



*Creative*  
**PORTFOLIO**

# *Portfolio* **CONTENT**

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# ABOUT MYSELF

I am Himadri Sur, and I have been fortunate to gather over 20 years of diverse experience in various product and service companies, specializing in UX, UI, eLearning, Branding, and Digital Marketing. Currently, I hold the position of Senior Manager User Experience at Design Integrated Services Pvt. Ltd., where I have successfully contributed my UX & UI skills to numerous user-centered design projects.

My passion for UX has driven me to pursue specialized certification from Google, which I have successfully completed. Throughout my career, I have had the opportunity to work on a wide range of topics, including mobile banking, ecommerce, education, technology, and healthcare. This diversity has allowed me to refine my interaction and visual design skills, paying meticulous attention to fine-tuning visual details and ensuring consistency throughout the UX process.

I have a strong penchant for problem-solving. When it comes to UX, I enjoy creating wireframes, mockups, and prototypes, following established UX methods to ensure that the applications are designed with a human-centered approach. My ultimate goal is to make the product user-friendly and accessible, providing solutions with a creative touch.

Helping people is something that brings me immense joy, and I find satisfaction in providing innovative solutions that enhance the user experience. My approach revolves around putting the end-users at the center of the design process, ensuring that they feel comfortable and at ease while using the products I design.

I am excited about the possibilities that lie ahead and look forward to leveraging my expertise to create exceptional user experiences that leave a positive impact on people's lives.

# LOGO DESIGN




Hermes Maritime  
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# LOGO DESIGN




# LEAFLET DESIGNS



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**Email:** info@shaadsimplified.com

**Delhi Branch:** 2nd Floor, 100/1, Park Road, Sector 14, Gurgaon - 122002  
**Phone:** 011-4141111  
**Email:** delhi@shaadsimplified.com

**Mumbai Branch:** 2nd Floor, 100/1, Park Road, Sector 14, Gurgaon - 122002  
**Phone:** 022-4141111  
**Email:** mumbai@shaadsimplified.com



**ShaadSimplified.com**  
simplifying your wedding planning

**What is ShaadSimplified.com?**  
ShaadSimplified.com is an online wedding platform helping customers find the right vendors.

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- Use the online tools to browse, filter and decide on the final selection of vendors.
- Access online catalogues of each vendor to check availability and schedule appointments with confidence guaranteed by best business deal.
- Get reassurance of every stage by speaking to our customer service team.
- Hire our event management team to organize the entire wedding for them by selecting one of our premium services.
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# BROCHURE DESIGN

## Session Timings

Sunday, First session : 9:00 AM to 10:15 AM  
 Sunday, Second session : 10:30 AM to 11:45 AM  
 Sunday, Third session : 12:00 Noon to 01:15 PM  
 Note: All above session timings are subject to change

## Programme Fees

Total Fees: INR 3,50,000 + GST (Excluding application fees)

Fee Break-Up	Amount (INR)	Deadline
Commitment fee at the time of acceptance of offer of admission	10,000	On or before June 27, 2020
Campus Visit Fee payable at the time of admission	10,000	On or before July 18, 2020
Programme Fee (1st Installment) payable within three months of admission	1,00,000	On or before Oct 18, 2020
Programme Fee (2nd Installment) payable within six months of admission	90,000	On or before Feb 18, 2021
Programme Fee (3rd Installment)	90,000	
<b>Total</b>	<b>3,50,000</b>	

\*GST (Currently 18%) will be charged extra on these components

## Important Dates (tentative)

Application Closure Date : May 31, 2020  
 Result Declaration : June 14, 2020  
 Application Closure Date : June 27, 2020  
 Result Declaration : July 18, 2020  
 Last date for acceptance of admission offer and payment of registration fee : August 2020  
 Last date for acceptance of admission offer and payment of registration with balance fee : August 2020  
 On Campus Module : July 2021  
 Online Classes : July 2021  
 Programme End Date : July 2021

Note: All above dates are subject to change.

**Online Registration Link:**  
<https://www.iam.com/Forms/configuredform/434/63532/Registration.html>

## Contact Information

For further details or support please contact the senior of this email communication or reach us at: **(+91) 7428290702** (9.00 AM to 9.00 PM) | Email: [imindore@vcenow.in](mailto:imindore@vcenow.in)

VCenow Virtual Classrooms are spread across 32 Indian cities at over 50 locations. Contact our Academic Advisor for details.

## POST GRADUATE CERTIFICATE PROGRAMME IN MANAGEMENT (PGCPM)

| Batch 06 |



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## About IIM Indore

IIM Indore is the only institution in the Indian Institute of Management (IIM) family of management schools and a member of the Association of MBAs (AMBA) in India and is ranked 5th among management schools in India by the National Institutional Ranking Framework (NIRF) in 2020. IIM Indore is the only IIM in India to have received the highest accreditation from AACSB, EQUIS, and AMBA. IIM Indore has the largest research and development budget among all IIMs in India. IIM Indore is one of the fastest growing institutions in India and is ranked 5th among management schools in India by the National Institutional Ranking Framework (NIRF) in 2020. IIM Indore is the only IIM in India to have received the highest accreditation from AACSB, EQUIS, and AMBA. IIM Indore has the largest research and development budget among all IIMs in India.

## Programme Overview

Organizations are facing challenging business environment moderated by innovation, globalization, and market uncertainties. The PGCPM programme aims to offer knowledge and skills in the cross functional areas and prepare the participants for these challenges.

This programme will allow the participants to learn the various aspects of the managerial domains that have shaped the current business environment. The vital management functions such as Marketing, HR, Operations, and Finance, designed for the participants to become an excellent cross-functional manager that can align different business activities to achieve organizational goals.

IIM Indore's advanced facility will offer an unprecedented view of the management functions, the discussions and lectures will help the participants to understand multifaceted issues.

The programme aims to provide the inputs required at workplace for performing managerial functions. It will enable the participants to lead, stimulate performance at different levels and deliver higher value as a member of any organisation.

## Eligibility Criteria

Graduate / Post Graduate from Universities recognized by Association of Indian Universities with minimum 50% marks in other graduation or post-graduation (or its equivalent) with at least two years of post-graduate work experience.

## Programme Contents

- Financial Management
- Human Resource Management
- Legal Aspects of Business
- Management Information Systems
- Managerial Accounting
- Industry Lectures
- Managerial Economics
- Marketing Management - II
- Operative Management
- Organizational Behaviour
- Quantitative Techniques
- Statistical Methods for Executives
- Strategic Management for Executives

Note: This is an indicative list of courses. Institute may change the courses from time to time as per the demand of the industry.

## Programme Coordinator



Lecturer in the Faculty of Business Administration, IIM Indore. He has a Ph.D. in Business Administration from the University of Delhi. He has worked in various capacities in the field of business administration. He has published several research papers in national and international journals. He has also worked in various capacities in the field of business administration. He has also worked in various capacities in the field of business administration.

## Classroom Delivery Mode

Lectures are delivered by IIM Indore faculty via a High Definition Video Conference based Virtual Classroom platform across VCenow Centres in India.

## Alumni Status

The Participants who will complete the programme successfully will be eligible for the Executive Education registration at Alumni Portal which hosts several networking events, job fairs, indications, etc.

## On-Campus Module

The programme is spread over twelve months duration. In order to supplement the learning through the technology platform, there will be an on-campus orientation module of five days duration.

## Placement

Placement at IIM Indore is a student driven activity. The participants may form their Placement Committee, prepare a CV and attend various recruitment activities on specific basis. The Institute will not treat placement as a priority. The participants who complete the programme successfully will only be eligible to host their CVs under recruitment process. It will improve the visibility of participants to prospective employers and help them getting suitable employment opportunities. Many participants from past batches have been able to advance their career substantially based on the programme qualification.

# BROCHURE DESIGN

### IMPORTANT DATES & SESSION TIMINGS

Application Closes: March 31, 2021 (Round 2)  
 Programme Commencement Date: April 13, 2021  
 Live Online classes through Direct to Device Mode (D2D)  
 Classroom Sessions: Sundays, 10:00 AM to 1:30 PM

Note: all above dates subject to changes

### FEE PAYMENT PLAN

Total Programme Fees: INR 1,50,000 (Campus Boarding & Lodging) + GST

Registration Fee	Installation 1	Installation 2
By June 14, 2021	By August 14, 2021	
INR 10,000 + GST	INR 1,00,000 + GST and +GST (Campus visit fees if any)	

While Applying Online: INR 10,000 + GST

\*GST (Currently 18%) will be charged extra on these components

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For further clarifications and assistance during application process contact:  
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Participants of EDPLM Batch 1



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### PROGRAMME FACULTY PROFILES



**PROF. P. K. PABBI**  
 Prof. P. K. Pabbi joined as a Professor in West Bengal University Law College in 1984 after completing his LL.B. LL.M. & Ph.D. in Law in 2002. He has published 10 books and journals. A former JCI, he has credit to his name in international journals and published more than 25 articles in national journals and training. He has taught more than 25 articles in national journals and training. He has taught more than 25 articles in national journals and training. He has taught more than 25 articles in national journals and training.



**PROF. SANTANU SANKAR**  
 Prof. Santanu Sankar is currently working in XLRI as Professor of HRM, Labour Relations School, Cornell University, Ithaca, NY in 2012-13. He has also been a visiting professor at the Institute of Management Studies, University of Toronto, Canada in 2009. He was a visiting professor at the Institute of Management Studies, University of Toronto, Canada in 2009. He was a visiting professor at the Institute of Management Studies, University of Toronto, Canada in 2009.

### PROGRAMME FACULTY PROFILES



**PROF. PARANJYOTI SINGH**  
 Prof. Paranjyoti Singh has started working with XLRI since April 2012. He has worked in the field of Labour Law, Industrial Relations, HRM, and Labour Law. He has worked in the field of Labour Law, Industrial Relations, HRM, and Labour Law. He has worked in the field of Labour Law, Industrial Relations, HRM, and Labour Law.



**PROF. P. K. PABBI**  
 Prof. P. K. Pabbi joined as a Professor in West Bengal University Law College in 1984 after completing his LL.B. LL.M. & Ph.D. in Law in 2002. He has published 10 books and journals. A former JCI, he has credit to his name in international journals and published more than 25 articles in national journals and training. He has taught more than 25 articles in national journals and training.



# PACKAGE DESIGNS



# *My* *animation* **SHOWREEL**



*Click on the video to see the animations*

# COMPLETE BRANDING



Logo Design



Dignitas Corporate Brochure



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Greetings



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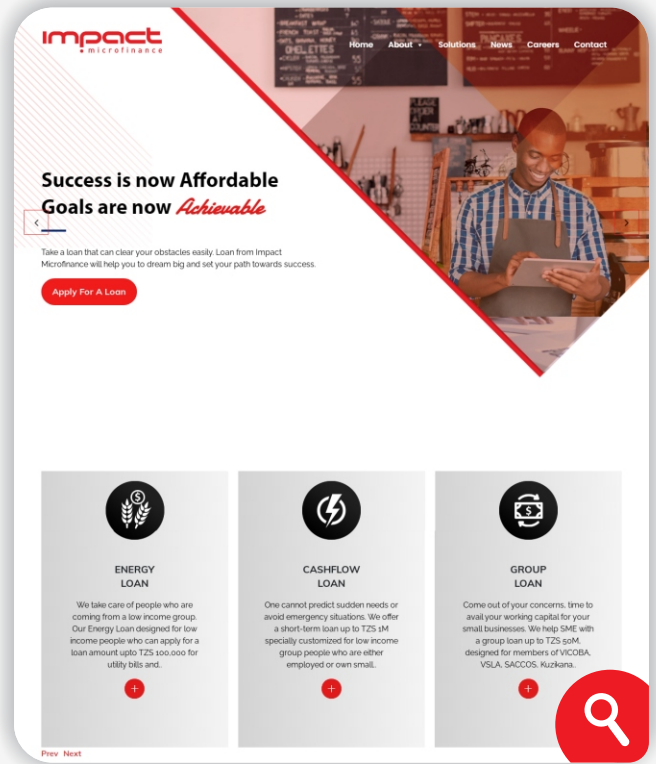
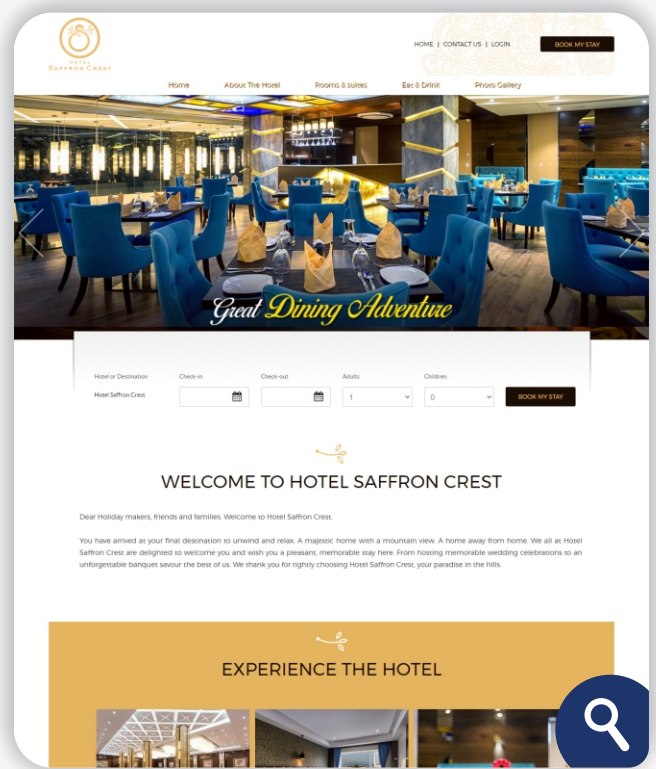
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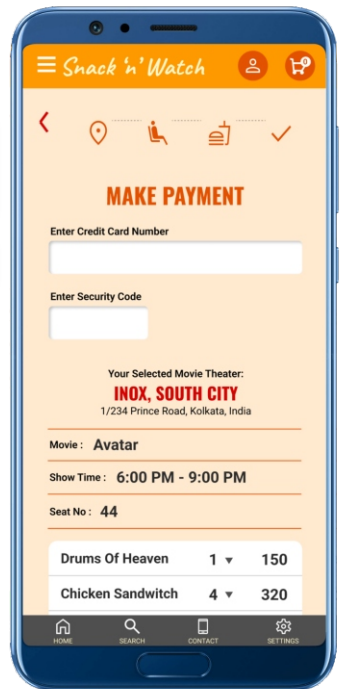
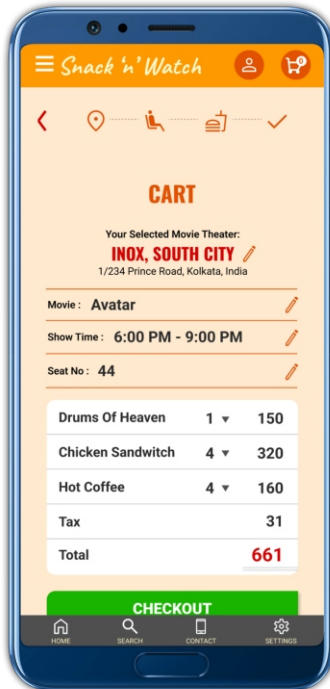
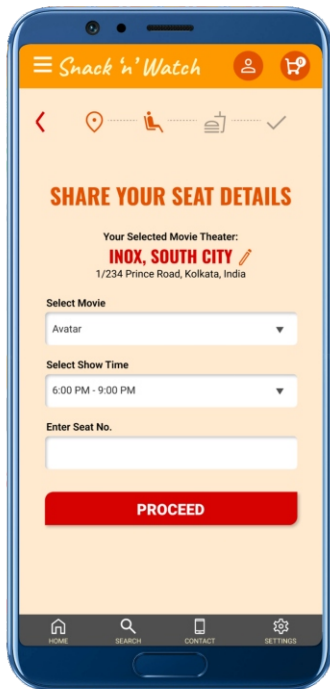
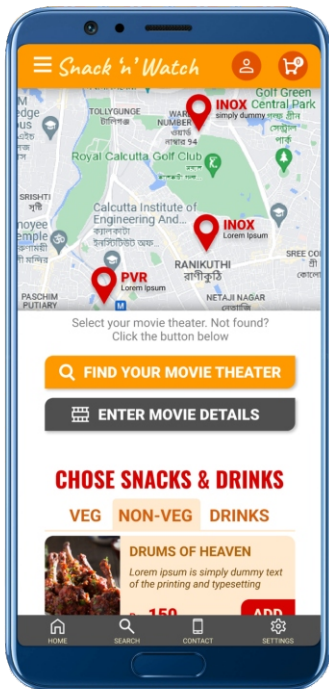
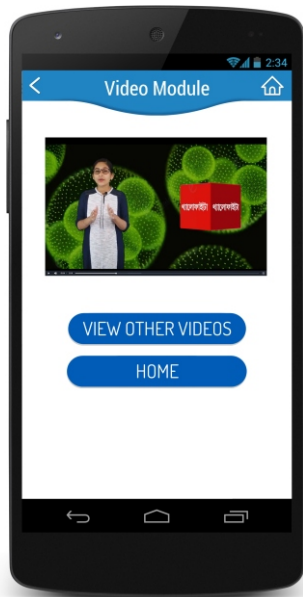
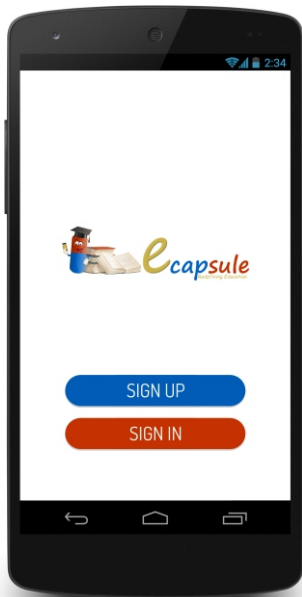
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# WEBSITES / E-COMMERCE



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# MOBILE APPS





# UX RESEARCH

## The Personas

To kickoff the project, I did a survey with a group of 6 people with diverse backgrounds and ages to empathize the frustrations they had and the goals they want to achieve when they wanted to admit their kids in the schools. From there I created 2 unique personas which represent groups of users that share similar needs, problems and thinking.

### Persona: Priyanka



**Problem statement:** Priyanka lives in Bangalore with her husband and baby girl. She is worried about her baby's future and wants to admit her in a good school for her bright future.

**Goals**

- Wants to admit her baby girl in school
- She wants a good school from Nursery to SAT XII
- She needs a good school for kids bright future

**Frustrations**

- She needs a good school nearby so that her kid doesn't have to travel much
- School must create kid's base very strong

**Manjula**

Age: 29  
Education: Graduate  
Hometown: Bangalore  
Family: Husband and one Baby Girl  
Occupation: Housewife

"I want to admit my baby in a good school for her bright future."

Priyanka and her husband is living in Bangalore along with their baby girl Manjula's husband is busy in office hours, hence she is taking care of their baby and her admission in a good school for her bright future.

### Persona: Deep



**Problem statement:** Deep recently shifted to Bangalore from London along with his family. He has two sons one study in standard V and another in VII. He wants to admit them in a good school in the same session so that they don't lose their current academic year.

**Goals**

- He wants to admit his both sons in preferably same school
- He prefers a nearby school for his kids
- He prefers to admit his sons in same class

**Frustrations**

- The kids are in mid session
- Admission in same class is tough due to limited seats
- He is worried about the quality of education as well

**DEEP**

Age: 43  
Education: MCA  
Hometown: Kolkata  
Family: Married with two children  
Occupation: Software Engineer

"I am shifted back to Bangalore from London and my kids are in mid session. I am worried, they shouldn't lose their academic year."

Deep was living in London along with his wife and two sons studying in class V & VII. He was shifted to Bangalore by his company suddenly during the mid-session of his kids. As soon as he settled down in Bangalore, he started to search for good schools around so that his kids don't lose the current academic year.

## The Competitive audit

In order to know what could make this website dominate the existing ones on the market, I selected 3 different websites to analyze their strengths and weaknesses. Out of 3 companies:

- 2 are direct competitors, meaning they offer very similar services to the same user base (they have only websites which provides information about city based schools only)
- 1 is indirect competitor, meaning they offer fairly similar services to different user base (they have informative websites as well as they have their own chain of schools)

Competitive audit	UX (rated: needs work, okay, good, or outstanding)		
	Accessibility	Interaction	Visual design
		User flow	Brand identity
Admissionsinfo.in	<b>Needs work</b> - Not equipped for screen reader tech - Color choices don't meet accessibility standards	<b>Okay</b> + Easy to find the menu - Needed to search to find hours - Home page is too busy	<b>Needs work</b> - No brand identity at all
Schools.info	<b>Okay</b> + Great use of visuals - Not equipped for screen reader tech	<b>Outstanding</b> + Easy to find key info (menu, location, hours) + Info is kept up to date (e.g., holiday opening)	<b>Good</b> + Minimal but clear navigation menu
Futurefoundation.in	<b>Needs work</b> - Not equipped for screen reader tech - Color choices don't meet accessibility standards	<b>Good</b> + Easy to find key info (menu, location, hours) - Needed more info about admission - Needed more info about mid-session admissions and fees	<b>Outstanding</b> + Easy to navigate + Clear indication of clickable elements
			<b>Good</b> + Modern and trendy design + use of many, high-quality images - Too many brand colors
			<b>Outstanding</b> + Strong brand identity, including colors, font, style, motion, imagery, and photography

### Affinity diagram

#### USEFUL

- A: Participant felt surprised that they could bookmark schools
- B: Participant found the search process very helpful
- C: Participant found the search process very helpful
- D: Participant found the search process very helpful

#### GETTING STARTED

- A: Filter are good enough to search
- B: Participant found the process easy
- C: Participant found the process easy and user-friendly
- D: Check-out was smooth

#### CONFUSION

- A: Participant was confused about the search process
- B: Participant found the search process confusing
- C: Participant was confused about the search process
- D: Participant was confused about the search process
- E: Participant was confused about the search process

#### NEEDS WORK

- A: Participant was frustrated
- B: Participant was frustrated
- C: Participant was frustrated
- D: Participant was frustrated
- E: Participant was frustrated

## Testing & Refining designs

In order to get feedback for the early concepts, I conducted an unmoderated usability study with a group of 5 people between the ages 30 and 55 by asking them to perform some tasks on my low fidelity prototype and to point out what was easy and challenging while using it.

Then I grouped the feedback into 4 main categories: Useful, Getting Started, Tone, Confusion..

## Prioritized Insights

Actionable insights and iterated the digital wireframes as well as the low fidelity prototypes.

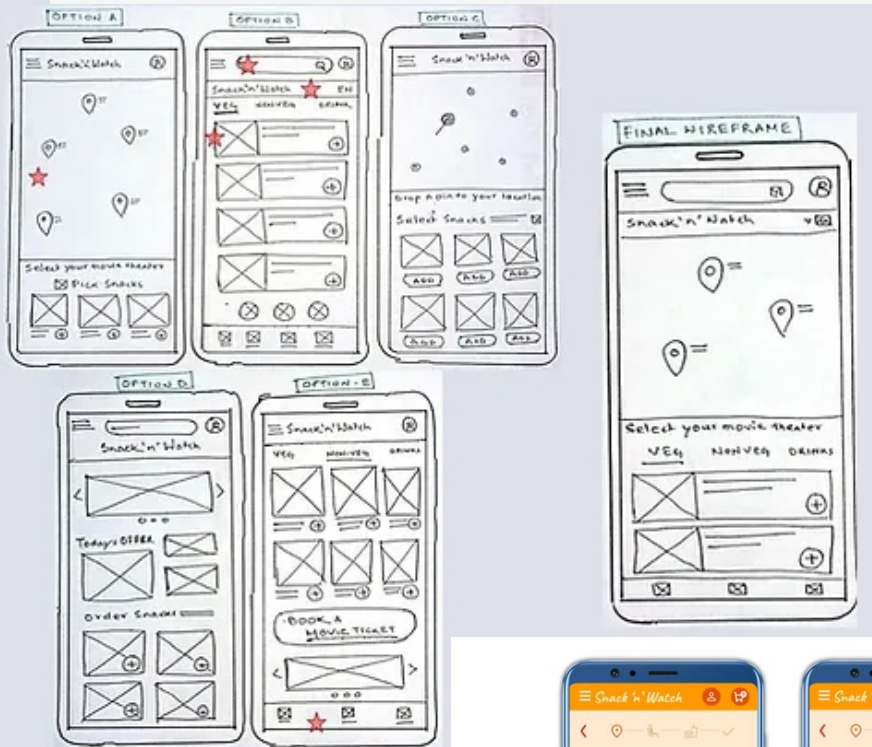
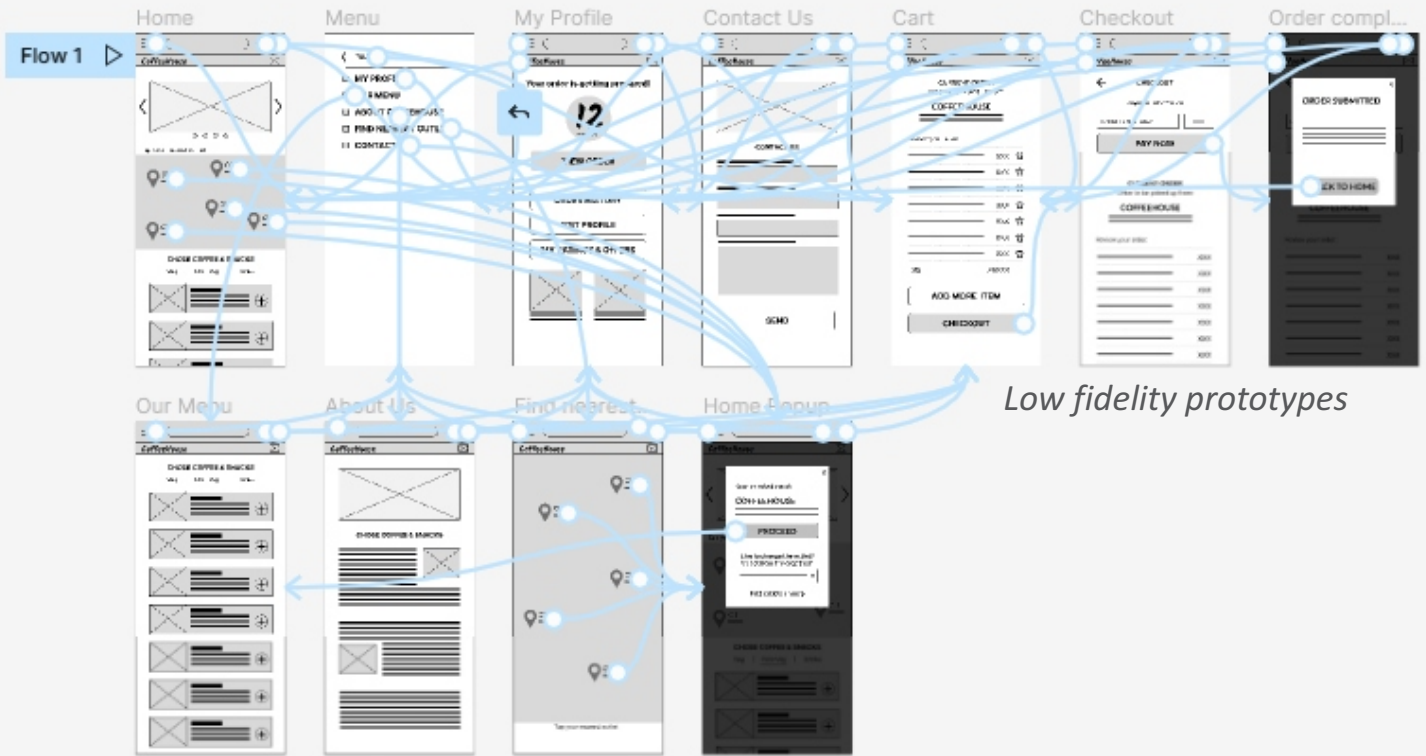
### Priority 0

- Based on the theme that: Participants have suggested for a common search, an insight is: A search icon is added for instant search.
- Based on the theme that: Participants were confused for subscription plan, an insight is: Two subscription plans introduced in the subscription page.

### Priority 1

- Based on the theme that: Participants were confused as schools could not be bookmarked, an insight is: From search result, schools can have an option for bookmarked.
- Based on the theme that: Participants asked if we can check all bookmarked schools from one place, an insight is: We can add a tab called 'Bookmarkd schools' under My profile.

# UX DESIGN

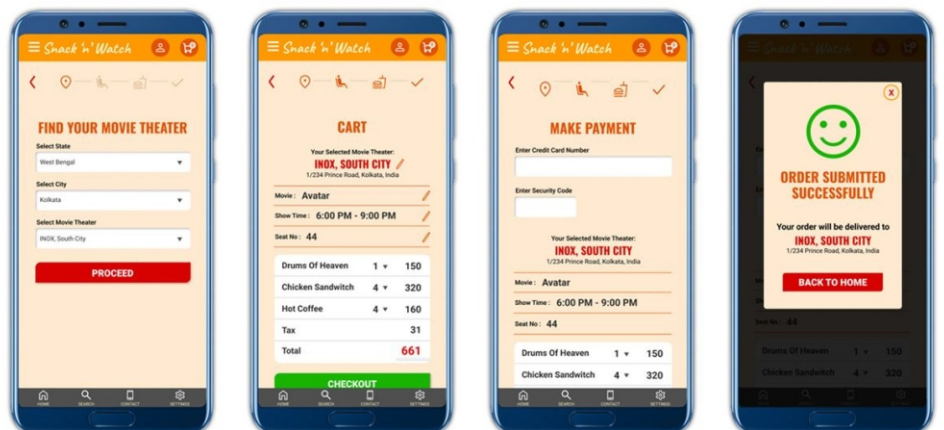


## Paper wireframes

The goal is to create an app that can be used by the movie goers to order snacks that can be delivered at their seat. I have placed a map pointer in the home page from where user will select the movie theater where the order to be delivered.

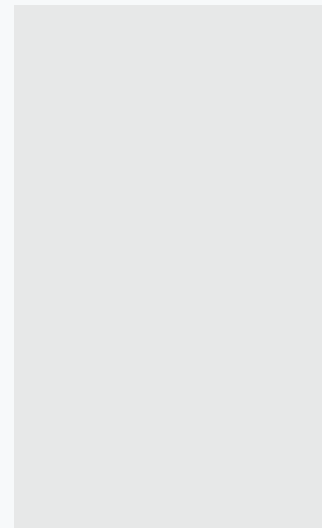
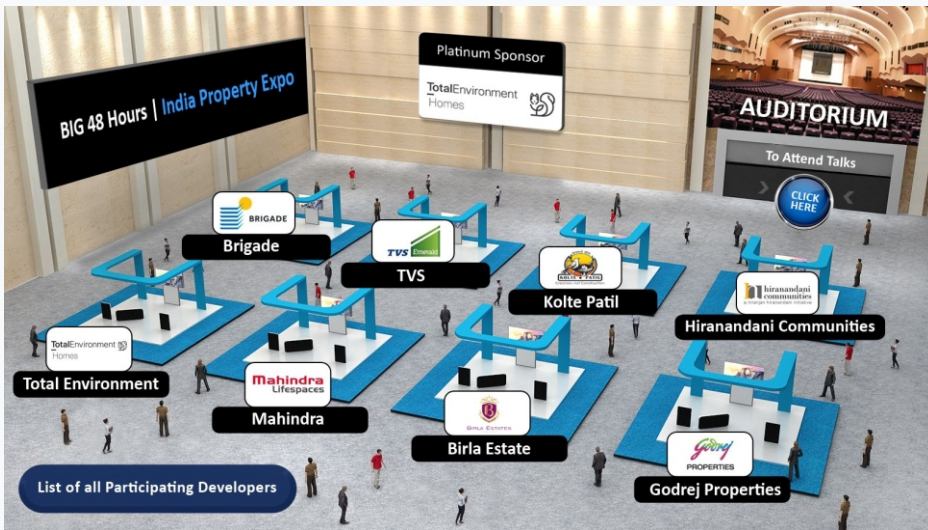
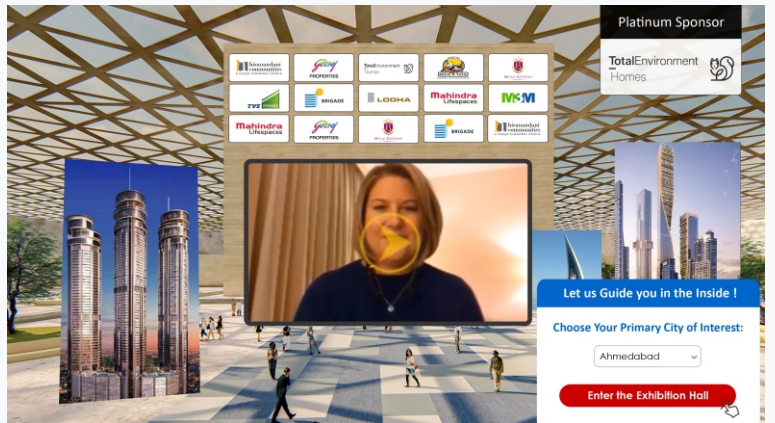
Paper prototypes

[VISIT UX PORTFOLIO](#)



High fidelity prototypes

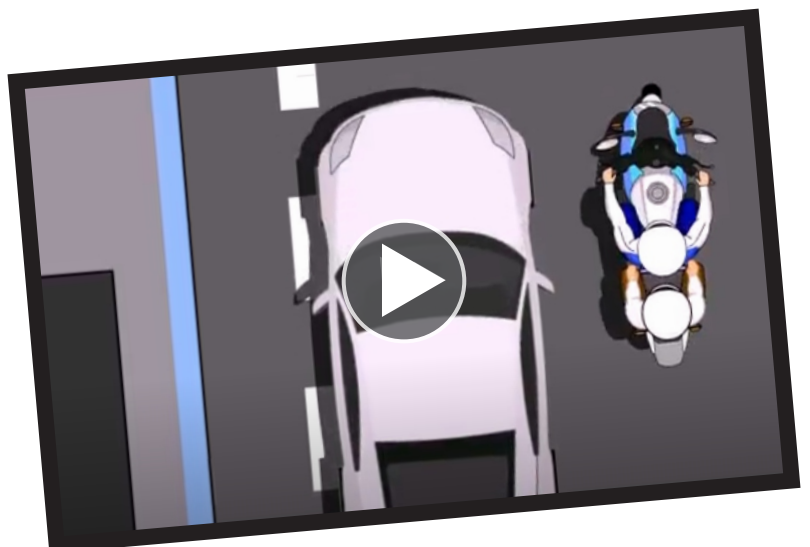
# VIRTUAL EXPO DEVELOPMENT



# 2D ANIMATION



Click on the thumbnails  
to see the animations



# BRANDS I'VE WORKED FOR



**THANK YOU**

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