



Portfolio.

Kriti Maloo
Communication Design

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01.

UI/UX

1. APNA app redesign
2. Portfolio Website

ABOUT

1. **APNA app redesign:** This is a job search application specially for blue collar workers. We renamed it as HONSLA as it means courage.
2. **Portfolio Website:** This project is the website for my portfolio



DEMOGRAPHICS

NAME :
Rakesh Chaudhary
AGE :
40 years old
(license holder)
GEMDER :
Male
EDUCATION :
12th Pass
INCOME :
25,000/month

WORK AND QUALITIES

VEHICLE :
Taxi (4 wheeler)

WORK HOURS :
12 hours/day

- Soft spoken
- Well mannered
- Neat & tidy
- Versed with directions
- Able to drive 5 hrs at a stretch
- Can handle traffic situations
- Tackle customers
- No drink & drive
- Justify the job with honesty

GOALS

- Safely drops the customers to the destination
- Need more stable job in driving
- To earn enough on daily basis to feed the family
- Ample amount of income to educate his children

PAINPOINTS

- Job in taxi is uncertain, as driver don't get enough customers in a day and thus insufficient earnings
- All the small repairments of the taxi is bothered by the drivers



DEMOGRAPHICS

NAME :
Sandhya Alaya
AGE :
45 years old
GEMDER :
Female
EDUCATION :
6th Pass
INCOME :
8,000/month

WORK AND QUALITIES

TYPE OF WORK :
Mopping, dusting, cleaning utensils and washing clothes

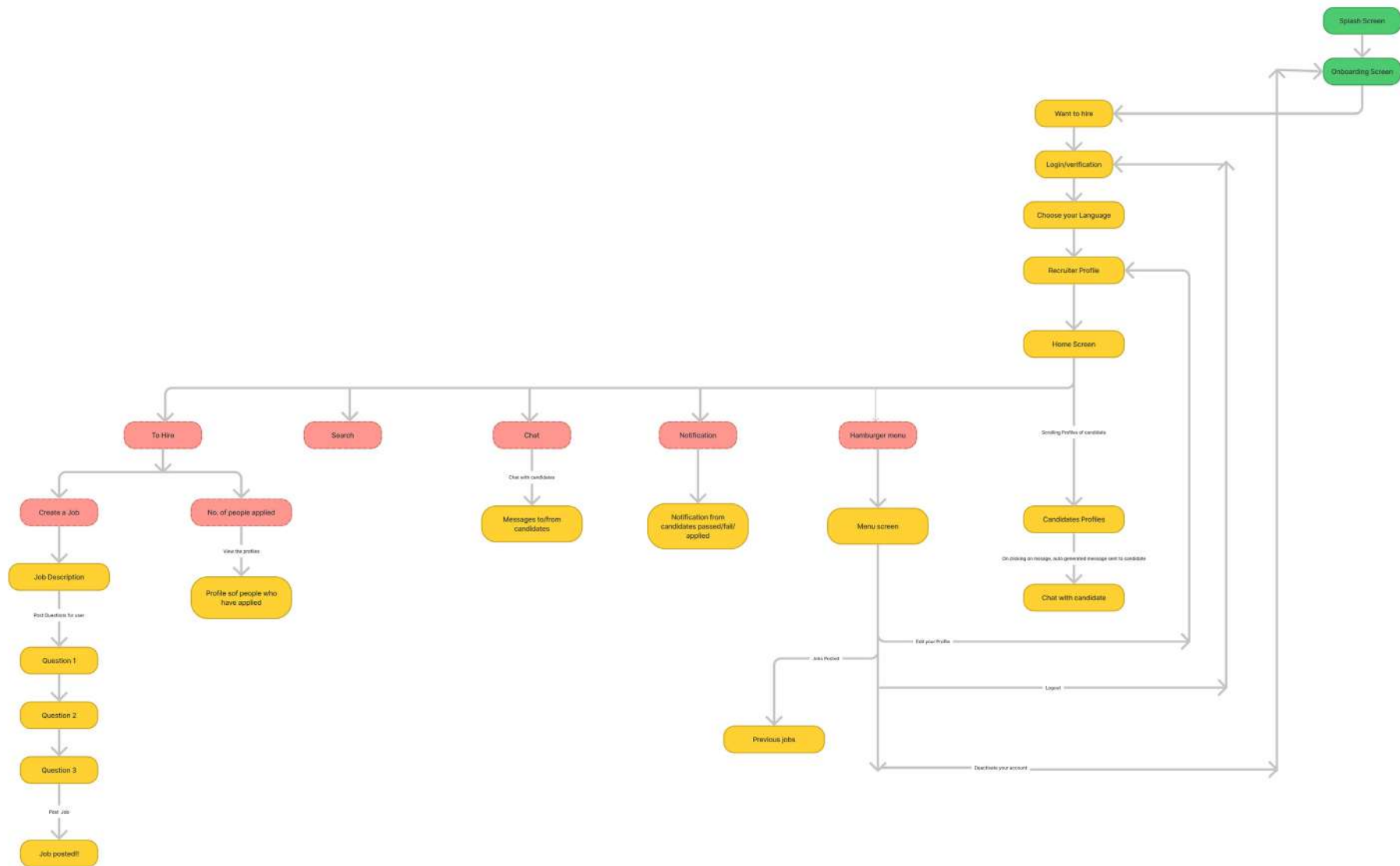
- Soft spoken
- Can do extra work on additional wages
- Honest
- Flexible with timings
- Can help in other households
- Hardworking

GOALS

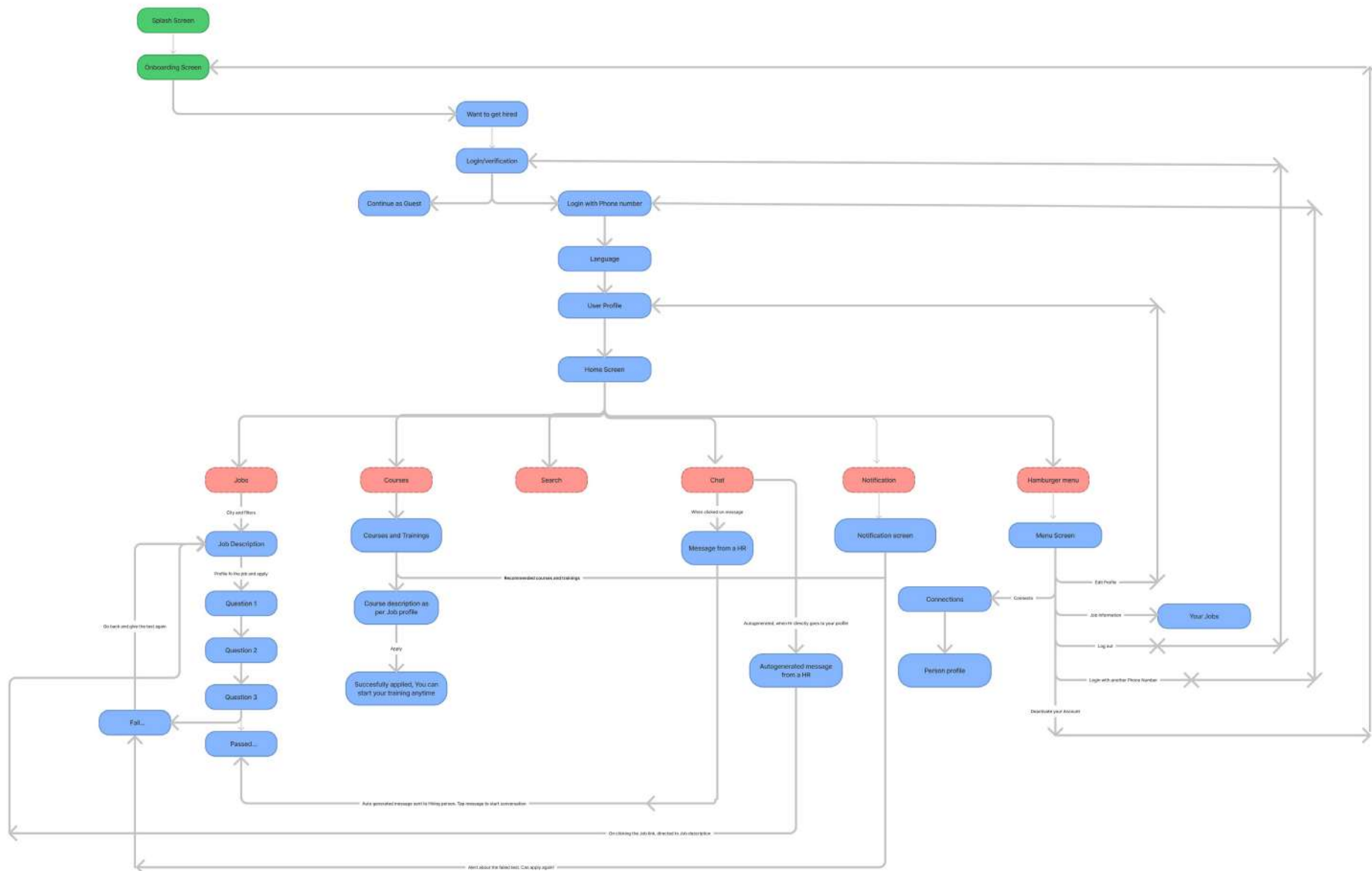
- Fulfilling duties with utmost sincerity
- To give better living to family
- To provide proper education to children
- To secure future of the family

PAINPOINTS

- Not getting paid accordingly
- Have to leave the job for some minor issues
- Cannot take leaves
- Not treated properly sometimes



Information Architecture of the APNA job search application for the person who is hiring.



Information Architecture of the APNA job search application for the person who is applying.

Colour Palette

User



Recruiter



Typography

Typeface
DM Sans

Heading	18 pts
Sub Heading	16 pts
Body Text	14 pts
Caption	13 pts

Iconography

User



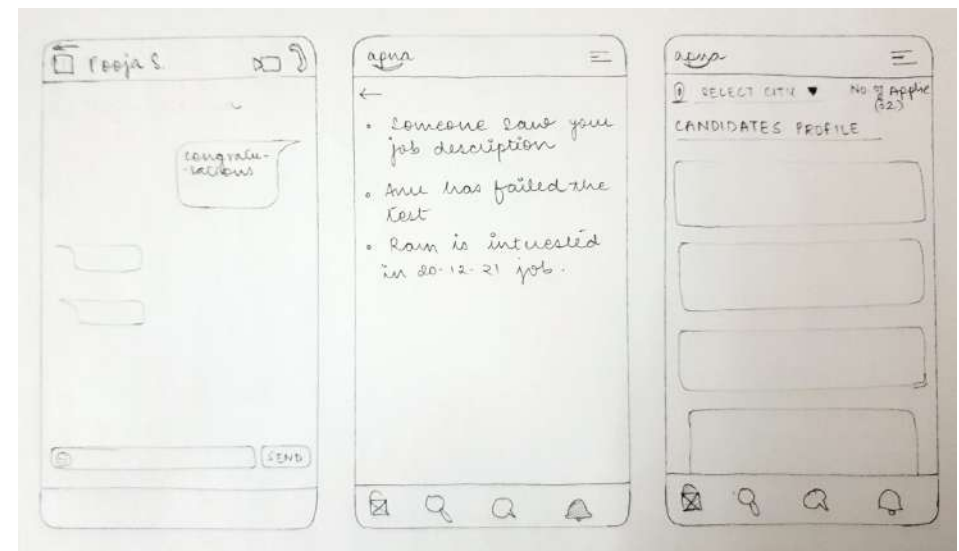
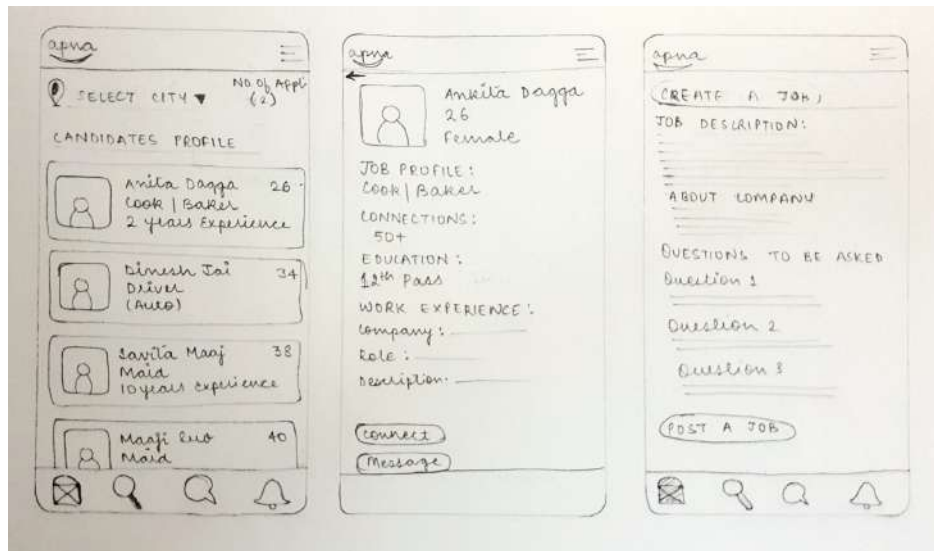
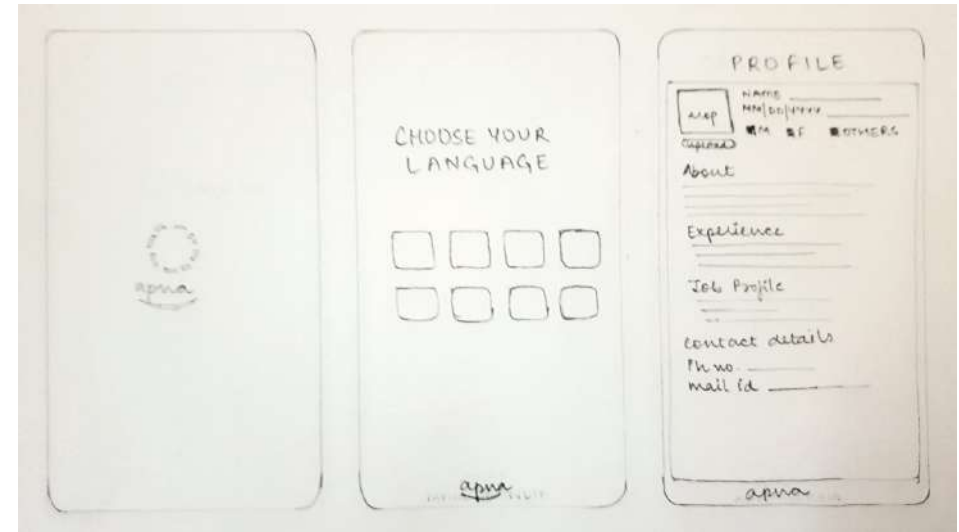
Other



Recruiter



Style guide for the APNA job search application.



Paper wireframe of the APNA job search application.

CREATE YOUR PROFILE

Job Profile

☐ HR
 ☐ Owner

Name

MM/ DD/ YYYY

☐ Female
 ☐ Male
 ☐ Others

Company Details

Contact Details

Phone No.

Email

NEXT

Profiles

Ankita Dagga

26

Cook/Baker
 2 years Experience
 Delhi

Dinesh Surya

35

Auto Driver
 5 years Experience
 Surat

Savita Madhi

38

Maid
 3 years Experience
 Orissa

Job requirements

Not more than 50 words

Work timings

00.00 AM - 00.00 PM

Working Days

☐ M
 ☐ T
 ☐ W
 ☐ T
 ☐ F
 ☐ S
 ☐ S

Minimun education

☐
☐ Graduation
 ☐ Post Graduation

Experience

☐
☐

Select no. of questions to be asked

☐ 1
 ☐ 3
 ☐ 2
 ☐ 4

NEXT

Rs. 15000/- per month

(Rs.12000 - Rs.18000) includes incentives

BIKE RIDER

UBER

Mira Road, Mumbai

Job description

- The job requires safe driving and transporting passengers from one place to another.
- They must know the utilization of navigation apps to find the best optimal route.
- Interact with passenger in proper manner.
- Candidate should be punctual with timings.
- Ensure presence of proper documentation.....

See more.

Job requirements

- A smartphone
- Pan Card
- Aadhar card

Work timings

9:30 AM to 6:30 PM | Monday to Friday

Minimun education

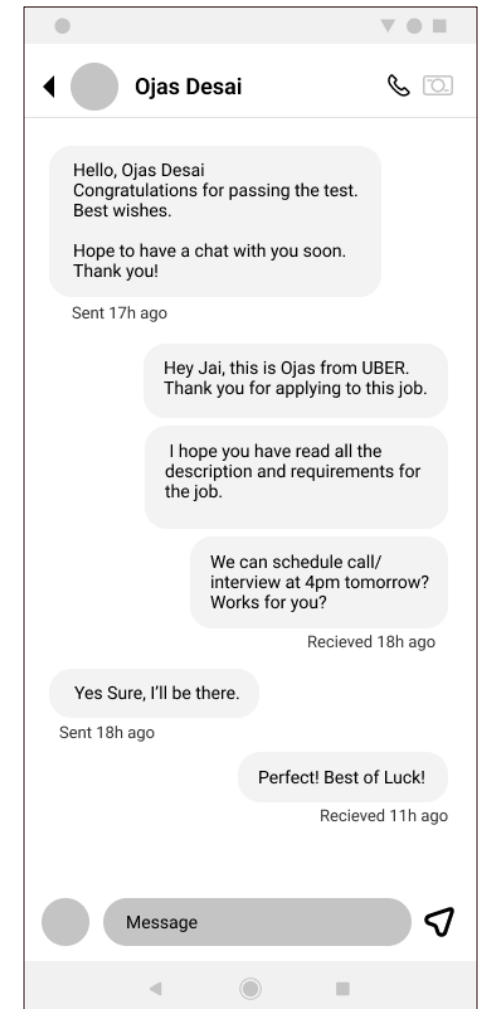
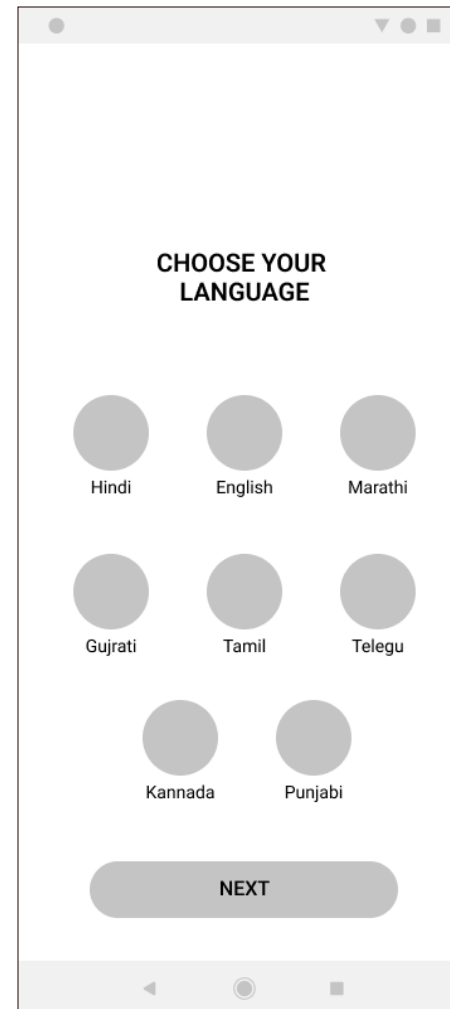
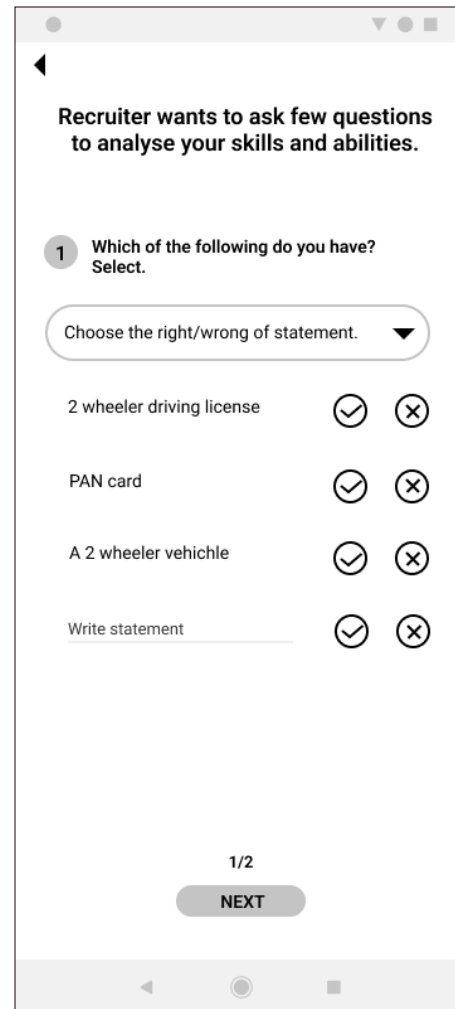
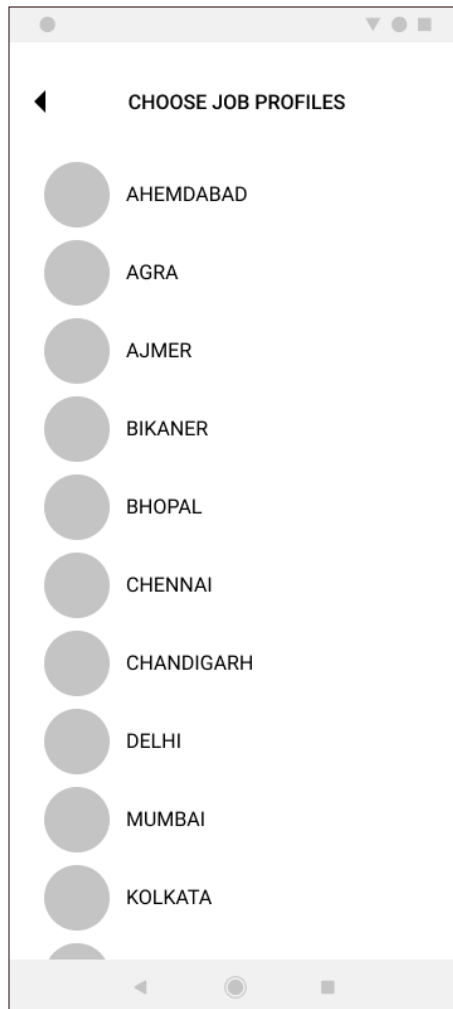
12th PASS

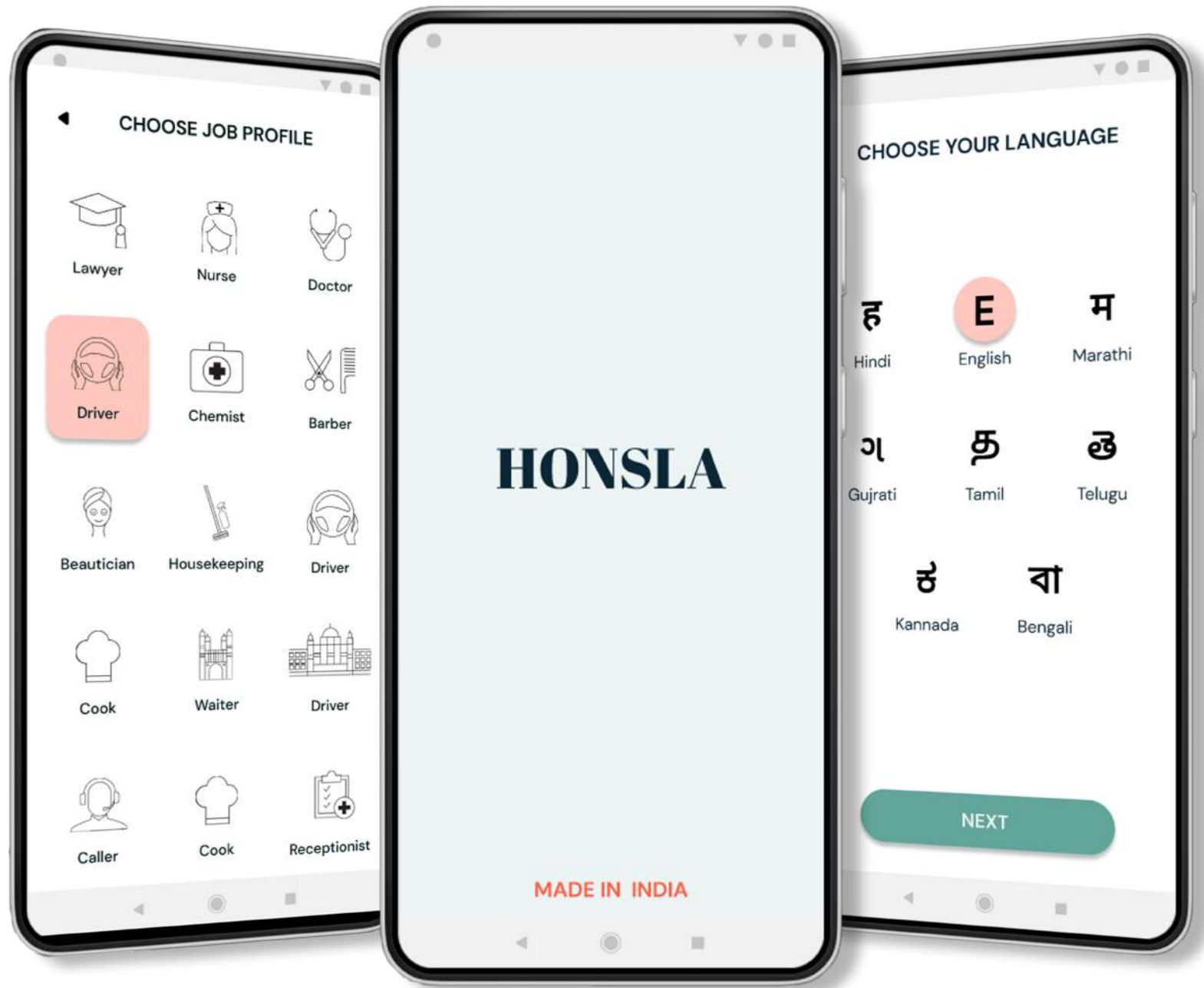
Experience

Beginners can apply

POST THIS JOB

Digital wireframe of the APNA job search application.





Look and feel of the APNA app through mockups.



Different screens of the APNA app through mockups.

Colour Palette



TYPEFACE CHOOSD

RALEWAY

Type Scale

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Home Page

ABOUT ME WORK

When clicked About Me

ABOUT ME WORK

When clicked on Work

ABOUT ME WORK

When clicked on FAQ's

ABOUT ME WORK

ABOUT ME WORK FAQ

ABOUT ME WORK FAQ

ABOUT ME WORK FAQ

Social Icons normal



Social Icons Hover Over



Arrows Icons



Back and Fourth



Direct Work Button



Back to top Button

Icons for Project page



Like

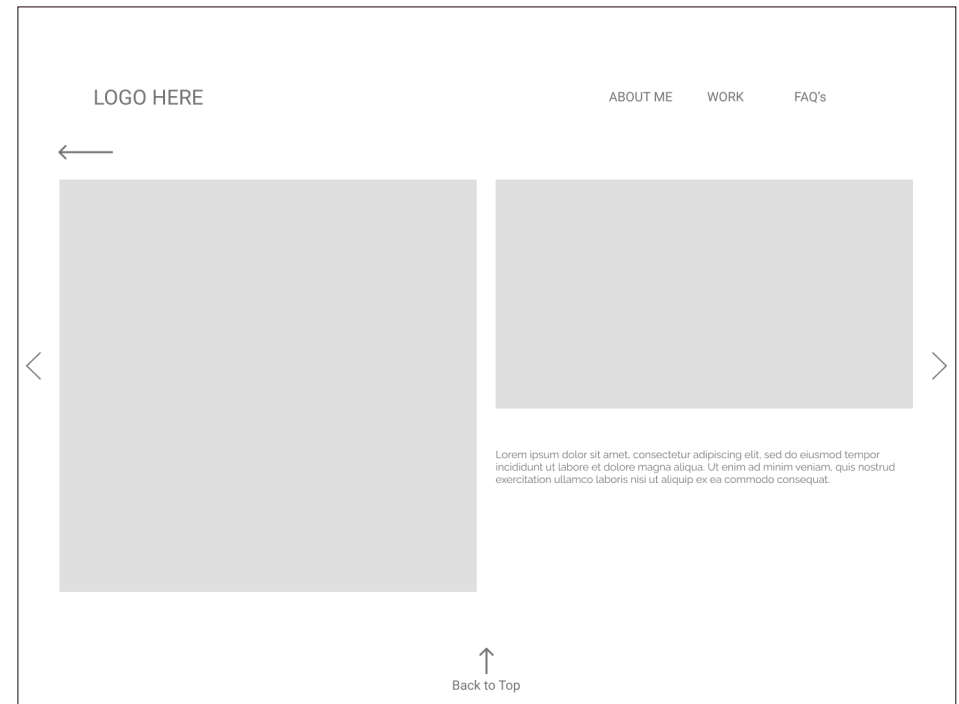
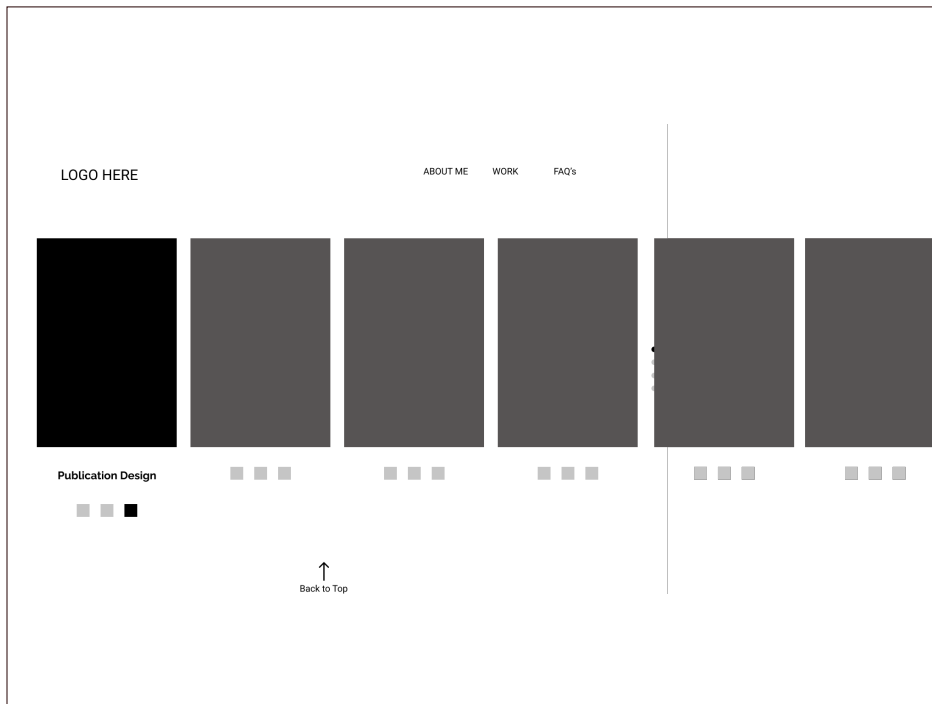
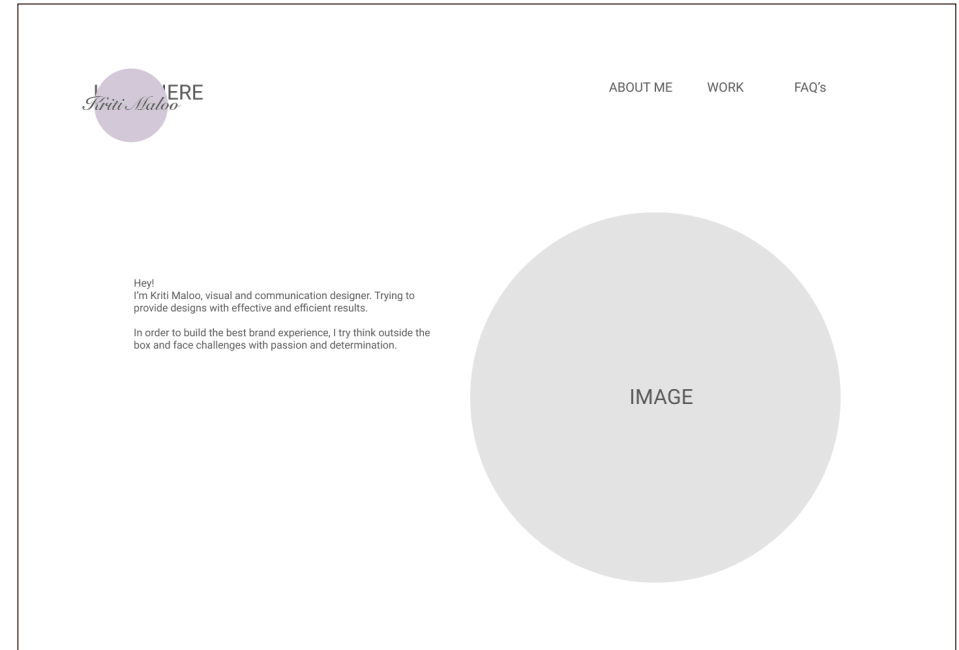
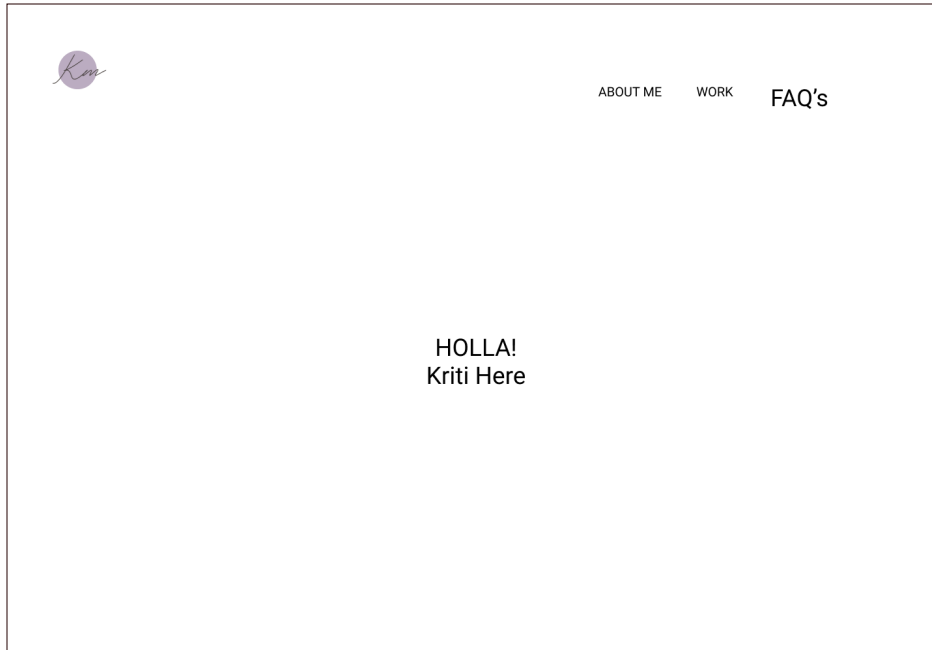


Share

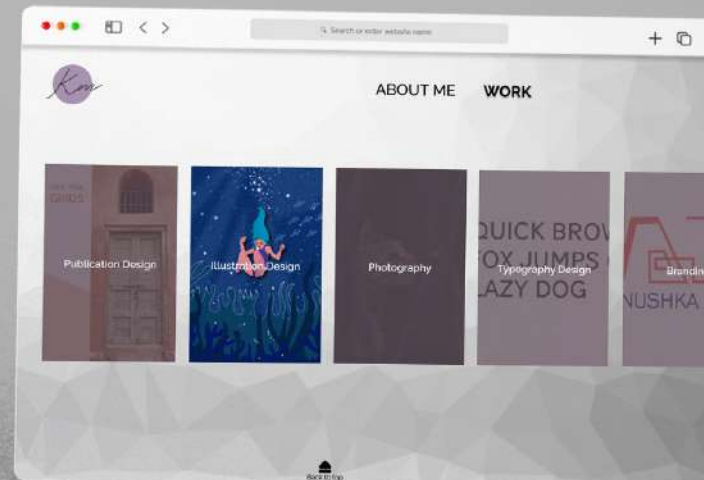
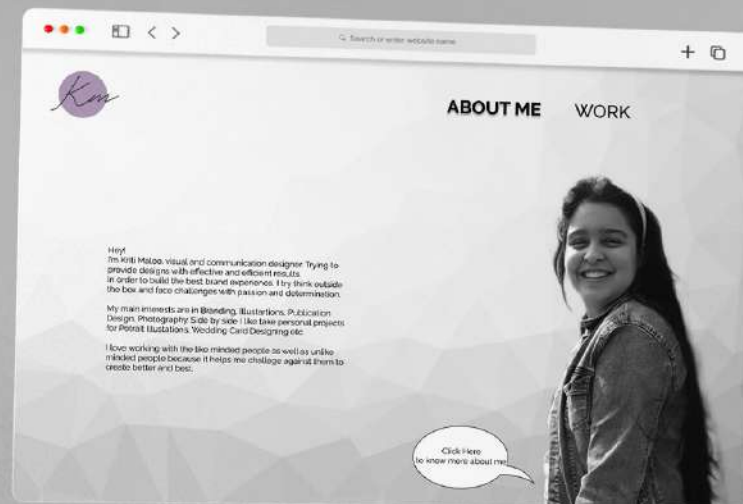


Loading

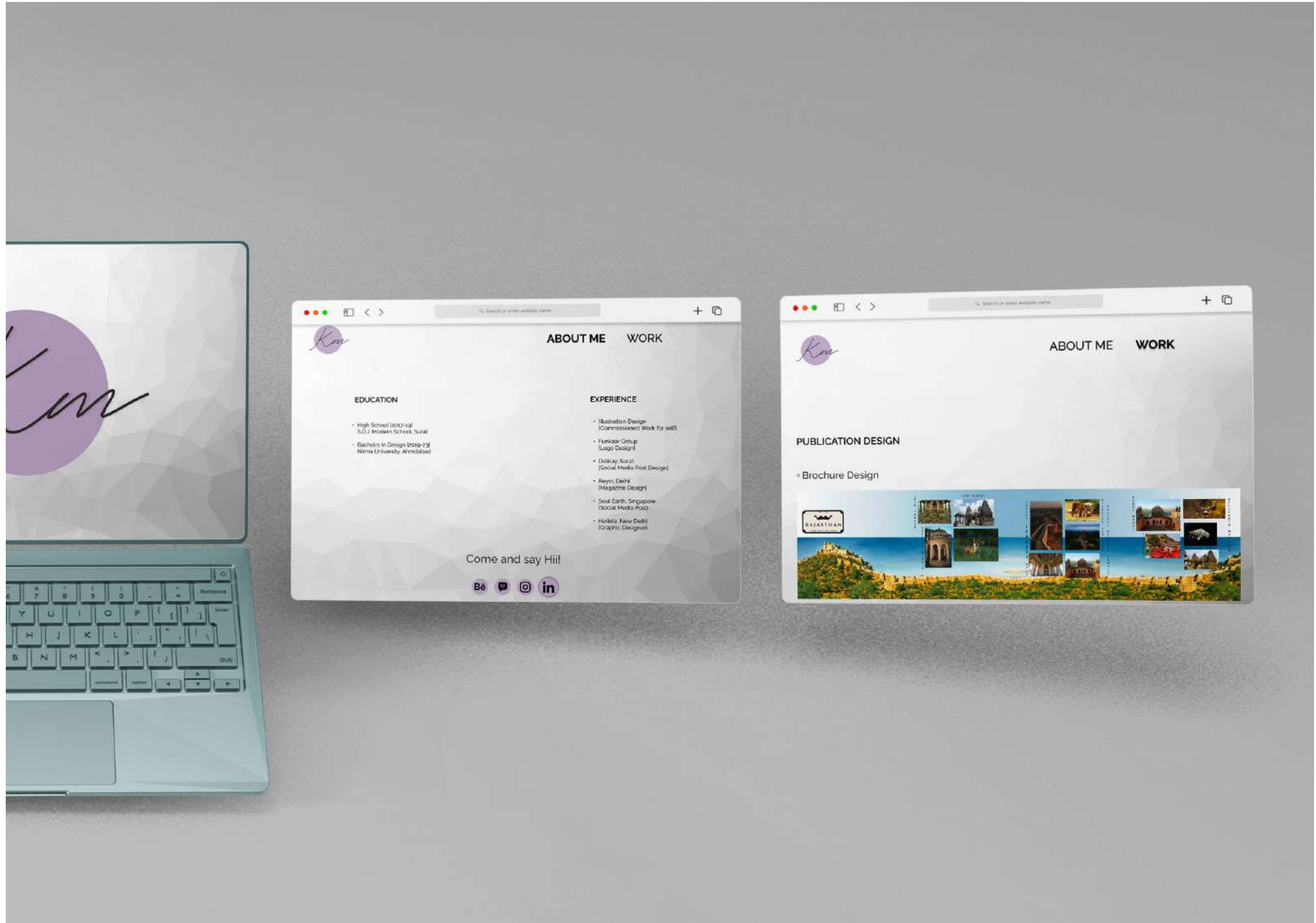
Style guide for website portfolio



Wireframe for website portfolio



Different screens of the website portfolio through mockups.



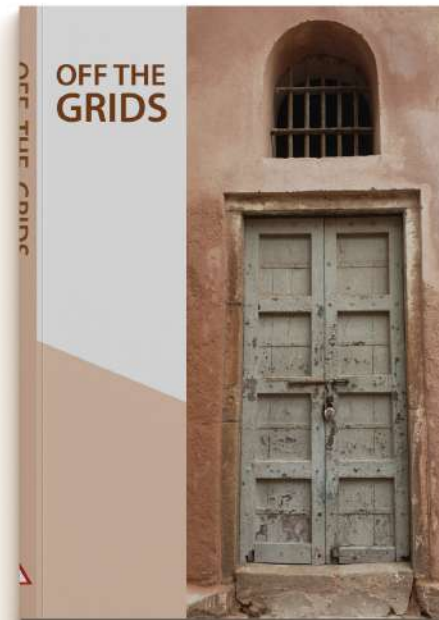
02.

Publication Design

1. Coffee Table Book
2. Sleep Deprivation

ABOUT

1. **Coffe Table Book** : The first project is designing a Coffee table book which is a small 3-5 spread book which give details about the grids and the usage of grids.
2. **Sleep Deprivation** : The second project of book design is on Sleep Deprivation. It shows on to how to layout and place images and also added a few illustartions. The book talks about the sleeping problems in our daily life, how to cure, what are pros and cons etc.



Coffee table book mockups

ACKNOWLEDGMENTS

I gratefully acknowledge the assistance, advice and support provided by my faculty members in Publication Design Prof. Marlene Gaudin and Prof. Monika Hanna-Gudl. Allowing me to learn and gain practical experience. I would deeply thank them for having faith in me and giving me the opportunity to lead the creative media team.

I would like to thank fellow batch-mates for constantly being there for me and supporting me through out this experience. I was pleasure working with them. I would like to thank Sangeeta Math who helped me gain this opportunity to work on this book. I am also greatly thankful to the faculty members of Henna Department of design for teaching me to become trained enough for working at the organization.

The sleeping environment

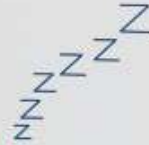
Sleep may be disrupted for a range of environmental reasons; for example, because the bedroom is too hot or cold or because of noisy neighbors or a snoring bed partner.

Poor sleep hygiene

Some people's habits are disruptive; for example, drinking coffee or smoking cigarettes close to bedtime stimulates the nervous system and makes sleep less likely. Another common problem is lying in bed and worrying, rather than relaxing.

Babies, older babies and toddlers

Parents almost always experience sleep deprivation because their young children wake frequently in the night for feeding or comfort.



Sleep deprivation affects children in different ways to adults – sleepy children tend to 'rev up' rather than 'slow down'.

Staying awake for 24 hours leads to a reduced hand-to-eye coordination that is similar to having a blood alcohol content of 0.1.

That first sleep

11

Symptoms of SLEEP DEPRIVATION

A person who is getting too little quality sleep may experience a range of symptoms:

- Fatigue
- Irritability
- Mood changes
- Difficulty focusing and remembering
- A reduced sex drive
- Drowsiness
- Inability to concentrate
- Memory problems
- Less physical strength
- Less ability to fight off infections

Symptoms of sleep deprivation in adults

- Constant yawning
- The tendency to doze off when not active for a while; for example, while watching television
- Grogginess when waking in the morning
- Sleepy grogginess experienced all day long (sleep inertia)

- Poor concentration and mood changes (see below)

Symptoms of sleep deprivation in children:

Sleep deprivation affects children in different ways to adults. Sleepy children tend to 'rev up' rather than 'slow down'. Symptoms include:

- Moodiness and irritability
- Temper tantrums
- The tendency to emotionally 'explode' at the slightest provocation
- Over-activity and hyperactive behaviour
- Daytime naps
- Grogginess when they wake up in the morning
- Reluctance to get out of bed in the morning



Ever noticed how when you're short on sleep you crave sugary foods that give you a quick energy boost? There's a good reason for that. Sleep deprivation has a direct link to overeating and weight gain.

CONTENTS

Introduction to Sleep Deprivation	1
Types of Sleep Deprivation	3
Causes of Sleep Deprivation	5
Facts of Sleep Deprivation	9
Symptoms of Sleep Deprivation	11
Effects of Sleep Deprivation	13
Importance of Sleep Deprivation	15



Sleep Deprivation front and back cover

03.

Branding

ABOUT

Sneh is a sanskrit word for love. Like love, that binds people together, Badhekar's Sneh project welcomes people to a place built to spread harmony that will hold communities together.

The swan in the logo symbolizes love, loyalty, trust and beauty. A circle is a universal shape and represents completeness. The choice of colour boost the sense of affection that Badhekar's Sneh project aims for its consumers to experience here.



Building logo mockup



Stage design mockup



Gate arch design. Invitation & billboard mockups

04.

Panel Design

ABOUT

Naval Aviation Museum, Bogmalo, Goa was inaugurated in 1998 and only one its own kind in Asia. It displays number of aircraft that were used by the Indian Navy throughout its history. These are displayed outside in the museum's open air gallery.

The interior of the museum has number of interesting galleries displaying naval equipments from prominent battles, a simulation room, different naval sectors and a separate room paying tribute to brave souls who fought different wars.



Museum room and panels images

METEROLOGY INSTRUMENTS

MAXIMUM AND MINIMUM THERMOMETER

It can record the maximum and minimum temperature reached over a period of time. It is used to record the extremes of temperature at a location, for instance in meteorology and horticulture.

The bend at the bottom of the thermometer contains mercury which moves up or down based on expansion and contraction of alcohol. When the temperature rises, the alcohol expands and pushes the mercury up the maximum column. This helps in recording the max and min temperature of the day.

DFM – 06

It is a standard battery-powered telemetry instrument carried into the atmosphere.

It is designed to measure the profile of atmospheric pressure, temperature, humidity, wind speed and direction from the surface up to 40 km altitude. Continuous data sets of measurements are sent down to the ground station by a high quality radio-telemetry link.

WEATHER BALLOON

It is a balloon (specifically a type of high altitude balloon) that carries instruments aloft to send back information on atmospheric pressure, temperature, humidity and wind speed by means of a small, expendable measuring device called a radiosonde.

To obtain wind data, they can be tracked by radar, radio direction finding or navigation systems (such as the satellite based Global Positioning System, GPS).

WHIRLING PSYCHROMETER

The whirling hygrometer also known as a sling psychrometer is used to measure relative humidity and is made out of two thermometers mounted on a frame which rotates around a handle, so it can be whirled in the air by hand.

One thermometer is covered with a tight-fitting muslin sock which is kept wet preferably with distilled water. This type of thermometer is known as the wet-bulb thermometer. The other is the dry-bulb thermometer and exposed to the atmosphere directly.

WET AND DRY BULB HYGROMETER

The Wet and Dry Bulb hygrometer is an instrument used to measure the relative humidity of the atmosphere. It consists of two basic mercury thermometers, one with a bulb that is kept dry and one that is kept moist.

The relative humidity is calculated from the difference in readings of the thermometers when water evaporates from the wet bulb, decreasing its temperature. Readings are graduated in Celsius -20° to +50° (in 1°C increments) and Fahrenheit 0° to +120° (in 2°F increments).

ANEROID BAROMETER

An aneroid barometer is an instrument used for measuring air pressure as a method that does not involve liquid. It uses a small, flexible metal box called an aneroid cell (capsule), which is made from an alloy of beryllium and copper.

Small changes in external air pressure cause the cell to expand or contract. This expansion and contraction drives mechanical levers such that the tiny movements of the capsule are amplified and displayed on the face of the aneroid barometer. Aneroid barometer is widely used in portable instruments and in aircraft altimeters because of its

Size of the wall is 118" by 48".

This wall talks about the meteorological instruments used by Indian Navy.

CENTRE FOR NAVAL AVIATION MANAGEMENT SYSTEMS

CNAMS was constituted as Project ILMS(Air) in Jul 98 with the aim of designing and developing an IT based solution bespoke for the management of Aviation Logistics. The ILMS(Air) application was accordingly developed and launched in 2002. It was subsequently upgraded to a Java based web application (ILMS Air Version 2) in 2017.

The unit was re-designated as Centre for Naval Aviation Management Systems (CNAMS) in Sep 2012.

All the Software Development Life Cycle (SDLC) activities viz. development, database design, server set-up, disaster recoveries and regular upgrades are being carried out completely in-house by the Indian Navy personnel.

As the application grew, implementation of Naval Aviation Management System (NAMS) was envisioned to serve as a Force Multiplier / Mission Enabler for Naval Aviation.

CNAMS has been exclusively tasked with the onerous mission of design, development and implementation of innovative IT solutions well-integrated with Naval Aviation with an aim to provide the users with more improvements, the capabilities at CNAMS are being constantly upgraded to include the domain of Machine Learning (ML) and Artificial Intelligence (AI).



05.

Photography

ABOUT

"Photography is a way of feeling, of touching, of loving. What you have caught on film is captured forever... It remembers little things, long after you have forgotten everything." - Aaron Siskind

Photography is just not the thing for me, but it's my passion to capture different emotions, movements, memories.











06.

Illustrations

ABOUT

Illustrations are all about to express in your own style and own ways.

The first illustration depicts about a carefree girl who loves water activities and is a nature lover as well and a dreamer.

The second illustration explains about the genius strategies to make sure that the business stands out! The illustration was designed for a website showing Strategy.



A carefree girl who loves water activities, nature lover as well as a dreamer.



Illustration explains about the genius strategies to make sure that the business stands out!

Thankyou

More details of my work on :

<https://www.behance.net/kritimaloo>

[hwww.linkedin.com/in/kritimaloo](https://www.linkedin.com/in/kritimaloo)

https://www.instagram.com/design_oo_pedia/

