



ROHIT TANDON  
WORKS

ART DIRECTION  
UI/UX DESIGN  
DIGITAL STRATEGY

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With 15 years experience as a digital native, I'm a multi-disciplined designer, who's applied agency experience to several early stage startups. With a keen eye for functional aesthetic and design, mixed with a lean approach to creative vision, I'm a design professional driving beautiful branding, inviting UI and thought provoking UX.

## EXPERIENCE

### EMERGENCY VALVE / FREELANCE DESIGN CONSULTANT

*March 2016 – Present (2 years 9 months)*

*Goa, India*

Been working as a Freelance Art Director for clients in UK, Spain, India and Canada. I've led Branding, and UIUX projects. Worked with clients from the Hospitality, Real Estate, Fashion and Tourism industry. Also provided design strategy assistance to early stage startups.

### NEXGEAR / CHIEF CREATIVE OFFICER

*March 2015 – March 2016 (1 year)*

*Mumbai, India*

We are a bunch of travel, adventure & photography enthusiasts who also happen to be engineers & designers with a vision to change the way people capture their adventures. We designed an Intelligent Adventure Camera, named Frodo. As an early startup, I wore many hats and I headed the UI/UX for Frodo's App as well as all branding and marketing needs. Frodo's Indiegogo campaign was successfully funded in March.

### TRIATURE / CHIEF CREATIVE OFFICER

*June 2014 – March 2015 (10 months)*

*Mumbai, India*

As Chief Creative Officer at Triature, I brought my UI/UX experience and not only headed up the WAP team (Web + Apps) but also oversaw the creative work done for our clients. Working across industries in India, Triature provides Digital Interaction solutions and Digital Marketing services with successful results. Also assisted the founders on pitches, closing new business, hiring creatives and building relationships with our existing clients.

### BETIT GROUP / SENIOR ART DIRECTOR

*May 2013 – November 2013 (7 months)*

*Vancouver, BC, Canada*

My duties as Senior Art Director included branding the newest player on the IGaming scene, hiring up the art team and overseeing initial art direction for their products. I worked closely with the CEO, Product Managers, the Head of Design and the individual Marketing teams.

### A THINKING APE / ART DIRECTOR

*November 2010 – May 2013 (2 years 7 months)*

*Vancouver, BC, Canada*

As an Art Director at A Thinking Ape, I was responsible for the overall branding and artistic direction of this new mobile startup. Along with rebranding the startup, my duties included overseeing the art production, UX of products, UI mockups for new and existing games and creating various branded collateral such as tshirts, stickers and posters for company events.

### BLAST RADIUS / SENIOR DESIGNER

*February 2007 – November 2010 (3 years 10 months)*

*Vancouver, BC, Canada*

Working in large teams, I worked closely with Art Directors and Creative Directors to produce web campaigns and websites. I was an integral part of accounts such as Electronic Arts, Nike, Air Jordan, Microsoft and Starbucks. I was also brought in for pitches and internal tasks.



Cutso  
.co

CASE STUDY\_1

Fast fashion is a global problem, with over production and wastage, CUTSO aims to provide high quality products directly to the consumer utilizing Data Analysis cutso wants to produce products that is not only "SOLD" before production but also curated with the help of it's consumers.

## Y E A R

2017

## S E R V I C E S

Branding, Strategy,  
UI/UX, Product Design,  
Creative Direction &  
Startup Guidance

## S T A T U S

On going, cutso is currently  
curating designs to launch with.

BRANDING



*Primary Circle Logo*



*Secondary Square Logo*



*Script Black Logo*



*Script Gold Logo*



*Gold*

RGB: 130 123 90  
HEX: 827b5a

*Dark Gold*

RGB: 117 111 82  
HEX: 756f52

*Dark Grey*

RGB: 23 23 23  
HEX: 171717

*Cool*

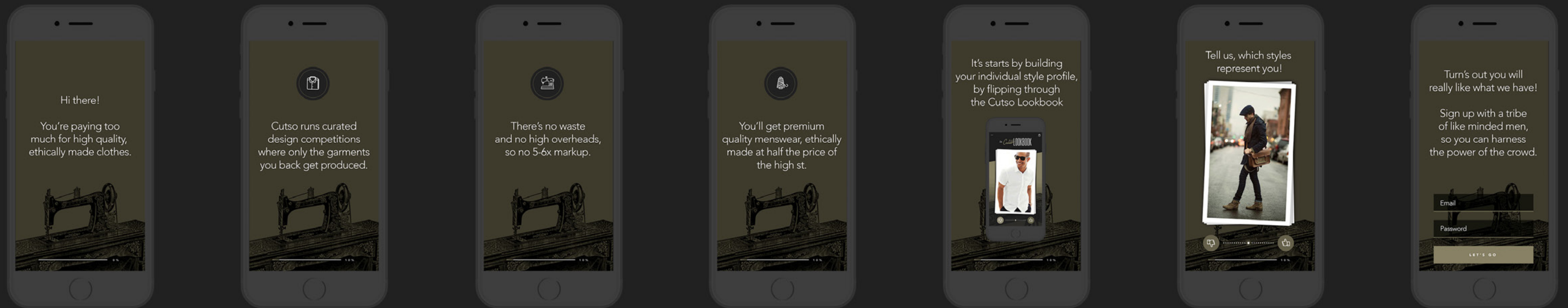
RGB: 73 91 89  
HEX: 495b59

*Olive*

RGB: 94 95 69  
HEX: 5e5f45

UI / UX

Mockups created for CUTSO's Investor Pitch Deck. The app was designed to capture the consumer's preferences using a tinder style LOOKBOOK. based on the data collected, designs would be curated and presented BACK to the community , Once designs reach the production threshold, consumers can pre-order them and recieve them directly from CUTSO,.



On-Boardin Questiong



Loading screen

On-Boardin Questiong

On-Boarding

Customized Home Screen

Menu Tab

The Cutso Lookbook Intro

The Cutso Lookbook

Category by Stages

Product Detail Page

Stages Description

PITCH DECKS

### Our Vision

“Cutso is a technology platform using lean principals to re-imagine the fashion industry, starting with men.”

### MARKET Opportunity

**£3B**  
UK PREMIUM LIFESTYLE MENSWEAR  
GLOBAL MENSWEAR MARKET - £15B

### Solution

**LEAN FASHION DEVELOPMENT**

- DESIGN ( CROWDSOURCED )**  
Curated based on data gathered by the Lookbook
- MEASURE**
- VOTE ( CROWDFUNDING )**  
Users vote on design competitions with their wallet
- LEARN**
- PRODUCE**  
Only designs reaching threshold are produced
- BUILD**

### Solution

- IDEATION** (STAGE 1): 12-16 WEEKS TO DELIVERY. Designers submit their design ideas.
- PRODUCT SAMPLING** (STAGE 2): 8-14 WEEKS TO DELIVERY. Each stage of production is crowdfunded from 1/4 to 1/2 price of high st. retailers. Consumers decide what gets made.
- PRODUCTION** (STAGE 3): 6-10 WEEKS TO DELIVERY. Successful designs are matched with ethical, vetted manufacturers.
- STOCKED** (STAGE 4): 0 GET IT TOMMORROW!. Crowdfunded funds help pay for retail inventory. Profits shared with Designers.

### Traction : Minimum Viable Product 1.0

- Landing page : [www.Cutso.co](http://www.Cutso.co) to test messaging
- Customer conversations to ensure we're solving real problems

**1,224** REGISTERED USERS  
**21.15%** LANDING PAGE OPT-IN RATE  
**239** CUSTOMER DEVELOPMENT GROUP

### Minimum Viable Product 2.0

**Assumptions to validate:**

- Consumer Value Proposition
- User Acquisition Model
- Product Development Feedback loops

**Initial Target Market**

- London based creative class
- Professional male Gen X + Y.

**Physical Products**

- Mens Shirts

**Next Steps**

- Clickable Prototype [DEMO.CUTSO.CO](http://demo.cutso.co)

### Competitive Analysis

	BRANDS	KICKSTARTER	Cutso	GUSTIN	AMAZON	ASOS
Vertical Integration	✓	✗	✓	✓	✓/✗	✓/✗
Dedicated Fashion Platform	✓	✗	✓	✓	✗	✓
Consumers fund production	✗	✓	✓	✓	✗	✗
Funds Protected by Escrow	✗	✗	✓	✓	✗	✗
Multiple Designers/Brands	✗	✗	✓	✗	✗	✗

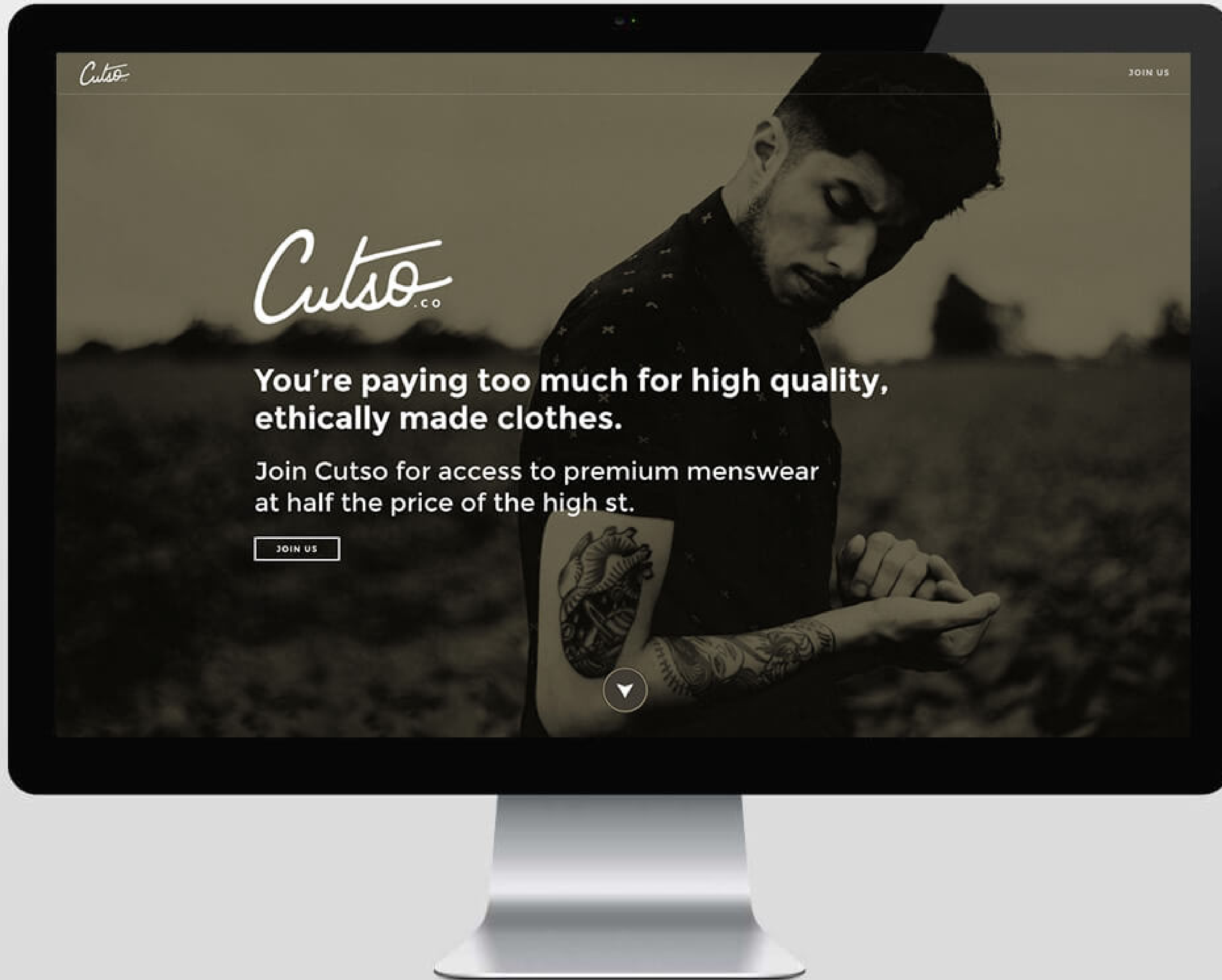
# Thank You



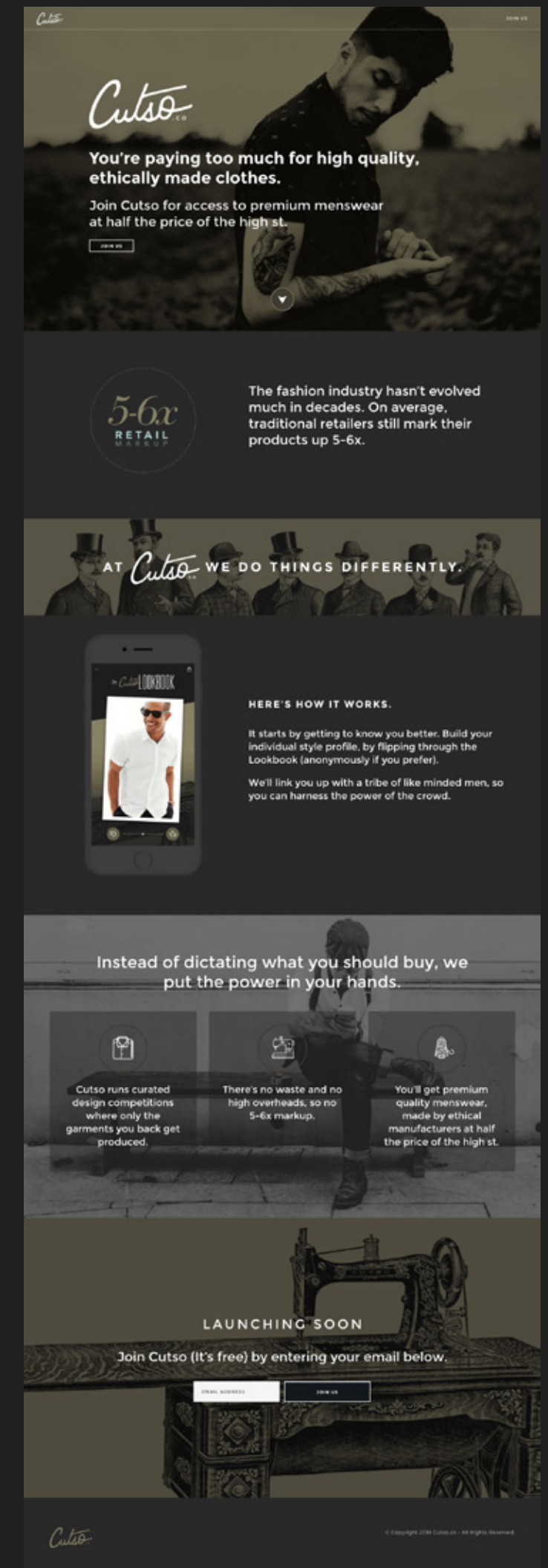
## PRODUCT DESIGN

Part of my task was also to work with the Founder to develop the first line of products, Utilizing the digital platform we landed on printed shirts. By designing the first line of shirts, CUTSO is in the process of recruiting other designers, I also provide Creative Direction to make sure the designs are on brand,





# WEB



FR<sup>0</sup>DO



CASE STUDY\_2

Frodo was an Intelligent Adventure Camera, that set out to solve A problem. We go on epic trips, and record large amount of footage which SITS untouched and unseen. I joined Nexgear Technologies, as their Chief Creative Officer and was incharge of art direction, UI/UX and marketing. Frodo was their first product and it had some great challenges.

## Y E A R

2015-2016

## S E R V I C E S

Branding, Creative & Art  
Direction, UI/UX Design.

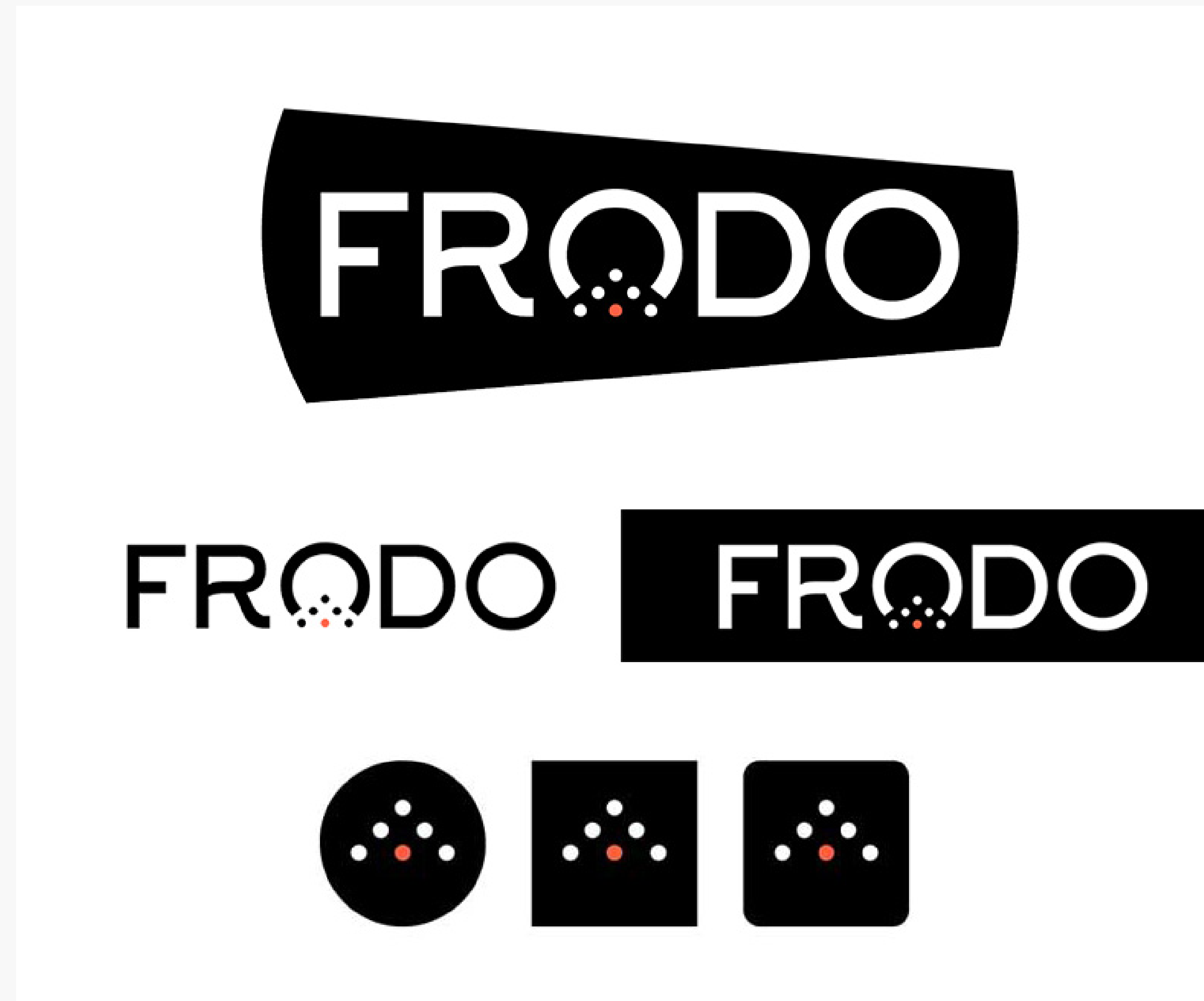
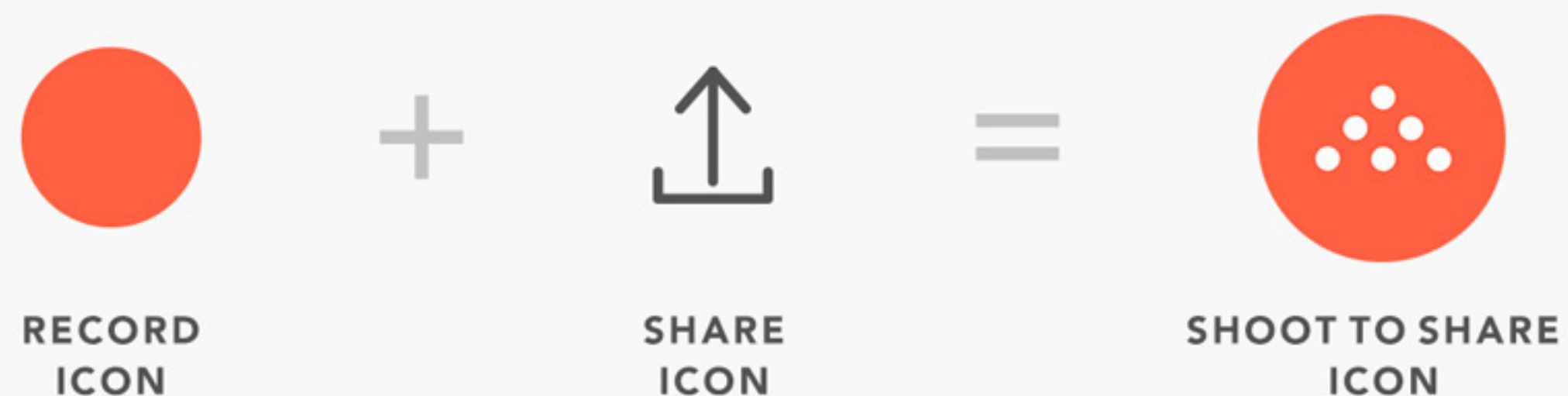
## S T A T U S

Product did not launch.  
standalone app was released  
with new branding.

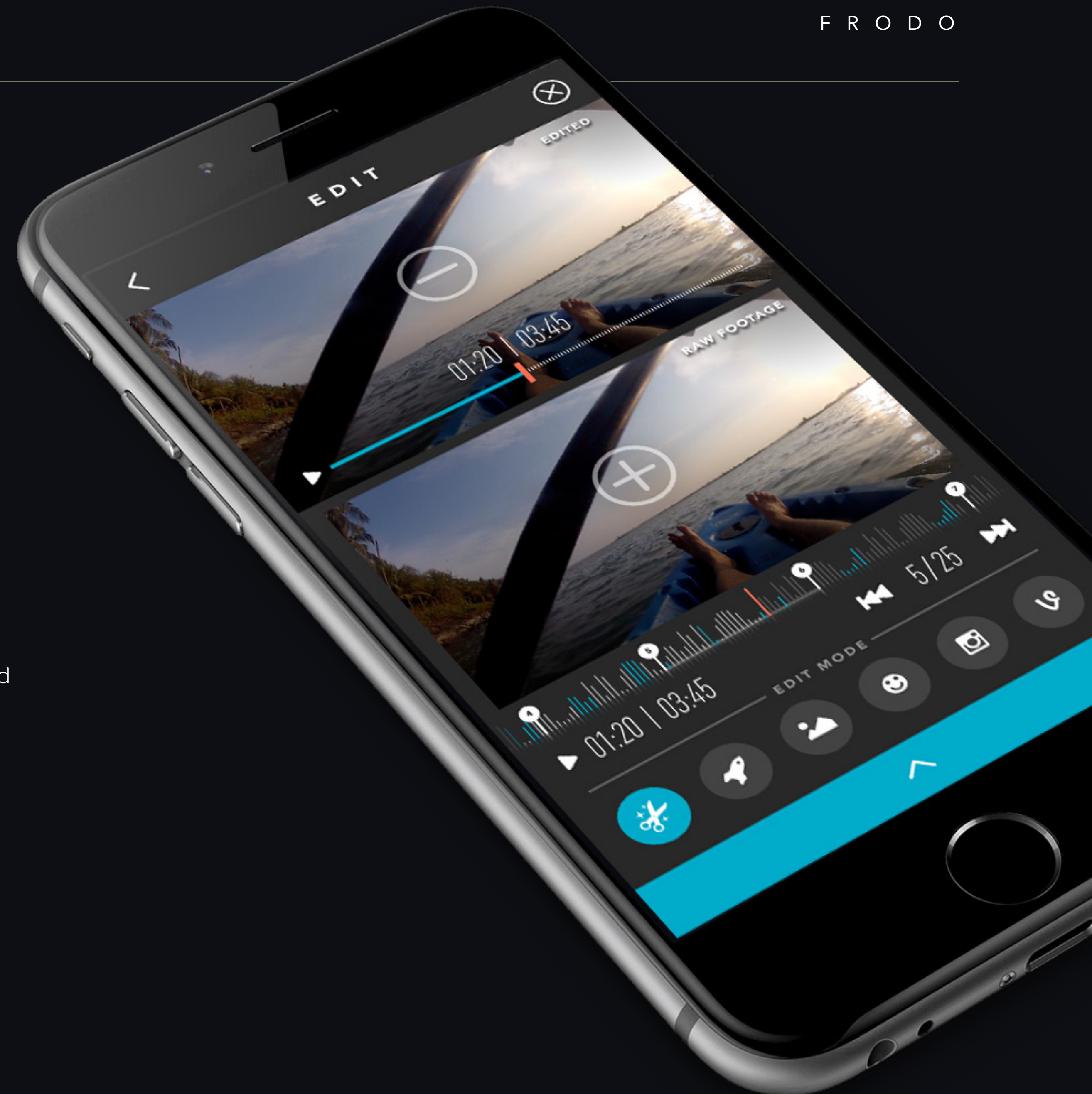
## BRANDING

Frodo, had to sit in the middle of a crowded market. In an array of Technology and Adventure companies, Frodo had to fit in and stand out.

We wanted to replace the passive Record icon, with a "Shoot-To-Share" icon. It meant that the user was shooting with the purpose of sharing.



## UI / UX



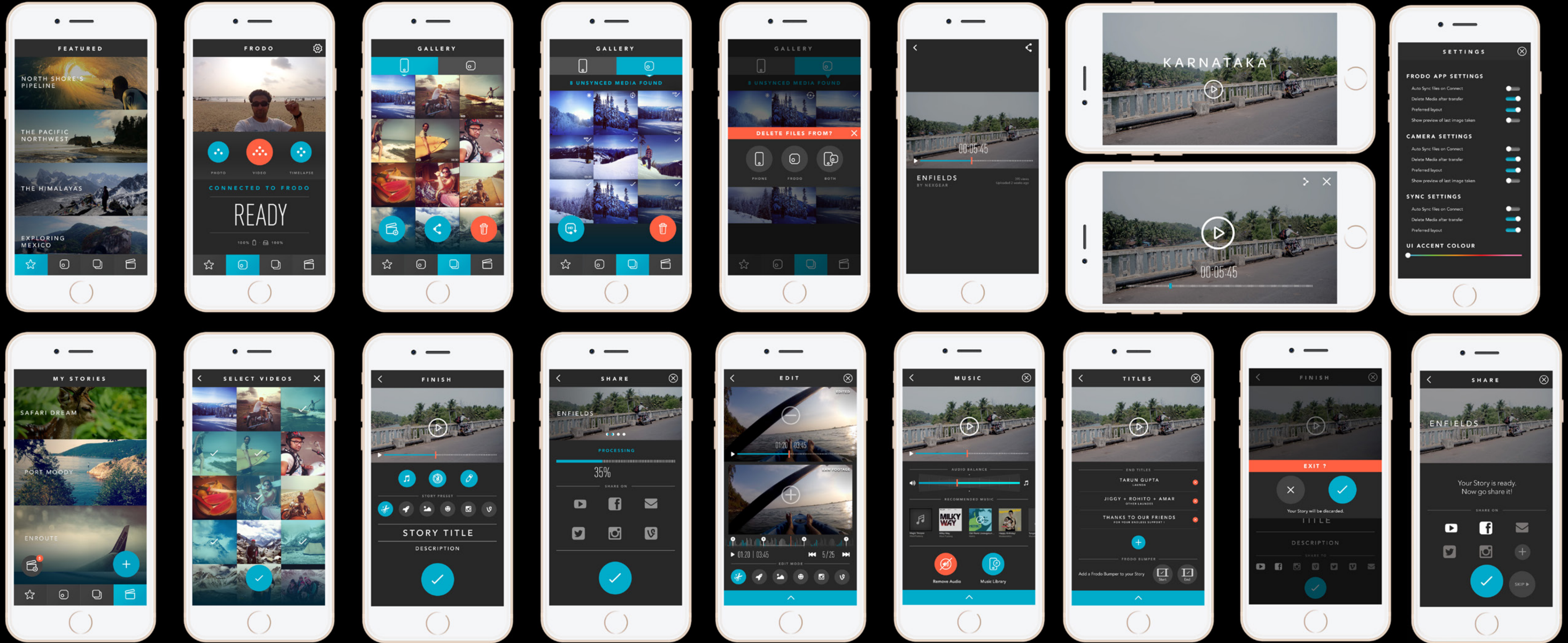
With an intelligent adventure camera in your hands, our smartphone app had to be intelligent as well. From the moment the app was connected to the camera, the user would be able to create videos with ease.

The app has 4 core sections.

**Featured Content, Camera Control, Gallery** and **AutoStories.**

Via the app, the user can manage media files on his Frodo, create and edit videos, share them directly from the app and explore curated content.

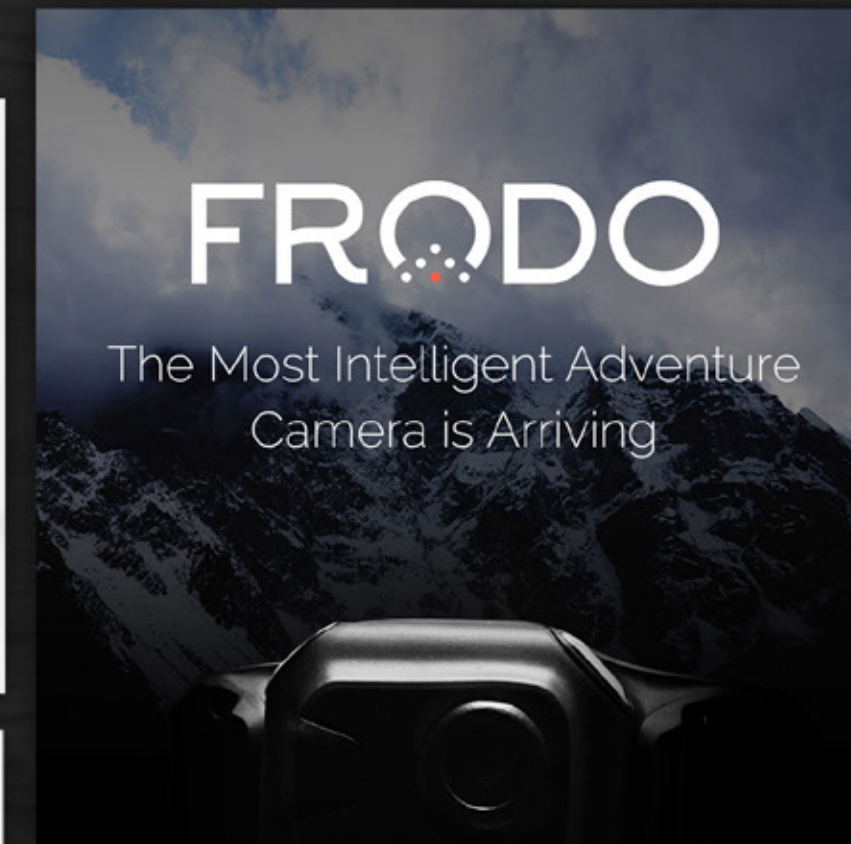
UI / UX



# MARKETING

Working with the Marketing Officer, we created all the campaigns for Frodo. From creating buzz at CES2016 to creating content for Frodo's Indiegogo campaign, we used all personal footage to bring a sense of ownership to the campaign.

In March 2016, Frodo was successfully funded, however it was not enough to bring the hardware to production. Later on the App was rebranded and launched for iOS.







MISCELLANEOUS PROJECTS

C L I E N T

COMPAS7

Y E A R

2018

S E R V I C E S

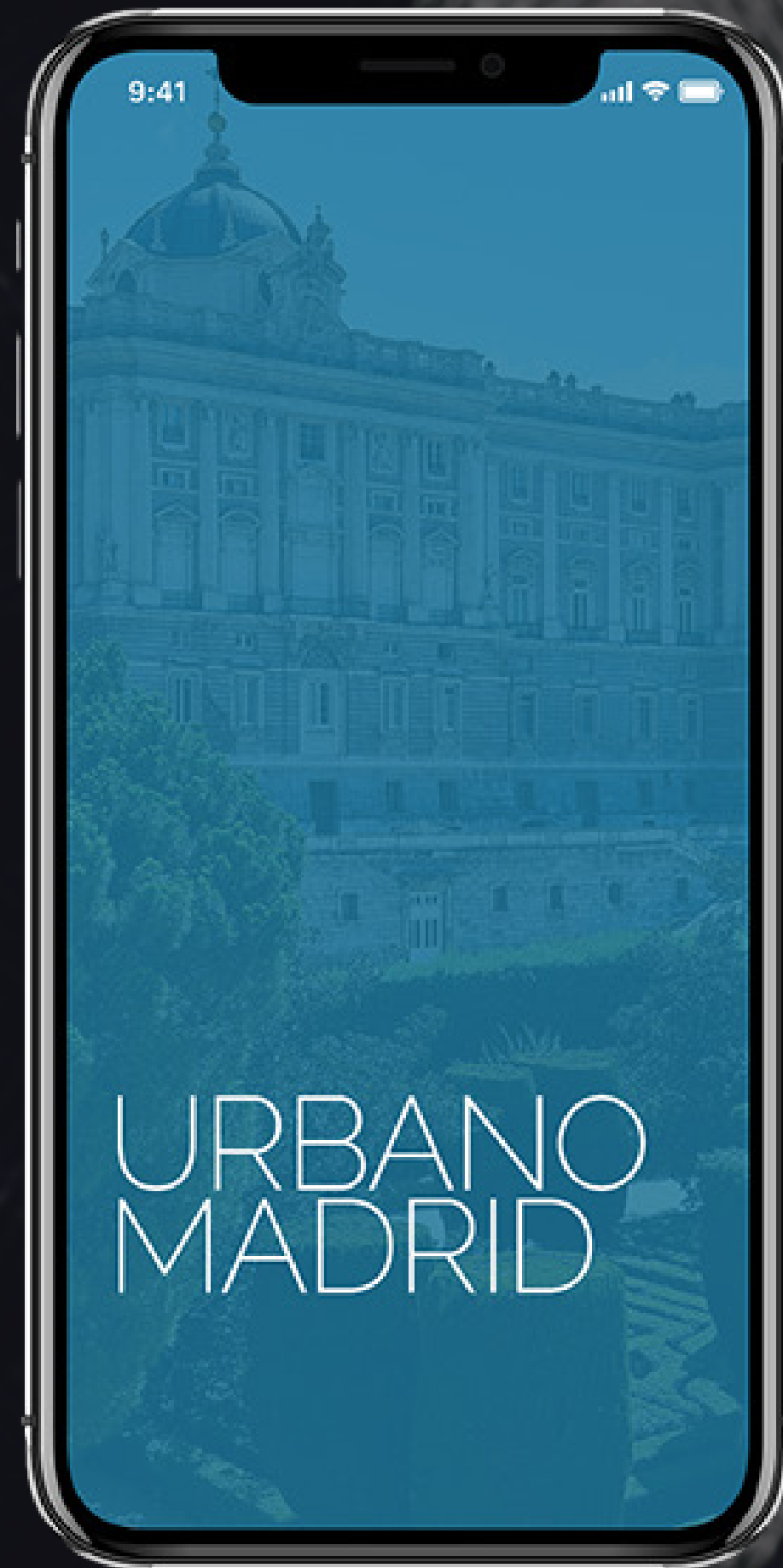
BRANDING  
UI/UX

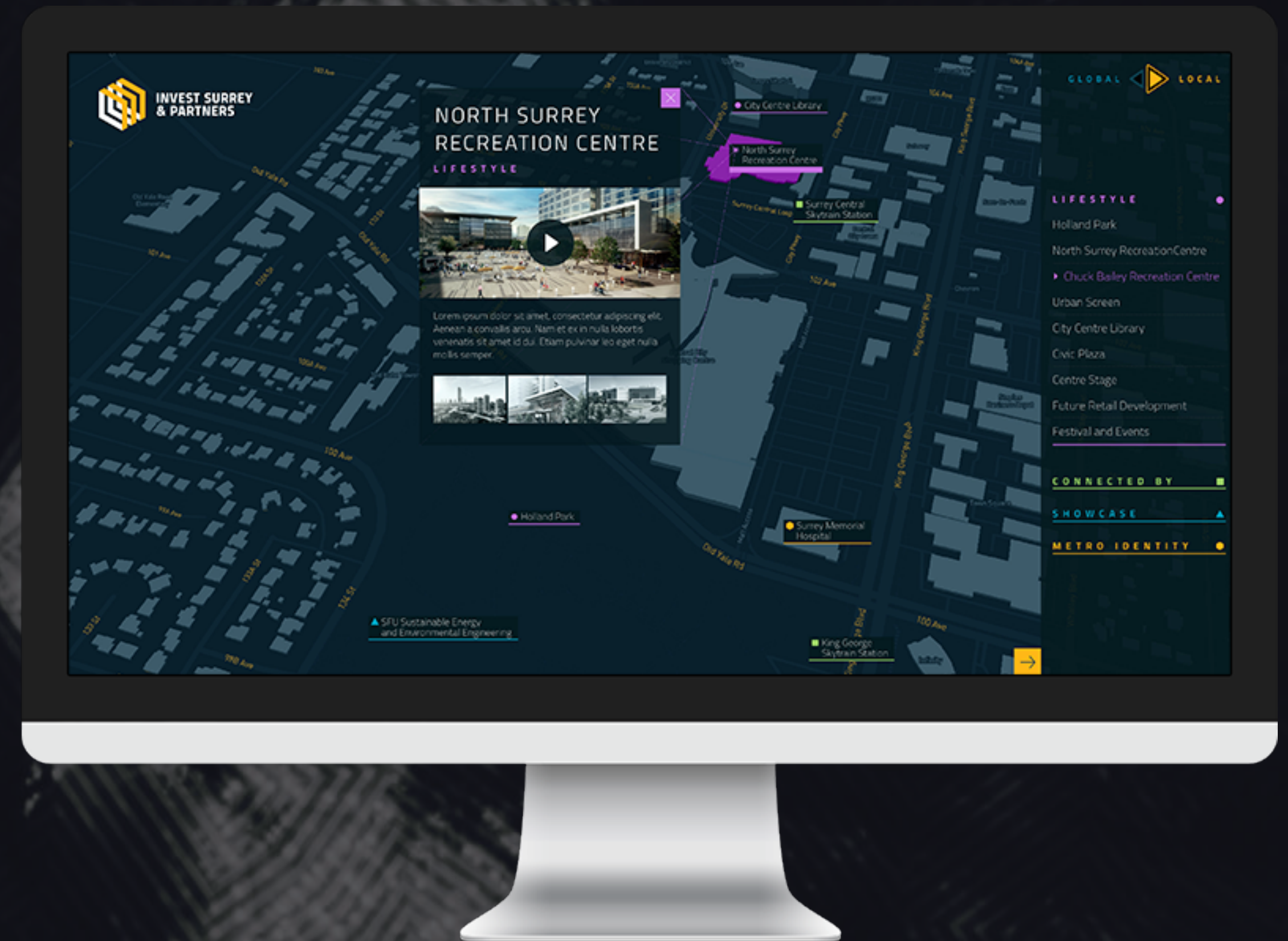
S T A T U S

UNDER  
DEVELOPMENT

O V E R V I E W

SELF GUIDED TOUR  
APP FOR THE CITY  
OF MADRID





CLIENT

INVEST SURREY  
& PARTNERS

YEAR

2018

SERVICES

UI/UX

STATUS

LAUNCHED

OVERVIEW

WORKED WITH COMMON THEORY AND DESIGNED AN INTERACTIVE EXPERIENCE SHOWCASING KEY AREAS & FUTURE PLANS OF SURREY.

C L I E N T

PRIVATE

Y E A R

2018

S E R V I C E S

BRANDING

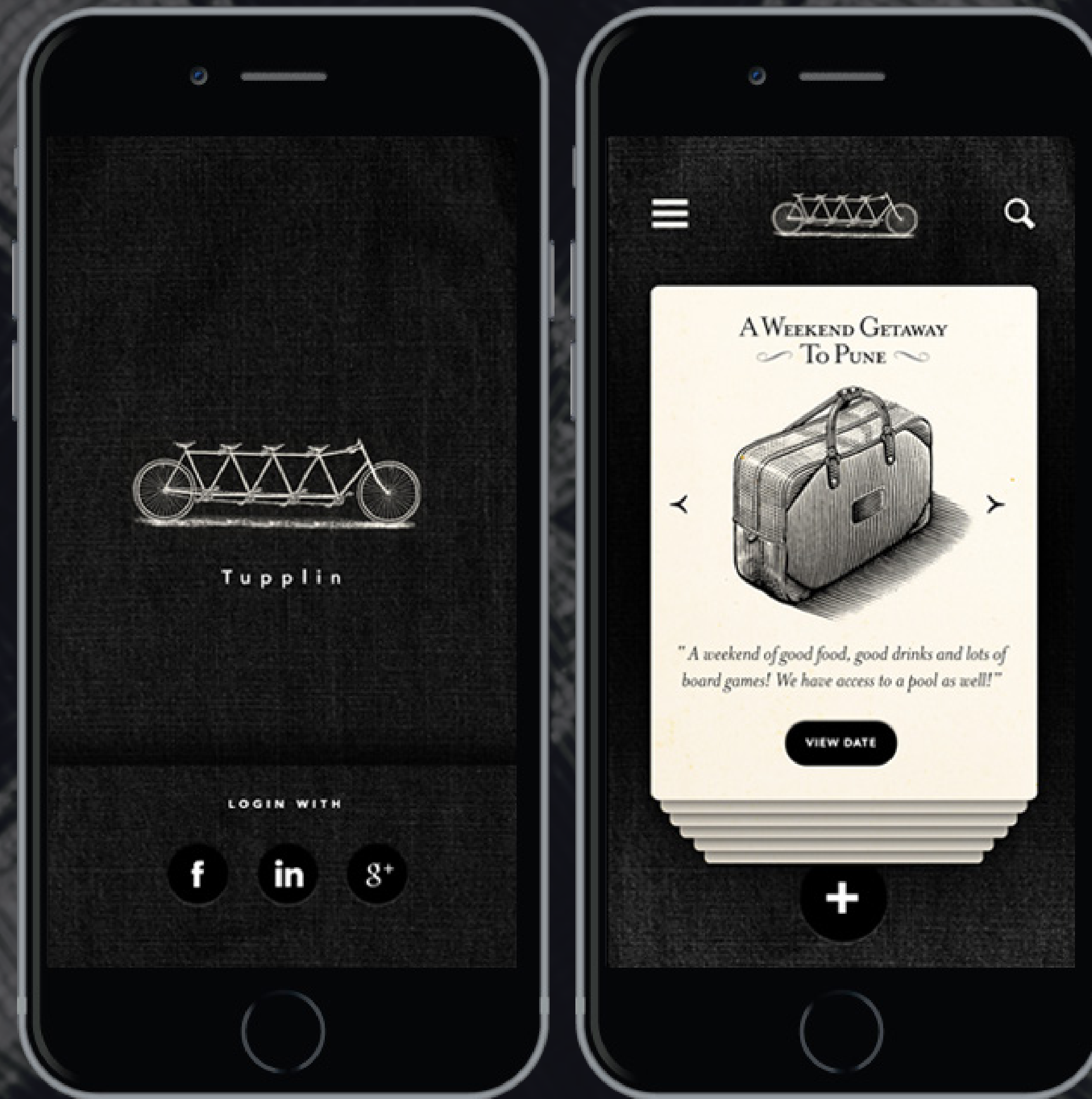
UI/UX

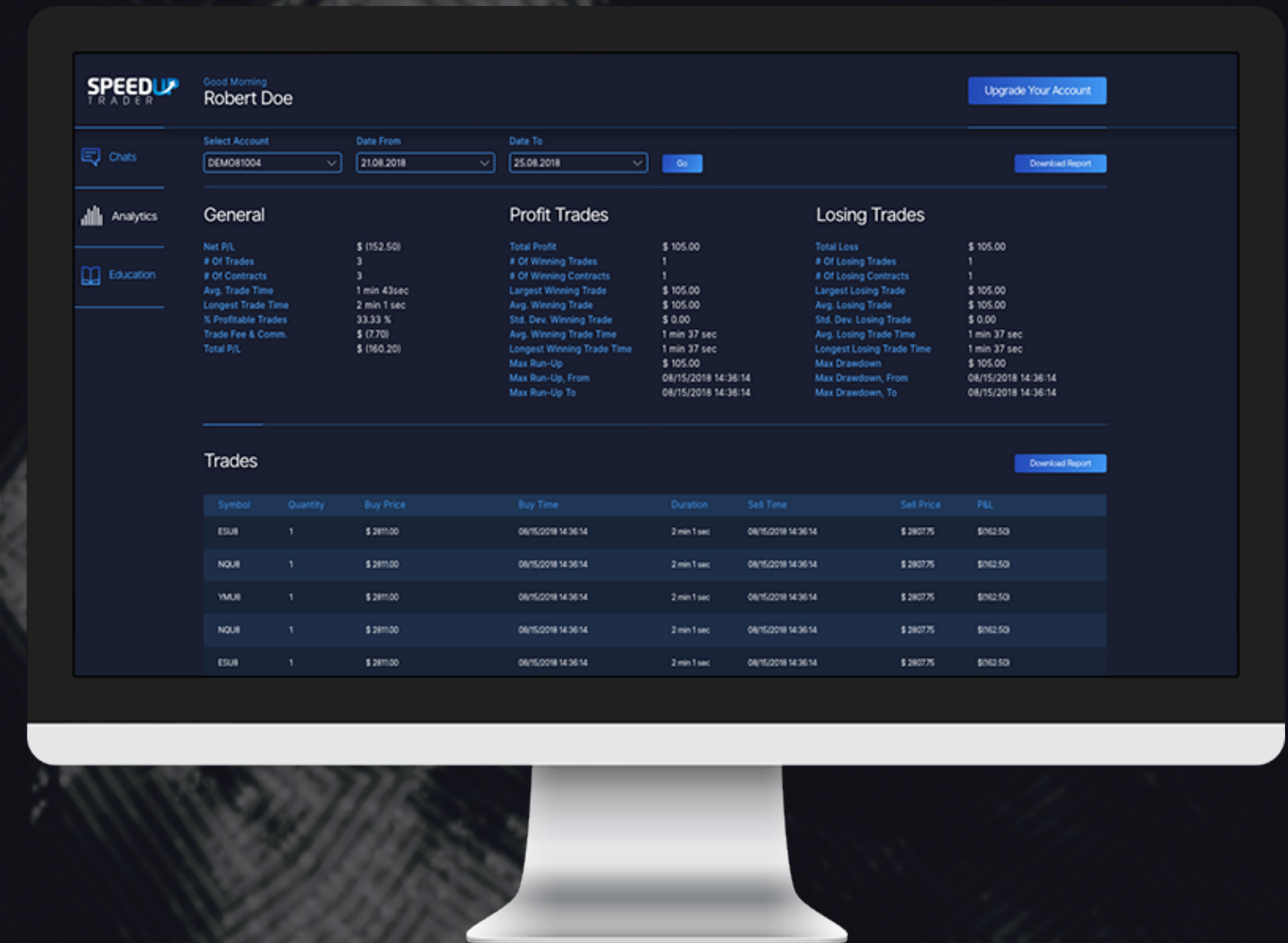
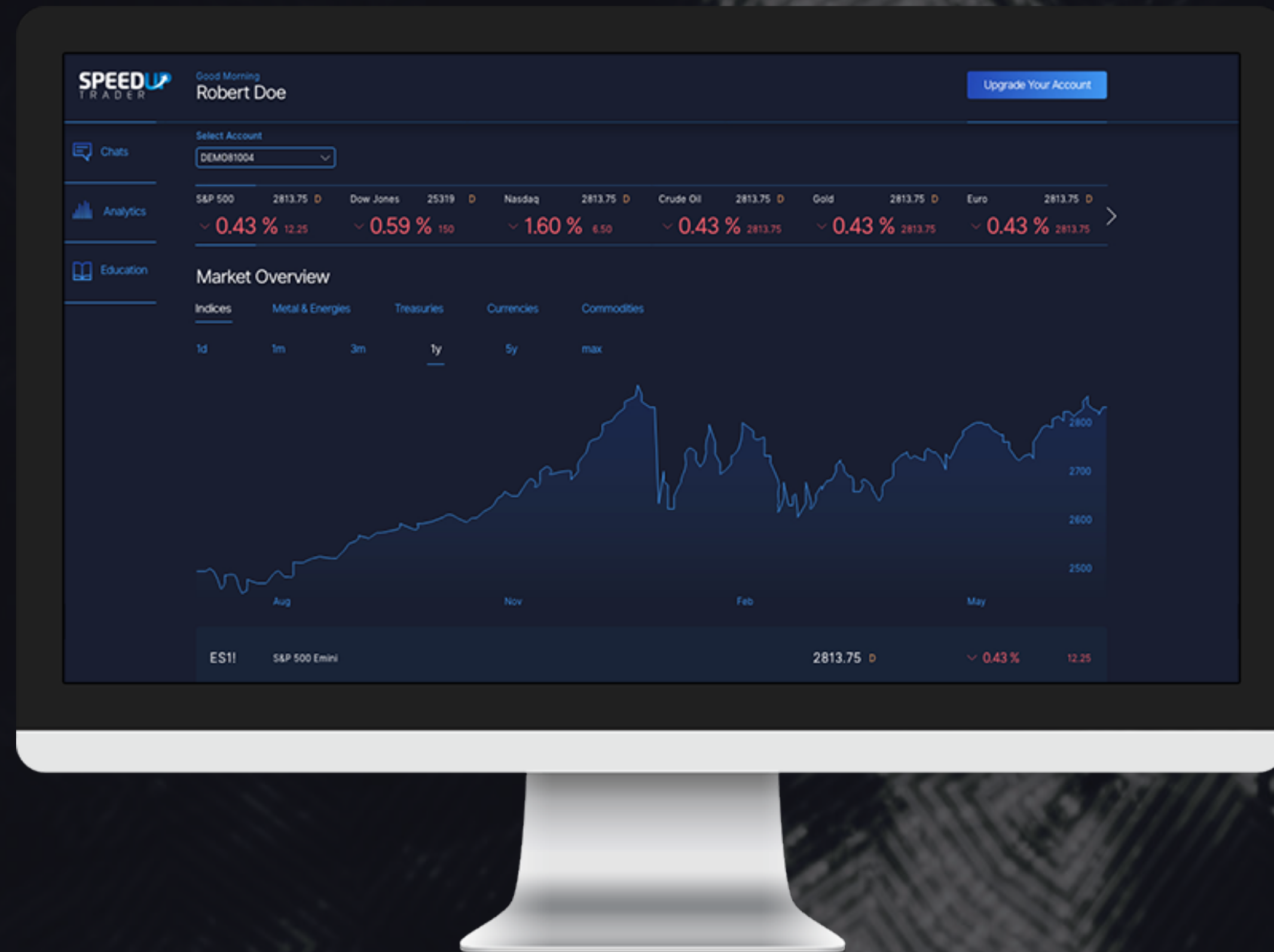
S T A T U S

PRE-SEED

O V E R V I E W

CONCEPTS FOR A  
DOUBLE DATING APP  
IN INDIA.





C L I E N T

SPEEDUP TRADERS

Y E A R

2018

S E R V I C E S

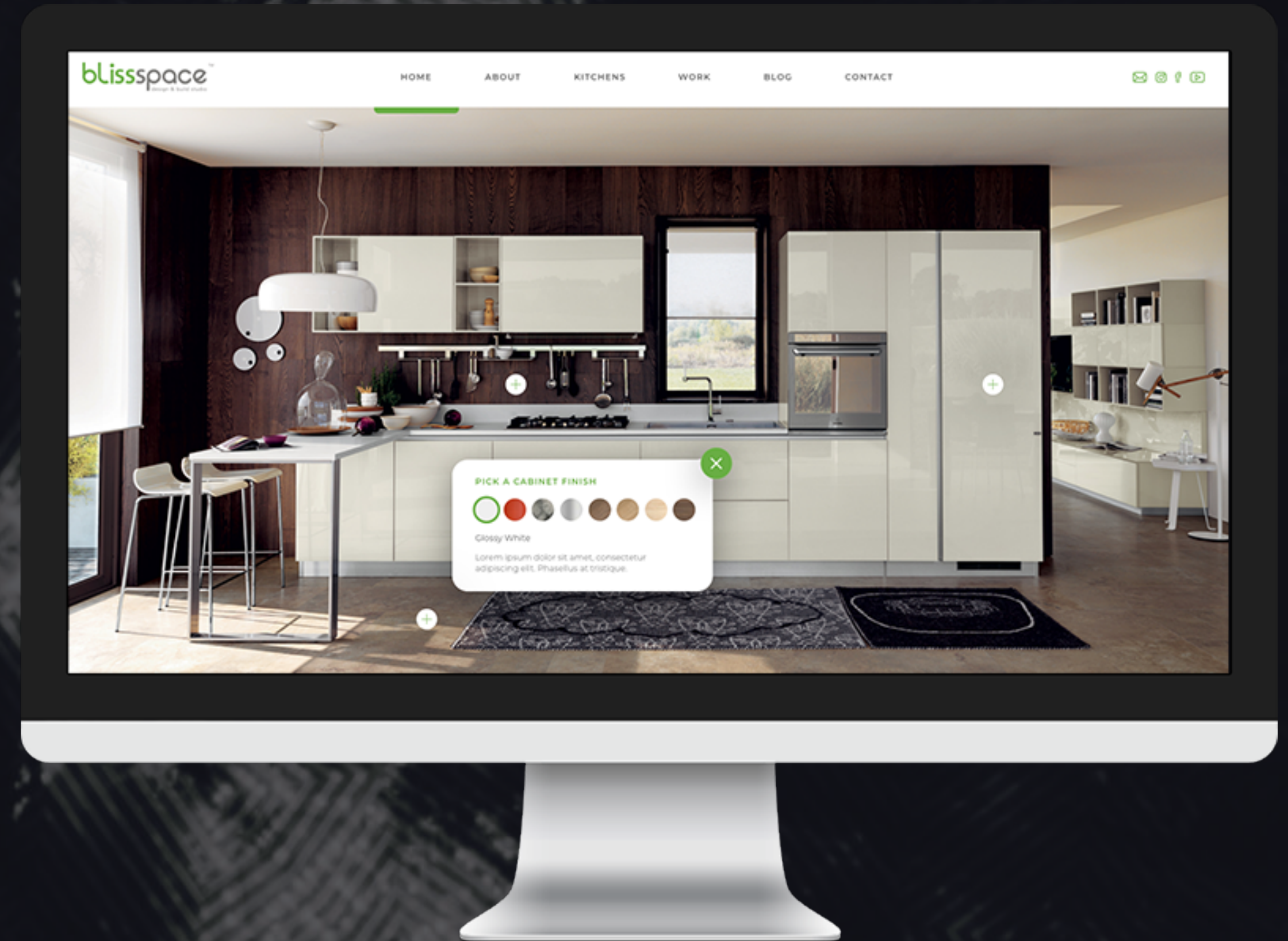
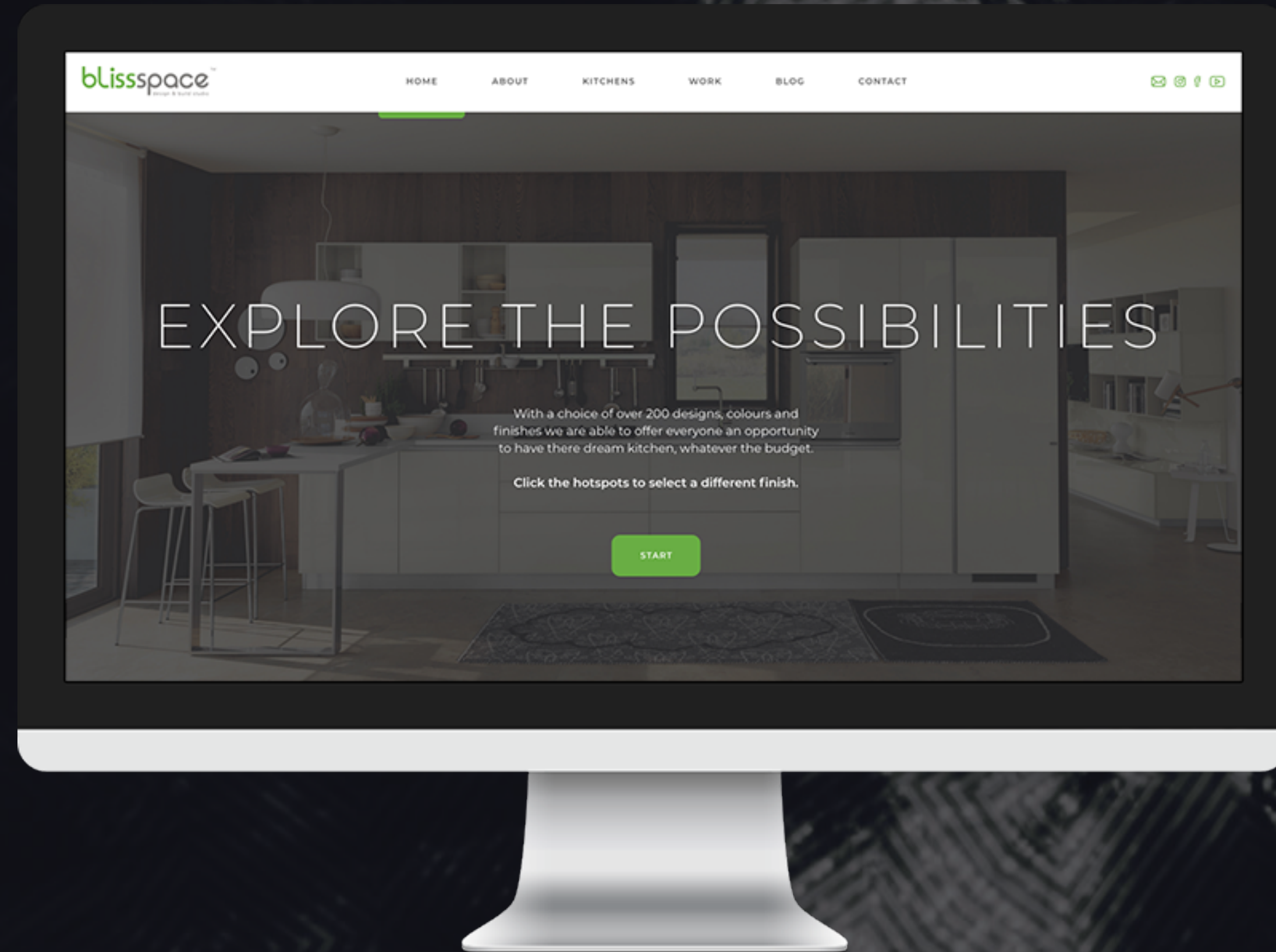
UI/UX

S T A T U S

UNDER  
DEVELOPMENT

O V E R V I E W

DESIGNED A TRADING DASHBOARD WHICH IS MEANT TO BE USED AS A TRAINING TOOL FOR PEOPLE NEW TO INVESTING.



C L I E N T

BLISSSPACE  
INTERIORS

Y E A R

2018

S E R V I C E S

UI/UX

S T A T U S

UNDER  
DEVELOPMENT

O V E R V I E W

DESIGNED A FULLSCREEN WEBSITE FOR AN INTERIOR  
COMPANY WITH AN INTERACTIVE TEXTURE EXPLORER.

C L I E N T

JOEL GERARD

Y E A R

2018

S E R V I C E S

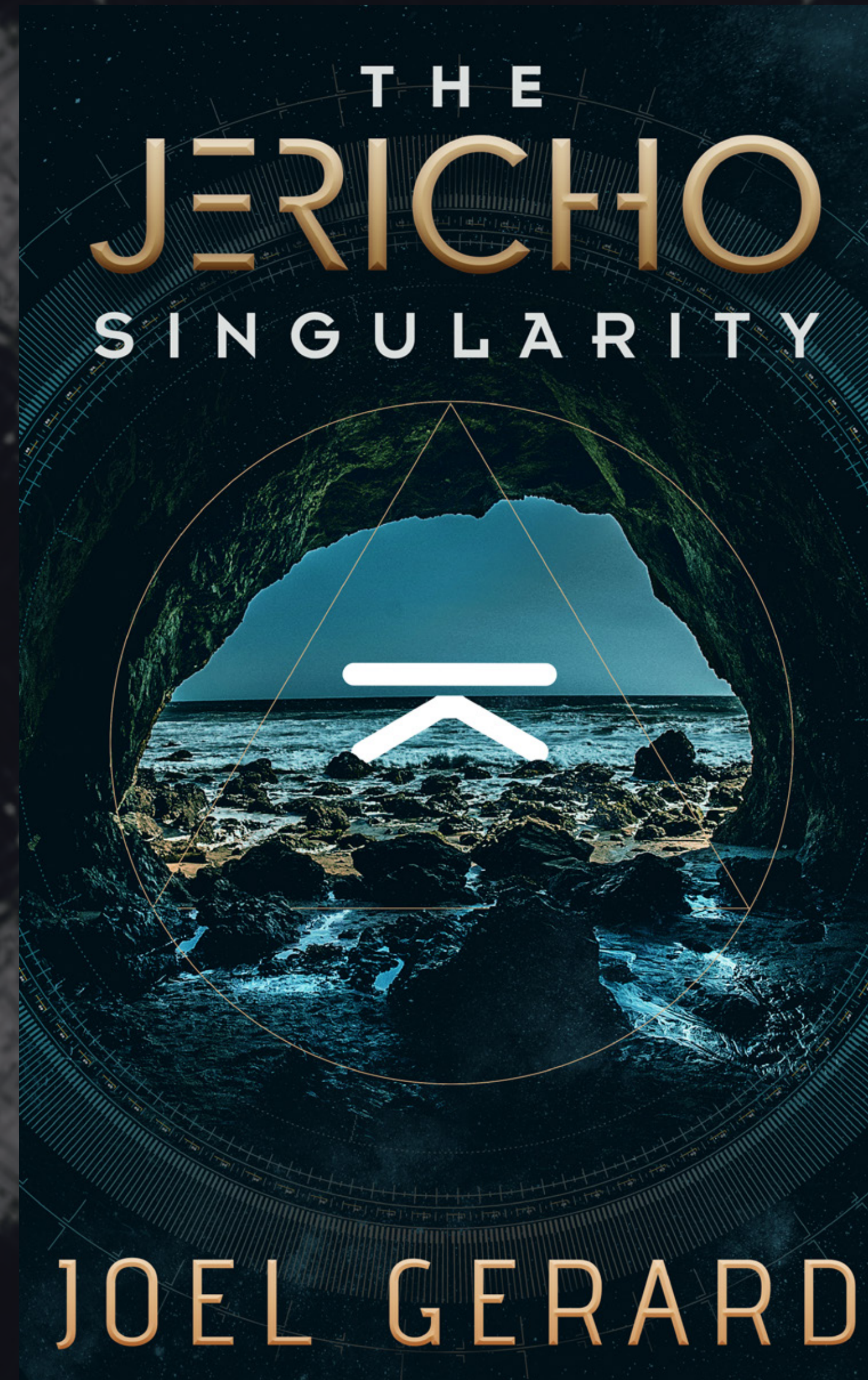
ART DIRECTION

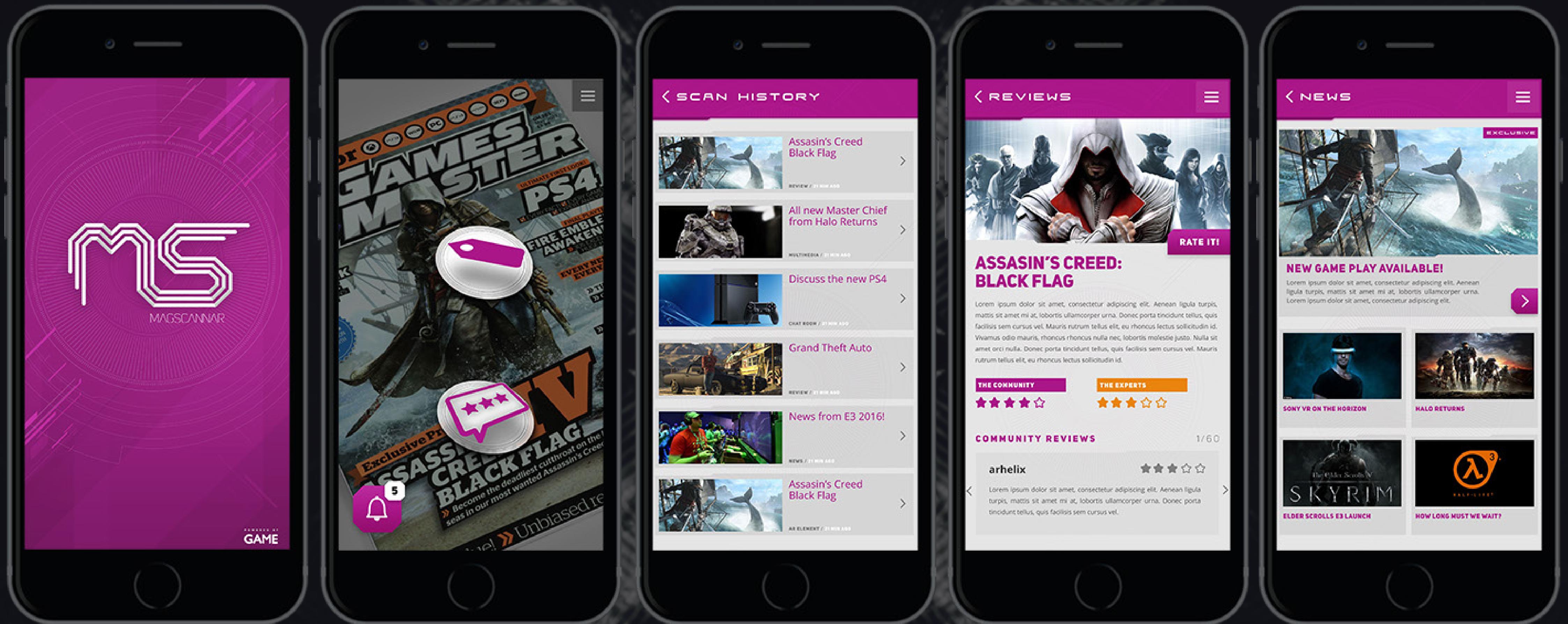
S T A T U S

LAUNCHED

O V E R V I E W

BOOK COVER FOR A SCI-FI  
MATHEMATICS INSPIRED  
THRILLER / ADVENTURE  
REVOLVING AROUND THE  
SYMBOL PI





CLIENT

NEARFUTURE  
LABS

YEAR

2017

SERVICES

UI/UX

STATUS

DID NOT  
LAUNCH

OVERVIEW

DESIGNED AN AR APP TO SHOWCASE HIDDEN CONTENT ON UK'S LEADING ENTERTAINMENT MAGAZINE CALLED GAME



C L I E N T

AXIA

Y E A R

2016

S E R V I C E S

ART DIRECTION

S T A T U S

LAUNCHED

O V E R V I E W

WORKED WITH COMMON THEORY TO ART DIRECT AXIA'S "5 SUPERNET MYTHS" CAMPAIGN. DESIGNED A POSTER AND STYLE FRAMES FOR A MOTION GRAPHIC VIDEO.

# Alberta SuperNet Myths

**MYTH 1 Expensive** • **FACT** Costs less than a coffee a day  
*On average broadband services cost rural Albertans less than a cup of coffee per month.  
 Rural Albertans can receive world-class connectivity—all with rates that are the same as major city centres.*

**MYTH 2 Inaccessible** • **FACT** Communities have access points that are accessible to anyone.  
*Businesses connect to the SuperNet serving an estimated 250,000 rural Albertans.*

**MYTH 3 By Large Telcos** • **FACT** Axia: Alberta company, global leader  
*Axia is an Alberta founded company that is recognized as a global leader in specialty fibre.  
 Axia has led or is participating in fibre networks that connect over 2.5 million premises.*

**MYTH 4 Poor Performance** • **FACT** Axia's services are industry leading in packet performance, network availability and timetorepair on a province wide basis.  
*The SuperNet has increased speeds in rural areas by 2500% since its inception a decade ago.*

**MYTH 5 Government use only** • **FACT** For everyday Albertans  
*Many schools and hospitals are connected to the SuperNet, but so are hundreds of thousands of rural Albertans.  
 The open market that the SuperNet creates, allows rural Albertans to choose between 92 internet service providers.*

**Connect Alberta**  
 CHOICE FOR YOUR COMMUNITY

Connect Alberta

**MYTH 1 EXPENSIVE** • **FACT** It costs less than a cup of coffee per household to connect to the world.

**MYTH 2 INACCESSIBLE** • **FACT** Rural Albertans can get a backhaul connection for the same rate as major city centres like Edmonton and Calgary.

**MYTH 3 GOVERNMENT USE ONLY** • **FACT** No other province in Canada has a province wide fibre network with this accessibility.

**MYTH 4 POOR PERFORMANCE** • **FACT** For everyday Albertans

**MYTH 5 RAN BY LARGE TELCOS** • **FACT** 250,000 people in rural Alberta have their choice of connectivity, with 66 wireless providers to serve them.

**FACT** World-class speeds allow organizations to use the SuperNet for digital connectivity for their mission critical requirements.

**FACT** 8.9 PETA BYTES

**FACT** AXIA  
 Alberta's specialty fibre leader

**FACT** Axia's leadership in building fibre networks connects over 2.5 million premises globally.

**Connect Alberta**  
 CHOICE FOR YOUR COMMUNITY

THANKS

