

# 2024 PORTFOLIO

Parichehr Talebzadeh | Product Design | Selected Projects



## Parichehr Talebzadeh

Product Designer

**Hi,** I'm **Parichehr**, a **product designer** passionate about solving complex problems through creative solutions. My goal is to help teams in developing impactful, innovative products.

## Contact Me

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parichehrtalebzadeh@gmail.com

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## Education

Art University of Isfahan | Isfahan, Iran

Industrial Design | 2017-2022

Bachelor of Arts | GPA: 2.6

## Languages

English (Advanced)

German (Basic)

## Experiences

Freelance | 2023-2024  
Product Designer

Tafarda Studio | 2022-2023  
Product Designer

RDSysCo | 2021-2022  
UX/UI Designer

Poytek Studio | 2021  
UX Designer

Golearn | 2021  
UX/UI Design Intern

## Certificates

Google UX Design | 2023

Learn to program | 2024  
University of Toronto

Google AR & VR | 2024

Agile Project | 2023  
Coursera project network

## Skills

User Research

Design Methodes

Usability Testing

User-centered Design

Data Analytics

Problem Solving

Time Management

Team Collaboration

Presentation

Proficient Communicator

## Softwares

Figma

Adobe XD

Sketch

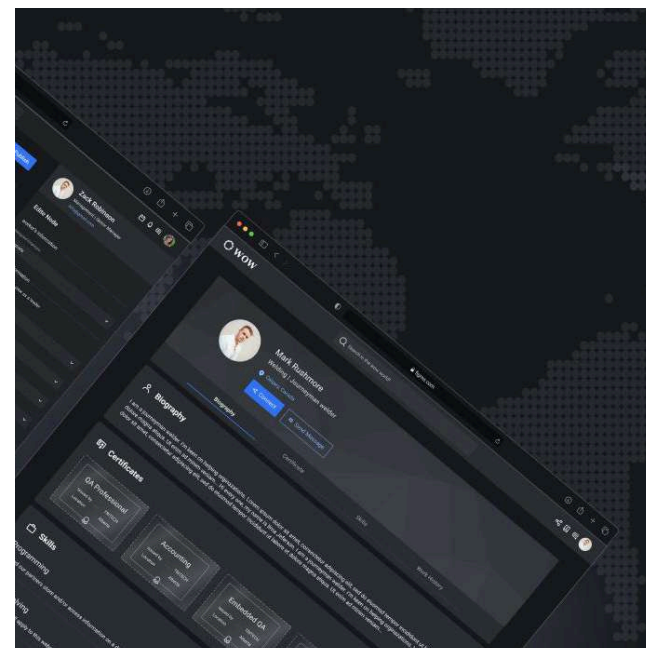
Framer

Google Analytics

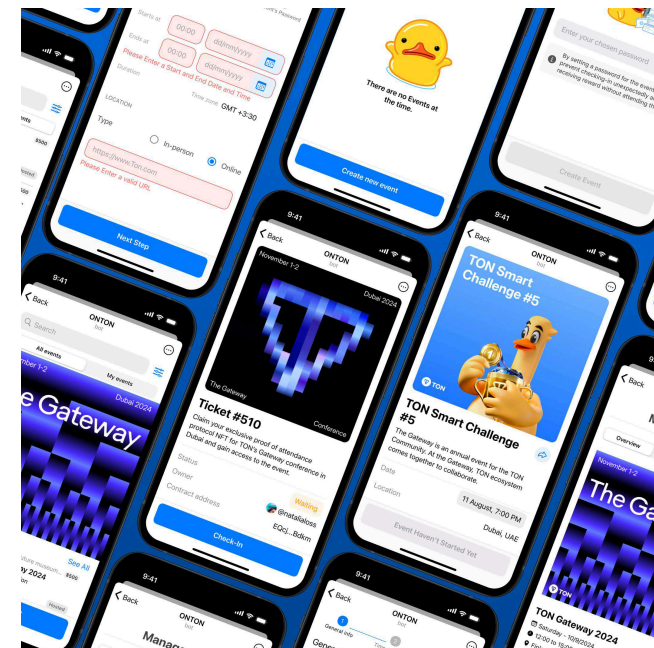
Notion

Adobe Illustrator

# Content



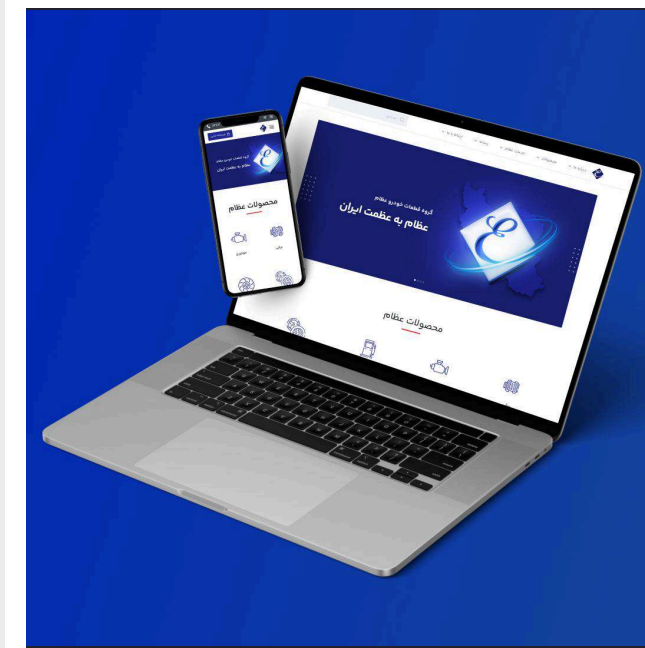
01  
WOW Enterprise  
HR Module



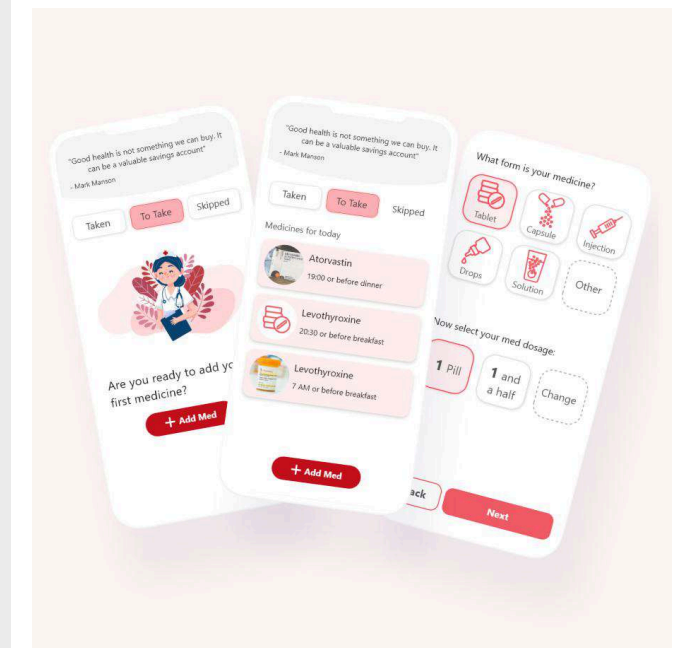
02  
ONTON  
Event Management



03  
Challenquiz  
Interactive quiz



04  
Ezam Redesign  
Auto-part Selling System



05  
Living Maples  
Pill reminder for seniors





# WOW Global Solution

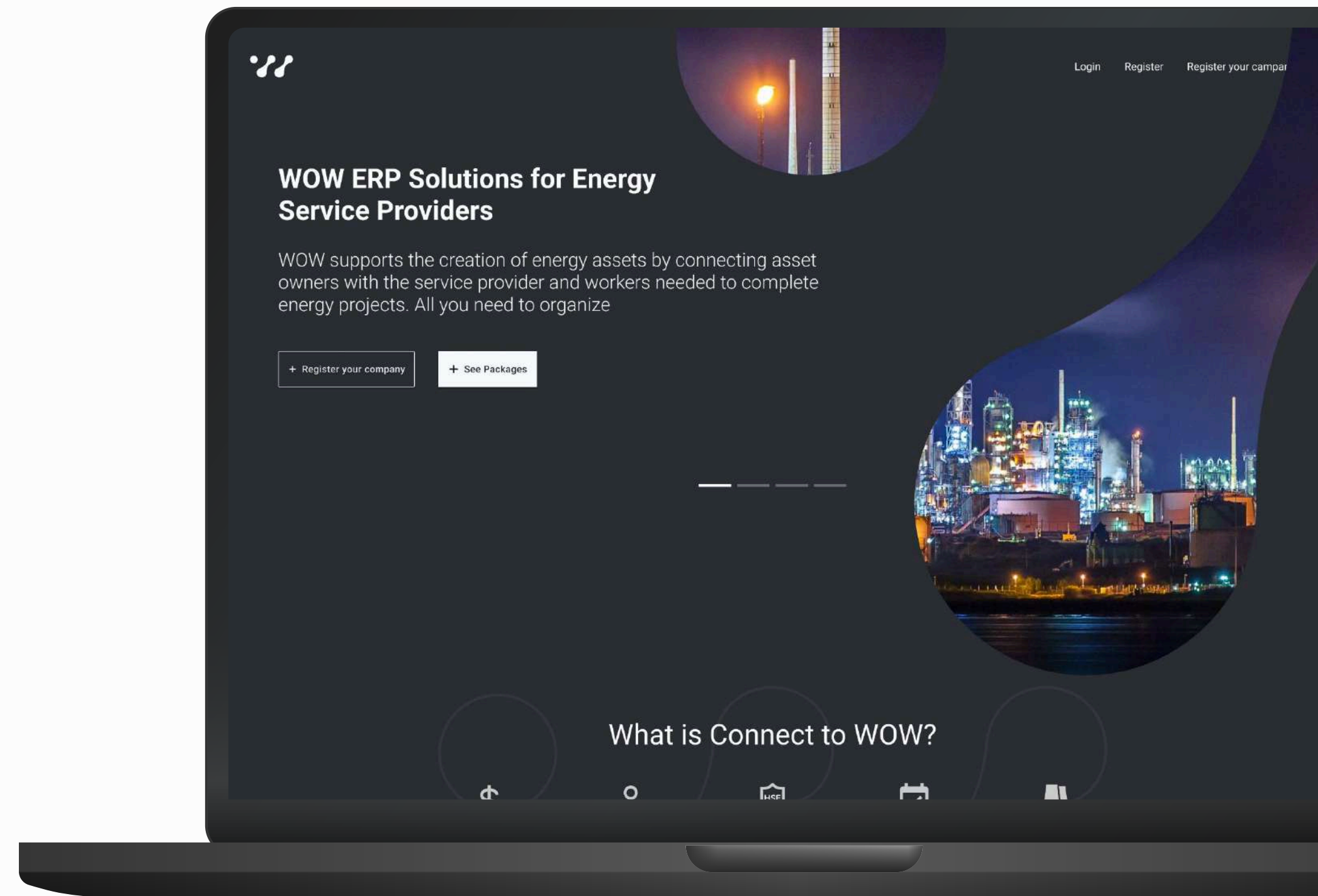
HR Module in an Enterprise



## Product Overview

WOW Enterprise is a platform designed to optimize operations for oil and gas companies in Canada. It includes tools for **HR, Health and Safety, Administration, Engineering, and document management**, as well as features like **communication, scheduling, and employee profiles** to streamline daily operations.

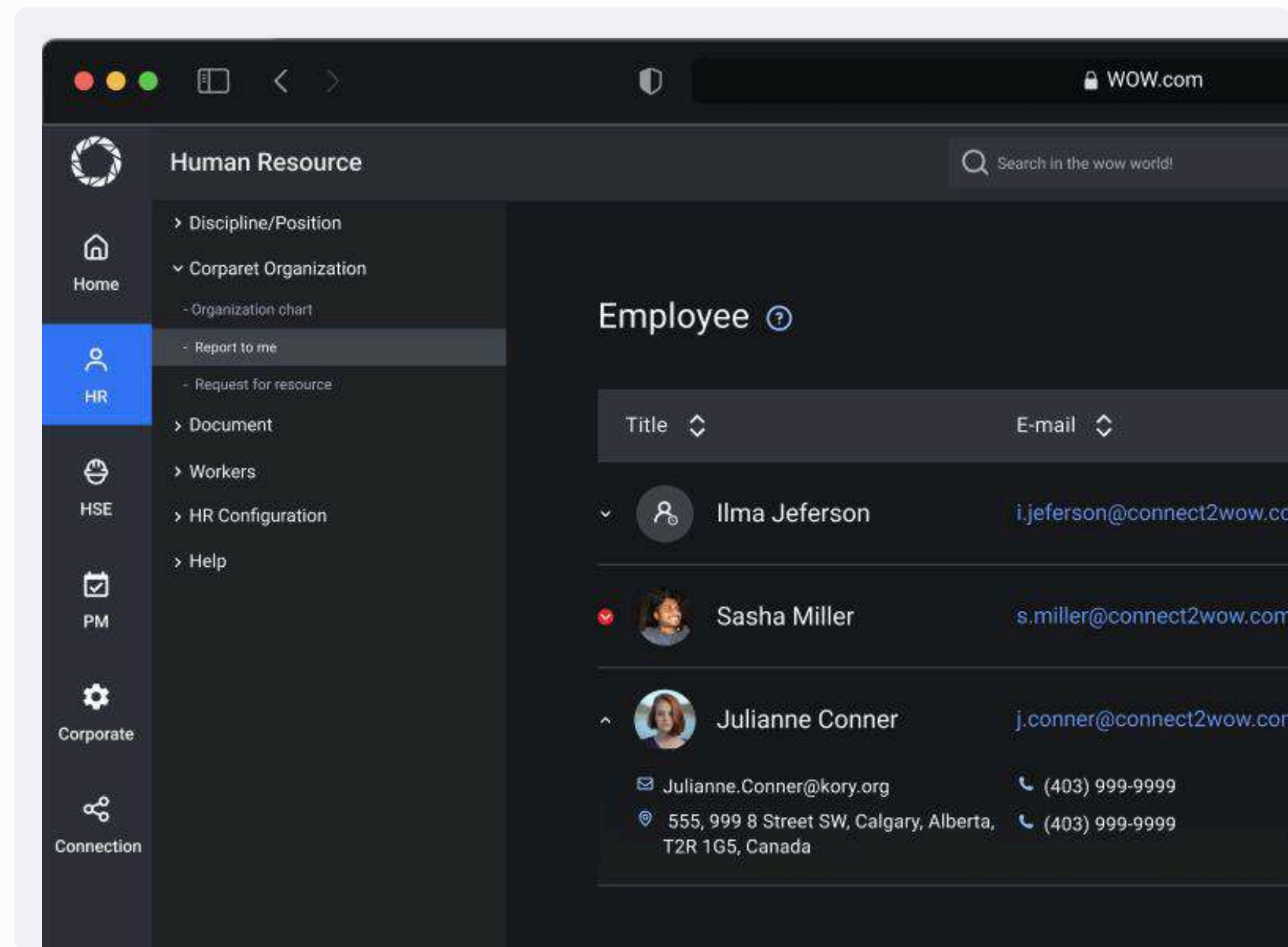
As the UI/UX designer, I was responsible for designing **intuitive interfaces** and **improving user experience** across the platform while addressing industries requirements. I focused on simplifying workflows for HR and safety management while ensuring seamless navigation and real-time communication features for users.



The HR module is designed for:

**HR professionals,  
safety managers,  
administrators,  
and employees,**

ensuring a user-centric experience  
that meets the diverse needs of these  
stakeholders.

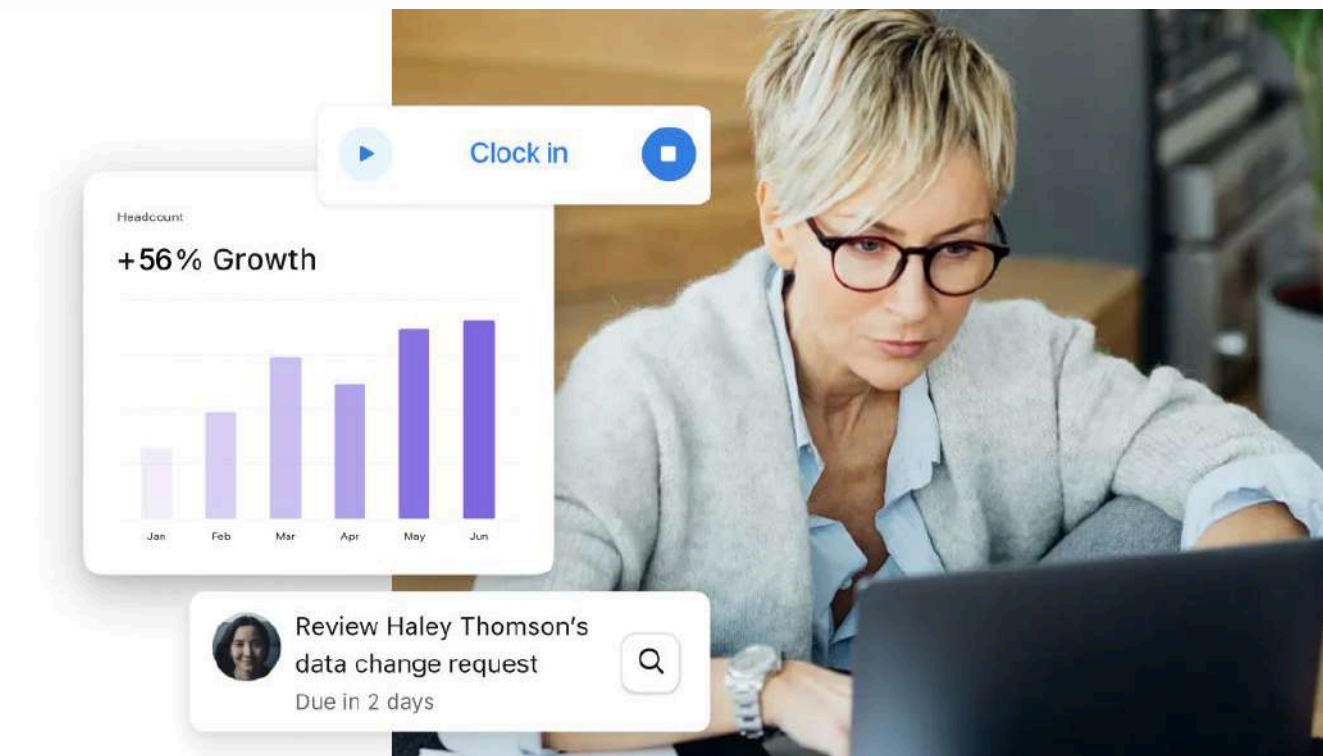


We discovered three business and extract weaknesses and strengths for each one.

The image displays the BambooHR logo on a green background. Below it is a screenshot of the HRIS interface for a user named Charlotte Michelle Abbott, an Animal Shelter Volunteer. The interface includes a navigation menu (Home, My Info, People, Hiring, Reports, Files, Payroll) and a profile card with contact information and job details. A 'Benefits' callout box highlights a medical plan (HDHP 2 Enrolled) with an 'Enroll' button. A 'Vacation' callout shows 135.7 hours available (36 scheduled) and a 'Request Time Off' button. A 'Sick' callout shows 72 hours available. A 'Start Payroll' callout indicates a due date of Thursday, May 14 at 2:00 PM. A 'Full-time Employees' callout shows 123/124 people being paid, with a pay period from April 30 to May 13 and a pay date of Monday, May 15. A 'Pay Info' callout at the bottom left shows a paystub for August 1, 2022, for Paige Rasmussen, with a net pay of \$2,629.14. The paystub details include total gross pay of \$3,653.85, taxes of \$949.33 (26%), and deductions of \$75.38 (2%). A year-to-date summary for August 1, 2022, shows a cash-in-pocket of \$39,530.64 (72%), taxes of \$14,295.79 (24%), and deductions of \$1,131.32 (2%), resulting in a total gross pay of \$54,957.75.

The system offers robust HRIS features with a user-friendly interface and strong customer support. However, it may lack advanced modules, have limited integration capabilities, and offer fewer customization options for unique business needs.



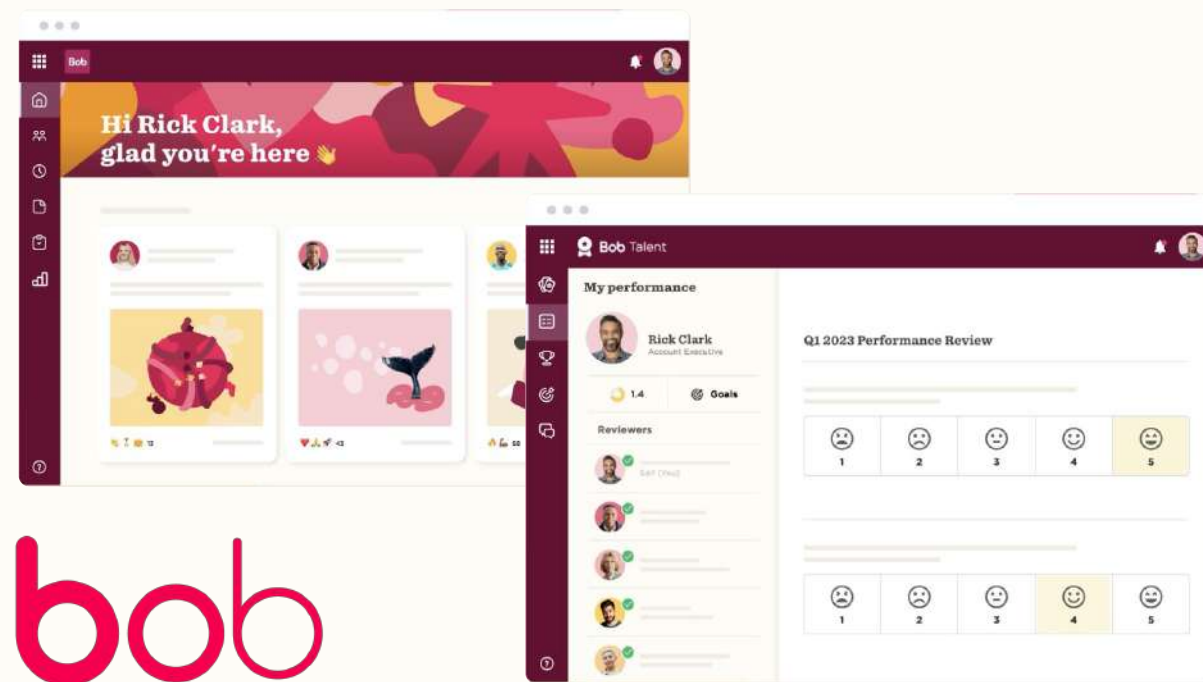


## Personio

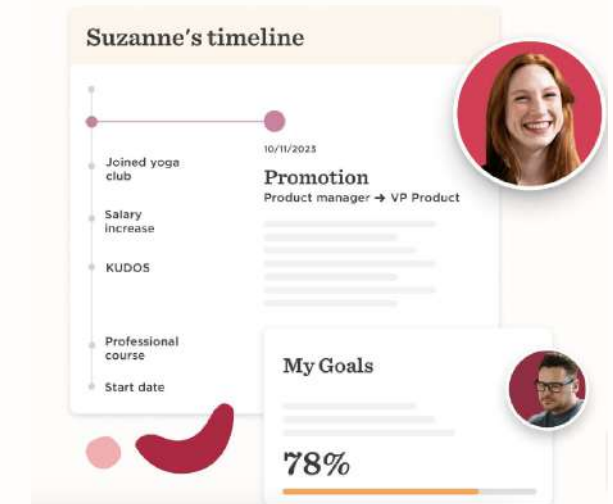
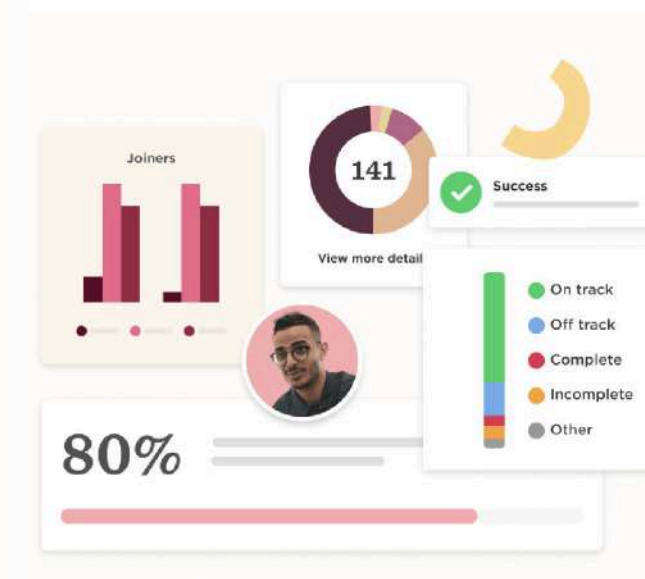
The system offers a comprehensive HR suite with strong automation and scalability, but its complex interface and higher pricing may pose challenges, especially for smaller businesses.

## bob

The system excels in employee engagement, performance management, and a modern interface, but may lack depth in recruitment, have limited customization, and could be costly for smaller businesses.



bob

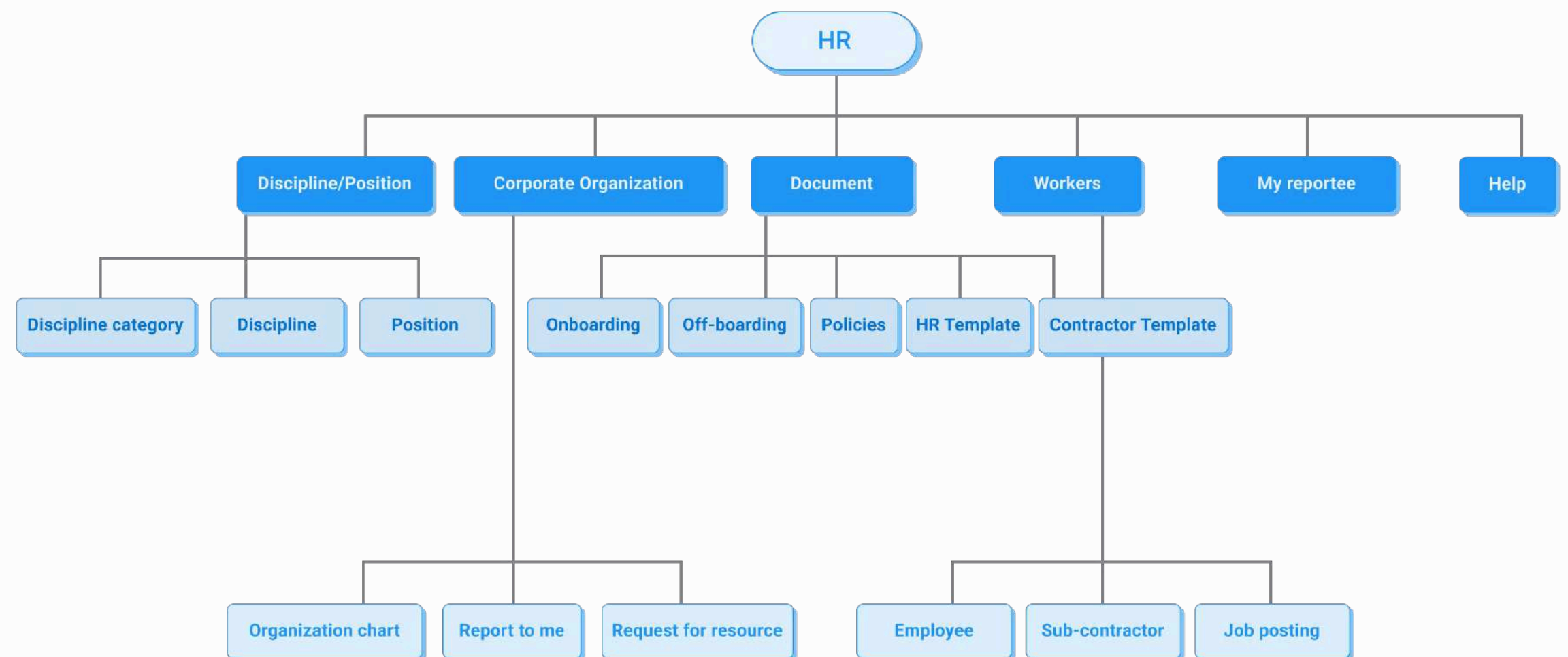


Prior to the HR module's introduction, oil and gas companies struggled with **manual HR processes, administrative inefficiencies, fragmented safety management, limited employee connectivity, and the lack of a centralized platform for communication and scheduling.**



## Information Architecture

People often mistake "Information Architecture" for simply referring to menus on websites or apps. While menus are a component, IA encompasses the entire organization of information in a clear and logical manner. Its primary goal is to help users efficiently navigate and make sense of complex data by following a well-structured, purpose-driven design.

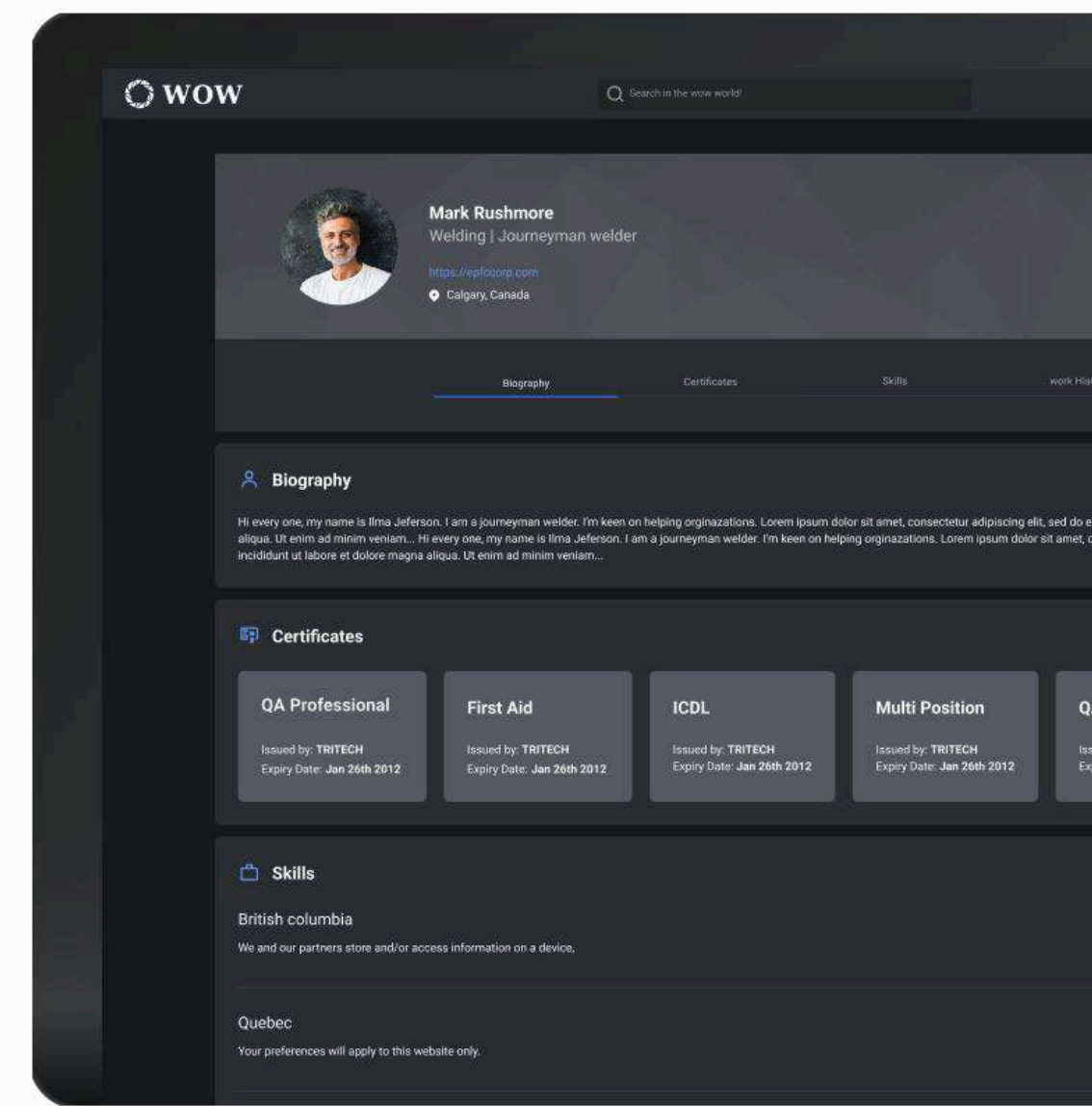
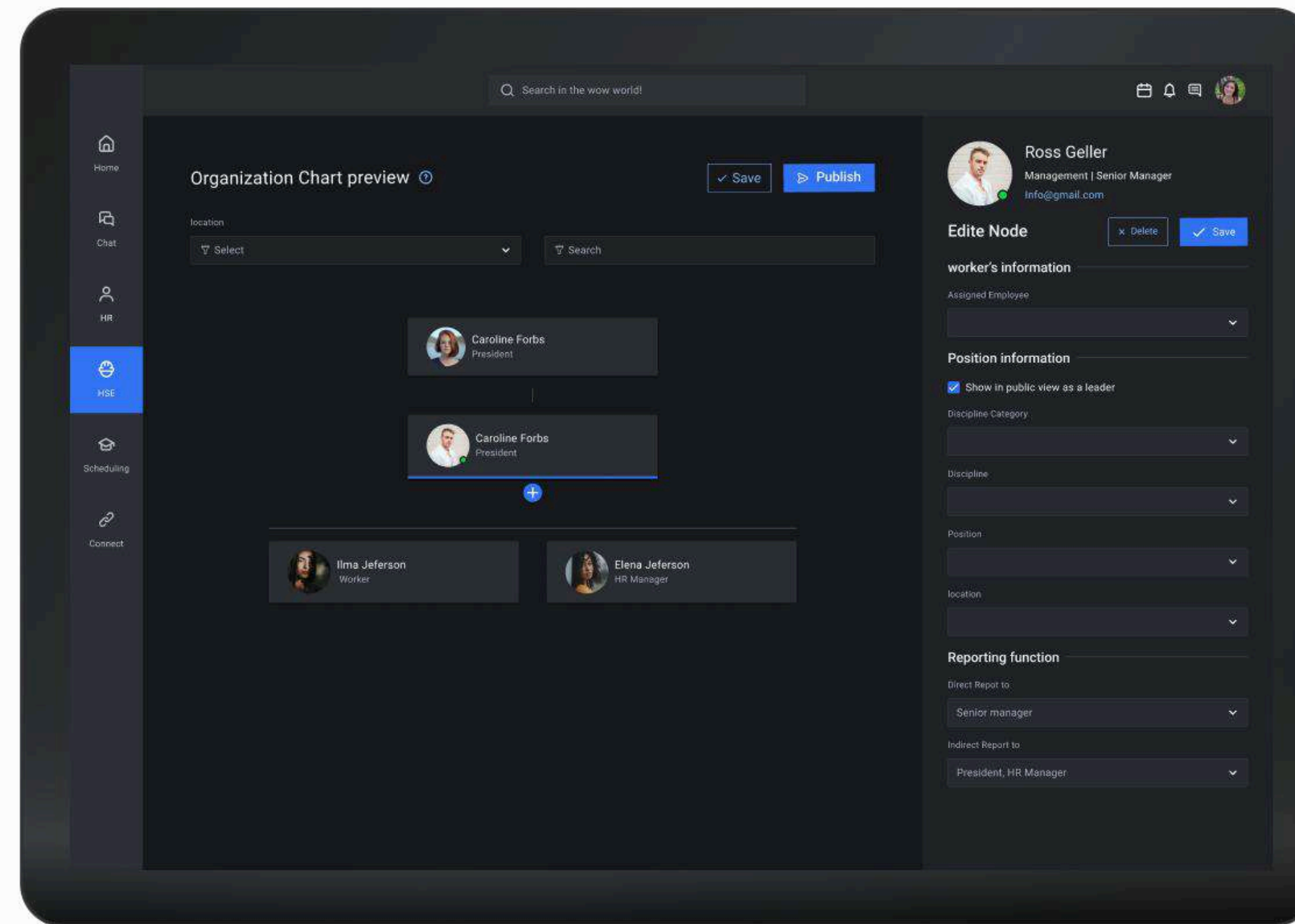
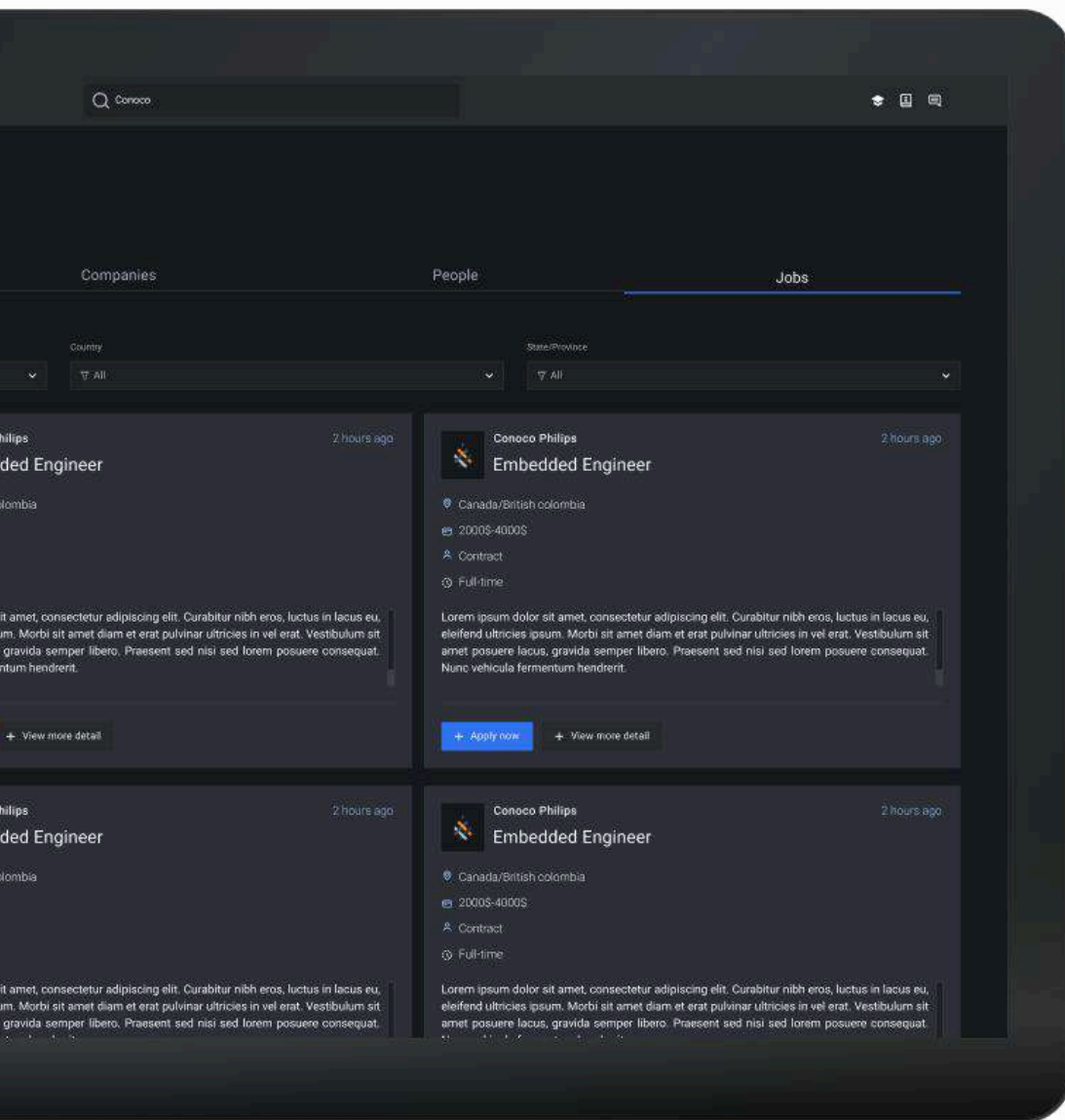






After the design team developed multiple solutions, a focus group session was conducted to clarify objectives and select the best solution that addresses the needs of all user types. This collaborative approach ensures alignment with the goals of each stakeholder.






## Solution

The HR module offers sub-modules addressing specific HR needs: Worker Profile, Performance Review, Onboarding, Off-boarding, Organization Chart, Job Posting, and HR Setup

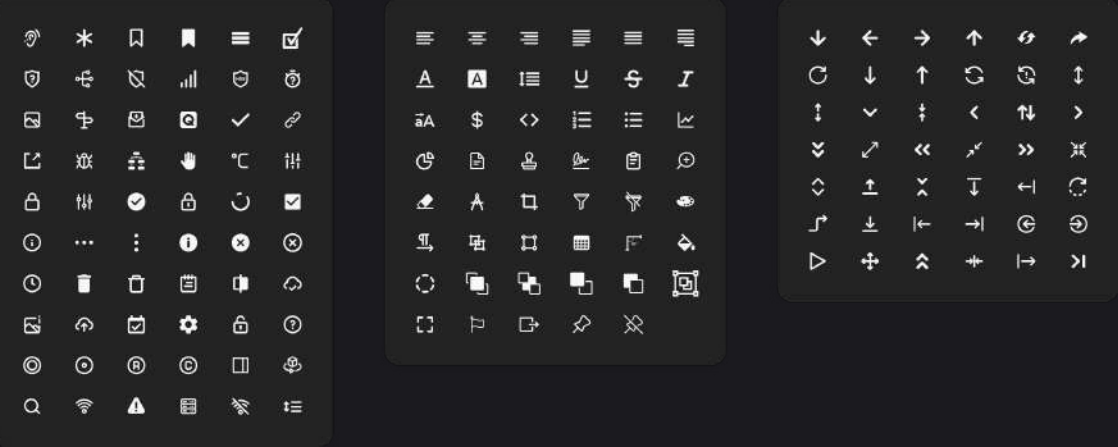
- Facilitated performance evaluations
- Enhanced Onboarding and Off-boarding process
- Visualized organizational hierarchies
- Simplified job postings
- Efficient HR setting configuration

# Style Guide


### Iconography



Interface      Editor      Arrow



### Color System



Primary 00    Primary 10    Primary 20    Primary 30

HEX #1955CC    HEX #3374F5    HEX #85BCFF    HEX #E0EBFF

### Typography

Aa Font Roboto

Aa Roboto Bold    Aa Roboto Semibold    Aa Roboto Medium    Aa Roboto Regular

| Name     | Font Size | Line Height |
|----------|-----------|-------------|
| Super    | 45 px     | 32 px       |
| Header   | 24 px     | 34 px       |
| Title    | 20 px     | 24 px       |
| Subtitle | 16 px     | 24 px       |
| Body 1   | 14 px     | 24 px       |
| Body 2   | 14 px     | 140%        |
| Label    | 11 px     | 140%        |



Netural 00    Netural 10

HEX #17191C    HEX #212327

Netural 20    Netural 30

HEX #2B2E33    HEX #33363D

Netural 40    Netural 50

HEX #41454C    HEX #555A63

Netural 60    Netural 70

HEX #ABB2BF    HEX #F9FAFB

Netural 80

HEX #FCFDFE

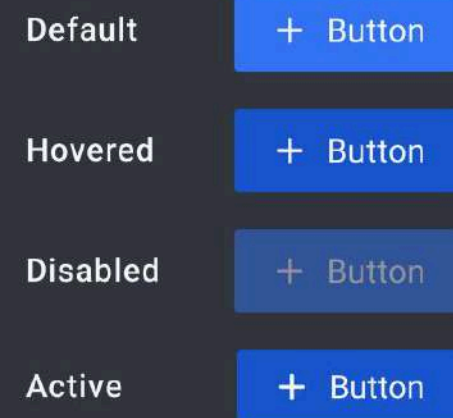
We crafted the design system for WOW, where the color palette, typography, icons, and other visual elements work together to create a distinctive and memorable brand identity.

This ensures consistency throughout the platform, reinforcing the system's cohesive look and feel.

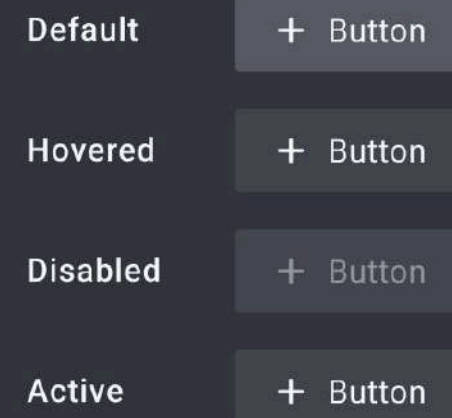
# Components & Compositions

## Button

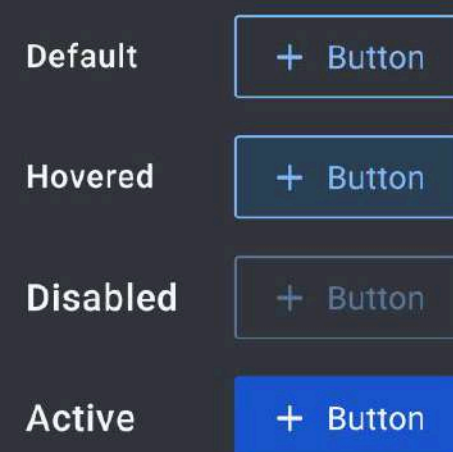
### Primary Button



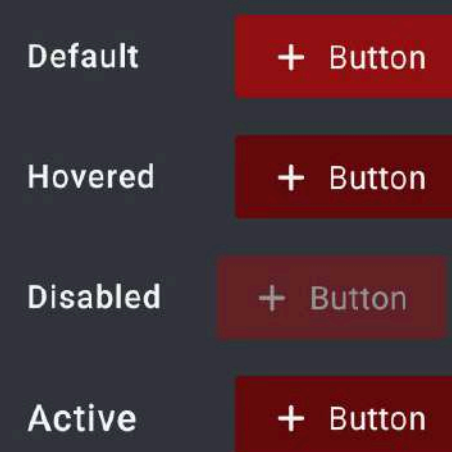
### Secondary Button



### Tertiary Button

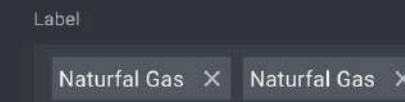


### Danger Button

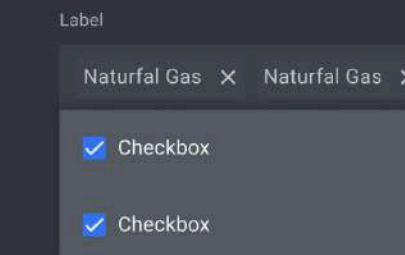


## Select

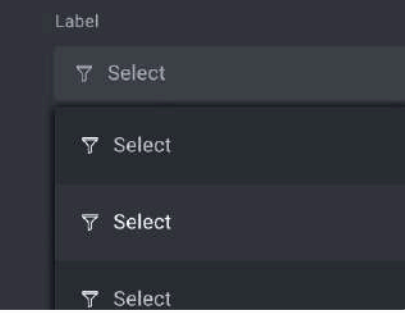
Not opened / Multiselect



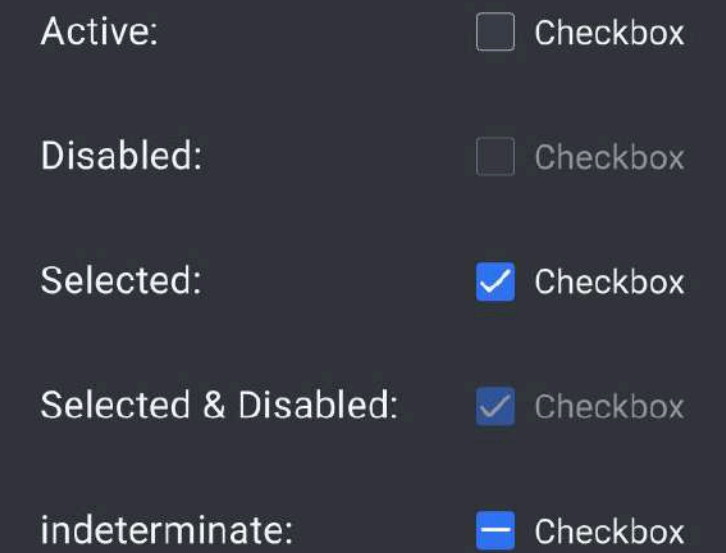
Opened / Multiselect



Opened / Single select

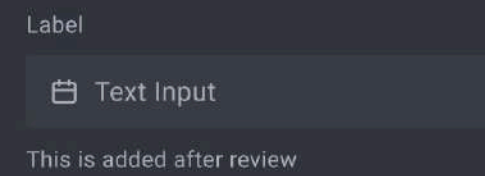


## Checkbox



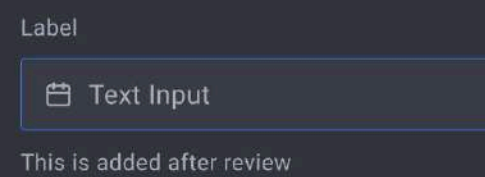
## Input

Default



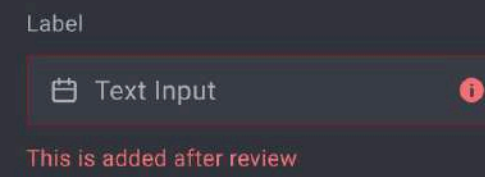
Disabled

Hovered

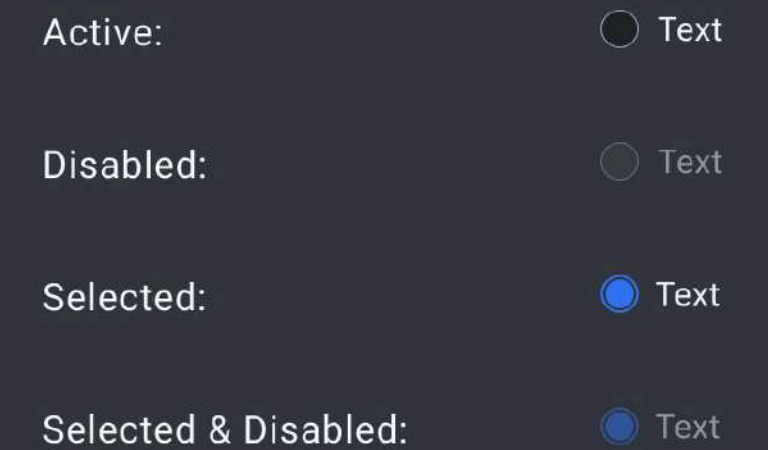


Warning

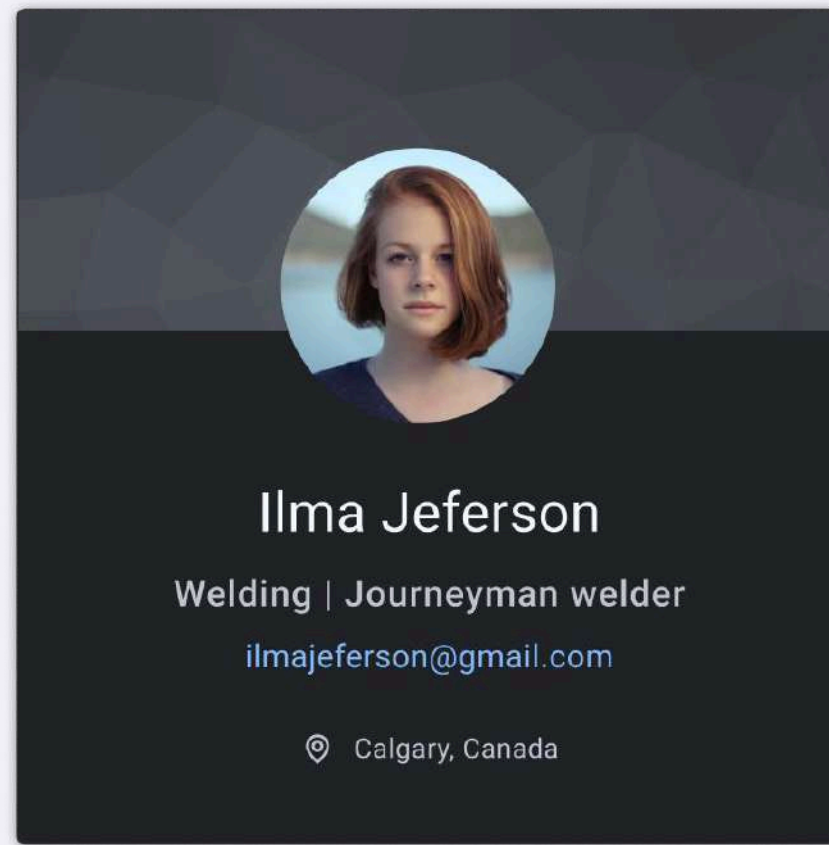
Error



## Radio button







**Ilma Jeferson**  
 Welding | Journeyman welder  
 ilmajeferson@gmail.com  
 Calgary, Canada

Default Range

Custom

7 days ago

14 days ago

last 3 month

last year

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1  | 2  | 3  | 4  | 5  |

### Profile

- Personal Information
- Certificate
- Skill
- Education
- Emergency Contact

Profile progress

25% completed

**Ilma Jeferson**  
ilmajeferson@gmai...

- WOW Tower Admin
- EPFC Co
- Company Profile
- User setting
- User Note
- Log out

### Filters

Clear All Filter

Text Input

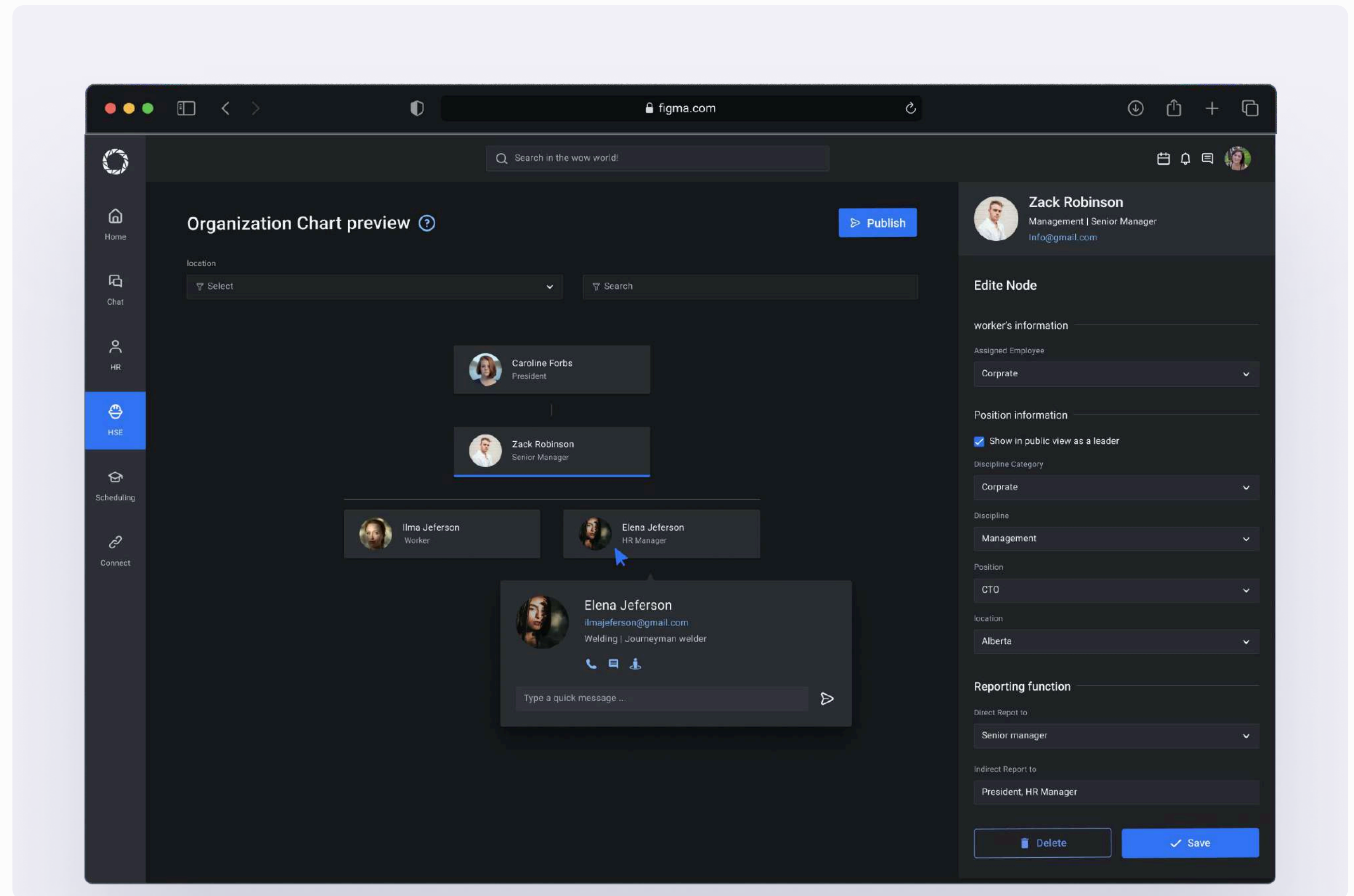
Discipline

- Discipline 1
- Discipline 2
- Discipline 3
- Discipline 4

Location

Status

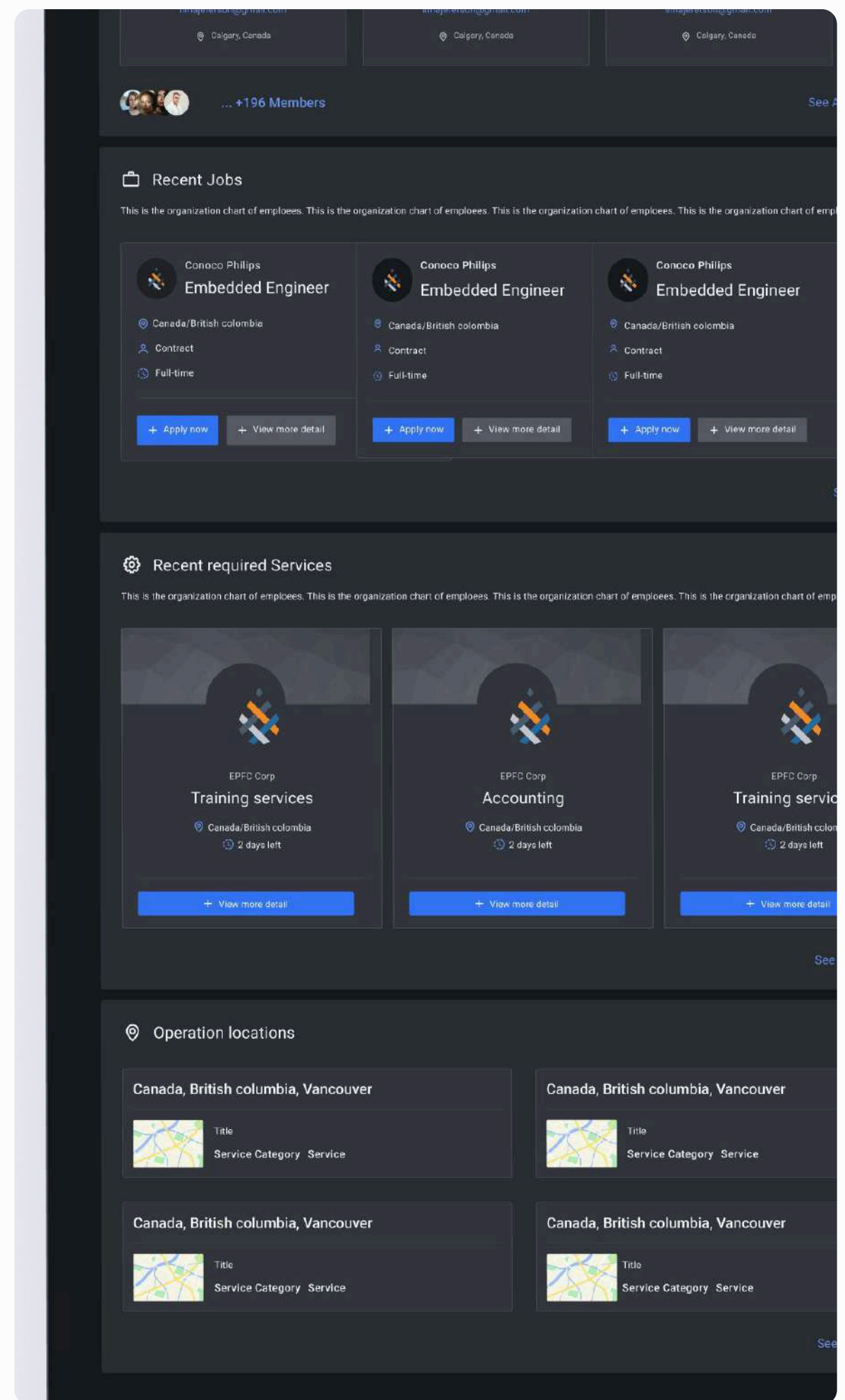
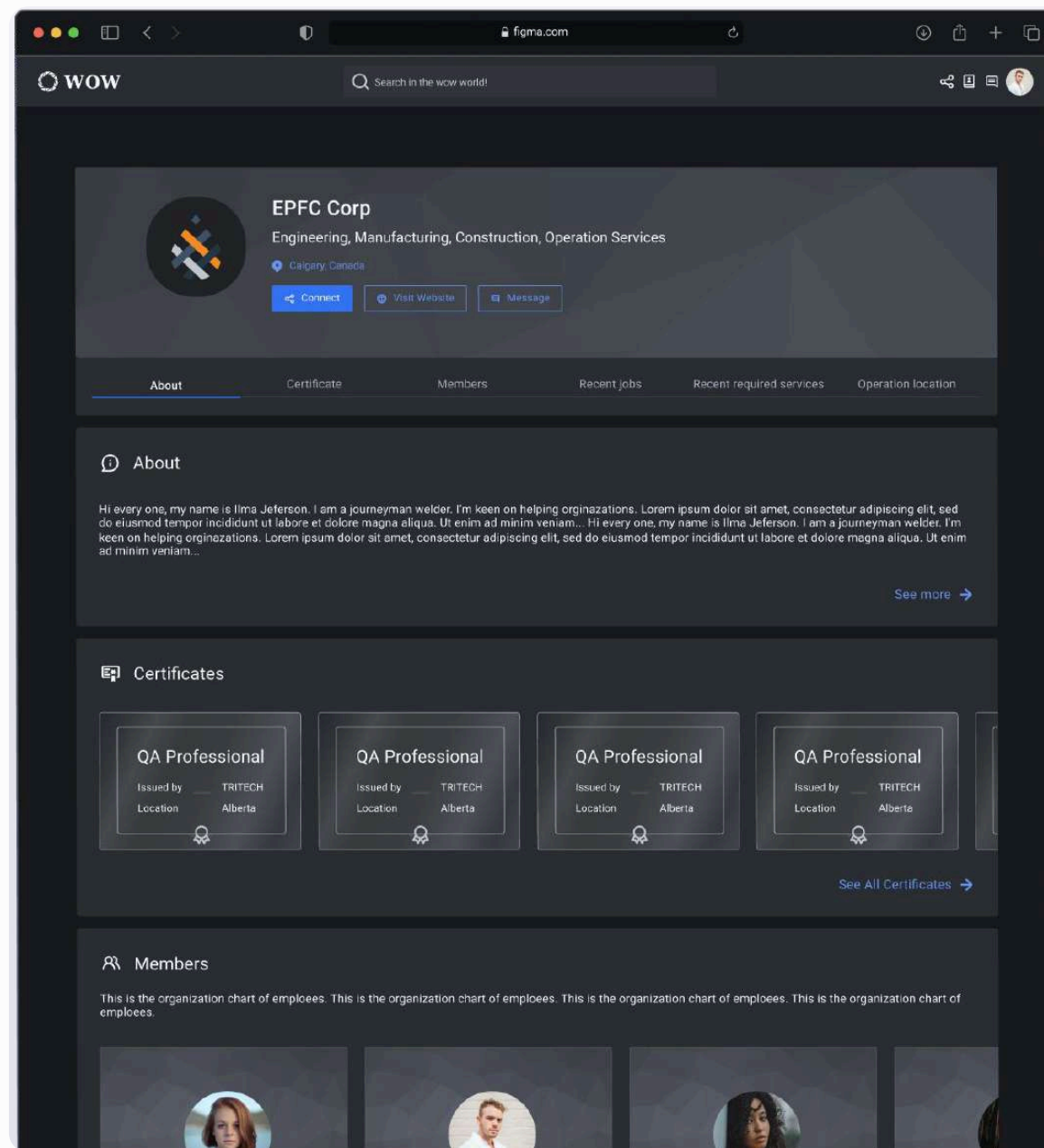
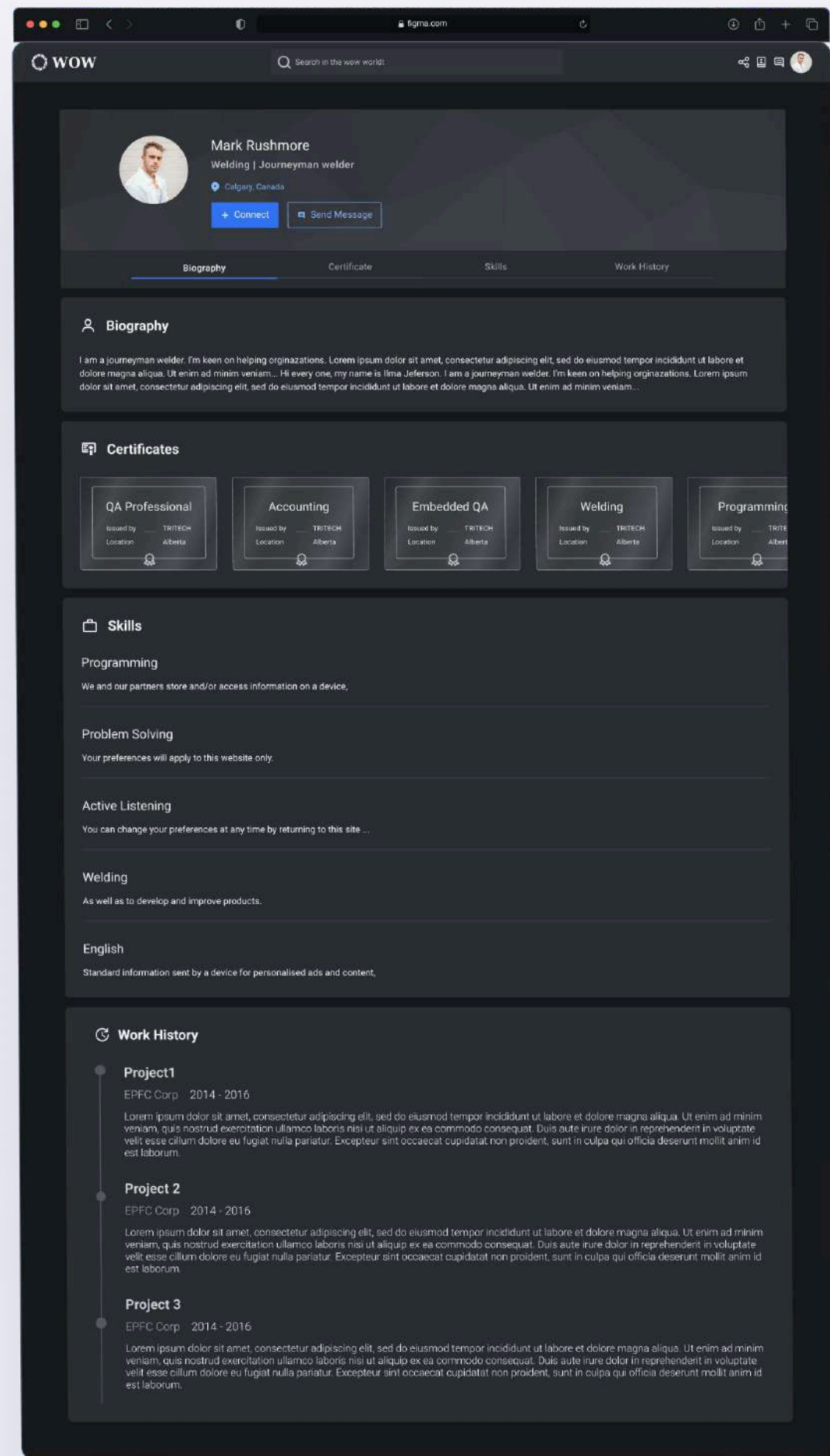
# Visual Design



## Org Chart

The system allows HR managers to easily define and manage the company's organizational structure, controlling relationships and access permissions. Only authorized personnel can modify the chart, ensuring secure updates.

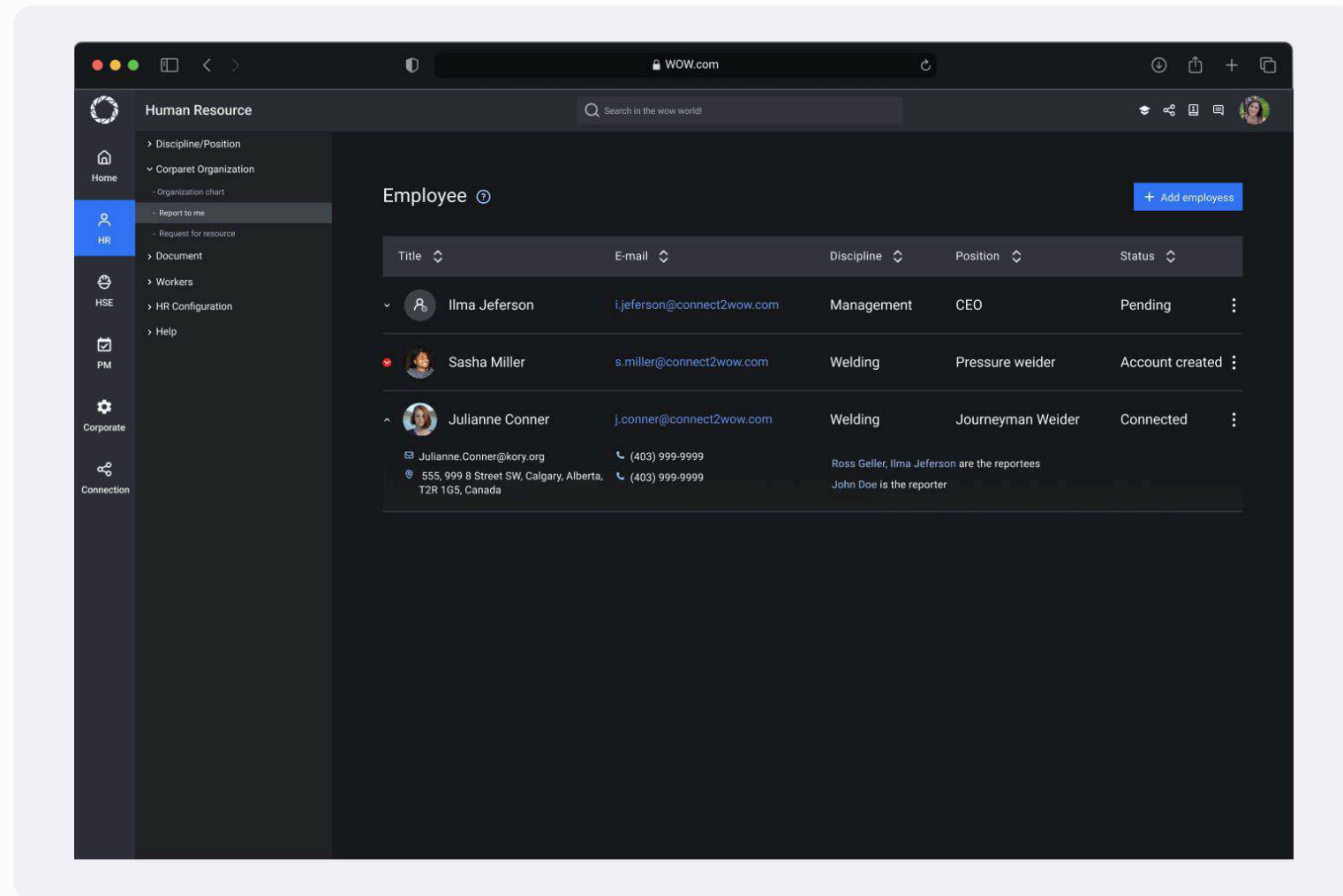




## Public View

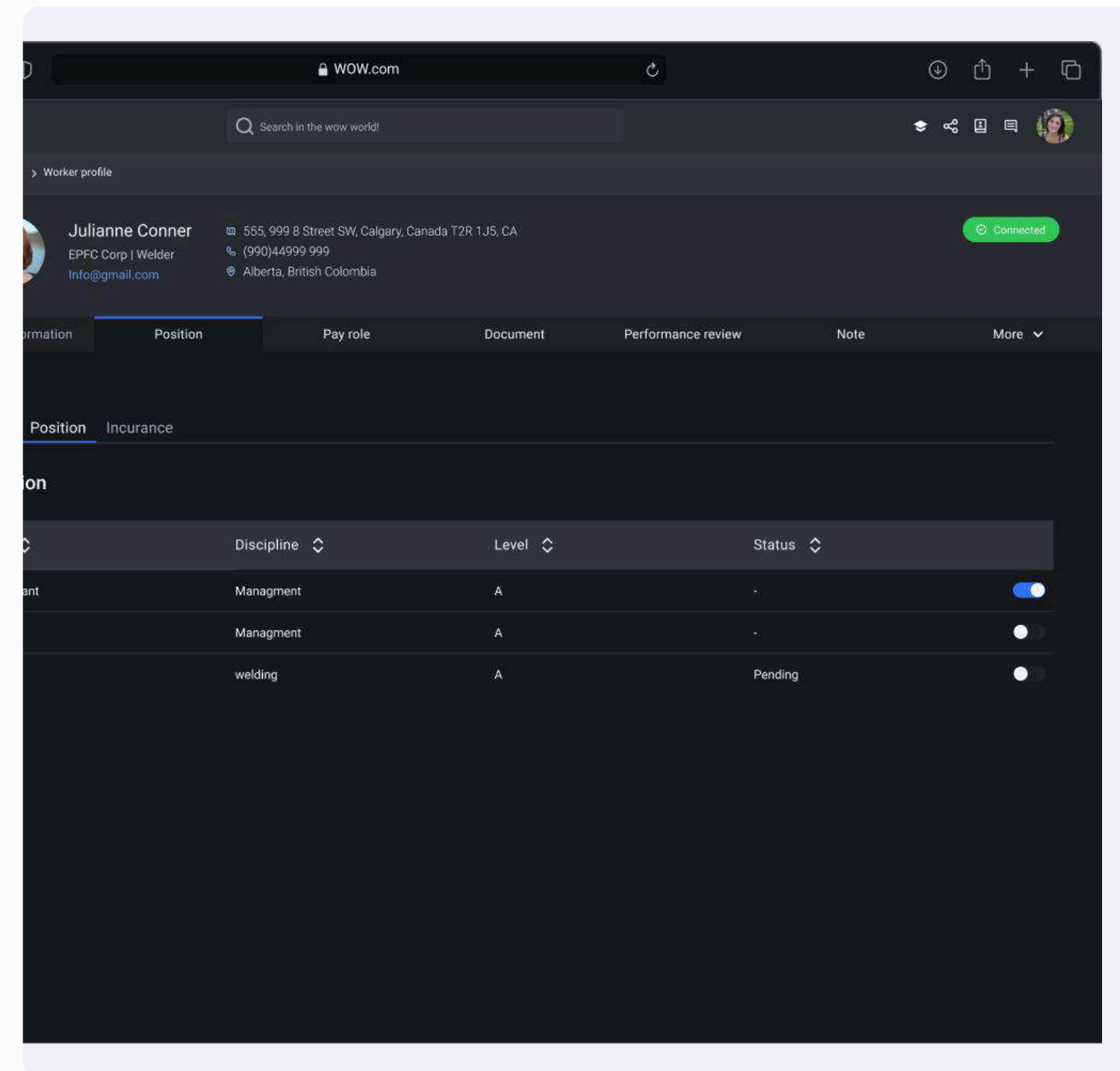
WOW's Public View feature offers a comprehensive presentation of company details, including Certificates, Job Openings, Members, Locations, and Required Services. This enables businesses and users to showcase key information efficiently.





## User Profile

Each user has a personalized profile within their company's panel, categorized by role and position with customized access levels. Depending on permissions, users can manage personal information, positions, payroll, documents, and performance through the HR module.

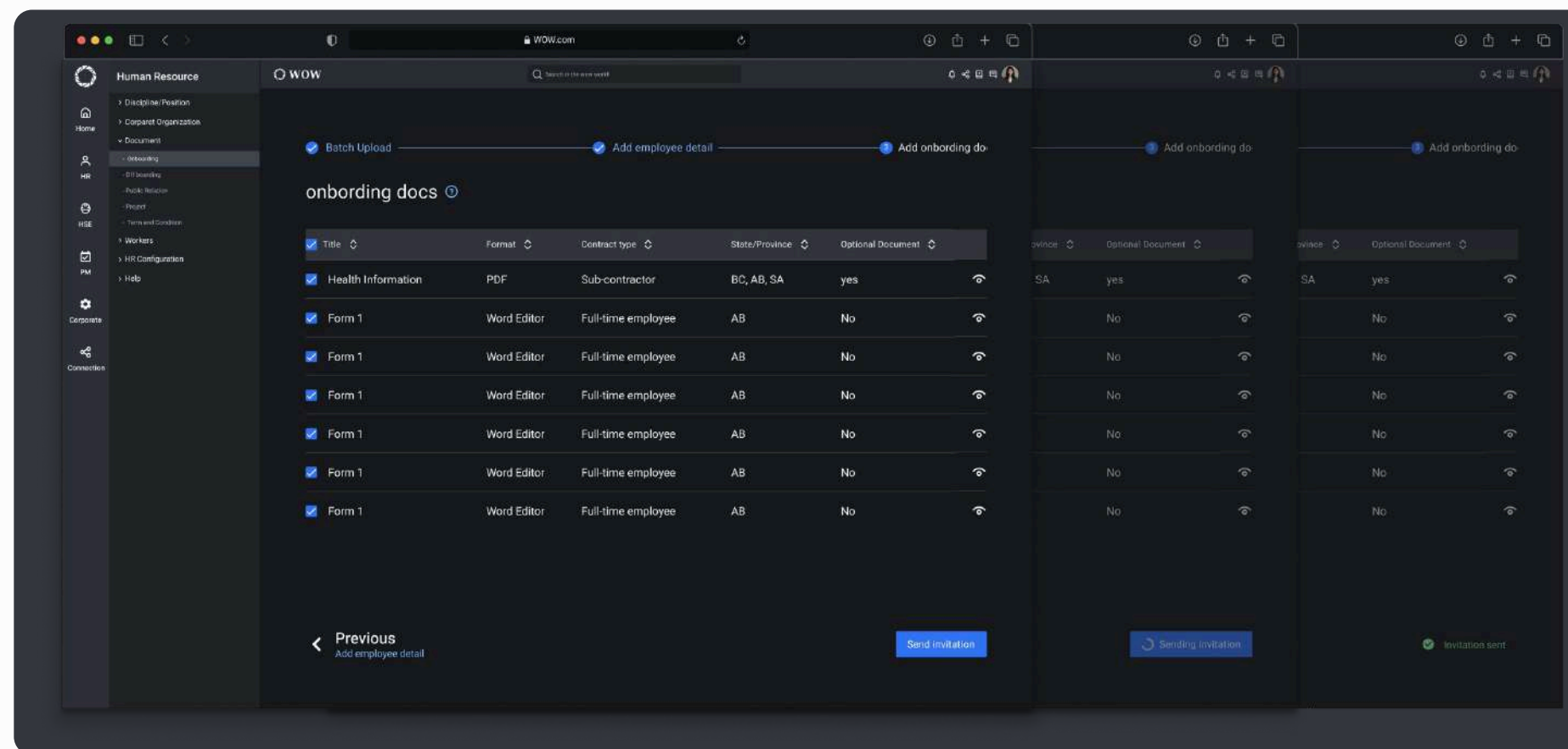
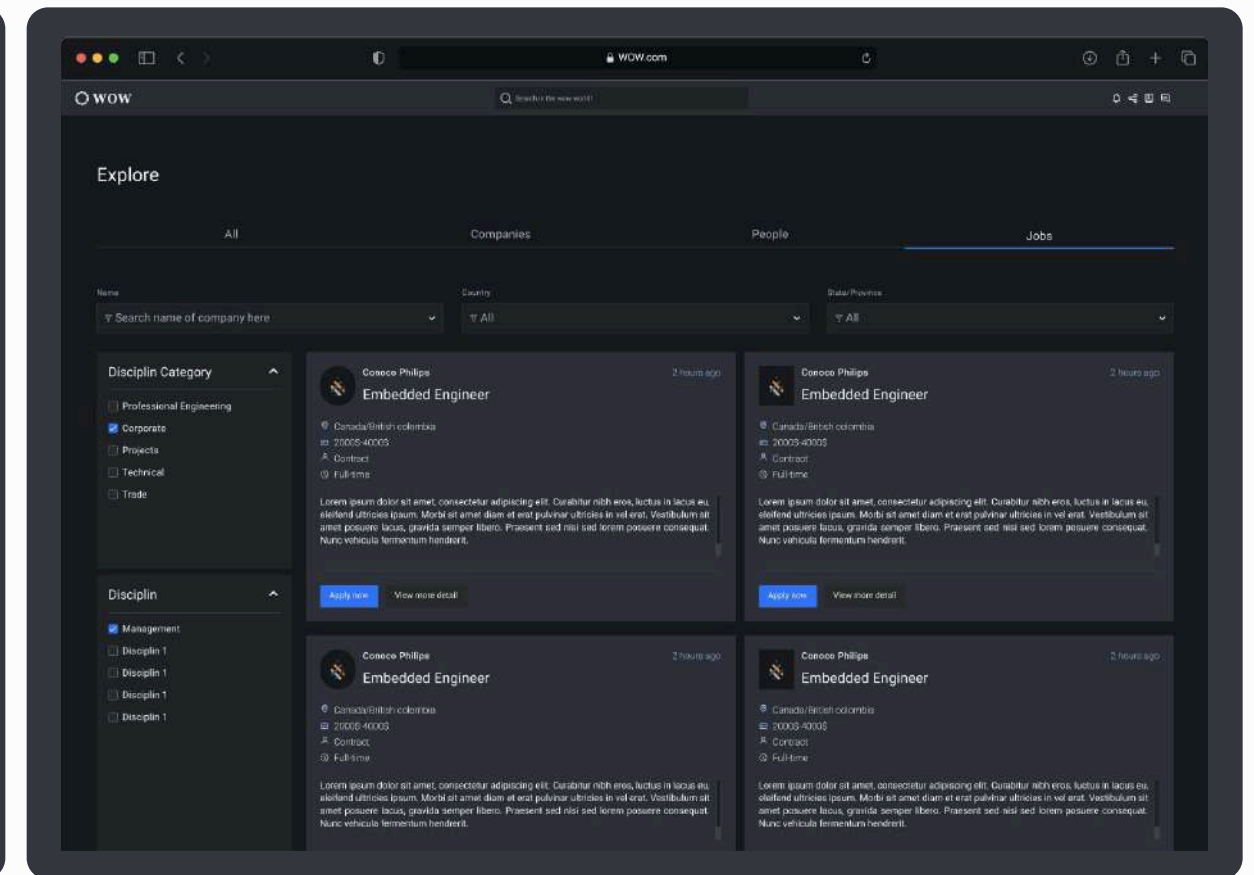
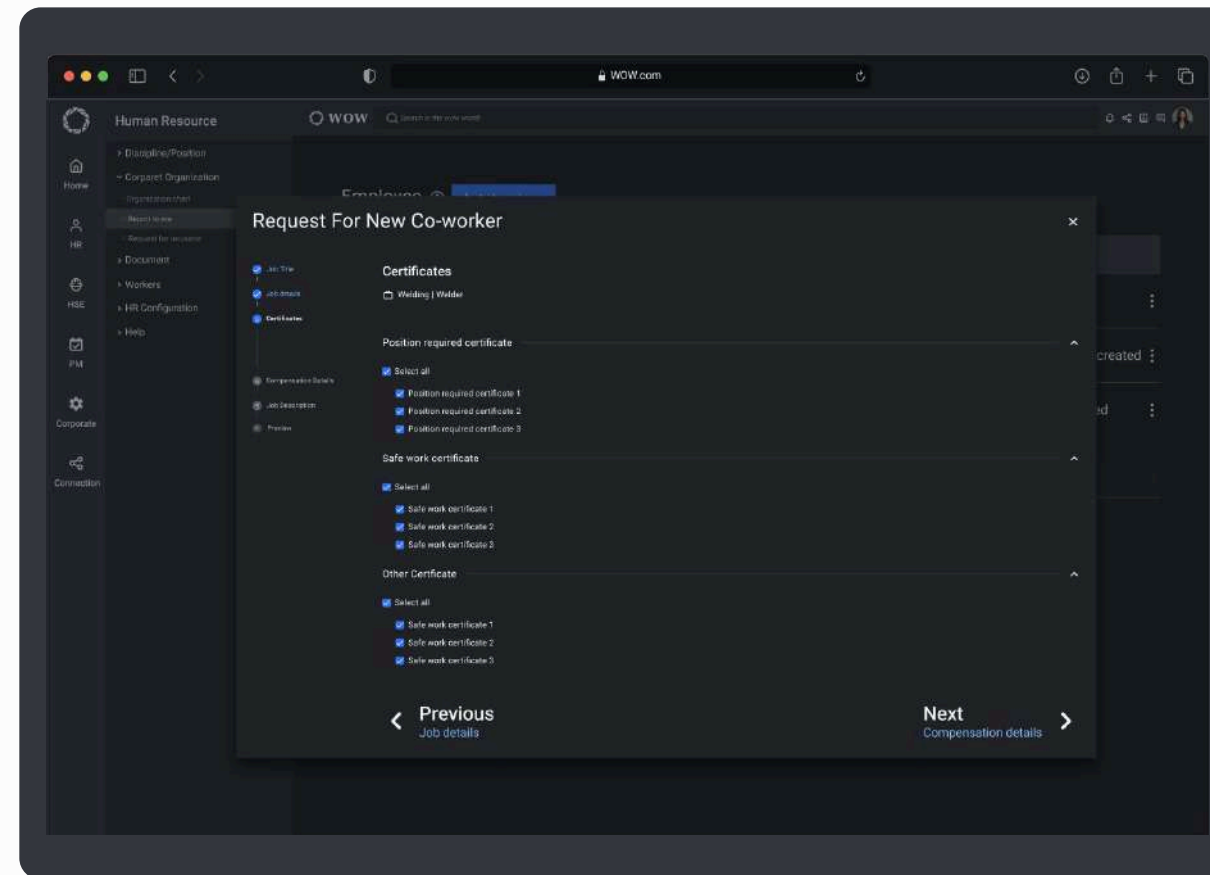






# Job Posting

Companies can streamline recruitment by posting job openings via WOW. HR specialists set job criteria, which are confirmed by supervisors before publishing.



After multiple approvals, candidates receive invitations, submit documents, and complete onboarding seamlessly.

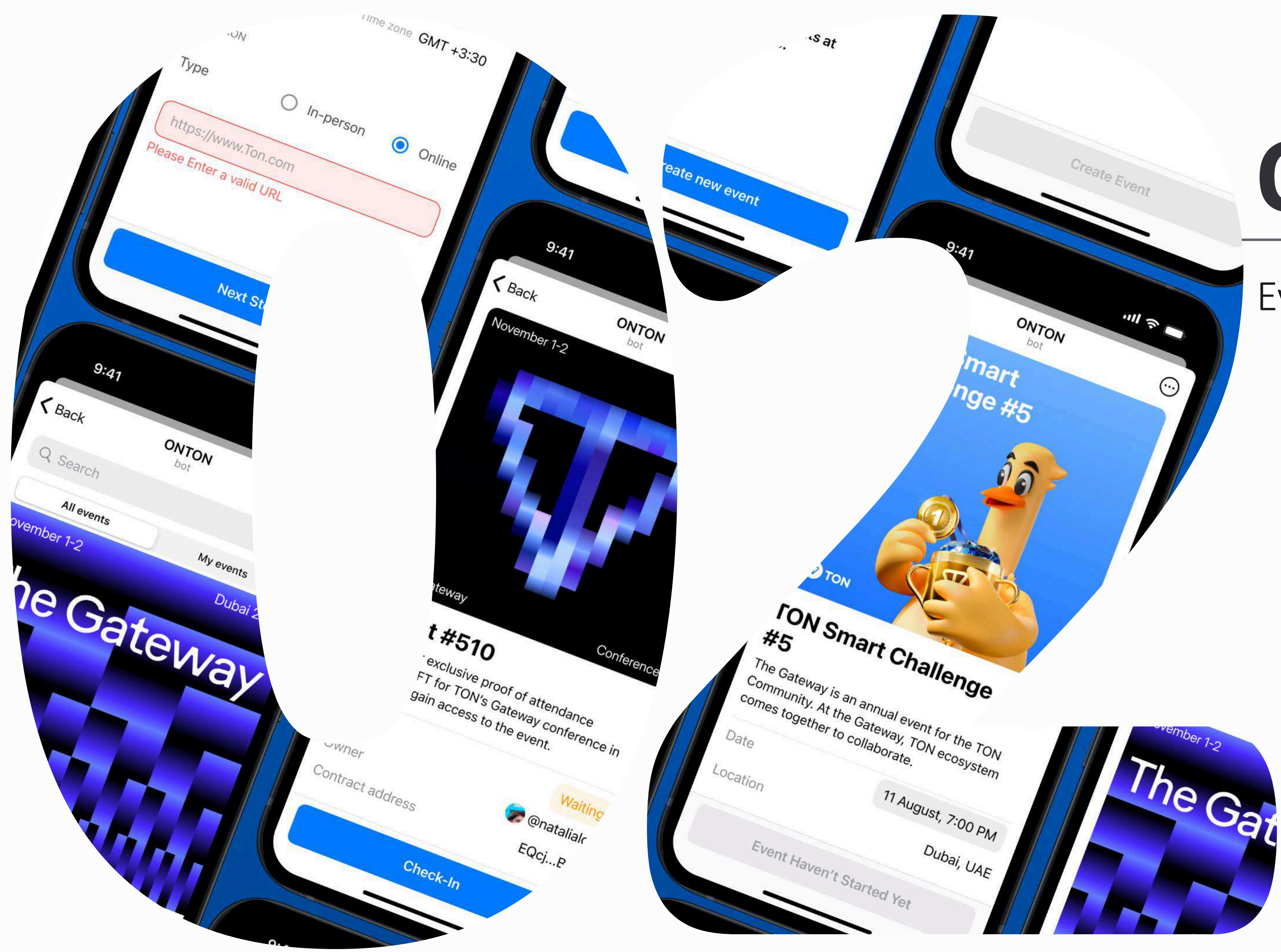
Scan to access full case study.



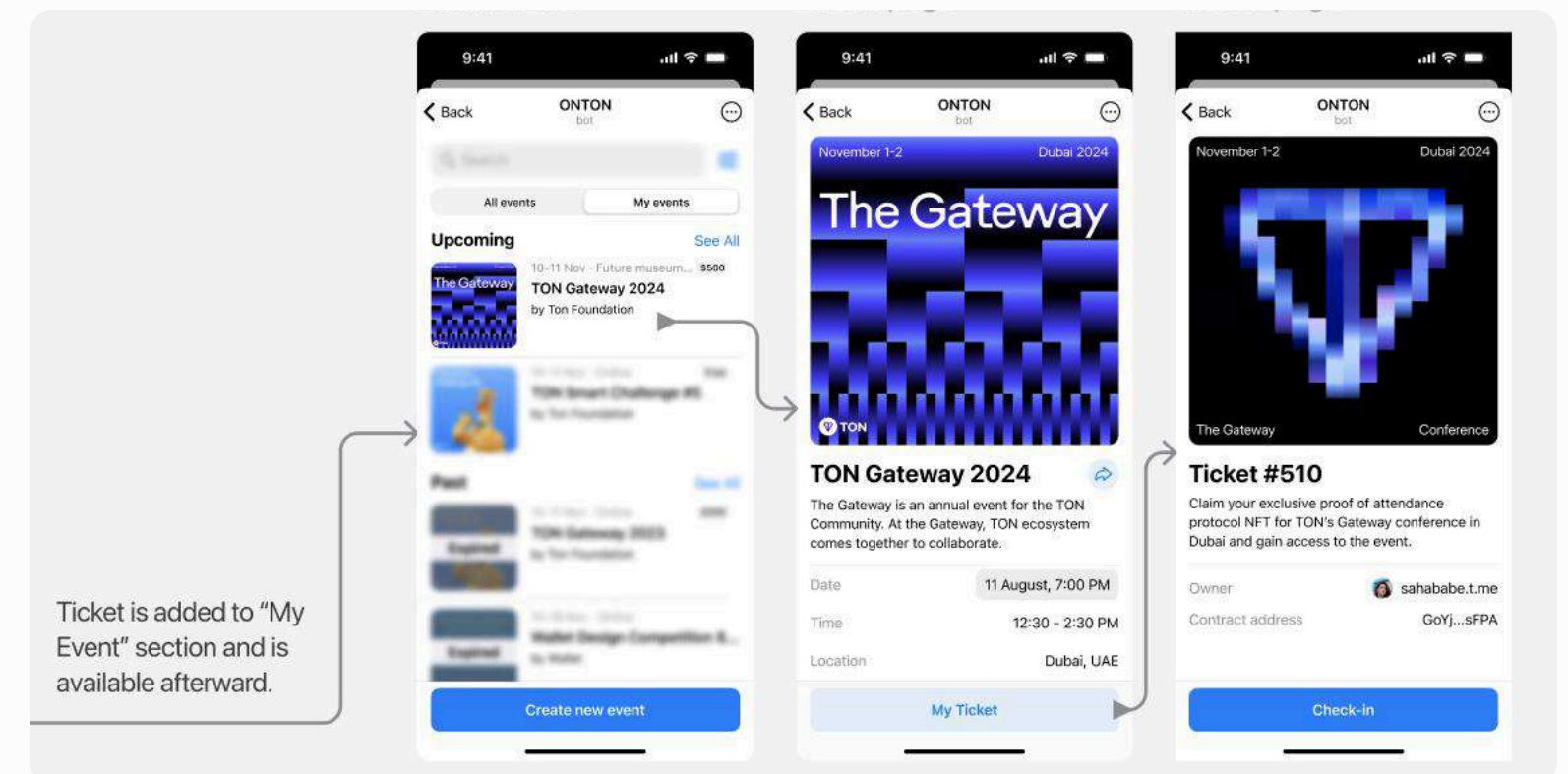
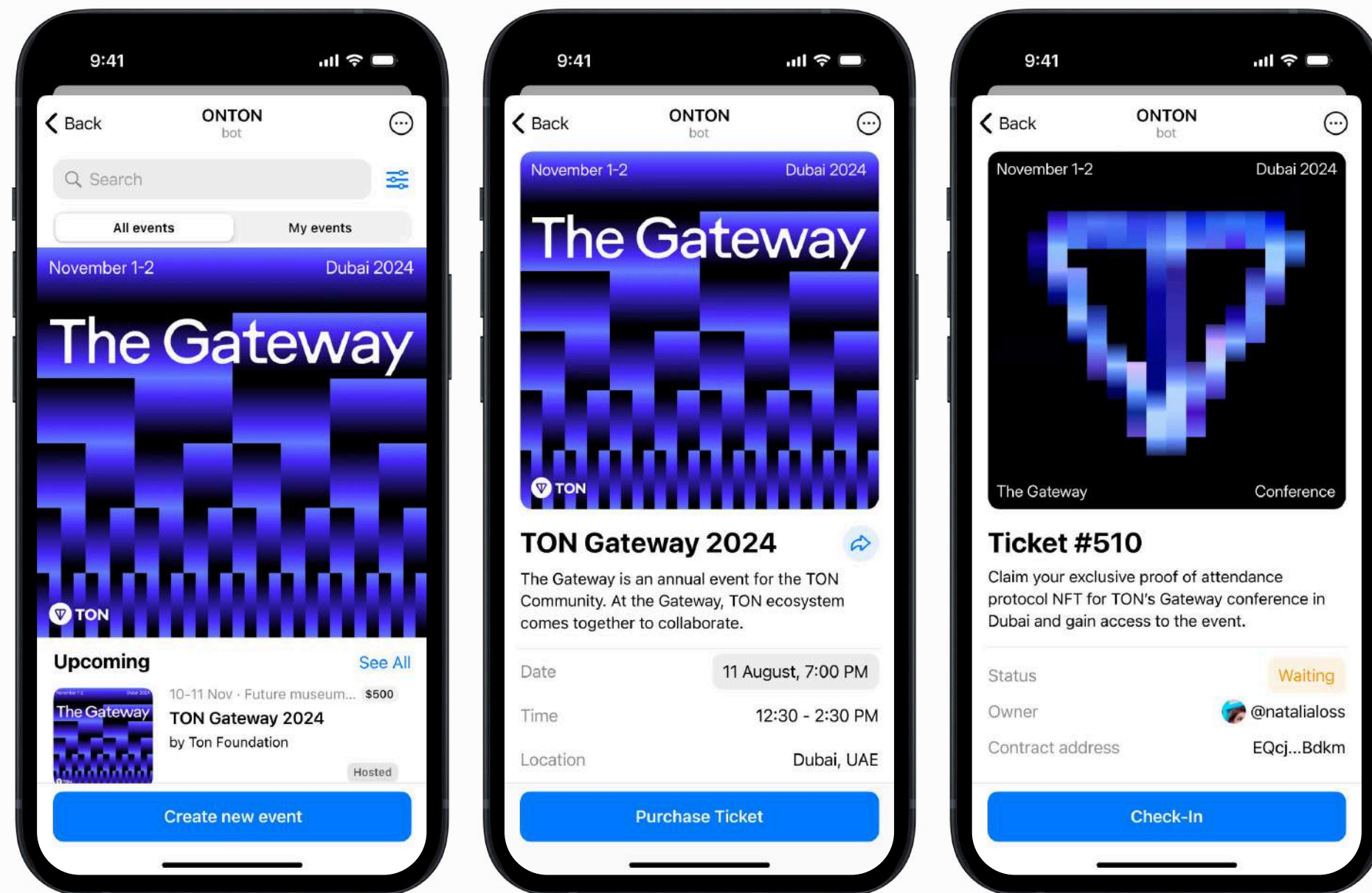


# ONTON

Event Manager app



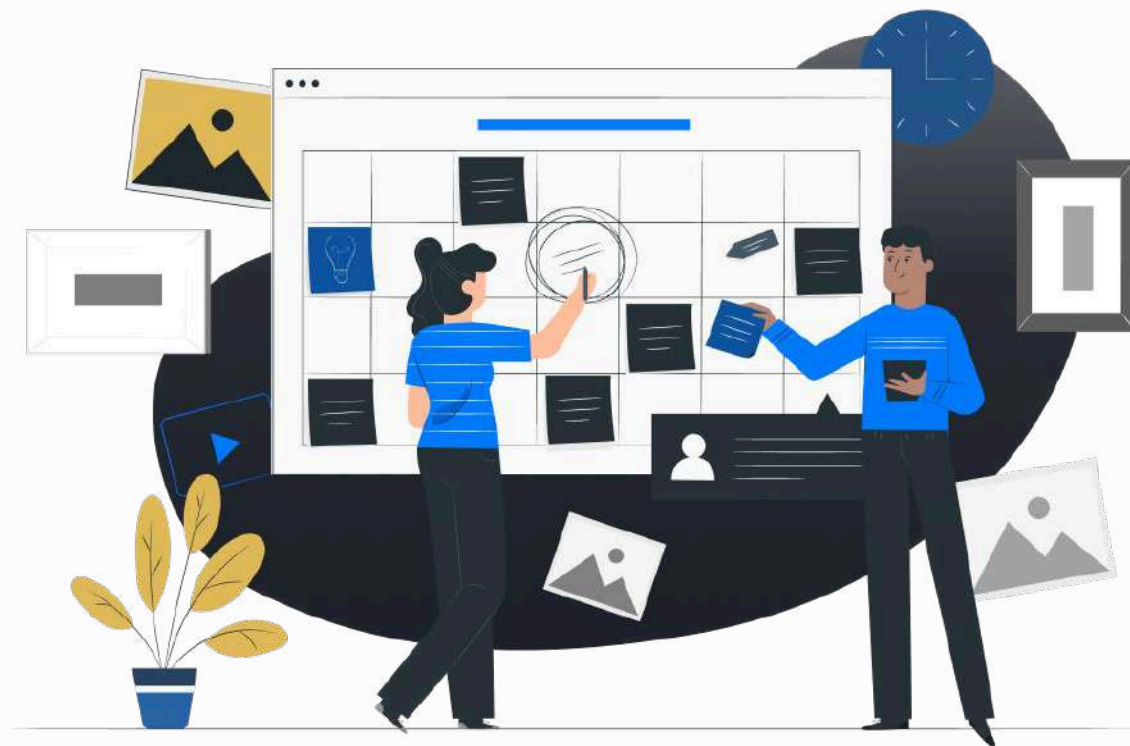




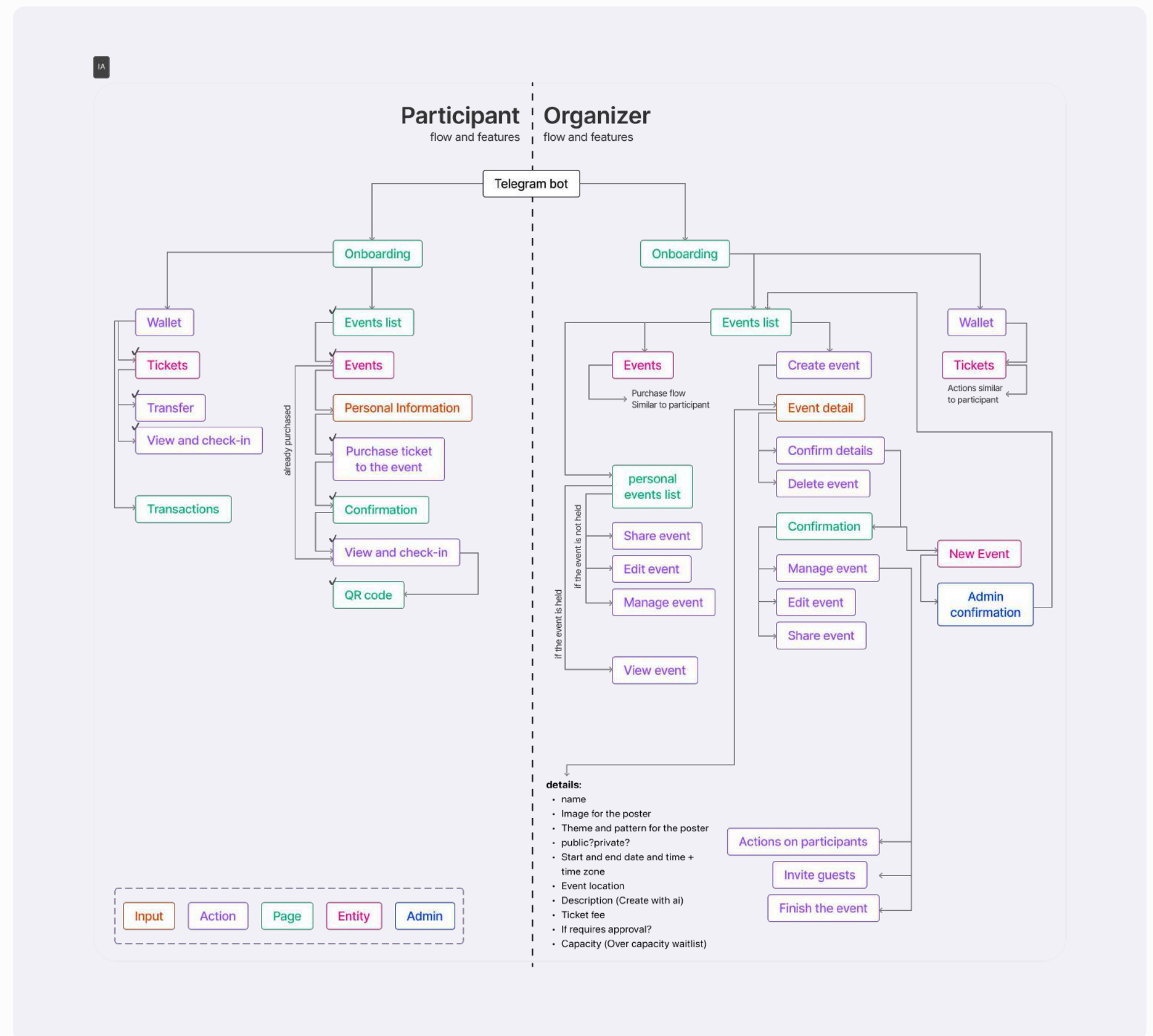
## Overview

ONTON is a decentralized platform that revolutionizes **event management** within the **TON Society**, leveraging **blockchain technology** for secure and transparent participation. The platform, accessible via a Telegram mini-app, integrates TON wallets, NFTs, and smart contracts to streamline event organization and participation.

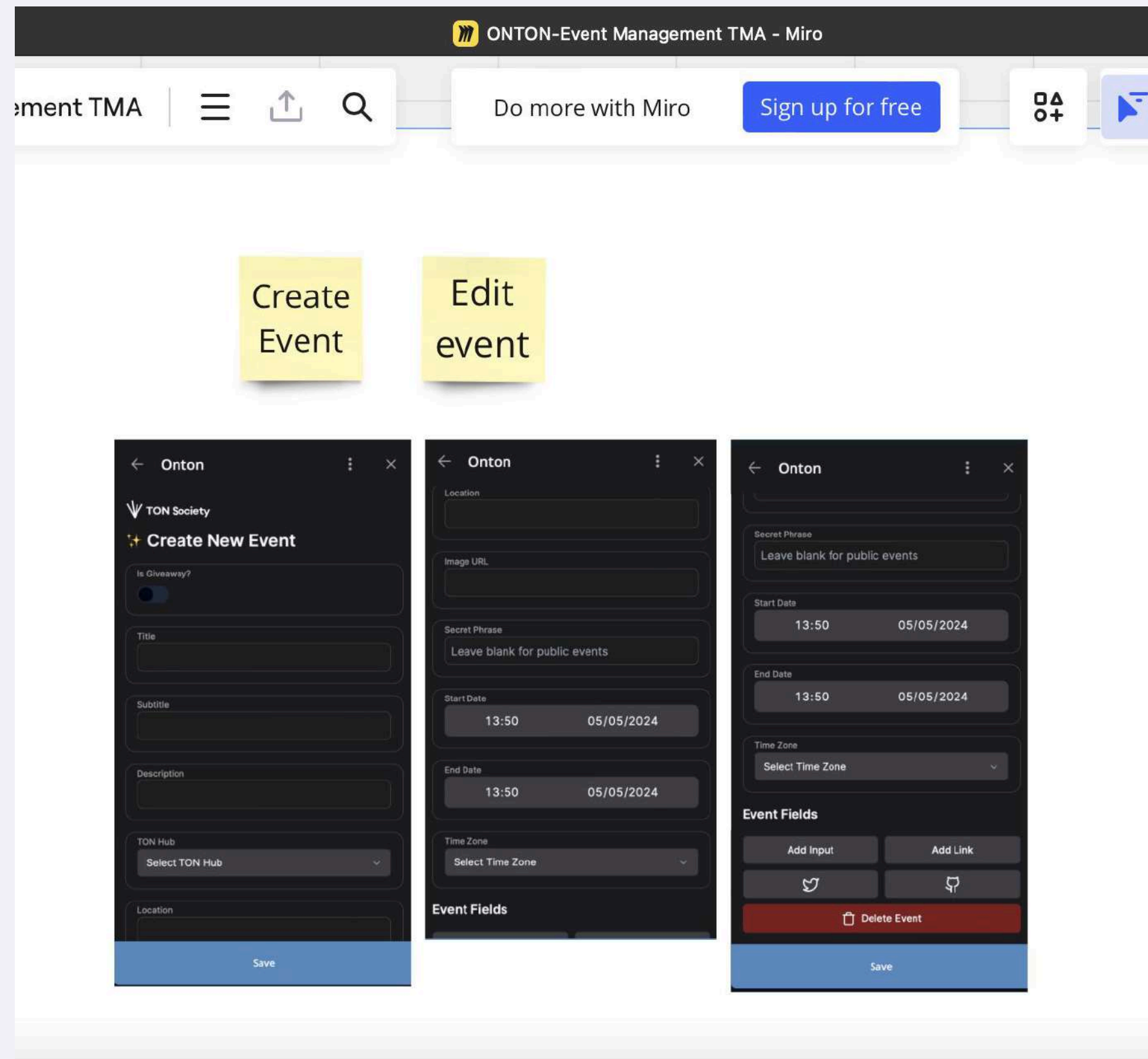
My role as the product designer involved **refining** the legacy version into a seamless and user-friendly experience.



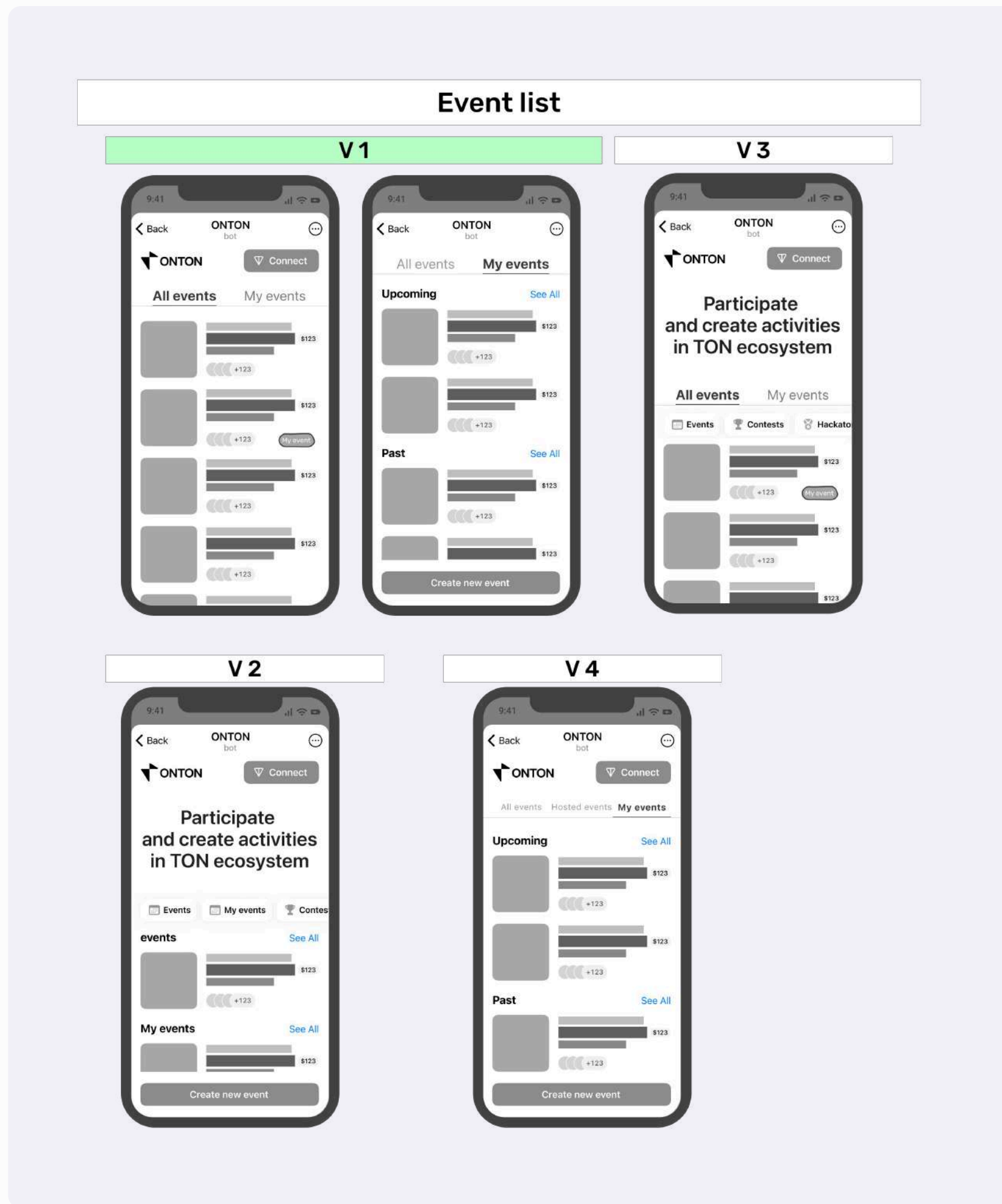
The key challenges revolved around **transparency, trust, and ease of verification in event participation**. Traditional event platforms struggled with verifying genuine participants and provided complex ticketing systems. The goal was to design a decentralized system that used blockchain to create trust, automate verification, and simplify user engagement without adding complexity.





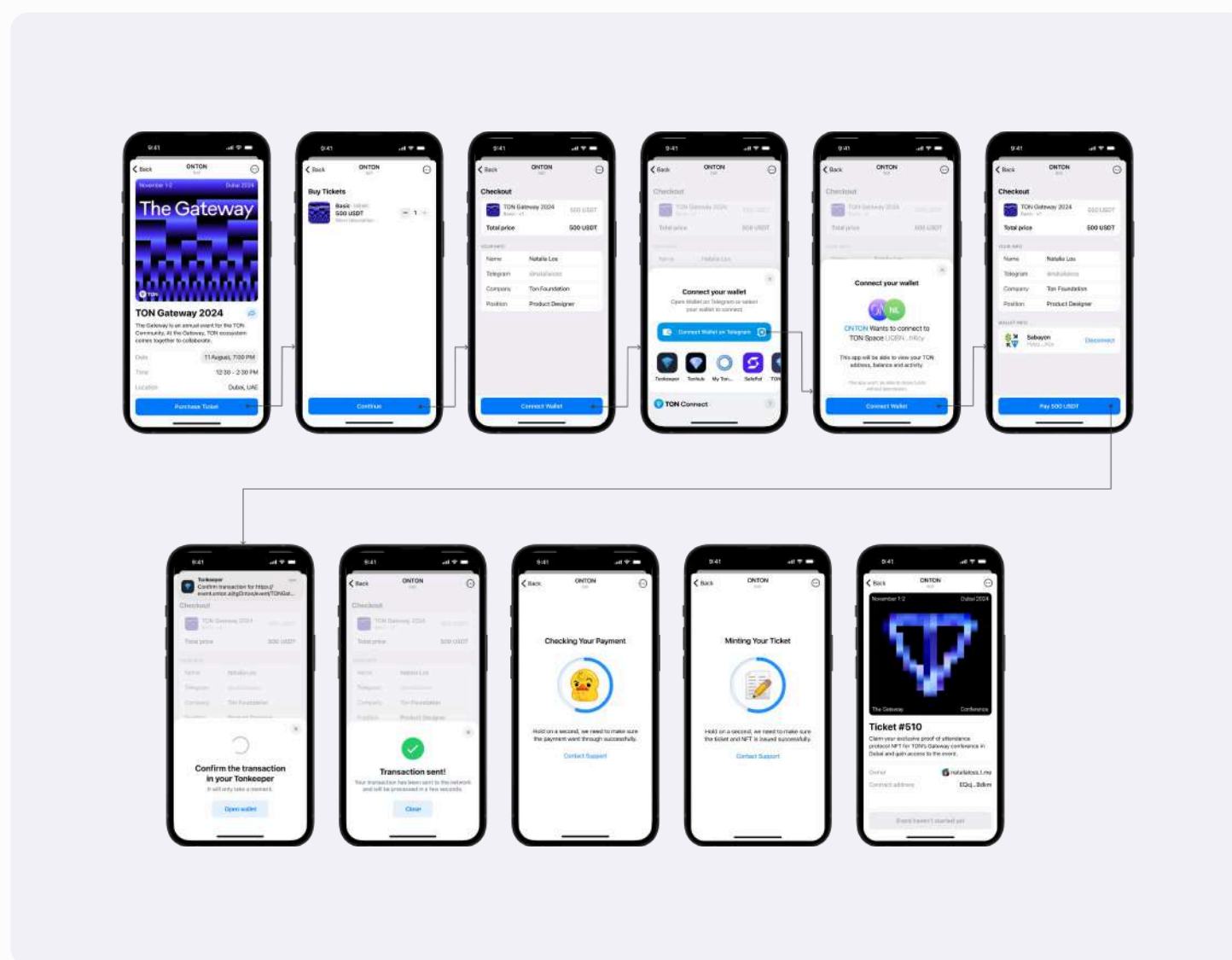
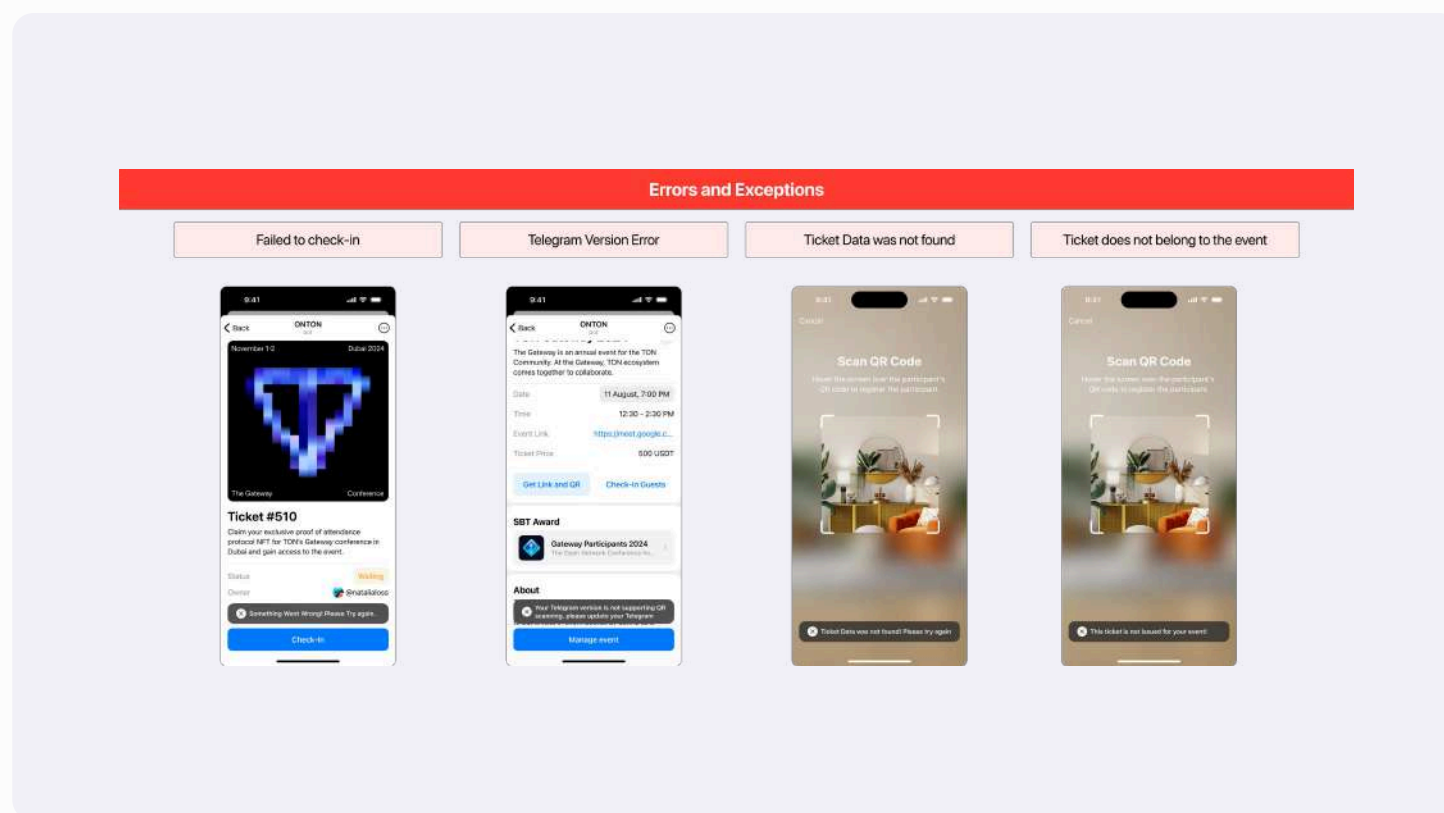


I conducted several interviews with TON Hub leaders and potential users. The research revealed that while blockchain features were necessary, users needed a familiar interface. I analyzed user habits and workflows, and these insights informed the design—keeping established patterns inspired by **Luma** and **Google Calendar**, to ensure a smooth transition from the legacy system while introducing blockchain innovations.



The design process focused on integrating **TON wallets** with **event management features**, including **NFT ticketing** and the use of **SBTs** (Soulbound Tokens) for **proof of participation**. We mapped user journeys for both organizers and attendees, simplifying ticket purchasing, verification, and event management.





## Blockchain-Based Event Management

ONTON offers a **secure, decentralized** event platform with **verifiable participation** using **NFTs** and **SBTs** for a seamless experience.

## NFT Ticketing:

Secure, traceable, and resellable event tickets.

## SBT Verification:

Genuine participation with proof via SBTs.

## TON Wallet:

Simple wallet connection for seamless transactions.

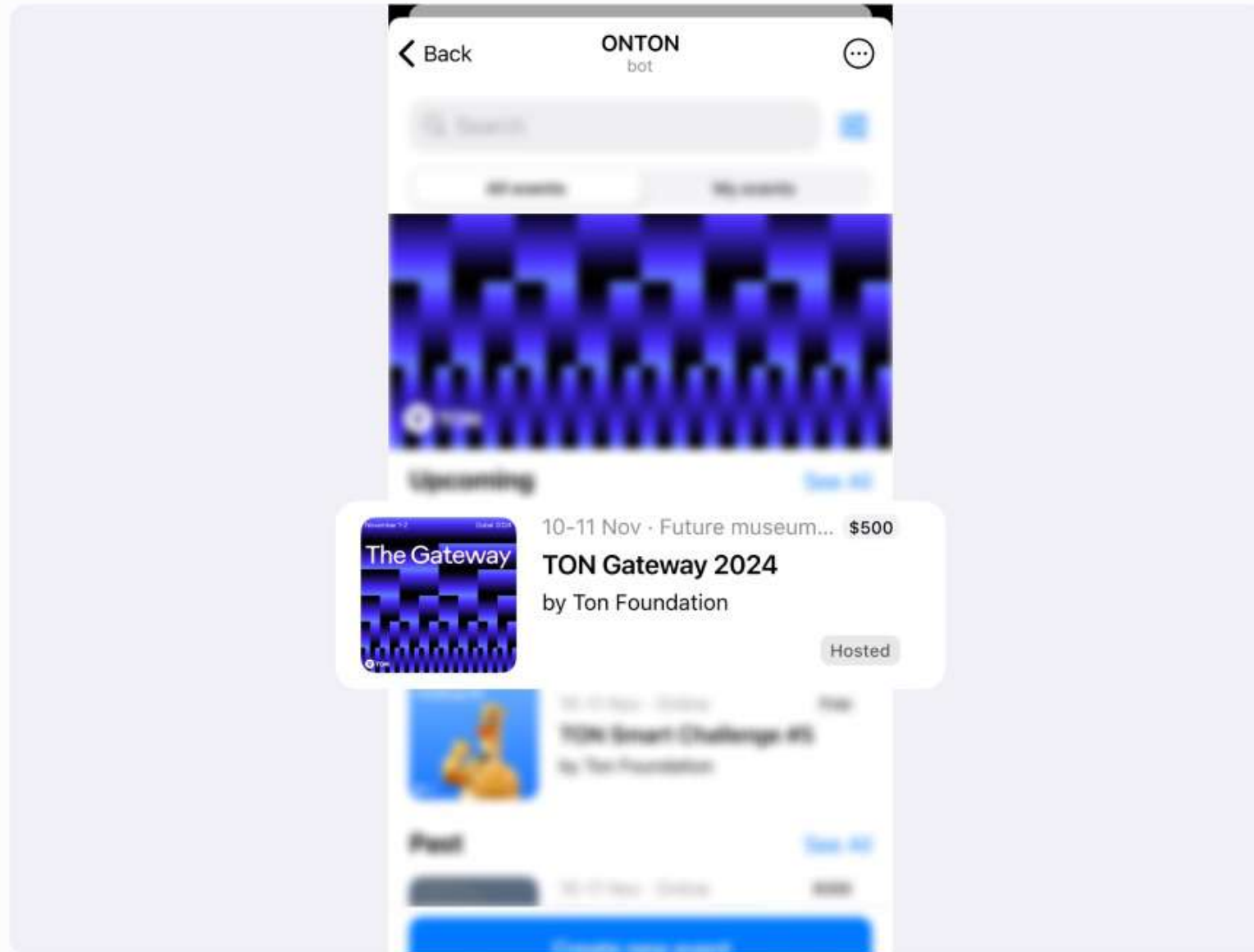
## Trustless System:

No intermediaries, full transparency.

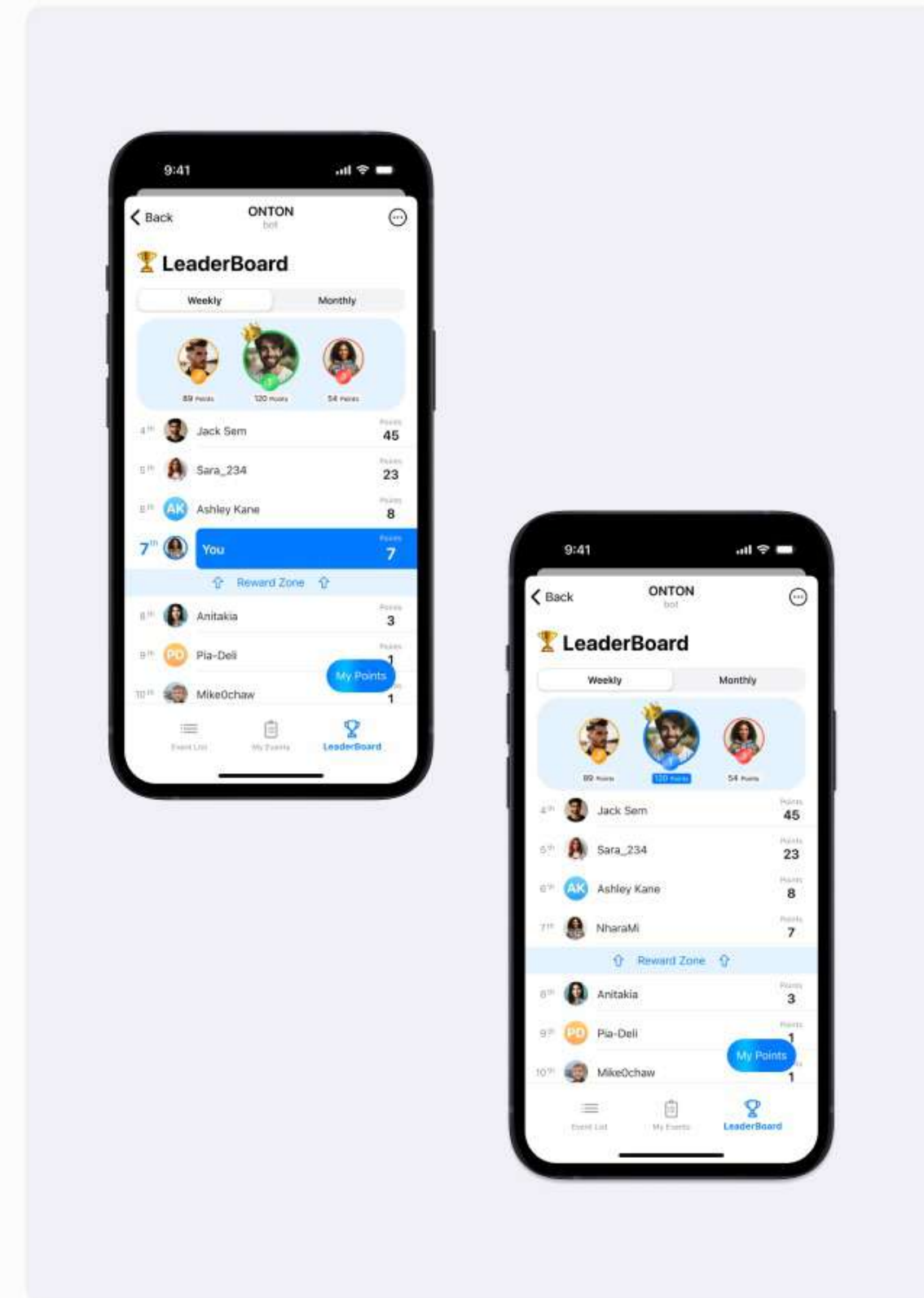
## Gamified Engagement:

Earn points, get rewards via ONION tokens.

## Simplified Event Management & Enhanced Engagement

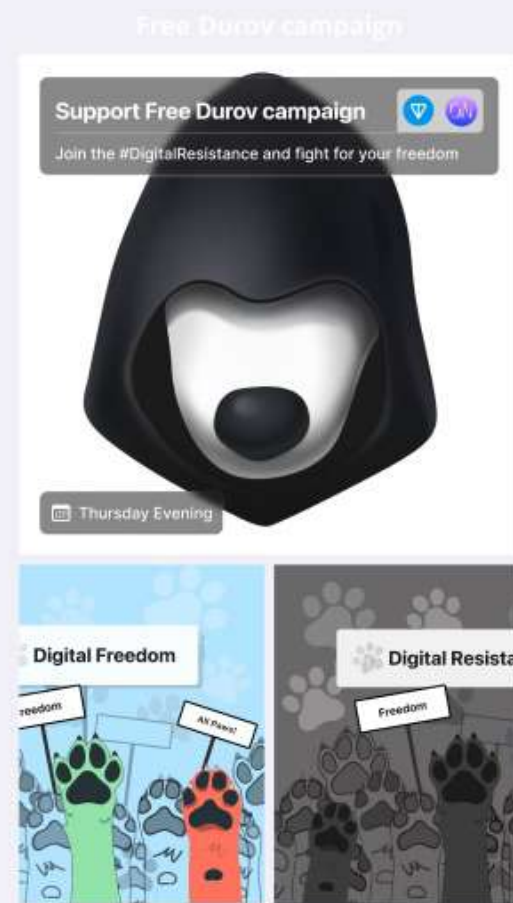


ONTON's first release gained strong user traction for its **simplicity** and **seamless integration** with **Telegram**. The NFT ticketing system was successfully tested, ensuring **transparent** and **verifiable participation** in large-scale trials.



Going forward, ONTON continues to evolve, promising features like event creation for all users and **expanded point-based reward systems**.

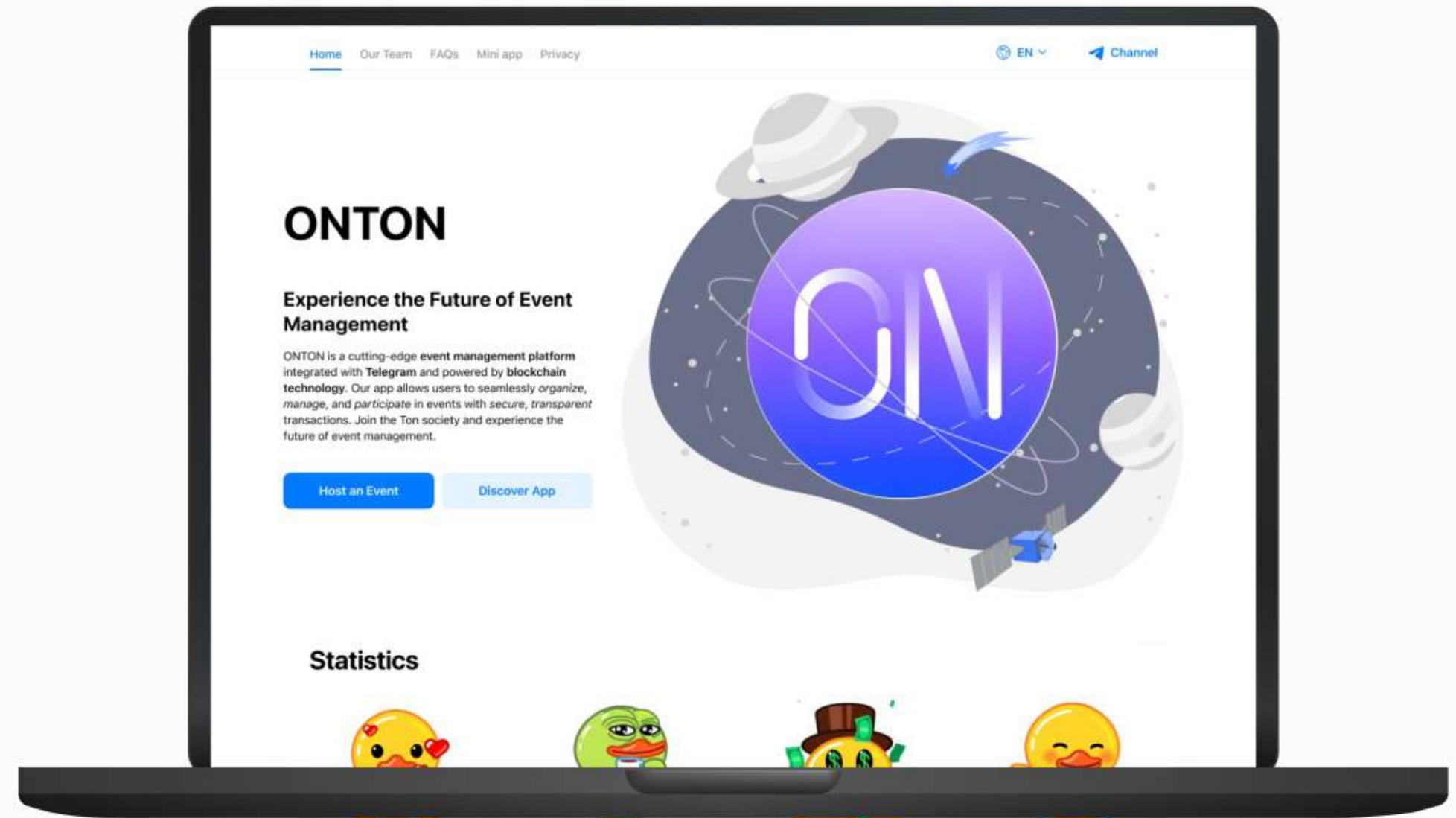




Two types of event's poster and NFT file designed for ONTON's Mystery Event and Free Durov Campaign.



Scan to access ONTON



+40,000  
User

+600  
Event

+10,000  
Ticket

+1,000,000  
Visitor

### Features



- Event ticket purchasing flow
- Integration with Telegram and wallet connection
- Initial user testing with a large audience
- Integration of NFT Ticketing
- Full launch of user-independent event creation
- Enhanced event management tools
- Expansion of user base
- Integration with additional blockchain services

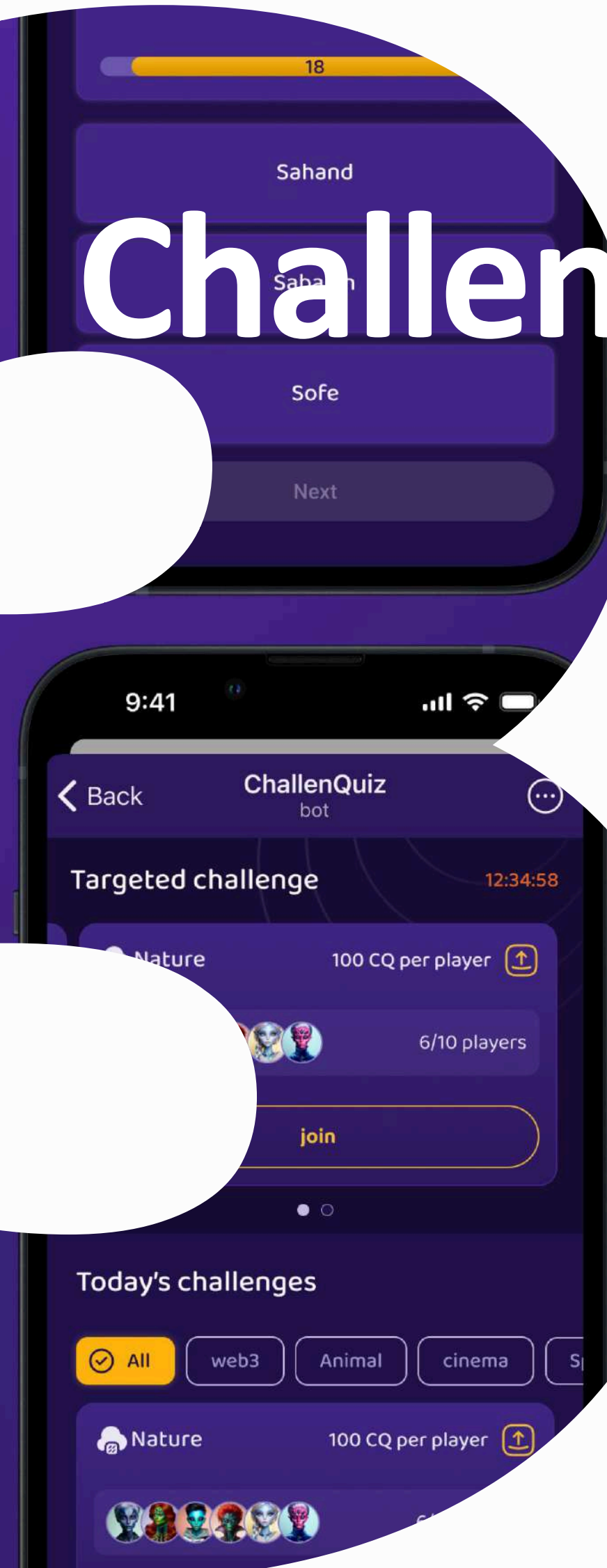
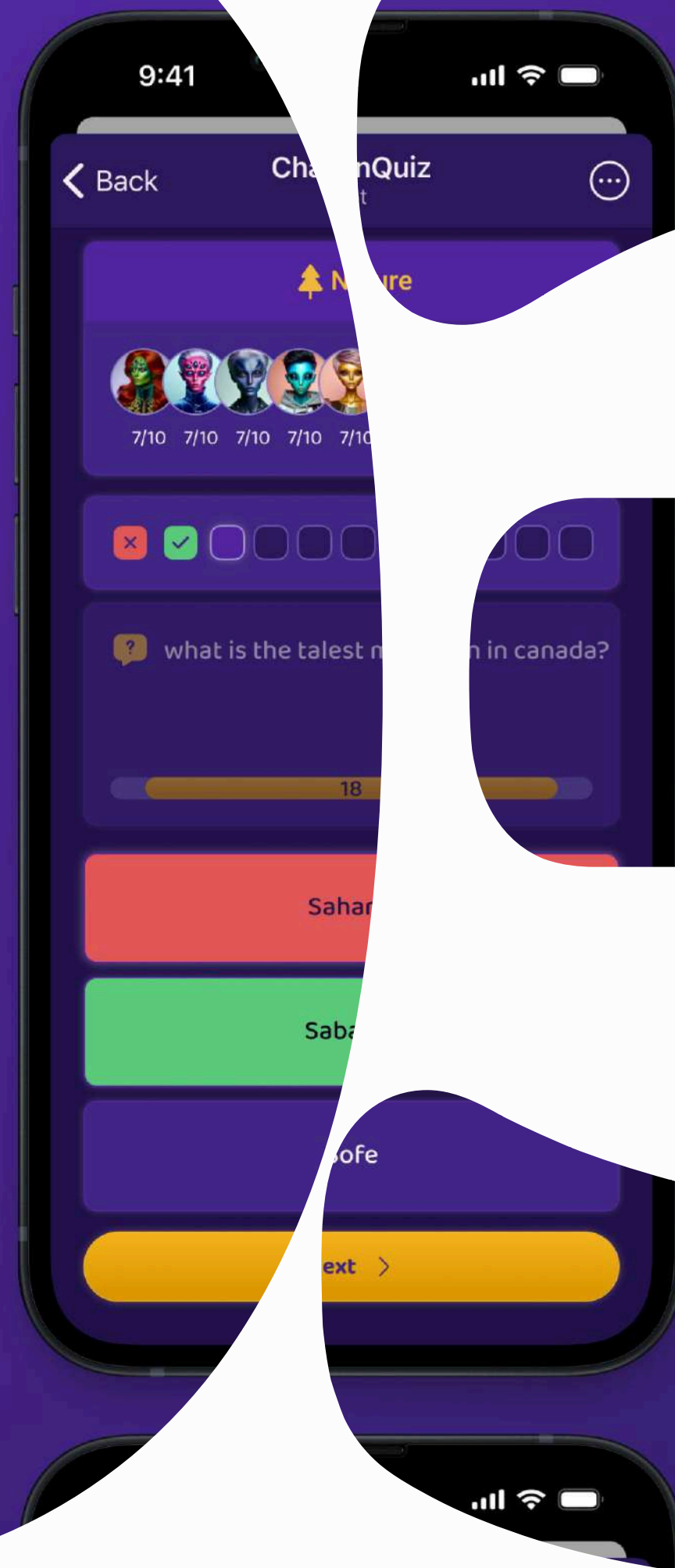
Discover App

### Earn Points and Climb the Leaderboard

At ONTON, every event participation counts! Our innovative points system tracks your engagement based on the Soulbound Tokens (SBTs) you receive. Each SBT earned through attending or participating in events adds to your weekly and monthly points tally.







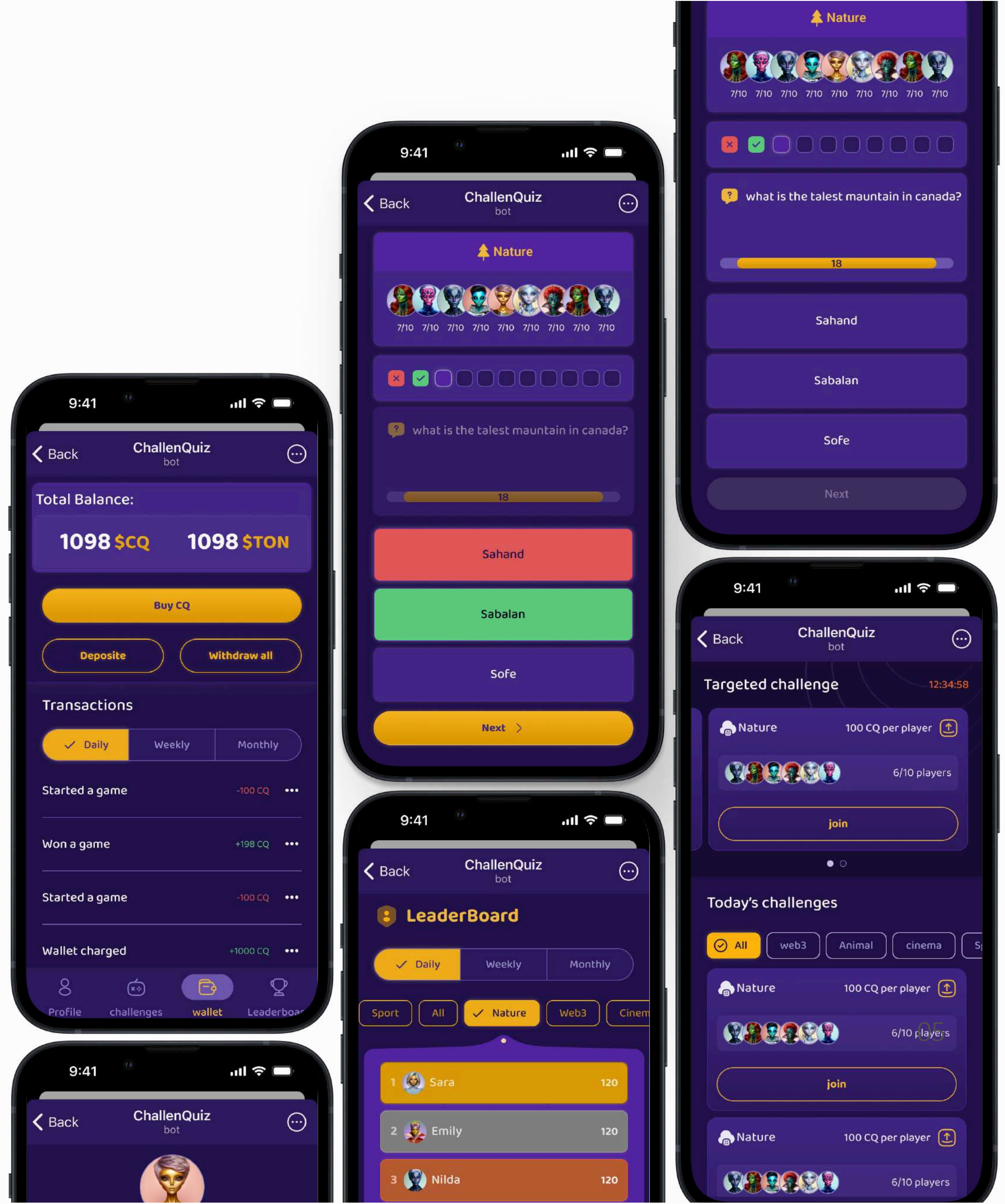
# Challenquiz

Interactive quiz app

## Overview

ChallenQuiz is a gamified quiz app designed to boost **knowledge retention** and **user engagement** through challenges and personalized learning paths.

My role as the UI/UX designer, was to improve the user experience, focusing on simplifying the **information architecture**, enhancing **onboarding**, and creating **personalized features** to increase user satisfaction.



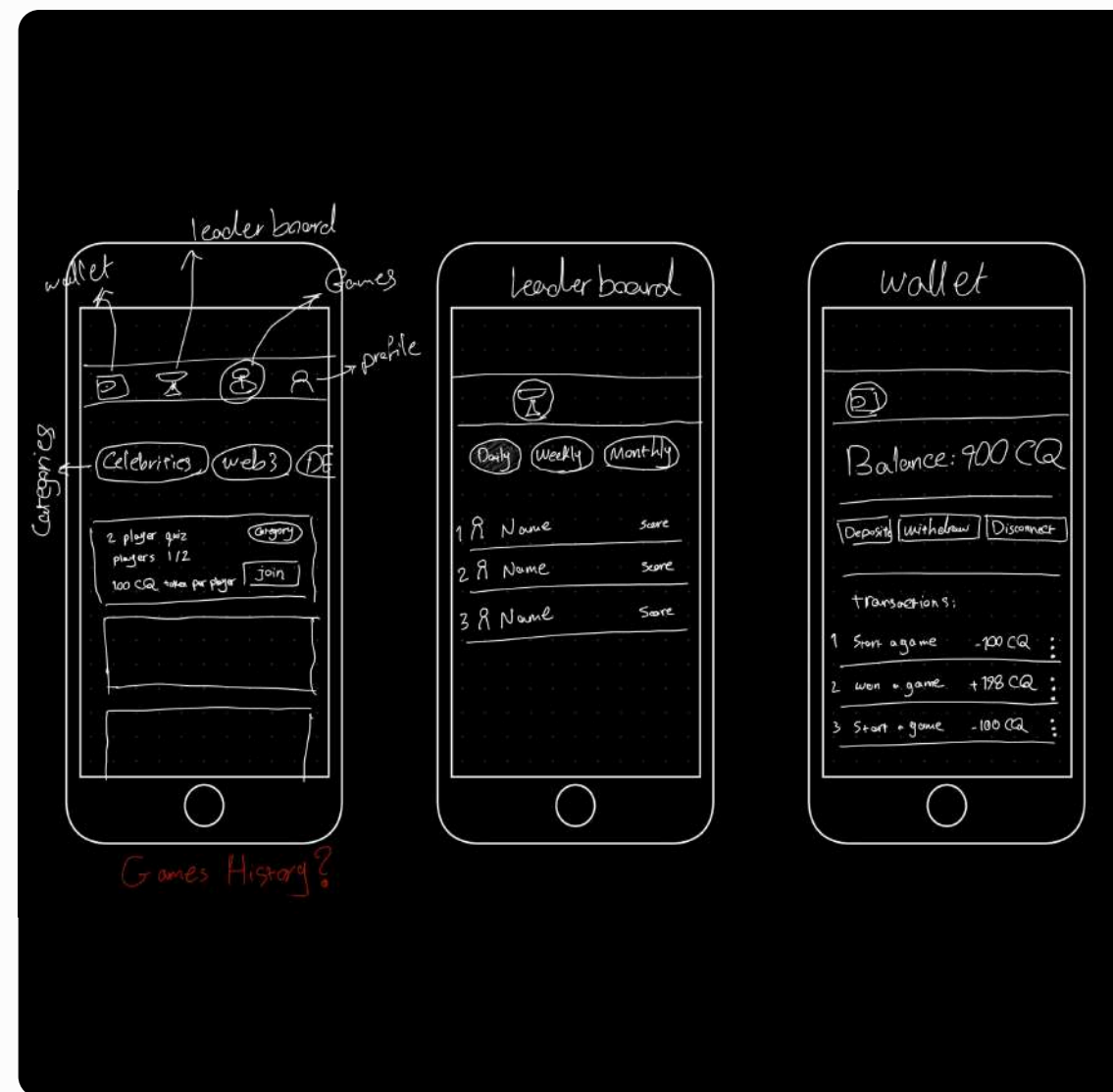
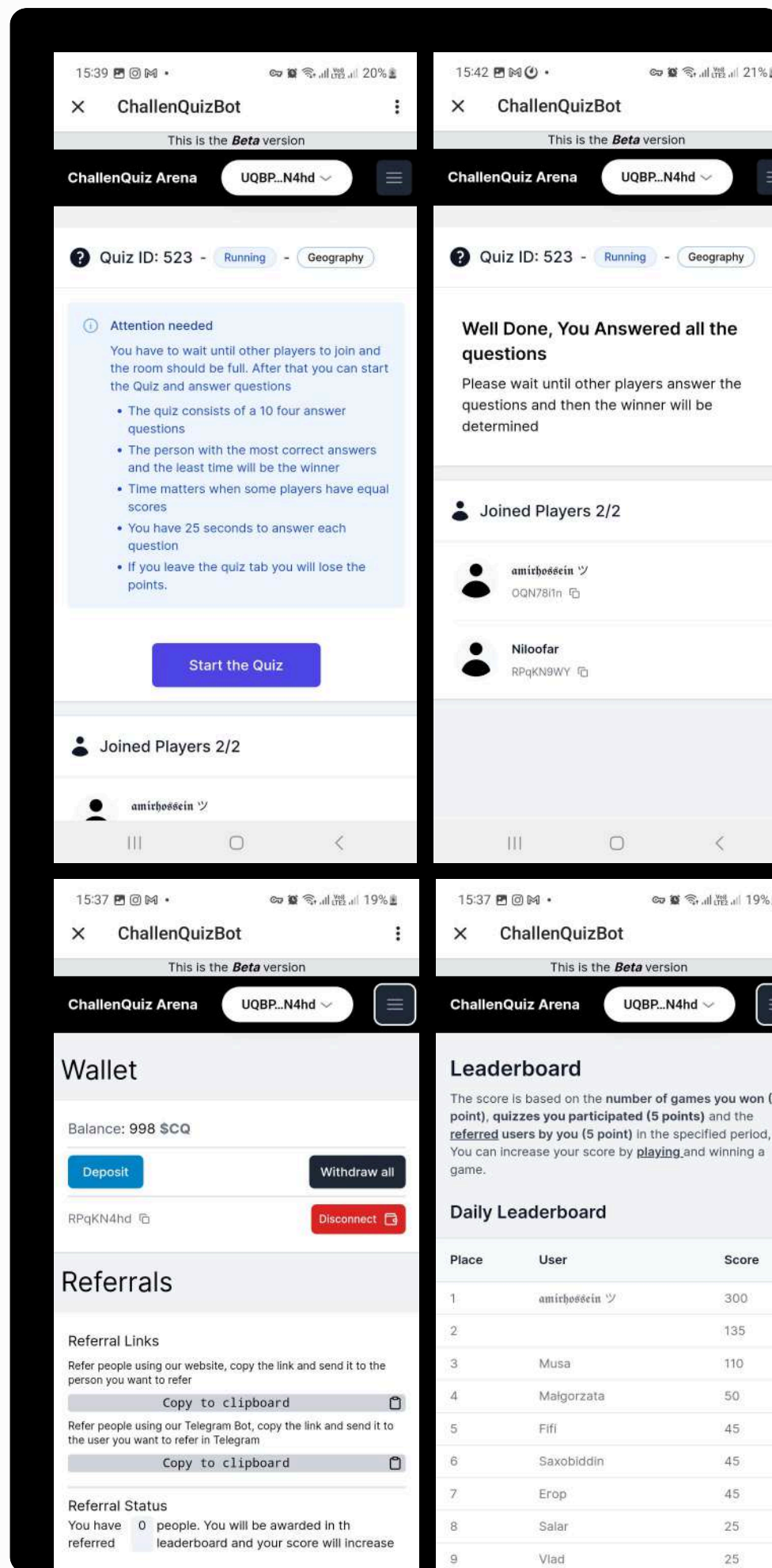




To better understand user behavior, I tested the original app version with eight different user personas, observing their journey and noting pain points. I also analyzed user data and gathered insights from competitors to identify areas for improvement. This research guided the redesign of the app's core features and flow.





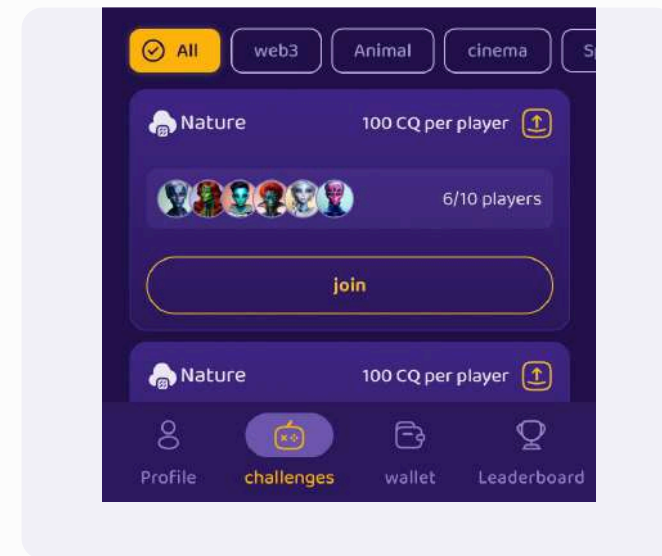
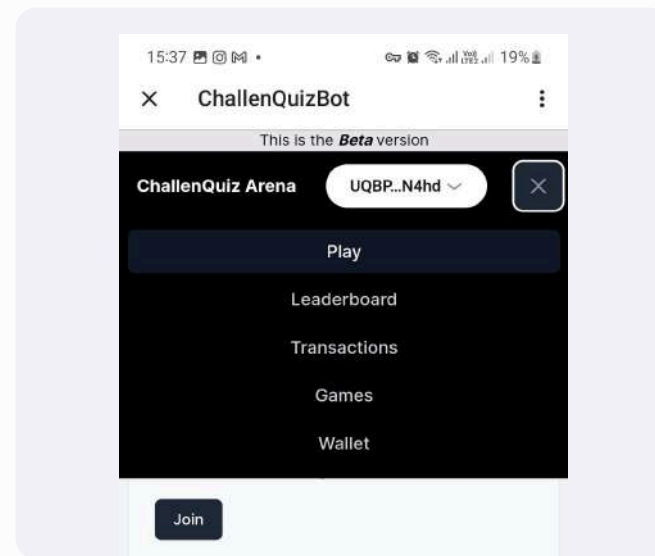


The app's initial version faced multiple user experience issues: a cluttered layout, a confusing onboarding process, and limited feedback during key interactions. These problems caused frustration and led to a high drop-off rate. Our goal was to streamline the app's navigation, improve clarity, and enhance personalization to boost engagement.

## Key changes included:

- A simplified and intuitive **navigation system**, making features more accessible.
- An improved **onboarding experience** that eased users into the app with helpful guidance.
- **Personalized profiles** that let users set goals, track quiz performance, and view history, fostering more engagement.
- Enhanced **feedback mechanisms**, like progress indicators and tooltips, to guide users through quizzes.



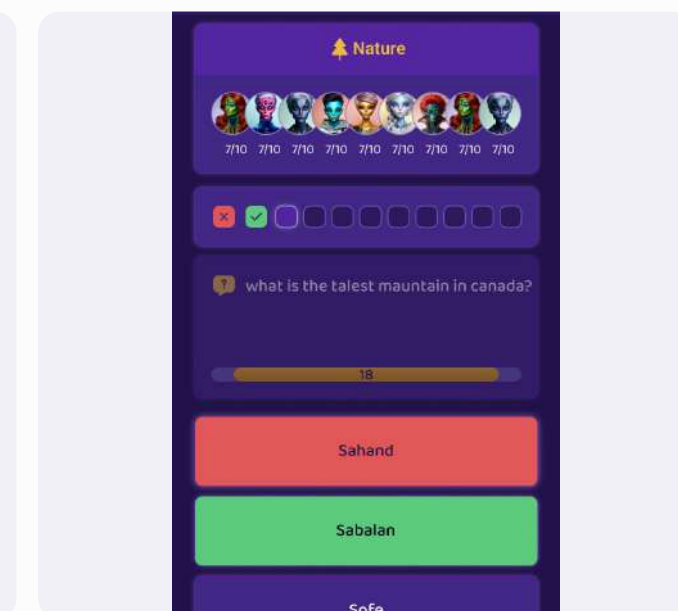
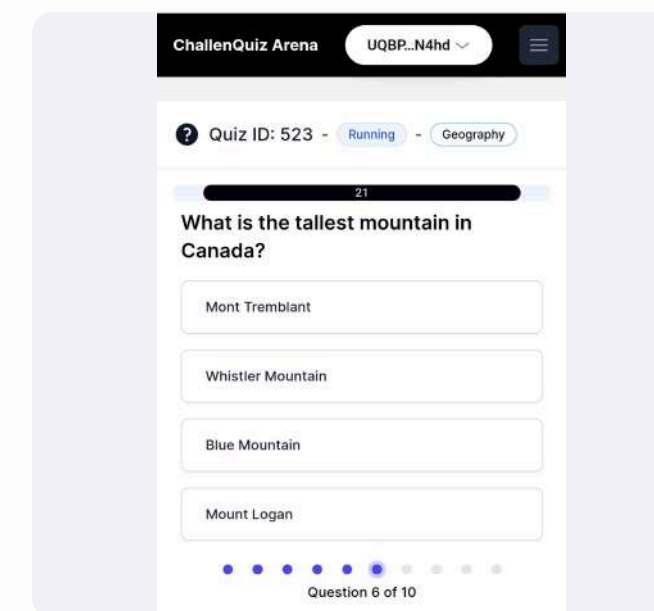


**Old System:** The menus were cluttered, and users found it hard to find essential features like the Share button.

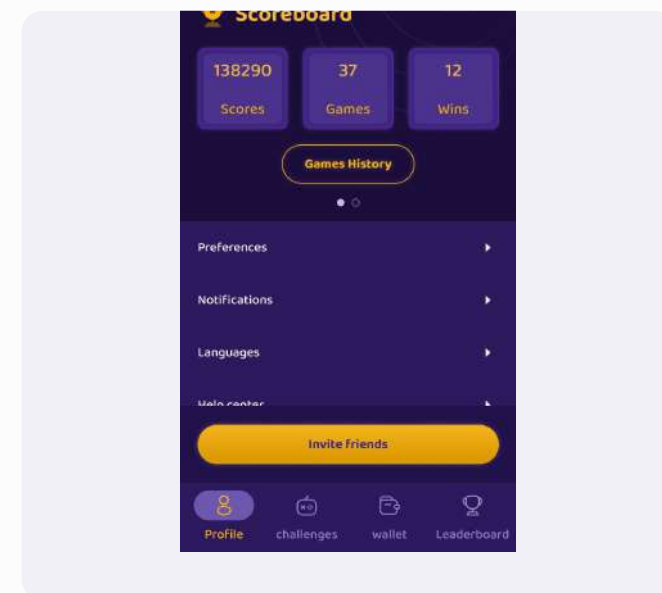
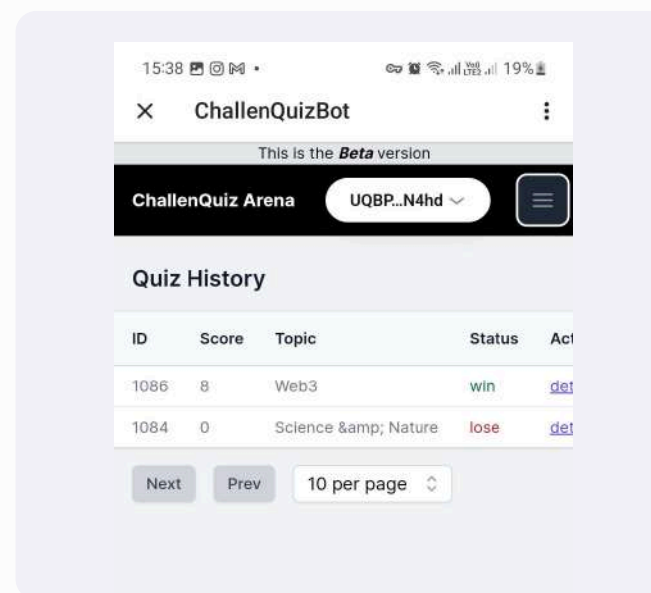
**New Design:** Features are now grouped logically, and the Share button is prominently placed, encouraging more social engagement.

**Old System:** Users often got stuck or felt confused during quizzes, with little to no guidance on next steps.

**New Design:** Clear progress indicators and helpful tooltips now guide users through every process seamlessly.







**Old System:** The app lacked personalization, and users had no way of tracking their quiz performance.

**New Design:** A dedicated profile section allows users to view quiz history, track progress, and set personal goals, enhancing engagement.

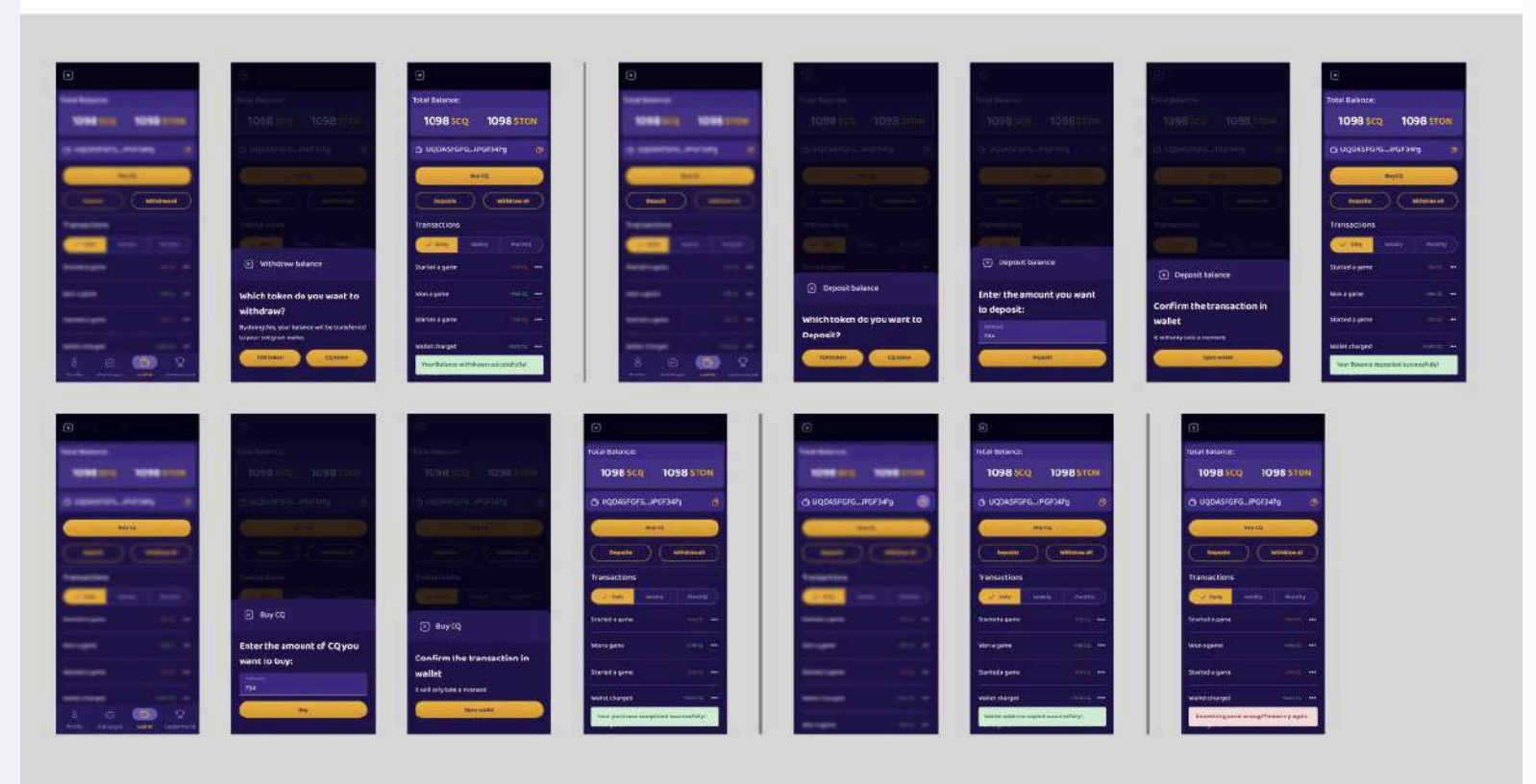
The redesigned version of Challenquiz resulted in **smoother user experiences** and **greater engagement**. Users responded positively to the **clearer navigation** and **personalized features**. The changes not only **reduced drop-offs** but also **improved overall user satisfaction**, leading to **increased retention** and a **higher rate of social sharing**.

**User Story:**

**As a user I want to see my wallet's details, so I can withdraw/deposit my money, buy CQ coin, and copy my wallet address**

**Definition of done:**

- user can withdraw their either Ton or CQ wallet
- user can Deposit their either Ton or CQ wallet and define the amount of deposition
- user should confirm the deposition in their telegram wallet
- user see a success toast after finishing the transactions
- user can buy CQ coins directly, using any currency
- user can copy wallet address of the wallet connected to the app





But don't take it from me, Let's hear the numbers!



# Ezam Part

Auto-Part selling  
system



## Project Overview

Ezam Automotive Parts Group, a major player in Iran's auto industry, aimed to expand by creating a **comprehensive platform** integrating various elements.

As the product designer, my role was to develop a **user-friendly, consistent, and cohesive** platform for this first phase, ensuring it could also support **future expansion**.

با ما در ارتباط باشید ۱۴۷۷

ارتباط با ما | رسانه | خدمات عظام | محصولات



### محصولات عظام



سیستم چرخ و فرمان



سیستم سوخت رسانی



موتوری



برقی



متفرقه



انتقال قدرت

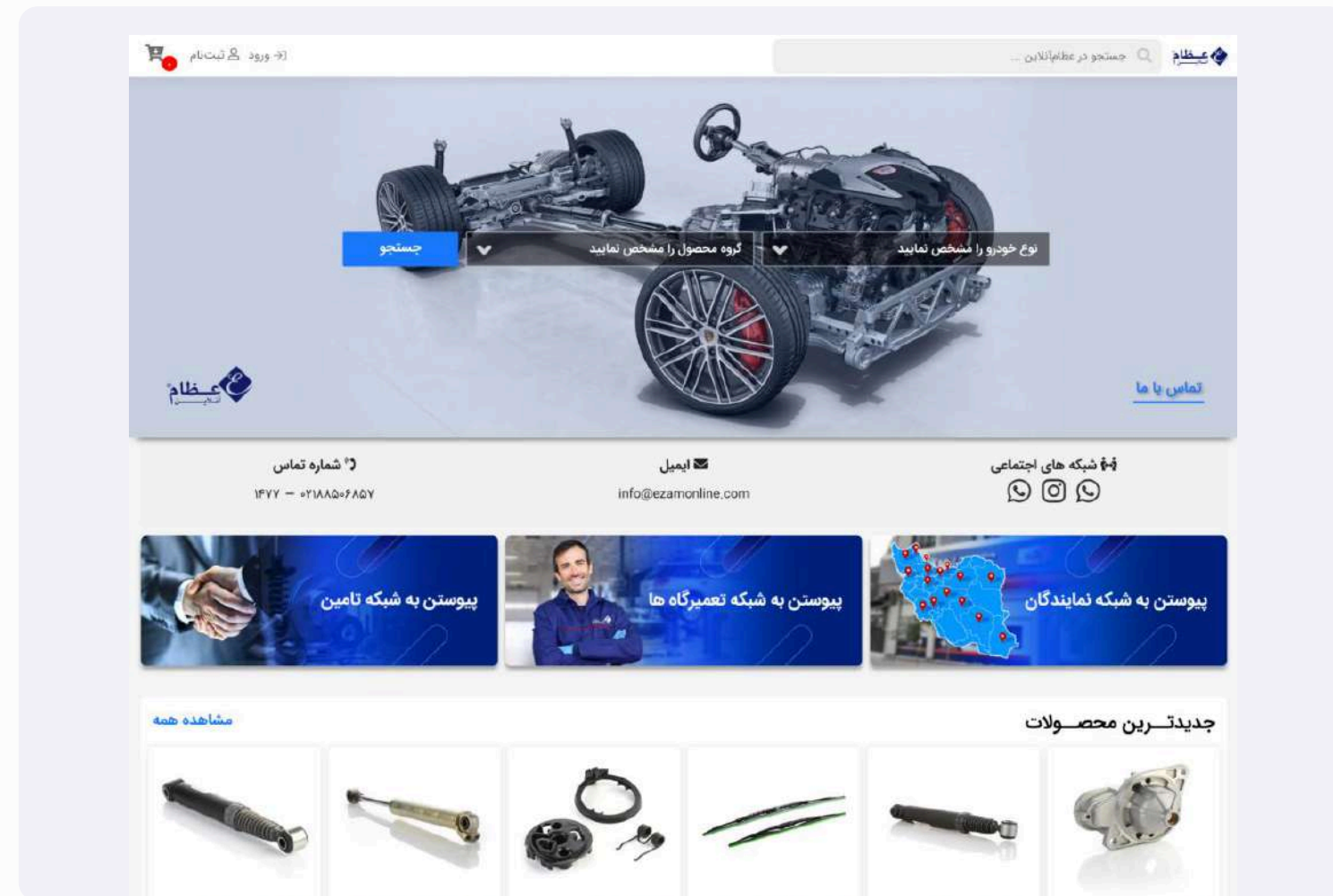


جلوبندی



ینات و بدنه





The project involved transforming Ezam's existing digital framework into a **unified, multifunctional** website. This required integrating diverse elements—such as a **product catalog**, **service offerings**, and **agent resources**—while ensuring a smooth and efficient user experience. We also needed to align these updates with a broader rebranding effort and support network growth by attracting new agents.



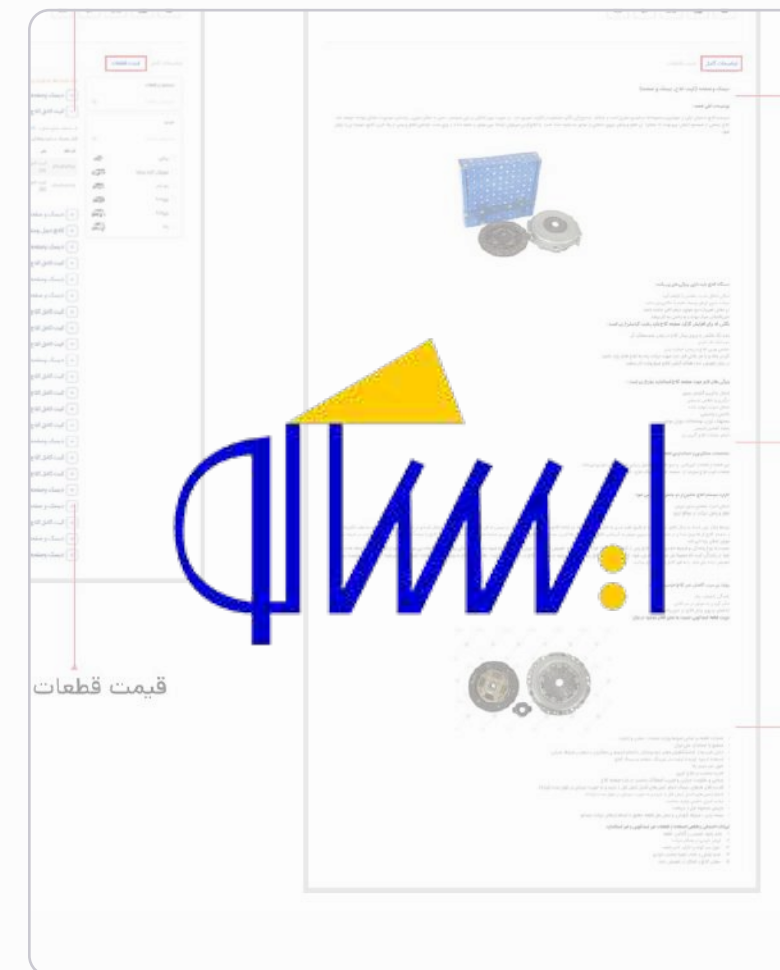
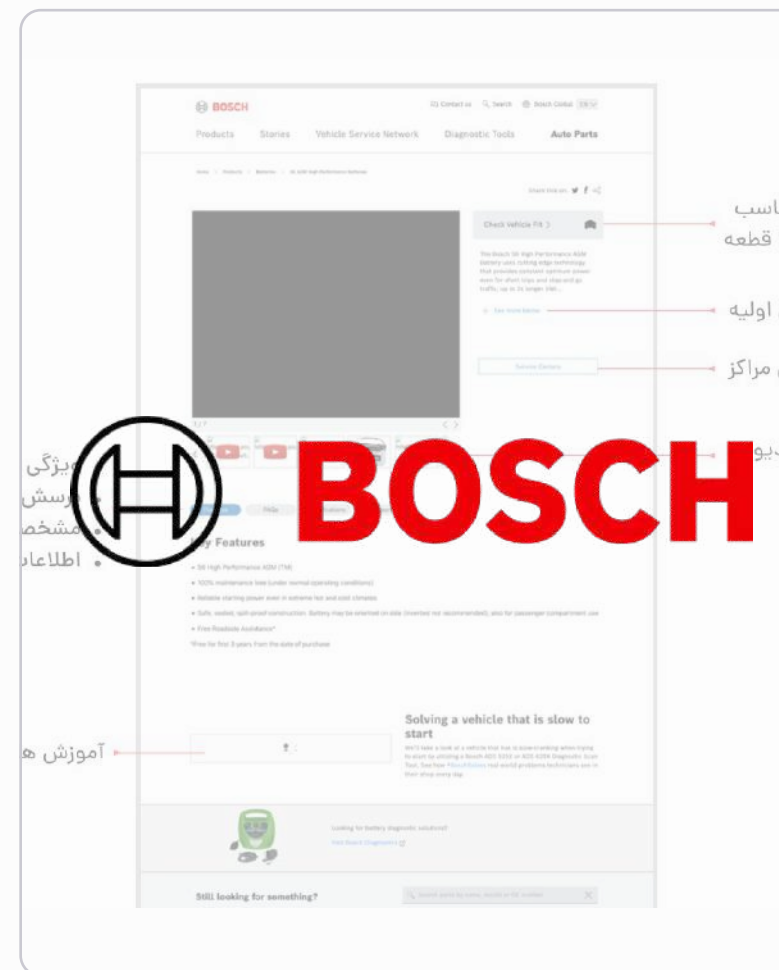


Scan QR code to access full document.

## Research and discovery

To address the project's complexity, I collaborated with stakeholders across the business, including product managers and agents, to gather insights.

We conducted **market research** and **competitor analysis** to better understand user expectations. These efforts guided the development of **user personas** and **key workflows**, ensuring that the platform **catered** to both **consumers** and **industry professionals**.

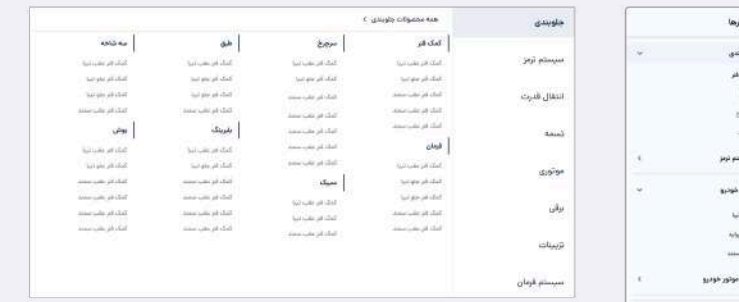




## Mobile Design



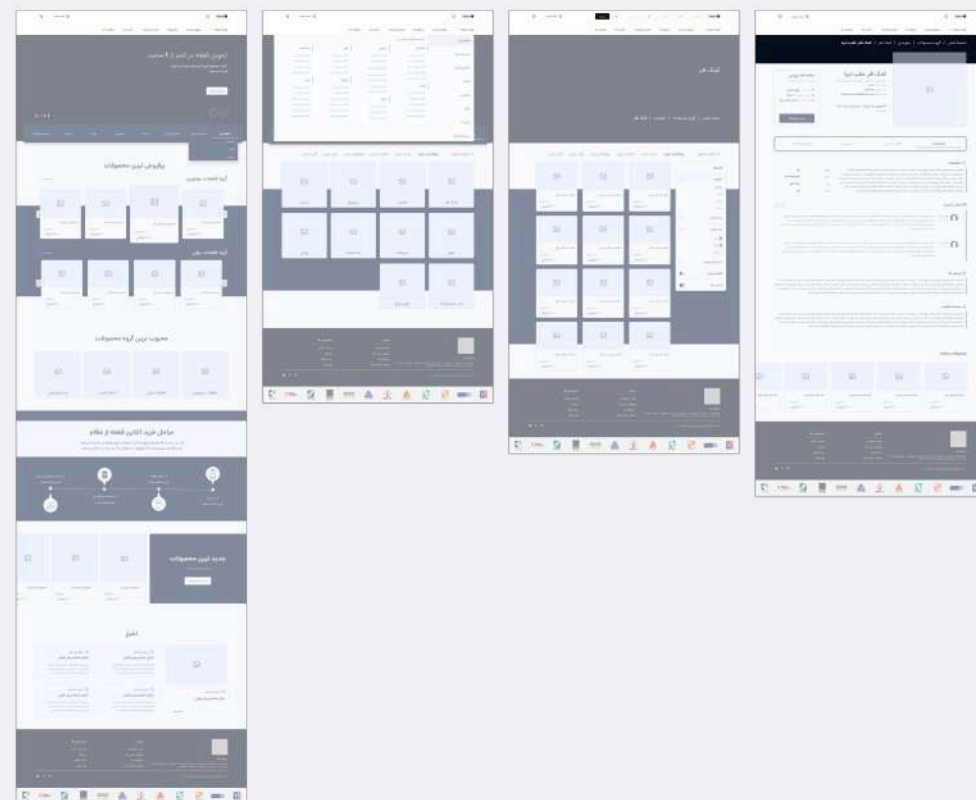
## Menus

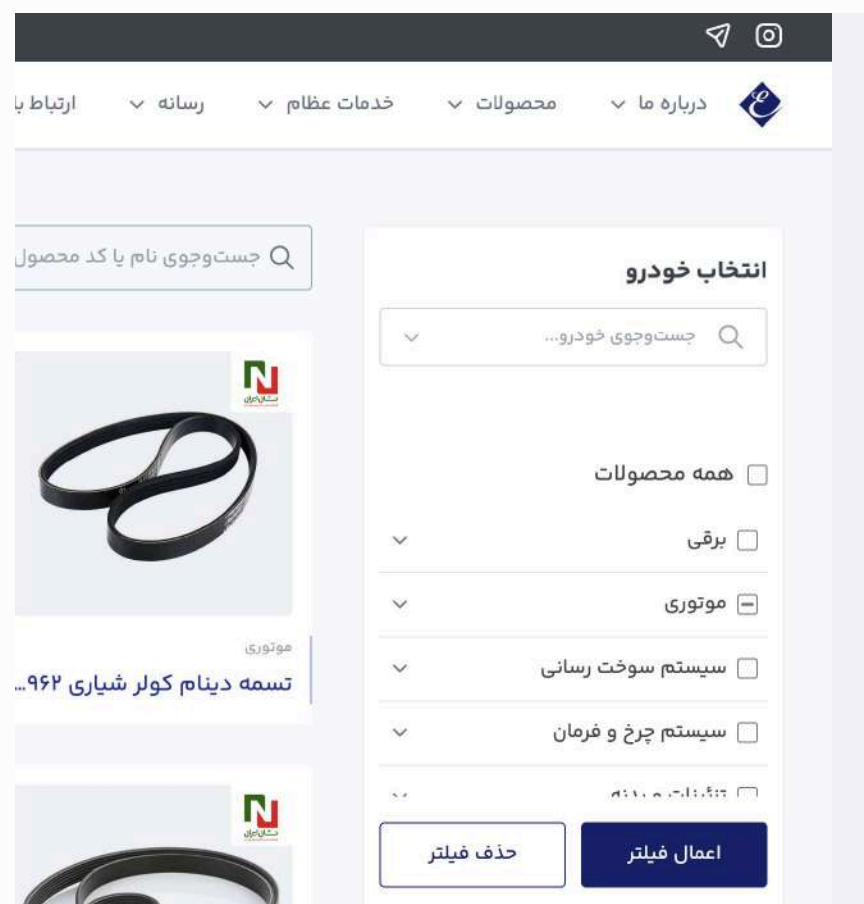


## Design Process

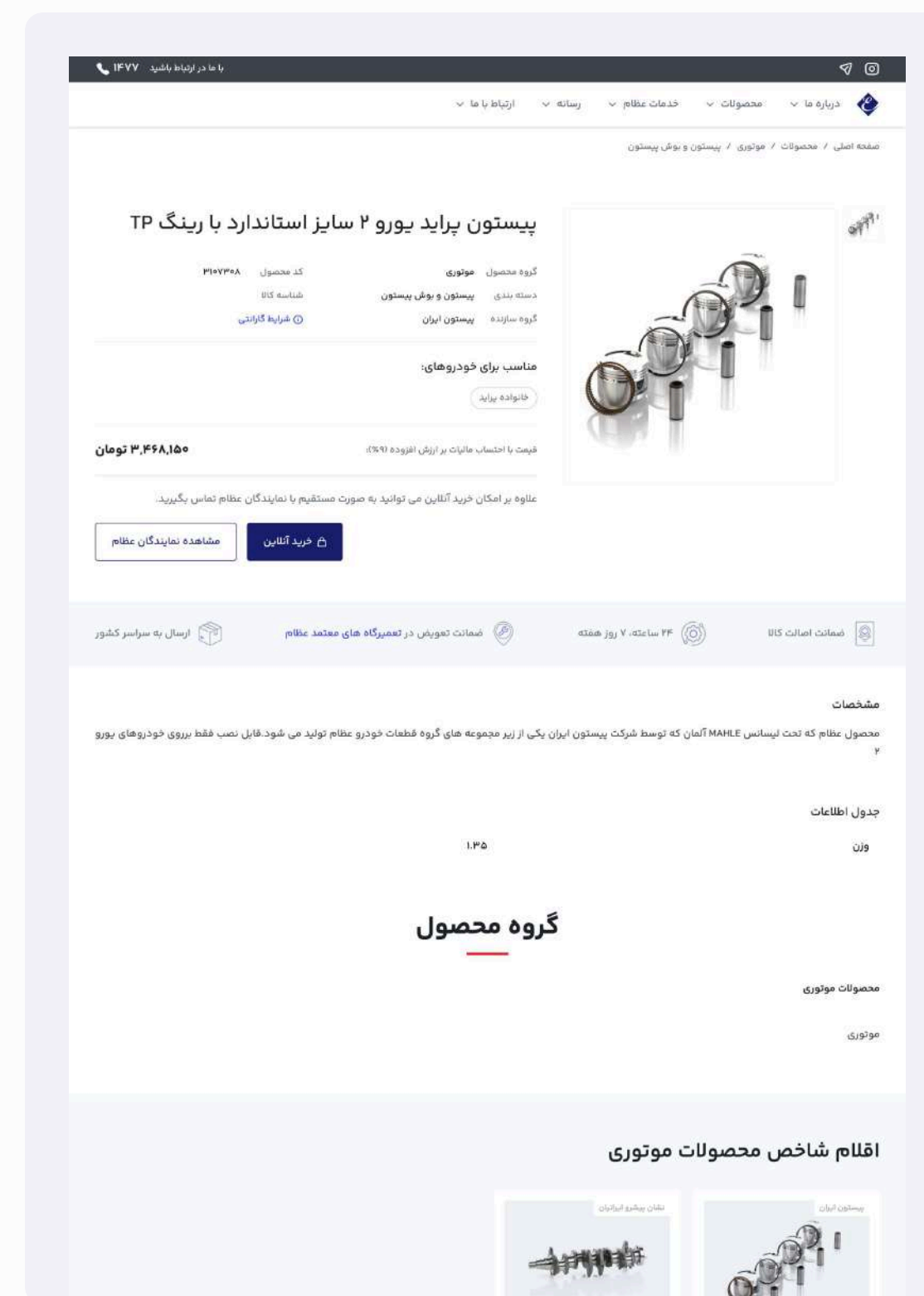
I focused on developing a platform that consolidated Ezam's digital presence, allowing customers to easily browse and purchase parts. The design also included sections that highlighted media content, services, and agent tools. Throughout the process, I emphasized user-friendly navigation, ensuring that each feature was accessible and intuitive. Early wireframes and prototypes were created to test and iterate on the user journey.

## Web Design





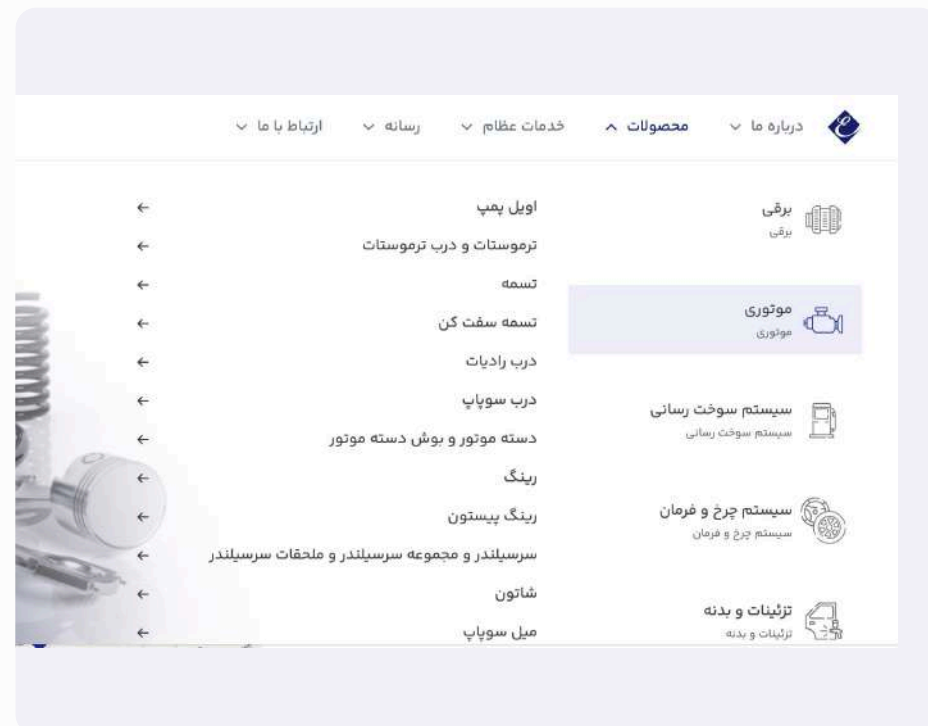
The final platform brought together a wide range of features, enabling users to find information, make purchases, and access services in one place. By improving the visibility and tools for agents, the design also fostered stronger connections between Ezam and its partners.



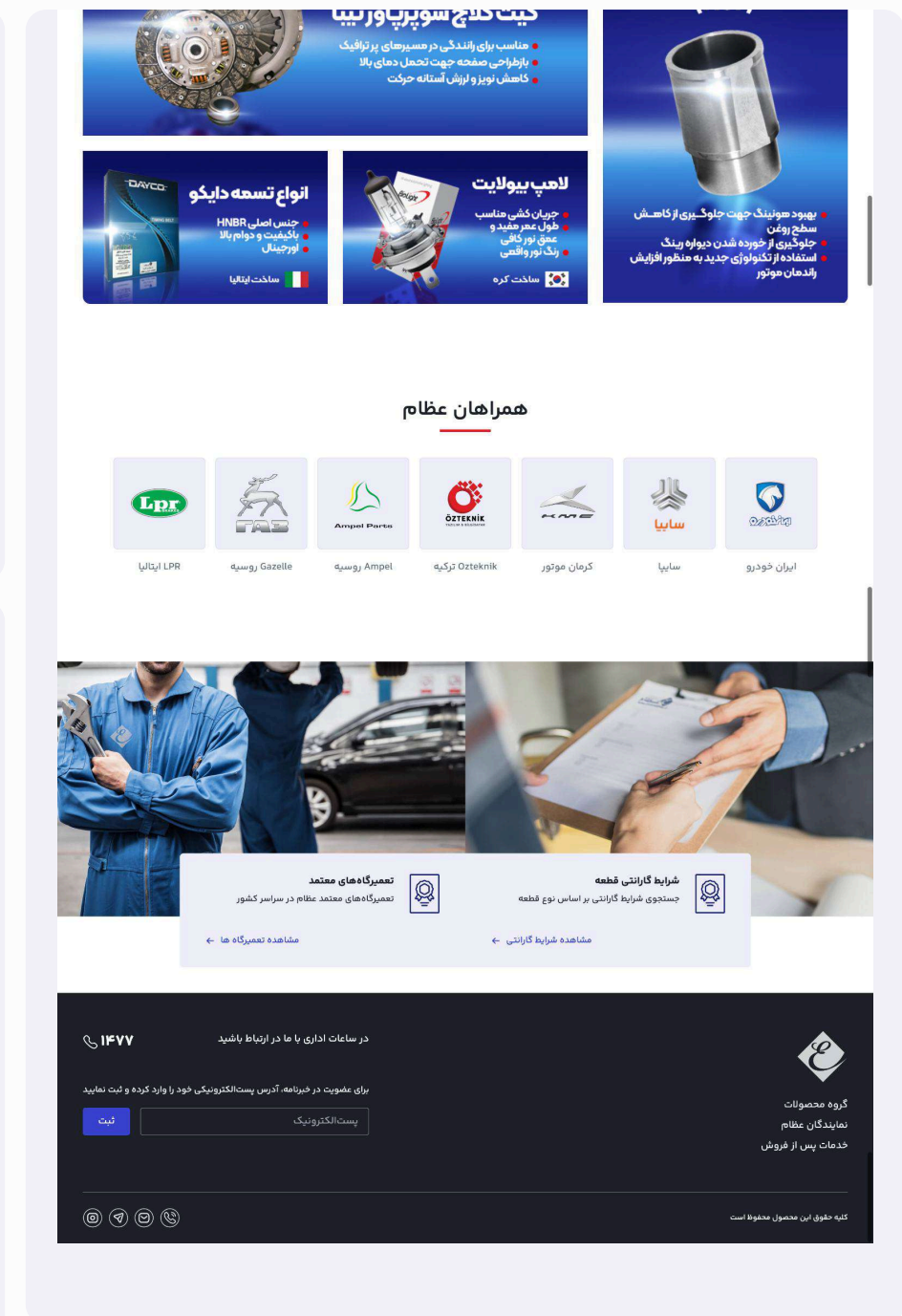
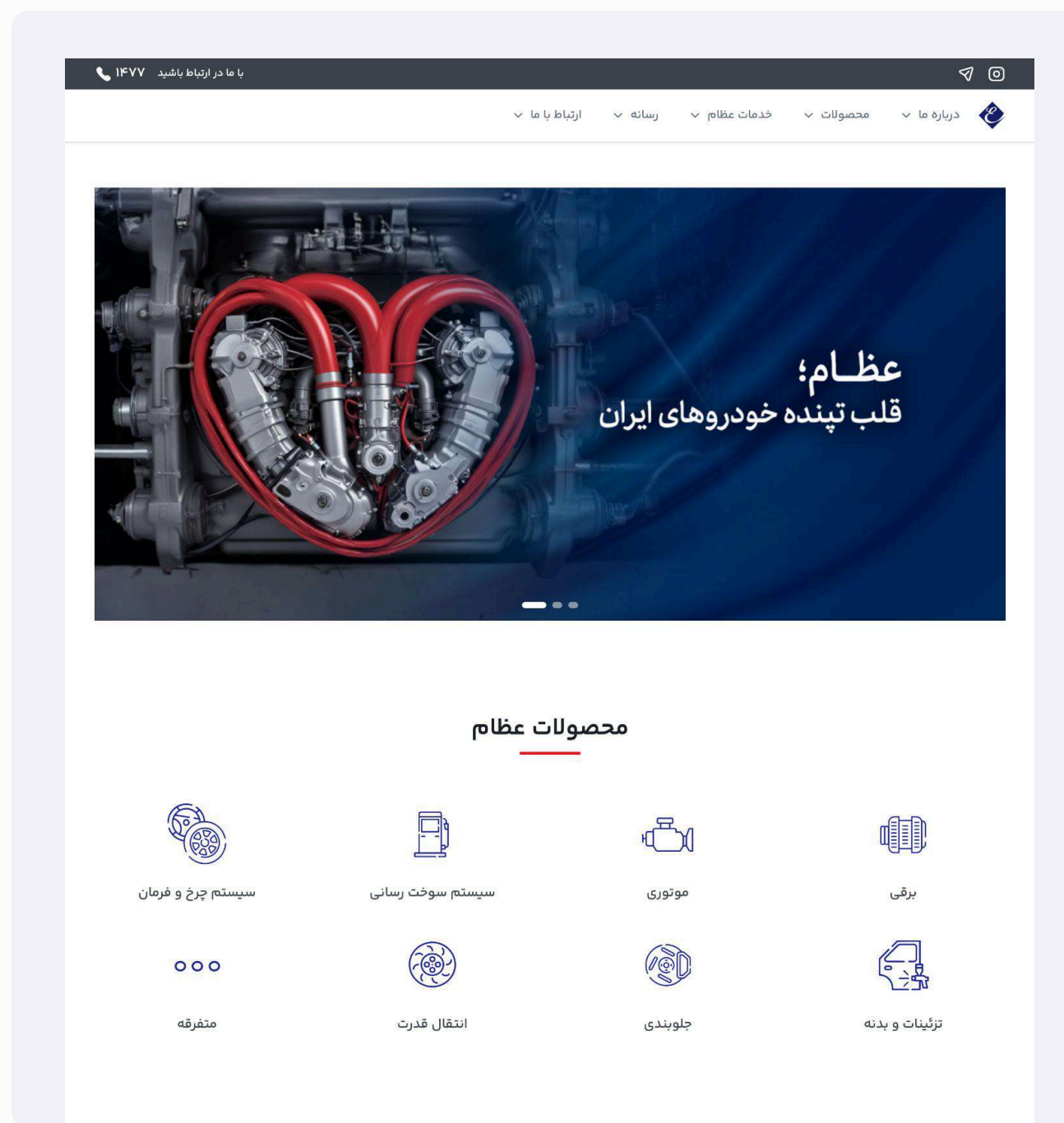
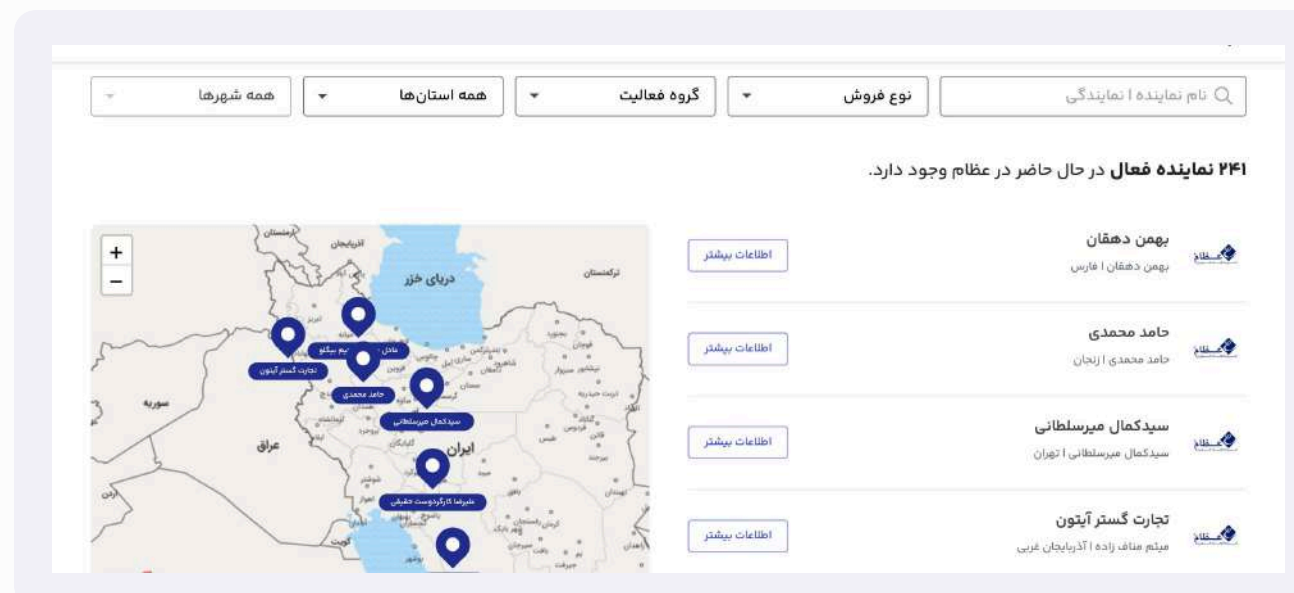
The platform's modern, cohesive interface helped to reinforce the brand's identity, making it more approachable for both new customers and business collaborators.



# Outcome and Reflections



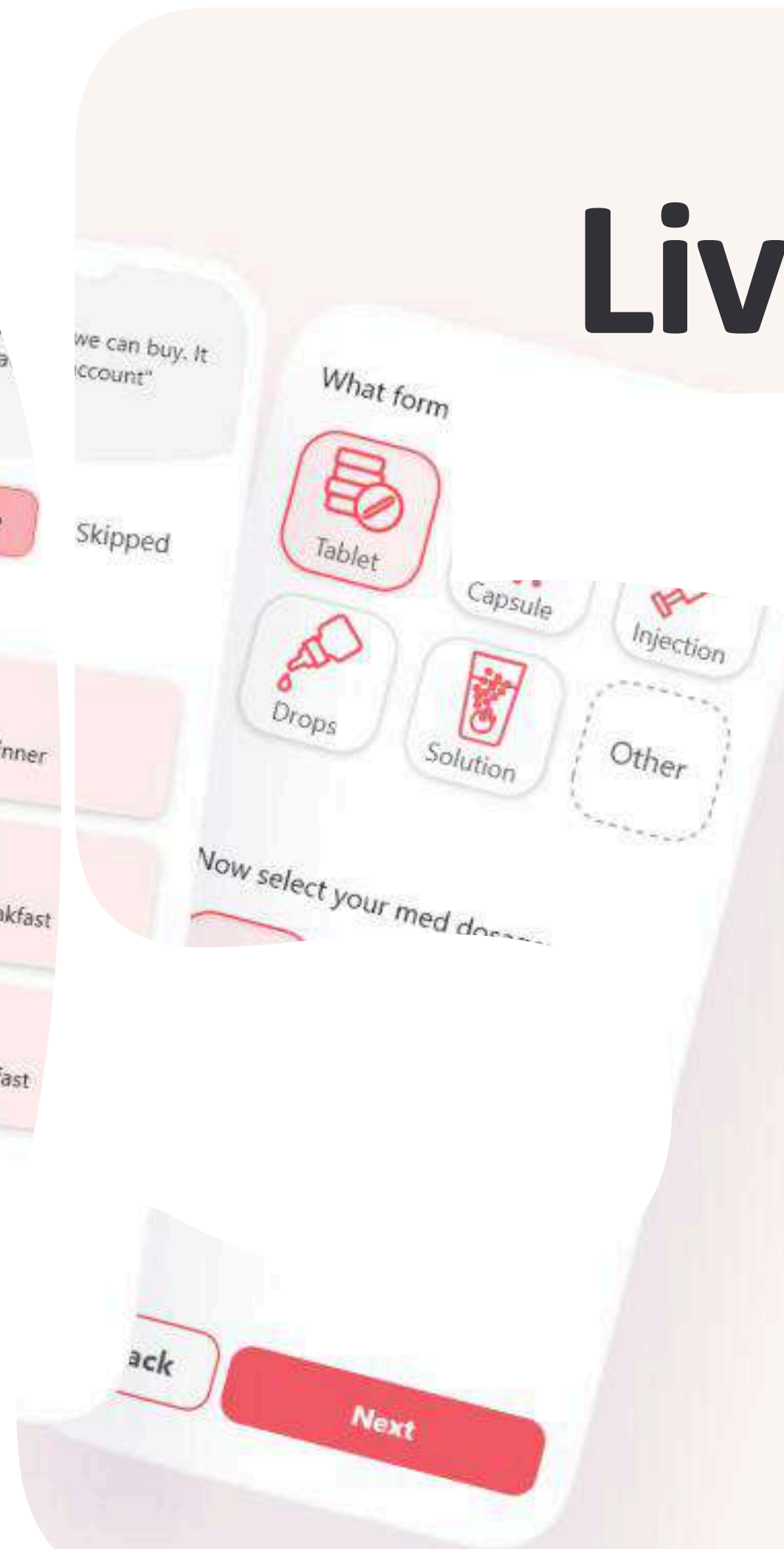
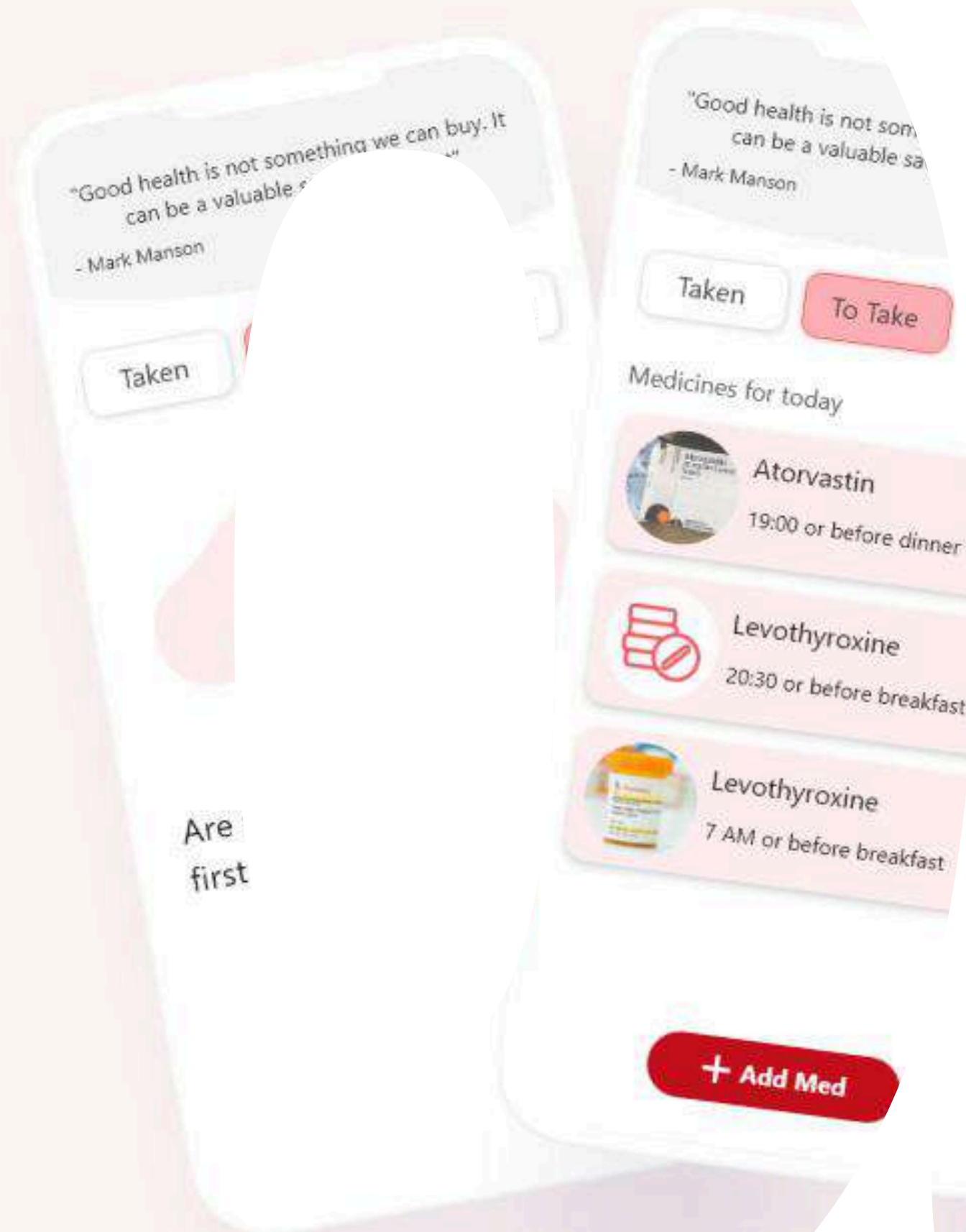
The platform, now live at [ezampart.com](http://ezampart.com), showcases the successful realization of this vision. My designs were implemented effectively, resulting in a well-rounded solution that met both user and business needs.



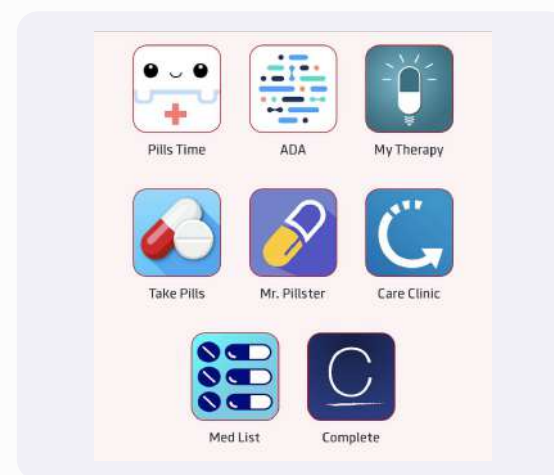
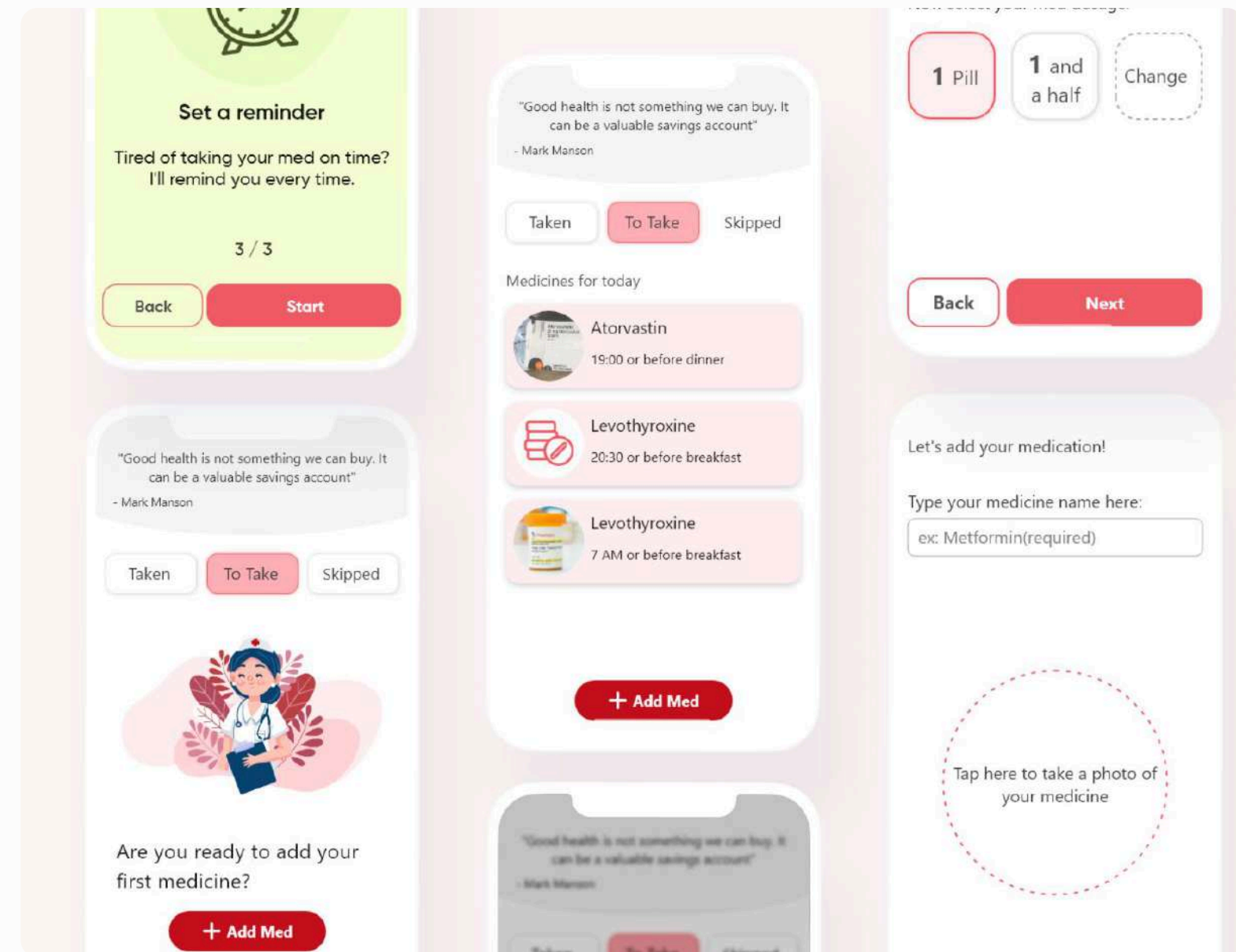
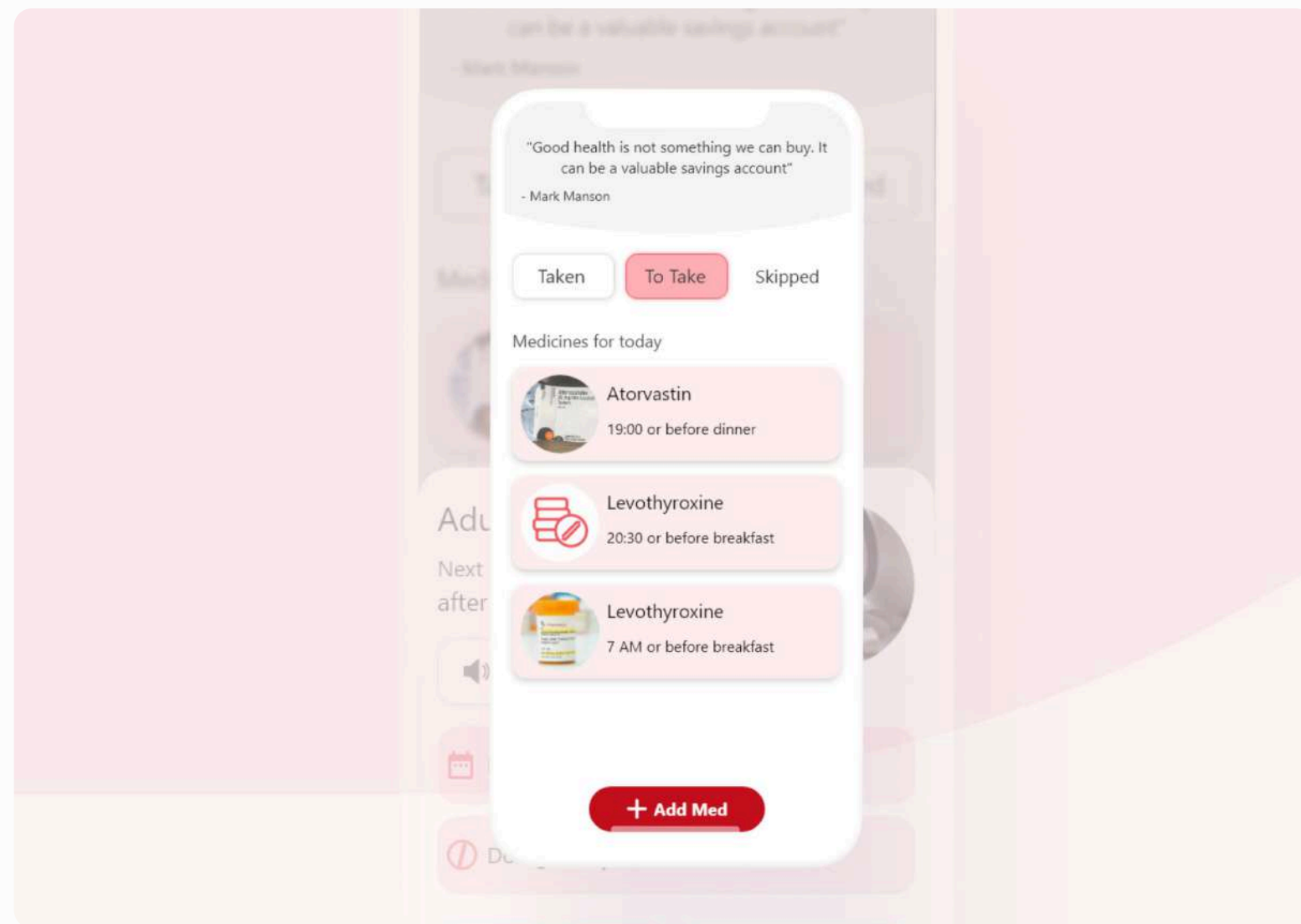
This phase laid a strong foundation for **future developments**, focusing on features such as **real-time parts delivery** and **further app integration** for **repairmen and agents**.

# Living Maples

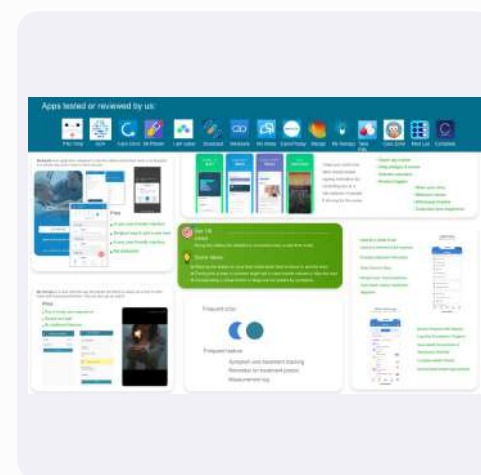
Seniors's Pill-reminder





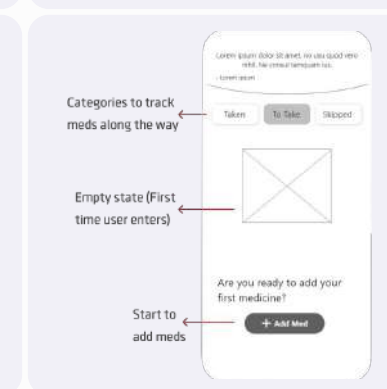
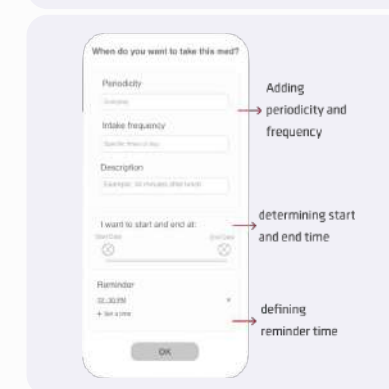
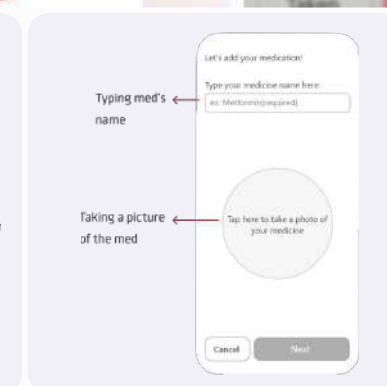
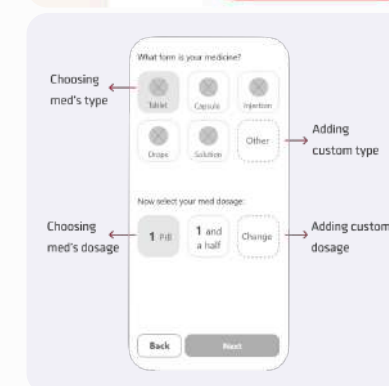


Mapped user journeys and emotions to gather data on satisfaction and product insights for analysis.



Used a moodboard to collect and present visual ideas, including colors, fonts, and styles, to stakeholders.

Conducted a comprehensive audit of similar and non-similar apps to gather insights on features and avoid negative aspects.



### Usability studies: Findings

- 1 Users need to take one step at a time and take their time to complete tasks to the end.
- 2 Elements must be visible and big enough, accompanied by full descriptions for elderly users.
- 3 Illustrating the process before starting or during, can be seriously helpful.



Scan to access full case study.

thanks  
**FOR WATCHING**

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