



**ANISHA**

**Portfolio 2019**

# Content

1	Design Research Process & Tools, UI, Visual System Design	3 - 17
2	Publication Design	18 - 25
3	Illustration Design	26 - 35
4	Branding and Campaign Design	36 - 40
5	Poster Design	41 - 43
6	Experimental movies and Photography	44 - 46

# 1

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

# BTPN AGENT EMPOWERMENT PLATFORM

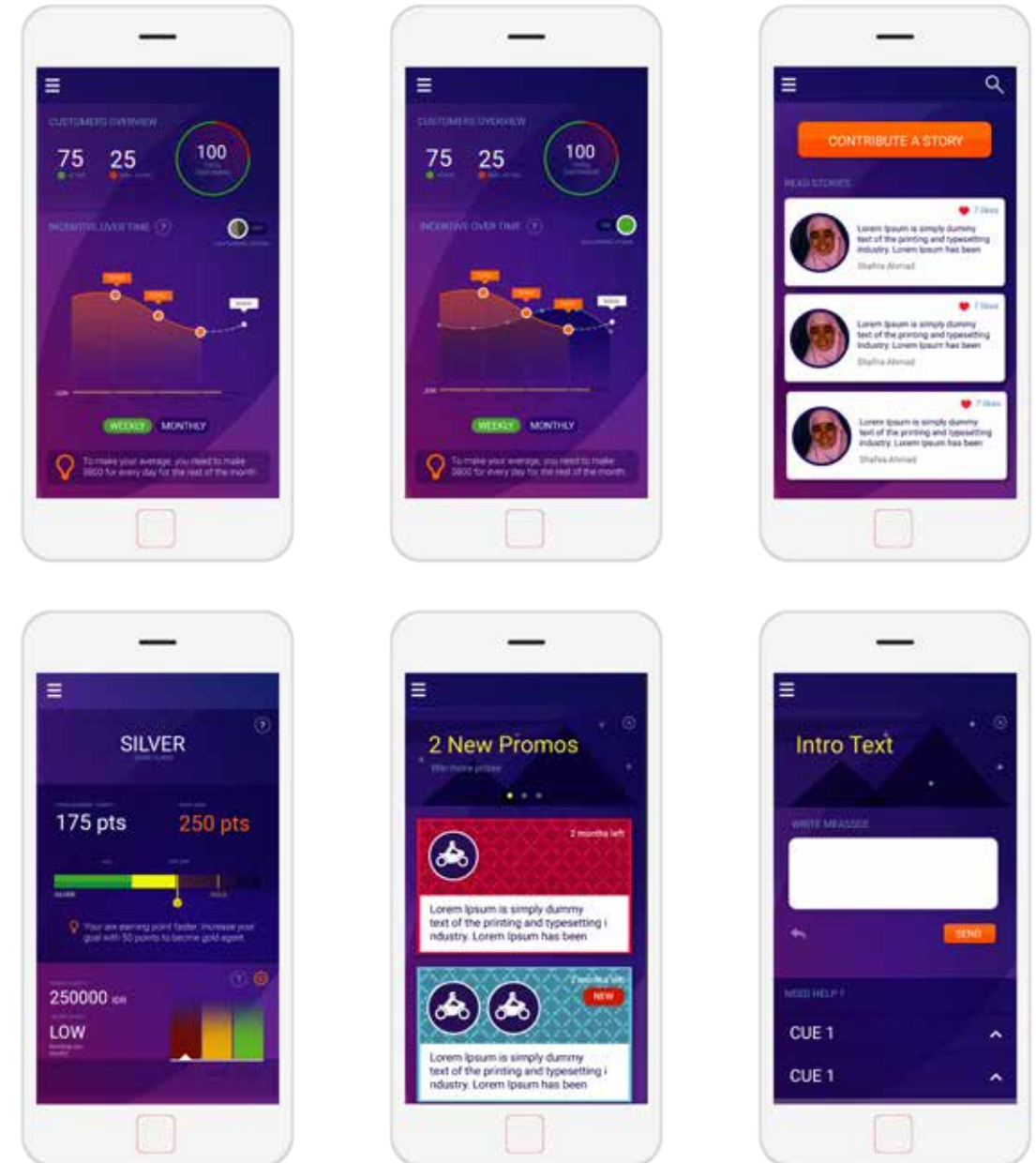
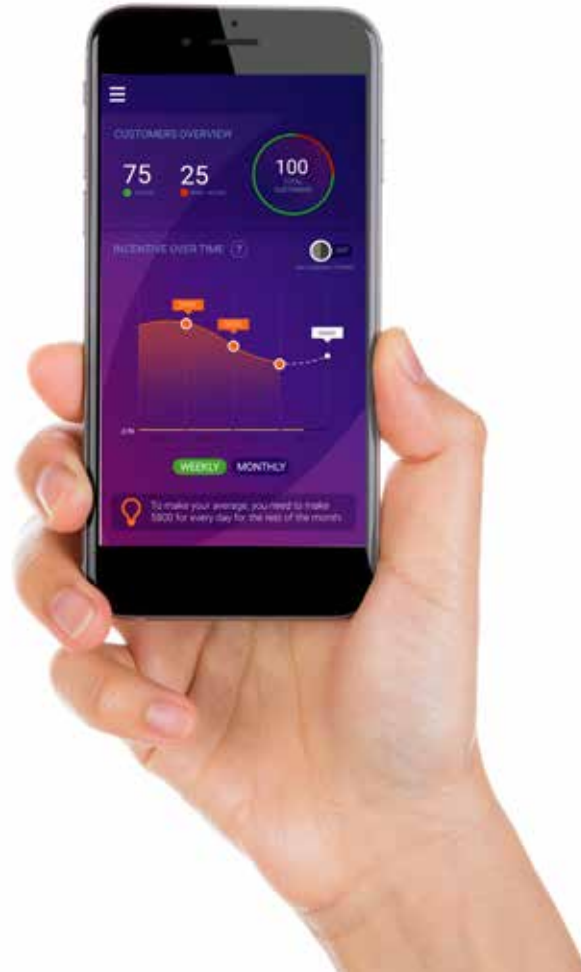
Quicksand & N-frnds, partnered with BTPN Bank to develop a comprehensive branchless banking infrastructure that is powered by technology and anchored in the principles of human centered design.

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



Understanding current brand guidelines



Mood boards and mock designs to engage workshop participants

## STAKEHOLDER WORKSHOPS

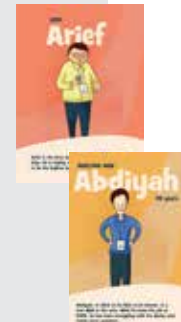
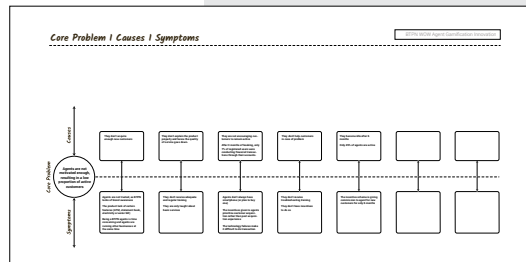


Workshops with stakeholders to understand the agent platform



## VISUALIZING RESEARCH TOOLS AND INSIGHTS

Persona building



Field notes and visual documentation



Scenario Visualizing

## PROTOTYPING

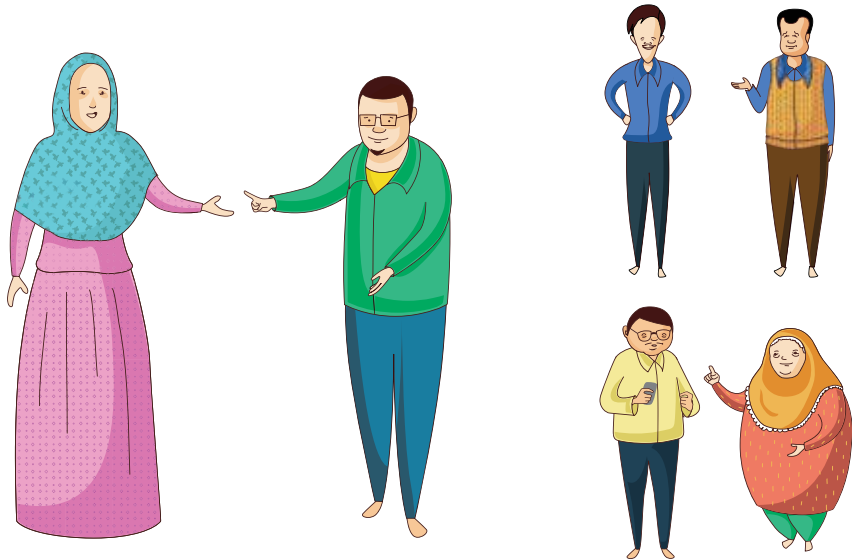
Wireframing and developing prototype



## FIELD RESEARCH AND INSIGHT GENERATION



Scenario illustration for Agent Empowerment platform for BTPN Bank Indonesia.



NEW AGENT

# Annisa

40. Shopkeeper

Annisa has been on-boarded as an agent recently. She feels strongly about serving her community and helping them make better financial decisions.

SPECIAL AGENT

# Ibu Tuti

50. Shopkeeper

Ibu Tuti is a legend among agents - balancing both sales and service with equal acumen. She is one of the highest performing agents in all of Indonesia.

## AGENT EMPOWERMENT THROUGH GAMIFICATION

Hello, I'm special agent Ibu Tuti.

Yay! I'm so excited to meet her!

This scenario is about facilitating very high performing agents and encouraging them to share their experiences. Agents who learn from others and their peers are recognized with motivation. Other agents get a chance to interact with these agents to learn from them and get motivated to become better agents.

Mukhlis achieved a diamond status after 5 months of being an agent.

A few months after achieving his new status, he receives a message from Achi about how Ibu Tuti is such a cool. Some of the members of the BTPN agents, especially Ibu Tuti.

The performing agents are given special motivation and are invited to meet to learn and interact with other agents.

Ibu Tuti is from Sumatra and has been the top performing agent in the country for 4 months.

BTPN has arranged for her to travel to Jakarta to meet with the country's top agents. Ibu Tuti is the first agent to be invited to the event.

Mukhlis is at the event and is deeply inspired by Ibu Tuti.

Wow! I want to be like her some day!

100 percent of the day when he will be a Special Agent and will get the special reward and become other agents.

Production agent center special agent helped the financial services in the form of money etc.

Mukhlis also reminds very few agents from his area have come for the talk.

After the talk, he talks with his friend Achi. The talk tells him that the event is for the special agent only. The agents who have been invited are the best.

Many Diamond and their agents from each area have been invited.

Mukhlis feels that other agents should also benefit from her talk.

I wish the others could be like her.

Achi said that Mukhlis that they have a talk with about talking with Ibu Tuti as well, and that he will be able to be a special agent.

Mukhlis still feels bad, so Achi shows him his phone.

Achi shows his phone to Mukhlis. There is a WhatsApp group with many members from agents under Ibu Tuti. Achi said to the group, so that they can experience with the other group members.

All agents get to interact at once and will be the best agent in the country. They keep and encourage interacting group like against the world.



# Visual Guidelines and Insight Document for app developer team.

BTPN WOW (Agent Engagement Platform)

Visual Guidelines


## VISUAL PRINCIPLE 03

### Local yet universal

Visual language should be inspired from motifs that are representative of Indonesian culture. These could include traditional arts like Batik (which is adapted into BTPN's corporate design identity system) or newer modern forms like graffiti and street art.

While seeking inspiration from culturally rooted motifs to build familiarity, the design language should also balance and align with the progressive values of the (BTPN WOW) brand.

For e.g. - Batik patterns are complex and layered, but essentially made of simple repeating graphical forms, inspired by objects in nature. These could be modernised and adapted for use in graphic collateral as well as elements in the design of the smartphone application.



In one of the prototypes, elements from an actual Batik print were simplified and worked into a new vector pattern. This pattern was then used in multiple squares across the application as a separator.

August 2017 • Successful

BTPN WOW (Agent Engagement Platform)

Visual Guidelines

## VISUAL PRINCIPLE 04

### Fast and easy interactions

Every visual design of the AEP assets should be informed by the realities and constraints of the agent's environment. It should optimise on interactive and the cognitive investment required from the agent, be it print (posters/flyers etc) or digital. Some ways to achieve this:

**Contextual:** Clear the clutter and stay relevant to the agent's contents (busy schedules / low resource settings, where data access is still intermittent). For e.g. Do not overload print collateral with too much copy or create too many micro-interactions within the app. Use effects (print/web) and animation (web) sparingly.

**Highlight changes:** Let user's always be clearly informed about the changes in and avoid creating confusion by doing them frequently. For e.g. if there are major changes in app layout and menus offer guidance to help users find what they need.

**Help Navigate new layouts:** Use micro-interactions to help users understand how to interact with uncommon or new layouts. This might be for layouts that have changed, or for users who are new to the platform as well.

**Call to action:** The AEP design should emphasize and focus on the most important information through simple, straightforward messaging and clear visual hierarchies. Ancillary information should be provided, albeit in a subtle way to pique the agent's interest from time to time and nudge them to the platform. For e.g. - in print one could provide agents with a table top calendar and planner that could have fortnightly reminders to check their progress.

August 2017 • Successful

BTPN WOW (Agent Engagement Platform)

Visual Guidelines

This section elaborates on the different user interface (UI) elements and interaction features of the AEP app.

These UI elements and interaction features are also represented through visuals from mockups and prototypes tested with the BTPN WOW agents.

These representations are only meant to illustrate how these guidelines pre-emptively overcome some of the ubiquitous usability issues faced by the agents (many of whom are not native smartphone users) to create a seamless and intuitive front-end experience for the AEP.

- Onboarding
- Main menu
- Bottom Tab
- Home page or Landing page
- Data Representation
- Iconography
- Feedback
- Lists
- Interaction Elements
- Grids and Spacing
- Other Visual Elements

Click on tab to see

10

BTPN WOW (Agent Engagement Platform)

Visual Guidelines


## APP SCREEN ONBOARDING

### Onboarding

When an agent installs and uses the app for the first time, there should be a set of onboarding screens that explain the most important features of the AEP. When updating the app with new features, this feature can be brought back to explain the new features or sub-features.

Use simple illustrations to help agents understand the features. Refrain from adding detailed information that might be confusing.

The status of the agent's position in this 'tutorial' can be tracked through a simple progress bar.



Explanatory graphics with relevant text instructions

Progress bar

August 2017 • Successful

BTPN WOW (Agent Engagement Platform)

Visual Guidelines


## APP SCREEN NAVIGATION

### Main menu

The main menu navigation should be linear and when using a burger menu, an anchored placement of icon is needed on all pages to access it easily by users.

Do not move the icon to a different location on another screen, this might be disorienting and confusing for the users.

The colour of the navigation menu can be an effective way of smoothly integrating the core brand into the app.



August 2017 • Successful

BTPN WOW (Agent Engagement Platform)

Visual Guidelines

## APP SCREEN DATA REPRESENTATION

### Buttons

Since there are several layers of data being represented, the agent should be able to control different layers through the use of buttons or switches as interaction elements. Special care should be taken to maintain visual hierarchy.

Additionally, there could cases where an on and off interaction might be used. This is a good opportunity to integrate a micro-interaction, but care should be taken that the change is apparent and that the states are clearly labeled.



For example in the timeline over time section, the weekly and monthly buttons should be visually distinguishable through coloured tabs or highlighted text.

In graphs such as the above, the data points can be turned into buttons to reveal their value when clicked. Thus keeping the overall graph minimal, but having the information one click away.

August 2017 • Successful

BTPN WOW (Agent Engagement Platform)

Visual Guidelines

## APP SCREEN ICONOGRAPHY

### Standard icons

As many agents are familiar with smartphone apps like Instagram, Facebook and WhatsApp, an effort should be made to use standard icons for functions like share, edit etc, rather than designing custom ones.



### Custom icons

Custom icons should be used carefully as the new icons might create confusion because of unfamiliarity. It is recommended to refrain from new or unfamiliar visual metaphors in icons. In case an icon must be used, it should be accompanied by a label or explanatory text.



In the case of the AEP, the custom icons could be for the major features such as, i.e. graphics and prices, messaging, community corner and performance.

August 2017 • Successful

BTPN WOW (Agent Engagement Platform)

Visual Guidelines

## APP SCREEN GRIDS AND SPACING

### Grids and Spacing

Grids help keep everything consistent as a user moves through different screens on the app.

Use multiples of 8 for any other measure to define dimensions, padding, and margins of both the block and inline elements. Make sure to maintain consistent widths and heights with the margins and padding.

Baselining the text is a great tool for developing vertical consistency in the designs. By positioning the baseline of each line of text onto evenly-spaced lines, you can easily bring all of your UI elements into a harmonious vertical rhythm.



Sample grid for block and inline elements

Baseline text grid

August 2017 • Successful

BTPN WOW (Agent Engagement Platform)


Visual Guidelines

## APP SCREEN OTHER VISUAL ELEMENTS

### Patterns

As described in a few other sections, patterns can be used in various ways across the application. We recommend that the pattern be inspired from Indonesian art and craft cultures. The corporate Batik pattern can also be a good starting point to pick up motifs to build off of. It can be a great way to bring the local essence and feel into the app.

Different kind of patterns can be used to imply different moods and meanings. Patterns can also be used in different gradations across the app to create emphasis, visual flow and consistency.



August 2017 • Successful

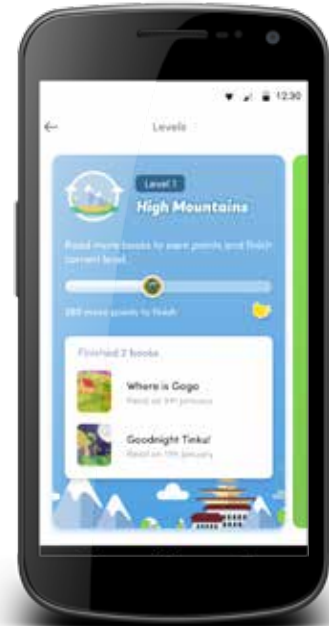
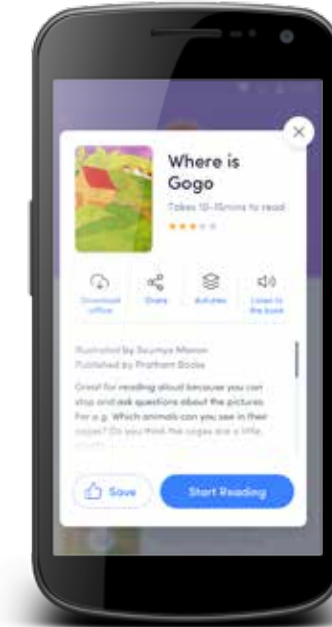
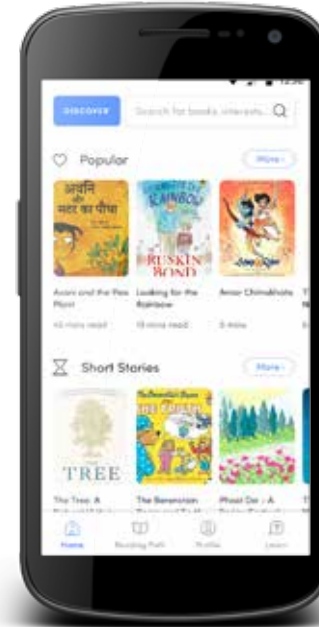
# WORLD READER KIDS BOOK READING APP

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.

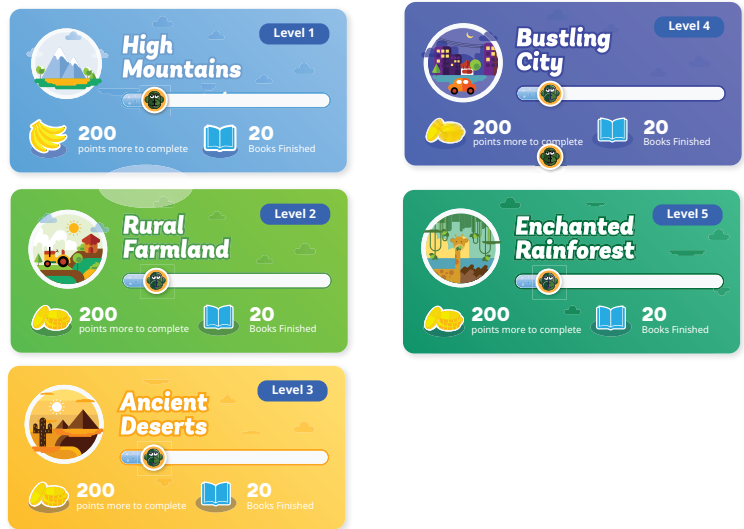
Agency : Quicksand  
Client : Worldreader  
Scope of work :  
UI, GUI, illustration, layouting



Visual system



Game Level Cards



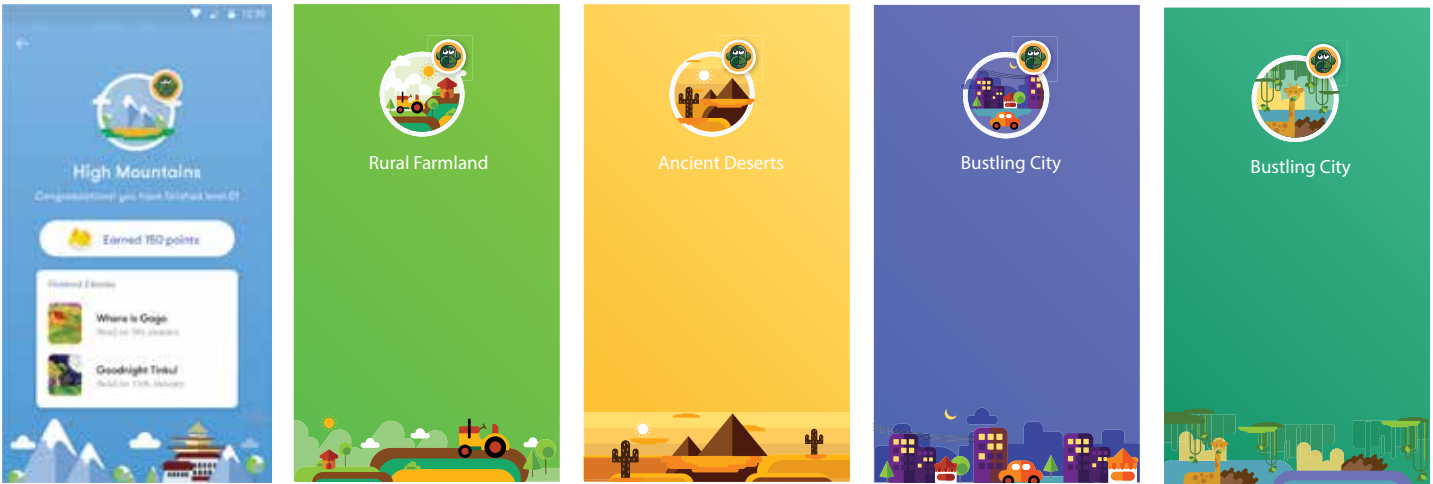
Game Avatar



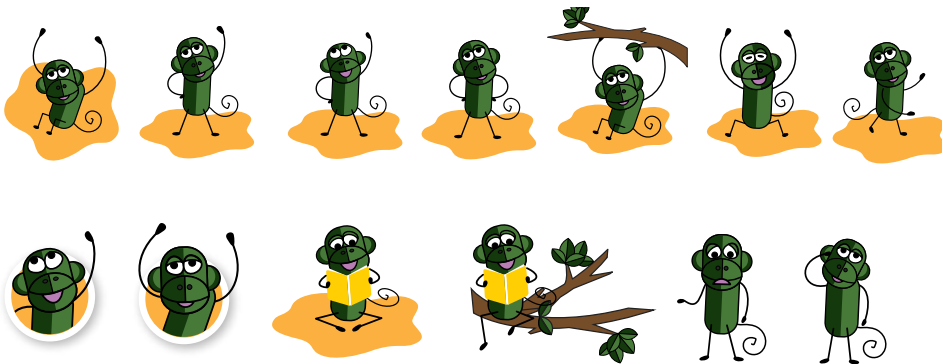
Game Level Icons



Game Level Intro page



Character Design





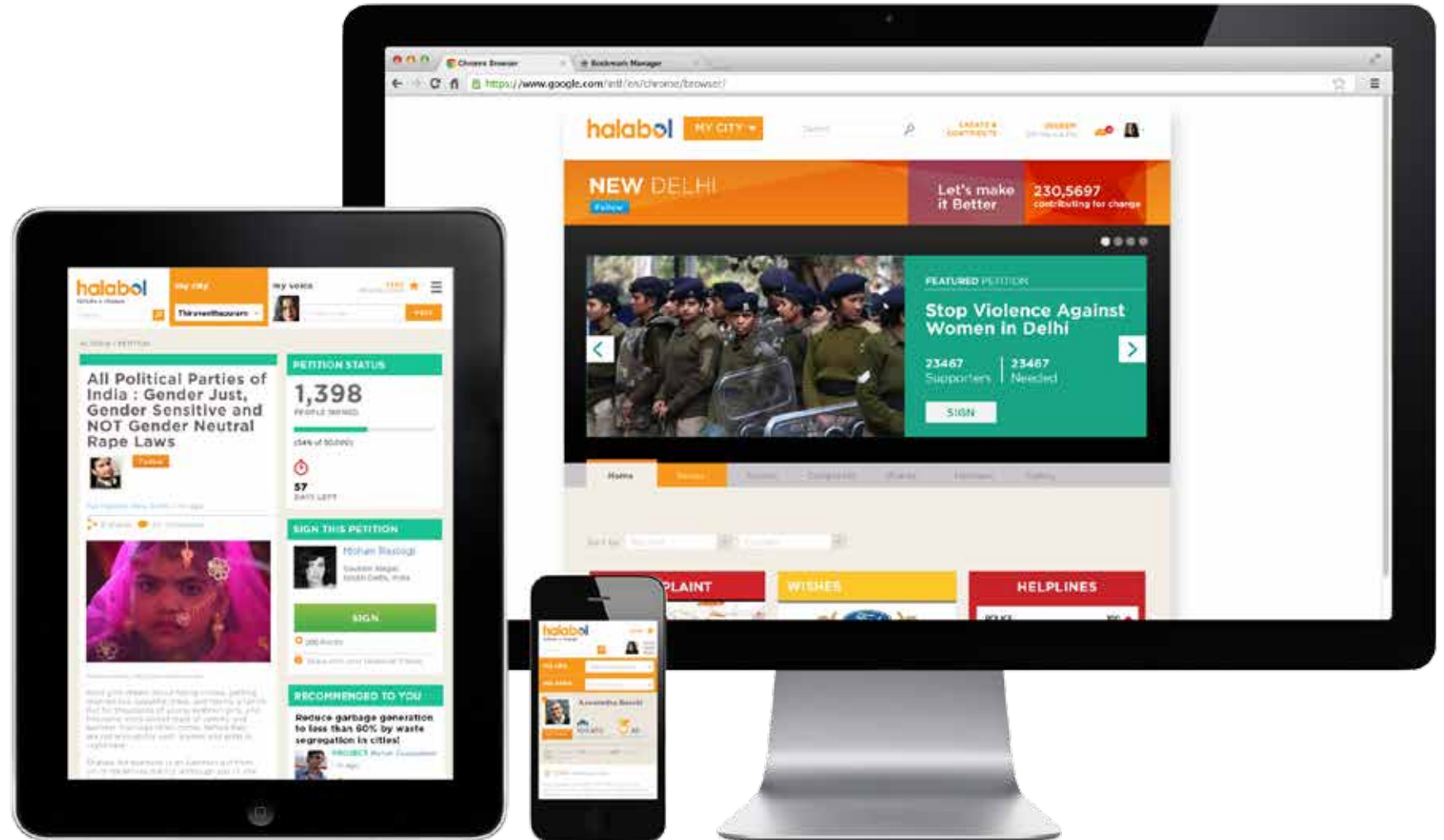
# HALABOL WEBSITE DESIGN

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 revitalize their website using Drupal as the main platform.

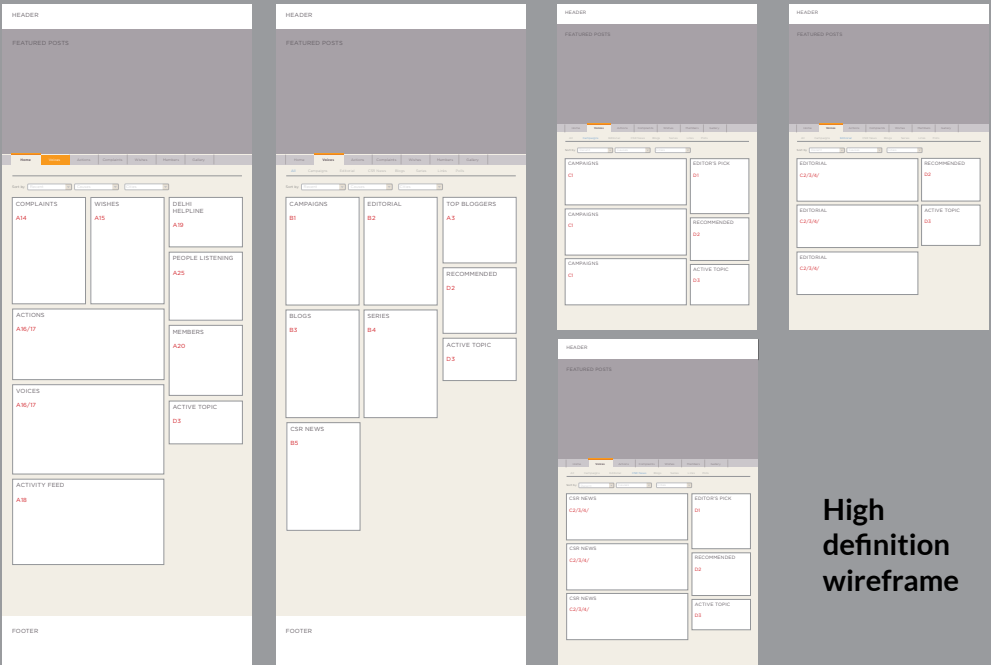
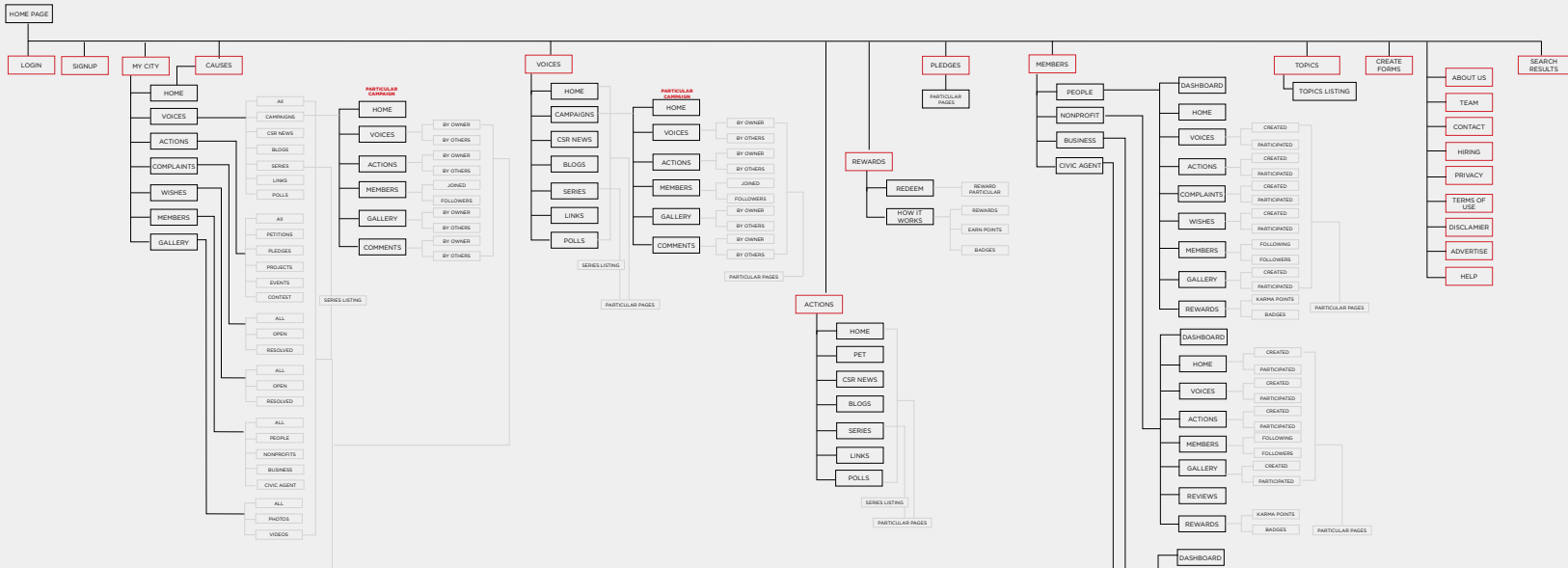
After some extensive research and brainstorming, we developed the concept, UI and visual design for the website.

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



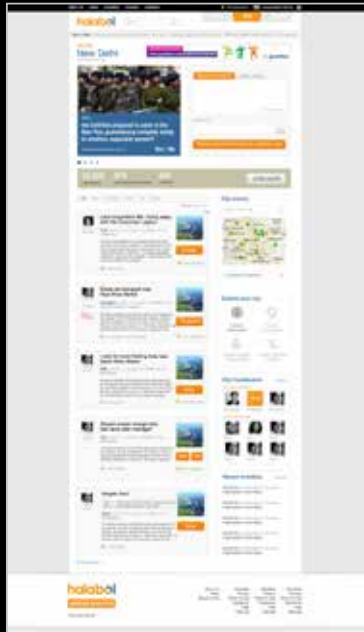
Agency : Design Route  
Client : Halabol  
Scope of work :  
UX, UI, Responsive design

Halabol site map



High definition wireframe

Halabol visual design explorations



Responsive page layouts : Computer screen

halabol

MY CITY

Search

CREATE & CONTRIBUTE

REDEEM

270 Karma Pts

20

1

NEW DELHI

Follow

Let's make it Better

230,5697 contributing for change

FEATURED PETITION

Stop Violence Against Women in Delhi

23467 Supporters

23467 Needed

SIGN

Home

Voices

Actions

Campaigns

Wiki

Members

Gallery

Sort by

Recent

Causes

30

TOP COMPLAINT

WOMEN

HELPLINES

19th-day results in schools are an eye opener

19th-day results in schools are an eye opener

19th-day results in schools are an eye opener

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

VOICES

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

PEOPLE LISTENING

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

MEMBERS

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

VOICES

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

ACTIVITY

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

ACTIVE TOPICS

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

APPLICABILITY OF COMMERCIAL SOLAR ROOFTOPS IN INDIA

SHOW MORE

VOICES

ACTIONS

PEOPLE

CAUSES

halabol

ABOUT HALABOL

Team

We Are Hiring

Contact

Help

CREATE AND CONTRIBUTE

Complaints

Wiki

Campaign

Blog

Link

CSR NEWS

Petitions

Pledges

Events

Business

CONTACT

Policy

Nonprofits

Business

FOLLOW US ON

Facebook

Twitter

Instagram

YouTube

WATCH HALABOL TV

SUBSCRIBE NEWSLETTER

EMAIL

SIGNUP

ADVERTISEMENT

Privacy

Terms of Use

Disclaimer

Sitemap

halabol

MY CITY

Search

CREATE & CONTRIBUTE

REDEEM

270 Karma Pts

20

1

VOICES

Campaigns, News and Opinions

Let's make a change together for the population

by Pooja Mahalakshmi Iyer

Home

Campaigns

CSR News

Editorial

Blogs

Series

Polls

Gallery

Sort by

Recent

Causes

30

FEATURED CAMPAIGNS

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

EDITORIALS

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

LINKS

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

TOP BLOGGERS

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

GALLERY

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

halabol

ABOUT HALABOL

Team

We Are Hiring

Contact

Help

CREATE AND CONTRIBUTE

Complaints

Wiki

Campaign

Blog

Link

CSR NEWS

Petitions

Pledges

Events

Business

CONTACT

Policy

Nonprofits

Business

FOLLOW US ON

Facebook

Twitter

Instagram

YouTube

WATCH HALABOL TV

SUBSCRIBE NEWSLETTER

EMAIL

SIGNUP

ADVERTISEMENT

Privacy

Terms of Use

Disclaimer

Sitemap

halabol

MY CITY

Search

CREATE & CONTRIBUTE

REDEEM

270 Karma Pts

20

1

ACTIONS

Petitions, Pledges, Projects and Events

Place dustbin in non Ac and general compartments

2345 Supporters

SIGN

Home

Petitions

Projects

Pledges

Events

Contact

Gallery

Sort by

Recent

Causes

30

PETITIONS

Place dustbin in non Ac and general compartments

Place dustbin in non Ac and general compartments

UPCOMING EVENT

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

RECENT PROJECT

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

GALLERY

Augmenting Economy in Jammu & Kashmir

Augmenting Economy in Jammu & Kashmir

halabol

ABOUT HALABOL

Team

We Are Hiring

Contact

Help

CREATE AND CONTRIBUTE

Complaints

Wiki

Campaign

Blog

Link

CSR NEWS

Petitions

Pledges

Events

Business

CONTACT

Policy

Nonprofits

Business

FOLLOW US ON

Facebook

Twitter

Instagram

YouTube

WATCH HALABOL TV

SUBSCRIBE NEWSLETTER

EMAIL

SIGNUP

ADVERTISEMENT

Privacy

Terms of Use

Disclaimer

Sitemap

Tablet

halabol

my city

my voice

270 Karma Pts

20

1

Thiruvanthapuram

my city

my voice

Let's make it Better

230,5697 contributing for change

Home

Voices

Actions

Campaigns

Wiki

Members

Gallery

Sort by

Recent

Causes

30

FEATURED PETITION

All Political Parties of India : Gender Just, Gender Sensitive and NOT Gender Neutral Rape Laws

23467 Supporters

SIGN

RECOMMENDED TO YOU

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

FOLLOWERS

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

ACTIVE TOPICS

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

CREATE A BETTER CITY

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

halabol

ABOUT HALABOL

Team

We Are Hiring

Contact

Help

CREATE AND CONTRIBUTE

Complaints

Wiki

Campaign

Blog

Link

CSR NEWS

Petitions

Pledges

Events

Business

CONTACT

Policy

Nonprofits

Business

FOLLOW US ON

Facebook

Twitter

Instagram

YouTube

WATCH HALABOL TV

SUBSCRIBE NEWSLETTER

EMAIL

SIGNUP

ADVERTISEMENT

Privacy

Terms of Use

Disclaimer

Sitemap

Mobile

halabol

my city

my voice

270 Karma Pts

20

1

Thiruvanthapuram

my city

my voice

Let's make it Better

230,5697 contributing for change

Home

Voices

Actions

Campaigns

Wiki

Members

Gallery

Sort by

Recent

Causes

30

FEATURED PETITION

All Political Parties of India : Gender Just, Gender Sensitive and NOT Gender Neutral Rape Laws

23467 Supporters

SIGN

RECOMMENDED TO YOU

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

FOLLOWERS

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

ACTIVE TOPICS

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

CREATE A BETTER CITY

Reduce garbage generation to less than 60% by waste segregation in cities!

Reduce garbage generation to less than 60% by waste segregation in cities!

halabol

ABOUT HALABOL

Team

We Are Hiring

Contact

Help

CREATE AND CONTRIBUTE

Complaints

Wiki

Campaign

Blog

Link

CSR NEWS

Petitions

Pledges

Events

Business

CONTACT

Policy

Nonprofits

Business

FOLLOW US ON

Facebook

Twitter

Instagram

YouTube

WATCH HALABOL TV

SUBSCRIBE NEWSLETTER

EMAIL

SIGNUP

ADVERTISEMENT

Privacy

Terms of Use

Disclaimer

Sitemap



# MAGIC PATHSHALA MOBILE WEBSITE DESIGN

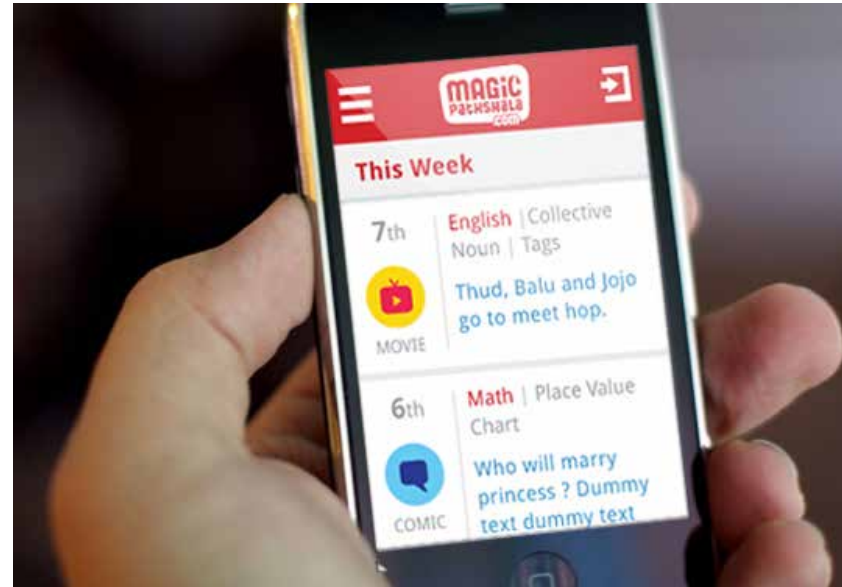
This was a UI and Visual Design project for an online educational resource website for a primary school. The website was to be designed for low end mobile devices as the primary users were teachers and students from rural schools.

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

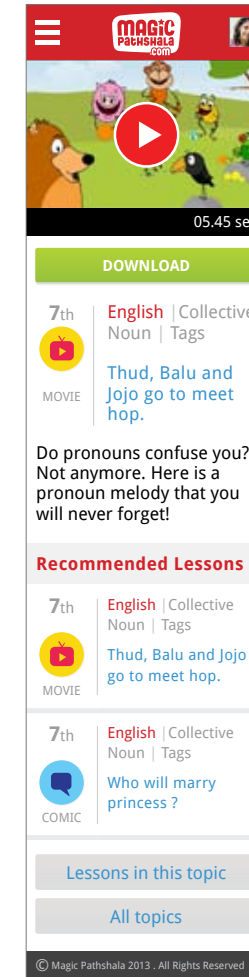
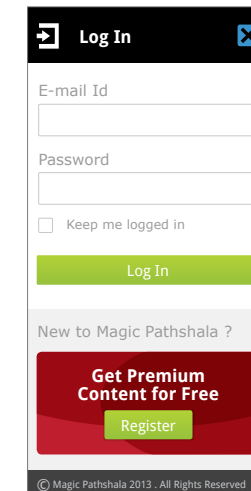
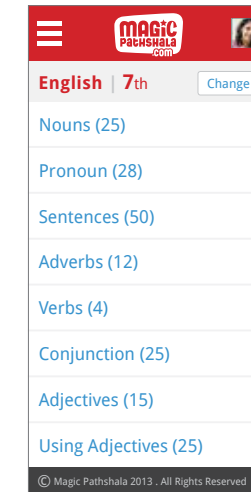
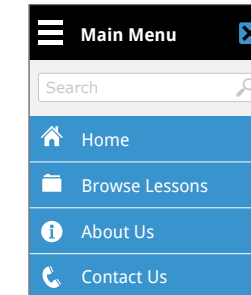
## Mobile Website



## Icon explorations



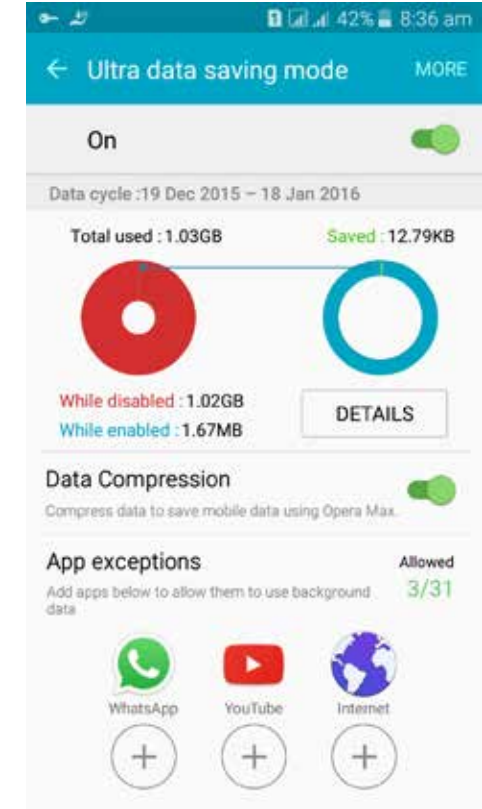
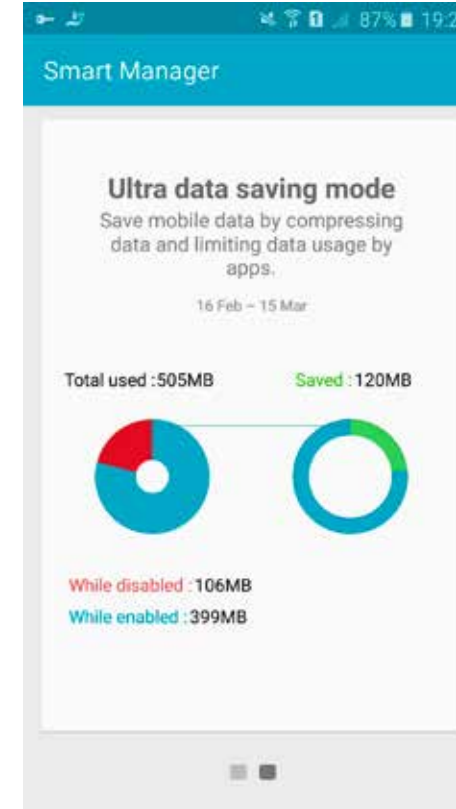
## Navigation and visual design



# 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 understand Samsung OS visual language and adapt India specific 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.

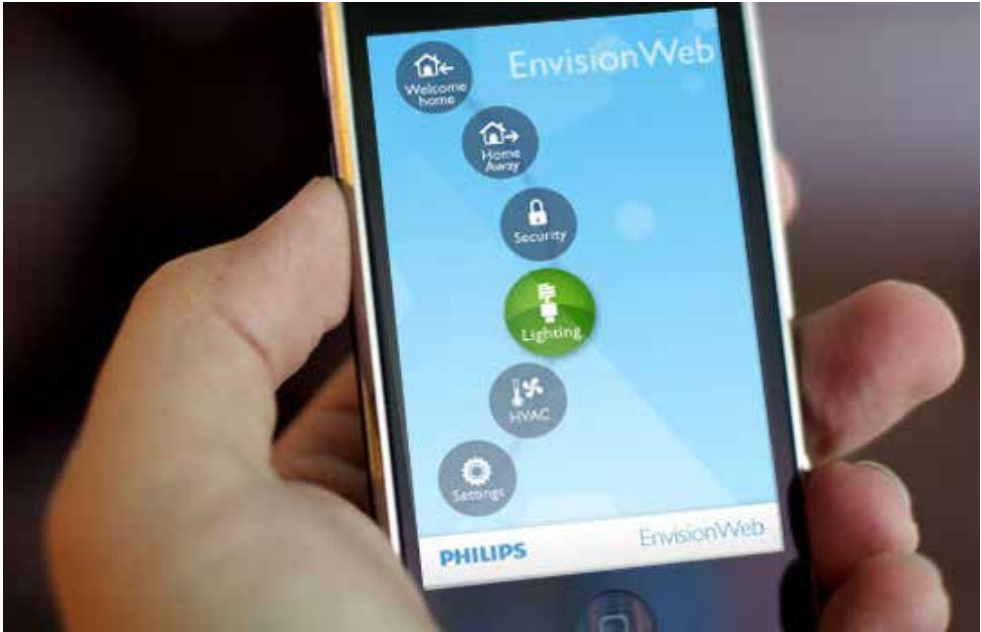
Agency : Philips Delhi  
Client : Philips Lighting  
Scope of work :  
Tablet web app design, UI,  
Icon Design



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



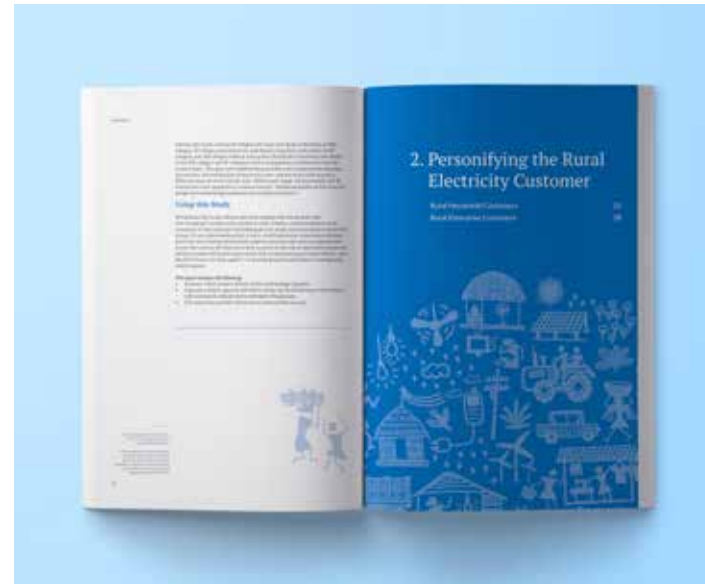
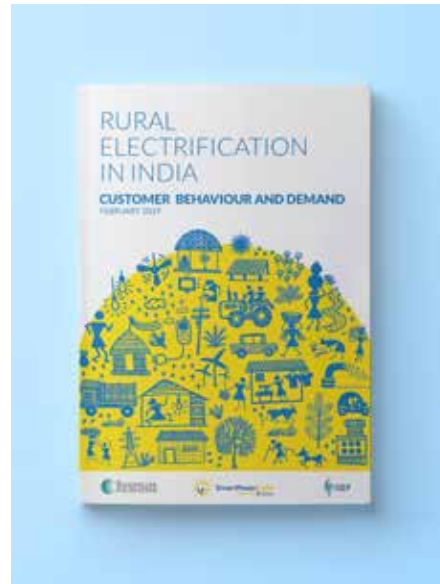
Icons and Interface



**2**

# **Publication Design**

# Rural Electrification In India - Research Report Design



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

# FUTURE AS FICTION

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



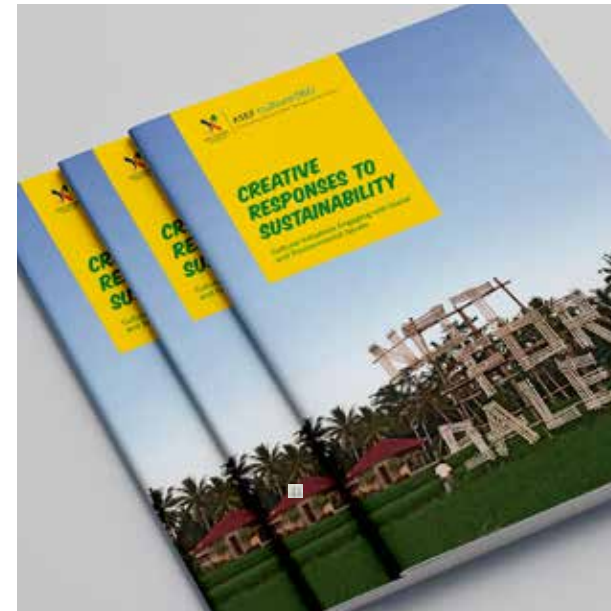
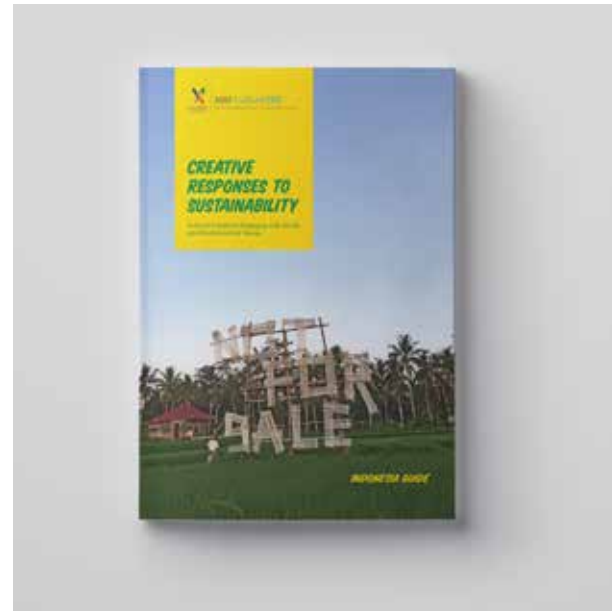


# CREATIVE RESPONSES TO SUSTAINABILITY, INDONESIA GUIDE

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



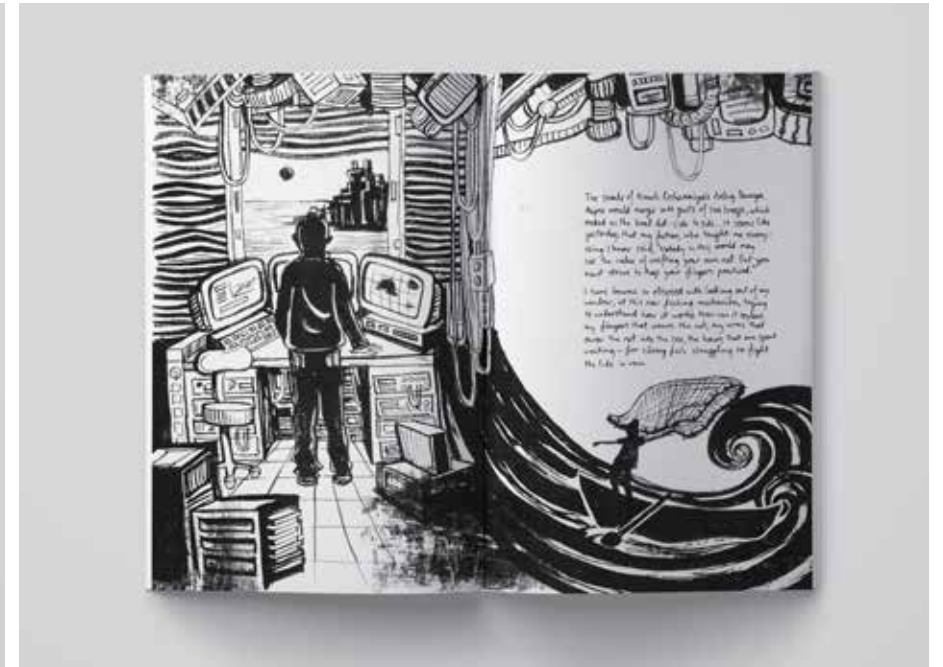
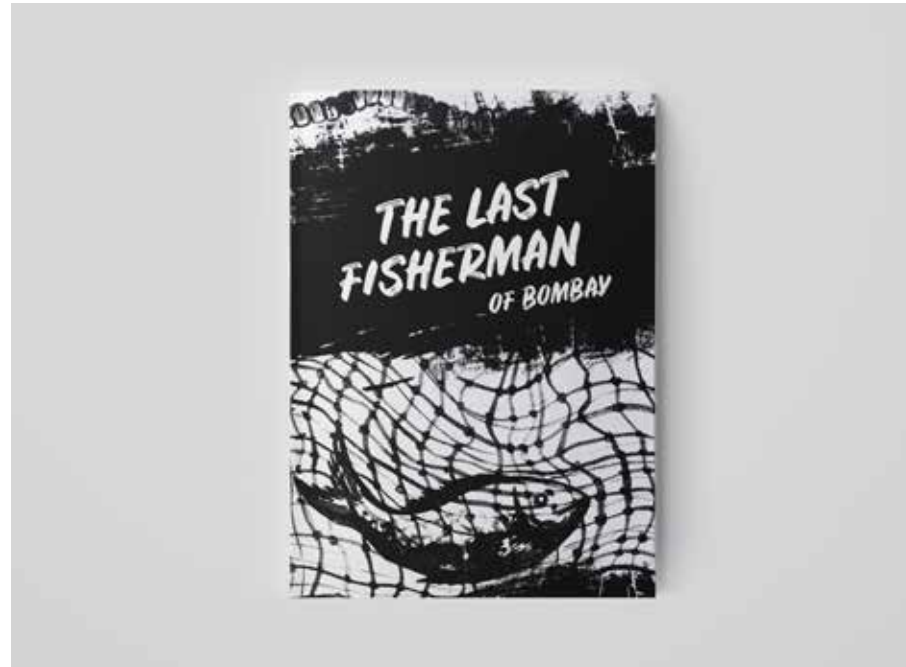
# ZINE DESIGN FOR ST+ART FESTIVAL 2017

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 practices adapt and change? Will vested business interests overuse advanced technology, and leave the world 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 immunization for diarrhoea and pneumonia.

The brochure design included data visualization 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

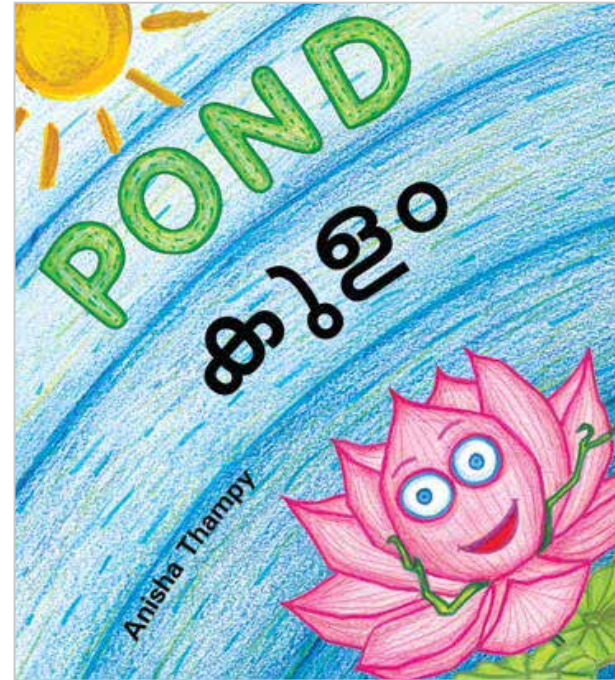
This is one of the books from the series of bilingual books to encourage children to 'imagine words' and build their vocabulary with the aid of pictures in a storytelling setting. By providing words in two languages simultaneously, the books create a platform for children to build their own narratives.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

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

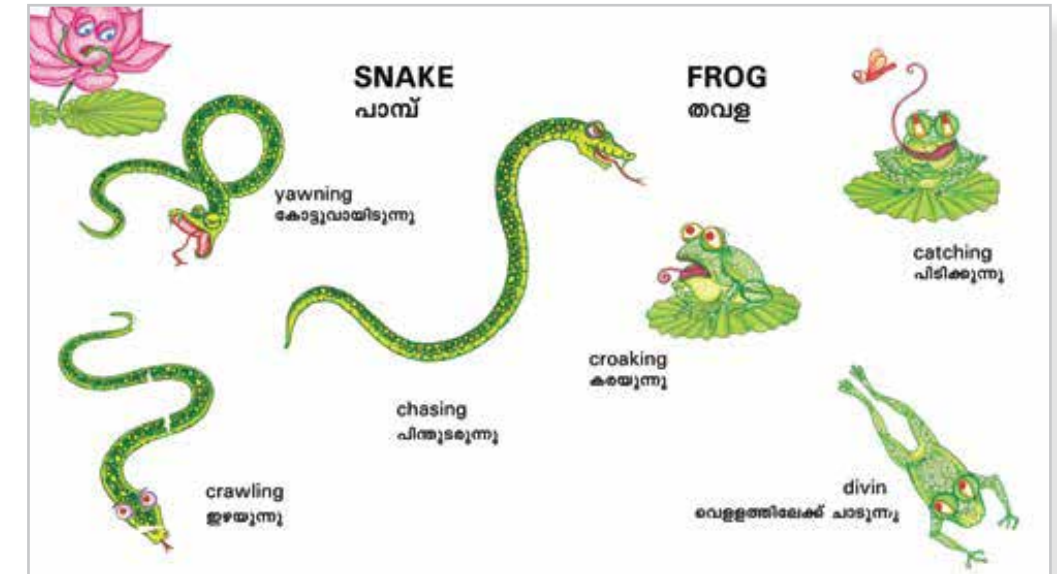
<https://kitaabworld.com/products/pond-talaab-1>

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

Front Cover



Inside Pages



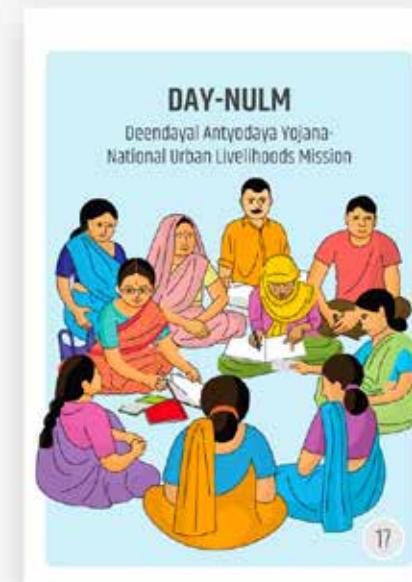
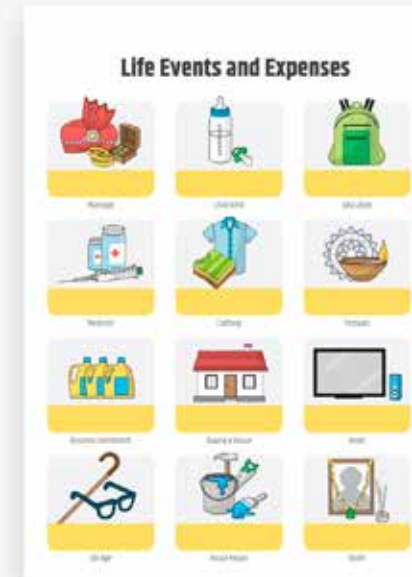
**3**

**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.

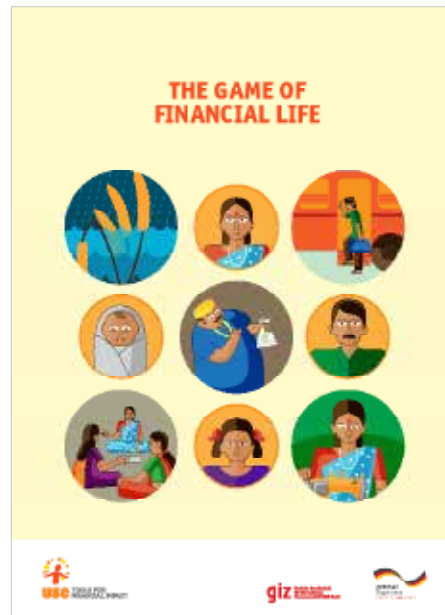
<http://designroute.in/projects/financial-capability>

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

Identity design



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





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**

**asianpaints**

**INDIA DESIGN 2014**

14th - 18th February 2014  
NSIC GROUNDS, OKHLA, NEW DELHI  
[www.indiadesignid.com](http://www.indiadesignid.com)

**style and the city**

seek + find  
**ID SATELLITE**  
10th - 14th February 2014  
AT SELECT LOCATIONS ACROSS NEW DELHI & NCR

Delhi seems to be buzzing with design as ID Satellite pitches tent across the city. Feast your eyes on specially curated art shows, pop-up designer installations or at previews of India Design ID 2014's exemplary showcase. Work up an appetite and sample eclectic cuisine at selected restaurants. Avail of special discounts and offers at stores with a design flair and make the most of home makeover tips from leading names in design. To top it all, three specially chosen design districts will be the heart of this year's celebrations. Come along and make your presence felt!

**DESIGNER INSTALLATIONS**

<b>SANKU &amp; SANTHAK</b> G THE LODGE HOTEL & RESIDENCES Lodges Road, New Delhi 110027	<b>CASA PARADOX</b> NARAIN DISTRICTS R DLF EMPORIO Sector 16, Gurgaon, Haryana, New Delhi 110029
<b>SACHIN DEWBER SEBASTIAN</b> R LE MERIDIEN A Windsor Palace, Connaught Place, Jangpoh Road, New Delhi 110029	<b>BHETI RAIL</b> R DLF EMPORIO A Sector 16, Gurgaon, Haryana, New Delhi 110029
<b>S THIRU &amp; VIKRAM SHASMA</b> R LE MERIDIEN A Windsor Palace, Connaught Place, Jangpoh Road, New Delhi 110029	<b>ALEX DAVID</b> G GALLERY ON MS 13 MG Road, Near Suburban Mall, New Delhi
<b>DIVA THAMIR</b> G THE PARK 11 Parliament Street, New Delhi 110001	<b>SELECT CITY WALK</b> G TBC A-3, Dargah Chauraha, New Delhi 110017

**PARTICIPATING STORES**

<b>ADDRESS HOME</b> 25 Saketpur Shopping Complex, Connaught Place	<b>RIGAN</b> 21 Saketpur Shopping Complex, Connaught Place
<b>ADDRESS HOME</b> A-1, Saketpur Shopping Complex, Connaught Place	<b>GOGAN</b> 21 Saketpur Shopping Complex, Connaught Place
<b>ALCHEMY</b> A-1, Saketpur Shopping Complex, Connaught Place	<b>GOGAN</b> 21 Saketpur Shopping Complex, Connaught Place
<b>APARTMENT 5</b> A-1, Saketpur Shopping Complex, Connaught Place	<b>GOGAN</b> 21 Saketpur Shopping Complex, Connaught Place
<b>BEYOND DESIGN</b> A-1, Saketpur Shopping Complex, Connaught Place	<b>GOGAN</b> 21 Saketpur Shopping Complex, Connaught Place

**DESIGN DAYS**  
SHAHPUR JAT - 10th Feb  
LADO SARAI - 11th Feb  
MEHERCHAND MARKET - 12th Feb

And many more locations across New Delhi & NCR.

New Delhi District





Chanakyapuri



NATIONAL RAILWAY MUSEUM

Safdarjung's Tomb



Udyog Nagar

Meherehand Market

Lodhi Colony

NEHRU STADIUM



Sunder Nagar Market



NIZAMUDDIN RAILWAY STATION

LES PARISIENNES

THE WISHING CHAIR

HUMAYUN'S TOMB

Netaji Nagar



DILLI HAAT



INA MARKET



DEFENCE COLONY

Lajpat Nagar



MAHARANI BAGH



New Friends Colony



AIIMS



Amar Colony

Greater Kailash II

LOTUS TEMPLE



Nehru Place

ID

Safdarjung Enclave



Hauz Khas Village

IIT Delhi

Sanjay

Shahpur Jat

SIRI FORT SPORTS COMPLEX

HANS RAJ GUPTA

Kalkaji

NSIC GROUNDS OKHALA

BHAKTI VEDANT SWAMI MARG

MATHURA ROAD

OUTER RING ROAD

CAPTAIN GAVR MARG

Greater

HO CHI MINH MARG

ISV DARSHAN MARG

PANCHSHEEL MARG

SHAHJEE JEEET SINGH MARG

AFRICA AVENUE

GREEN PARK

NIFT HAUZ KHAS

ANSAL PLAZA

RING ROAD

RING ROAD

AUGUST KRANTI MARG

SHRI GANGAMATH MARG

SHRI GANGAMATH MARG

BRIG. HOSHIAR SINGH RD

BRIG. HOSHIAR SINGH RD

BRIG. HOSHIAR SINGH RD

BRIG. HOSHIAR SINGH RD

BRIG. HOSHIAR SINGH RD

BRIG. HOSHIAR SINGH RD

BRIG. HOSHIAR SINGH RD

SARDAR PATEL MARG

PANCHSHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

NYAYA WHEEL MARG

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

SAFARJUNG RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

PRITHVIRAJ RD

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

SUBRAMANIAM MARG

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

AKIR HUSSAIN RD

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI GOLF CLUB

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA DIRECT FLYWAY

DELHI NOIDA



# ILLUSTRATION FOR LONDON DESIGN BIENNALE

These illustrations were an attempt to show the grassroots innovators from rural India. Illustrations were 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

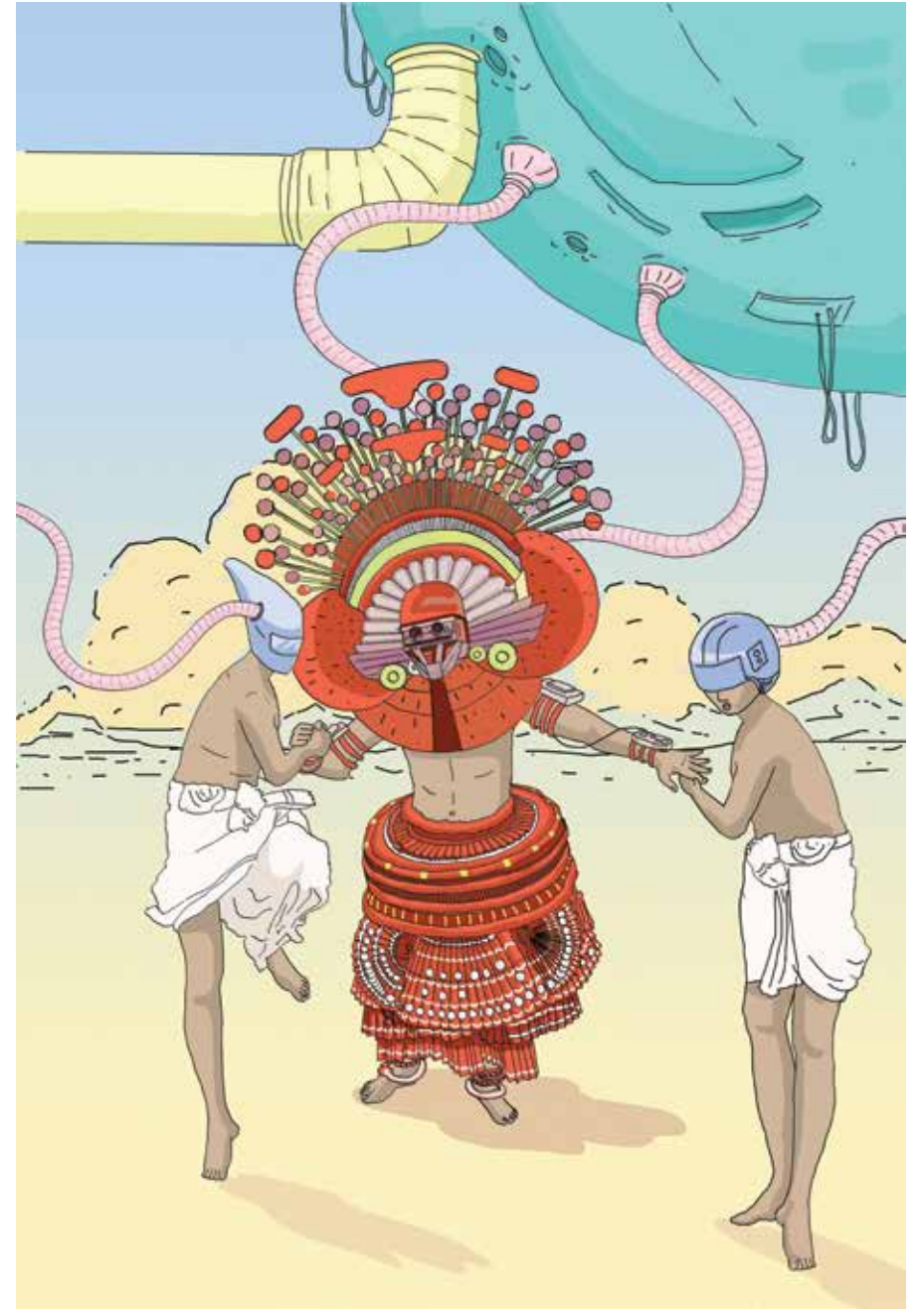
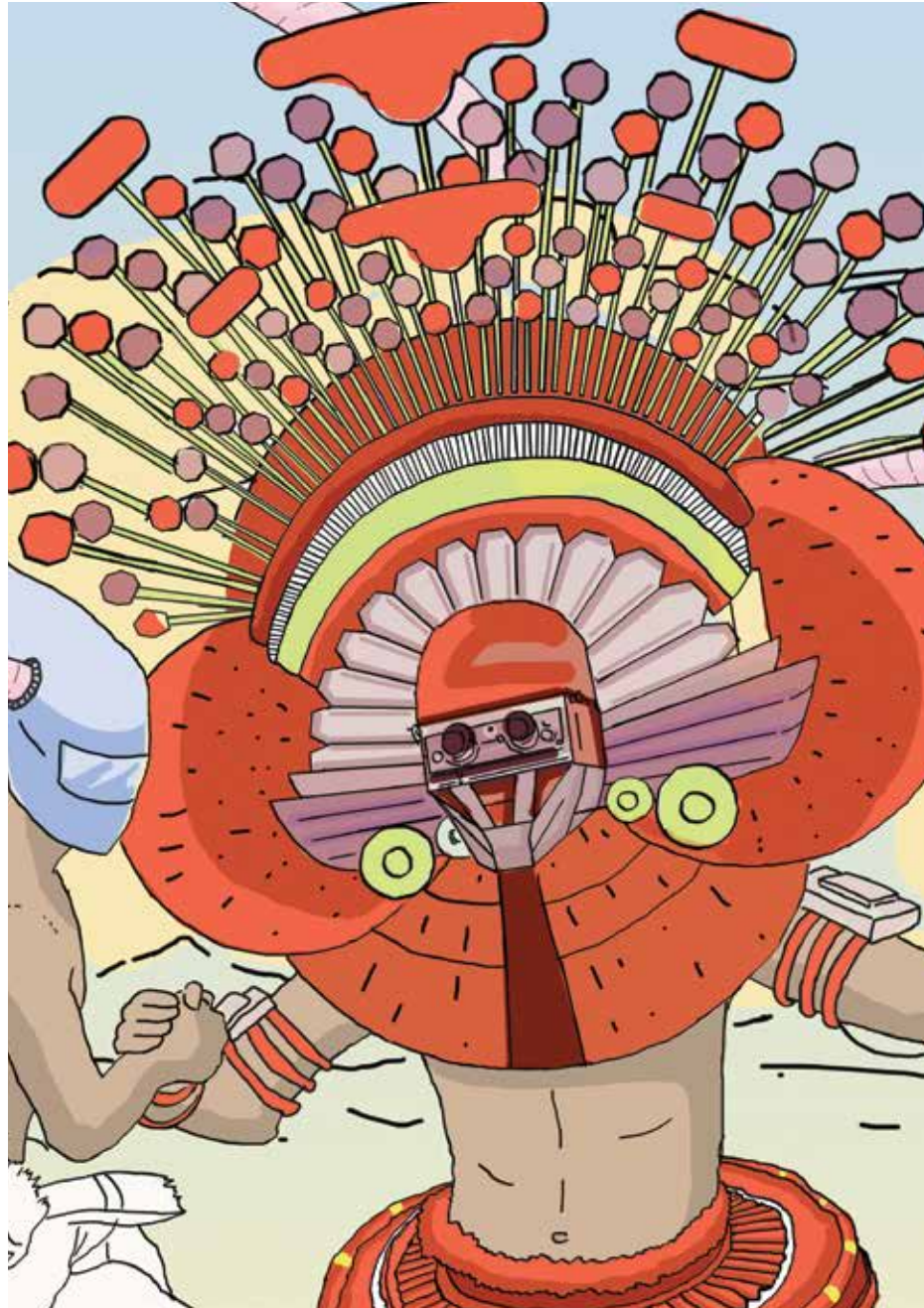
EyeMyth is a media arts festival, unique in its juxtaposition of Indian and global artists and progressive media.

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/](https://www.instagram.com/anishathampy/)

Freelance  
Clients : Tulika, Chennai,  
Kerala Institute for  
Children's 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



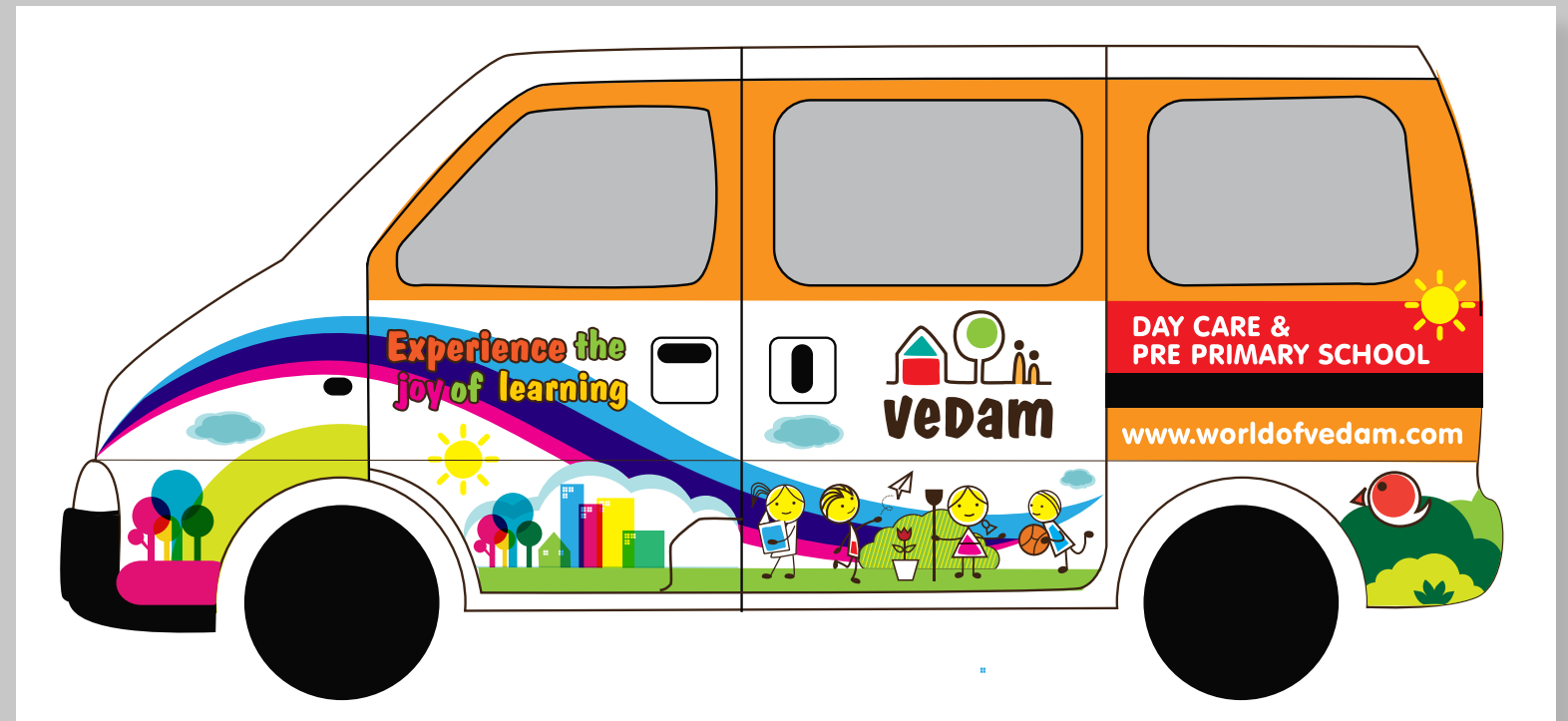
Canopy backdrop



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**



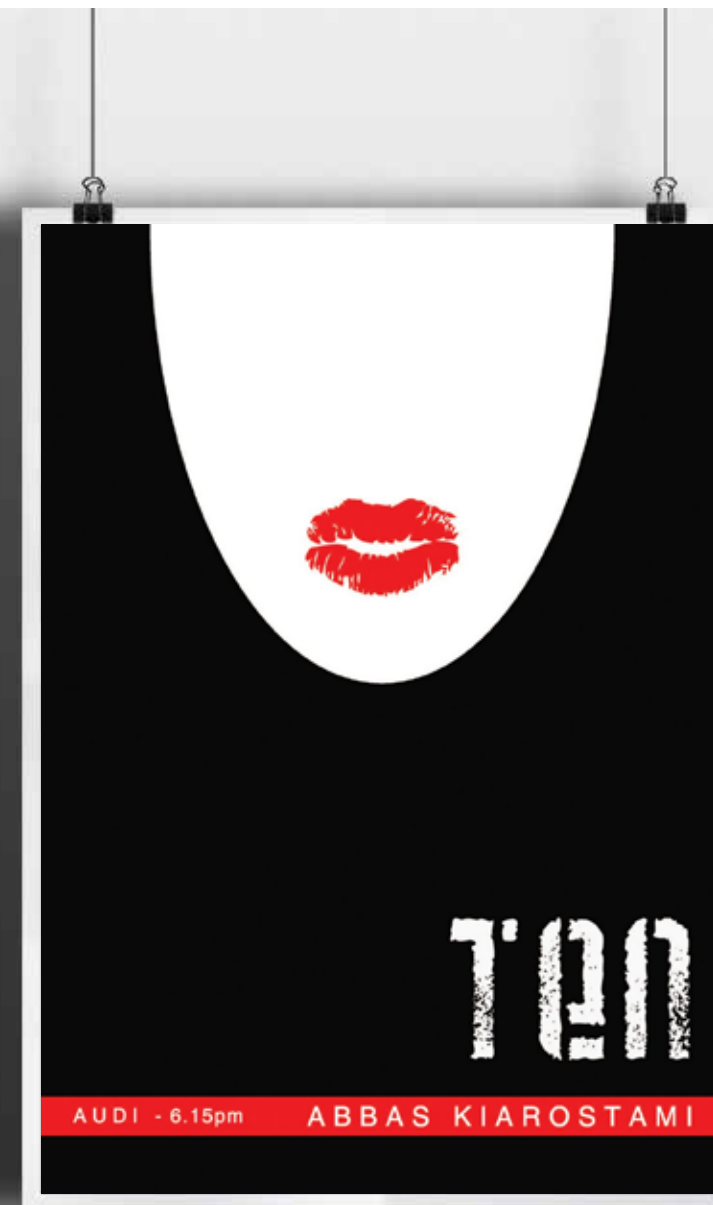
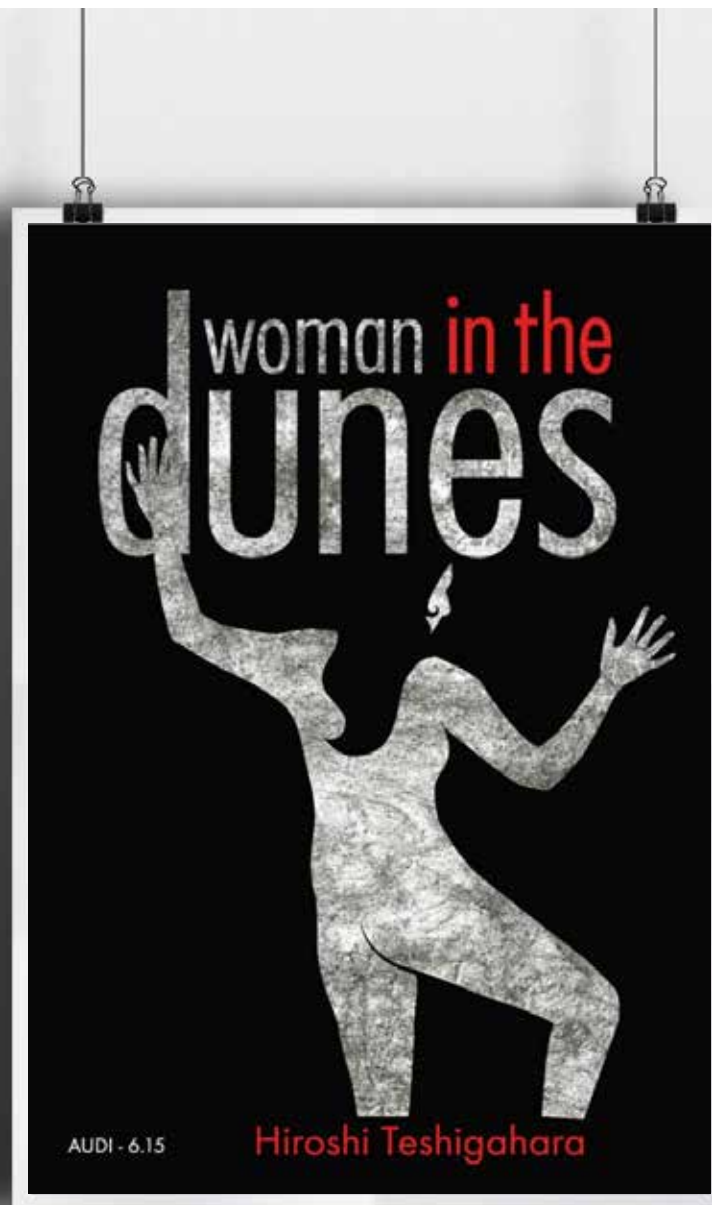
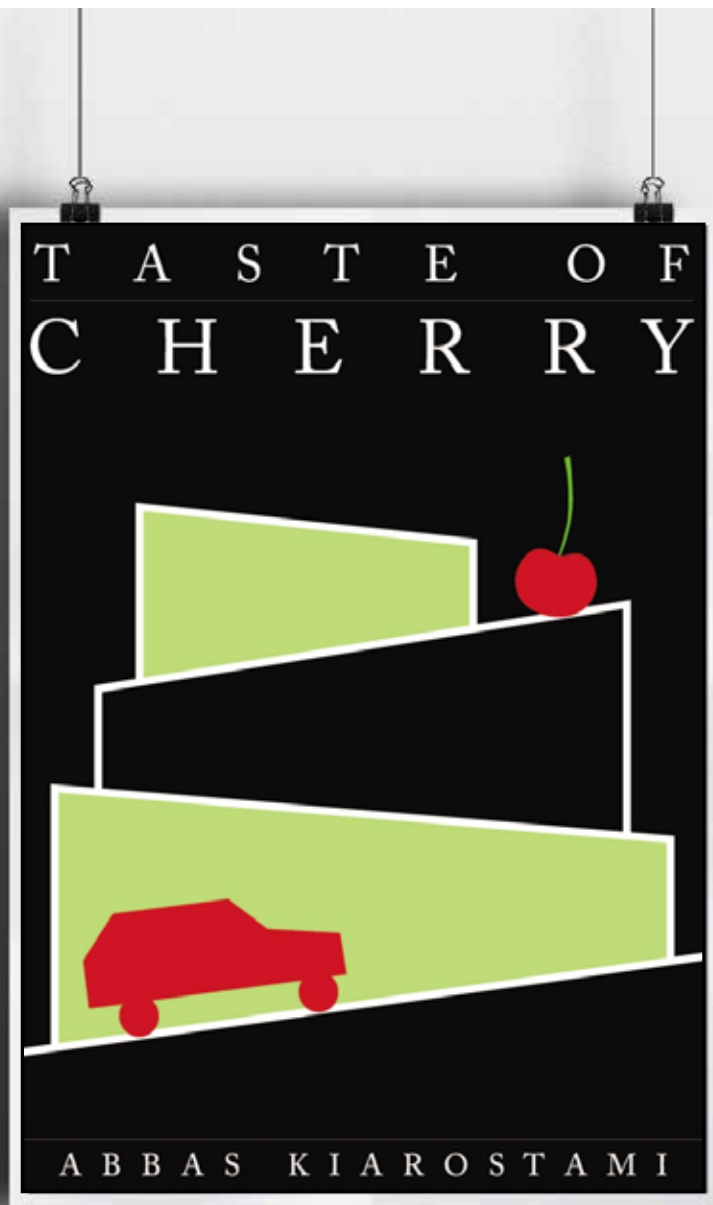
## POSTER DESIGN

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



# 6

## **Experimental movies and Photography**



# EXPERIMENTAL MOVIES

[https://vimeo.com/  
user59523210](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>



