

CONTACT ME

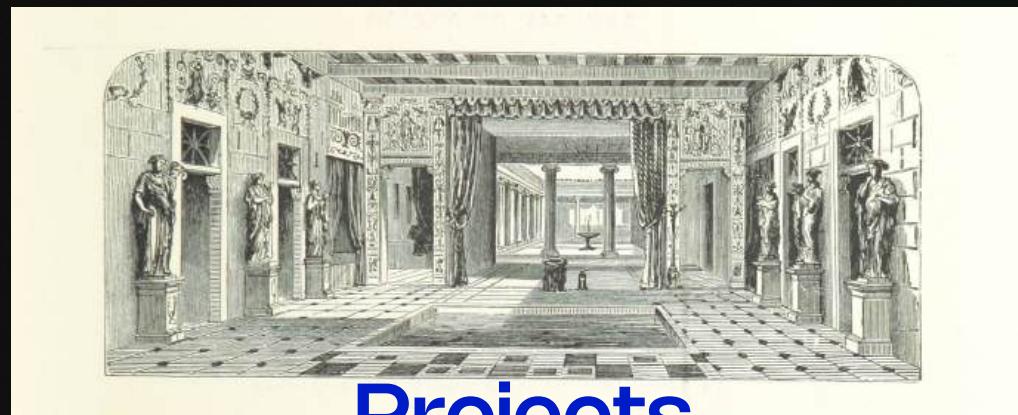
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I'm Danial Sharifi, a Product Designer specialized in UX/UI and digital product systems, currently based in **Barcelona**. I create structured, scalable and user centered digital experiences for startups and tech companies.



Projects

پروژه‌ها



Projects



Quby Startup Branding, Application & Website



A-EYES Application



MealPix Application



TDEX Application & Website



Other Projects

Projects

پروژه‌ها



Product Designer I Mobile + Physical System I 40k+ users

Project

Designing a fast, trustworthy retail experience across mobile and physical touch points.

Tools



Overview

Context

QUBY is an AI-powered cashier-less smart vending system used inside offices and gyms. The experience combines a mobile app with physical hardware, where speed and trust are critical to adoption.

The Core Problem

Cashier less retail was still unfamiliar to most users. The biggest challenge was not feature richness, but trust and speed. The core problem was:

How do we make an AI-based retail experience feel simpler, faster, and more intuitive

Key Constraints

AI recognition was not 100% accurate

Physical shelf positions were often altered by users

Error recovery options were limited by hardware



Outcomes

40k+ active users

+32% checkout efficiency

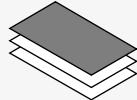
-9% operational costs

Logo



Q U B Y

QUBY Application



48 Pages

Font



IranSans



Overview

Key UX Decisions

Designing QUBY required prioritizing speed, trust, and clarity over feature richness. The following decisions had the biggest impact on usability and adoption.

QR Code Entry over Manual Codes

Used a QR based flow with a camera-first entry instead of numeric codes.

Faster than typing | Lower cognitive load | Clear mental model: scan → open → take

Camera-First Interaction

Made the camera the default first screen when interacting with the machine.

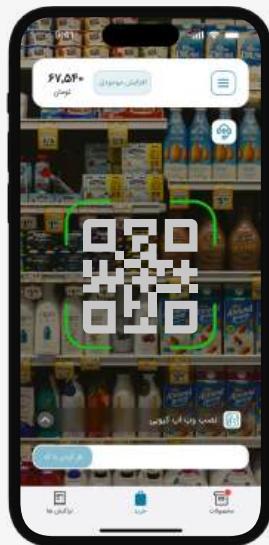
Removes decision-making | Shortens time-to-action | Matches the physical context (standing in front of the machine)

Treating Mobile + Hardware as One System

Designed the mobile app and physical machine as a single experience.

App actions triggered physical outcomes | Any inconsistency reduced trust | Feedback needed to feel immediate

Main Flow



- 1 Scan the QR code to unlock the machine.



- 2 Users review detected items and pricing in real time.



- 3 Closing the door completes the checkout automatically.

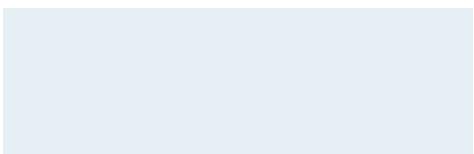
Palette



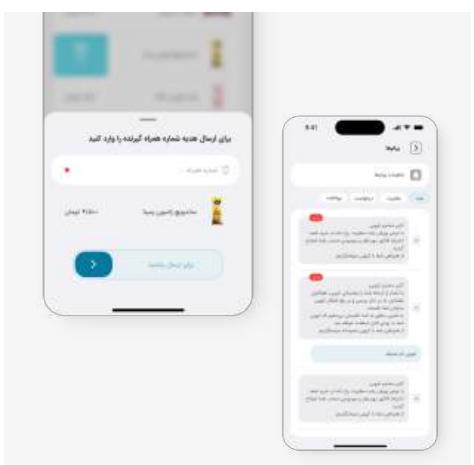
#F2F1F5 - Base Gray



#067A9D - Main Color



#E7F1F4 - Secondary



Overview

Process & Iteration

QUBY evolved through continuous iteration, balancing user needs with technical and operational constraints.

Research & Insights

- Observed real user interactions around the machines
- Identified friction during sign-up, door opening, and checkout
- Key insight: speed and predictability mattered more than feature depth

Iteration & Validation

- Refined interactions based on real usage and system feedback
- Adjusted UI states to clearly reflect system status
- Focused on shortening time-to-action and reducing confusion



Login

Invoices

Menu

Products

Charge Balance

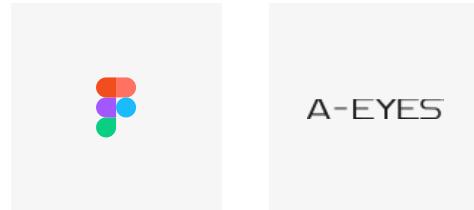
A-EYES

Product Designer · Accessible
Medical UX · 95.6% accuracy

Project

Designing an accessible, at-home medical experience using AI

Tools



Logo



Overview

Context

A-EYES is an AI-assisted web application that allows patients to diagnose and monitor dry eye disease at home using their mobile device, without waiting for appointments or additional consultation costs.

The Core Problem

Diagnosing dry eye disease typically requires in-person visits, long waiting times, and repeated checkups.

How can patients safely and confidently assess eye dryness at home, without medical friction or complexity?

Key Constraints

Accessibility: large touch targets and clear visual hierarchy

AI dependency: UX needed to support accurate interpretation of results

Medical trust: calm, readable, non-intimidating interface

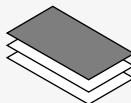
Outcomes

1400 cases of dry eye disease

95.6% diagnostic accuracy

Enabled at-home assessment

Journey Steps	Before going to doctor	In the doctor's clinic	After checking the eyes
Actions	All day: watching football. Suddenly, he feels like his eyes are very dry.	He called his doctor to make an appointment for the eyes. He doesn't feel well and has time to wait in the clinic.	Finally, he arrived at the clinic. He needs to wait for the doctor to come.
Needs and Pains	He is scared and nervous because he can't see clearly.	He wants to make sure he gets a quick appointment.	He wants to make sure he gets a quick diagnosis.
Customer Feeling	😊 😐 😕 😕 😕	😊 😐 😕 😕 😕	😊
Reactions			
Opportunities	There is no waiting for the doctor to check your eyes.	The application can remind you to check your eyes.	You don't need to go to the doctor to check your eyes.



22 Pages

Font

Intel

Palette

#F9F9F9 - Base Gray



#0084FF - Main Color



#141414 - Secondary

Key UX Decisions

Designing A-EYES required prioritizing accessibility, trust, and clarity over speed or feature richness. The following decisions had the biggest impact on usability and adoption.

Designing for Accessibility First

Chose large touch targets, clear visual hierarchy, and high-contrast UI elements across all key interactions. Accessibility was treated as a core requirement, not an enhancement.

Calm and Non-Intimidating Medical Interface

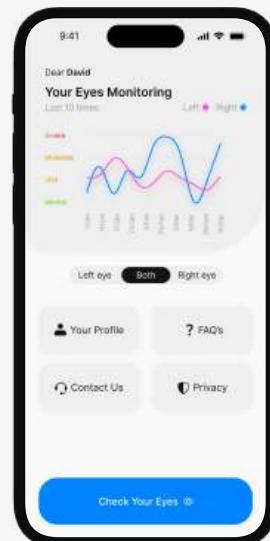
Kept the interface minimal, readable, and emotionally neutral.

The design avoided unnecessary visual noise to keep the experience reassuring.

Supporting AI-Driven Results with Clear Feedback

Designed result screens that focus on clarity rather than technical explanation.

The UX emphasized interpretation, not diagnosis authority, reinforcing safe usage.

Main Flow

- 1** Start an eye check with a single action.

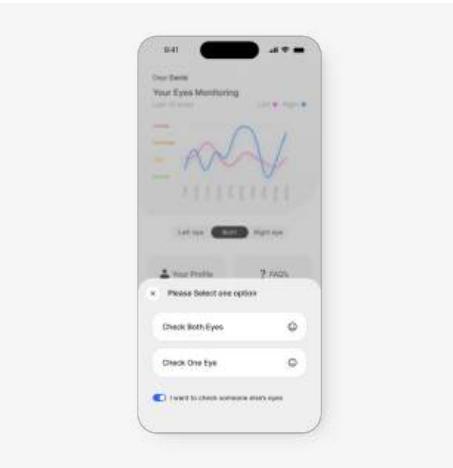
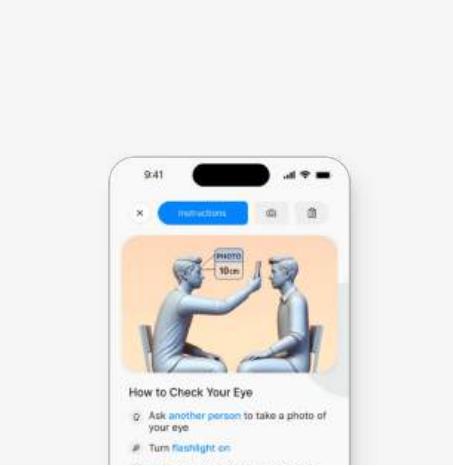


- 2** The camera guides users to position their eyes correctly.



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

Overview



Process & Reflection

A-EYES was developed through close collaboration between design, clinical, and technical teams, with a strong focus on usability and responsibility in a medical context.

Research & Understanding

- Worked with clinicians to understand dry eye assessment and patient concerns
- Reviewed patient journeys before and after diagnosis
- Identified the need for simplicity, reassurance, and accessibility in every step

Collaboration

- Collaborated closely with clinicians to align UX with medical expectations
- Worked with ML and engineering teams to ensure the interface matched AI behavior
- Balanced design decisions with accuracy, feasibility, and ethical considerations

The login screen of the A-EYES app. It features a large camera view of a person's eye. Below the camera view, the text "Welcome to A-EYES" and "This is an AI-assisted webapp to diagnose and treat your dry eye disease, anytime, anywhere." are displayed. At the bottom, there is a blue "Get Started" button.

Login

The login screen of the A-EYES app. It shows a standard text-based login form with fields for "Email" (containing "Sharifibarry@gmail.com") and "Password". Below the password field is a "Forgot Password?" link. At the bottom, there is a blue "Login" button.

Login

The menu screen of the A-EYES app. It displays a "Your Eyes Monitoring" section with three line graphs. Below the graphs, there are buttons for "Left eye", "Both", and "Right eye". At the bottom, there are sections for "Your Profile", "FAQs", "Contact Us", and "Privacy".

Menu

The loading screen of the A-EYES app. It shows a large image of an eye and a progress bar indicating "Uploading your pictures 75%". At the bottom, there is a note: "Did you know? 70 % of complaints about the dry eye disease will be improved by just changing the style and some home remedies!"

Loading

The result screen of the A-EYES app. It shows an image of an eye and a status indicator "Mild Dry Eye". Below the image, there are sections for "Normal Eye" and "Mild Dry Eye". At the bottom, there is a "You Should" section with advice: "Wash your eyelashes with tea tree oil", "Apply drops", and "Drop preservative artificial tear".

Result

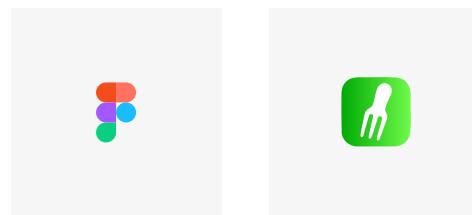
MealPix

Product Designer · iOS App · Behavioral UX

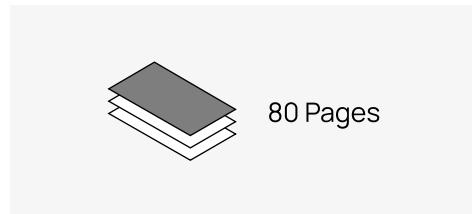
Project

Designing a visual, judgment-free iOS product for building healthier eating habits

Tools



QUBY Application



Font



Overview

Context

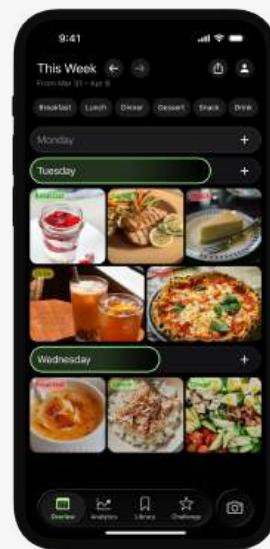
MealPix is a mobile application designed to help people build healthier eating habits without calorie counting, strict rules, or judgment. The product targets individuals who want to improve their nutrition consistency.

The Core Problem

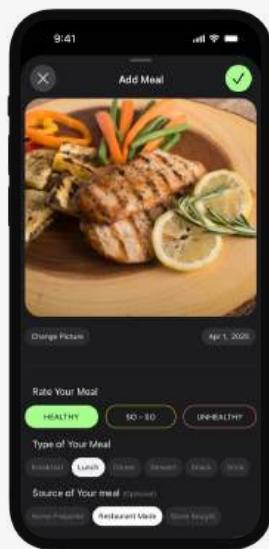
People want to eat healthier, but traditional tracking tools rely on calorie counting, scoring, and punishment. This often leads to guilt, loss of motivation, and eventually abandonment.

How can we help users stay consistent with healthier eating without pressure?

Main Flow



- 1 Add your meal by clicking on the camera button

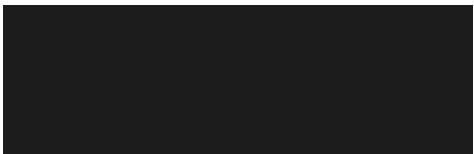


- 2 Tag your meals by healthiness



- 3 Track your patterns & check your weekly analytics

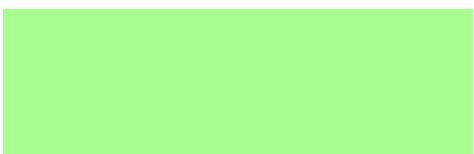
Palette



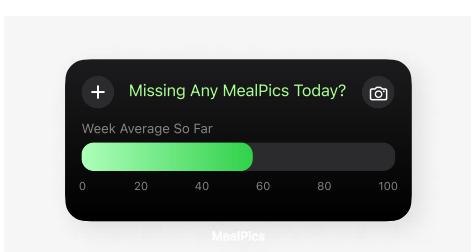
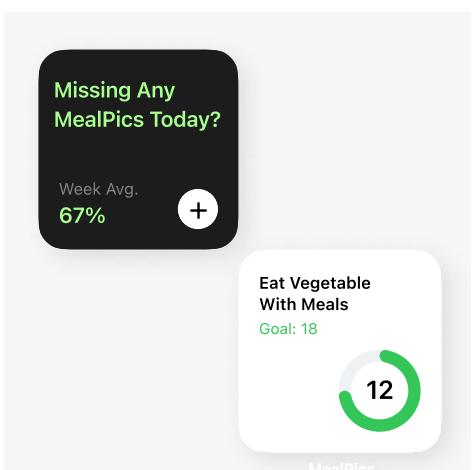
#1C1C1E - Base Gray



#34C759 - Light Mode Main Color



#A8FF90 - Dark Mode Main Color



Overview

Key UX Decisions

Photo-first logging: reduce friction and increase daily compliance

Color tags instead of scores: avoid punishment and comparison

Weekly overview over daily focus: emphasize patterns, not single meals

Optional structure: a 12-week 80/20 challenge for users who want guidance

Process & Insights

Constraints

- Avoiding guilt and shame
 - Designing for long-term habit retention
 - Keeping analytics informative without pressure
- Balancing simplicity with meaningful insight

What This Project Demonstrates

- Behavioral and habit-driven UX thinking
- Product restraint and intentional simplicity
- Designing for consistency instead of engagement spikes
- Strong alignment between product philosophy and interface decisions



Popup

Library

Weekly Challenge

Weekly Review

Sharing Meals

T-DEX

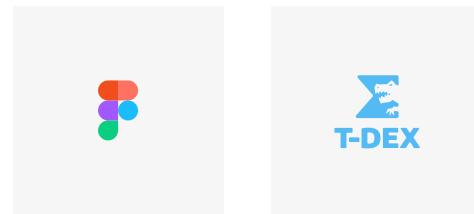
Overview

Product Designer · Crypto UX ·
Telegram-based experience

Project

Designing a Gamified Decentralized
Trading Telegram Application

Tools



Logo

Context

TDEX is a decentralized trading experience that combines automated trading, education, and gamified interactions inside Telegram, supported by a web interface.

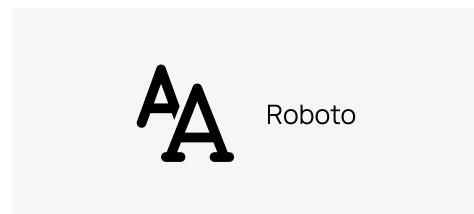


T-DEX Application



30 Pages

Font



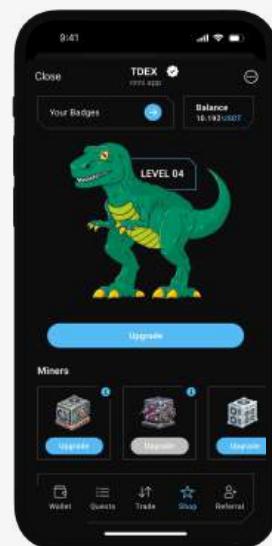
Roboto



Main Flow



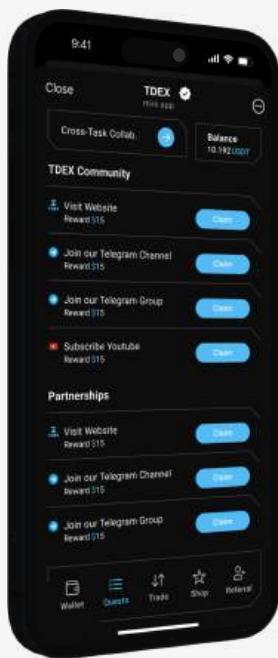
- 1 Bet to predict the price of the coin in the next 4 hours.



- 2 Upgrade your avatar or miners to increase profits.



- 3 Connect your wallet to claim your income.



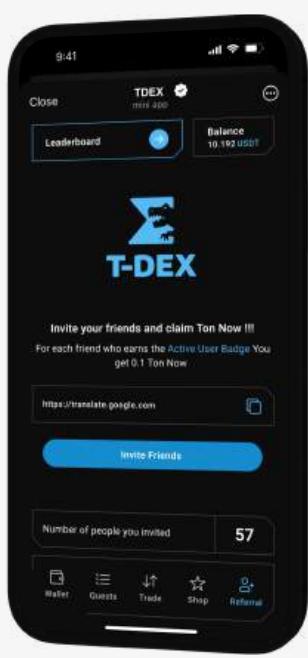
Quests



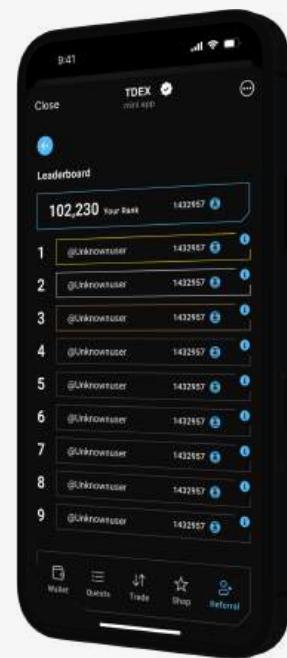
Profile Details



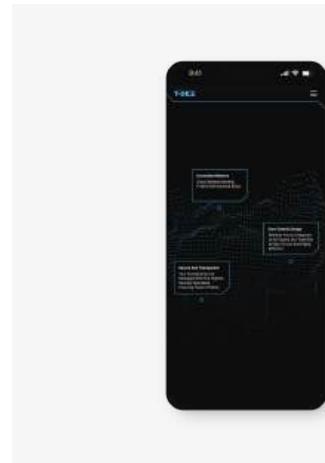
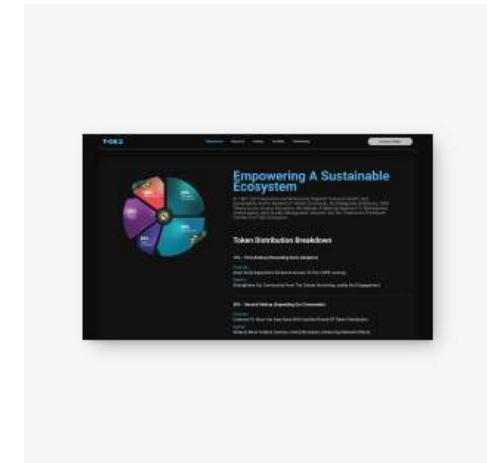
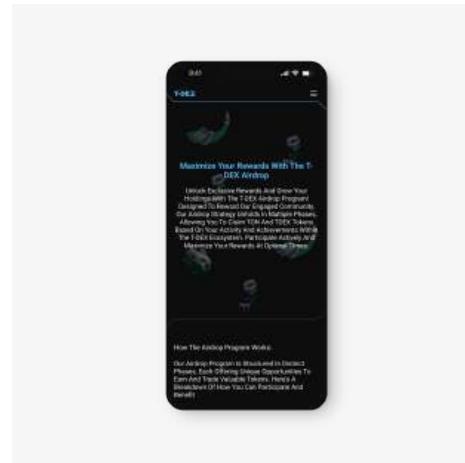
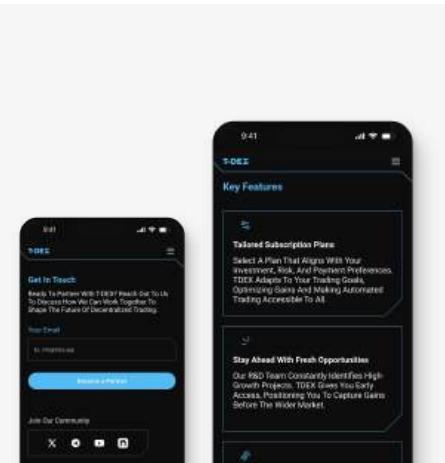
Home



Referral



Leaderboard



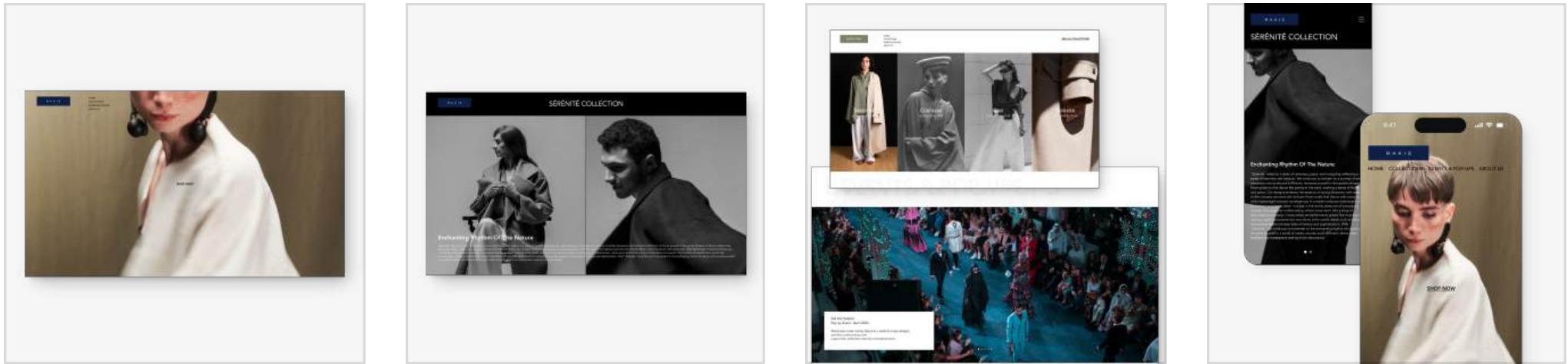
Selected Work

برگزیده‌ها



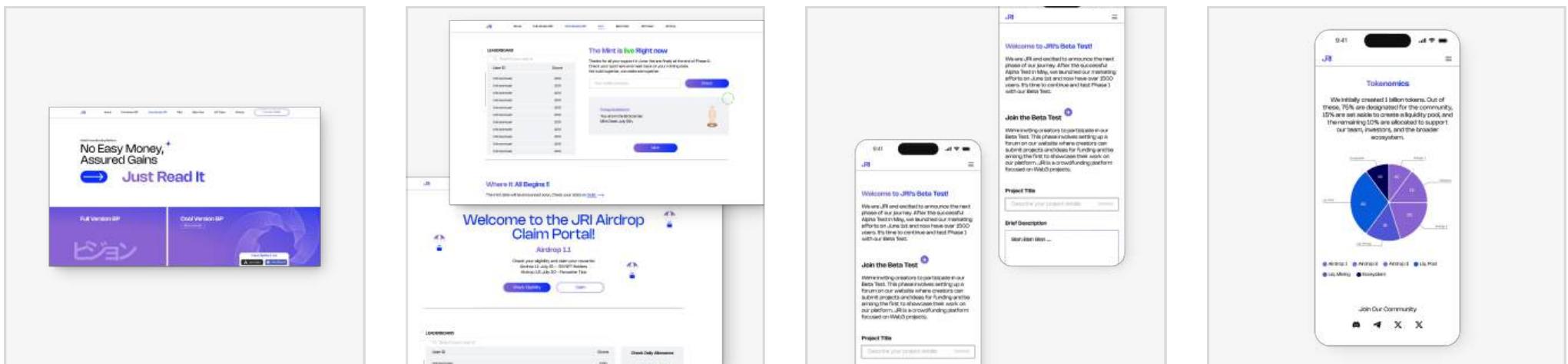
Rakiz (Web · Product Designer)

Digital product design for a sustainable fashion brand emphasizing ethical production and craftsmanship



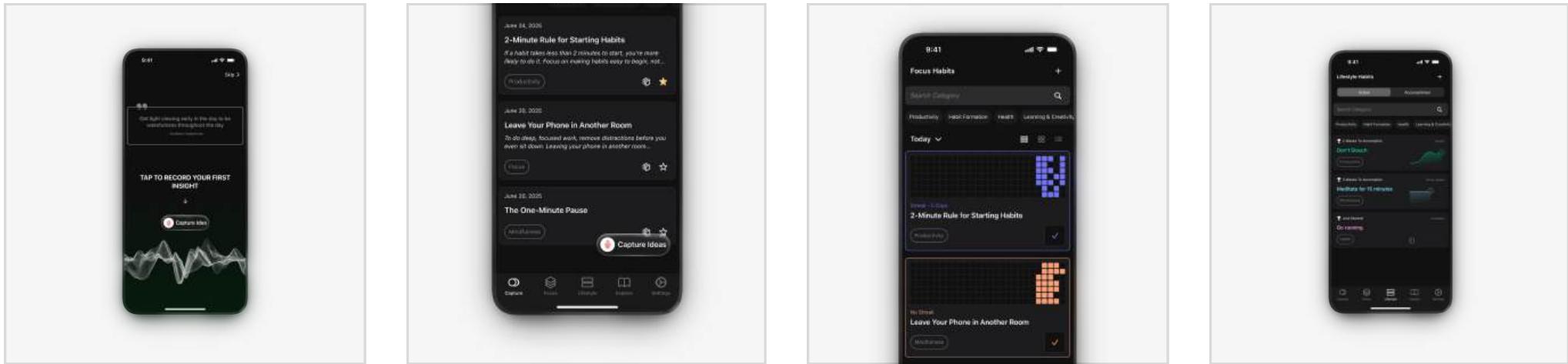
JRI (Web · Product Designer)

Product design for a decentralized crowdfunding platform leveraging NFTs to enable creator-led, community-driven funding.



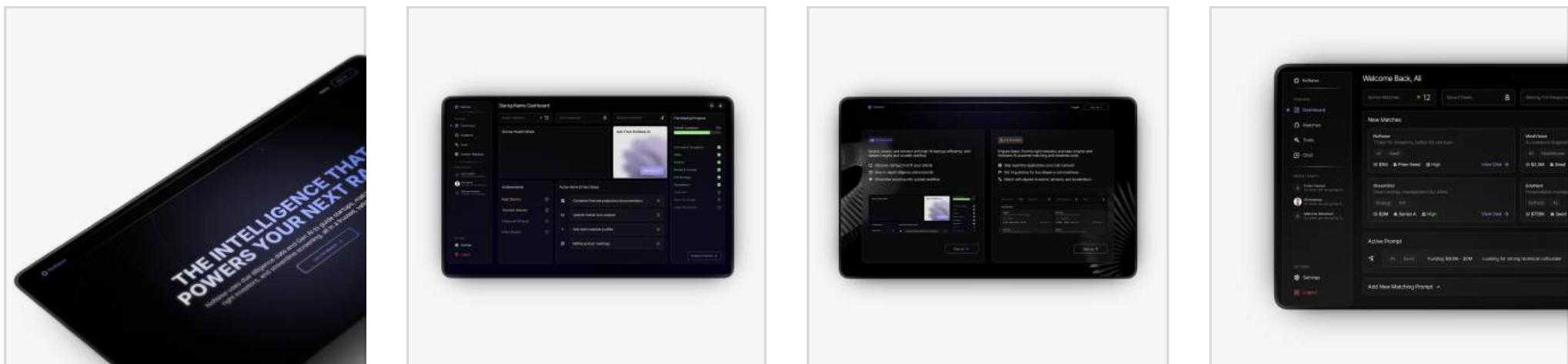
BrainFrog (iOS Application · Product Designer)

Mobile product design for an idea-capturing and habit-building app that helps users turn inspiration into consistent action.



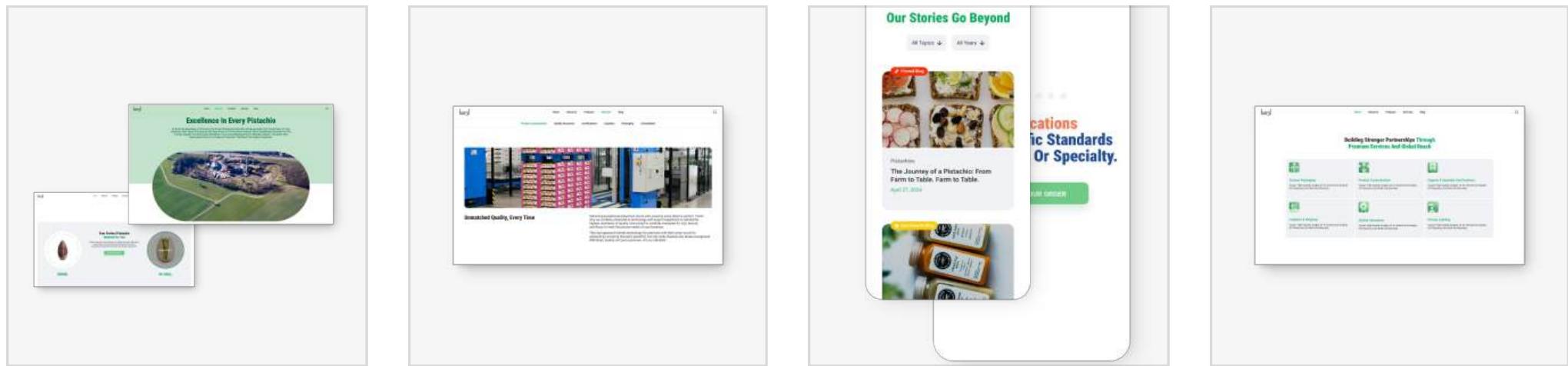
NxRaise (Web · Product Designer)

Product design for a GenAI-powered platform improving startup–investor matching through data-driven due diligence.



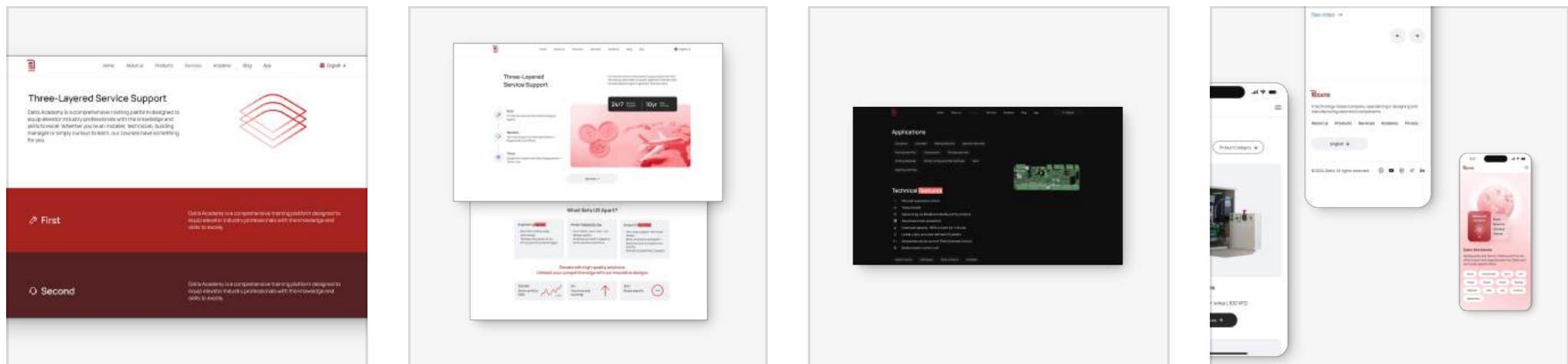
Barjil (Web · Product Designer)

B2B web product design for an international pistachio exporter connecting local producers to global markets with strict QC/QA standards.



Datis (Web · Product Designer)

Website redesign for a technology company specializing in electronic component design and manufacturing.



Thanks for Watching

