

# PORTFOLIO

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Sogand Babaki



# Hello!

Hello, my name is Sogand Babaki, and I'm thrilled to present my skills and experience in graphic design and UI/UX design. With a strong passion for art and a deep fascination for various forms of artistic expression, I bring a unique perspective to every project I undertake. At 28 years old, I am currently pursuing a Master's degree in Graphic Design, further honing my expertise and staying up-to-date with the latest design trends and techniques.

Over the past two years, I have been actively involved in the field, gaining valuable experience and refining my skills. I have worked on a diverse range of projects, including creating visually stunning graphics, developing intuitive user interfaces, and crafting engaging user experiences.

What sets me apart is my unwavering commitment to making designs better in every way. Whether it's through attention to detail, incorporating user feedback, or pushing the boundaries of creativity, my goal is always to deliver exceptional design solutions that leave a lasting impact.



**Sogand Babaki**  
Graphic Designer  
UI/UX Designer

# Contact



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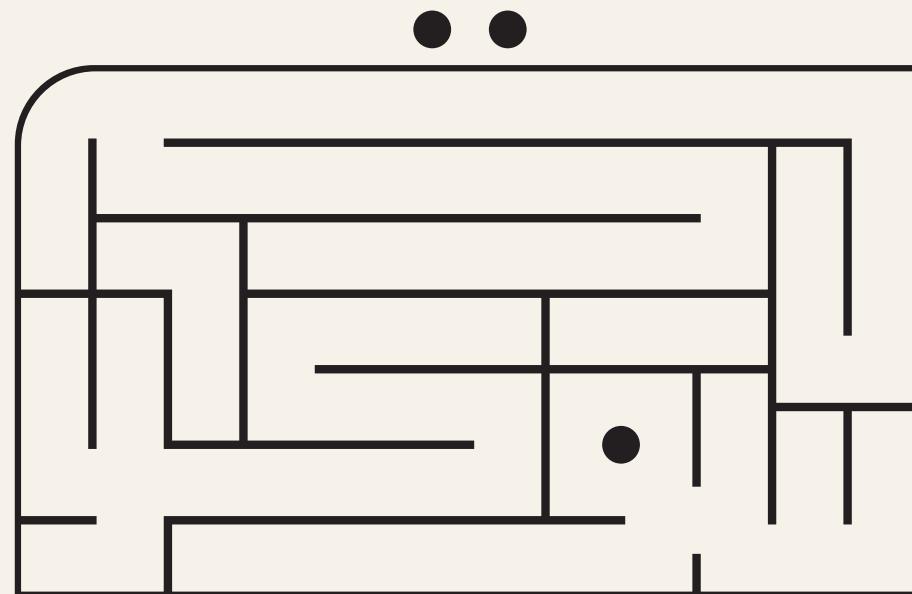
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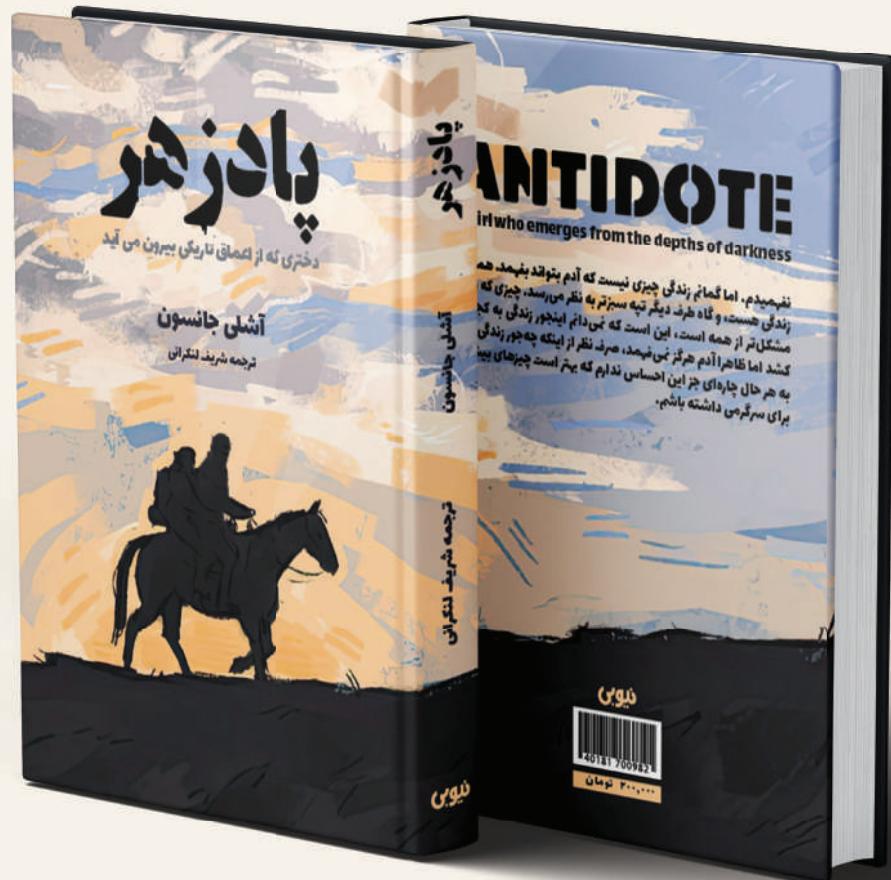
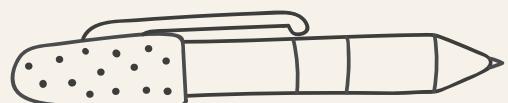




This logo was meticulously crafted freehand, specifically tailored for the artistic essence of the gallery. By deliberately choosing the freehand approach, the design successfully captures the gallery's unique ambiance, evoking a profound sense of liberation and freedom.

# Antidote Book

This book, titled "Antidote," is a captivating chapter within The Last Of Us novel series. It has been meticulously crafted, incorporating numerous design elements that enhance the overall reading experience. The title itself has been thoughtfully designed to convey a strong sense of antidote, resonating deeply with the audience. Furthermore, the cover art deviates from conventional imagery typically associated with the novel, opting instead for a unique design featuring the two main characters of the story.



# Asemannagar Magazine

I have meticulously designed every section of this magazine, pouring my creative energy into every aspect. When crafting the magazine's logo, my primary focus was on ensuring legibility for readers while cleverly incorporating the shape of a telescope, skillfully represented by the letter "G." Additionally, the layout and arrangement of the magazine have been meticulously planned to ensure versatility and flexibility across all future issues.

For the internal pages, great care has been taken to design them in a manner that appeals to the target audience, drawing inspiration from the theme of exploration. The pages have been thoughtfully designed to be visually enticing and captivating. Throughout the entire magazine, I have strived to maintain a cohesive design aesthetic, ensuring that the elements seamlessly integrate and harmonize with one another. To get a glimpse of these beautifully crafted pages, please refer to the next section.





## Game On Festival

When designing this poster, careful consideration was given to incorporate fictional elements. Our primary focus was to evoke a strong sense of movement and vitality, ensuring a dynamic visual experience. Additionally, vibrant colors were intentionally chosen to instill a feeling of excitement, further enhancing the overall impact of the design.



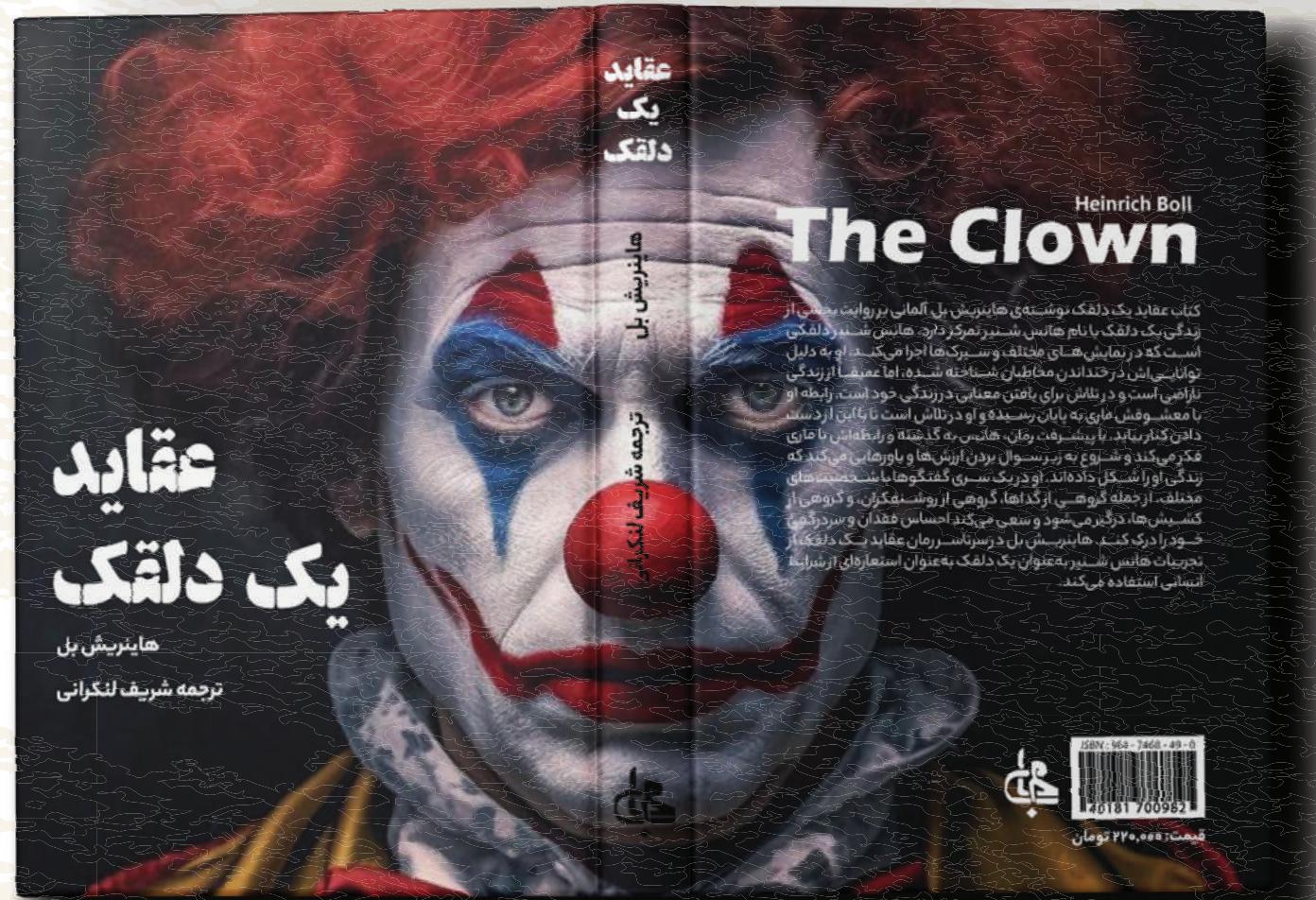
# Newbie Magazine

The design of this magazine encompasses a multitude of elements. During the logo design process, our primary focus was to create an engaging and captivating logo that not only relates to the game but also exudes excitement while maintaining optimal readability. We meticulously crafted the logo to strike a perfect balance between visual appeal and clear legibility.

Furthermore, utmost care has been taken in designing the magazine's uniform to ensure seamless presentation and coverage of a wide range of topics. The uniform's design has been thoughtfully curated, allowing for easy adaptation and flexibility when showcasing diverse content.



This design represents a thoughtfully crafted reinterpretation of a clown's book of ideas. In undertaking this redesign, careful consideration was given to ensuring that the design harmoniously aligns with the essence of the story. Additionally, the accompanying image was generated utilizing artificial intelligence, with the intention of captivating and engaging the intended audience.



## The Clown Book



This design serves as a comprehensive overhaul of Iran's public universities' Golestan website. Recognizing the existing challenges, including a lack of transparency in various processes and a dearth of user empathy, this proposal aims to enhance the website's accessibility for students through a meticulously devised plan. Extensive research and numerous student interviews were conducted to inform the design process, leading to the decision of prioritizing a student-centric dashboard as the central component of the website. This dashboard will effectively cater to the majority of students' requirements, streamlining their experience and fostering a more user-friendly environment.

## Golestan Website Redesign

# Clothing Store Website

This design presents an exquisite website tailored specifically for a women's clothing store. With a predominantly female audience in mind, meticulous attention was given to crafting a visually captivating website that resonates with the discerning taste of our target demographic. The objective was to create an immersive online experience that appeals to the aesthetic preferences of women, ensuring an engaging and delightful shopping journey.



# Ballet Dance Competitions Website

This login page design embodies a minimalist approach, exuding simplicity and beauty, specifically tailored for ballet dance competitions. The objective was to create a visually refined and elegant interface that seamlessly captures the essence of the ballet world. By employing a minimalist design ethos, the login page offers a clean and uncluttered user experience, allowing participants to effortlessly access the competition platform with ease and grace.



Welcome to the ballet competition!

Sign up to continue

Email

venoos@example.com

Password

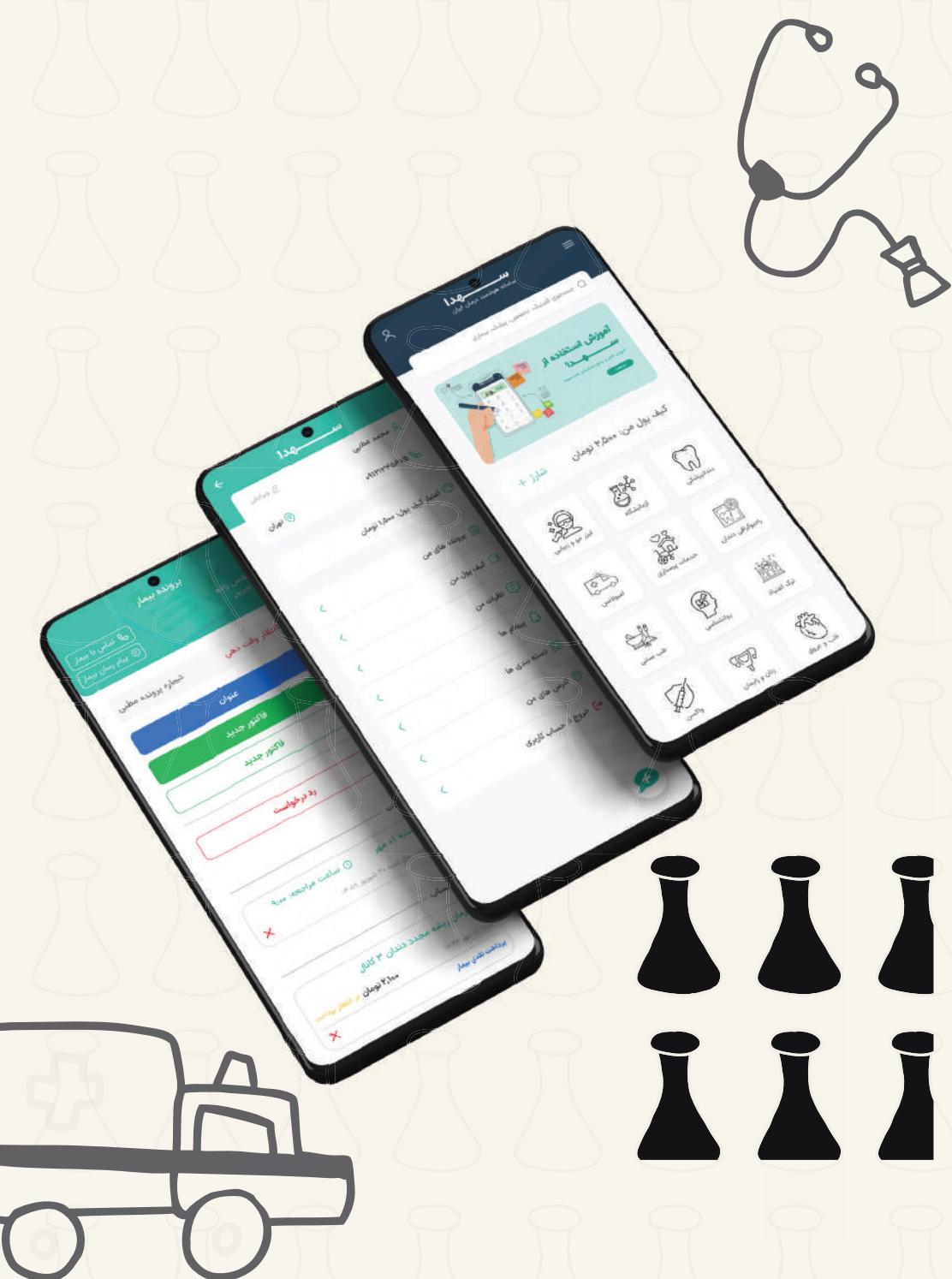
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Sign up

OR

Sign up with Google

# Sahda Application



Sahda is a comprehensive appointment management system designed to streamline the appointment booking process for patients and doctors. Extensive research and analysis were conducted to gain deep insights into the needs and preferences of the system's target audience, ensuring a user-centric approach.

The primary objective was to create a transparent and intuitive system that caters to the diverse range of visitors to the website, enabling them to effortlessly accomplish their desired tasks without any undue complications.

By prioritizing accessibility and ease of use, Sahda empowers both patients and doctors to navigate the platform seamlessly, fostering a seamless and efficient experience for all users.

# Bestook Website

Bestok is a sophisticated online store specializing in wholesale and individual sales of network equipment. The meticulous design process involved extensive research and analysis to gain a deep understanding of the target audience. A comprehensive case study was conducted, enabling the creation of a visually appealing and user-friendly website that aligns seamlessly with the unique needs of the audience.

By investing significant time and effort into understanding the target audience, the design of Bestok's website ensures a seamless and intuitive user experience. The result is a well-crafted interface that facilitates effortless navigation and efficient browsing, thereby enhancing customer satisfaction and engagement.

## Case Study link:

<https://drive.google.com/file/d/1-b0OxXZEnvzxpVQToKLZFHFNQc3j/view>

