

2026

portfolio

mohamad talebi

UI/UX DESIGNER

product designer

Designing Digital Experiences
that are useful, usable and **meaningful**



01

about me

Product Designer passionate about turning complexity into intuitive digital experiences. I combine research, strategy, and visual design to build products that solve **real user problems** and create measurable impact.



Age
23



Location
Tehran, Iran



Email
Mhmdta1382@Gmail.Com

Understand

I Start With Research
And Real User Needs



Simplify

I Remove Complexity
And Focus On Clarity



Validate

I Test Assumptions
And Learn Consfantly



Iterate

I Improve Trough
Feedback And Date



03

skills



04

tools



05

lets connect

Im Always Open To New Opportunities
And Interesting Collabrations.



09217941904



Mohamad Talebi

How I Think

The Principles, **Mindset** And **Process** Behind Every Product I Design.

design philosophy

I believe good design starts long before opening Figma. It begins with understanding people, asking the right questions, and challenging assumptions. My role is not just to design interfaces, but to solve problems that create value for both users and businesses.



what shapes my thinking



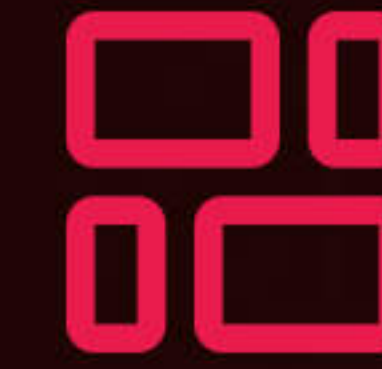
Curiosity

I Rarely Stop At The First Answer. I Explore Competitors, User Behaviors, Emerging Trends, And Different Perspectives Before Making Design Decisions.



Teamwork

Great Products Are Built Together. I Enjoy Collaborating With Developers, Product Managers, And Stakeholders Because Better Conversations Lead To Better Products.



Systems Thinking

I Design Products As Connected Systems Rather Than Isolated Screens. Every Component Should Support Consistency, Scalability, And A Better User Experience.



Learning

Technology Evolves Fast, And So Should Designers. I Continuously Learn New Tools, Patterns, And Methodologies To Improve Both My Thinking And My Craft.

my design process



Discover

Understand People, Business Goals, And Context.



Define

Frame The Right Problem And Define Clear Goals.



Design

Turn Insights Into Intuitive Experiences.



Validate

Test, Learn, And Refine Through Feedback.



Improve

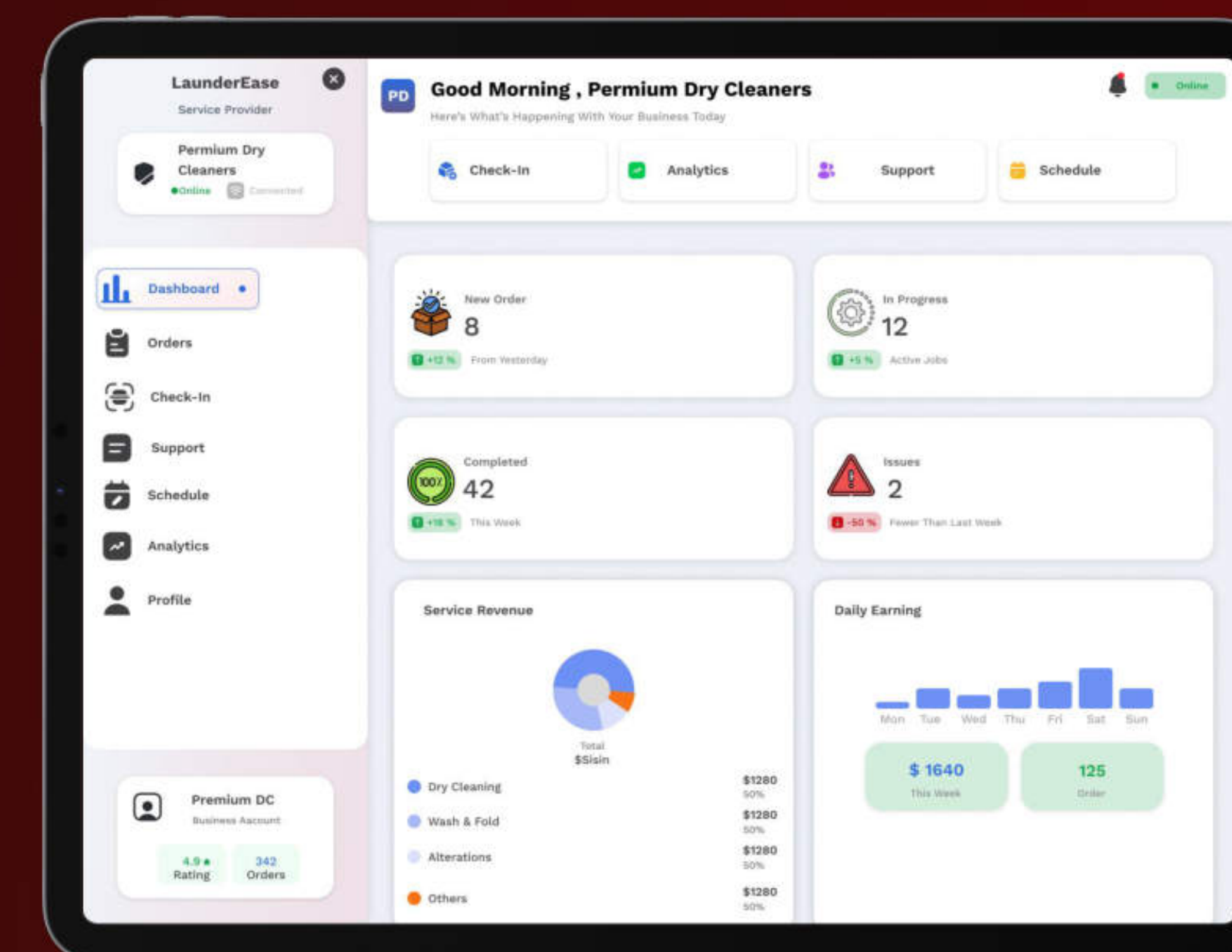
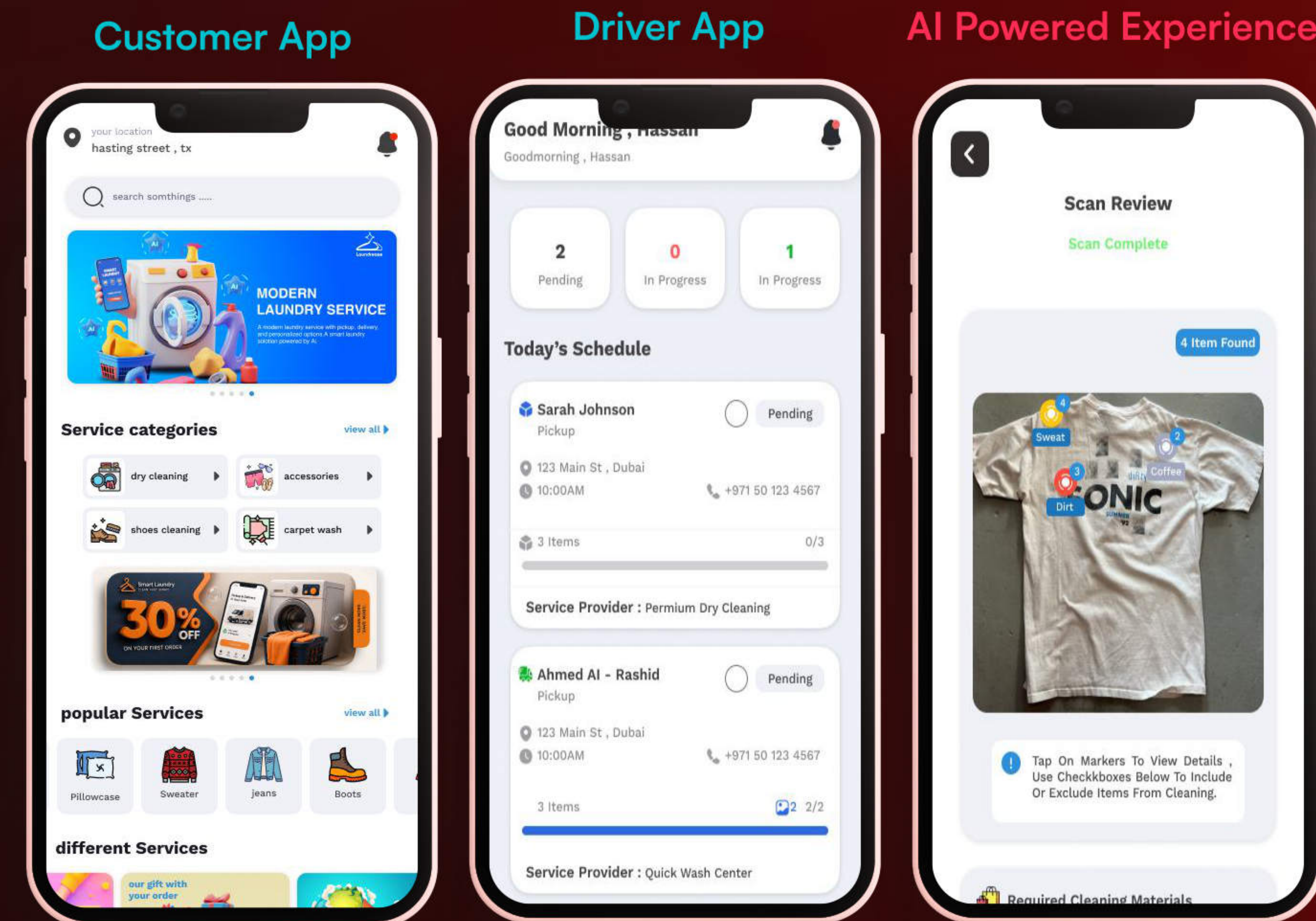
Keep Measuring, Iterating, And Evolving.

Laundry Service

Designing A Smarter Laundry Experience From Pickup To Delivery.

Product Design Case Study 2026

A Connected Ecosystem That Brings Together **Customers , Drivers And Laundry Businesses** With The Power Of AI To Deliver Convenience, Transparency And Care .



Laundry Dashboard

project snapshot



Role

Product Designer



Platform

Mobile, Management



Market

Canada , United States



Scope

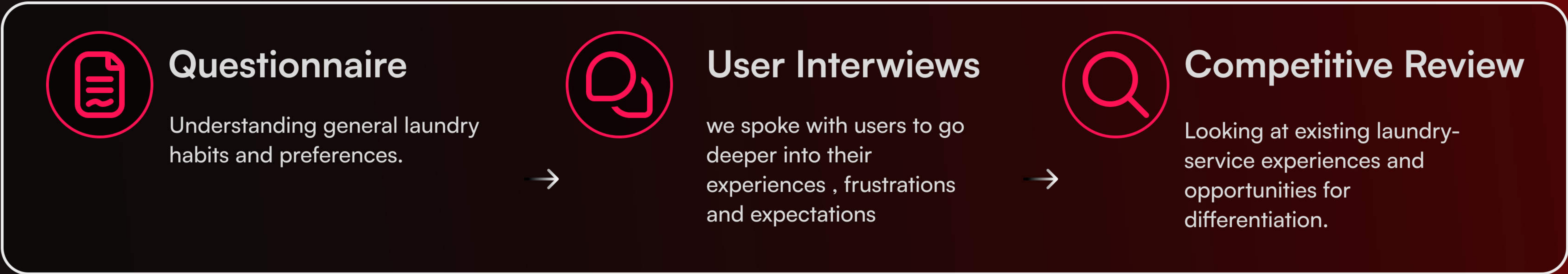
UX Research,Uiux, AI

the challenge



How might we make laundry care more **convenient**, **predictable**, and **accessible** while connecting customers, drivers, and laundry businesses in one experience?

RESEARCH APPROACH



RESEARCH IN ACTION

Questionnaire

A glimpse of the quastions we asked users.

How Often Do You Do Laundry?

- 1-2 times per week
- 3-4 times per week
- once a week
- less than once a week
- other

2.12 9.12

What Is The Most Challenging Part Of Doing Laundry?

- Time-consuming
- Folding and tidying up
- Removing stains
- transportation
- other

5.12 7.12

What Would Make A Laundry Service Ideal For You?

- fast pickup & delivery
- affordsble pricing
- Garment care quality
- Real-time order tracking
- other

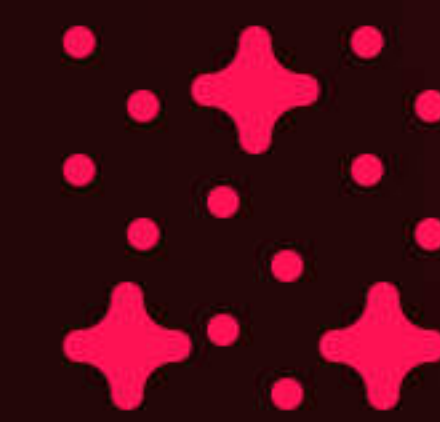
9.12 3.12

KEY OBSERVATIONS



Time Matters

Users are busy and want the laundry process to take up as little of their time and energy as possible.



Care Matters

Users have specific expectations regarding how to wash and handle various garments and stains.



Transparency Matters

Users want clear information about the process, price, and delivery time.



Flexibility Matters

Users need flexible options for clothing pickup and delivery that align with their daily schedules.



THE OPPORTUNITY

An AI-powered dry-cleaning service that simplifies the entire experience, builds trust, and delivers high-quality garment care with minimal hassle.

WHAT DID WE LEARN?

Turning Research Observations
Into Actionable Design Insights.

From Real User Feedback To Clear Patterns, These Are
The Key Insights That Shaped Our Design Decisions.

01

CONVENIENCE

Time Is A Valuable Part Of
The Experience.

Users don't just need a laundry
service, they need the entire process
to be as simple, fast, and effortless as
possible.

DESIGN IMPLICATION

Streamline the experience with simple
flows and automation.

02

CONFIDENCE

Users Want To Know Their
Clothes Are In Good Hands.

Users have concerns about how their
clothes are treated, especially for
delicate items and specific stains.

DESIGN IMPLICATION

Provide clear information, care details, and
AI-powered recommendations.

03 TRANSPARENCY

Uncertainty Creates Friction.

Users want to know what's happening with their order — from pickup to cleaning to delivery, including pricing and timing.

DESIGN IMPLICATION

Offer real-time tracking and clear, consistent information.

04 FLEXIBILITY

Laundry Should Adapt To The User's Schedule.

Users need flexible pickup and delivery options that fit their lifestyle and changing plans.

DESIGN IMPLICATION

Enable flexible scheduling and multiple delivery options.

DESIGN OPPORTUNITIES

from insights to solutions

these insights led to several key opportunities that guided the product design and helped us create a more valuable experience.



pickup & delivery
scheduling

Make it easy to send and receive laundry.



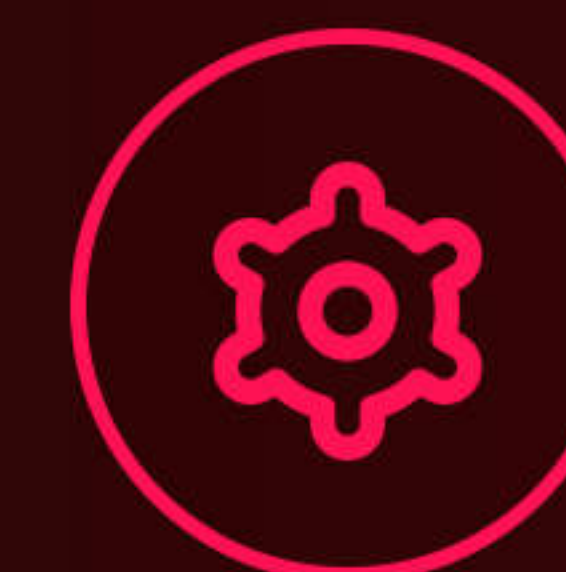
garment & stain
recognition (ai)

Help users choose the right cleaning method.



real-time order
tracking

Give users full visibility and peace of mind.



smart cleaning
recommendations

Use AI to provide personalized care suggestions.

Better Insights.
A Smarter Laundry Experience.

INSIGHTS DRIVE
BETTER PRODUCTS.



DEFINING THE PROBLEM

From Research Insights To A Clear Design Challenge.

Laundry Is More Than A Task — It's A Complex Experience **With Different Pain Points For Different People.**

01 Customer

The Experience Takes Too Much Time.

Laundry Can Become A Time-Consuming And Inconvenient Routine.

- time-consuming
- lack of transparency
- limited flexibility
- uncertainty about garment care

02 Driver

Pickup & Delivery Can Be Difficult To Coordinate.

Drivers Need A Clear Way To Manage Pickup And Delivery Requests Across Different Locations.

- pickup coordination
- route management
- order status
- delivery scheduling

03 Laundry

Operations Can Become Difficult To Manage.

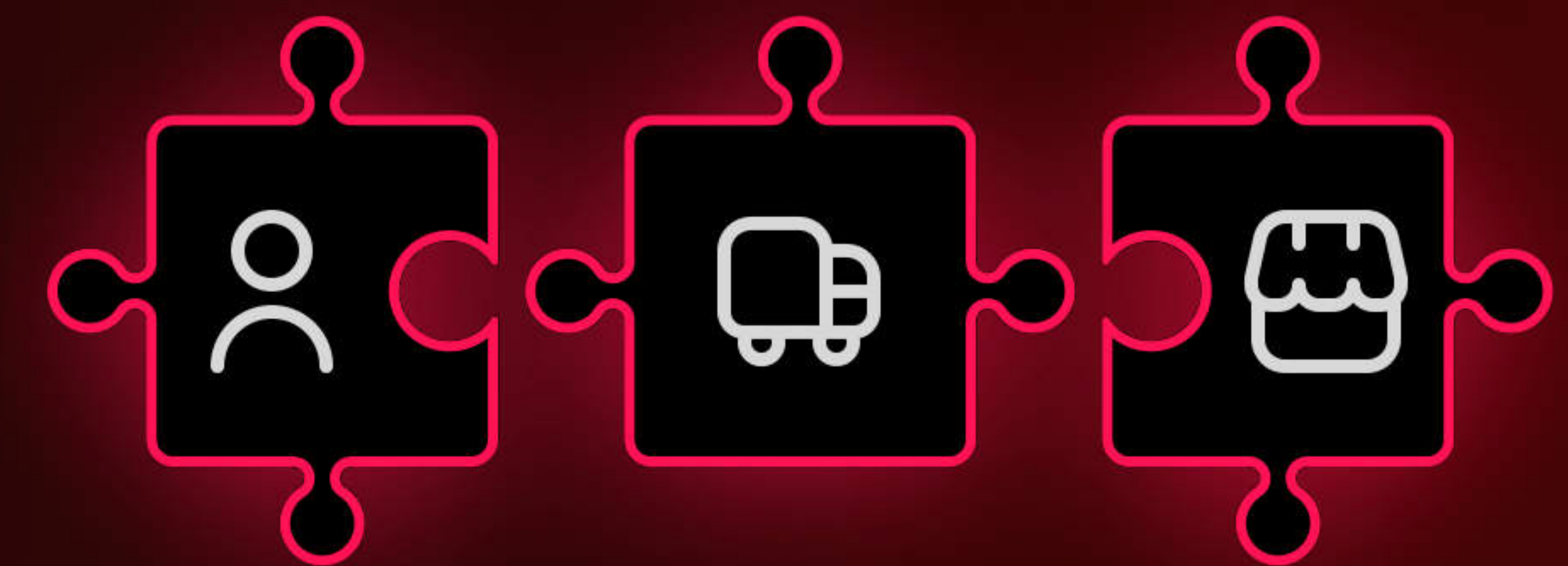
Laundry Businesses Need Better Visibility Over Orders, Customers, Operations, And Financial Performance.

- order management
- customer management
- operational visibility
- financial tracking



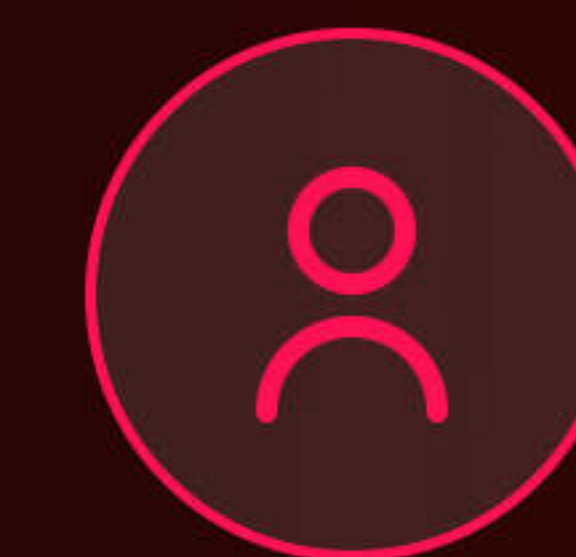
THE CORE PROBLEM

A Fragmented Laundry Experience Creates Friction For Customers, Drivers, And Laundry Businesses.



THE DESIGN CHALLENGE

How Might We Create One Connected Experience That Makes Laundry Easier For Customers While Helping Drivers And Laundry Businesses Operate More Efficiently?



CUSTOMER
easy & convenient



CONNECTED
EXPERIENCE



DRIVER
efficient & clear



LAUNDRY
managed & growing

PRODUCT

We Designed A Connected Ecosystem
Where Every Part Works Together To
Deliver A **Seamless Laundry Experience.**

ARCHITECTURE

One Ecosystem. Multiple Experiences.



AI Engine

- Garment Recognition
- Stain Detection
- Cleaning Recommendation
- Smart Pricing



Customer App

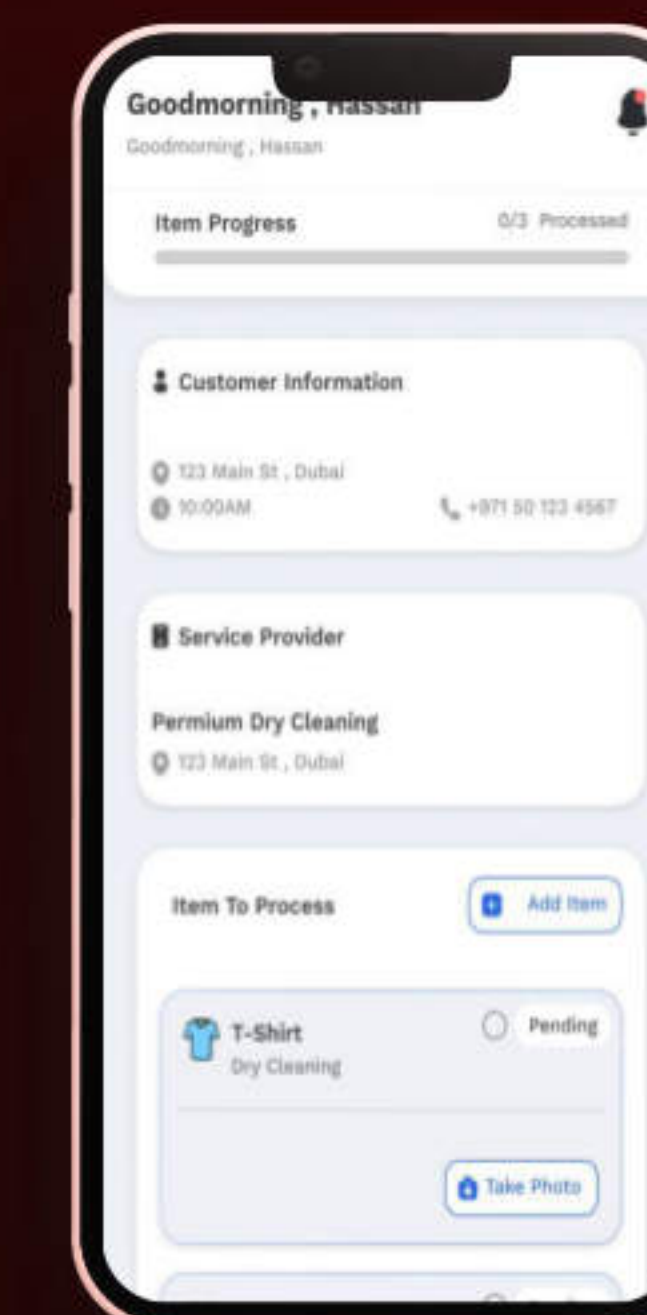
Simple, Transparent And
Convenient Experience.

- Easy Ordering
- Real-Time Tracking
- Notifications
- Secure Payment
- Support Chat

Pickup
Request



Status
Update



Driver App

Efficient Pickup And
Delivery Management.

- Request Management
- Optimized Routes
- Earnings Overview
- Delivery Proof
- In-App Navigation

customer input

Select Items
Upload Photo
Address & Time
Preferences
Payment



Laundry Network

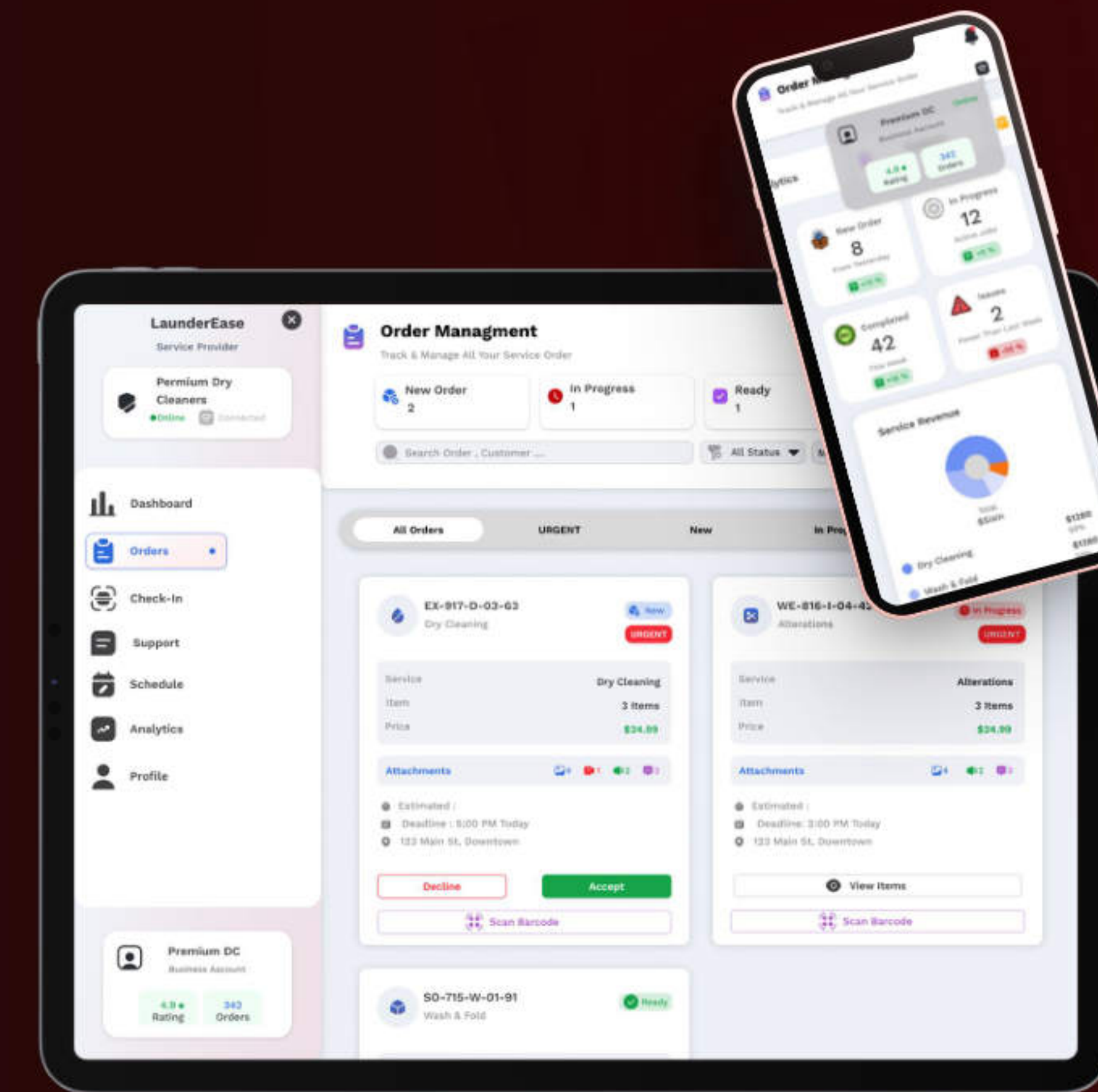
Connecting Customers, Drivers
And Laundries Across The City.



Order
Ready



Pickup



Laundry Dashboard

Complete Control Over
Operations And Business.

- Order Management
- Customer Management
- Operational Control
- Reports & Analytics
- Financial Overview

Wire Frame

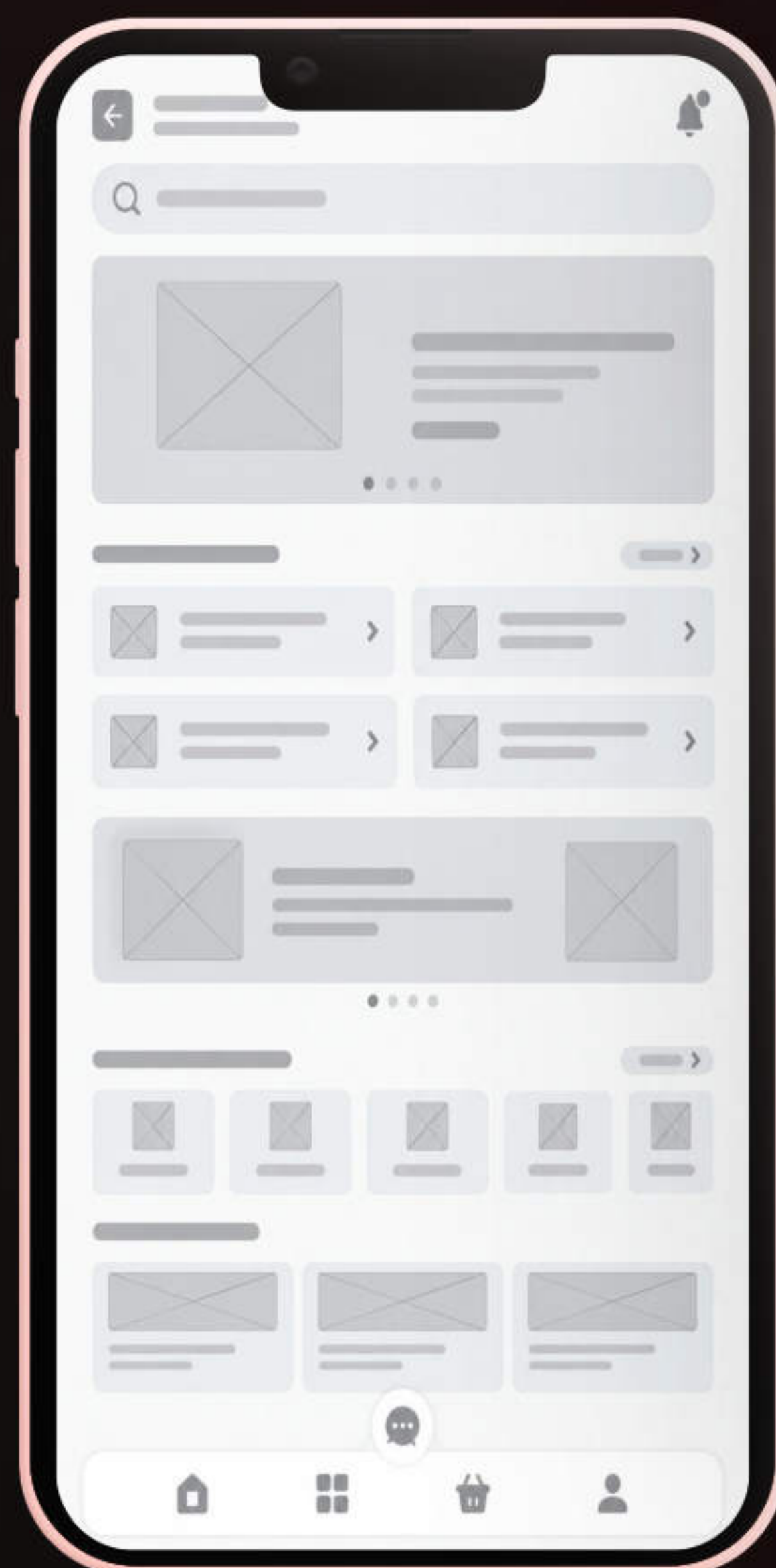
low-fidelity wireframes

these wireframes show the basic structure and layout of the main screens that represent each step in the user journey.

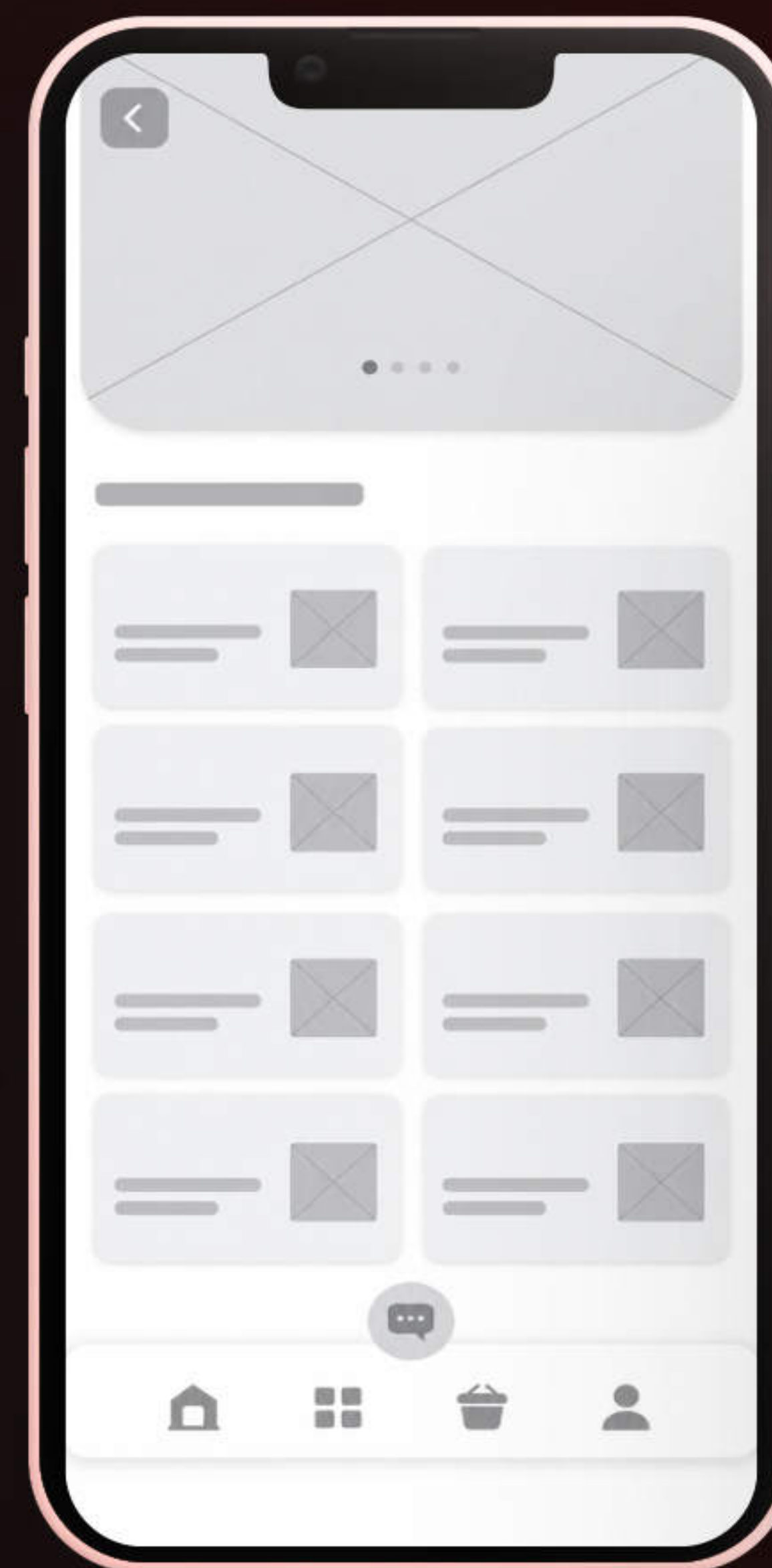
wireframe notes

- focus on structure
- simplify content
- validate user flow
- iterate & improve

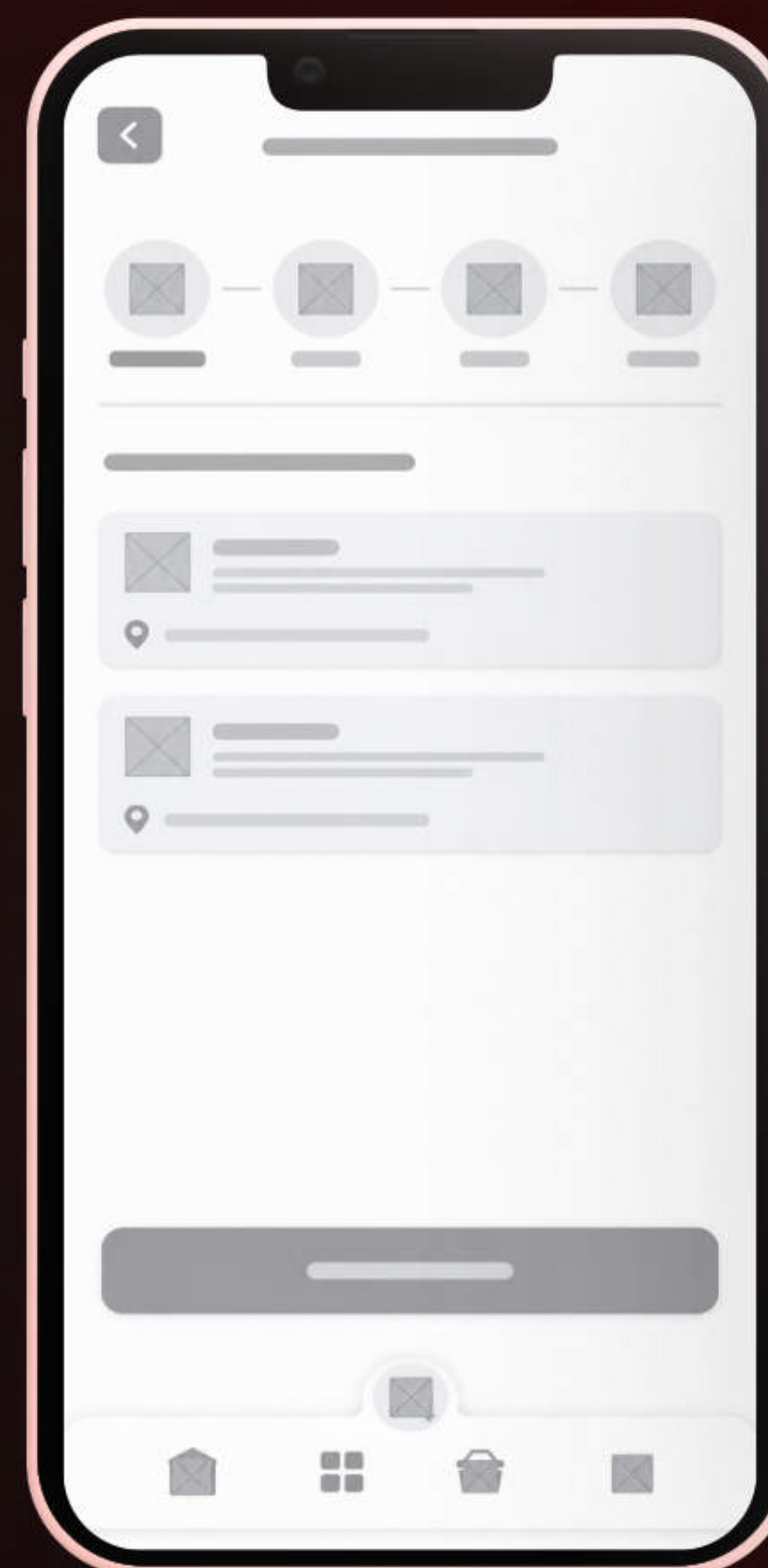
select service



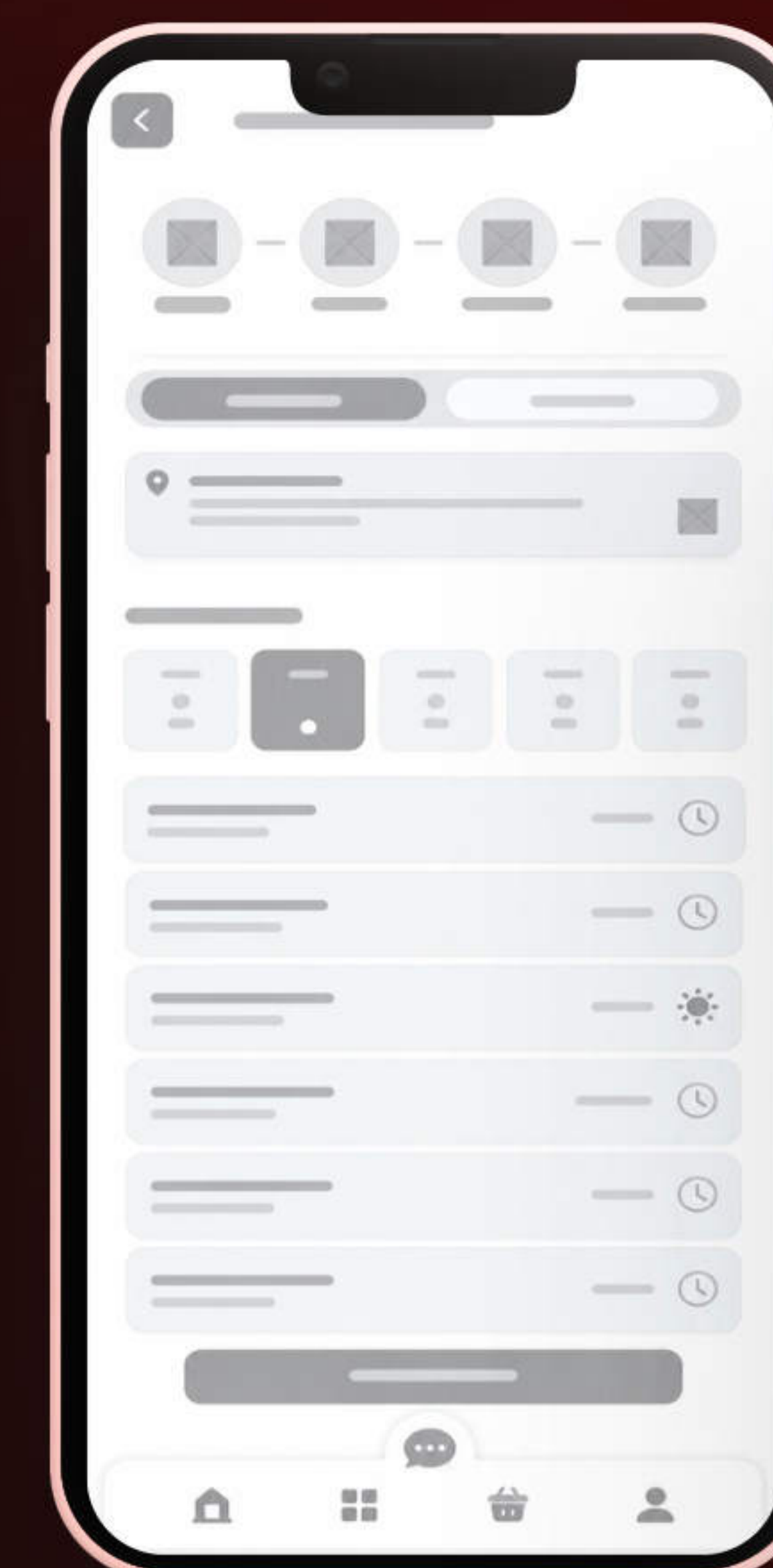
add items & scan



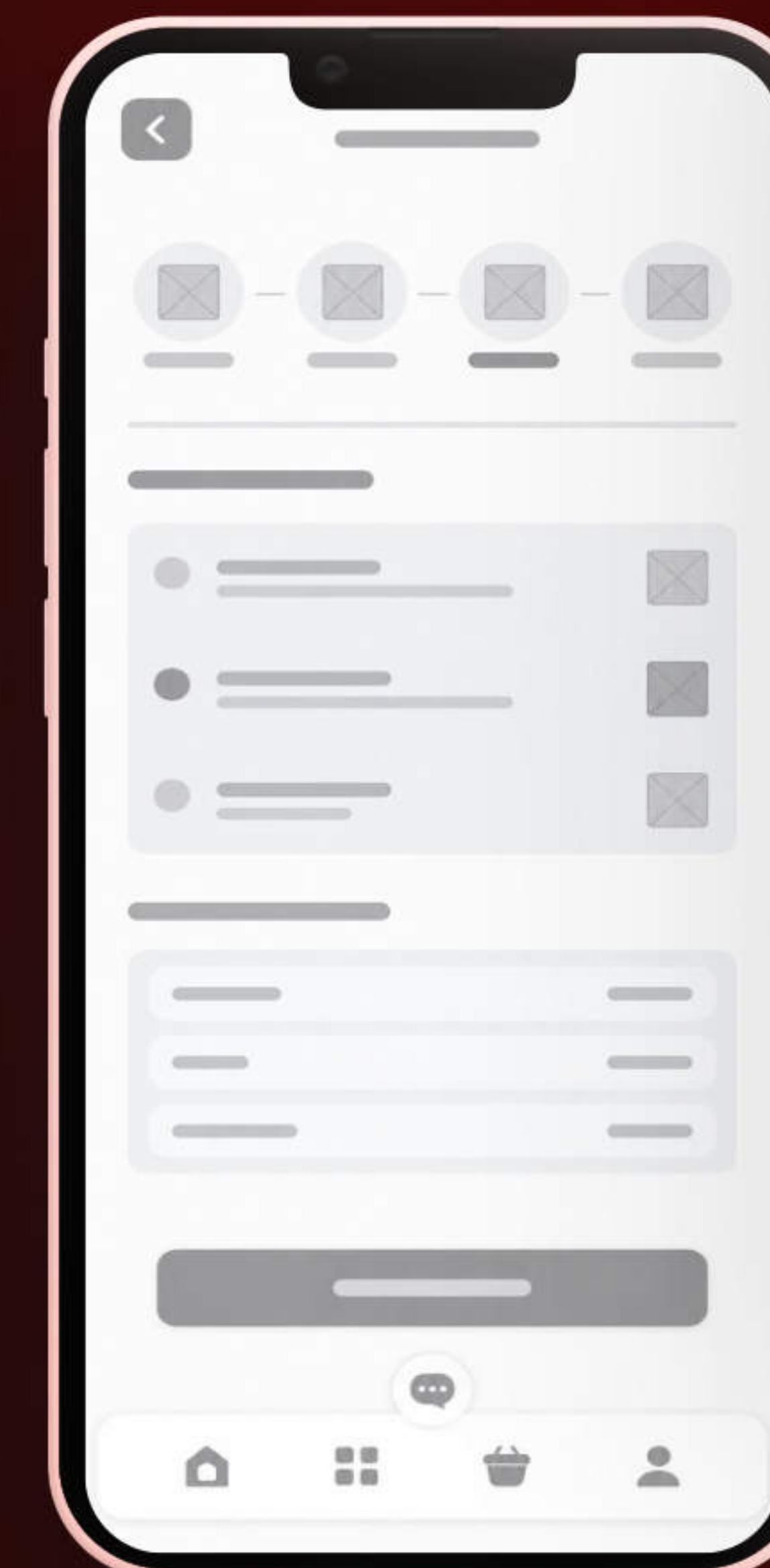
schedule a pickup



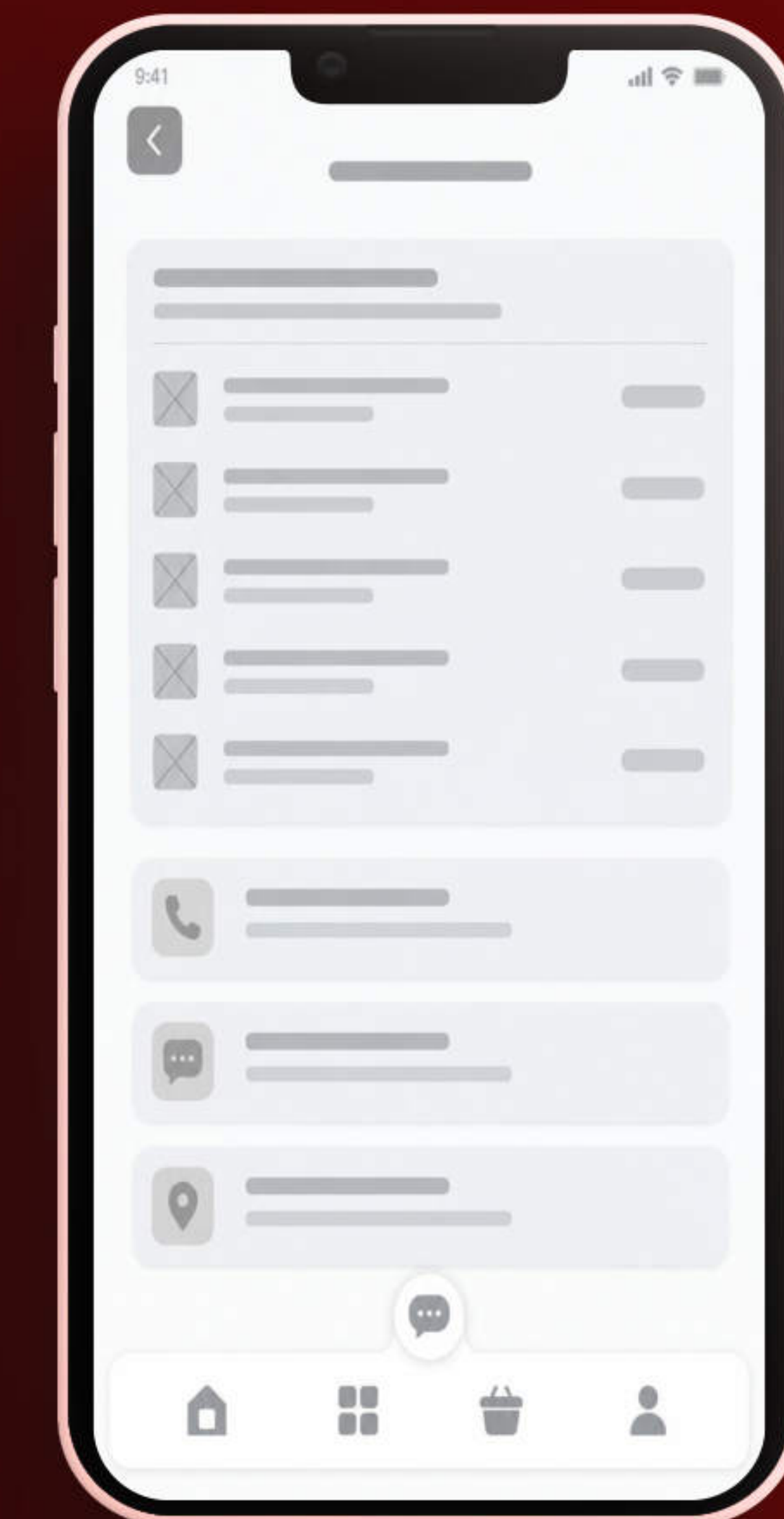
pickup date & time



payment



order status



The Solution

from complex laundry to a simpler experience.

a customer experience designed to make ordering, scheduling, payment and tracking easier and more transparent.

01 SERVICES

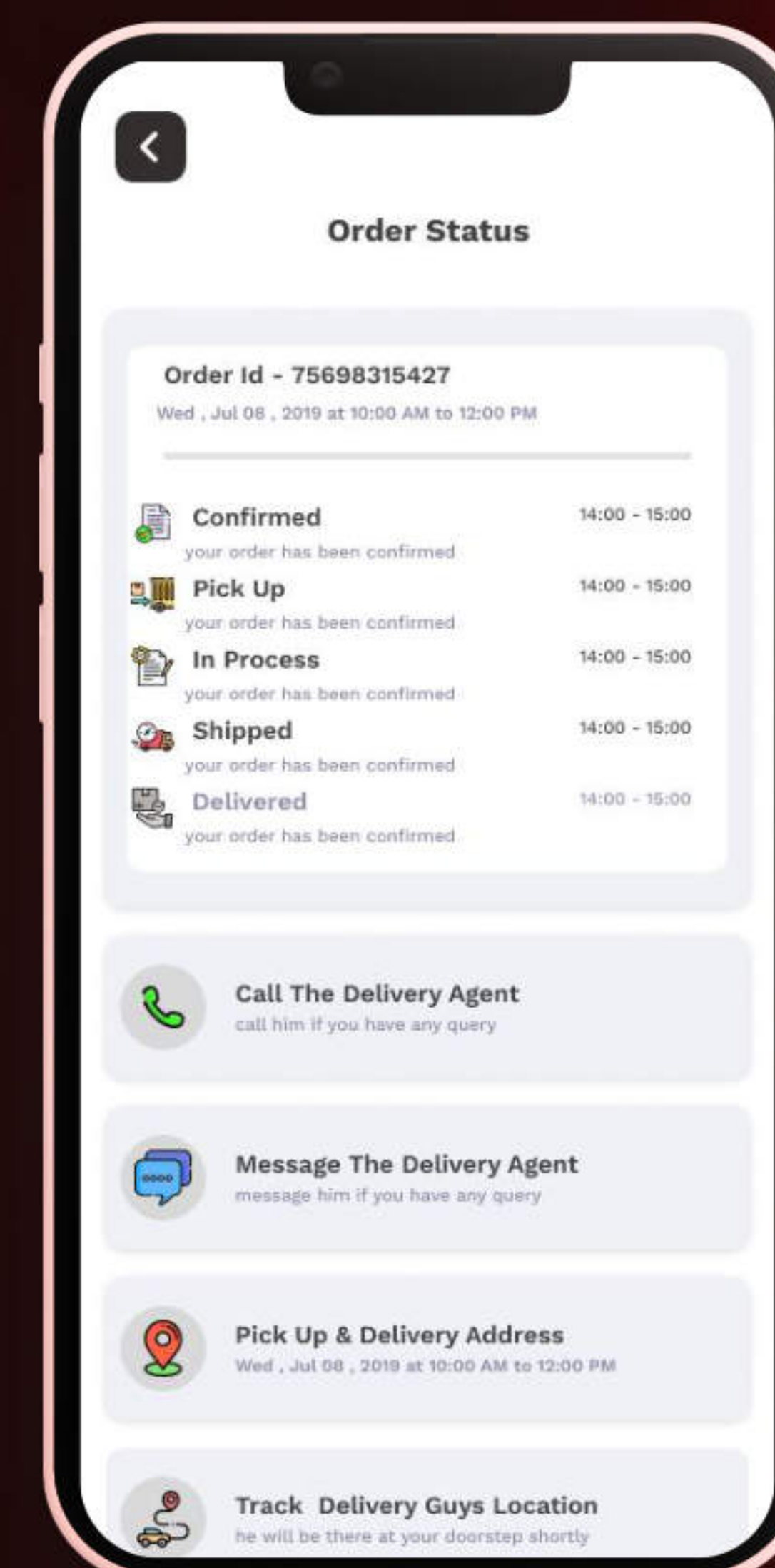
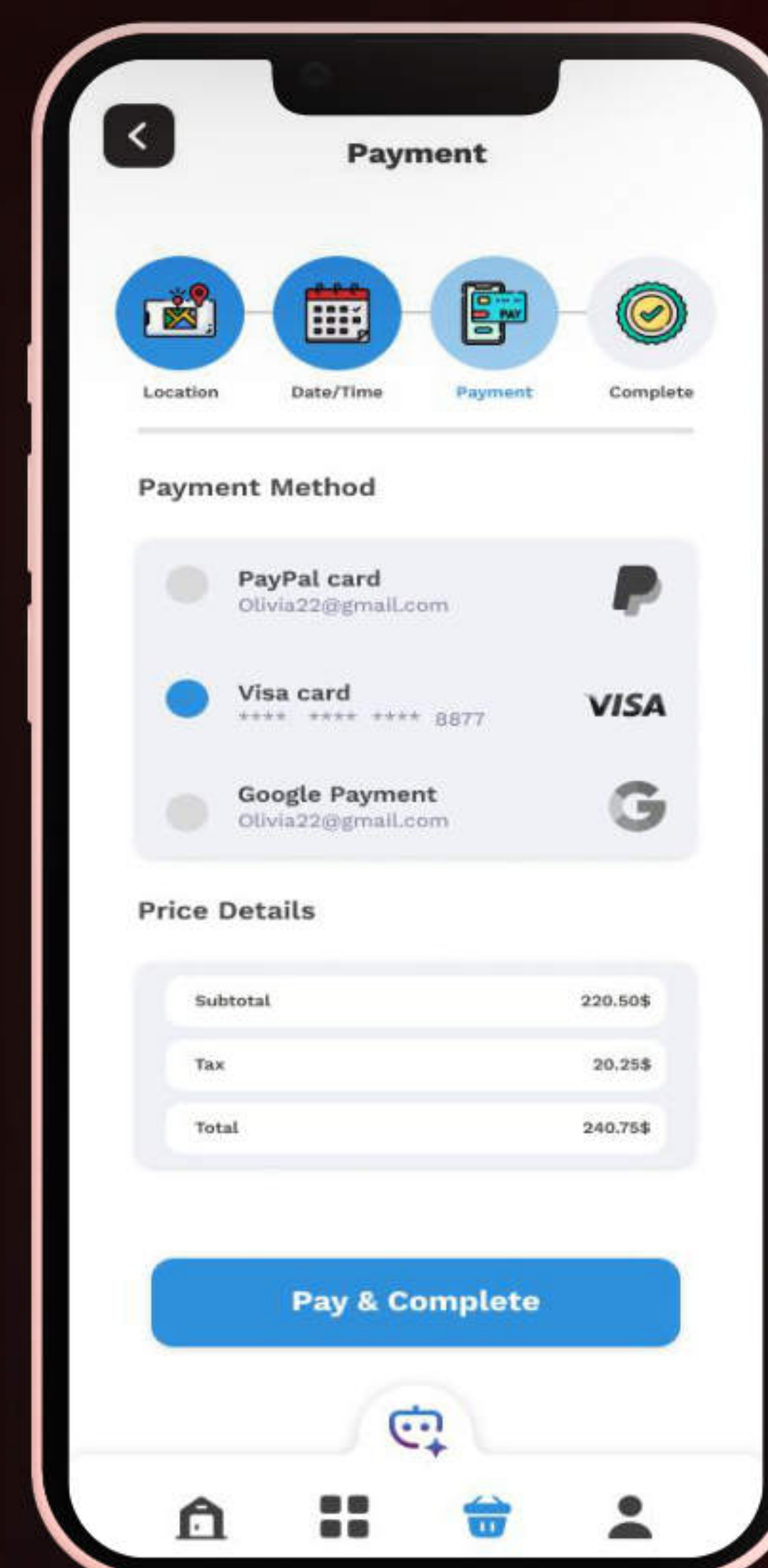
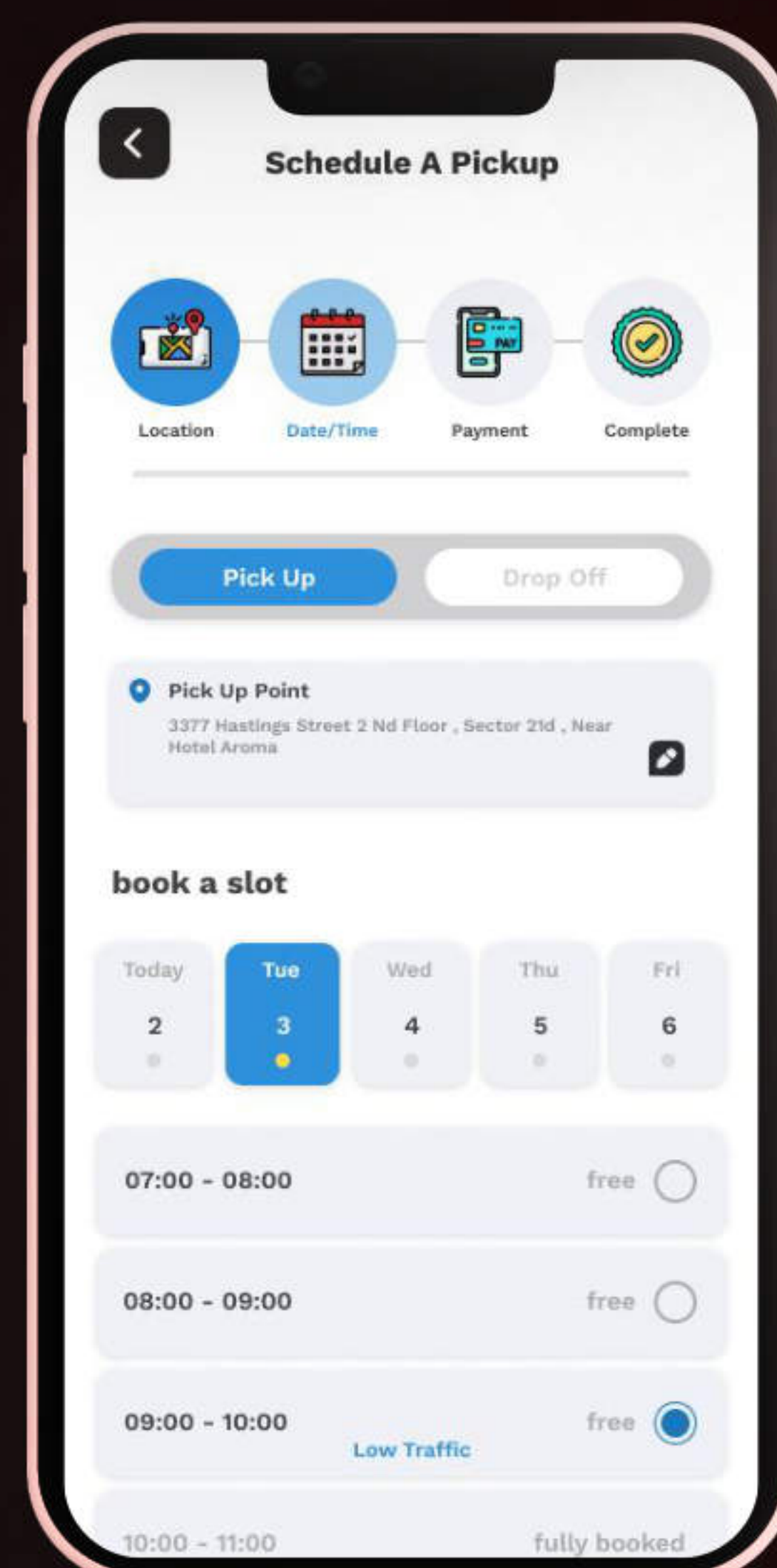
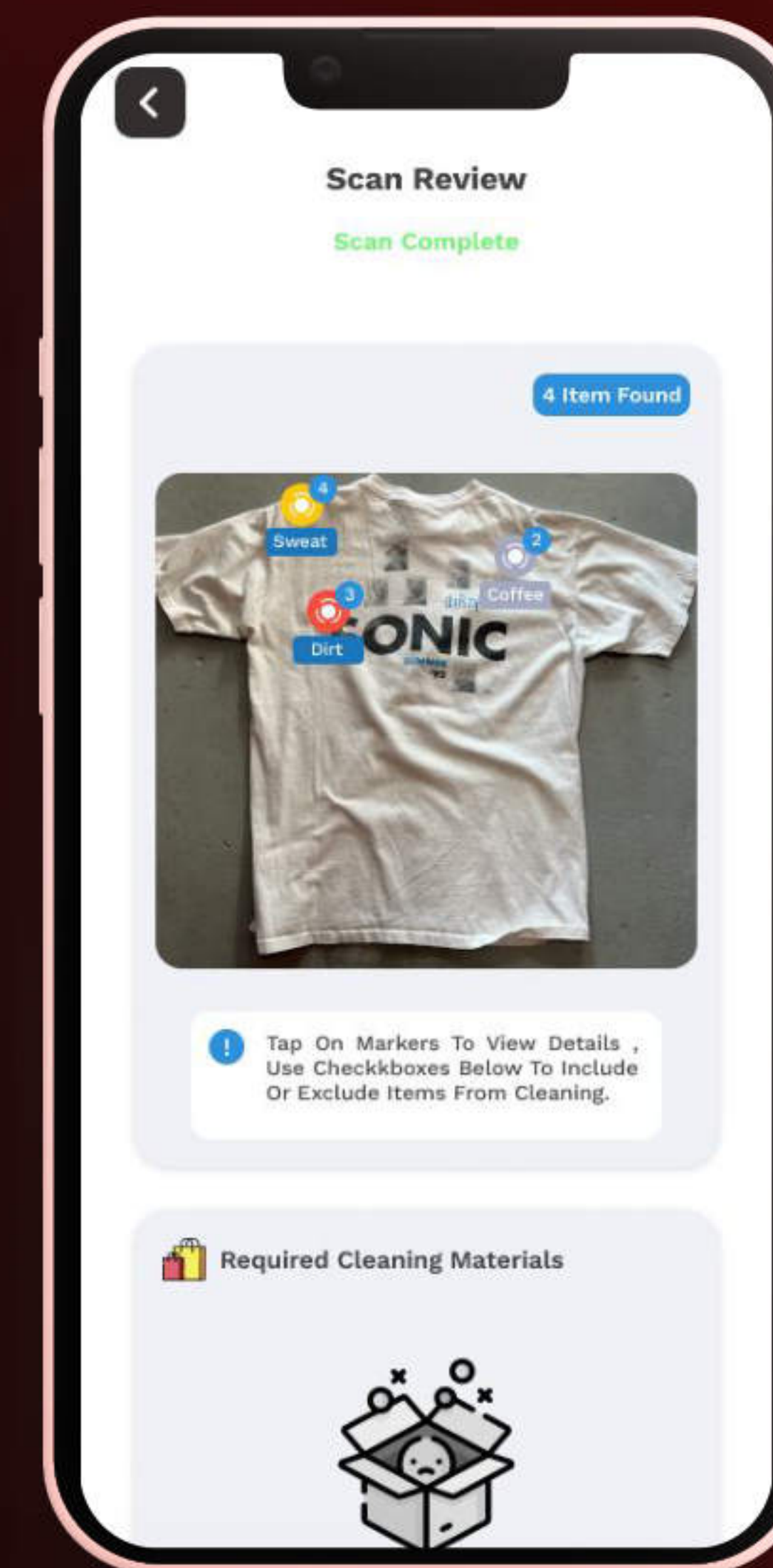
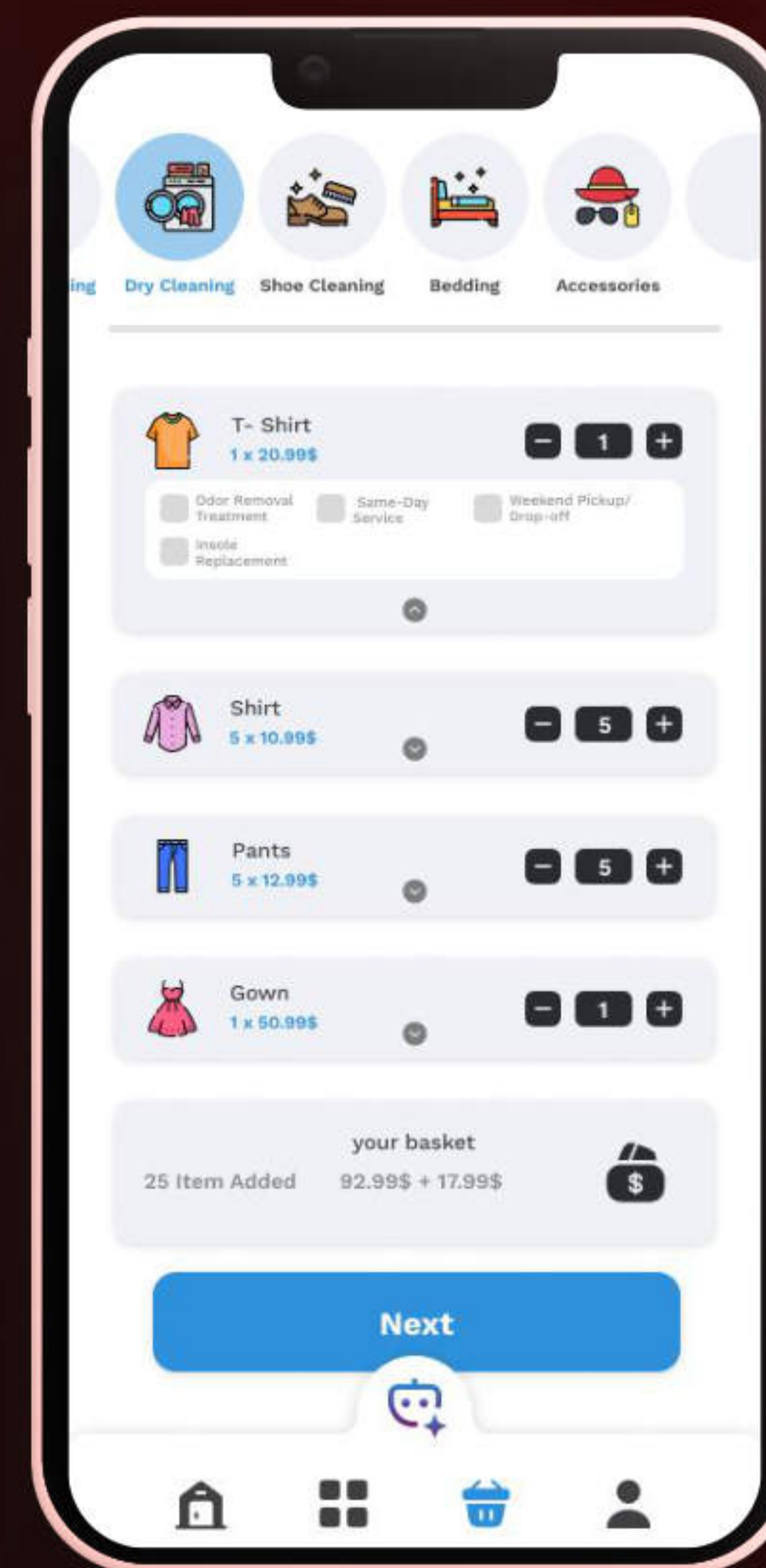
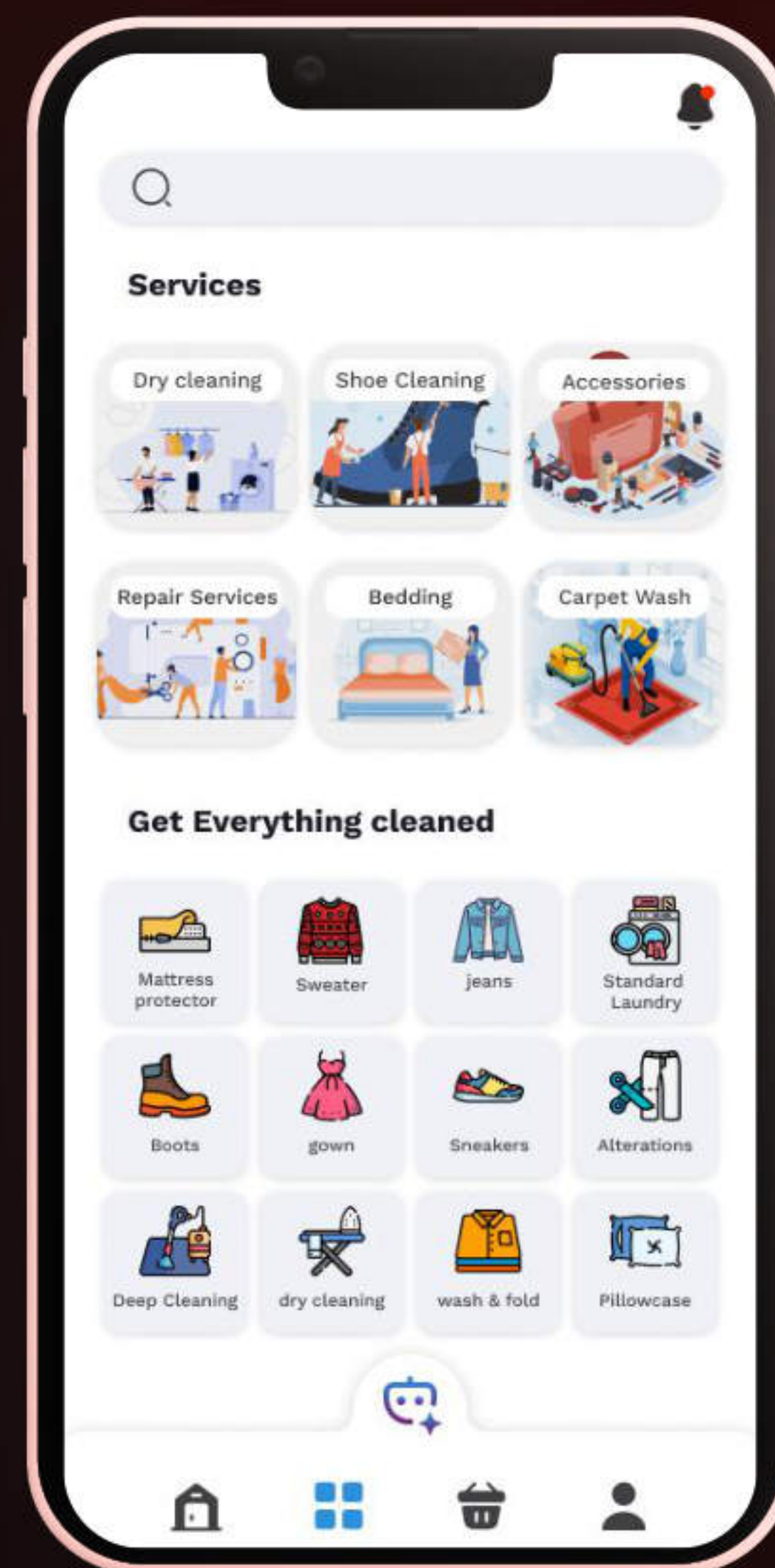
explore laundry services and choose the items you want to clean.

02 MY CARD

review selected items, adjust quantities and see your order summary before continuing.

03 SCAN & REVIEW

use ai to identify garments and stains, then review cleaning recommendations before adding them to your order.



04

SCHEDULE A PICKUP

choose your location and time slot, or drop off at a nearby location.

05

PAYMENT

review your order summary and complete payment securely.

06

TRACK YOUR ORDER

stay updated in real-time from pickup to delivery.

Smarter Cleaner

With AI

turning a simple photo into a smarter cleaning decision.

launderease ai helps users understand what their clothes need before cleaning starts.

from image to action

the ai analyzes the garment, identifies visible stains and suggests suitable cleaning methods — while keeping the user in control.

01

SCAN

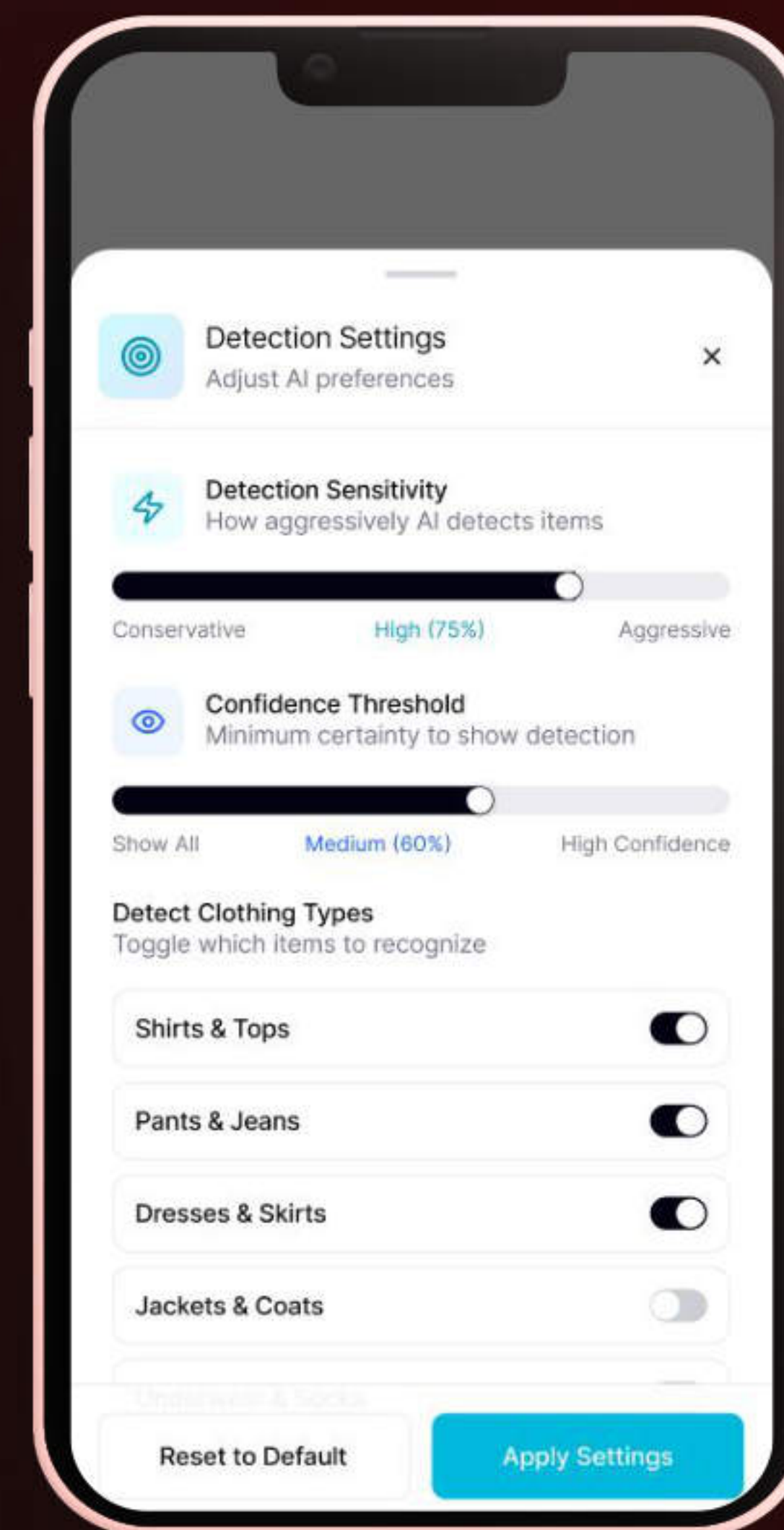
take a photo or upload from your gallery.



02

DETECT

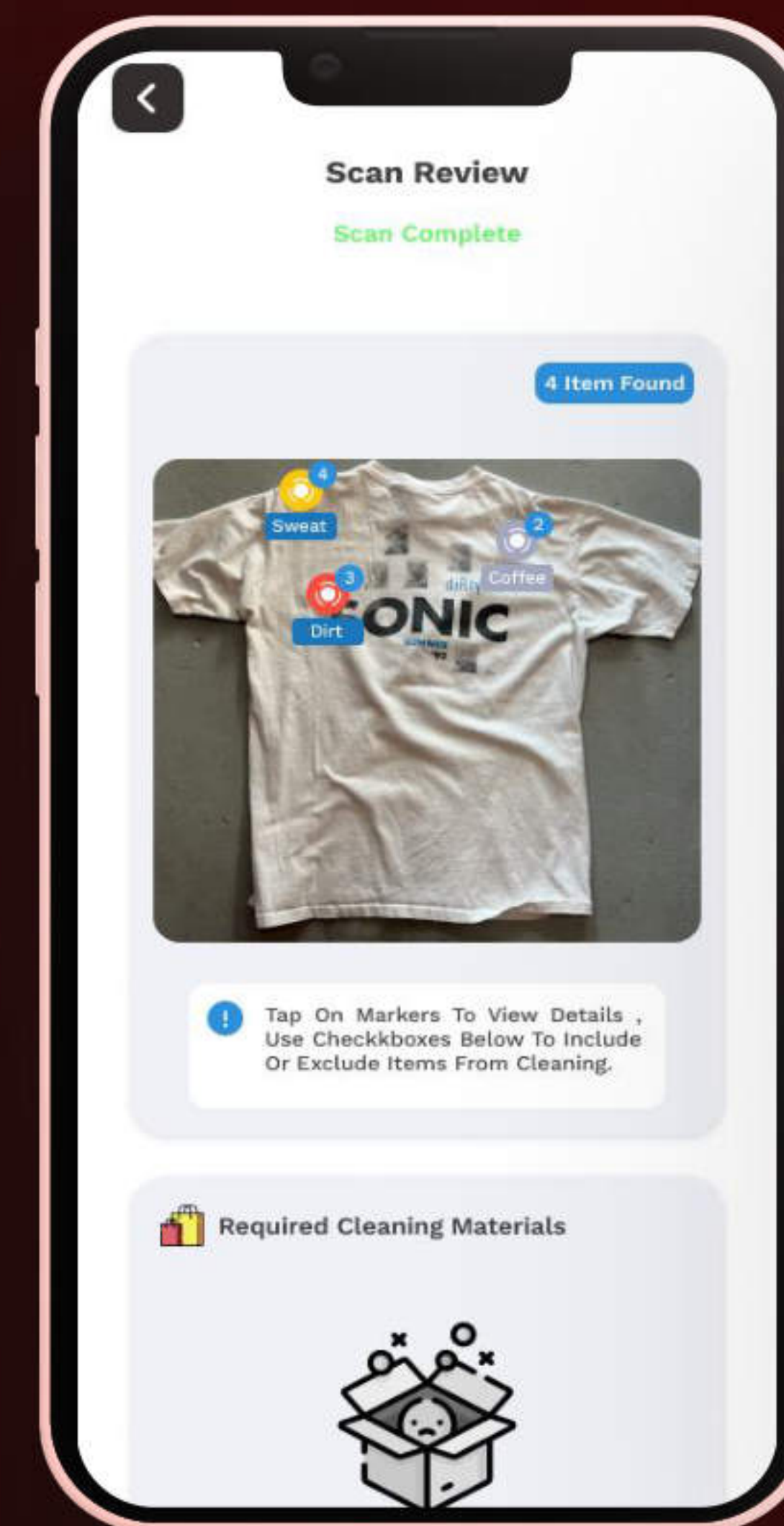
ai identifies the item and detects stains.



03

REVIEW

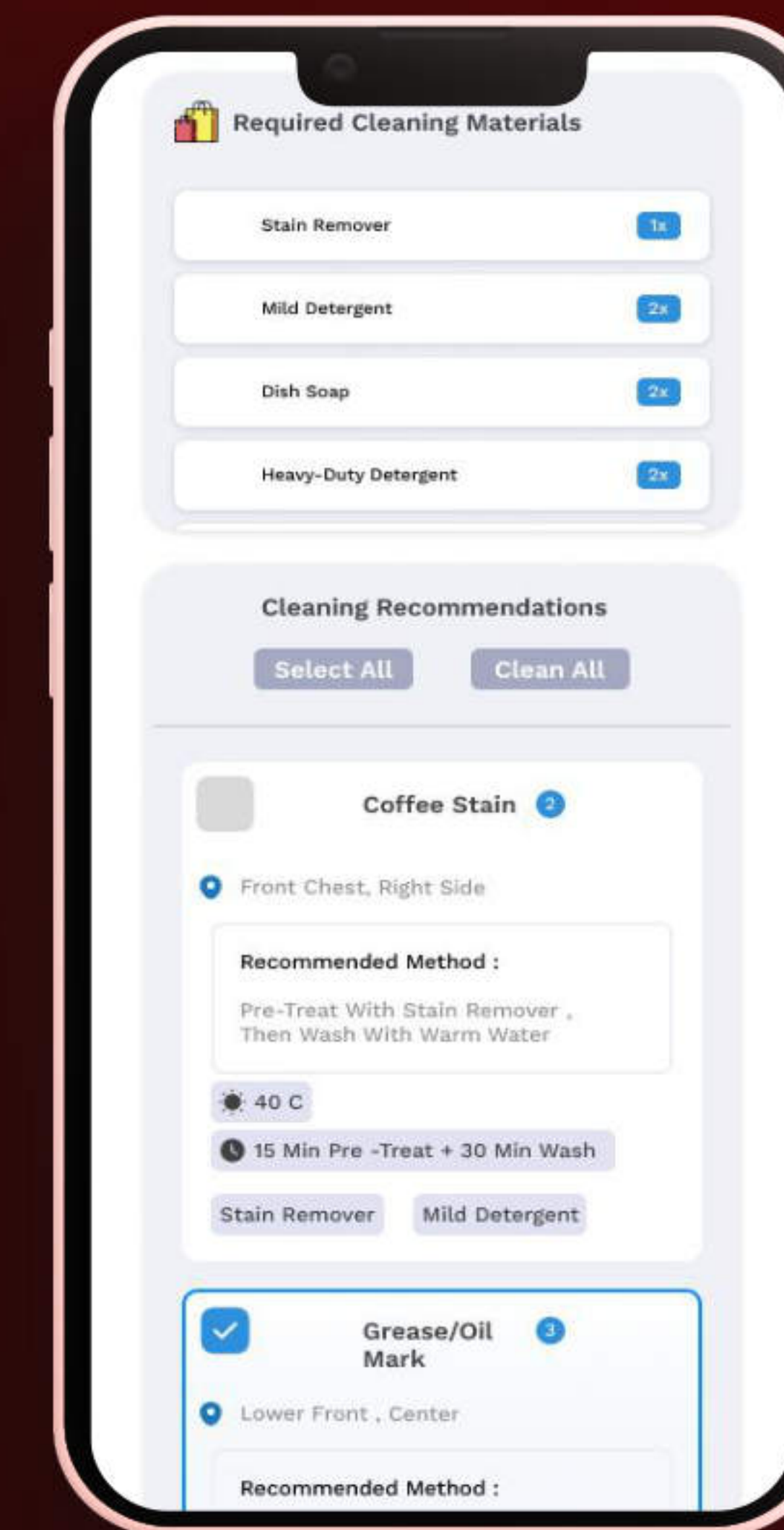
you're in control of the results.



04

RECOMMEND

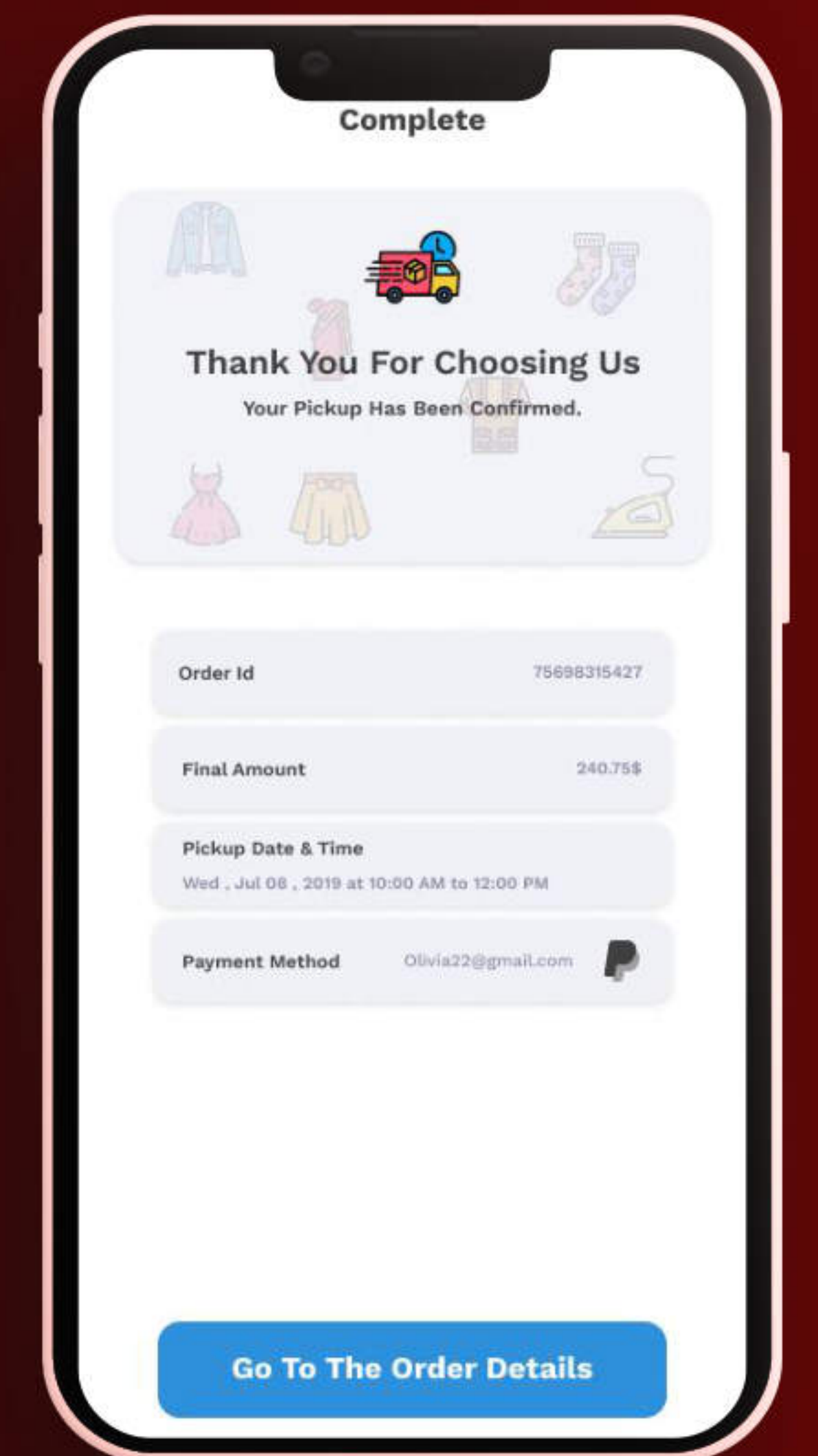
get personalized cleaning suggestions.



05

CLEAN

a better result, with less effort.



01

Review Results

check the analysis and suggestions.

02

Edit Detected Stains

modify, include or exclude detected stains.

03

Edit Detected Stains

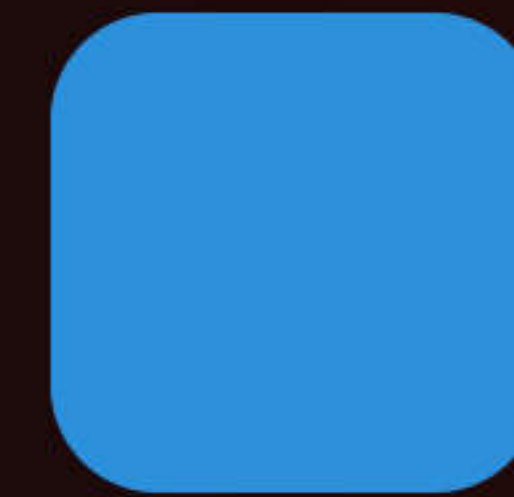
modify, include or exclude detected stains.

DESIGN SYSTEM

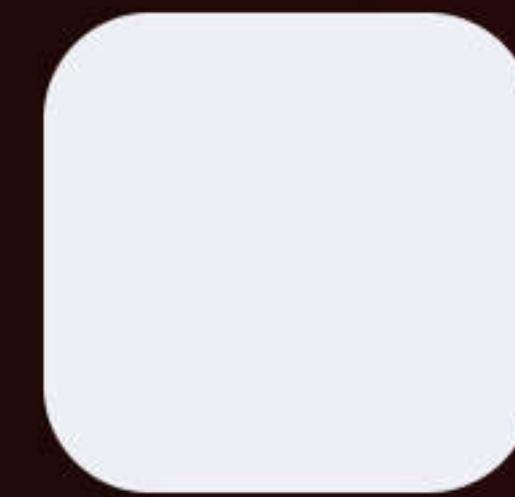
a flexible design system
created to keep the experience
clear, consistent and scalable.

color

Primery Color



2E90DB



EFF1F7



414042

Erorr Color



EC1414



14EC14



ECEC14

typography

Aa

Used For :

Headline / Section Title / Number

Bold/Semibold

Aa

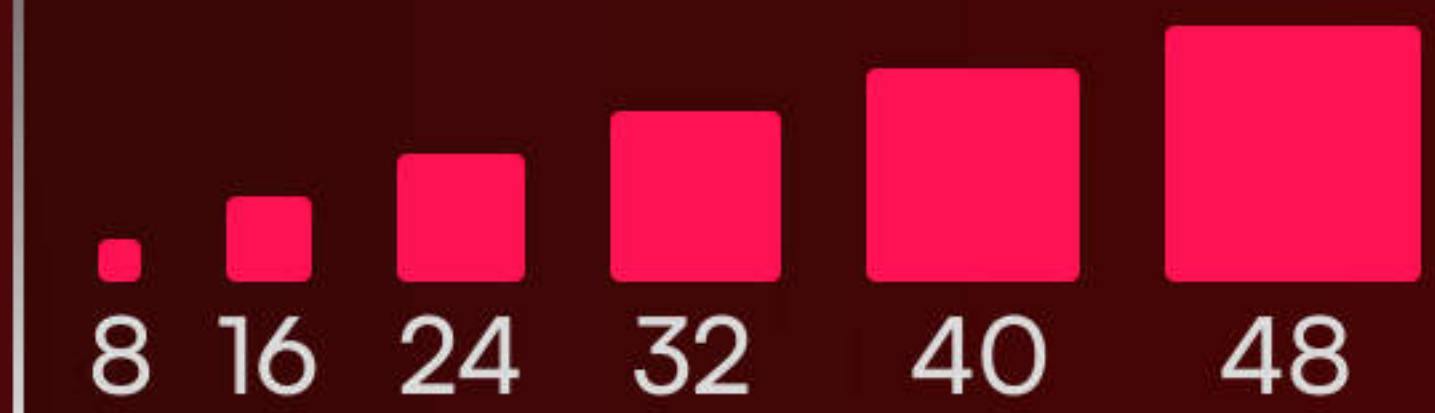
Used For :

Body Text / Descriptions / UI Labels

Regular/Medium

spacing

8 pt grid



A Consistent Spacing System
Helps Create Clear Relationships
Between Elements.

components

Email Mobile Number

Email Mobile Number

Password

Password

error message here.

navigation



Search bar with magnifying glass icon.

Im Looking For ...

skirt

shirt

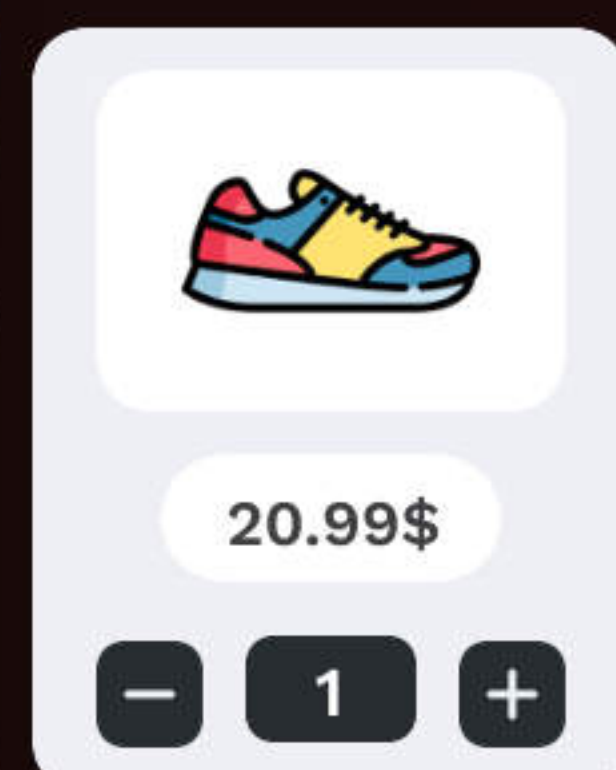
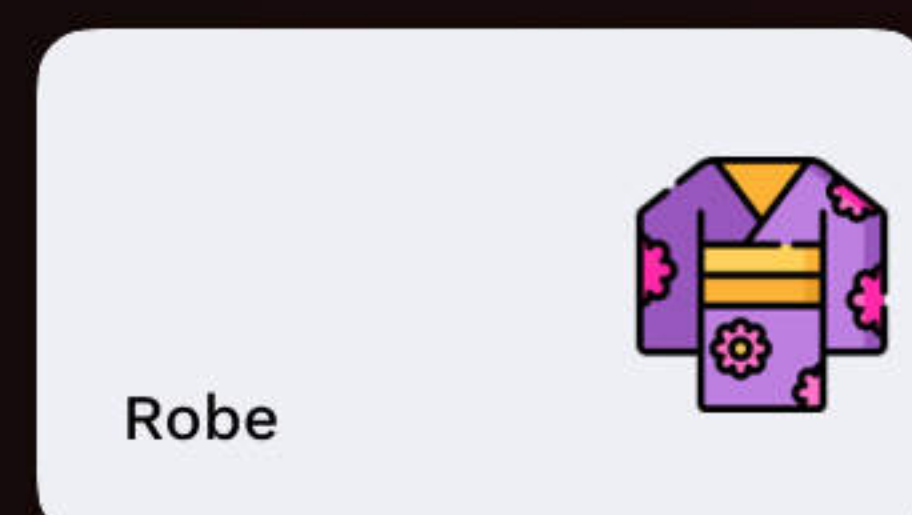
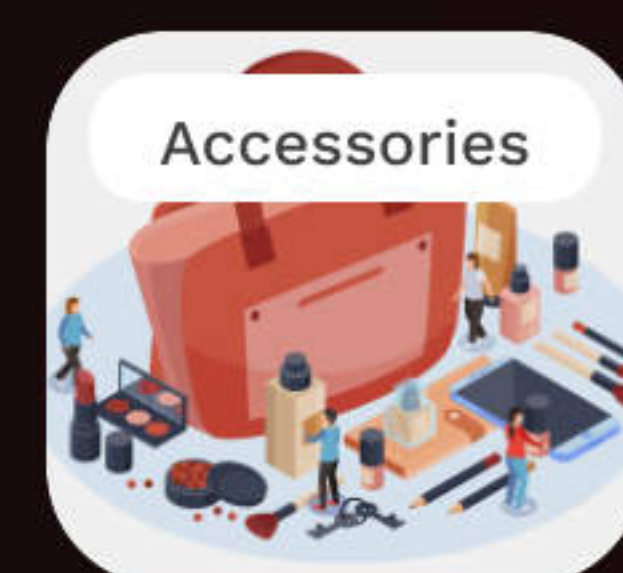
boots

jeans

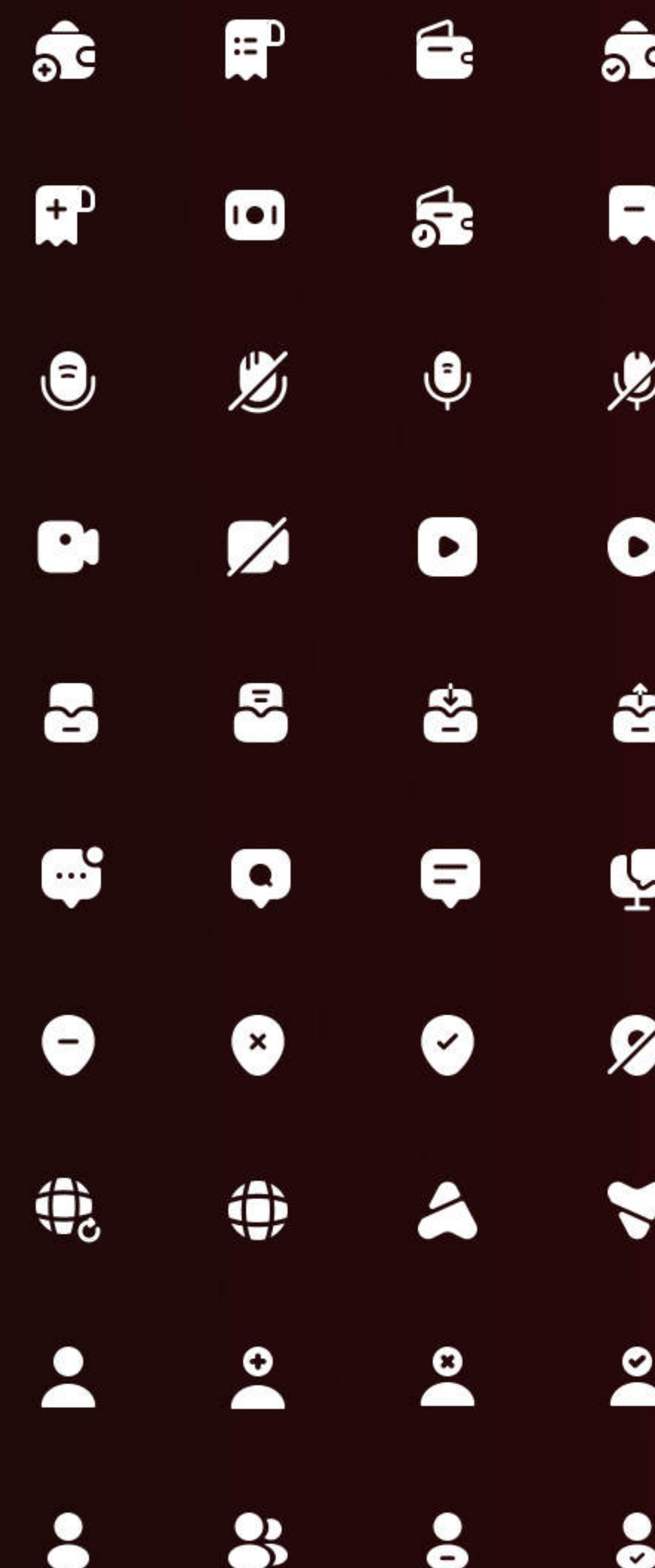
dress

sneakers

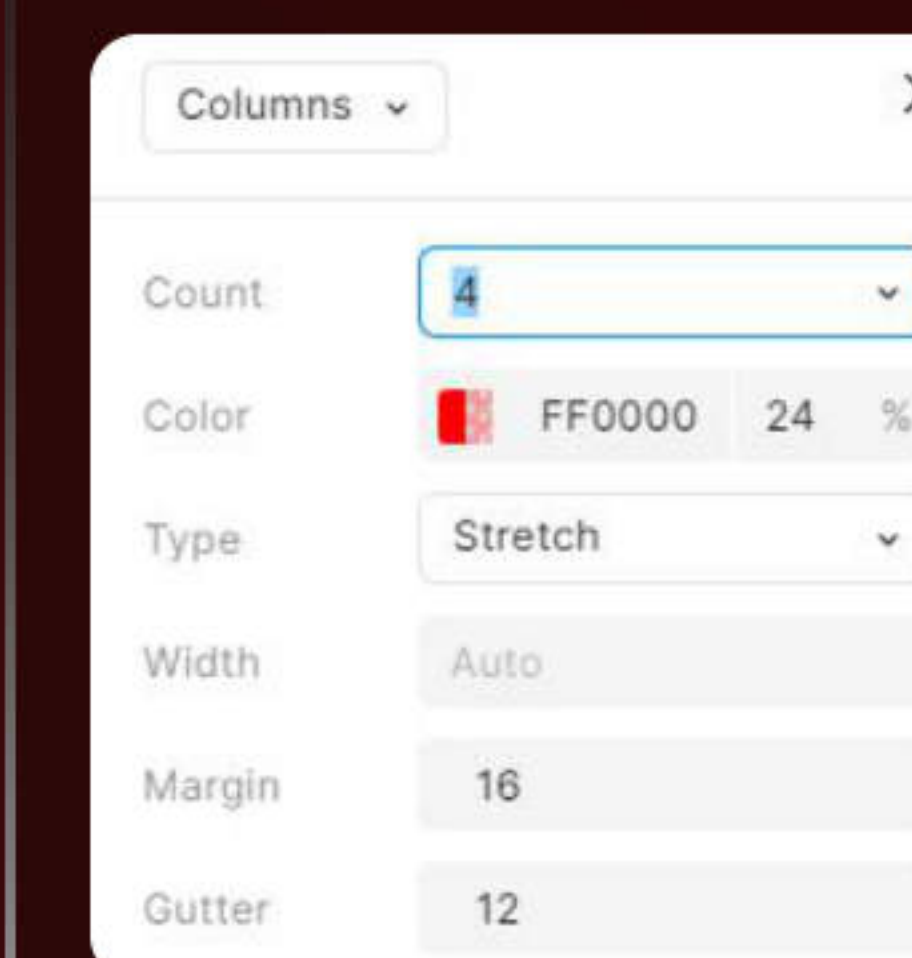
cards



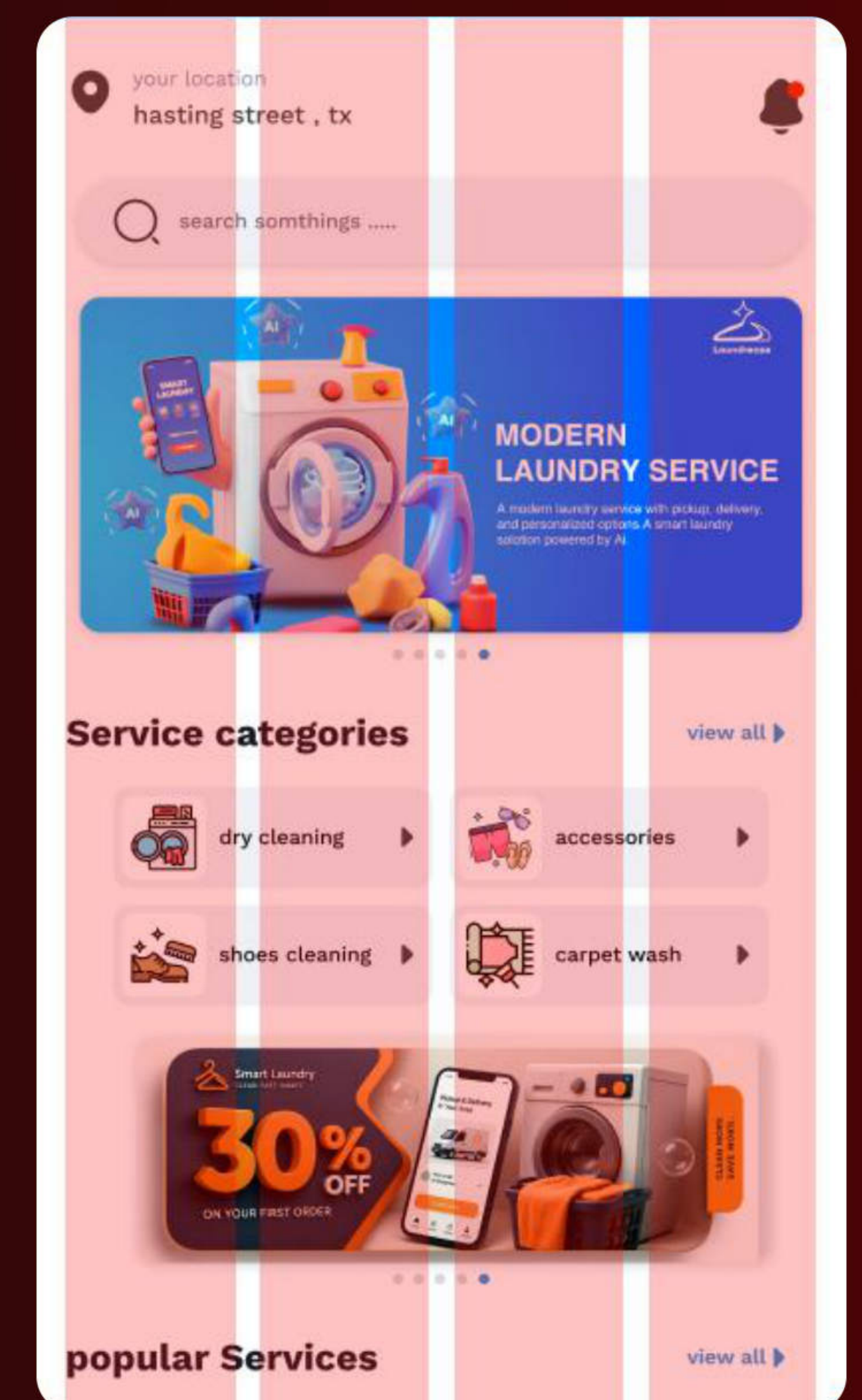
icon system



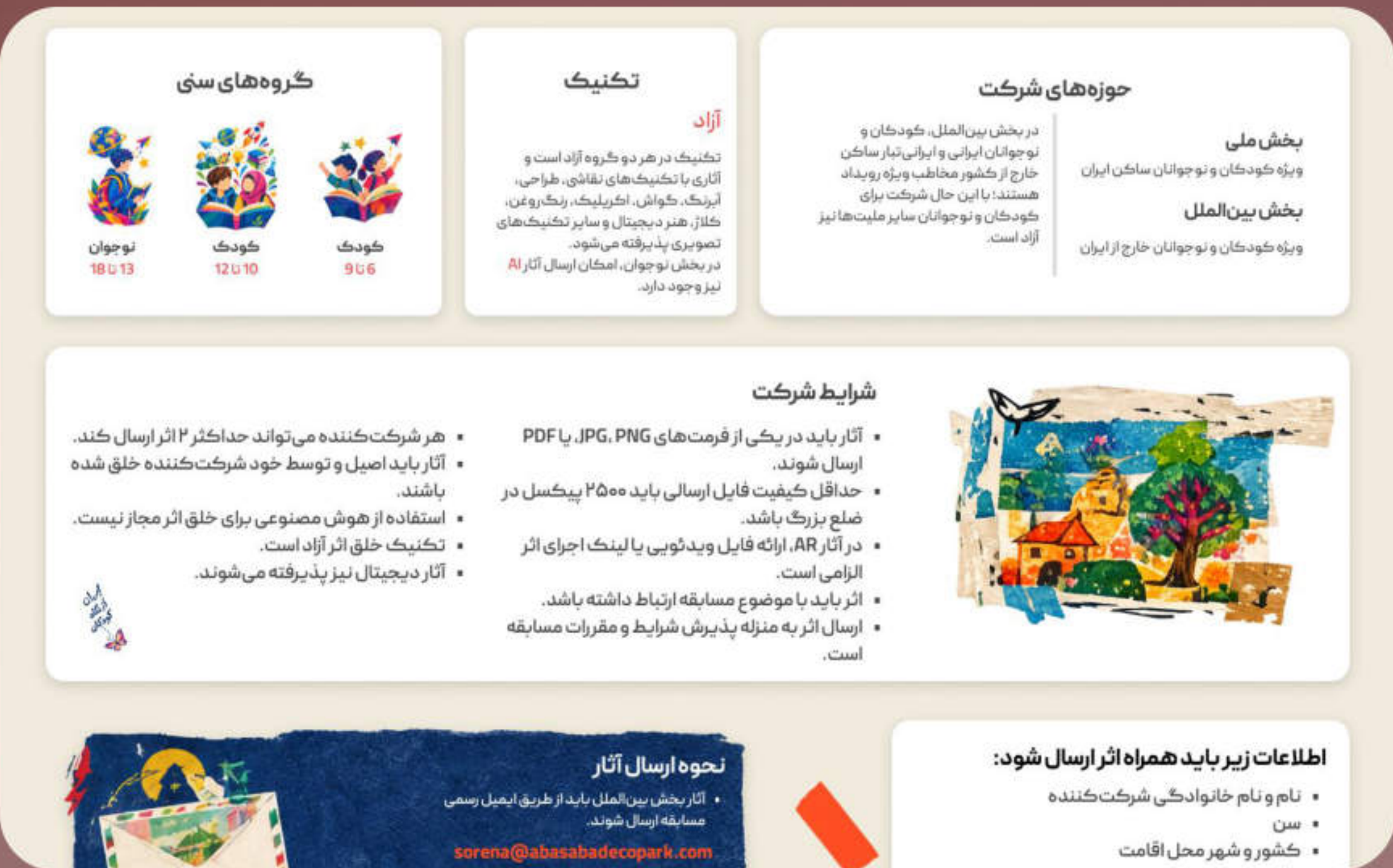
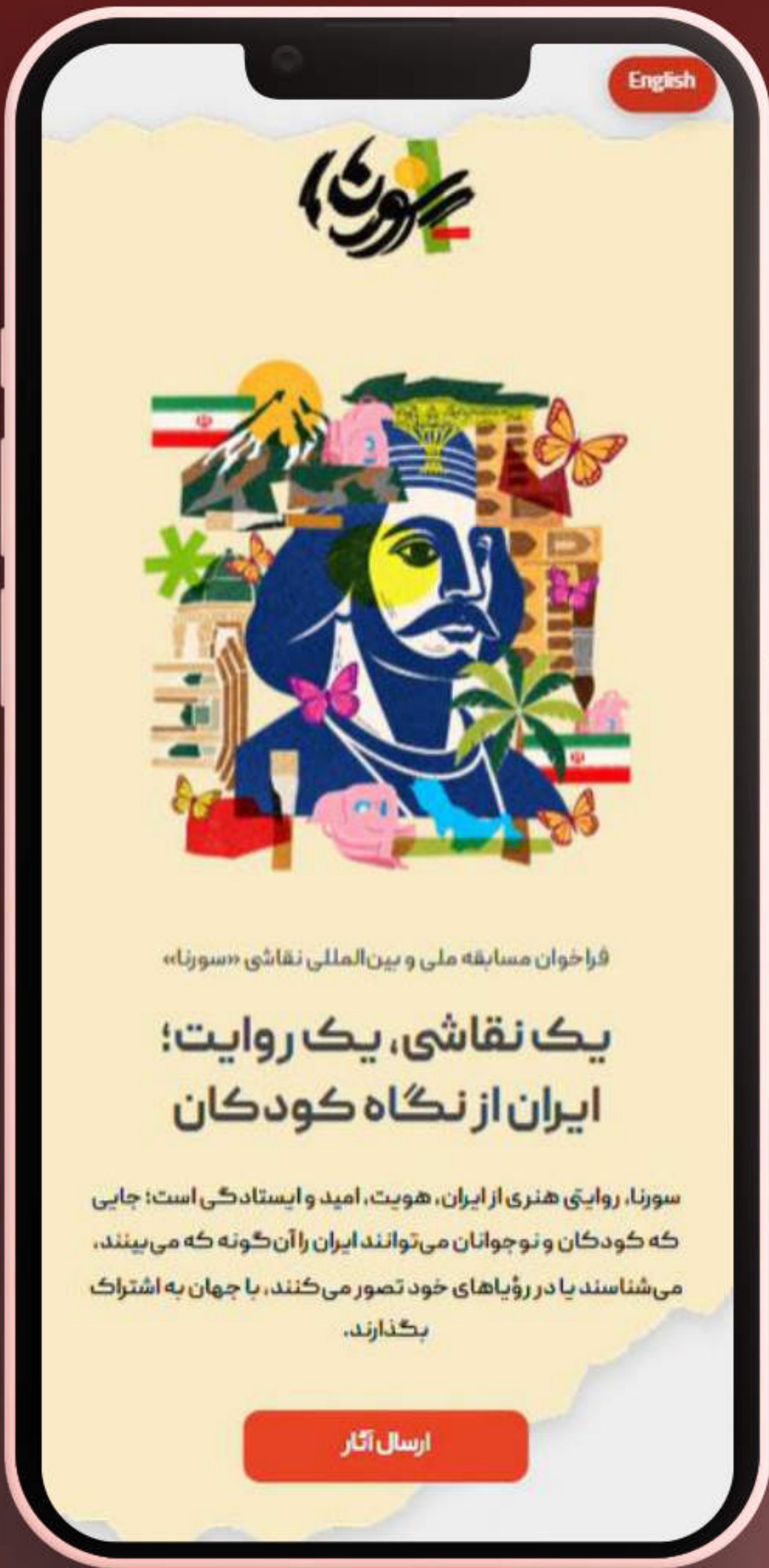
grid



A Design System Is
Not Only About How
The Interface Looks
— It's About
Creating A
Consistent
Experience Across
Every Screen.

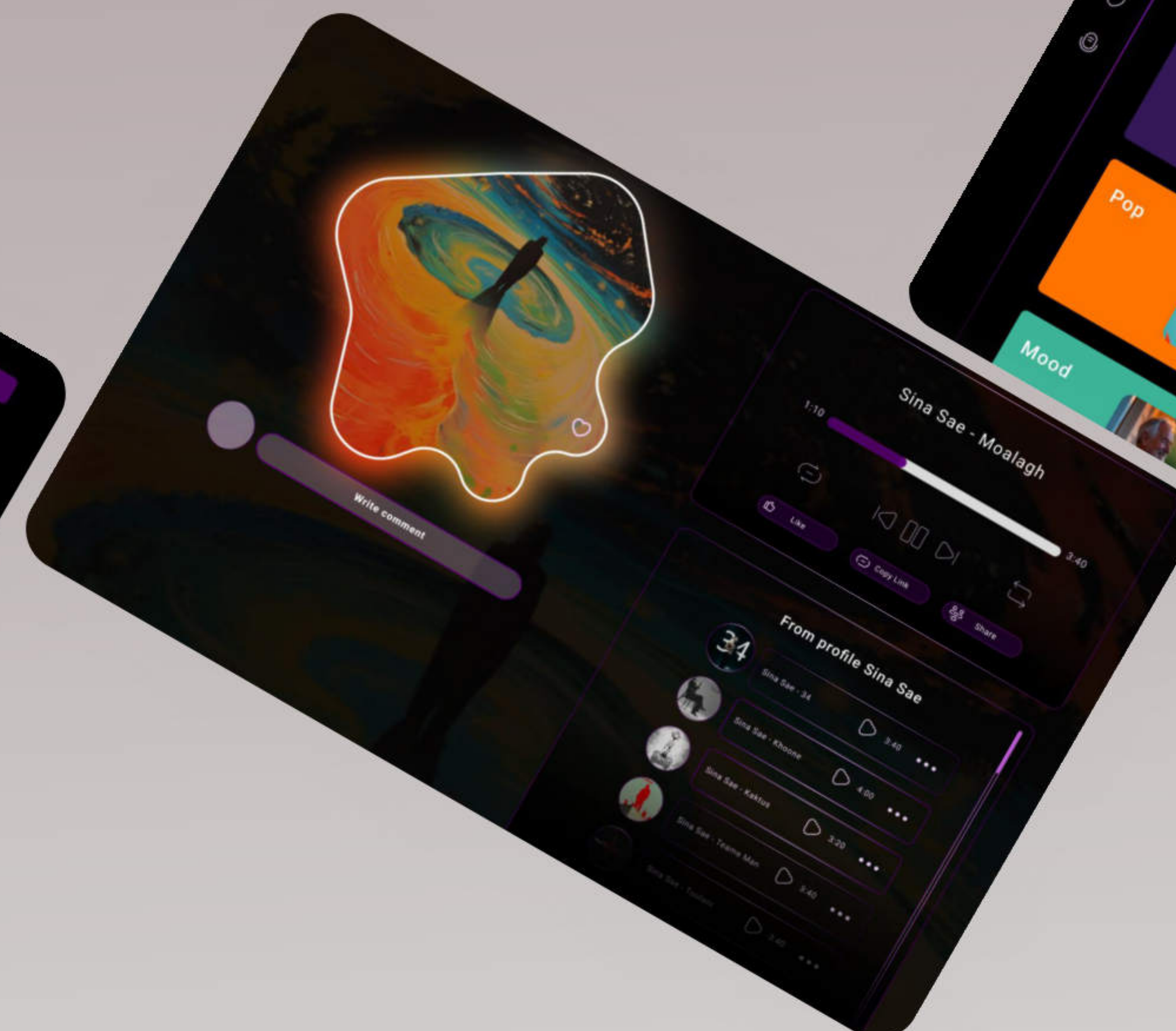
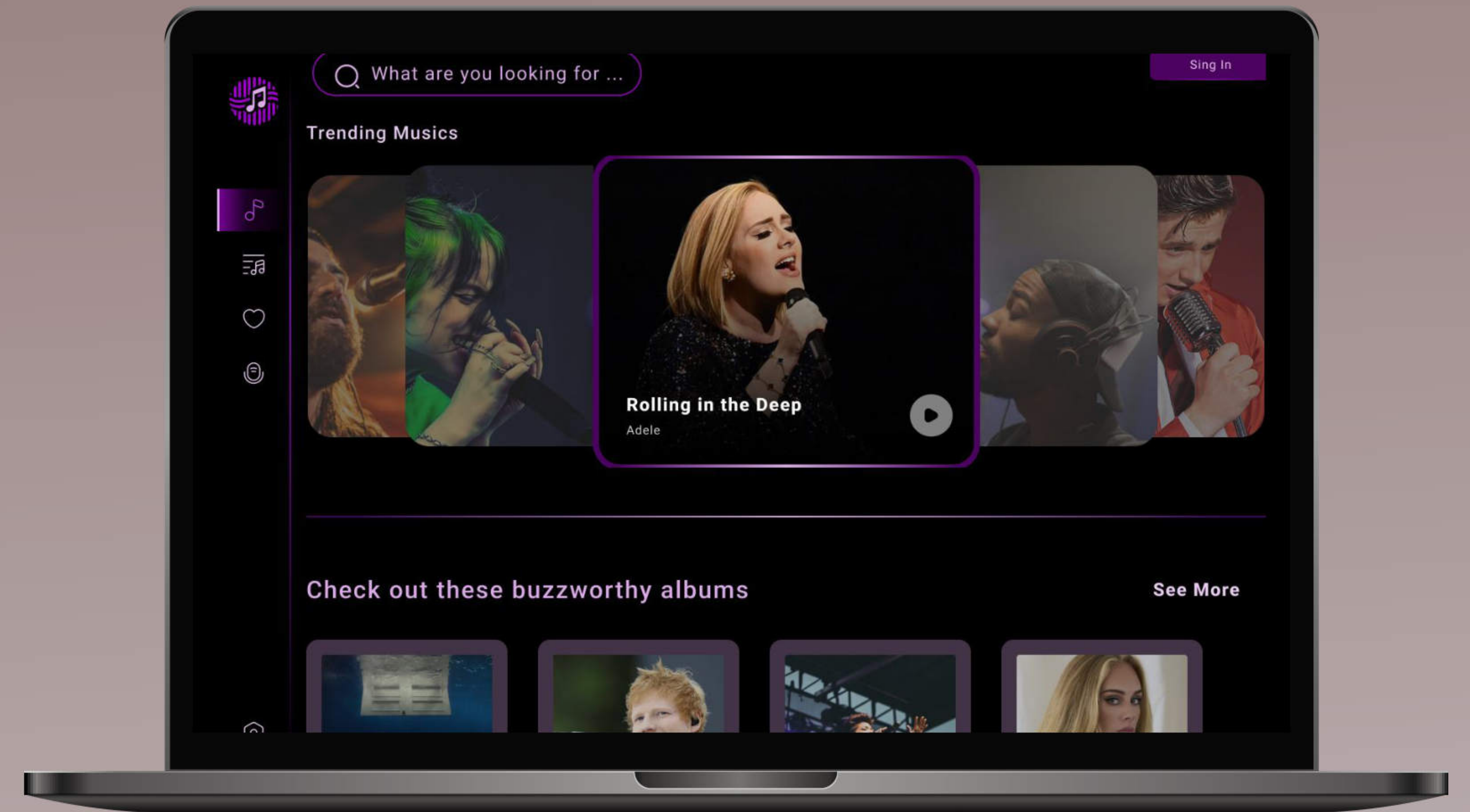
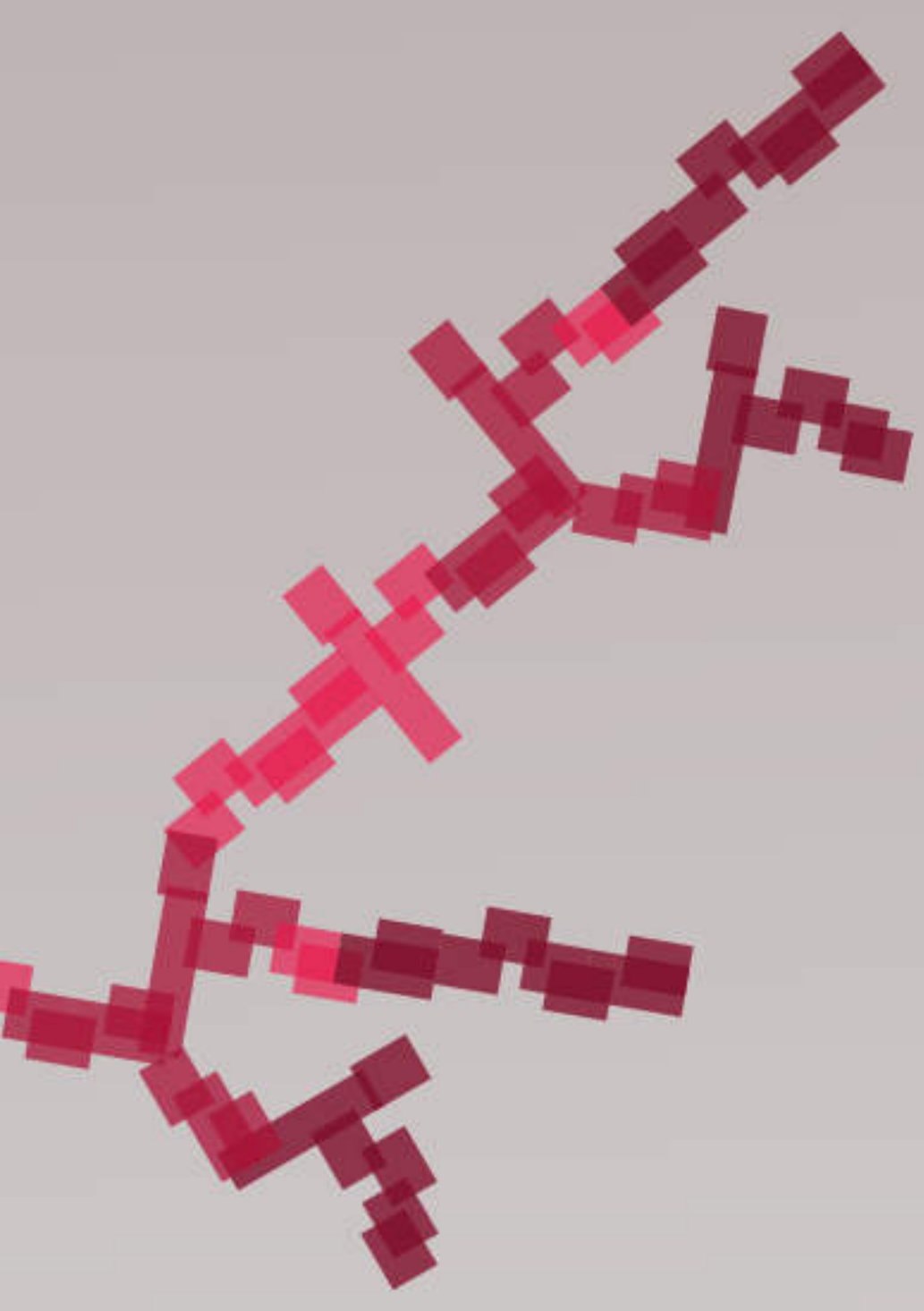


**a digital platform for the sorena cultural event,
designed to showcase the festival, share its
story, and provide a simple and engaging
experience for artists and audiences.**



MUSIC STREAMING

the ultimate platform for streaming music and podcasts, crafted for an exceptional listening journey.

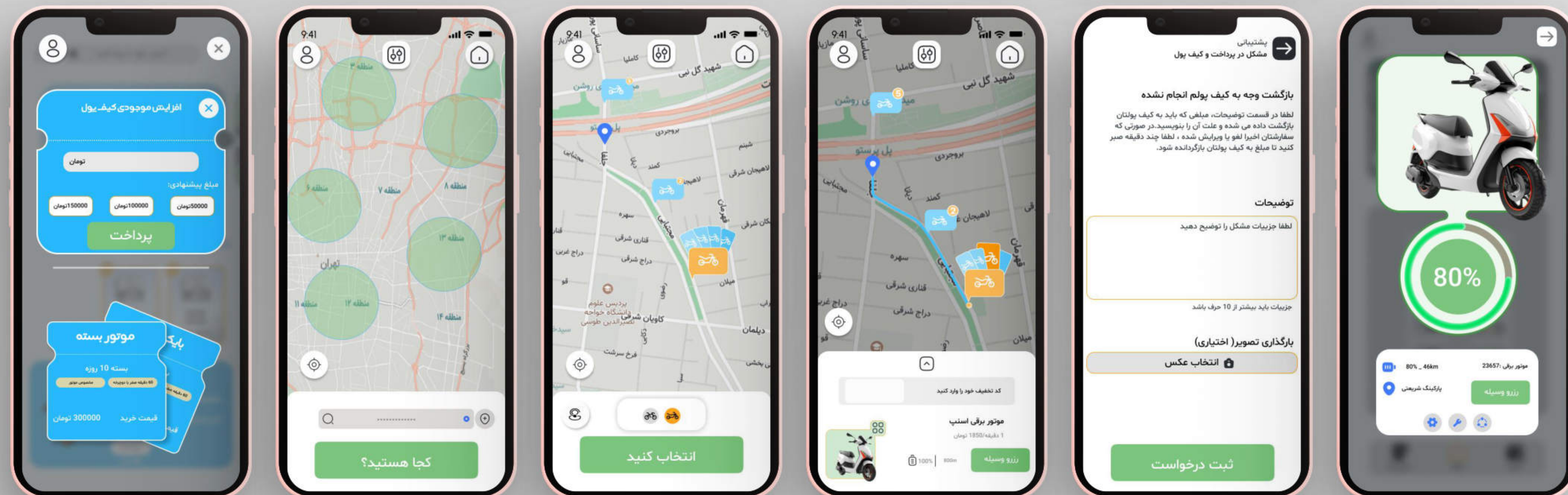


Snapp Bike

Application

a city mobility experience designed for quick and convenient access to electric bikes and scooters. users can discover nearby vehicles, choose their ride, and rent them directly through the app.

Snapp!
Bike



CERTIFICATIONS

built through learning.

two focused programs in ux and ui design, building a stronger foundation in user research, information architecture, wireframing, interaction design, visual design, prototyping, and usability.



ui/ user interface design

user interface design
melina design school · 120 hours
visual design · layout · prototyping ·
wireframing · usability · ui best practices



ux/ user experience design

user experience design
melina design school · 150 hours
ux research · information architecture · user
flows · wireframing · usability testing

learning
never stops.



Thank You

for your time.

product designer focused on creating useful, clear,
and human-centered digital experiences.

Mohamad Talebi



Email

Mhmdta1382@Gmail.Com



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09217941904



Linkedin

Mohamd Talebi

