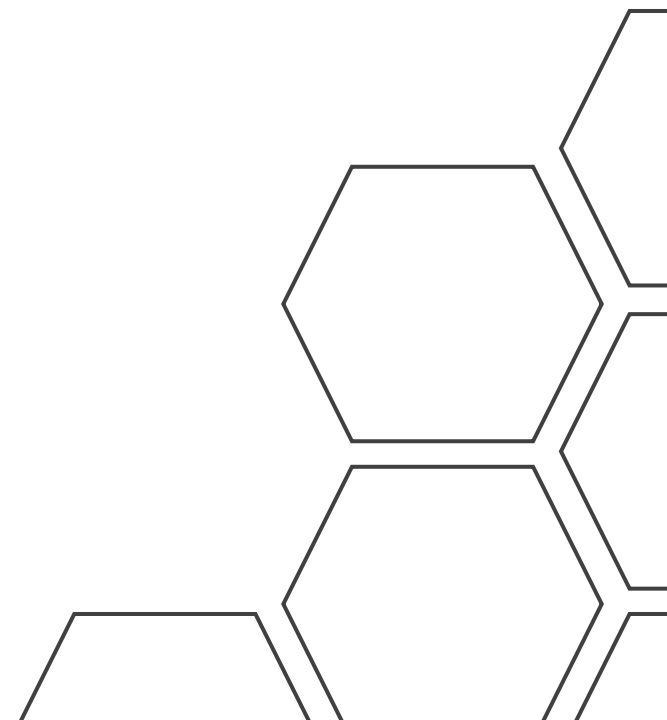# Hi, I'm Parham

Research.Design.Experience
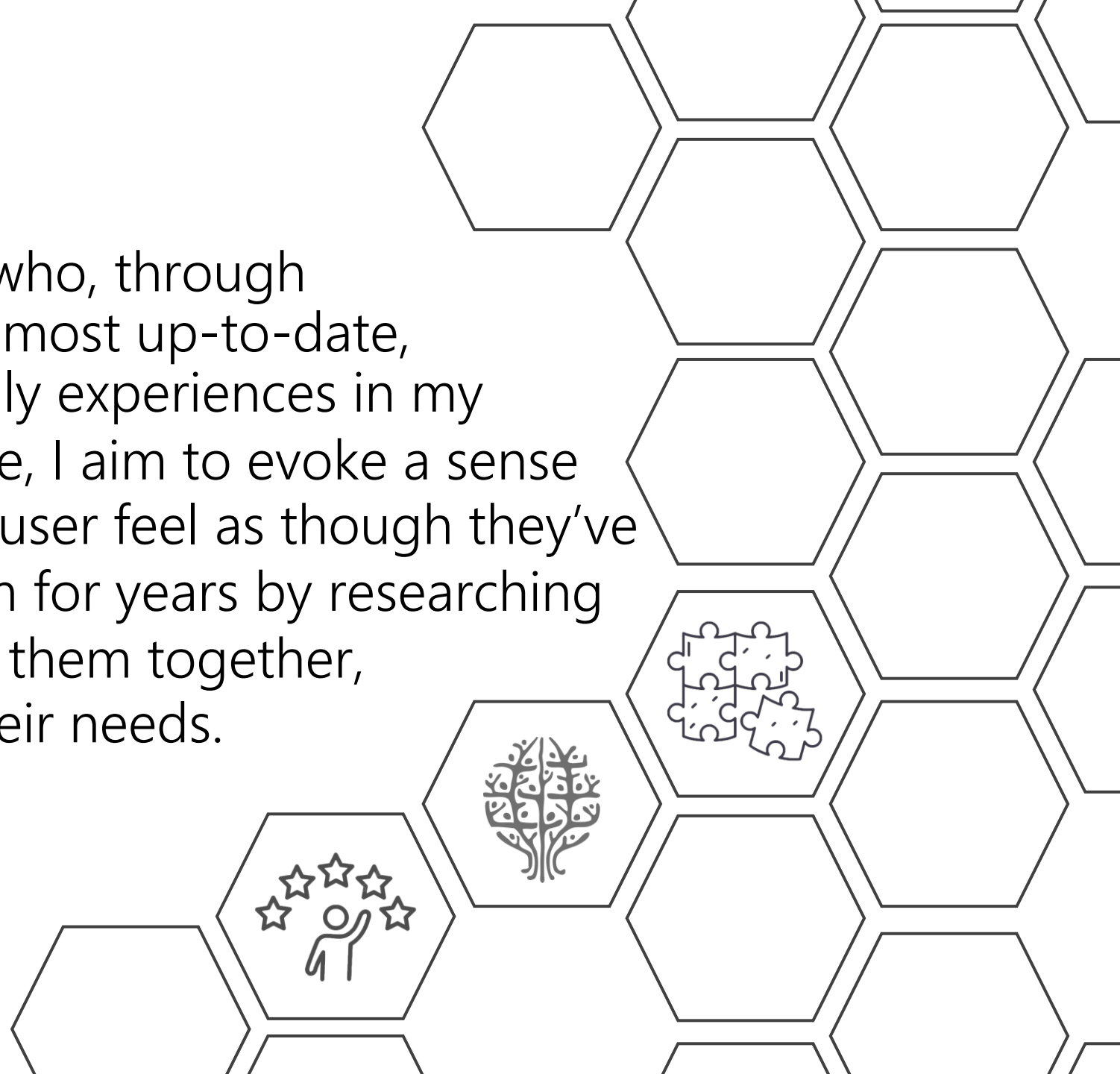
Web Designer and **Product Designer**

- UX (Researcher)
- UX (Designer)

- UI (Designer)

- Experiences
  Samples Are At The End Of PDF

•••

UX (Researcher)

I am a graphic designer who, through research, can deliver the most up-to-date, practical, and user-friendly experiences in my designs. At the same time, I aim to evoke a sense of nostalgia, making the user feel as though they've been using your program for years by researching about element and align them together, seamlessly fulfilling all their needs.

UX (Designer)

- **How elements align with each other**

  The way elements take up space within an app is just as important as the designs themselves.

- **The shape of elements**

  The shape element can use proportion to improve the way that users interact with your designs.

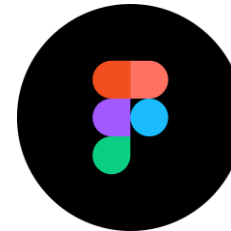- **Continuity within text elements**

  Next to the importance of choosing a font, font color, and font size, You can see how text within the YouTube Music fits together and improves the unity of the designs.

- **Applying unity to my mocks**

  thinking about the goal statement I've created and thinking about all of the elements I am considering adding to my design, and then how is every single element that you're creating working to meet that goal?.
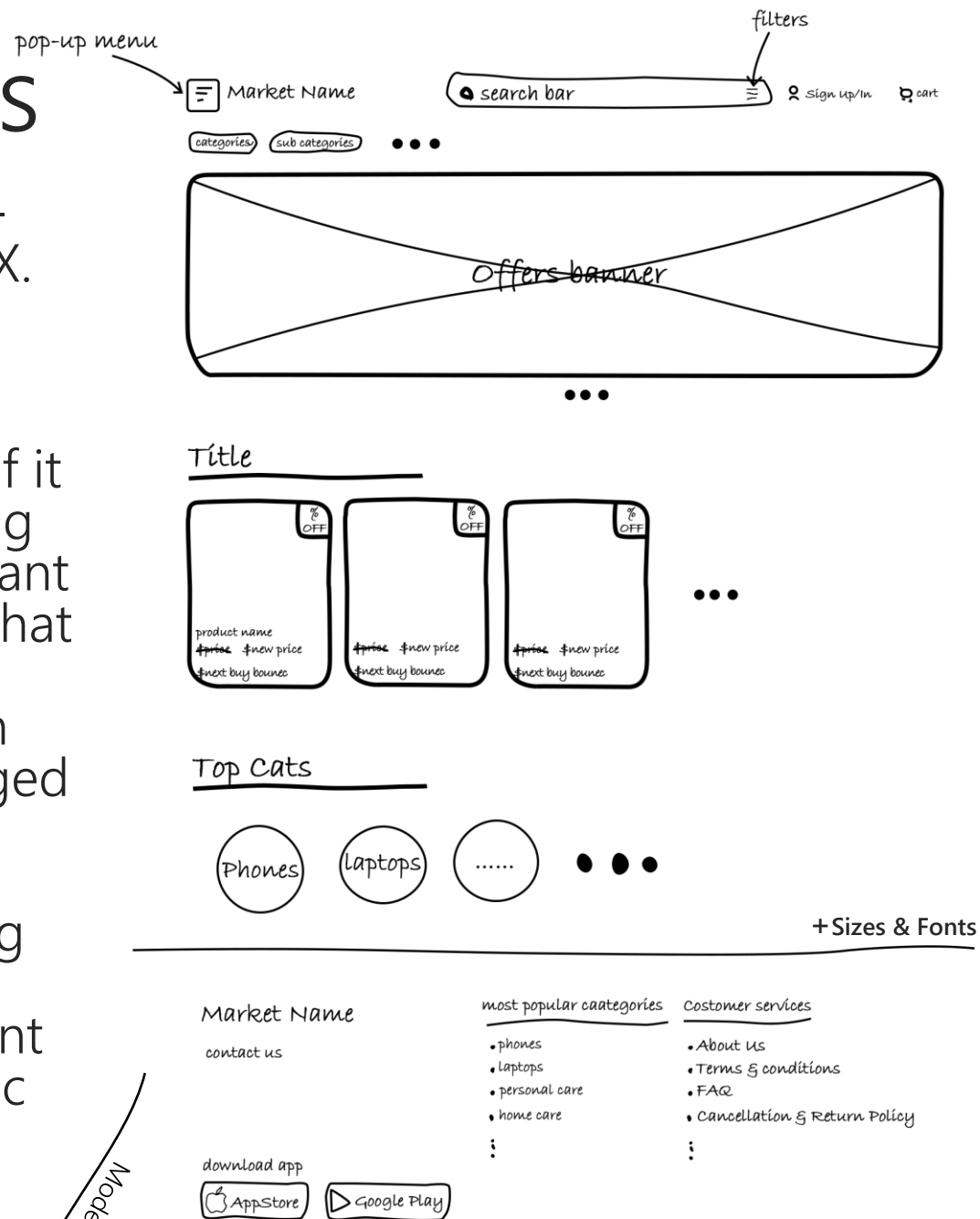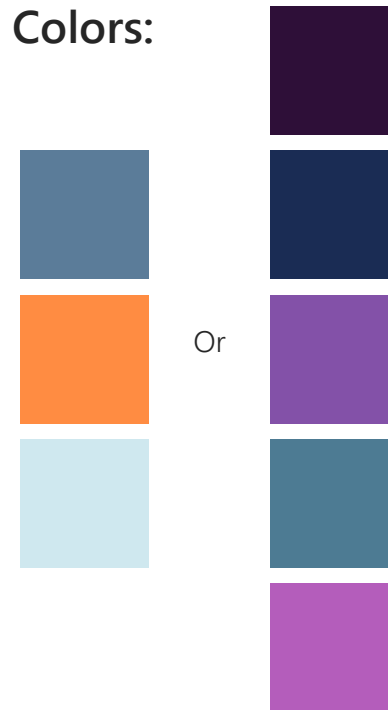
UI (Designer)

In my opinion, UI design first and foremost aids UX research, and secondly contributes to designing the User Interface of a page. This is because sometimes the UX designer envisions elements that, after adding colors and details, do not match well with other elements on the page. It also helps the UX designer see where there are flaws and where improvements could have been made.

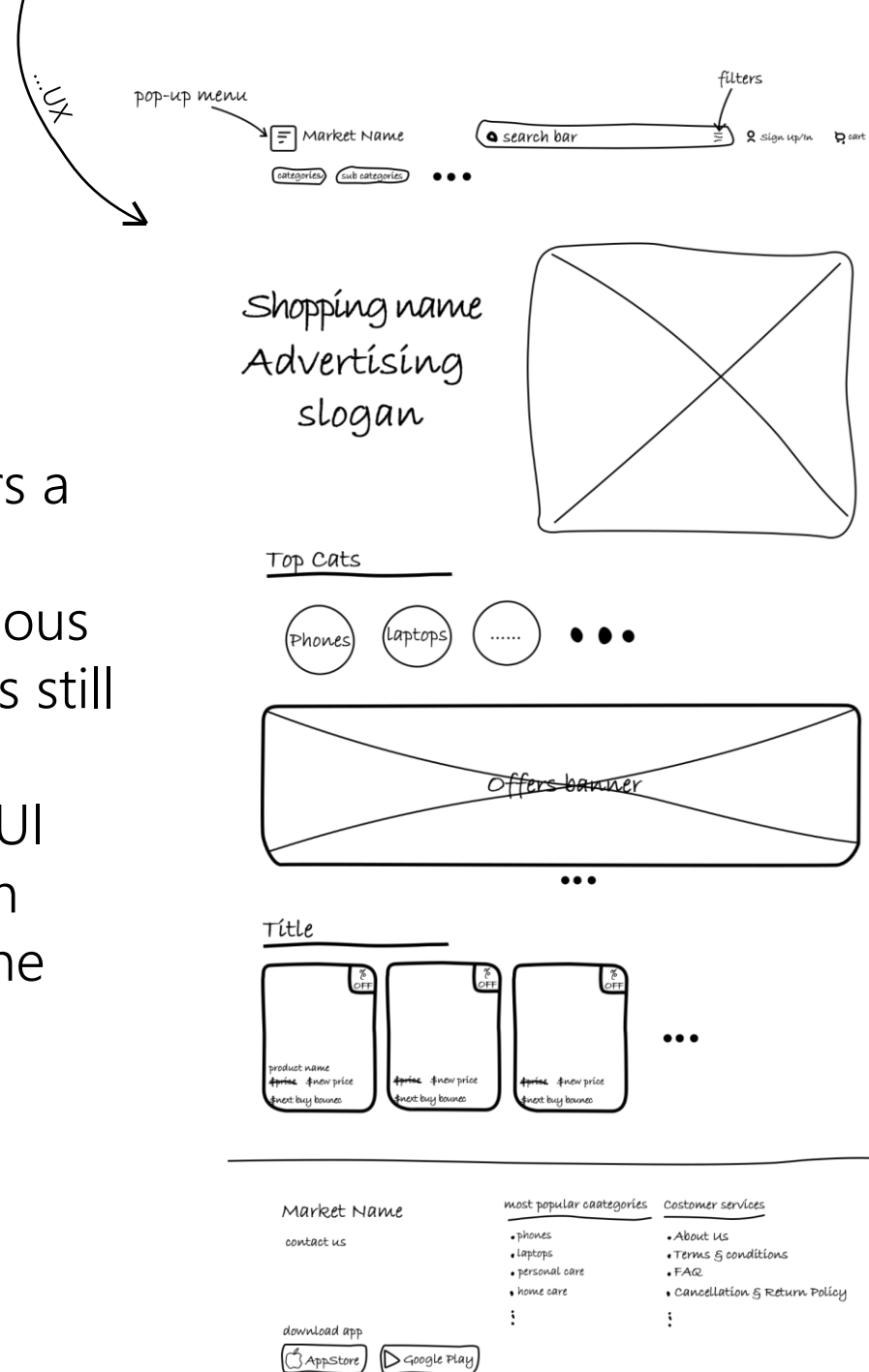**The programs I use for designing are:**

Experiences

This is an outdated e-commerce website UX. While it does evoke a nostalgic feeling, it's likely that users will eventually feel tired of it and consider switching to other websites. I want to make changes so that the site feels more modern to users, with page elements arranged in a way that always gives them the sense that there's something to buy. Most importantly, I also want to retain that nostalgic feel.
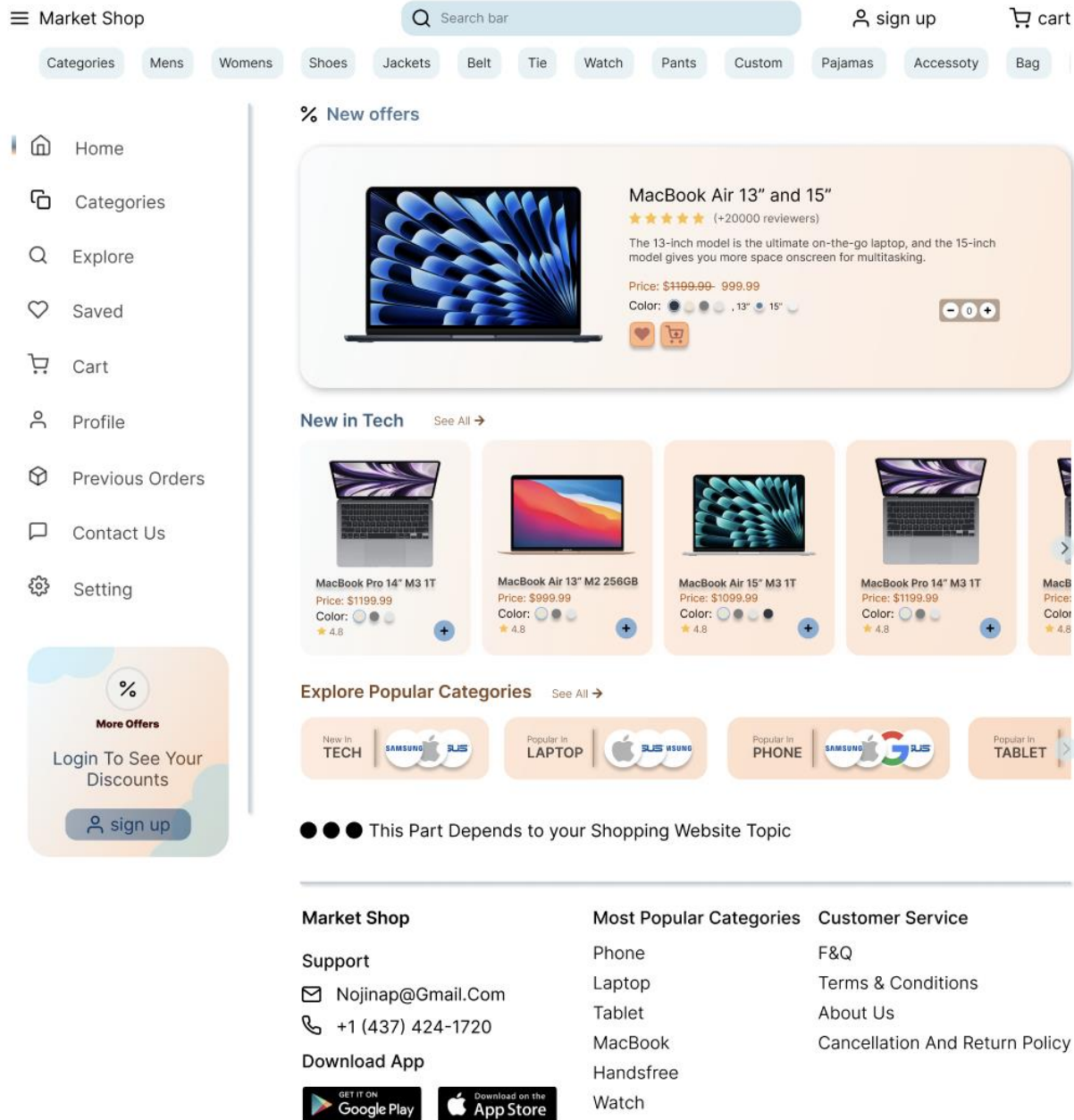
pop-up menu

filters

≡ Market Name

🔍 search bar

👤 Sign Up/In   🛒 cart

(categories) (sub categories) ● ● ●

Offers banner

● ● ●

Title

% OFF
% OFF
% OFF

product name
~~price~~ $new price
$next buy bounec

~~price~~ $new price
$next buy bounec

~~price~~ $new price
$next buy bounec

● ● ●

Top Cats

(Phones) (laptops) (......) ● ● ●

+Sizes & Fonts

Market Name

contact us

most popular caategories

● phones
● laptops
● personal care
● home care
⋮

Costomer services

● About Us
● Terms & conditions
● FAQ
● Cancellation & Return Policy
⋮

download app

🍎 AppStore   ▷ Google Play

Modern...

Colors:

Or

However, this UX offers a much newer version compared to the previous page. Nonetheless, it is still not perfect because, ultimately, during the UI design process, we can modify and improve the UX.

A real project undoubtedly includes all the pages of a website, even the design of its admin pages. However, the focus here is to highlight the core concept through research and UX design, followed by achieving a functional UI. For this purpose, this single page is sufficient.

This UX design resulted in the creation of such a responsive UI for the e-commerce website. Of course, significant changes have been made to the UX design, which are quite evident and need no further explanation.