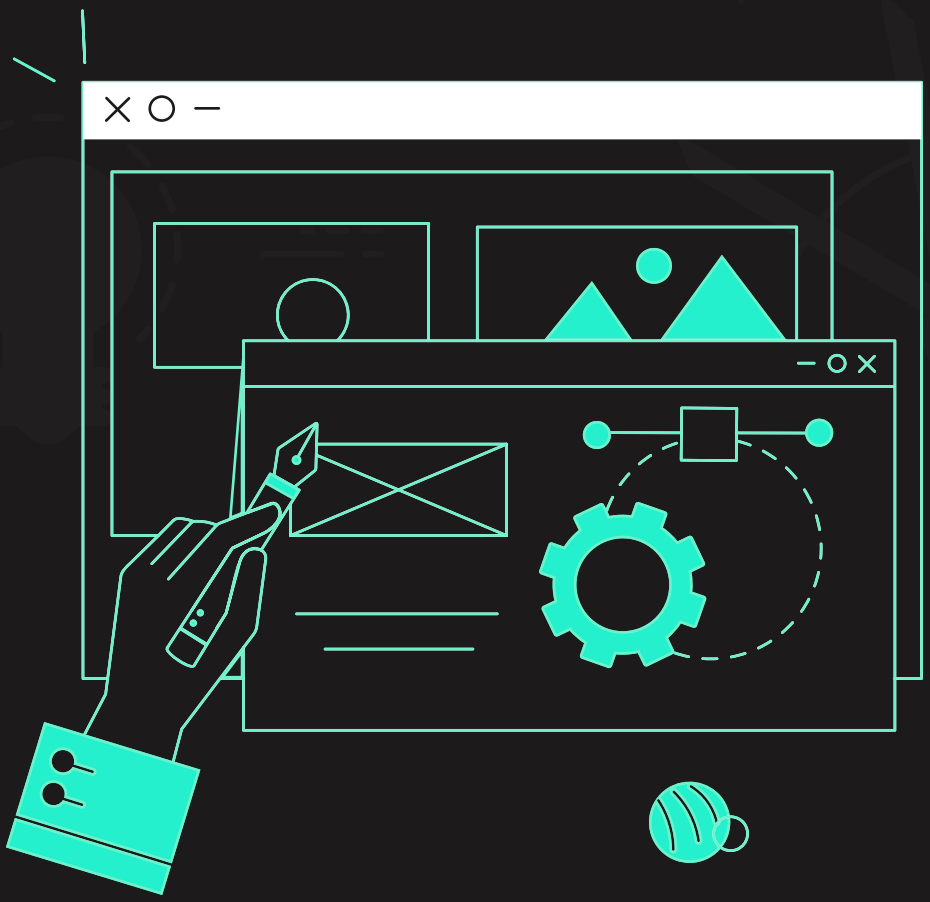
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DESIGN PLAYBOOK

A Guide On Product Design & Research

By

DESIGN TEAM

onekode

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01 Introduction

The UI/UX Playbook serves as a comprehensive design guide that ensures consistency, accessibility, and efficiency in UI/UX processes. It provides clear principles, frameworks, and best practices to help teams create user-centered products.

- Define standard UI/UX design principles.
- Enhance collaboration across teams.
- Ensure consistency in UI components and layouts.
- Offer templates and guidelines.
- Support accessible, user-friendly, and aesthetic designs.
- Guide usability testing, microcopy, and developer handoff.

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Who Its For?

UI UX Designers

To ensure consistency in visual and interaction design.

Developers

To understand how to implement UI components correctly

Product Managers

To ensure designs align with business and user goals

Content Writers

To create clear and concise microcopy and UX writing

Marketing Teams

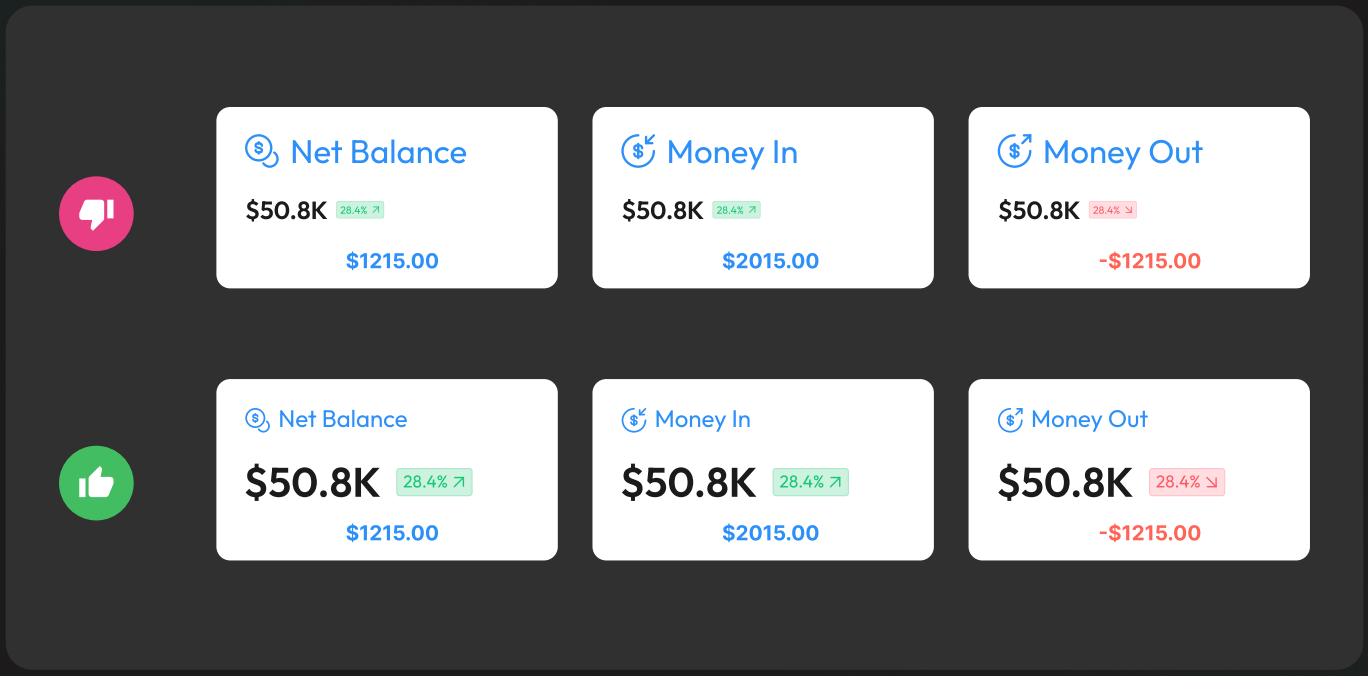
To maintain brand consistency across digital platforms

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02 Design Prinicples

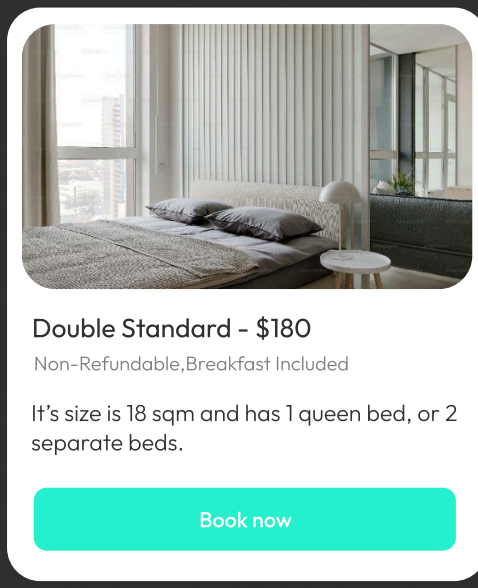
Visual Hierarchy

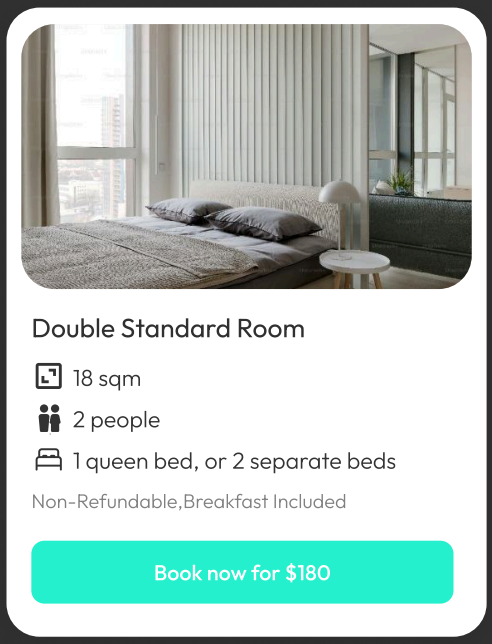
Visual hierarchy involves structuring and prioritizing elements to guide the user's ey movements. By manipulating the color, size, position and contrast of various elements, you can effectively highlight key information and guide users through the interface intuitively.



- In the first, the titles of the metrics (like 'Balance', 'Money', etc.) have large fonts, taking the focus away from the actual valuesy
- In the second, the important figures (e.g., '50') are more prominent, giving users the information they seek more quickly.

In many UI designs, crucial information such as data points, and options are presented without clear distinctions. This often leads to a flat and monotonous visual landscape where users may find it hard to prioritize information.



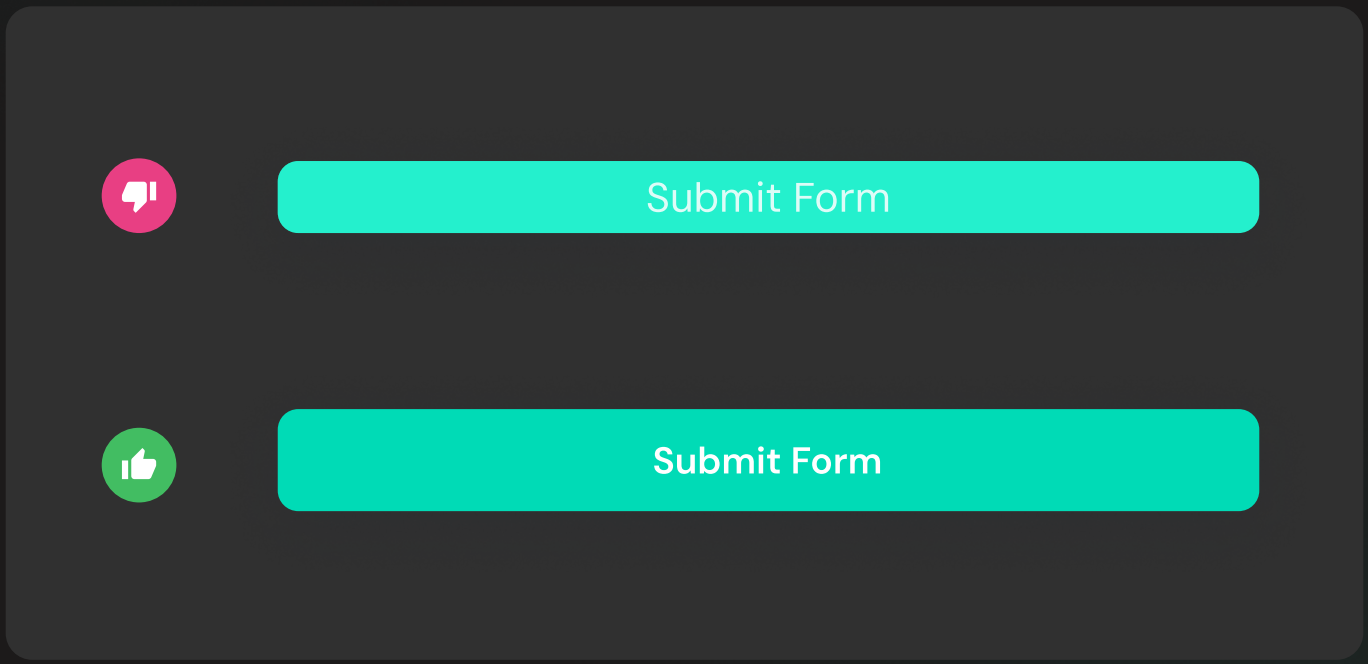


- The left design relies only on labels and values. This may seems like an efficient approach; however, it creates a monotonous, flat experience due to lack of visual hierarchy, differentiation, and icons
- In contrast, the right design enhances clarity by using icons, hierarchy, and visual cues. This is powerful approach because it improves user guidance and engagement.

Accessibility

Accessibility ensures that digital experiences are usable by everyone, including people with disabilities. A well-designed interface accommodates users with visual, motor, auditory, and cognitive impairments by providing multiple ways to interact with content. This includes using high-contrast colors, screen-reader-friendly text, keyboard navigation, and alternative text for images.

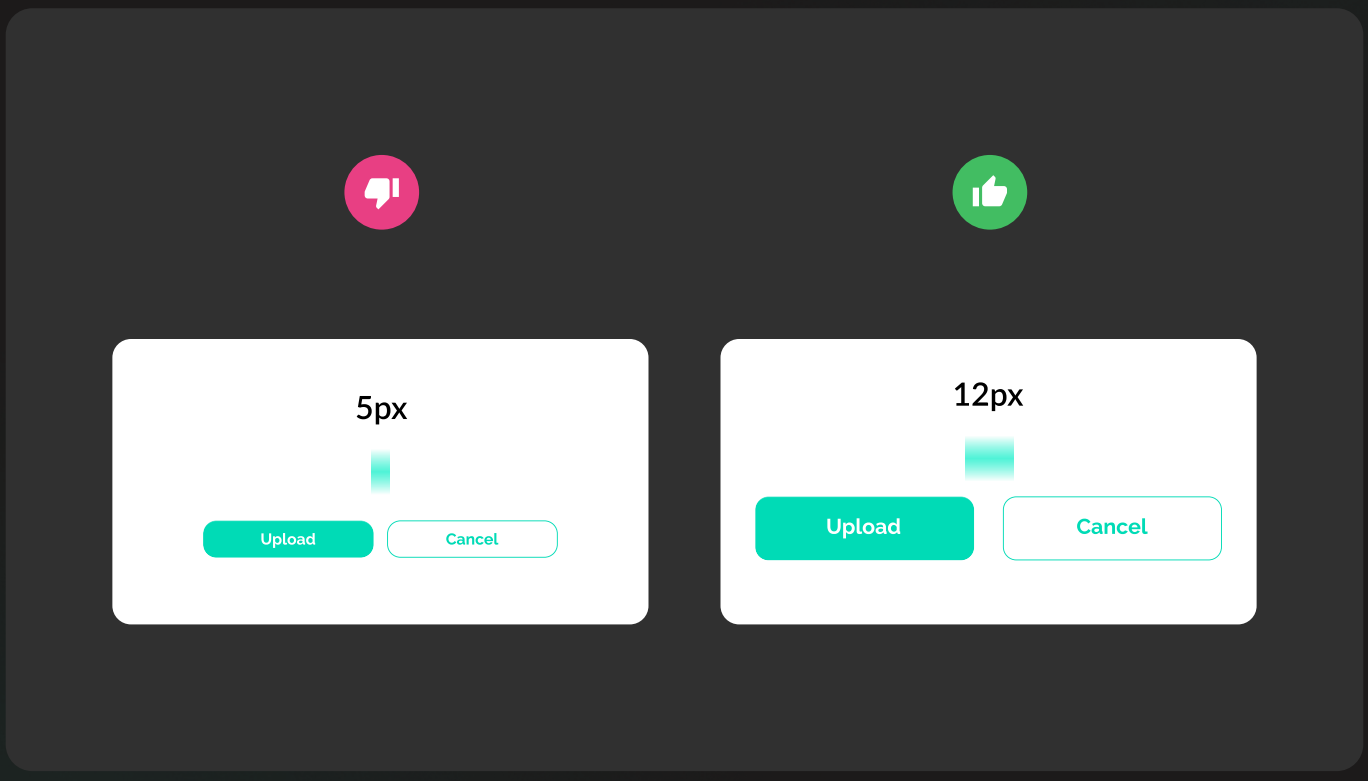
A common mistake is relying solely on visual elements like color to convey meaning, which can exclude users with color blindness. Instead, incorporating clear labels, readable typography, and assistive technology support ensures an inclusive and seamless experience for all users.



- The first is hard to read text with poor contrast and tight spacing that strains the eyes.
- The second is clear, readable text with proper contrast and spacing for better legibility.

Tap targets are the interactive elements on a touch screen that users tap to perform actions. They can be buttons, links, or icons.

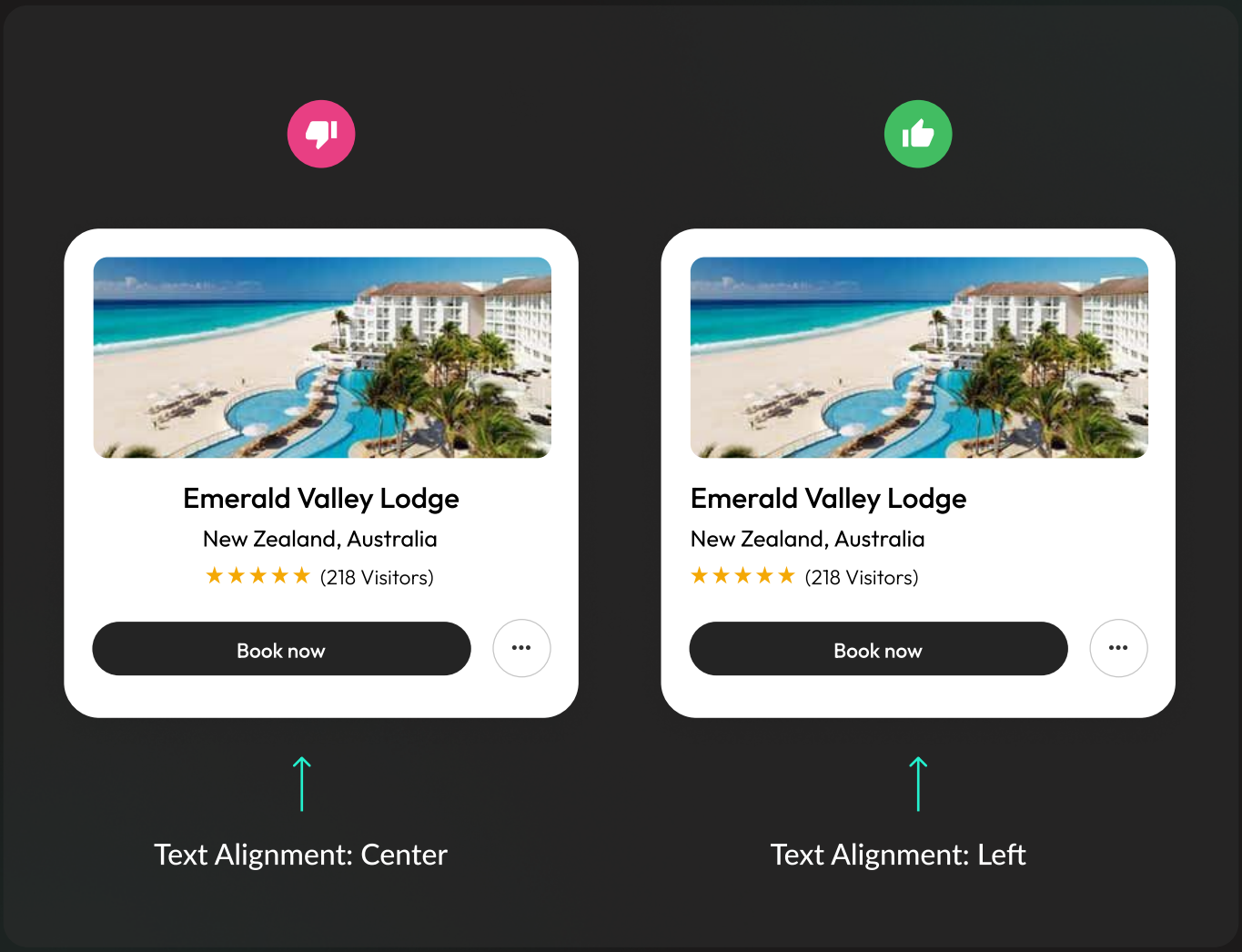
Tap target size plays a critical role in mobile UI design, impacting the user experience significantly. If your tap targets are too small, users will struggle to interact with your design, leading to frustration and potentially causing them to abandon their task.



As a general rule, the recommended minimum size for a tap target is 48 pixels square for mobile interfaces. This size is based on the average finger pad size and allows comfortable interaction for most users.

Also, ensure there's adequate spacing between tap targets to prevent accidental taps. Smaller elements, like 24px icons, should be spaced at least 32 pixels apart, allowing for easy and accurate tapping.

Center-aligned text can add formality and balance to your design. It's ideal for headlines, sub-headlines, and short paragraphs. Center alignment works well in these contexts because the text is short.



When dealing with larger blocks of text (typically more than three lines), left alignment is often the preferred choice. While center alignment has aesthetic advantages, left alignment is typically more functional for larger text blocks due to its superior readability.

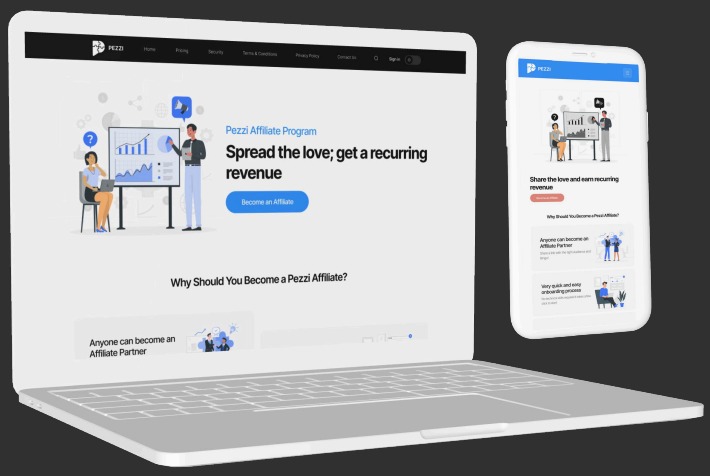
Since we read from left to right, left-aligned text provides a consistent starting point for each line, helping users to read more quickly and comfortably.

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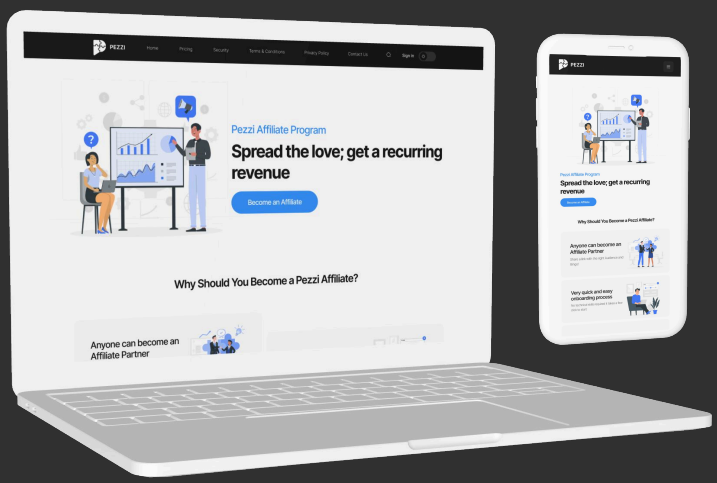
Consistency

Consistency ensures a seamless and intuitive user experience across different devices and platforms. When users switch between a mobile app, website, or desktop application, they should not have to relearn navigation patterns, button placements, or UI elements. Maintaining uniformity in design, interactions, and branding helps establish familiarity, improves usability, and strengthens brand identity.

Different color schemes across platforms

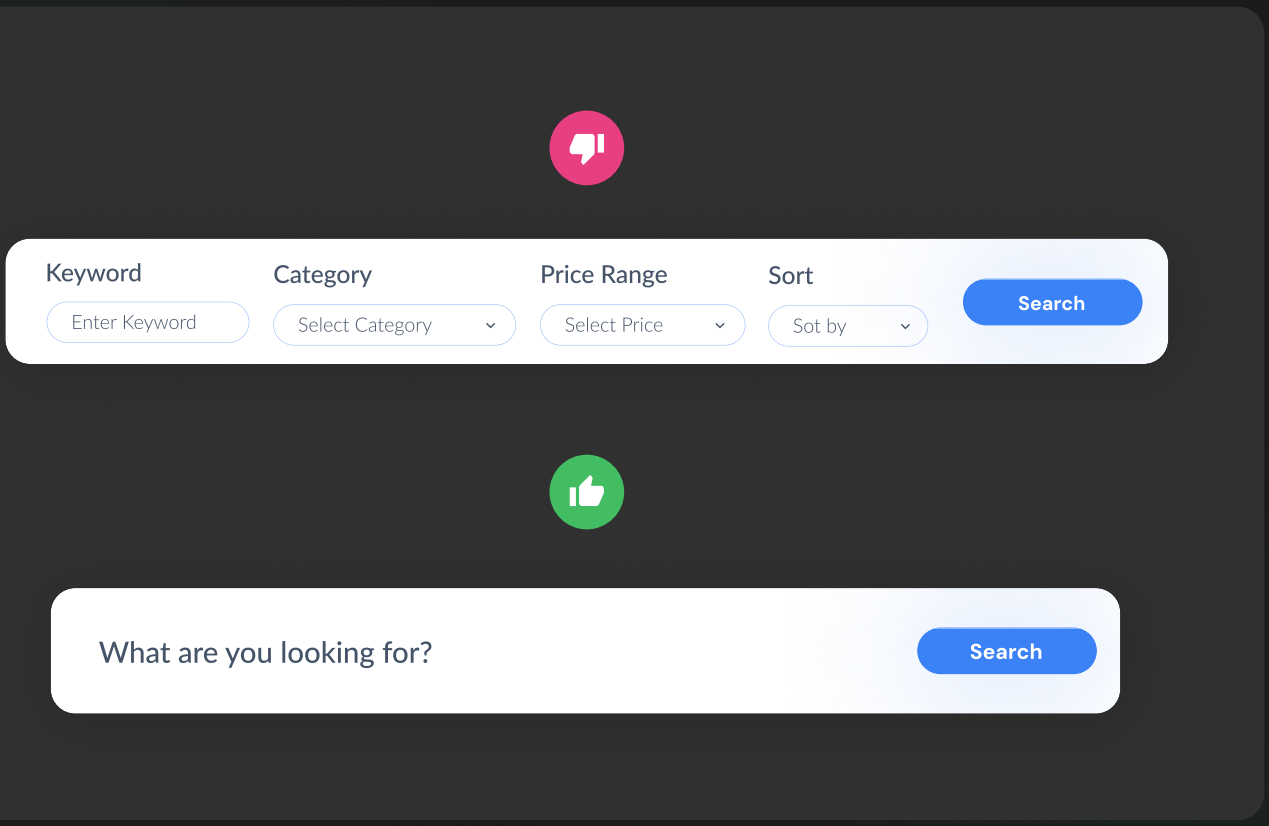


Same color schemes across platforms



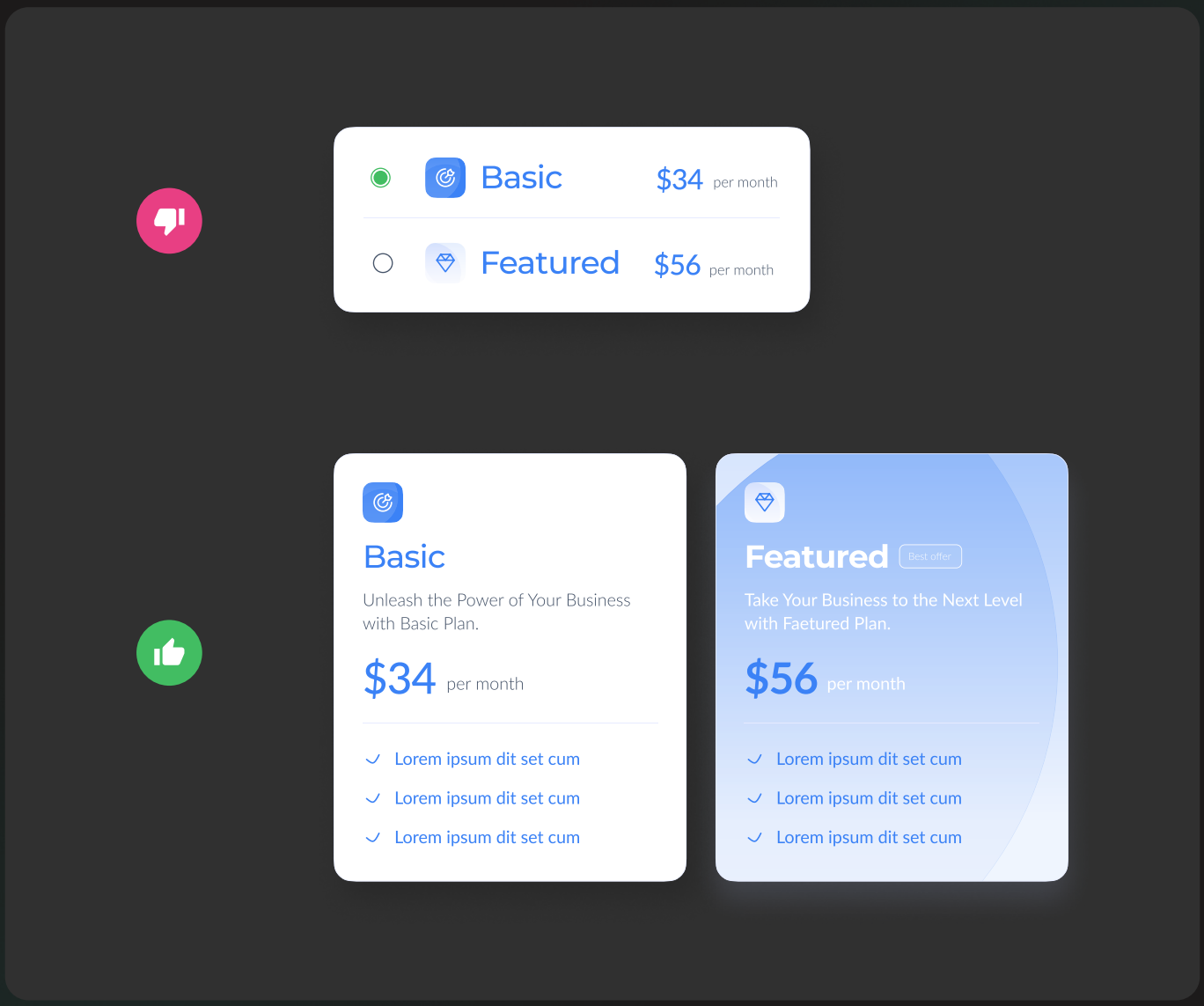
Simplicity

Simplicity is at the heart of great user experience. A well-designed interface should be easy to understand, navigate, and interact with, minimizing cognitive load and ensuring users can complete their tasks effortlessly. Simplicity doesn't mean removing functionality—it means presenting only what's necessary in a clear and effective way.



By embracing simplicity and usability, interfaces become more approachable, functional, and enjoyable, ensuring users can accomplish their goals with minimal effort.

The traditional approach of a vertical list of text-based options can sometimes come across as bland and unengaging. The standard layout offers limited opportunities for visual differentiation, and while it provides clarity, it doesn't always contribute to a memorable user experience.



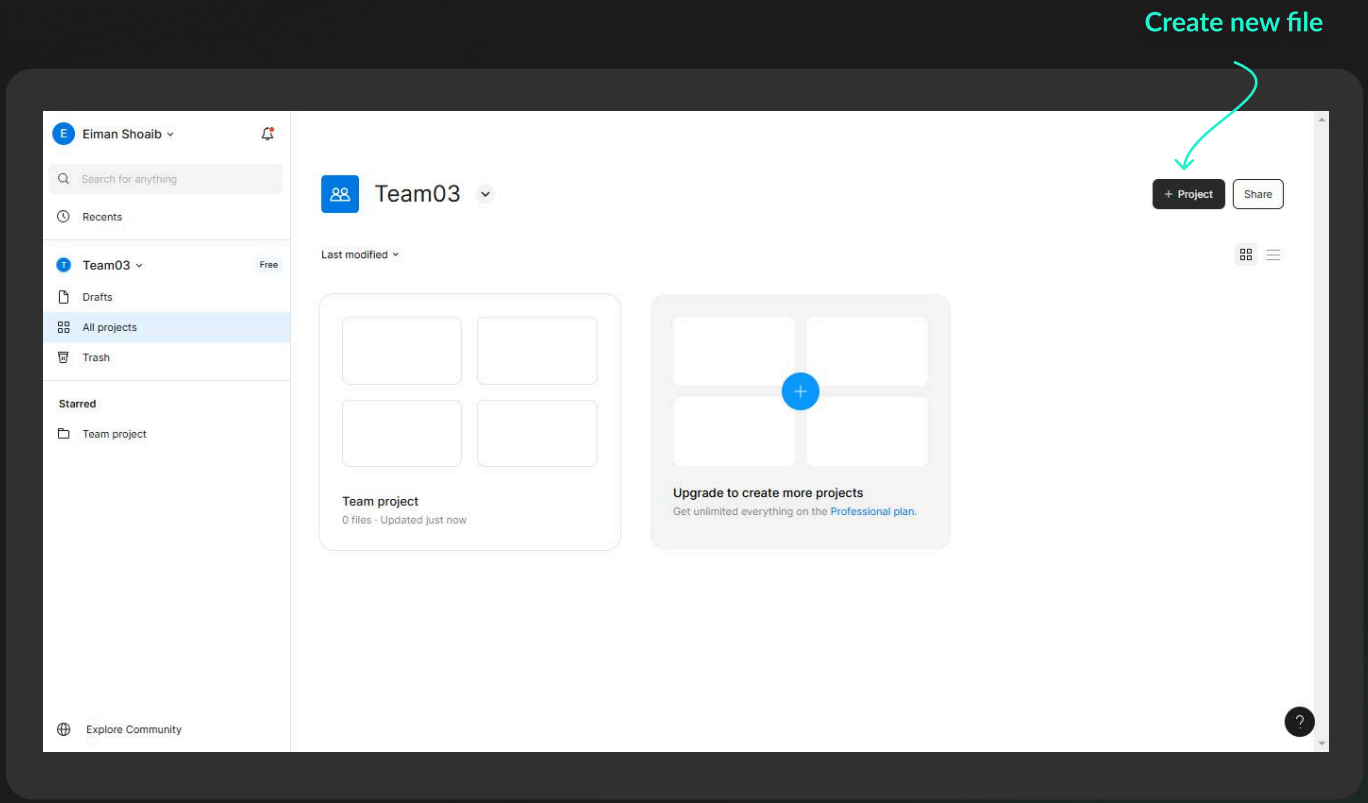
What if we moved beyond the traditional list-of-options layout? A more engaging alternative is to transform them into selectable cards, enhancing both interaction and visual appeal in the user interface.

03 Figma Design Tool

Figma transformed UI/UX design with real-time collaboration, allowing teams to co-edit, share feedback, and streamline workflows—all in the cloud. With powerful features, plugins, and seamless developer handoff, it's a must-have tool for modern designers

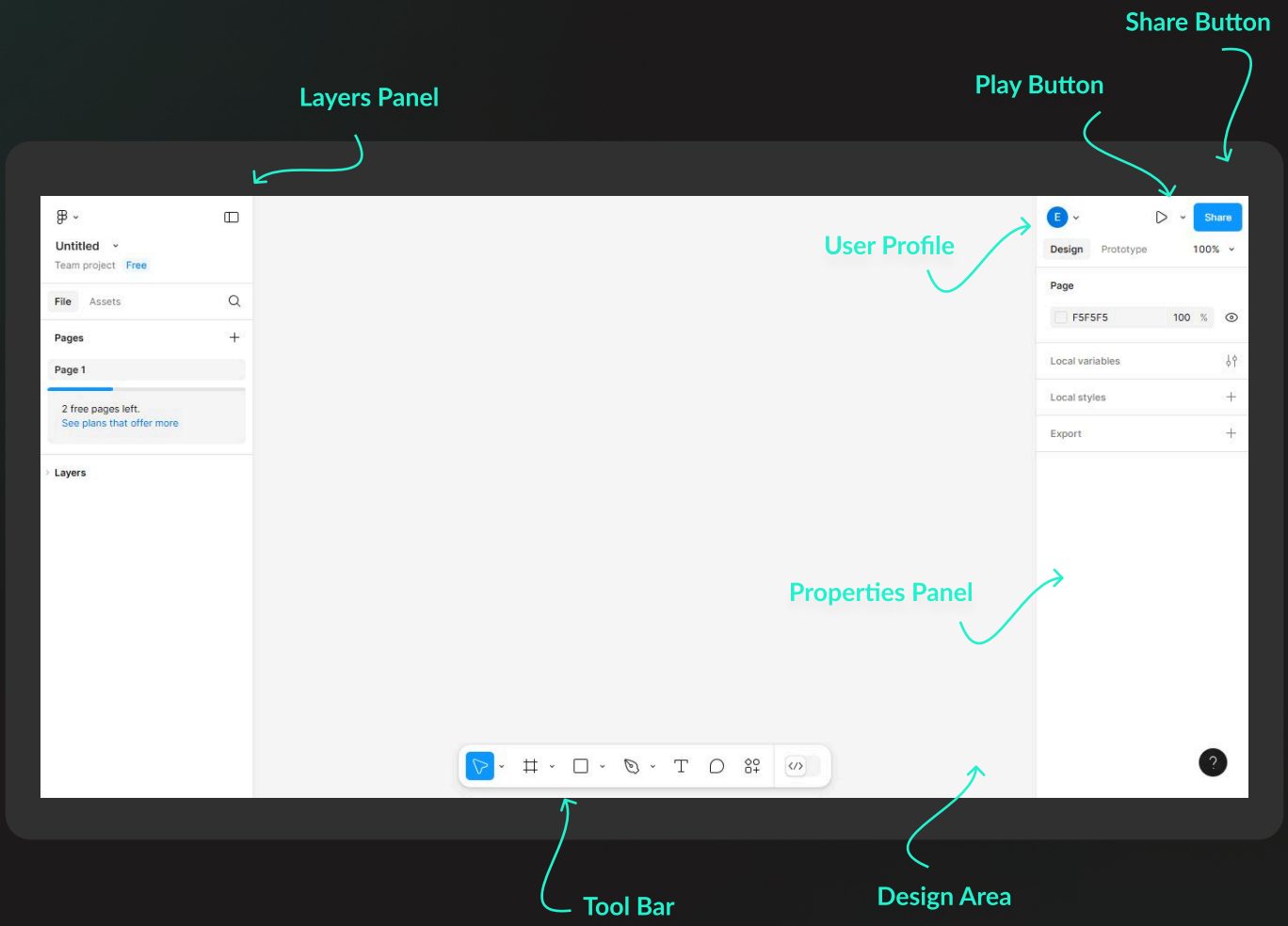
Getting Started

After signing up, you'll be directed to Figma dashboard where you create, import, and manage files, access recent projects, and search existing designs.



The Editor

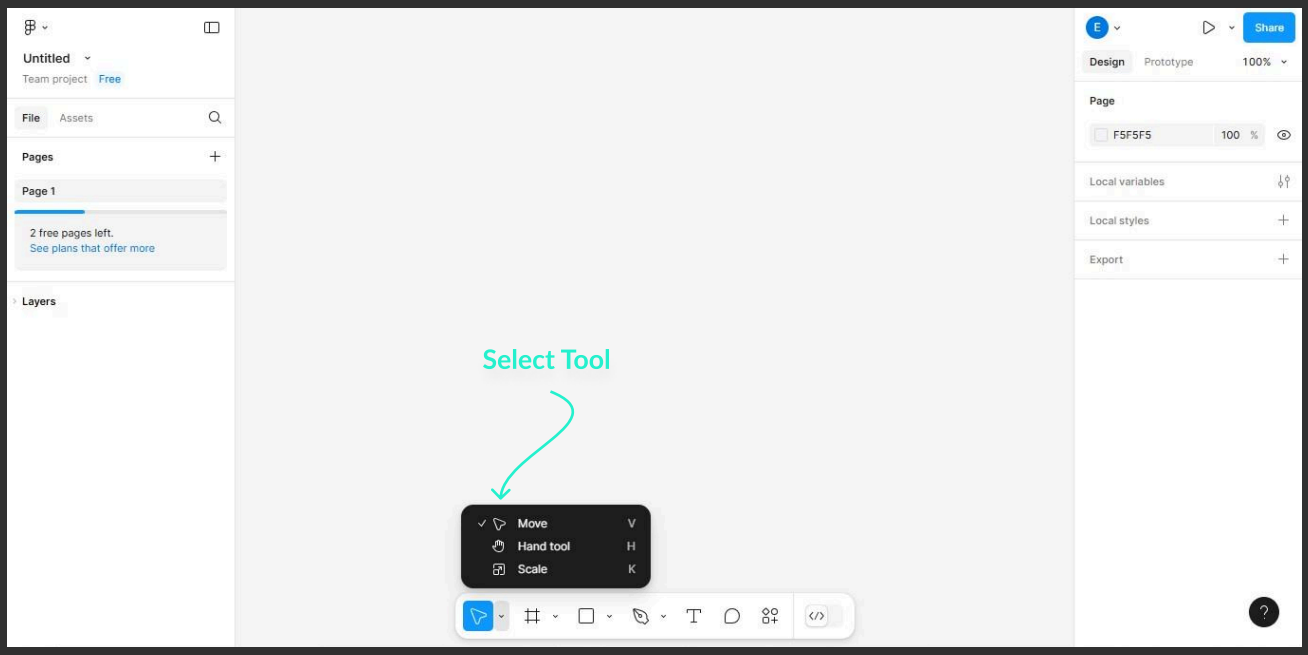
The editor is where you end up once you create a new file.



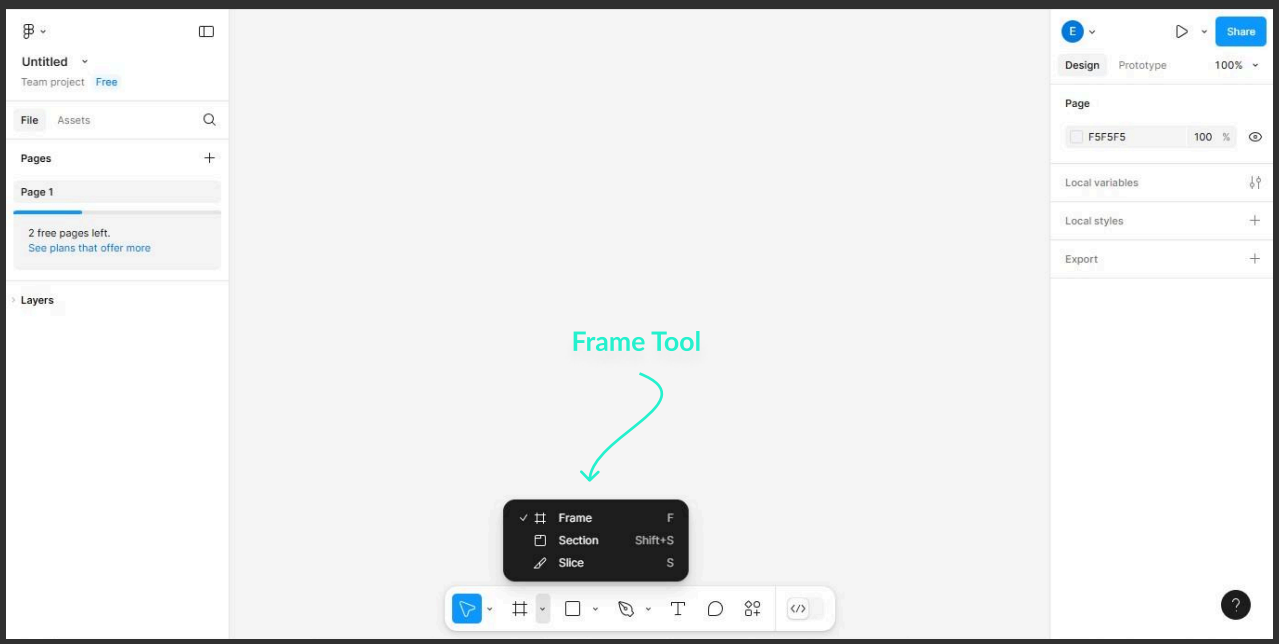
Tool Bar

First, let's explore the toolbar, which offers a variety of options. We'll go through them one by one, starting from the left.

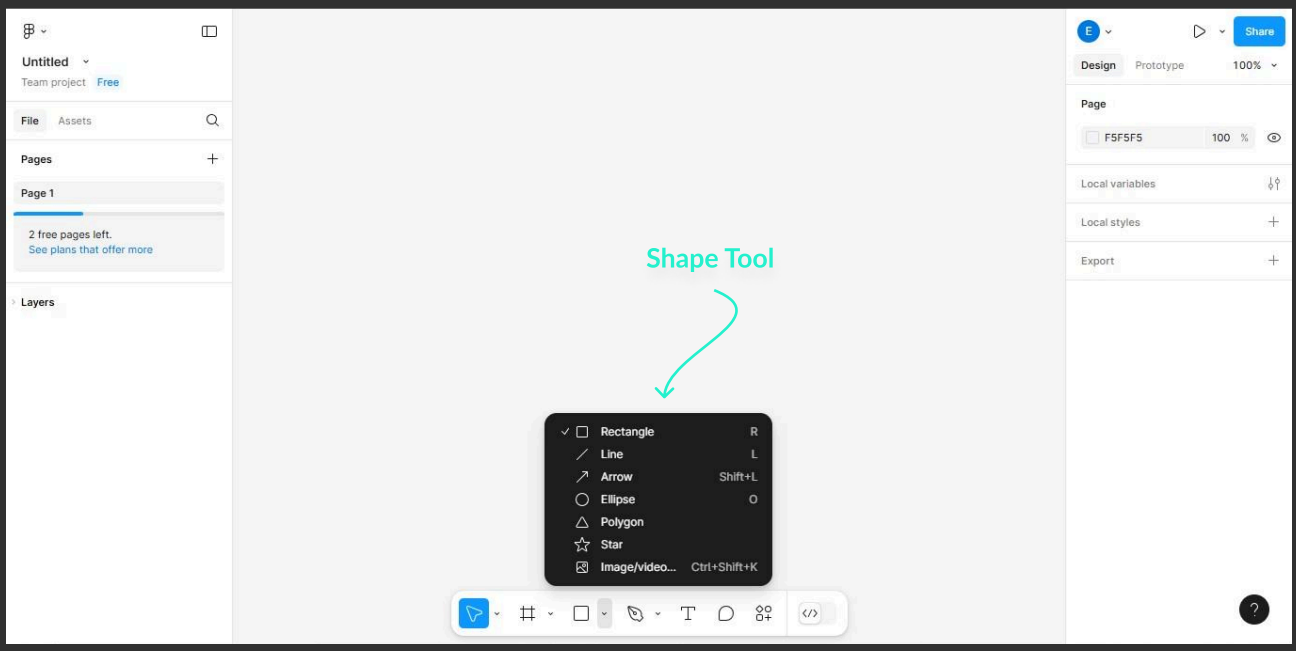
- The Select tool gives you three options **Move** , **Hand Tool** & **Scale**.



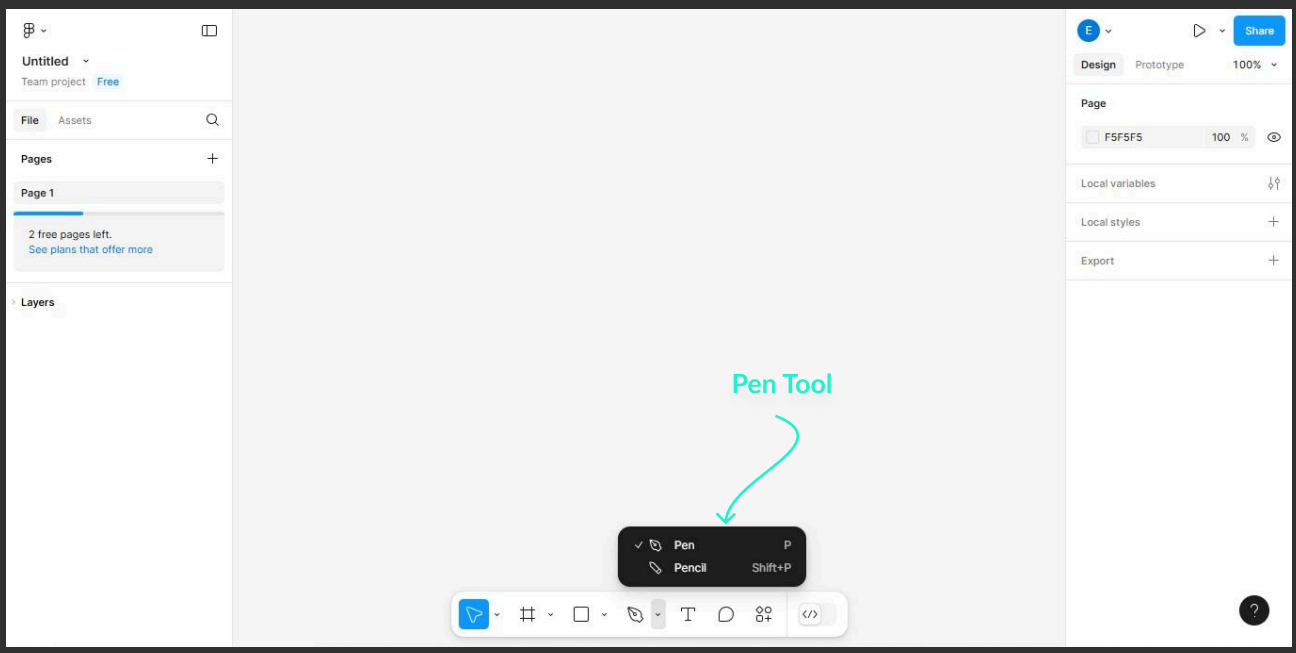
- The frame tool allows you to create new artboards. You can either create a custom or select from one of the default options on the right panel. This tool also gives you access to the slice tool, which allows you to specify the region you'd like to export.



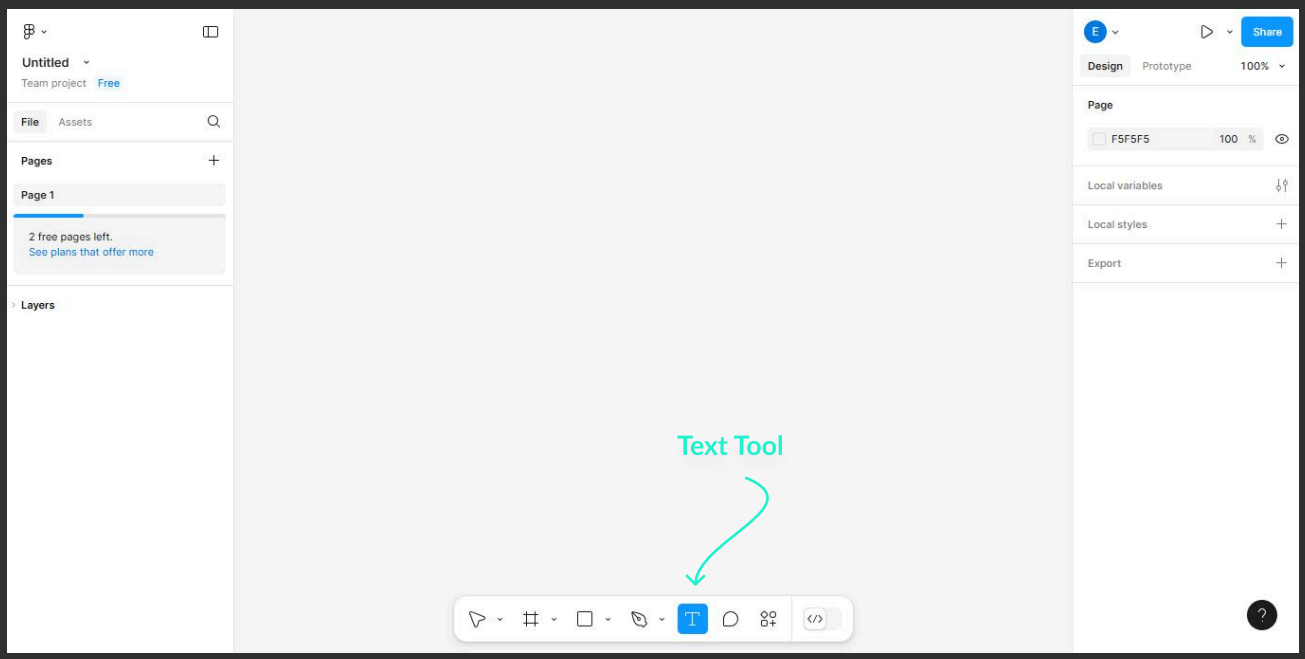
- The shape tools give you the ability to create basic pre-defined shapes.



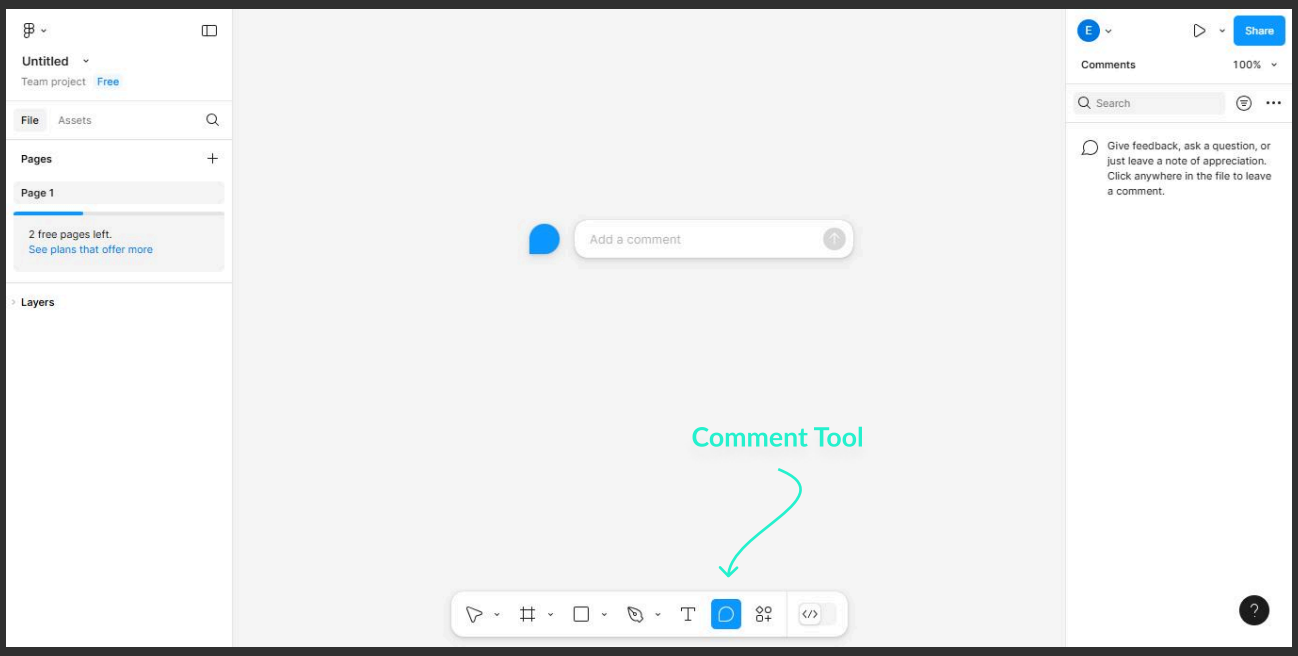
- The Pen tool creates custom vector shapes with anchor points, and the Pencil tool is in its dropdown.



- The Type tool is used to add text to your design.

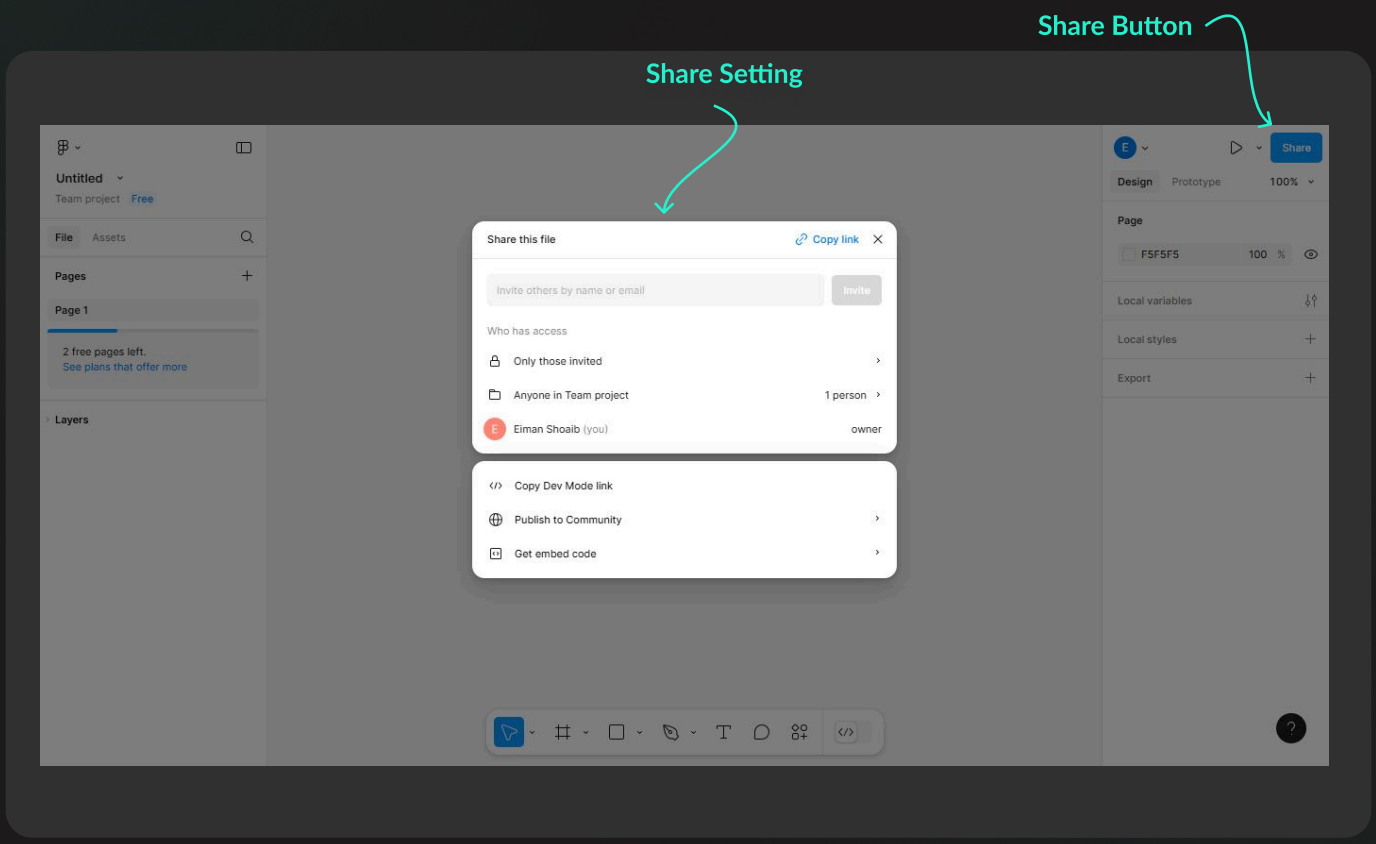


- The Comment tool lets users add, view, and reply to comments in the design file.



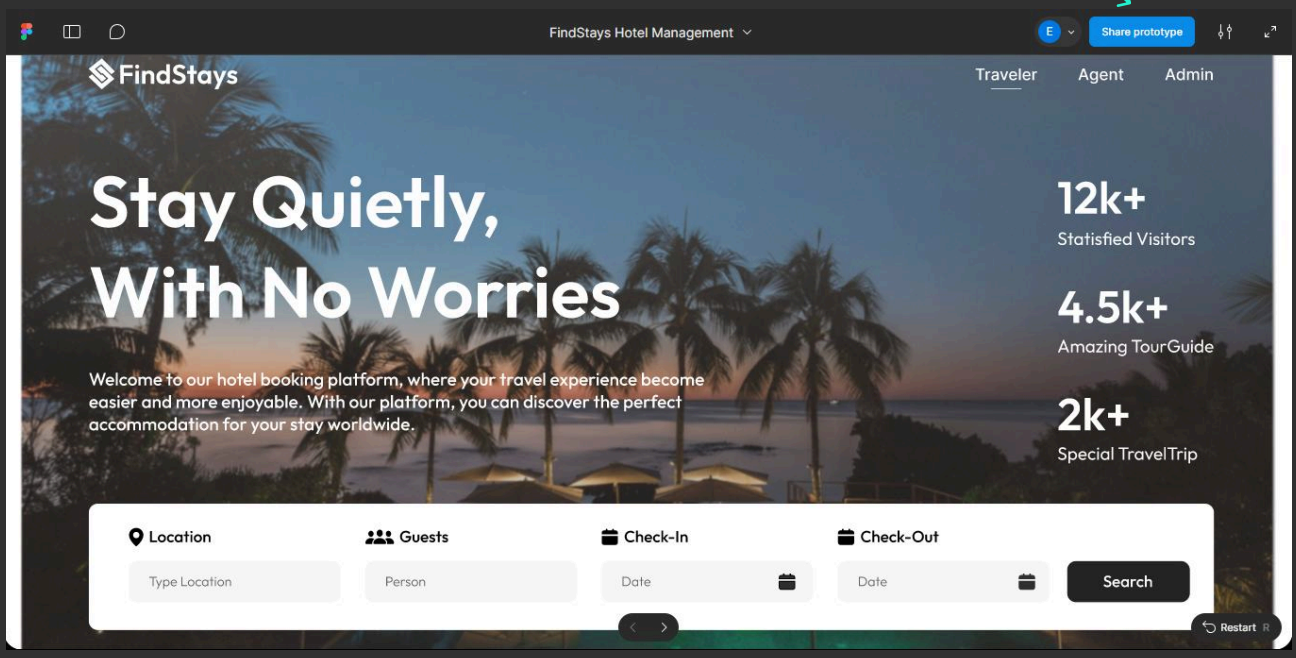
Share Button

Share button lets users generate a shareable link or embed code. It opens sharing settings to manage access, invite collaborators, and set roles like Viewer, Editor, or Owner. Users can enable or restrict public access and share specific frames. This ensures seamless collaboration with controlled permissions.



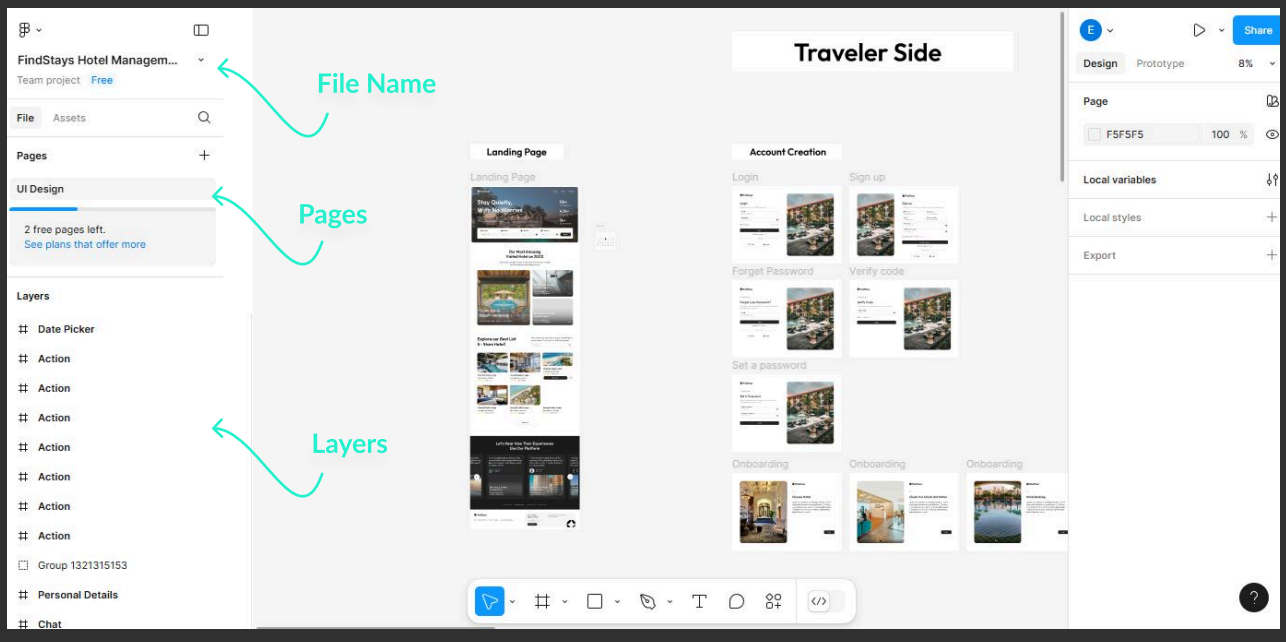
Play Button

The Play button previews your prototype in Presentation mode. It lets you navigate frames, test interactions, and experience animations. This helps refine the user flow before development.



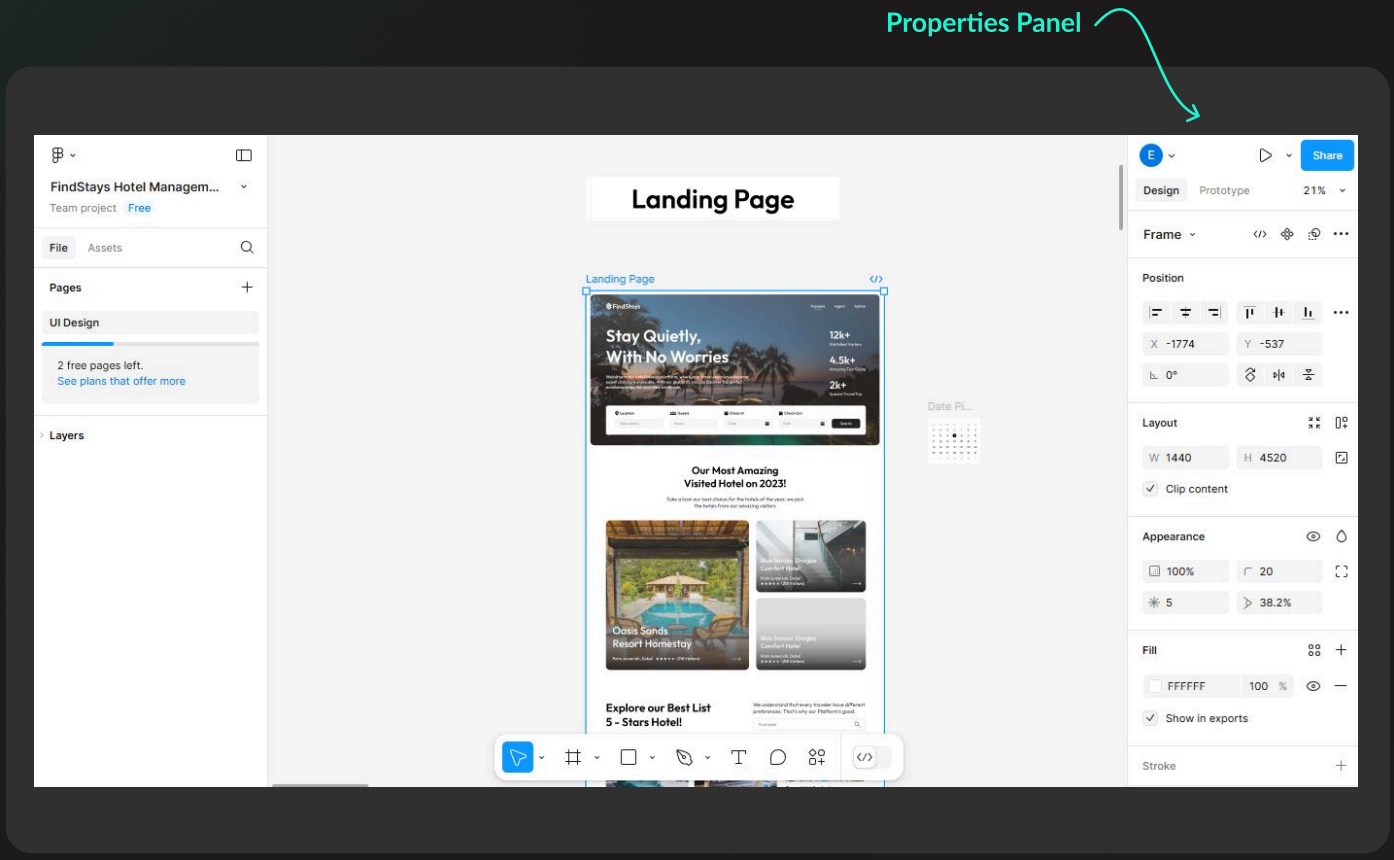
Layer Panel

It contains and File Name, Layers, Assets and Pages that have been added to the file.



Properties Panel

You can customize the Frame Size, Positions, Colors, Strokes, and Effects. You can also view the code of an element here.

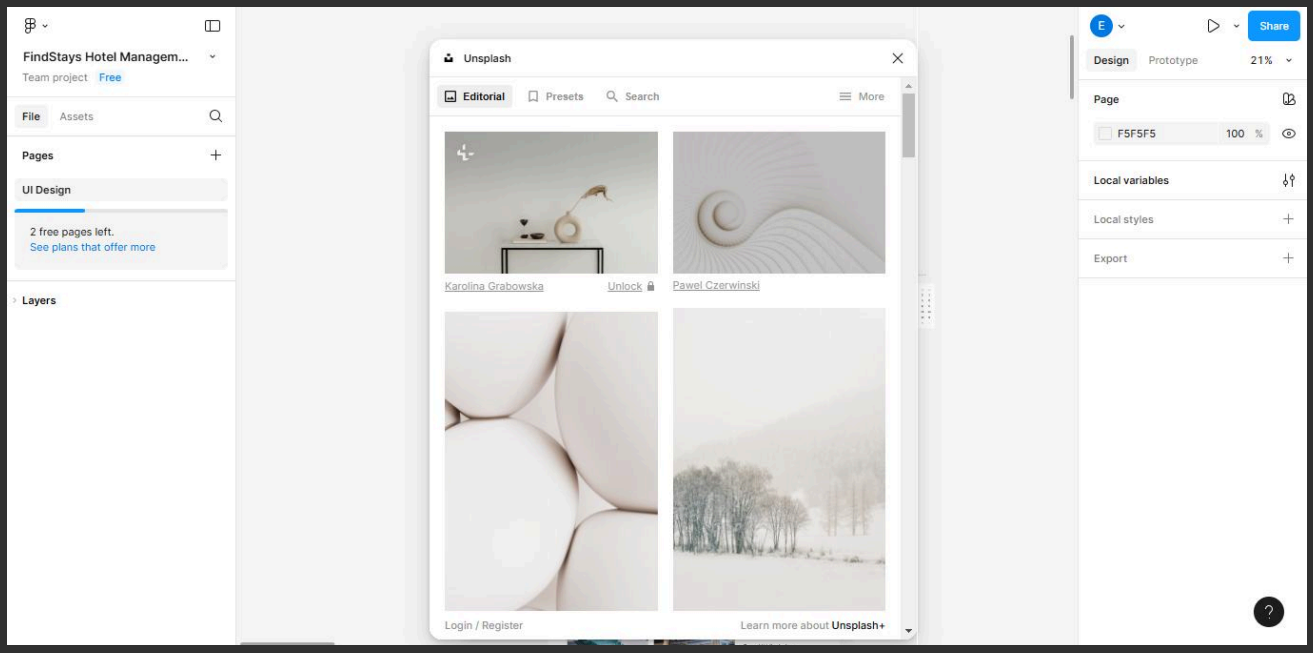


Plugins

Plugins enhance your design workflow by improving visuals and using real content instead of placeholders. They don't replace tools but assist in creating better designs efficiently.

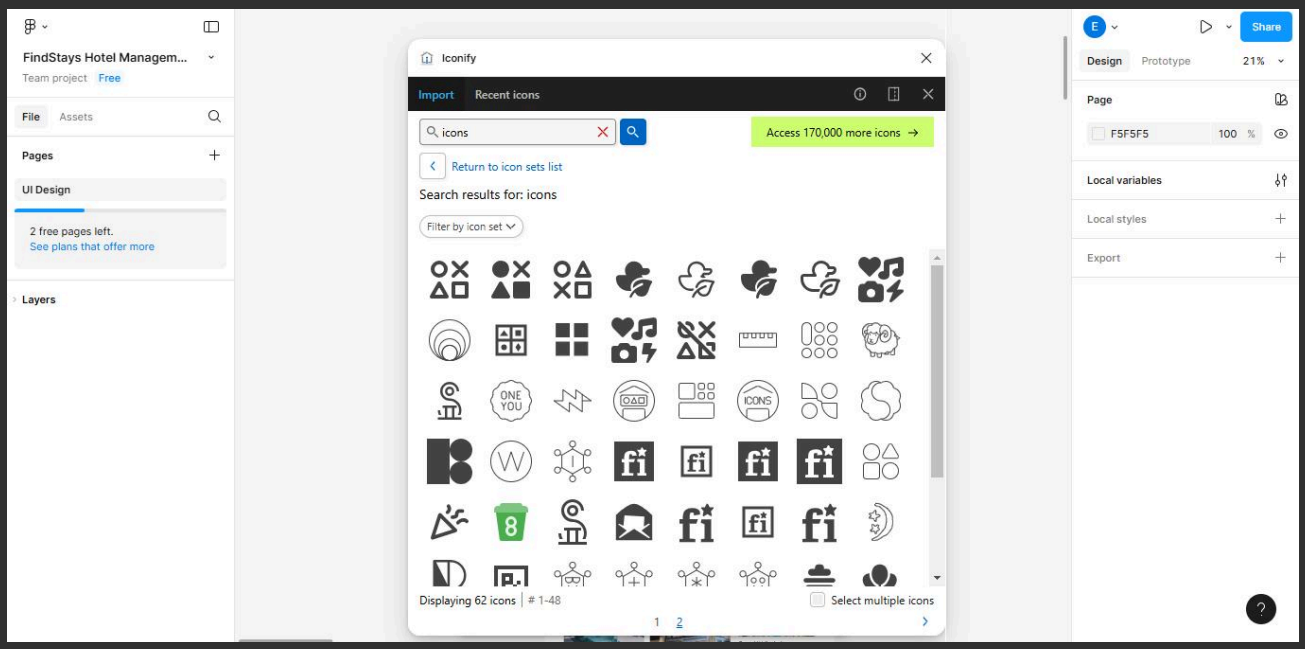
- **Unsplash**

  Quickly insert high-quality, free stock images into your designs.



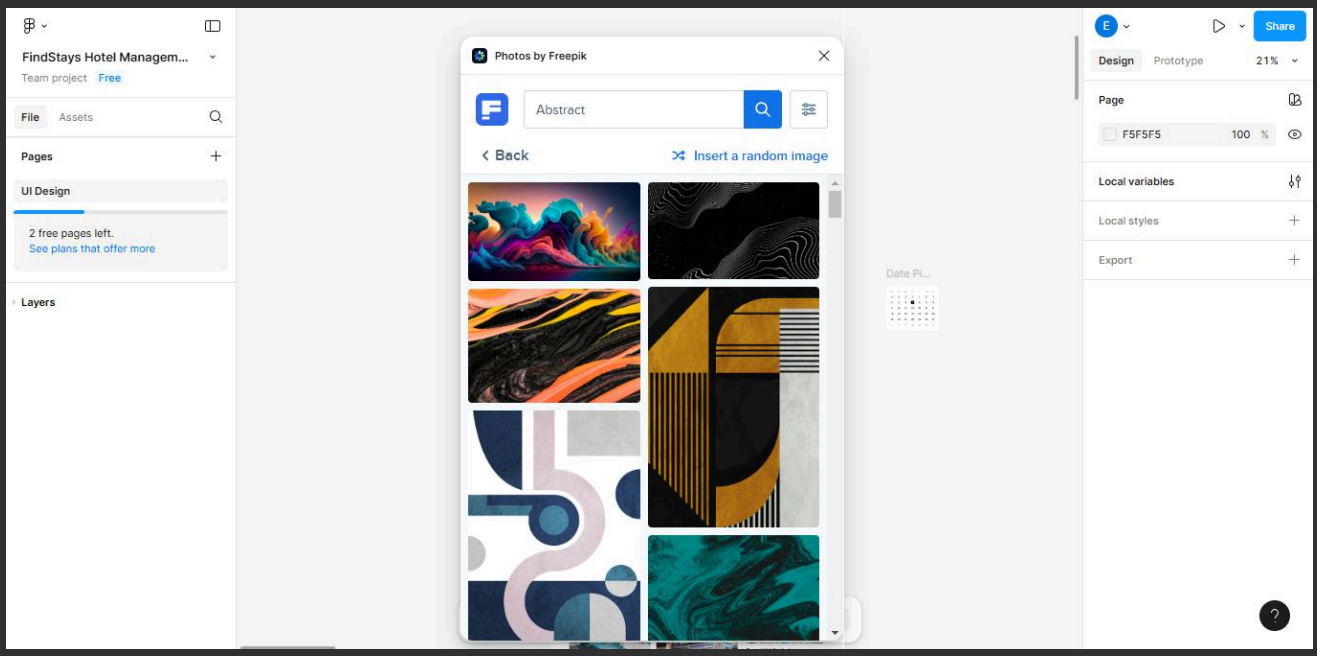
- **Iconify**

Access a vast library of icons directly in Figma.



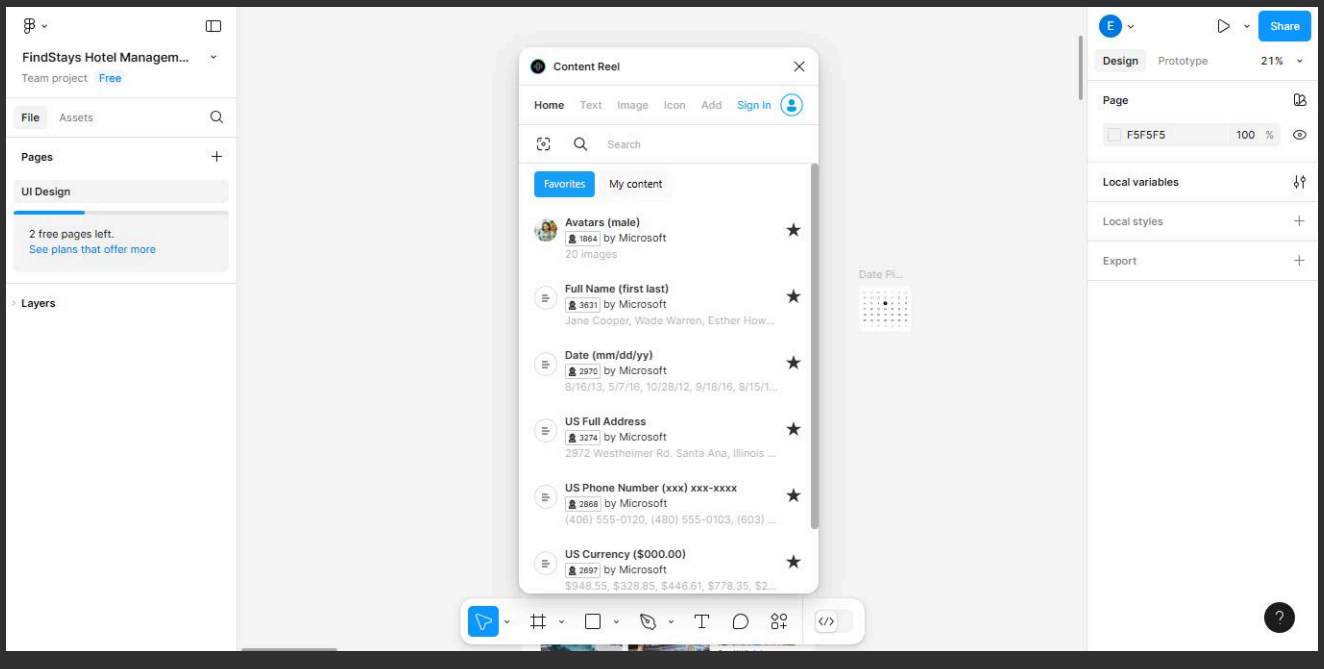
- **Freepik**

Access a vast library of photos directly in Figma.



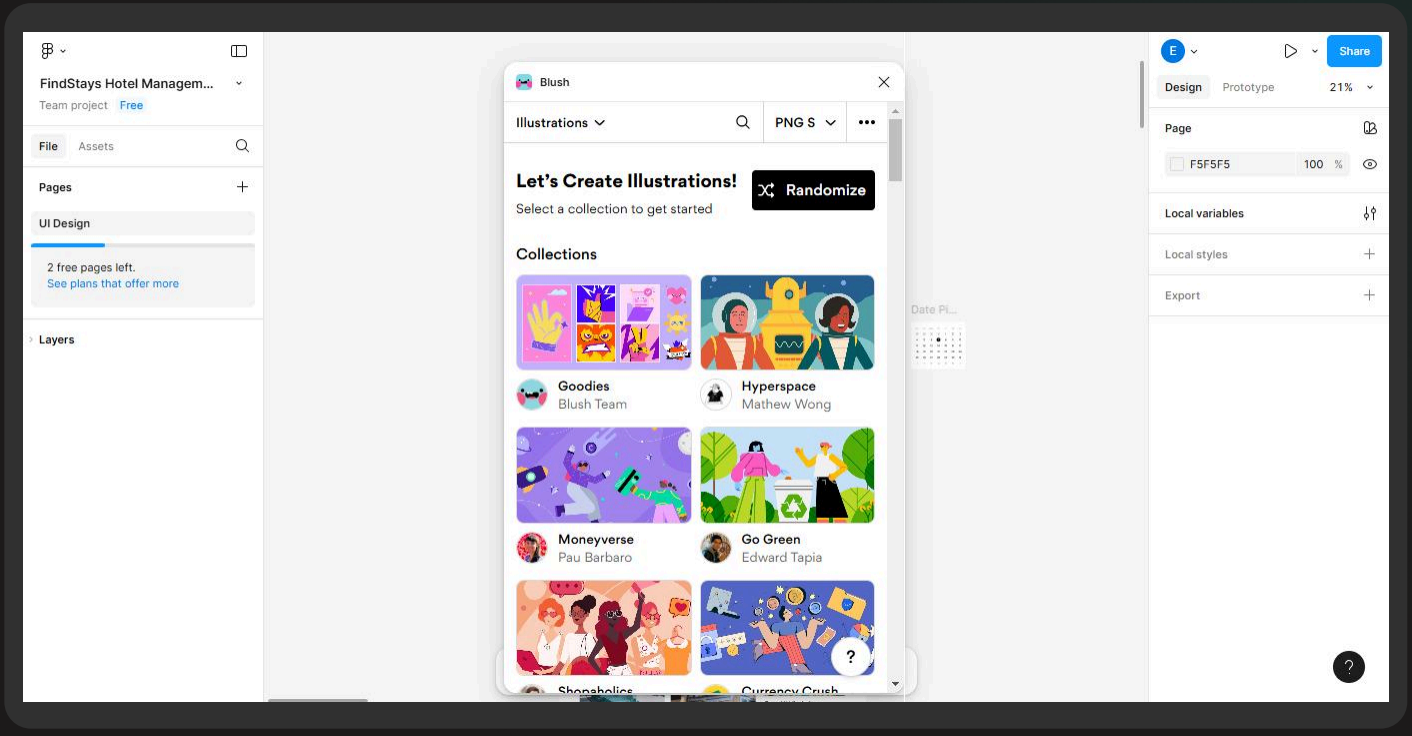
- **Content Reel**

Generate placeholder text, avatars, and real data to enhance designs.



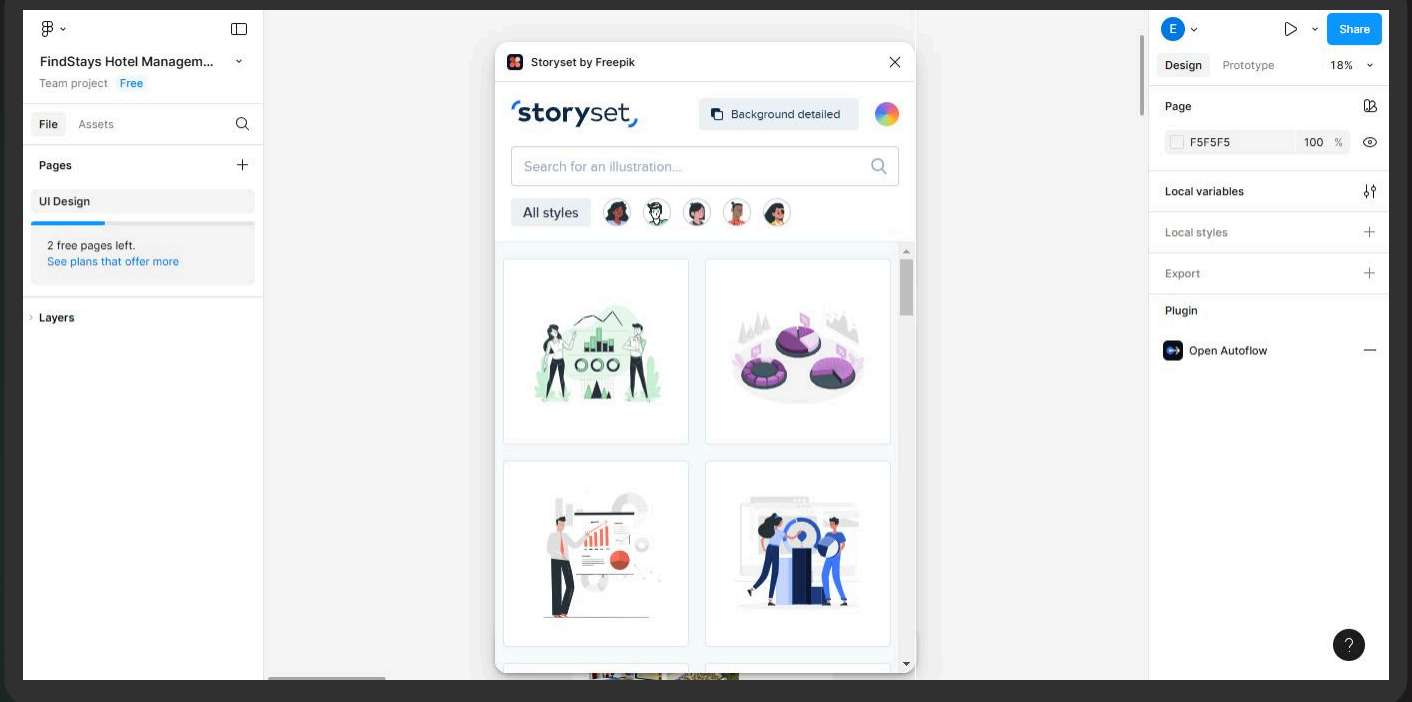
- **Blush**

Add hand-drawn illustrations with customizable styles and colors.



- **Storyset**

Add illustrations with customizable styles and colors in figma design



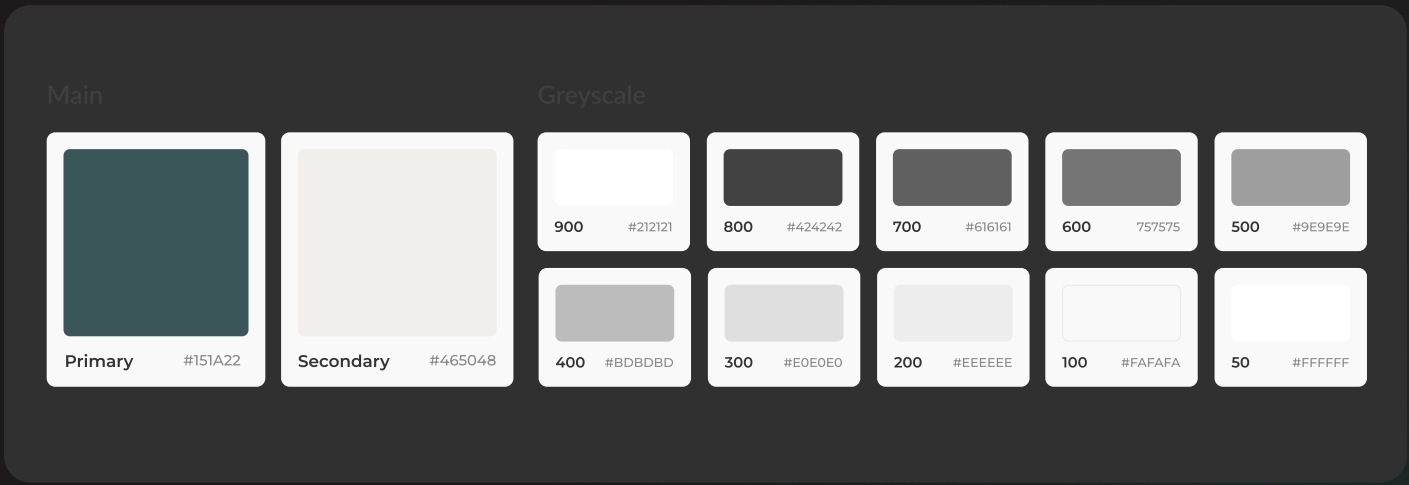
03 Visual Design Guidelines

Visual design plays a crucial role in creating a consistent and engaging user experience. These guidelines define the color system, typography, buttons, icons, and illustrations to ensure clarity, accessibility, and brand alignment. By following these standards, designers and developers can maintain a cohesive look and feel across all digital products.

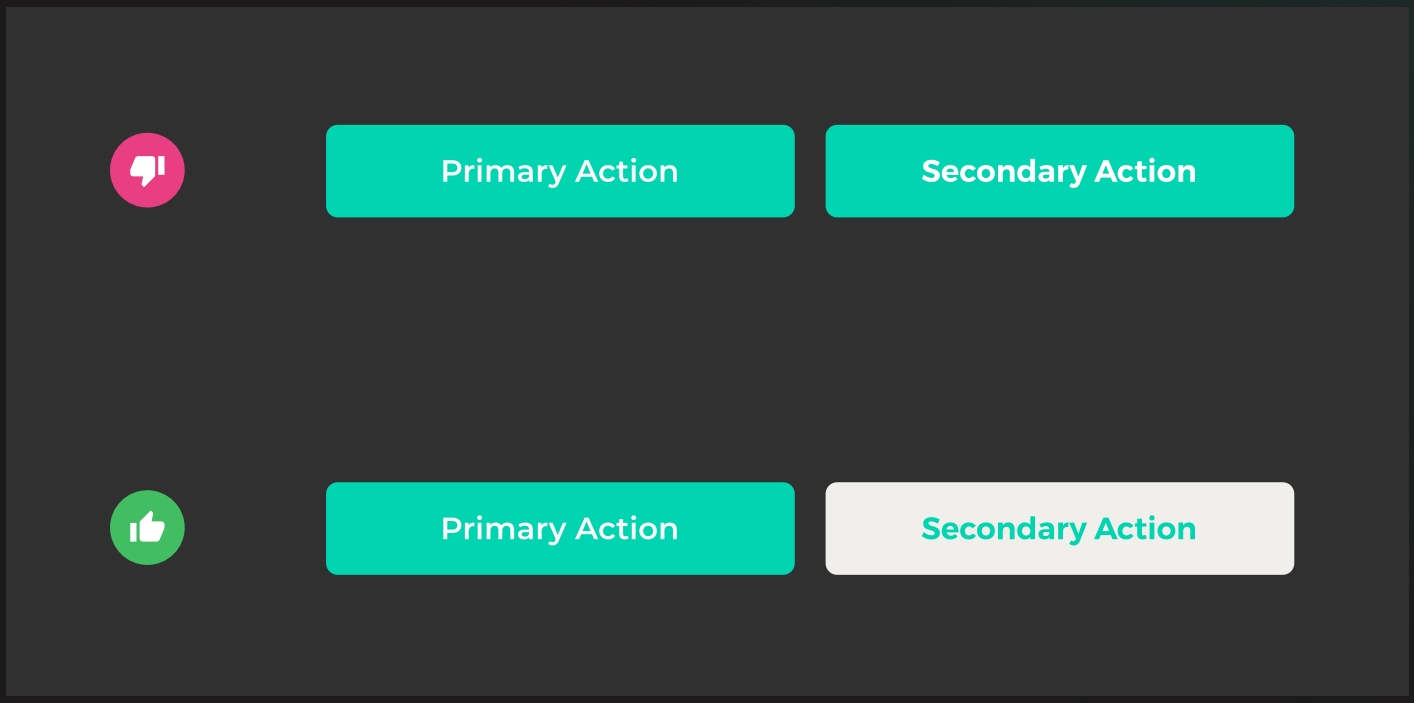
Color System

The color system ensures a consistent and visually appealing design across all interfaces. It includes brand colors, neutrals, and accent shades, each with defined usage rules.

- Colors



- Colors Usage



Typography System

Typography System defines the fonts, hierarchy, and spacing used across the design to ensure readability, consistency, and accessibility. It includes guidelines for font selection, heading styles, body text, and spacing rules to create a clear visual structure.

- Headings

Heading 1	Heading 2	Heading 3	Heading 4	Heading 5
Heading 1 / Bold / 40px	Heading 2 / Bold / 32px	Semibold / 24px	Semibold / 20px	Semibold / 18px

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• Body

Body XLarge **The quick brown fox jumps over the lazy dog** Body XLarge / Bold / 18px	**Body XLarge** The quick brown fox jumps over the lazy dog Body XLarge / Semibold / 18px	**Body XLarge** The quick brown fox jumps over the lazy dog Body XLarge / Medium / 18px	Body XLarge The quick brown fox jumps over the lazy dog Body XLarge / Regular / 18px
Body Large **The quick brown fox jumps over the lazy dog** Body Large / Bold / 16px	**Body Large** **The quick brown fox jumps over the lazy dog** Body Large / Semibold / 16px	**Body Large** The quick brown fox jumps over the lazy dog Body Large / Medium / 16px	Body Large The quick brown fox jumps over the lazy dog Body Large / Regular / 16px
Body Medium **The quick brown fox jumps over the lazy dog** Body Medium / Bold / 14px	**Body Medium** **The quick brown fox jumps over the lazy dog** Body Medium / Semibold / 14px	**Body Medium** The quick brown fox jumps over the lazy dog Body Medium / Medium / 14px	Body Medium The quick brown fox jumps over the lazy dog Body Medium / Regular / 14px
Body Small **The quick brown fox jumps over the lazy dog** Body Small / Bold / 12px	**Body Small** **The quick brown fox jumps over the lazy dog** Body Small / Semibold / 12px	**Body Small** The quick brown fox jumps over the lazy dog Body Small / Medium / 12px	Body Small The quick brown fox jumps over the lazy dog Body Small / Regular / 12px

Components

Components are reusable UI elements that maintain consistency and efficiency across the design system. They include buttons, forms, cards, navigation elements, and more, each with predefined styles, states, and interactions. Using standardized components ensures a seamless user experience, faster design iterations, and alignment between design and development.

• Buttons

Primary Button | Secondary Button

Outlined Button | Disabled Button

• Forms

LABEL

Placeholder

FOCUS

Filled Input

SUCCESS

Success

ERROR

Error

SELECT

Dropdown

CHECKBOX

- Default
- Checked
- Disabled

RADIO BUTTON

- Default
- Selected
- Disabled

TOGGLE BUTTON

- Off
- On
- Disabled

TOOL TIP

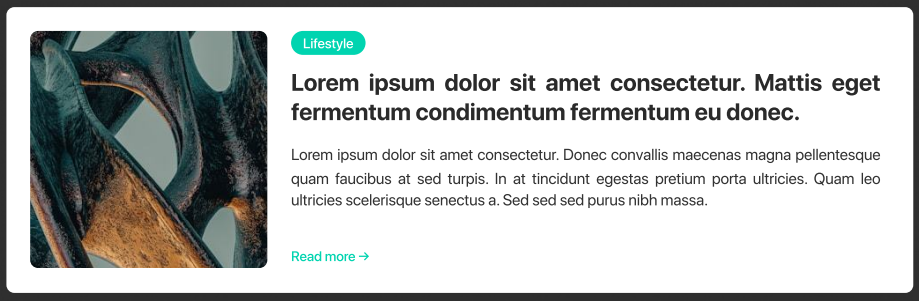
Helper Text

TAGS

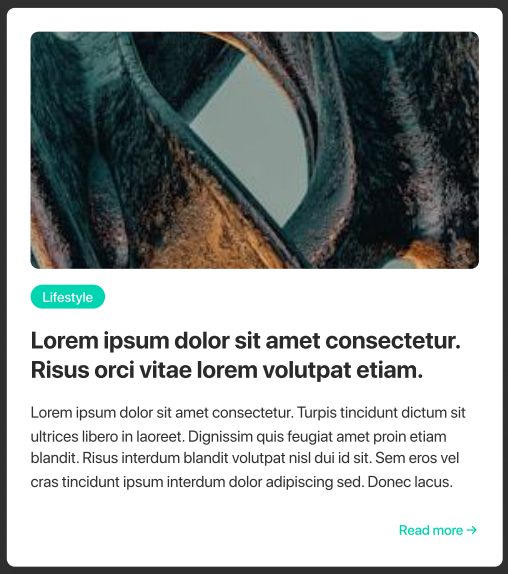
1 OF 12 | FAVORITE | CATEGORY | SHARED

• Cards

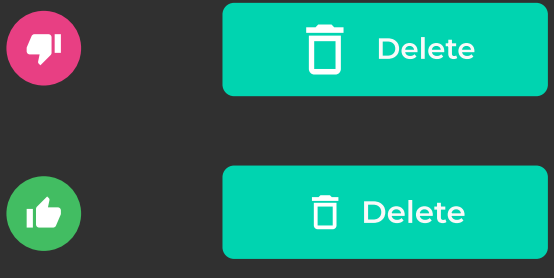
HORIZONTAL



VERTICAL



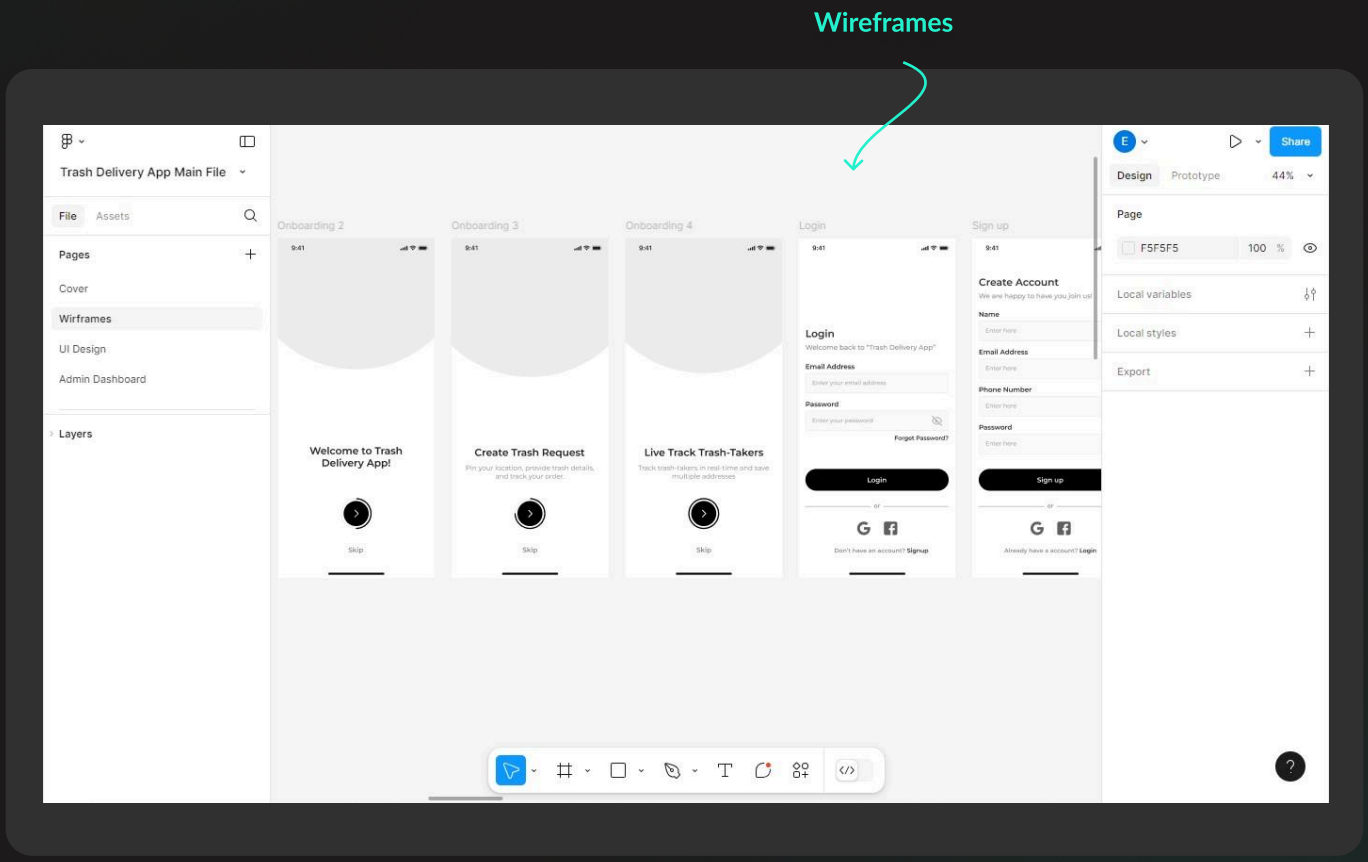
• Icons



05 Wireframing & Prototyping

UI Wireframe

A wireframe is a simple, low-fidelity visual representation of a user interface, focusing on structure and layout without design elements or branding. Used early in the design process, it helps define the interface's basic framework and ensures all necessary elements are included. Wireframes also facilitate stakeholder and user feedback by emphasizing functionality over visual details.

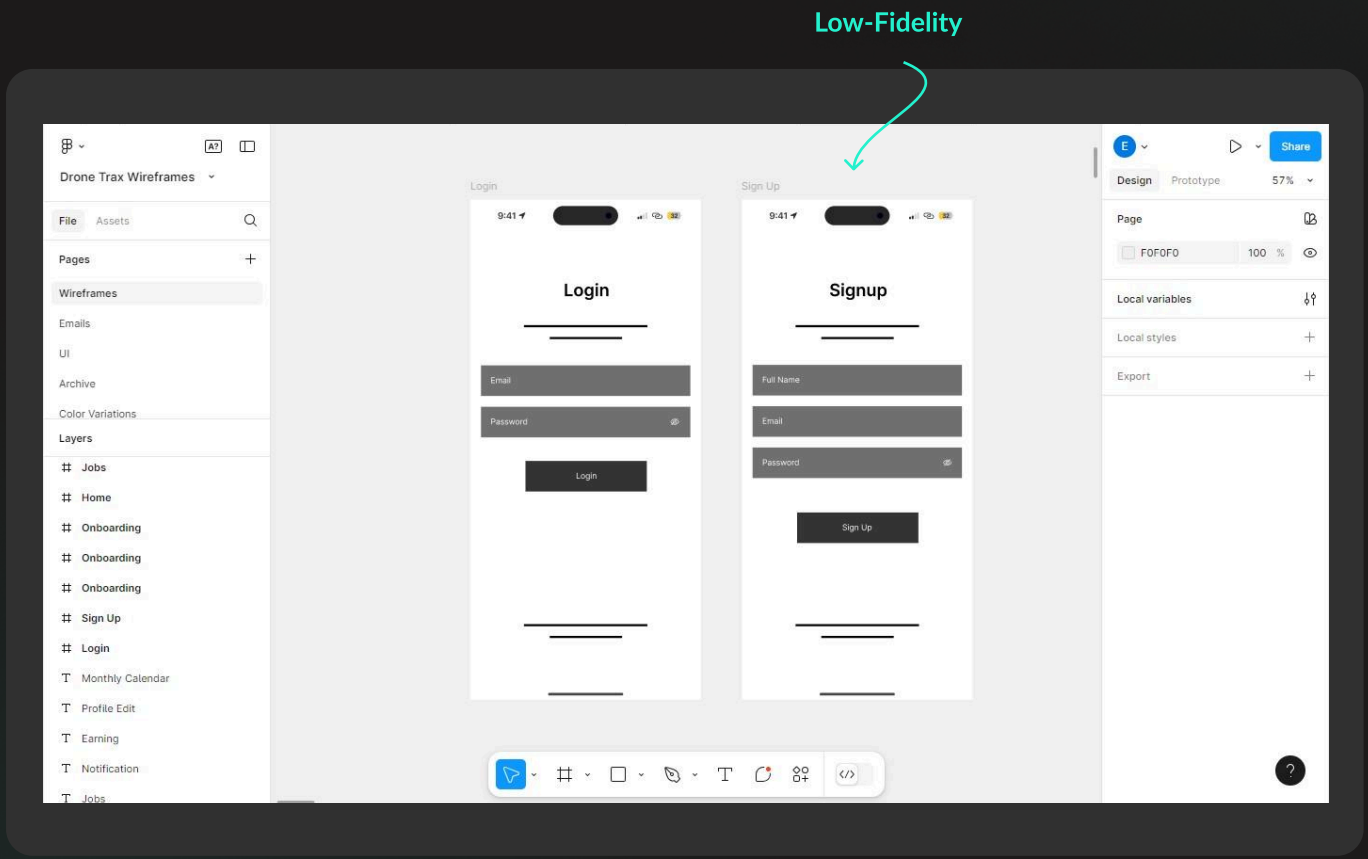


Types Of Wireframes

Wireframes come in various types, including low-fidelity, high-fidelity, and templates. The best choice depends on the project's goals, needs, and design stage.

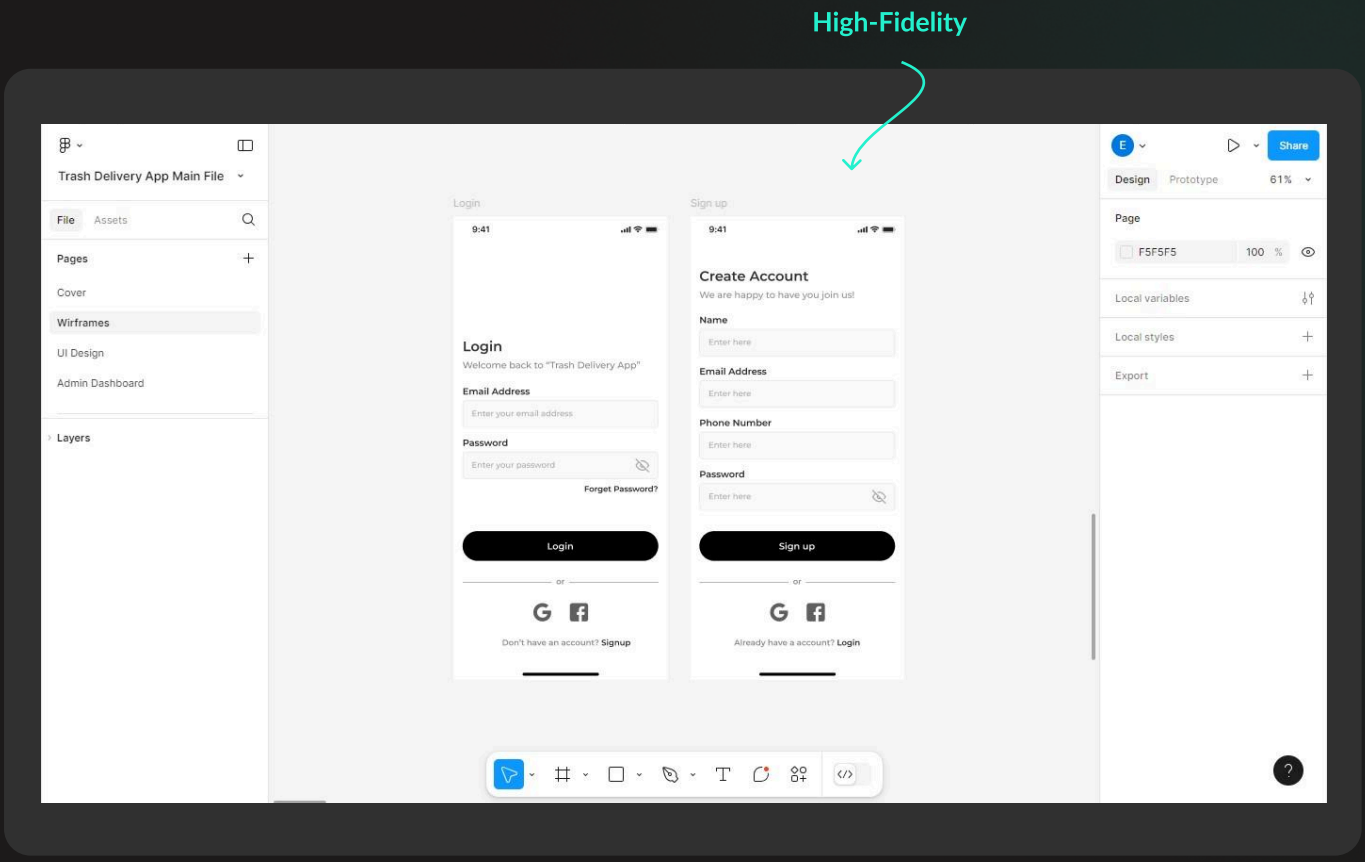
- **Low-Fidelity Wireframes**

Low-fidelity wireframes are simple, often hand-drawn, using basic shapes to outline a UI's structure. They are quick to create and ideal for early brainstorming and concept testing.



- **High-Fidelity Wireframes**

High-fidelity wireframes are detailed and polished, often created with software for a realistic UI representation. They may include images, text, and design elements, making them ideal for advanced design and testing.

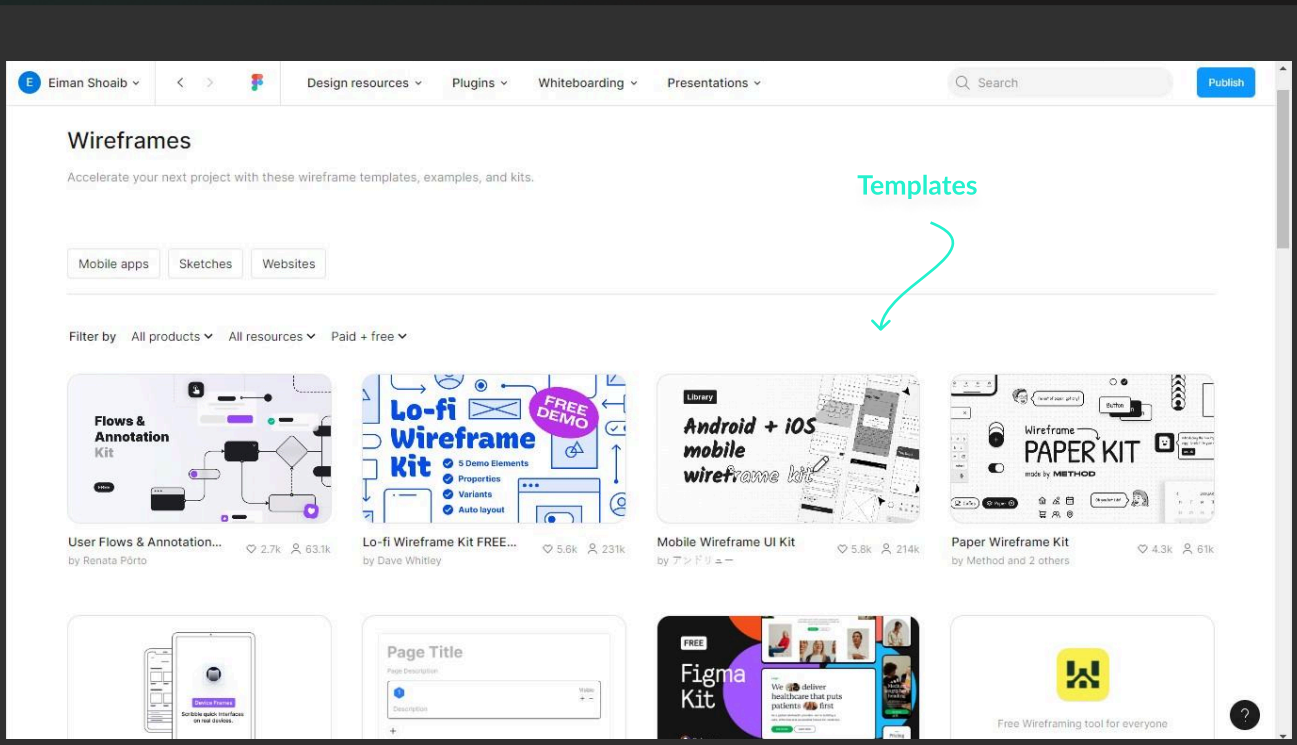


Creating Wireframes

- **Keep it simple**: Avoid excessive details, colors, or fonts. Wireframes should highlight structure and layout, not final design.
- **Focus on User Experience**: Design with user needs and interactions in mind to ensure a smooth experience.
- **Be Consistent**: Maintain a uniform layout and style for clarity, making feedback easier for stakeholders and users.

Pre-Made Templates

Various wireframing tools can streamline the process with templates, design element libraries, and collaboration features, making it faster and more efficient.

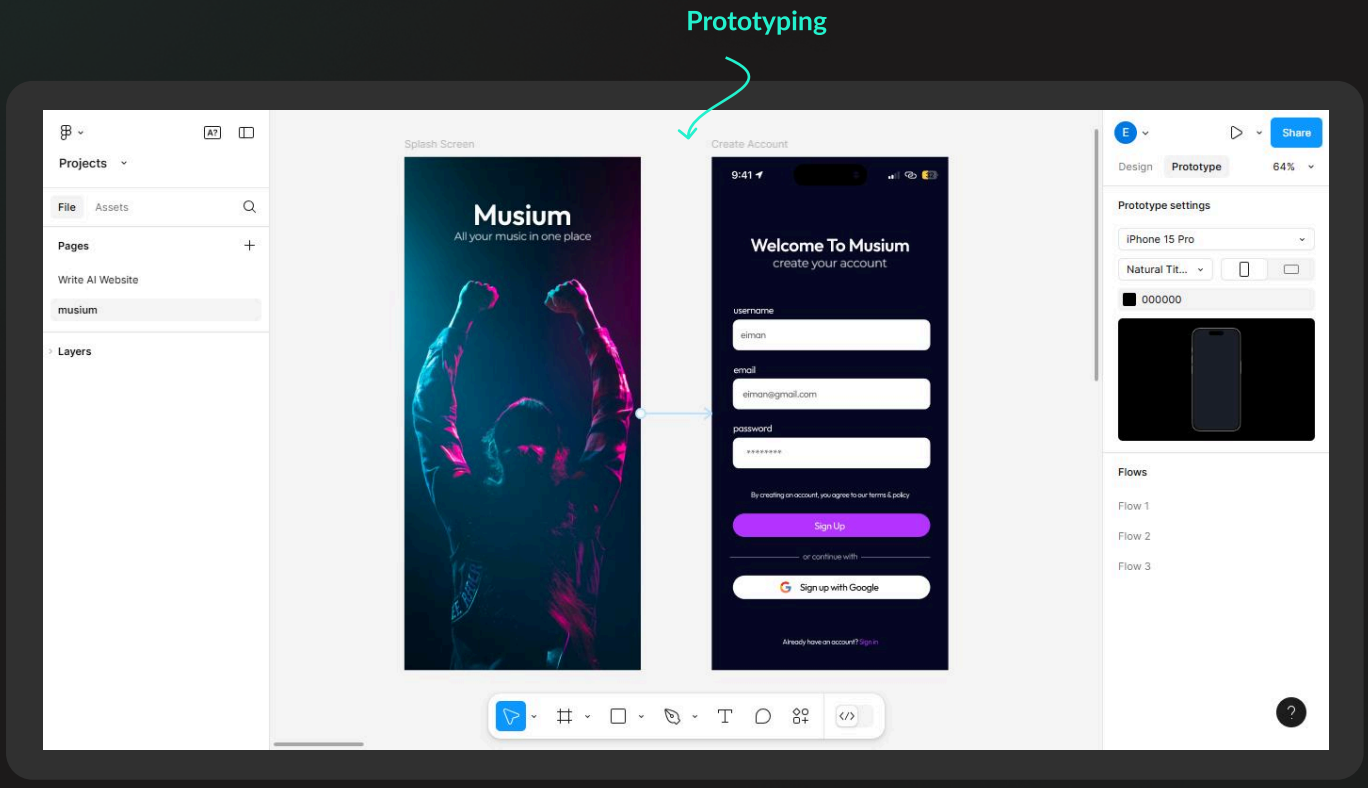


Prototyping

Prototyping is a crucial design process that demonstrates how interactions and animations should function in the final product. It helps engineers visualize user flows and refine the experience. Figma streamlines prototyping with built-in transitions, allowing seamless creation without the need for third-party apps.

Flow Prototyping

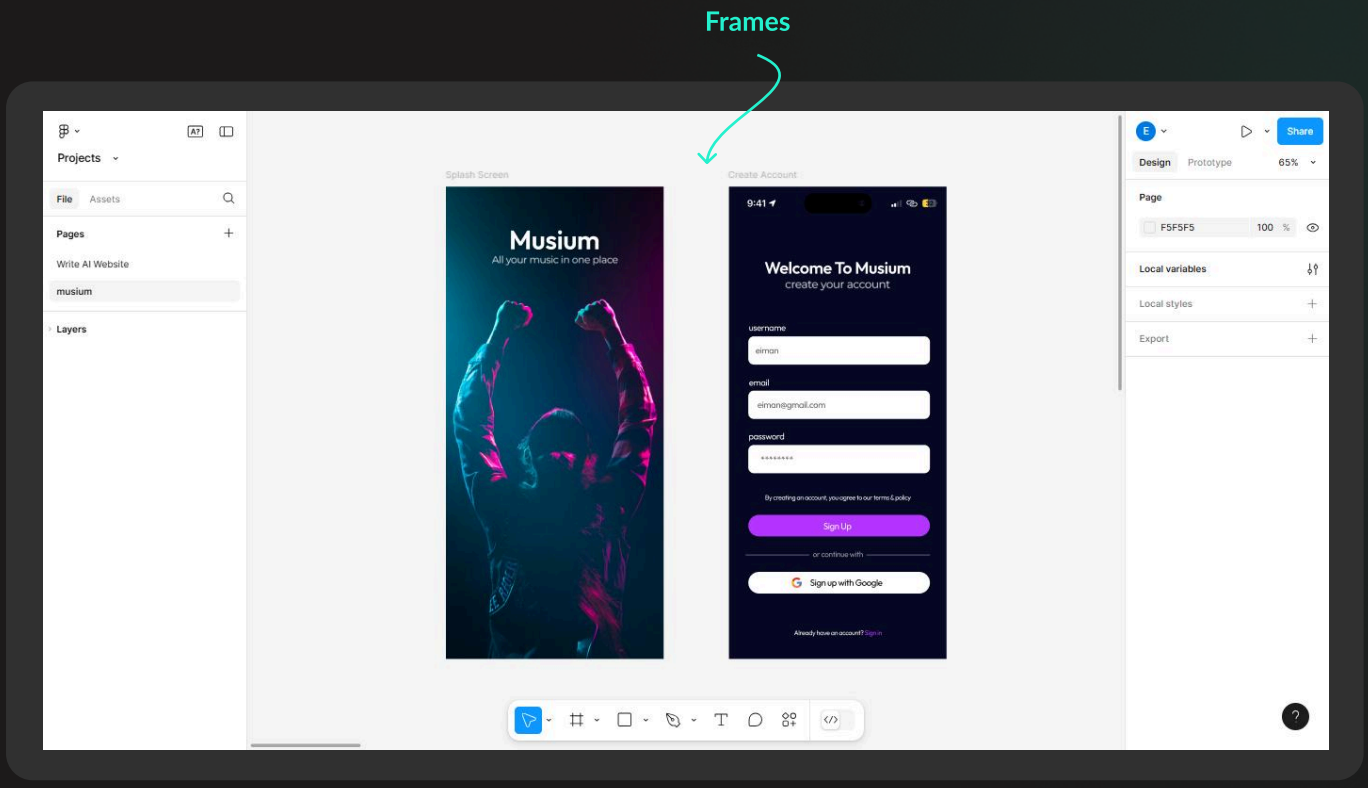
Flow prototyping illustrates the user's journey through an interface. For example, a user signs up, then taps the dashboard icon to view their profile—but what happens if they select the settings icon instead? Prototyping these interactions ensures a smooth experience and helps identify potential issues before development starts.



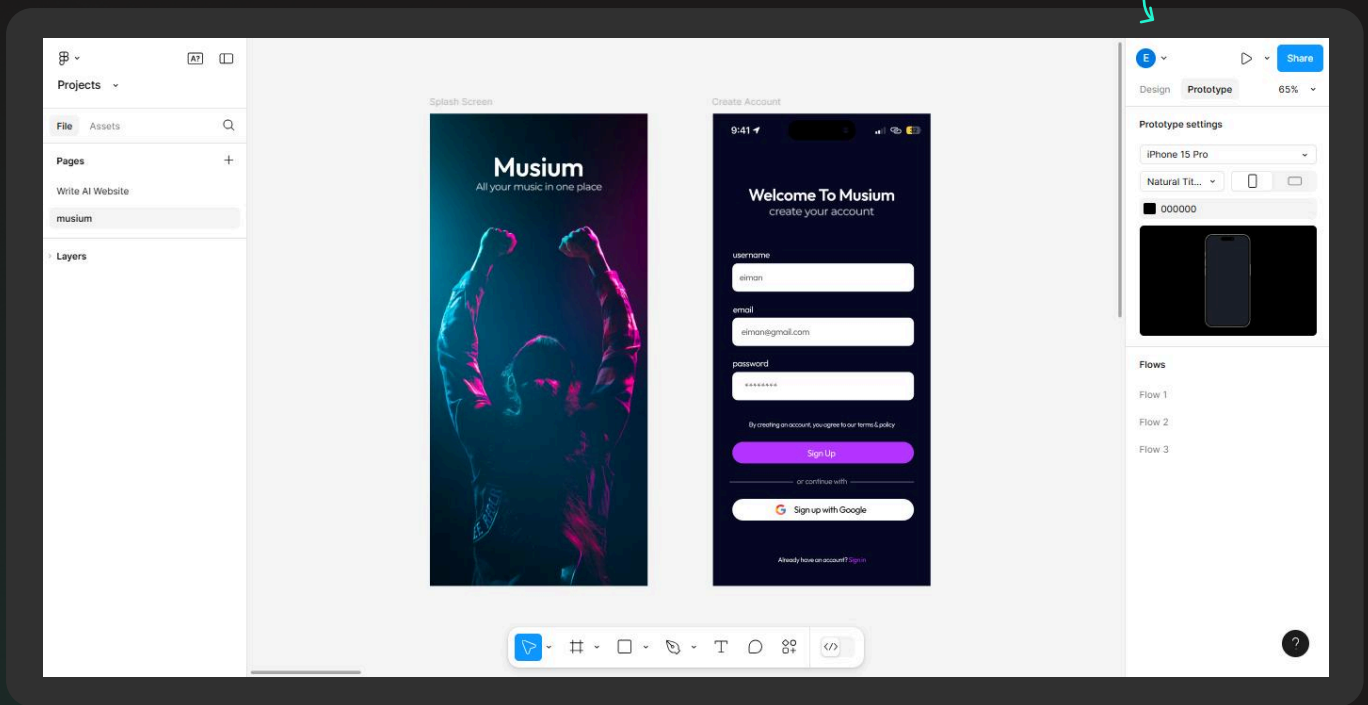
Prototype your Design

To start prototyping your design:

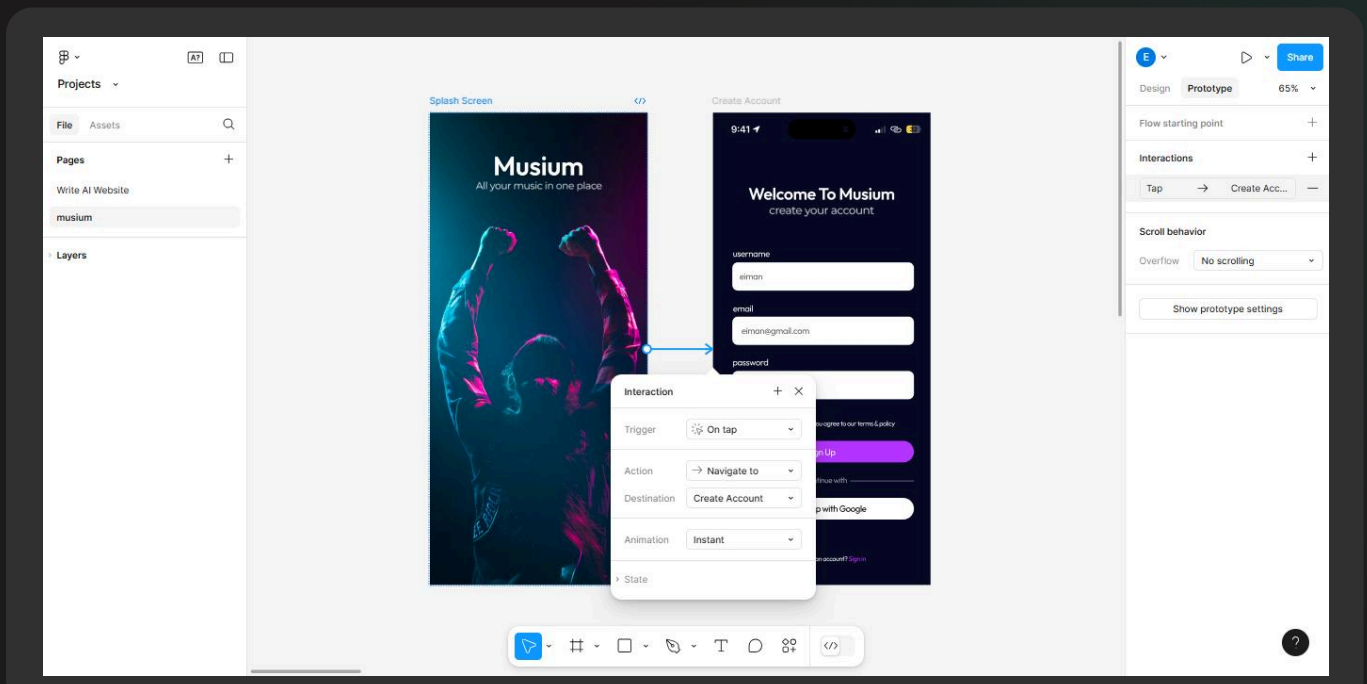
- Firstly, Select two frames



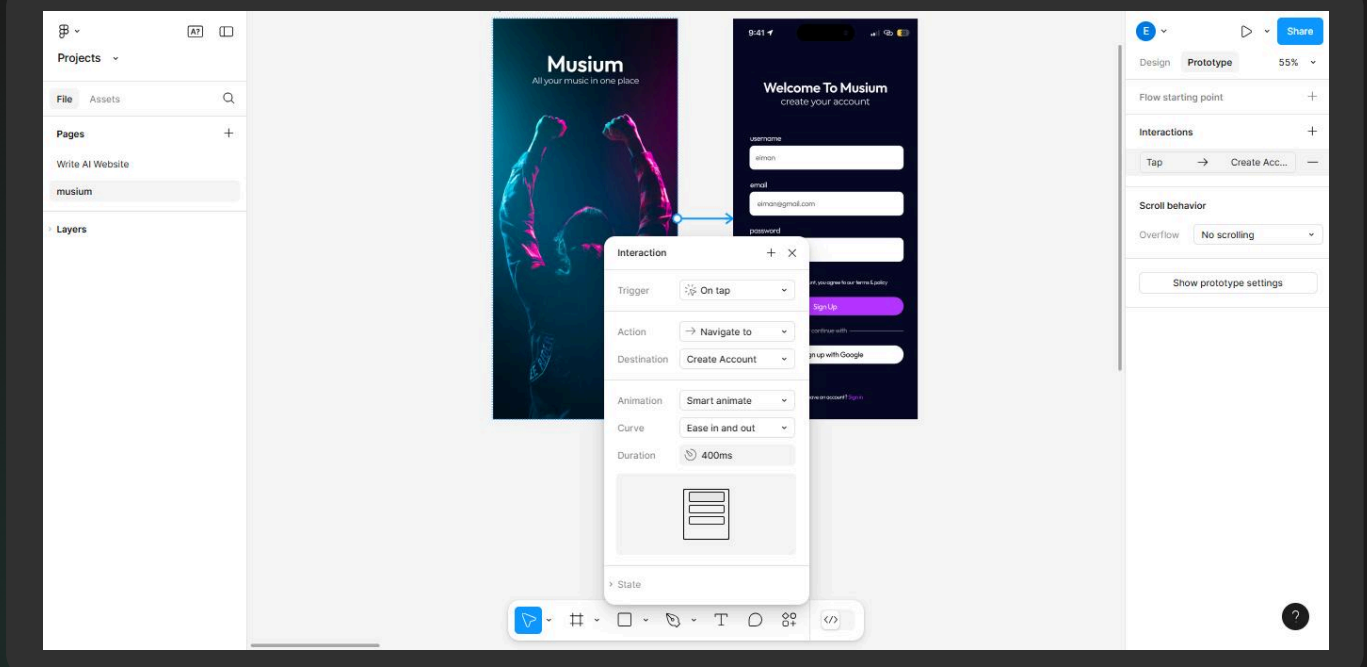
- Navigate to "Prototype" in the Properties panel



- Drag the anchor point of the frame/layer and connect it to the next frame

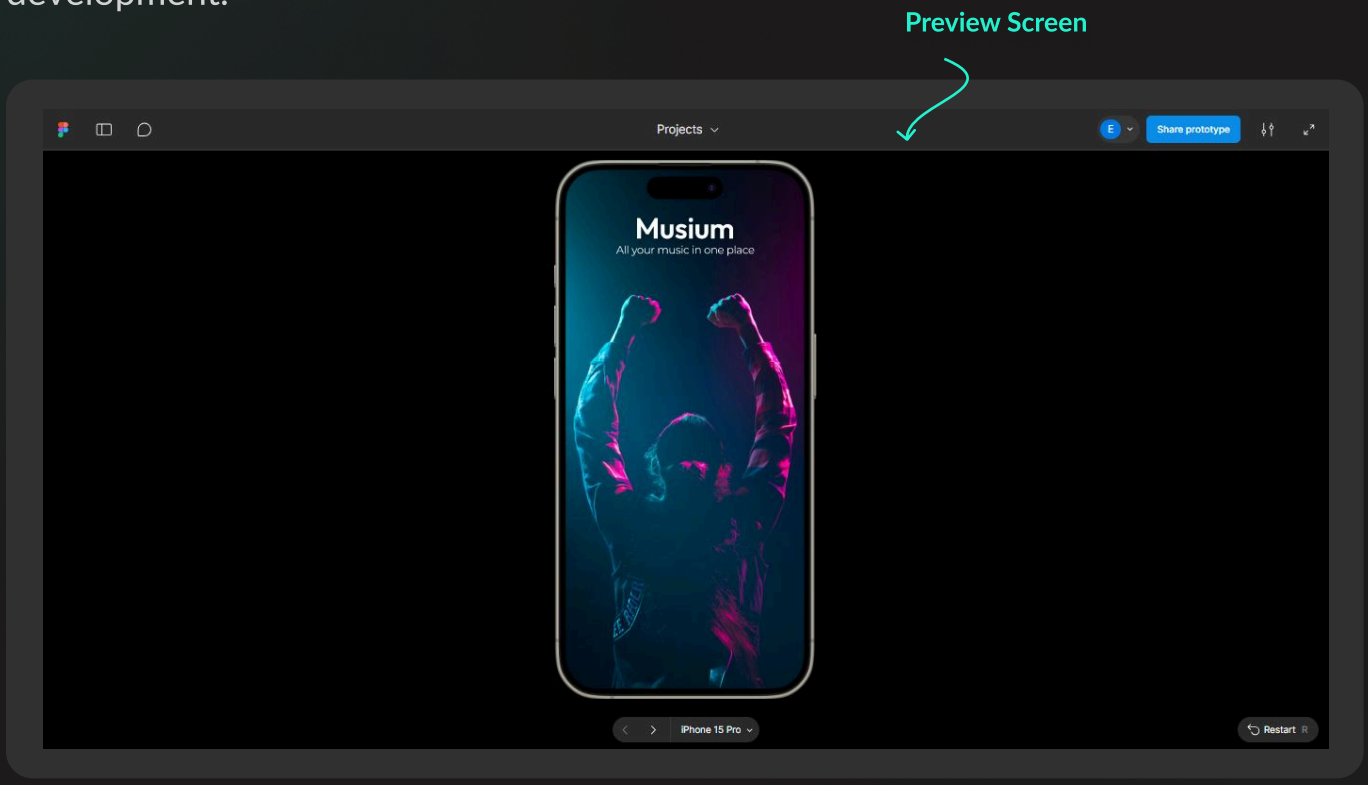


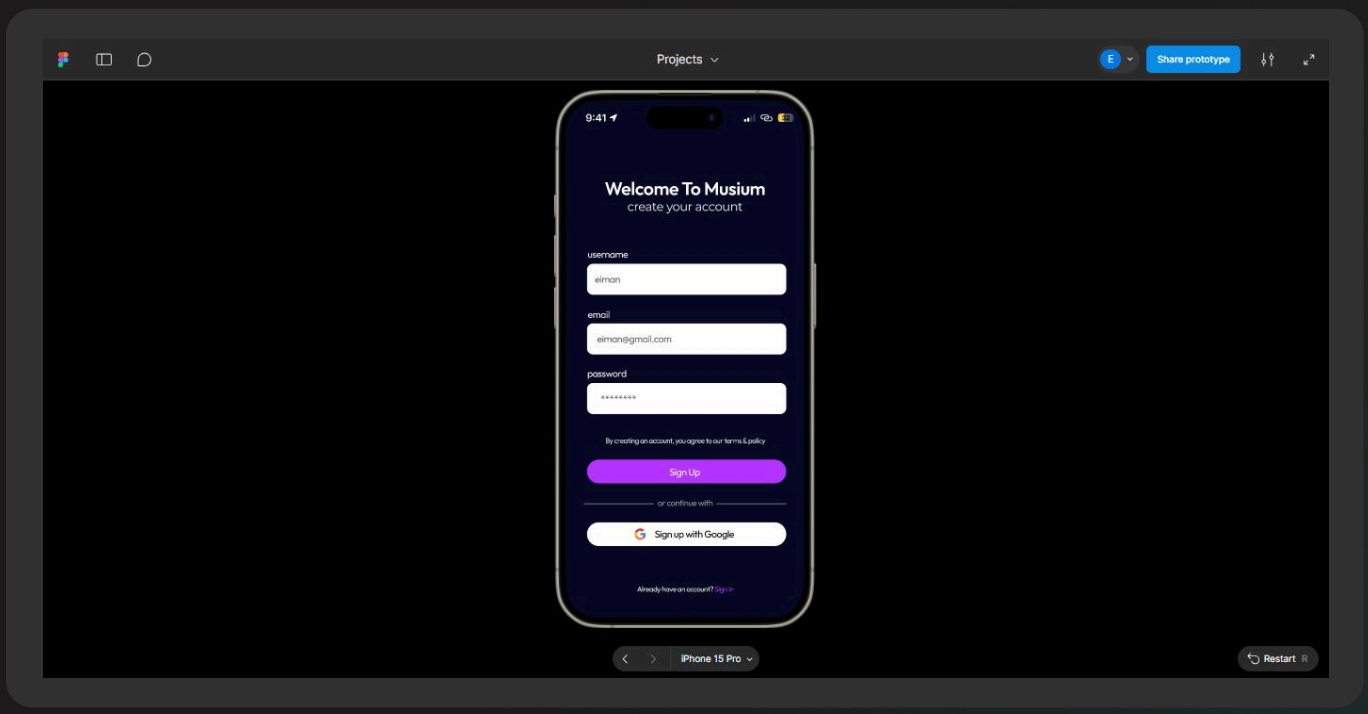
- Set the animation to Smart Animate, and the transition to Ease In And Out. Set transition period to 400ms for smooth animation.



Preview

You can preview your prototype anytime by clicking the Play button in Figma. Prototypes can be shared just like design files, allowing collaboration and feedback. This makes it easier to refine the user experience and showcase your app before development.

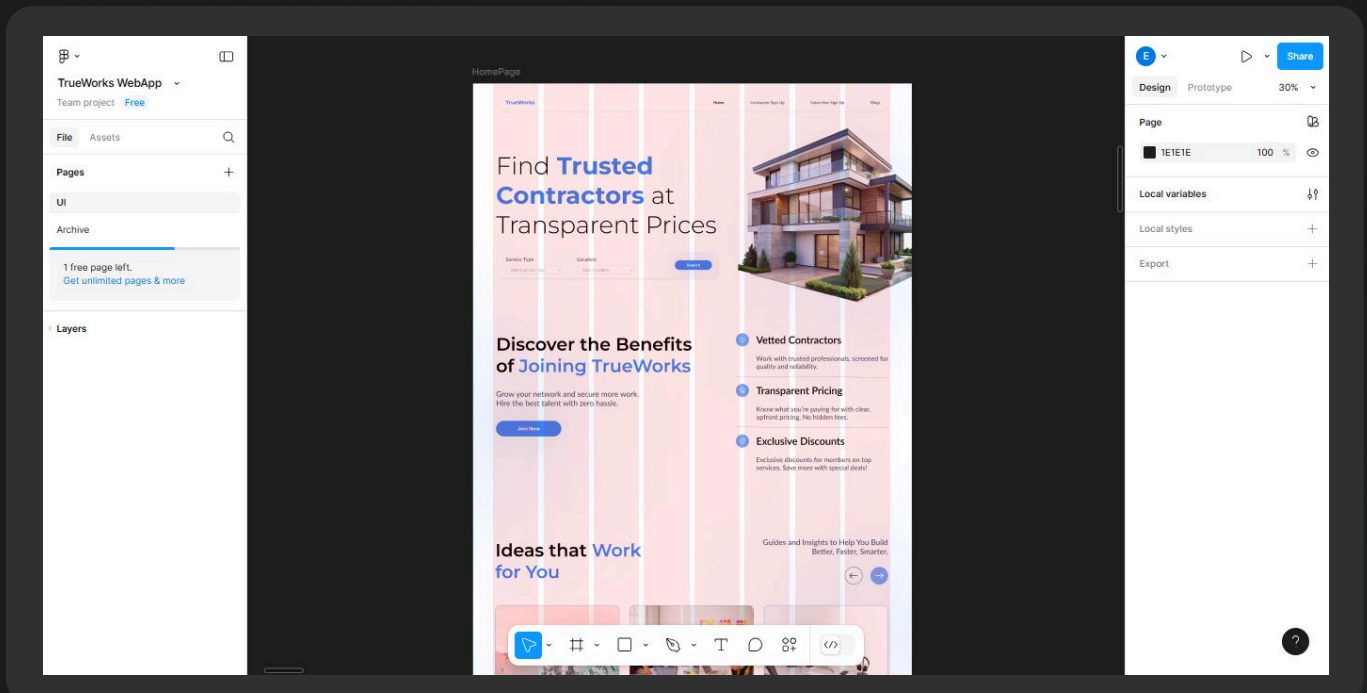




06 Grid System

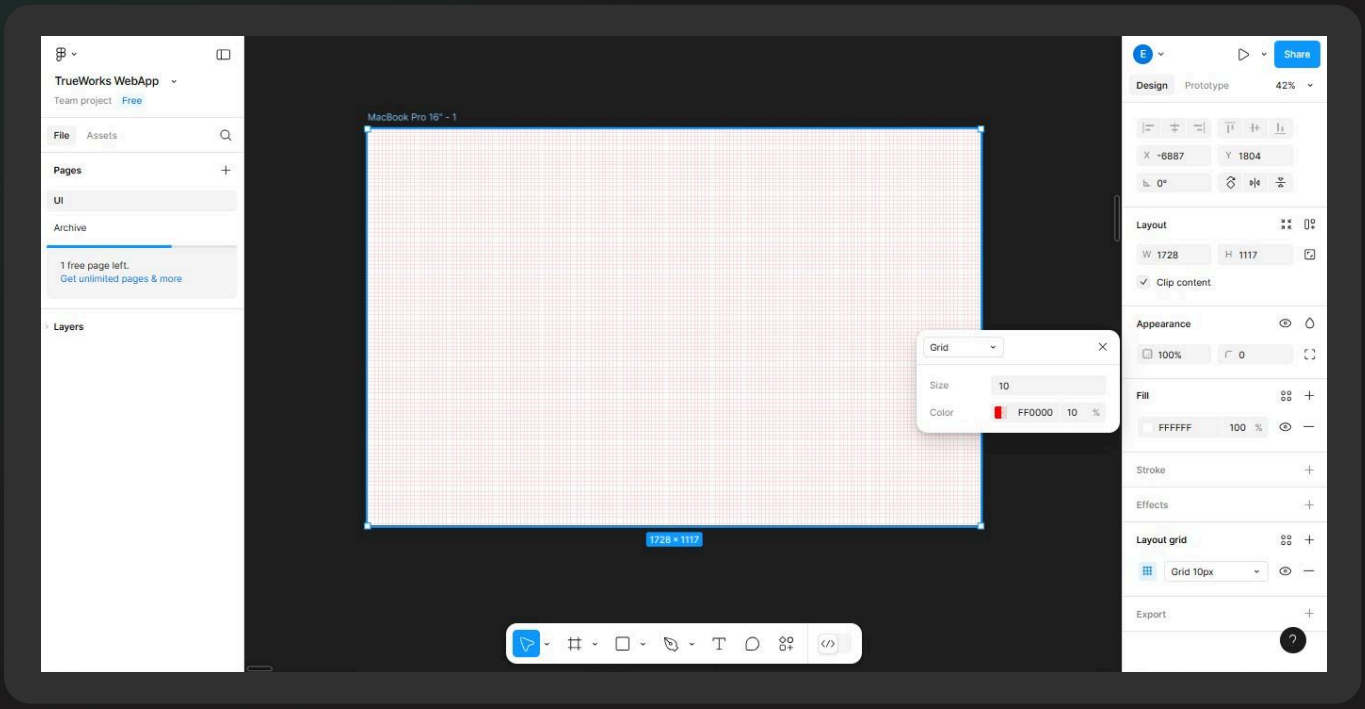
The grid enhances accuracy, adaptability, readability, and hierarchy in your design. A well-fitted grid ensures structure and consistency in Figma, guiding element placement and improving responsiveness.

Setting up a Grid System is essential for designing across different screen sizes. It helps developers align with your design for a seamless implementation. You can also find widely used Grid Systems online for reference.



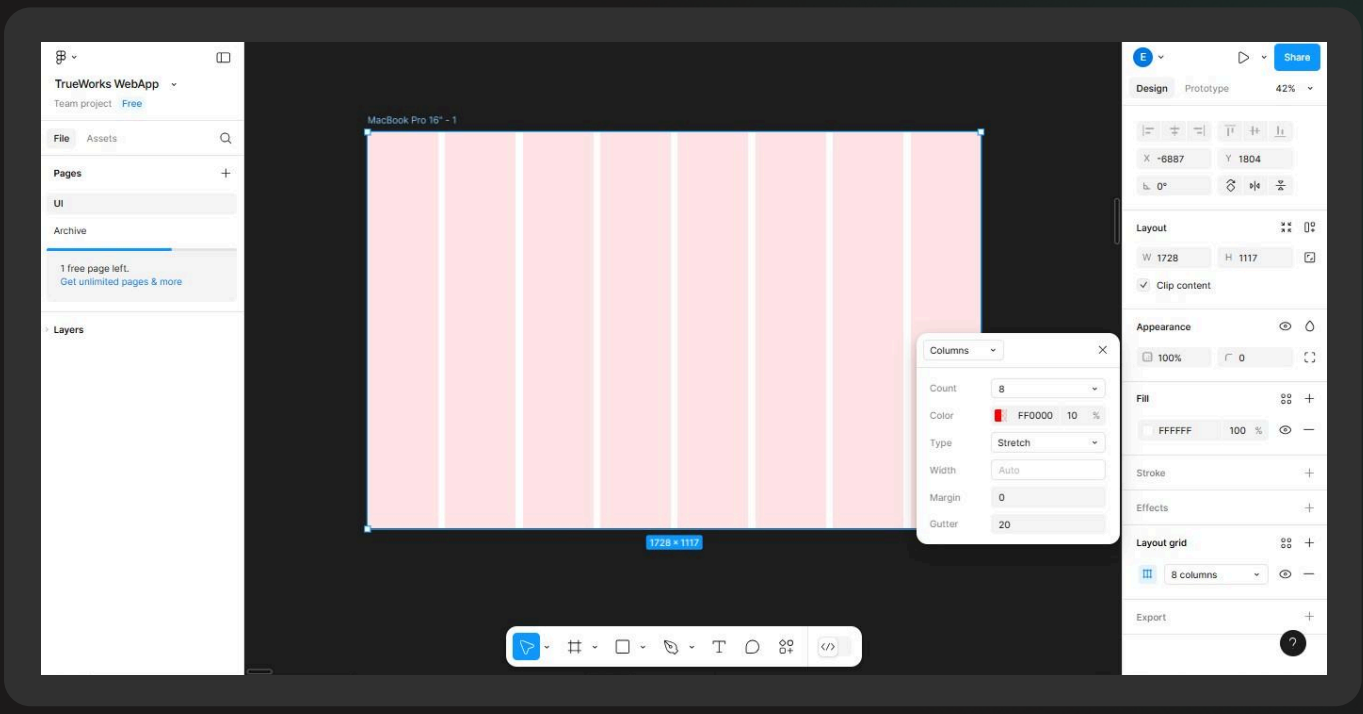
Uniform Grids

A uniform grid arranges items in evenly spaced rows and columns, ensuring consistent spacing and alignment throughout your design.



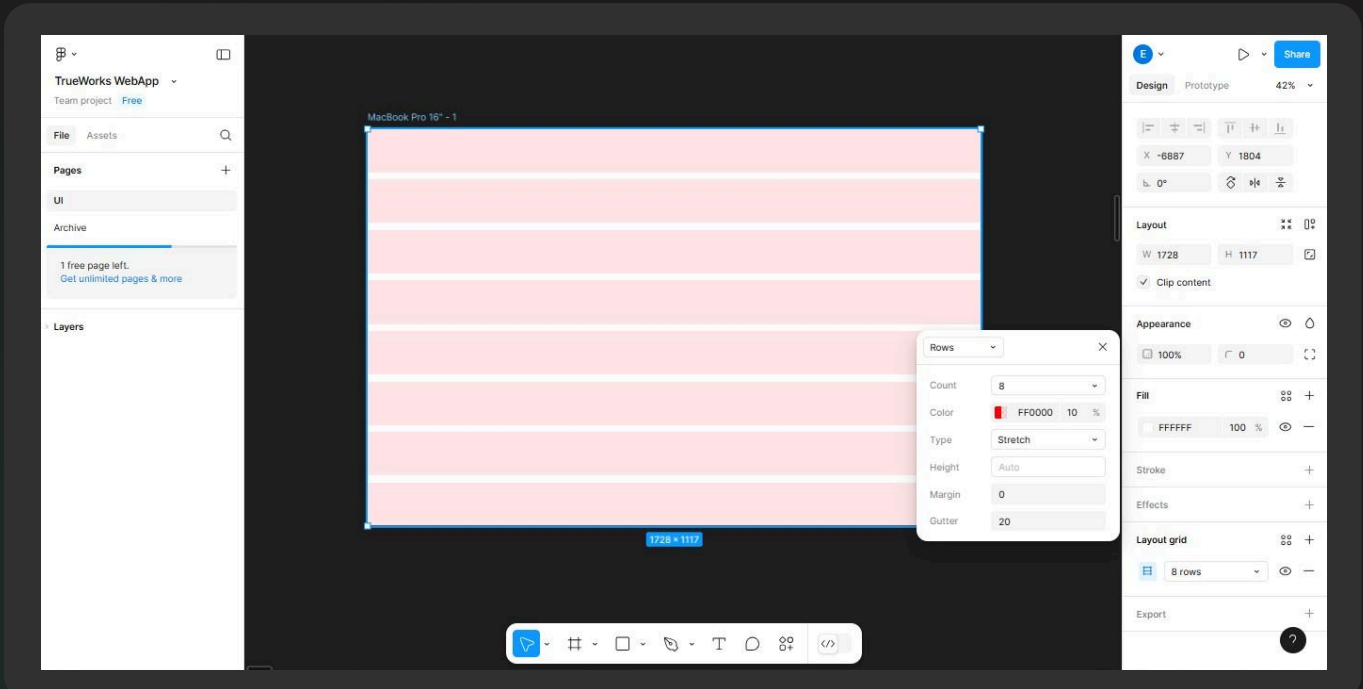
Column Grids

Column grids are the most commonly used grid system, especially for web design. They typically consist of 12 evenly spaced columns, allowing for precise alignment of elements and a well-structured layout. These grids adapt to different screen sizes by reducing the number of columns, ensuring a responsive and consistent design across devices.



Row Grids

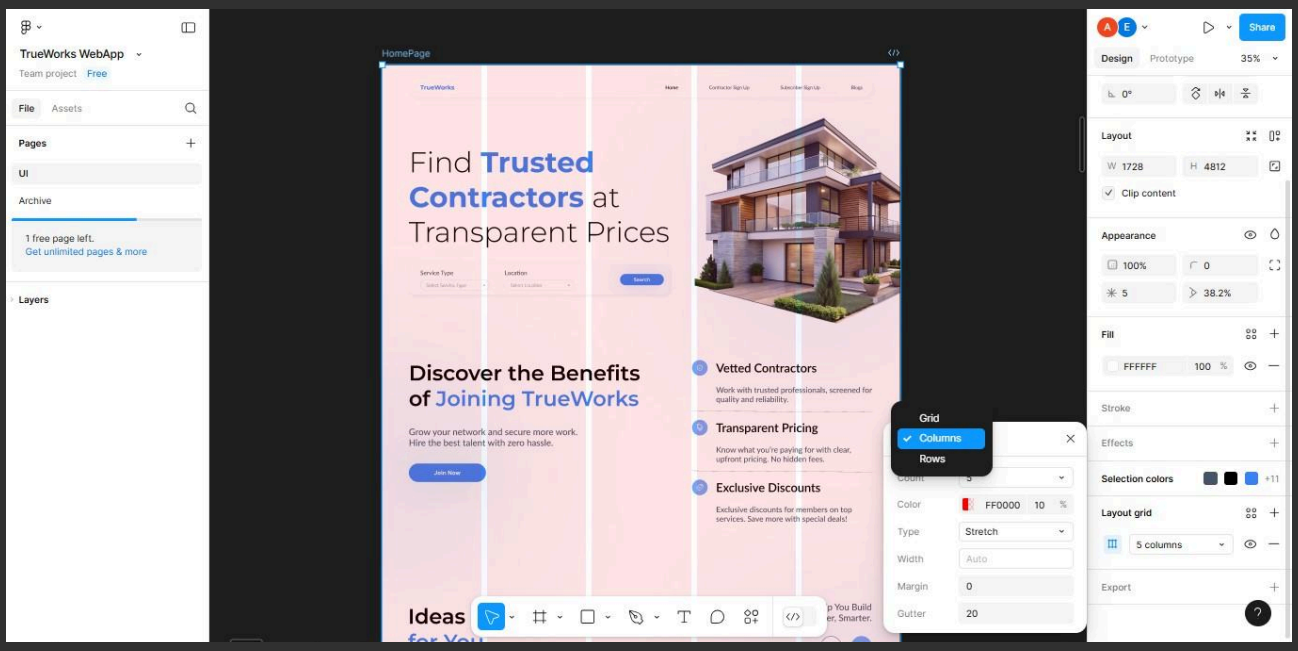
Row grids ensure proper horizontal alignment and spacing for typography and other design elements. They act as guides, helping maintain consistency throughout your design.



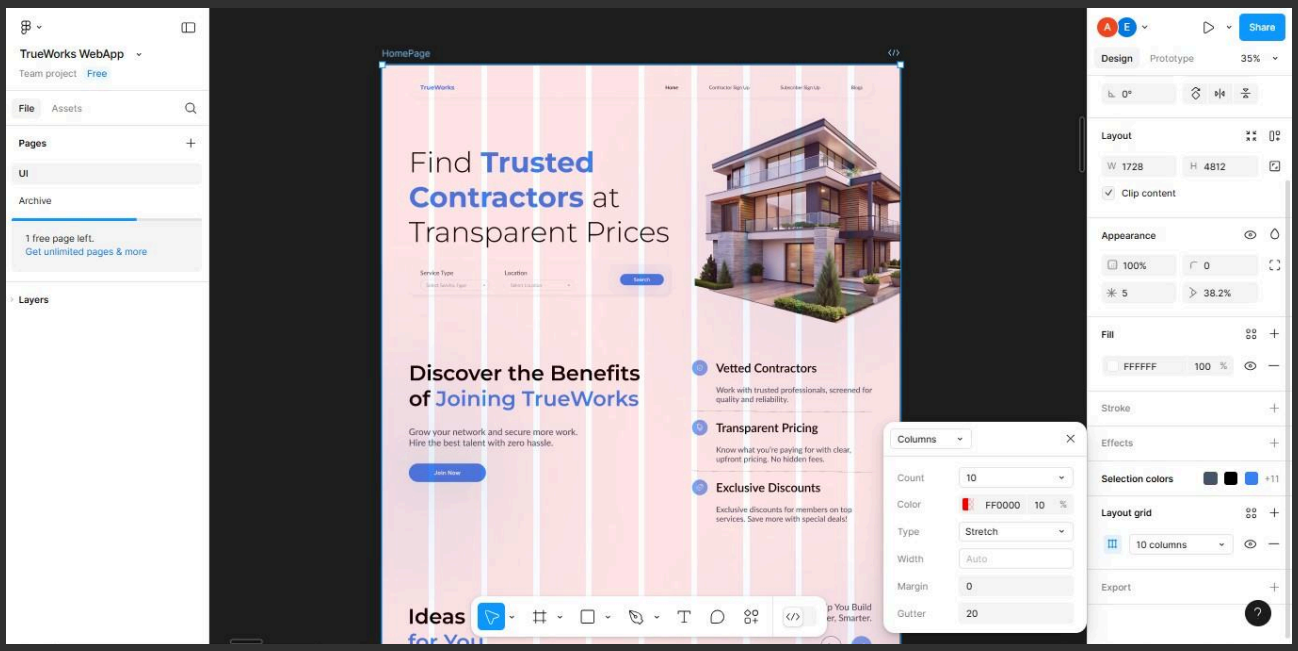
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Setting up your grid

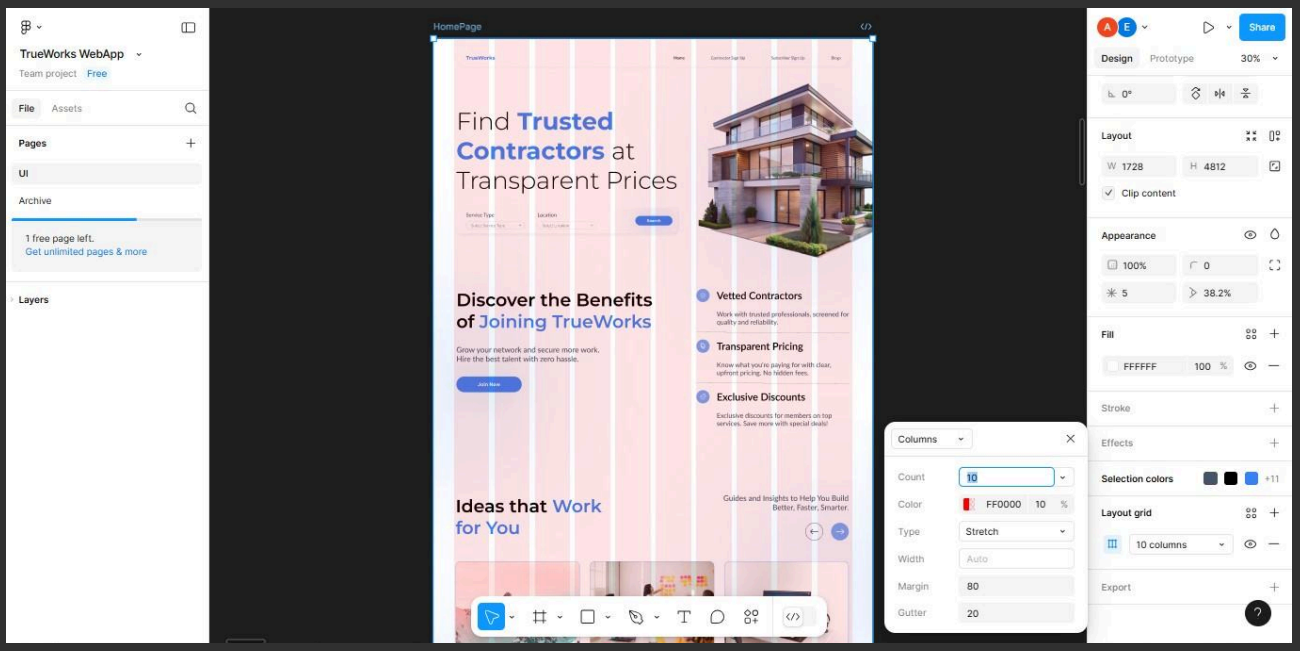
- Go to the Properties Panel and click the '+' icon next to Layout Grids.
- Click the Grid icon to switch between Grid, Columns, or Rows.



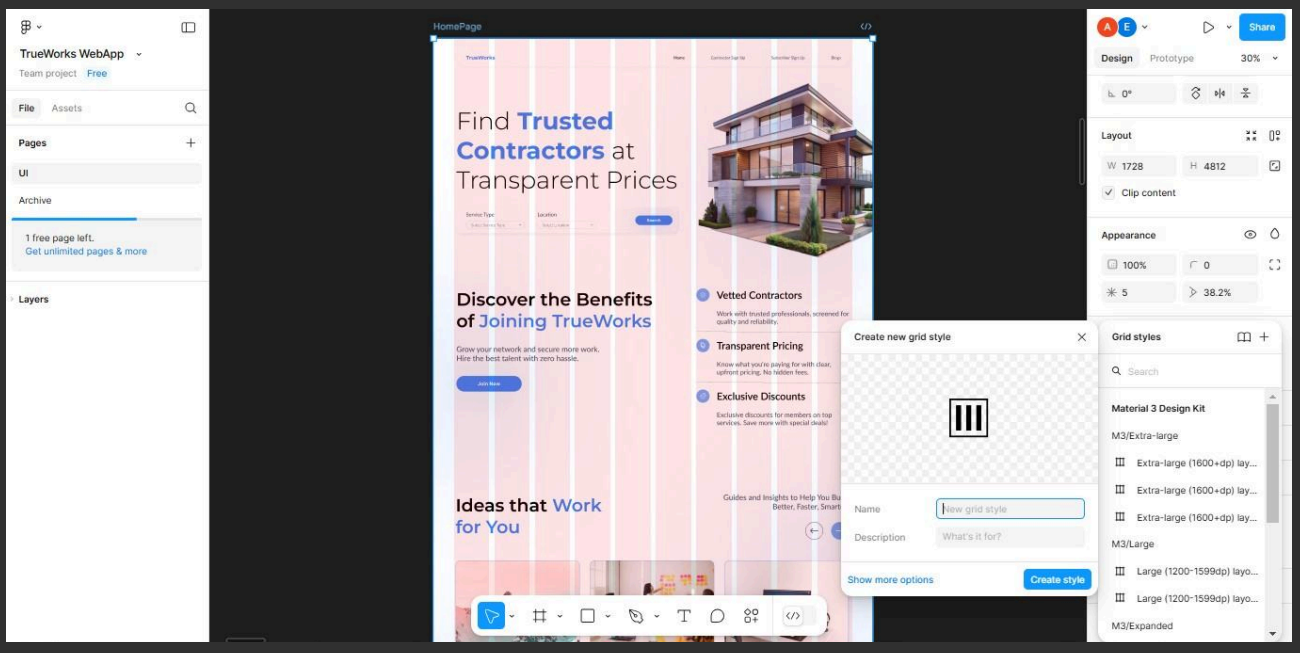
- Select "Column" and set the count to 10 or adjust as needed.



- Set the Type to Stretch, margin to 80px, and gutter to 20px.



- Click the ": :" icon to create a reusable grid style or add it to your design system. You can fully customize your Grid System without limitations.



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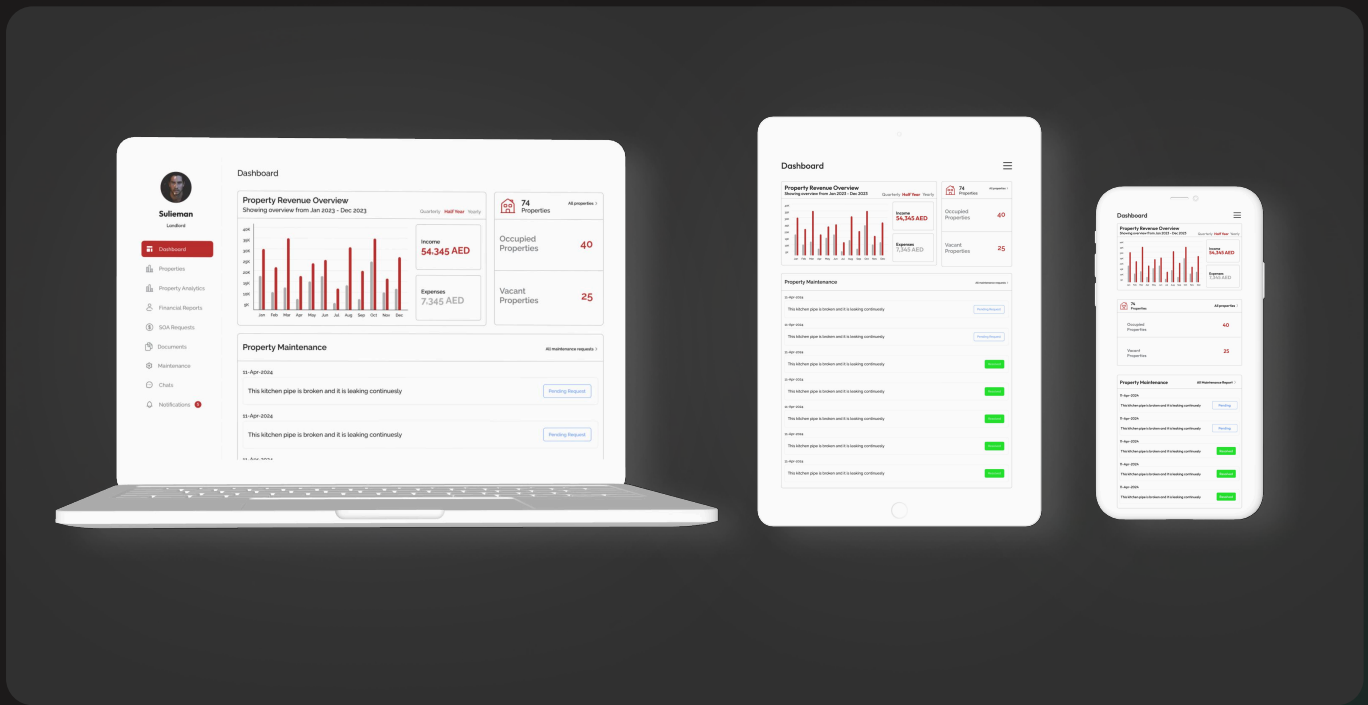
07 Responsive Designs

Responsive design is an approach that enables websites to adapt dynamically to different devices and screen sizes. It ensures that content, images, and UI elements scale and reposition smoothly, providing an optimal user experience on desktops, tablets, and mobile devices without requiring separate designs for each screen type.

Breaking Points

Breakpoints adjust the layout for the best user experience across screen sizes.

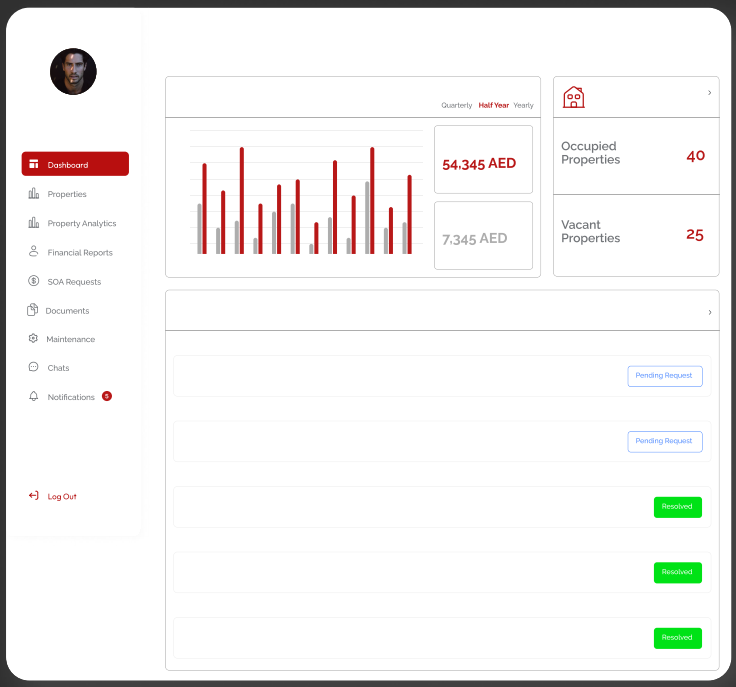
- 1728 px for **MacBook**
- 834 px for **iPad**
- 402 px for **iPhone**



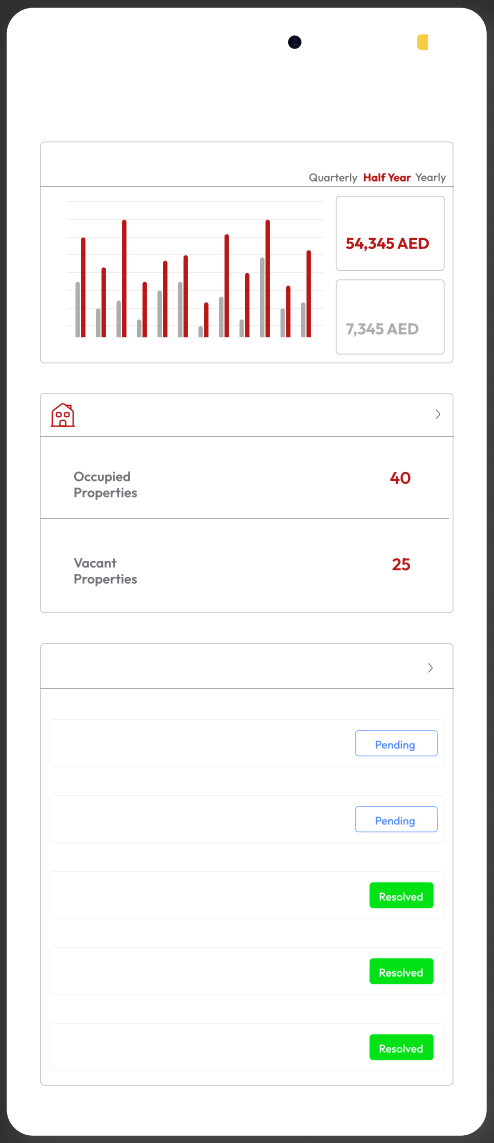
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Flexible Layout

Your content should adapt to different screen sizes while maintaining a consistent experience. Ensure responsiveness by adjusting spacing, shifting from horizontal to vertical layouts, and resizing grids.



Horizontal Layout for Desktop

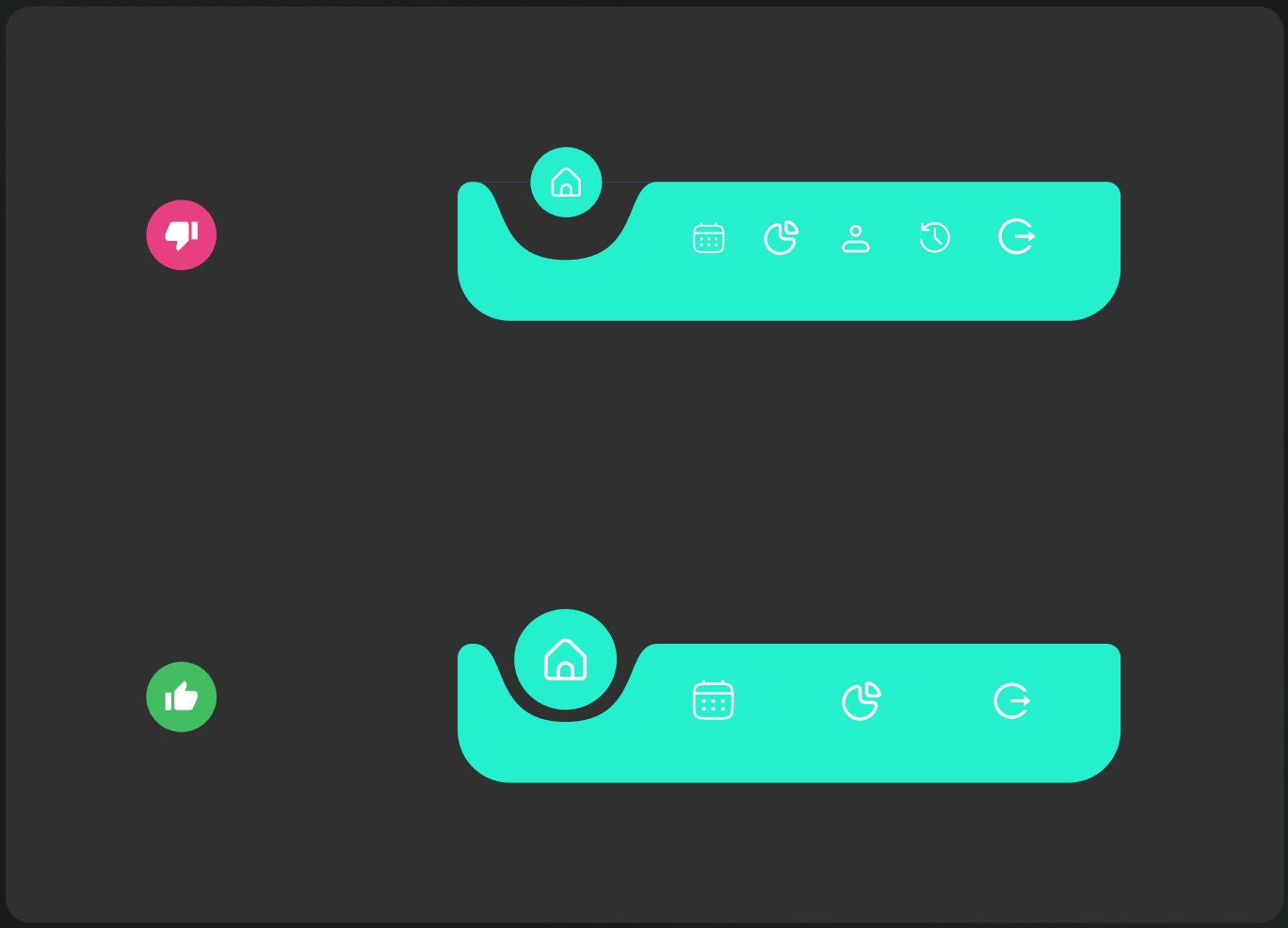


Vertical Layout for Mobile

Touch Target

Users don't always tap precisely on icons or text labels, so providing a larger tap area improves usability. A bigger touch target enhances the user experience.

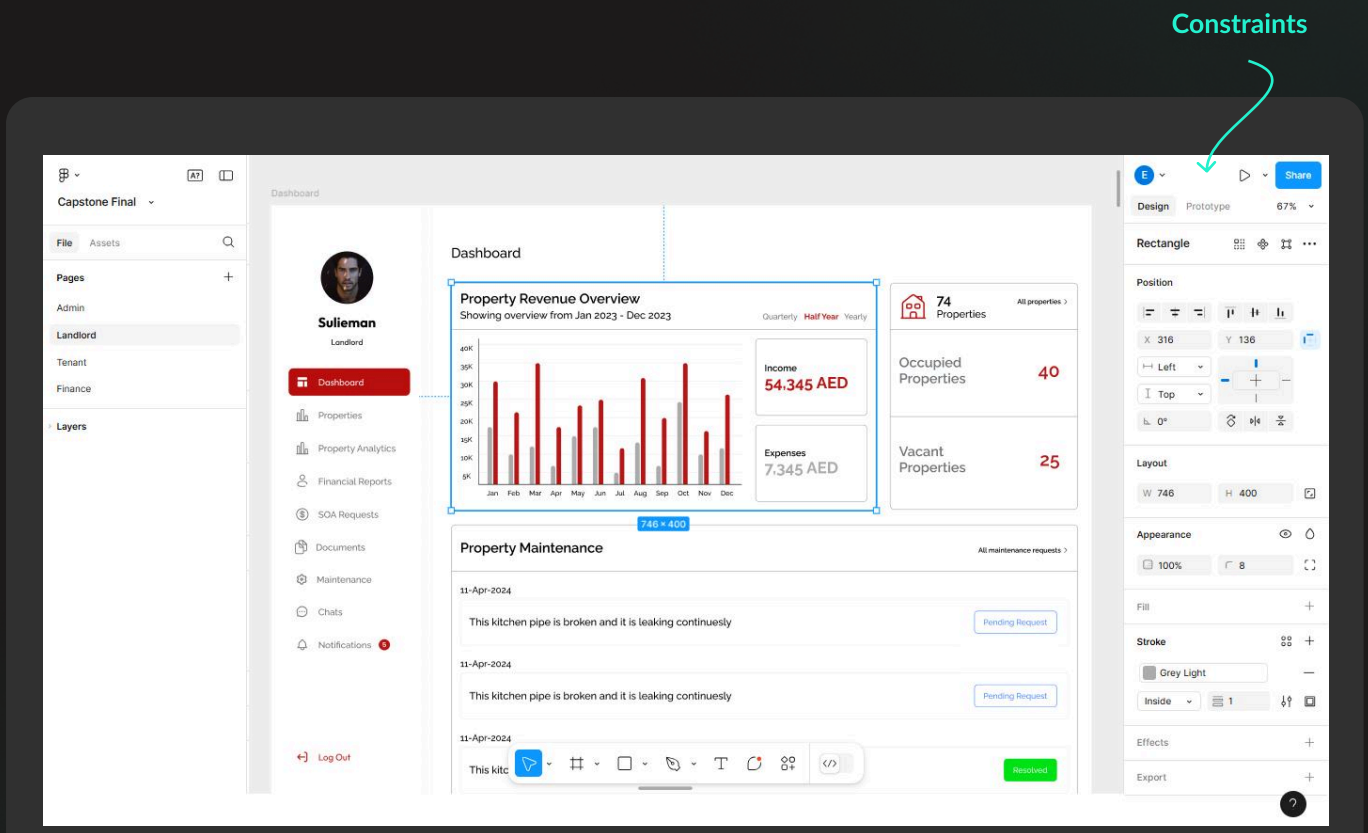
- Apple recommends a minimum touch target of **44x44px**
- Android suggests at least **48x48dp**



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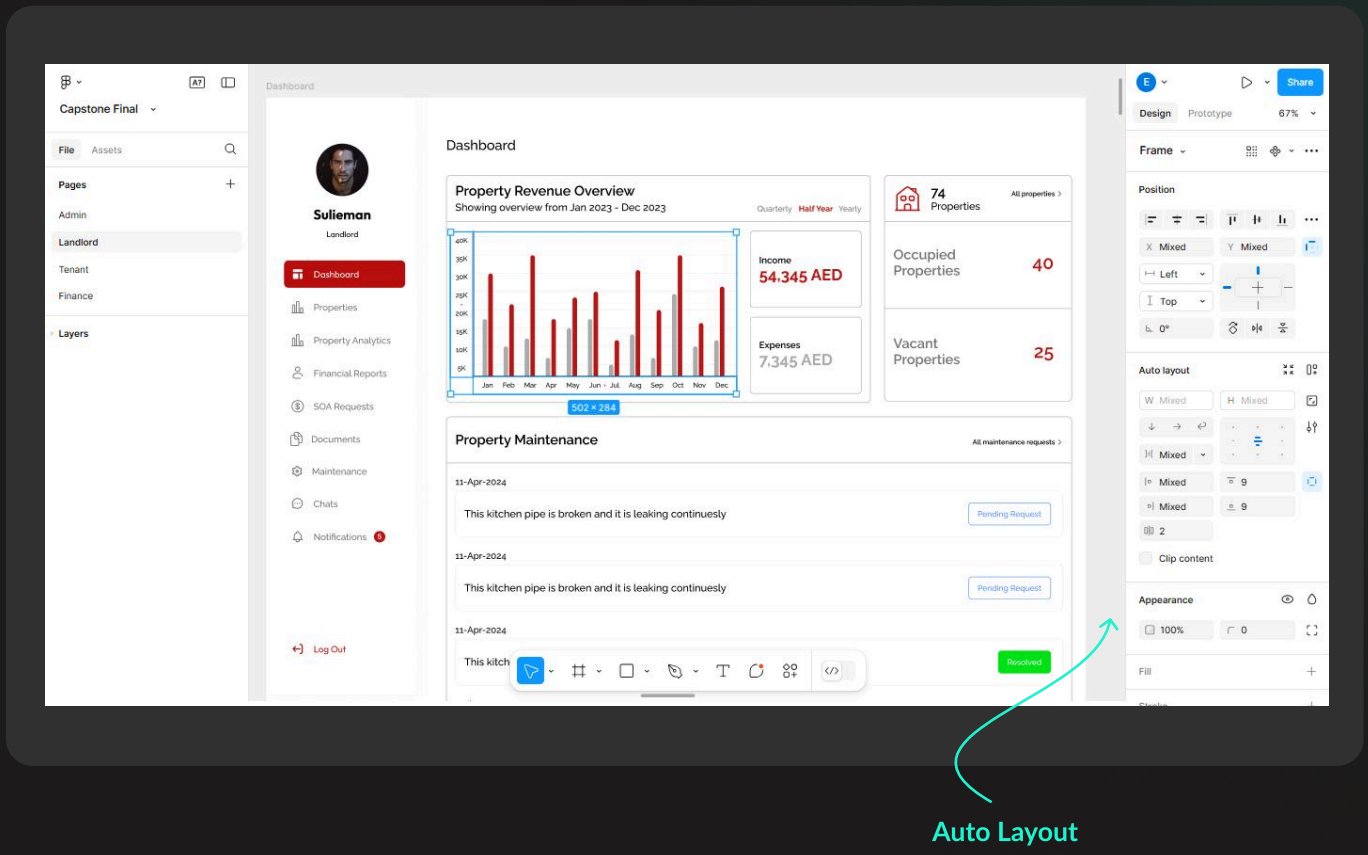
Constraints

Constraints define how elements adapt when resizing frames, ensuring designs remain responsive across different screen sizes. They are essential for creating flexible layouts that adjust seamlessly to content and screen changes.



Auto Layout

Auto Layout in Figma enables elements to resize dynamically based on their content. It adjusts automatically as items are added or modified, eliminating the need for manual resizing. This makes creating responsive designs effortless, with layouts adapting based on the chosen direction.



- **Direction**: Arrange elements in a row (horizontal) or column (vertical) layout.
- **Spacing Between Items**: Adjusts the gap between elements dynamically.
- **Padding**: Controls the space inside a container around its content.
- **Alignment & Distribution**: Aligns elements to the left, center, right, top, middle, or bottom of a frame.
- **Resizing**:

  Fixed: Element remains the same size regardless of content.

  Hug: Element resizes to fit its content.

  Fill: Element expands to fit the available space.

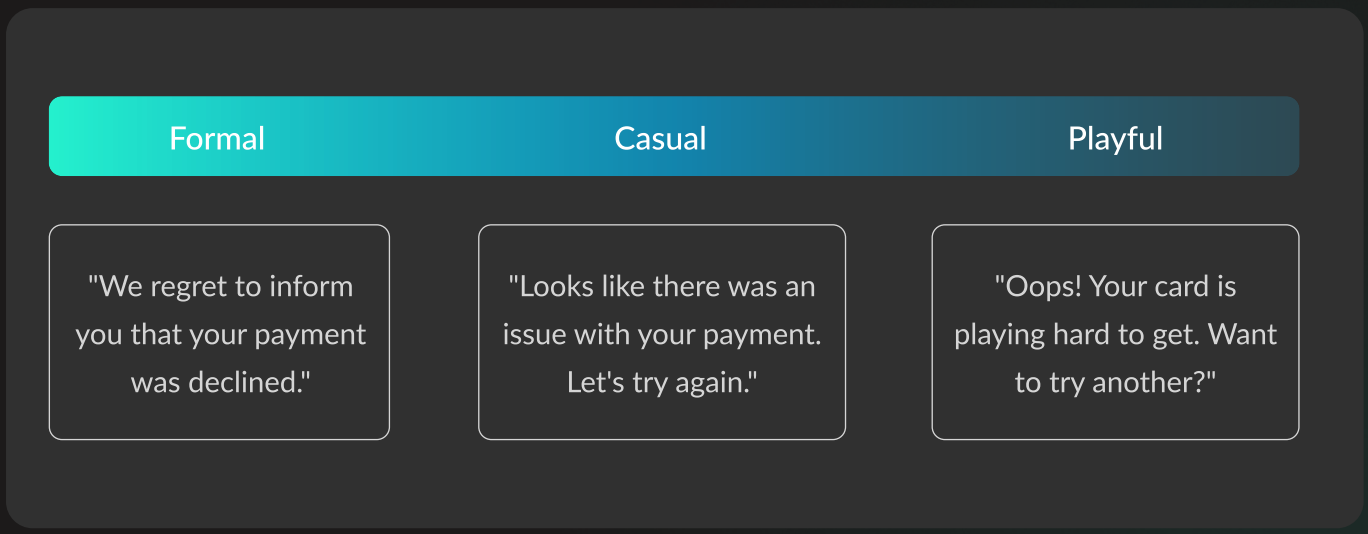
08 UX Writing & Microcopy

UX Writing makes content clear, engaging, and easy to navigate.

Microcopy, like buttons and error messages, guides users and improves their experience. Well-crafted text enhances usability, maintains consistency, and ensures smooth interactions. This section covers best practices for effective microcopy.

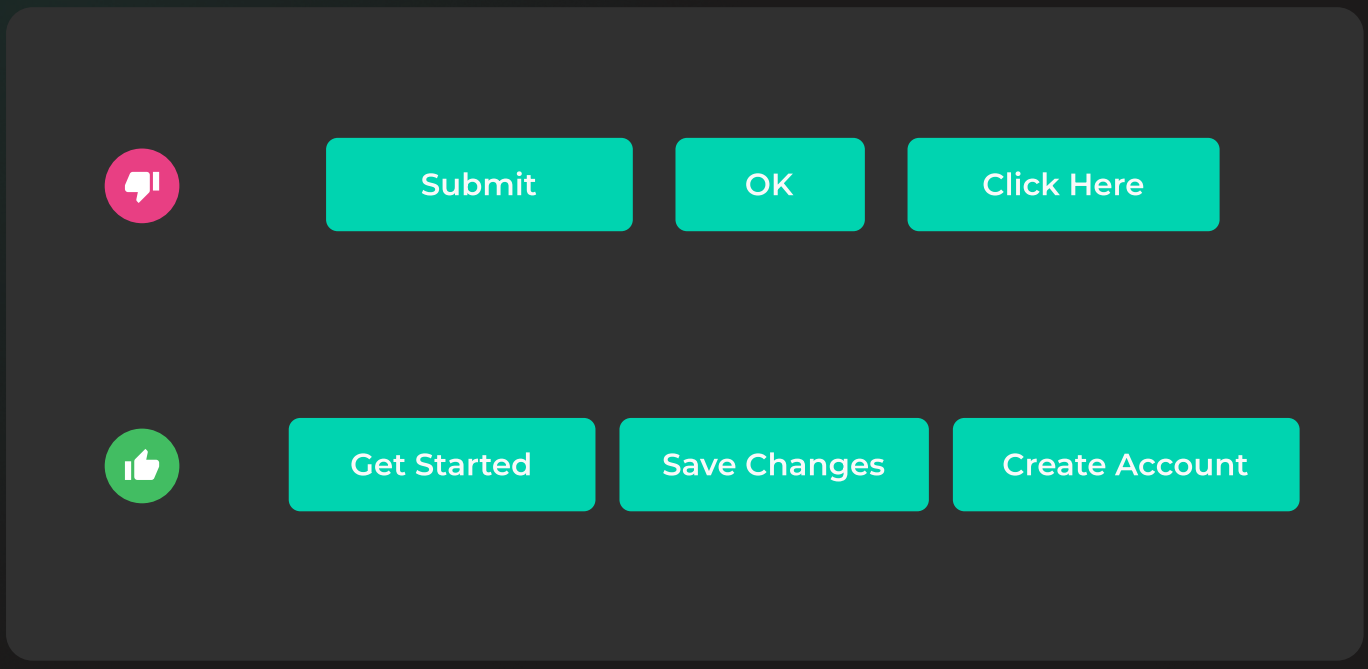
Tone & Voice

- Define your brand's personality
- Maintain consistency across interactions
- Adjust according to the situation.

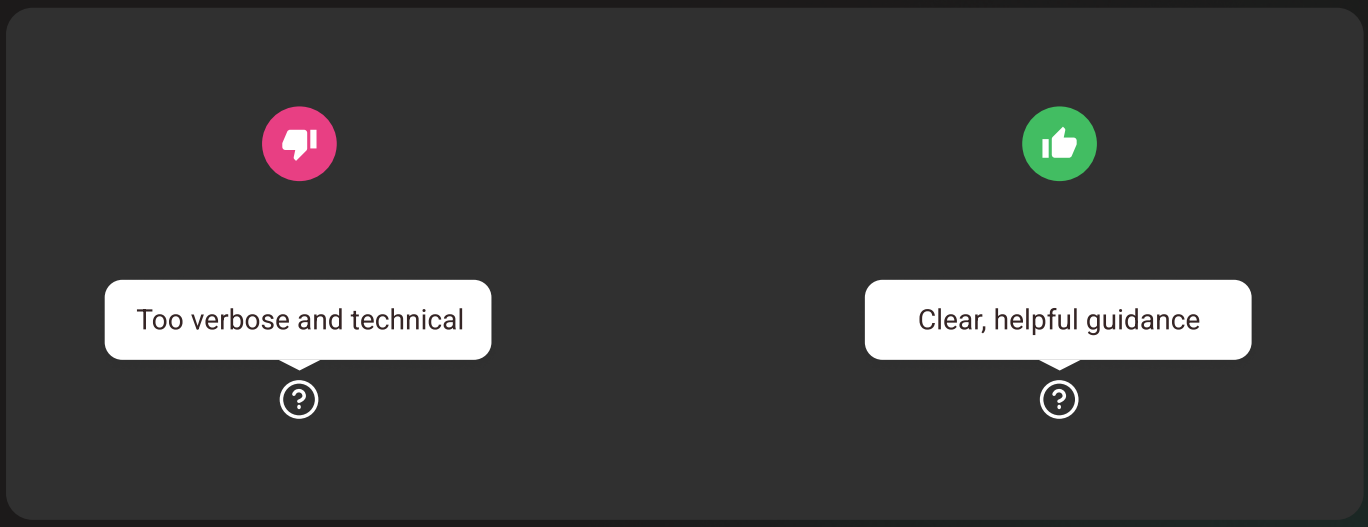


UI Elements

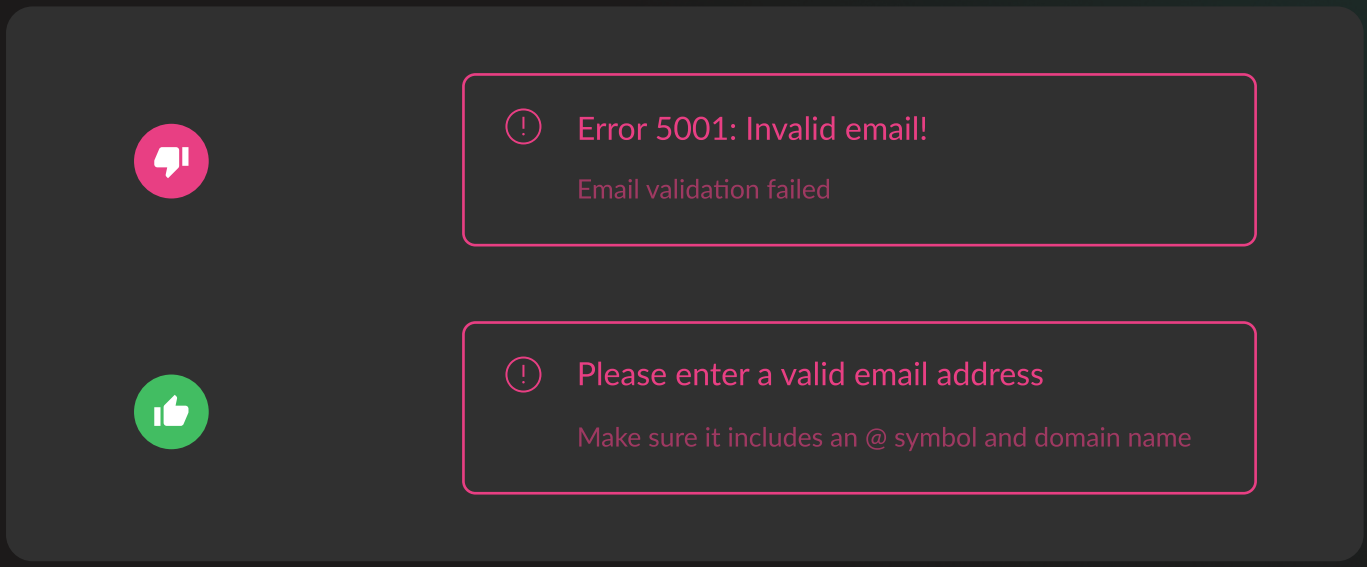
- Buttons



- Tool Tips & Hints

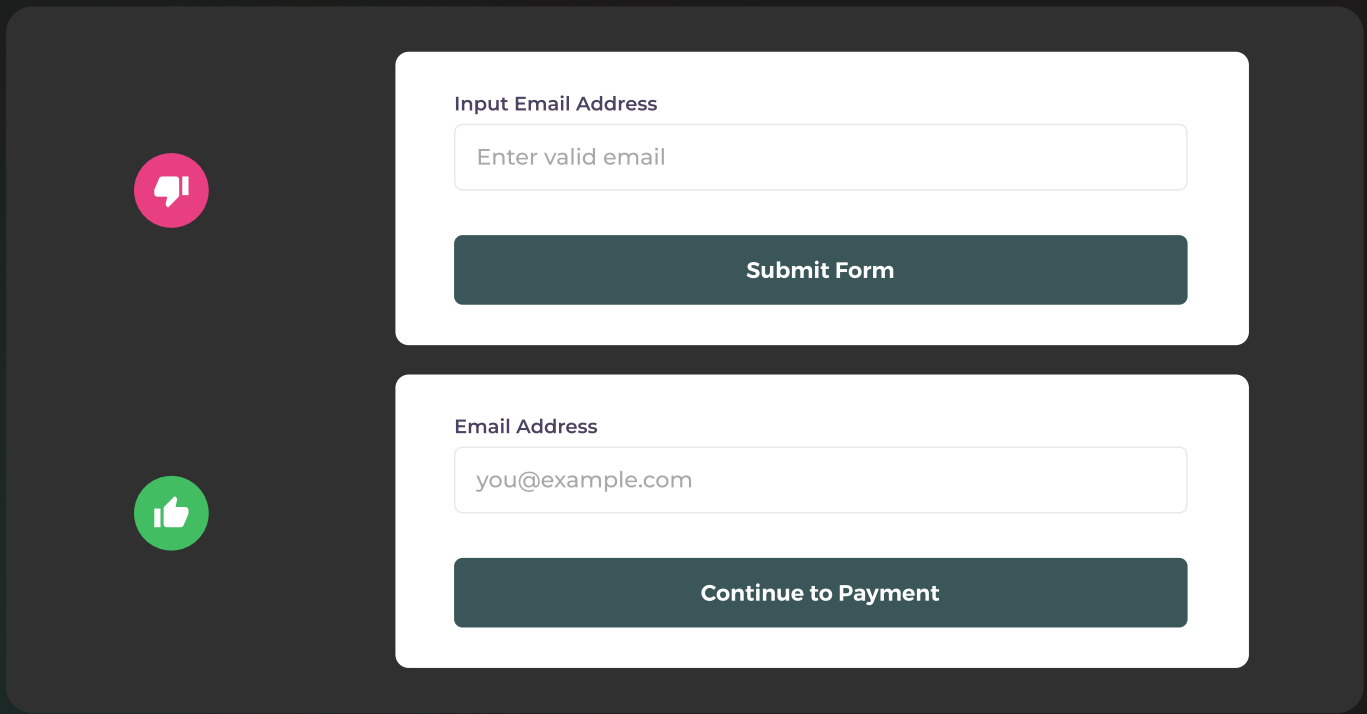


- Error Messages



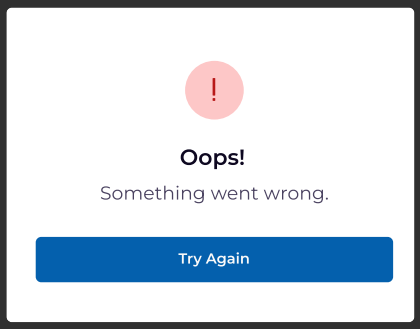
Best Practices

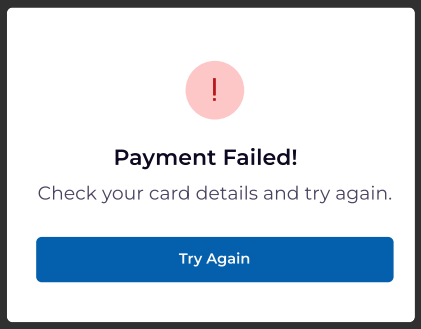
- Be concise—say only what's necessary
- Use familiar words that users easily understand
- Keep the tone human—avoid robotic language





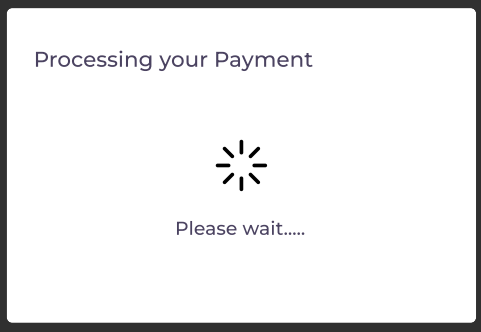


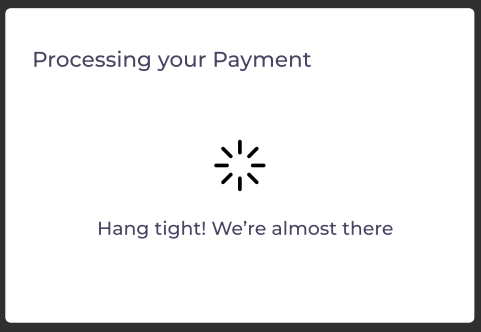

!
Oops!
Something went wrong.
Try Again


!
Payment Failed!
Check your card details and try again.
Try Again






Processing your Payment
Please wait.....


Processing your Payment
Hang tight! We're almost there

09 Design Process

The UI/UX design process is a structured approach that helps transform an idea into a functional and user-friendly digital product. It ensures that the final product not only looks great but also solves real user problems effectively. From understanding user needs to prototyping, testing, and development, each stage plays a crucial role in crafting an intuitive and engaging experience.

To illustrate this process, Let's take an example of **AI Resume Builder App** a platform that helps job seekers create optimized resumes effortlessly. Through this example, we will walk you through each step of the design process, showcasing how research, ideation, prototyping, testing, and iteration come together to build a successful product.

Project Overview

This project aims to develop an AI-powered web app that helps job seekers create optimized resumes and cover letters. The app analyzes users' professional backgrounds and job preferences to generate tailored content for specific roles. It suggests key skills, industry-relevant buzzwords, and formatting guidelines to improve ATS compatibility. By streamlining the resume creation process, it enhances users' chances of securing interviews. The goal is to make resume writing effortless and more effective.

Problem Statement & Solution

Problem

Job seekers often find it challenging to create resumes that effectively highlight their skills and experience, reducing their chances of securing interviews. This struggle may stem from a lack of experience, difficulty in tailoring resumes to specific job roles, and issues with proper formatting and keyword optimization.

Solution

One solution to this problem is to use an AI-powered app that generates targeted resumes and cover letters by analyzing user profiles. It suggests relevant skills, keywords, and formatting tips to optimize resumes for specific industries and ensure ATS compatibility.

Project Process



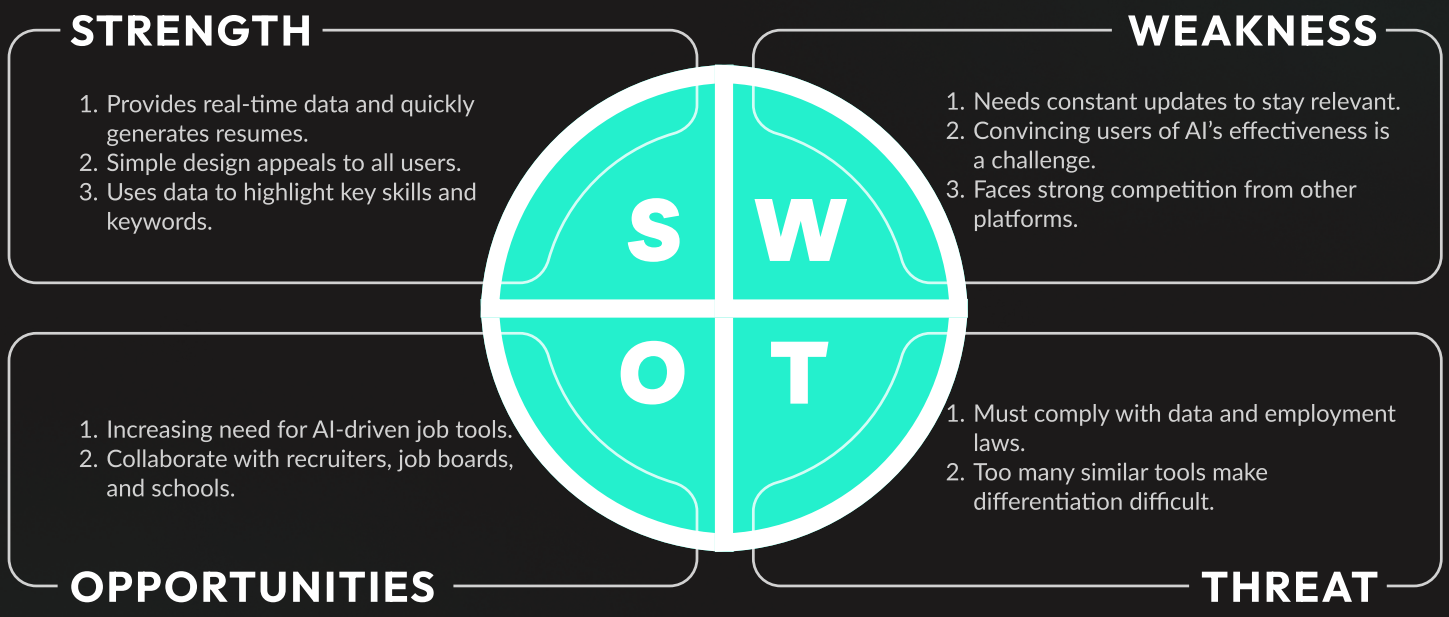
Real Users

- Job seekers of all experience levels, from recent graduates to career changers.
- Individuals with limited resume writing experience.
- Professionals seeking to tailor their resumes for specific industries and positions.

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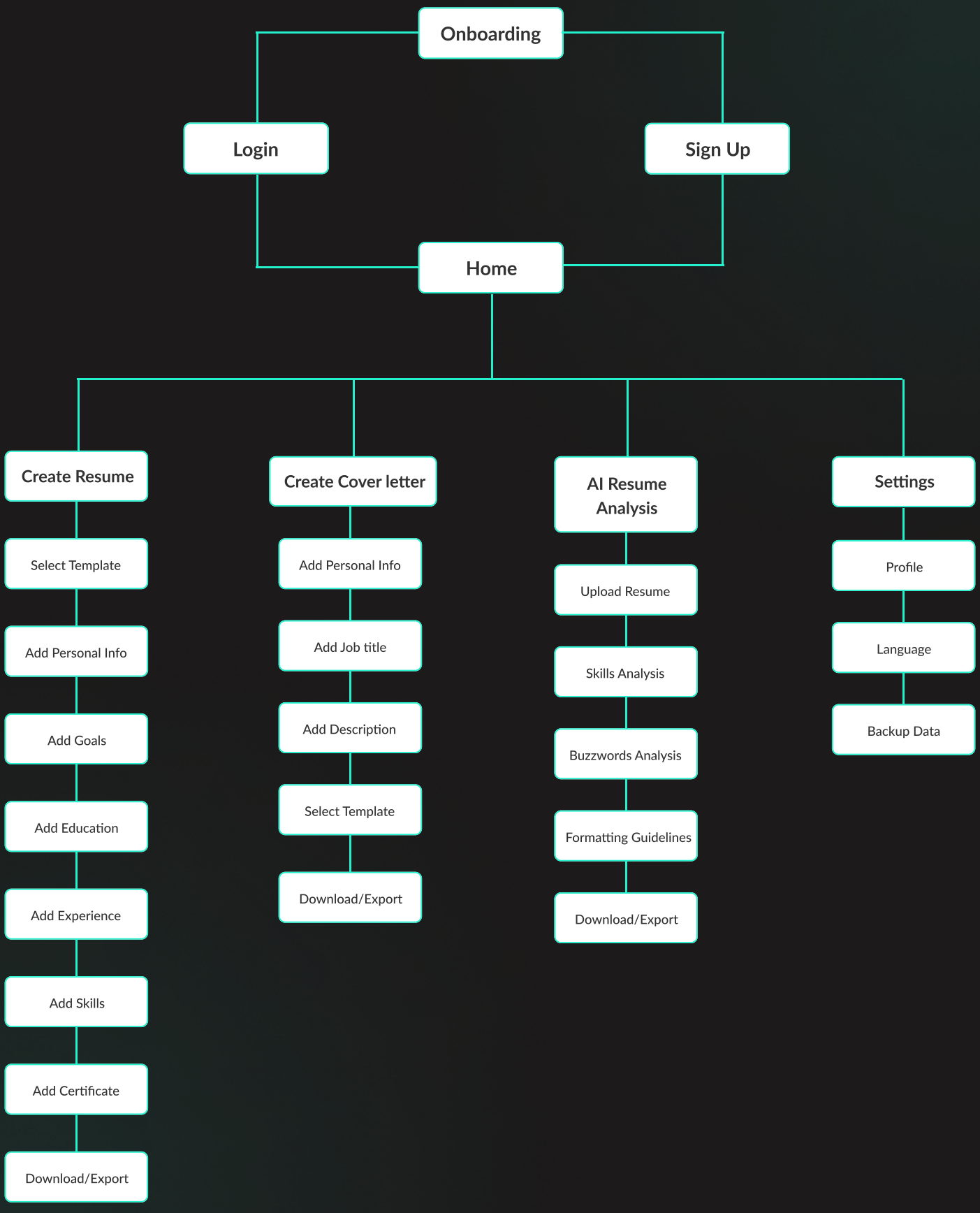
SWOT Analysis

SWOT Analysis is a strategic planning tool used to evaluate a product, business, or project by identifying its Strengths, Weaknesses, Opportunities, and Threats. This analysis helps in understanding internal factors (strengths and weaknesses) that impact success and external factors (opportunities and threats) that influence growth.



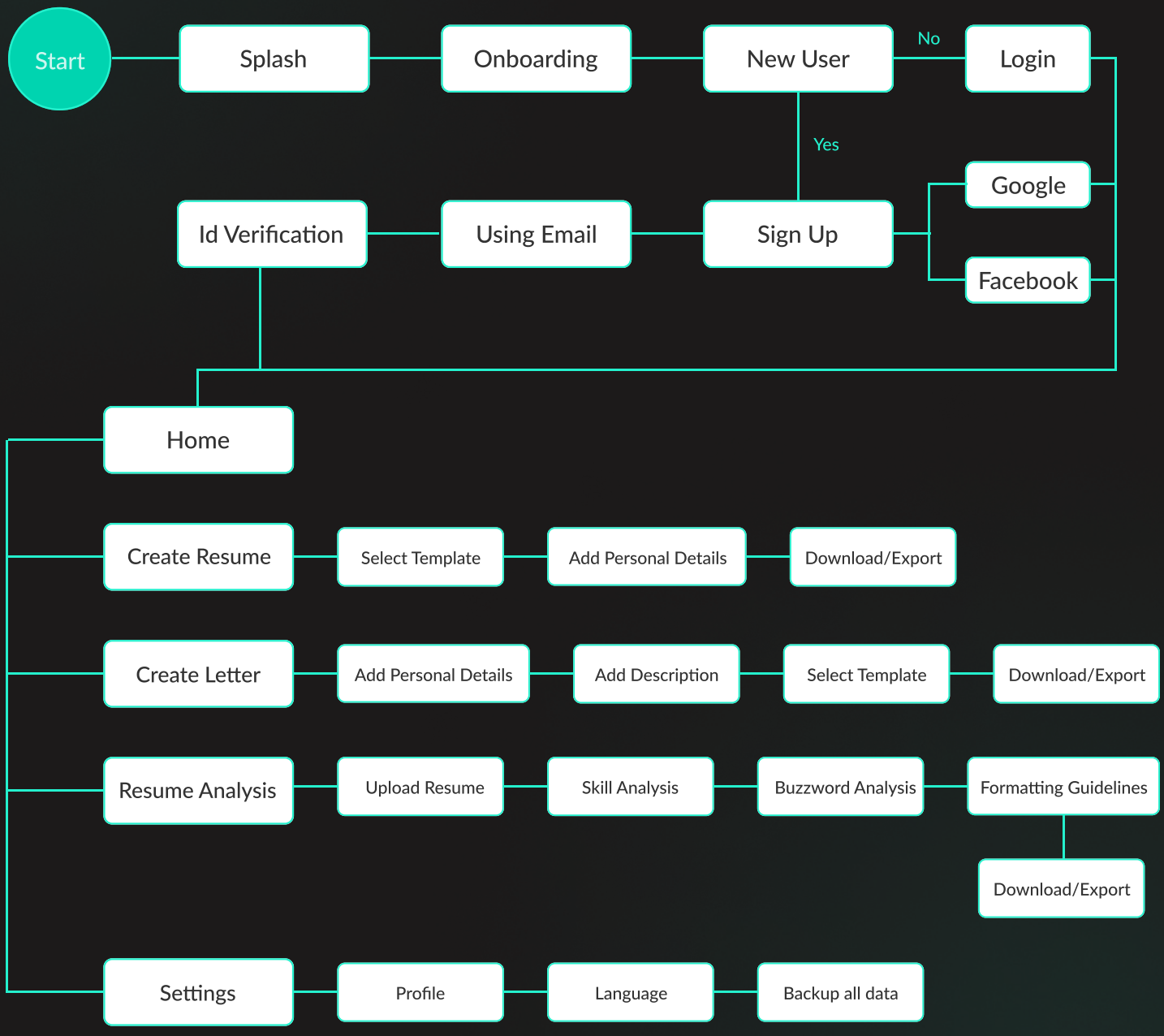
Information Architecture

Information Architecture (IA) is the process of organizing and structuring content within a digital product to enhance usability and navigation. A well-defined IA ensures that users can easily find and interact with key features, leading to a seamless user experience.


Onboarding
Login
Sign Up
Home
Create Resume
Select Template
Add Personal Info
Add Goals
Add Education
Add Experience
Add Skills
Add Certificate
Download/Export
Create Cover letter
Add Personal Info
Add Job title
Add Description
Select Template
Download/Export
AI Resume Analysis
Upload Resume
Skills Analysis
Buzzwords Analysis
Formatting Guidelines
Download/Export
Settings
Profile
Language
Backup Data

Flow Diagram

A Flow Diagram visually represents the steps a user takes to complete tasks within an app, mapping out the interactions between screens and features. It helps designers and developers understand user journeys, identify bottlenecks, and create a seamless experience.



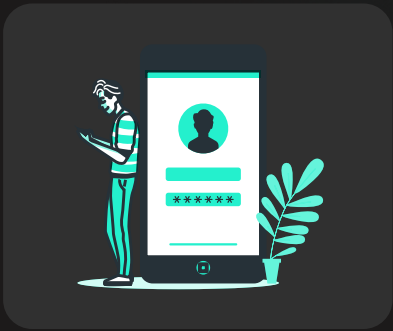
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Story Board

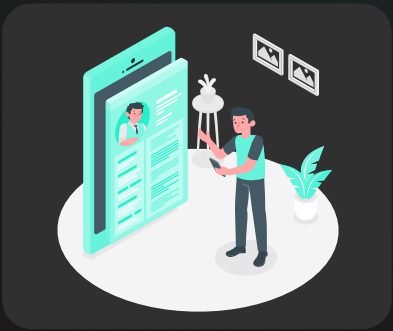
A Storyboard is a visual representation of a user's journey, illustrating key interactions and experiences within an app. It helps designers understand user behavior, refine workflows, and create an intuitive interface by mapping out real-world scenarios.



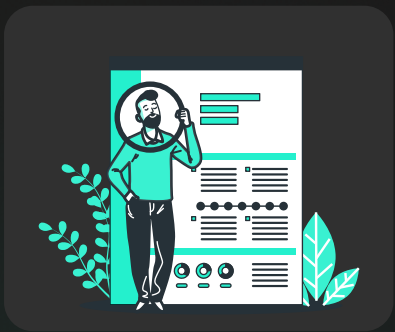
Writing an effective resume is tough! How do I showcase my skills properly?



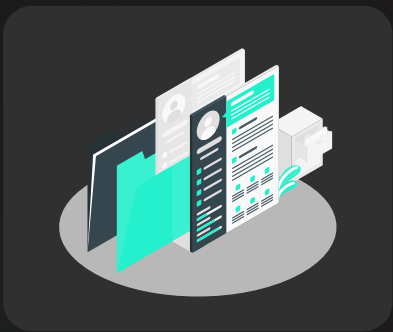
What if AI could help me create the perfect resume?



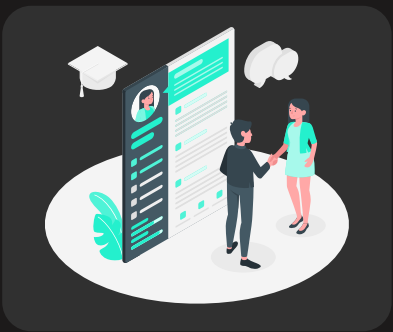
Tell us about yourself, and we'll craft a resume tailored for you!



AI-generated resume with optimized skills and ATS formatting!



Get interview-ready in minutes!



Nailed it! Thanks to AI Resume Builder!

onekode

Typography & Color Palette

Main

Primary #333333

Secondary #222222

Greyscale

900 #212121

800 #424242

700 #616161

600 757575

500 #9E9E9E

400 #BDBDBD

300 #E0E0E0

200 #EEEEEE

100 #FAFAFA

50 #FFFFFF

Gradients

Gradient 1

Gradient 2

Dark

Dark 1 #181A20

Dark 2 #1F222A

Dark 3 #35383F

Font Used

Montserrat Bold

Montserrat Semibold

Montserrat Medium

Montserrat Regular

Heading

Heading 1

Heading 1 / Bold / 40px

Heading 2

Heading 2 / Bold / 32px

Heading 3

Semibold / 24px

Heading 4

Semibold / 20px

Heading 5

Semibold / 18px

Heading 6

Semibold / 16px

Body

Body XLarge

The quick brown fox jumps over the lazy dog

Body XLarge / Bold / 18px

Body Large

The quick brown fox jumps over the lazy dog

Body Large / Bold / 16px

Body Medium

The quick brown fox jumps over the lazy dog

Body Medium / Bold / 14px

Body Small

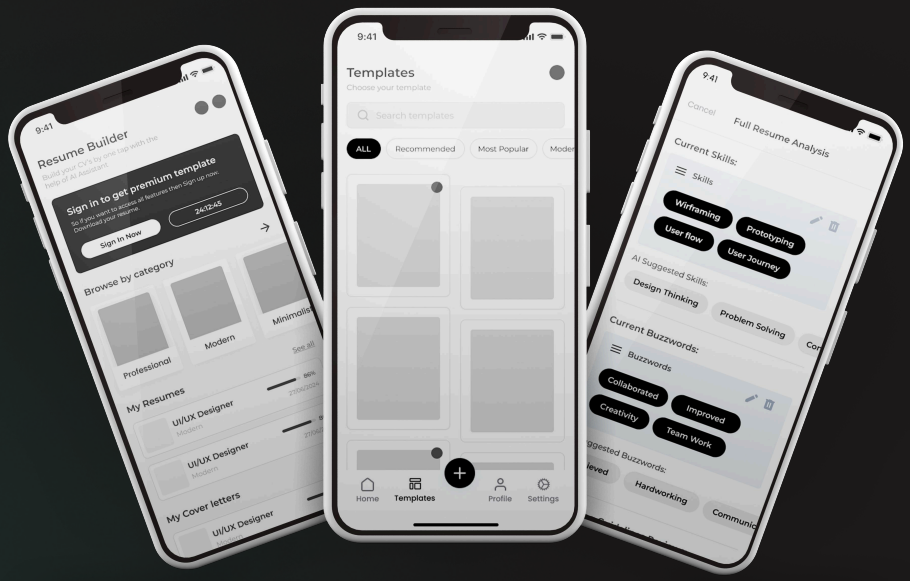
The quick brown fox jumps over the lazy dog

Body Small / Bold / 12px

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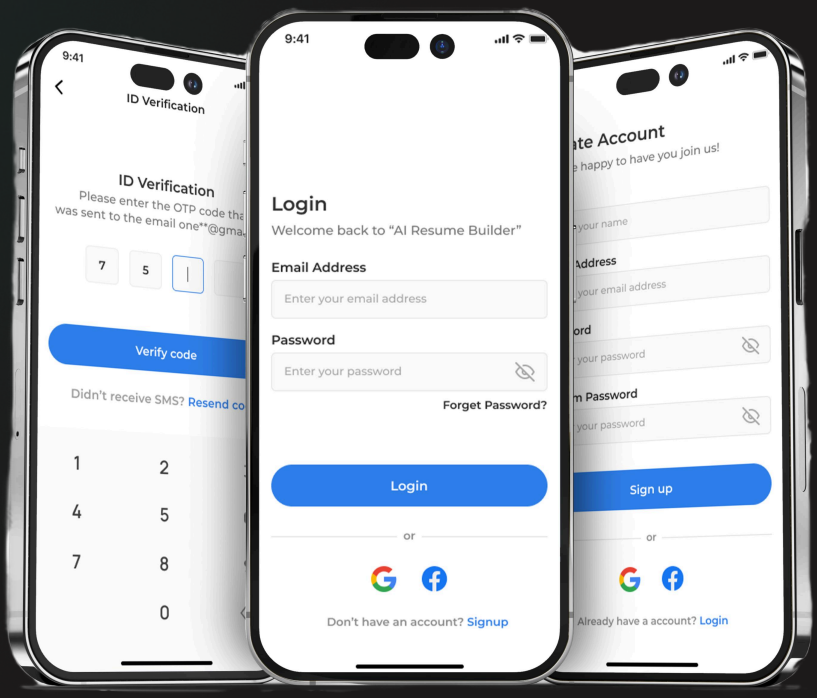
Wireframes



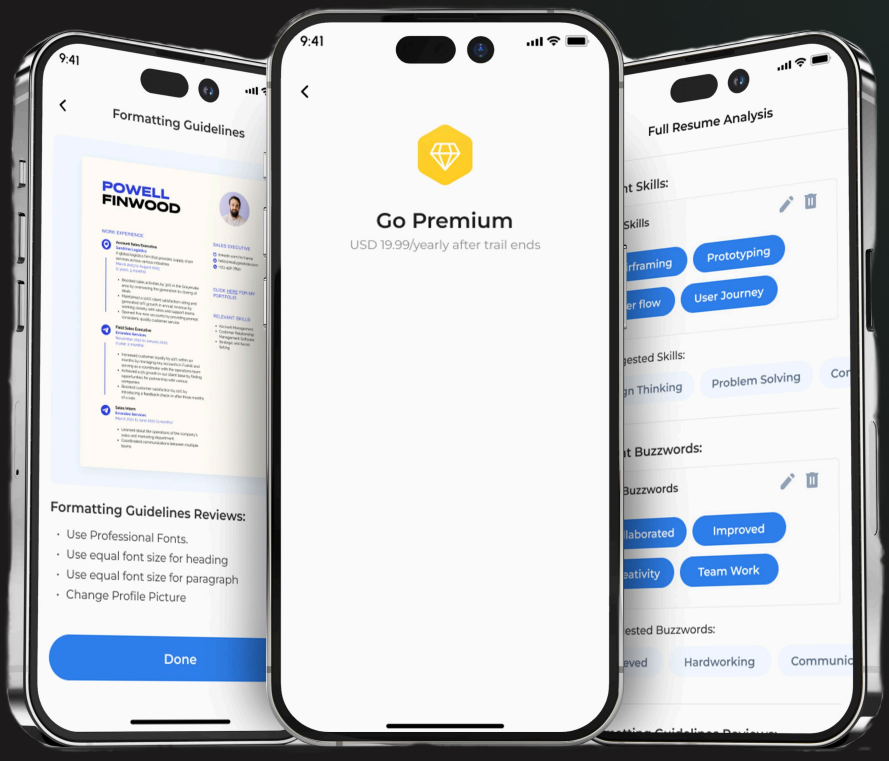


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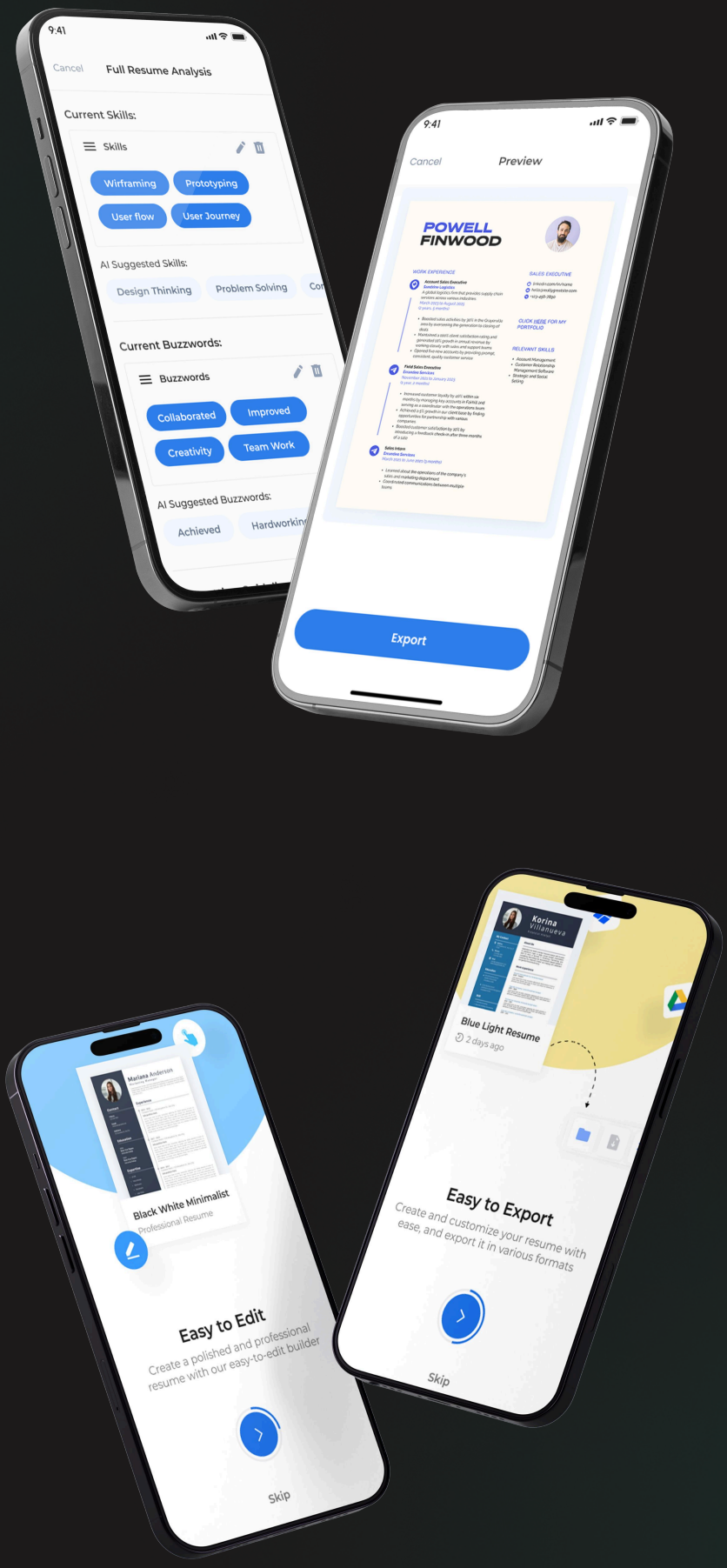
Visual Design






9:41
Formatting Guidelines
POWELL FINWOOD
Formatting Guidelines Reviews:
Use Professional Fonts.
Use equal font size for heading
Use equal font size for paragraph
Change Profile Picture
Done
9:41
Go Premium
USD 19.99/yearly after trail ends
Full Resume Analysis
Skills:
Prototyping
User Journey
Problem Solving
Buzzwords:
Improved
Team Work
Hardworking


9:41
Profile
Alina Roy
UI/UX Designer
Description
Personal Information
Home
Templates
Profile
9:41
Resume Builder
Build your CV's by one tap with the help of AI Assistant
Sign in to get premium template
Sign In Now
24:12:45
Browse by category
Professional
Modern
My Resumes
See all
UI/UX Designer
Modern
QA Engineer
Modern
My Cover letters
App Development
9:41
Setting
Upgrade to Premium
Rate us
Share
Language
Help & Support
Privacy Policy
Terms & Conditions
Templates
Profile
Settings


9:41
Cancel
Full Resume Analysis
Current Skills:
Skills
Wirframing
Prototyping
User flow
User Journey
AI Suggested Skills:
Design Thinking
Problem Solving
Current Buzzwords:
Buzzwords
Collaborated
Improved
Creativity
Team Work
AI Suggested Buzzwords:
Achieved
Cancel
Preview
POWELL FINWOOD
Export
Black White Minimalist
Professional Resume
Easy to Edit
Create a polished and professional resume with our easy-to-edit builder
Skip
Blue Light Resume
2 days ago
Easy to Export
Create and customize your resume with ease, and export it in various formats
Skip

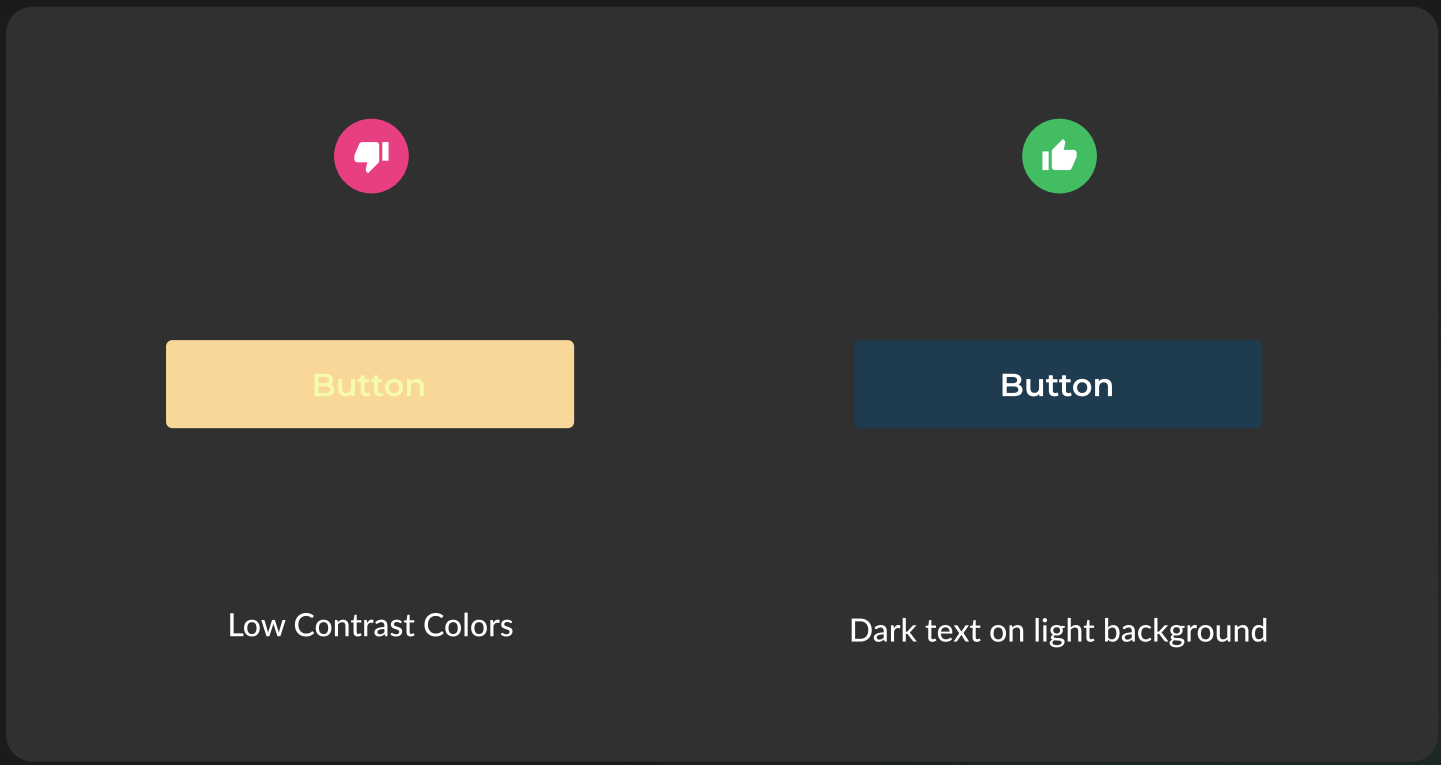
10 Advancement in UI UX

Accessibility & Inclusive Design

Accessibility ensures that digital experiences are usable by everyone, including individuals with disabilities. By incorporating accessibility principles, we create products that are **inclusive**, **functional**, and **legally compliant (WCAG, ADA)**.

Color & Contrast

Maintain sufficient contrast between text and background colors to ensure readability for all users, including those with visual impairments.

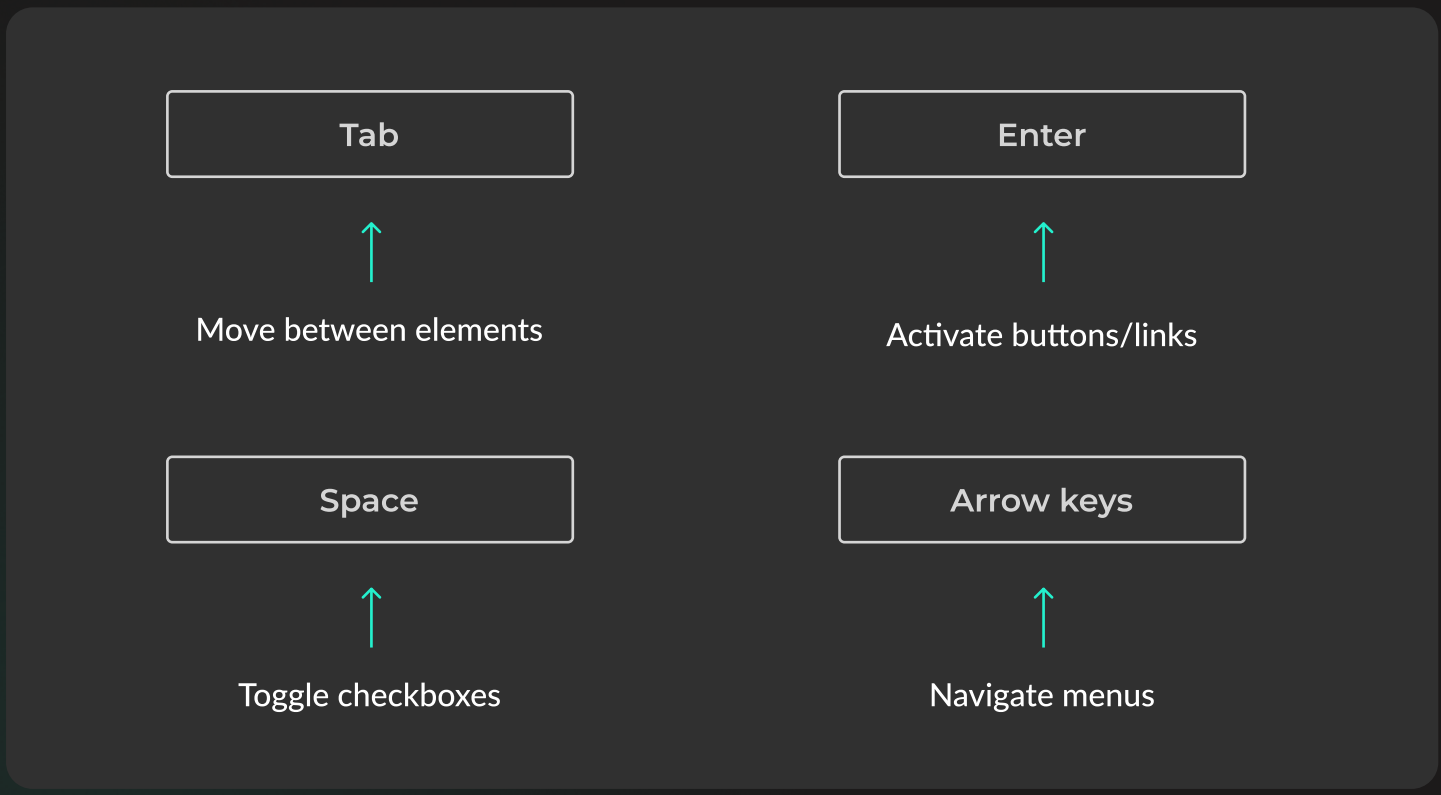


- Minimum contrast ratio of 4.5:1 for normal text (WCAG AA)
- Minimum contrast ratio of 3:1 for large text (WCAG AA)
- Minimum contrast ratio of 7:1 for normal text (WCAG AAA)

Keyboard Navigations

Ensure all interactive elements are accessible via keyboard, allowing users who cannot use a mouse to navigate your interface.

- Use native HTML elements when possible
- Ensure visible focus indicators
- Maintain logical tab order



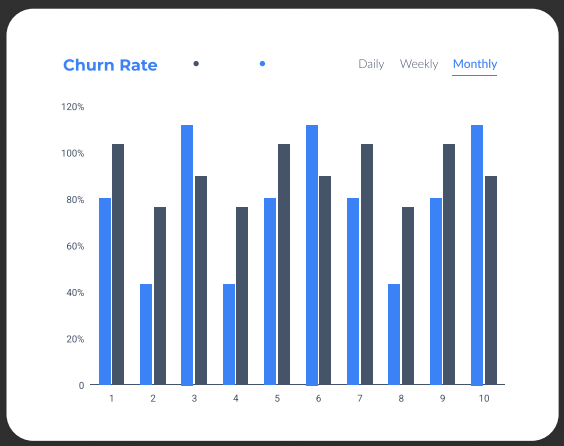
Alternative Text

Provide descriptive alternative text for images to ensure screen reader users can understand the content and purpose of visual elements.

- Be concise but descriptive
- Convey the purpose and content of the image
- For decorative images, use alt="" (empty alt text)
- For complex images like charts, provide detailed descriptions



Alt Text “Chart”



Alt Text “ Bar chart showing churn rate of 110% in Q1, 90% in Q2”

Real-World Design Patterns

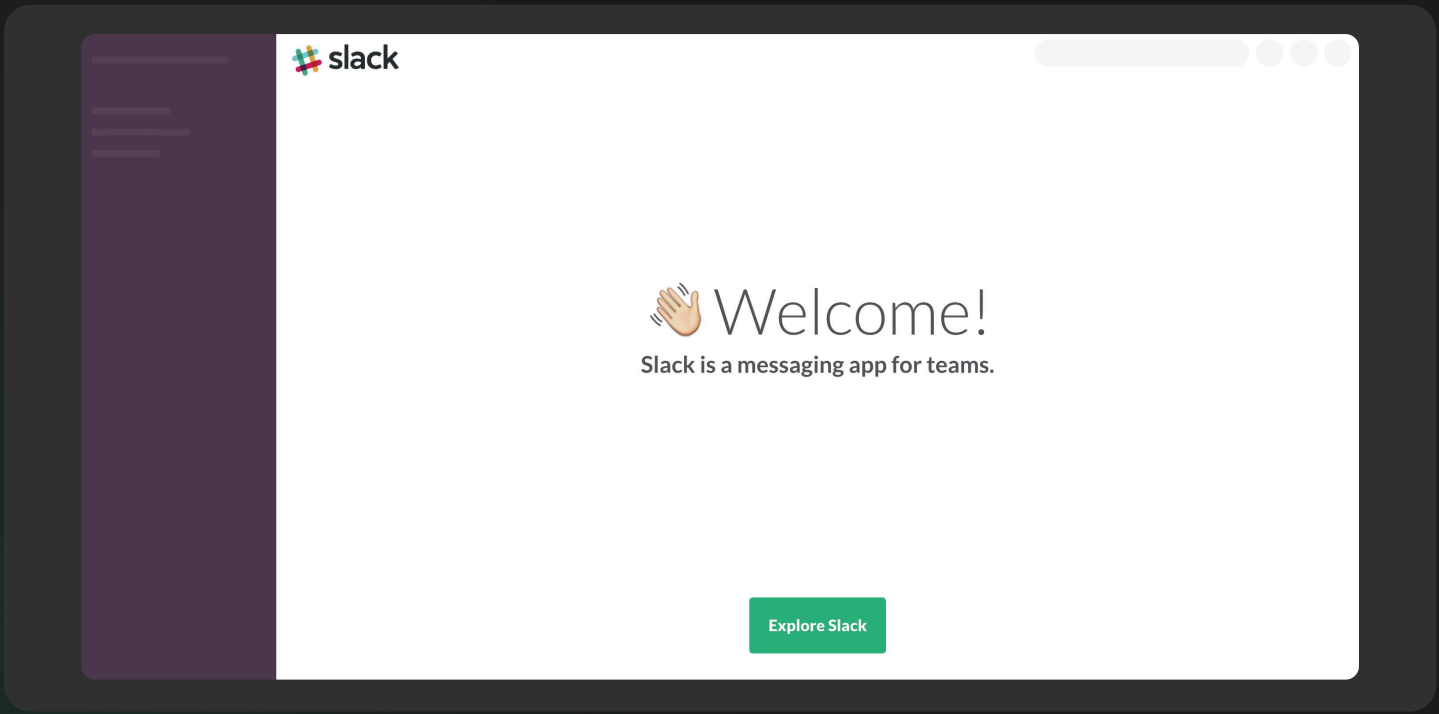
Design patterns are repeatable solutions for common UX challenges. Applying **proven UI/UX patterns** improves usability and reduces cognitive load.

- Improve usability through familiar interaction models
- Reduce development time by applying established solutions
- Create consistent experiences across different parts of your product
- Solve complex UX problems with proven approaches

Onboarding Flow

Gradual learning with progress indicators

- Duolingo
- Airbnb
- Slack

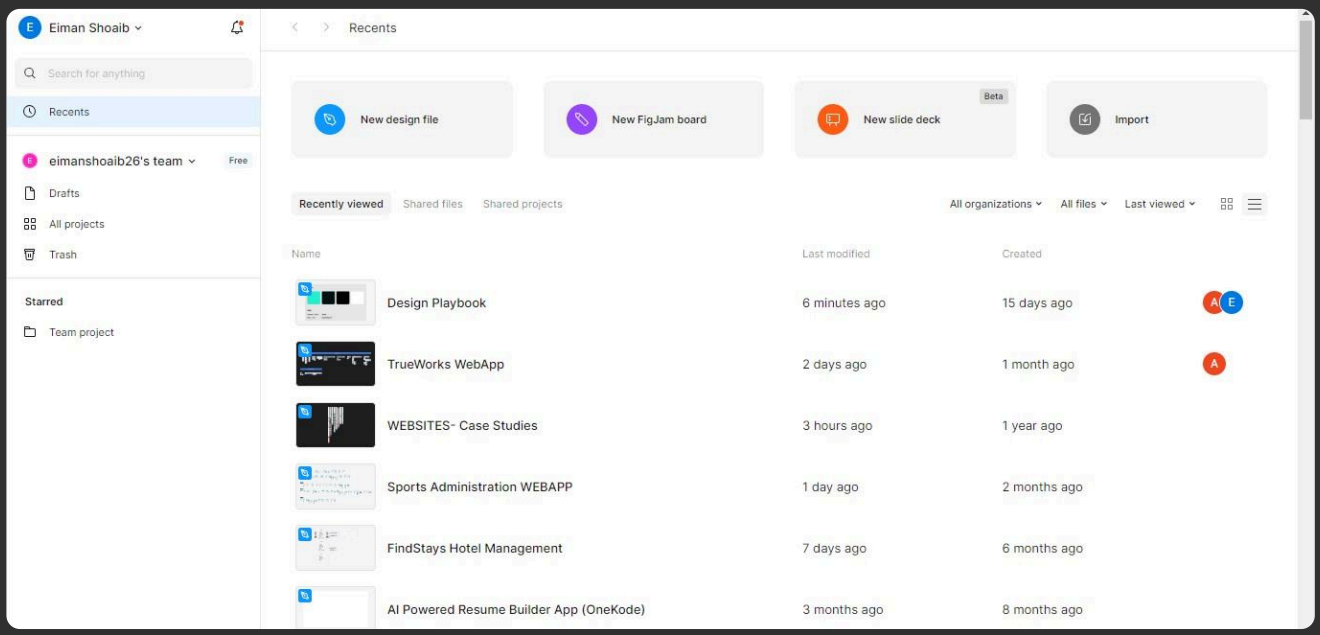


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Dashboard Design

Data visualization with clear hierarchy

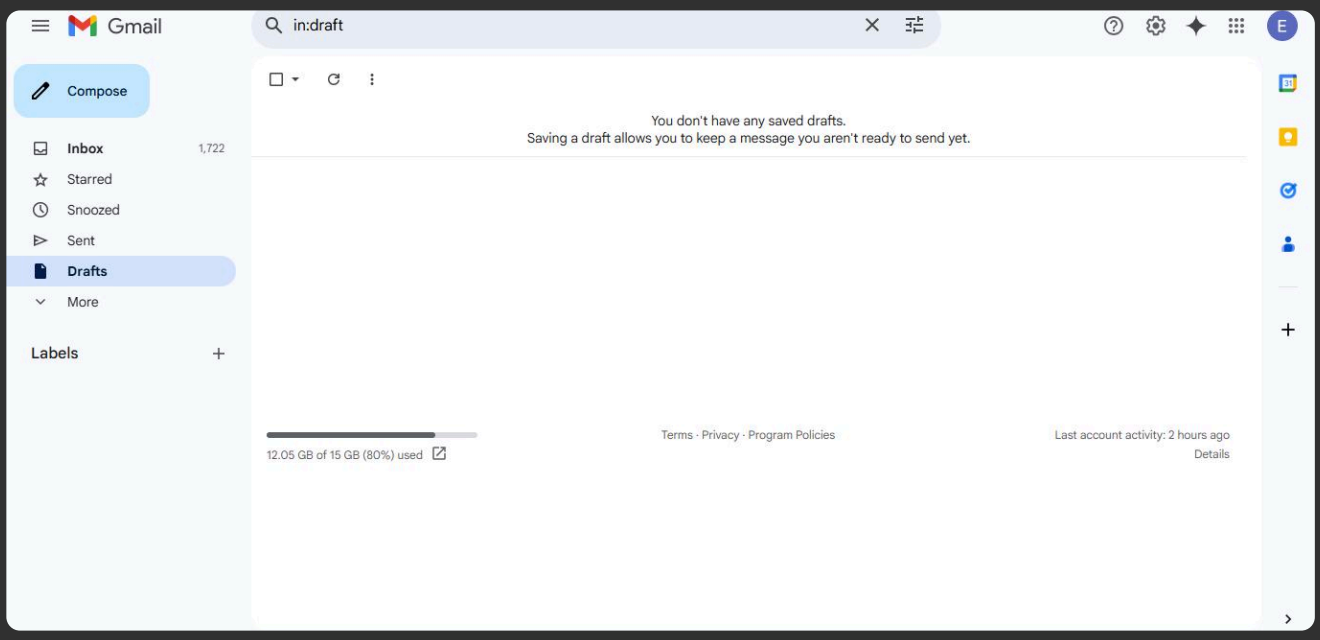
- Google Analytics
- Notion
- Figma



Navigation Pattern

Tabbed navigation, hamburger menus, or floating action buttons

- Instagram
- Spotify
- Gmail



Usability Testing & Iterations

Refine designs based on real user behavior and feedback to create products that truly meet user needs.

- **Insight** : Reveals how users actually interact with your product
- **Validation** : Tests assumptions with real user data
- **Improvement** : Identifies friction points and opportunities
- **ROI** : Improves conversion rates, engagement, and retention

Iterative Process



Testing Methods

- **A/B Testing**

Compare two versions to determine which performs better

- Testing specific changes (headlines, CTAs, layouts)
- Optimizing conversion rates
- Data-driven decision making

- **Heatmaps & Click Tracking**

Analyze where users interact most with your interface

- Understanding natural user behavior
- Optimizing page layouts and element placement
- Identifying ignored or distracting elements

- **User Interviews & Surveys**

Gather direct insights from real users

- Understanding user motivations and pain points
- Gathering detailed feedback on specific features
- Discovering unexpected use cases or needs

- **Heuristic Evaluation**

Identify usability issues based on expert analysis

- Quick identification of common usability problems
- Early-stage evaluation before user testing
- Ensuring compliance with established best practices

AI & Automation in Design

Transforming design workflows by enhancing speed, accuracy, and creativity.

AI Powered Design Tools

- **ChatGPT for UX Writing**

AI-powered text generation

- Generate placeholder text and microcopy
- Create product descriptions
- Draft user interface instructions

- **MidJourney & DALL·E**

AI-powered image generation

  - Generate custom illustrations
  - Create concept art and mockups
  - Produce visual assets for prototypes

- **Figma Plugins**

AI-enhanced design tools

  - Autoflow for user flow diagrams
  - Content Reel for real-data inputs
  - AI-powered layout suggestions

Dark Mode & Theming

Dark mode improves readability, reduces eye strain, and enhances battery efficiency on OLED screens. Implementing proper dark mode requires careful consideration of contrast, colors, and user experience.

Benefits of Dark Mode

Reduced Eye Strain

Lower brightness and contrast helps reduce eye fatigue during extended use

Battery Efficiency

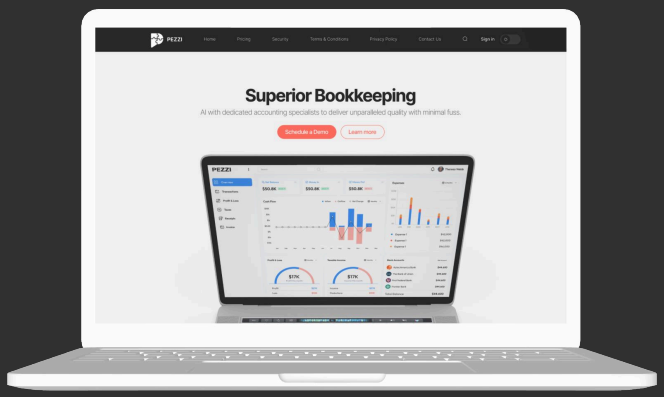
OLED screens use less power displaying dark colors

Enhanced Focus

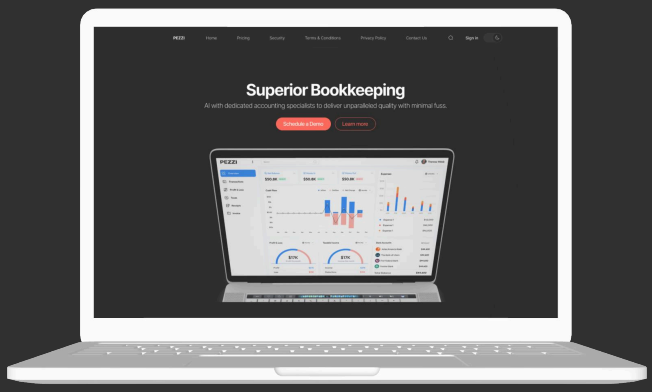
Dark backgrounds can make foreground content stand out more

Design Principles

- Ensure sufficient contrast between background, text, and interactive elements for readability.
- Shift colors dynamically for light/dark themes rather than simply inverting your color scheme.
- Avoid pure black (#000000) instead, use dark gray (#121212) to reduce harshness and improve readability.



Light Mode



Dark Mode

Gamification & Engagement UX

Enhance user engagement, retention, and motivation through psychological triggers

- Increased Engagement
- Community Building
- Measurable Results

Key Gamification Elements

Effective gamification incorporates several key elements that tap into different motivational drivers.

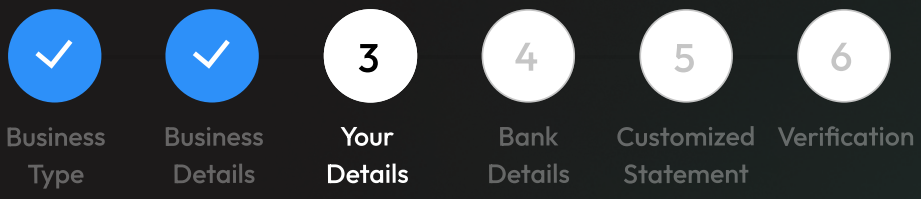
- **Badges & Achievements**

Visual representations of accomplishments that users can collect and display



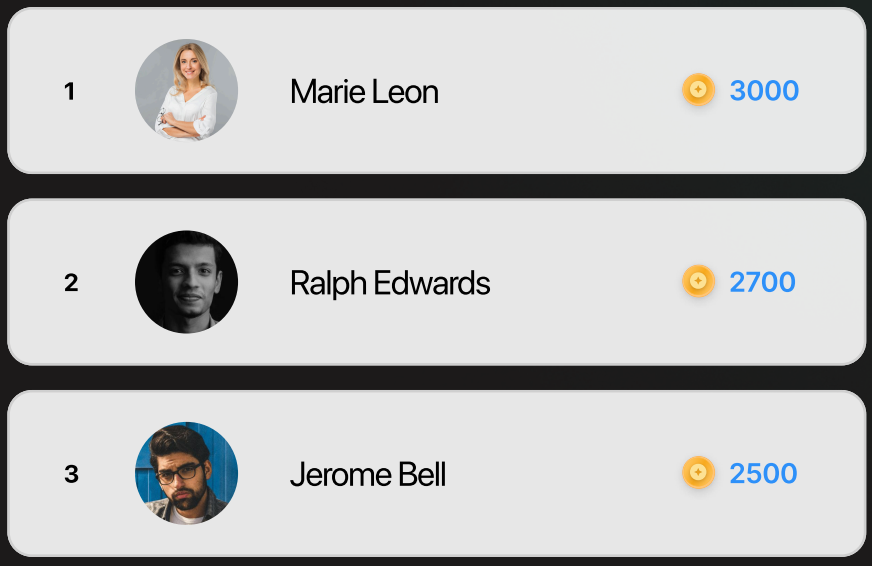
- **Streaks & Progress Bars**

Visual indicators of consistent behavior and advancement toward goals



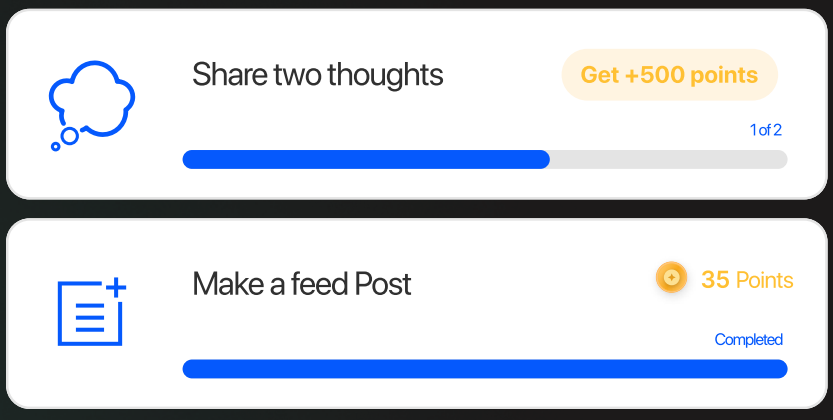
• Challenges & Leaderboards

Competitive elements that drive participation and social comparison



• Rewards & Points Systems

Incentives that provide tangible value for participation



11 Case Studies

Case studies showcase real-world design challenges, the problem-solving approach, and the impact of design decisions. They provide a detailed look into the research process, user insights, iterations, and final solutions. By analyzing these projects, we uncover best practices, key takeaways, and lessons that help refine future designs. Each case study demonstrates how thoughtful design improves user experiences and achieves business goals.

QuietLux

Service Provider

CRM | Web App



Simplify task management, boost team productivity and streamline communication with Quietlux CRM.

View Full Case Study

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Capstone

Real Estate

Web App

Mobile App



Streamline your property management with our intuitive real estate dashboard.

View Full Case Study

Posista

Restaurant

SAAS

Web App



Transforming Fast Food Industry: Experience seamless ordering, personalized recommendations, and swift payments - all within the fast food app

View Full Case Study

Ayjunt

Entertainment

Web App | Marketplace



Simplify event planning with Ayjunt, the all-in-one platform connecting Visitors with talented Performers

View Full Case Study

Pezzi

Finance

Web App



Modern finance app that simplifies money management for businesses. It offers a dashboard, accounting tools, transaction management, account organization, tax handling, receipt tracking, and invoicing.

View Full Case Study

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DESIGN TEAM