

## ABOUT

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**Jithin Babu**  
Digital Product Designer  
Portfolio 2025

# About

As a Digital Product Designer, my 13-year journey spans across startup and corporate design teams. I specialize in crafting impactful user experiences that enhance business outcomes. I am skilled in collaborating with a spectrum of stakeholders, bridging gaps between clients and software development teams to transform ideas into refined digital products.

Photography and travel fuel my inspiration, continually offering fresh perspectives that enrich my work.

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UX Case Study 1:

# A Design System for CSR

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## Details

When I joined the UX team, I noticed a crucial gap in our approach to digital initiatives. The Corporate Social Responsibility department had launched various nationwide programs, but the digital aspect lacked consistency. Digital solutions of each program, despite falling under the same brand, had their own unique visual traits, leading to an inconsistent user experience. This discrepancy was due to our budding design team operating without a unified design system or component library.

It was evident that our digital efforts needed a fundamental shift, and developing a robust design system emerged as the key solution to streamline our work and enhance user experiences.

## Role

UX Lead

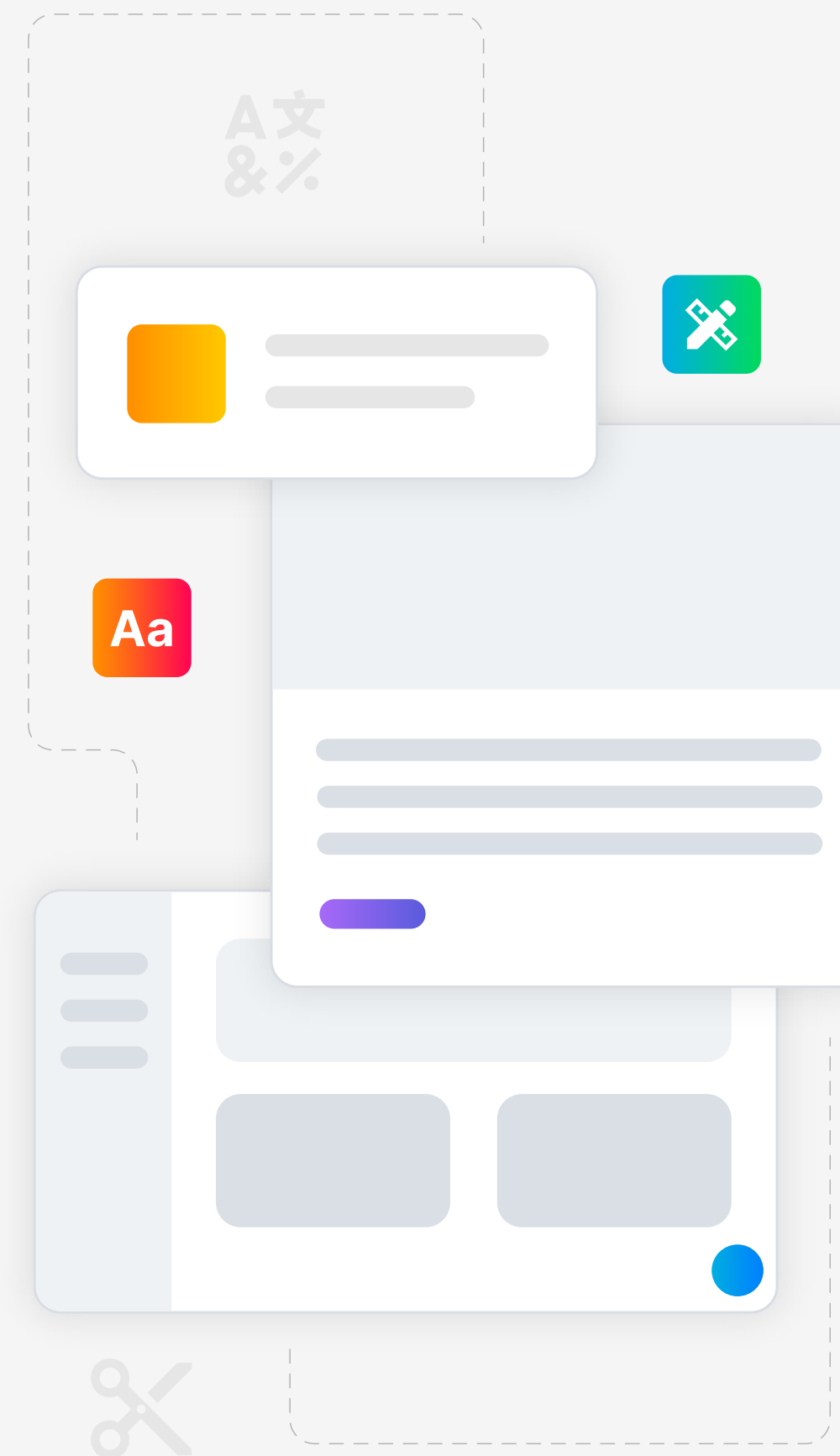
## Tools

[Figma](#), [Adobe XD](#), [Mural](#)

## Scope of work & duration

UX Design System, 2 Years

*“No design system means disconnected user experience.”*



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Dealing with an unstructured design process

Our unstructured design process affected everyone involved, influencing how we operated and strategized.

Experiencing inconsistent user issues

End users faced inconsistent experiences with desktop-focused solutions lacking mobile adaptability.

Developer’s struggle

For developers, crafting unique components for each program became a challenge due to our fragmented design practices.

Navigating design challenges

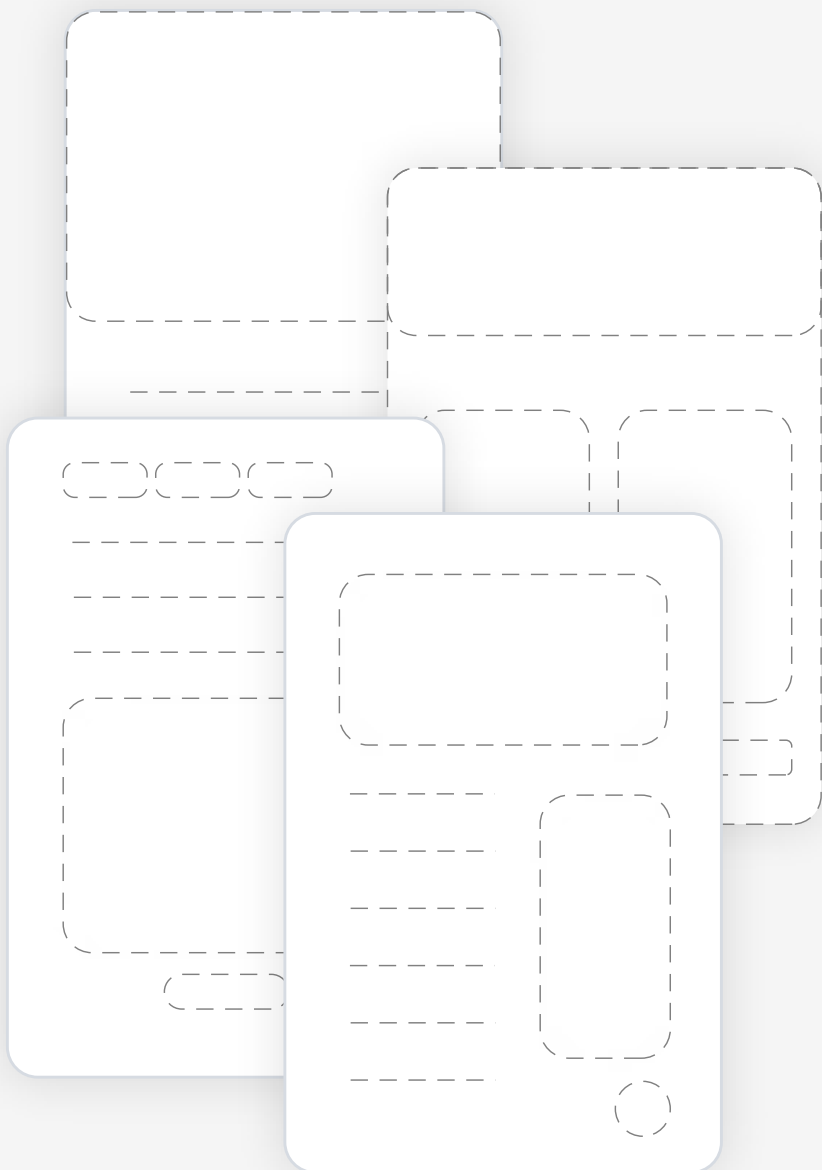
Designers grappled with conflicting patterns, duplicated components, and inefficiencies across projects. Our lack of structure caused delays, affecting our Agile plans.

Client’s time to market concerns

Clients weren’t satisfied with our Time to Market (TTM), despite the hard work from our design and development teams.

*An initial audit revealed that for our 5 web applications there were more than 750 unique design elements.*

*Designers hesitated to adopt the design system, fearing it might limit their creativity if all products shared the same design components.*





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## Navigating existing projects and processes

Before initiating change, we delved into understanding our current processes, identifying what worked well, and spotting areas needing improvement. Together, we uncovered a significant gap between the UX and Development teams, each operating with separate priorities, deadlines, and approaches.

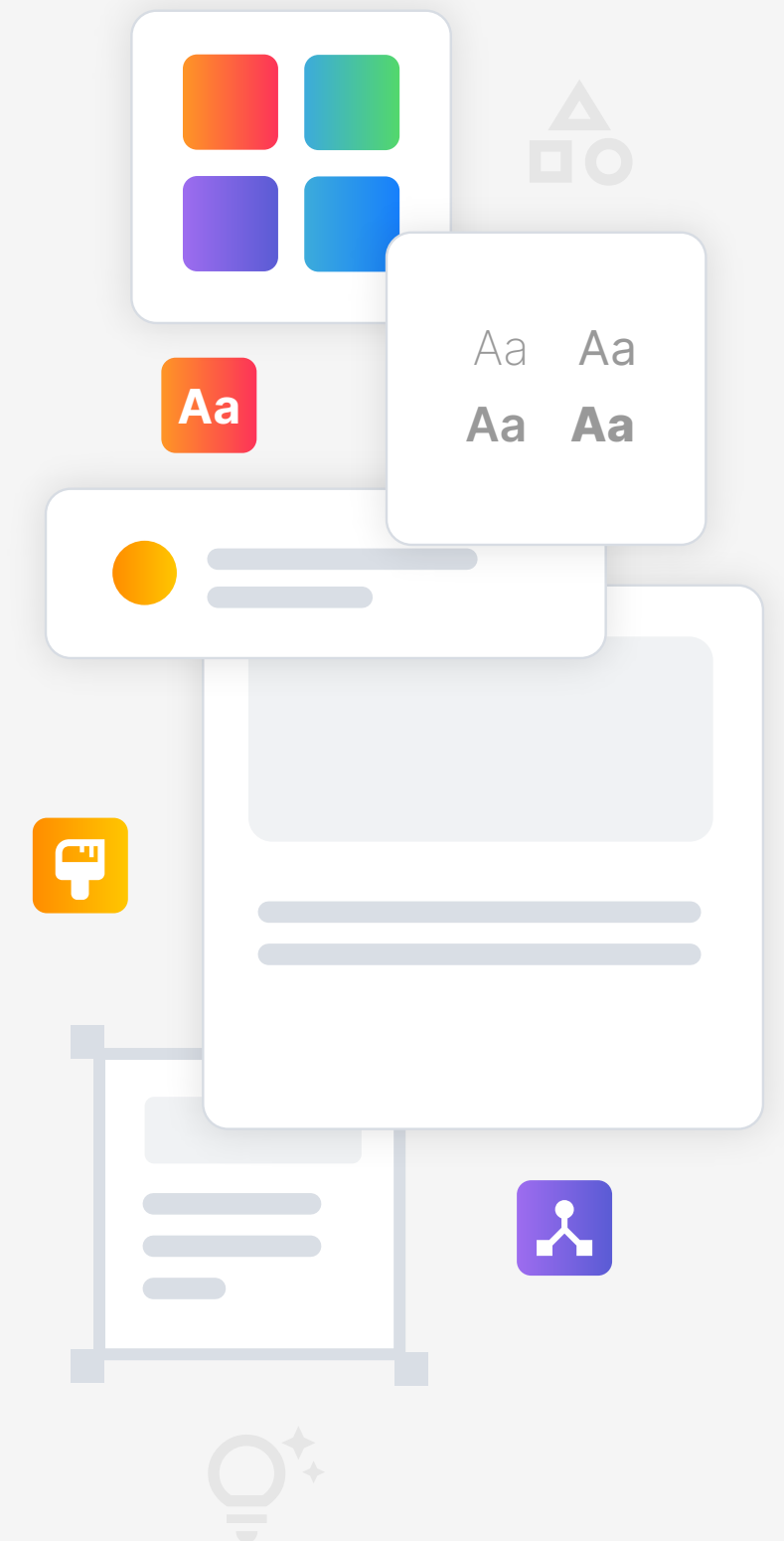
## Gaining support

Despite realizing the importance of a design system, our UX team initially postponed its implementation, functioning in isolated silos with unique design patterns and timelines. However, as time progressed, both the development and project management teams began recognizing the vital role a design system plays in fortifying the agile process and ensuring top-notch digital solutions.

## Building a component library and documentation

Through extensive audits of ongoing projects, we collected design elements to curate a comprehensive UI inventory, enhancing and refining unique components as a team. This collective effort culminated in the establishment of a component library that aligned with our corporate branding guidelines. Detailed documentation accompanied these components and design patterns, outlining usage instructions and guiding principles. Subsequently, the development team built a code repository based on these components, collectively integrating them into our design system.

*We ultimately utilized Bootstrap codes(V4.5) as the foundation for our design system's code repository.*



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## Enhanced refinement of the design process

Through this initiative, we pinpointed the shortcomings of the current process and leveraged the design system to optimize it across multiple stages. This system empowered designers to swiftly and easily create designs, eliminating the need to craft custom components repeatedly. Consequently, it ensured a consistent user experience across products while significantly expediting iteration cycles.

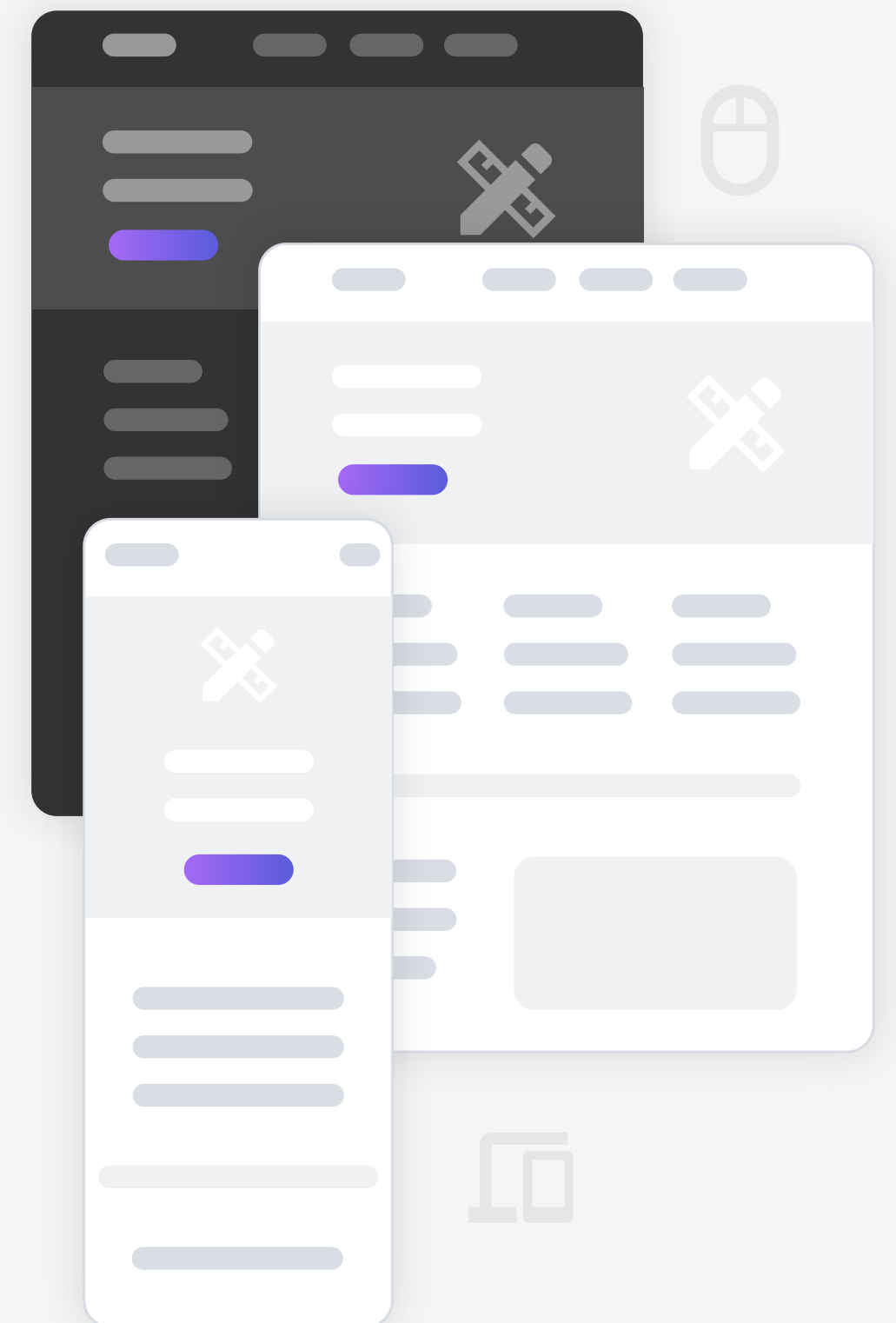
## Accessible and adaptable solutions

During the design system development, paramount importance was placed on meeting accessibility standards. We provided extensive documentation and visualized adaptable design components and patterns, showcasing their flexibility and responsiveness to accommodate various requirements.

## A continuously evolving framework

Our vision for the design system was its perpetual growth. We structured it to seamlessly incorporate new additions without disrupting existing components and patterns, ensuring a scalable and enduring system.

*Implementing the Design system slashed Time to Market (TTM) from weeks to days, elevating the quality of our output.*



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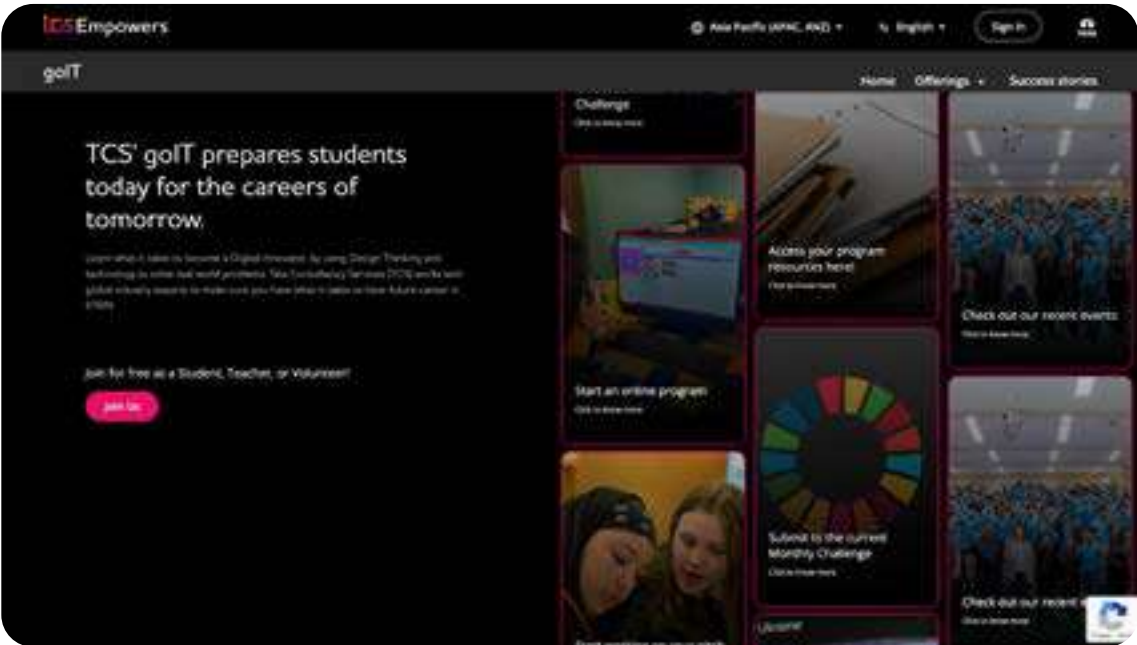
A Design System for CSR

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**TCS Empowers** manages IT requirements for CSR initiatives, including the flagship program **TCS Go Innovate Together (TCS goIT)**, fostering computational thinking in students. As the **UX Lead**, I played a key role in enhancing delivery quality by optimizing the design workflow. The introduced design system significantly improved designer output, streamlined developer tasks with component library, and expedited overall product delivery under TCS Empowers.

The TCS Empowers Design System, being an internal asset, cannot be publicly disclosed due to the constraints of a non-disclosure agreement.

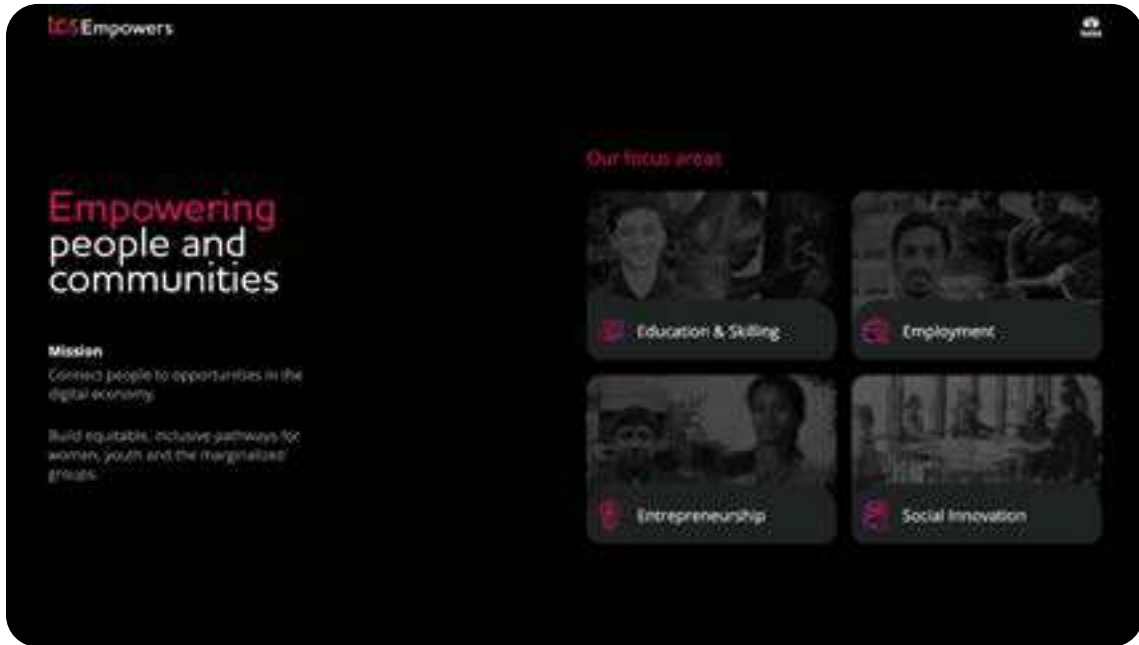
TCS goIT



Mexico Hackathon



TCS Empowers Hub



READ MORE ABOUT THIS CASE STUDY ↗



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UX Case Study 2:

# Joint Application Design (JAD) for making a Cloud Analytics Platform

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## Details

During my time at one of the Big Four firms, I had the chance to dive into exciting projects alongside an energetic cross-functional team. From Minimum Viable Products (MVPs) to fully-fledged production-ready applications, I played a key role as a User Experience Architect, collaborating closely with both clients and software development teams.

The auditing applications, coming from different teams and platforms, were crucial for core auditing functions of the corporate. The Global Analytics Platform project aimed to bring all these diverse applications together, creating a unified ecosystem to streamline operations on a single platform.

## Role

User Experience Architect

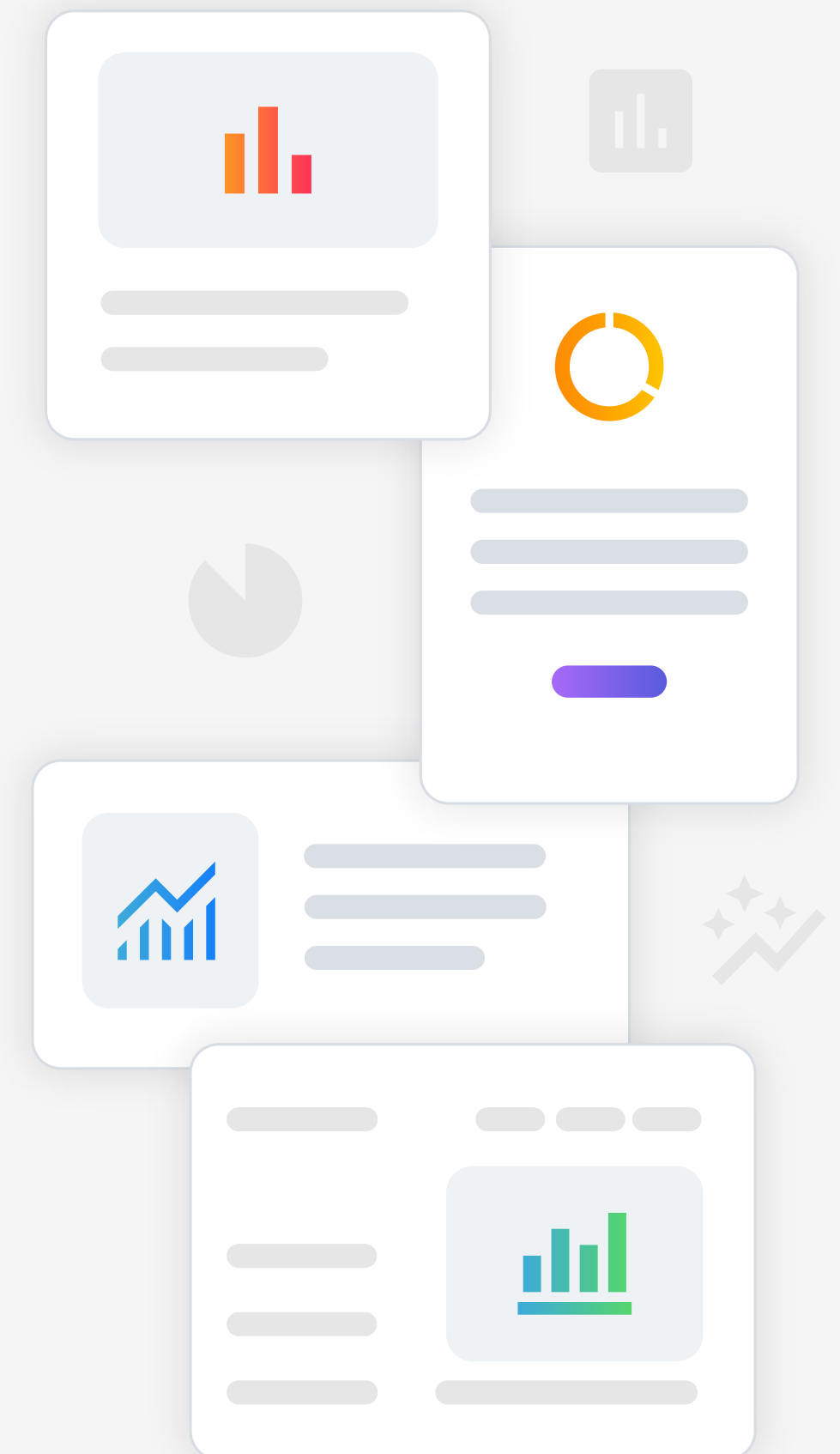
## Tools

[Adobe XD](#), [Axure RP](#), [Mural](#), [Abstract](#)

## Scope of work & duration

Web application, 3 Years

*In JAD, UX voiced the user, guiding the development process.*



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## Establishing digital product style

At the project's start, we lacked a designated design system or UI/UX style guide for digital products, relying solely on marketing guides. As the project evolved, integrating globally developed design components greatly improved and unified our design process.

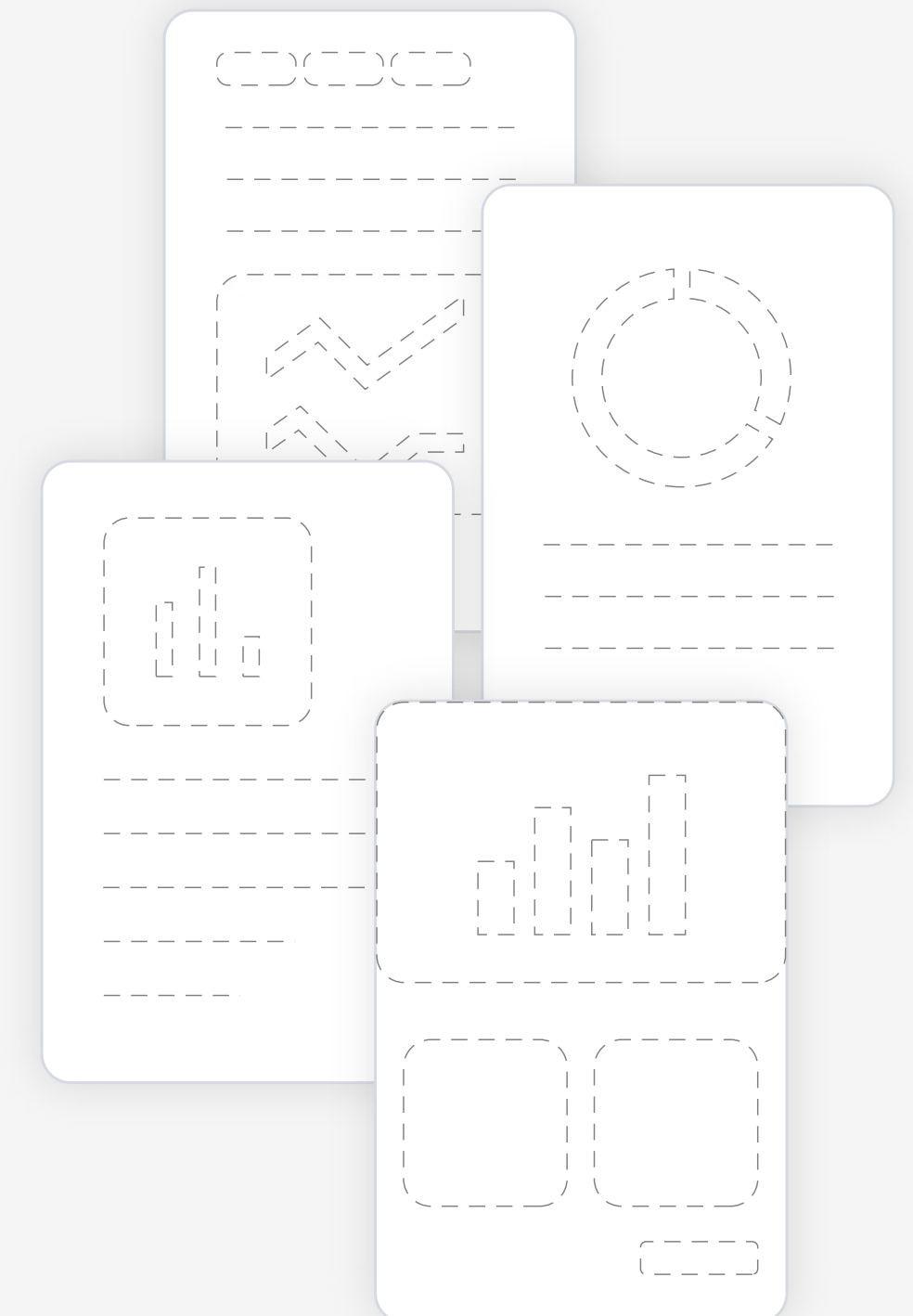
## Setting future standards

With the concept of a novel platform and applications, our designs needed scalability for forthcoming applications in this ecosystem.

## Adapting design tools

We began with Axure RP, creating highly realistic prototypes. However, due to collaboration limitations, we later shifted to more versatile tools like Invision, Adobe XD, and Abstract. These tools improved sprint version management and fostered better collaboration within the team.

*We picked UX tools based on the outputs we needed to validate with clients. When new UX tools came along, integrating them into our workflow made everything smoother and more efficient.*



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## Orchestrating design workshops & idea generation

Kicking off our project, we dove into Joint Application Design (JAD) sessions, bringing together clients, project management, design, and development teams. These sessions were pivotal in discussing requirements, exploring ideas, and identifying challenges. Crafting User Personas and mapping their journey through User Journeys gave us a visual roadmap of the user experience. We kept refining these personas and journeys, welcoming input from all stakeholders, which greatly enriched our understanding.

## Collaborating within a dynamic team

To drive the project forward, we formed a dedicated cross-functional team overseeing design, development, and deployment. Keeping pace with the project's speed, we meticulously aligned our design process and deliverables with the rapid development strides.

Pre-workshop

### Preparation



- Discover - define - ideate - create
- User persona & User journey
- Lo-fi Wireframes

Design Workshop

### Workshop



- Validate User persona & User Journey
- Validating Hi-fi Wireframes
- User story formation with Hi-fi wireframes
- Development planning with wireframes

Development

### Sprint Start



- Hi-fi designs creation and review
- Sending UX deliverables for development
- Review developed screens
- User testing developed screens

### Sprint End

Next Release

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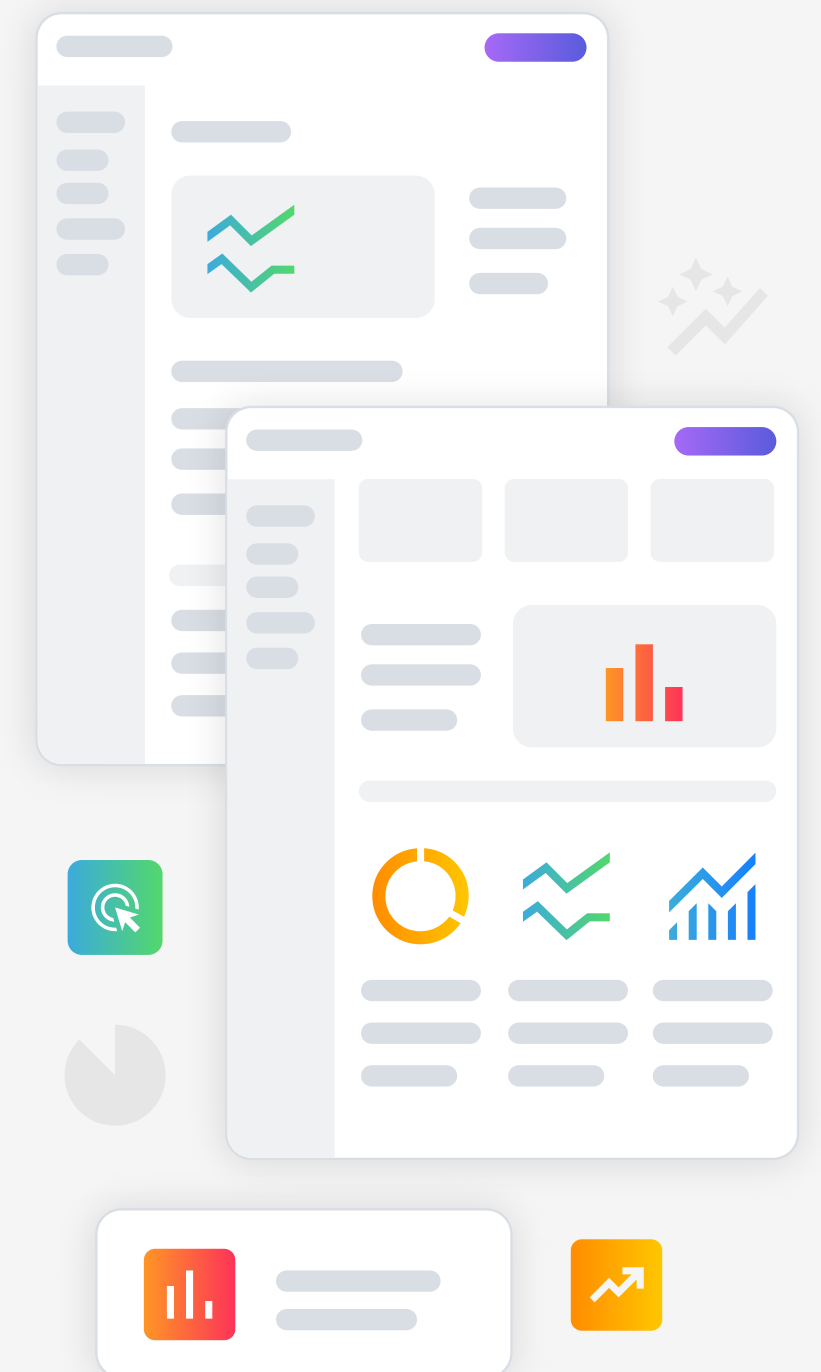
## Creating wireframes & prototypes

Working closely with Business Analysts (BAs), I translated detailed business requirements into wireframes and interactive prototypes for client validation. These wireframes became foundational, aligning both business and development teams. Informed by requirement insights, we crafted conceptual designs and user flows, using interactive prototypes to spark discussions and refinements.

## Design integration with development

Structuring the User Interface (UI) based on approved wireframes, I collaborated with the business team for iterations. Leveraging *Abstract* for version control, *Azure DevOps* became our central hub for managing projects, ensuring seamless collaboration among clients, BAs, development, and design teams.

*Starting JAD sessions at the beginning of the development cycle not only sped up our progress but also allowed our UX team to craft applications by directly collaborating with our clients.*



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UX Case Study 2:

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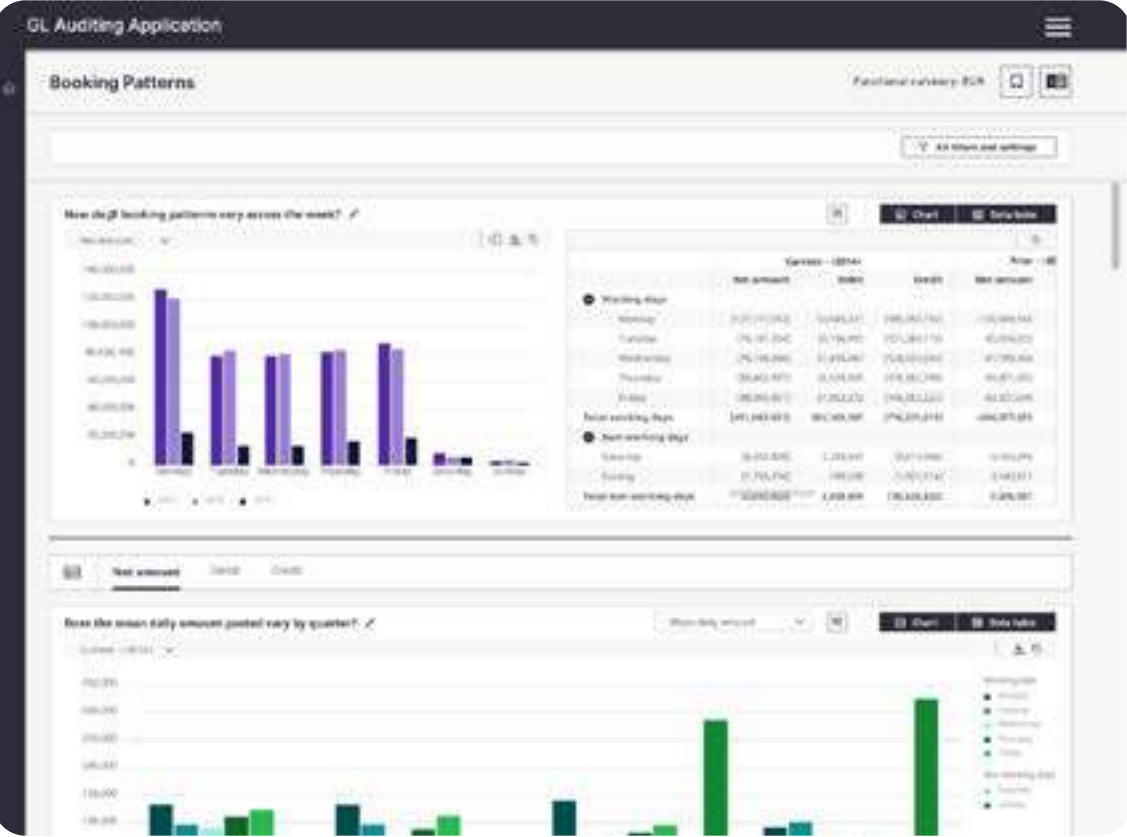
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The **GL Analyzer**, an integral component of the global audit analytics platform **Helix**, specializes in examining and analyzing general ledger (GL) journals of any size. Initially, GL Analyzer featured both desktop and cloud versions. This project focused on consolidating GLA into a single analyzer, designed for deployment as an application on the Global Analytics-Helix platform. As the **UX Architect**, my responsibilities included understanding client business requirements, creating and validating user personas and journey maps, and designing applications such as the data preparation tool and GLA web app.

GLA webapp

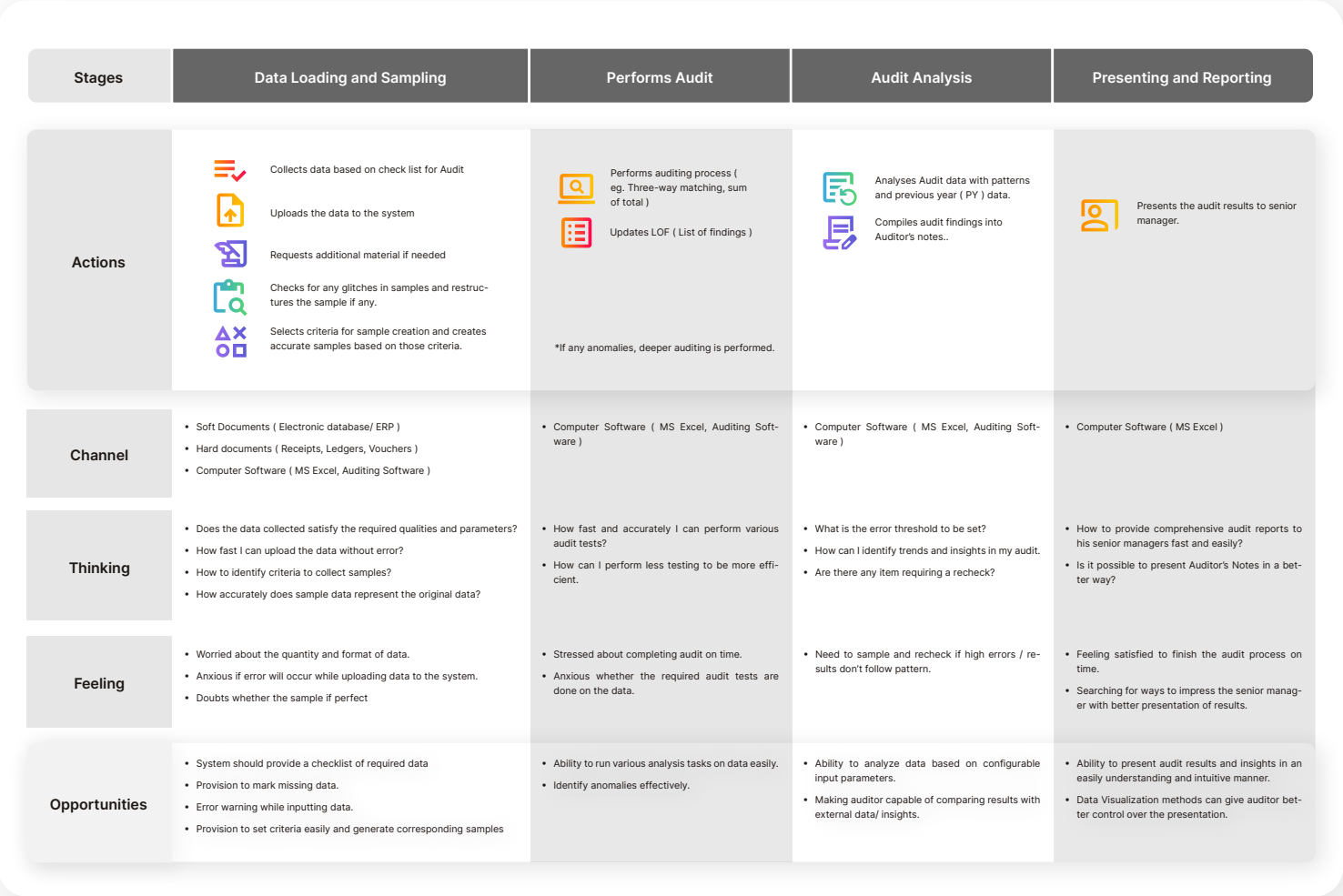


READ MORE ABOUT THIS CASE STUDY ↗

User Persona Sample



User Journey Sample





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UX Case Study 3:

# An Immersive User Journey in Figma

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## Details

The **Data Product Market Place (DPM)** was more than a digital storefront, it served as a hub connecting consumers, producers, and the governance of data products. Imagine it as an online supermarket where users could effortlessly browse through diverse data products, explore details, and download what they needed.

Beyond the standard web platform, the client sought to add an interactive demo, a hands-on experience for anyone to grasp the essence of DPM.

## Role

UX Architect

## Tools

Figma, Figjam

## Scope of work & duration

Figma Prototype, 6 Months

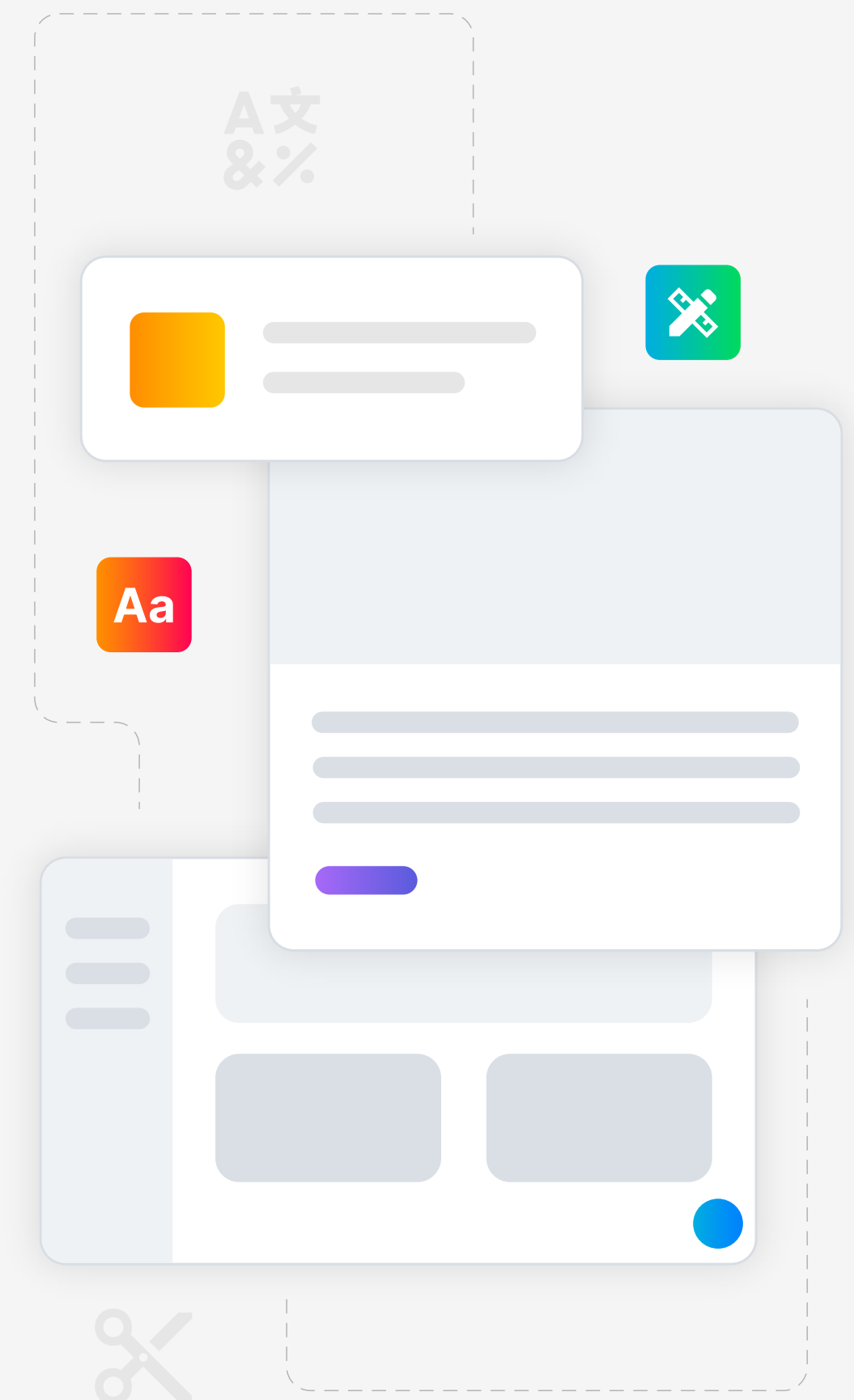
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*“If you can’t explain it simply, you don’t understand it well enough”*



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UX Case Study 3:

# An Immersive User Journey in Figma

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## User-Friendly Exploration

Our mission was to simplify the intricacies of data products, likened to strolling through supermarket aisles. The interactive demo helped the users, allowing them to click on marked elements and seamlessly explore the interconnected flows, revealing the concepts behind data products.

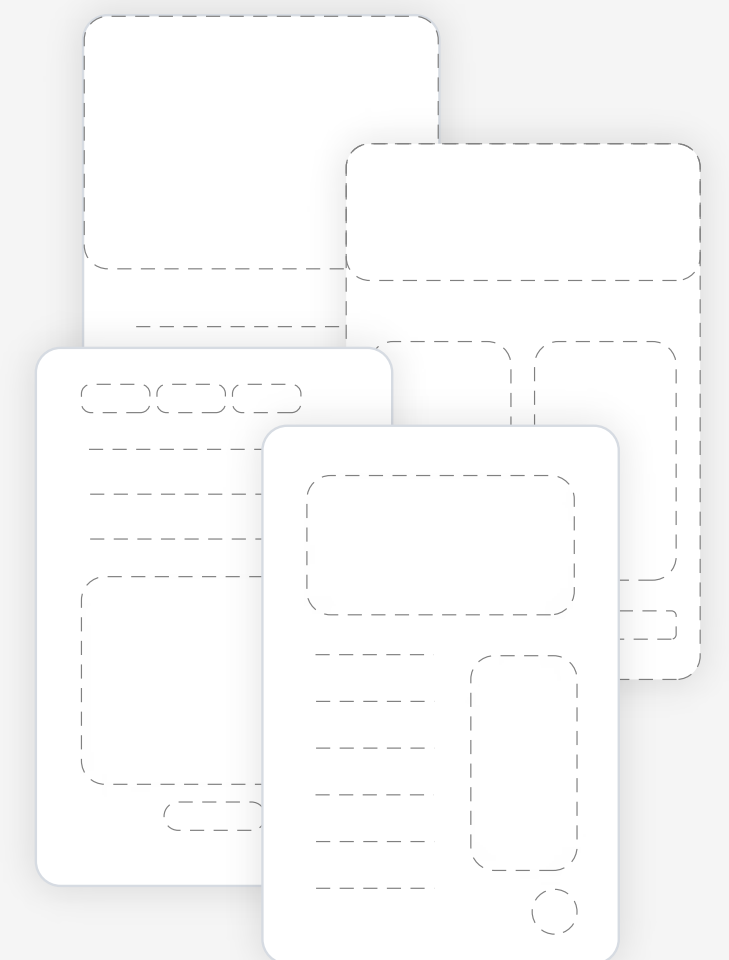
## Creativity Meets Functionality

Selecting the right medium and tool was the first challenge. Initially while considering making the presentation as a video, we realized it would be too linear, depriving users of control. The decision to leverage the auto-animate feature in the interaction design tools led us to choose Figma. Its ability to manage a large number of assets and generate a unique URL for universal accessibility made Figma the ideal platform.

## Speed and Scalability

Real-time updates on the shared URL through Figma turned out to be a game-changer. Using components for illustrations not only gave us control but also facilitated speedy iterations, aligning perfectly with our need for efficiency.

*Choosing to create a video was the conventional approach, but with a tight timeline that couldn't accommodate a full-scale animated production, it felt like trying to squeeze a marathon into a sprint. Moreover, our screenplay and content evolved iteratively, prompting the need for a more inventive and efficient delivery method.*





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UX Case Study 3:

# An Immersive User Journey in Figma

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## Figjam Brainstorming

Starting with the client's outline, our collaborative Figjam brainstorming sessions shaped the presentation's style. Isometric figures emerged as the perfect fit, complemented by assets from Adobe Stock to weave a visually compelling narrative.

## Storyline Evolution

Creating the entire presentation in Figma brought forth a new approach, prompting the storyline to evolve. What began as a simple demo blossomed into a multifaceted experience with multiple storylines. Users became the navigators, triggering diverse developments by guiding the main characters through different zones, akin to a video game.

## Sketches to Figma Magic

The scene was set through rough sketches, refined into illustrations, and seamlessly integrated into Figma. Each illustration, treated as a component, became part of our interactive digital supermarket.

*The isometric vector graphics from Adobe Stock played a crucial role in achieving the aesthetics found in illustrated books. Simultaneously, their versatility allowed us to tailor them precisely to meet our specific needs.*





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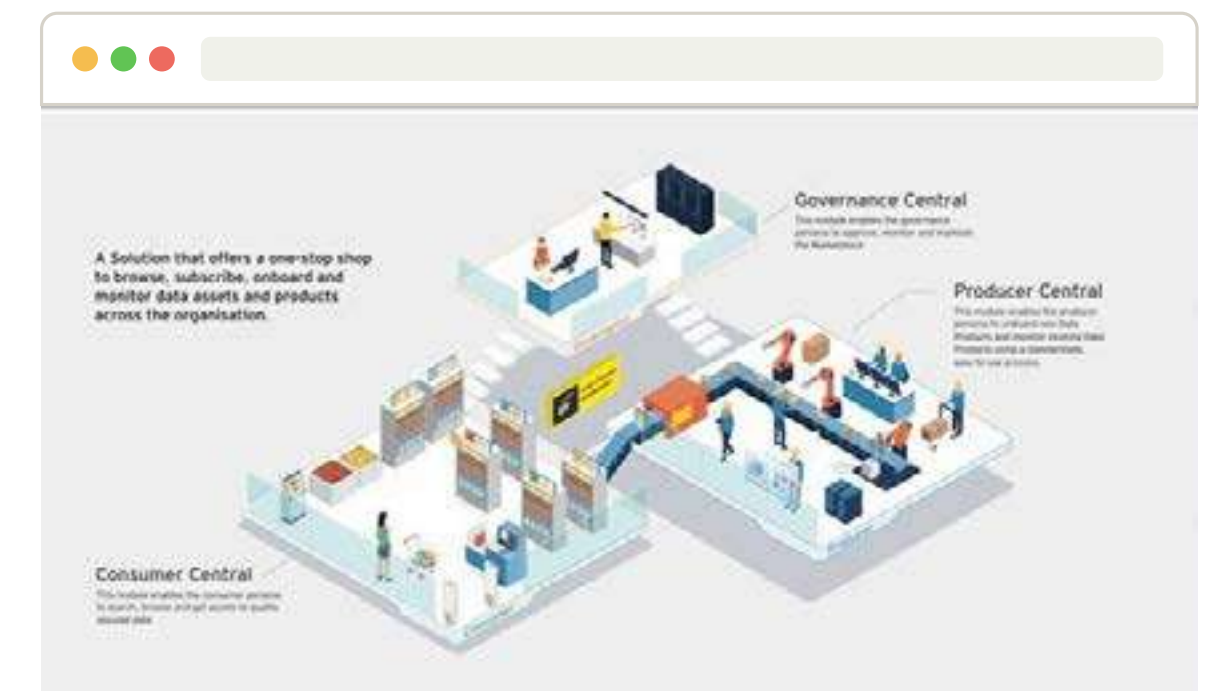
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The final outcome was an entirely Figma-made interactive presentation. The shared URL served as the portal, with each zone tailored for specific user personas, visualizing related items. Users could immerse themselves, directing the persona through their designated zone, unlocking diverse storylines—an engaging digital adventure within the realm of data products.

In my role as a **UX Architect**, I collaborated closely with clients to comprehend their requirements, fine-tuning their narrative, and exploring novel approaches for delivering an exceptional user experience.



[READ MORE ABOUT THIS CASE STUDY ↗](#)

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# Other Works

- UI DESIGN
- CONCEPT CREATION
- BRANDING
- STORY TELLING

UI Design

VIEW DETAILS ↗

**Details**  
Working in Dubai for five years amplified my involvement in enhancing the expanding digital footprint of Government entities in the UAE. Throughout this period, my design contributions included mobile apps, websites, kiosk UI, and marketing materials.

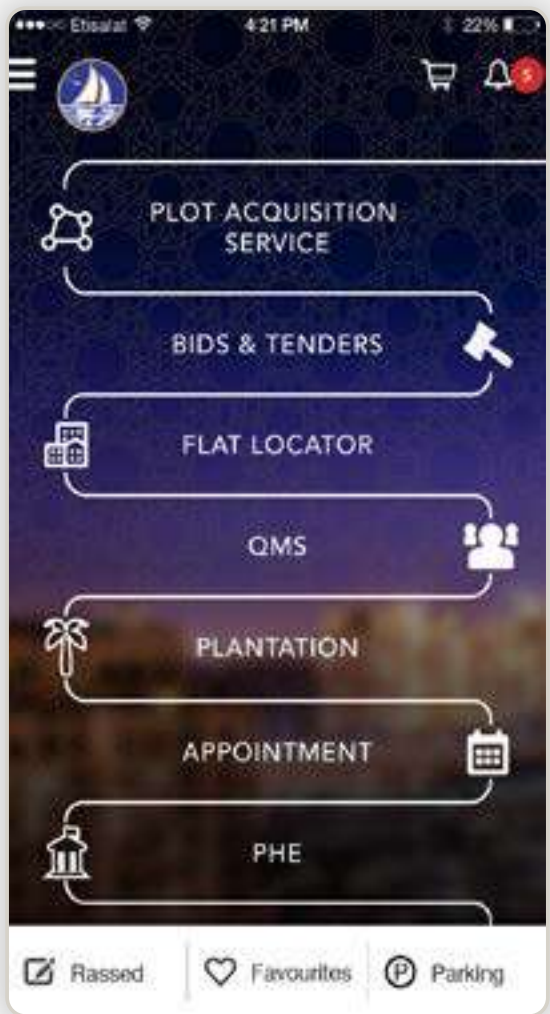
Designing for the Middle East demanded a deep understanding of regional design trends and specific needs, notably catering to multi-language support. My time in Dubai afforded me the opportunity to craft applications across various rapidly evolving mobile platforms. Within the team, I played a pivotal role in advancing our design process by introducing and integrating new tools and techniques.

**Role**  
UI/UX Design

**Tools**  
Adobe Creative Suite



Abu Dhabi Police  
Apple Watch App  
(Concept)



Ajman Municipality  
Mobile App



Ajman Tourism Development Department  
Official Website



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UI DESIGN

CONCEPT CREATION

BRANDING

STORY TELLING

## United Kerala

[VIEW DETAILS ↗](#)

### Details

Growing up in Kerala, nestled in the southern part of India, offered a glimpse into its rich history. However, in this project, the aim was to diverge from the norm and reimagine an alternate history where Kerala stood as an independent country rather than just a state within the Union of India. The goal was to spark a reevaluation among Keralites, highlighting the region's untapped potential and its often-overlooked history.

Noticing a lack of awareness among many, especially millennials, about this local history, there was a need to reconstruct maps and craft a compelling narrative to introduce fundamental concepts. Understanding the power of visuals in conveying complex ideas, I carefully planned and visualized various scenarios crucial to the storyline

### Role

Concept Creation, Visual Design

### Tools

Adobe Creative Suite

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Main Logo



Design Elements



Associated Graphics



Branding Applications



Other Works

- UI DESIGN
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Branding & Illustration

Details

*Sometimes a book can be judged by its cover,* if the branding is done right.

For me, branding breathes life and character into everything, no matter the size – whether it’s a company, an app, an event, or a cause. It’s about creating a visual and communicative identity that resonates and is understood and embraced by both creator and audience. Crafting a brand for an organization involves design elements and customer interactions, while in the digital realm, the essence of branding largely resides in interface design and user experience. These aspects are crucial in defining and molding how the brand is perceived in the digital world.

Role

Branding, Graphic Design, Illustration

Tools

Adobe Illustrator



Film Logo and Titling  
( Short Film )

Logo, Marketing, Title graphics

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Campaign Branding  
( Blog )

Logo, Branding, Marketing Material

LEARN MORE ↗



Product Branding  
( Web Application )

Brand Development, Online Marketing

LEARN MORE ↗

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## Other Works

UI DESIGN

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# Story Telling with Animated Video

WATCH VIDEO ↗

### Details

Creating *One in a Billion* was a journey to shed light on corruption. The title reflects the idea that in India's vast population, an individual might feel insignificant among billions. However, the video aims to show how each person's actions hold immense power in shaping society. It's about highlighting the ripple effect of individual actions on the collective fabric of society.

I crafted a storyboard with simple sketches, mapping out the narrative. Then, in Premiere Pro, I brought these sketches to life, adding descriptions to animate the storyline. Simple illustrations have always been my go-to for clear and impactful communication.

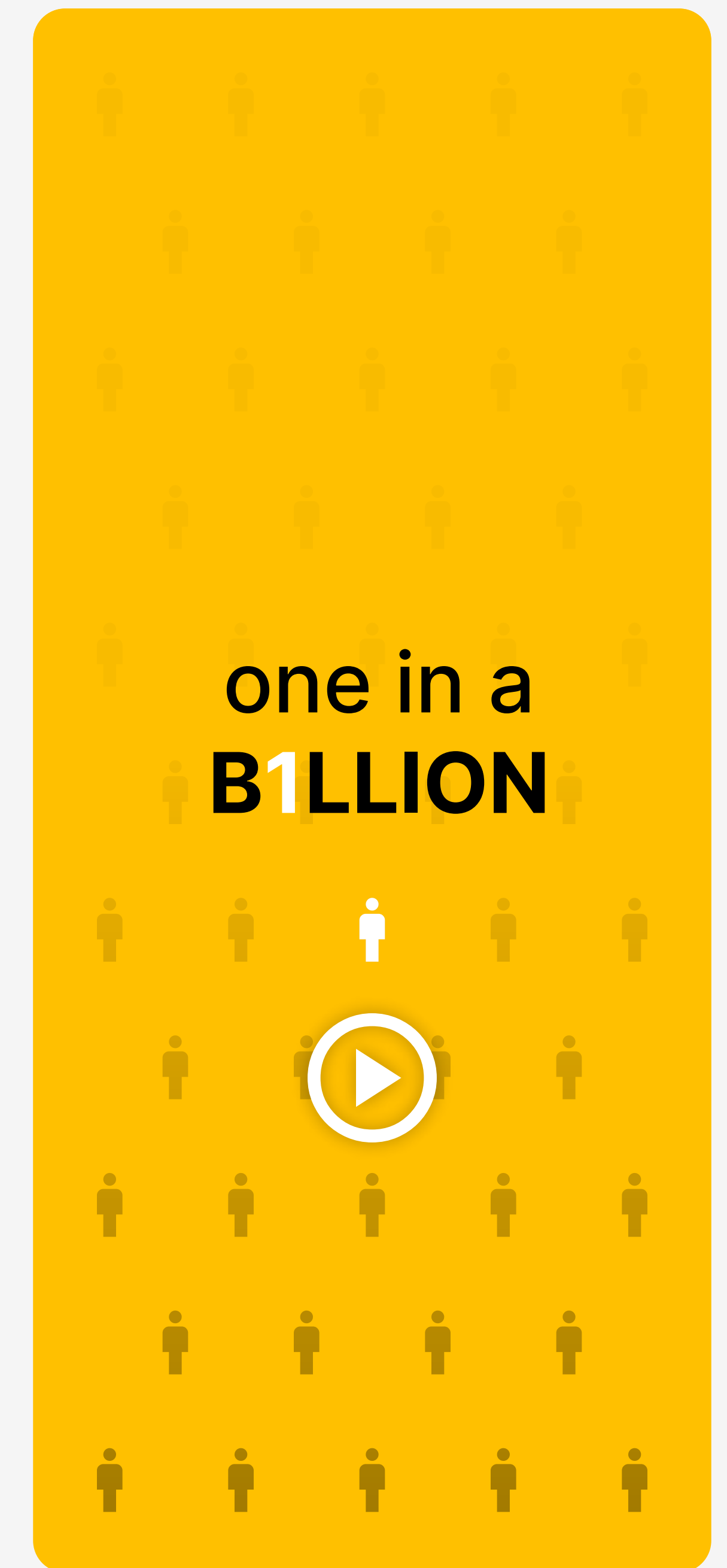
### Role

Concept Creation, Storyboarding, Graphic Design, Illustration, Video Editing

### Tools

Adobe Illustrator, Premiere Pro

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“Make it simple, but significant.”

**Jithin Babu**

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