

IΔM

portfolio

I M T I A Z

T H E D E S I G N E R

A S S O C I A T I O N S





A value-driven multi-disciplinary designer with wide ranging expertise and interest ranging from 3D modelling to motion graphics and to fun and innovative research methodologies.

I work around the clock and I am all for collaborating with brands. I tinker with new tools and softwares and always try to keep myself updated with the trends in the world of design.

3D Modelling, rendering



AI conceptualisation



Graphic works, illustrations



Motion and video works



UI prototyping, presentation



1

Gillette[®] MACH3[™]

Deliver in-depth understanding and guidelines on use of AI in creating digital assets to drive agility, efficiency and quality through a pilot launch for Gillette Mach3.

Role: Design Consultant

Requirement: E-comm asset creation, performance marketing, UI creation, Product Visualization

January 2024 - June 2024

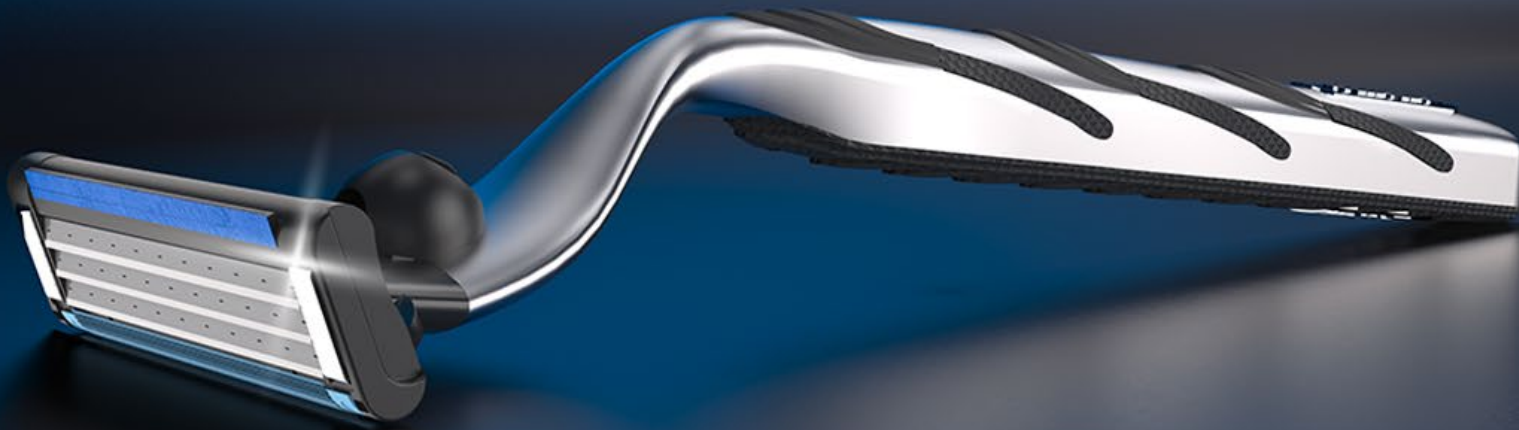


VIZCOM





UPGRADE YOUR GROOMING GAME WITH
WORLD'S #1 RAZOR



RESULT

Reception: Marquee banner for Mach3 razor
Usage: Key Product Banner - Zepto x Gillette Brand of the Day
Key Product Banner - Zepto x Gillette Brand store

Gillette
MACH3



MAXIMUM COMFORT
MINIMUM IRRITATION

with facial adaptive technology

RESULT

Usage: Amazon DSP - responsive banner
Well received for using variable focal point, hinting realism

Gillette®



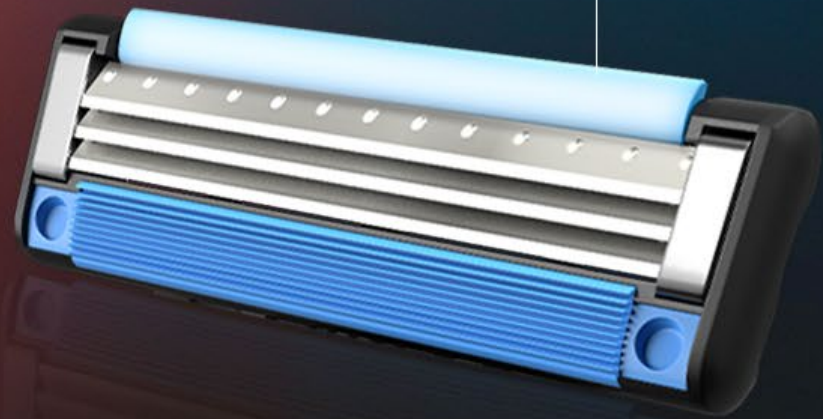
RESULT

Usage: Zepto x Gillette Brand Store landing page
Engaging, interesting and inviting visual for the brand store,
which facilitates a further scroll

Gillette[®]

RELOAD

WHEN THE STRIP TURNS WHITE



RESULT

Usage: Zepto x Gillette Brand Store - banner for consumption
Vivid, sleek and minimal representation of the cartridges
With each of the cartridge in its respective branded color theme

Gillette x zepto

Gillette Brand Store UI on Zepto

Gillette

UPGRADE YOUR GROOMING GAME WITH
WORLD'S #1 RAZOR

Gillette MACH3 For the smoothest and most comfortable shave [See All >](#)

MACH3	CHARCOAL	TURBO
<p>3 Area Precision Shaver Dynamic Pivot</p>	<p>Charcoal infused lubricating 3 Area Precision Shaver</p>	<p>FlexBall Technology 3 Area Precision Shaver</p>
Product name Detail	Product name Detail	Product name Detail
Platform benefit Price	Platform benefit Price	Platform benefit Price
Add	Add	Add

Gillette FUSION5 Perfect Shave, Perfect Shape [See All >](#)

<p>Gillette FUSION5</p>	<p>Gillette FUSION5 PROGLIDE</p>	<p>Gillette FUSION5 POWER</p>
Product name Detail	Product name Detail	Product name Detail
Platform benefit Price	Platform benefit Price	Platform benefit Price
Add	Add	Add

Gillette FUSION5 Stylin blade sharp

PERFECT SHAVE PERFECT SHAPE

Change your cartridge when the blue strip turns white

RELOAD
WHEN THE STRIP TURNS WHITE

Gillette FUSION5 Perfect Shave, Perfect Shape [See All >](#)

<p>Gillette FUSION5 4</p>	<p>Gillette FUSION5 PROGLIDE 4</p>	<p>Gillette FUSION5 VALUE PACK</p>
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Platform benefit

Price Add	Price Add	Price Add
<p>Gillette MACH3 8 SAVE Rs. 165</p>	<p>Gillette MACH3 15 SAVE Rs. 15</p>	<p>Gillette MACH3 8 SAVE Rs. 321</p>
Product name Detail	Product name Detail	Product name Detail
Platform benefit Price Add	Platform benefit Price Add	Platform benefit Price Add

Easy to use and disposable option

Gillette Presto **Gillette Guard**

SAFE AND EFFICIENT

Gillette Presto Guard For the disposable options [See All >](#)

<p>Gillette Presto</p>	<p>Gillette Guard</p>	<p>Gillette Presto</p>
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Gillette FUSION5 Perfect Shave, Perfect Shape [See All >](#)

Gillette FUSION5	Gillette FUSION5	Gillette FUSION5
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Gillette Presto Guard

Product name
Detail

Platform benefit
Price
[Add](#)

[Add](#)

Safe and efficient

Gillette Presto

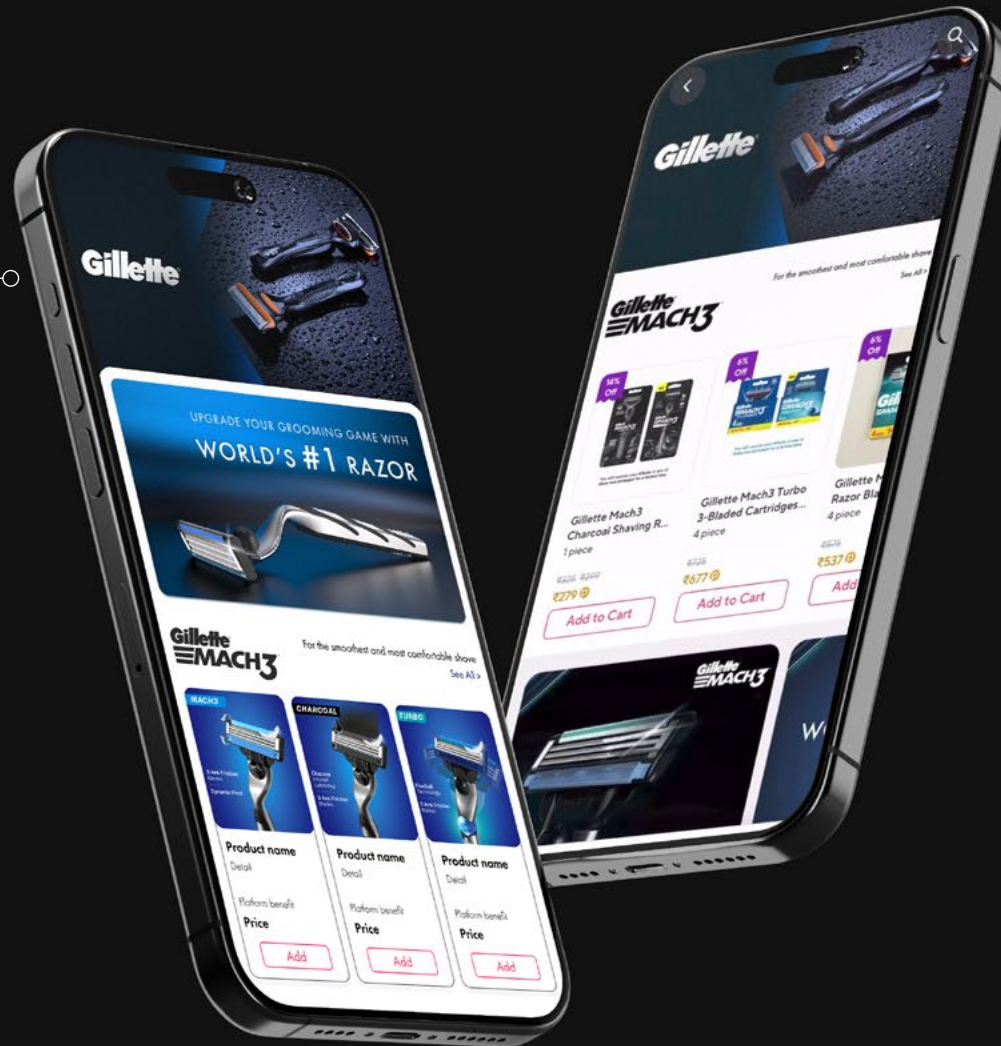
Blades

of shaves

Coating

Gillette x **zepto**

Gillette Brand Store UI on Zepto



Proposed concept for the UI

The final version followed a bright theme, which better followed cognitive ergonomics and the CTA icons followed the theme of the hosting platform.

Concept that was tested and ran

This version had the product packshots as per the guidelines of the platform, along with the actual facts such as the price point and the platform specific discounts or loyalty points along with repositioning of the marquee banners.

2

Whirlpool

Winning refrigerator for the evolving lifestyle of the Indian youth.

Role: Industrial Design Intern
Requirement: Opportunity identification, product market fit, concept creation

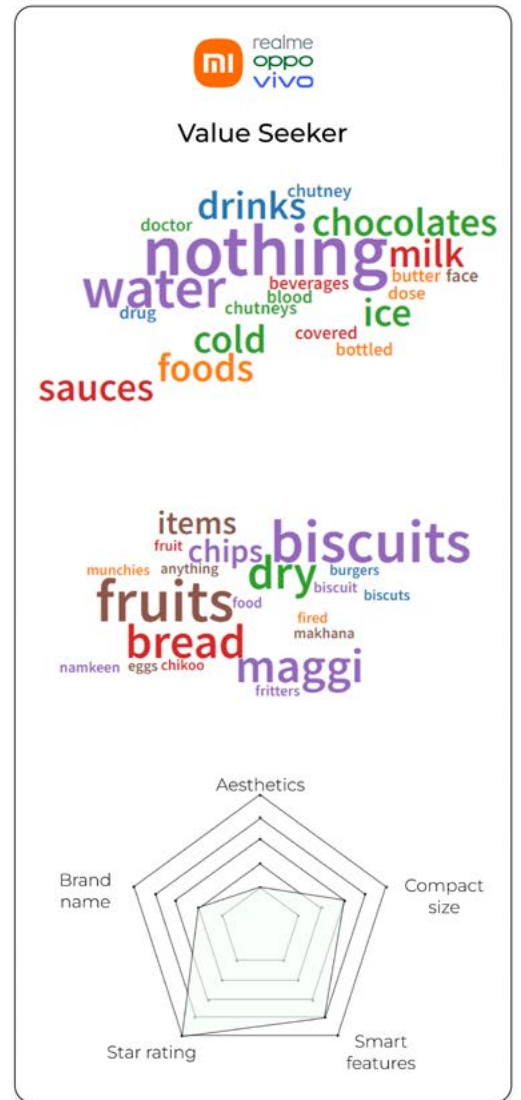
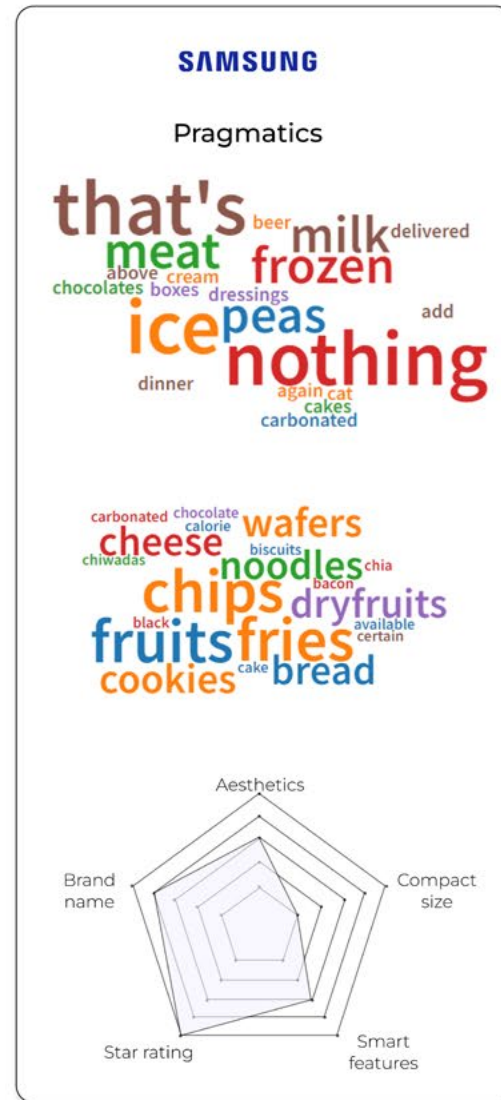
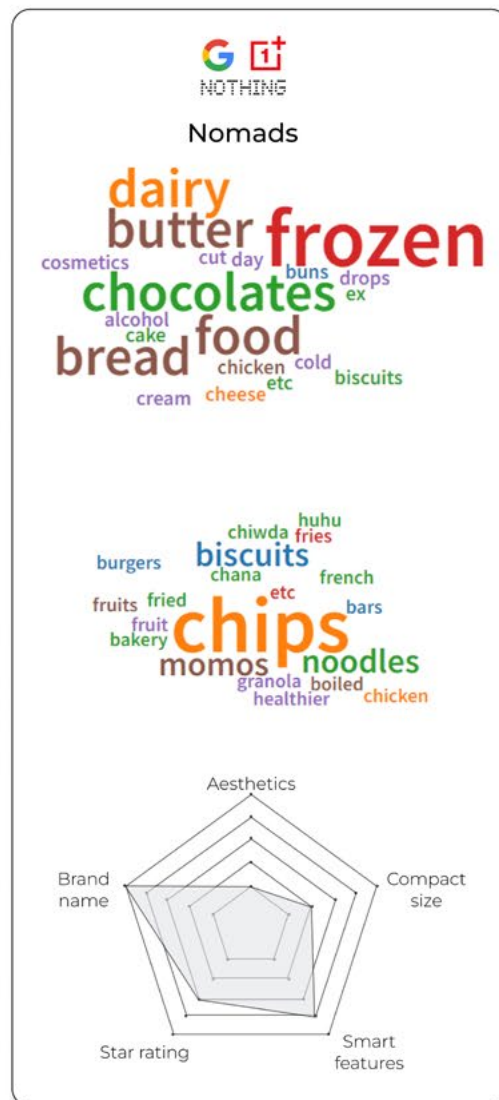
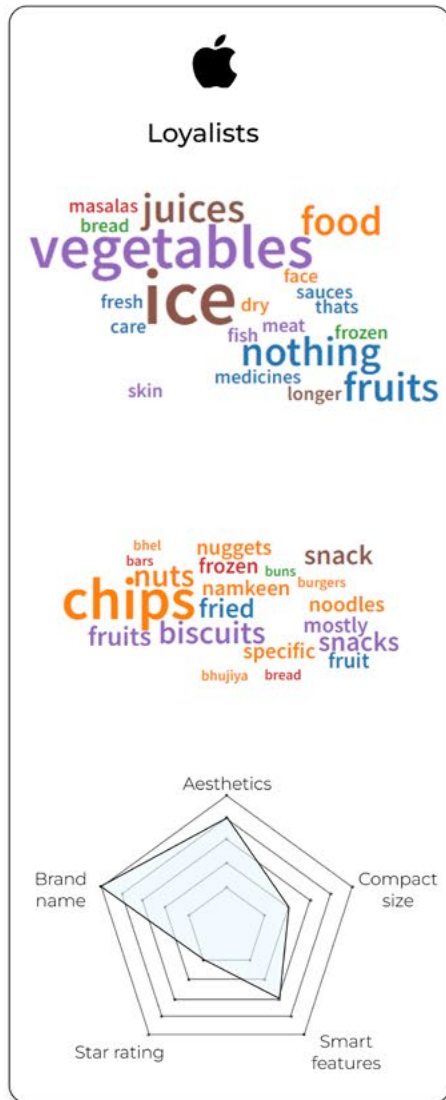
July 2023 - December 2023



VIZCOM



This visualization shows the difference in food habits and purchase patterns across the 4 user personas, which are Loyalist, Nomad, Pragmatic and Value Seeker, which were created based on the **smartphones** that the youth used.



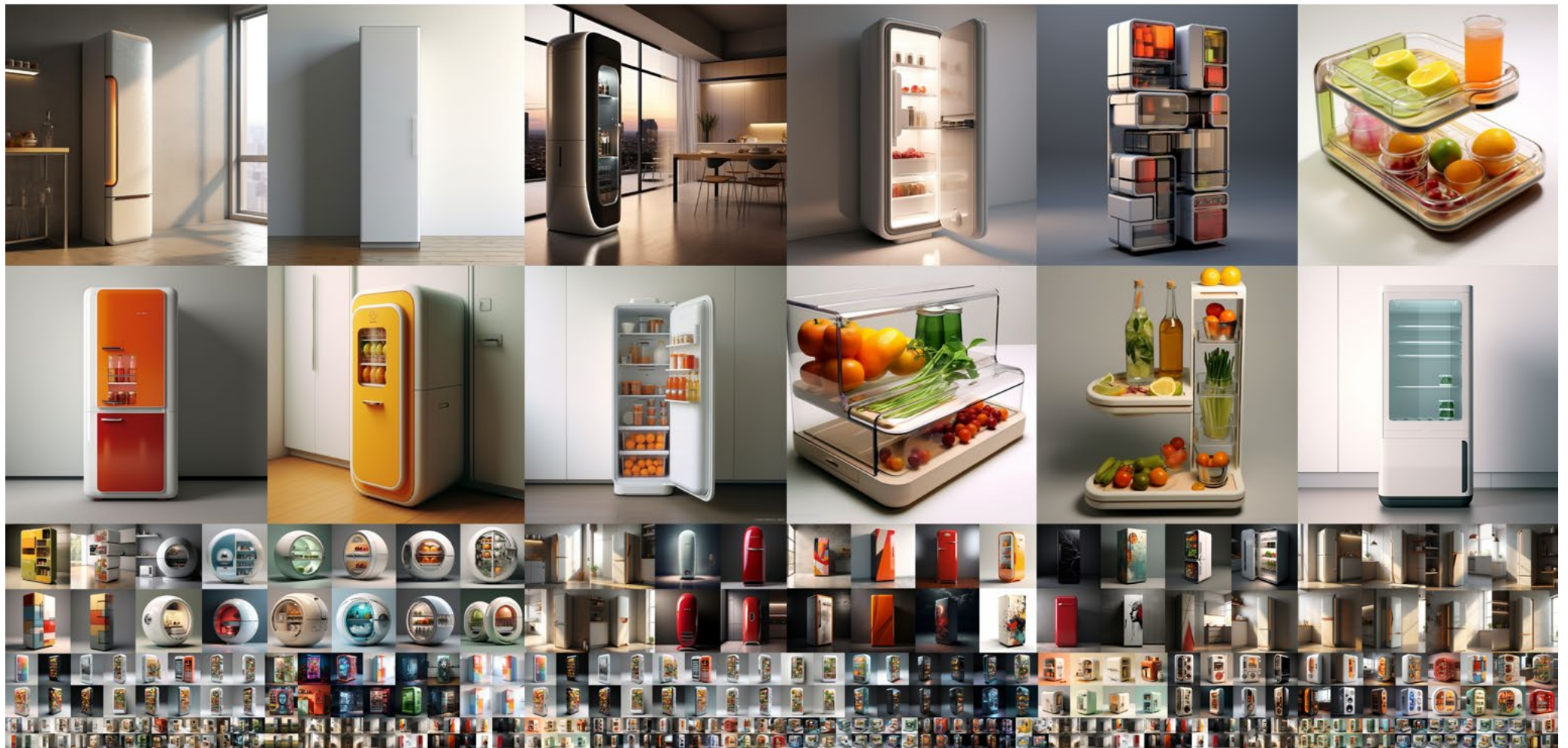
This approach was highly appreciated by the team due to the unorthodox method, which spoke the language of the youth, and kept the end users interested in contributing to the study.



Modern projects require modern methods of conceptualisation.

Midjourney was used to visualise over a thousand concepts of how a refrigerator would look like from the keywords that were derived from the secondary research, user study and market observation.

Result: This pushed the boundary of industrial design process to include far more wild and vivid ideas and concepts while keeping the core pillars of the project in tact. The Design team was excited with this approach.





Whirlpool

YOU

Your **O**wn **U**niverse

*Because on a very local scale, a refrigerator is
the epicenter of your universe;
inside it holds food; the key to your life
and on the outside is a timeline of your life.*

Accent Lights

RGB Accent lights adds to the elegance as well as a functional point of silent alerts for different modes of operation

Defrosting : Red to Blue transition
Eco mode : Green
Night mode : Soft white

Result:
Whirlpool Design team appreciated the recommendation of adding an extra element of accent light into the front fascia of the door. This came as a result of observing and understanding the life of the indian youth and the role that lighting plays in their lives.





Sleek and slender built

Whirlpool YOU stands at **50cm** in width and **152cm** in height. This maintains a beautiful **aspect ratio** never seen before on a refrigerator.

Result:
Whirlpool team agreed with the aspect ratio recommended for the 200L refrigerator. The expected lifestyles and habits of the future cohort of users along with the changing living situations warrant a need for a slender refrigerator which makes use of its height rather than its width. It is a market differentiator and one that “stands tall” among the competition on the shop floor.





YOU in context



Result:
The feature of having a glass panel as the focal point of the front facia enables Whirlpool to create variations in the designs on the panels, while standardizing the rest of the design. This creates a unique **'same but different'** approach which is beneficial to the both the user and the company. From the design team's perspective, this means more creative explorations for the CMF team, more user inputs if needed (for the custom pattern design aspect) and an added revenue source by virtue of a **subscription based model** for when the users grow tired of the design on the panel or have to refurbish their apartment and have to change just the panel instead of an entirely new purchase. This also adds in an element of sustainability due to prolonged use of the whole refrigerator.

3



Old Spice

Create a toolkit for creative assets for Old Spice Deodorants to fit the brand character and appeal to relevant target consumers.

Role: Design Intern

Requirement: Motion graphics, ad content creation

April 2023 - June 2023



Ps

Ae

Pr




imtiaz_ali_moopan





This project involved going **offline** to understand the **online** behaviour of users, their preferences when it came to deodorants, their experiences with ads and what they knew about Old Spice.

Since people were bored of filling another google form that was sent to them, I printed out the QR code to the form, stuck it on my back and walked around campus and the surrounding area to see if that could attract more users to fill up.

Why not try the form? It might be fun :) Try scanning this QR code here. 



imtiaz_ali_moopan





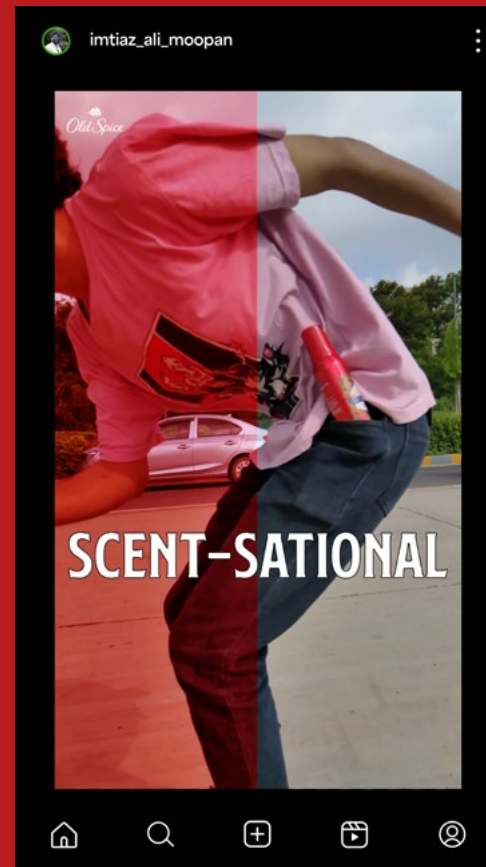
Result:
This project was completed within 3 months. The video assets were tested on **Instagram** by a third-party vendor and the ads resulted in **2X CTR (Click-Through-Rate)** in comparison to the prior assets (this was confirmed by the team). Along with the video, a Spotify intervention was also created. This was a new direction for the brand since it was experimented with before. The team was excited with the copy and the audio. The link to each of the video asset is linked below each of the asset.



[3D Bottle](#)



[Gen Z](#)



[Flying Man](#)



[Manliverse](#)

4



Strategizing the direction and creating the e-comm and q-comm content for Vicks India, to modernize assets to drive conversion.

Role: PHC E-Com Design Consultant
Requirement: Strategic Design, asset creation

Since September 2024





Cough Syrup



COATS & SOOTHES

The **honey** base glides effortlessly to coat and calm, giving lasting comfort with its **silky, soothing fluid formula.**



VICKS®

HERBAL STORY OF GOODNESS

A unique blend of **Ginger**, **Tulsi**, **Pudina** and **Mulethi** helps fight dry and wet cough, coats and soothes your sore throat for fast recovery and supports immunity boost.



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For viewing more project details
and other works of mine, please
visit: www.imtiazalimooan.net