# KEERTHANA REDDY

## UI / UX Designer

# About me

I am an ambitious UI/UX Designer and have an eye for attention to detail and am adaptable to multidisciplinary streams.

I have an understanding & dedication towards visual communication, user research, user empathy, wireframing, prototyping, usability, leading to user satisfaction.

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Brand Design

TRICK OR TREAT,
Juice Bar & Cafe

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- START-UPS / RESTAURANTS

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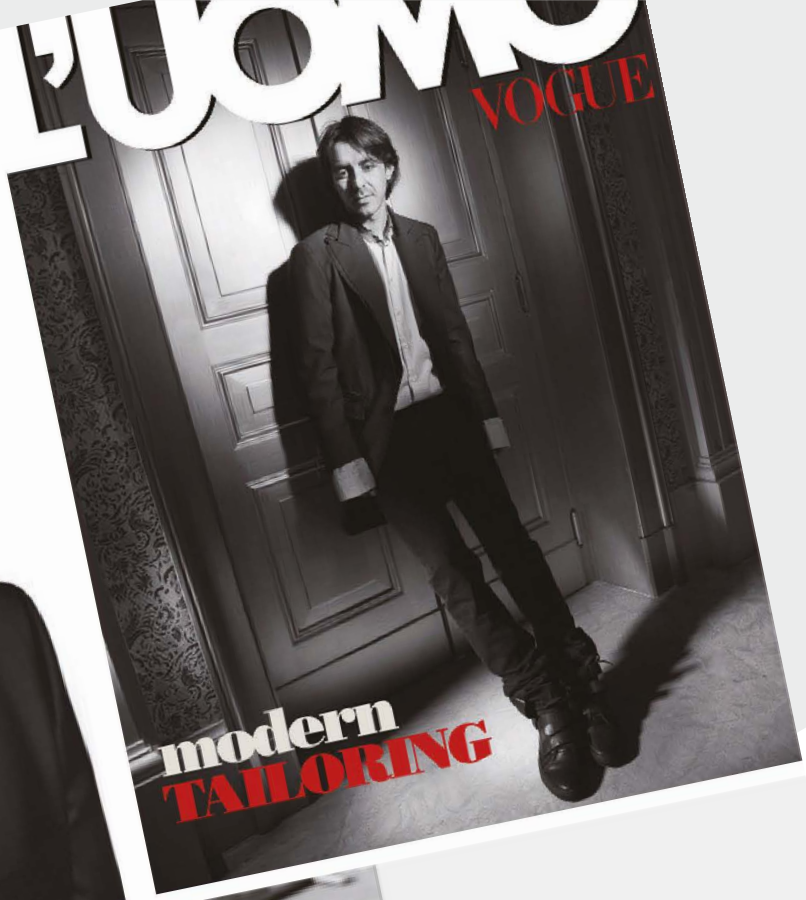
# 01

L'UOMO VOGUE

Domus Academy

- Product strategy：In collaboration with LUOMO VOGUE
- Challenge：How  L'uomo Vogue can adapt to continue to engage its audience and what should be the near future?
- Our Concept：How L'uomo Vogue can appeal to inetrnational community?
- Team：Keerthana Reddy  Nina Grubisic  Zhang Yin
- My role：Strategic & market research, concept development, visual design & communication



L'uomo Vogue is a men's Italian magazine that can be used as a reference tool and is a window into the Italian culture and legacy

# Strategic research

STRATEGIC RESEARCH

- L'UOMO VOGUE DNA
- COMPETITORS
- BRAND POSITIONING
- AUDIENCE
- SECONDARY RESEARCH

## MAGAZINE

- ✓ Photography
- ✓ Elegant
- ✓ Fashion
- — Font Overload
- — Heavy Layout

## WHAT DOES L'UOMO VOGUE OFFER?

- ✓ Prestige
- ✓ Influence
- ✓ Connections
- ✓ Knowledge/Skill

STRATEGIC RESEARCH

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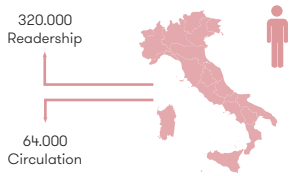
## CURRENT AUDIENCE




Male: 20-54 y/o

Social Class:
Upper-middle to Upper

Education:
College degree+high school diploma

Occupation:
Industry Professionals
Fashionable Businessmen

## POTENTIAL AUDIENCE

Male and Female: 18-30 y/o

Social Class:
Uppermiddle to Upper

Education:
College degree+high school diploma
Currently studying

Occupation:
Students
Industry Professionals
Fashionable Businessmen

STRATEGIC RESEARCH

- L'UOMO VOGUE DNA
- COMPETITORS
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- AUDIENCE
- SECONDARY RESEARCH

**35.000 FASHION STUDENTS**
Top 50 Fashion Universities in the world

**15% OF GENERAL GRADUATES HAVE DIFFICULTY IN FINDING JOB**
Current unemployment rates vary per country

**61% SENIORS HAD INTERNSHIP OR CO-EXPERIENCE**

*Consulted World Bank, US Bureau of Labor Statistics, National Offfice of Statistics, HESA, NACE, news sources, Business of Fashion to find data

# Ideation

L'UOMO VOGUE EXPERIENCE

## L'UOMO VOGUE EXPERIENCE PROGRAMME

## TO APPEAL TO AN INTERNATIONAL COMMUNITY

## EDUCATING YOUNG GENERATION

IDEATION

- **WHAT?**
- WHO?
- HOW?
- WHEN?
- WHERE?
- AND THEN

## L'UOMO VOGUE EXPERIENCE

- For university students interested in the fashion and editorial industry
- Intensive 4 week programme
- Marketing, advertising, styling, journalism + workshop and internship
- Staff are mentors and lecturers
- L'uome vogue brand ambassadors

# Ideation

IDEATION

- WHAT?
- **WHO?**
- HOW?
- WHEN?
- WHERE?
- AND THEN

Millennials

Upcoming Generation

Digital natives

Career focused

Competitive

Global mindset

IDEATION

- WHAT?
- **WHO?**
- HOW?
- WHEN?
- WHERE?
- AND THEN

## PARTNER WITH INTERNATIONAL FASHION UNIVERSITIES

01 Parsons School of Design (New York) — 1053 Students

02 Central Saint Martins (London) — 856 Students

03 Bunka Gakuen (Tokyo) — 2946 Students

04 Istituto Europeo di Design (IED) (São Paulo) — 203 Students

05 Shenkar College of Engineering, Design and Art (Ramat Gan) — 231 Students

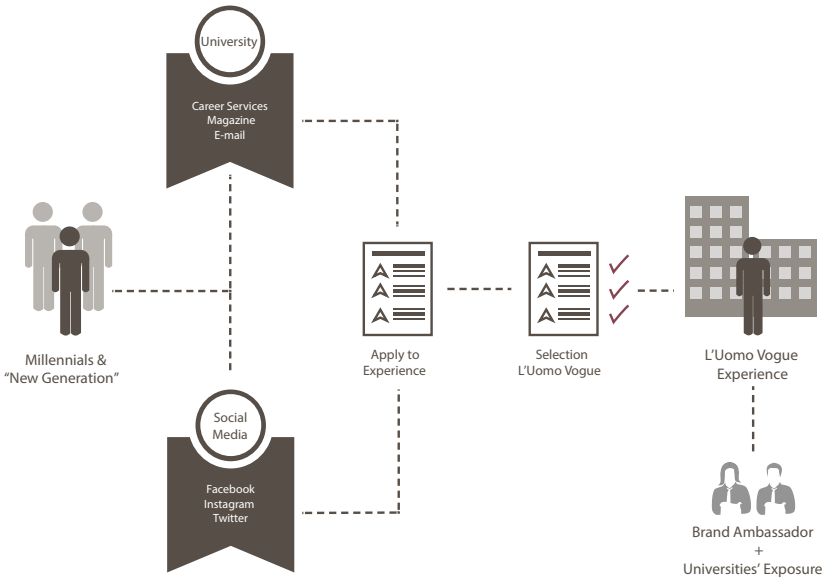
06 RMIT University (Melbourne) — 379 Students

*Schools mentioned here are suggestions; there are many options both internationally and within Italy. Information found from Forbes and the Business of Fashion.

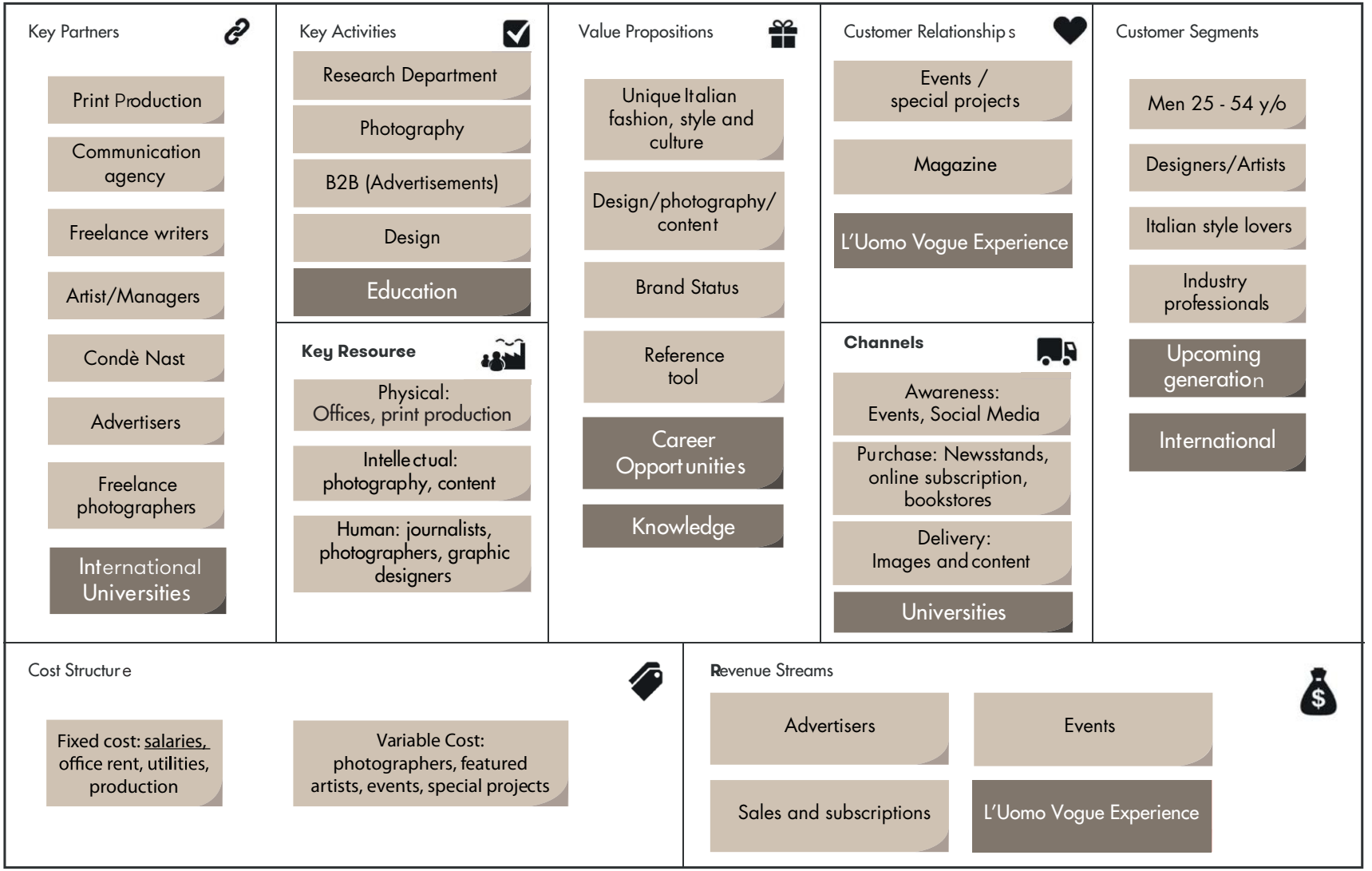
IDEATION

- WHAT?
- WHO?
- **HOW?**
- WHEN?
- WHERE?
- AND THEN

## L'UOMO VOGUE EXPERIENCE



# Business model canvas




Strategyzer®

# L'uomo Vogue in 2022

## 2017

### Start L'Uomo Vogue Experience

## 2019

### Specialized Programmes

- Create programmes that are focused on **specific field** (i.e. photography, journalism, etc)
- Partner with **local businesses** to deepen knowledge base.

## 2021

### Larger location

- More students/interns more space.
- Partner with universities to create an **accredited programme**
- Use space year round with **programme expanding into increased intakes**

## 2022

### Online Platform

**Professionals** in the field **give lectures/teaches a course**

**Larger amounts of revenue** from widespread market

**Cheaper** and **intensive Courses** (one week)

# 02

Italian Hospitality Collection

Domus Academy

- Experience Design : In collaboration with Italian Hospitality Collection
  (Chain of luxury hotels, resorts & spas)
- Title : JOURNEY BEFORE THE JOURNEY
- Challenge : Which solutions, both digital and physical could be adopted by IHC to let its client share their experiences in order to influence future travellers
- Our Concept : Campaign Objective is to simulate a sensorial experience, that stimulates the user to know more about Italian Hospitality Collection and even download the IHC app or visit their social media to find out more.
- Team : Keerthana Reddy  Alice Ridolfi  Mansi Burande
- My role : Concept development, visual design, research

# Brand Analysis

ITALIAN EXPERIENCE

TRADITIONAL HOLIDAY SPOTS IN ITALY

SERVICE PAR EXCELLENCE

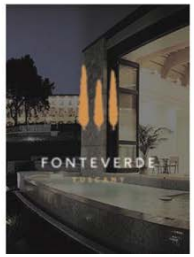
LOCATIONS THAT TRIGGER SENSES

ITALIAN CULTURAL EXPERIENCE

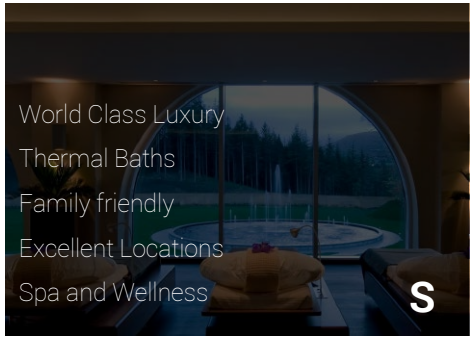
WEDDING LOCATIONS

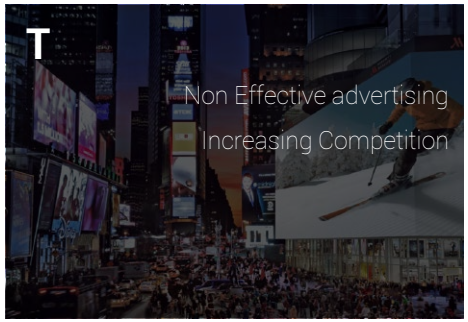
ACTIVITIES

LUXURY

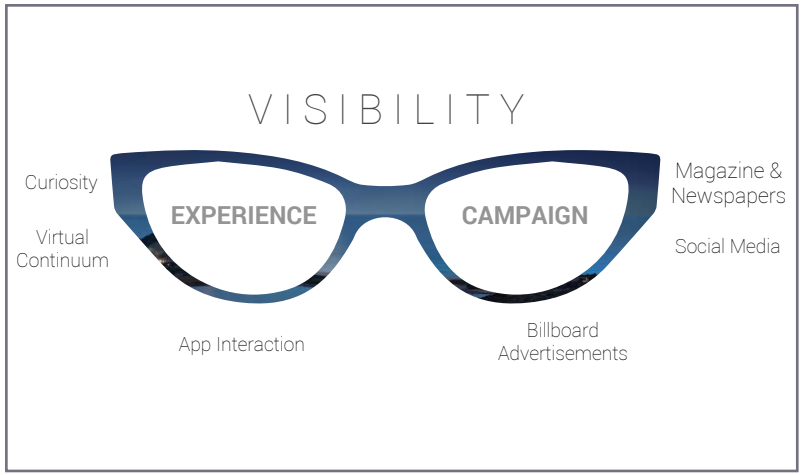


# Swot





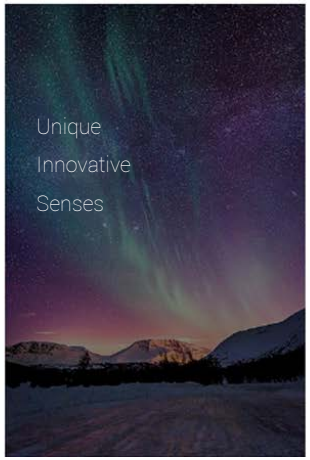

# Concept




## Emotions

## Promoting

## Experience



# Storyboard

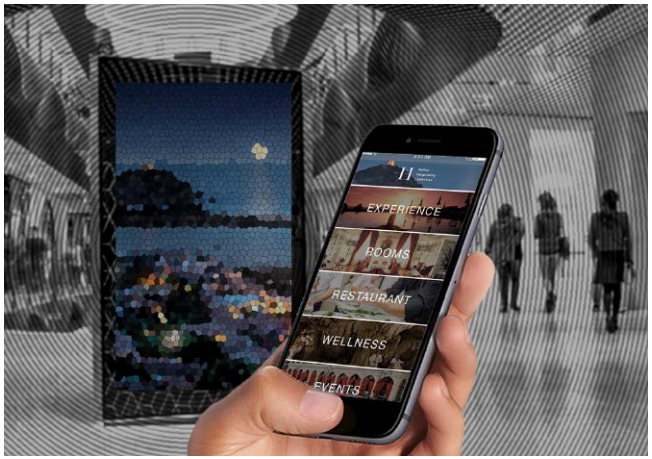
A prospect is walking around the shopping mall.

A billboard catches her attention.

She downloads the app.

With the app she can see the real image.

And enter a 3D paradigm (360 video).




She explores the app and discovers IHC.

# Billboard ads

Sensorial Experience




Click /copy and paste the links below on web browser to view the mock ups of the billboard ads

https://youtu.be/JmKTSW_fI3k

https://youtu.be/ymgNKGnJ3KU

# Location

## HIGH END SHOPPING MALLS

Shanghai IFC Mall

La Rinascente

Serravalle Designer Outlet

## AIRPORT LOUNGES

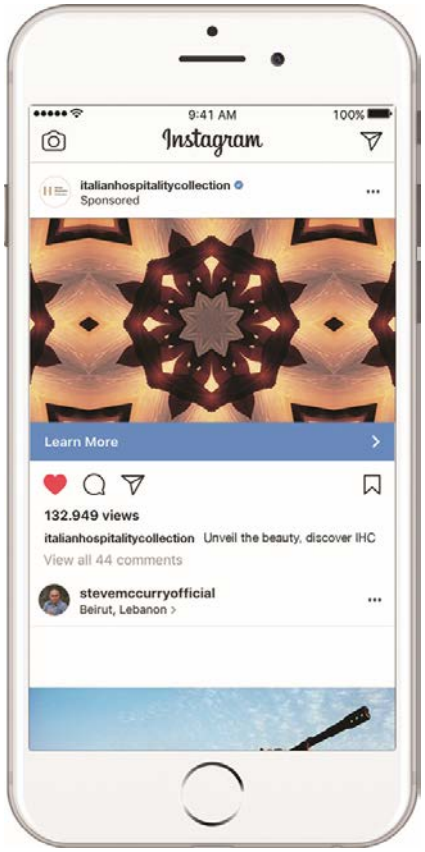
Frankfurt Airport Lounge

Malpensa Airport

JFK Airport Lounge

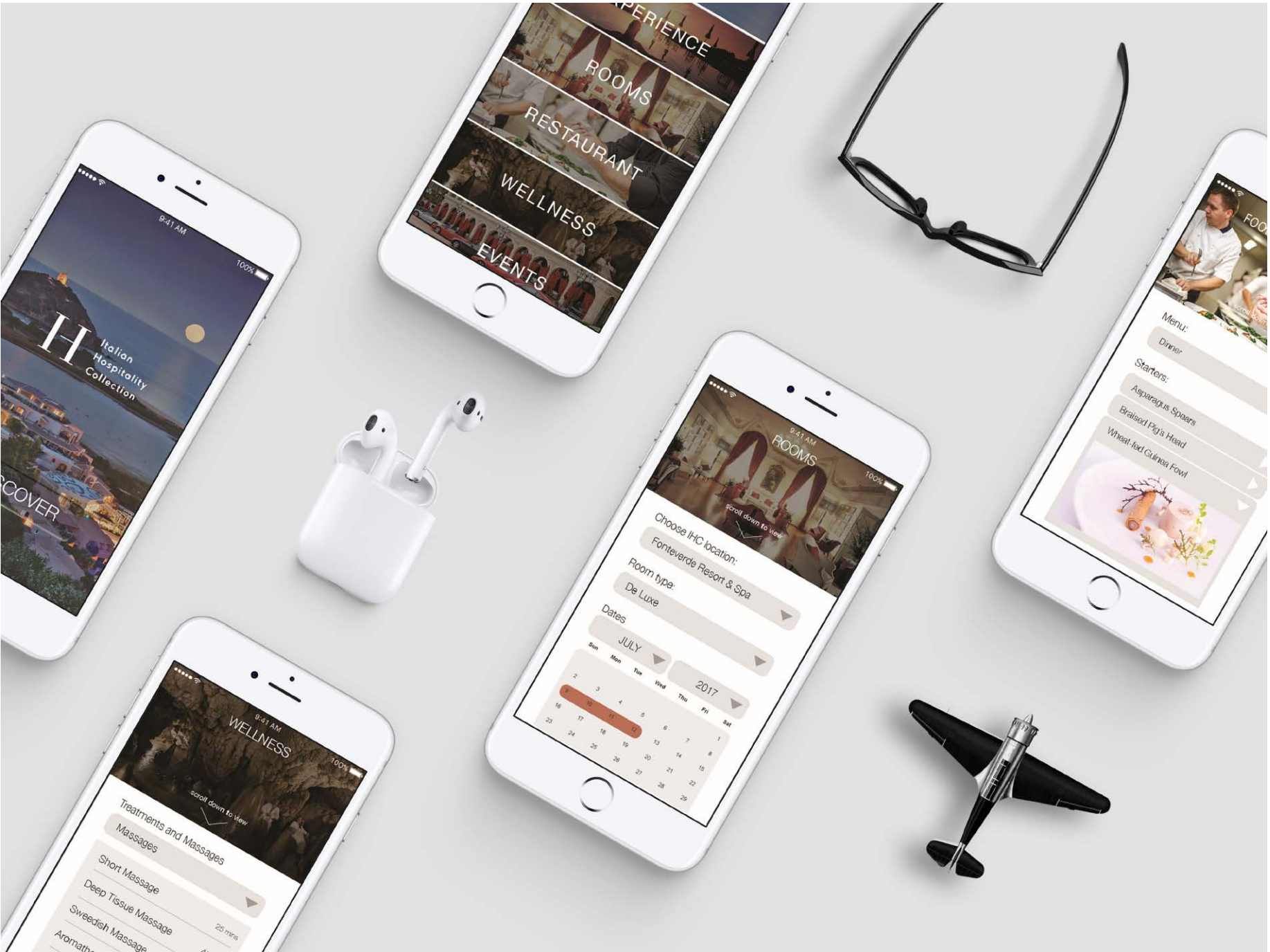
# Social media & magazine ad

Actual image




Kaleidoscopic art advertisements on social media to evoke curiosity and leading the user to download the app.

# App


ROOMS
RESTAURANT
WELLNESS
EVENTS
Italian Hospitality Collection
ROOMS
Choose IHC location:
Fonteverde Resort & Spa
Room type:
De Luxe
Dates
JULY
2017
WELLNESS
scroll down to view
Treatments and Massages
Massages
Short Massage
Deep Tissue Massage
Menu:
Dinner
Starters:
Asparagus Spears
Braised Pig's Head

# Customer experience

Campaign Objective is to simulate a sensorial experience, that stimulates the user to know more about Italian Hospitality Collection and even download the IHC app or visit their social media to find out more.

BILLBOARD

Pixelated imagery

Digital advertising

Visibility

DOWNLOAD

Download app

CONNECTION

Unveiling the experience

3D continuum

360 experience

Geolocation

APP

Experience

Locations

Rooms

Spa and restaurant

Events

VISIBILITY

Explore app

Social media

Magazines & newspapers

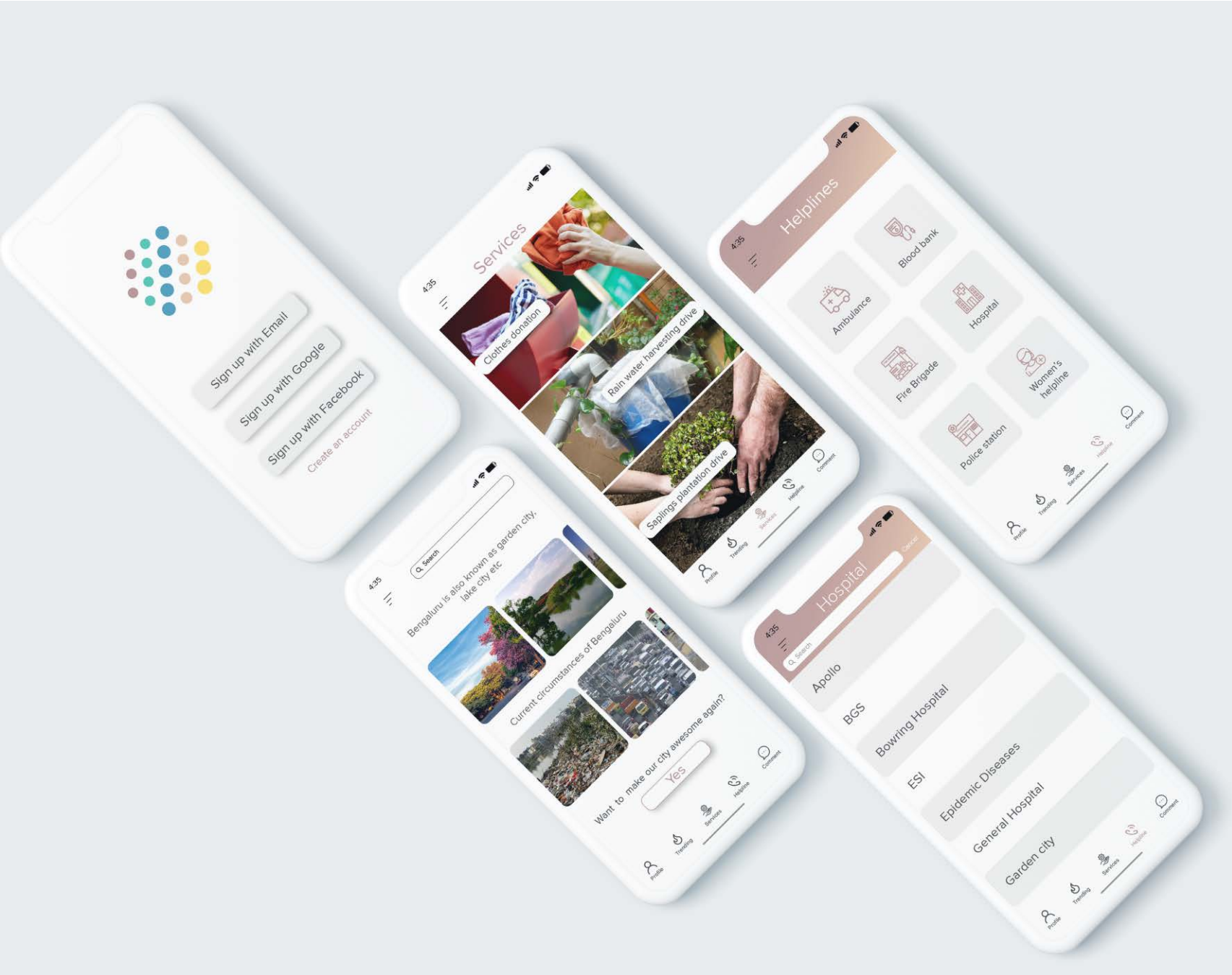
Book hotel

# 03

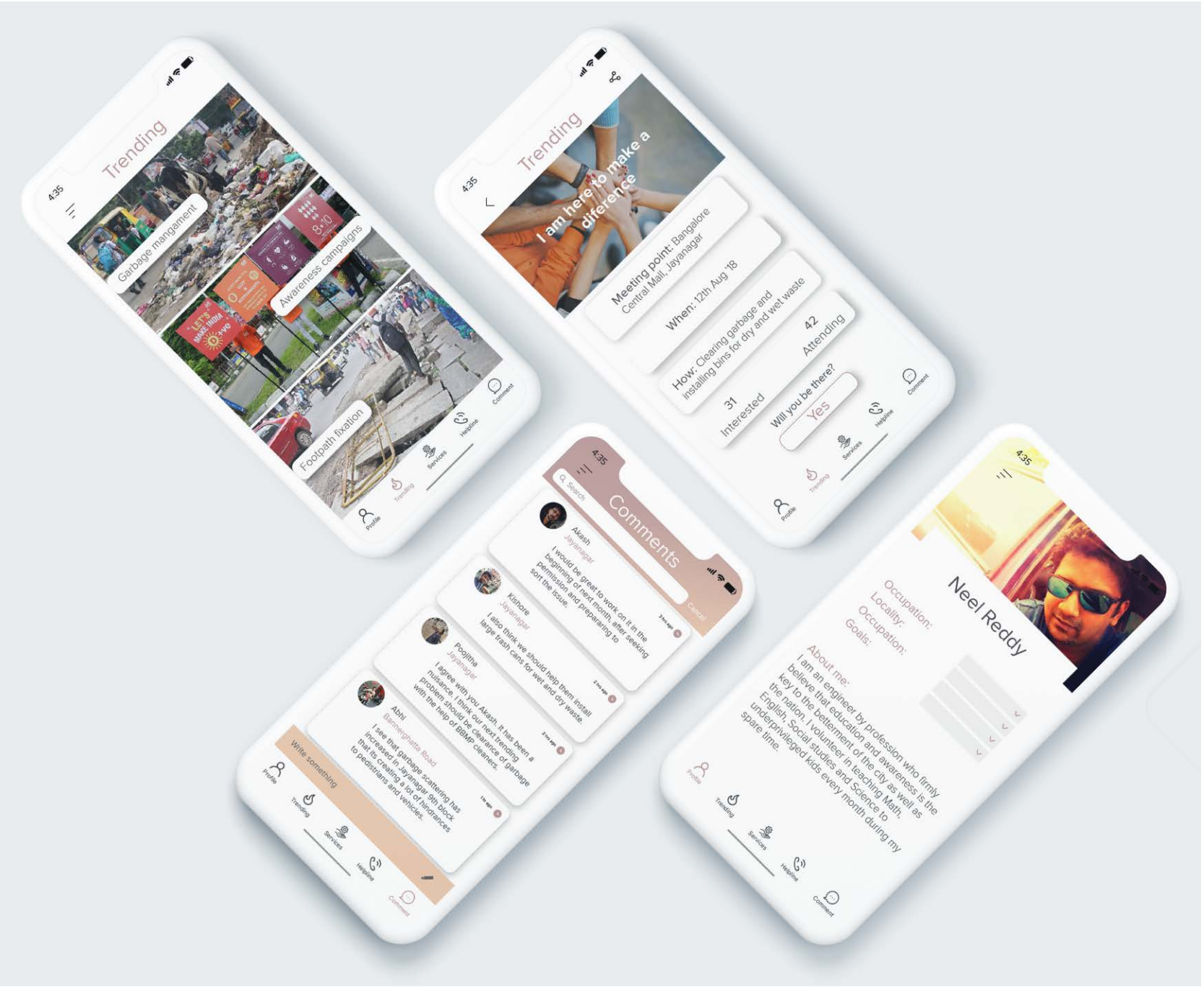
# My city movement

- UI/UX Design : Own concept app
- Concept : Community based app to bring people together to solve everyday problems of the city and also bring awareness to the citizens to avoid future problems
- Task : Design UI and UX of the app to attract users and be a part of ‘My City Movement’ app to bring change to the city
- UI/UX Designer : Keerthana Reddy

# Main screens



# Main screens



04

# My city movement

- UI/UX Design : Website promoting ‘My City Movement’ app
- Concept : Community based app to bring people together to solve everyday problems of the city and also bring awareness to the citizens to avoid future problems
- Task : Design UI and UX of the website to give a brief understanding of the app and promote the viewers to download the app
- UI/UX Designer : Keerthana Reddy

# Main screens

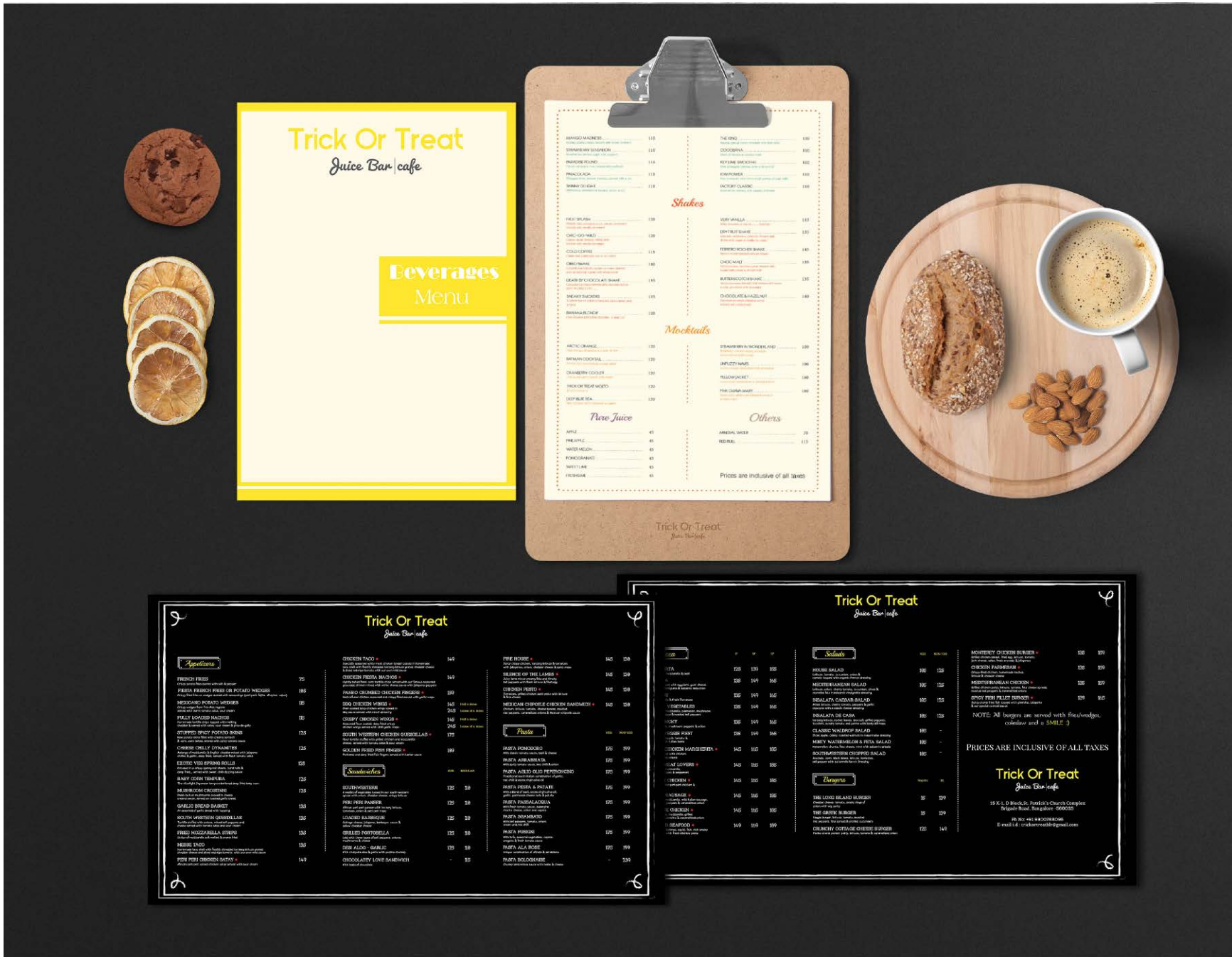
# 05

- Branding & Design : Trick or Treat,  Juice Bar & Cafe
- Client  : Trick or Treat
- Project  :  Freelance
- Task : Create brand Identity and design all the printables necessary for the restaurant
- Art Director & Graphic Designer : Keerthana Reddy

# Printables

Trick Or Treat
Juice Bar | cafe
St. Patrick's Church Complex
Brigade Road, Bangalore -560025
Trick Or Treat
Juice Bar | cafe
Ph No. +91 9900788096
E-mail i.d.: trickortreatblr@gmail.com
Trick Or Treat
Juice Bar | cafe

# Printables


Trick Or Treat
Juice Bar | cafe
Beverages
Menu
Shakes
Mocktails
Pure Juice
Others
Prices are inclusive of all taxes
Trick Or Treat
Juice Bar | cafe
Appetizers
Sandwiches
Pasta
Trick Or Treat
Juice Bar | cafe
Salads
Burgers
PRICES ARE INCLUSIVE OF ALL TAXES
Trick Or Treat
Juice Bar | cafe

06

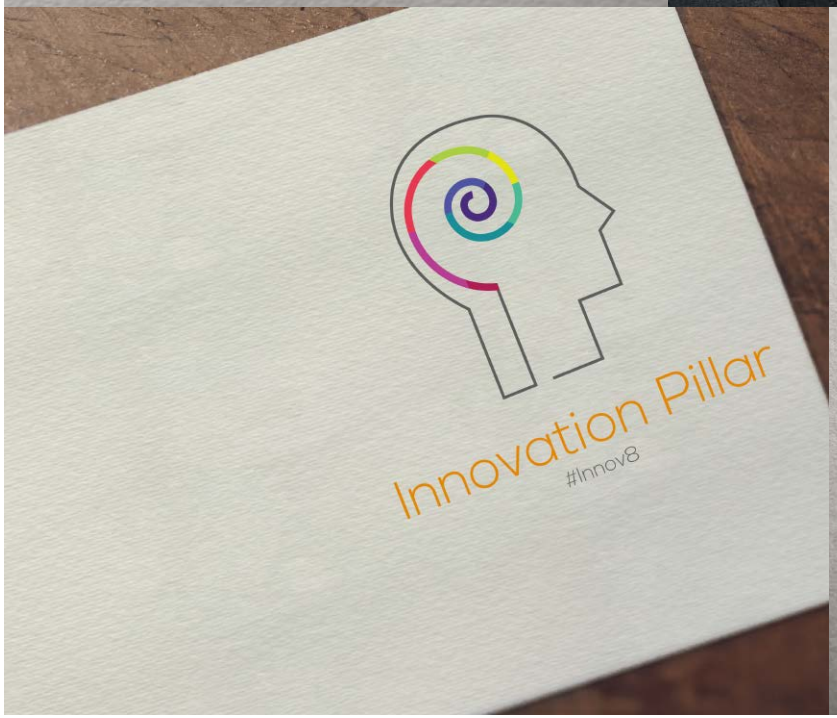
- Branding & Design : Logos
- Clients : Banking company / Start up / Baby store / / Restaurant
- Project : Freelance
- Task : Design logos as per the identification of the brand/service
- Art Director & Graphic Designer : Keerthana Reddy

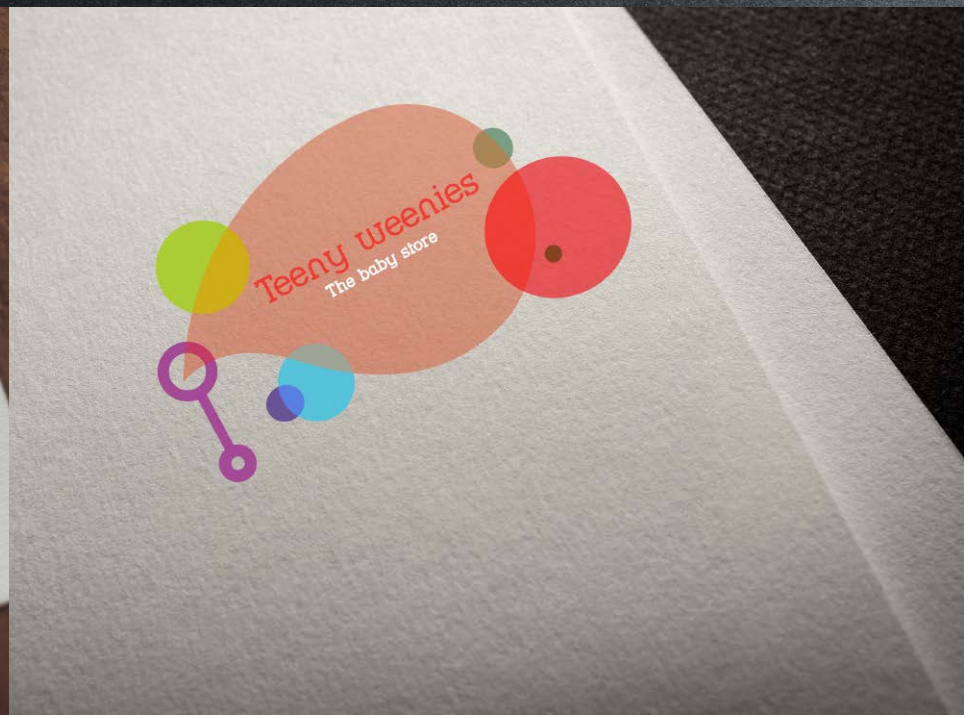
A

B

TURBULENCE
The Madras Poga Factory

Acuner
Technologies Pvt. Ltd


Innovation Pillar
#Innov8


Teeny weenies
The baby store

C

D

## A

Company : Turbulence
Type : Hookah joint / Restaurant
Location : Chennai, India

Logo description : The shape represents an imaginable shape of air when in turbulence

## B

Comapany : Acuner
Type : Manufacturer of accumulators, primary cells and primary batteries using green energy.
Location : Bangalore, India

Logo description : Design of a tree (green energy) that includes the technology icon as branches (technology).

## C

Company : Goldman Sachs
Type : Campaign
Location : Bangalore, INDIA & Salt Lake City, USA
Objective : To initiate thought processes in people's mind to think in innovative ways in order to have more efficiency in work production.

Logo description : Outline of a man's face along with an imaginable shape of mind with colors notifying innovative ideas.

## D

Company : Teeny Weenies
Type : Start up of a baby store which sells baby clothes and products
Location : Bangalore

Logo description : This flat logo being a colorful bubble which babies & kids can relate to.

# Get in touch


- Linkedin : https://www.linkedin.com/in/keerthana-reddy-a7b43450/
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