

IΔM

p o r t f o l i o

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



Batman and I have something in common;  
we work with quite a few tools in our 'utility belt'

IΔM

3D Modelling, rendering



Rhino 3D



Keyshot

Graphic works, illustrations



Photoshop



Illustrator

AI conceptualisation



Midjourney



Vizcom

Motion and video



After Effects



Premiere Pro

UI prototyping



Figma



Adobe XD



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.

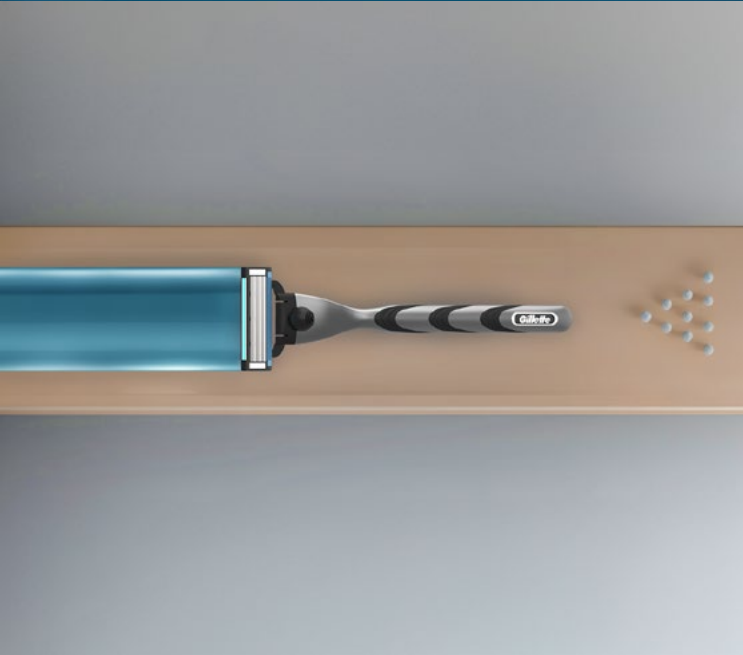
Role: Design Consultant

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

January 2024 - June 2024



Created the new range of e-commerce banners of Gillette Mach3 razors for Gillette India, along the lines of major categories which included RTBs (reasons to believe), product features and benefits. The below visuals were created from brainstorming various ideas which best expressed the corresponding bucket to the user, while complying to the brand language, keeping a distinct visual appeal.





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®



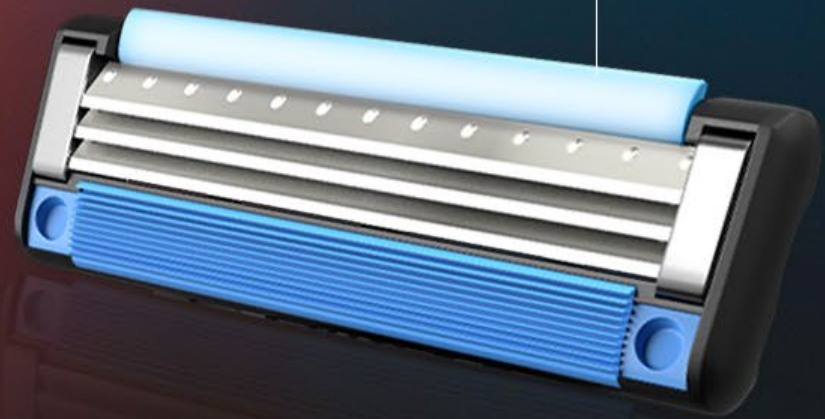
RESULT

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

**Gillette®**

# RELOAD

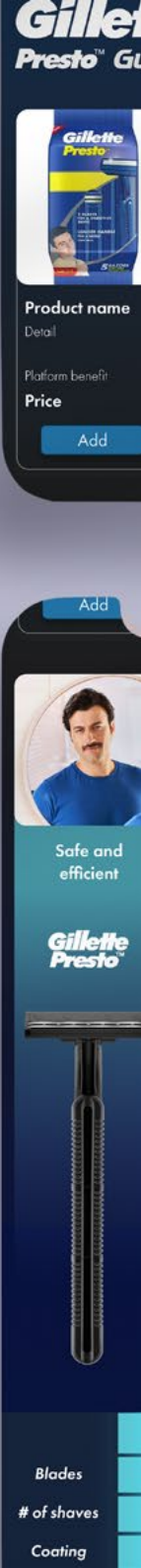
WHEN THE STRIP TURNS WHITE



RESULT

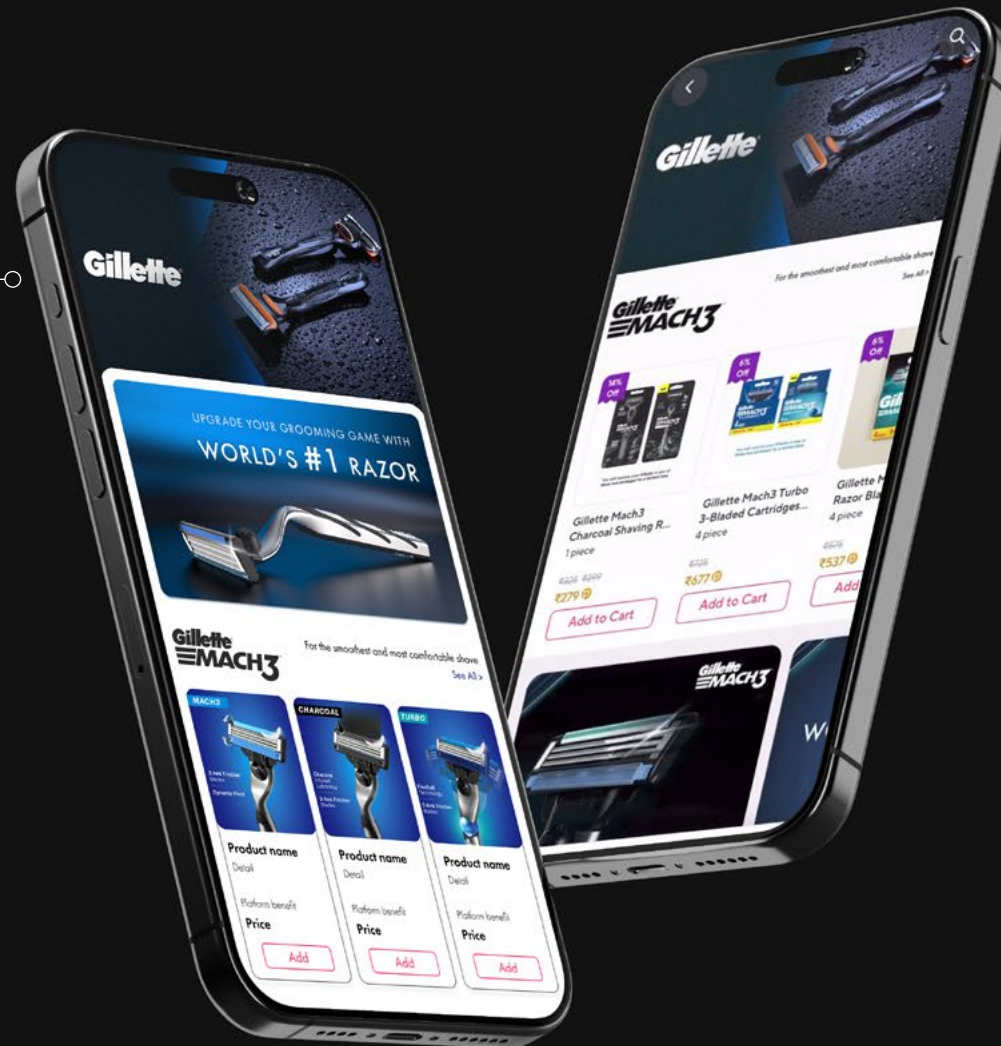
Usage: Zepto x Gillette Brand Store - banner for consumption  
Vivid, sleek and minimal representation of the cartridges  
With each of the cartridge in its respective branded color theme

## Gillette 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



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

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

Since September 2024





# 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.



RESULT

Usage: Amazon A+ imagery for Vicks Cough Syrup  
Well received for using dynamism and ingredient display



# COATS & SOOTHES

RESULT

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

Usage: Amazon A+ imagery for Vicks Cough Syrup  
Well received for product romance and composition



# FALL ASLEEP FASTER



Landing page redesign for Vicks ZzzQuil India, aimed at modernisation, driving conversion, intrigue and conveying product romance.

Check the site out at:  
<https://zzzquil.in/shop>

Support your sleep with  
**ZzzQuil NATURA Melatonin gummies**

3

# 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 Y.O.U

for the **chillest** generation

where you're in charge of  
**Y**our **O**wn **U**niverse



Y.O.U



## Accent Lights

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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.



Whirlpool

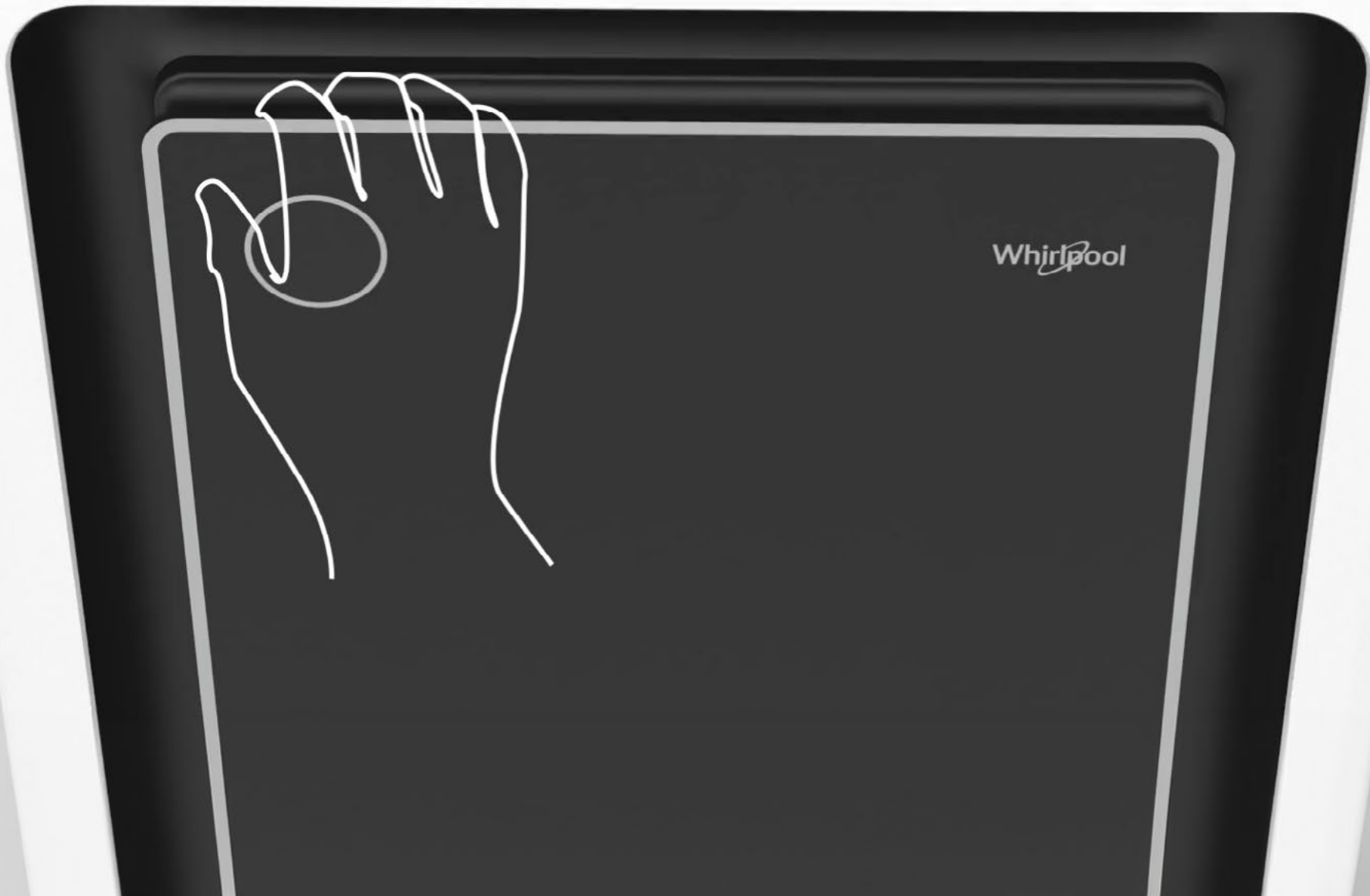


'O' UI

Smart and sophisticated  
Blending into the lifestyle of the youth

Whirlpool

Omnipresent Handle





*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.



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.*

4



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

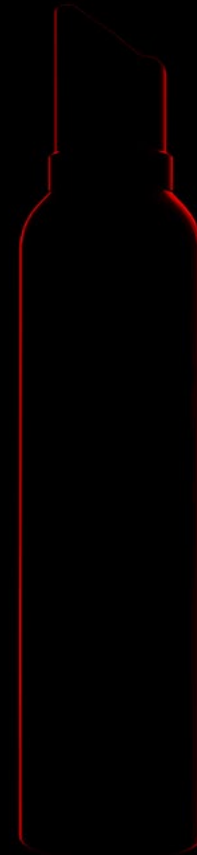
Role: Design Intern

Requirement: Motion graphics, ad content creation

April 2023 - June 2023



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.

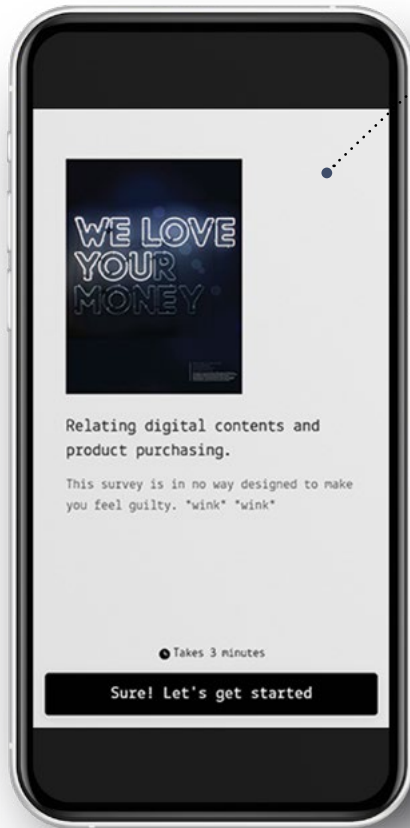
Since people were bored of filling another google form that was sent to them, I printed out the QR code to the form, stuck it on my back and walked around campus and the surrounding area to see if that could attract more users to fill up.

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



imtiaz\_ali\_moopan





The platform Typeform was used to aid in the user research process. It helps with providing interactive elements in to provide an engaging experience with the user.

Plus, the TG was tired of Google Forms



Utilising the ability to personalise the form by leveraging logic capability. This made the experience memorable and fun for the user. Truly.



imtiaz\_ali\_moopan



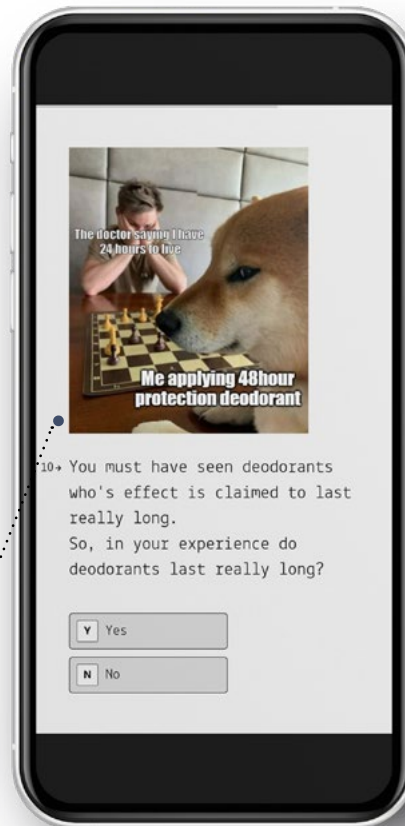


Visualising the icon of the social media platforms the users used the most makes it easier to select (cognitive ergonomics).

This enabled to understand which platform to utilise for creating the assets and testing the same.

Result: **Instagram**

Humor always goes a long way in getting the best out of the users, along with giving them a pleasant experience.



imtiaz\_ali\_moopan





Result:

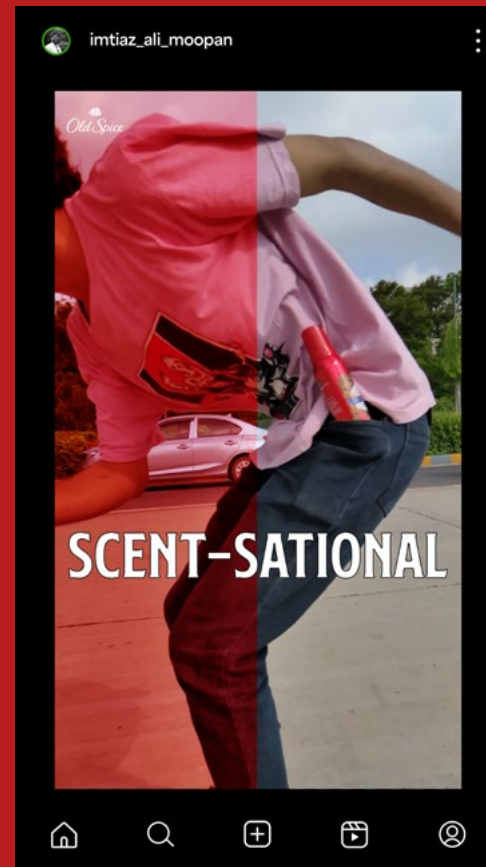
This project was completed within 3 months. The video assets were tested on **Instagram** by a third-party vendor and the ads resulted in **2X CTR (Click-Through-Rate)** in comparison to the prior assets (this was confirmed by the team). Along with the video, a Spotify intervention was also created. 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



For viewing more project details  
and other works of mine, please  
visit: [www.intiazalimooan.net](http://www.intiazalimooan.net)