



➤ Portfolio Branding

Leila Akbari

Student Number: 1130889

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➔ 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 KRAUTFETT', 'VON Mutter', and 'Natur'. Below the primary logo is a 'PRIMARY LOGO' label. To the right of the secondary logo is a 'SUBMARK' label. On the left, there's a 'LOGOS' label. In the center, a large green rectangle contains the 'Maeli NATURE CARE' logo. To the right of this is a photograph of a hand holding a white bottle with a black cap, which has the Maeli logo on it. On the far left, a 'LOGO BG' label is next to a small version of the primary logo. At the bottom left is a 'COLOR PALETTE' section with five color swatches: HACCI BUTTE (dark red), KOHLE (black), ALOE VERA (green), KOMÖDÖL (light grey), and SAND (tan). The bottom right features a 'TAN - PEARL' label. The very bottom of the board has a dark grey bar with the word 'BUTTON' in white, and the text 'BASIC SANS LIGHT' appears twice on the right side.

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
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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.

The image displays a 4x2 grid of cards, each featuring a unique design and text. The cards are arranged as follows:

- Card 1 (Top Left):** A card titled "Our Story" featuring a large image of a plant.
- Card 2 (Top Right):** A card titled "A glorious page from our timeline" showing a timeline with four images and their corresponding dates: 2011, 2012, 2013, and 2014.
- Card 3 (Second Row, Left):** A card titled "Identity" showing a color palette of brown, tan, grey, and white, with "Identity" and "Design" written below it.
- Card 4 (Second Row, Right):** A card titled "Simple Concept" featuring a photograph of a person sitting at a desk.
- Card 5 (Third Row, Left):** A card titled "Services" showing a photograph of a person from behind, wearing a white dress.
- Card 6 (Third Row, Right):** A card titled "Result" showing a photograph of a window with light streaming through.
- Card 7 (Fourth Row, Left):** A card titled "Value" featuring a photograph of a woman's face and the text "Simple", "Powerful", "Stylish", "Dignity".
- Card 8 (Fourth Row, Right):** A card titled "Clients" showing a photograph of a man and the text "M studio", "AP Agency", "Creative Company", "S Company", "H Company", "A Display Company".

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 shirt; 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

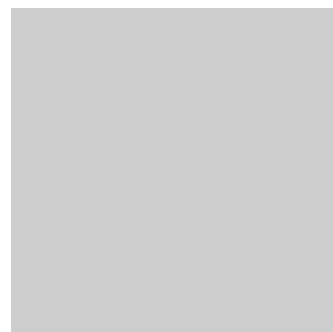
➤ Color Scheme Option



#030422



#A39E93

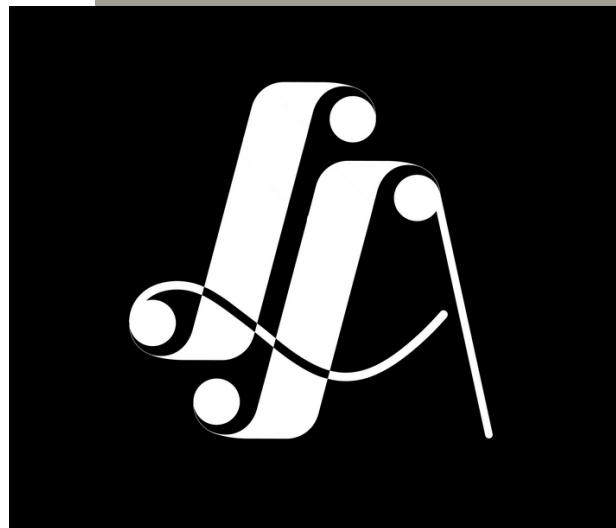
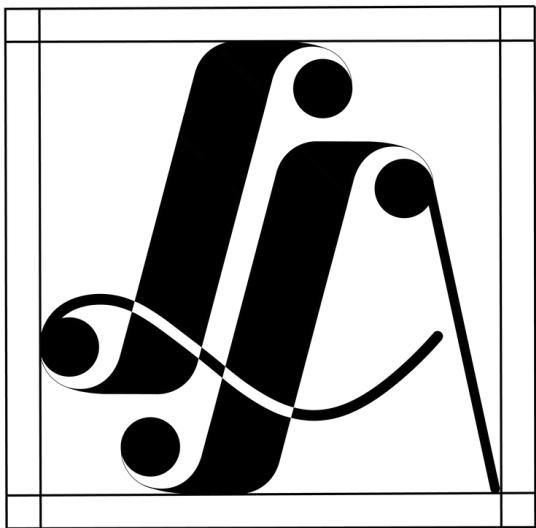


#CECDCD

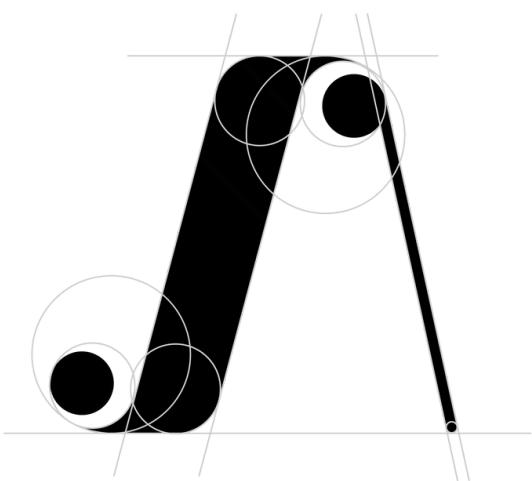


#474B64

➤ logo design



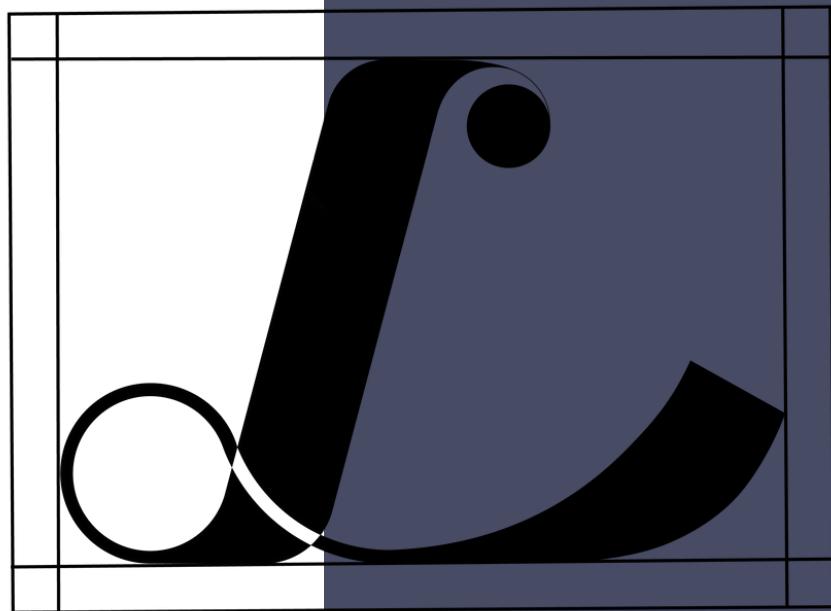
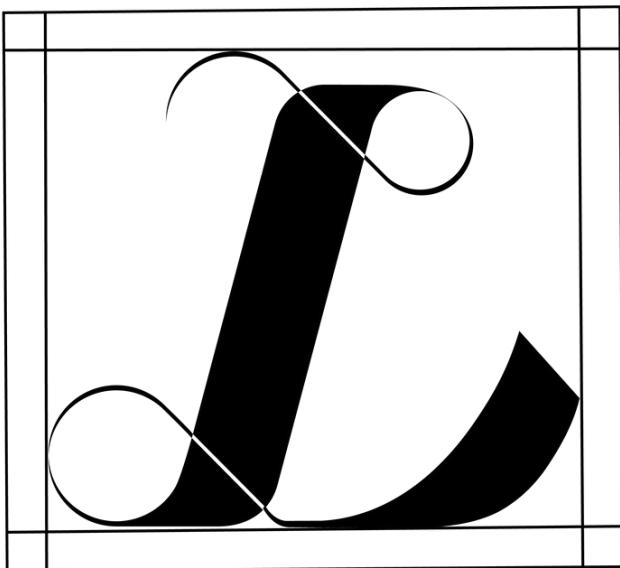
Leila Akbari



L + A = LA

J + J = JJ

➤ logo design





➤ **Inspirational Portfolio Samples**

Siriveena
product designer

Vandana Pai
senior product designer

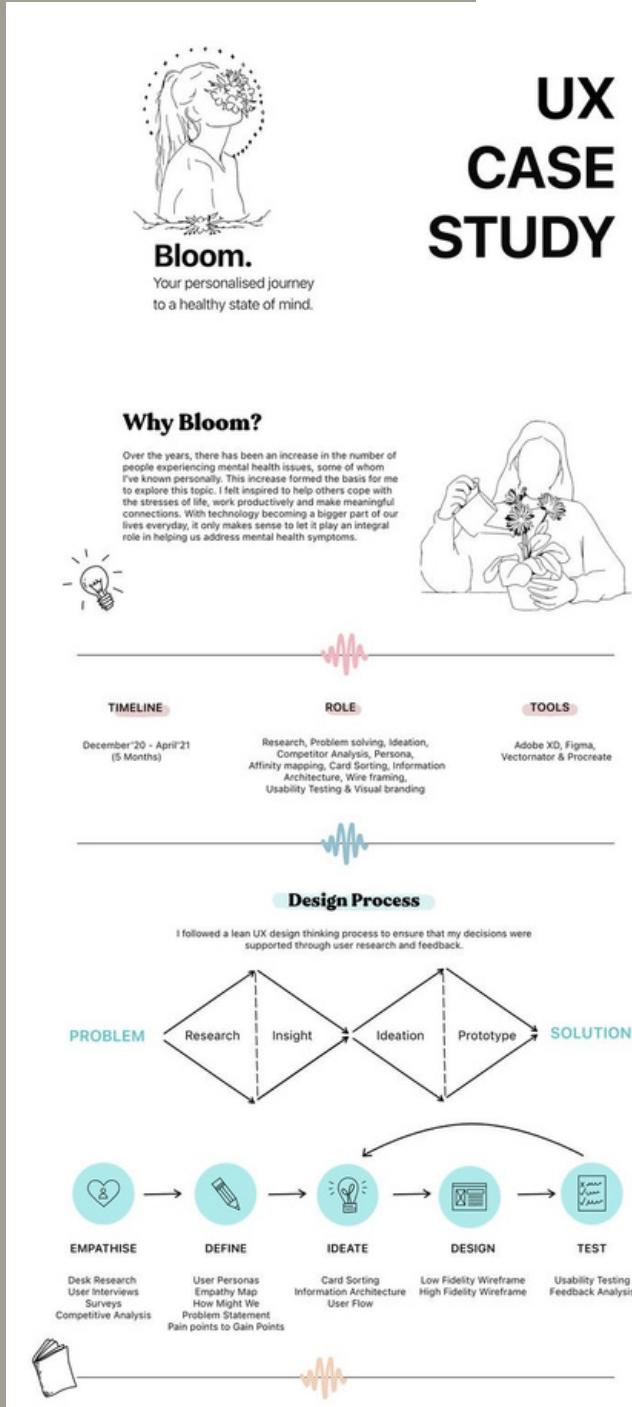
ALEKSI TAPPURA
Product Designer

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 would like 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

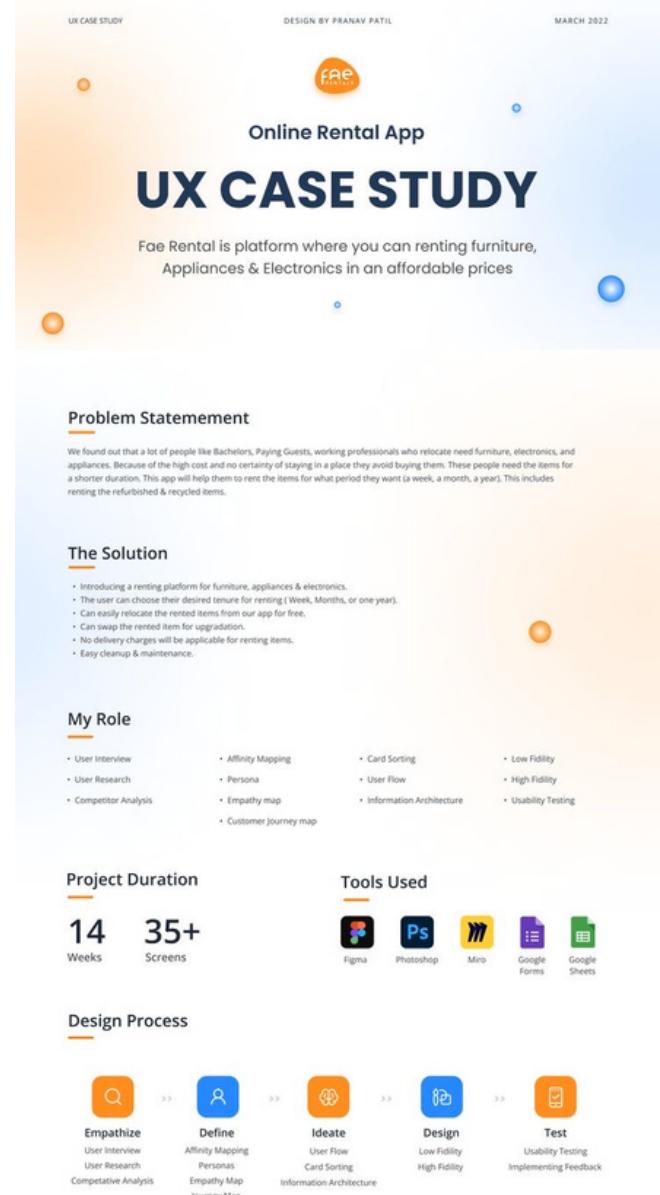
Design Process

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

PROBLEM → **SOLUTION**

EMPATHISE → **DEFINE** → **IDEATE** → **DESIGN** → **TEST**

Desk Research, User Interviews, Surveys, Competitive Analysis → User Personas, Empathy Map, How Might We, Problem Statement, Pain points to Gain Points → Card Sorting, Information Architecture, User Flow → Low Fidelity Wireframe, High Fidelity Wireframe → 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

Figma, Photoshop, Miro, Google Forms, Google Sheets

Design Process

Empathize	Define	Ideate	Design	Test
User Interview User Research Competitive Analysis	User Personas Empathy Map How Might We Problem Statement Pain points to Gain Points	Card Sorting Information Architecture User Flow	Low Fidelity Wireframe High Fidelity Wireframe	Usability Testing Feedback Analysis
User Interview User Research Competitive Analysis	User Personas Empathy Map How Might We Problem Statement Pain points to Gain Points	Card Sorting Information Architecture User Flow	Low Fidelity High Fidelity	Implementing Feedback

➤ **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

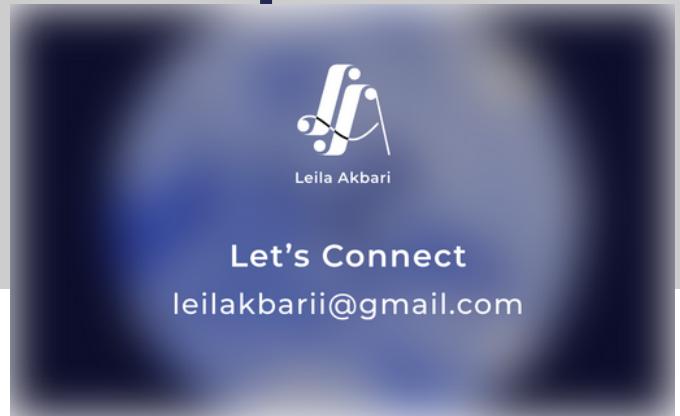
5. UI/UX Designer Portfolio Showreel - YouTube

6. UI/UX Designer Showreel - YouTube

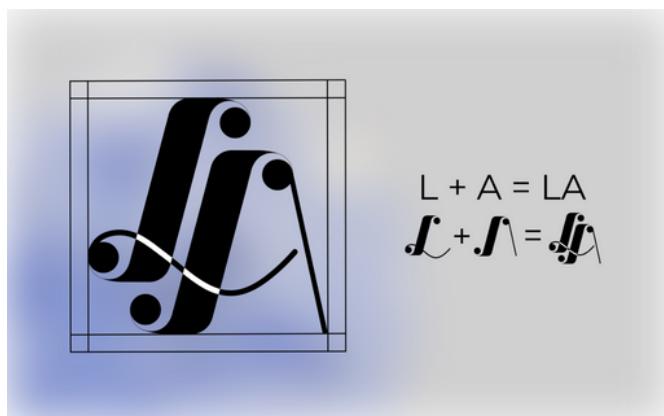
➤ 6 Style-Frames for demo reels



1.



4.



2.



5.



3.



6.

➤ High-fidelity layouts - Mobile

Leila Akbari's mobile portfolio website features a dark background with a textured, abstract header image. The 'About Me' section includes a circular profile picture of Leila, her name, and a brief bio about her passion for UI/UX design and art. Below this, there's a project card for 'Kadot' showing a smartphone displaying a clothing store website.

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](#)

Zima

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

[View](#)

Hotel Room

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

[View](#)

Let's Connect
leillakbari@gmail.com

Projects About Me Resume

The mobile view of Leila Akbari's website shows a larger version of the 'About Me' section. It includes her profile picture, name, bio, and a detailed paragraph about her passion for art and design. It also features a 'Let's Connect' section with her email address 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
leillakbari@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, there 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, there is a large, stylized line drawing of a hand typing on a laptop keyboard. At the bottom, there is a 'Let's Connect' section with an email address and 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](#) [be](#)

This high-fidelity desktop layout for Kadot shows a website designed to sell clothes and accessories online. The layout includes a header with a logo and a three-line menu icon. The main content area features a large 'Kadot' heading, a brief description of the website's purpose, and a 'View' button. To the right, there is a large image showing a tablet displaying the Kadot website, which has a pink and white color scheme. At the bottom, there is a 'Let's Connect' section with an email address and 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](#) [be](#)

► 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 call-to-action button labeled "View". Above the can, the word "Zima" is displayed in a large, serif font. Below it is a brief description: "Zima is a rebranding project designed for a website that sells flavored alcoholic beverages." At the bottom of the main content area is a white footer bar containing links for "Projects", "About Me", and "Resume", along with social media icons for LinkedIn and Behance.

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 3D rendering of a hotel room interior, showing a bed with white and green bedding, a wooden headboard, and a nightstand with a lamp. To the left of the image is a dark call-to-action button labeled "View". Above the image, the words "Hotel Room" are displayed in a large, serif font. Below it is a brief description: "In this project, a 3D hotel room is designed with the help of cinema 4D software." At the bottom of the main content area is a white footer bar containing links for "Projects", "About Me", and "Resume", along with social media icons for LinkedIn and Behance.

► 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.

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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](#)

➤ High-fidelity layouts - Desktop

This is the second version.

By any chance if I couldn't do the other version because of the complicated coding parts.

The layout features a dark blue header with a white logo on the left and a three-line menu icon on the right. Below the header, a large image of a hand holding a laptop with a blue abstract painting on its screen is centered. To the left of the laptop, the text "Hello! I'm Leila Akbari" is displayed, followed by a paragraph about her background as a UI/UX designer. A "More About Me" button is at the bottom. On the right, there's a circular profile picture of Leila. Below the profile picture, there's a larger text block detailing her passion for design and her interest in nature and painting. At the bottom, there's a "Let's Connect" section with an email address, and navigation links for "Projects", "About Me", and "Resume".

This version of the layout is similar to the one above but includes a "Kadot" project card on the left side. The Kadot card features a title, a brief description, and a "View" button. The main content area contains the "Hello! I'm Leila Akbari" section, the "About Me" text, and the "Let's Connect" section. The navigation links at the bottom are also present.