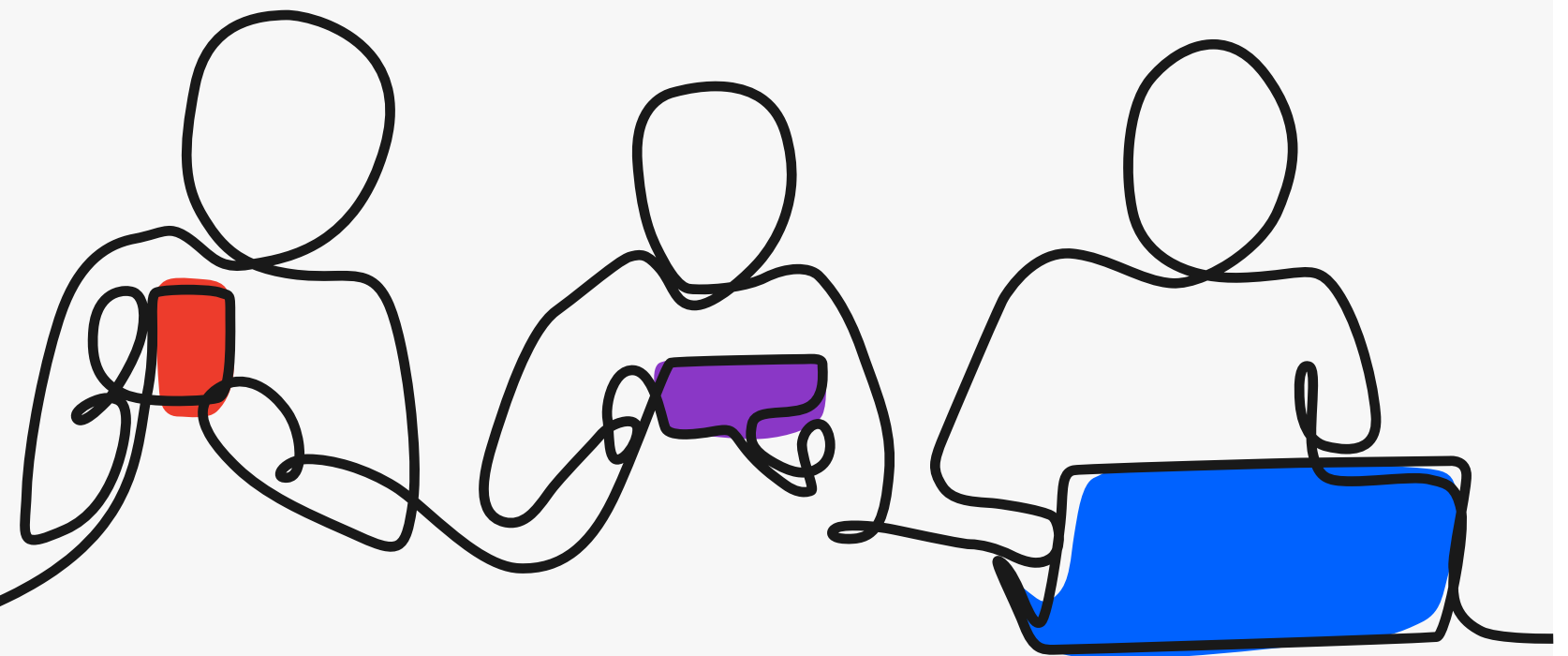




I'm **Basu**

[www.abhappy.in](http://www.abhappy.in)

**empathy.  
design.  
people.**



Using empathy, curiosity and design to create simple and effective solutions to complex problems.



# expertise

Altruistically creating interactions and interfaces.  
Excited about design ops and systems.

Experience Designer with a background in Art Direction. With his multiple hats, he recreates the definition of beautiful with an eye for detail, sense of aesthetics & functionality.

## Product / Service

Research  
Digital Product & Service Design  
Ecommerce Experiences  
Web Apps  
Mobile Apps  
UX/UI and Motion Design

## Communication Design

Strategy  
Branding & Identity  
Creative Websites  
In-Store Displays  
Visualisation  
Packaging

**15+**

Years in business

**1M+**

Happy customers

**3x**

Productivity uplift



# process





# works

## WEBSITE DEVELOPMENT

# Corporate Website

We designed an interactive timeline to showcase how it's smart with design & process.

## PROCESS

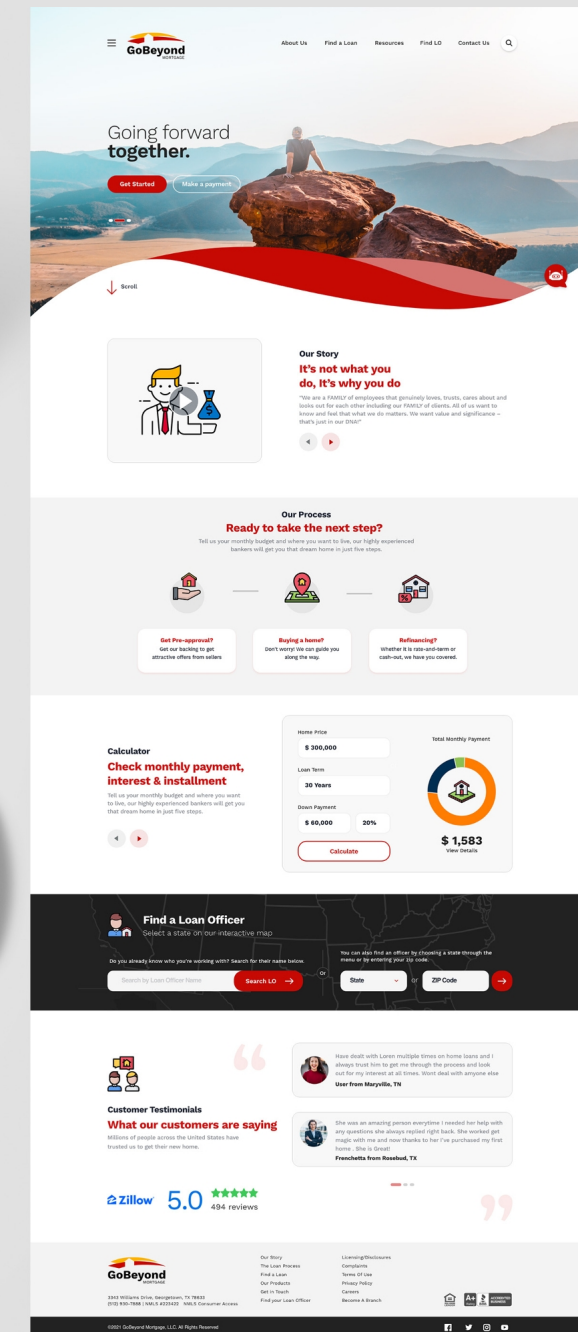
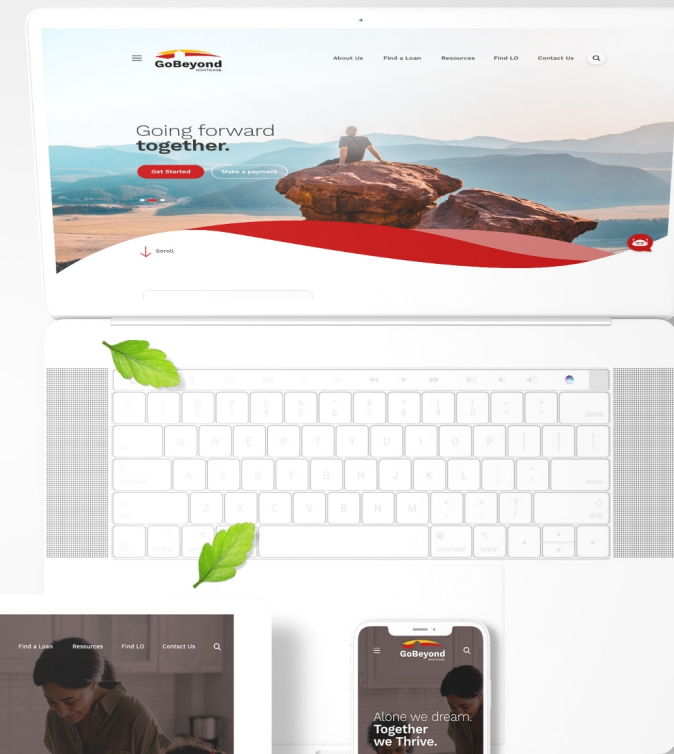
**Research + Analysis + Design + Validate**

## CHALLENGE

The company approached us for a complete revamp of their communication strategy, which included brand strategy, visual identity and website design, and development for companies that belong to the group.

## OUTCOME

The visual design is based around the key logo, which provided us with a quite strict but rewarding set of creative constraints. Content and feature rich, the website yet looks and feels cutting-edge and easy to use.







MOBILE APPLICATION

# Principal Fintech

App that helps connecting between real estate banking, vendors to connect homeowner.

## PROCESS

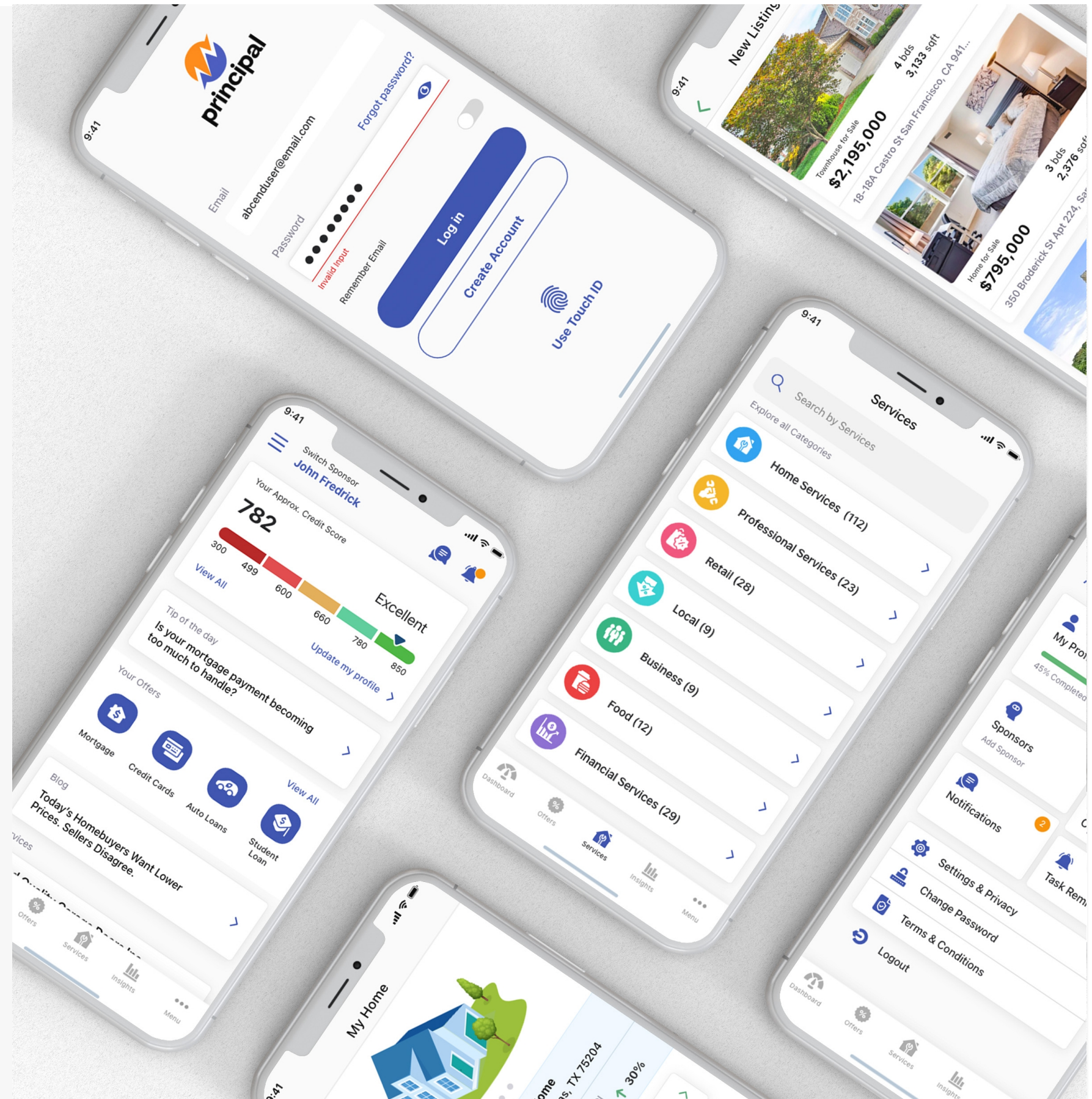
**Envision + Research + Analysis + Design + Validate**

## CHALLENGE

During product development, each journey to a finished product is different and every industry has its own unique set of quirks involved in creating something new.

## OUTCOME

Reinvent the relationship between homeowners and real estate banking professionals by providing homeowners with solutions to any and all of their needs - right at their fingertips.







MOBILE & WEARABLE APPLICATION

# SmartCred

Next gen iOS application to solve users payment need on the go.

## PROCESS

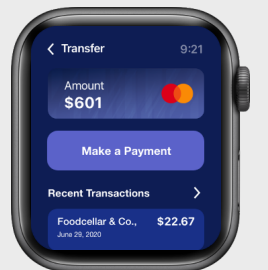
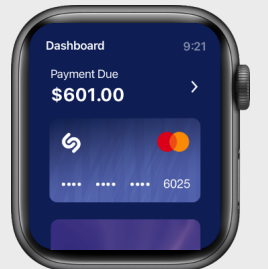
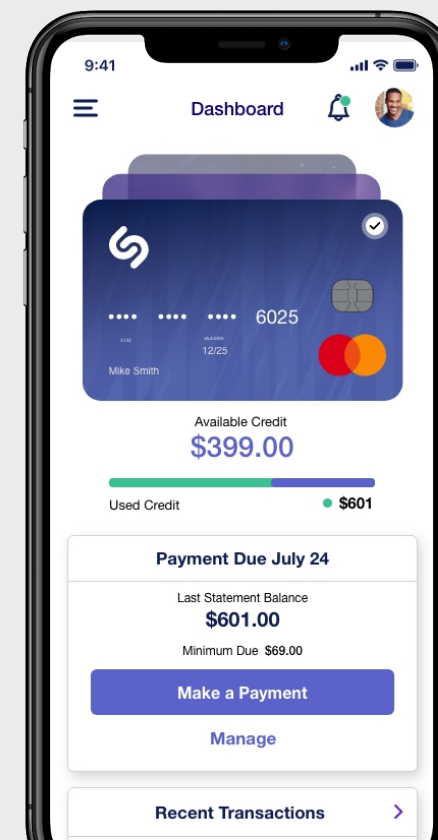
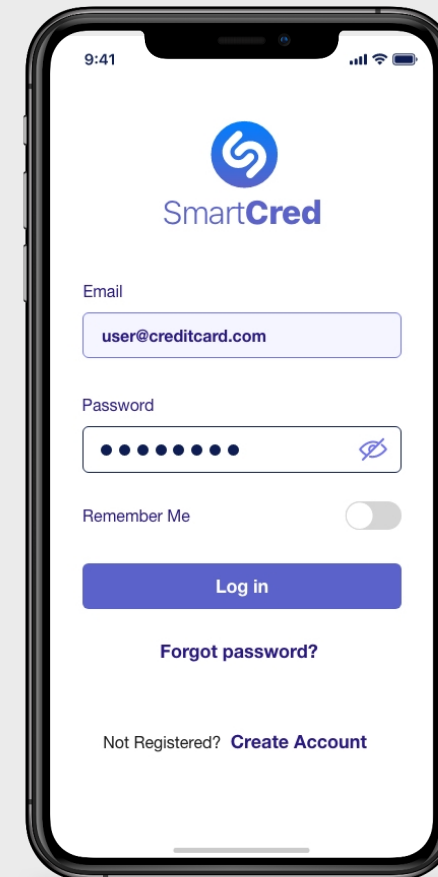
**Envision + Research + Analysis + Design + Validate**

## CHALLENGE

There is problem that most e-commerce and retail payment gateways and/or PoS devices were developed to accept and process payment using embossed bank cards, and at their core, cards are not mobile-friendly.

## OUTCOME

A seamless way to check eligible credit card, pay credit card bill payment & utility bills online. Get exclusive shopping offers, cash back, and a lot more with the App.





WEB PORTAL

# Agro Portal

Our user-focused solutions have set the standard for farm management system.

## PROCESS

**Analysis + Design + Validate**

## CHALLENGE

The long- and short-term benefits of using comprehensive farm management software on the business.

## OUTCOME

Striving to create the solutions that will get the farmers out of the office and back into the field. Maximise efficiency. Gain valuable insights. Improve profitability.







WEB APPLICATION

# MI Portal

Trust a process that works for millions of homeowners as our experience lenders.

## PROCESS

**Research + Analysis + Design + Validate**

## CHALLENGE

Building home retention tool for exceptional lending options and service make the home of your perfect loan. Easy loan organization and seamless servicing.

## OUTCOME

We work hard to help make the process as easy and painless as possible, from offering the latest rates to giving you multiple ways to pay that fit your life.





## BRAND IDENTITY

# NSV Property

Building the future proof brand identity for leading property developer.

## PROCESS

**Discovery + Ideation + Execution**

## CHALLENGE

Bring the unique story behind NSV to life, while overcoming the perception that friendly souls and natural lifestyle.

## OUTCOME

We build their brand with a clear strategy. Ambigram logo design can read upside-down! Delivered multiple communication designs that make standout and creates new opportunities in the real estate market. This led our client to make the enclave sold out in few months





Concept & Execution

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Disclaimer: Some case studies in this portfolio are under non-disclosure agreements (NDAs). As such, I have masked some information to protect the confidentiality of the projects. Please refrain from sharing this portfolio since it contains some confidential information.

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