



➤ Portfolio Branding

Leila Akbari

Student Number: 1130889

October 11, 2023

➔ Portfolio Branding Samples

A detailed brand board for Maeli Naturkosmetik. It includes a primary logo with a stylized leaf or flower icon above the word 'Maeli' in a serif font, with 'NATURKOSMETIK' below it. A secondary logo on the right features a circular arrangement of text: 'M', 'DER KRAUTFETZ', 'VON Mutter', and 'Natur'. Below these are sections for 'LOGOS', 'LOGO BG', 'COLOR PALETTE', and 'TYPE', each containing specific color swatches and text samples. The bottom section shows a photograph of a hand holding a product tube with the Maeli logo.

ESTABLISHED 2025

HARPER RUSSO

business coach

TT Record
Font Size: 75

Barlow
Font Size: 22

Open Sans
Font Size: 20

THIS IS YOUR
HEADING

SUBHEADLINES LOOK LIKE THIS.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SEIN ETIUSQUE HABEMUS MODICUM UT LABORE ET DOPPIO MAGIS ALIQUA. CONVALLIA CONVALLIA HABUA ET INTERDUM VEL LAUERET ID DONOR UTILICES.

#C8B8D8	#F8D8C8	#CCC8E8	#E8C8E8	#F8E8B8
---------	---------	---------	---------	---------

The image is a collage of four design concepts arranged in a 2x2 grid. The top-left section, titled 'Branding', features the word 'Branding' in a cursive script font above a photograph of a small green plant sprout. The top-right section, titled 'Color', shows a vertical color palette with four distinct shades of green. The bottom-left section, titled 'Typography', displays the word 'Typography' in a serif font next to a large, bold, sans-serif typeface example 'AaBb'. The bottom-right section, titled 'AaBb', contains a detailed technical diagram of a font's character set, including various letter forms and numbers.

A screenshot of the 'Color palette' section from the Material Design website. The page has a light blue header with the word 'Material' and a 'Design' dropdown menu. Below the header is a large title 'Color palette.' followed by a subtitle 'The palette consists of 10 distinct colors, each with its own saturation and tint levels. The colors are arranged in a grid, with the primary colors at the top left and secondary colors at the bottom right. Each color swatch is accompanied by its name and a brief description. The colors are: Primary colors (Blue, Teal, Orange, Red), Secondary colors (Purple, Yellow, Green, Grey), and Tertiary colors (Grey-blue, Grey-green, Grey-orange, Grey-red).

The image displays a 4x2 grid of cards, each containing a title, a small image, and descriptive text.

- Our Story**: A card featuring a large image of a plant in a pot.
- Aglorious past**: A card showing a timeline with four images and text.
- Identity**: A card with a color palette and the text "Simple Design".
- Simple Concept**: A card showing a woman sitting on a bed.
- 1. Consulting
2. Marketing
3. Design**: A card with the text "Services" below it.
- Result**: A card showing a close-up of a window frame.
- Value**: A card with the text "Simple Powerful Stylish Dignity" and "DESIGN YOUR LIFE".
- Clients**: A card showing a woman in a suit and the text "M studio AP Agency Creative Company S Company H Interactive Aroplay Company".
- Portfolio**: A card with the number "2" and a small image.
- overview**: A card with the word "overview" and a large leaf graphic.

The image shows a spread of the Ashi Brand Book. The left page features a large black square at the top, followed by a white section with a small black icon and the word 'BRAND' in a sans-serif font. Below this is a photograph of four people sitting around a table, with the word 'BOOK' underneath. The right page has a large black square at the top, followed by a white section with a small black icon and the words 'OUR AGENCY'. Below this is another photograph of a person working at a desk.

A collage of moodboard examples from various sources. The top row features a moodboard for 'Moodboard' with a green and white color palette and a large green plant; a moodboard for 'Moodboard' with a woman in a white dress; and a moodboard for 'Success factors' with a green and white color palette and a hallway. The middle row features a moodboard for 'Branding' with a green and white color palette and a green plant; a moodboard for 'Studio' with a green and white color palette and a person working; and a moodboard for 'Color' with a green and white color palette and a green plant. The bottom row features a moodboard for 'Moodboard' with a green and white color palette and a green plant; a moodboard for 'Aa' with a green and white color palette and a green plant; and a moodboard for 'FACULTADE DE ARQUITETURA DA UFSCAR' with a green and white color palette and a green plant.

➤ Fonts

Headlines: Rumble.

Body Copy: Montserrat Semi-Bold

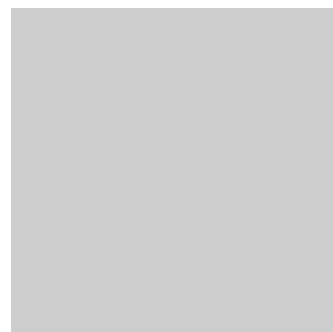
➤ Color Scheme Option



#030422



#A39E93

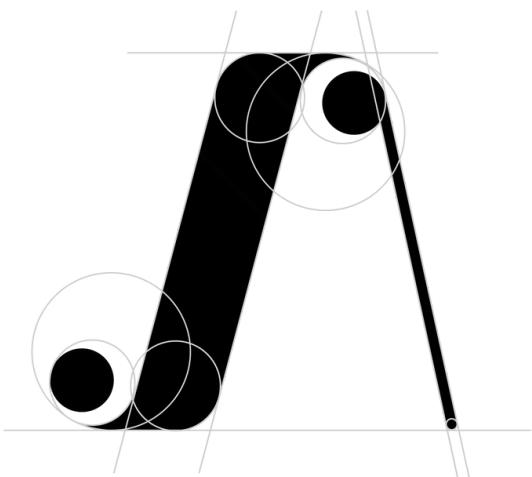
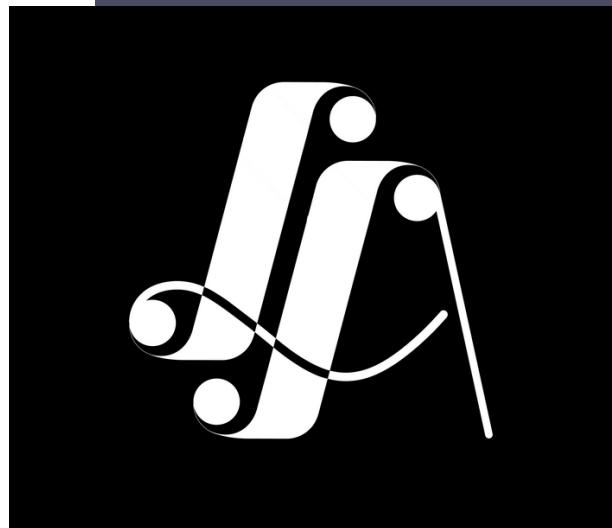
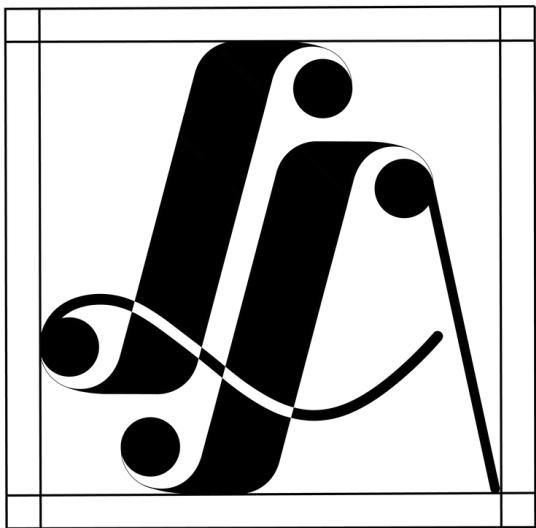


#CECDCD



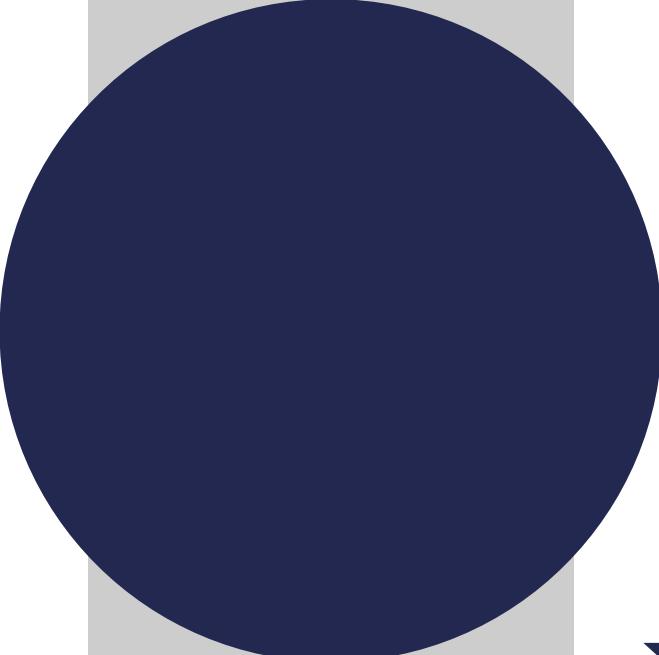
#474B64

➤ logo design



L + A = LA

L + A = LA



➤ **Inspirational Portfolio Samples**

Siriveena
product designer

Vandana Pai
senior product designer

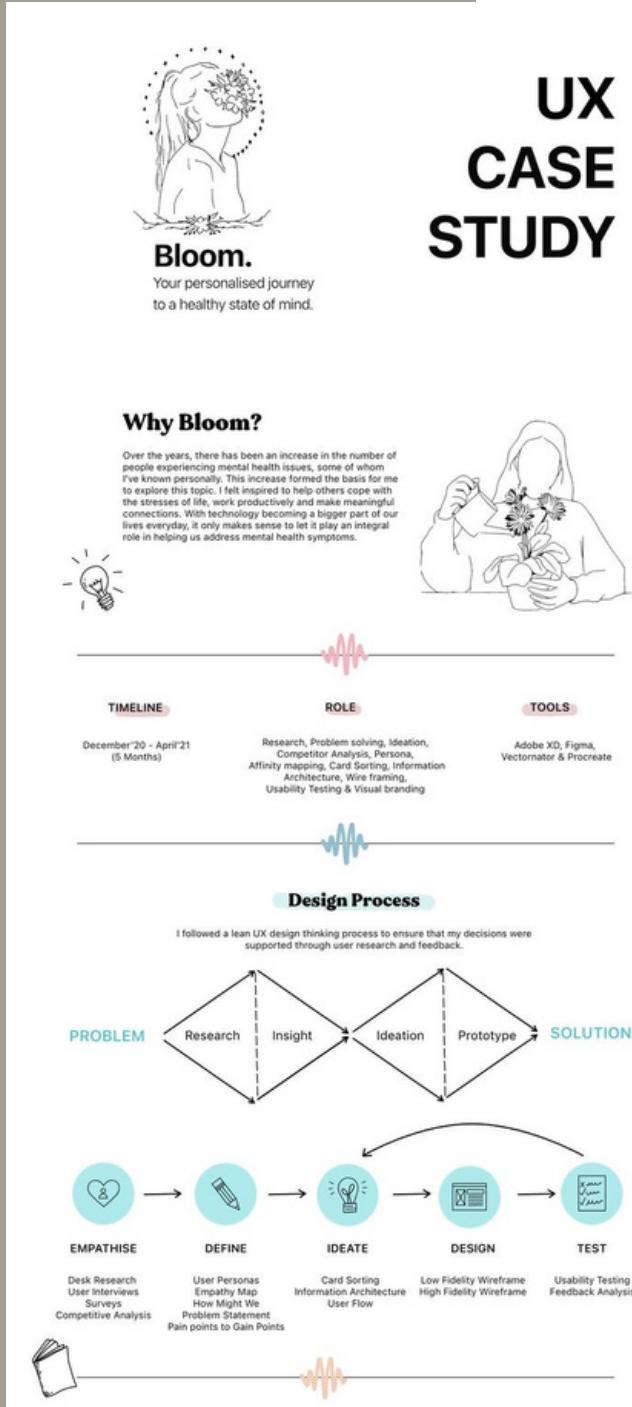
ALEKSI TAPPURA
Product Designer

Buzz
designer and creativity enthusiast

Pratibha
Product Designer

Robin Noguier
Video Maker

➤ Examples of a project case study



Bloom.
Your personalised journey to a healthy state of mind.

Why Bloom?
Over the years, there has been an increase in the number of people experiencing mental health issues, some of whom I've spoken to have mentioned that they feel like they need me to explore this topic. I felt inspired to help others cope with the stresses of life, work productively and make meaningful connections. With technology becoming a bigger part of our lives everyday, it only makes sense to let it play an integral role in helping us address mental health symptoms.

TIMELINE
December '20 - April '21 (5 Months)

ROLE
Research, Problem solving, Ideation, Competitor Analysis, Persona, Affinity mapping, Card Sorting, Information Architecture, Wire framing, Usability Testing & Visual branding

TOOLS
Adobe XD, Figma, Vectornator & Procreate

Design Process
I followed a lean UX design thinking process to ensure that my decisions were supported through user research and feedback.

PROBLEM → **SOLUTION**

EMPATHISE: Desk Research, User Interviews, Surveys, Competitive Analysis
DEFINE: User Personas, Empathy Map, How Might We, Problem Statement, Pain points to Gain Points
IDEATE: Card Sorting, Information Architecture, User Flow
DESIGN: Low Fidelity Wireframe, High Fidelity Wireframe
TEST: Usability Testing, Feedback Analysis



UX CASE STUDY DESIGN BY PRANAV PATIL MARCH 2022

Online Rental App

UX CASE STUDY

Fae Rental is platform where you can renting furniture, Appliances & Electronics in an affordable prices

Problem Statement

We found out that a lot of people like Bachelors, Paying Guests, working professionals who relocate need furniture, electronics, and appliances. Because of the high cost and no certainty of staying in a place they avoid buying them. These people need the items for a shorter duration. This app will help them to rent the items for what period they want (a week, a month, a year). This includes renting the refurbished & recycled items.

The Solution

- Introducing a renting platform for furniture, appliances & electronics.
- The user can choose their desired tenure for renting (1 Week, Months, or one year).
- Can easily relocate the rented items from our app for free.
- Can swap the rented item for upgradation.
- No delivery charges will be applicable for renting items.
- Easy cleanup & maintenance.

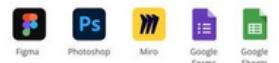
My Role

- | | | |
|-----------------------|----------------------------|---------------------|
| • User Interview | • Affinity Mapping | • Card Sorting |
| • User Research | • Persona | • User Flow |
| • Competitor Analysis | • Empathy map | • High Fidelity |
| | • Information Architecture | • Usability Testing |
| | • Customer Journey map | |

Project Duration

14 Weeks 35+ Screens

Tools Used



Design Process



➤ **Inspirational examples of demo reels**

1. 50 Best Motion Logos - YouTube

2. 25 Creative Logo Animation - YouTube

3. Graphic Design & Multimedia - YouTube

4. UI/UX Showreel - YouTube

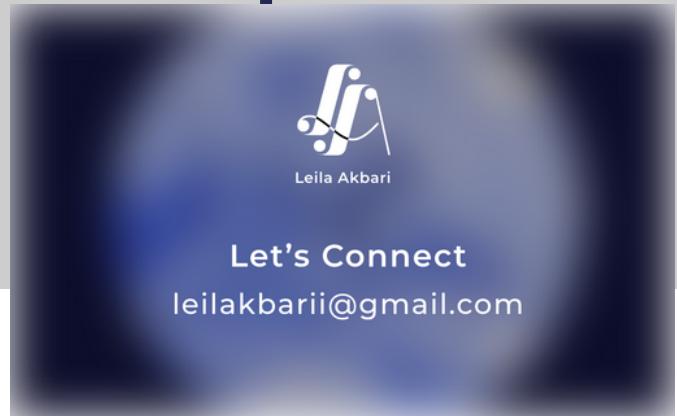
5. UI/UX Designer Portfolio Showreel - YouTube

6. UI/UX Designer Showreel - YouTube

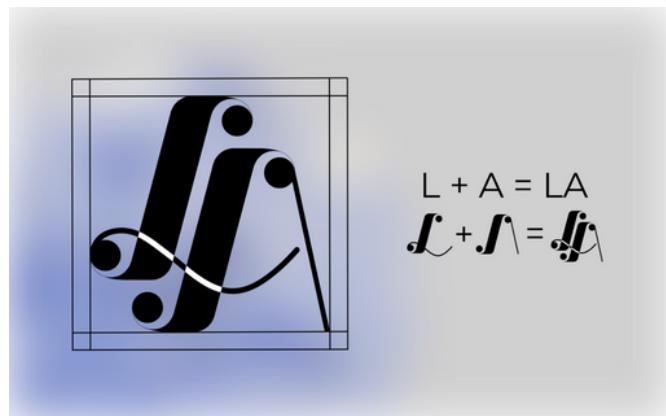
➤ 6 Style-Frames for demo reels



1.



4.



2.



5.



3.



6.

➤ High-fidelity layouts - Mobile

Leila Akbari's mobile portfolio site features a dark background with a blue and white abstract header. The main content area displays her bio: "Hello! I'm Leila Akbari. I'm a UI/UX designer based in London, Canada with experience in delivering end-to-end UX/UI design for software products." Below this is a "More About Me" button. To the right, a hand holds a laptop displaying a painting. At the bottom, there's a "Kadot" project card.

Hello!
I'm Leila Akbari

I'm a UI/UX designer based in London, Canada with experience in delivering end-to-end UX/UI design for software products.

More About Me

Kadot

Kadot is a website designed to sell clothes and accessories online.

[View](#)

The mobile view of the "About Me" section shows a larger portrait of Leila Akbari. Her bio continues: "I'm a UI/UX designer passionate about creating engaging, impactful product experiences. I have been immersed in the world of art and design for the past 10 years after receiving my diploma in graphic design and my bachelor's degree in textile design. At the same time, I became very interested in being able to advance my art in the direction of the digital space, and this became the beginning for me to learn and work in the field of website design. I am also very interested in nature and sometimes I take pictures and paint for fun. If you think that I would be a great fit for your team as a UI/UX designer, let's discuss more!" Below this is a "Let's Connect" section with her email address, and at the bottom are navigation links for "Projects", "About Me", "Resume", and social media icons.

Hello!
I'm Leila Akbari

I'm a UI/UX designer passionate about creating engaging, impactful product experiences. I have been immersed in the world of art and design for the past 10 years after receiving my diploma in graphic design and my bachelor's degree in textile design. At the same time, I became very interested in being able to advance my art in the direction of the digital space, and this became the beginning for me to learn and work in the field of website design. I am also very interested in nature and sometimes I take pictures and paint for fun. If you think that I would be a great fit for your team as a UI/UX designer, let's discuss more!

Let's Connect
leilakbarii@gmail.com

Projects About Me Resume

The mobile view of the "Zima" project card shows a can of Zima beer against a black background. Below the image is a "View" button.

Zima

Zima is a rebranding project designed for a website that sells flavored alcoholic beverages.

[View](#)

The mobile view of the "Hotel Room" project card shows a 3D rendering of a hotel room interior. Below the image is a "View" button.

Hotel Room

In this project, a 3D hotel room is designed with the help of cinema 4D software.

[View](#)

The mobile view of the "Let's Connect" section includes a "Let's Connect" button and her email address, "leilakbarii@gmail.com". At the bottom are navigation links for "Projects", "About Me", "Resume", and social media icons.

Let's Connect
leilakbarii@gmail.com

Projects About Me Resume

► High-fidelity layouts - Desktop

This high-fidelity desktop layout for Leila Akbari's website features a dark blue background with a subtle, abstract blue and white textured pattern. At the top left is a stylized logo consisting of a 'f' and an 'a'. On the right side is a three-line menu icon. The main content area on the left contains a large, bold 'Hello! I'm Leila Akbari' heading, followed by a paragraph about her experience as a UI/UX designer. Below this is a 'More About Me' button. To the right is a large, stylized line drawing of hands typing on a laptop keyboard. At the bottom, there's a 'Let's Connect' section with an email address, and a navigation bar with 'Projects', 'About Me', and 'Resume' links, along with social media icons for LinkedIn and Behance.

Hello!
I'm Leila Akbari

I'm a UI/UX designer based in London, Canada with experience in delivering end-to-end UX/UI design for software products. I'm passionate about improving the lives of others through design and I am constantly looking to learn new things every day.

More About Me

Let's Connect
leilakbarii@gmail.com

Projects About Me Resume

in b

This high-fidelity desktop layout for Kadot shows a website designed to sell clothes and accessories online. The layout includes a logo at the top left, a three-line menu icon on the right, and a central content area featuring a smartphone displaying the Kadot website. The website has a pink and white color scheme with sections for 'Welcome to Kadot', 'About Us', and 'Contact Us'. Below the phone is a 'Let's Connect' section with an email address, and a navigation bar with 'Projects', 'About Me', and 'Resume' links, along with social media icons for LinkedIn and Behance.

Kadot

Kadot is a website designed to sell clothes and accessories online.

View

Let's Connect
leilakbarii@gmail.com

Projects About Me Resume

in b

► High-fidelity layouts - Desktop

This high-fidelity desktop layout features a dark-themed header with a logo icon and a three-line menu icon. The main content area has a light gray background. On the left, there's a large image of a can of Zima beer, which is white with a pink base and a circular logo. To the left of the can is a dark callout box containing the word "Zima" in a large serif font, followed by a descriptive paragraph and a "View" button. On the right, there's a "Let's Connect" section with an email address and social media icons for LinkedIn and Behance. A navigation bar at the bottom includes links for "Projects", "About Me", and "Resume", along with the same social media icons.

This high-fidelity desktop layout follows a similar dark-themed structure. The main content area features a large image of a 3D-rendered hotel room interior, showing a bed with green and white bedding, a wooden headboard, and a nightstand with a lamp. To the left of the image is a dark callout box containing the title "Hotel Room" in a large serif font, followed by a descriptive paragraph and a "View" button. On the right, there's a "Let's Connect" section with an email address and social media icons. A navigation bar at the bottom includes links for "Projects", "About Me", and "Resume", along with the same social media icons.

➤ High-fidelity layouts - Desktop

Hello!
I'm Leila Akbari

I'm a UI/UX designer passionate about creating engaging, impactful product experiences. I have been immersed in the world of art and design for the past 10 years after receiving my diploma in graphic design and my bachelor's degree in textile design.

At the same time, I became very interested in being able to advance my art in the direction of the digital space, and this became the beginning for me to learn and work in the field of website design. I am also very interested in nature and sometimes I take pictures and paint for fun.

If you think that I would be a great fit for your team as a UI/UX designer, let's discuss more!

Let's Connect
leilakbarii@gmail.com

Projects About Me Resume

in b

[Portfolio XD Link](#)
[Click Here](#)