

Aritro Paul

Product Design

Portfolio



I am Aritro

I am a Human Computer Interaction student at the University of Maryland, College Park.

I am a CSE graduate from Vellore Institute of Technology, Vellore.

I have a major love for Hackathons, and I have attended about 14 of them.

I have a passion for problem solving and dreaming.

timeline

About me

AccedoTV
Product Design Intern
2018

Winuall
Product Designer
2018-2019

Applutions
Product Designer
2019-2020

HCIM
University of Maryland
2021

Concept Projects

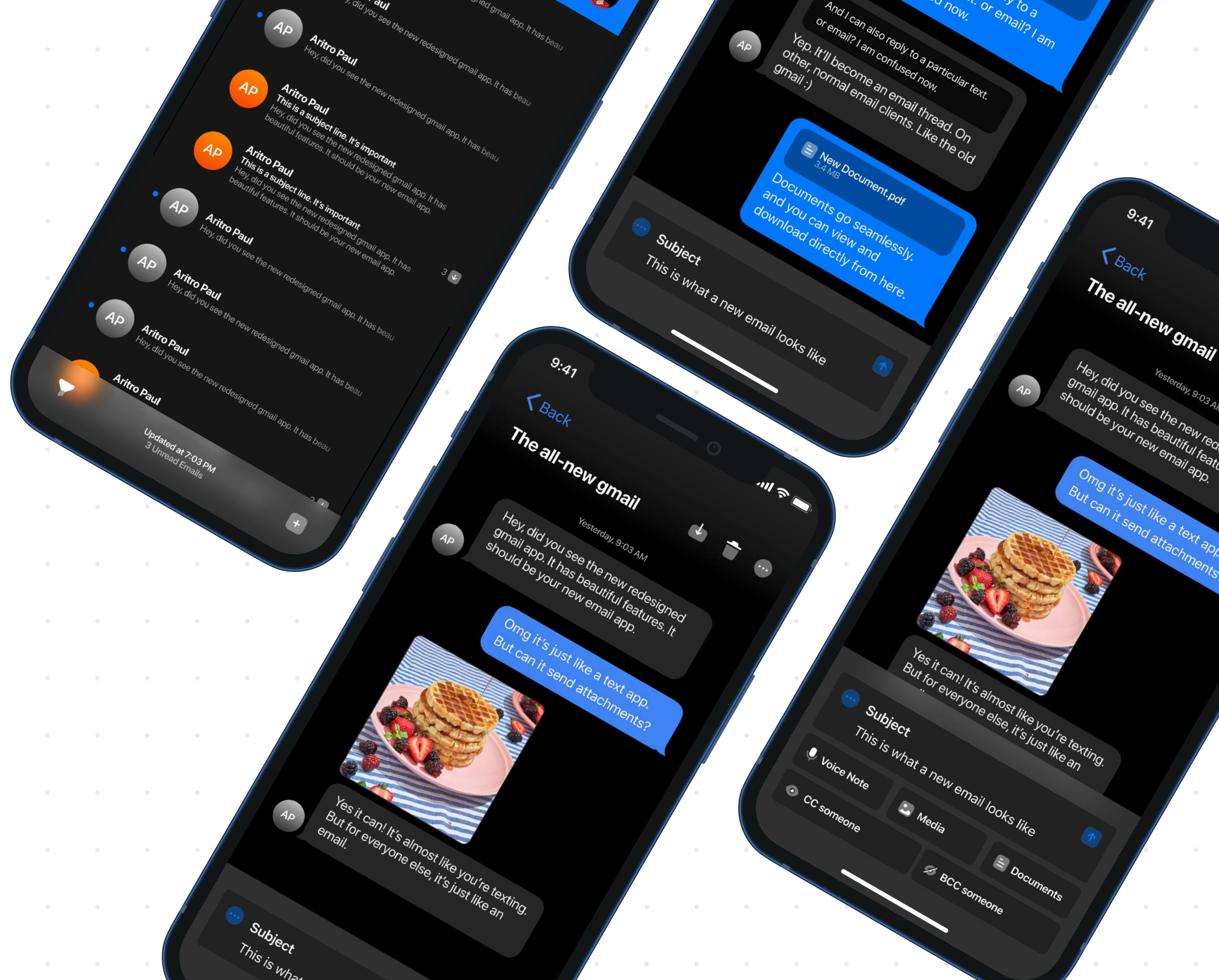
I like building interfaces

Product Redesign

SOLO

VISUAL DESIGN

gmail



gmail

pain points



Overcrowded

Gmail's web interface is overcrowded with the mailbox and all the 100 additional options it provides.



Grouping

Gmail has a fantastic grouping functionality, but it's confusing and tough to use, so it ends up as not being used to its full potential.



Threads

The whole concept of mails and reply mails is really old now, and the concept of threads is trying to replace it. The threads are very glitchy, and mails and attachments often disappear.

process

visual design

redesign goals

Clean up the interface

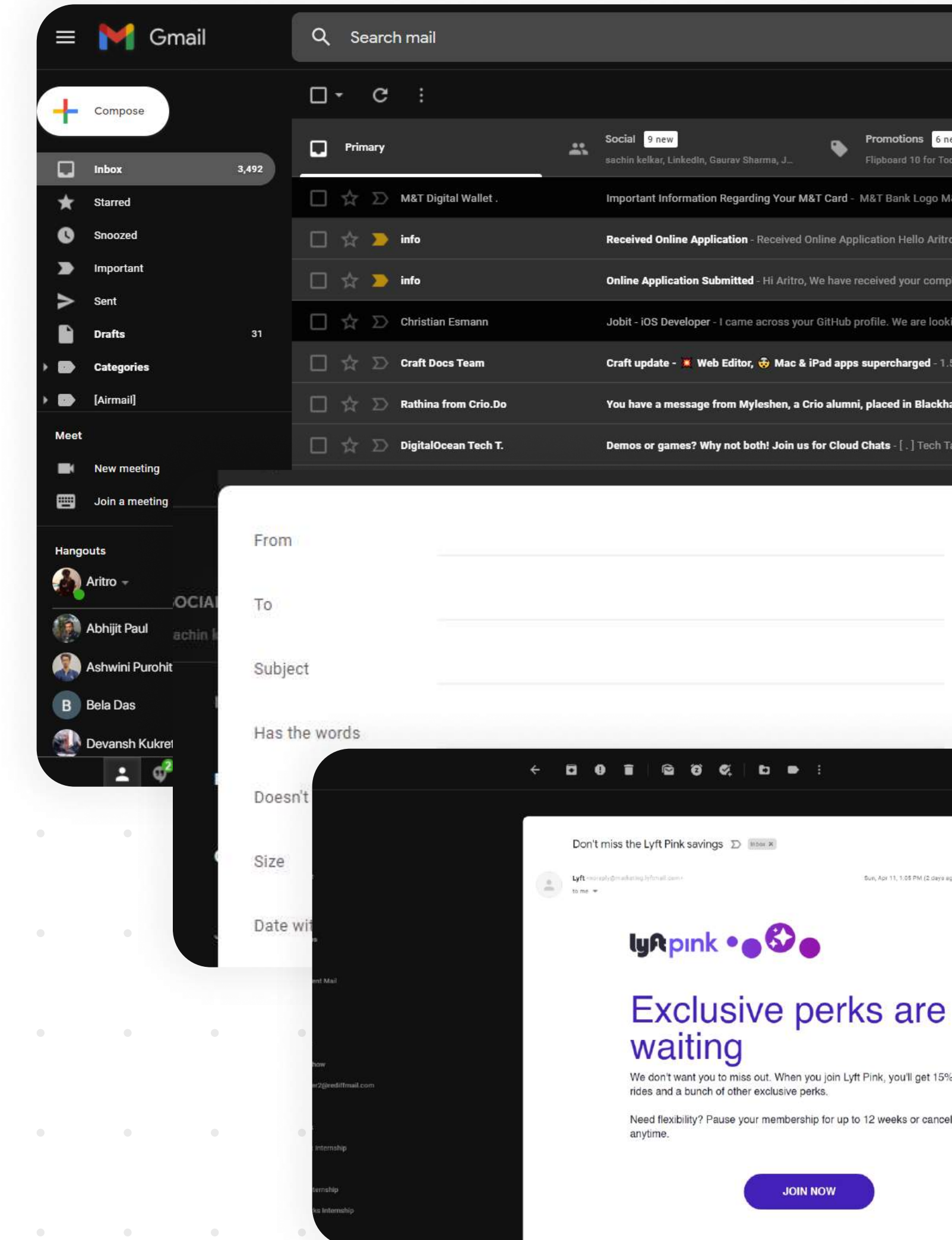
Cleaning out the interface to provide visual clarity and highlight all features properly. This would let users feel out the application more and increase engagement.

Create extensive grouping options

Utilise the powerful grouping features and expand to help users who regularly have > 10,000 mails in their inbox. Utilise spam detection and smart filters to the maximum.

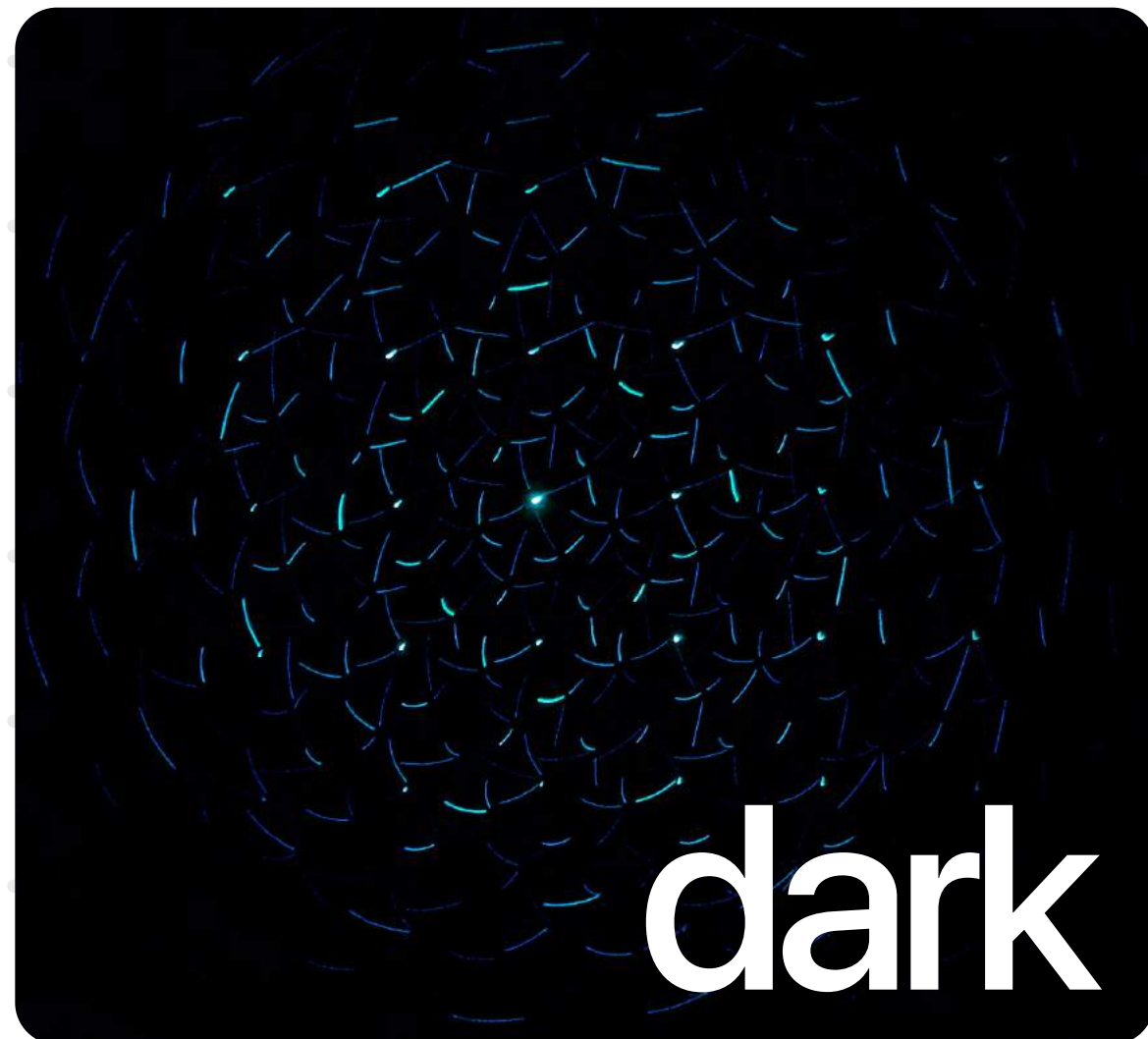
Emails are nothing but messages

Reimagine email as messaging threads, like iMessage and support all kinds of attachments with proper threads, branches, and replies.



gmail

visual design



moodboard

gmail

visual design

SF Pro Display

Header

40 Pt

Aa Bb Cc

SF Pro Text

Body

20 Pt

Aa Bb Cc

Google Colors



**typography
and color**

gmail

visual design

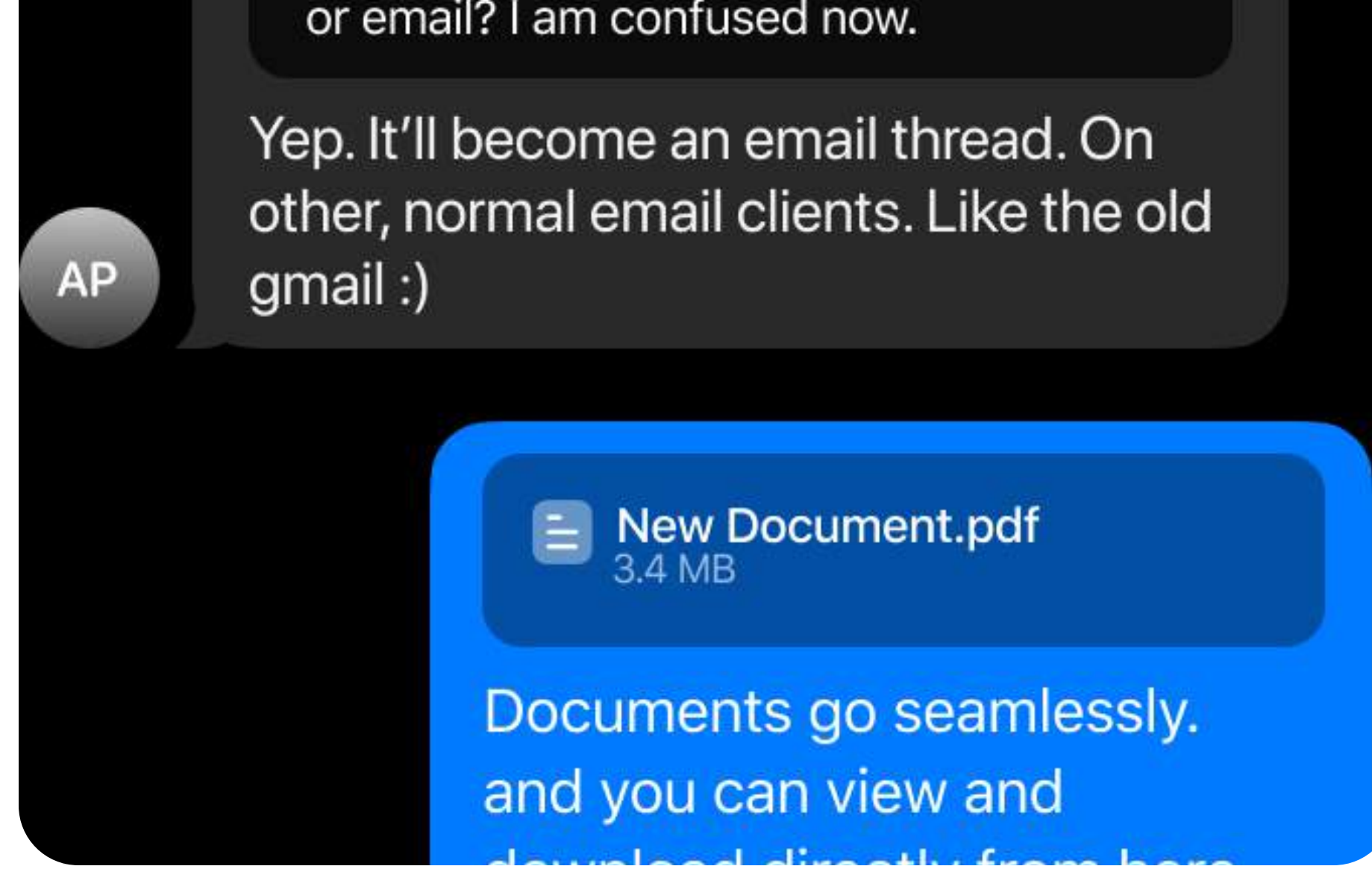
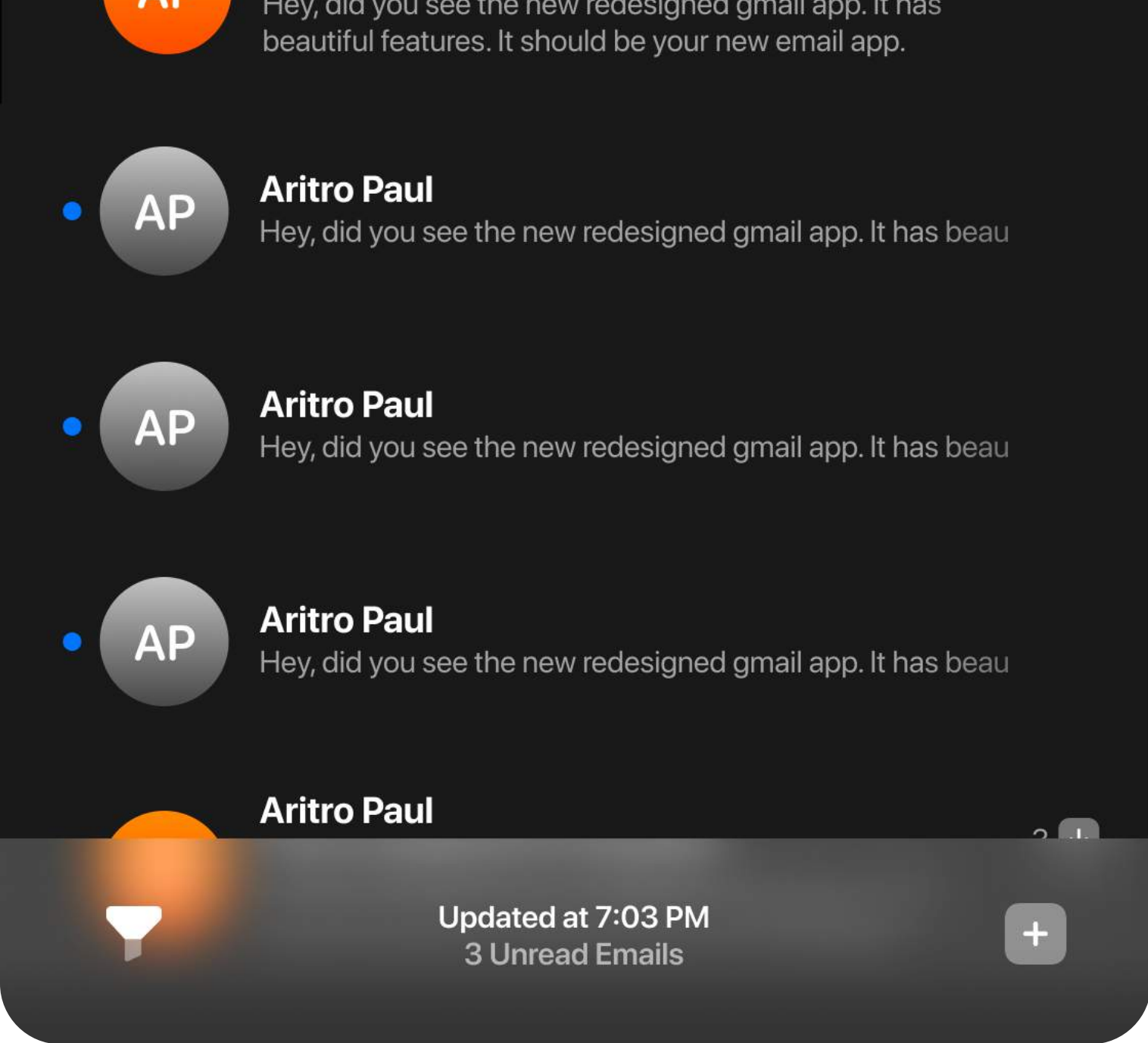
mobile
application

merch

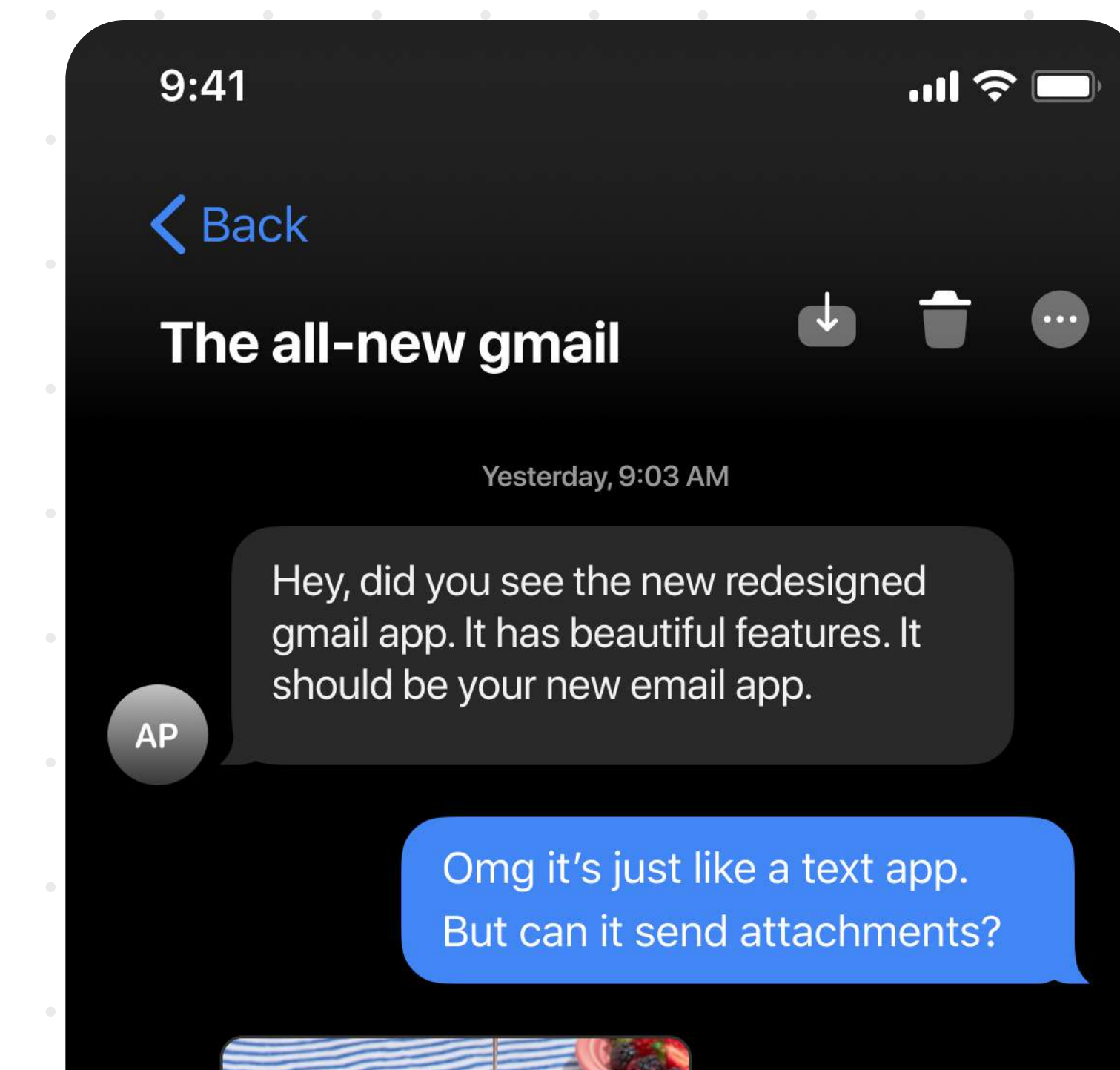
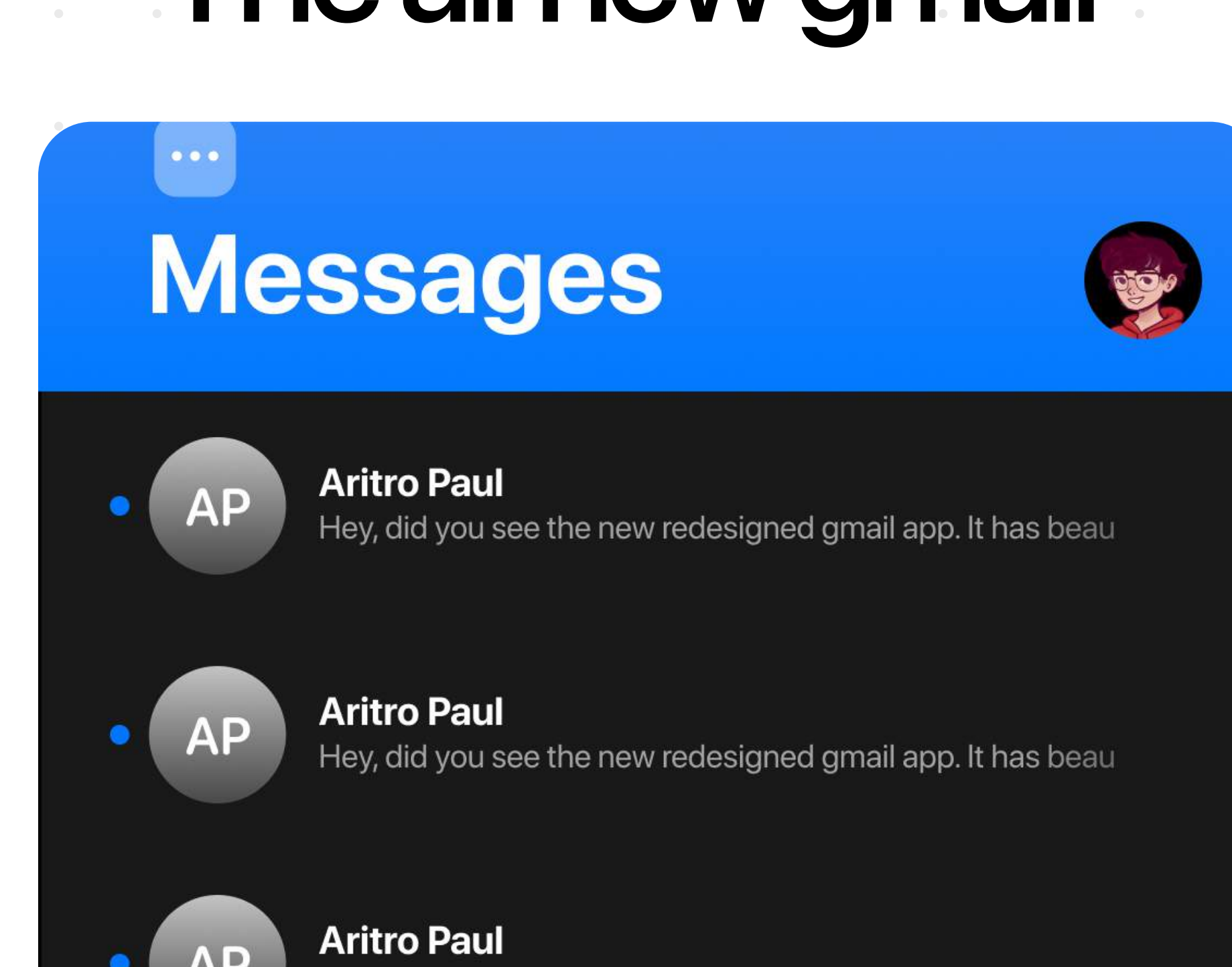
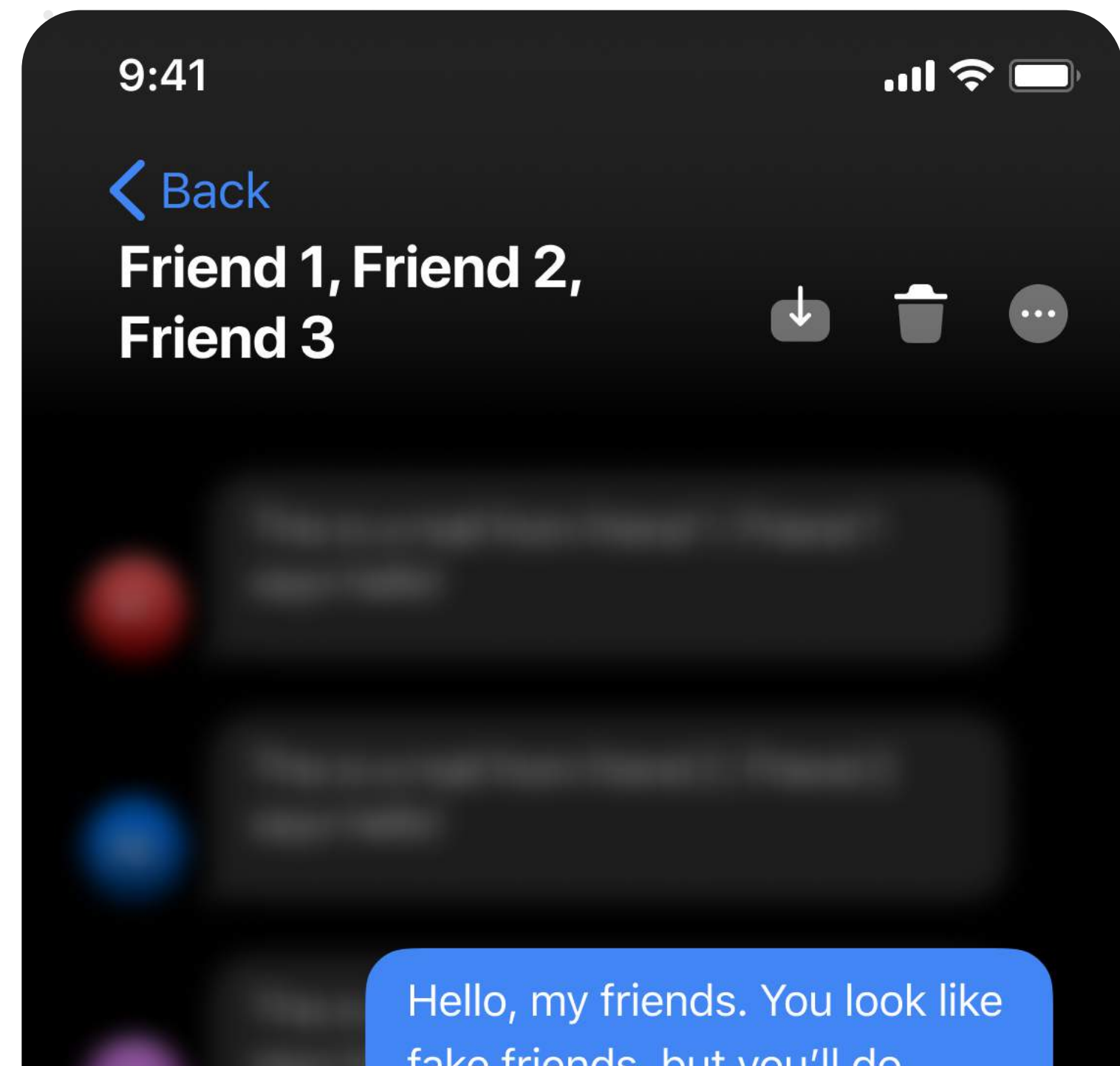
carplay
application

snail
mail

execution goals




The all new gmail



gmail

visual design

Attachments

 New Document.pdf
3.4 MB

Documents go seamlessly.
and you can view and
download directly from here.

Media



AP

Yes it can! It's almost like you're texting.
But for everyone else, it's just like an email.

Transactions

PE

This is your receipt for the order on 7th Aug. We hope you liked the food.

Panda Express

1	Extra Large Plate with 3 entrees	\$ 11.65
1	Medium Coke	\$ 2.00
Total		\$ 13.65

Replies

AP

And I can also reply to a particular text.
or email? I am confused now.

Yep. It'll become an email thread. On
other, normal email clients. Like the old
gmail :)

Newsletters



Zero Day
Spies, hackers and the intersection
between cybersecurity and national
security. (News, analysis, features,
investigations)

Carbon Copies

Hello, my friends. You look like
fake friends, but you'll do.

This message was also sent to Friend 4.

Friend 5 is a good friend,
should we add him?

*This message was also sent to Friend 6.
Copy to new cells.*

F5

Thanks for the vote, Friend 0.

How many can you like?

features

gmail

visual design

Message from Aritro Paul

The car assistant shows only important and urgent messages. You don't even have to read it, it'll read it out to you. A fully accessible voice control assistant at your fingertips.

Reply

Next

Welcome to the car assistant
Let me handle your emails for you.

Understanding mails.

You're Driving Right now
You can switch to the car assistant.

Switch

now on
the tesla

Messages

AP

Aritro Paul

Hey, did you see the new redesigned gmail app. It has beautiful features!

AP

Aritro Paul

This is a subject line. This is ...

Hey, did you see the new redesigned gmail app. It has beautiful features!

AP

Aritro Paul

This is a subject line. This is ...

Hey, did you see the new redesigned gmail app. It has beautiful features!

AP

But can't send attachments.



Yes it can! It's almost like you're texting.
But for everyone else, it's just like an

gmail

visual design



snail mail

Identity Design



info
Des.

GROUP

EXPERIENCE DESIGN

infodesign



info
des.

infodesign

The College of Information Studies at the University of Maryland wanted us to conduct user research through conceptual design and modeling to create a defined brand identity and messaging for a new upcoming major, Technology & Information Design

problem statement

“This program is for students that are interested or beginning to discover their interests in the intersection of design, information, and technology”

Understanding the problem

The first step towards conceptualizing an identity for the Technology and Information Design program was to study how other institutions of prominence employ design to help prospective students effectively conceive what might be suited for them: a generic undergraduate program or a specialized undergraduate program.

In-the-wild study

We conducted an in-the-wild study where we briefly asked three questions to students at various locations around the campus in order to uncover current students' perceptions of the program as well as UX professionals, and to understand what the term "Technology and Information Design" represents for different people.

study design

Interviews

We recruited current students of iSchool for interviews, along with key stakeholders such as administrators and communications team members for their insights.

Affinity Mapping

We ended up with two different affinity diagrams, one created using the notes from interviews and social media posts labeled as 'general affinity' and the other one from the in-the-wild study labeled as "perception affinity".

GENERAL AFFINITY HIGHLIGHTS

Info Sci seems a major that would help me achieve my personal and professional goals

I want a community that fosters a collaborative environment and provides resources

I consider the opinions of my close ones while choosing a major

I think infodesign is an up and coming interdisciplinary major

PERCEPTION AFFINITY HIGHLIGHTS

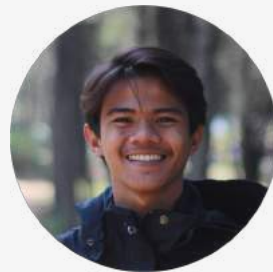
I think Technology and InfoDesign major will lead to jobs that have human-centered focus

It looks like it is related to data visualization and and designing information.



Visionary Vivian

is finding a major that fits her career ambitions



Social Simon

is a sophomore looking to change his major to Information Design

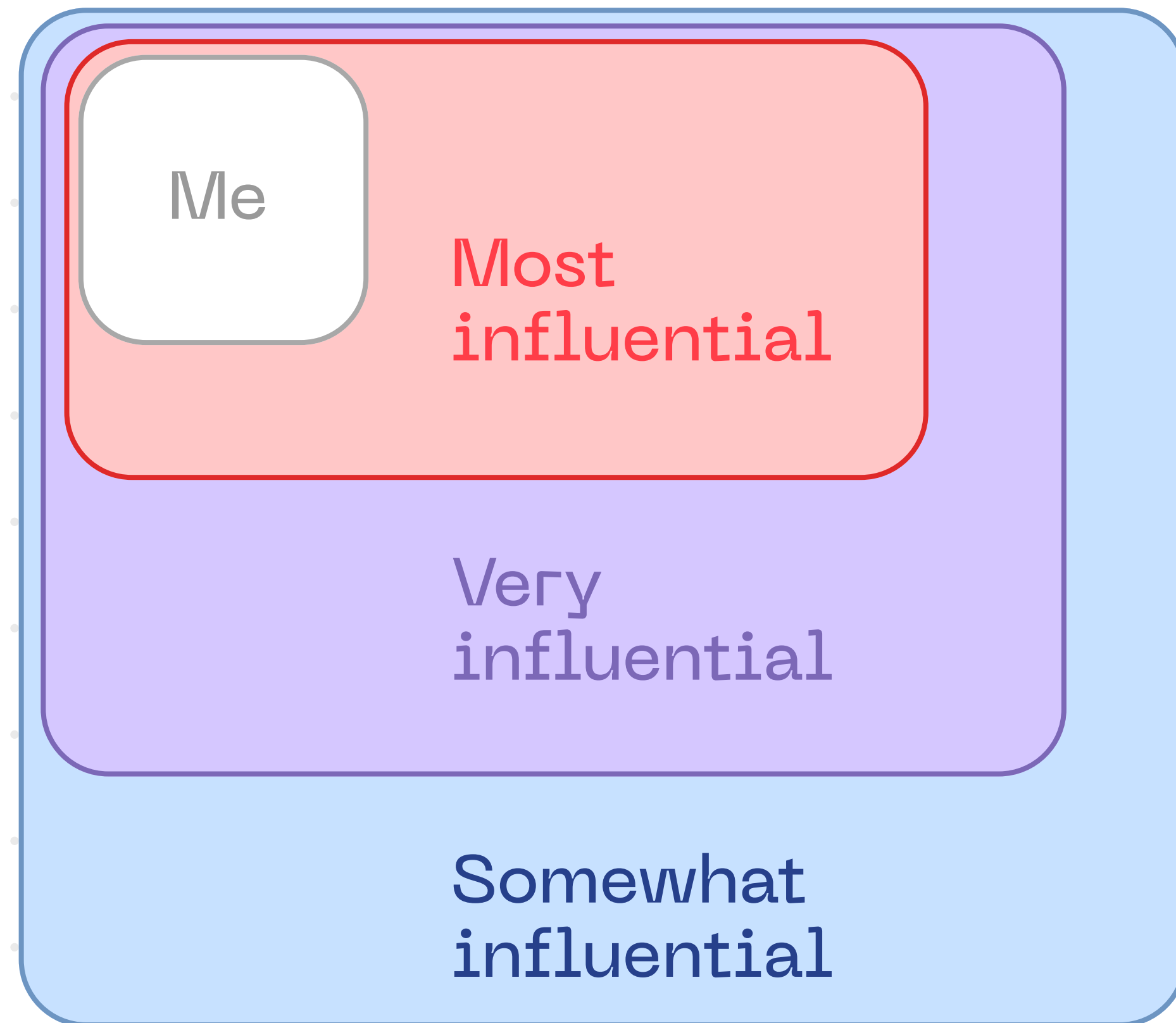


Analytical Adam

wants a good job and make a lot of money in a big tech company

We created three different types of personas: two of them were based off of the interviews we conducted with students and faculty, and one was created based upon the findings from the data collected from the in-the-wild study. We labeled the former as “target personas”, meaning the students in these personas represented what an actual student pursuing this degree would be like. The latter was termed as the “perception persona”, which represented the perceptions that people who were not affiliated with the iSchool held of a person who may want to enroll in the Technology and Information Design program

personas



relationships

We also employed a Relationship model, so as to explore the many ways as well as the degree to which different key people influenced the decision of prospective students to commit to an iSchool program. This helped us determine the most influential people for prospective students, which in turn led us to consider these people while designing our conceptual models. We determined that in order to fully convince prospective students to commit to an iSchool program we would also need to take measures to convey the identity of the program and market it effectively to the most influential key groups of people, which were determined through this relationship model.

1
Confusing Major Name

We found from our study that people were thrown off by the name of the program Technology and Information Design. The name led them to believe that the program had something to do with Technology and STEM, and therefore the people pursuing the course must be analytical and data driven.

2
Showcasing the major

We found that people are skeptical about selecting new majors as their first preference if they don't understand the outcomes of the project. One of the biggest considerations is knowing what kind of work they are expected to deliver.

3
Marketing the human side of iSchool

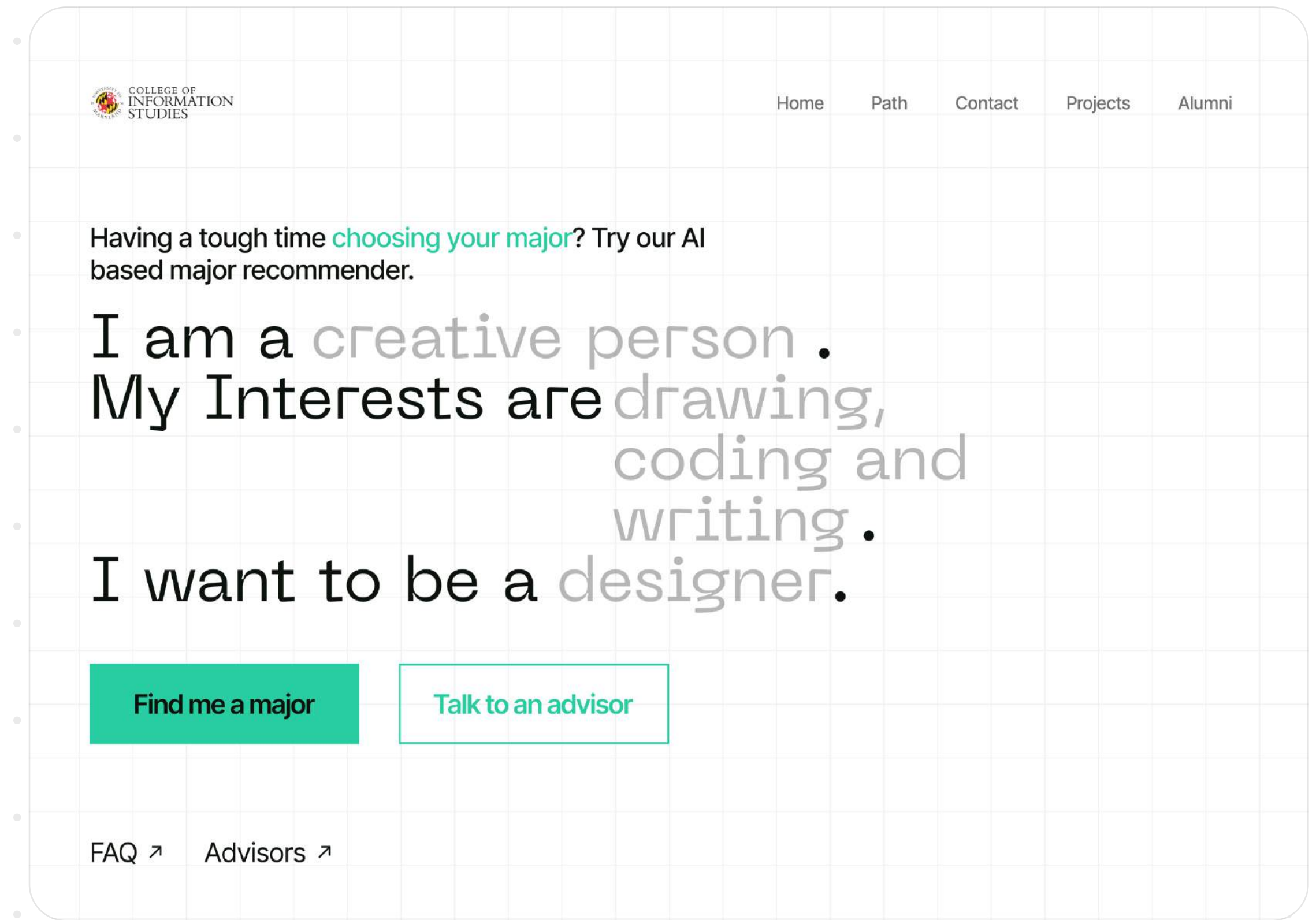
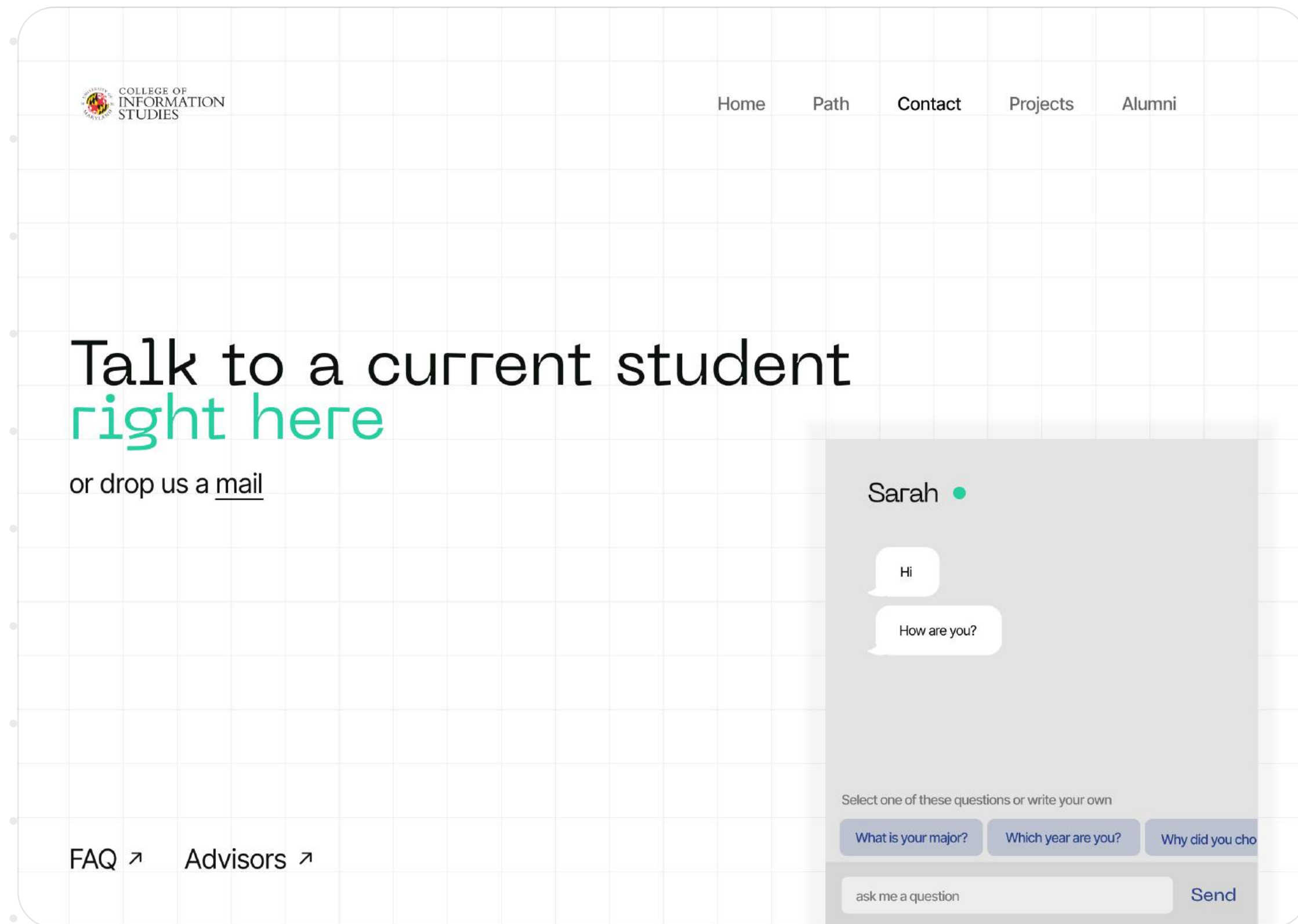
We discovered that what the students appreciated the most about iSchool are its people. A very important part of college experience is daily life, and it was reflected very clearly during our study that students placed a very high importance on this experience.

4
Information on career and opportunities.

Students placed a major emphasis on the career opportunities a major can provide them with. There were a lot of factors that increased the influence of career opportunities in the decision making process, such as family, prestige, income, etc.

core findings

infodesign



conceptual ideas

infodesign



Home Path Contact Projects Alumni

Some really cool projects
InfoDes students are building



Blue Yard
Adam J Website ↗



Mama Joyce
Vivian S Website ↗



NFT
Simon P Website ↗



Home Path Contact Projects Alumni

We have some
world class alumni



Roberto K
Works at Apple

Website ↗ LinkedIn ↗

Class of 2016



Vania L
Works at Microsoft

Website ↗ LinkedIn ↗

Class of 2014



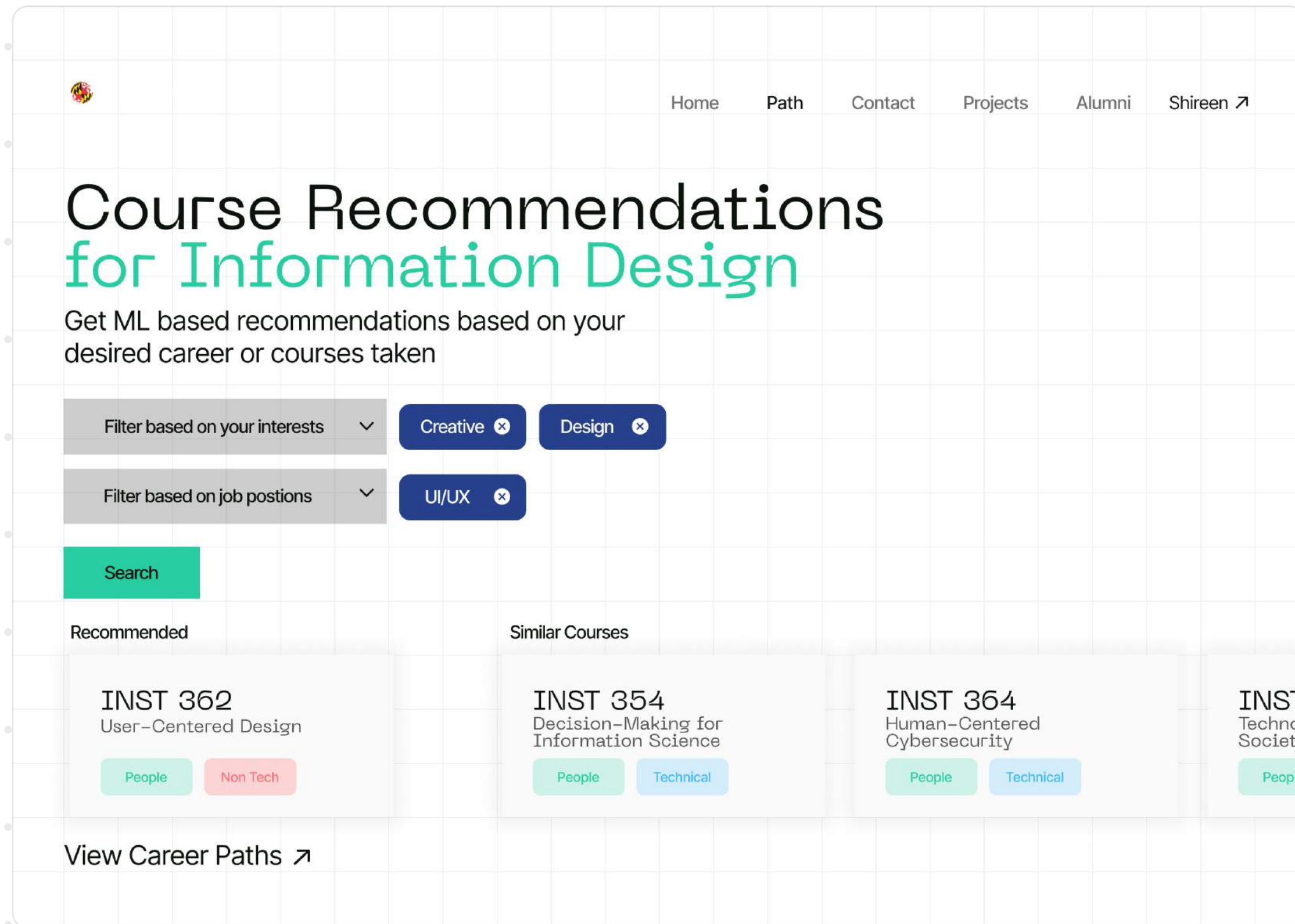
Laura M
Works at Auth0

Website ↗ LinkedIn ↗

Class of 2016

conceptual ideas

infodesign



conceptual ideas

infodesign

View the boards
ON MIRO



View the designs
ON FIGMA



A lot of our work in detail is on miro and figma. They are linked in here. Please reach out for any more questions!

more

Information Design is for people who love to **explore technology** and want to work for big tech companies

I feel Information Design is an interdisciplinary major that expands CS.

The job aspects of this major lead to STEM related career working in tech companies.

It looks like it is related to data visualization and designing information.

It looks like it is related to data visualization and designing information.

I think Technology and InfoDesign major will lead to jobs that have human-centered focus

Process

Team 6 - Identity

GENERAL AFFINITY FINDINGS

Information Design should take and expand on the positive aspects of InfoSci and expand as an **exploratory, human-centric, interdisciplinary** major

I have multiple factors influencing my choice of major including friends, family, professors and advisors

I want a major that is intellectually stimulating and not overpowering in terms of course load.

iSchool plays an important role in making the major successful by creating a collaborative environment.

Students achieving their personal and professional goals and having access to career opportunities.

Negative perceptions of the major and students putting in extra efforts to defy those myths.

Process



[@aritrotwt](#)



hello@aritro.xyz



[aritro.xyz](#)

Thank you for taking the time for going through this portfolio. You can reach out to me through any of the links here!

Fin.