

The Daniel Experience

Graphic Designer
UI/UX Designer

Selected Work | 2020 - 2021

Design Portfolio

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About Me

Hello there! my name is Daniel Dib. I am a Graphic Designer & UI/UX Designer. I believe in creating a fully interactive and engaging experience in the digital world. Highly flexible and adaptable when it comes to different projects and freelance work.

I come from a strong Graphic Design and corporate communications background, with more than 4 years emphasis on the retail market.

My experience ranges from UI/UX design, in-house publications in the retail market, to food and beverage establishments, trading company brochures and industrial company profiles.

Content

1. UI Design
2. UX Case Studies
3. Prints

Skills & Software

- UI/UX Design
- Analytical Thinking
- Prototyping
- Web Design
- Prints Design
- Content Creation
- Fluency in English & Arabic
- Time Management
- Team Leadership



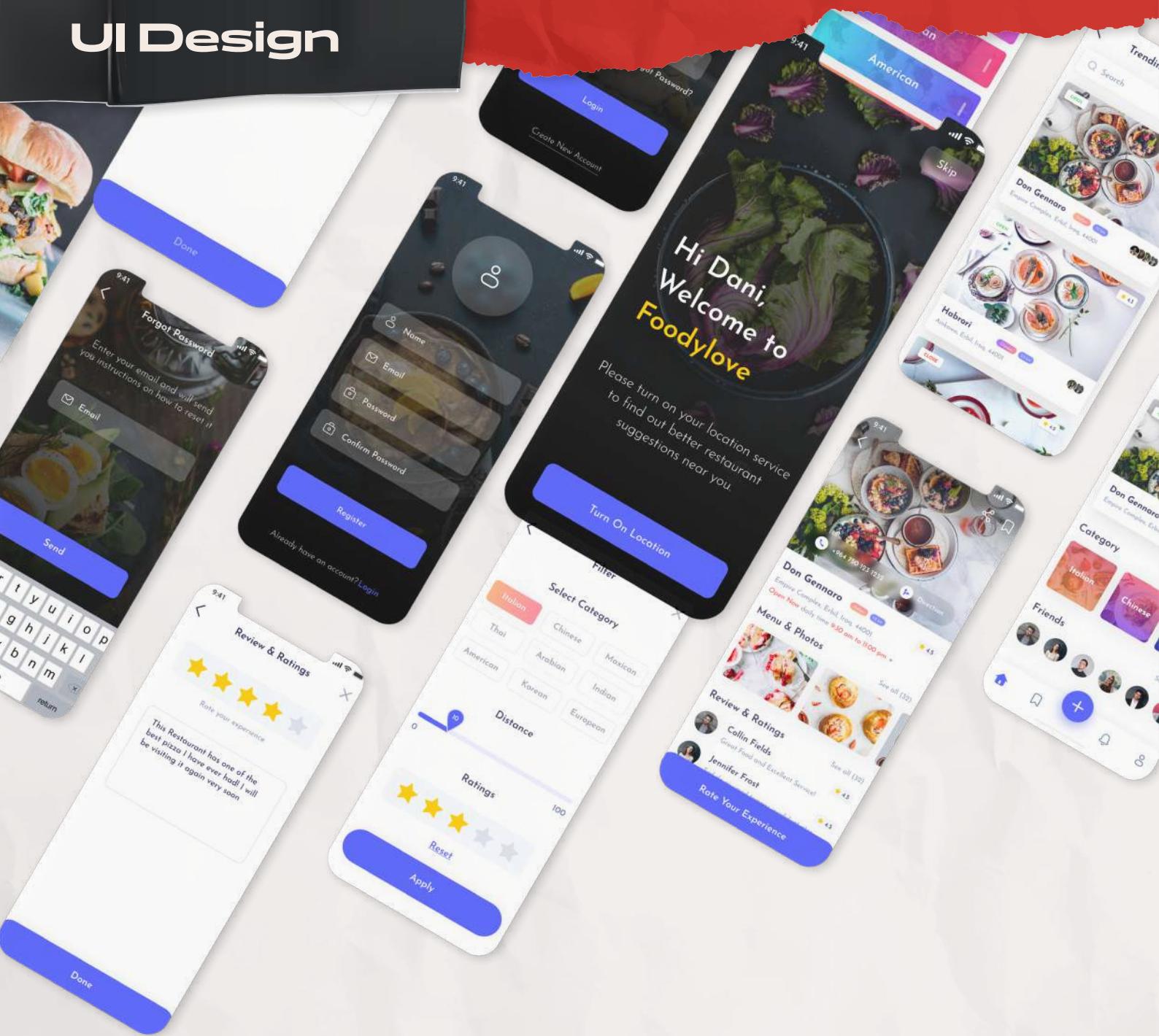
webflow



Part 01

UI Design

UI Design

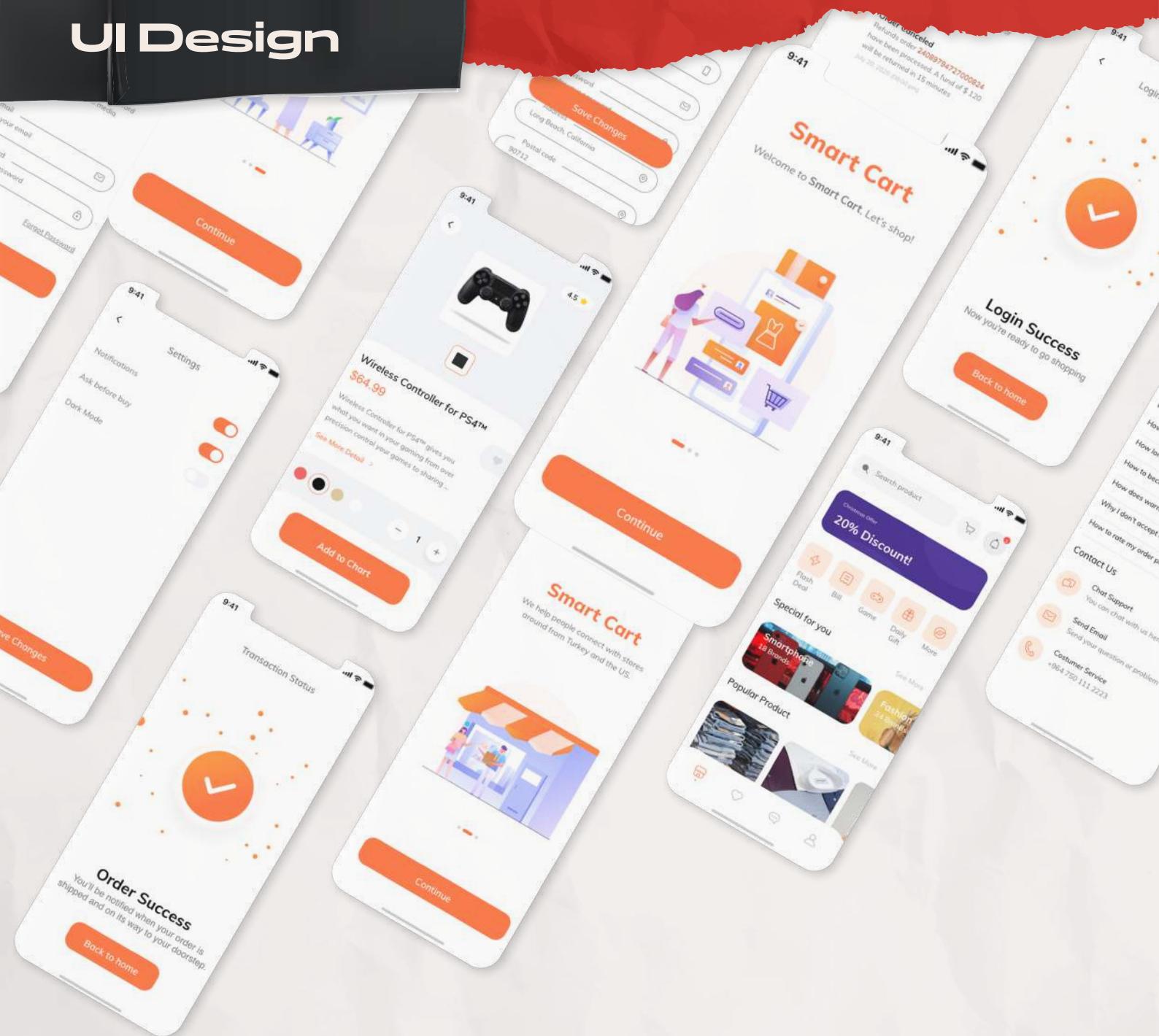


Foodylove App

Foodylove is a restaurant booking and rating app that allows its users to view a restaurant, check menu, comment about their experience at the restaurant, save it, and write a public review.



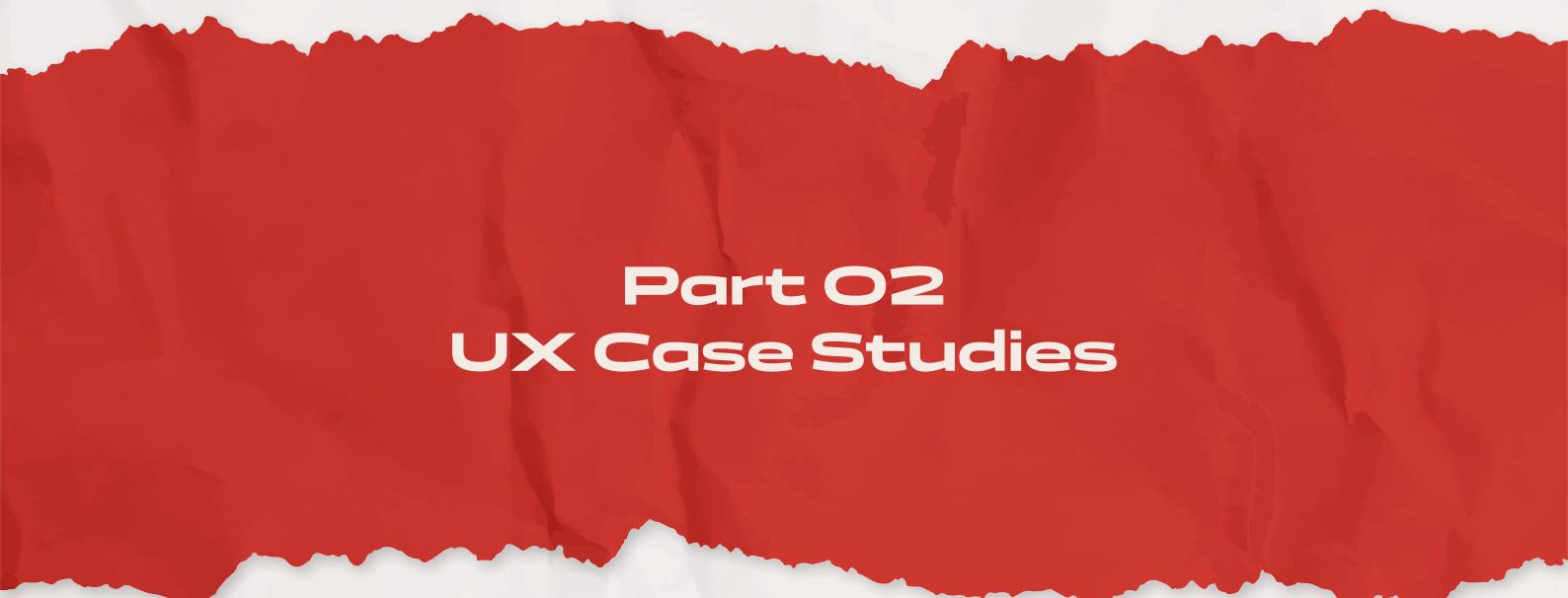
UI Design



Smart Cart

Smart Cart is an E-commerce app that ships from all over Turkey, Dubai, and the US. The users can place their orders by themselves or via the chat service built in the app.





Part 02

UX Case Studies

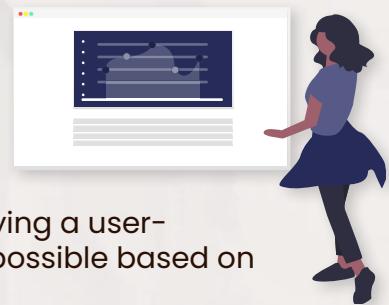


Winkle – Online Grocery Shopping App

Introduction

Winkel is a start-up that wants to improve the way people shop for groceries online. They want to create a mobile-first experience that allows any person to buy what they need/ want on the go.

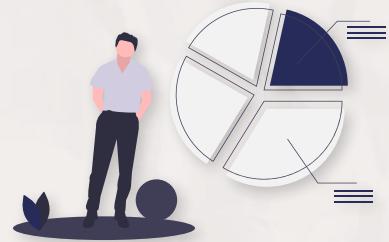
My tasks were to determine users' needs and goals. Applying a user-centered design approach to make the best experience possible based on the findings.



Competitive analysis

From analyzing Winkle's direct and indirect competitors data, looking at their value proposition, target audience, marketplace, business models and pricing.

The results were clear that the grocery online business has really saturated and grown recently. The COVID-19 pandemic has dictated and brought the online industry to the fore.



On one hand, customers trying to avoid crowded and public places, and on the other hand, trying to obey government guidance about staying at home.

Due to these factors, and the increased need for goods and groceries, delivery services became indispensable.

In 2020, the online grocery business has new trends coming to the surface such as Pick-up and delivery, and Digital Stores. These trends all connect in various ways but stand individually as progressive forms of tech that can change the grocery shopping game.



User Persona



Laura White

I don't want to look back & think "I could have eaten that"

Narrative

At least twice a week my boyfriend and I like to have dinner at home. I get my groceries for a week and the food enthusiast in me tries to cook new interesting meals for both of us. I don't always find what I need because of my boyfriend's allergy to wheat. I work 8 hours a day, so I don't have time to go from shop to shop trying to find affordable alternatives. Ideally, I want to cook something delicious and affordable.

Personal Background

- Age: 29
- Status: In a Relationship
- Location: Baltimore, MD
- Education: Bsc of Business Administration

Goals

- Buy groceries for a week
- Find best prices available
- Getting ingredients for her meal with her partner
- Save money

Motivations

- Easy of finding what she needs
- Sharing food live during family time
- Convenience

User Environment

- Location: Her Office
- Devices Used: Laptop, iPad, and iPhone

Professional Background

- Occupation: Smartphone Retailer Manager
- Income: 50,000 Per Year

Frustrations

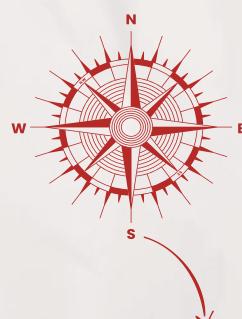
- Not enough time or energy
- Food allergy limitation
- Mediocre online shopping experience

Influences

- Experiencing making new meals
- Nutritiou Information
- Discounts on her purchases



Application Map



UX Case Study



Splash Screen

- Sign Up - Gmail
- Sign Up - FB
- Sign Up - Phone

- Sign In - Gmail
- Sign In - FB
- Sign In - Phone

Delivery Location

Top Nav.

- Menu
- Account
- App Language
- Give Feedback
- Help
- Sign Out

Payment Method

Notifications

Bottom Nav.

Home

- Address
- Promotions
- Near You
- Explore Recipes

Orders

- Active Orders
- Recent Orders
- Canceled Orders

My List

- Weekly List
- Saved Items

Deals

- Weekly Deals
- Budget Deals

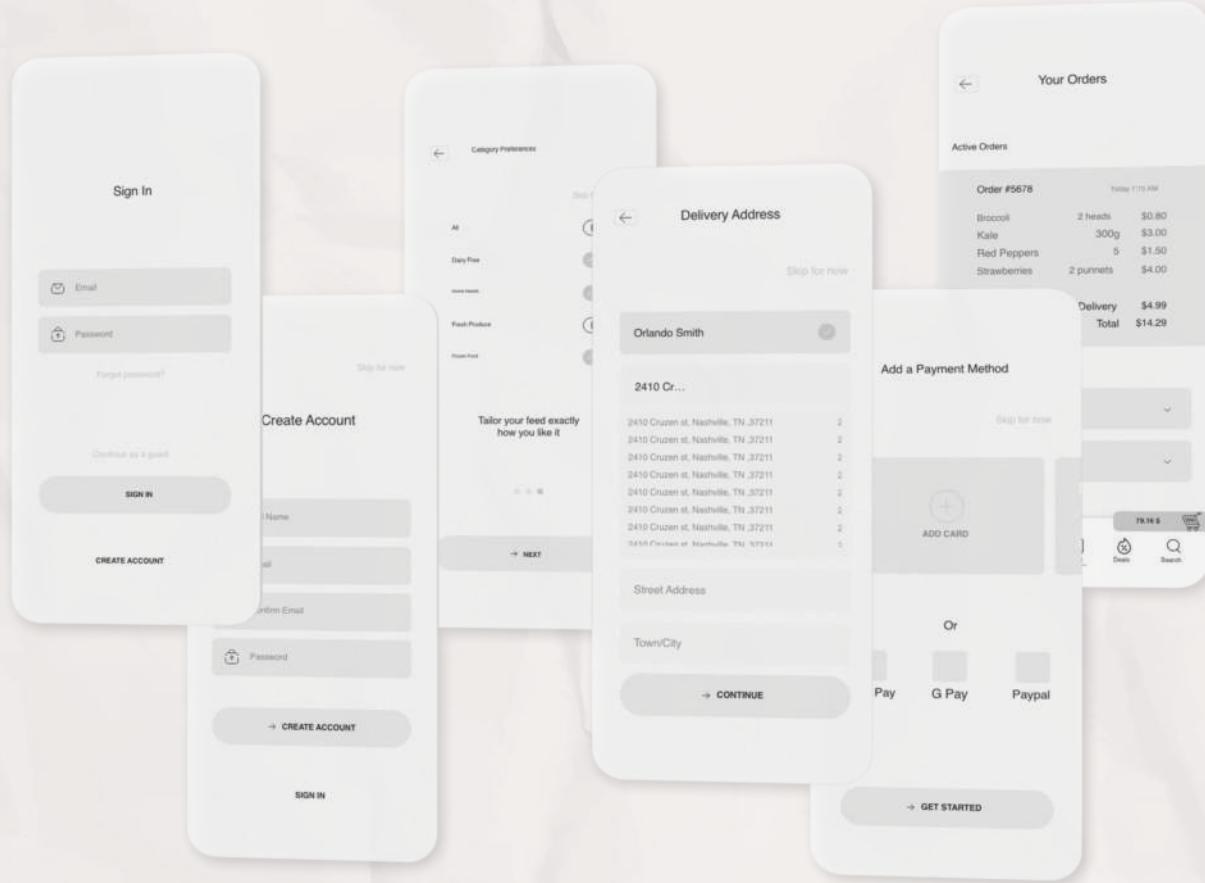
Search

- Search Stores
- Search Deals
- Search Items

UX Case Study



Wireframes



Typeface and Colors

San Francisco Pro

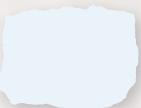
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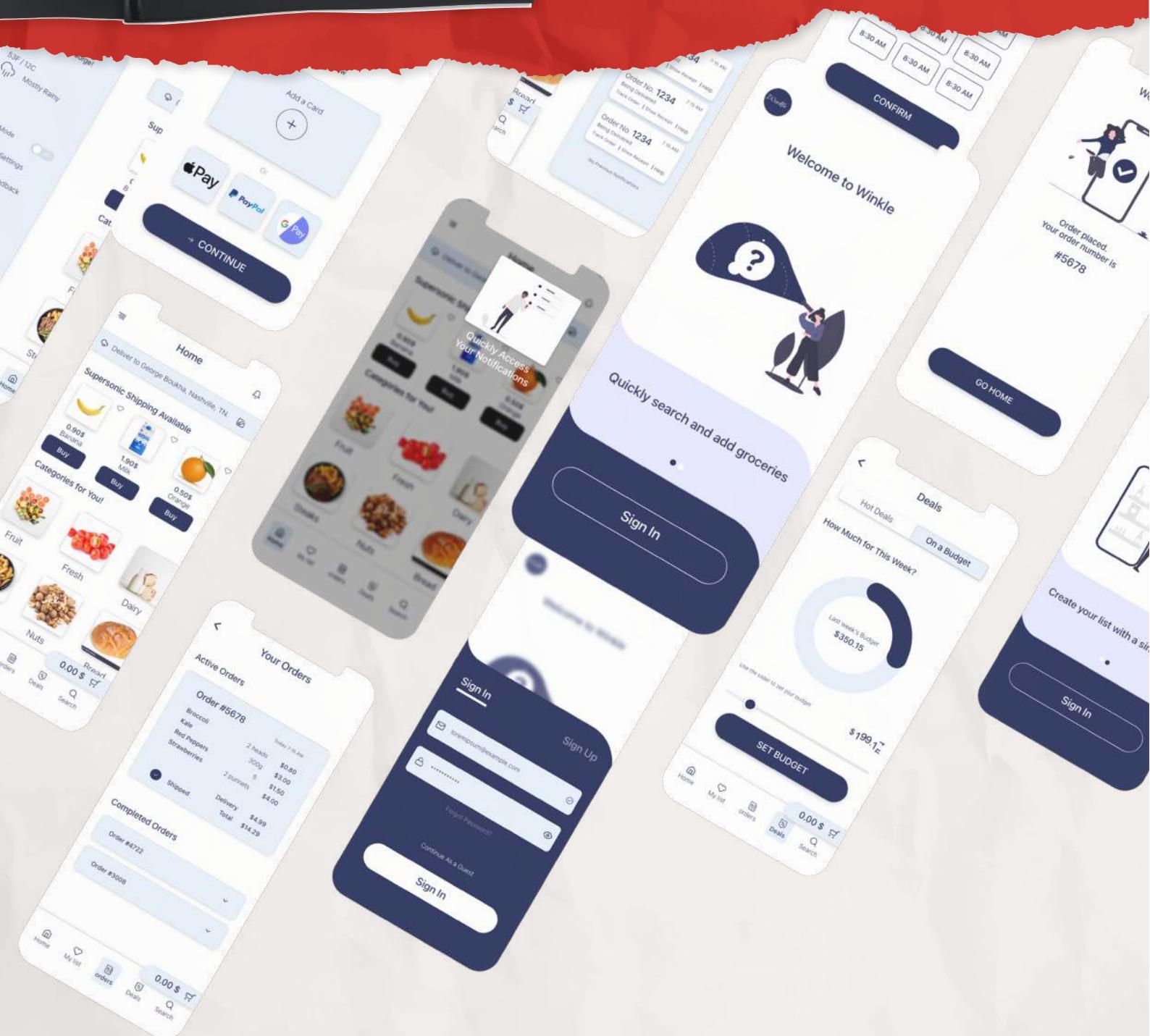


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UX Case Study



The Daniel Experience



End of Case Study



Career House - Career Discovery Assistant App

Introduction

Explore Careers Prior to Long-Term Commitment!

Career matching, hands-on projects, insights on day-to-day life of professionals. All to help you decide your future!

Why

Graduating College doesn't really cut it. More graduates would like to explore different career opportunities and experimenting before committing.

Phase 1 - Research

The research results showed that embarking on a new chapter of the career journey can be a powerful emotional experience.

One may feel excitement and anticipation, but also anxiety and stress. Whether they're looking for their first job or contemplating a mid-career switch to a new field, there are always unknowns to manage.

The market also was very limited or almost no opportunities for tasting what a career looks like without long-term commitment.

Phase 2 - UX Design

1. User Persona
2. Application Map
3. Wireframes





User Persona

Dara Mohammed

"Not all those that wonder are lost"

Narrative

I have ended up in architecture because of my grades, and my uncle's influence. I wasn't sure at the time whether I'll be interested or not to work in this field but I enrolled anyway. Since I graduated college, I have been looking for a job. I don't know exactly which career path to choose because there are so many. I try to discover new paths and see if I like them and what experience and skill sets they offer.

Personal Background

- Age: 23
- Status: Single
- Location: Baltimore, MD
- Education: BSc in Architecture

Goals

- Gain Practical Experience and Skills
- Explore Careers without Committing Beforehand
- Financial Stability

Motivations

- Gaining Experience
- Good Salary
- Finding a Career That He Loves

User Environment

- Location: Home
- Devices Used: Laptop and Mobile Phone

Professional Background

- Occupation: Fresh Graduate
- Income: N/A

Frustrations

- Lack of Experience
- Difficulties in Choosing a Career
- Limited Knowledge of the Prerequisites Each Career Needs

Influences

- Online Courses
- Experienced Professionals Advice
- Family



Application Map

Splash Screen



Sign In

Email

Apple ID

Facebook

Phone Number

Sign Up

Email

Apple ID

Facebook

Phone Number

Get Started

Onboarding Questions

Home

Explore

Search

More Careers

Filter - Skills

Filter - Category

Trending Careers

Insight

CTA

Description

Requirements

Average Salary

A Day in the Life of

Skills you will Acquire

My Careers

Description

My Projects

Requirements

What to Do Next

Added to My Career

Completion Percentage

Favorites

Favorite Careers

Profile

Skills

Help

Experience

Interests

Sign Out

Feedback & Help



Wireframes





Phase 3 - Design System

Fun, whimsical, yet serious color palette to meet the business goals and targeted demographics. Meeting both parties' needs is crucial in this phase.



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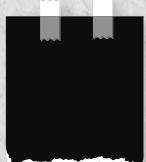
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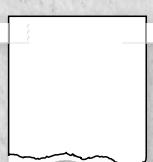
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Typeface

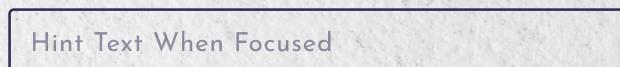
Josaphine Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()_-

Josefin Sans font is a geometric, elegant and kind of vintage font. It reflects Swedish design and their passion for a good lifestyle.



Active



Disabled

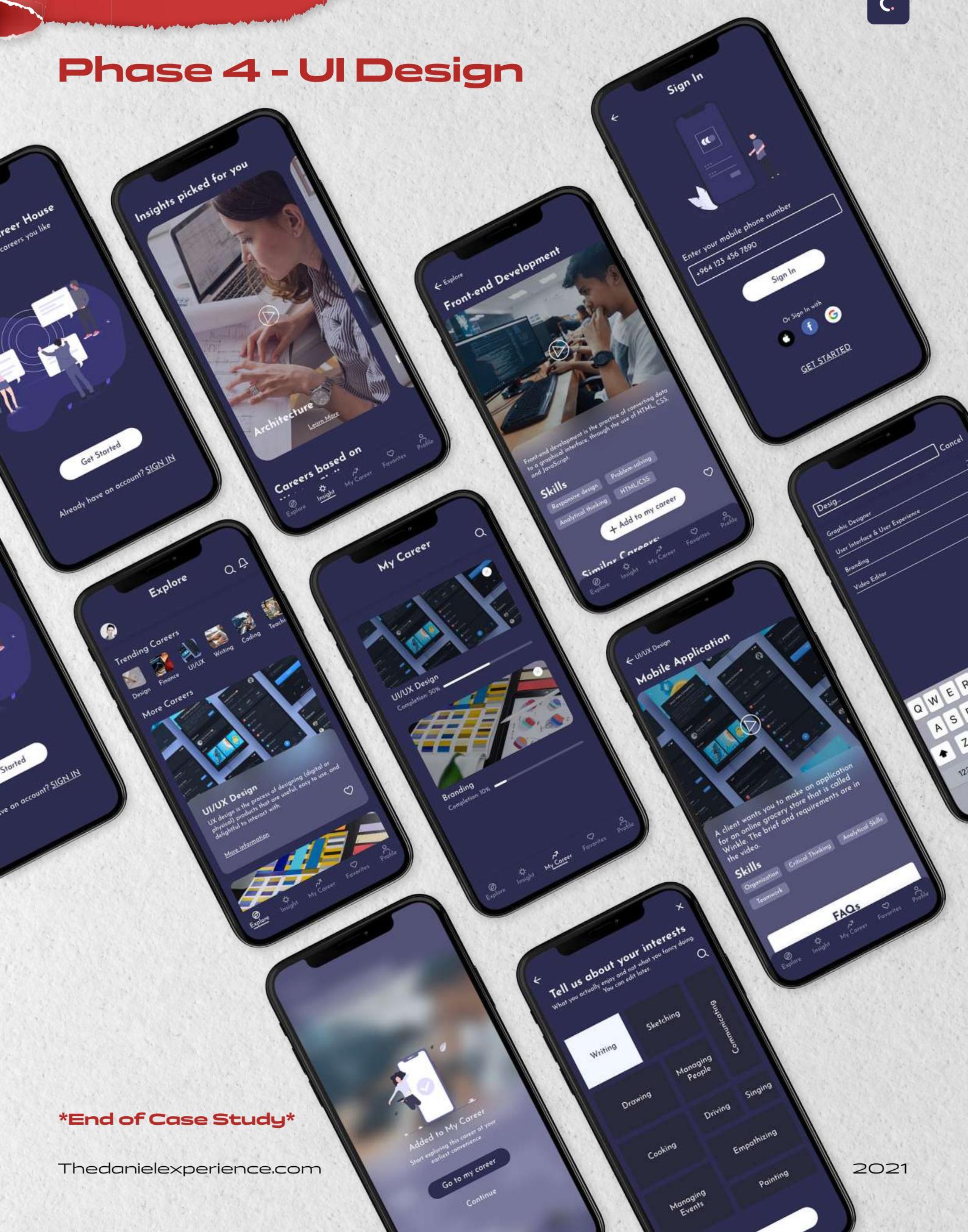


Inactive





Phase 4 - UI Design



End of Case Study



Part 03

Prints

Okan Group Holding - Company Profile Content & Design



Okan Group Holding - Company Profile Content & Design



K1 Group - Company Profile Content & Design

K1 & GAS SERVICES

OUR COMPANIES

STELLA CAFE

SIDAR SECURITY

K1 OUT GROUP

COMPANY PROFILE

2021

The Daniel Experience

Urban Eatery Iraq - Drinks Menu Design



Urban Eatery Iraq - Drinks Menu Design



Don Gennaro - Wine Menu Design



Let's Work Together!

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THANK
YOU
