

Free sample (50+ pages)



the UI Professional's

Design Manual

the ultimate guide to master mobile design

Learn and practice mobile design on a real Figma project
with auto-layout and responsive constraints.

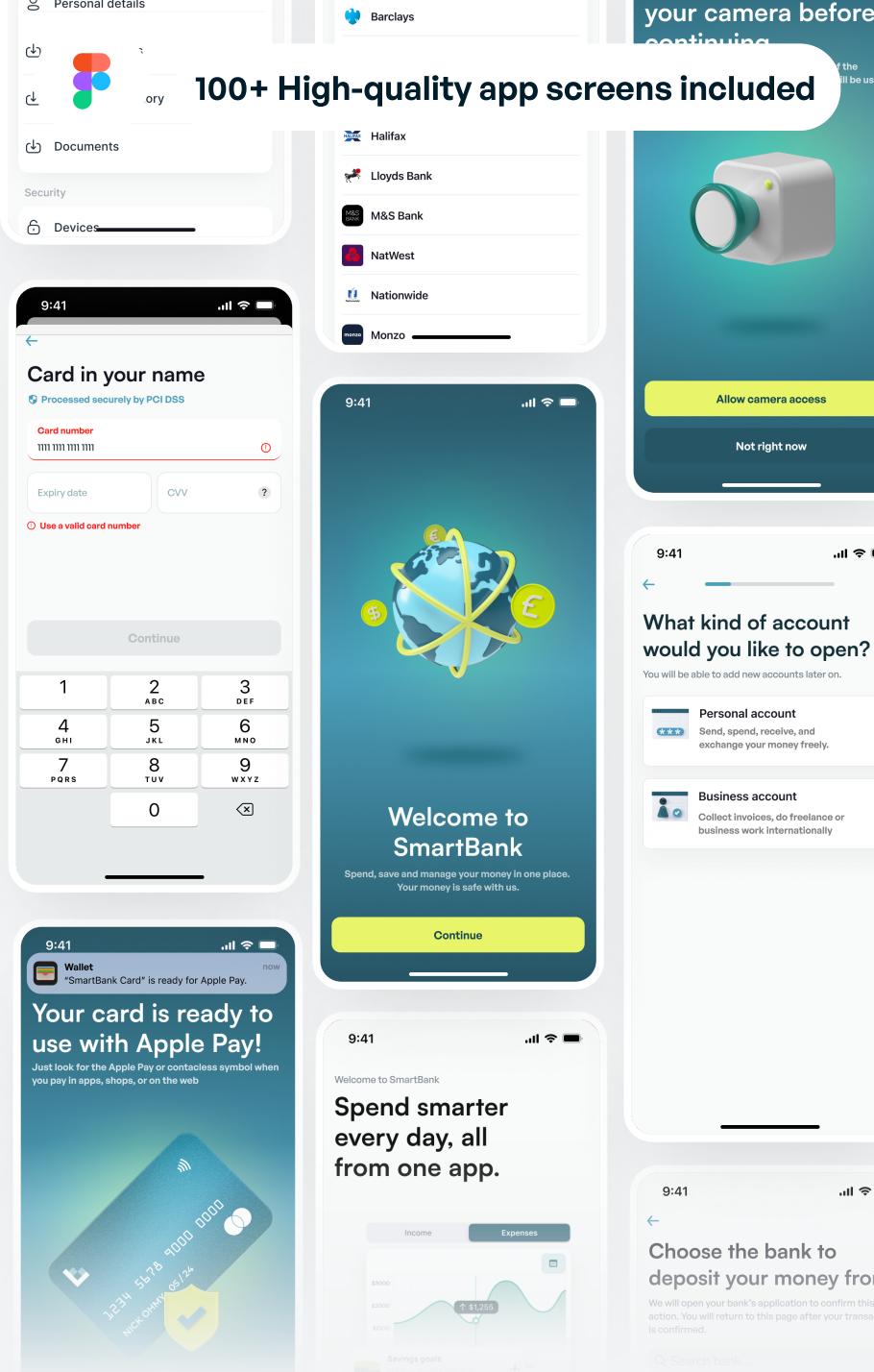


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If you're reading this right now, the final version of this ebook hasn't been released yet. I'm currently writing 10 more chapters to explain our Fintech app flows and have two more bonuses in store for you! In the meantime, feel free to suggest a chapter you'd like to read about. Send it over to hello@uiadrian.com , and I'll make sure to include it!	
All future updates and bonuses are completely free. I'll be sending out emails to let you know about new releases.	
Thank you again for purchasing this ebook; I hope you'll like it!	
To find all bonuses, templates, and mock-ups, look at the files provided with this e-book. I'm sharing my entire design framework, so make sure you don't miss anything :)	
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Hello there! 🙌

Adrian here. I am one of the designers behind this eBook. I just wanted to personally thank you for purchasing “the UI’s Professional Design Manual”!

Thank you so much for getting yourself a copy; now I’ll let on my secret design process :)

This e-book is inspired by my own experiences, struggles, and overwhelming confusion I’ve been through at the beginning of my app design journey, to running a design subscription agency and then landing a job as a product design lead in one of the fastest-growing product design agencies in London (shoutout to Solace!), as well as getting myself to the point of living a very comfortable life at the comfort of my own desk with only my laptop (and my wife) by my side.

The last part is not easily replicable, though, so I can’t promise you’ll find yourself a wife (or husband) after reading this e-book 😅. You will, however, become more valuable to design agencies and clients alike, knowing to properly design an entire app from start to finish using the best iOS design principles.

Let’s give you a proper introduction first.



This is Natalie - she’s the one who meticulously planned all the contents of this e-book and made sure everything is where it needs to be!



... and that’s me → Adrian, you probably know me by that 3D face popping up in your IG feed every now and then.

Nice to meet you, friend!



We’re really flattered to see you here and we are forever grateful for all your continuous support. Without you, we wouldn’t have been able to write this e-book and it still feels surreal to think that we’ve built such an amazing community in just 8 months! Thank you so much for being a part of it. ❤️

Why did we write this ebook?

I hope this won't sound the wrong way - Instagram is full of creators preaching design best practices and sharing design tips without actually being a designer by trade. Now, I'm not saying you have to work in this industry to be posting helpful content on social media. That's not the point. You don't have to be a designer to post about design tips, but you might need to build an app or two before you teach others about app design. Isn't it like learning about business from someone who never really ran a real business himself?

I really do enjoy all the helpful tips and guides people put out, and it's a fantastic thing seeing our design community grow so fast. The problem is that most of the information has already been posted before, and it's just repurposed to appeal to new audiences. I know this because I've been guilty of that myself, searching for inspiration for my next big post, looking at posts of the big players (shoutout to @ui.sergio, @designill4u, @ui.martin, and a bunch of other talented designers) seeing what performs best on Explore and what doesn't, and building my content around a similar topic.

That's why I want to slowly transition into more hands-on, real-life scenario guides where you might actually use this new knowledge and put it into practice. That's also why this ebook was born. We were missing a guide on approaching a project, using a design framework to plan it, design it, execute it, and present it to get more exposure.

A project in line with iOS standards, with well-structured design files and an organized and easy-to-follow design process.

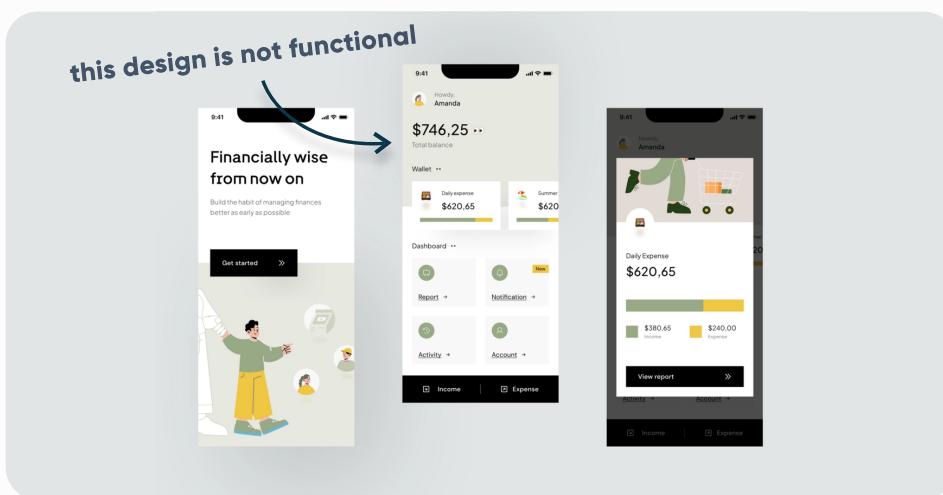
This is why in this e-book, we're going to go through the very basics of iOS design (which you shouldn't skip, by the way!) and only then move on to a live project, taking you through the entire design process, from the start to the design hand-off, while actively following my steps and designing with me, so that you can get the most out of it.

All the stages of the design process are supplemented by an appropriate template that you can use in Figma for your own future projects. You have also received a file with our Fintech UI Kit (100+ screens and growing) and a practice file with your very own practice frames where we will replicate the entire design by following the Design Manual part of this e-book. And if you ever decide you need additional information on the design basics, I suggest you read my free e-book (it's in the e-book folder called "How to design better") or check out my Instagram (@uiadrian) - I cover all there is to know about UX and UI - elements, patterns, and components that you can find in every design.

This e-book is divided into 4 segments - the first two segments are theoretical, going over the UI/UX basics, specifically applied to the iOS app design, and the Fintech app preparation. The last two are more practical, where we get our hands dirty and replicate the Fintech App ourselves.

You might be thinking, why am I going through the basic principles of iOS if this e-book is all about designing an app?

Well, let's be clear. You won't get better at UI design without understanding the principles that dictate the industry's standards. You need to understand iOS design and see the difference between the shiny but not-so-functional designs on Dribbble and Behance and the daily apps that don't utilize the same crazy blurs and shadows, oversaturated gradients, random font sizes, huge whitespaces, super fancy shapes, and beautiful stock images.



A random top performing post on Dribbble

You might be super talented and recognize good design patterns without understanding them correctly. Still, there will come a time when your superficial knowledge will be questioned by another product designer, senior designer, or developer that will see the gaps in your understanding of the iOS system and the design basics.

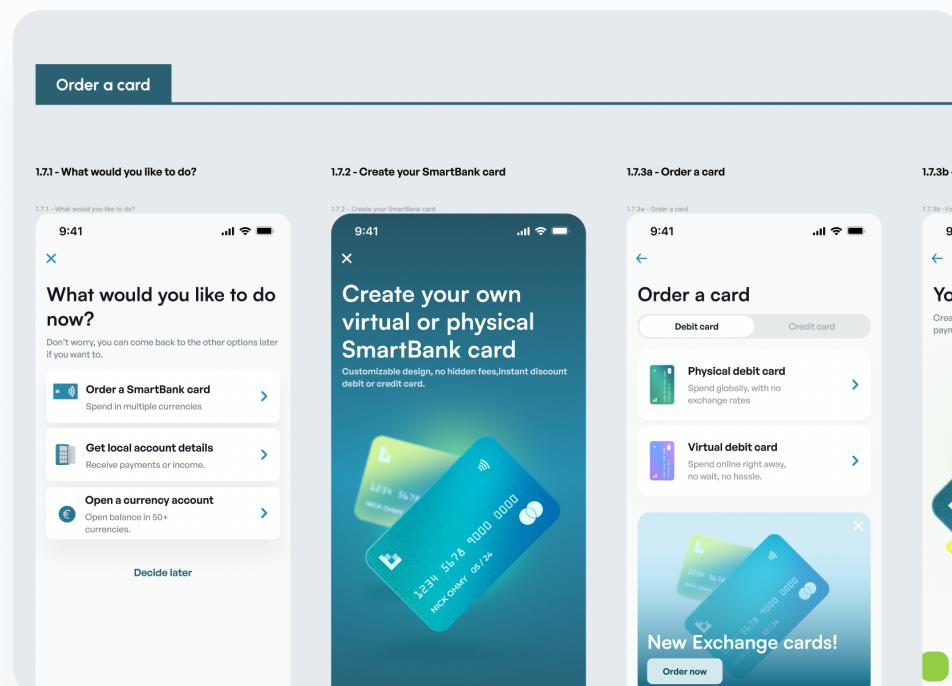
Human Interface Guidelines website

Human Interface Guidelines are here to help you avoid that. And I'm here to help you understand the most important HIG principles in a more streamlined, visual, and simplified way.

I also feel like a disclaimer is due here. By no means I'm not saying that this is the one and only approach to designing a fintech app, at least from the UX perspective. It's worth noting that I've just finished working on a huge app for the biggest savings bank in the UK, so it's safe to assume that some data and knowledge we gained working on that project was used to design this Fintech app. I have to highlight that all our design decisions are not backed by any accurate testing, and the design research and planning phase was simplified for obvious reasons - not to make this e-book too long and boring.

If enough people are interested in the UX, we'll probably write a new book to explain the UX process in much more detail. But for now, we'll go through most UX stages, and to keep things simple, we're mainly focusing on the design part. Otherwise, this e-book would be 800 pages long (which it will, after the 2nd update 😅), and I feel you'd easily get lost in the process.

All the screens we're going to be thoroughly analyzing will be named so that you can locate them quickly in your practice file and follow along. I suggest you fire up your Figma and design in parallel with me. I'll tell you how to set everything up when it's time, so don't worry about it for now.



*Please note that this is a really ambitious project covering theory, UX research basics, and UI design of a really complicated app in a demanding niche - Fintech. I wanted to share as much of my design process with you as possible and guide you through it, but in real life, there's little to no possibility that you'd be working on this kind of app all by yourself.

In a real-life setting, the project would be proceeded with a kick-off meeting, a UX workshop, user interviews, market research, SWOT analysis, stakeholder meetings, storyboarding, and mapping out user journeys. There are around 50-100 hours of work we're deliberately skipping here to focus on the UI more than the UX.

A quick encouragement for my designer newbies 🤘

I know it feels daunting to start in UI (or UX) without experience, because how can you get experienced without working in the industry, and how can you work in the industry without getting the experience first? The reality is simple, you have to practice, publish your work, and get noticed. But to get noticed, you have to design "good" interfaces; by good, I mean standardized and in line with basic design principles. The following chapters will show you the exact way to design good interfaces by using the best design principles, following a simple design process, and adhering to iOS guidelines.

Let's now talk about who will benefit from this e-book the most and why we've used the writing format you see here.

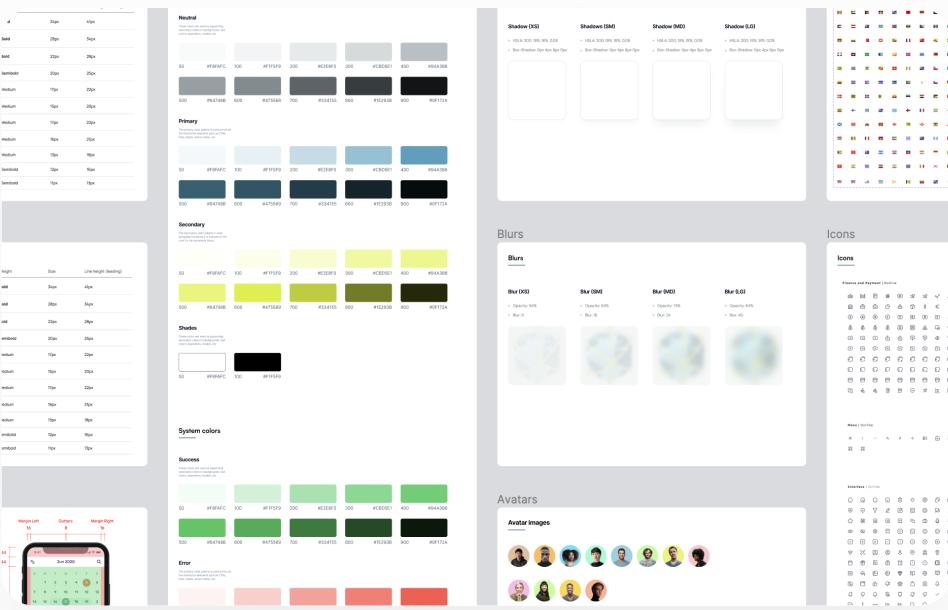
Who is this for?

Who is this ebook for?

This e-book is for every creative person. It doesn't matter whether you are already a UI or UX designer or a graphic designer or if you're from a completely non-related industry. This e-book will give you a basic understanding of good design principles, an in-depth look at the iOS design guidelines, and hands-on practical knowledge to create a full-fledged iOS app made in Figma that's fully responsive and aligned with Human Interface Guidelines (In a later release, we'll also make it into a prototype!).

This book will show you the building blocks you need to obtain to become a better designer and help you design your own iOS concept projects in the future. We wrote this e-book thinking about everyone who's lost in the learning process, looking for answers everywhere but getting bits of unrelated information that's so spread out you can't make any real sense of it.

We've compiled all the information you need to create a successful design and show you the exact design process I go through with every app I'm working on. In the next 600 pages we cover almost all there is to know about UI design, and iOS design in particular, so there's a lot to process, practice and learn from. This e-book alone should give you a very good foundation for designing better interfaces as our final test of knowledge requires you to design an entire Fintech App from start to finish using our Design Manual and a Practice file.

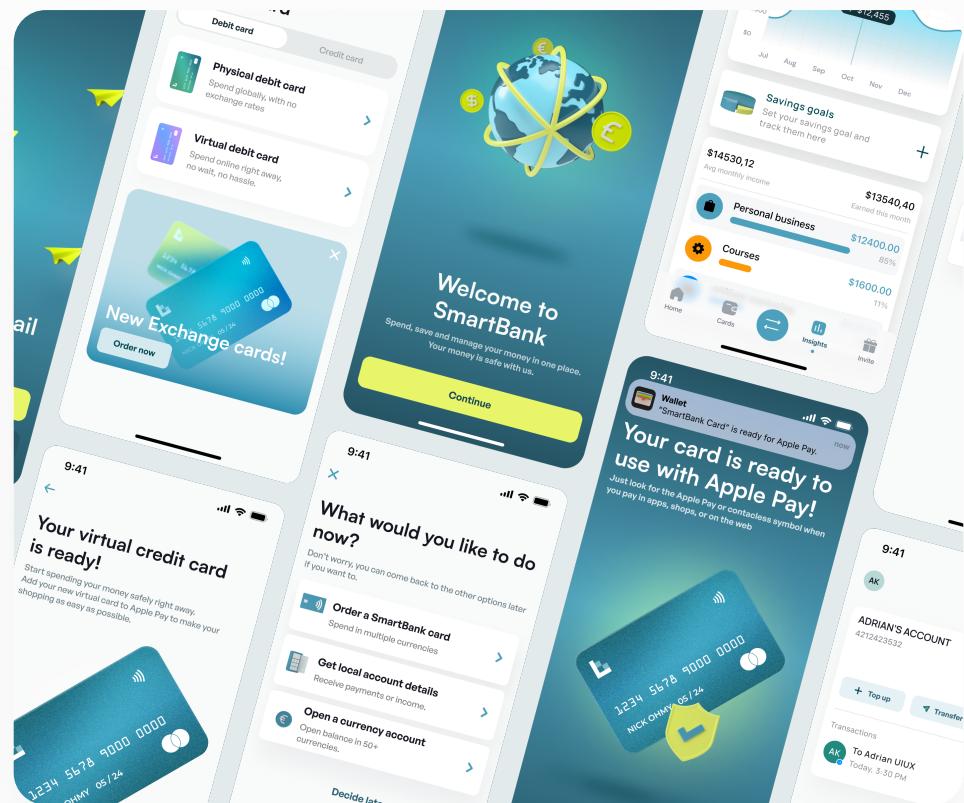


Style guide- Fintech UI Kit

We'll take you through market research, UX audits, user personas, information architecture, user flows, user journeys, inspiration boards, mood boards, brand guidelines, style guides, brainstorming solutions, building wireframes, working on mid-fidelity designs, and taking them into high-fidelity, prototyping (2nd release) and creating a hand-off documentation file for developers.

To supplement the theoretical knowledge you'll get by reading this e-book, we've also added templates for each of the design stages I've described, so you can get started right away and build your own products from the get-go.

On top of that, the cherry on top is the Fintech UI Kit, 100+ high-quality, responsive screens that we're going to replicate by following the practical part of this e-book. We've fully designed and explained 15 chapters, but 9 more are coming in the second release.



Fintech UI Kit - SmartBank

Our UI Kit and this e-book will evolve in time, and we'll keep releasing new updates to it. Treat it as a real MVP that will be iterated, tested, and improved upon, and you, being the first supporter of this work, will get lifetime free updates, no questions asked, no strings attached.

Resources list

As you might have noticed, we've attached a number of different resources to this e-book. Let's explain what all of them are and how you should use them.

Welcome video - This is my quick personal thank you note for you :)

Instructional video - You'll find the links to this video right before we jump in to the Design Manual's practical part. I go over the file setup, and explain how you should replicate the designs yourself.

Fintech UI Kit - This file contains all the unedited Fintech App screens and is not meant for practice. Do with it whatever you want, use the app screens as a reference for your own work, get inspired or modify them and create your own awesome designs!

- **Design system** - A simplified version of the design system used for the Fintech App.
- **Components library** - Dynamic components used in the UI Kit

Fintech UI Kit Practice Files - that's the file we created for you to practice your designs. Each Fintech App screen has an empty frame next to it. This is where you should work on replicating, tracing, or copying the UI kit. So far, 15 chapters have been explained, and you should be able to progress through them just by following the Design Manual part of this e-book. The remaining 9 flows are coming soon!

UX/UI Design framework - This file contains all templates we use for our UX and UI design process, from user journeys, IA, and user flows through mood boards to style guides, and brand guidelines.

Font pack - Font installation files we used for the project.

Hand-off documentation (coming next week!) - All you need for a successful design hand-off. We'll cover this part in later chapters.

How to design better - My free design e-book as a freebie. You might have read it or not, but hey, it's free, so I wanted to make sure you get it too :)

Dribbble & Instagram presentation mockups - simply upload your beautiful shots on a frame and create amazing compositions. These are attached to the main Fintech UI Kit.fig file as a BONUS

The resource folder will grow as we release more updates and cover more flows. Make sure you get familiar with all files, and I hope you'll make good use of them!

I think that covers everything we needed to mention before jumping into our first theory chapter. It's time to dive deep into the vast and still uncovered world of User Interface and User Experience design.

Follow me to the next page if you're ready!



facebook

facebook

Imagine Coca-Cola being blue or Facebook being red. Feels weird, right? Color is an amazingly powerful tool for brand-building, storytelling, and conveying the right emotions.

How to pair colors

As designers, we realize how difficult it can be to choose the appropriate colors and color combinations for our designs.

Here are the main guidelines for choosing your color schemes:

1. Find your primary color – App designers use different methods to pick the best color palette for their apps. The most used methods are the analogous method and the monochromatic method of color choice. Some do it by intuition or use color tools available on the web.

One of the most popular tools you can use to create your color palette manually is Adobe Colors. It's a bit more complicated and if you're a beginner I wouldn't worry about it for now. We'll cover this later.

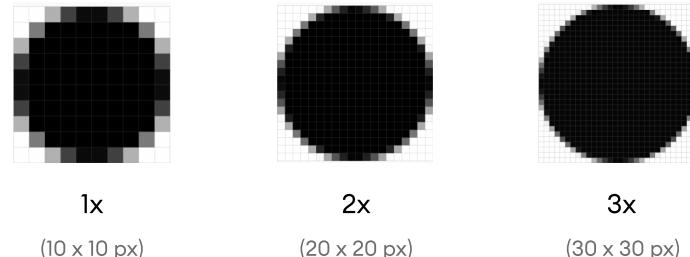
The screenshot shows the Adobe Colors interface. At the top, there are tabs for 'Color Wheel', 'Extract Theme', 'Extract Gradient', 'Accessibility Tools', and 'New'. On the right, there are buttons for 'Save to' (with 'Twoja biblioteka...' and '+'), 'Name' (set to 'My Color Theme'), 'Tags' (with 'Pink +', 'Orange +', 'Peach +', 'Hot +', 'Cute +'), 'Publish to Color' (with a switch), and 'Check for Accessibility'. Below these are color swatches for 'Pink', 'Orange', 'Peach', 'Hot', and 'Cute'. A large color wheel in the center has five points labeled A, B, C, D, and E. Below the wheel is a horizontal bar divided into five segments corresponding to the points, each with a color name and hex code: A (#F5B135), B (#FC8938), C (#E6573E), D (#FC3885), and E (#D335F2). At the bottom, there are sliders for 'Color Mode' with R, G, and B values for each segment.

2. Decide on the number of colors you're going to use. It's best to have one primary, one secondary, and if you really need, one tertiary color with two neutrals - dark and light.

The screenshot shows the Welcome app interface. At the top, there's a navigation bar with 'welcome', 'Use Cases', 'Features', 'Events', 'Customers', 'About Us', 'Blog', 'Log in', and 'Book a demo'. Below the navigation is a hero section with the heading 'Unlock employee engagement' and the subtext 'Inspire employees, increase engagement and build a thriving culture leveraging Welcome's live video platform.' There are 'Demo' and 'See your brand on Welcome!' buttons. The main content area shows a video feed of a woman named 'Ava Garcia' and a sidebar with a poll titled 'All-Hands' with options 'Stage' and 'Lounge'. To the right, there's a circular inset showing a man sitting in a chair with a laptop, and a sidebar with real-time engagement metrics: 'Attendees 213', 'Employee NPS 86', and a graph showing engagement levels.

experiencewelcome.com

Higher resolution displays have a higher pixel density, increasing by 2.0 (@2x) and 3.0 (@3x). With the introduction of high DPI screens, the industry needed a unified measurement. Look at the example below.



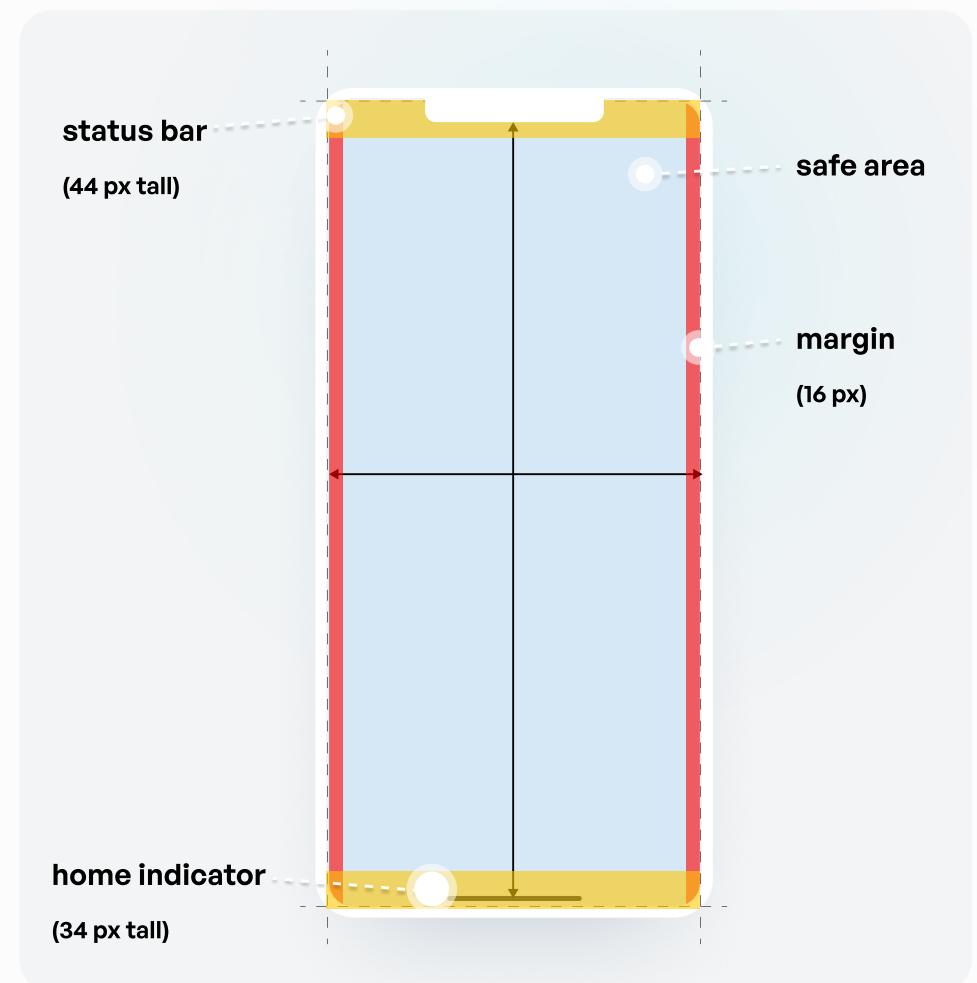
When we are designing our app, we will use pixels to describe our font sizes, padding, and margin values. The only thing you need to remember is that our 1 pixel equals 1 point, and that's all you need to worry about. Points are just a measure of scale, and it's mainly needed as a reference point for our developers.

Since our iPhone 13 has a high DPI screen with three times the density of pixels per inch, all our values will be multiplied by three when speaking about real-size phone dimensions, not that we'll have to. We'll cover that in more detail in our design hand-off documentation at the end of this e-book, right after we're done with our Fintech app design. For now, treat 1 pixel as 1 point, and don't worry about the rest.

Let's move on!

Layout guides and safe areas

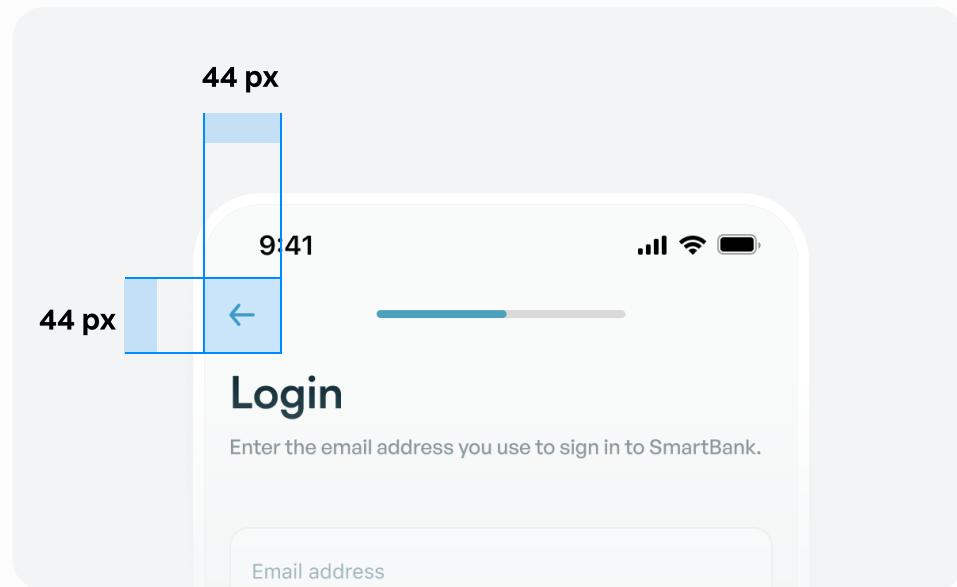
When designing for iPhone, you have to remember the rounded corners and the notch clipping the content. To ensure your designs aren't obscured by these elements, you should use a safe area layout guide. Here's what it looks like.



Touch targets

Buttons and other interactive elements should be of a size that allows the user to precisely tap the target with their fingertip. As we mentioned on a previous page, a standard and minimum touch target for iOS apps should be 44 px wide and 44 px tall. Touch targets should go beyond an element's visible boundaries.

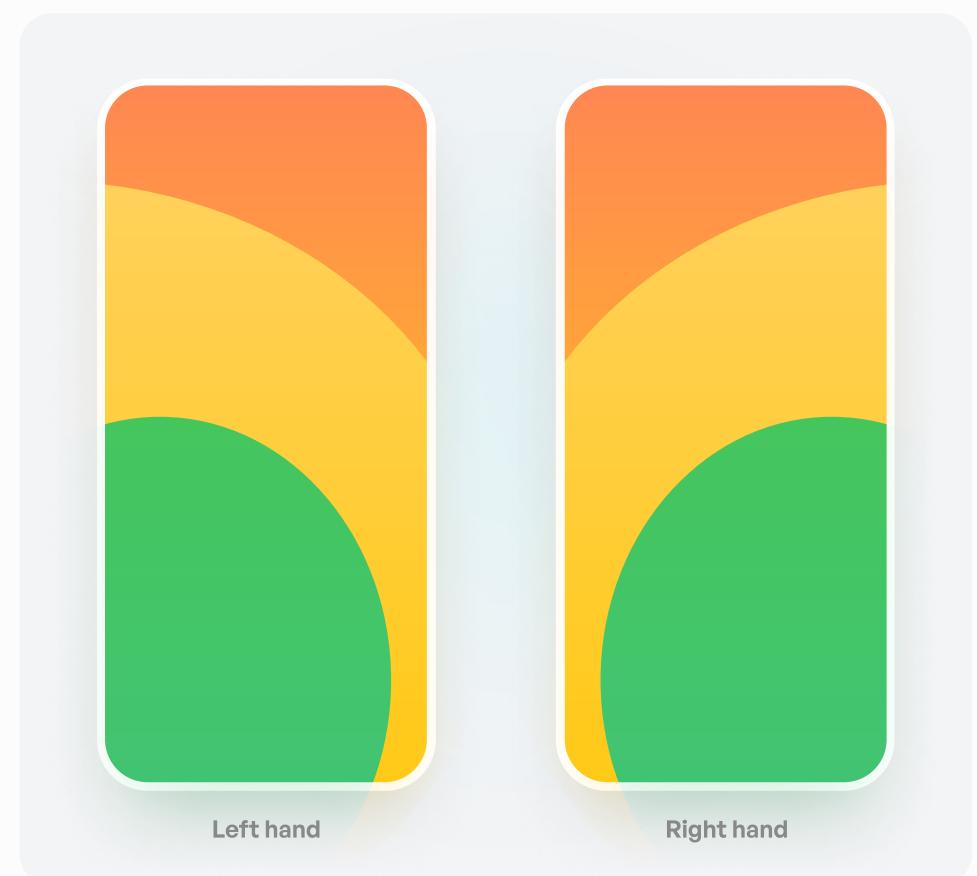
A button or an icon, for example, can appear to be much smaller, yet the surrounding padding contains the entire 44 x 44 px touch target.



Pixels are just a reference measure for designing interfaces. Real dimensions of a touch target should be considered in mm but using the minimum required px (pt) values we ensure our design meets the minimum iOS criteria.

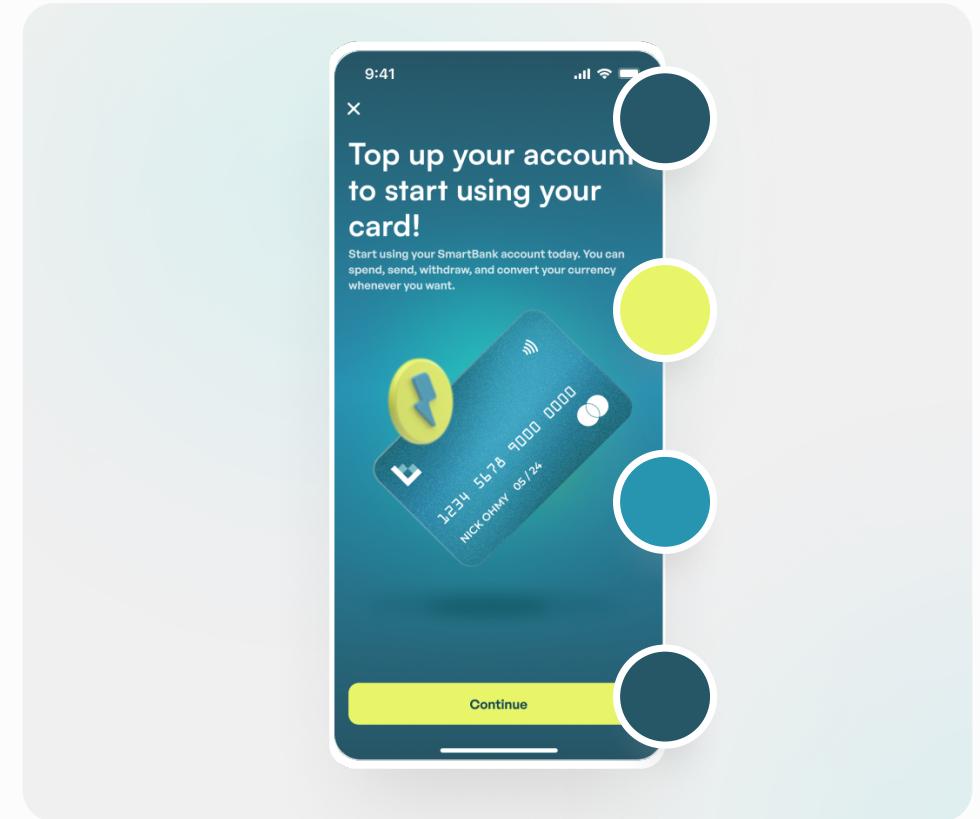
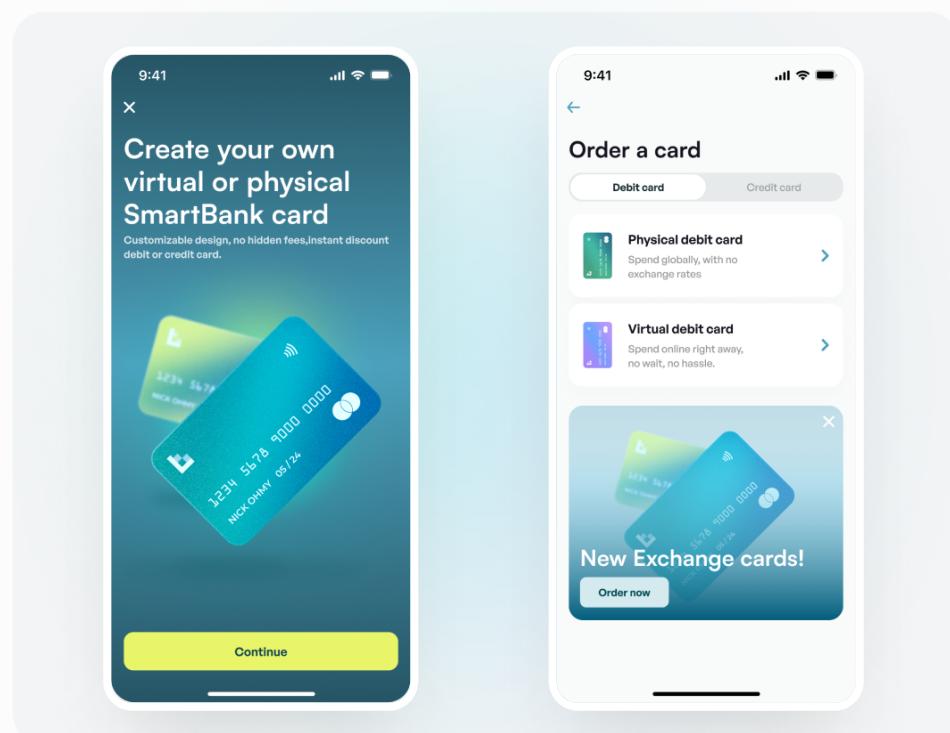
Thumb zone

Most mobile users use their thumbs to control, click and navigate their mobile devices. The thumb zone on the screen is the area that is comfortable and easy to reach using just the thumb. Unless you're a giant and can reach the top of your phone with a thumb, you shouldn't consider the top of the screen as easily accessible.



Gradients help your designs leave a more significant visual impact than simple solid colors. We'll use them a lot in our Intro screen designs for the Fintech App to bring our illustrations to the forefront.

The key to mastering gradients in design is finding the right balance and not overly saturating them or using two colors at each end of a color wheel spectrum. To learn more about the gradients, feel free to check my "How to design better UI components" e-book attached to this file. We have a separate chapter explaining different types of gradients and how to match them.



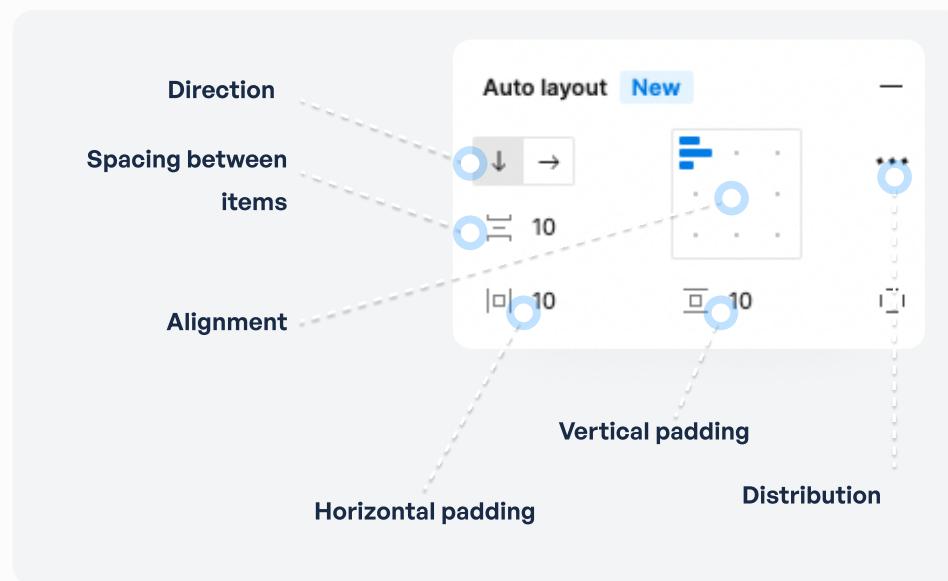
The safest bet would be to choose analogous colors for your gradients, meaning colors near each other on a color scale.

You can play around with your colors and add three different gradient points to create more dynamic-looking gradients.

You can also add a blurred, vibrant shape behind your main illustration to bring out to the front even more and add another layer of depth to our designs.

Practice auto layout with Figma

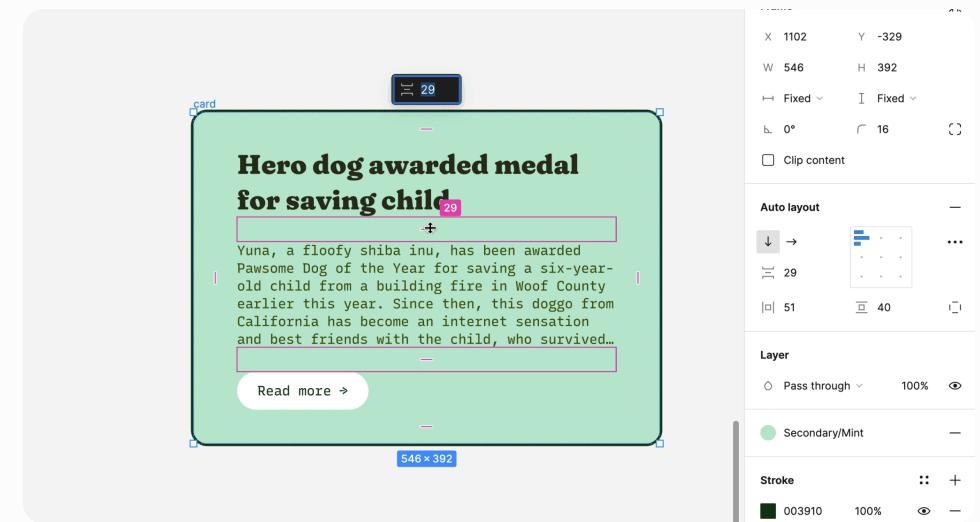
Frames with auto layouts have entirely different properties than regular frames. When you apply an auto layout, changes appear in the right sidebar panel. Let's see what these properties mean.



Direction describes the way auto layout elements align within the flow:

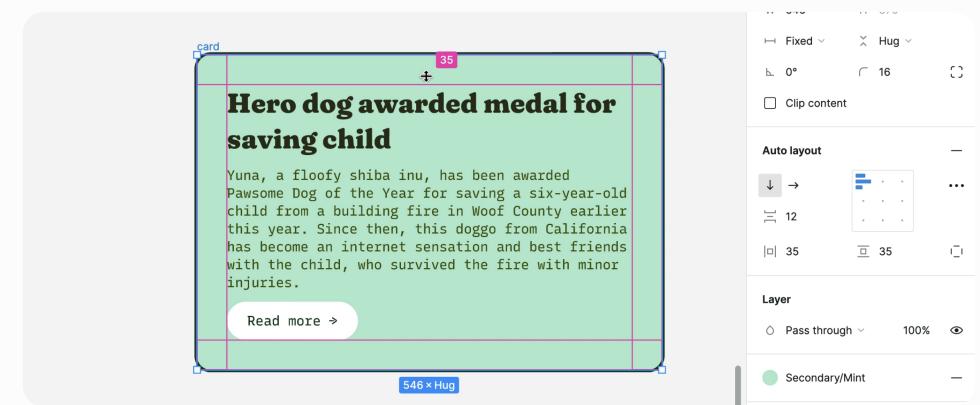
- Choose a **vertical** direction to align your objects within an auto layout container along the y-axis. Example: a list or a timeline.
- Choose a **horizontal** direction to align your objects within an auto layout container along the x-axis. Example, row of buttons, icons, or a tab bar menu.

Spacing between elements dictates what will be the amount of margin left between two elements within the auto layout container.



Source: Figma.com

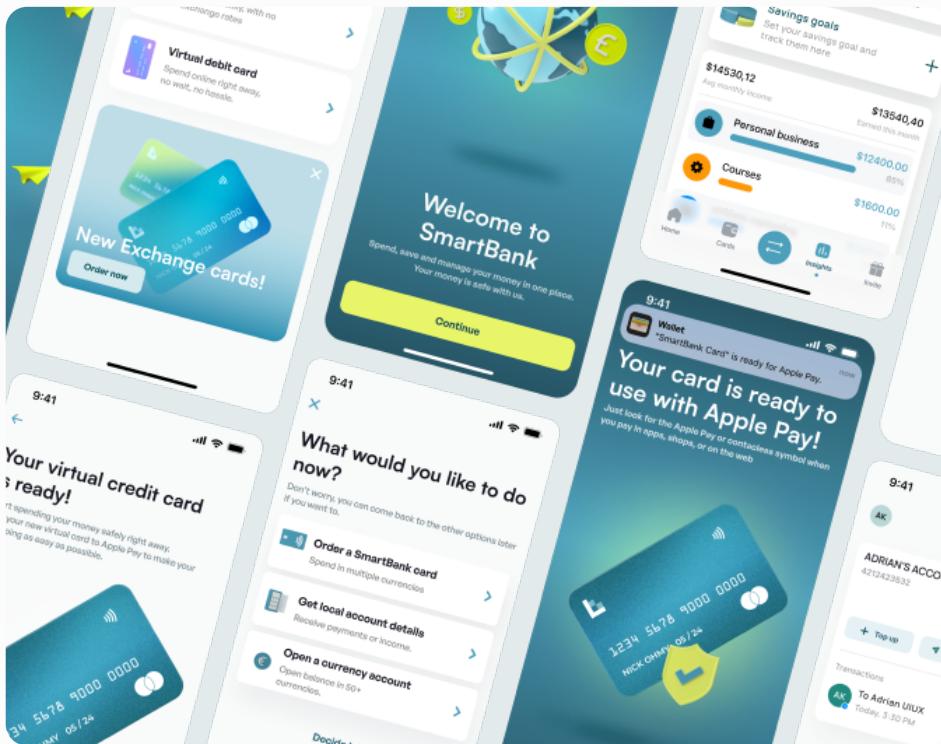
Padding controls the space between the boundary of the auto layout frame and its child containers. You can set padding values all at once or edit their values on each axis, horizontally or vertically.



Source: Figma.com

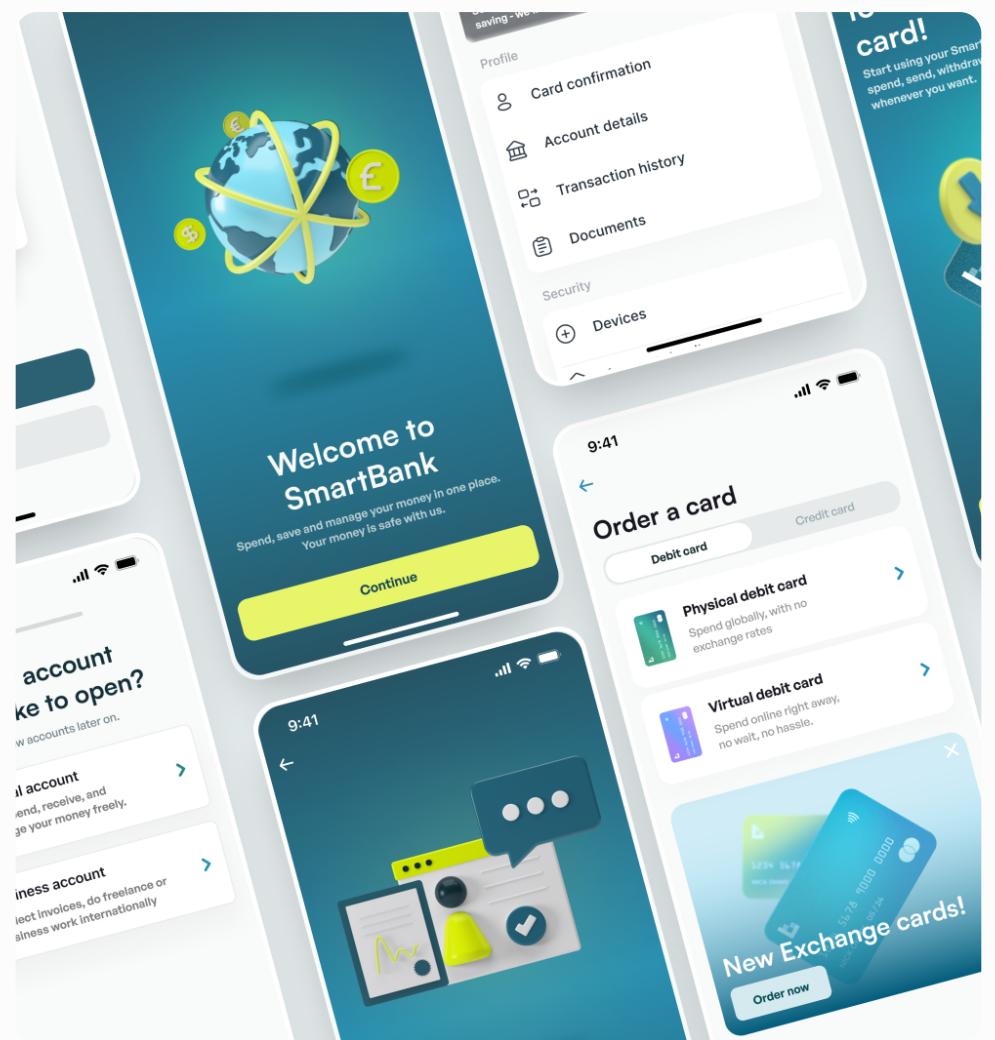
The main goal of this e-book is to show you the best UI practices when designing apps for iOS, but we just couldn't leave out UX entirely.

We also want you to know that along with the new updates this book will be getting, we will also keep on updating the UI kit. We plan to include at least 9 more chapters, refresh and fix the designs for each release, add a working prototype and include a brand new and modern dark mode design. It's all coming, and you'll get free updates whenever we release them, so make sure you stay subscribed to the Gumroad newsletter and follow my daily stories on IG.



To sum up, right now, the UI Kit consists of 100+ screens, 20 flows, UX templates, UI templates, and a practical guide on how to design 15 out of 24 existing flows. New updates are coming soon.

Without further ado, let's dive into the UX behind our Fintech App.



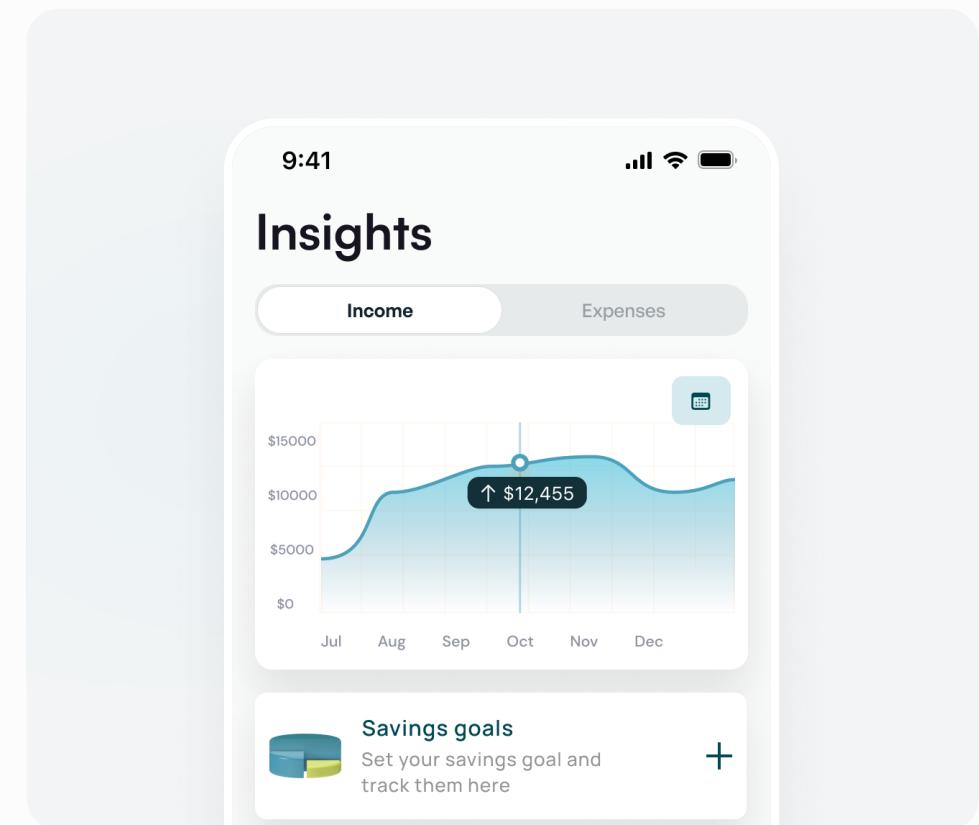
Keeping that in mind, here are the fundamental features that we've found an average user might expect from a finance app.

- Ability to connect to external bank accounts
- The visualization of data
- Expense tracking and ability to generate reports
- Bank/Credit card integration
- Top-notch security
- A currency converter
- Payment reminders
- Easy top-ups

Most importantly, we need to connect our finance app with bank accounts or credit cards to track our finances, so a seamless integration flow is necessary. We're launching our product in the UK first, then branching out to Europe, and lastly, we'll release it on the US market.

When designing our app product, we'll use the methods of banking integration available for UK users - open banking.

Visualization of data should help us present finances so that users can understand them much quicker and get an overall idea of what the average performance looks like for them in each given month.

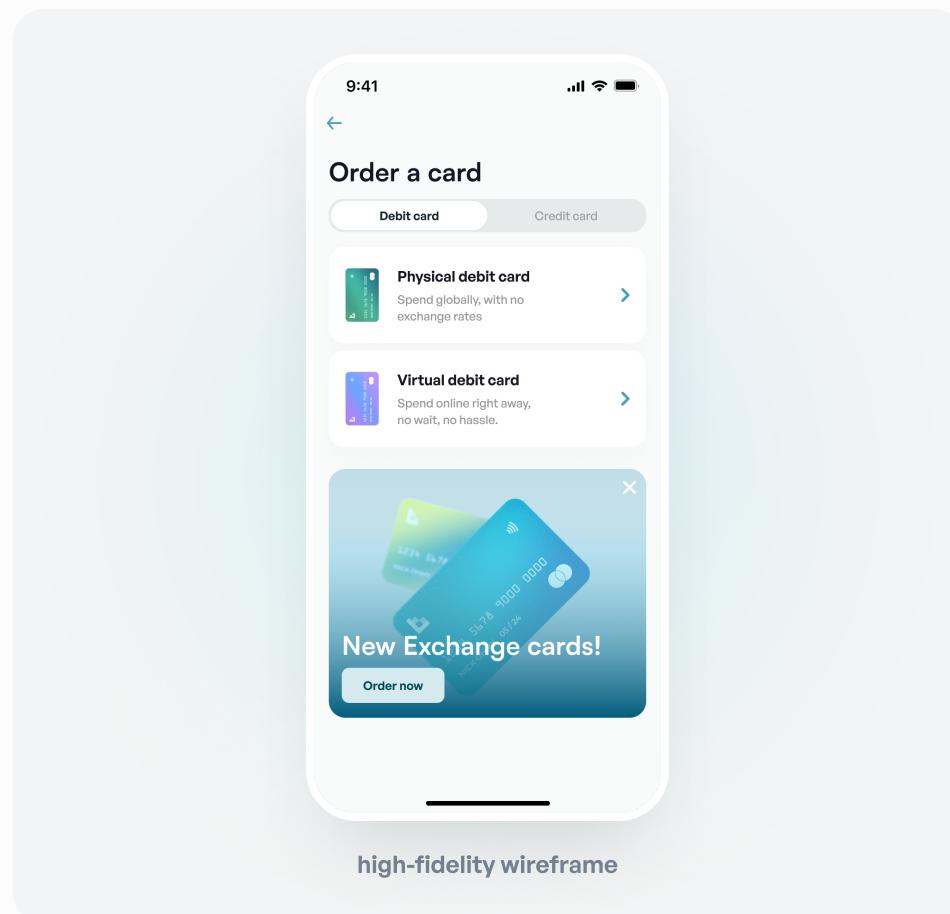


The ability to generate reports and invoices could come in handy when tracking our business spending and expenses.

Payment reminders should help us reach our savings goals much easier when ensuring we're hitting our expected benchmarks.

It's the closest iteration to your high-fidelity prototype, which usually avoids final images, and illustrations and doesn't strictly follow the same font styles and colors, but it might. They are great if you want to develop and present an idea before getting too bogged down in the fine details - perfect for our Lean UX approach.

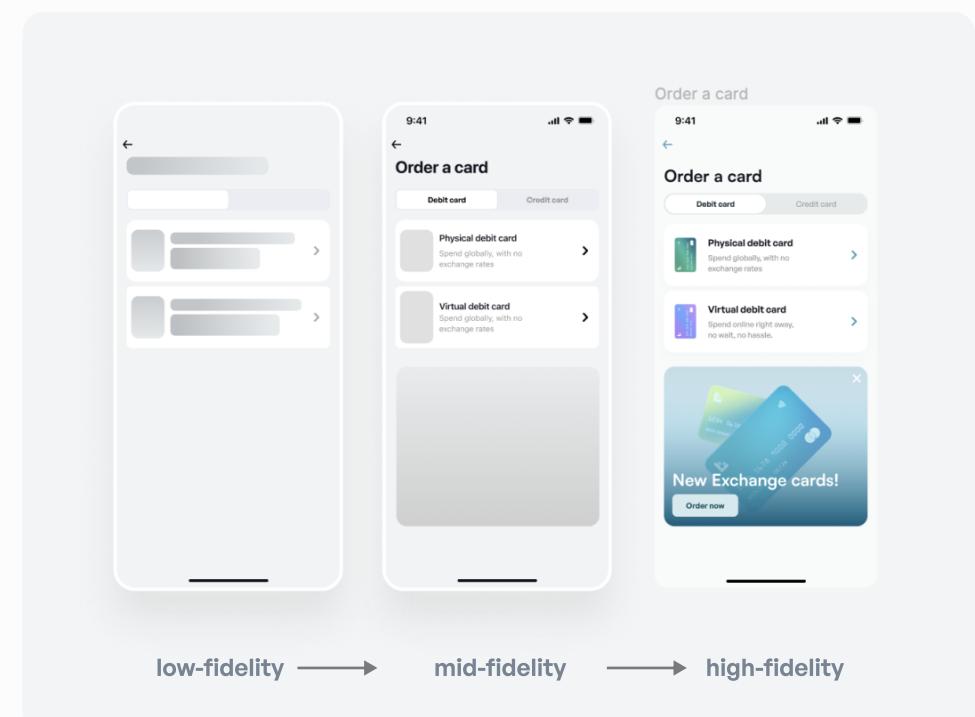
High fidelity wireframes



And lastly, we have high-fidelity wireframes, which are the closest you can get before your final product.

They use the correct font styles and all colors are applied, the imagery is on-brand with the brand's visual identity, and the placeholder text is replaced with the proper product copy. They're built on a design system and are dynamic, componentized, and responsive.

For our Fintech UI Kit, we've skipped the low-fidelity preparation and started with mid-fidelity wireframes - you'll find the mid-fidelity drafts inside the file on a separate page.

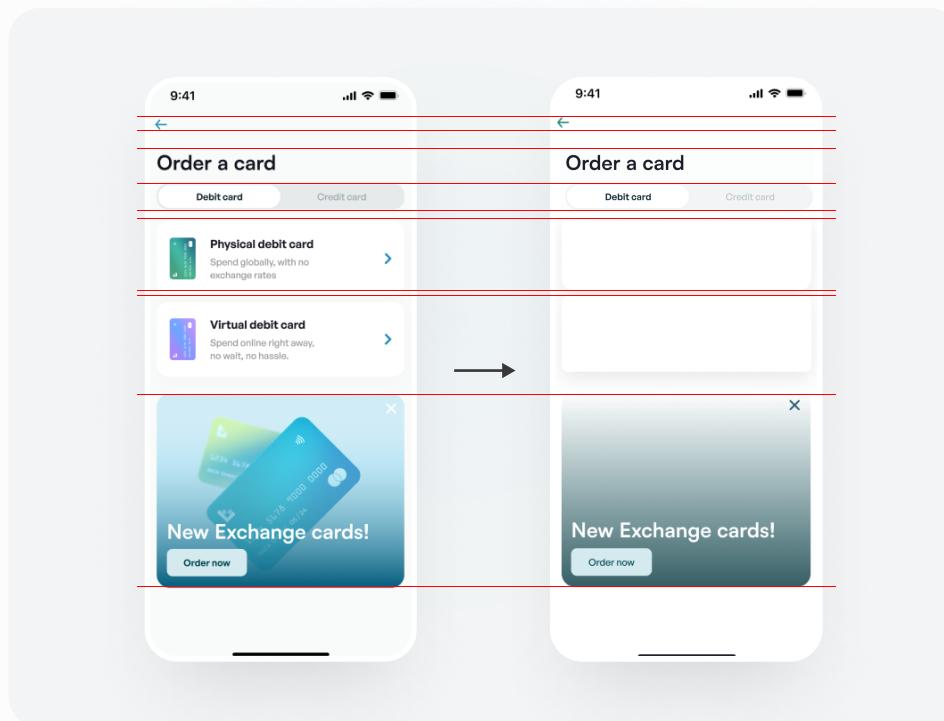


Fintech practice files

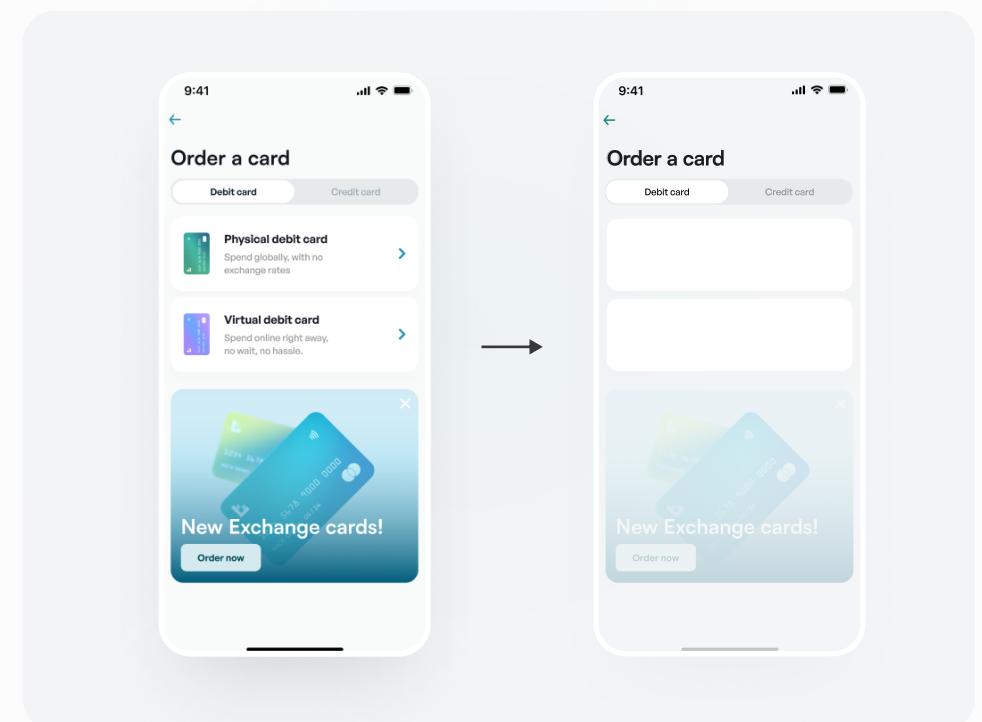
If you've watched the video, then you have already seen how to approach this file, but I'll repeat it one more time, just in case.

When you open up your Fintech practice files, you'll see 100+ original and 100+ empty frames. The empty frames are where you should be working on replicating the designs I've created. The original frames should serve you as a reference point.

Depending on how comfortable you feel with the design, you should **copy my designs** to learn the proper spacing and font sizing.



Or you should trace them. To trace the design, simply export the original frame as a PNG, place it on your training frame, reduce the copy layer opacity to around 20% and lock the layer in. Start creating shapes and adding text layers in the same position as the original. Look at the left original frame for reference when you need to look up the spacing between elements. To check the spacing between elements, click on an element and press “Option” on Mac or “Alt” on Windows. You will see values appear in red.

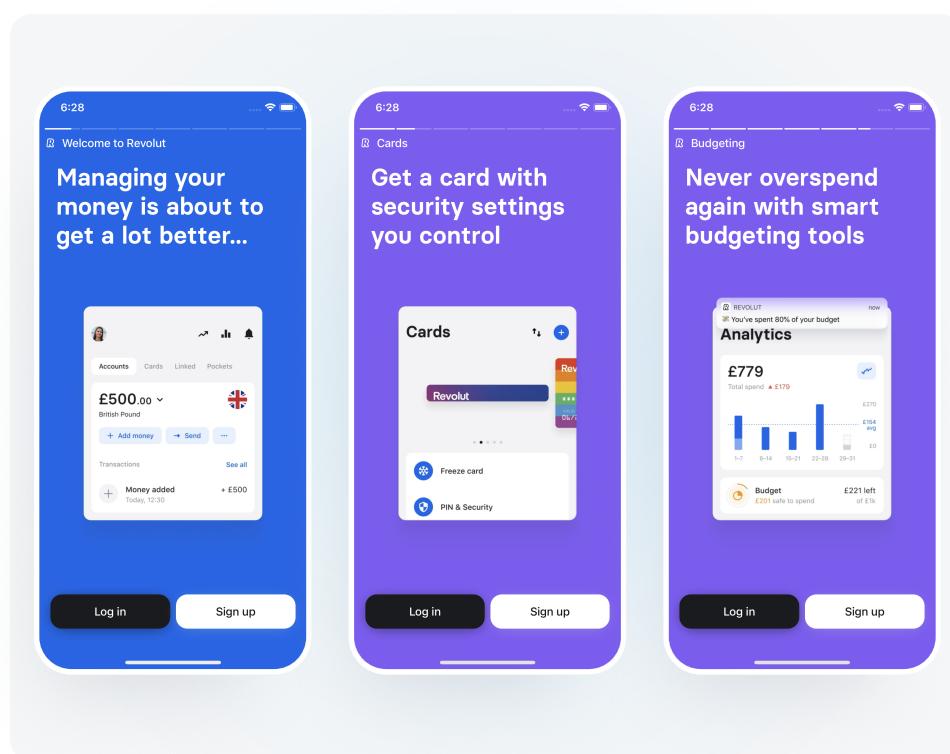


For more information, make sure to play the video! There's one more thing we need to cover in the next chapter.

Walkthrough screens

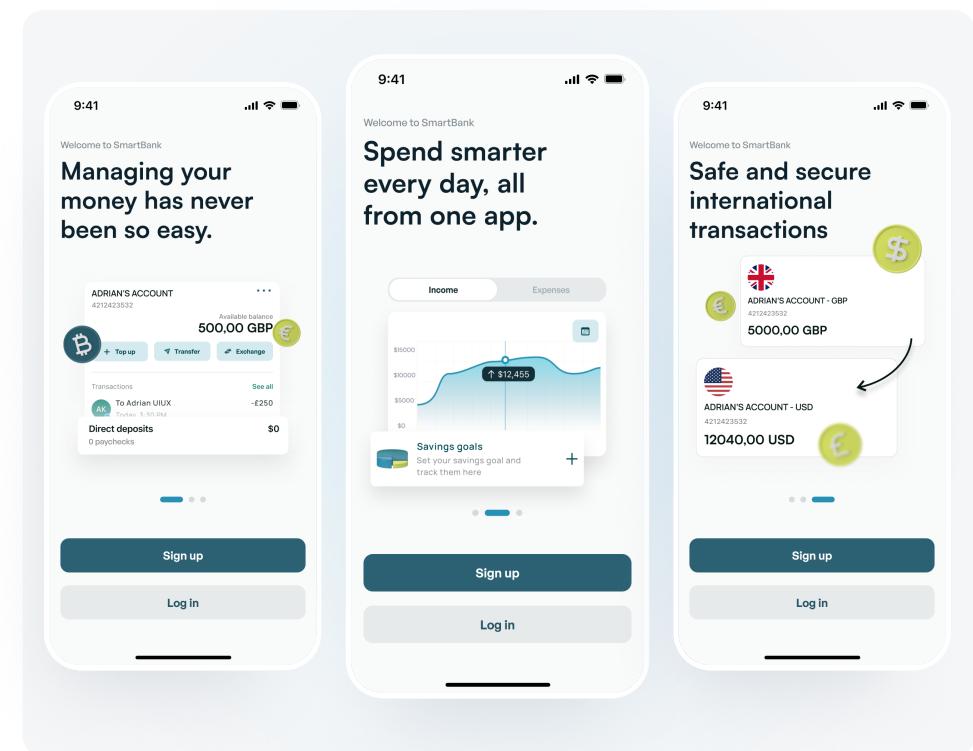
Walkthrough screens give users more context about the app's functionality. Instead of users landing in your application for the first time with no sense of which features or areas to explore first, in-app walkthroughs allow you to curate their experience and guide them through the workflows they should know about right away.

Explain what your app does, how it works, and what users can expect from it in one or two short sentences. Make it short and sweet.



Revolut Walkthrough screens

Our onboarding experience - Walkthroughs



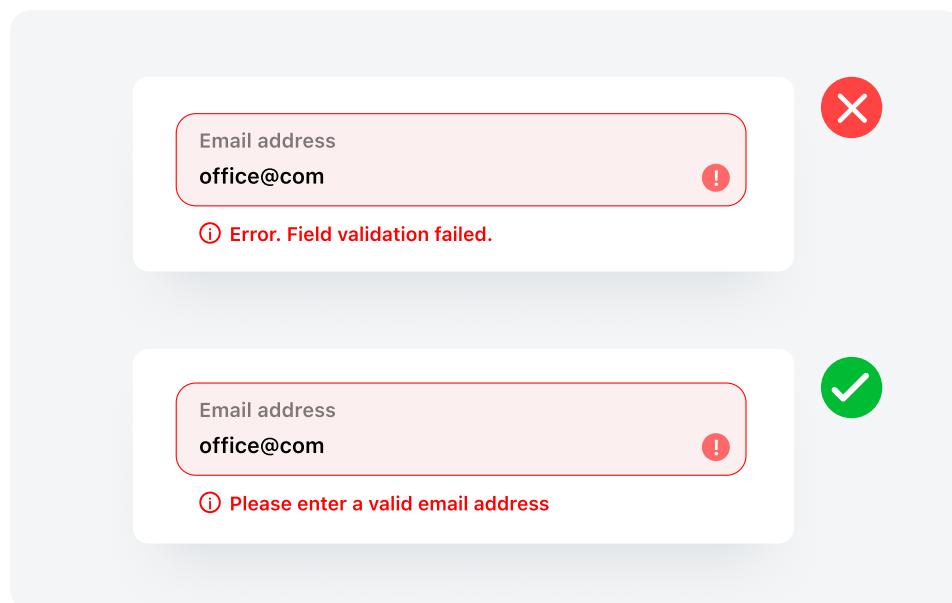
Looking at our options, we decided that the best approach would be to go with the walkthrough screens. Our target audience is already well familiar with the concept of fintech banking. On top of that, our app features a pretty long onboarding and verifications process being a Fintech app, so having a guided tour wouldn't be ideal for introducing the app's functionalities.

Instead, we show them three reasons they should explore our app further with two CTAs to sign up or log in to continue.

Error state and messages

Whenever our users make a mistake, we need to make sure that they understand the error that's been made, and for that, we'll use error states and messages.

When things go wrong, and we can't let our users advance further, don't let them wait for a page reload to display the error message. Make them instant.

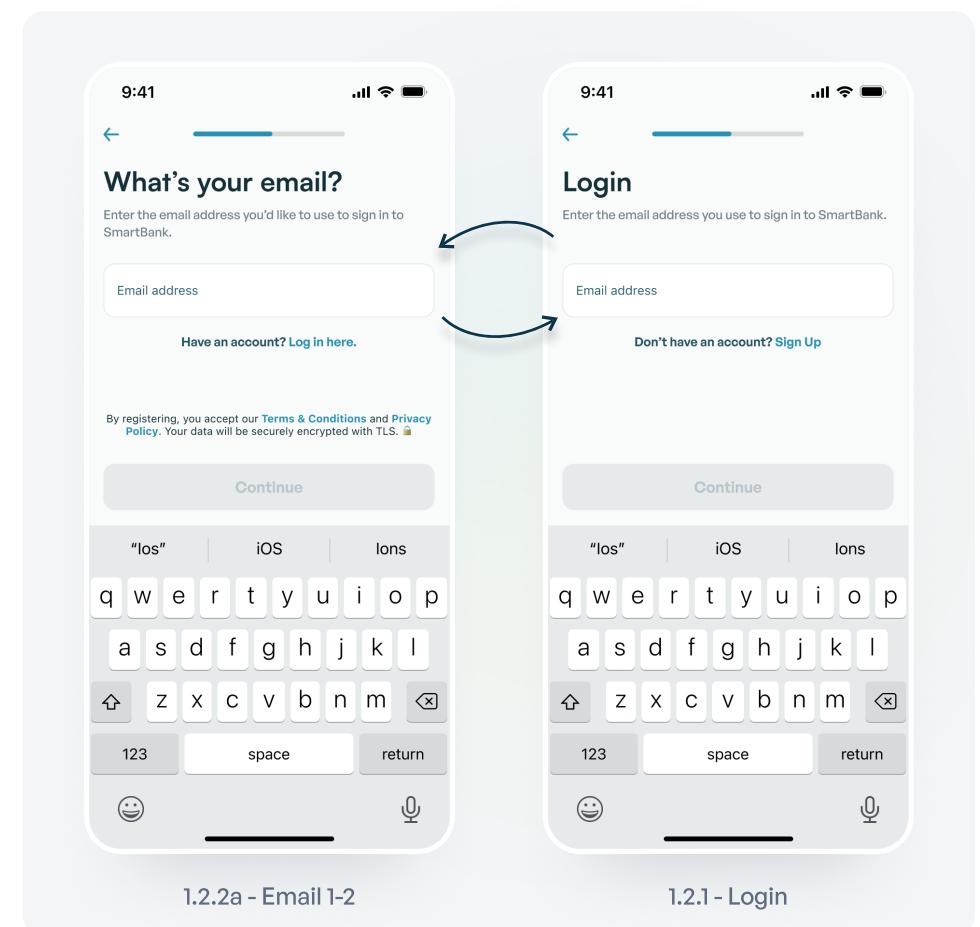


For invalid inputs, we should show error messages almost immediately to let users fix the mistake before moving on to another step. Make it prominent enough to see it, use clear language not to confuse them and tell them exactly how to fix the mistake.

Login page

We should allow for easy switching between "sign-in" and "sign up" screens. If someone clicks the wrong option, you want to make it stupid simple for them to switch from the registration flow to a login flow and vice versa.

We can add a link text under our email field to do that.



1.2.2a - Email 1-2

1.2.1 - Login

When you are creating your splash screens, make sure to add brand visuals and accent colors. For promotional screens with inverted colors, remember to invert the buttons and play around with the opacity of your text.

If your description text is secondary, make it less prominent. Titles should be short and easy to understand.

UX Copy

The image shows two screenshots of a mobile application interface. The top screenshot displays a button labeled 'Enable notifications' with a red 'X' icon, and the text 'And get notified about all your account actions in app.' The bottom screenshot displays a button labeled 'Get instant payment notifications!' with a green checkmark icon, and the text 'We can send you instant payment notifications when you spend with your card so you see your payments in real time and your balance is always up to date.'

A smooth user experience comes not just through an organized and clear journey but also from understandable, jargon-free language. Content is critical for converting sales, establishing a consistent voice for the brand, and driving a positive user experience. When it comes to app copy, clarity and consistency are both kings, and you might consider hiring a UX writer to ensure that all your text is as good as it can be (example on the next page).

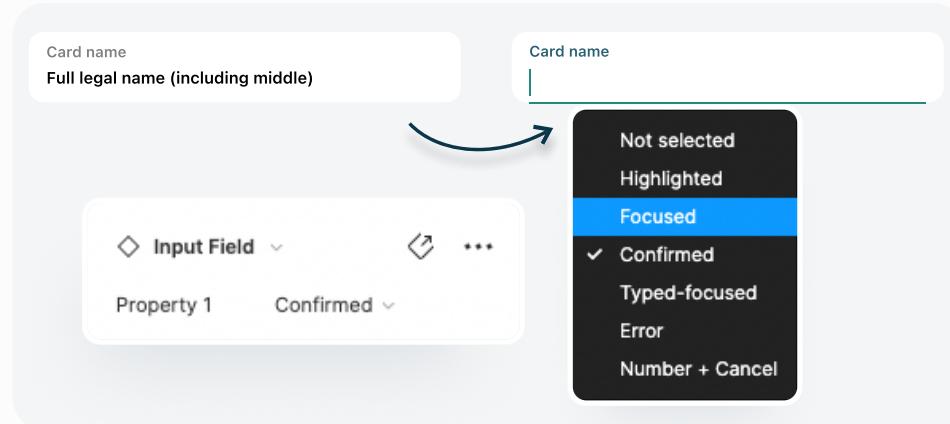
It's always helpful to build user personas and deeply analyze our target audience, drilling down not just into demographics but also their behaviors (psychographics), pain points, and motivations.

Push notifications

We need to use an alert notification with a matching request text for every time we need to access the phone's settings. It's required by iOS, and users need to give explicit permissions before we can proceed.

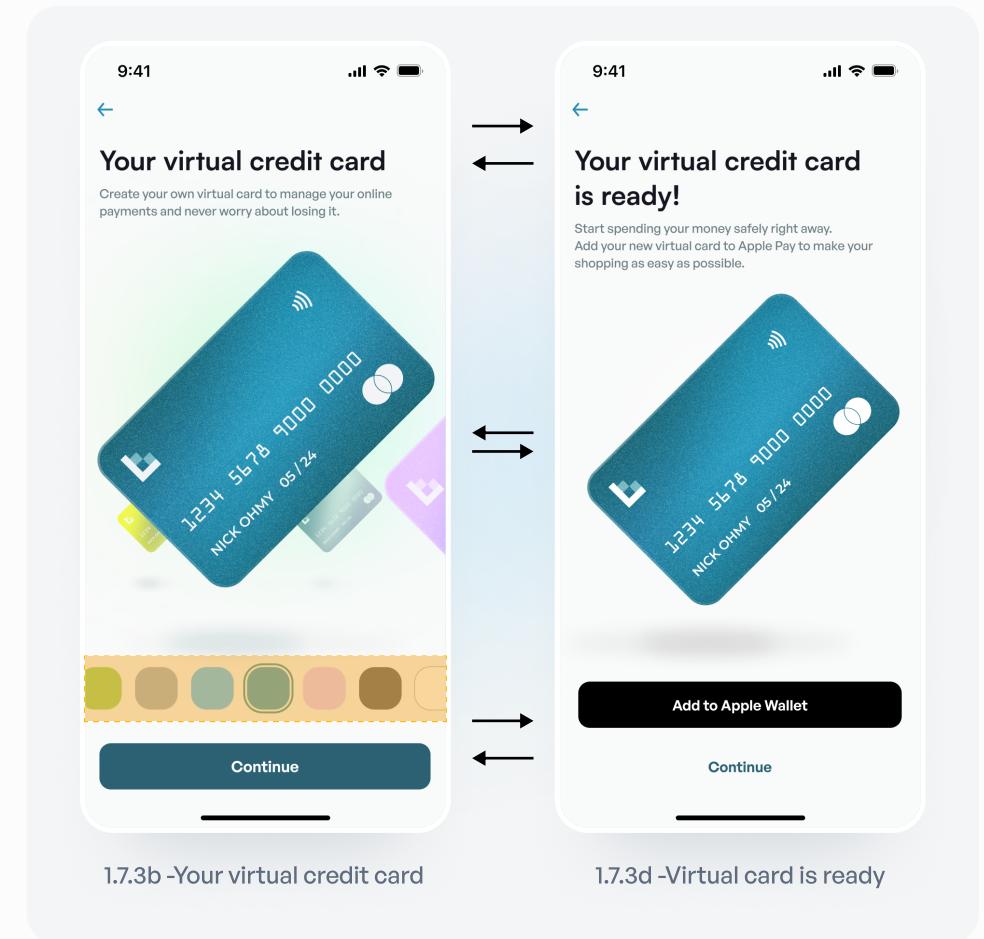
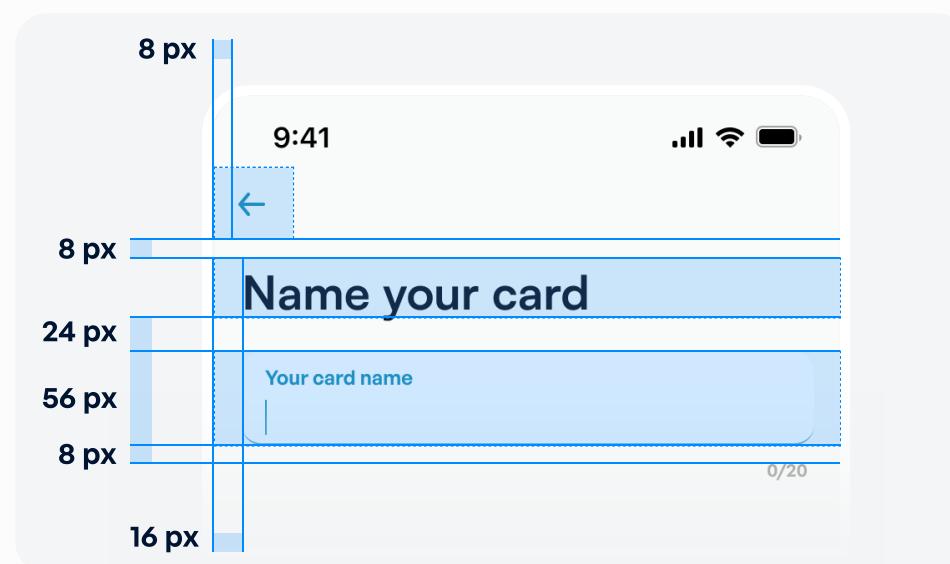
As for the push notifications, be careful with the number of push messages you send to your users. We don't want to annoy them. Many apps don't follow the Apple guidelines and send out multiple, repetitive notifications about similar actions.

We're pretty much done with the first part of our account onboarding and can move on to the next step.



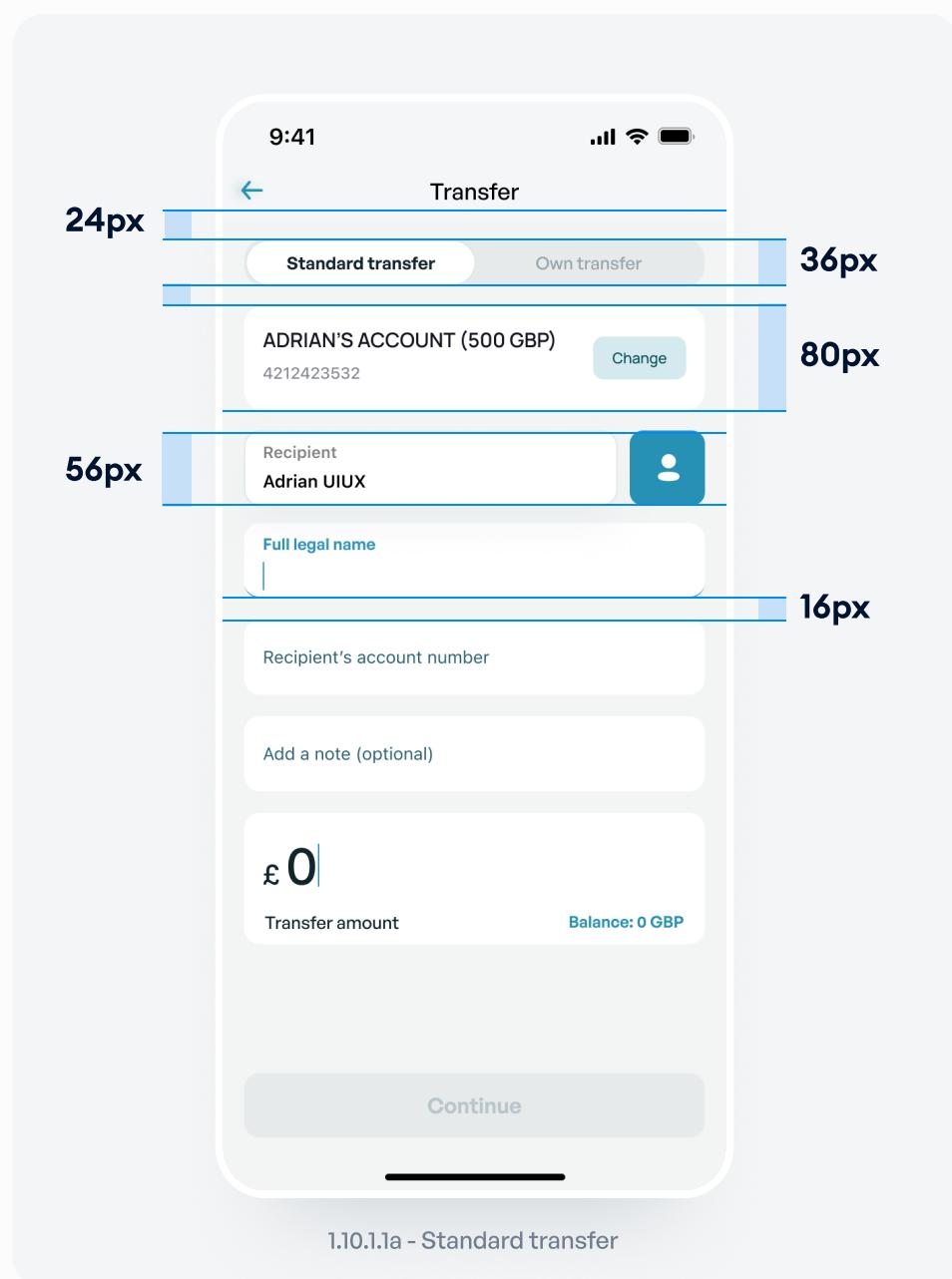
Here's the thing - you're free to use your own padding and margin values, but there are specific patterns you might borrow from other iOS apps, especially the ones designed by Apple.

We used similar values that you can find in Apple Music and App Store. All are built on an 8pt grid.

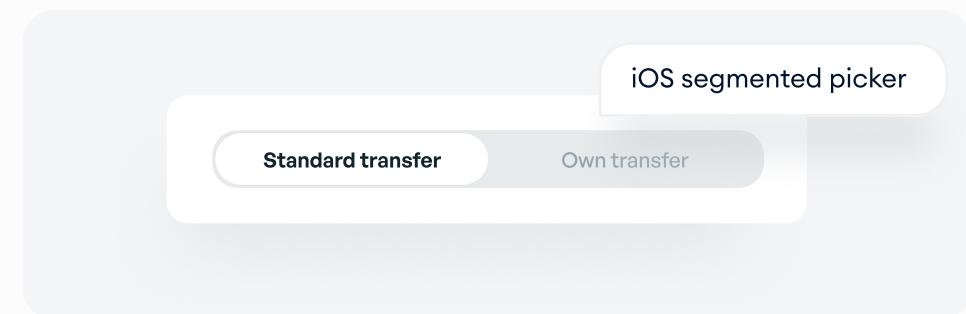


Your virtual card is ready

For our next screen, we need to replace the image, remove the color customizer, and replace our button with a button group from the Components page or one of our previous screens. Change the button styles to Apple Wallet and Primary. Update the text for our title and description and that's it! We're ready to start the "Top up" flow now.

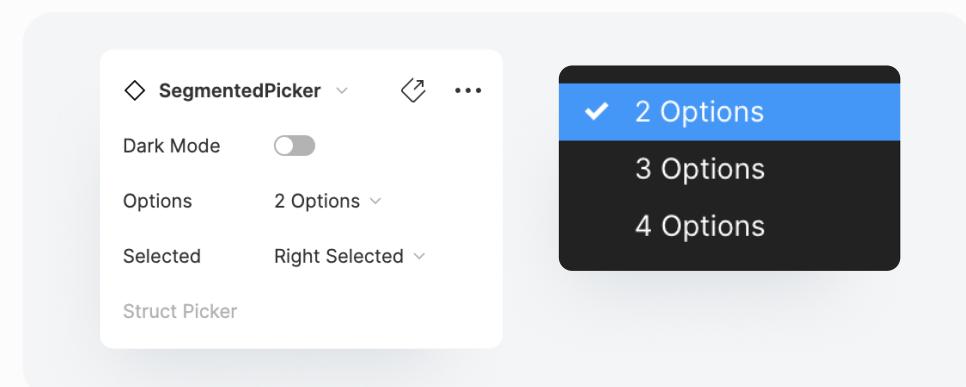


Transfer money - structure



Label container and segmented picker

For the top part, we can copy our label from our “Account details” frame. For the segmented control, use the one from “Order a card” frame. Position it 24 px from the top label.



Reminder: If you ever need to change the settings of your controls, look at the right property panel. This is where all your component's variable properties are.



Design hand-off

22. The design hand-off

Design handoff between design and development is essential but not given enough attention in the whole design process.

It's important to know which elements the development team needs from the design team. There are some handoff tools on the market to deal with these tasks, and I'll show you briefly how I do it.

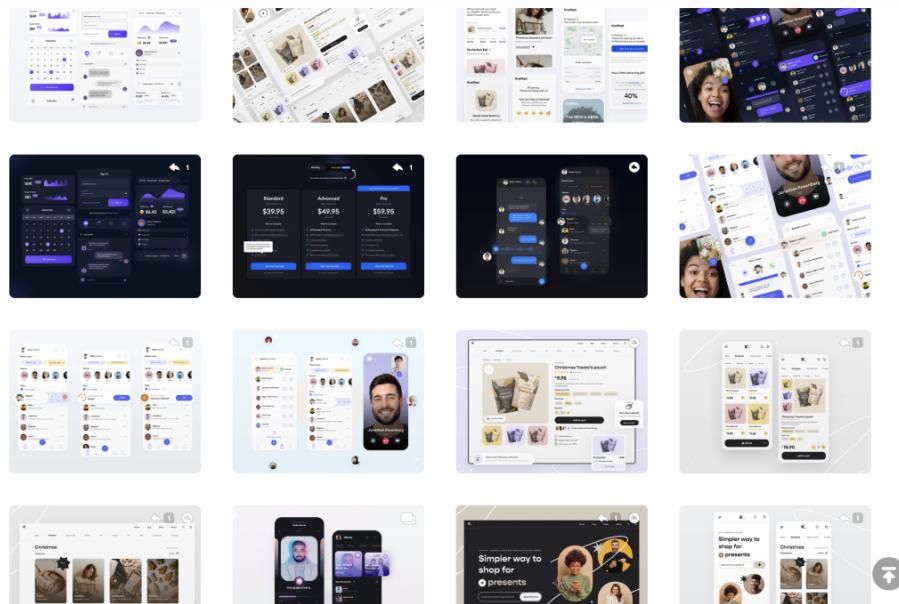
To achieve the right end product, it's essential to set up your style sheets the best way, export elements in the correct form and size, set up component libraries and specifications, and understand responsive grids and layouts, pixels, points, and type scales to make the right decisions early on in the design process.

In this chapter, you're going to learn how to share your Figma or Sketch designs with the development team professionally.

Creating a design system and a style guide for app use will give the development team a clear understanding of what needs to be done and how it needs to be done without too many back-and-forth conversations and misunderstandings.

Before handing the designs off, we want to get an overview of what a development team actually needs from us. Putting together a list of things that we need to prepare to get the best possible results is a good idea to start.

While practicing you'll also begin to notice your own style coming through most of your designs. Work on it. This will be the thing that differentiates you from the rest. Gain confidence and start building your portfolio while you're practicing.



If you look closer you'll start noticing my personal style of designing

Start building your portfolio

If you really commit to practicing design for the next few weeks, you should have created anywhere between 10-30 different concepts. With that, you should have enough content to create your first portfolio. But nice looking designs are not what sells you to a client or a hiring agent.

How to get noticed?

You need to post your work where your clients and other designers hang out - that is Dribbble, Instagram, Behance, and LinkedIn. These four platforms should be more than enough for you to find good work, and get noticed by other agencies. You don't have to be active on all four but it really helps to get noticed. Besides, it's really quick and easy to repurpose the same content for all the above platforms.

Even though I'm repeating all the time that Dribbble is not an ideal place for serious research, it's also one of the best platforms to get yourself an influx of quality leads. If you can get through the noise and land on that explore page, there's no way you won't get swarmed with job offers. I haven't posted to Dribbble in a few months and I still get one job inquiry every other week. That's also how I got noticed for my full-time job at Solace.



Europe

Hey Adrian! I really like your work so I wanted to reach out. At Flowout (flowout.com), we are growing our team and are looking for a designer...



Hong Kong

Hey Adrian, I see you're available for work and was wondering if you'd be interested in working for one of the largest decentralised exchang...



San Francisco

*emailed him (oops!)



Worldwide

Hi Pragati, Thank you for reaching out! Could you please tell me a little bit more about the available position? What is the estimated salary...



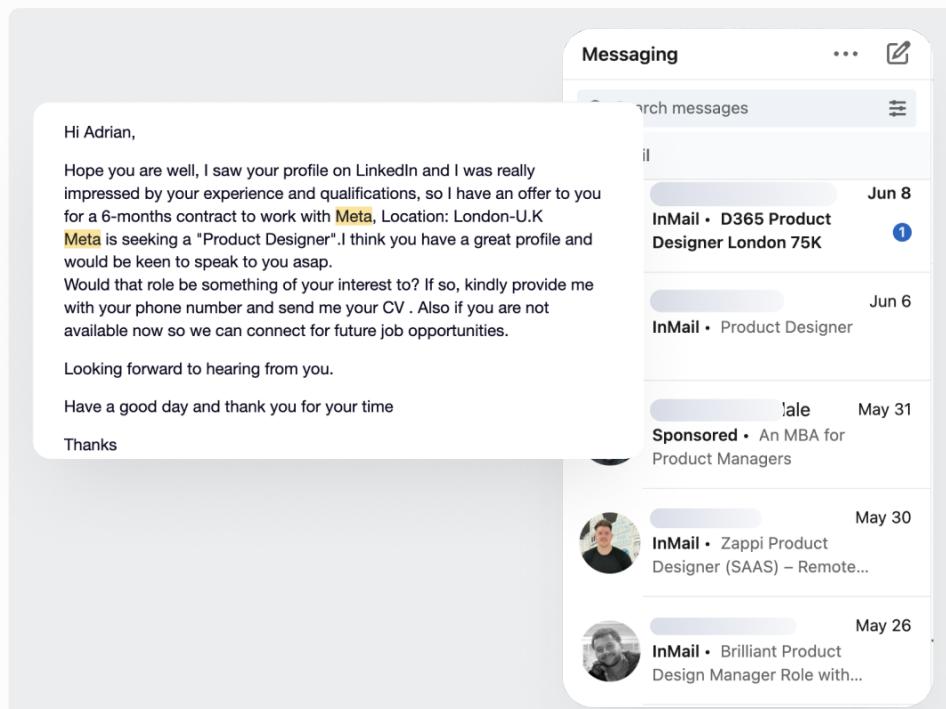
Sweden

Hi Adrian, I am looking for a sr product designer to join our remote team at Chookin.com <http://www.chookin.com/jobs/sr-product-designer/>

Is LinkedIn really that good?

This might come as a surprise but LinkedIn, for me, has been the best platform to get industry-related job offers and tons of freelance projects. That's the platform that brought me most of my retainer clients and made it possible to make steady \$10-20k months.

And when I changed that job title from an owner of a design agency to a Product Design Lead I've been swamped with job offers, receiving one inquiry per day, even from companies like Meta and Twitter. It really is an amazing platform to generate leads and get noticed, so make sure you're active on LinkedIn too.



Behance

I kind of have a love and hate relationship with Behance. It never really brought me that much exposure, except leads from local agencies looking to outsource additional work. I've also never been too active on Behance anyway, maybe because I was lucky enough with client work that I never really had time to create elaborate case studies. If you can spend a good amount of time and really polish your presentation and make it into a really professional, in-depth breakdown of a problem-solution concept work, people will notice it, and Behance will push your content further. I can't really say much about Behance but I guess it won't hurt to post there too, especially when you're just starting out and testing different waters.

I've got a little bonus for you!

I've included a separate file with a number of presentation mock-up templates you can use to display your future work both on Dribbble and Instagram. You simply need to drop your images onto a frame and they will be automatically transferred to the mockup. You can then change your background color to match your designs or unlink the templates and use them freely, as you want to!

Hope this little bonus will help you get started a bit easier. Try it out and tag me on Instagram (@uiadrian) when you're done! Would love to see your concept works live!