

# Frozen Iris

## 2022-

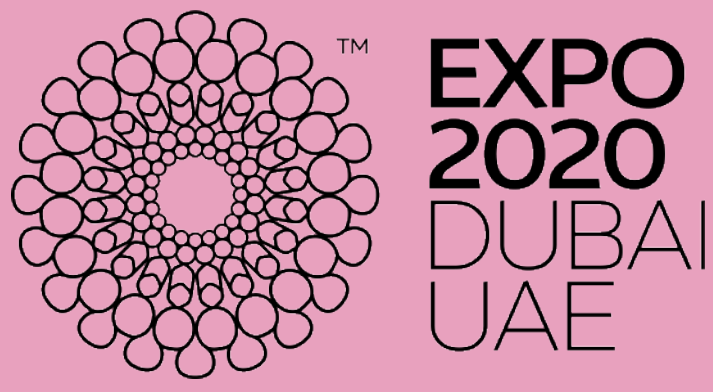
### A look back

Disclaimer : Events on the page are closer to heart than they appear

If we could assign the year 2022 an overarching theme, it has got to be metamorphosis as they say. We've put into action, a lot of new practices, we've formulated frameworks, we've innovated along the way and taken some really big decisions. In what could be thought of as a post-pandemic recalibration, our 2022 came with countable yet substantial collaborations, getting into previously unfamiliar market sectors and bringing many new experiments and ideas to life. 2022 also marked the completion of

9th year of operation for Frozen Iris—as Frozen Iris, an organisation working on projects with clients, big and small, but a true company—because, in it's nine years of existence, our longest running project has always been our people.

Here's a glimpse of our 2022 journey to reflect, remind and remember, because holding a mirror to the heart, once in a while is important to grow, to metamorphose.



## Phygital First: GLEAC

Heralding the age of the phygital and hyperphysical—a coveted & ultimate brand experience, we got an opportunity to partner with GLEAC to design the interactive experience at the Pavilion of Future of Human at the colossal Expo 2020 at Dubai.

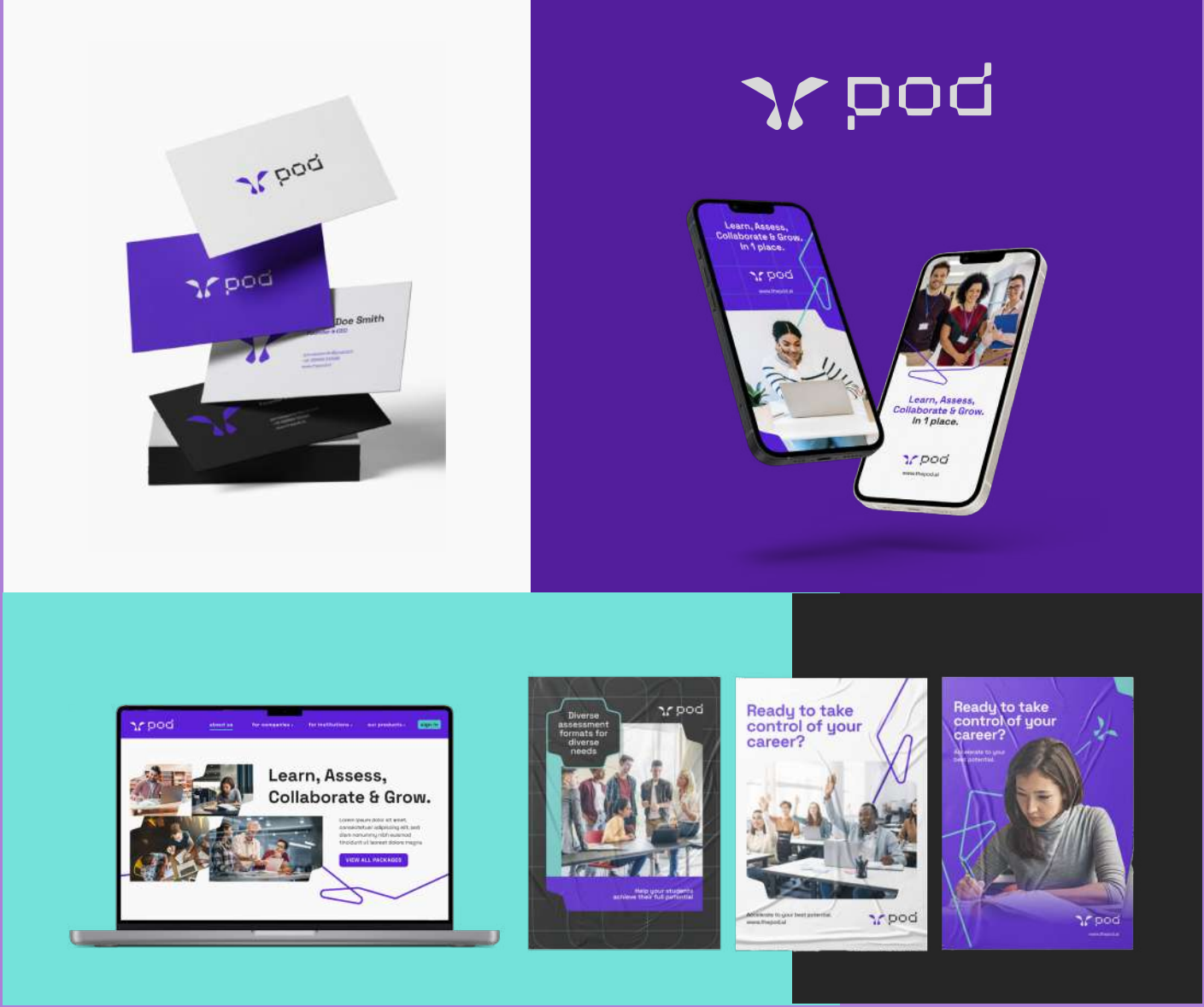


Featured by CNN as one of the top 7 attractions at the Expo 2020, the interactive experience focused on informing and helping the visitors envision their future self and address the gaps in their current skills. The UX we designed helped the visitors consume the extensive content within **2 minutes**.

## Design Overhaul: Pod

—Pooja Shah

When CalyxPod decided to rebrand as Pod, they needed to make their digital brand experience stand out. This meant, not only visual but a UX & UI design overhaul.



We studied how the different TGs interacted with the brand and we created a brand identity that is bold, futuristic and progressive. An easily adaptable brand architecture was created for their array of product solutions such as pod.recruit, pod.assess and pod.test to help them expand seamlessly.

Incorporating the brand language, we revamped the entire product architecture, content and navigation experience to streamline the product/service diversification.

And MentorCloud has it all, which is why it is the best people development platform out there. We, Frozen Iris, are glad to be their long-lasting, all-weather partner through the last 2 years assisting them with complete digital experience design.

This year took MentorCloud to greater heights as the market understood the need for in-house mentoring after great resignation ravaged organizations around the world. We co-created and helped them run several campaigns to make the most out of the evolved market.

Out of these campaigns, Global Mentoring Festival (GMF) was monumental in terms of the scale and the time of our execution. We helped them plan, promote and pull off a 24-hour online event that hosted mentors, mentees, and managers from Sydney to San Francisco.

## Made of Mettle

This year, we bagged **3** awards for various projects!



2 years in a row, we won two **IBDA'22** awards for **Best Design Project** at Pune, India



Making Contracts Conversational: Demystifying contracts for businesses through Legal Design

Unifying Packaging Design System for Some More Foods

We won the **Foxglove Bronze** for **Best Editorial Design** for Indian Labour Report by ISB & Intel at Mumbai, India.



## Signing the MoU

A Momentous Memorandum

Taking our step towards designing for sustainable economy, we signed an MoU with OP Jindal Global Institute of Eminence (Deemed to be University) to promote collaborative activities in "Social Design & Sustainable Innovation".



Along with the Jindal School of Art & Architecture (JSAA), through collaborative projects, jointly organized seminars, conferences, training, symposia, and academic workshops—we'll strive to foster interdisciplinary knowledge and leverage the same to solve challenges through design.

## Science Over Stigma: ElevateNow

In the year's one of the most exciting projects, we co-created a healthcare brand for a science-led solution to conquer obesity. Following the vision laid as the first step in strategic communications, we named the brand ElevateNow to signify the sense of alighting—not just the weight but the woes, worries and social stigmas associated with it.



Taking the science-first route, we created a bold yet warm brand identity that depicts exponential transformation—raising one to the power of their best potential. With people at the core of the visual language, the art direction evokes the ideas of care, support and ascension. The website was designed to engage the visitors with the right, de-alienating scientific information about the problem before they could see the solution.

It is imperative to design to give any care-seeker a total autonomy and access in understanding the problem and choosing its solution. We envision a seminal systemic change with patient centricity becoming the 'flagship' value or the value of prime focus with growing virtual experiences across the healthcare sector.

## The Era of Finfluent Investing: Verde

—Indhukanth L

For a generation that has internalised checking their socials by default, it shouldn't be a surprise to what level the social platforms create real impact, even in the finance sector.

This year on the Fintech side, we worked with Verde, a social trading platform that aims to educate early investors and increase financial literacy by providing simple, intuitive, and credible information and create a dedicated space for finance influencers.



Coupled with the insights from secondary research, we helped them identify a larger target segment, redefined the product flow by breaking down it into modules, and created respective low-fidelity prototypes for those modules. This helped the product to cater to the wider audience as well as influencers in a synergetic manner thus meeting the vision of team.

Do you check the charts or your feed?

# 20

# Year In Review

# 22

## Reaching New Heights: MentorCloud

—Vignesh Arullingam

Building a platform that is designed to impact 100 million lives through mentoring is anything but easy. It takes grit, strategy, and a pure passion for mentoring.





# The Cog-wheel that is Innovation

‘With fully remote teams, productivity may rise but innovation suffers’ says a [Forbes article](#) published early 2022. With us mostly remote ourselves, innovation has been quite a challenge but has never taken a back seat.

Nothing makes us happier than to innovate & solve challenges for ventures, entrepreneurs and passionate, enterprising individuals looking to create impact. But the challenge is

not in developing new ideas, it is in creating a culture that fosters innovation thinking, so much so that it becomes a part of the system that runs the works.

All of us at team Frozen Iris, by virtue of market-study, discovery during projects, curiosity led self-learning, group learning sessions have always tried and been able to share and cobuild big ideas.

## We take pride in the year’s biggest innovations from our team —

AWARDED INDIA'S BEST DESIGN PROJECT, 2022

Legal Expertise

Information visualisation

Design Thinking

Legal Design

Legal Design India

Introducing

Legal Design India

Two years in making, Legal Design India is where we combine design principles with legal knowledge to make contracts more user-centric. Through this practice, we radically altered the way the businesses felt about a contract — from fear to confidence, empathy & trust.

We combined design principles, human behaviour, and affordance theory with legal knowledge to make the legalese accessible to the user without compromising it's legal validity, which is otherwise difficult to comprehend. Keeping the end-user in mind, we redesigned the legalese to increase the lucidity of contracts reduce the turnaround time.

NomenCapture

by Frozen Iris

A lab exploring words of the world through the lens of culture, language & psycholinguistic design.

Join us to move the world towards words!

Names

Nodes

Introducing

NomenCapture™

Our collective curiosity has brought us a long way. As designers, we've spent many an hour pondering over what we create while recording all our learnings somewhere in our memories. Those learnings, come back to us and pose new questions at every new turn, giving rise to new answers and even newer questions.

As an ode to that collective curiosity, we've created [@nomencapture](#) —a lab exploring the words, in form of names, lexicon & what not of the world through the lens of culture, language & psycholinguistic design—because we see creating design solutions has more than a lot to do with culture and communication.

Visit the website: [nomencapture.com](#)

A pitch in time, saves nine

Meet our

Networking Standee

We've seen many passionate individuals, entrepreneurs, young & seasoned, grappling with words to answer the question: "What do you do"—and thus losing valuable time and opportunities at networking events.

A pitch best introduces you, your ideas and challenges at the right time, to others. So we came up with the 'Networking Standee' that not only helps people quickly articulate a pitch, but also make it visible and accessible to others!

Our standee debuted at the #GrandSangamam 2022 event at Anna University, organised by the amazing team at @tamilpreneur.

Our standee led to creating **40+ pitches** in record time.

## All Projects

Brand Strategy  
Communication Design  
Web Design

Pitch Deck Design

Brand Experience  
Digital Strategy  
Communication Design  
Product Design  
Marketing

Zixa

Pitch Deck Design

Pitch Deck Strategy

Brand Name  
Brand Experience  
Communication Design  
Website Design  
UX Copy

Brand Experience  
Website Design  
UX Copy

Communication Design

Digital Strategy  
Communication Design

Cleevo

Brand Naming

Brand Experience  
Communication Design  
Product Design

Digital Strategy  
Website Design

Product Strategy  
Consulting

Communication Design

### Journal Cover

Book Cover Design

### Unshackled

Book Cover Design



# People of the Frozen Land, together they rise, together they chill.



Retreat '22



We stepped outside of our screens to meet amid the verdant hills of Wayanad, Kerala, for a 3 day retreat.

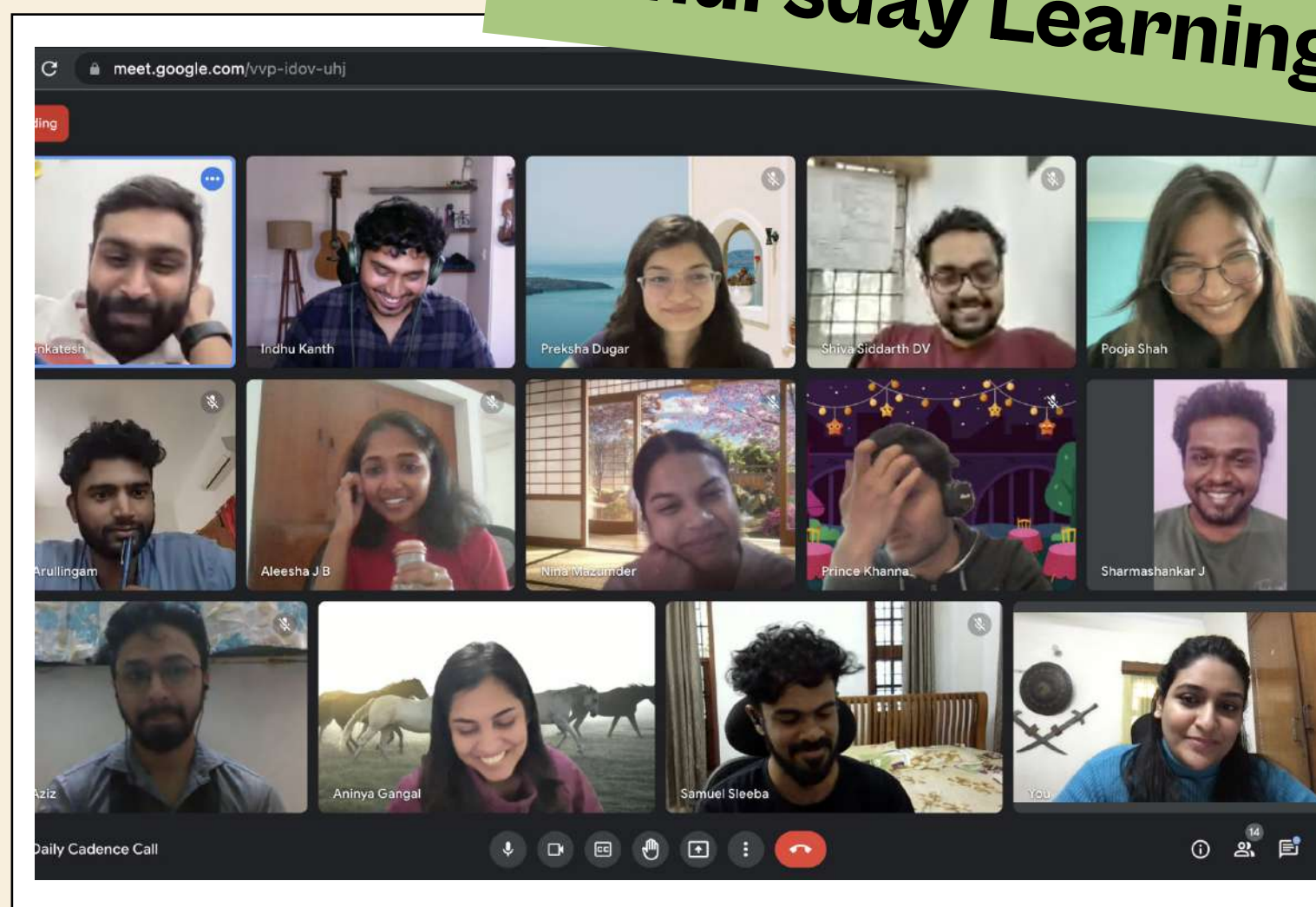


It was a trip to remember with all the hiking, biking, dancing, zip-lining, kayaking, chatting, thinking, walking, the occasional leech-defending, sleeping, serenading, conversing, sharing, realigning, celebrating & rejuvenating—all—ingredients to ingenuity.



Making the best of being a multidisciplinary team, we dedicated our Thursday afternoons in 2022, to meet, learn and learn about something new as a practice.

## Thursday Learnings



Understanding Comics

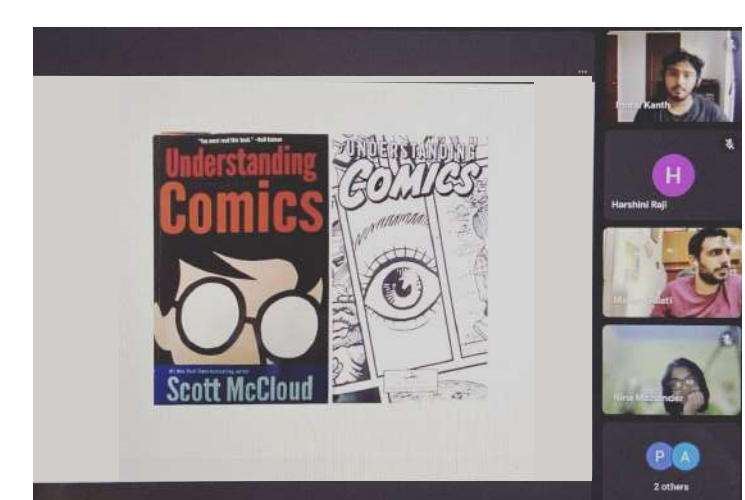
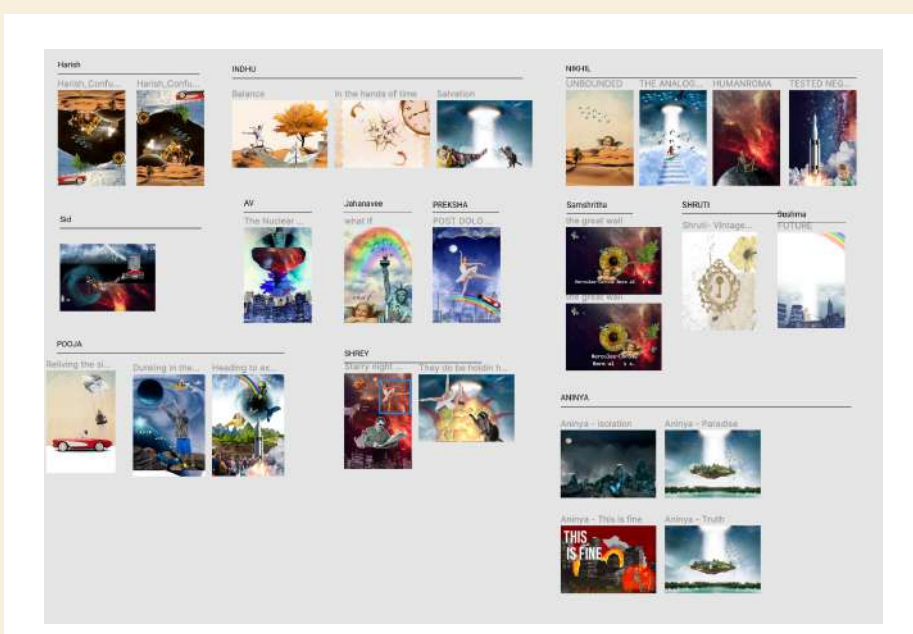
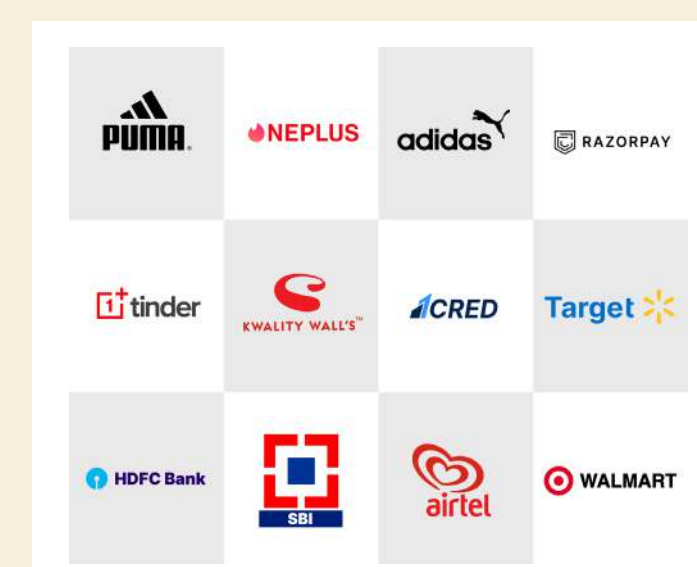


Photo Collage Making



Logo Swaps



In every session, a team member shared their learnings or taught us how to do something.

P5js by Indhu Financial 101 By D V S Siddarth Understanding the space of NFTs and Blockchain by Indhu

Making effective presentations in Keynote by Harish Photo Collage Making by Pooja Understanding Comics by Pooja

Movie & documentary screenings by Harish, Indhu and AV Sonic Branding discussion with Firebrand Labs and Frozen Iris

Logo Swaps by Indhu Associative thinking workshop by Indhu Botany and Design by Nina

Sustainable Packaging Design by Charlie from Smudge Design, along with Billboards Collective, Firebrand Labs and Frozen Iris

## Our Hybrid Theory

Time spent coming together on cadence

120 hours

Time spent learning together on Thursdays

35 hours



13 cities, 8 states

Chennai, Dhanbad/Kolkata, New Delhi, Faridabad, Gurugram, Hyderabad, Vadodara, Thrissur, Kochi, Coimbatore, Trivandrum, Tenkasi, Bangalore



Dubai



Delhi



Bangalore



Hyderabad



Chennai



Mumbai



Kerala



## I spy, AI

Closing gaps with OpenAI

They say keep your friends close & your enemies closer! While the world is busy discussing or rather, frightening designers about them losing their job to AI, we shook hands with the mighty machinery of Dall-E, ChaptGPT, Midjourney etc to save our time looking for inspiration.

In some projects, we increased our TAT by atleast 50%. While AI tools like GPT3 & ChatGPT have huge accuracy limitations and the graphic tools rely on prompts to generate any desired result, in their current form these tools do well only as assistants that need the human to find utility in it.



The Starry Night (1889), painting by Vincent van Gogh in a minimal style



Santa AI-magined in the Gen Z Christmas era



Inspiration for Unshackled Book Cover Design

## More than Frozen

Celebrating who we are and what we do (or don't), beyond Frozen Iris

AV's 1<sup>st</sup> Dark Green Standup Comedy

Pooja and D V S Siddarth - the peak finders scaled 13,000ft. in Kashmir

Harish completes 500 mentor minutes and is top 1% global mentor on ADPlist!

Harshini's packaging design speaker session at VIT

Aninya's fabulous music album arts & 36 Days of type. @aninyag

Indhu's Inktober'22 explorations & 36 Days of type @being\_ink

Qamar's NFT Chase





# 9 YEARS OF FROZEN IRIS

## To the people who helped Frozen Iris become what it is today!

### FROM THE CEO & FOUNDER

I can still relive the moment when I was contemplating to press 'Submit' on the first 'Looking for Interns' post as I asked myself, "who on earth is going to trust me and gain value working with me?"

27th Nov 2022 marks the completion of my 9 years of becoming with & through Frozen Iris and I'm overwhelmed with gratitude for the contributions you've made towards me. I feel very special & fortunate to have founded this organisation that has the similar values that I share which has led to stronger commitment, heightened motivation and greater contribution here. The past year has made me witness & visualise several instances of impact that I was able to create and I can't thank you enough for the moments of pride you gifted me with.

Most of the times, this has been a scary & lonely journey and there has been gazillion instances where I was told to shut and it was your company that gave me the strength, hope, inspiration and energy to drive ahead. I still look in awe when a stranger acknowledges 'Frozen Iris' and it was you who helped the transposition of a simple dream to a reality.

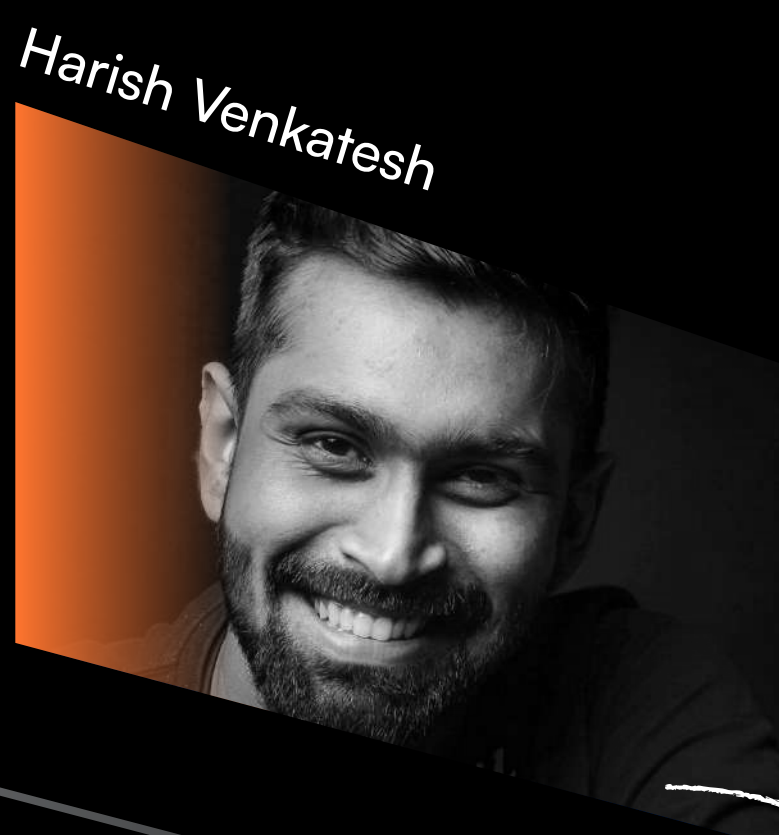
Now looking back on the amount of people who I've been blessed to learn with and been allowed to lead, I wonder "How can I justify the crazy amount of talent we have here?" These 9 years have been a testimony to the realisation that, "What I'm — is not my name, designation, brand, money or any. But is the act." Growing Frozen Iris since 2013 has been a revelatory & highly rewarding, extremely rewarding journey. This 10th year is about making every act count.

\*This message is to thank you, the person you are. I am in debt of your presence in my life.\*

To more & most @everyone



Akshay Khetrapal



Harish Venkatesh



Sharma Shankar



D V S Siddharth



Vignesh Arullingam



Hari Prasath



Shruti Tandon



Sushmita Rakshit



Akshita



Aleesha J B



Nikhil Kumar



Samuel Sreeba



Qamar Aziz



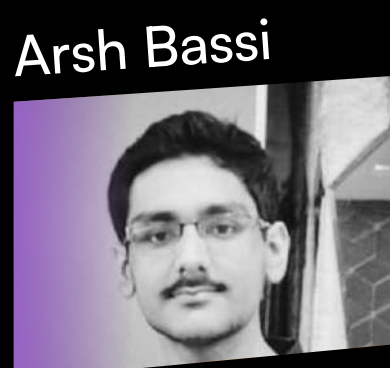
Yukta Rastogi



Pooja Shah



Brintha Sri



Arsh Bassi



Ann Mathew



Preksha Dugar



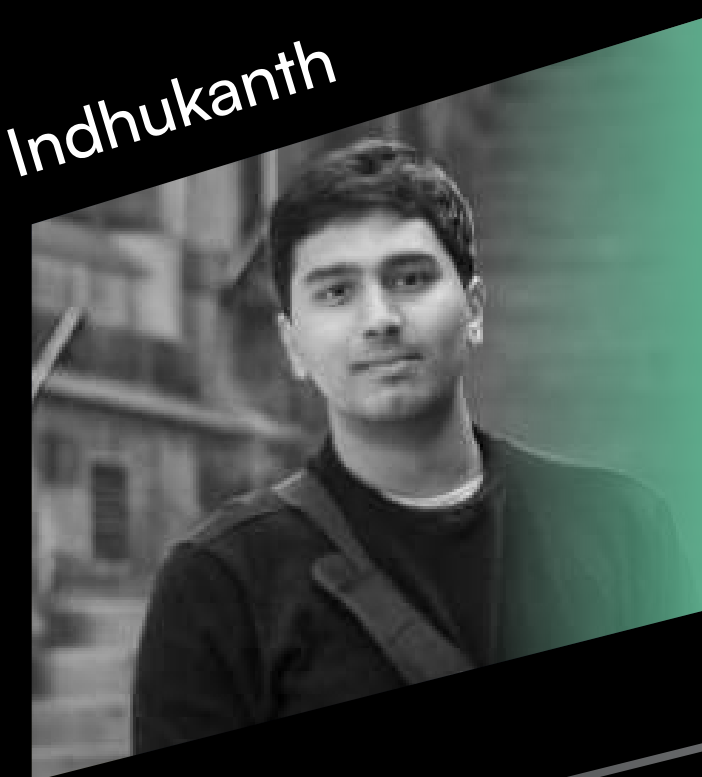
Varun Bhardwaj



Harshini Raji



Aninya Gangal



Indhukanth



Shubham Das



Pranoy Mehra



Sai Ram Ved



Nina Mazumdar



Jahanavee



Prince Khanna



Renukha Padmanabhan



Surbhi Chaudhary



Sushma Anna Matthew



Jagritha Sachan



Shrey Panchal



Meher Gulati



Samsritha Kumar



Siri Gurram



# frozen iris

## A collective of energies

We came together from different places with different experiences, different backgrounds, different languages and different aspirations. Like a collective of energies transforming into value. Like a colloid of a kind that creates solutions.

But something glues us to a common vision.

And that—is our appetite for synergistic co-creation.

We engage in dialogue, debate and research to the best of our ability to bring together ideas and take them to fruition. We not only co-create among ourselves but encourage our partners—to partake.

Contributing to vivid & variegated industries over the years, working with partners, delivering on their asks we've learnt a lot—what goes in, what goes around and what really goes.

Moonshot, a leap or just another stride forward, it is time, we take the next step beckoning.

Let us welcome, let us Become, this

2023

