

Portfolio

Niloofar Hajheidari



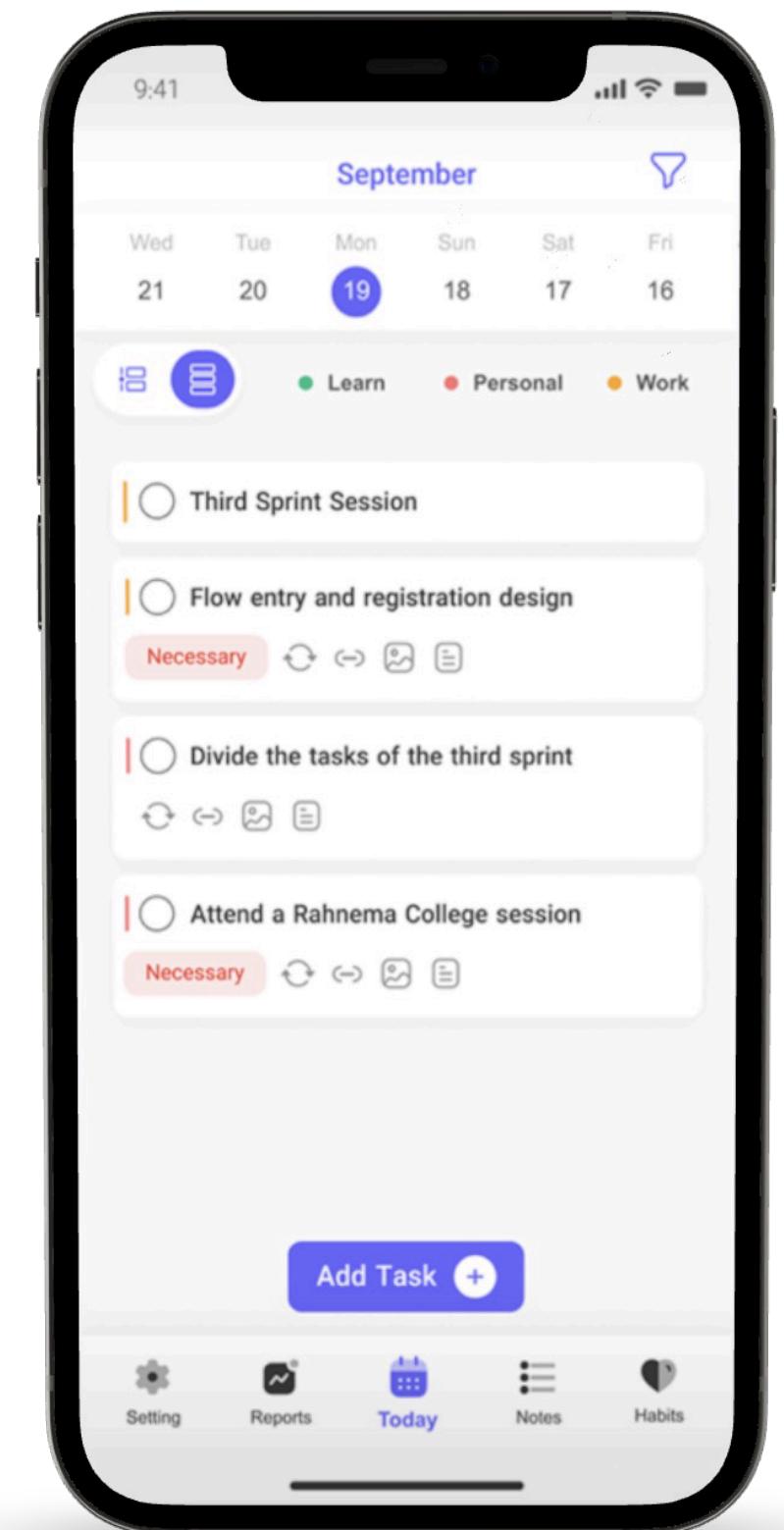
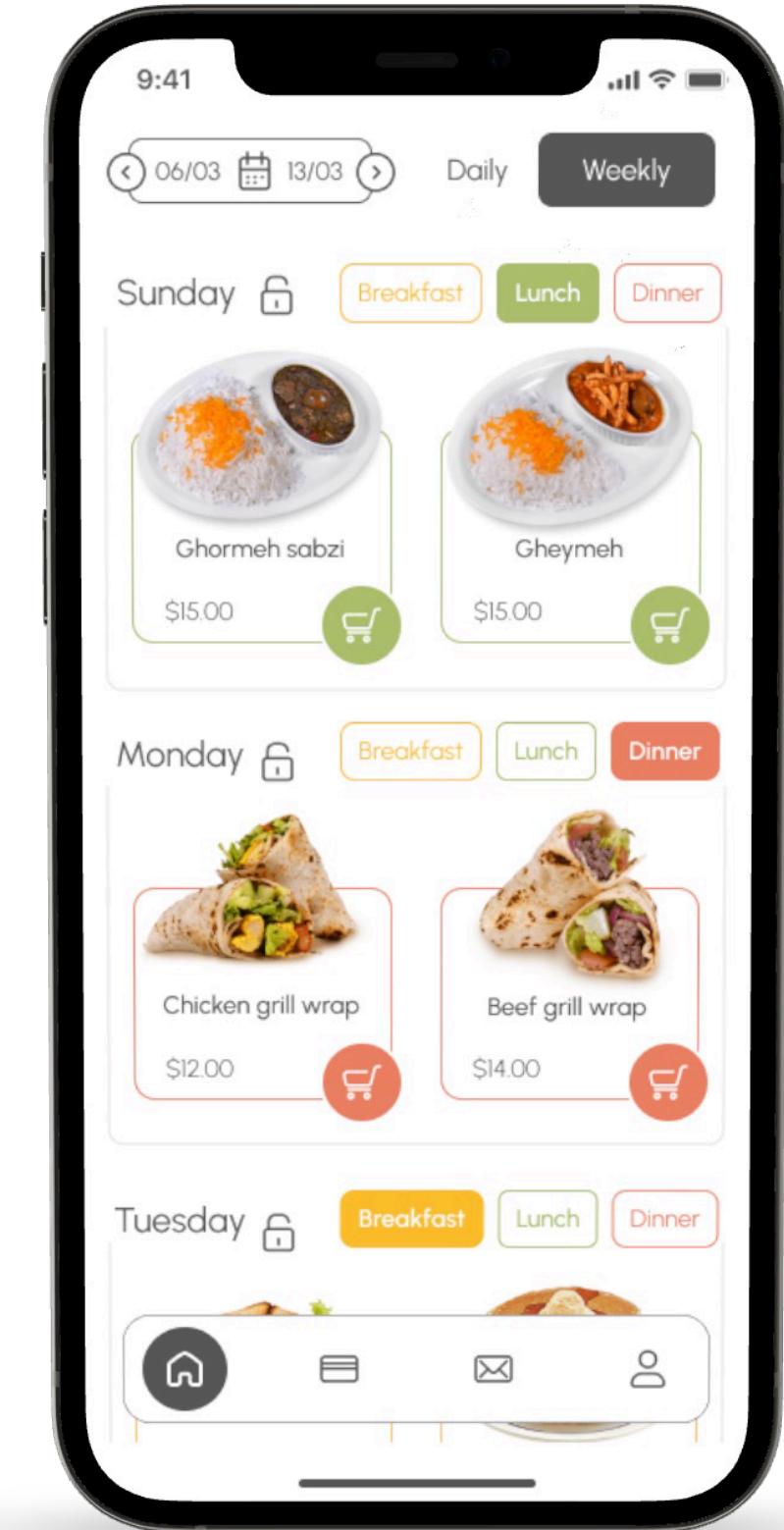
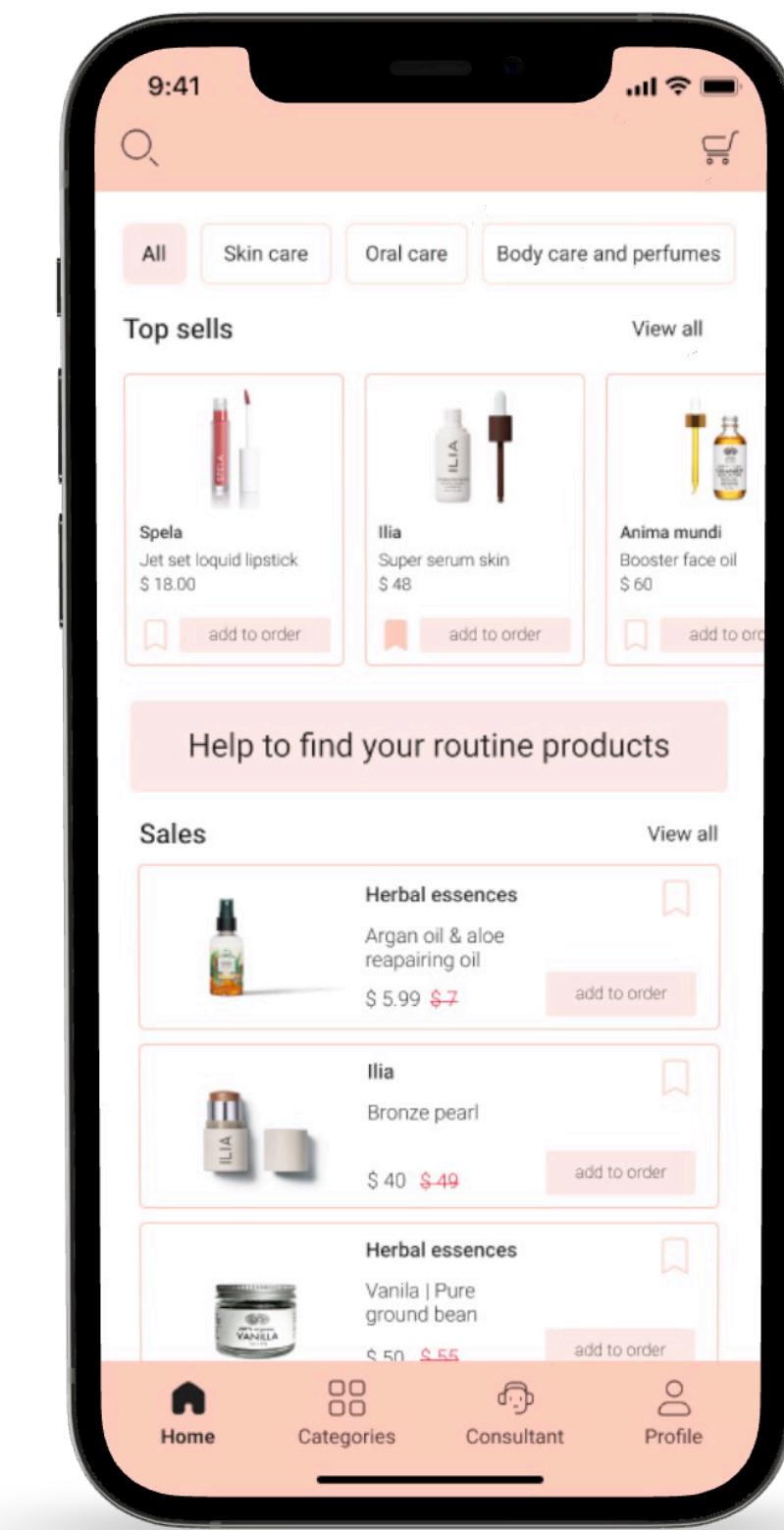
About me

I am a UI/UX Designer who bridges the gap between aesthetic design and human behavior. With a background in Visual Communication and an MSc in Communication Science, I combine creativity with data-driven insights to build intuitive products. From designing medical device interfaces at Twente Medical Optics to leading research-heavy startup projects at Narvan, I specialize in transforming complex user needs into functional, high-impact digital experiences.

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Projects



HAPI

My Med-Tech device interface design experience.

Bezak

My application user experience and user interface designs.

Shilan

HAPI

The Project

HAPI is a medical scanner, and precision and regulations are everything in Med-Tech. My job was to turn complex technical requirements into something that is convenient for doctors in a fast-paced clinical setting.

The Outcome

I delivered a set of validated Hi-Fi prototypes which served as a solid blueprint for the final development of the scanner's interface.



Research & Compliance

Medical Regulations Analysis & Competitive Audit

- Researched medical industry standards.
- Included all regulatory requirements in the design.

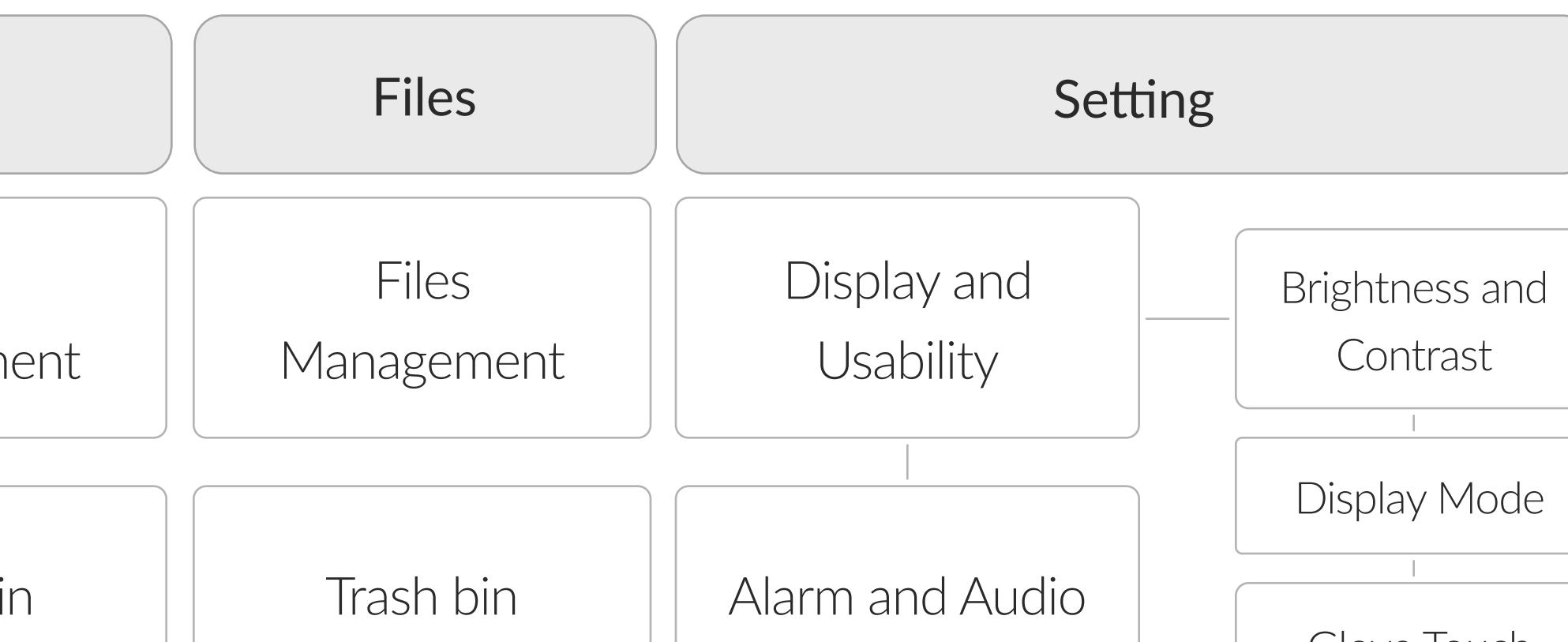
Usability Study Review

- Reviewed prior tests and interviews to find workflow issues.
- Identified frictions in existing workflows.
- Prioritized solutions for key user pain-points.

Information Architecture

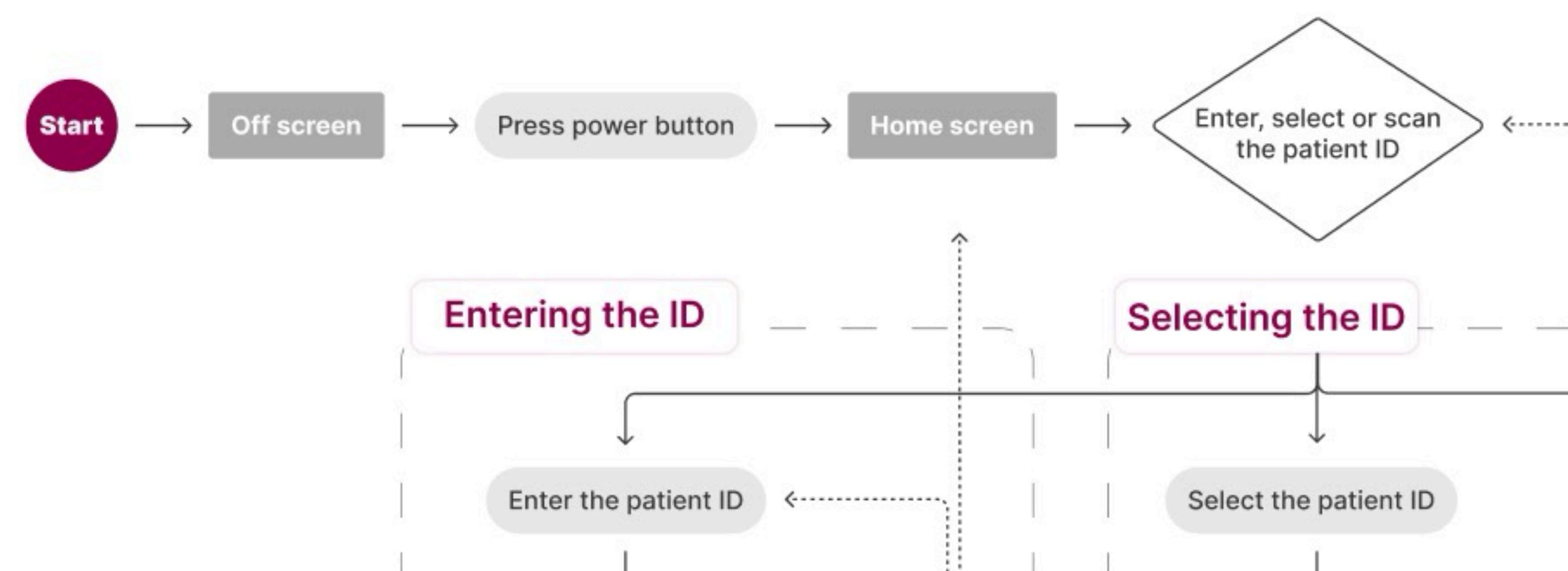
Card Sorting

Organized features and pages into a logical navigation structure.



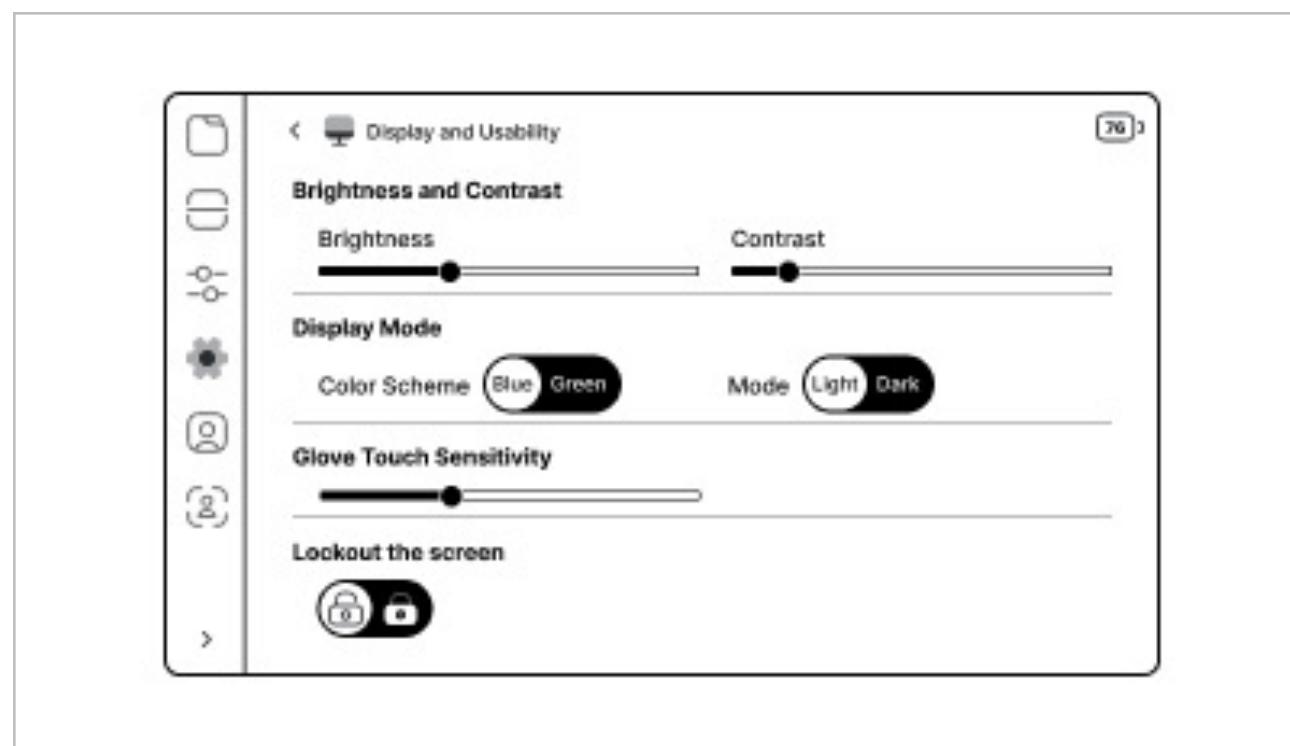
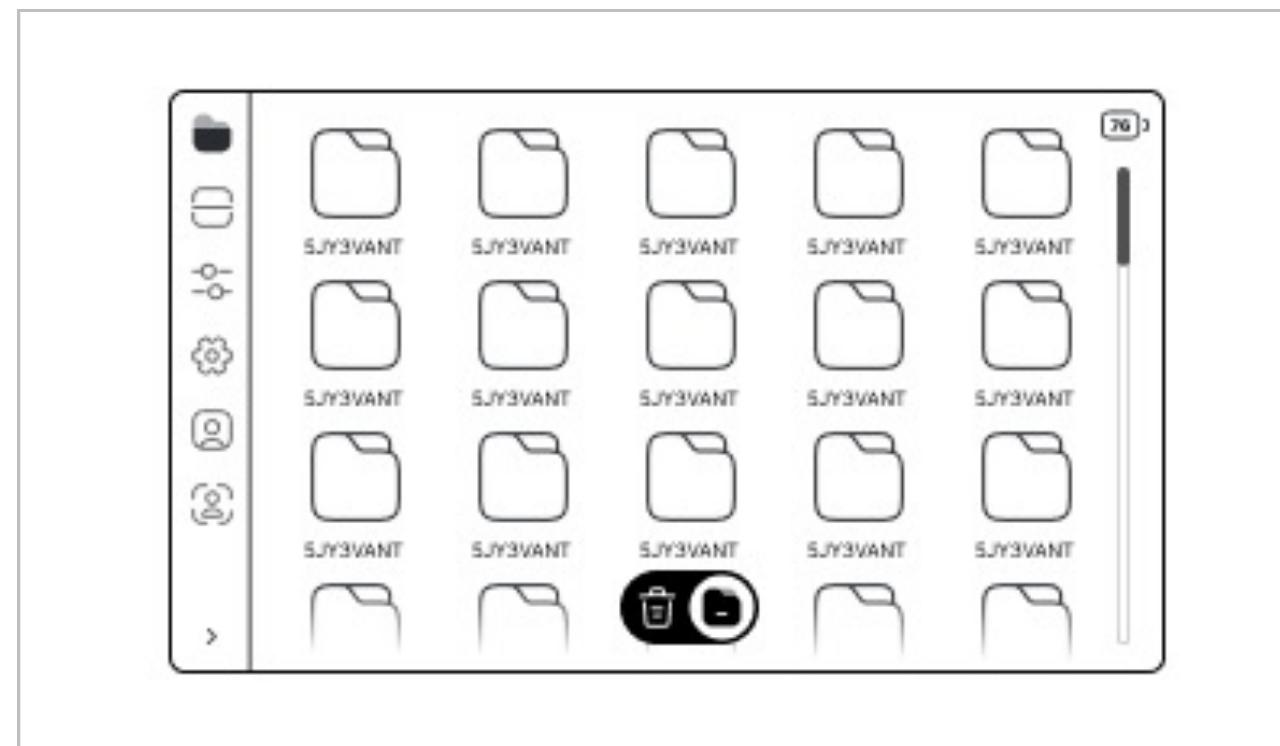
Task Flow Mapping

Mapped user steps to identify frictions and optimize the scanning workflow.



Iterative Design

Lo-Fi Prototype

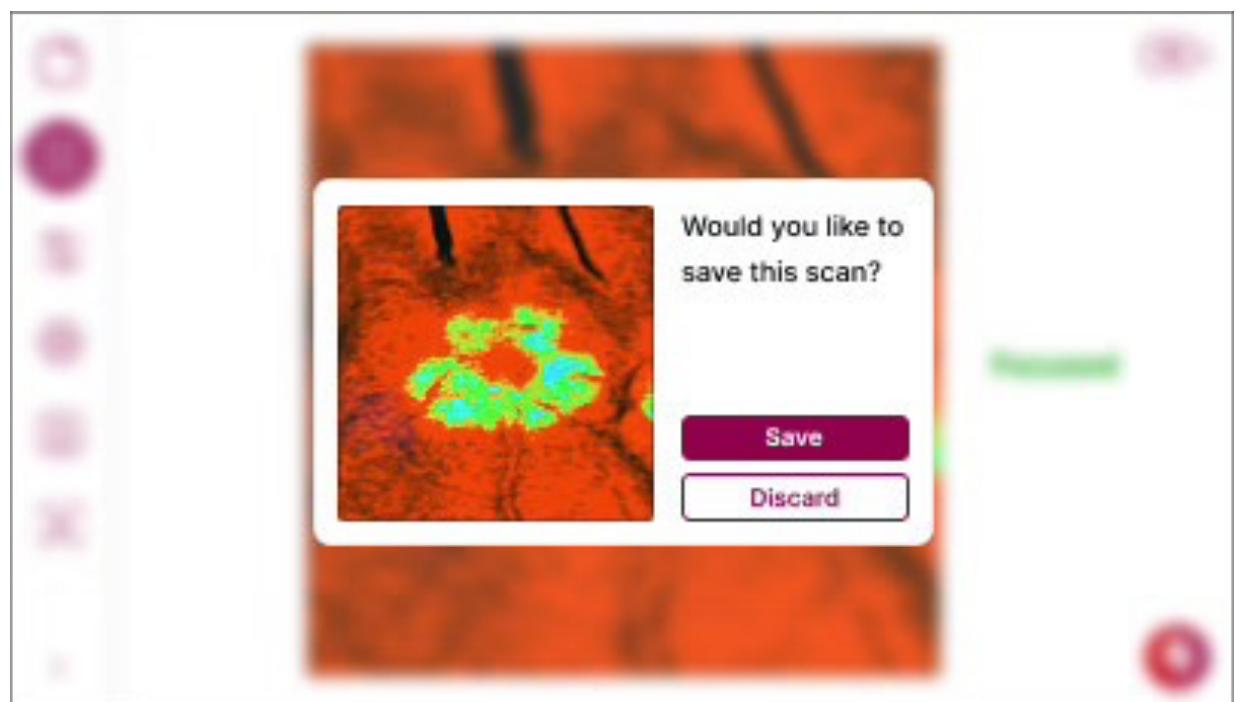


Stakeholder Review

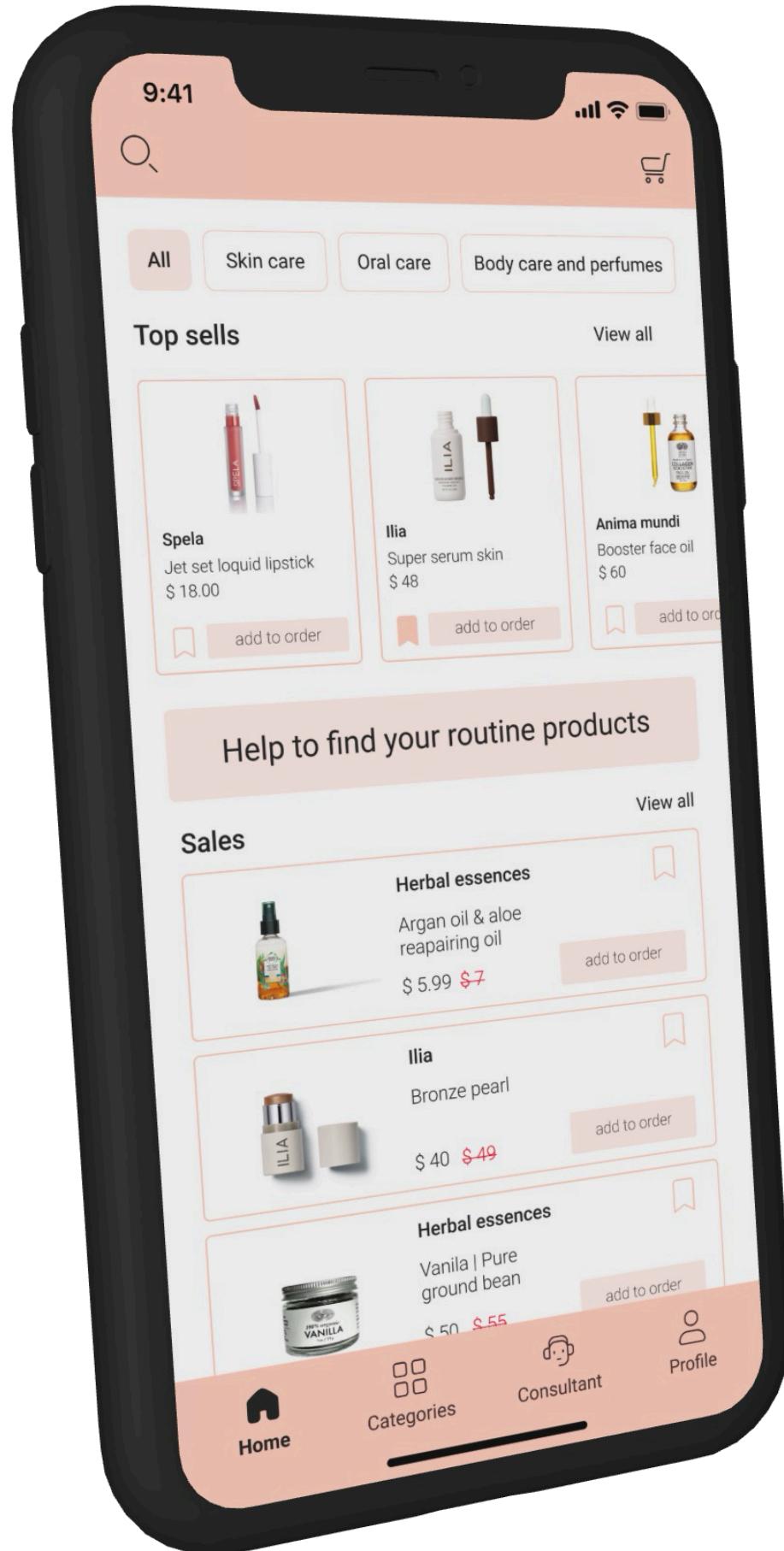
1. Built Lo-Fi prototypes to find frictions early.
2. Fixed flow issues through iterative testing.
3. Validated all features for a seamless experience.

Iterative Design

Hi-Fi Prototype



Bezak



Overview

"Bezak" is an esteemed online retailer which focuses on offering a wide range of cosmetics and skincare products.

The Problem

Busy individuals value their skin and cosmetic needs, but struggle to find time for extensive product research.

The Goal

To create a user-friendly app that helps people quickly discover and organize a skincare routine tailored to their specific skin type.

Understanding The User

User Research

- Conducted interviews and research to understand the application.
- Identified time and consultant needs as the main pain-points.

Competitive Audit

Reviewed gaps to work on based on competitive audit:

- Expert advice before buying
- Helping the user to buy and use the product easily
- Smooth user flow

Persona

Gandom 	Age: 25 Education: Master's degree Hometown: Tehran Family: Father and mother Occupation: Graphic designer
Problem statement: Gandom is a diligent professional woman seeking expedited assistance in researching cosmetic and skincare products, as she is urgently striving to identify and procure her ideal	

User Journey Map

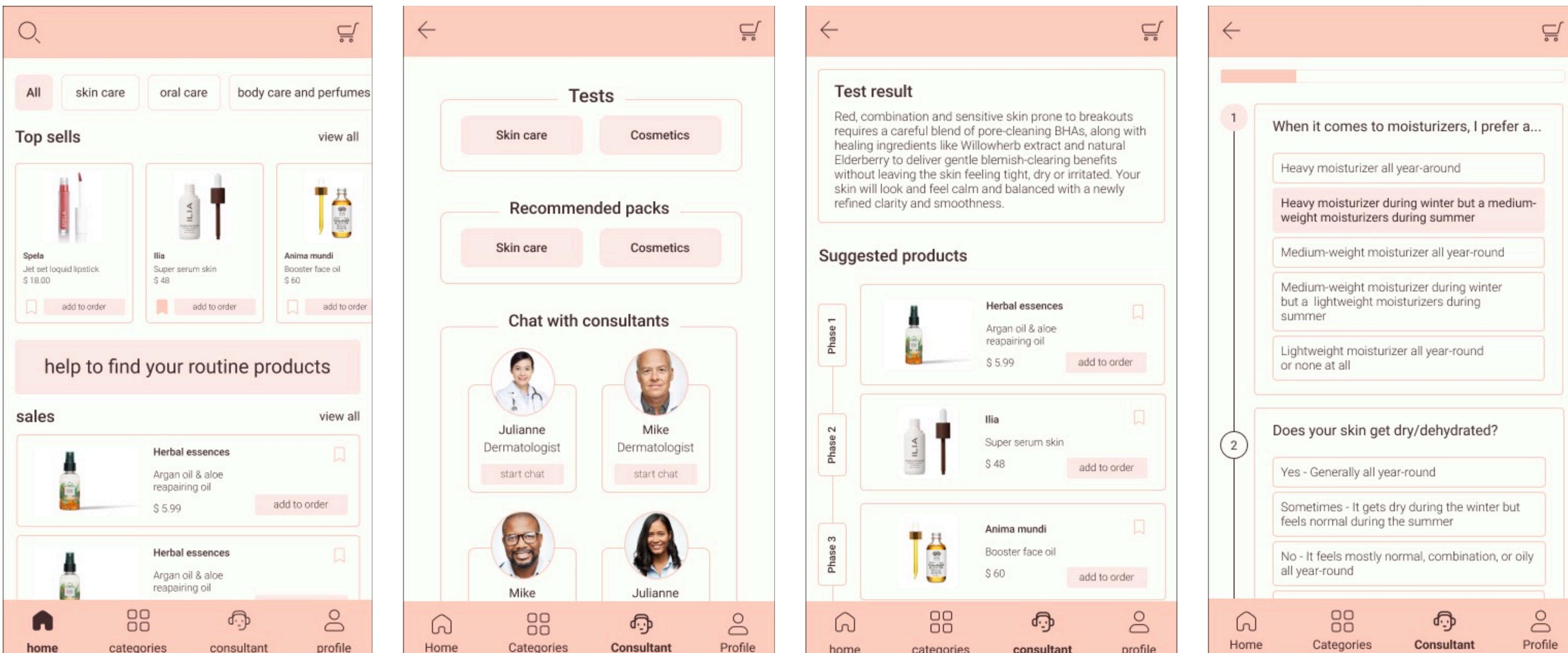
Action	Skin problem cause	Select product	Do some research
Task list	A. Find out what is the problem B. Read about what could have caused it	A. Find ways of treatment B. Choose the product she needs	A. Read about different brands B. Compare between brands C. Read others comments
Confused about product	How to select	Customer support	Feedback loop

Starting The UI Design

Lo-Fi Prototype



Hi-Fi Prototype



Refining The Design

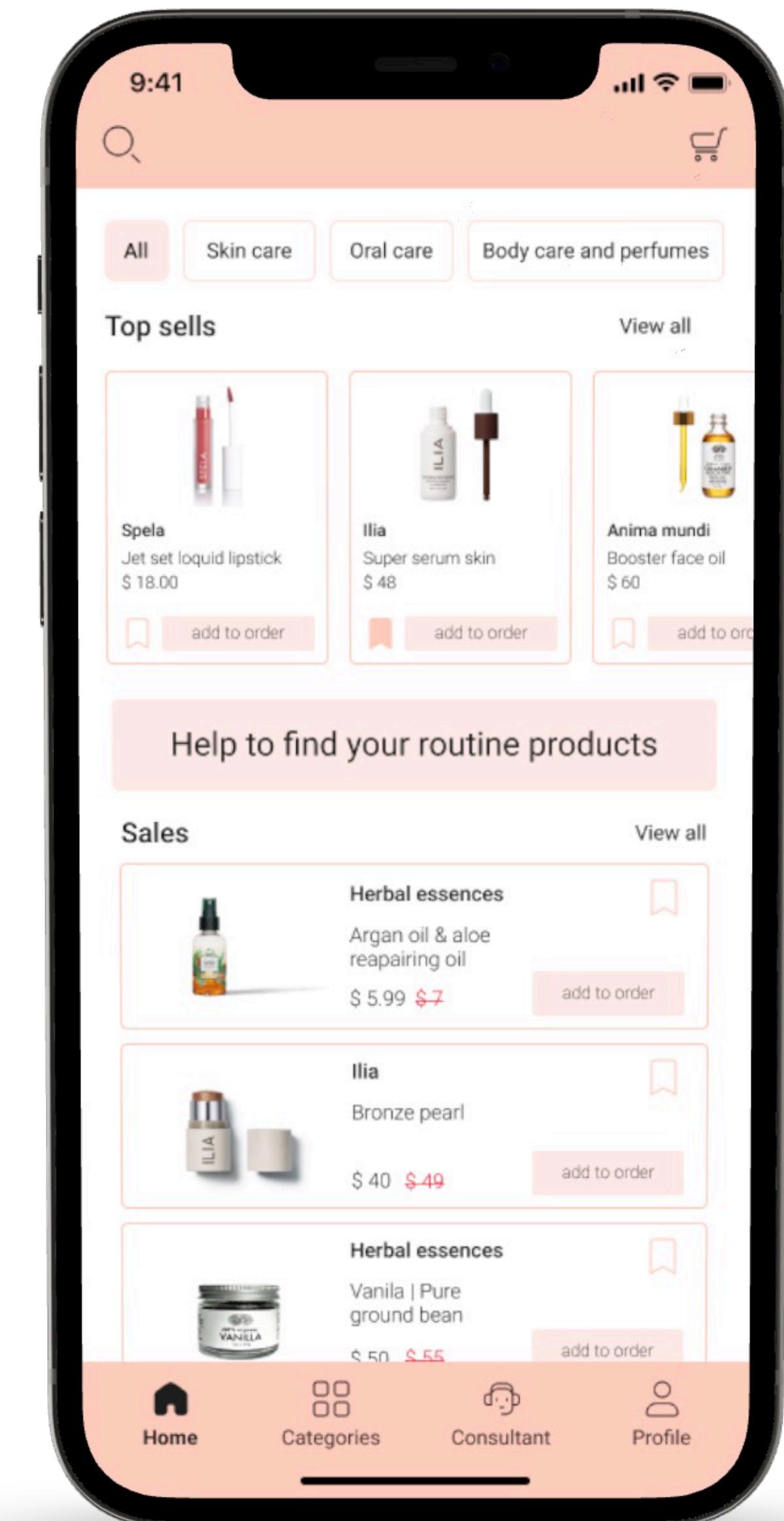
Usability Studies

Findings

1. Scrolling in the result page isn't clear for all users
2. Some users got confused about choosing
“Consultant” or “help to find your routine product”
3. The app is helpful for most people, but some of them need more details about tests and products.

Accessibility Considerations

1. Using bold titles and different types of cards to help users feel the difference between the page information
2. Use lines and colorful circles to show the test process.



Shilan

Overview

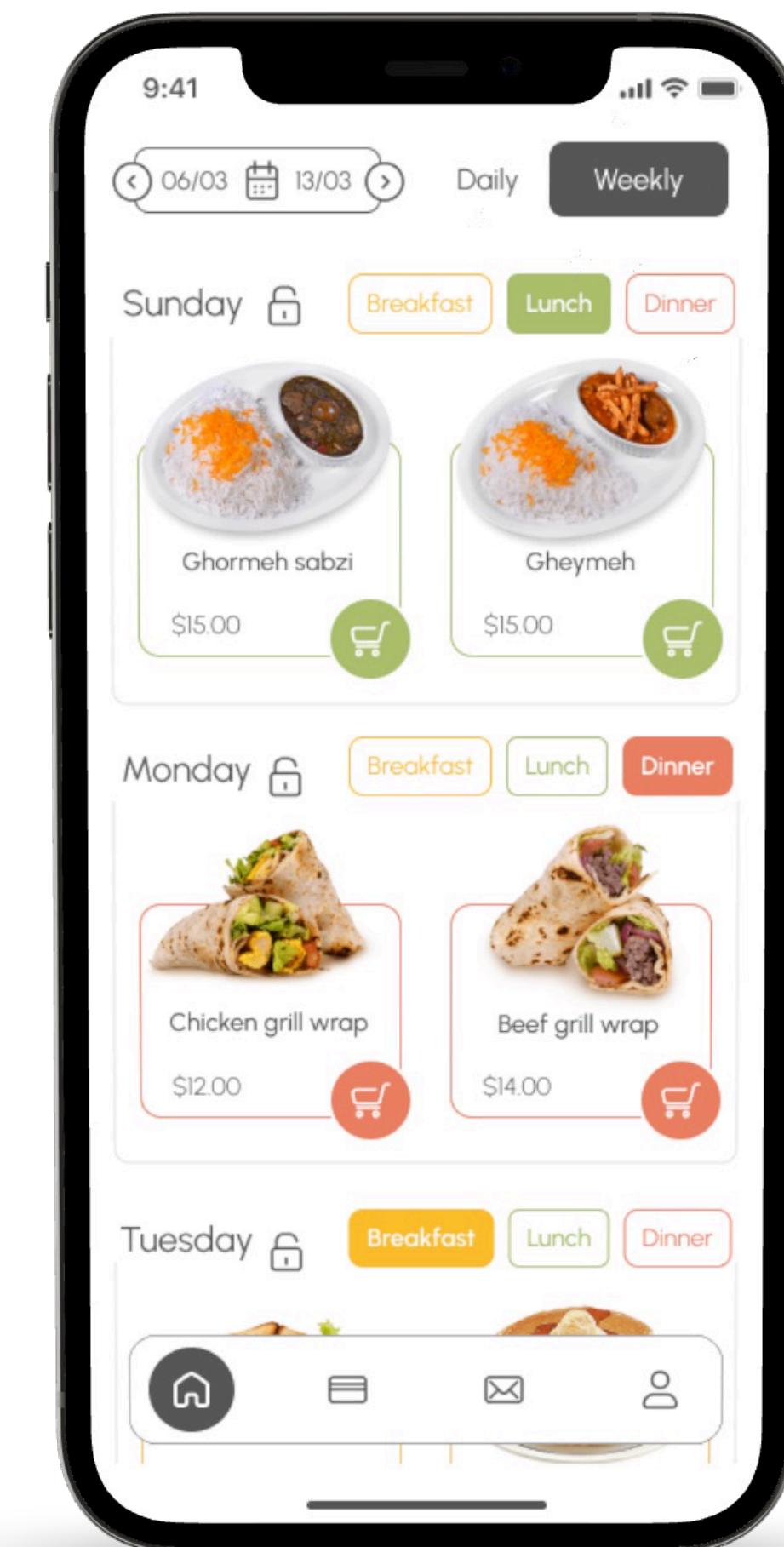
"Shilan" is a specialized application aimed at streamlining meal reservations for companies and universities on a daily or weekly basis. The design process of the application is rooted in design thinking principles.

The Problem

Many students and employees need to reserve meals daily, but workplaces often lack a dedicated system. Even when tools exist, they are often difficult to use and overlook the user experience.

The Goal

To develop a user-friendly application that simplifies food reservations, making the process quick and seamless for everyone involved.



Research

Interview Summary

- Researched user needs and common issues with existing apps.
- Analyzed how current reservation systems function.
- Interviewed 16 students and employees for direct feedback.

Pain-Points

- Identified user pain-points through interviews and research.
- Used an affinity diagram to categorize issues into product, financial, support, and process.
- Classified findings to streamline the ideation phase.
- Eisenhower Matrix were used to prioritize problems.

Persona

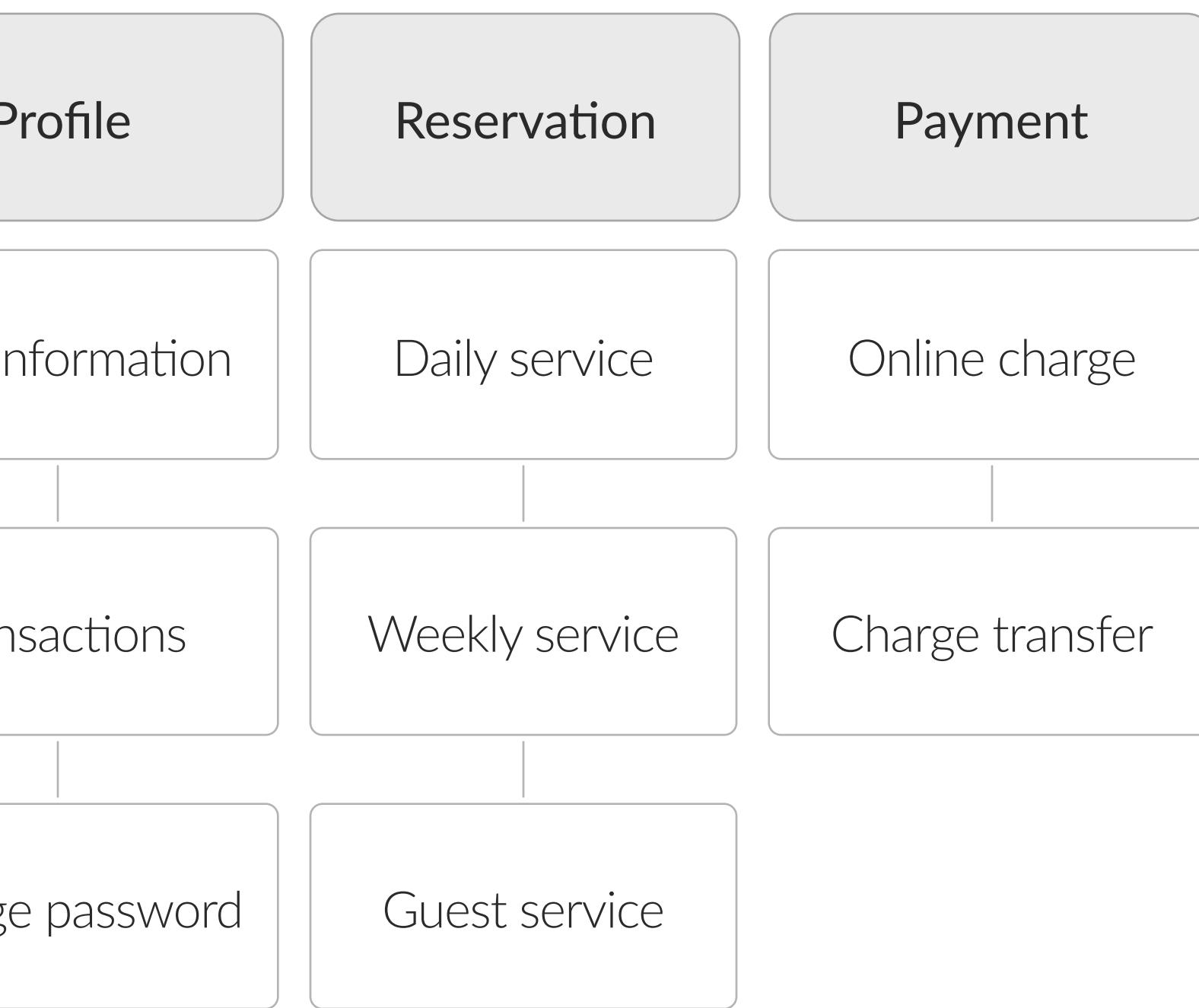
Nasim 21 years old University student Tehran Single	
Pain points and frustrations: 1- Challenging food reservation process. 2- Lack of information	

User Journey Map

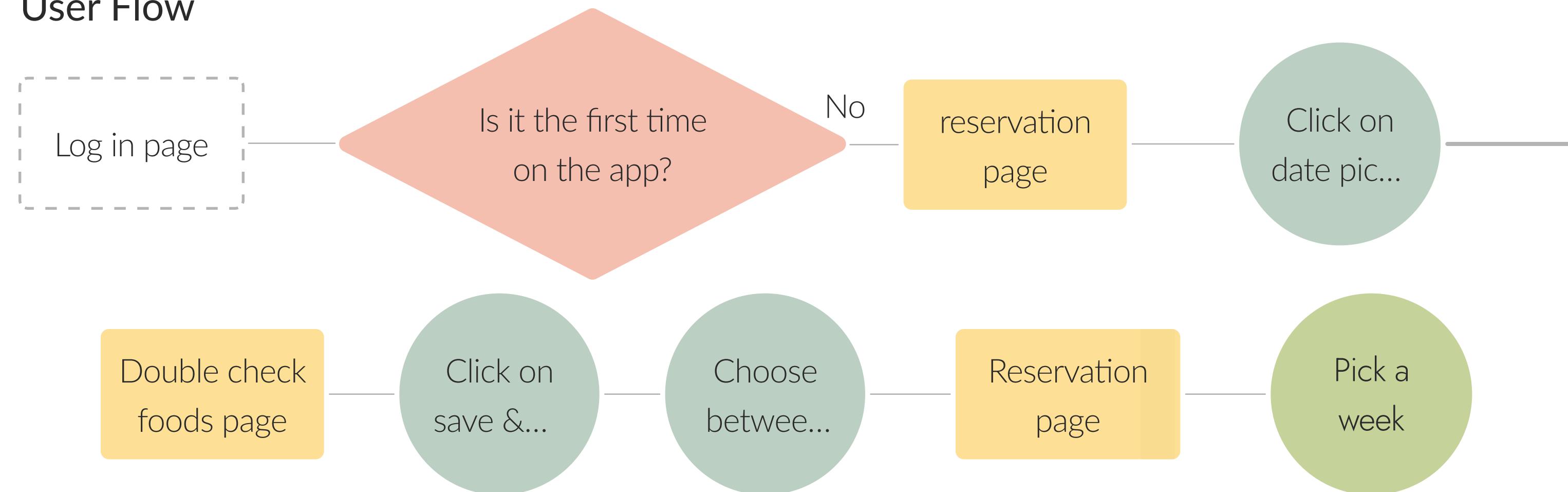
Action	Notifying about a reservation	Logging into a reservation app or website	Choosing the meals	Pa
Task list	A. Check notifications from the university or workplace. B. Take action to make a reservation or set a reminder. C. Send messages to friends.	A. Selecting the appropriate program or website. B. Entering user information and logging into the website." C. Make payment	a. Choose a desired date. b. Check the photo and the list of foods. c. Check the comments. d. Choose a meal.	a. Confirm reservation. b. Confirm and accept website. c. Make payment

Ideate

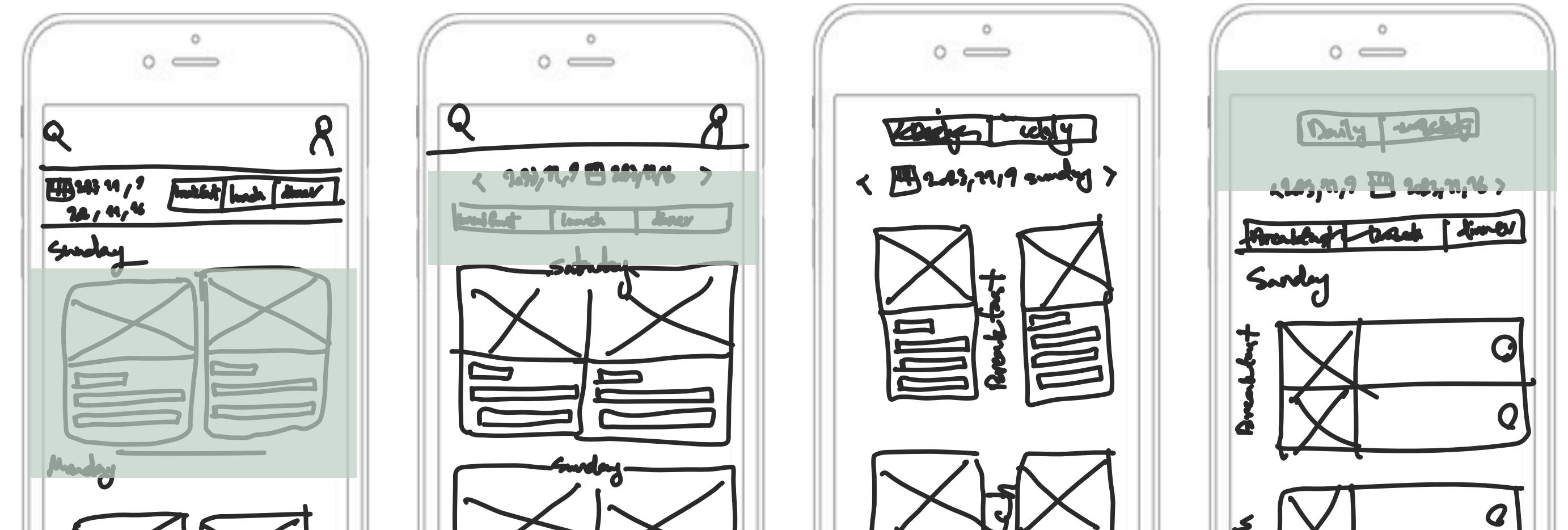
Card Sorting



User Flow

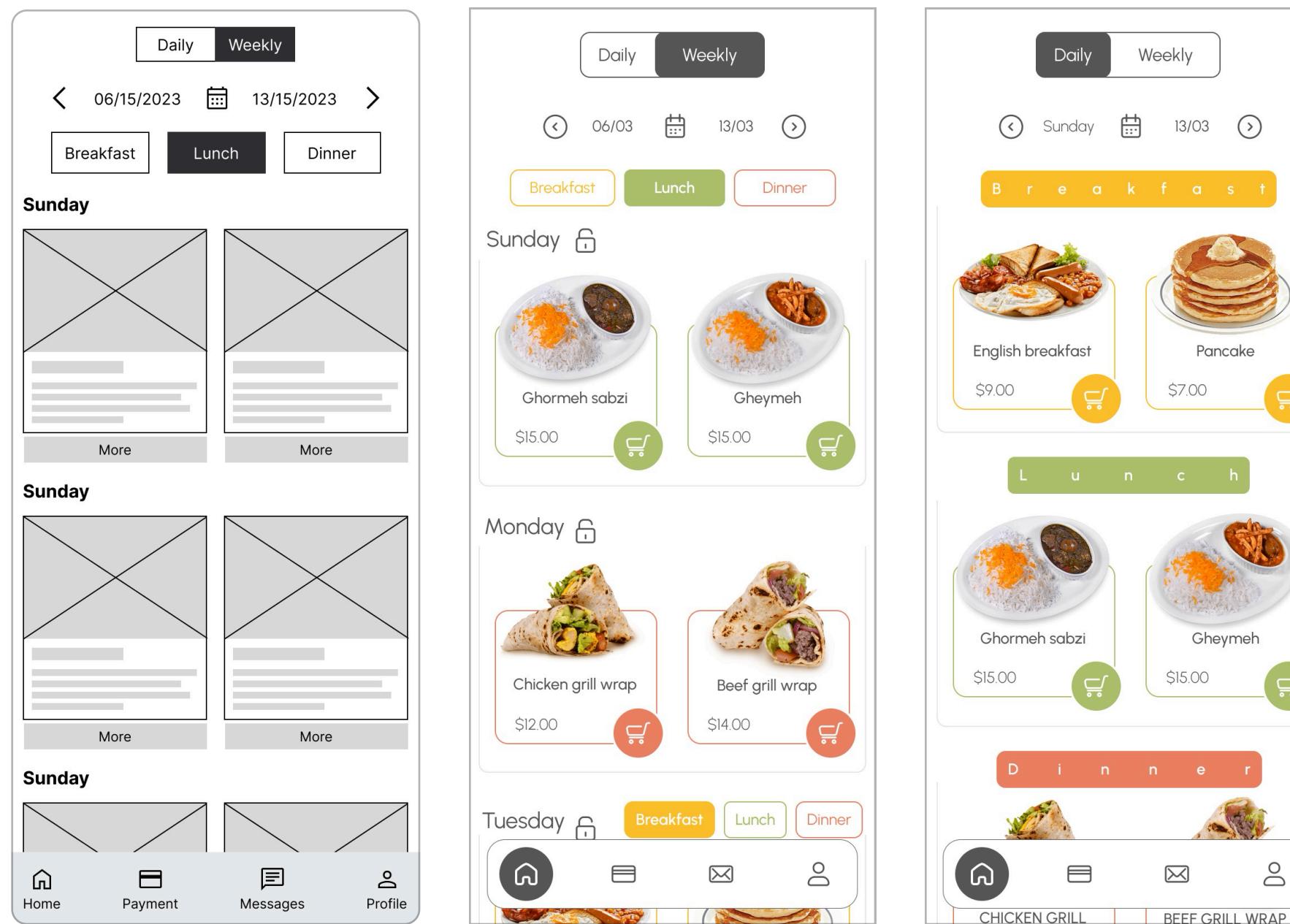


Wireframe



Prototype & Test

Prototype



Redesign

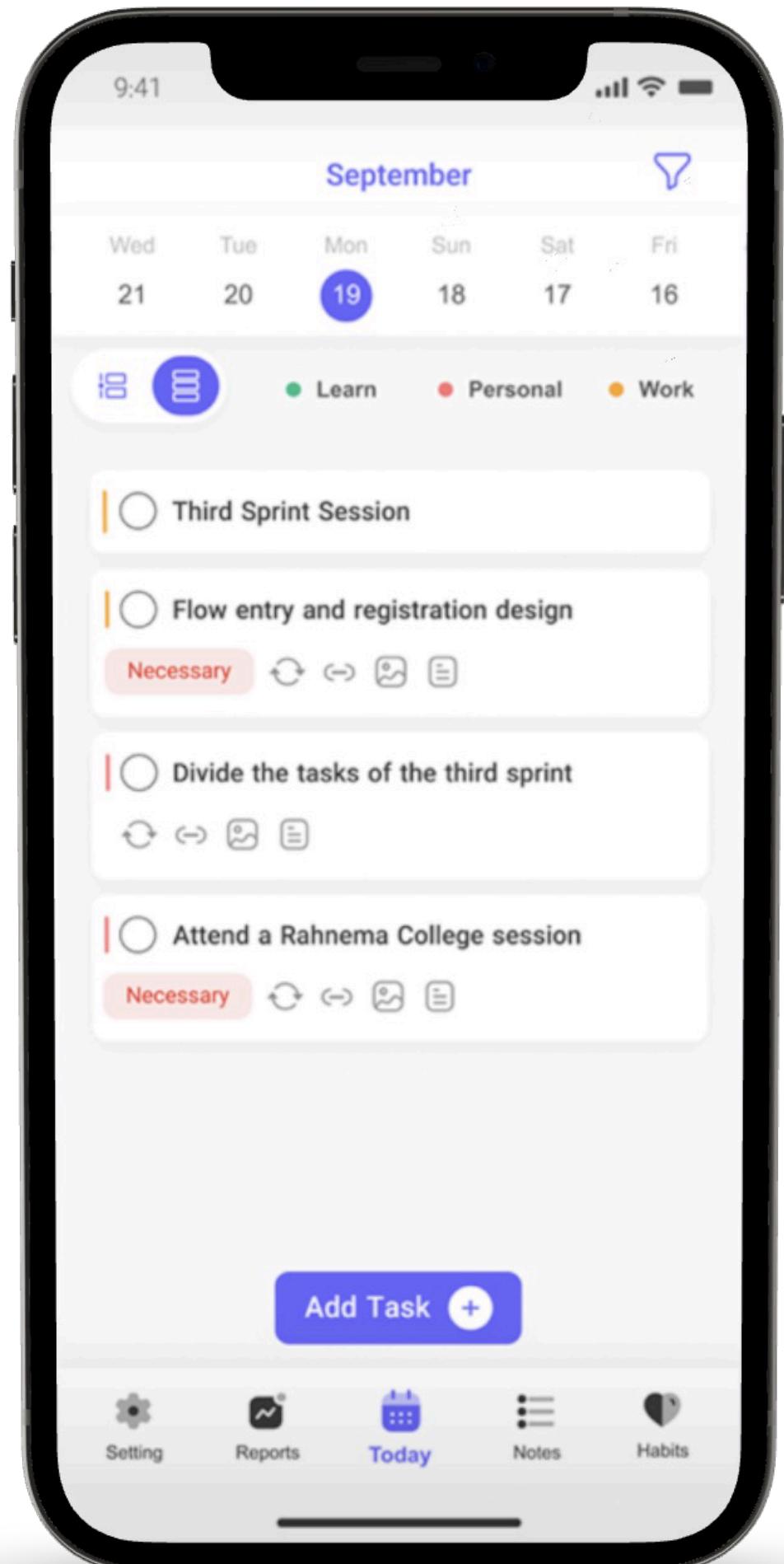


Test

- Tested accessibility and gaze patterns on the main screen.
- Redesigned sections of the app based on the test results.

Test result

Kaman



Overview

"Kaman" is a user-friendly mobile application aimed at enhancing planning capabilities and boosting personal productivity in the context of remote work.

The Problem

Remote working during the pandemic led to a noticeable drop in employee productivity for many companies.

The Goal

Remote working during the pandemic led to a noticeable drop in employee productivity for many companies.

Define

Qualitative & Quantitative Research

- Mixed-Method Research: Interviewed 9 users and surveyed 50 others to understand remote work challenges.
- Key Insights: Identified that maintaining work-life balance and staying focused are the primary struggles for remote employees.
- Prioritization: Used an Eisenhower Matrix to categorize problems by urgency and necessity, identifying three main issues to solve.

Personas

Soheil

27 years old
Full-time employee
Single

Goals

Time and task management Fix mental anxiety.



Samira

22 years old
Part-time employee
Single

Goals

Ability to make balance between work/life/university



Ideate & Design

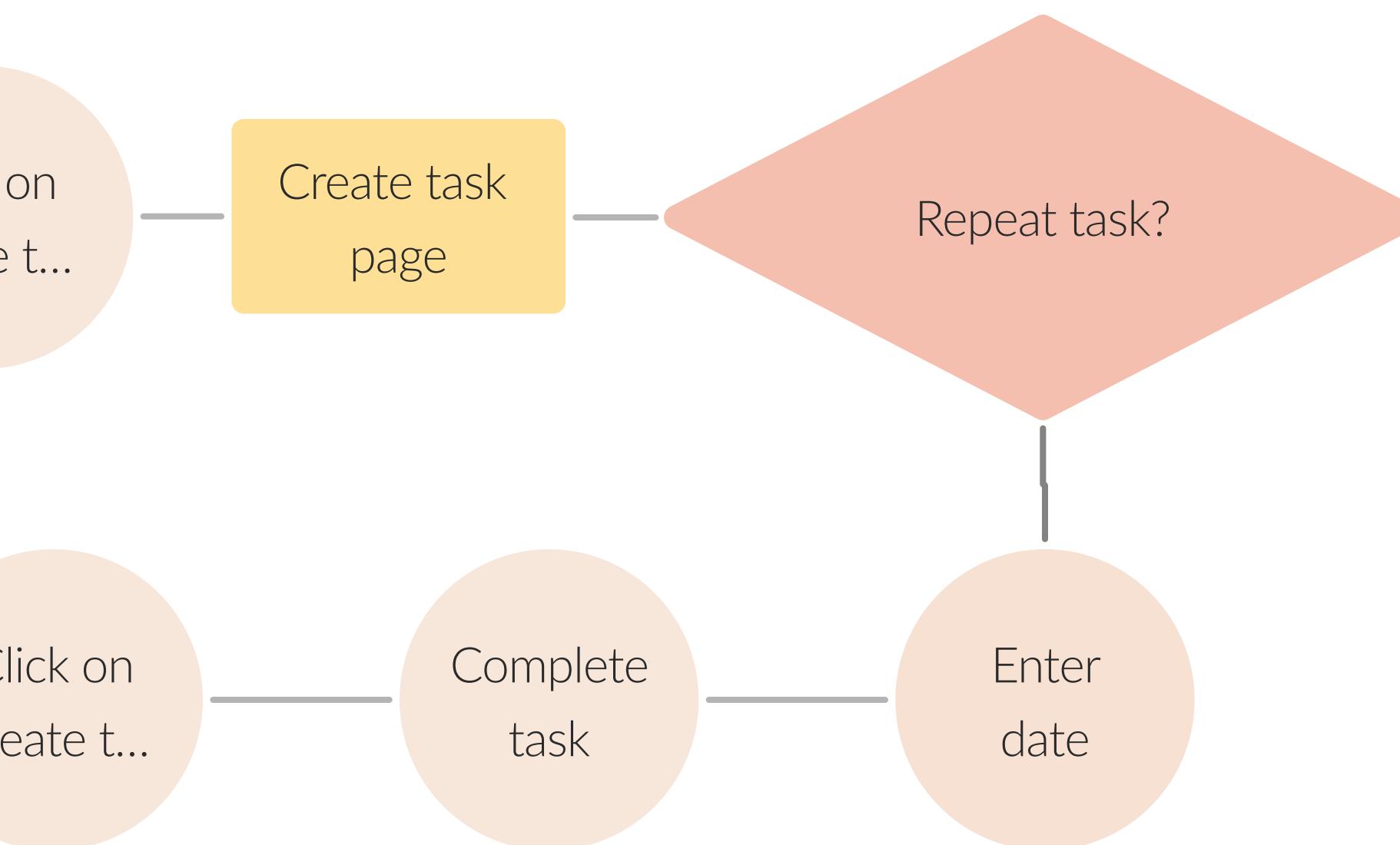
Ideation And Prioritization Of Ideas

- Used a Kano diagram to evaluate the value of brainstormed ideas.
- Selected four key solutions: Focus, Timeline, Schedule, and Report.

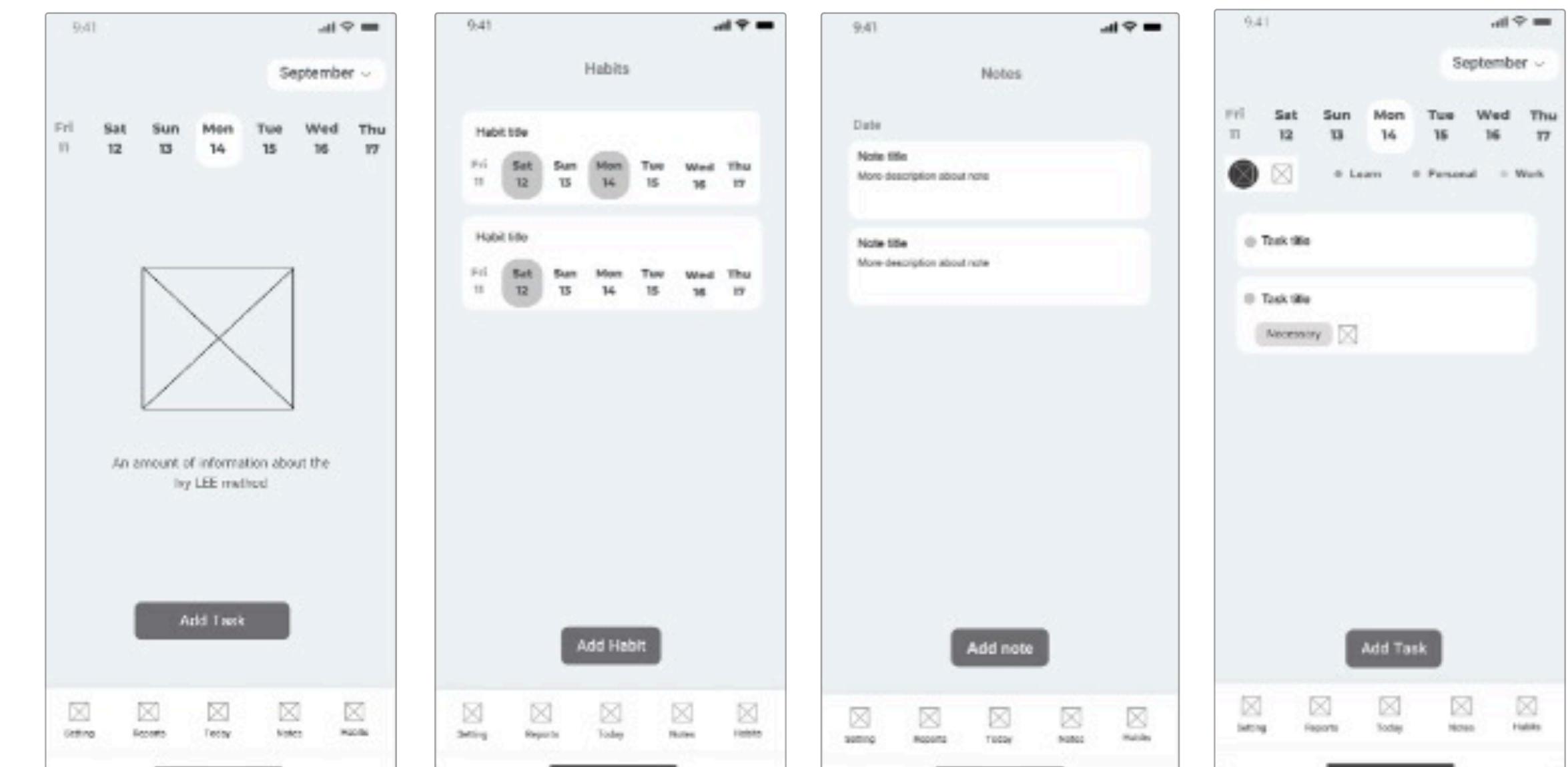
Benchmark

- Benchmarked three productivity apps to compare their core features.
- Evaluated pomodoro, daily, monthly and annual reports, add task, focus group

Task Flow

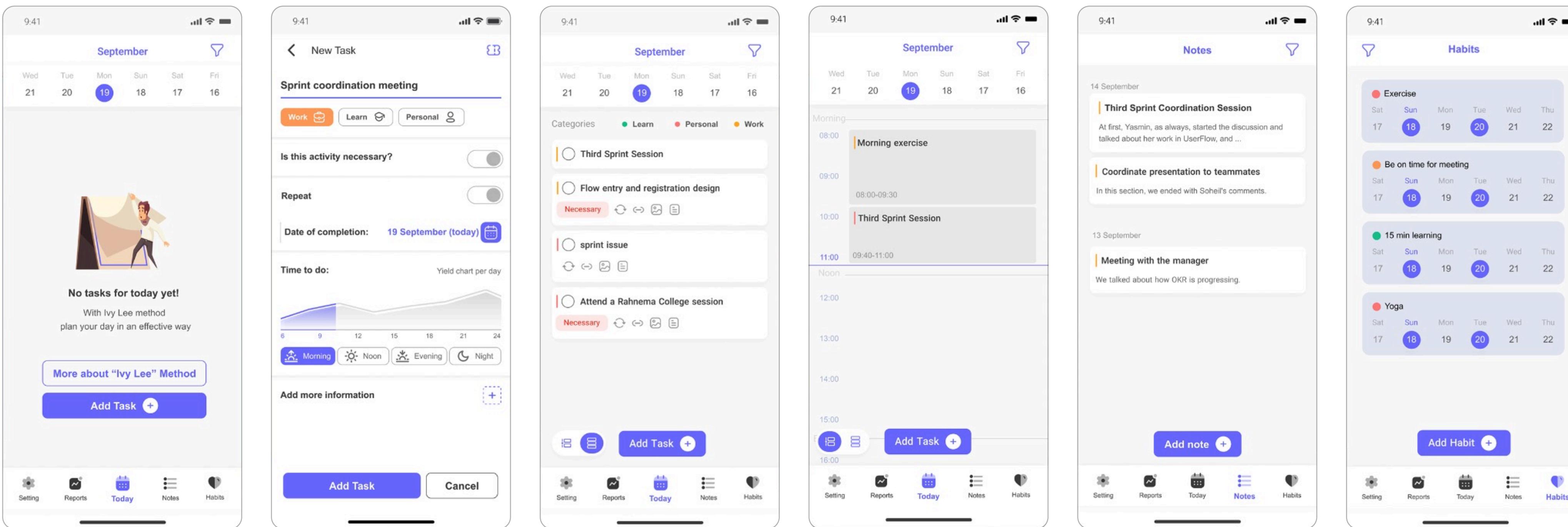


Lo-Fi Prototype



Design

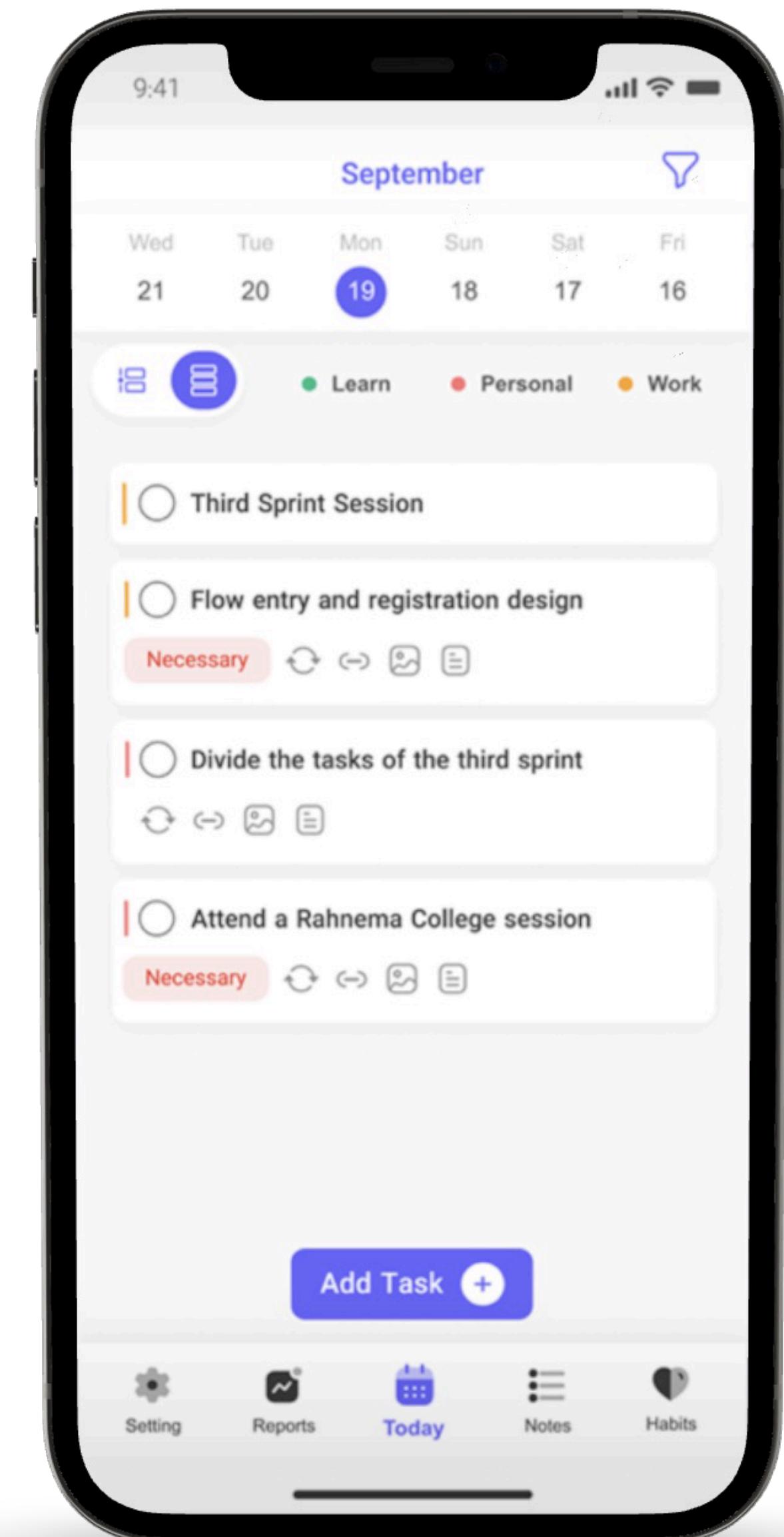
Hi-Fi Prototype



Test

Usability Test

- Tested the final prototype with 4 users to validate the design.
- Evaluated key tasks: registration, creating a "group meeting," and changing application views.



That's it!

I appreciate your attention!

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