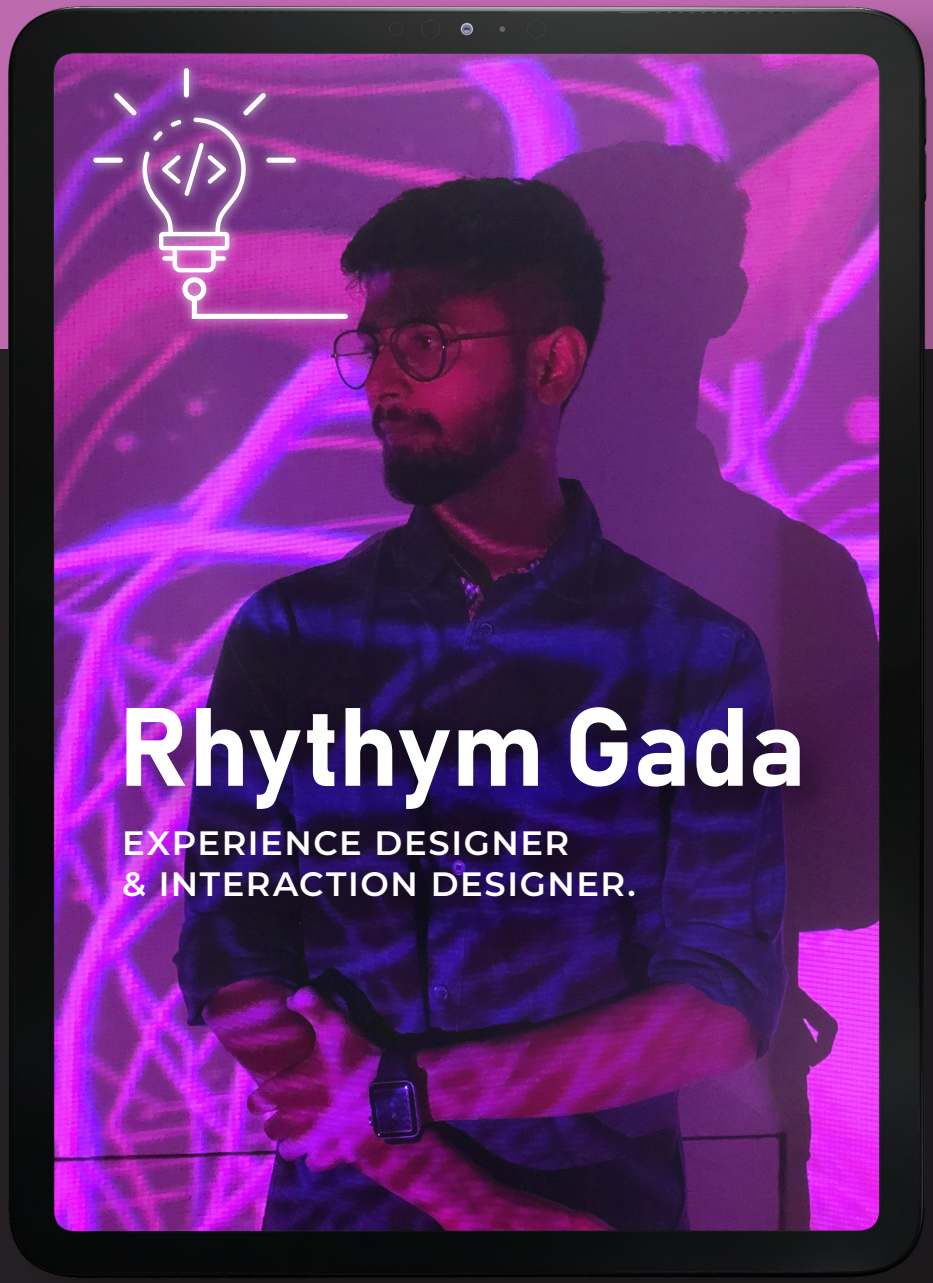
Scan To Know More About Me

Rhythym Gada

@rhy_do

rhythm-gada-912425187



I'm a UI/UX designer based in Mumbai, India. Since my name is a design principle, I was meant to be a designer. I'm passionate about designing for change and I adapt myself to all kinds of mediums for work. With almost 2 and a half years of industry based experience, I deliver projects until I'm quiet convinced of it's large impact. I prefer to work outside of my box and RHY - Design ideas to finalise the best for the client. I can be approachable as a leader with enough space for the other's vision alongside my own.

WHAT I EXCEL AT

User Research
Ideation
Interface Design
Logical Reasoning

MY PERSONA

Organised
Team Player
Punctual
Social
Curious

TECHNICAL SKILLS

Adobe XD	80%
Adobe Illustrator	70%
Adobe After Effects	60%
Adobe Photoshop	60%
Figma	80%
Invision	70%
Sketch	75%

EDUCATION

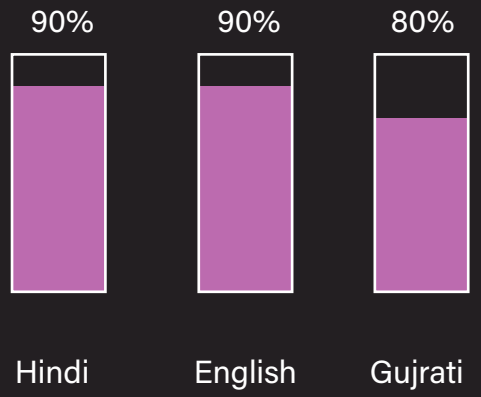
Pearl Academy 2018 - 2020
B.A (Hons.) - Communication Design

MIT Institute of Design 2015 - 2018
B.Des - UI/UX Design

K.J Somaiya 2013 - 2015
Junior College

Fatima High School 2013
SSC Learning

LANGUAGE SKILLS



WORK EXPERIENCE

LECA - Lead UX Designer
2020 (Current Position)

KK Alliance - Lead UX Designer & Project Manager
2020 (1 month)

TATA DISQ - Innovator
2020 (6 months)

Sketchnote - Senior UX Designer
2018 (6 months)

Web2Success - UI/UX Designer
2017 (2 months)

Reliance Ltd. - UI/UX Intern
2017 (2 months)

INTERESTS

ACHIEVEMENTS

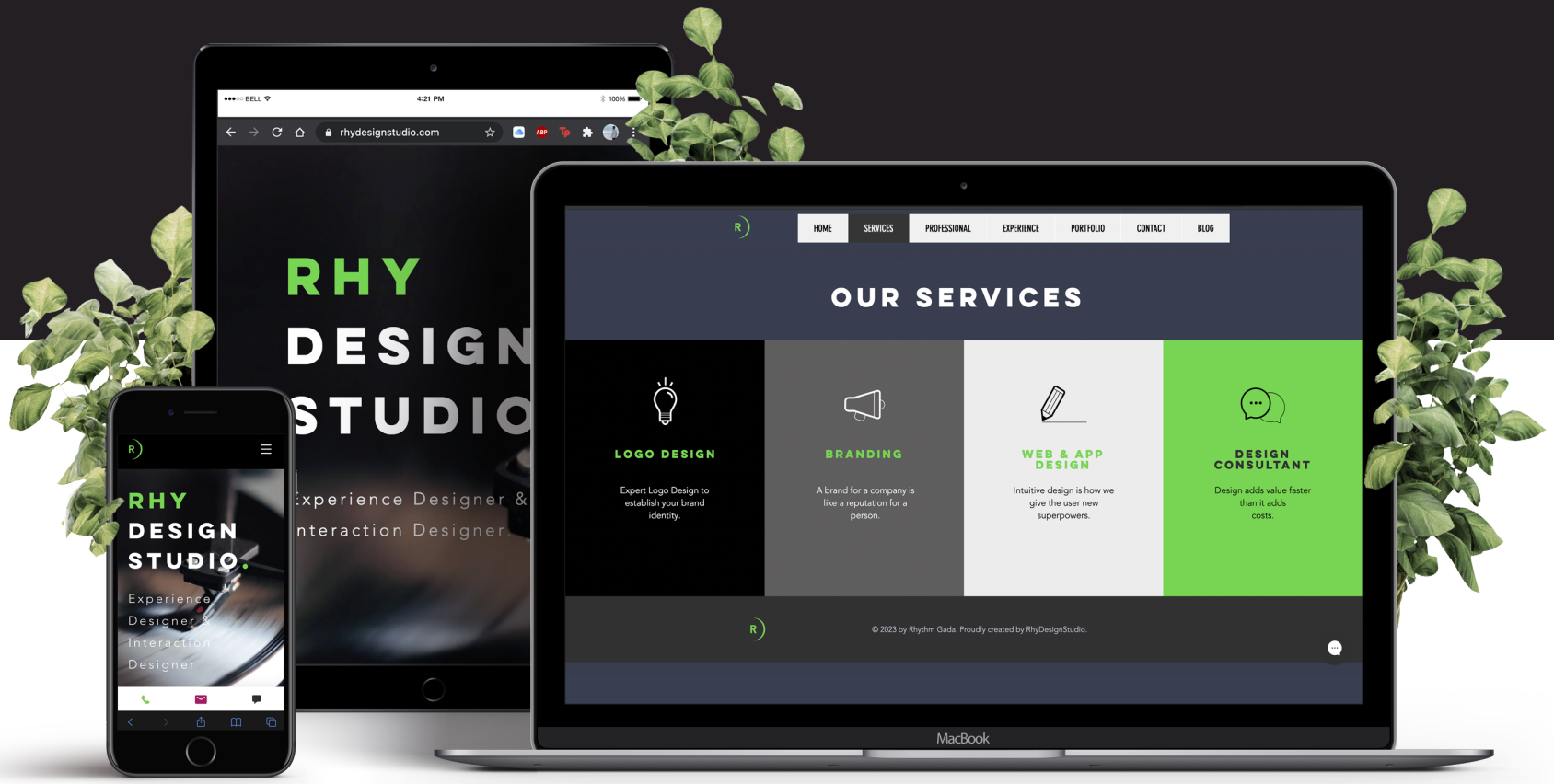
1. RHY Design Studio (Founder)
2. Coursera - Google Certified Conversation Experience with Dialog Flow
3. Design Sprint Participation
4. College Fest Department Head

WHAT INSPIRES ME

" Simplicity is the ultimate sophistication."

- Dad

RHY
DESIGN
STUDIO.



https://www.rhydesignstudio.com

COLORS

66CC5A

364156

323131

231F22

HOW IT STARTED

An Interactive Design Studio based in Mumbai, I founded this studio in July 2020. Rhy Design Studio aims to bring together talented designers who can collaborate to meet the project requirements and hence an efficient system of bringing in freelancers will be created. I've always been surrounded by businessmen, my father being one himself, I've always wanted to start my own practice. From my work as a lead designer, a project manger and as the design festival head at my Design College I realised I can take pressure and still get the work done. This quality of working well even under pressure and the motivation to start my own business paved the way for Rhy Design Studio.

CHALLENGES FACED

As I took projects through Rhy Design Studio, I realised I faced difficulty to single handedly manage my clients and deliver their requirements. There were certain hidden responsibilities that I was not aware of such as business tax and studio patent expenses. I need to expand my understandings to device a realistic business plan that maps out the stages for studio's growth and the profit needed to run it. I also faced a challenge in networking with client base that could bring to the studio bigger and innovative projects.

GOALS

I aim to expand Rhy Design Studio by mapping out a business plan to achieve the goal of designing for clients all across the globe. I aim to expand my client base and collaborate with designers from different continents. I want to bring to the studio innovative and fun opportunities and inspire young designers to choose a field that can impact one's everyday life.

RHY DESIGN STUDIO.

Design for

Design for **Air Travel** 7

Design for **Air Travel Chatbot** 9

Design for **Green Energy** 11

Design for **a Logo** 14

Design for **Research** 16

Design for **a Cause** 17

Design for **Mining** 20

Design for **3D** 23

I'm Feeling Lucky

Link - https://www.behance.net/gallery/82504767/Flyright-Project

ABOUT

A website and mobile application, it acts as a flight traveller's assistant. If the user books his air tickets via the website, the app will quickly identify the PNR number and ping the journey and details to the user. This service was designed for the users in the city of Mumbai as there is always a confusion to as to which of the two airports (Domestic/International) is their destination. The app maps out and suggests quick journey solutions for the user from their home to the airport and assists in the formalities inside the airport and as well such as way to the baggage counter and an alert if your flight timings change as the Mumbai airport is a silent airport.

CHALLENGES
FACED

It was a tricky and vast topic which made it harder to organise and define a pathway for the project. Since there was a time constraint, it was difficult to conduct a research using a focussed group and involve the stakeholder at every stage. These deadline caused the team members to panic which required me to step in and guide the project. The requirement of the project changed from a simple app design to a digital storytelling which increased the workload.

KEY
TAKE AWAYS

- Create an elaborate user journey timeline as it will help identify the problem.
- Focus on the problem. The project being vast, there were multiple problems to tackle which could lead to loosing sight on solving a problem.
- Adapt to the changing requirements. Even with the change in deliverable for the project, I have to adapt to those changes, use the design thinking process and ideate the deliverable within the time constraint.

MOOD BOARD

Colour Palette

Blue and yellow color are soothing colors and most of the airports uses blue or yellow colour as their theme.

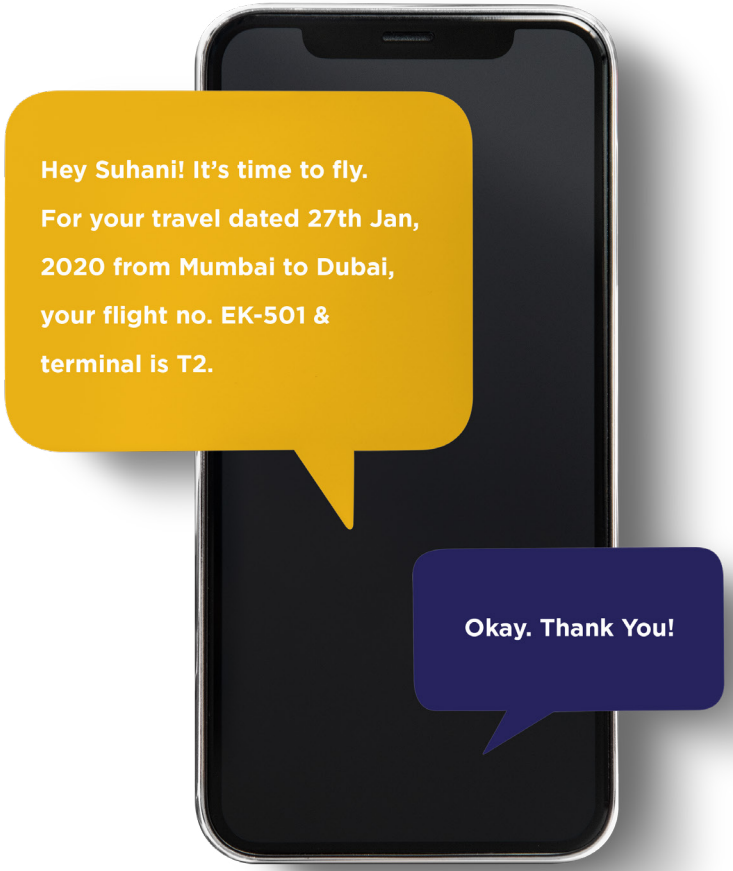
Yellow
Hex: #FDBF14

Dark Blue
Hex: #25245D

Dark Grey
Hex: #4D4D4D

Link - https://www.behance.net/gallery/91574403/Flybot

Flybot



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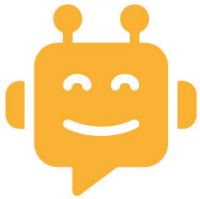


TAKE AWAYS

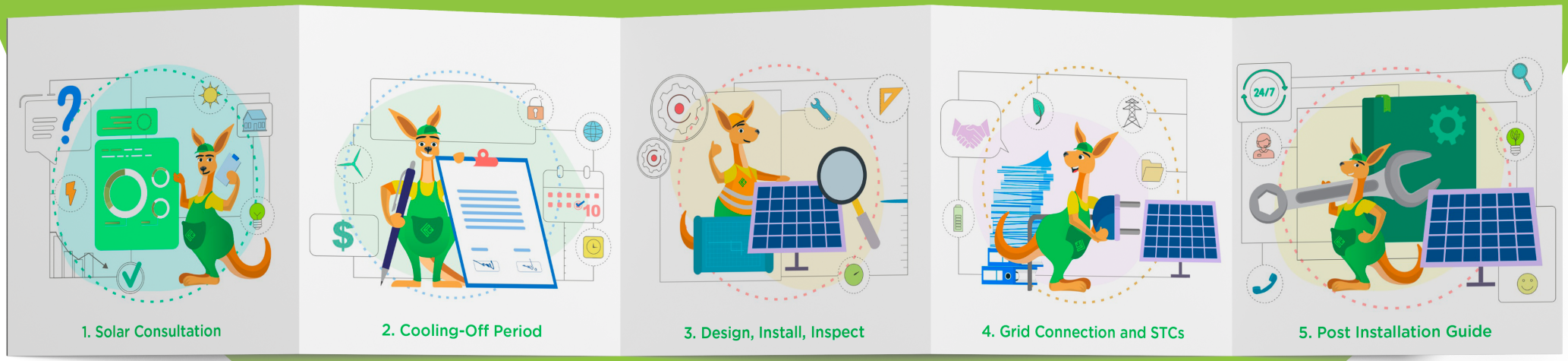
- Always update the UX. To provide the user with a good user experience the product needs to stay updated with the technology trends. Human behaviour is affected by these changes and they look for easy interactions to complete their task.
- Choose the right additions. There will be multiple updates in technology, but it is important to study the target users and if the addition is useful for the product.

WHAT & WHY

I believe design can always be updated according to the growing requirements of reducing complexity. With the addition of Flybot to Flyright, the feature of being notified outside the application also. For example, the user can receive notification texts on WhatsApp or through SMS. This blend would make the interaction seamless and make it easier for the user to communicate. This feature would also help the user save their mobile battery as our target audience tend to use only necessity apps to avoid charging their phones often. I decided to make this addition once I completed my course in "Building Conversational Experiences with Dialogflow" certified by Google. This gave me a better understanding of chatbots and how they can be used and developed.

Link - Currently in Progress

ILLUSTRATIONS



End
-to-
End
Process

ABOUT

As a UX lead, I redesigned the website for LECA, a solar panel distributor with its head office in Australia. I evaluated the previous website design and discussed the changes and new features and possibilities with the client. A new information architecture was created and more content was added to the website. After finalising the concept of the website to make sure the company brand was visualised in the website, I designed an interactive website with animations and information that would engage the users and make the experience smooth.

CHALLENGES FACED

The client wanted a very creative and interactive website as they redesigned it. I had to make sure to balance the creativity and smooth user experience. I also had to manage multiple parts of the project other than designing the website like searching for the right content writer and coder as well as co-ordinating with them. The time difference while working with the LECA team would also pose as a challenge at time because of the time zone difference. The sudden change in deadlines which shortened the project timeline increased the pressure while delivering the project.

KEY LEARNINGS

- Ask even the smallest of questions when understanding the business. This will help to reflect and share the same while designing the website.
- Frequent connects with the client is important. The constant connects will help in understanding the client's vision and will keep us on the same track. There won't be a loss of time and the deadlines will be met.
- User experience is above added interactivity through animations for the user. As a designer one should not fall back in explaining to the client is something they require does not work for the design. Our aim is to provide the best solution.
- Finding the coder who can bring your vision to life. It is important that the development team understands the importance of the flow and interactions added and is properly equipped to develop those designs.

Link - https://www.behance.net/gallery/109084467/Towfixers-Logo-Design

ABOUT

Towfixers is a car towing company based in Mumbai, India. The client wanted a minimal design style logo which was direct and easy to remember. The primary need was to communicate to his target audience about his service and attract contractors by creating a brand.

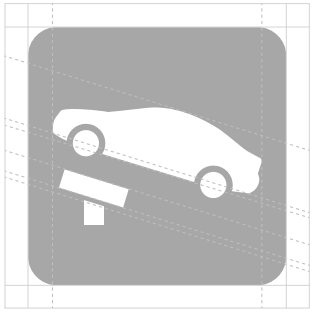
CHALLENGES FACED

Multiple iterations of the logo were asked by the client. He wanted more versions to take his pick from the designs.
I had to work with the client alone about the design as this project was not through office but through my design studio.

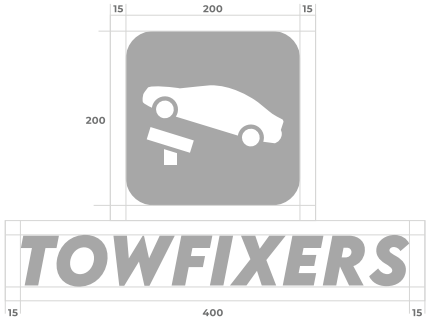
KEY TAKE AWAYS

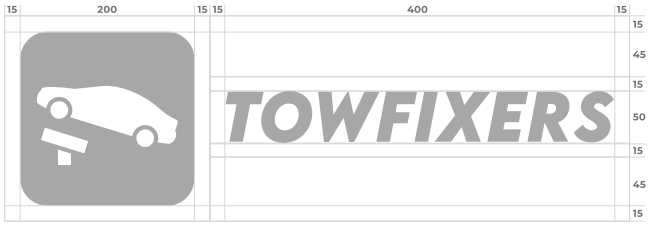
- Decide the scope of the iterations before sharing with the client.
- Keep a timeline ready before starting the project.

Construction Grid



Alignment





Logo Concept

The arrowhead pointing upwards indicating growth brought to it's clients and also represents the play button for media services.

The incline of the machine that lifts the car being shown in the for of a 'T' that stands for TOWFIXERS.

Typography

LEMON MILK

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

1 2 3 4 5 6 7 8 9

Link - https://www.behance.net/gallery/90913219/Ithaka

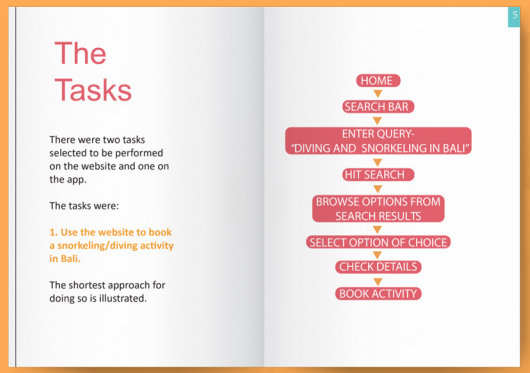
Ithaka

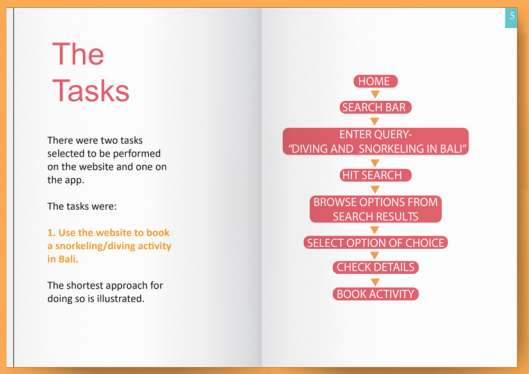
BRIEF

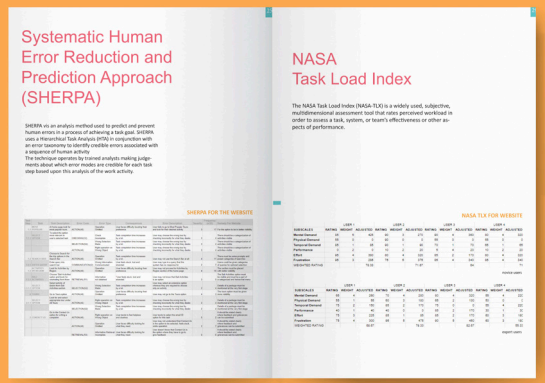
To pick a website that has a bad design and evaluate it using UX methodologies.

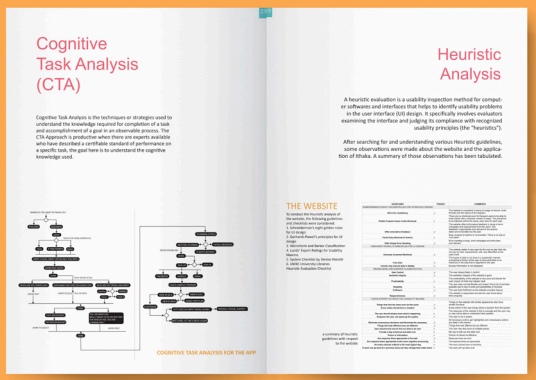
KEY LEARNINGS

- Deep understanding of UX methodologies that made it easier to have an eye for bad design in the future projects.
- Gained theoretical knowledge.









Link - https://drive.google.com/file/d/1gGSwawxjFgZo-VMFfPhs1XaRdIisT3fI/view?usp=sharing

003/

World / Sport / Lifestyle / Design

WEEKLY NEWS

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STUDENTS TEAM UP WITH NASHIK POLICE TO DEVELOP NOISE POLUTION CONTROL APP !

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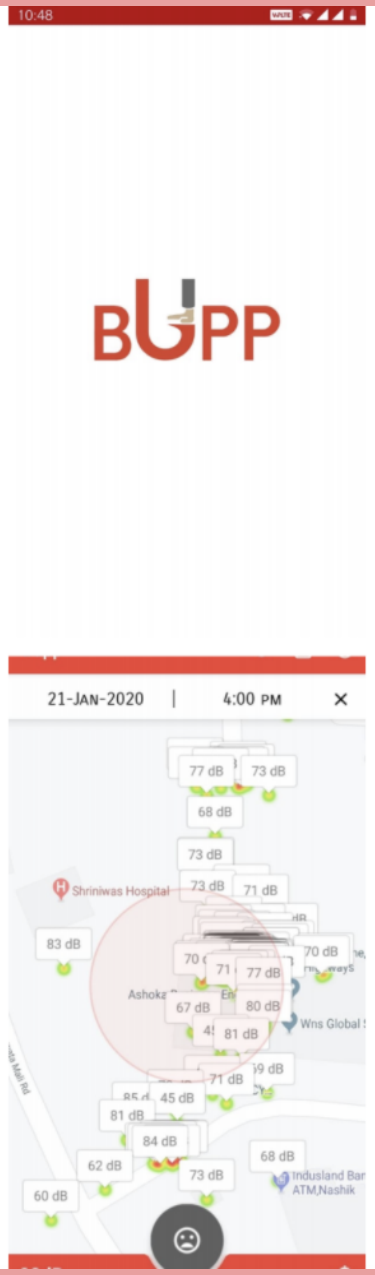
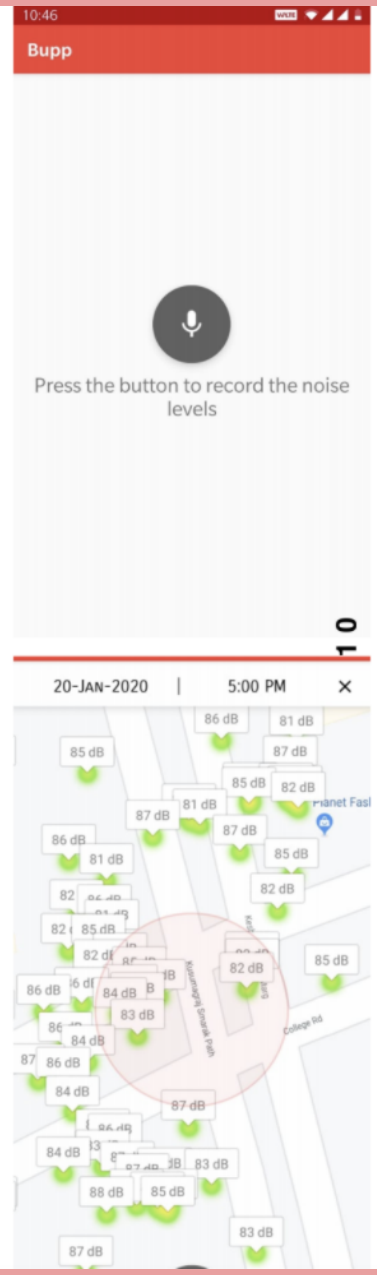
"BUPP APP"

The app records the dB level and the location of the user at regular time intervals and pins the dB level at that location on the map. With enough users in the city, this would build a dynamic noise heat-map of that city.





ABOUT

As an innovator at TCS Digital Impact Square, I designed an application where citizens of India can participate and become aware of the issue of noise pollution. It is a complaint mechanism where the users can notify to the concerned authority about the concerning noise at a click of a button. The app also gives them an option to opt for a noise free life by choosing a low noise route in their day to day life with the help of this app. The users will also receive more information about the harms of noise pollution so as to create awareness about the issue and make people more conscious about the matter.

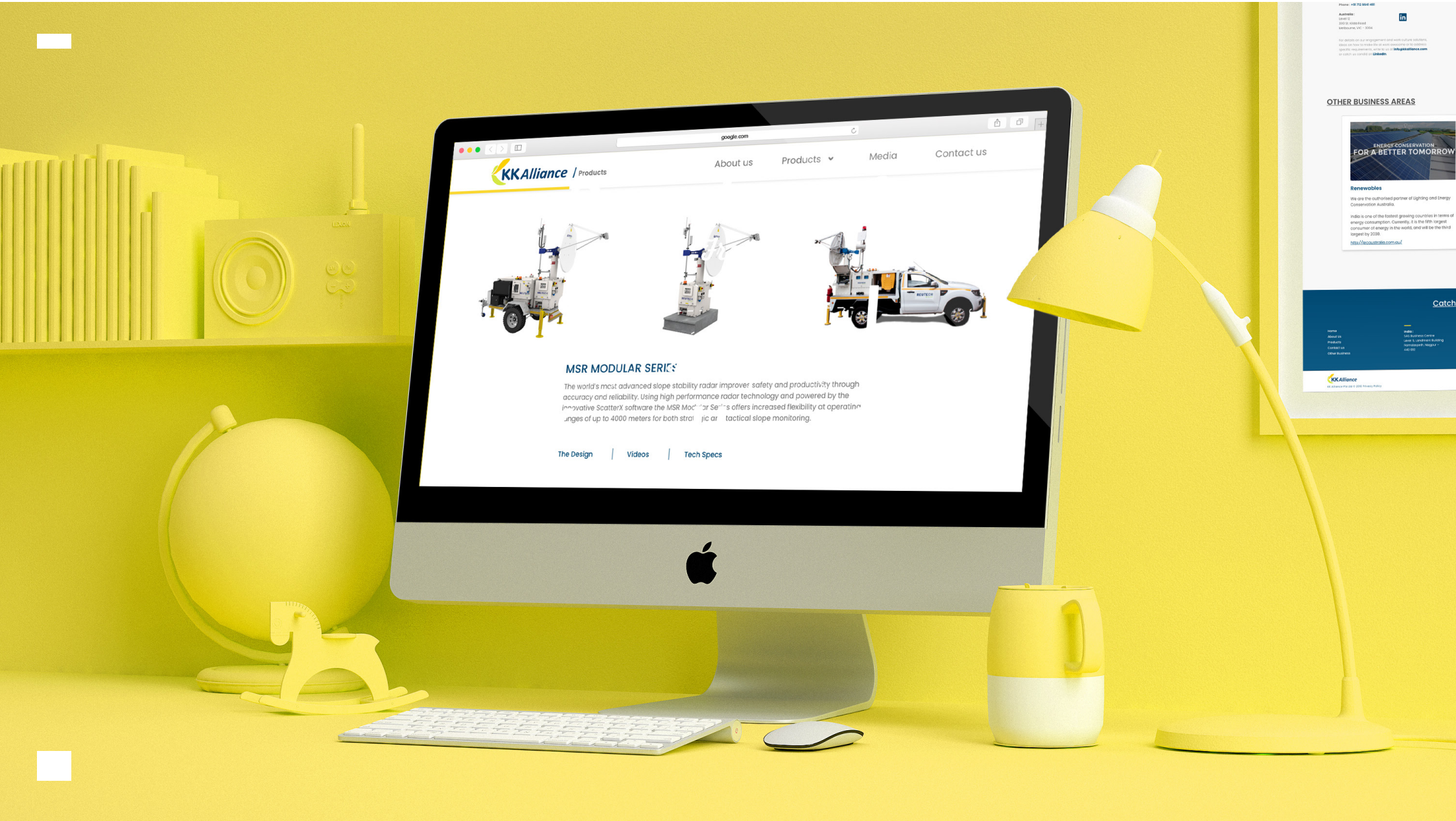
CHALLENGES FACED

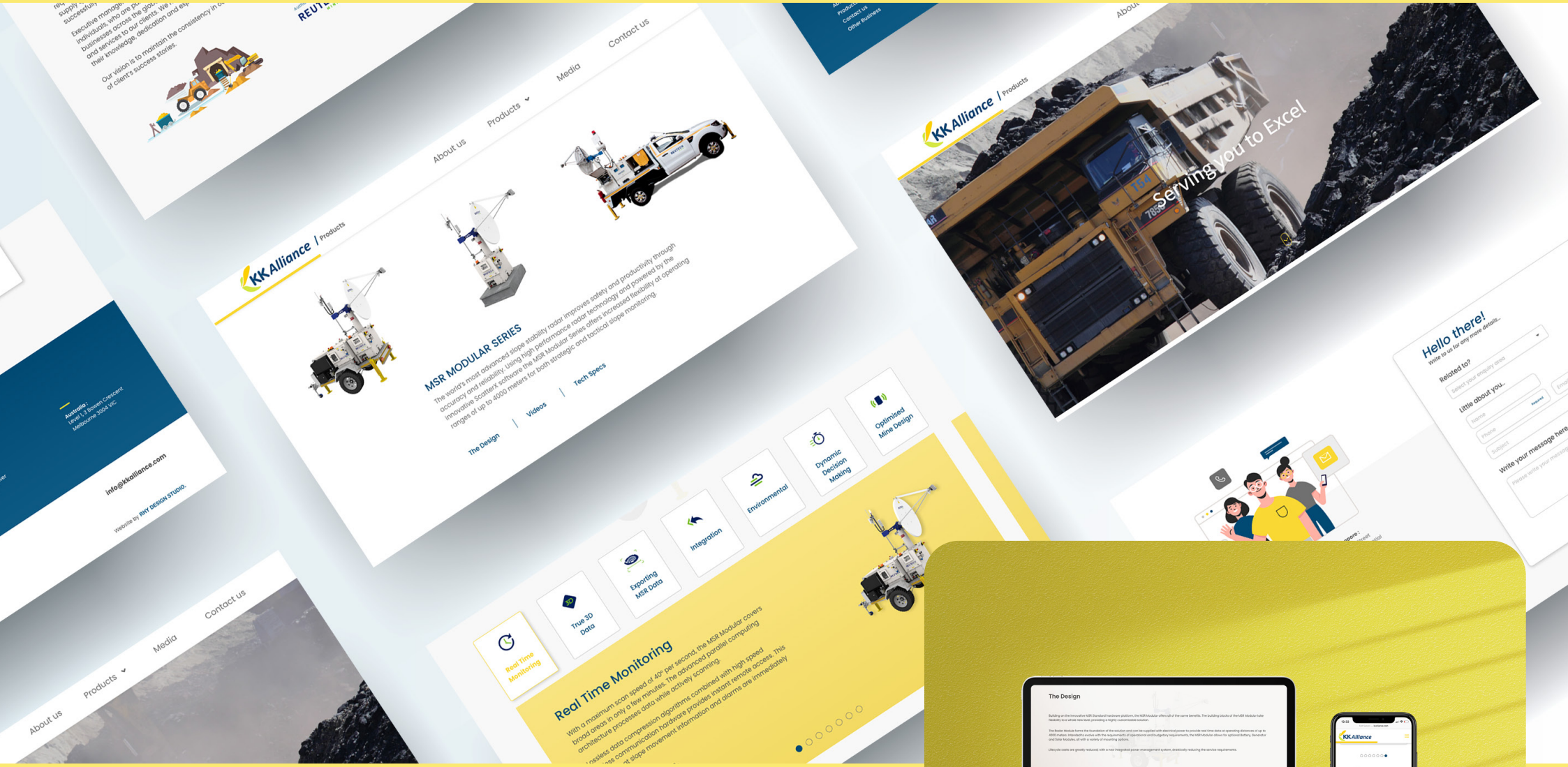
Noise Pollution in India is a vast project to work on. It was important to follow the design thinking process to identify the problem and define the statement. As we conducted interviews with the general public, I realised noise pollution was a very subjective topic. To have people on the yes and no side for noise pollution was difficult. The lockdown period in from march 2020 to June 2020 was an obstacle for research as it was difficult to connect with people and understand the problem bye being in the scenario.

KEY LEARNINGS

- UX research methods are very important to identify problems. To find one problem that we can solve in this vast topic of noise pollution needed the UX methodologies.
- People responded through digital platforms during lockdown. Even-though it was an obstacle to not be able to connect with people in person, we realised many had started responding through surveys and calls and our beta application “bupp” also received good responses.
- To make the work done faster and in an organised manner, it was important to divide the roles in the team to make everyone responsible for their fields.

Link - https://www.kkalliance.com/

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The Design
Videos
Tech Specs
Serving you to Excel
Real Time Monitoring
With a maximum scan speed of 40° per second, the MSR Modular covers broad areas in only a few minutes. The advanced parallel computing architecture processes data while actively scanning.
Lossless data compression algorithms combined with high speed communication hardware provides instant remote access. This means that slope movement information and alarms are immediately available.
Real Time Monitoring
True 3D Data
Exporting MSR Data
Integration
Environmental
Dynamic Decision Making
Optimised Mine Design
Hello there!
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Little about you..
Write your message here
Australia
Level 1, 3 Bowen Crescent
Melbourne 3004 VIC
info@kkalliance.com
Website by RHY DESIGN STUDIO.
The Design

ABOUT

Re-designed a responsive website for a company in India who is a large scale authorised dealer of a mining equipment company. The project required emphasis on UX as the client wanted to reach out to the target audience about the details of the variety of mining equipment. With a minimalistic design the website is modern and interactive. This content heavy website can bee scanned by the user in just a few clicks.

CHALLENGES FACED

Even though the brief was simple, there was a tight deadline for this project. A timeline of 2 weeks was there to complete the designing of the website.
I was the project manager as well as the lead designer which increased my tasks for such a tight schedule.
It was difficult to manage the development with the coder as it had to be done speedily and some hidden tasks such as collecting data from external sources was added at the last minute.

KEY LEARNINGS

- Do not compromise on the UX even with a tight schedule. I worked very hard on the user flow and information architecture. To make this a success, I decided to fight for what I thought would bring a better user experience and extended the timeline by half a week.
- Project Management requires constant communication. I had to communicate the updates to the client from the owner and vice versa on a daily basis. I also co-ordinated with external sources to collect data and shared the same with the coder. I created an excel sheet to maintain the updates as well.
- Technical constraints are affected by time and money. Will designing the UI I had complete liberty but when the coder came into the project, the discussion let to a lot of technical constraints which needed to bye worked upon to maintain the user experience.

Link - https://www.rhydesignstudio.com/post/design-for-a-cause-1

ABOUT

Excited by the thought of experimenting with a new style of design, I took up exploring the Adobe Dimension software. After getting a little familiar with the software I designed this art as a representation of how I had been spending my days during the 2020 lockdown period at home. The artwork displays me spending time with my friend just binge watching Netflix shows every night.

ACKNOWLEDGEMENT & CERTIFICATES

Portfolio | 2021

THANK YOU.

RHY
DESIGN
STUDIO.