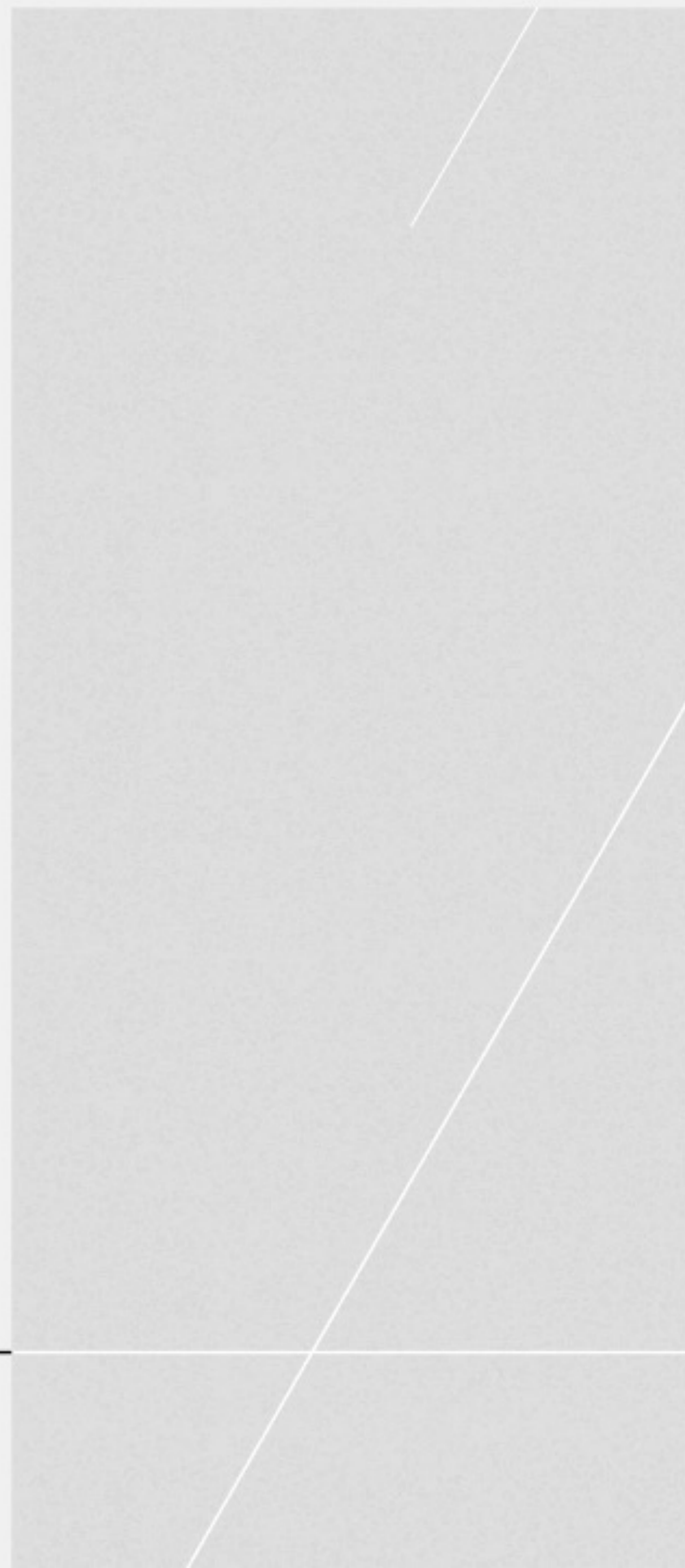


2025  
2026

# Design Portfolio

Sam Madani

Product Design • UX/UI • Creative Technologies •  
Interaction Design



# Biography

My projects often take the form of games and interactive narratives for general and professional audiences, exploring themes of identity, belonging, environmental awareness, and media influence. By combining UX/UI design, art, research, and technical skills, I aim to open spaces where complex topics can be approached with imagination and sensitivity.

Since 2015, I've accumulated extensive experience across the creative spectrum. My work encompasses end-to-end product development, spearheading speculative projects and groundbreaking research, and executing high-impact campaigns in advertisements and events. Beyond delivery, I'm passionate about developing talent through mentorship and driving innovation through new design concepts.

Grounded in anthropological research, my practice emphasises empathy, cultural insight, and ethical responsibility. I blend design, coding, and artificial intelligence, ranging from training models and building agents to designing UX/UI for AI-driven products, while also using emerging technologies such as VR and AR to create humanitarian experiences. Alongside design and development, I have experience in project management and digital product team leadership and my works have been showcased internationally.

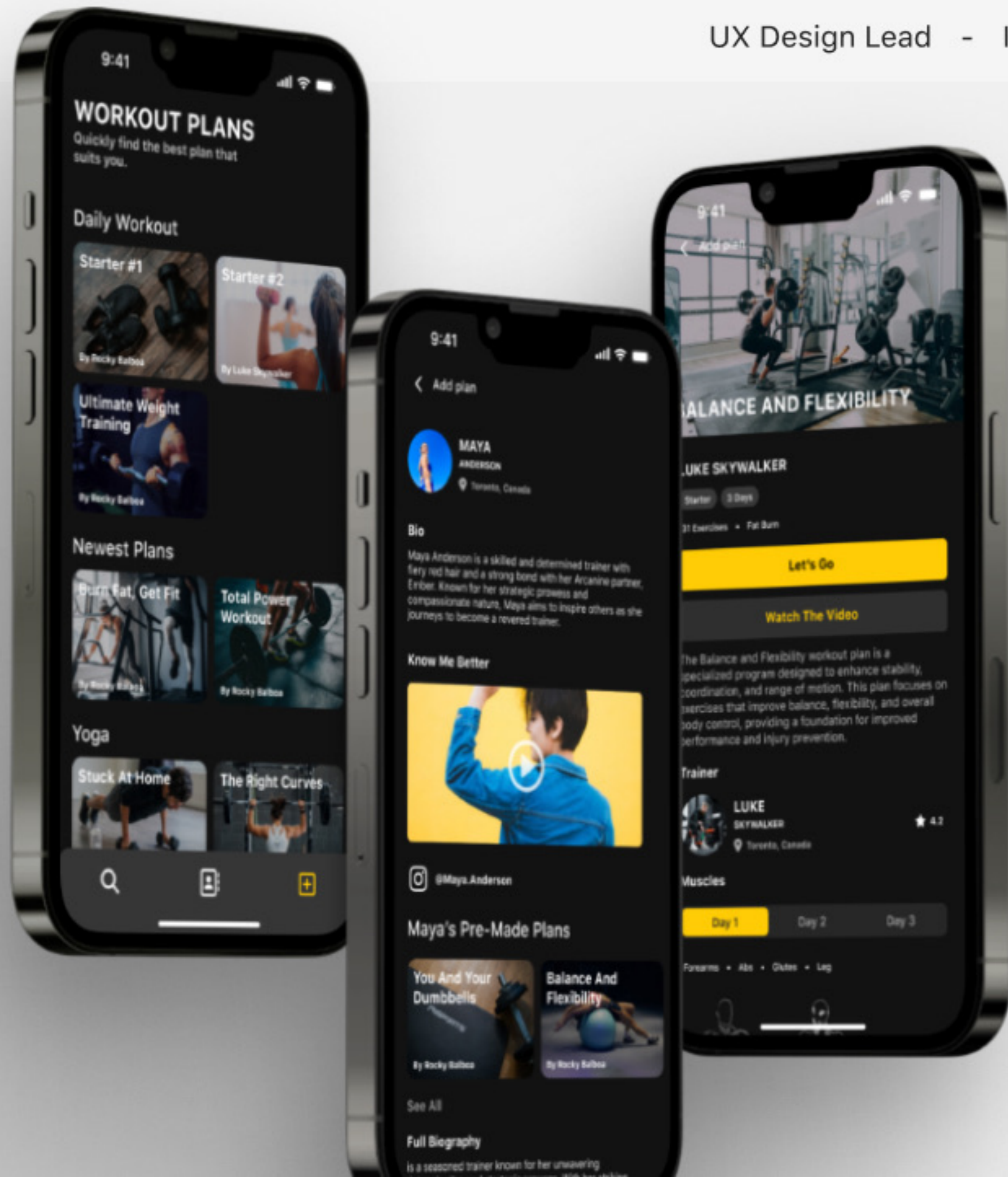


I design with curiosity — understanding user behaviour is what drives every creative decision I make. With over 7 years of design experience in diverse, international environments, I bring an innovative perspective to every project I work on. I am a determined problem-solver with a strong work ethic and a keen eye for detail.

## Contact me

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samxmadani@gmail.com



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.

I have done an extensive research on training products to build a blueprint of general user's journey and eventually targeted specific access and experience problems to introduce this app as a simple solution. This app has been tested on over a thousand users and enhanced by AI integrations to track user's behaviour and analysis of their behaviour over time.

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.



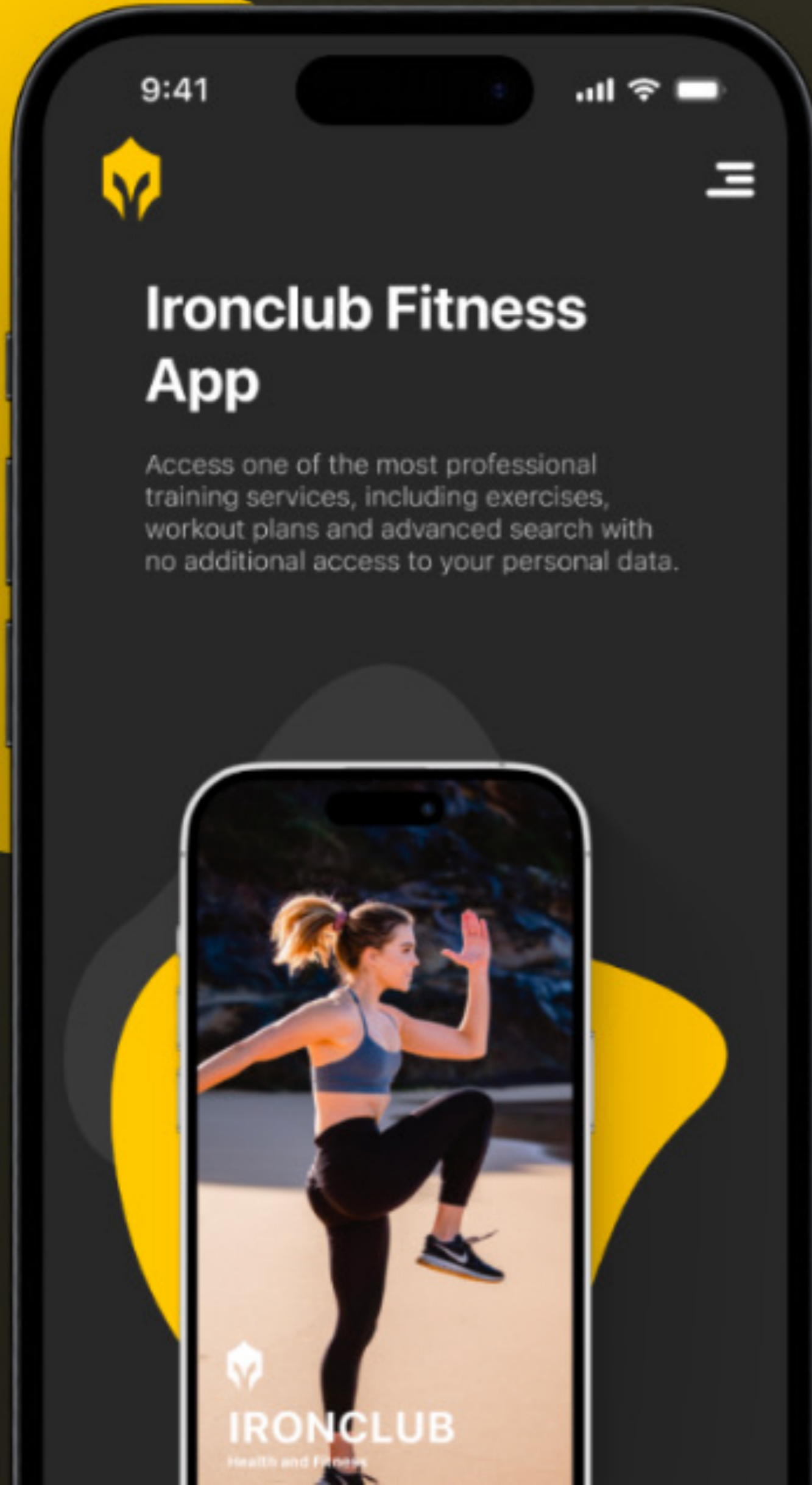


Designing the trainer's dashboard project for Ironclub created a robust tool that empowers fitness trainers to create customised workout plans for app users. In-keeping with the design system and style of the app this dashboard provides trainers with access to an extensive database of exercises to tailor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

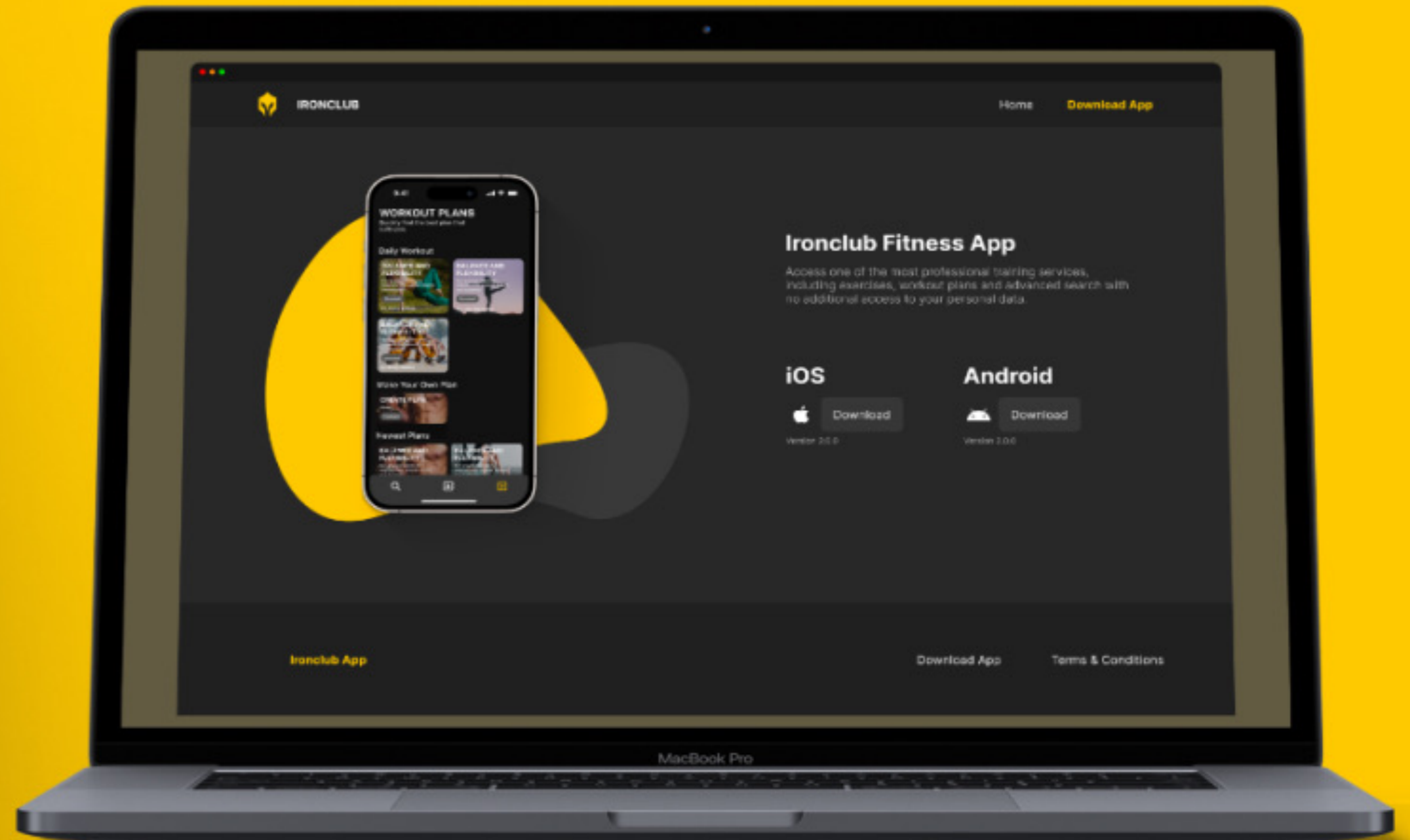
Producing the wireframes, evaluating the structure of the product and passing these onto development were my main responsibilities in this project.



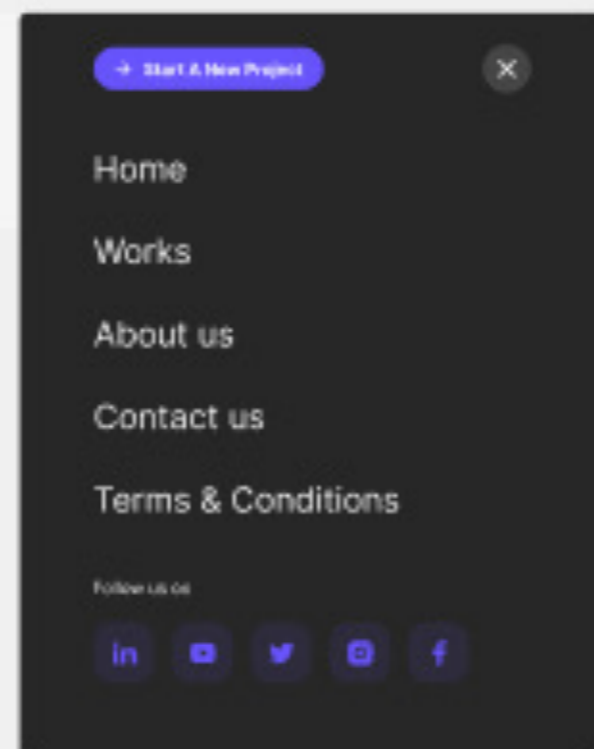
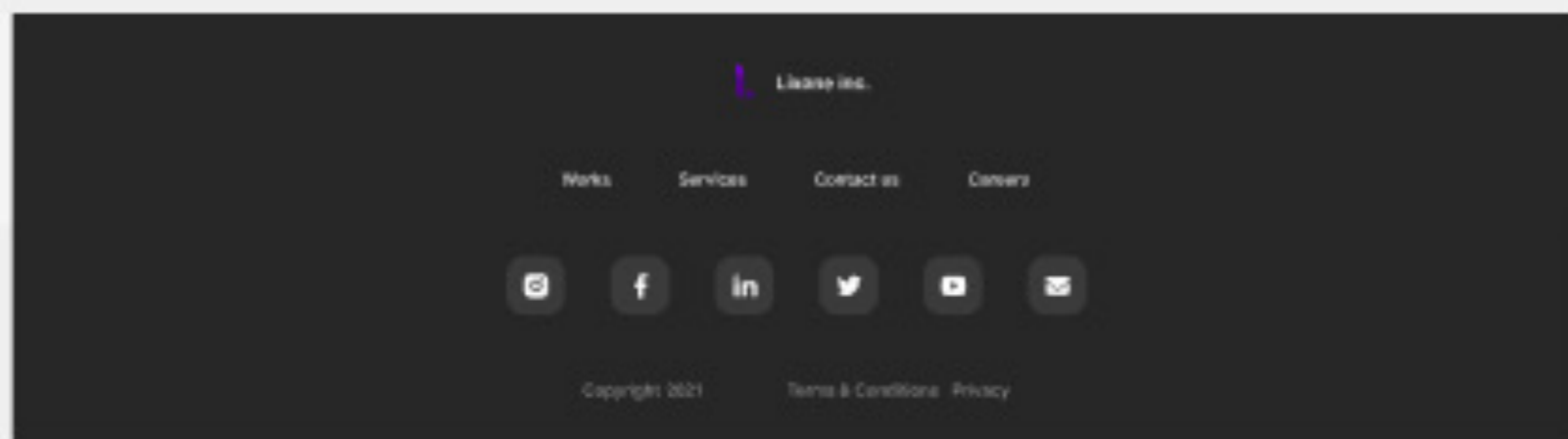




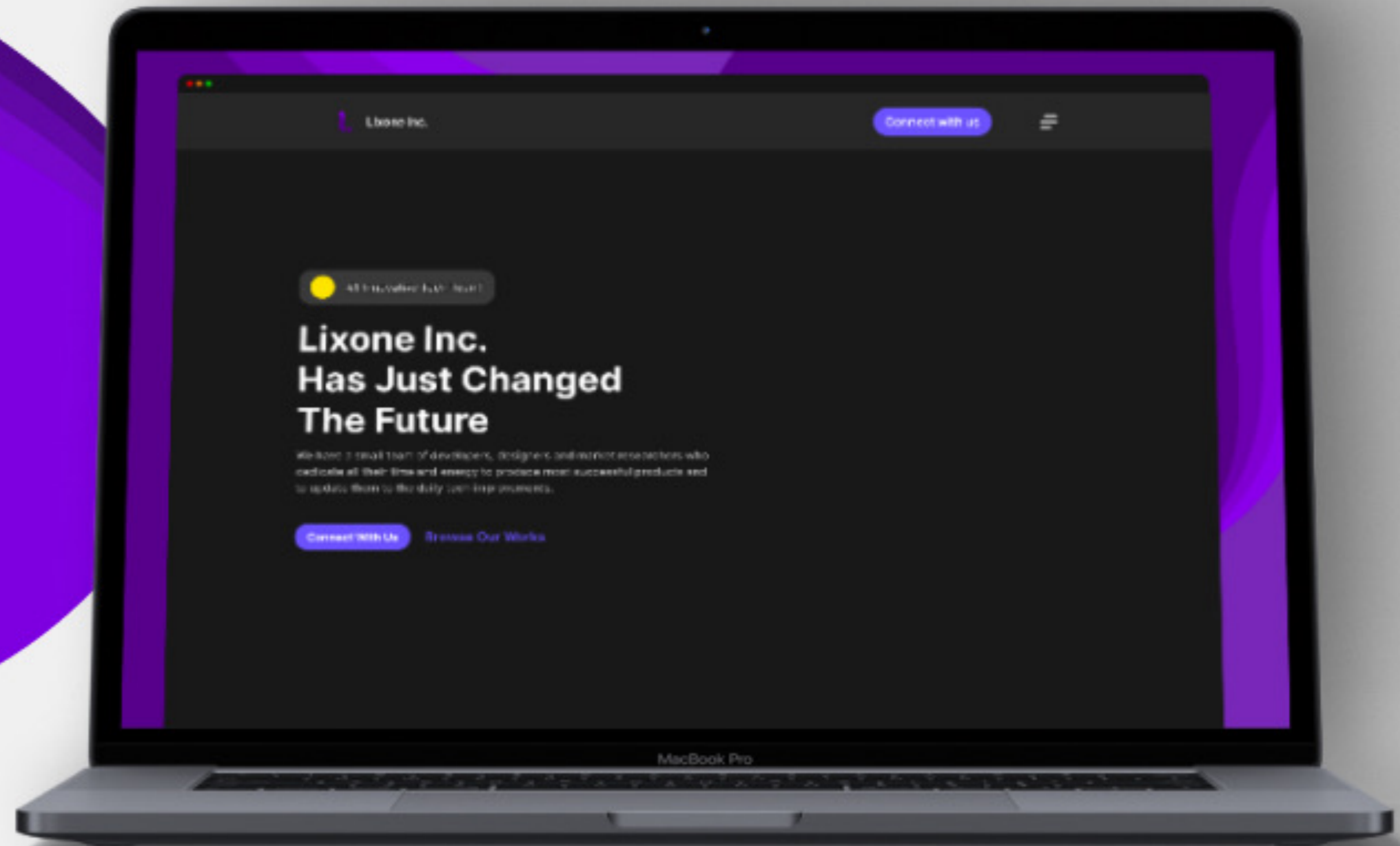
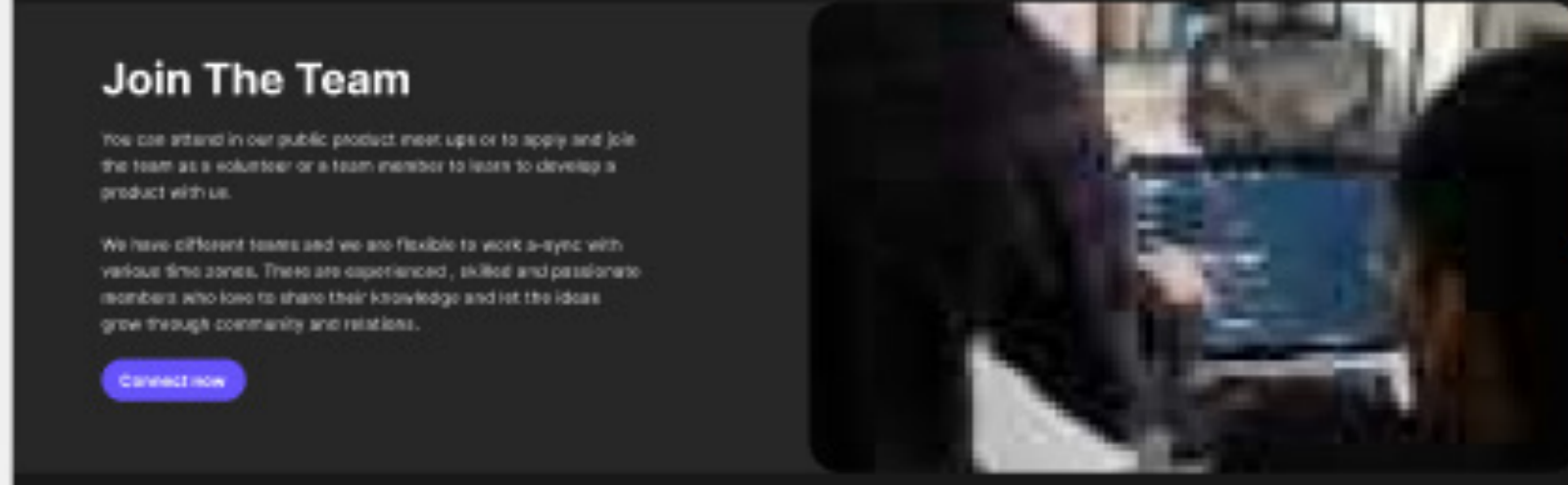
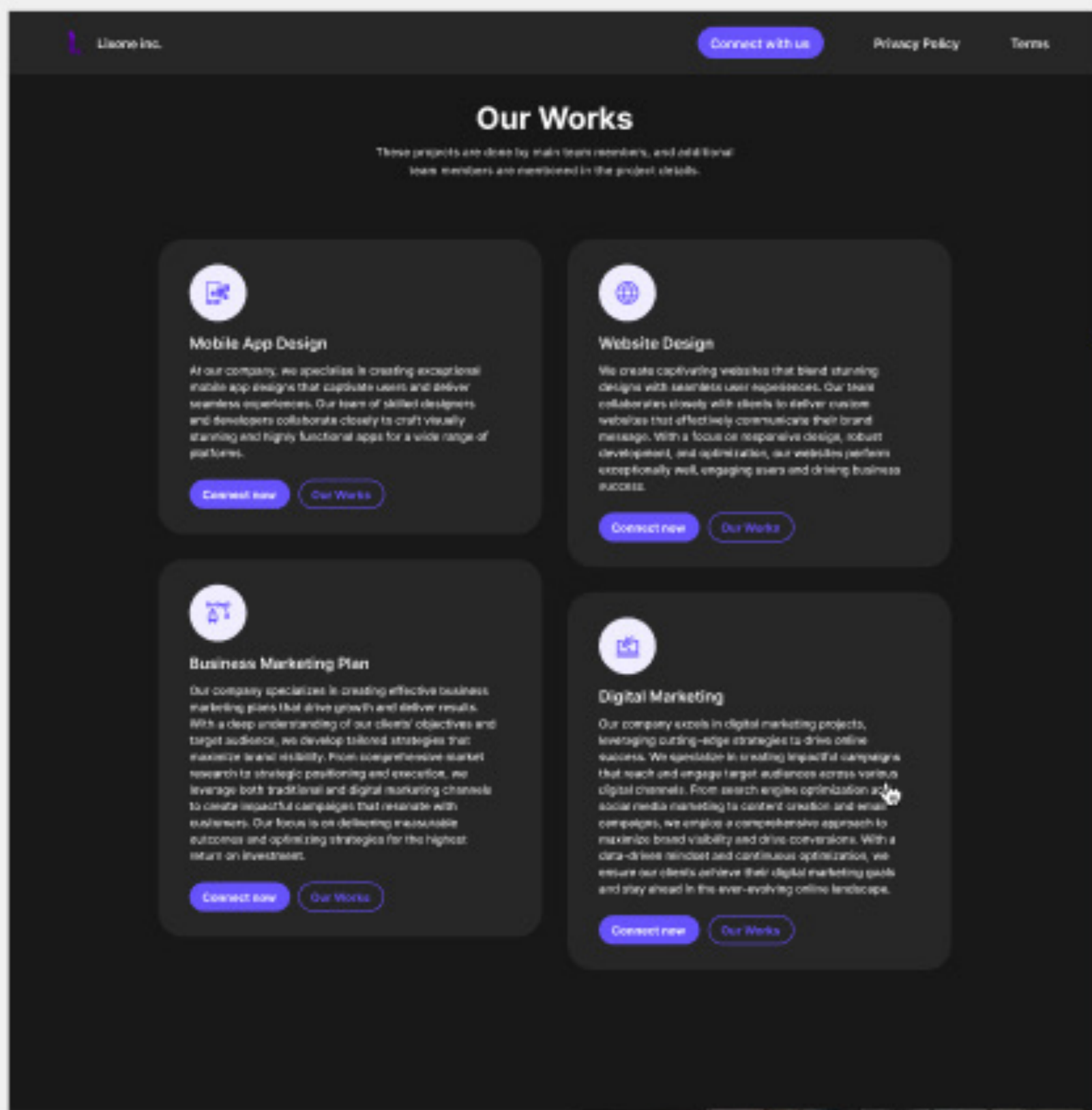
The Ironclub website is designed to be the public-facing interface for users to access the download links and legal policies. It is a responsive design across all browsers. As a promotional and public-facing platform the web design reflects the professional team behind the app.



# UX/UI Designer - Lixone.ca Website - 2019



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.



جایزه: چیزی که قراره بدست بیاره!

MOBILE

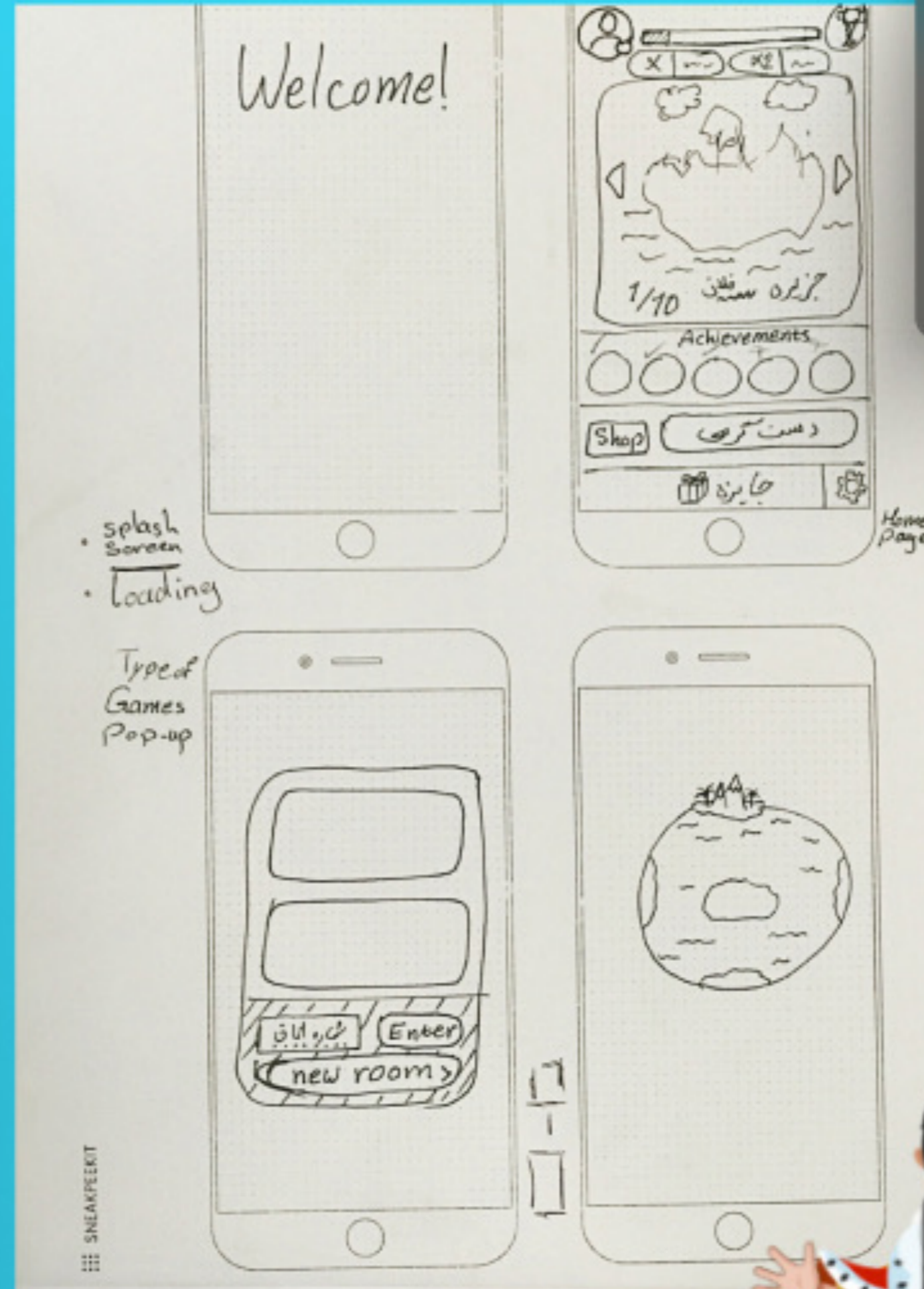


numbers  
name  
time

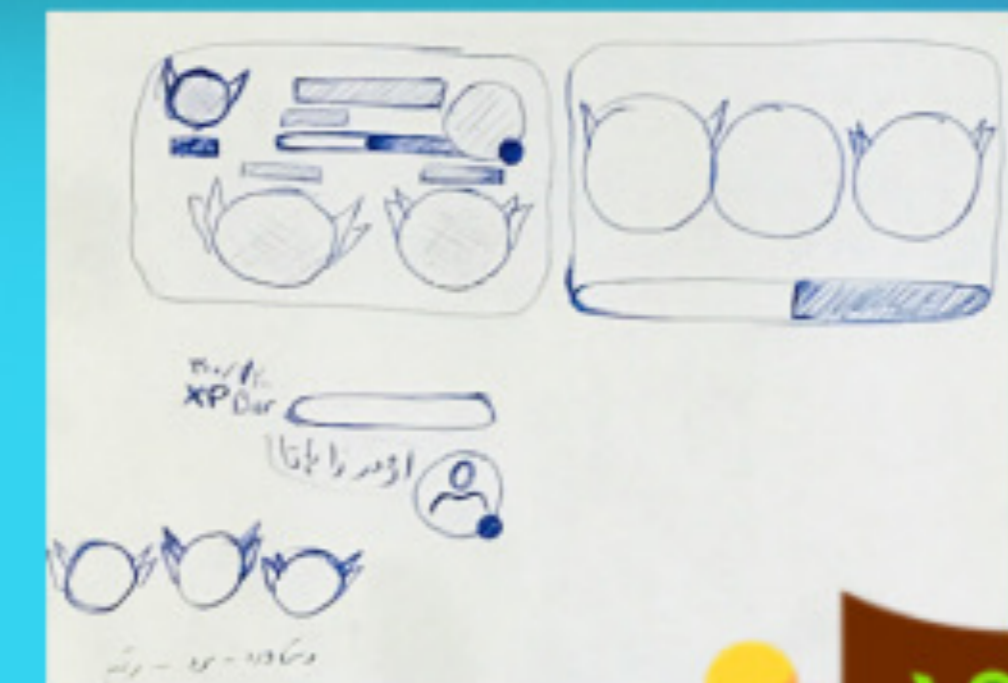


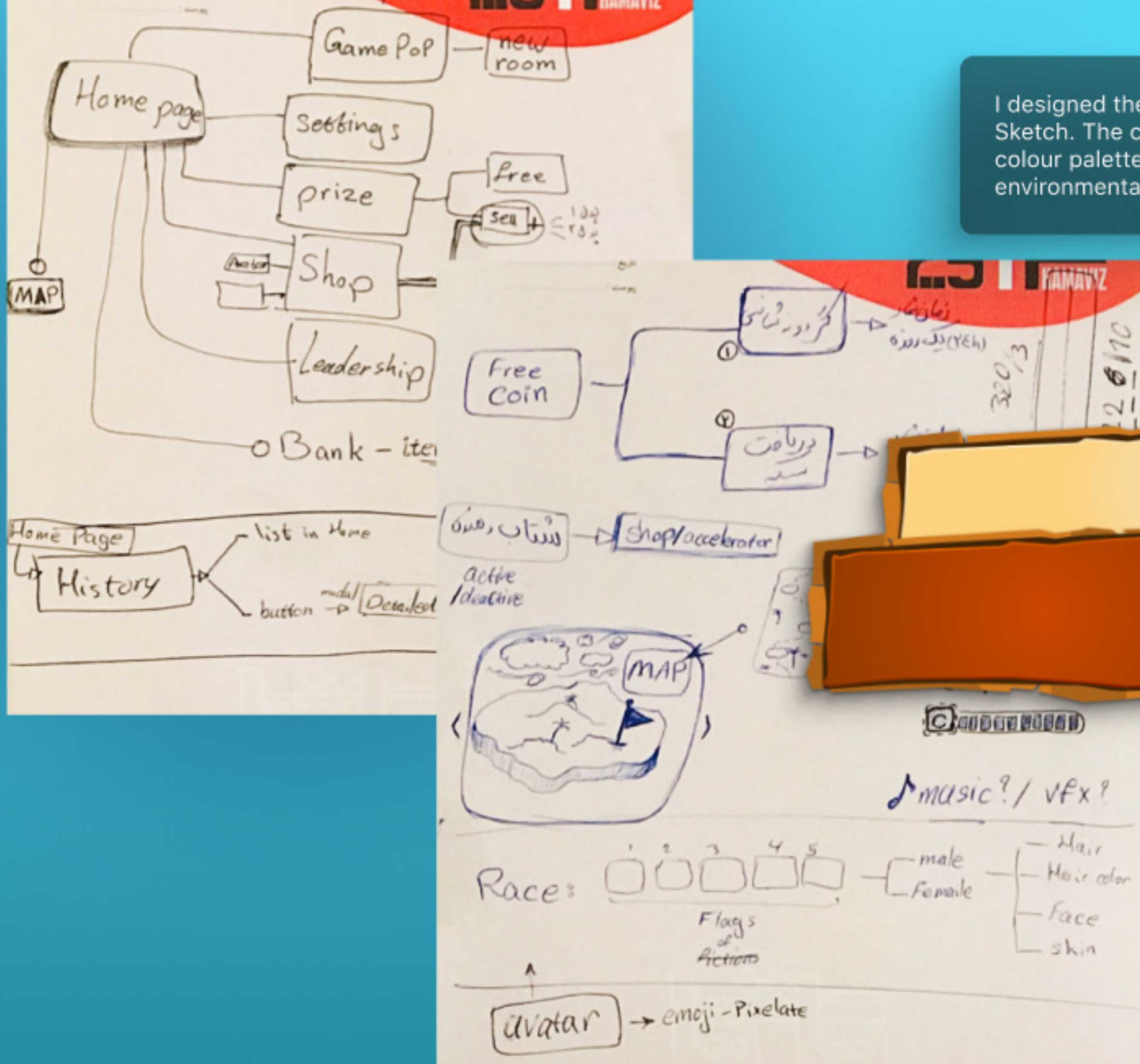
Profile

rank  
achievements  
lvl, xp  
edit/Add avatar  
Bank  
Id & name  
search Friends /social



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.



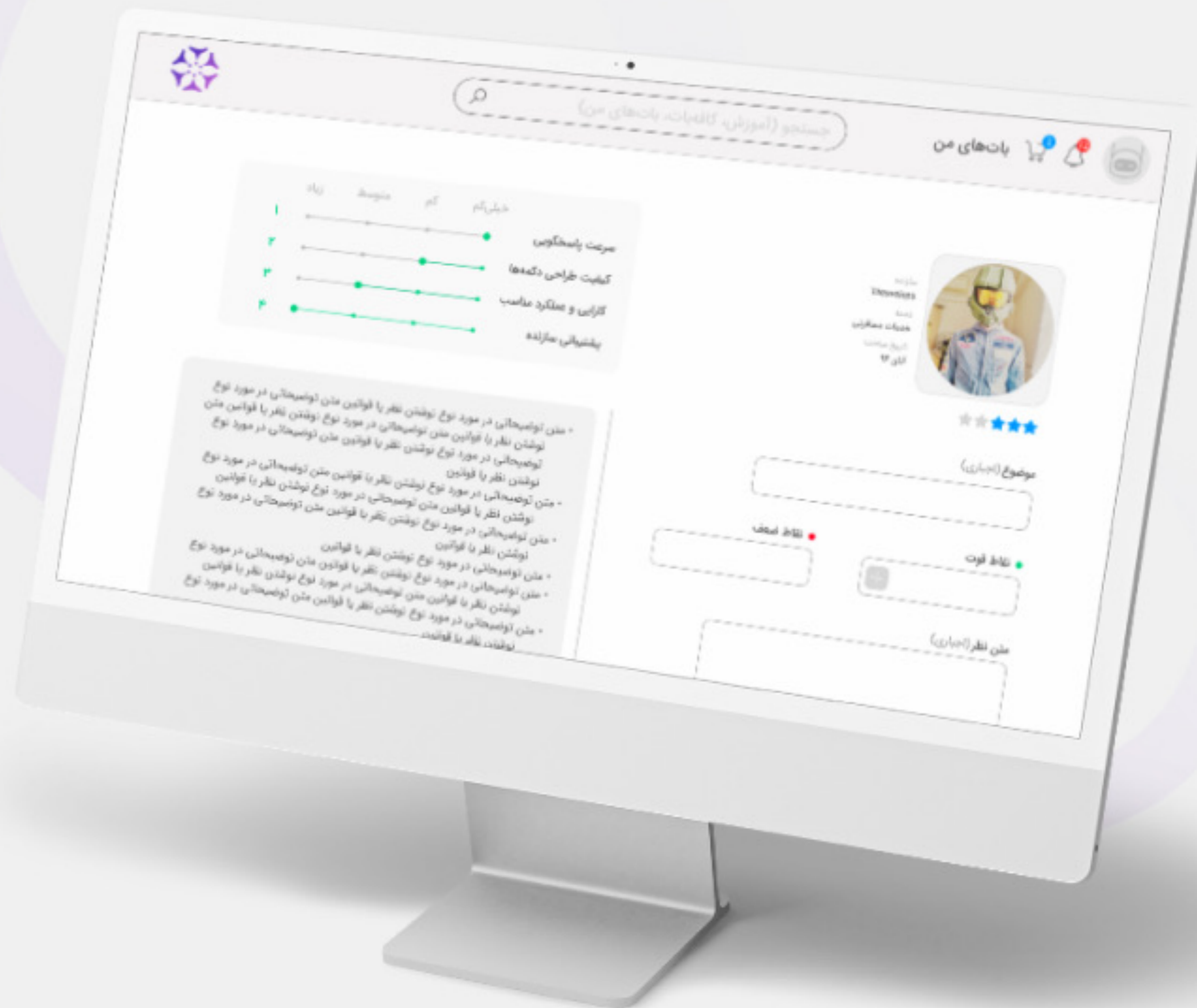


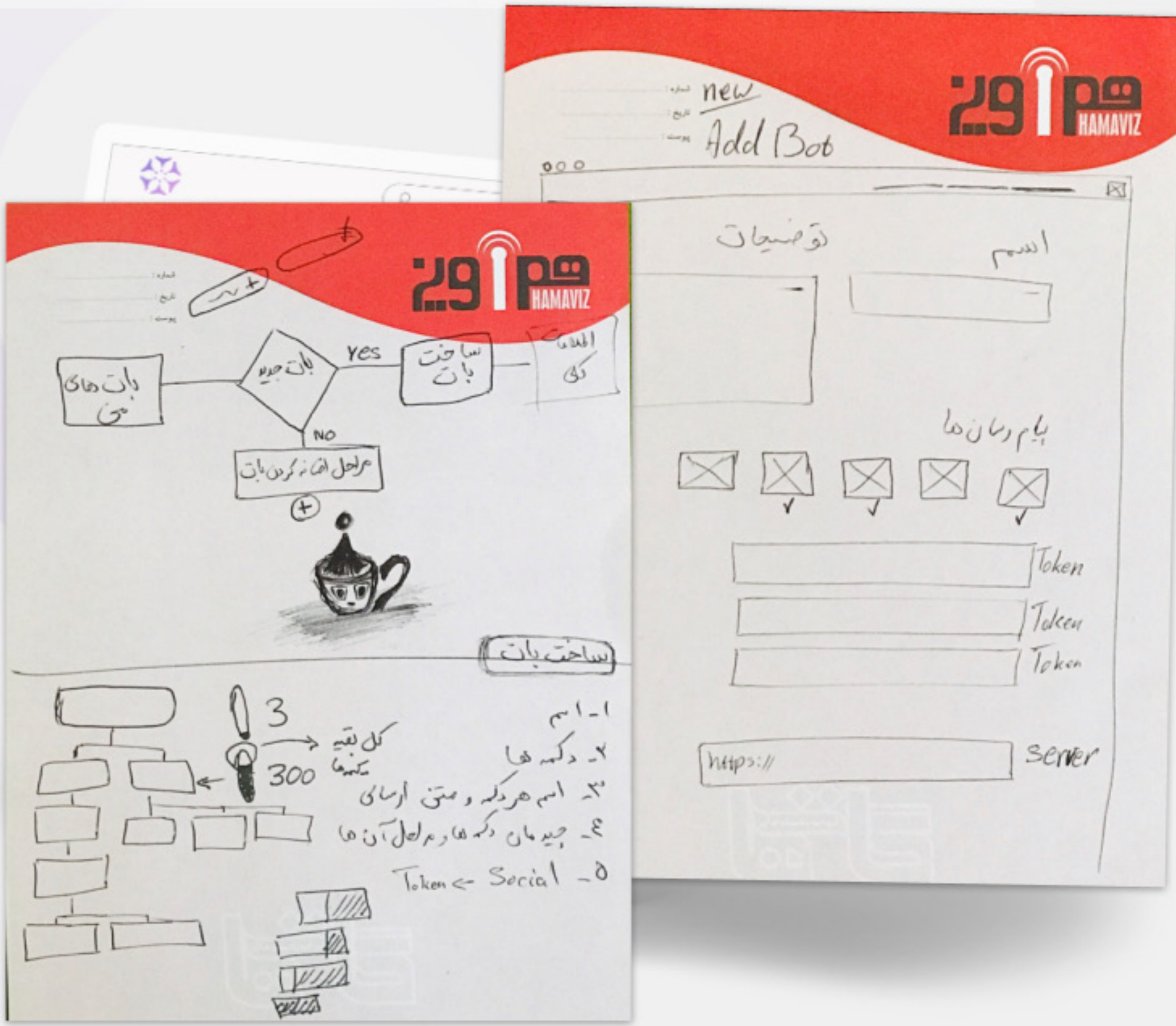
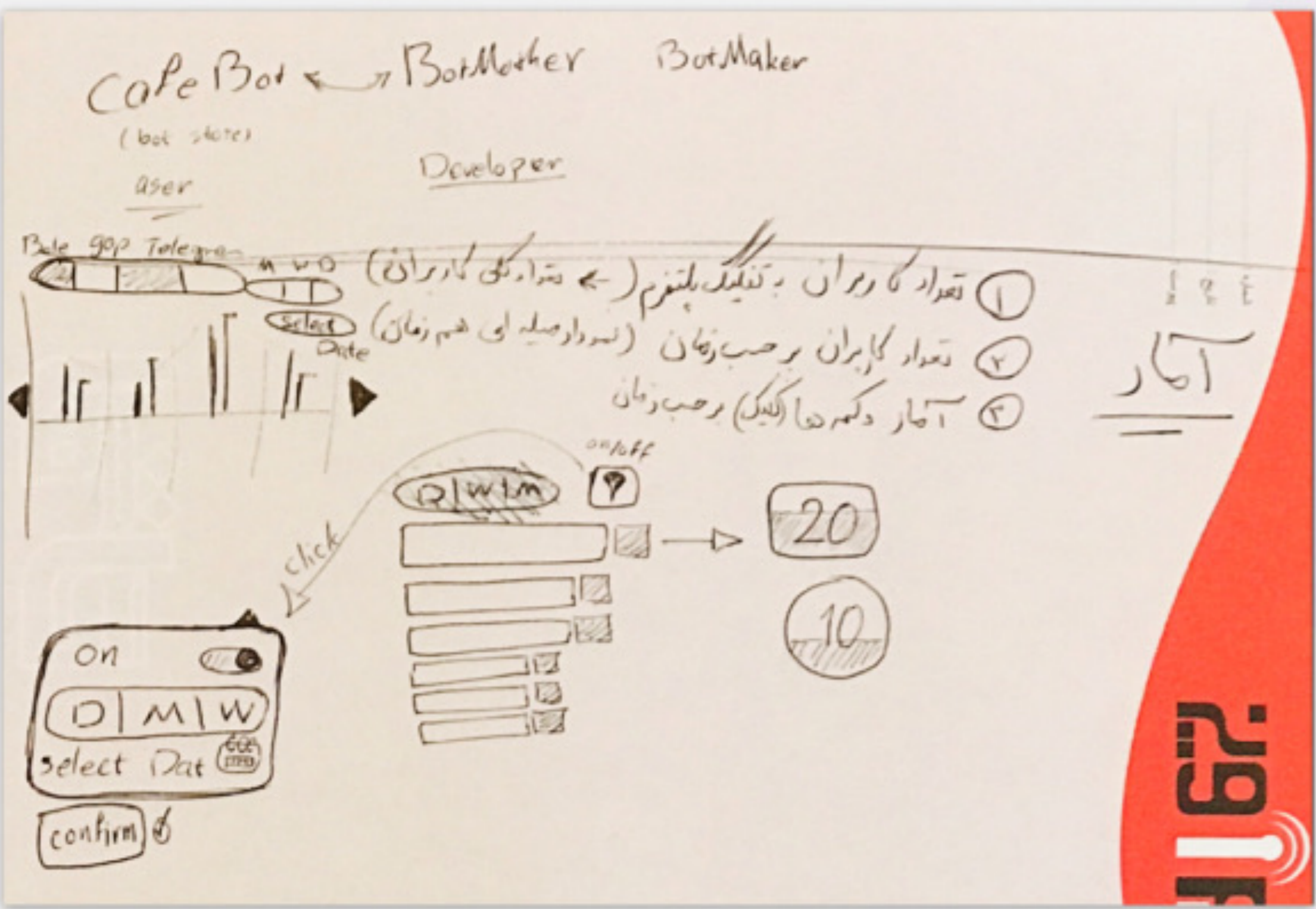
I designed the elements of the app from scratch in Sketch. The components were built to align with the colour palette of the app and took inspiration from the environmental themes of the game.



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.

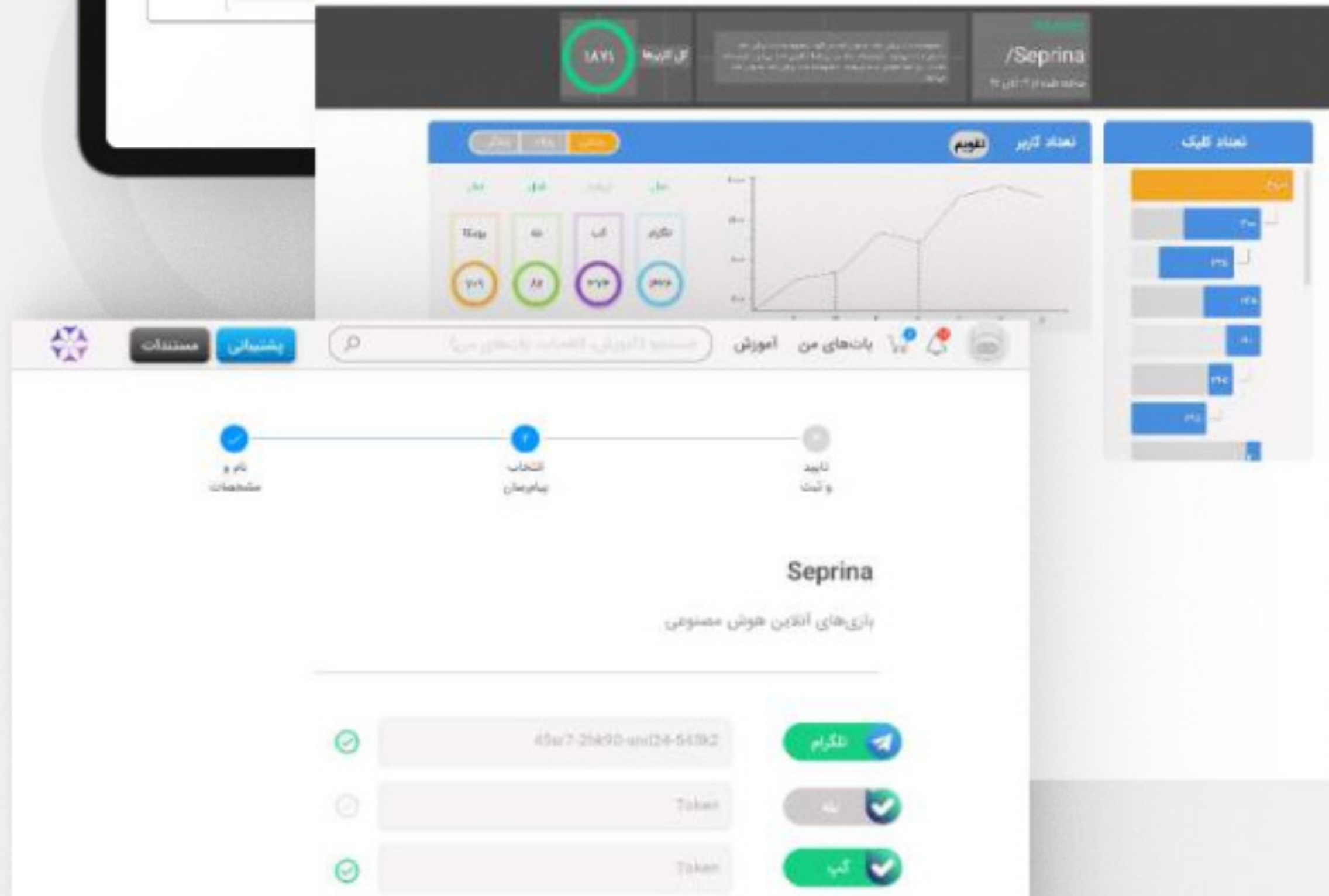
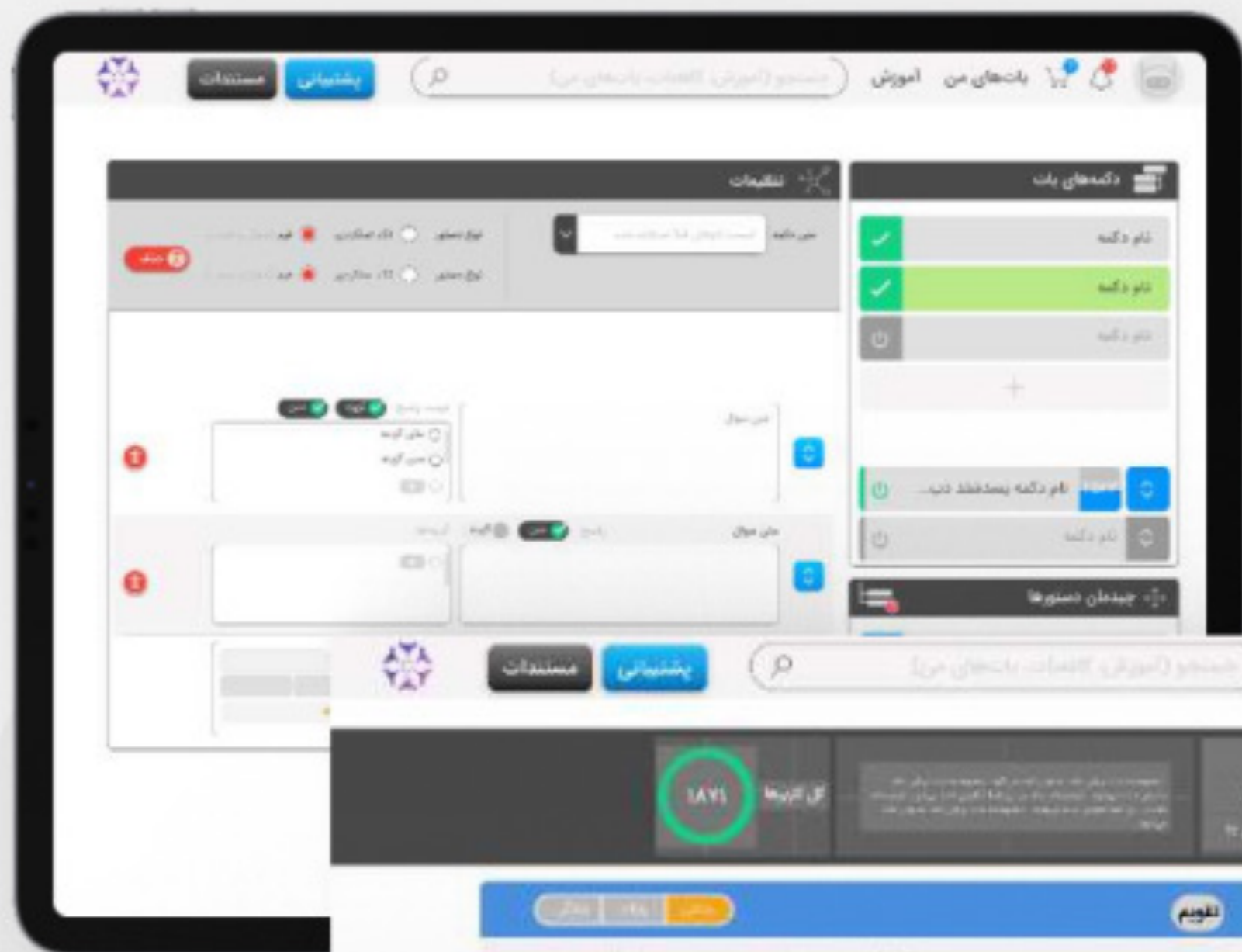
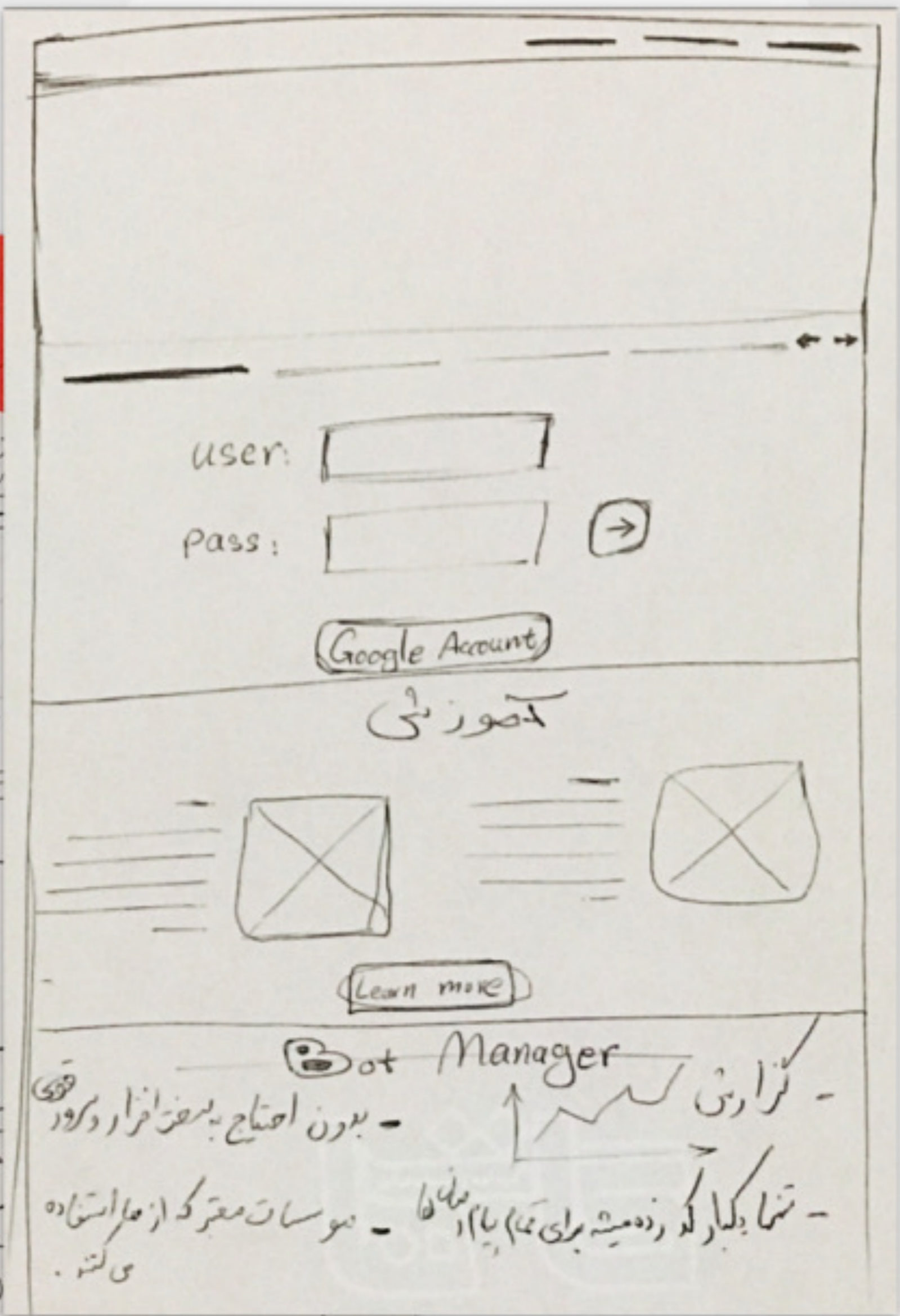
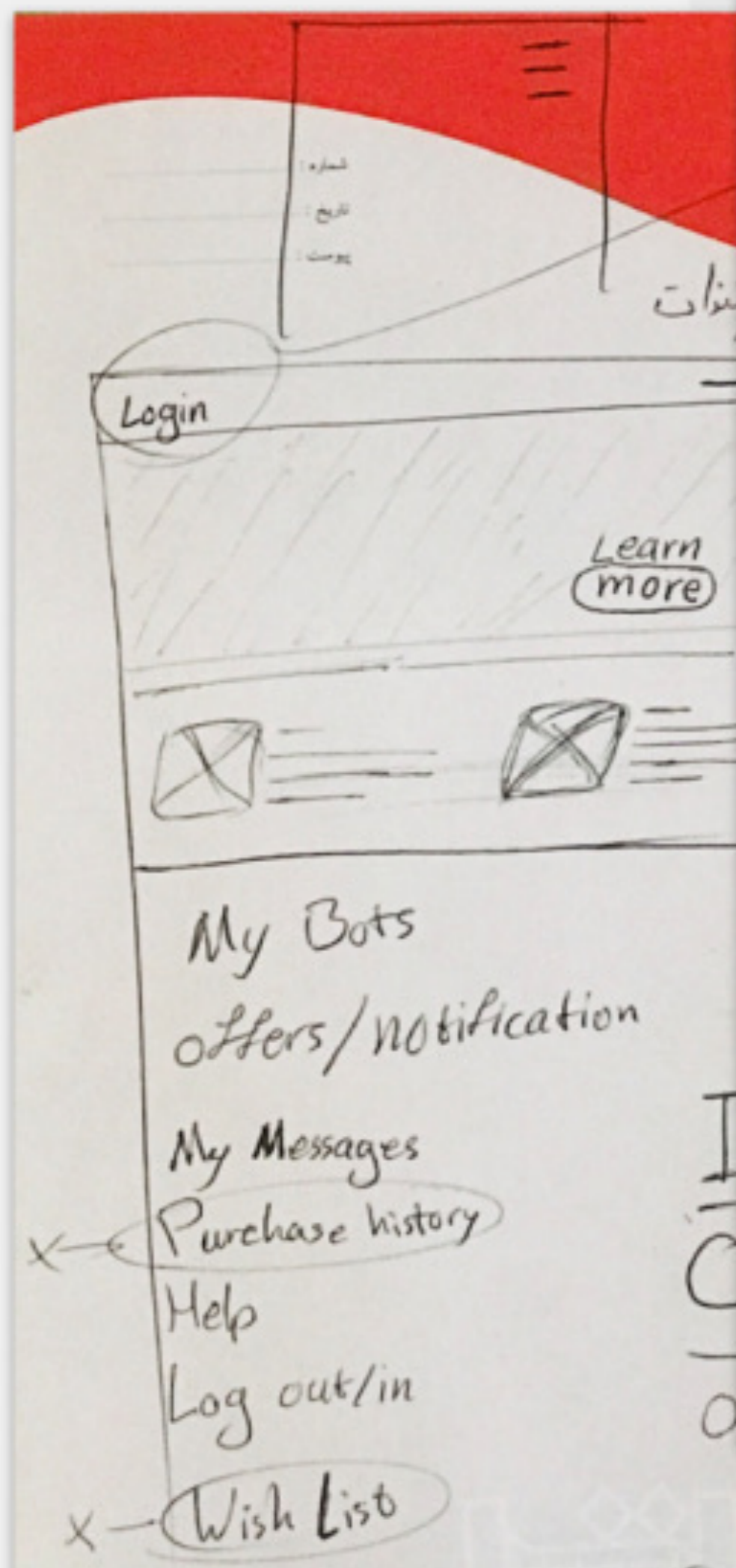


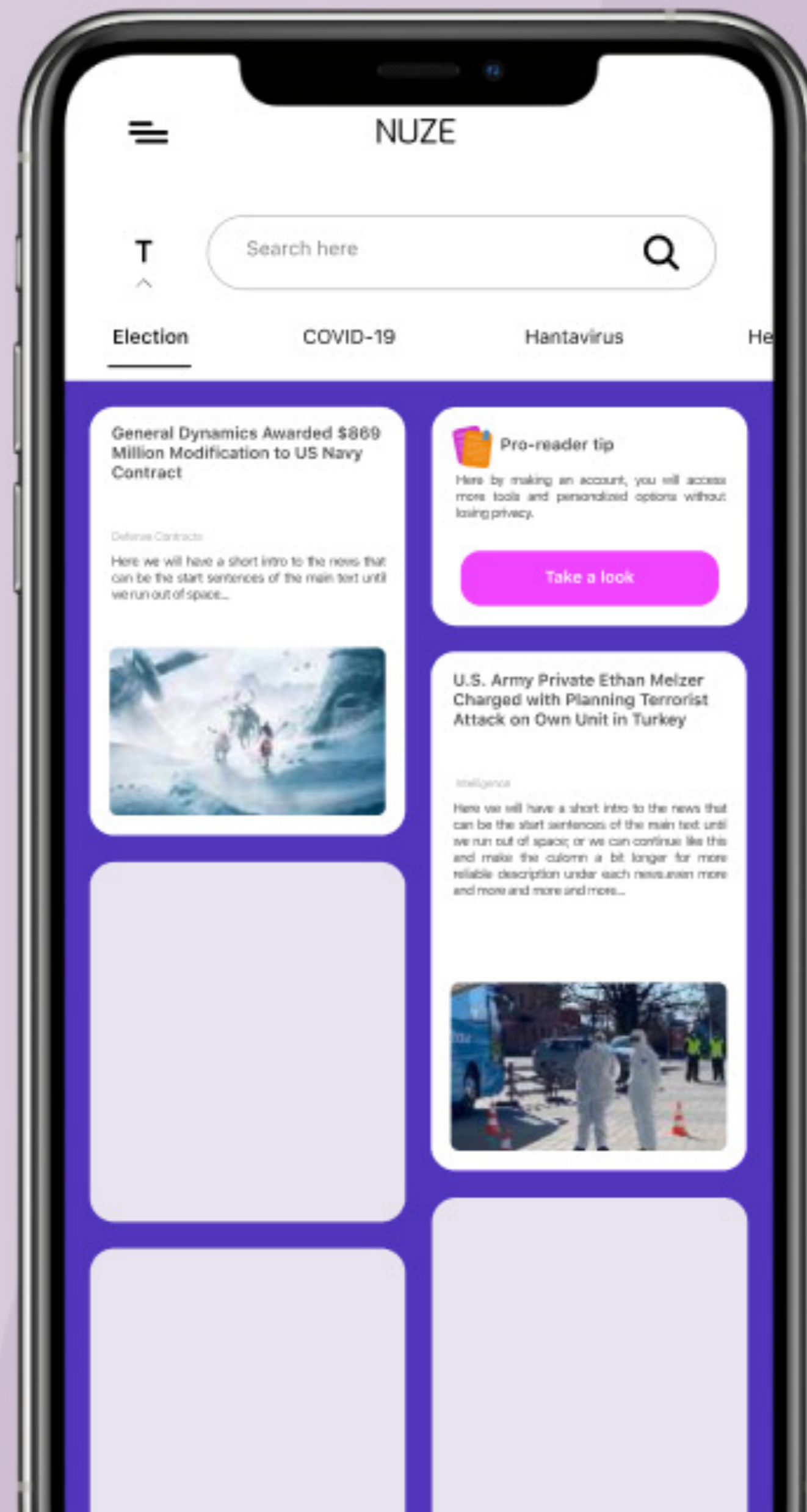
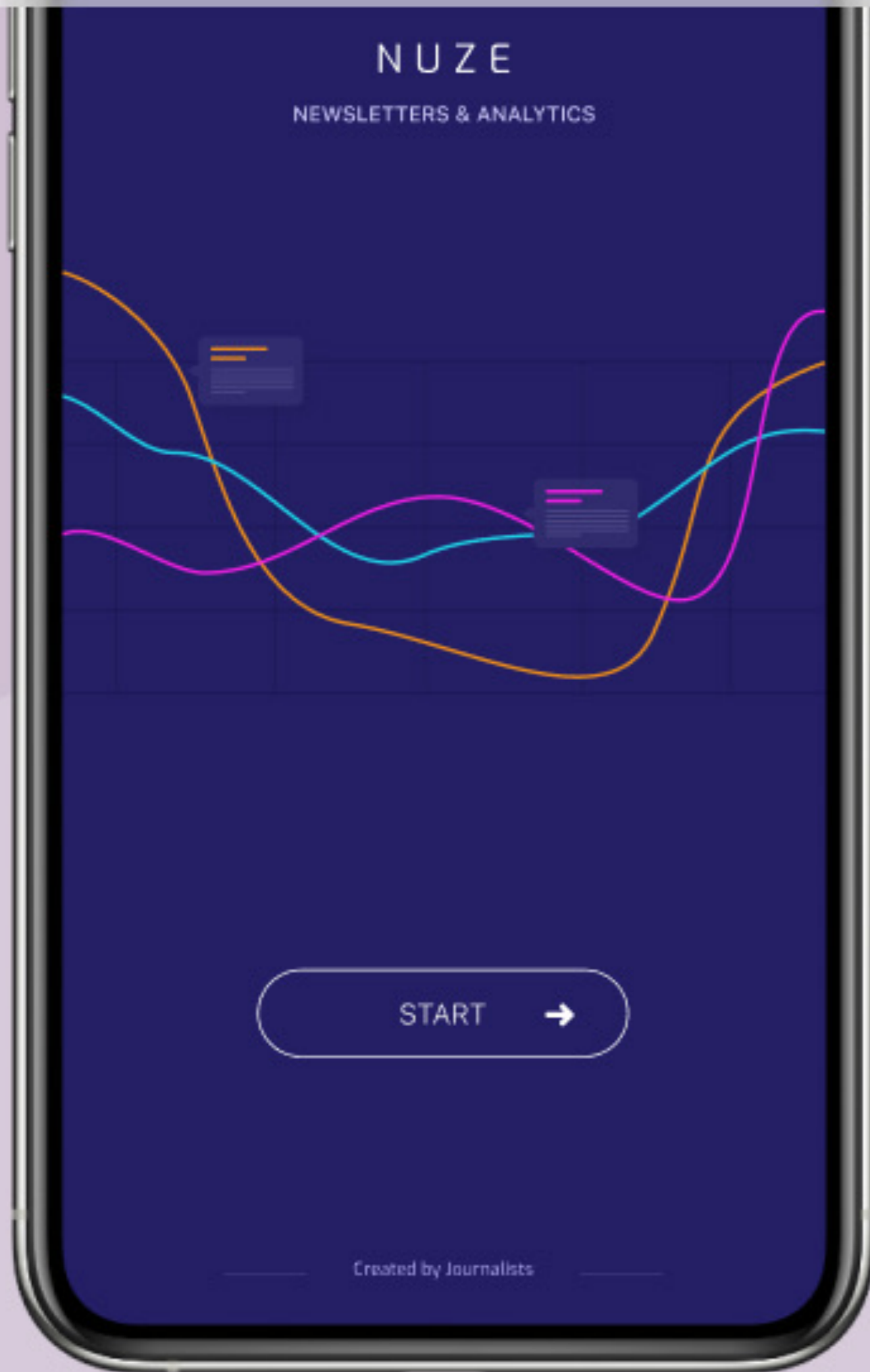


These websites are designed to provide a convenient system for both developers and social media users. Different **target groups**, but many common goals.



This project included Bot-mother to add bots to all social media apps, Bot-maker to easily make bots and Bot-store to reach a massive source of bots. Components, UI elements, CTA colour, and user flow were designed to facilitate **learnability and usability**.



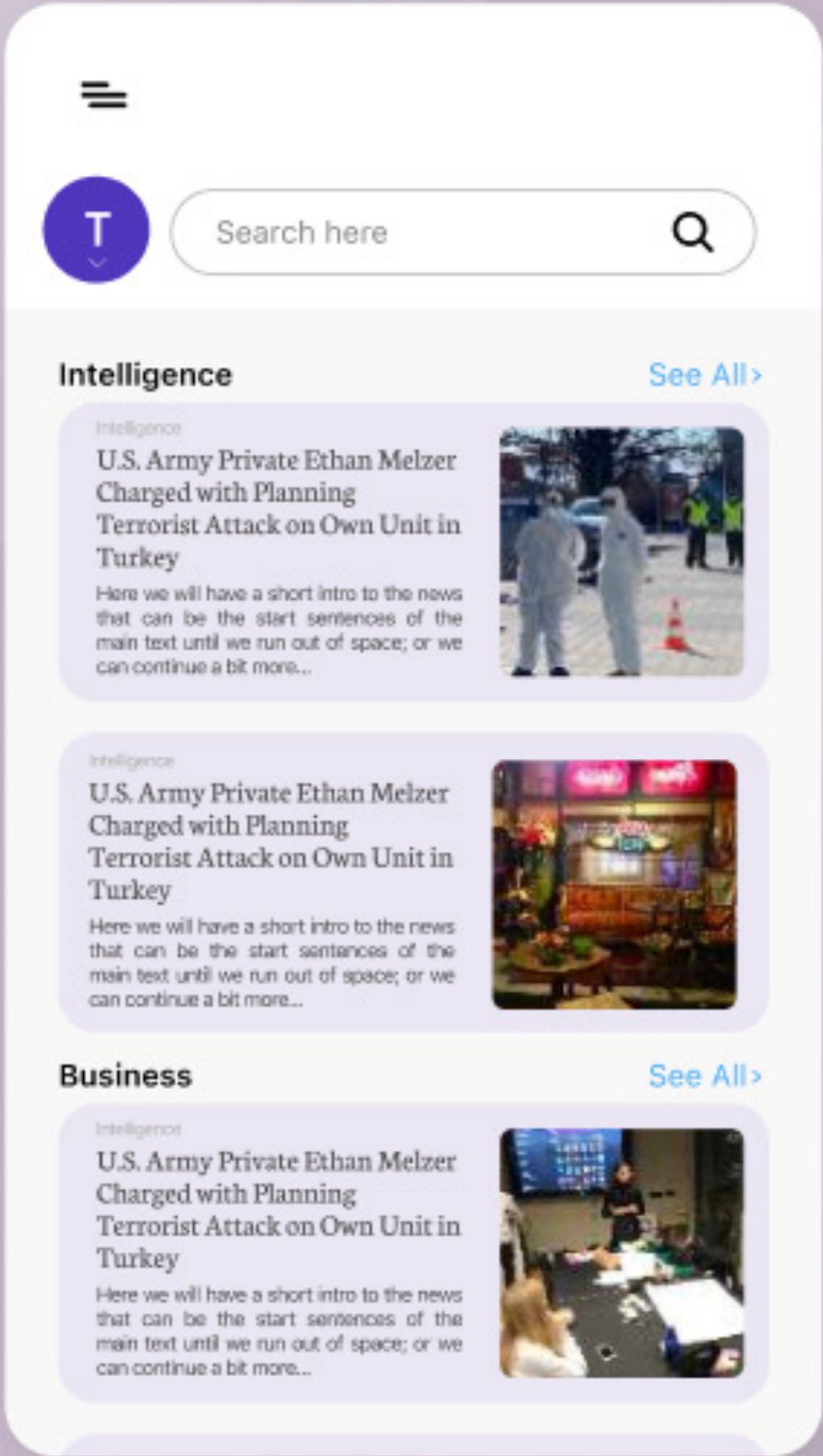


The Nuze app was born from the explosion of misinformation and fake news in 2020. As an enthusiastic group of developers and designers we decided to build a news app that would highlight the source of articles and sort them by their sources.

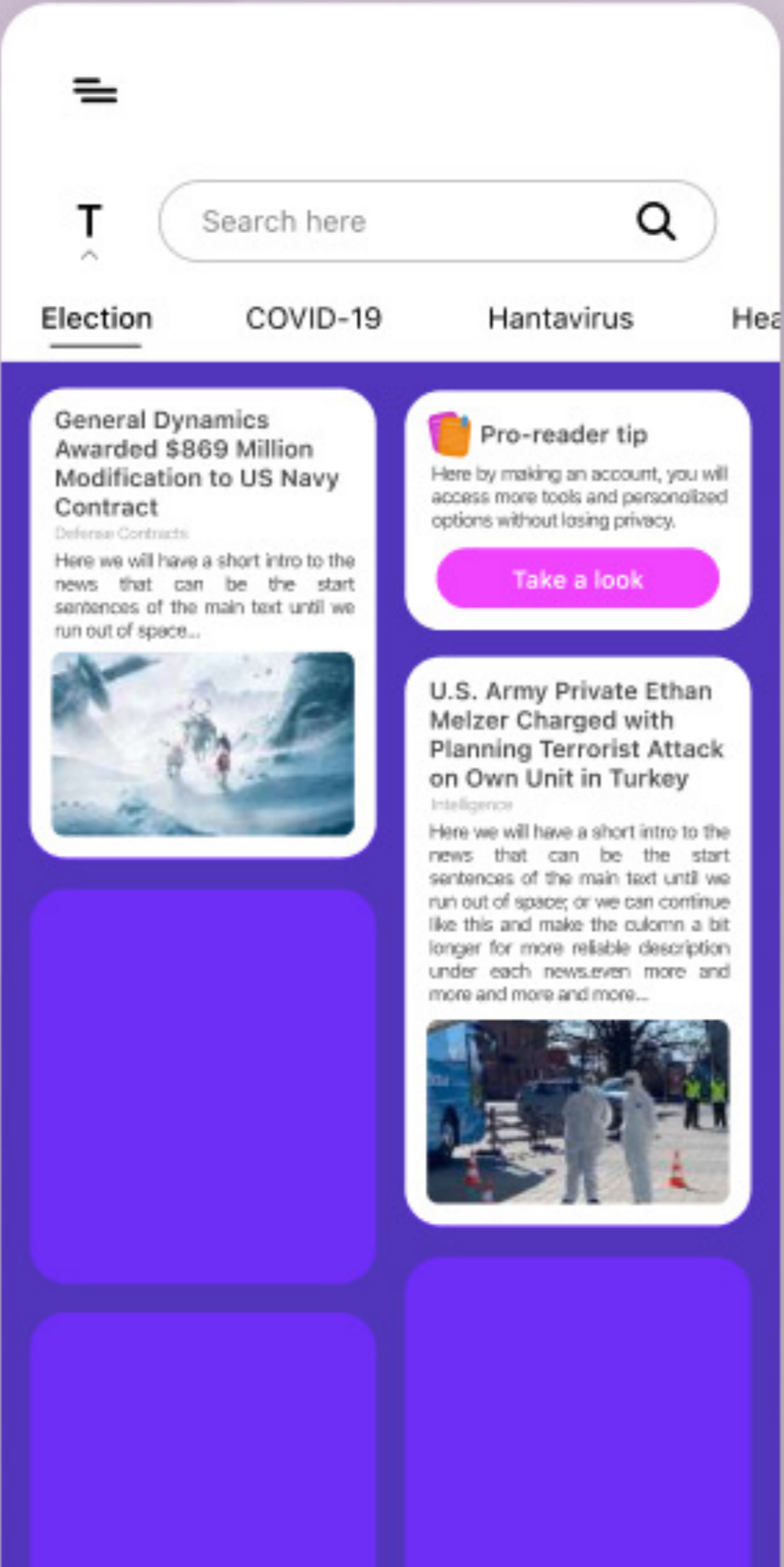


NUZE  
NEWSLETTERS & ANALYTICS

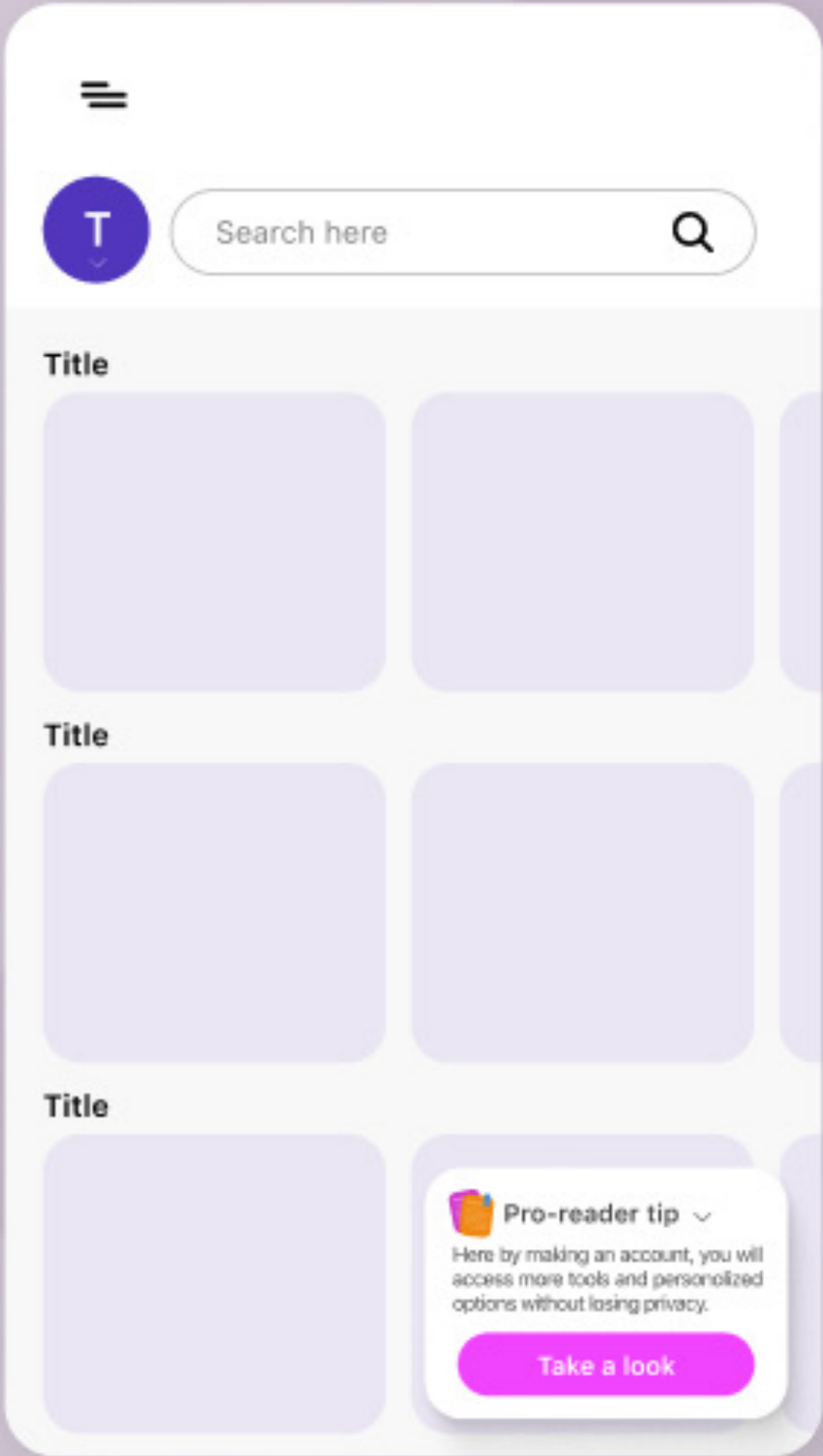
Feed page  
(Categories + full-width blocks)

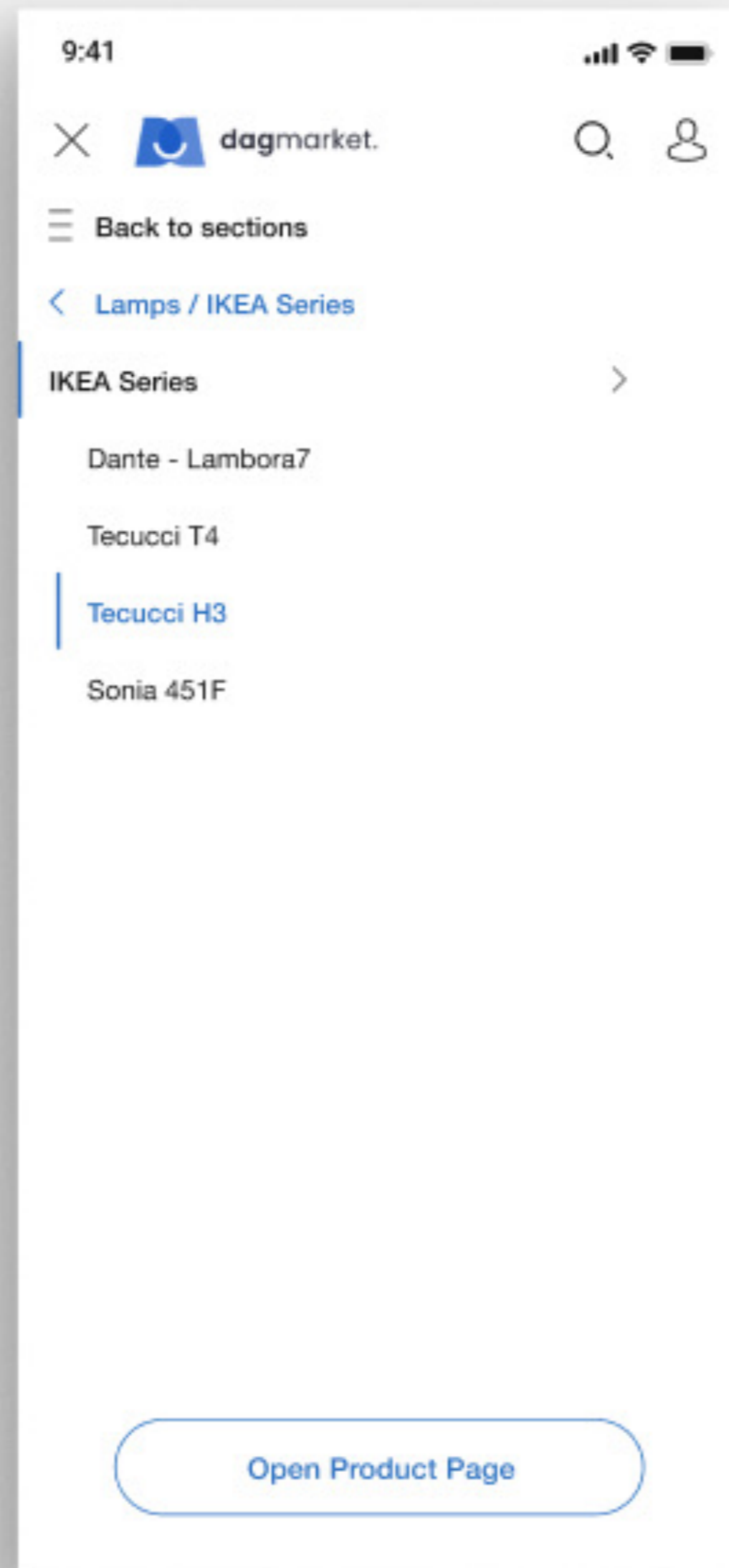
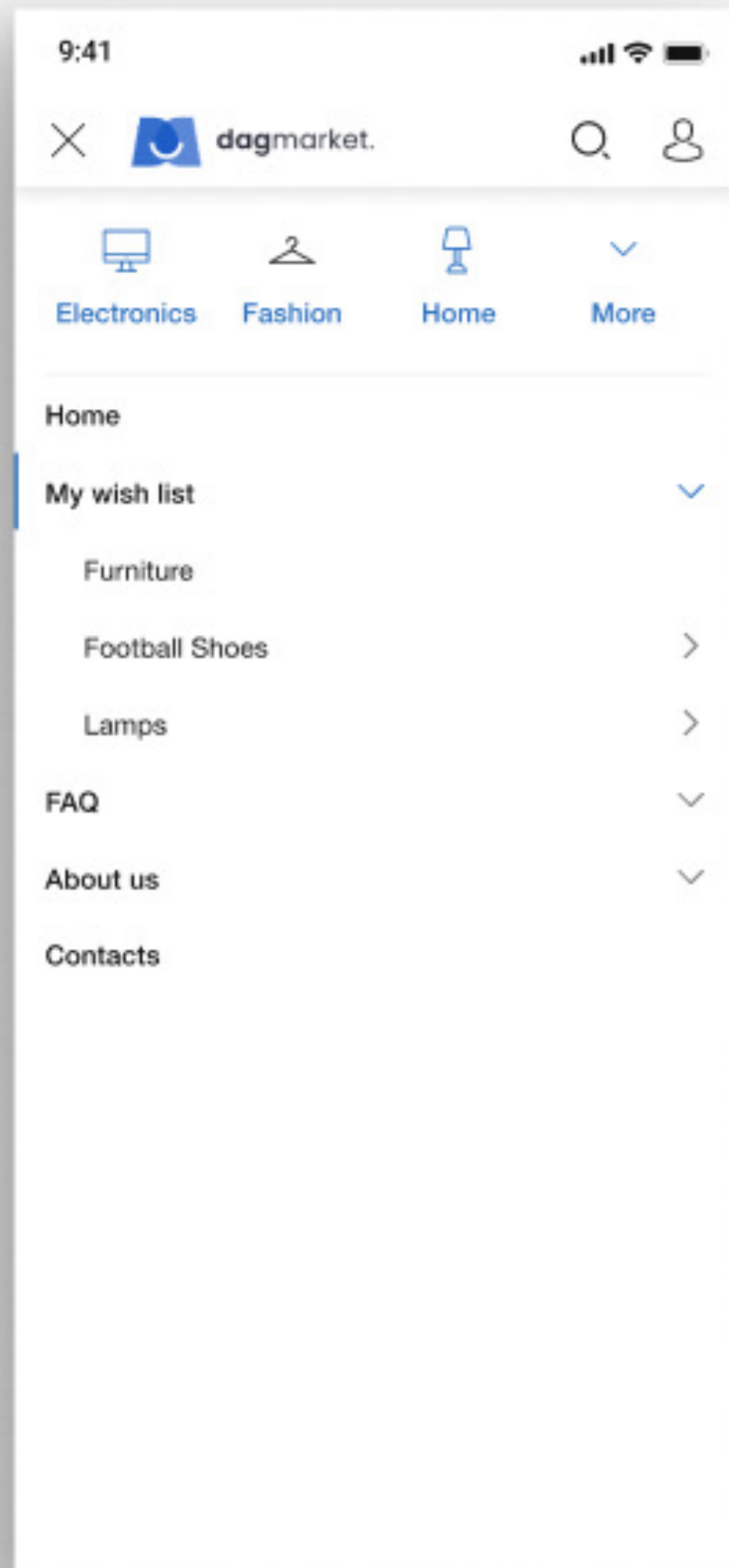


Feed page  
(Trends provided by Nuze team)

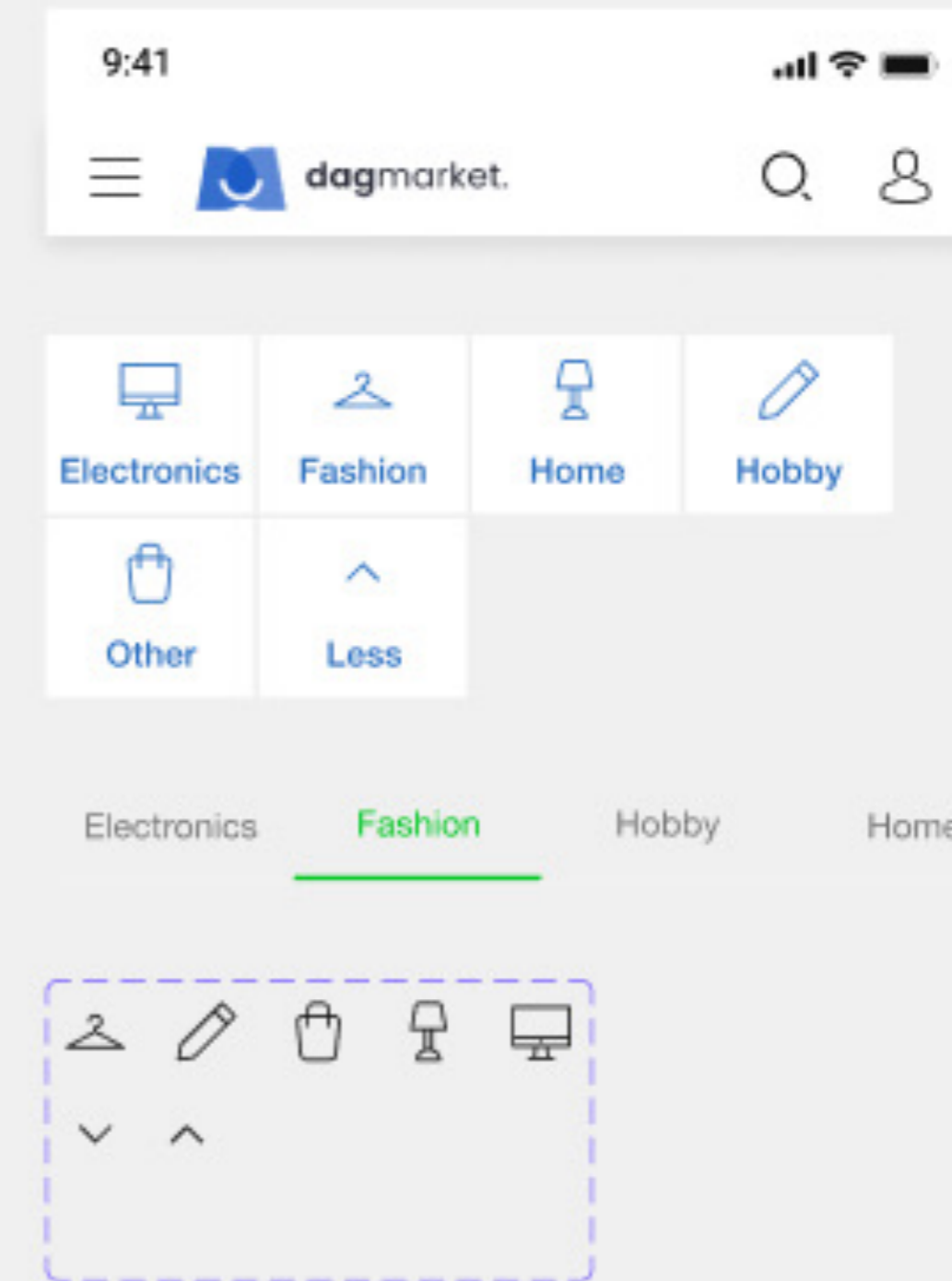


Feed page  
(Tile view on specific categories)





This project was commissioned by Visioncraft OÜ.

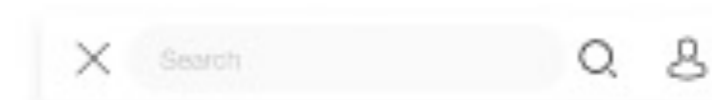


This project improved the menu of a home-furnishings online marketplace. I improved the design to group the information and improve the navigation of the site.

## Re-Designed Menu for dagmarket.

### Search Bar

Search bar helps them to find products by using keywords when the customer remembers 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.

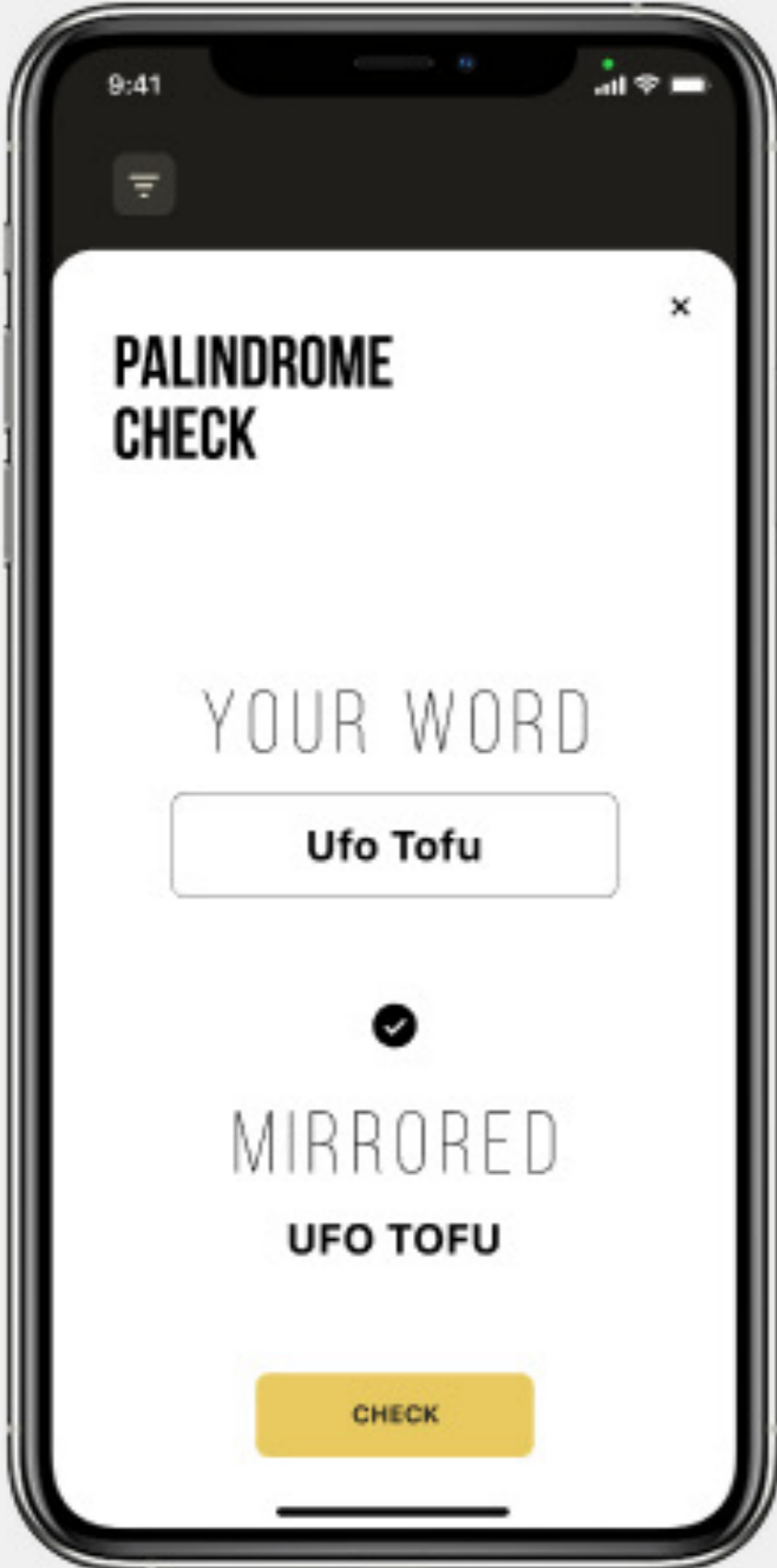




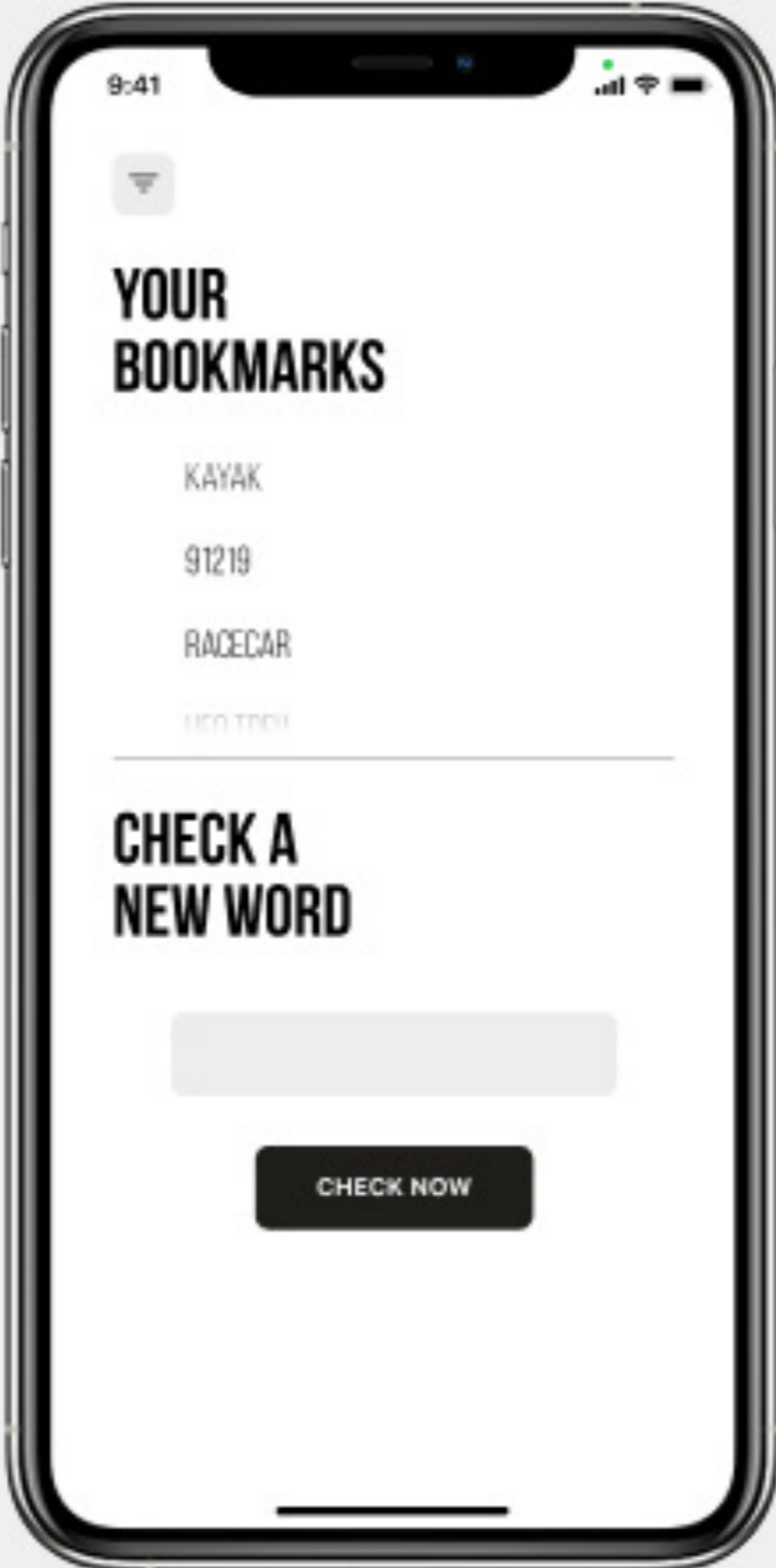
This is an app designed for word play. The app had a stylish and fun interface. This project was a commission from a software developer to create an interactive and experimental mobile app.



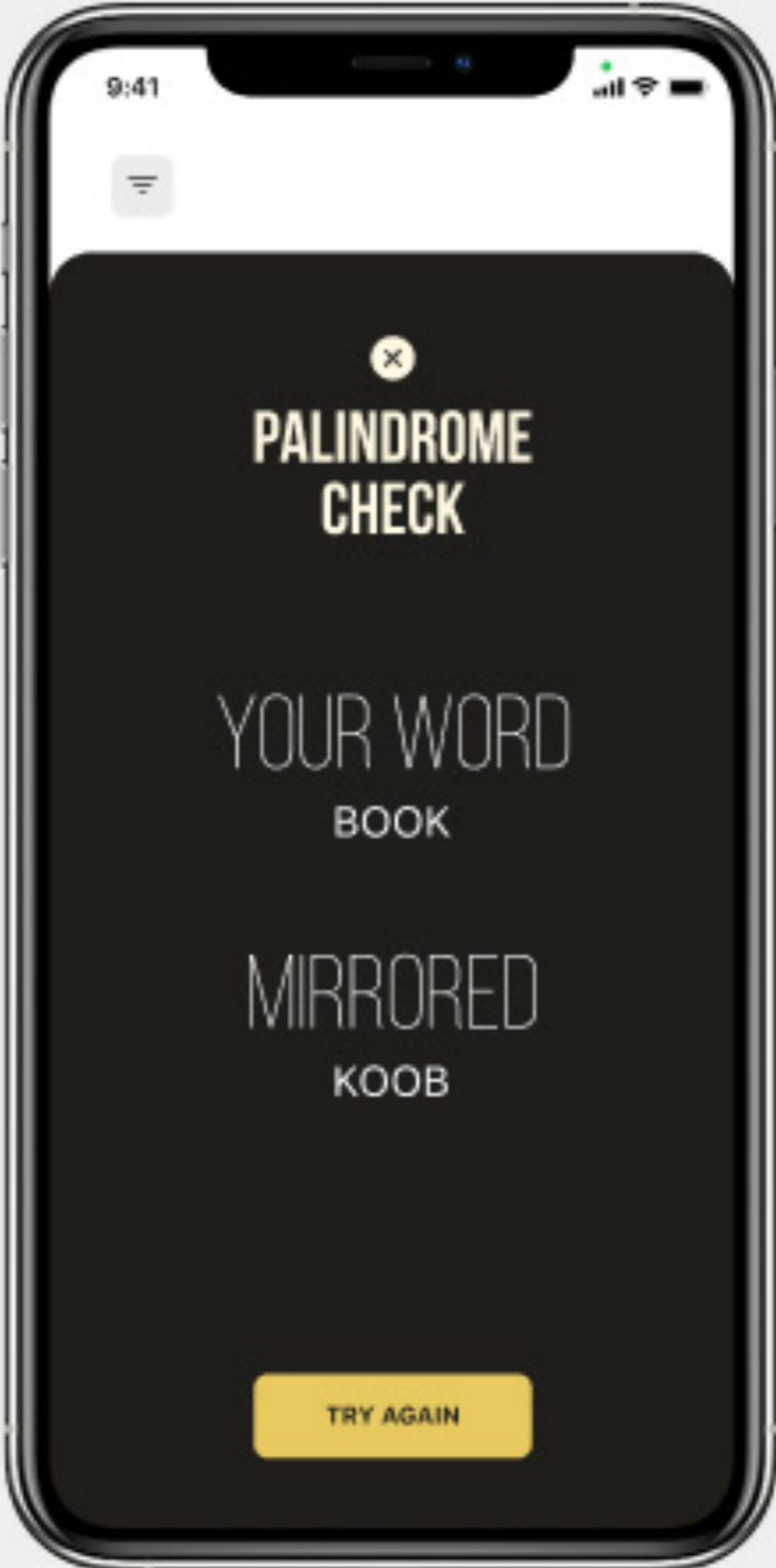
Word Check  
(light theme)



Main page



Word Check  
(dark theme)



App Details



Material Design Stickersheet

Page 2

Add Habit

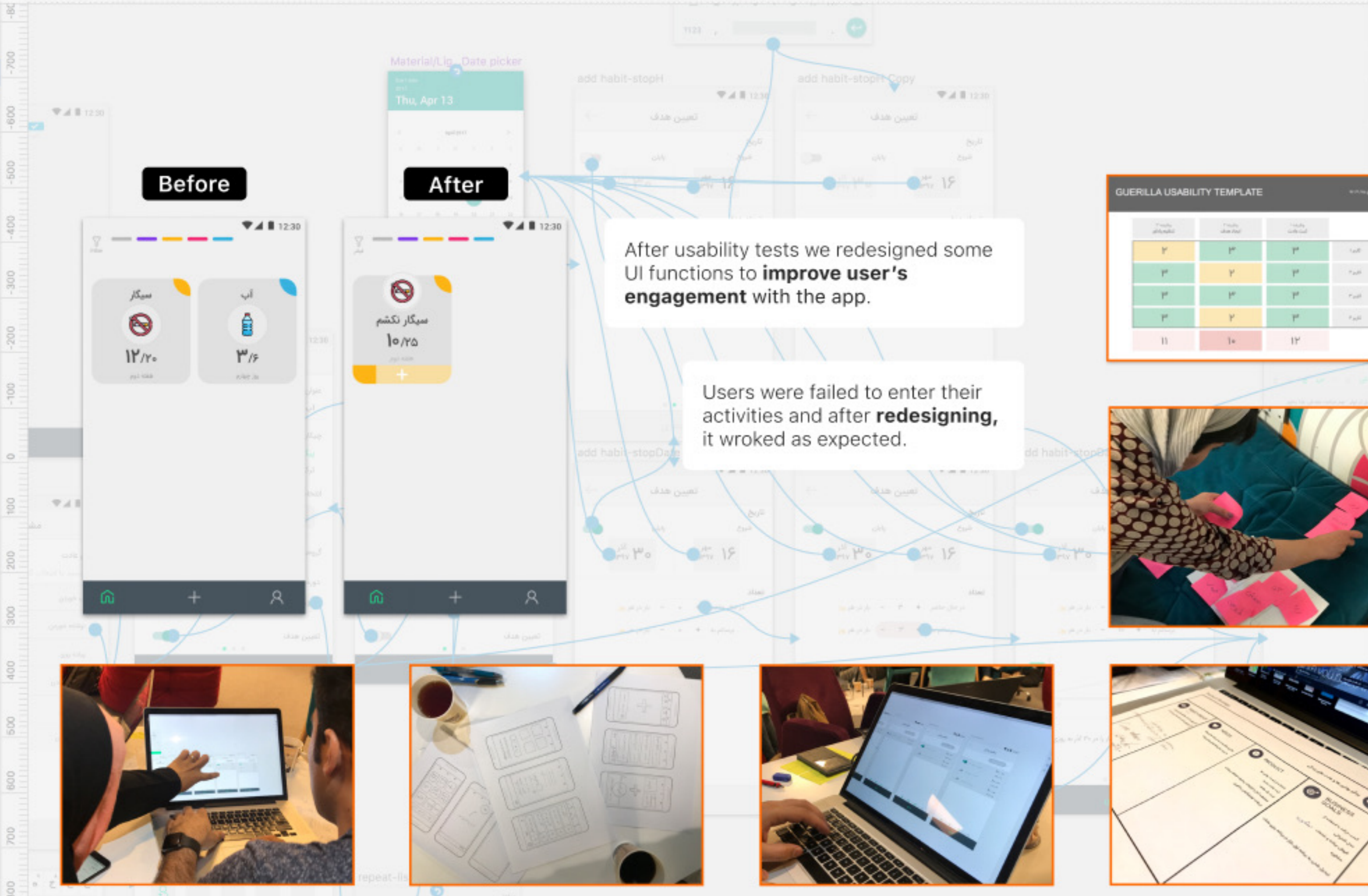
Falls

Material Design Symbols

Add Habit

- Line Copy
- Line
- Group 3
- پایان
- برسانم به
- در حال حاضر
- شروع
- تعداد
- تاریخ
- Rectangle 12
- Group 10 Copy
- +
- 
- Rectangle 11 Copy
- Group 10
- +
- 
- Rectangle 11 Copy
- header
- Group Copy 2
- statistic
- Line 7
- آتر ۳۰
- مهر ۱۶

Filter



Before

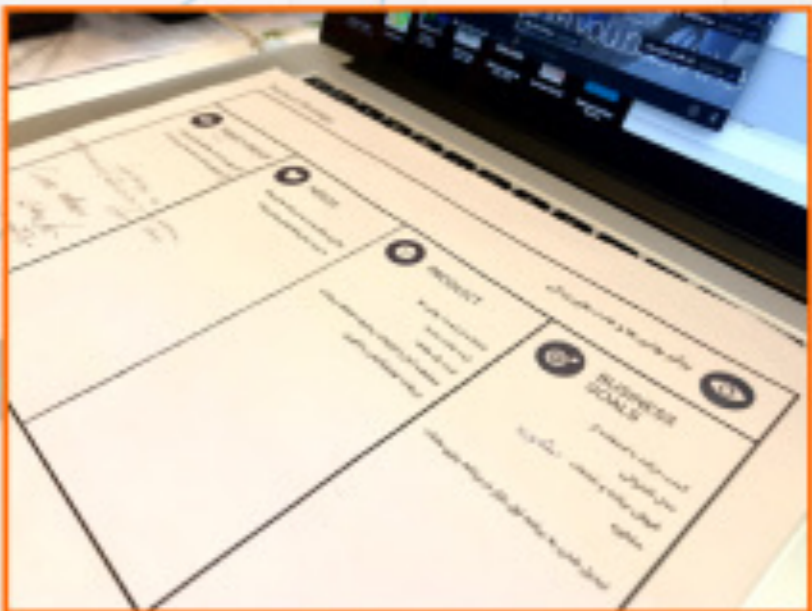
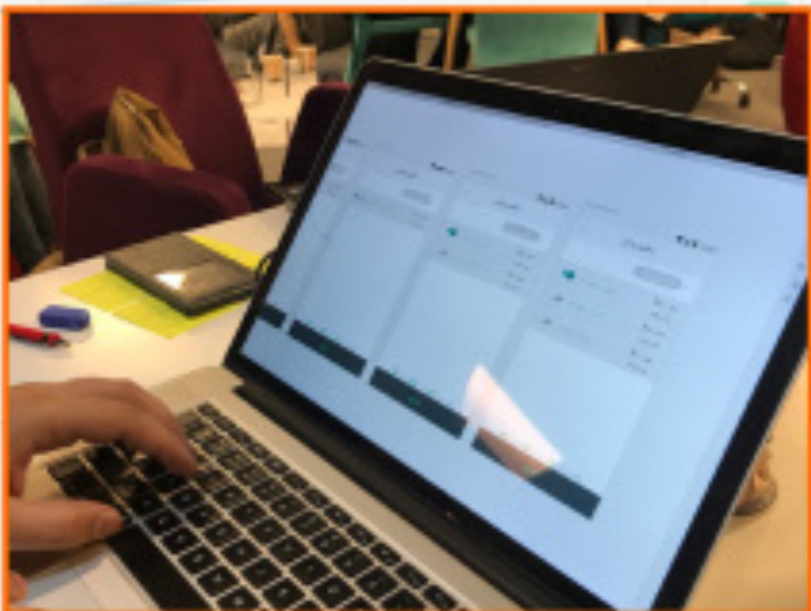
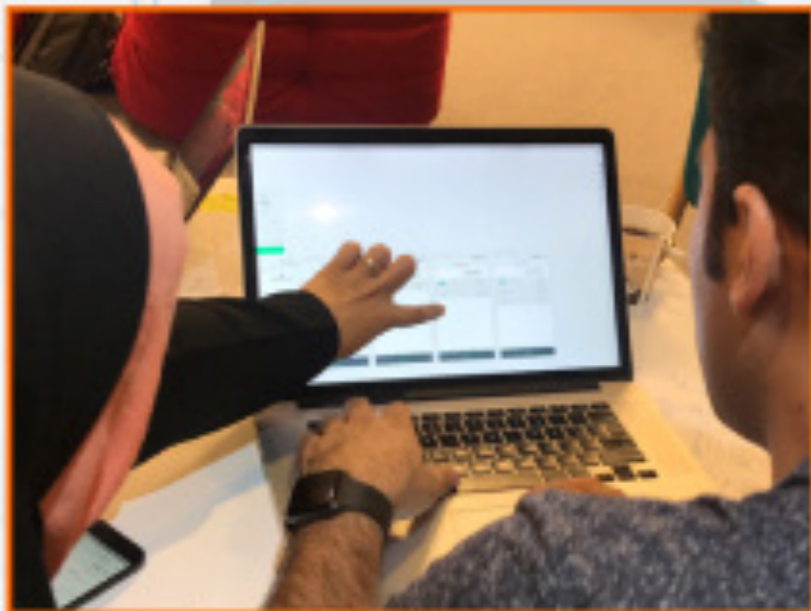
After

After usability tests we redesigned some UI functions to **improve user's engagement** with the app.

Users were failed to enter their activities and after **redesigning**, it wroked as expected.

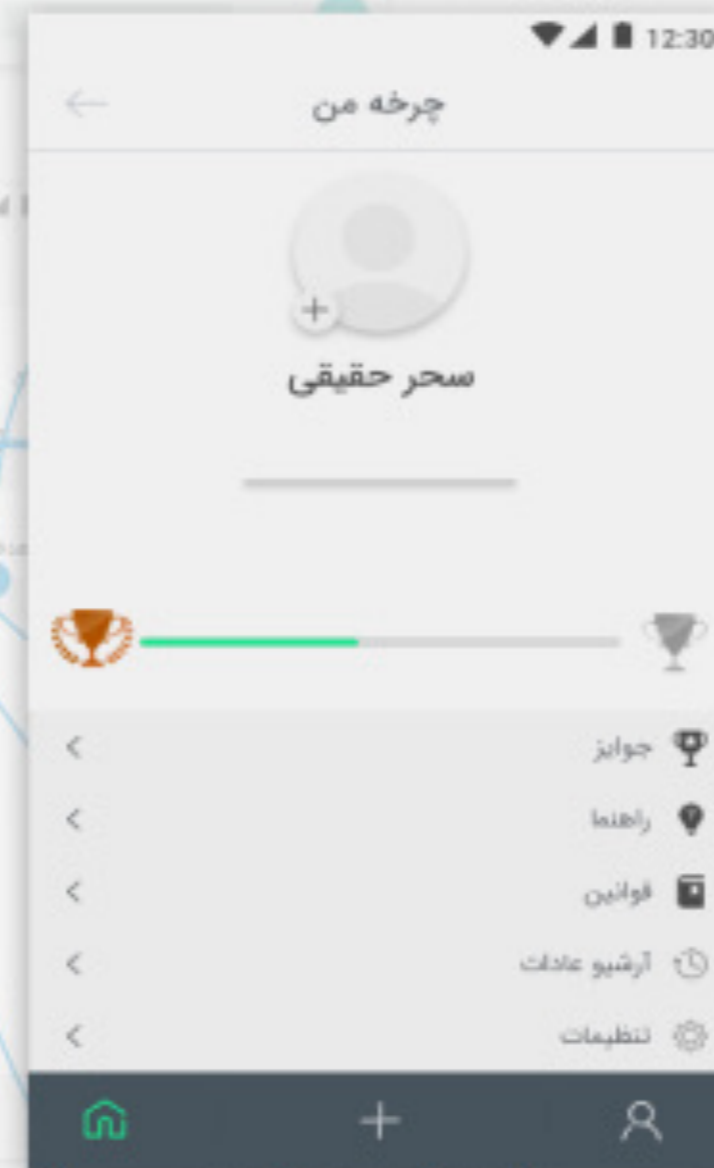
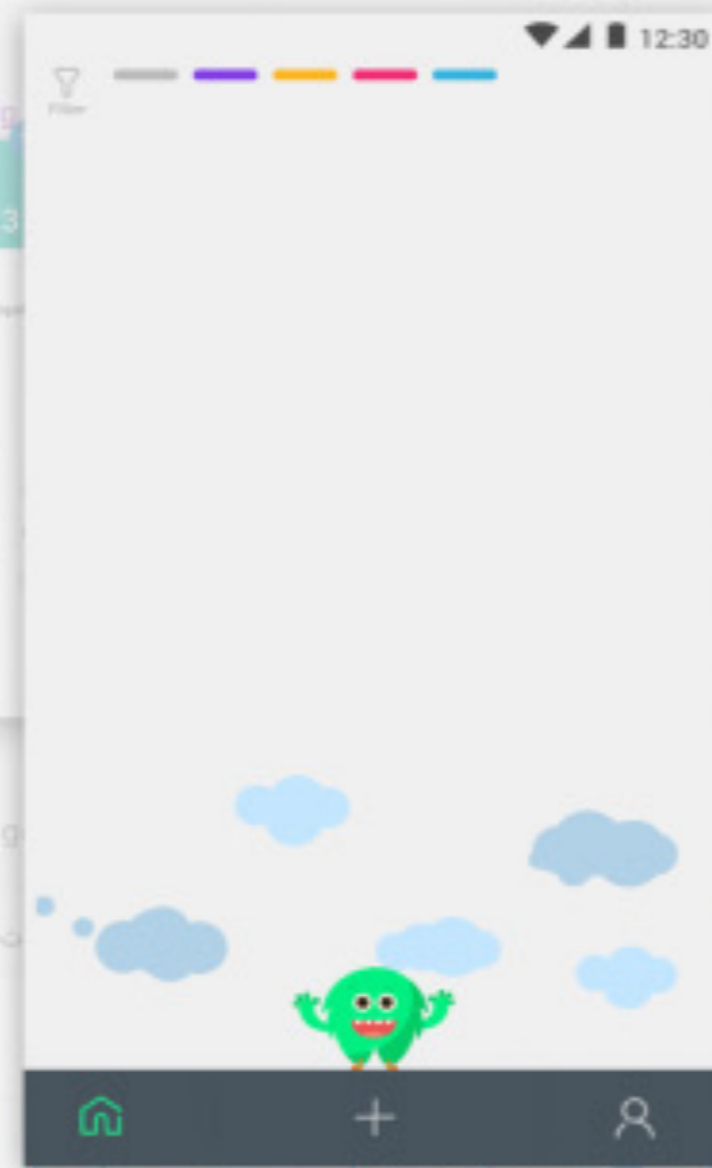
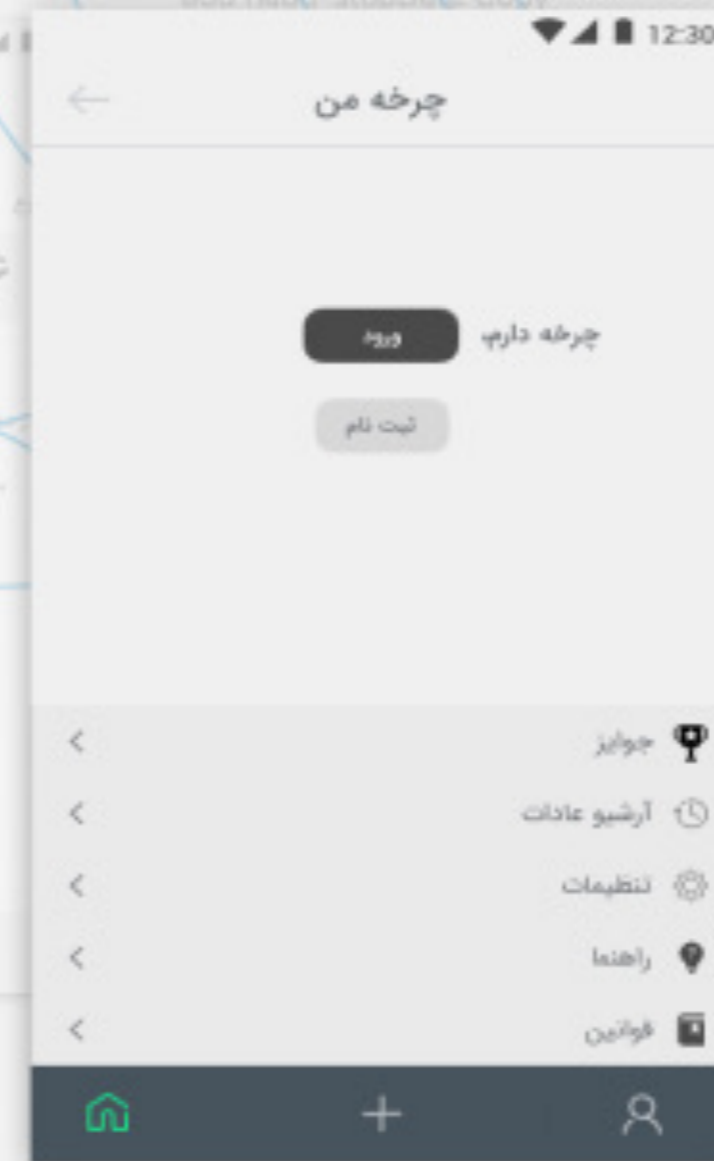
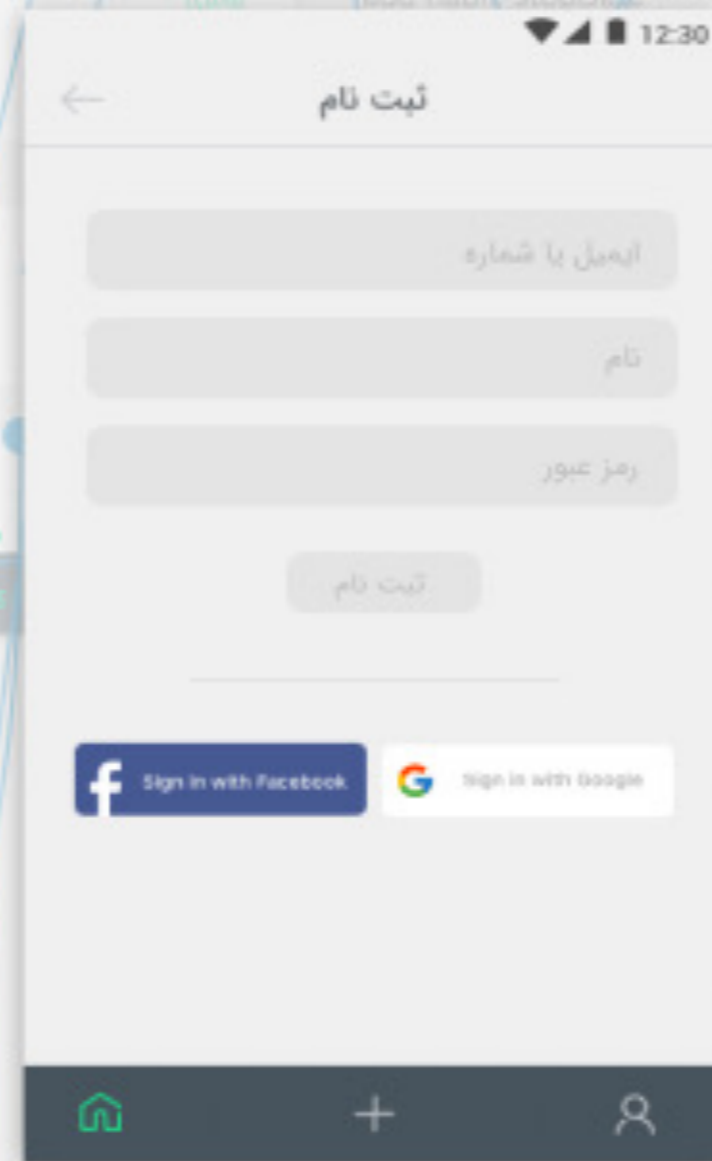
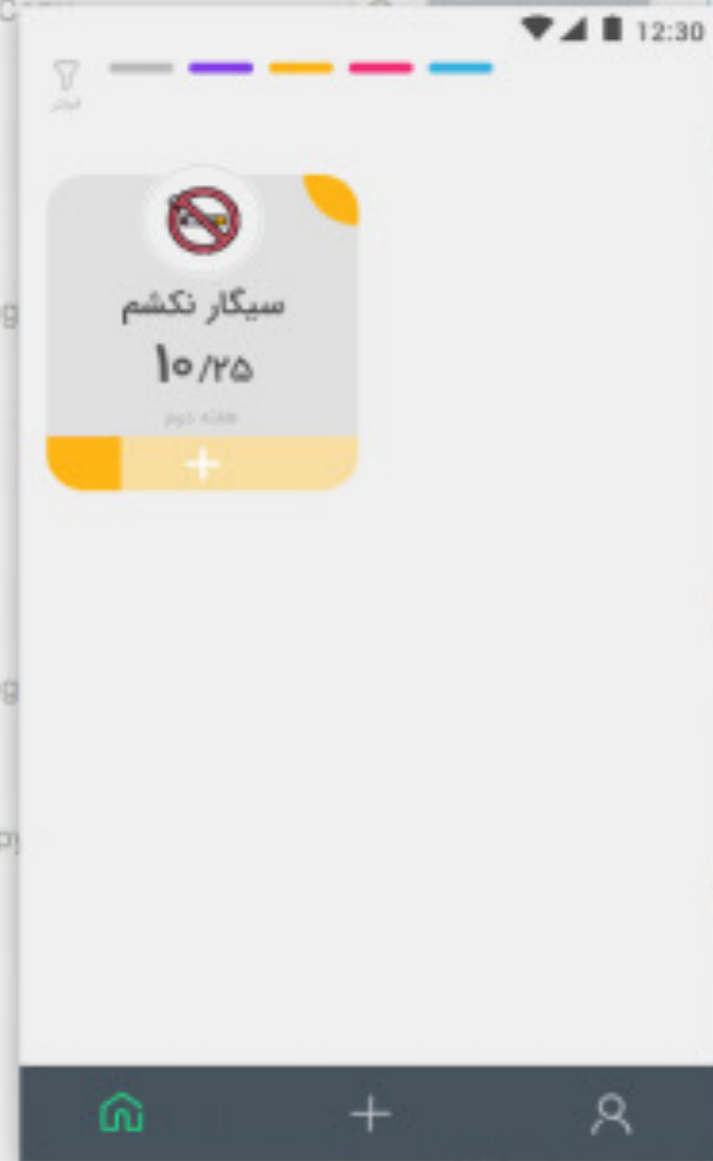
GUERILLA USABILITY TEMPLATE

تعداد	تعداد	تعداد	تعداد
۲	۳	۳	تعداد
۳	۲	۳	تعداد
۳	۲	۳	تعداد
۱۱	۱۰	۱۲	



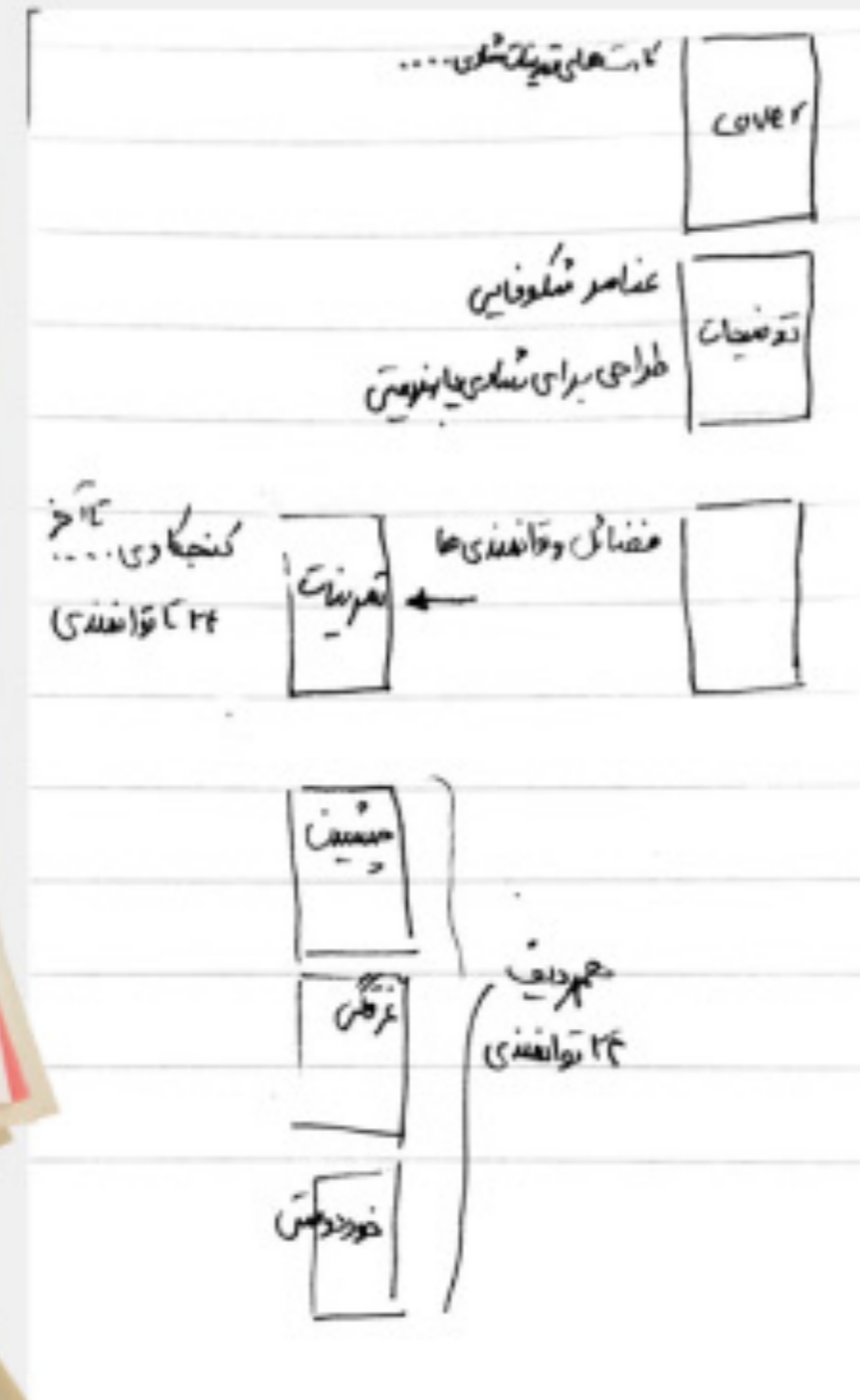
### Loop

A routine tracker app designed to track habits and also to motivate user to be healthy.



These cards were designed, prototyped and tested in a university project, and I was the freelance visual designer.

Final result was a digital platform and physical product to **train users** be more productive, purposeful and happy.



## کارت‌های توضیحات جلد



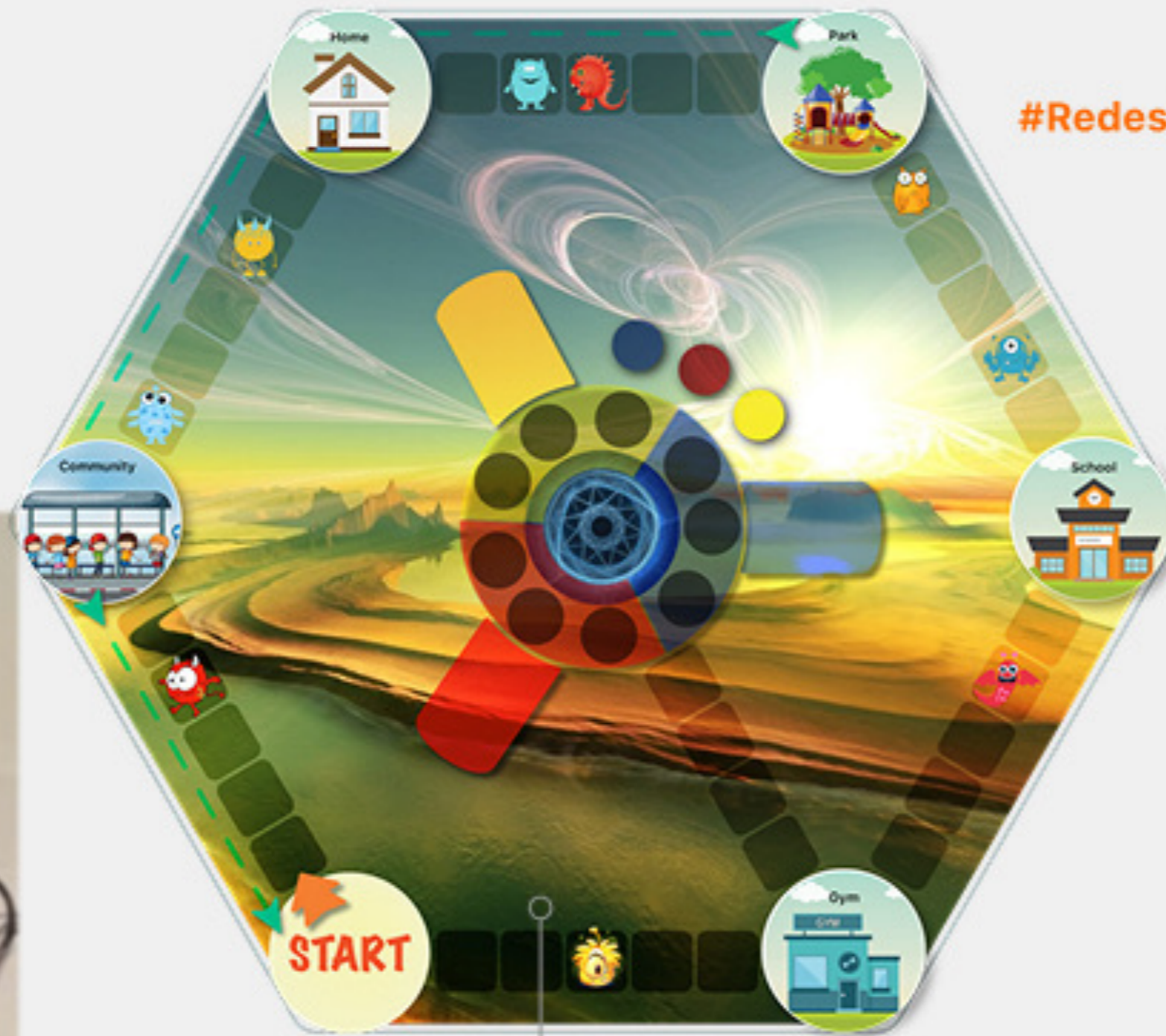


This board-game made to encourage children to **collaborate** and also to increase their curiosity to learn and to improve their basic knowledge.

#1st design



#Redesign



Redesigned to add more stops for players and be more convenient. It made like hexagon with a path to center.

