

UX/UI Designer

# Portfolio

Anna Iarinovskaia



## About me

I'm a self-taught designer crafting simple and effective solutions for complex systems. Before coming to web design i have studied architecture and have 2 years of job experience. This skills helping me in building web sites with good design and layout. At the moment I finish my study at programming school, and specialize myself in frontend development.

## Work experience

### **Architect**

Gitai Architects

11/2020 - 02/2022

*Haifa, Israel*

- The worldwide competition Project "Microhome"
- The competition project of a hotel in the desert
- Planning and visualization of a hotel project

### **Architect**

Fiebiger GmbH

01/2020 - 11/2020

*Kaiserslautern, Germany*

- 3D modelling of football stadium in Metz, France
- Planning 3D and visualization on competition project of a school sport center
- 2D drawings of floor plans, sections, elevations, detail drawings for a medical center project

## Languages

Russian  
Native

German  
C2

English  
C1

Hebrew  
A1

## Skills

Figma, Photoshop, Adobe Illustartor,  
Sketch

C, C++, Javascript, HTML, CSS

Archicad, Sketchup, Autocad, Revit,  
Cinema 4D

## Education

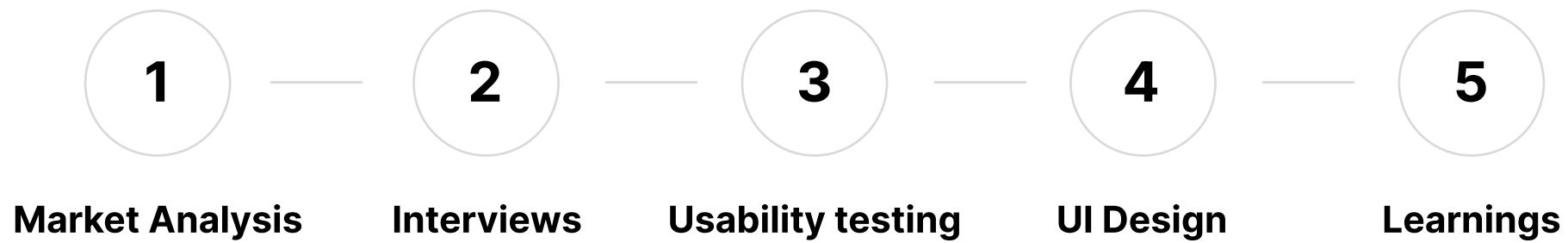
### **Software Engineer**

42 Heilbronn  
02/2022 - Present

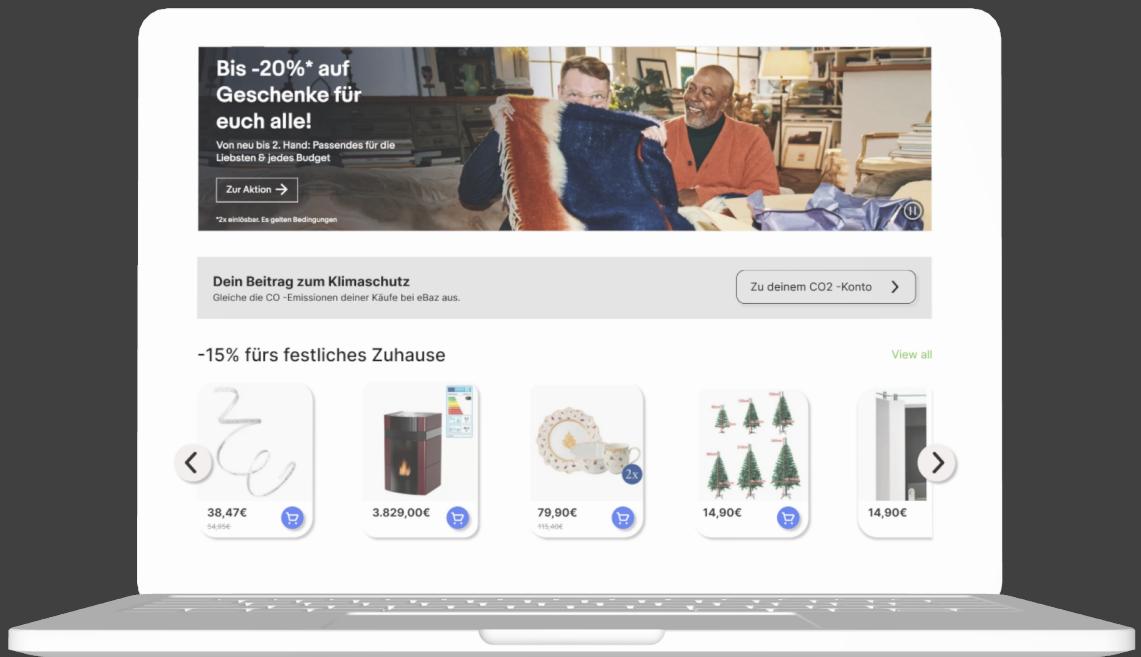
### **B.Sc in Architecture**

Technical University Kaiserslautern  
09/2017 - 10/2020

# My design process



# Ebay redesign



## **Project Overview**

As a regular user of ebay website it was always annoying and complicated for me to order something on that website. So as one of my learning redesign projects I have chosen ebay.

## **Problem**

Ebay has an old style design, that is difficult to use nowadays. It's not organized and has too much information on one page.

## **Solution**

As a solution I have decided to reduce the amount of information on one page. For that the icons and drop down menu will solve the problem.

# Market Analysis

I have chosen three biggest competitors of ebay. They all have some user-friendly features that could be of a good use for any marketplaces websites. Let's have a look at some examples:



Compared to ebay amazon's navbar has only useful for the user information and the font is properly adjusted to it.



Idealoo apart from better structured navbar, its advertisement banner is following the website design patterns.



Etsy's example shows good matching and soft colors. The whole website looks more minimalistic than their competitors websites.

The whole analysis of those websites has helped me to understand better what are the main problems on the market and what I should avoid in my design.

# Usability testing

Ebay is one of the most famous selling platform. I have asked several users about their experience in using that website and what they found most inconvenient:

## issue 01

### Too much information

One of the main problem is that the web pages looking messy. There are too much information that is not used from the customers so often.

## solution 01

### Hide the text behind the dropping menu or icons

It's much convenient to use the web page that looks minimalist. The user should directly see where are the buttons the he needs.

## issue 02

### The website looks too messy and old school

The ebay website design looks like it wasn't changed for the last several years. Too small fonts sizes, different colors that are too bright and getting too much attention from the more important information.

## solution 01

### Use not such bright colors and make more minimalist design

Today the websites looks more minimalist with not so many bright colors.

# Usability testing

The screenshot shows the eBay homepage with several promotional banners:

- A top banner for "Cyber Week: täglich neue Deals" with a "Finden" button.
- A main banner for "Bis -20%\* auf Geschenke für euch alle!" featuring two men holding blankets.
- A sidebar banner for "Dein Beitrag zum Klimaschutz" encouraging users to offset CO<sub>2</sub> emissions.
- A sidebar banner for "-15%\* fürs festliche Zuhause" with a "Jetzt einkaufen" button.
- A bottom banner for "Bis -20%\* auf Geschenke für alle" featuring various products like makeup brushes, skincare, and a Christmas tree.

Navigation and search bars are at the top, and a shopping cart icon is in the top right corner.

**Annotations:**

- An orange circle points to the "Finden" button in the top banner, with the text "Too much information and the Font size too small".
- An orange circle points to the "-15%\*" banner, with the text "The action information take too much attention and makes the web page looks messy".

Too much information and the Font size too small

The action information take too much attention and makes the web page looks messy

# Usability testing

Too much information that could be replaced behind the dropping bar or with icons

The screenshot shows an eBay product page for an Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet. The page is filled with various UI elements:

- Header:** Hello! Einloggen oder neu anmelden, ebayplus, Deals, CO2-Konto, Hilfe, Geschenke für alle mit bis zu -20%.
- Search Bar:** Wonach suchen Sie? (Alle Kategorien), Finden, Erweitert.
- Breadcrumbs:** Zurück zur vorigen Seite | Eingestellt in Kategorie: Computer, Tablets & Netzwerk > Tablets & eBook-Reader > Mehr anzeigen Apple iPad 6. Gen. 32GB, WLAN, 24,64 cm, ...
- Offer:** -10%\* mit Code RESTORENOV22 (Weitere Artikel ansehen)
- Product Image:** Large image of the iPad with a smaller thumbnail on the left.
- Condition:** Refurbished.
- Title:** Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet - GUT REFURBISHED!!
- Sales Info:** 4 verkauft in den letzten 24 Stunden, ★★★★★ 73 Produktbewertungen.
- Article Condition:** Gut - Refurbished (with note about visible signs of use).
- Quantity:** Stückzahl: 1 (Mehr als 10 verfügbar, 99 verkauft / Bewertungen ansehen).
- Price:** Preis: EUR 174,90 (inkl. MwSt.)
- Buttons:** Sofort-Kaufen, In den Warenkorb mit Klarna, Auf die Beobachtungsliste.
- Shipping:** Inlandsversand und Rücksendung kostenlos, 99 verkauft, Versand aus Deutschland.
- Rewards:** EUR 17,49 Rabatt auf diesen Artikel. So funktioniert's.
- Shipping Options:** Versand: ebayplus (Kostenloser Premiumversand und Rückversand, 30 Tage kostenfrei testen), Gratis 2-Tage-Lieferung - Sendungsverfolgung (Lieferung zwischen Mi, 30. Nov und Do, 1. Dez nach 39240 bei heutigem Zahlungseingang | Weitere Details).
- Returns:** Rücknahmen: Verbraucher können den Artikel zu den unten angegebenen Bedingungen zurückgeben | Weitere Details.
- Payments:** Zahlungen: Klarna, PayPal, VISA, MasterCard, American Express, Google Pay.
- Seller Information:** Angaben zum Verkäufer novendu (65935), 99,8% Positive Bewertungen.
- Customer Support:** Diese Verkäufer speichern, Weitere Artikel ansehen, Verkäufer kontaktieren, Shop besuchen.
- Comments:** Kommentare zu unseren Vorschlägen.
- Similar Listings:** Ähnliche Anzeigen (five thumbnails of similar tablets).

Too much information, a lot of different colors, text styles and icons

# UI Design

Bis -20% auf  
Geschenke für  
euch alle!

Von neu bis 2. Hand: Passendes für die  
Liebsten & jedes Budget

Zur Aktion →

\*2x einlösbar. Es gelten Bedingungen

Dein Beitrag zum Klimaschutz  
Gleiche die CO<sub>2</sub>-Emissionen deiner Käufe bei eBay aus.

Zu deinem CO<sub>2</sub>-Konto →

-15%\* fürs  
festliche  
Zuhause  
Einrichten, dekorieren &  
genießen

Jetzt einkaufen →

\*2x einlösbar. Max. Rabatt 50  
€. Bedingungen

EUR 38,47  
EUR 64,96 - 30% RABATT  
A++

EUR 3.829,00  
EUR 6.490 - 30% RABATT  
A++

EUR 79,90  
EUR 115,84 - 31% RABATT  
2x

EUR 14,99  
EUR 21,49 - 31% RABATT  
A+++

EUR 319,90  
EUR 479,85 - 30% RABATT  
A+++

Bis -20%\* auf  
Geschenke für  
alle

Das Passende von neu  
bis 2. Hand

Kerastase Bain Ultra Rich Shampoo  
Kerastase Bain Ultra Rich Conditioner  
Kerastase Bain Ultra Rich Conditioner  
L'ORÉAL PARIS MEN EXPERT VITALIFT 5 ACTIONS  
L'ORÉAL PARIS MEN EXPERT VITALIFT 5 ACTIONS  
L'ORÉAL PARIS MEN EXPERT VITALIFT 5 ACTIONS

Bis -20%\* auf  
Geschenke für  
euch alle!

Von neu bis 2. Hand: Passendes für die  
Liebsten & jedes Budget

Zur Aktion →

\*2x einlösbar. Es gelten Bedingungen

Dein Beitrag zum Klimaschutz  
Gleiche die CO<sub>2</sub>-Emissionen deiner Käufe bei eBaz aus.

Zu deinem CO<sub>2</sub> -Konto →

-15% fürs festliche Zuhause

38,47€  
EUR 64,96 - 30% RABATT  
A++

3.829,00€  
EUR 6.490 - 30% RABATT  
A++

79,90€  
EUR 115,84 - 31% RABATT  
2x

14,90€  
EUR 21,49 - 31% RABATT  
A+++

14,90€  
EUR 21,49 - 30% RABATT  
A+++

-20% auf Geschenke für alle

View all

View all

Before

After

# UI Design

**Before**

The screenshot shows the eBay search results for tablets. On the left, there are numerous filters for categories like 'Kategorie' (Alle, Computer, Tablets & Netzwerk, Tablets & eBook-Reader), 'Speicherkapazität' (128 GB, 16 GB, 256 GB, 2 GB, 32 GB, 4 GB, 512 GB, 64 GB), 'Modell' (Apple iPad Pro (5. Generation), Apple iPad Air 2, Apple iPad Air (5. Gen), Apple iPad Air (4. Gen), Apple iPad mini 4, Apple iPad (6. Gen), Apple iPad Pro (3rd Generation), Apple iPad mini (6. Gen)), and 'Internetanschluss' (Wi-Fi, Wi-Fi + 3G). The top navigation bar includes links for 'Geschenke für alle mit bis zu -20%', 'Verkaufen', 'Beobachtungsliste', 'Mein eBay', and a shopping cart icon. The search bar contains the query 'Wonach suchen Sie?'. The main content area features a large banner for a Cyber Monday deal: '-10%\* extra auf Tablets' with the code 'RESTORENOV22'. Below the banner, there are four tablet models displayed. The overall layout is dense and less user-friendly.

**After**

The screenshot shows the same search results for tablets after a UI redesign. The filters on the left have been simplified, and the main content area is more spacious. The banner for the Cyber Monday deal remains, but the overall layout is more modern and user-friendly. The sidebar on the left includes filters for 'ebayplus', 'Speicherkapazität', 'Modell', 'Internetanschluss', 'Marke', 'Produktart', 'Serie', 'Preis', and 'Lieferung'. The main content area displays the same four tablet models as the 'Before' version, but the overall aesthetic is cleaner and more professional.

# UI Design

This screenshot shows the eBay product listing page for an Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet. The page is filled with multiple sections of text and buttons, creating a cluttered appearance. Key elements include:

- Header:** Gutscheine für alle mit bis zu -20% (Coupons for all up to -20%).
- Search Bar:** Wonach suchen Sie? (What are you looking for?).
- Product Image:** A large image of the iPad showing its home screen.
- Product Details:** Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet - GUT REFURBISHED!! (4 verkauft in den letzten 24 Stunden).
- Price:** EUR 17,90 (inkl. MwSt.)
- Buttons:** Sofort-Kaufen (Buy Now), In den Warenkorb (Add to Cart), Auf die Beobachtungsliste (Add to Watchlist).
- Shipping:** Inlandsversand und Rücksendung kostenlos (Free shipping and return).
- Condition:** Gut - Refurbished.
- Feedback:** 4★ (73 Produktbewertungen).
- Seller Information:** novendu (65935) 99% Positive Bewertungen.
- Payment Options:** Klarna, PayPal, VISA, MasterCard, American Express, Bancontact, Pay.
- Similar Listings:** Ähnliche Anzeigen.

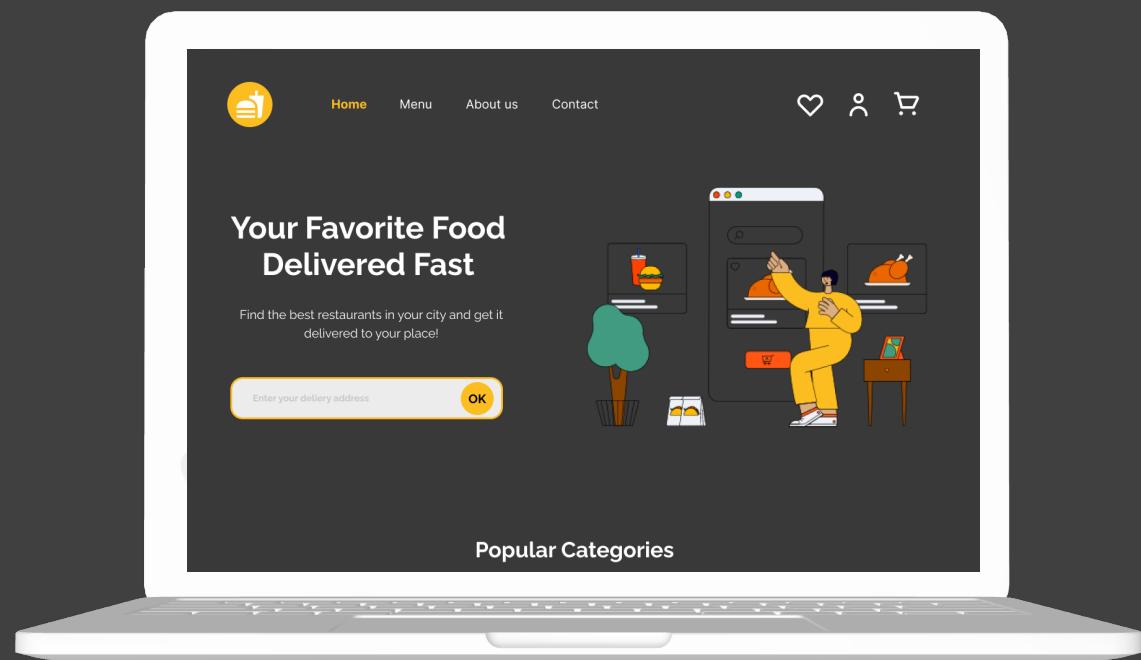
Before

This screenshot shows the same eBay product listing page for an Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet, but it has been redesigned. The layout is much cleaner and more organized:

- Header:** ebayplus, CO2-Konto, Hilfe.
- Search Bar:** Wonach suchen Sie? (What are you looking for?).
- Product Image:** A large image of the iPad showing its home screen.
- Product Details:** Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet (99 Verkauft).
- Price:** 174,90€ (inkl. MwSt.)
- Buttons:** Sofort-Kauf (Buy Now), In den Warenkorb (Add to Cart).
- Shipping:** ebayplus (kostenloser Premiumversand) Gratis 2 Tagen Lieferung.
- Condition:** Refurbished.
- Feedback:** 4★ (73).
- Seller Information:** novendu (65935) 99% Positive Bewertungen.
- Payment Options:** Klarna, PayPal, VISA, MasterCard, American Express, Bancontact, Pay.
- Product Description:** Produktbeschreibung (Product description), Versand und Zahlungsmethoden (Shipping and payment methods), Angaben zum Verkäufer (Seller information).
- Technical Specs:** Betriebssystem: iOS, Bildschirmgröße: 9,7 Zoll, Farbe: Grau, Modell: Apple iPad (6. Generation), Prozessor: Quad-Core, Speicherkapazität: 32 GB, Mobilfunkbetreiber: Ohne Simlock, Produktart: Tablet.
- Call-to-Action:** Mehr anzeigen (More details).

After

# Food delivery



## **Project Overview**

This study project idea came to me after one year of using food delivery websites. It has shown me that most of the websites don't have the good style and interface sometimes is not user friendly. So with that project I was trying to improve all of that problems.

## **Problem**

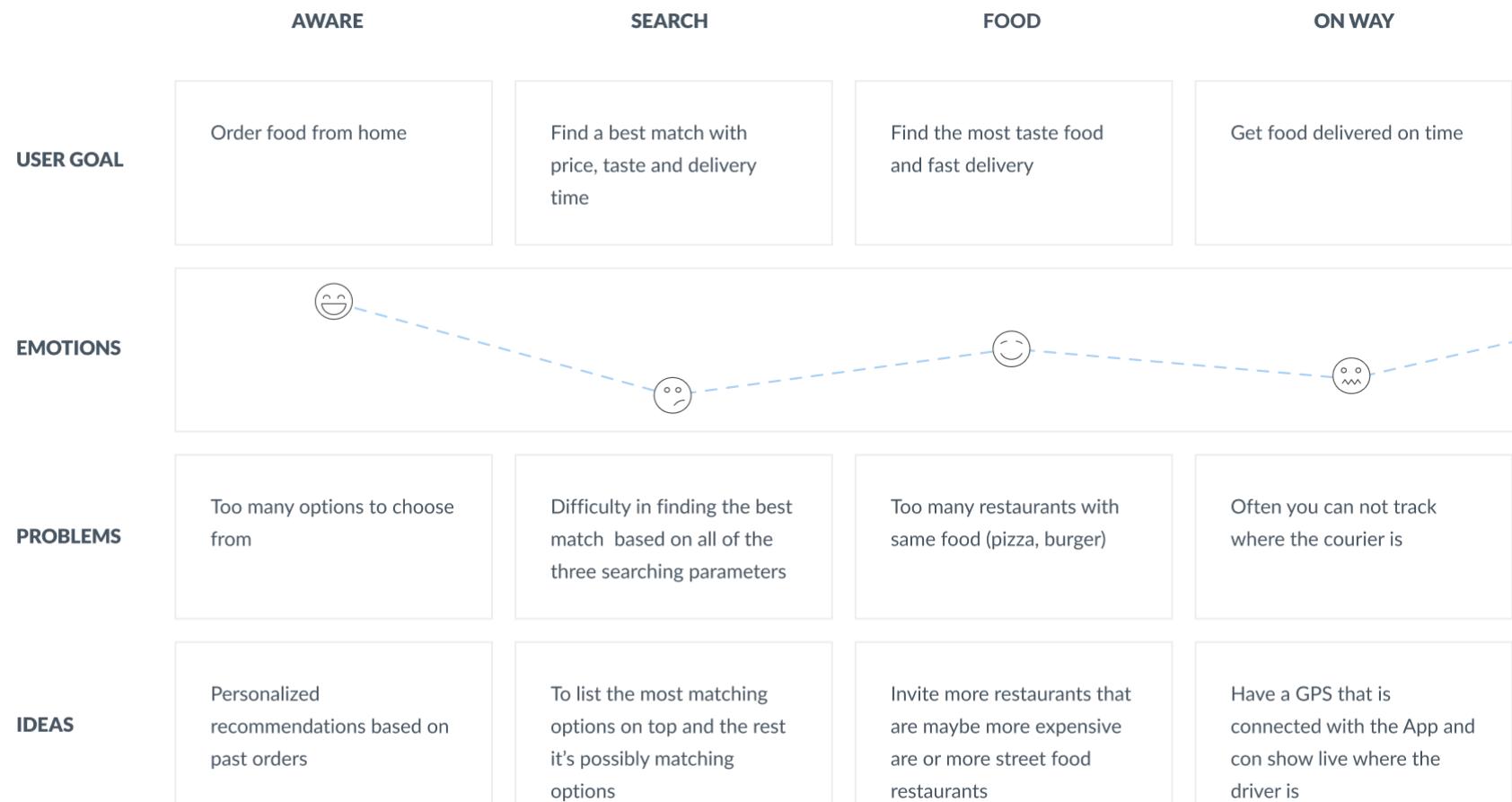
In the last years the popularity of food delivery websites has increased enormously. But the problem is that still most of them are not user friendly and don't have catchy design.

## **Solution**

As a solution to that problems i have tried to create the website that will have it's unique design but at the same time will not loose usability and functionality.

# Customer Journey

I created a customer journey map to build a better understanding of how customers find and interact with the service and to discover opportunities for improvement. The map revealed many user problems and opportunities at the consideration and loyalty stages of the customer journey. Therefore, I paid special attention to these stages during the design process.



# Personas

I wanted to form a deeper understanding of our users' goals, needs, experiences, and behaviors. So, I have asked 4 personas with different food taste and restaurant preference.



PETER

## BASIC INFO

Age: 40  
Location: Germany  
Job: Business  
Education: Economy

## CHANNELS



## MOTIVATIONS

- No time to cook
- Ordering food for my com

## PAIN POINTS

- Too many fast foods restaurants
- Delivery time too long
- Not a wide choice of dishes



EVA

## BASIC INFO

Age: 24  
Location: Israel  
Job: IT  
Education: Software Engineer

## CHANNELS



## MOTIVATIONS

- No time to cook
- Food delivery for party
- Don't like to cook

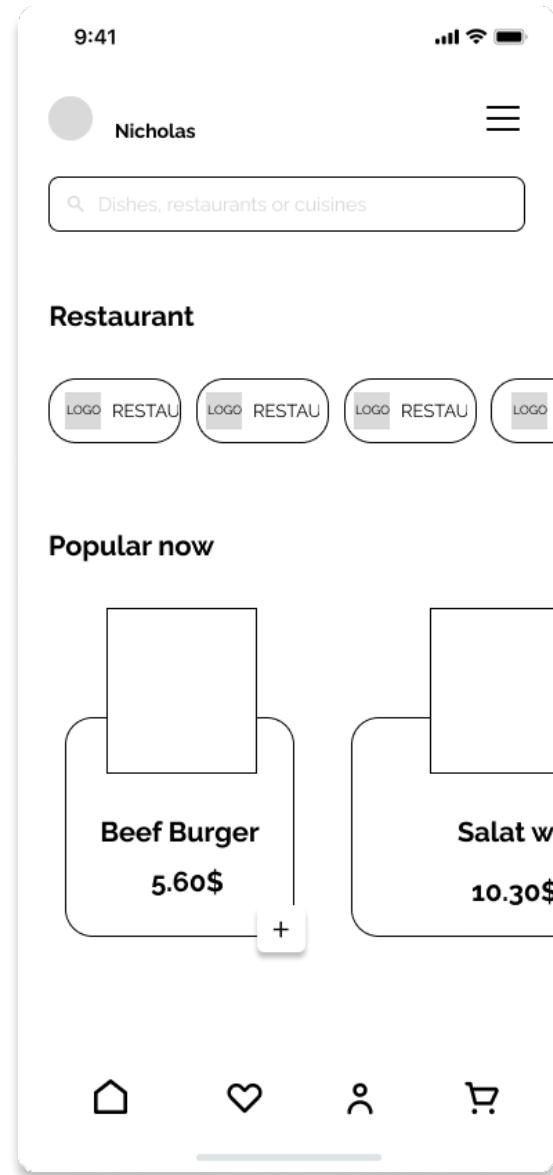
## PAIN POINTS

- Delivery too expensive
- Delivery take too much time
- The food sometimes is cold

I have asked the people what is important for them when they order food, how often they do that, on which occasions, how much money they spend in average on food delivery.

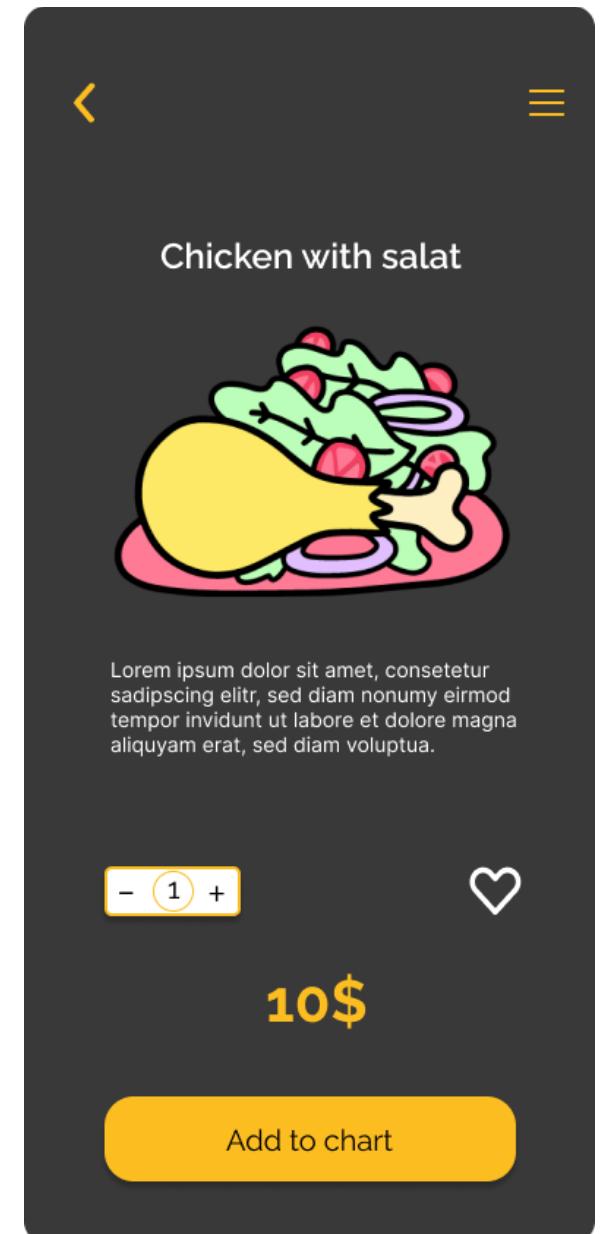
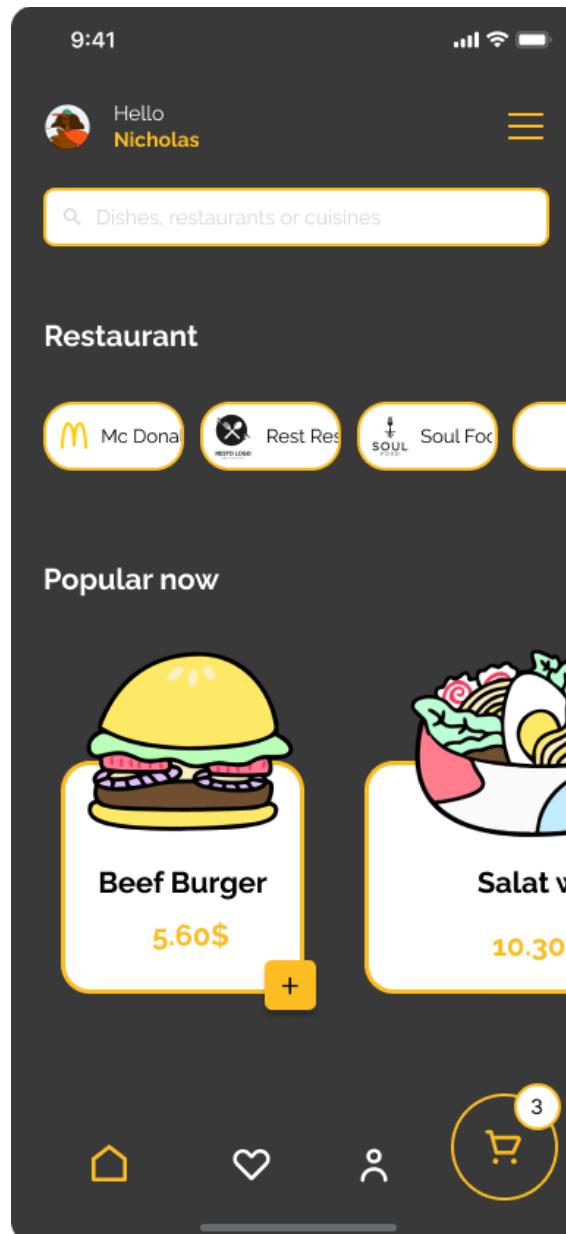
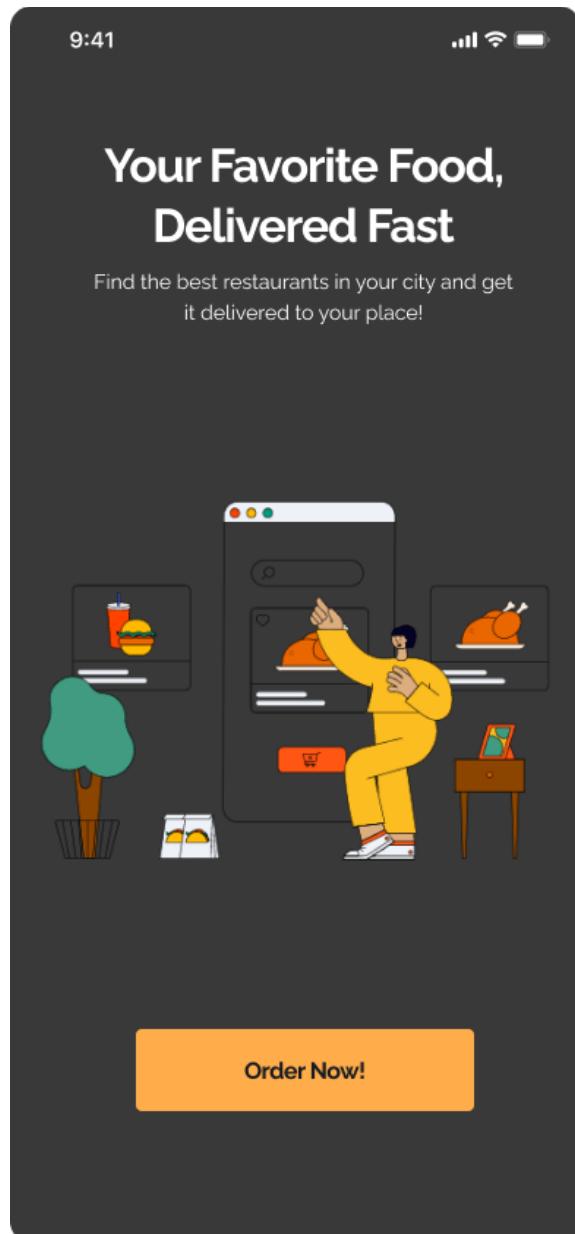
# Wireframes

Using Figma, I translated my first sketches into low-fidelity wireframes. Then, I improved them by adding a few relevant stock images and copies provided by the marketing team. At this stage, the wireframes were defined enough for some user testing. Based on 4 tests, I've made a few alternations and moved on to creating high-fidelity prototypes.



High-fidelity wireframe for the home page

# UI Design



# UI Design

The home page features a dark background with yellow accents. At the top, there's a navigation bar with icons for Home, Menu, About us, Contact, and user authentication. Below the navigation is a hero section with the heading "Your Favorite Food Delivered Fast" and a subtext "Find the best restaurants in your city and get it delivered to your place!". It includes a search bar with placeholder "Enter your delivery address" and an "OK" button. To the right is an illustration of a person sitting at a desk with a laptop displaying a food delivery interface. Below this is a section titled "Popular Categories" with icons for Sushi, Sandwiches, Salads, Hotdogs, Pizza, Burger, Drinks, and Deserts. A sidebar on the left contains filters for Delivery/Pick up, Offers (All offers, Offers near you, Accepts cash, Free delivery), Dietary (Gluten free, Vegan, Vegetarian), and Categories. The main content area shows "New in the menu" with items like Vegetable Pizza, Chicken with salad, English breakfast, Fish soup, Erdbeerkake, and Steak with salad, each with a price (e.g., 6\$, 10\$, 5\$) and a "See all menu" button. At the bottom are download links for App Store and Google Play, and social media icons for Twitter, Instagram, and Facebook.

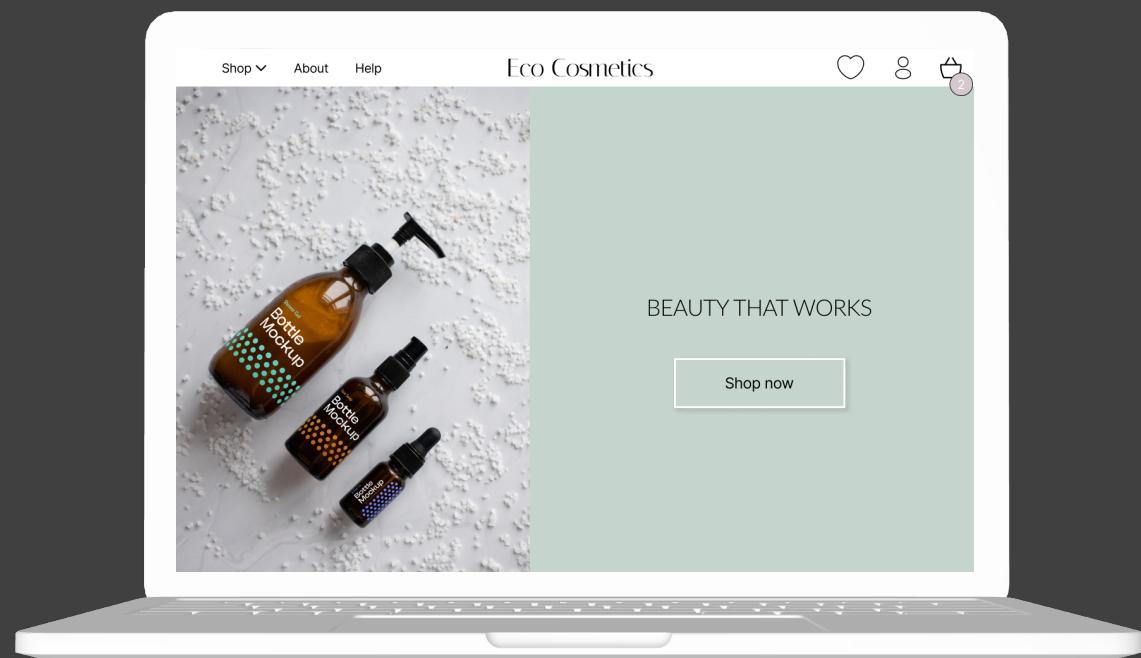
The menu page has a similar dark theme. The top navigation bar includes Home, Menu, About us, Contact, and user authentication. The main content area is divided into several sections: "Top picks in your neighbourhood" featuring POKESCUSE, Pizzeria Borgo Antico, and Veggie world; "Offers near you" featuring the same three places; "Top-rated" featuring POKESCUSE, Pizzeria Borgo Antico, and Veggie world; and "Fastest delivery" featuring the same three places. Each item card includes a thumbnail image, name, price range (e.g., 15-20, 45-60, 50-60), and a "View details" button. Social media icons for Twitter, Instagram, and Facebook are at the bottom.

The sign in page features a dark background with yellow accents. The top navigation bar includes Home, Menu, About us, Contact, and user authentication. The main form has fields for Email and Password, with a "Remember me" checkbox and a "Forgot password" link. Below the form is a "Sign in" button and a note "or sign in with other accounts" with links for Google, Facebook, and Twitter. To the right is an illustration of a person using a laptop with a food delivery interface. At the bottom are social media icons for Twitter, Instagram, and Facebook, and a copyright notice: "© Food, Inc. 2019. We love our users!"

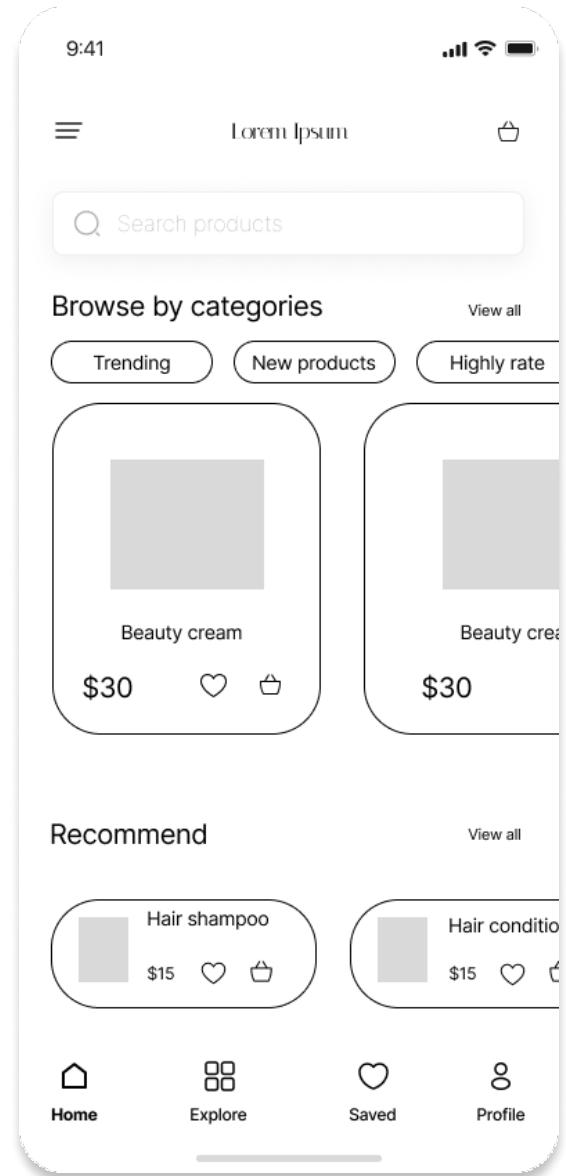
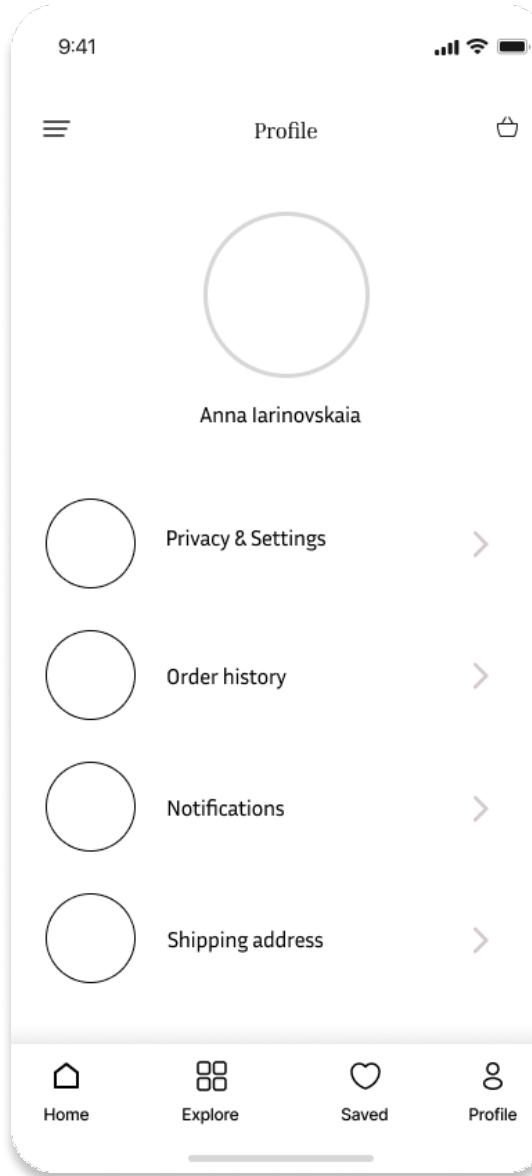
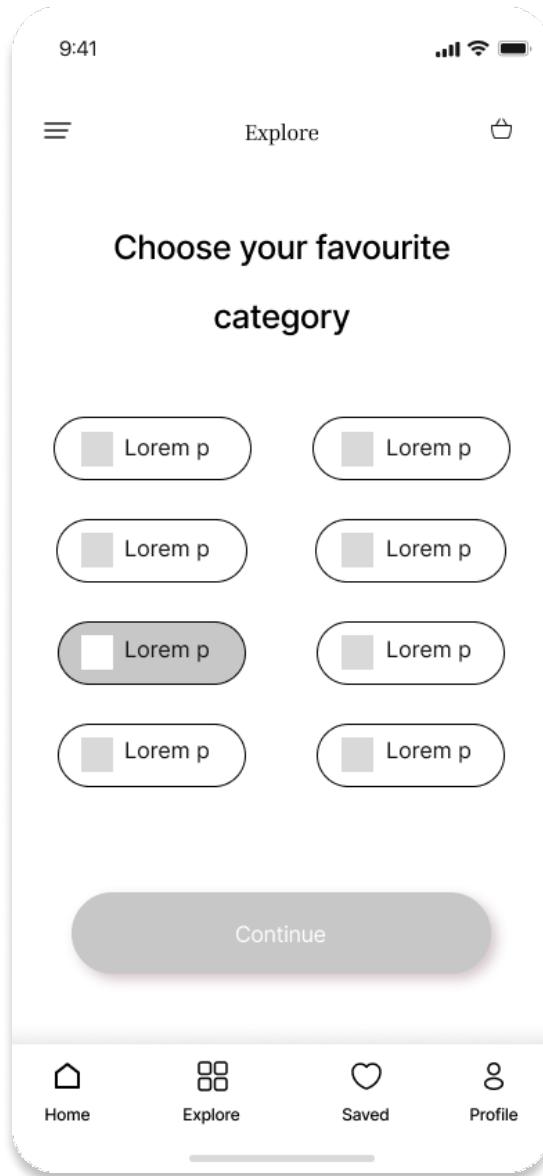
The contact us page features a dark background with yellow accents. The top navigation bar includes Home, Menu, About us, Contact, and user authentication. The main content area is titled "Contact us" and includes input fields for Name, Email, and Message, with a "Send message" button. Below these are fields for Phone (+49 678 78 78), E-mail (foodie@gmail.com), and Address (The company name inc, Street number 56, Country 67890). At the bottom are social media icons for Twitter, Instagram, and Facebook, and a copyright notice: "© Food, Inc. 2019. We love our users!"

The checkout page features a dark background with yellow accents. The top navigation bar includes Home, Menu, About us, Contact, and user authentication. The main content area shows a summary of the order: Hamburger (x1, 10.95\$), Limonade (x2, 10.95\$), and Cheesecake (x1, 10.95\$). To the right is a blue credit card icon. At the bottom is a total amount of "26.50\$" and a "Checkout" button. At the very bottom are social media icons for Twitter, Instagram, and Facebook, and a copyright notice: "© Food, Inc. 2019. We love our users!"

# Cosmetic Shop



# Wireframes



High-fidelity wireframes

# UI Design

The image shows a mobile application interface for "Eco Cosmetics".

**Top Bar:** Displays the time (9:41), signal strength, and battery level.

**Header:** Shows the brand name "Eco Cosmetics" and a shopping cart icon.

**Search Bar:** A search input field with placeholder text "Search products".

**Browse by categories:** A section with a "View all" link and three filter buttons: "Trending", "New products", and "Highly rate".

**Product Grid:** A grid of cosmetic products. One product is highlighted with a larger image and details:

- Product Image:** A dark brown bottle of "GROWN Facial Cleanser" with a pump dispenser.
- Name:** Body mist
- Description:** Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
- Price:** \$50
- Quantity:** 1 (with minus and plus buttons)
- Add to basket:** A green button with a white shopping cart icon.

**Recommend:** A section showing recommended products:

- Hair shampoo:** \$15 (with heart and shopping cart icons)
- Hair condition:** \$15 (with heart and shopping cart icons)

**Bottom Navigation Bar:** Includes icons for Home (selected), Explore, Saved, and Profile.

# UI Design

Shop ▾ About Help

Eco Cosmetics

BEAUTY THAT WORKS

Shop now

BEST SELLERS

View all

Beauty cream

\$30

Face serum

\$30

Beauty crea

\$30

THE BODY ALSO NEEDS CARE

Try our care products. The special formula in each product helps to keep your skin soft and delicate, while the nourishing elements moisturize the deep layers of the skin. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata.

Shop now

SUBSCRIBE TO OUR NEWSLETTER  
AND GET 10% DISCOUNT ON YOUR FIRST ORDER

Email

I accept the terms and conditions of subscription

CUSTOMER CARE

Contact us  
Delivery & Returns  
Terms & Conditions  
Privacy Policy  
Cookie Policy

CONTACT

customerservice@eco.com  
pr@eco.com

Help

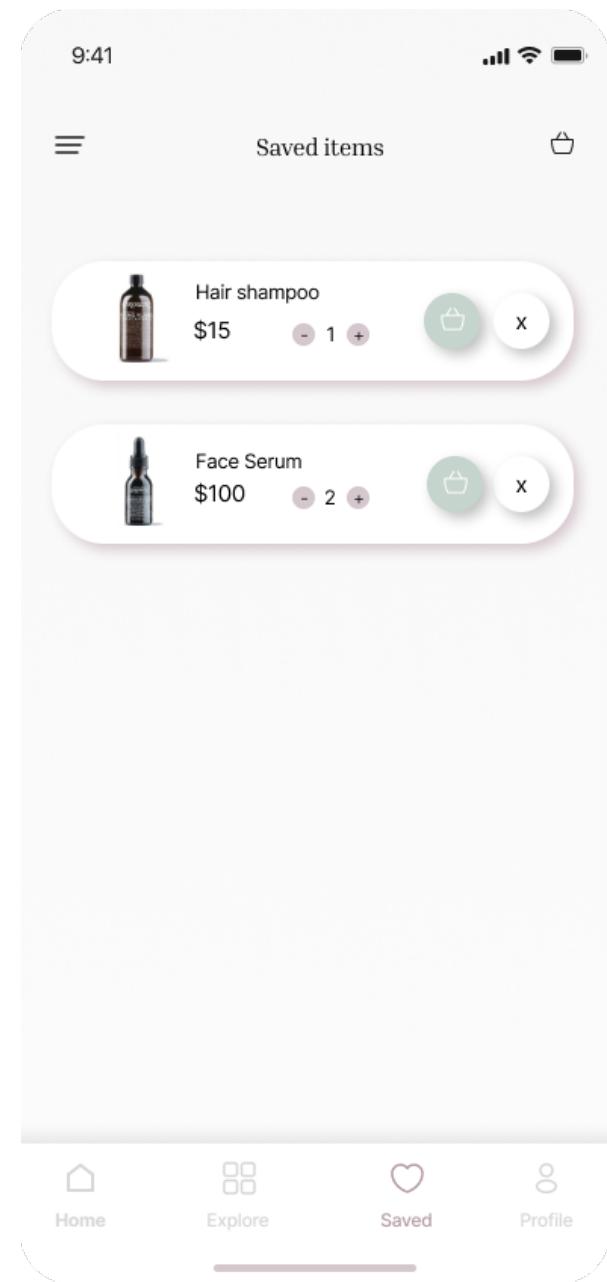
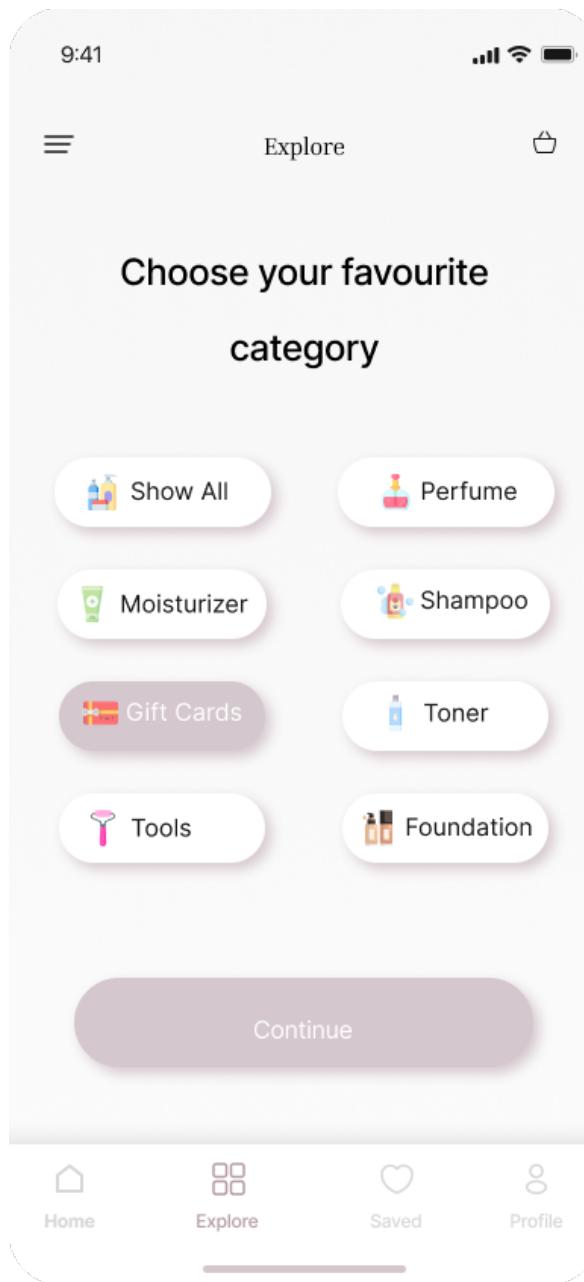
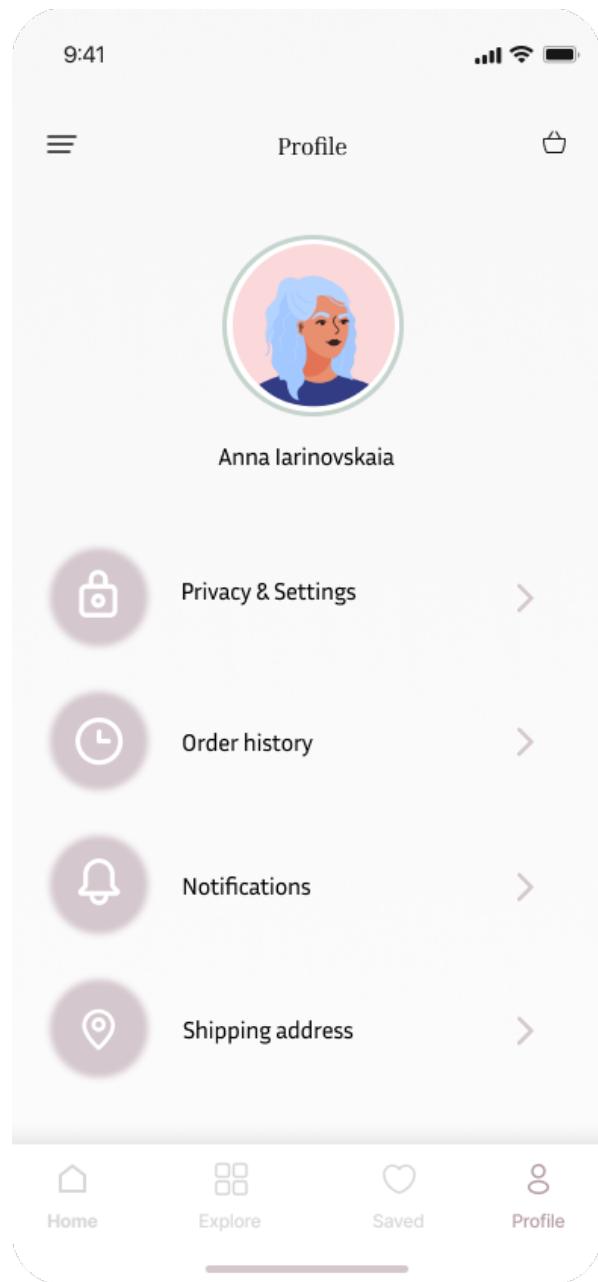
Track an order  
Shipping info  
My account

Addresse

Oststrasse 15,  
678955 Paris, France  
+1 345 678 89 90

Eco Cosmetics

# UI Design



# Learnings

After all of my learning Projects I have learned how to make redesign for an already existing website. I have learned how to make design better without loosing it already existing identity and make it just better looking and more user friendly. I would like to do more such kind of projects and to find every time better solutions of design problems.

Another two projects have helped me to improve my design skills and dive deeper into UX design research. I have become more professional in using Figma and Figma animation. Every design project gives me wider perspective of new web design trends and how we can improve the websites functionality.

## Contact

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 +49 178 667 94 68