portfoilo

communication design

sachi fiske

contents

01

finds
interaction design

year	2022
time	3 weeks
software	Figma
scope of work	Research Information Architecture Protoyping
collaborator	Vaidehi Patel

aim To conceptualize and design a mobile application and understand the effect on the app's user experience.

process After the app was conceptualised, user personas were created to understand and empathise with the end user and design it accordingly. The information architecture was then built, which outlined all of the features and user flow. Following that, paper wireframes and high fidelity wireframes were created. Following that, final frames for a style guide and an icon library were created and prototyped together.

2

User personas were created to identify the goals, interests, pain points of the possible users to direct the project in right direction.

Sakshi Joshi
Content creator

Sakshi has been working as a content creator at Dunder Mifflin for past 4 years. She is single and lives with her family. Sakshi is a nerd who likes reading book and watching movies whenever possible.

BACKGROUND

Age: 27
Status: Single
Location: India

PERSONALITY

Introvert		Extrovert
Active		Passive
Feeling		Thinking

TECHNOLOGY

Blog/Vlog
Social Media
Messaging
Games
Online shopping

PAIN POINTS

She wants to collect fanart of her favorite characters but she doesn't know where to buy. She wishes her closet was more interesting and generic.

GOALS

- Finding art of her favourite character.
- Reading more books
- Attend literary festivals in Jaipur
- Finding clothes which reflects her interests and still be fashionable

INTERESTS

- Reading and writing articles
- Watching movies
- Travelling

Kenny Kalyanrath
Artist

Kenny is a freelancing artist who travels a lot for his work. He organizes workshops every month in different cities.

BACKGROUND

Age: 24
Status: Single
Location: India

PERSONALITY

Introvert		Extrovert
Active		Passive
Feeling		Thinking

TECHNOLOGY

Blog/Vlog
Social Media
Messaging
Games
Online shopping

PAIN POINTS

He needs a platform to showcase his artwork with the possibility to touch lives of people. He wants to use his artwork in as many places as possible so that more people can appreciate his art style.
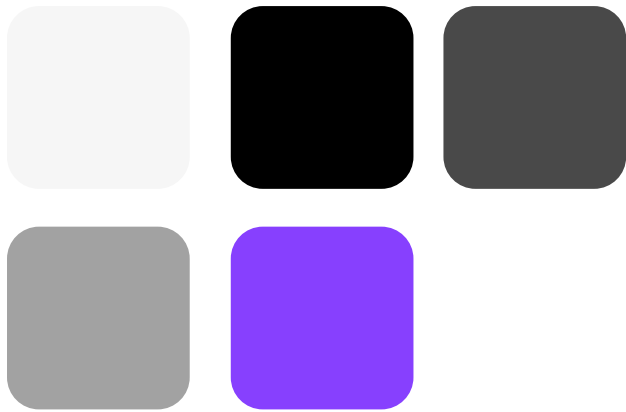
GOALS

- To showcase his work and finding more work.
- Getting as much as possible income from single artwork.
- Buying latest tools to make his artwork.
- Learn new songs in his guitar.

INTERESTS

- Making Art with different mediums
- raveling and exploring different places for inspiration
- Loves to play guitar and sing in his free time.

user persona

app concept Finds is an artist-centric concept that gives artists and designers a platform to showcase and sell their work to the world while focusing solely on their design. By acting as a connecting medium between the two, Finds focuses on providing customers with a platform to purchase creative and customised products directly from their favourite artists.

colour

typography

Aa

For graphic purpose — Jacob & Sons Regular/52px

Aa

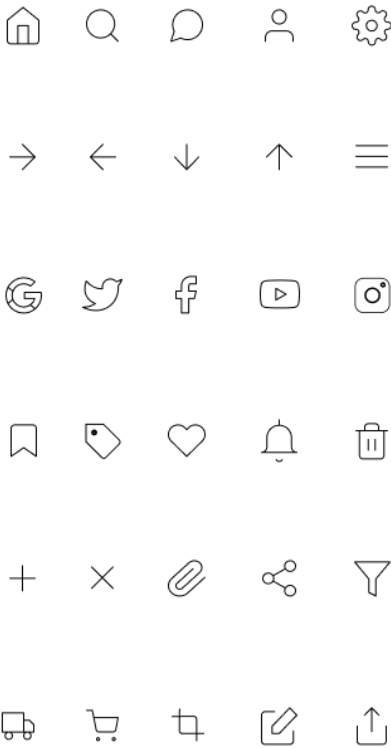|	
H1	Montserrat Regular/34px
H2	Montserrat Regular/24px
Body	Montserrat Regular/16px
Subtitle	Body 2/Montserrat Regular/14px
BUTTON	Montserrat Medium/14px

Active State

BUTTON

Hover state

BUTTON

Disabled State

BUTTON

CTA Button

BUTTON

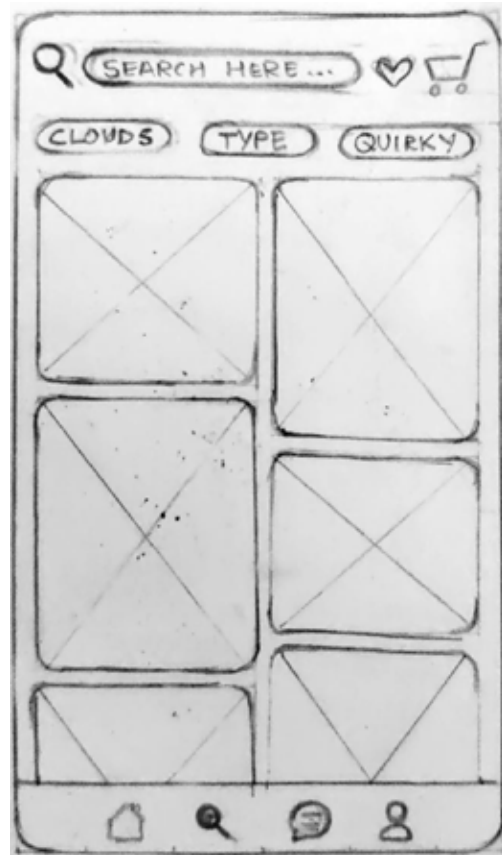CTA Button hover state

BUTTON

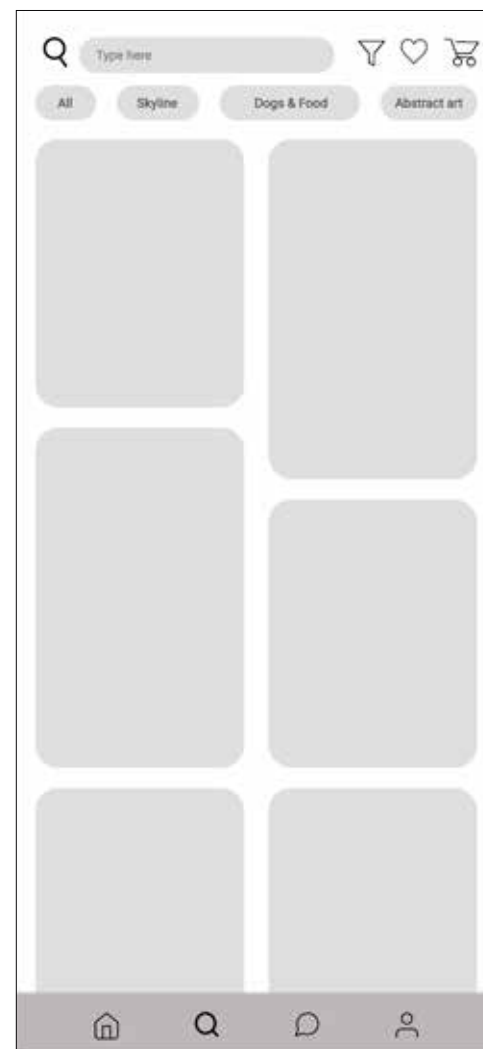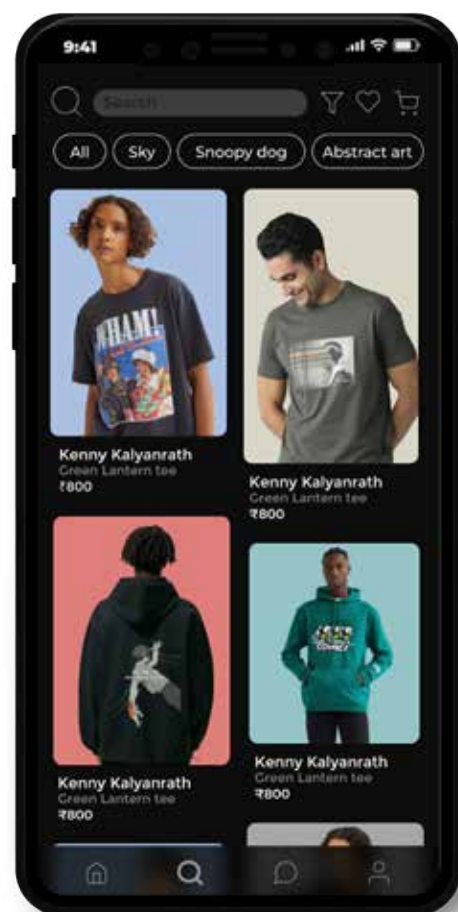Enabled State

Pressed state

Disabled

paper wireframes

high fidelity wireframes

Use of gender neutral colors and rounded edges in pictures and buttons for friendly and universal approach.

Background of each image is custom and changes according to dominant color of the image.

Dark mode for the application is used based on latest trend.


Finds provides artists to give an option to the customers to give the option to customise their designs. The overhead profit of customisation is solely provided to the artist.

It aims to support artists and sell their products at flexible pricing while protecting their designs.

Also, statistics of every product and overall reach is visible to understand customers
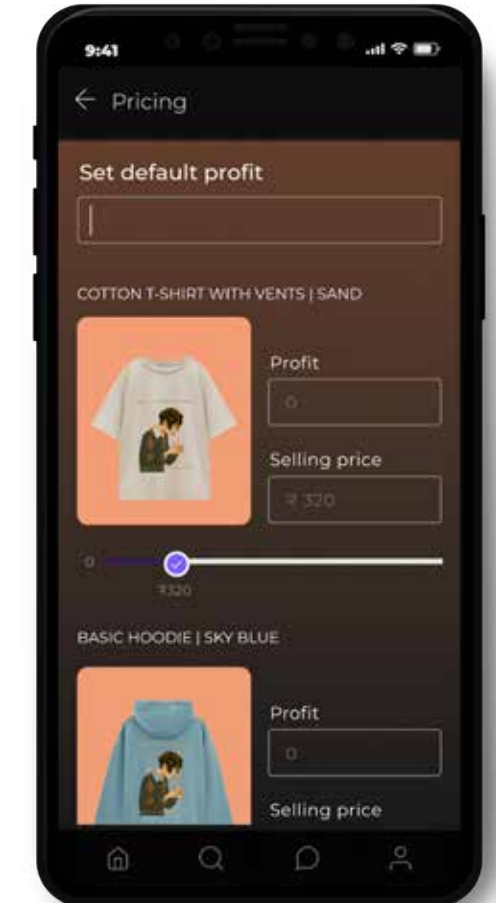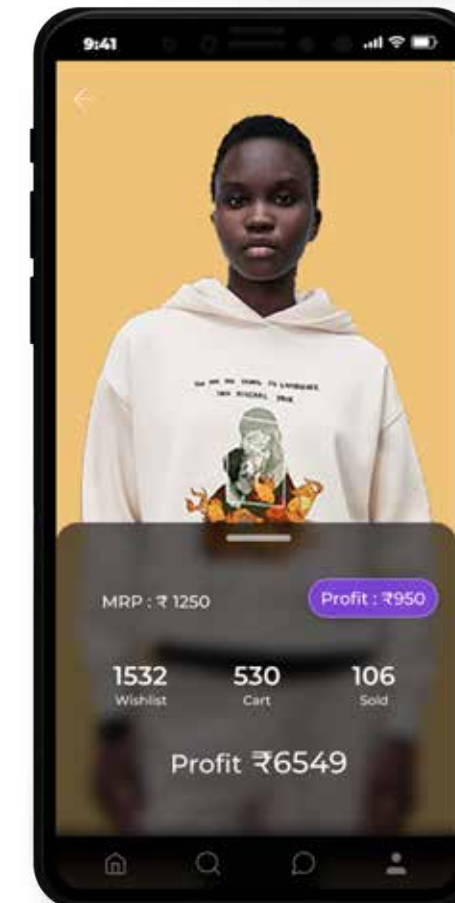
02

a book about OCD
publication design

year	2021
time	3 weeks
software	Adobe InDesign
	Adobe Illustrator
scope of work	Research
	Illustrations
	Typography
	Printing techniques

aim To design a handbook which tries to understand and represent Obsessive compulsive Disorder (OCD) with illustrations and images in order to educate people about it.

process After a lot of reading about OCD, main topics were listed down which needed to be in a handbook and the related data was collected. The grid and typography exploration were used to set the tone of the book. After that illustrations and expressive typography was experimented with to represent different types of OCD.

process in a glimpse

The cover is a typographic approach to representing a type of OCD behavioral attribute, namely excessive repetition. A subtle breaking of the pattern is done to trigger OCD.
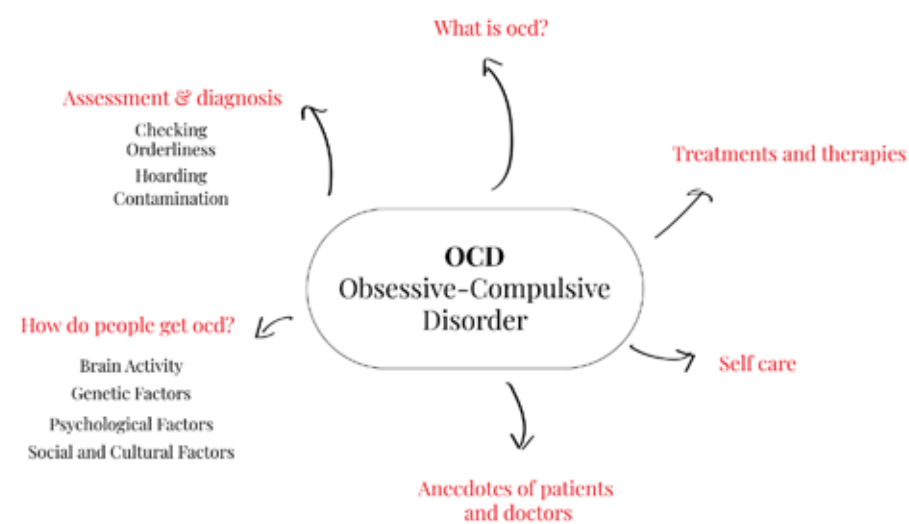
OCD or Obsessive Compulsive Disorder, is an anxiety disorder in which people have recurrent and disturbing thoughts (obsessions), and/or ritualistic behaviours (compulsions). It has a negative impact on an individual's functioning and quality of life. Often, if the obsessions or compulsions are noticeable in public, people may feel shame for their actions and fear being labelled

Target Audience

16-25

Because symptoms usually worsen with age, people may have difficulty remembering when OCD began, but can sometimes recall when they first noticed that the symptoms were disrupting their lives.

Purpose

A handbook/manual to treatment and a workbook for persons who suffer from Obsessive-Compulsive Disorder. It will provide a road map and educate and support people with OCD. OCD is not only a health burden but an illness that destroys lives. It also promotes learning and discussion in all aspects of OCD.

What is ocd?

Assessment & diagnosis
Checking
Orderliness
Hoarding
Contamination

Treatments and therapies

How do people get ocd?
Brain Activity
Genetic Factors
Psychological Factors
Social and Cultural Factors

OCD
Obsessive-Compulsive
Disorder

Self care

Anecdotes of patients and doctors

A book about OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD OCD

DID I TURN OFF THE STOVE?

No laboratory test can identify OCD

How do you know it's OCD?

## Why does it happen?

What is OCD?

Obsessive-compulsive disorder (OCD) is a mental illness that repeatedly causes unwanted thoughts or feelings: obsessions or the urge to do something over and over again: -compulsion. Some people can have both obsessions and compulsions.

Obsessions are repeated thoughts, images, or urges. They can feel intrusive and distressing. Obsessions are usually unrealistic and don't make sense.

Compulsive is a behaviour that a person does to relieve their obsession. They can be observable or concealed. Some compulsive behaviors are physical, such as washing, checking, tapping, or walking in a certain pattern. Others are mental, such as silent counting or compulsive prayer.

However, why would a reasonable person be consumed by incredible or even meaningless thoughts, so much that their functions in daily life are seriously compromised? How can these psychological interventions cause so much fear and lead to an irresistible urge to perform time-consuming compulsive rituals?

In response to strong fears, thoughts, or images patients learn that certain rituals or habitual responses seemed to temporarily relieve their pain, even though such responses might logically have nothing to do with fear. This unusual and seemingly inexplicable anxiety disorder is called obsessive-compulsive disorder.

I CAN'T STOP EATING THIS WALL
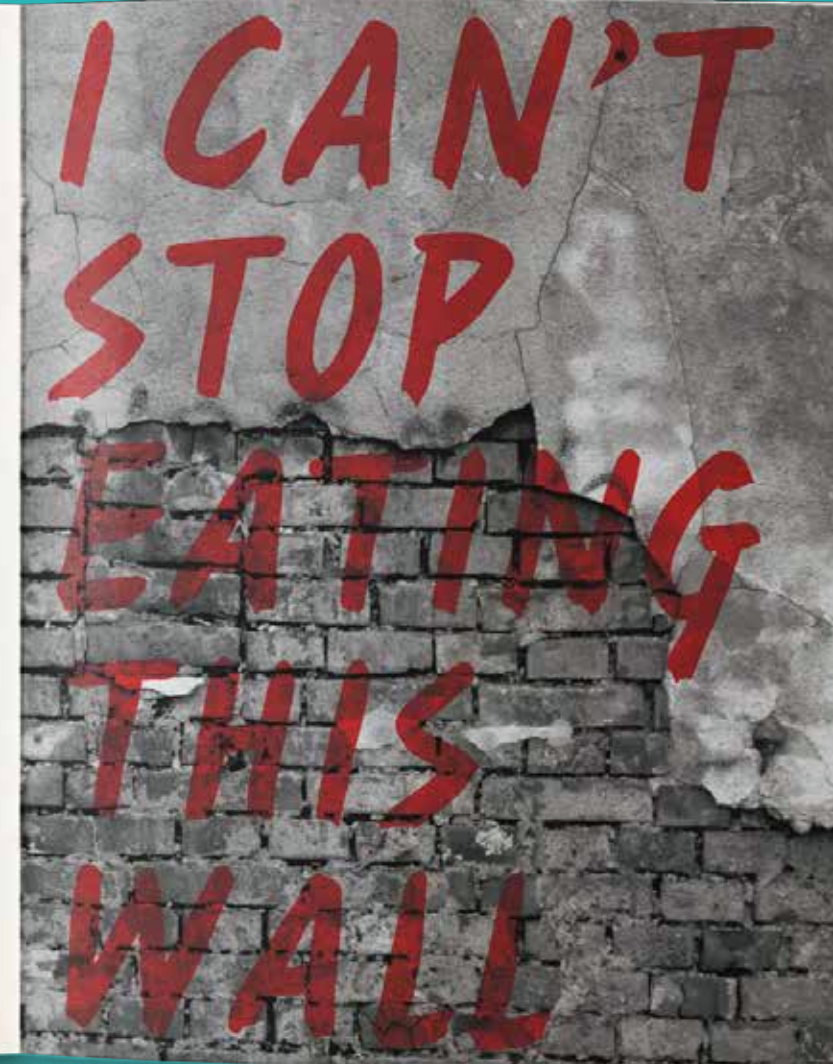
A schoolgirl once ate a wall of her house. She didn't want to, but she found that to eat the wall was the only way to stop her thinking about it. She didn't want to think about the wall either; in fact, she was greatly disturbed by the ideas and images of it that dominated her mind. The only way she could make the thoughts of the wall go away, and calm the anxiety they caused, was to follow a strange and unbearably strong urge to eat it. So she did; for years. By the time she was 17 years old she had eaten eight square metres of the wall – more than half a tonne of mud bricks.

Use of names or images is avoided to make the book more universal.

Expressive typography is done to represent various habits and actions of an OCD person. Like cleaning even when no one else can see any dirt, nitpicking, being surrounded by own thought, counting everything in their mind etc.

How to support your friend who has OCD

Educate yourself
People with obsessive compulsive disorder often feel depressed and worried about the need to take compulsive action. When family and friends understand OCD better and what they are going through, it will be easier to provide support and understanding.

Talk with them
Encourage the person to talk about the disorder so that you can learn how it affects them and how you can be more supportive, but don't engage in discussions about the logic of OCD as most people with OCD know their obsessions and compulsions are excessive and irrational.

Be patient
Sometimes, it can be frustrating when your friends seem to worry about things that you think are irrelevant. Take a deep breath and remember that OCD is what makes your friend feel this way. He/she can't just "snap out of it." Impatience will only make the situation worse. Be positive and patient.

Encourage the person to seek professional help
OCD is not usually a condition that disappears without treatment. You can help find an experienced therapist and offer to participate in his treatment plan.

Don't blame yourself
It is not your fault that they have OCD. Many different factors, such as genetic background, environment. Life experience is also part of it. No one can make another person suffer from obsessive-compulsive disorder.

Be aware of the risk of suicide
If your friends are talking about death or suicide, don't ignore them or keep them secret. Talk to responsible adults that your friends also trust (e.g. parents, teachers, coaches, counselors) Let your friend know that you care about him/her and his/her life. If your friend is talking about suicide, you must take him seriously.

Don't reinforce obsessive compulsive behaviours
Family and friends are often involved in compulsive behavior. This seems to be the only way to reduce the stress of people with OCD. However, using rituals to help patients with obsessive-compulsive disorder, respond to requests for comfort, or take on tasks they wish to avoid, these behaviors will make patients with obsessive-compulsive disorder long-term and hinder their recovery.

Be positive
Positive emotions are infectious. People with mental disorders can easily focus only on the negative aspects of life. Sharing your positive emotions can help your friends see things from a different perspective. Encourage discussion of obsessive-compulsive disorder as a common and treatable anxiety disorder, and you should not feel ashamed or ashamed of it. Help people with OCD share their experiences with family and friends this will help break the secrets about OCD.

Myths about OCD

We are all "a bit OCD" sometimes.
OCD is not a personality quirk or a character trait — it is a very real mental health condition that affects about 2% of people. While many people can have obsessive or compulsive traits, people who are diagnosed with OCD cannot simply "turn it off." Research has shown that their brains are wired differently than the brains of people without OCD, and as such OCD strongly influences their thoughts and actions.

OCD is simply about hand-washing, cleaning, and being neat.
Triggers associated with cleanliness, washing, and structure consist of only a little part of the range of OCD triggers and symptoms. People with OCD can have obsessions related to a wide variety of things, including losing control, hurting others, unwanted sexual thoughts, and many more.

People with OCD are just "weird," "neurotic," or "crazy" and there's no hope for them to ever lead happy functional lives.
With proper treatment, it's very possible for people with OCD to steer full and productive lives. Many people respond positively to behavioral therapy and medication. Specifically, Exposure and Response Prevention or ERP is taken into account as the first-line treatment for OCD. Additionally, medication can also be recommended for people with OCD. Family therapy also can be very beneficial since relations (including parents, siblings, and spouses) often play a serious role in recovery. People with OCD use one or several of those options to assist them to manage their OCD, also because of the support and understanding of their loved ones.

OCD only shows up in privileged people that have an excessive amount of time or too few problems.
OCD doesn't discriminate. It can affect a person no matter age, race, gender, culture, ethnicity, or socioeconomic status. People with higher social classes could be more likely to be diagnosed with OCD. But this is less because they're more likely to possess OCD and more because they face fewer barriers to psychological state care. People with fewer resources can experience more risk from potential stigma and thus avoid getting help.

OCD doesn't discriminate. It can affect a person no matter age, race, gender, culture, ethnicity, or socioeconomic status.

03

chess for dyslexic
packaging design

year   2022

time   3 weeks

software   Adobe InDesign
                   Adobe Illustrator
                   Creo

scope of work Research, Illustrations,
                   Typography, Packaging,
   Material explorations

collaborator   Vaidehi Patel

aim A boardgame, chess packaging for dyslexic people which makes it easier for them to read and understand the game.

process Researching inclusiveness and universal design was the first step. To learn more about dyslexia, how it affects people's lifestyles, what obstacles they face, and what are the possible opportunities which can be solved through packaging. Sketching and brainstorming came next. Then, ideas were advanced to the prototyping stage, where 1:4 ratio models were created to assess their practicality. Following concept refinement, a moodboard for the visual language was created. The illustration style and colour scheme were created in accordance with that. Then a life-size model and 3-D representations were created.

process in a glimpse


Mindmap

Prototype
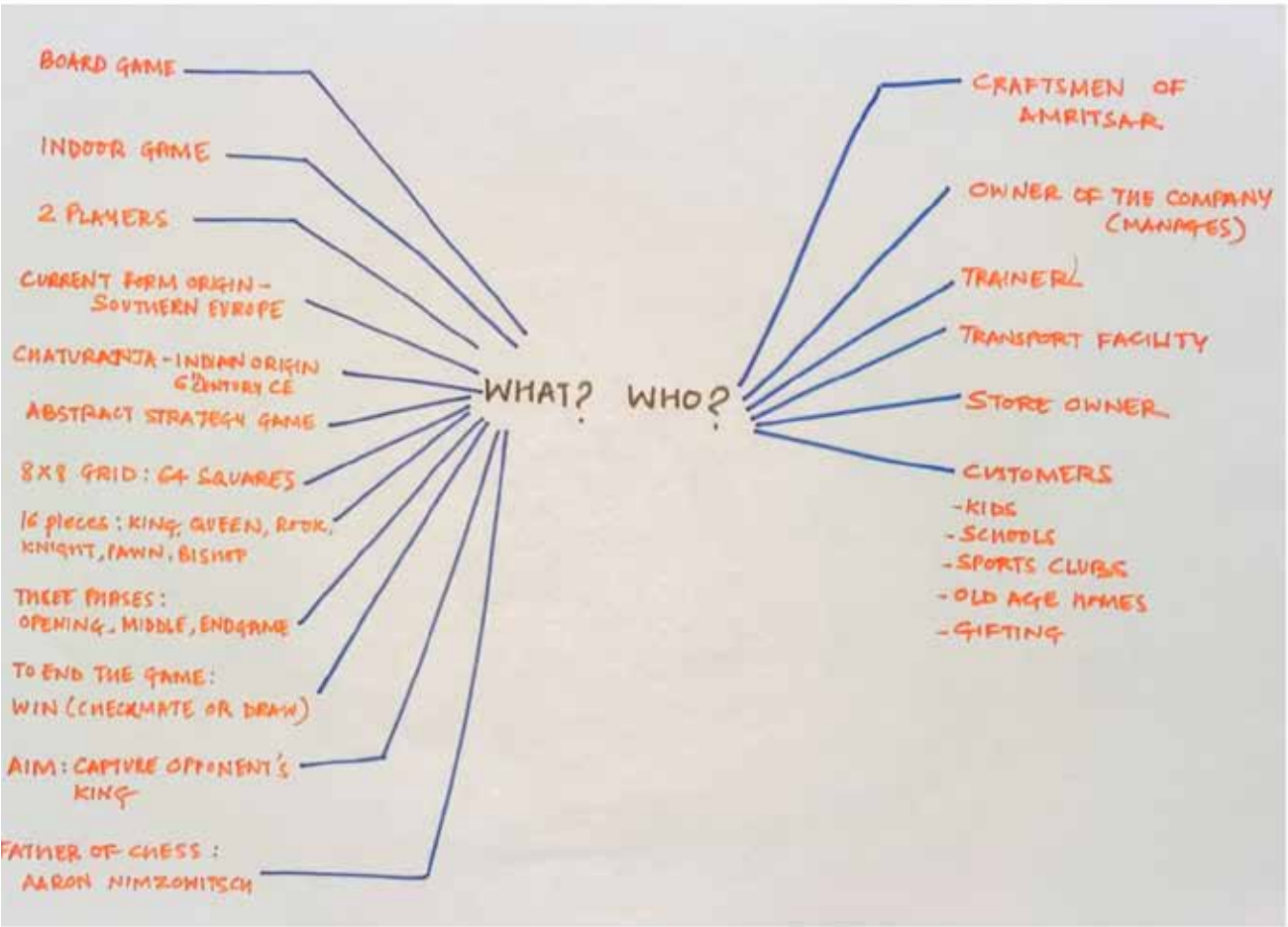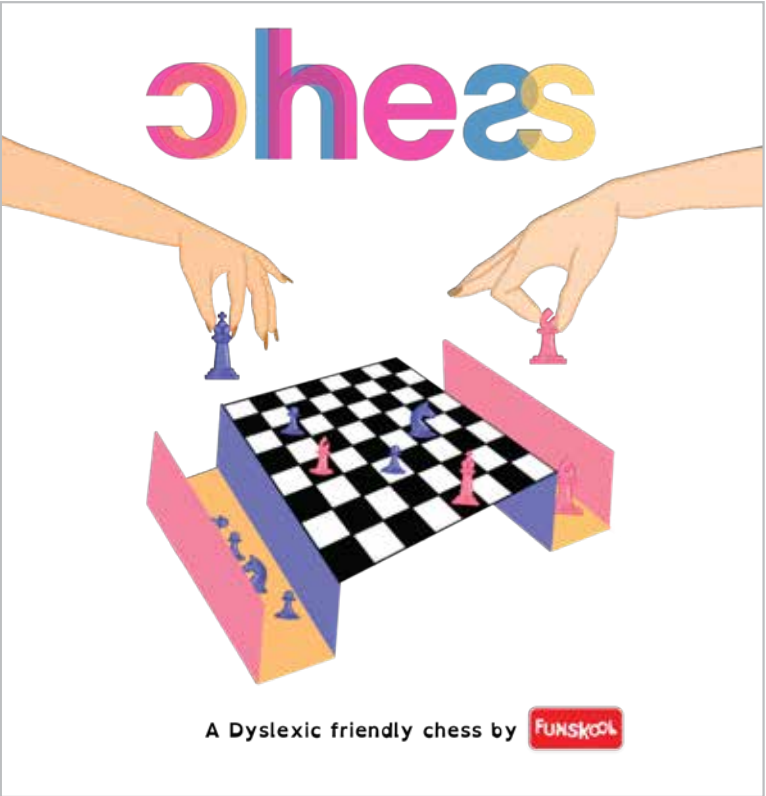
Box Lid

The product and its application are highlighted on the cover. The product name is written in an attempt to understand how dyslexic people perceive alphabets.
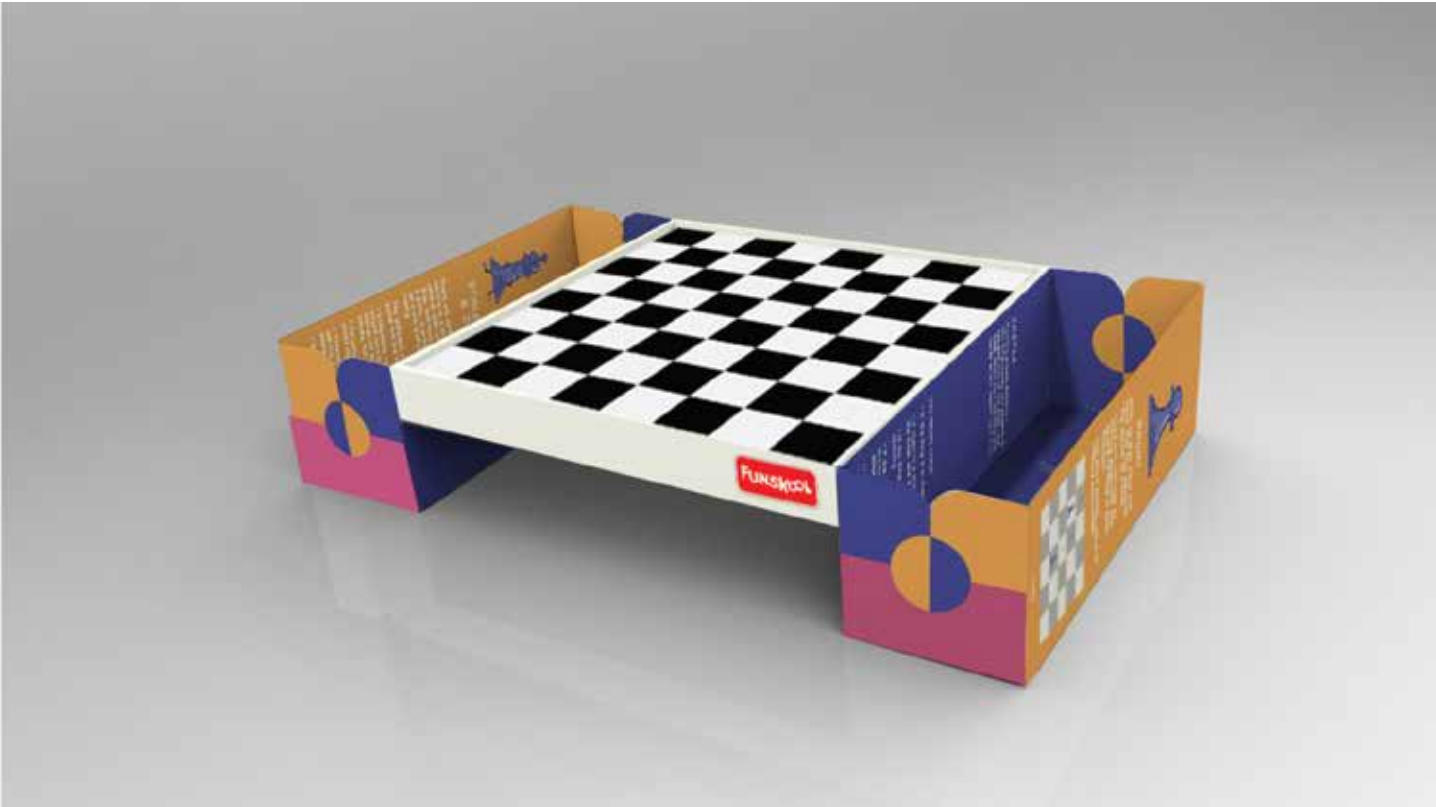
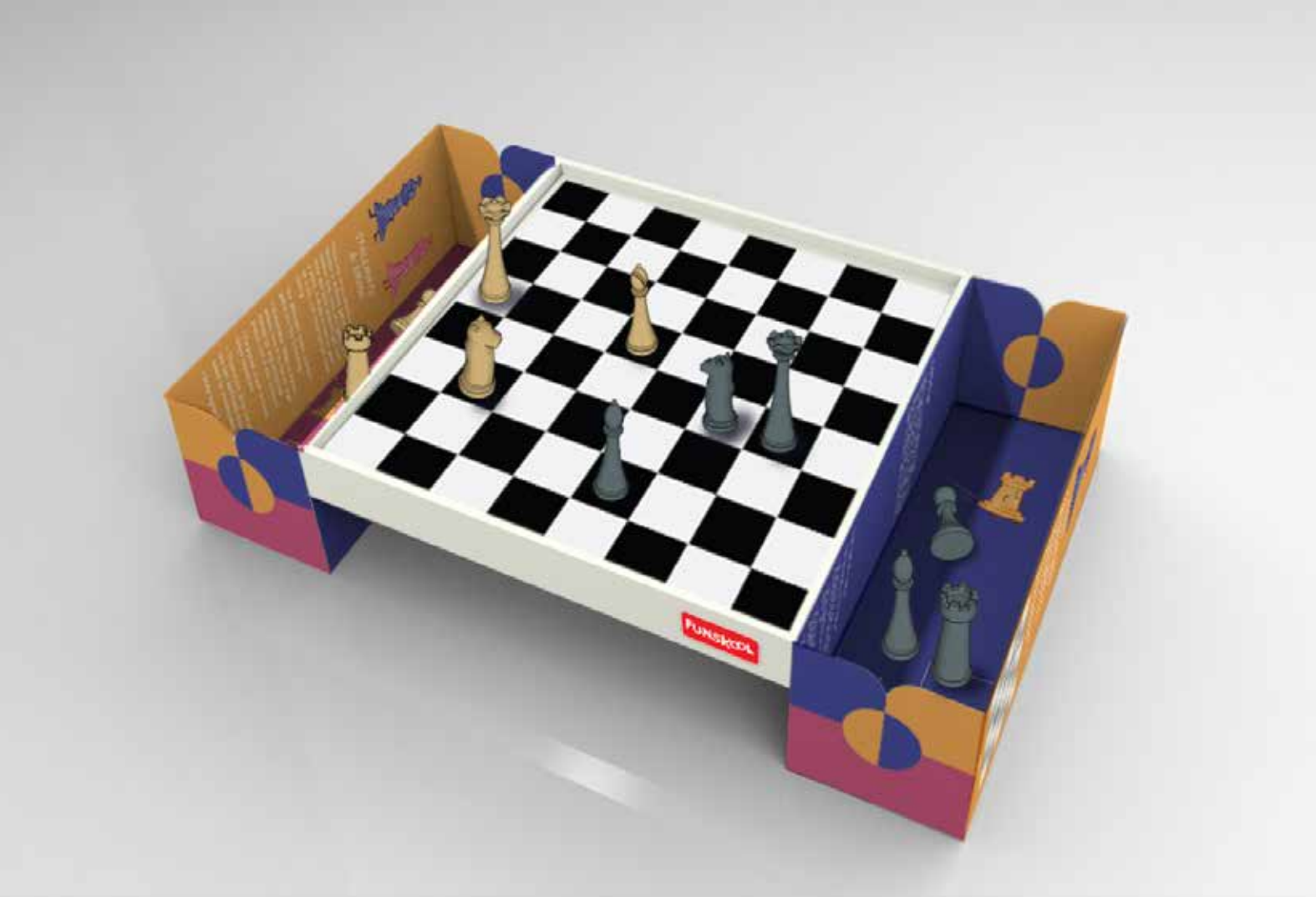The illustration style and color palette is fun playful and gender neutral.

The current form provides step by step instructions while opening which are supported with visuals for easier understanding.

The form also provides a platform and shelves for a more convenient experience, eliminating the risk of losing chess pieces.
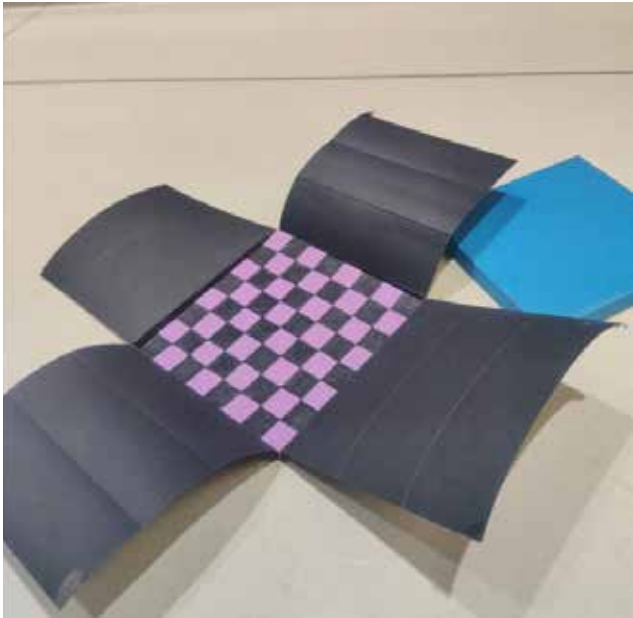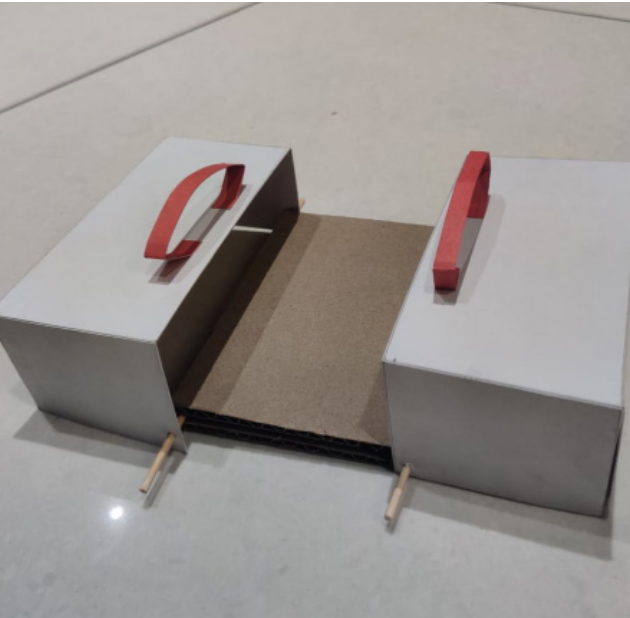
The form when not in use is of standard game size which helps in storage and transportation while also providing additional features

Dyslexic friendly font **OpenDyslexic** is used which is designed to mitigate some of the common reading errors caused by dyslexia.

Remarks The current form of packaging while solves some problems there still is a lot of scope for improvement.

Reading instruction while playing the game is difficulty in this packaging.

Assembling chess on an uneven surface won't be possible.

The assembling of the package to transform into platform may feel cumbersome to few.

04

nuskha kitchen
brand communication

year　　　　　　2022

time　　　　　　4 weeks

software　　　　Adobe InDesign
　　　　　　　　　Adobe Illustrator
　　　　　　　　　Adobe Photoshop

scope of work　Research, Illustrations,
　　　　　　　　　Typography, Packaging,
　　　　　　　　　Material explorations,
　　　　　　　　　Pattern making

collaborators　Rucha Gavane
　　　　　　　　　Stuti Jain
　　　　　　　　　Rudra Dave
　　　　　　　　　Zeel Patel

aim　Rebranding and reforming a brand strategy for Nuskha Kitchen in such a way that the core values of the company are reflected through the brand identity and is communicated effectively to the target audience.

problem　Nuskha Kitchen's current identity lacks a strong and consistent visual language. Nuskha Kitchen's core values are not being communicated through their current brand image. They have a lot of disjointed elements, such as different colours and typography styles, which dilutes the brand recall value.

Sakshi Joshi
Data analytics

Sakshi has been working as a data analytics at *Dunder Mifflin* for past 4 years. She is married and pregnant. She lives in a nuclear family. Sakshi manages all her household work with her husband.

BACKGROUND
Age: 27
Status: Married
Location: Bangalore, India
Economic status: Middle-class

PERSONALITY
Conscious, Confident, Aware, Tech-savvy, Socially active.

TECHNOLOGY
Blog/Vlog
Social Media
Messaging
Games
Online shopping

PAIN POINTS
- This is her first pregnancy and she does not have any guidance.
- She is worried about her child's health but is skeptical about consuming supplements.
- She is a working woman so does not have time to prepare

GOALS
- Have a healthy lifestyle for the baby
- To get hassle-free guidance about pregnancy in India
- To have food which is healthy, preservative-free and homely.

INTERESTS
- Reading and writing articles
- Watching series and documentaries
- Travelling

Kalpesh Patel
Businessman

Kalpesh bhai is a business man who oversees all the activities in his business. He is father of two who live far due to their studies.His wife manages all the household and is very worried about his health.

BACKGROUND
Age: 46
Status: Married
Location: Surat, India
Economic status: Upper-class

PERSONALITY
Hard working, Family oriented, Fatigued,

TECHNOLOGY
Blog/Vlog
Social Media
Messaging
Games
Online shopping

PAIN POINTS
He sits in his chair for long periods of time which causes body pain. As soon as he reaches home, he gets very exhausted.

GOALS
- To be more lively and energetic for the whole day
- Permanent and healthy solution for his body pain
- To be able to travel to spend more time with his children

INTERESTS
- Reading newspaper
- Political talks
- Gardening
- Home decoration

user persona   User personas were created with a visual board which can easily translate the personality of the person. Goals, interests, pain points were listed for each to direct the project in right direction.

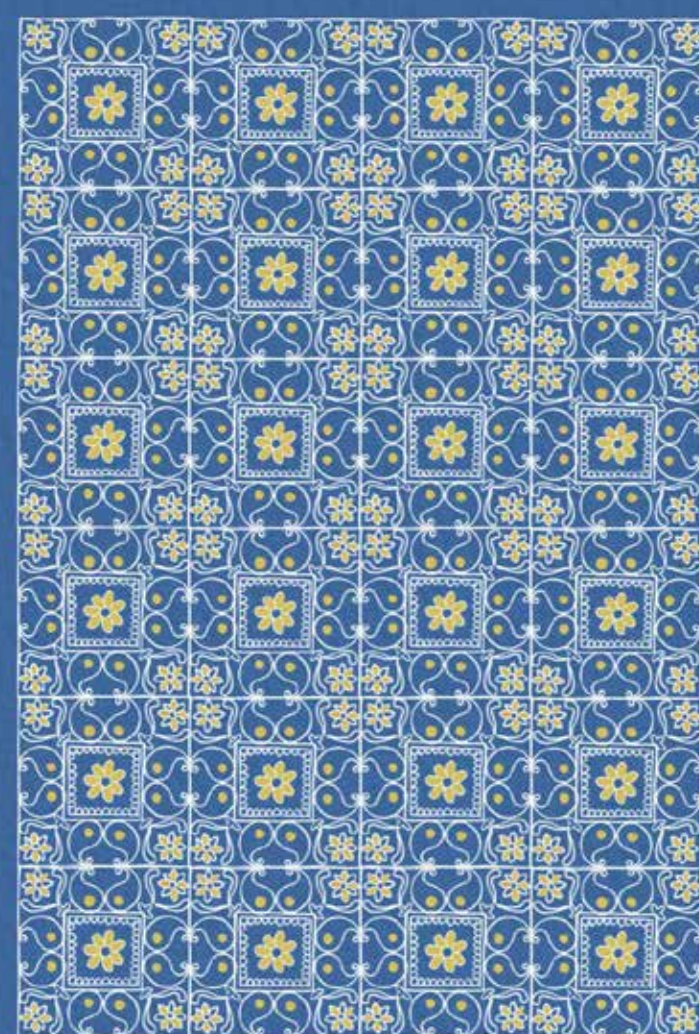Soft water colours are used in the illustration style to give it a hand crafted appearance.

The motifs of Jaipur, where Nuskha was born, served as inspiration for the pattern collection. That had a handmade feel to it as well.

Moodboard

Illustration Style

pattern Style

nuskha
Homemade is Heartmade

The Logo of Nuskha consists of a symbol which is a form called paisley and a wordmark of the brand name.

The Paisley, in Hindu culture is a symbol of fertility. The paisley form contains a dot, which signifies the womb, and the foetus inside, since the brand stands for the Indian pregnancy diet and its nourishing benefits for the expecting mother.

Maginia Regular	# Heading
Acumin Variable Concept	## Tagline
Acumin Variable Concept Default	## Sub heading
Acumin Variable Concept Default	Body Font
Acumin Variable Concept Extralight italic	*Captions*

typography — The primary font is selected to compliment the form of the logo with it's feminine and delicate features.

color palette — The colour palette is a mix of warm and cool colours that can be used as needed. The colours are chosen so that they have significance in the ayurvedic world and they are neither too modern nor too traditional.

ASSORTED LADOO
100% organic

Visuals of
A Old packaging
B New packaging

The manual is in the form of a double gate fold brochure. It contains all of the information and exudes a handmade and Jaipur vibe.

The 50 day package will go with a potli which will be reusable and have the paisley motif in it. It will contain a thank you card and an introduction manual.

Rangoli jali with paisley is also added which can be used in the times of celebration which will increase the brand recall value.

Oats Laddoo

The antioxidants present in oats are beneficial for heart disease and the dietary fibers help lower the bad cholesterol (LDL) without affecting the good cholesterol (HDL). Oats are rich source of fiber, both soluble and insoluble, which helps in regulating bowel movements

Ragi Laddoo

Excellent source of calcium and iron.
Made exquisitely with the best of ingredients.

About Us

Product Catalogue

Product testing stall As the brand has only online presence, product testing and giving away free products will give people to experience the taste and build trust.

The food stall is a small truck which can commute easily and had storage capacity. The look is modern yet festive.

Product Catalogue The book has a traditional yet modern aesthetic that incorporates the Paisley aspect from the logo. It highlights the product line together with its advantages and usage.

Website Design The website is designed keeping in the tone of voice which is Desi, Handmade, Healthy and Homey,

**Online Ads** The facebook ads needs to be cleaner to convey the message clearly with a CTA button

05

the bungalow cafe
brand identity

year	2020
time	1 week
software	Adobe InDesign Adobe Illustrator Adobe Photoshop
scope of work	Research, Illustrations, Typography, Packaging

aim To create a brand identity a cafe which offers a variety of fast food and to convey a sense of energy and boldness, while at the same time being approachable for all.

process The process began with an examination of the cafe's current identity and the identification of gaps. Following that, brainstorming ideas for the logo and finalising the concept. Later, the colour will be chosen based on the brand's personality and target audience. The pattern and collaterals were then created to round out the project.

process in a glimpse
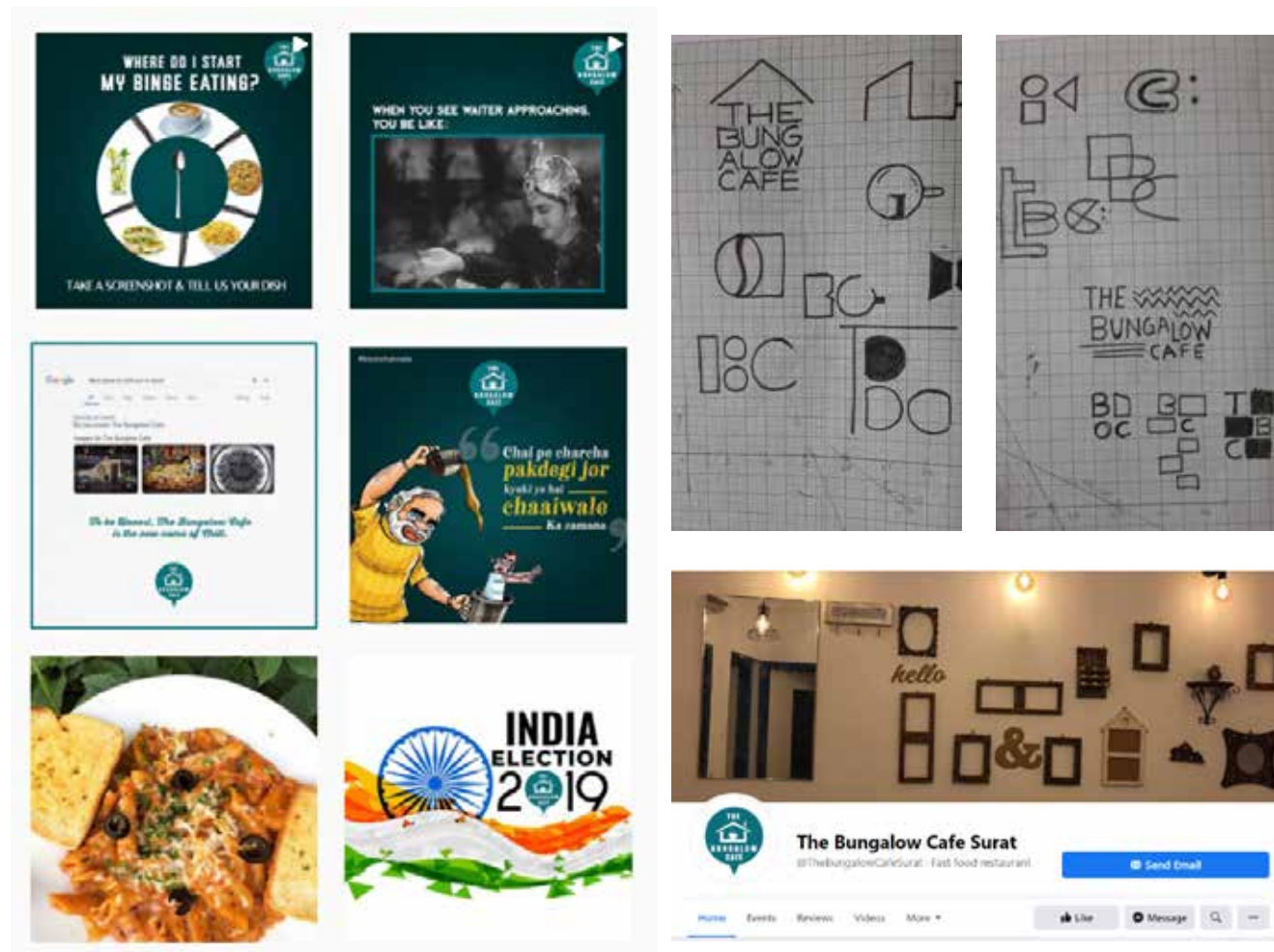
THE BUNG —— ALOW CAFE

Logo Concept

The logo is inspired by hyphenation and how its used to join words and to separate syllables of a single word. To show the idea of continuation.
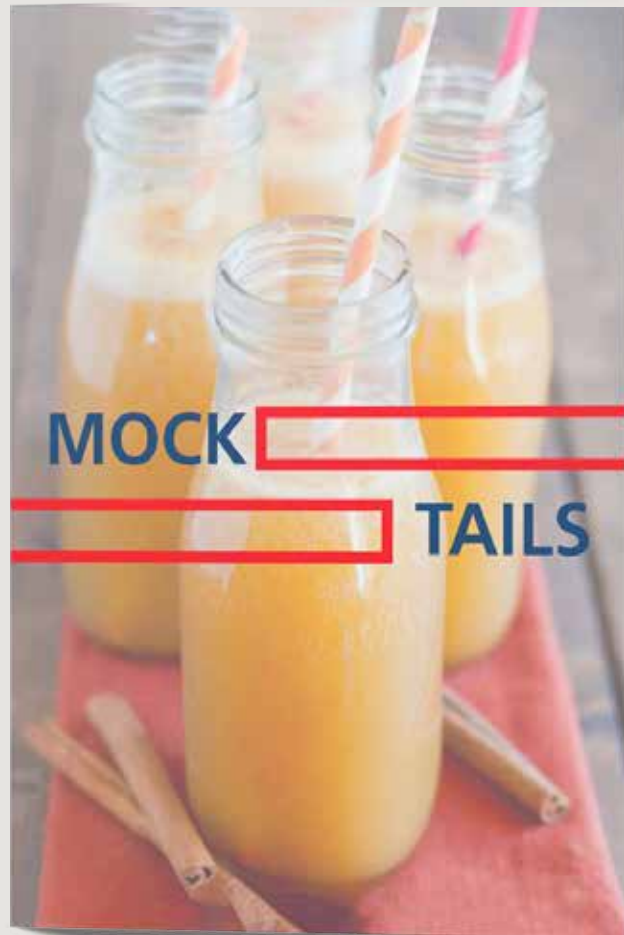
Visually it resembles staircase going upwards, which is a welcoming sign and represents growth.

Bold sans-serif typeface for a modern new-age feel.

The primary colour palette has 3 colors which complement each other. They are bright without being too loud.

Created a pattern with lines which can be used in collateral and social media as per required.

MOCK

MANGO & PASSION FRUIT FUSION

The definitive tropical combination! Delicious mangoes mixed with fragrant passion fruits. A true delight!

PASSION TROPIC

Abandon yourself to the exotic pleasures of lush strawberry, peach, pineapple and cream

MARGARITA

The favourite classic. Refreshing lime mixed with either: mango, strawberry or passion fruit

ORIGINAL MOJITO

The connoisseur's drink. Stimulating mixture of mint and lime

WATERMELON MOJITO

A twist on the classic Mojito mixed with thirst quenching watermelon

MELON MOJITO

A twist on the classic Mojito mixed with refreshing melon

MAI TAI

Orange, golden pineapple, apricot and almonds. Something out of this world!
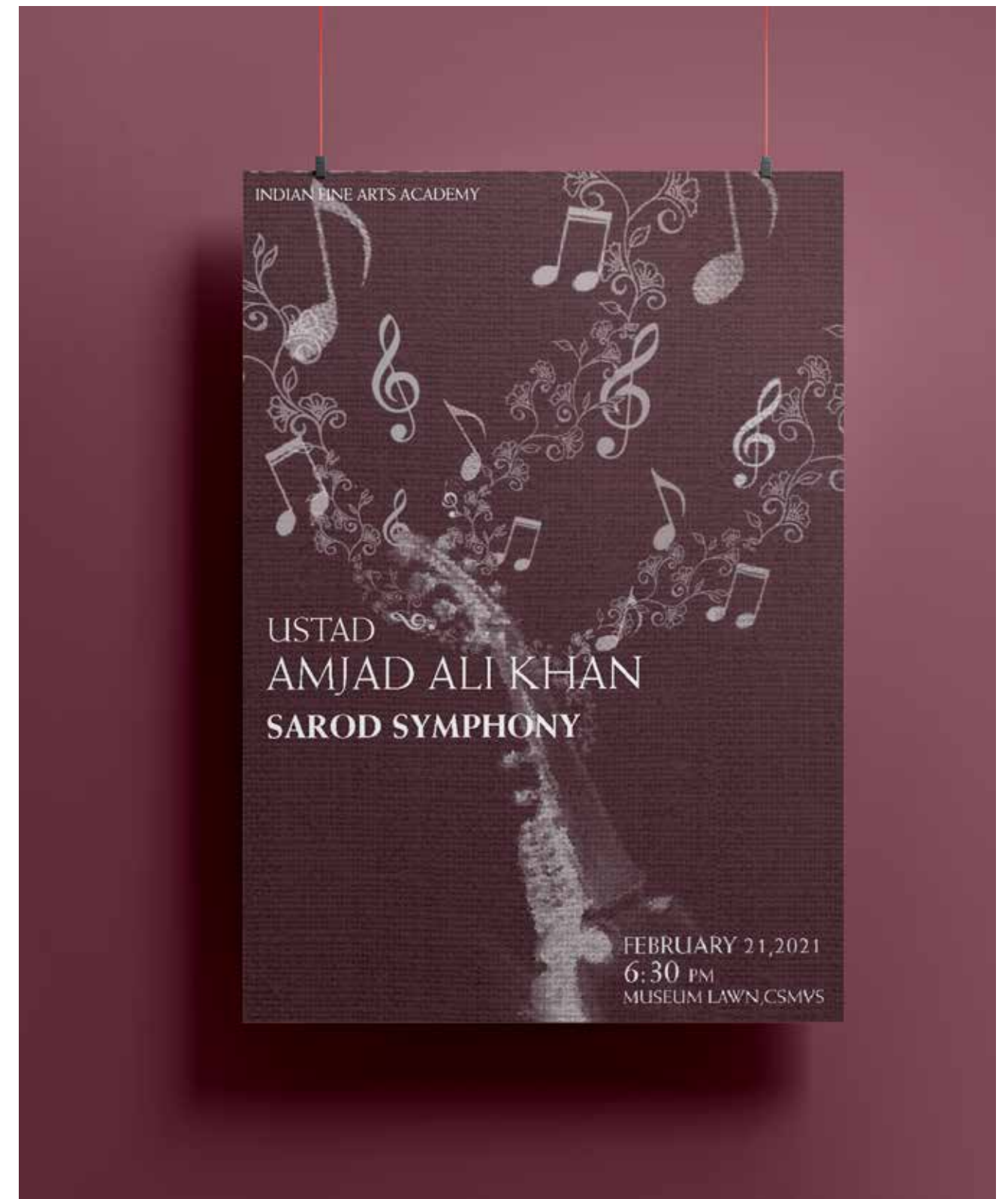
TAILS

06

poster design
publication design

To design a poster
to an event of
classical music

44

aim Expressive typography inspired
by the song **Heavy by Linkin
Park** which deals with subjects
like depression and suicide.

The lyrics, which are strewn around the page, symbolise the
useless weight that the centre part (chorus) carries since they stop
making sense after a certain point.

Scratchy textured background to signify multiple struggles

To show how the chorus is trying to leave the page but is being
stopped by the weight of the other alphabets, it is put on the
bottom right side of the page.
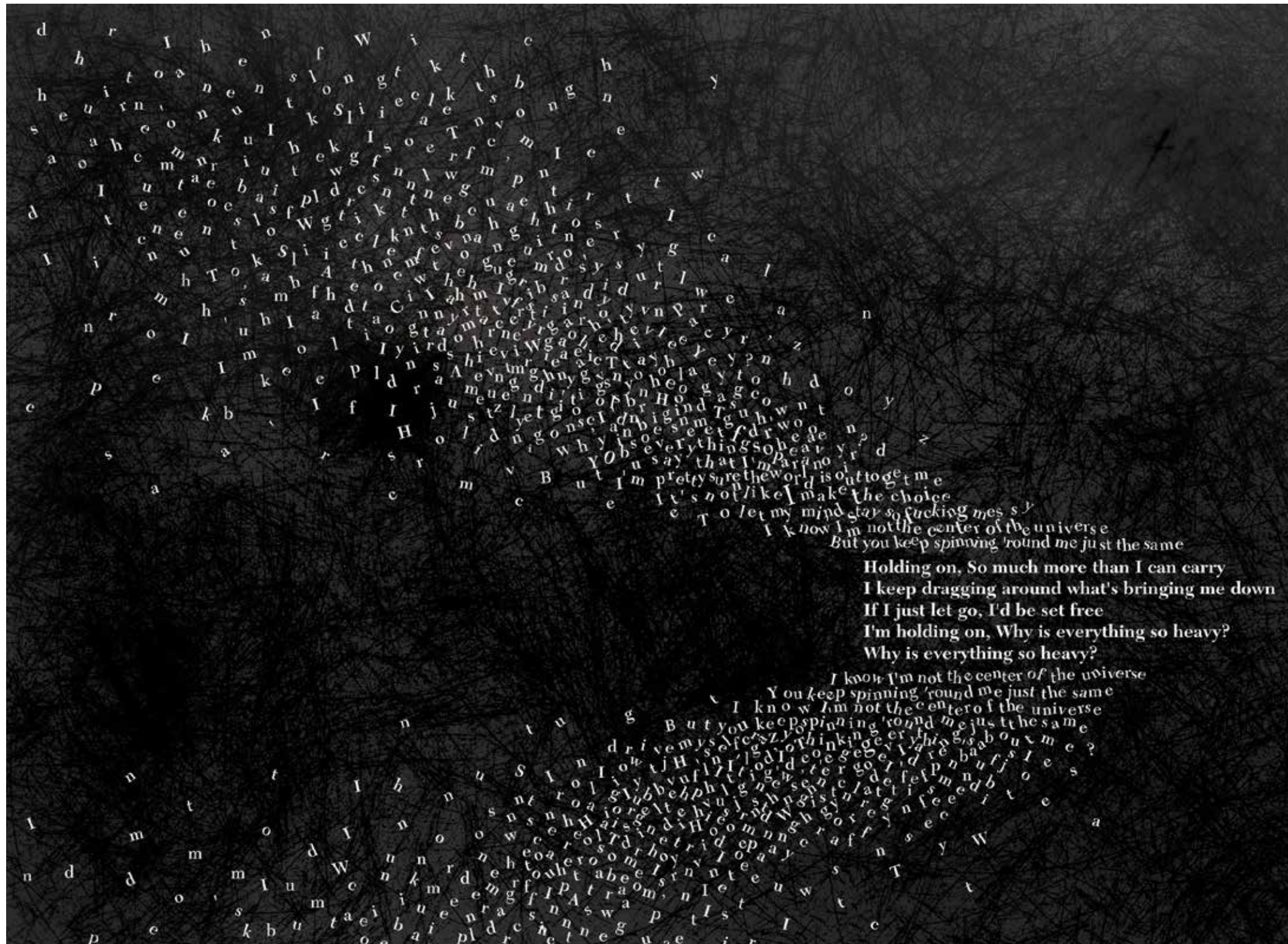
07

photo essay
photography

year	2020
time	1 week
software	Adobe Photoshop
scope of work	Photography Layout & Grids

The aim of this project is to create a photo essay to narrate a poem/quote. Here I chose lyrics from the song *Thoda Hai Thode ki Zaroorat Hai,* lyrics by *Gulzar* as my inspiration.

जब रात का घूँघट उतरेगा

और दिन की डोली गुज़रेगी
तब सपना पूरा होगा

ज़िन्दगी फिर
भी यहाँ खूबसूरत है

थोड़ा है ,
थोड़े की ज़रूरत है

thank you

contact details   7016210292
sachifiske@gmail.com
behance.net/sachifiske/projects