Design Portfolio

Ali Madani

September 2023

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CONTACT

Edinburgh, UK

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alimadaniux@gmail.com

PROFILE

A passionate user experience designer with 6 years of experience, expert in leading design teams to develop mobile apps and websites.

PORTFOLIO

alimadaniux.com

LINKEDIN

Ali Madani's LinkedIn

EDUCATION

BSC, INDUSTRIAL ENGINEERING

UNIVERSITY OF EYVANEKEY
2009-2014

MA, INTERACTION DESIGN

ESTONIAN ACADEMY OF ARTS
2019-2022
Thesis ongoing

EXPERIENCE

SENIOR UX DESIGNER | SINCE JUL 2022

LIXONE INC.

Co-founder of Lixone inc. startup. Currently working as the lead designer on the Ironclub fitness app project.

HTML/CSS, Jira, Project Management, Critical Thinking, Agile Method, User-centred Design, React Native, Javascript, Scrum, Kanban, Cross-functional Teamwork, UX/UI Design

REPROGRAPHER | SINCE JAN 2023

GEORGE HERIOT'S SCHOOL

Managing the running and upkeep of all reprographic needs for all school departments and offices.

Collaboration, Problem-solving, Adobe Creative Suite, InDesign, Illustrator, Photoshop

DESIGN TEACHER | SINCE MAR 2021

SOFTWARE DEVELOPMENT ACADEMY

An in-depth design course taught remotely over 6 months.

User Persona Development, Accessibility Design - WCAG guidelines, Visual Design, Interaction Design, Information Architecture, User Research, Communication, Project Management

ROBOT OPERATOR | AUG 2021 - MAY 2022

STARSHIP TECHNOLOGIES

Remotely operating and resolving the technical issues of delivery robots that function internationally.

Adaptability, problem-solving, Attention to Detail, Collaboration, Cross-functional Teamwork, IT Computer Proficiency

SENIOR UX DESIGNER | SEP 2018 - AUG 2019

ANYA

Building intuitive and educational digital products.

UX/UI Design, information Architecture, Prototyping, Usability Testing, Critical Thinking, Reduced Bounce Rates, mproved Conversion Rates, Increased User Satisfaction, Gamification

UI/UX DESIGNER | NOV 2017 - JUN 2021

FREELANCE

Designing graphics, presentation design and motion graphics for TEDx Talks, Art University of Tehran and Tehran University.

Metrics-Driven Design, Wireframing, Prototyping, User Persona Development, Visual Design, Time Management

DESIGNER / VIDEOGRAPHER | JAN 2016 - NOV 2017

VAHOOMAN ADVERTISING AGENCY

Freelancers working together to deliver advertising content including motion graphics for Vahooman agency.

Graphics, Prototyping, Agile Methodology, Trello, Cross-functional Teamwork, Client/Stakeholder Management, Illustrator, Photoshop, AfterEffects, Adobe Encoder

UX DESIGNER | JAN 2015 - NOV 2017

TERMEH SPORTS

Designing a fitness app and trainer's online platform.

Responsive Design, Usability Testing, information Architecture, UX/UI Design, Google Analytics

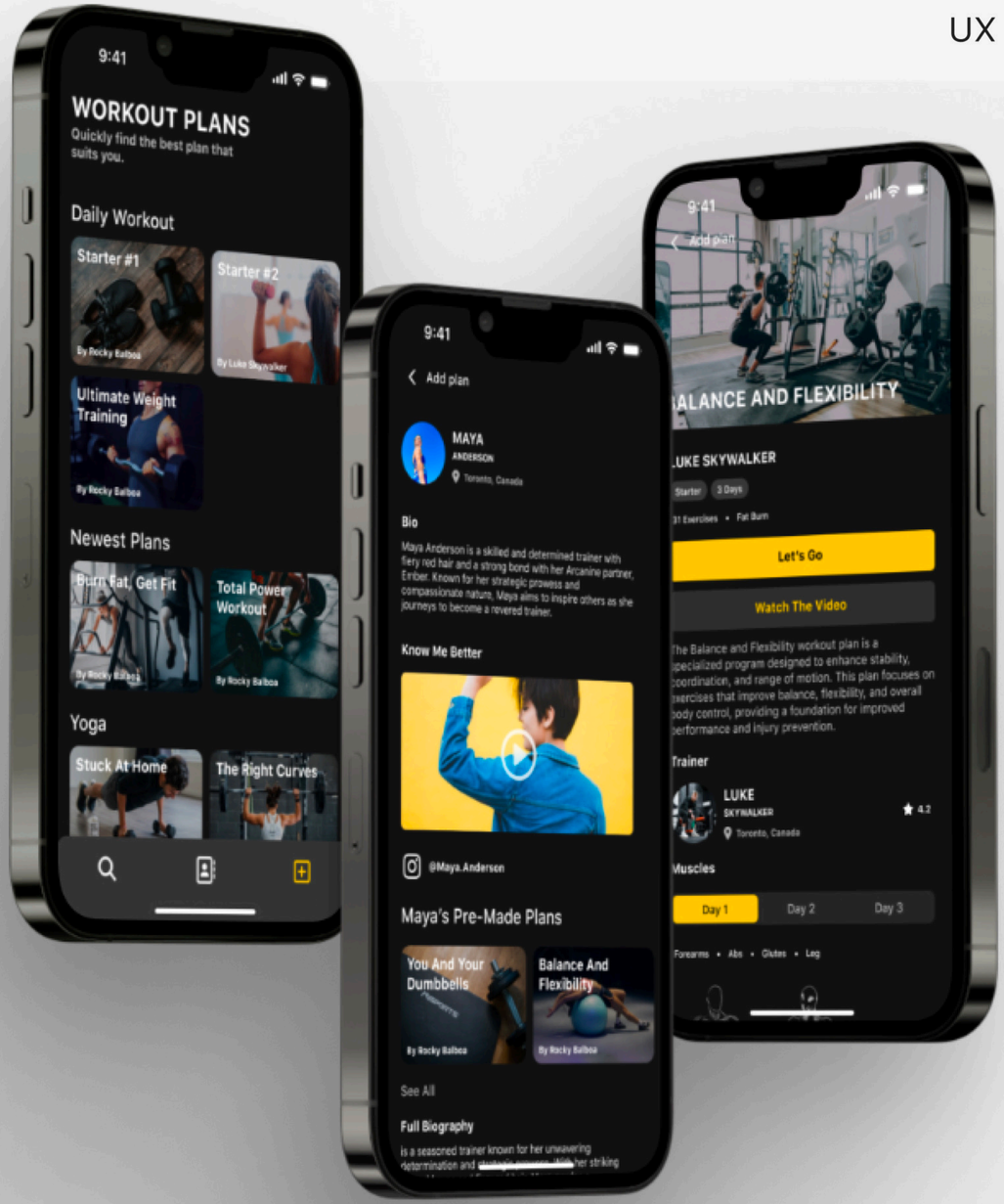
SKILLS

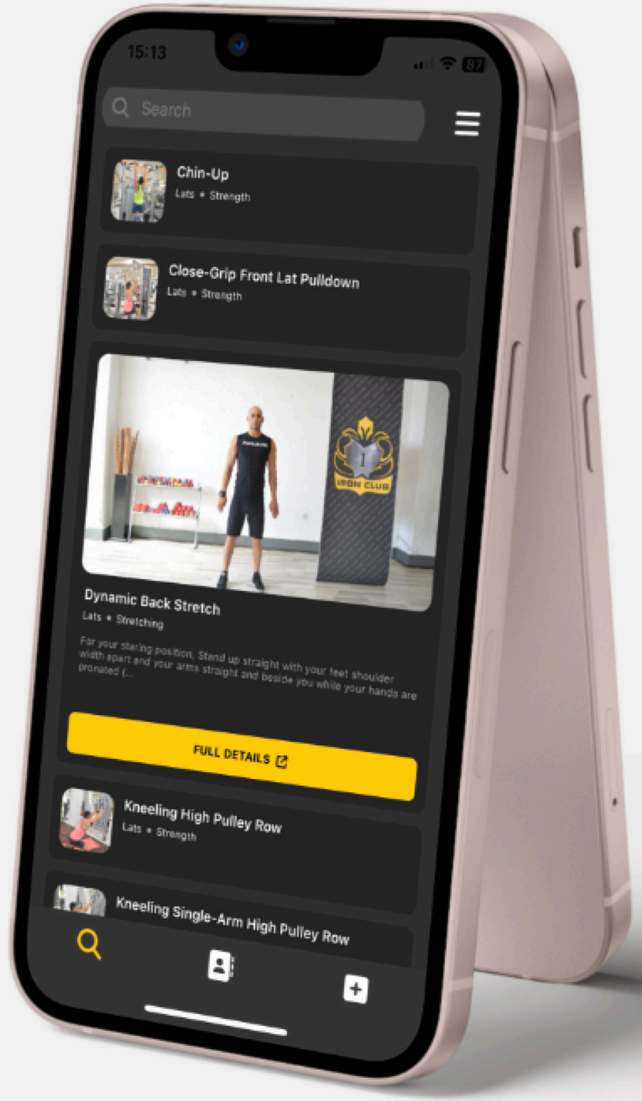
UI/UX Design | Graphic Design | Web Design | Usability Testing | Adobe Creative Suite | Project Management | Interactive Design | Elementor | User Research | Communication | Jira | Prototyping | Confluence | Frontend Development | User-Centered Design | Wordpress | HTML | React | CSS

Ironclub
Health & Fitness
★★★★★
Lixone inc.
Health & Fitness
Ironclub is a comprehensive health and fitness mobile app that offers a rich collection of workout videos, detailed exercise descriptions, in-depth muscle anatomy information, and customisable workout plans. It provides users with a one-stop solution for their fitness journey, helping them stay motivated and achieve their fitness goals.

As the Lead UX Designer in this project I managed the product's visual system design, implementation and usability testing. As a team we used the agile scrum method to produce all the elements and to deliver them to the development team. My role involved project management and problem solving.

Ironclub's 'Workout Plans' feature empowers users of all fitness levels and goals by connecting them with expert trainers. These trainers offer personalised workout plans and guidance, ensuring that users receive the support and expertise needed to achieve their desired results. Additionally, it is empowered by ChatGPT 3.5 Artificial Intelligence engine to generate workout plans.


9:41
WORKOUT PLANS
Quickly find the best plan that suits you.
Daily Workout
Starter #1
Starter #2
Ultimate Weight Training
Newest Plans
Burn Fat, Get Fit
Total Power Workout
Yoga
Stuck At Home
The Right Curves
Add plan
MAYA
ANDERSON
Toronto, Canada
Bio
Maya Anderson is a skilled and determined trainer with fiery red hair and a strong bond with her Arcanine partner, Ember. Known for her strategic prowess and compassionate nature, Maya aims to inspire others as she journeys to become a revered trainer.
Know Me Better
@Maya.Andersen
Maya's Pre-Made Plans
You And Your Dumbbells
Balance And Flexibility
See All
Full Biography
ALANCE AND FLEXIBILITY
LUKE SKYWALKER
Starter
3 Days
Let's Go
Watch The Video
The Balance and Flexibility workout plan is a specialized program designed to enhance stability, coordination, and range of motion. This plan focuses on exercises that improve balance, flexibility, and overall body control, providing a foundation for improved performance and injury prevention.
Trainer
LUKE
SKYWALKER
Toronto, Canada
Muscles
Day 1
Day 2
Day 3
Forearms • Abs • Glutes • Leg


15:13
Search
Chin-Up
Lats • Strength
Close-Grip Front Lat Pulldown
Lats • Strength
Dynamic Back Stretch
Lats • Stretching
FULL DETAILS
Kneeling High Pulley Row
Lats • Strength
Kneeling Single-Arm High Pulley Row

Designing the trainer's dashboard project for Ironclub created a robust tool that empowers fitness trainers to create customised workout plans for app users. In-keeping with the design system and style of the app this dashboard provides trainers with access to an extensive database of exercises to tailor individual plans, which are then seamlessly integrated into the Ironclub app, providing users with personalised guidance to achieve their fitness objectives.

Producing the wireframes, evaluating the structure of the product and passing these onto development were my main responsibilities in this project.

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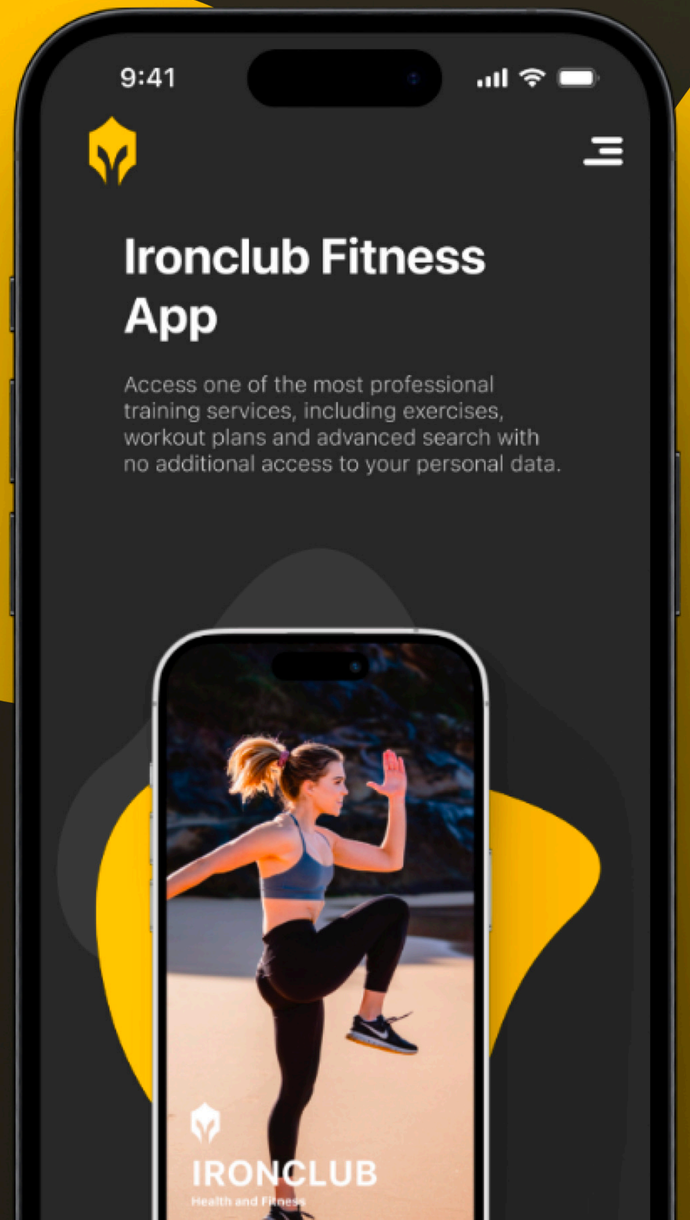
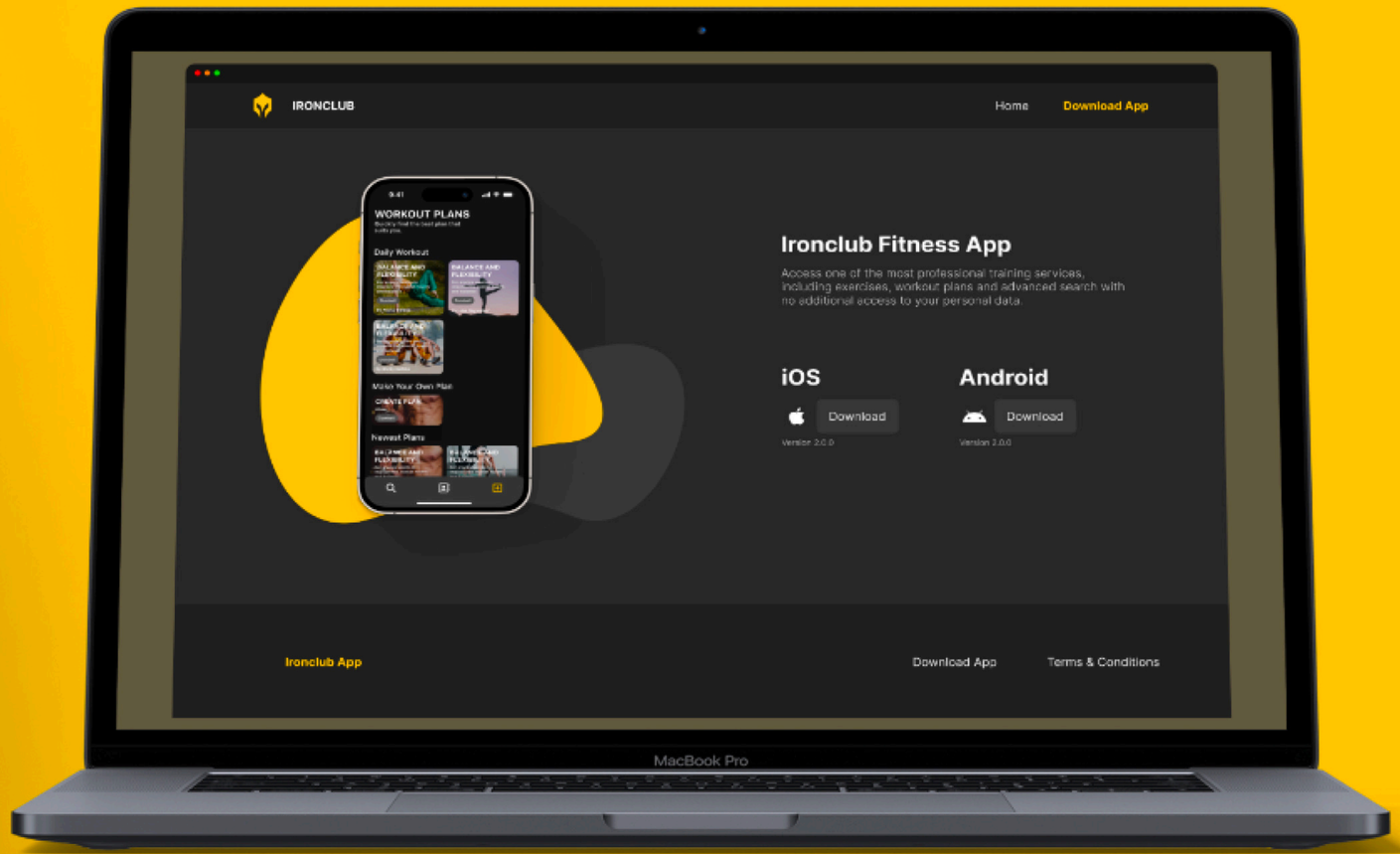
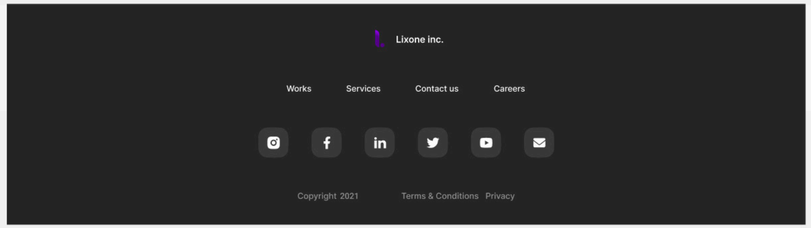
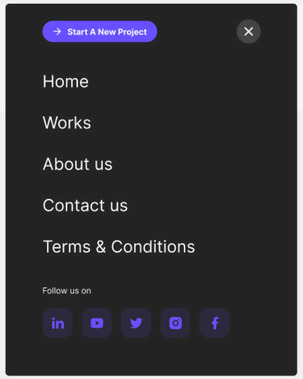
Ironclub Trainer
Discard
Name
Workout 1
Please check our guidelines to chose the best name for your workout plan.
Save
Plan's Image
Select/Upload your image
Please check our guidelines to chose the best photo for your workout plan.
Upload
Choose
Description
Category
Create Account
Log In
Powered by Lixone Inc.
Search
Squate standing still
Forearm
Blupee
Leg
Add
Day 1
Day 2
Day 3
Day 4
Behind Head Chest Stretch
Chest
REPS
Adjust
Treadmill
TIME
20 min
Bench Press - With Bands
Add Exercise
ADD EXERCISE
BACK
FINALISE
Add a new plan
Add a new plan
1
Select
2
Create
3
Submit
Discard
Plan Modal
Quick Daily
Plan Details
Submit
Discard
Quick daily
Side Lunge
Quadriceps
Seated Leg Press
button States
Upload
Uploaded
button States
Choose
Choose
#1D1F1D
#393D38
#464D43
#58EB13
#CCDEC8

The Ironclub website is designed to be the public-facing interface for users to access the download links and legal policies. It is a responsive design across all browsers. As a promotional and public-facing platform the web design reflects the professional team behind the app.

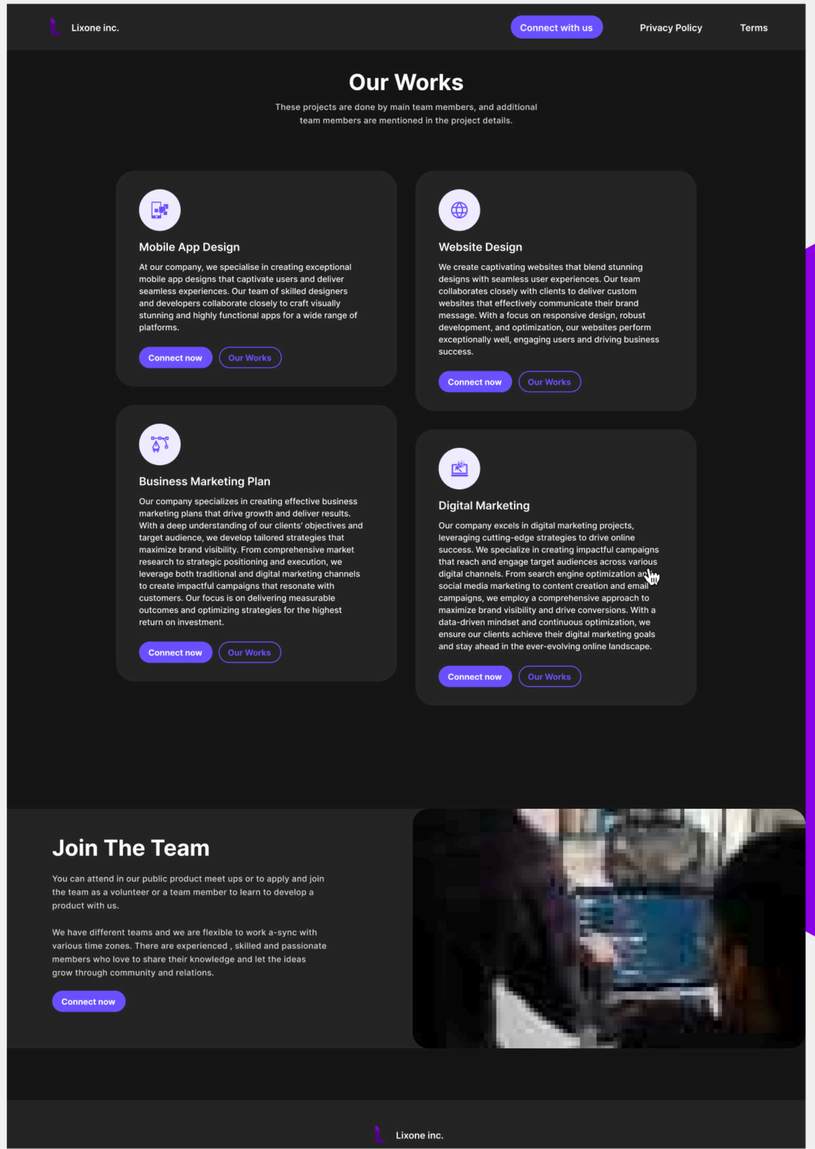


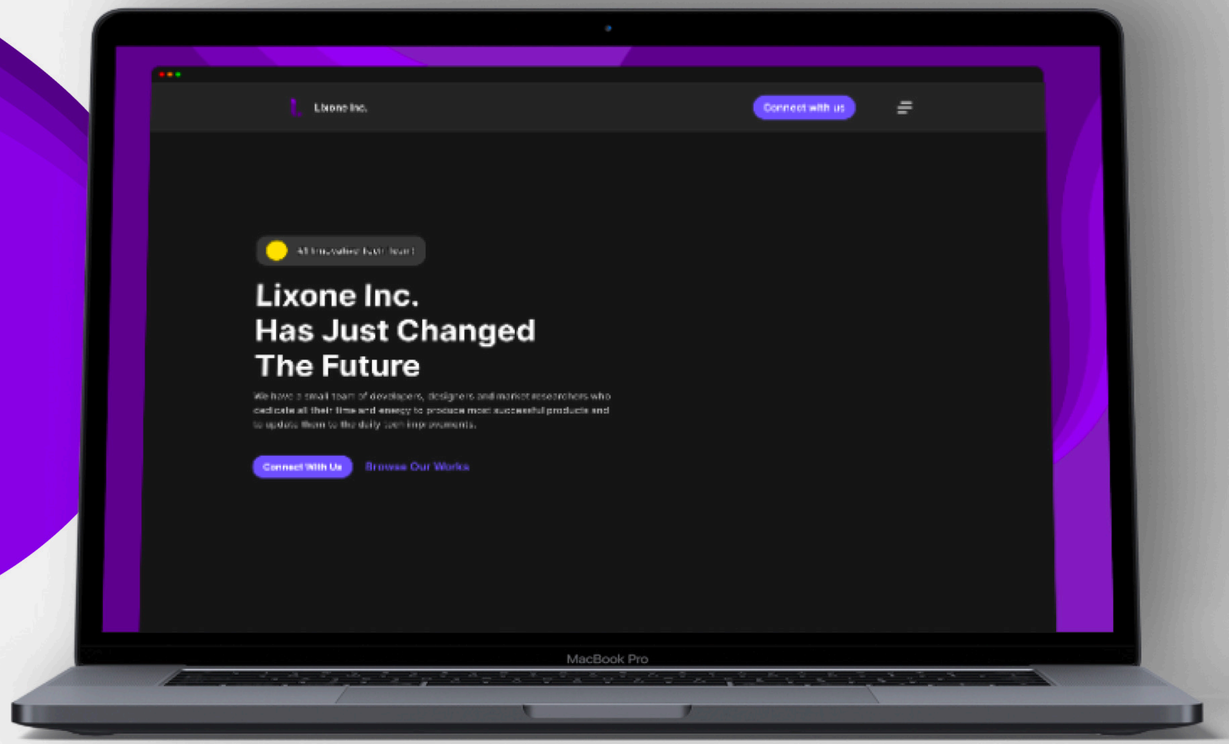






Lixone's website, designed from the ground up and developed collaboratively by our team, serves as the digital face of our innovative startup. The website showcases our company's mission, products, and services, offering visitors an insight into our unique offerings. With a focus on design and functionality, the website effectively communicates our brand identity and value proposition to potential customers and stakeholders.





Qmarz is a mobile game app, inspired by the rich history of a Persian king. This diverse collection of games offers brain-training exercises across various topics.

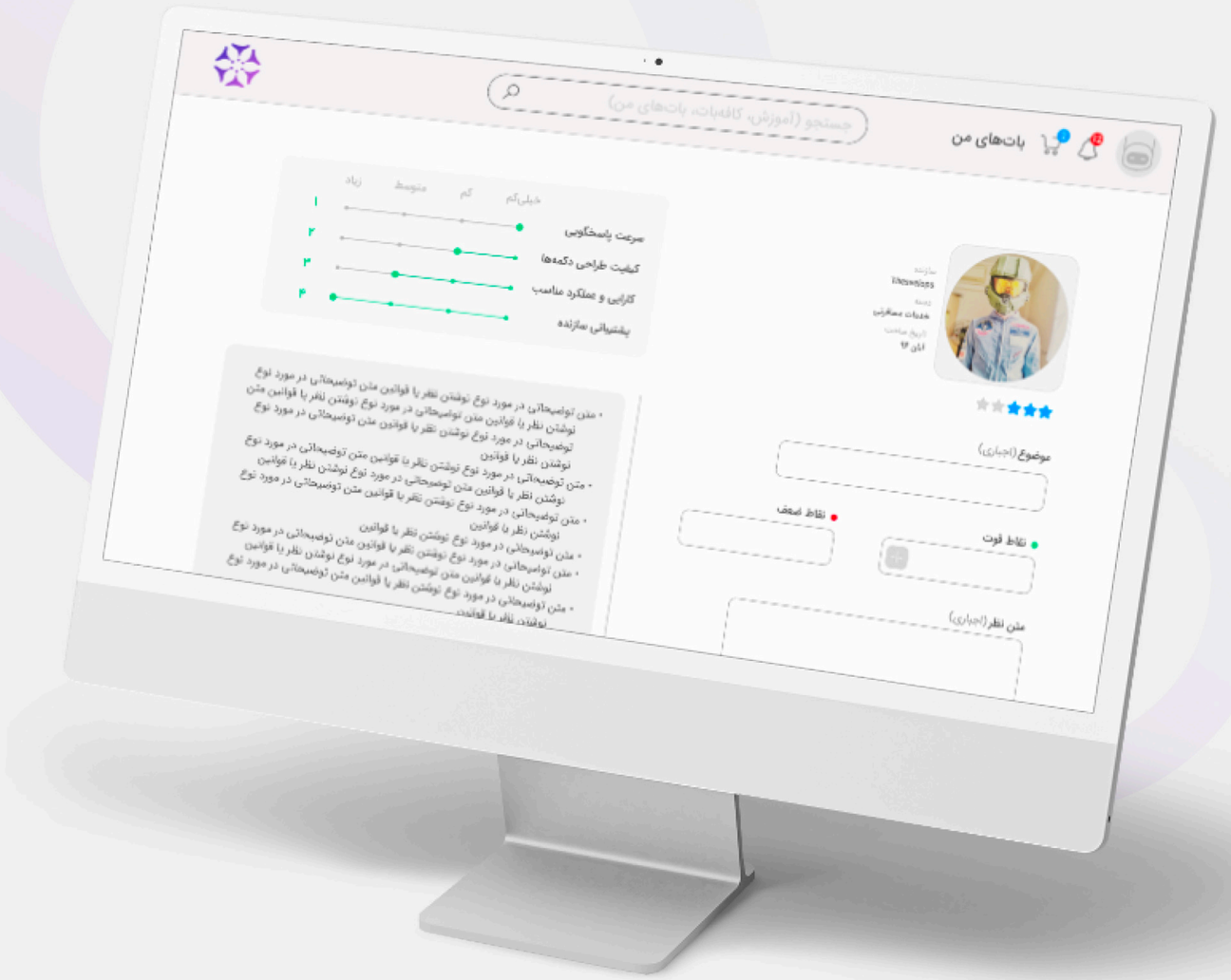
My role in the project encompassed designing the game mechanics in collaboration with the team, creating the entire user experience from screen designs to app flow, architecting the app structure, and developing the components and elements that make up the engaging world of Qmarz. The result is a captivating gaming experience that educates users about environmental issues.

Illustration of the logo and characters by Sarah Ordoei-Azar

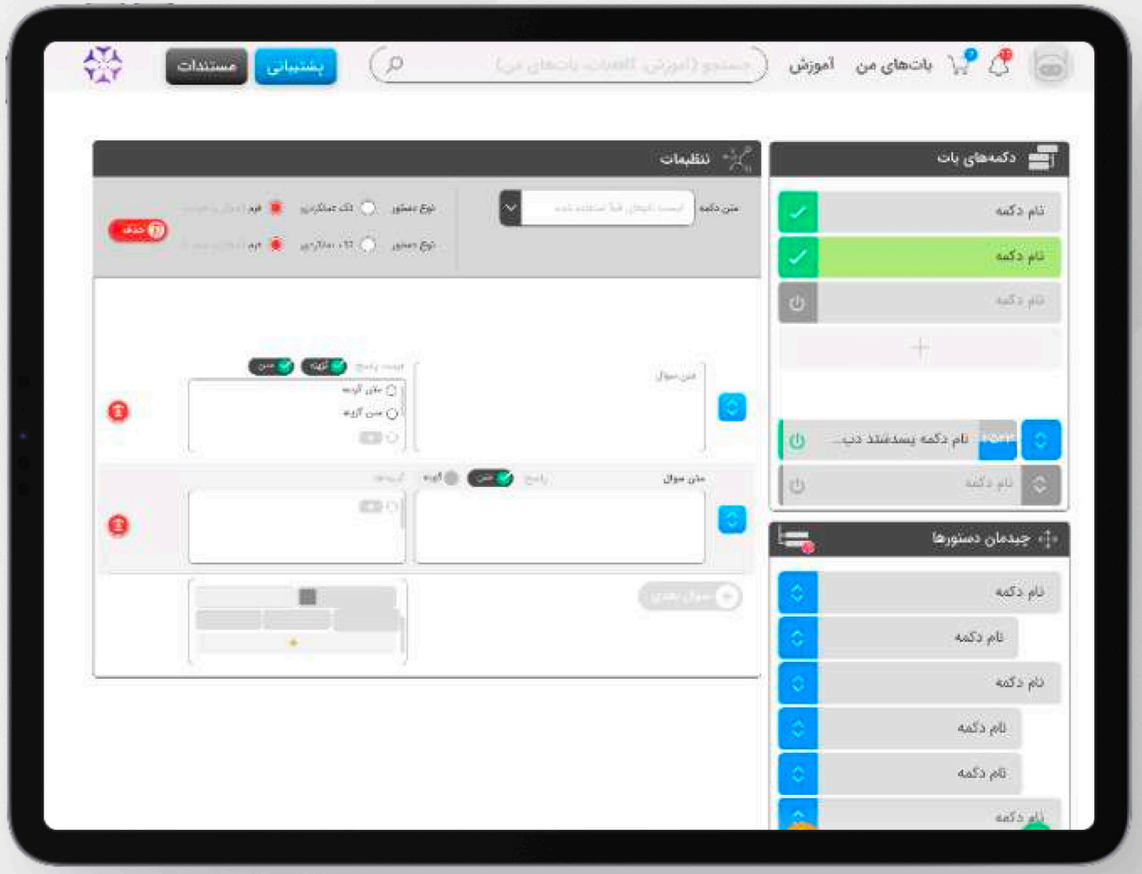
I designed the elements of the app from scratch in Sketch. The components were built to align with the colour palette of the app and took inspiration from the environmental themes of the game.

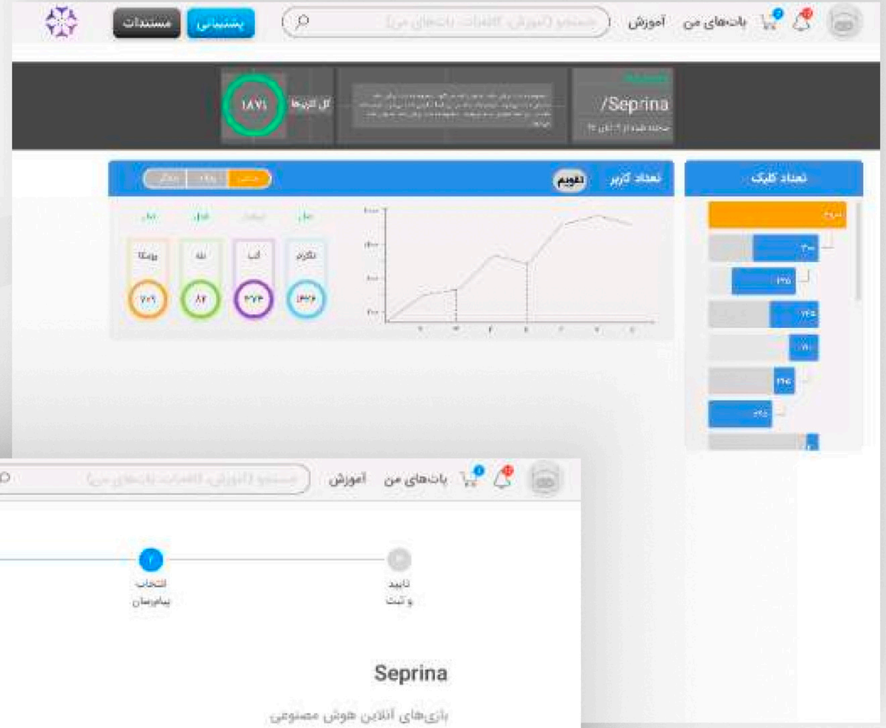
This website was designed as a tool for developers to build social media bots. It provided connection points by using APIs of social media TOKENs. Botmother was including a store for the bots made by developers to be purchased and used by anyone on social media.

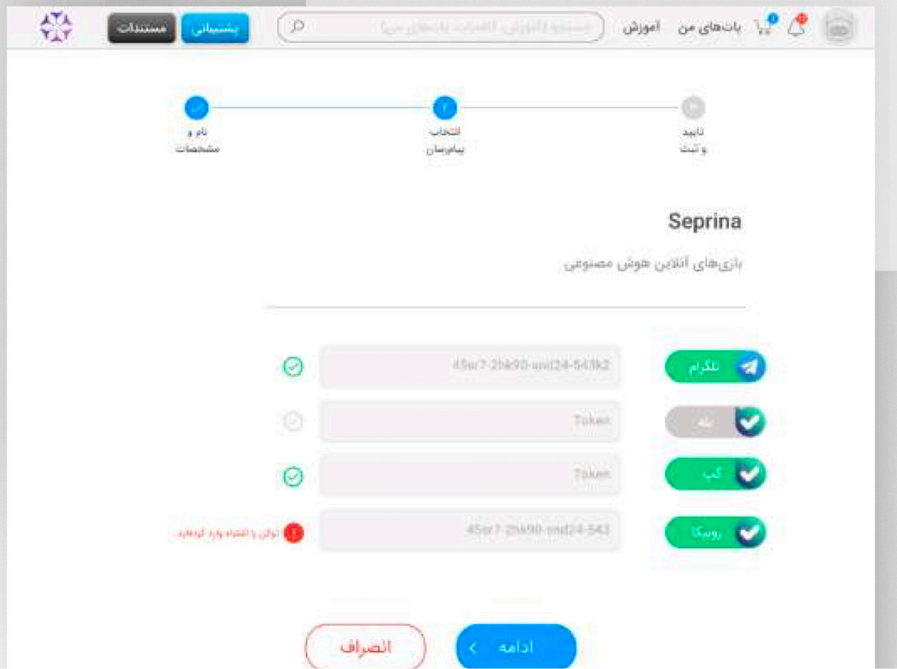
As the Senior Designer of this product, I was responsible for sorting the hierarchy of information and organising the user flow for both ‘Bot-Builder’ and ‘Bot-Store’ platforms.

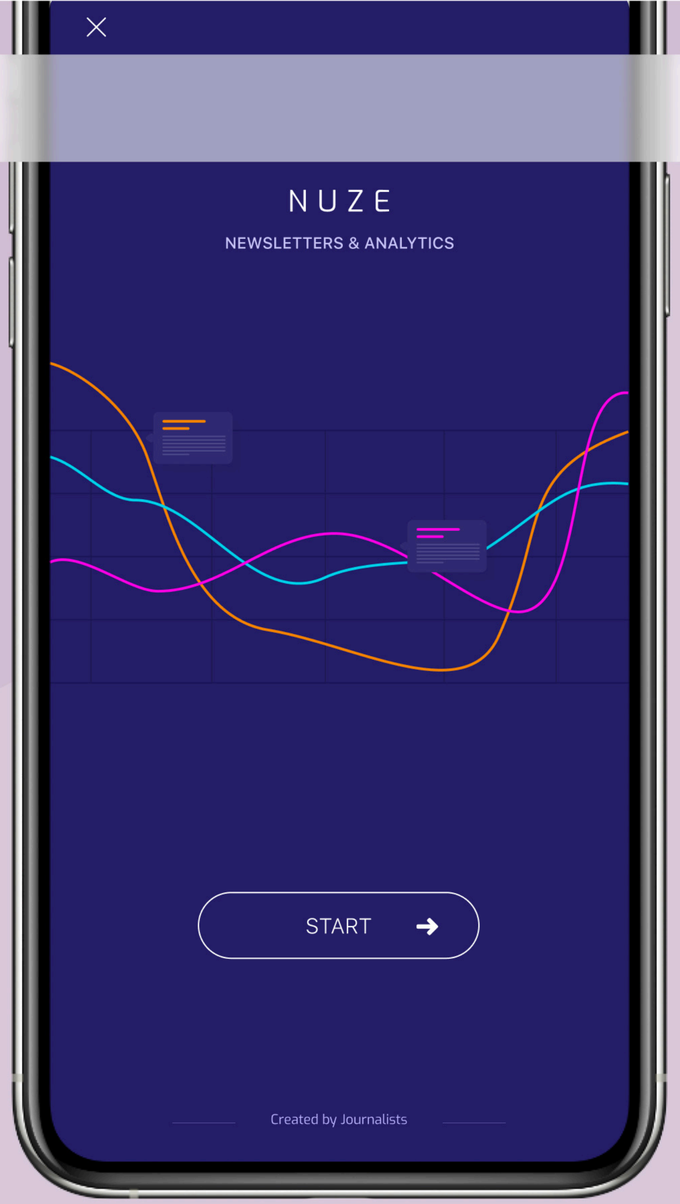


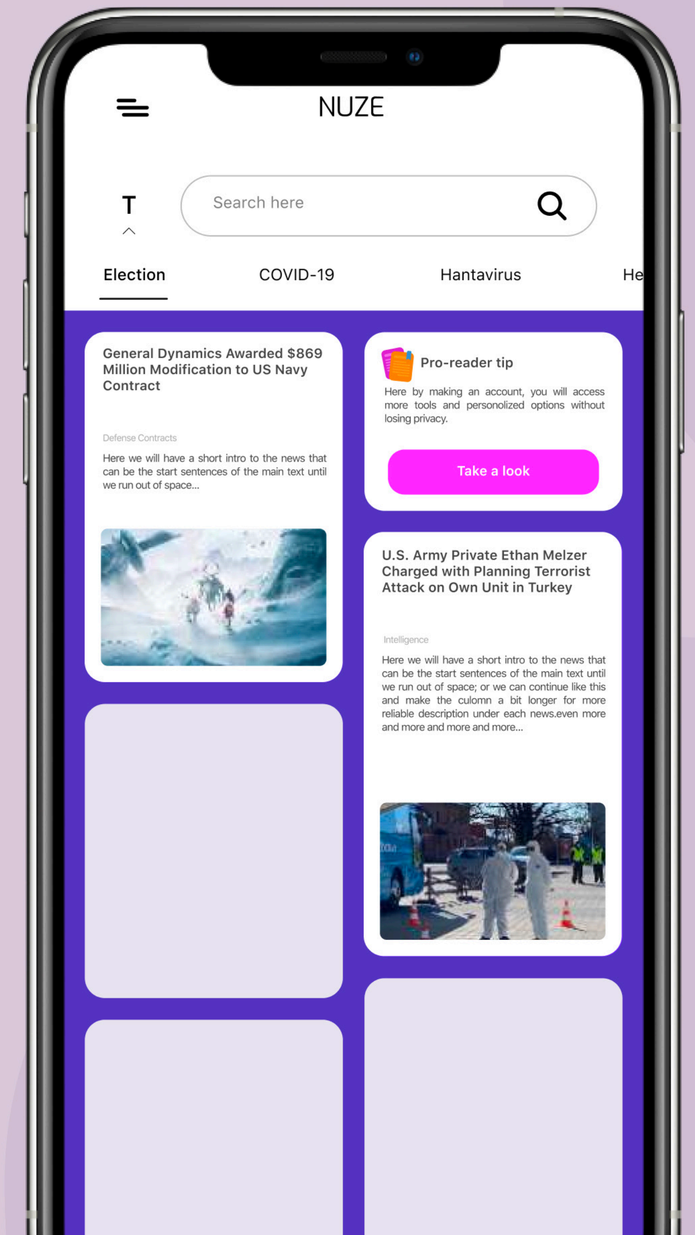
BotMother


مستندات
پشتیبانی
آموزش
بات‌های من
تنظیمات
دکمه‌های بات
چیدمان دستورها
نام دکمه


مستندات
پشتیبانی
آموزش
بات‌های من
/Seprina
تعداد کاربر
تقویم
تعداد کلیک


مستندات
پشتیبانی
آموزش
بات‌های من
Seprina
بازی‌های آنلاین هوش مصنوعی
تلگرام
Token
ادامه
انصراف

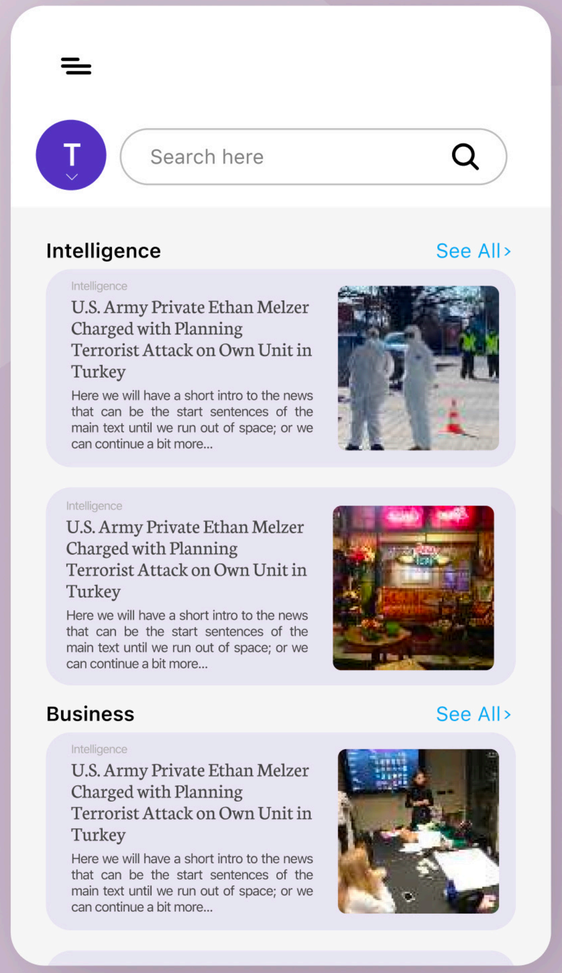




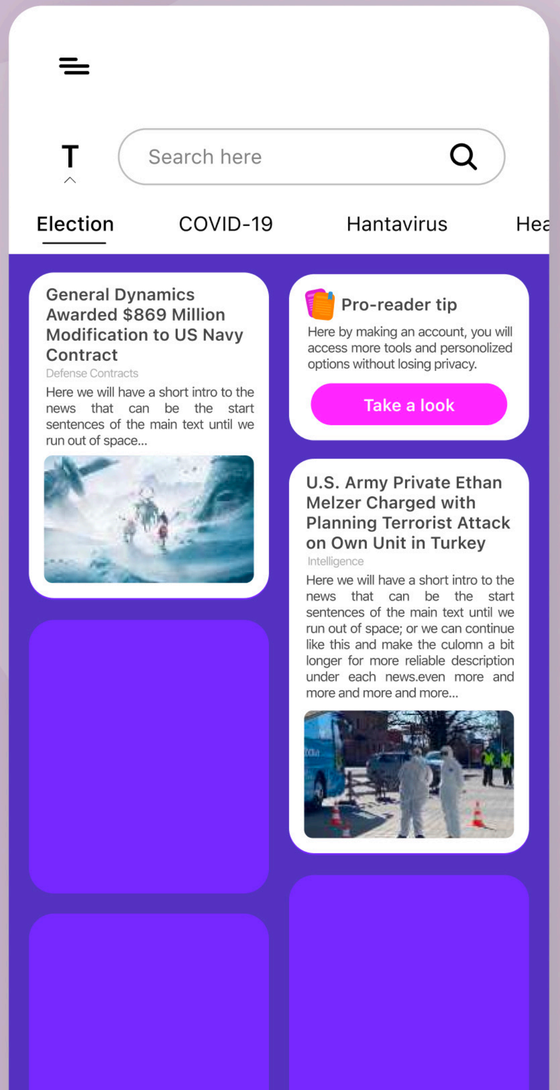
The Nuze app was born from the explosion of misinformation and fake news in 2020. As an enthusiastic group of developers and designers we decided to build a news app that would highlight the source of articles and sort them by their sources.

NUZE
NEWSLETTERS & ANALYTICS

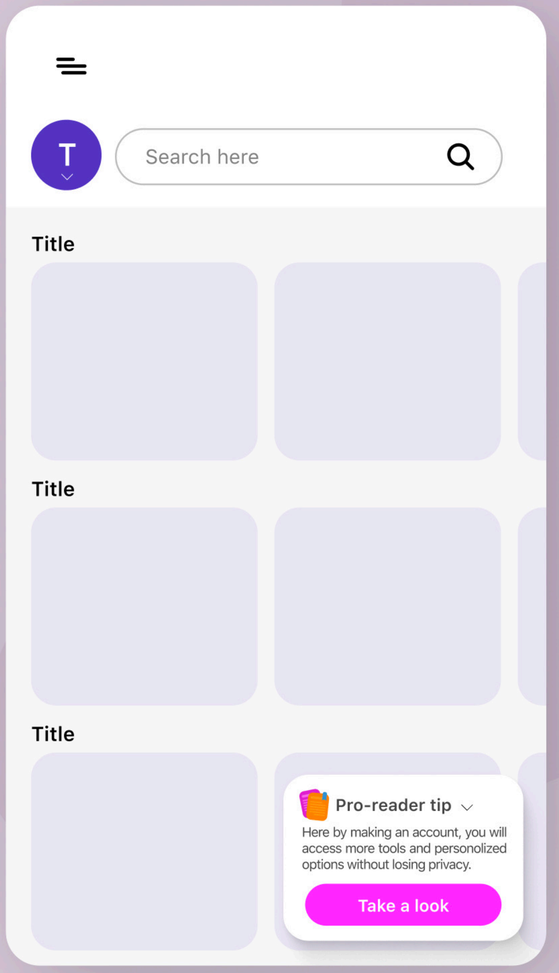
Feed page
(Categories + full-width blocks)

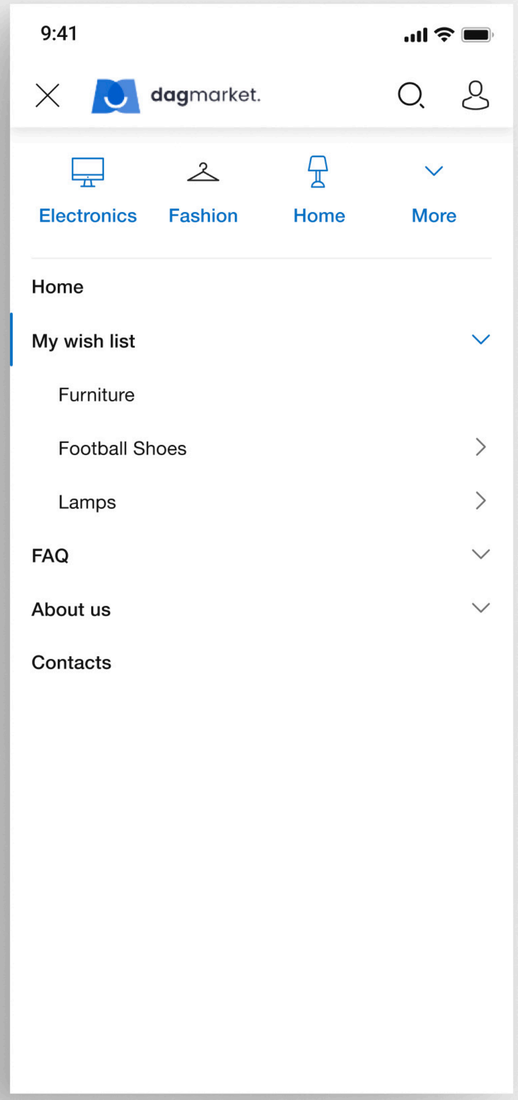


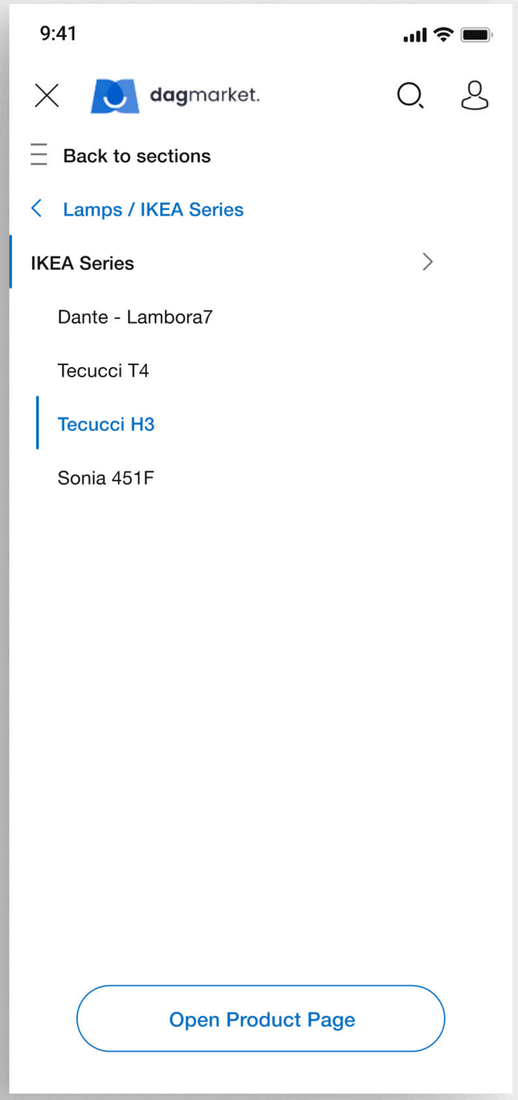
Feed page
(Trends provided by Nuze team)



Feed page
(Tile view on specific categories)

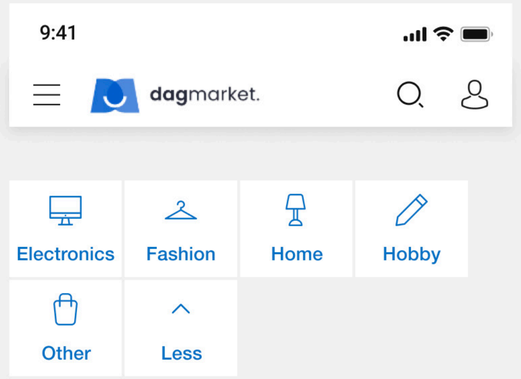


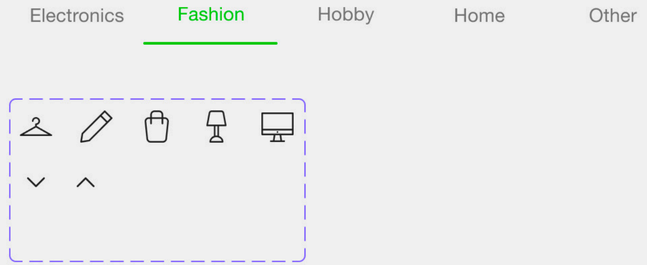




visioncraft

This project was commissioned by Visioncraft OÜ.



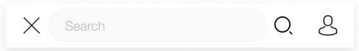


This project improved the menu of a home-furnishings online marketplace. I improved the design to group the information and improve the navigation of the site.

Re-Designed Menu for dagmarket.

Search Bar

Search bar helps them to find products by using keywords when the customer remmebers something or anytime gets some hints by the categories provided by the app.



Categories

Using categories helps the customer by visuals and previous experience to find his way to the product.

Using the pictograms would be a useful way for faster navigation.

Navigation

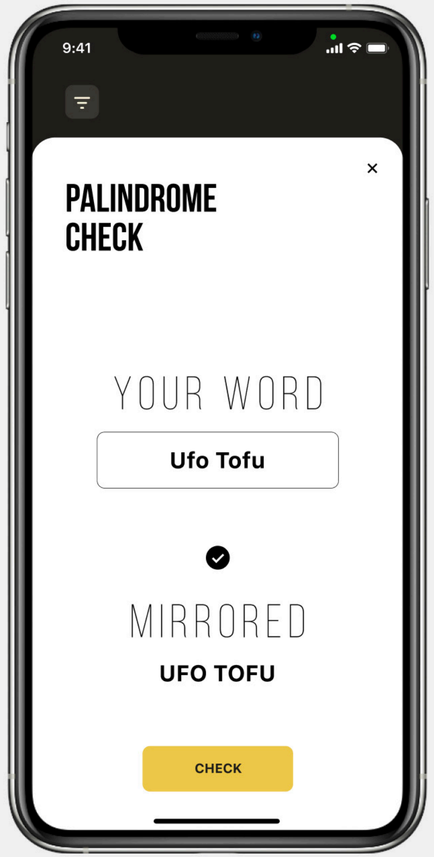
The possibility of going backward and forward through the list of products helps the customer not to get lost.

Yet again, access to “home page”, the “main sections” and the “search bar” is always possible in this menu.

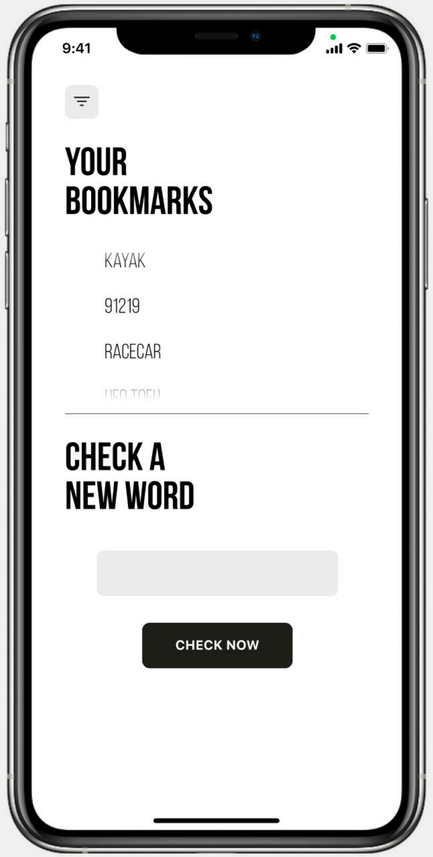
visioncraft

This is an app designed for word play. The app had a stylish and fun interface. This project was a commission from a software developer to create an interactive and experimental mobile app.

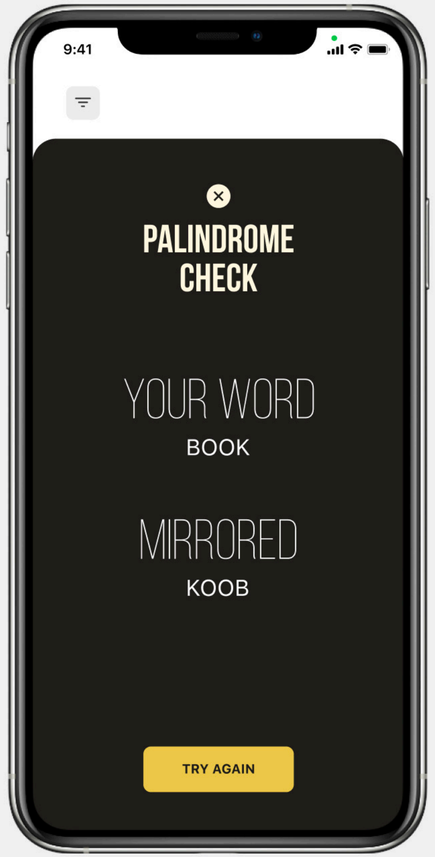
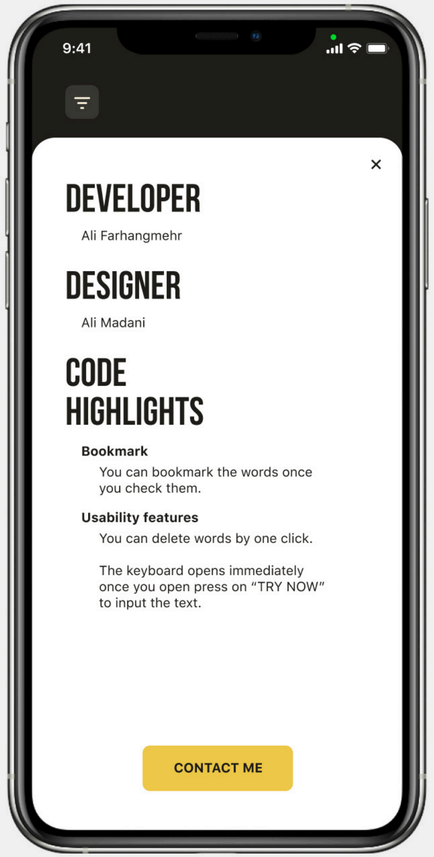
Word Check
(light theme)



Main page



Word Check
(dark theme)



App Details