

PORTFOLIO

Portfolio
Stuti Jain

2022

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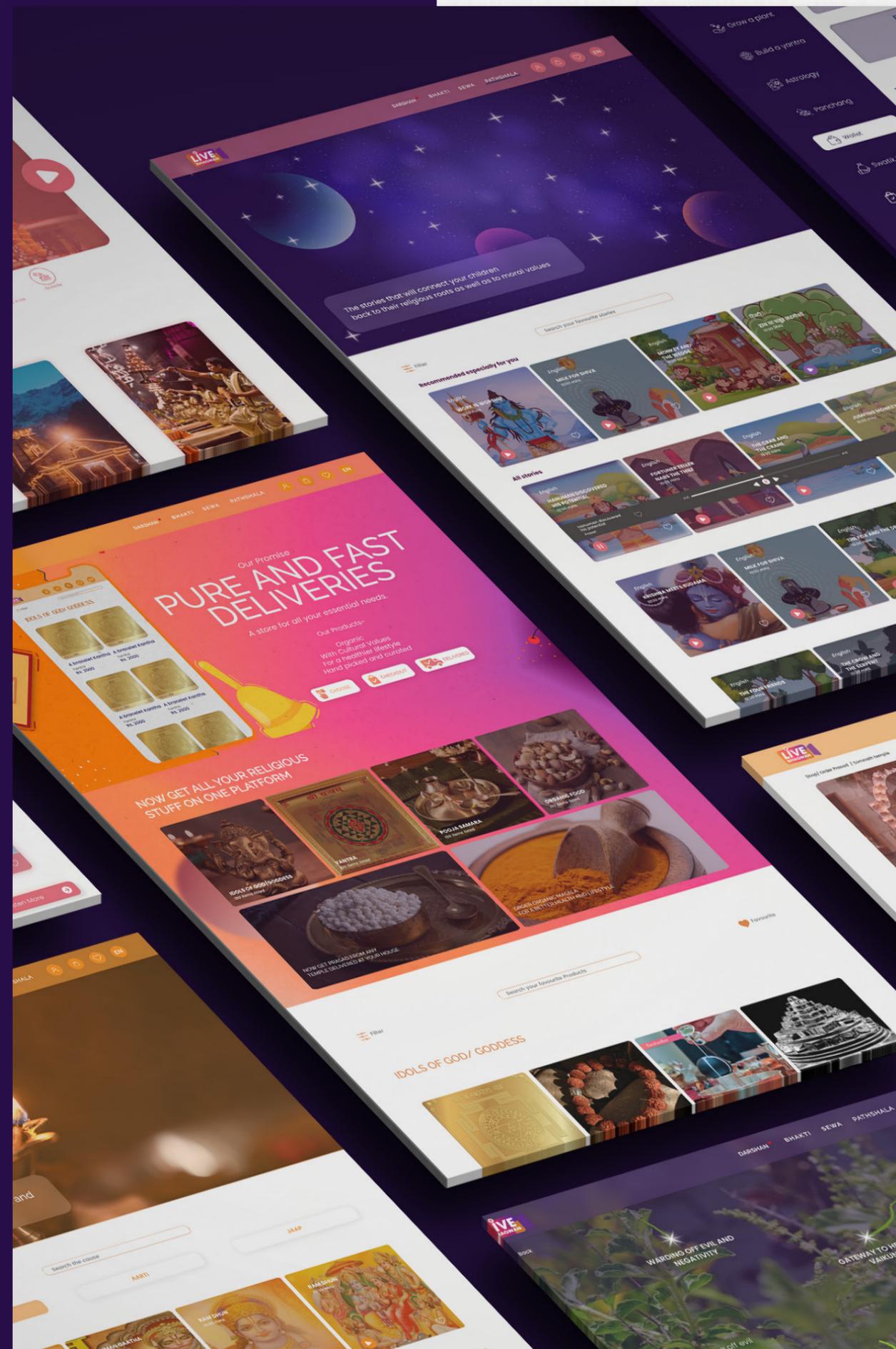
Ola

UI/UX

Live Bhagwaan
- Internship Project
- Individual

Live Bhagwaan is a startup which aims to capture the untouched market of Hindu Religion. They aim to mix technology with God and create a platform that connects everything related to God in one platform. They want to break the stereotypes and take the concept of Darshan to another level. From Live Darshan to paathshala to creating a shop and a place to perform all the religious activities.

To create a website which is easy to navigate through. The website should have elements/graphics which give a sense of the client's background, reflecting their culture and motive both. The company is divided into a lot of segments which are related to God and his servings, which all need to be portrayed in a website as an overall center.



User Persona



Name
Samridhi Joshi

Age
8 years old

Occupation
Student

Attitude
Jouful
Curious
Fun

Profile
Samridhi is a very- fun and loving child of the Joshi Family. She loves to spend more time with her parents and hear interesting stories from them. As she is growing, she is becoming more curious and questions everything her parents do. But she does not get all her answers, which is making her more curious about the facts. While she is learning everything in school, she needs a solid reason behind everything.

Personality

- Fun loving
- Curious
- Questions everything
- Joyful

Goals

- Want to spend more time with her parents
- Want to know all the reasons behind her parents believe
- Want to hear more stories everynight

Challenges

- Not able to get all her answers
- cannot hear the stories everynight
- Dont have any Guru to teach her about her religion

Frustrations and concerns

- As her parents are mostly busy with their schedules and have work to do, they don't tell her stories anymore nor have much time to spend.
- Her parents don't answer all her questions and sometimes just want her to believe in whatever they say blindly.

Motivation

- To hear the stories
- To get scientific facts behind the religious values.

These are the User persona's created for a student and a parent.

Both the user persona are from the perspective of people who are searching for good design college's in India



Name
Ridhaan Sharma

Age
10 years old

Occupation
Student

Attitude
Fun- loving
Respects elder
Sincere
Curious

Profile
Ridhaan is 10 year old living in USA. He loves his parent and wants to spend as much as time he can with his parents and family in India. He loved to hear his grandmothers bed time story and feel left out as he does not feel much about the religion as his cousins do. He is very curious to understand his parents beliefs and all the activities they do.

Personality

- Fun loving
- Curious
- Questions everything
- Joyful

Goals

- Want to spend more time with his parents
- Want to his grandmother story
- Curious to understand the beliefs of his parents.

Challenges

- Not able to get all her answers
- cannot hear the stories everynight
- Dont have any Guru to teach her about her religion

Frustrations and concerns

- As her parents mostly busy with there schedule and have work to do, they dont tell her stories anymore neither have much time to spend.
- Her parents dont answer all her questions and sometimes just want her to believe in whatever they say blindly.

Motivation

- To hear the stories
- To get scientific facts behind the religious values.

Style Guide

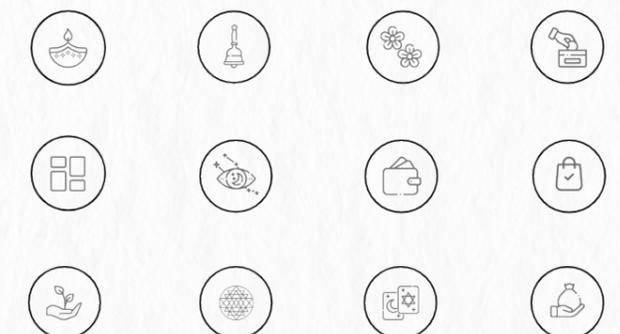
Typography style

Display Raleway	Medium	60 pt
Header Page titles	Medium	40 pt
Title 1 Tabs, titles, forms	Medium	32 pt
Title 2 Buttons, tabs, titles, forms	Medium	22 pt
Headline Info paragraphs	Regular	20 pt
Body Station descriptions	Regular	17/18 pt
Caption Time stamps, footer	Regular	12 pt

Colour Palette

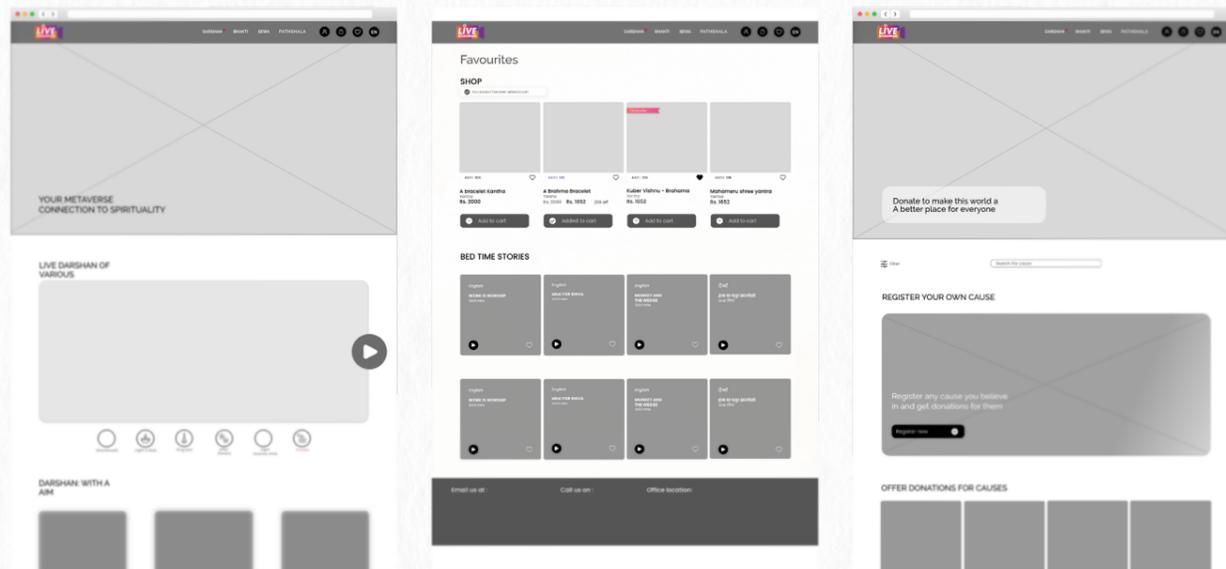
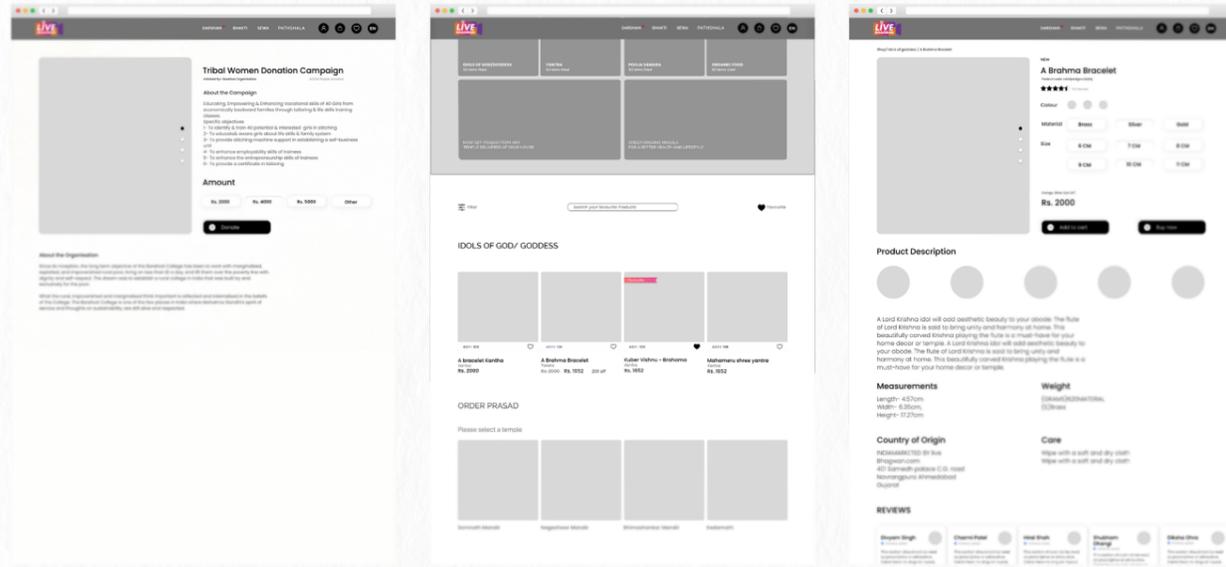
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	Hex Code - #F68D1A
	Hex Code - #8E55B3
	Hex Code - #0F2C65
	Hex Code - #555555

Icons

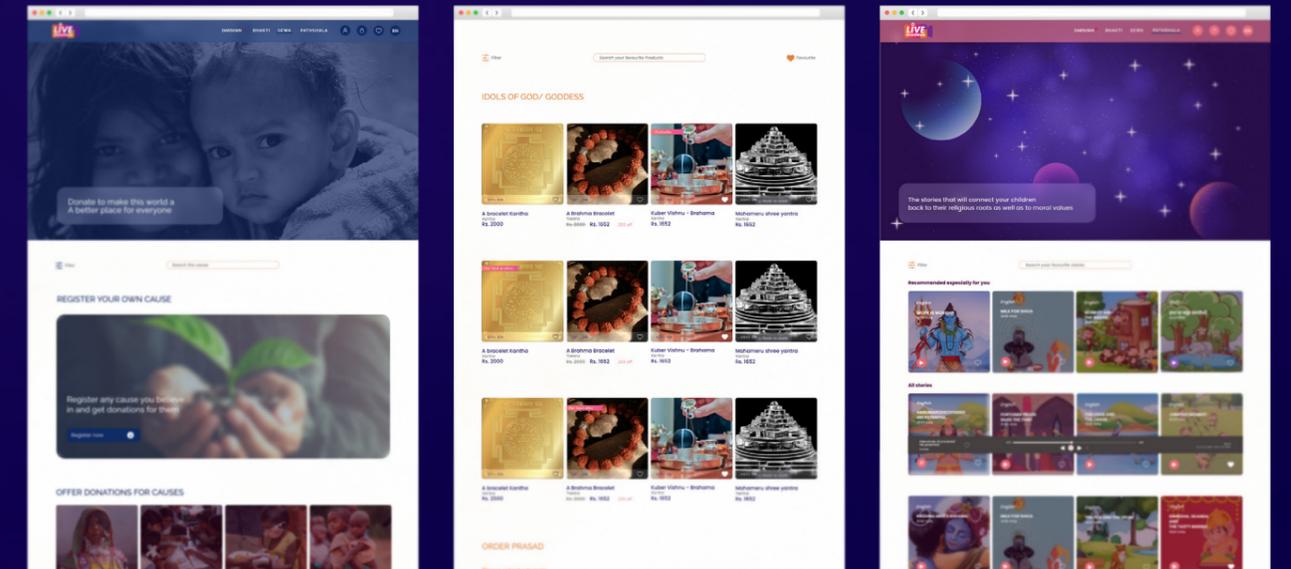
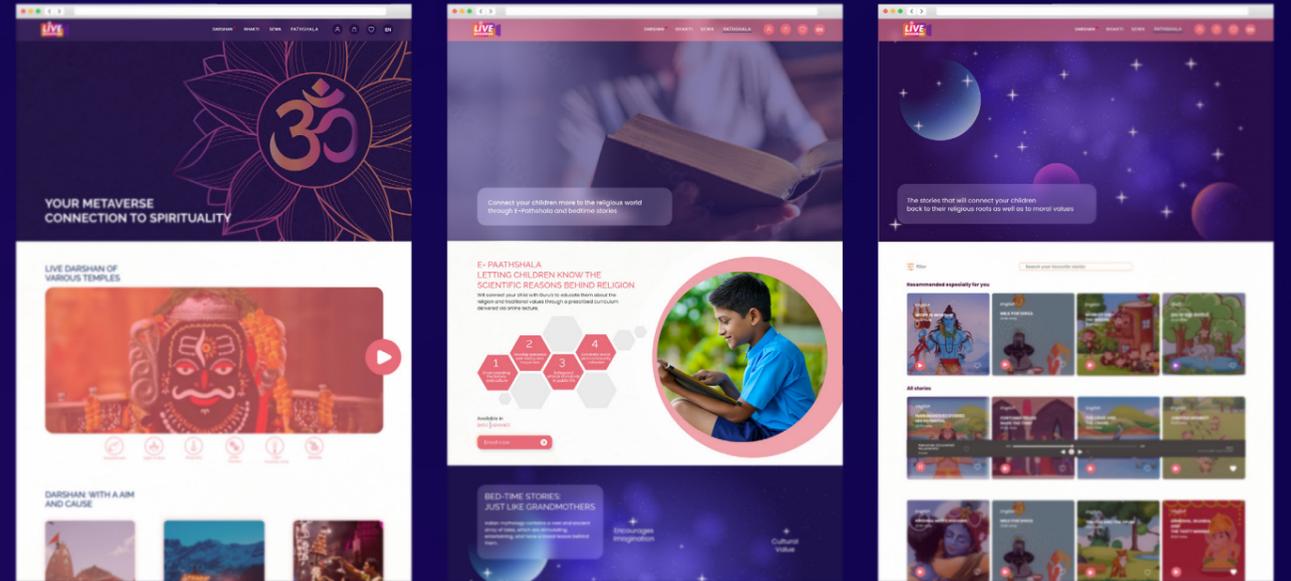


There was Style scape, Information Architecture and Style Guide which was created to create a style and palette for the brand.

Wireframes



Final Screens



Scan this QR code to view all wireframes and prototype



Scan this QR code to view all screens and prototype

O1.b

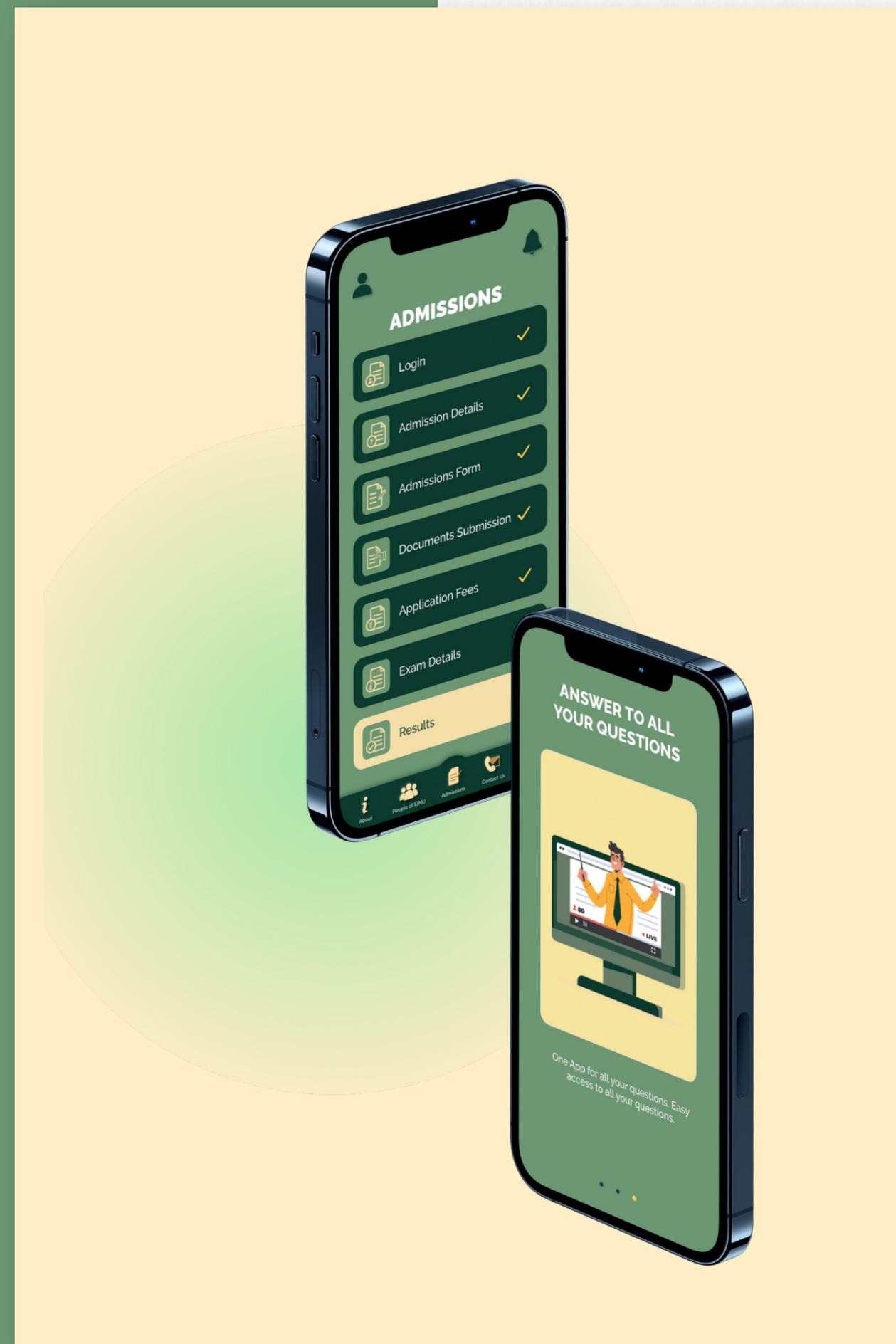
UI/UX

App Design for Admission in Institute of Design
Nirma University
- Academic Project
- Group (2 Members)

About Nirma University:

Established in the year 2003, the Nirma University, Ahmedabad is a research-oriented, student-centric, multidisciplinary, not-for-profit state private university. Within a short period of its existence, it has emerged as a nationally renowned higher education institution.

Idea and Goal is to make an UI/UX app for easy admission process for Nirma University .



User Persona



Name
Noor Gupta
Age
18 years old
Occupation
High- School Student
Hobbies
Sketching, Painting

Profile

Noor is a very studious and hard working student. She has an inclination towards sketching and designing and wishes to choose it as her career option. She is right now a commerce student with additional subject as drawing and object handling. She is researching and applying to different design colleges to pursue her higher education.

Personality

She is compassionate, open-minded, imaginative and always applies a caring and creative approach to everything she does. She is one of the bright students and a motivated person.

Goals

- Have a sensible approach towards aesthetics and design.
- Searching the best design college in the country and pursuing her dreams there.
- She wants to build a career and improve her skills while having the best professionals out there in the industry

Challenges

- Finding a good design college.
- Good Alumni
- Healthy Campus Environment

Frustrations and concerns

- Everytime tries to find out the best college but there is so much glitch with other announcements, pop-ups, frauds.
- Concerned about the placements and faculties of the college.
- So much of research on different websites to know the admission procedure

Motivation

- Design Projects which are challenging and involves me more towards learning .
- Introduction to various softwares and peer learning.
- To get to know the professionals of the industry.



Name
Aman Gupta
Age
48 years old
Occupation
Government Officer
Hobbies
Meditation, Playing

Profile

Aman is a hardworking, A grade government officer. He is a conserened parent as his daughter has to choose college soon and is a hard decision for him. He has to look and judge it from all the perspectives and see if it suits educational wise, placements and financially too.

Personality

He has a very bold personality and a man of his word. He seems to analysis everything and then take the decision. Every small detail and information effect his decisions.

Goals

- To be able to achieve a good reputed design college for his daughter.
- Good alumini and professional training.
- Safe Campus environment.

Challenges

- Not much reputed design colleges in India
- Not aware of the admission tests and procedures
- Finding a college with good Campus Life

Frustrations and concerns

- So many websites which have so many different procedures for the same college which can be confusing.
- Every college have a different criteria as well as different exams. Plus the P.I round of each college happens in different cities which can become frustrating.

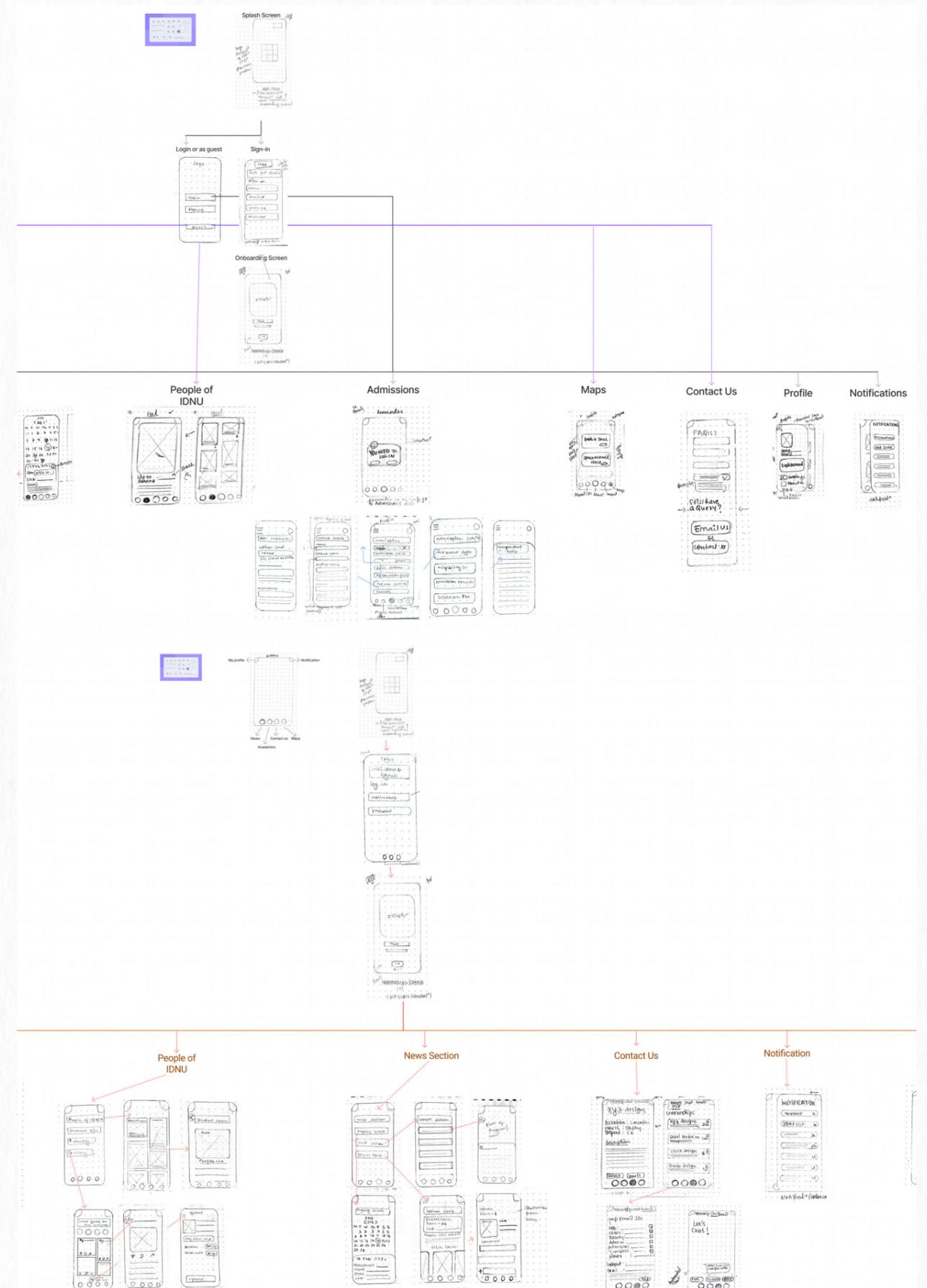
Motivation

- Good Work Packages from esteemed companies.
- Competitive peer learning

These are the User persona's created for a student and a parent.

Both the user persona are from the perspective of people who are searching for good design college's in India

Paper Wireframes



Style Scape

Colors



Typeface

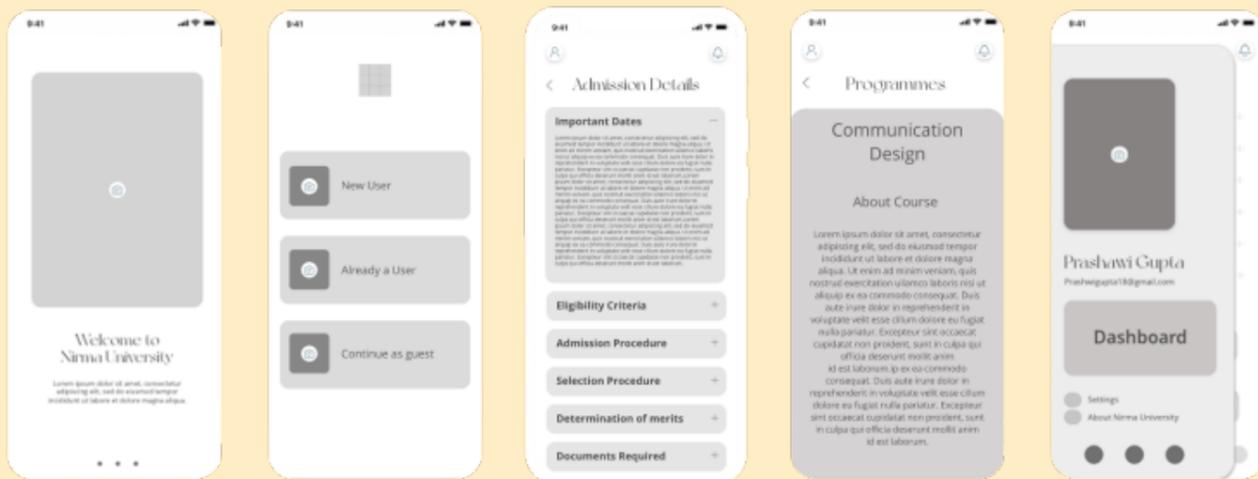
Open Sans

Heading 32 Bold

Sub-Heading 16 Medium

Body Text 16 Regular

Digital Wireframes



Final Screens



These are the final screens of app. The software used to create these is Adobe XD. The colours used are the colours of Nirma University and Institute of Design. The font's used are minimal and have ease to understand.

There was Style scape, Information Architecture and Style Guide which was created to create a style and palette for the brand.



[Scan this QR code to view all wireframes and prototype](#)



[Scan this QR code to view all wireframes and prototype](#)

O2.a

Publication Design

Book Cover Design-
Do angels wear overall ?
- Internship Project
- Individual

Do angels wear overall was a novel by Hilda Bradney shares the story of her remarkable heritage and life against a backdrop of God's constant loving and miraculous intervention in the lives of her children. She wanted one of her stories to be depicted on the cover of the novel.

The story was- Once everyone at the church thought of going on a field trip in the mountains. They started travelling and because of the road it took them longer than expected. The sun went down, and suddenly in the middle of no where there Jeep stopped. Everyone was so worried as it was Jungle and there was no one on the road so they couldn't get any help. The nun's started praying to Jesus continuously to help them. After some time 2 men came out of nowhere and helped them. They came and repaired there Jeep and disappered in the Jungle. Everyone believed it was Jesus that helped them.



DO ANGELS WEAR OVERALLS? BY HILDA BRADEY

The book cover is more illustrative and the cover shows how a Jeep is stuck in the middle and a hand depicting Jesus is coming out of no where to enlighten everything. To carry forward the style the mountains and the hand is taken forward to the back. The spine have the name and minimal elements.

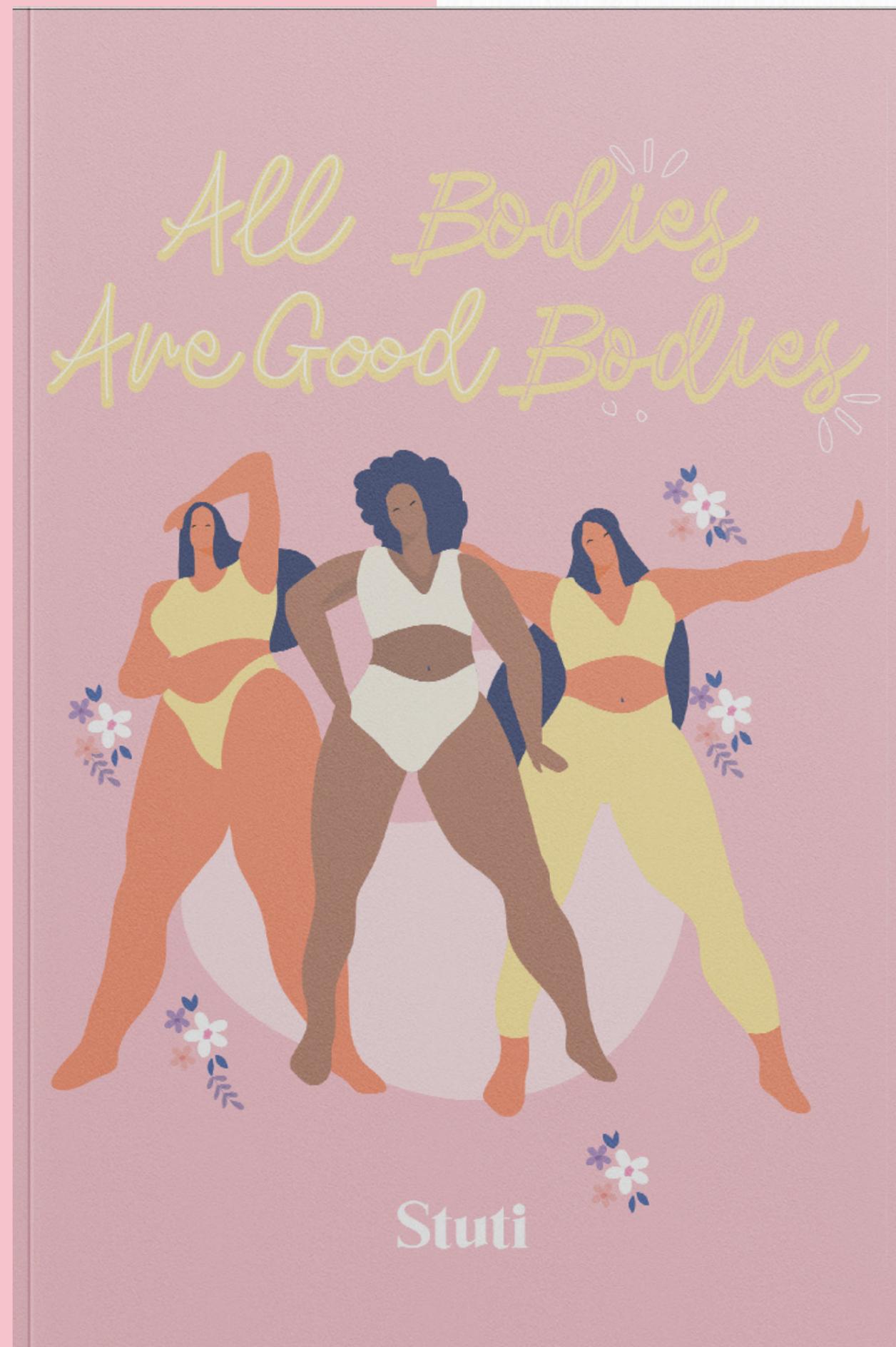
O2.b

Publication Design

Book Design-
All bodies are good bodies
- Academic Project
- Individual

Body Shaming is the action or practice of subjecting someone to humiliation and criticism for their physical appearance. Fat shaming is the action of humiliating someone for having or not having fat in a particular area.

The main target audience of this book is the age group of 12 to 18 years as that is the age when puberty hits and most of us go through changes.



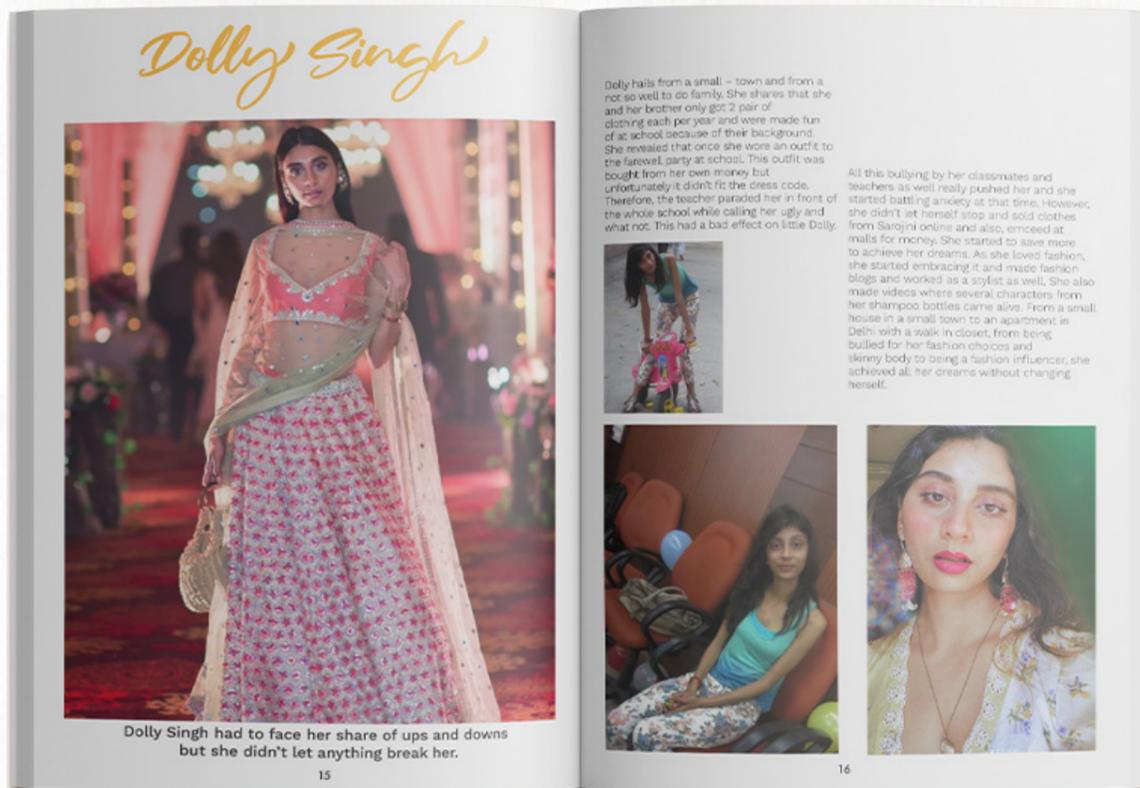
Spreads



This is a balanced spread as it has illustration and text equally on both the spreads.



This is an illustrative - heavy flowing spread as the illustration is flowing from one page to another



This is a full spread image heavy page as one of the image is covering the whole page, while the smaller images and text is on the right.



This is an illustrative heavy spread.

O2.C

Game brochure and card design

Game Design-
Brochure and Cards Design
- Freelance Project
- Individual

'What are the odds?' is a game for teenagers that helps them strategize and think. It subtly tells them about different instances that they might face in life and how to deal with them. The game consists of 100 cards, which includes 30 action cards and 70 point cards, 1 board, 1 rule book and 12 pawns. The game was made under the guidance of a child psychologist to influence the kids in the best possible way.



Cards Design



This is the type of card which was selected for the game. There were in total of 50 cards which were made and printed. They had rounded corners and was printed on ivory sheet. The brochure was printed on a glossy 120 gsm paper. the square pattern is used to carry forward the same visual language.

Brochure Design



O3.a

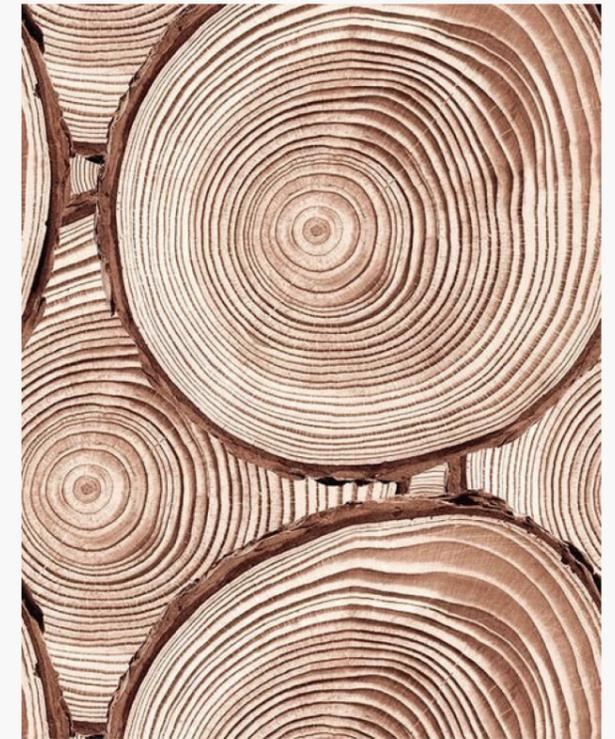
Brand and Brand Communication

Nuskha Kitchen
- Academic Project
- Group (6 members)

Nuskha is an artisan ayurvedic kitchen started by Mrs Alpana Tiwari, in Jaipur. They create authentic ayurvedic products, in the most homely manner possible. They offer a plethora of ayurvedic remedies, all herbal which are ready for consumption. Their key innovation is in the field of post-pregnancy nutrition, where they have achieved remarkable success. They take pride in making their products as tasty as possible, trying to make it go easy on your taste buds, which is usually not the case with ayurvedic medicines.



handmade



desi



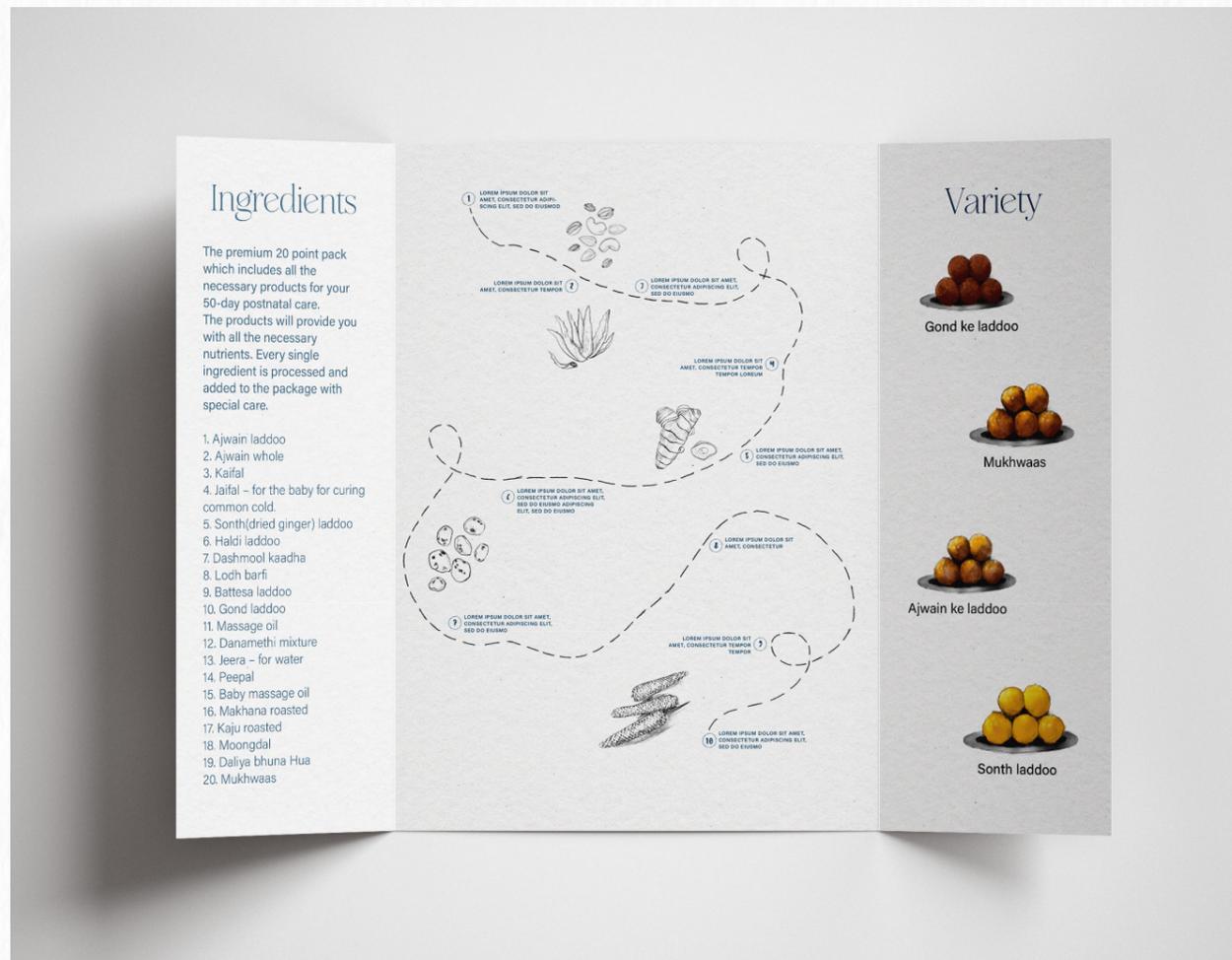
Logo Re-design



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

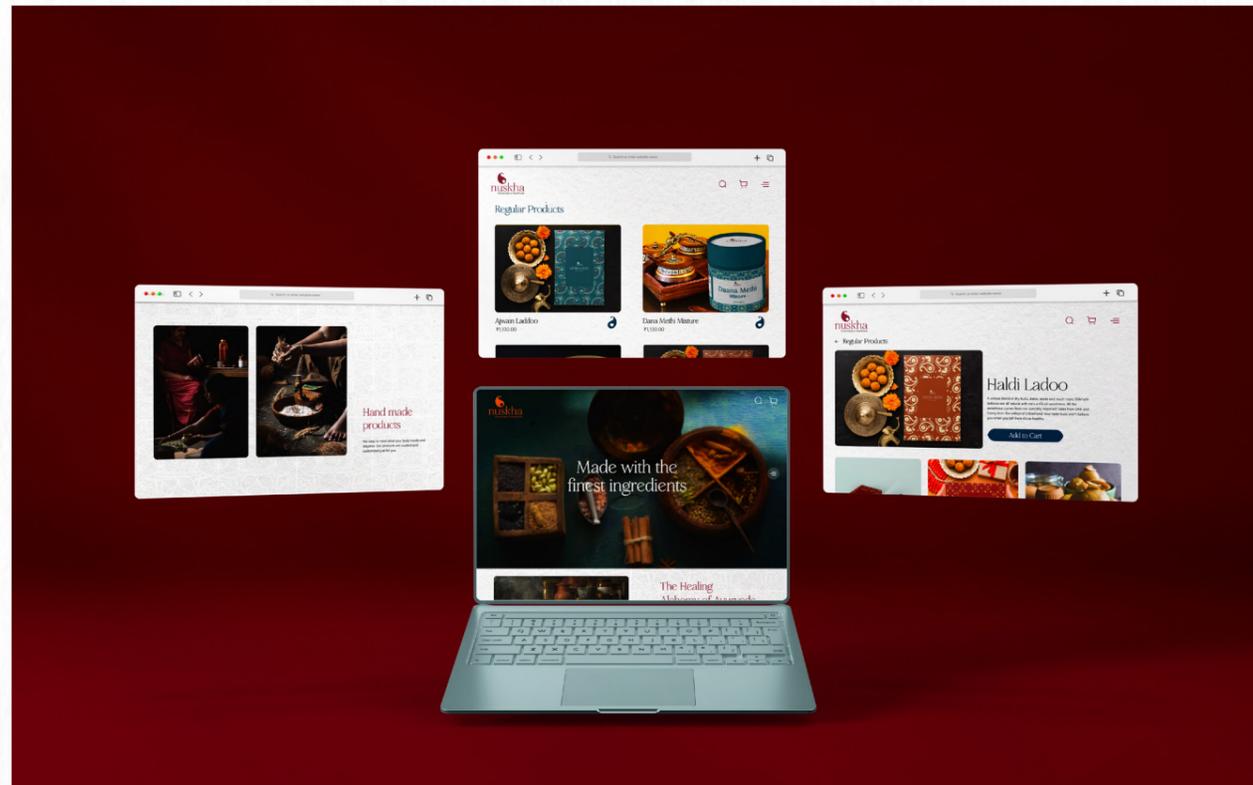
The Paisely, in Hindu culture is a symbol of fertility. The paisely form contains a dot, which signifies the womb, and the foetus inside, since the brand stands for the Indian pregnancy diet and its nourishing benefits for the expecting mother.

Brochure



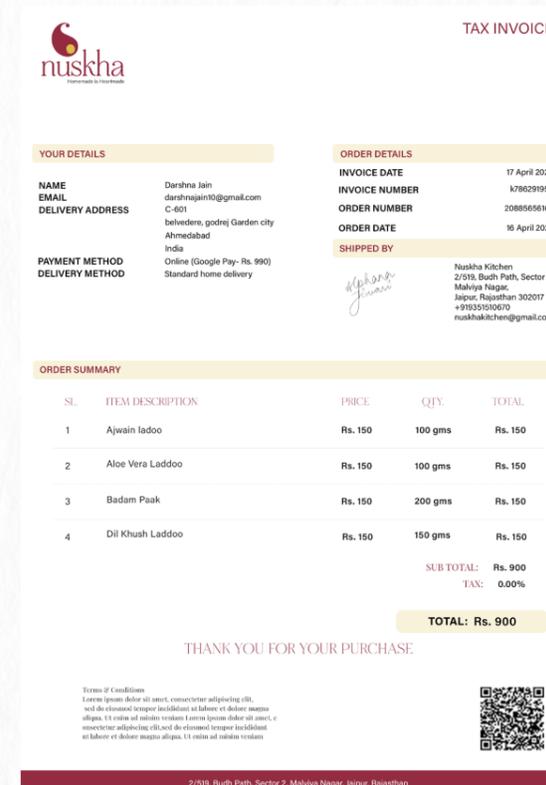
As the brand is from Jaipur, and we wanted to bring it through the product brochure so i decided to make the pink darwaza on the cover. As you open the gate the journey of next 56 days and the ingredients are listed. The size of the brochure is 8.7 x 25 in, 18 x 25 in, 8.7 x 25 in.

Website , Posters



Website

Bills, Flyers and Newspaper



Bills

Flyers



Posters



Newspaper AD

O3.b

Brand and Brand Communication

Live Bhagwaan
- Internship Project
- Individual

The aim is to create the same visual language and carry it forward across all there social media platforms and merchandise. Everything from a small detail as Name chit to match box to exhibition stall should have the same language.



Visual Language carried forward



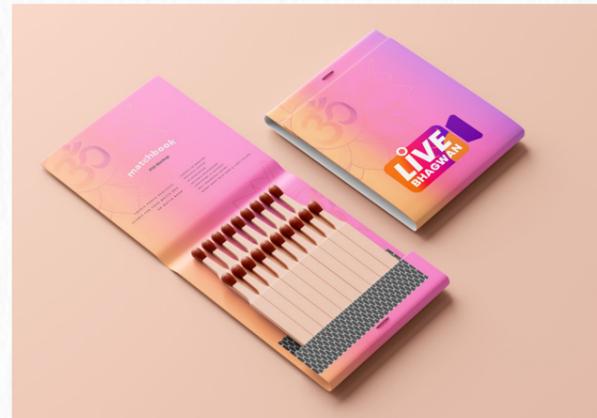
Logo



Umberalla - Promotion



Match Sticks



Match Sticks



Exhibition tent



Exhibition tent



Name Slips



Potli



Exhibition tent



Banner



Badges



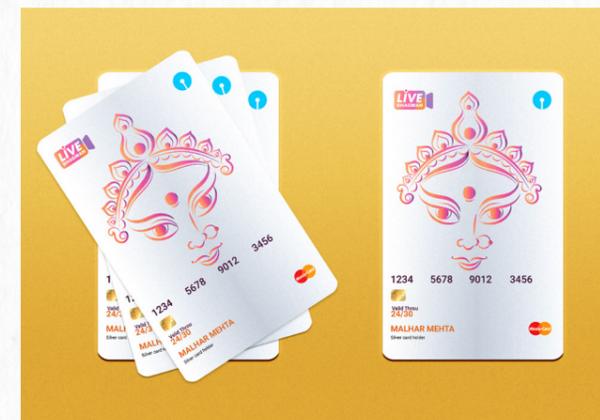
Credit Card - Gold



Stickers



Tote Bag



Credit Card - Silver



Credit Card - Silver



T - Shirts



Mouse Pads



Credit Card - Bronze



Credit Card - Silver

O3.C

Packaging Design

Code Efforts

- Academic Project
- Group (2 members)

Code Efforts recycle the cigarette butts using state of the art technology and experience. Across India, they collect cigarette butts through multiple initiatives and services. With the cooperation, they have eradicated millions of cigarette butts from the environment - and this is there just one step towards conserving the depleting environment.

A packaging which evokes trust in users for the brand and educates them about the initiatives the company takes for our environment. It consists of storytelling of how the product is made and the process it goes through at various steps to gain trust. A packaging which is reusable and is sustainable for the environment.



04

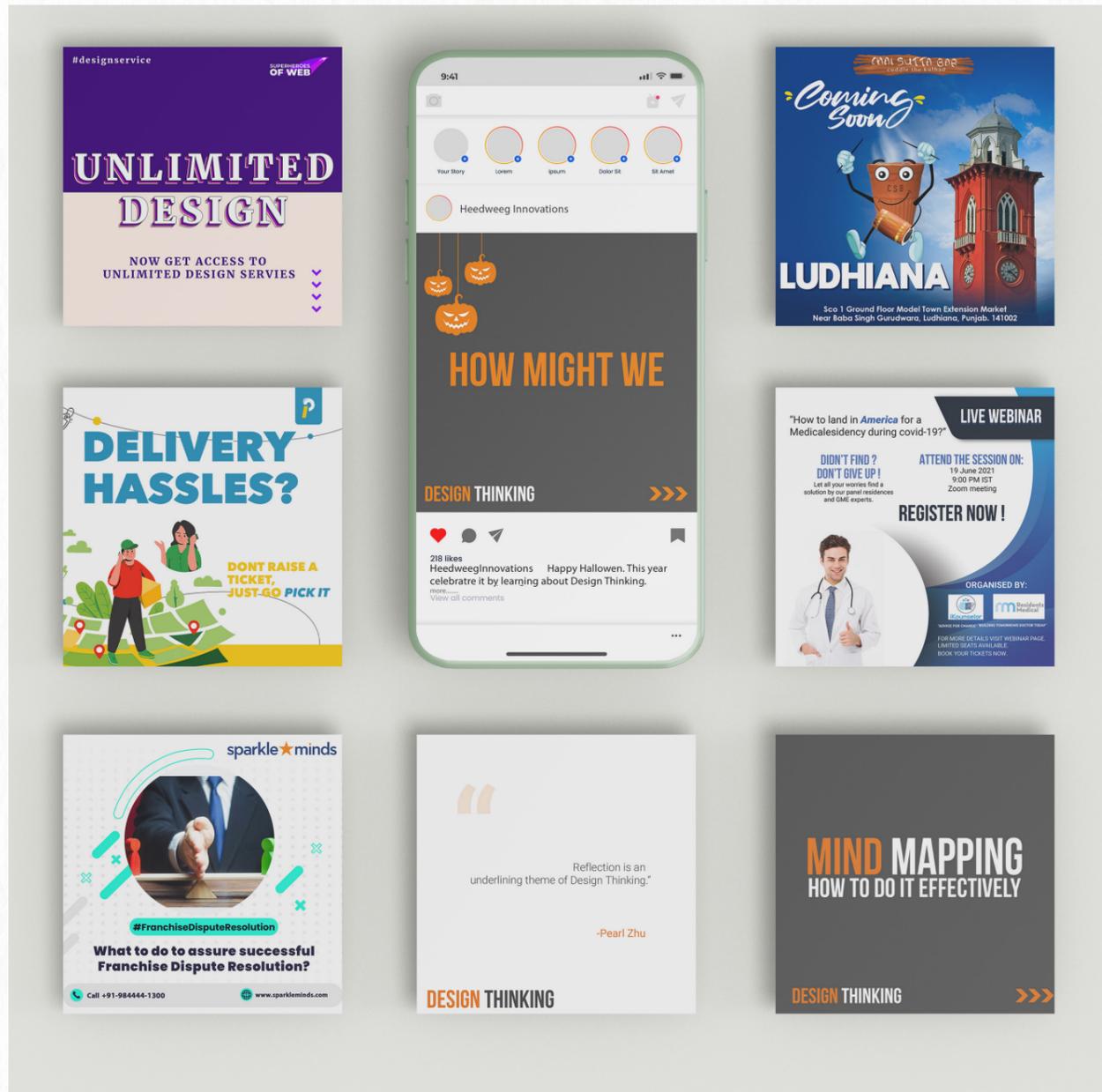
Social media graphics

Chai Sutta Bar
PickUp
Bookworm
- Internship Project
- Individual

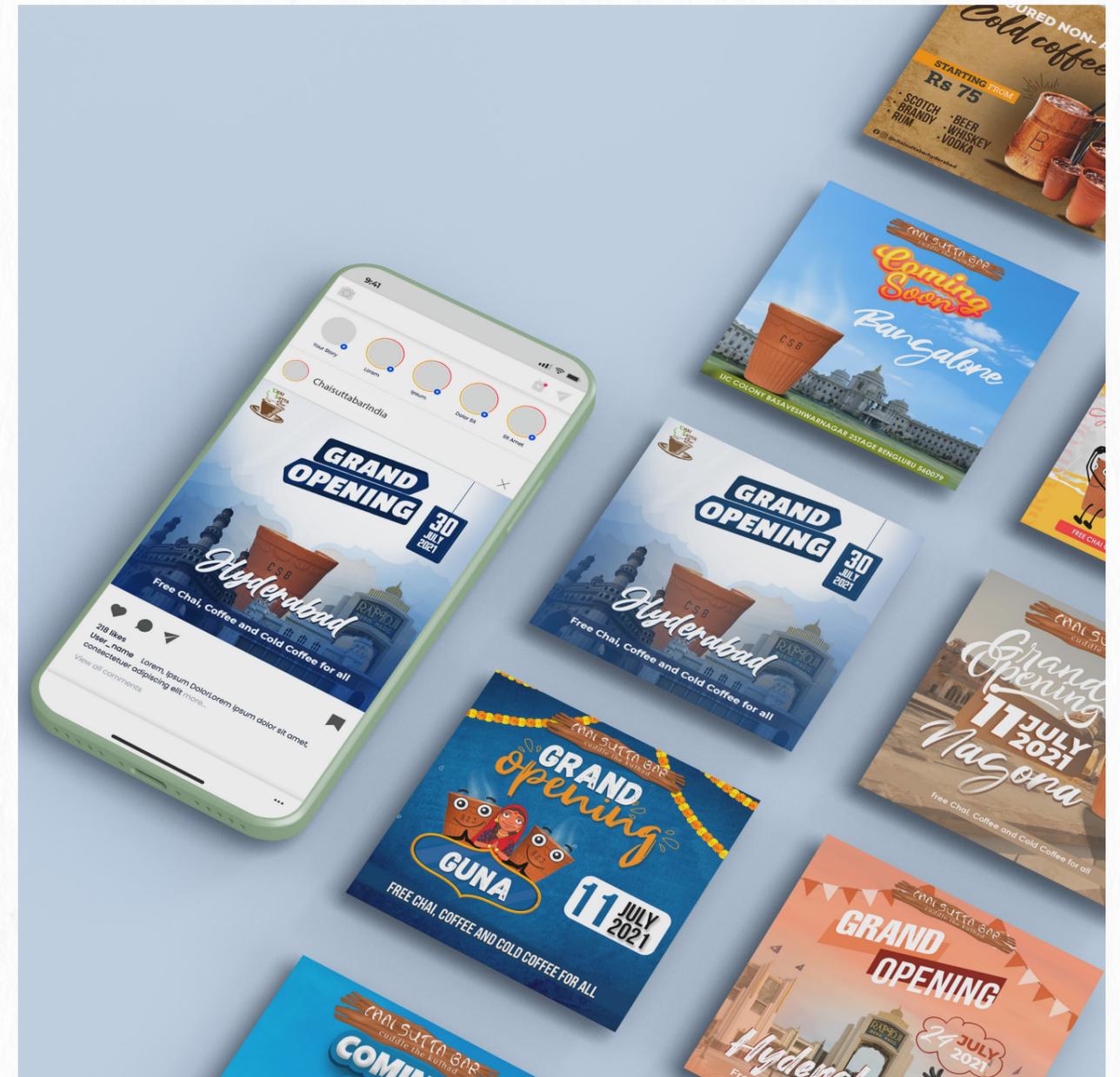
These are the posts that were created for social media for different brands. It consists of Instagram posts, Instagram Stories and Facebook Posts.



Graphics



These are the graphics created for instagram posts and stories for different brands. For the brand, pickit and bookworm the posts were created from scratch. The posts went on different platforms and the size was manipulated according to the social media platform.



Most of the posts were made for the brands Grand opening where the essentials things to be on the post were - logo, grand opening written creatively, the date and there USP - free chai, coffee and cold coffee for all.

There were also posts for opening soon which had just there mascot Kulhad, city name, logo and text saying coming soon. The emphasis was that finally the kulhad is coming to your city.