

DESIGN PORTFOLIO

by

PRIYANKA JAIN

The work in this portfolio document was my desire to create innovative, environmentally conscious, functional spaces or designs through thoughtful planning and creative problem-solving, that will enhance the lives of all occupants or users. I am incredibly self motivated, organized and take pride in my work. I am seeking knowledge where I can learn from great designers and be in a position that challenges me to produce high -quality work and matches my interests in further developing my skills as a future USER EXPERIENCE DESIGNER !



Hi There !

I am Priyanka

I am a creative and enthusiastic interior design graduate, passionate about all forms of design. I am inclined towards creating better environments by improving user's quality of living and creating memorable experiences for them. I believe that design is powerful and can be used to create experiences that excel the productivity, livability and likability of a space or product and enrich our everyday lives. I am an ardent learner who constantly seeks opportunities to grow knowledge in the design field.

CERTIFICATION

Graduate Diploma in Computer Aided Interior Design
Certificate program in Graphic Plus UX/UI Design

PRIYANKA JAIN

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Seattle, Washington, 98121

Long Story Short

1994

Birth

2010

High School-
St. Joseph's Convent
Girls High School-
Pune

2012

HSC
Ness Wadia
College of
Commerce,
Pune

2016

Degree in Computer
Aided Interior Design
(including 6 months of
internship at Madhvi Kedar
Interior Solutions)
Bhanuben Nanavati College of
Architecture- Pune

2017

1.5 years of
Work experience
at Unison Designs
Pune

2018

Freelance

2019

6 months of work
experience at Sayyam
Interiors
Pune

2020

Introduction to
Human Computer
Interaction
course-Creative
Concepts- Pune

CAREER OBJECTIVE

My passion for color, visual design, planning, and in all things "design" started at a very young age and has grown into a lifelong fascination after interior design. During my time in the Interior design program, my artistic and creative skills have grown immensely, and each project has given me an opportunity to explore new ideas, respond to new challenges, and build design skills and knowledge. As an accomplished Interior Designer with five years of experience in design, I am eager to make a positive impact as a budding User Experience Designer. I wish to empathise with users to enable them to make the most of the wonders that technology has offered.

DESIGN SKILLS

HARD SKILLS

| | |
|-------------|------------------------|
| AutoCAD | <div><div></div></div> |
| SketchUp | <div><div></div></div> |
| Illustrator | <div><div></div></div> |
| Photoshop | <div><div></div></div> |
| M.S. Office | <div><div></div></div> |
| Adobe XD | <div><div></div></div> |
| Sketchbook | <div><div></div></div> |

SOFT SKILLS

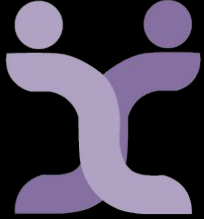
| | |
|-------------------|------------------------|
| Communication | <div><div></div></div> |
| Critical Thinking | <div><div></div></div> |
| Team builder | <div><div></div></div> |
| Good Listener | <div><div></div></div> |
| User empathy | <div><div></div></div> |
| Creativity | <div><div></div></div> |
| Organisation | <div><div></div></div> |

01 Creative Concepts

Role: Sole designer,
Guided by Professor

2020 YR
3 MO

THE LOGO



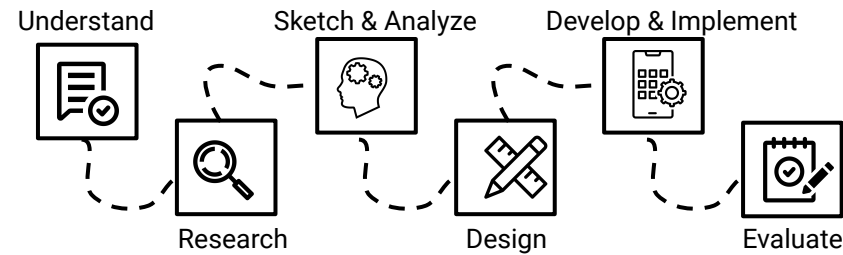
WELCOME TO INTEREST CONNECT !

Interest Connect is an app which connects its users to their own interests. In today's busy world, it is hard to find time to connect with your long forgotten hobbies. Interest Connect not only updates you with the events of your choice, it connects you with people of similar interests and also helps you advertise your events. Here you can also connect with each other on a private chat or a group live chat.

TARGET GROUP/END USER

- Youngsters: College Students
- Adults: Working Professionals
- Senior Citizen
- Kids

UX DESIGN PROCESS

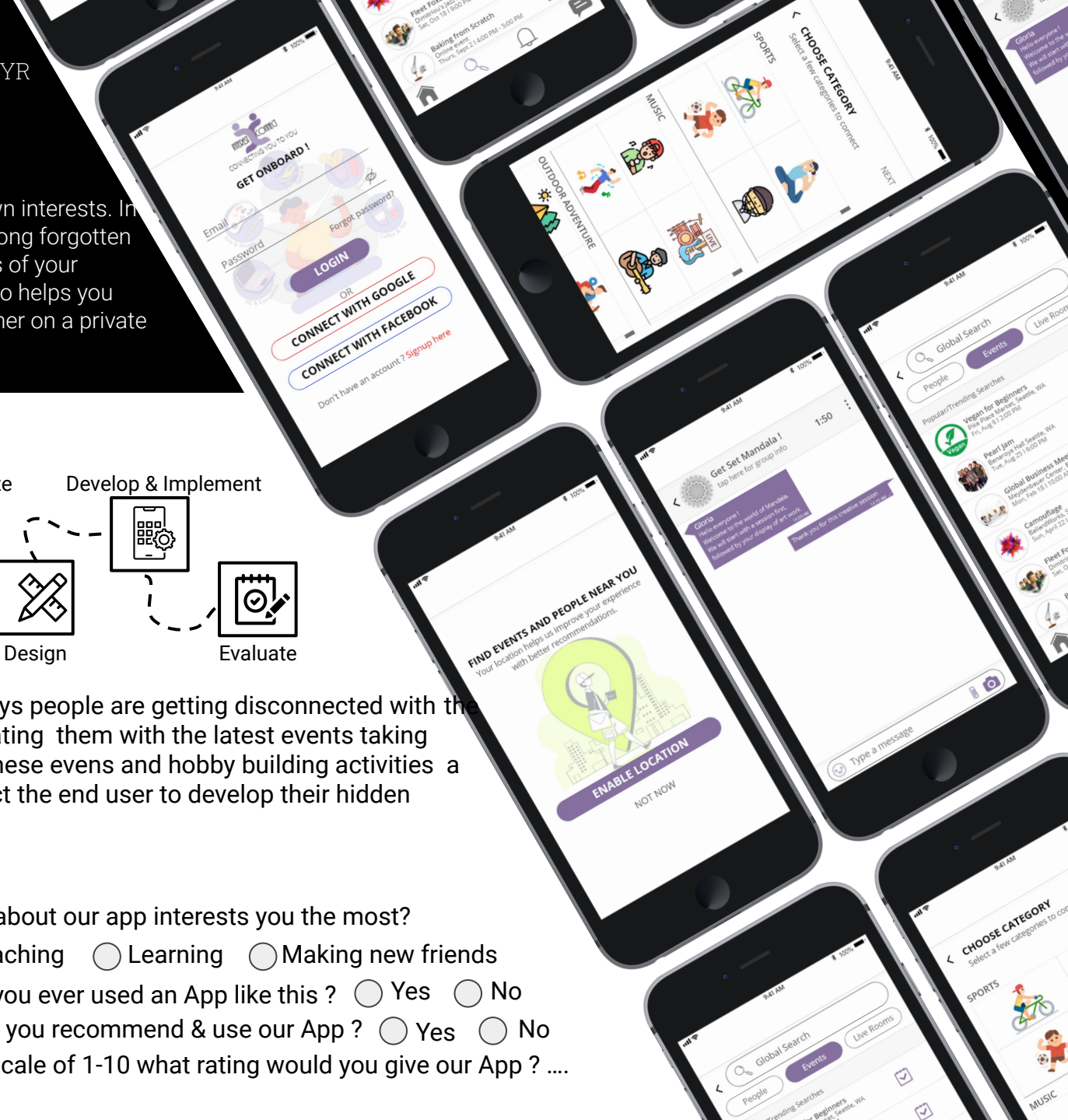


PROBLEM STATEMENT & GOAL

User needs a way to connect local people via their hobbies and interest. Nowadays people are getting disconnected with the outside world. User wants to bring out their talents by connecting them and updating them with the latest events taking place in their area. Also this app would provide people who are coming up with these events and hobby building activities a platform to advertise their tasks. Interest Connect will encourage, help and attract the end user to develop their hidden talents for their own growth and entertainment.

QUESTIONNAIRE(QUANTITATIVE)





1. Do you have a hectic schedule ? ☐ Yes ☐ No
2. Will following your hobbies/interest ☐ Yes ☐ No bring a change in your life ?
3. With whom do you prefer practicing your hobbies ?
☐ Family ☐ Friends ☐ New people
4. What about our app interests you the most?
☐ Teaching ☐ Learning ☐ Making new friends
5. Have you ever used an App like this ? ☐ Yes ☐ No
6. Would you recommend & use our App ? ☐ Yes ☐ No
7. On a scale of 1-10 what rating would you give our App ?



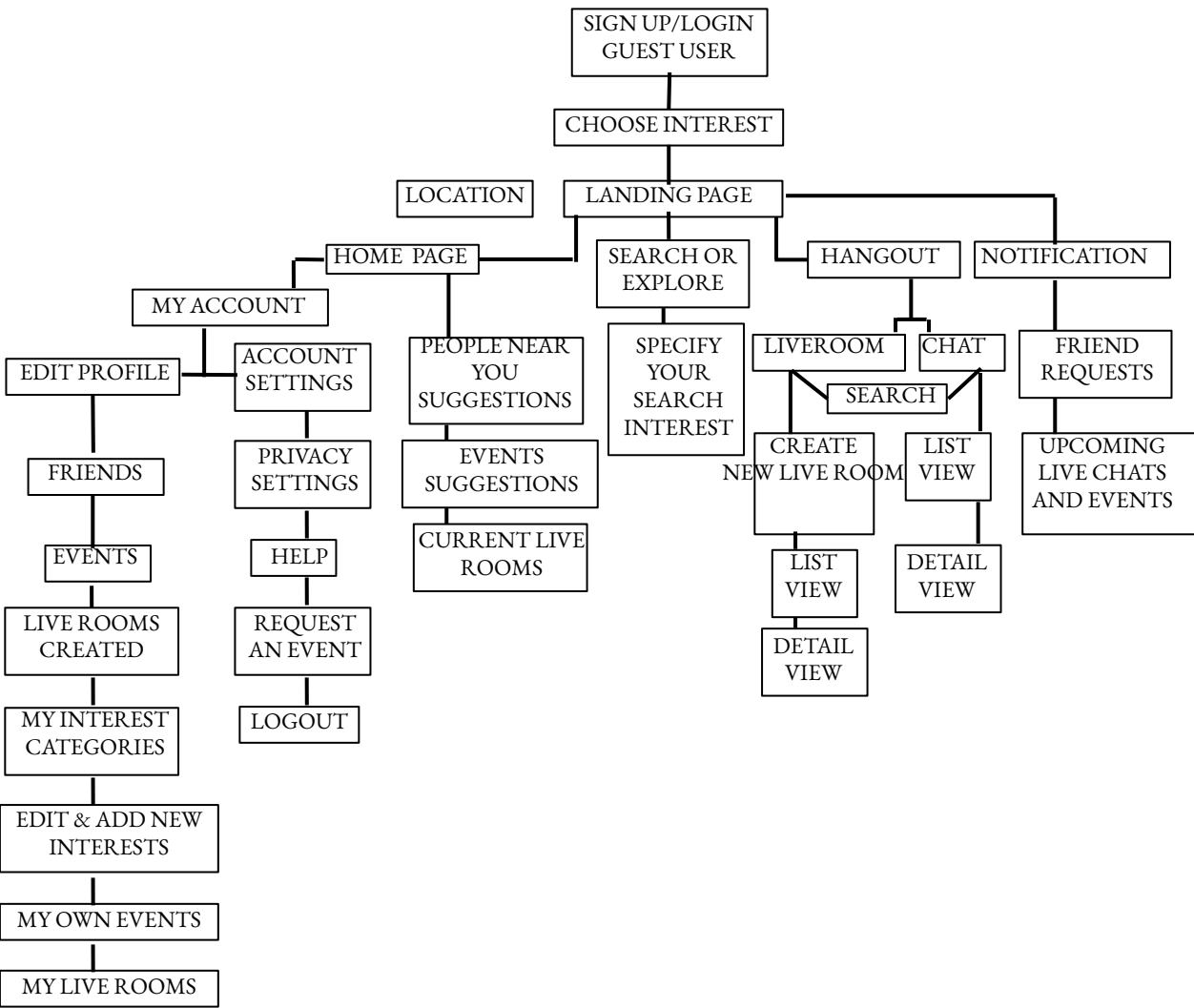
QUESTIONNAIRE (QUALITATIVE)

1. Hey! What is your daily and weekly schedule ?
2. What are your hobbies and how do you practice it?
3. Mention the impacts of connecting to your hobby?
4. What stops you from connecting to your hobbies?
5. Have you any any hobby reminder apps before?
6. What do you think about our idea of Interest Connect ?
7. Any improvements you would like in this app?
8. Would you recommend this app to your friends ?

COMPETITIVE ANALYSIS

| COMPANY | PROMOTION & ADVERTISING | ALL AGE GROUPS | GPS (LOCATION) | GREATER SCOPE | USER FRIENDLY |
|---|-------------------------|----------------|----------------|---------------|---------------|
|  allevents.in ALL EVENTS IN CITY | YES | NO | YES | YES | NO |
|  MEET UP | YES | YES | YES | YES | YES |
|  FACEBOOK | YES | YES | YES | YES | YES |
|  EVENT BRITE | YES | NO | YES | NO | YES |
| INTEREST CONNECT | YES | YES | YES | YES | YES |

INFORMATION ARCHITECTURE



PERSONAS



Age: 19 Yrs.
Work: CA Student
Location: Kalyan

Sakshi Jain

Personality : Introvert, Hard Working, Practical, Passionate

Interests : Dancing, reading and drawing

Bio : Though busy with her academic studies, she loves dancing, reading, and other creative stuff. Being an introvert she doesn't have many friends but would like to get to know people with the same interests as hers and for a way to connect her to her hobbies.

Goals : To give her a break from her hectic schedule by connecting her to her old lost interests and to meet new people who share the same interests as hers.

Frustrations : No time, update or good company for extra curricular activities.

Influences: Word of mouth-75%
Radio & TV-75%
Newspaper & Magazines-50%
Social Media -80%



Age: 45 Yrs.
Work: Teacher
Location: Pune

Sangita Jain

Personality : Introvert, Hard Working, Creative, Talented

Interests : Teaching, cooking, creative crafts

Bio : She is a preschool teacher with an experience of 12 years, loves teaching children and updating her school with the latest creative ideas. She is usually busy managing work at school and home that advertising for summer camps or other events is a task for her.

Goals : To give her a platform where she could update about her upcoming events in school like summer camps. To help her socialize with people of same interests as her.

Frustrations : No time, update or good company for extra curricular activities.

Influences: Word of mouth-80%
Radio & TV-50%
Newspaper & Magazines-60%
Social Media -60%



Age: 72 Yrs.
Work: Businessman
Location: Pune

Parasmal Jain

Personality : Helpful, Hard Working, Energetic, Curious

Interests : Exercising, Music, Indoor Games

Bio : Parasmal Jain is super active and a workaholic even at this age. He has no time for socializing and fails to focus on his health more often. He loves socialising with people of his age group and keeps looking for events or theatre plays for other entertainment.

Goals : To get updates on health and spiritual sessions in his area. To know about other events like theatre plays or any other business meets happening in his area.

Frustrations : He's worried about his health and needs a change from his monotonous business life.

Influences: Word of mouth-60%
Radio & TV-80%
Newspaper & Magazines-80%
Social Media -30%

USER SCENARIO

Arjun, a working professional, is bored and tired of his monotonous life. Let's see the phases he goes through before and after connecting to this app

Pre-Connect

Arjun is a working professional, tired and exhausted right on the first day of the week. After coming home he calls his friend and then tells him about his hectic day at work and how tired he is with his monotonous life. His friend reminds him about the time they would love playing music and football in college. Later he introduces Arjun to a new app called - Interest Connect, which helps people get live updates about the latest events and connects you to people of same interests.

Connect

Both decide to go for events together and relive their college memories. Arjun downloads the app and fills in his interests. While surfing he finds few of his office colleagues and people in his area going to the same football classes and soon connects with them. Also keeps looking for other music classes or events near him.

Post-Connect

Arjun comes home with a smile now and is so stress-free and excited about the upcoming events on Interest Connect. He plays cricket match on weekends with friends he connect on this app. He is more cheerful, content and happy now. Life is INTEREST CONNECTING !

STORYBOARD

01



Tired and exhausted Arjun is back home from work

03

Hears about Interest Connect from his friend



Gets a call from his friend

02



04

Downloads the App

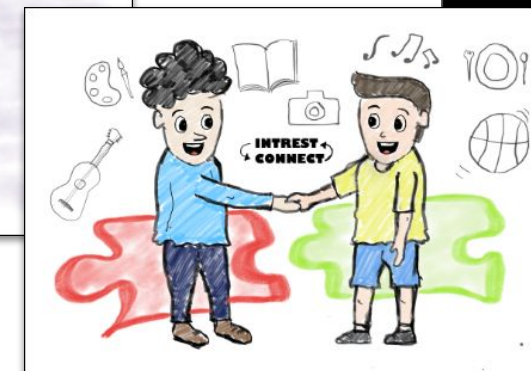


05

Fills in the details and explores the App

Now he's so happy & keeps connecting to his interests

06



EMPATHY MAPPING



The image displays 18 hand-drawn mobile app wireframes for an interest-based social network, organized into three rows and six columns.

Row 1: Onboarding and Main Categories

- INTEREST CONNECT:** Features a header "Meet - Treat - Repeat", an email field, a password field with a "Forgot password" link, a "LOGIN" button, and two buttons: "LOGIN WITH FB" and "LOGIN WITH GOOGLE SIGN UP".
- HEY GET ONBOARD:** A "signup to continue" screen with fields for "User Name", "Email", "Password", and "Confirm Password", followed by a "SIGN UP" button and a note "or you can also". Below are buttons for "SIGN UP WITH GOOGLE" and "SIGN UP WITH FB".
- Choose Category:** A screen with a "NEXT" button and three categories: "Sports", "Music", and "Learning". Each category has a grid of checkboxes for selection.
- Interest Connect:** A screen showing "PEOPLE CONNECTED" with a grid of user icons, "SUGGESTIONS" with a grid of user icons, "MY EVENTS GOING" with a grid of user icons, "UPCOMING" with a grid of user icons, "LIVE ROOM CONNECTED" with a grid of user icons, and "SUGGESTIONS" with a grid of user icons. At the bottom are icons for profile, search, settings, and notifications.

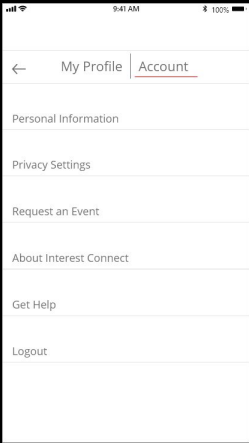
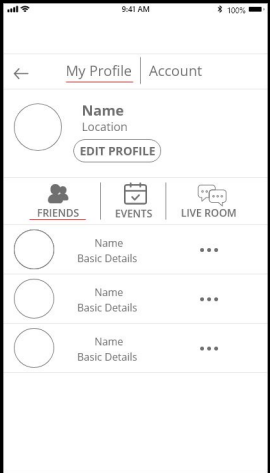
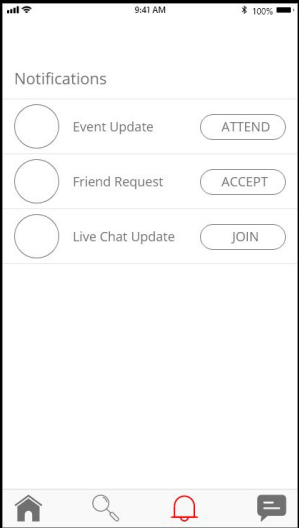
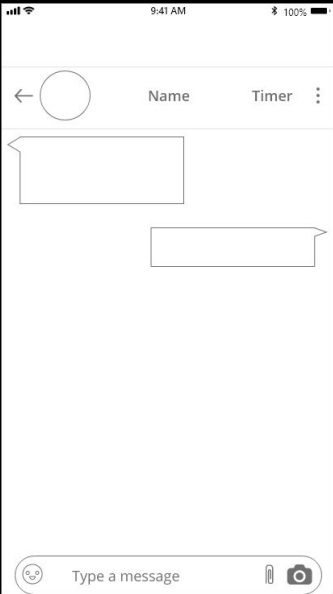
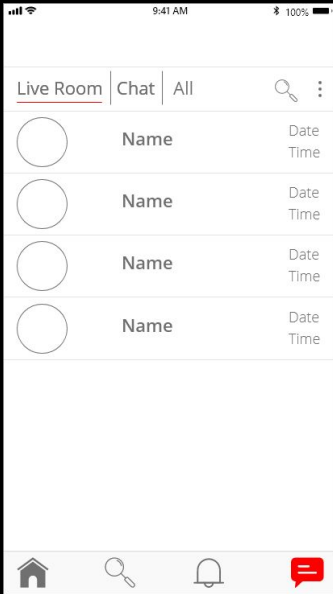
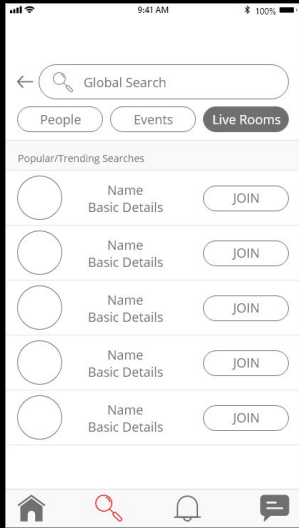
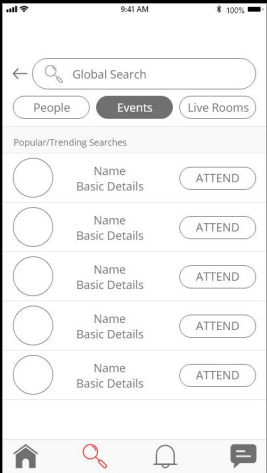
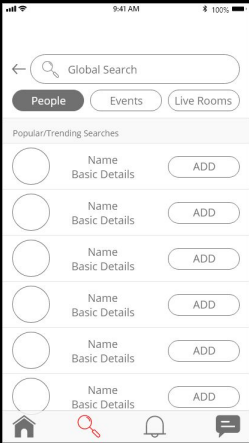
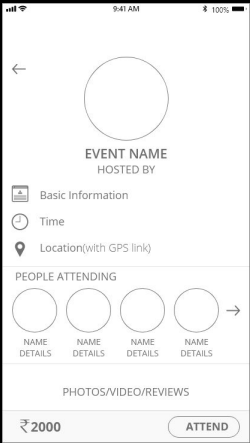
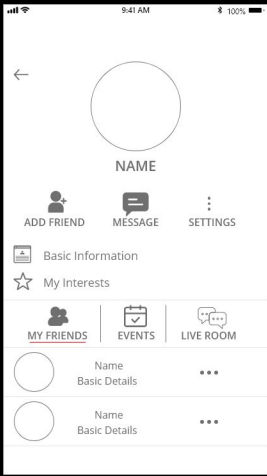
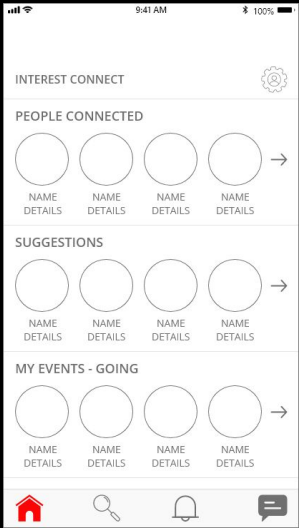
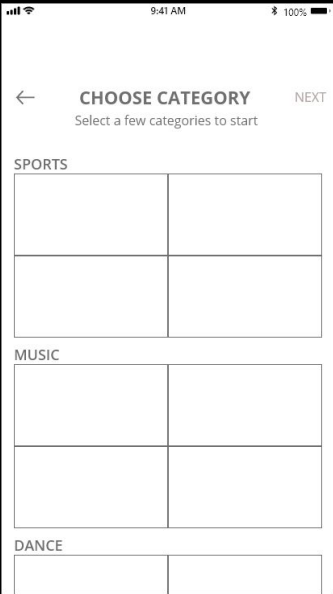
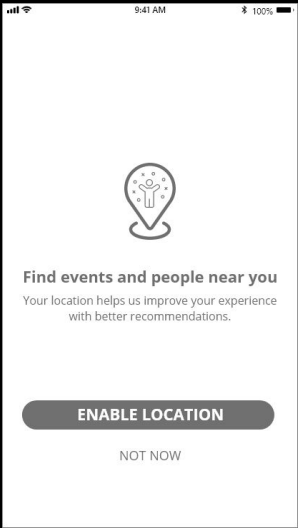
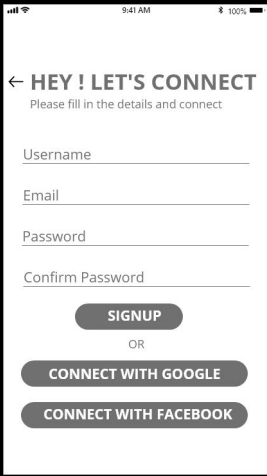
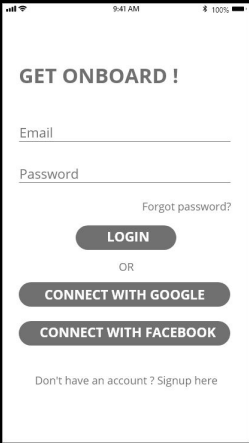
Row 2: User Profiles and Event Details

- PEOPLE:** A profile screen for a user. It includes a "NAME" field, "BASIC INFO" (interests, groups created, friends), "EVENTS ATTENDED", and a "LIVE CHAT" section. There are "ADD" and "FRIEND" buttons.
- EVENT:** An event detail screen. It includes an "EVENT NAME HOSTED BY", "TIME", "LOCATION", "PEOPLE GOING/ATTENDING", "Photos/Video Details", "DETAILS", and a "LOCATION (MAP)". At the bottom is a price field "₹ 1500" and an "ATTEND" button.
- Global Search:** A search screen with a "Global Search" bar and tabs for "People", "Events", and "Live Chat". It shows "Popular/Trending Searches" and a list of items with "NAME", "DETAILS", and "ADD" buttons.
- Global Search:** A search screen with a "Global Search" bar and tabs for "People", "Events", and "Live Chat". It shows "Popular/Trending Searches" and a list of items with "NAME", "DETAILS", and "ATTEND" buttons.
- Global Search:** A search screen with a "Global Search" bar and tabs for "People", "Events", and "Live Chat". It shows "Popular/Trending Searches" and a list of items with "NAME", "DETAILS", and "JOIN" buttons.
- Global Search:** A search screen with a "Global Search" bar and tabs for "People", "Events", and "Live Chat". It shows "Popular/Trending Searches" and a list of items with "NAME", "DETAILS", and "JOIN" buttons.

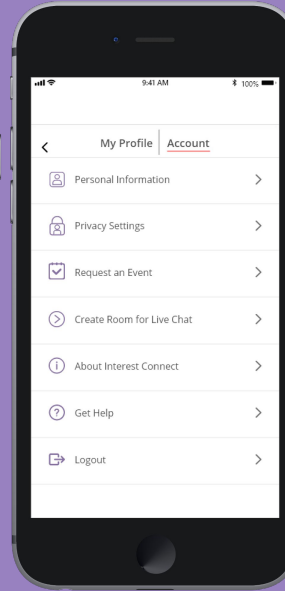
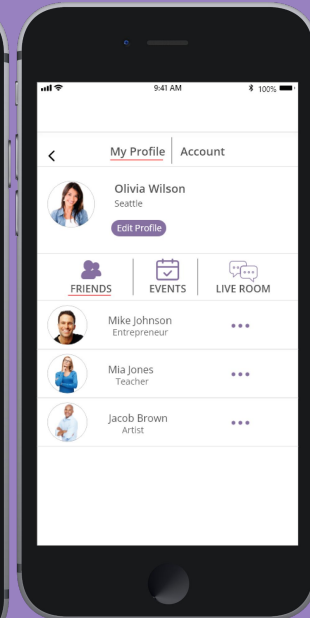
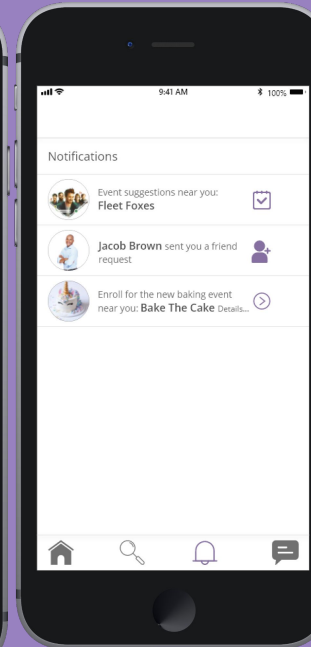
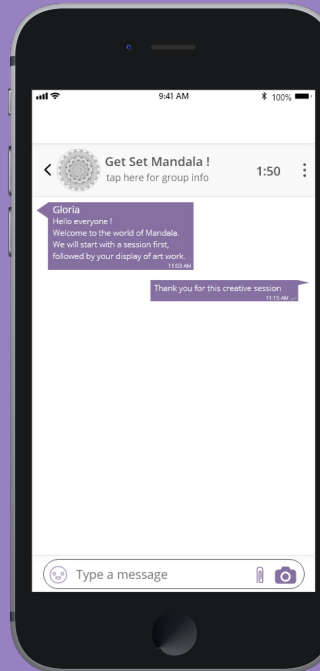
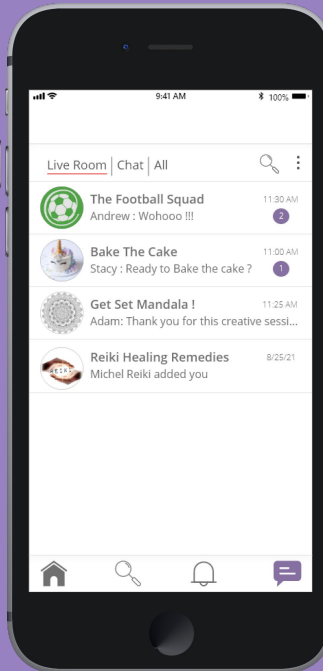
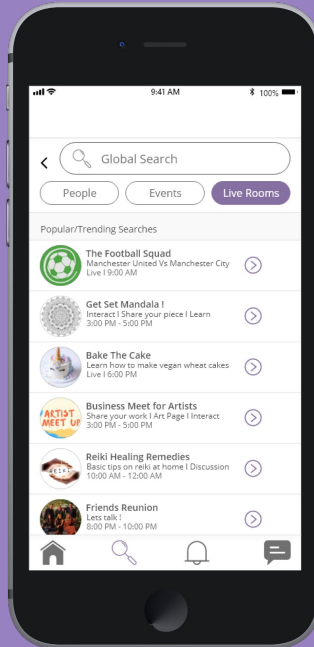
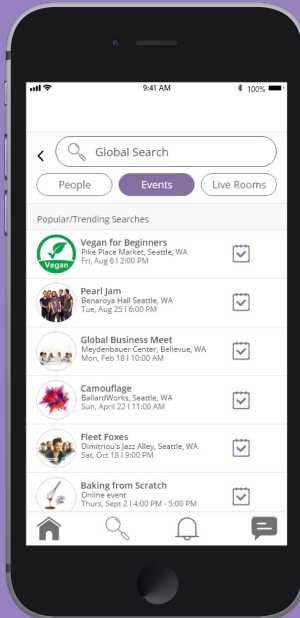
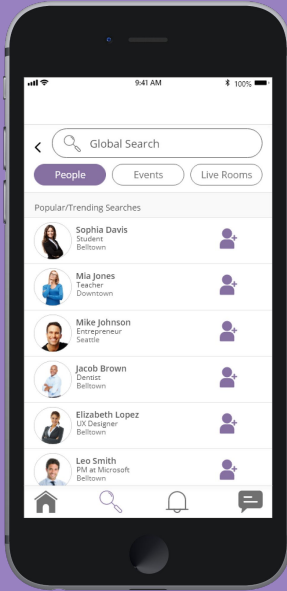
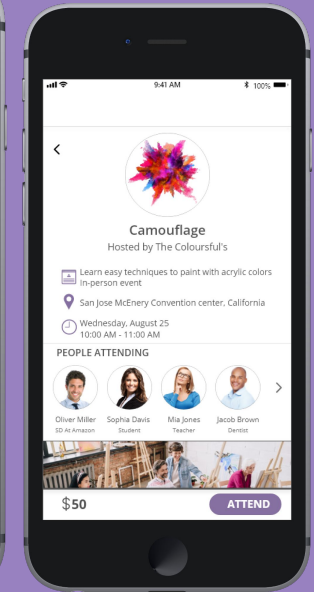
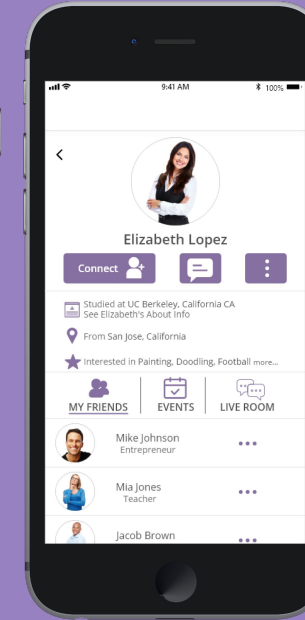
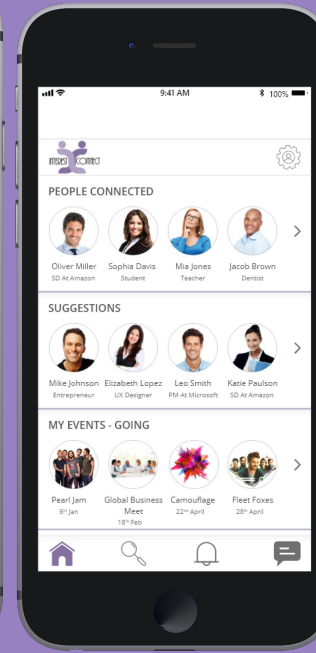
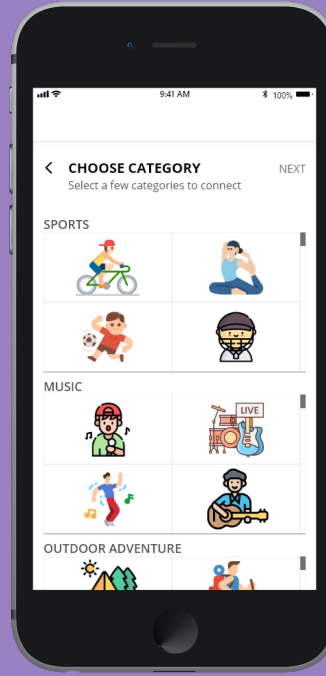
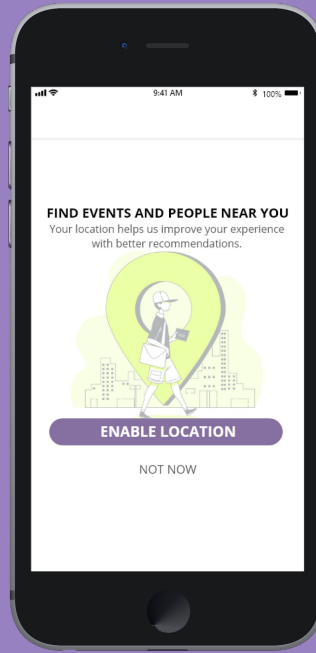
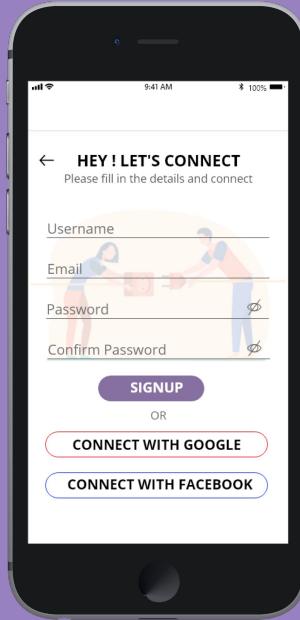
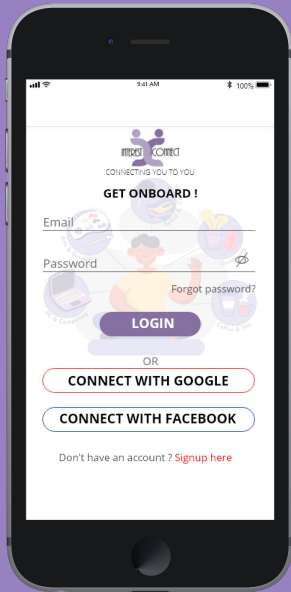
Row 3: Social Interaction and Settings

- LIST VIEW:** A "LIVE ROOM | CHAT" screen showing a list of users with "NAME" and "DATE TIME" fields. At the bottom are icons for profile, search, settings, and notifications.
- DETAIL VIEW:** A detail view screen for a user. It includes a "NAME" field, a "TIMER" field, and a "Type a message" input field. At the bottom are icons for profile, search, settings, and notifications.
- NOTIFICATIONS:** A notifications screen with sections for "EVENT NAME UPDATE" (ATTEND), "FRIEND REQUEST" (ACCEPT), and "LIVE CHAT UPDATE" (JOIN). At the bottom are icons for profile, search, settings, and notifications.
- MY PROFILE | ACCOUNT:** A profile and account screen. It includes a "NAME", "LOCATION", and "INTERESTS" section with an "Edit Profile" button. Below are sections for "FRIENDS", "EVENTS" (Past, Going, Created), and "LIVE ROOMS" (Past, Added, Created). At the bottom are icons for profile, search, settings, and notifications.
- MY PROFILE | SETTINGS:** A profile and settings screen. It includes a "MY PROFILE | SETTINGS" header, "ACCOUNT SETTINGS" (Personal Details, Messaging), "PRIVACY SETTINGS" (Who can see your profile, Blocked), "REQUEST AN EVENT" (Fill Form - "Link"), "HELP", "ABOUT INTEREST CONNECT", and "LOGOUT".

MEDIUM FIDELITY WIREFRAME



HIGH FIDELITY WIREFRAME



02 Residential Design

Role: Sole designer, Liaising between the client & Ar.Ashish Sachade, Owner of Unison Designs

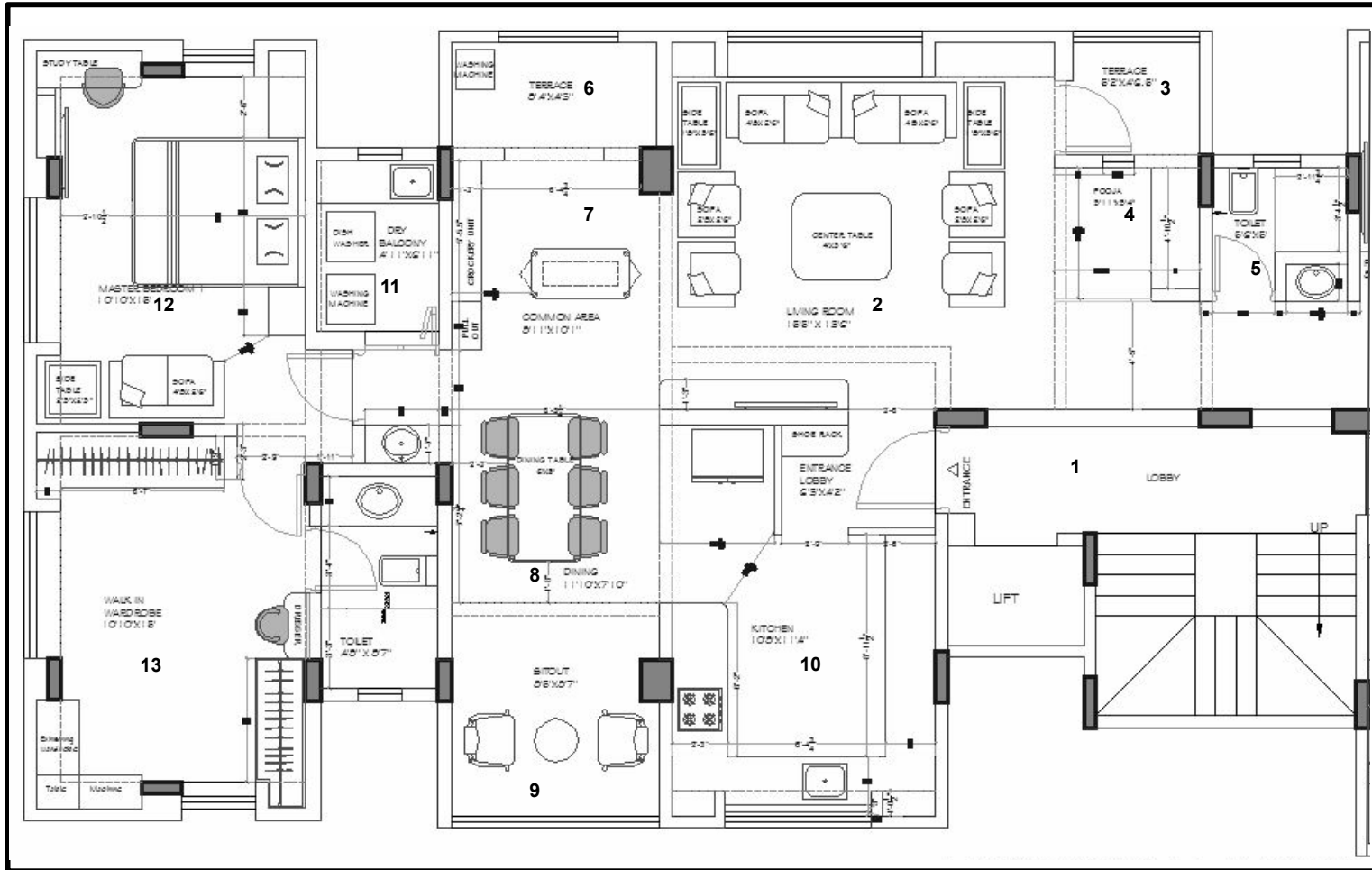
REALIZATION | 2018 DURATION | 8 MO

CONCEPT

In this project, the eclectic design style was used, which artfully mixed elements of multiple design styles into one space just like a mashup of styles. It involves an informal mix of furnishings, decor, bright colour palettes and patterns all in one.

ACCOMPLISHMENTS

Commended for designs of cost-saving, space-saving storage solutions that maximized limited remodeling budget and for client empathy and solutions provided.



PROPOSED LAYOUT

PROJECT BRIEF

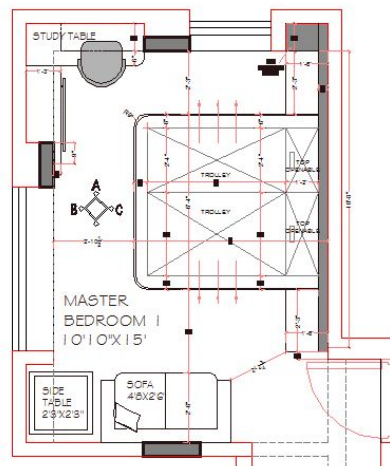
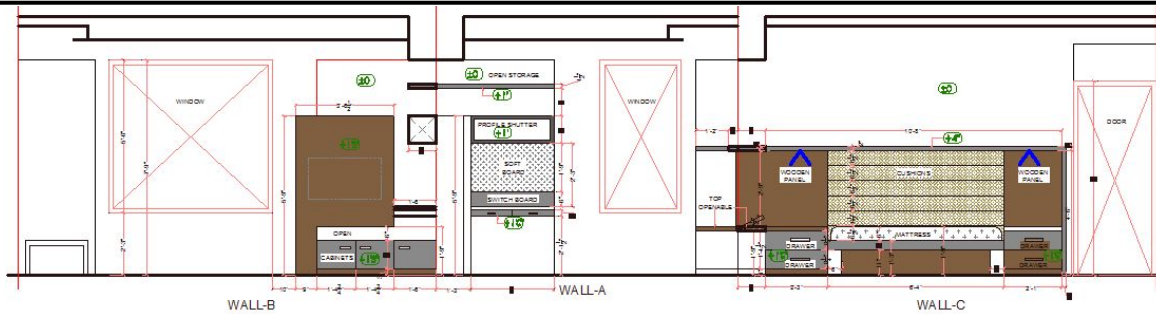
To design a comfortable residential space for Mr. & Mrs. Shintre, located at Prabhat Road, Pune.

The total carpet area designed was 1560 Sqft.

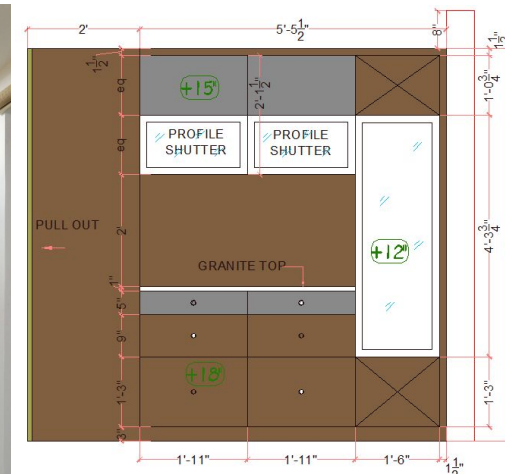
The clients emotive connection to the space felt disjointed, the lighting, texture and colour created a sterile atmosphere and consequently affected how the client interacted with the space on a functional level.

LEGEND

- | | |
|------------------|----------------------|
| 1. LOBBY | 8. DINING |
| 2. LIVING ROOM | 9. SITOUT |
| 3. TERRACE | 10. KITCHEN |
| 4. POOJA ROOM | 11. DRY BALCONY |
| 5. COMMON TOILET | 12. MASTER BEDROOM |
| 6. TERRACE | 13. WALK IN WARDROBE |
| 7. COMMON AREA | |

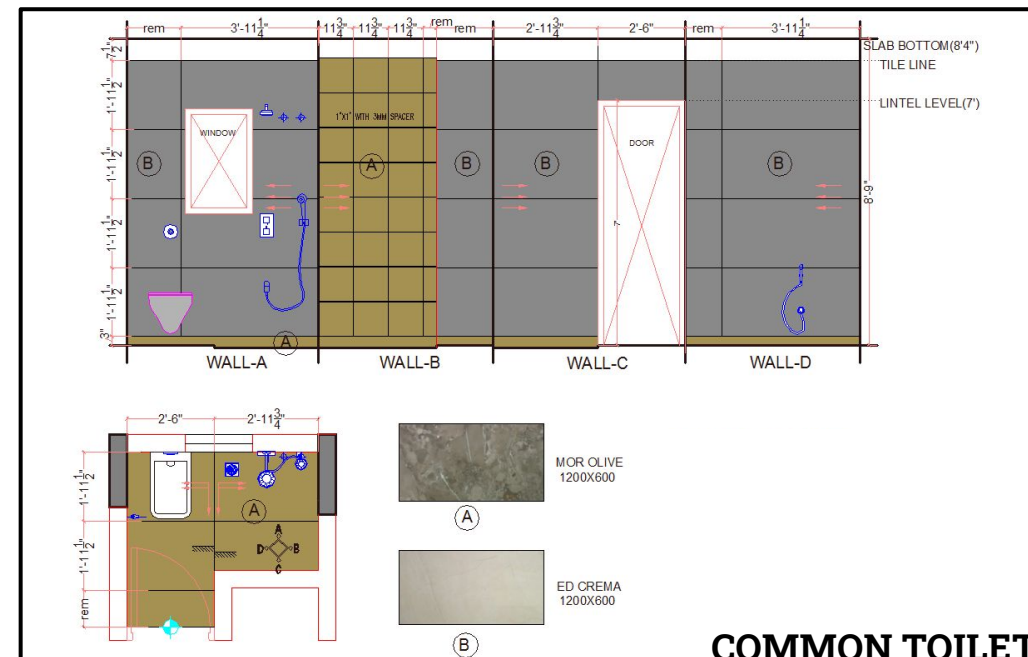


MASTER BEDROOM

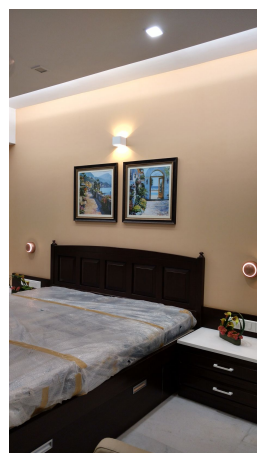


- WOODEN
- WHITE
- CORIAN

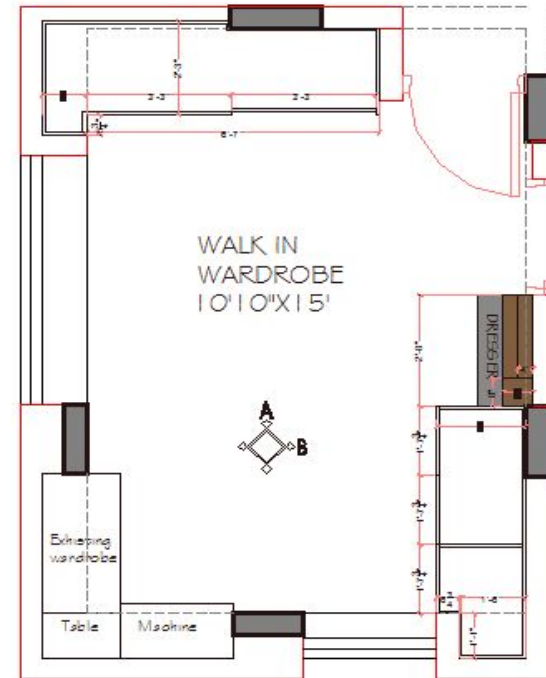
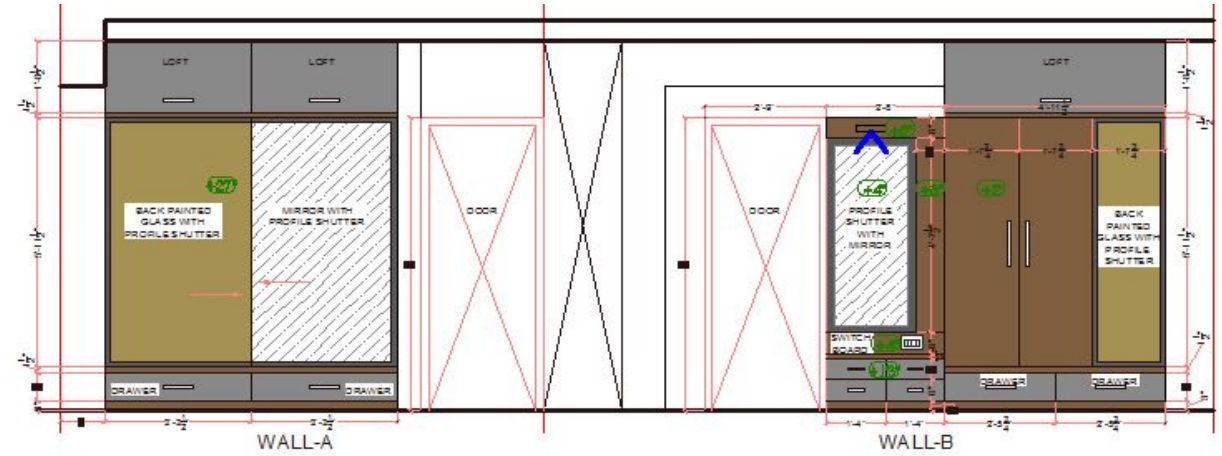
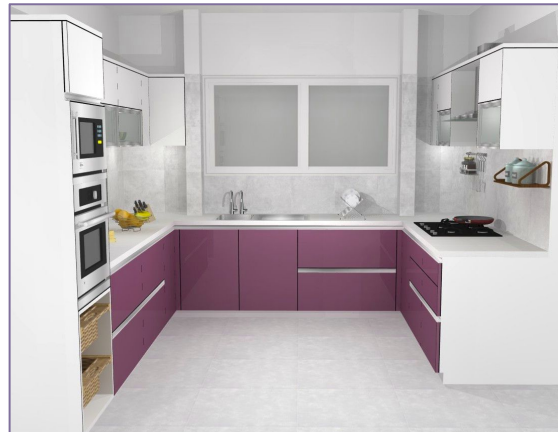
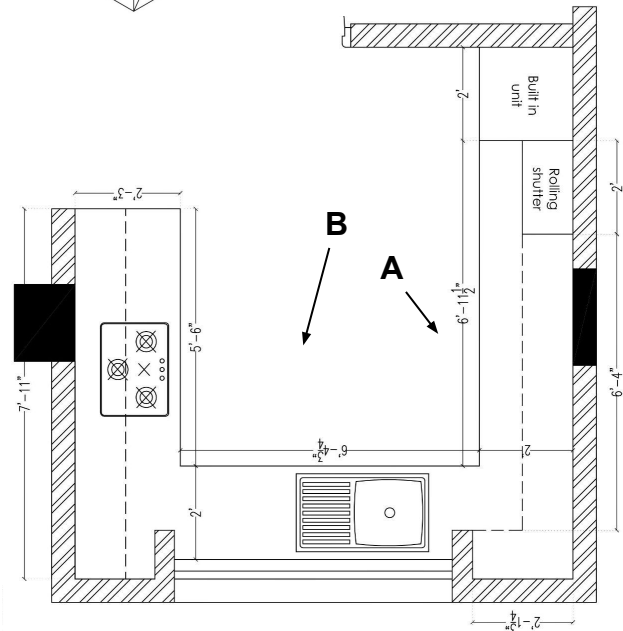
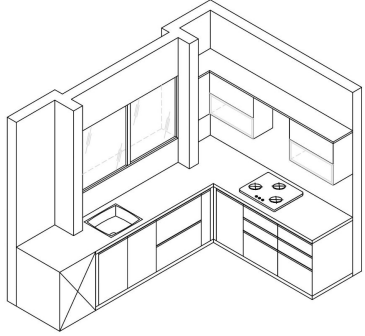
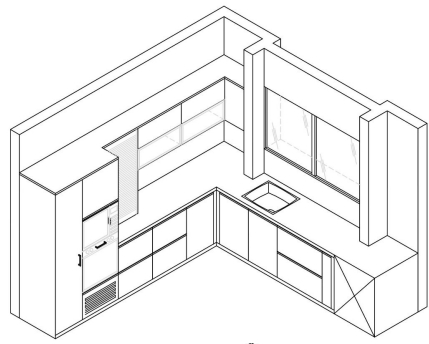
CROCKERY UNIT



COMMON TOILET



LIVING ROOM & MASTER BEDROOM POST COMPLETION



WALK-IN WARDROBE

03 Thesis-Advertising Agency

Role: Sole designer,
Guided by thesis coordinator

REALIZATION | 2016

DURATION | 7 MO

CONCEPT

COMFREE – Comfort & Freedom. Today's best employees demand a workplace that stimulates creativity, collaboration, and communication while also reducing stress and anxiety. Ideally you want a workplace that allows people to focus and concentrate whenever needed, and to collaborate and communicate whenever needed. You also want a workplace that is physically and mentally comfortable so that people can perform and function at their best. This is what today's modern office design trends are striving to achieve.

ACCOMPLISHMENTS

Praised for designing an office interior by being considerate to the employees, employer and the customers and not only creating a healthy environment, but also energizing the office to enhance and grow business as well as increase productivity.

NAME OF AGENCY



As the name suggests PEP – which means Energy and high spirit or Liveliness ! The name itself shows the enthusiasm of the company and their working spirit.

LOGO



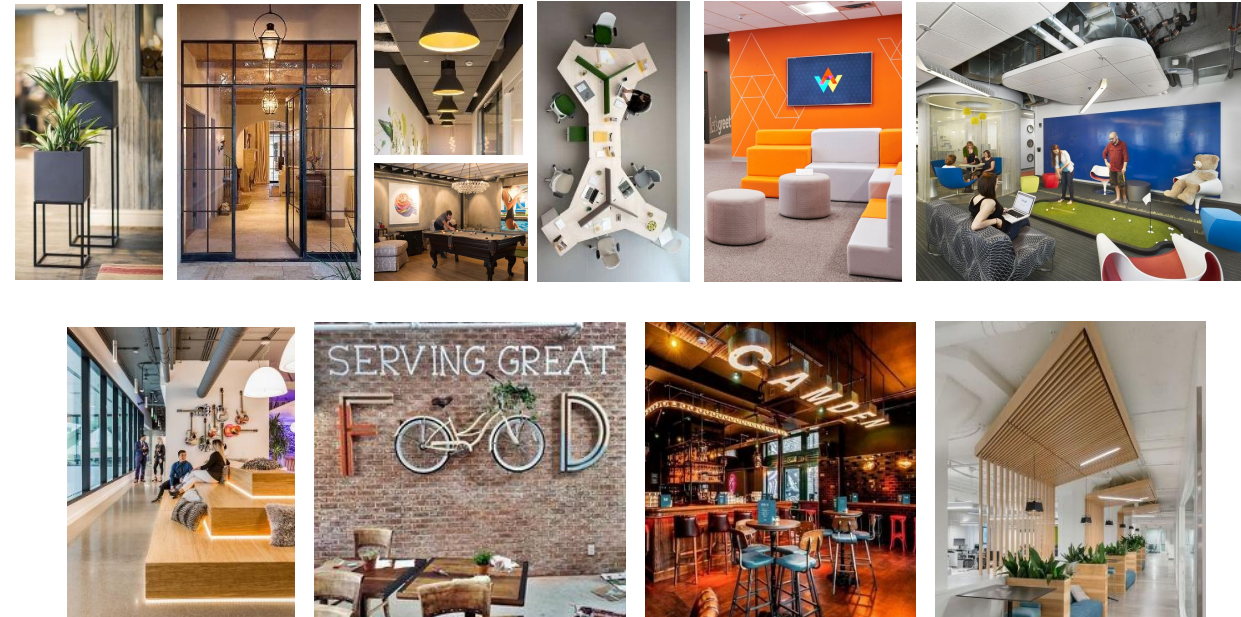
One has to work smart and be strategic in their actions. Owls – Sit and wait - Take notice – ACT ! Owls do not follow the “herd” mentality. The Owl rejects this idea and stays alone, away from the flock. According to owls - You have to create your own “Niche” and dominate it with unique skills which others don't have.

DESIGN AND EVALUATION

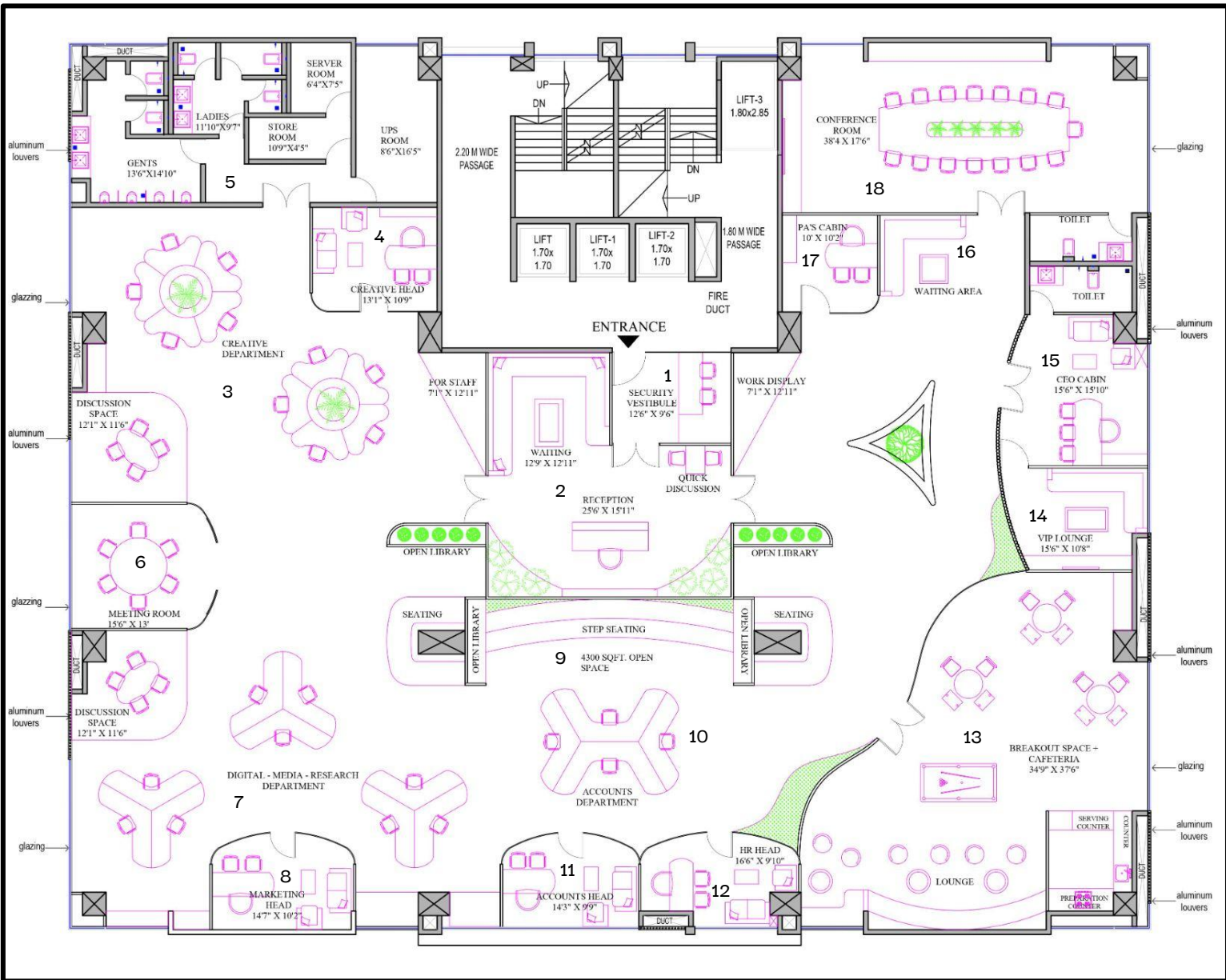


An office full of energy and enthusiasm, organic and linear shapes, bright colours, natural daylight, biophilic elements create an uplifting environment- always inspiring and boosting the confidence level of the staff and clients.

ELEMENTS OF DESIGN & INSPIRATION



- Ergonomic Workstations
- Stress Free Environment
- Outside Inside(Nature)
- More Natural Light
- Acoustics
- Natural Material
- Recreational Zone
- Colors
- Open Office concept



PROPOSED LAYOUT

PROJECT BRIEF

To design a convenient and appealing advertising agency from an employee, owner, client and designers point of view for Mr.Vijay Jain, located at Suyog Centre, 7th Floor, Market Yard Rd, Gultekdi, Pune. The total carpet area designed was 9058 Sqft. Visiting an Ad agency in the first place should give the client a 'vibe' that will define the company the moment they walk in the door. The design and outfitting of workspace is a major capital investment for any organization that can affect a number of business outcomes including productivity, employee satisfaction, creativity, talent recruitment and most importantly brand impact.

LEGEND

- | | | | |
|----|------------------------------|-----|-----------------|
| 1. | SECURITY VESTIBULE | 10. | ACCOUNTS DEPT. |
| 2. | RECEPTION & WAITING | 11. | ACCOUNTS HEAD |
| 3. | CREATIVE DEPARTMENT | 12. | HR HEAD |
| 4. | CREATIVE HEAD | 13. | BREAKOUT |
| 5. | WASHROOM & SERVICES | | SPACE+CAFETERIA |
| 6. | MEETING ROOM | 14. | VIP LOUNGE |
| 7. | DIGITAL-MEDIA-RESEARCH DEPT. | 15. | CEO CABIN |
| 8. | MARKETING HEAD | 16. | WAITING AREA |
| 9. | OPEN LIBRARY | 17. | PA'S CABIN |
| | | 18. | CONFERENCE ROOM |

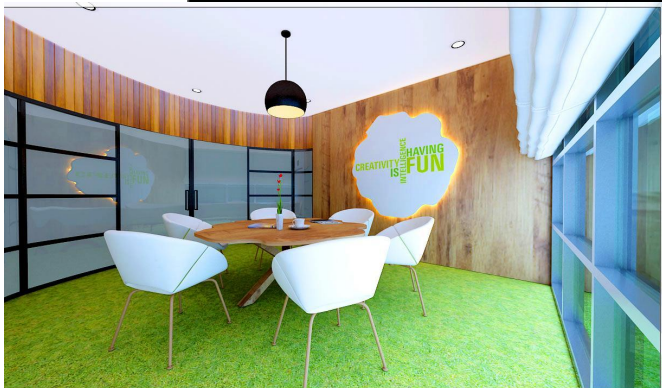
Reception & Waiting



Creative Head

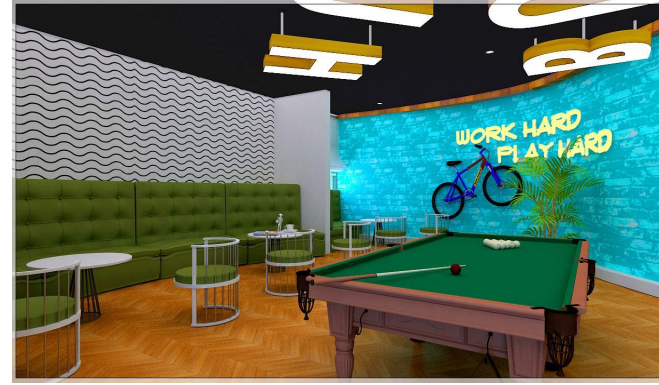


Meeting Room

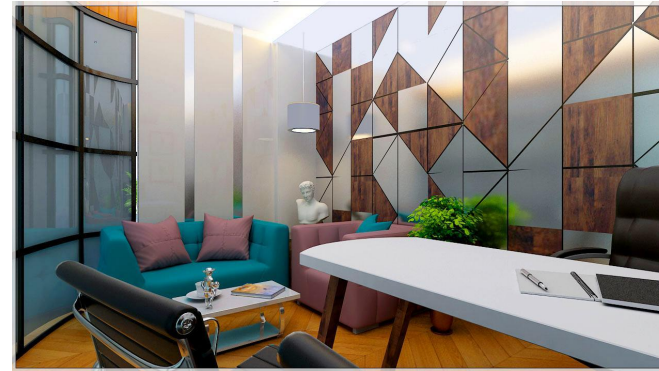
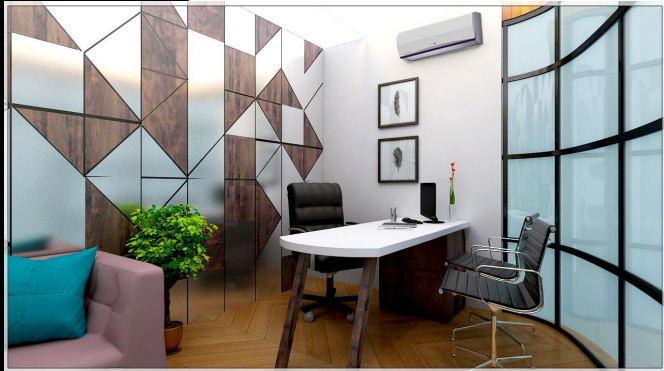


- **OBJECTIVE:** Designing cool office spaces that are unique, functional and breathtaking by using colours and other key elements which bring a vibrant spirit in the environment
- Planning layout on taking the employee and client into consideration
- Providing office furniture which are ergonomically suitable for the employees. Proper storage so that the space looks neat and tidy
- Stimulate and enhance creativity and productivity. Creating a separate place away from their desk to do brainstorming and relaxing.
- Using Biophilic design in office helps employees to connect with nature, and that when this connection is made, it results in better health, concentration, creativity, and work performance.

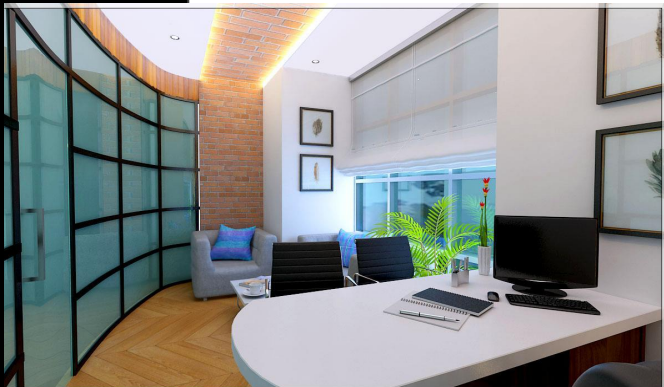
Breakout- space & Cafeteria



Marketing Head

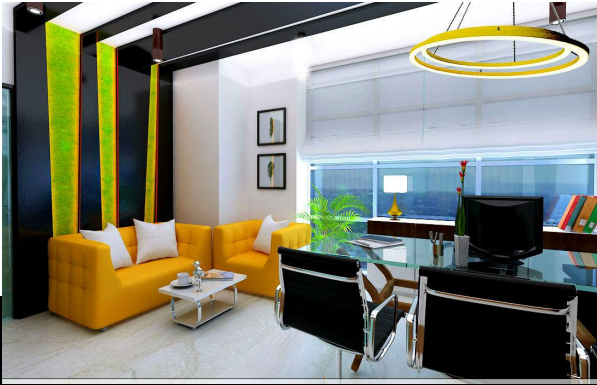


HR Head

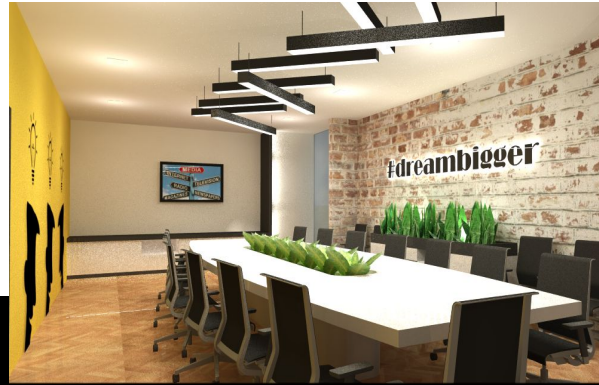


- Activity-Based Working is the latest way of designing an office where the employee can work in areas with very relaxed and cozy seating and will have such things as sofas, couches, armchairs, pod seats, and coffee tables. These breakout spaces may also be suitable for impromptu meetings, group meetings, breaks from work, and other activities. Here people can sit down to eat or to casually brainstorm new ideas, discuss the latest project and just relax.
- Glass walls and doors reduce the feeling of being isolated and promote more transparency in the workplace. At the same time, glass walls and doors are relatively sound-proof, so they still allow people to concentrate and focus on their work.
- A well designed office cabin portrays a royal and a private place where an employee can be more than just working and where formal and informal conversations happen.

CEO Cabin



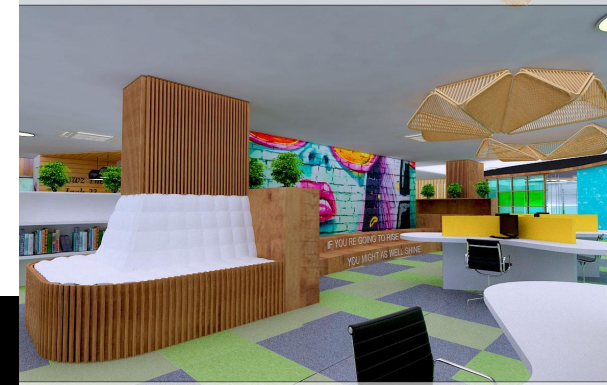
Conference Room



Creative Department



Open Library



- **Biophilic Design:** Reconnecting with nature along with open office design results in better health, concentration, creativity and work performance. Bringing in nature closer by implementing vegetation, natural light, textures and materials for positivity.
- **Natural Light:** Sunlight and daylight are brought into the building through large glass windows and doors mainly because it is considered healthier than artificial light.
- **Plants:** Plants purify the air of toxic compounds that are otherwise harmful to human health and make the environment look fresh and this helps improve the concentration level.

- **Materials:** Incorporating natural features and textures like wood and stone in the form of floors, ceilings, or other surfaces can help to mimic the outdoors and really does follow the 'bringing the outdoors indoors' mantra.
- **Give staff space and choice:** Giving the staff different spaces to concentrate, collaborate and work comfortably, so that they don't feel overly cramped or stuffy.
- **Openness:** Open office spaces help the employees build trust and communicate better. This allows the dynamic creation of new teams and boosts collaboration between workers.

05 Tirangi Missal-Restaurant

Role: Sole designer
Freelancer

REALIZATION | 2018

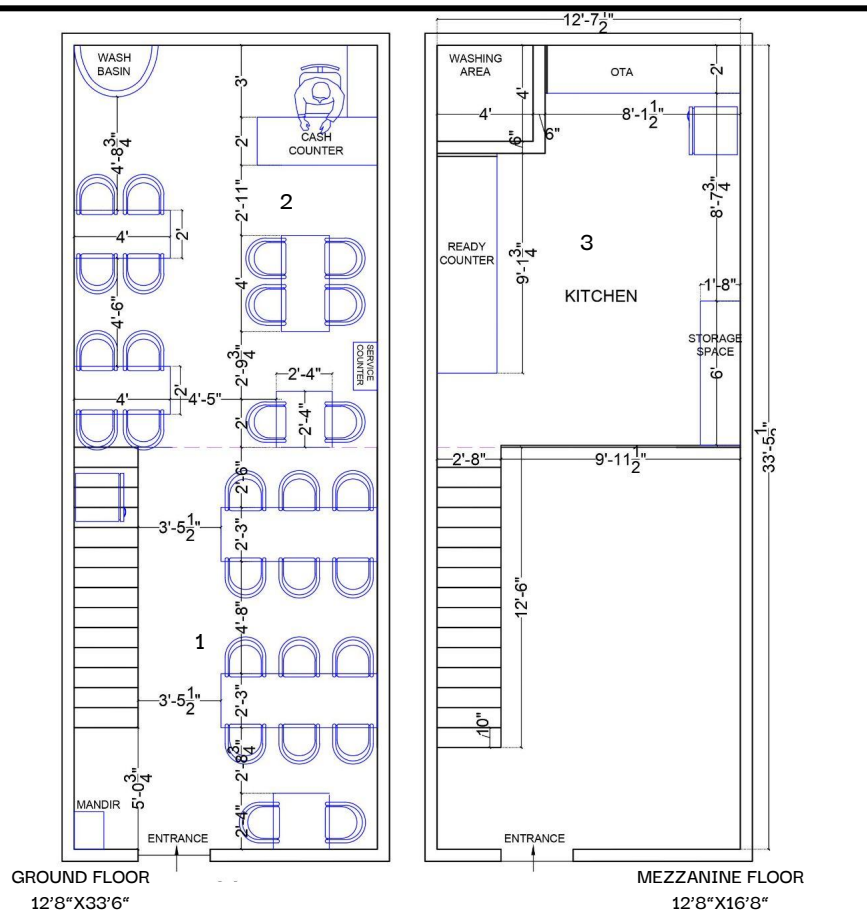
DURATION | 4 MO

PROJECT BRIEF

An emotion for enthusiasts or just pure satisfaction – that's what eating "Misal" is for people in Pune. Designed for Mr. Aakash Agarwal, based on the culture in Maharashtra, this 'Missal' Cafe interior represents the craze people have for eating misal, depicted clearly by the graphics on wall. The total carpet area designed - 635 Sq ft.

LEGEND

1. SEATING 2. CASH COUNTER 3. KITCHEN



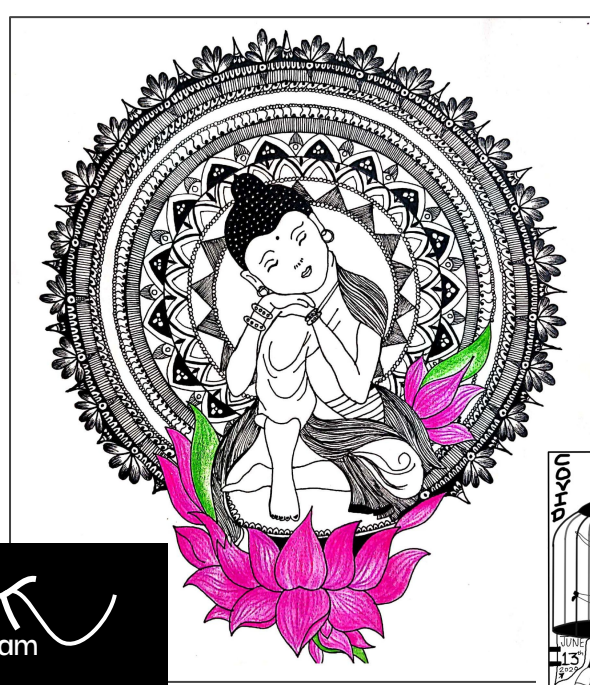
PROPOSED LAYOUT



SITE POST COMPLETION

ACCOMPLISHMENTS

Praised for designing the interiors & coming up with illustration suggestions for the artist. The client replicated this interior in his upcoming chain of cafes.



@Artstruck94 ↖
 Checkout my art page on instagram
 for more creative work!
 ↗

