

Graphic Designer Assignment | Deven Bhatti

I'm Deven Bhatti, a Typography chief (Not AI generated, I love typography). I'm from Junagadh, Gujarat, where an Asian lion lives. 🦁

Here's the submission, please look at this and talk soon! ([Click here](#) – Video explanation)

📌 Pick Two Designs You Love & Two You Dislike:

Like 01:

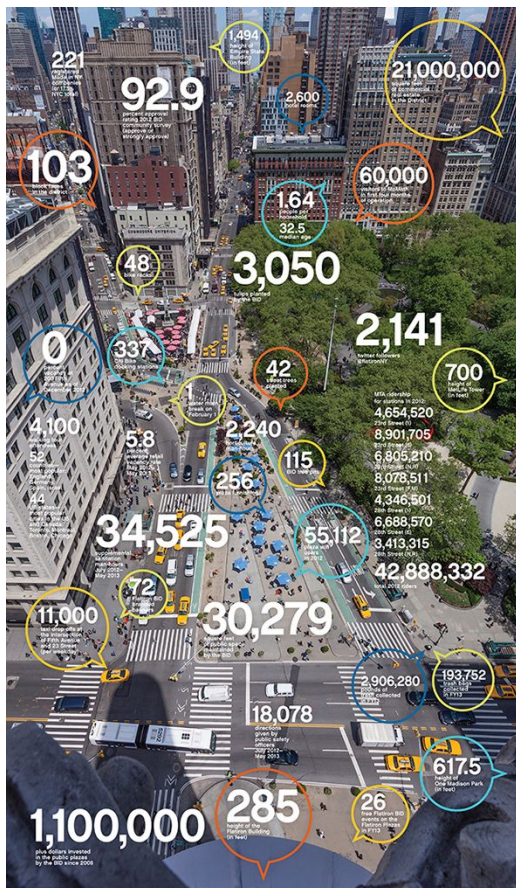


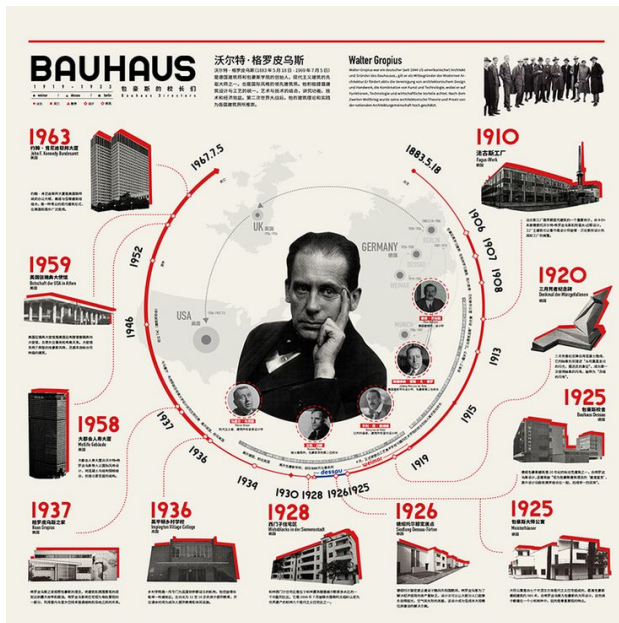
With this infographic:

1. We can show much complex data in one page/post. See how they're able to show the entire career of 'Freddie Mercury' in a circular way.
2. How they use circular structure to show timeline and entire career, with complex information.

3. This is called Data visualization – art of making complex things beautiful and easy to digest. We can use this same design technique in our pitch decks or presentations to show complex information in a much more beautiful way.

Few more examples:





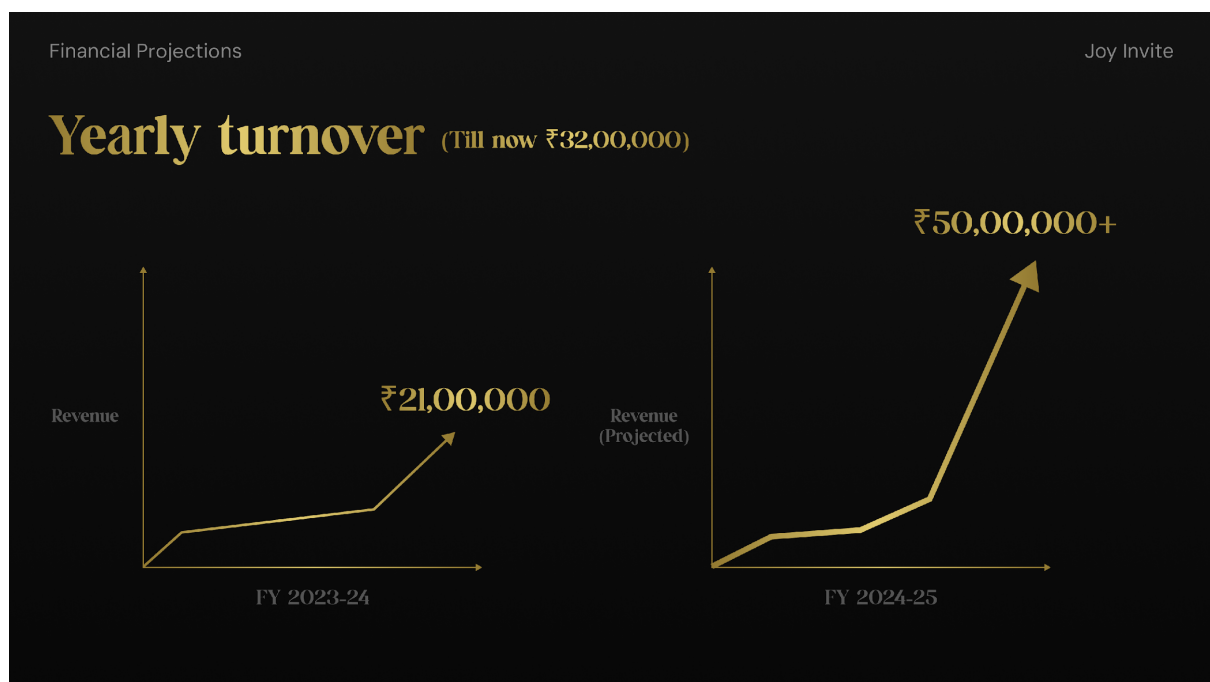
Like 02:



Apple M4 Chip presentation:

1. This is 'Bento grid' design technique to show things in the best way possible.
2. Why do I love this? Without this layout we're not able to show this information in one page or in two.
3. With much information and data, this design looks fresh and breathable and beautiful.

Dislike 01:

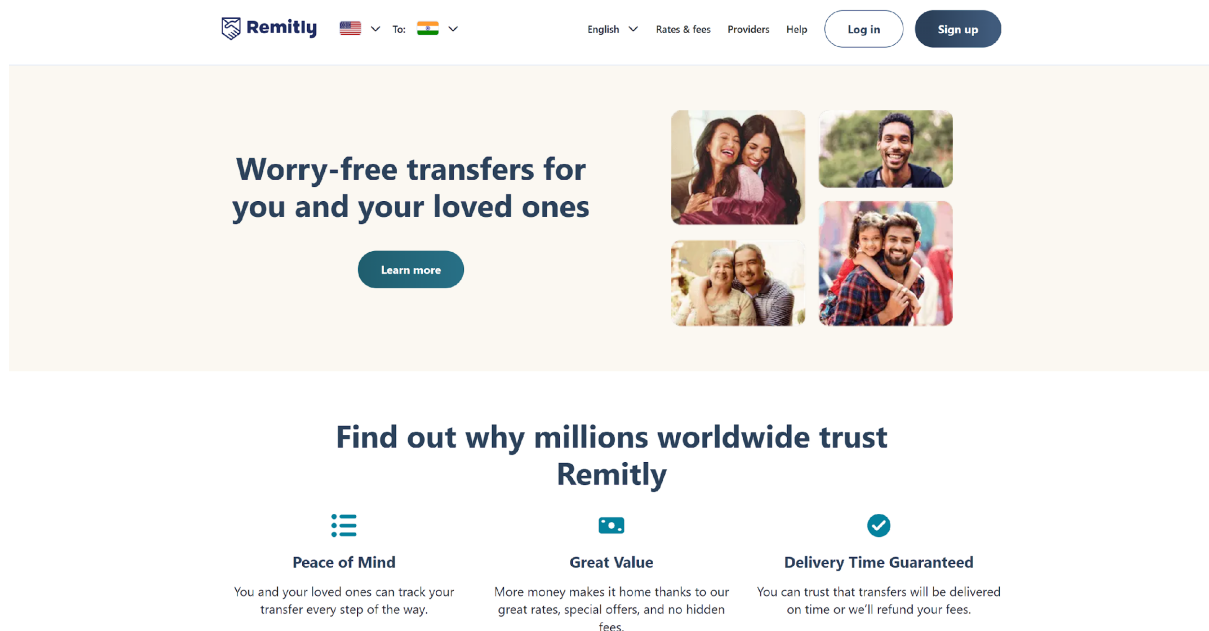


In this pitch deck:

1. That 'Revenue' text is not according to AAA accessibility guidelines. Which means many people who have weak visibility or have less, they're not able to read it when we present it on a projector due to lights. (Solution: Must do accessibility test)

2. "Till now" Text needs to be more readable at the same time, can use sans-serif font when it comes to readability.
3. This Revenue graph is kind of okay, we can present it in a better way with client numbers and growth rates. Enough information is needed to check the parameters. (Solution: [Click here](#))

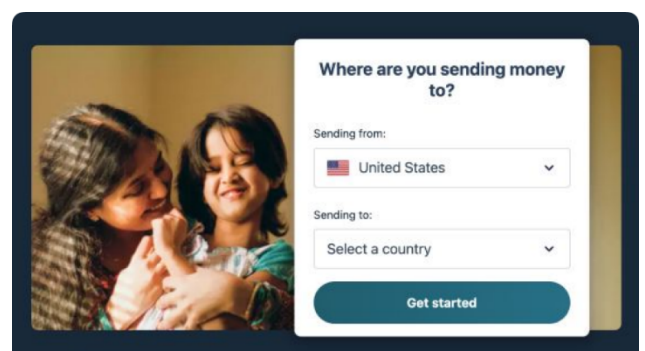
Dislike 02:



The image shows the top section of the Remitly website. The header includes the Remitly logo, flags for the United States and India, and navigation links for English, Rates & fees, Providers, Help, Log in, and Sign up. The main content area features a large heading "Worry-free transfers for you and your loved ones" with a "Learn more" button. Below this, there are four small images of people. Further down, a section titled "Find out why millions worldwide trust Remitly" lists three benefits: "Peace of Mind" (tracking transfers), "Great Value" (great rates and no hidden fees), and "Delivery Time Guaranteed" (on-time delivery or refund).

In this website:

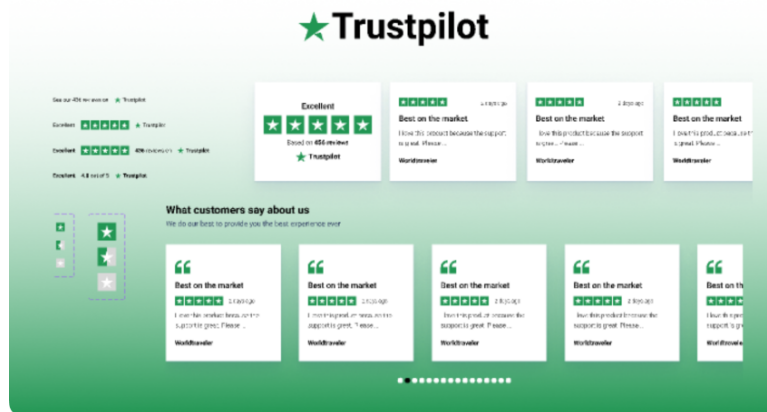
1. Their core feature is to provide a functionality to check whether their ICP can go from one point to another,



The image shows a form titled "Where are you sending money to?". It includes a "Sending from:" dropdown menu with "United States" selected, and a "Sending to:" dropdown menu with "Select a country" selected. A "Get started" button is at the bottom. The form is overlaid on a background image of two children.

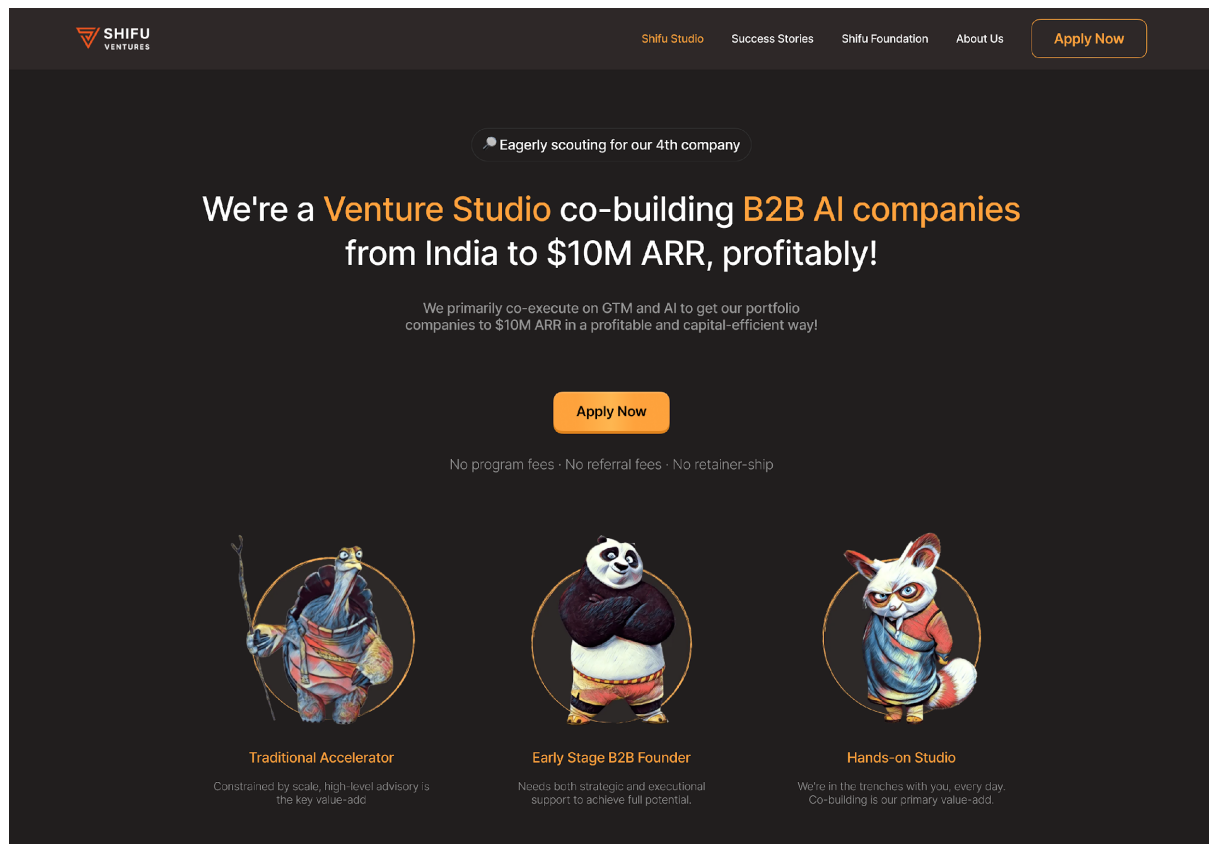
countries. Instead of having this core feature on top, we can give some more space like a search form, in hero section. (Make your ICP engaged with search besides)

2. Credibility is missing here, to give more trust and credibility to your ICP you need to have some customer reviews or can simply use Trustpilot. (Can add below primary CTA or above headline, H1)



And I've done website redesign as well,

🕶️ **New Hero Section: (Full preview - [here](#))**



What is new here?

1. Can Add primary CTA on menu bar for easy access when scrolling.
2. Needs to add success stories as testimonials or feedback or video testimonials.
3. "🔍 Eagerly scouting for our 4th company" - This will give you an idea about we're seriously looking for good startups and show indication in 'Above the fold' section.
4. No program fees · No referral fees · No retainer-ship - This might be your core value to attract good startups by clearly defining loopholes when it comes to ventures.

Other points as well,

Here, I've shuffled sections, when someone new opens your studio LP for the first time:

- We need to show them credibility and information about us. for that we need to have 'our focus' section just after hero section. That will give

them a clear idea about our studio and where we focus, and how we're good fit for them.

- Lack of 'Success Stories'
- We need to show more visuals and numbers, to gain more trust and authenticity.
- Can show your step-by-step process as well. That is how you'll approach and grow each startup from 0 to \$10M ARR.

And here's my,

 Featured Recent Work:

1. Social media designs – Joy Invite ([Click here](#))
2. Portfolio website – Shivam, video editor ([Click here](#))
3. Proof of work – [Fueller profile](#)
4. LinkedIn profile ([Click here](#))

Thank you so much, hope we'll talk soon!

Deven Bhatti

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