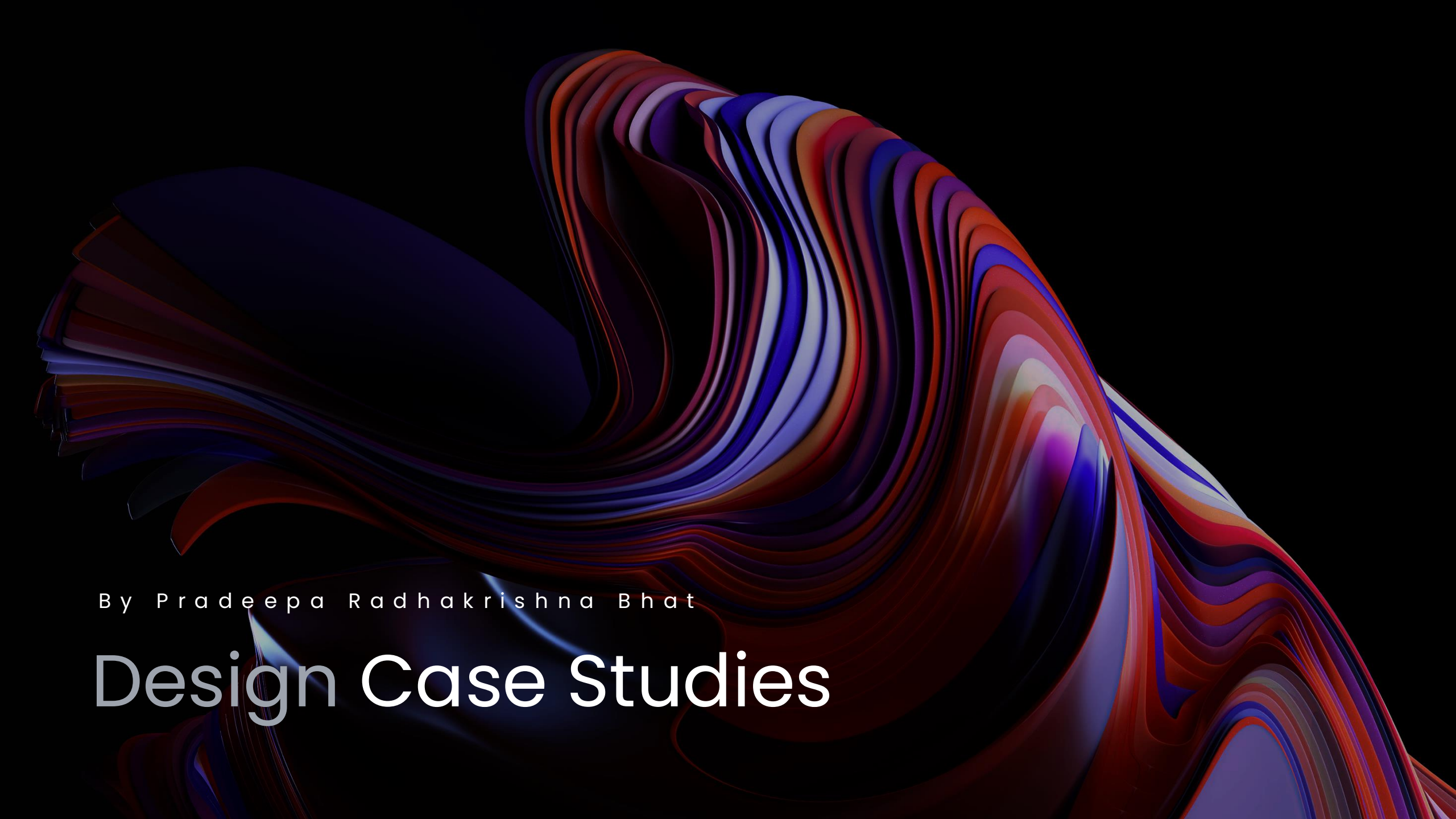




By Pradeepa Radhakrishna Bhat

Design Case Studies

Projects 40+

Product Enhancements

Sustainability Reporting Platform
Logistic Platform
Business Processing Engine
Customer Engagement Platform
Ecommerce Platform
Employee Transport Management Solution

Mobile Applications

Logistic Driver App
Gymnastic Mentor Mobile App
Tow Services Mobile App
Dental Care App
Travel App
Employee Learning App

Websites

Arth Nivesh
Gymnastic Mentor
Aakruti Kannada
Phi21
Aikyamedge
TowBoo

Product Innovation

Omni Channel Shopping Experience
Redefining Travel Journey
Expense Management App
Financial Document Management Tool

Tools: Adobe XD, Photoshop, Figma, Mind node, User Testing, Maze, Hotjar

building something **revolutionary.**

Redesigning the future ready logistic platform

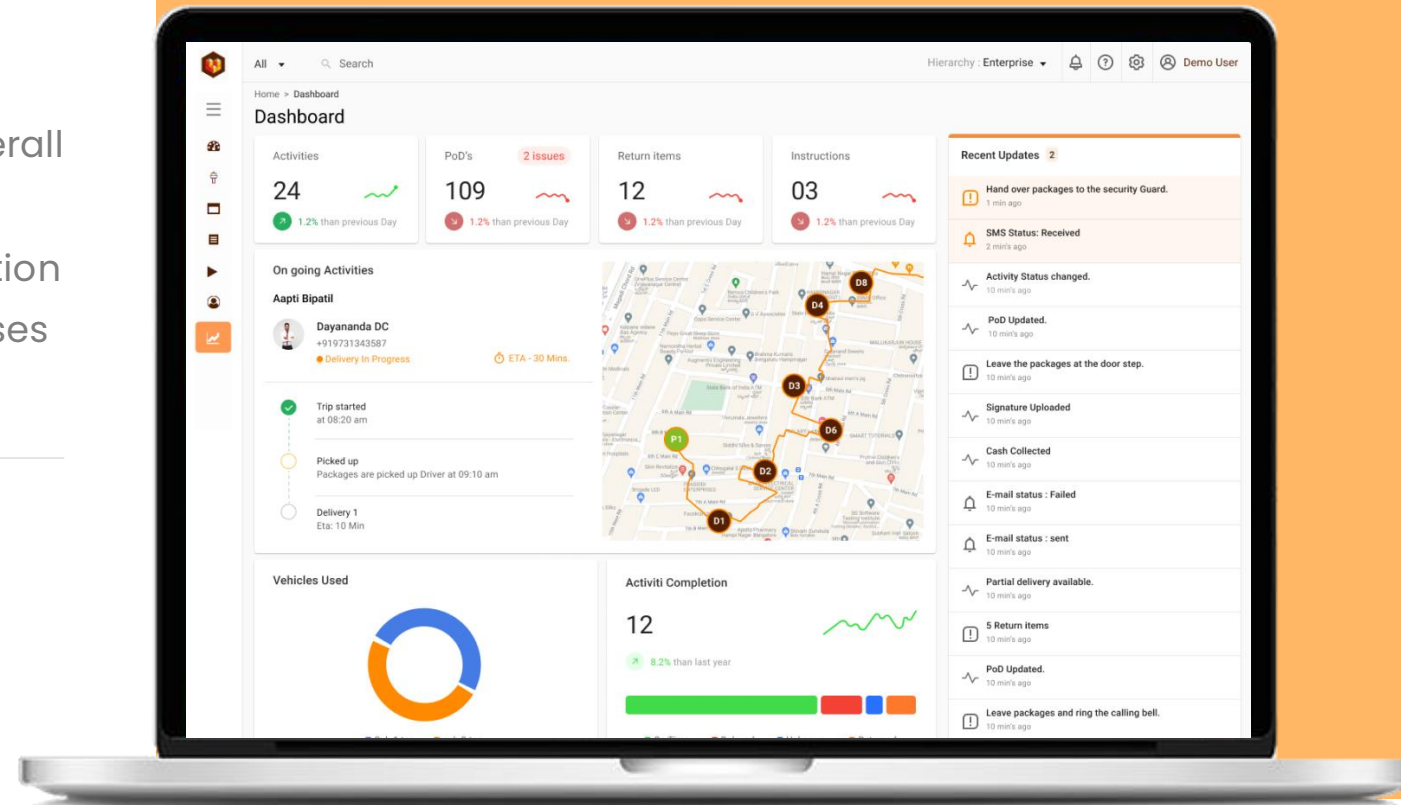
Complete product study, Identifying Usability Issues.
Defining product roadmap. Working on improving overall product experience for an automated, future-ready logistics platform, that is transforming the transportation of goods and optimizes key logistics planning processes for better efficiency, productivity, and profitability.

Different modules worked on –

Dashboards, Planning Summary, Shipment Tracking,
Package Loader / Analyzer, Journey Planning

Deliverables

Heuristic Evaluation, Design Workshops, UX/UI Design, Design System (MUI), Prototyping, Illustrations, Iconography



📈 product sale

💎 Market value

UX Audit

Started with a UX audit to identify usability issues and compile a list of recommended fixes.



Applied UX Principles

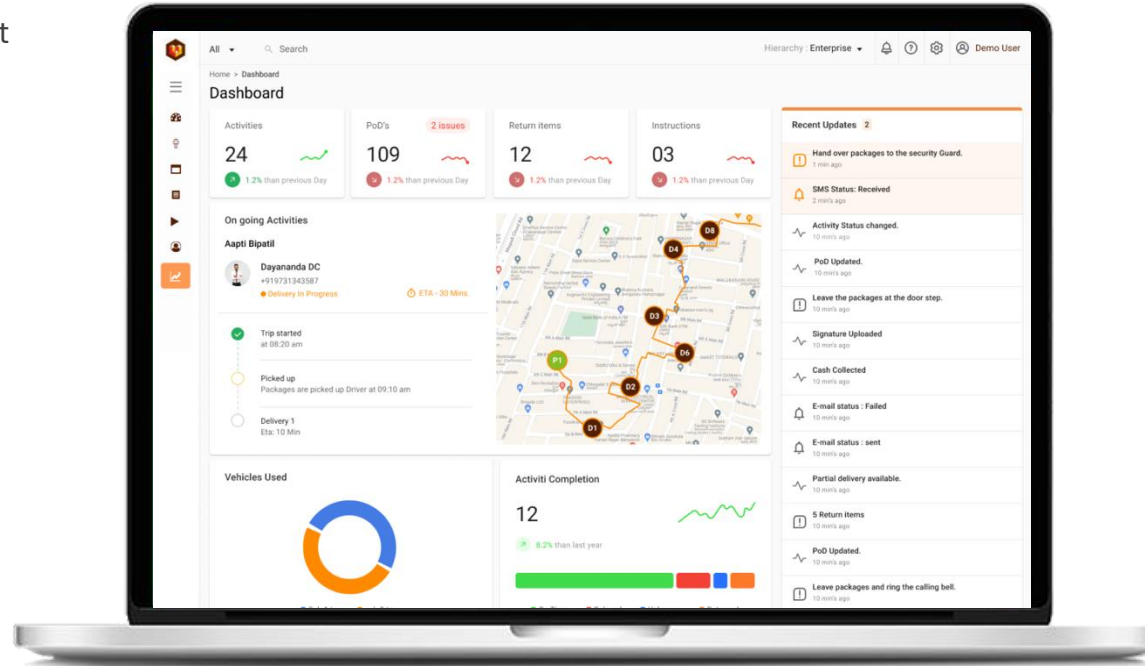
Consistency
Visual Hierarchy
Functional Minimalism



Design System

Redefine Theme
Customize components
Maintain Consistency

6000+ Screen



UX Enhancement

Worked on different modules and feature enhancements. Smart Search, New Navigation Design, Smart Filters



Driver App Enhancement

Redefining the User Flow
UX Design Enhancement
Prototype Testing



UX Enhancements

Competitive Analysis
New Experience
Product Innovation

2011

2022

2023

2024

2025

Recent Updates2

!

Hand over packages to the security Guard.

1 min ago

🔔

SMS Status: Received

2 min's ago

📶

Activity Status changed.

10 min's ago

📶

PoD Updated.

10 min's ago

!

Leave the packages at the door step.

10 min's ago

📶

Signature Uploaded

10 min's ago

📶

Cash Collected

10 min's ago

🔔

E-mail status : Failed

10 min's ago

🔔

E-mail status : sent

10 min's ago

📶

Partial delivery available.

10 min's ago

!

5 Return items

10 min's ago

📶

PoD Updated.

10 min's ago

!

Leave packages and ring the calling bell.

10 min's ago

📶

PoD Updated.

10 min's ago

Shipments+SAVE>

P1

Pranay Makanadar

Planned

Visited

Done

#1756819917568199

22, Near Bhajni Daily Needs, Ashok Line, 63, Mirzapur North..[See more](#)

Created Date

08 may 2023 , 10:12 am

Shipment instructions+

-

Delivery instructions+

open door , ring the bell

Phone

Cash on delivery

Delivery type

+916341660068

\$ 2000

Freshbox

Arrival : 02:35

Departure : 02:35

Start : 02:35

End : 02:55

08 may 2023

08 may 2023

08 may 2023

08 may 2023

○

●

●

●

SLA

POD

+

SKU's (03 | 200kg)

Name	Weight	Quantity
product-100	1kg	2
IN00536A	20kg	2
IN00536A	5kg	2

Plan Analysis

Utilization Details

Trips by category

Weight

Volume

Two wheeler

6 ton

Tanker

Tractor trailer

Tractor trailer

Tractor trailer

Shipments>

P1

Pranay Makanadar

Not delivered

Visited

Done

#1756819917568199

22, Near Bhajni Daily Needs, Ashok Line, 63, Mirzapur North..[See more](#)

Created Date

08 may 2023 , 10:12 am

Shipment instructions

Delivery instructions

instructions, instructions

open door , ring the bell

Phone

Cash on delivery

Delivery type

+916341660068

\$ 2000

Freshbox

Arrival : 02:35

Departure : 02:35

Start : 02:35

End : 02:55

08 may 2023

08 may 2023

08 may 2023

08 may 2023

○

●

●

●

SLA

POD

📄

📄

SKU's (48 | 200kg)

📄

📄

SKU's (48 | 200kg)

Name	Weight	Quantity
product-100	1kg	2
IN00536A	20kg	2
IN00536A	5kg	2
Return SKU's	6kg	2

RUN FILTER OPTIMIZATION

Edit

🔍

📄

Bengaluru

100

30

20

50

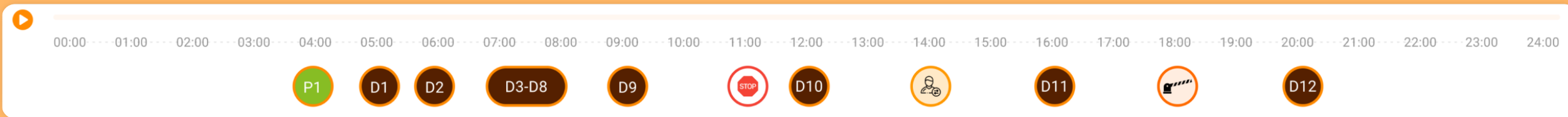
26

30

Vajarahalli

Kothnur

Doddanagamangala Village



TR310762728421134589
Planned

West Garo Hills
 20 km | 04h 00m

03:06 pm
 08 may 2023

04:35
 08 may 2023

2 tonner | KAR01-1234
 Nikith | +91-6316353050

02
 Pickups

56
 Deliveries

45

Completed (00)

Not Completed (09)

Status

Issues

Service Type

...

Refresh

☐ planned route
 ☐ Actual route
 ☐ stop overs

Empowering purpose driven enterprise.

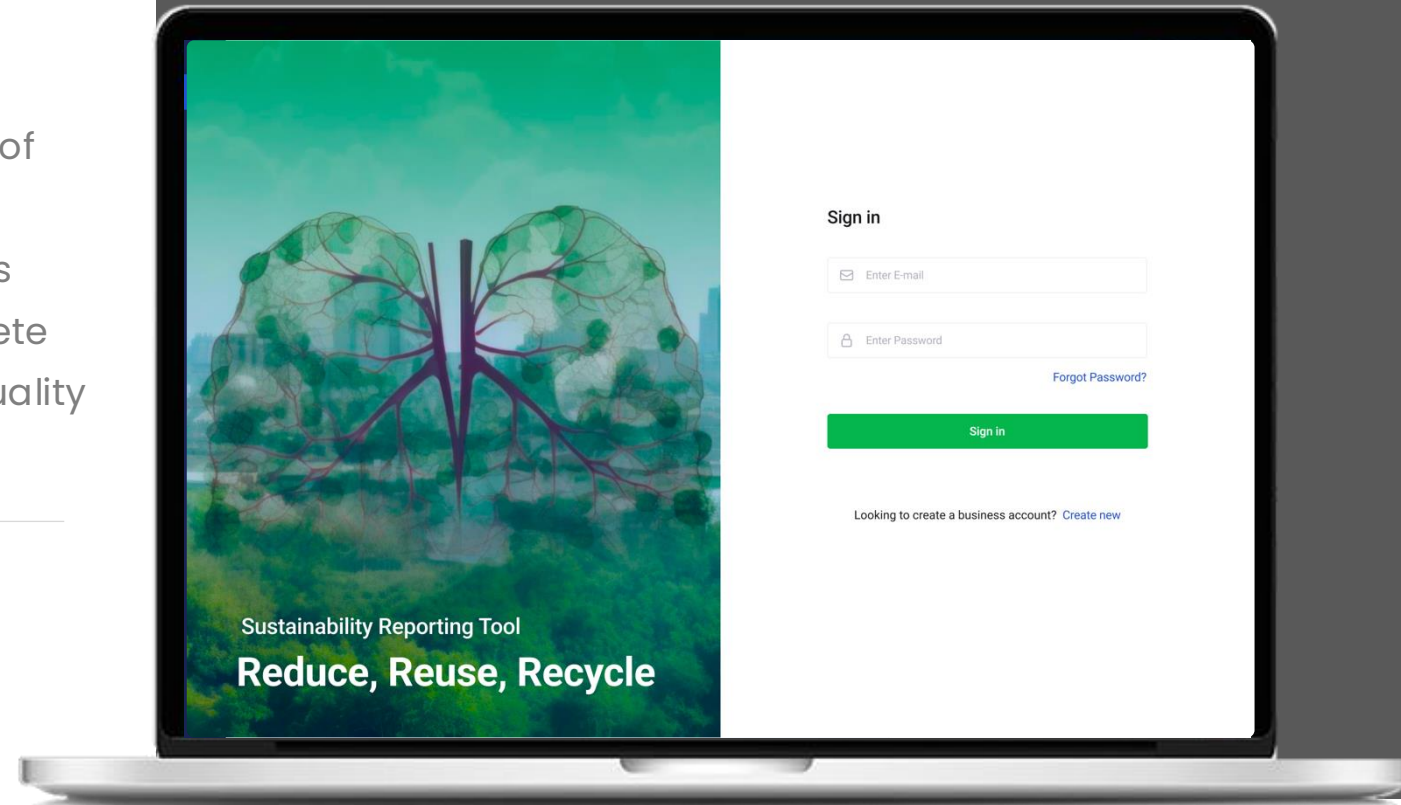
Initial product discussion with customer to understand overall business need. Market analysis and ideations of the product. Identified use cases and demonstrated prototype to customer. Made iterations on the designs based on customer feedback. Was involved in complete ideation phase to launch of single point of visibility, quality control of the ESG Data product.

Different modules worked on -

Dashboard, Tasks, Data Source, Data Destination, Catalog Creations, GHG Calculators

Deliverables

Competitive Analysis | Product Ideation Workshop | Design System (MUI) | Prototyping | Illustrations | Iconography

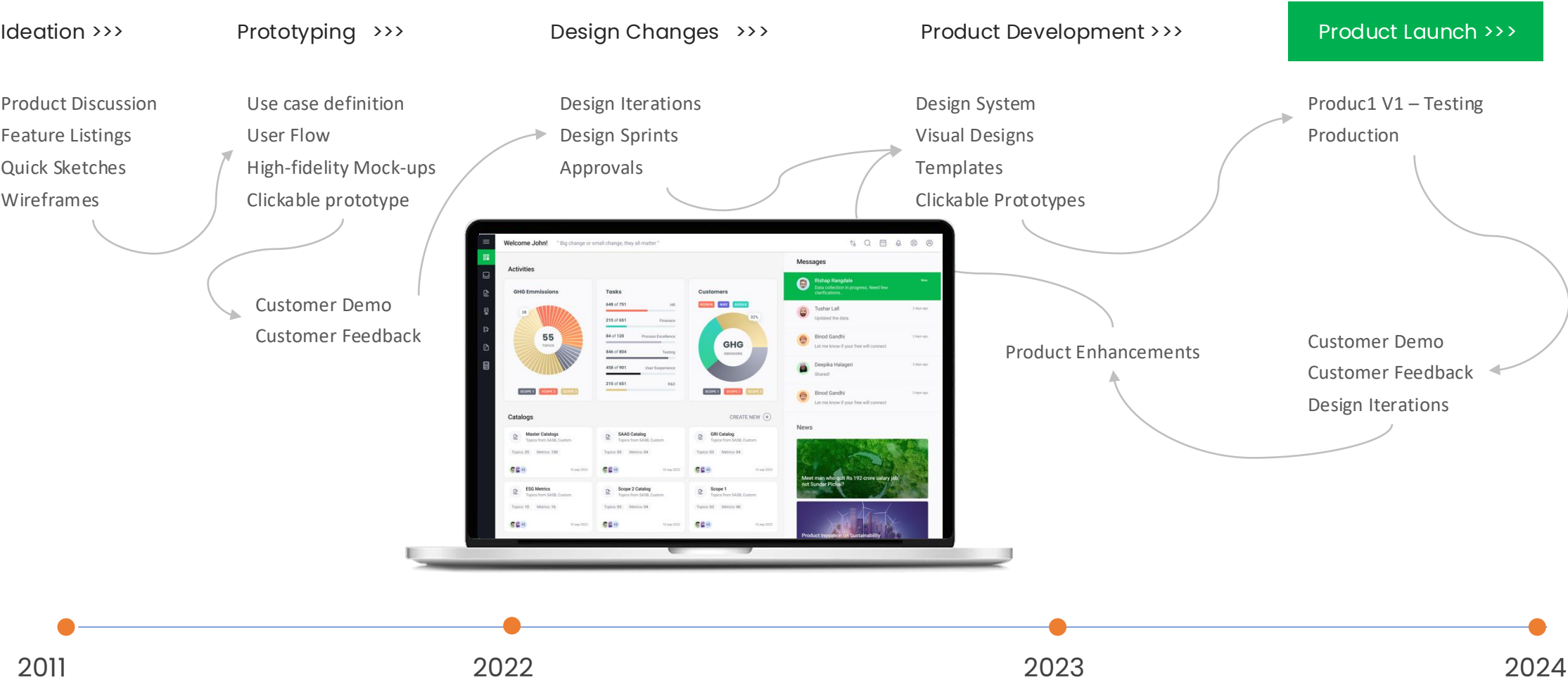


Increase in Market Share



Early Customer

Product Ideation > Launch (1000+ Screens Designed)





Sustainability Reporting Tool

Reduce, Reuse, Recycle

Sign in

 Enter E-mail

 Enter Password

[Forgot Password?](#)

Sign in

Looking to create a business account? [Create new](#)



Welcome John!

"Big change or small change, they all matter"



Activities



No tasks are assigned

Create new tasks to display here.

Catalogs



Create new catalog

Messages



Rishap Rangdale

Data collection in progress. Need few clarifications...

Now



Tushar Lall

Updated the data.

2 days ago



Binod Gandhi

Let me know if your free will connect

2 days ago



Deepika Halageri

Shared!

2 days ago

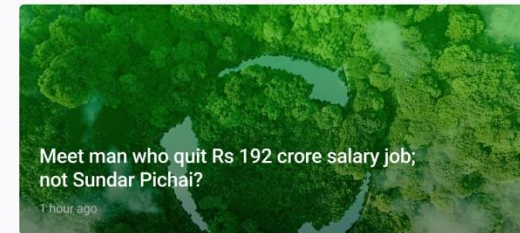


Binod Gandhi

Let me know if your free will connect

2 days ago

News

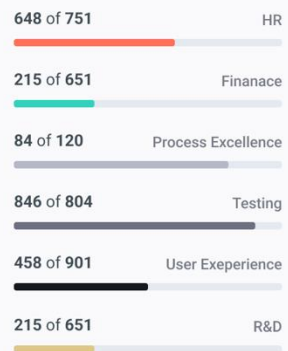


GHG Emmissions

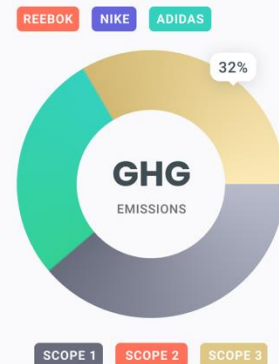


SCOPE 1 SCOPE 2 SCOPE 3

Tasks



Customers



Catalogs

CREATE NEW (+)

 **Master Catalogs**
Topics from SASB, Custom.

Topics: 25 Metrics: 150



10 sep 2023

 **SAAS Catalog**
Topics from SASB, Custom.

Topics: 03 Metrics: 04



10 sep 2023

 **GRI Catalog**
Topics from SASB, Custom.

Topics: 03 Metrics: 04



10 sep 2023

 **ESG Metrics**
Topics from SASB, Custom.

Topics: 10 Metrics: 16



10 sep 2023

Scope 2 Catalog

Topics: 03 Metrics: 04



10 sep 2023

 **Scope 1**
Topics from SASB, Custom.

Topics: 03 Metrics: 06



10 sep 2023

Messages

Rishap Rangdale
Data collection in progress. Need few clarifications...

 Tushar Lall 2 days ago
Updated the data.

 Binod Gandhi 2 days ago
Let me know if your free will connect

 Deepika Halageri 2 days ago
Shared!

 **Binod Gandhi** 2 days ago
Let me know if your free will connect

News





Welcome John! "Big change or small change, they all matter"



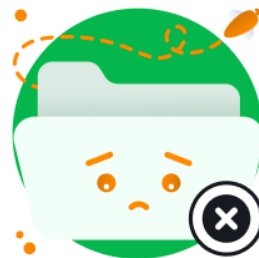
Dashboard > Catalog

← Master Catalog

1-100 of 230 Show: 100 < 1 >

Topics: 03 Metrics: 04 **In-Progress**

Search



There are no topics and metrics added to the master catalog.

+ Add new

Welcome John!

" Big change or small change, they all matter "

Dashboard > Catalog

1-100 of 230 Show: 100 < 1 >

1

Topics for standards

Select topic from below list

SASB

30 Topics | 300 metrics

GRI

17 Topics | 167 metrics

CDSB

23 Topics | 256 metrics

SASB

09 Topics | 79 metrics

SASB

12 Topics | 211 metrics

SASB

06 Topics | 45 metrics

2

Sector industry

3

Topic/Metric

4

Custom topic/Metric

< 1 >

^

^

🔍 Ex: consumer goods...

- ☐  Consumer Goods (CG) - 10

☐  Food & Beverage (FB) - 05

☒  Financials (FN) - 03

☐  Services (SV) - 02

☐  Technology & Communications (TC) - 20

☐  Health Care (HC) - 15

☐  Infrastructure (IF) - 19

☐ Asset Management & Custody Activities (FN-AC)

☐ Commercial Banks (FN-CB)

☒ Consumer Finance (FN-CF)

☐ Security & Commodity Exchanges (FN-EX)

☒ Investment Banking & Brokerage (FN-IB)

☒ Insurance (FN-IN)

☒ Mortgage Finance (FN-MF)

^

^

[← Master Catalog](#)

✓ Sector industry 

Topic/Metric				
☒ Topic	Metric	Data		Metric type
☒  GHG emissions				
☒	Direct (Scope 1) GHG emissions	Value	Value	TCo2e
☒	Energy indirect (Scope 2) GHG emissions	Value	Value	TCo2e
☐	Transparent Information & Fair Advice for Customers			
☐	Incorporation of Environmental, Social, and Governance Factors in Investment Management			
☐	Policies Designed to Incentivize Responsible Behavior			

4 Custom topic/Metric ^



Welcome John! "Big change or small change, they all matter"



Dashboard > Catalog

← Master Catalog

1-100 of 230 Show: 100 < 1 >



Topics for standards



Sector industry



Topic/Metric



Custom topic/Metric



You do not have any custom topic, click add button below

+ Add Topic

< 1 >

^

🔍 Ex: consumer goods...

- ☐  Consumer Goods (CG) - 10

☐  Food & Beverage (FB) - 05

☒  Financials (FN) - 03

☐  Services (SV) - 02

☐  Technology & Communications (TC) - 20

☐  Health Care (HC) - 15

☐  Infrastructure (IF) - 19

☐ Asset Management & Custody Activities (FN-AC)

☐ Commercial Banks (FN-CB)

☒ Consumer Finance (FN-CF)

☐ Security & Commodity Exchanges (FN-EX)

☒ Investment Banking & Brokerage (FN-IB)

☒ Insurance (FN-IN)

☒ Mortgage Finance (FN-MF)

^

☒ Topic	Metric	Data	Metric type	Unit
☒ GHG emissions				
☒	Direct (Scope 1) GHG emissions	Value	Value	TCo2e
☒	Energy indirect (Scope 2) GHG emissions	Value	Value	TCo2e
☒	Transparent Information & Fair Advice for Customers			
☒	Incorporation of Environmental, Social, and Governance Factors in Investment Management			
☒	Policies Designed to Incentivize Responsible Behavior			

< 1 >

Metric Details

< Prev Next >

Topic

GHG emissions

Metric Name

 Energy indirect (Scope 2) GHG emissions

Data

No Value |

☐ Data not available

Unit

tCO2e

Metric Type

tCO2e

Sample Response ⓘ

For metric type it should be a number

Explanation

For metric type it should be a number

Instructions

Gross direct (Scope 1) GHG emissions

Roboto ↕ Normal ↕ B i U ⌂ A ✎ ☰ ☷ ☹

Sompo Holdings, Inc. , hereafter, Sompo Holdings, traces its roots back to Japan's first fire insurance company, established in 1888 with the aim of providing protection from the threat of fire in everyday life. Since then, Japanese society has changed due to the decline and aging of its population, climate change, and new conditions emerging as a result of technological innovation.

CANCEL SAVE

Dental Care Product for patient journey

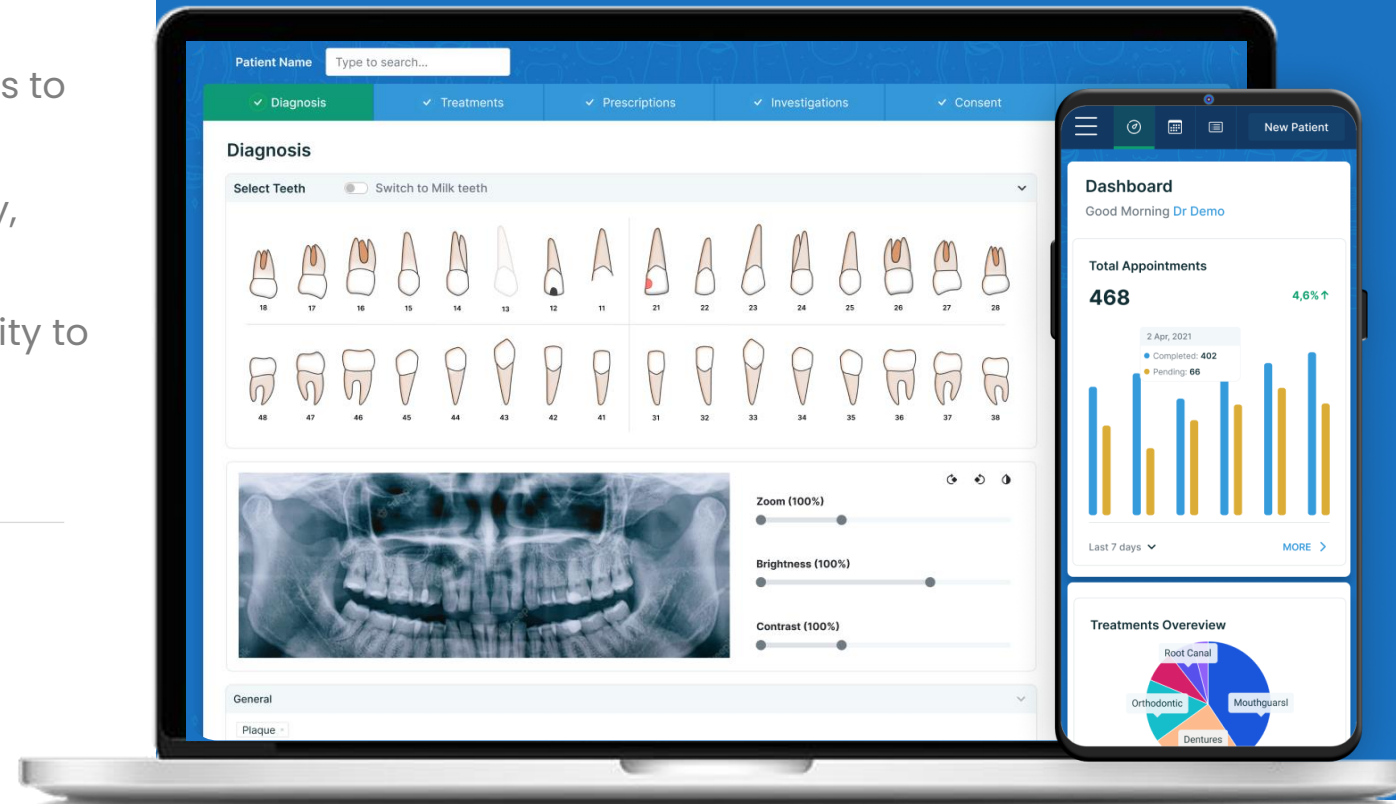
Initial discussion with doctors and technology partners to understand overall business case study, persona identification and defining patient dental care journey, doctors consulting, treatment scenarios such as appointments, routine visits, treatment plans and ability to capture end to end journey details. Visibility of cost breakup and complete patient case sheets.

Different modules worked on -

Dashboard, Online Scheduling, Patient Journey Capturing, Case Sheets, Admin, Configuration and profile

Deliverables

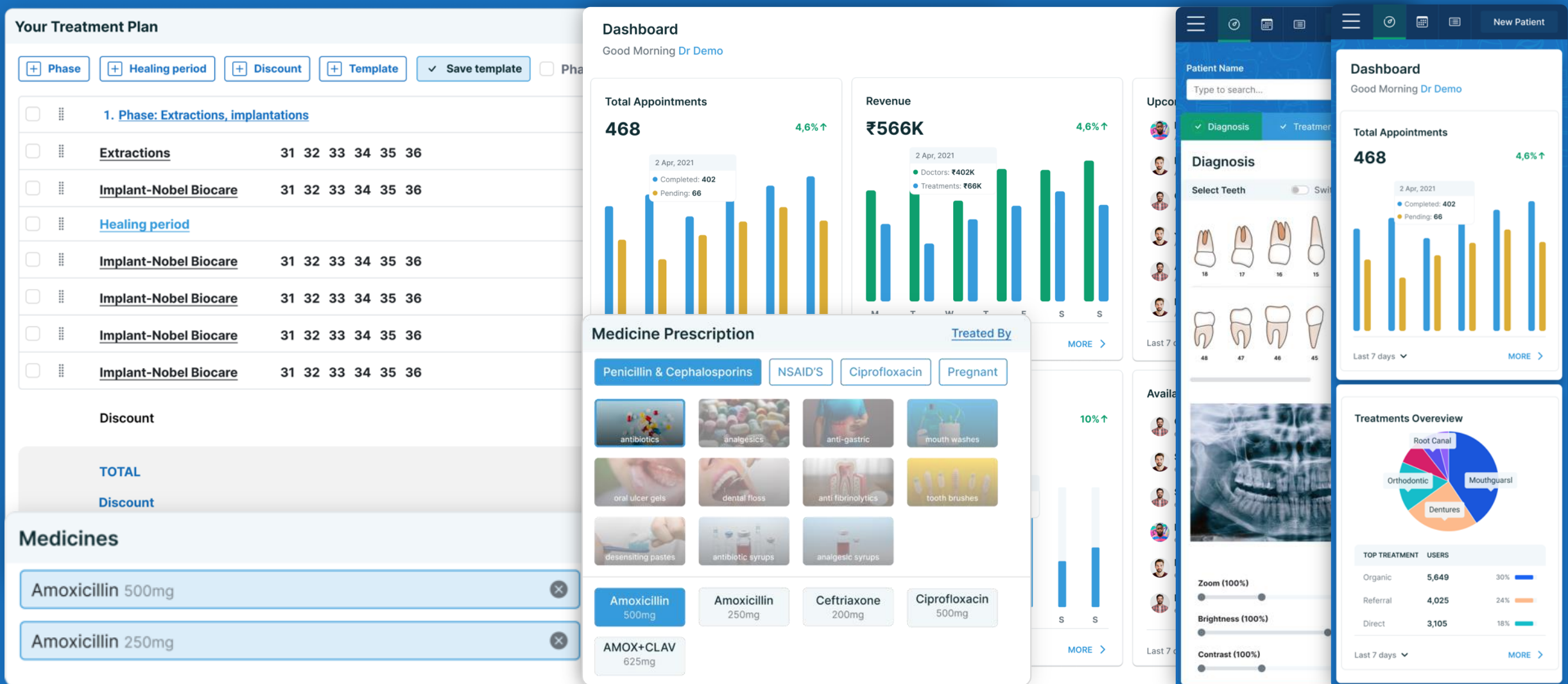
Competitive Study, Personas, User Journey Creation, Ideation, Prototyping, Visual Design, UI Support

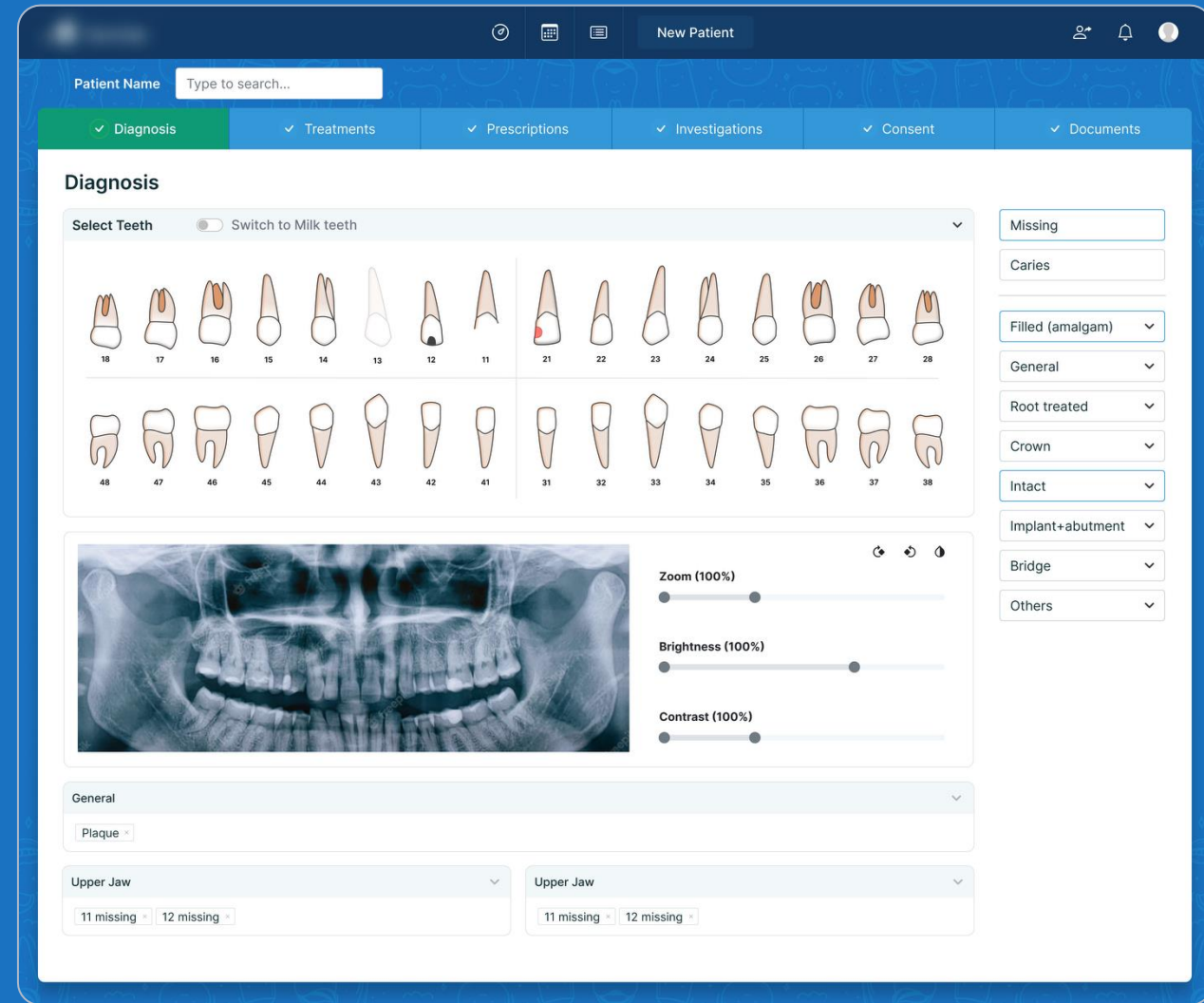
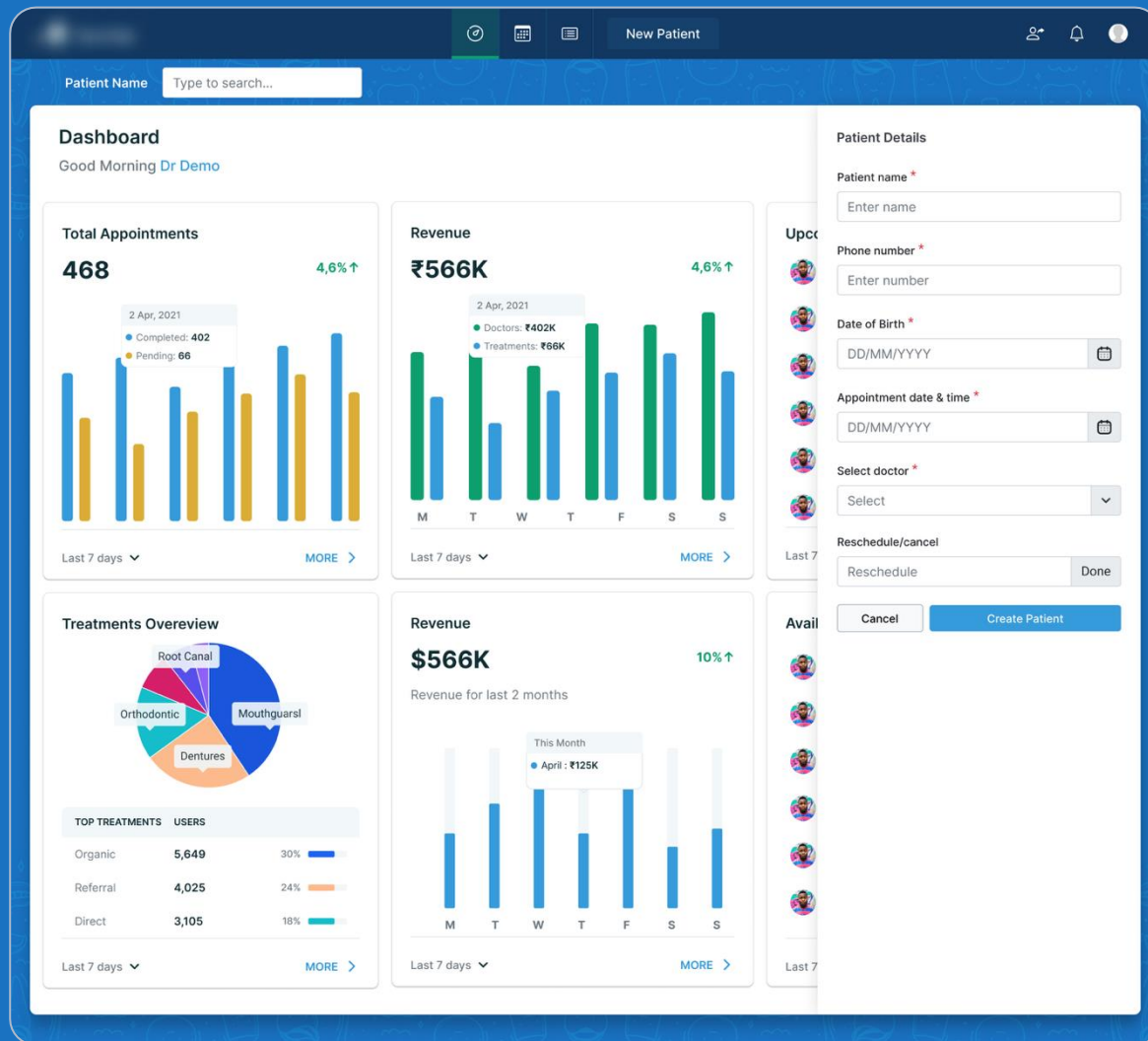


Increase in Market Share



Early Customer





New Patient

Patient Name

Schedules

+ New appointment

Calendar icon

List icon

Day

Week

Consultation

PST	Abril Lewis Dentist	Allan Hicks Physician	Bianca Heath Nurse practitioner	Emmy Massey Physician assistant
08:00	Robert Fox Checked out		Cameron Williamson Checked in	
09:00	Cody Fisher Checked in		Jacob Jones Checked out	Kristin Watson Checked in
10:00	Annette Black Checked in			
	Kathryn Murphy Checked in	Brooklyn Simmons Confirmed	Esther Howard Confirmed	
11:00	Arlene McCoy Confirmed			
12:00	Seminar	Chloe McKinney Confirmed	Ronald Richards Confirmed	
		Jacob Jones Confirmed		Darrell Steward Scheduled
13:00		Courtney Henry Confirmed		
			Darlene Robertson Confirmed	
14:00	Cameron Williamson Confirmed	Ralph Edwards Confirmed		
	Cameron Williamson Confirmed	Jenny Wilson Confirmed		

+ Add Doctor

New Patient

Patient Name

Type to search...

✓ Diagnosis

✓ Treatments

✓ Prescriptions

✓ Investigations

✓ Consent

✓ Documents

Prescription

Medicine Prescription

Treated By

Penicillin & Cephalosporins

NSAID'S

Ciprofloxacin

Pregnant

antibiotics

analgesics

anti-gastric

mouth washes

oral ulcer gels

dental floss

anti fibrinolytics

tooth brushes

desensitizing pastes

antibiotic syrups

analgesic syrups

Amoxicillin
500mg

Amoxicillin
250mg

Ceftriaxone
200mg

Ciprofloxacin
500mg

AMOX+CLAV
625mg

Medicines

Amoxicillin 500mg

Amoxicillin 250mg

Medication And Prescription Details

Dr. Sarah Smith, DDS
123 Main Street
Anytown, USA 12345

Clinic Hours
9:00 am - 4:00 pm

Contact
+91112233445
xyz@gmail.com

1. Amoxicillin 500 mg

Morning (After food)

Afternoon (After food)

Night (After food)

1. Amoxicillin 250 mg

Morning (After food)

Afternoon (After food)

Night (After food)

Add New Medicine

Amoxicillin

Chemical name

Advil Dental Pain Relief

Save

Frequently Used

1. Amoxicillin

2. Lidocaine

3. Fluoride

4. Chlorhexidine

5. Ibuprofen

Important

For medications that may interact with other drugs or medical conditions: "Before taking this medication, inform your healthcare provider of all medications you are currently taking..."

Branding. / UX/UI Design / Mobile App UI / Product Innovation / Usability

email – iamprb@outlook.com

AI-powered custom indexing tool

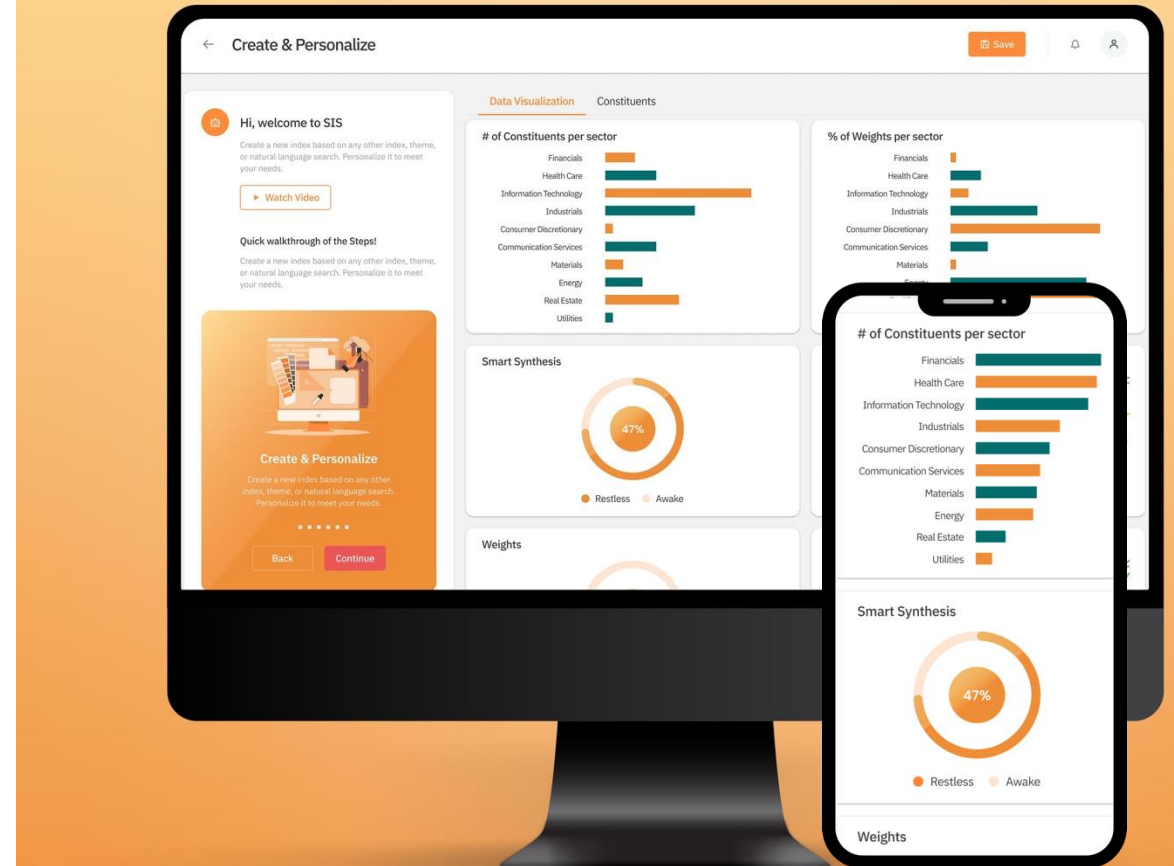
Helped technology partner with new enhancement to simplify the existing manual, time taking indexing process to completely automated personalized, simplified AI solution to help financial advisors to strengthen relationships with their customers. Easily discover and build custom indexes and portfolios that align with the unique values and preferences of every client.

Different modules worked on

Dashboard, Conversational UX Flow for Creation of custom indexing

Deliverables

Competitive Study, Ideation, Prototyping



Increase in Market Share



Early Funding



Cloud Enablement Platform

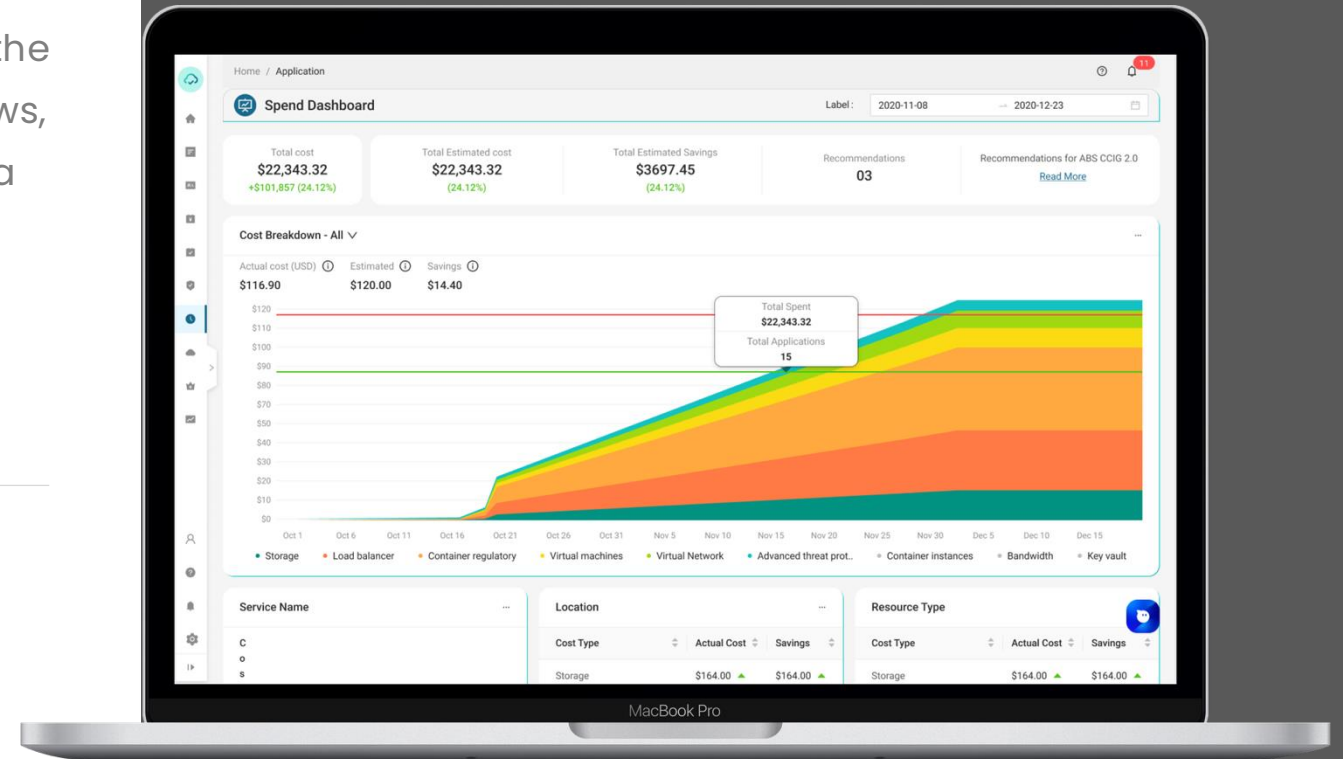
As a UX Consultant, my responsibility was to enhance the existing platform experience, simplify complex workflows, improve discoverability of critical insights, and create a scalable user experience that could support cloud administrators, security teams, DevOps engineers, and business stakeholders.

Different modules worked on

Multiple Dashboards, Cloud Spend, Resource Utilization, Security Risk Score, Compliance, and other Admin modules

Deliverables

UX Audit, Visual Designs, Design System, Data Visualization, Prototyping



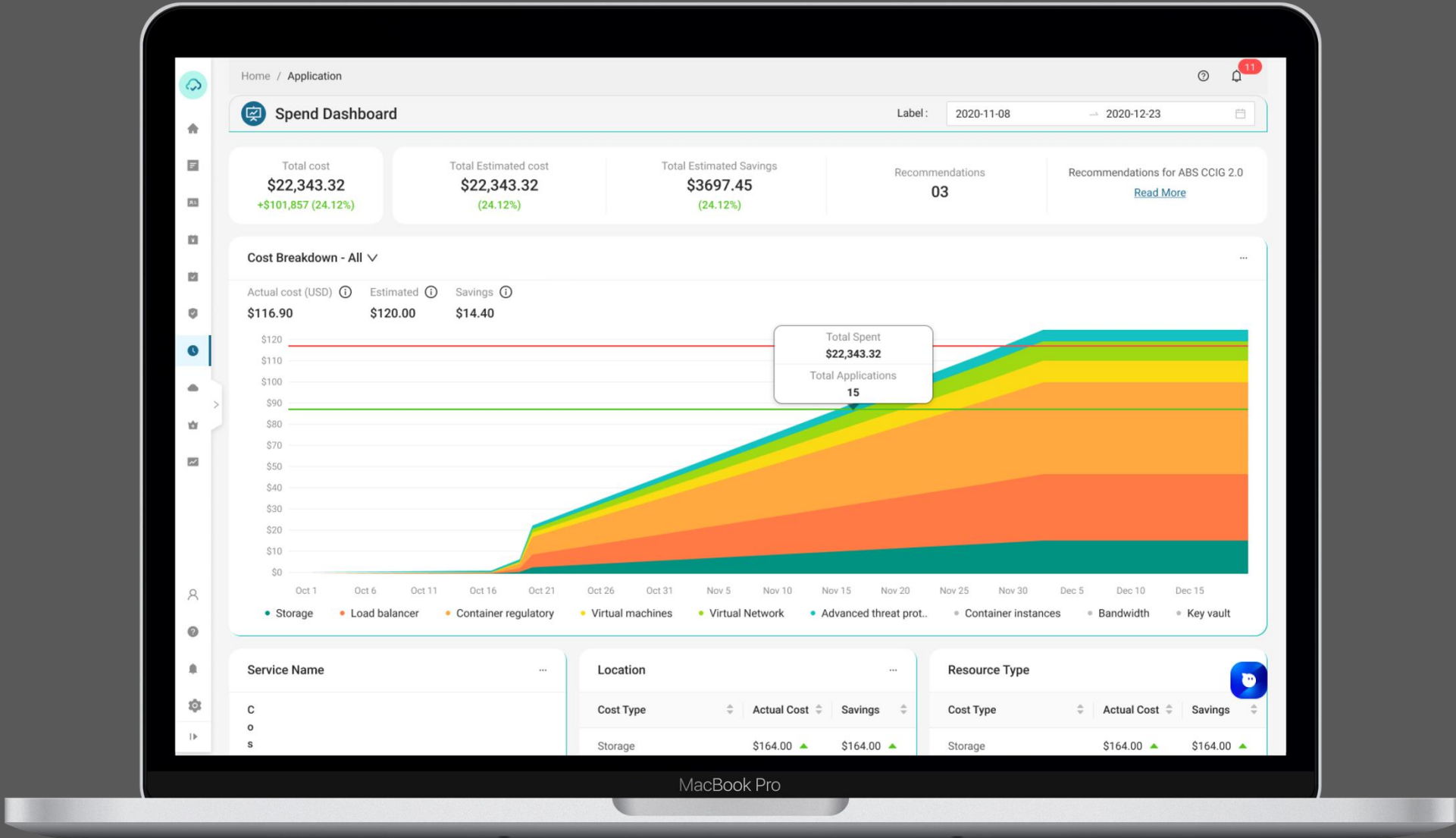
product sale

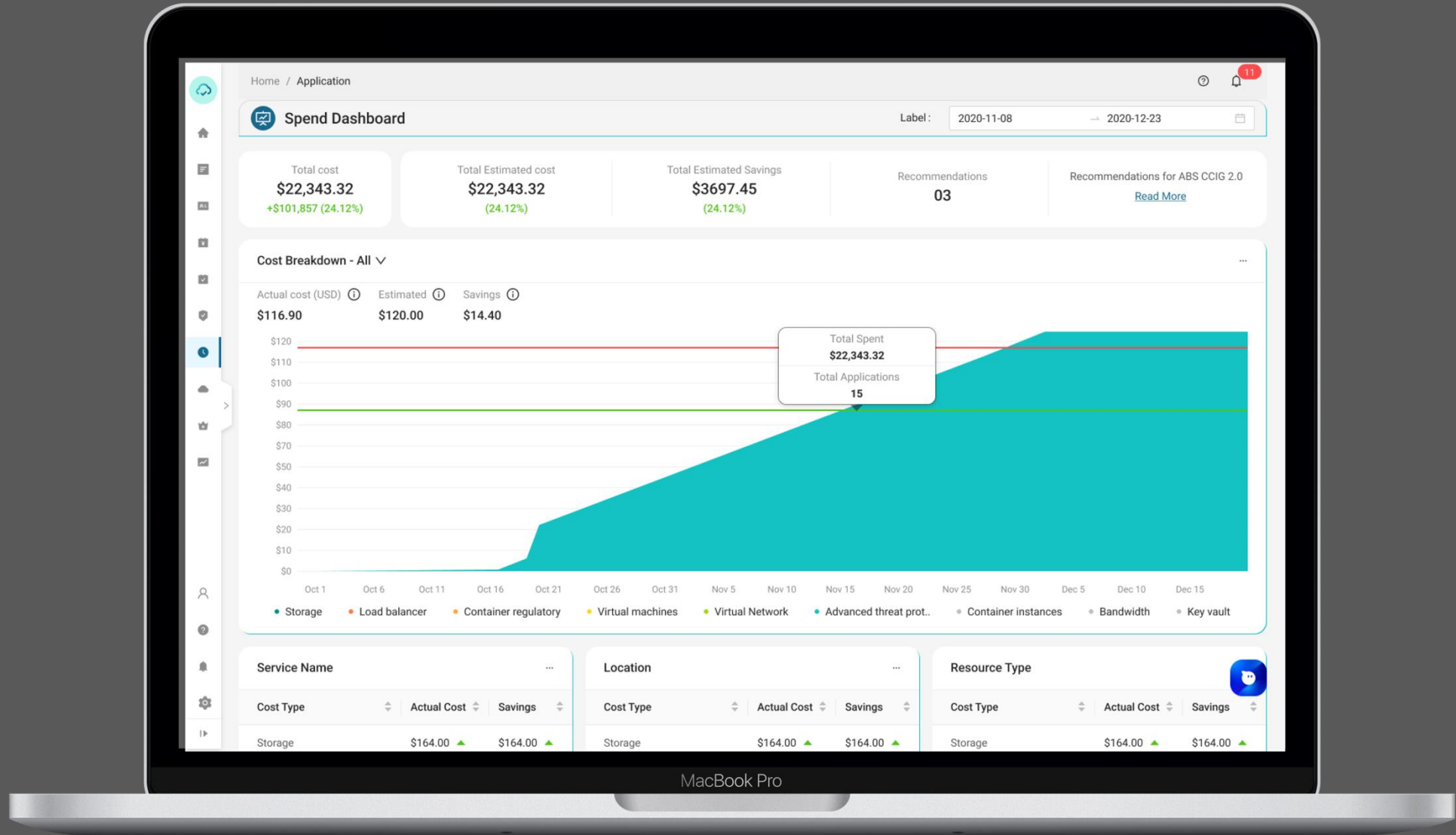


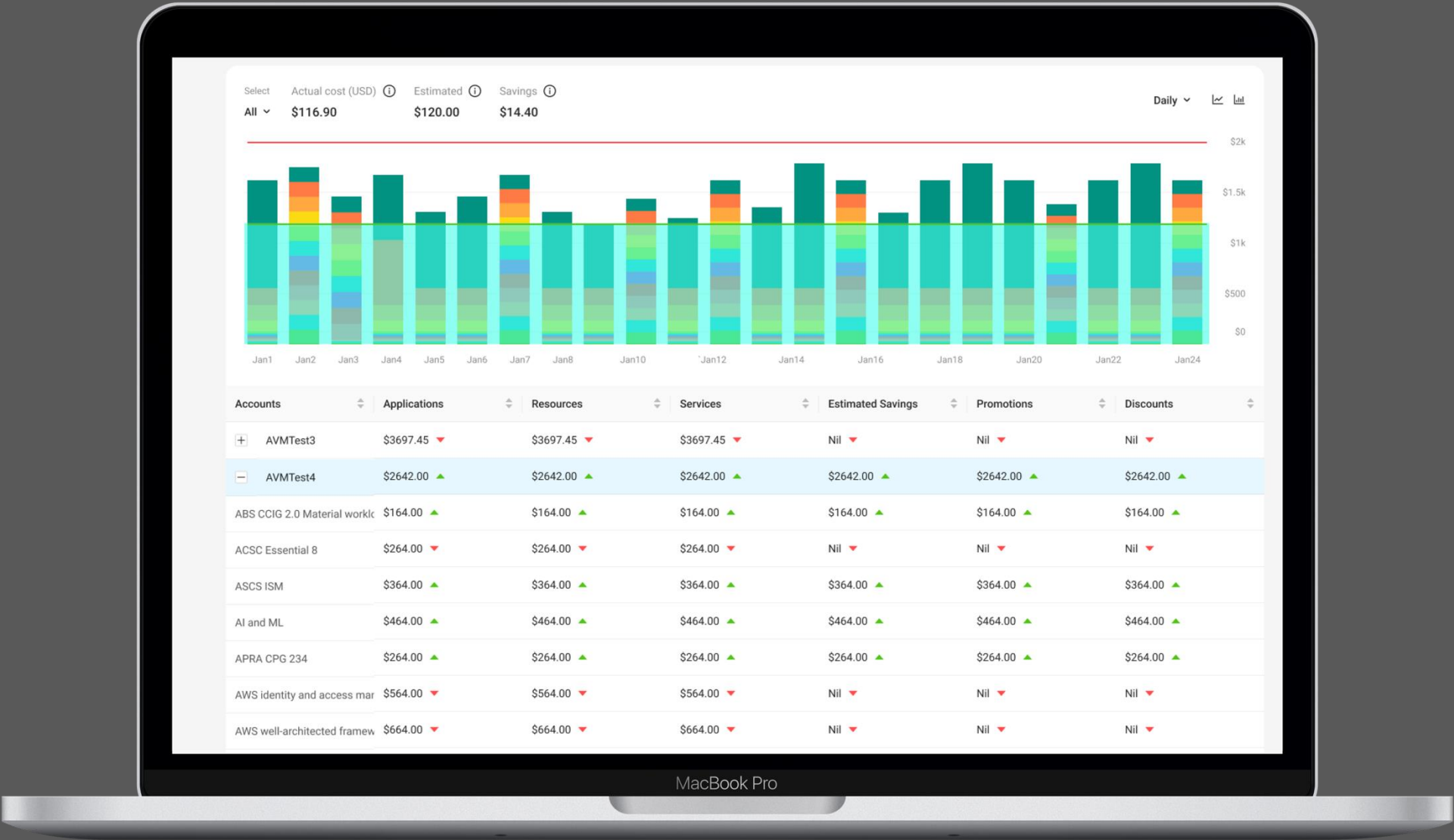
Ease of Use

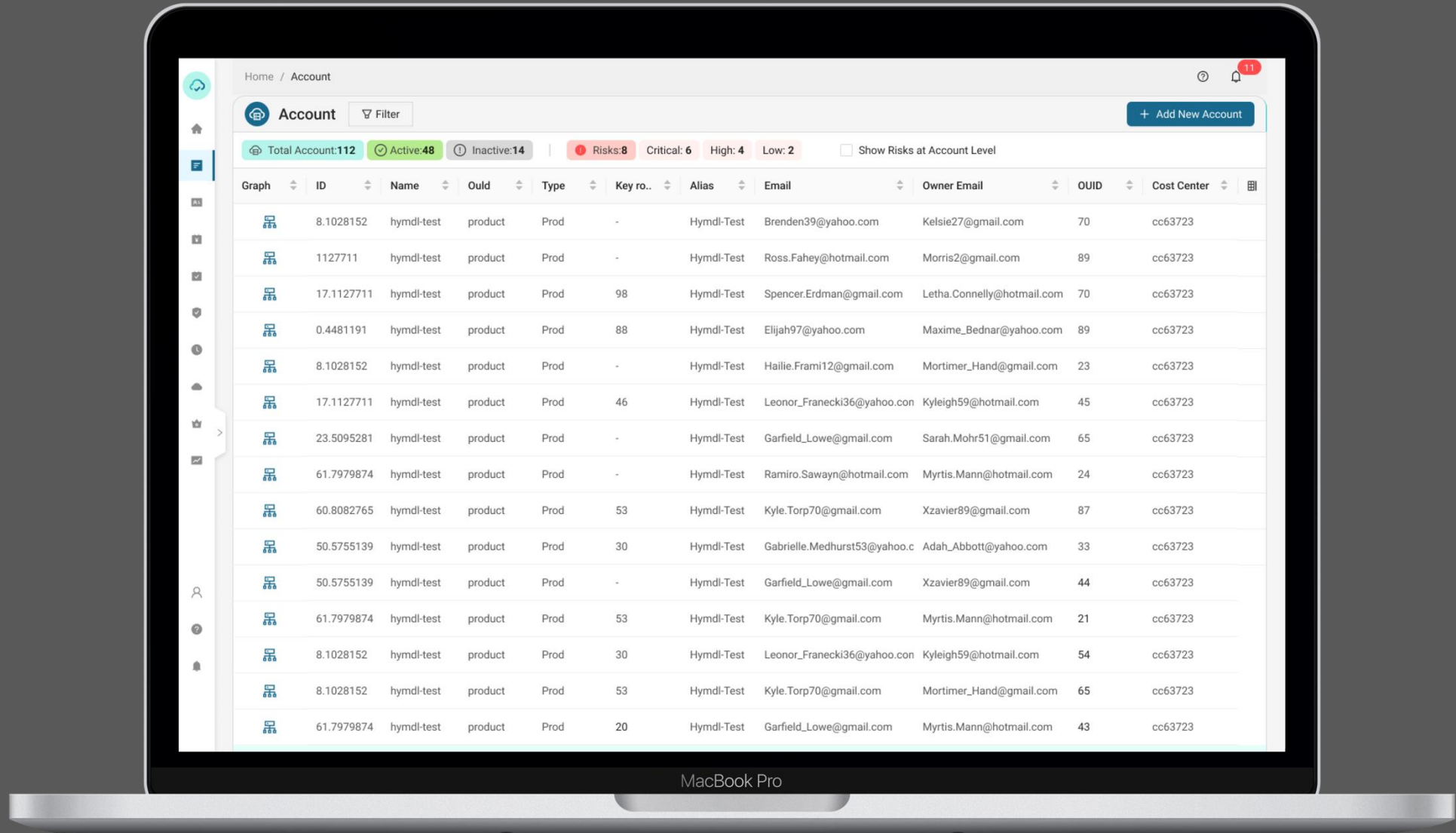


Market value









Thank you!

Let's work together!

I firmly believe in working hard, together and having fun along the way. If you have any design requirement, drop us a note and we will get back to you.

I assure you the **best service!**