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Design

One Word, Multiple Perspectives

Sustainable Design

UX/UI Design

SaaS & UI Design

Architecture & Interior Design

Business & Strategy Design

Graphics & Visual Design

Design Thinking

Industrial Product Design

Human Centred Design

Fashion Design

Motion & Interaction Design

Digital Product Design

Brand & Identity Design

AI & Algorithm Design

Service Design



Nikunj Chaurasiya, Sr. UX and UI Designer

Sustainable Design 🌱

“Creating eco-friendly, durable solutions that benefit both people and the planet.”

Decrease - Reduce environmental impact

Empathise - Understand ecological and user needs

Select - Choose sustainable materials and methods

Implement - Integrate eco-conscious practices

Generate - Develop long-lasting and impactful designs

Nurture - Promote awareness and responsible consumption

UX/UI Design 📱

“Designing intuitive, engaging digital experiences that prioritise user needs.”

Define - Identify user needs and business goals

Empathise - Understand users through research

Structure - Create wireframes and information architecture

Interact - Design intuitive and engaging interactions

Guide - Ensure smooth user flows and accessibility

Nurture - Continuously improve and iterate based on feedback

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SaaS & Dashboard UI Design 💻

“Crafting clear, functional interfaces for data-driven software platforms.”

Data-driven - Leverage insights for design decisions

Efficient - Create scalable and functional interfaces

Simplify - Reduce cognitive load with clean layouts

Interactive - Design engaging user experiences

Guide - Help users navigate complex information

Next-level - Continuously optimise and innovate

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Architecture & Interior Design 🏛️

“Designing functional, aesthetically pleasing spaces that enhance human experience.”

Dream - Envision spaces that inspire and function.

Engage - Connect with users’ needs and experiences.

Structure - Create layouts that are both practical and aesthetic.

Integrate - Blend materials, lighting, and textures seamlessly.

Guide - Direct movement and flow within spaces.

Nurture - Evolve designs for comfort, sustainability, and style.

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Business & Strategy Design 📊

“Structuring systems and strategies to drive growth, efficiency, and value.”

Define - Identify business goals, user needs, and market opportunities.

Evaluate - Analyse data, competition, and potential risks.

Strategies - Develop a roadmap for innovation, scalability, and profitability.

Implement - Execute plans through design, technology, and processes.

Grow - Optimise, iterate, and expand for long-term success.

Navigate - Adapt to changing trends, challenges, and market demands.

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Graphic & Visual Design 🎨

“Using visuals to communicate ideas and evoke emotions through design.”

Dream - Conceptualise and brainstorm ideas

Experiment - Explore different design elements

Stylise - Apply typography, colours, and layouts

Illustrate - Create visuals and assets

Generate - Develop a polished design

Narrate - Communicate a clear and impactful message

Design Thinking 🧠

“A user-centred approach to problem-solving and innovation.”

Discover - Research and understand user needs

Evaluate - Analyse requirements and constraints

Sketch - Ideate and Visualise solutions

Implement - Build and prototype

Grow - Iterate and refine based on feedback

Navigate - Ensure usability and seamless experience

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Industrial Product Design ⚒️

“Creating efficient, practical, and visually appealing products.”

Define - Identify user problems and requirements

Engineer - Develop functional and aesthetic solutions

Simulate - Prototype and test ideas

Innovate - Improve and refine designs

Gauge - Measure usability and feasibility

Network - Collaborate with teams for production

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Human-Centred Design 👬

“Designing solutions that prioritise real human needs and behaviours.”

Discover - Understand user problems

Engage - Connect with real user needs

Synthesise - Organise insights and ideas

Iterate - Prototype and refine solutions

Guide - Ensure usability and accessibility

Nurture - Continuously improve based on feedback

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Fashion Design 👗

“Crafting wearable art that balances style, comfort, and functionality.”

Dream - Visualise unique concepts and styles.

Explore - Experiment with fabrics, colours, and patterns.

Sketch - Design initial concepts and silhouettes.

Innovate - Push boundaries with creative ideas and techniques.

Guide - Ensure designs are practical, wearable, and trendy.

Nurture - Adapt designs to market needs and personal expression.

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Motion & Interaction Design 🎬

“Designing dynamic, engaging experiences through movement and interactions.”

Develop - Conceptualise movement and transitions

Experiment - Explore animations and micro-interactions

Simplify - Ensure smooth and meaningful interactions

Innovate - Push creative boundaries for user delight

Gauge - Test usability and responsiveness

Navigate - Create seamless flow in digital experiences

Digital Product Design 🌐

“Building digital products that solve user problems with a focus on usability.”

Define - Identify pain points and business goals

Establish - Set usability and accessibility guidelines

Sketch - Wireframe and layout the structure

Implement - Develop high-fidelity UI and interactions

Grow - Improve user experience through testing

Navigate - Ensure seamless and intuitive usability

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Branding & Identity Design 📣

“Defining and shaping a brand’s personality and visual identity.”

Define - Understand brand values and personality

Envision - Create a visual identity concept

Stylise - Design typography, colour palettes, and logos

Illustrate - Develop brand assets and mockups

Guide - Set branding guidelines for consistency

Nurture - Evolve the brand with time and trends

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AI & Algorithmic Design 🤖

“Creating intelligent systems and algorithms to optimise efficiency and innovation.”

Data-Driven - Leveraging structured and unstructured data for insights.

Experimentation - Iterating models, testing algorithms, and refining performance.

Scalability - Ensuring AI solutions work efficiently across large datasets.

Innovation - Creating intelligent, adaptive, and automated systems.

Governance - Implementing ethical AI, fairness, and responsible decision-making

Navigation - Continuously optimising algorithms for accuracy and efficiency.

Service Design 🌐

“Designing end-to-end services that provide seamless, user-friendly experiences across all touchpoints.”

Define - Understand the problem, user needs, and business goals.

Empathise - Dive deep into user research to identify pain points.

Streamline - Optimise processes for efficiency and effectiveness.

Integrate - Ensure a seamless experience across all touchpoints and channels.

Guide - Design clear, consistent interactions throughout the service journey.

Navigate - Adapt to feedback and continuously improve the service.

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