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UI DESIGN PORTFOLIO



I'M NILOUFAR

Senior Digital Product Designer

Helping premium brands express their identity through seamless digital experiences.

✉ byniloo.design@gmail.com

☎ 09175776007

Trusted by Visionary Brands

Partnered with ambitious brands and founders across international markets.

❖ Ghoghnous Academy — UAE

❖ Farsifly — Australia

❖ Arisa Clinic — Iran

❖ ...and numerous other premium brands.

Education

Bachelor of Architectural Engineering

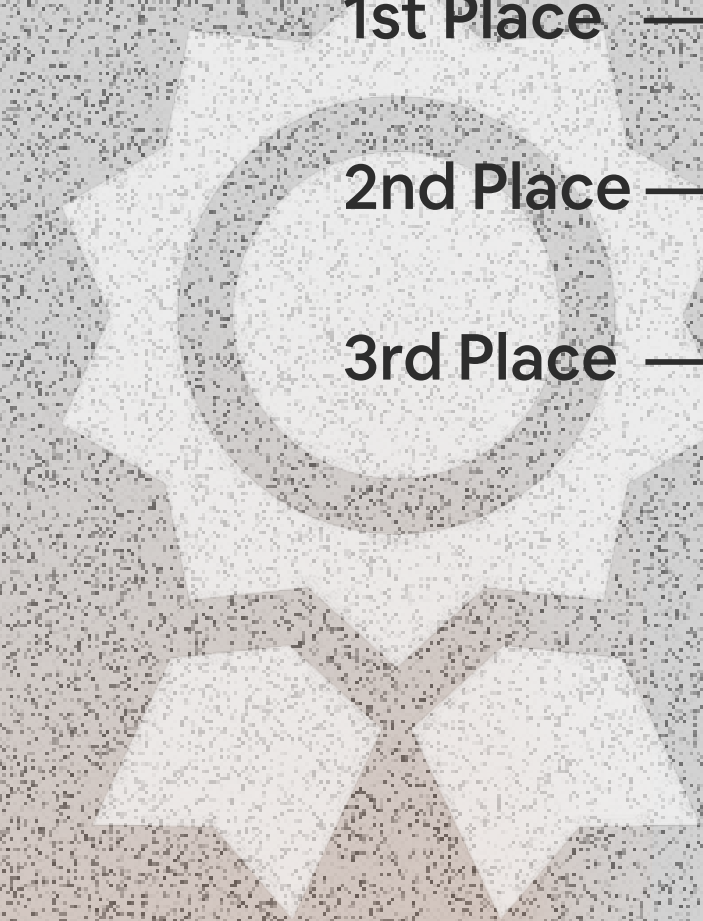
Trained to think in systems, structure, and spatial experience — now applied to digital products.

Awards

1st Place — International Global & Health Pharmaceutical Award, UK

2nd Place — FSTP National Startup Weekend

3rd Place — International Silk Road Startup Competition



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Partnered with ambitious brands

01 Ghoghnous Academy / Cryptocurrency signal and community app

02 Arisa Clinic / Beauty clinic

03 Farsifly / Flight ticket booking platform

Ghognous — Simplifying Crypto Trading Through Guided Learning

Project

Ghognous Academy / Cryptocurrency signal and community app

Product

Fintech Mobile App · iOS

Role

Lead UX/UI Designer

Timeline

1 month

Overview

Ghognous is a fintech mobile application that helps users make more informed cryptocurrency trading decisions by combining verified trading signals with structured financial education. Rather than overwhelming users with complex market data, the platform transforms information into actionable insights while providing a clear learning path for developing trading skills.

The goal was to design an experience that balances real-time decision-making with long-term user education, making crypto trading more approachable for beginner and intermediate investors.

The challenge

Cryptocurrency trading can be intimidating for new and intermediate traders. Users often face several obstacles:

- Difficulty identifying trustworthy trading signals.
- Information overload caused by complex charts and market metrics.
- Lack of a structured learning journey that builds confidence over time.
- Switching between multiple apps to monitor markets and learn trading strategies.

The challenge was to create an interface that reduced cognitive load while allowing users to quickly understand market opportunities and continue improving their trading knowledge.

Ghoghnous — Simplifying Crypto Trading Through Guided Learning

The Solution

I designed a clean, intuitive mobile experience that brings together market intelligence and educational content within a unified interface.

The design focuses on presenting complex financial information in a digestible format while encouraging continuous learning through structured training modules. By carefully balancing actionable trading insights with educational progress, the app supports both immediate decision-making and long-term skill development.

Design Process

Information Architecture

The first priority was simplifying a feature-rich product into a clear and predictable navigation structure.

Key improvements included:

- Organizing trading signals into easily scannable cards.
- Creating logical content hierarchy for educational modules.
- Prioritizing the most important market information above secondary details.
- Reducing unnecessary navigation steps between core features.

UX Strategy

The experience was designed around two primary user goals:

Monitor the market efficiently

Users should be able to identify active trading opportunities within seconds without navigating through multiple screens.

Learn continuously

Education was integrated into the daily experience rather than treated as a separate section, encouraging users to build trading knowledge alongside real-world market activity.

Ghoghnous — Simplifying Crypto Trading Through Guided Learning

UI Design

The visual language emphasizes clarity, confidence, and accessibility.

Design decisions included:

- A modern interface built around generous spacing and clean typography.
- An energetic orange accent paired with neutral tones to communicate momentum while maintaining visual balance.
- Strong visual hierarchy that guides attention toward high-priority financial information.
- Consistent card-based layouts for improved readability and scalability.

Design Principles

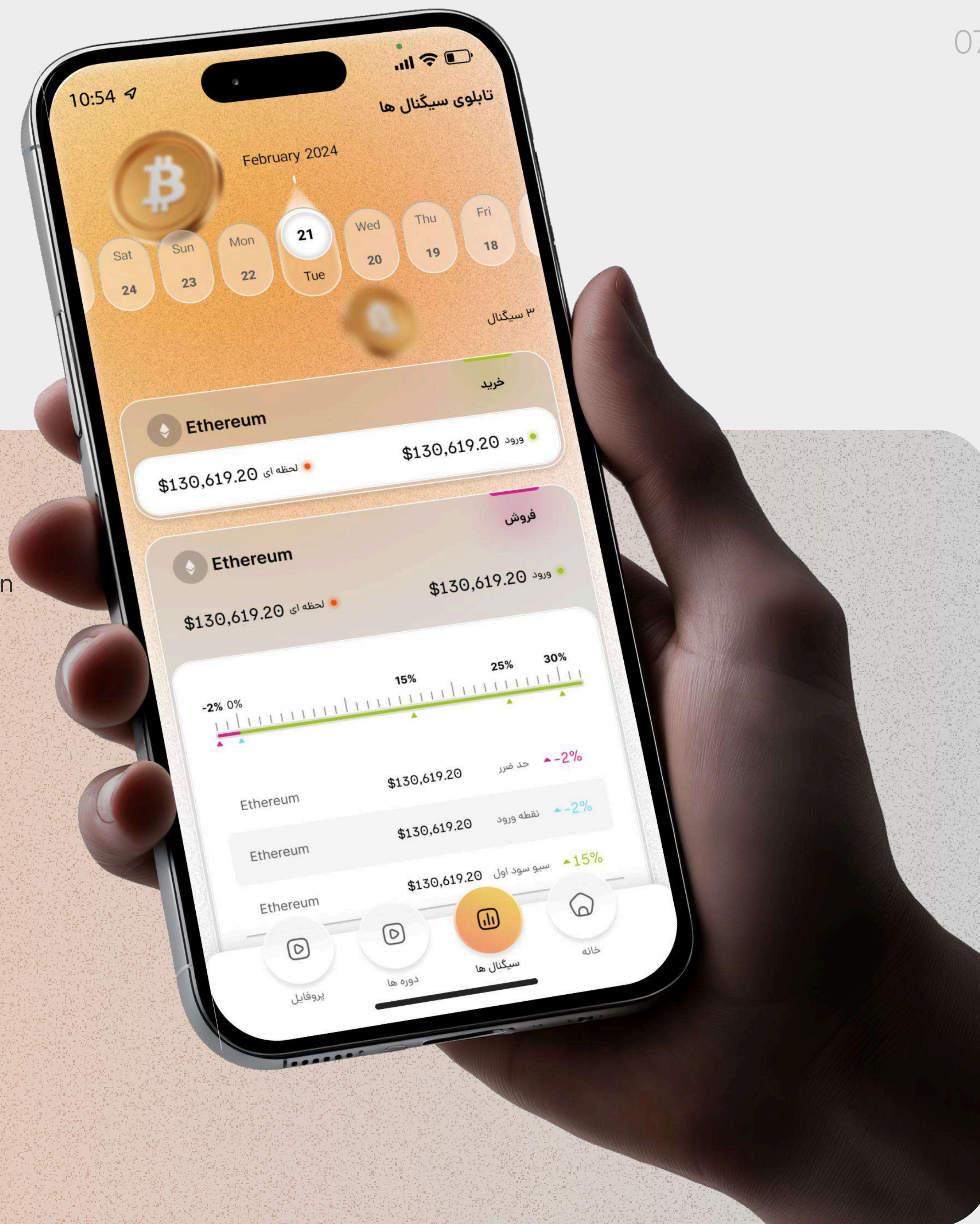
Throughout the project, several principles guided every design decision:

- Simplicity over complexity.
- Information before decoration.
- Progressive disclosure of advanced data.
- Consistency across all user flows.
- Accessible visual hierarchy for fast comprehension.

Key Features

Trading Signals

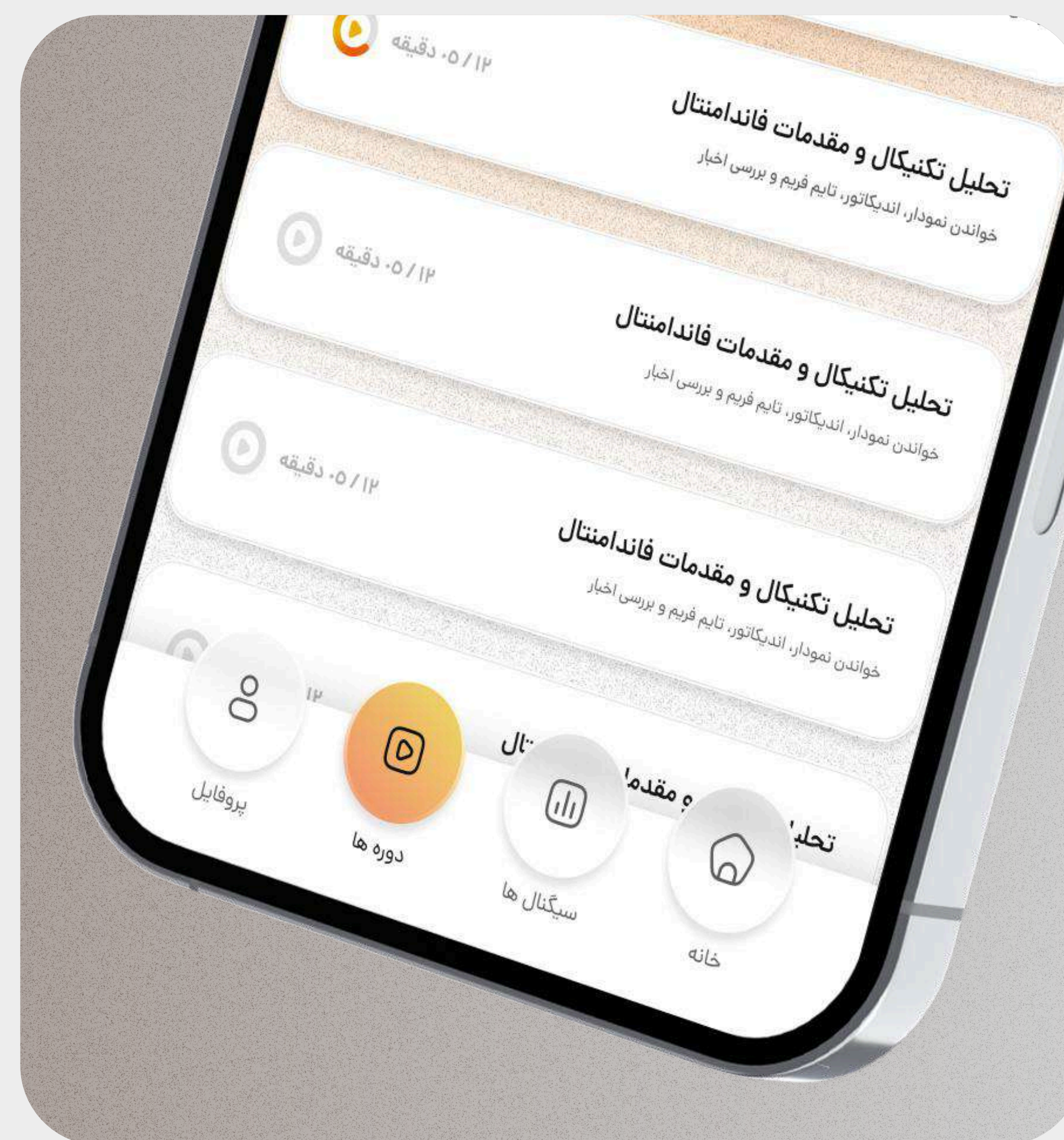
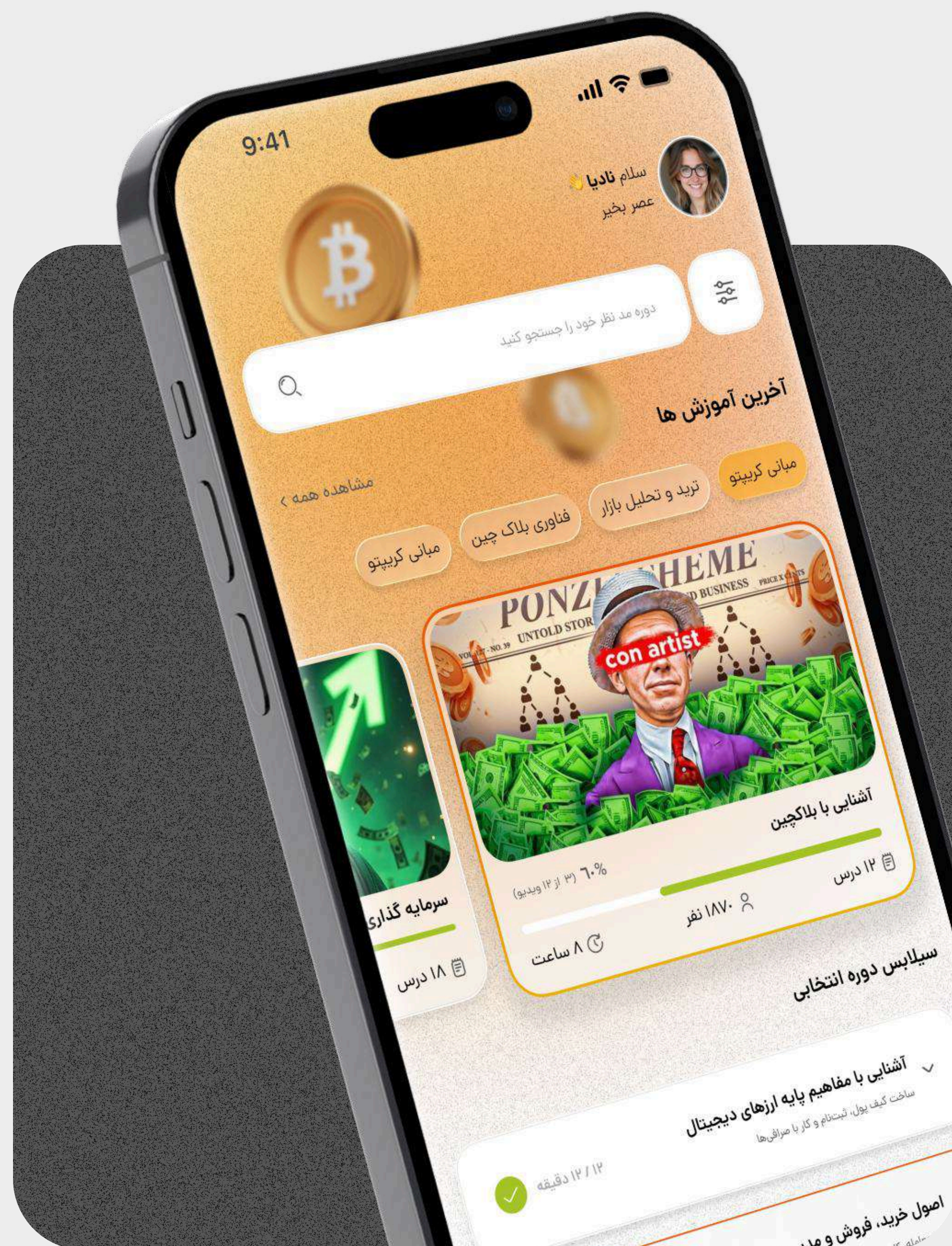
- Clear presentation of active crypto trading opportunities.
- Easily distinguishable signal status and supporting information.
- Scannable layouts designed for quick decision-making.



Key Features

Educational Dashboard

- Structured video-based learning experience.
- Progressive training paths from beginner to advanced concepts.
- Visible learning progress to encourage continued engagement.



Key Features

Main Dashboard

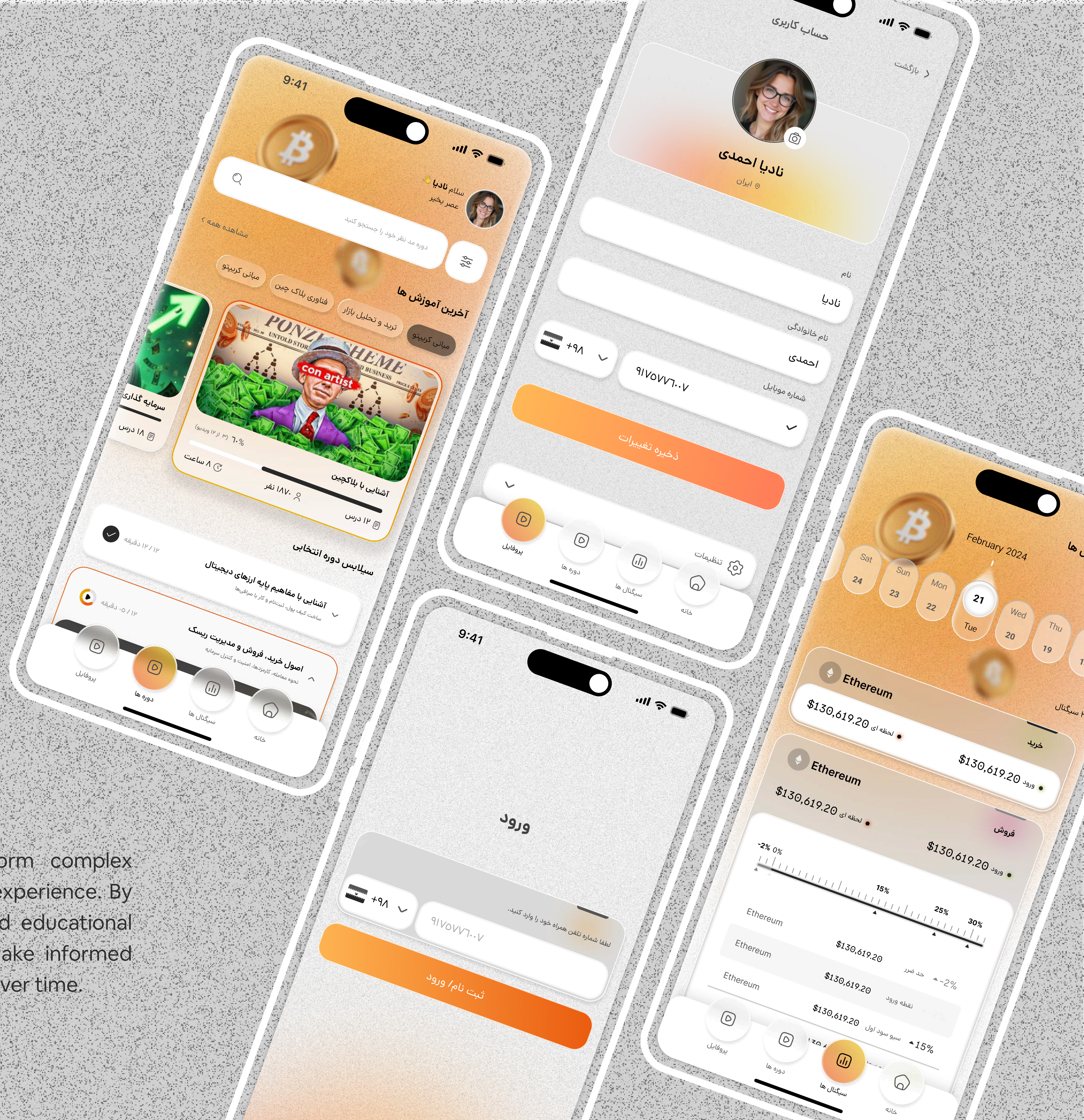
A unified home screen that enables users to:

- View active trading signals.
- Monitor market trends.
- Track educational progress.
- Access important features without unnecessary navigation.

The dashboard was designed to reduce cognitive overload while giving users immediate access to the information they need most.

Reflection

This project strengthened my ability to transform complex financial information into an intuitive, user-friendly experience. By balancing real-time trading insights with structured educational content, I designed a product that helps users make informed decisions while building confidence and knowledge over time.



Arisa Beauty Clinic — Increasing Patient Confidence with AI-Powered Beauty Consultations

Project

Arisa Beauty Clinic

Product

Beauty Tech Platform · Responsive Web & Mobile

Role

UX/UI Designer

Timeline

1 month

Overview

Arisa Beauty Clinic is a responsive beauty technology platform that combines clinic services with an AI-powered facial visualization tool. The platform enables potential patients to preview realistic cosmetic treatment outcomes using their own photos before scheduling a consultation, helping reduce uncertainty and improve confidence throughout the decision-making process.

The challenge

Many people hesitate to pursue cosmetic procedures because they struggle to imagine realistic results. This uncertainty often leads to low trust, delayed decisions, and abandoned bookings.

The challenge was to design a digital experience that builds confidence through realistic AI previews while maintaining a premium, trustworthy clinic experience.

The Solution

I designed a responsive platform that combines service discovery, AI-assisted facial visualization, and appointment booking into a seamless user journey. The interface prioritizes clarity, privacy, and ease of use, allowing users to confidently explore treatments, compare before-and-after simulations, and schedule consultations without friction.

Arisa Beauty Clinic — Increasing Patient Confidence with AI-Powered Beauty Consultations

Design Process

Information Architecture

The platform was structured to guide users naturally from exploring treatments to interacting with the AI visualization tool and booking an appointment.

Key improvements included:

- Simplified navigation across clinic services.
- Clear progression from AI preview to consultation booking.
- Logical content hierarchy to support informed decisions.
- Responsive layouts optimized for desktop and mobile devices.

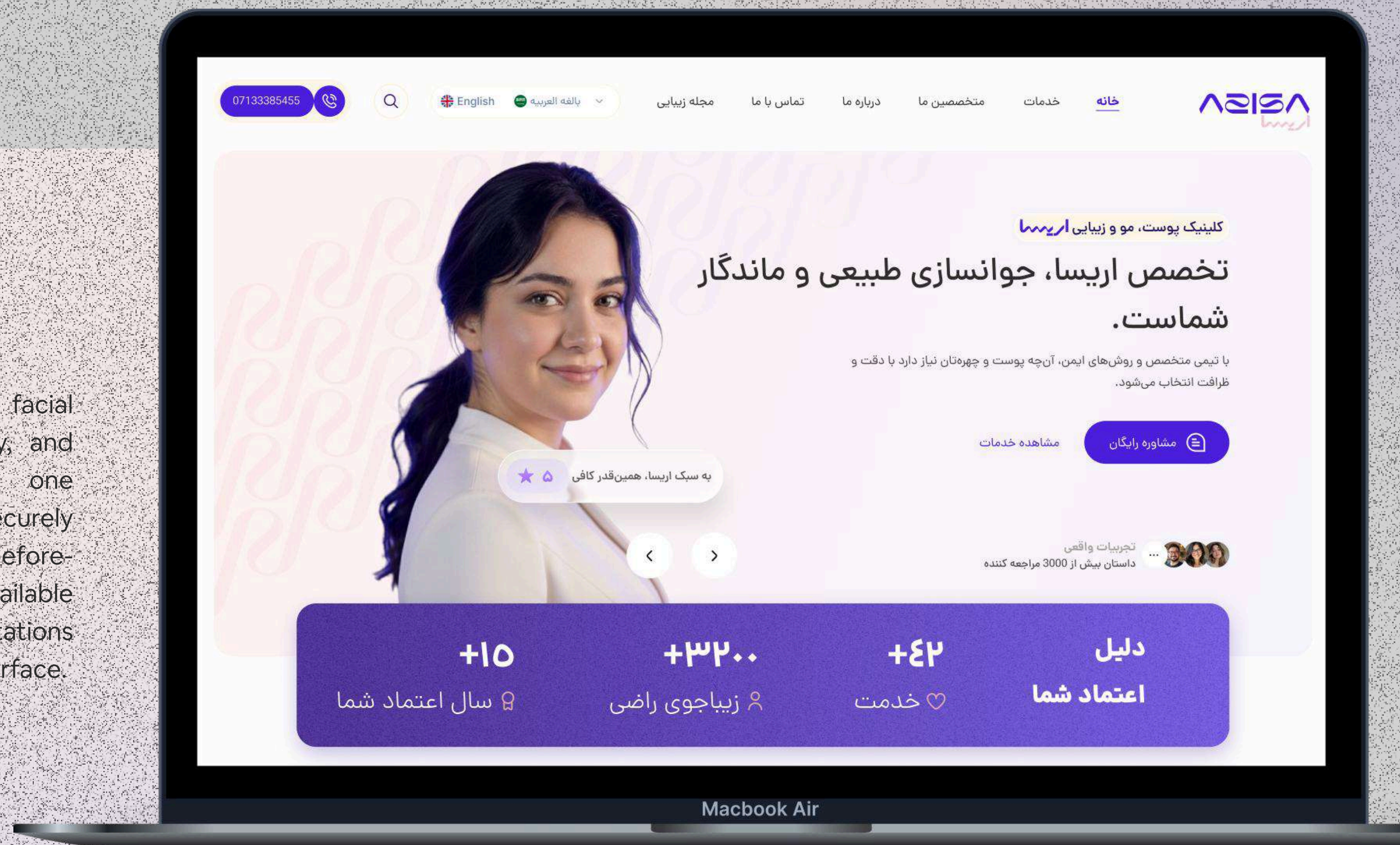
UX Strategy

The experience focused on three core objectives:

- **Build Trust** by emphasizing privacy, transparency, and realistic AI-generated previews.
- **Reduce Decision Anxiety** by allowing users to visualize treatment outcomes before committing.
- **Increase Conversions** through a smooth transition from AI interaction to appointment scheduling.

Key Features

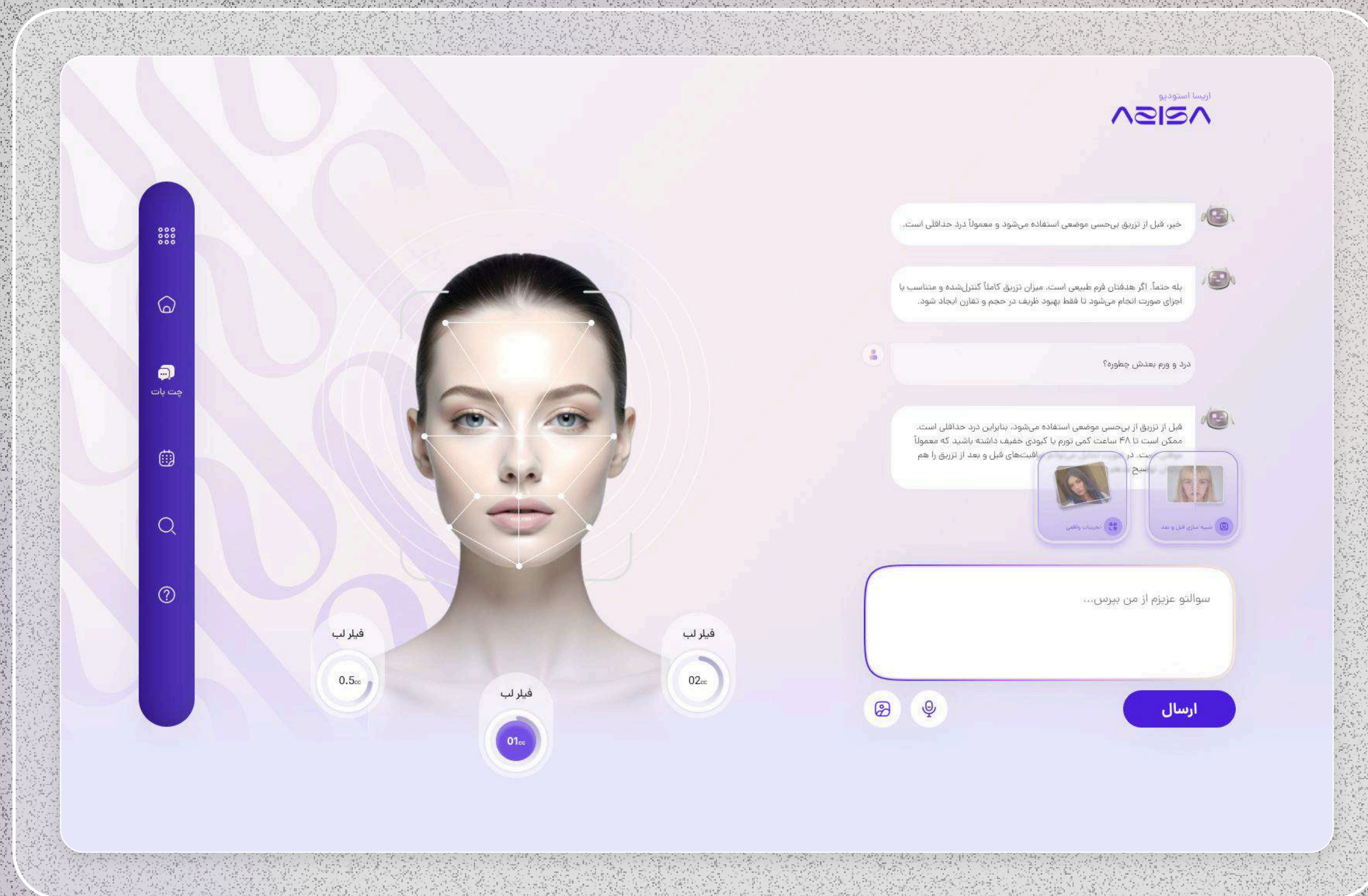
The platform combines AI-powered facial visualization, clinic service discovery, and online appointment booking into one seamless experience. Users can securely upload portraits, compare realistic before-and-after simulations, browse available treatments, and schedule consultations through an intuitive, trust-focused interface.



Design Principles

Throughout the project, the design was guided by several principles:

- Design for trust and transparency.
- Simplify complex interactions.
- Maintain ethical AI-assisted visualization.
- Reduce friction across booking flows.
- Deliver a premium and accessible user experience.

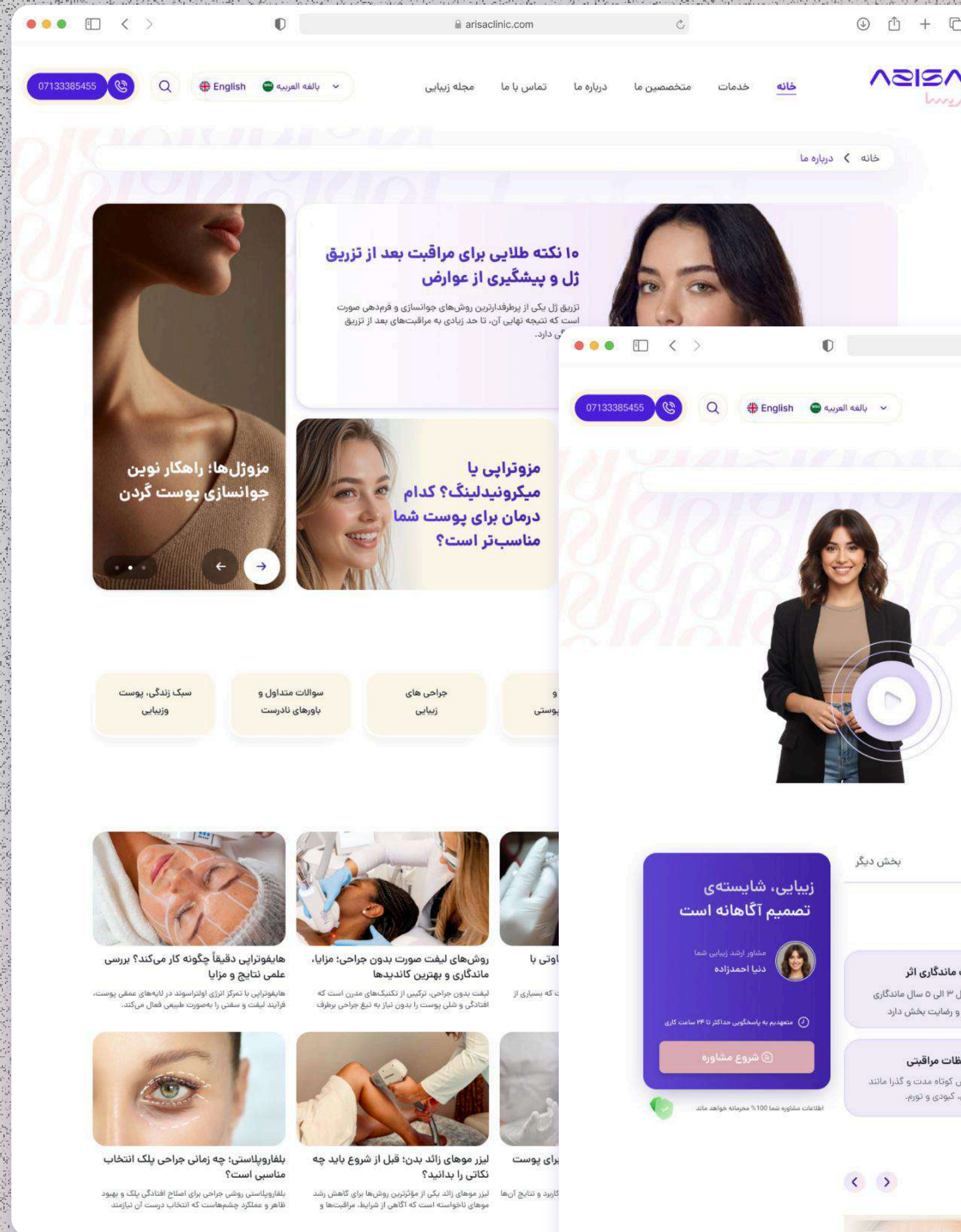


UI Design

The interface was designed to reflect the professionalism and elegance of a modern beauty clinic.

Design decisions included:

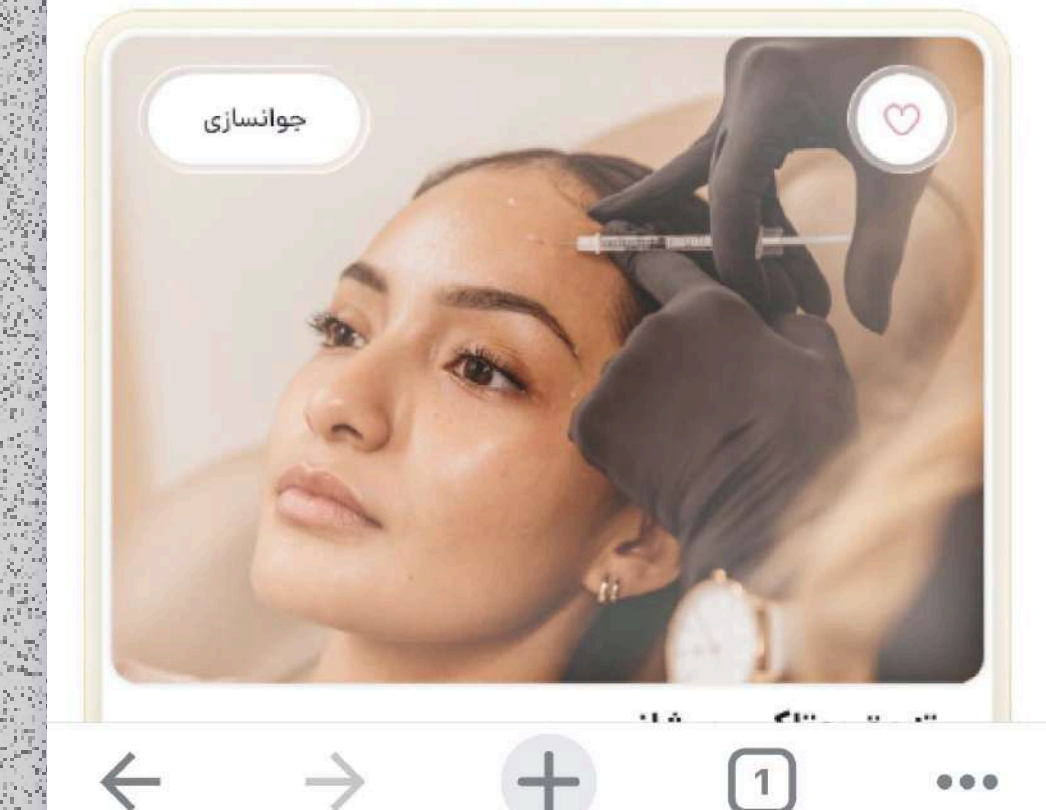
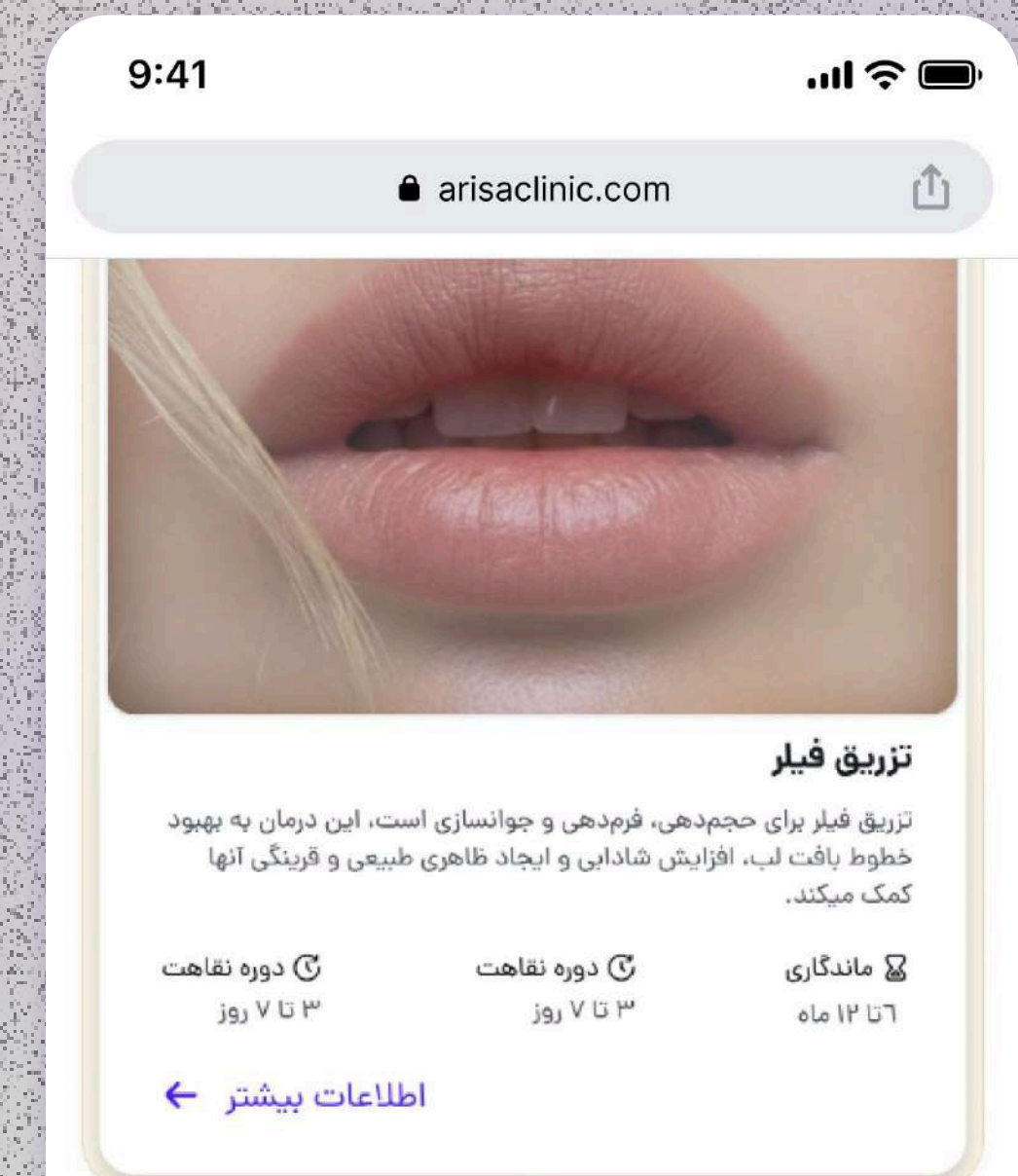
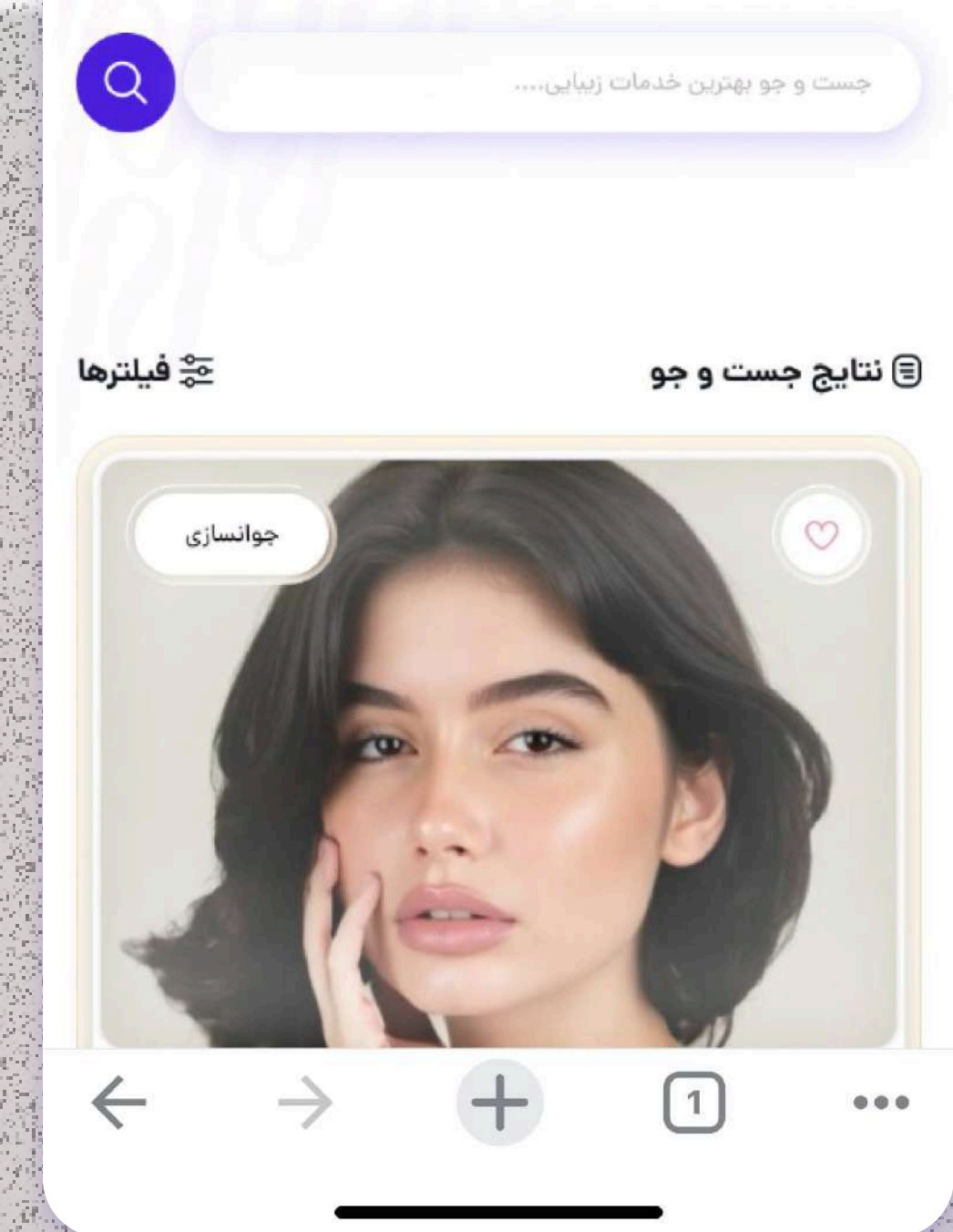
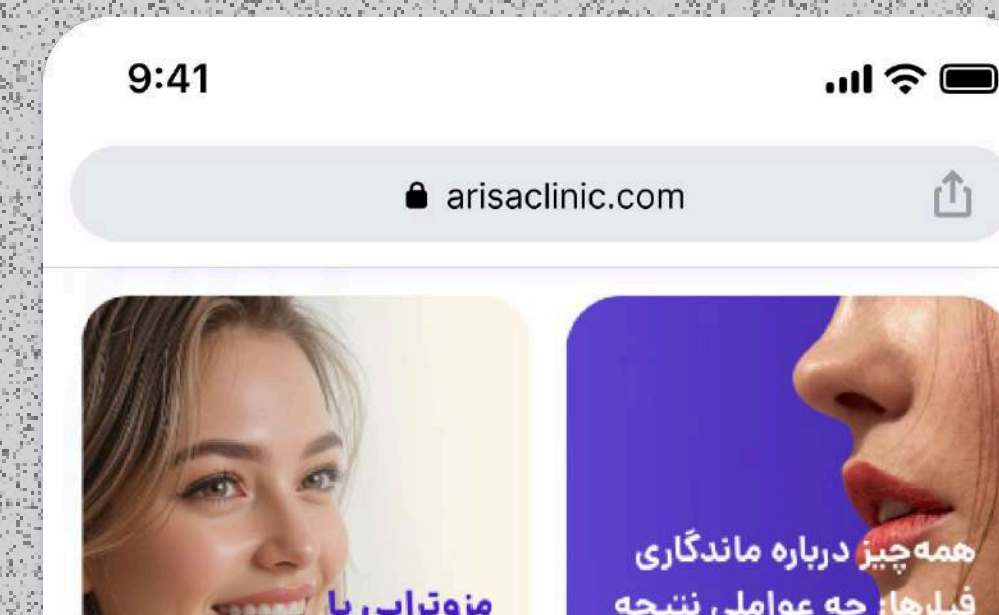
- A clean, spacious layout with intuitive navigation.
- Soft lavender accents paired with neutral tones to create a calming, premium aesthetic.
- Consistent typography and card-based components for improved readability.
- Responsive design ensuring a cohesive experience across devices.



Reflection

This project strengthened my ability to design AI-powered experiences that balance innovation with user trust. By combining realistic facial visualization, intuitive navigation, and a streamlined booking journey, I created a product that helps users make informed decisions while supporting the clinic's business goals.

This version reads more like a professional UX case study and matches the polished, premium feel conveyed by your designs.



A Modern Flight Booking Platform Designed for Seamless Travel Experiences

Project

FarsiFly Booking Website

Product

Website

Role

Lead UX/UI Designer

Timeline

1 month

Overview

Farsifly is a conceptual flight booking platform designed to simplify the way users search, compare, and book flights across desktop, tablet, and mobile devices. The project explores how a thoughtful balance of visual hierarchy, responsive layouts, and intuitive interactions can transform a traditionally complex booking process into a clear and efficient digital experience.

The interface combines a structured design system with soft gradient backgrounds and bold purple accents to create a modern product that feels both approachable and reliable. Every screen was designed to support users in completing their journey with confidence while maintaining consistency across multiple devices.

The challenge

Flight booking platforms often present users with information-dense interfaces, lengthy booking flows, and inconsistent experiences across devices. As search filters, pricing options, and travel details continue to grow in complexity, users can easily become overwhelmed before reaching the final checkout.

The challenge was to redesign this experience by reducing visual noise, improving navigation, and creating a responsive interface that supports fast decision-making without sacrificing functionality.

A Modern Flight Booking Platform Designed for Seamless Travel Experiences

The Solution

The solution focused on building a scalable design system centered around clarity, consistency, and usability. Information was organized using a clear visual hierarchy, allowing users to identify primary actions quickly while keeping supporting content accessible without distraction.

The booking workflow was simplified through progressive layouts that guide users naturally from flight search to confirmation. Responsive components adapt seamlessly between desktop, tablet, and mobile, preserving familiar interactions while optimizing each interface for its respective screen size.

By reducing unnecessary complexity and emphasizing essential user actions, the final experience delivers a booking journey that feels efficient, predictable, and easy to navigate.

A Modern Flight Booking Platform Designed for Seamless Travel Experiences

UX Strategy

The UX strategy focused on helping users complete flight bookings with as little effort as possible. Search, comparison, and booking actions were organized into a logical sequence that reduces unnecessary decisions while keeping important information visible throughout the journey.

A progressive layout approach allows users to focus on one task at a time without feeling overwhelmed. Consistent navigation, recognizable components, and predictable interactions create a seamless experience across desktop, tablet, and mobile devices.

UI Design

The interface combines a structured layout with a contemporary visual language that communicates clarity and trust. Deep purple serves as the primary structural color, defining navigation, interactive components, and key actions, while soft pastel gradients introduce depth and visual warmth without distracting from the content.

Cards, rounded components, and consistent spacing establish a clean rhythm throughout the interface. A geometric sans-serif typeface provides strong readability for flight information, pricing, and schedules, supporting quick scanning across information-rich screens. The result is a cohesive design system that balances functionality with a polished, modern aesthetic.

Design Principles

Clear Hierarchy

Content is prioritized through typography, spacing, and component sizing, allowing users to identify primary actions without distraction.

Progressive Disclosure

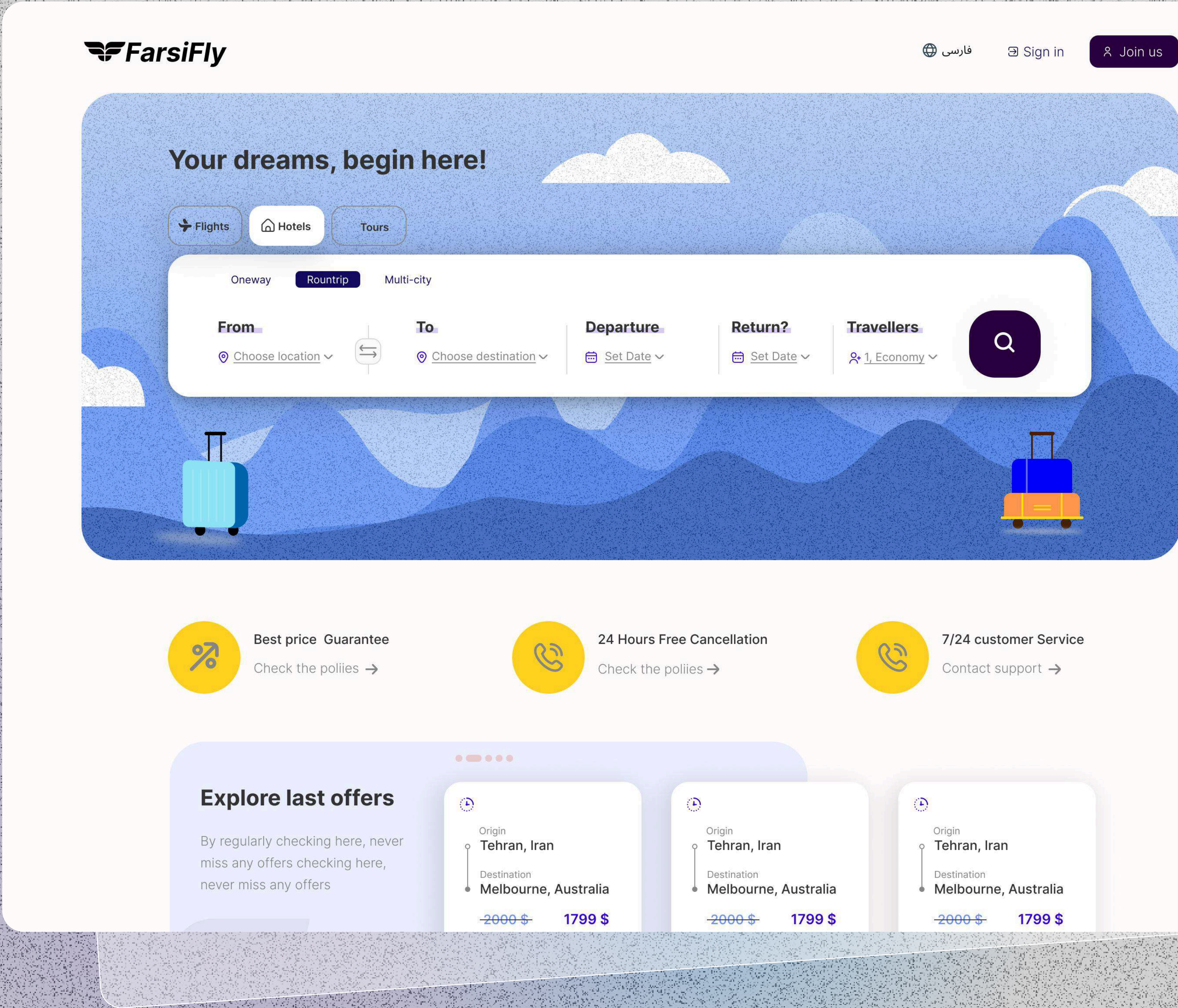
Information is revealed gradually throughout the booking flow, reducing cognitive load while maintaining access to essential travel details.

Consistency

Shared components, interaction patterns, and visual styling create a familiar experience across every device and screen.

Responsive by Design

Every layout is designed as part of a unified system, ensuring usability and visual balance across desktop, tablet, and mobile environments.



Design Principles

Efficiency

Primary actions remain immediately accessible, enabling users to complete common booking tasks quickly and with confidence.

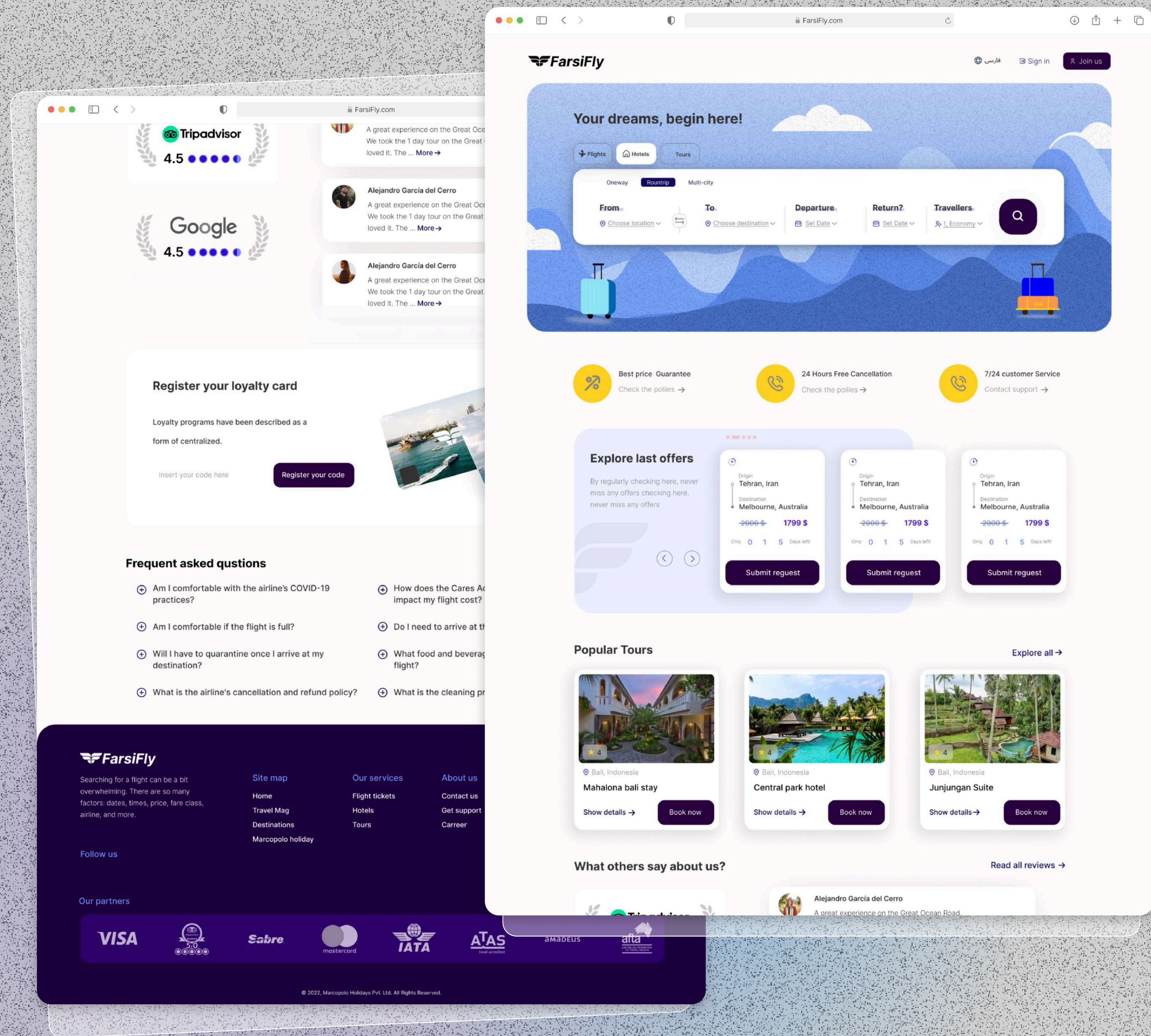
Key Features

Unified Flight Search

A centralized search experience supports one-way, round-trip, and multi-city bookings through a single, intuitive interface.

Responsive Booking Experience

Layouts adapt fluidly between desktop, tablet, and mobile while maintaining consistency in navigation, spacing, and interaction patterns.



Key Features

Flight Discovery

Destination cards, promotional sections, and categorized content help users explore travel options beyond direct search.

Intelligent Filtering

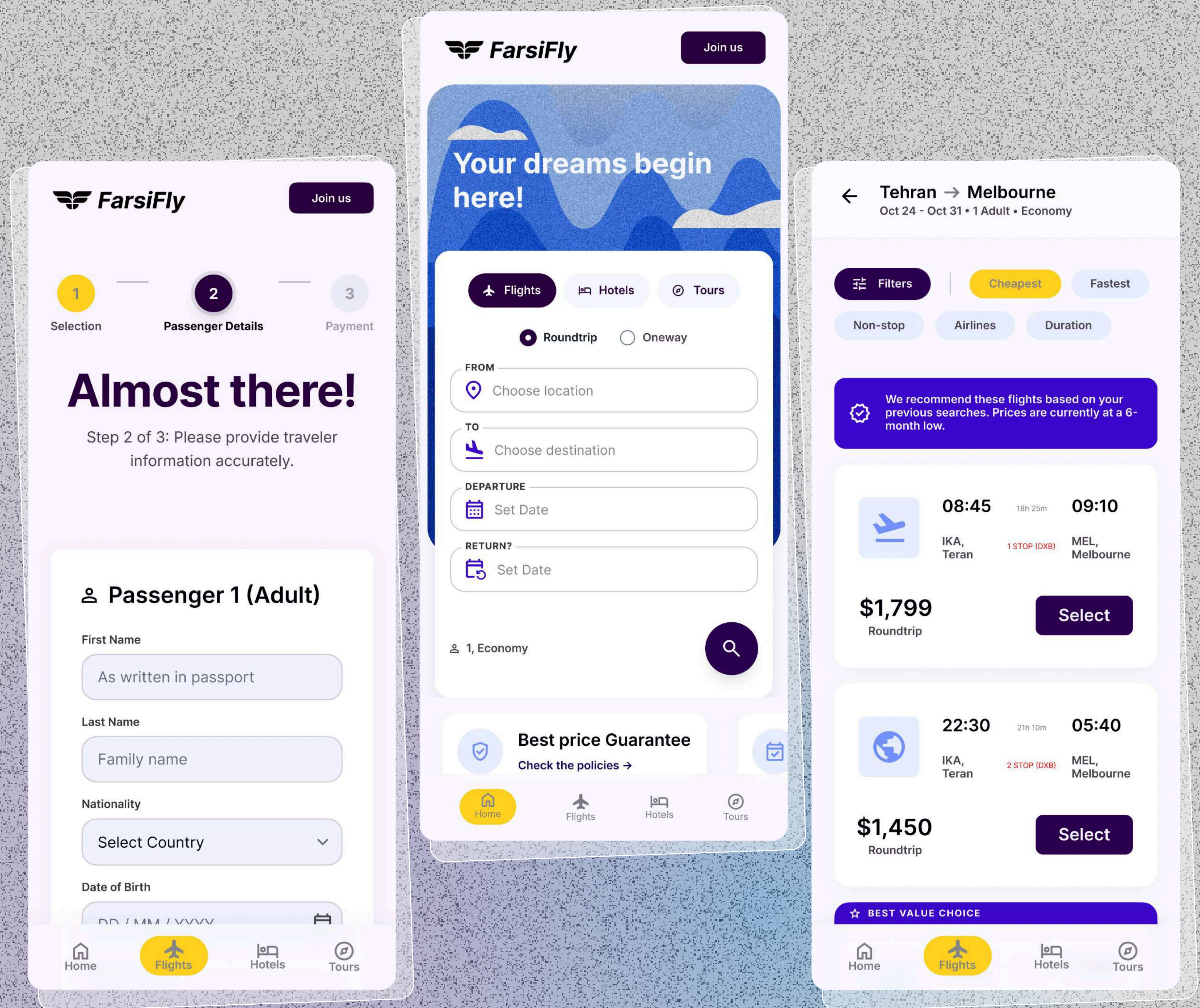
Search results can be refined through organized filter controls, making it easier to compare available flights based on user preferences.

Streamlined Booking Flow

A structured booking sequence guides users from search to confirmation through clear visual hierarchy and progressive disclosure.

Modular Design System

Reusable UI components create visual consistency while supporting scalability across multiple screen sizes.



Reflection

Farsifly was an opportunity to explore how thoughtful interaction design can simplify one of the most complex digital journeys: booking a flight. The project reinforced the importance of designing responsive systems rather than isolated screens, ensuring that users experience the same clarity and confidence regardless of device.

Working across multiple viewports also strengthened my approach to building scalable interfaces through reusable components, consistent visual hierarchy, and purposeful interaction patterns. The final outcome demonstrates how a well-defined design system can support both usability and visual consistency while creating a more efficient booking experience.

