Portfolio

Multidisciplinary Interaction Designer

Pratyush Bhatli

Bachelor of Design'27

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About Me

Experiences
UI & Graphic Designer
Squib Factory | 2025
Designed responsive UI and digital creatives.
Web Interface Designer (Contract)
Vexvo | 2023–2024
Created website UI concepts and layout proposals.
Design Contributor
Shiv Nadar University | 2023–2025
Designed event branding and communication assets.

Technical Skills
User Research & Usability Analysis
Interaction Design
Information Architecture
Systems Design
Brand Identity & Typography
3D Visualization
Spatial UX (VR)

Software Skills
Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Unity (VR Prototyping, Game Development)
After Effects (Basic / Motion Studies)

Languages
English
Hindi

Education
Higher Education - 2011-2023
Bachelor’s Of Design - 2023 - ongoing

01

Modular Navigation Indian Public Gatherings

System-level study of navigation logic in semi-organized, high-density public events in India.

Navigation fails when systems assume order in environments defined by behavioral unpredictability.

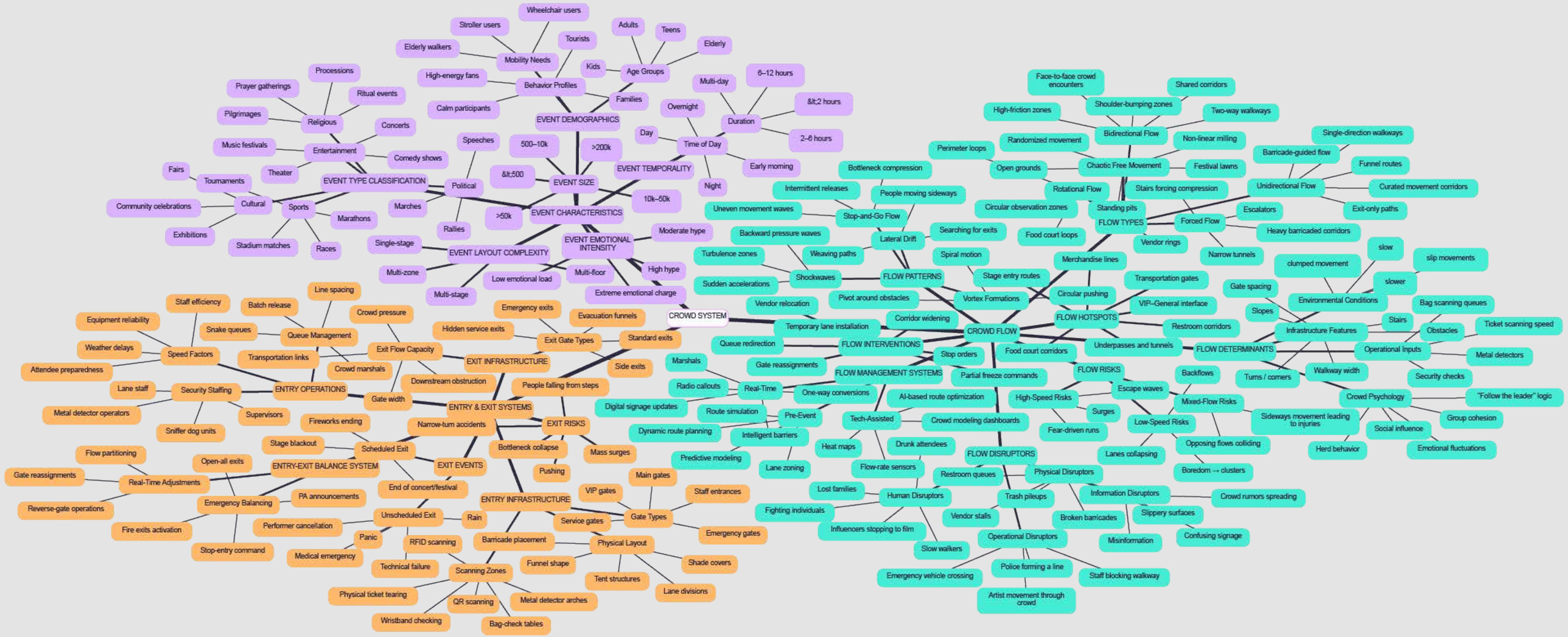
This project investigates how navigation systems can operate within fluctuating, emotionally driven crowd conditions rather than relying on fixed routes and compliance-based logic.

Systems thinking Behavioral design Design research Problem framing

Challenge

Public navigation models assume order and control, but in Indian gatherings, movement is driven by emotion, informal cues, and high stress, revealing a structural, not visual, challenge.

Density Is Not Even. It Spikes.

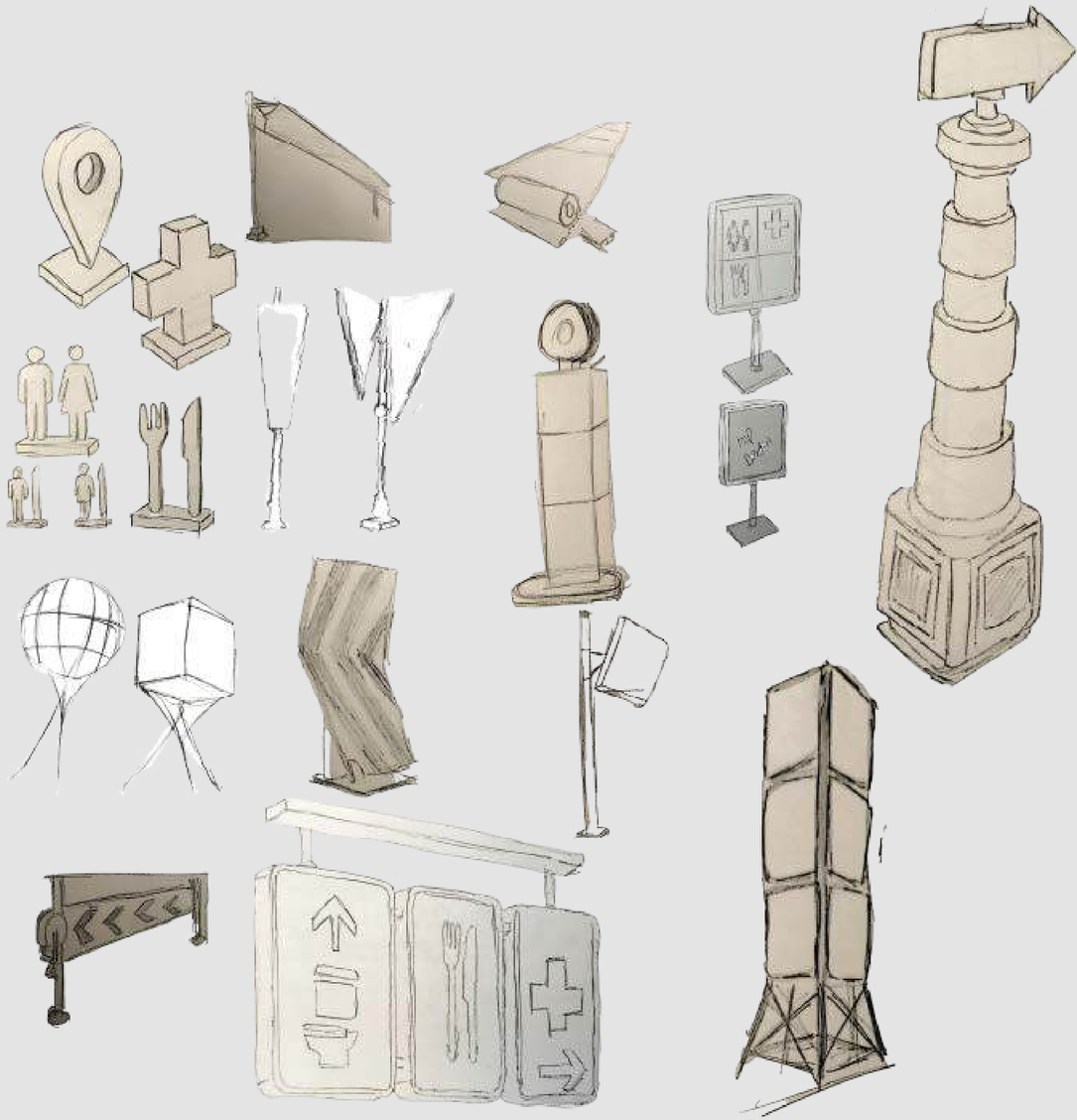


Decision

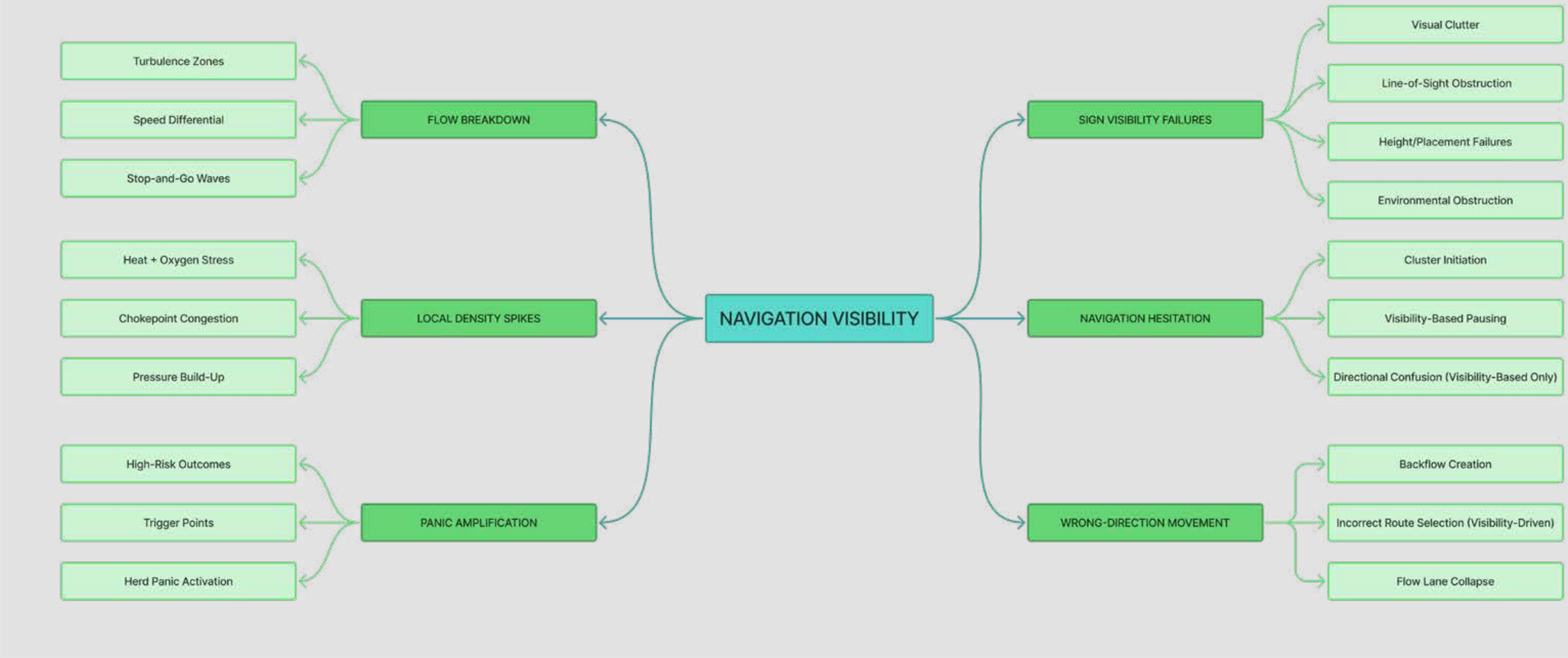
Instead of designing better signage, the focus shifted to understanding crowd behavior as a dynamic system.
The project moved from artifact design to modular navigation logic, systems that adapt to changing crowd states rather than enforcing fixed pathways.

Direction

The exploration proposes modular navigation principles that enable partial influence without imposing rigid order.



Modular system logic



Navigation in chaotic systems is behavioral influence, not instruction.
Adaptability outweighs precision.
System logic must respond to thresholds of density and urgency.

Concept

The tower stays visible above crowds and is readable without text. Its vertical, multi-sided design ensures recognition from all directions, using symbols instead of language to reduce staff reliance in high-stress situations.

Interaction states

The system uses visual states instead of fixed routes: supporting general flow in normal conditions and switching to clear exit cues under stress, adapting guidance without new structures or instructions.

Solution

The solution is an adaptive navigation system that guides crowd movement through evolving cues, creating order without enforcing control.

02

Held
A graphic novel

A restrained graphic narrative exploring grief through minimal visual language.

Grief becomes heavier when over-explained.

This project investigates how loss can be communicated through reduction rather than description, using minimal visuals and symbolic transformation to convey emotional weight without literal storytelling.

Visual Narrative Sequential Storytelling Symbolic Abstraction Narrative Passing

Challenge

Visual narratives about grief often become emotionally overwhelming or too literal, risking loss of universality and forcing interpretation. The challenge was to convey absence without directly depicting it.

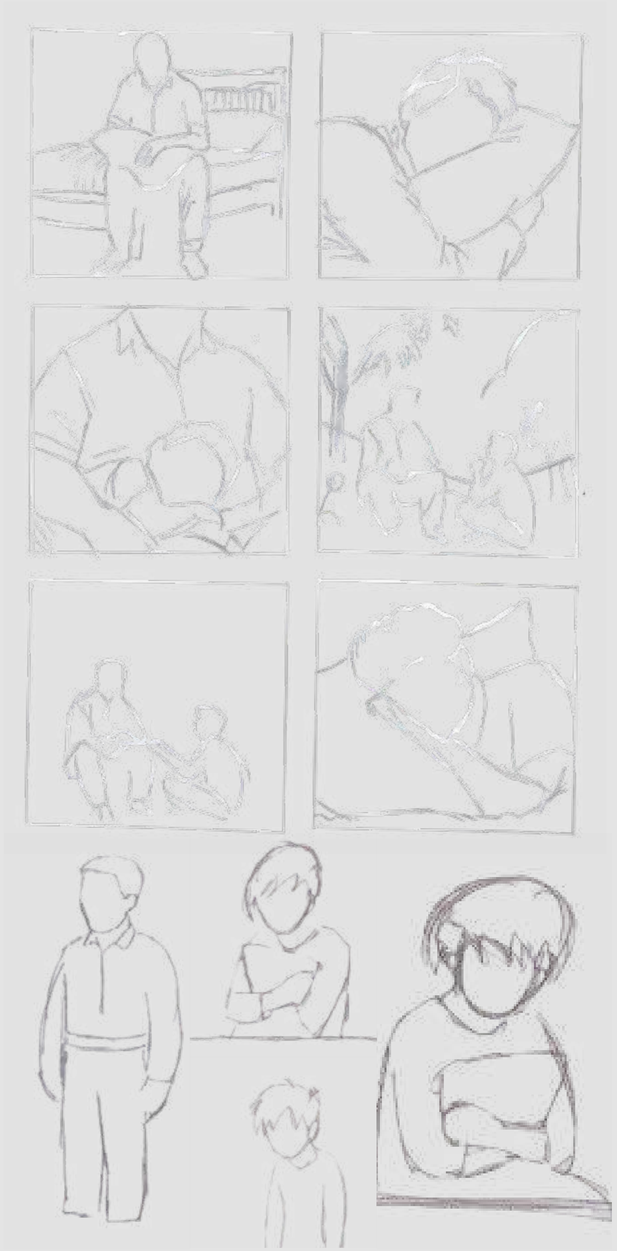
Decision

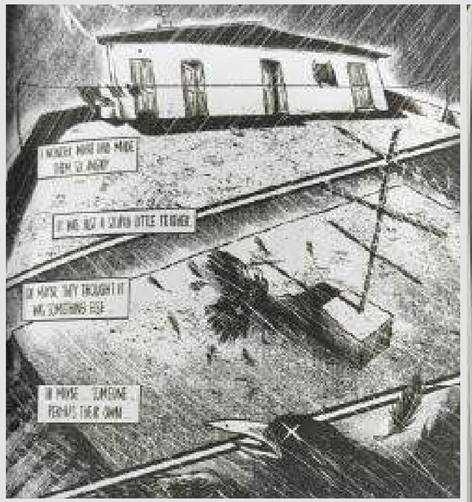
The project shifted from expressive illustration to restraint.

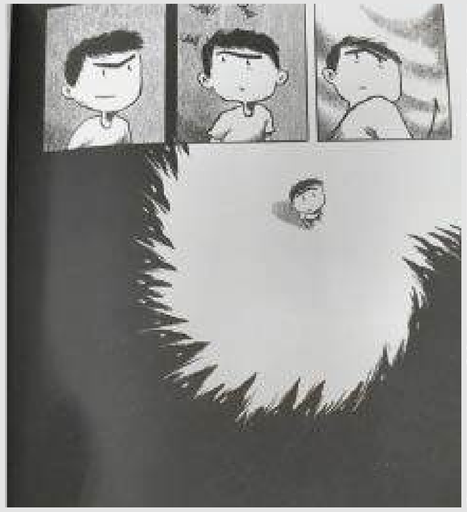
- Color was removed.
- Line work was simplified.
- Objects were used as emotional anchors instead of characters.

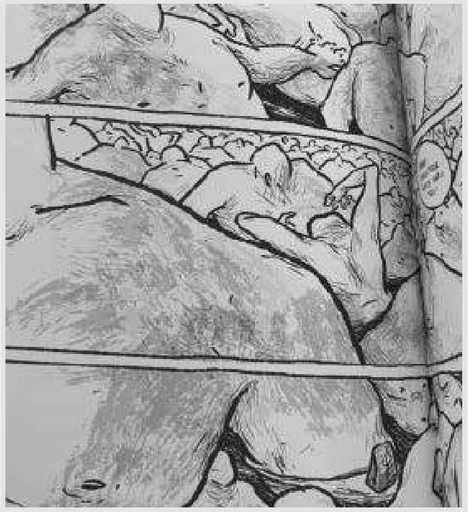
A pillow transformed from object to presence - carrying the narrative without explicit explanation.

Visual System










Held


Y'an old thing? It's got magic in it.
Really?
Only for dreamers.
You held on tight.
I thought... I'd forget you.
Stay a little longer?
I'm never far.
Thank you.
Some things don't disappear, they just take new shapes.

Outcome

A minimal graphic narrative conveying grief through restraint, using simple visuals and silence to evoke emotion and invite reflection.

03

Devanagari Typeface Process Study

Digital-first exploration of screen legibility in a print-dominant script.

Devanagari was not built for low-resolution screens.

Devanagari is widely used across digital platforms in India. Many existing typefaces follow print-first assumptions.
On screens, dense strokes and tight spacing reduce clarity at small sizes.

Digital Typography Type Systems Type Systems Script Structure

Challenge

Stroke congestion affects legibility. Traditional proportions collapse under pixel constraints. Simplification risks loss of recognizability. The issue is structural, not stylistic.

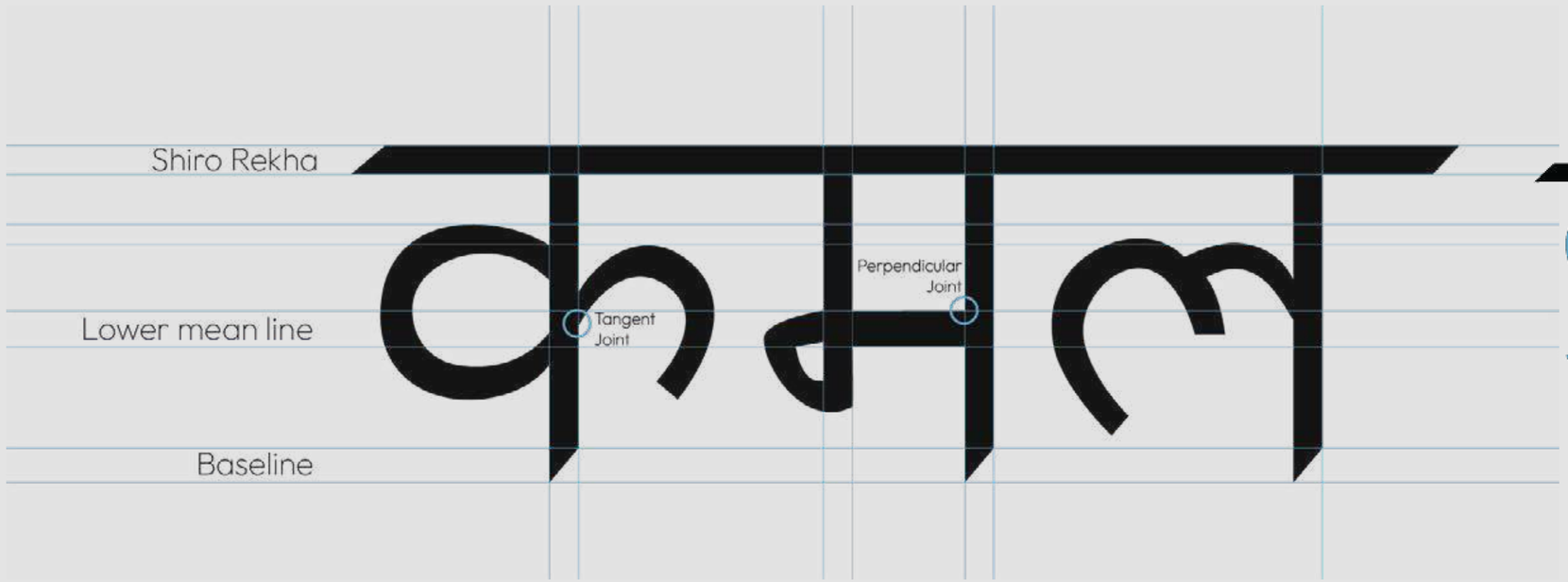
Shift in Approach

- Focus moved from visual refinement to structural clarity.
- Stroke hierarchy was reconsidered.
- Counter-spaces were opened.
- Rhythm across characters was prioritized.

System Logic

- Consistency in stroke weight improved visual rhythm.
- Simplified forms increased small-size readability.
- Structural alignment strengthened recognition.

Output Snapshot



- Early consonant set exploring controlled simplification.
- Vowels and ligatures remain undeveloped.

What Emerged

Digital constraints demand different priorities than print.
Clarity improves when structure is disciplined.
Recognition depends on consistency, not ornamentation.

04

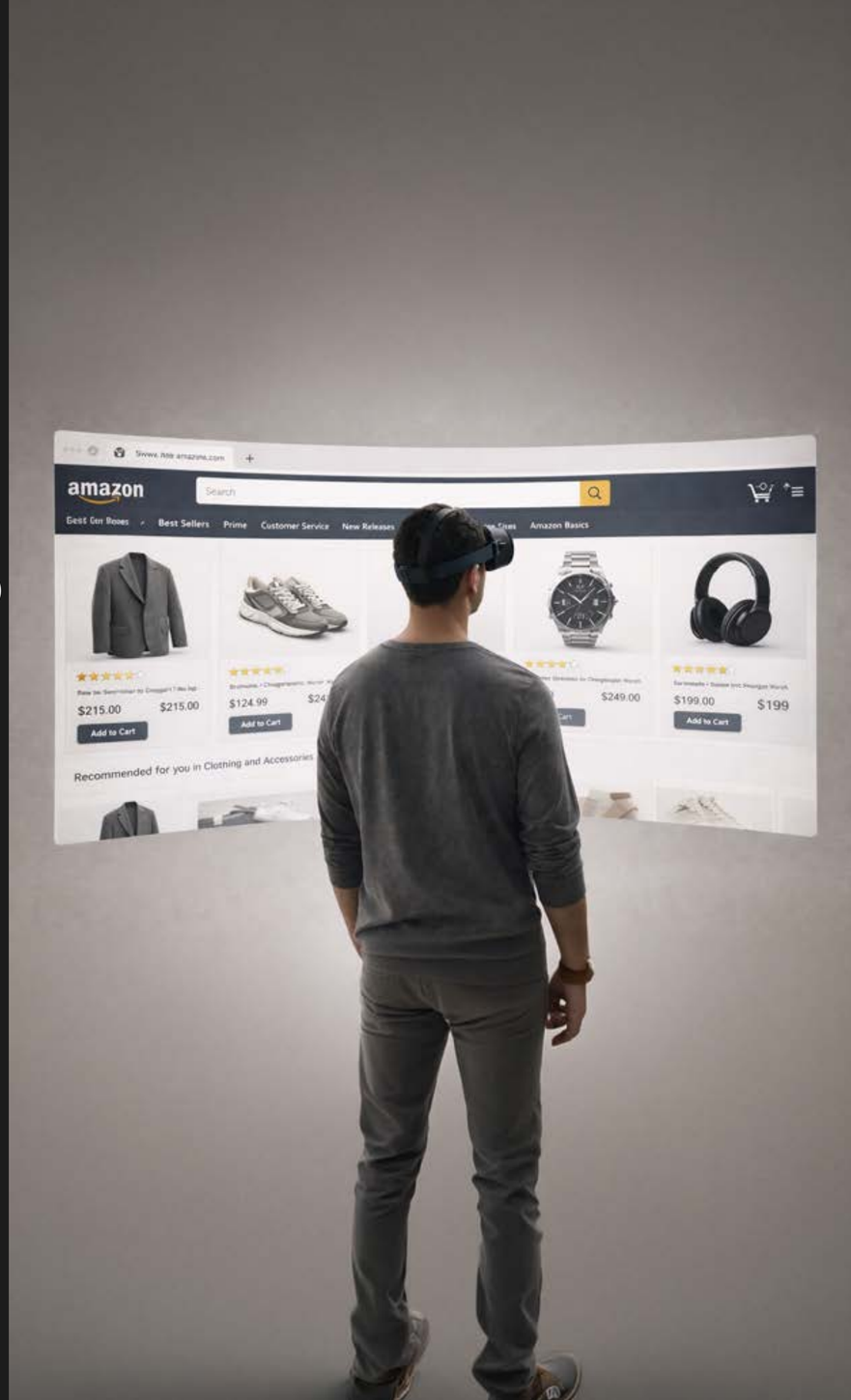
From 2D Screens to Spatial Stores

A literature review on usability differences between web and VR e-commerce.

Immersion increases experience value.
It does not guarantee usability.

VR commerce promises spatial, experiential shopping.
Most usability frameworks, however, originate from 2D web interactions.
The translation from screen to space remains structurally underexamined.

Usability Research Spatial Interaction VR Commerce Human–Computer Interaction (HCI) Cognitive Load



Research Focus

This review compares task efficiency, cognitive load, experience, and interaction limits between web usability and emerging VR findings.

Key Findings

- VR environments increase hedonic and experiential value.
- Task completion is slower than on 2D platforms.
- Cognitive and physical load is significantly higher.
- Text legibility and controller-based interaction remain major barriers.

Research Gaps

- Checkout workflow usability remains underexplored.
- Accessibility considerations are limited.
- Long-duration usage studies are scarce.

Outcome

The review establishes structural differences between 2D and VR commerce.
Usability in spatial environments requires distinct evaluation frameworks.

05

Designing Visual Narratives with Generative AI

An exploration of authorship, control, and emotional precision in AI-assisted storytelling.

AI can generate images.
Authorship requires coherence.

Generative AI tools are increasingly integrated into communication design workflows.
Their role in narrative construction remains critically underexamined.

Generative AI Narrative Design Human–AI Collaboration Prompt Engineering Design Research

Inquiry

This study investigates if AI-generated visuals can keep emotional sensitivity, visual consistency, and narrative meaning, focusing on story control rather than quality.

Method

Two narrative structures were developed:

- Fully AI-driven
- Partially AI-assisted

Outputs were compared for coherence and emotional alignment.

Partially AI driven

Fully AI driven

Outcome

This study shows AI aligns with narrative but struggles with visuals and emotion, requiring human control. Prompt syntax shapes meaning.

Co-Author:

Anushka Uniyal

06

News Reading Usability Study

User experience research on digital news consumption among students.

High engagement does not equal sustained reading.

Students primarily consume news through mobile platforms under fragmented attention conditions. Many news applications prioritize content volume and engagement metrics over readability and cognitive comfort.

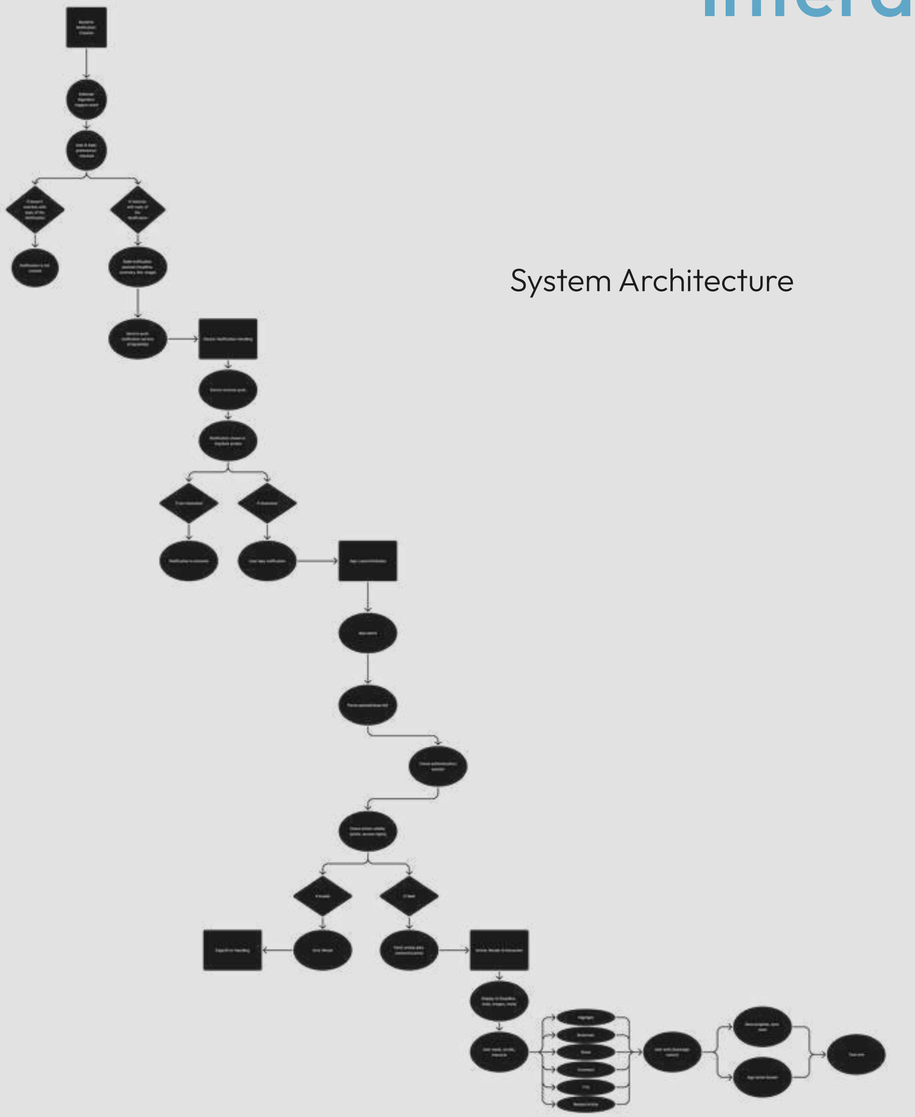
UX Research Information Hierarchy Reading Behavior Task-Flow Analysis Interaction Design

Research Focus

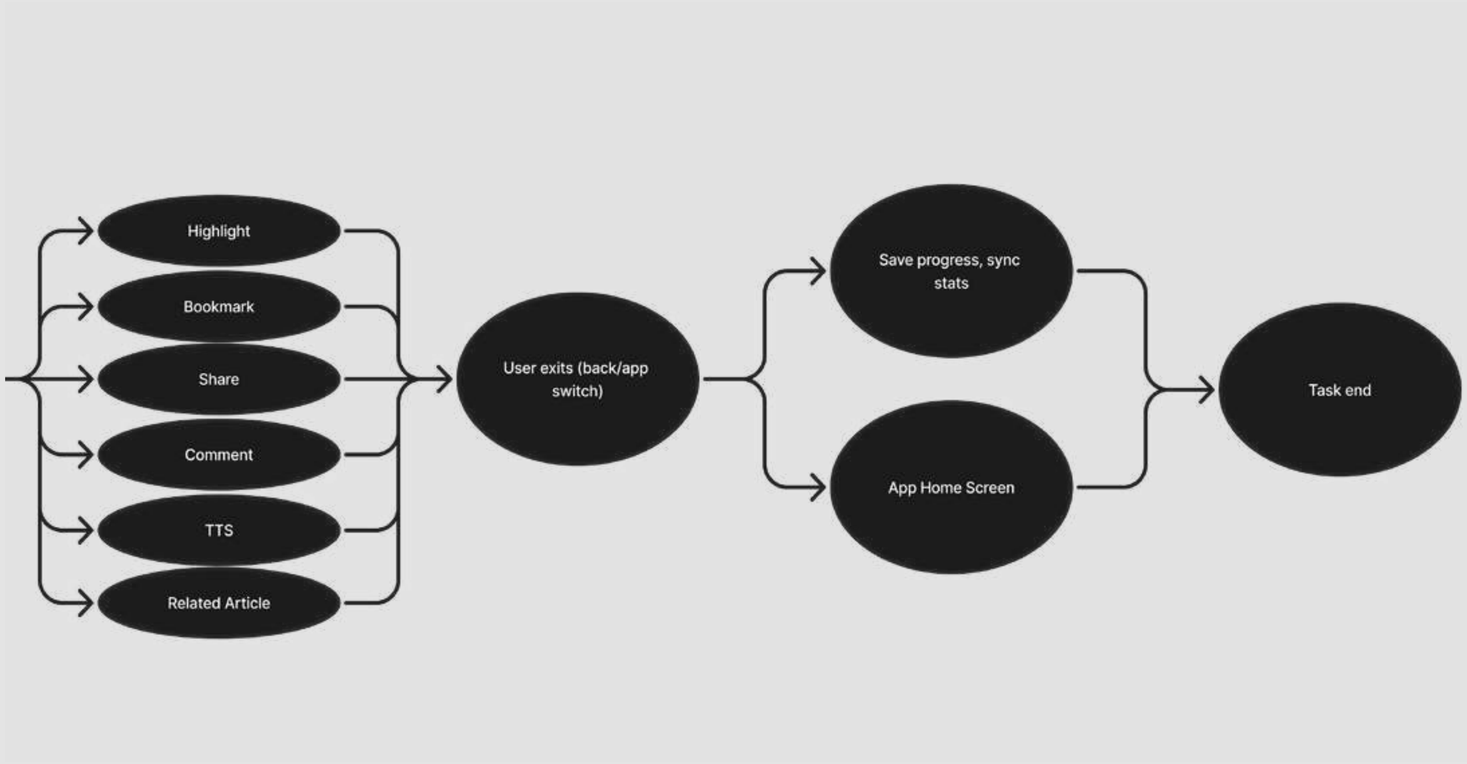
The study examined how structure and hierarchy affect reading continuity, cognitive load, and retention, using interviews, task-flow analysis, persona development, and decision-flow mapping.

Interaction System Architecture

System Architecture



Decision Core



Behavioral Archetypes

The Fast Skimmer

Profile

Undergraduate student managing classes, assignments, and tight schedules.

Primary Behaviour

Opens news apps for quick updates, never for long sessions.

Name

Arnav, (21)

✕ No Clear Summary

The Social Sharer

Profile

College student active in group discussions, social media, and sharing news.

Primary Behaviour

Reads selectively; shares key summaries or interesting articles.

Name

Kavya, (19)

✕ No quick access

The Focused Reader

Profile

Journalism/Arts student who reads deeply, often for academic work or personal interest.

Primary Behaviour

Reads long-form content regularly and prefers structured information.

Name

Raghav, (20)

✕ Cluttered toolbar

The Low-Attention Reader

Profile

Engineering student multitasking between classes, part-time work, and entertainment.

Primary Behaviour

Reads news when bored or idle; attention span varies.

Name

Arjun, (22)

✕ Dense Paragraphs

Cross-Persona Journey Analysis

Persona	Trigger	Entry	Scan	Depth	Actions	Return
Fast Skimmer	Quick Click	Minimal evaluation	Skims fast	Rarely reads fully	Rare share	Leaves
Social Sharer	Trend-Driver	Checks virality	Selective	Looks for takeaway	Shares often	Returns via thread
Focused Reader	Topic-Driven	Checks source	Slow scan	Deep read	Saves	Explores related
Low-Attention	Boredom-Driver	Random open	Distracted scroll	Partial read	Rare action	Drops off

Outcome

The study finds dense layouts, weak hierarchy, and notifications hinder deep reading and retention in students, with results limited by sample size.

07

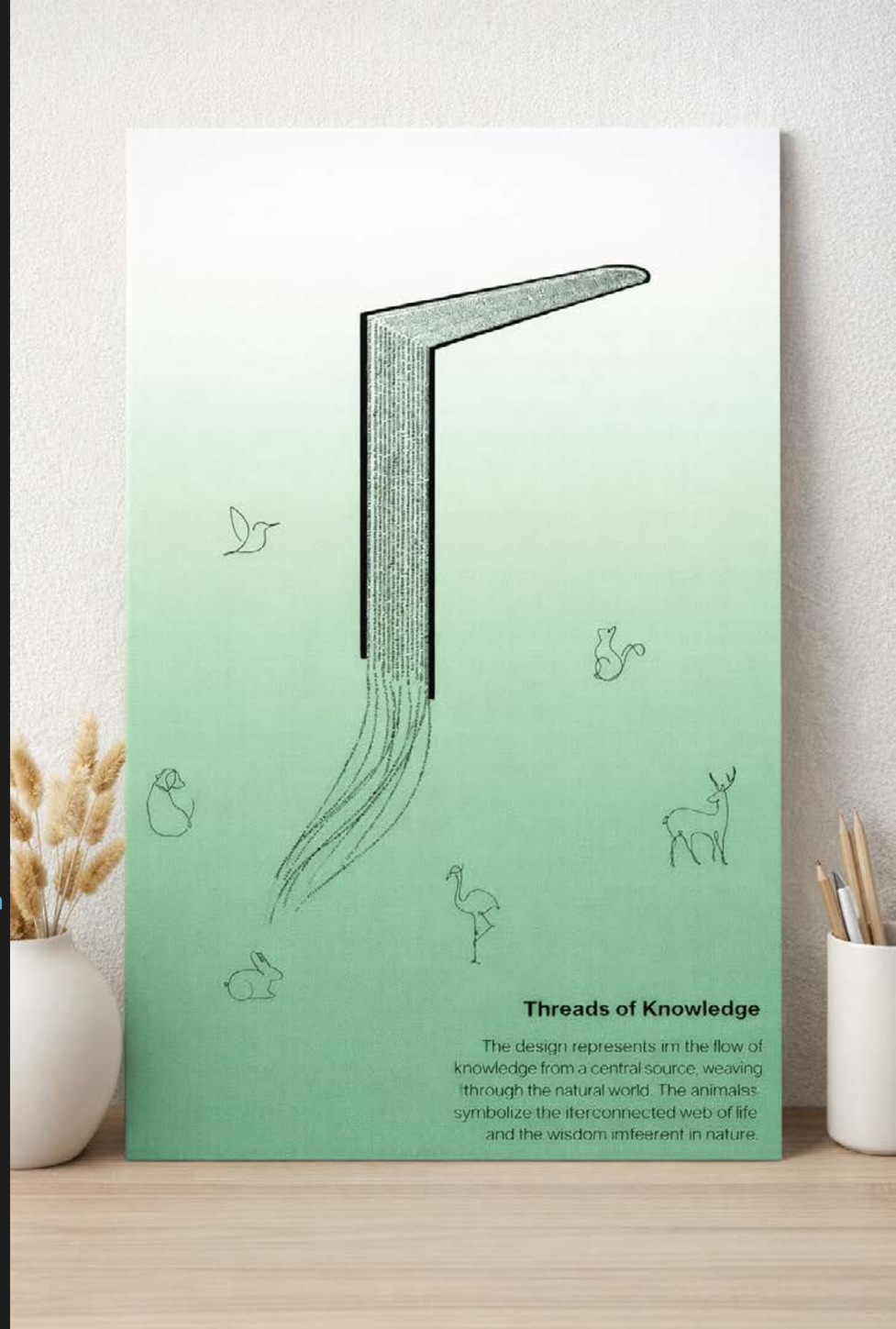
Threads of Knowledge

Typography as narrative structure and visual metaphor.

Text can function as structure, not just content.

Typography is often treated as a neutral carrier of information.
Its potential as a metaphorical system remains underused.

Typographic Composition Visual Metaphor Narrative Design Concept Visualization Poster Design



Concept

Knowledge was visualized as flowing threads.
A book functioned as the central source within a larger ecosystem. Nature was positioned as an active participant in intelligence.

Design Decisions

- Typography defined both form and motion.
- Minimal line-art avoided visual distraction.
- A gradient background suggested continuity and expansion.

Outcome

The work demonstrates typography’s ability to operate as narrative structure.
Conceptual clarity was achieved through visual restraint.

08

च se Chocolate

A multisensory reinterpretation of a Devanagari letter.

Typography is usually seen.
Rarely experienced.

Emotional design strengthens memory through sensory engagement. Typography, however, is typically limited to visual interaction.

Emotional Design Multisensory Experience Devanagari Typography Concept Exploration Form Translati

Concept

The Devanagari letter “च” was reimagined as an edible chocolate form.
Language was translated into touch, taste, and memory.

Intent

- Encourage playful learning.
- Trigger nostalgia and emotional recall through cultural familiarity.


CHOCOLATE

Outcome

The project demonstrates how typographic forms can extend beyond visual media. Conceptually clear, exploratory in execution.

09

Nestlé Brand Reinterpretation

Modernizing a legacy brand without erasing trust

An academic exploration of how a global legacy brand can evolve visually.
The project examines balance between familiarity, clarity, and contemporary relevance.

Nestlé balances evolving its visual identity with preserving brand trust, aiming for a subtle update rather than a full rebrand.

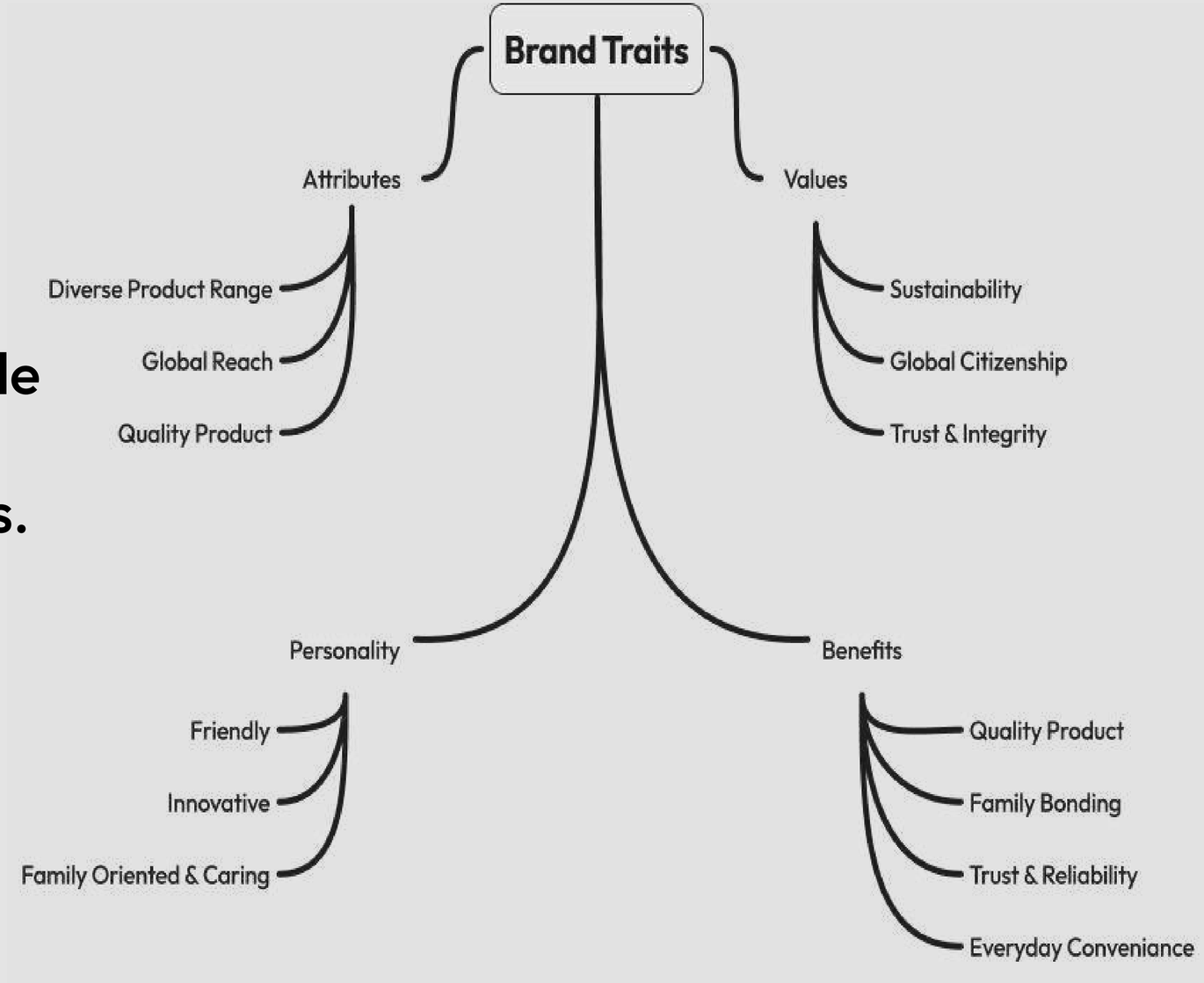
Legacy brand Form reduction Brand consistency Visual clarity

Challenge

How can a legacy brand be visually modernized for contemporary contexts without weakening the trust and recognition built over decades?

Working approach

This map separated non-negotiable brand values from adaptable attributes to guide design decisions.



Form refinement

Reduced visual complexity while preserving core form.

Previous mark

Retained
Symbolic meaning
Emotional warmth

Refined mark

Refined
Form simplicity
Visual clarity

Outcome

A modular, future-ready brand system built to enhance recognition, improve usability, and reduce visual clutter.
The new direction balances heritage with contemporary clarity.

10

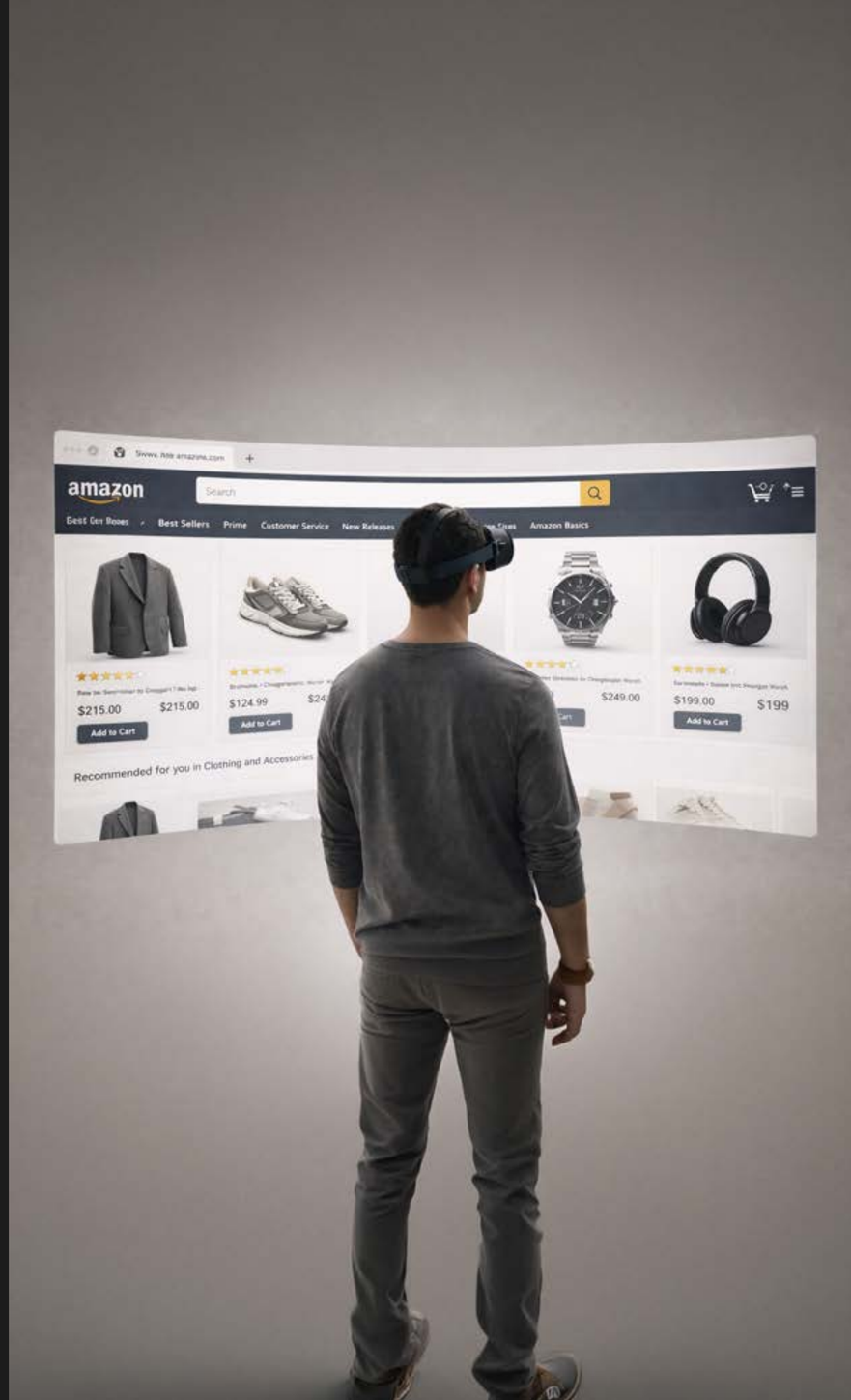
VR E-Commerce Spatial Navigation

Exploration of navigation behavior beyond 2D retail interfaces.

Translating web patterns into VR creates immersion - and disorientation.

Most e-commerce systems are optimized for flat, linear browsing. In VR environments, these 2D models are often directly replicated.
Spatial freedom introduces new cognitive and physical demands.

Spatial UX VR Interaction Navigation Systems Research Exploration Cognitive Load

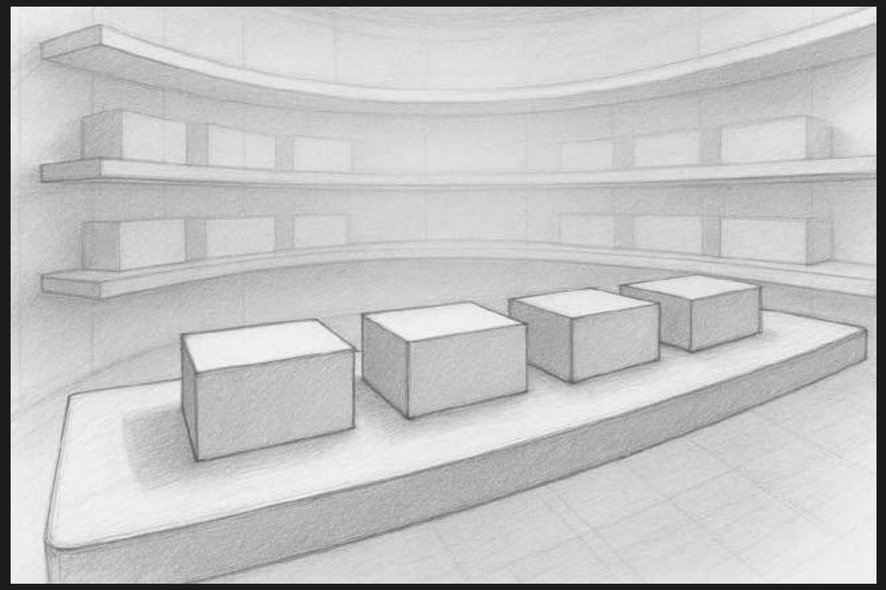


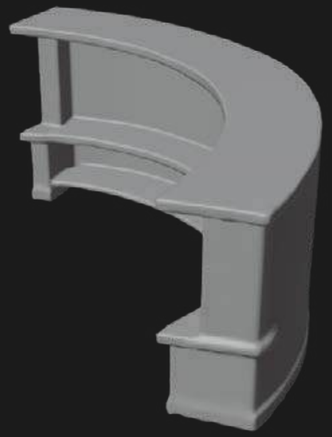
Inquiry

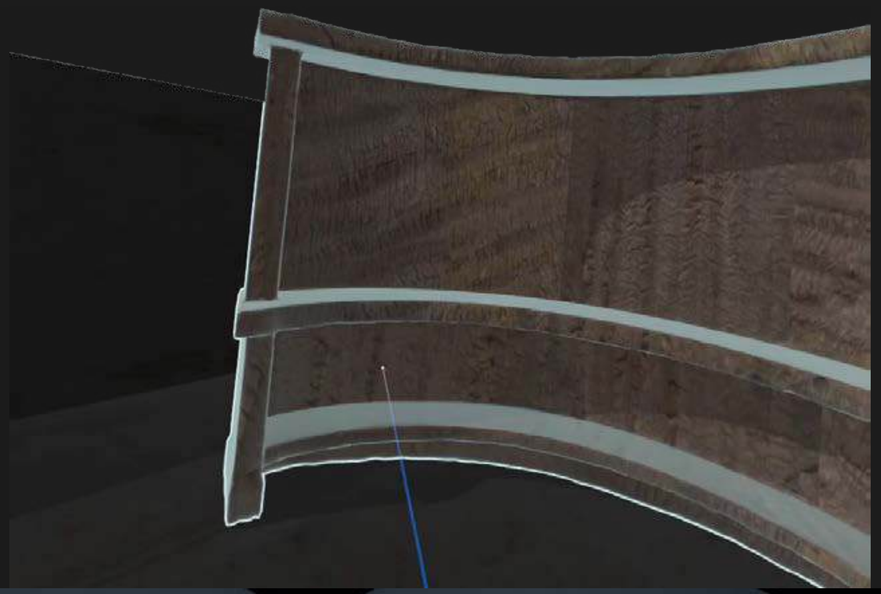
The project investigates how users orient, navigate, and decide in spatial retail environments without traditional interfaces, focusing on navigation logic over styling.

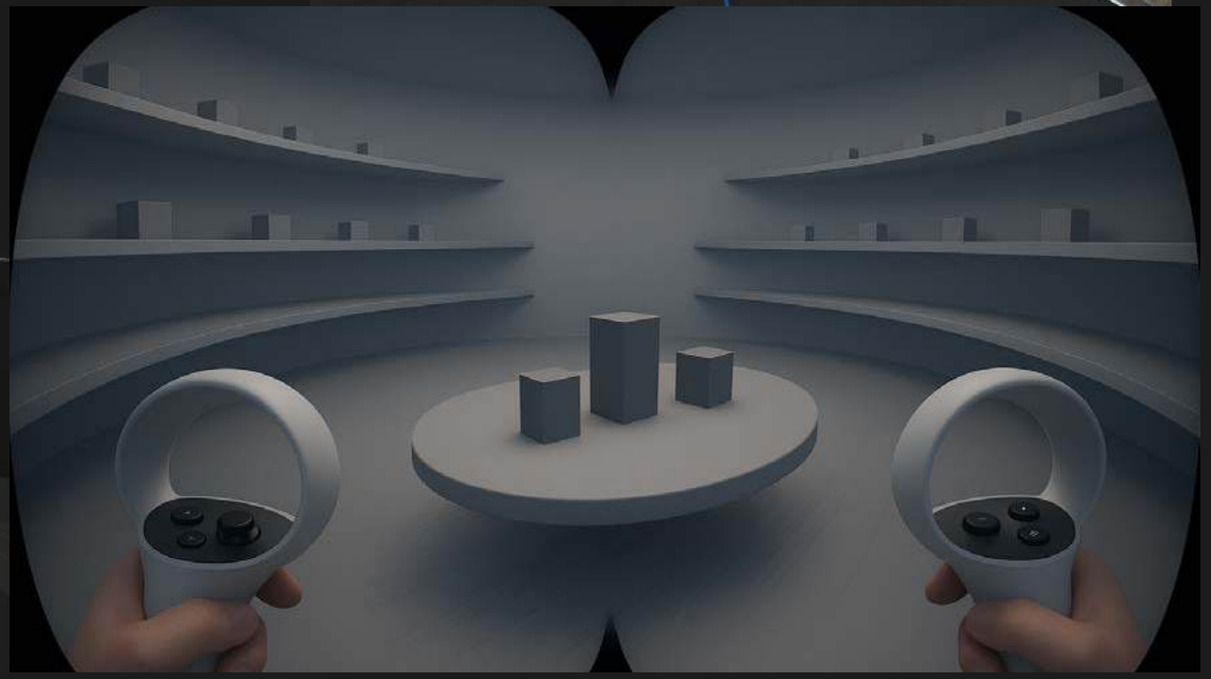
Key Observations

- Many platforms rely on floating 2D panels.
- Spatial freedom often conflicts with task efficiency.
- VR interactions increase cognitive and physical fatigue.
- Immersion is prioritized over usability.









Status

Research-led exploration with no full prototype; findings are qualitative and early-stage.

Thank You

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