



PORTFOLIO

Product Designer · UX Researcher · User Interface Specialist

Sheida Shakeri

2024

Hi , I'm Sheida Shakeri

Product Designer

I was born in Iran 🇮🇷. I studied Computer Engineering and found my passion for UI/UX design during my bachelor's program. My work involves client research, developing user journeys, creating brand identities, and designing products for startups worldwide. I enjoy combining creativity with attention to detail to craft user-friendly interfaces that balance aesthetics and functionality.

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 [Dribbble](#)

 [Behance](#)



Résumé

Experience

Jadooye Fekr Software Development Company — Junior Product Designer

Winter 2022 - Present | Sari, Iran

Focused on enhancing websites by improving user experience and interface design; conducted client research, developed user journeys, and created brand identities; completed projects for startups and small businesses worldwide

Jadooye Fekr Software Development Company — Internship as an UI/UX Designer

Summer 2022 | Sari, Iran

Translated research on user journeys, site maps, and user flows into practical designs that enhanced the user experience; wireframes, website briefs, and mood boards were key in shaping the project

Freelancer — Junior UI/UX Designer

Spring 2019 - Summer 2021






Started my career as a freelancer by learning UI/UX design through online tutorials and videos; initially took on projects from companies recommended by friends, gradually building skills and experience

Skills

Design

• User Interface (UI) Design • User Experience (UX) Design • Wireframing and Prototyping • MVP Design and Iteration • Rapid Prototyping • User Research and Usability Testing • Information Architecture • Design System Development

Tools

Figma  • Adobe Illustrator  • Adobe Fresco  • PostgreSQL  • Xilinx ISE 

Programming Languages

C, C++, x86 Assembly • Structured Query Language (SQL) • Java

Education

BNUT, Babol Noshirvani University of Technology, Babol, Iran
B.Sc, Computer Engineering
2019-2023

Languages

- Persian (Native)
- English (Bilingual proficiency)
- français (A2)

Design Thinking Process

I've put together a process that helps me do my work as a designer across different companies.



1. Empathize



2. Define



3. Ideate



4. Design



5. Test

Project 1



Cryplife Startup |

Brand Identity, UI/UX Design & App Design for a Real Estate

Tokenization Platform 2024

MY ROLE

Brand Identity Designer · Product Designer · UI Designer · UX Designer

CHALLENGES

I had to deeply understand complex crypto market terms to design an intuitive user interface.

KEY WORDS

Startup Crypto Investment Platform Real Estate Tokens
Token Trading Tokenization NFT Market Place
Exchange ICO WEB3 WEB3

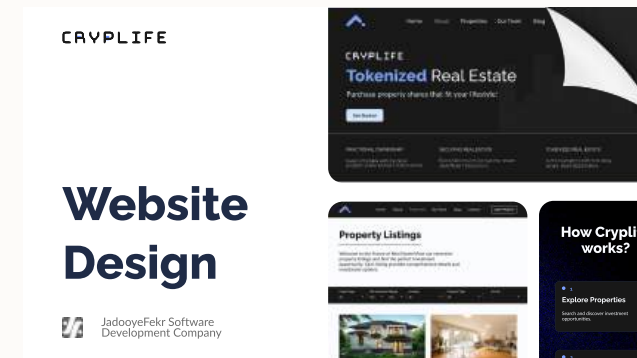
Brand Identity Design

I gave the client a 32-page PDF that included the logo guidelines, brand vision and mission, chosen fonts, core values, images and icons, color palette, and examples of how to use the brand identity on different platforms.



Web Brief

The 24-page web design process document covers the User Journey and User Flows, Sitemap and Information Architecture, Key Screens and Features, as well as Design Elements and Trends.



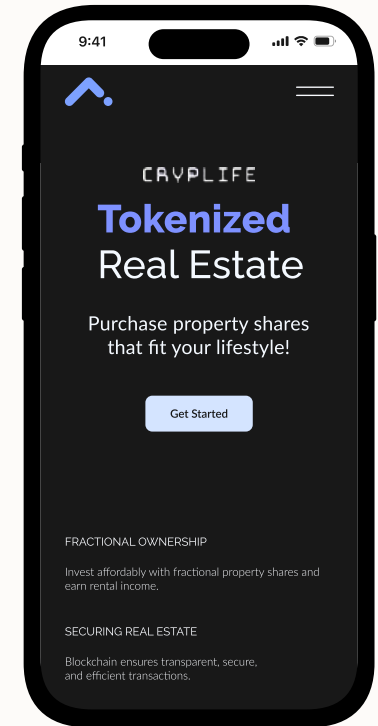
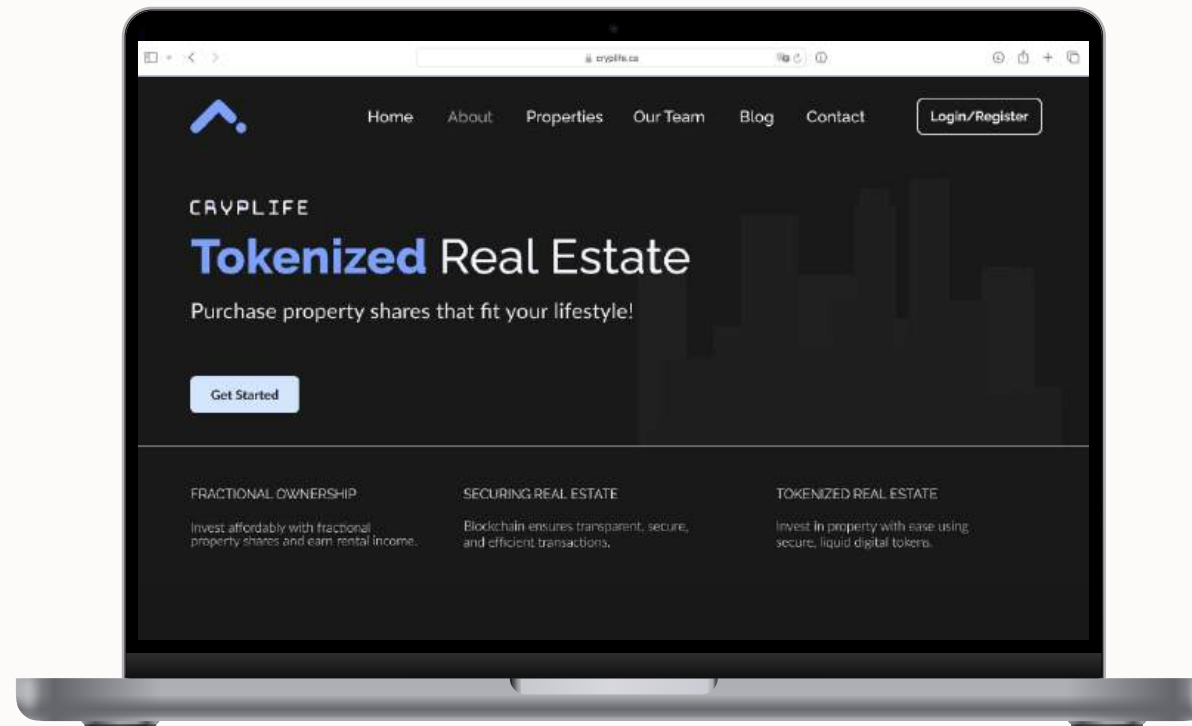
Wireframes

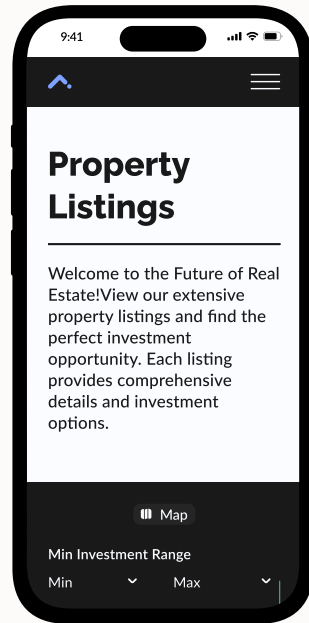
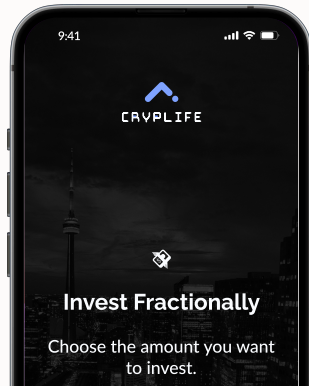
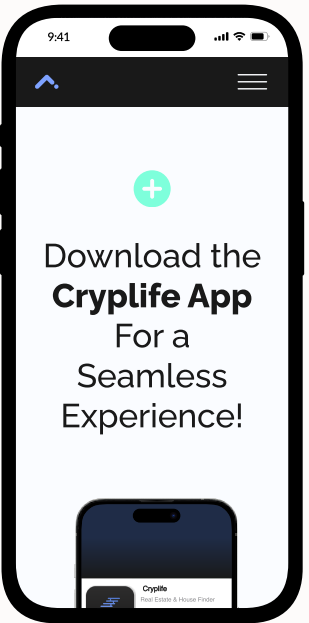
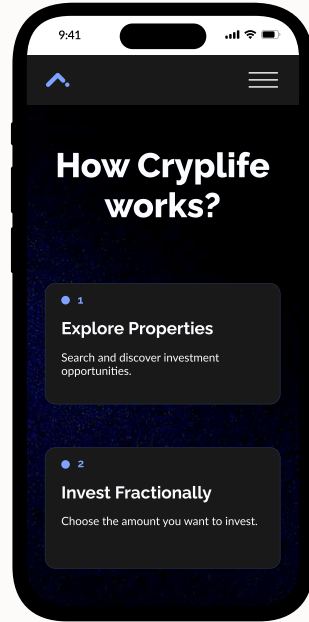
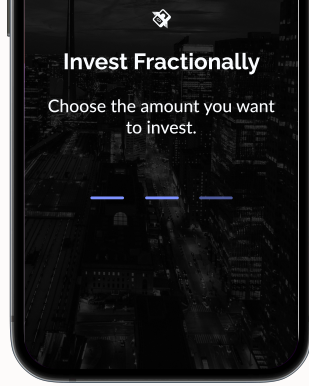
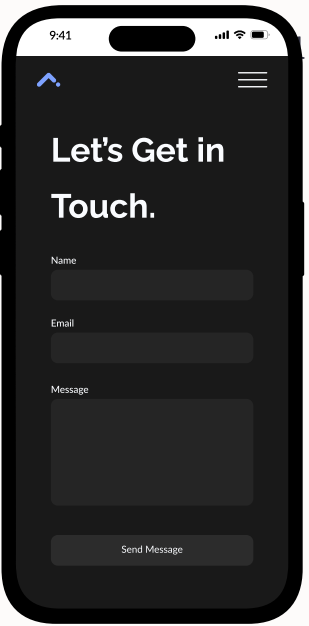
Desktop | Mobile



UI Design

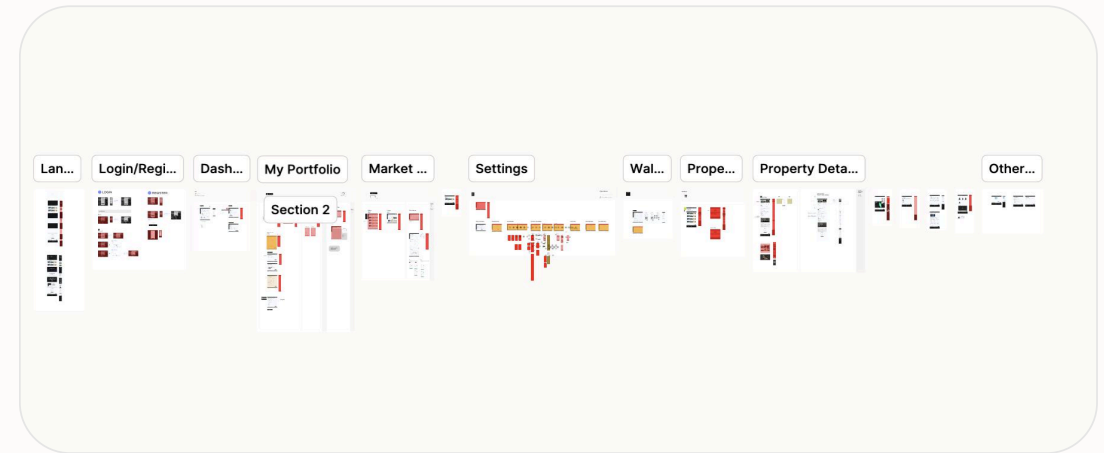
Desktop | Mobile | IOS Application





Figma

+70 Figma Pages



View Full Case Study:

<https://www.behance.net/gallery/208681941/UX-Case-Study-Real-Estate-Tokenization-Platform>

Project 2

Coin Market Ads

Coin Market Ads Startup |

UI/UX Design for Cryptocurrency Based Advertisement 2024

MY ROLE

Brand Identity Designer · UI Designer · UX Designer

CHALLENGES

I had to understand advertising terms like CPC, impressions, and others, and apply them correctly where needed. I also needed to learn about ad sets, budget allocation, and how to create a user-friendly interface that reflects the needs of both advertisers and users.

KEY WORDS

Startup Cryptocurrency Advertisement
Win-Win Ads

LANGUAGE

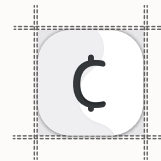
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Brand Identity

Logos:



One Line Logo



Monogram Logo

Primary Colors:



Secondary Colors:



Fonts:

Outfit

Poppins

Headline 1 SemiBold 48

Headline 2 SemiBold 36

Headline 3 Bold 24

Subtitle 1 SemiBold 20

Subtitle 2 Medium 18

Subtitle 3 Medium 16

Body 1 Regular 18

Body 2 Regular 16

Body 3 Regular 12

BUTTON Bold 18

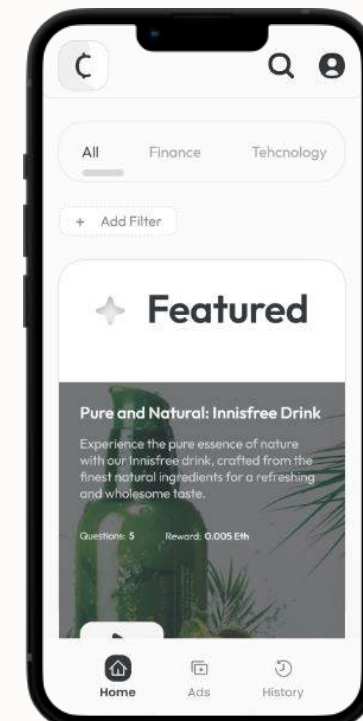
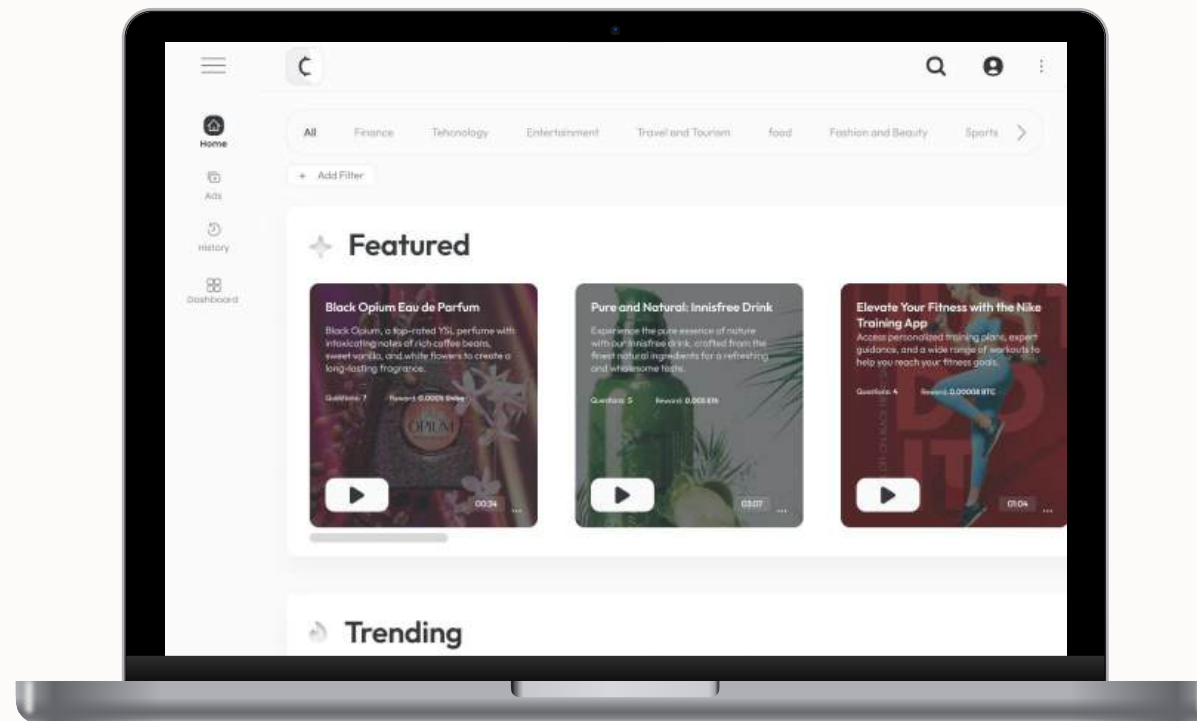
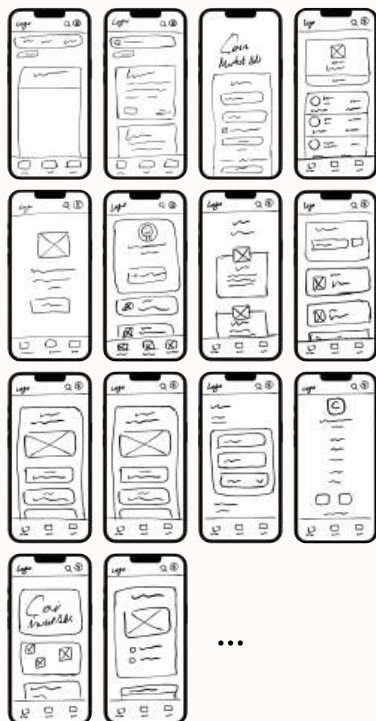
BUTTON Bold 14

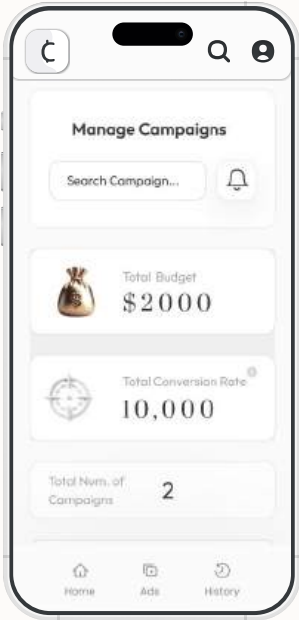
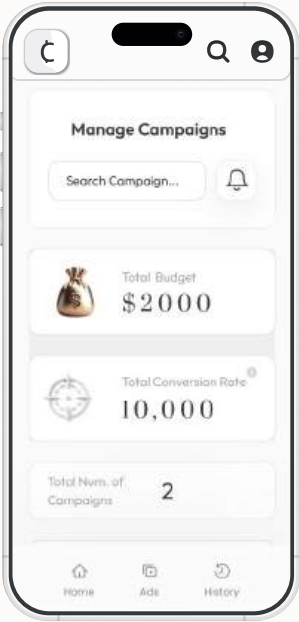
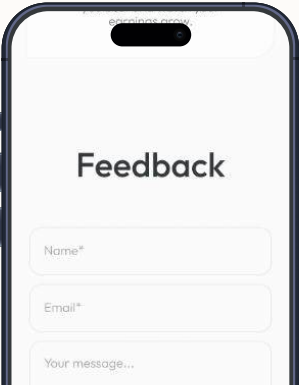
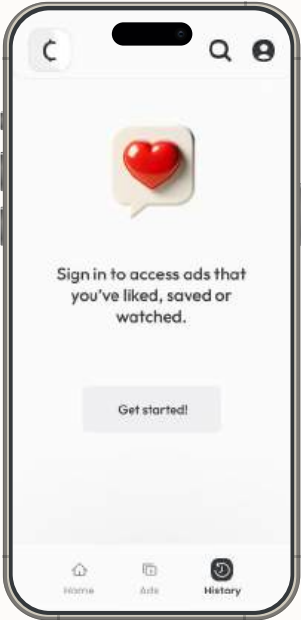
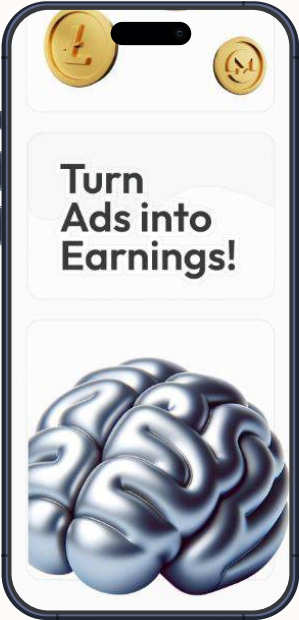
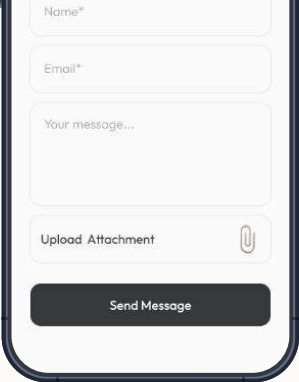
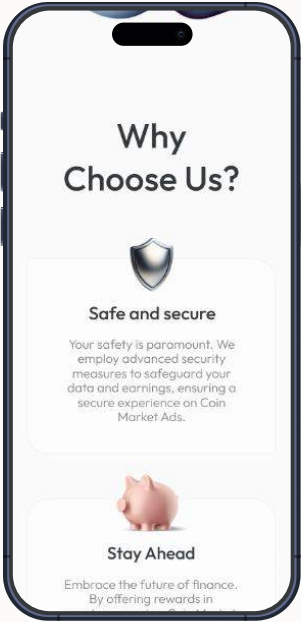
Wireframes

Desktop | Mobile

UI Design

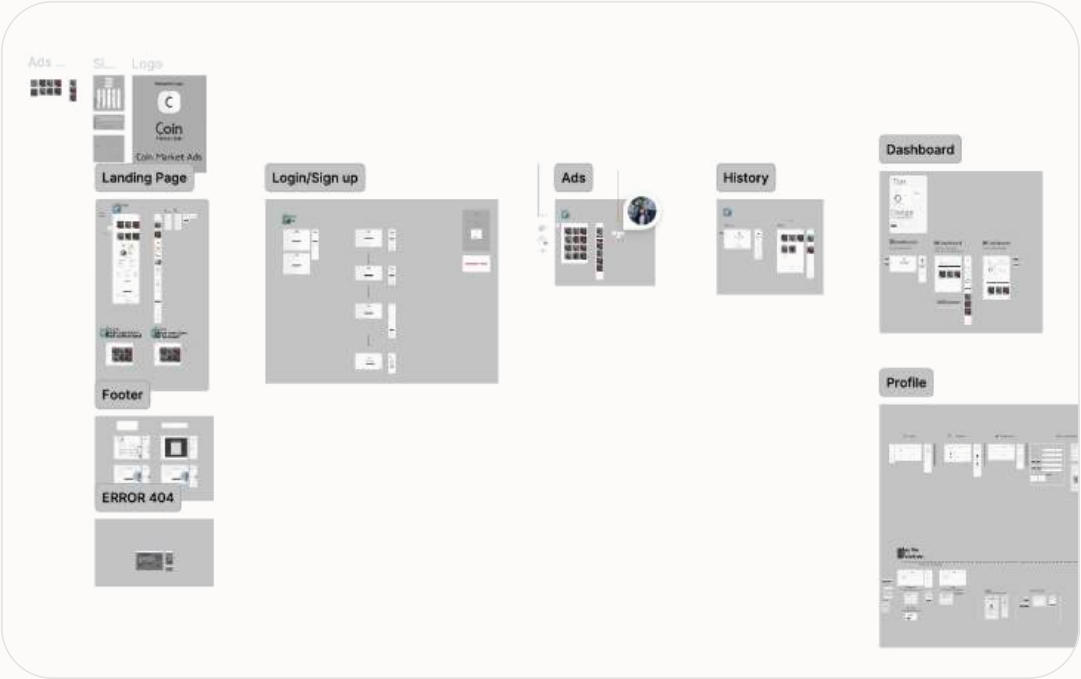
Desktop | Mobile





Figma

+60 Figma Pages



Project 3



Torshoshirin Fruitshop Website Redesign | UI/UX Design a Local Fruit Shop 2023

MY ROLE

UI Designer · UX Designer

CHALLENGES

Challenges include easing the buying process, managing user addresses and dashboard, and making the colors and elements attractive for a personalized brand.

KEY WORDS

Grocery Store

Fruit Shop

Redesign

E-commerce

Optimization

LANGUAGE

Persian



Before

<https://torshoshirin.com/>

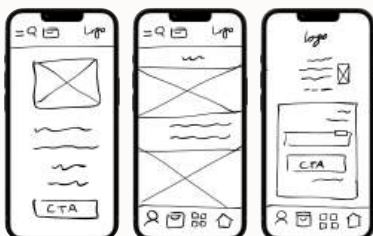


After

<https://web.torshoshirin.com/>

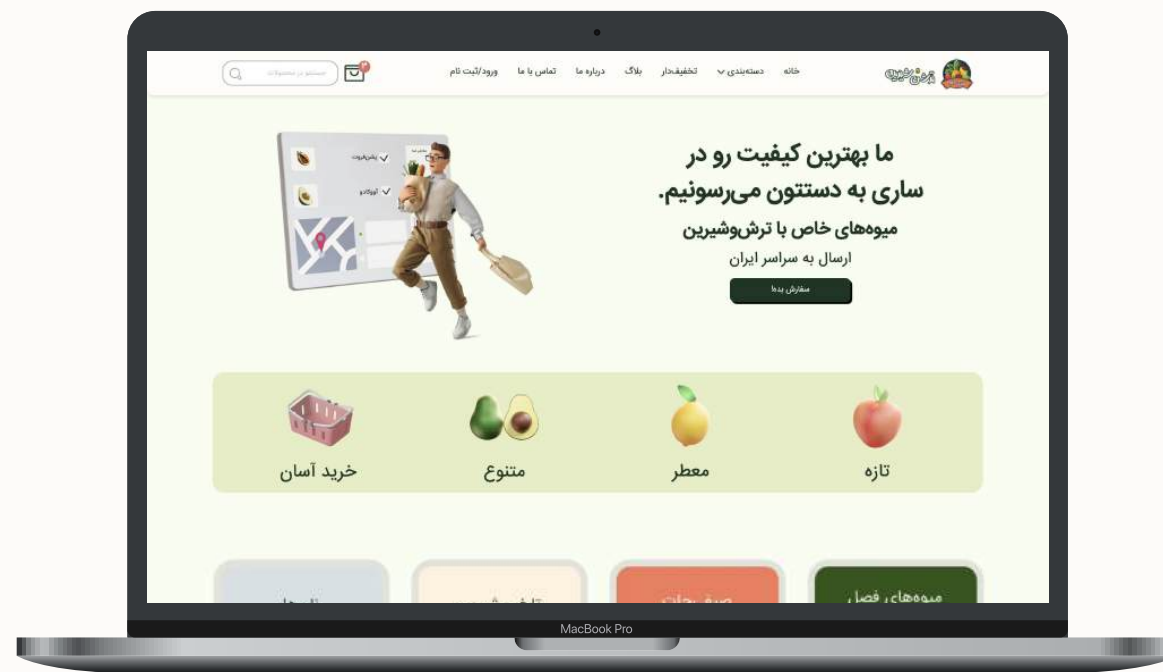
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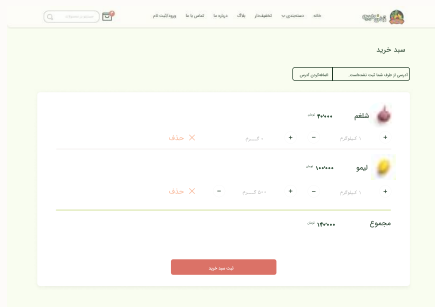
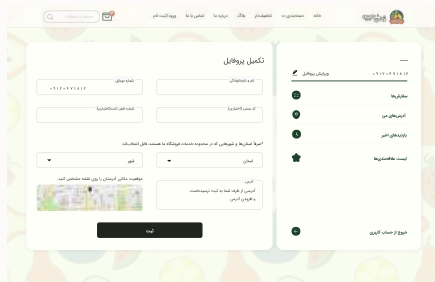
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UI Design

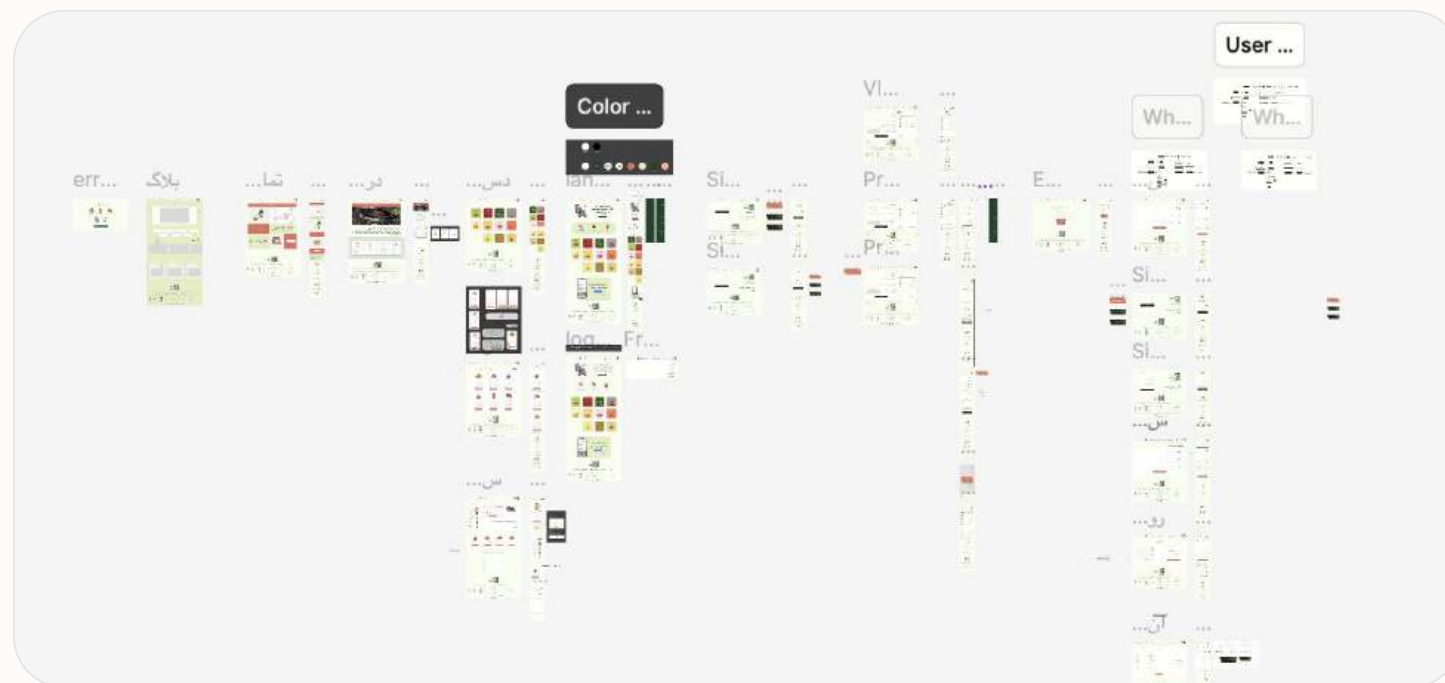
Desktop | Mobile





Figma

+30 Figma Pages



Thank you!

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Product Designer

Let's work together!

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