



RANJEET SENGAR

# PORTFOLIO PRESENTATION





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- Closing



# RRANNU

MY INTRODUCTION



# RANJEET SENGAR

UX|UI Designer & Dev

11+ years of experience

**Email:** [ranjeet.sengar19@gmail.com](mailto:ranjeet.sengar19@gmail.com)

**Mobile:** +31 617 098 632

**Github:** <https://github.com/sengar23>

**Linkedin:** <https://linkedin.com/in/sengar19>

**Portfolio:** <https://behance.net/sengar23>

I make stories come alive



Web UI/UX  
Design & Dev



Mobile UI/UX  
Design



Interaction  
Design



Brand Design



Product  
Management



# SEEING

THE PROCESS



# The Process

01

## Discover

The primary step involves research and understanding of the challenge.

### Business

Understanding the business goals and needs

### Market

Understanding how the competitors are addressing the challenge

### Users

Mapping user needs and understanding behavioural science

### Usability

Understanding how your product can do better

02

## Define

The insights gained from thorough research are used to craft a roadmap for the challenge.

### Problem Statement

Defining what are we trying to solve for the users

### Persona

Defining who are we solving the mission for

### Information Architecture

Creating an intuitive information environment for users to discover and navigate

### Task flows and User Journey

Create a holistic experience for the user contextual to the challenge

03

## Design

The hypothesis and planning for the mission is cast into the challenge.

### Wireframes

Carve out and communicate the content, its hierarchy, and behavior of individual digital screens

### Visual Design

Add visual design elements aligning to the brand guidelines

### Prototype

Add motion to mockups for feedback

04

## Drive

The prototype is tested with users and improved upon.

### Usability Check

The prototype is tested with real user

### Maintain and Support

Keep the mission aligned with changes and new business goals



# RAANU

CASE STUDY 1: **MINANCE**



# Case Study 1: **Minance**

## Project Introduction

**Minance** was started in 2014, it was to satisfy an increasing need in the investment space. Our country is growing and people are becoming more prosperous every year, yet most Indian investors do not have access to advanced investment solutions. The Indian wealth management industry is archaic, fragmented in its services, and often opaque.

Minance solve these problems by proactively working to find new and innovative ways to manage your investments, consolidating your financial needs into one place, and always putting your interests front and centre.

Worked as

Head of Design

Time-period

Jul 2017 - Jan 2020





# Case Study 1: **Minance**

## My Role and Challenges

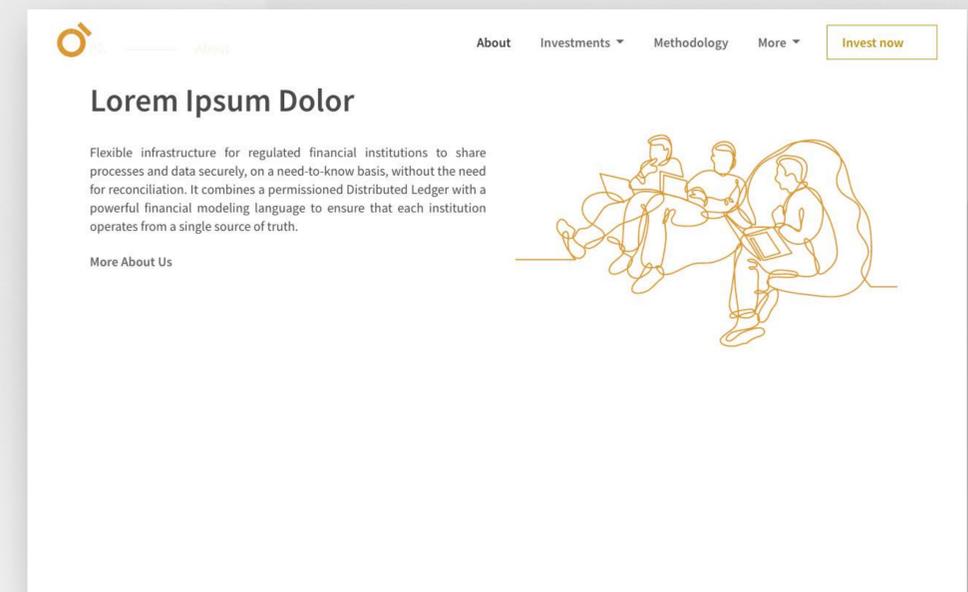
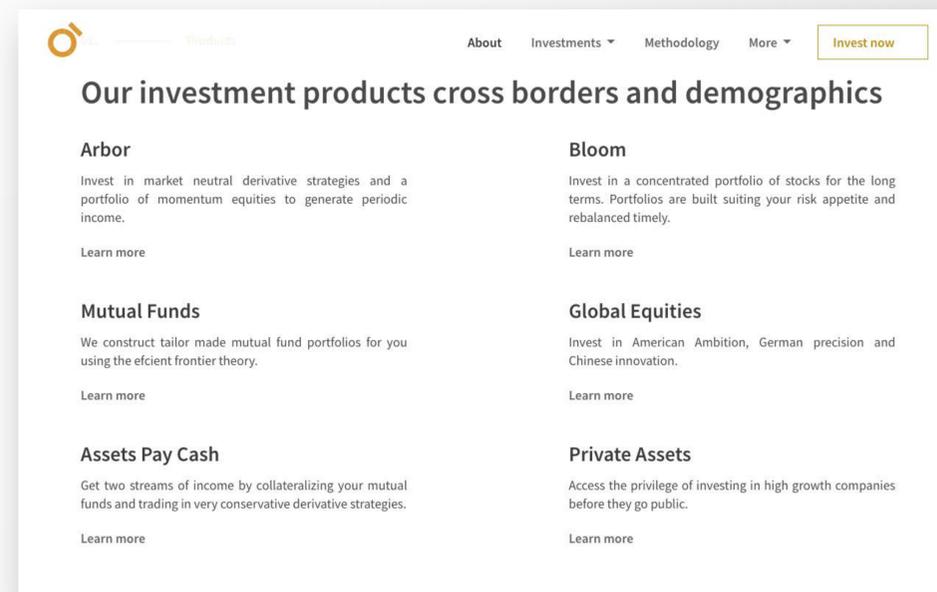
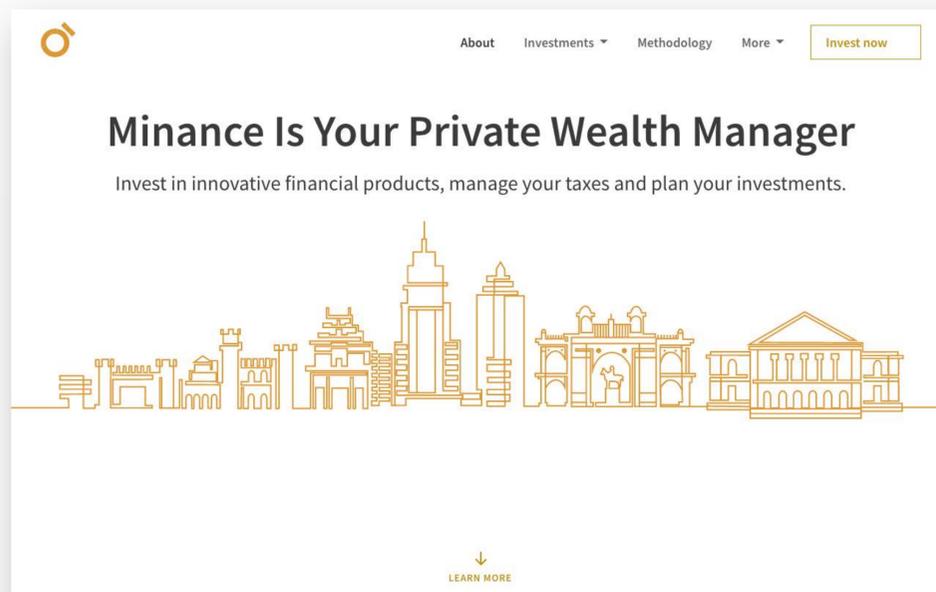
### My Role

At Minance, I worked as the head of design alongside the technology and digital marketing team to revamp the existing marketing website and a new mobile application. I managed the design team for web, mobile, social media & print. At Minance I worked directly with stakeholders around the company to identify, spec & roadmap opportunities.

### Challenges

The investment information and service in India is haphazard, fragmented, and split between the haves and the have-nots. The problem Minance initially facing could be stated in three points.

- The information flow was not structured and organized which confused visitors about the services provided by the company.
- The initial design was subpar with basic design flaws and buggy website code.
- Lack of standard design practice and brand identity affected the confidence in the company's services among the new visitors.





# Case Study 1: **Minance**

## Research & Process: Discover

### Discover: Understanding of the challenges

- Interviewed stakeholders to gather information about the business goals and needs.
- Interviewed some existing clients to get their viewpoints for the improvement of the existing design and pain points when they browse the current website.
- Tried to figure out the trust factor by interviewing people in our circle concerning wealth management services.
- Research on the competitors about how they are addressing the challenges.

### Competitive analysis of other wealth management companies

Type	Refinitiv	Bluecrest Wealth Advisors	Unlistedkart
Information Flow	✓	✓	✓
Information Readability	✓	✗	✗
Design Aesthetics	✓	✗	✗
Portfolio Management App	✗	✗	✗
Customer On-boarding Engagement	✗	✗	✓
Investment Manager Support	✗	✗	✓
Social Media Engagement	✓	✓	✗
Newsletters	✗	✗	✗
Email campaigns (Portfolio updates, Stock updates, Taxes)	✓	✗	✗



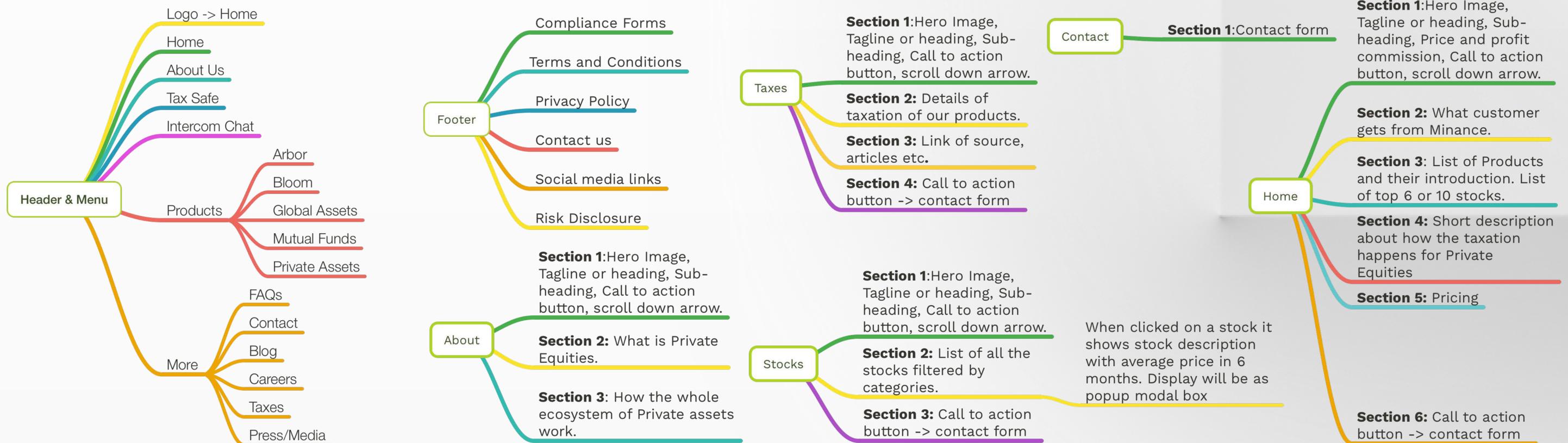
# Case Study 1: Minance

## Research & Process: Define, part 1

**Define:** The insights gained from thorough research are used to craft a roadmap for the challenge.

- Created user personas to figure out the pain points for the users when they browse the current website
- Gathered the feature requirements from the set of existing users to define our Application & Website
- Created an intuitive information flow for users to discover and navigate
- Defined the brand perception and brand positioning for the internal design process and digital marketing team.
- Defined a brand identity for the company and implemented it across the organisation, like Brand Manual, Welcome Kits, Business Cards, Employee ID Card, Design theme for Social Media Posts, etc.

### Website planning with information flow and architecture

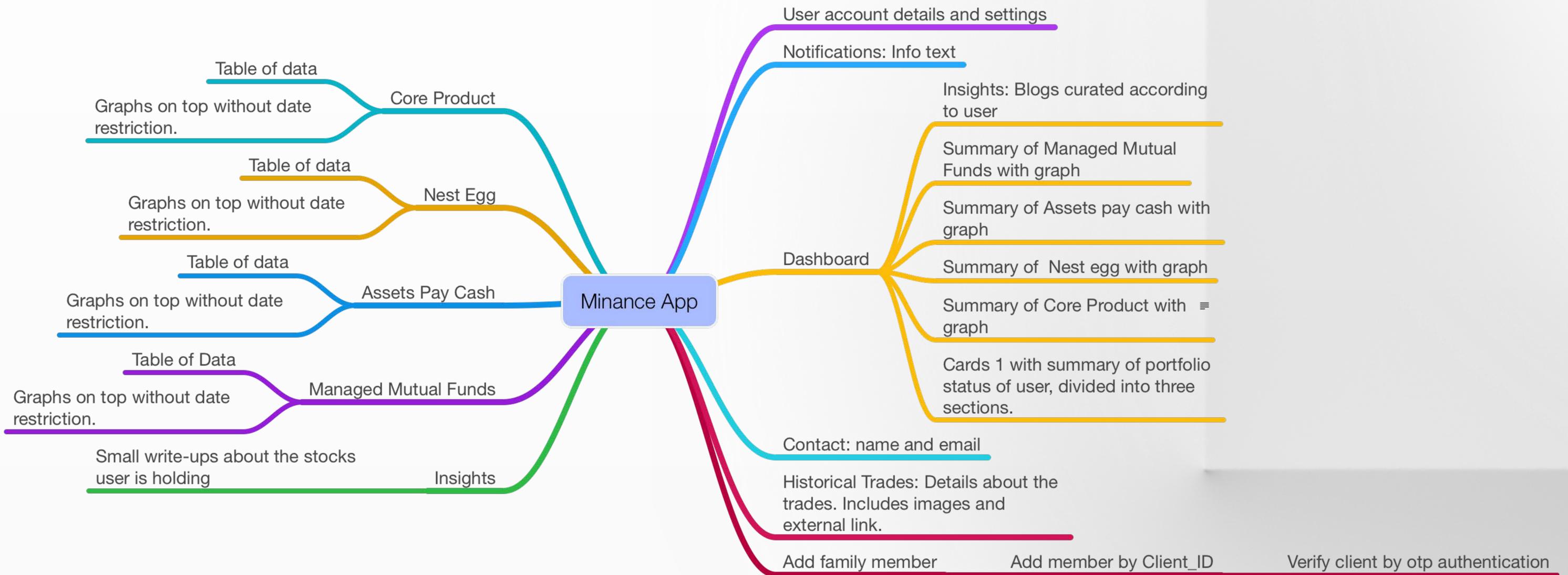




# Case Study 1: **Minance**

## Research & Process: Define, part 2

Investment Portfolio Application planning with information flow and architecture (High-level design)

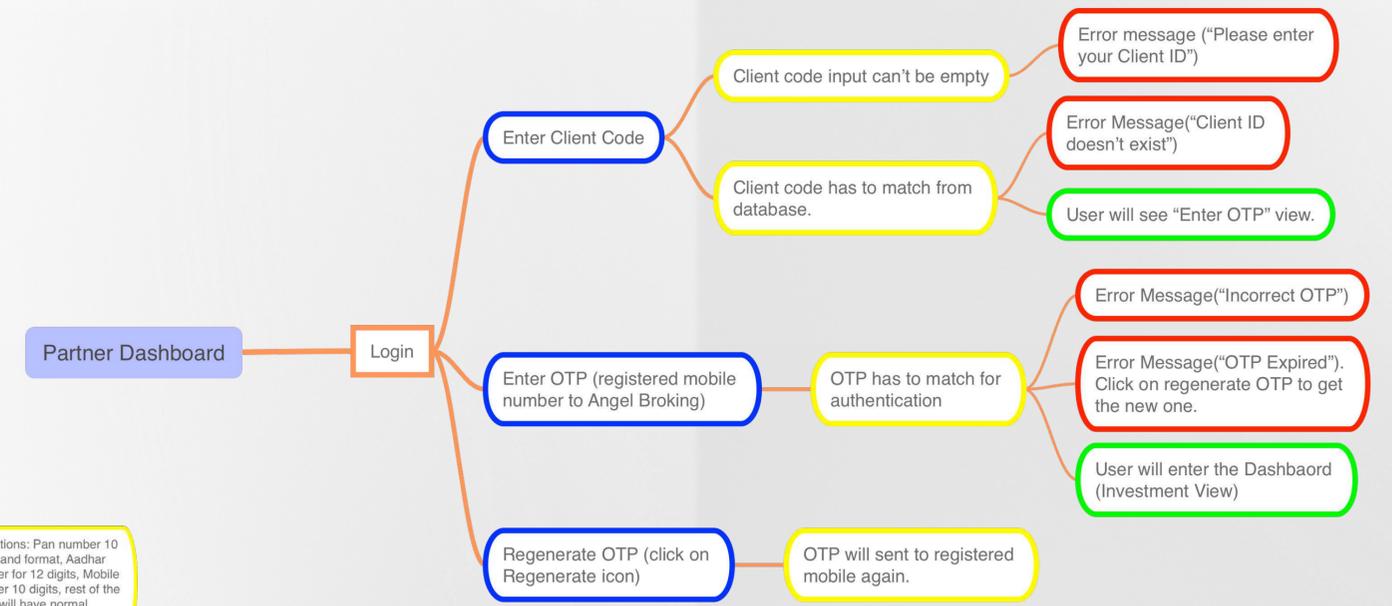
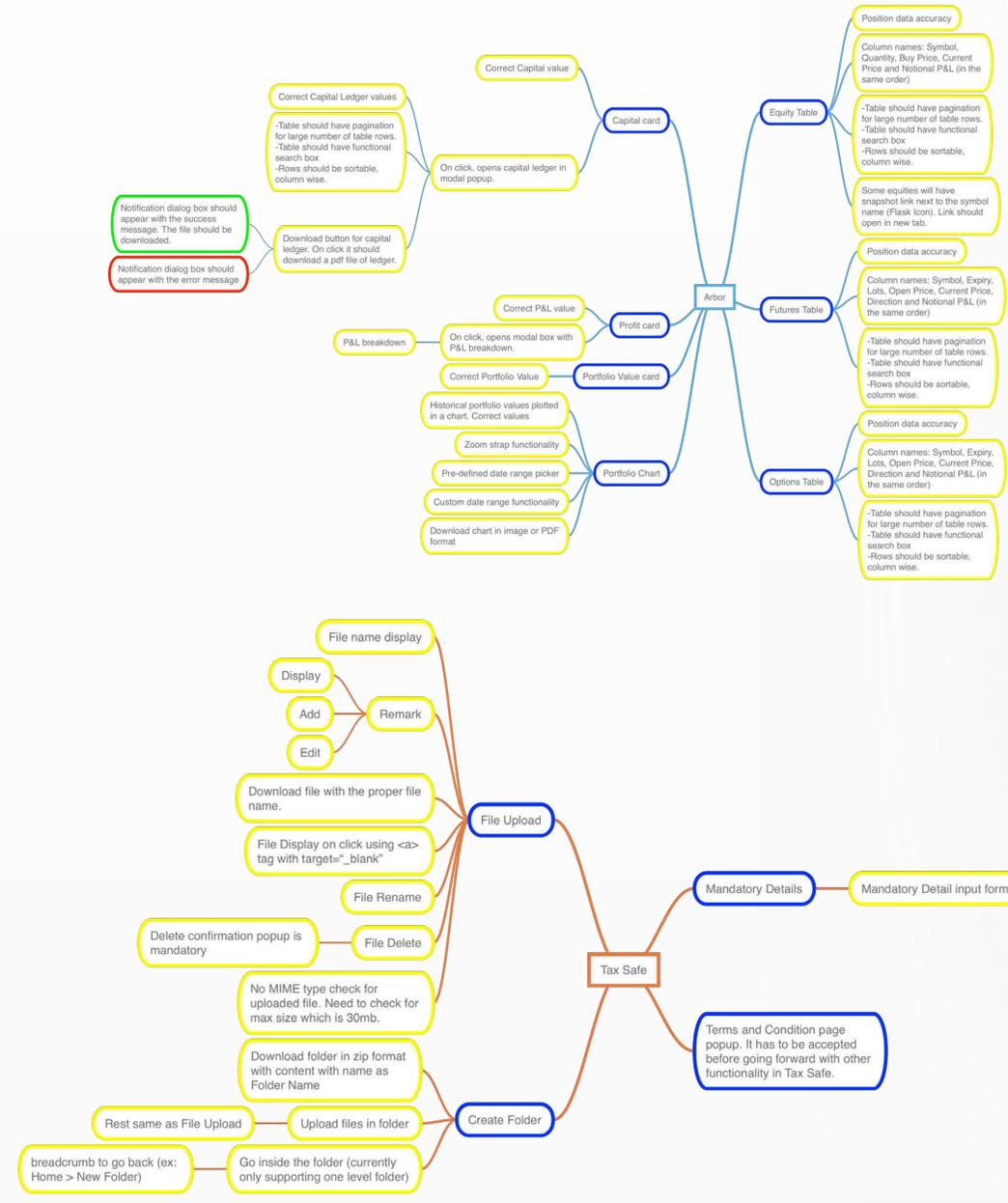
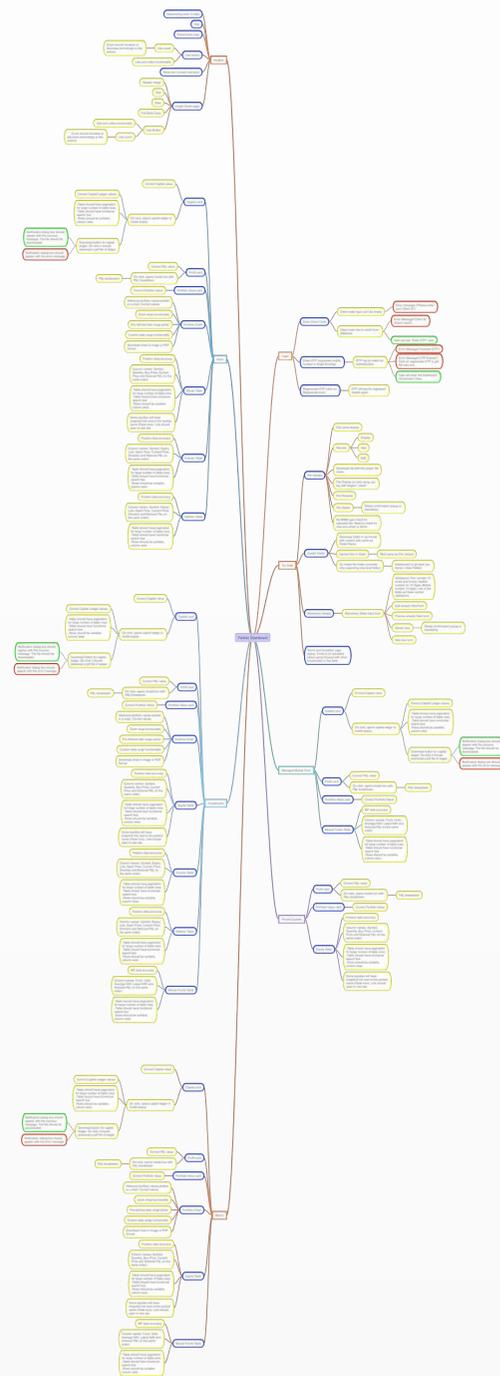




# Case Study 1: Minance

## Research & Process: Define, part 3

### Investment Portfolio Application planning with information flow and architecture (Low-level design)





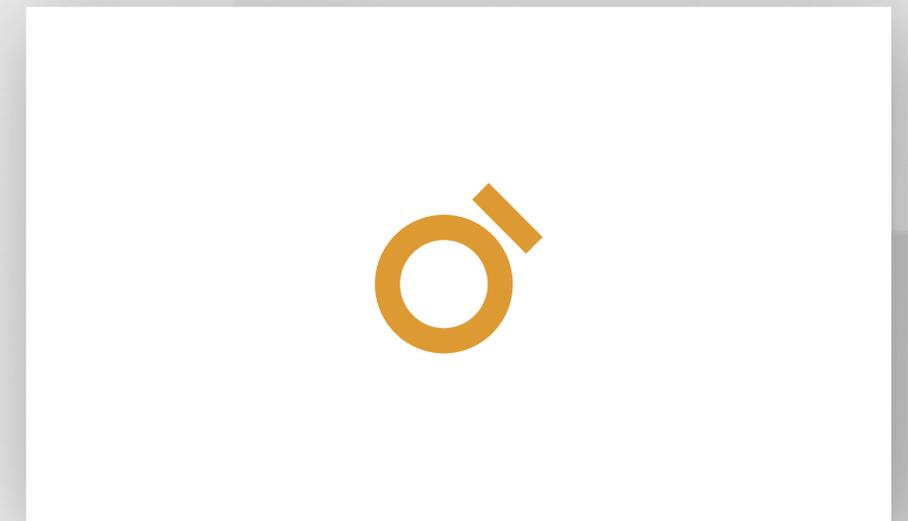
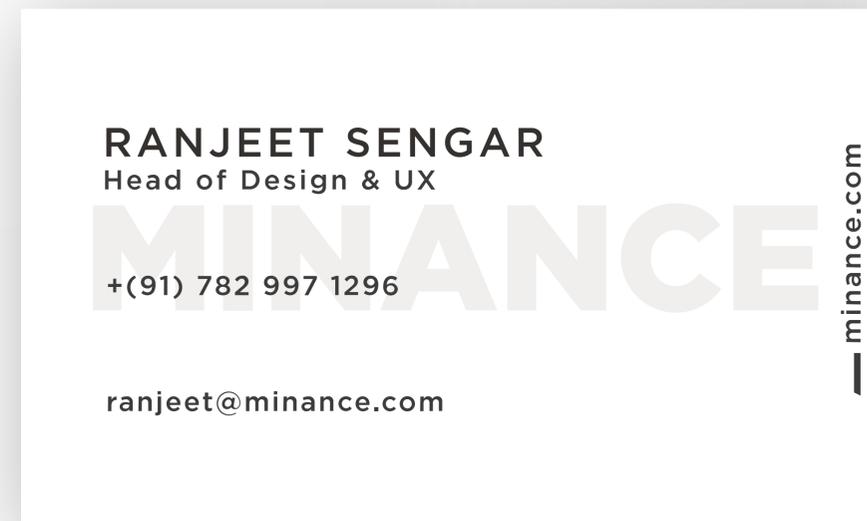
# Case Study 1: **Minance**

## **Solution:** Part 1

**Solution:** The hypothesis with wireframes, prototypes and visual designs.

- Assembled a design team of graphic and UI designers.
- Created a streamlined design process and brand identity across the organization, for web, mobile, digital marketing and print.
- Developed in-house personalized illustrations for web, mobile and digital marketing to increase confidence among the users.
- Design the information flow with well-researched UI for both web and mobile to reduce the confusion faced by new visitors.
- Design and developed a web application to monitor the client's investment portfolio, which in turn increased user engagement and confidence.

### Employee Identity

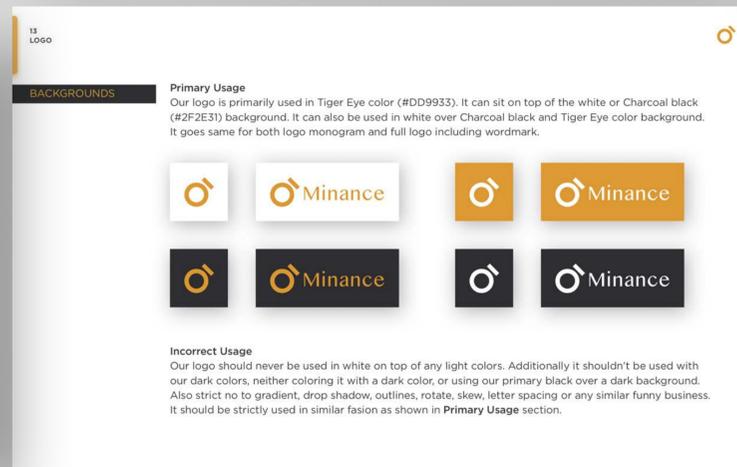
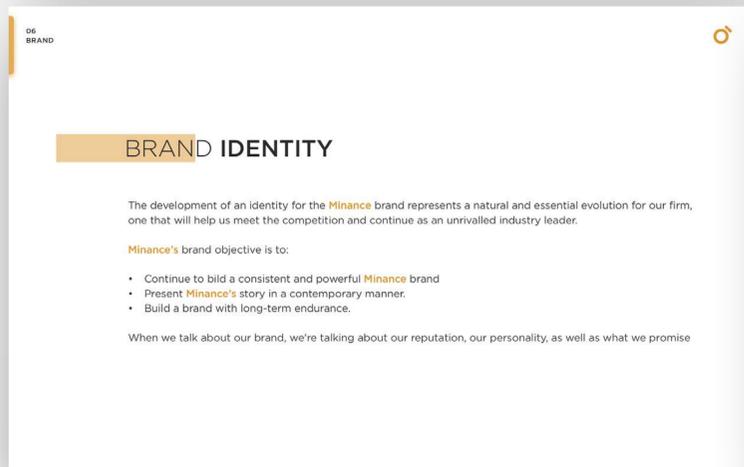
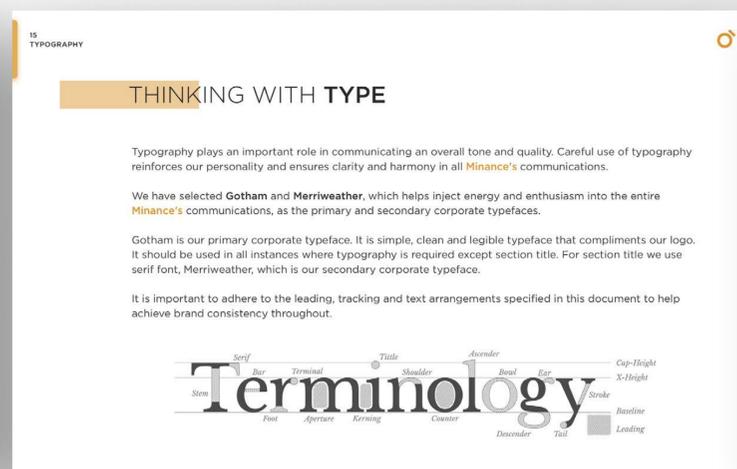




# Case Study 1: Minance

## Solution: Part 2

### Brand Identity





# Case Study 1: Minance

## Solution: Part 3

### Document designs, Release Notes and Investment Performance emails

**KYC Check List**  
MINANCE TECHNOLOGIES PVT. LTD.

**Non-Individual Account: Document Checklist**

If you'd like to set up a non-individual account, please find below the list of **mandatory** documents. Once you have sent across scans of all the required documents, it will then be dispatched to your correspondence address along with the account opening forms. Upon receipt of the courier, all documents will need to be **self-attested** by the **primary account** holder.

Corporate Account	Partnership Account
<ol style="list-style-type: none"> <li>PAN card of the company with seal and sign</li> <li>Address proof of the company with seal and sign: <i>Latest 3 month bank statement WITH bank seal</i></li> <li>Cheque towards bank proof</li> <li>Certificate of incorporation issued by ROC with seal and sign</li> <li>MOA and AOA with seal and sign</li> <li>Self-attested ID and address proof of all the Authorised Signatories/Directors</li> <li>Form 32 of the Directors with seal and sign of Authorised Signatories</li> <li>Last two years' annual report / IT returns <i>If not available, please provide net worth certificate attested by CA</i></li> <li>GST certificate (if available)</li> <li>Additional information printed on company letterhead according to IIFL templates to be SEALED and SIGNED: <i>(We can prepare the following documents for you if the letterhead is provided)</i> <ol style="list-style-type: none"> <li>Declaration of Beneficial Ownership</li> <li>Undertaking Letter</li> <li>Board Resolution</li> <li>Shareholding pattern</li> <li>List of Authorised Signatories with photo (signature across the photo)</li> <li>List of Authorised Signatories with name, designation and specimen signature</li> <li>List of Directors</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>PAN card of the Partnership with seal and sign</li> <li>Address proof of the Partnership with seal and sign 3 month bank statement with bank seal</li> <li>Cheque towards bank proof</li> <li>Incorporation certificate (if available)</li> <li>Partnership deed with seal and sign</li> <li>Self-attested ID and address proof of all the Authorised Signatories/Partners</li> <li>Last two years' annual report / IT returns <i>If not available, please provide net worth certificate attested by CA</i></li> <li>GST certificate (if available)</li> <li>Additional information printed on company letterhead according to IIFL templates to be SEALED and SIGNED: <i>(We can prepare the following documents for you if the letterhead is provided)</i> <ol style="list-style-type: none"> <li>Shareholding pattern</li> <li>List of Authorised Signatories with photo (sign across the photo)</li> <li>List of Authorised Signatories with name, designation and specimen signature</li> <li>List of Partners</li> </ol> </li> <li>Karta's individual PAN card</li> <li>Karta's individual address proof: <i>Aadhaar card, Driver's license, Passport, Bank Statement (if it contains the address)</i></li> <li>2 Passport-sized photographs</li> <li>Coparceners' details: Name, Date of Birth and Relationship with Karta</li> </ol>
<p><b>Hindu Undivided Family (HUF) Account</b></p> <p>All the documents as specified for individual account opening will have to be collected for the Karta</p> <ol style="list-style-type: none"> <li>HUF PAN card</li> <li>HUF address proof: <i>Latest 3 month HUF bank statement WITH bank seal</i></li> <li>Margin cheque from the HUF bank account: <i>SIGNED and DATED margin cheque in favour of IIFL Securities Limited for Rs.100 (click here for reference)</i></li> </ol>	<ol style="list-style-type: none"> <li>Karta's individual PAN card</li> <li>Karta's individual address proof: <i>Aadhaar card, Driver's license, Passport, Bank Statement (if it contains the address)</i></li> <li>2 Passport-sized photographs</li> <li>Coparceners' details: Name, Date of Birth and Relationship with Karta</li> </ol>

minance.com



**Minance**

Hello Anurag,

Here's how your portfolio performed this week. Your portfolio value is ₹677382 and net profit & loss for the week is ₹12342.

**Weekly Performance Summary**  
20th Nov 2018 – 27th Nov 2018

Arbor	₹	Bloom	₹
Invested Capital	2,00,000	Invested Capital	1,00,000
Closing value	2,24,000	Closing value	90,000
Profit & Loss	4,000(1.35%)	Profit & Loss	-18,000(-16.66%)

Assets Pay Cash	₹	Mutual Funds	₹
Invested Capital	70,000	Invested Capital	1,00,000
Closing value	74,000	Closing value	1,15,000
Profit & Loss	2,000(2.77%)	Profit & Loss	1,000(0.87%)

Private Assets	₹	Fixed Income	₹
Invested Capital	30,000	Invested Capital	na
Closing value	50,000	Closing value	na
Profit & Loss	8,000(19.04%)	Profit & Loss	na(na)

**Portfolio Summary**

	₹
Invested Capital	5,00,000
Closing value	5,73,000
Profit & Loss	16,000(2.87%)

*Invested Capital: This value is your total investment in a product*  
*Closing value: This is your product portfolio value at the end of the week*  
*Profit & Loss: This is how much your portfolio gained or lost during the week*

For a granular view of your account, visit your [dashboard](#). For any queries, please reach out to your Investment Manager.

Sincerely,  
Team Minance

f t in @ Q

**Minance** Tuesday, Oct 30, 2018

Hello Anurag,

**Release Notes**

Welcome to the **first edition** of the Minance release note! This release introduced several new features and design updates on the Minance partner dashboard and mobile app. We also addressed the issues with the application.

**N New features**

**Product Report** on web and mobile app

**Details**

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**How it improves your experience?**

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**Family Accounts** on web and mobile app

**Details**

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**How it improves your experience?**

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**E Enhancements**

**Granular view of indices** on mobile app

**Details**

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**How it improves your experience?**

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**F Fixes & rectifications**

**OTP input issue** on web app

**Details**

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**File upload bug** on mobile app

**Details**

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*For a granular view of your account, visit your [dashboard](#). For any queries, please reach out to your Investment Manager.*

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Sincerely,  
Ranjeet Sengar  
Head of Design & UX | Minance

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# Case Study 1: **Minance**

**Solution:** Part 4

Digital Marketing

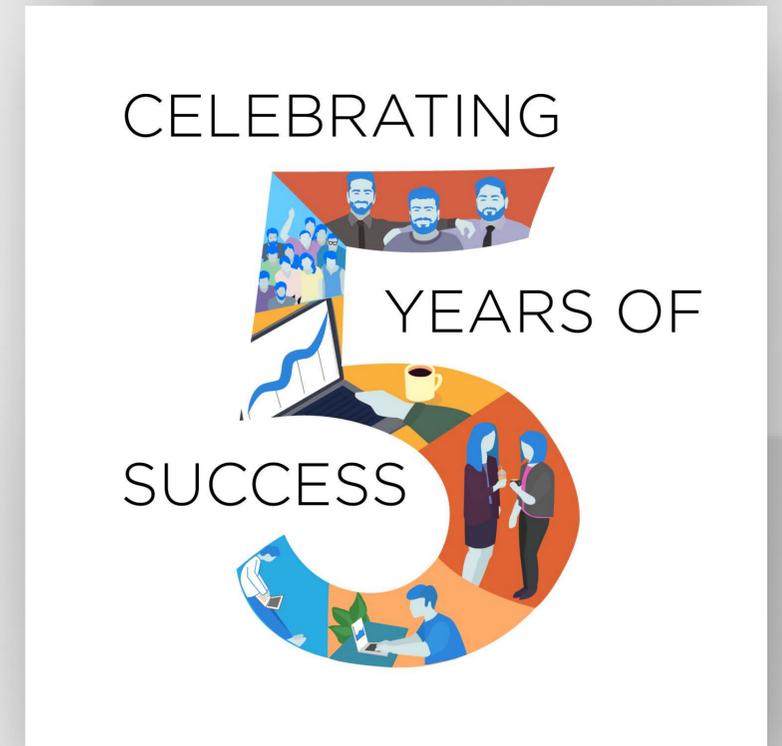


**Minance**  
Minance  
your personal wealth manager

redeem to get personal investment and tax advice.

c5,000

Get this





# Case Study 1: Minance

## Solution: Part 5

### Wireframes of Investment Portfolio Management Dashboard

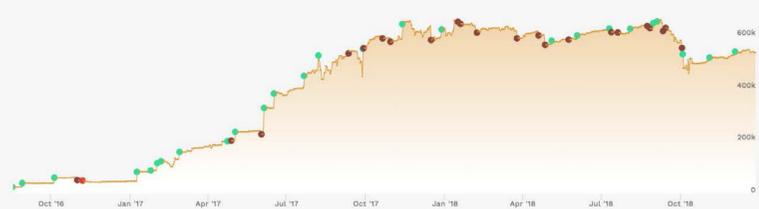


## Pidilite Industries

[View research paper](#)

The adhesive maker has a firm grip on the market, with almost no real competition. With a focus on growth and global expansion, Pidilite makes for a reliable and lucrative long term investment.

₹ 23,138.82 +260.37 +1.14%



### Key Statistics

SYMBOL NIFTY Jan 10900 Calls	EXPIRY 31st Jan 2019	LOTS 1
ENTRY PRICE ₹ 108.10	CURRENT PRICE 69.20	DIRECTION Short
PROFIT & LOSS 2917.50		

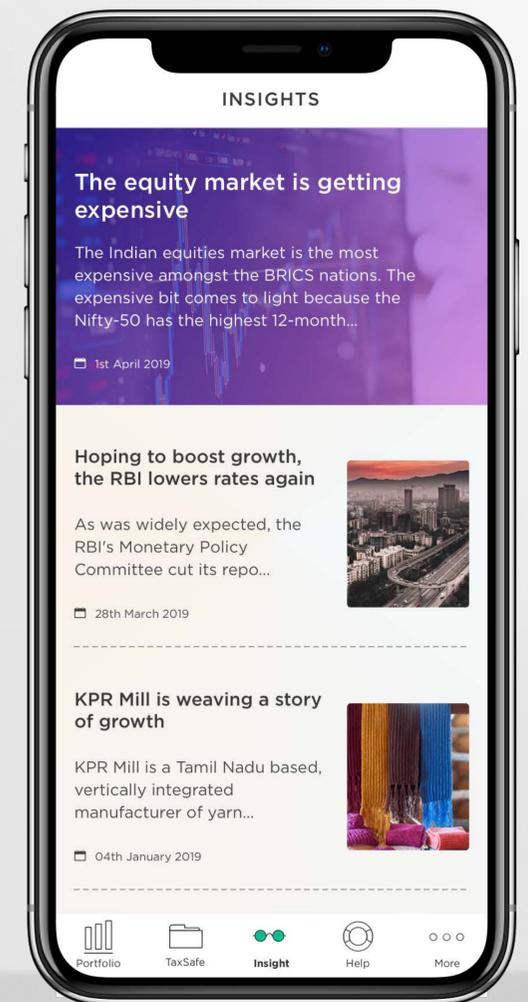
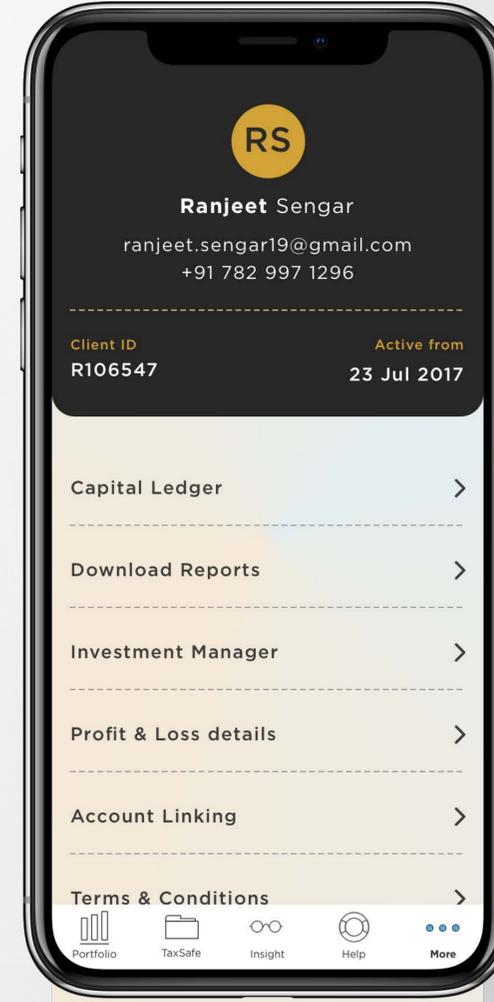
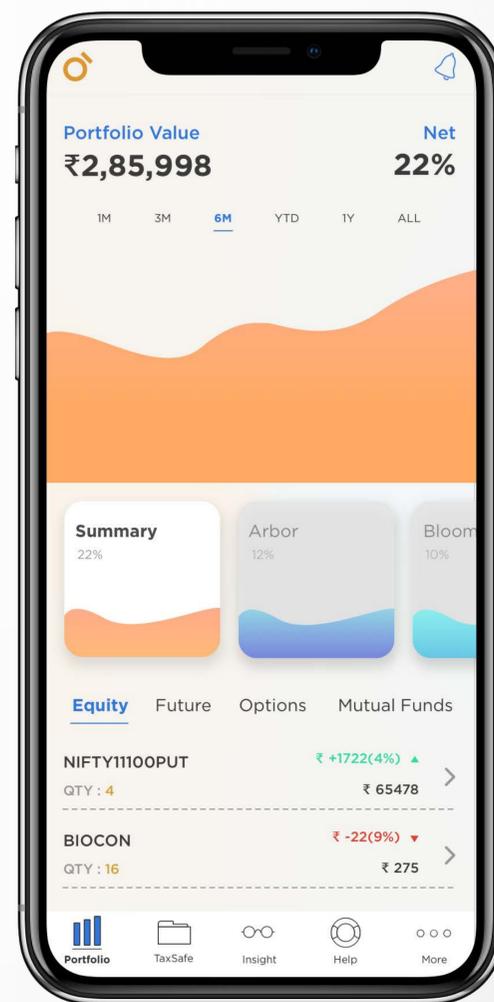
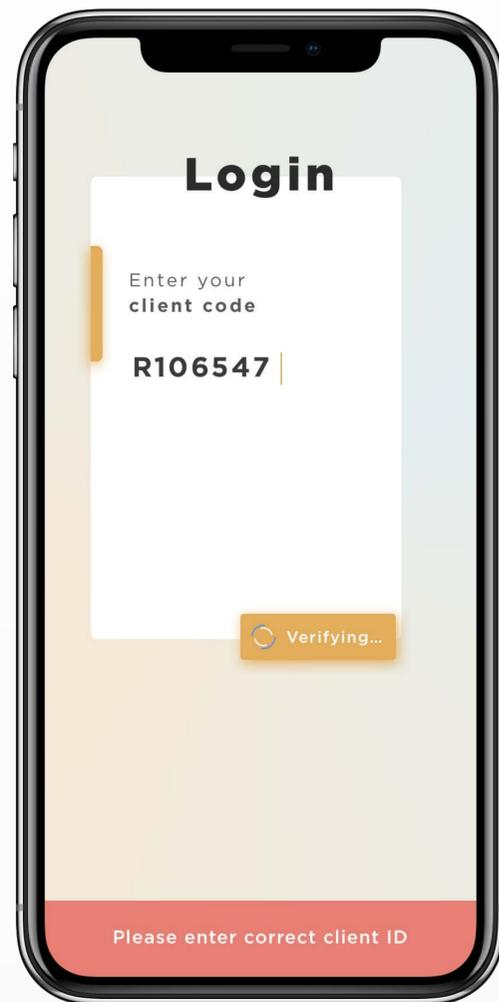
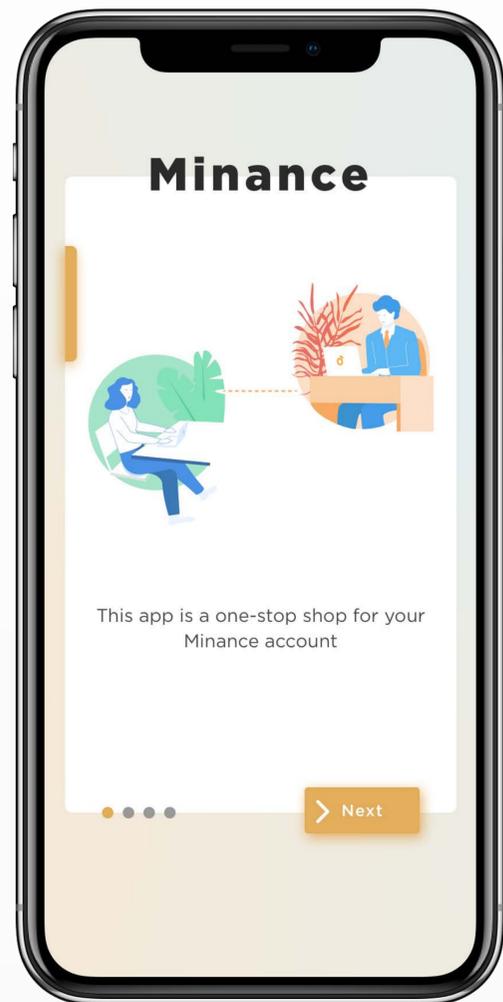




# Case Study 1: Minance

## Solution: Part 7

### Design of Investment Portfolio Management Dashboard (Mobile App)

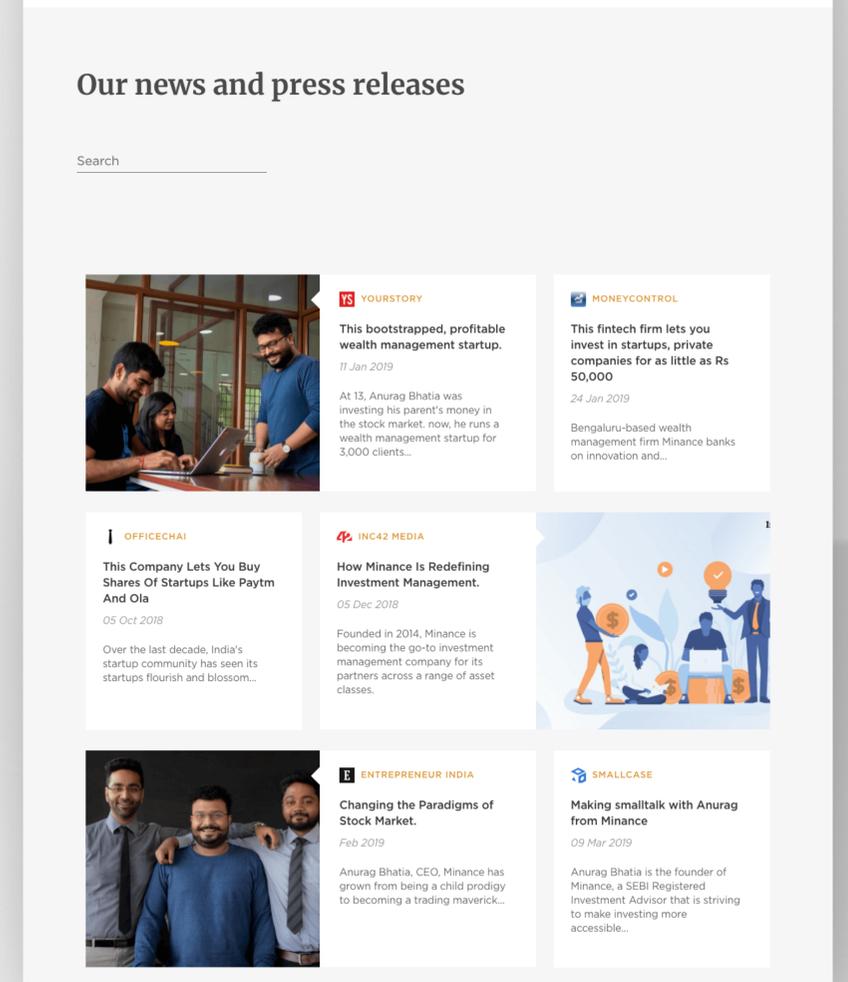
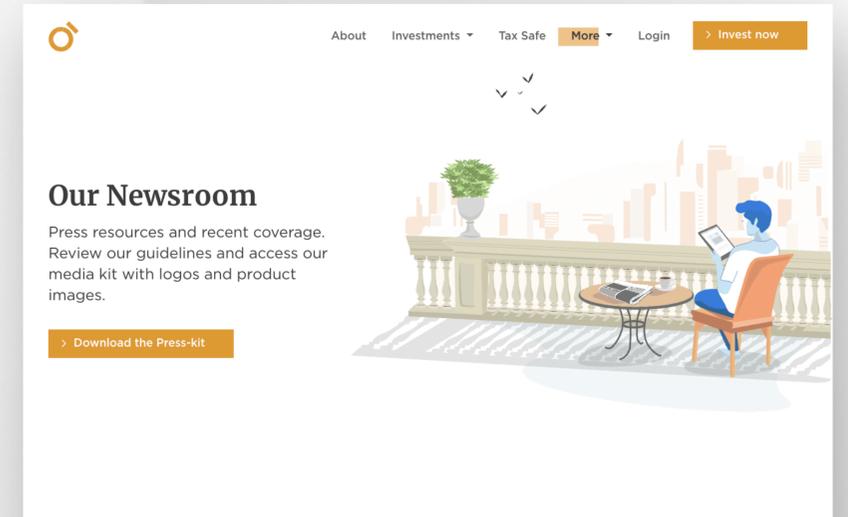
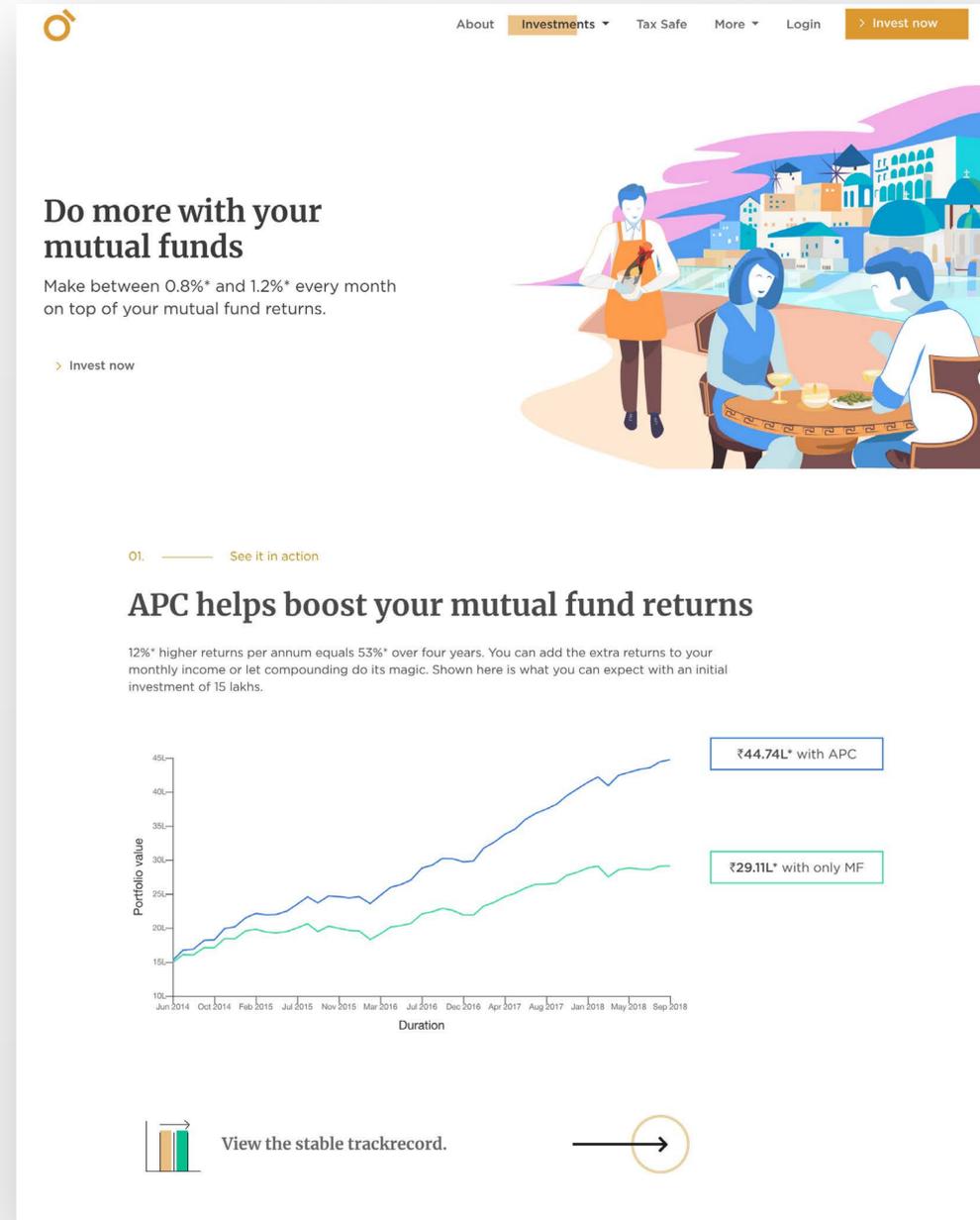
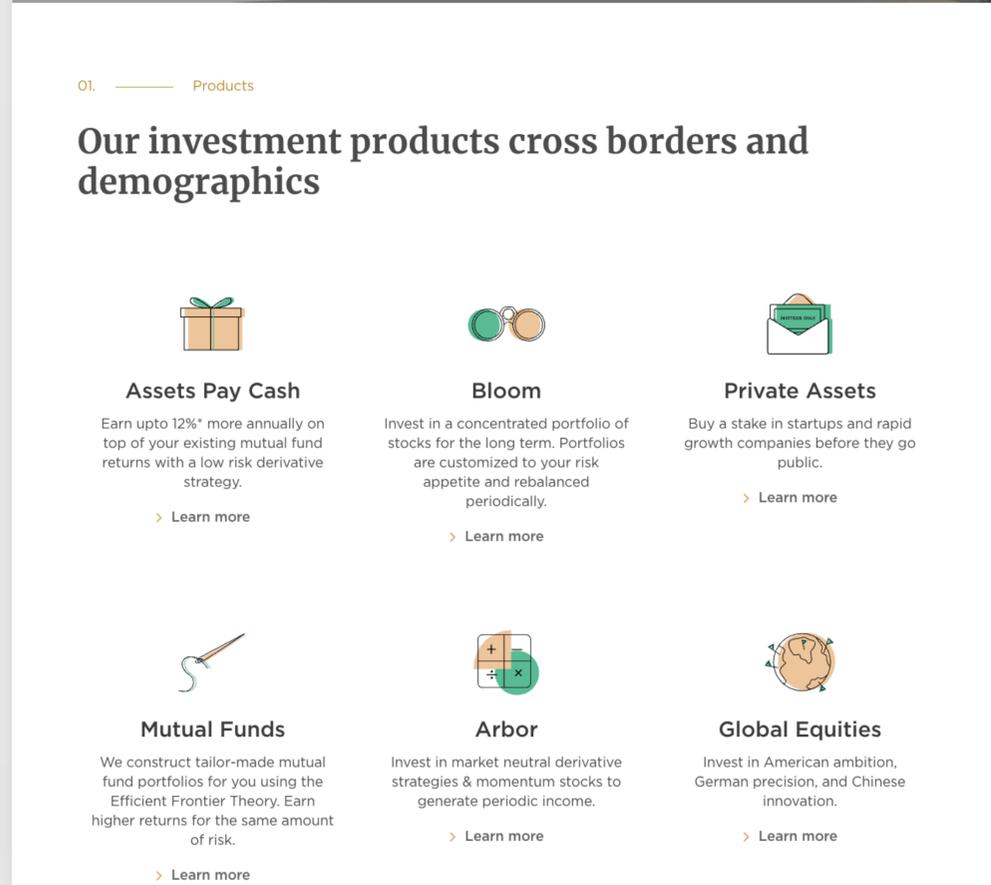
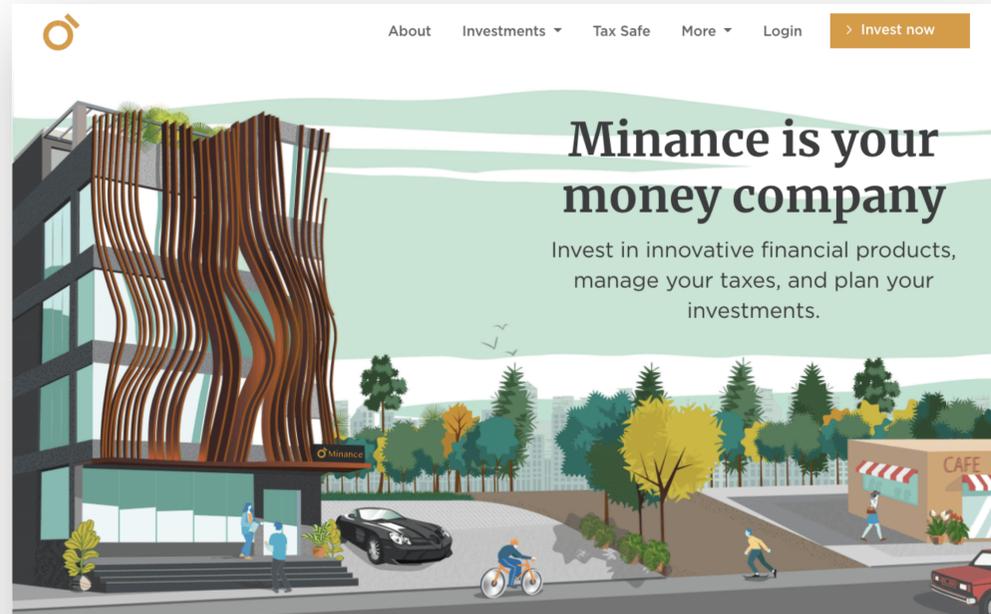




# Case Study 1: Minance

## Solution: Part 8

### Design of Minance Marketing Website





# Case Study 1: **Minance**

## Takeaways

### There are some big findings and results from the entire process:

- With the help of the digital marketing team, the marketing website started getting 9k+ daily unique visitors. It increased user satisfaction (+42%) and perceived findability of information (+26%), and decreased bounce rate (-27%). The leads enquiring about the services Minance offered was increased to 3.75x on average, from ~40 to 150.
- Consistent design with good aesthetics and personalized elements increases confidence and trust among the new visitors and existing users, especially for wealth management organisation.
- This was my first time working with a finance company which is a highly regulated industry in India. On top of that, Minance was not a tech company. As a result, the product development processes were certainly not 'agile', which made it difficult to move forward at the pace I wanted. Oftentimes, we'd wait for feedback or approval from ALL the stakeholders, which would sometimes take weeks.
- The back office APIs of the main broker which was the data provider was archaic and disorganized that often times maintaining Data integrity was a big challenge. Luckily, I worked with a great technology team to get as much done as we could. Unfortunately, the organisation ended before we could touch on every single part of the product ideas we had initially. Overall, it was still a great learning experience!



# SEENING

CASE STUDY 2: **STRATA**



## Case Study 2: **Strata**

### Project Introduction

 STRATA is a **tech-enabled real estate investment** brand that empowers investors to invest in marquee properties and gain significant economic benefits through **fractional ownership**.

Its innovative and powerful platform experience enables investors to invest, manage, track, transfer, and exit by delivering its assistance with co-ownership and diversification of investments, convenient property management on behalf of investors, seamless guidance with exits.

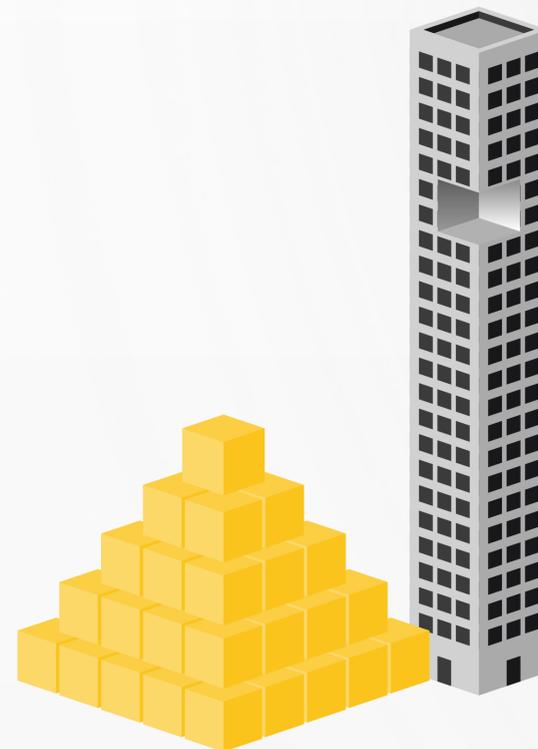
Backed by Asia's marquee VC funds - **Saif Partners and Mayfield**, they are reimagining real estate investments.

**Worked as**

Design Consultant

**Time-period**

Oct 2019 - Mar 2020





# Case Study 2: **Strata**

## My Role and Challenges

### My Role

At Strata, I worked as the design consultant alongside the technology and digital marketing team to create brand identity and marketing website. At Strata I worked directly with stakeholders around the company to identify, spec & roadmap opportunities.

### Challenges

- Strata strived to be one of the emerging leaders in the real estate investment tech space in India and have witnessed rapid growth in its adoption. The company required to position itself with a new identity, unifying its look, feel, and purpose across its multiple channels - to set it apart nationally as well as cement its position in a world of fast-growth startups.
- Since the product was capital intensive, Strata needed an initial brand identity and positioning to approach venture capital firms for series-A funding.

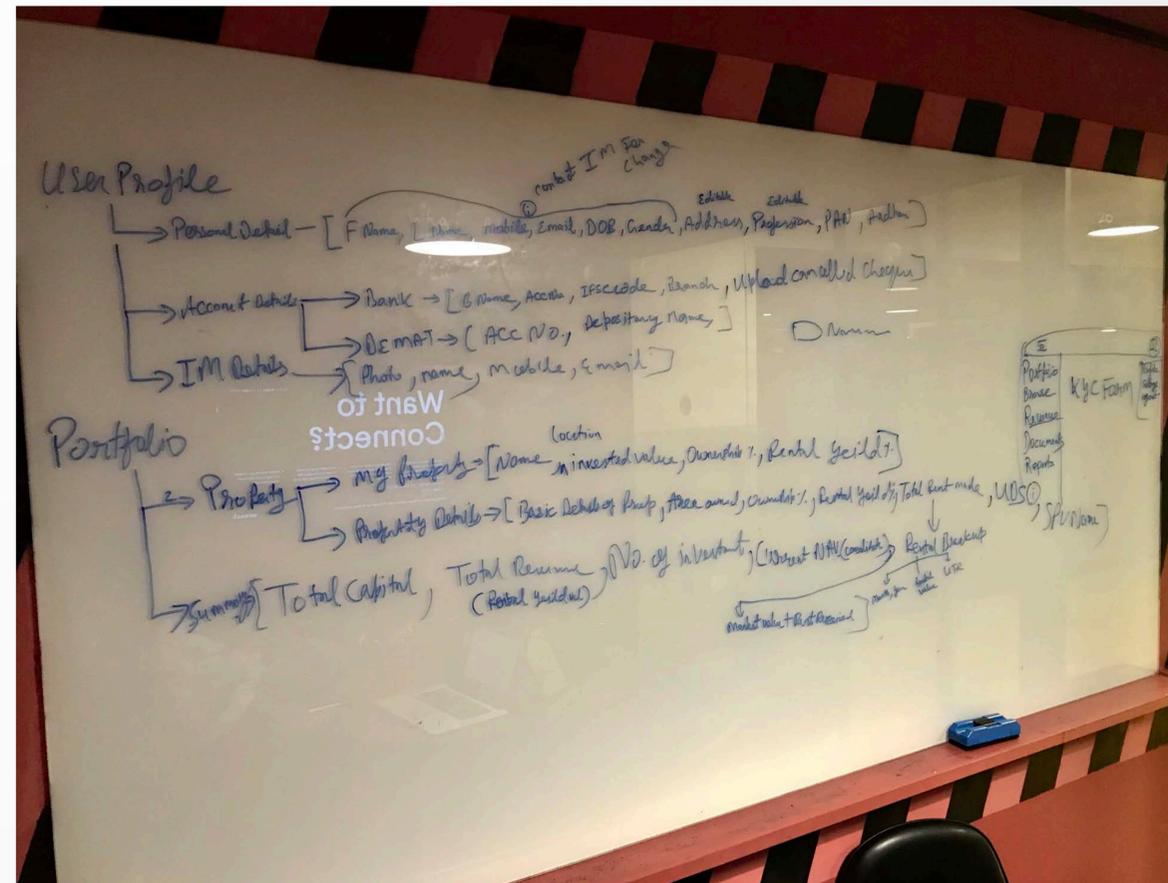


# Case Study 2: Strata

## Research & Process: Define part 1

**Define:** The insights gained from thorough research are used to craft a roadmap for the challenge.

- Created user personas to figure out their expectations from fractional real-estate investment product
- Gathered the feature requirements from the stakeholders
- Created an intuitive information flow for users to discover and navigate
- Defined the brand perception and brand positioning for the internal design process and digital marketing team.
- Defined a brand identity for the company and implemented it across the organisation.

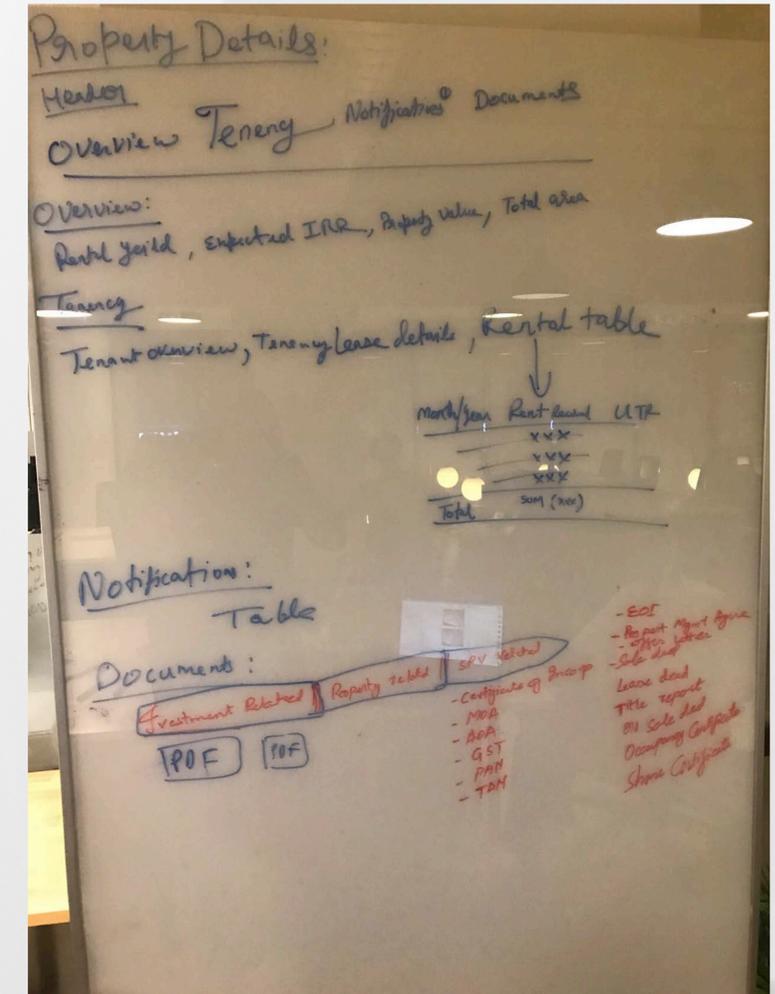
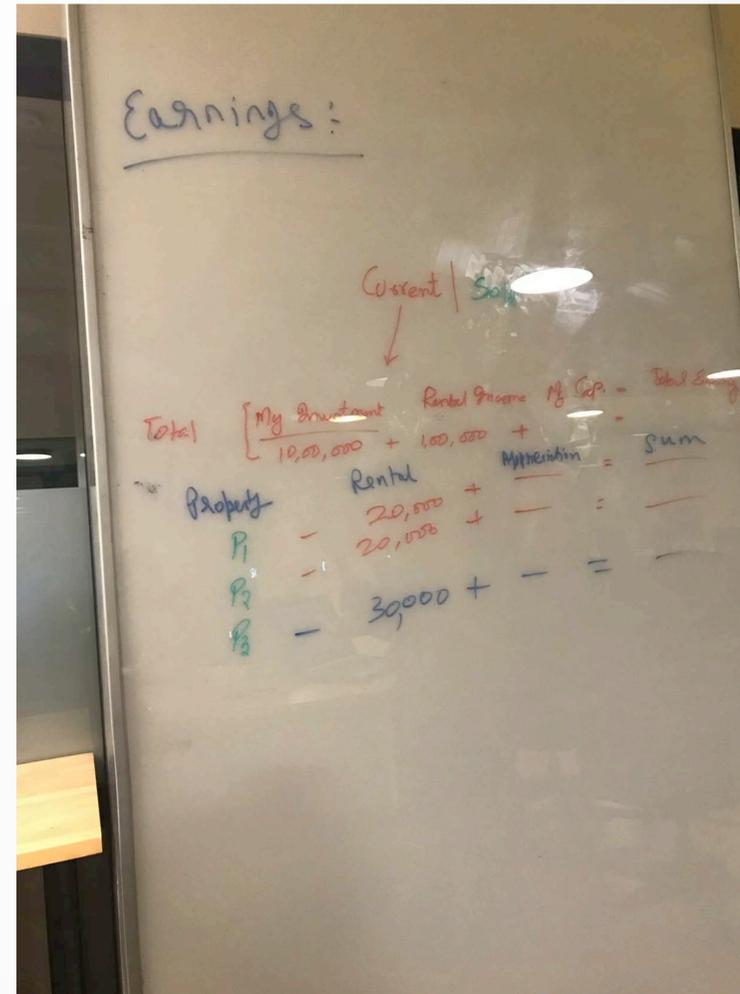
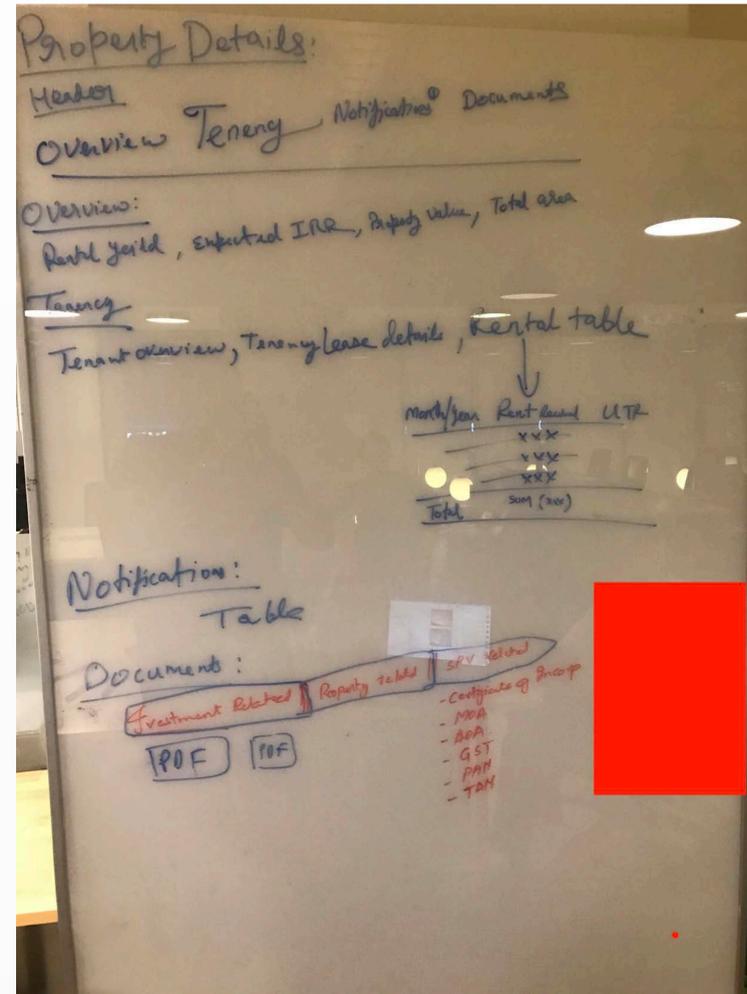




# Case Study 2: Strata

## Research & Process: Define part 2

### Initial Planning for website and real-estate property details





## Case Study 2: **Strata**

### **Solution: Part 1**

**Solution:** The hypothesis with wireframes, prototypes and visual designs.

- The new brand required to embody the exceptional opportunities offered by the business for its investors, driving our strategic proposition to be - '**Committing your access to growth**'.
- The identity, expressed through a robust and stable form, blends a tetris kind of structure forming the logo, symbolizing the outstanding opportunity gained by investing and earning fractional ownership in Strata's portfolio asset.
- The website design needed to have a luxurious and minimalistic feel to attract the attention of HNI customers.
- Having an IRR calculator for the property would give confidence to the visitor on the website about the investment opportunity and returns on that property.



# Case Study 2: **Strata**

## **Solution:** Part 2

### **Journey to the logo - 'Committing your access to growth'**

The identity represents a robust and stable shape enclosed with Strata's initial 'S', conceptualized from Tetris like buildup representing the opportunities for ownership and growth offered by the organisation.

The identity expresses a stable, secure, and straightforward form that delivers on its commitments and reflects the permanence of its affiliates.





# Case Study 2: Strata

## Design Screens - Web <https://bit.ly/2LoApma>

**STRATA**  
FRACTIONAL INVESTMENTS IN COMMERCIAL REAL ESTATE

The better way to invest in real estate! Invest in fractions of premium commercial properties and earn a monthly rental yield & build long-term wealth.

- Regular Rental Income
- Stable Asset Class
- Long-term Capital Appreciation
- Diversified Portfolio

**WHAT WE PROVIDE**

We provide exclusive access to marquee real estate investments as a new asset class with de-risking strategies for investors where they can earn rental income and enjoy the benefits of asset appreciation.

Invest your way, with flexibility to suit your goals.

Diversify your investment portfolio by investing in multiple properties which are on-boarded after rigorous due diligence done in house and through reputed organizations along with our proprietary data-driven analytics for predicting demand and supply during the purchase and its financial projections and exit through multiple exit options available in the platform.

**FEATURED PROPERTIES**

PRIMARY OFFERINGS    SECONDARY MARKET    CLOSED OPPORTUNITY

**Crestleigh Apartments**  
22,716 SF ■ JP Nagar 4th phase, Bangalore

Rs. 25 Lakhs Minimum Investment    18% Rental Yield    25% Return Target

75% Funded    102 Investors    40 Days left

Rs. 16,560 / SF

**HOW IT WORKS**

Our processes is extremely simple and straightforward where you explore through the available options on our platform and choose to invest in the offering after which you receive complete set of investment related documents, our team will then enable you to invest and close the offering.

You'll then have exclusive access to your dashboard from where you can track and manage your investments and access title related documents anytime, anywhere which will also be mailed to you at closing.

- Choose your property
- Buy fractional share(s) of the property
- Earn rental income
- Sell your fractional share(s) for capital returns

**WHY STRATA**

We are an innovation and analytics led investment platform which focuses on quality over quantity and improve on traditional real estate investment models with expanded transparency and investor benevolent terms. Take a moment to compare, you'll always find STRATA better.

**ACCESS TO DEALS**  
Access to fully vetted lucrative real estate investment

**ACCESSIBLE INVESTMENTS**  
With fractional ownership, your barrier to investing in professional grade properties is as low as ₹25L.

**SAFE INVESTMENT**  
Small size, low risk and no complexity

**RETURNS**  
Enjoy potential cash distributions

Easy real estate investing across India with investment as low as ₹ 25Lacs

**OUR PARTNERS**

Minance, ZOD, PATTERNO, SKYWIND GROUP, playtech, METABECT, ROSEY HILL, HAVIVA, KAN, BIOSPHERE

**GET IN TOUCH**

hello@strataprop.com    080 2659 4333

No.14, Outer Ring Rd, JP Nagar 4th Phase, Dollar Layout, Bengaluru, Karnataka 560078

**Seawoods Grand Central III**  
22,716 SF ■ JP Nagar 4th phase, Bangalore

**Seawoods Grand Central III**

Rs. 14,545 Price/SF    Rs. 25 lakhs Minimum Investment    18% Rental Yield

25% Return Target    2.0x ROI/C    Available Status

Rs. 10,35,20,000 Of Rs. 35,44,00,000 Property Value

75% Funded    40 Investors    20 Days Left

**FLOOR Plan**

**1 BEDROOM**

from 51 m<sup>2</sup>

View to the green and quiet Bolshaya Maryinskaya street. A spacious kitchen living room, terrace and store-room.

**FINANCIAL MODEL OF THE PROPERTY**

**RETURNS & FINANCIAL MODEL**

Annual Capital Appreciation

7.5%

Rs. 24,81,20,789 Profit Amount    Rs. 400 Price PSF    2x MOIC    54% IRR

	Day 0	Year 1	Year 2	Year 3	Year 4	Year 5
Investment	(21,30,00,000)	-	-	-	-	-
Rents	-	1,06,23,455	1,18,18,593	1,22,16,973	1,79,91,570	1,79,91,570
Rent Top-up	-	21,30,000	-	-	-	-
Interest on Deposit	-	6,60,120	6,60,120	6,60,120	6,60,120	6,60,120
Sale Value	-	-	-	-	-	34,30,38,630
<b>Total</b>		<b>₹ 1,84,34,964</b>	<b>₹ 1,63,04,964</b>	<b>₹ 1,63,04,964</b>	<b>₹ 1,86,51,690</b>	<b>₹ 36,16,90,320</b>

**LOGIN**

Email\*  
Password\*

Forgot password?

**REGISTER**

PROPERTY ACCESS  
Get access to details like floor plan, financial models, investment memo, etc of listed properties.

PROPERTY ACCESS  
Get access to details like floor plan, financial models, tenant details of listed properties.



## CLOSING STATEMENT

I'm a user-experience designer who can **hand-code the front-end**, which gives me the ability to rapidly prototype ideas to show stakeholders or communicate better with developers/engineers and get them on board.

I have worked with some of the best user-experience designers and art directors during the earliest years of my career. Thanks to this experience, I have **developed an eye for good designs** as well as usability, colorimetry and pixel-perfect design crafts. I have also shaped new designers as a leader and mentor within the organisation and the community.

By working across sectors, I have learned to focus on building holistic experiences through impactful Brand Design that simplifies the audience's journey. While I enjoy experimenting with new design trends and front-end technologies, I understand the importance of focusing on the end goal: **delivering a beautiful, functional product to the people**. I am keen on projects that demand me to push my boundaries and acquire new skills.

