

UX/UI Design

# PORTFOLIO

Muhammad Abdullah Hassan

Senior UX/UI Design



# About me

As a passionate UI/UX designer, I specialize in creating beautiful and meaningful products that enhance user experiences. With a degree in information engineering, I bring a unique blend of design sensibility and technical expertise to every project.

I believe design goes beyond aesthetics, it's about delivering value through informed research and practical solutions. My approach combines user-centered design principles with a deep understanding of software development, ensuring that every product is not only visually appealing but also functional and easy to implement.

## Education

BS Computer Science (2017 - 2021)  
University of Central Punjab

## Skills

User Research, Material Design, Wireframing, Prototyping, Human Interface, Interaction Design, Visual Design, Usability testing, Design System, Product Thinking.

## Contacts

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- in [linkedin.com/in/abuxdesigner/](https://www.linkedin.com/in/abuxdesigner/)
- 📁 [Figma Portfolio](#) ➔
- ☎ +92 313 7052588

# Experience

## – Senior UX/UI Designer (Mar 2024 - Present) [ibex.co](#)

- Managed and Handled development of design system from scratch to hand off for clients leading to 100% satisfaction rate of clients.
- Handled design of decks, UI components, Screens and flows of clients leading to a 100% retention Rate.
- Conducted UX audits for different clients accessing their current products and providing a solution that has lead to conversion for the agency and their products ,teaching 2 members.

## – UX/UI Designer (Sep 2023 - Feb 2024) [Techsuitable](#)

- Designing company website, branding design.
- Expertise in designing for website, application, dashboard, usability testing. Success of getting investment from the investor.

## – Web Designer & Graphic Designer (Feb 2022 - July 2022) [Regional Plan 9](#)

- Company branding design, manage social media , marketing.
- Expertise in designing for website, application, dashboard, usability testing.

## – Senior UX/UI Designer (Sep 2023 - Feb 2024) [Jinnbyte](#)

- Designing wireframes, interactive prototypes, and user flows using industry-standard tools.teaching 4 members.
- Proven experience in conducting user research, usability testing, and integrating feedback to enhance the overall user experience.
- Expertise in designing for website, application, dashboard with a focus on effective elements and animations.

## – UX/UI Designer (Oct - Dec 2022) [Minimal Mouse](#)

- Company branding design, manage social media , marketing.
- Expertise in designing for website, application, dashboard, usability testing.



# Projects

01

## FaceBloom – A Beauty Enhancement App

FaceBloom empowers users to enhance their natural beauty with AI-driven insights and personalized guidance.

02

## Outfit AR - Virtual Clothing App

As online shopping grows, consumers find it hard to visualize fit. Outfit AR uses augmented reality for virtual try-ons, boosting confidence in choices.

03

## Interact Engage - Dashboard

Interact Engage: Redesign of Product & using AI trained in the art of customer service.

04

## Home Automation Development

Final Year Project

IoT-Based Solution for Automating Electrical Device Control



# FaceBloom –

## A Beauty Enhancement App

### Overview

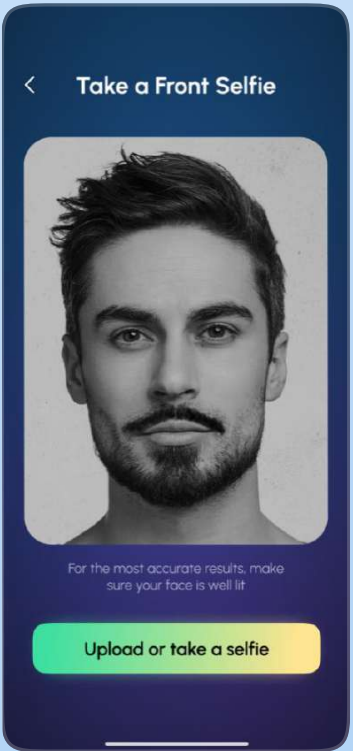
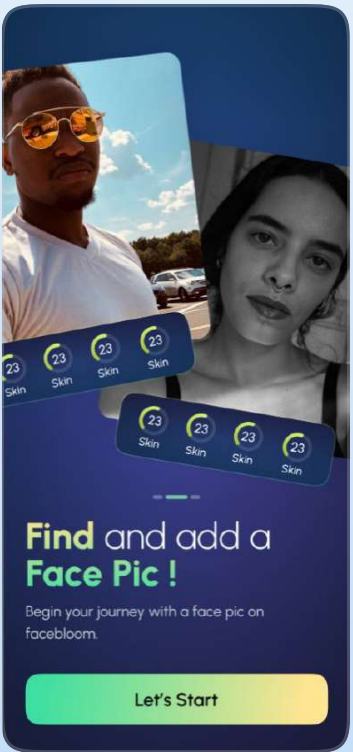
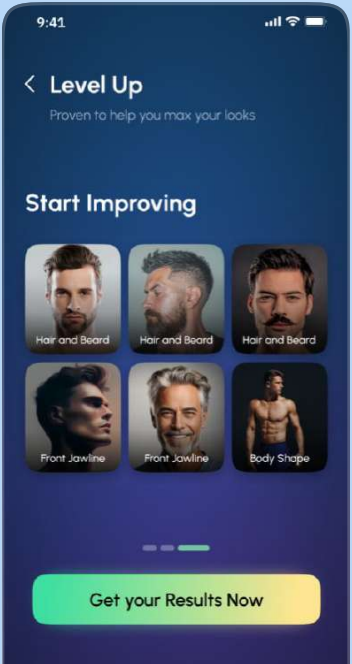
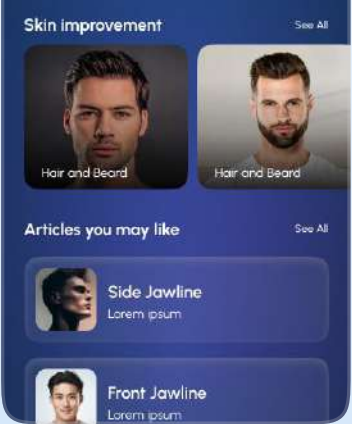
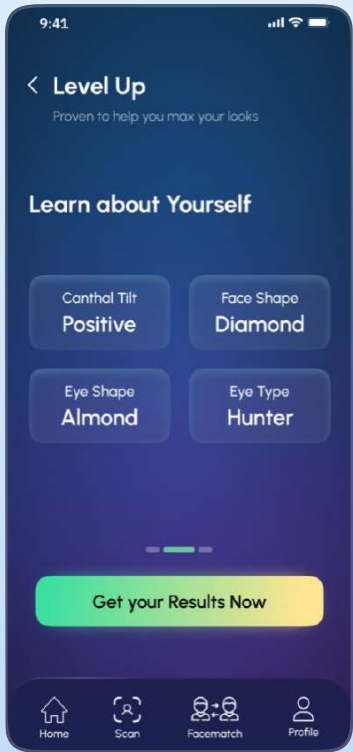
**FaceBloom - AI based analytics** and personalized beauty advice app

FaceBloom is a beauty analytics and suggestions mobile app. The app allows users to contribute photos for customized tips on how to dress more attractively and with style confidence.

### Problem Statement

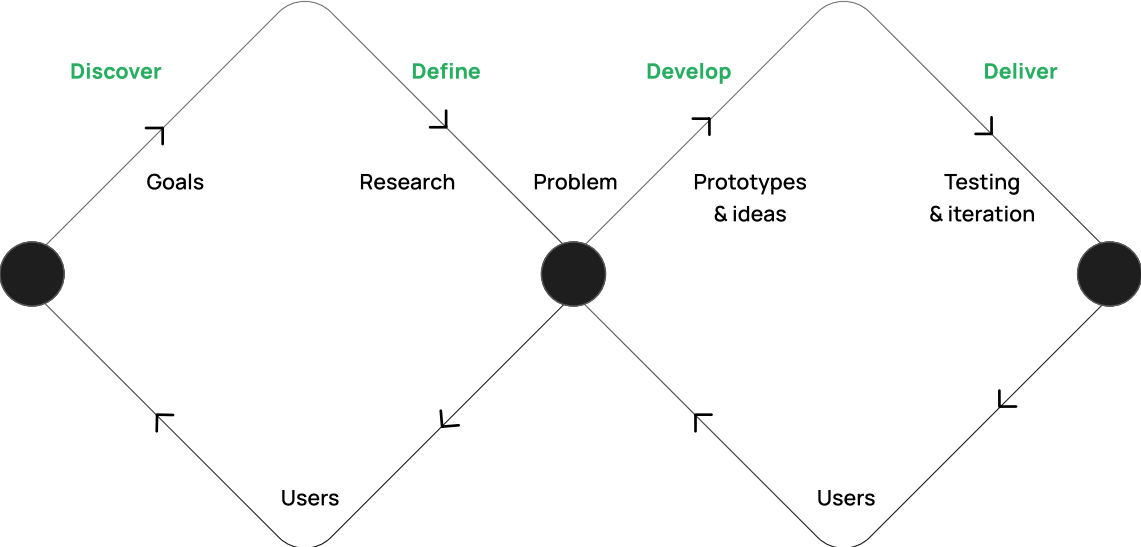
A lot of people are insecure about themselves and lack that personal beauty guide to help unique, beautiful you feel good about who we are! Most beauty-apps exist to make women feel bad about themselves (they often give generic advice, that does nothing for real human faces.)

FaceBloom bridges this disconnect, offering personalized and support experiences for strength and to reassure every user of their beauty untouched.



# Design Approach

The design process I followed throughout the project



## Discover

This stage involves exploring and understanding the problem space

## Develop

This stage involves Ideating, Prototyping, and Testing potential solutions

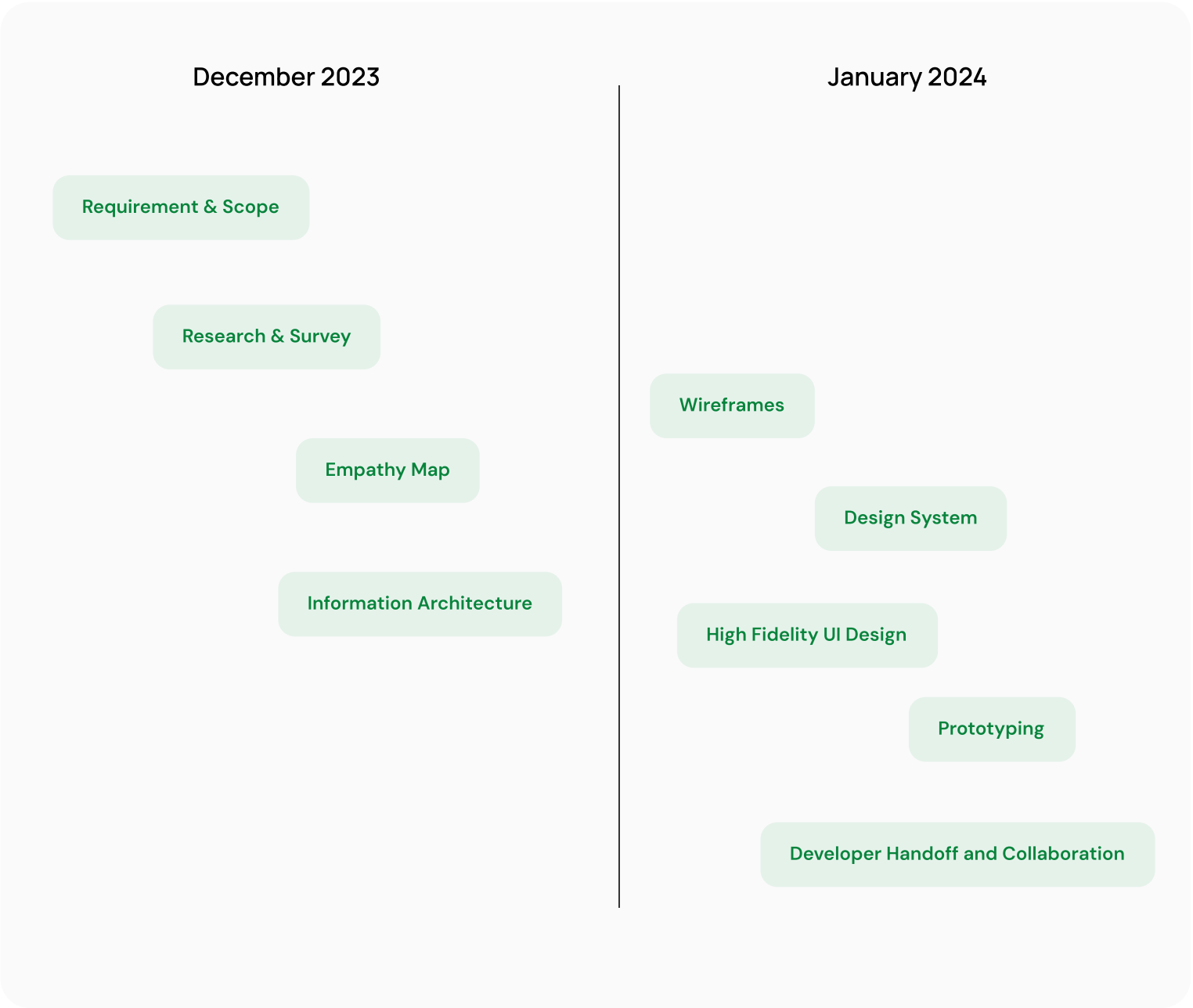
## Define

This stage is focused on synthesising the research and framing the problem.

## Deliver

This stage involves implementing and evaluating the final solution.

# Timeline



## Survey

List of questions for a beauty-related customer survey



- What beauty-related challenges do you face most often?
- How confident are you in selecting the right products for your skin type?
- What sources do you typically rely on for beauty advice?
- Have you experienced any issues or frustrations with current beauty apps?
- What part of your beauty routine would you like to improve the most?
- Do you feel overwhelmed by the number of beauty products or techniques available?
- How important is personalized beauty advice to you?
- What would make a beauty app more useful for your needs?
- Have you ever used an AI-driven beauty app? If yes, what was your experience?
- How important is privacy and data security when using a beauty app?
- What specific beauty advice or insights would you find most valuable?
- Are there any beauty-related topics you feel underinformed about?



Empathy Map

Helps companies understand their audience by addressing their needs and concerns.



User Persona # 1

David Chen

Location: San Francisco  
Status: Single  
Age: 24 years old  
Occupation: Software Engineer

Says

- I want to feel more confident.
- I wish I knew how to enhance my looks.
- Do others feel the same way?

Thinks

- Can this really help me?
- I want personalised advice.
- What if I don't see results?

Does

- Uploads photos and reads tips.
- Participates in app challenges.
- Looks for success stories from others.

Feels

- Insecure, curious, hopeful.
- Anxious about judgment.
- Hopeful, but uncertain.



User Persona # 2

Emily Roberts

Location: San Francisco  
Status: New York City  
Age: 20 years old  
Occupation: Marketing Coordinator

Says

- I'm always looking for new tips!
- I love discovering new trends!
- I need to stand out from the crowd.

Thinks

- What if I don't get good advice?
- Can I really trust this app?
- Will this make me more popular?

Does

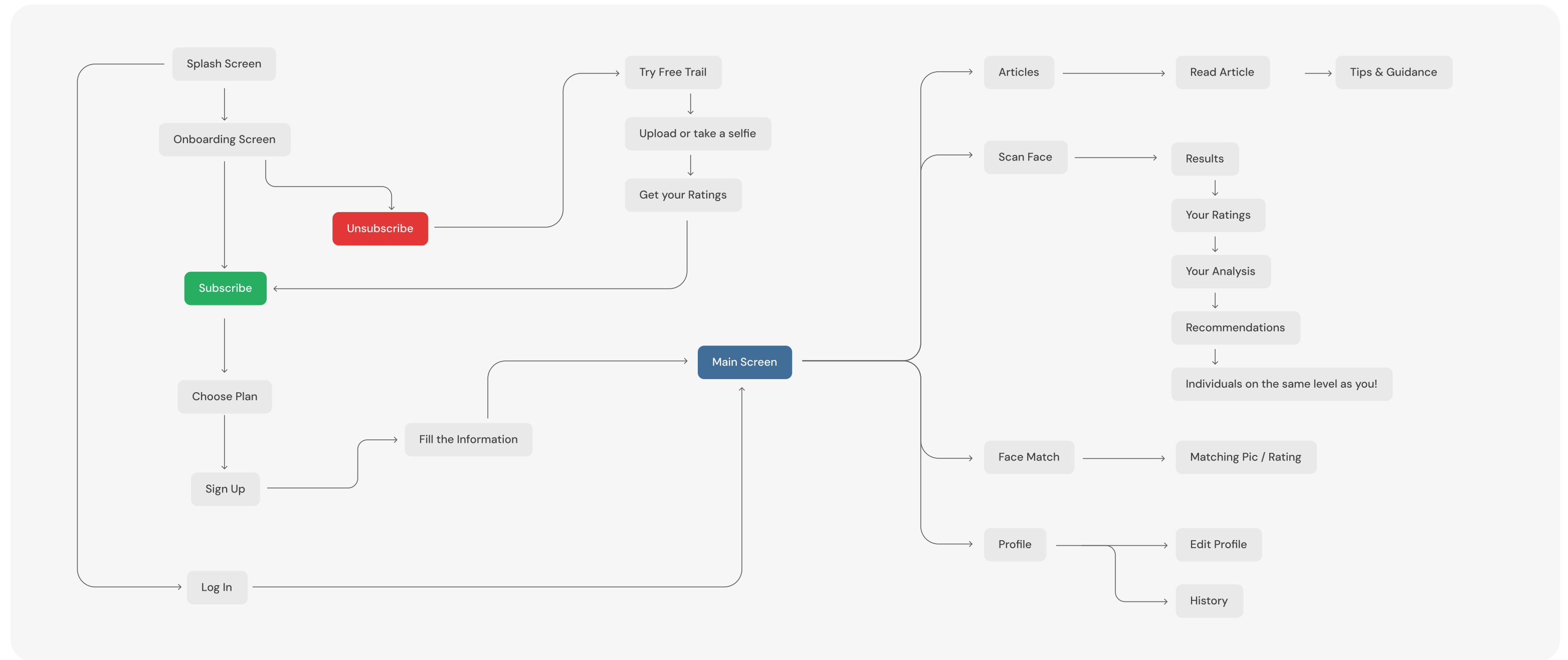
- Engages with community features and articles.
- Shares tips and tricks in forums.
- Participates in discussions and polls.

Feels

- Excited, anxious, motivated.
- Passionate, engaged, optimistic.
- Competitive, eager to learn.

# Information Architecture

Focus on structuring content to make it easily accessible.



User Journey Map

Showcases the steps that a user takes in a process to accomplish a goal.

	Awareness	Search	Download	Installation	Use	Support	Review
User Goals	Understand the app's purpose	Find out how it works	Get the app	Install and set up quickly	Use app features effectively	Get help when needed	Share feedback on the app
Activities	Learns about FaceBloom	Searches for app information	Finds app on store, downloads	Registers, goes through onboarding	Uses AI-driven analysis and tips	Looks for support, contact, FAQ	Writes a review on app store
Touchpoints	Social media, ads, friends	Search engines, app store	App store	Onboarding screen, app UI	In-app screens, beauty insights	Help center, support contacts	App store, social media
Emotions	🤔	😌	😄	😓	🤔	😐	😊
Pain Points	Unsure if the app is trustworthy	Too many similar apps to choose from	Long download time or slow network	Registration is too long or complex	Some features may be unclear	Difficult to find support easily	Difficulty finding the review section
Improvement Opprtunities	Provide more clear, transparent benefits upfront	Optimize app store listing for clarity and differentiation	Ensure quick download and app size optimization	Simplify the registration and onboarding process	Provide clear in-app tutorials and tooltips	Enhance help center, quicker response time	Prompt users for feedback in-app at appropriate times



# Design System

A clear visual language boosts your product’s perceived quality.

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Switch Account

→

Colors

Color Code  
3FDFA1

Color Code  
FEE591

Hair and Beard

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DEFAULT

Primary

Secondary

Alternate

HOVER

Primary

Secondary

Alternate

DISABLED

Primary

Secondary

Alternate

Font Name

Urbanist

Aa

Abcdefghijklmnopqrst  
uvwxyz

Display

PP Telegraph / Size 160 / Line 88 / Spacing -2%

Display/02

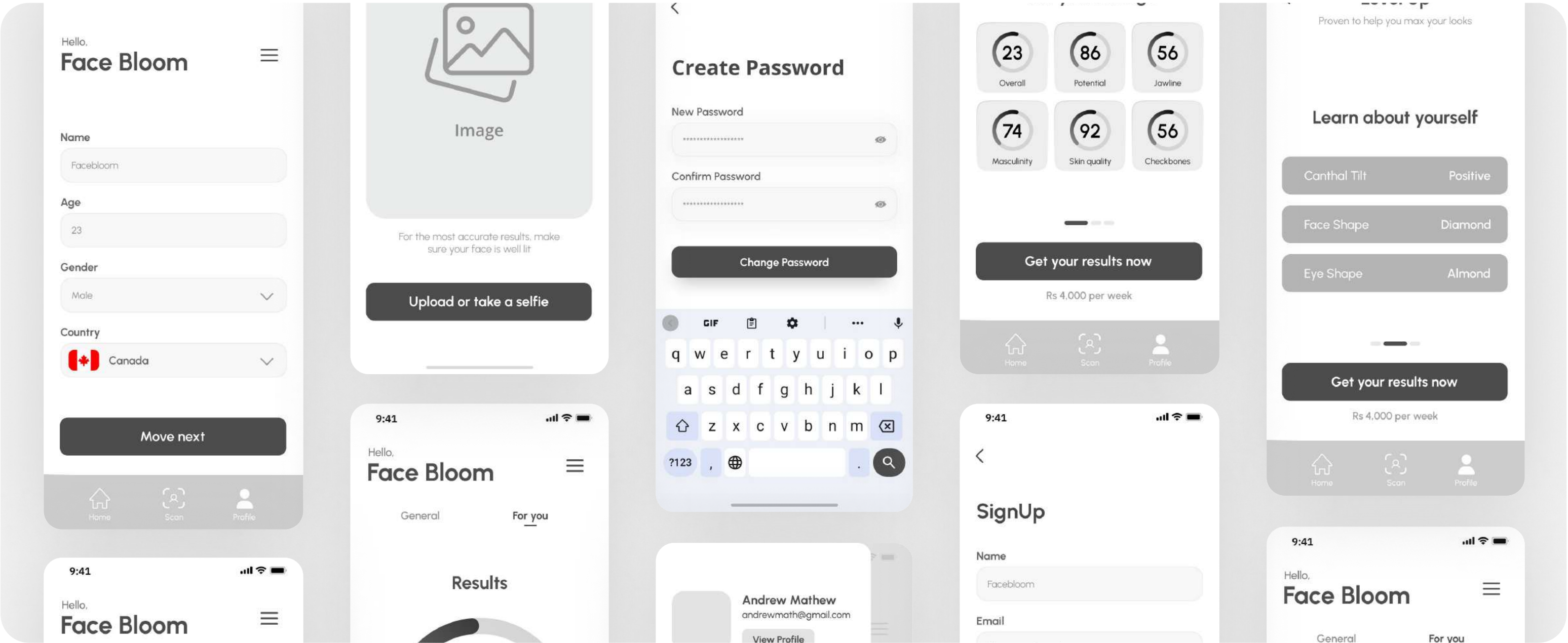
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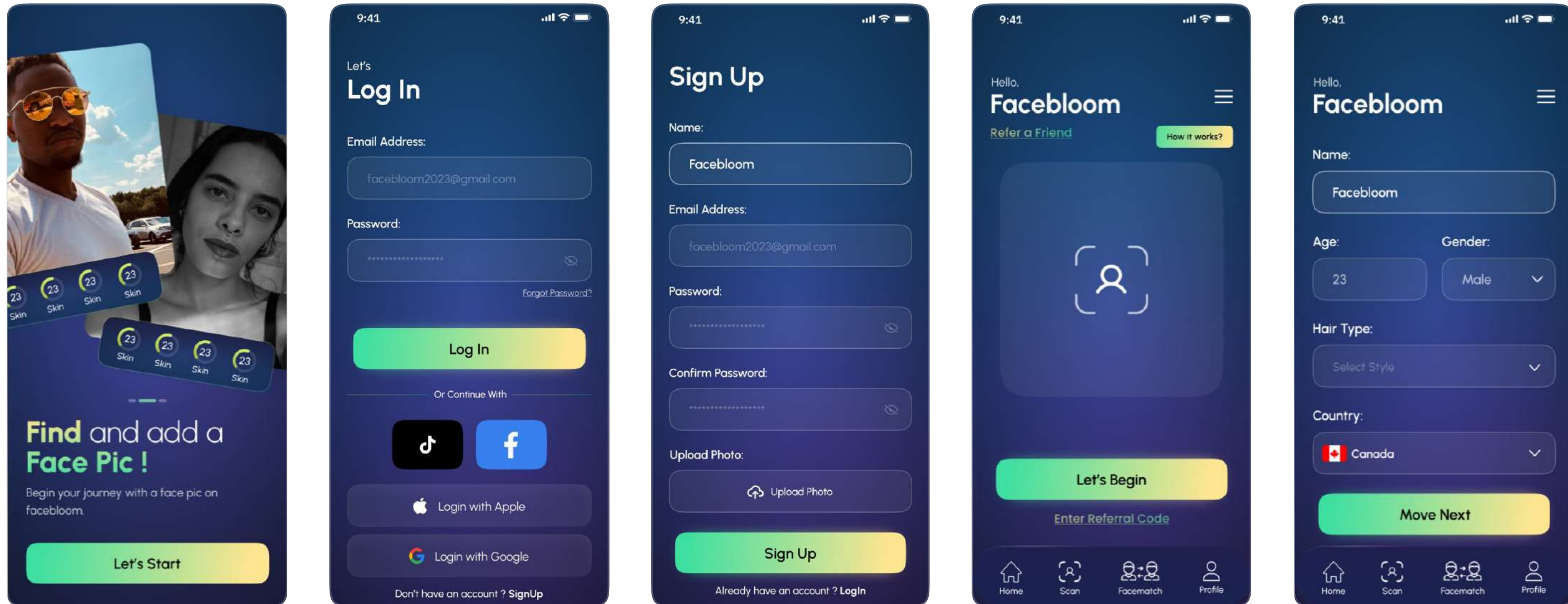
Wireframe

Provide early visual concepts for stakeholder approval before the creative phase.



## High Fidelity Design

Refers to a prototype that closely resembles the final product design.



## Onboarding Screens

The initial screen users see when they launch an app for the first time. It introduces users to the app and gets them started with it.

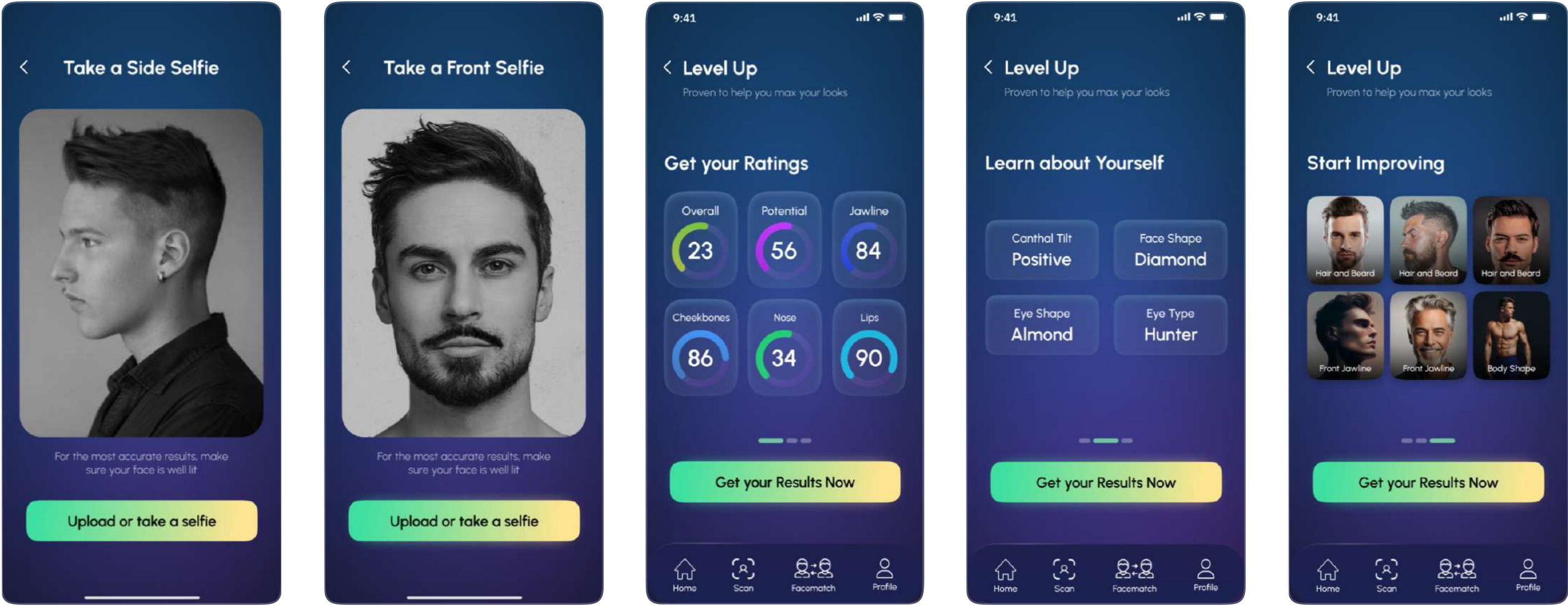
## Home Screens

Try free trial, Click on the “Let’s Begin” button to fill the form and move next to upload the photo.



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## Upload Photos

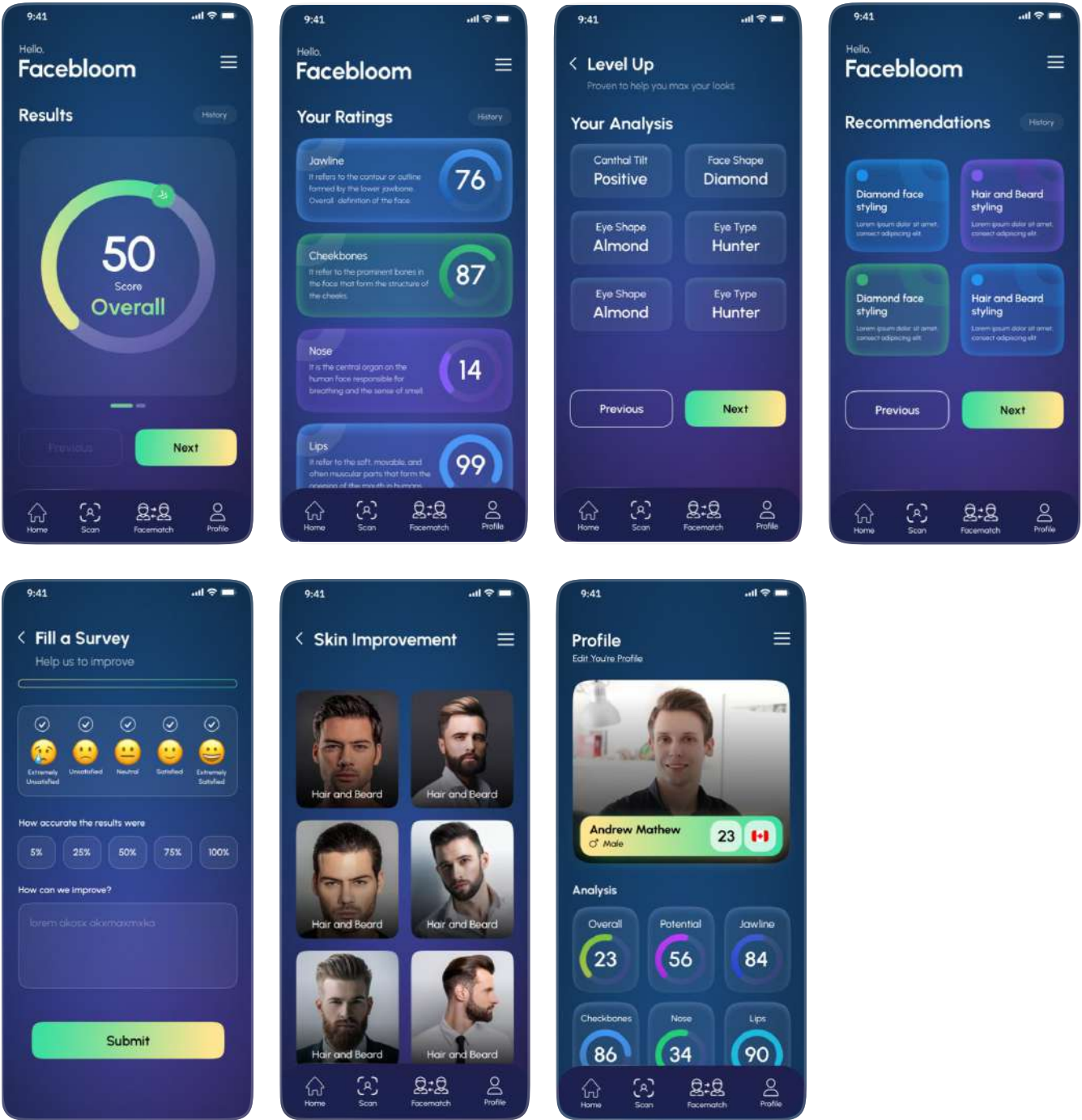
Take or upload your front and side Selfie to analyse your rating. After uploading, wait briefly as the AI processes your image.

## Result Screens

Review your personalized beauty insights once the analysis is complete

# High Fidelity Design

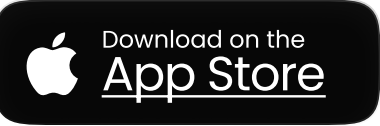
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## Achievement

Achieved 80% of our user engagement through the app, utilizing its personalized skincare solutions and virtual analysis to enhance user satisfaction and promote healthy skin routines.

Get App:



# Outfit AR – Transforming Virtual Fashion Experiences

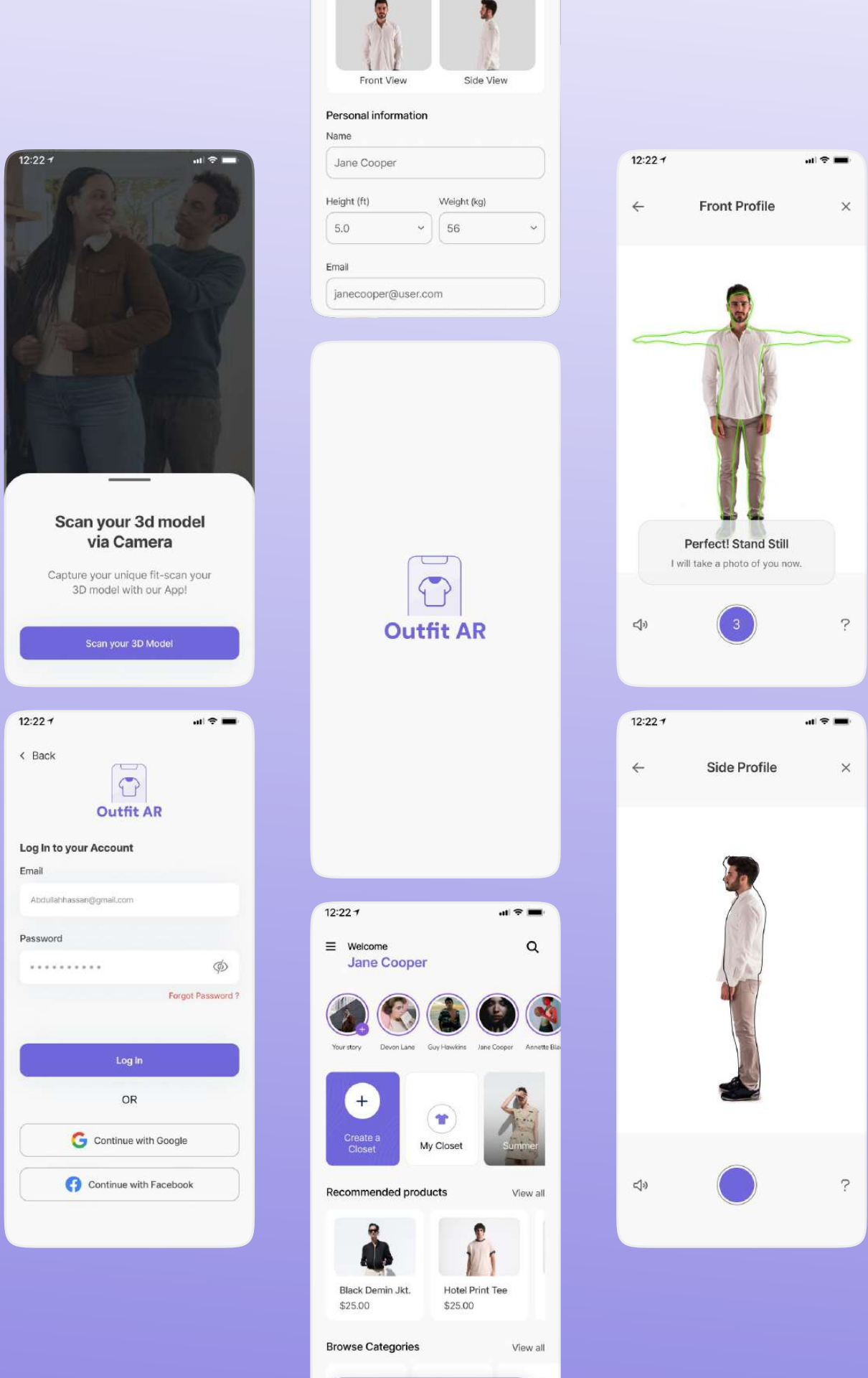
## Problem Statement

Consumers face major challenges when buying clothes online:

- Fit and size cannot be accurately measured.
- Lack of confidence in purchasing decision.
- High return rates due to size and fit issues.

## Objective

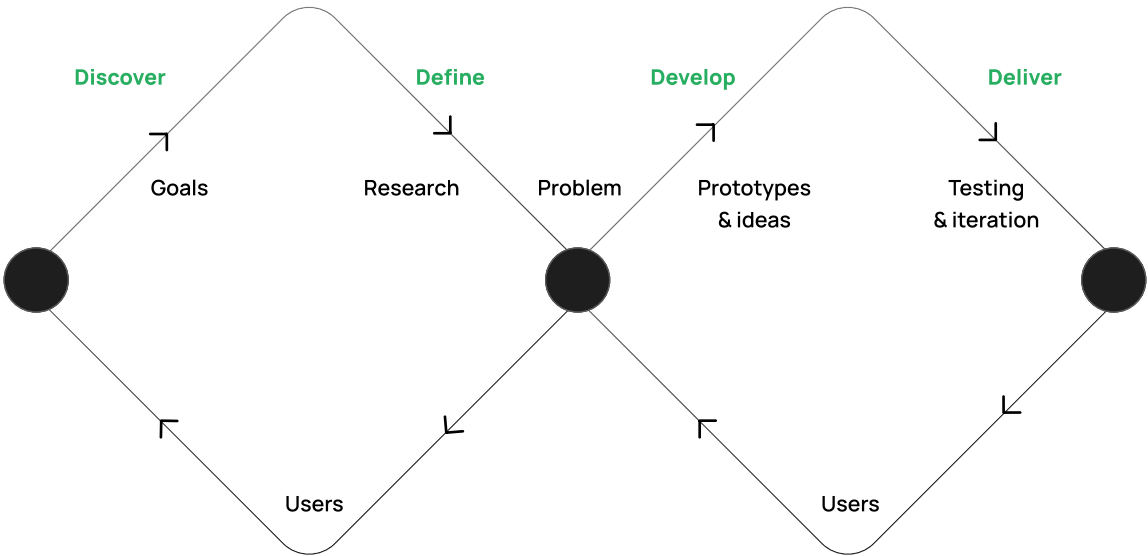
- To create a fun and intuitive AR experience that allows users to model the garment on their body.
- To reduce returns by helping customers make informed decisions.
- To increase customer satisfaction and increase sales for retailers.



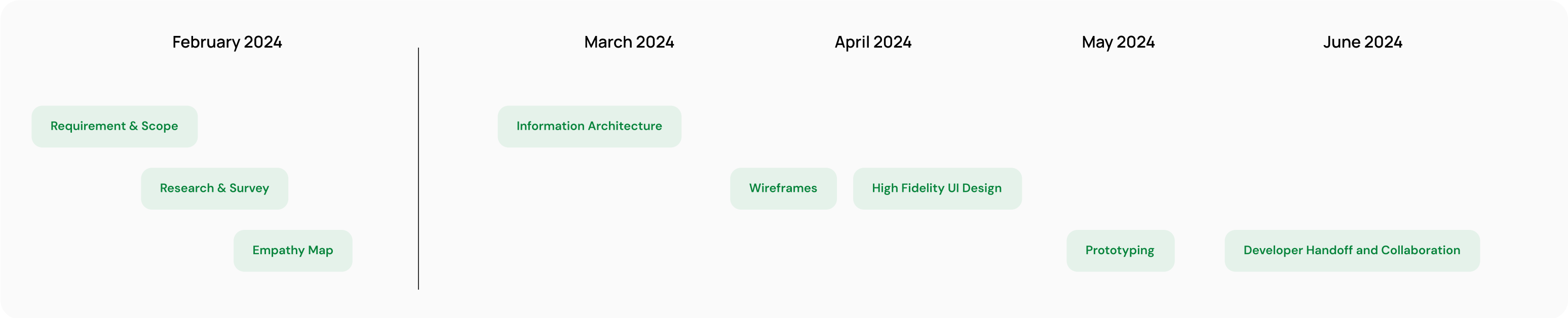


# Design Approach

The design process I followed throughout the project



# Timeline



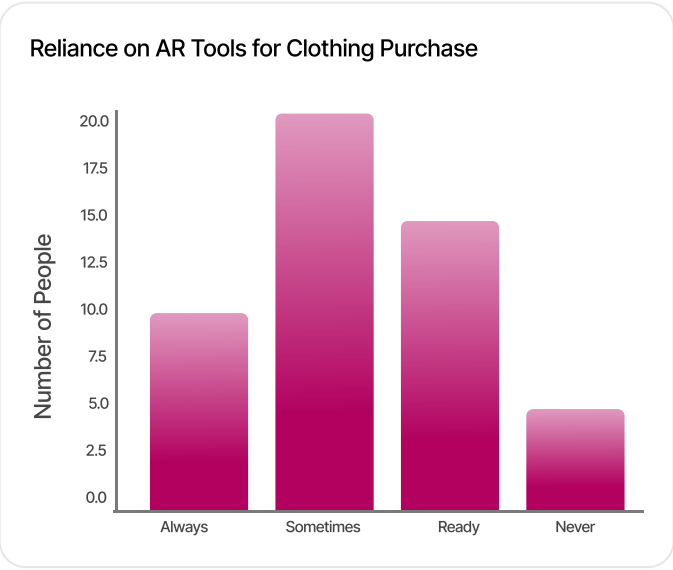
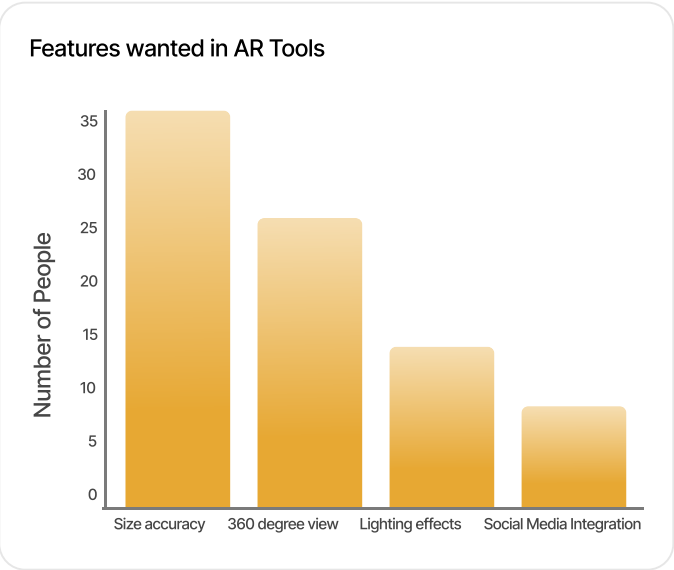
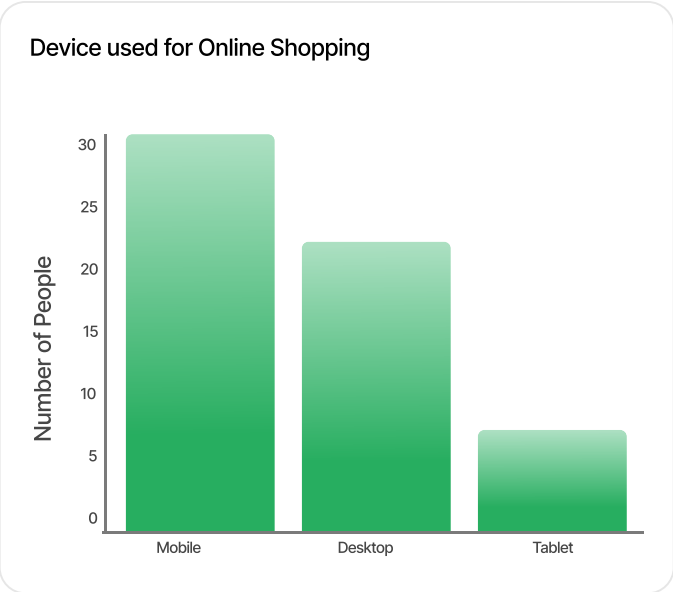
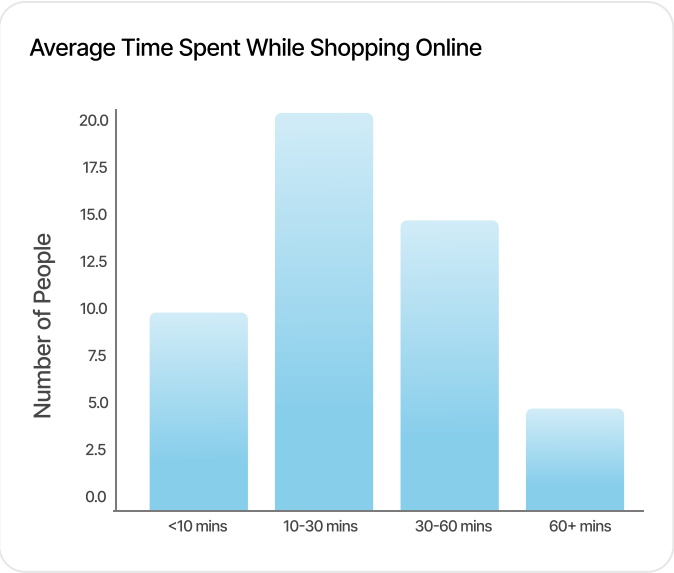
# User Research

## Qualitative Research

I interviewed 4-5 people in different industries, including retail, e-commerce, IT, and fashion, to understand the challenges they face. Here's a set of interview questions I used to get insights into their experiences:

1. What is your age?
2. What is your profession?
3. How often do you shop online?
4. What device do you primarily use for online shopping?
5. Have you ever used AR clothing tools? If yes, how was the experience?
6. What features would you like to see in an AR clothing tool?
7. How do you think AR tools impact your buying decision?
8. Do you feel the clothing fit and size are accurate when using these tools?
9. What problems have you encountered while using AR clothing ?
10. Do you prefer using AR tools over traditional size charts?
11. How user-friendly do you find the interface of AR clothing tools?
12. How likely are you to recommend AR tools to others?

## Qualitative Research



Competitive Analysis

Based on user interviews and survey insights, our team had some initial ideas for our app Outfit AR. Our next step was to do a competitive analysis and see how we perform.



User Persona

Helps companies understand their audience by addressing their needs and concerns.



User Persona # 1

Aisha Malik

**Location:** Karachi, Pakistan  
**Status:** Married  
**Age:** 28 years old  
**Occupation:** Digital Marketer

About:

Aisha loves fashion and keeps up with trends. She shops online often and enjoys sharing her outfits on social media. She is very tech-savvy and frequently uses apps and websites to enhance her shopping experience.

Goals

- See how clothes fit before buying.
- Discover new brands and styles.
- Enhance her online shopping experience.

Challenges

- Finding clothes that fit well online.
- Returning items that don't match expectations.

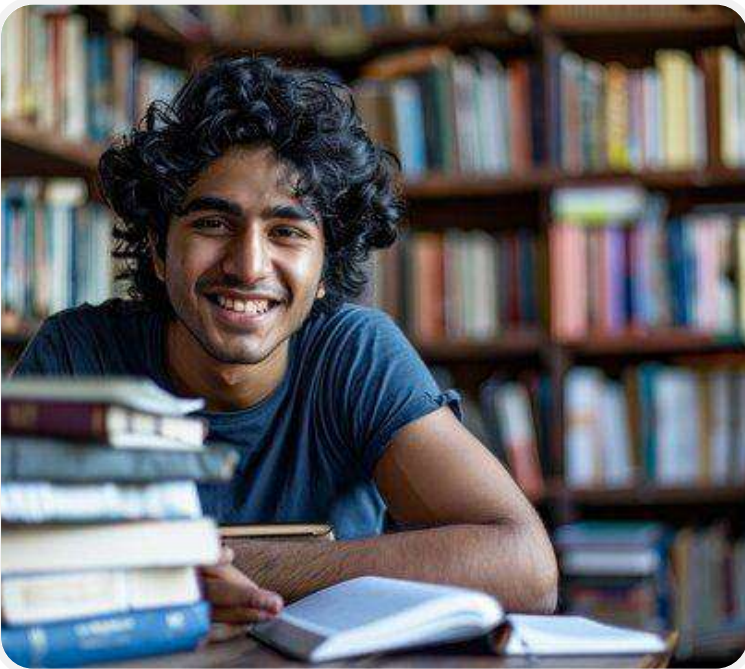
Wants

- Virtual fitting room feature.
- Ability to view clothes from different angles.



User Persona

Helps companies understand their audience by addressing their needs and concerns.



User Persona # 2

Omar Khan

**Location:** Lahore, Pakistan  
**Status:** Single  
**Age:** 24 years old  
**Occupation:** University Student

About:

Omar is a university student who values practicality and style. He enjoys online shopping to save time and is budget-conscious, often looking for trendy pieces that fit his student budget.

Goals

- Find stylish and affordable clothes for himself and his friends.
- Reduce returns by visualizing fits accurately.
- Shop quickly to fit his busy schedule between classes and study sessions.

Challenges

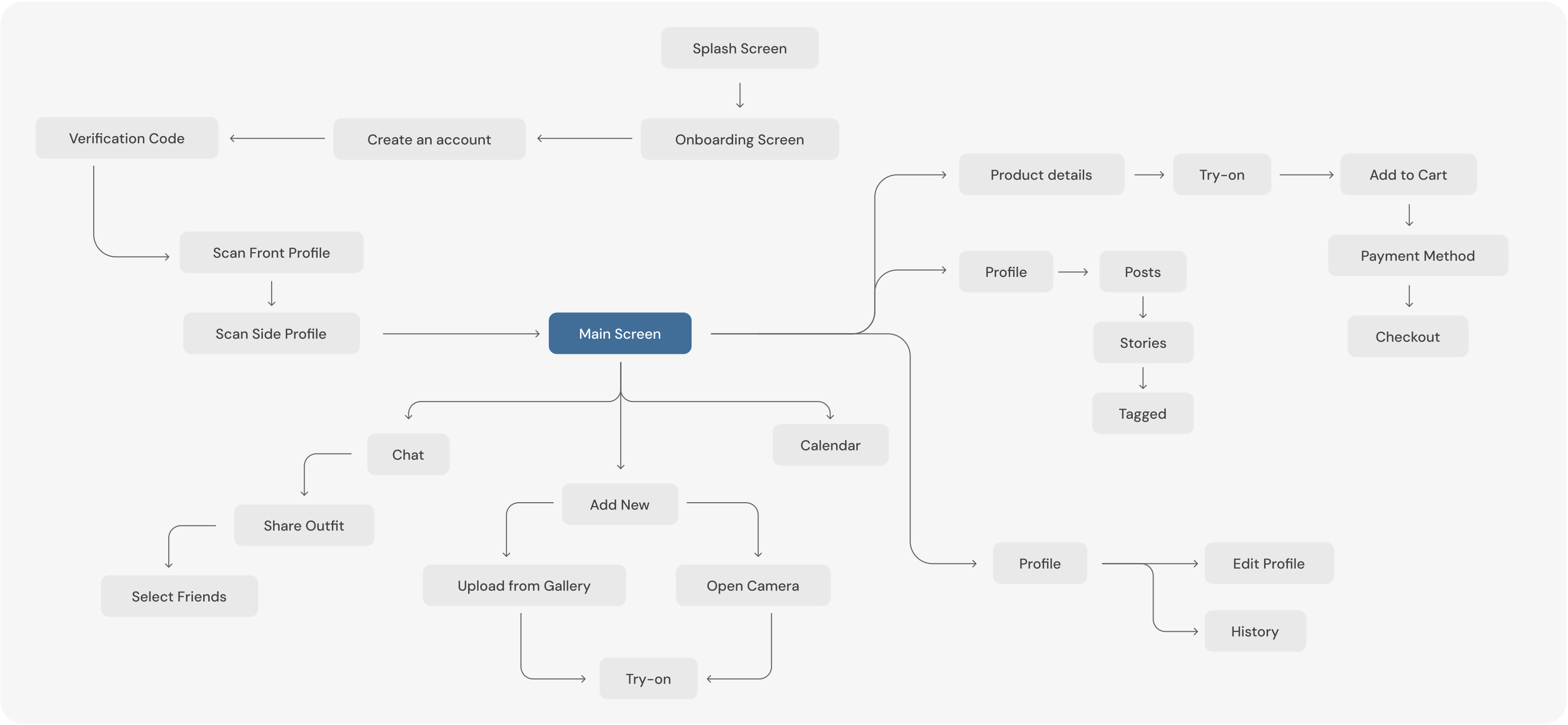
- Limited time to shop due to academic commitments.
- Sizing issues leading to returns.

Wants

- Easy virtual try-on options to experiment with different styles.
- Filters for budget-friendly options and student discounts.

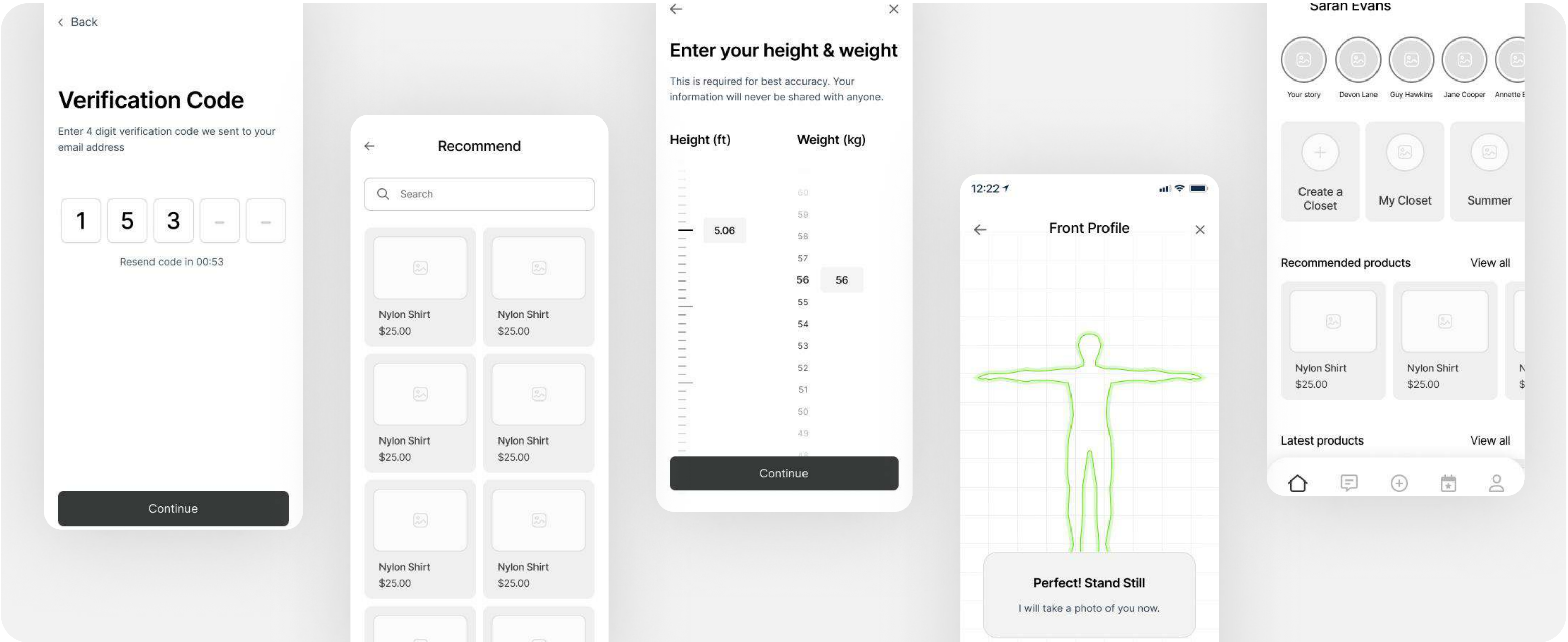
Information Architecture

Focus on structuring content to make it easily accessible.



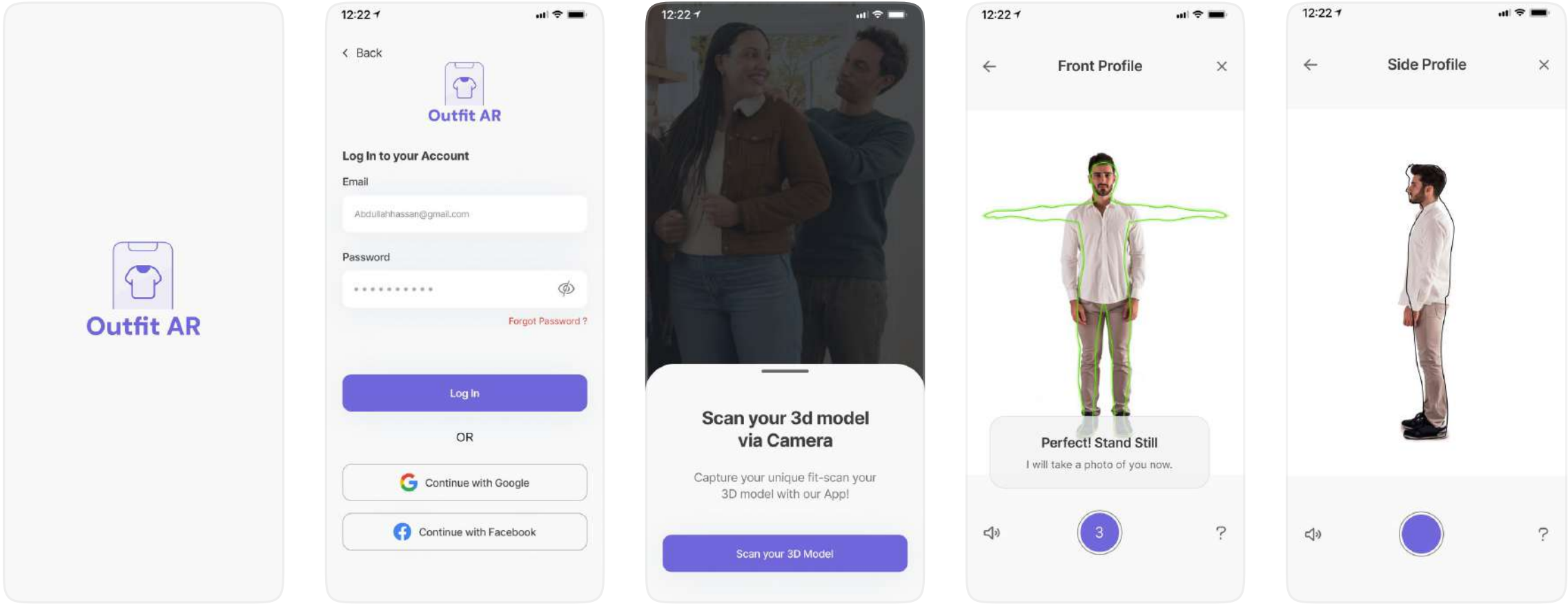
Wireframe

Provide early visual concepts for stakeholder approval before the creative phase.



# High Fidelity Design

Refers to a prototype that closely resembles the final product design.



## Get Started with Outfit AR!

Sign In or Create Your Stylish Profile

Log in to continue your style journey or sign up to start exploring endless fashion possibilities. Seamless access to your fashion universe.

## Create Your 3D Avatar

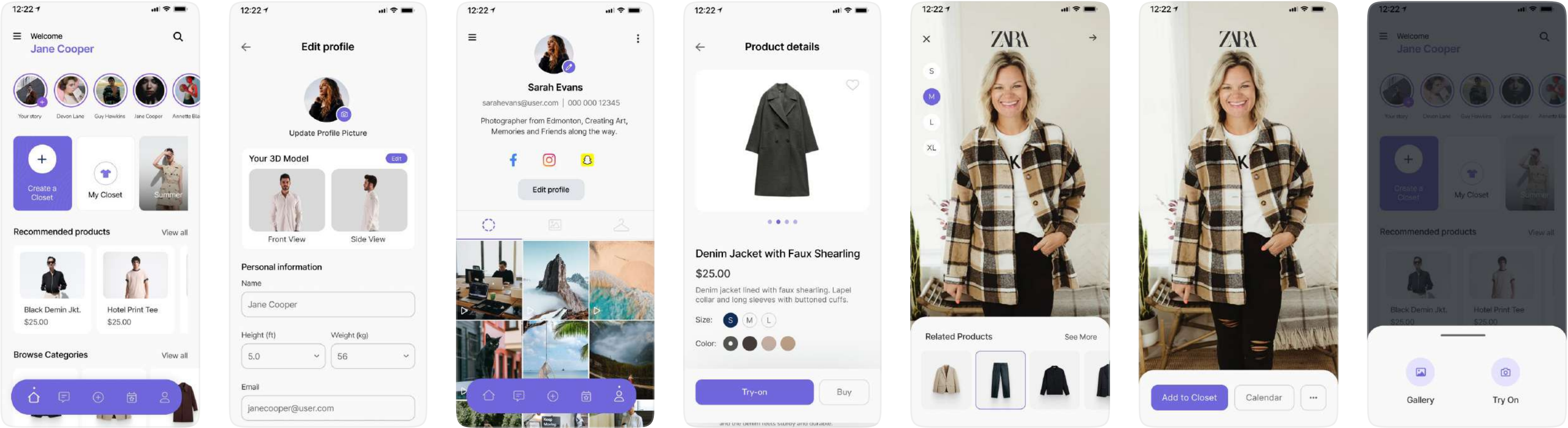
Scan and Personalize

Quickly scan your body to create a precise 3D model. Your virtual avatar helps you find the perfect fit and style.



# High Fidelity Design

Refers to a prototype that closely resembles the final product design.



## Welcome to Your Fashion Hub!

Your Style, Your Space, Your Way.

Customize your profile, manage your closet, and keep track of your fashion journey all in one place. Your dashboard is your personal fashion control center.

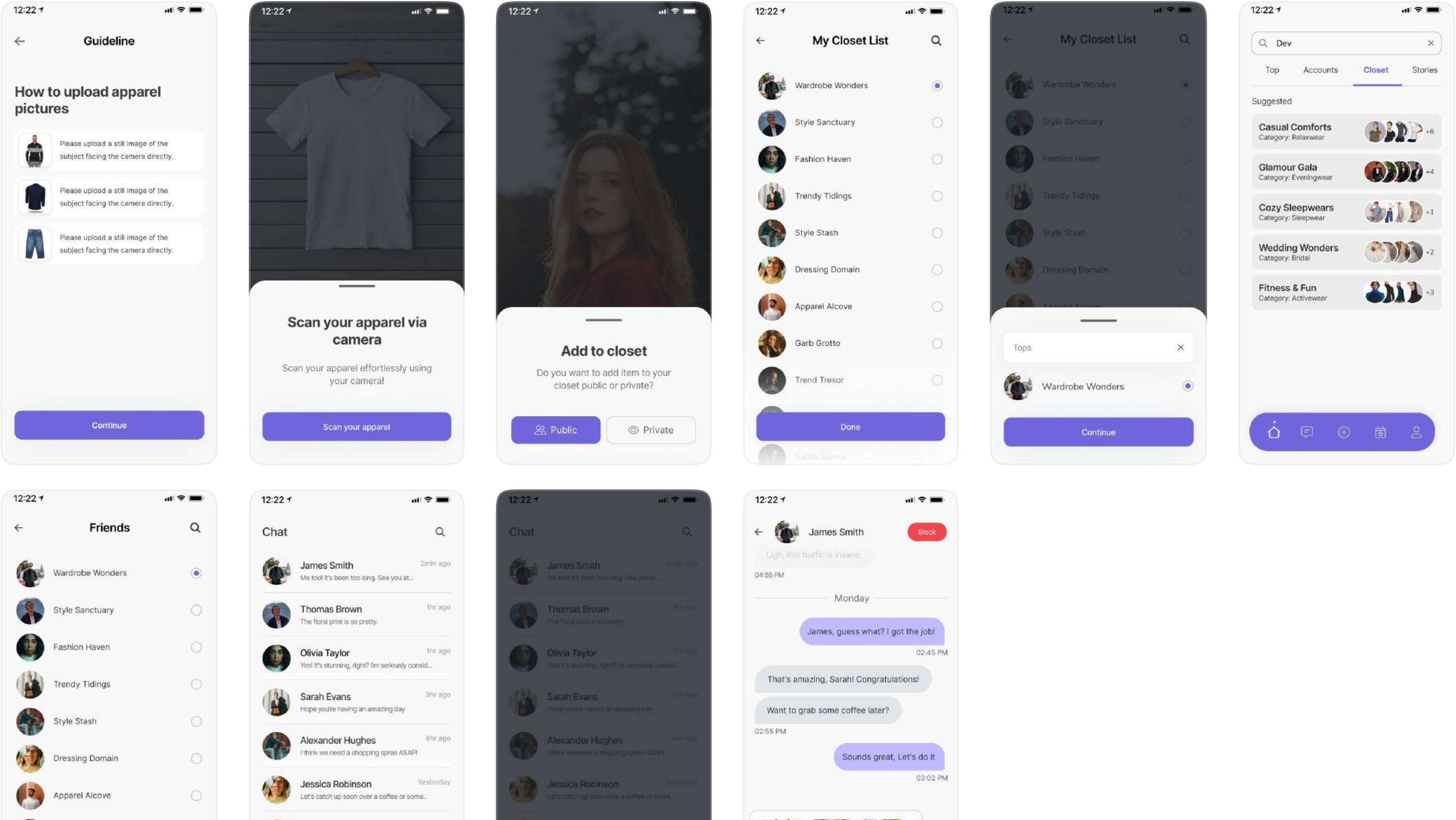
## Explore & Try On

Discover Your Perfect Outfit

Browse our collection and try on clothes virtually. See how each piece fits your 3D model before making a choice.

# High Fidelity Design

Refers to a prototype that closely resembles the final product design.





# Interact Engage –

## Redesign of Product & using

### AI trained in the art of customer service.

#### Objective

The primary goal of this project was to improve the user experience of the Interact Engage support interface, making it more intuitive and efficient for users seeking help and support.

This involved redesigning key workflows, enhancing navigation, and optimizing the accessibility of resources.

#### Functionality

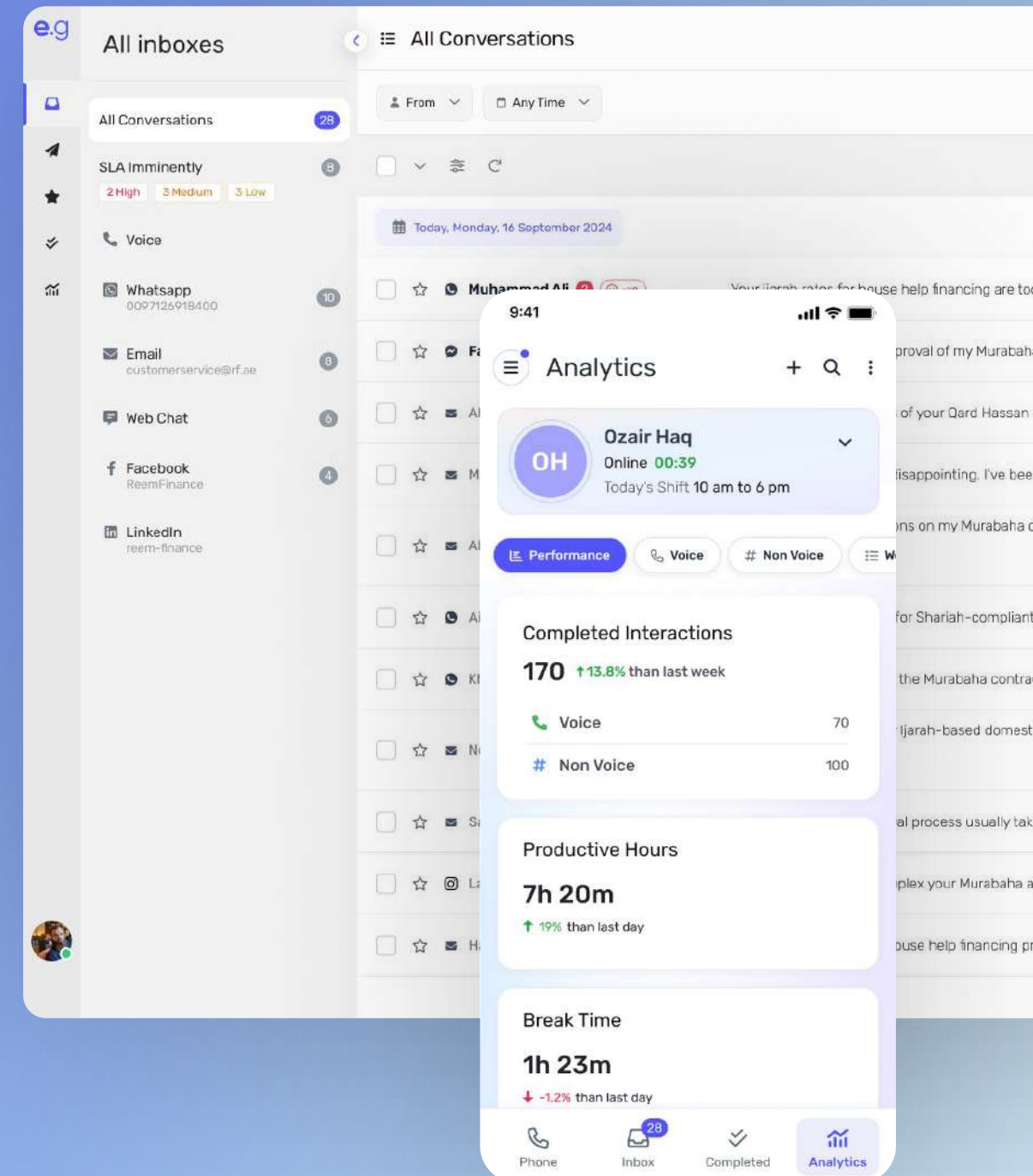
The redesigned Interact Engage interface offers intuitive navigation, enhanced search, and a customizable dashboard, improving ticket submission and access to self-service resources.

#### User-Centric Design

Create an intuitive and visually appealing interface that resonates with the target audience.

#### Brand Alignment

Incorporate the Interact Engage brand identity into the design to ensure consistency and recognition.



# Old Interface Design

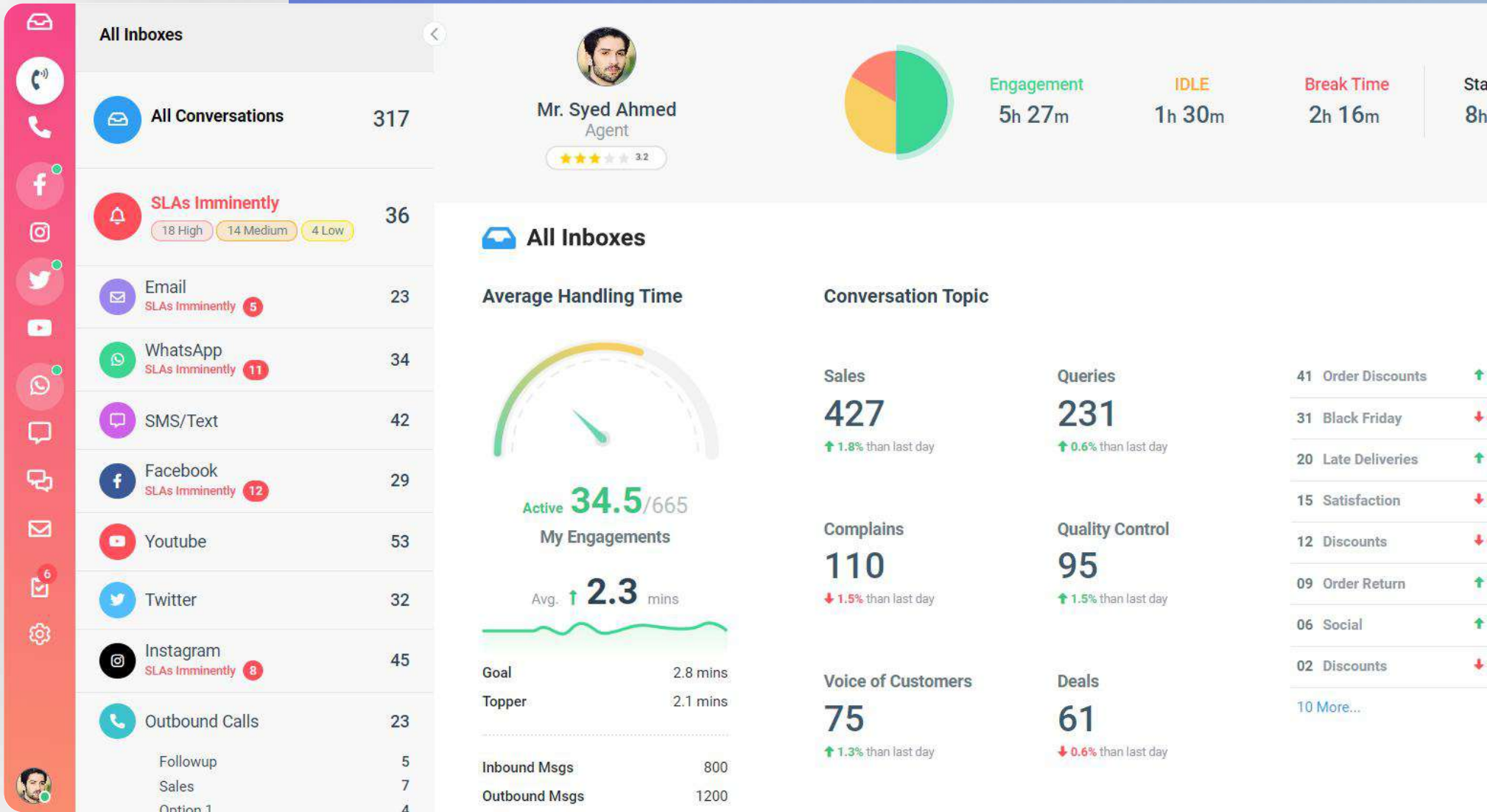
## UX Problem

**Prioritization of Tasks:** The system appears cluttered with a mix of different user interactions, including complaints, inquiries, and feedback. This may overwhelm users, making it difficult to prioritize and manage tasks effectively.

**Lack of Visual Hierarchy:** Important tasks such as SLA (Service Level Agreement) warnings are hard to differentiate from the general conversation queue, potentially leading to overlooked urgent tasks.

**Context Overload:** Each post includes a lot of information, such as likes, comments, and shares, making it visually busy. This could make it hard for users to quickly assess the most important elements of a post.

**Ineffective Feedback and Complaint Tracking:** There's no apparent system for categorizing or resolving issues, which can result in repetitive or unresolved customer complaints over time.





# Old Interface Design

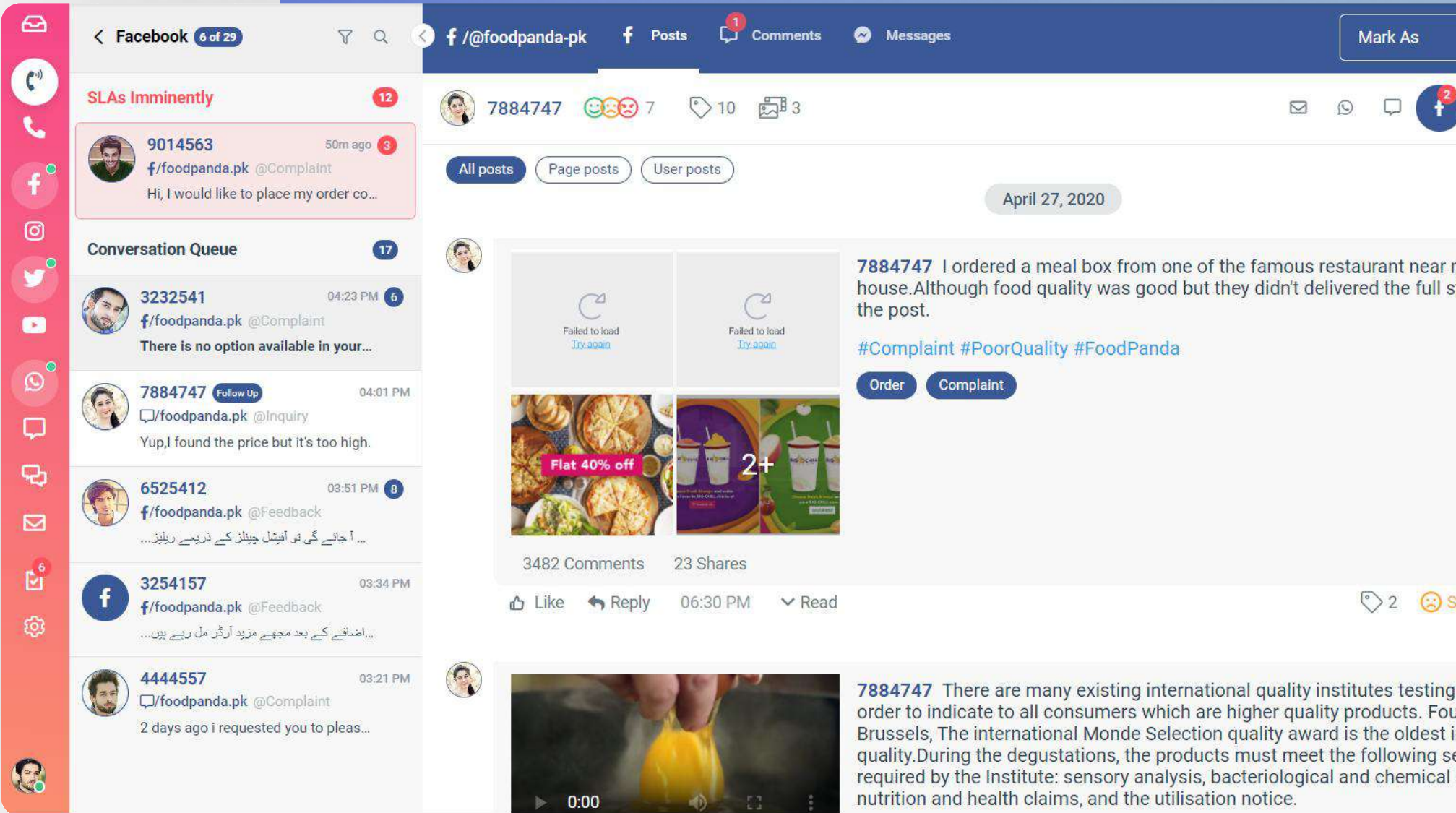
## UI Problem

**Cluttered Sidebar:** The sidebar includes multiple icons and information, which can appear overwhelming and cluttered.

**Lack of Clear Icons:** Some icons are not self-explanatory, like the red and green symbols under each post, which might confuse users who are not familiar with their meaning.

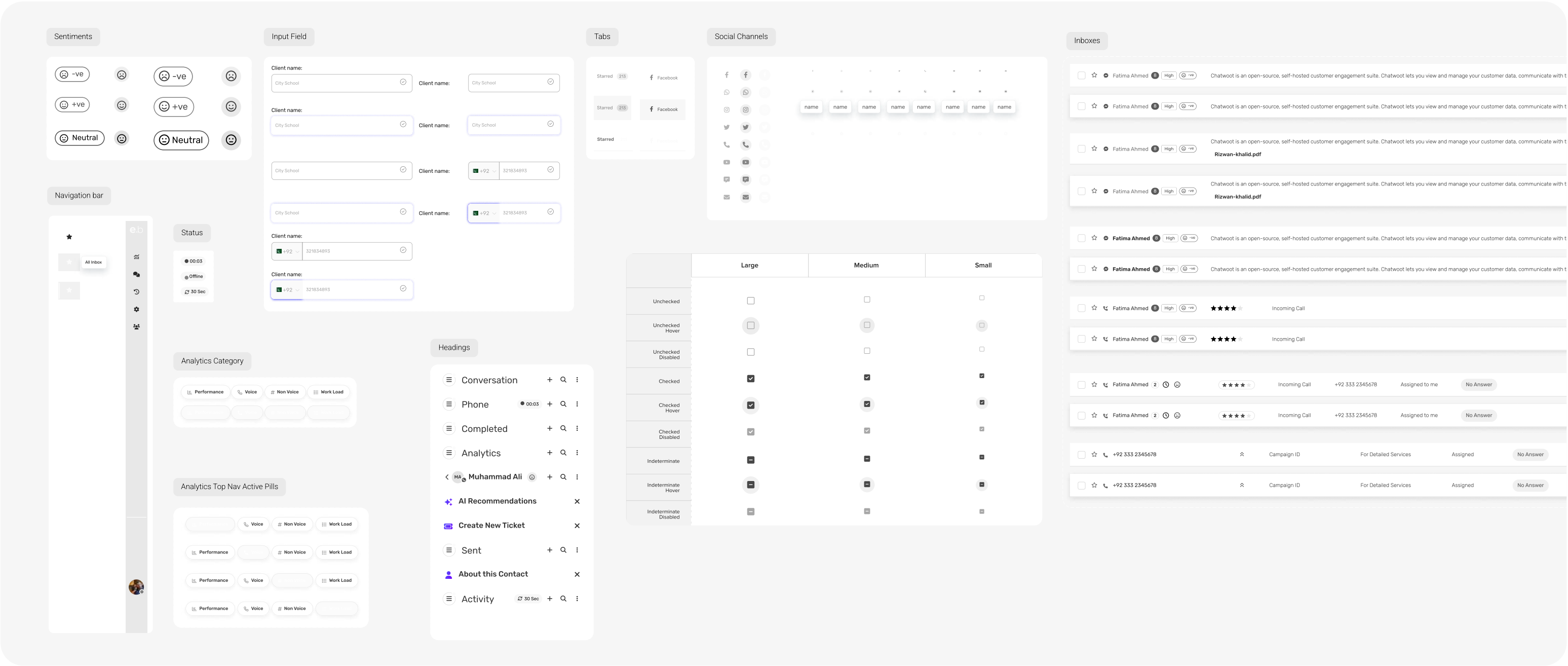
**Poor Use of Space:** Some areas, like the "Failed to load image" boxes, waste space, reducing the content's readability and relevance.

**Small Font and Low Contrast:** Important information such as timestamps, user names, and hashtags might be too small or low contrast, reducing readability.



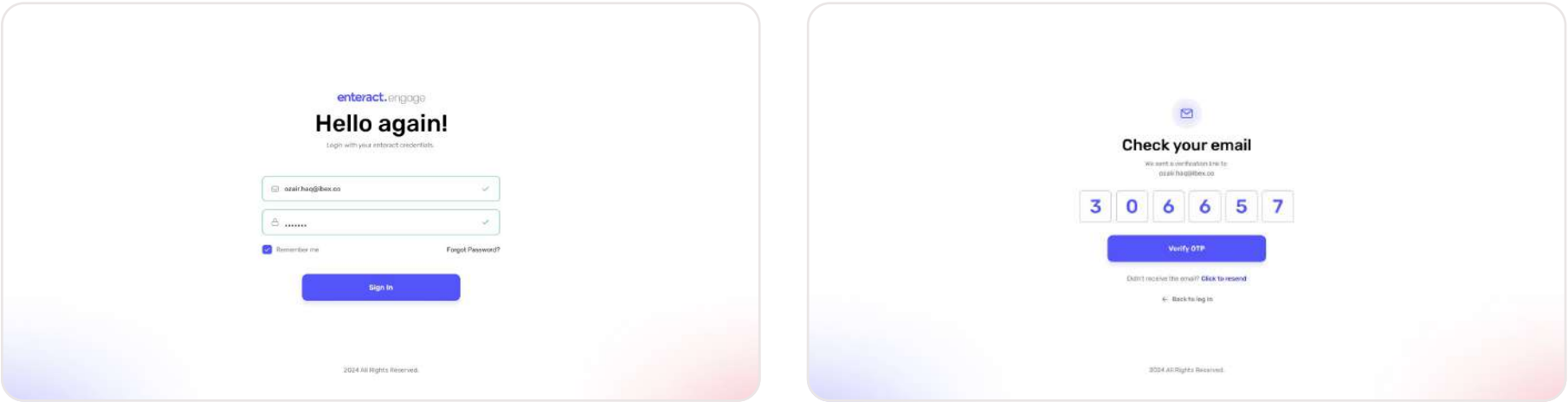
# Design System

A clear visual language boosts your product’s perceived quality.



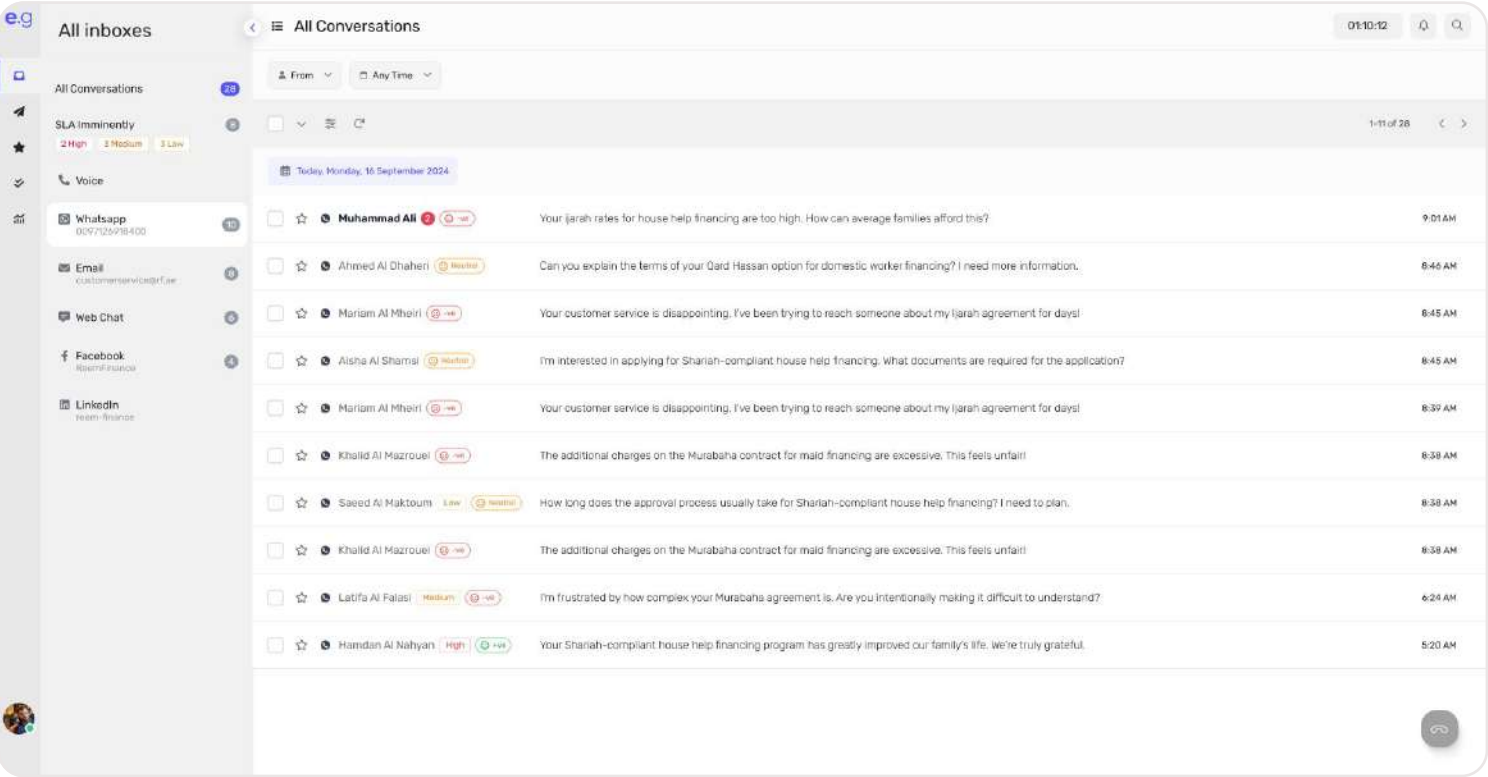
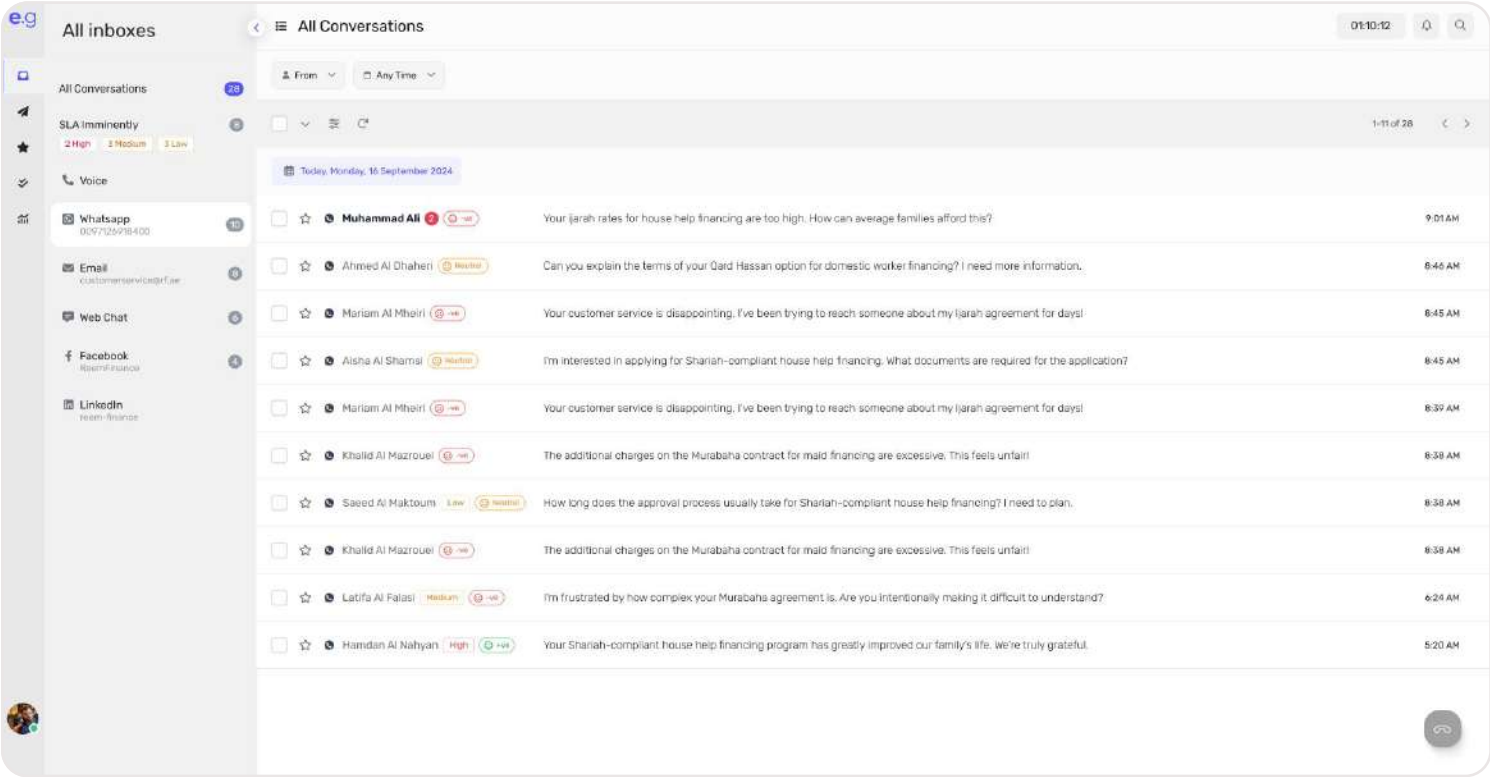
# Redesigned Dashboard Screens

A clear visual language boosts your product’s perceived quality.



## Agent Realtime Flow

WhatsApp chat, Email flow with AI co-pilot, create ticket, dispose.



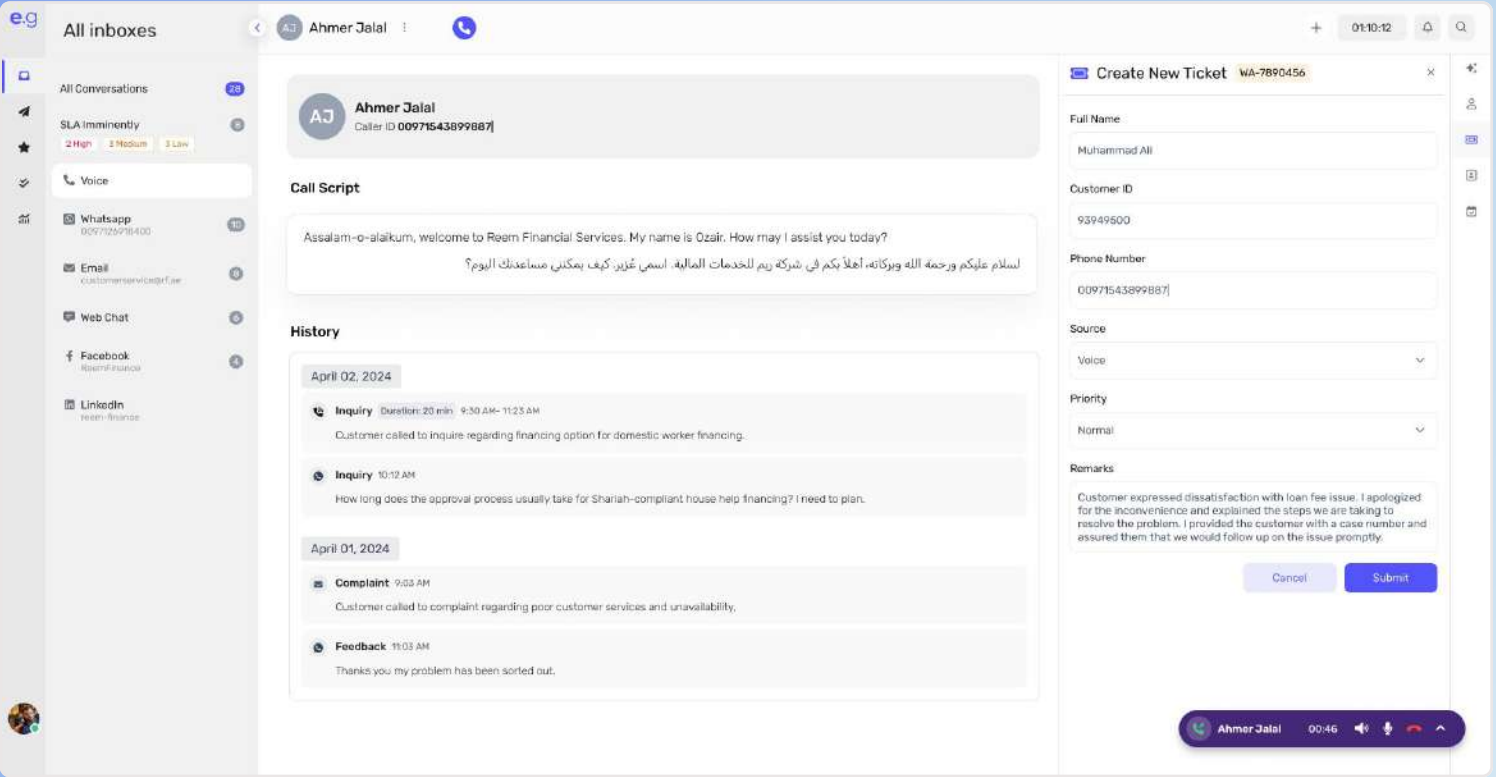
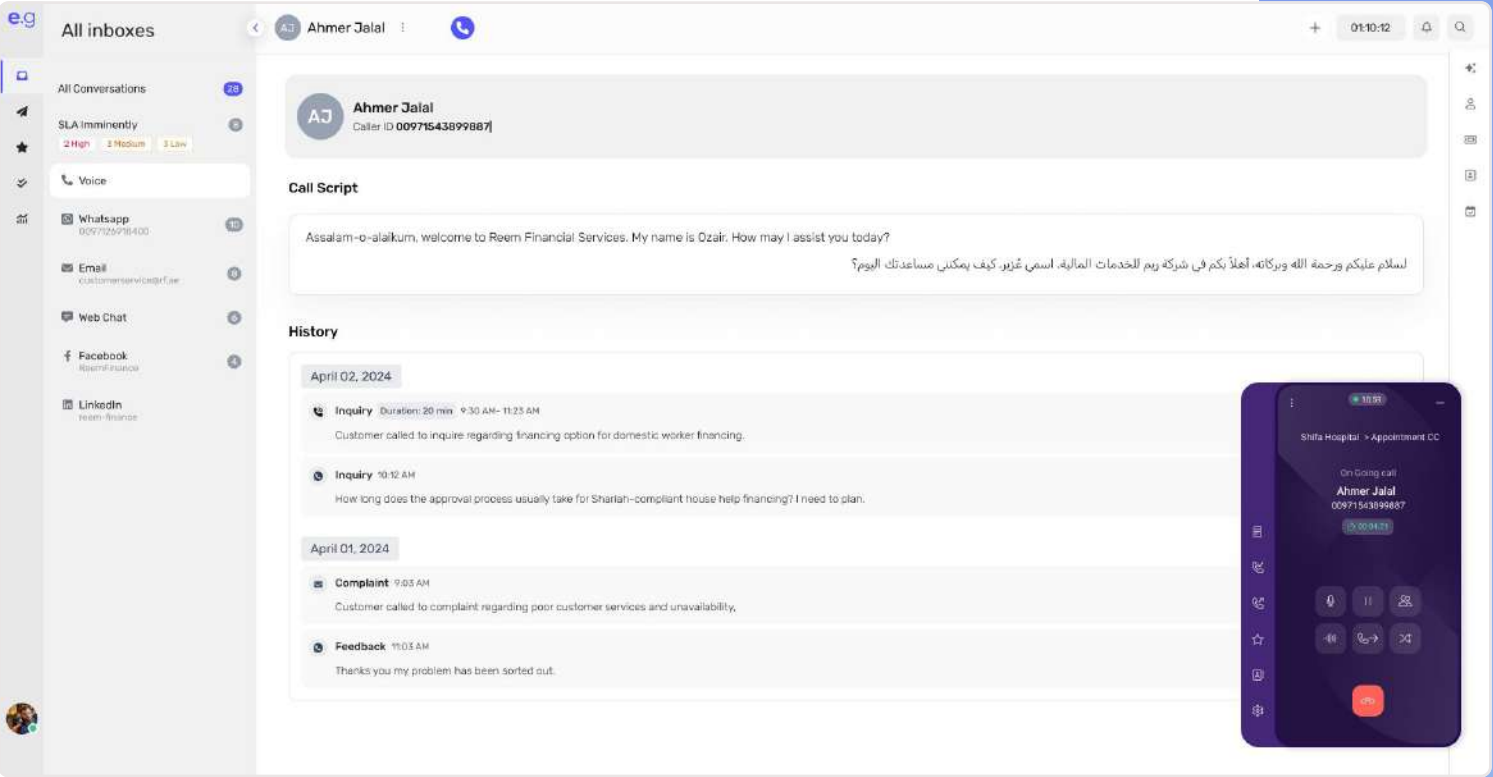
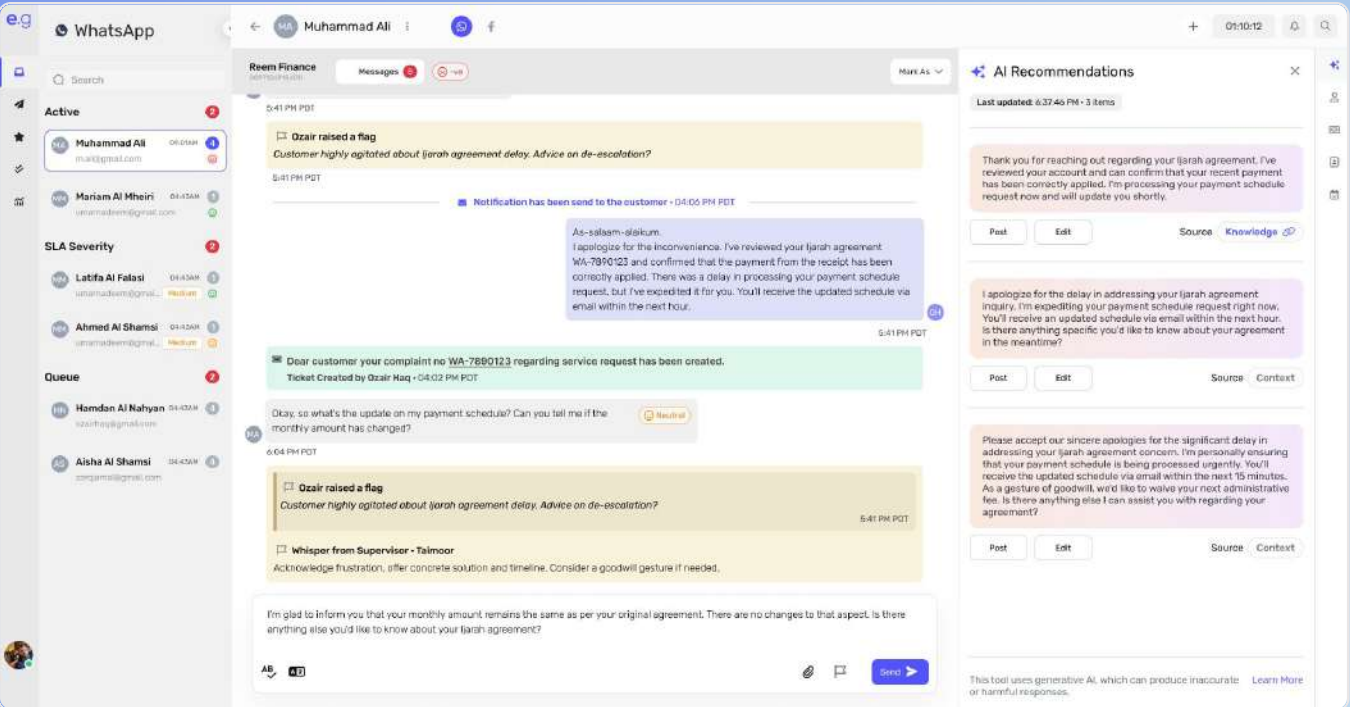
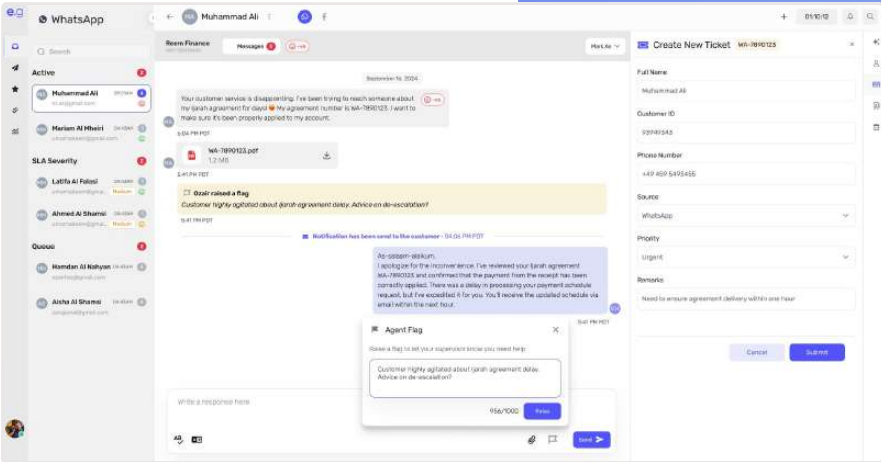


# Redesigned Dashboard Screens

A clear visual language boosts your product’s perceived quality.

## Agent Realtime Flow

All Inbox - incoming call with same customer info with ticket historical view

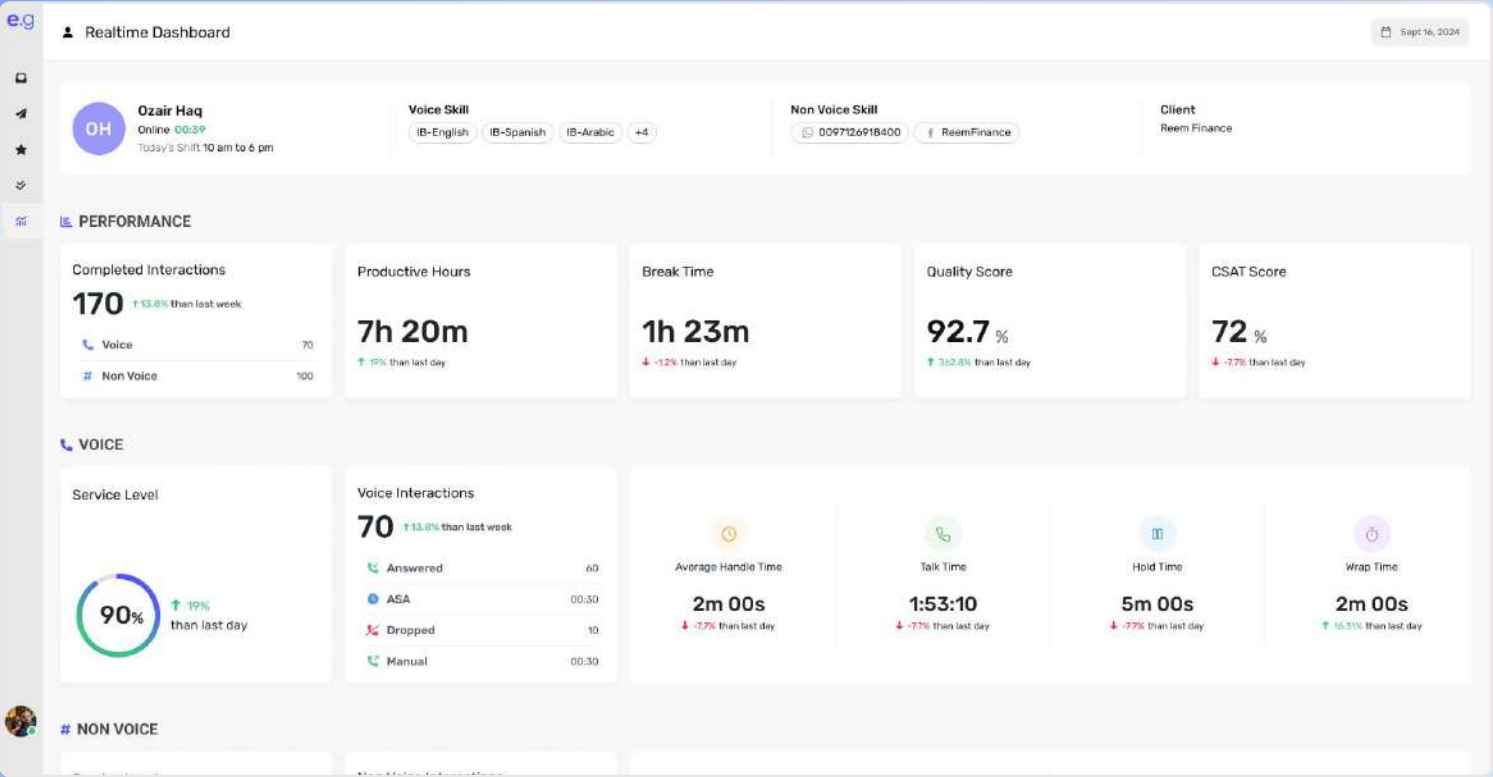
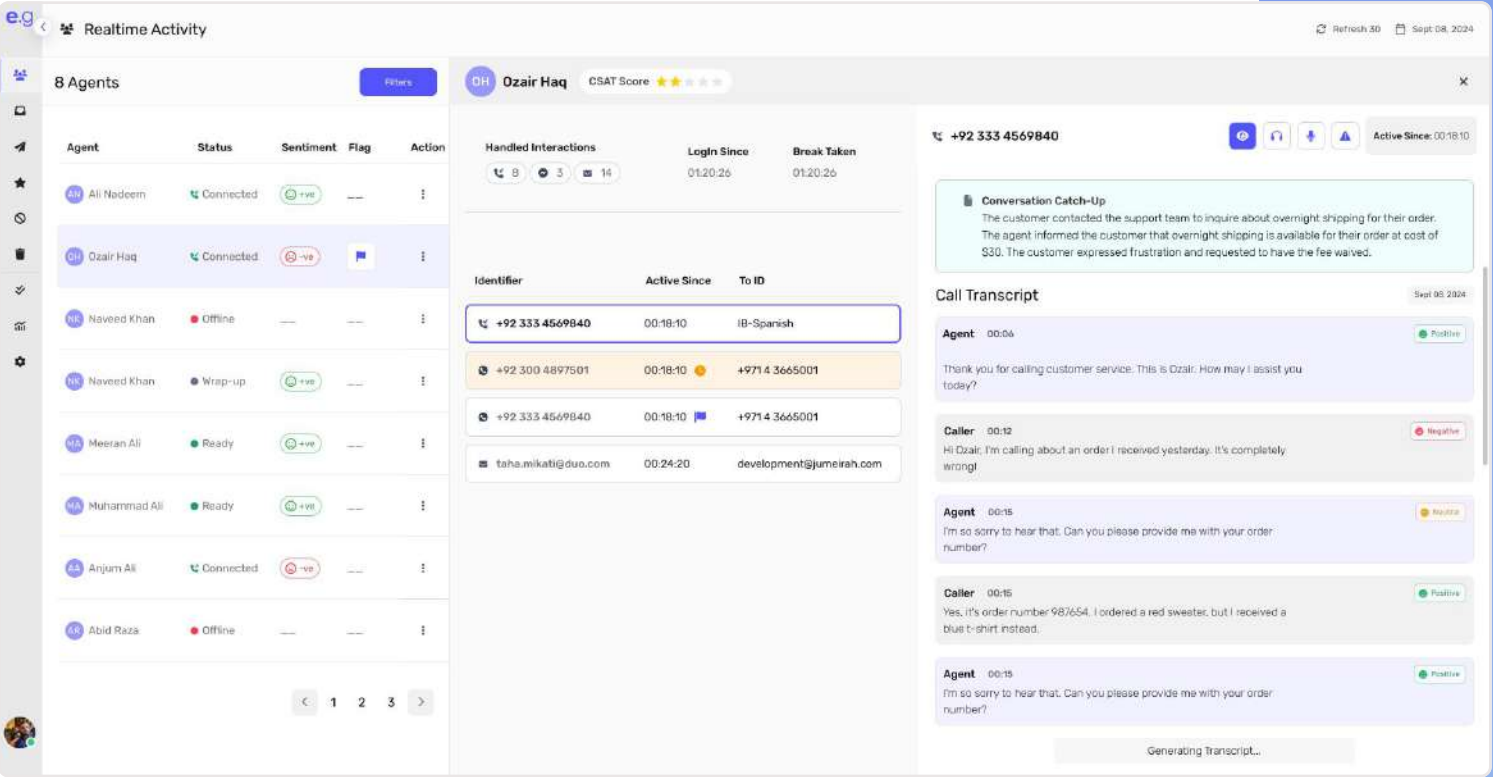
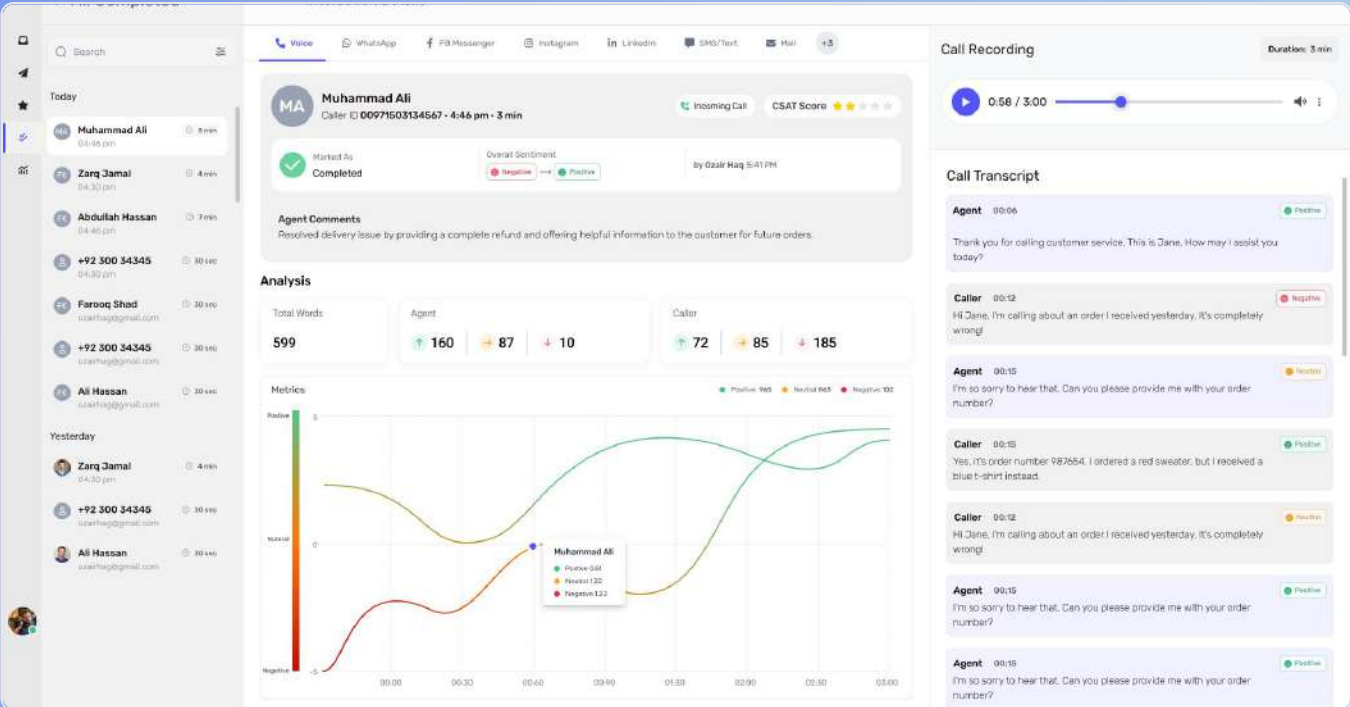
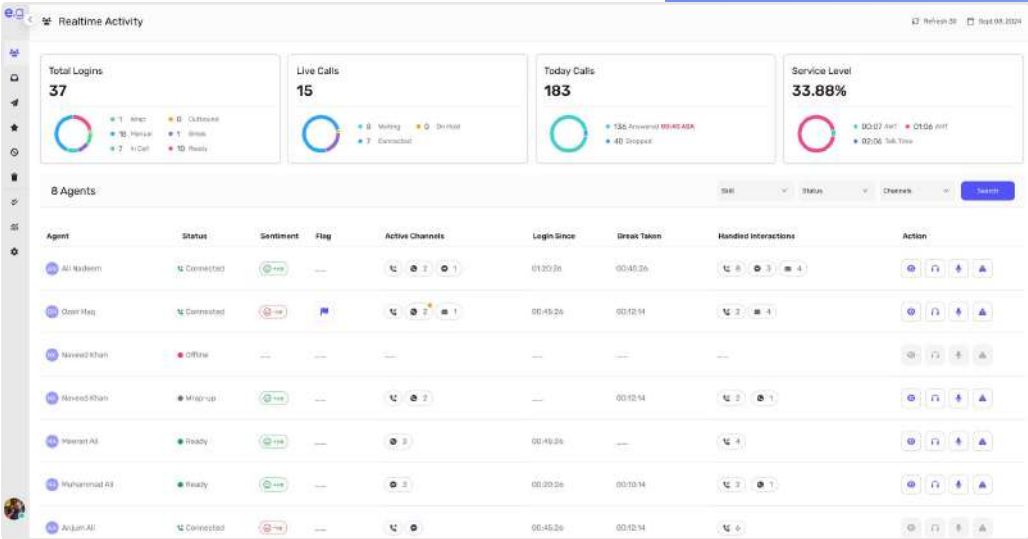




# Redesigned Dashboard Screens

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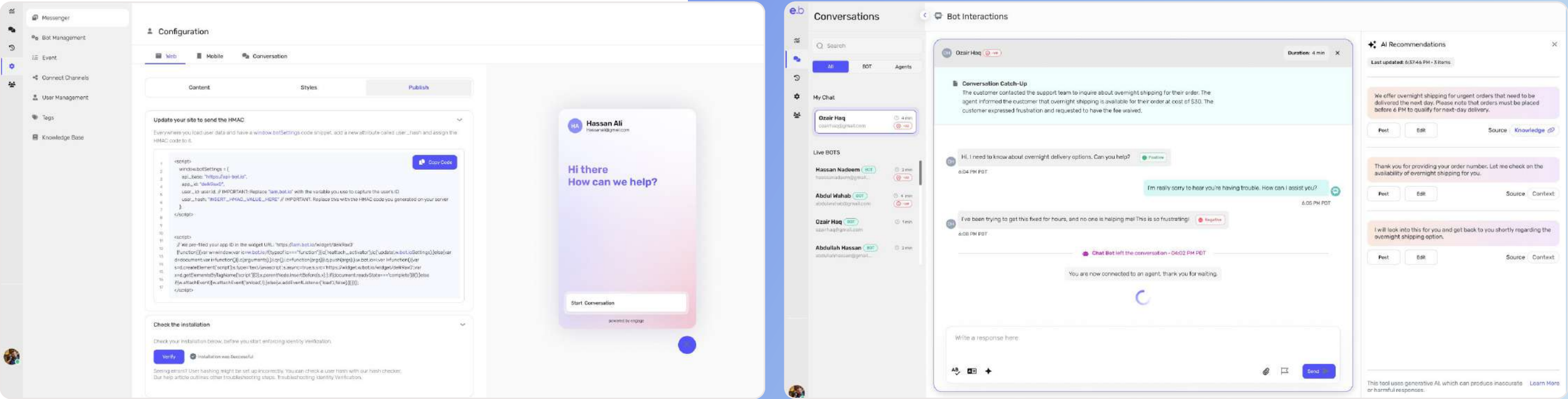
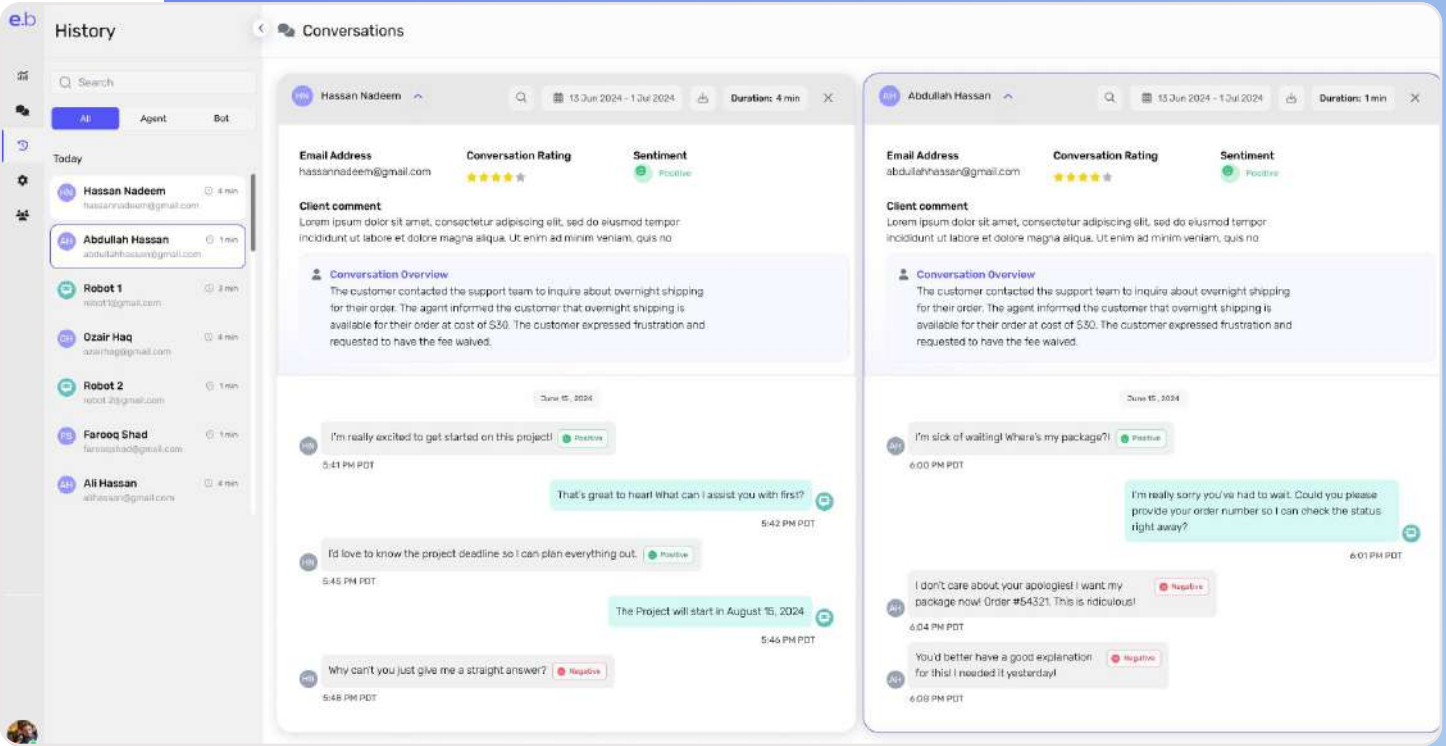
Supervisor Realtime Flow



# Redesigned Dashboard Screens

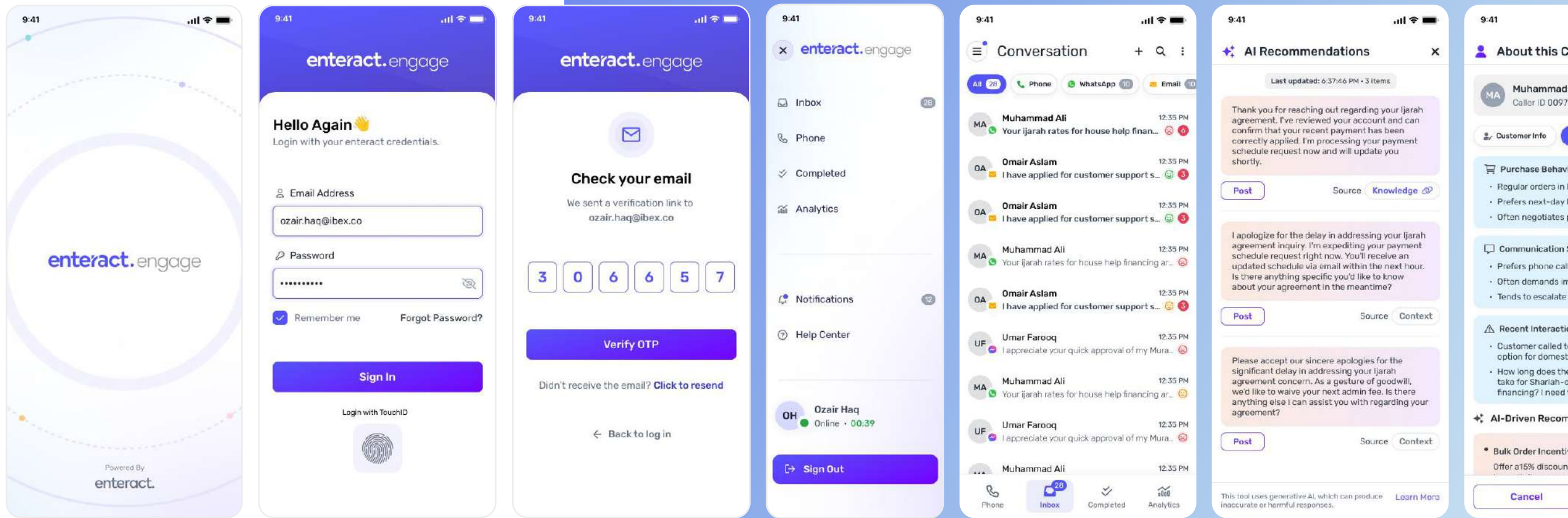
A clear visual language boosts your product’s perceived quality.

## Bot Realtime Flow





# Responsive App Design



## Faster Resolution

Clear priority tags (High, Medium, Low) and status filters (Focused, Starred, etc.) help agents quickly identify urgent tasks, likely reducing response time by **20–30%**.

## Better Engagement

Sentiment indicators and attachment previews streamline conversation handling, potentially increasing engagement rate by **10–15%**.

## Increased Productivity

Channel-specific sections and a user-friendly layout reduce task-switching, boosting task completion by **15–20%**.

Final Year Project

# IoT-Based Solution – for Automating Electrical Device Control





## Overview

The vision is simple, to produce a user friendly IoT home automation system that will make easier the controlling and scheduling of your appliances as well as saving precious energy. The solution will provide remote management and sophisticated automation functionality to remove any manual intervention and pave a way for an efficient daily routine directly from your home.

## Problem Statement

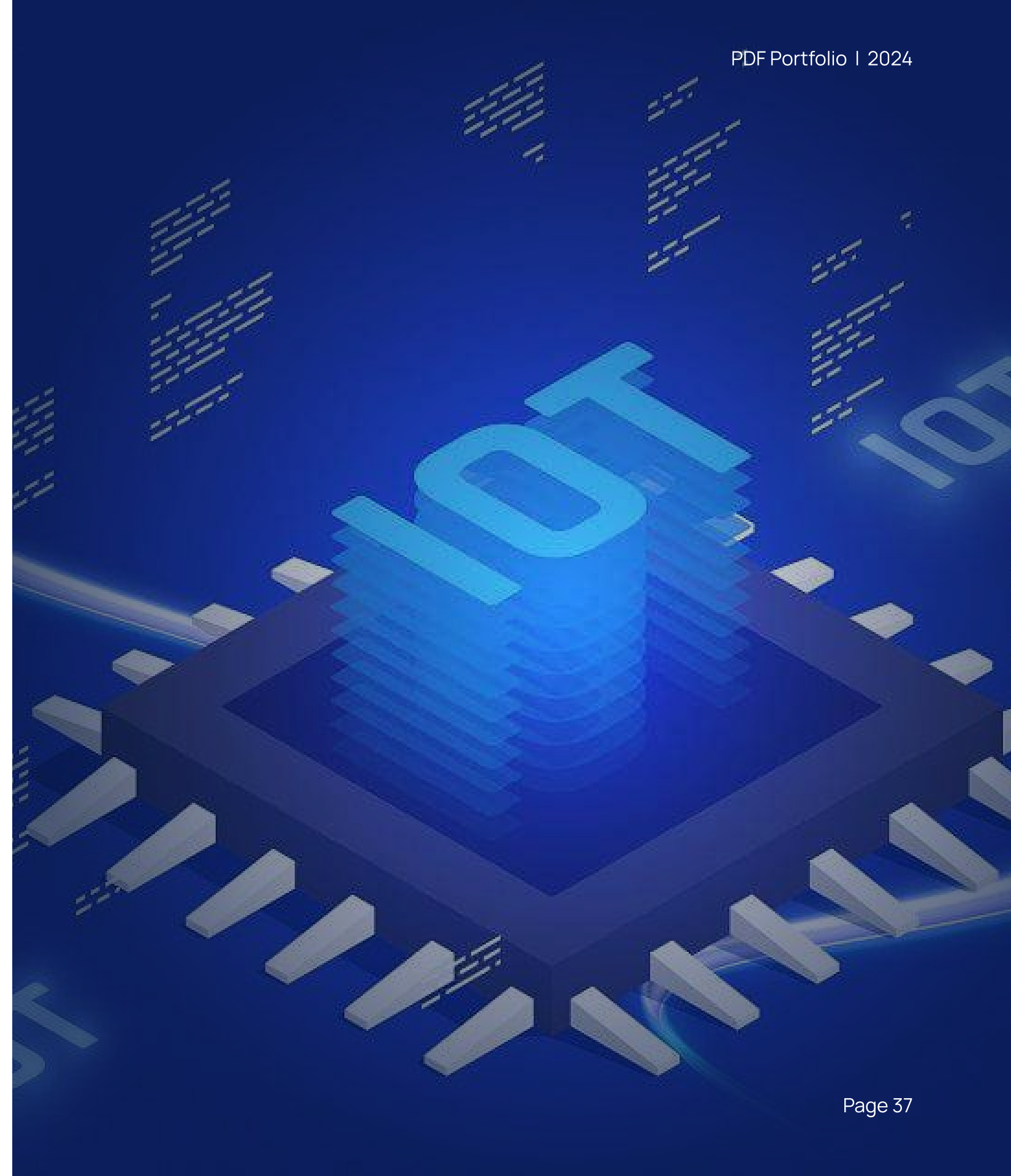
Manual control of home appliances is time-consuming and inefficient. Users need a more streamlined, automated solution that allows remote management of devices, improves convenience, and optimizes energy use.

## Target Users

- Homeowners looking for convenience and efficiency
- Tech-savvy individuals interested in smart home technologies
- Users who want to monitor and control their appliances remotely

## Key Features

- **Remote Control:** Users can manage appliances from anywhere via a mobile app or web interface.
- **Automation:** Devices can be scheduled or triggered based on conditions like time, occupancy, or sensor data.
- **Energy Monitoring:** Provides insights into energy consumption and helps users make informed decisions.



# Implementation Steps



## Research and Planning

Identify the types of devices



## Hardware Selection

Choose smart devices, sensors etc



## Software Development

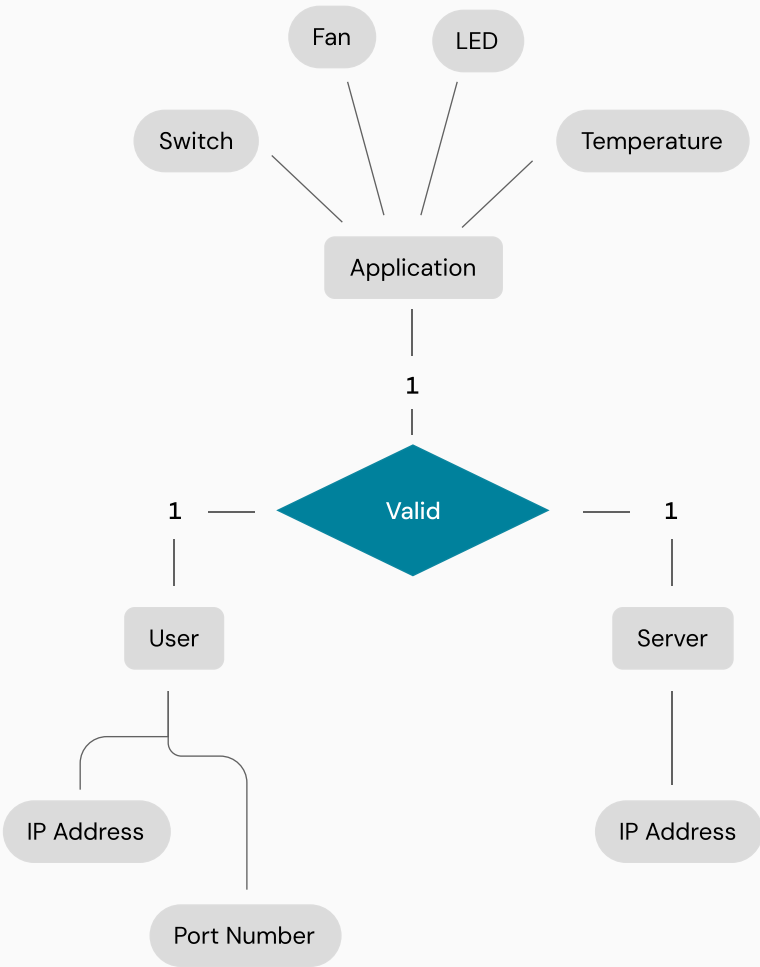
Create or customize the user interface



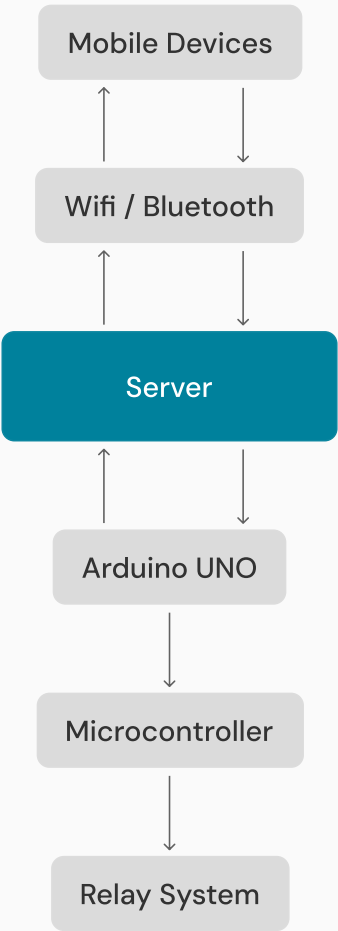
## Testing and Deploy

Conduct usability testing to ensure the user interface

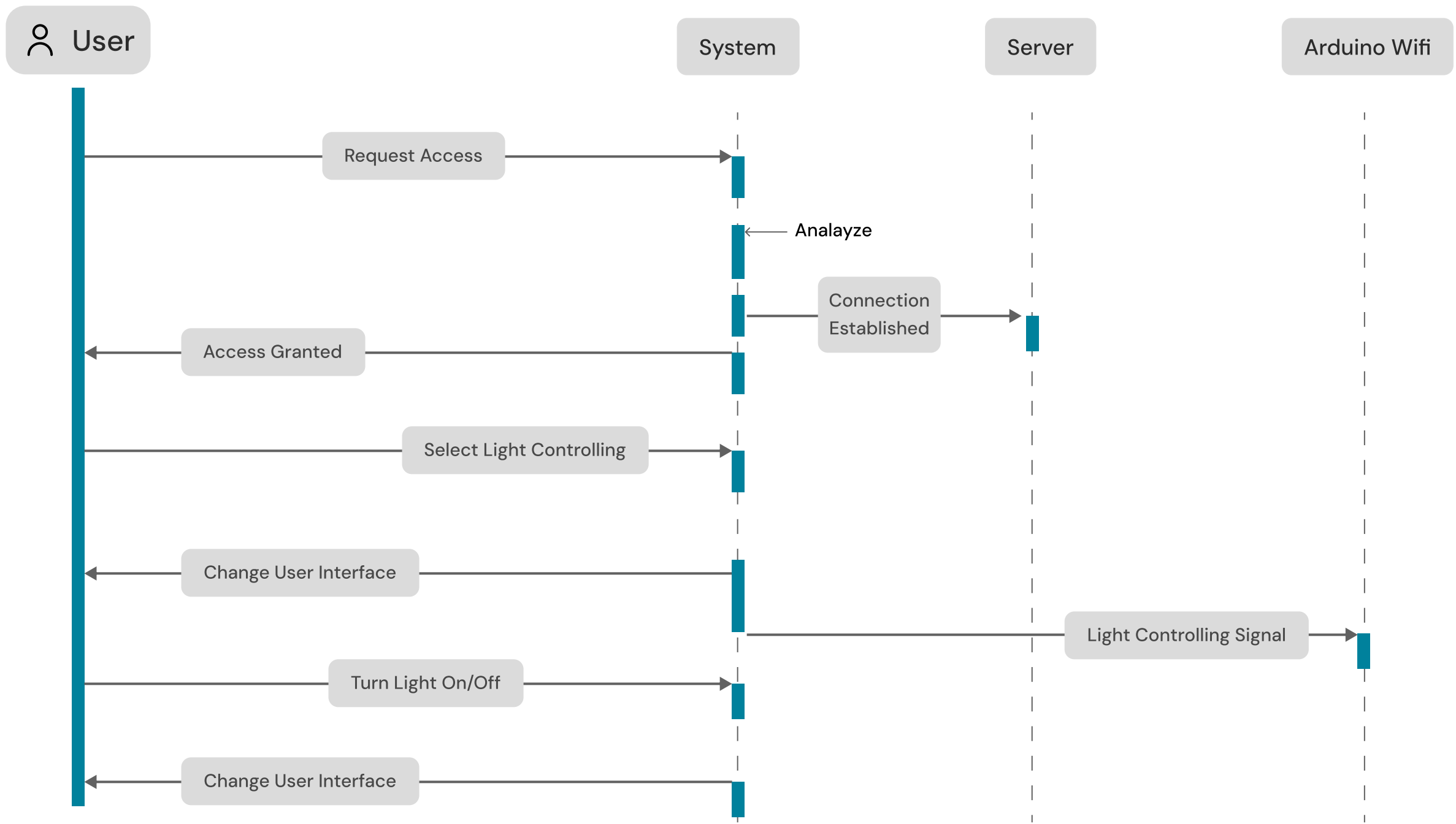
ER Diagram



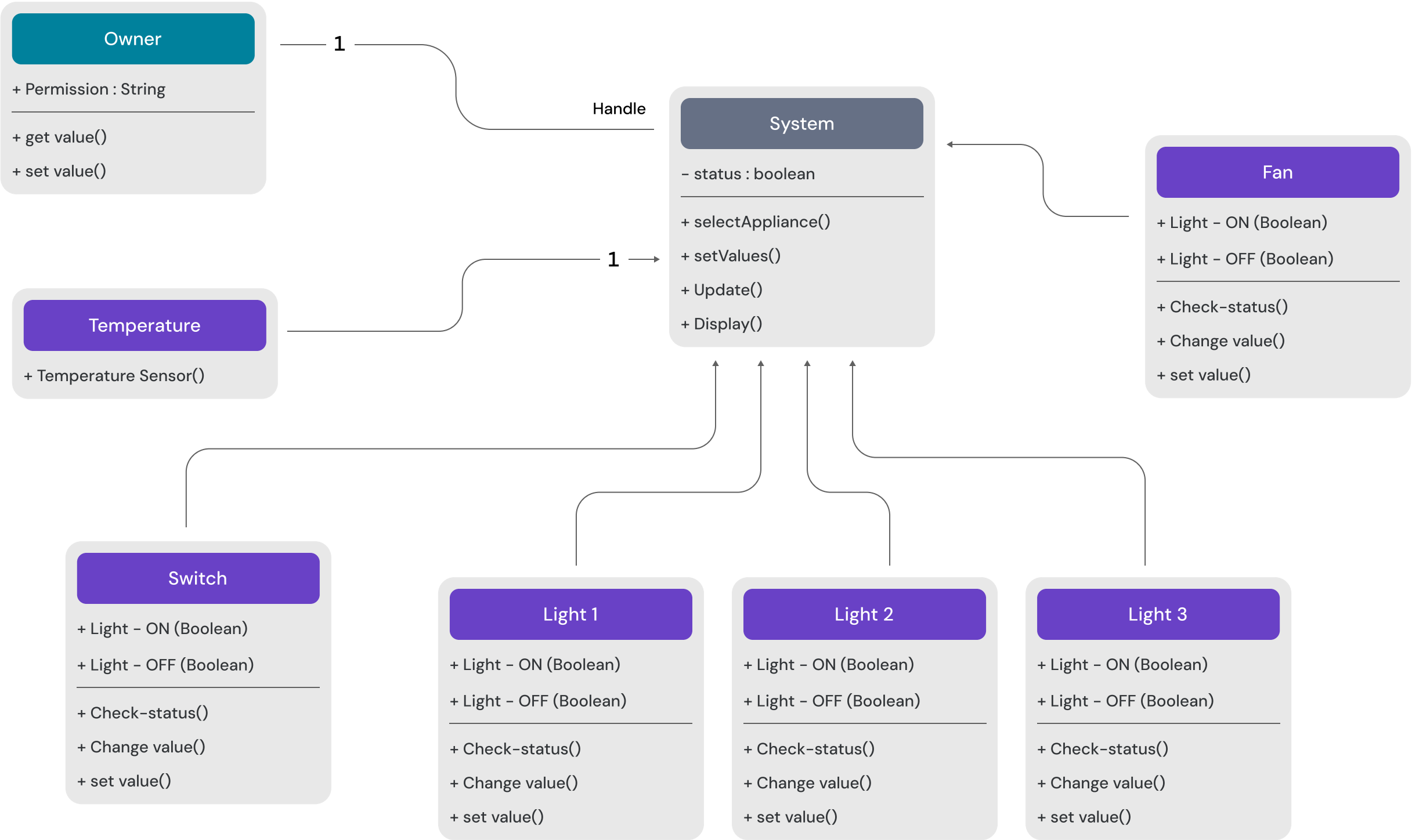
Data Flow Diagram



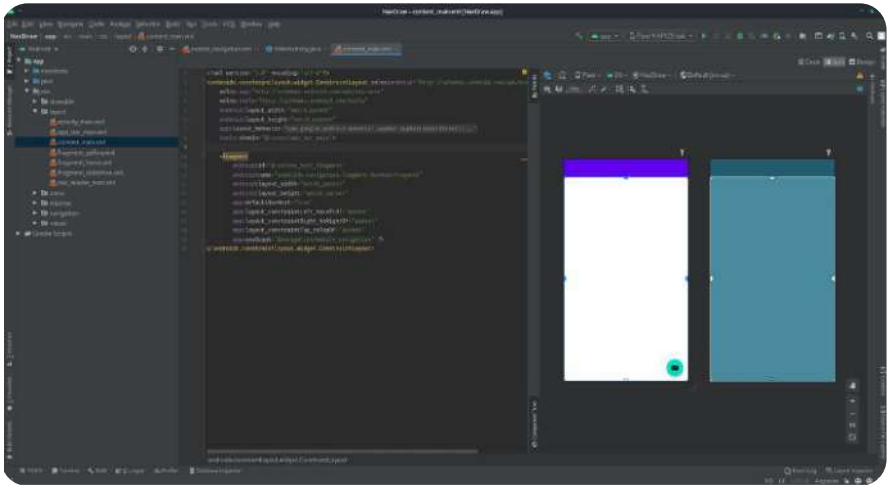
# System Sequence Diagram



# Class Diagram

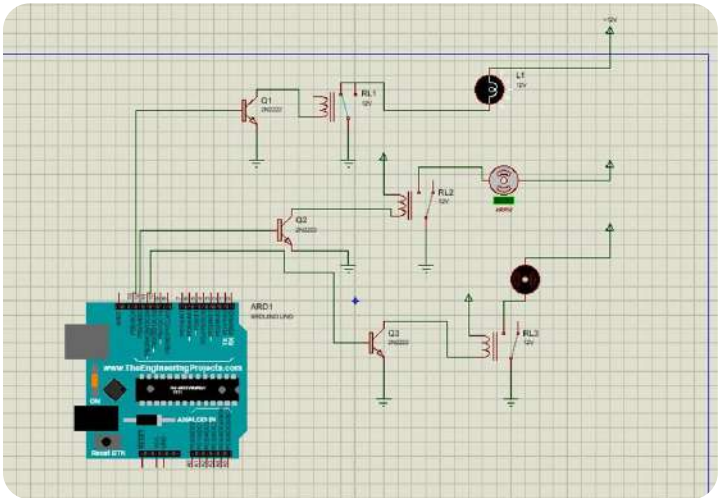






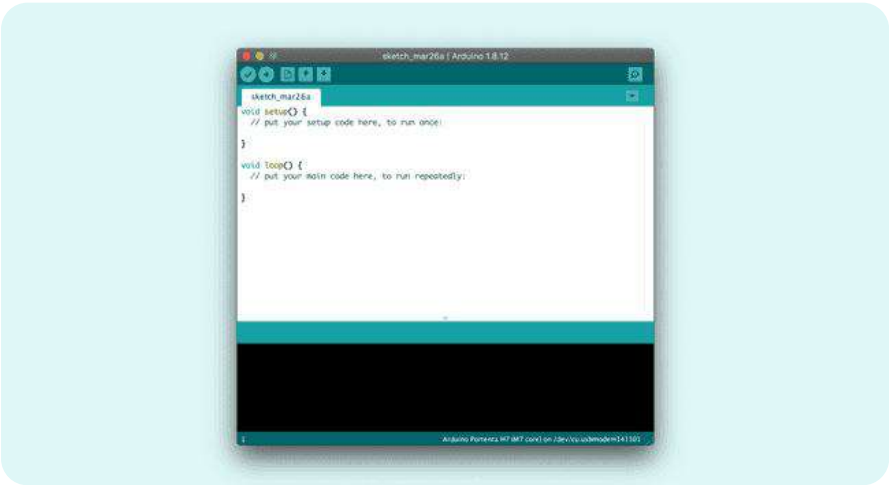
Android Studio

Android Studio is perfect for your IoT project due to its robust development tools, support for IoT connectivity, and seamless integration with cloud services. It also offers efficient testing and debugging on emulators and real devices.



Proteus Design Suite - Software

I started developing the home automation system with Proteus software to design and simulate the electronic circuits and microcontroller interactions, ensuring robust hardware and software integration before advancing to further development stages.



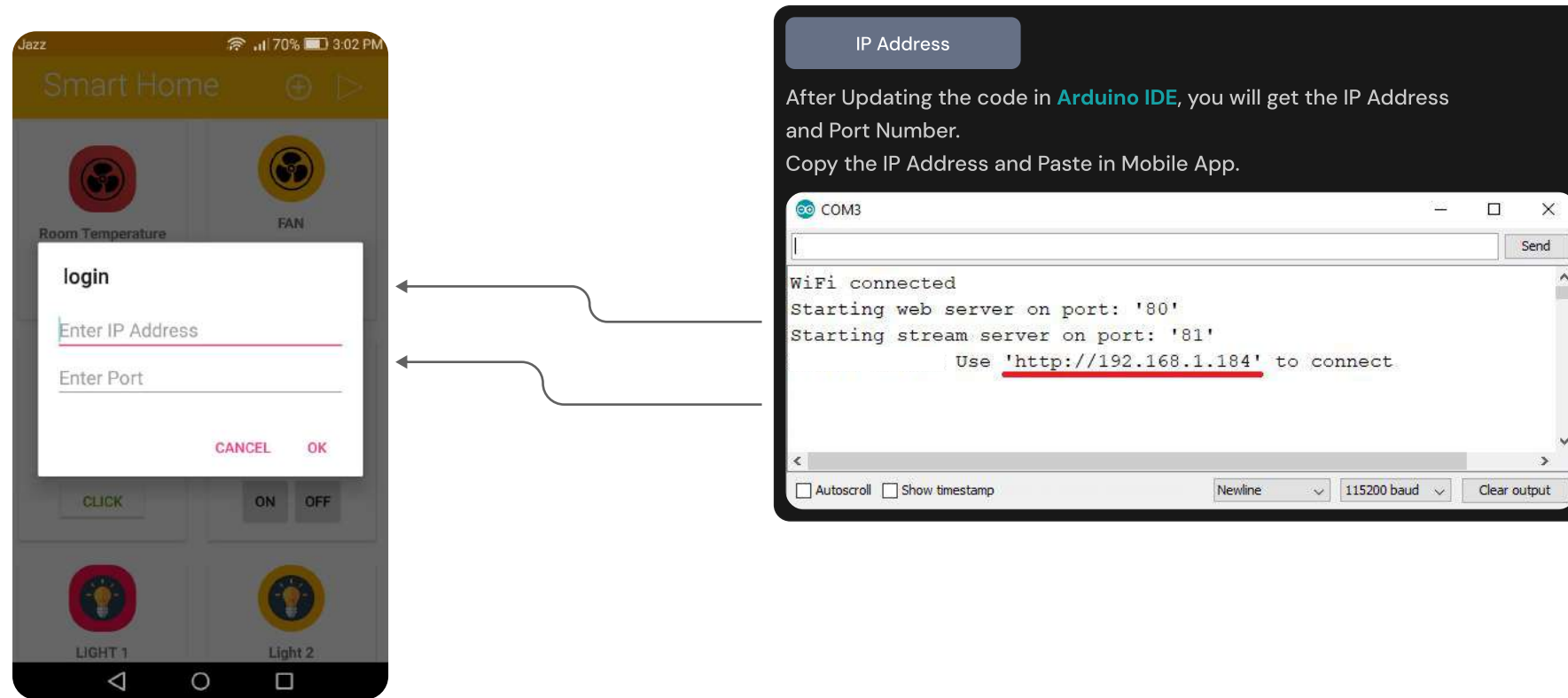
Arduino IDE

Arduino IDE is essential for this project as it simplifies programming Arduino microcontrollers, facilitating easy integration and control of sensors and actuators in your IoT system.

Hardware Selection

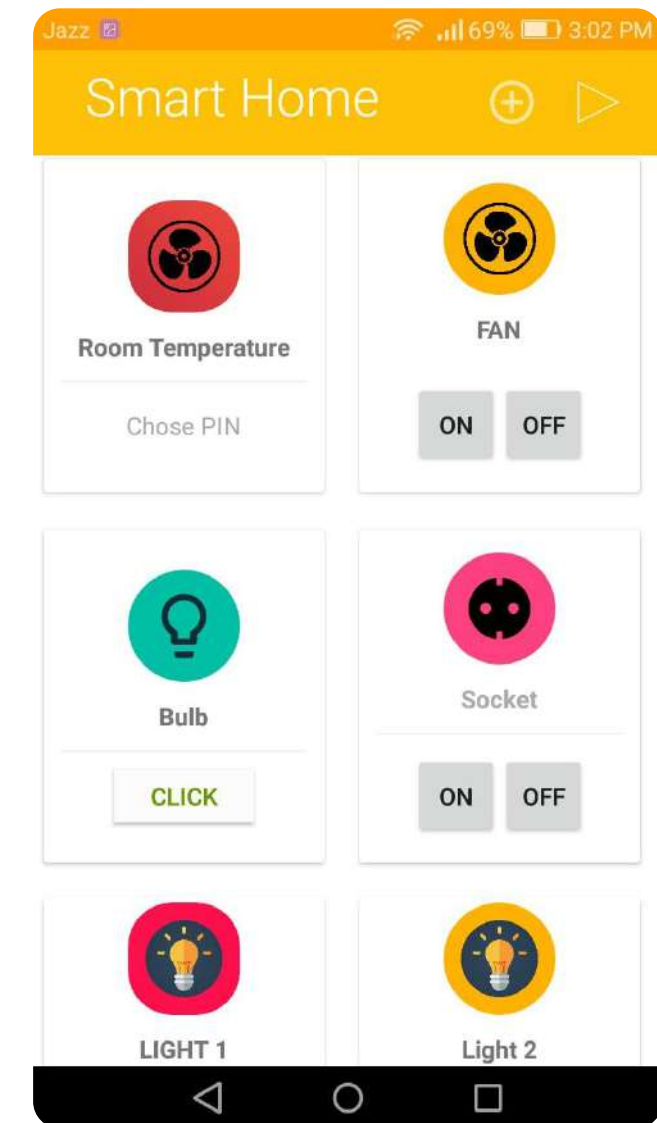
- 1. NodeMCU ESP8266
- 2. Resistor
- 3. Temperature sensor
- 4. Relay Module
- 5. Jumper wire

# App User Interface

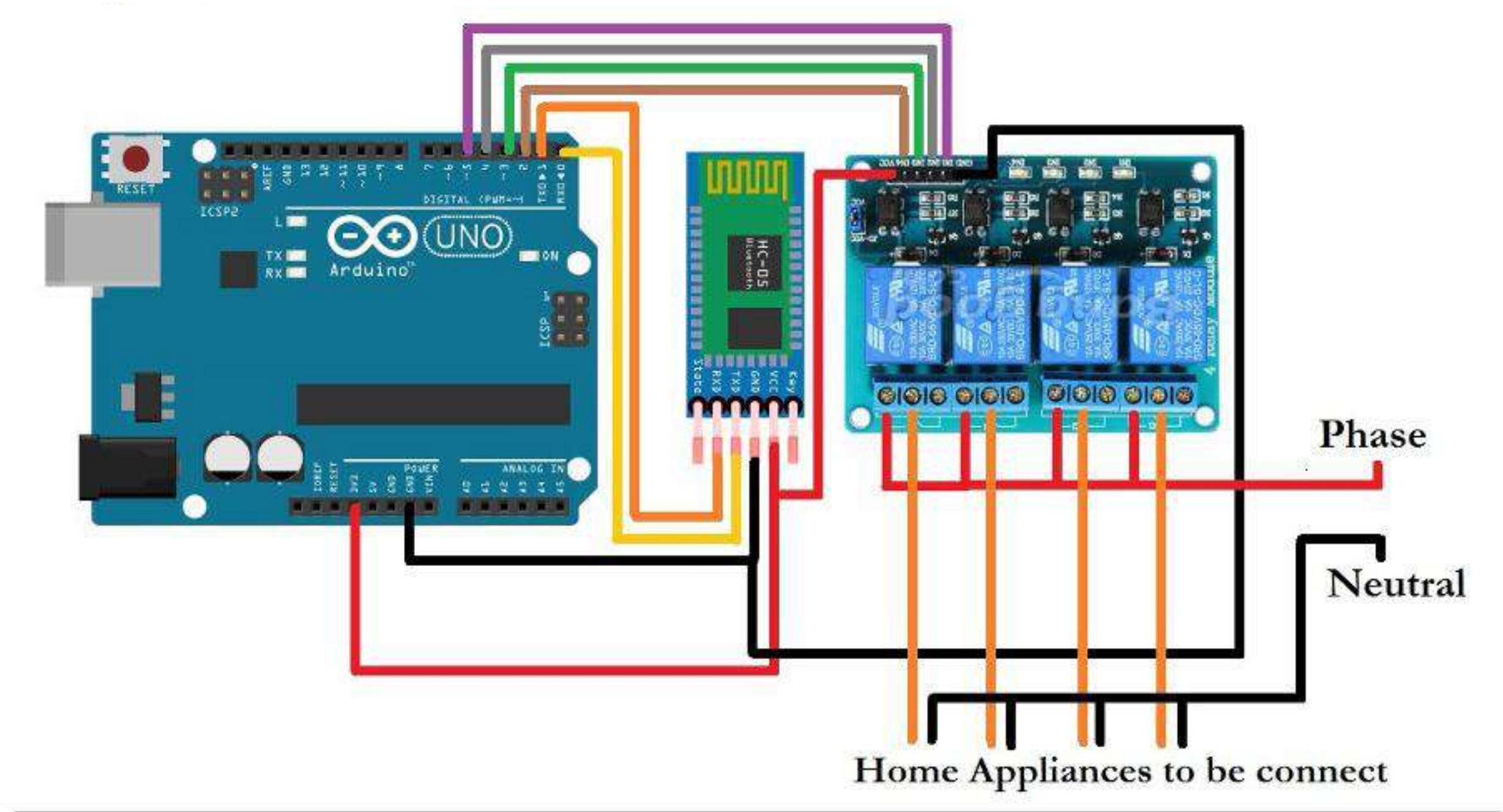


After entering the IP address and port number, you can control electronic devices like:

1. Lights (e.g., turn on/off, adjust brightness)
2. Thermostats (e.g., set temperature)
3. Smart Plugs (e.g., power on/off)
4. Security Cameras (e.g., view live feeds, adjust settings)
5. Smart Locks (e.g., lock/unlock doors)

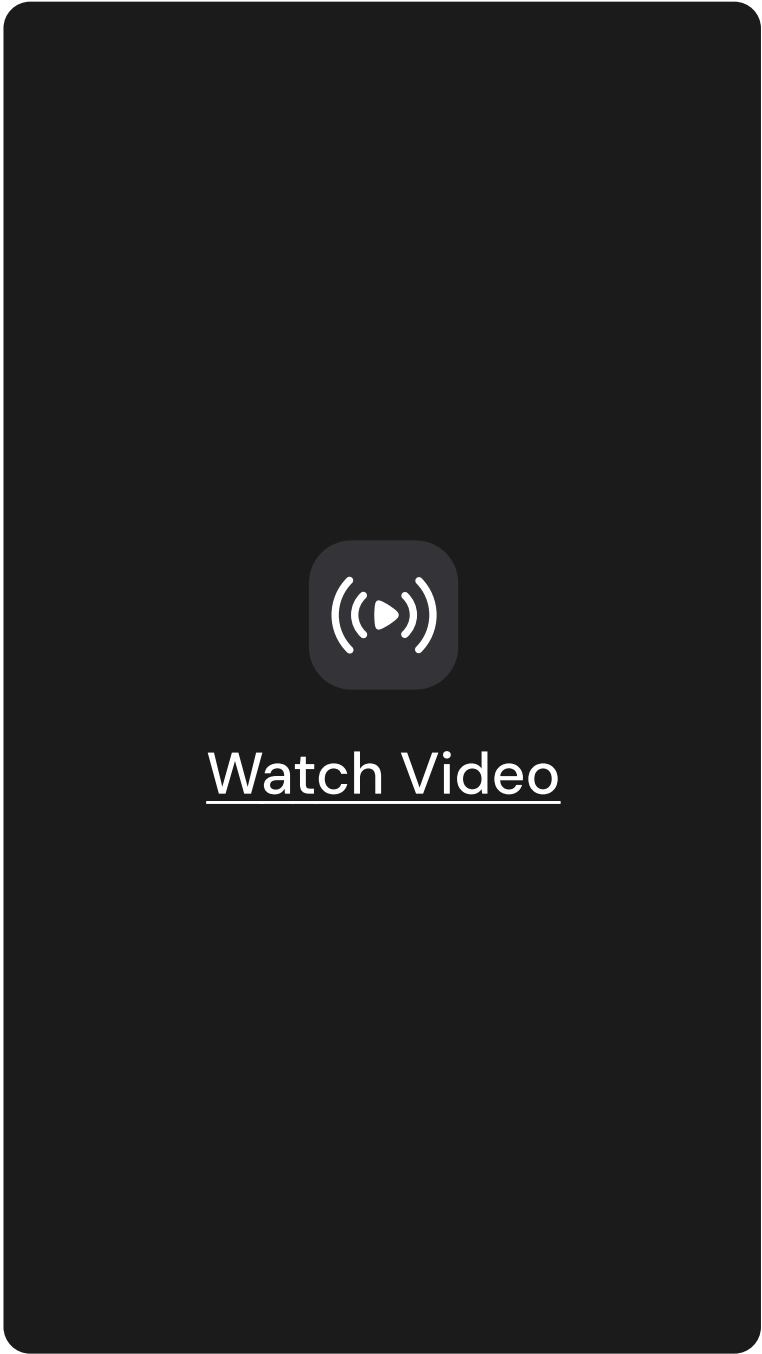
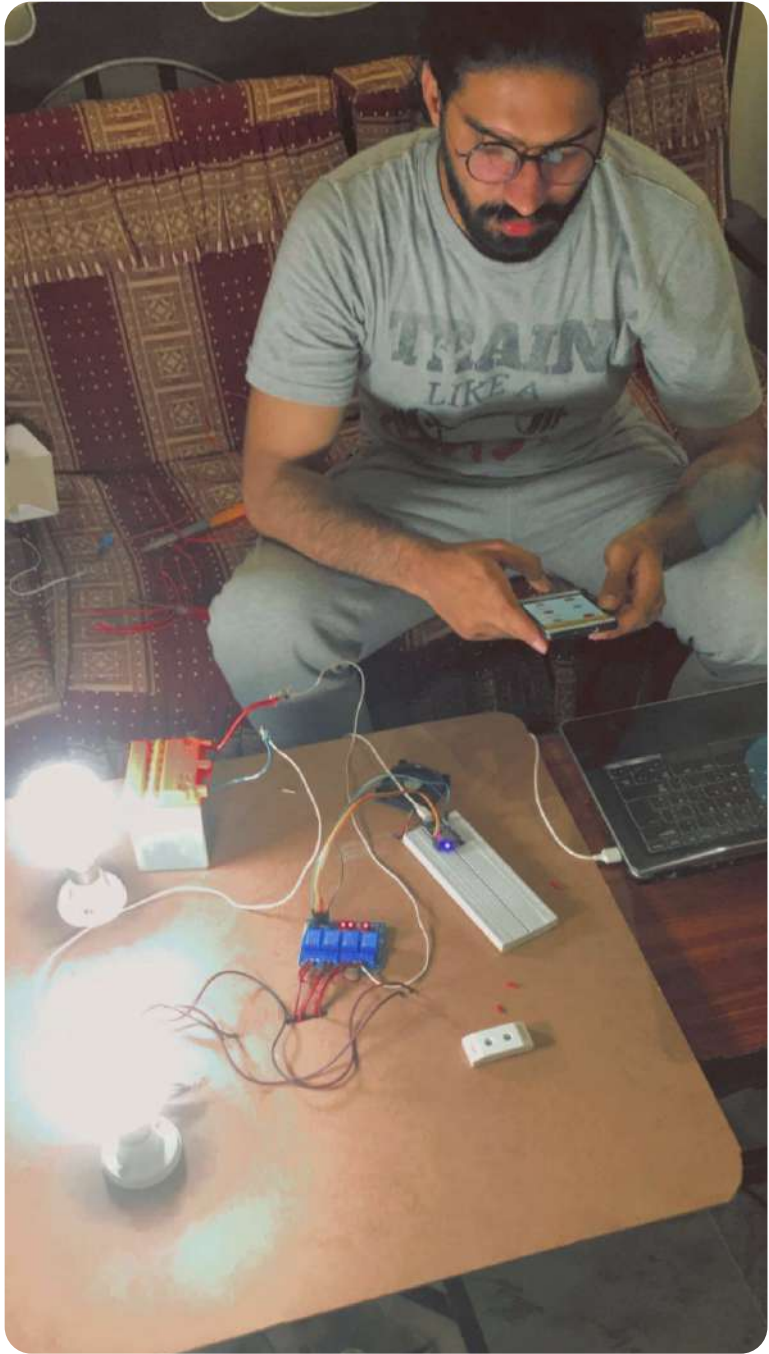
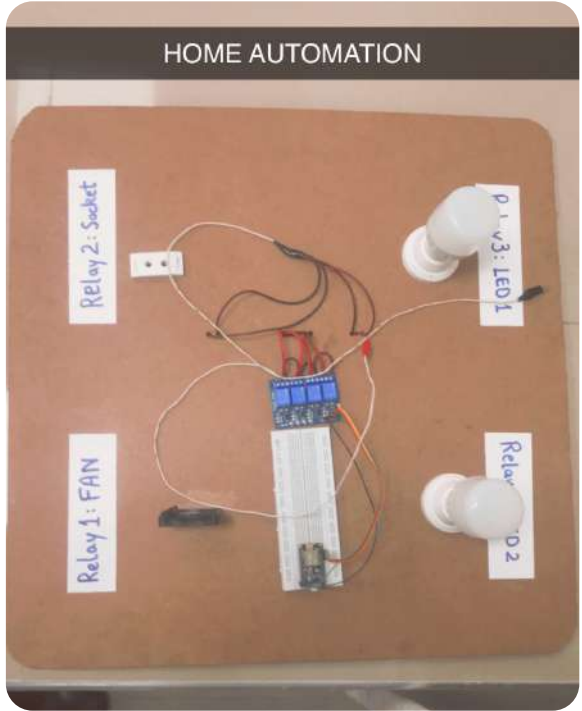
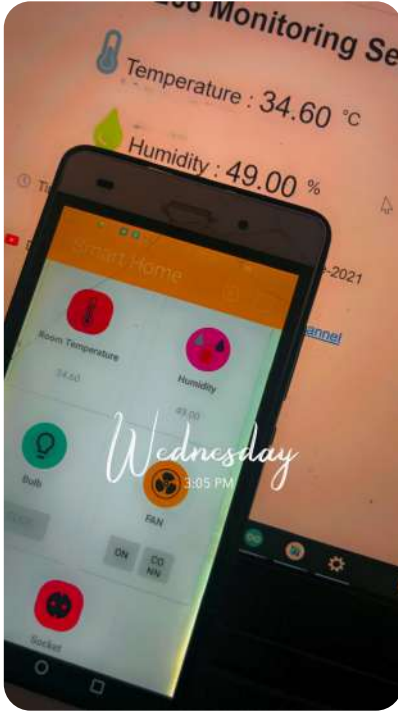


# Circuit Diagram





Samples





# Thank you for your time

Feel free to contact me!

[linkedin.com/in/abuxdesigner/](https://www.linkedin.com/in/abuxdesigner/)