

UX/UI Design

Portfolio





I'm Omid Ahmadnejad, a UX/UI designer who loves creating beautiful and meaningful products through design.

As a designer, for me, design is not just about aesthetics, but also the value it brings, the research and data behind it, and its practicality for development

My Resume

Skills

User Centered design

User research

User interface design

User Experience design

Design thinking

Prototyping

Experiences

Feb 2024-
present UX/UI Designer
 Makeen Ideal Media INS.

August 2021-
Feb 2024 Graphic Designer
 Freelancer

Contacts

 omid.ahmadnejad@gmail.com

 [Omid Ahmadnejad](#)

 +98-936-9507200

Content

01

Fund management panel

This project consists of several key components designed to manage and facilitate a fund.

02

Online clothing store

This project is an online clothing store designed to offer a visually appealing shopping experience.

03

Concepts

Some concepts for practice UI design



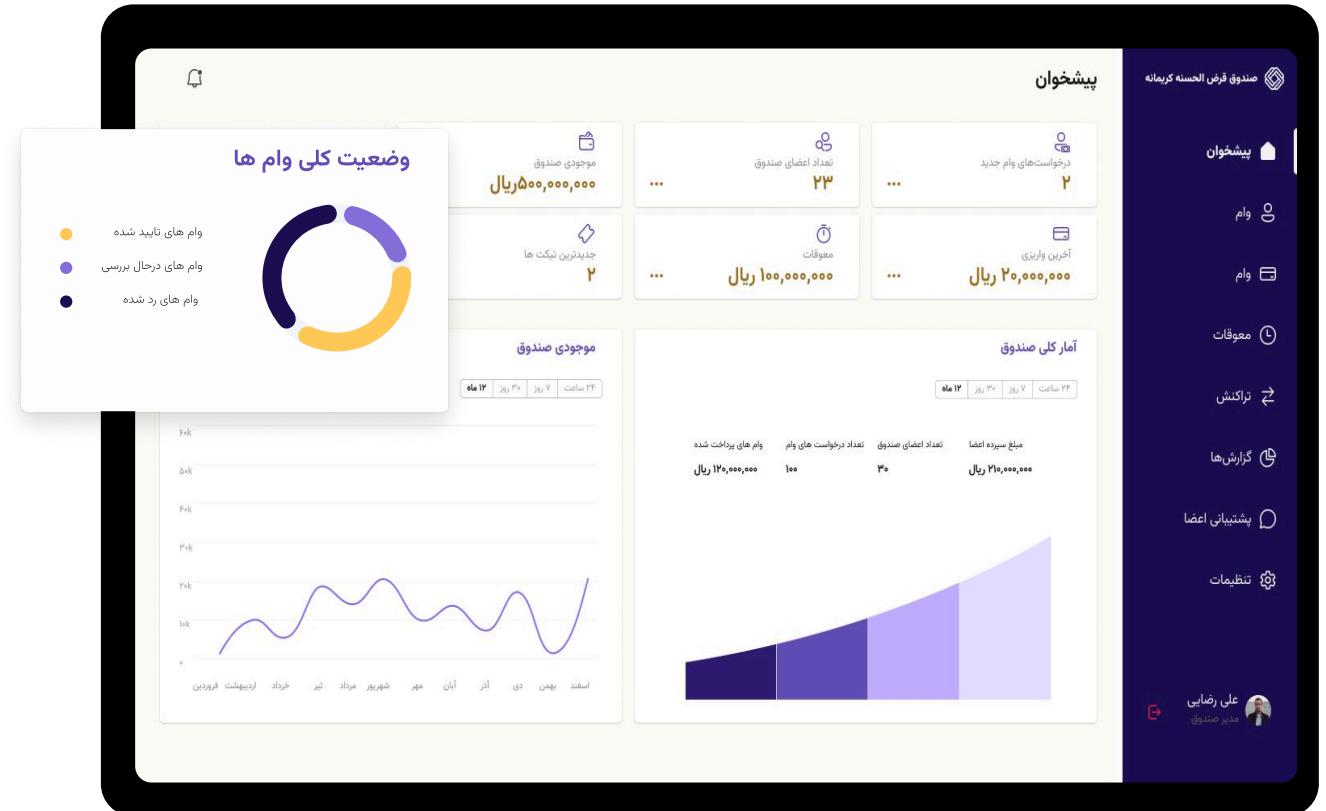
Fund management panel

Karimaneh

Stakeholders: Makeen Ideal Media INS.

Project Overview: I designed a digital platform for a traditional Gharz al-Hasanah (interest-free loan) fund to simplify loan management and improve user experience.

My role included user research, defining flows, and designing a clean, accessible UI for both members and admins.



How this project started?

The project began after noticing that many community-based loan funds – often run by families, local groups, or mosques – still rely on manual methods like notebooks or messaging apps. I saw an opportunity to design a digital platform that brings simplicity, transparency, and structure to the management of these traditional interest-free lending systems.

Current pain points:

1. Manual Management

Most funds are still run using notebooks or messaging apps, which increases the risk of errors, miscommunication, and data loss.

2. Lack of Transparency

Members often don't have clear access to information about their contributions, loan status, or repayment history, leading to mistrust and confusion

3. Time-Consuming for Admins

Fund administrators manually handle requests, track payments, and update records, which is inefficient and prone to mistakes.

4. No Centralized System

Without a unified platform, it's difficult to manage users, track finances, and generate reports – especially as the number of members grows.

Design process

Empathy

- Interview with Product manager
- User research
- Find user problem

1



Ideation

- Mind map
- User flow
- Sketch

2



Design

- Low-fidelity prototype
- Style guide
- User interface

3

Empathy

- Interview with Product manager
- User research
- Find user problem

1

Interview with Product manager: I conducted interviews with the project manager to gather essential information about the overall vision and requirements of the platform. This helped me understand the key objectives, target users, and functional needs of the system. Through these discussions, I was able to align the design direction with the goals of the project and ensure that the solution would meet both user needs.

Empathy

- Interview with Product manager
- User research
- Find user problem

1

User research : To better understand user needs and existing challenges, I created and distributed two separate questionnaires – one for fund managers and one for members – to collect first-hand insights about their experiences. In parallel, I reviewed several articles* related to common issues in traditional loan and saving groups. These findings helped identify key pain points and informed the design decisions throughout the project.

* [Article 1](#) [Article 2](#)

Empathy

- Interview with Product manager
- User research
- Find user problem

1

Admin problems:

- Easy Loan Request Review
- Review of Member Deposits
- Loan Request Review
- Subscription Management
- Guarantor Review

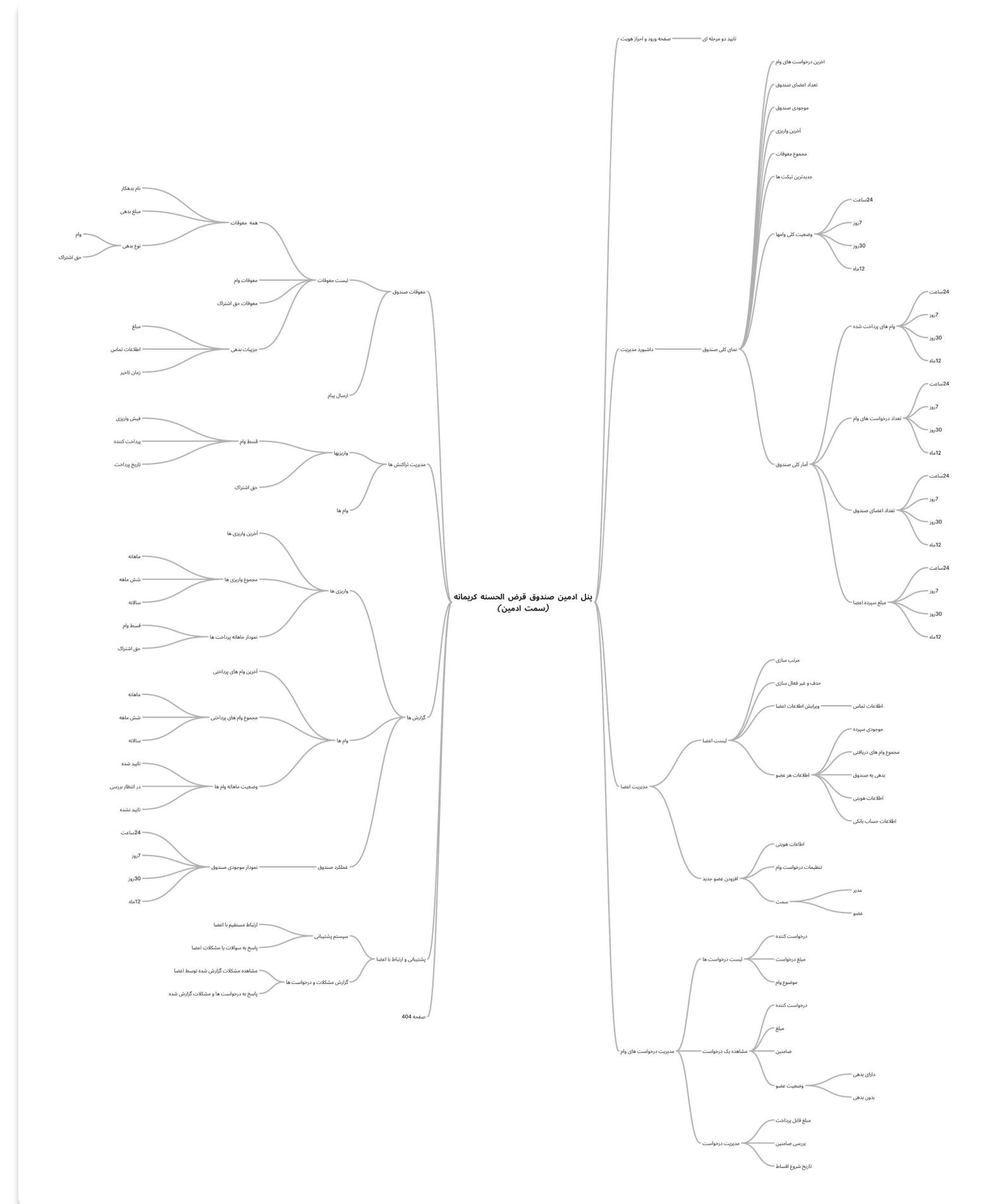
Member problems:

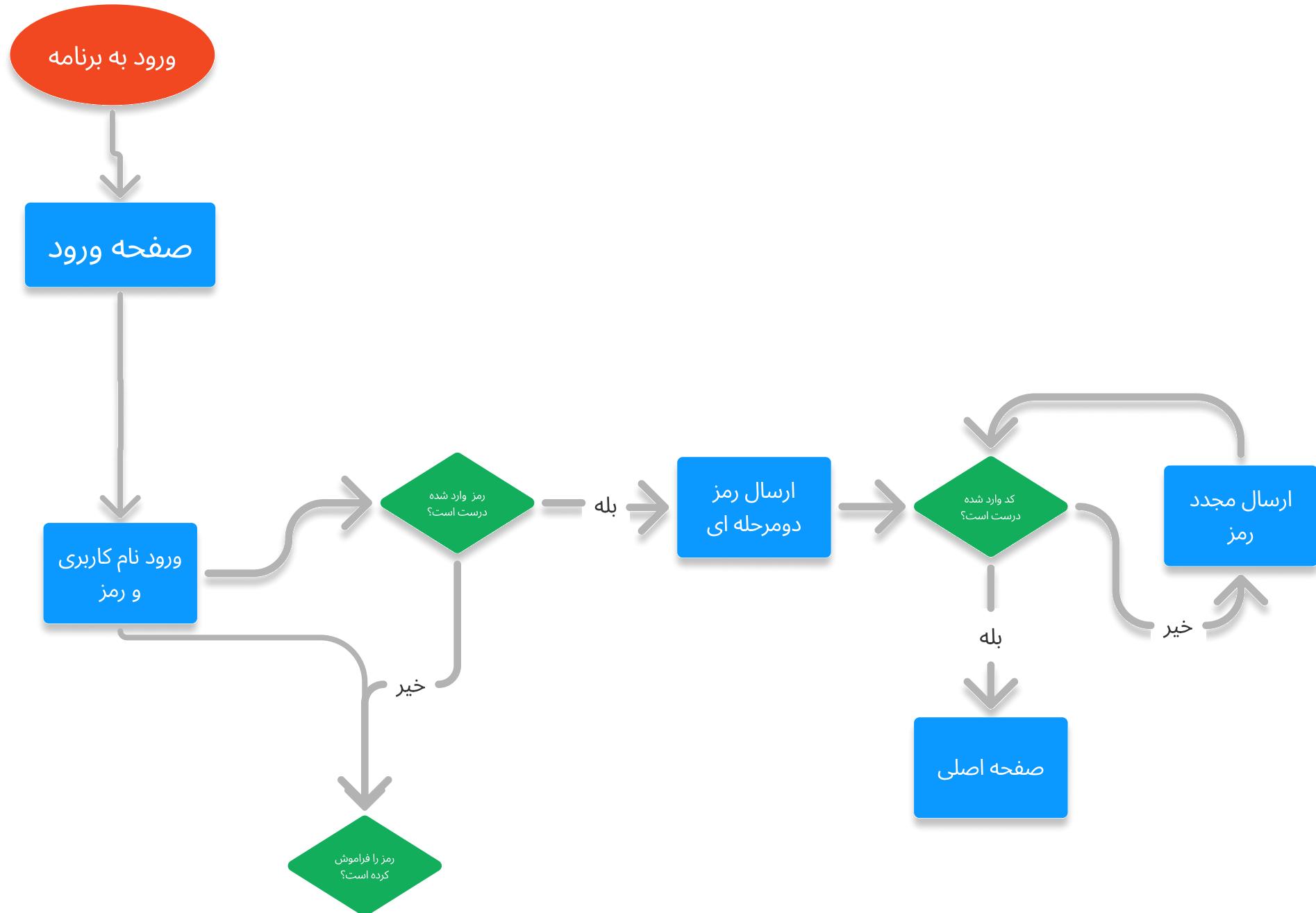
- Easy Loan Request Submission
- Easy Loan Request Tracking
- Payment Upload and Notification
- View Deposit Balance
- Submit Loan Guarantee Request

Ideation

- Mind map
 - User flow
 - Sketch

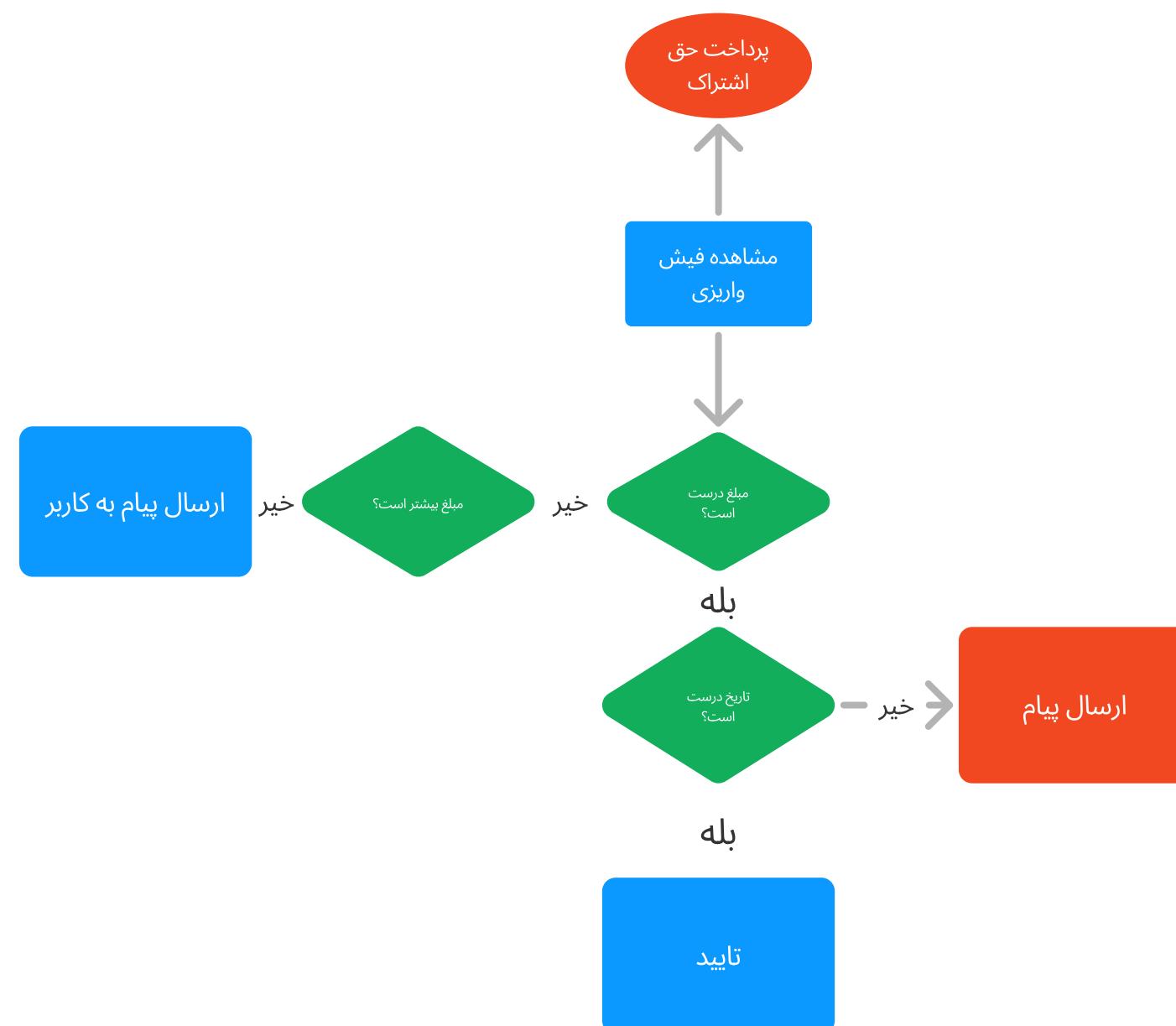
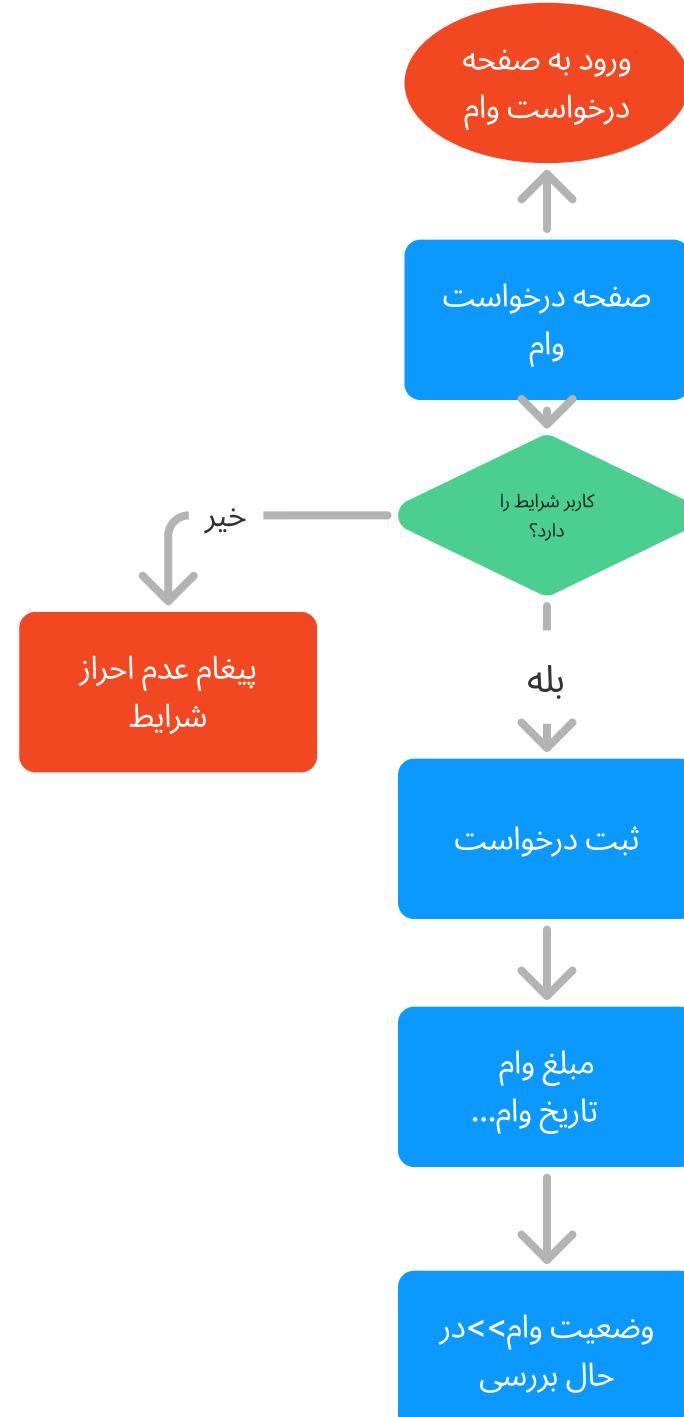
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Ideation

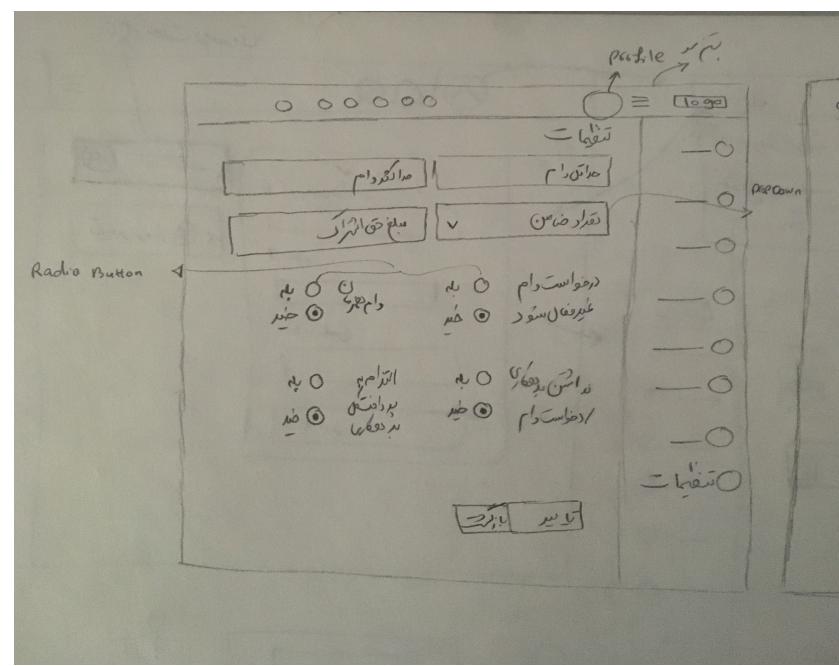
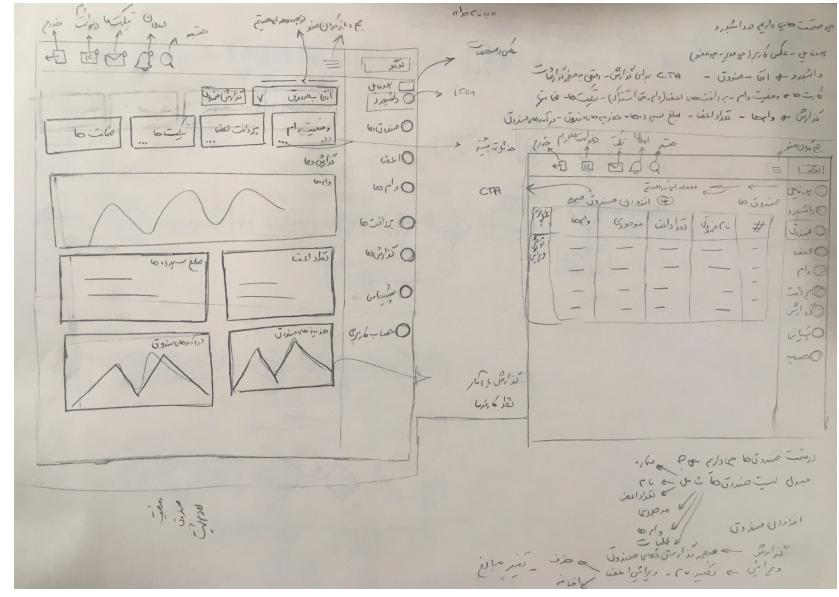
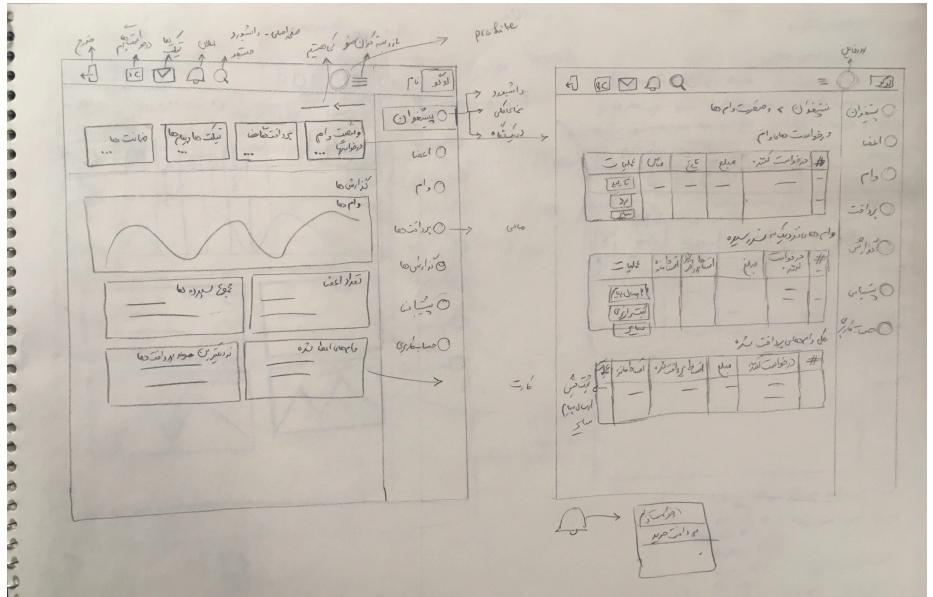
- Mind map
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Ideation

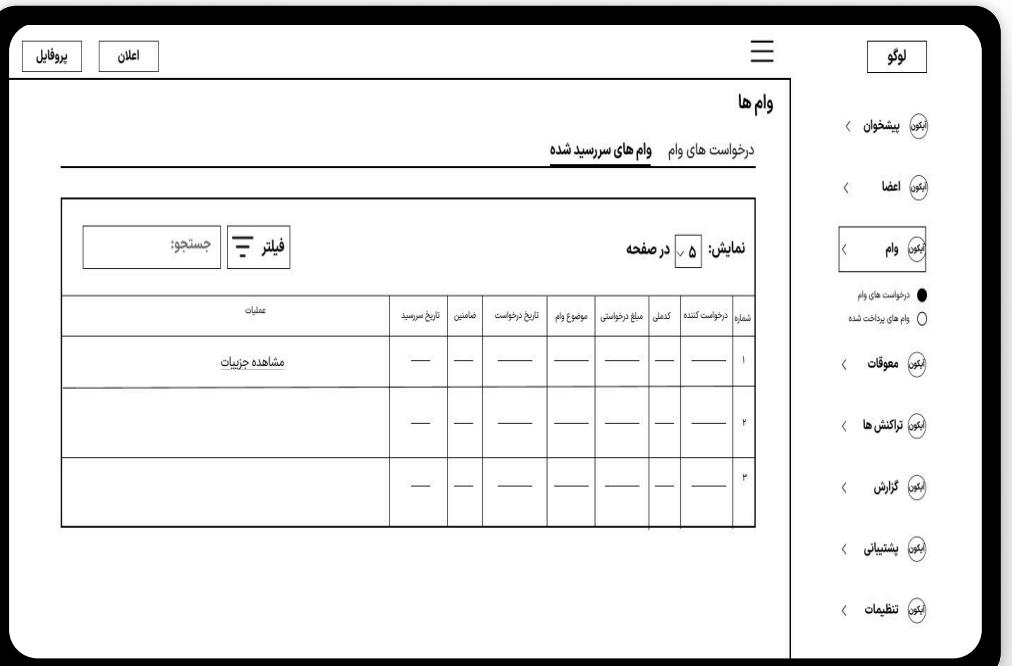
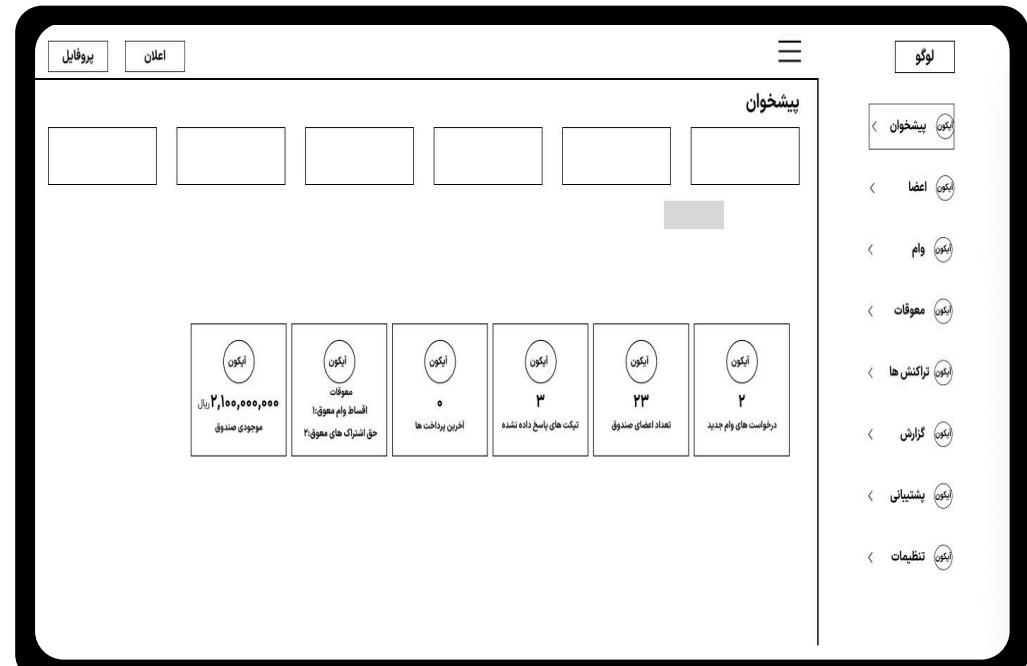
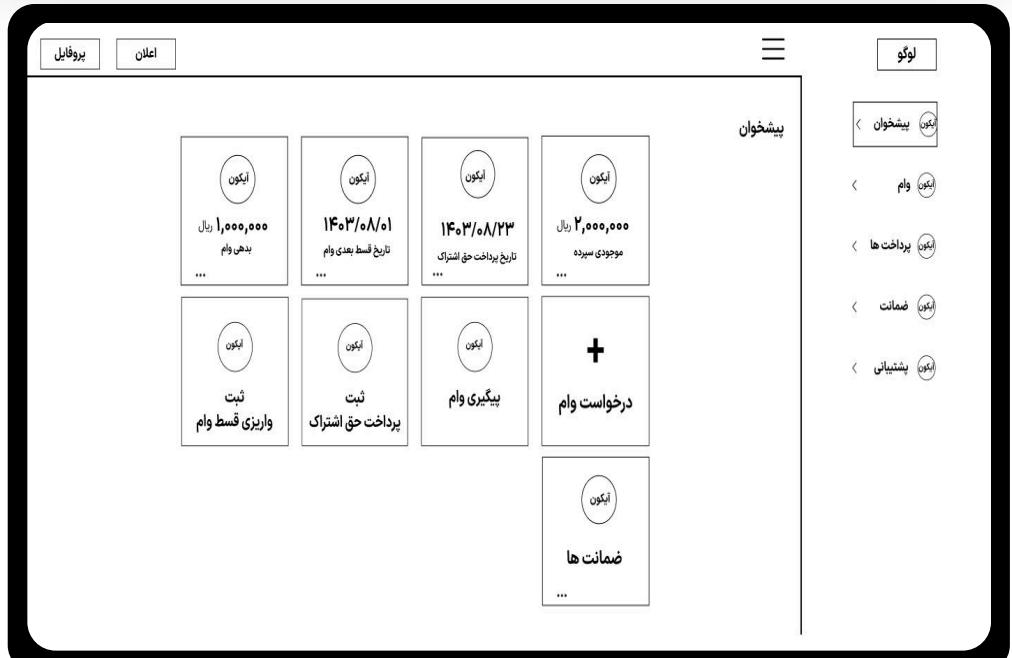
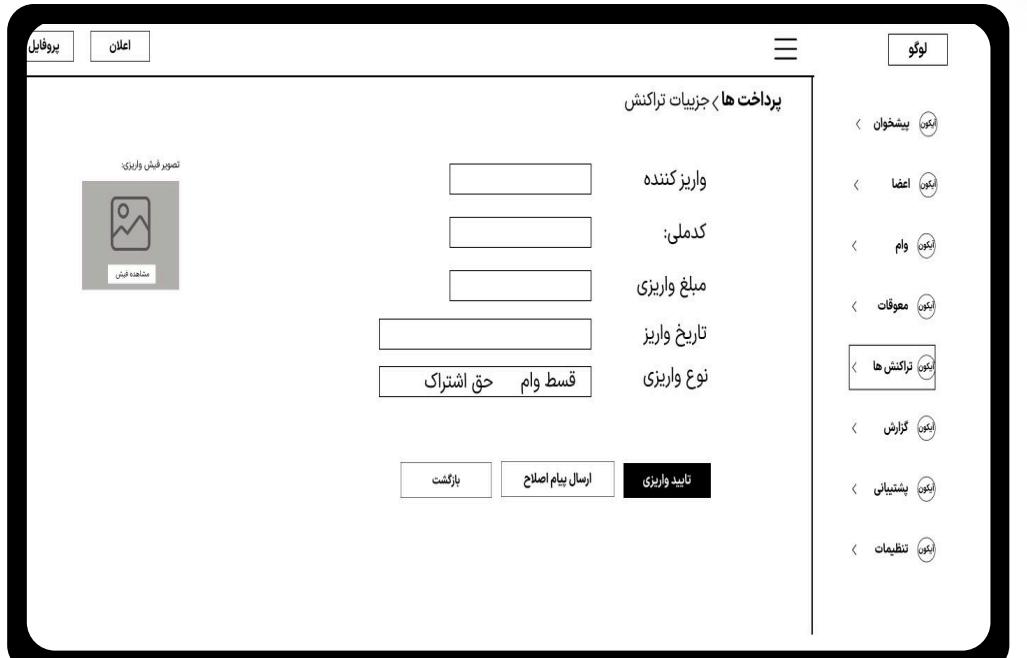
- Mind map
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2



Design

- Low-fidelity prototype
 - Style guide
 - User interface



Design

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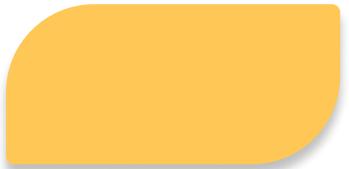
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Primary



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Secondary



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Neutral



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#FFFFFF

Typography

Font Family

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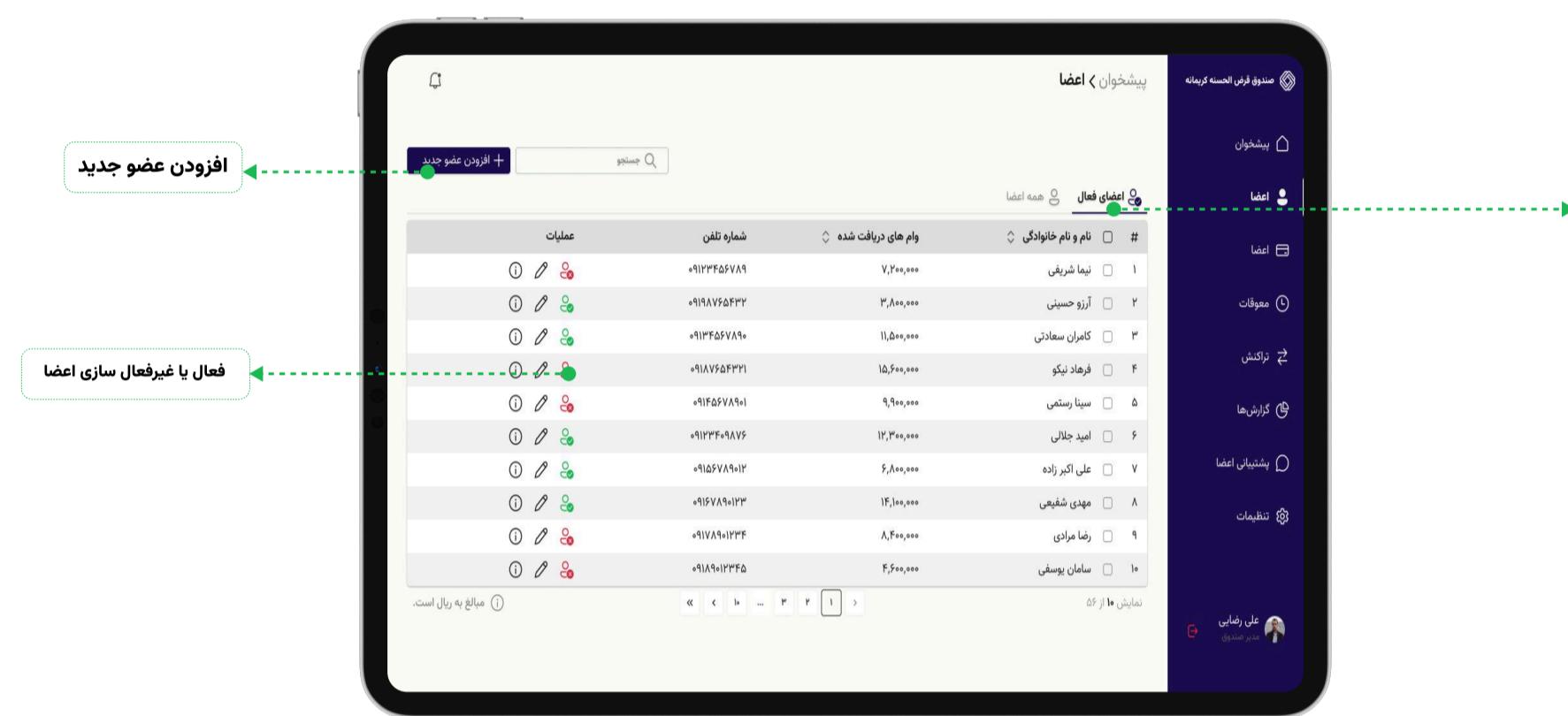
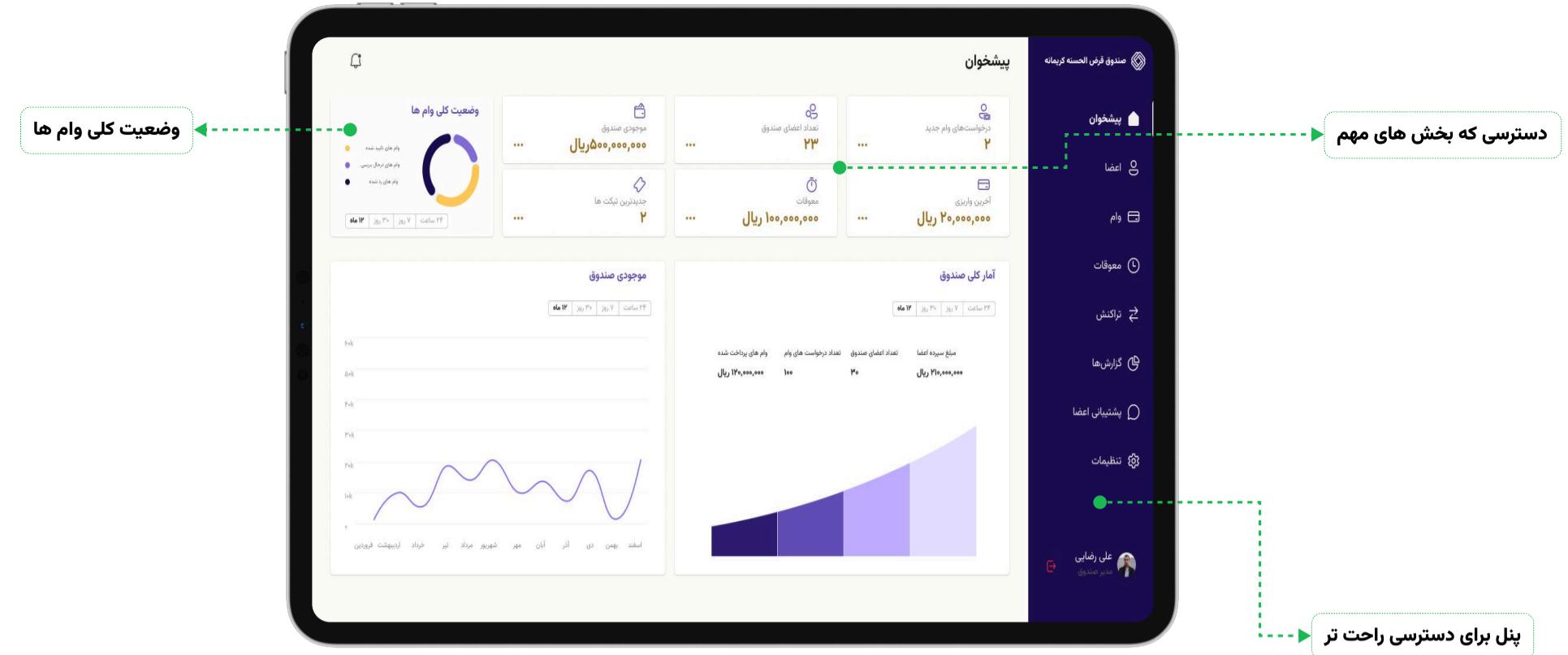
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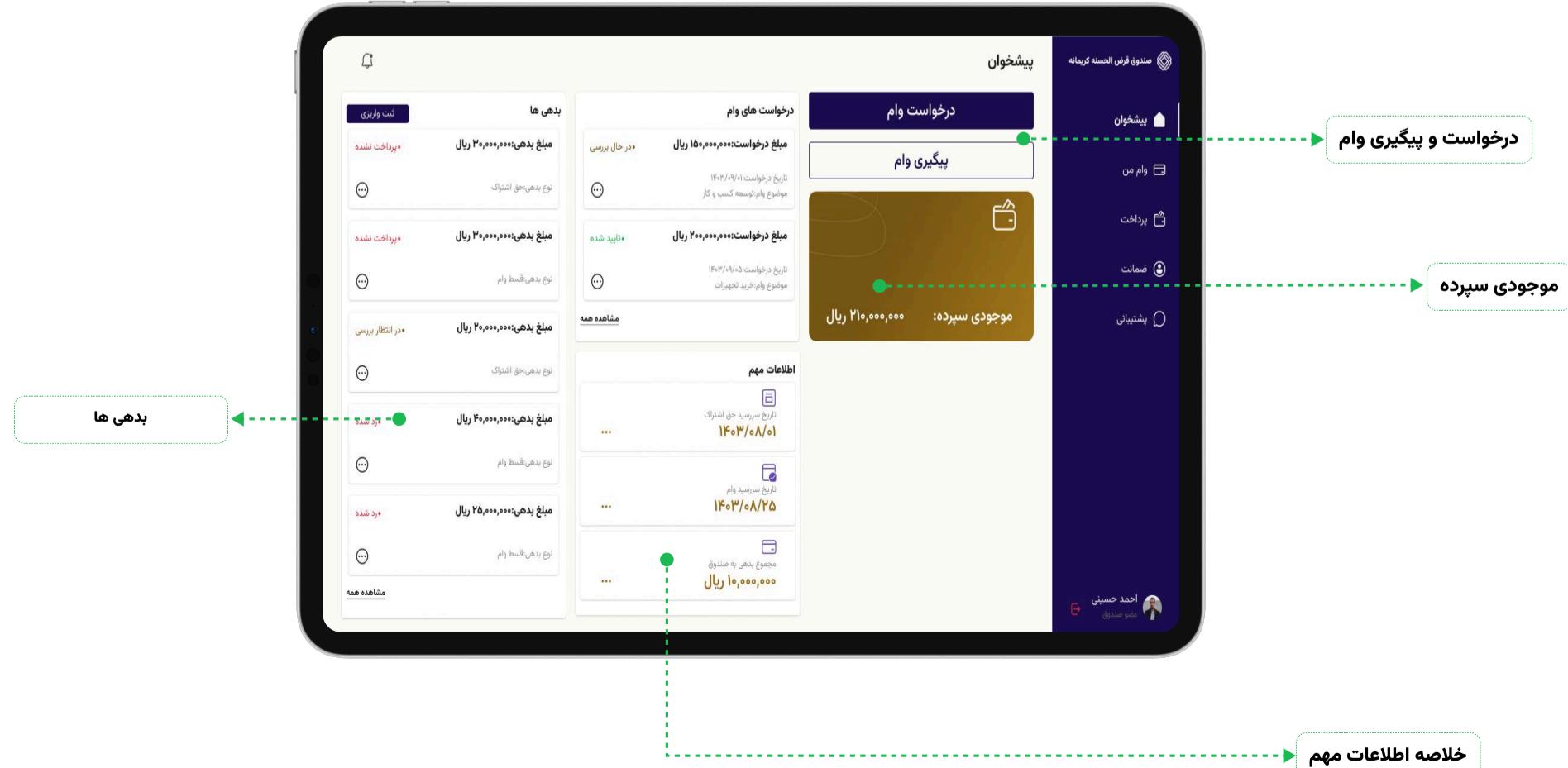
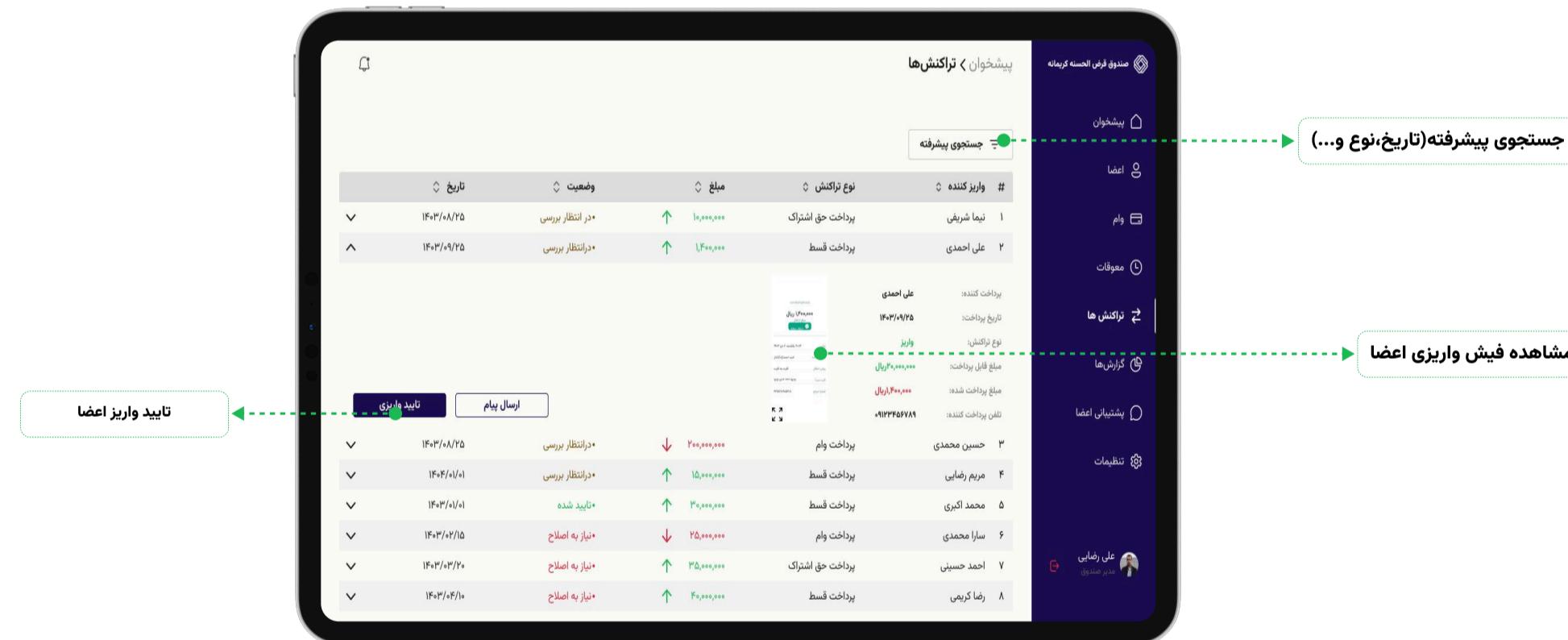


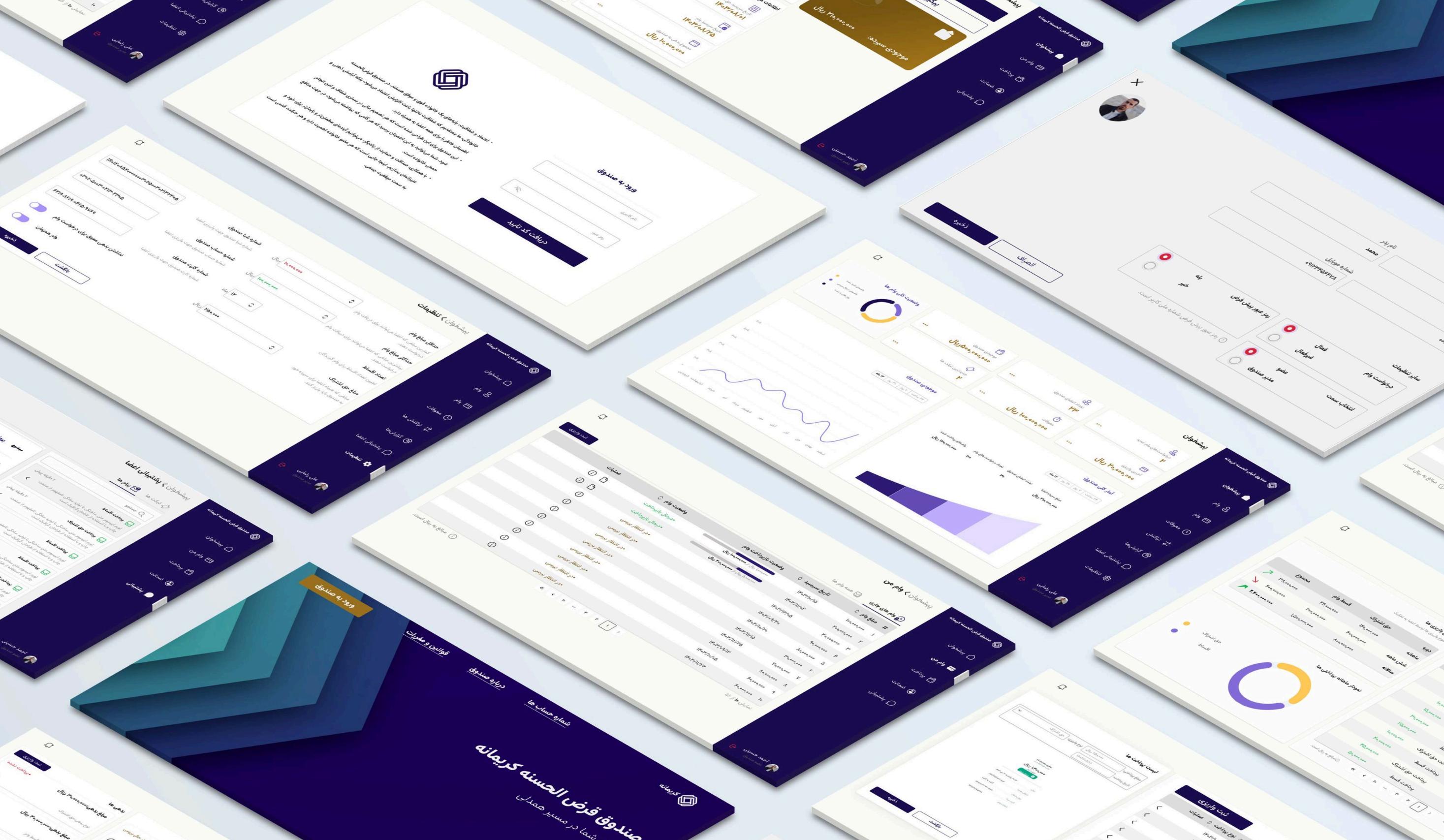
Design

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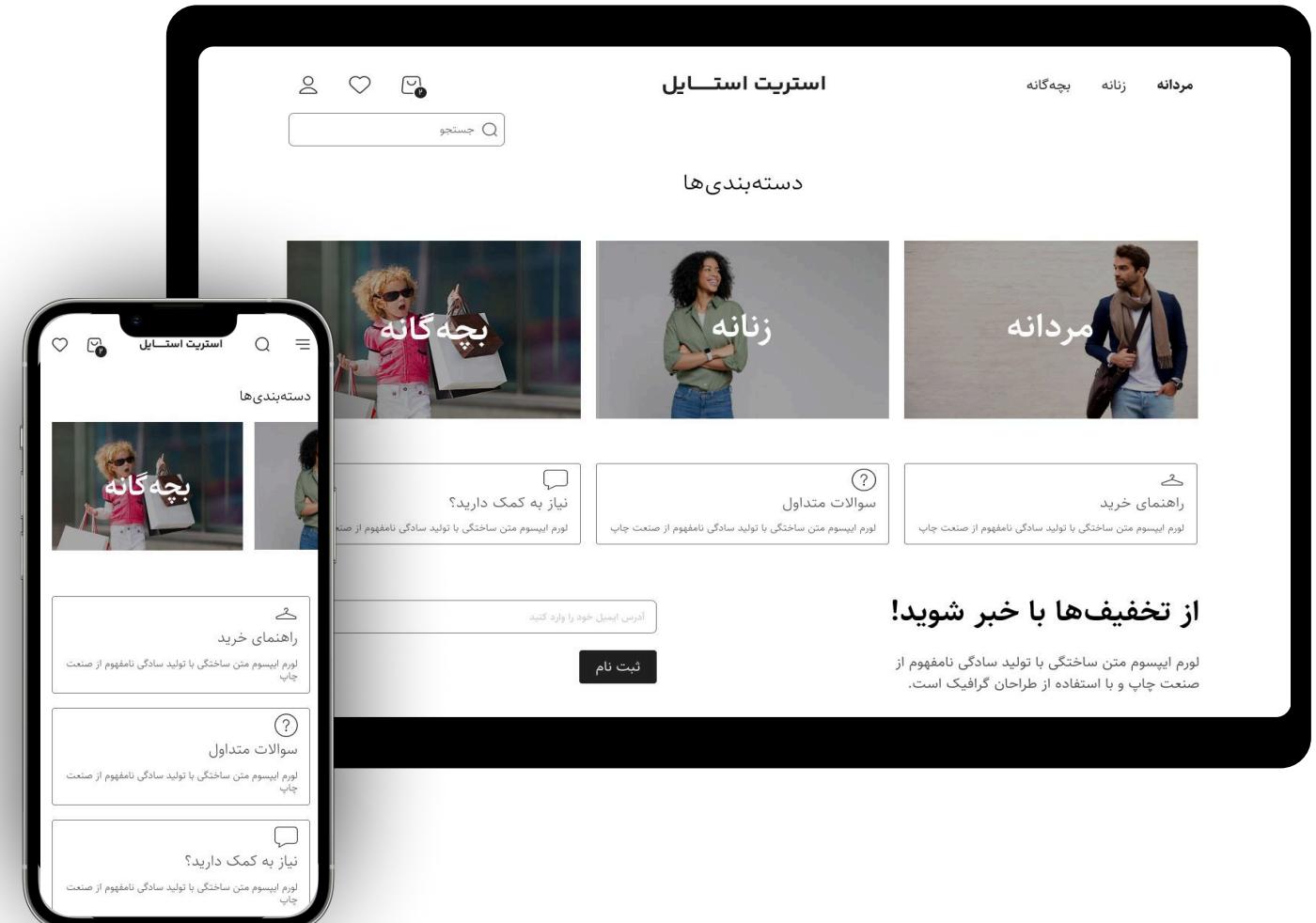




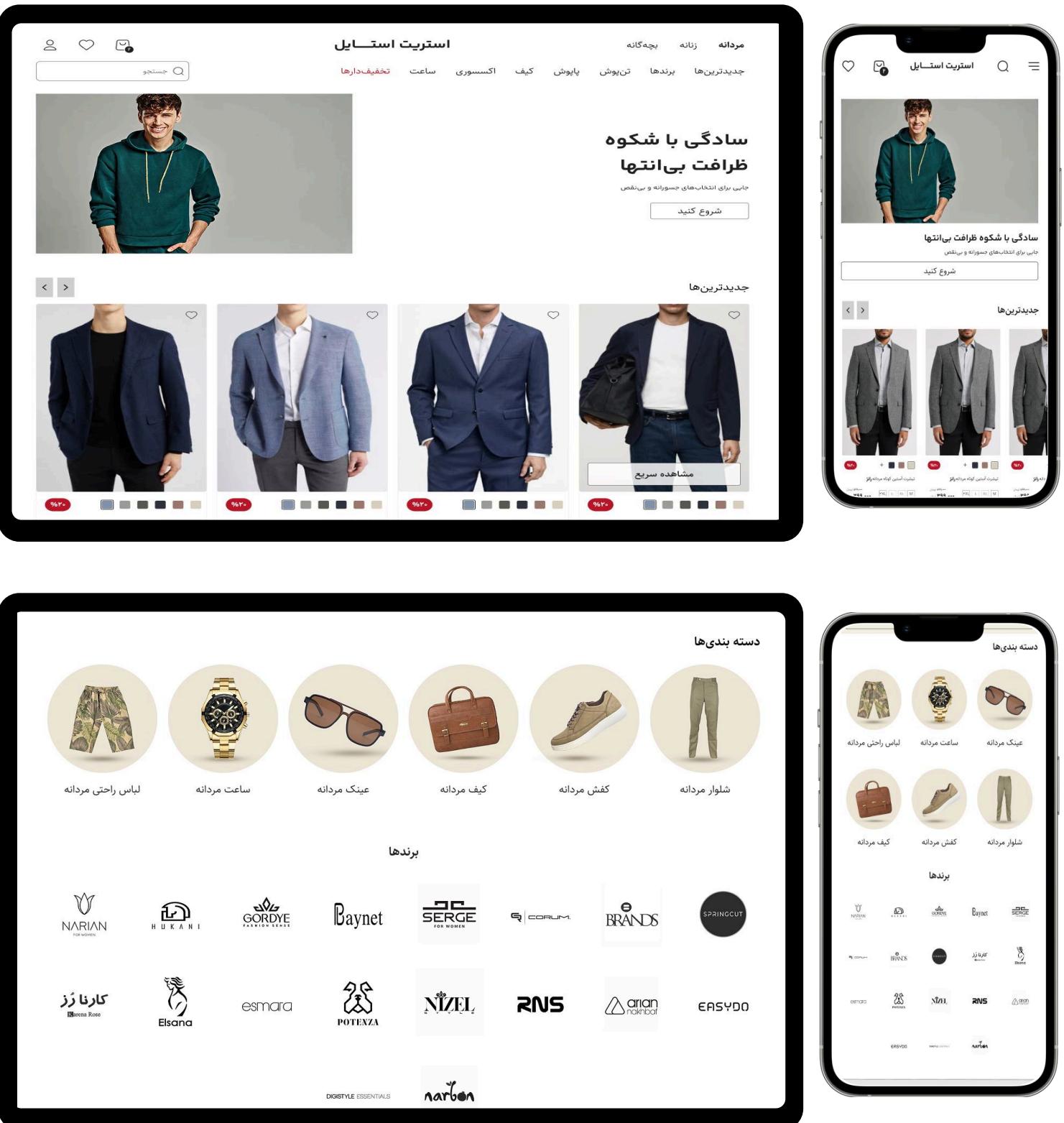
Online clothing store

Street style

Project Overview: This was a concept project focused on designing a clean and modern e-commerce website for a clothing store. The aim was to create a smooth and user-friendly shopping experience with a clear layout, intuitive navigation, and visually appealing product presentation. I was responsible for the UI design and prototyping of the main pages.



A key focus of this project was creating a fully **responsive** layout to ensure the shopping experience is smooth and consistent across all devices. From mobile phones to desktops, each component was designed to **adapt** seamlessly, providing users with an optimized and accessible interface wherever they shop.



Concepts

Yatch landing page

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EXPLORE

USER EXPERIENCES

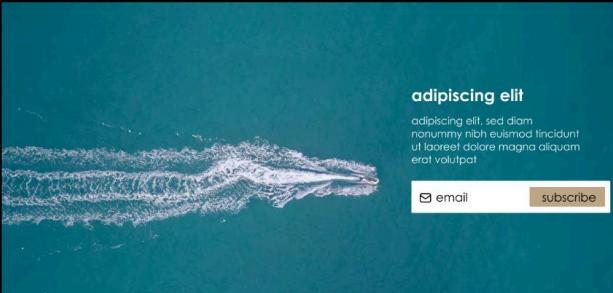


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EXPLORE

YACHTS



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+10K Customers

YACHT SERIES

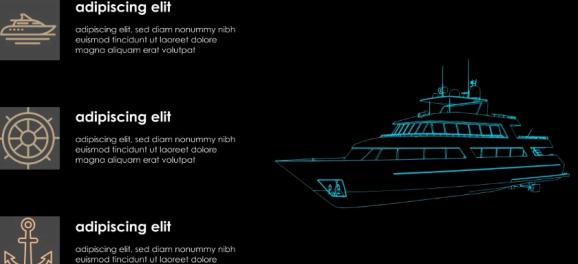


CAT 133 [Details](#)

EVO 155 [Details](#)

EVO 120 [Details](#)

WHY SALE WITH US

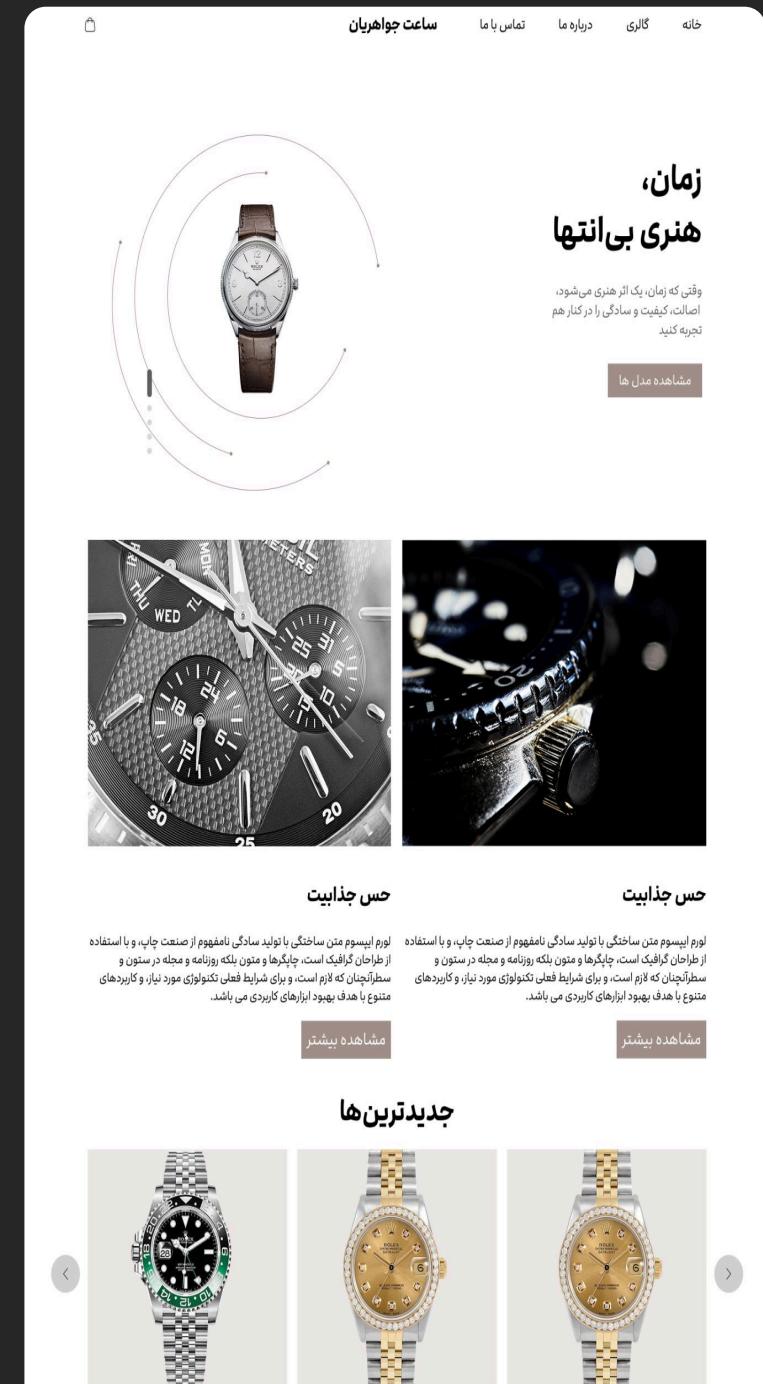


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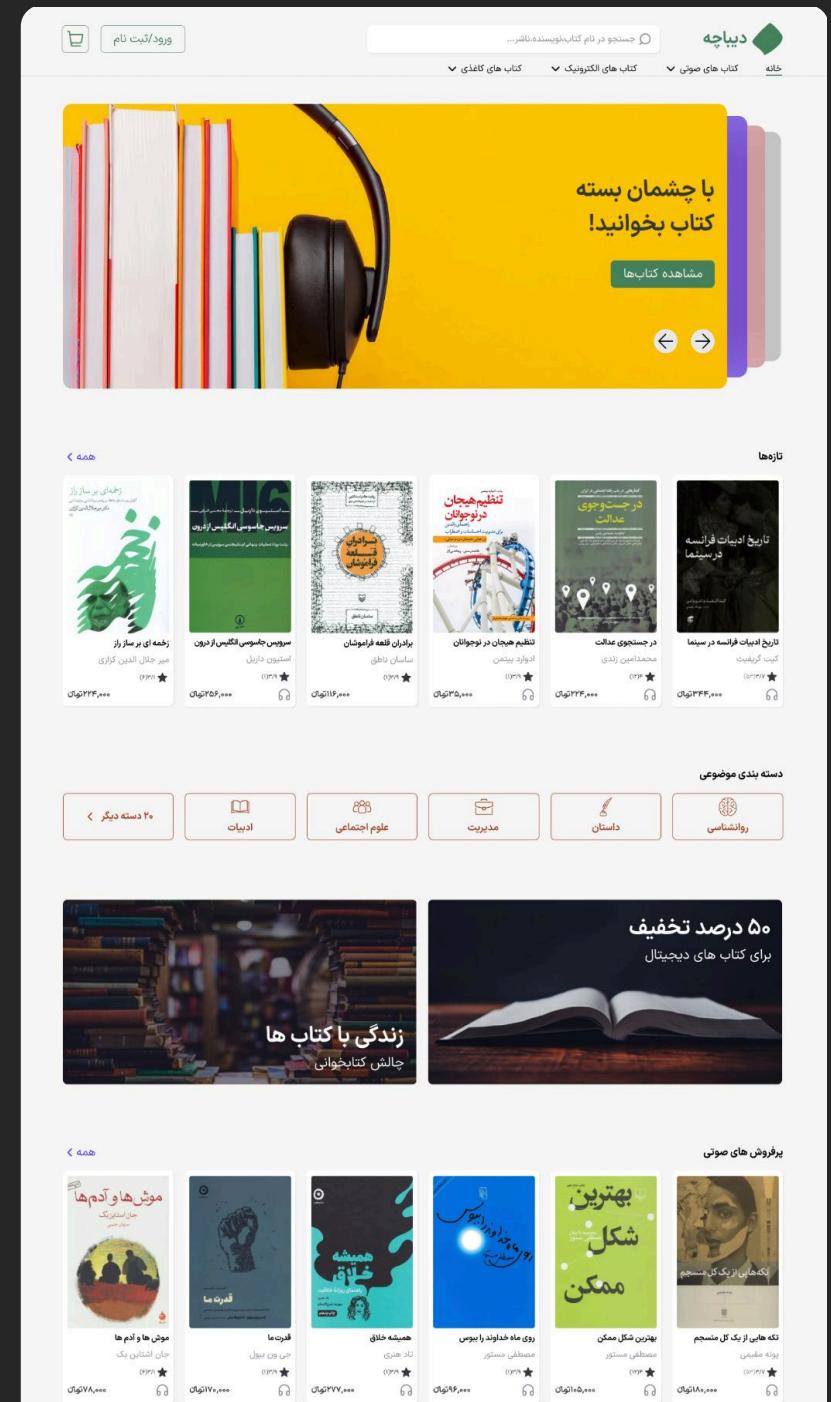
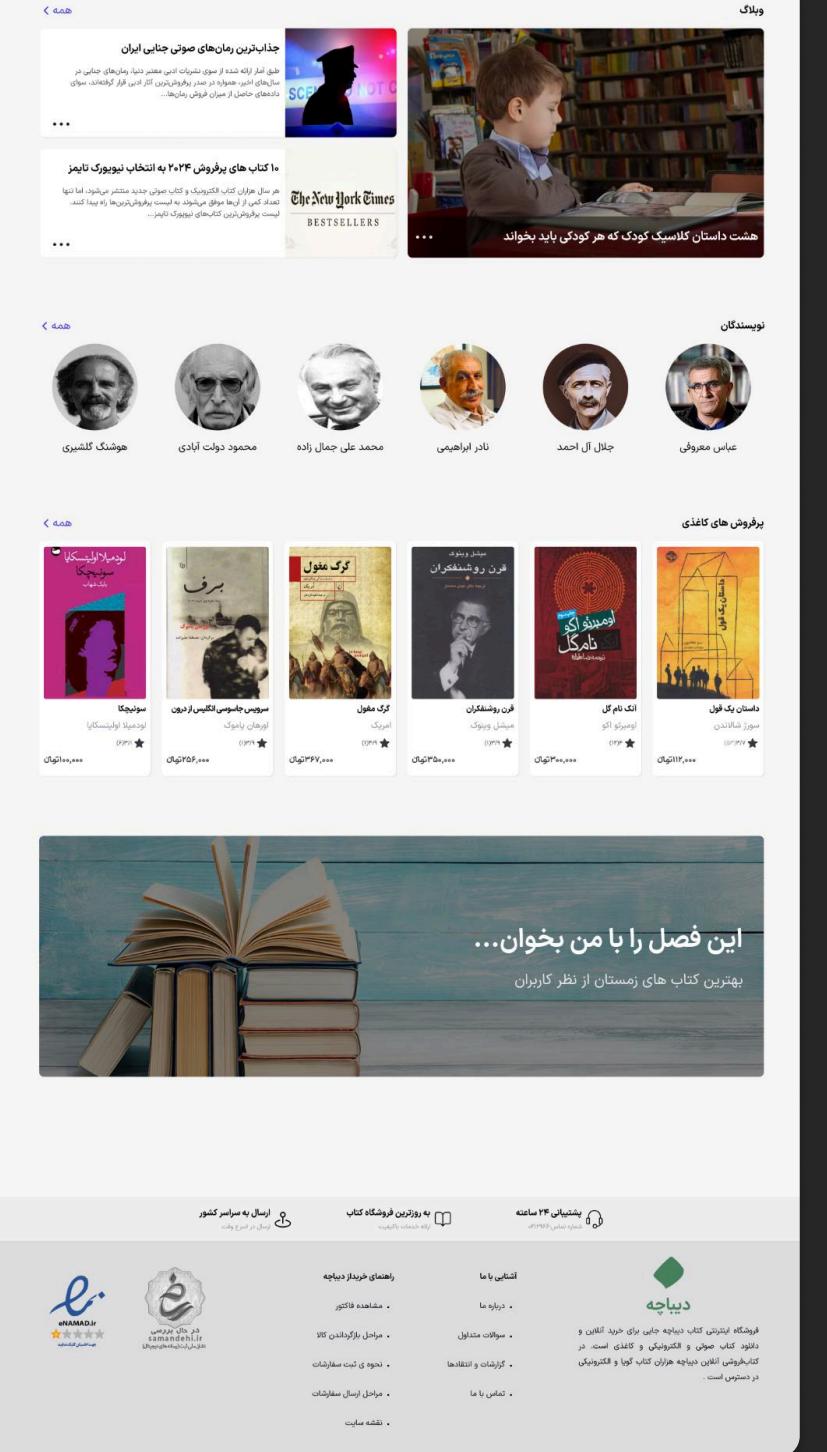
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Luxury watch landing page



Book store

landing page



Fitness app

