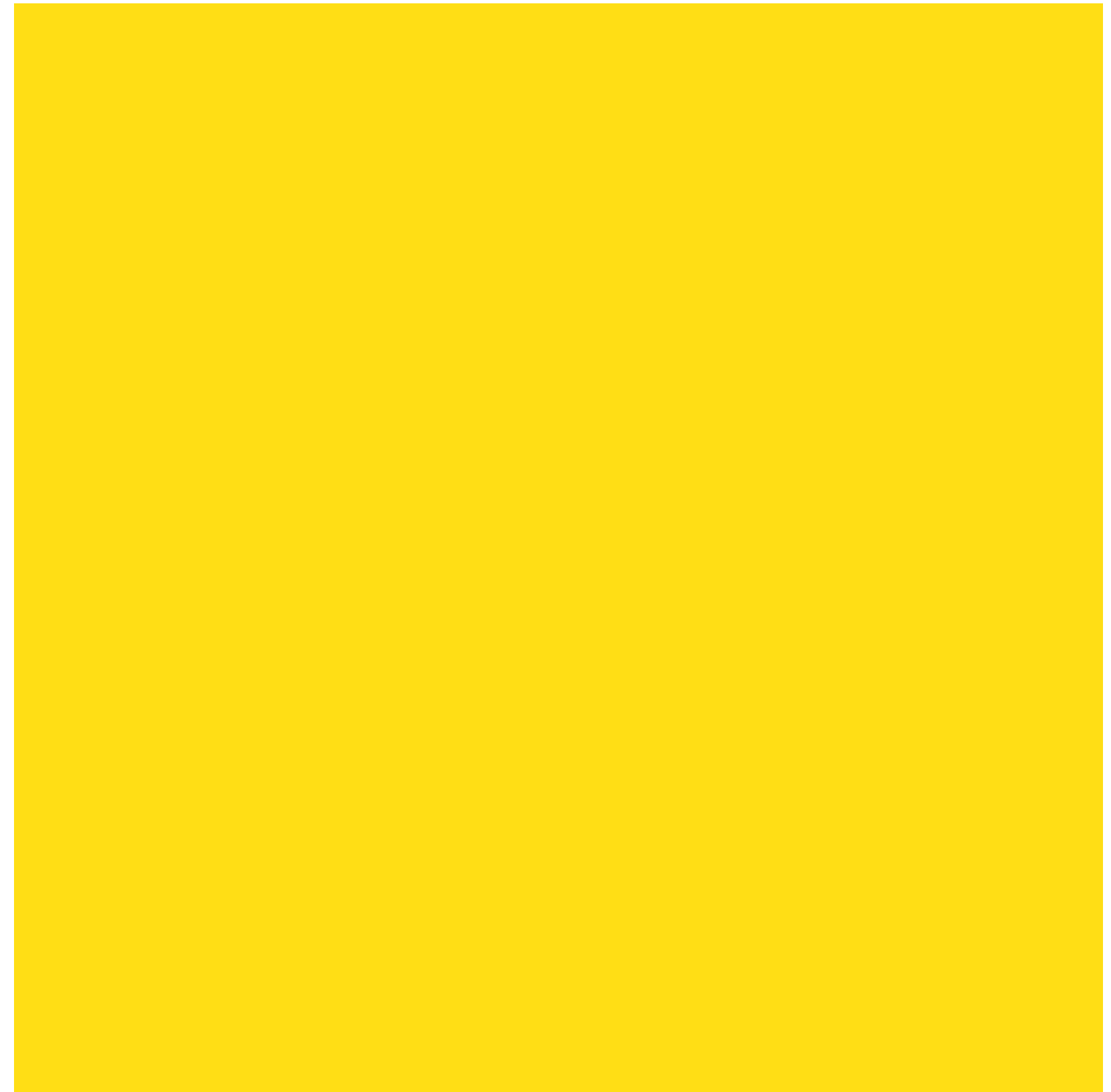


Design Portfolio

Ali Noorani

This portfolio is for viewing only.

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About me



Hi,
My name is Ali Noorani.

I am a UX Designer with a MULTIDISCIPLINARY background in graphic design, television and journalism.

I am a great storyteller.

Here is my design portfolio in 3 parts. Plus more!



LINKEDIN

<https://www.linkedin.com/in/ali-noorani-a5b28845/>



WEBSITE

noorani.work



EMAIL

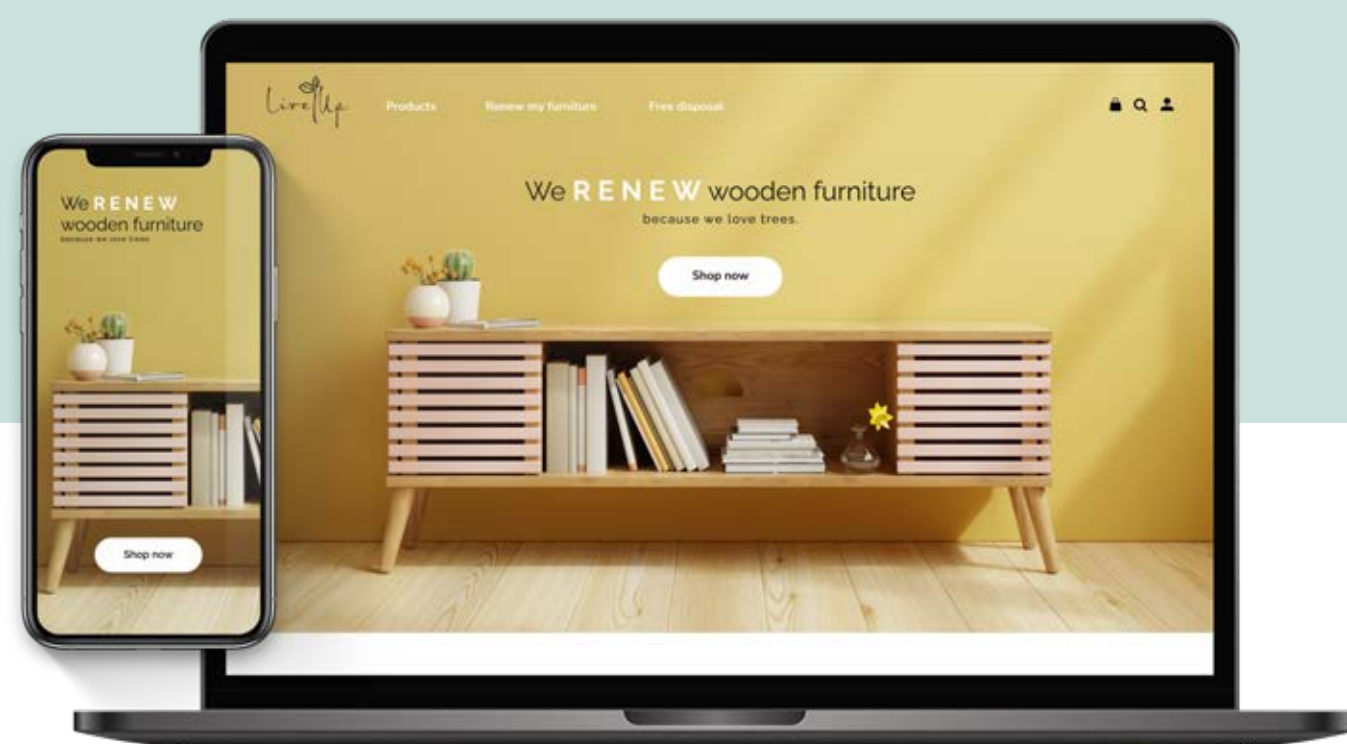
noorani.ali@gmail.com



MOBILE

[+81\(0\)70-4544-2444](tel:+8107045442444)

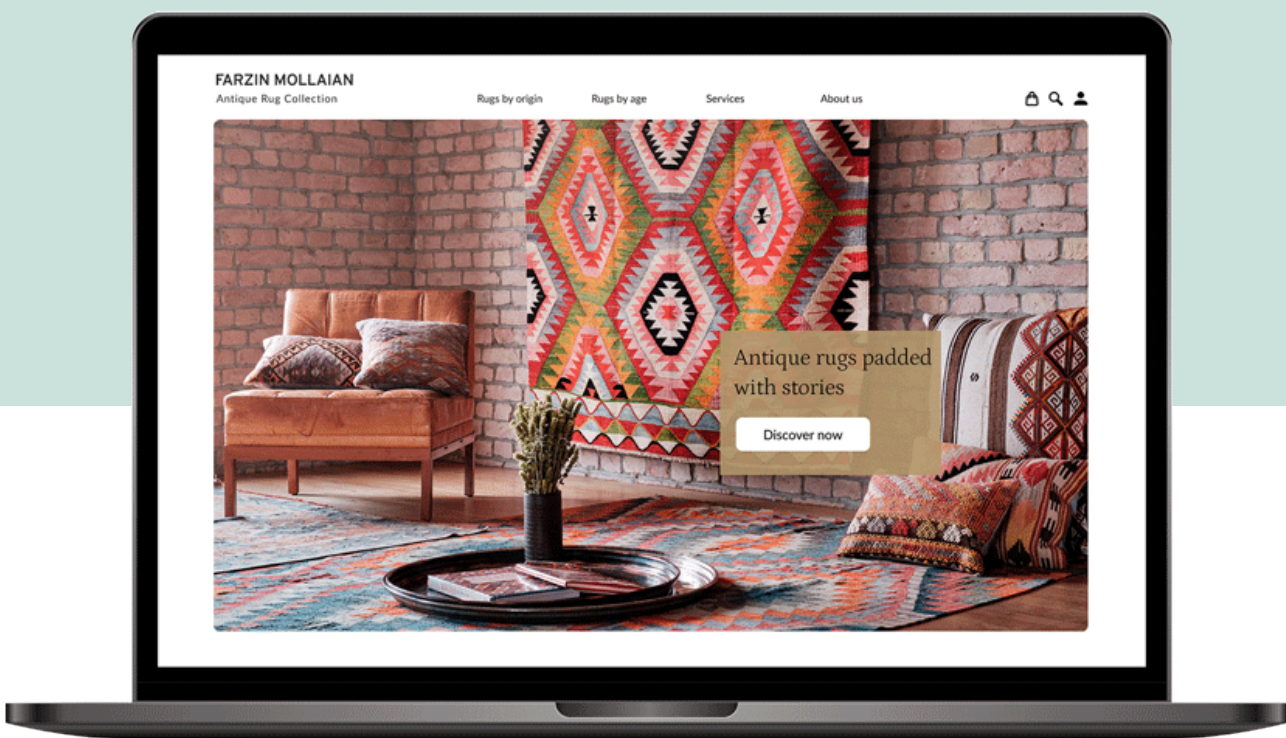
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**Wooden furniture
renewal website**

WEB DESIGN

Page 5



**Antique rugs online
store website**

WEBSITE RE-DESIGN

Page 28



**Crowdfunding Logo
& Stationery set**

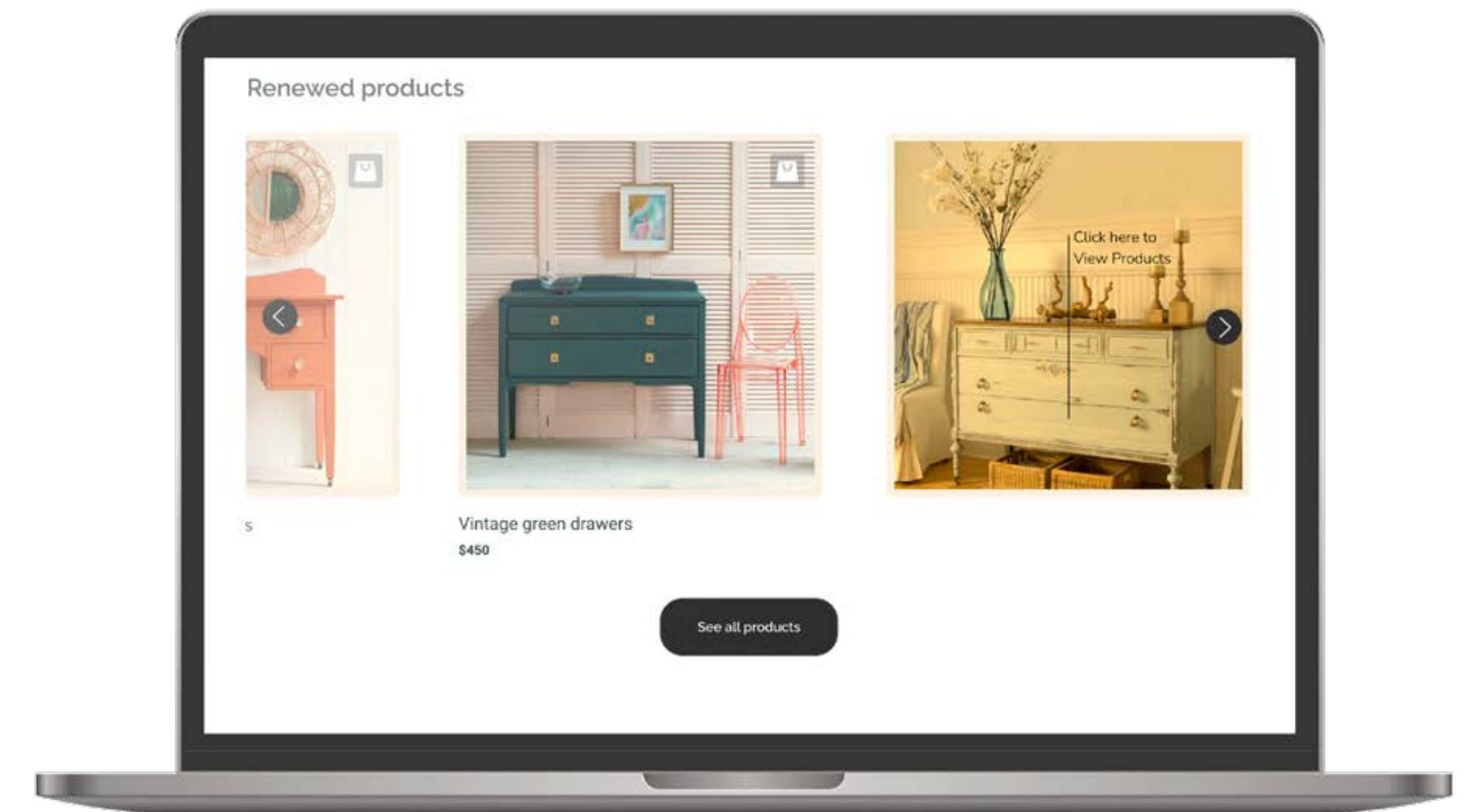
BRANDING

Page 53

The first two samples are class projects completed during my UX design courses. The third is a logo and branding proposal which was short-listed for the final stage in a design competition.

Project 1: Live Up

A case study of
Furniture Renewal
service



Project Overview

To put what I learned from my UX/UI courses into action I designed an e-commerce website with two of my classmates. Our interest in SUSTAINABLE BUSINESSES AND CARE FOR NATURE led us to create “Live Up”.



Key deliverables

Business goals
User journey
UI kit and branding
High-fidelity prototype

My Role

I was the UX/UI designer and was involved in every step from ideation to prototyping.
I also designed the LOGO for this brand.

Product

Website (Mobile and desktop versions)

Team

3 people

Duration

5 weeks

Tools

Figma, Photoshop, Illustrator, Maze, Miro,
Google Forms

What is LiveUp?

Why should we renew wooden furniture?

“Live Up” is a carpentry workshop that renews old wooden furniture according to the customer’s specification and recycles usable wood wastes into new furniture.

Live Up cares about extending the lifespan of the wood rather than its commercial and consumerist lifespan.



Why Renew?

- Wood products reach their actual lifespan
- Reduces the need to cut down trees
- Old pieces with valuable stories can be maintained and reused with a fresh look.

Objectives

Encouraging users to buy sustainable products by showing how UNIQUE AND USABLE renewed products can be.

Introducing our new service, renewing client's old wooden furniture, in a way that MOTIVATES USERS TO TRY IT.

Providing a HASSLE-FREE PURCHASING experience

Design goal

[To create an Empathetic and unique design.]



Kickoff

We started by asking the stakeholders some initial key questions.



Who?

- 1- Who will the users be?
 - People who have old furniture pieces with sentimental values and want to maintain them.
 - People who want to buy new furniture while protecting environment.
- 2- Culture
 - Those who care about environment
 - Those who prefer unique items with stories rather than mass produced pieces.

Where?

A small workshop in Europe.

When?

- When they need their furniture be renewed
- When they want to buy a renewed unique item

What?

- 1- What products should be sold on the website?
 - Renewed furniture.
- 2- What services would the website provide?
 - Renewing people's old wooden furniture.
 - Free pick-up service for wooden items that can be salvaged.
 - Selling renewed furniture sourced from various paths

Why?

Why would people renew their worn-out furniture?

- Increase the lifespan of their furniture .
- Reduce costs.
- Keep using an item with sentimental value.
- Contribute to saving trees.



User research

We began by designing a survey asking over 60 people to answer a few key questions.



User Pain Points

- Difficult to trust quality of upcycled furniture in online shopping
- History/story of the furniture unclear
- Having the option to choose between a collection of renewed products
- Not good return policy
- Concerns for expensive shipping

Probable Solutions

- Build positive energy by the experience of past users
- Create a good experience in shopping for renewed furniture
- Show the variety of our products in a pleasant way
- Increase sales by highlighting features like free shipping and return policy
- Share the details of furniture's history

Survey Results

To better understand customer needs, we conducted a survey. A group of 63 people responded most of whom were women. Around 80% of respondents were between the age of 20 and 39 and some 65 percent of them were married.

Gem 1 People care

Through the survey, we found that the majority of respondents were environment-conscious and did think about reducing their impact on earth when shopping. That was good news!

Gem 3 People want it

The majority of respondents said they may consider using a service to turn their old furniture into something more stylish and practical.

Gem 2 Old furniture

Most of them do have a piece of furniture with sentimental value in their family that needs renewal, and more interestingly, most of them think about having them renewed.

Gem 4 Disposal

Additionally, we found that the majority of people do not use bulk waste disposal services, meaning that there is an opportunity for us to pick up their unwanted wooden furniture and use it as material for renewed products. This would take the burden of disposal off their shoulders and provide a steady source of used wood for the workshop.

Competitive Analysis

Searching and asking around for websites offering renewed products or furniture renewal service, I realized that there weren't many websites focusing on this area. There are a few websites in the upcycling business and some of them are focused on selling DIY tools.

The competitive analysis helped us identify key features offered by the competition.

	<div> Paint Supplies • Upcycled Furniture • Local Artisan Products www.tutco.co.uk/ Small shop in UK owned by an interior designer</div>	<div> THE UPCYCLE COMPANY www.theupcyclecompany.co.uk/ Company with three designers in UK</div>	<div>Attic.furniture.qld www.atticfurnitureqld.com/ Small shop in Australia</div>	<div> www.Upcycle.berlin.com Workshop in Berlin</div>
Products	<ul style="list-style-type: none">Repurposed furnitureFurniture Paint and accessoriesRecycled gift wrap and cards	<ul style="list-style-type: none">Chalk paint and accessoriesVery few Upcycled Furniture	Eco furniture upcycling	<ul style="list-style-type: none">TableShelvesBeside tablesBeds
Services	<ul style="list-style-type: none">Furniture restylingLighting products upcyclingWorkshops	Free consultation	Accepting commissions	X
Online Shop	Yes	Yes	Yes	Yes
Gallery	Yes	X	Yes	Yes
Product page	Yes	Yes	Yes	X
Product gallery	Yes	Yes	Yes	Yes
Blog	Yes	Yes	X	X
Free delivery	Yes (Inside mainland UK)	X	X	X
Testimonials	Yes	X	X	Yes
Getting a Quote	<ul style="list-style-type: none">Phone numberSimple contact form	<ul style="list-style-type: none">Detailed form with photo upload featureColor choice based on provided guide	Contact form or Instagram	X
Free disposal/ pick up	X	X	X	X

Major takeaways

The only competitor in Europe was in Berlin and the others were in UK or Australia.

Upcycle.berlin seems the most comprehensive competitor.

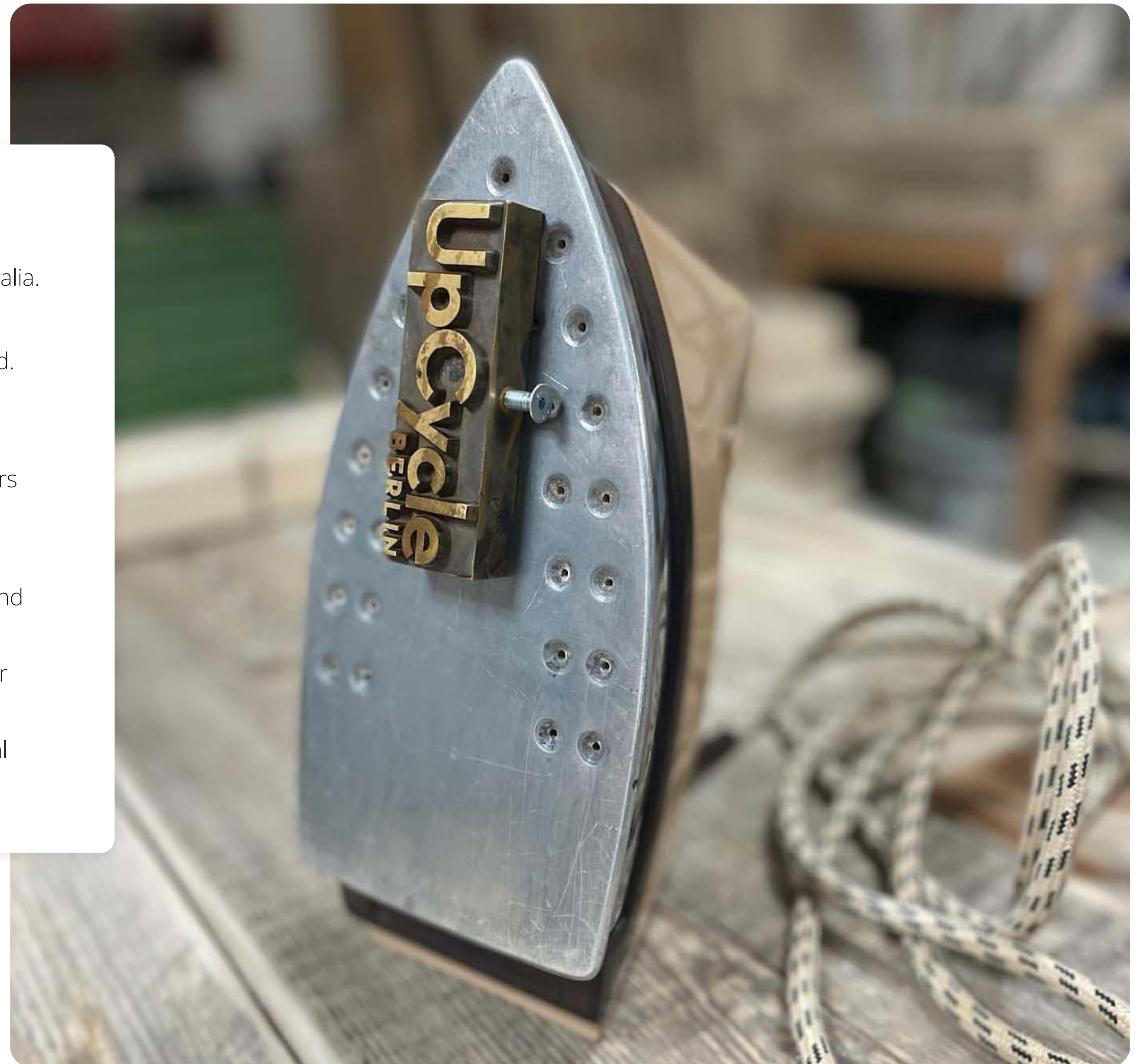
- It nicely emphasizes its business values by a counter of how many trees saved.
- They have useful information about process with photos and gifs dispelling many concerns.
- They show the eco-friendly nature of their company by emphasizing lumbers sourced from construction companies.
- They also have a virtual tour of workshop. Nice to have.

Atelier Tutco offers beautiful photos of the renewal process that feel friendly and professional.

The Upcycled Company has a detailed quote page where users can input their desired colors and design.

Attic Furniture takes lovely photographs of her pastel-colored works in minimal sunlit settings.

IMAGE COURTESY OF UPCYCLE.BERLIN





DEFINE

Value Proposition

Live Up. One tree, many stories.

We make old and valuable wooden furniture prettier and more usable.

We take into account the actual lifetime of a product and believe that wood waste can be greatly minimized by upcycling woodcrafts and furniture into different usable products with new looks. We care about the story behind every piece and we think they are mostly worth maintaining.

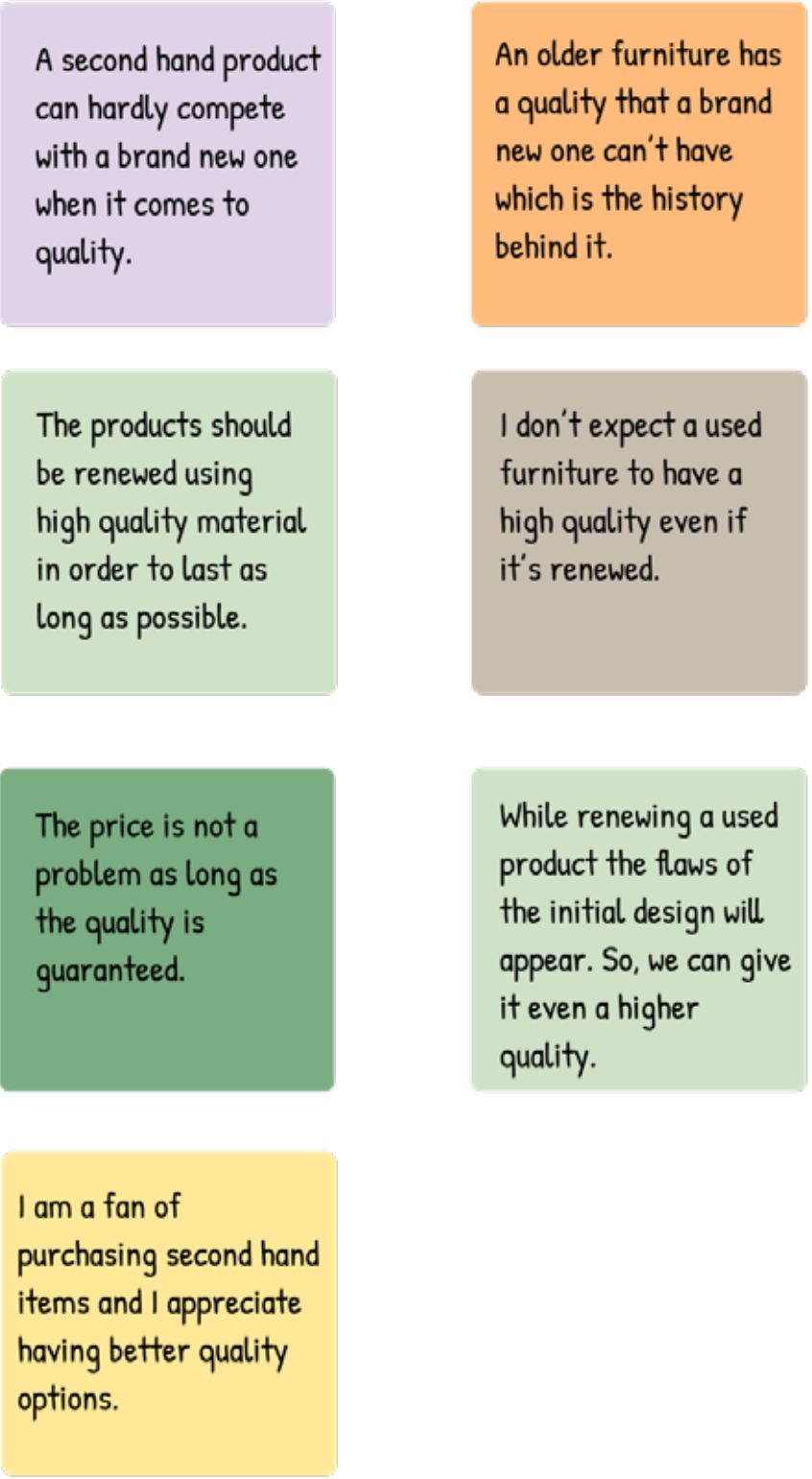
Affinity Diagram

We interviewed five respondents who were ready to talk more about their opinions and came up with an affinity diagram to lead our design process.

Price



Product quality



Delivery



Persona

The persona was chosen based on survey results and consultations with stakeholder.

**Amy
Brown**

SCHOOL TEACHER



Age:
38

Location:
Europe

Education:
Master Degree

Family:
Married

*“One tree,
many stories”*

Behaviors

- Sympathetic character
- Enjoys DIY projects
- Believes in harvesting the power of social media for good

Goals and needs

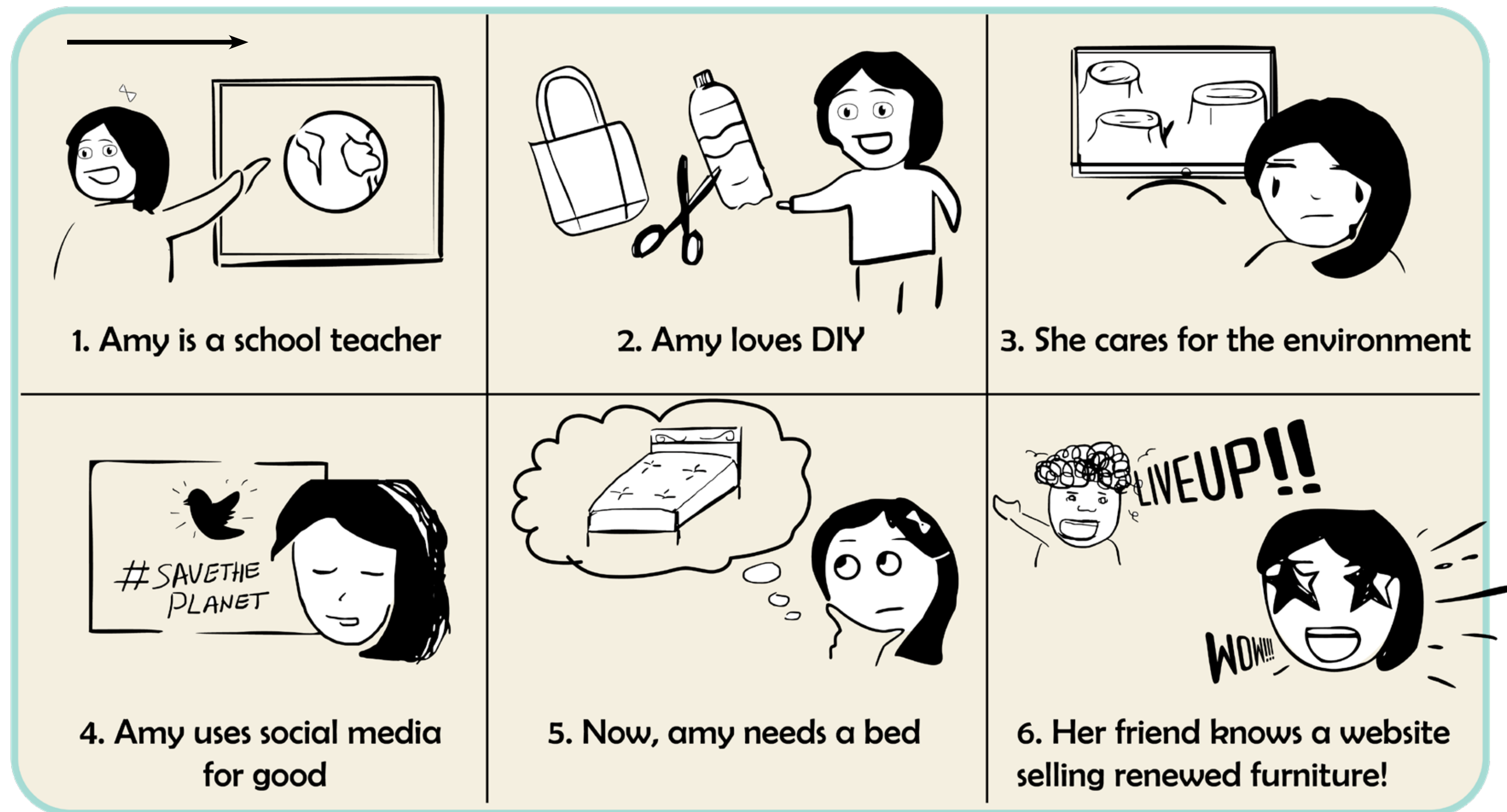
- Raise awareness about upcycling
- Contribute to a greener world
- Use her creative taste

Frustrations

- Needs a wooden furniture
- Avoids high shipping costs
- Worried about global warming

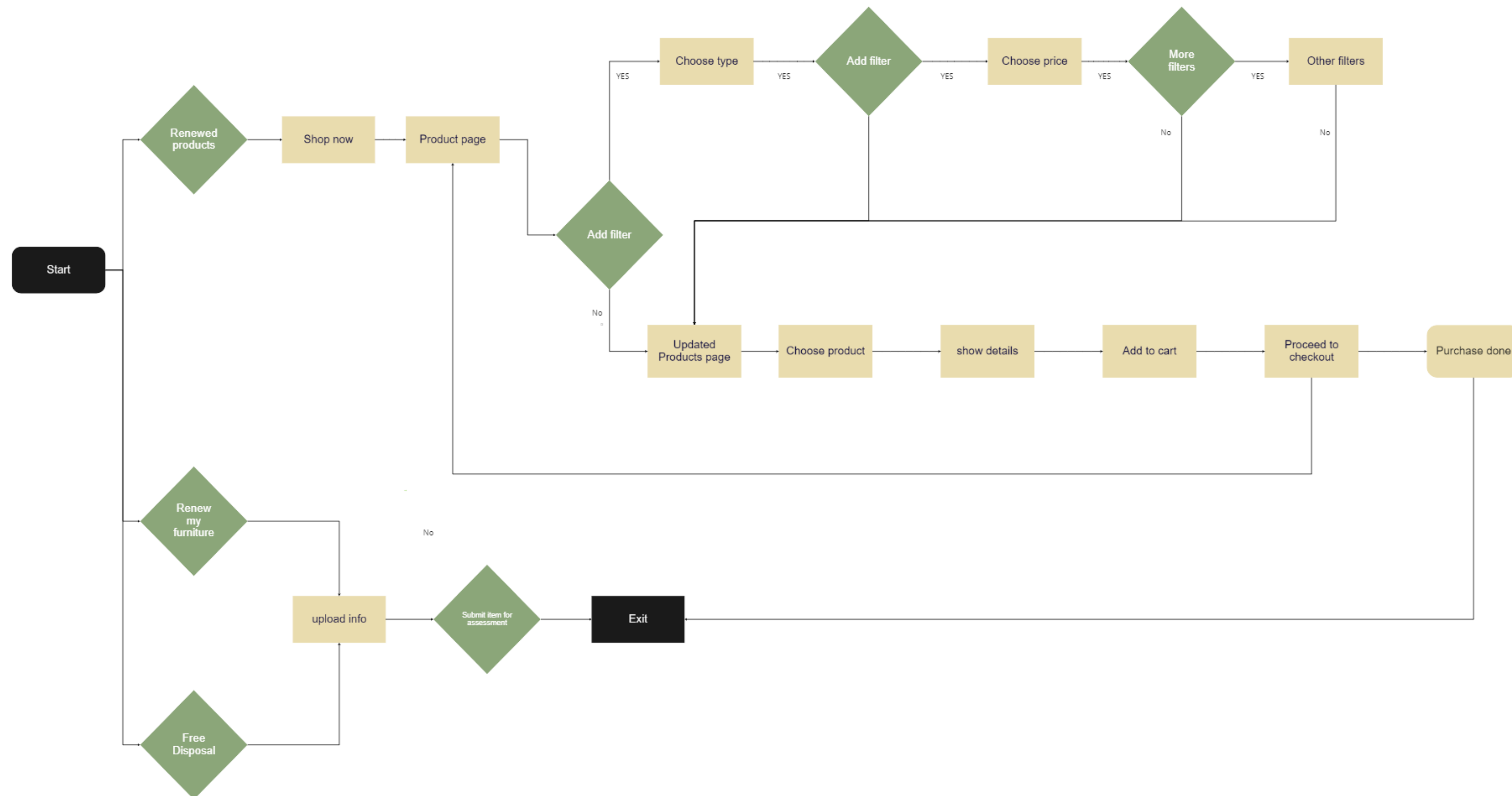
Storyboard

I scribbled these on my phone and edited them on Illustrator.
This was my first ever visual storyboard. Fun to try and convey
the context with pictures. Stories are very powerful.



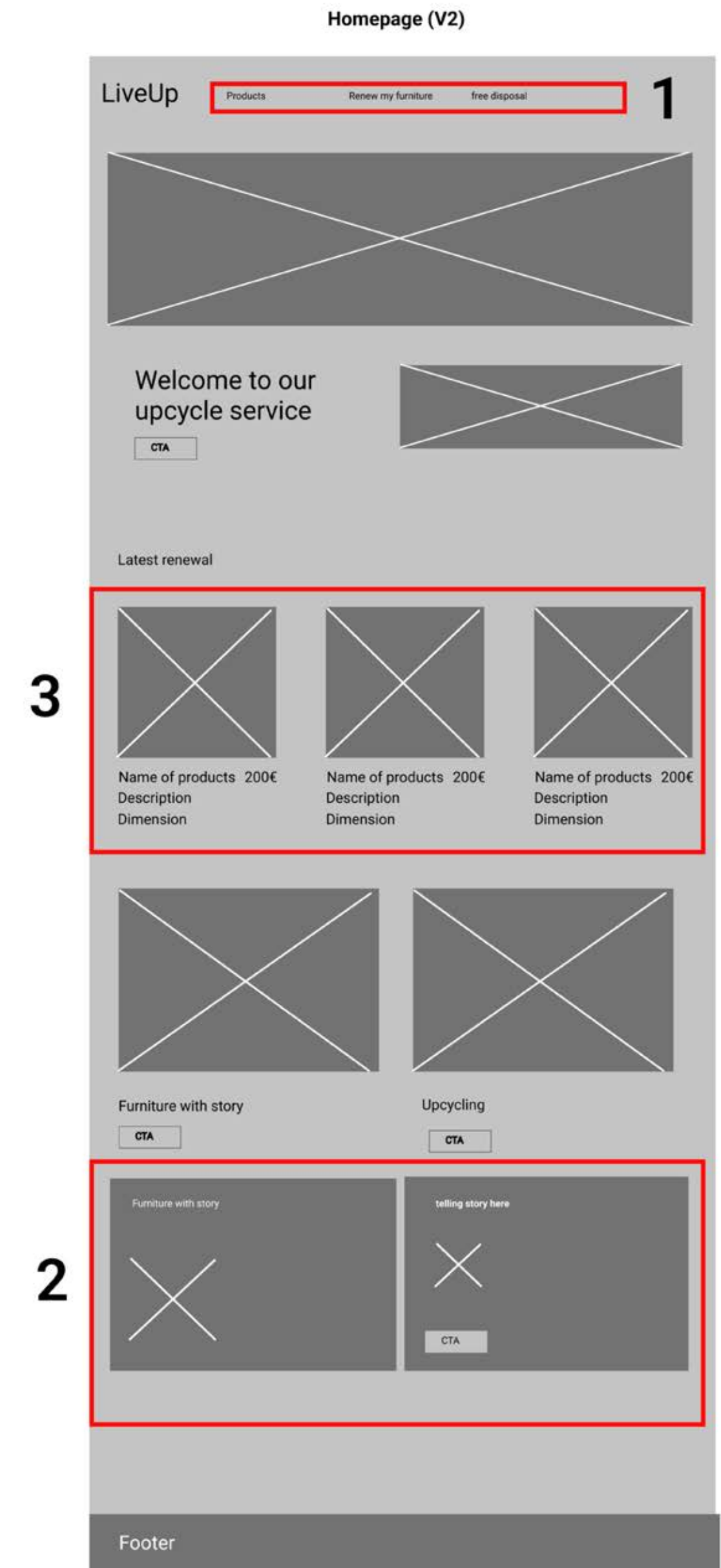
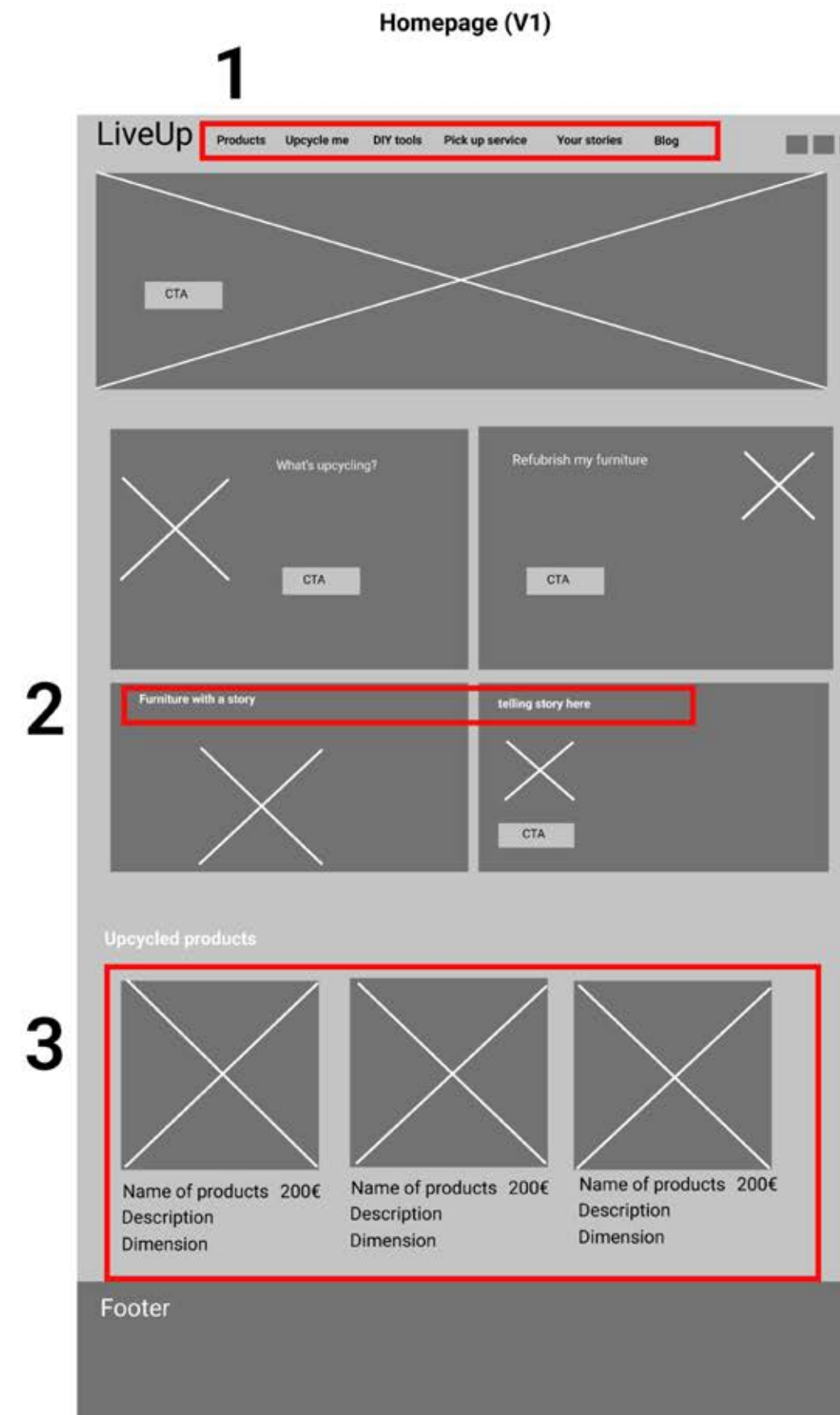
User flow

Shows a user's interaction journey from the beginning of the purchase.



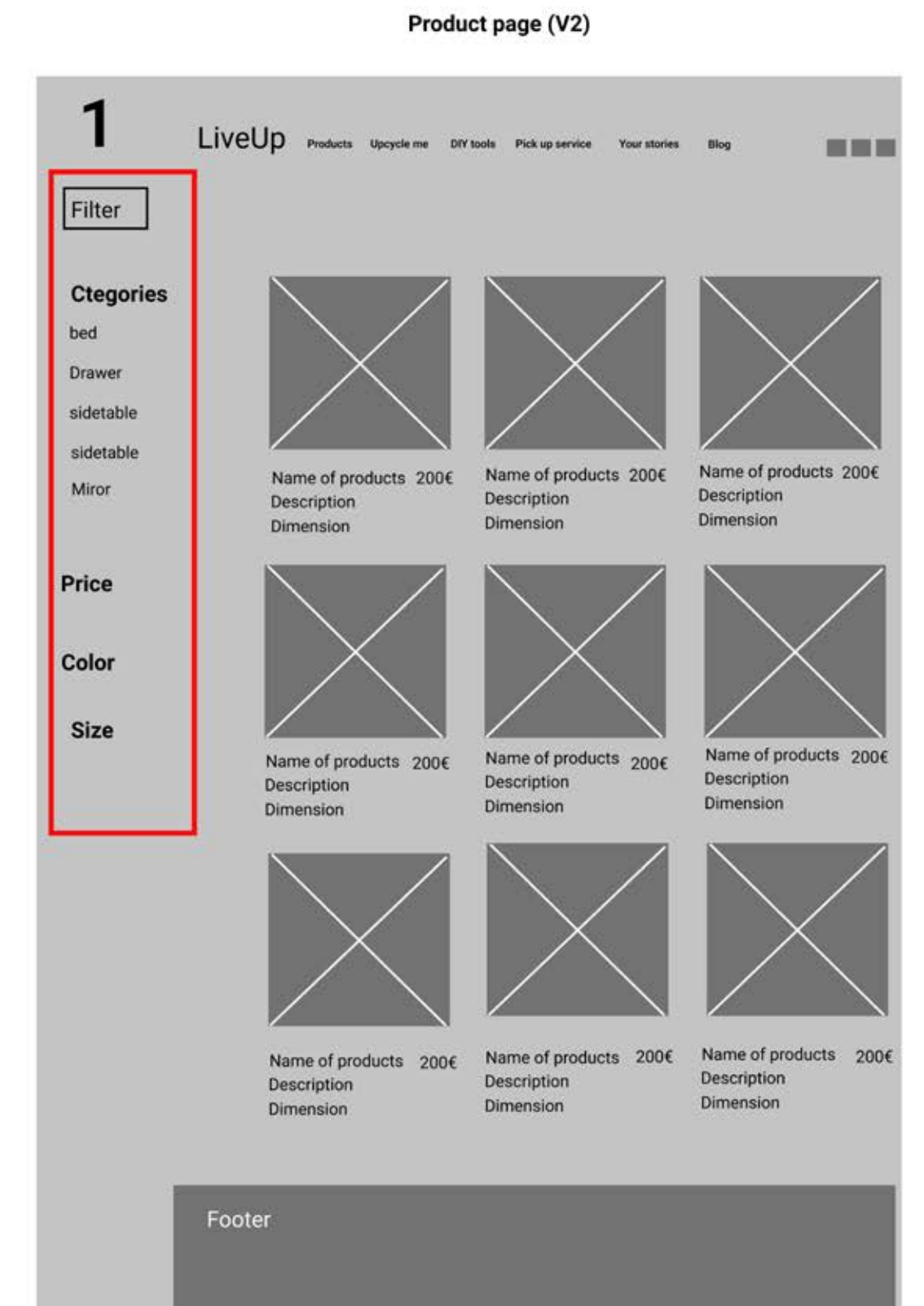
IA & usability testing

- We used card sorting for optimizing information architecture process.
- As a result of competitive analysis we realized that businesses like LiveUp have only 3 to 4 categories on their global navigation bar.
- I wanted to clarify whether fewer categories were logical to the majority of users or not.
- The four main categories and six sub-categories were given to users asking them to sort the items into these predetermined groups.
- You can see two different versions.

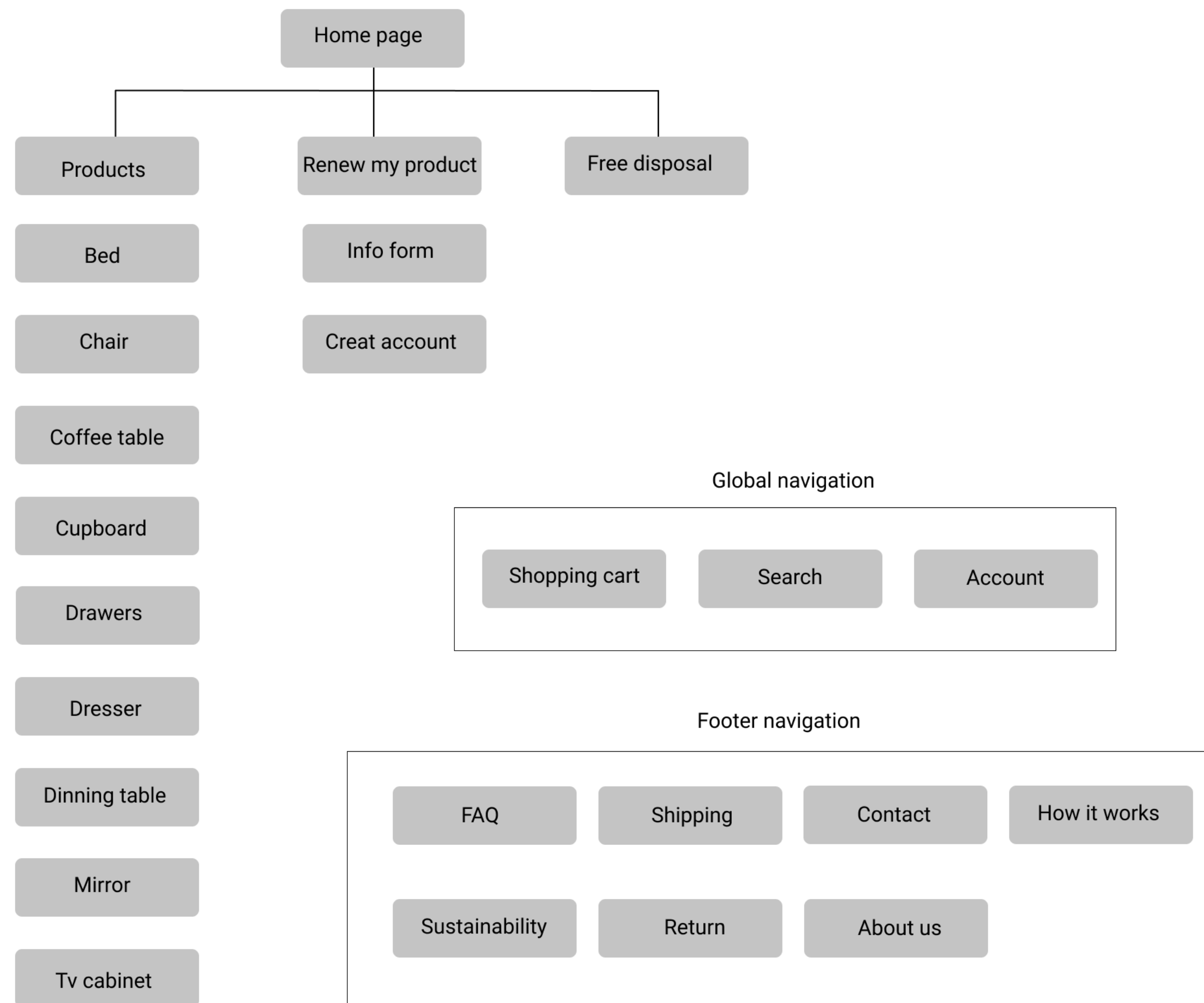


IA & usability testing

- Filter panel moved to left for better organization
- Products pictures now better accessible
- 'Type' changed to 'categories' and 'size' added



Site map



Moodboard

The mood board was used as a reference for color choice, design elements, and the overall feeling of the design.








**DEVELOP
& DELIVER**

Design System

UI Kit







Heading 1

Raleway-semi Bold-38pt

Heading 2

Raleway-Semi Bold-34pt

Heading 3

Raleway-Semi Bold-25pt

Subtitle

Raleway-medium-18pt

Body

Nunito Sans- Regular -18pt

Body 2 (strong)

Noto Sans - Semi Bold - 16pt

INPUT TITLE

Noto Sans - Regular - 12pt

Heading 1

Raleway-Regular-30pt

Heading 2

Raleway-Regular-28pt

Heading 3

Raleway-Semi Bold-22pt

Subtitle

Raleway-medium-14pt

Body large bold

Nunito Sans- Bold -17pt

Body large

Nunito Sans- Regular -17pt

Body

Nunito Sans- Regular -15pt

Body Bold

Noto Sans - Bold - 15pt

INPUT TITLE

Noto Sans - Regular - 12pt

Products

Renew my furniture

Free disposal

NEUTRAL

ACCENT

ACCENT

PRIMARY

SECONDARY

NEUTRAL

Upload photos

Free consultation

Confirm & Pay

Pick up your item

Renewal

Delivery

Primary

Secondary

Forms and Inputs

Name

Johnny

Your message

Your message (optional)

Submit

Basic Information

Name:


John


Email:

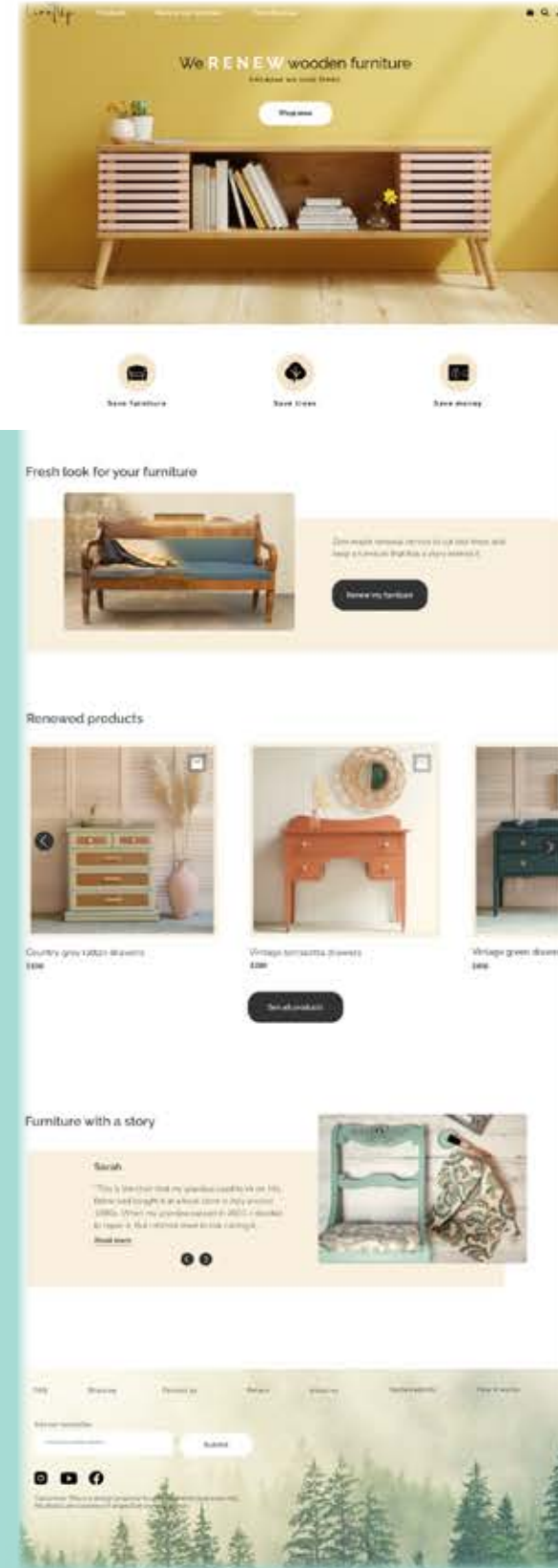
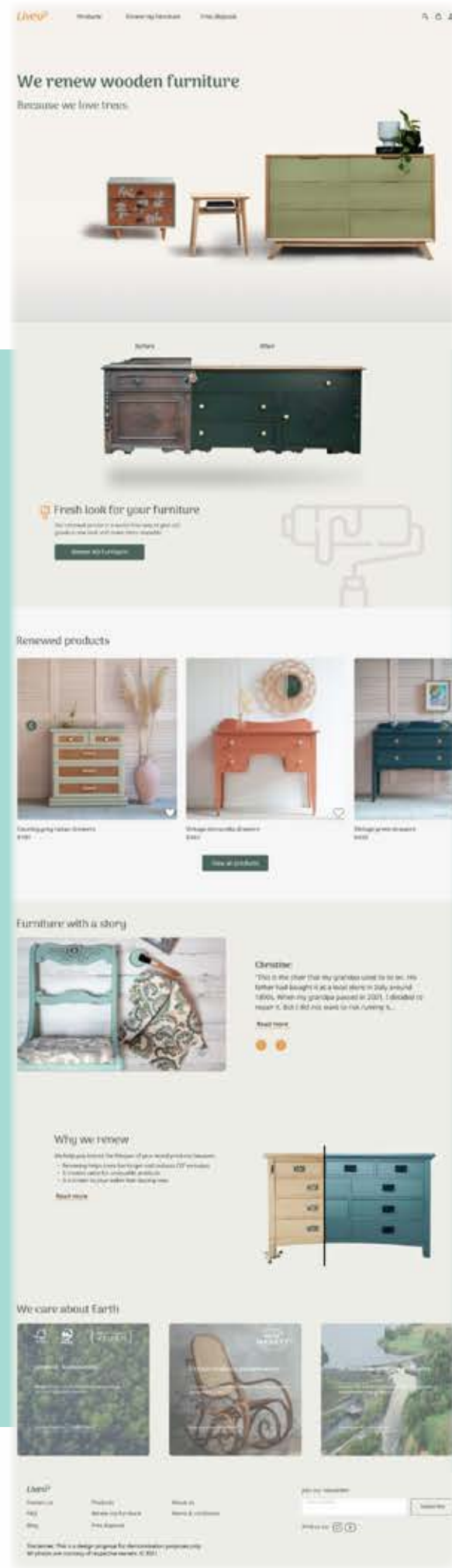
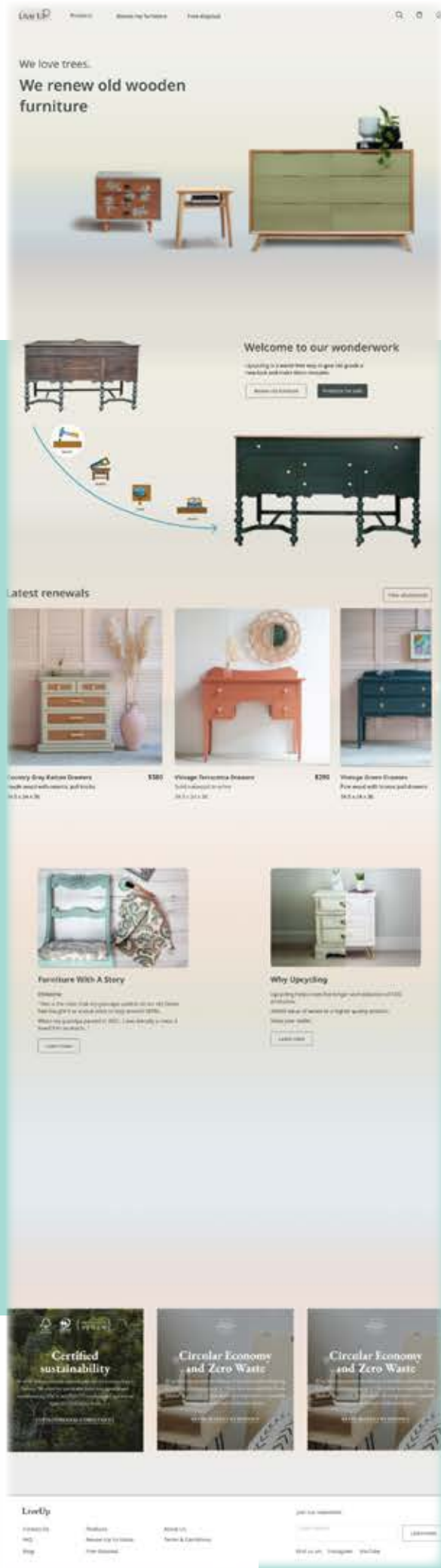
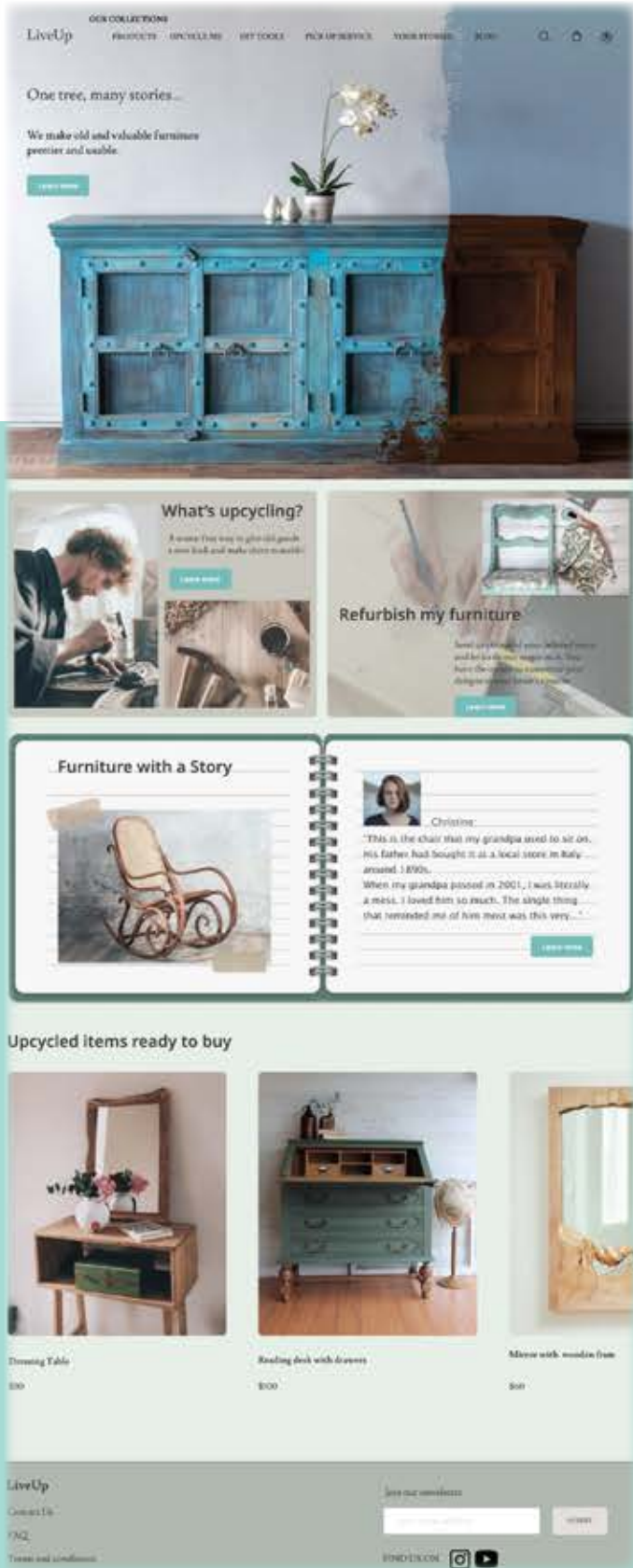
johnny@gmail.com

Password:

* must be at least 8 characters long







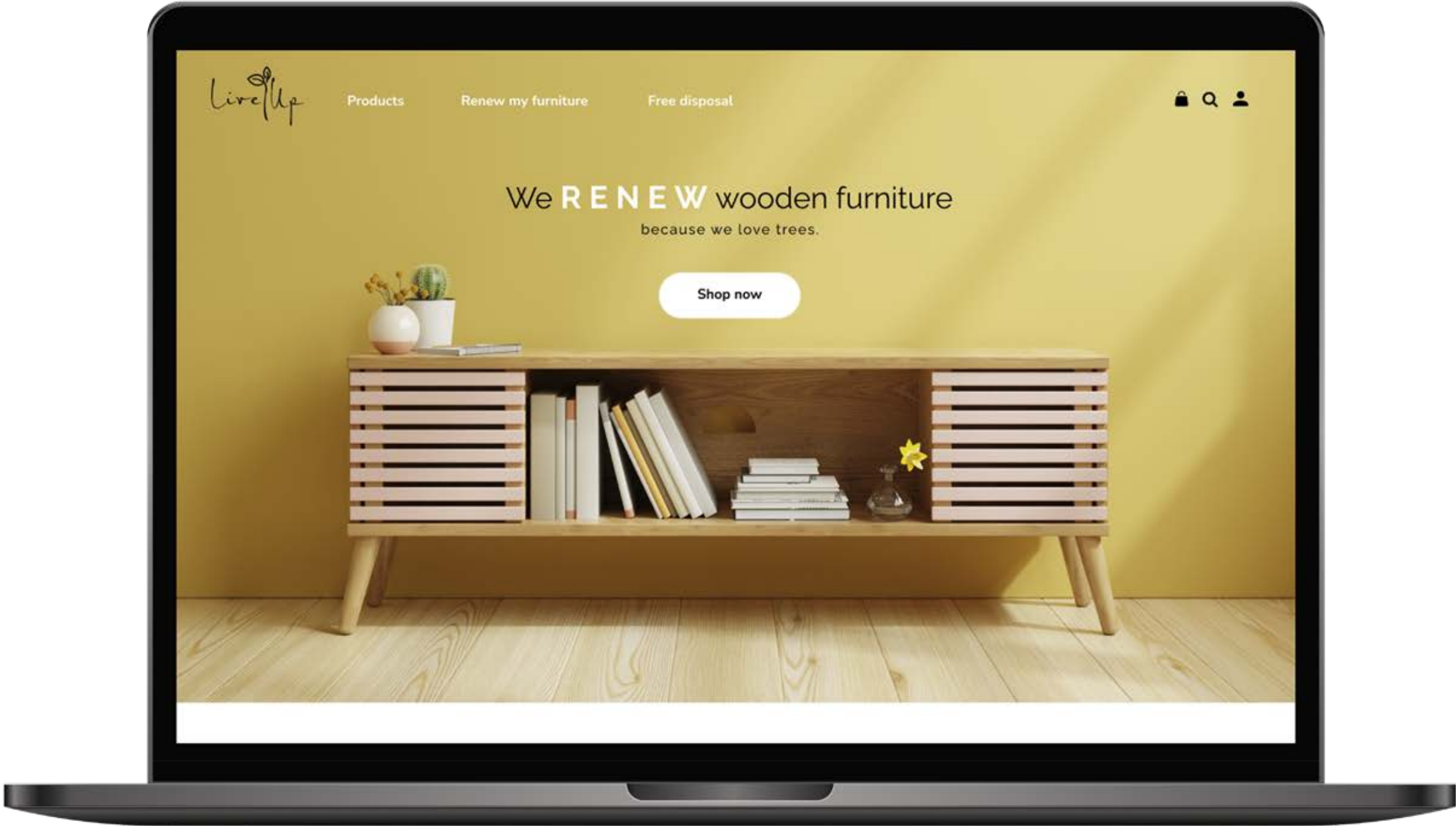
Iterations

We went through numerous iterations based on actionable feedbacks during usability tests.

* One challenge was *how* and *whether* to show a before/after picture in the hero section both to inform the user and keep the clean look.

High Fidelity Prototype

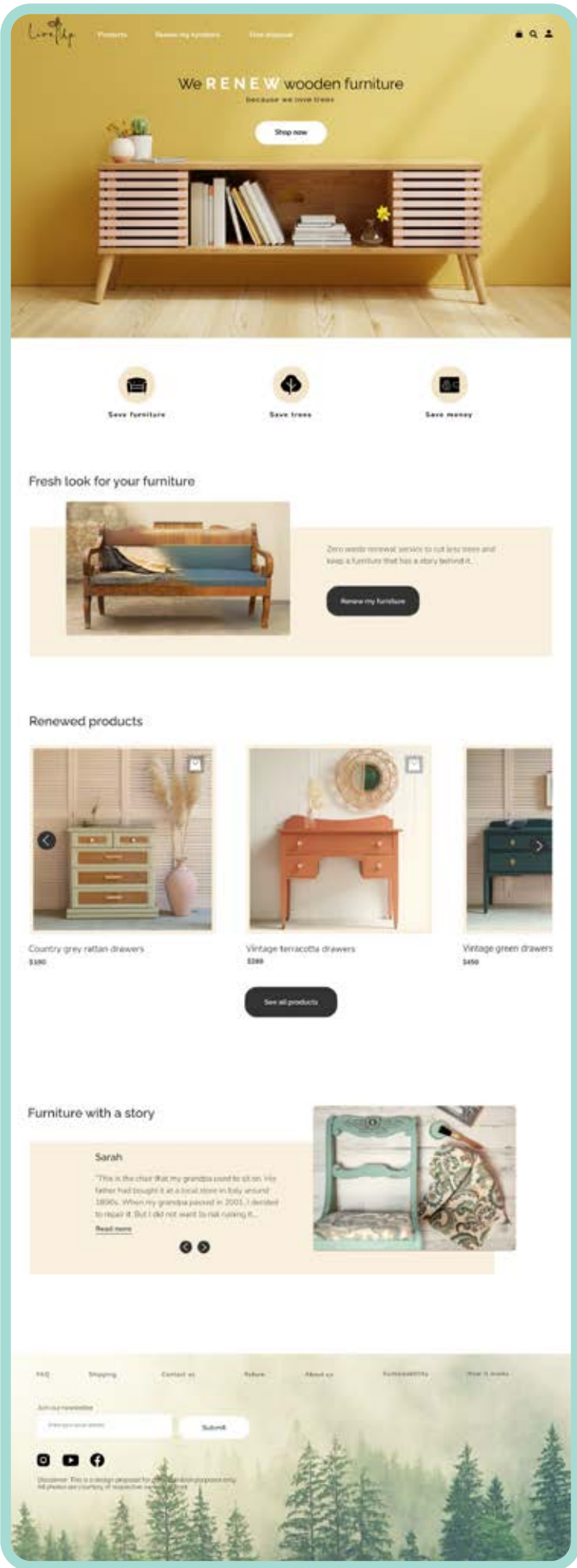
You can view the final product here.



View in Figma



View in Figma



Antique Rugs

REDESIGNED
(UNSOLICITED)

ALI NOORANI



www.mollaianrugs.com

About this project



MOLLAIAN ANTIQUE RUGS
WEBSITE

The Mollaian store:

- Offers a variety of textiles
- Sells unique handmade rugs
- Has 35 years of experience
- Operates out of 3 branches

* All photos and content are courtesy of mollaian.com website. No infringement is intended by this proposal

Project II

Details

Project Duration

100 hours in 60 days

Tools

Figma, Photoshop, Maze, Miro, Google Forms

Product

Website (desktop version)

Team

3 people

Duration

6 weeks

My Role

I was a UX/UI designer in this redesign project and was involved in every step from ideation to prototyping.

Problem Statement

The client in this unsolicited redesign project has a poorly organized and outdated website for online sales. They need to redesign their website based on better information architecture to boost the shopping experience and sales.

The process

My team utilized the double diamond concept. It was not a linear path, we bounced between stages as the project progressed.



Heuristic Evaluation

A heuristic analysis of the current website revealed several problems of varying severity.

Old design

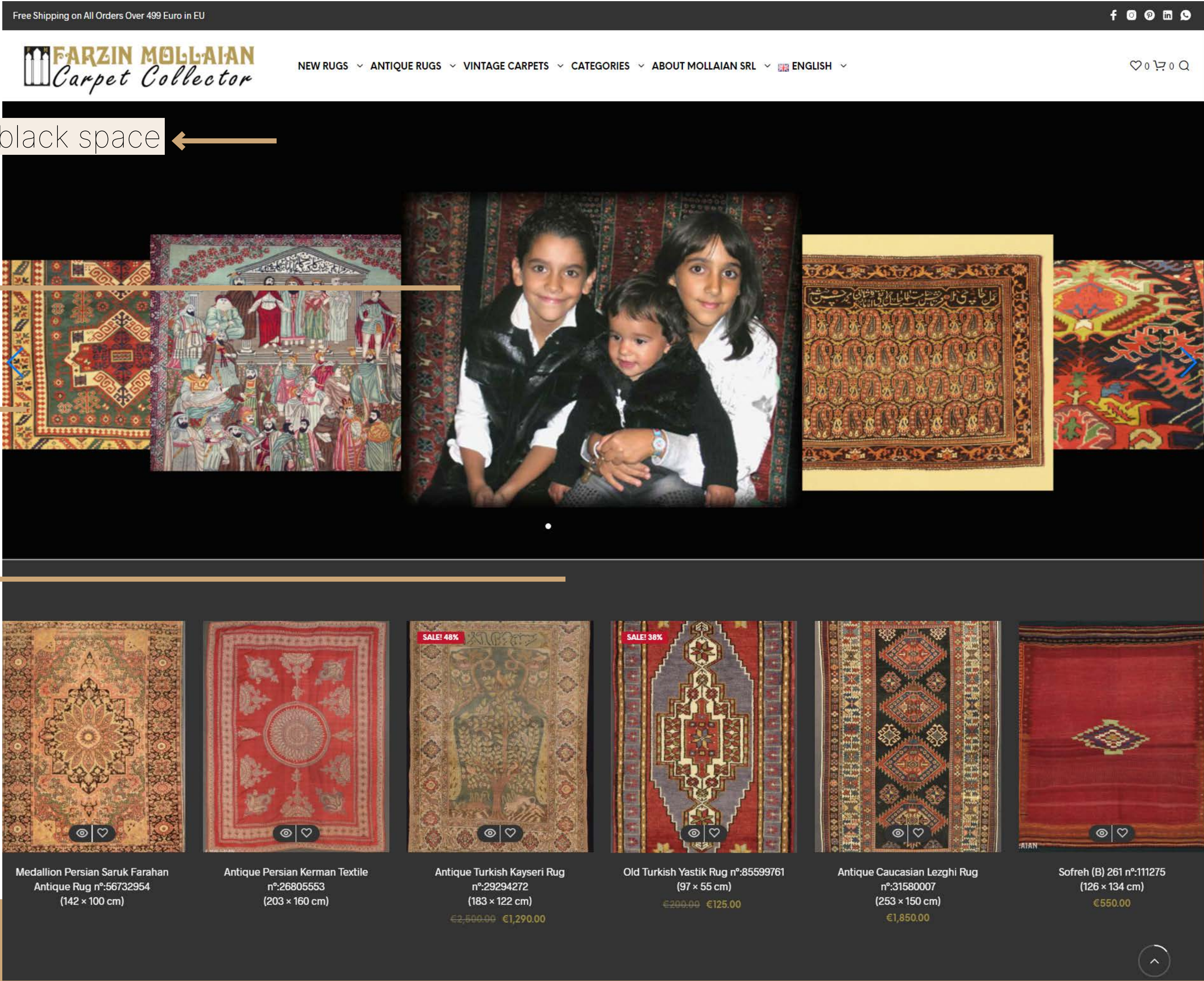
1 Aesthetic and minimalist design

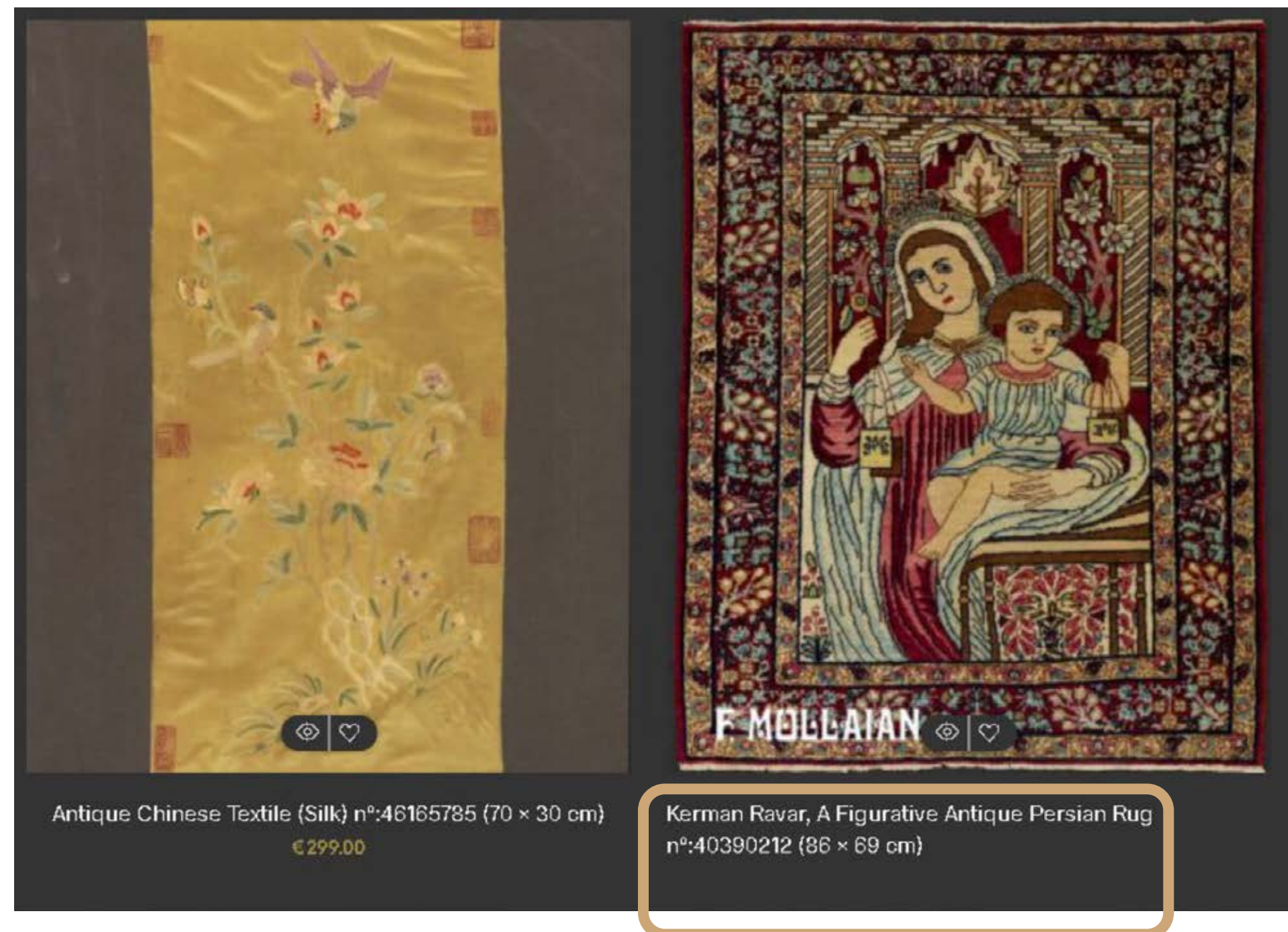
Dead black space

Old family photo as hero image?

Hero image slider only for beauty purposes

Color palette dull and unattractive





2 Visibility of system status

Out of stock products are not marked. No price is written.

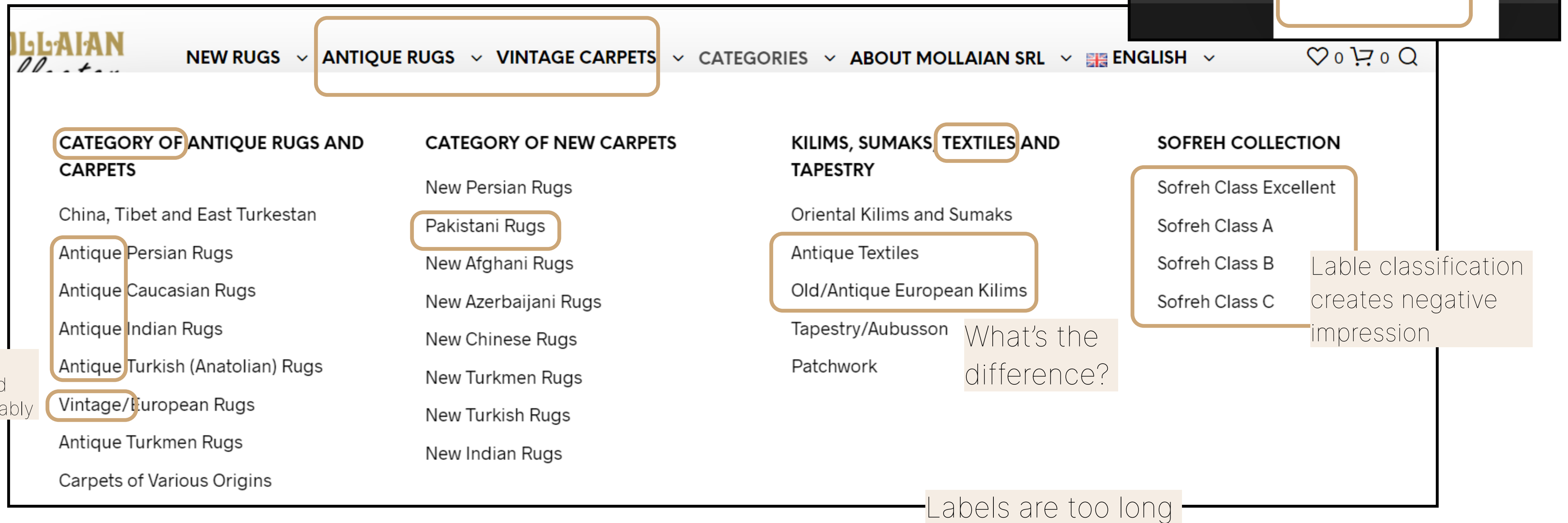
There are too many out-of-stock products listed. It feels more like a museum than a store!

3 Match between system and the real world

On the navigation bar, the sorting and labels are messy and do not make any sense. User cannot recognize the logic.

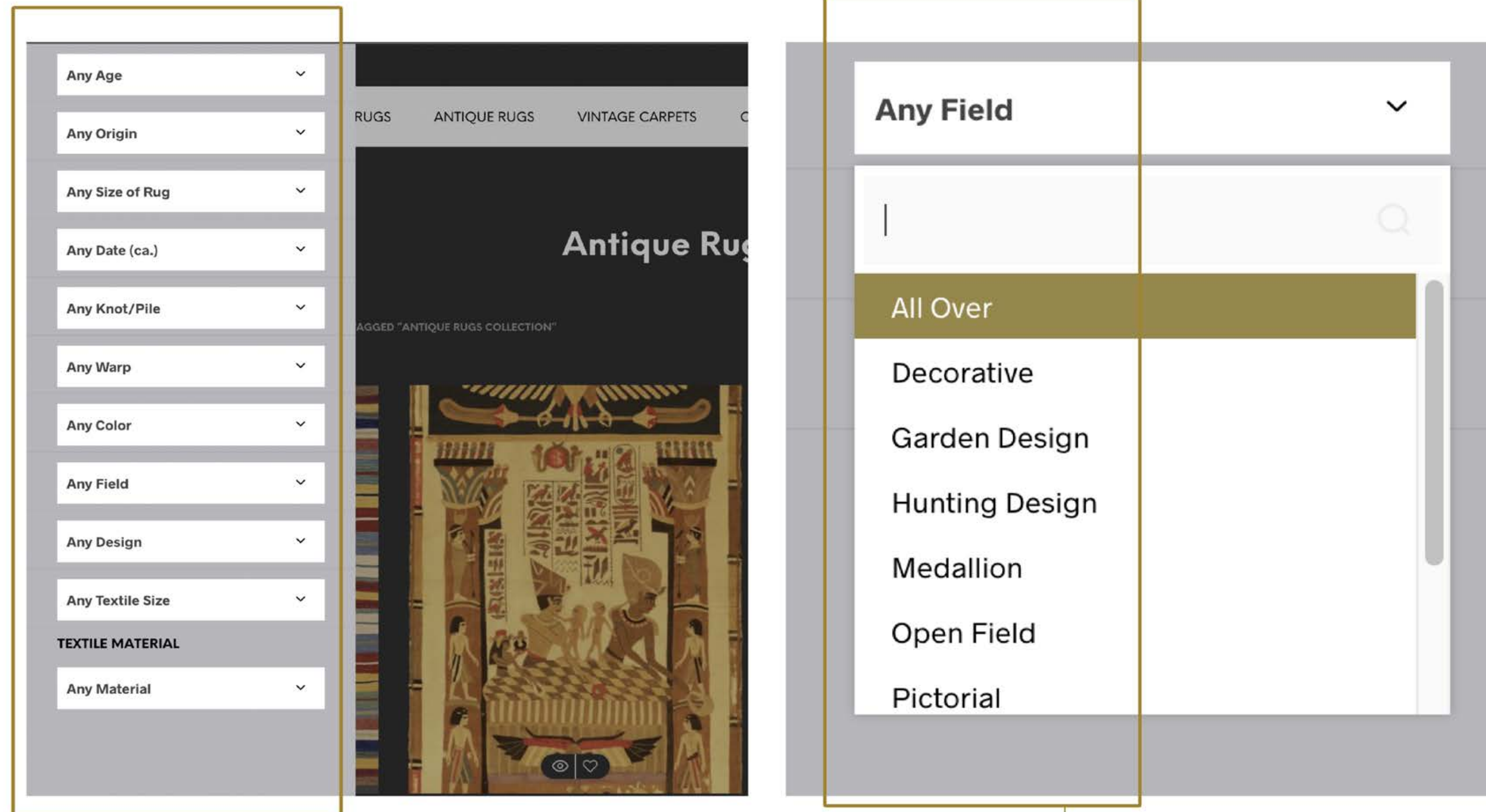
Antique and vintage used interchangeably

Vintage or modern?



4 Aesthetic and minimalist design

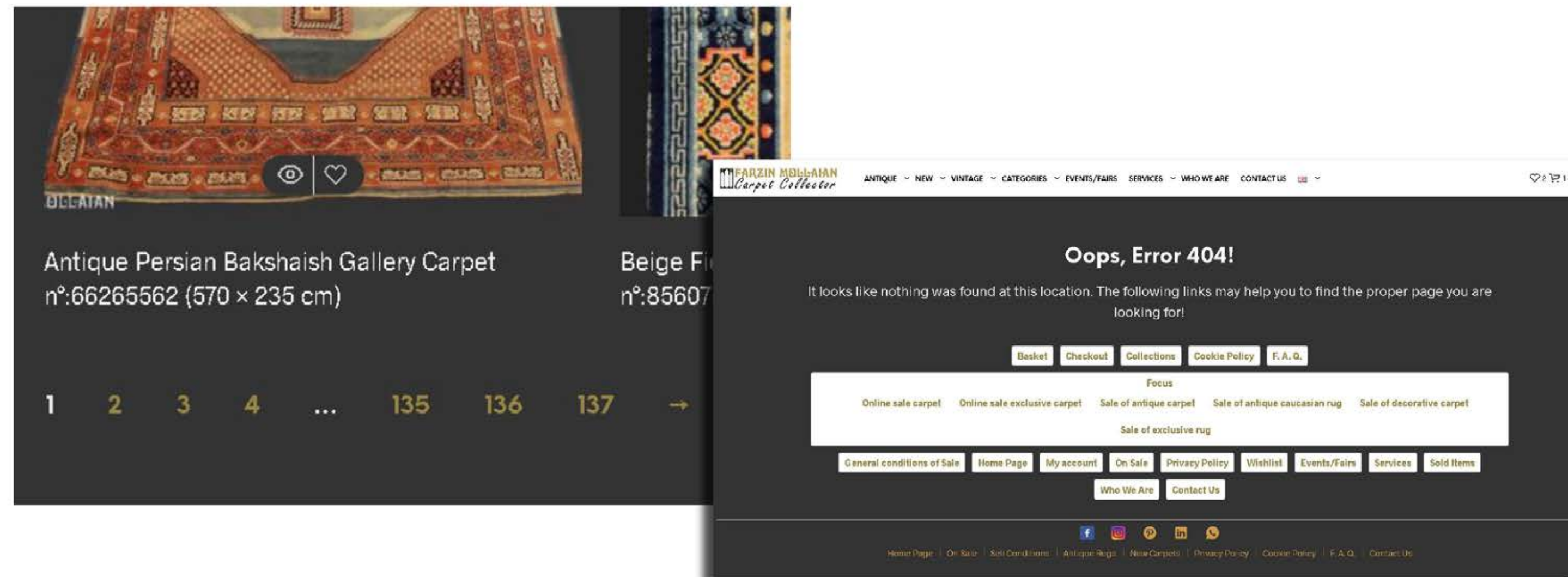
The list of filters is long and too technical.



5

Error prevention

Not all the pages of the products are active.



**Help users recognize, diagnose,
and recover from errors**

Some pages return errors.

6 Recognition rather than recall

A meaningless number in the product title makes recognition difficult.

Next to the rug's age, the numbers confuse the user.

A Decorative Chinese Aubusson

n°:57301336, XXI Century

275 × 183 cm (9' 0" × 6' 0")

Sign/Firma: A S

Origin: China

Field: Medallion

Design: Floral

Knot/Pile: Wool

Warp: Cotton

Weft: Cotton

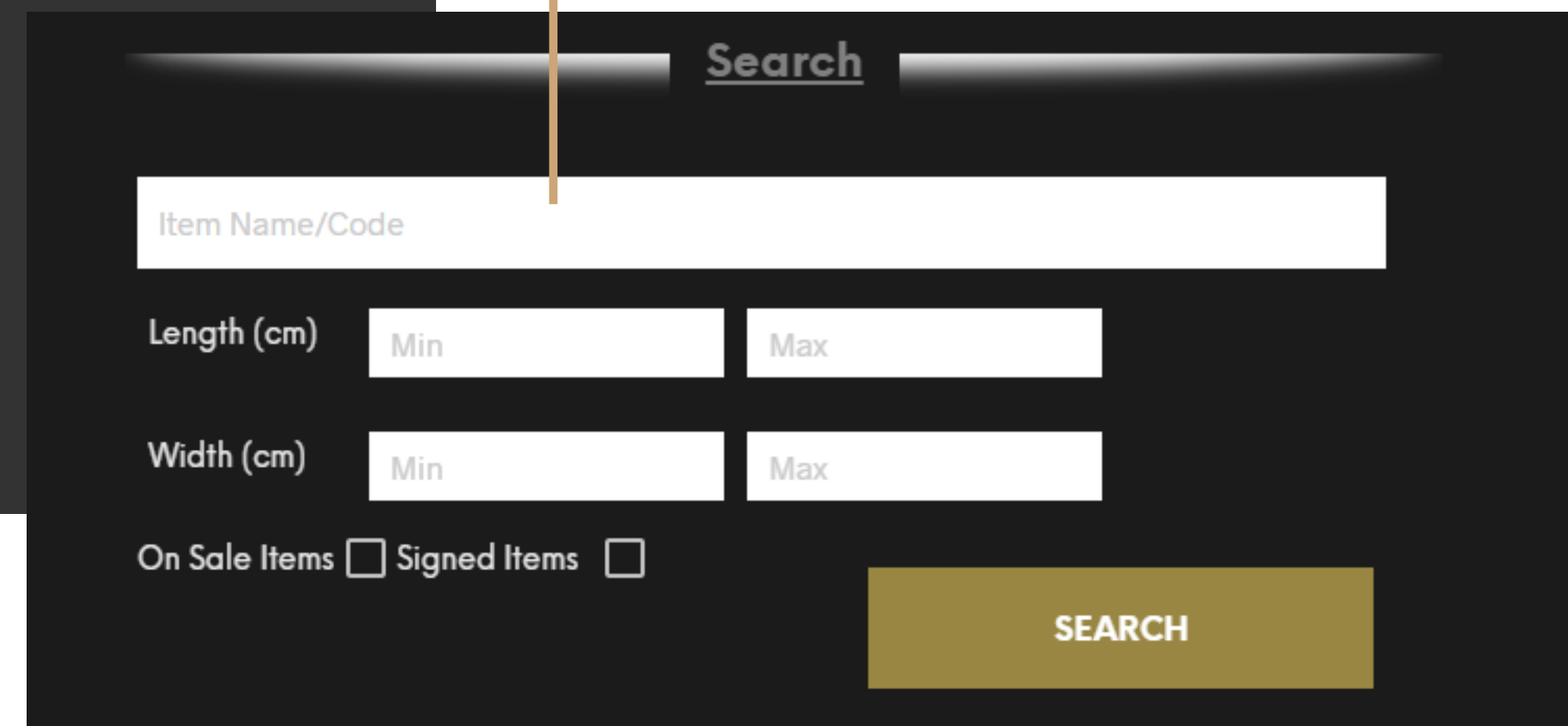
Production Style: Handmade

Color: 

7 Flexibility and efficiency of use

No search criteria available except size


Item code? Users are not supposed to know store's 8-digit inventory codes.



8

Consistency and standards, UX writing problems

The website content sometimes appears in different languages mixing English and Italian.

PRODUCT	SUBTOTAL
Gallery Size Yadan Royal Rug n°:71280998 x 1	€654.92 (ex. VAT)
<hr/>	
SUBTOTAL	€654.92 (ex. VAT)
SHIPPING	<input checked="" type="radio"/> FREE SHIPPING
	<input type="radio"/> TARIFFA UNICA: €30.00
	<input type="radio"/> LOCAL PICKUP
IVA 22%	€144.08
TOTAL	€799.00
<hr/>	
<input checked="" type="radio"/> Wire Transfer	
Pay by bank transfer. Use the order ID as the reason. Your order will not be shipped until the funds have been transferred to our bank account.	
<hr/>	
<input type="radio"/> Payment Cards	

9 **Visibility of system status**

Expired events are advertised.

10 **User control and freedom**

The back button doesn't work properly on all pages.

...

Next

Competitive Analysis

We compared four similar websites to better understand where we are standing compared to the market.

Must add

- To add a personal account section
- Having a blog can help customers choose better

Must change

- Old-fashioned look

Good to have

- A more interactable user interface
- Lack of information about rug thickness (foldable or hard)

	NainTrading	Carpetstore LX	Ruby Rugs	Rug direct
Filter	✓	✓	✓	✓
Navigation Bar	✓	✓	✓	✓
Services	✓	✗	✓	✓
History of rugs	✓	✓	✓	✗
Blog	✗	✓	✗	✓
Our story(about our company)	✓	✗	✓	✓
Schedual appointment	✗	✗	✓	✗
Appraisales and insurance(guarantee)	✗	✓	✗	✓
in-home design consultation	✗	✓	✗	✗
Account	✓	✓	✗	✓
Idea	✗	✗	✗	✓
Sitemap	✗	✗	✗	✓
Description	✓	✓	✓	✓
Virsual design	✗	✗	✗	✓
Foldable	✗	✗	✗	✗

Persona: SOFIA RICCI

**“GOOD DESIGN MEANS
GOOD BUSINESS.”**



Profile

Occupation: Architect

Age: 45

Location: Milan

Activity: Photography, Painting

Story

Sofia is it into art and history. Shopping rugs for her is not only about collecting. She actually cares about the story behind it, so she is picky and precise when choosing a rug. Sofia loves oriental textiles. She has some basic knowledge of the materials and techniques. She loves to read all the details and know what she is buying. She avoids mass-produced products as much as possible.

Frustrations

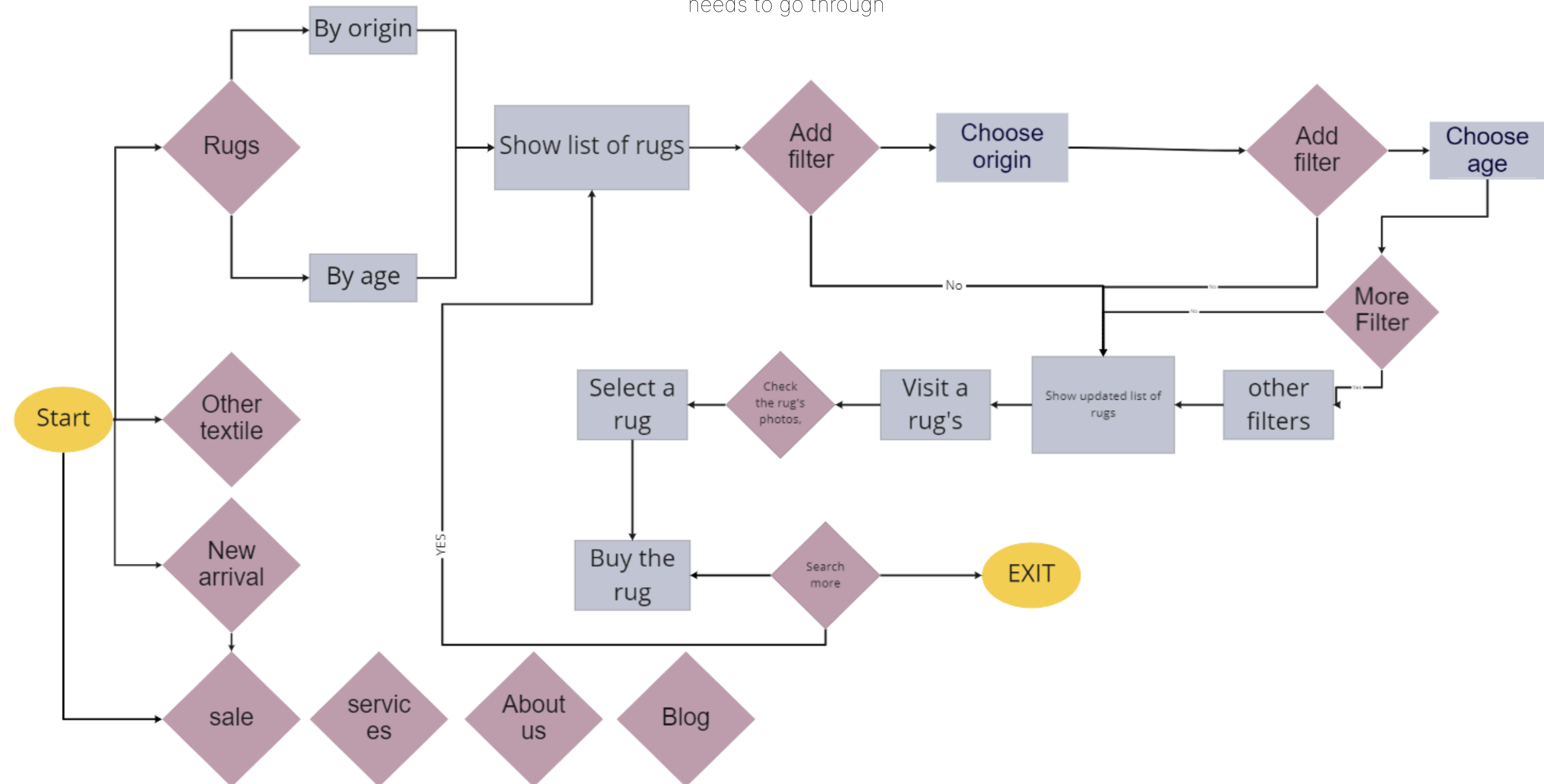
- Can't find a well-organized online store to browse rugs
- The information about rugs are not complete online, especially the antique textiles

Needs

- High quality hand knotted rug
- Unique rugs with top designs
- Finding a reliable website to buy rugs
- Smooth and fast shopping experience without confusion

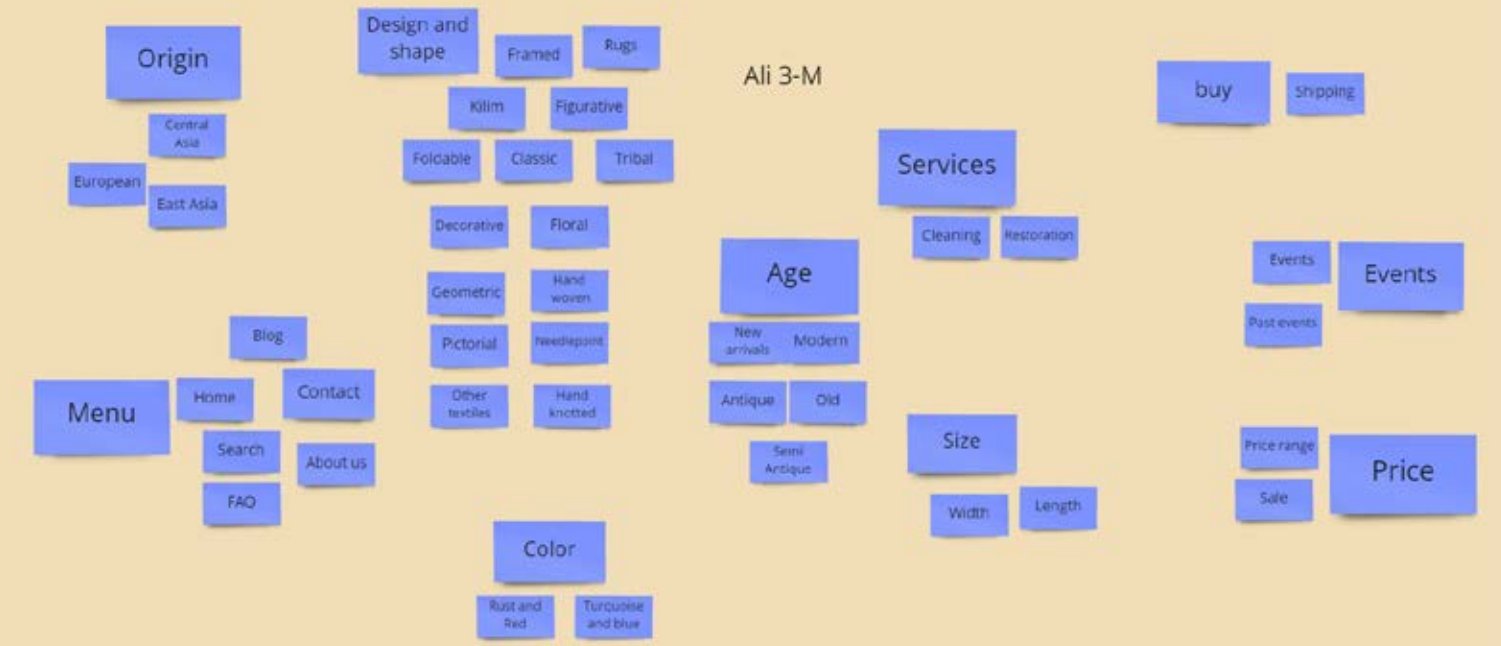
User flow

We mapped out the easiest and most efficient user flow that a user needs to go through



Card sorting

To research the labels and site map we asked 10 users to sort the cards.



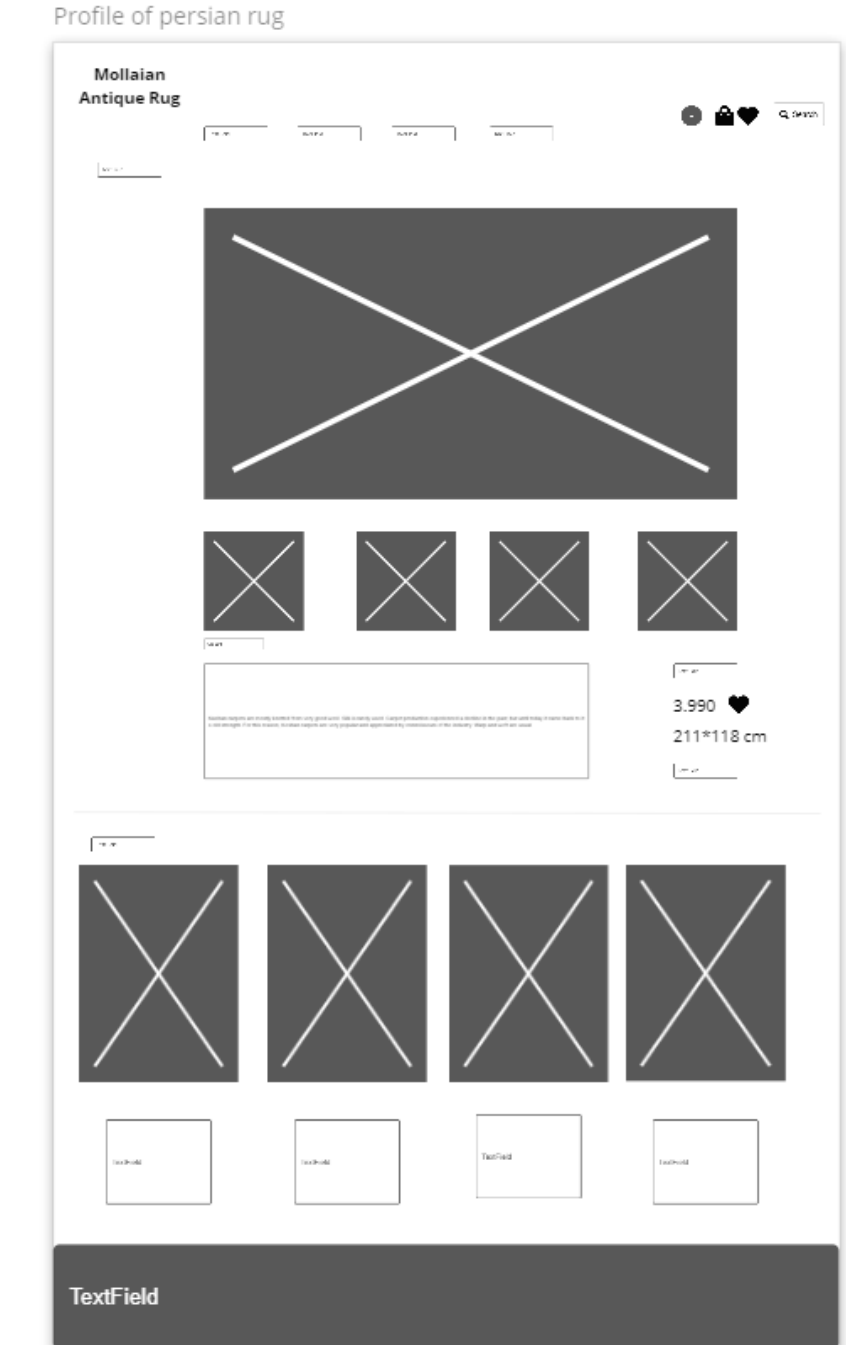
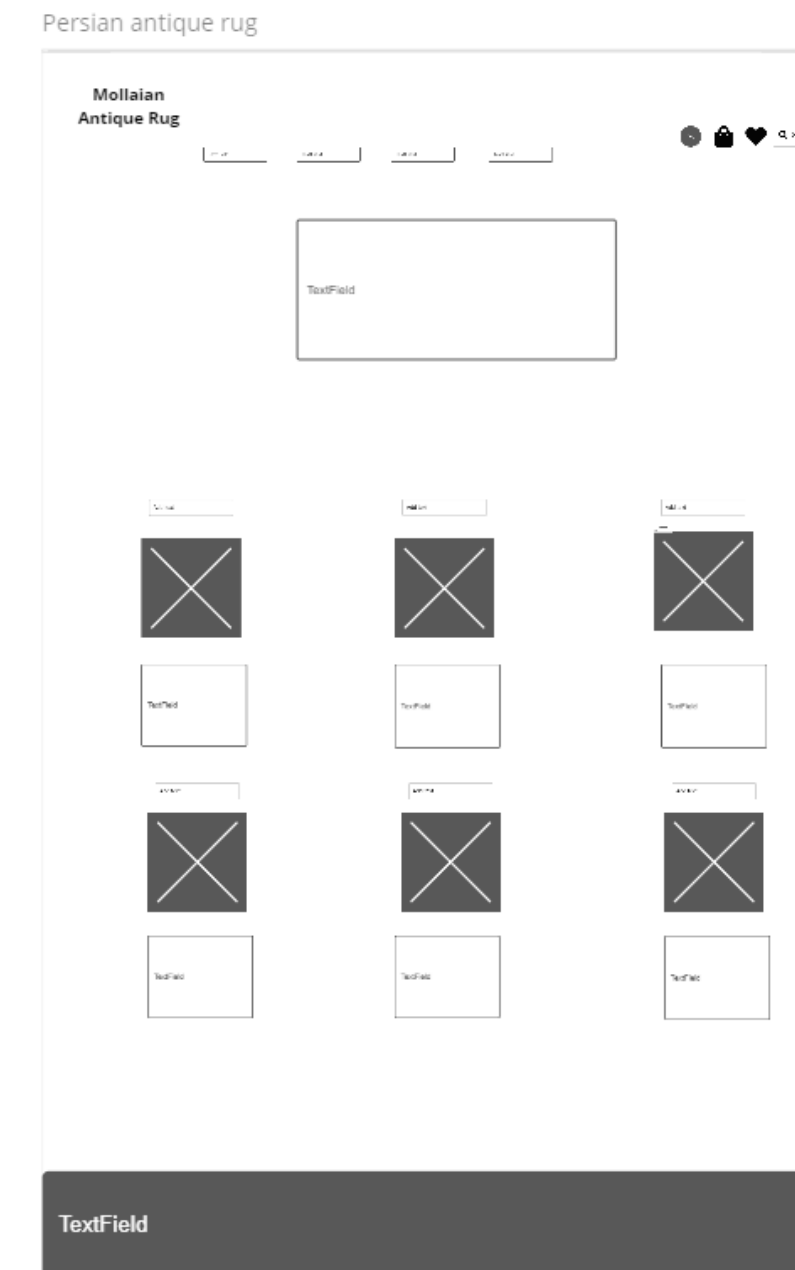
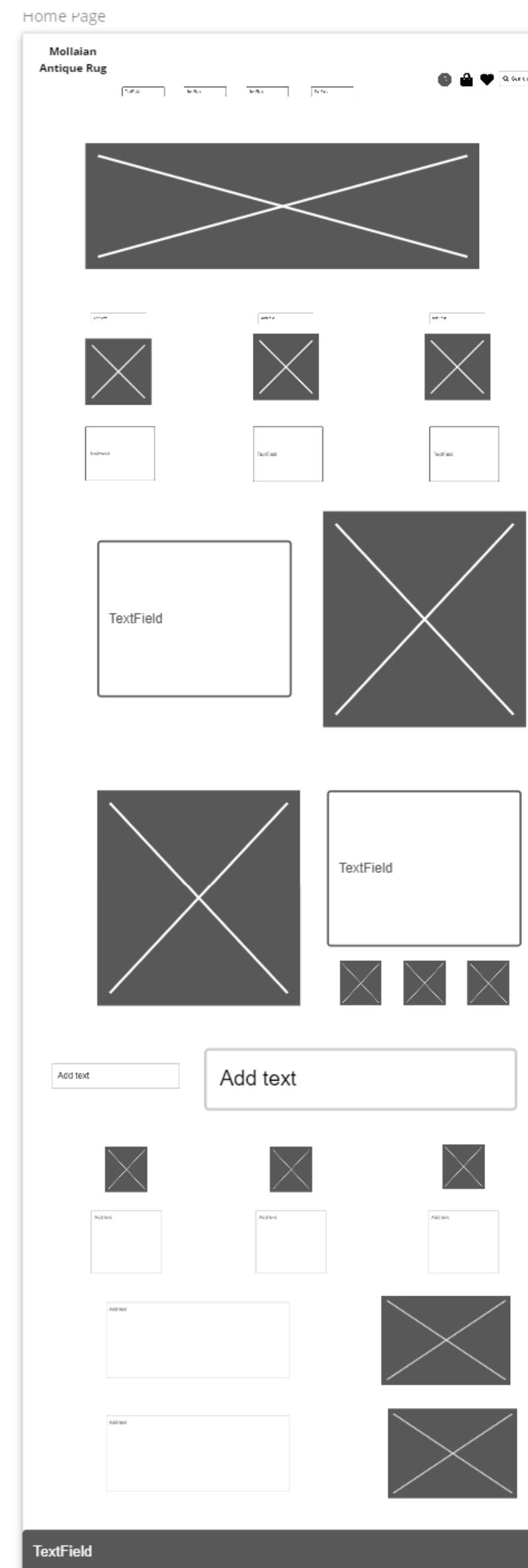
Card sorting results

Information architecture was designed based on card sorting results.

		Rugs	About us	Types	Origin	Home	Services	Rug color	What's New	Search	Kilim	Navigati on buttons	Style	Production	Size	Menu	Age	Price	Products	Events	Buy	Basics	Design & Shape	Shipping	Info	Blog	Specs	Texture	Area	antiquity	Sale	Stock	Unde	
1	East Asia	1			8						1																		1					
2	Floral	1		7				1			1		1							1				1					1					
3	European	2			8						1																		1					
4	Home									1	1	1				1										1								
5	Price range	3				2					1		1						1									1						
6	Blog		2			4			1								1									1	1							
7	New Arrivals	2				3			1			1						1		1														
8	Sale	1				5	1												1							1					1			
9	Hand-woven	1		5							1				1					1			1					1						
10	Old	4		2							2							1		1											1			
11	Size	2								1	1																	1						
12	Decorative	2		5							2		1							1				1										
13	Shipping					5	2														1				1	1								
14	Search					5											1						1			1								
15	Antique	2		2		1					2		1					1		1											1			
16	FAQ		1			4							1					1					1			1	1							
17	Contact		2			4							1					1					1				1							
18	Restoration					4	7																			1		1						
19	Events		1			5			1												1					1								
20	Geometric	1		8							1		1							1				1					1					
21	Central Asia	1			12						1																			1				
22	Classic	2		4							1		1			1				1				1							1			
23	Kilim	1		4		1									1					1				1										
24	Pictorial	1		5				1			1		1										1			1			1					
25	Color	1		1																														
26	Neddlepoint	1		8							1				1									1					1					
27	Turquois & Blue			2				9		1										1														
28	Services		1			2																	1			1								
29	Tribal	2		4		1			1		1		1											1						1				
30	Cleaning					3	6			1																								
31	Origin	1																												1				
32	Width	2									1	1				5													1					
33	Rust & Red			2				9		1										1														
34	Hand-knotted	1		7							1				1									1					1					
35	Past events		1			5			1												1					1								
36	Foldable	2		5							1					2								1					1					
37	Semi-antique	3		3							2		1					1		1				1					1					
38	Figurative			3					1			1	1							1				1					1					
39	Modern	3		2							3		1					1		1											1			
40	Framed	3		2				1			1		1										1					1	1					
41	About us		2			4							1	1									1			1								
42	Length	2								1	1					5													1					
43	Type	1								1																			1					
44	Rugs			1		1														1			1	1								1		
45																																		
46	Other textiles			1		2					1													1					1					1

Wireframing

Based on the research, the proposed website was wireframed to experiment with maximum simpleness and usability.



Usability test plan

After redesigning the website based on the usability test a task was defined for users to find a **rust and red rug**. Here we see the process according to a usability test plan dashboard.

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS
PRODUCT UNDER TEST		TEST OBJECTIVES		RESPONSIBILITIES
Redesign a website that specializes in selling antique rugs.		Users can find and buy their desirable rugs as smoothly as possible.		
BUSINESS CASE		EQUIPMENT		LOCATION & DATES
We are doing this test to figure out the flaws in the flow when a task is being performed. Doing so will help us improve the findability of different items on the website. if it's not done the experience in the website can be frustrating for the user.		A laptop was used to perform the test. The data was recorded by constant observation and taking notes when the participants were doing their task		Iran,Germany and Japan, 16th of Agust 2021.
PROCEDURE				
What are the main steps in the test procedure?				
<div><div>0-2 mins greeting</div><div>1 min explaining the website and task</div><div>5 mins performing the the test session</div><div>5 mins The questions after the test</div><div></div><div></div></div>				

Information Architecture

Open card sorting: 10 participants

Some design flaws were revealed, including the ease of navigation in the navigation bar. So, we re-designed it.

Information Architecture

Rug age

Users found “Antique” and “vintage” labels as confusing. So, **AGE** was simplified to four clear levels:

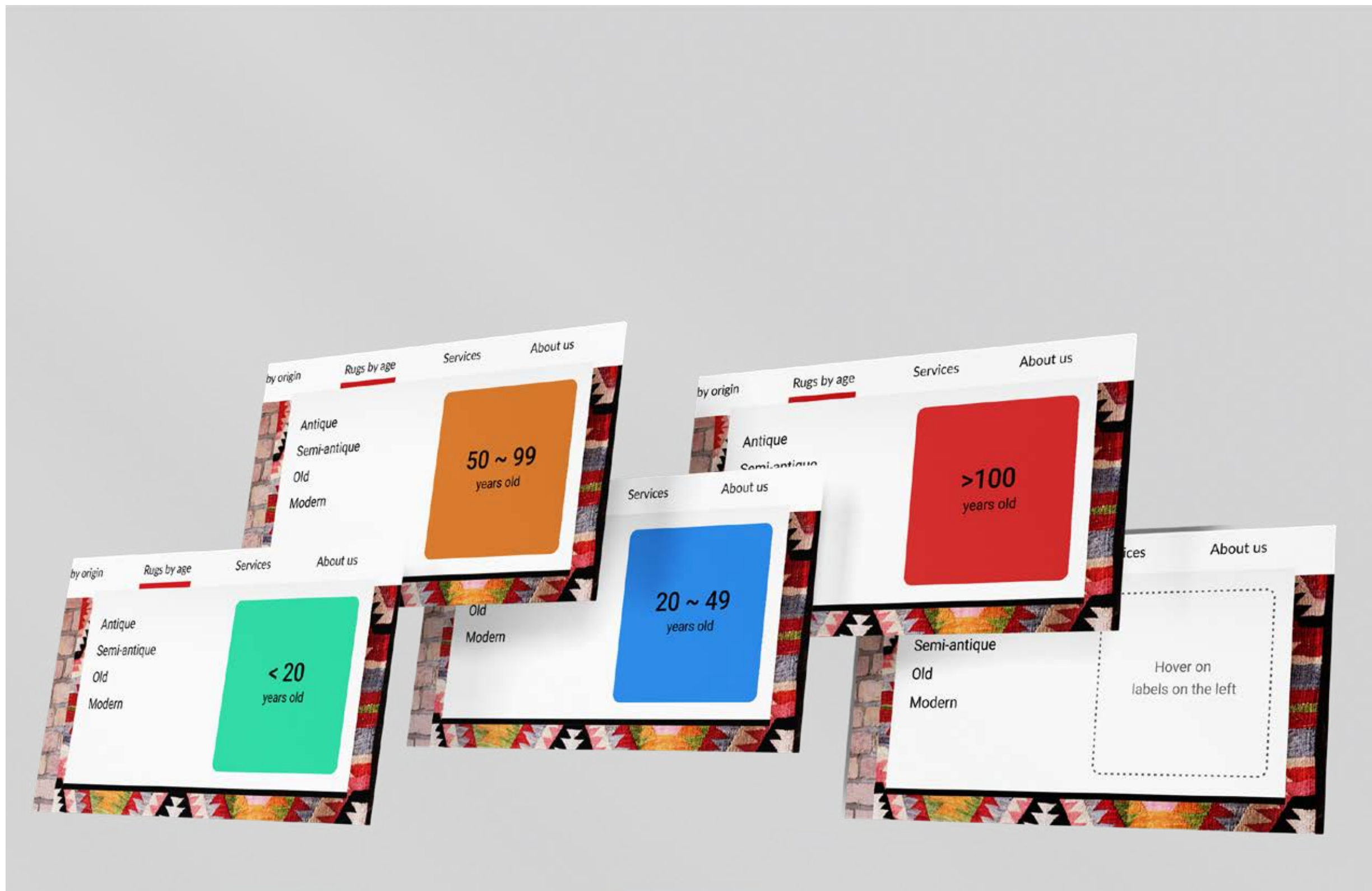
- Antique
- Semi-antique
- Modern
- Old

Iteration

Some users were still unsure about the distinction. They mixed up antique and old.

Result

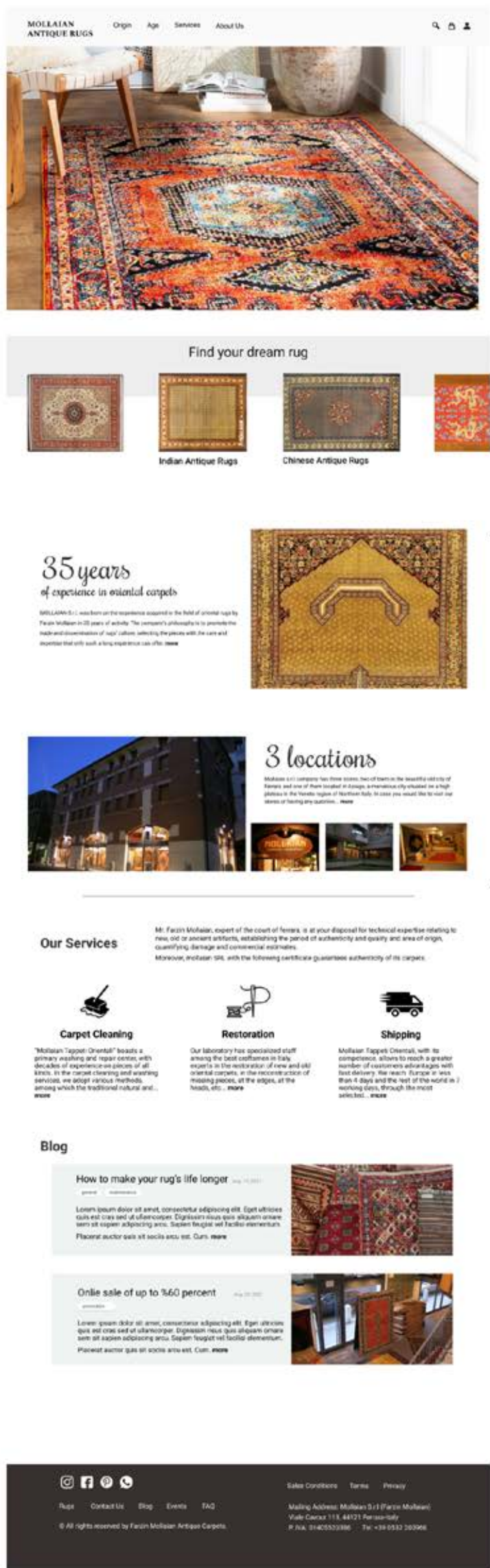
Age categories were **quantified** with distinct colors in the form of mouse over tips to leave no room for mistake.



Hi-fi iteration

After running a usability test, these iterations were agreed upon:

1. Users didn't pay much attention to the locations, so it was made smaller and put lower.
2. Users did read the story of the creator so it was brought to the center with a photo of the owner to make it more personal and relatable
3. Laying out photos up front helped users better realize if this is what they were looking for.
4. Users needed a CTA to take them directly to the products page.
5. Services were moved higher with more clear icons and less text.



1

2

Rug color palettes



Current design has separated colors, showing their shades.

Users did not find this solution useful.

They only saw the main colors. e.g.: blue and red.









Solution

Shades were discarded.

Adding labels helped user recognition and searchability.

But separate colors did not look real for normal people.

-  Grey and black
-  Green
-  Pink and Purple
-  Beige, white and cream
-  Multicolor
-  Rust and Red
-  Turquoise and blue
-  Yellow and brown

-  Beige, white and cream
-  Yellow and brown
-  Green
-  Turquoise and blue
-  Pink and purple
-  Rust and Red
-  Grey and black
-  Multicolor

Iteration

To merge all the info in a compact and appealing form, I created orbs out of the rug color palettes.

Result



Rug category display

Previous design of categories page did not invite users to interact

Iteration

Focus on category was removed as it is accessible in the menu.

Instead, rugs were put upfront with an elegant and minimal design.

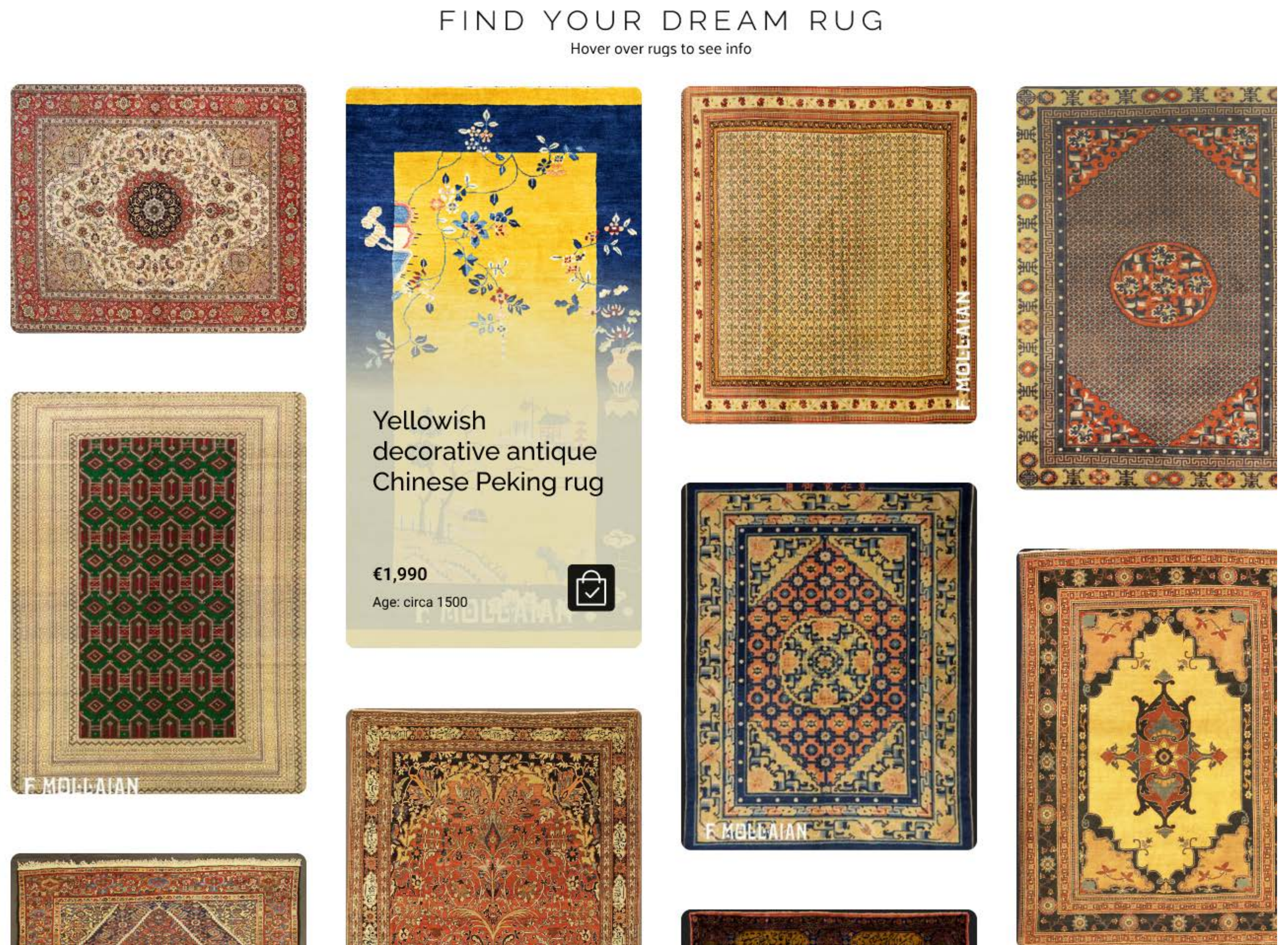
Hovering on each photo shows info.

Result

New design adds dynamism and visual appeal.

It engages users directly with products.

Users feel empowered to view info and add product to cart directly.



Prototype

A functioning was created based on the findings. Several rounds of iterations were conducted to fix errors and fine-tune the product.

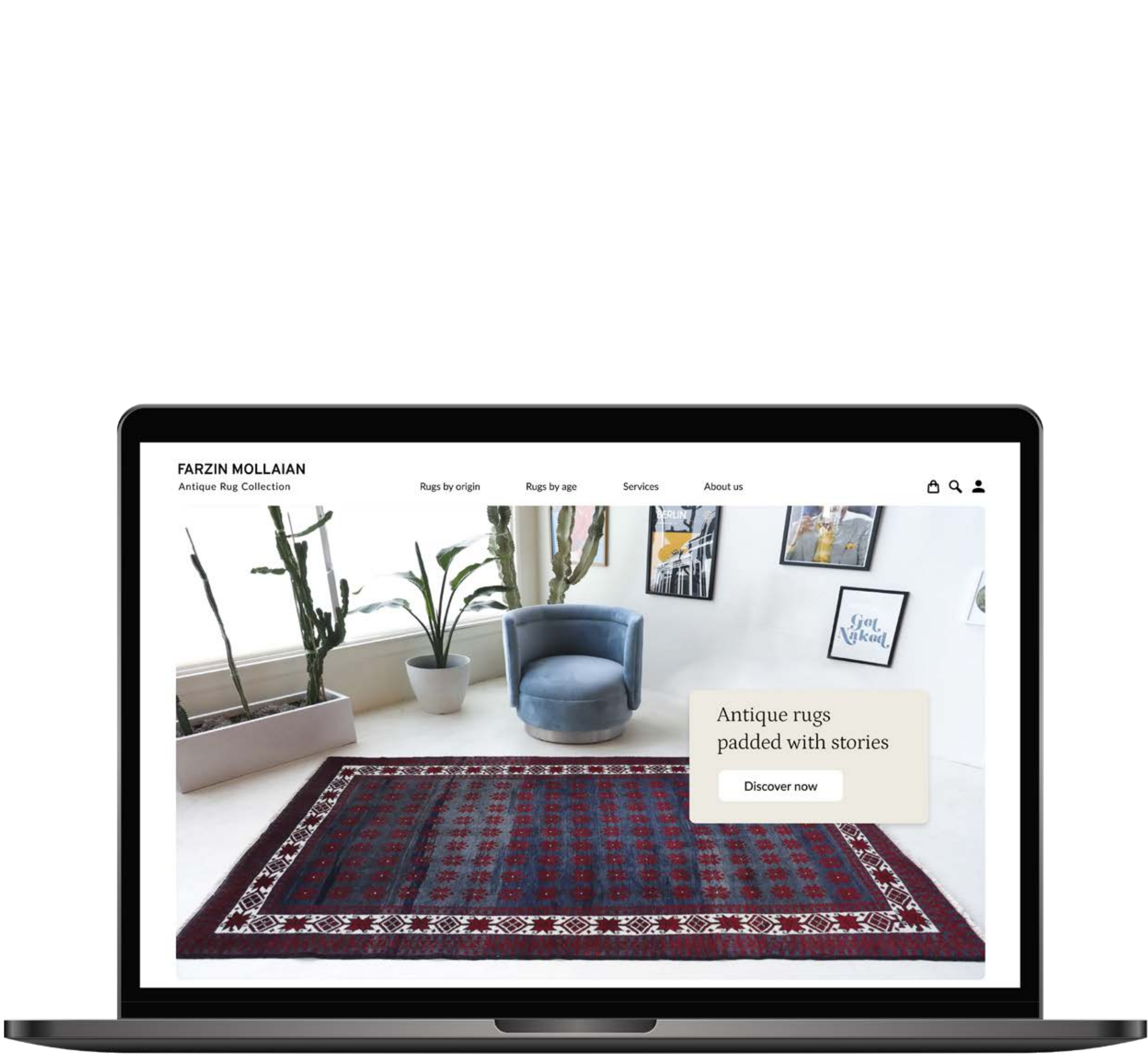
Click to view prototype:



Outcomes

Our final design reflects the learnings that we achieved during our discovery and development steps. Users wanted a more modern and user-friendly design, reflecting that need.

By removing unnecessary categories, streamlining the navigation, and improving the user interface and information architecture, we improved the user experience.



Project III

LOGO & STATIONERY SET DESIGN
FOR IDEH HUB
By: Ali Noorani

Branding for Crowdfunding

Id^E HUB

hub

ide hub

Id^E HUB

hub

ide hub

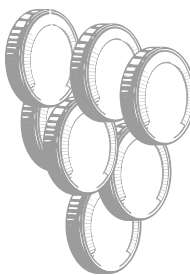
IDE HUB

ide* **HUB*

ide hub

IDE HUE

Id^E HUB



ide hub

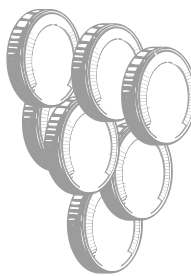
Id^E HUB

ide HUB

idEe

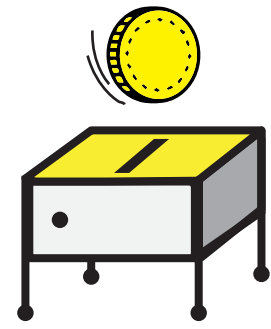
hub

HUB



idEe

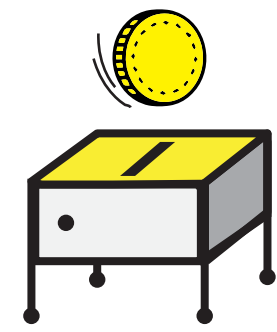
hub



Goal

Create an original, stylish, and memorable brand identity for Ideh Hub crowdfunding company.

*Ideh in Persian is a loan word meaning idea.



Company profile

IDEH HUB is a boutique startup consultancy platform providing leading-edge advisory services to the Iranian startup ecosystem.

Functions

- Procures insights from industry research and financial analysis to help companies
- Helps startups capture new opportunities to achieve profitable growth.
- Supports the local business community in establishing sustainable startups

To understand what direction the brand should take, I consulted the company and brainstormed the main attributes they were looking for. We came up with the following keywords.

Brand attributes

- trustworthy
- committed
- discipline
- cool
- honest

The central idea of the logo that I made comes from combining its two parts, “idea” and “hub” and compressing the repetitive H in the middle in a way that makes it stand out. It is easier on the eye yet unique and memorable.

The logo consists of the word 'ideH' in a green, sans-serif font. The 'i' has a dot. The 'd' and 'e' are connected. The 'H' is stylized, with its left vertical stroke merging into the right vertical stroke of the 'e'. The logo is set against a solid yellow background.

The journey starts with the dot on the “i”.

Here, the sans-serif IDEH features a more vibrant style reminiscent of the unlimited nature of ideation.

The design then reaches its turning point when crossing to the HUB's more official and disciplined atmosphere: more stable, trustworthy and result-driven.

A space has been added between the two halves to give the eye a rest to absorb the crossover.

HUB is the more serious side of the project. The serif font shows the official and legal aspect. It is clean and concise.

The image shows the letters 'IUB.' in a very bold, dark green serif typeface. The letters are thick and have a classic, slightly ornate feel. The period at the end is also large and prominent. The text is centered horizontally within a bright yellow rectangular field.

ideHUB.

ideHUB.

The dot on the left started a bit off, with the effort to find investment and has now matured and came to fruition. In fact, the work is done now.

Period.

idef IUB.

In this timeless logo, colors have been carefully picked to convey intelligence, thoughtfulness, creativity, and a modern vibe.



idea hub.

idea shines like a light bulb.
hub captures and anchors it.

The company also needed an independent monogram that would complement its logotype and brand message.

I focused on the initials of Ideh & Hub.

From early on, the bridge on the *H* and the figure-like shape of *i* presented potential for exploration.

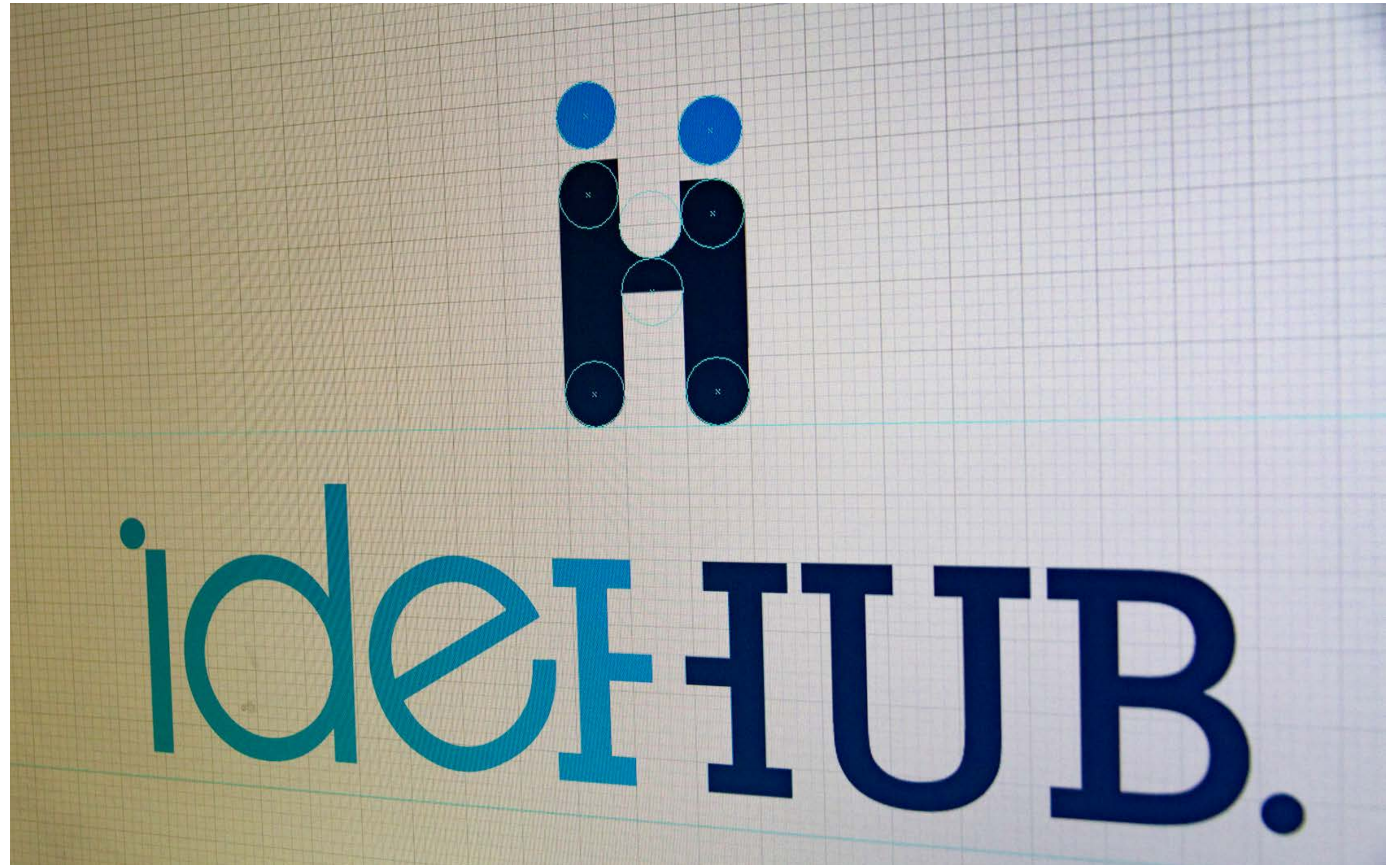
And came up with...

3 designs





And chose this version
as the final.



A monogram that goes beyond initials...

- designed as a meaningful symbol
- directly connected to crowdfunding and human networks
- the two figures are interacting and connecting
- can be seen as shaking hands or exchanging something, like attracting investment or sharing ideas



All about ideas...

- Colors remind viewer of the logotype
- The heads of two human figures, are lit up with ideas, as with the “ideh” in the logotype.
- People’s minds are connected through the bridge of Hub.

This monogram can be used in all kinds of places at all sizes, where use of logotype may not be suitable.



Preview





The use of color conveys intelligence, thoughtfulness, creativity, and modern vibes.

The color palette is based on dark blue and gray, which inspire thoughtfulness, smartness, trust, and calmness.

It is invigorated and completed with two shades of sky blue and yellow.



Business card



Envelopes

I intentionally minimized design on the envelopes to keep as much space as possible for writing.



Thank you



designed by **ali noorani** © 2015.



A LAUNCHPAD *for*
GREAT IDEAS
WWW.IDEHUB.IR

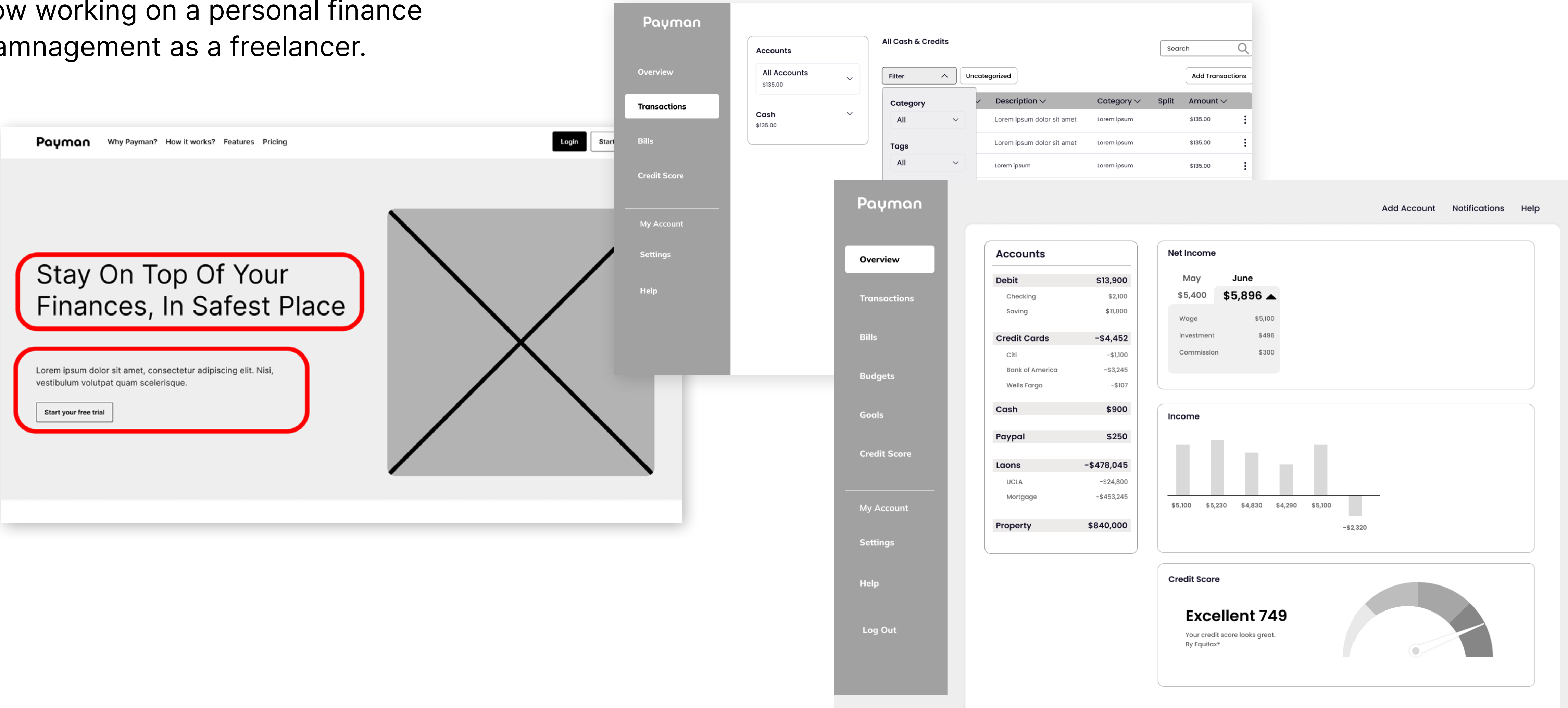


A brief view of Other projects

Current freelance project:

Fintech website transaction tracking

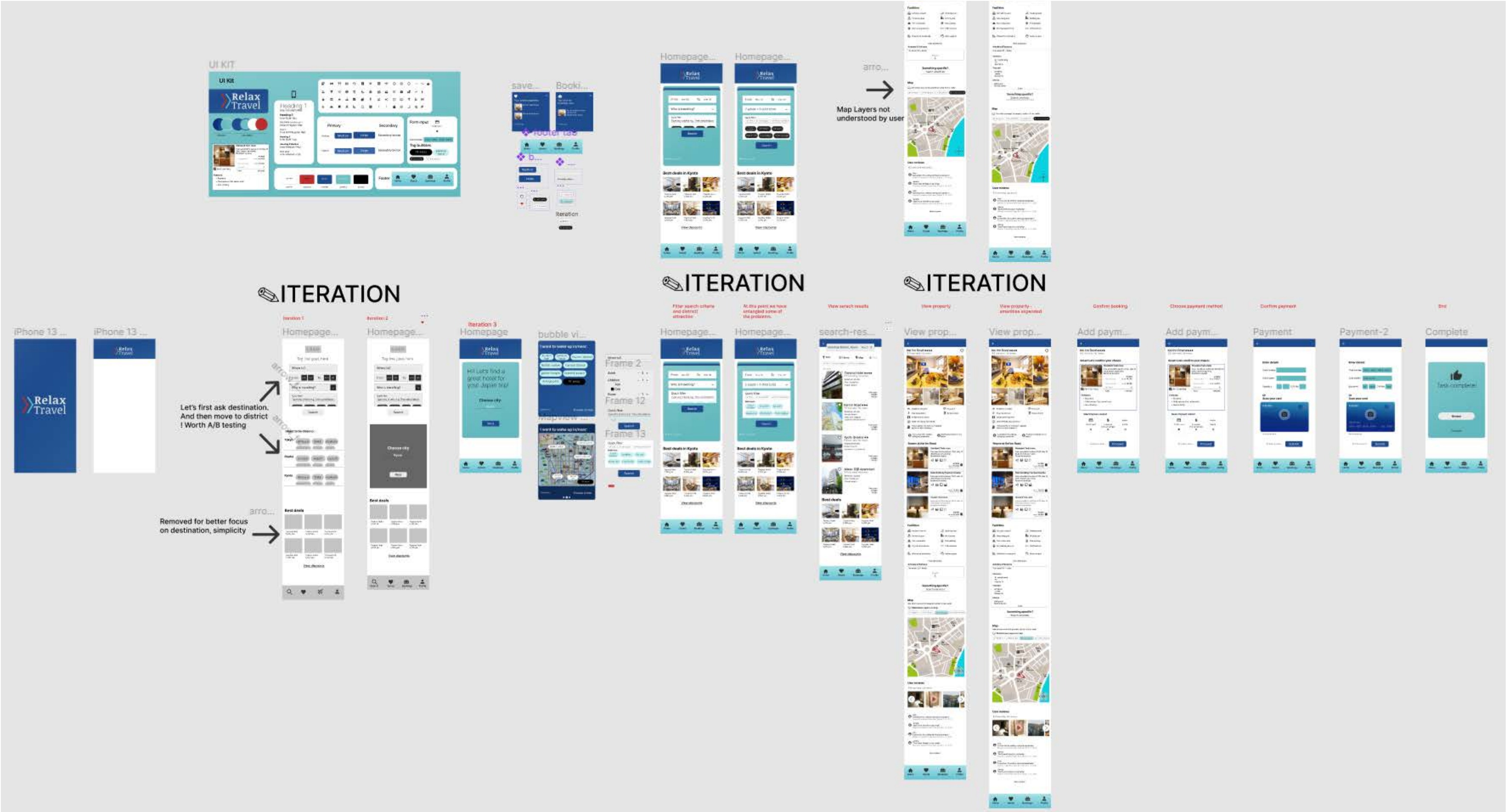
Now working on a personal finance management as a freelancer.



Freelance project:

Hotel booking app

A hotel booking project I designed for a customer.





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