SHIVANGI GAIKWAD

PORTFOLIO

UI/UX DESIGN

Hello, I AM SHIVANGI GAIKWAD

Dynamic and creative UI/UX designer with a strong foundation in design principles and user-centered methodologies.
Passionate about crafted with a certification in UI/UX from Course Train Mumbai. I have developed a keen eye for detail and a passion for creating intuitive and engaging user experiences.

Proficient in design tools such as Figma and Photoshop. I thrive in collaborative environments where I can contribute innovative ideas and enhance usability. Eager to leverage my design knowledge and skills towards meaningful digital solutions.

EDUCATION

Bachelor's in Interior Design
2018 - 2021 | MIT-ID Pune - Annamalai University

UI/UX Pro Course
January - June 2024 | MyCaptain

EXPERIENCE

Interior Designer - Visualizer
Vizna Interiors - 2021/22

Interior Designer - 2022
Interior Company by Suyamindra

Design Associate - 2023/24
BoConcept - Pune

SKILLS

User Research
Wireframing
Interaction Design
Prototyping
Design System Management

SOFTWARES

Figma, Photoshop, Illustrator, Adobe XD, Microsoft Office

INTERESTS

Travel ~ Photography

My Design Journey, BSBI and Future

Since I was and still am deeply passionate about art and its significance in everyday life, it was always my intention to pursue a career in interior design and UI/UX design. The fact that each object, whether digital or physical, has been sketched, designed, optimized, and created to its ultimate perfection fascinates me. The meticulous attention to detail and the dedication required to create a meaningful product, when I learned about user experience, what it means, and its development over time, I understood promptly that this was what I would like to do professionally... I was aware of UI/UX and product design when I started my undergraduate studies, at BSc in Interior Design, but I lacked the means to enroll in a course that focused on either of those topics. I began my journey in the design profession through choosing interior design, which began digitally with CAD drawings, 3D models, and renders and culminated with a brand-new product, a house, studio, shop, or commercial place that you could touch, feel, customize, and interact with.

It was both thrilling and humble to go into an area that was entirely digital, as I was once again a student with little knowledge of UI/UX. As my friends who studied product design introduced me about the research and design processes often shared some of their projects/works with me, my curiosity in experience and usage grew even more. This eventually motivated me for pursuing the career I knew I will definitely excel in, and when I realized that I had to start right away if I truly intended to do so, it was the end of an adventure.
User Interface (UI) and User Experience (UX) design have emerged as focal disciplines in the modern digital landscape, influencing how developers interact with technology in every aspect of life. From mobile applications to websites, and even physical products, the demand for intuitive, engaging, and accessible designs is higher than ever. This growing significance has motivated me to pursue MA in User Experience design at a Berlin School of Business & Innovation, where I can acquire the knowledge, skills, and professional experience necessary to excel in this dynamic and impactful field. One of the primary reasons behind my decision to study UX design is my deep-seated passion for creativity and problem-solving. I have always been fascinated by the interplay between art and technology, and UI/UX design offers a perfect synthesis of these two domains. It is a field where empathy and innovation converge, allowing designers to address user needs while pushing the boundaries of digital experiences. By studying user experience design, I aim to utilize my creative instincts and technical skills to craft solutions that improve people's lives, whether through more accessible healthcare applications, engaging educational platforms, or seamless e-commerce experiences.

BSBI offers a structured and comprehensive approach to learning user experience design, which is critical for building a strong foundation in the discipline. Unlike self-directed learning or boot camps, a university program provides invaluable coursework, mentorship from experienced faculty, and opportunities to collaborate with peers on complex projects. This holistic environment fosters not only technical proficiency but also critical thinking, communication, and teamwork - essential skills for a successful career in UI/UX design. Furthermore, the program emphasizes interdisciplinary learning, enabling students to explore fields such as psychology, computer science, and marketing, which are integral to understanding user behavior and creating effective designs.
Another aspect that resonates with me about UX design at BSBI is the opportunity to engage in research and innovation. It is a hub of knowledge creation, where students and faculty work together to explore new ideas and research that will propose the boundaries of what is possible in design. Participating in research projects or internships during my studies will allow me to contribute to meaningful advancements in the field, such as developing more intuitive interfaces or studying the impact of cultural diversity on user experience. These experiences will not only enrich my learning but also help me build a portfolio that showcases my ability to tackle real-world problems with impactful solutions.
Another intriguing reason for choosing this field is the increasing relevance of experience design in shaping the future of industries and societies. The Fourth Industrial Revolution, characterized by advancements in artificial intelligence, augmented reality, demands interfaces that bridge the gap between humans and machines. As technology evolves, the necessity for inclusive and adaptive designs that cater to diverse user groups, including those with disabilities or limited digital literacy, also needs to develop. By studying user experience design at a BSBI, I can gain exposure to cutting-edge tools and methodologies and research that will prepare me to address these challenges with confidence and creativity.
Lastly, the global and collaborative nature of the UX/UI design community is also source of inspiration. By enrolling in the masters program, I will have the chance to connect with like-minded individuals, both students and professionals, who share my passion for design. This network will be invaluable as I navigate my career, providing support, mentorship, and opportunities for growth. Additionally, with BSBI having strong ties to industry leaders, offering pathways to internships, job placements, and collaborative projects, I can help me transition seamlessly from academia to the professional world.
In conclusion, my motivation to study MA in User Experience design at a BSBI stems from a combination of personal passion, a desire to contribute to societal advancement, and the recognition of the unique opportunities that the program offers. By immersing myself in this discipline, I hope to become a skilled and empathetic designer who creates experiences that resonate with users and drive positive change. I am deeply embark on this journey, having learned that it will equip me with the tools, knowledge, and connections needed to make a lasting impact in the ever-evolving world of design.

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01

UI/ UX Case Study
Anime Streaming/ Sharing Mobile Application

ANIHUB

Project Overview

A dive into the ultimate world of Anime and Manga with high-quality and safe Streaming/Sharing with ad-free WATCHING.

The idea behind AniHub is to create a single platform for all anime and manga content and special extra features of Anime and Manga has to offer worldwide. AniHub will focus on seamless streaming capability of videos like offline viewing, Watch with friends, community section, collaboration, content recommendation based on preferences, and many more.

Problem Statement

Anime has garnered popularity worldwide and especially within India over the last decades. Indian users have transitioned from just watching popular anime to creating manga/illustration adaptations to watching anime series/movies. Yet Anime enthusiasts have struggled especially in finding a legitimate platform that provides an all-inclusive experience for streaming anime, reading manga/ shelves, and even time-saving, without privacy access to worldwide content. The existing platforms might have similar features but lack a dedicated solutions for commonly anime consumption that highlighting the need for an aesthetic, minimalistic platform to cater the expanding and evolving Indian anime and manga community.

ALL YOUR ANIME, ANYTIME, ANYWHERE
NO LIMITS, Just Binge!

Target Audience

- Users who love watching anime as well as reading mangas.
- People who are looking for a strong anime community with advanced features for growth as creator as well.
- People who are relying on pirated websites for specific unreleased/ unavailable content.
- Users who want to watch/ share anime with friends recklessly, without safety concerns.

Design Thinking
FRAMEWORK

User Research

User Research is a crucial part of the design process, the only way to understand users needs and pain points and to also find who the target audience are.

I did primary research which includes two methods, Quantitative an Qualitative research. By conducting a survey with 30 potential users currently both individual interviews and survey forms for a collective data, the survey audience were between 18-40 years age.

Quantitative Research

I conducted an online survey using google forms to ask users their day to day experiences and expectations with the service.

- **68%** Would you like to watch anime features like live chat, group watching, or lose time watching anime? (yes)
- **72%** Preferred choice of device to consume anime is Mobile phone (yes)
- **44%** Consume anime on other platforms (yes)
  - Crunchyroll
  - Netflix
  - Hulu
  - Amazon Prime
- **56%** How satisfied are you with current recommendation systems on existing platforms? (Dissatisfied)
- **51%** Are you willing to pay for additional features in premium content?

Qualitative Research
1 on 1 Virtual Interviews

As a part of qualitative research, I proposed a questionnaire conducted user interviews with an aim of understanding their expectations, frustrations with the current platforms.

Brief Questionnaire

- Which platform do you currently use to watch and read anime? Why do you prefer it?
- How satisfied are you with the current recommendation systems on existing platforms? How do you discover new anime titles?
- How often do you watch anime?
- Are you willing to participate in an anime-related communities or forums?
- How do you feel about subscription-based versus ad-supported models for streaming platforms?

NEEL - Software Engineer

"I have watched anime on Amazon and Netflix, but due to lack of availability I end up downloading anime from pirated websites. I would like an engaging community with regular updates as I have been continuously being let- based models, no single anime urges me to be frequent."

NIDHI - Software Engineer

"I mostly watch anime on Netflix or sale platforms, and I don't really stay in anime community. I have also tried Crunchyroll but I would like to explore more content of genre I like, lately not getting accepted to new content as its either not accessible or limited. I miss many friends with whom I'd enjoy watching anime and I'd continue a group together."

ADITYA - Student

"I love watching anime, I get enough time to watch right now as I am a student. My preferred genres are, action, shonen, sports, thriller. I have discovered new anime through community and friends hence would enjoy a platform with strong community, I prefer all-free streaming and I subscribe to a budget friendly plan. I am also interested in reading manga but unfortunately found no good platform to read/ download good quality content.

User Persona

About User
Nidhi
Dasta
Pattapanchi

Nidhi

- Age: 26
- Profession: Software Engineer
- Location: Dallas, India
- Status: Committed

About :

A full time software engineer, who manages time to watch anime mostly on weekends, her favorite genre is action, shonen, sports, thriller. She is a very busy person and watches anime to relax and unwind. Due to busy schedule she is not able to take part in communities and various social activities very efficiently, but wants to participate and explore more.

Goals :

- Wants to be updated about all related and important launches, episodes, releases on time.
- Needs a safe platform for frequent data exchange.
- Wants to connect with friends, hence wants a seamless downloads n watch feature with available content.

Frustrations :

- Pirated pirate websites which are risky to upload data.
- Lack of availability of content on sale platforms and streaming.
- Finding it difficult to watch specific genre/titles.
- No platform with strong community and social features.

Interests

- Anime
- Anime & Manga
- Action
- Sports
- Thriller
- Shonen

Empathy Map

Visualizing user attitudes and behaviours in an empathy map corresponding to user persona helps in deep understanding of end users. The mapping process also reveals any holes in existing user data.

"Anime is better when shared with others."

Says

- I want to watch more anime either daily or weekly
- I would love to share and stream anime with friends
- I want to connect with more like minded creators.
- I am planning on creating an interactive community Discord Server.

Thinks

- How will manage time for my piled up anime list?
- Are the free platforms safe for sharing content?
- I have not used any sharing platform regularly, how much time will it take for total setup.

Feels

- Feels confused about the current platforms that she is using.
- Unhappy with the lack of content availability.
- Unsatisfied due to safety issues and problems due to pirated platforms.
- Frustrated about the content details all how to operate on a platform.

Sees

- Search for a legit platform for sharing/ streaming
- Starts checking for platforms that have access to wide range of genres and available anime.
- Joins friends and does community members if they are interested to join a new form or channel of same specific anime genres.

Gain

- Making it easy to download and watch offline so a busy person can watch anime anytime.
- Pirated content content available and accessible, no need risk privacy using pirated sites.
- Strong and active community with regular updates with a separate chat section for each anime/ genre.
- A deep search with the "Nidhi's Wish Portfolio" features for seamless live sharing/ streaming.

Pain

- Who is disrupted with work and not able to watch anime regularly, mostly because offline viewing is not available for many titles.
- Uses multiple platforms to watch the genre and anime she likes, which is a hassle.
- Has been a part of a community actively but wants to be a creator and start a community but lack of time management and knowledge.
- Not able to find and access a wide range of content.

Mumbo Jumbo
Case Study

Style Guide

Fundamentals
Overgrids
Typeset
Journal

Mumbo

- Bundle Fundamental
- Bundle Typeset
- Bundle Overgrids
- Bundle Journal
- Bundle Typeset

Typeface: Mumbo
Size: 12 pt
Leading: 14 pt
Tracking: 0 pt
Kerning: Auto

Typeset Grid
Width: 1440 px
Height: 1024 px
Gutter: 10 px

Colour Palette

Wireframing

Long Scrolling
Multi Scrolling
Tab Scrolling

Final Screens

ANIHUB

Stream, Share, Unite:
YOUR ANIME WORLD,
All in One Place!

Homepage

Discover your next anime adventure with our homepage, where you'll find a curated selection of popular and trending anime series, ensuring you never miss the latest and greatest in the world of anime. Stay up-to-date with the latest episodes and releases, and easily navigate to your favorite shows with our intuitive interface.

PLAY

! ARIGATO OSSAMASU! !

! THANK YOU !

02

IRCTC
IRCTC APP - REDISGN
CASE STUDY

About IRCTC

The IRCTC is a state-owned Railway and Tourism Corporation company was founded as a public limited company on September 27, 1999. The company is under the administrative control of the Ministry of Railways, Government of Railways. It manages reservations of tickets and food on trains, tourism, and other services. The IRCTC is the largest e-commerce company in India. The IRCTC is the sole company which provides hospitality and catering services to passengers on trains, railway stations, and railway premises, including website.

USER PROBLEMS

While IRCTC has revolutionized the ticket booking experience for Indian Railways passengers, there are some common pain points that users may encounter. These issues can vary in frequency and severity, potentially affecting the overall user experience. Some of the common pain points include slow loading times, complex navigation, lack of responsive support and limited features. As a result the app's ratings on the Google Play Store have dropped to 2.1 stars, with many users leaving bad reviews on the Google Play Store expressing doubts of dropped or failing

REVIEWS

GOALS

The goal is to improve the user experience and reduce the time it takes to book tickets with streamlined and intuitive more easier, high-accurate and more such changes against IRCTC the Best-in-class business and operational, throughout.

USER EXPERIENCE

- Simplify the ticket booking process: Implement a more streamlined and intuitive ticket booking process, with fewer steps and more clear instructions, to reduce the time it takes for users to complete their bookings.
- Improve search and filtering: Enhance the search and filtering functionality, allowing users to quickly find the most relevant results based on their preferences, such as departure and arrival times, ticket prices, and available seats.
- Add more payment options: Expand the range of payment options available, including digital wallets, UPI, and other popular payment methods, to provide users with more convenient and secure payment options.
- Enhance customer support: Improve the quality and responsiveness of customer support, ensuring that users can easily find help and resolve issues or queries in a timely manner.
- Provide real-time updates: Implement a system that provides real-time updates on train schedules, delays, and cancellations, keeping users informed and minimizing disruptions to their travel plans.

CHANGES

- Minimalistic design: Adopt a clean and minimalistic design approach, with ample whitespace and a limited number of elements, to reduce cognitive load and improve overall usability.
- Intuitive navigation: Implement a clear and intuitive hierarchy for the app's features and functions, ensuring that users can easily find what they need without getting lost or confused.
- Data-driven decisions: Leverage analytics and user feedback to inform design decisions and prioritize features that address the most pressing pain points and user needs.
- Accessibility: Ensure the app is accessible to users with disabilities, by adhering to accessibility guidelines and providing features such as screen reader support, adjustable text sizes, and high-contrast mode.

COLOUR PALETTE

TYPOGRAPHY

Montserrat
Regular | Medium | SemiBold | Bold

Source Sans Pro
Regular | Medium | SemiBold | Bold

ICONOGRAPHY

WIREFRAMES

LOGIN & REGISTRATION SCREENS

IRCTC has been an important platform which most Indians use when it comes to railway services. However, there have always been issues reported of problems with entering credentials, OTP not being received, and the app crashing during the login process. These issues have contributed to a frustrating, lengthy wait and technical glitches, in response to the feedback received, the app has been redesigned to ensure a smoother and more user-friendly experience.

BEFORE
AFTER

Login Page with less clutter and proper spacing with only important buttons and inputs making it easy to understand and use.

HOME SCREEN

BEFORE
AFTER

The new Home Page has separate cards for Trains, Bus and Flight bookings with more specified Recent Searches, hotels and cab so that you can find from the home screen itself.

SEARCH & SELECT TRAIN

BEFORE
AFTER

Introduced a dynamic approach to the UI of search page, also rearranged the calendar and other options to ensure easy access. Also, the search results have been revamped with current changes to a fun user check availability and book with ease.

TICKET BOOKING

The process of adding passenger details and completing the payment is more logical and well defined. With the ease-to-use calendar and intuitive dropdowns, the interface makes application of information easy.

BOOKINGS, ACCOUNT AND MORE

Happy Journey!

THANK YOU

FAZWAN IBNI ZAINTY
Ui Ux Design

Ui UX Case Study

03

2024

EduWise

Student Management System

2024 05 WEBSITE REDESIGN UI DESIGN

wyreflow

About Project

Wyreflow Dashboard Redesign is one of my own experimentations, while planning on which type of industry website to rework on I came across Wyreflow, a software company that delivers innovative IT solutions, specializing in Mobility, Cloud, Big Data, AI and more. Here I tried to rather upgrade the Dashboard than completely change it, with some additional elements and features which make it minimalist yet modern.

Implemented **consistent typography** maintaining clear hierarchy.

Replaced basic visuals with **interactive** scrollable options.

Followed a **contrasting modern** colour scheme throughout that highlights the goes with the theme and approach.

Hope you Liked it!

Portfolio 2020-21(DPS-JLDPS)
Pankaj Sharma

06

07

Wave - table

Interior Furniture Design

Lets talk about the Table

The inspiration for the Wave table was the Waves, symbolizing a flow of energy and change, and also symbolizes elements solely to a marine energy that is aesthetic and conceptual and functional. The table's design aims to evoke the dynamic nature of waves, with its curved and sculptural form. The table's design could be used in different spaces such as living rooms, lounges, or cafeterias, thanks to its wave-inspired, welcoming, flow-based up-cutting, photo, Houses and Apartments.

The wave table incorporates various ergonomic features to ensure comfort and ease. Factors such as the height, depth, and curvature of the table have been carefully considered to accommodate a wide range of users. Overall, the Wave table aims to provide a unique and aesthetically pleasing addition to any space, while also prioritizing ergonomics and functionality.

Story Corner

Wave table is a piece of furniture inspired by waves and designed to create a flow and a gentle sense of calm, which I finished and brought to life. Many thanks to Vikas, Vaibhav, Ankit and Jaiswal for their help in prototyping. It's been a long but fun journey! I made this for Instagram. Don't worry about your "flow-ups" and "flow-downs" and "flow-arounds" that may have crept into your life.

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08

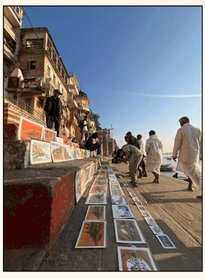
Mr. Patankar's Kankan Home

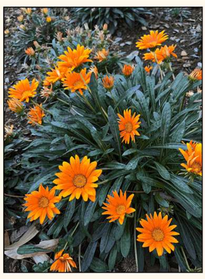
Exterior Design

About

Mr. Patankar's Kankan is residence and business cum office for two people where Kitchen, Washroom, Prayer room, Dining, Living, Bedroom, Study, Workshop, Gardening, Spinning wheels, Washing area, Cattle shed, Cow shed, Hen house, Hen house, Cattle shed, Cow shed, Washing area, Spinning wheels, Gardening, Workshop, Study, Bedroom, Living, Dining, Prayer room, Washroom, Kitchen

PHOTOGRAPHY





2024

Let's Connect!

Thank you for taking the time to explore my portfolio. If my work resonates with you or sparks an idea, I'd love to hear from you! Whether it's for collaboration, feedback, or just a chat, feel free to reach out.

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