PRODUCT DESIGNER · UX/UI · PORTFOLIO 2026

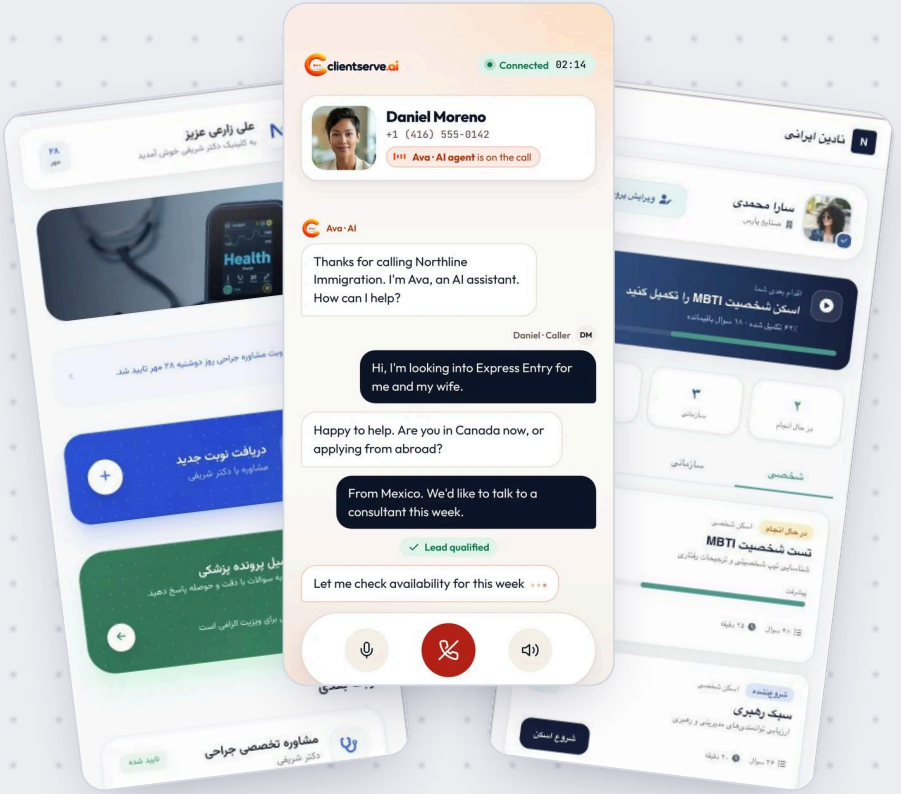
Shaqayegh Yousefizadeh

I start with the flow. The interface follows.

I design digital products from user flows and interaction patterns to clear, considered interfaces. Ten products in this portfolio, from an AI agent that answers a business's calls to booking a doctor's visit and planning a fleet of trucks.

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THIS PDF IS THE SHORT VERSION

The interactive portfolio has live user flows, every design decision and all 85 screens.

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shaqayeqyzh.ir

Designing with intention, from the first flow to the final interface.

I'm Shaqayegh, a Product Designer focused on UX and UI design. I work across the product design process, from mapping user flows and planning interactions to creating clear, intuitive interfaces.

I enjoy turning complex product requirements into thoughtful digital experiences, where functionality, usability and visual clarity work together. Every project starts with the same question: what does the person need to decide at this step?

Curious by nature, detail-oriented by design.

HOW I APPROACH DESIGN

01 User flows
How people move through a product, and the key steps of each journey.

02 Information architecture
Content and features organized into a structure that is easy to navigate.

03 Interaction design
How elements behave and how the interface responds to each action.

04 UI design
Clear, polished screens with deliberate visual hierarchy.

CORE SKILLS

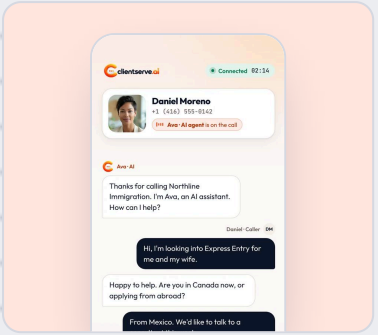
UX Design · UI Design · User Flows · Interaction Design · Information Architecture · Visual Hierarchy · Responsive Design · Prototyping · Design Systems · AI & Conversational UX · RTL / Persian UI

TOOLS

Figma · FigJam · Adobe XD · Sketch · Illustrator · Photoshop · ProtoPie · Framer · Miro · Maze · Hotjar · Zeplin · Jira · Notion

10	9	85
products	industries	screens

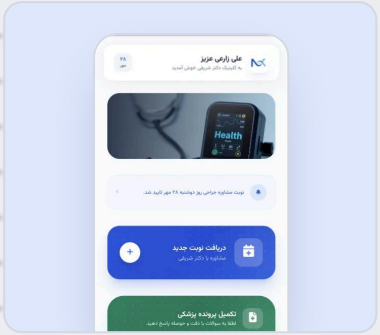
Ten products I've designed.



01 · AI CUSTOMER CONVERSATIONS

ClientServe AI

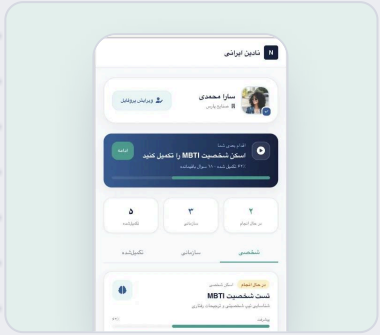
Open case study →



02 · HEALTHCARE

Nobexa

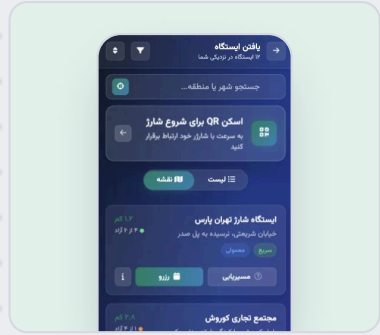
Open case study →



03 · PERSONALITY INTELLIGENCE

Nadin

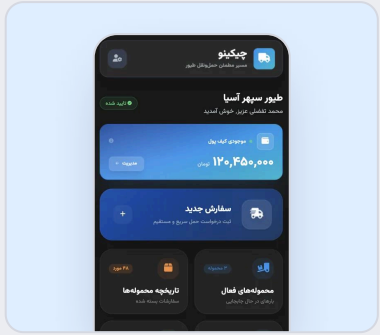
Open case study →



04 · SMART EV CHARGING

TechnoCharge

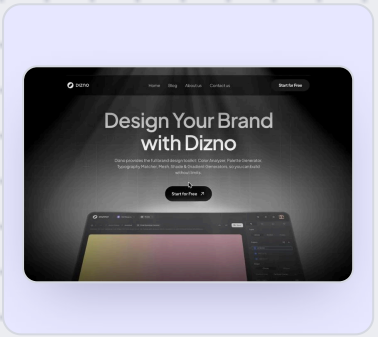
Open case study →



05 · LOGISTICS

Chikino

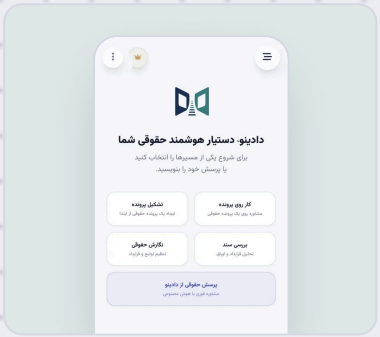
Open case study →



06 · BRAND DESIGN TOOLKIT

Dizno

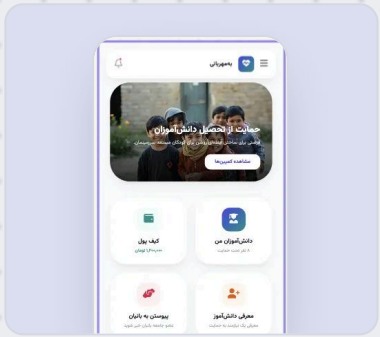
Open case study →



07 · LEGAL TECHNOLOGY

Dadino

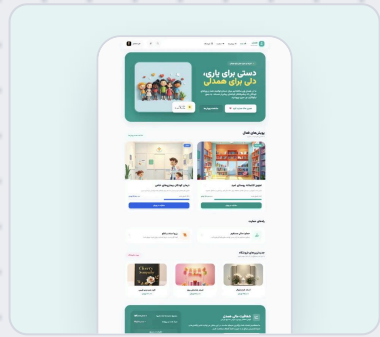
Open case study →



08 · SOCIAL IMPACT

Be Mehrbani

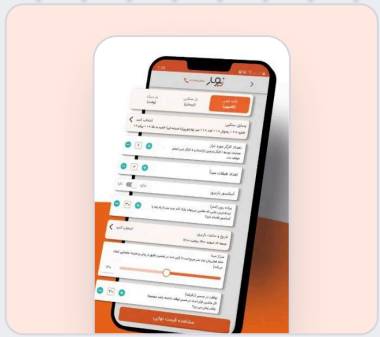
Open case study →



09 · CHARITY PLATFORM

Noormobin

Open case study →



10 · MOVING & FREIGHT

Nobaar

Open case study →

ClientServe AI

An AI front desk for appointment-driven businesses. One agent answers calls, chats and DMs, qualifies and books leads, and hands off to a person at the right moment.

THE CHALLENGE

Owners of law firms, clinics, consultancies and agencies are busy and rarely technical. They need to set up an AI agent in minutes, trust what it says to their customers, and step in at the right moment.

MY ROLE

Product Designer, UX & UI.

DECISION 01

Onboarding as a conversation

The owner sees value in the first minute, and sign-up comes after they have seen their own agent working.

DECISION 02

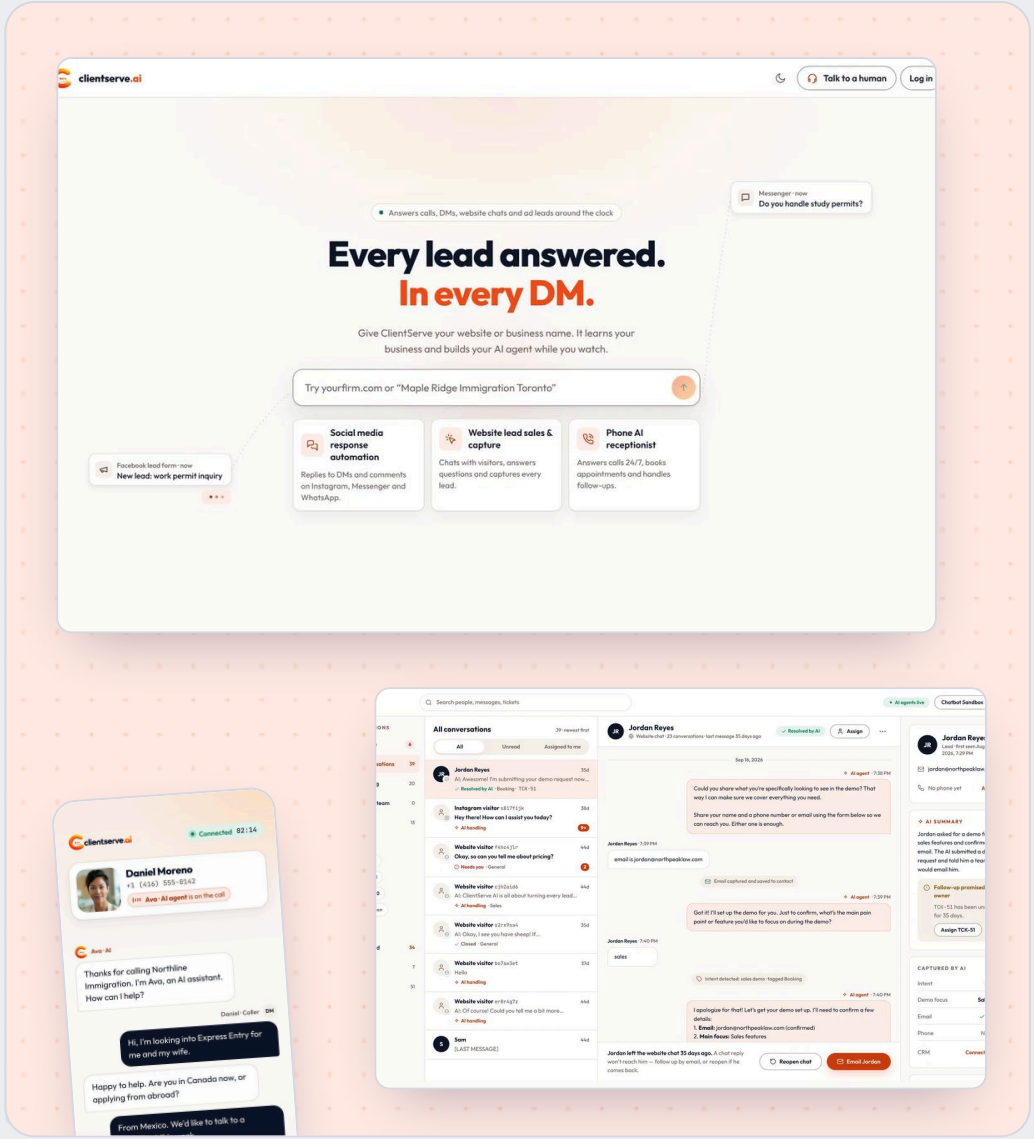
Let the website fill the form

The system does the work, and the person only corrects it.

CONTINUE ONLINE

The full 6-step user flow, all 5 design decisions and 10 screens.

shaqayeqyzh.ir/#clientserve →



Nobexa

A patient app for booking clinic visits, from choosing how to be seen to a confirmed appointment, with a symptom check built into the booking.

THE CHALLENGE

Booking a clinic visit involves decisions that depend on each other: how the patient wants to be seen (in person, video, phone or message), why they are coming, which doctor fits, and when. The clinic also needs medical context before the visit.

MY ROLE

Product Designer, UX & UI. I defined the booking flow and its branches, planned the interaction states of each step, and designed the interface for booking, medical files and appointments.

DECISION 01

One decision per screen

The patient always knows where they are, and the branches for online or phone visits stay out of the way of people who don't need them.

DECISION 02

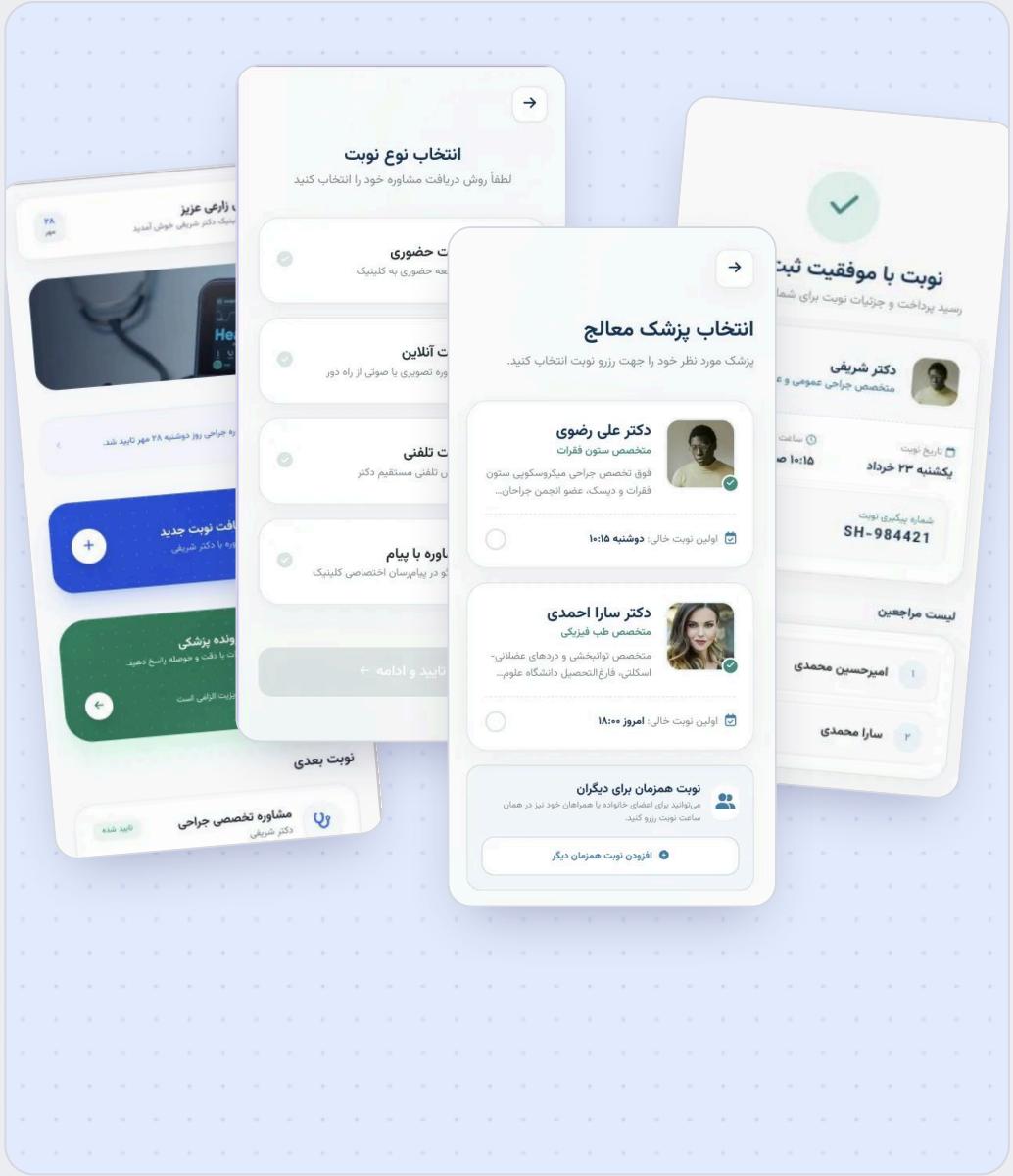
Medical context inside the booking

The questions arrive when the patient is most motivated, and they know why they are being asked.

CONTINUE ONLINE

The full 6-step user flow, all 4 design decisions and 8 screens.

shaqayeqyzh.ir/#nobexa →



Nadin

An HR and personality-intelligence platform that takes people from assessment to insight to personalized learning, for individuals and organizations.

THE CHALLENGE

Nadin brings together questionnaire discovery, assessment completion, personality profiling, and personalized learning.

MY ROLE

Product Designer, UX & UI.

DECISION 01

Assessment as a journey

People can finish an assessment over several sessions, and the product always shows the one thing to do next.

DECISION 02

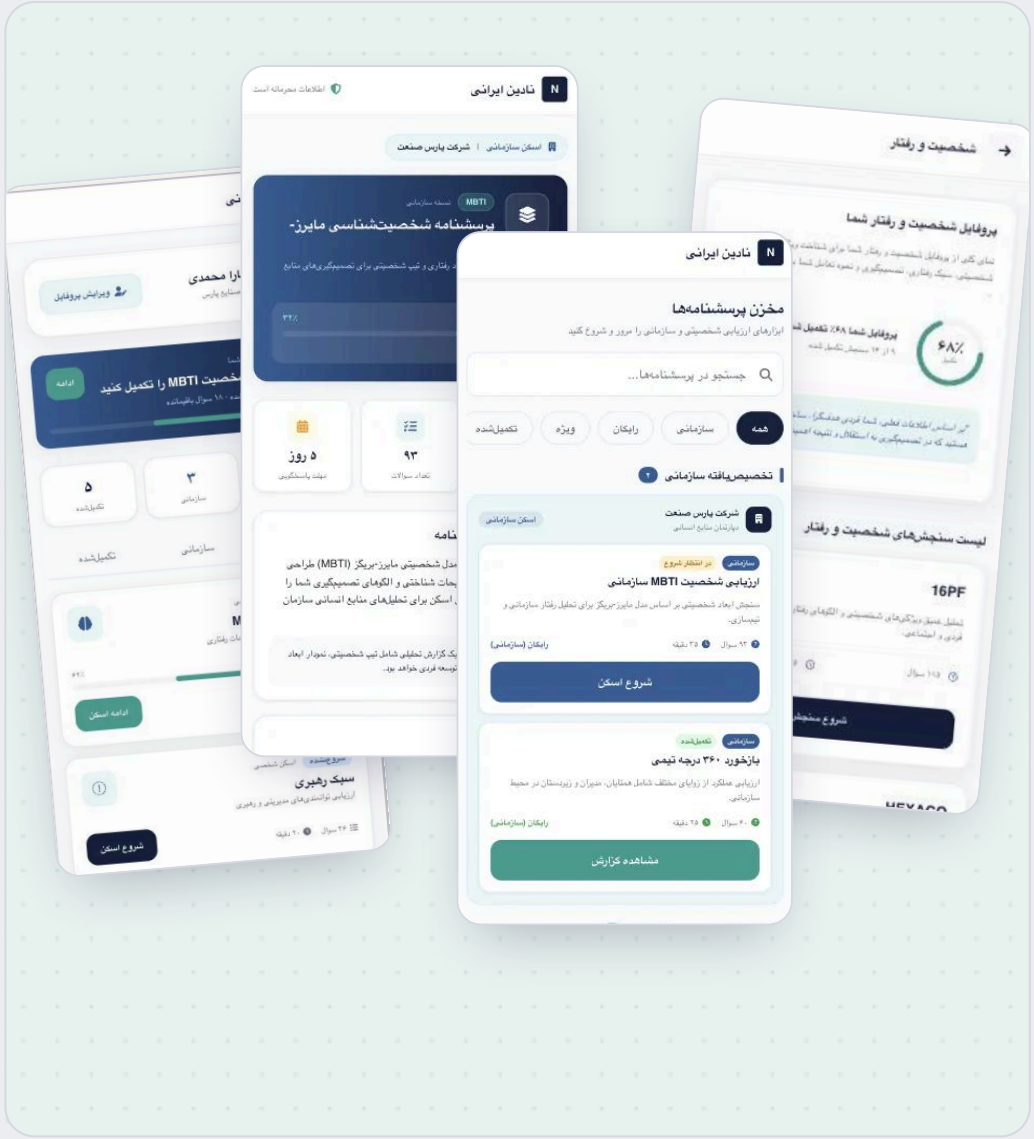
Clear assessment entry points

Users know the cost and the benefit before they begin, which builds trust and supports more honest answers.

CONTINUE ONLINE

The full 6-step user flow, all 5 design decisions and 7 screens.

shaqayeqyzh.ir/#nadin →



TechnoCharge

A driver app for finding, reserving and paying for EV charging, plus the brand's product and warranty website.

THE CHALLENGE

Charging is a physical task with waiting and some risk. Drivers need to know which station has a free connector before they drive there, what a session will cost, and what is happening while the car is plugged in.

MY ROLE

Product Designer, UX & UI. I mapped the driver journey from station search to receipt, designed session and payment states, and designed the marketing and warranty website.

DECISION 01

Availability before distance

Drivers can decide from the list alone, without opening each station.

DECISION 02

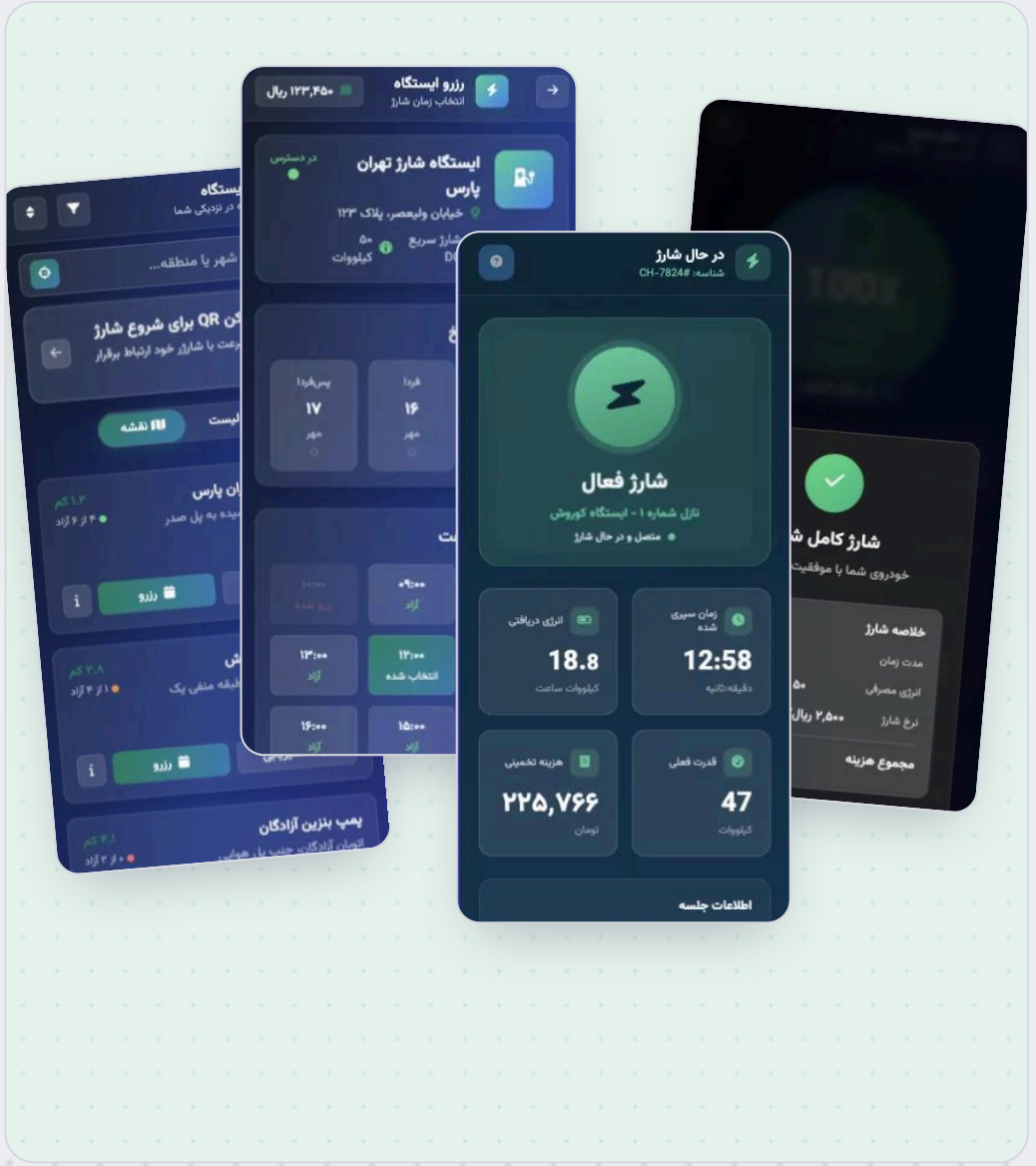
Cost is visible before paying

Every price input is visible and editable on one screen, so the total is never a surprise.

CONTINUE ONLINE

The full 6-step user flow, all 4 design decisions and 9 screens.

shaqayeqyzh.ir/#technocharge →



Chikino

A freight-ordering app for the poultry supply chain, where the type of cargo decides units, vehicle planning and driver dispatch.

THE CHALLENGE

Poultry freight is not generic freight. Live birds are counted, feed is weighed in tons, eggs ship by tray or carton, and some cargo needs refrigeration. Shippers also have to match the load to the right number and type of trucks.

MY ROLE

Product Designer, UX & UI. I structured the order flow, designed capacity planning and dispatch interactions, and designed driver onboarding, the company dashboard and the marketing website.

DECISION 01

Cargo type sets the rules

Units and requirements are set before any number is entered, so most input errors can't happen.

DECISION 02

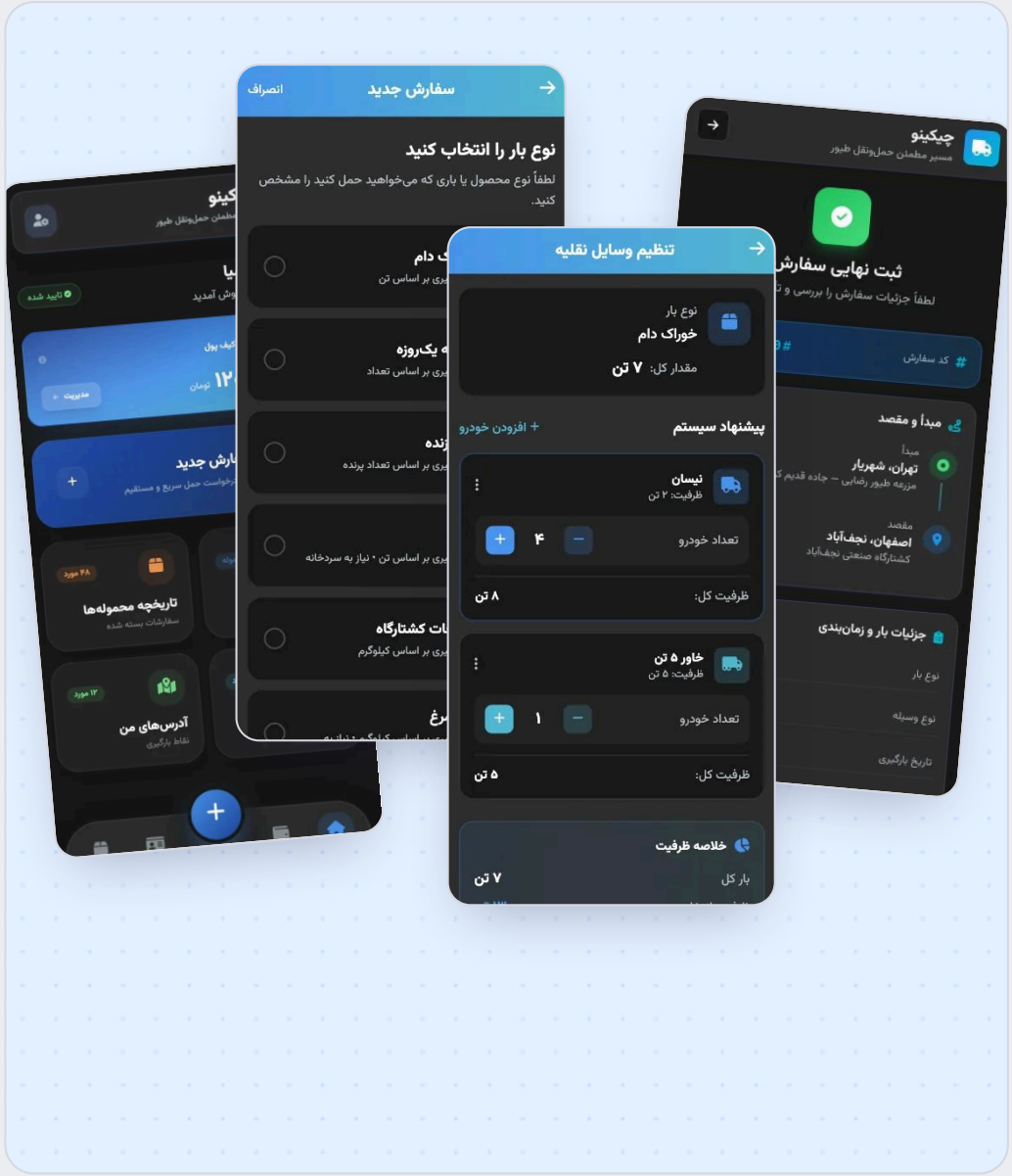
The system proposes a fleet

Users accept suggestions when they can see the numbers behind them, and they can still adjust everything.

CONTINUE ONLINE

The full 5-step user flow, all 4 design decisions and 9 screens.

shaqayeqyzh.ir/#chikino →



Dizno

An all-in-one studio for brand assets (shades, palettes, gradients, 3D mesh, type scales and color analysis) and the website that introduces it.

THE CHALLENGE

Brand tools are usually scattered across many sites and built for experts. Dizno puts many generators in one workspace, which can easily become a crowded interface.

MY ROLE

UI/UX Designer. I designed the Dizno marketing website and part of the Dizno Studio web app.

DECISION 01

One frame for every tool

People learn the layout once and move between tools without reorienting.

DECISION 02

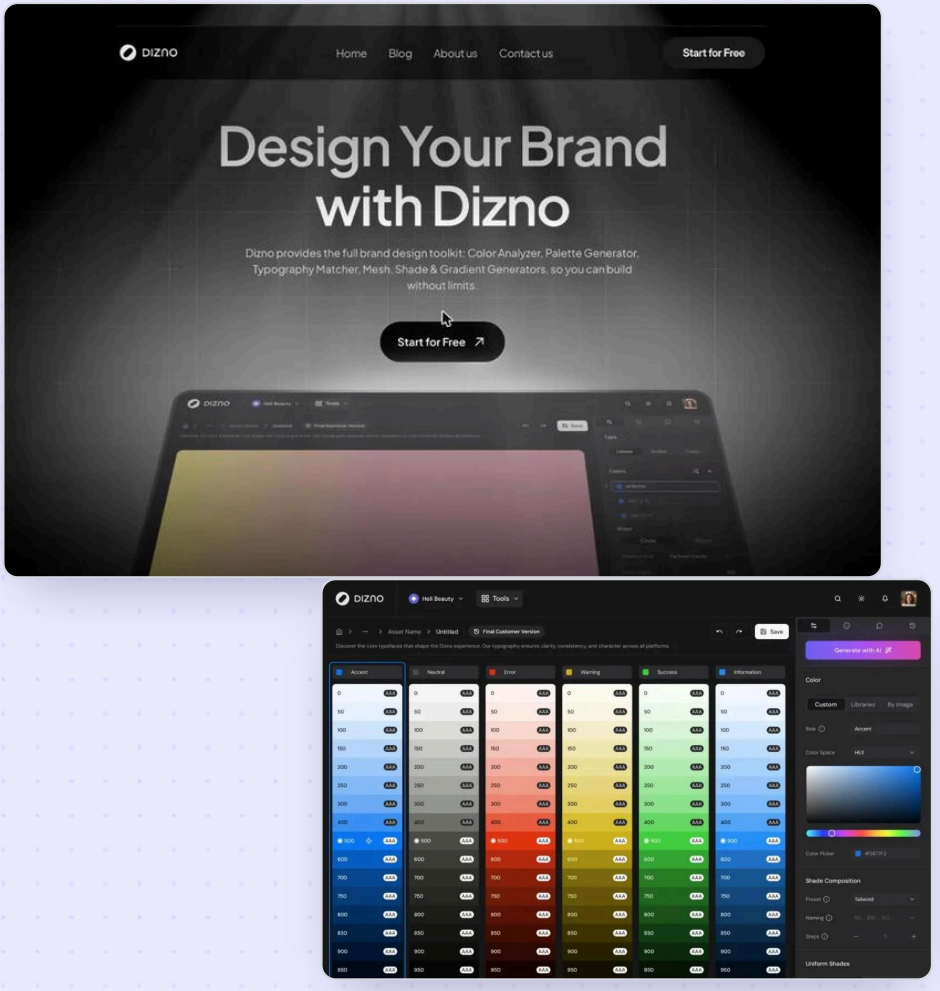
Accessibility inside the workflow

Accessible choices are made while designing, not discovered later.

CONTINUE ONLINE

The full 6-step user flow, all 4 design decisions and 8 screens.

shaqayeqyzh.ir/#dizno →



Dadino

An AI legal assistant that turns case documents into a reviewable digital file, with every answer linked to its source.

THE CHALLENGE

Legal work has little tolerance for errors, and AI output can be wrong. Lawyers want the speed of an assistant, but they need to check every extracted fact, see where each claim comes from, and keep sensitive documents limited to the right people.

MY ROLE

Product Designer, UX & UI. I designed the onboarding and pricing, the case creation flow, the document review experience, the assistant conversation and the team permissions.

DECISION 01

Review before you trust

The lawyer spends time only on the parts the AI is unsure about, and nothing enters the case unchecked.

DECISION 02

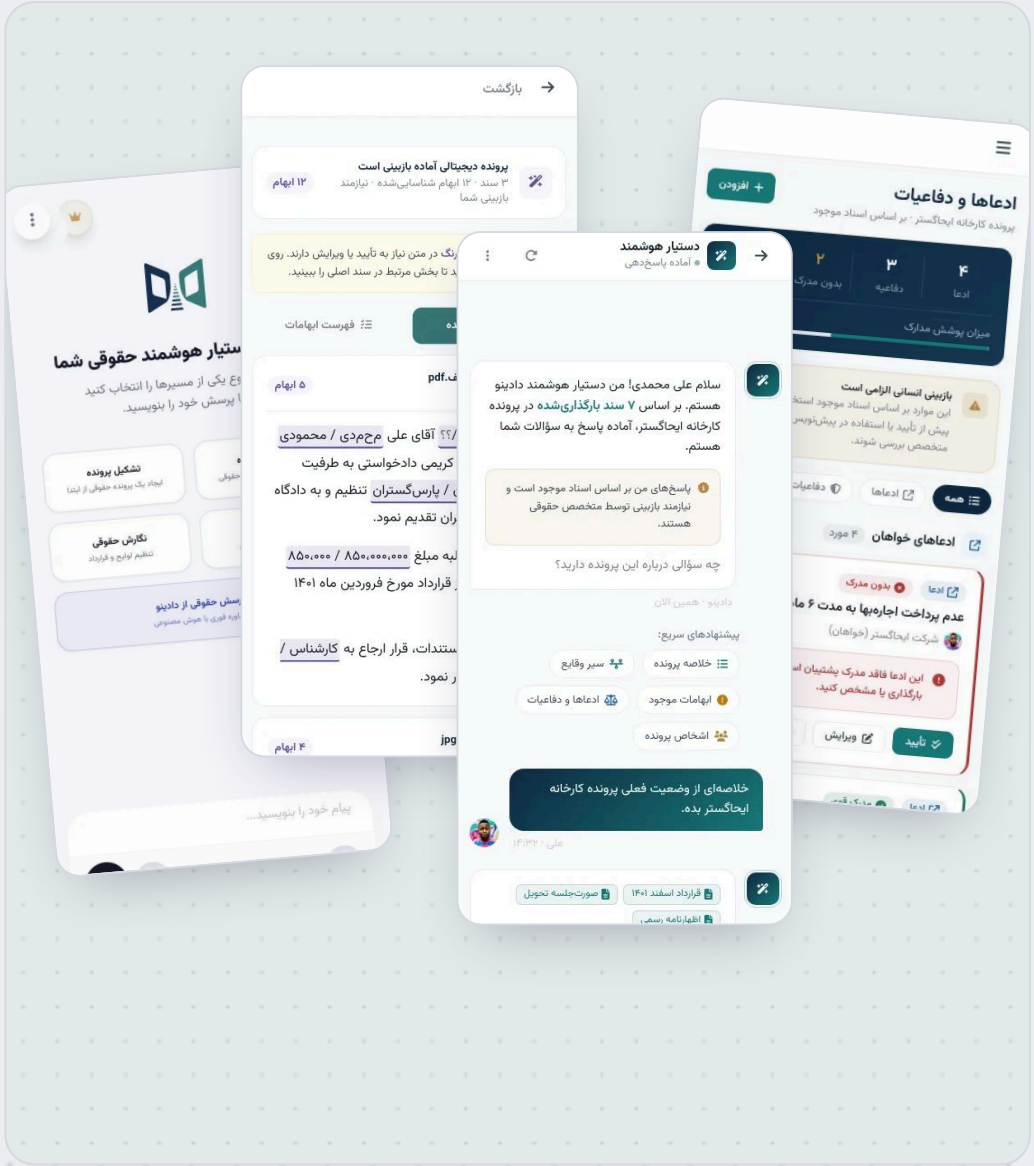
Answers with citations

Each claim can be checked in one tap, and users can tell facts from interpretation.

CONTINUE ONLINE

The full 6-step user flow, all 4 design decisions and 10 screens.

shaqayeqyzh.ir/#dadino →



Be Mehrbani

A sponsorship platform connecting donors with students in need, built around student stories, monthly commitments and clear payment tracking.

THE CHALLENGE

Sponsorship is a long-term relationship involving money. Donors need to feel connected to a real student without the product feeling like a catalog of children.

MY ROLE

Product Designer, UX & UI. I designed the sponsor journey, the commitment and payment flows, the referral flow and the landing page.

DECISION 01

Students as stories

Donors connect with a person first, and people who find choosing hard have an easy way forward.

DECISION 02

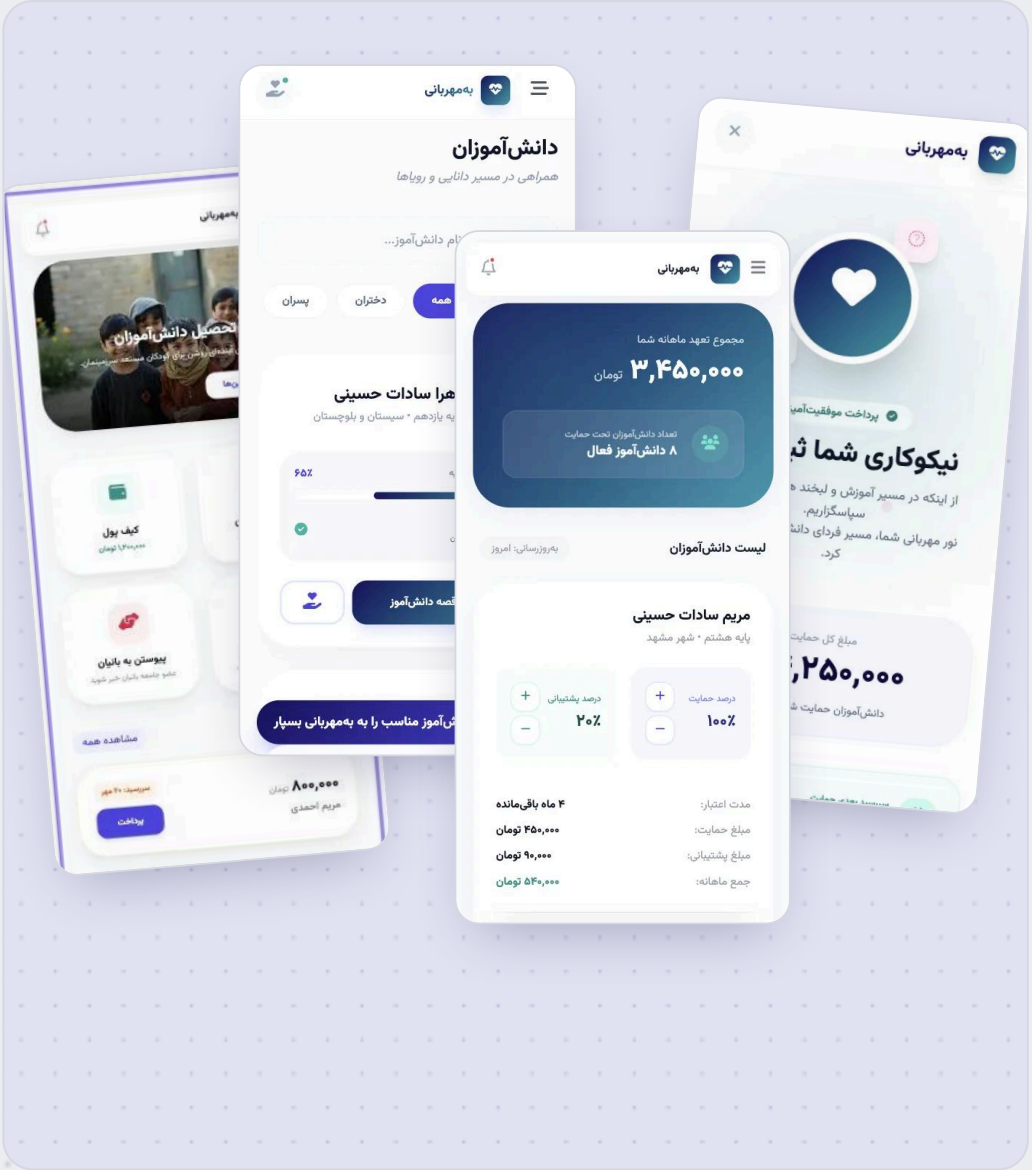
Commitments you can tune

Sponsors can adjust support without cancelling it, and always see what they will pay each month.

CONTINUE ONLINE

The full 5-step user flow, all 4 design decisions and 7 screens.

shaqayeqyzh.ir/#be-mehrbani →



Noormobin

A charity platform where people donate by intention, join campaigns, and buy or rent products whose proceeds fund causes.

THE CHALLENGE

Donors arrive with different intentions: some want to give a set amount, some want to fulfil a religious obligation, some want to back a specific campaign, and some want to buy something and help at the same time.

MY ROLE

Product Designer, UX & UI. I designed the information architecture, the donation and campaign flows, and the shop, across desktop and mobile layouts.

DECISION 01

Give by intention

Donors start from their own motivation and finish faster.

DECISION 02

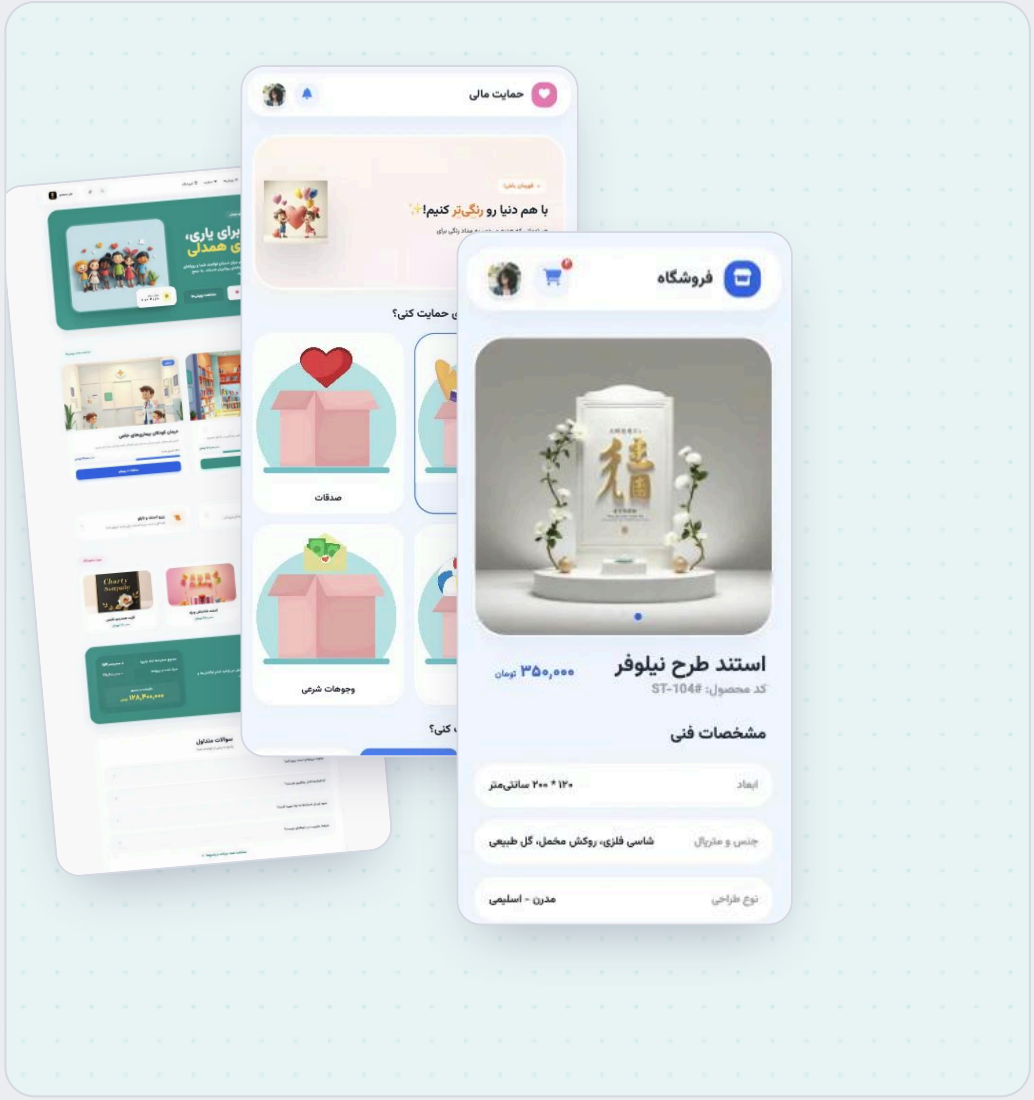
Amounts with meaning

Donors see the effect of their choice and the total at every moment.

CONTINUE ONLINE

The full 4-step user flow, all 4 design decisions and 6 screens.

shaqayeqyzh.ir/#noormobin →



Nobaar

Two apps for an online moving service. Customers price and book a move at a fixed price; drivers receive, accept and track jobs and earnings.

THE CHALLENGE

The price of a move depends on many details: vehicle, heavy items, floors, elevators, walking distance and stops. Traditional movers quote on the spot and often change the price at the door.

MY ROLE

UI/UX Designer. I designed the customer ordering app and the driver app.

DECISION 01

Every price input in one place

The price reflects the actual job, so there are no surprises on moving day.

DECISION 02

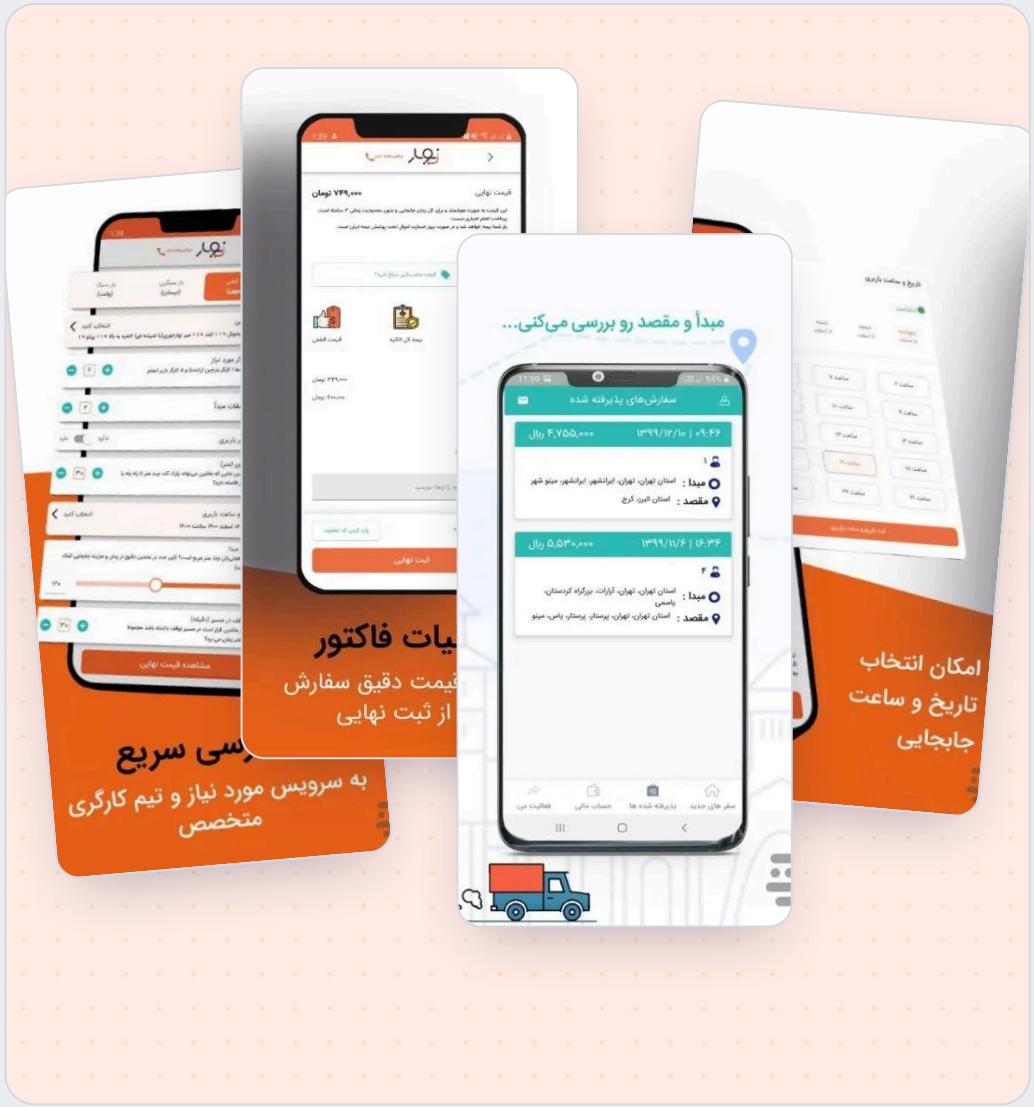
A fixed price before booking

Customers commit knowing exactly what they will pay.

CONTINUE ONLINE

The full 6-step user flow, all 4 design decisions and 11 screens.

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SEE IT IN MOTION

The full story is online.

This PDF shows highlights. The interactive portfolio walks through each product as a live user flow, explains every design decision, and includes all 85 screens.

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Scan to open the portfolio

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