

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

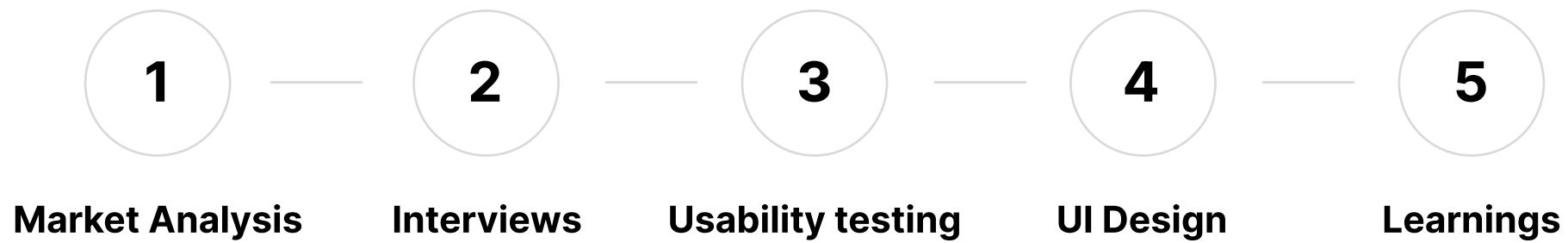
### **Software Engineer**

42 Heilbronn  
02/2022 - Present

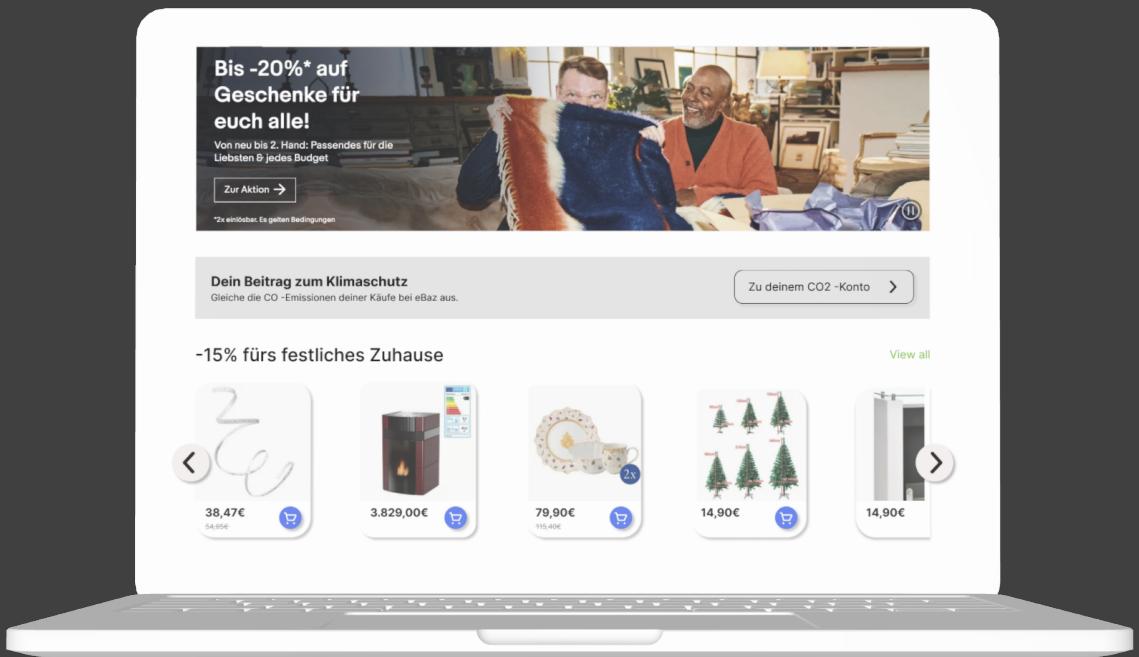
### **B.Sc in Architecture**

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 in Germany. 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 well 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 the most inconvenient:

## issue 01

### *Too much information*

One of the main problem is that the web pages looking messy. There is too much detail information that is irrelevant for the user.

## solution

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

It's much more convenient for the user to use the web page that is minimalistic. The user should directly see where are the information they need.

## 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 and too bright, non-matching colors, that take away the attention from the more important information.

## solution

### *Keep it minimalistic*

Use bright colors only where it's necessary to emphasize the content of the website.

# 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 includes a search bar, navigation links, and a promotional banner for 'RESTORENOV22'. The main content features a large image of the tablet, its price (EUR 174,90), and purchase options like 'Sofort-Kaufen' and 'In den Warenkorb mit Klarna'. To the right, there are several callout boxes with icons and text, such as 'ebayplus' (free shipping, 30-day return), 'Sicher einkaufen' (refurbished status), 'eBay-Garantie' (trustworthy seller), 'eBay-Käuferschutz' (buyer protection), and 'Angaben zum Verkäufer' (seller info). Annotations with red circles and lines point to these sections, highlighting the cluttered and visually overwhelming nature of the information.

Too much information, a lot of different colors, text styles and in that case excessive use of 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

Before

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

View all

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

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

After

# UI Design

**-10%\* extra auf Tablets**  
Deine Cyber Deals im Re-Store!

Gutschein zum Kopieren anklicken  
**RESTORENOV22**

Alle Ergebnisse: 456 | Versand nach: 39240 | Beste Ergebnisse

Kategorie	Spezifikationen	Preis	Rating	Aktionen
Computer, Tablets & Netzwerk	Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet - GUT REFURBISHED!!	EUR 174,90	★★★★★ (73)	99 verkauft
	HP Elite x2 1012 G2 LTE 2-in-1 i5-7200U 8GB 256GB SSD 12" 273x1824 A DE SC	EUR 339,99	★★★★★ (73)	eBay-Garantie
	HP Elite x2 1012 G1 Tablet 12" Touch Core M5 8GB 256GB inkl. Keyboard	EUR 259,00	★★★★★ (100)	eBay-Garantie
	Lenovo Tab P11 Plus ZA94 - Tablet - Android 11 - 128 GB UFS card - 27,9 cm (11")	EUR 191,29	★★★★★ (0)	Refurbished

Before

**-10%\* extra auf Tablets**  
Deine Cyber Deals im Re-Store!

Gutschein zum Kopieren anklicken  
**RESTORENOV22**

Alle Ergebnisse: 456 | Versand nach: Heilbronn | Beste Ergebnisse

Kategorie	Spezifikationen	Preis	Rating	Aktionen
Computer, Tablets & Netzwerk	Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet - GUT REFURBISHED!!	EUR 174,90	★★★★★ (73)	99 verkauft
	HP Elite x2 1012 G2 LTE 2-in-1 i5-7200U 8GB 256GB SSD 12" 273x1824 A DE SC	EUR 339,90	★★★★★ (73)	eBay-Garantie
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	Lenovo Tab P11 Plus ZA94 - Tablet - Android 11 - 128 GB UFS card - 27,9 cm (11")	EUR 191,29	★★★★★ (0)	Refurbished

After

# 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:** eBay logo, search bar, and navigation links.
- Product Image:** A large image of the iPad displaying its home screen.
- Offer Summary:** "Gut - Refurbished" status, price "EUR 17,90", and payment options like "EUR 15,61/Monat in 12 Raten mit Klarna".
- Condition & Details:** "REFURBISHED!!", "4 verkauft in den letzten 24 Stunden", and a detailed description of the item's condition.
- Shipping & Payment:** Options for "Inlandsversand und Rücksendung kostenlos", "Versand aus Deutschland", and payment methods like Klarna.
- Seller Information:** eBayplus badge, seller rating "99 verkauft", and a section for "Angaben zum Verkäufer" (Seller information).
- Feedback & Guarantees:** "Sicher einkaufen" section with "eBay-Garantie" and "eBay-Käuferschutz".
- Call-to-Action:** Buttons for "Sofort-Kaufen" (Buy now) and "In den Warenkorb" (Add to cart).
- Bottom Navigation:** "Ähnliche Anzeigen" (Similar ads) section with smaller thumbnail images.

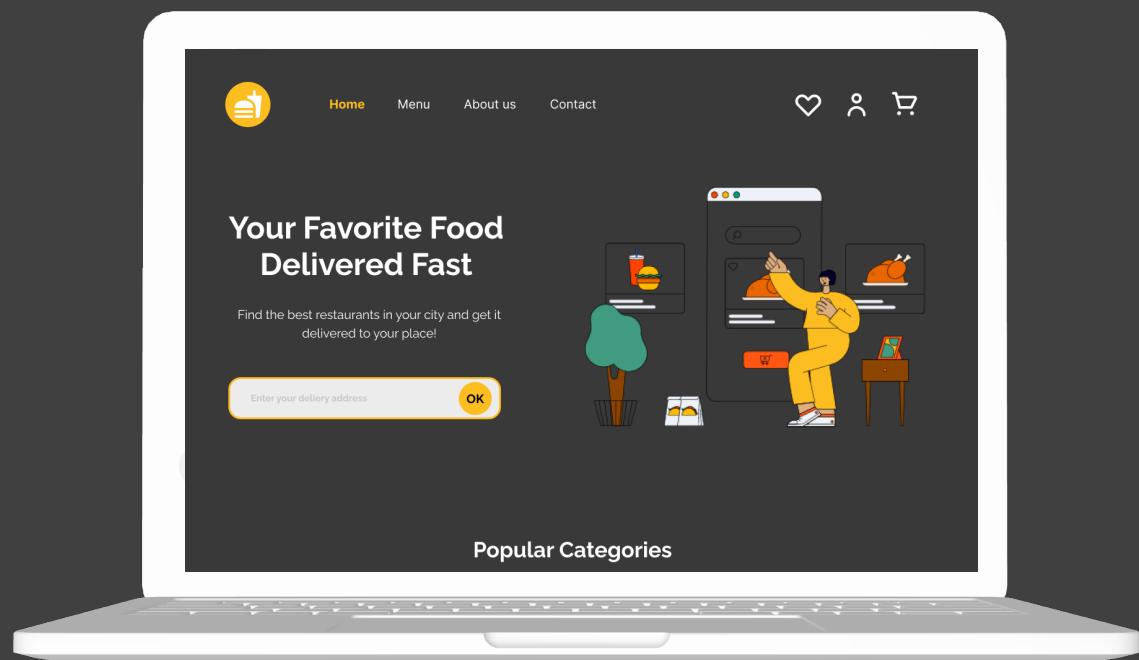
Before

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 to be more clean and organized. Key changes include:

- Header:** eBay logo, search bar, and navigation links.
- Product Image:** A large image of the iPad displaying its home screen.
- Offer Summary:** "Apple iPad (2018) 6.Gen 32GB Spacegrau Wi-Fi Tablet" and price "174,90€".
- Condition & Details:** "99 Verkauft" and a detailed description of the item's condition.
- Shipping & Payment:** Options for "Sofort-Kauf" (Buy now), "In den Warenkorb" (Add to cart), and payment methods like Klarna.
- Seller Information:** eBayplus badge, seller rating "99 verkauft", and a section for "Angaben zum Verkäufer" (Seller information).
- Feedback & Guarantees:** "eBay-Käuferschutz" badge and a section for "Rücksendung kostenlos" (Free return shipping).
- Call-to-Action:** Buttons for "Sofort-Kauf" (Buy now) and "In den Warenkorb" (Add to cart).
- Bottom Navigation:** "Produktbeschreibung" (Product description), "Versand und Zahlungsmethoden" (Shipping and payment methods), and "Angaben zum Verkäufer" (Seller information) tabs.
- Bottom Content:** Technical specifications table and a "Mehr anzeigen" (Show more) button.

After

# Food delivery



## **Project Overview**

This project idea came to me after one year of using food delivery websites and my bad experience with them. With that I tried to improve all of those problems.

## **Problem**

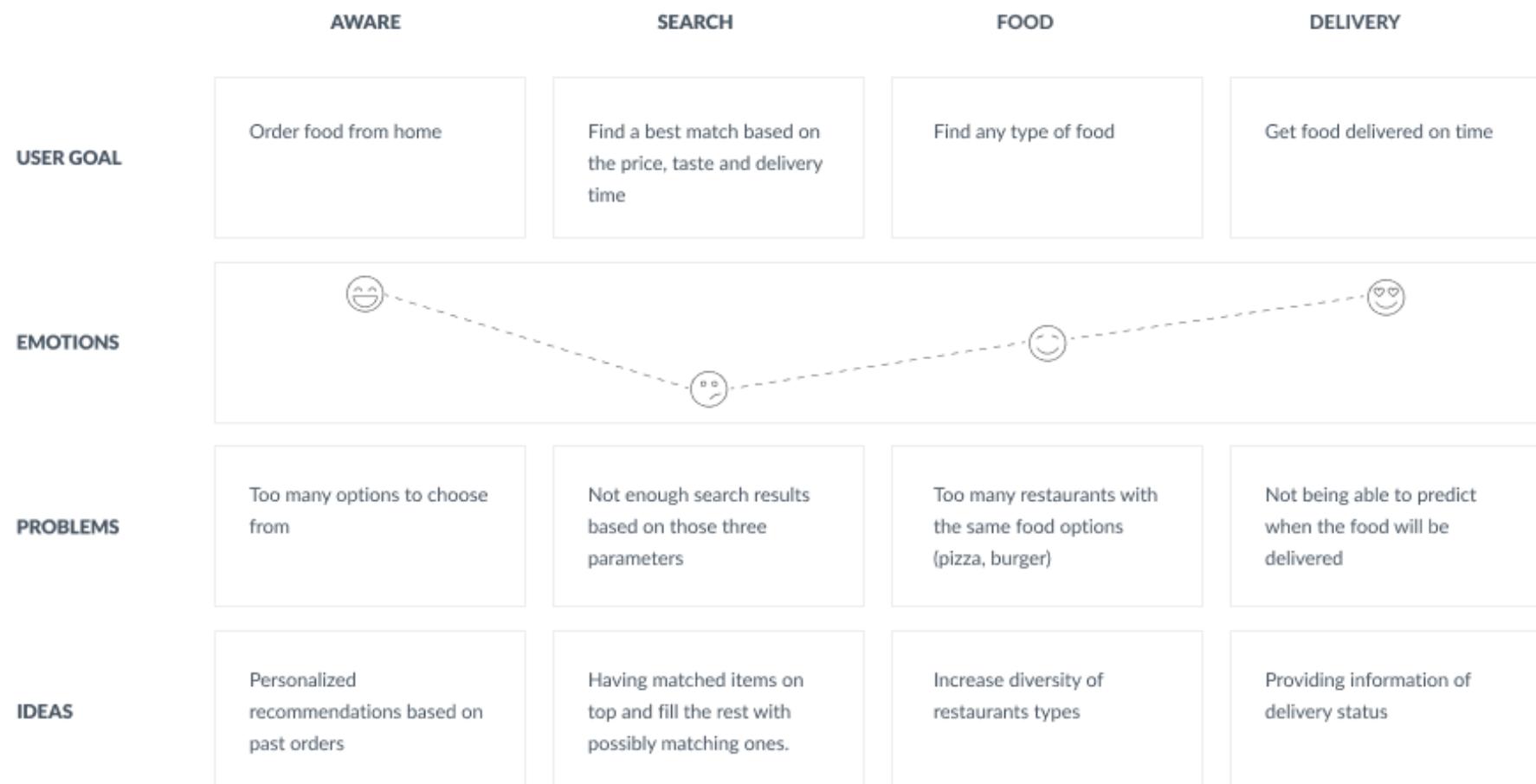
In the last years the popularity of food delivery websites has increased enormously. But the problem is that still most of them are not user friendly and don't have a catchy design.

## **Solution**

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

# Customer Journey

I created a customer journey map to understand customers' experience with the service. The map revealed many user problems at different stages of the customer journey. Therefore, I paid attention to these stages during the redesign process.



# Personas

To form a deeper understanding of our users' goals, needs, experiences, and behaviors, I surveyed a multiple personas with different food tastes 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

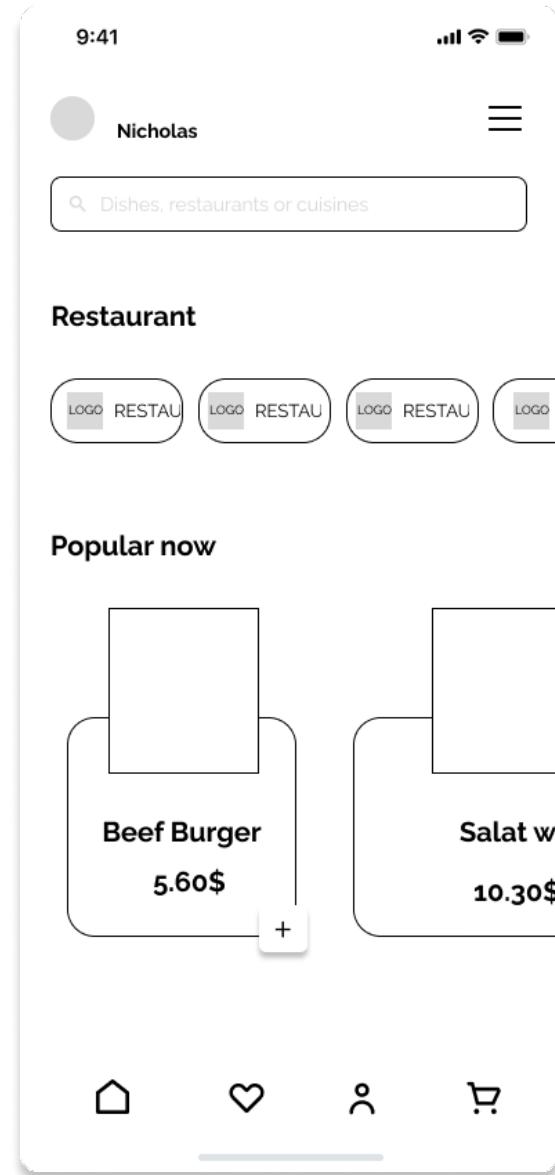
#### PAIN POINTS

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

Some of the questions asked were how often they order food, on which occasions, and how much money they spend on average on food delivery.

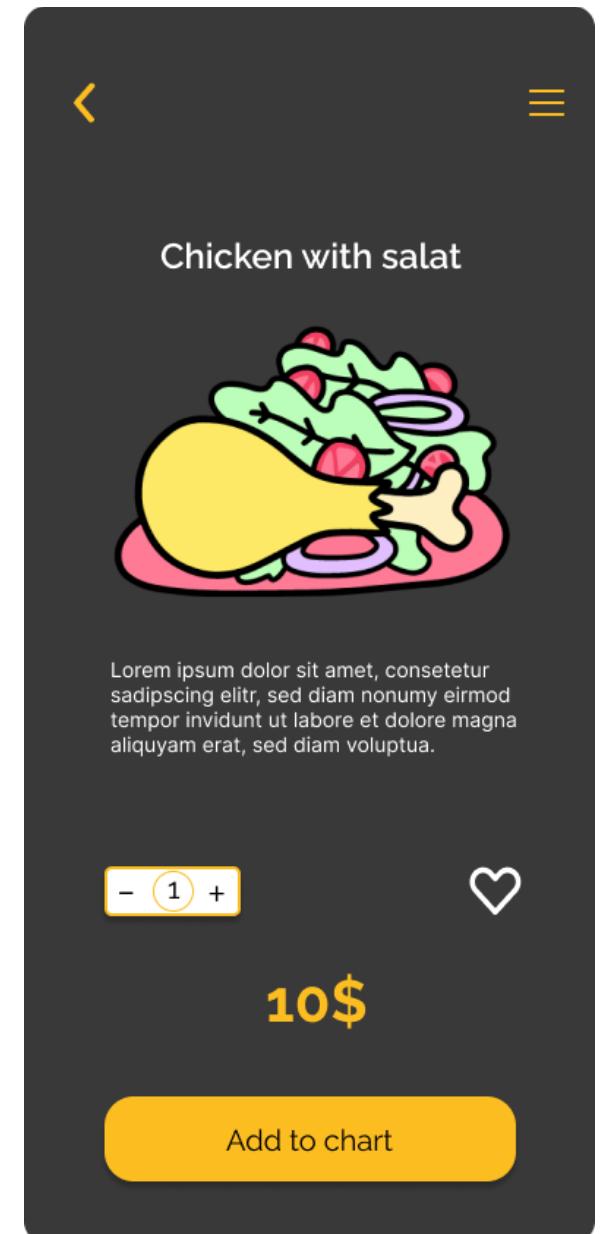
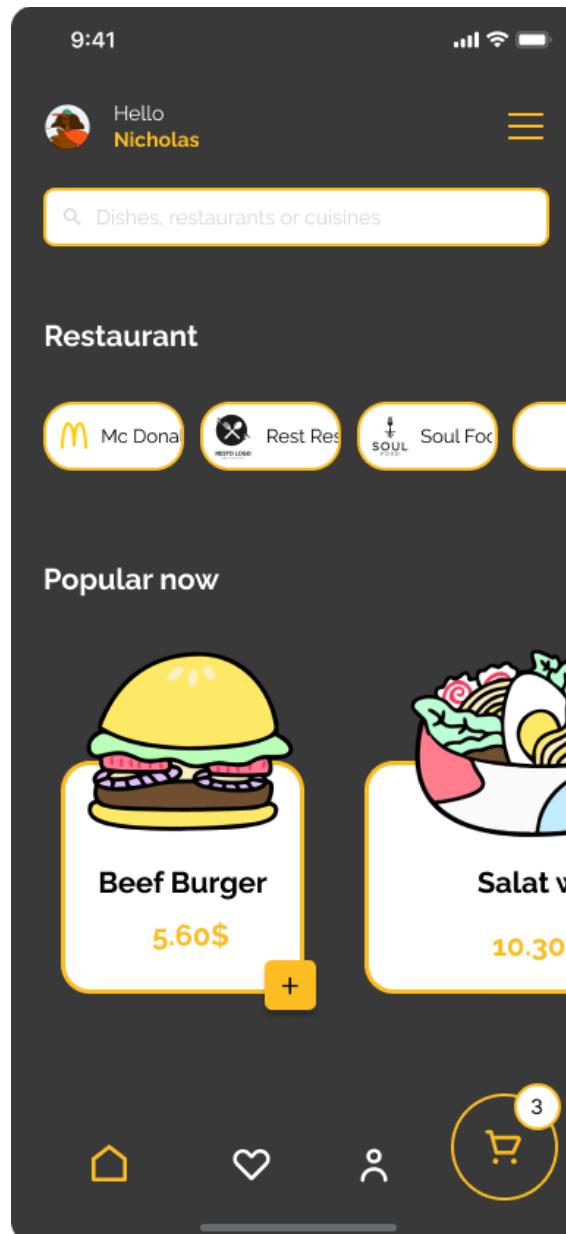
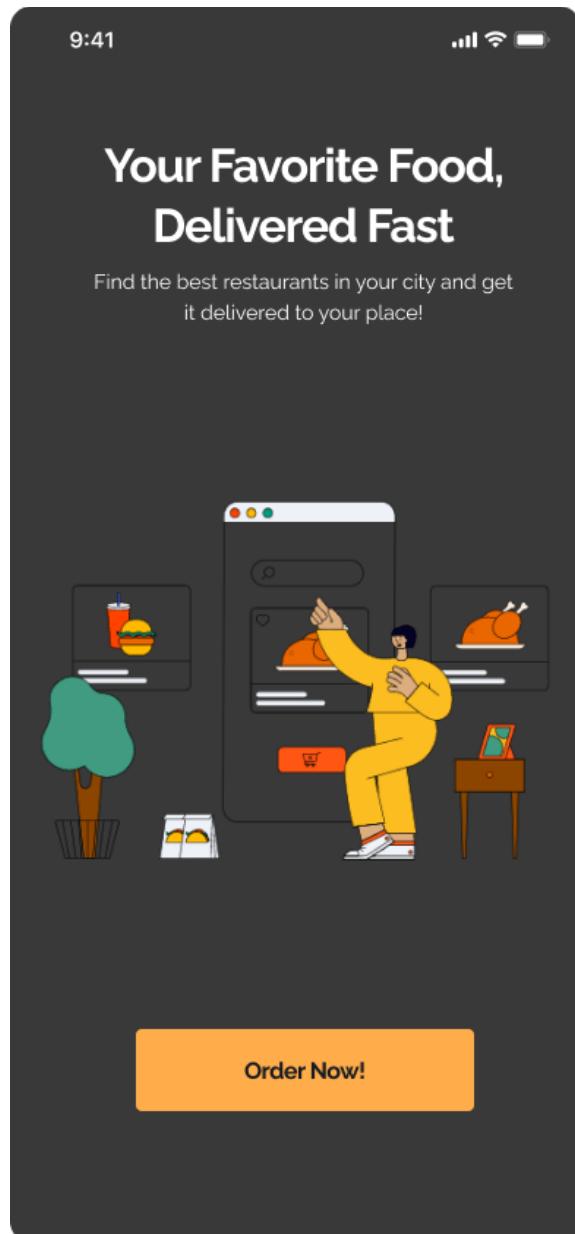
# Wireframes

Using Figma, I translated my first sketches into low-fidelity wireframes. Then, I improved them by adding a few relevant stock images and copies. At this stage, the wireframes were defined well enough for some user testing. Based on the survey, 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.

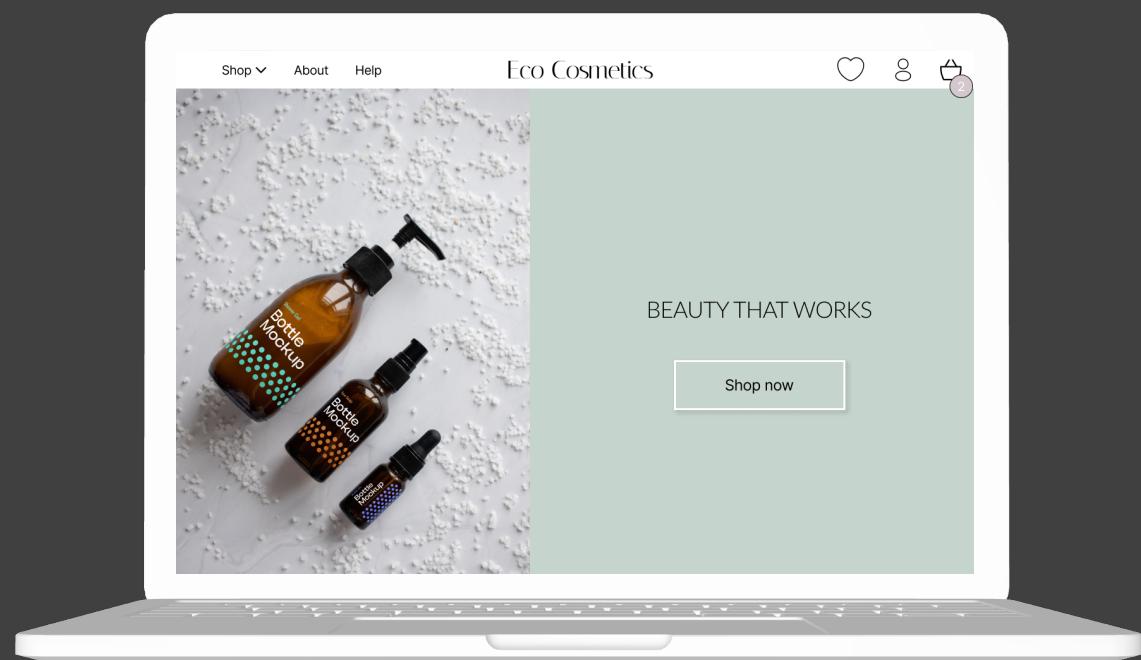
The menu page has a similar dark theme. The top navigation bar includes Home, Menu, About us, Contact, and user authentication. The main content area is divided into several sections: "Top picks in your neighbourhood" featuring POKESCUSE, Pizzeria Borgo Antico, and Veggie world; "Offers near you" featuring 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!"

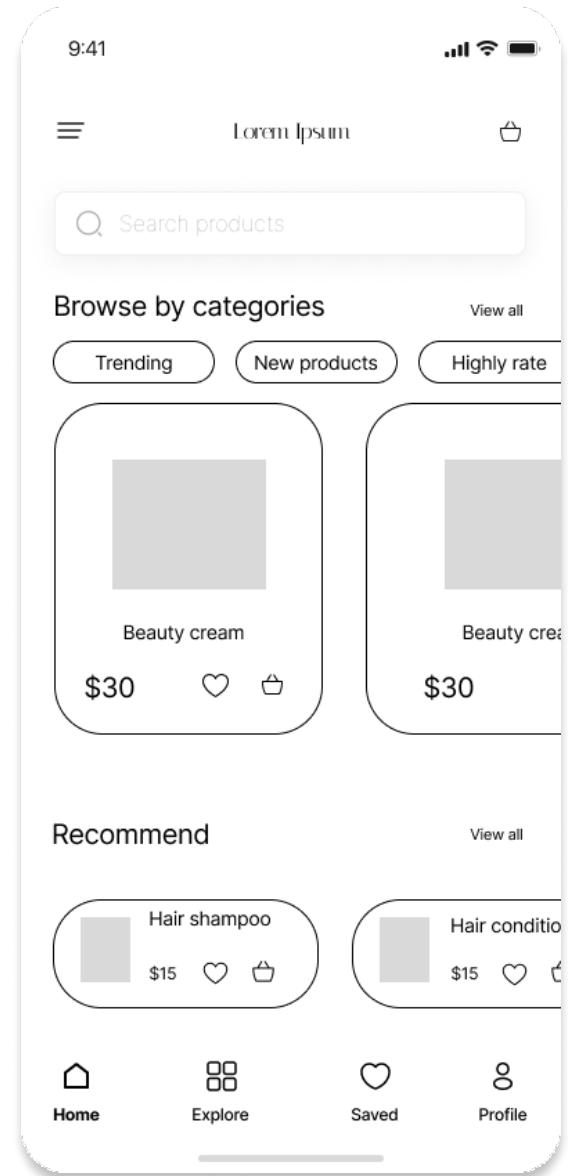
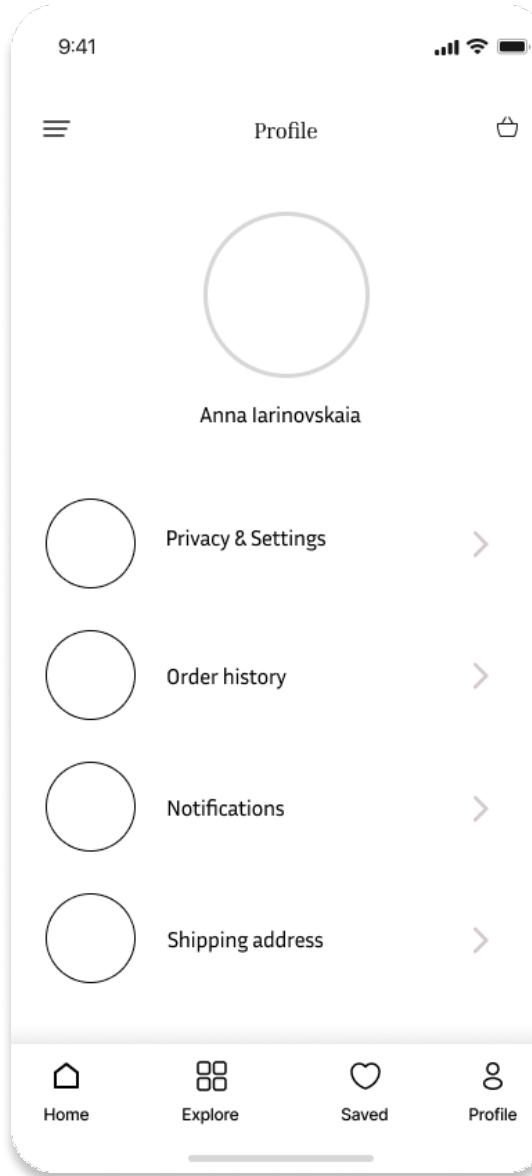
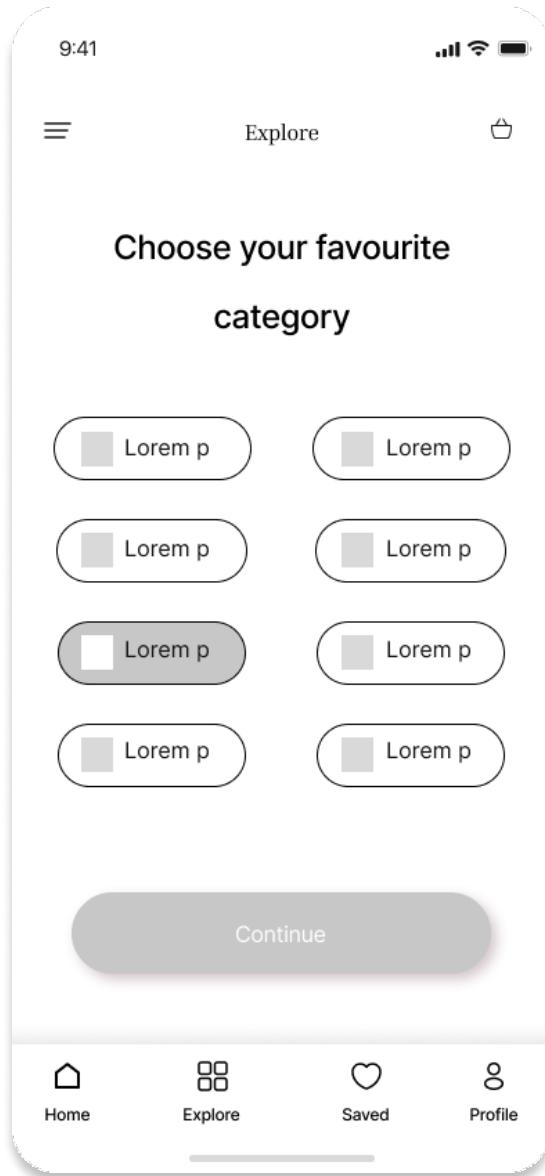
The contact us page features a dark background with yellow accents. The top navigation bar includes Home, Menu, About us, Contact, and user authentication. The main content area is titled "Contact us" and includes input fields for Name, Email, and Message, along with a "Send message" button. Below these 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. Social media icons for Twitter, Instagram, and Facebook are at the very bottom, along with 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" and "Hair condition".

**Bottom Navigation:** Includes icons for Home, Explore, Saved, and Profile, with "Home" currently selected.

# 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

Eco Cosmetics

CUSTOMER CARE

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

CONTACT

customerservice@eco.com  
pr@eco.com

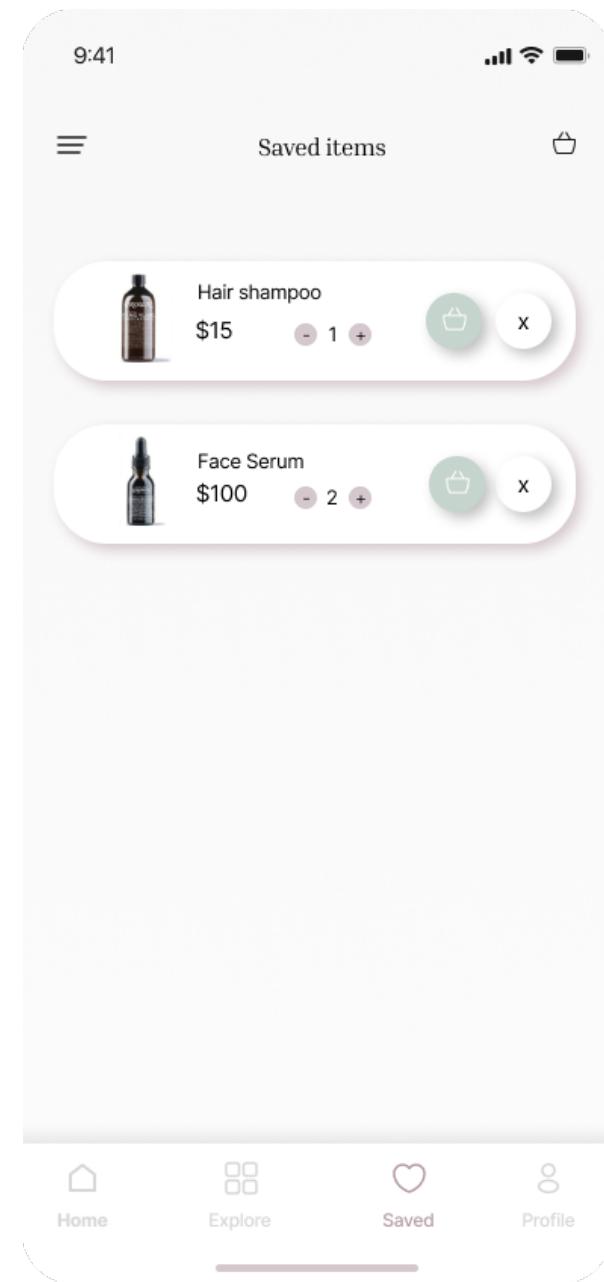
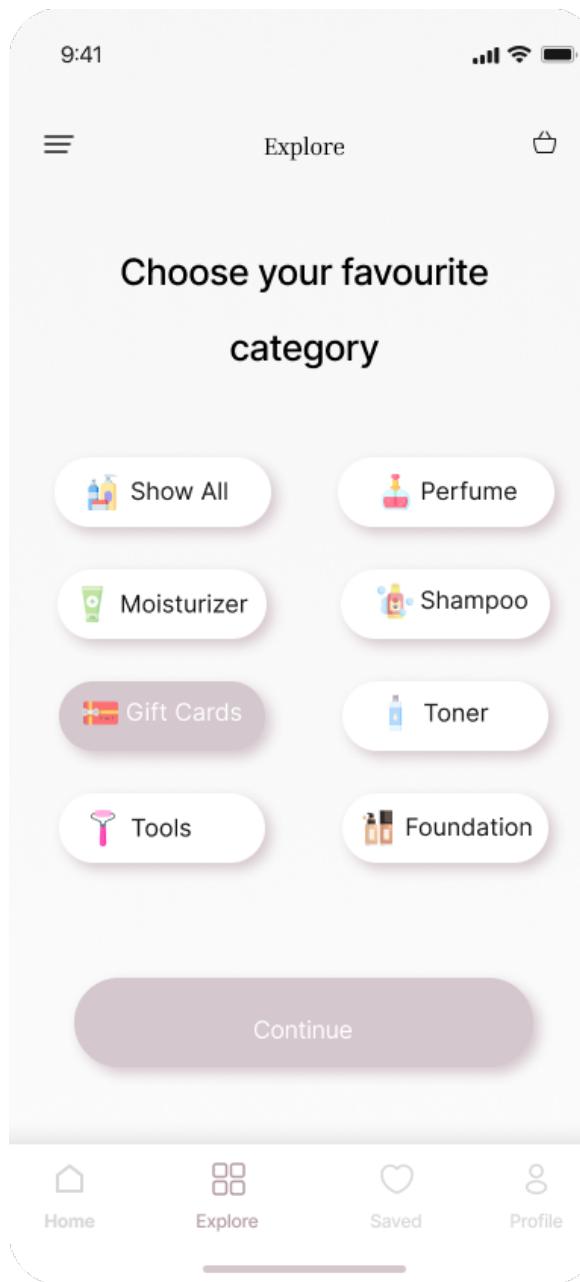
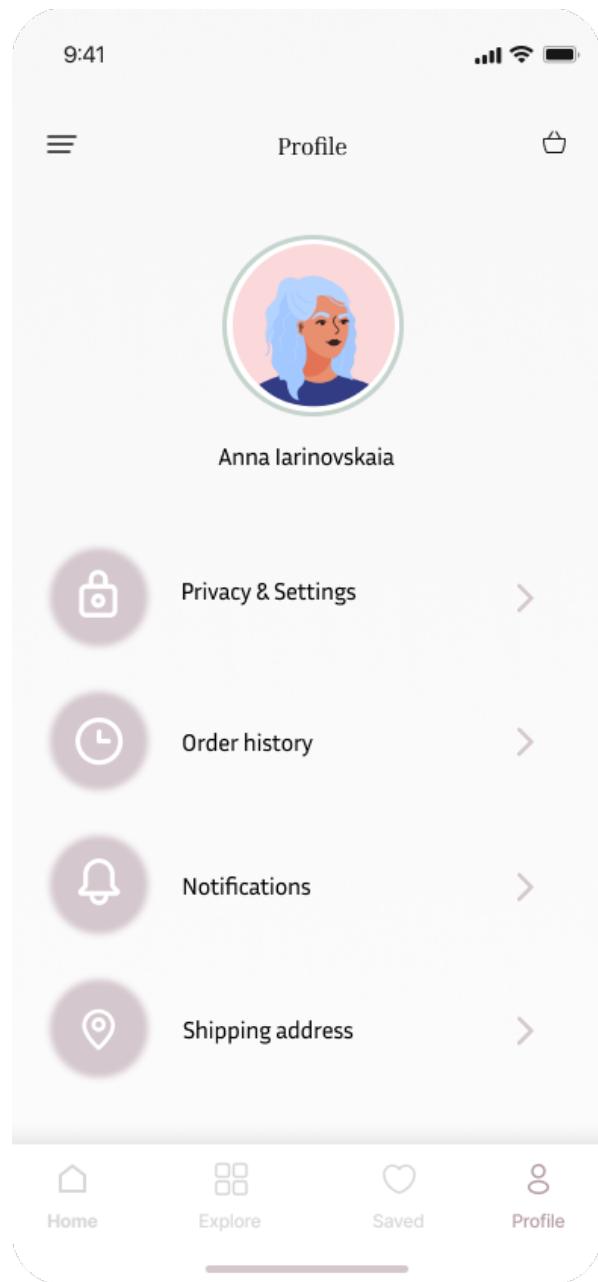
Help

Track an order  
Shipping info  
My account

Adresse

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

# UI Design



# Learnings

The projects gave me a solid foundation for designing websites. I have become more proficient in using Figma and Figma animation and acquired skills to make the design better without losing the website's identity. I am actively researching in the field of web design trying to catch the newest trends and improve the website's functionality.

I am highly motivated to try myself in real life projects and to learn from the professionals. I want to improve my skills and dive deeper in UX/UI design. These learning projects gave me the understanding that this direction gives me inspiration and desire to do it and become better.

## Contact

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