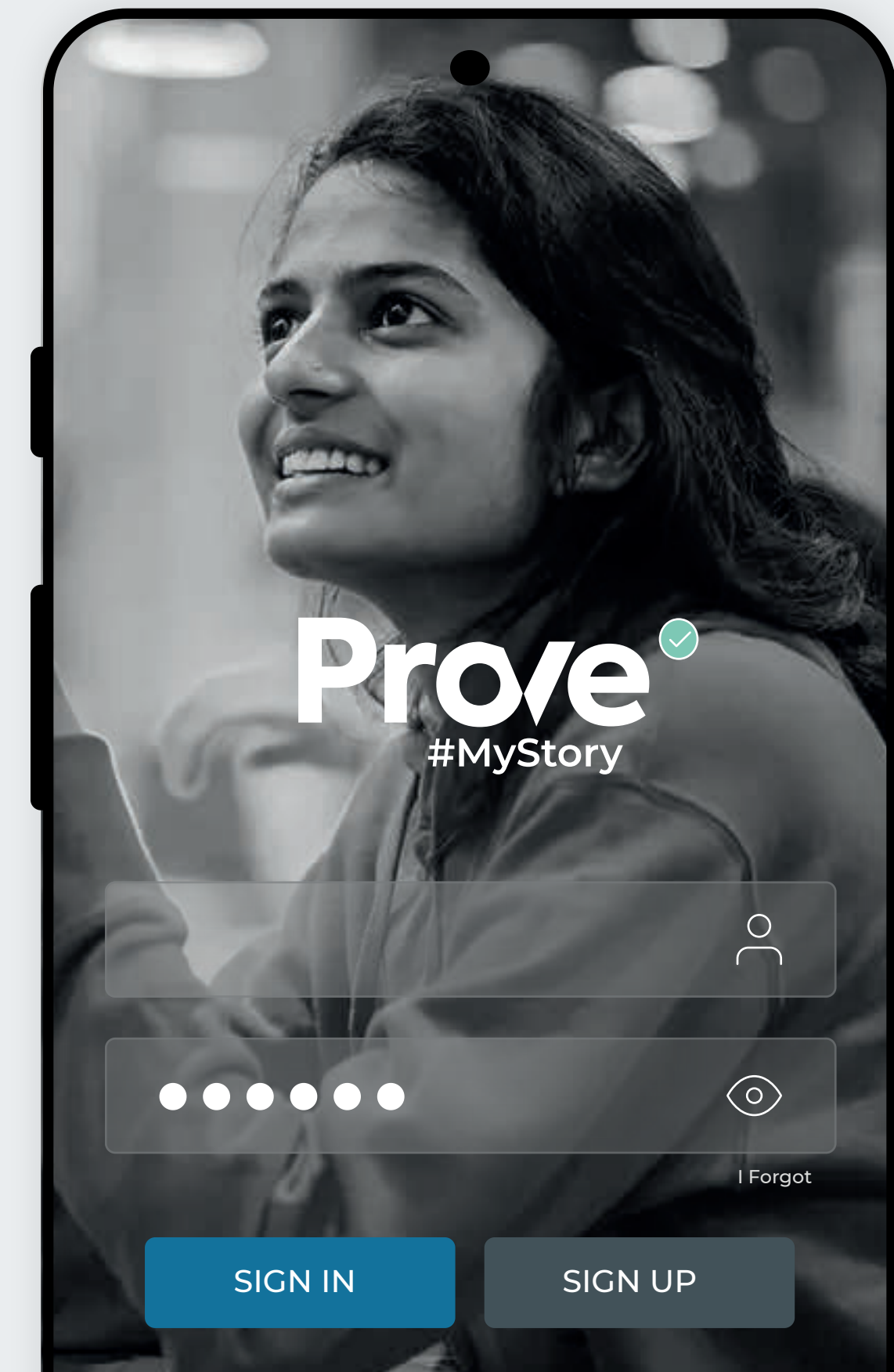
### PROJECT CONCEPT

PROVE (extends to Professional Registry Of Verified Employees) is an **Open Value Network** that measures the **Identity and Reputation** of its users that are existing employees of companies.

PROVE aims to be a distributed platform to vet the credentials of an individual thus facilitating circular migration of talent globally.



<https://idaete.com/prove/>



Measuring the **Identity** and **Reputation** of talent from a different continent is expensive, time-consuming, and logistically challenging.

**Prove** is a Professional Registry of pre-verified talents globally.



Prove

# Project Scope

BRAND | WEB | APP

To design a product and simplify the user experience. This is approached by applying a design perspective to complex issues of measuring the Identity & Reputation of users to facilitate circular migration of talent. In the pursuit to achieve it, I interviewed 23 people globally, surveyed 59 people. Gathered information in certain structure that helps in design a brand and product.

As a brief I just got a Problem Statement (and that’s it). My thought process start in three larger schemes

Global Labour Landscape

+

Circular Migration Landscape

+

Peer-to-Peer Collaboration Framework


=


PROVE  
(Professional Registry Of Verified Employees)

# From Idea to Working Prototype



Tool Box



Illustrator
Photoshop
XD
Figma

# MY ROLE

My Direct Contributions



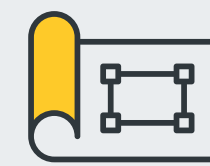
Ideation



Research



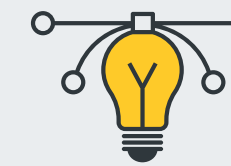
Strategy



Wireframes



User flow



UI/UX Design



Style Guide  
Brand Personality Design

## DESIGN RATIONALE

Minimalist Approach

As little Design as Possible

Designing is understanding user perceptions

Unobtrusive

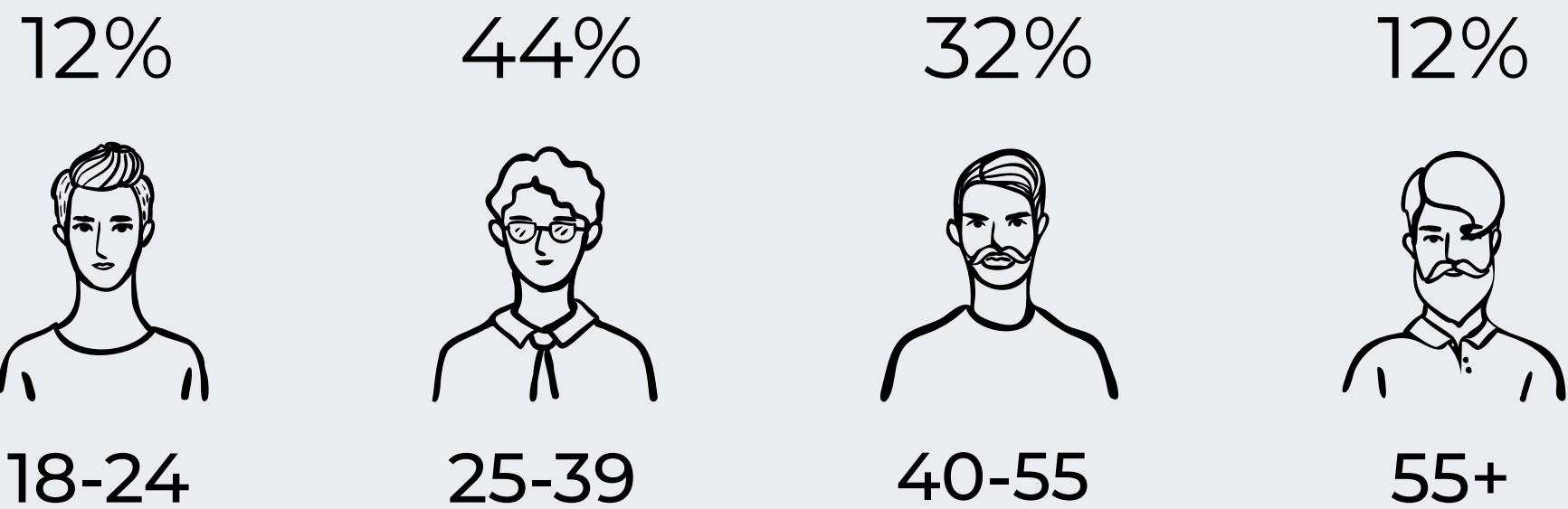
A Cohesive way to Communicate the Message

Function over form

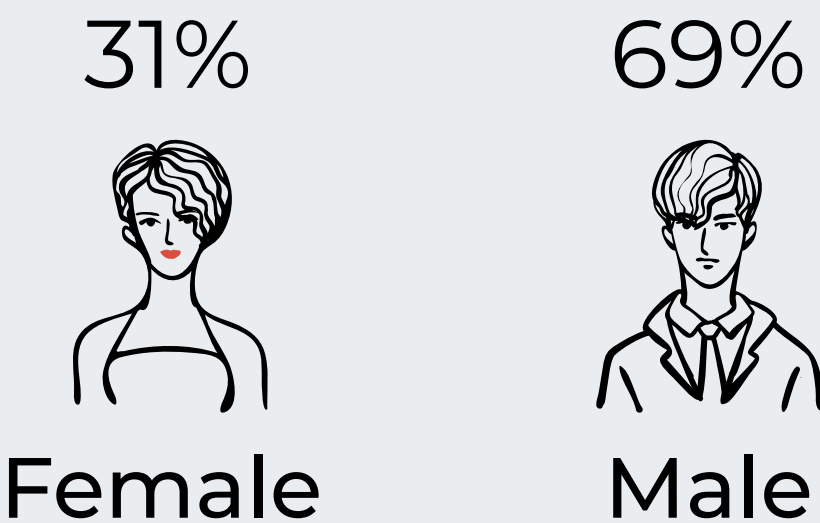


# Predictive User Map

## AGE GROUP



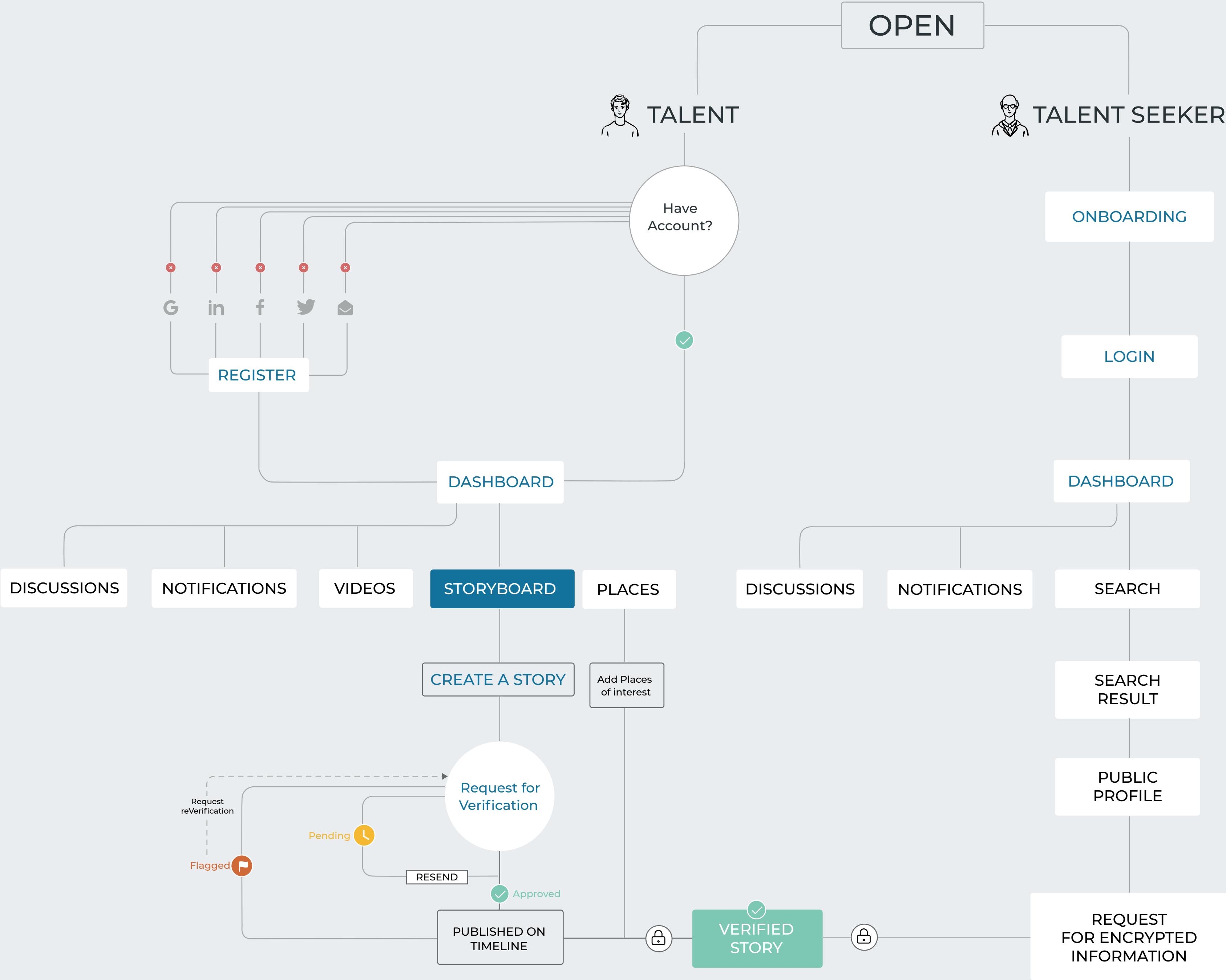
## GENDER



# Empathy Map



# User Flow

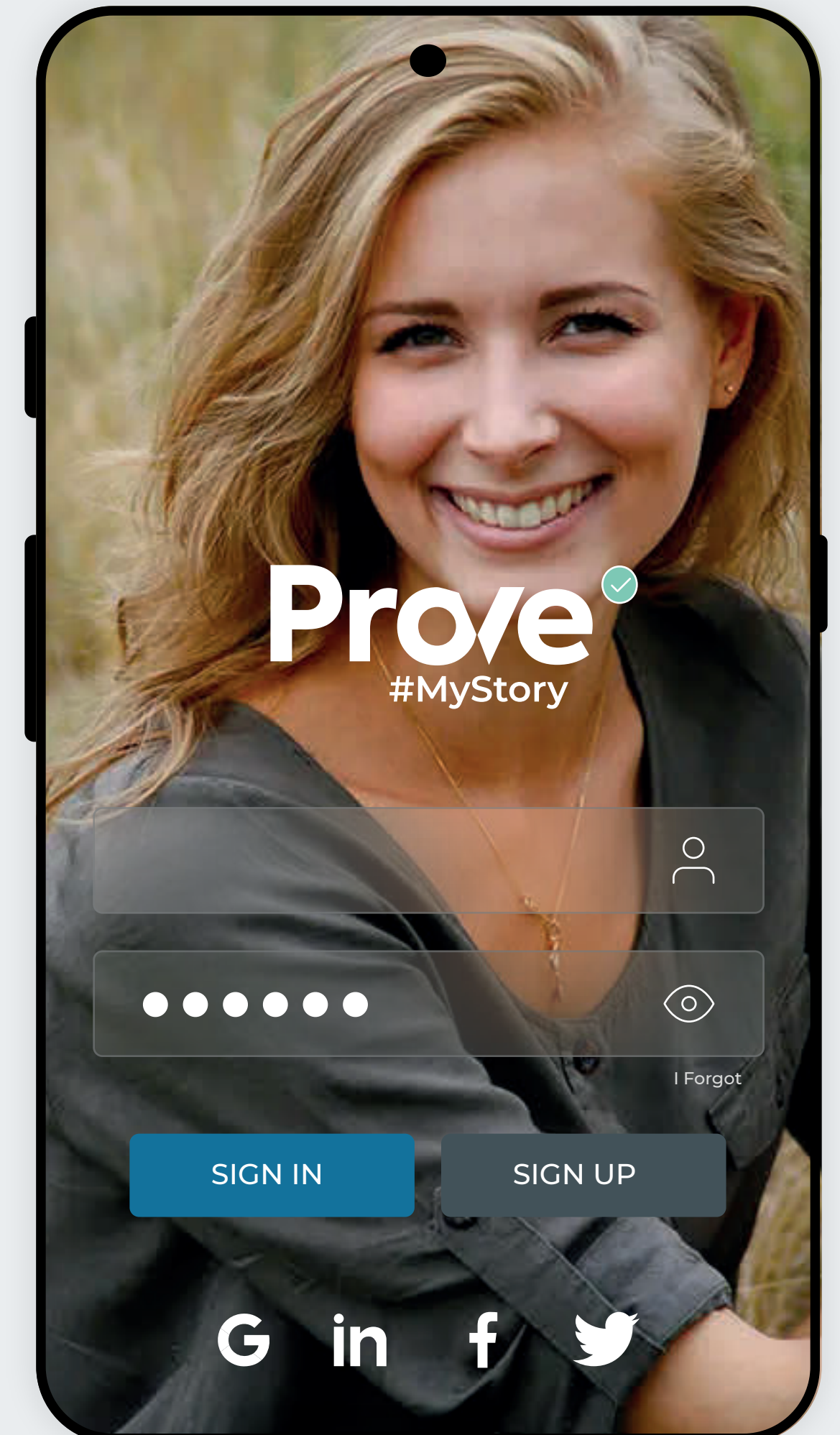
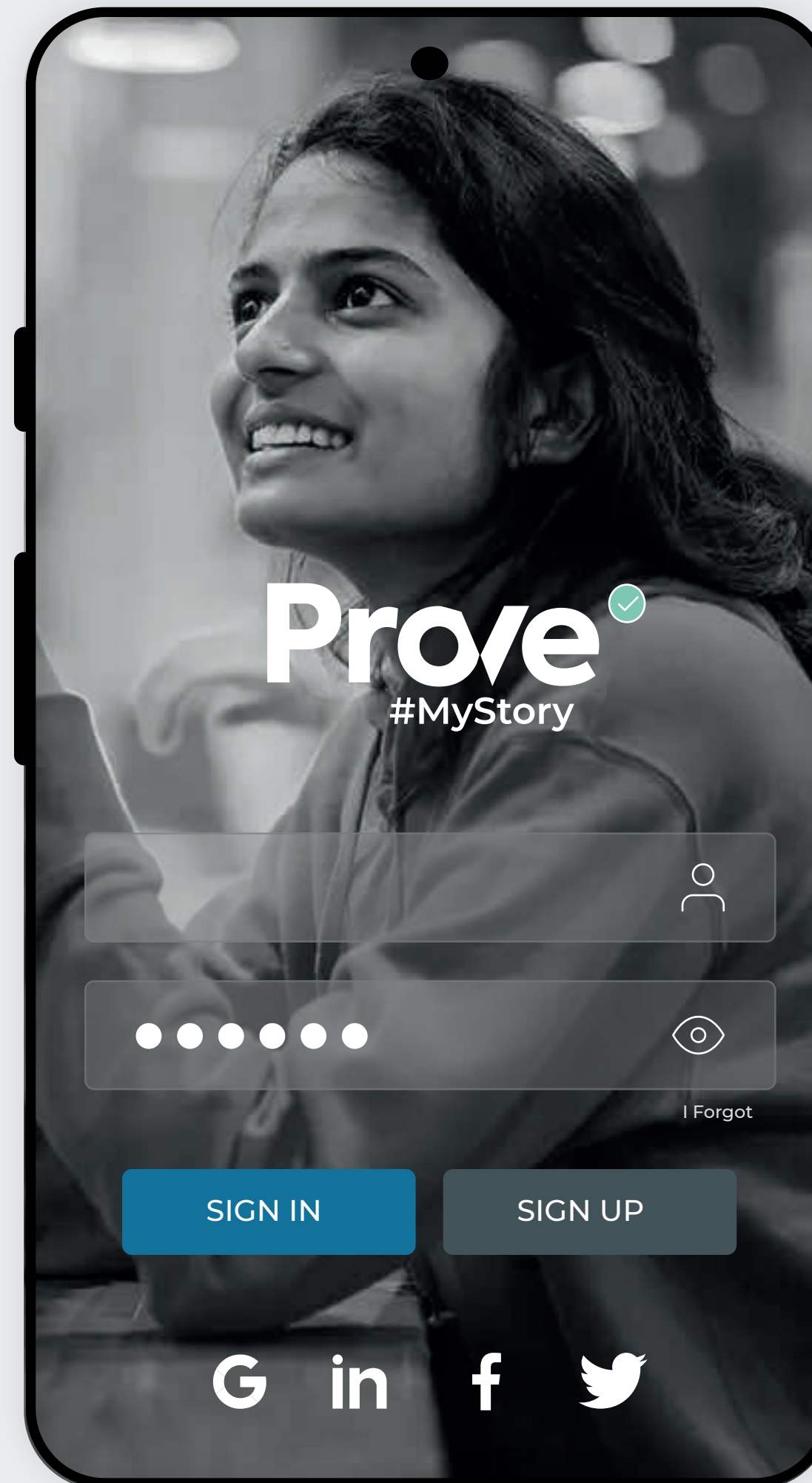




Professional Registry Of  
Verified Employees




Watch it on  
**vimeo**





Prove



Roy Marsello

Data Scientist at Nike Inc.

San Francisco, USA

Edit Profile

Public View

Timeline

My work focuses on data cleansing, migration and ETL. I have developed several projects using Oracle, MSSQL Server, PostgreSQL and Microsoft Office technologies. My interests include Machine Learning in Python. A lot of times I spend my free time learning new things which helps me grow as a professional and as a person. Recently I worked

6+

Years of Experience


5

Certification Achieved

8

Recommendations

EXPERIENCE




Data Scientist

Nike Inc.

October 2019 - Present

San Francisco, CA USA




Data Scientist

Apple Inc.

April 2015 - September 2019


Cupertino, CA USA

EDUCATION



MS in Data Sciences


August 2013 - July 2015



BS in Data Sciences

August 2010 - July 2013

CERTIFICATIONS




Data Science

IBM

Issued May 2018 No Expiration Date

Credential ID XXXXXXXX



R

IBM

Issued May 2018 No Expiration Date

Credential ID XXXXXXXX

SKILLS & ENDORSEMENTS

PYTHON

Machine Learning

Matlab

SQL

Watson Analytics

Tableau

INDUSTRY KNOWLEDGE

Programming


Statistics

Data Analysis

Algorithm

Data Mining

Prove



Roy Marsello

Data Scientist at Nike Inc.


San Francisco, USA


Public View

Timeline

XXXX-XXXX-XXXX-XXXX

May 2019





Data Scientist

Apple Inc.


August 2015 - September 2019


Cupertino, CA USA

Verified by William Allan, VP Technology, Apple Inc.

Read his comments

July 2015






MS in Data Sciences


August 2013 - July 2015

Verification Pending

Request Again

July 2013





BS in Data Sciences

August 2010 - July 2013

Flagged by Richard Rush, Registrar, Stanford University

Read his comments

37



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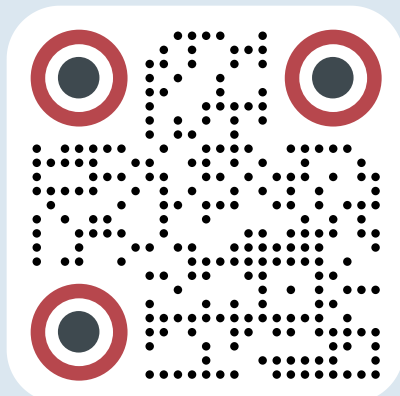
# इवबत्हि



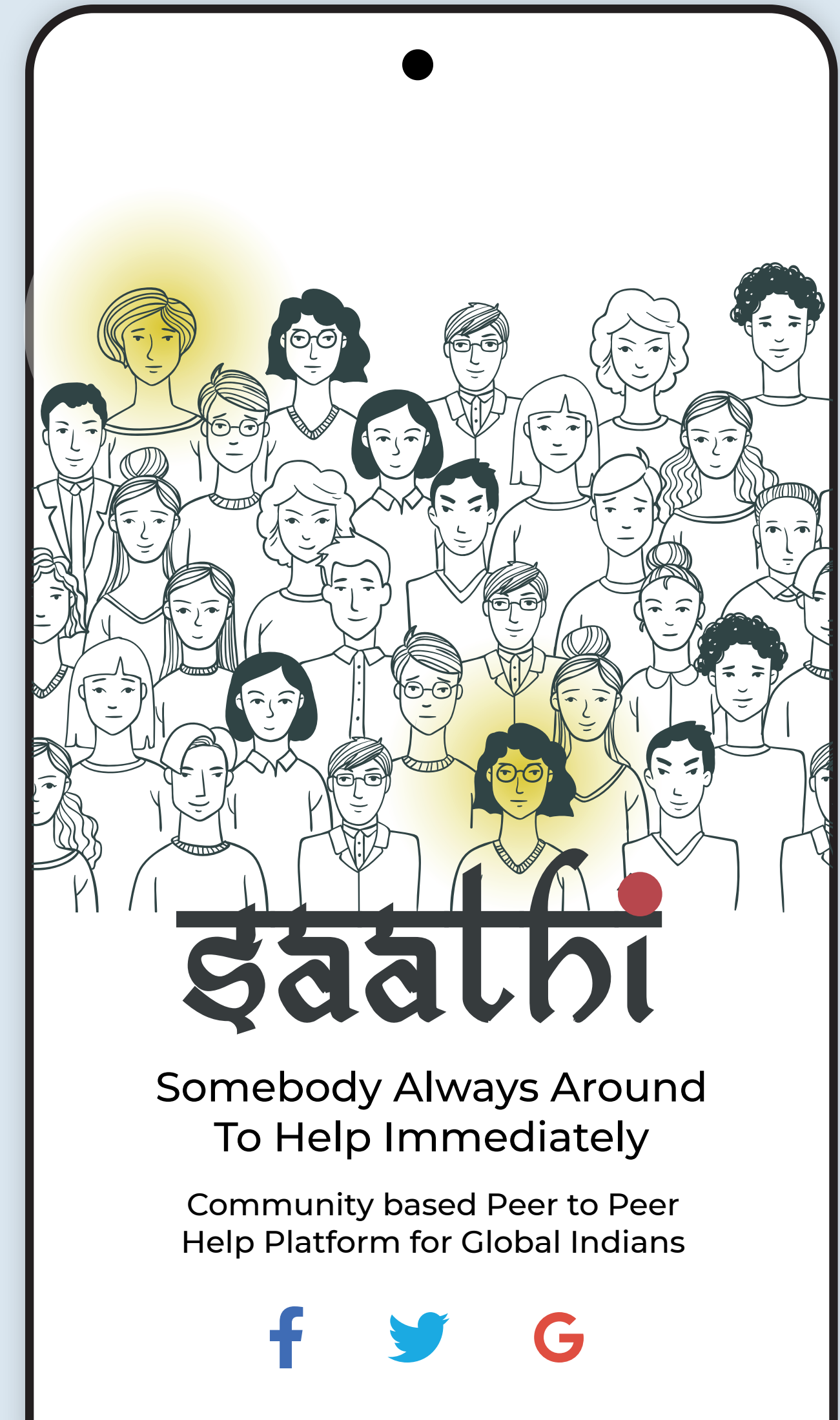
Let's make World Safer  
*for Indians*

Saathi extends to

Somebody Always Around  
To Help Immediately



<https://idaete.com/saathi/>



Saathi is build on the philosophy of engaging volunteers based Community Help Platform - **HELP EACH OTHER** and make this world safer and better.

Saathi is a Community based Peer 2 Peer Help aggregator for Global Indians build on Google Map Platform to provide a current location of a Victim and location of Volunteers who can reach out there to help Immediately.

Saathi is for whom



Violence  
against Women



Violence  
against Elders



Child  
Abduction



Domestic  
Violence




Victim of  
Racial Hate



Medical  
Emergency






Travel  
Related



# इबात्ही

Somebody Always Around  
To Help Immediately

Community based Peer to Peer  
Help Platform for Global Indians



## From Idea to Working Prototype

IDEA

CONCEPT

DESIGNS STRATEGY

DESIGN

APP DESIGN


USER RESEARCH

DESIGN SYSTEM


BRANDING

LOGO & NAMING


Tool Box




Illustrator



Photoshop



XD



Figma

## Project Scope

A celebrity immigration attorney based out of California wants to start an initiative to help Indian Diaspora in the US. Targeted to Indian Women, Elders, and Children. The basic idea was to leverage a strong community presence and use Technology to connect them and create a realtime Help framework.

## MY ROLE

My role was to convert a thin abstract idea to a tangible solid working prototype so it can be presented to the investors and community leaders. My Contribution was from the name Saathi to the final working prototype and everything in between.



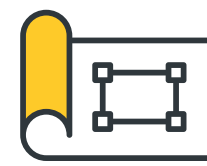
Ideation



Research



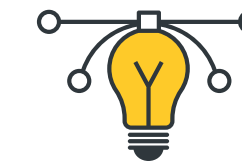
Strategy



Wireframes



User flow



UI/UX Design



Style Guide

## DESIGN PHILOSOPHY

Unobtrusive

Easy to Use

Function over form

Minimalist Approach

As little Design as Possible

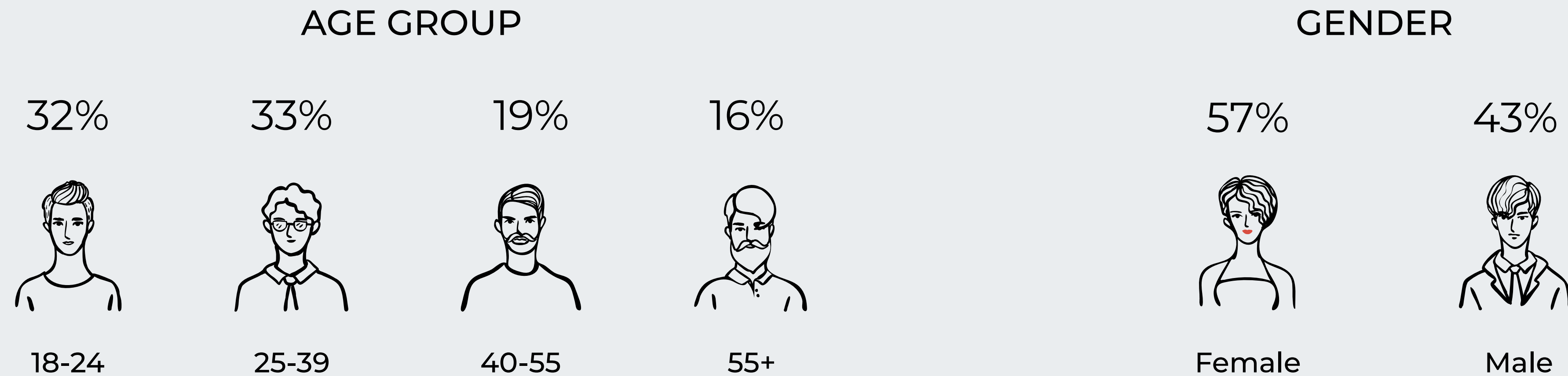
Young

A Cohesive way to Communicate the Message

Create a design for users, not stakeholders

# Who's it for?

## Predictive User Map



Surveyed 39 participants



साथी

Hi

Get Started

with your account

Name

+1 XXX-XXX-XXXX

Forgot Password?

Cupertino, California, USA

Monday, 23 August 2021

☒ Remember me

By clicking I agree to the Terms and Privacy Policy.

SIGN UP

Instant Access

G

Apple

Twitter

in

f

Saathis near you

You are here

The map displays the user's location in San Francisco, with a yellow circle indicating the search radius. The map shows various neighborhoods including the Financial District, Belden Place, The East Cut, Rincon Hill, South Beach, South Park, China Basin, and SOMA. The user's location is marked with a yellow circle and a label 'You are here'. The map also shows the locations of nearby Saathis, Guardians, Cops, and Medical professionals, each marked with a colored circle and a label. The map includes street names and landmarks.

Category	Count	Radius / Time
Saathi	6	Radius of 1 Mile
Guardian	32	32 Minutes Away
Cop	14	14 Minutes Away
Medical	10	10 Minutes Away

Guardian is here

Cop is here

Notification

SOS Button

Profile

42



## Story about Designing a **Smart Clean Brand**



<https://idaete.com/zuvser-stay-cleaner-case-study/>

Post Covid 19, a group of stalwarts from the Facility Management Industry wanted to create a Signature Brand with a unique Personality. The idea was to combine great cleaning products with world-class services backed by IoT and AI-based technology-driven Mobile & Web App.

## Project Scope

My role was to Design the Brand with the required Personality and a working prototype of the Dashboard.

## MY ROLE



Ideation



Brand Research



Creative Strategy



Brand Logo



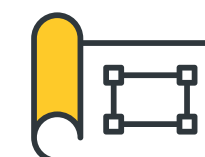
Packaging, Label Design



Style Guide



Brand Collateral Design, Presentations



Wireframes

## DESIGN RATIONALE

Unique Pastel Vibrant

Bold Unique Design Personality

Minimalist Approach

As little Design as Possible

Young

Unobtrusive

A Cohesive way to Communicate the Message

Create a design for users, not stakeholders



Hand **Wash**



Stay **Cleaner**

# Multisurface **Polish**



# #Concepts

#ideas #concepts #prototypes

Tool Box



Illustrator



Photoshop



XD

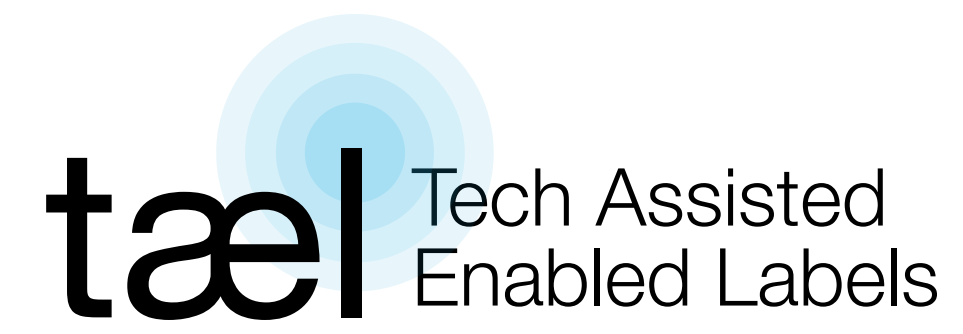


Figma



Sketch





## TECHNOLOGY ENABLED PERSONALISATION (TEP)

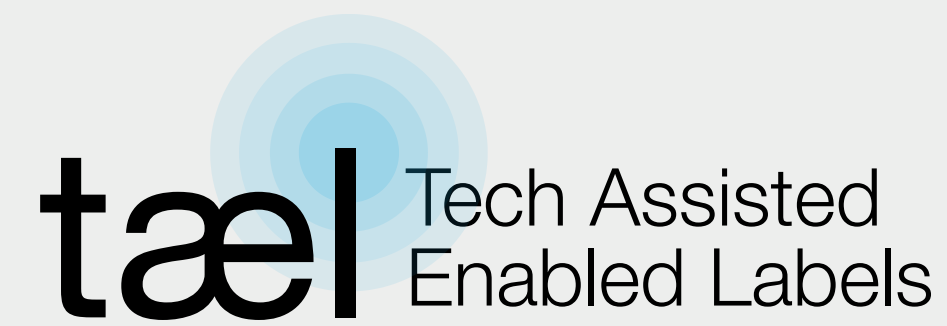
IDEA

CONCEPT

RETAIL TECH

DESIGN

APP



## Background

A discussion over a dinner table on pains and challenges while doing grocery shopping and wasting time on search products and discovering deals and how it can be revolutionised through the in-store shopping experience by enabling Customers.

Conceptualising a scenario when products follow customers with Product recommendations based on their buying behaviours, rather customers search for the products.

Technology-enabled personalisation in retail stores. Conceptualise Technology-Enabled Personalization (TEP) in smart retailing. Smart technologies grant brick-and-mortar retailers novel opportunities to introduce the amenities of online retailing, such as data-driven personalisation, into physical interactions.

## What is tæL

A Technology-Enabled Personalization (TEP) based technology called TæL (Tech Assisted Enable Label) - It is a combination of Products powered with low-frequency RFID tags, a data-driven product recommendation engine based on customers' buying behaviors, and a user app for interacting with customers and transactions.

## My role

Everything and anything under tæL.

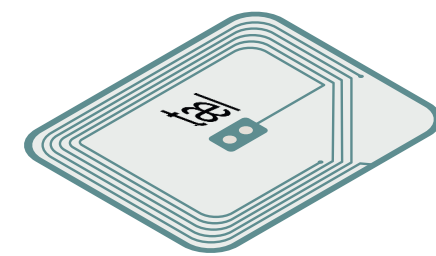
The idea, concepts inside the ideas, designs and all intellectual properties under it are the results of my efforts.







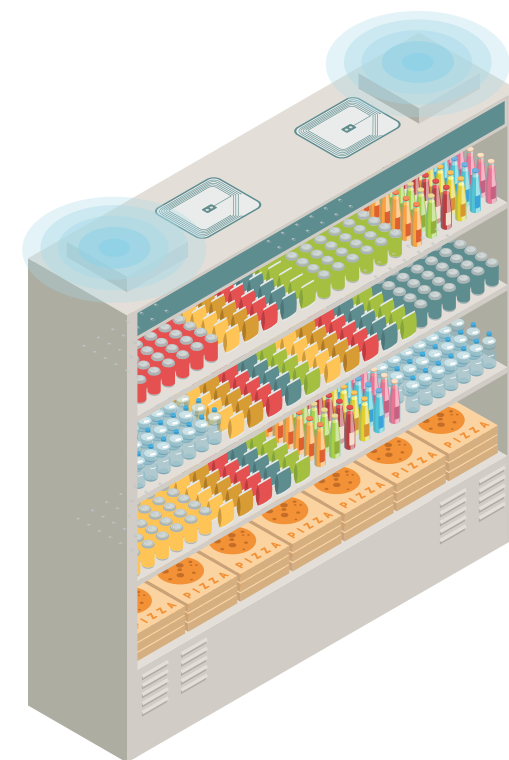
**tæ|**



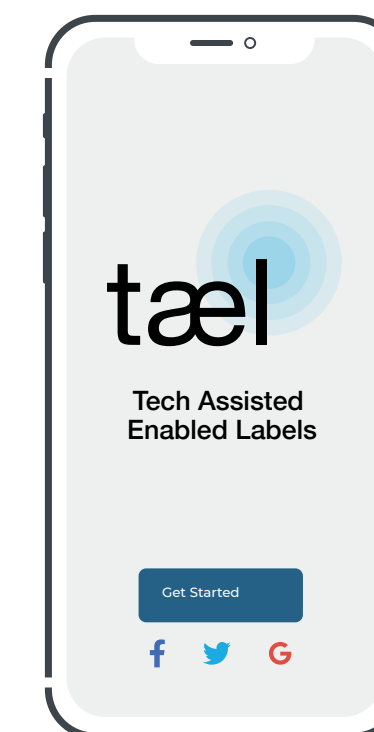
RFID Tag which store product details like brand, quantity, MRP, sale price, special offer etc. When the customer comes in vicinal, it interacts with customer mobile app. If the product match with customer's buying list.

It push notification giving the customer his buying history of this product and special offer for him.

**tæ| powered  
shelf**

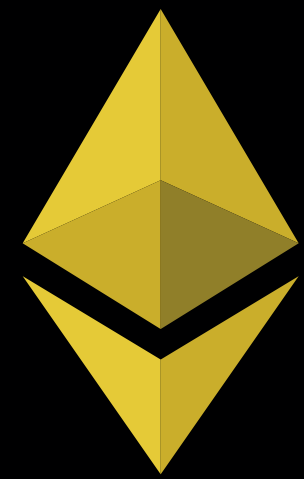


**customer  
app**



**tæ| powered  
shopping bag**





# NFT Marketplace

IDEA

CONCEPT

PROTOTYPE

DESIGN

Tool Box



Illustrator



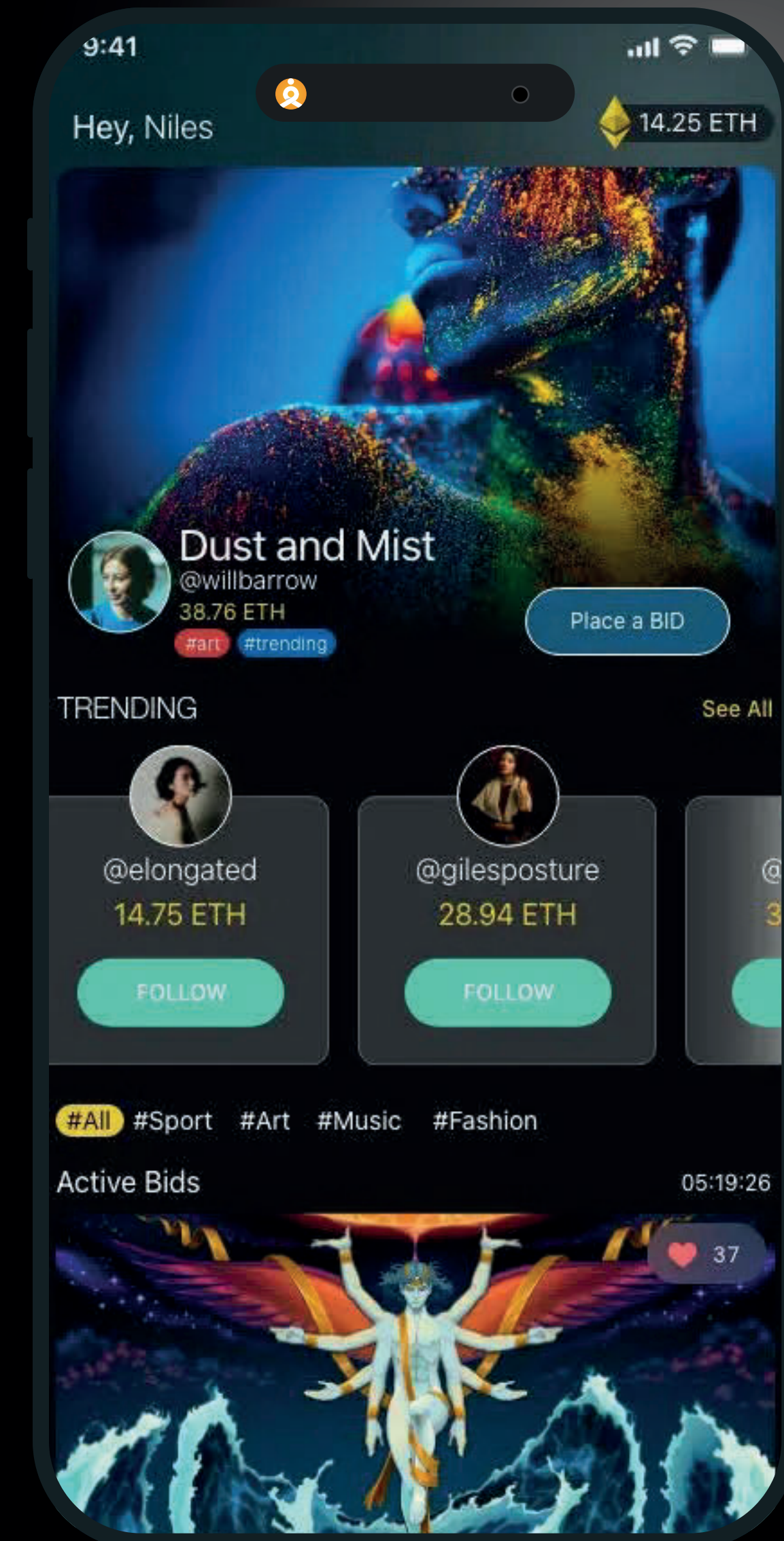
Photoshop



XD



Figma

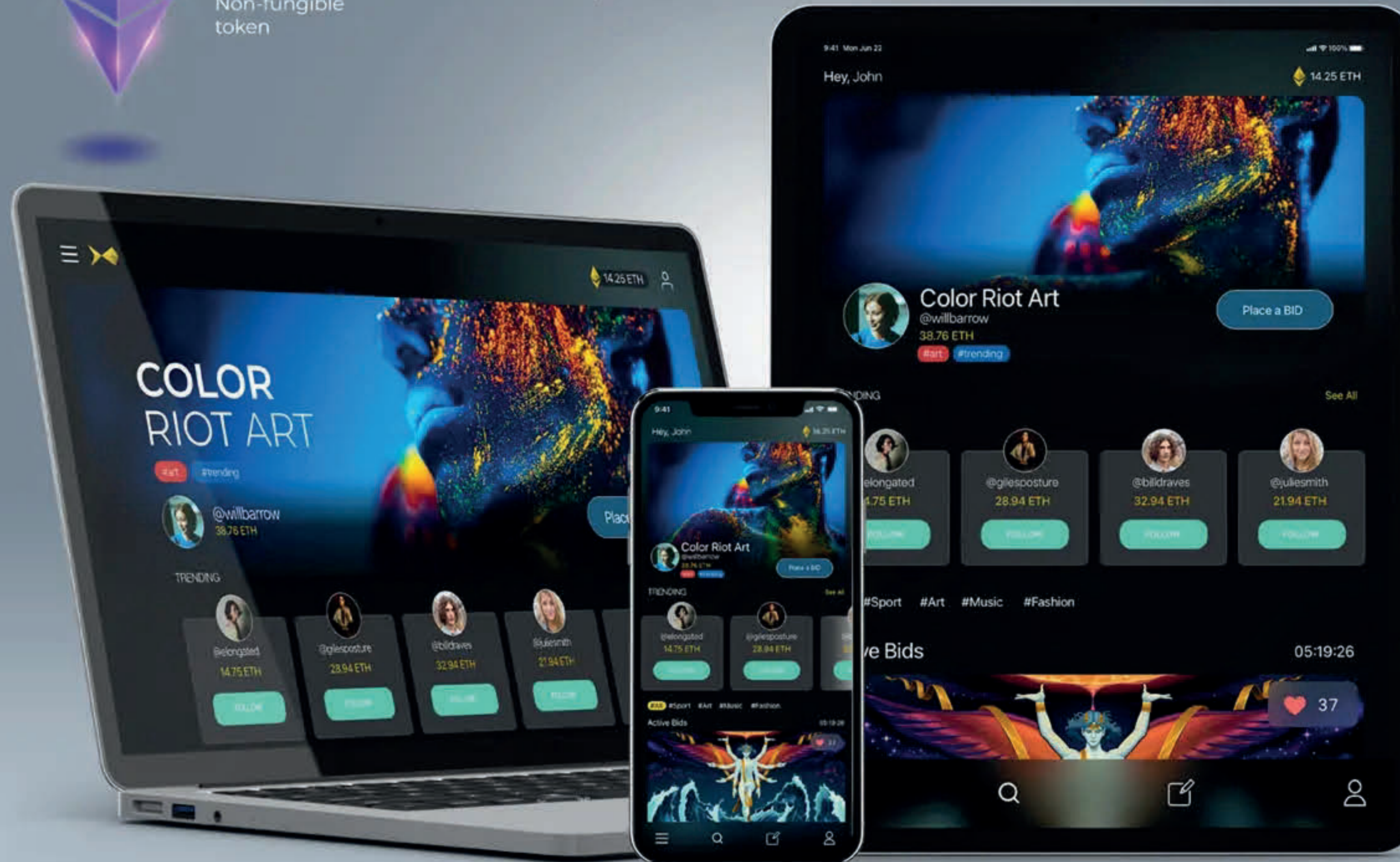






# NFT Marketplace

Non-fungible token





# Don't be.

what you don't want to be.





**Don't be .**  
What you don't want to be.  
Our **#algorithm** understand your  
requirements like no one else

# Don't be.

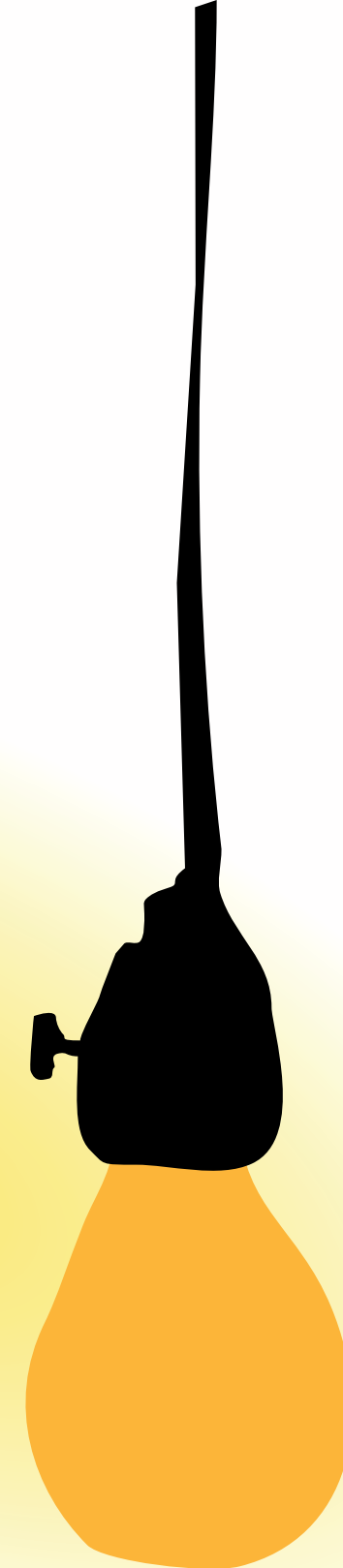
# Reach.



**Reach.**  
Where you  
Belongs to

Our **#algorithm** understand your requirements like no one else





I'm always in Beta / learning. improving. evolving.

*gaurav*

Multidisciplinary Designer,  
Idea Alchemist & Innovation Catalyst

Reach Out to me

@ email

web

gaurav@idæte.com

✕

8971946686

in /idaete

Bē /idaete

idæte.com/portfolio.pdf

idæte.com/g.pdf