

# PORTFOLIO

Buddhpriya Gautam

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## About Me

# Buddhpriya Gautam

UI/UX Designer with 8+ years of experience in building and transforming SaaS platforms. Specialized in creating scalable design systems, intuitive workflows, and data-driven user experiences for global audiences. Proven track record in leading end-to-end product design at RDash (YC-funded) and revamping SEO SaaS platform Rankwatch.

### Education

## Bachelor of Design (Fashion Design)

National Institute of Fashion Technology, Raebareli.

### Work Experience

## 8+ Years

Senior Product Designer at RDash – (Present)

Product Designer at Rankwatch – (2016–22)

### Specialities & Skills

Senior Product Designer at RDash – (Present)

Ui/UX

Web/App Design

Ui/UX Research

Logo Design

Graphic Design

3d Modeling

Video/Animation

Branding

### Contact

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# Index

## 1. RDash

RDash.io simplifies construction management with tools for workflow, collaboration, budgeting, and reporting, boosting efficiency.

## 2. Rankwatch

Rankwatch.com is an SEO SaaS tool offering rank tracking, site audits, analytics, and competitor insights globally.

## 3. UNMC

Hypothetical project to create User Interface Design for Faculty to create Semester lecture plane (Time table)

## 4. Logofolio

I like logo designing for its creativity, symbolism, simplicity, and power to visually represent brand identity effectively.

## 5. Hands 3d Modelling

I like 3D modeling in UI/UX for adding depth, interactivity, realism, and engaging user-centered design experiences.

## 6. Packaging Design

I enjoy packaging designing for blending aesthetics with utility, enhancing brand identity, sustainability, and creating memorable unboxing experiences.

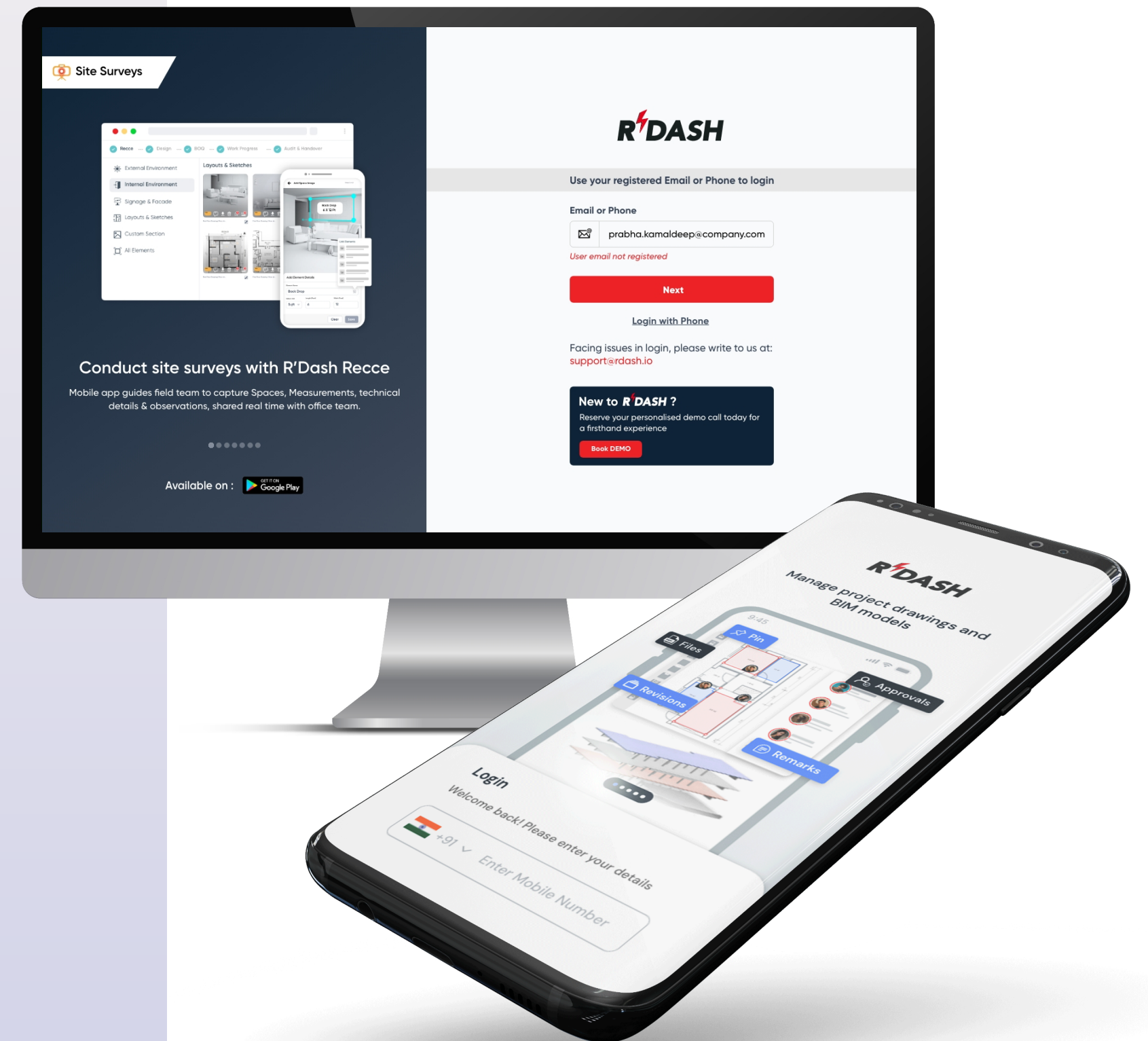
# #1

# RDash

## Supercharge your **Construction** & **Interiors** Business

RDash is a next-generation, cloud-based construction management solution built to simplify complex project workflows for developers, contractors, and design studios. It offers end-to-end project lifecycle management, including survey and design coordination, automated BOQ generation, vendor allocation, planning, and real-time office-to-site communication. With features like automated task creation, approval workflows, and seamless project handover tools, RDash enables teams to minimize delays, reduce errors, and achieve greater efficiency. Its intuitive interface and collaborative environment empower stakeholders to make data-driven decisions, improving overall project quality and delivery timelines.

Visit RDash: <https://rdash.io/>



# Challenge

Construction projects often suffer from fragmented communication, manual workflows, and lack of real-time visibility, leading to delays, cost overruns, and poor coordination — RDash solves this by centralising and automating the entire project lifecycle on a single collaborative platform. We are building RDash from scratch and solving with high performance user friendly ui and ux.

# Design Process

A SaaS application design process begins with user and market research, followed by ideation, scope definition, and user flows. It progresses through wireframing, prototyping, and high-fidelity mockups, focusing on intuitive UX, clear navigation, scalability, and security. The process concludes with usability testing, iterative improvements, and designing a smooth user journey with personalized onboarding and support.



## Research and Study

Market Research and idea validation

User Research

User Personas & Journey Maps



## Planing and Design

Define Scope & Features

Wireframing

Prototyping



## UI/UX Design

Intuitive Navigation

Visual Hierarchy

Progressive Disclosure

User Onboarding

Accessibility & Help



## Development and Iteration

Scalability

Security

Usability Testing

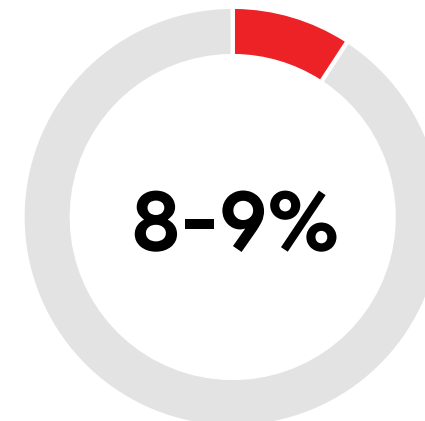
Iteration

Feedback & Micro-interactions

# Research and Study

## Market Research and idea validation

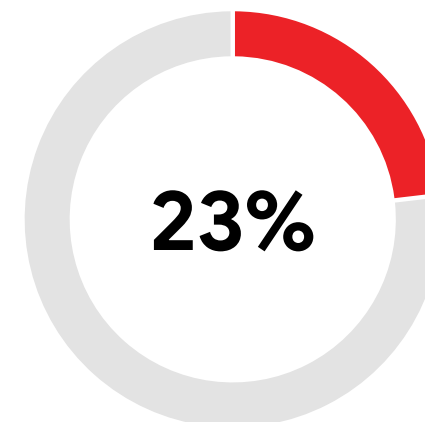
Analyze the target market, identify competitors, and validate the core product idea to ensure it addresses a real user problem.



- The construction sector contributes approximately 8–9% to India’s GDP.
- As per 2024–25 estimates, the construction sector’s Gross Value Added (GVA) at constant prices is 9.15%.

## User Research

Conduct surveys and focus groups to understand user pain points, needs, and behaviors to design a user-centric application.



- Approximately 23% of all SaaS tools worldwide focus on productivity and collaboration, with a significant share belonging to the project management category.

## User Personas & Journey Maps

Create detailed personas representing your target users and map out their journey to understand their interactions with the application



- Developers, contractors, and design studios. Key personas include project managers seeking visibility, site engineers needing mobile updates, architects requiring version control, and executives tracking budgets. It solves pain points like delays, miscommunication, and scattered data with dashboards, collaboration, file management, and real-time reporting to streamline construction workflows.

# Planing and Design

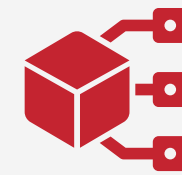
## Define Scope & Features

RDash is a cloud-based construction management platform that digitizes and automates project workflows for developers, contractors, and design teams.



### Scope

- Centralized project planning and documentation
- Workflow automation and approval management
- Real-time collaboration between office and site teams
- Data-driven insights for better decision-making

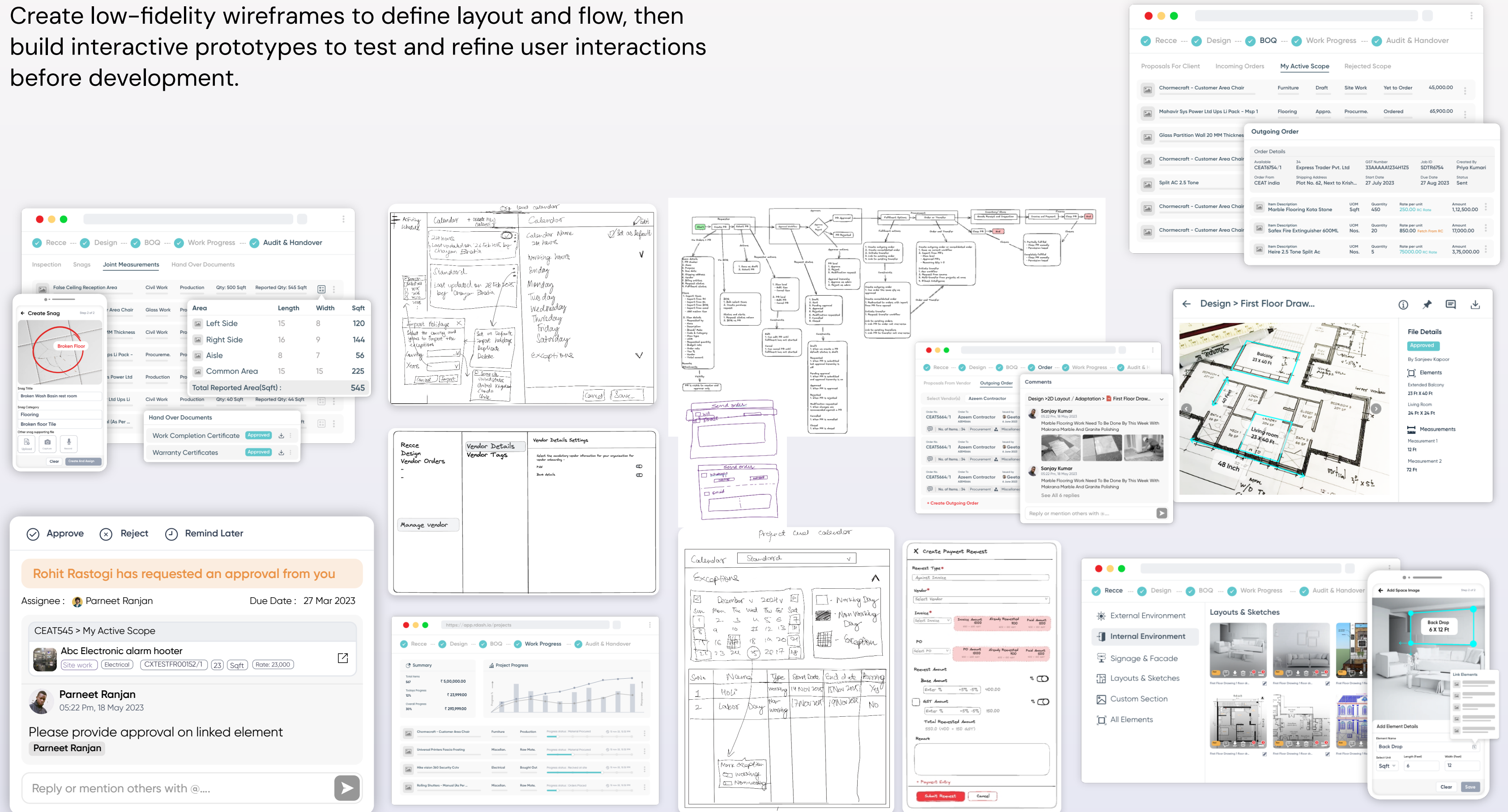


### Key Features

- Project setup, BOQ generation, and vendor allocation
- Design repository with version control and approvals
- Automated tasks, role-based workflows, and notifications
- Site updates with images/videos, issue tracking
- In-app messaging, stakeholder tagging, and notes
- Dashboards, reports, and predictive analytics
- Punch list, documentation, and project handover tools

# Wireframing and Prototyping

Create low-fidelity wireframes to define layout and flow, then build interactive prototypes to test and refine user interactions before development.



# Ui & Ux Design

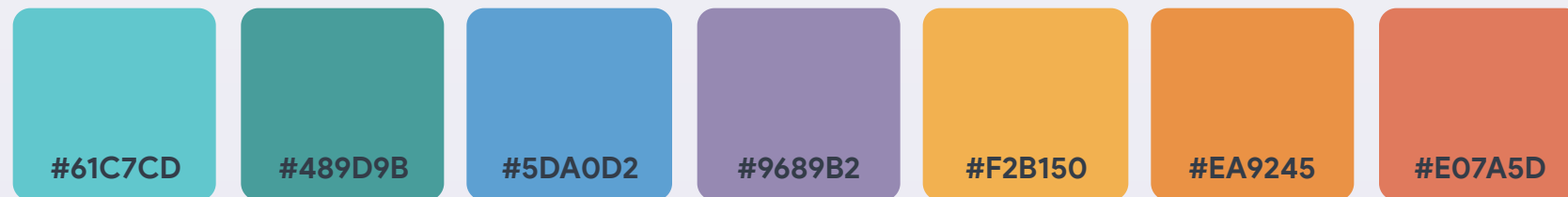
## Visual Hierarchy

Use color, size, and placement to create a clear hierarchy, guiding users' attention to important elements.

### Colour



Brand Primary Colour



Brand Colour



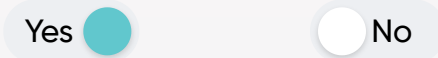
Gray's and Black

### Typography

# Gilroy

24	px	Semi bold	Lorem ipsum dolor sit
18	px	Semi bold	Lorem ipsum dolor sit amet
18	px	Bold	Lorem ipsum dolor sit amet
16	px	Semi bold	Lorem ipsum dolor sit amet
14	px	Bold	Lorem ipsum dolor sit amet
14	px	Semi bold	Lorem ipsum dolor sit amet
14	px	Medium	Lorem ipsum dolor sit amet
14	px	Regular	Lorem ipsum dolor sit amet
12	px	Semi bold	Lorem ipsum dolor sit amet
12	px	Regular	Lorem ipsum dolor sit amet
10	px	Medium	Lorem ipsum dolor sit amet
10	px	Regular	Lorem ipsum dolor sit amet

# Components



Button

Document Name

Basic type Input

Uploaded By

Read only

Document Name

Clicked

Uploaded By

Dropdown input with dropdown list

- Dakshesh Chaddha
- Pratyush Babu
- Debendra Gara
- Neelesh Potharaju

Uploaded By

Dropdown

Planned Start Date\*

Date picker

Planned Start Date\*

Date picker with value

Type and Lag

Dropdown with number

Multipal Value

Large text input

Assign Recce to (will receive Recce Link)

- Select Users
- Daljeet Kuvar Project Engineer
- Ravi CSM
- Shubhada Bothra Project Engineer

Select Multiple Users

Instruction for Recce

**B** / U **Tt**

Large text input with text formatting

Assign Recce to (will receive Recce Link)(Role)

Select Multiple Users Roles

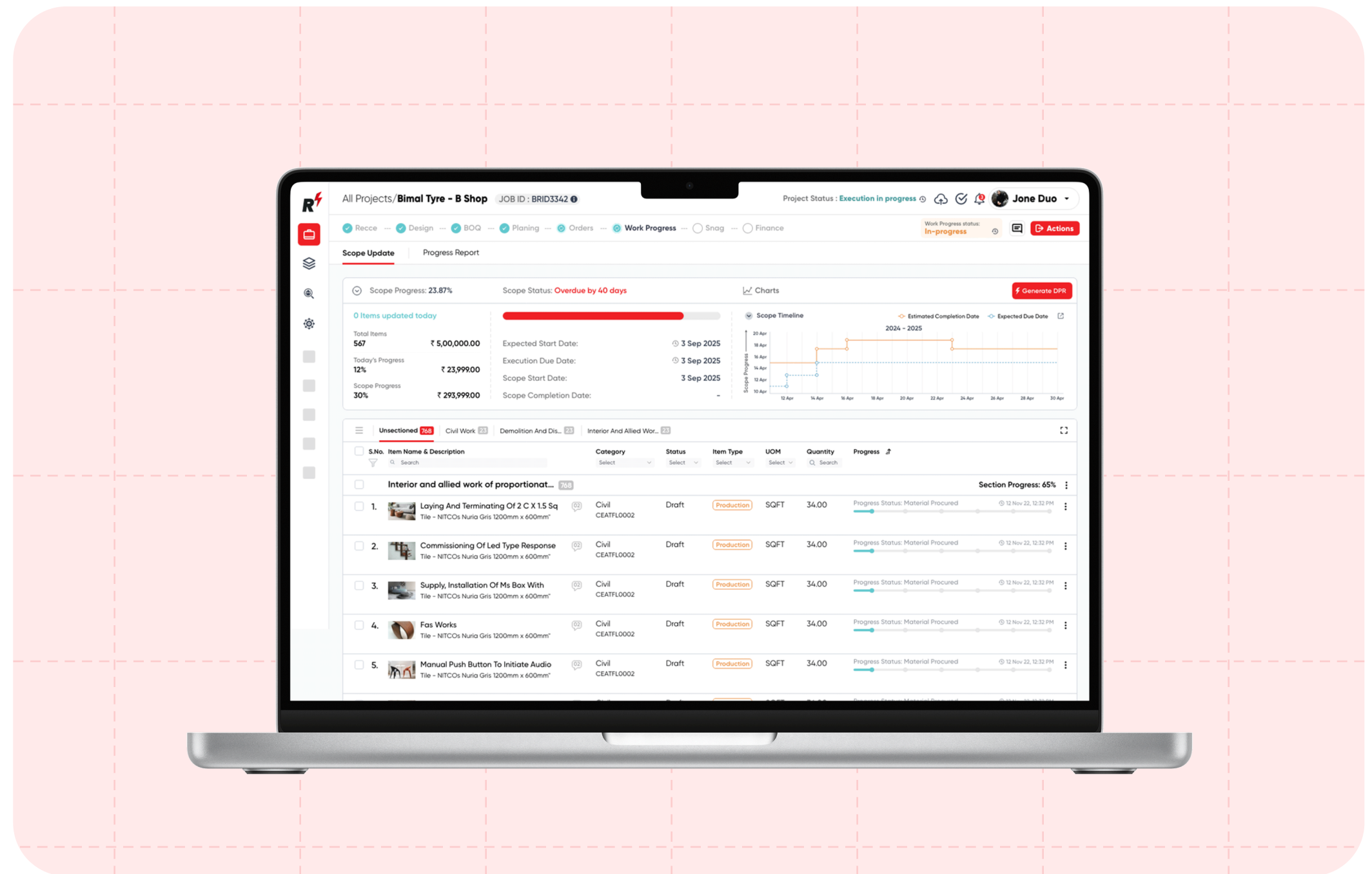
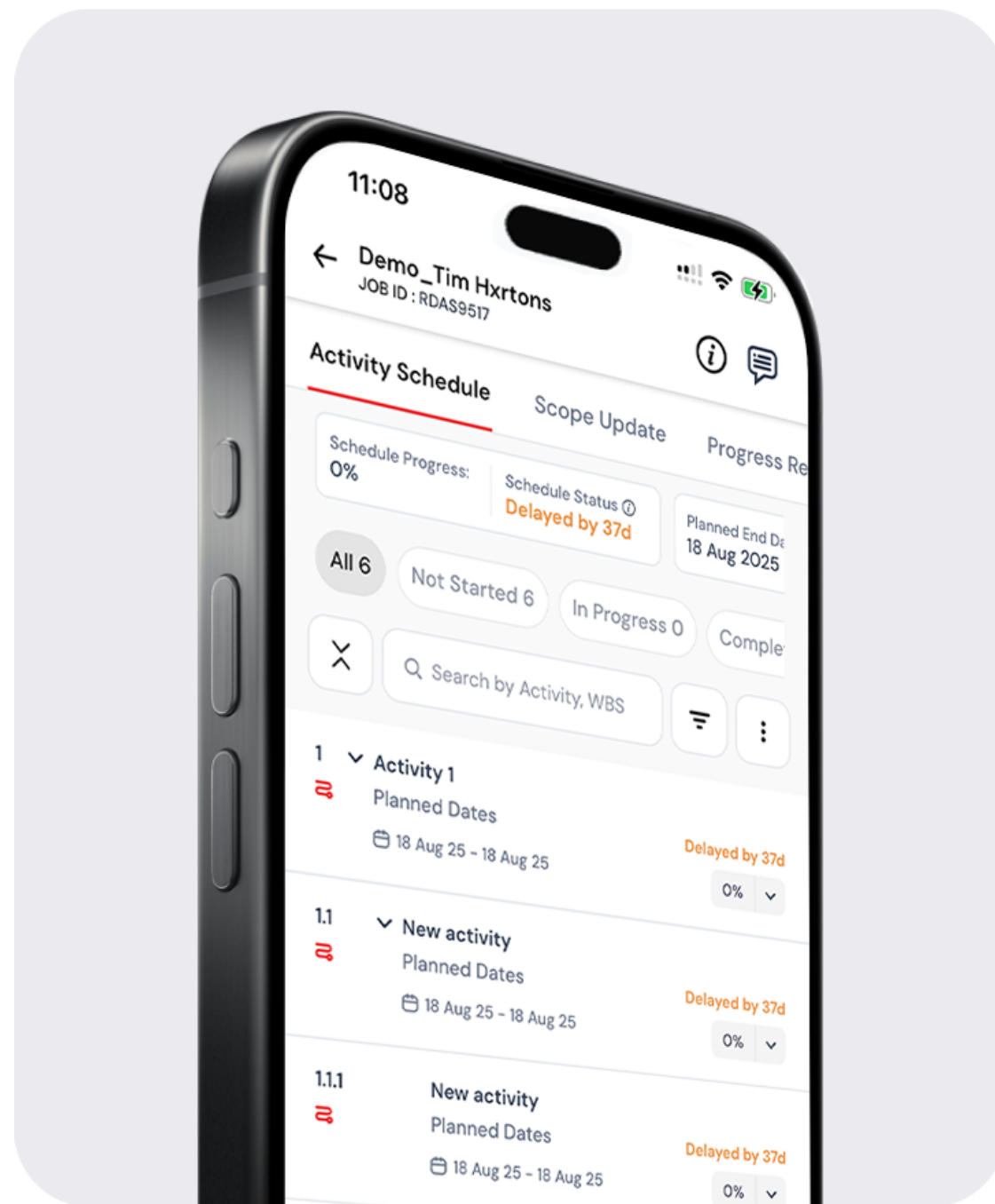


## Typography And Colour Palette

In RDash, typography ensures clarity, while a consistent colour palette builds trust. Contrasting hues highlight tasks and statuses, enabling quick navigation, better decisions, and smoother collaboration for contractors, architects, and project managers.

See RDash design prototype:

<https://xd.adobe.com/view/e484912b-3220-435f-ac04-40e3c95f5724-b1d7/?fullscreen>





# Home page and other features pages Design layouts

RDASH

Products Solutions Plans & Pricing Blog Contact Watch Demo Book a Demo

## Supercharge your Construction & Interior Projects

RDash is a new-age construction management platform for developers, contractors, and design studios.

[BOOK A FREE DEMO](#)

**Who Is It For**

- Developers**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Contractors**  
Lorem ipsum dolor sit amet, consectetur huiusmodi...
- Architect Studio**  
Lorem ipsum dolor sit amet, consectetur huiusmodi...

[BOOK A FREE DEMO TODAY](#)

**Solutions**

- Project Management**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Vendor Management**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Task Management**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...

**Employing RDash results in**

- 100% Visibility**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Avoid Delays**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Reduce Cost**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Control Quality**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...

RDASH

Solutions Who We Serve Services Pricing Company Resources Let's Talk

## Project Management

From survey to designs, RIGs to vendor allocation, office-to-site and planning to handover – all teams can now collaborate on a single platform and deliver projects faster, under budget everytime!

[Talk To An Expert](#)

## Automate every phase of your project like an assembly line

**Conduct site surveys with RDash recce**

Office team configures survey needs to be done by field team via mobile app. Mobile app guides field team to capture spaces, measurements, technical details & observations. Real time survey details shared back to office teams.

[Book a Free Demo](#)

## Project design management workflow

Get your designs approved & manage design files accessible all time to field team on mobile app. Field teams can raise issues and ask for clarifications (RFIs). Iterate Designs & manage versions

[Book A Free Demo](#)

## Project estimates & budget

Quickly create your list of scope items with quantities and rates from scratch or any existing format. Manage proposal approvals, track change orders & control your project budget.

[Book A Free Demo](#)

## Schedule activities, set deadlines & highlight dependencies

Create, update and monitor activity schedule with real-time gantt charts that improve team coordination and provide immediate visibility into on-site progress

[Book A Free Demo](#)

## Track real progress

Track activity & value wise progress of work by field team. Get daily updates on work items, activities, manpower & roadblocks.

[Book A Free Demo](#)

## Clean project closure & handover

Capture all pending issues as snaglist and track their closure. Record joint measurements and arrive at final billables. Manage & Share property & work handover documents on RDash.

[Book A Free Demo](#)

RDASH

Solutions Who We Serve Services Pricing Company Resources Let's Talk

## Vendor Management

Manage all your suppliers – Contractors, Production workshops and Material suppliers at one place. Establish digital Rate Contracts with them on standard terms, seamlessly give Orders, track them and rate vendor performance.

[Talk To An Expert](#)

## Your entire vendor ecosystem in one place

**Discover & Manage Vendors**

Manage All your existing vendors, their documents in one place. Discover best vendors from the industry. Rate vendors and access their feedback & reviews.

[Book A Free Demo](#)

## Manage Catalogues

Manage vendor wise items catalogue. Use them for quickly creating Scope or orders.

[Book A Free Demo](#)

## Rate Contracts

Manage vendor wise rate contracts, expiry, renewals & reminders. Compare rates and fetch right rates and vendor for your orders.

[Book A Free Demo](#)

## Orders Management

Quickly create and release vendor orders from the project scope. Reconcile orders released and invoices received.

[Book A Free Demo](#)

Visit RDash: <https://rdash.io/>

RDASH

Products Solutions Plans & Pricing Blog Contact Watch Demo Book a Demo

## Plans & Pricing

We offer a variety of plans tailored to meet the needs of businesses of all sizes. Whether you're just starting out or looking to scale, we've got you covered.

**Essential Plan**

Project Management System

Project Scope Management Efficiently manage project scope with detailed item tracking and budget control.

[Contact Us](#)

- Project Scope Management Efficiently manage project scope with detailed item tracking and budget control.
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**Essential Plan**

Project Management System

Project Scope Management Efficiently manage project scope with detailed item tracking and budget control.

[Contact Us](#)

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**Enterprise Plan**

Project Management System

Project Scope Management Efficiently manage project scope with detailed item tracking and budget control.

[Contact Us](#)

- Project Scope Management Efficiently manage project scope with detailed item tracking and budget control.
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Learn more about our products

## Employing RDash results in

- 100% Visibility**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Avoid Delays**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Reduce Cost**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...
- Control Quality**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eros...

Trusted by 60+ of the top companies in India

**DHL** **pepperfry** **DHL** **pepperfry** **DHL**

## Customer Stories

"R'Dash enables our team and partners to work more effectively. It's the little quality-of-life things that make the difference."

**Nandlal Thungathurthi**  
Head of Technology Innovation, Pepperfry, India Pvt Ltd

**pepperfry**

[Read Their Story](#)

RDASH

Products About R'Dash Downloads

- Project Management
- Management
- Management
- Management
- Management

Our Story  
Plans & Pricing  
Management  
Management  
Management

Apple App Store  
Google Play

Call us at +91 8840879795 to speak with a product expert.

© 2023 Voronix Buildwell Pvt. Ltd. Privacy Policy Terms of Service

RDASH

Solutions Who We Serve Services Pricing Company Resources Let's Talk

## How can we help you?

Questions, interest in our software or feedback – we're here to help.

**Customer Support**

Contact our award-winning support team

[Visit Our Help Center](#)

+91 8826555776

hello@rdash.io

B1, Sector 44 Rd, Sector 44, Gurgaon, Haryana 122003

**Chat Now**

Chat for quick help on product issues, your account, and more.

[Start Chatting](#)

**Contact us**

Interested in seeing our products in action or have questions about pricing? Send us a request and a sales representative will follow up with you as soon as possible.



See RDash design prototype: [Click me](#)

# Project management tool Design prototypes

Item Details view showing item information, specifications, and pricing. Includes fields for Item Name, Description, Brand, and Price.

Leads management interface with filters for My Leads, My Companies, and My Contacts. Includes a table of leads with columns for Name, Amount, and Status.

Project overview for Bimal Tyre - B Shop, showing a summary of orders, invoices, and payments. Includes a table of invoices with columns for Invoice No, Date, and Amount.

My Projects dashboard with a map view of project locations and a list of project details. Includes filters for Project Status and a table of project information.

Leads section showing a message: "You don't have any Leads/Board yet" with a "Create Board" button.

Purchase Request Details form for PR/CEAT564/1, including fields for Request Name, Purpose, and Billing Information.

Unassigned tasks list for interior and allied work, showing a table of tasks with columns for Item Name, Status, and Amount.

List of Purchase Requests with columns for S.No, Item Name, Request Number, and Amount. Includes a "Create Purchase Request" button.

Home dashboard with Mentions and Notifications sections, showing user activity and messages.

Attachment and Remarks section for a purchase request, including a list of remarks and an approval history table.

Inbox and Task Manager view showing pending requests and expense information. Includes a table of tasks and expense details.

Detailed view of Purchase Requests, showing a table with columns for S.No, Request Name, Requested By, and Status.

Scope Update and Progress Report section with a progress bar, charts, and a table of project progress.

Fulfillment Status and Replies section, showing a table of fulfillment items and a list of user replies.

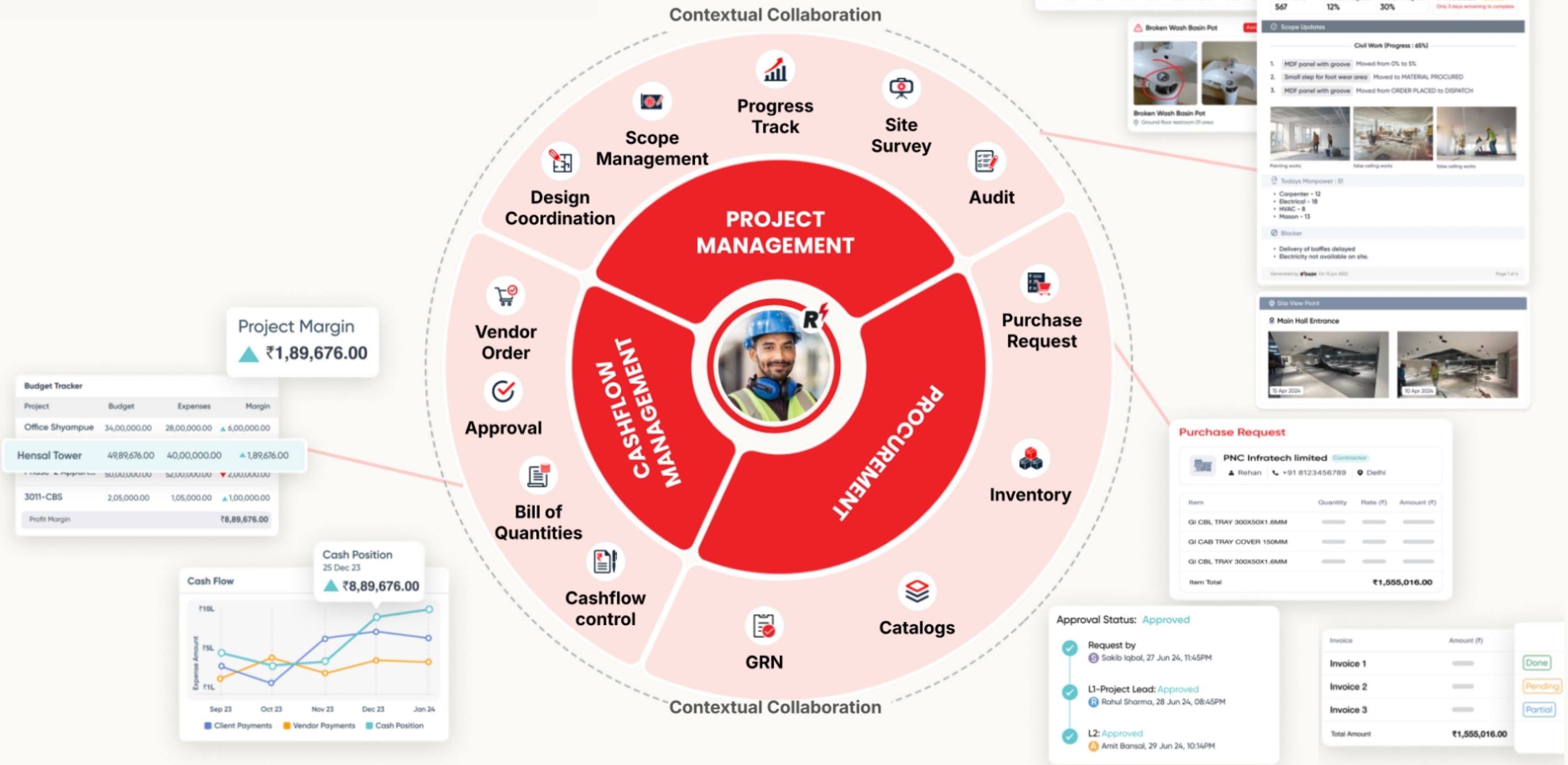
External Environment and Images section, featuring a gallery of images and a list of external links.

Summary view of Purchase Requests, showing a table with columns for S.No, Request Name, and Status.

My Projects summary table with columns for S.No, Job ID, Project Name, Client Name, and Due Date.



# Project Management Software



**concentrix** **PROGRESS REPORT**

PROJECT : Concentrix, Gunugram

Period : 29 Feb 24 - 05 Mar 24

JOB ID: RDASH23

Total Items	Period Progress	Overall Progress	Time Status
567	12%	30%	Only 3 days remaining to complete

Scope Updates

Civil Work (Progress : 65%)

- MDF panel with groove: Moved from 0% to 5%
- Small step for foot wear area: Moved to MATERIAL PROCURED
- MDF panel with groove: Moved from ORDER PLACED to DISPATCH

Planning works

Site ceiling works

Site ceiling works

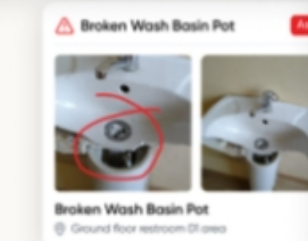
Today's Manpower : 51

- Carpenter - 12
- Electrical - 18
- HVAC - 8
- Mason - 13

Blocker

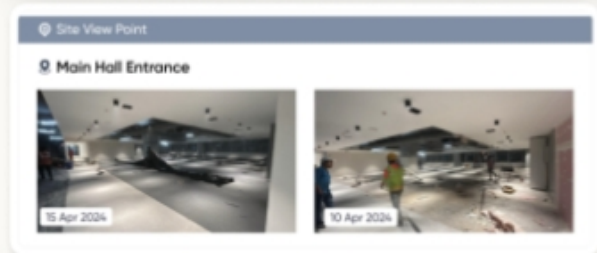
- Delivery of baffles delayed
- Electricity not available on site.

Generated by: #Bazar On 13 Jun 2024



Broken Wash Basin Pot

Ground floor restroom (7 areas)



**Purchase Request**

PNC Infratech limited

Contractor

Rehan | +91 8123456789 | Delhi

Item	Quantity	Rate (₹)	Amount (₹)
GI CBL TRAY 300X50X1.6MM			
GI CAB TRAY COVER 150MM			
GI CBL TRAY 300X50X1.6MM			
Item Total			₹1,555,016.00

**Budget Tracker**

Project	Budget	Expenses	Margin
Office Shyampue	34,00,000.00	28,00,000.00	▲ 6,00,000.00
Hensal Tower	49,89,676.00	40,00,000.00	▲ 1,89,676.00
3011-CBS	2,05,000.00	1,05,000.00	▲ 1,00,000.00
Profit Margin			₹8,89,676.00

Project Margin

▲ ₹1,89,676.00



Approval Status: **Approved**

Request by

- Sakib Iqbal, 27 Jun 24, 11:45PM
- L1-Project Lead: **Approved**
- Rahul Sharma, 28 Jun 24, 08:45PM
- L2: **Approved**
- Amit Bansal, 29 Jun 24, 10:14PM

Invoice	Amount (₹)	Status
Invoice 1		Done
Invoice 2		Pending
Invoice 3		Partial
Total Amount	₹1,555,016.00	

# Marketing Posts

Marketing is essential for brand awareness. SaaS marketing in 2025 focuses on AI-driven personalization, freemium trials with upsells, and SEO-optimized content. Video tutorials, micro-content, and webinars boost engagement, while community-led growth and in-app chatbots strengthen onboarding and retention. The shift is toward reducing churn via customer success and proactive support. Account-based marketing drives B2B growth, niche positioning enhances differentiation, and data transparency builds trust. Combined, these strategies foster sustainable growth, user retention, and stronger brand credibility.

The image displays a grid of 30 marketing posts for R'DASH, a SaaS platform for construction and interior projects. The posts are arranged in 5 rows and 6 columns. Each post features the R'DASH logo, a headline, a sub-headline, and a call-to-action button. The posts highlight various features and benefits, such as:

- Supercharge your Construction & Interior Projects:** Automate every phase of your project like an assembly line.
- Site Surveys:** Conduct site surveys with R'Dash Recce. Mobile app guides field team to capture Spaces, Measurements, technical details & observations, shared real time with office team.
- Manage Project Designs Workflow:** Approve designs, manage accessible files on mobile app, raise RFIs, clarify issues and iterate on design versions.
- Estimate Project Budget & get Approvals:** Effortlessly generate itemized scopes, handle proposal approvals, monitor change orders, and maintain project budget control.
- Track Real Progress:** Track field team's activity and progress, receive daily updates on work, activities, manpower, and obstacles.
- Simplify Project Closure and Handover:** Log snag and issues, track their closure, record measurements, finalise liabilities and manage handover documents on R'Dash.
- Keep Track of Projects Progress & Delays in a Single Place:**
- Control your Margins & Cashflow:** Start using R'Dash Today Scale your Interiors & Construction Business.
- Scale your Interiors & Construction Business with R'DASH:** All in one project Management.
- Send Quick Proposals and impress your clients:**
- Keep Track of Projects Progress & Delays Accurately:**
- Control your Margins & Cashflow:**
- Scale your Design & Build Business:** 12% Cost Reduction, 25% Faster Projects, 2X Company Growth.
- Scale your Design & Build Business:** 12% Cost Reduction, 25% Faster Projects, 2X Company Growth.
- Scale your Design & Build Business:** 12% Cost Reduction.
- Scale your Design & Build Business:** 12% Cost Reduction.
- Scale your Design & Build Business:** 12% Cost Reduction.
- Scale your Design & Build Business:** 2X Growth With Same Team.
- Scale your Design & Build Business:** 12% Cost Reduction.
- Scale your Design & Build Business:** 12% Cost Reduction.
- Scale your Design & Build Business:** 2X Growth With Same Team.
- Automate Site Reports with R'DASH:** Boost your Team's Productivity. Book FREE Demo.
- We are Hiring:** R'Dash is hiring Android Developer. Android Developer. Experience: 2-5 Years. Please contact at: kulddeep.bhatia@rdash.io. www.rdash.io.
- We Are Hiring:** 9squarefeet is hiring Android Developers. Experience: 2-5 Years. Please contact at: amit.kumar@9sqft.com. www.9squarefeet.com.
- We Are Hiring:** 9squarefeet is hiring Backend Developers. Experience: 2-5 Years. Please contact at: tech.hiring@9sqft.com. www.9squarefeet.com.
- We Are Hiring:** 9squarefeet is hiring Frontend Developers. Experience: 2-5 Years. Please contact at: tech.hiring@9sqft.com. www.9squarefeet.com.

# 350+ Business Now Use **R<sup>DASH</sup>** To Manage Their **Construction Projects**

RDash streamlined construction management for 350+ clients, centralizing tasks, automating approvals, and improving collaboration. It reduced delays, increased transparency, and boosted productivity, becoming a trusted, efficient SaaS solution in the industry.

INTERIOR/DESIGN & BUILD 180+	DEVELOPERS/ CONTRACTORS 120+	MANAGED OFFICES 30+	CORPORATES 20+

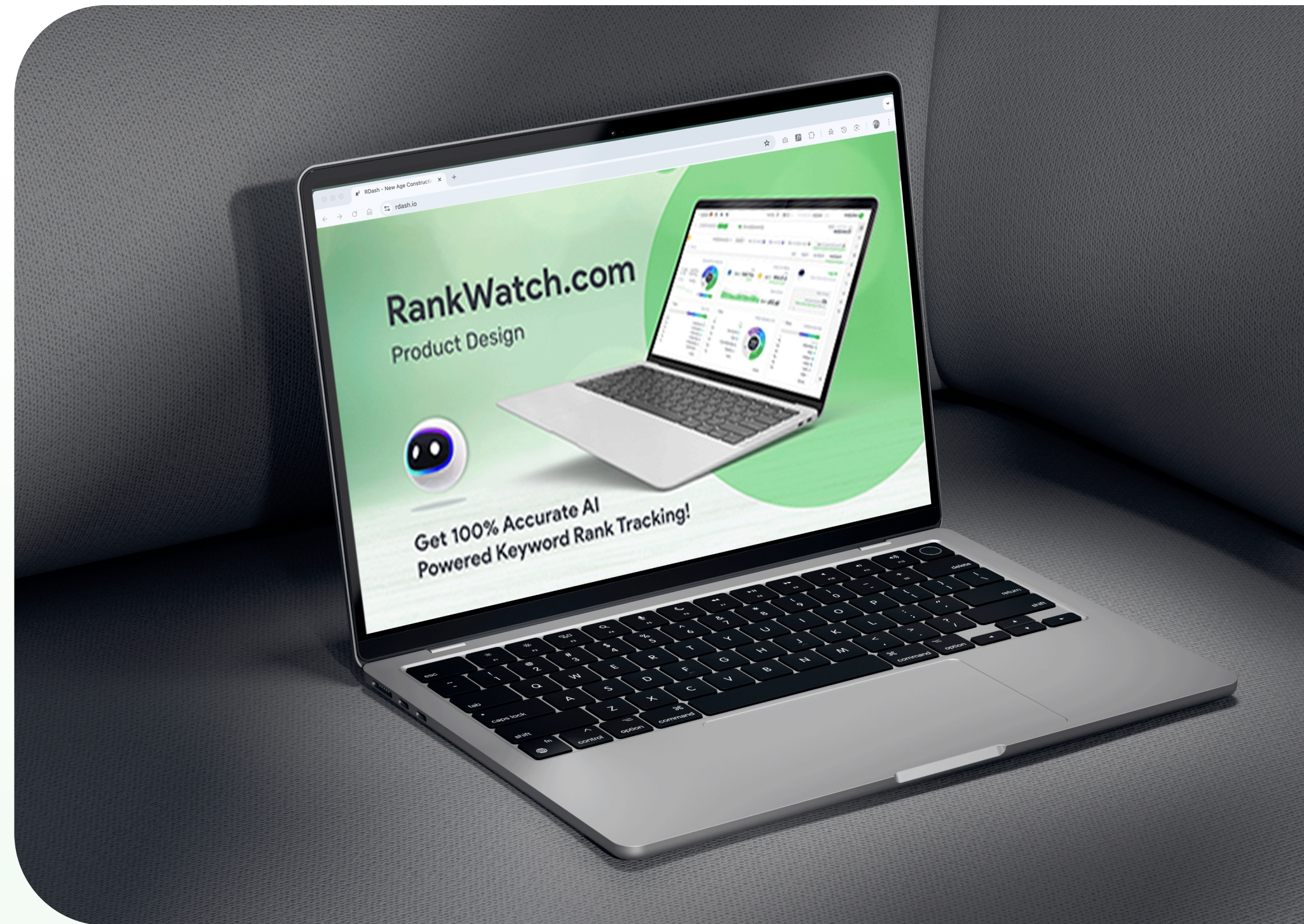
# #2

## Rankwatch

### SEO & Digital Marketing Intelligence Platform

Worked with RankWatch, a cloud-based SEO platform that tracks keyword rankings, analyzes competitors, audits websites, and provides actionable insights to improve search visibility. Leveraged its AI-powered tools for rank tracking, keyword research, backlink monitoring, and technical SEO audits, helping teams optimize strategies, boost organic traffic, and deliver data-driven results.

Visit RDash: <https://www.rankwatch.com/>



# Rankwatch Logo Design

Construction projects often suffer from fragmented communication, manual workflows, and lack of real-time visibility, leading to delays, cost overruns, and poor coordination — RDash solves this by centralising and automating the entire project lifecycle on a single

## Problem

The main problem was the outdated Visual style of the brand and a low-quality logo it wasn't competitive among global market platform



Old Rankwatch Logo

## Task to do

The task was to design a modern style for the brand and help to enter the global market, as enhancing user' loyalty to the product



New Rankwatch Logo

## Moodboard

At the early stages, we started by searching for the right product feel. (shape, mood, emotions, dynamics).



### Ranking

Ups and downs, arrow, top, Higher, Lower, Down, Fast, Strength, Winner, Changes



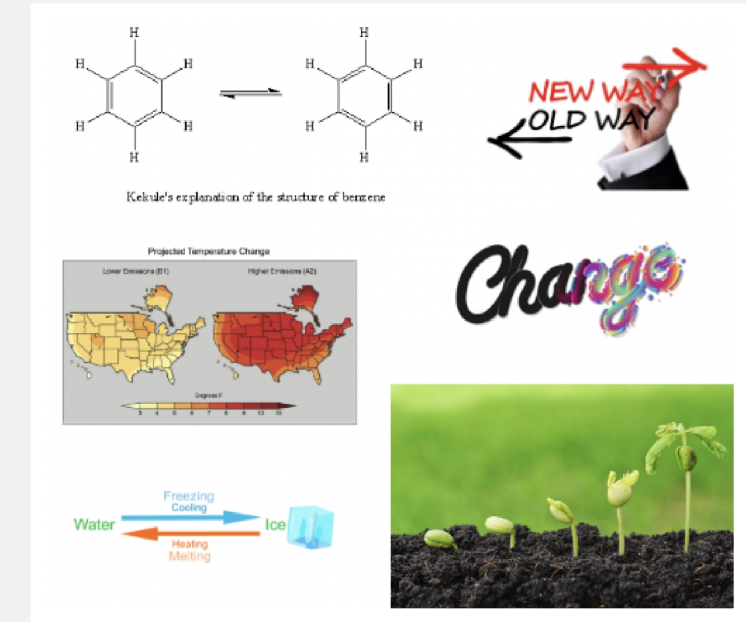
### Watch (Observe, Guard)

Security, Observation, Inspection, Surveillance, Seeking, Guard, Vision, Checking, Correction, Finding



### Data Analysis

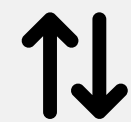
Information, Code, Unique, Critical, Internet, Segmentation, Comparison, Filtration



### Unstability (Change)

Updates, Changes, Resonance, Reversible, Growth, Decay, Process, Decrease

## Idea



+



=



Ranking, Change

Observe, Watch

RankWatch

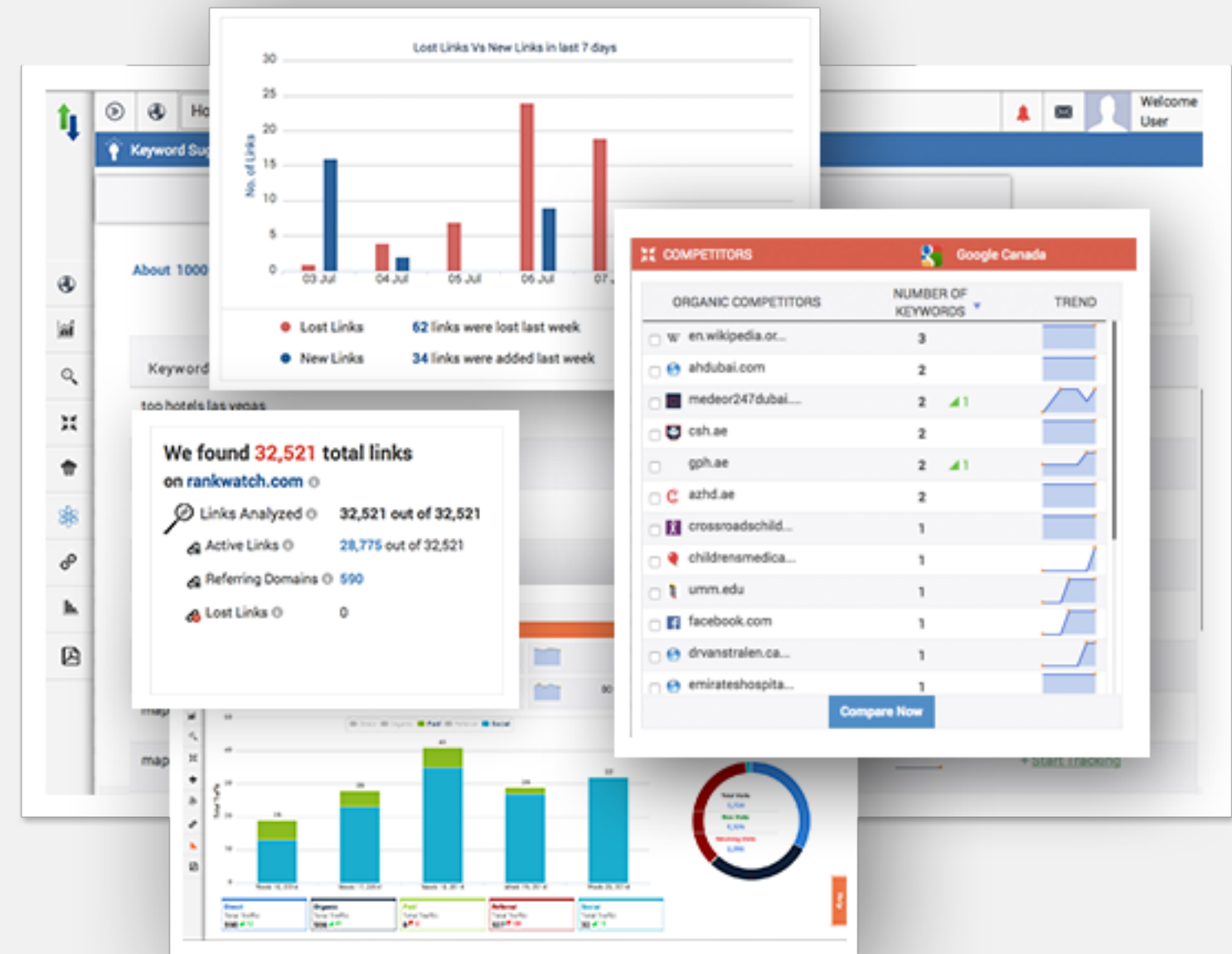
## Alignment



# Rankwatch Revamp

When I joined Rankwatch, I observed that while the tool functioned well and had a solid user base, its interface appeared outdated, not aligned with modern UI trends, and the platform faced numerous challenges in user experience and workflow efficiency.

## Old UI and design components from Rankwatch



# Problem Statements

## Analysis of the legacy Rankwatch dashboard:

- The interface is text-heavy, with dense tables and small actionable elements.
- Navigation uses a sidebar and horizontal links for modules (keywords, ranking, competitors).
- No modern visualization or card layouts; data is mostly rows and lists.
- Little whitespace; the UI feels crowded.
- Minimal feedback or guided insights.



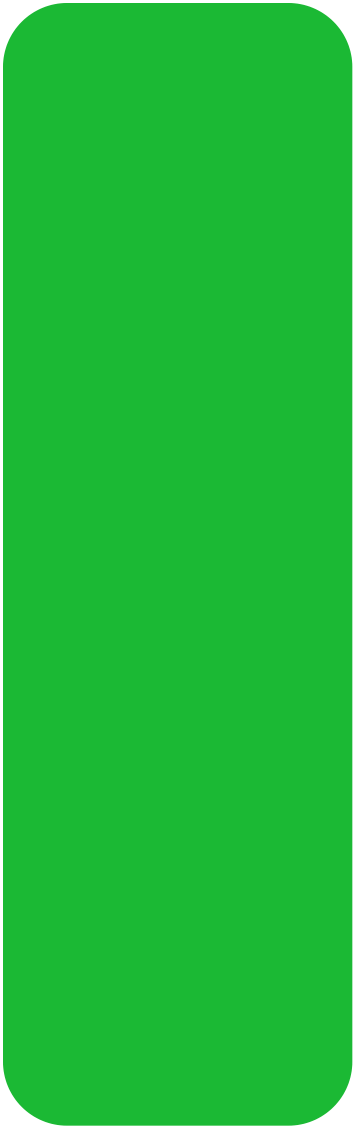
## Design improvements as per current trends:

- Introduce dashboard card layouts for key stats, competitor overview, and project health.
- Add visual charts (bar, line, pie) for trends and keyword movements.
- Increase whitespace and simplify navigation with clear icons.
- Use modern typography and bold headings for hierarchy.
- Implement dynamic filtering and searching with autocomplete.
- Add actionable insights and guided tooltips for user engagement.
- Ensure responsive design for mobile and tablet users.
- Offer a dark mode and theme customizations.
- Provide instant feedback (snackbars, modals) for actions.
- Use micro-interactions (hover animations, progress bars) for a fresh experience.

# Visual Hierarchy

Use color, size, and placement to create a clear hierarchy, guiding users' attention to important elements.

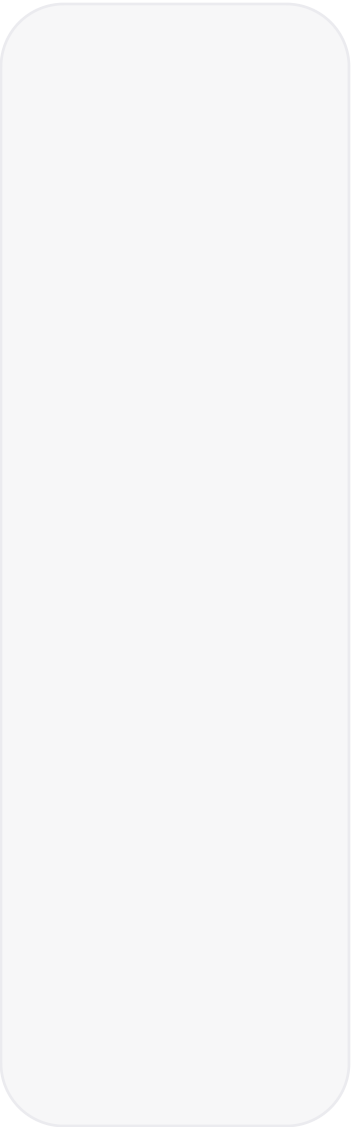
TYPOGRAPHY	HEADLINE	BODY
REGULAR	<b>Aa</b>	
MEDIUM		
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<b>BOLD</b>		
<b>Inter - Google Fonts</b>	0123456789!@#\$%^&*()_+ Aa Bb Cc Dd Ee Ff Gg Hh Ii Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Xx Yy Zz	



#1BB934  
R:27 G:187 B:52



#5423E7  
R:84 G:35 B:231



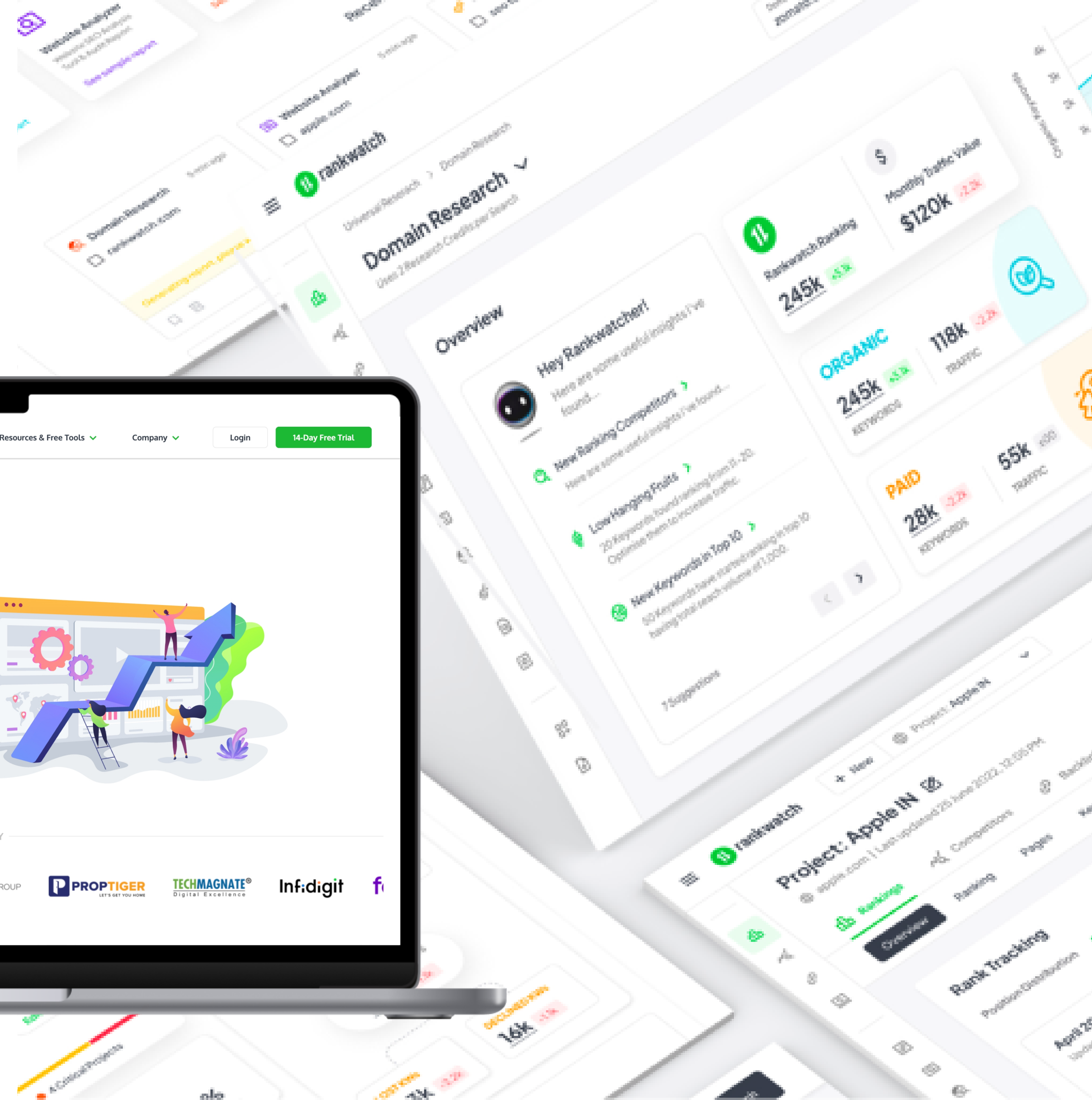
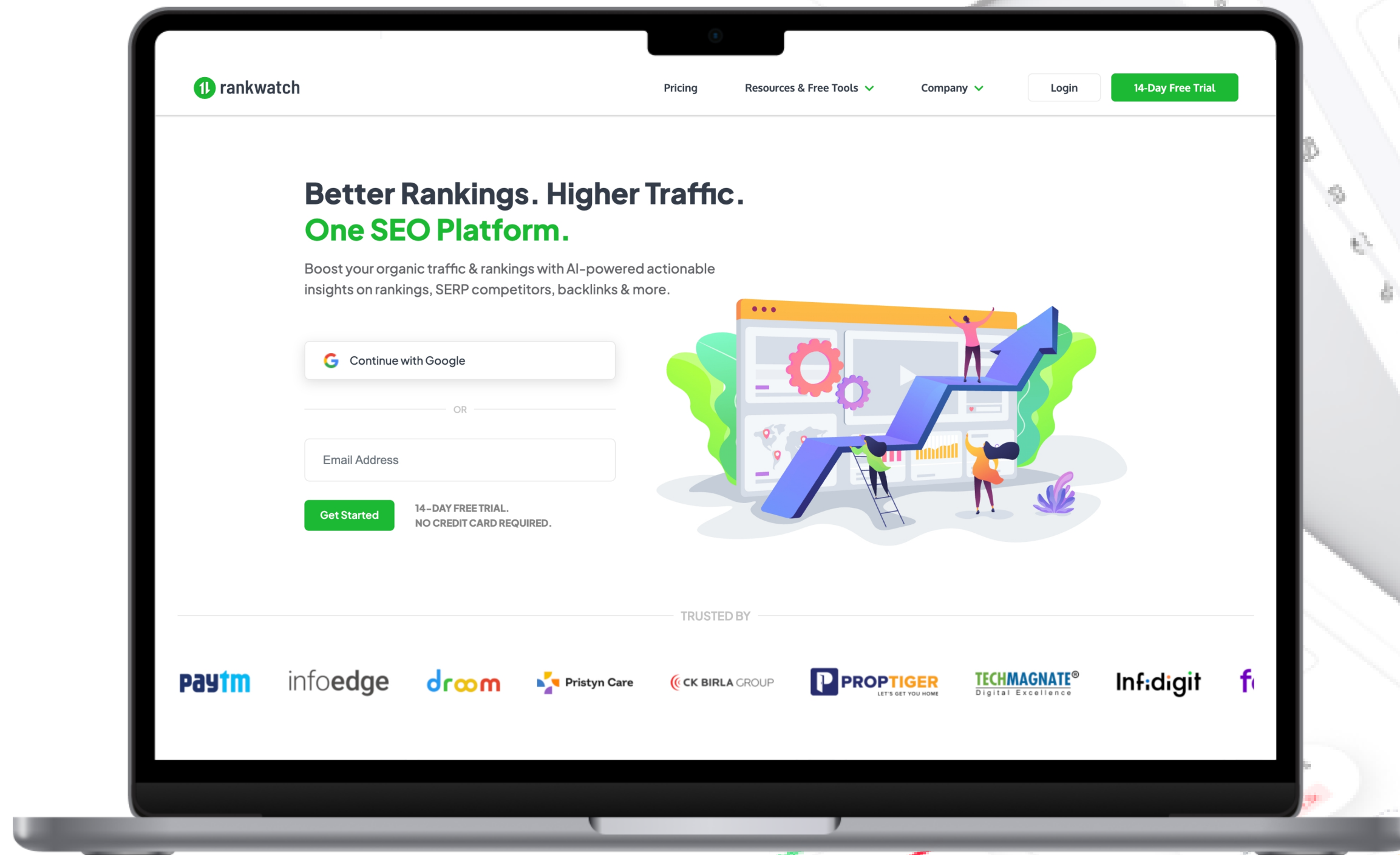
#5423E7  
R:84 G:35 B:231



#5423E7  
R:84 G:35 B:231

# Rankwatch Redesign

Modern, clean, conversion-focused design: bold hero headline, animated dashboard preview, feature cards with icons, interactive demo, pricing table, testimonials, sticky navigation, bright CTAs, responsive layout, smooth micro-interactions, trust logos, and strong call-to-action for free trial.





## Impact of Rankwatch Redesign (Post-Launch – Aug 2025)

- +28% increase in free trial sign-ups (Aug vs. Jun 2025)
- +19% higher user retention in first 30 days after redesign
- Bounce rate dropped by 15%, improving overall site engagement
- Average session duration increased by 22%, showing deeper interaction
- +12% growth in organic traffic from better SEO structure and Core Web Vitals improvements
- Support tickets reduced by 10%, due to clearer navigation and improved onboarding



# #3

## User Interface Design for Faculty to create Semester lecture plane (Time table)

### Design Problem Statement:

A Faculty needs to prepare Time Table for their particular course for one complete session (Session means one semester). They require options to select Venue for all Periods ( Period duration – 45 minutes). The selection of that room should follow hierarchy Building > Floor > Room. Consider following cases he/she will face while scheduling:

Case 1 : Faculty select a location and allot it to specific time in Time table.

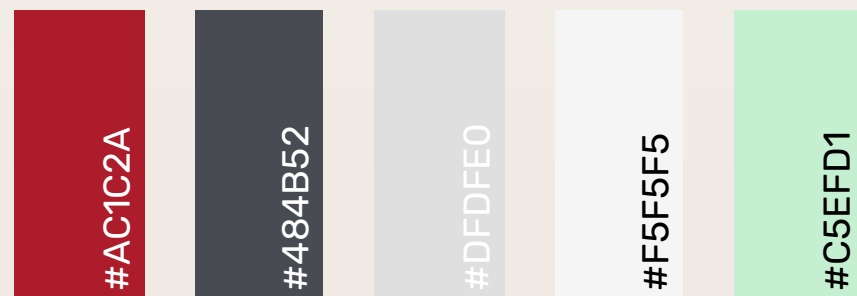
Case 2 : After allotting location to all Periods Faculty can change location of a particular period.

Note: Time table will be only for 1 course (eg. DD501)

Considering above problem statement and both cases come up with Design solution for Desktop web application/portal (NOT MOBILE APP).

Visit UNMC Timetable Scheduler : [Prototype Link](#)

# Font & Colours

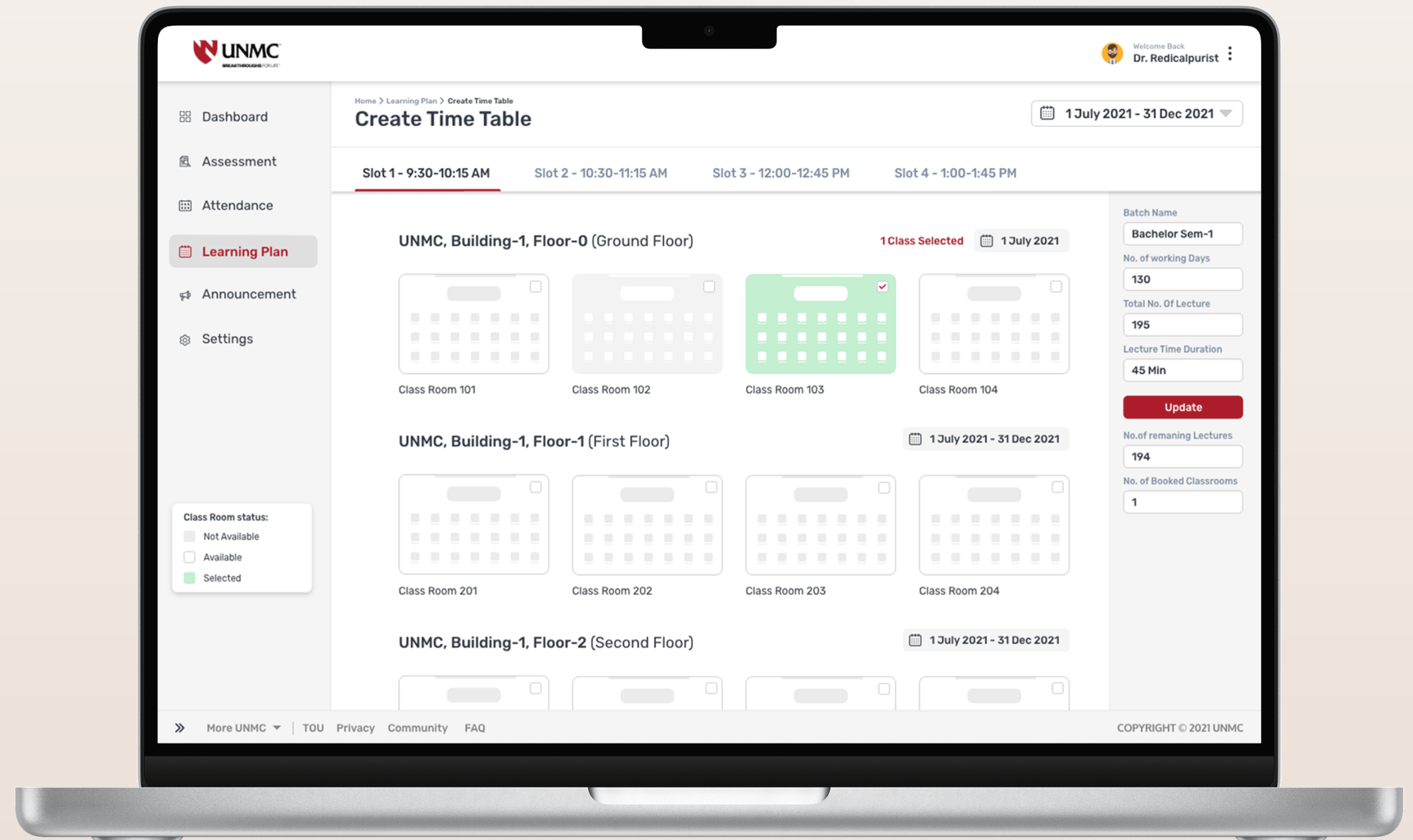


Aa

Rubik

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Visit UNMC Timetable Scheduler :

<https://xd.adobe.com/view/5426497b-7733-4b9f-ac5b-be284ac8664a-0175/?fullscreen>

UNMC

Welcome Back  
Dr. Redicalpurist

Home > Learning Plan > Create Time Table

### Create Time Table

Institution  
University of Nebraska Medical Center

Department  
Microbiology

Course/Subject  
DD501 (Analytical Biochemistry - Molecular Biology)

Faculty  
Prof. Dr. Redicalpurist

Session/Semester  
1 July 2021 - 31 Dec 2021

Total Lecture  
195

Lecture Period Duration  
45 Minutes

Batch  
Bachelors Program Semester - 1

Venue  
Building 1

Check availability of classroom

More UNMC | TOU Privacy Community FAQ

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## How to do class scheduling?

User can log in to the module and schedule the class very early for a single day or for an entire semester.

Faculty can enter the respective details early from selecting from dropdowns. Respective information is available in the system from an organization like semester duration, Working days, batches, Building/primacies etc.

UNMC

Welcome Back  
Dr. Redicalpurist

Home > Learning Plan > Create Time Table

### Create Time Table

1 July 2021 - 31 Dec 2021

Slot 1 - 9:30-10:15 AM Slot 2 - 10:30-11:15 AM Slot 3 - 12:00-12:45 PM Slot 4 - 1:00-1:45 PM

UNMC, Building-1, Floor-0 (Ground Floor) 1 July 2021

Class Room 101 Class Room 102 Class Room 103 Class Room 104

UNMC, Building-1, Floor-1 (First Floor) 1 July 2021 - 31 Dec 2021

Class Room 201 Class Room 202 Class Room 203 Class Room 204

UNMC, Building-1, Floor-2 (Second Floor) 1 July 2021 - 31 Dec 2021

Class Room 301 Class Room 302 Class Room 303 Class Room 304

Generate Time Table

Class Room status:  
 Not Available  
 Available  
 Selected

Batch Name  
Bachelor Sem-1

No. of working Days  
130

Total No. Of Lecture  
195

Lecture Time Duration  
45 Min

Update

No. of remaining Lectures  
195

No. of Booked Classrooms  
0

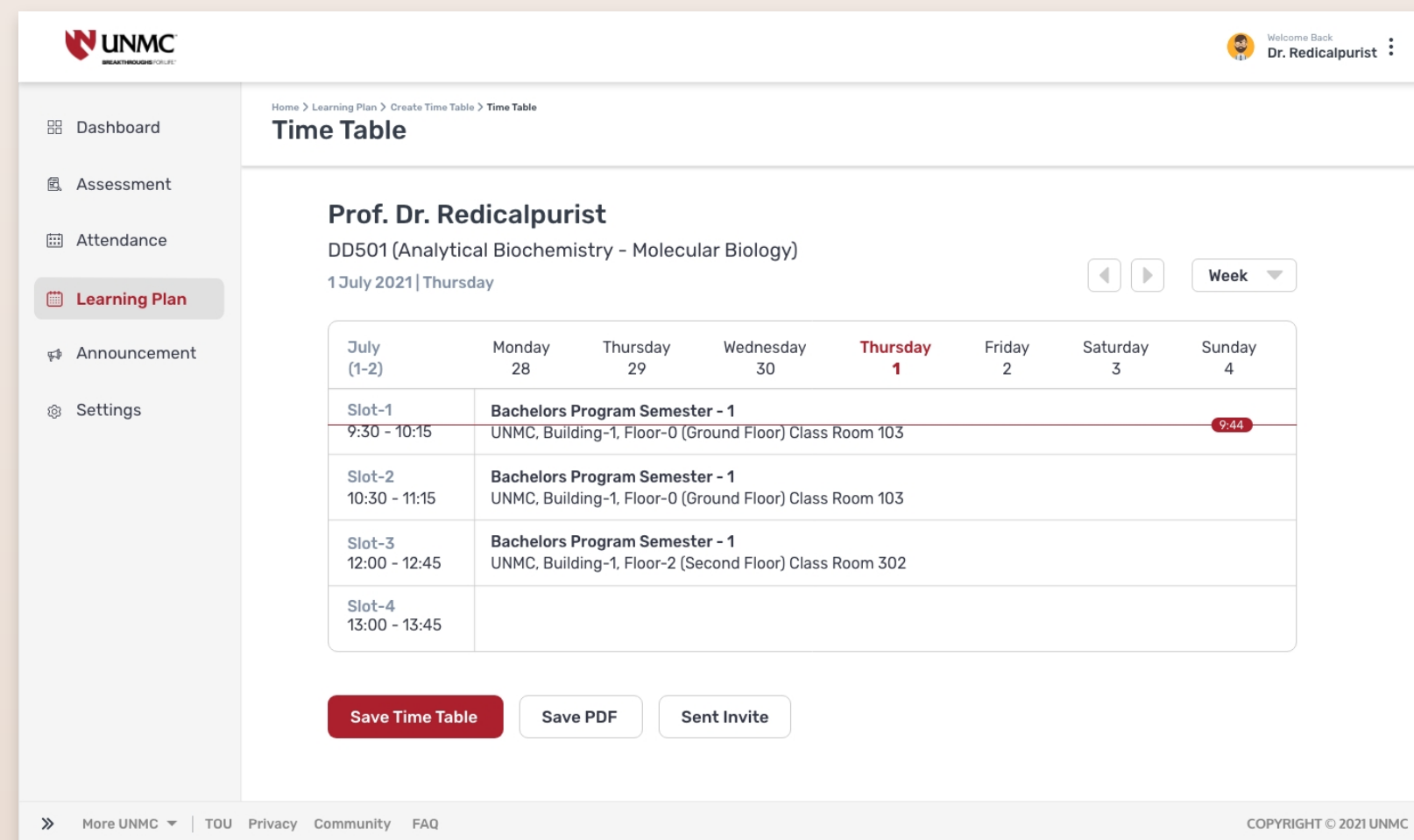
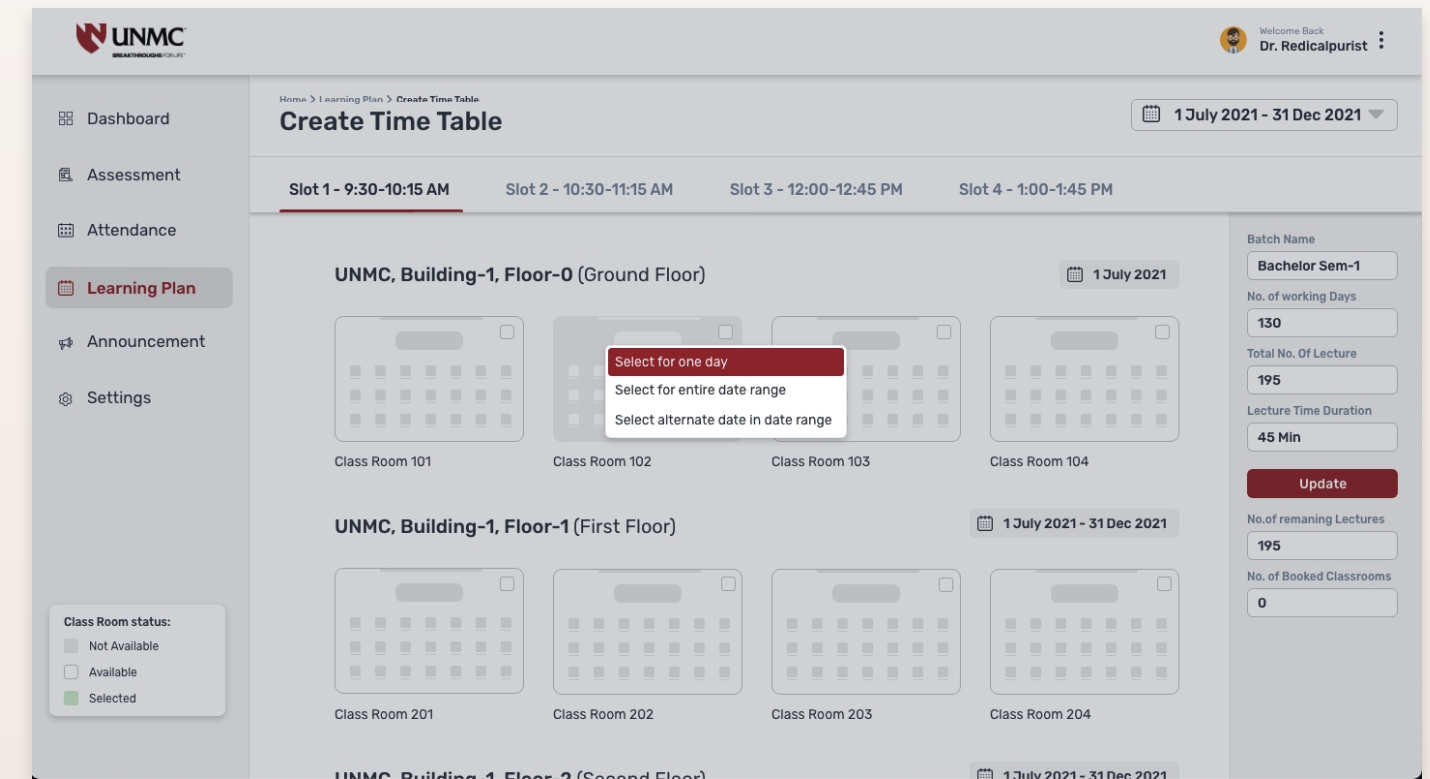
More UNMC | TOU Privacy Community FAQ

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Faculty can select any time slot, classroom, the date range for the booking for the lecture. The live status is visible in the right-side panel user can also update information like duration of lecture and all.

Faculty can schedule only one batch of lectures at a time.

Faculty can also schedule the lecture for the entire semester by clicking on <select for entire date range> in case of overlapping with other faculties schedule user will receive the alert message for overlapped class/lector or number of not scheduled class / lector.



After the booking of the classrooms faculty can generate the time table. The time table is also in the

User can export the time table in terms of pdf and also send a calendar invite to the respective students

Visit UNMC Timetable Scheduler : [Prototype Link](#)

## #4

# LOGOFOLIO

This project demonstrates my approach to creating visually impactful logos. The design process begins in Adobe Illustrator, crafting vector-based logos with attention to typography, color harmony, and brand identity. Photoshop is used to refine textures, gradients, and color effects for presentation purposes.

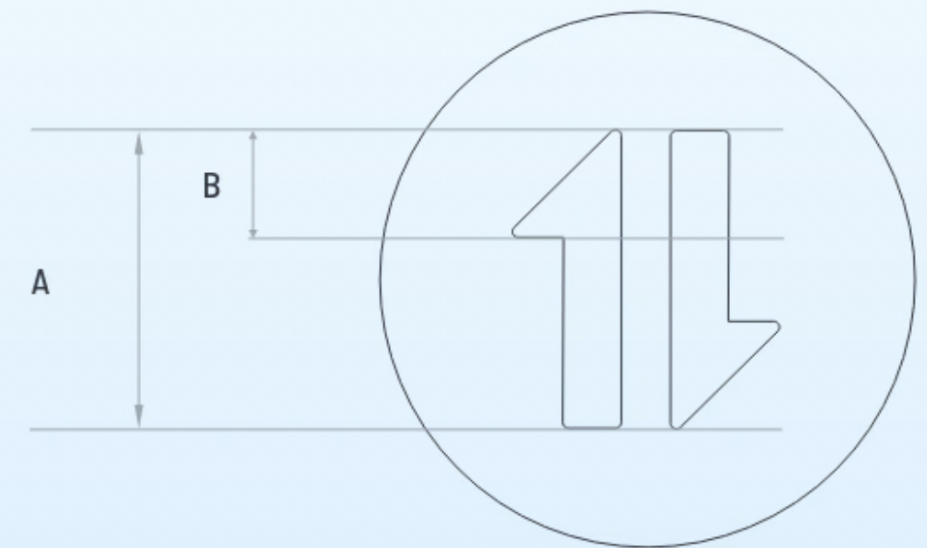
The logo is then brought into Blender to create a 3D visualization, adding depth, lighting, and material properties, producing a photorealistic render suitable for branding presentations, product packaging, or digital platforms.

### Skills Highlighted:

- Conceptual logo design and vector creation
- Color theory and typography application
- 3D modeling and rendering in Blender
- Brand presentation and visualization

### Outcome:

The final result is a professional, versatile logo with both 2D and 3D applications, showcasing my ability to blend creative design with technical visualization for client-ready branding solutions.



 rankwatch

 RDASH

 Life-n-All  
Fashion, lifestyle and more.

 websignal

 knovelo

 KOCKPIT™

 best  
in class Products

 Sunita  
SHOP

 WEB IQ

 square  
feet™

 BIO  
Info.+



 aucto | RESEARCH

 URBAN  
YOGA HUB

 smegOweb

 OMEGA

 {R<sub>x</sub>} CodeREX

 sqarba

 LYNOSURE  
INDUSTRIES

 colit

# #5

## Hands 3d Modelling

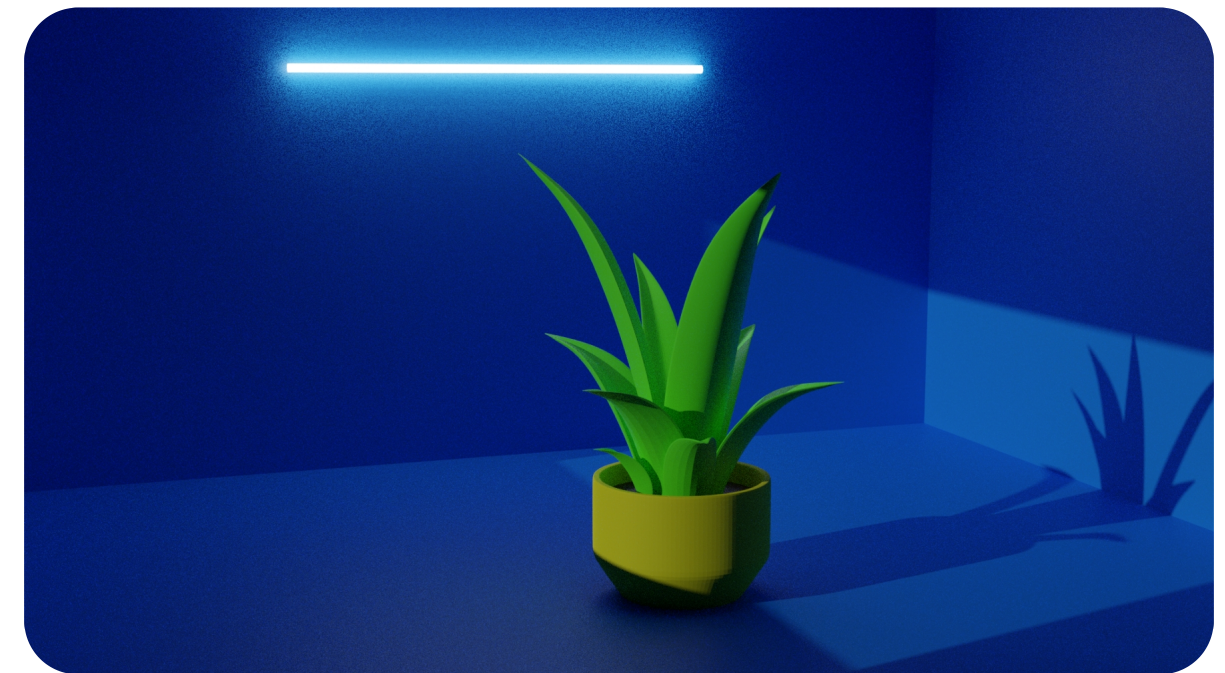
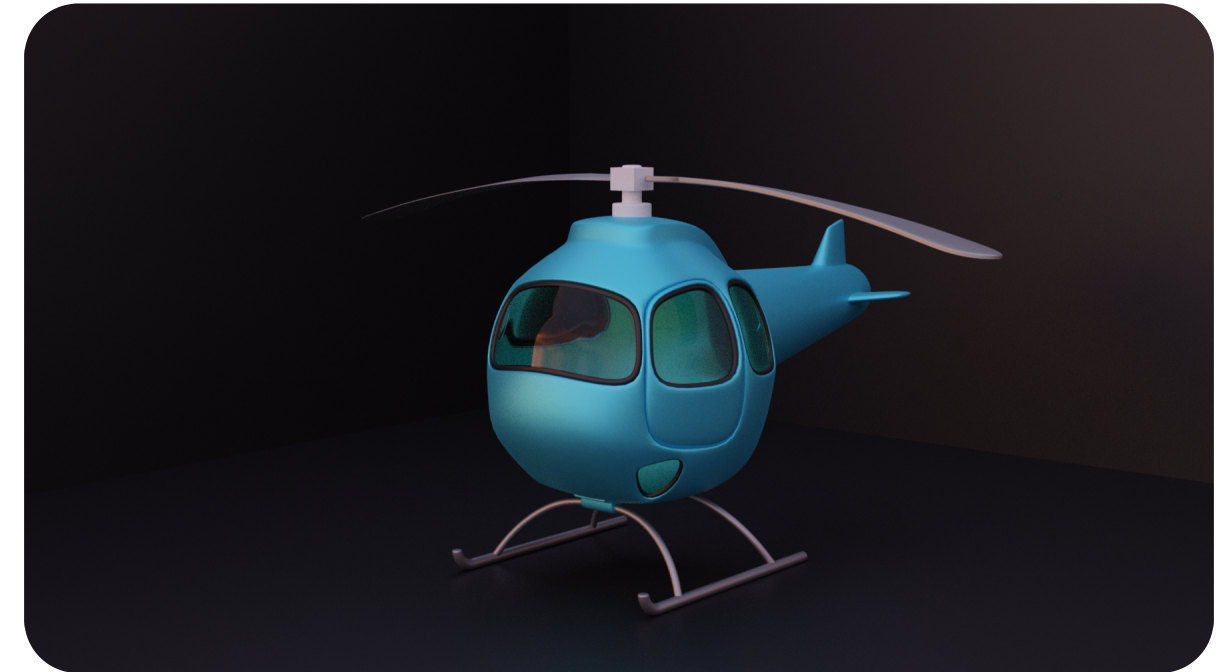
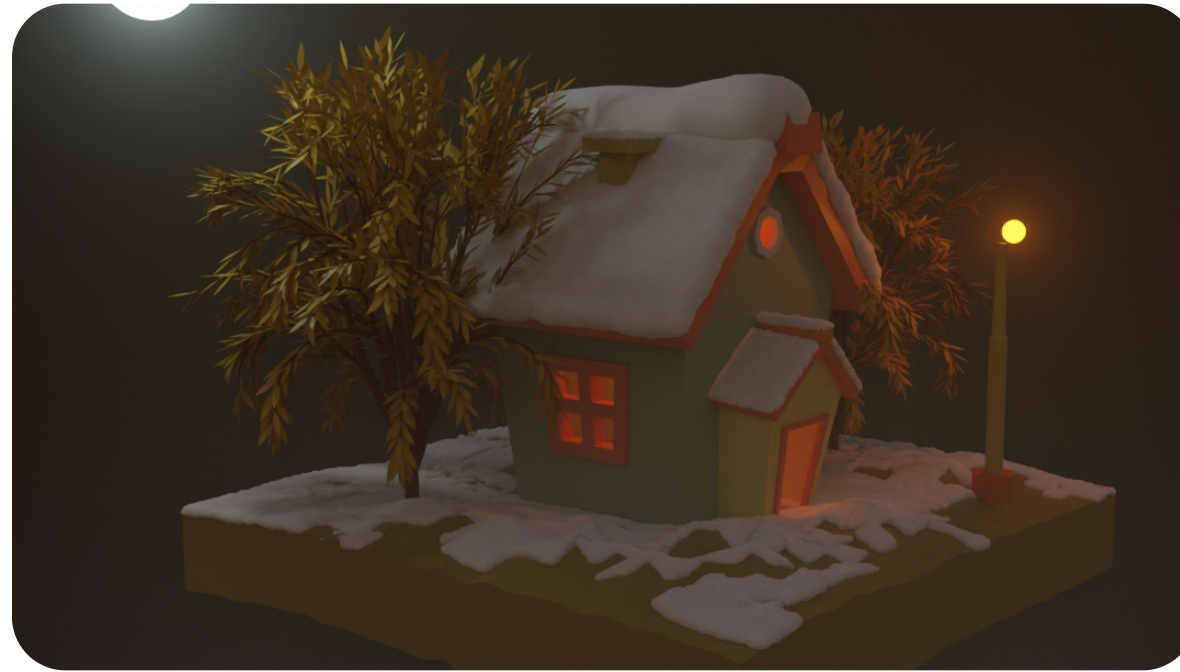
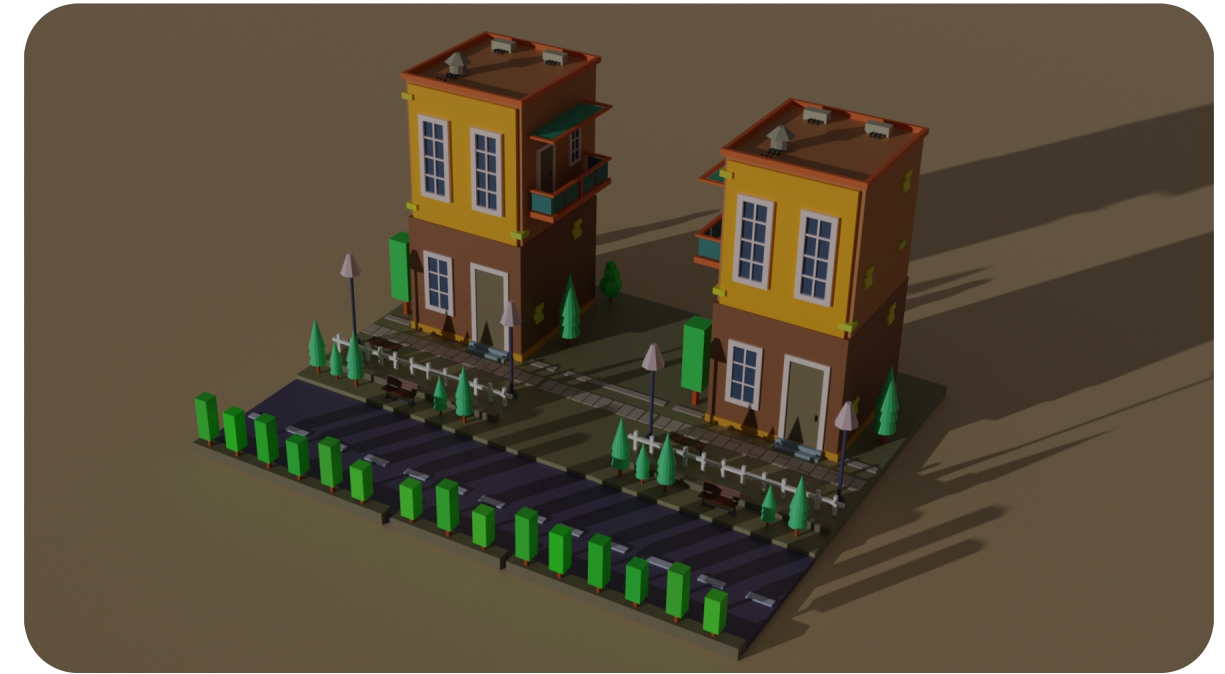
This project showcases my expertise in 3D modeling using Blender. I began by blocking out the basic shapes and gradually refined the mesh using modifiers and precision tools. Materials and textures were applied to achieve a realistic finish, followed by lighting setup to enhance the mood and visual clarity.

### Skills Highlighted:

- Hard-surface and organic modeling
- UV unwrapping and texturing
- Lighting and rendering for realism
- Scene composition and camera setup

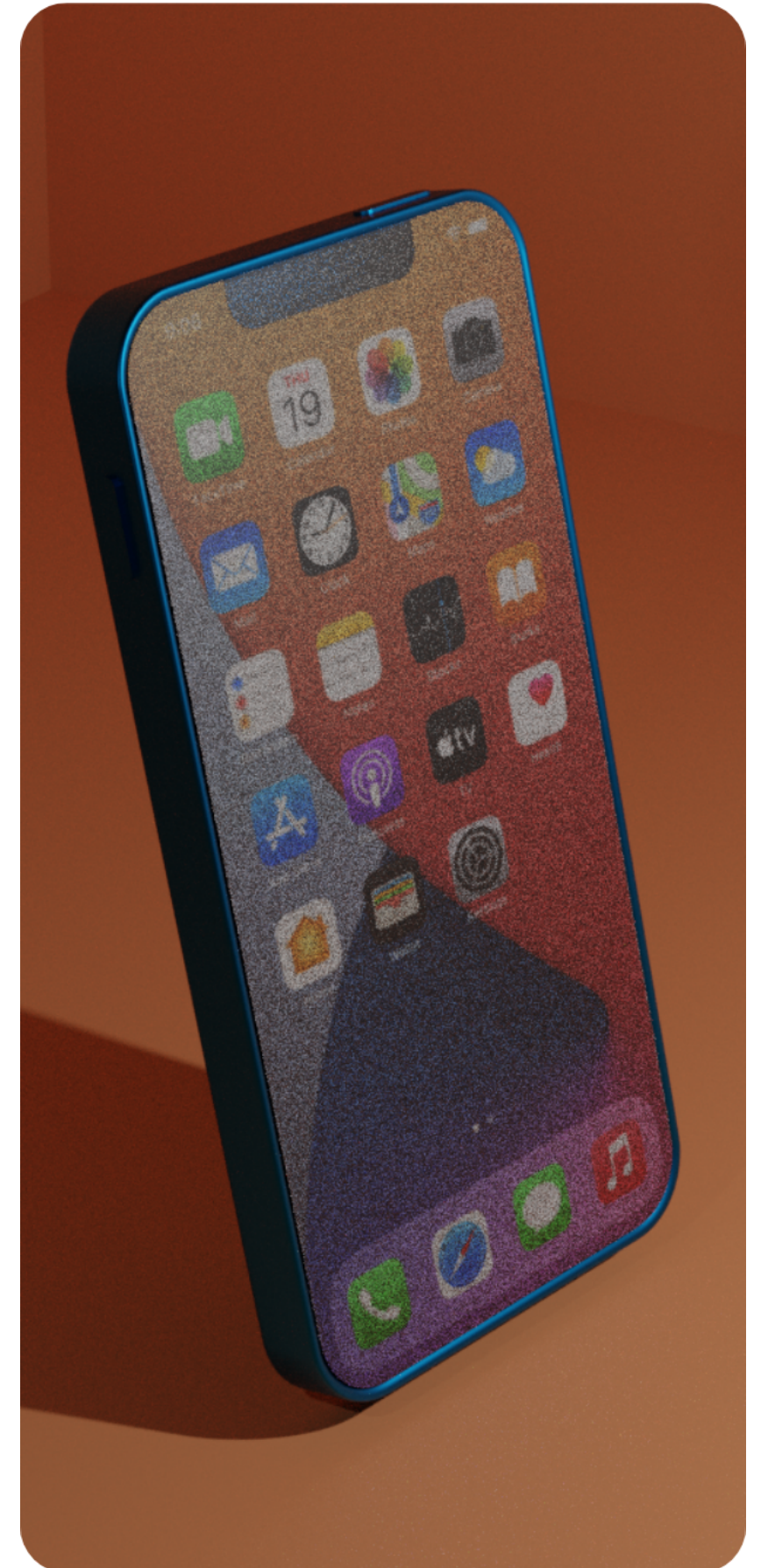


# 3D Artworks



# Mobile app splash screen artwork

Tool used :  blender



# #6

## Packaging Design

This project highlights my ability to design functional and visually striking packaging. I started by developing dielines and graphic elements in Adobe Illustrator, focusing on brand consistency, typography, and color harmony. Photoshop was used to refine textures and add photorealistic effects.

I then brought the design into Blender to create a 3D mockup, ensuring accurate proportions, realistic lighting, and material rendering for a professional presentation.

### Skills Highlighted:

- Packaging concept development & dieline creation
- Branding, typography, and color application
- High-quality 3D visualization using Blender
- Photorealistic rendering for marketing and client presentation

### Outcome:

The result is a complete packaging concept that communicates brand values, stands out on the shelf, and provides a realistic preview for stakeholders before production. This project demonstrates my ability to blend creativity with technical precision and digital visualization.



*"The egg is proof that simplicity is ultimate sophistication."*



**coal-it**

NATURAL COCONUT CHARCOAL

# Packaging Design for Coconut Shell Charcoal Brand



**coal-it**

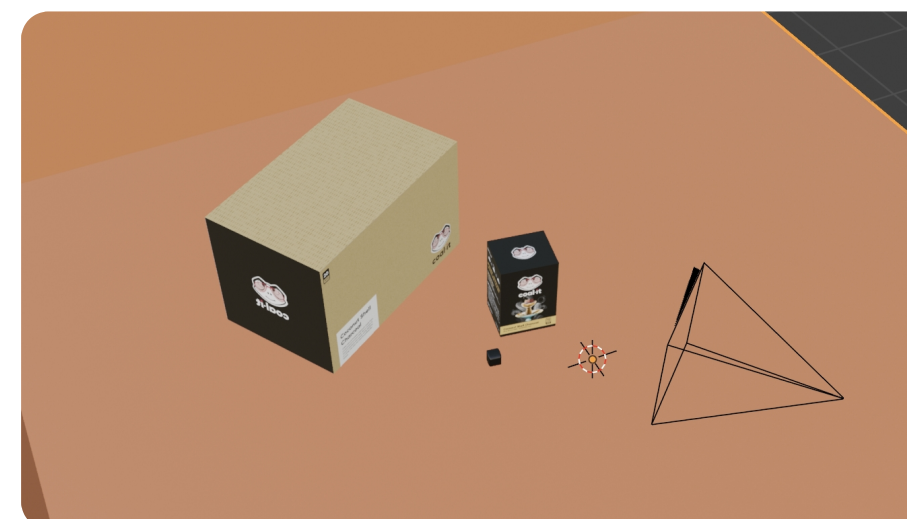
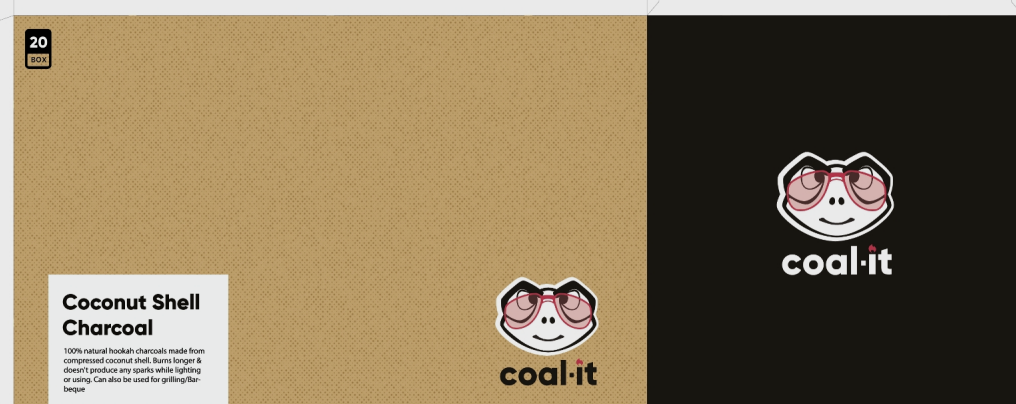


**Coconut Shell Charcoal**  
Size of the cube 25X25X25 mm

72  
PCS  
1KG



Tool used



# Packaging Design for Indian Pickle brand Sunita Shop



TAKE CARE OF YOUR NUTRITION

## Handcraft Original Recipe

Discover the taste of tradition with our handcrafted pickles. Each jar is carefully made with locally sourced ingredients, delivering a crisp and flavorful bite that pairs perfectly with sandwiches, charcuterie boards, or enjoyed straight from the jar. Experience the essence of homemade goodness in every crunchy bite.

Handcraft Original Recipe

## GREEN CHILLI PICKLE

In Mustard Oil Base  
NET WEIGHT 500g

Taste of True Tradition  
100% NATURAL PRODUCTS  
Made in India

INCREMENT: Green Chilli, Lemon Juice, Mustard, Mustard Oil, cumin seed, Coriander Seed, turmeric powder, Black salt, Salt, Fenel Seed, Mustard, Fenugreek, hing

STORAGE: Use only a clean, hygienic & dry spoon keep the lid tightly closed after each use. Store in a Cool, Dry & Hygienic place away from Moisture & direct sunlight.

Manufactured & Marketed By:- Sunita Shop Food and beverage Pvt. Ltd. Ward 10, Khakhaya, Bazar, East Champaran Bihar- 84305  
Contact Number :- +91-9422284000  
Email :- sunitashop@gmail.com  
Website :- sunitashop.com

For Customer Care No :- +91-9422284000, Feedback & suggestion please do write at sunitashop@gmail.com  
FSSAI No:-10423070000368

Order online

Sun-dried Preparation  
Kashi Ghani Mustard Oil  
100% Natural  
100% Natural & Pure  
Hand Ground Masala

Best Before 12 month from the packing

Handcraft Original Recipe

## MIX PICKLE

GREEN CHILLI, GINGER & GARLIC CRUSH  
In Mustard Oil Base  
NET WEIGHT 500g

Taste of True Tradition  
100% NATURAL PRODUCTS  
Made in India

INCREMENT: Green chilli, Ginger, Garlic, Mustard seed, Fenel seed, Coriander seed, Fenugreek seed, Cumin, Mustard, Coriander powder, Black salt, Salt, Amchoor, Mustard oil, Hing, Turmeric powder.

STORAGE: Use only a clean, hygienic & dry spoon keep the lid tightly closed after each use. Store in a Cool, Dry & Hygienic place away from Moisture & direct sunlight.

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100% Natural  
100% Natural & Pure  
Hand Ground Masala

Best Before 12 month from the packing

Handcraft Original Recipe

## MANGO MURABBA

In Mustard Oil Base  
NET WEIGHT 500g

Taste of True Tradition  
100% NATURAL PRODUCTS  
Made in India

INCREMENT: Raw mango, Mustard oil, Dry chili, Sugar, Salt, Turmeric powder.

STORAGE: Use only a clean, hygienic & dry spoon keep the lid tightly closed after each use. Store in a Cool, Dry & Hygienic place away from Moisture & direct sunlight.

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Kashi Ghani Mustard Oil  
100% Natural  
100% Natural & Pure  
Hand Ground Masala

Best Before 12 month from the packing

Handcraft Original Recipe

## RED CHILLI PICKLE

In Mustard Oil Base  
NET WEIGHT 500g

Taste of True Tradition  
100% NATURAL PRODUCTS  
Made in India

INCREMENT: Red chilli, Fenel seed, Coriander seed, Mustard seed, Black salt, Cumin, Mustard, Coriander powder, Red chili powder, Black salt, Salt, Amchoor, Mustard oil.

STORAGE: Use only a clean, hygienic & dry spoon keep the lid tightly closed after each use. Store in a Cool, Dry & Hygienic place away from Moisture & direct sunlight.

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100% Natural & Pure  
Hand Ground Masala

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Handcraft Original Recipe

## MIX PICKLE

MANGO & GARLIC CRUSH  
In Mustard Oil Base  
NET WEIGHT 500g

Taste of True Tradition  
100% NATURAL PRODUCTS  
Made in India

INCREMENT: Raw mango, Mustard oil, Fenel seed, Coriander seed, Cumin, Mustard, Coriander powder, Black salt, Salt.

STORAGE: Use only a clean, hygienic & dry spoon keep the lid tightly closed after each use. Store in a Cool, Dry & Hygienic place away from Moisture & direct sunlight.

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100% Natural & Pure  
Hand Ground Masala

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# Thank You

Buddhpriya Gautam

Email: buddhpriya93@gmail.com

Mobile: +91 - 8840-871-715

 [LinkedIn](#)