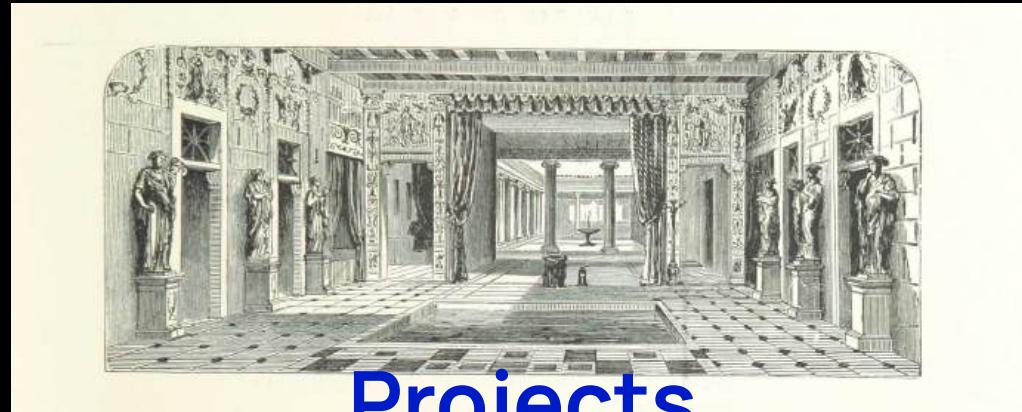


I'm Danial Sharifi, born in 1999 ,  
Designer and Product Manager  
live in ~~Tehran~~ Barcelona



## Projects

پروژه‌ها



CONTACT ME  
SHARIFIDANNY@GMAIL.COM

# Projects



TDEX Application & Website



RAKIZ Studio Branding & Event Planning



Quby Startup Branding, Application & Website



Just Read It Website



A-EYES Application



Barjil International Website



Datis International Website

# Projects

## پروژه‌ها



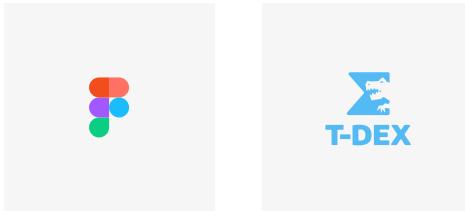
## T-DEX

T-DEX is redefining the decentralized trading experience by blending gamified elements with automated trading solutions, education, and a vibrant community on Telegram.

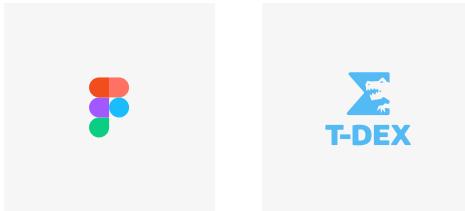
### Project

UI/UX Design, Project Management

### Tools



### Logo



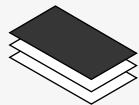
### Description



### Summary

As the UI/UX designer for the T-DEX platform, I focused on creating an engaging and user-friendly experience that aligns with our mission to revolutionize decentralized trading through innovation, gamification, and community involvement. The design process began with wireframes to establish a clear and intuitive structure, ensuring seamless navigation across the platform. We employed a gamified approach to make the trading experience more interactive and enjoyable, encouraging users to explore automated trading solutions and educational resources.

## T-DEX Application & Website



30 Pages

## Font



Roboto



## Palette



#0D0D0D - Base Gray

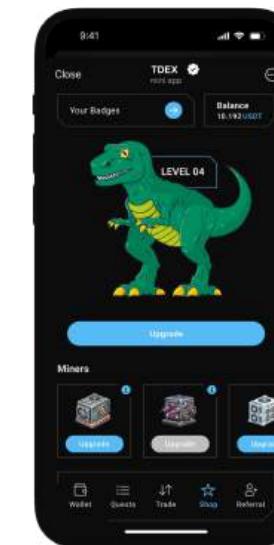
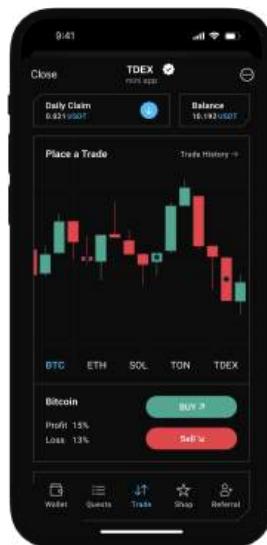


#54BBF4 - Main Color



#C0C0C0 - Secondary

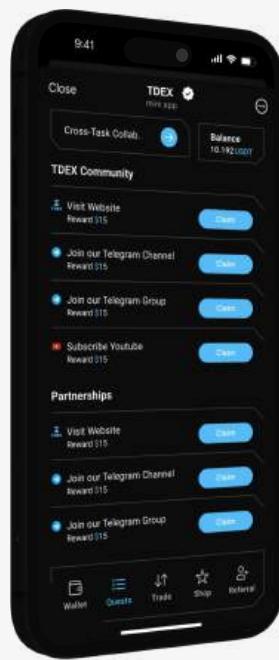
## Telegram WebApp Main Flow



- 1 You can place a bet to predict the price of the coin in the next 4 hours.

- 2 You can upgrade your avatar or miners to increase your profits.

- 3 Connect your wallet to claim your income.



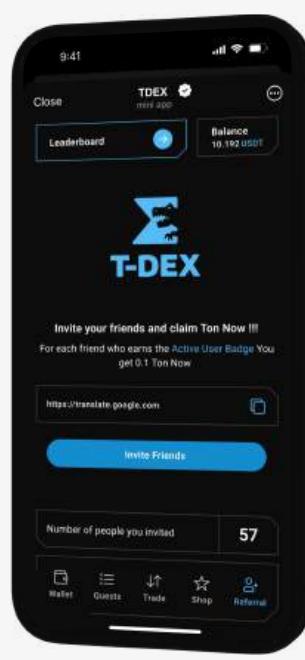
Quests



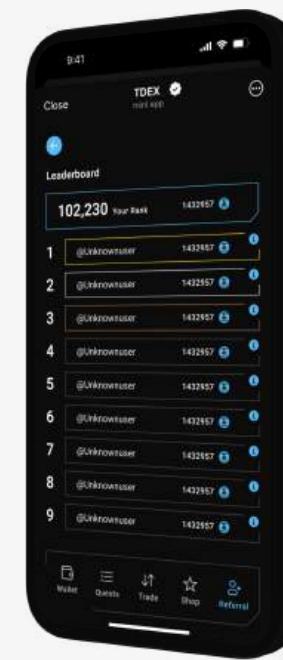
Profile Details



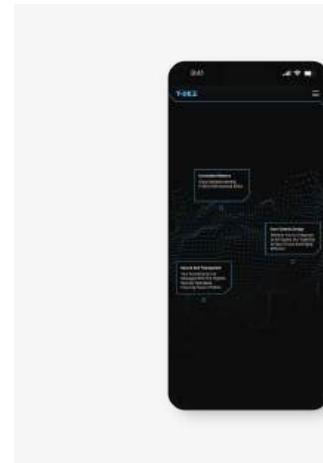
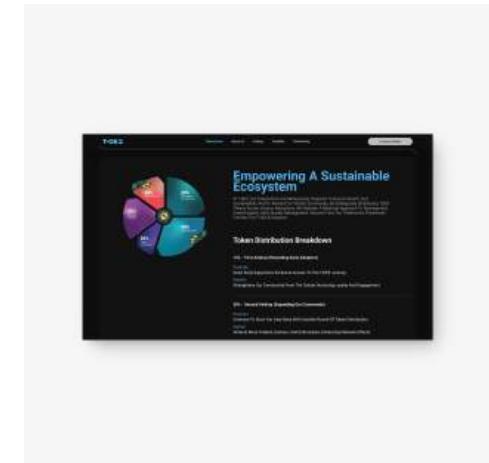
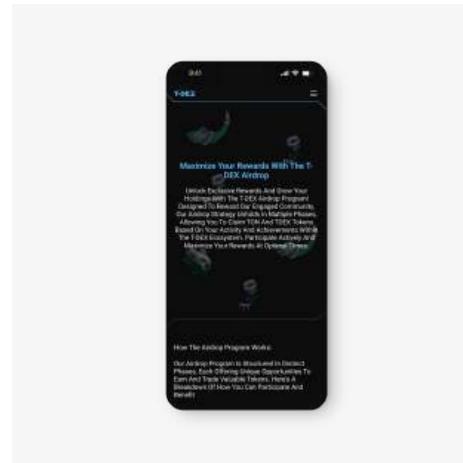
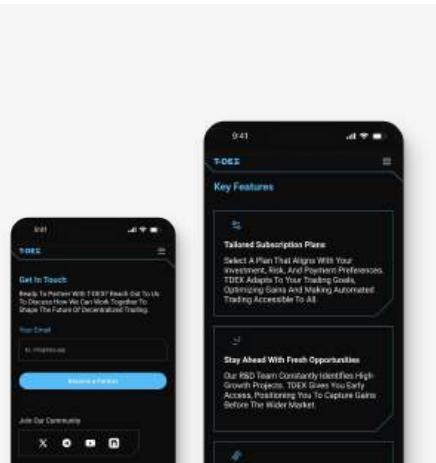
Home



Referral



Leaderboard



## RAKIZ

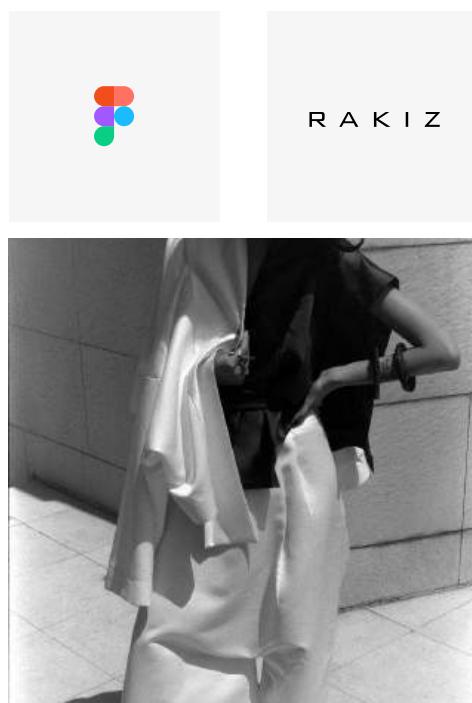
Rakiz is a new brand in the accessory and clothing design line by Kimia Razzaghi, which started its activity with sustainable and ethical fashion. Due to its focus on designers and the non-industrial nature of this brand, all items are hand-stitched by designers, and all of them are selected with this choice. The goal of this brand as a sustainable brand is sustainability in all aspects affecting society and trying to continue charity-based activities.

### Project

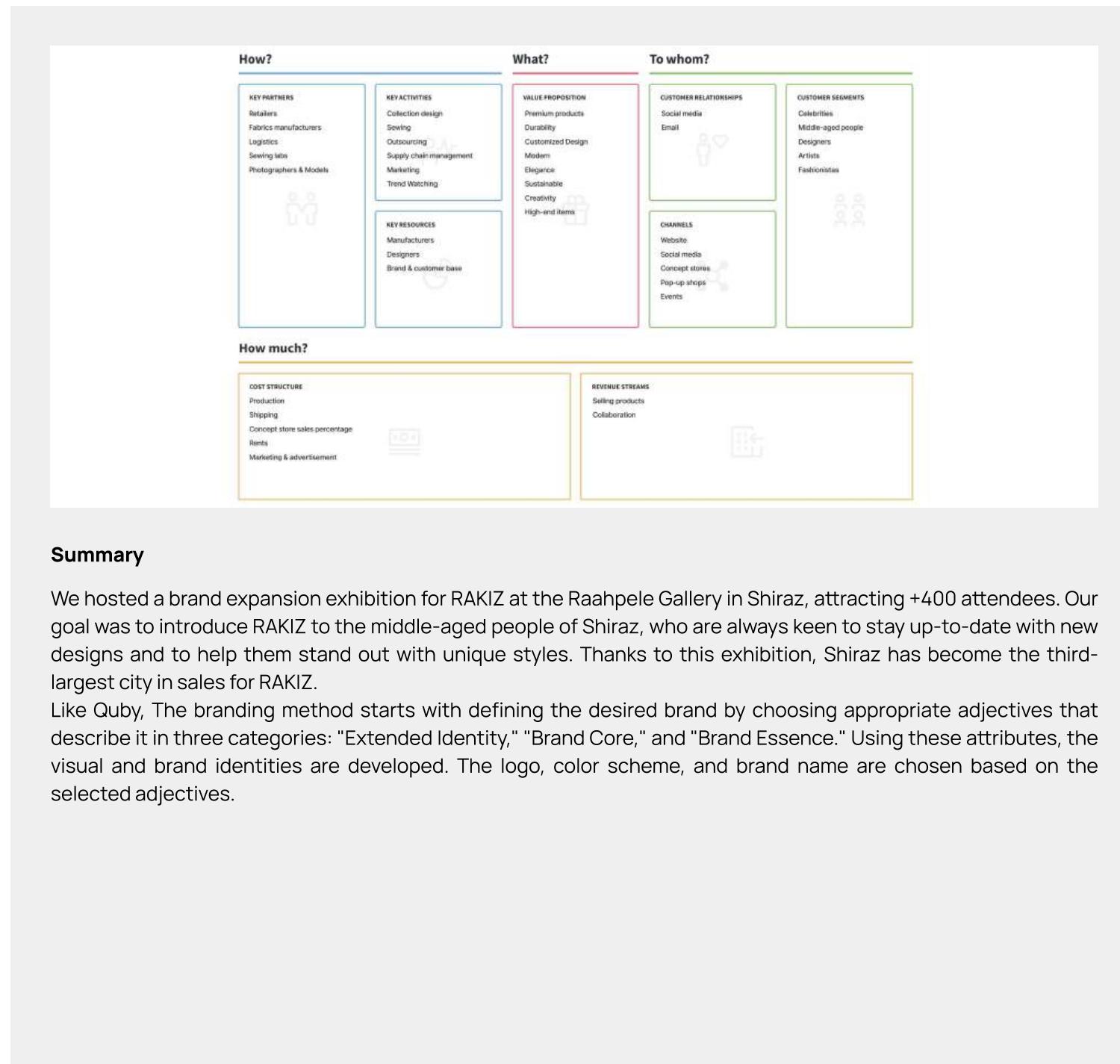
Branding, Event Planning

### Tools

### Logo



## Business Model & Description



## Font

## Identity & Event Pictures

AA

Avenir Next

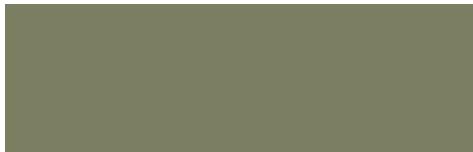
## Palette



#152042 - Main Color



#B2AA9F - Secondary



#7D7E63 - Tertiary



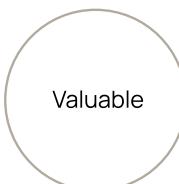
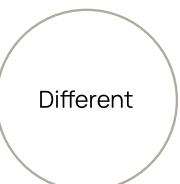
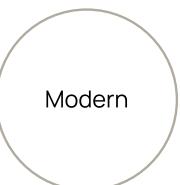
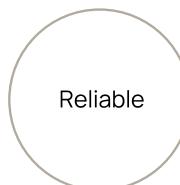
### Brand Essence



### Brand Core

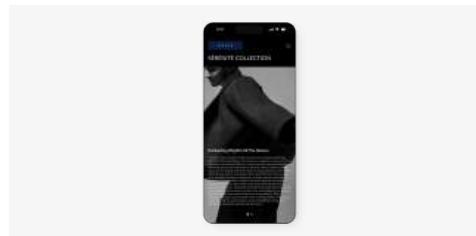
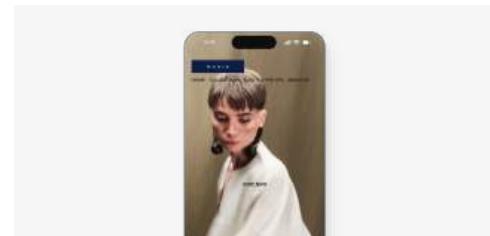


### Extended Identity





5 Pages



## QUBY

Quby is the most available, smart, cashier-less store based on AI technology. Present a new generation of retail shops in the FMCG industry.

## Project

Branding, UI/UX Design

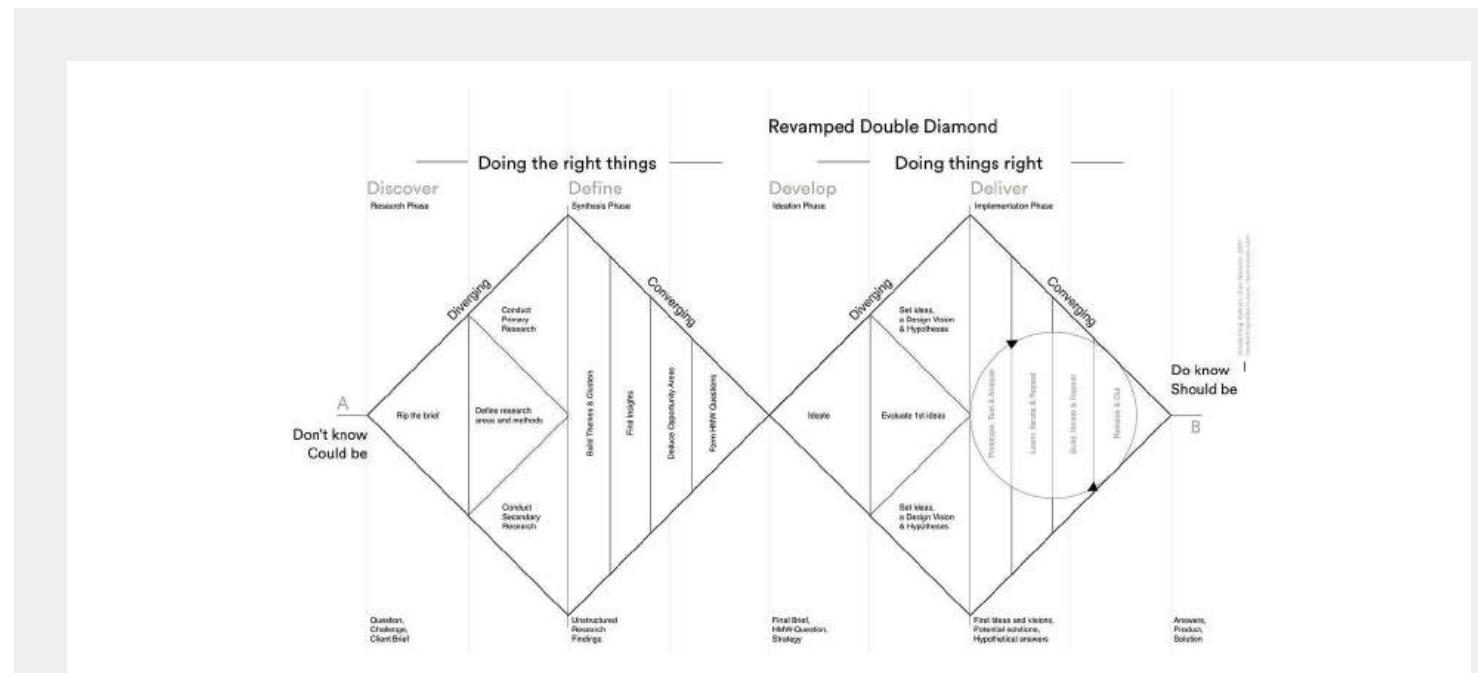
## Tools



[See Webapp →](#)



## Description

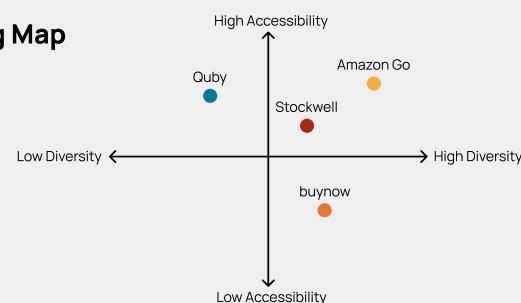


## Summary

The process used for each project phase - branding, application design, and website development - was based on the principles of double diamond and design thinking. This method starts with defining the desired brand by choosing appropriate adjectives that describe it in three categories: "Extended Identity," "Brand Core," and "Brand Essence." Using these attributes, the visual and brand identities are developed. The logo, color scheme, and brand name are chosen based on the selected adjectives.

The Quby web app was first designed using wireframes created during software team meetings. After finalizing the design, the app has undergone several changes to address software and user experience issues.

## Positioning Map



## SWOT

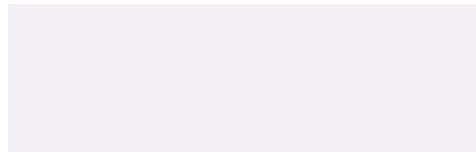
Strengths	Weaknesses
Support Filling service 24/7 Availability	Low diversity Miscalculation Device failure
Opportunities	Threats
Developing the UX Advertisement High demand	Price inflation Low Margin High-cost delivery

## Logo



## Identity

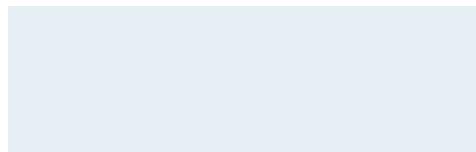
### Palette



#F2F1F5 - Base Gray



#067A9D - Main Color



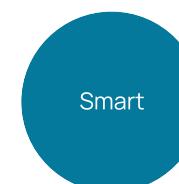
#E7F1F4 - Secondary



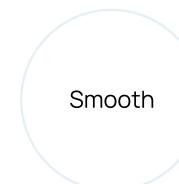
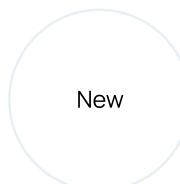
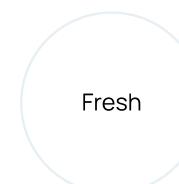
### Brand Essence



### Brand Core



### Extended Identity



## QUBY Application



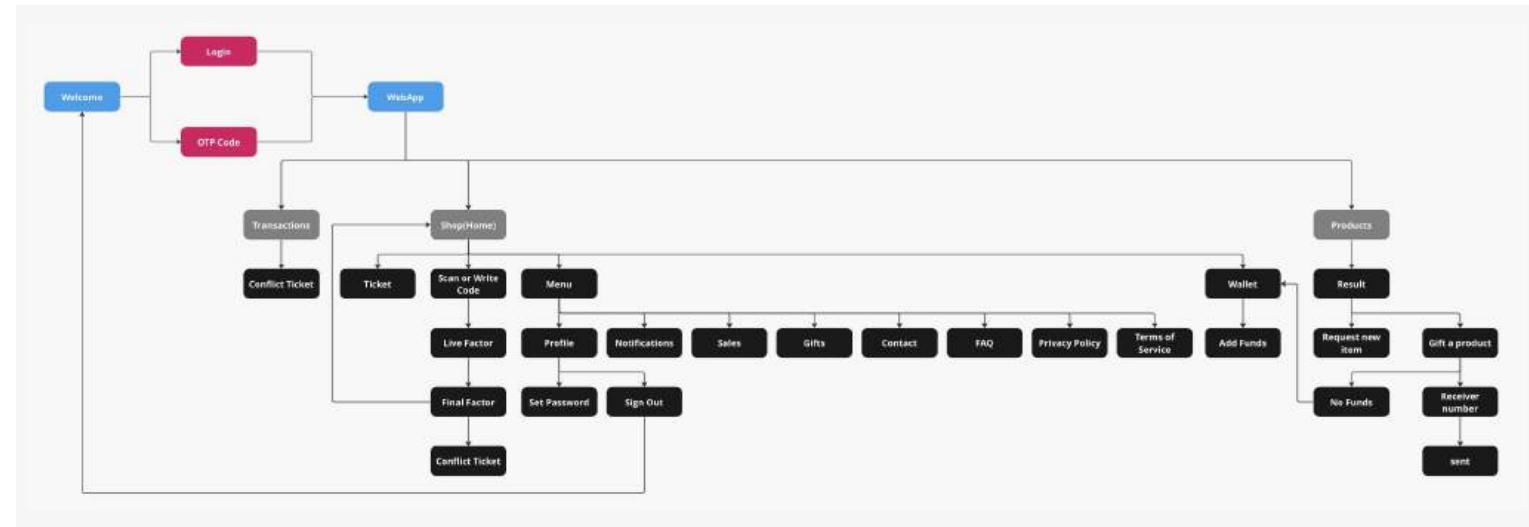
48 Pages

## Font



IranSans

## Information Architecture



## Mind Map



## Main Flow



1 By scanning the code on the door, Quby unlocks.

2 With Live Invoice, the user can see their purchases and discounts.

3 By closing the Quby's door, the purchase process ends.



Login



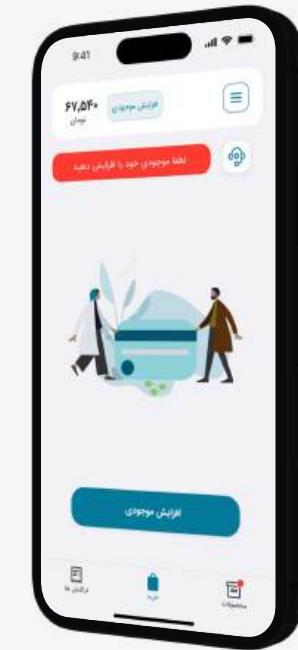
Interactions



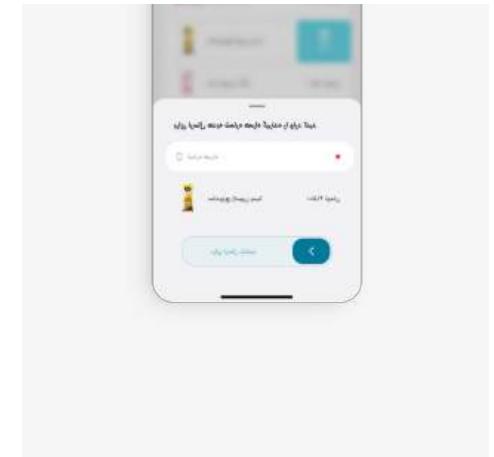
Menu



Products



Debt (Increase balance)



## Just Read It

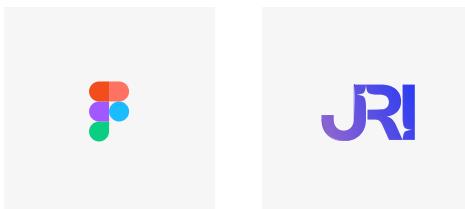
JRI, will serve as a groundbreaking platform akin to Kickstarter. An innovative NFT project that promises to redefine the landscape of crowdfunding and empower creators worldwide to bring their visions to life in a decentralized and community-driven ecosystem.

### Project

UI/UX Design, Project Management

### Tools

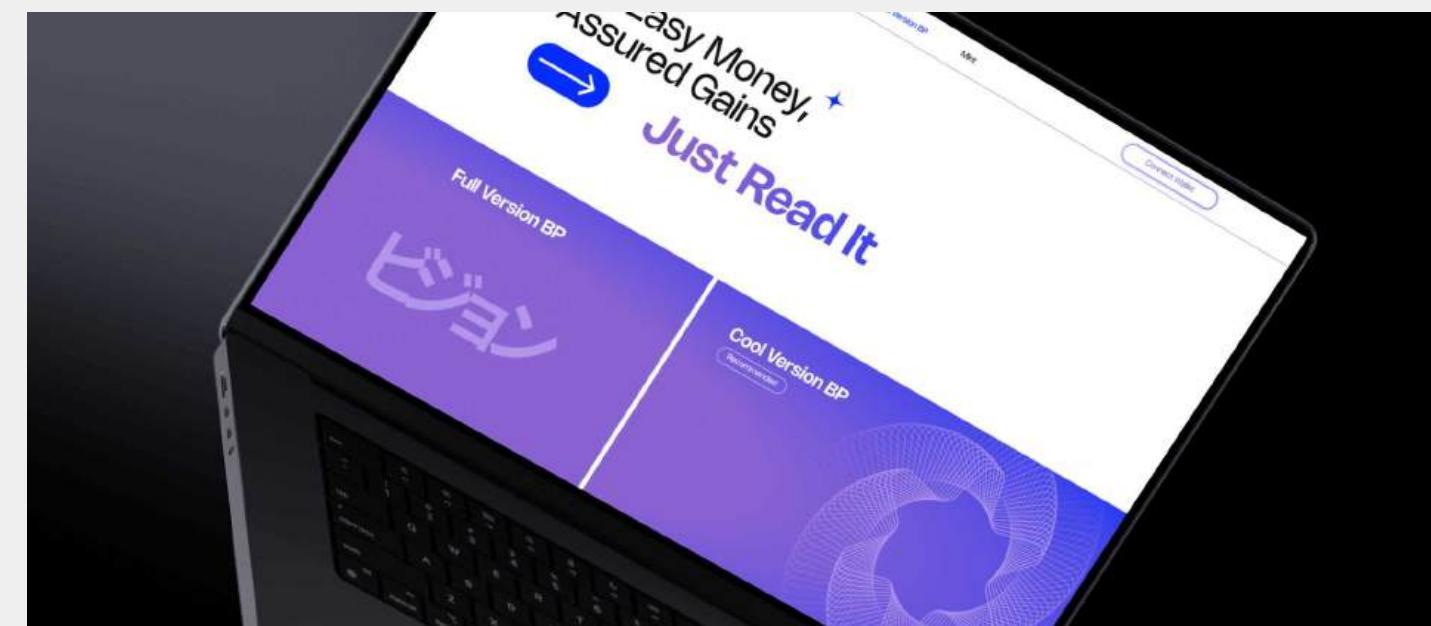
### Logo



[See Website →](#)



### Description



### Summary

The "JustRead It" website was designed with a focus on simplicity and accessibility. The process began with wireframes to define the platform's structure and ensure a seamless user experience. Usability testing and feedback helped refine the final design.

The visual design uses a clean layout with a calming color palette and simple typography to create a distraction-free reading experience. The website is responsive, ensuring it works smoothly across all devices. "JustRead It" is designed to make reading more enjoyable and accessible, encouraging users to explore and engage with curated content effortlessly.

## JRI Website



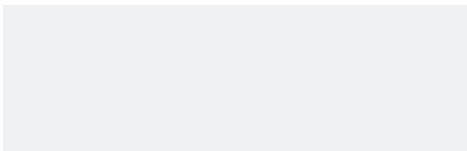
8 Pages

## Font



Nohemi

## Palette



#F0F2F5 - Base Gray



#8A63D2 - Main Color



#052DFF - Secondary

The collage includes:

- A landing page with the headline "No Easy Money, Assured Gains" and a call-to-action "Just Read It".
- A "Welcome to the JRI Claim Portal" screen with a purple header and a "ビジョン" logo.
- A "Join the Beta Test" sign-up form with fields for Name, Email, and Password.
- A "Phase 0" section titled "Illustration of job connect NFTs" with four cards: "1. MINTING THE PROJECT", "2. MINTING THE INVESTMENT", "3. EXCHANGING THE INVESTMENT", and "4. EXCHANGING THE PROJECT".
- A "Project Title" input field with placeholder "Describe your project idea...".
- A "Brief Description" input field with placeholder "Your idea is...".
- A smartphone displaying a pie chart and a progress bar for a project.

## A-EYES

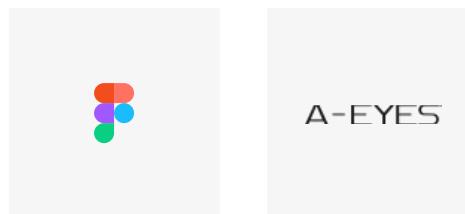
A'EYES is a revolutionary AI-assisted solution to diagnose and treat dry eye disease quickly through a phone application anytime, anywhere.

## Project

UI/UX Design, Project Management

## Tools

### Logo



A-EYES



## Journey Map & Description



## Summary

The A'EYES application was developed using an atomic method. Considering the varied age groups of its target audience, a lot of effort was put into making it an easy-to-use and understandable application.

The MVP version of the application has been released publicly and is currently being tested. The performance of the artificial intelligence and web app design is constantly being reviewed to ensure that the users' needs can be met as easily and quickly as possible in future versions.

It has also been able to diagnose 1,400 cases of dry eye with more than 95.6% accuracy.

A'EYES can analyze dry-eye big data to identify patterns and trends that may not be visible to the ophthalmic world.

## Interview



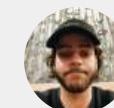
Checking my eyes in home is better than waiting hours for an appointment.



I can check my eyes anytime without calling my doctor.



After my eye surgery, I can monitor my eyes to see if they are dry.



I do not have to pay any more to check my eyes.

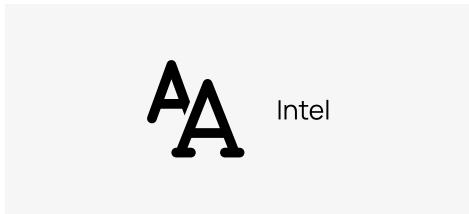
## A-EYES Application

## Design System



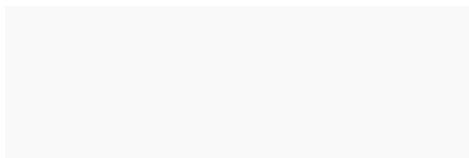
22 Pages

### Font

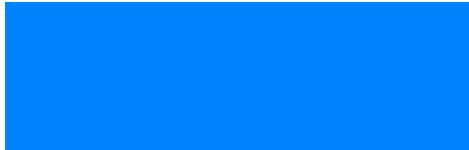


A screenshot of the A-EYES Design System interface, which includes four main sections: Colors (with categories like Primary, Success, Warning, Error, and Shades), Typography (with examples of various font styles and sizes), Spacing (with horizontal and vertical distance guidelines), and Grid (with a 12-column grid system).

### Palette



#F9F9F9 - Base Gray

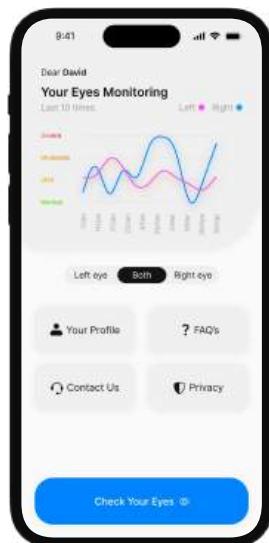


#0084FF - Main Color



#141414 - Secondary

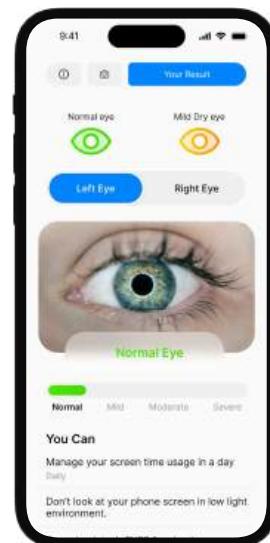
### Main Flow



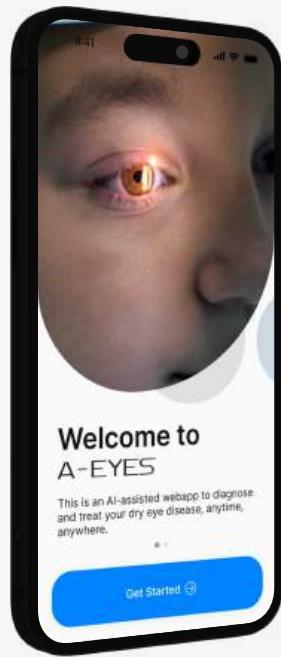
- 1 To check your eye, click on the button down below.



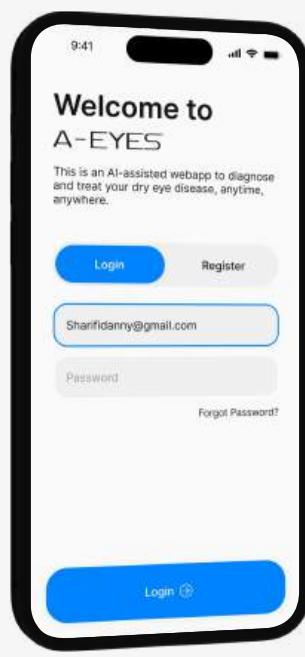
- 2 Put your eyes in the middle of the frame and take a picture with a flashlight on.



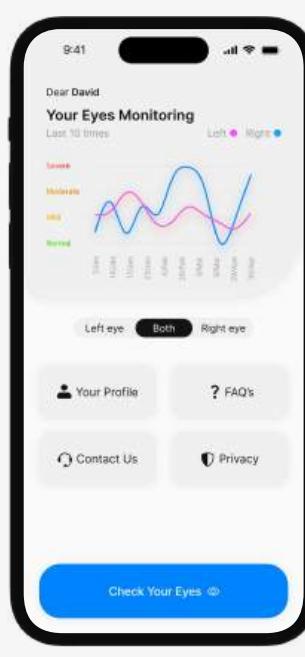
- 3 AI will scan your eye and send you the result.



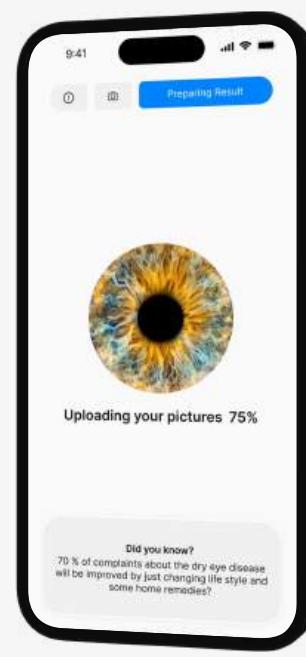
Welcome



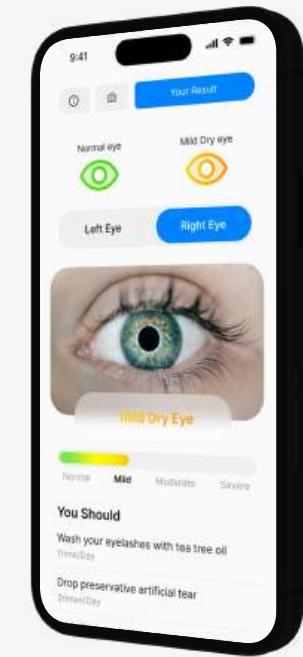
Login



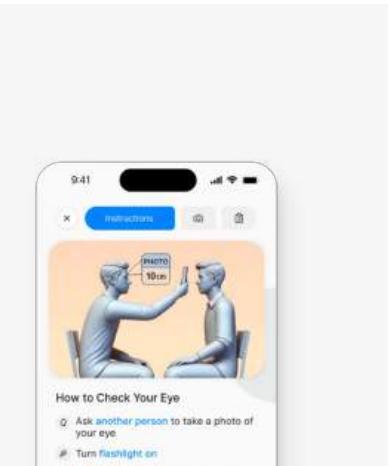
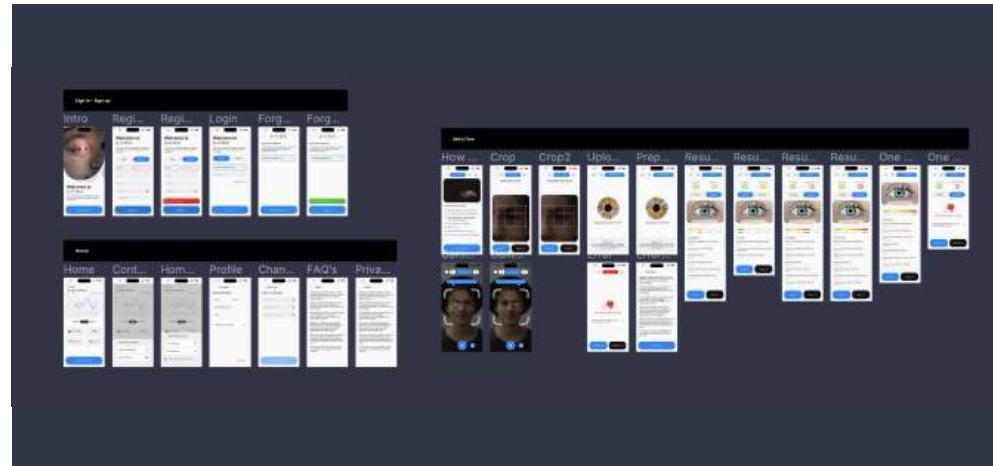
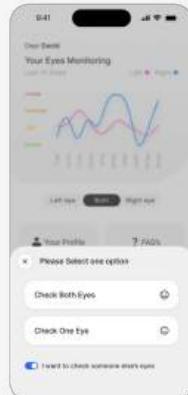
Home



Loading



Result



## Barjil

Barjil connects local producers to global markets, delivering sustainably sourced, premium pistachios through a meticulous Quality Control (QC) and Quality Assurance (QA) process.

## Description

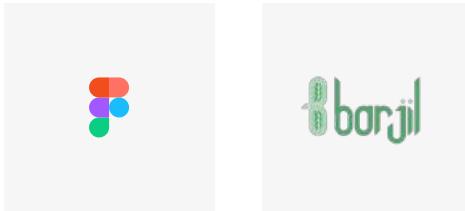


## Project

UI/UX Design

## Tools

### Logo

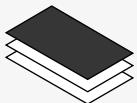


## Summary

The Barjil international website was designed to provide a seamless and engaging shopping experience for customers looking for high-quality nuts and dried fruits. The process started with wireframes to define the structure and ensure intuitive navigation across product categories.

The design features a warm color palette, high-quality imagery, and a clean layout to reflect the premium nature of Barjil's products. The website is fully responsive, ensuring a smooth experience across all devices. With clear product categorization, detailed descriptions, and an easy-to-navigate interface, the Barjil website makes online shopping effortless while staying true to the brand's identity.

## Barjil Website



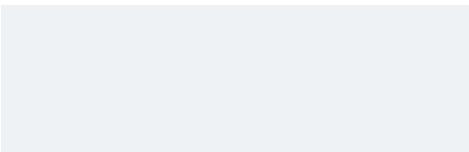
7 Pages

### Font

A A

Roboto

### Palette



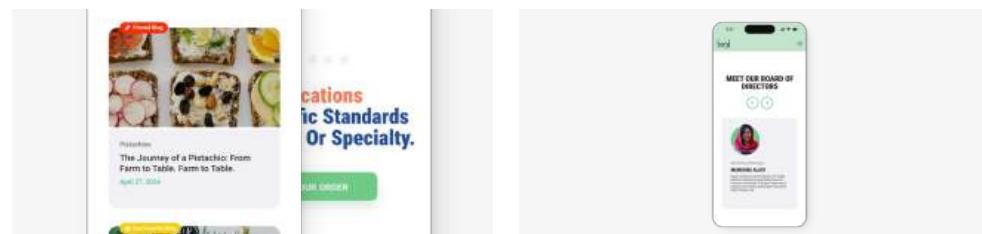
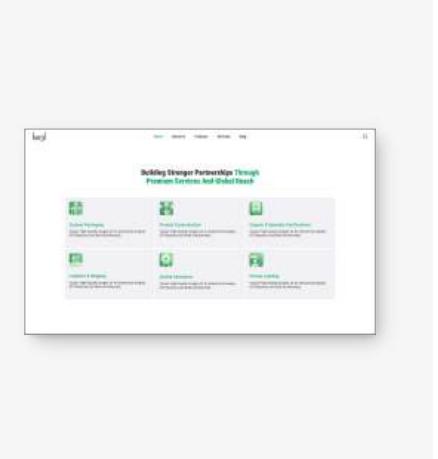
#F0F2F5 - Base Gray



#70CC86 - Main Color



#00AD5F - Secondary



## Datis

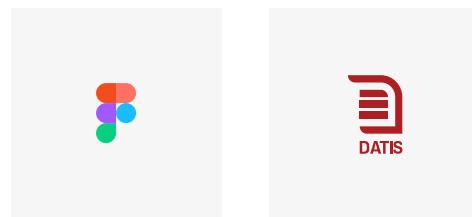
Datis is a technology-based company that specializes in the design and manufacture of electronic components.

## Project

UI/UX Design, Project Management

## Tools

### Logo



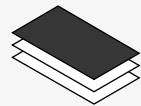
## Description



## Summary

I had the opportunity to design and lead the development of the website for the Datis project. It was an exciting and challenging project that required us to create a user-friendly interface for both managers and construction workers. We based our design and flow on the needs of our audience and leveraged Hick's UX law and Jakob's UX law to ensure a seamless user experience. Our team also analyzed the site's heat map and conducted A/B testing on the hero section to make sure we were hitting the right notes. It was a truly collaborative effort that resulted in a website that is both functional and visually appealing.

## Datis Website



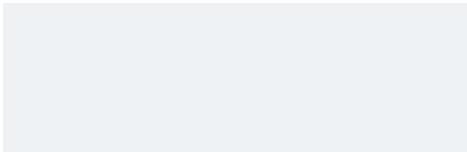
10 Pages

## Font

A A

Hauora

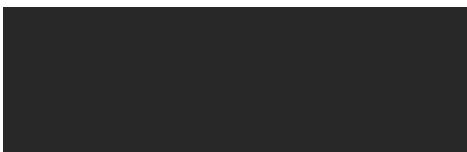
## Palette



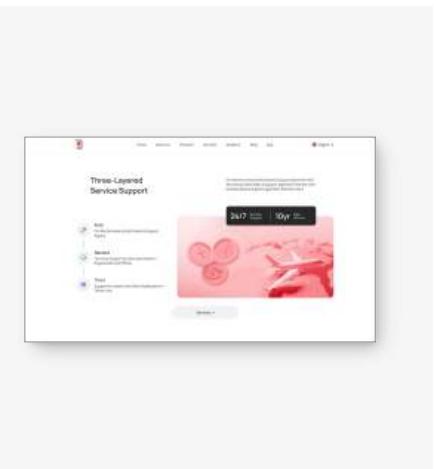
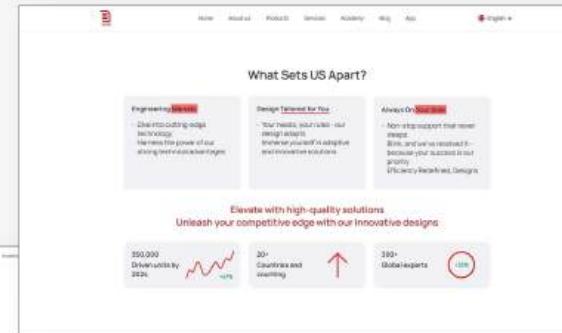
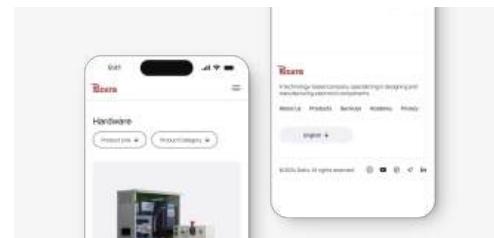
#F0F2F5 - Base Gray



#A62421 - Main Color



#282828 - Secondary



Thanks for Watching

