



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.

# Index

## Product Strategy

- LUOMO VOGUE ITALIA  
O1

## UI/UX Design - App

- My City Movement  
O3

## Brand Design

- TRICK OR TREAT,  
Juice Bar & Cafe  
O5

## Experience Design

- ITALIAN HOSPITALITY  
COLLECTION  
O2

## UI/UX Design - Website

- My City Movement  
O4

## Logo Design

- START-UPS / RESTAURANTS  
O6

- **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 international community?
- **Team** : Keerthana Reddy   Nina Grubisic   Zhang Yin
- **My role** : Strategic & market research, concept development, visual design & communication





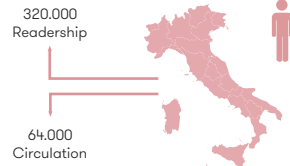
L'uomo Vogue is a men's Italian magazine that can be used as a reference tool and is a window into the Italian culture and legacy

# Strategic research

## STRATEGIC RESEARCH



### 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



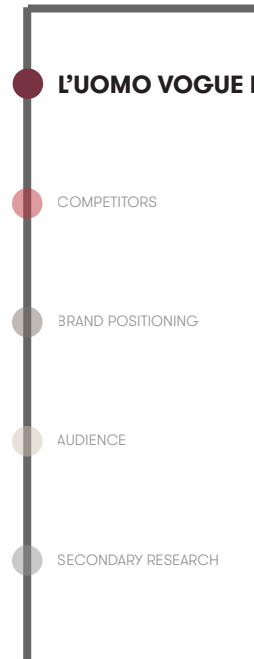
Male and Female: 18-30 y/o

**Social Class:**  
Uppermiddle to Upper

**Education:**  
College degree+high school diploma  
Currently studying

**Occupation:**  
Students  
Industry Professionals  
Fashionable Businessmen

## STRATEGIC RESEARCH



### MAGAZINE



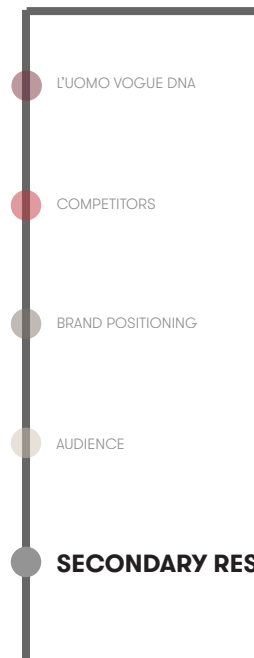
- ✓ Photography
- ✓ Elegant
- ✓ Fashion
- Font Overload
- Heavy Layout

### WHAT DOES L'UOMO VOGUE OFFER?



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

## STRATEGIC 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

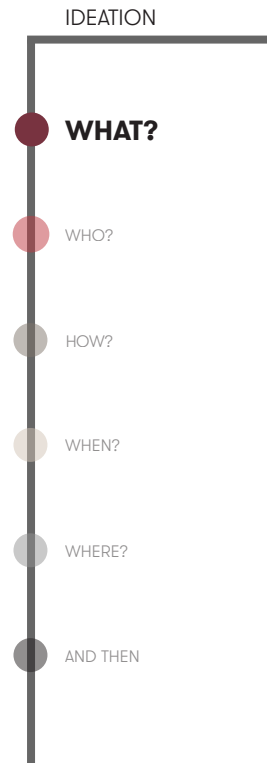


**61% SENIORS HAD INTERNSHIP OR CO-EXPERIENCE**

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



L'UOMO VOGUE EXPERIENCE PROGRAMME  
TO APPEAL TO AN INTERNATIONAL COMMUNITY  
EDUCATING YOUNG GENERATION



**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



## IDEATION

WHAT?

**WHO?**

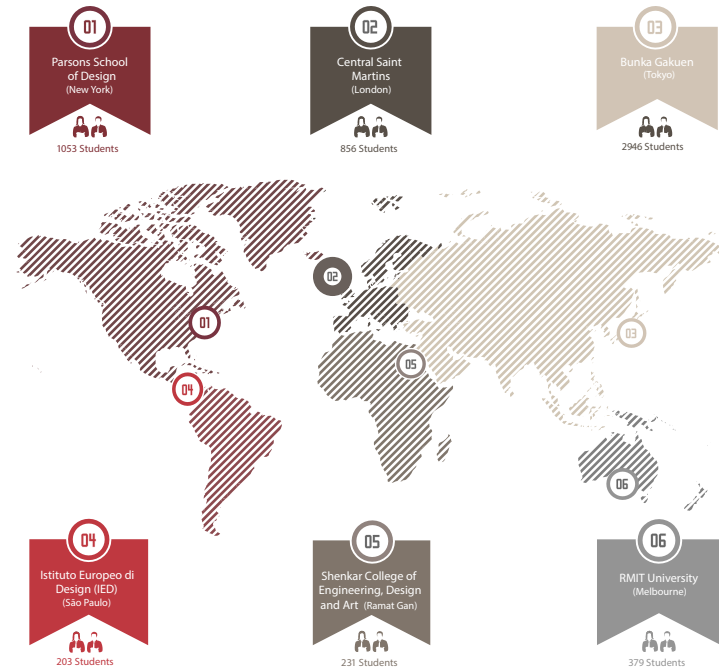
HOW?

WHEN?

WHERE?

AND THEN

## PARTNER WITH INTERNATIONAL FASHION UNIVERSITIES



## IDEATION

WHAT?

WHO?

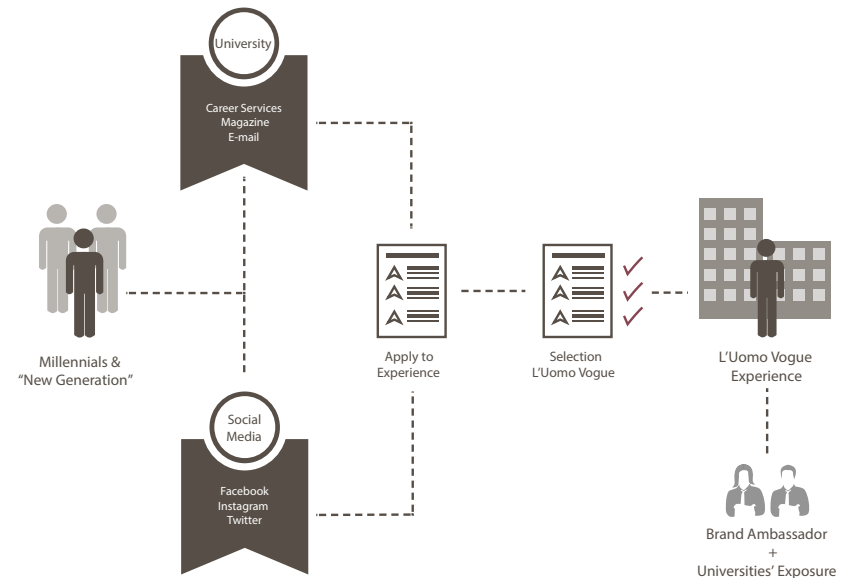
**HOW?**

WHEN?

WHERE?

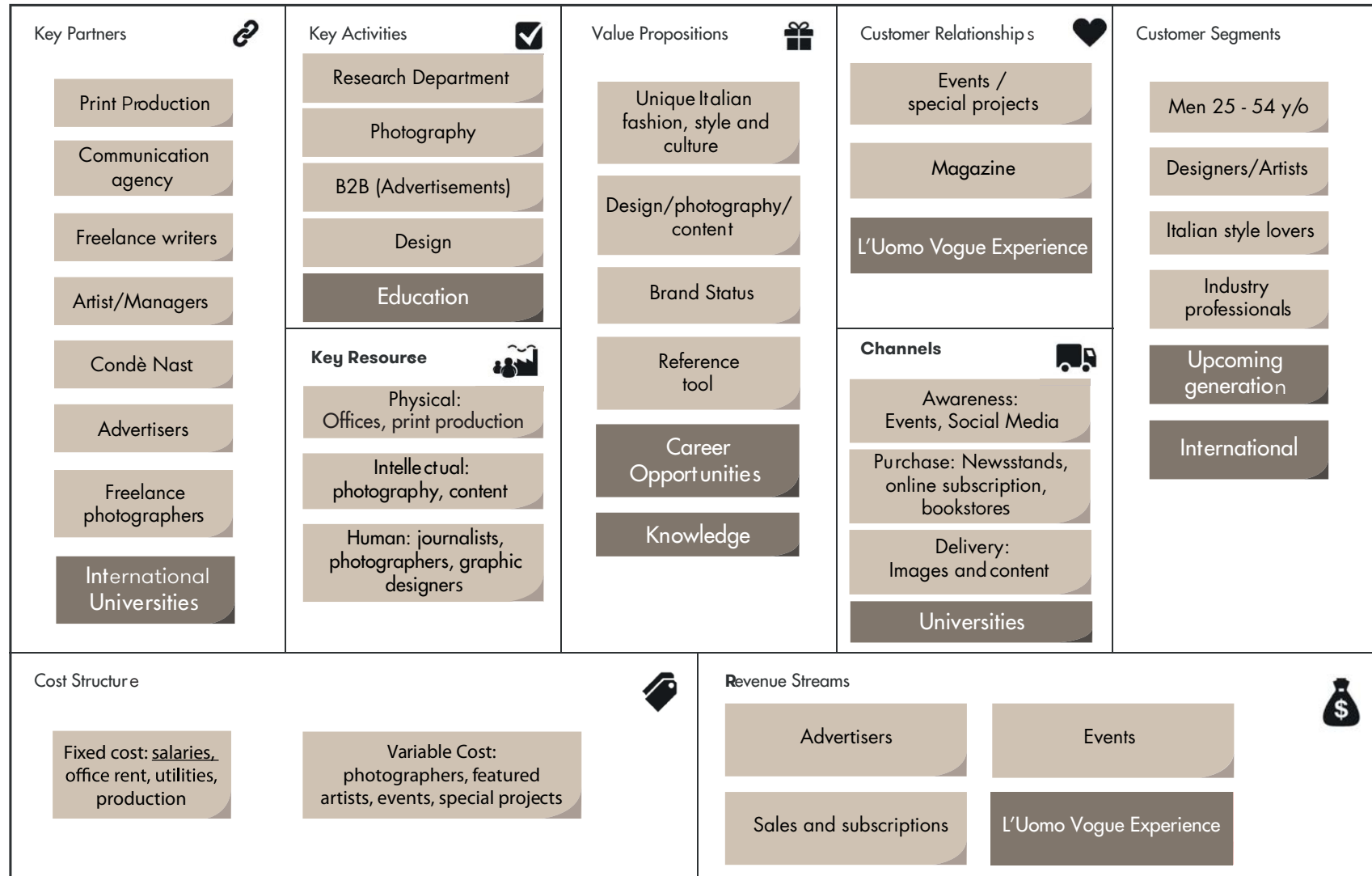
AND THEN

## L'UOMO VOGUE EXPERIENCE





# Business model canvas



# L'uomo Vogue in 2022

## Specialized Programmes

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

2017



2021



## Online Platform

Professionals in the field give lectures/teaches a course

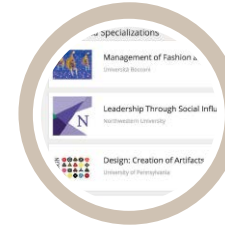
Larger amounts of revenue from widespread market

Cheaper and intensive Courses (one week)

2019



**Start L'Uomo Vogue Experience**



2022

## 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

- **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

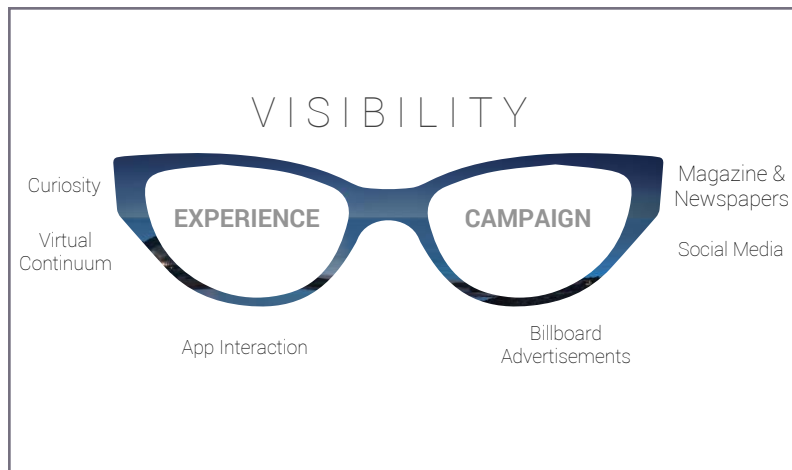
- ITALIAN EXPERIENCE
- TRADITIONAL HOLIDAY SPOTS IN ITALY
- SERVICE PAR EXCELLENCE
- LOCATIONS THAT TRIGGER SENSES
- ITALIAN CULTURAL EXPERIENCE
- WEDDING LOCATIONS
- ACTIVITIES
- LUXURY



# Swot

<p>World Class Luxury Thermal Baths Family friendly Excellent Locations Spa and Wellness</p> <p><b>S</b></p>	<p>Expensive Lack of Visibility Online Niche Target Market</p> <p><b>W</b></p>
<p>Online and Offline marketing App Instant photography option Domestic Tourism</p> <p><b>O</b></p>	<p>Non Effective advertising Increasing Competition</p> <p><b>T</b></p>

# Concept



# Emotions

# Promoting

# Experience

<p>Behavioural Reflective Memories Feelings Visceral</p>	<p>Travel Agency Magazines Newspaper Social Media Campaigns</p>	<p>Unique Innovative Senses</p>
--	---	---

# Storyboard



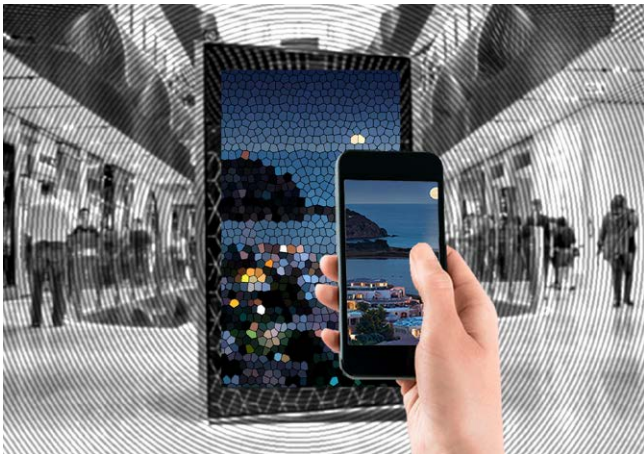
A prospect is walking around the shopping mall.



A billboard catches her attention.



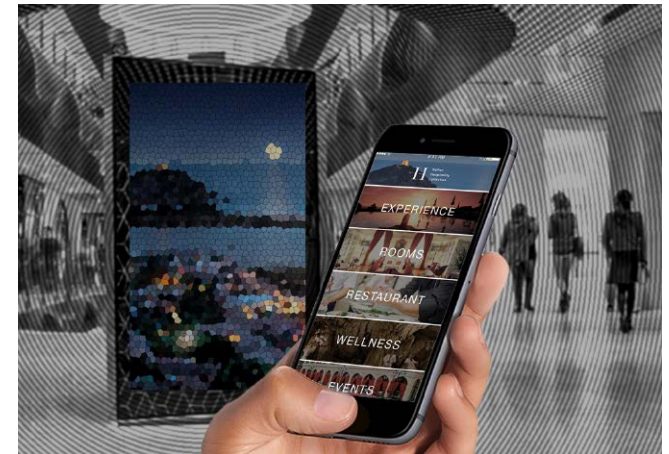
She downloads the app.



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



Fresh Scent



Location



Natural  
Sounds

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

[https://youtu.be/JmKTSW\\_fl3k](https://youtu.be/JmKTSW_fl3k)

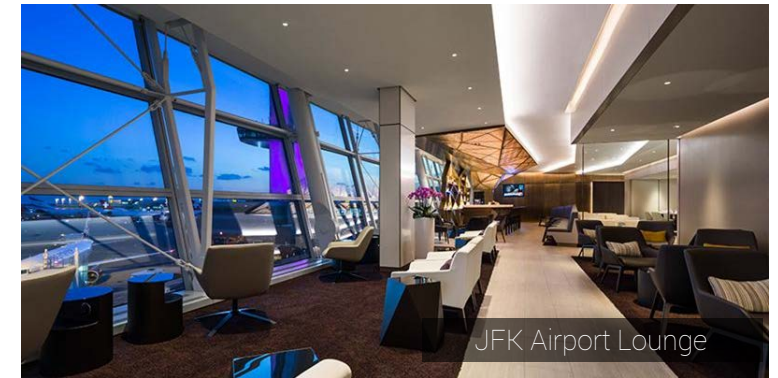
<https://youtu.be/ymgNKGnJ3KU>

# Location

## HIGH END SHOPPING MALLS



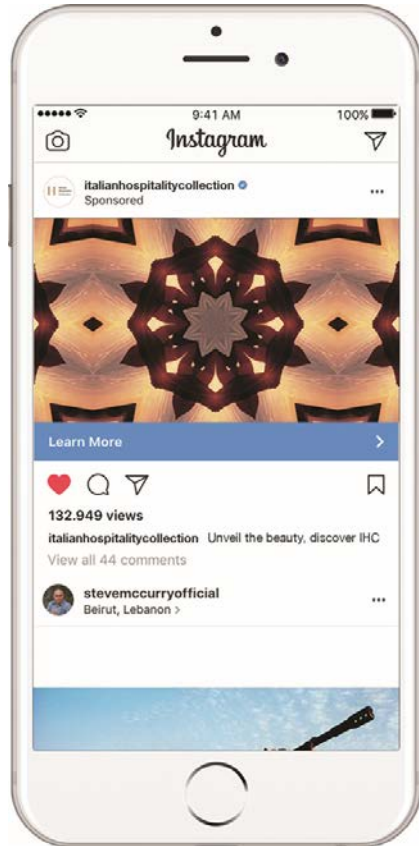
## AIRPORT LOUNGES



# Social media & magazine ad



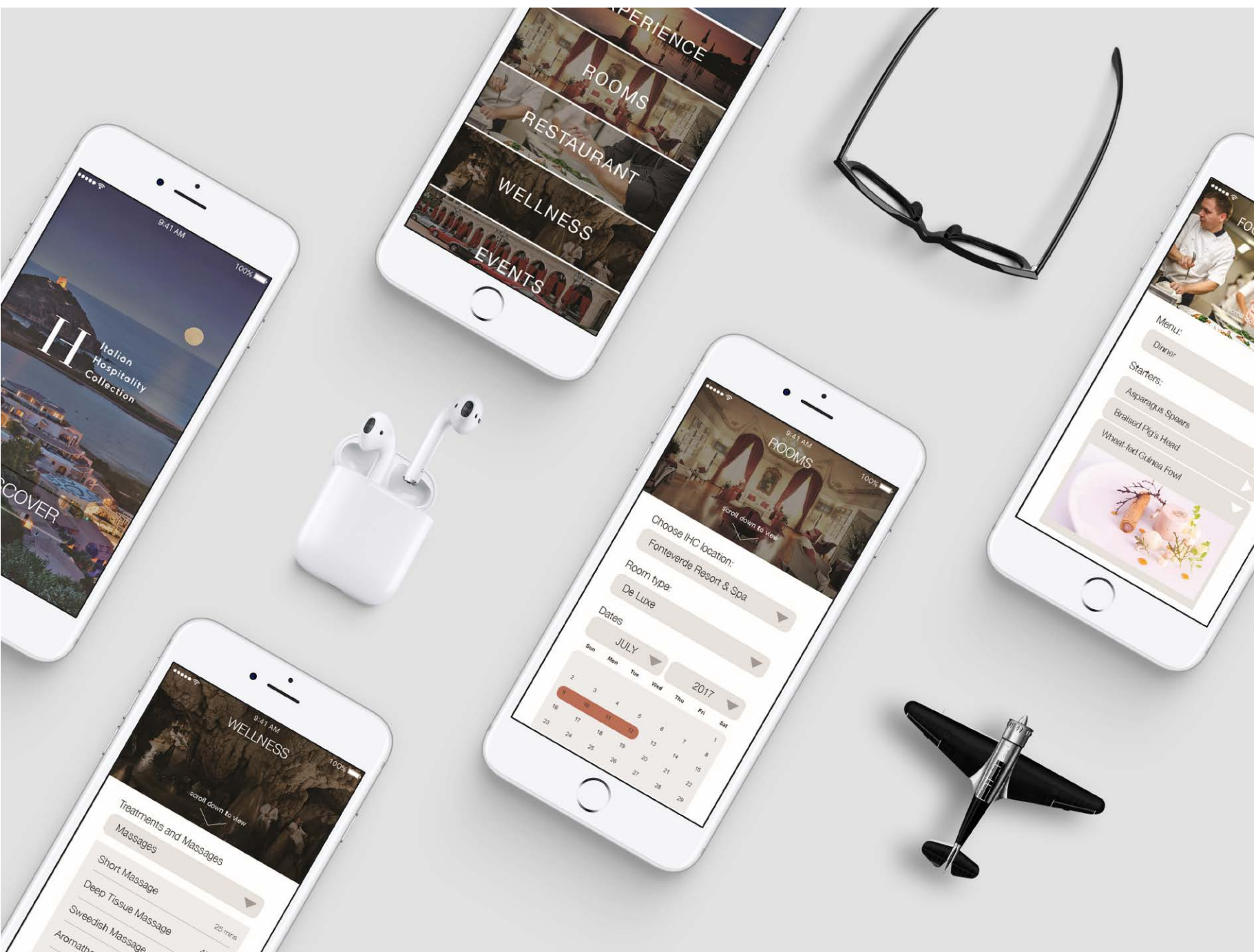
Actual image



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







# 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

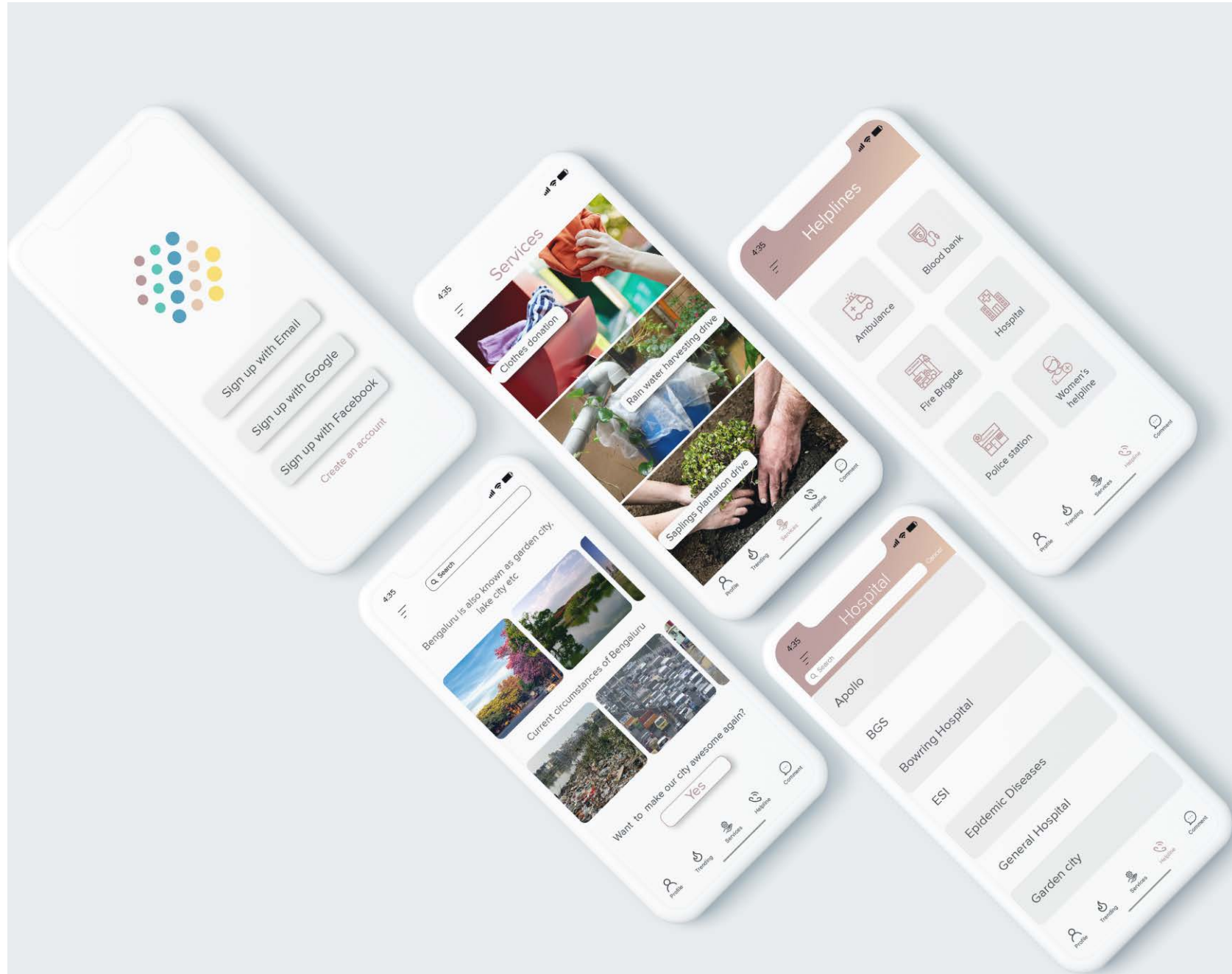
Explore app  
Social media  
Magazines & newspapers  
Book hotel



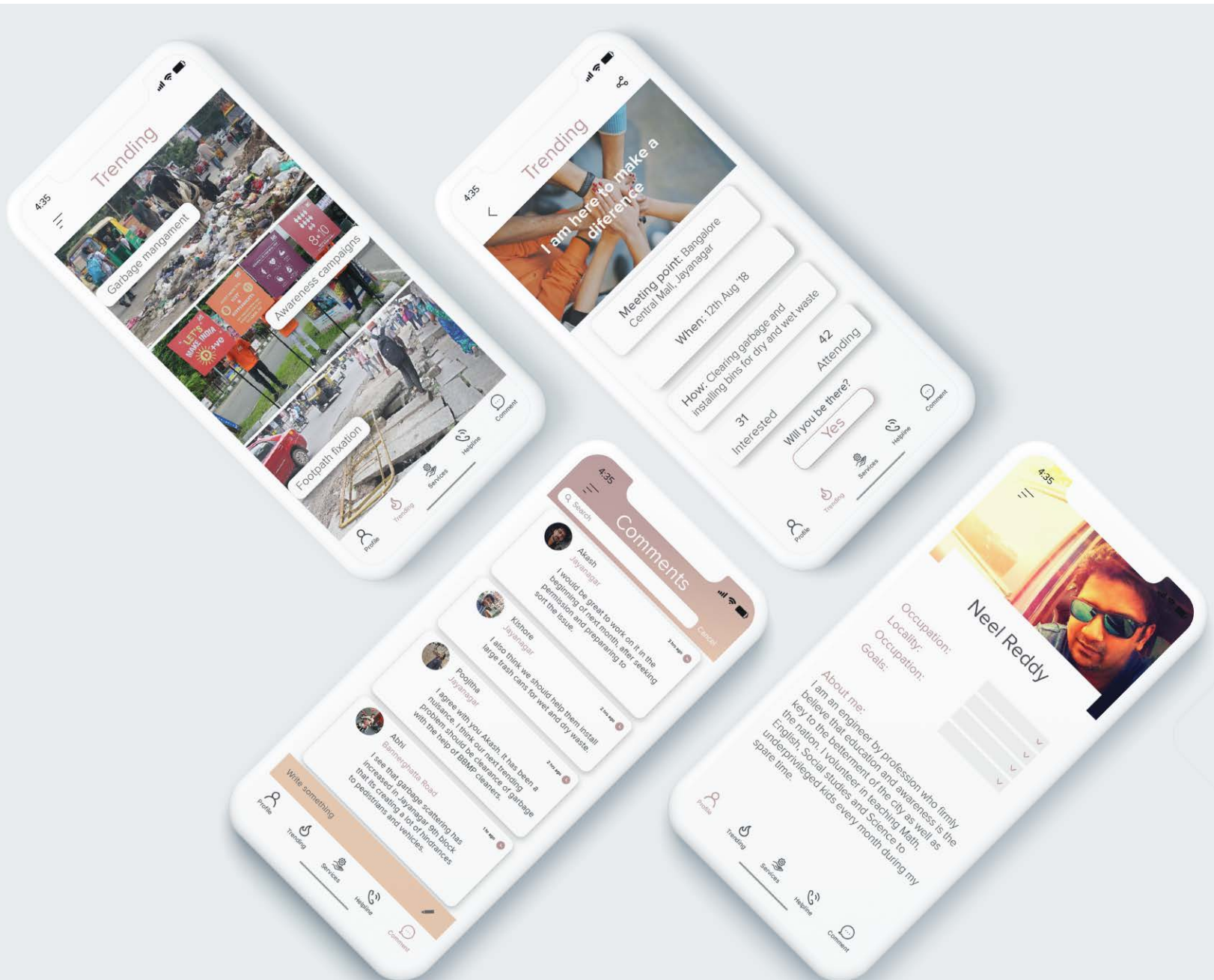
- **UI/UX Design** : Own concept app
- **Concept** : Community based app to bring people together to solve everyday problems of the city and also bring awareness to the citizens to avoid future problems
- **Task** : Design UI and UX of the app to attract users and be a part of 'My City Movement' app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



# Main screens



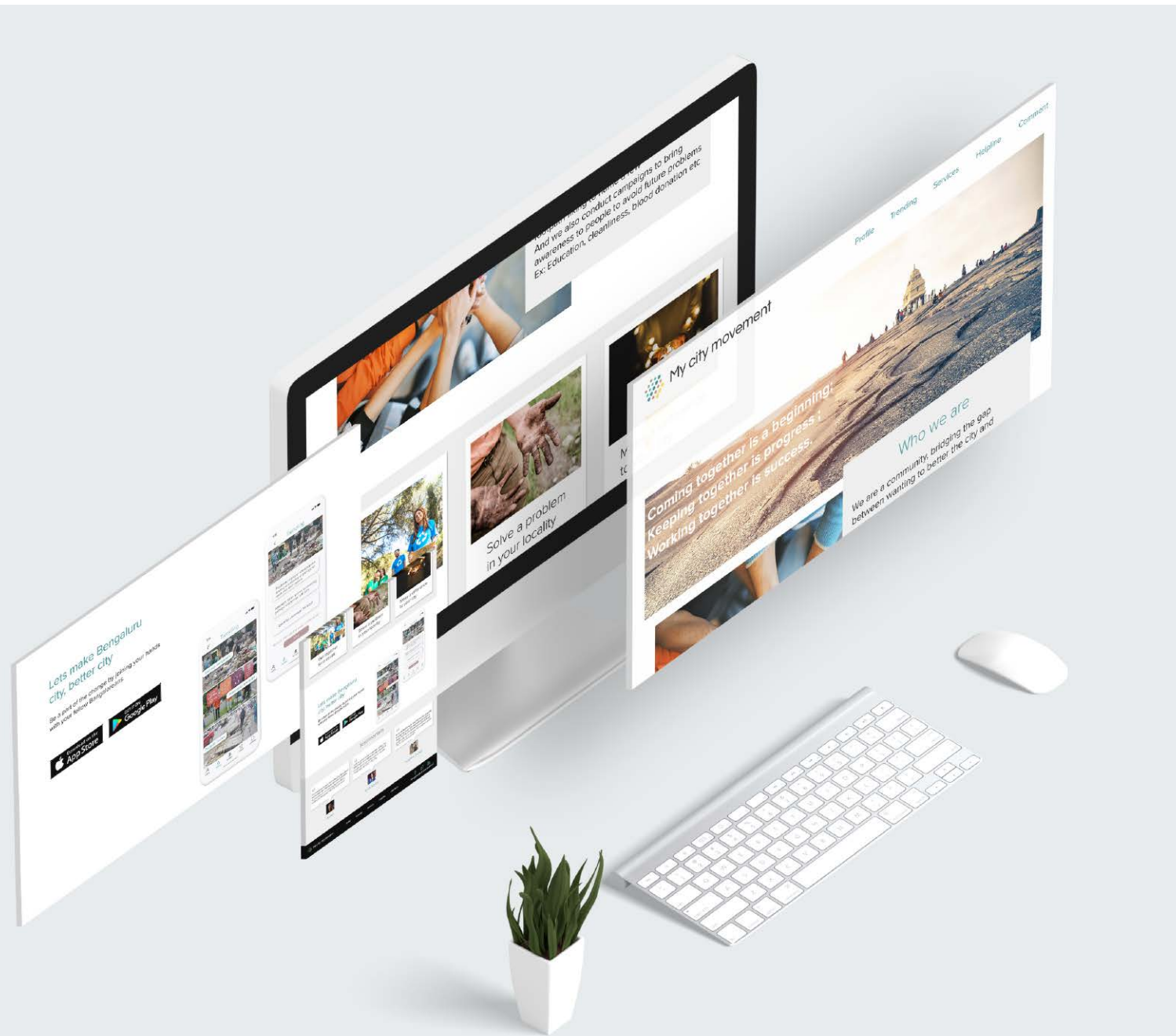
# Main screens





- **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



- **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



# Printables



## Trick Or Treat Juice Bar | cafe

### Beverages Menu

MANGO LACRIMOSE	110	THE BIRD	100
SHRIMP & YAM FINGER	110	ODORINA	100
INDIANE FOND	110	KEYLIME SMOOTHIE	100
PANCAKAGA	110	WATERMELON	100
SMOOTHIE	110	FACTORY CLASSIC	100
SMOOTHIE	110		

### Shakes

FRESH BRUSH	130	WISH WANDA	130
ONE-UP MILK	130	ENTRUST BARS	130
COOL COFFEE	114	FERRETTI COOKIES SHAKE	140
CRISPBALL	140	CHOCOLATE	140
LEMON & CHOCOLATE SHAKE	145	BUTTERSCOTCH CHOCOLATE	140
MEANIE BACON	145	CHOCOLATE HAZELNUT	140
FRUIT & YOGURT	140		
FRUIT & YOGURT	140		

### Mocktails

APPLE ORANGE	120	STRAWBERRY NICKELAND	120
MIRIAM COCKTAIL	120	UNLUCKY HALE	120
CHAMBER COOLER	120	WILLOWICKET	120
ROCK ON TROPIC MOJO	120	FRUIT CUPCAKE MARTINI	120
DEEP BLUE SEA	120		

### New Juice

APPLE	45	AMERICAL WATER	20
PINEAPPLE	45	REDWATER	115
MANGO	45		
ORANGE	45		
FRUIT & YOGURT	45		

### Others

AMERICAL WATER	20
REDWATER	115

Prices are inclusive of all taxes

Trick Or Treat  
Juice Bar | cafe

## Trick Or Treat Juice Bar | cafe

### Appetizers

**FRENCH FRIES** 75  
Crispy french fries with ketchup

**PURITA FRENCH FRIES OR POTATO WEDGES** 85  
Crispy french fries or potato wedges with ketchup

**MEXICANO POTATO WEDGES** 85  
Crispy potato wedges with ketchup

**FULLY LOADED MASHED** 85  
Mashed potatoes with cheese, sour cream, and chives

**STUFFED SPICY POTATO BUNS** 125  
Stuffed potato buns with spicy filling

**CHEESE CHILI DYNAMITE** 125  
Crispy bread with cheese, chili, and jalapenos

**STUFFED YIP FRENCH BREAD** 125  
Stuffed french bread with filling

**BUNNY COIN TENDERLOIN** 125  
Tenderloin with bunny coin

**MILKSHAKE CHICKEN** 125  
Chicken with milkshake sauce

**GARLIC BREAD BANGERS** 130  
Burgers with garlic bread

**SOUTH WESTERN QUESADILLAS** 130  
Quesadillas with southwestern filling

**FRESH MOZZARELLA STEAK** 130  
Steak with fresh mozzarella

**PIZZA** 130  
Various pizza options

**PIZZA PERI PERI BUNNY** 140  
Bunni burger with peri peri sauce

### Sandwiches

**CHICKEN TACO** 140  
Taco with chicken, cheese, and sauce

**CHICKEN PASTA BACON** 140  
Pasta with chicken and bacon

**FRANKO CHICKEN SANDWICH** 150  
Sandwich with franko chicken

**BBQ CHICKEN WRAP** 145  
Wrap with BBQ chicken

**GRUYERE CHICKEN SANDWICH** 145  
Sandwich with gruyere chicken

**SOUTH WESTERN CHICKEN QUESADILLA** 175  
Quesadilla with southwestern chicken

**GOLDEN FRESH FISH FINGER** 180  
Fresh fish finger with golden coating

**SCOTCH WHISKY** 120 \$9  
Whisky with scotch

**PERI PERI PANINI** 125 \$8  
Panini with peri peri sauce

**LOADED BAMBURGO** 125 \$9  
Bamburgo with loadings

**GRILLED PORTOBELLO** 125 \$9  
Grilled portobello mushroom

**DEER ALONG - BARBECUE** 135 \$8  
Barbecue sauce with deer along

**CHOCOLATEY LOAF SANDWICH** 135 \$8  
Sandwich with chocolatey loaf

### Pasta

**PIZZA PANGOCIO** 145 \$18  
Pizza with pangocio

**PIZZA ARABIANATA** 145 \$18  
Pizza with arabianata

**PIZZA AILLO OLIO PEPERONCINO** 145 \$18  
Pizza with aillo olio peperoncino

**PIZZA BOSTA A PIOLATE** 145 \$18  
Pizza with bosta a piolate

**PIZZA PASTAZALADIA** 145 \$18  
Pizza with pastazaladia

**PIZZA BOMBARDI** 145 \$18  
Pizza with bombardi

**PIZZA BOLOGNESE** 145 \$18  
Pizza with bolognese

**PIZZA ALLA BOSE** 145 \$18  
Pizza with alla bose

**PIZZA BOLONNESE** 145 \$18  
Pizza with bolonnese

## Trick Or Treat Juice Bar | cafe

### Salads

**HOUSE SALAD** 100 \$10  
House salad with dressing

**MEDITERRANEAN SALAD** 100 \$10  
Mediterranean salad with feta

**INSALATA CAESAR SALAD** 100 \$10  
Caesar salad with croutons

**INSALATA DE CASA** 100 \$10  
Homemade house salad

**CLASSIC WALDORF SALAD** 100 \$10  
Classic waldorf salad

**MARY WALDORF SALAD** 100 \$10  
Mary waldorf salad

**SOUP WITH POTATO BUNNIES** 100 \$10  
Soup with potato bunnies

### Burgers

**TRICK OR TREAT BUNNY BURGER** 120 \$14  
Bunni burger with special sauce

**TRICK OR TREAT CHOCOLATE BURGER** 120 \$14  
Burger with chocolate sauce

### Other

**HOUSE SALAD** 100 \$10

**MEDITERRANEAN SALAD** 100 \$10

**INSALATA CAESAR SALAD** 100 \$10

**INSALATA DE CASA** 100 \$10

**CLASSIC WALDORF SALAD** 100 \$10

**MARY WALDORF SALAD** 100 \$10

**SOUP WITH POTATO BUNNIES** 100 \$10

PRICES ARE INCLUSIVE OF ALL TAXES

**Trick Or Treat**  
Juice Bar | cafe

18 K.L. O'ROURKE ST. PARKSIDE CHURCH COMPLEX  
MOUNT ROSS, BRISBANE - 4000

TEL: 451 90078006  
E-MAIL: trickortreat@gmail.com

- 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



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.



- **Linkedin** : <https://www.linkedin.com/in/keerthana-reddy-a7b43450/>
- **Behance** : <https://www.behance.net/keerthanar9b7b>
- **Skype** : keerthana259
- **Email** : keerthanareddy259@gmail.com
- **Phone** : +91 9886125167
- **Address** : JP Nagar, Bengaluru City, India