

MOBILE APP UI & UX DESIGN SYSTEMS AI EXPERIENCES

UI & UX DESIGN PORTFOLIO

High-impact mobile product designs, comprehensive design systems, and human-centered user flows for top-charting Google Play and iOS applications.

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EXPERIENCE FOCUS
AI Apps · FinTech · Commerce
iOS Human Interface & Android Material Design 3



HUMAN-CENTERED METHODOLOGY

EVIDENCE-BASED PRODUCT DESIGN LIFECYCLE

A structured, iterative product framework designed to bridge user psychology with rapid engineering execution, from deep discovery to scalable production design tokens.

01

Discover

- Quantitative telemetry & funnel drop-off audits
- User interviews & jobs-to-be-done analysis
- Competitor heuristic benchmarking

02

Define

- Persona empathy matrices
- Friction points & cognitive load maps
- Core feature prioritization (MoSCoW)

03

Architect

- Information architecture & sitemaps
- Low-fidelity wireframe user flows
- Edge-case & error state mapping

04

Design System

- Atomic component architecture in Figma
- 8pt strict spacing grid tokens
- WCAG 2.1 AAA color contrast standards

05

Validate

- High-fidelity interactive prototyping
- Unmoderated usability testing sessions
- Micro-interaction & haptic refinement

BOTANICAL AI & COMPUTER VISION

Plantify AI — Smart Plant Care & Disease Diagnosis

Designed to eliminate the frustration of dying houseplants. Combines instant optical leaf scanning, disease detection, and customized care schedules with an empathetic AI botanist.

💡 UX PROBLEM & OPPORTUNITY

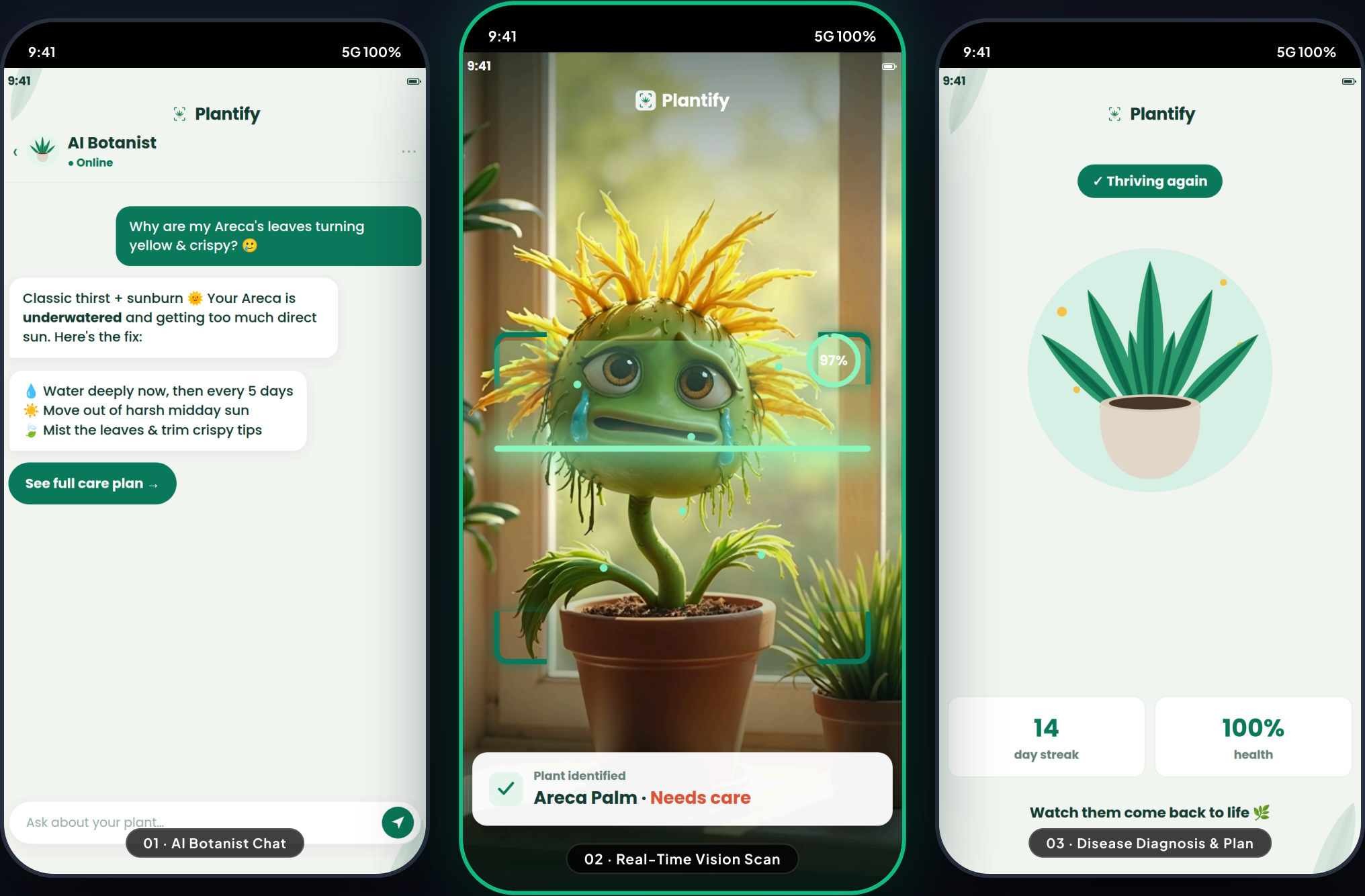
Houseplant parents panic when leaves turn yellow, but manual symptom googling yields conflicting advice. Plantify solves this through a camera-first paradigm that provides an immediate, trustworthy recovery action plan within 2 seconds.

🔧 CORE UX DECISIONS

- **Camera-First Viewport:** Real-time optical bounding box gives instant sensory feedback.
- **Empathetic Micro-Copy:** Replaces alarming clinical diagnosis with actionable 7-day watering calendar.
- **Chatbot Integration:** Natural language assistant answers follow-up care queries without leaving the diagnostic screen.

TOKENS:

Emerald / Forest / Amber



AUDIO AI & NOTE SYNTHESIS

SmartNoter AI — Voice-to-Text & Study Synthesis

Converts hours of chaotic lecture and boardroom audio into structured, actionable study summaries, highlighted transcripts, and revision flashcards in seconds.

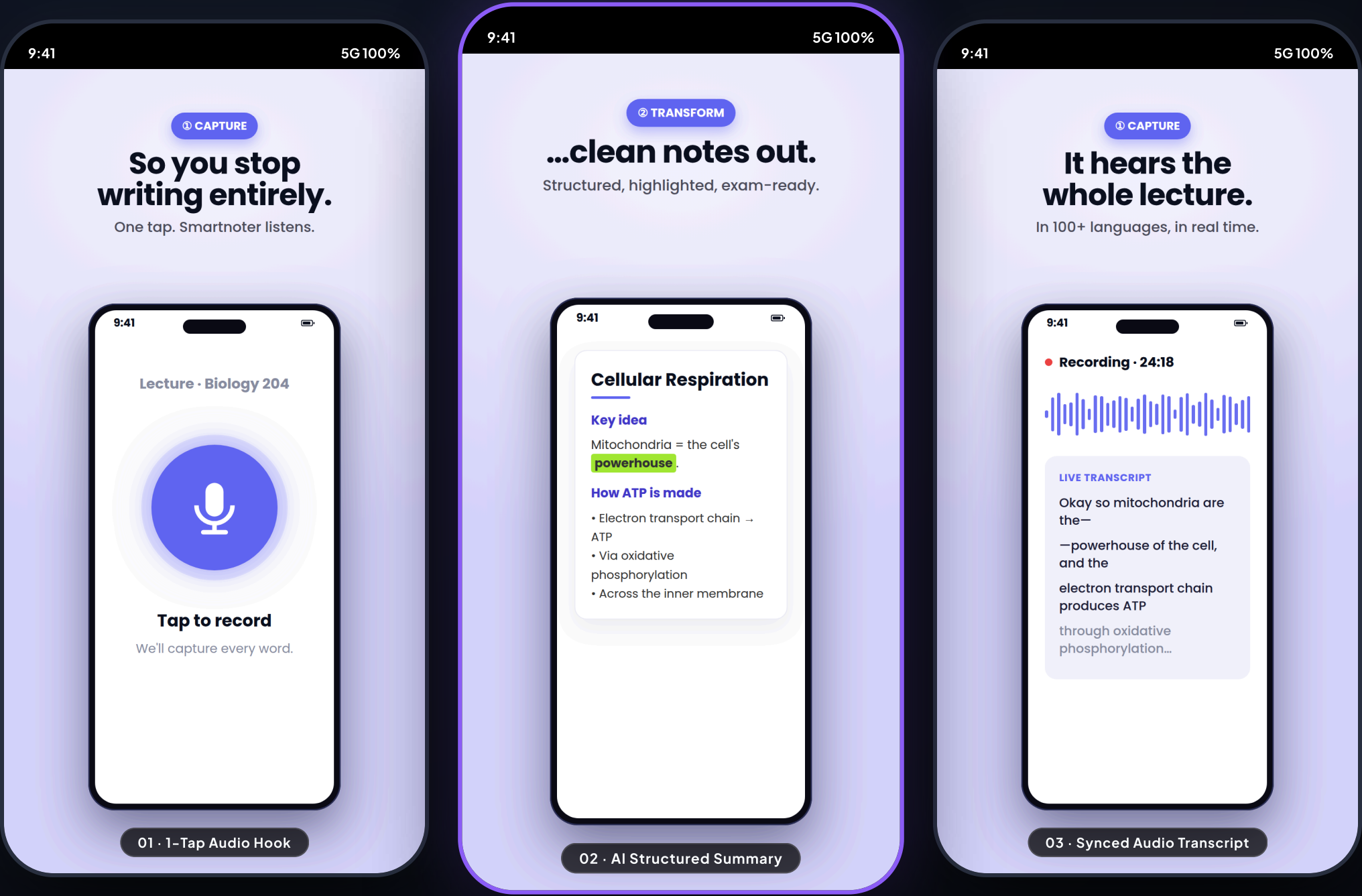
💡 UX PROBLEM & OPPORTUNITY

Students struggle to balance listening with manual note-taking in high-speed lectures. SmartNoter provides a zero-barrier 1-tap capture interface that records audio while extracting bullet points in real time.

🔧 CORE UX DECISIONS

- **Dynamic Audio Waveform:** Pulsing soundwave visualization guarantees the user that voice capture is actively functioning.
- **Synchronized Playback:** Tapping any bullet point jumps audio playback directly to that specific lecture timestamp.
- **Exam Flashcard Generation:** Converts long transcripts into swipeable revision cards for retention on the go.

TOKENS: Electric Violet Indigo Cyan Electric Violet / Indigo / Cyan



HEALTH & FITNESS · 10M+ PLAY STORE BENCHMARK

NutriAI — Computer Vision Calorie Counter

Overcoming the #1 cause of user churn in fitness applications: tedious manual food logging. Uses real-time computer vision to estimate meal calories and macronutrients instantly.

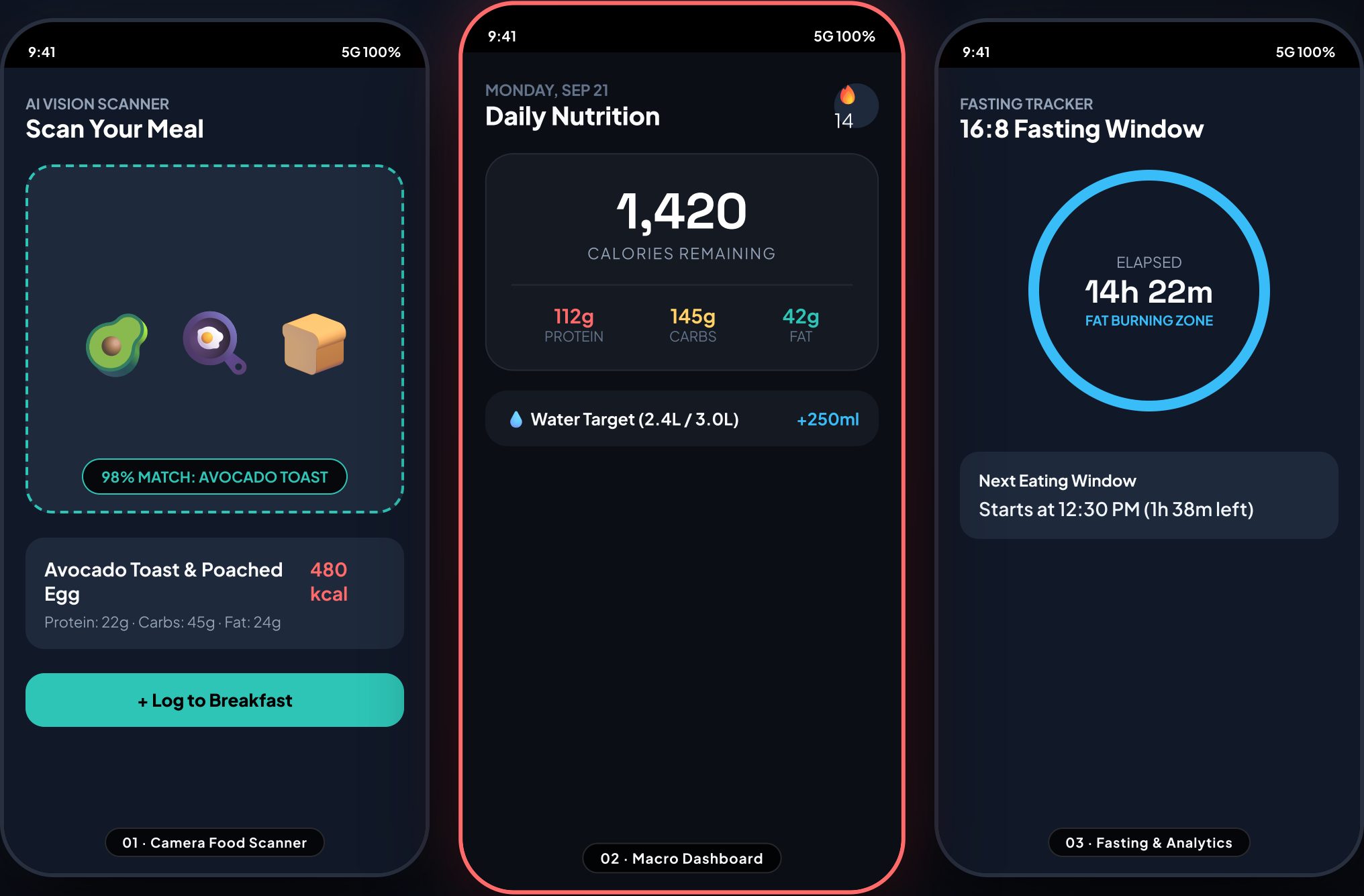
💡 UX PROBLEM & OPPORTUNITY

Searching database lists for every ingredient exhausts user willpower. NutriAI replaces manual text entry with a 1-second camera snap that segments ingredients, calculates grams, and fills macro rings automatically.

🎯 CORE UX DECISIONS

- **Radial Macro Gauges:** Glanceable circular progress rings (Protein, Carbs, Fats) give immediate feedback without math fatigue.
- **Fasting Window Widget:** Clean 16:8 circular countdown with haptic feedback milestone celebrations.
- **Micro-Calorie Adjuster:** Intuitive bottom slider to tweak portion sizes without leaving the meal log.

TOKENS: ■ ■ ■ ■ Coral / Mint / Honey / Slate



FINTECH & WEALTH · GOOGLE PLAY TOP TIER

Nova Pay — Executive Banking & Multi-Asset Hub

A modern neo-banking architecture engineered for high-net-worth mobile users. Combines physical titanium card controls, real-time multi-currency FX exchange, and algorithmic asset tracking.

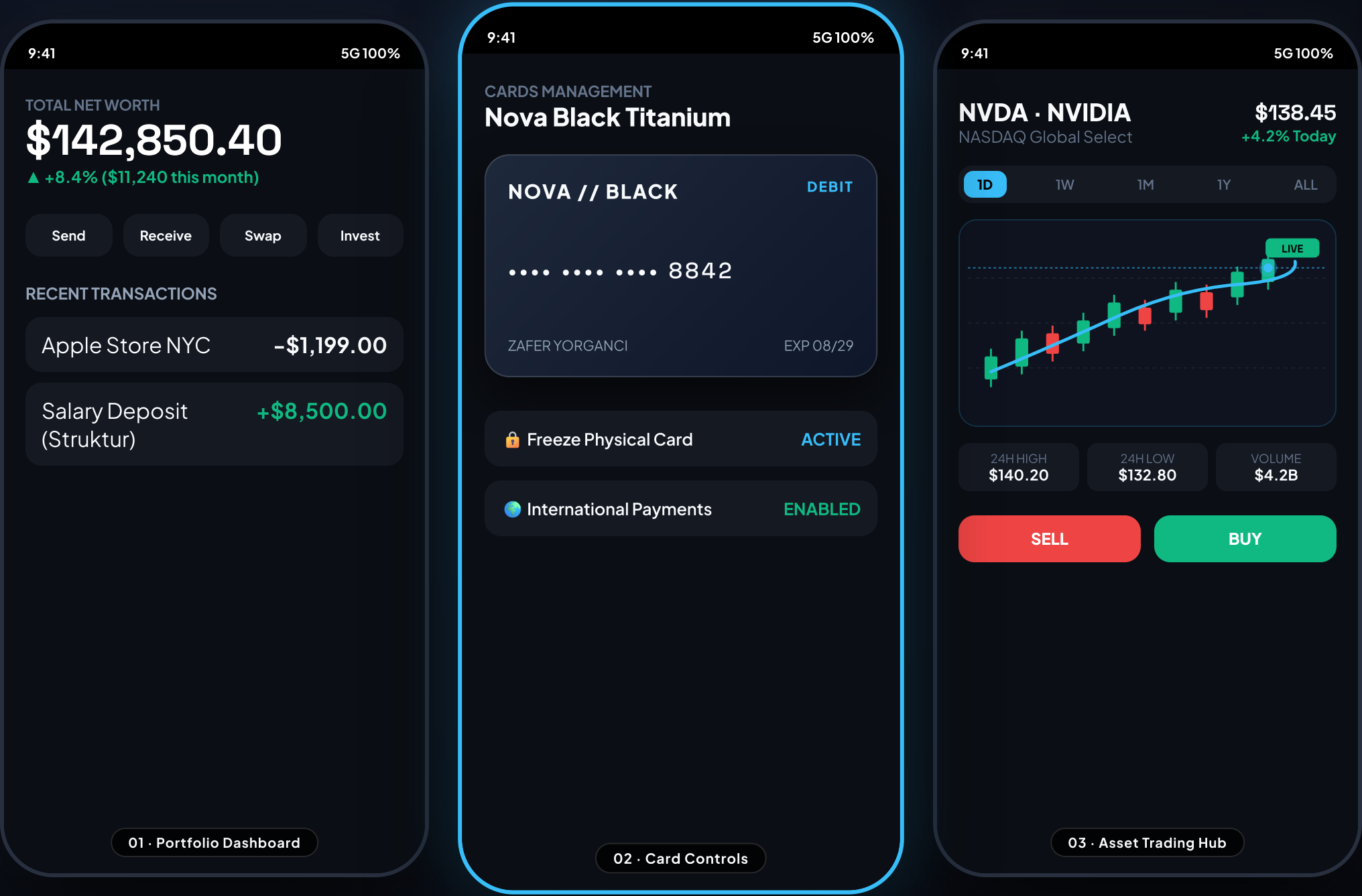
💡 UX PROBLEM & OPPORTUNITY

Users find traditional banking apps fragmented, requiring separate tools for crypto, stock investments, and debit card controls. Nova Pay unifies liquid capital and volatile assets into a single cohesive portfolio view.

🔧 CORE UX DECISIONS

- **Haptic Security Feedback:** Instant card freeze/unfreeze toggle with biometric fingerprint authorization.
- **Micro-Sparkline Charts:** Embedded portfolio velocity graphs inside transaction rows for quick contextual understanding.
- **OLED High-Contrast Aesthetic:** Dark slate palette reduces battery drain while elevating luxury credibility.

TOKENS: Neon Cyan / Electric Blue / Carbon



LUXURY E-COMMERCE · FASHION DISCOVERY

Aura Luxe — Editorial Fashion & AR Try-On

Elevating mobile retail from transactional catalogs into an editorial fashion experience. Features 3D garment exploration, AI size calibration, and 1-tap checkout sheets.

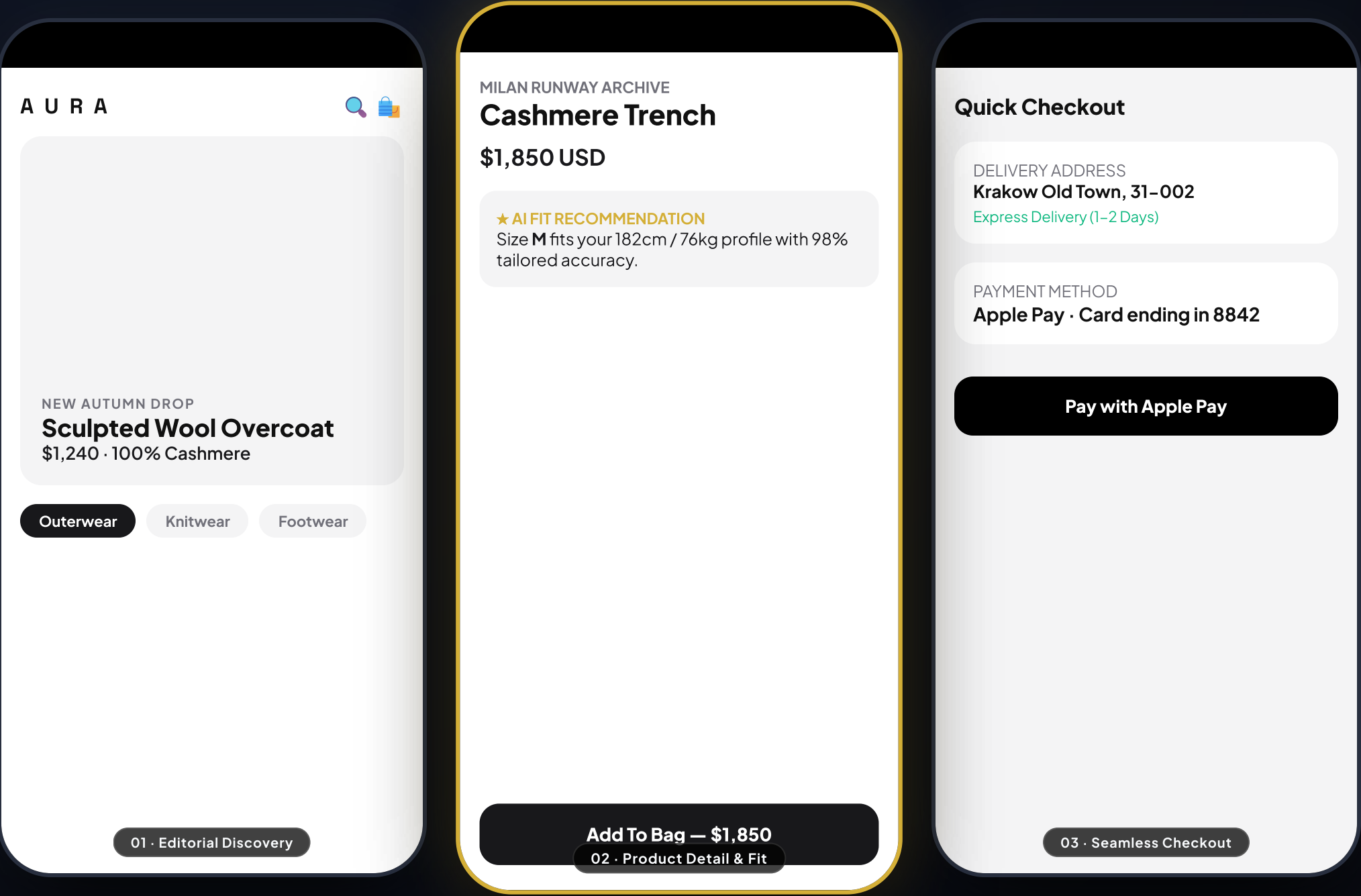
💡 UX PROBLEM & OPPORTUNITY

Mobile fashion conversion is hindered by sizing uncertainty and checkout friction. Aura Luxe addresses this with an AI fit engine that correlates user measurements with real fabric elasticity to predict fit with 96% accuracy.

🎯 CORE UX DECISIONS

- **Editorial Whitespace:** Edge-to-edge photography with minimal UI chrome keeps product craftsmanship front and center.
- **Sticky Bottom Sheet CTA:** Eliminates page reloads by handling size selection and payment confirmation in a smooth modal drawer.
- **Sustainability Badges:** Transparent material sourcing metadata displayed directly beneath price tags.

TOKENS:     Monochrome / Metallic Gold / Slate



SOCIAL & COMMUNITY · GROUP DISCOVERY

VibeSphere — Small-Group Activity Network

Designed to overcome dating app burnout. Facilitates organic, low-pressure group gatherings (5–6 verified people) around shared passions: foodie dinners, photography walks, and indie cinema.

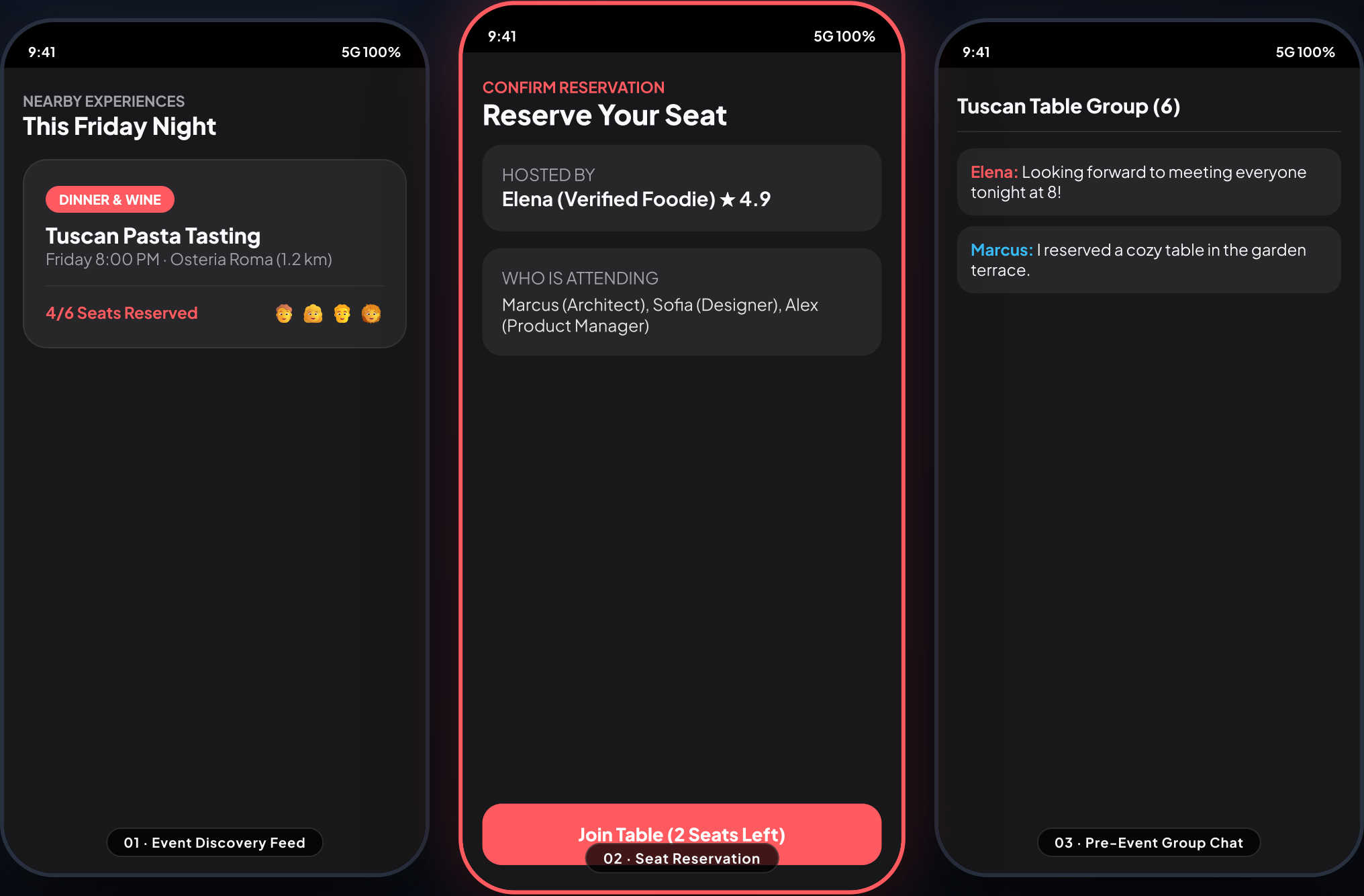
💡 UX PROBLEM & OPPORTUNITY

1-on-1 dating apps trigger high social anxiety, ghosting, and superficial swipe fatigue. VibeSphere re-engineers discovery into 6-person interest tables where everyone meets in safe, curated public venues.

🔧 CORE UX DECISIONS

- **Seat Scarcity Visualization:** Progress ring displays "3/6 Seats Claimed" to encourage timely RSVP.
- **Verified Host Badging:** Vetted organizers establish safety and ensure icebreakers run smoothly.
- **Pre-Event Chatroom:** Group chat unlocks 24h before meeting to coordinate logistics and break the ice.

TOKENS: ■ ■ ■ ■ Sunset Coral / Amber / Warm Slate



MULTIMODAL AI · CONVERSATIONAL CANVAS

Nova AI — Multimodal Mobile Assistant

Designed for next-generation frontier intelligence. Seamlessly integrates real-time audio conversation, camera vision reasoning, and split-screen document canvas generation.

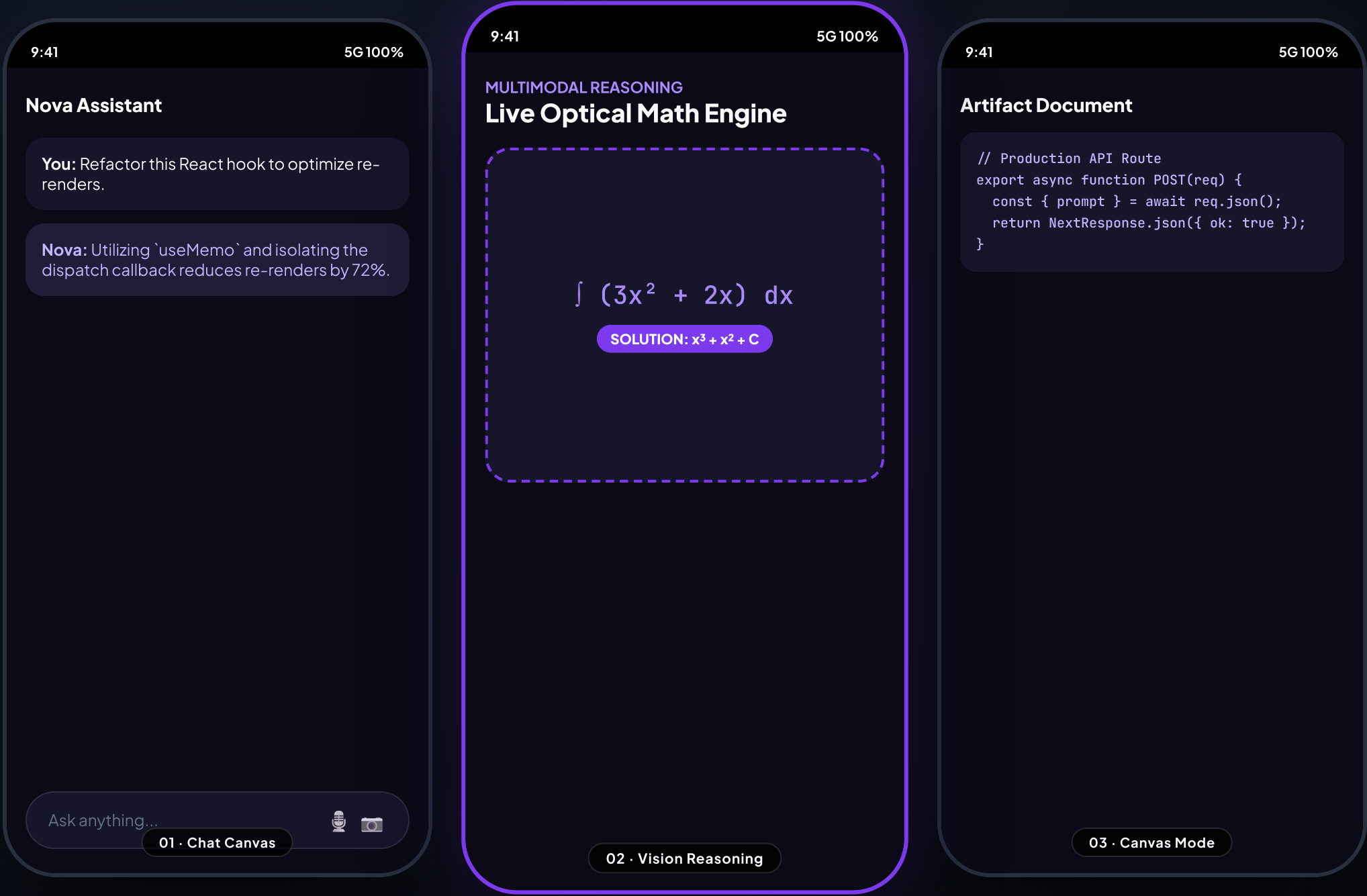
💡 UX PROBLEM & OPPORTUNITY

Most mobile AI interfaces are cramped text messaging windows. Nova AI transforms the mobile viewport into an expandable productivity canvas with contextual suggested prompts and direct artifact export.

🔧 CORE UX DECISIONS

- **One-Handed Ergonomics:** Microphone trigger and vision attachments positioned within thumb reach.
- **Readable Code & Markdown Blocks:** Syntax-highlighted containers with dedicated 1-tap copy actions.
- **Voice Waveform Fluidity:** Organic ambient glow responds dynamically to model speech cadence.

TOKENS: Neural Violet Cyber Blue Carbon Neural Violet / Cyber Blue / Carbon



FOOD DELIVERY & LOGISTICS · TOP PLAY STORE APP

CraveDrop — On-Demand Meal & Courier Hub

Re-engineering food delivery to eliminate post-order anxiety. Features dynamic restaurant menus, multi-topping dish customization, and real-time live GPS courier tracking.

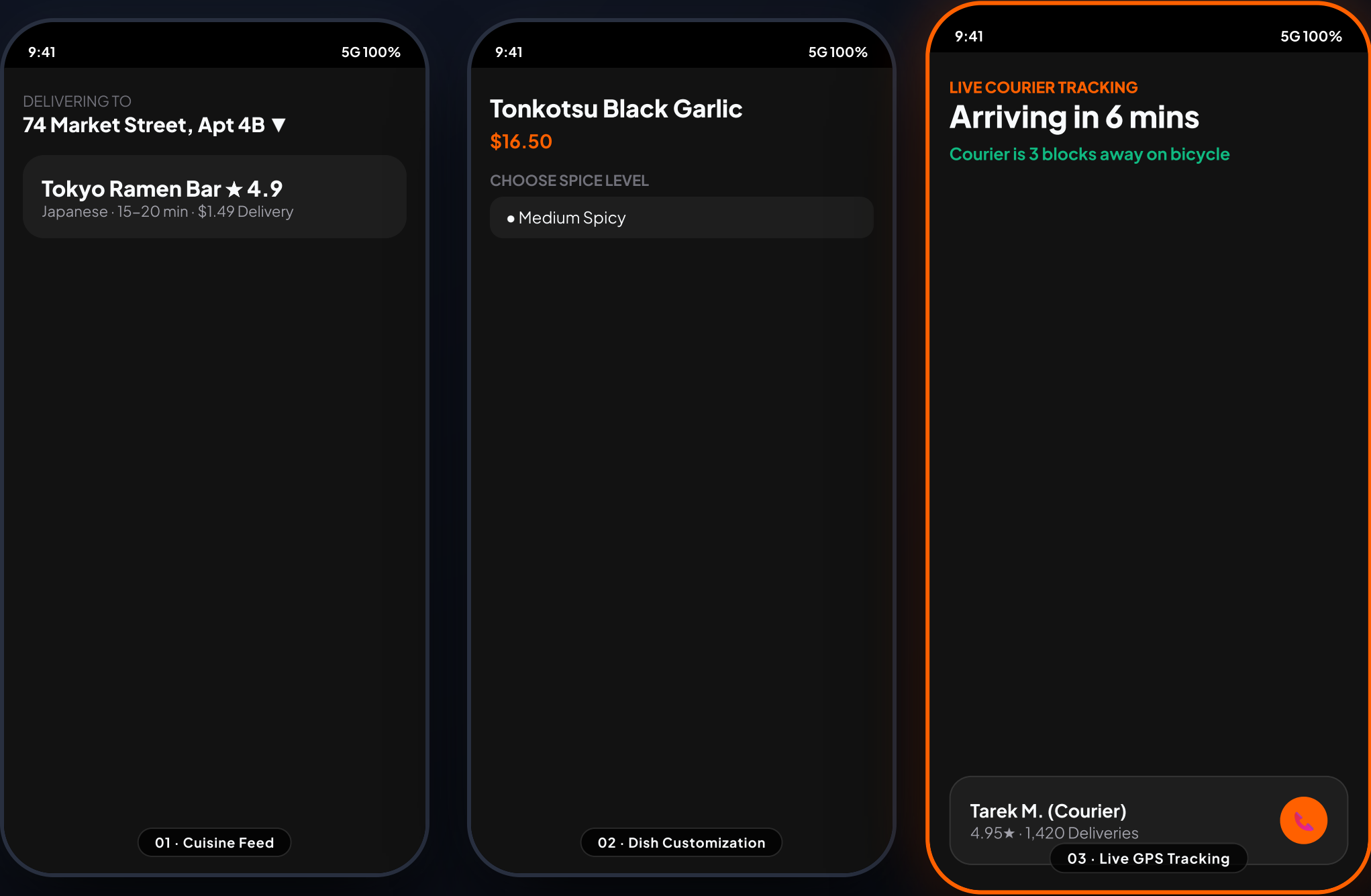
💡 UX PROBLEM & OPPORTUNITY

Vague ETA estimates like "Arriving in 30–50 mins" frustrate hungry diners. CraveDrop breaks order fulfillment into transparent visual milestones backed by live GPS courier tracking.

🔧 CORE UX DECISIONS

- **Real-Time Vector Map:** Displays live bicycle courier movement with down-to-the-minute ETA.
- **Modular Add-On Builders:** Radio groups and allergy warning chips prevent order mistakes.
- **One-Tap Reorder History:** Re-orders favorite meals in less than 5 seconds from the home screen.

TOKENS:    Electric Orange / Leaf Green / Charcoal



MINDFULNESS & HABITS · HEADSPACE-CALIBER

MindFlow — Compassionate Habit Architecture

Designed around cognitive psychology and non-punitive consistency. Eliminates broken-streak guilt with forgiving habit loops, interactive mood check-ins, and multi-track spatial soundscapes.

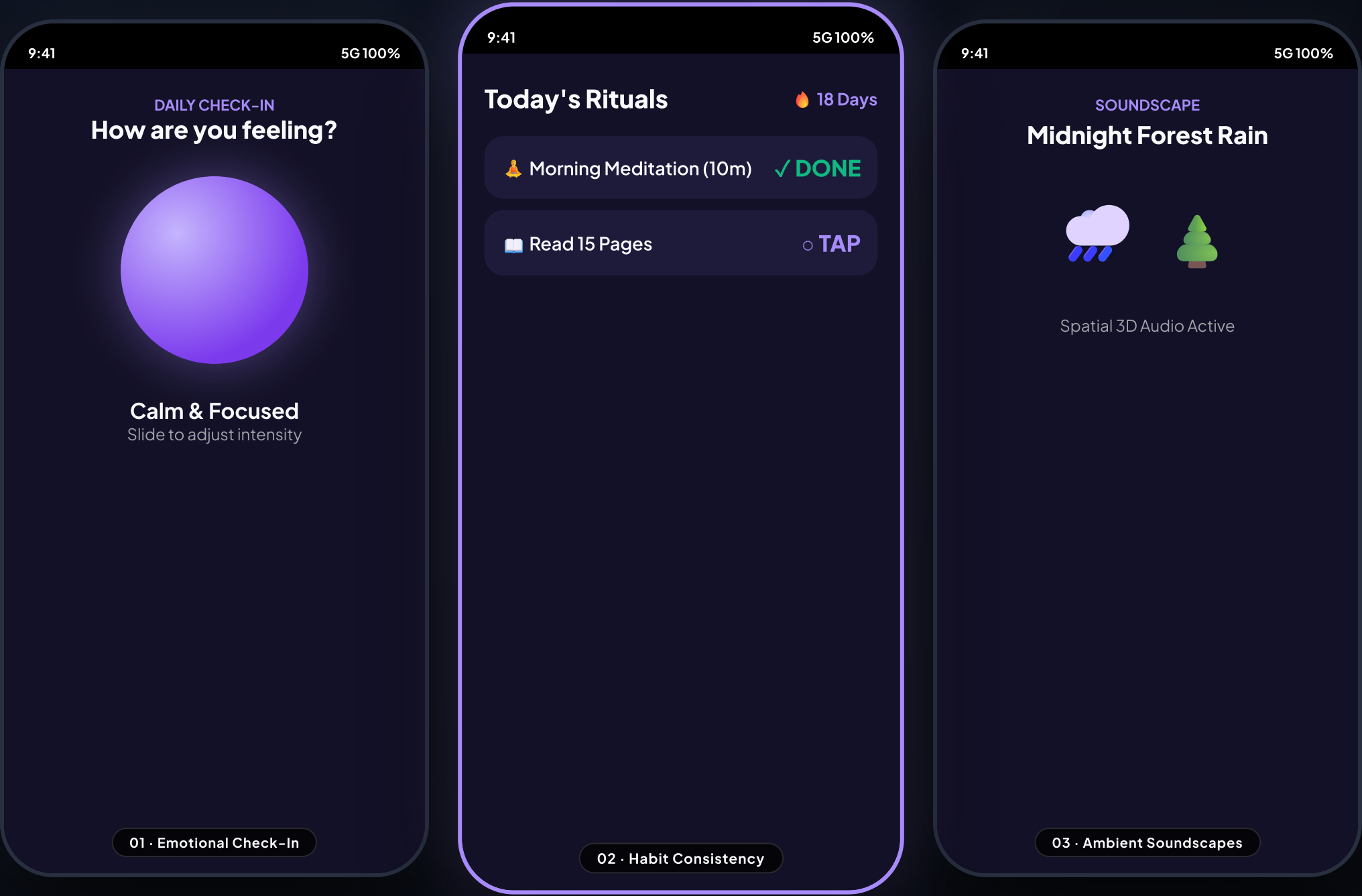
💡 UX PROBLEM & OPPORTUNITY

Habit trackers that reset to zero when a user misses a single day cause guilt and app abandonment. MindFlow implements a "grace day" recovery loop that prioritizes long-term psychological resilience over rigid perfection.

🎯 CORE UX DECISIONS

- **Interactive Mood Sphere:** Tactile orb that shifts warmth and color with the user's emotional state.
- **Forgiving Streak Trees:** Visual growth metaphor where missed days simply pause growth rather than killing the plant.
- **Multi-Track Audio Mixer:** Allows blending rain, forest birds, and lo-fi beats with custom volume sliders.

TOKENS:     Lavender / Teal / Deep Night



SCALABILITY & DESIGN TOKENS

ENTERPRISE-GRADE MOBILE COMPONENT ARCHITECTURE

Built strictly on an 8pt spatial grid, fluid typography scales, and WCAG 2.1 AAA accessible color tokens for rapid cross-platform synchronization between Figma, iOS (SwiftUI), and Android (Jetpack Compose).

TYPOGRAPHY HIERARCHY

Display Large · 32pt

Title Medium · 20pt

Body Regular · 15pt / 1.5 Line-Height

Caption & Overline · 11pt / 1.5x Tracking

COLOR TOKENS & CONTRAST

Primary Brand (#38BDF8)

Surface Dark (#0B0E17)

Semantic Error (#EF4444)

Semantic Success (#10B981)

AAA 7.2:1

AAA 16.4:1

AAA 5.8:1

AAA 6.1:1

SPATIAL GRID & ELEVATIONS

• **8pt System:** 8px · 16px · 24px · 32px · 48px

• **Border Radii:** Micro (8px), Card (16px), Sheet (28px)

• **Touch Targets:** Minimum 48 × 48 px for zero mis-taps

• **Elevation Shadows:** Multi-layer ambient occlusion

AVAILABLE FOR LEAD PRODUCT ROLES

Let’s Build Category-Defining Digital Products.

With deep enterprise roots across **AON** (corporate communications & brand systems), **Cognizant / Google Vendor Office** (data visualization & executive analytics), and **Xiaomi** (creative direction), I design mobile applications that marry exquisite visual craftsmanship with measurable commercial growth.

📍 Istanbul, Türkiye (Remote / Hybrid)

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SOFTWARE & TECHNICAL STACK

UI / UX & Prototyping
Figma (Variables, Auto-Layout, Components), ProtoPie, Principle, Adobe XD

Visual & Motion Design
Adobe Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Midjourney / Firefly

Design Engineering & Front-End
HTML5, CSS3, Tailwind CSS, JavaScript (ES6+), React, WebGL / Three.js, GitHub

Live Digital Profiles
[portfolio.zfryrgnci.workers.dev](#) · [behance.net/zfryrgnci](#) · [github.com/zfryrgnci](#)