# ANISHA

Portfolio

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# 1

# Design Research Process & Tools, UI, Visual System Design

# BTPN AGENT EMPOWERMENT PLATFORM

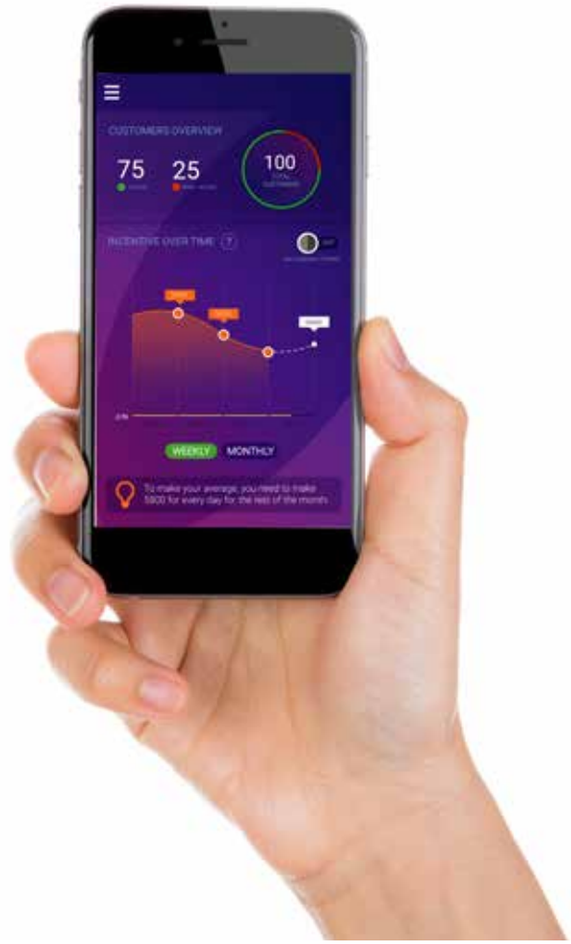
Quicksand & N-frnds, partnered with BTPN Bank to develop a comprehensive branchless banking infrastructure that is powered by technology and anchored in the principles of human centered design.

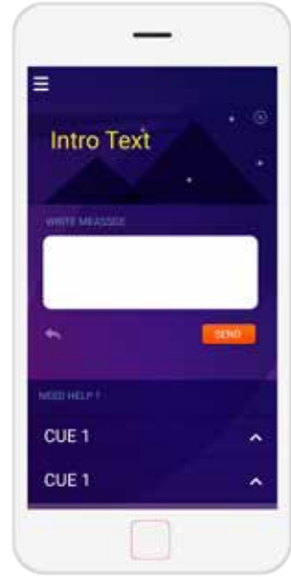
The end product was a document outlining visual guidelines and principles for the overall BTPN Agent Engagement Platform.

The document has been developed through the course of a user-centred research and design project, aimed at informing the development of a hybrid USSD + Android platform to engage and motivate BTPN's growing network of branchless banking agents.

These guidelines were arrived at by the design team's analysis of multiple rounds of agent feedback on a series of low fidelity mockups (visual cards and storyboards) and higher fidelity prototypes (clickable prototype and individual screens).

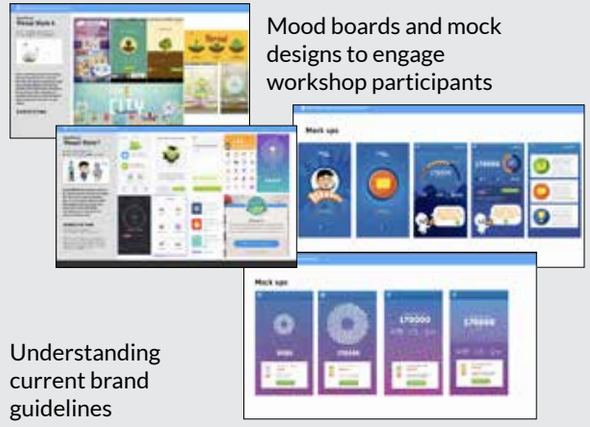
**Agency : Quicksand**
**Client : BTPN, Indonesia**
**Scope of work :**
**UI design, Visual Design, Visualizing and documenting research**





## SECONDARY RESEARCH

Understanding competitors and UX trends



Mood boards and mock designs to engage workshop participants

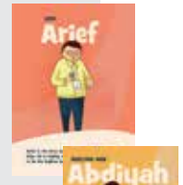
Understanding current brand guidelines

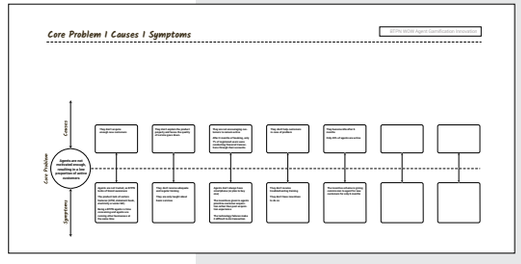
## STAKEHOLDER WORKSHOPS

Workshops with stakeholders to understand the agent platform

## VISUALIZING RESEARCH TOOLS AND INSIGHTS

Persona building





Scenario Visualizing

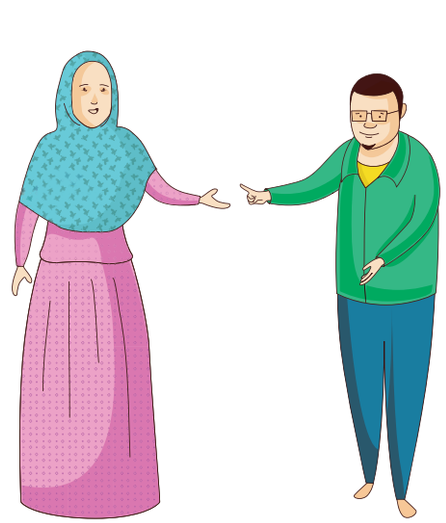
Field notes and visual documentation

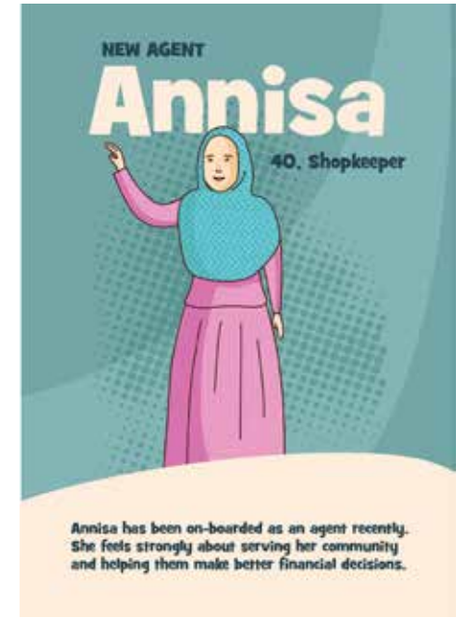
## FIELD RESEARCH AND INSIGHT GENERATION

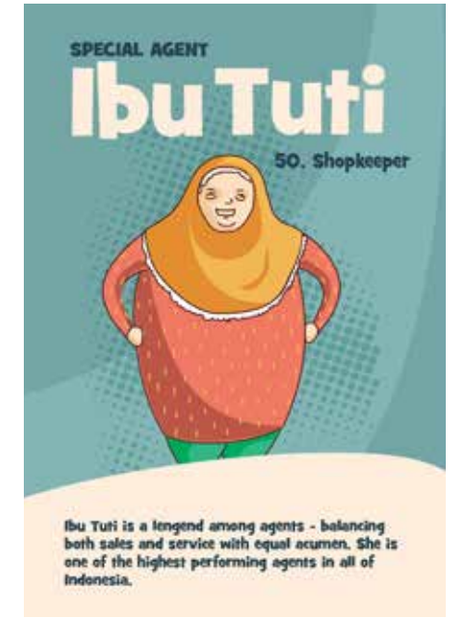
## PROTOTYPING

Wireframing and developing prototype

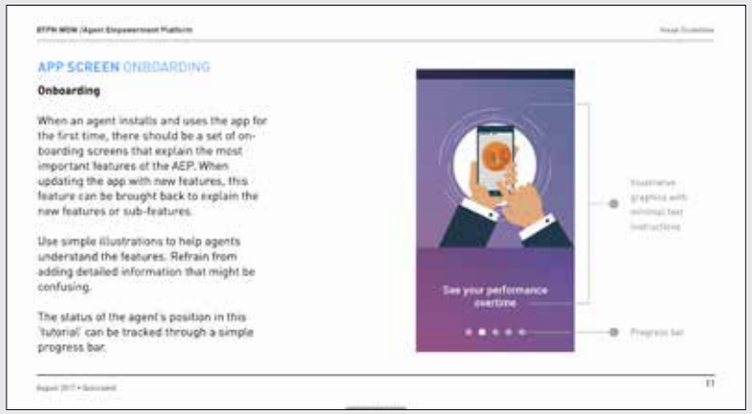
Scenario illustration for Agent Empowerment platform for BTPN Bank Indonesia.

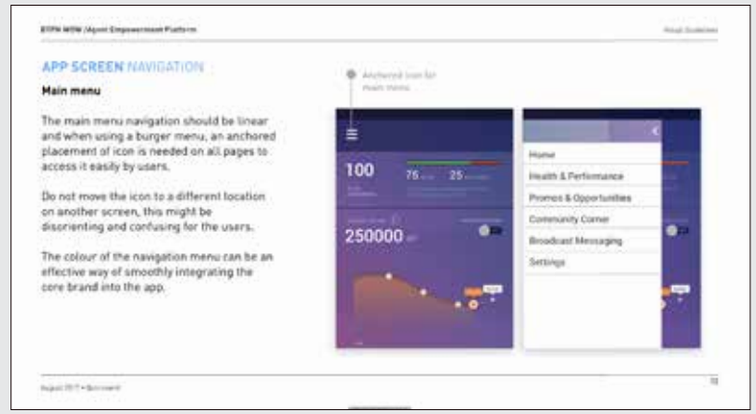


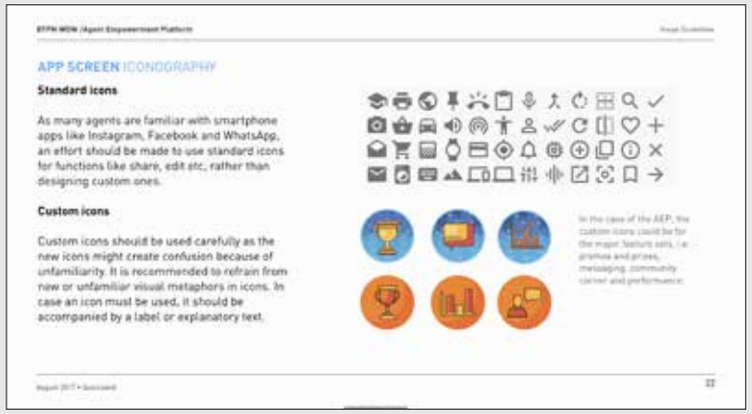


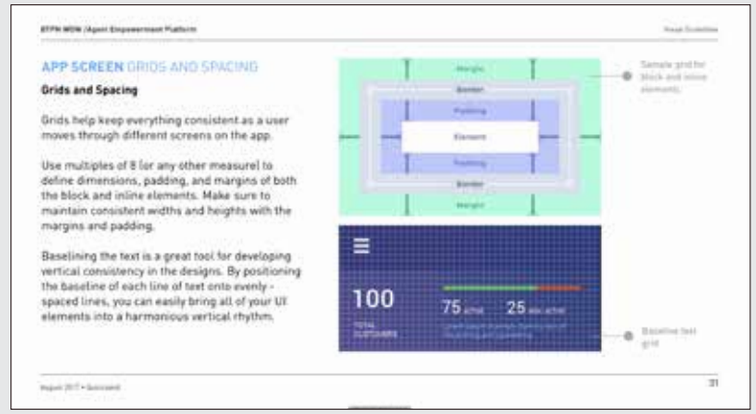



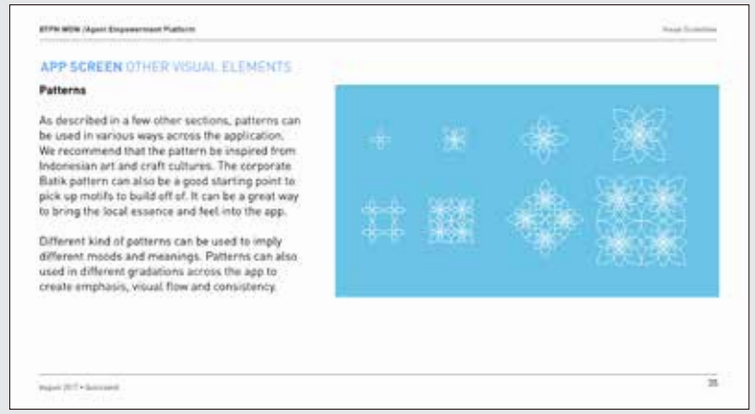
# Visual Guidelines and Insight Document for app developer team.





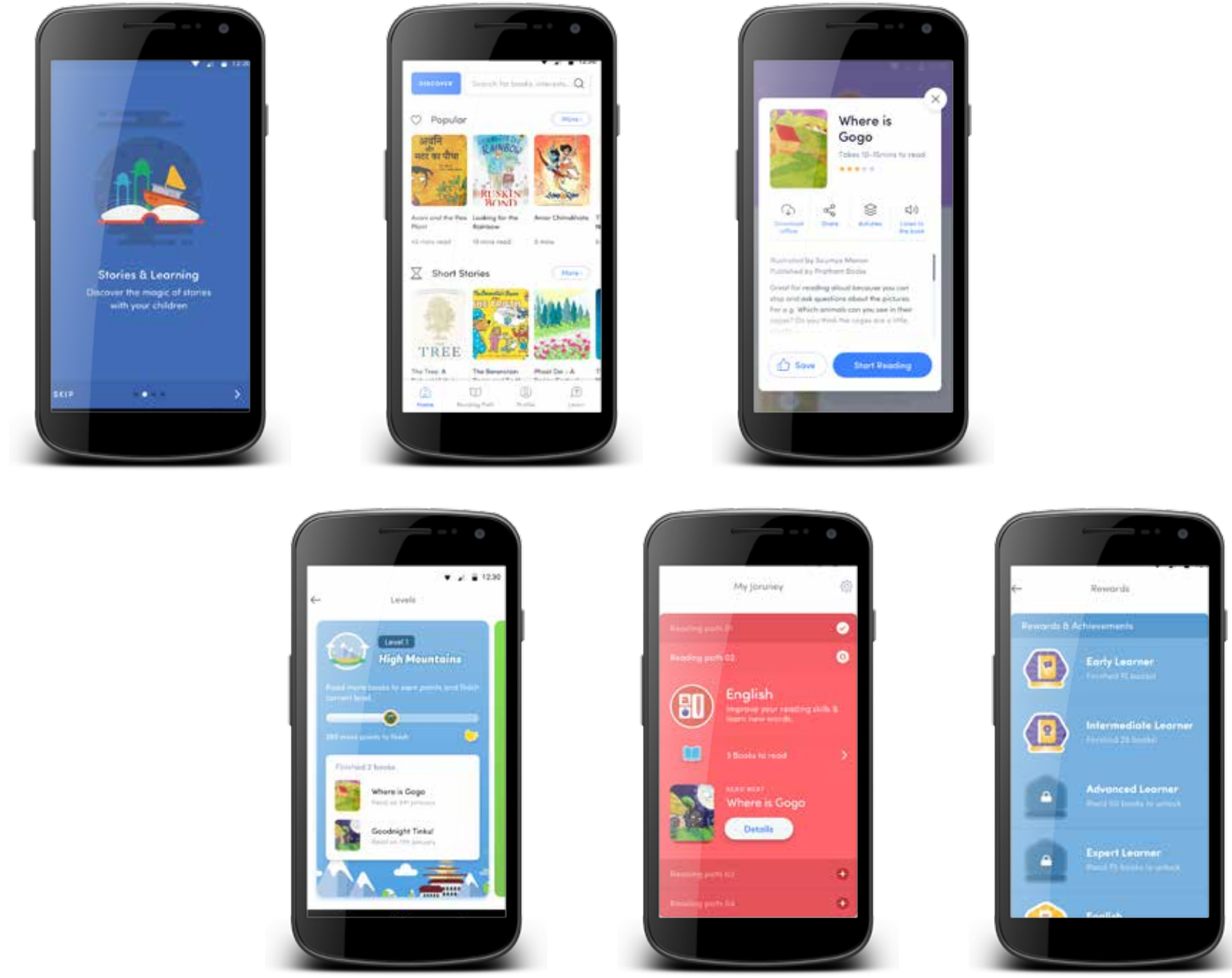
# WORLD READER KIDS BOOK READING APP

2015, Pearson and Worldreader launched a learning pilot in Delhi, namely the Mobile Read to Kids India. At the centre of the program is the mobile application, Read to Kids, which offers 500+ children's books to enable parents/caregivers to read aloud to their kids.

Key objective of Quicksand was to redesigning Read to Kids 2.0 mobile application prototype through user testing and iterative development.

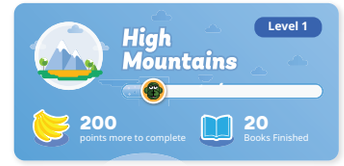
The team spent three weeks to summarise and further develop key learnings from the Co-Creation Workshop and field trip. Over this period, the Quicksand team developed initial wireframes, conducted a rapid immersion and testing of select features on field through activities and low-fi prototypes and summarised these findings to emerging insights. The immersion was structured with a qualitative approach employing one-on-one interviews, focus group discussions, observations, and interviews.

**Agency : Quicksand**
**CIlent : Worldreader**
**Scope of work :**
**UI, GUI, illustration, layouting**



## Visual system

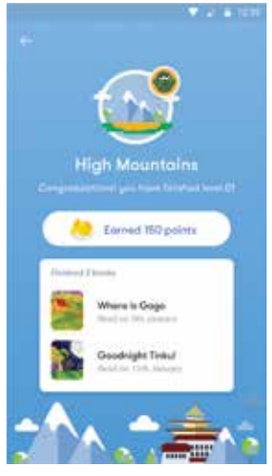
## Game Level Cards

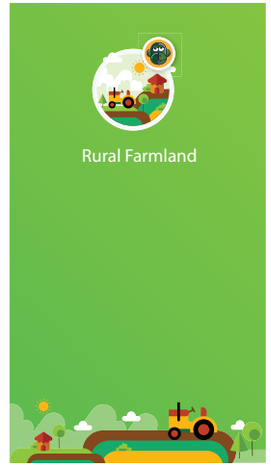


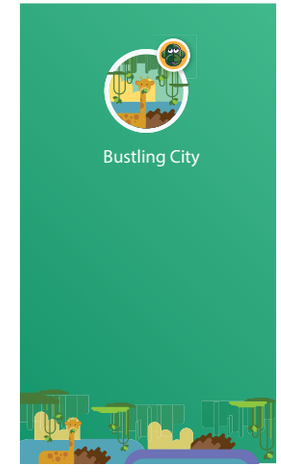
## Game Avatar

## Game Level Icons

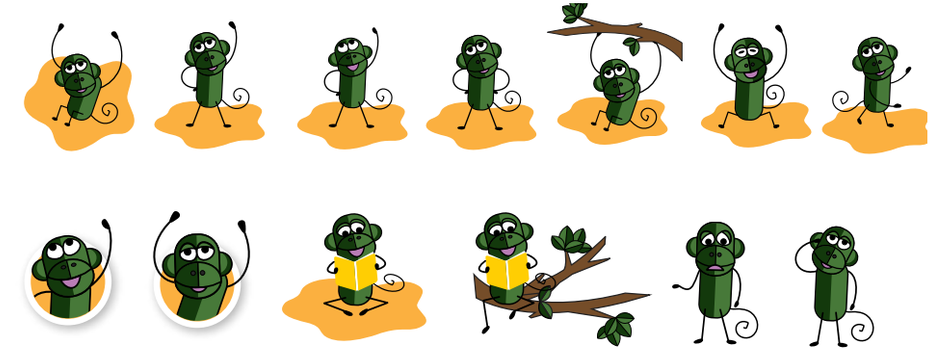
## Game Level Intro page






## Character Design



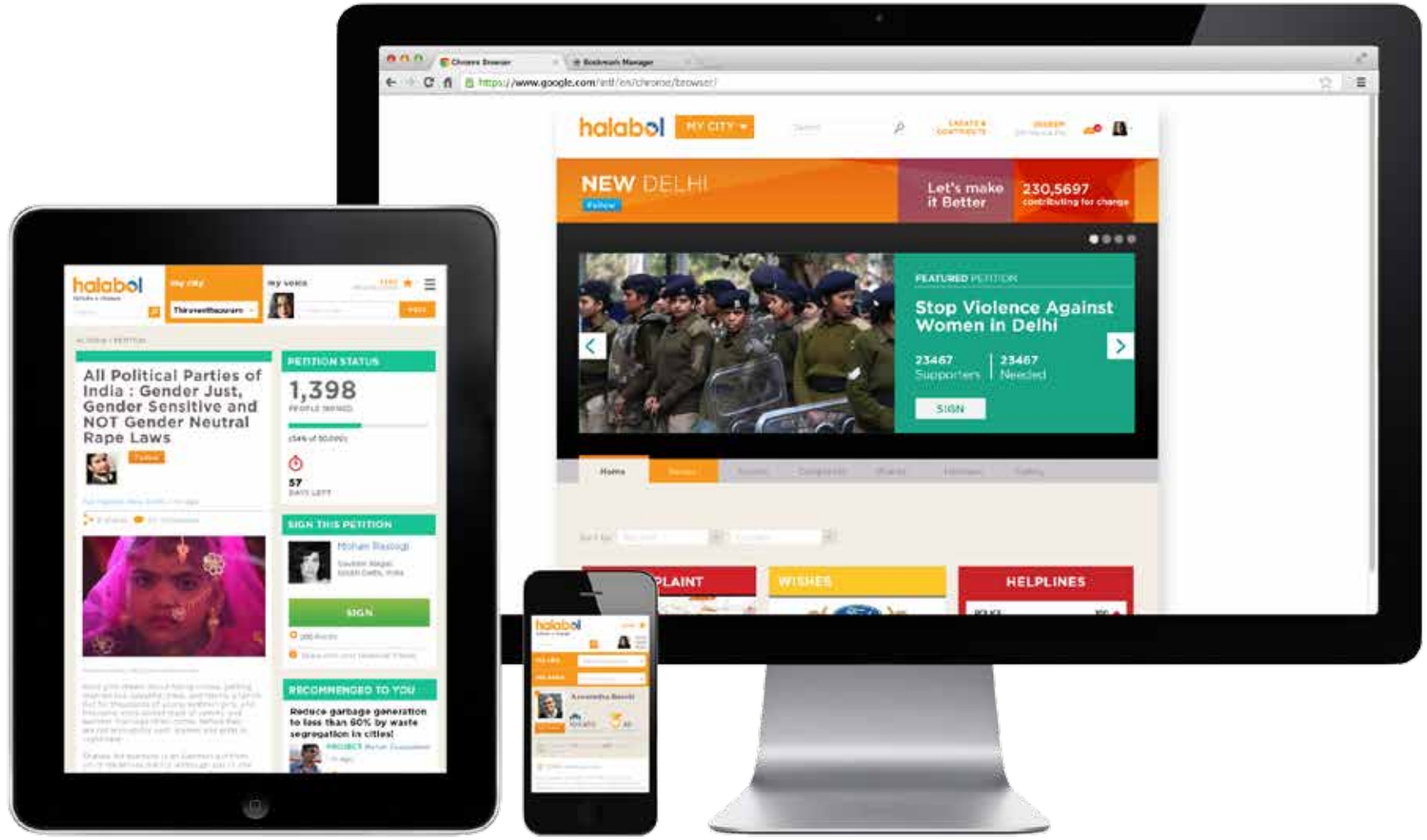
# HALABOL WEBSITE DESIGN

Halabol is an online platform for citizens to share and collaborate in order to bring in better social changes in their localities and cities.

Halabol approached Design Route to redefine and revisualize their website using Drupal as the main platform.

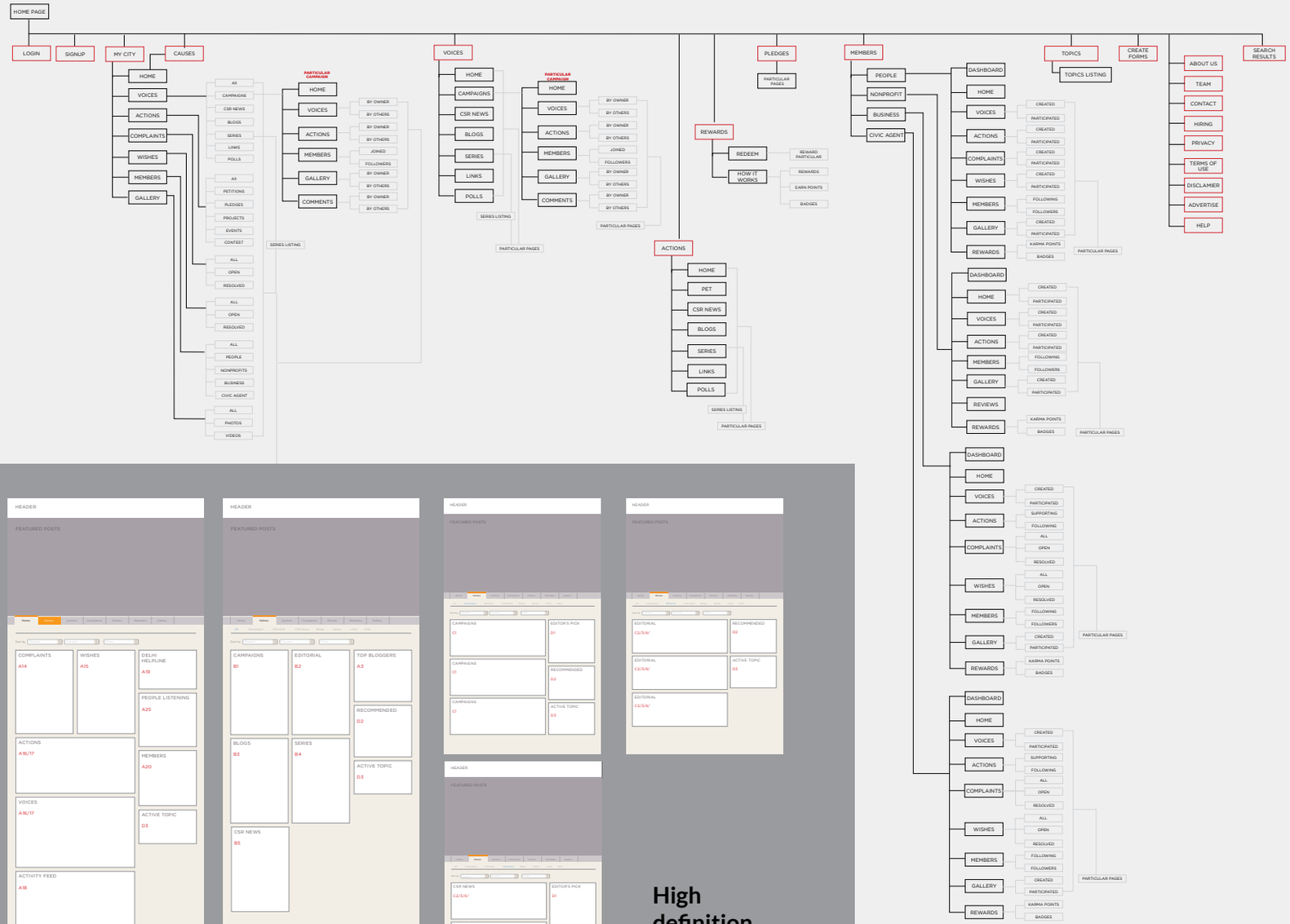
After some extensive research and brainstorming, we developed the concept, UI and visual design for the website.

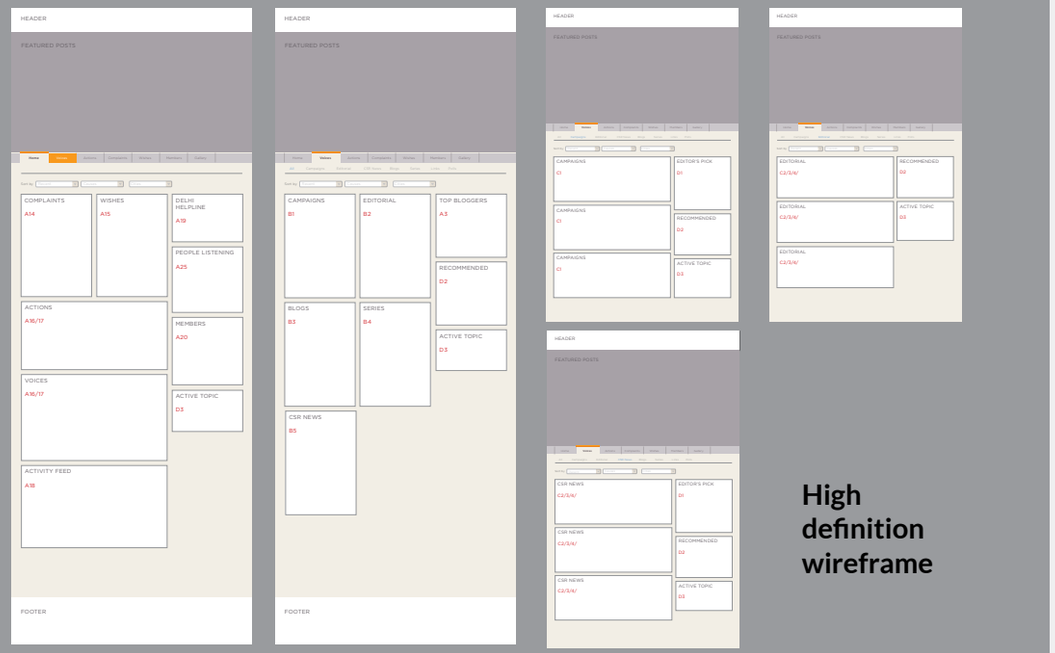
It was a very challenging yet interesting project as it is a very complex social networking platform.




**Agency : Design Route**
**Client : Halabol**
**Scope of work :**
**UX, UI, Responsive design**

## Halabol site map



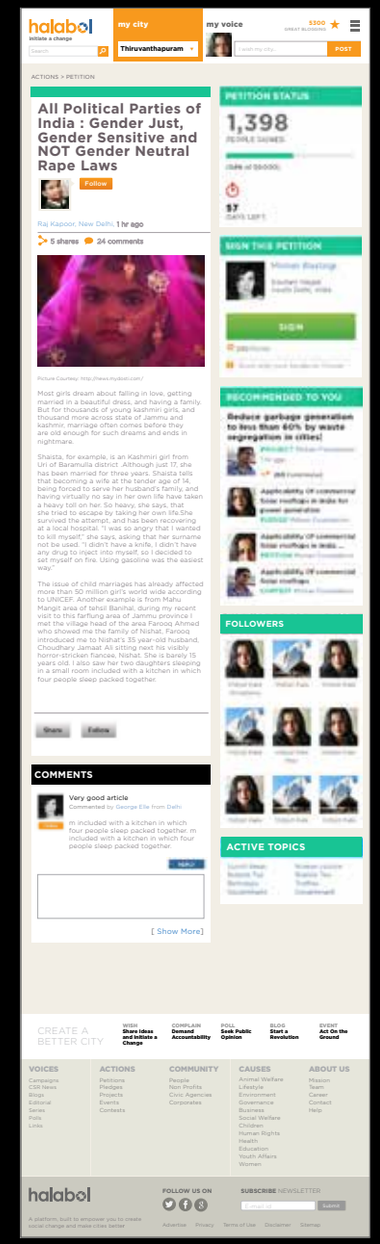




**High definition wireframe**

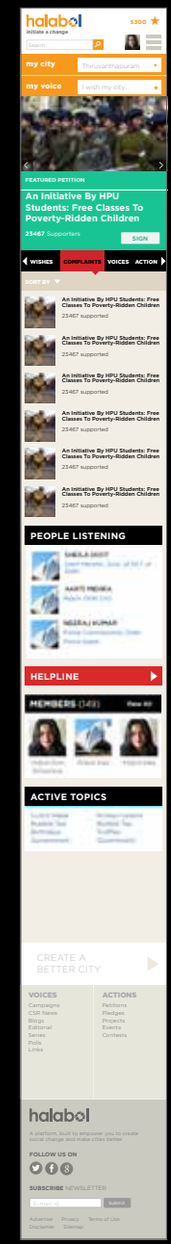
## Halabol visual design explorations

## Responsive page layouts : Computer screen

## Tablet




## Mobile



# MAGIC PATHSHALA MOBILE WEBSITE DESIGN

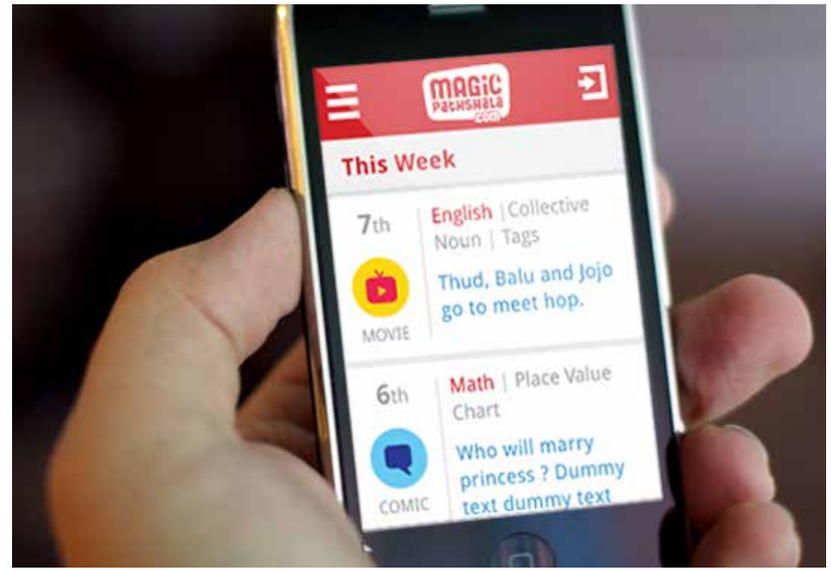
This was a UI and Visual Design project for an online educational resource website for a primary school. The website was to be designed for low end mobile devices as the primary users were teachers and students from rural schools.

The treatment of the layout is very minimalistic as the website needs to open easily in low end mobile devices.

Agency : Design Route
Client : Magic Pathshala

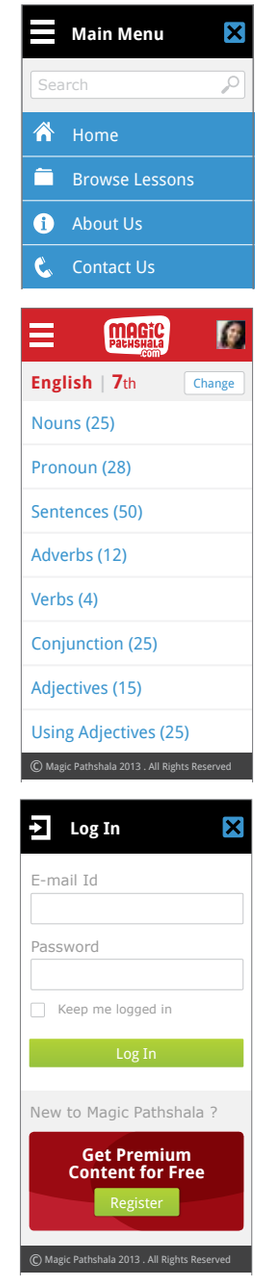
Scope of work :
Mobile website, UI,
Icon Design

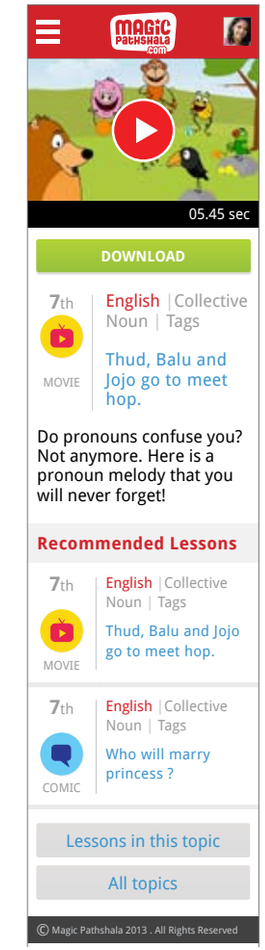
## Mobile Website

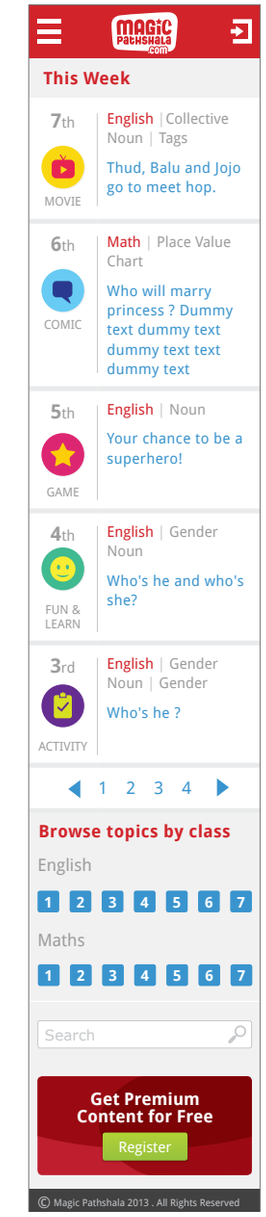



## Icon explorations

## Navigation and visual design



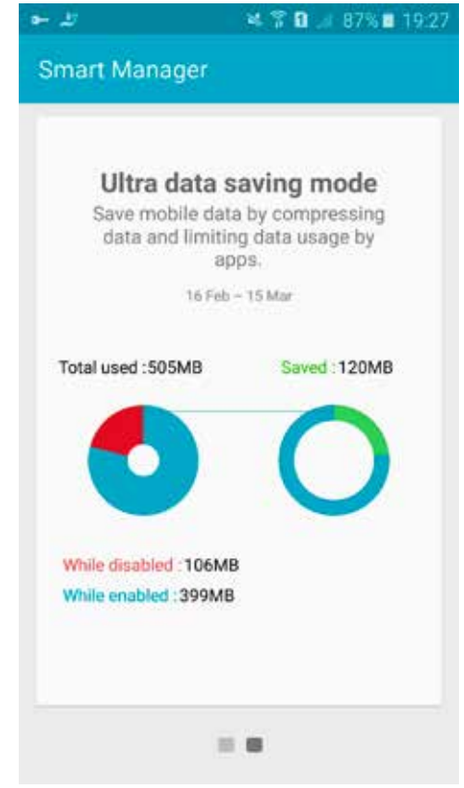



# ULTRA DATA SAVING SAMSUNG

Ultra Data Savings mode(UDSM) is a utility provided in Samsung Smartphones which will help you to save Mobile data by allowing only selected applications to consume mobile data in background.

Scope of work was to undestand Samsung OS visual language and adapt India specfic apps developed by Samsung Design Delhi team.



**Agency : Smasung Design Delhi**

**Scope of work :**
**Visual interface. Icon design**

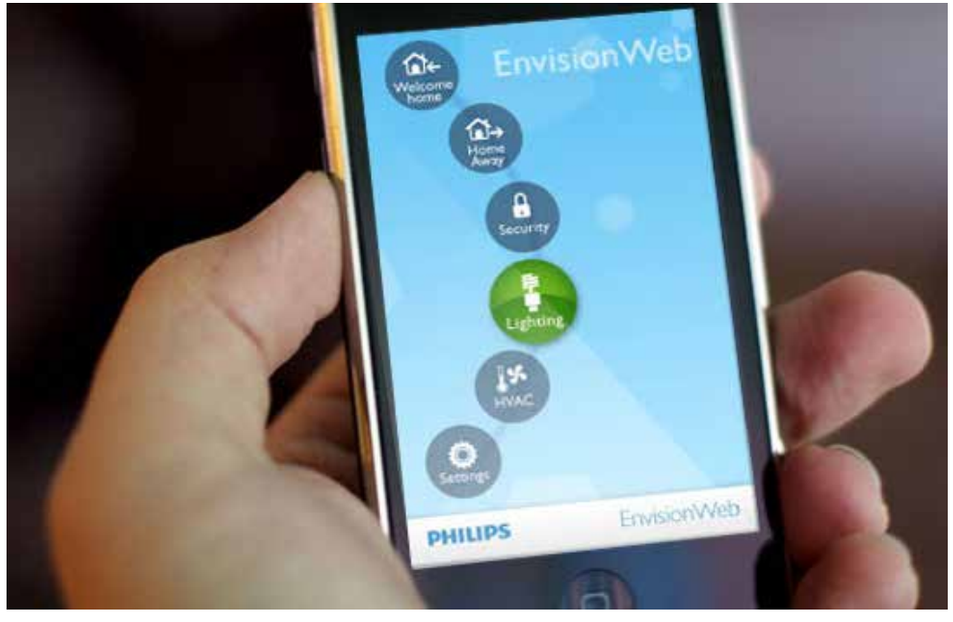
# ENVISIONWEB : WEB BASED LIGHTING SYSTEMS

Visual interface and asset generation for a web based application for philips lighting systems.

**Agency : Philips Delhi**
**Client : Philips Lighting**
**Scope of work :**
**Tablet web app design, UI, Icon Design**

Tablet layout for other pages

Layout for mobile version




Icon design

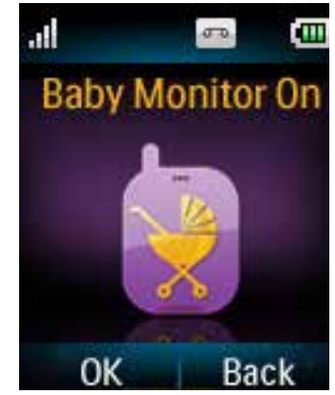
# PHILIPS DECT PHONES

Icons and layout designs for Philips Dect phones for the Hong Kong market.

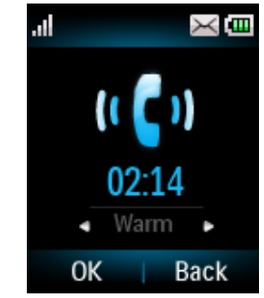
The device had restrictions in terms of how much experimentation was possible with its interface. Some of the restrictions were that the screen was really small in size and thus everything had to be within a set number of pixels.

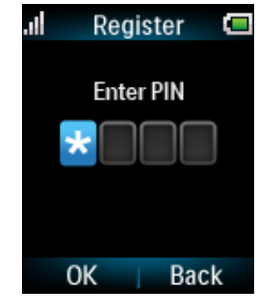
**Agency : Philips Design**
**Client : Philips, Hong Kong**

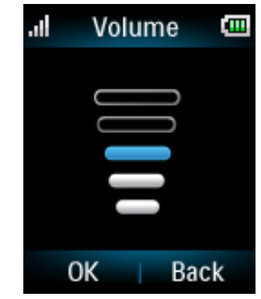
**Scope of work :**
**Visual interface. Icon design**

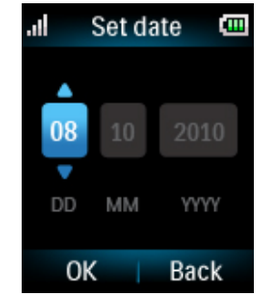


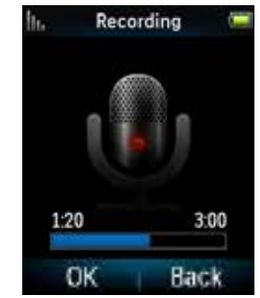

Icons and Interface



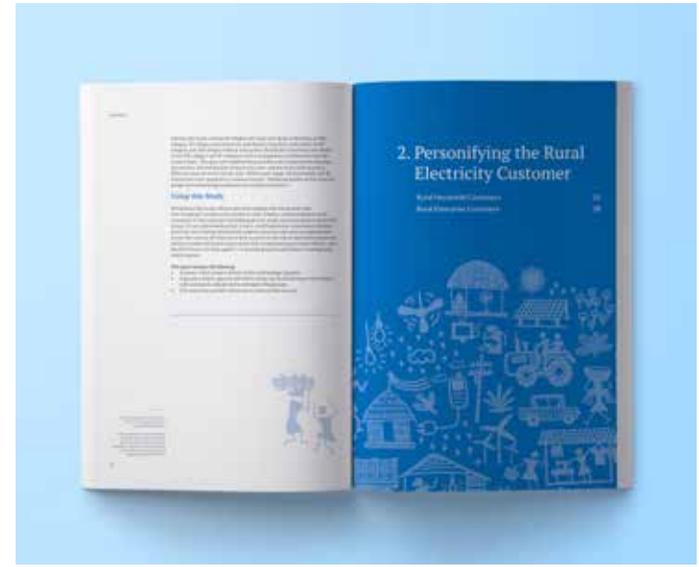


# 2

# Publication Design

# Rural Electrification In India - Research Report Design



Client : Smart Power India
Scope of work :
Publication design, Infographics

# FUTURE AS FICITION

Publication design for set of writings which reflect on points of conflict, erosion and celebration that typify our pluralistic culture. This publication is a collection of essays that arise from curiosity - amplified by speculation - and set within the contradictory, persistent marvel that is India

**Agency : Quicksand**
**Client : Quicksand**
**Scope of work :**
**Publication Design**

# CREATIVE RESPONSES TO SUSTAINABILITY, INDONESIA GUIDE

Commissioned by ASEF culture360 and authored by Ms Yasmine OSTENDORF, the initiator of the EU funded network Green Art Lab Alliance (GALA), this guide features a directory of the 25 most pioneering and significant cultural organisations in Indonesia contributing to social and environmental change through their artistic practice.

https://culture360.asef.org/resources/creative-responses-sustainability-indonesia-guide-launched/

**Agency : Quicksand**
**Client : ASEF CULTURE 360**
**Scope of work :**
**Publication Design**

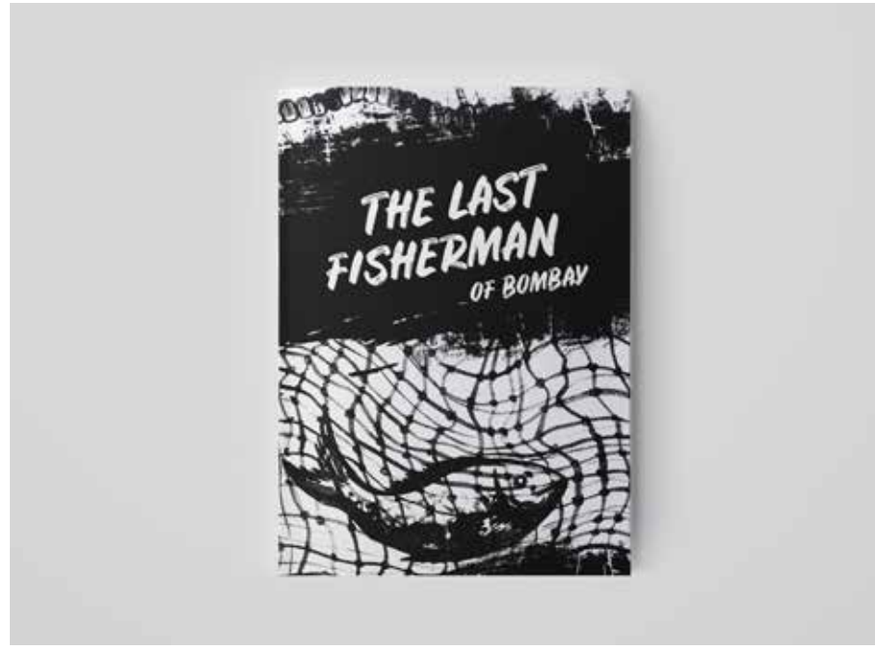
# ZINE DESIGN FOR ST+ART FESTIVAL 2017

How does a need to sustain a livelihood and choice of work intertwine in today's time? Can machines and technology indeed replace traditional skills? How will sustainable fishing practicesadapt and change? Will vested business interests overuse advanced technology, and leave theworld in a dystopic dilemma?

This speculative zine is a light yet engaging read for anyone thinking about the future of livelihoods and work.
This project was done in collaboration with Tandem Research as part of the Sassoon Dock St+Art Festival 2017.

http://quicksand.co.in/media/publications/The-Last-Fisherman-of-Bombay.pdf

**Agency : Quicksand**
**Scope of work :**
**Secondary research, Illustration, publication design**



# GHS BROCHURE DESIGN

Brochure design for Global Health Strategies, Delhi on immuinzation for diarrheoa and pneumonia.

The brochure design included data visualzation and content layouting.

**Agency : Design Route**
**Client : GHS**

**Scope of work :**
**Publication design**

# PEARSON BROCHURE

Brochure design for Pearson, a multinational publishing and education company.

**Agency : Design Route**
**Client : Pearson**

**Scope of work :**
**Publication design**

# CHILDREN'S WORD BOOK : POND

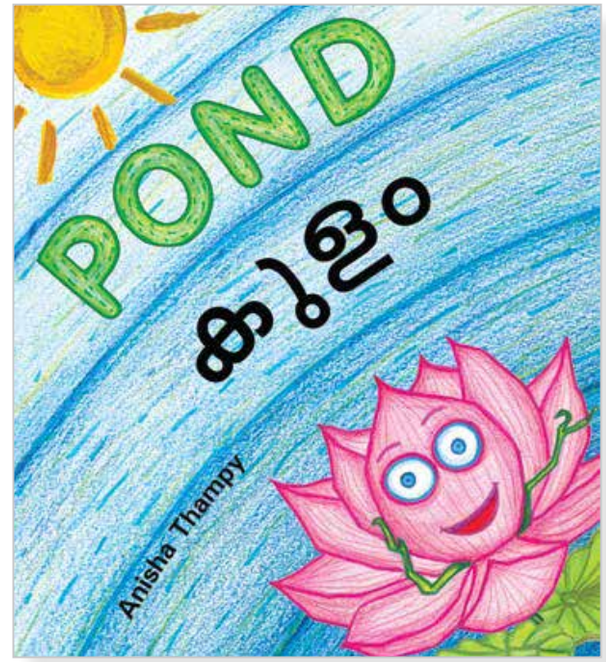
This is one of the books from the series of bilingual books to encourage children to 'imagine words' and build their vocabulary with the aid of pictures in a storytelling setting. By providing words in two languages simultaneously, the books create a platform for children to build their own narratives. This helps them use words creatively and remember them.

I conceptualized , designed and illustrated the book as my diploma project.

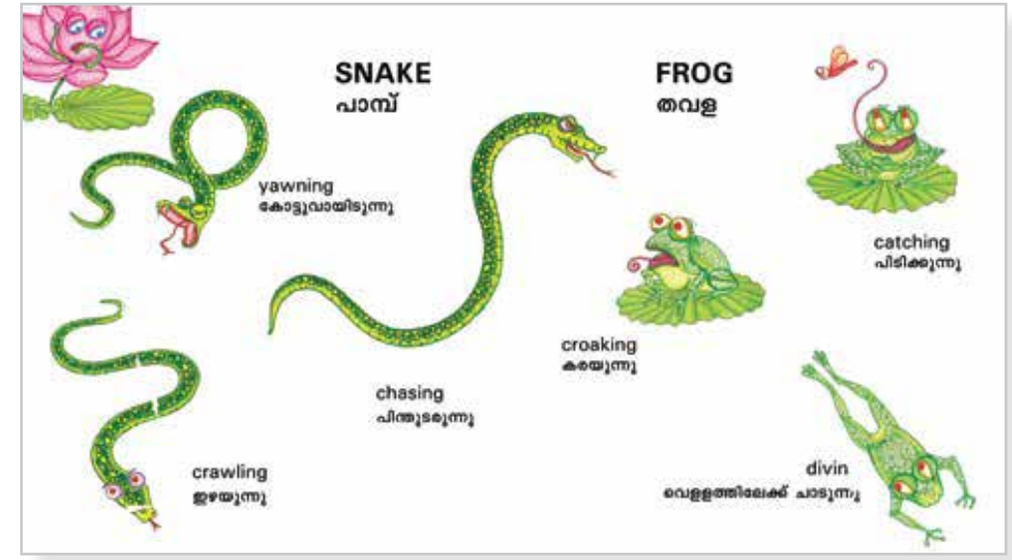
**https://kitaabworld.com/products/pond-talaab-1**

Agency : Tulika Books
Diploma Project, NID
Scope of work :
Concept development, Illustration, Publication

Front Cover



Inside Pages



# 3

# Illustration Design

# Financial Literacy for Sanitation Workers Visual Aid to Introduce Concepts of Finance

Agency : Design Route
Client : UMC
Scope of work :
Illustration design

# PANCH PAAR ASHA WORKER TOOLKIT

Panch Paar is an anthropological and human-centred design-led research study that aimed to uncover the sources of risk to children under 5 descending them into cycles of repeated illness, morbidity and thereby mortality. The study resulted in the development of a Social Vulnerability Framework that organizes a set of 5 social risk factors, the presence, absence and modality of which gives rise to 5 family typologies who approach and receive care variably. These family typologies also vary by income, social access, structure, behaviour and decision making style.

Illustration for tools to train ASHAs in identifying different family typologies to deliver targeted messaging & solutions.

**Agency : Vihara Innovation**
**Scope of work :**
**Illustration and paper folding**

# GIZ : USE TOOLKIT DESIGN

A collaborative work between Design Route and Quicksand for GIZ, an international enterprise owned by the German Federal Government. GIZ approached Quicksand with a researched report on Financial Capability Concept.

The project was to develop strategies to promote the Financial Capability Concept among the rural communities and enable them to understand their financial goals.

The USE Toolkit concept was proposed by Quicksand. The visualization and prototype was developed by the Design Route team starting from identity design to game board development for rural communities.

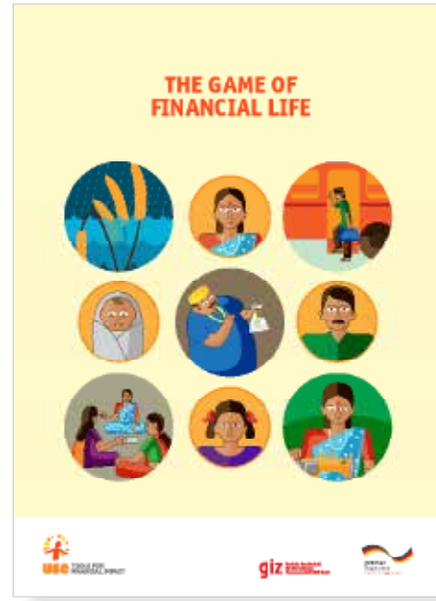
http://designroute.in/projects/financial-capability

**Agency : Design Route**
**Client : GIZ / Quicksand**
**Scope of work :**
**Branding, Illustration, Game conceptualization**

Identity design

use

Flip chart




Game board

By the end of the project various road shows were conducted by GIZ to promote the Financial Capability Concept.

We, as a team, developed various collaterals which included identity design, research report, brochure, community poster, flip chart, game board and various other promotional materials.

The end design was a result of a well co-ordinated team work. I personally worked on illustrations and game layout.

Toolkit being used in road shows by GIZ

# INDIA DESIGN 2014 MAP DESIGN FOR EVENT

Conceptualisation and visualisation of a map of Delhi was done as a part of an extensive brand development by Design Route for the Asian Paints India Design 2014 event.

I worked on the illustration and layout of the map.

http://designroute.in/projects/indiadesignid2014

**Agency : Design Route**
**Client : India Design 2014**

**Scope of work :**
**Illustration, Map design**

Front side

Chanakyapuri
NATIONAL RAILWAY MUSEUM
NYAYA MARG
NITI MARG
SHANTI PATH
VINAY MARG
SARDAR PATEL MARG
PANCHSHEEL MARG
MAHATMA GANDHI MARG
RACE COURSE ROAD
AURANGZEB ROAD
SAFDARJUNG RD
PRITHVIRAJ RD
SUBRAMANIAM BHARATI MARG
DELHI GOLF CLUB
Sunder Nagar Market
AKBAR HUSSAIN RD
MAX MUELLER MARG
LODI ROAD
Safdarjung's Tomb
Udyog Nagar
JOR BAGH
AUROBINDO MARG
Mehrehand Market
Lodhi Colony
NEHRU STADIUM
HUMAYUN'S TOMB
NIZAMUDIN RAILWAY STATION
LES PARISIENNES
THE WISHING CHAIR
BRIG. HOSHIAR SINGH RD
SHRI GANGAMATH MARG
SAROJINI NAGAR MARKET
DILLI HAAT
Netaji Nagar
INA MARKET
BHISHAM PITAMAH MARG
LALA LAJPAT RAI ROAD
DEFENCE COLONY
Jangpura
HAKIKAT RAI MARG
Lajpat Nagar
RING ROAD
DELHI NOIDA DIRECT FLYWAY
MAHARANI BAGH
New Friends Colony
TAMIL SANGAM MARG
VIVEKANAND MARG
AFRICA AVENUE
AUROBINDO MARG
AIIMS
AUGUST KRANTI MARG
Amar Colony
CAPTAIN GAUR MARG
MATHURA ROAD
OUTER RING ROAD
BHAKTI VEDANT SWAMI MARG
Safdarjung Enclave
GREEN PARK
ANSAL PLAZA
Greater Kailash II
LOTUS TEMPLE
JOSIP BROZ TITO MARG
NIFT HAUZ KHAS
Hauz Khas Village
KHEL GAON MARG
Shahpur Jat
HANS RAJ GUPTA
Nehru Place
ID
GAMAL ABDEL NASSER MARG
IIT Delhi
SHAHEED JEET SINGH MARG
SIRI FORT SPORTS COMPLEX
HO CHI MINH MARG
Kalkaji
NSIC GROUNDS OKHALA
ISU DARSHAN MARG
MA ANANDMAYEE MARG
Sanjay
Greater

# ILLUSTRATION FOR LONDON DESIGN BIENNALE

These illustrations were an attempt to show the grassroot innovators from rural India. Illustrations where later converted to gifs that became part of a seven-minute film produced by Avinash Kumar Co-founder, Quicksand. The film shows the evolution of design in India — from deep rooted craft traditions to modern design.

The film was a part of an installation hosted by the India Design Forum in London Design Biennale, 2016 that depicted the country's layered heritage.

https://www.architecturaldigest.in/content/utopian-installation-first-showcased-london-design-biennale-comes-bikaner-house/

https://medium.com/@anishaypmaht/a-glimpse-of-jugaad-in-india-quicksand-dispatch-medium-c4b703355e3a

**Agency : Quicksand**
**Scope of work :**
**Secondary research, Illustration**

# POSTER EXHIBIT ON EYEMYTH FESTIVAL MUMBAI

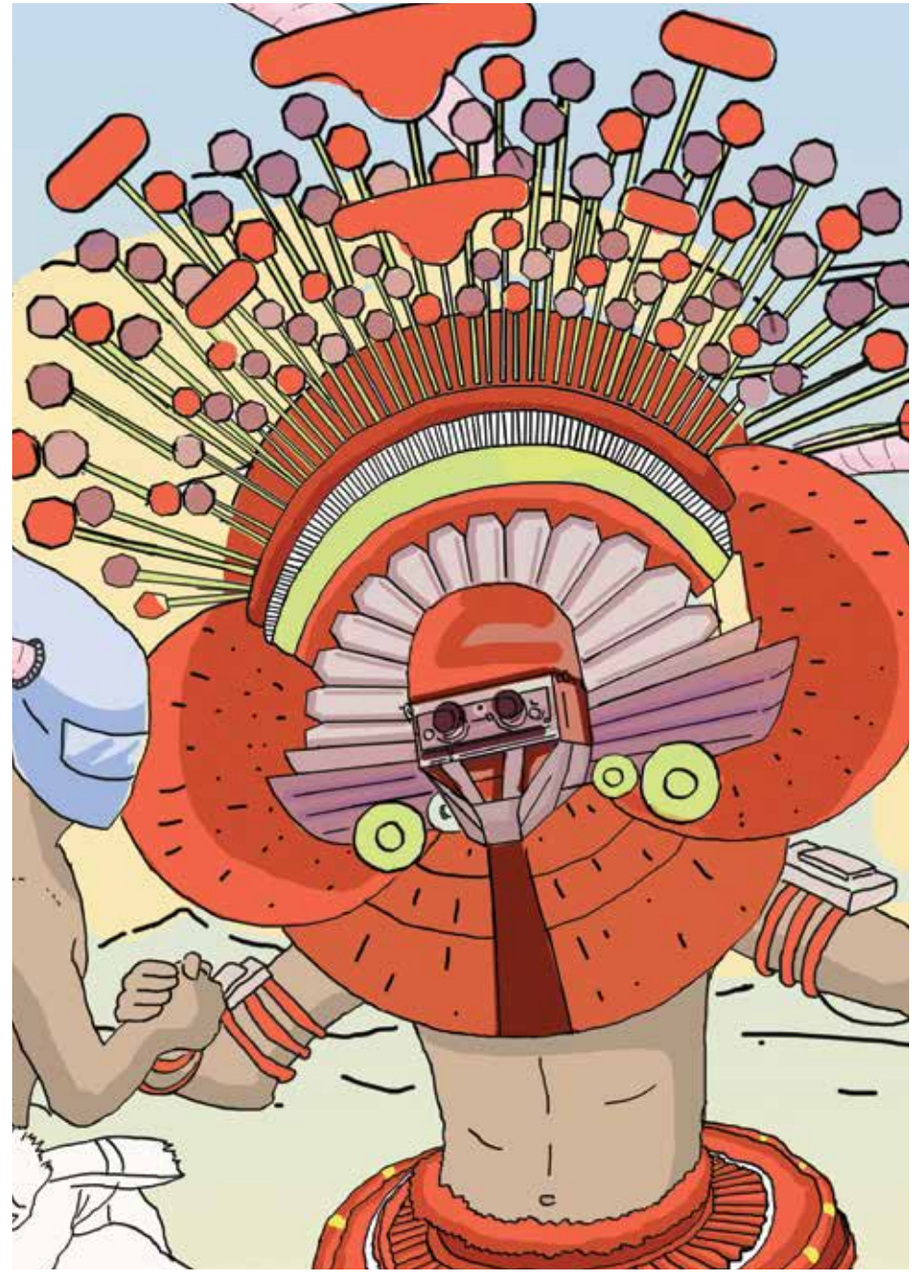
EyeMyth is a media arts festival, unique in its juxtaposition of Indian and global artists and progressive media.

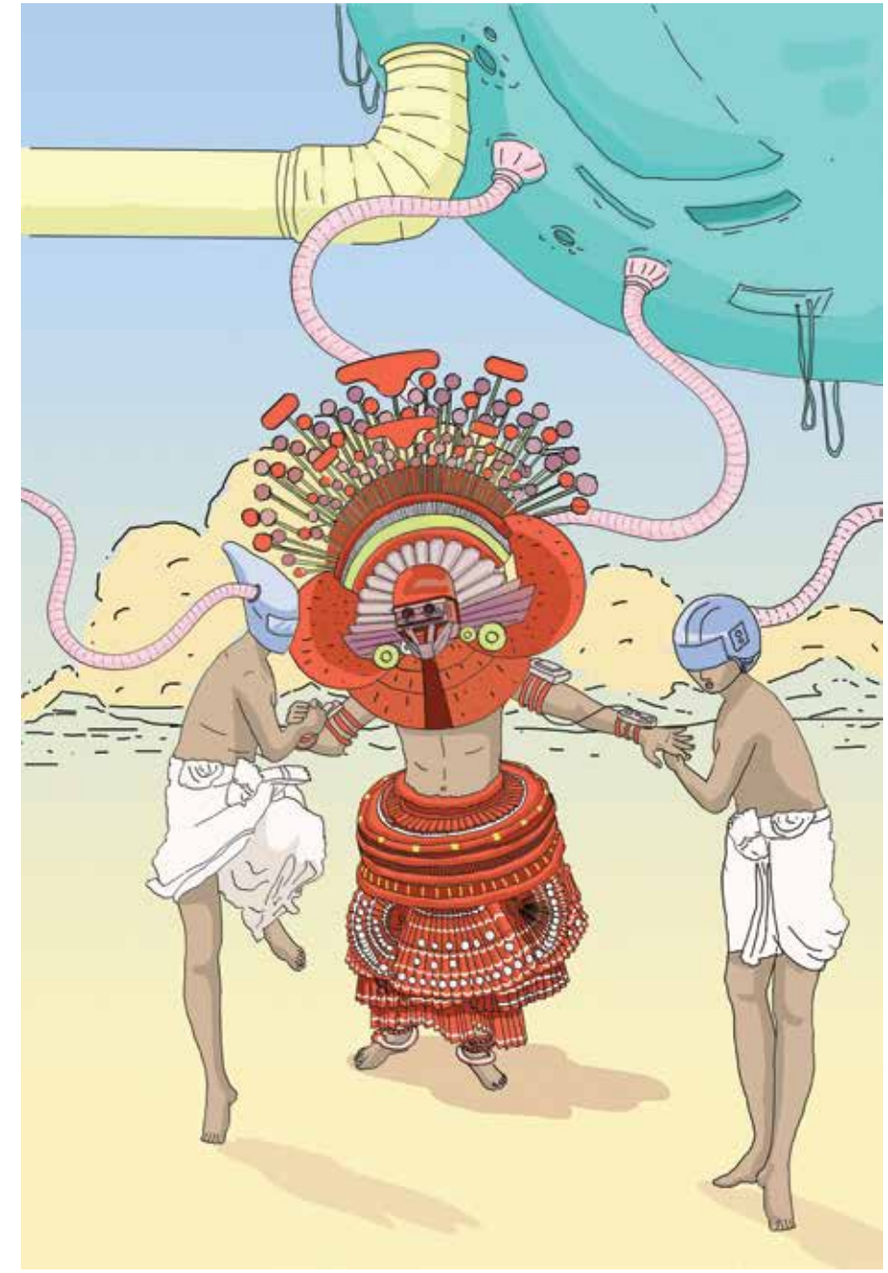
EyeMyth's 2017 edition, Future As Fiction, traversed multiple locations in Mumbai to create, discover and engage with new elements in the digital space. The festival featured an array of exhibitions, workshops and performances that explored various forms of expression through new media.

This artwork was exhibited with other artworks in the event. The main theme of this poster was to imagine an old traditional Indian ritual artform, Theyyam, in a speculative futuristic scenario.

**Agency : Quicksand**

**Scope of work : Illustration, Art**





# CHILDREN BOOK ILLUSTRATIONS

Illustrations done for Thaliru Children's Magazine, published monthly by the Kerala State Institute for Children's Literature.

For more illustration samples visit https://www.instagram.com/anishathampy/

**Freelance**
**Clients : Tulika, Chennai, Kerala Institute for Children" Literature Trivandrum**

**Scope of work : Conceptulization, Illustrations**

# 4

# Branding &
# Campaign Design

# VEDAM SCHOOL PROMOTIONAL MATERIALS

Branding for a nursery school and day care situated in Greater Noida.

School's mission is to create learners with love for humanity and nature by its unique teaching approach. School is aiming to create an experiential and innovative learning space.

The logo represents space, nature and community for holistic learning. It is formed out of a single line. As a line is a basic form of expression for a kid. A line can retain its simple form and also can evolve into complex shapes and illustrations.

Keeping these things in mind I further developed a series of illustrations for promotional materials.

**Freelance Project**
**Client : World of Vedam**

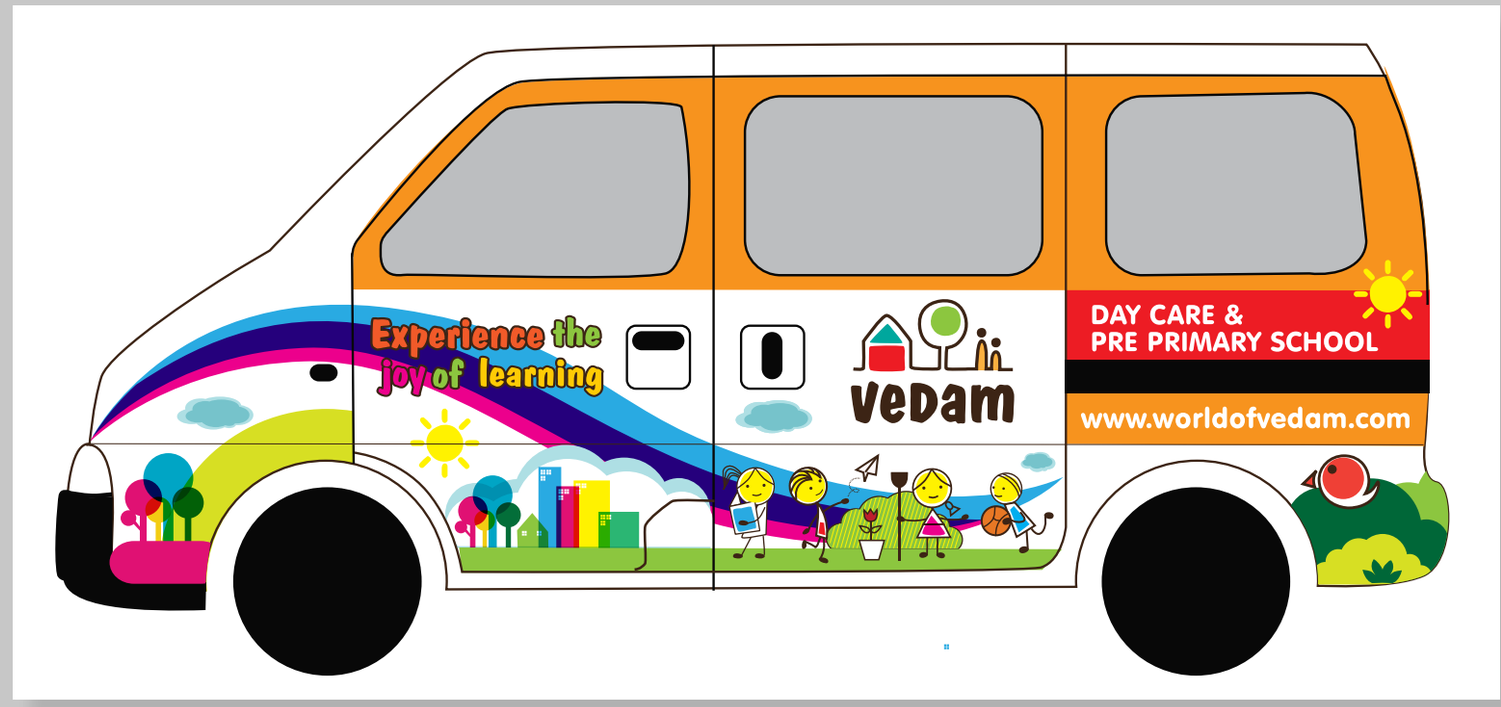
**Scope of work :**
**Branding, Illustration, Publication**

## Stationeries

Canopy backdrop

Banner design

Van graphics



# ACRA - CAMPAIGN FOR PLASTIC USE REDUCTION

The primary objective of this project was to create strategy for plastic reduction in major cities of Cambodia.

After a year long immersive research in major cities of Cambodia, the research team from Quicksand developed a extensive list of insights around plastic bag usage. One of the key insights was that the local markets were using the most number of small and coloured plastic bag which is the major contributors to pollution. The team found that changing behaviour of vegetable/fruit vendors around plastic bag usage can be one of the alternate solutions to reducing plastic bag consumption. Using bag as main message carrier to urge consumers to use one big consolidation bag and making market vendors as key drivers of change.

**Agency : Quicksand**
**Client : ACRA, Cambodia**
**Scope of work :**
**Secondary research, Illustration, Campaign branding**

Plastic bag branding with 'one happy bag' consolidation message.

Read more here
http://quicksand.co.in/work/excess-baggage

Product Intro Posters

Vendor POS Design

Banners for market

Fortune Wheel for lucky draw to engage customers walking into market.

Give away stickers

Market POPs

Plastic bag container packaging

Vendor POS box

Keeping this in mind we tried to brand the big size plastic bags and other tools, so that vendors become the change initiators and bring social awareness.

As a visual designer my role was to find appealing visual branding solutions to plastic bag and campaign around it which included vendor training kit.

Agile process with quick feedbacks and prototyping was adapted by team.

## BRAINSTORMING

## CONCEPT DEVELOPMENT

## QUICK PROTOTYPING

## DECIDING PRINTING TECHNIQUES AND MATERIALS

## USER FEEDBACKS

# 5

# Poster Design

# POSTER DESIGN

Designing movie and music posters is my passion. When I conceptualize movie posters I always try to take nuances from the movies themselves. My posters hint at the movie but still are incomplete in a way that they connect once you have watched the movie or listened to the music.

Personal Projects

Scope of work :
Poster design, Typography, Form design

TASTE OF CHERRY
ABBAS KIAROSTAMI
woman in the dunes
AUDI - 6.15
Hiroshi Teshigahara
TEN
AUDI - 6.15pm
ABBAS KIAROSTAMI

# 6

# Experimental movies and Photography

# EXPERIMENTAL MOVIES

**https://vimeo.com/user59523210**

# PHOTOGRAPHY

Photography, for me, means framing my view point. It became my way to enrich my visual vocabulary. Through the camera, I tend to see the things that I usually ignore.

**https://www.flickr.com/photos/9418243@N04**

THANK
YOU