

Portfolio.

Sharath S Nair

A Decade of Creative Design

I am a creative designer with over a decade of experience in the industry, dedicated to crafting visually captivating and engaging experiences. Throughout my career, I've had the privilege of working across various companies and industries, accumulating a wealth of knowledge and expertise. While I'm unable to showcase some confidential projects, I'm thrilled to present a carefully curated selection of my work within this portfolio.

My specialization spans a wide spectrum, including **designing presentations and documents, crafting user interfaces and experiences, storytelling, creating dynamic motion graphics, expertly editing videos, and producing captivating illustrations**. I take immense pride in my ability to seamlessly merge creativity with functionality, consistently delivering impactful visual narratives that leave a lasting impression.

I'm genuinely excited about the opportunity to collaborate with you on your creative ventures. Whether you have a specific project in mind or are keen to explore how my skills can elevate your organization's visual identity, I'm readily available to provide guidance and insights. Don't hesitate to reach out to me at **sharathsnair01@gmail.com** or **+91 9620886561** to kickstart a conversation.

Your consideration of my portfolio is greatly appreciated. I firmly believe that, together, we can transform your vision into reality through the compelling language of design.

Sharath S Nair

Achieved the **2nd** position in a competition held in partnership with **Adobe** in 2019. The challenge revolved around designing a prototype using the Adobe XD tool, with a focus on addressing the problem of women's safety.

Problem Statement

The safety of women is a pressing concern. Women often feel vulnerable when they are out late at night, alone in public spaces, or simply taking a stroll in the park.

Design Challenge

Our innovative solution, the “SHIELD” app, was meticulously designed to empower and protect women in public spaces. Recognizing the urgent need to address women's safety concerns, we embarked on a journey to create a comprehensive tool that not only enhances their sense of security but also fosters a more liberated and confident experience.

Solution

We crafted an app prototype for this challenge, and we named the app “**SHIELD**” - an acronym for “**SHE Is Liberated and Defended**.”



Problem Statement

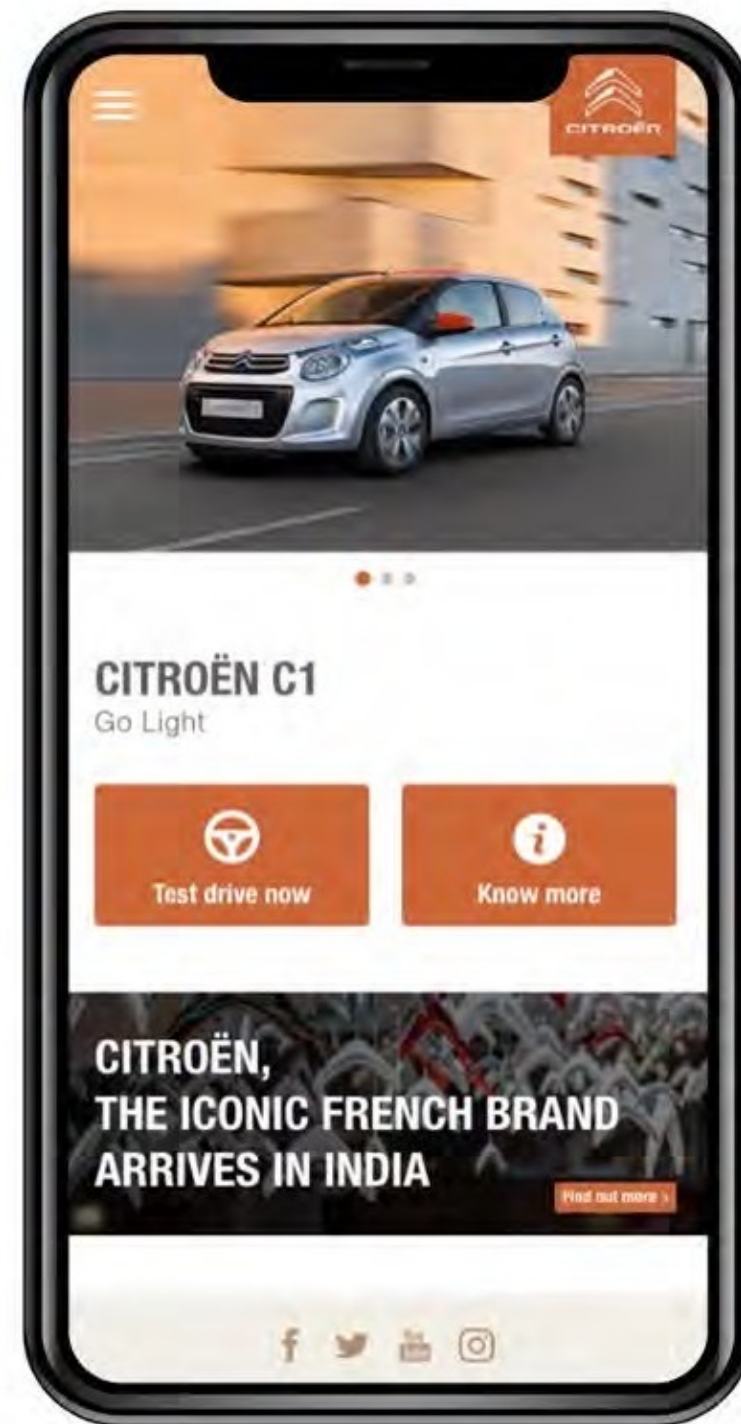
Booking a Citroen car efficiently has proven to be a challenging task for many users. Customers often face obstacles when trying to reserve a Citroen vehicle that aligns with their preferences and requirements.

Design Challenge

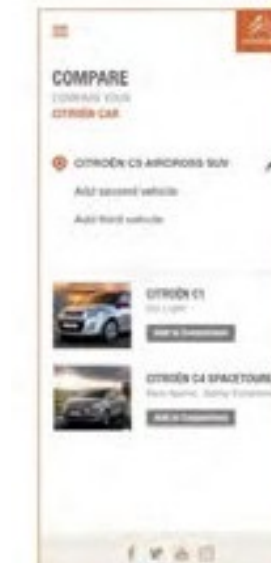
Objective was to create an innovative solution that simplifies the Citroen car booking process, making it more user-friendly and accommodating to diverse customer needs.

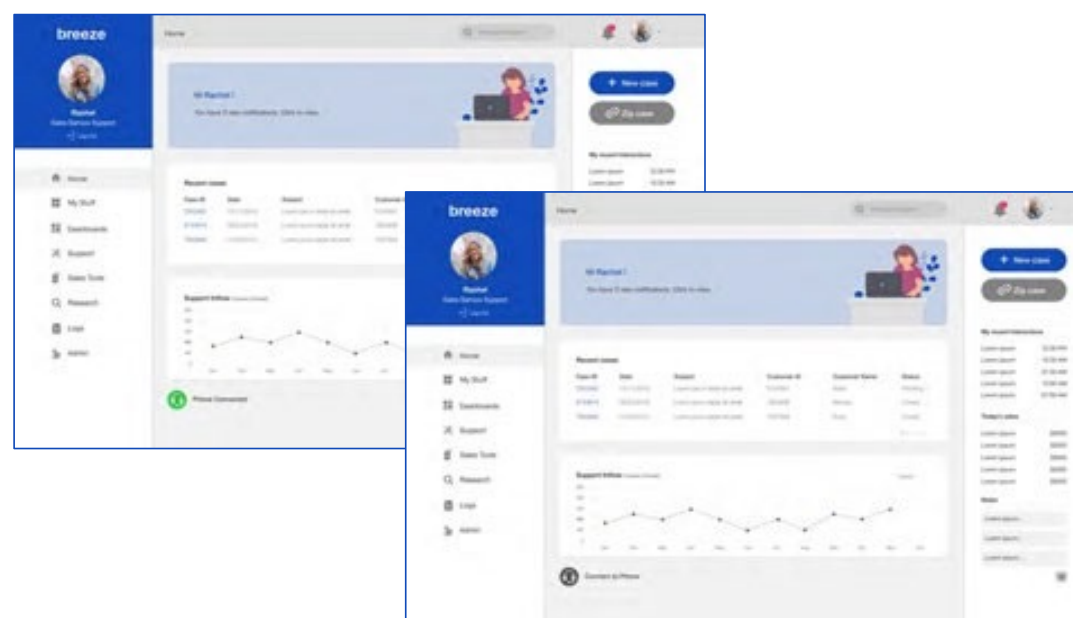
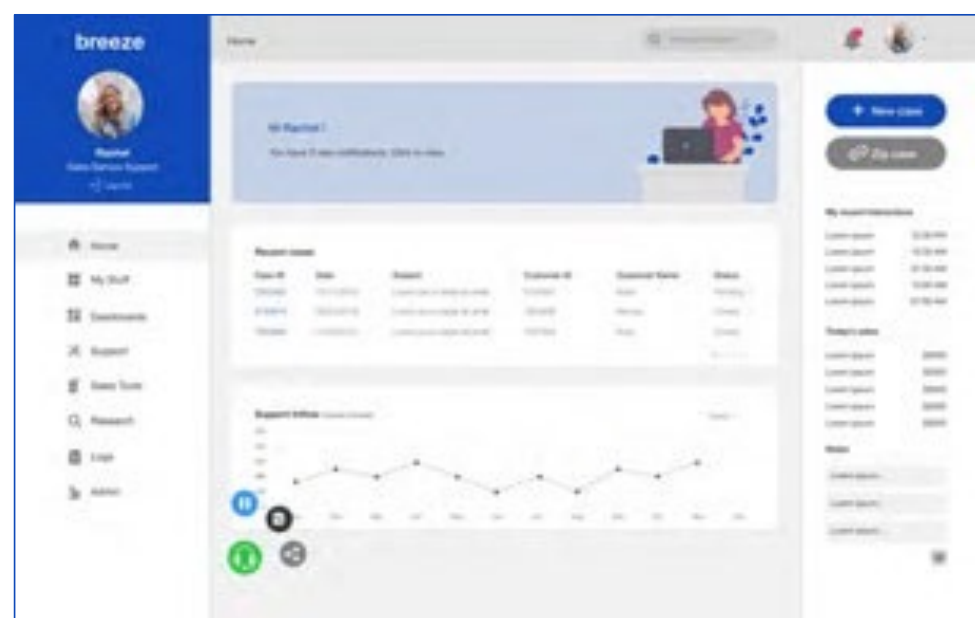
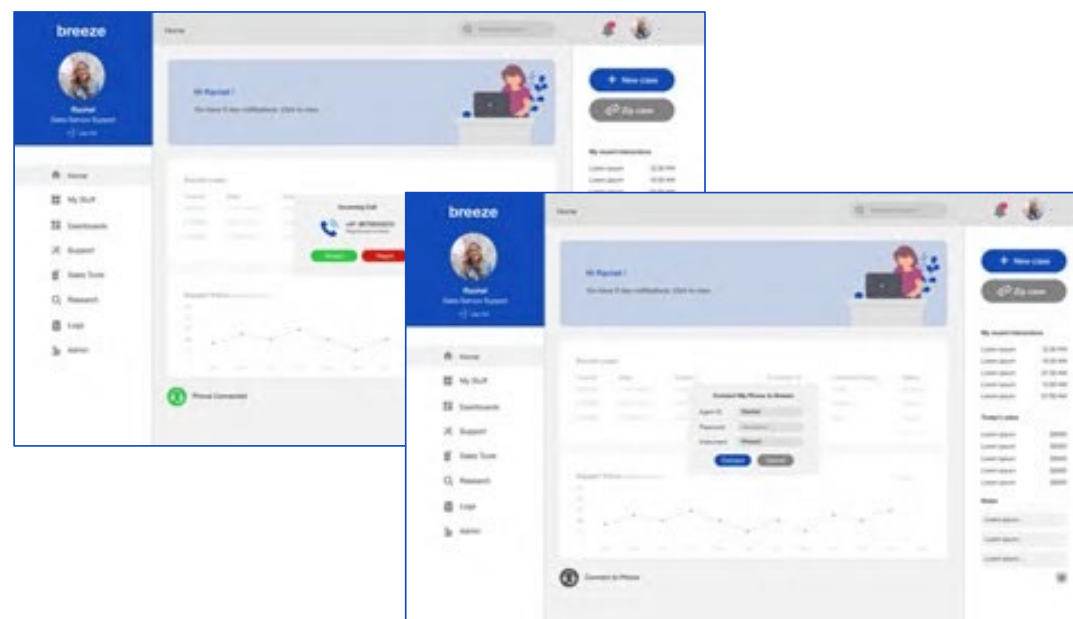
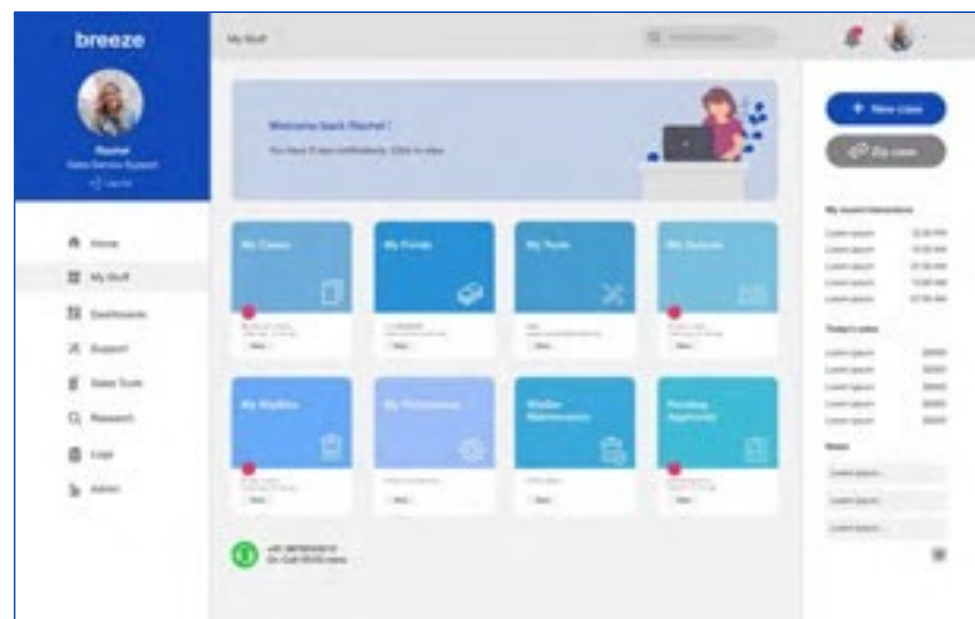
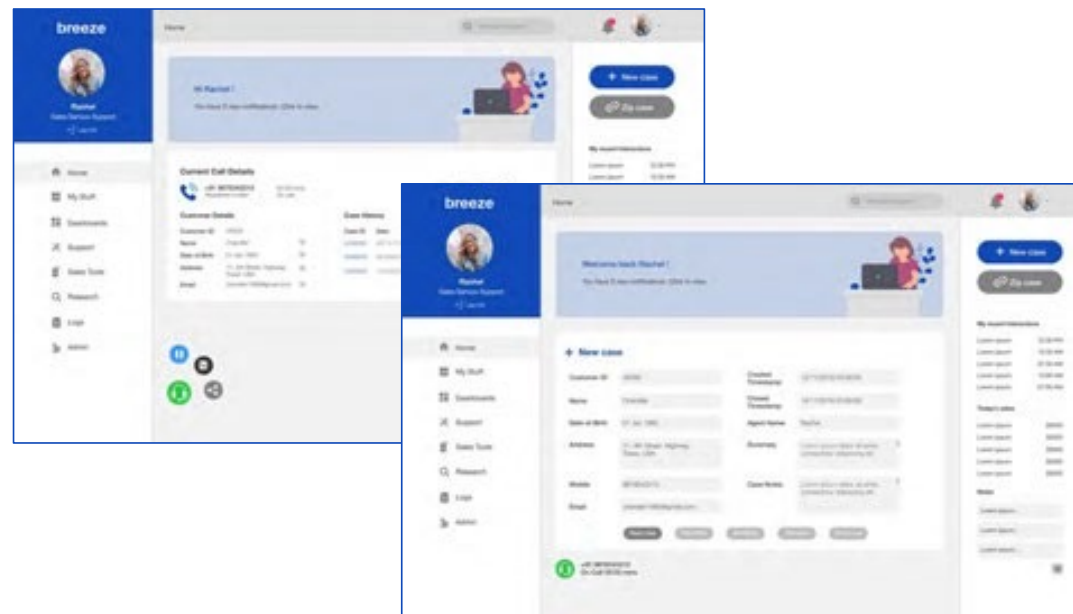
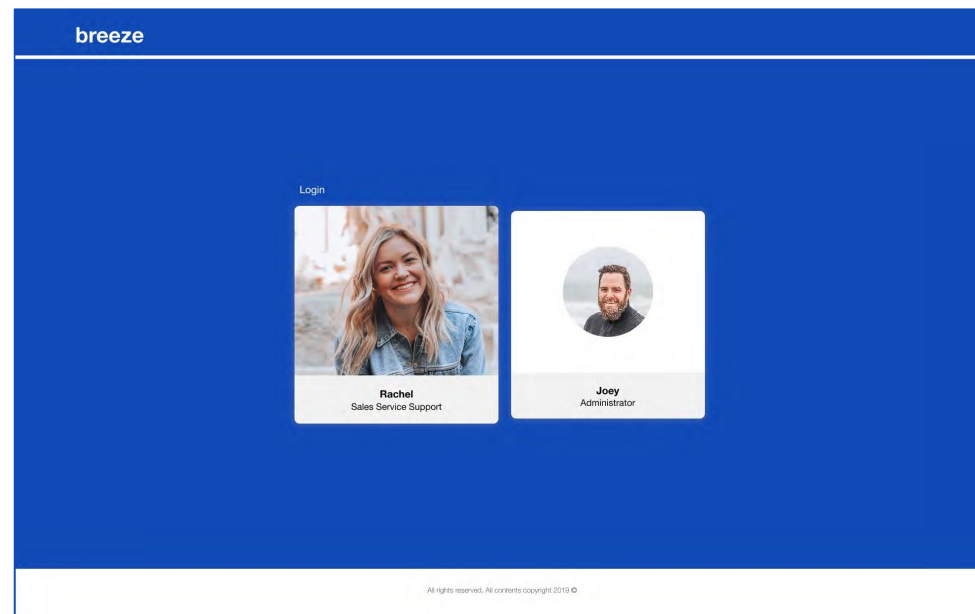
Solution

We developed a mobile app prototype tailored to address this challenge, aiming to provide a seamless and convenient experience for booking Citroen cars.



Parallax navigation





Problem Statement

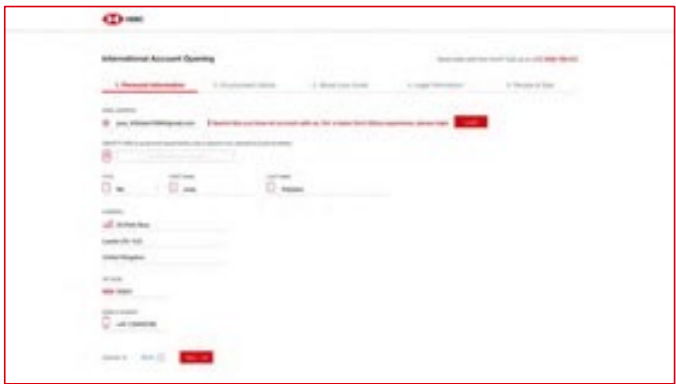
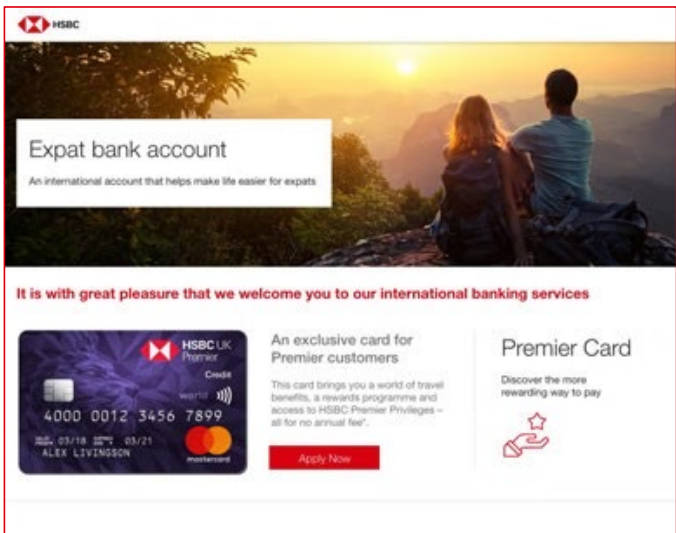
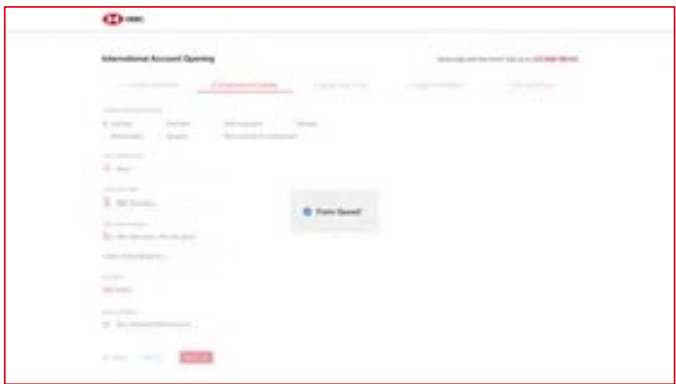
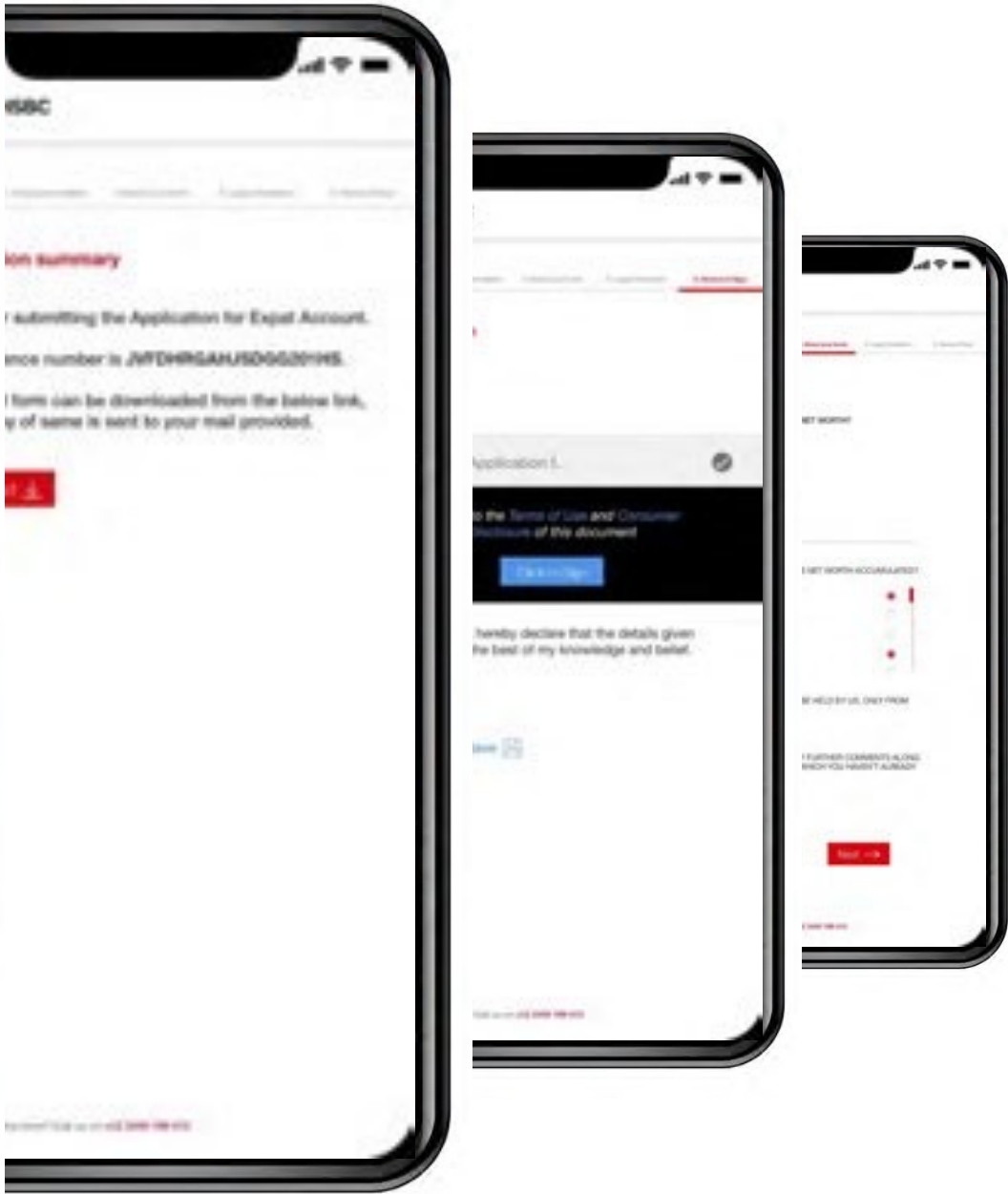
Managing and tracking customer care center calls can be a daunting task. The existing systems often fall short in providing an organized and user-friendly solution for monitoring customer interactions effectively.

Design Challenge

Primary objective was to develop an innovative web app solution that streamlines the process of tracking and maintaining customer care center calls, ultimately enhancing customer service.

Solution

We designed a web app prototype that addressed this challenge. This platform, which we named "Breeze", offers an intuitive and comprehensive approach to tracking and managing customer care center calls, ensuring improved efficiency and customer satisfaction.



Problem Statement

Applying for a credit card at HSBC Bank has traditionally been a complex and time-consuming process for customers. Existing methods often lack user-friendliness and convenience.

Design Challenge

The primary task was to create a modern and user-friendly solution that simplifies the credit card application process for HSBC Bank customers, making it accessible via both web and mobile platforms.

Solution

We crafted a web and mobile app prototype tailored to address this challenge. With a strong focus on user experience, we crafted an application platform that streamlines the credit card application process, making it hassle-free and efficient for HSBC Bank customers.

Problem Statement

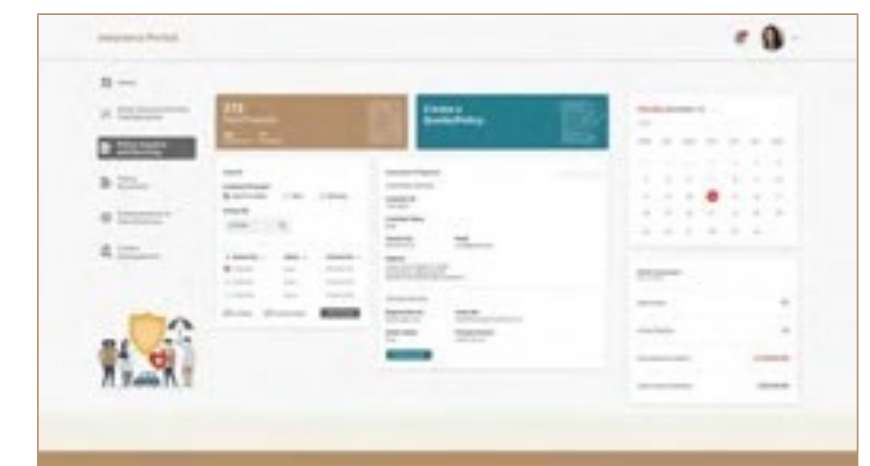
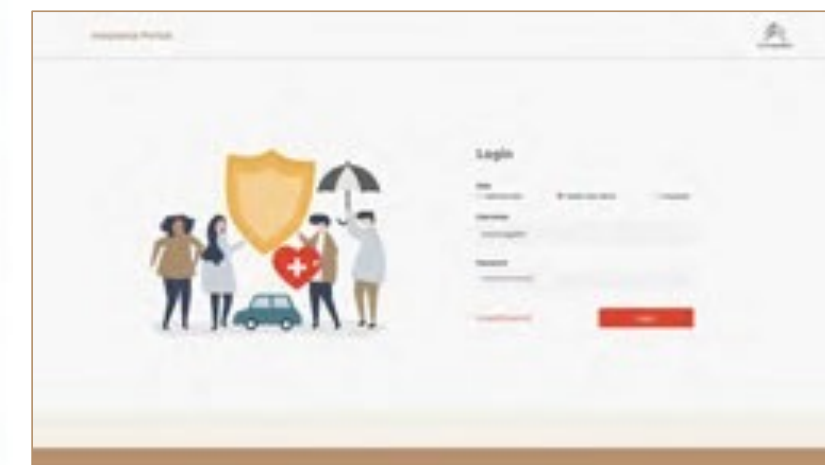
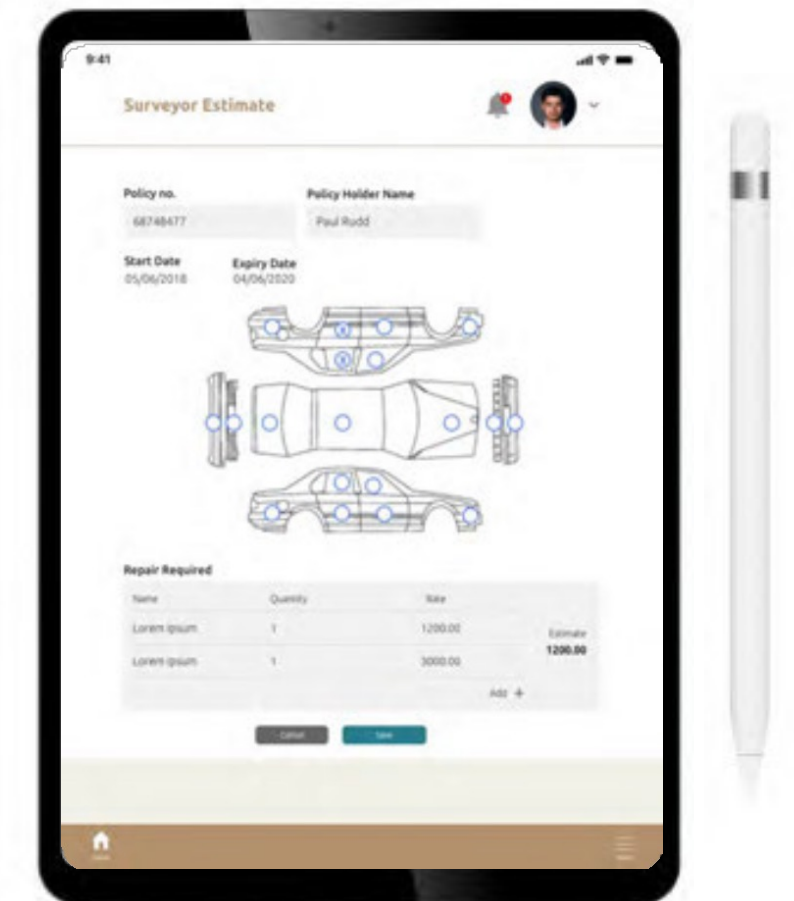
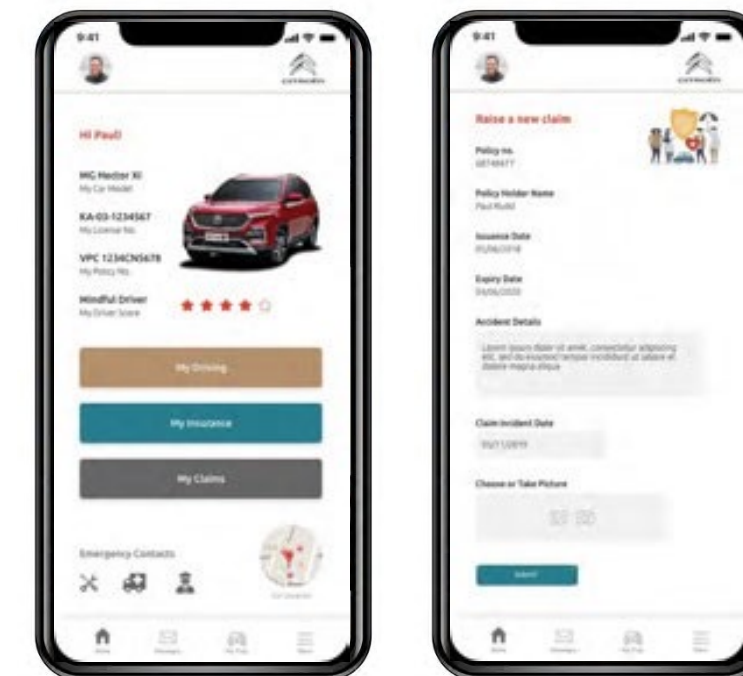
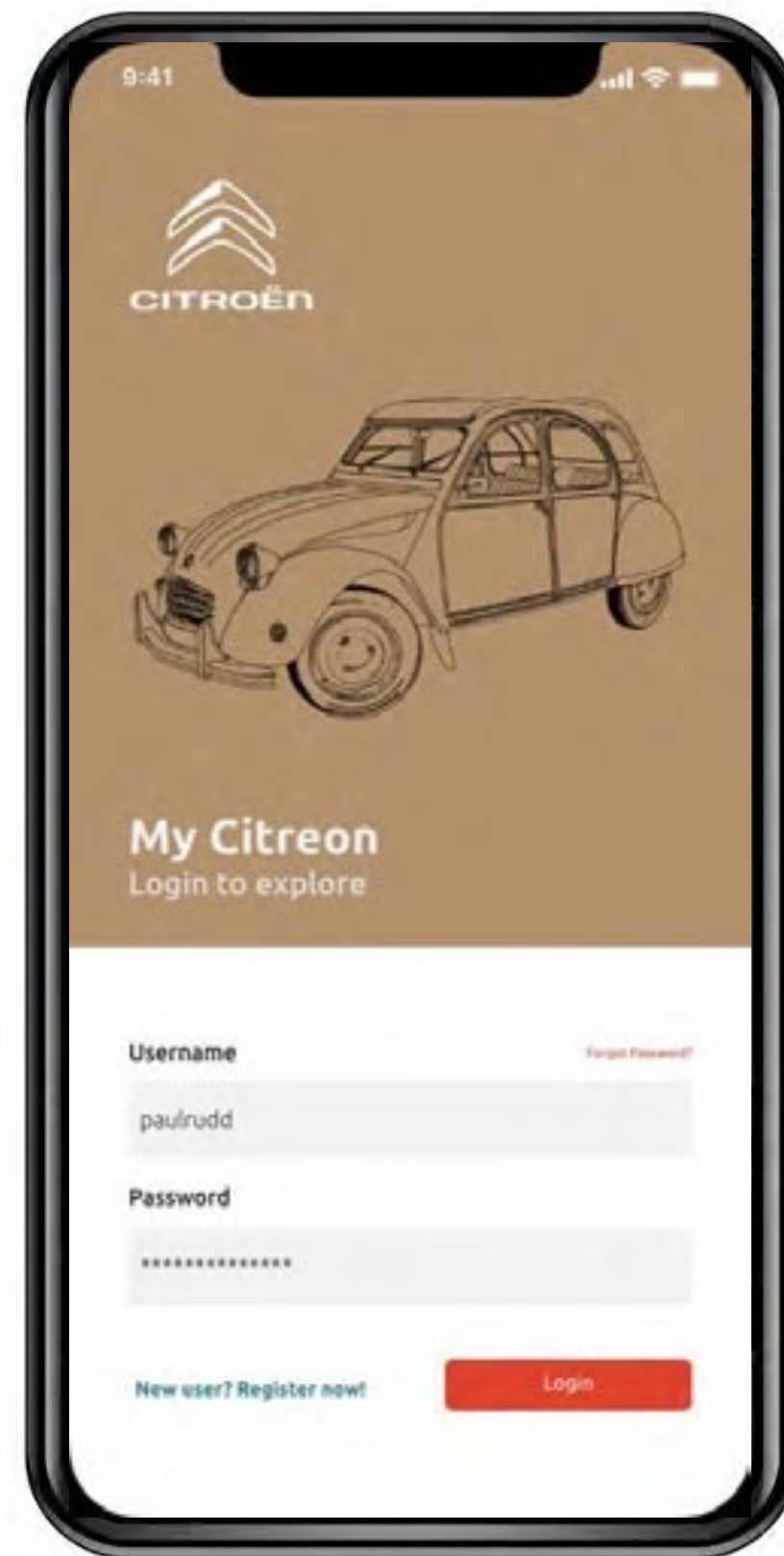
The process of servicing Citroen vehicles has often been cumbersome, with customers and service advisors facing difficulties in efficiently tracking and logging service-related information. Existing methods lacked the convenience and transparency needed.

Design Challenge

The primary goal was to create an innovative and user-friendly solution that simplifies the vehicle service process for Citroen customers while providing service advisors with valuable tools for tracking and logging service activities.

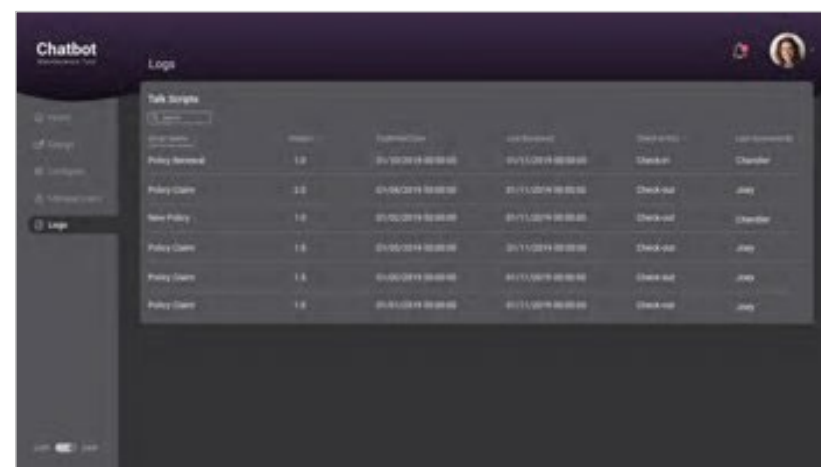
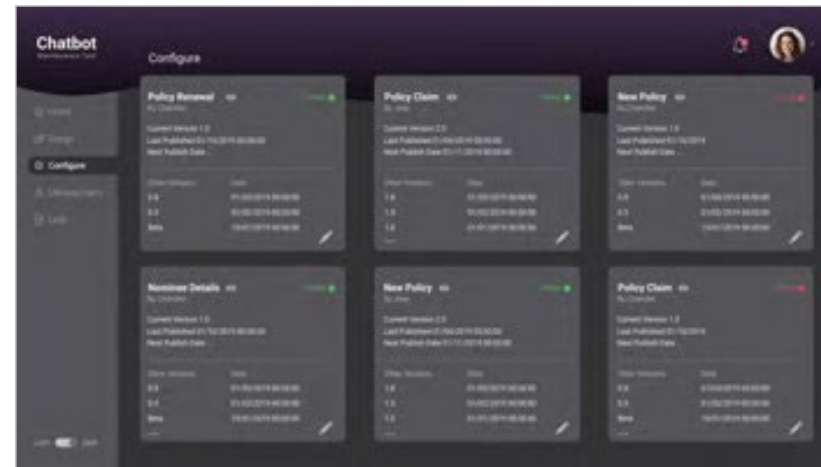
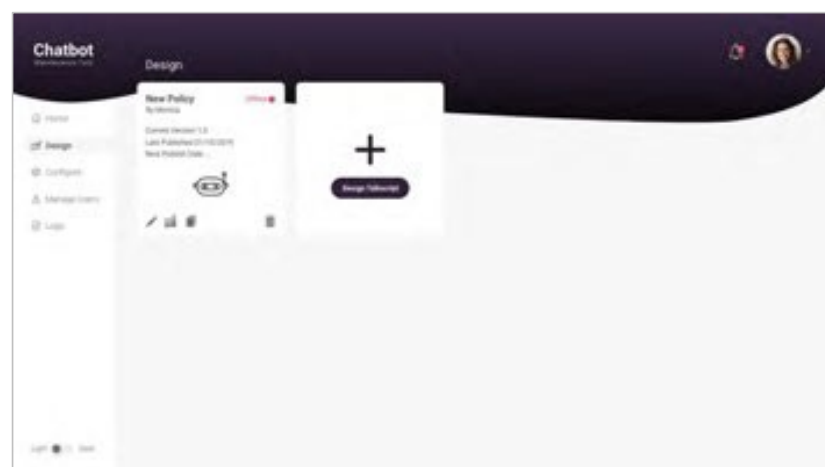
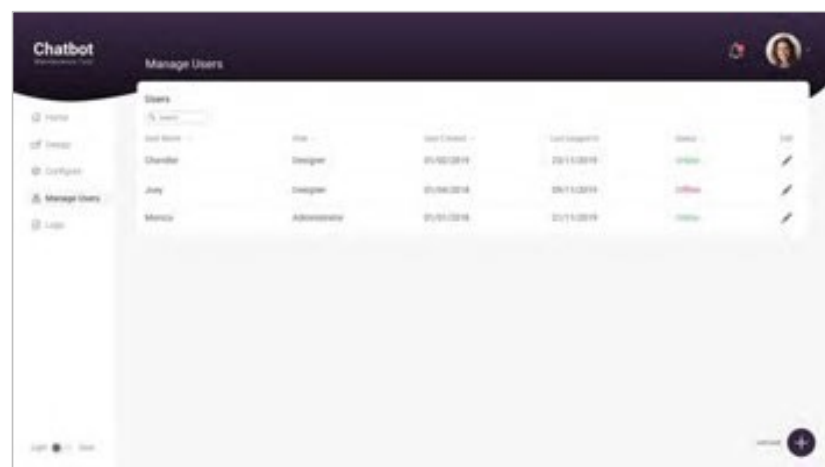
Solution

We crafted an advanced web and mobile app prototype, focusing on enhancing the vehicle service experience for Citroen customers. This platform also provides service advisors with efficient tools for tracking and logging service data, ensuring a smoother and more transparent service process for everyone involved.



Chatbot

maintenance tool



Problem Statement

Developing and managing chatbots can be a complex and time-consuming task. Existing tools often lack user-friendliness and robust functionality.

Design Challenge

My primary goal was to create an innovative web app solution that simplifies the process of chatbot creation and maintenance, making it accessible to users with varying levels of technical expertise.

Solution

I developed a web app prototype tailored to address this challenge. This platform offers an intuitive and comprehensive approach to chatbot creation and maintenance. With this app, users can effortlessly design, deploy, and manage chatbots to enhance customer interactions and streamline their operations.

Problem Statement

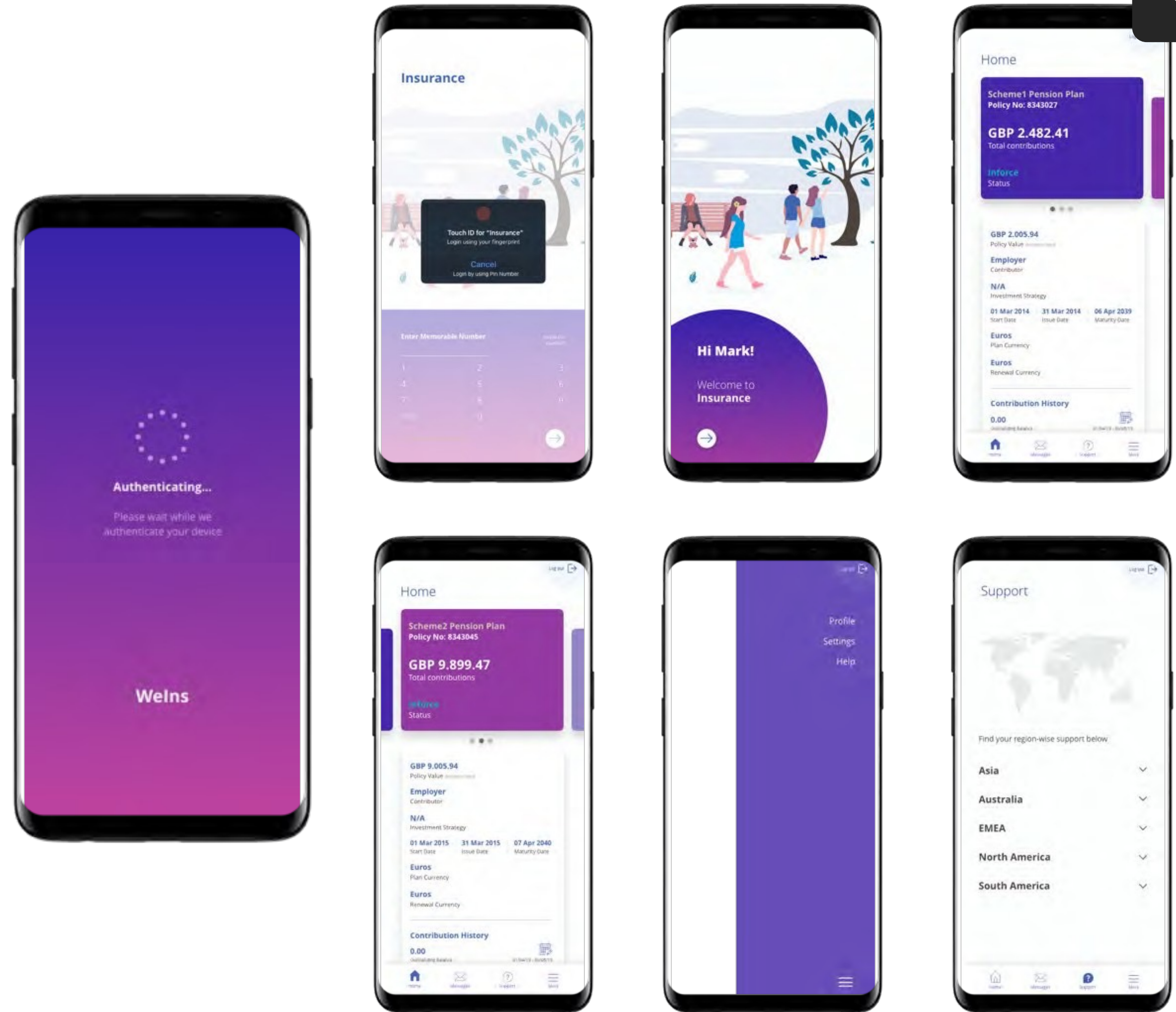
Keeping track of insurance policies can be a complex and often overlooked task for many individuals. Users frequently encounter difficulties in staying informed about their coverage, premium payments, and policy details.

Design Challenge

My primary goal was to create an innovative mobile app solution that empowers users to effortlessly track and manage their insurance policies, enhancing their overall insurance experience.

Solution

Named “WeIns”, I was able to successfully design a mobile app prototype tailored to address this challenge. With a user-centric approach, I developed an application that simplifies insurance tracking, enabling users to stay up-to-date with their policies, premiums, and important details at their fingertips.



Objective

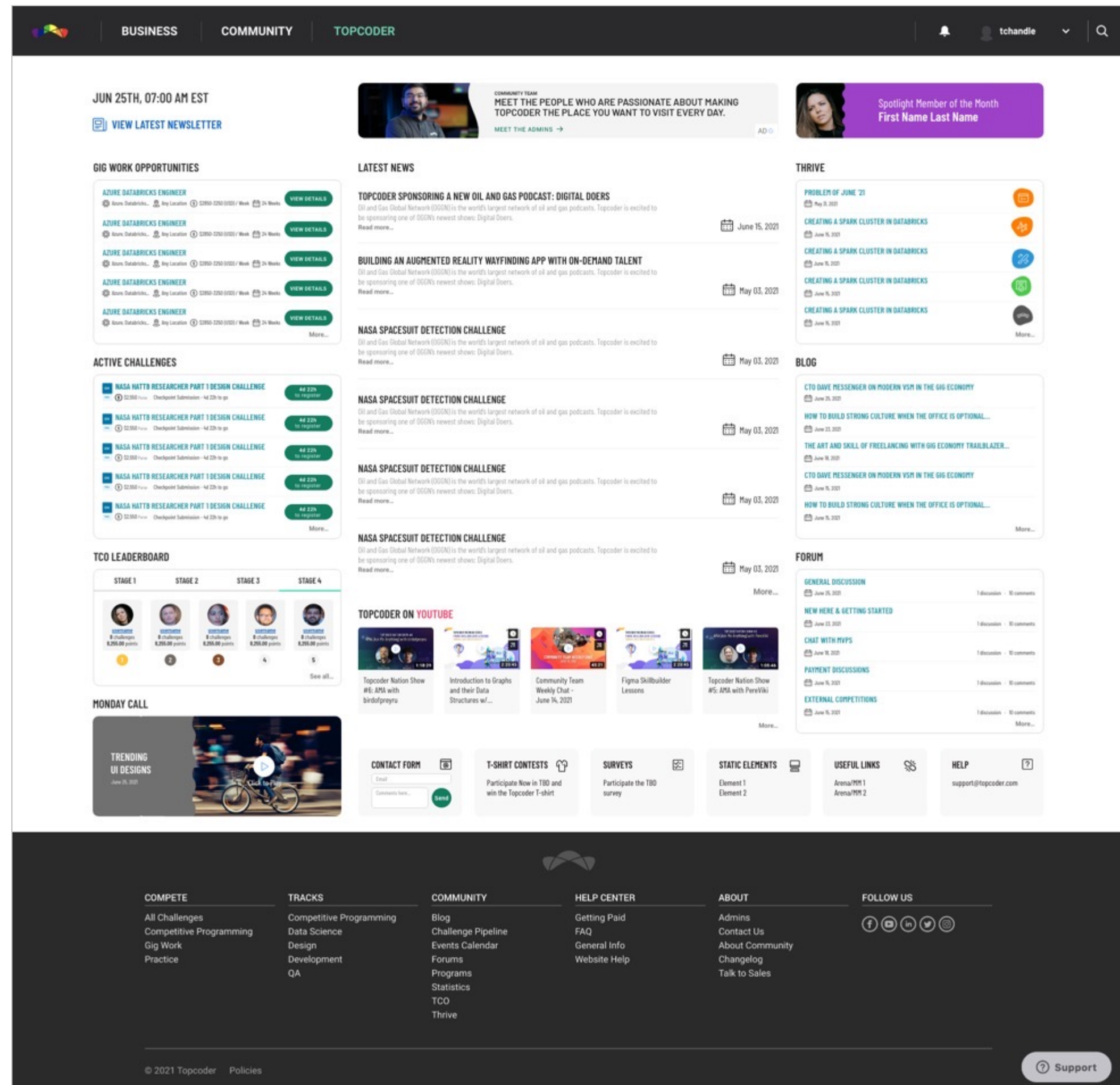
Goal was to create a dynamic and user-friendly platform that unifies the Topcoder experience, making it easier for users to access challenges, explore opportunities, stay updated with leaderboards, and catch up on the latest news within a single, cohesive interface.

Key Features

Created a streamlined one-page landing page, consolidating all essential elements such as challenges, opportunities, leaderboards, news, and community engagement. This user-friendly hub simplifies experience, providing easy access to information and interactions that matter most for the user.

Solution

Meticulously crafted this one-page landing page to serve as go-to destination for all things. Whether its a seasoned competitor, a job seeker, or simply curious about the latest news and trends in the world of crowdsourcing and competition, the platform is designed to cater to all user needs.



Website Description

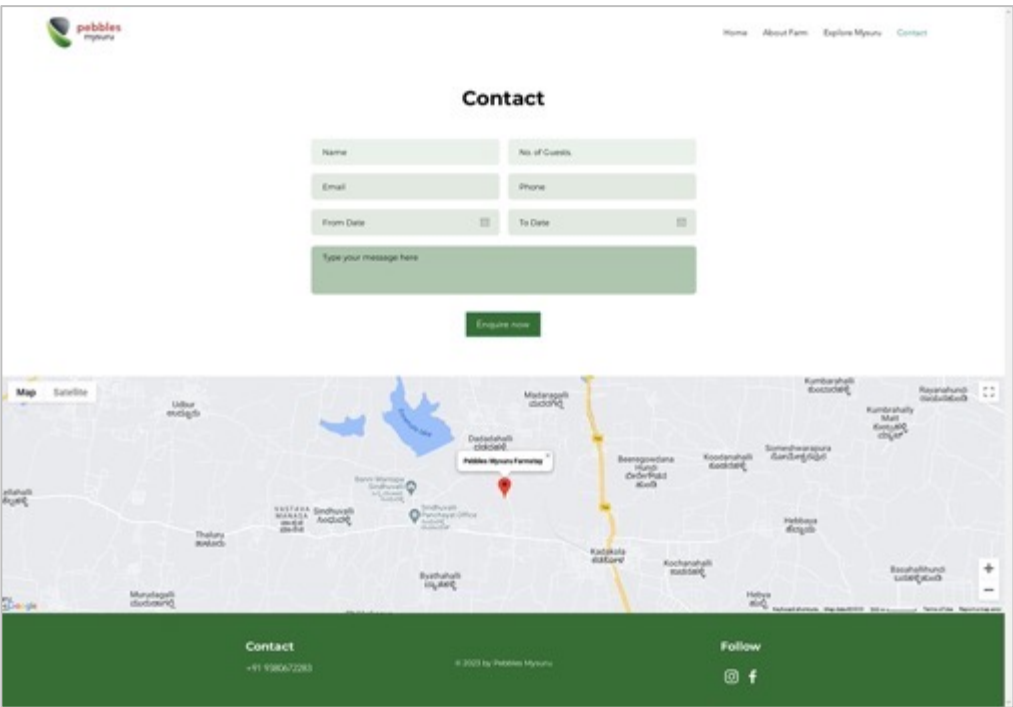
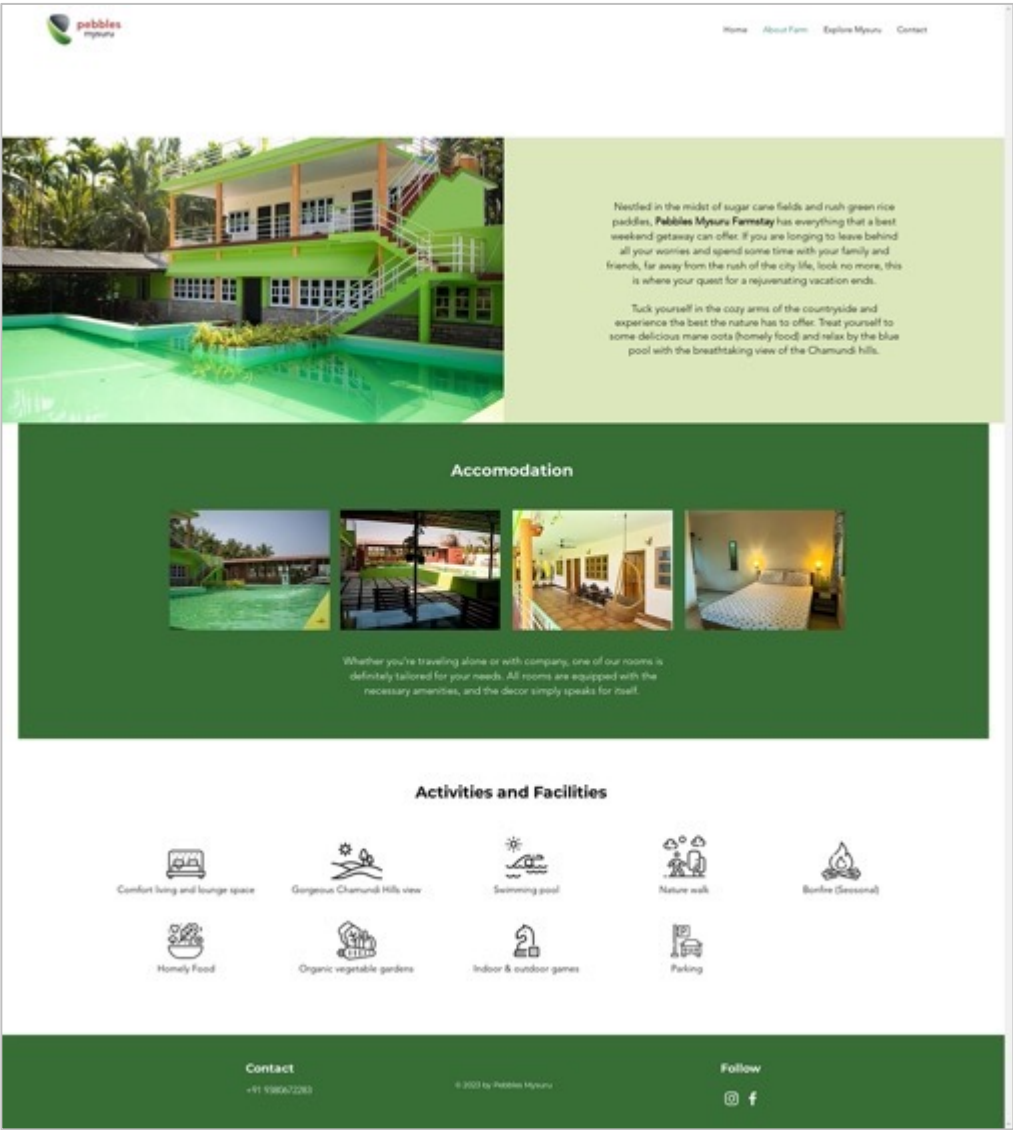
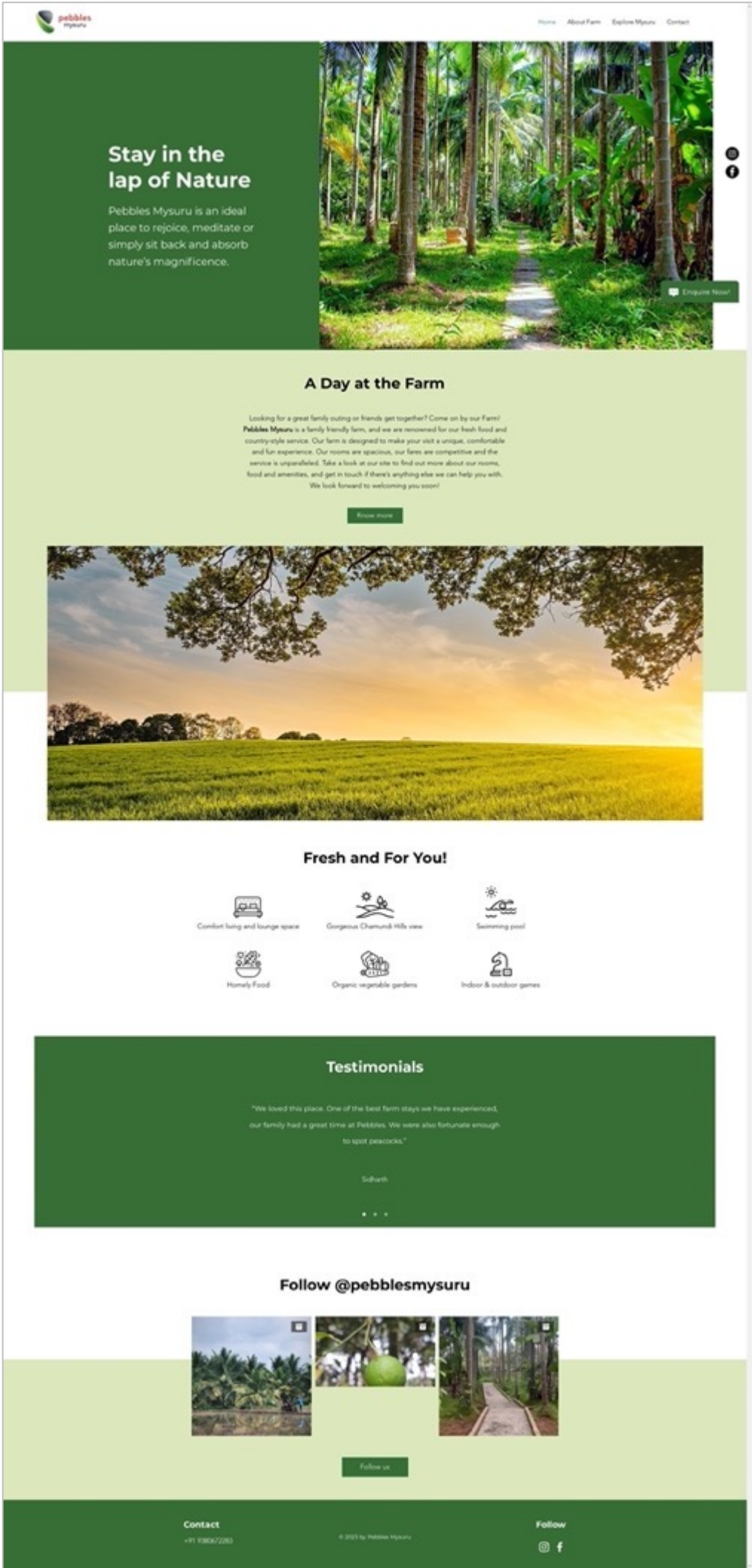
The farmhouse, located amidst the serene landscapes of Mysore, offers a tranquil escape from the hustle and bustle of everyday life. With its breathtaking views, lush gardens, and modern amenities, it's a perfect destination for relaxation and rejuvenation.

Design Challenge

The challenge was to create a website that captures the essence of the farmhouse, providing potential visitors with a virtual tour and all the information they need to plan their stay.

Solution

I meticulously designed and developed a user-friendly website that showcases the farmhouse's charm. The site features stunning images, detailed descriptions of the accommodations, amenities, and local attractions. This website aims to offer visitors a seamless and captivating experience, inspiring them to book their getaway at the farmhouse.



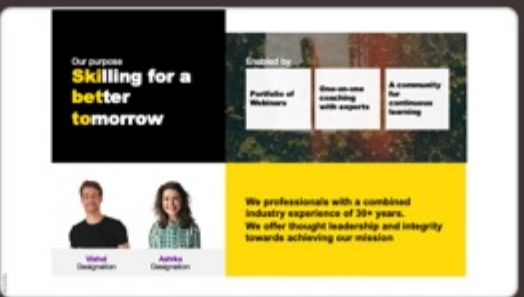
Designed presentation for Danske Bank Annual Report Press conference for the year 2017

I had the honour of designing presentations for Danske Bank's Annual Report Press Conference for the year 2017, presented by the CEO of Danske Bank. These presentations were carefully crafted to visually communicate the bank's financial performance and strategic objectives to the media and stakeholders. Through this collaboration, our goal was to provide a clear and compelling overview of Danske Bank's accomplishments, reinforcing transparency and enhancing the bank's rapport with its audience.





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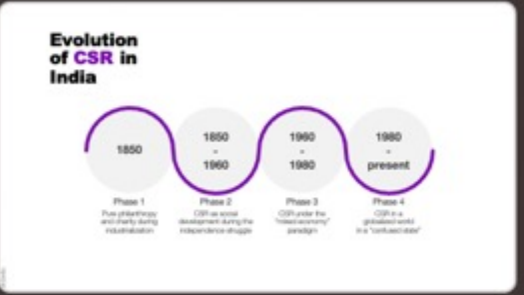
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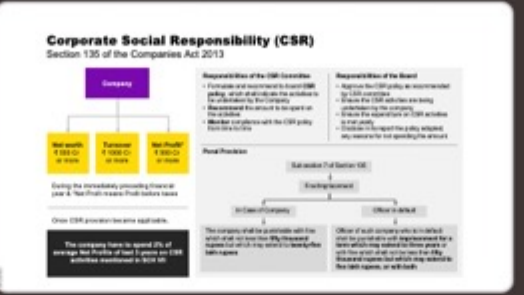
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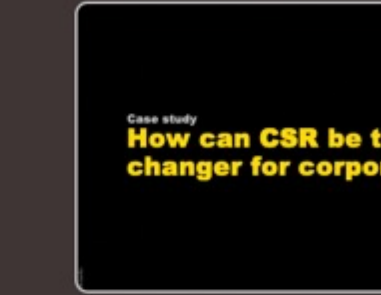
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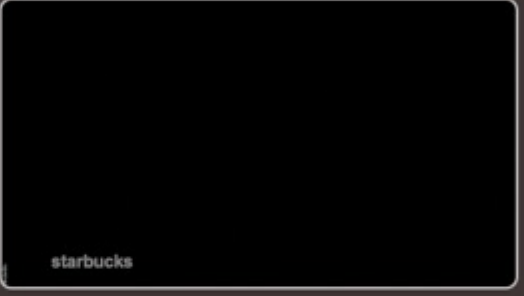
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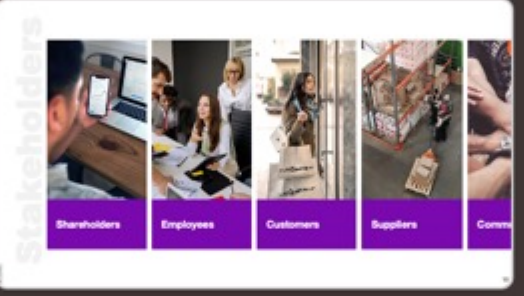
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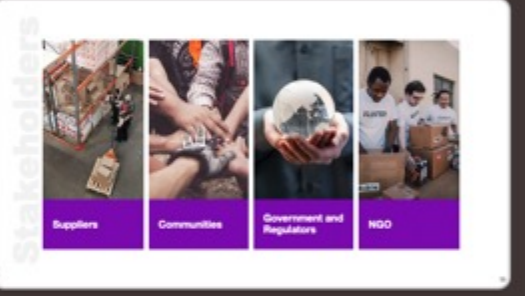
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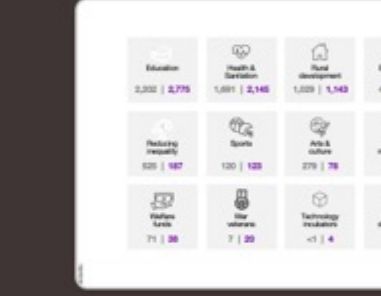
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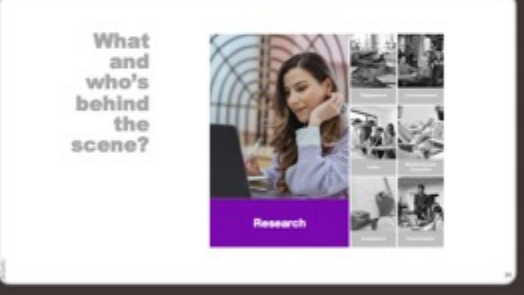
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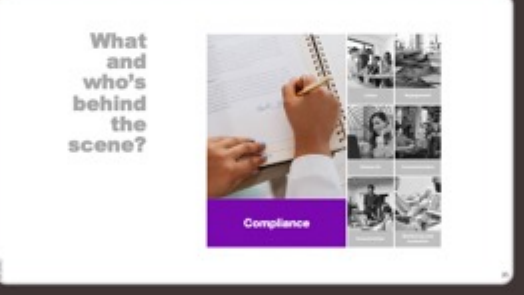
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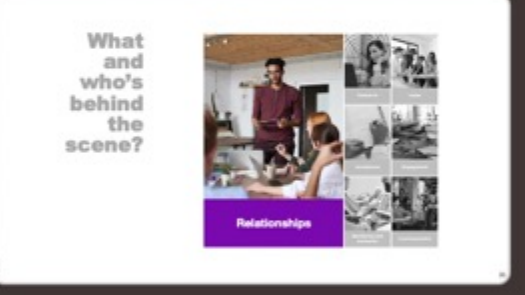
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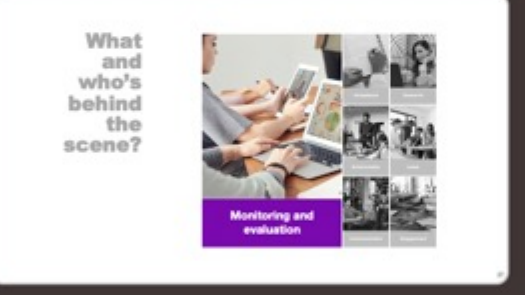
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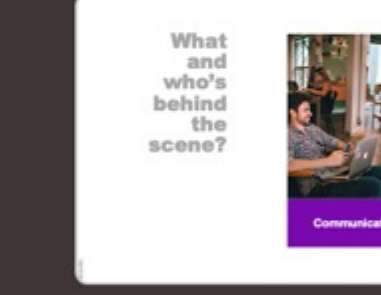
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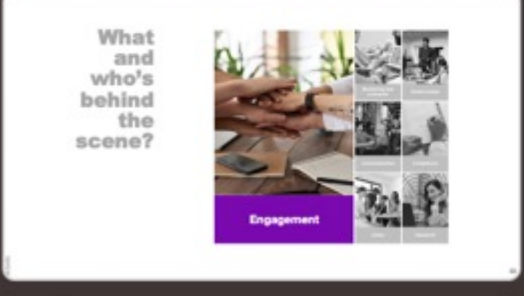
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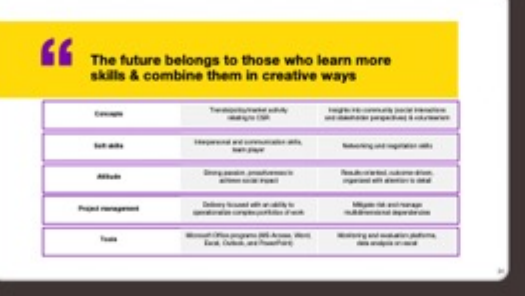
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Sharath S Nair



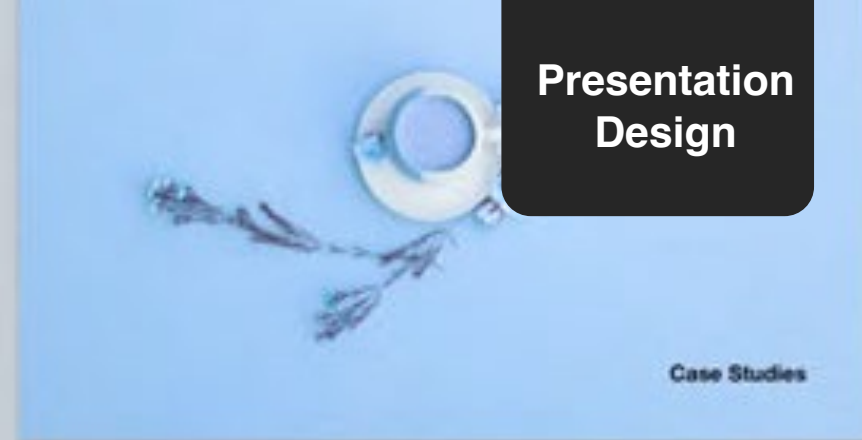
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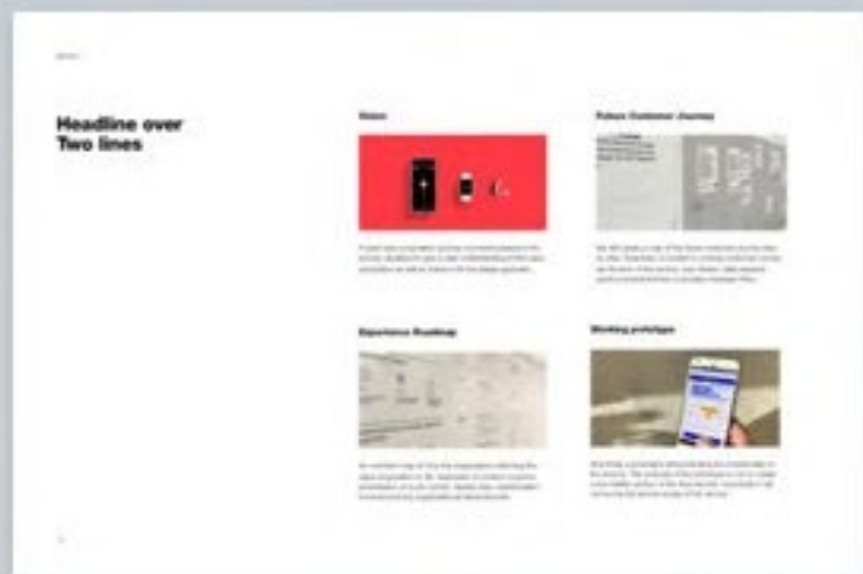
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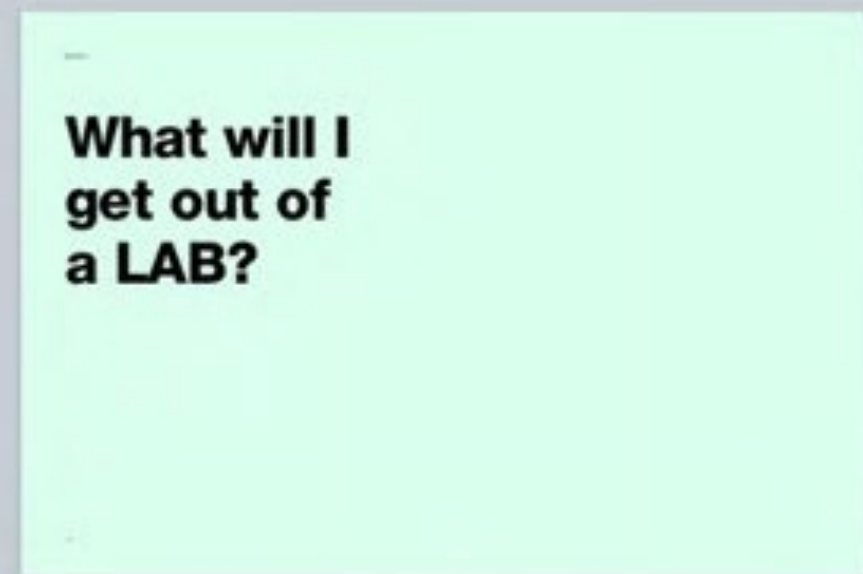
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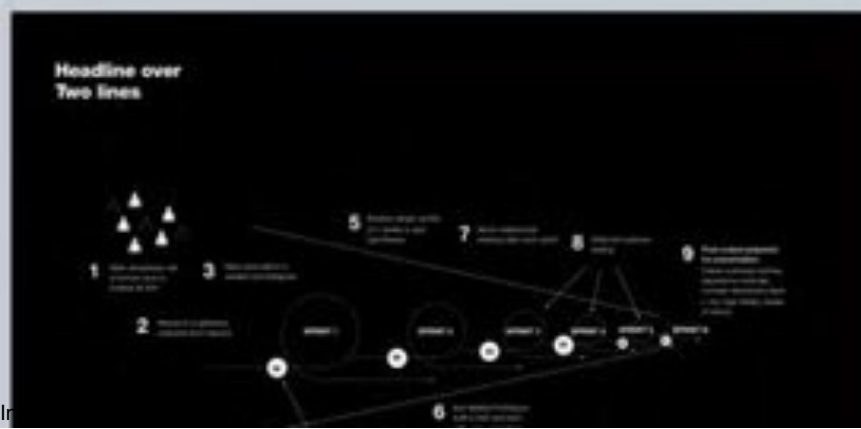
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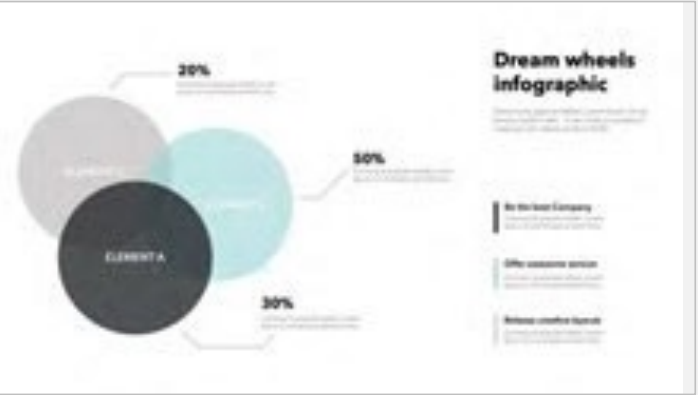
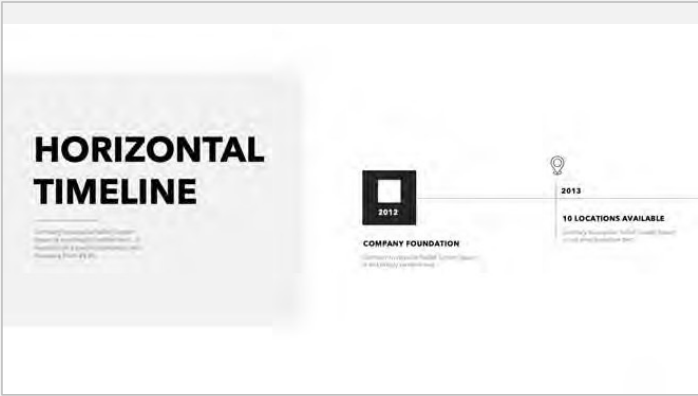
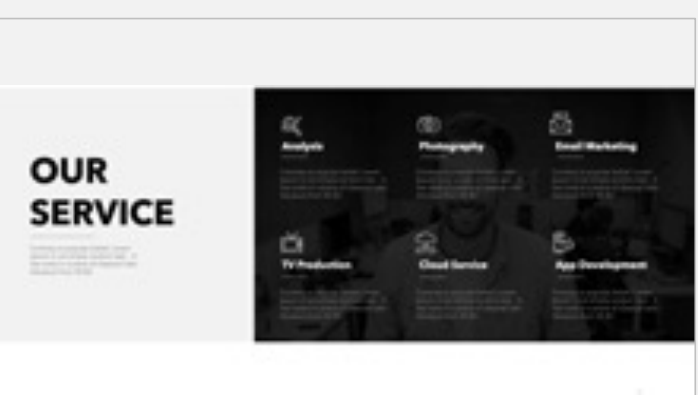
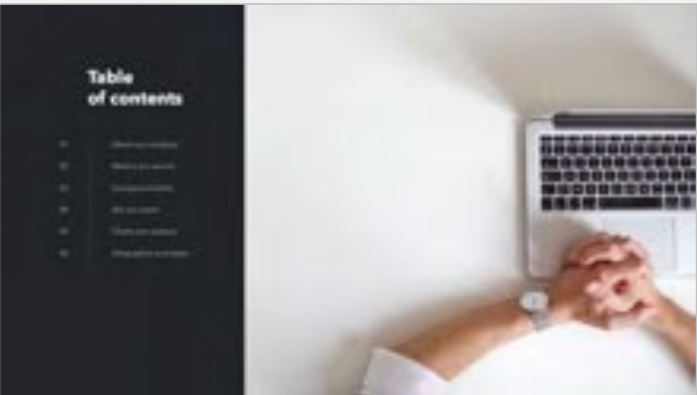


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Education:
 Earlham's Program, most likely in engineering, computer science, electrical, or mechanical fields.

Experience:
 7-10 years

Product Knowledge:
 High

Technical Knowledge:
 High

Skills:

- High quality of deliverables
- Organization and communication on technical assignments
- Thorough technical understanding of deliverables

General:
 A technical individual (contributor) will most likely not be the best person to identify. However, this role is heavily involved in engineering in the engineering process during delivery.

What they are looking for:
 Quality of work that meets or exceeds the work that they or their manager have produced. Additionally a communicative, team player, and customer focused. Lastly looking for a solution to achieve his deliverables.

How to best want to interact:
 High degree of collaboration and consultation during the delivery process, to ensure that the deliverables meet quality expectations.

Advice:
 Provide feedback to their Project Managers, as well as Lead or Senior roles, ensuring that their contributing members and quality of delivery.

Notes:
 Product high quality technology for their organization. Requires recognition and respect for their expertise.

Skills:

- Technical analysis, offer the most knowledgeable about what the business problems are and under the hood and how to solve them
- Computer science/math/sci/engineering

Challenges:

- Knowledge is a process to look with extra deliverables required to deliver against expectations
- Customer personal feedback

Responsibilities:

- Building and engineering high-quality technology for their organization
- Personal issues that may affect a contributing individual
- Time management, to ensure that all deliverables are met and that they have time to do their best work
- Responsibility for understanding the end customer delivery model to ensure that they can deliver what they need to deliver in time
- Lead or Senior that deliverables produced by contributing team are of the highest quality to what their team can deliver

Technical Deliverables:

- Technical deliverables and equipment
- Technical deliverables

Deliverables:

- Related requirements
- Related and self delivered product
- Related quality with major logic

[illegible]



Chief Executive Officer
MARGARET

Education:
MBA

Experience:
10-15+ years

Product knowledge:
Technical to High

Technical knowledge:
Low to High

Overall information

- Margaret is a top-level executive with a solid track record of leadership and strategic thinking.
- She has a strong understanding of the company's vision and mission, and is able to communicate this effectively to the rest of the organization.
- She is a highly motivated and results-driven individual, with a proven ability to lead teams and drive performance.

What she can do today

- Margaret can help the company to achieve its strategic goals by providing high-level guidance and support.
- She can also help to build a strong culture of innovation and collaboration, which will be essential for the company's long-term success.

What she needs to learn

- Margaret needs to develop a deeper understanding of the company's financial performance and the impact of various business decisions on the bottom line.
- She also needs to improve her communication skills, particularly in terms of being able to listen and respond effectively to the needs of the organization.

Skills

- Strategic planning and vision setting
- Financial analysis and budgeting
- Communication and public speaking
- Leadership and team management
- Problem-solving and decision-making

Challenges

- Margaret will need to develop a strong understanding of the company's financial performance and the impact of various business decisions on the bottom line.
- She will also need to improve her communication skills, particularly in terms of being able to listen and respond effectively to the needs of the organization.

Recommendations

- Margaret should focus on developing a strong understanding of the company's financial performance and the impact of various business decisions on the bottom line.
- She should also focus on improving her communication skills, particularly in terms of being able to listen and respond effectively to the needs of the organization.

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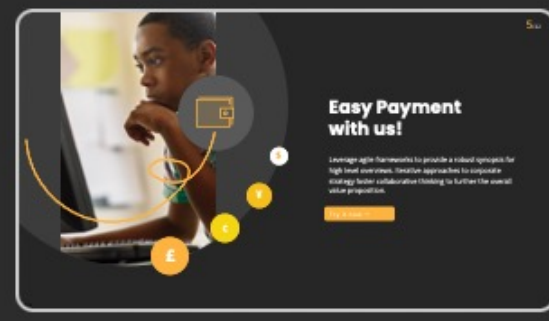
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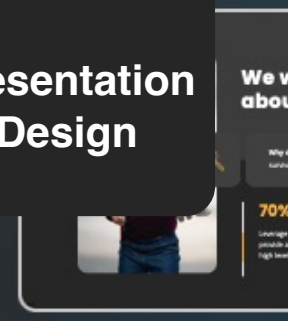
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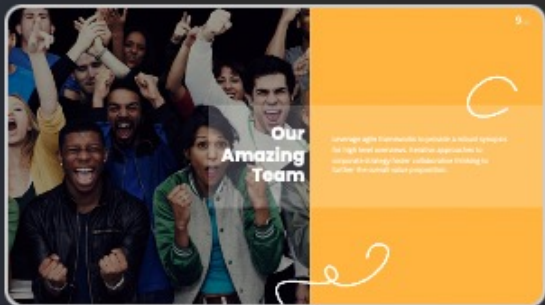
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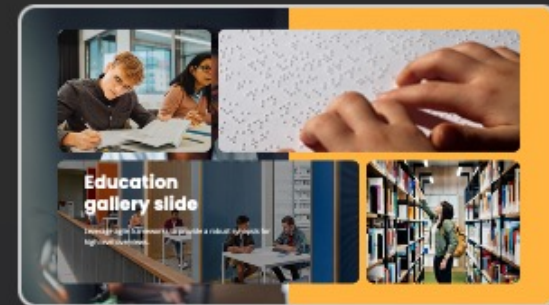
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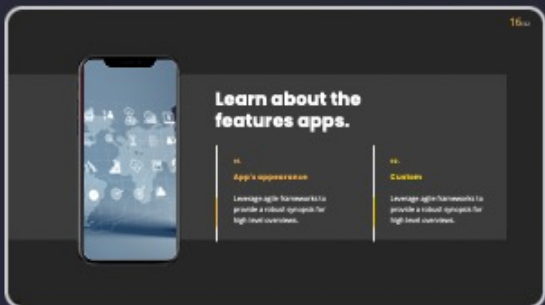
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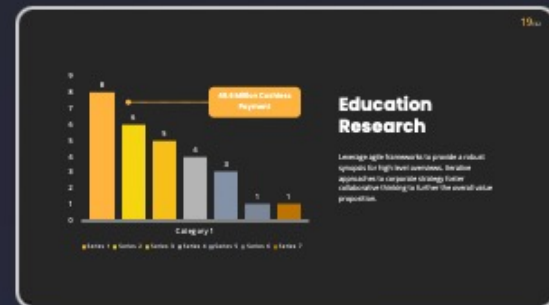
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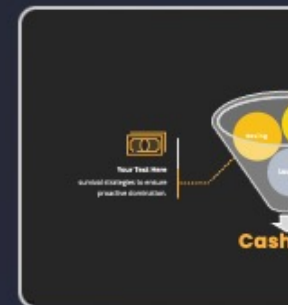
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CONNECTED GOVERNMENT: THE INNOVATION DIMENSION



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The actual, direct and new ways of using government services

Key findings: Australian Government departments and agencies are increasingly using digital services to deliver their services. This is a positive trend, but it is not enough. We need to ensure that the services are accessible, secure, and reliable. We also need to ensure that the services are designed with the user in mind, and that they are easy to use.

Recommendations: We recommend that the government should focus on improving the user experience of its digital services. This includes ensuring that the services are accessible, secure, and reliable. We also recommend that the government should focus on improving the design of its digital services, so that they are easy to use and meet the needs of the user.

FOREWORD

The publication of this report comes at a time when innovation is front of mind for the elected government, the public sector and the private sector alike.

The report is a product of the Australian Government's Digital Transformation Strategy, which was launched in 2015. The strategy sets out the government's vision for the future of its digital services, and the report provides a detailed overview of the current state of the government's digital services, and the challenges it faces in achieving its vision.

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EXECUTIVE SUMMARY

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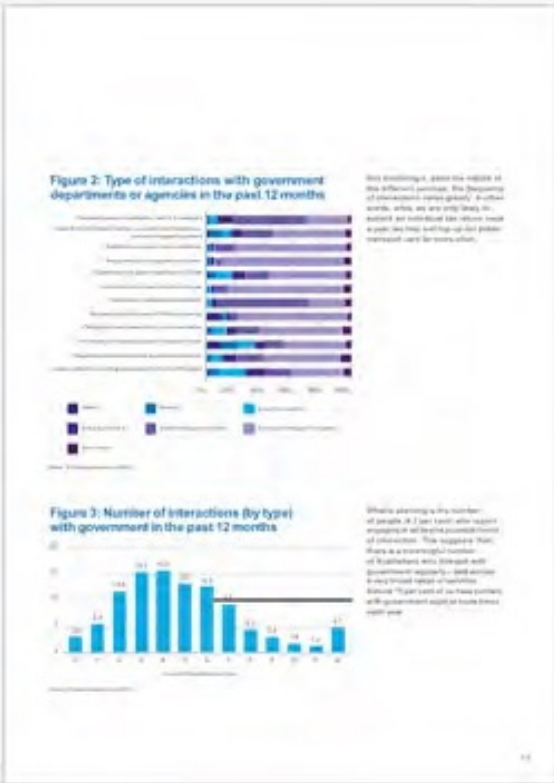
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SECTION 4: A NEW MODEL FOR GOVERNMENT SERVICE DELIVERY

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GOVERNMENT SERVICE DELIVERY: AN INNOVATIVE CONCEPTUAL MODEL

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ABOUT THE AUTHOR

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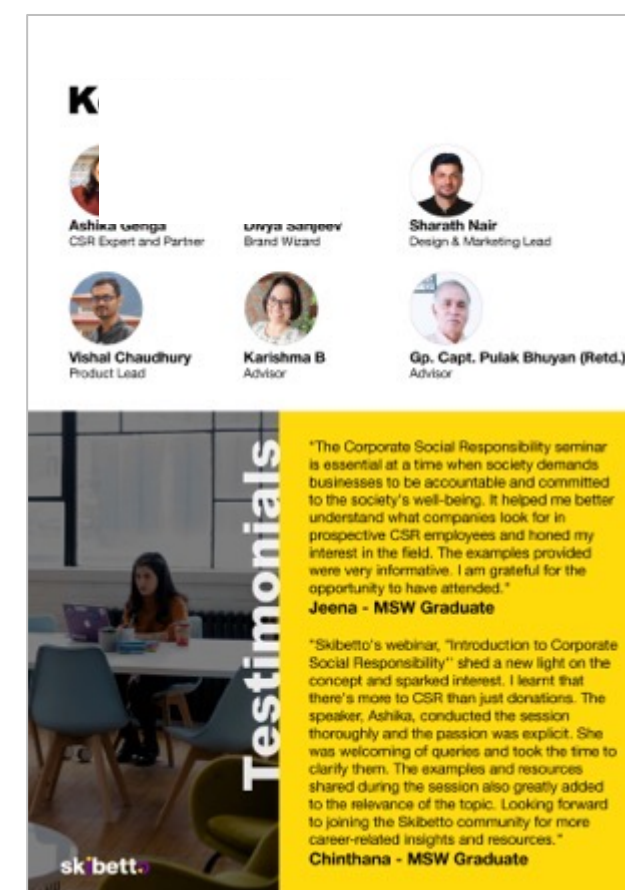
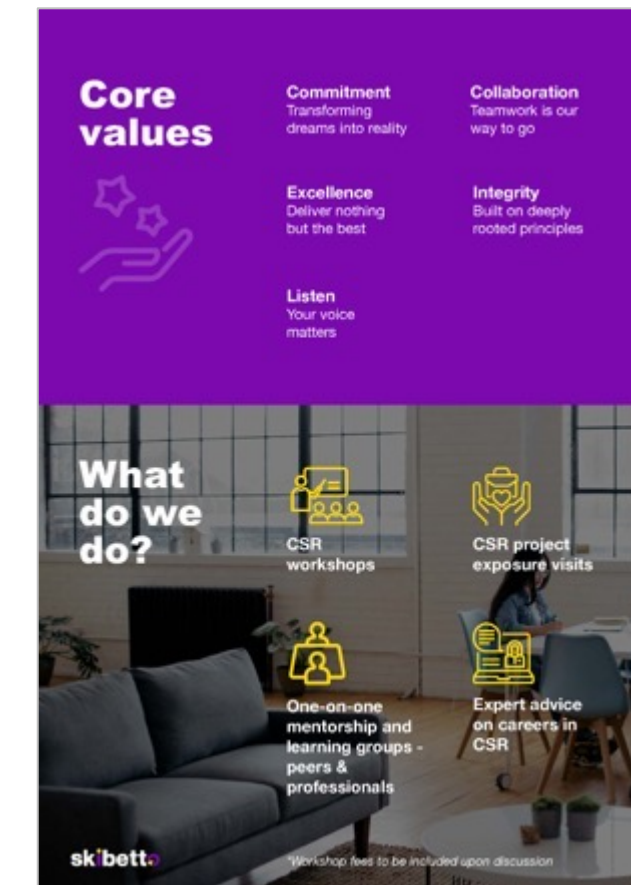
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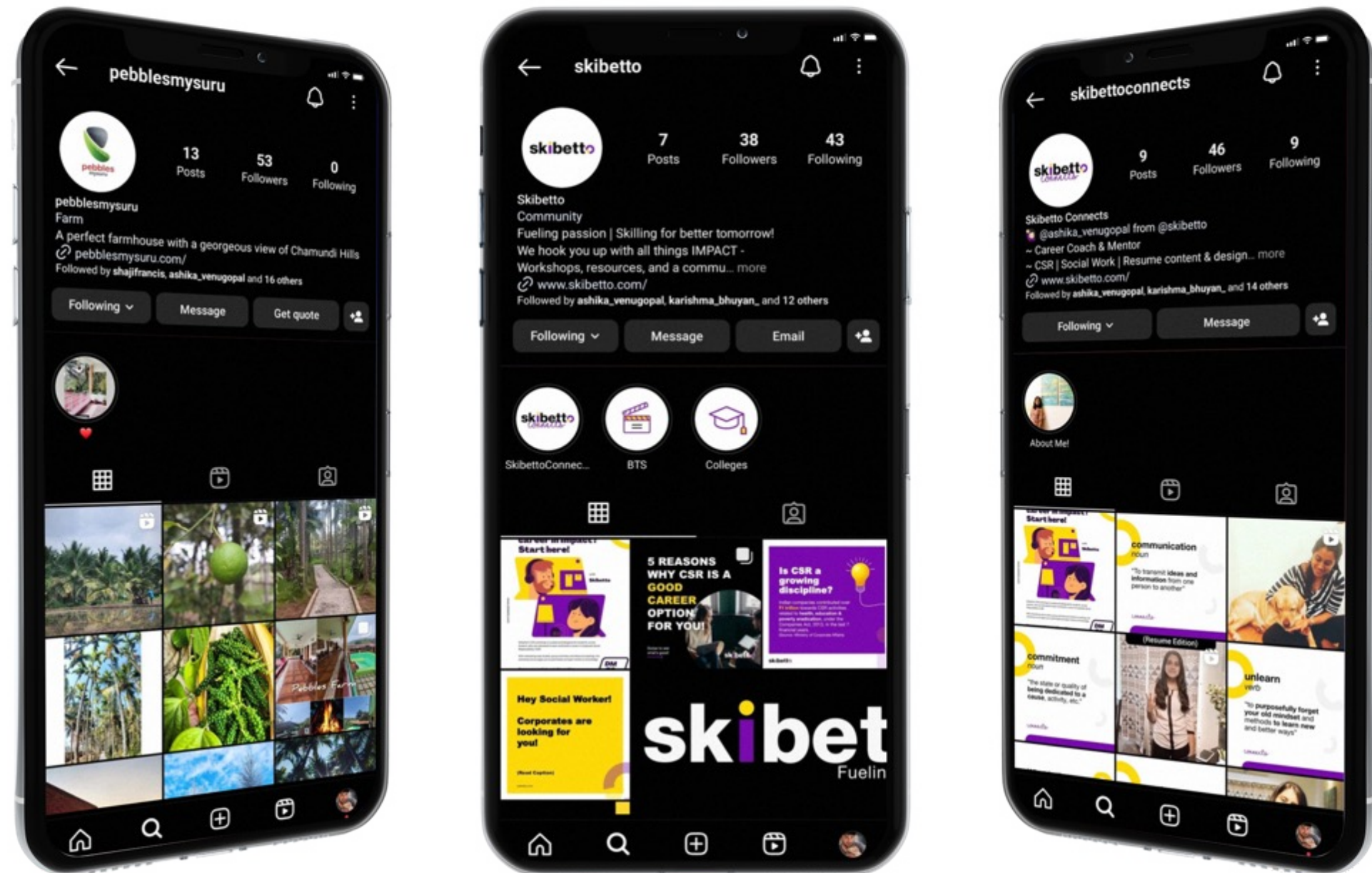
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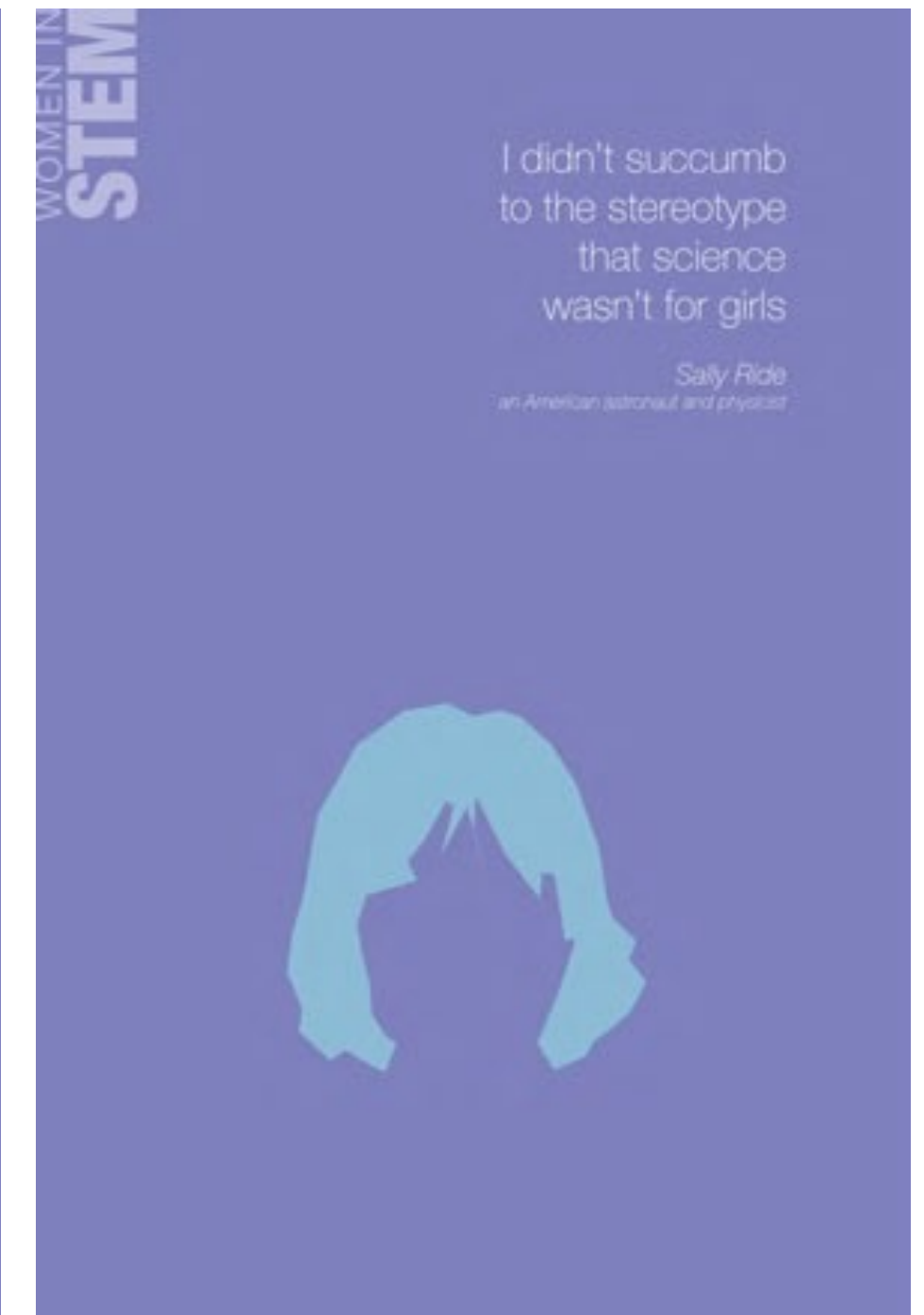
Digital visual branding

I specialize in creating striking digital visual designs for platforms like Instagram, Facebook, Twitter (X), etc. while providing continuous support to keep clients' online presence vibrant and effective. My work includes crafting visually compelling graphics and videos, maintaining consistent posting schedules, and engaging with the audience. This ongoing commitment ensures that the managed social media channels stay dynamic and aligned with clients' evolving goals, helping them establish a strong and lasting digital presence.



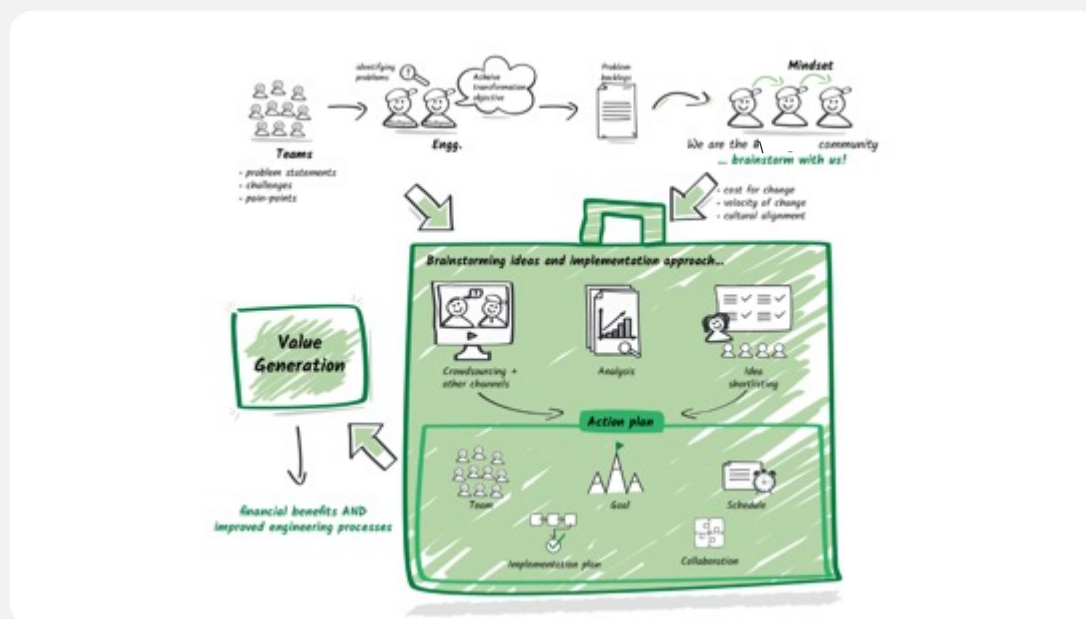
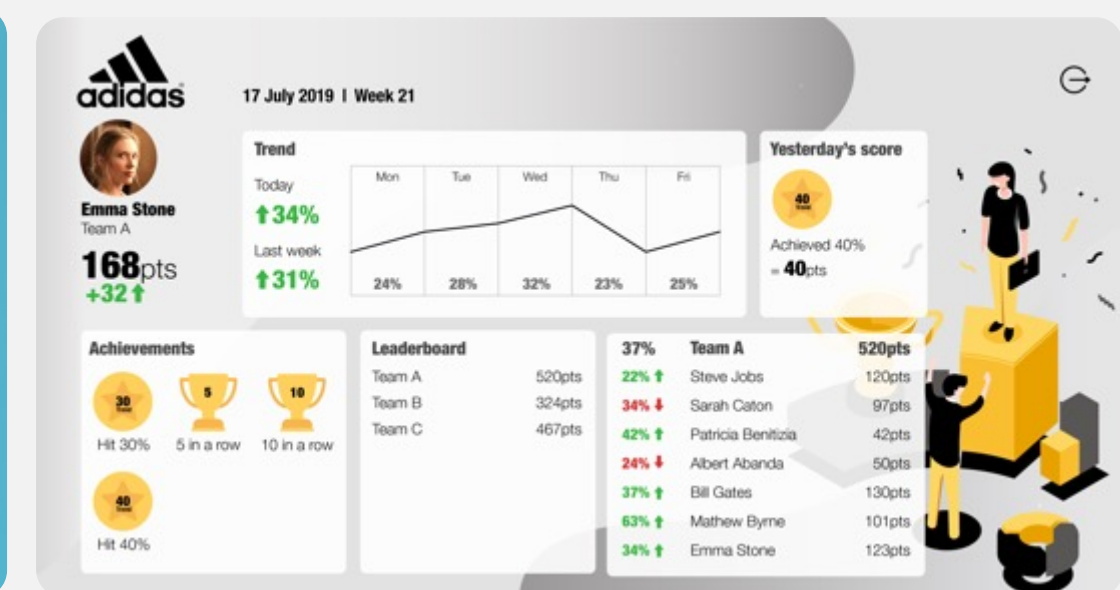
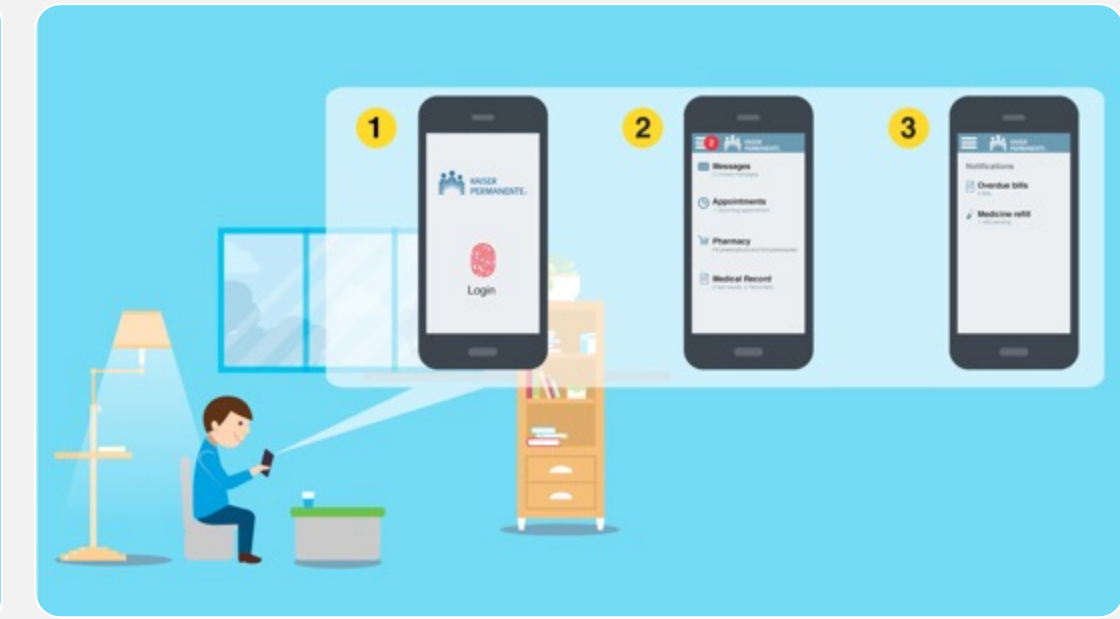
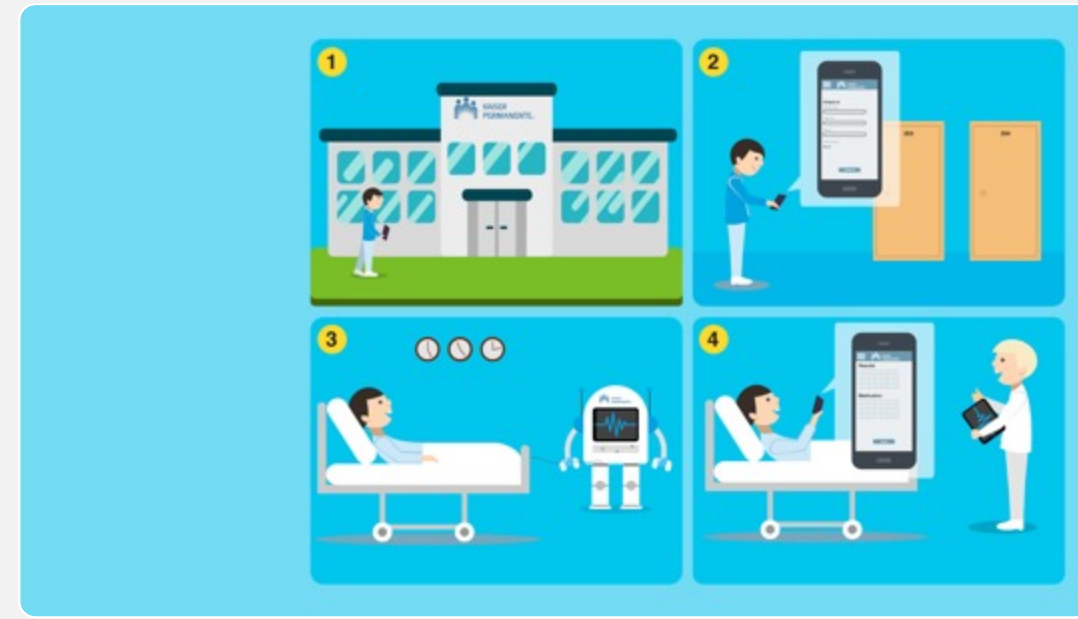
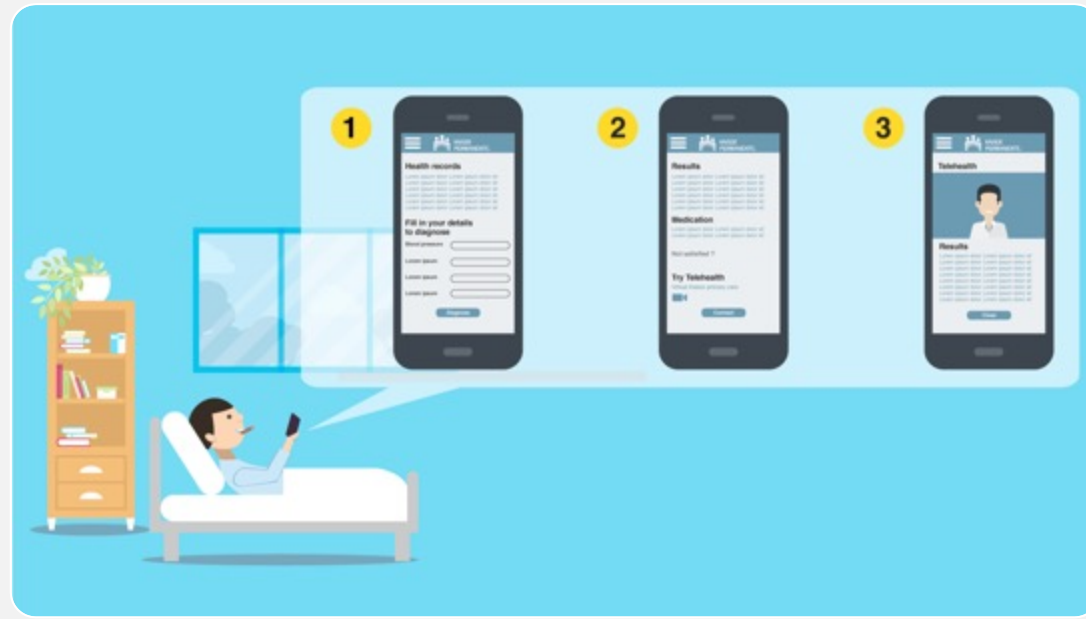
Posters for STEM

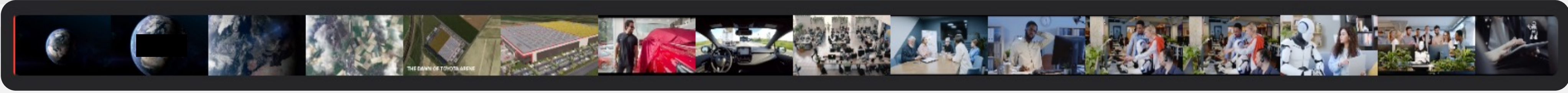
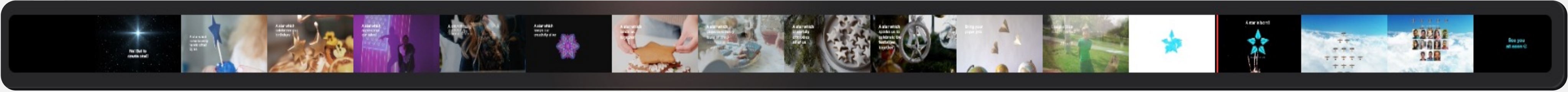
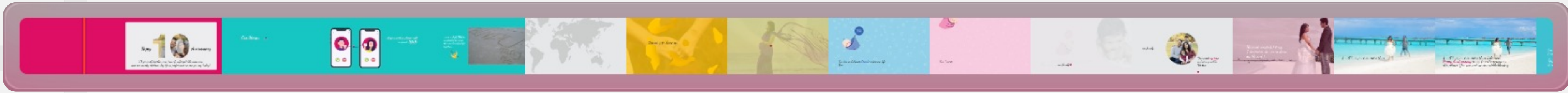
Created a compelling STEM-themed poster for a Topcoder challenge, and I'm pleased to announce that one of my entries earned a spot in the top ten. In this competition, participants were tasked with designing an engaging poster that captured the spirit of STEM and the Topcoder community. My poster, showcasing the importance of STEM education and innovation, was selected as one of the top entries, reflecting my dedication and creativity in contributing to this exciting challenge.











* For the purpose of safeguarding confidentiality and accommodating the video's size, only the obscured timelines of the video I created are displayed.

Thank you.

Reach out to me at

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sharathsnair01@gmail.com

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