



FARZIN PEZESHKI  
**P R O D U C T   D E S I G N E R**

PORTFOLIO  
2017 - 2021

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# INTRODUCTION

## WHO I AM



**FARZIN  
PEZESHKI**

DEC 1993

PRODUCT DESIGNER

I started designing in high school by doing small projects in different categories. That was how I found out that I love art. I designed some projects like the school's newspaper, logo design, web design, etc. Besides, because of my great interest in computer, I chose computer engineering as my major.

By getting more engaged with computer science concepts, I became more interested in it.

By getting acquainted with programming, software structure, etc., I became obsessed with software development and design, which led me to become a UI and UX designer!

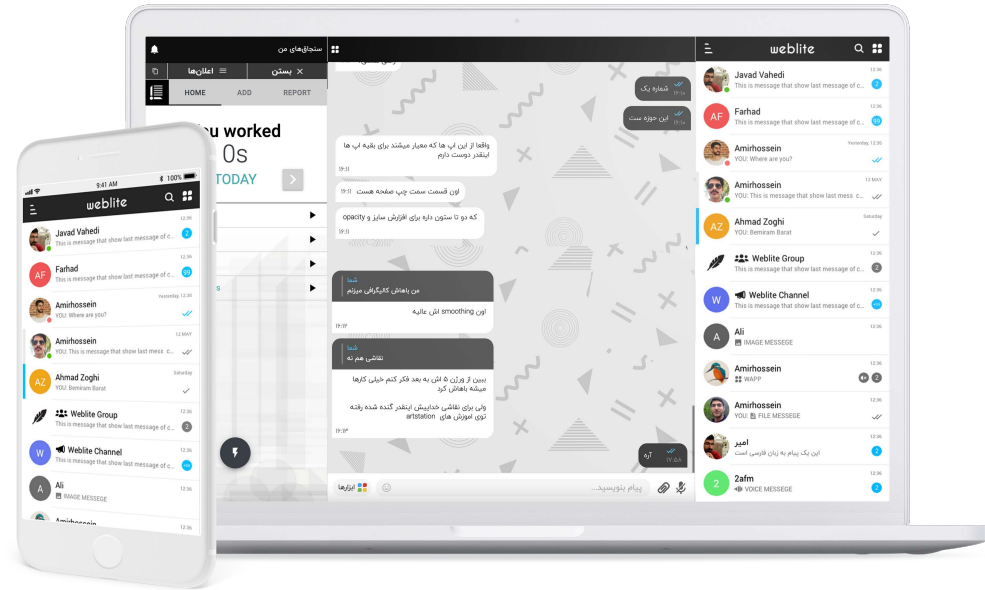
I started designing user interface professionally in 2014. To be more specific, I have designed websites, smartphone apps, and smartwatch apps. In addition, I have educated myself through attending online courses and doing lots of projects ever since.

Moreover, due to my interest in other forms of art, I pursued different artistic activities besides designing interface. However, since 2016 I have focused single-mindedly just on UI/UX design. In this document, you will see some of my projects portfolios since 2017.



# WEBLITE

## EDUCATIONAL PLATFORM



! Due to the large size of the project and its many tools, the introduction is very brief. This service is available at the following address:  
[www.weblite.me](http://www.weblite.me)

At first glance, Weblite is an instant message (IM) system with unique capabilities that make it a platform. To better show the details and the formation process, Weblite describing in three separate sections: First Weblite as IM, second as Online Education platform in two-generation and third, a customized platform for companies. With all these arrangements, the introduction is very much summarized.



**WEBLITE**  
EDUCATIONAL  
PLATFORM

SECTION ONE

# WEBLITE IS IM!

As mentioned, Weblite is basically a messenger. Weblite meets almost all the expectations of a messenger. Support for groups, channels, related settings, etc. This platform is implemented first in PWA and then in TWA and is easily compatible with all operating systems and devices.

One of the most critical parts of Weblite that sets it apart from other IMs is its built-in and proprietary applications. These applications can be sent and used on Weblite like a message in a regular messenger.

In the following, you will see my mission in this section and its design in mobile and desktop mode and some Wapps ([Weblite App](#)).



TYPE:

**WEB  
APPLICATION**

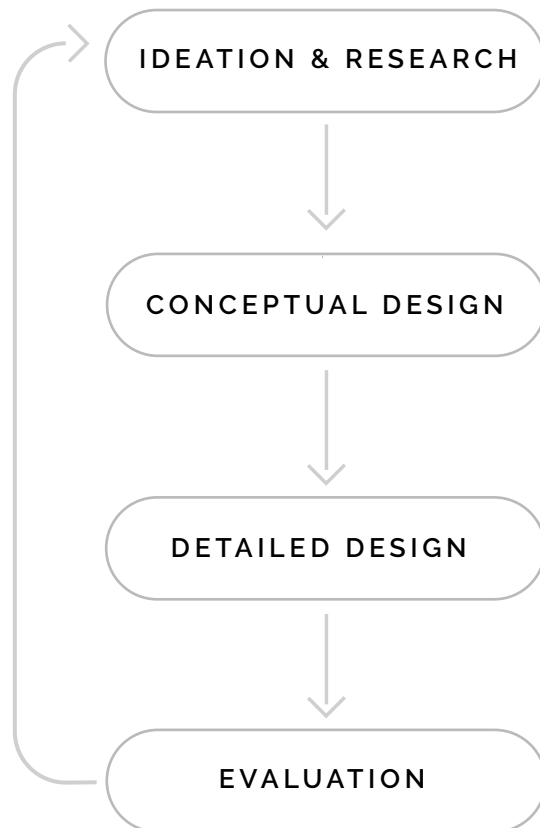


Supported Devices:

**ALL  
Devices & OS**



## SECTION ONE WEBLITE IS IM! MY MISSION

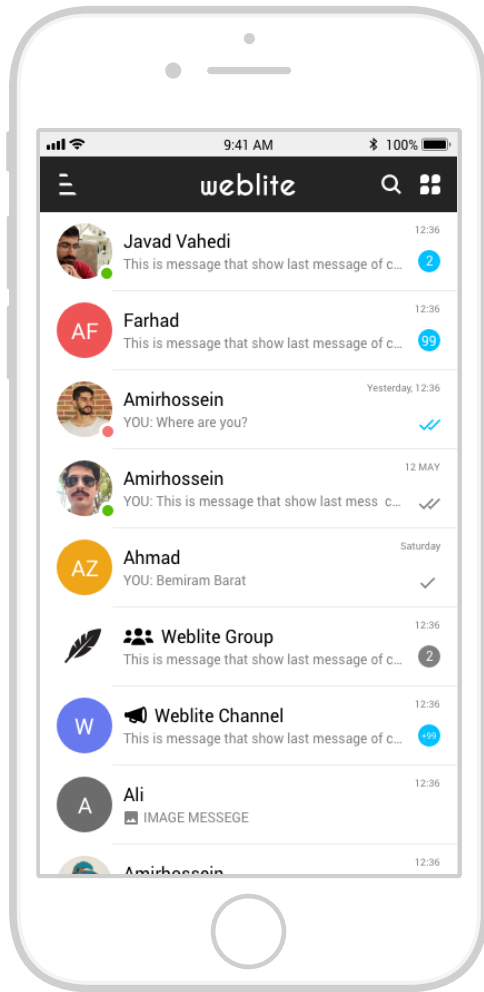


Since Weblite is a messenger, it has a similar structure to other IMs. The main difference is in how the Wapps are displayed and managed. For this purpose, many cases were researched and tested.

As mentioned, for most parts of the Weblite as a messenger, the challenge was to display and manage apps. After designing several models, I reached the ideal model.

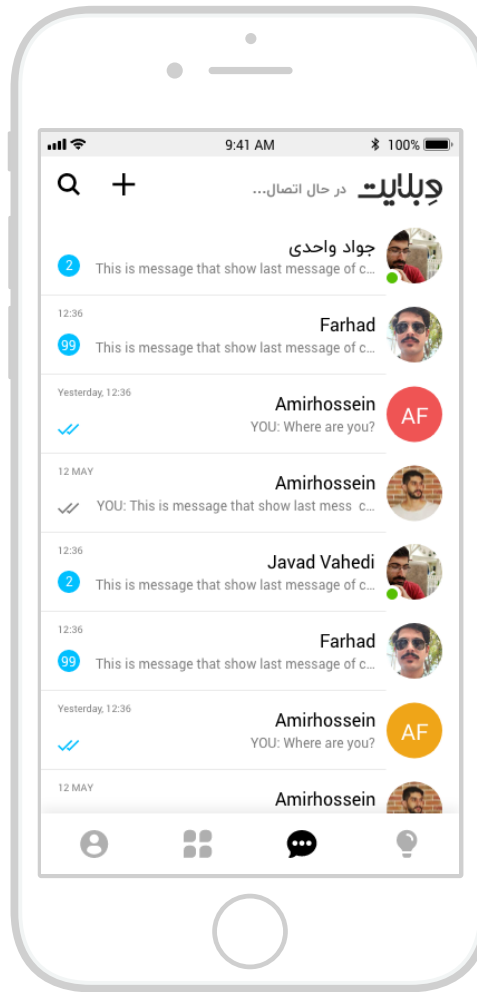
By implementing prototypes, we reached to two main part; Pinned Wapp that helps user to moderate and keep their favorite wapp and Send Wapp Panel that helps user to find and send them in a chat.

With the growth of Weblite and the Increasing the number of users and the change of the Weblite's goals, significant changes occurred, Most of the changes were related to adding features to IM and how to manage and send Wapps. These changes were based on the needs of users and research from them.



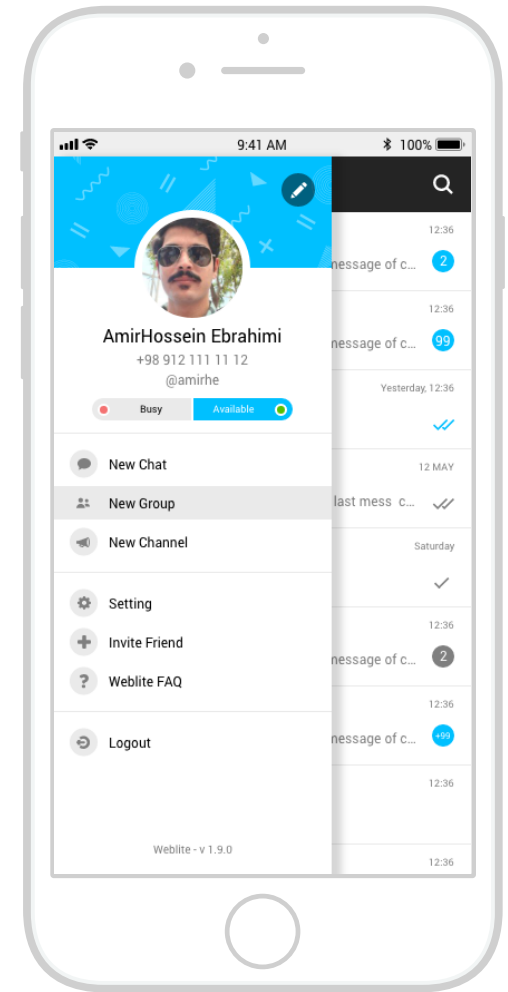
### Main page - Chat list

This is first generation of Weblite & represents it before it became an educational platform and first generation of educational Weblite.



### Main page - Chat list

This is second generation of educational Weblite



### Main page - Main Menu

This is first generation of Weblite & represents it before it became an educational platform and first generation of educational Weblite.



### Chatting Page - 1

Showing dialog box, voice messages and etc.



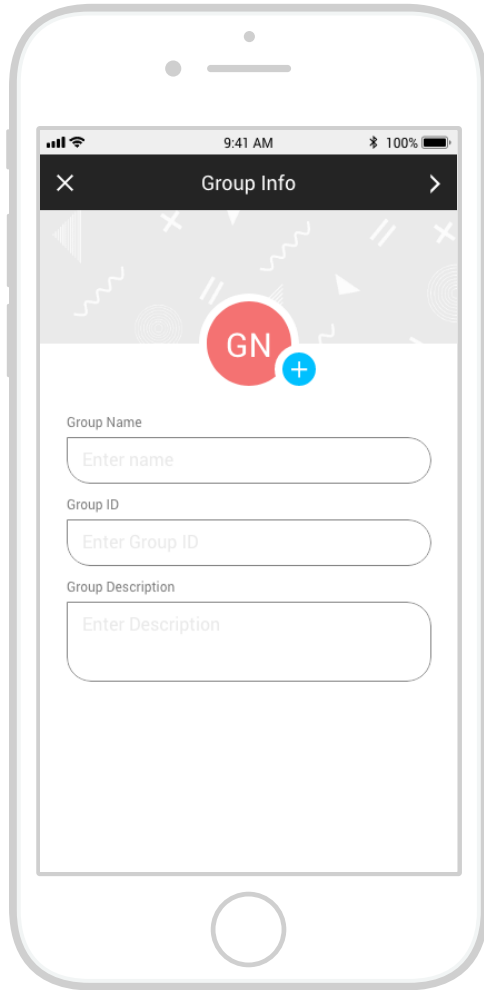
### Chatting Page - 2

Showing reply, file messages and etc.

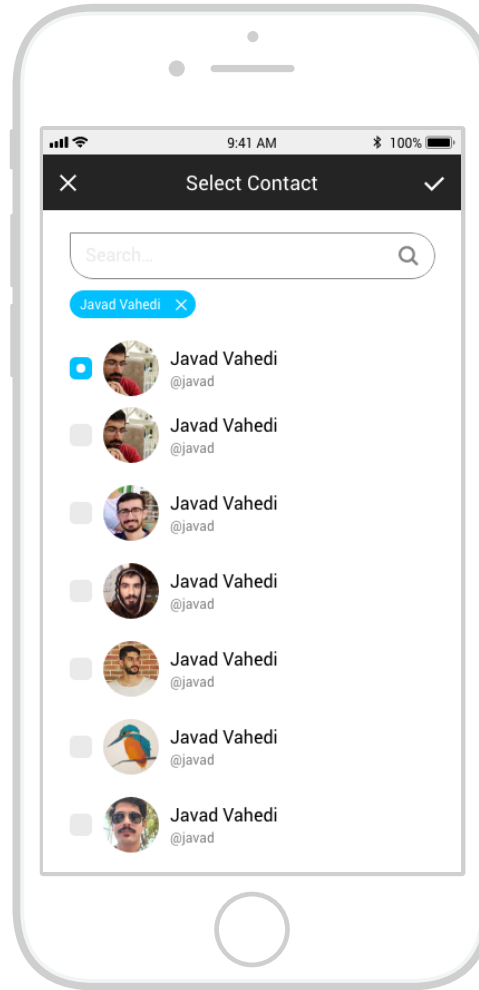


### Chatting Page - 3

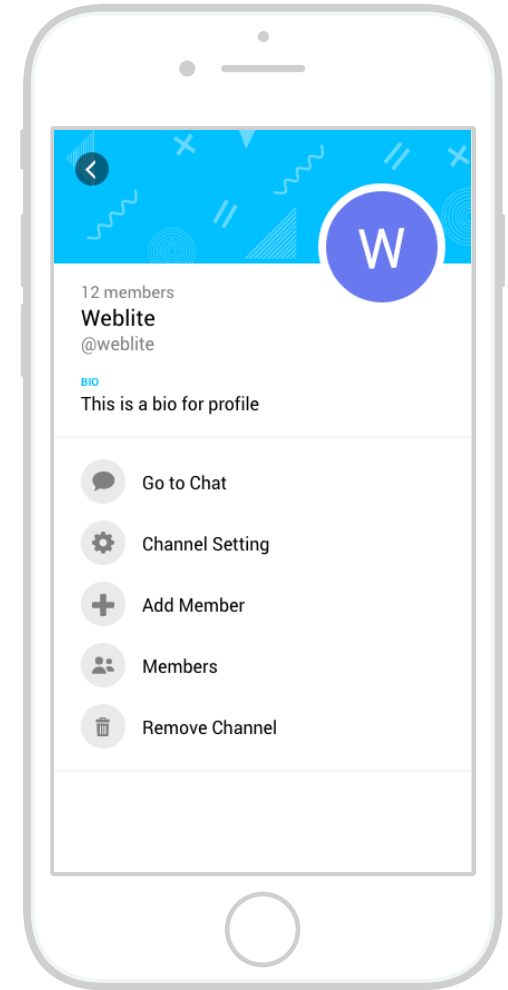
Showing picture, voice player and etc.



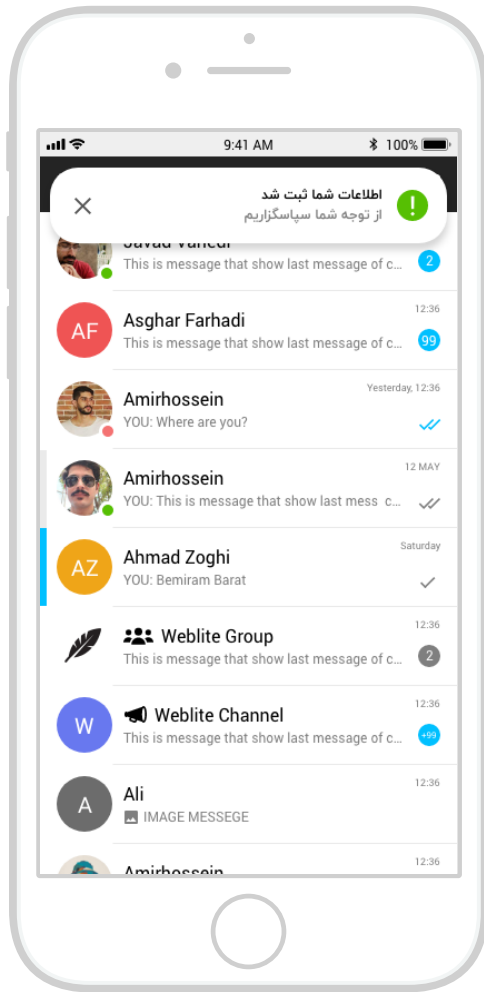
**Create Group Page**  
example of common processes.



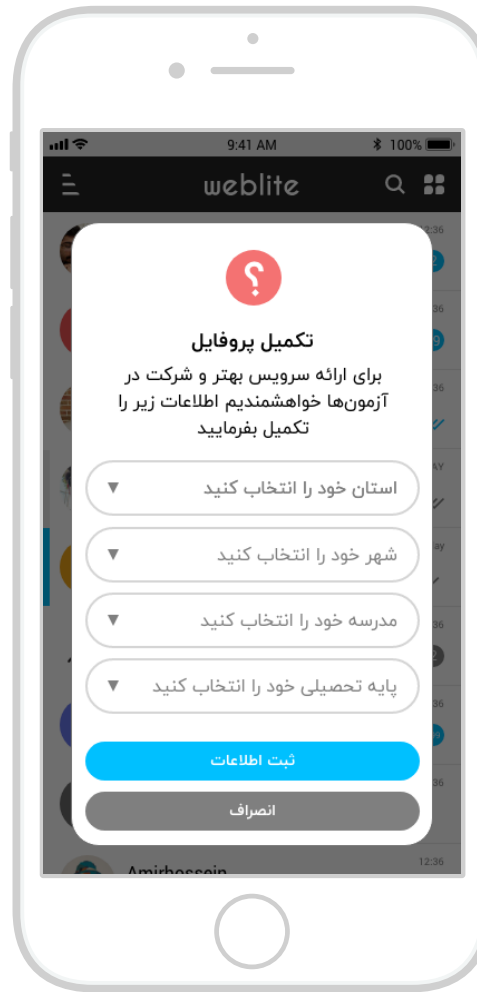
**Select Member**  
for channel or group creation



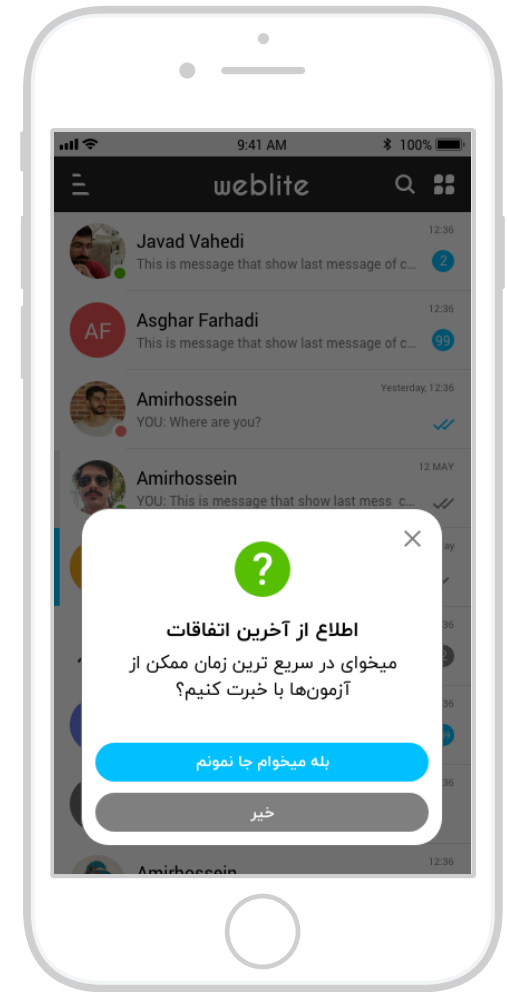
**Channel Info**  
channel's information and settings



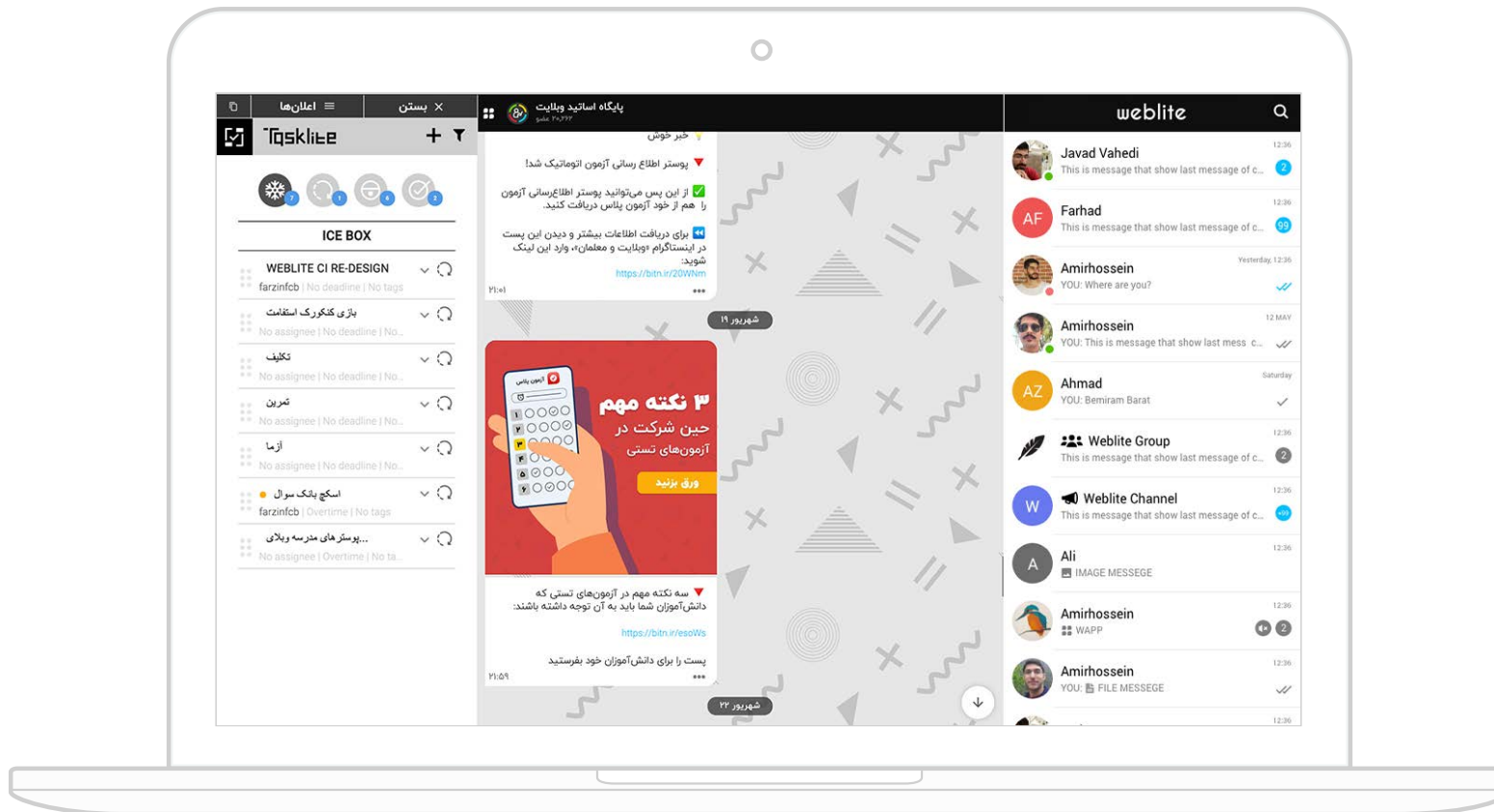
**Notifications**  
Snack bars using for  
regular notifications



**Getting Info**  
Sample of information  
getting

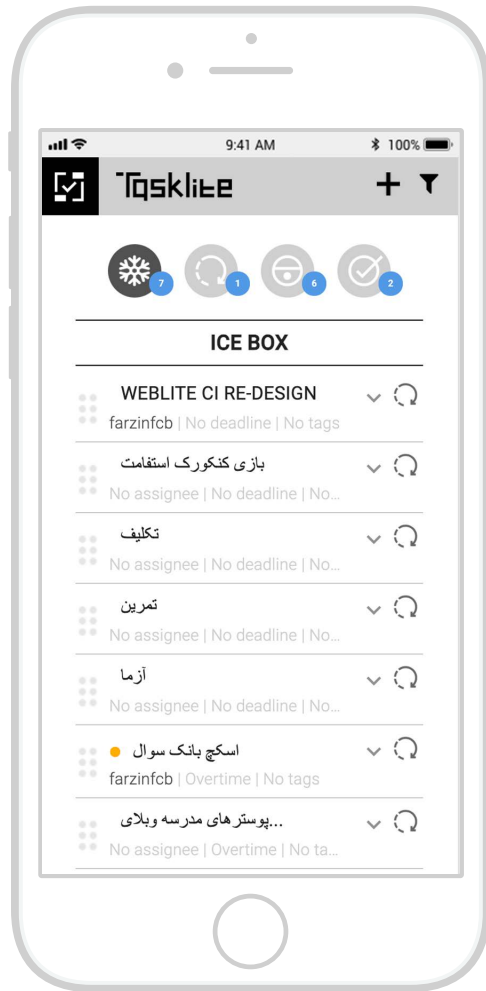


**Dialogue Box**  
Important notifications  
and questions



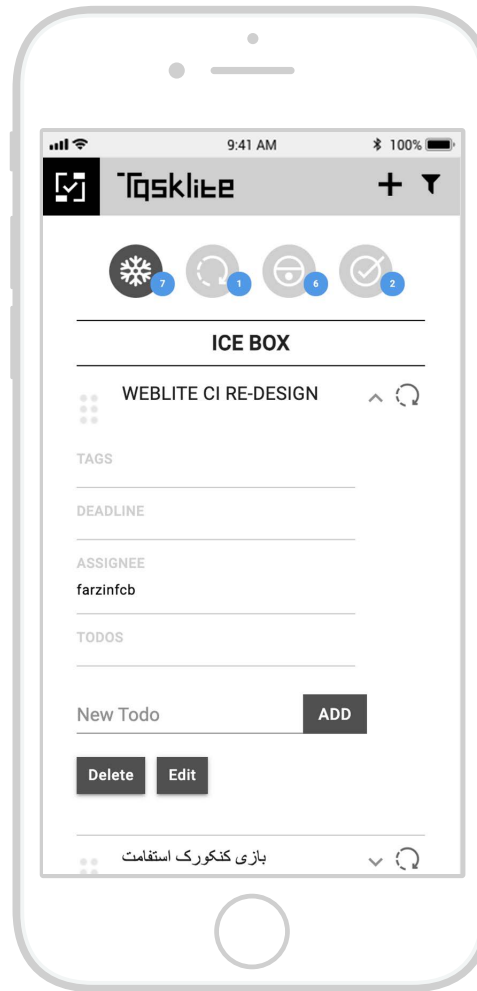
### Weblite Desktop Mode

This is the desktop version of the Weblite in RTL mode. As you can see, the desktop version consists of three main sections: list of chats, show chats, and Wapps showing area.



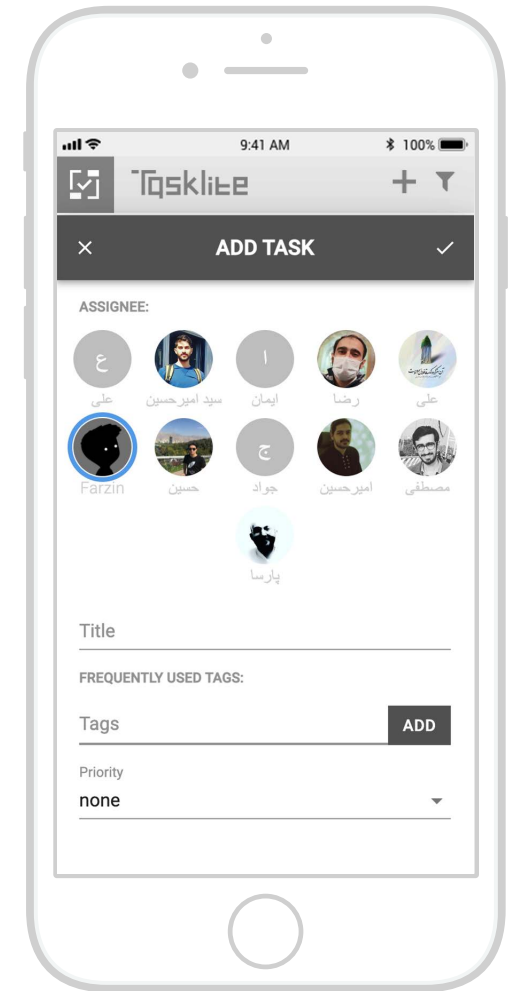
### Tasklite Wapp - 1

Tasklite is a task manager app that help users to create task and add attributes to it. It has 4 step, icebox, progress, done, evaluate.



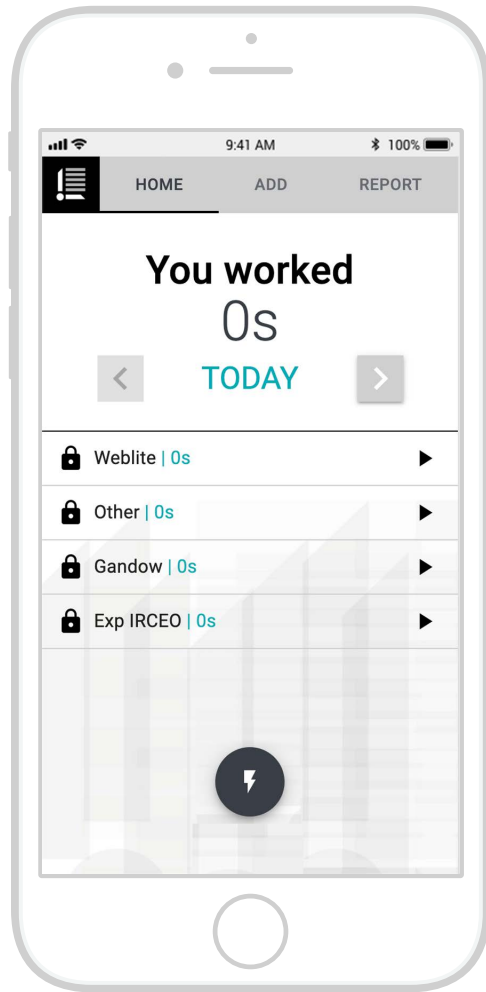
### Tasklite Wapp - 2

Here is the task editing part. You can add or edit title, due date, assignment, tags and subtasks.



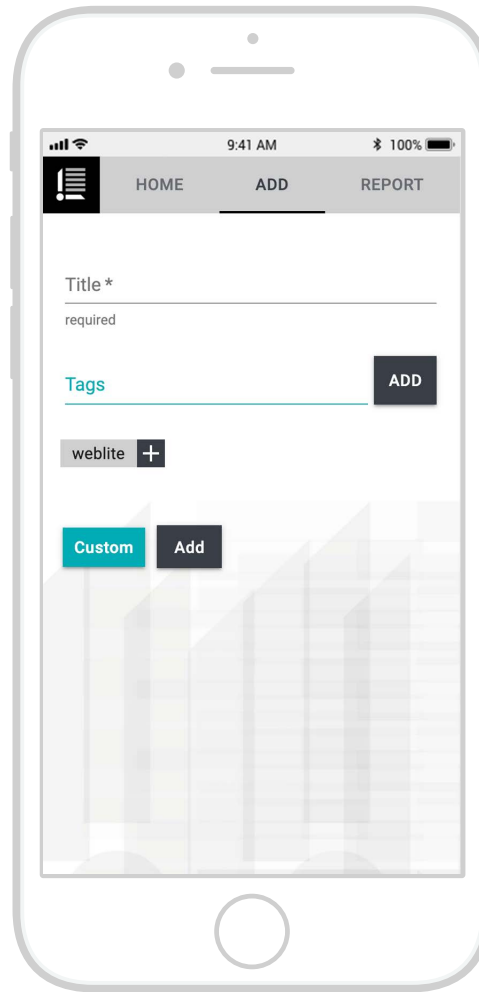
### Tasklite Wapp - 3

This is task creating page. you can add all details that exist in previous part and also set a priority to your task.



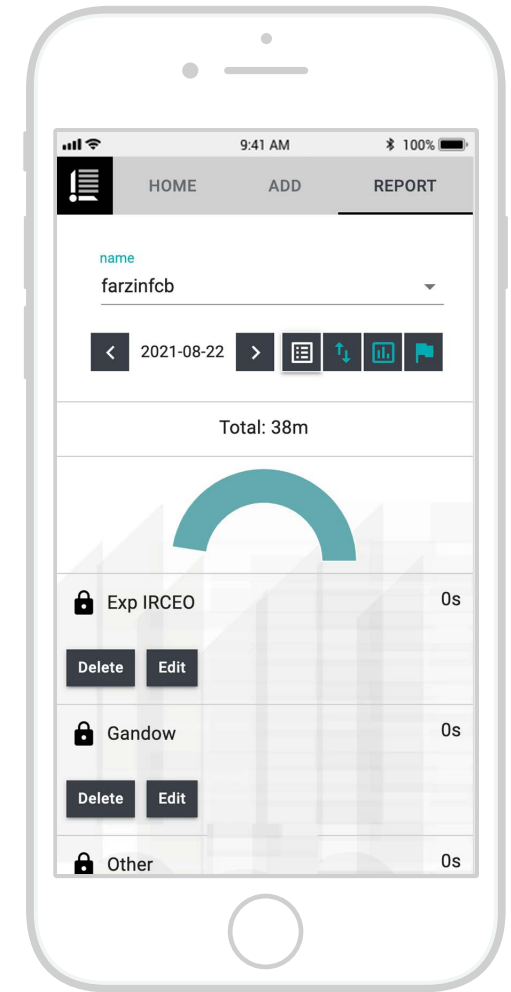
### Loglite Wapp - 1

Loglite as its name implies, is an application for logging and managing time. The ability of this app in logging and report providing is very practical and useful.



### Loglite Wapp - 2

Here is adding page. You can enter title and add any tags to your task that you are logging.



### Loglite Wapp - 3

This is report generator page. In this page a client or manager can export detailed csv file or edit times periods or amount.



**WEBLITE**  
EDUCATIONAL  
PLATFORM

## SECTION TWO

# WEBLITE BECOME AN EDUCATIONAL PLATFORM

After numerous financial problems and lack of experience in advancing the team's goals (like all startups) and other issues that are not mentioned here, the Weblite decided to enter a specialized field. According to the facilities and conditions in Iran, online education was selected.

In fact, the Weblite wanted to personalize its co-existence as a social network and messenger for the field of online education. The target market of the Weblite changed non-university teachers and students.

Weblite experienced two generation along this way!



TYPE:

**WEB  
APPLICATION  
& ANDROID APP**

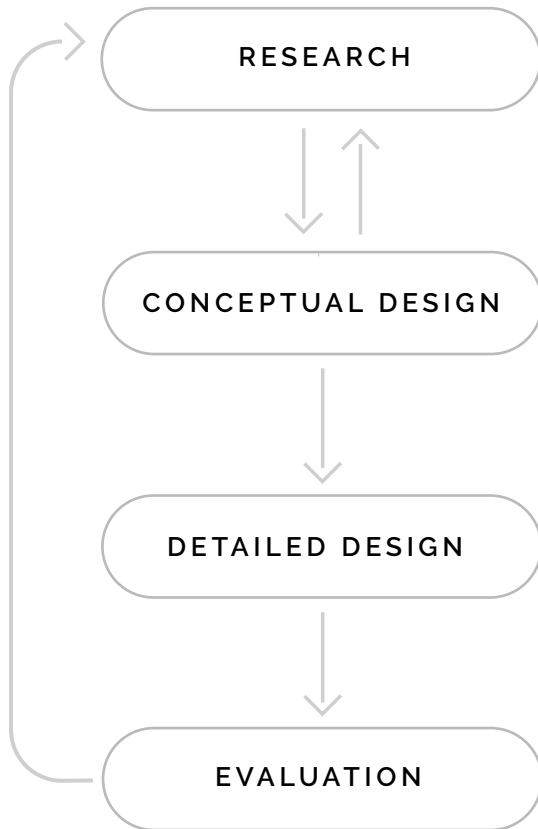


Supported Devices:

**All  
Devices & OS**



## MY MISSION



Unlike the previous part, ie IM, I was faced with a specialized concept. For better progress, with the help of other team members, a group of teachers and students was formed to begin research and study cases with them. In fact, after identifying the needs of online education environment, with the help of this group I would find the details and requirements.

After determining the details and requirements of each tool, the conceptual structure and how it works were designed. Sometimes these plans needed to be re-examined and improved with a group of teachers and students.

After specifying the requirements, different parts were designed. In design, it was always tried to have a unified and coordinated identity in terms of user experience as well as user interface in all Wapps.

The process of evaluating the tools was continuous and occurred at short intervals. The powerful and flexible structure of the Weblite allowed the changes to be applied without delay. Sometimes a new model was applied to a certain number of users in a particular issue to find the best one.



**WEBLITE**

EDUCATIONAL  
PLATFORM

SECTION TWO

# WEBLITE AS EDUCATIONAL PLATFORM

COMPARAISON  
FIRST AND SECOND  
GENERATION

With the increase of Weblite users and gaining relative popularity among online learning platforms, especially during the Covid19- era, it was necessary to change the basic structure of the Weblite. So we decided to design and implement a new Weblite specifically for the online education.

## FIRST GENERATION

4

MAIN WAPPS

- Regular IM system
- LTR System
- PWA

## SECOND GENERATION

8

MAIN WAPPS

two redesigned Wapps

- UI/UX improvment
- New system with navigation bar
- RTL System
- TWA

## MAIN WAPPS INTRODUCTION

### FIRST GENERATION



#### AZMOON

Build and hold a four-choice test



#### AZMOON JAAME

Build and hold a four-choice test for multiple lessons



#### KELAAS

Build and hold a online classes



#### JOZVEH

Sell books and documents

### SECOND GENERATION



#### AZMAA

New generation of exam makers with many Features



#### DARSNAMEH

Teaching tool with many ability and features



#### TAK SOAL

Create a single descriptive question



#### TAK TEST

Create a single four-choice question



#### TAKLIF

Tool to managing and doing homeworks



#### RAFE`E ESHKAL

tool to answer the questions related to the lessons



#### FORM

Build and manage any form with many features



#### AZMOON PLUS

Re-designed Azmoon Jamee for new system



# WEBLITE

EDUCATIONAL  
PLATFORM

SECTION TWO  
WEBLITE AS ONLINE EDU PLATFORM!

## OTHER WAPPS INTRODUCTION

### FIRST GENERATION

In the first generation of educational Weblite many Wapps were conceptualized and then designed. There were a few games between them. But in general, these wapes did not build a platform. Some of this Wapps:

#### **Rooznegar:**

Time management and study planning

#### **Nokte fori:**

Small lessons which send by teachers

### SECOND GENERATION

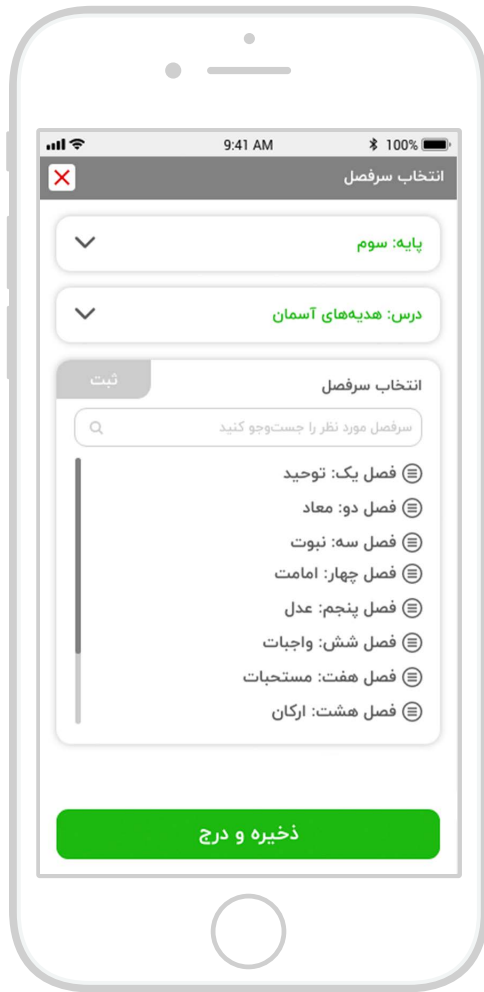
In the second generation, the whole goal was to turn the Weblite into an educational platform. After several reviews and meetings, we decided to break down all the concepts related to education into the smallest possible elements. A description of this model is not possible in this document. In the following, two Wapps that were responsible for organizing the content of the Weblite are introduced.

#### **Shaakheh:**

This Wapp is responsible for labeling content. Includes items such as educational level, field of study, course name, etc.

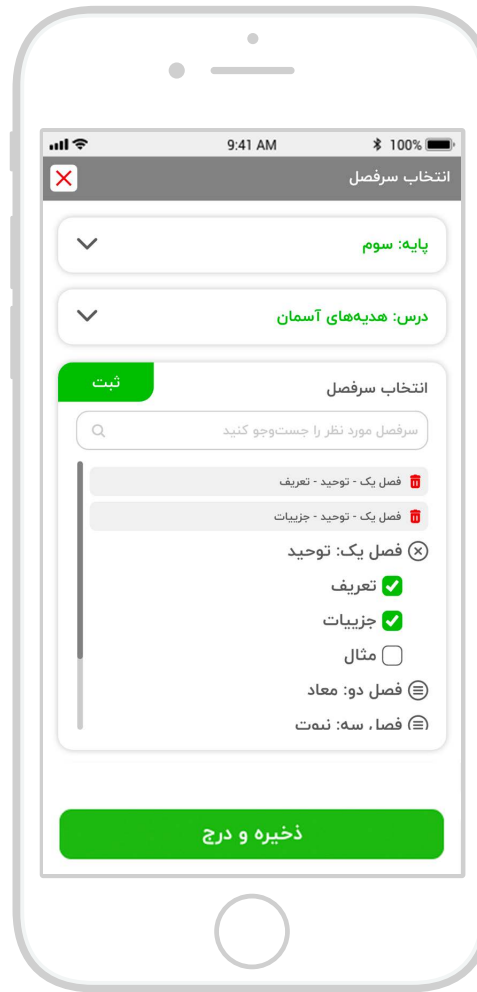
#### **Kaaqaz:**

This Wapp is Weblite's content editor. Depending on the type of content, it provides various features for the producer



### Shaakkeh Wapp - 1

Any Wapp in Weblite that is related to the production of educational content can call the Shaakkeh. This is how to select a label in Shaakkeh.



### Shaakkeh Wapp - 2

This is a completed example of a label for Darsnameh Wapp.



### Shaakkeh Wapp - 3

This image shows how the label created by the Shaakkeh, is displayed in the Wapp that called it.



### Kaaqaz Wapp - 1

Like Shaakheh Wapp, Kaaqaz can be called from any other content production Wapp. According to reviews, 6 types of content have been placed on Kaaqaz.



### Kaaqaz Wapp - 2

This is a text mode in Kaaqaz that have basical features to write a text for any kind of content.



### Kaaqaz Wapp - 3

The Kaaqaz system is block by block. Each string of content can have a certain number of content blocks.



Azmaa Wapp - 1  
exam creation page.



Azmaa Wapp - 2  
Exam questions creating



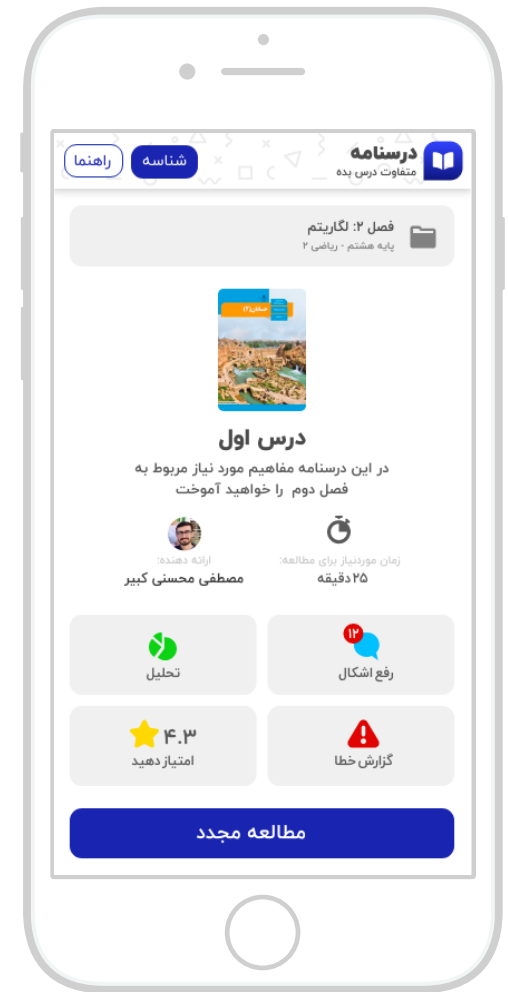
Azmaa Wapp - 3  
First page of what student sees



Darsnameh Wapp - 1  
Creation page



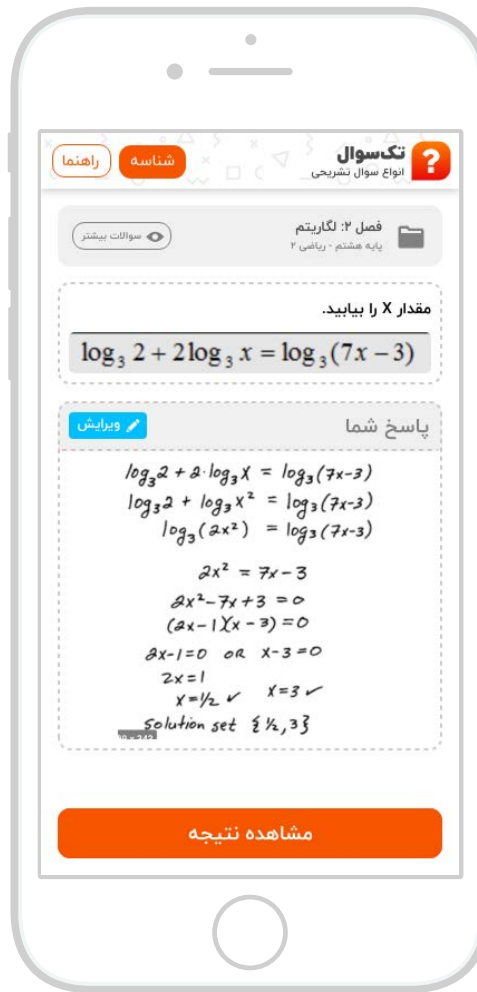
Darsnameh Wapp - 2  
First page of what students see



Darsnameh Wapp - 3  
First page of what students see after reading



**Tak Soal Wapp - 1**  
Question creation page



**Tak Soal Wapp - 2**  
How student set their answers



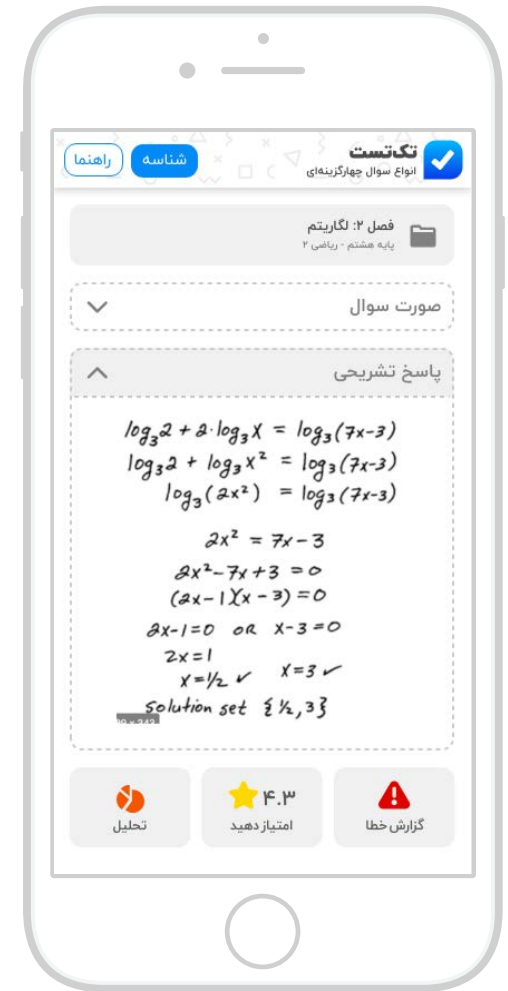
**Tak Soal Wapp - 3**  
View the answer to the question



**Tak Test Wapp - 1**  
Question creation page



**Tak Test Wapp - 2**  
Show questions to students



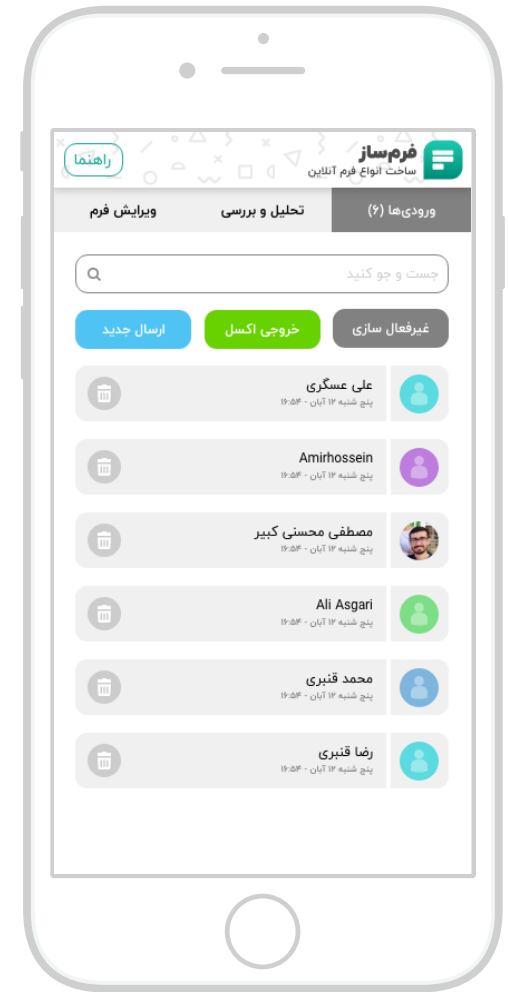
**Tak Test Wapp - 3**  
After answering



**Form Wapp - 1**  
Building form page



**Form Wapp - 2**  
Add elements to form



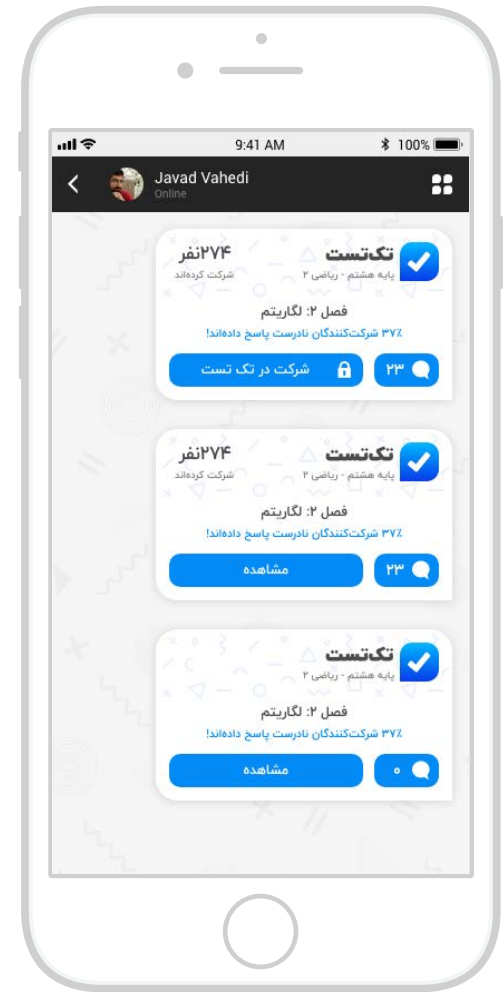
**Form Wapp - 3**  
Submitted forms page



**Azma Wapp - 1**  
In chat mode



**Darsnameh Wapp - 1**  
In chat mode

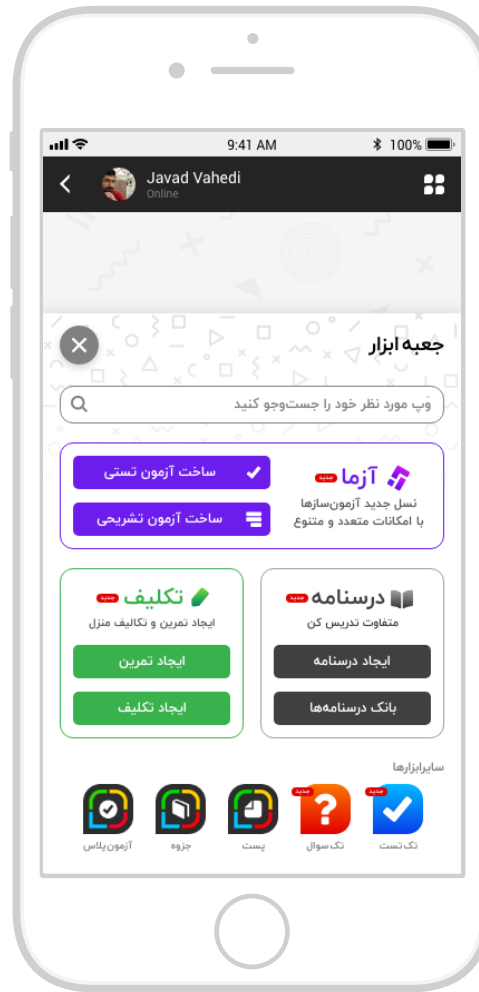


**Tak Test Wapp - 1**  
In chat mode



### Tools box - 1

Tool box help users find and send Wapps. In second generation of Educational Weblite this part completely redesigned



### Tools box - 2

Opened mode

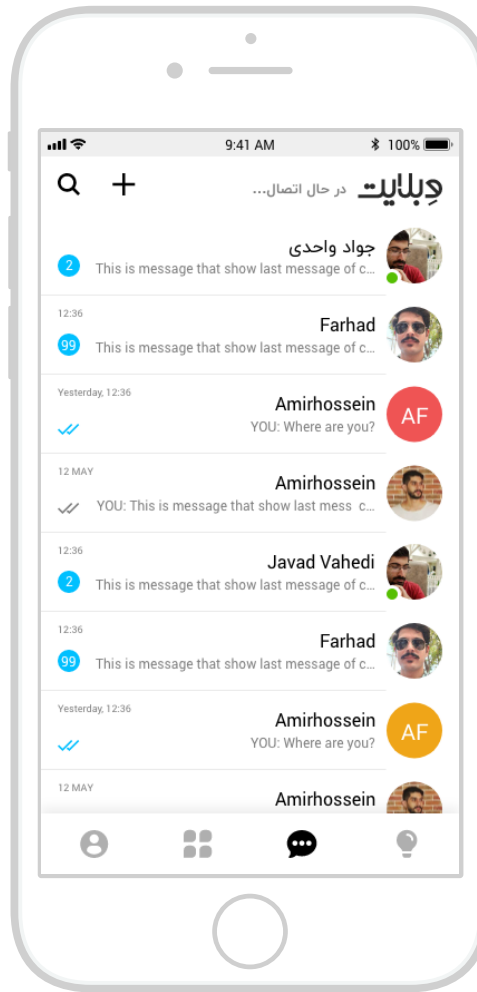


### Tools box - 3

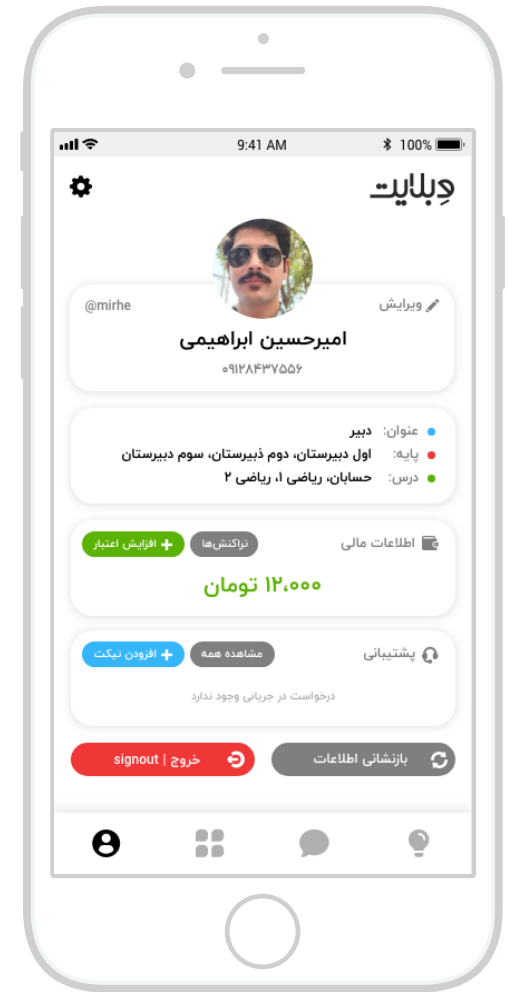
Search mode



**Second generation of educational Weblite - 1**  
New design and navigation bar



**Second generation of educational Weblite - 2**  
Chatlist page new page



**Second generation of educational Weblite - 3**  
New profile page



**WEBLITE**

EDUCATIONAL  
PLATFORM

SECTION THREE

# WEBLITE FOR COMPANIES

In designing the second generation of the Weblite, we came to the conclusion that We can be easily customized for any organization or need. In fact, the new Weblite system was designed to have the potential to meet any type of need that a group of people need.

In the following, you will see some of these personalizations that were done for several organizations and companies.



TYPE:

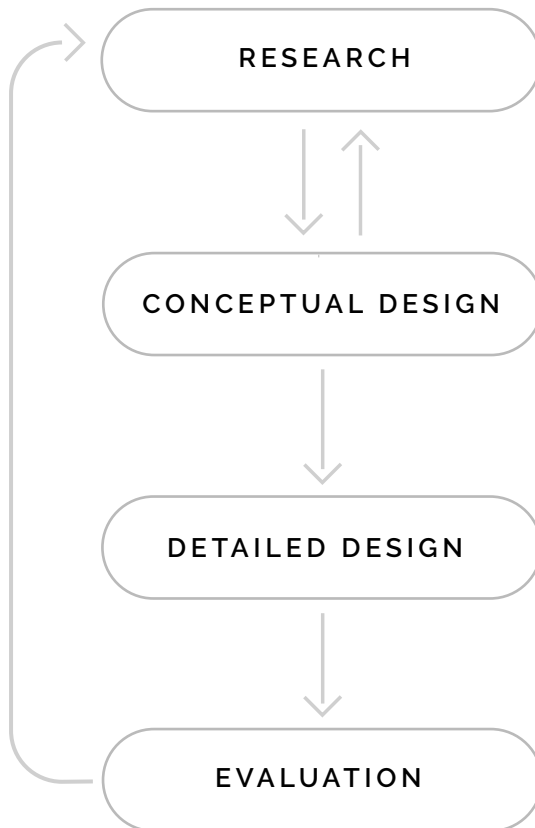
**WEB  
APPLICATION  
& ANDROID APP**



Supported Devices:

**All  
Devices & OS**

## MY MISSION



Every company or organization has different needs and conditions. This point led to independent research and study for each organization. With the help of other members of the team and representatives of that company or organization, we reviewed the needs and requests. After several meetings, we came to the primary and detailed issues.

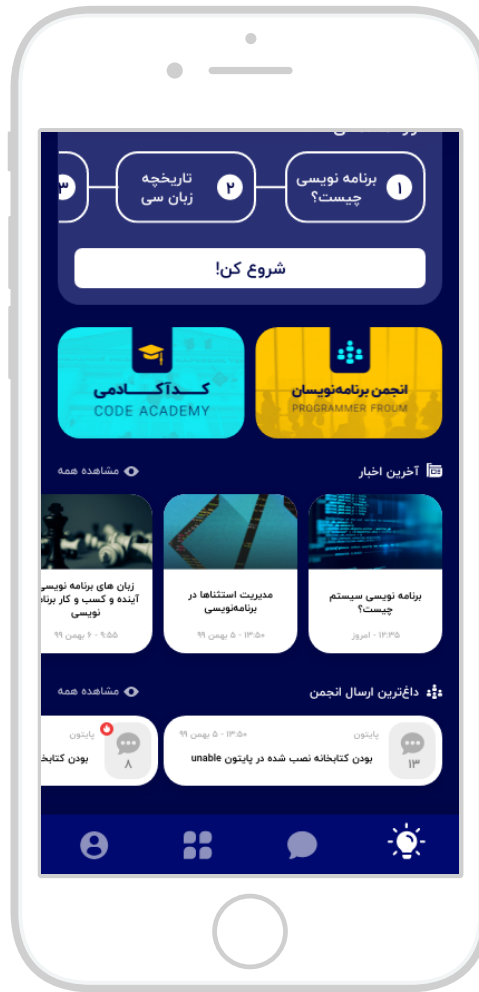
After identifying the basic needs and receiving information, the prototype and the totality of the applications or Wapps were designed. We presented these designs to the company's representatives or organization after the initial review with the technical team and a study with the Weblite system. Sometimes we repeated this round trip several times to achieve the best result.

Eventually, with the approval of the designs by the employer, I started to design Wapps. In designing Wapps, coordination with the visual identity of the organization or company has always been considered.

Evaluating and modifying Wapps, in this case, was more straightforward than in the field of education because the number of users was much smaller, and their needs were precise. Therefore, We solved the problems on a weekly and monthly basis, and after a while, no problems remain



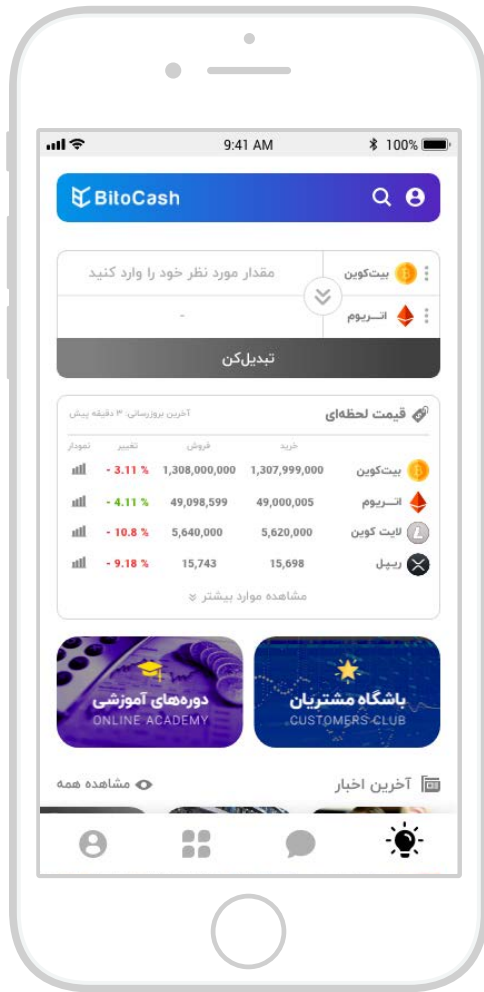
**Code School - 1**  
For Hamrah Avval Co.



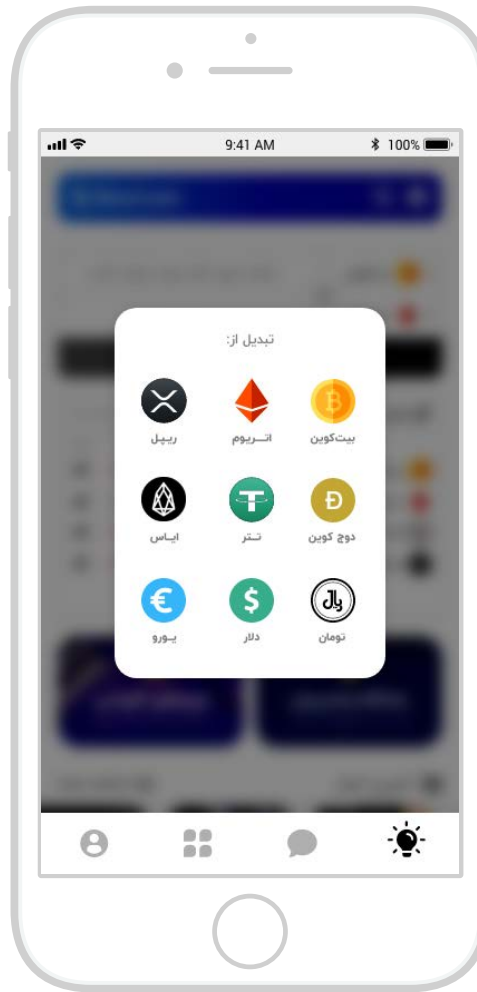
**Code School - 2**  
For Hamrah Avval Co.



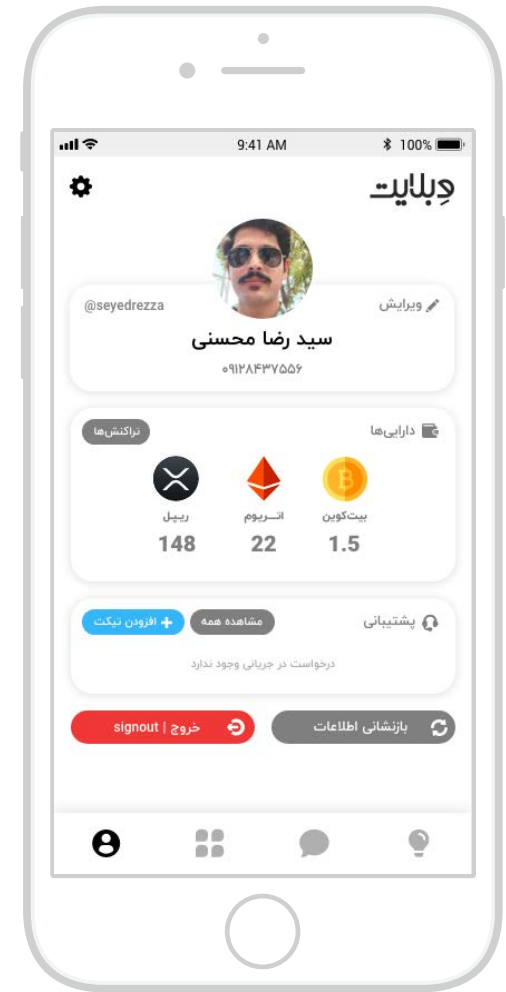
**Code School - 3**  
For Hamrah Avval Co.



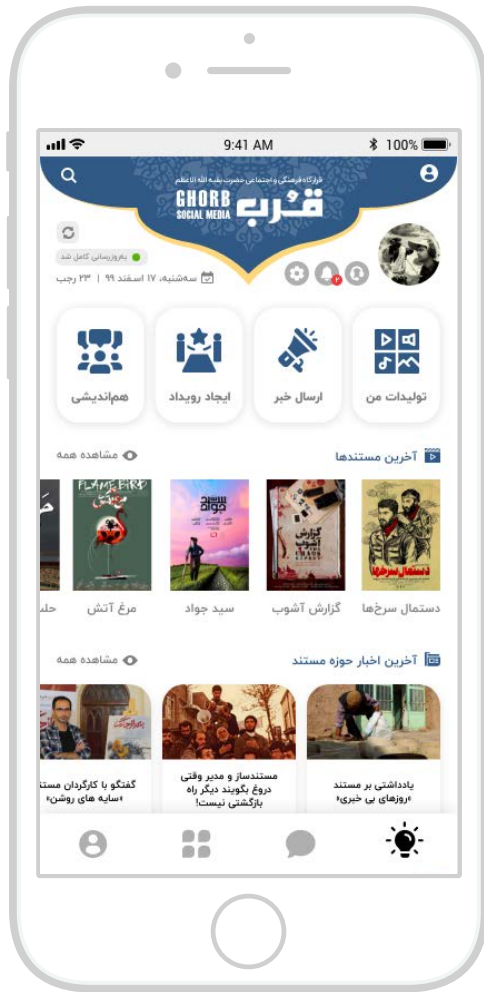
Cryptocurrency exchange - 1  
For Bitocash Co.



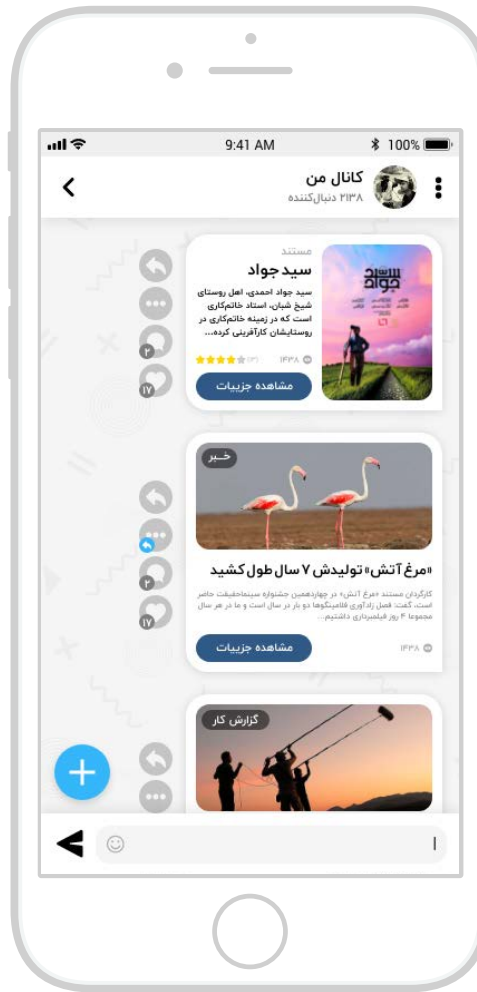
Cryptocurrency exchange - 2  
For Bitocash Co.



Cryptocurrency exchange - 3  
For Bitocash Co.



Ghorb - 1



Ghorb - 2

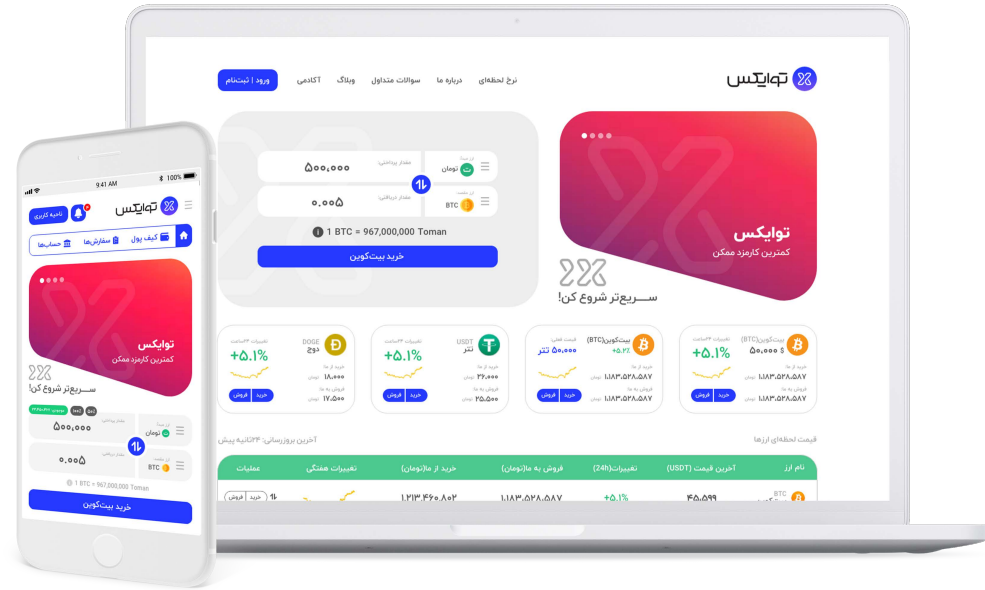


Ghorb - 3



# TWIX

## CRYPTOCURRENCY EXCHANGE



Twix is a digital currency exchange that aims to provide a new yet simple and fast digital currency trading experience. In the first phase, Twix is a web application with a dedicated Android and iOS app in the subsequent steps.

! Due to the restrictions imposed by the employer, information and designs are limited



**TYPE:**  
**WEB  
APPLICATION**



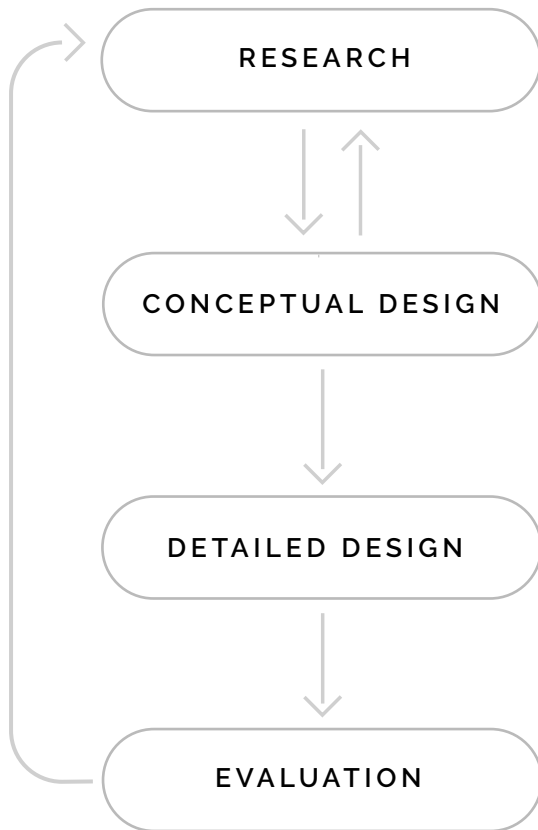
**Supported Devices:**  
**All  
Devices & OS**



**TWOX**

CRYPTOCURRENCY  
EXCHANGE

## MY MISSION



It is always challenging to design in specialized fields because it is difficult to reach the ideal state. On the other hand, in most cases, it is a new concept for the designer. Digital currencies were a relatively new field for me, but the path went well with the help of existing examples and the transfer of experience from employers.

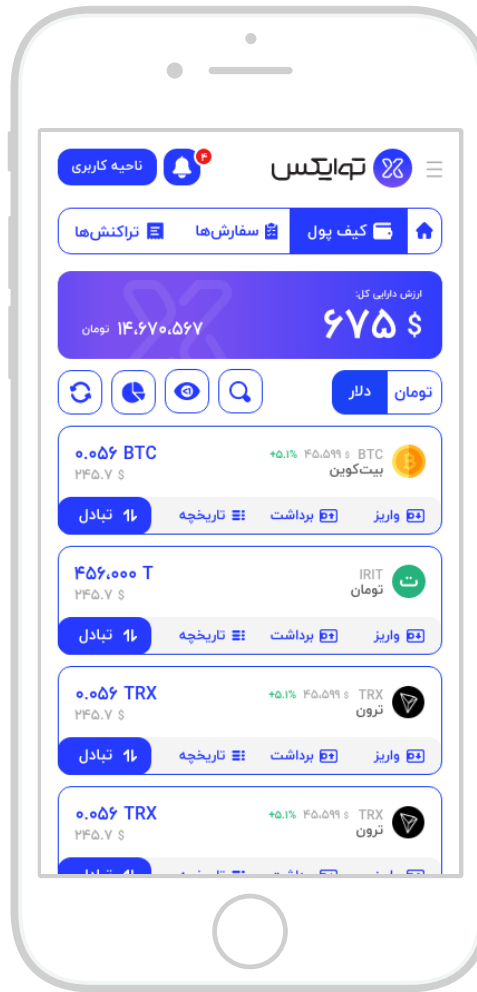
After receiving the necessary information to localize the system and review and analyze other exchange services, I started designing different parts and stages. This plan was improved with the help of the employer and testing some specific users. Sometimes there were several round trips between the research and implementation stages.

Implementation began with the precision of the prototypes and sketches. Due to the limited time to implement and start the application, each part entered the implementation phase immediately after design; This caused that there was not enough time to find the ideal state. Still, I did my best to make it happen.

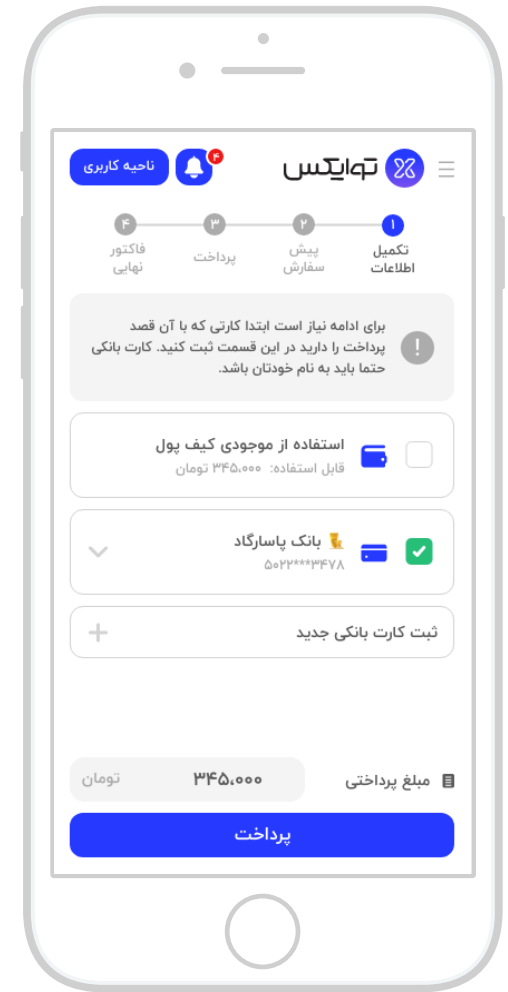
As mentioned, the time given for the completion of the project was short and limited, which caused the testing and evaluation stages of the parts to go fast and only the essential and fundamental issues to be reviewed and corrected. We did these cases with the help of a group of people working in digital currencies.



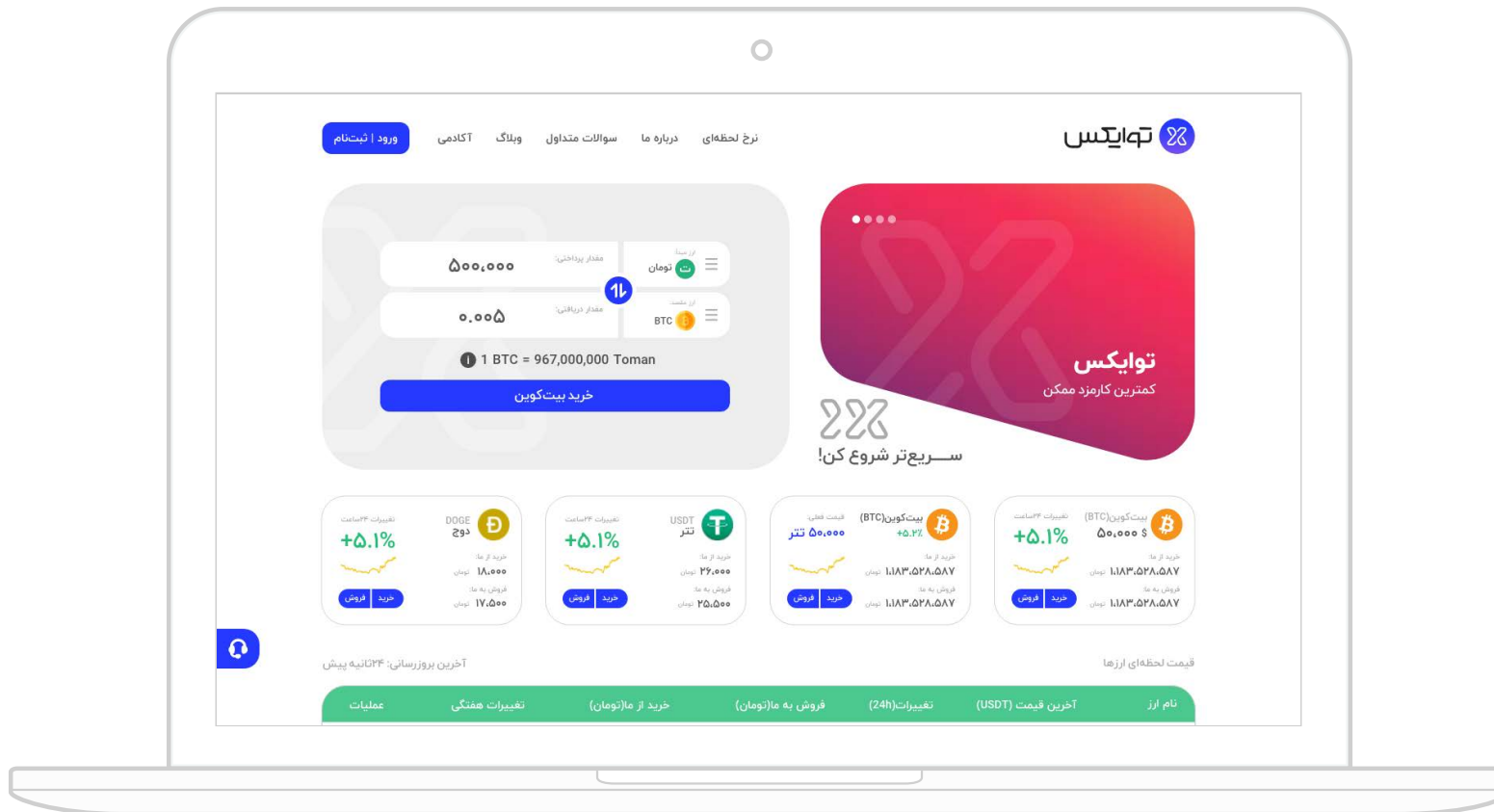
**Home Page**  
This is logged in user's home page



**Wallet**  
Wallet page

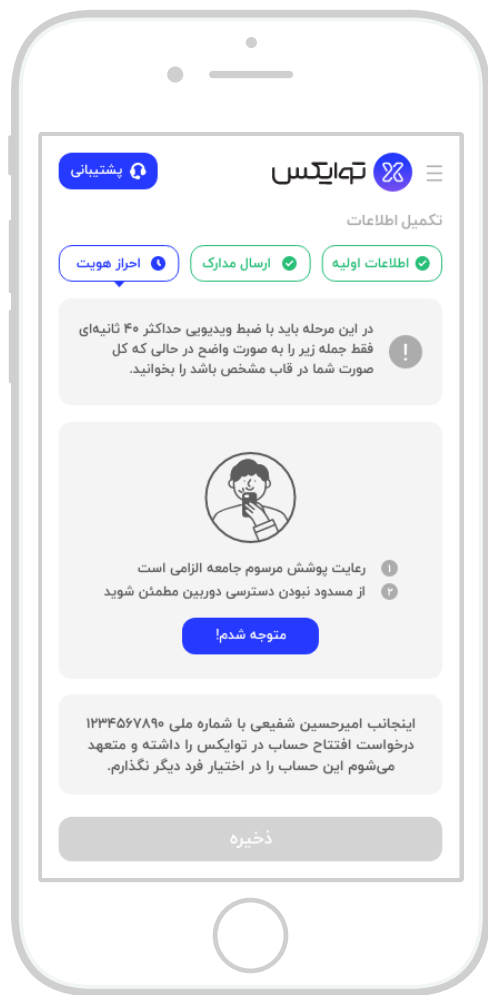


**Registering**  
First trading process

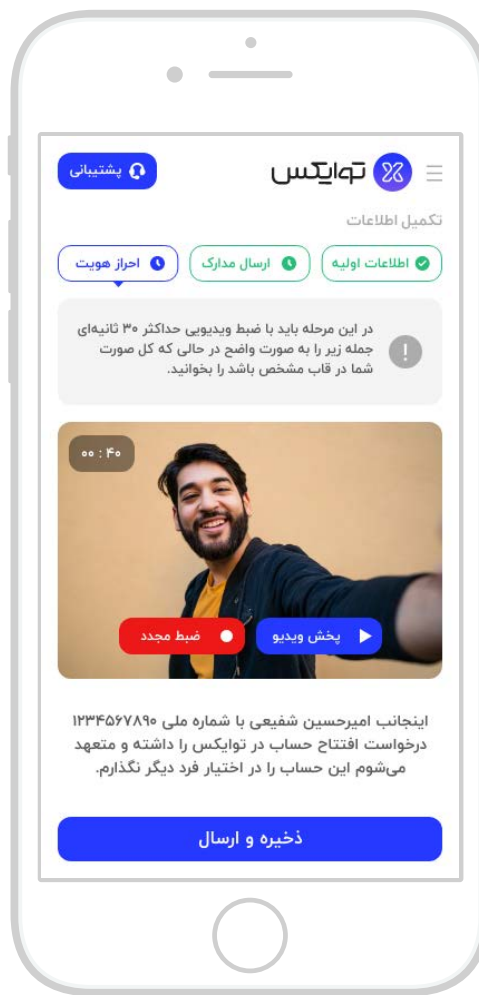


### Desktop Mode

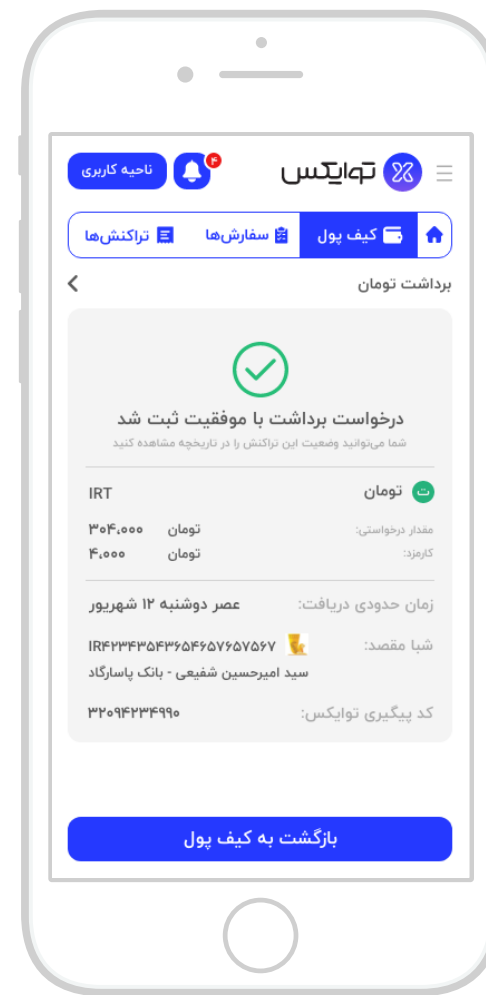
Generally, more tools and features are available for the user in the desktop version.



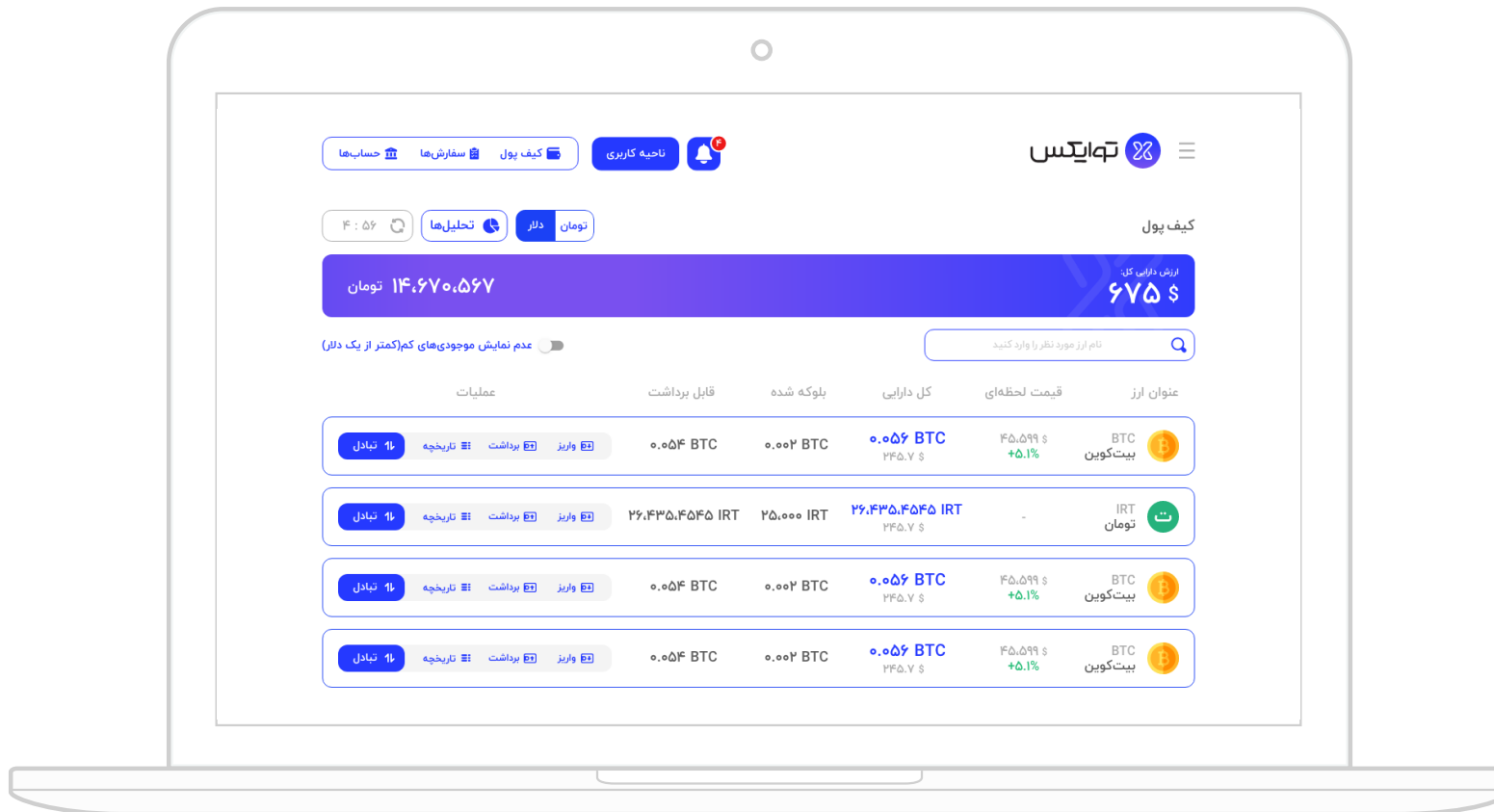
Verifying  
with video



Verifying  
After recording video



Transaction confirmation  
final step in wallet mode

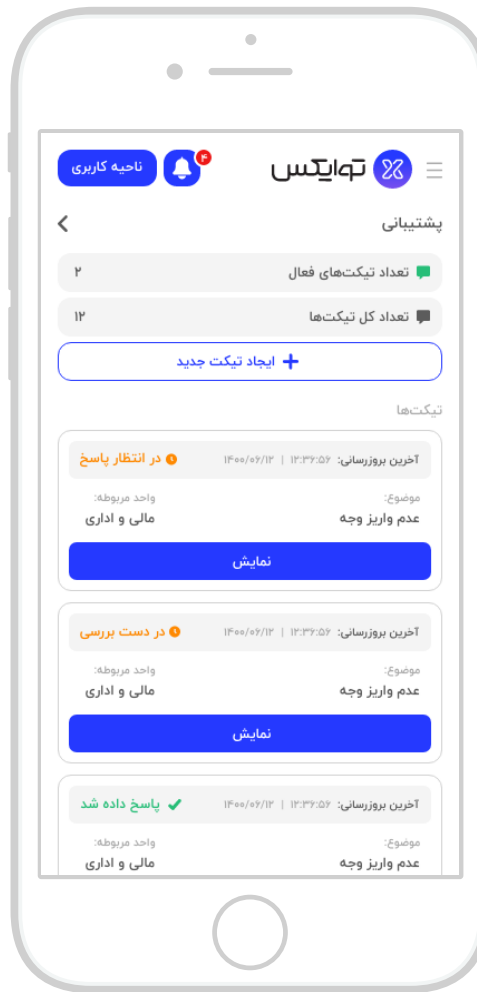


### Wallet

This is desktop mode of wallet



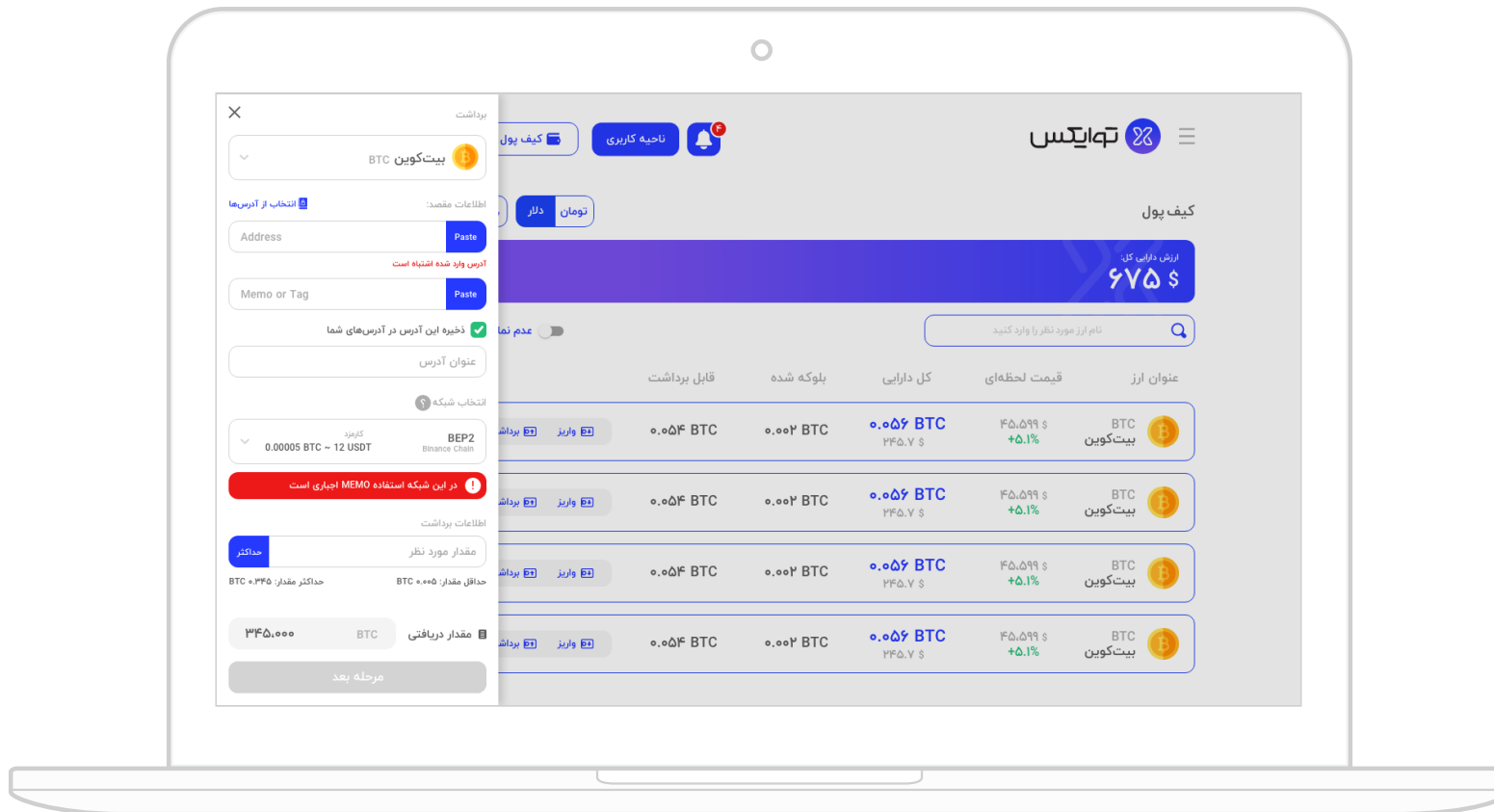
**Client area**  
Here is the client area. User can edit, send ticket and etc.



**Ticketing - 1**  
Ticket list is shown here



**Ticketing - 2**  
Showing of ticket is like this



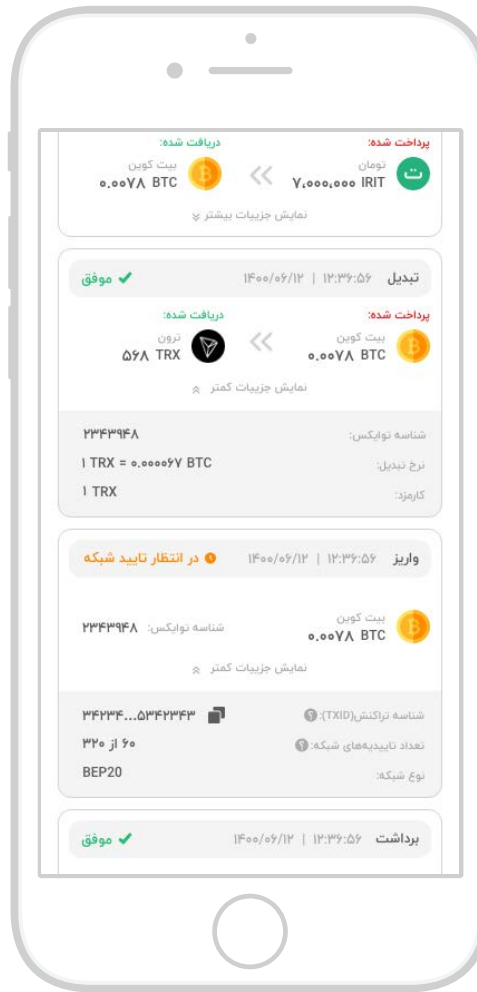
### Use of drawer

In the desktop version, we tried to create a better experience for the user by speeding things up by using drawers.



### History - 1

Here is the list of user transactions in detail.



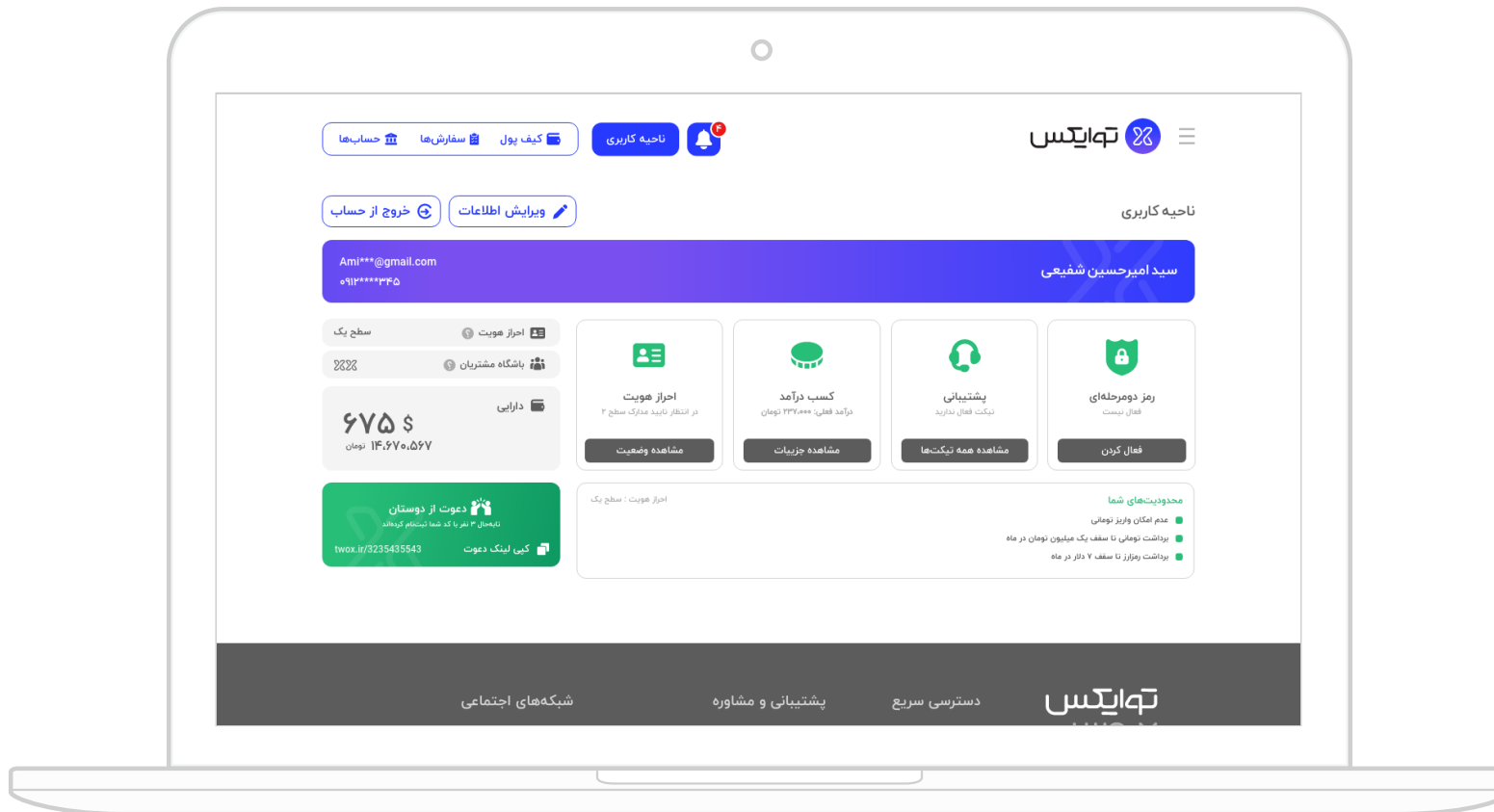
### History - 2

expanded box



### Deposit

This page give a user information to deposit.

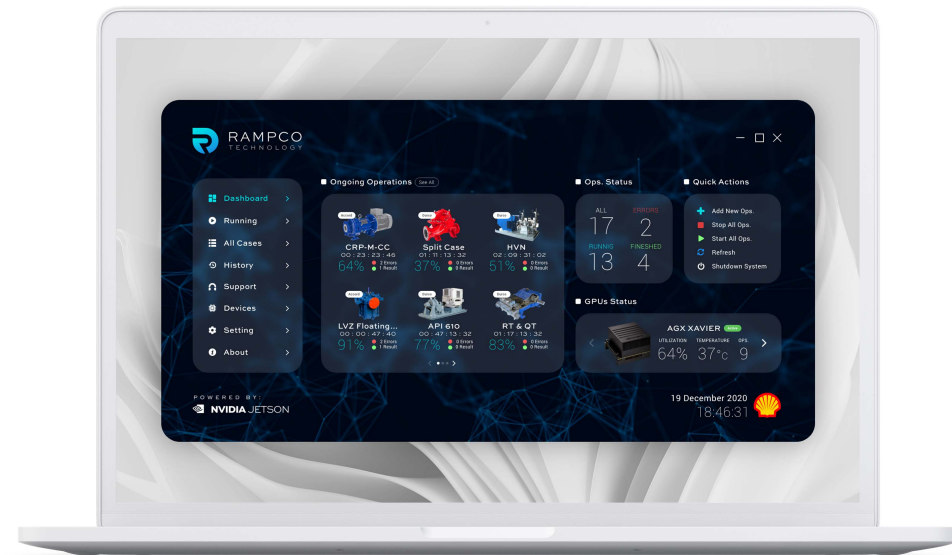


**Client Area**  
This client area in desktop



# RAMPCO

## INDUSTRIAL SYSTEMS OPTIMIZER



Rampco is an industrial software based on artificial intelligence responsible for optimizing a variety of industrial systems and devices. In the first phase of this software, the focus is on the oil and gas industry.

! Due to the restrictions imposed by the employer, information and designs are limited



**TYPE:**  
**WINDOWS**  
**APPLICATION**



**Supported Devices:**  
**ONLY**  
**PC**

FARZIN PEZESKI  
PRODUCT DESIGNER

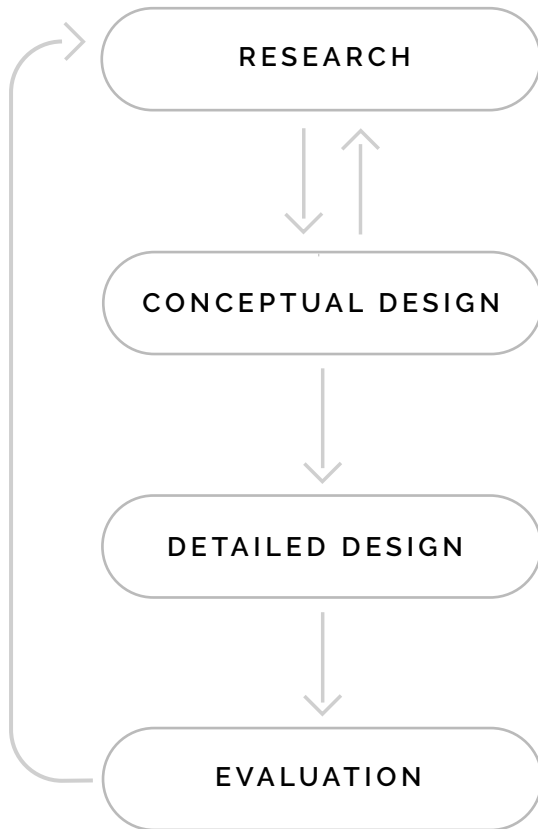
PORTFOLIO  
2017 - 2021



**RAMPCO**

INDUSTRIAL SYSTEMS  
OPTIMIZER

## MY MISSION

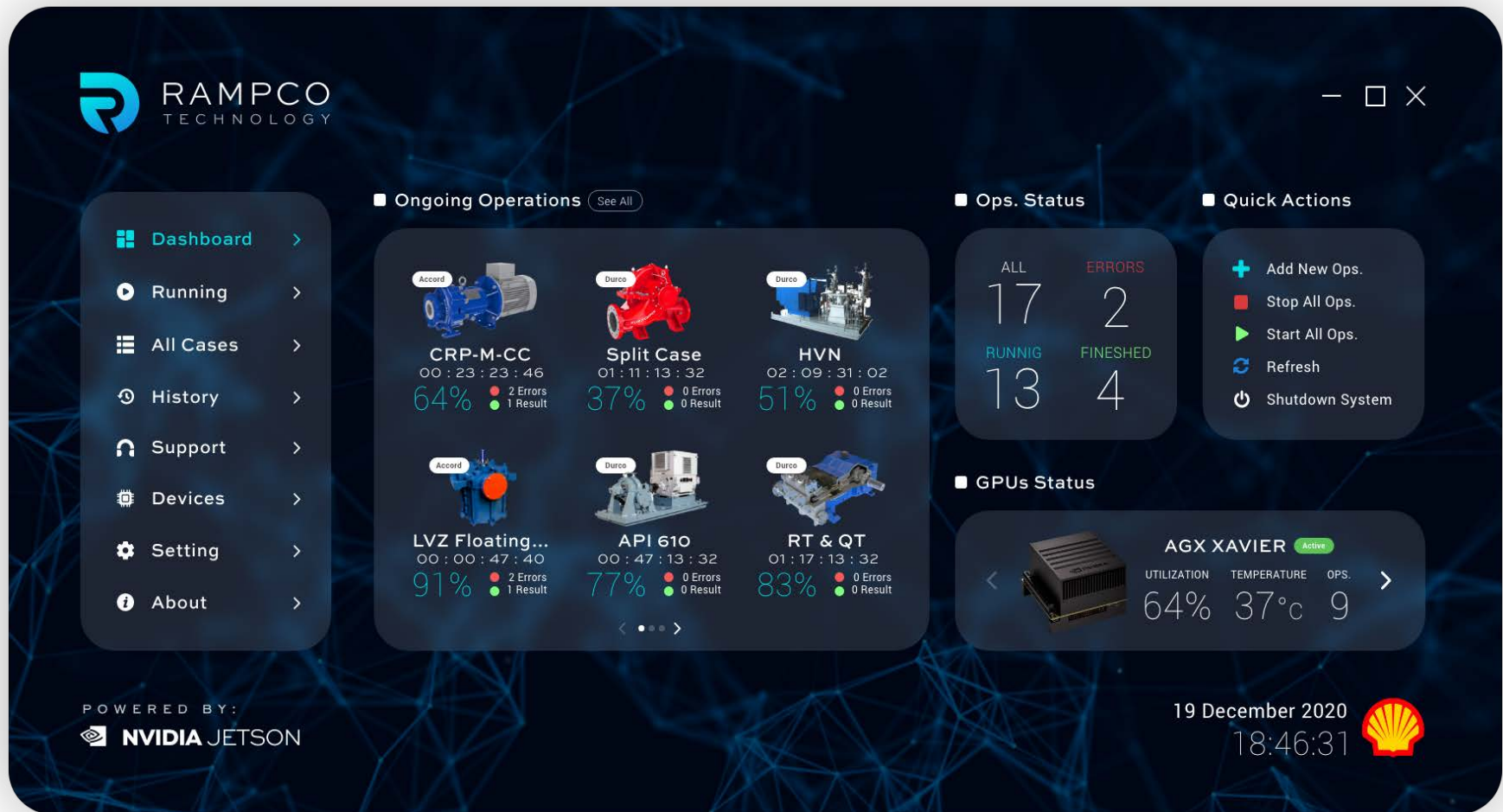


My most crucial challenge in this area was my lack of familiarity, and the reason was that this project was wholly industrial and specialized. At first, I tried to get acquainted with this field by studying the resources provided by my employer. Then I started categorizing and classifying needs and applications. With this method, I was able to create a stable structure.

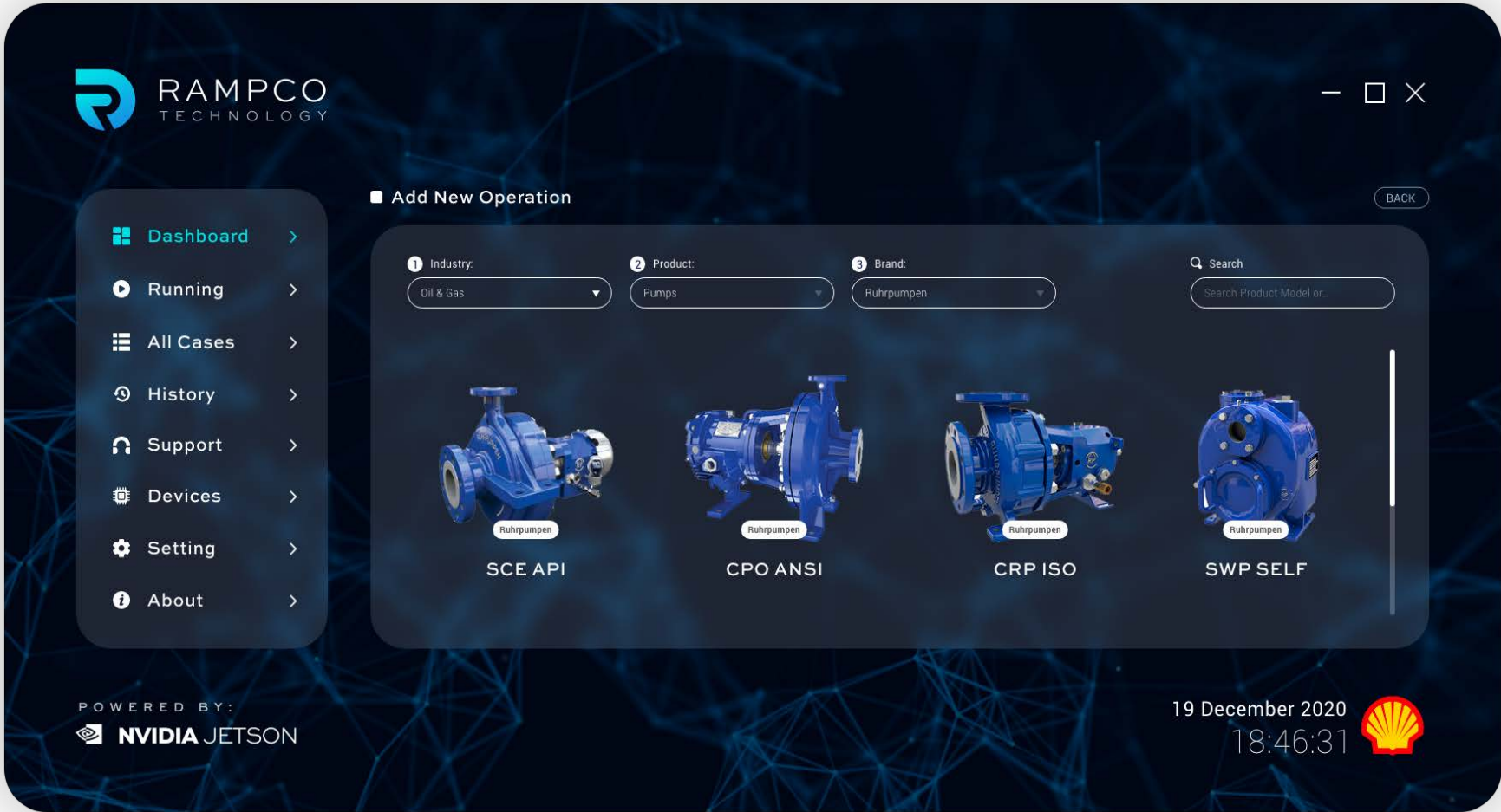
The next challenge of this project was the lack of similar software, and This allowed studies to start from scratch and the prototype design process to slow down. Eventually, with several round trips, the initial designs were finalized.

The visual beauty of this project was very important for the employer. In addition to maintaining the standard and beautiful structural principles, I tried to design so that the user, in addition to a sweet experience, also enjoys the appearance of the software.

We did evaluation and modification of this software with the help of a significant number of company employees. They prepare a report for the software development team by observing the problems, in which there are usually good suggestions. The industrial nature of this software has slowed down the analysis and evaluation process because people try to adapt to it instead of trying to improve it.



**Home Page**  
Home and dashboard page



### New Project Creating

This is from new project creation process

- Dashboard >
- Running >
- All Cases >
- History >
- Support >
- Devices >
- Setting >
- About >



**Rührpumpen**

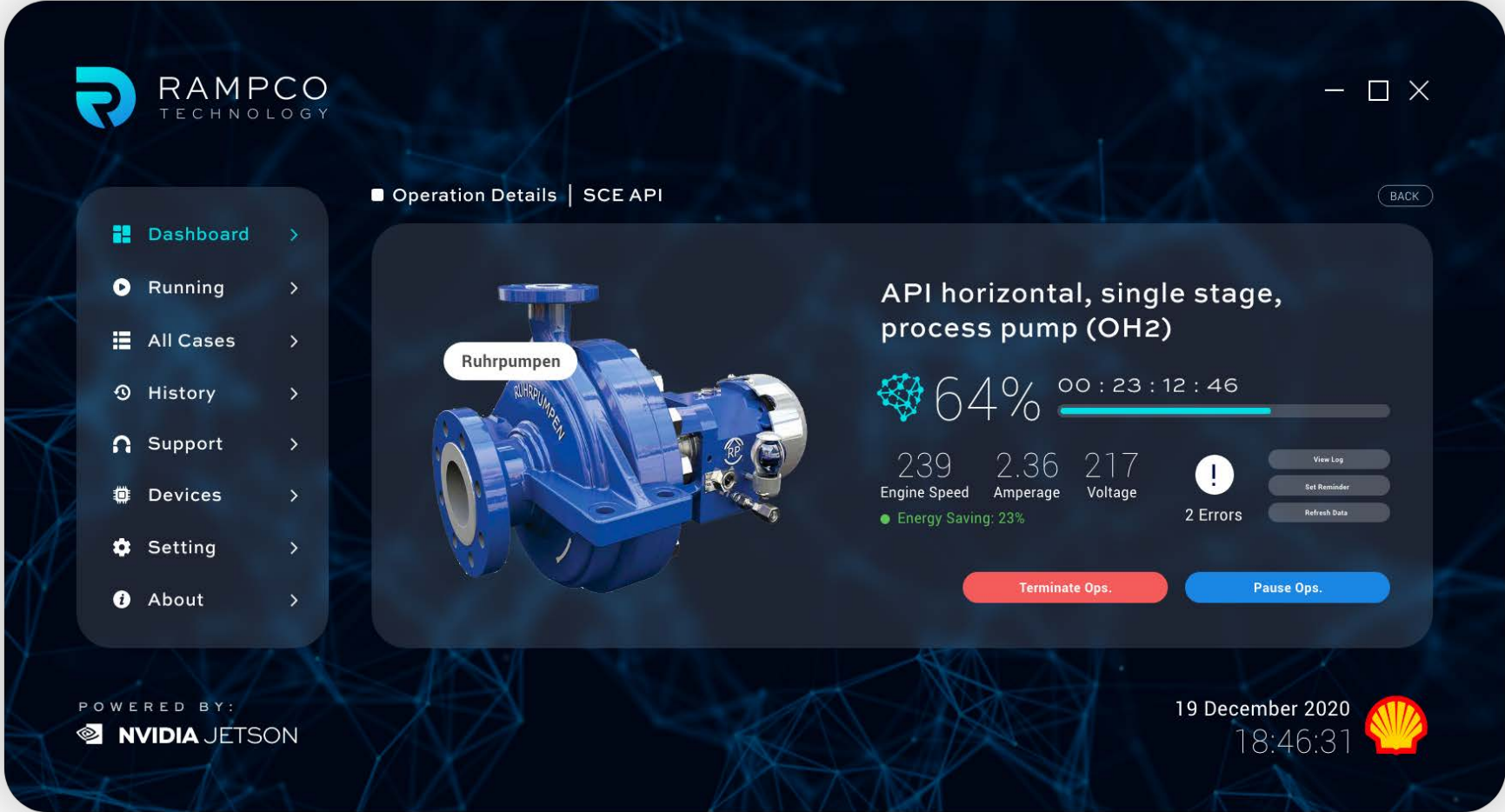
### Assign Input and Output

- 1 Amperage
- 2 Voltage
- 3 Engine Speed
- 4 Oil Mass

NEXT



**New Project Creating**  
Assigning port for device



**Optimizing**  
Omtimizing page status



# DOCTELLU

SMART MEDICAL  
CHATBOT



This app is an intelligent chatbot in the field of medicine. With the help of this app, users can improve their health, manage their medications, communicate with doctors, order medications, etc.

! Due to the restrictions imposed by the employer, information and designs are limited



TYPE:

iOS  
& Android



Supported Devices:

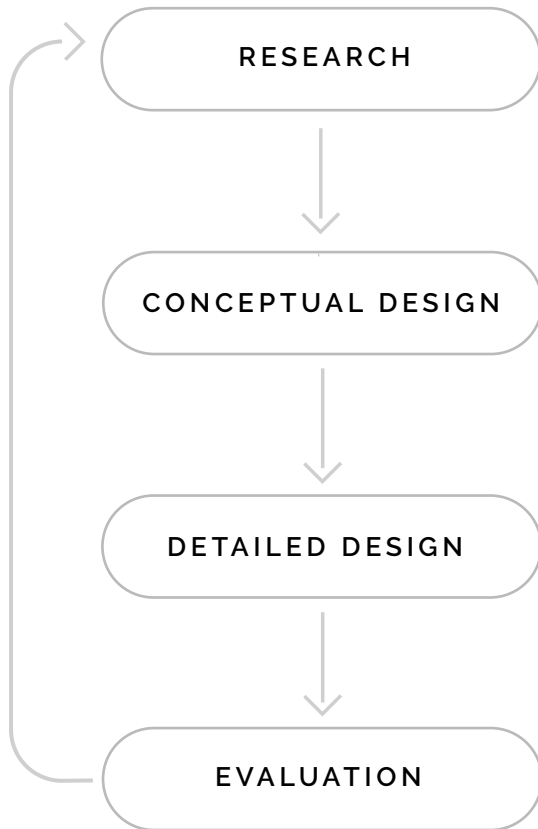
Mobile  
& Apple Watch



# DOCTELLU

SMART MEDICAL  
CHATBOT

## MY MISSION

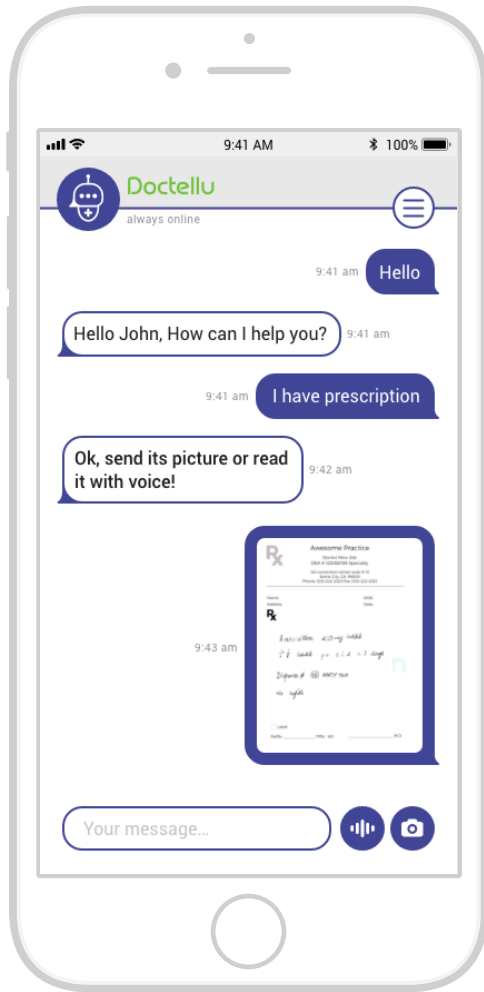


My previous experience on the Weblite helped a lot in advancing this project. Combining the various features of Doctellu with the chat space was an issue that I should solve in this project. Classifying and preparing the proper structure for information was not a complicated task.

As mentioned, my previous experience simplified the progress of this project. The required structures were all things I had examined many times before and were familiar with their details and necessities. So I prepared prototypes quickly.

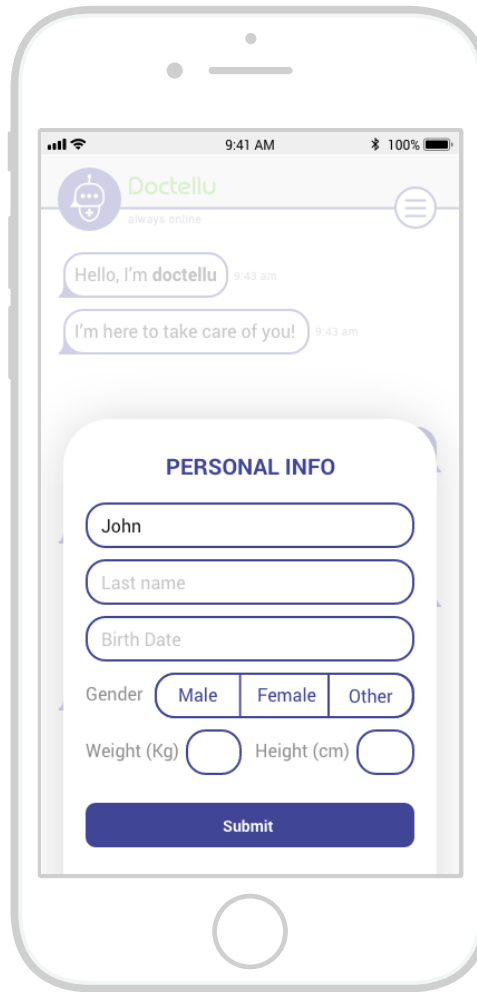
The final designs went as fast as the rest of the steps. In the designs, I always tried to make the different parts have a high capacity to accept new and more advanced features.

This project has not been fully implemented due to the employer's decision. For this reason, I did not plan anything to evaluate and improve the application. However, I interviewed various doctors and cases during the design.



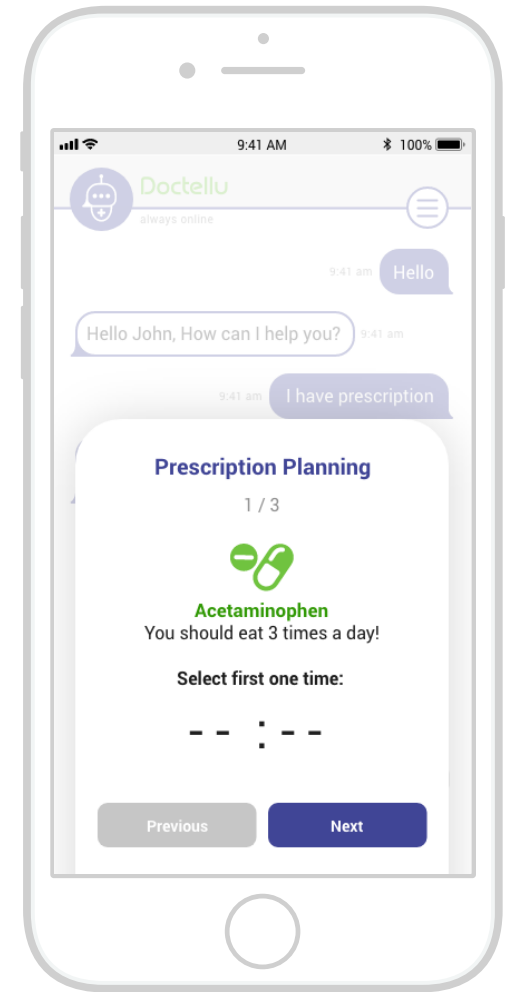
### Chat page

This app is like a messenger



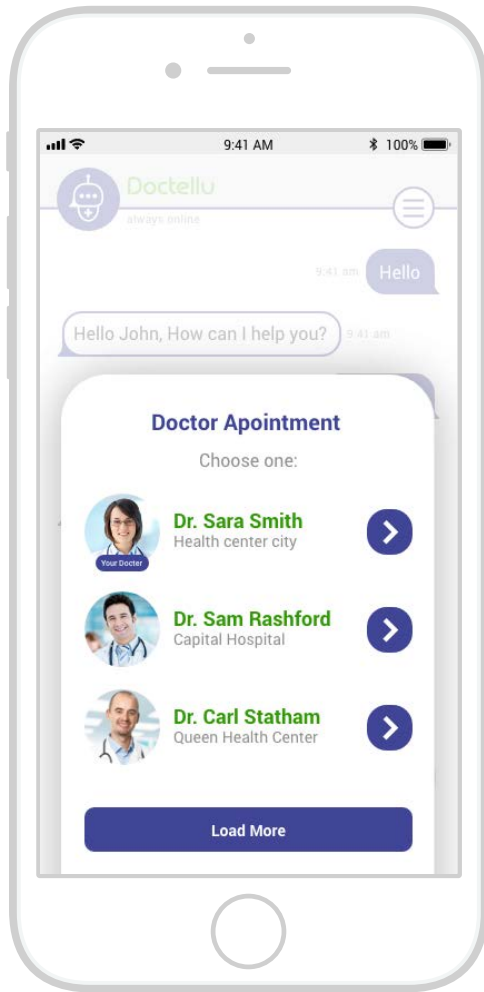
### Getting Info

The beginning app gets the user's information.



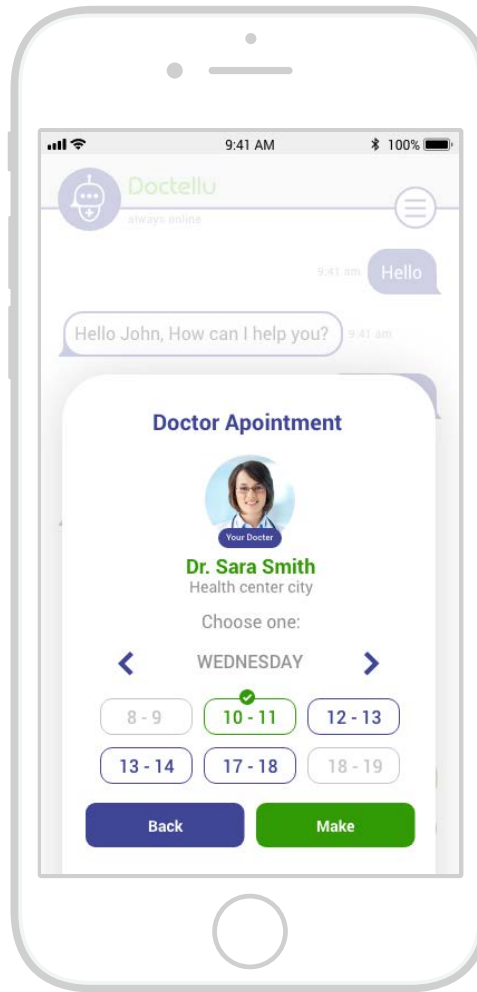
### Setting time

To eat medicines user should set time for first



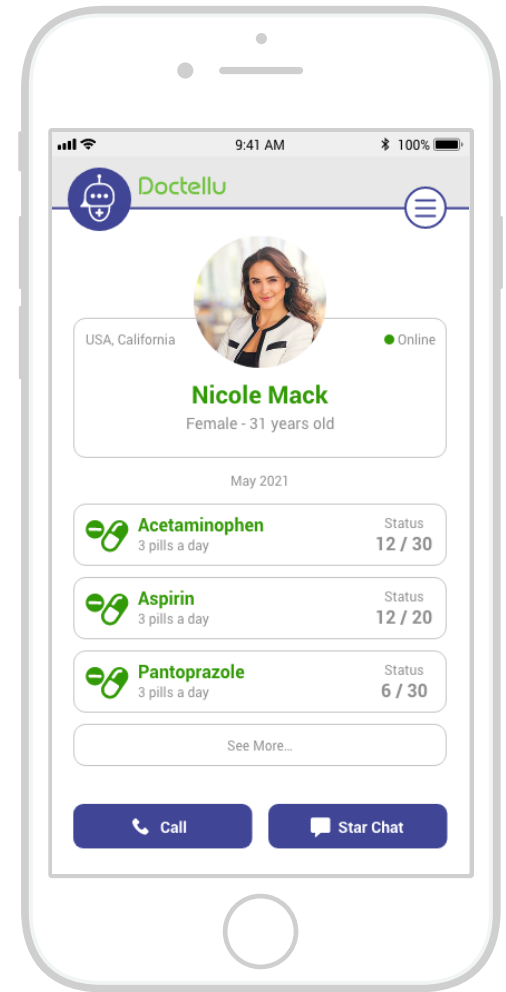
### Doctor Appointment

In necessary cases user can set an appointment with available doctors



### Doctor Appointment

Selecting available time



### Client Page

Doctors can see clients status



# VOCO

## ENGLISH LEARNING GAME



Voco is an educational game that helps users learn English vocabulary quickly with game. This game has a variety of word packages for different needs and ages. This game has many tools to motivate people to learn English.

! Due to the restrictions imposed by the employer, information and designs are limited



**TYPE:**  
**iOS  
& Android**



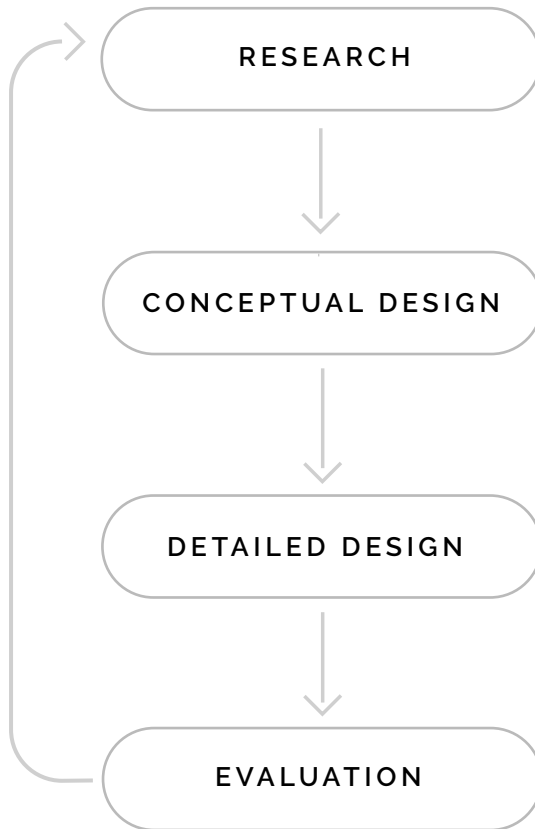
**Supported Devices:**  
**Mobile  
& Apple Watch**



**VOCO**

ENGLISH  
LEARNING GAME

## MY MISSION

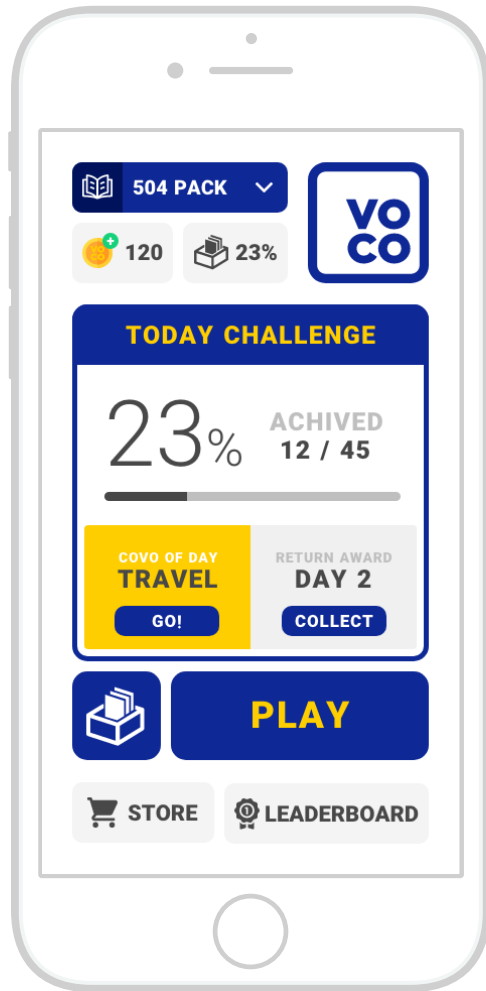


Game design is always more complicated; This becomes more difficult when the game also has a specific educational purpose. Gathering information and brainstorming for this game went fast due to the existence of similar items. With the help of English teachers, I collected data in a classified and phased structure.

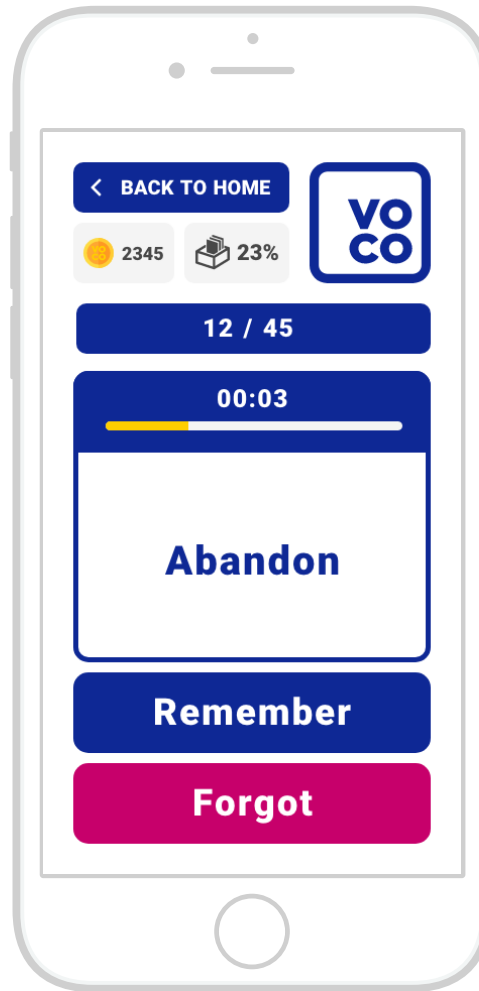
I designed The prototypes with the help of a group of teachers and a game designer. The presence of a game designer helped make the game more attractive and engaging; This was done by gamifying the goals and information received from the teachers with the help of a game designer.

I quickly designed the final designs according to the excellent path we had taken. In design, I tried to have the capacity to accept different forms.

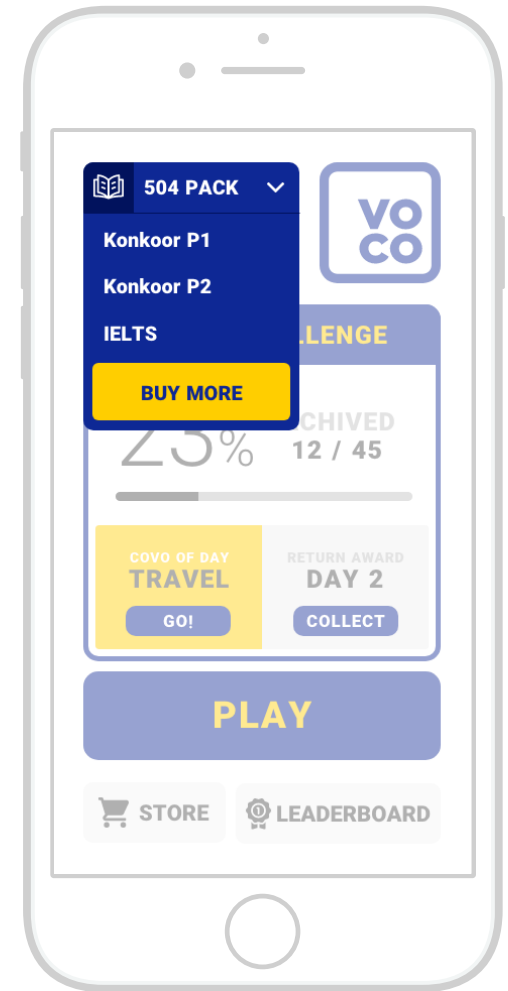
Like most projects, we used tools to monitor user behavior and identify strengths and weaknesses. Unfortunately, due to the lack of funding for this game, this process continued for a short time.



**Home Page**  
Show daily challenge, task and etc.



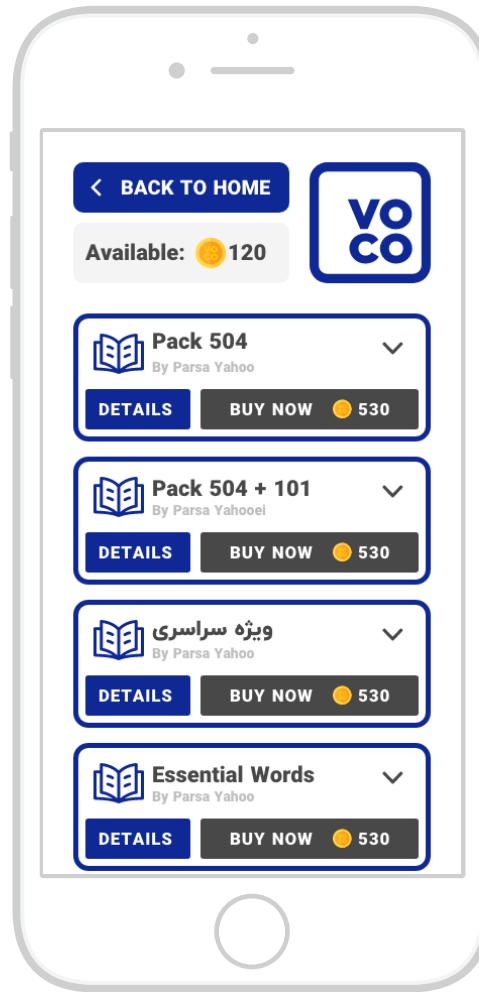
**Playing Page**  
In each step user should select remember or forgot the showing word



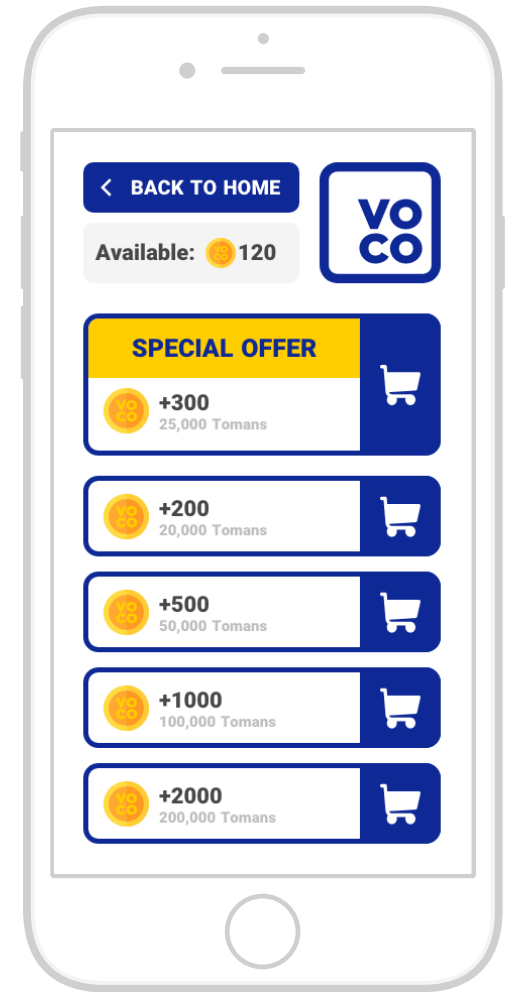
**Pack Selection**  
User can select different pack



**Playing Page**  
If user forgot the word meaning  
game shows the answer



**Pack Buying**  
User can buy packs



**Coin Buying**  
In-game coin selling  
page



OCT - 2021