USER INTERFACE &
EXPERIENCE
WEB, MOBILE &
APP DESIGN

ALP ARSLAN
—
UI DESIGNER

CONTACT
ALP.ARSLAN74@HOTMAIL.COM

ABOUT ME

Hello! I am Alp, I am a self taught user interface designer who participated design courses throughout my career. In this process I have gained and understood wide range of professional experience in various areas of design, prototyping, wireframing and design thinking. I successfully worked with professional brands and clients around the world.

Contact	Skills	Education	Experience
+90 542 515 6444	Figma	Istanbul University	Fol
alp.arslan74@hotmail.com	FigJam	Geological Engineering (B.Sc.)	Design Intern
Behance	Adobe XD	2016 - 2021	October 2024 - April 2025
LinkedIn			

SERVICES

- User Interface
- User Experience
- Wireframing
- Web Design
- Mobile Design
- Application Design
- Design Systems
- Product Design
- Prototyping

Moods

Project Overview

This case study outlines the design process behind a meditation app tailored for users who prioritize simplicity and focus. With a user base seeking distraction-free meditation experiences, the app's UI design was guided by principles of minimalism, ease of use, and tranquility. The primary challenge was to eliminate unnecessary features and provide users with a seamless path to relaxation and mindfulness.

・ UI / UX Design ・ Product Design ・ Web ・ Mobile Application ・ June 2024
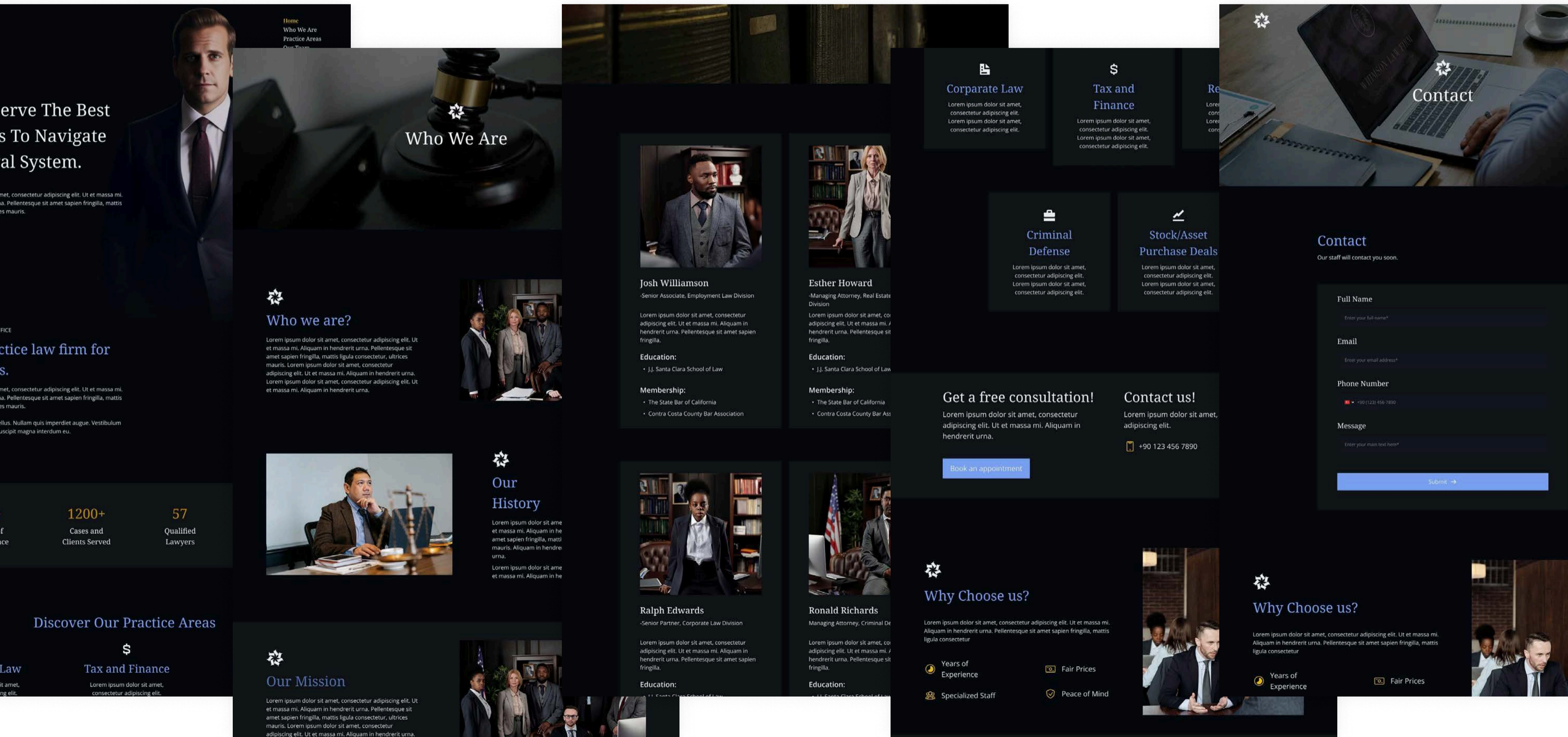
Go to Project
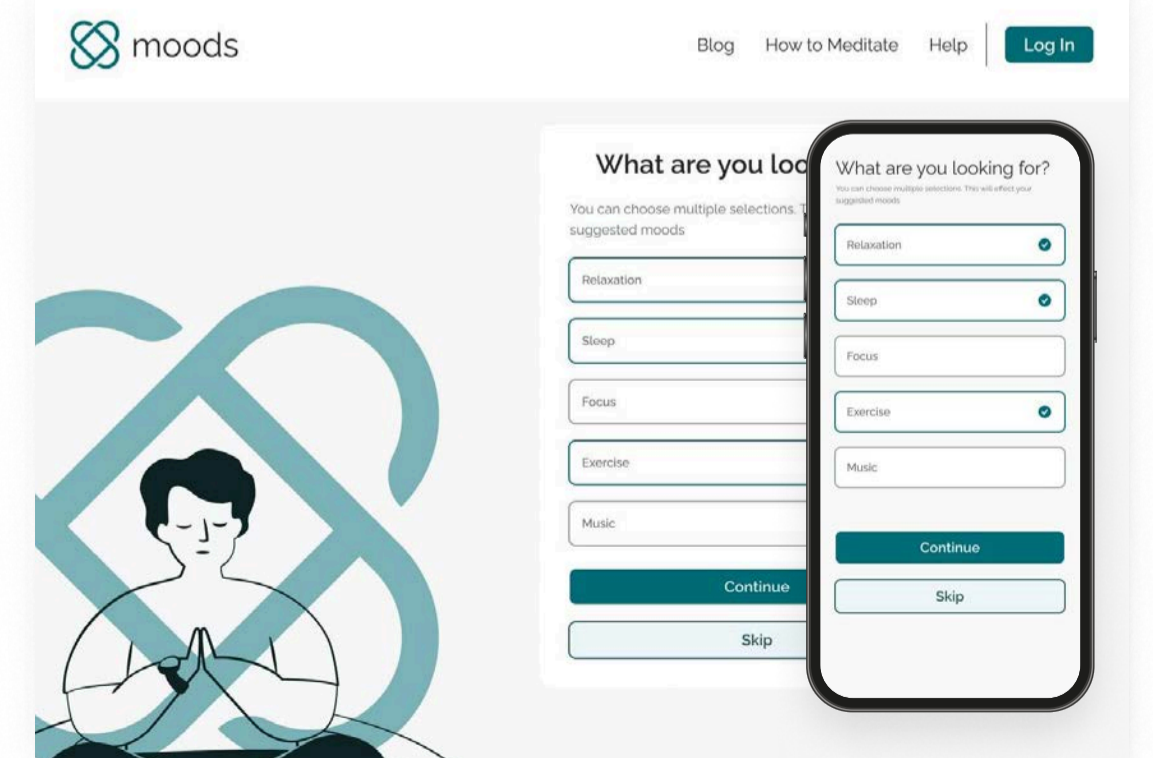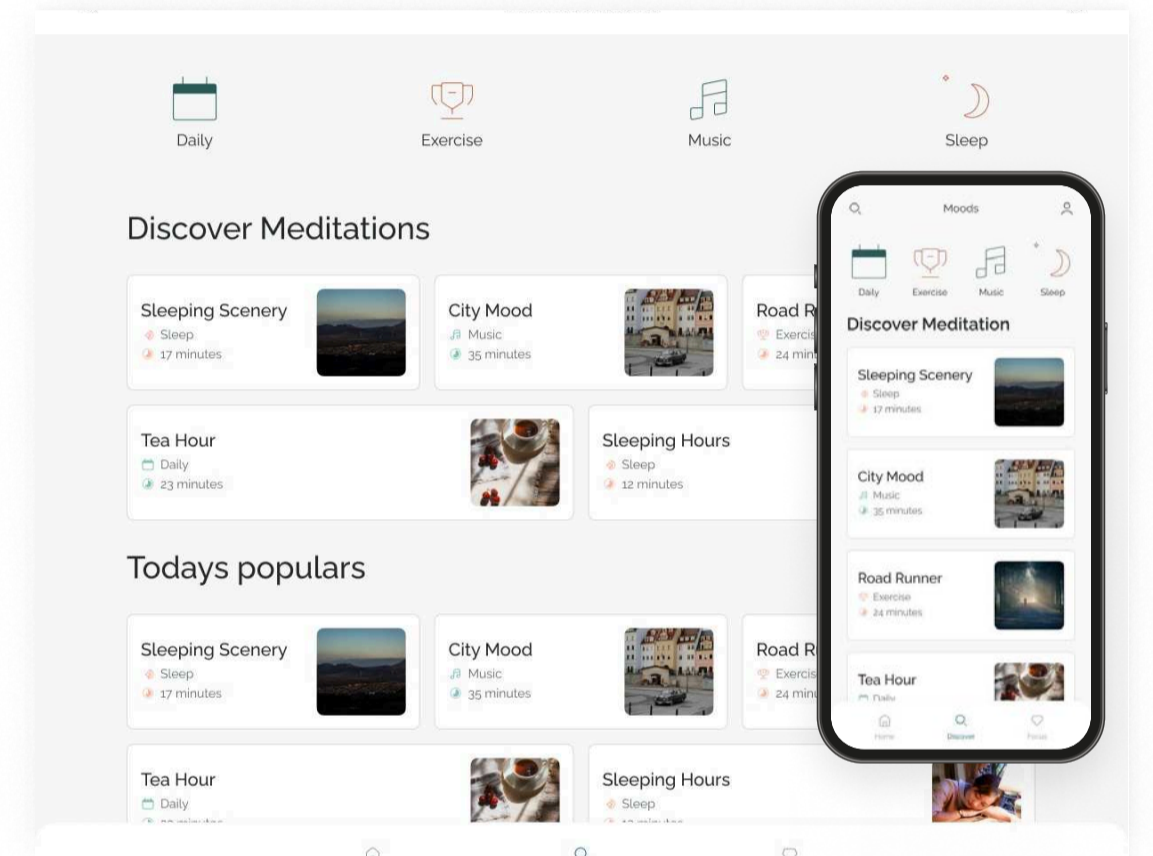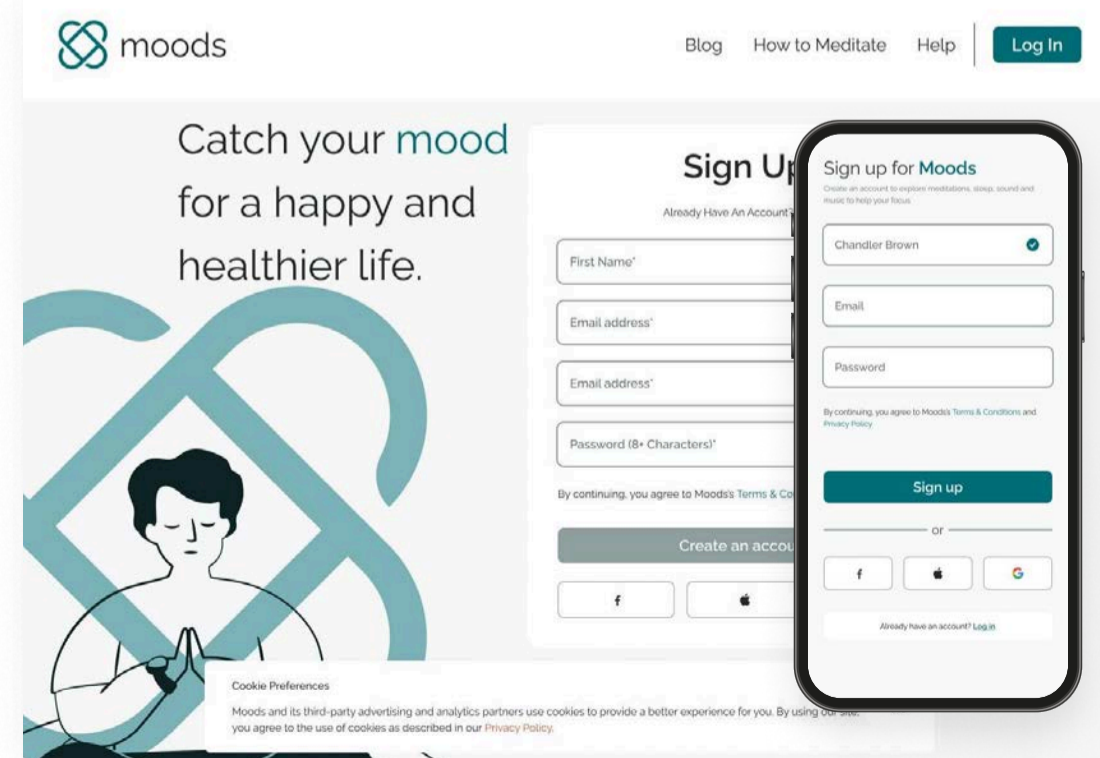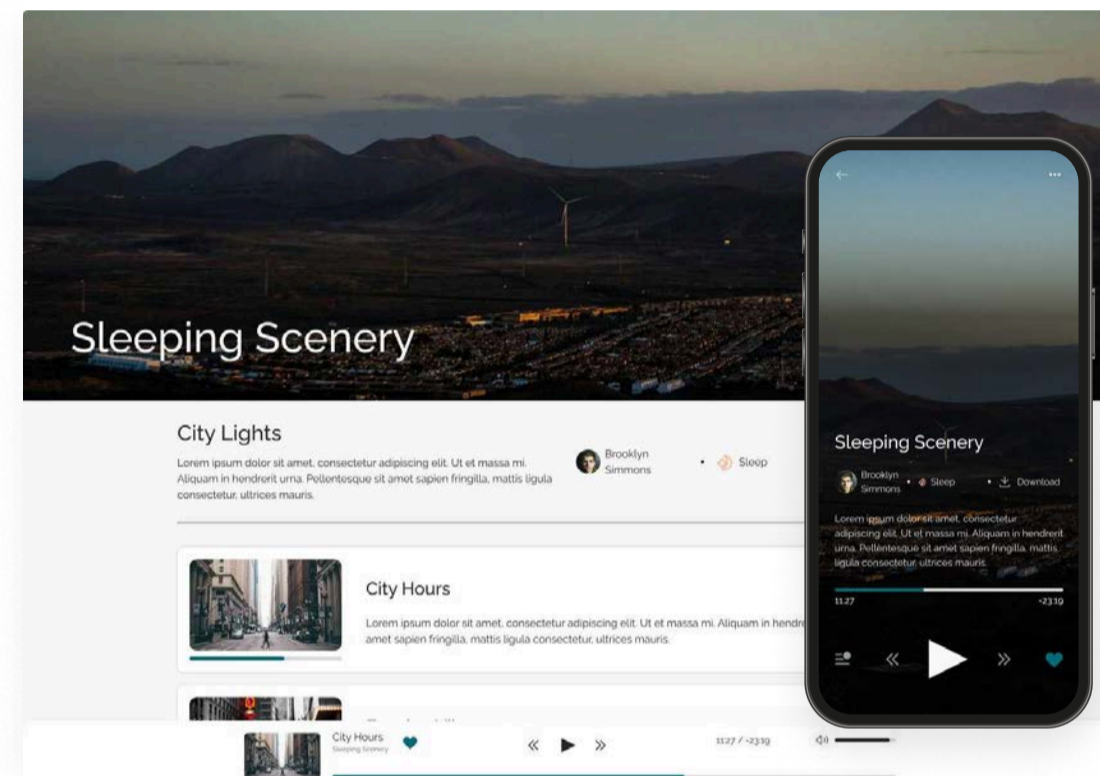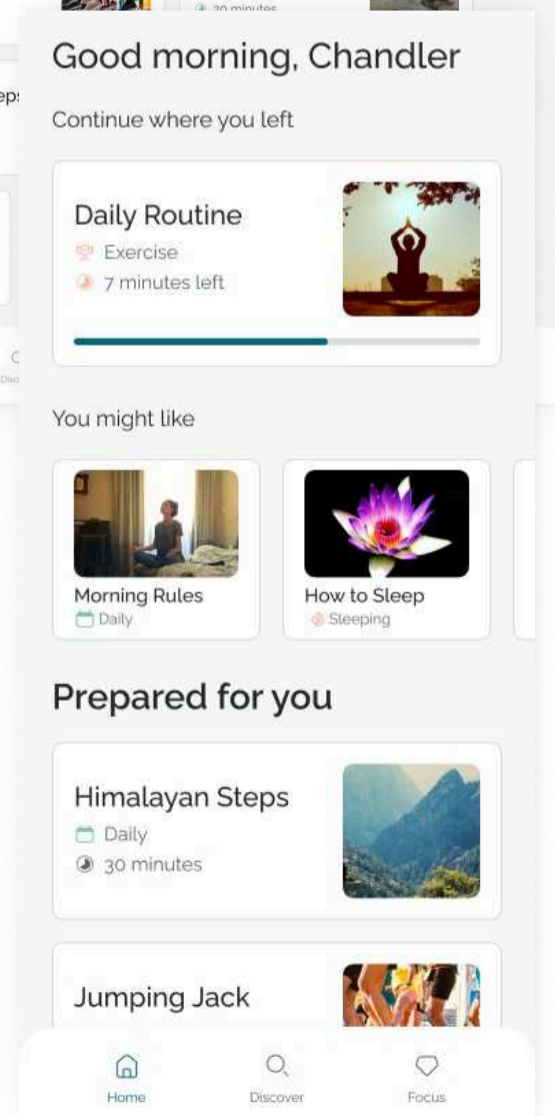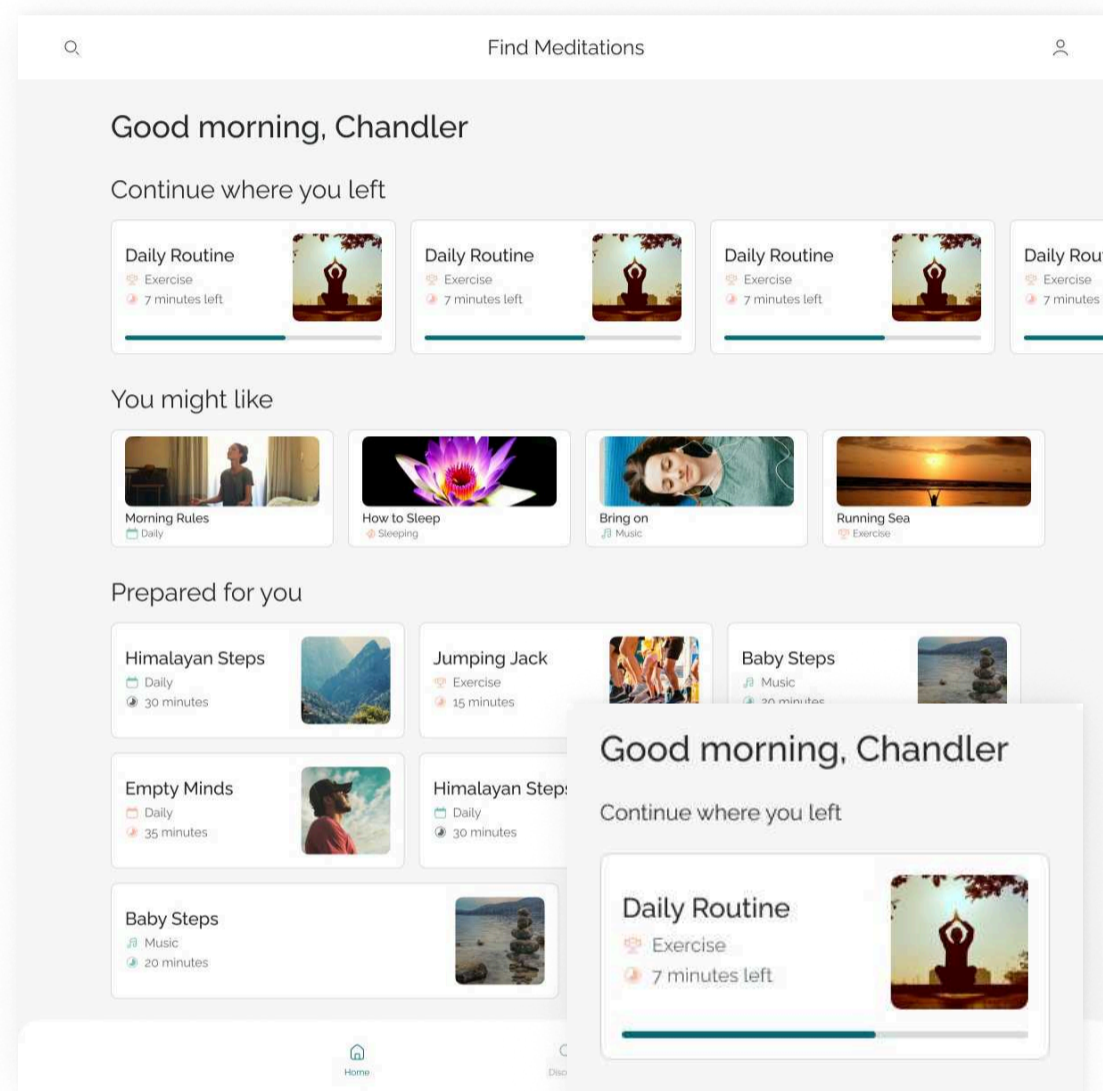
Law Firm

Project Overview

The goal of the law firm website project was to create a user-friendly platform that immediately captures users' attention while ensuring seamless navigation. The focus was on making it easy for potential clients to find a lawyer with the right expertise and book an appointment effortlessly. Through clear layouts, intuitive design elements, and strategically placed call-to-action buttons, I worked to enhance the user experience, making legal services more accessible and approachable.

・ UI / UX Design ・ Product Design ・ Web ・ Mobile ・ August 2024

Go to Project

Law Firm

The goal of the law firm website project was to create a user-friendly platform that immediately captures users' attention while ensuring seamless navigation. The focus was on making it easy for potential clients to find a lawyer with the right expertise and book an appointment effortlessly. Through clear layouts, intuitive design elements, and strategically placed call-to-action buttons, I worked to enhance the user experience, making legal services more accessible and approachable.

・ UI / UX Design　・ Product Design　・ Web　・ Mobile　・ August 2024

Go to Project
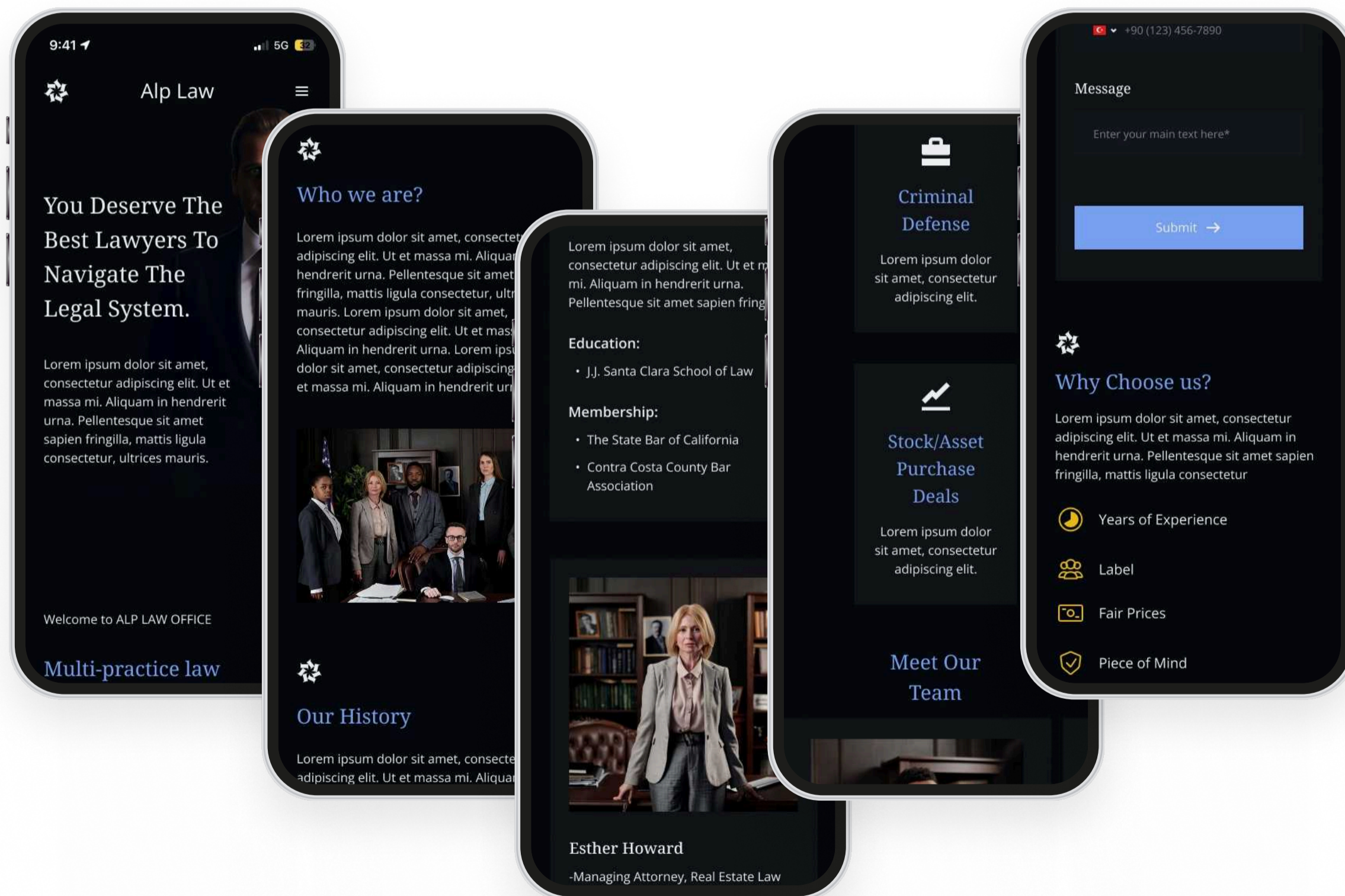
Design System

The design system for the law firm website was built with scalability and consistency in mind. Key elements of the system include:

- Color System: The primary light blue color and accent colors (bright yellow and dark blue) are used systematically to create a visually cohesive experience. The dark background sets the tone for professionalism, while accent colors are used strategically to draw attention to key elements.

- Typography System: A dual-font system (serif for titles, sans-serif for body text) ensures that the design is both professional and easy to read. Font weights are carefully chosen to distinguish between headings, subheadings, and body text, while maintaining visual hierarchy throughout the site.

- Grid and Spacing: The grid system and padding were thoughtfully designed to ensure balance and readability on both desktop and mobile devices. Uniform spacing between sections and components allows the design to feel open and accessible without overwhelming the user.

- Responsiveness: The website design system includes breakpoints for mobile, tablet, and desktop views, ensuring that the layout, components, and typography adapt seamlessly across devices, providing a consistent experience for all users.
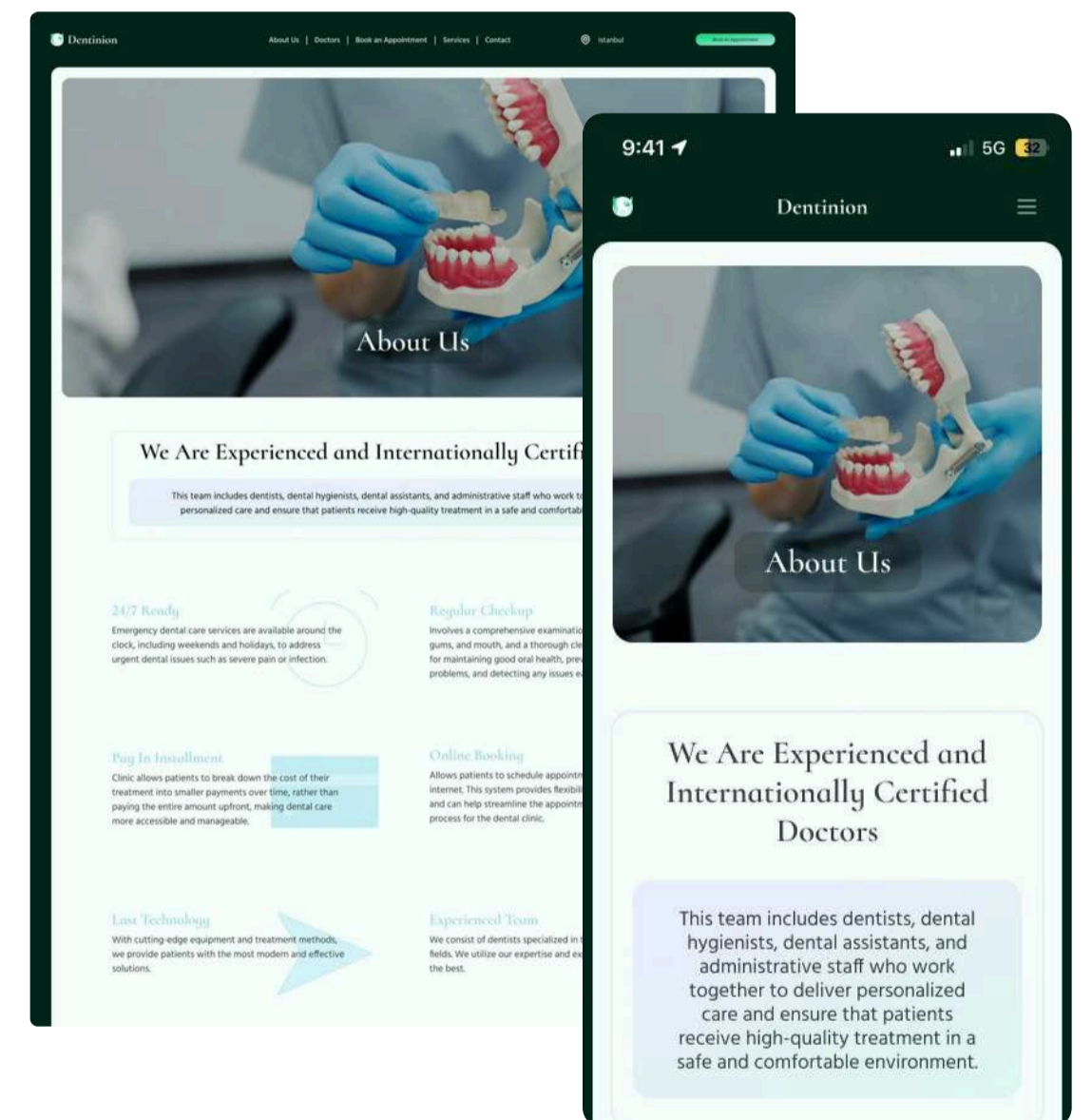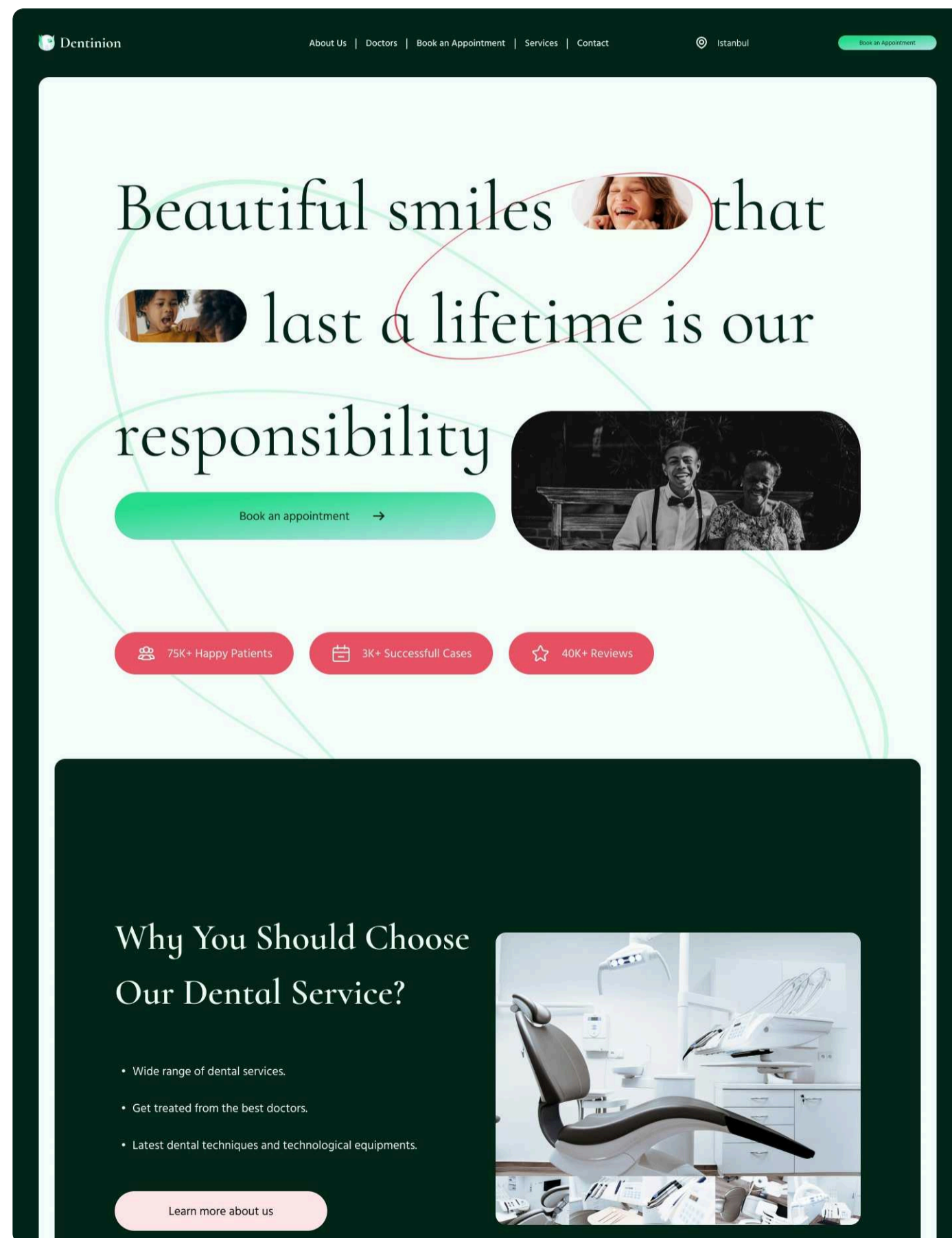
Dentinion

Project Overview

The goal of the dental website project was to design a platform that conveys both trustworthiness and a fun, approachable atmosphere, especially for patients and their children. The aim was to create a relaxing environment while maintaining a clean, user-friendly interface. The design focused on ensuring a purposeful experience, making it easy for patients to contact the clinic, schedule appointments, and receive their treatments efficiently. The overall experience was crafted to reduce anxiety and streamline the path to care.

・ UI / UX Design ・ Product Design ・ Web ・ Mobile ・ August 2024

Go to Project

Typograhy

The typography is thoughtfully selected to enhance readability and create a welcoming atmosphere. Titles feature a serif font, providing an elegant and professional touch that draws attention to key information. In contrast, body text is set in a sans-serif font, ensuring clarity and ease of reading across devices. The combination of varying font sizes, weights, and line spacing creates a visually engaging hierarchy, guiding users effortlessly through the content and ensuring a smooth, enjoyable experience.
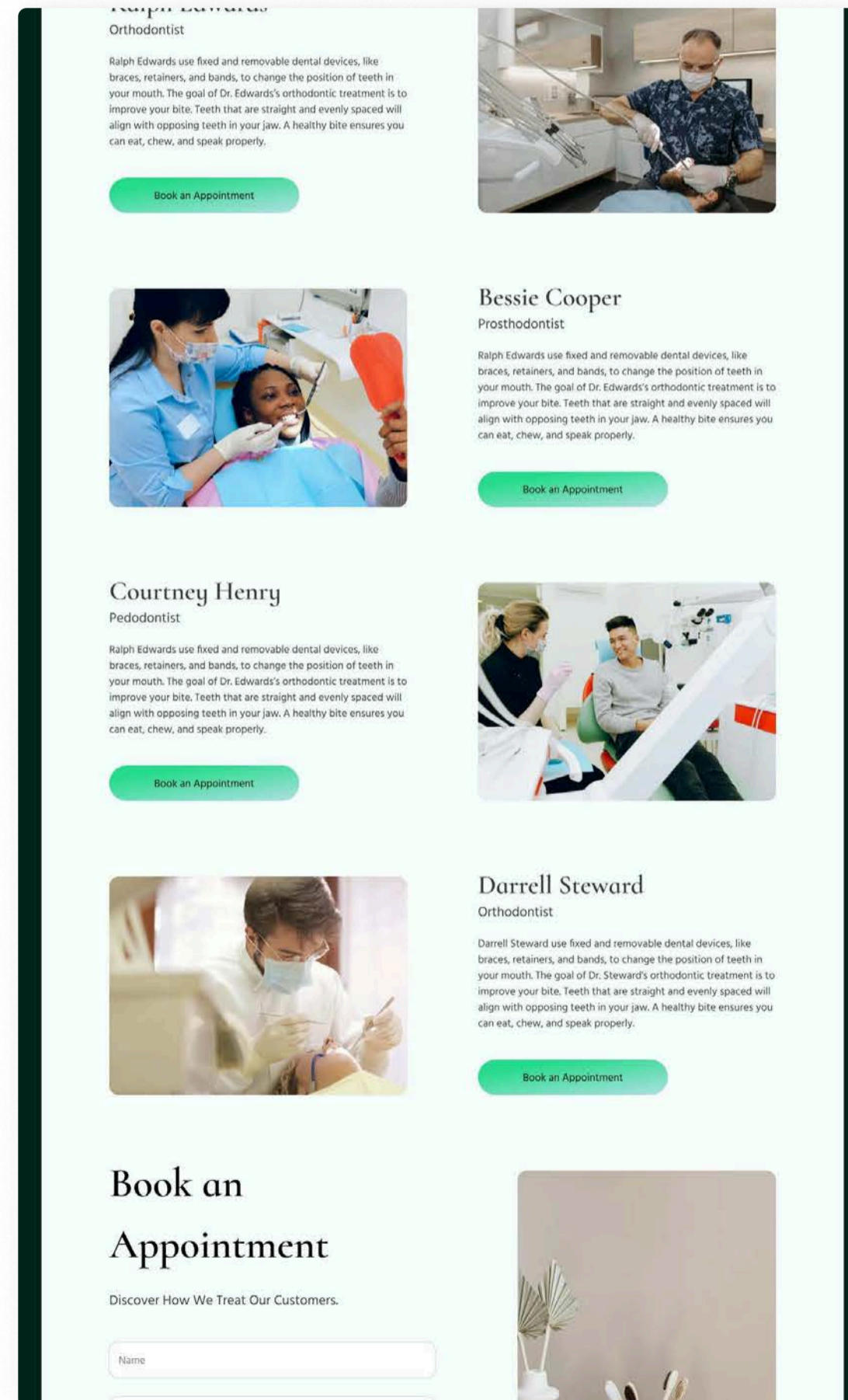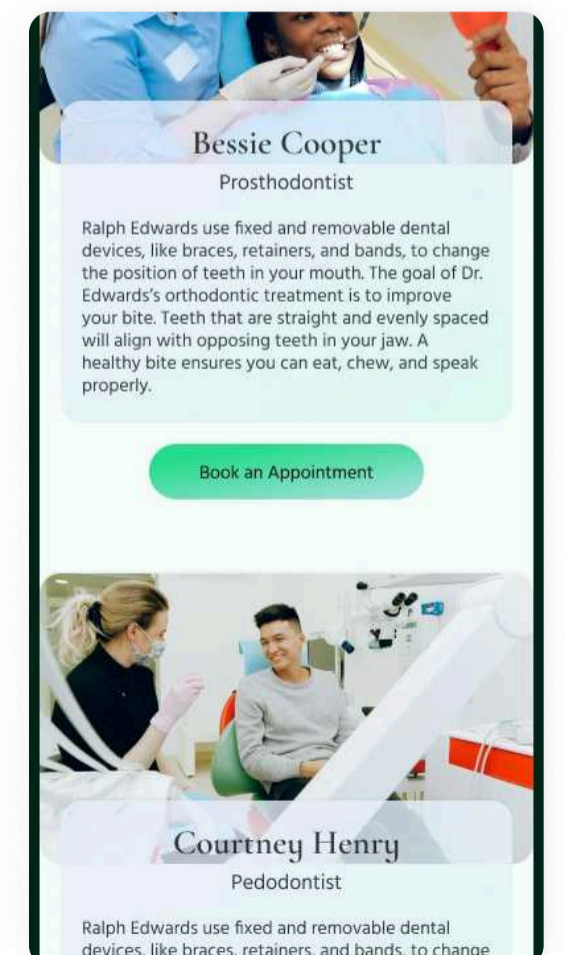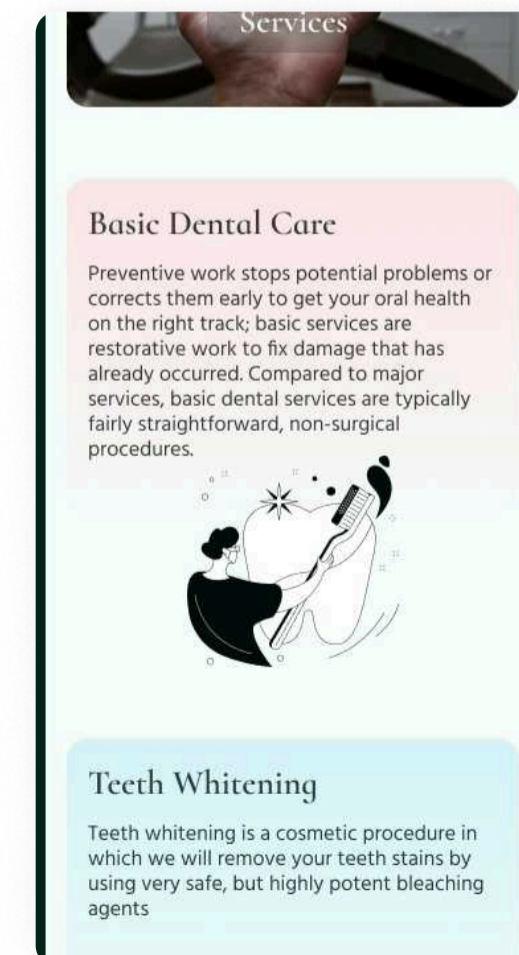
Dentinion

Project Overview

The goal of the dental website project was to design a platform that conveys both trustworthiness and a fun, approachable atmosphere, especially for patients and their children. The aim was to create a relaxing environment while maintaining a clean, user-friendly interface. The design focused on ensuring a purposeful experience, making it easy for patients to contact the clinic, schedule appointments, and receive their treatments efficiently. The overall experience was crafted to reduce anxiety and streamline the path to care.

・ UI / UX Design　・ Product Design　・ Web　・ Mobile　・ August 2024

Go to Project

Color Palette

The color palette was carefully selected to balance elegance with a modern, family-friendly feel. Dark green frames provide a sense of professionalism, while the bright yellow gradient on buttons adds warmth and approachability. Light green accents blend with the white background to create harmony, while strategic use of red and blue highlights important sections.

System

The design system establishes a unified framework that governs the visual and functional elements of the website. By adhering to consistent guidelines for color, typography, and layout, the system ensures an intuitive and aesthetically pleasing experience throughout. This consistency is maintained across devices, providing users with a seamless transition from desktop to mobile, reinforcing the clinic's professional and trustworthy image.
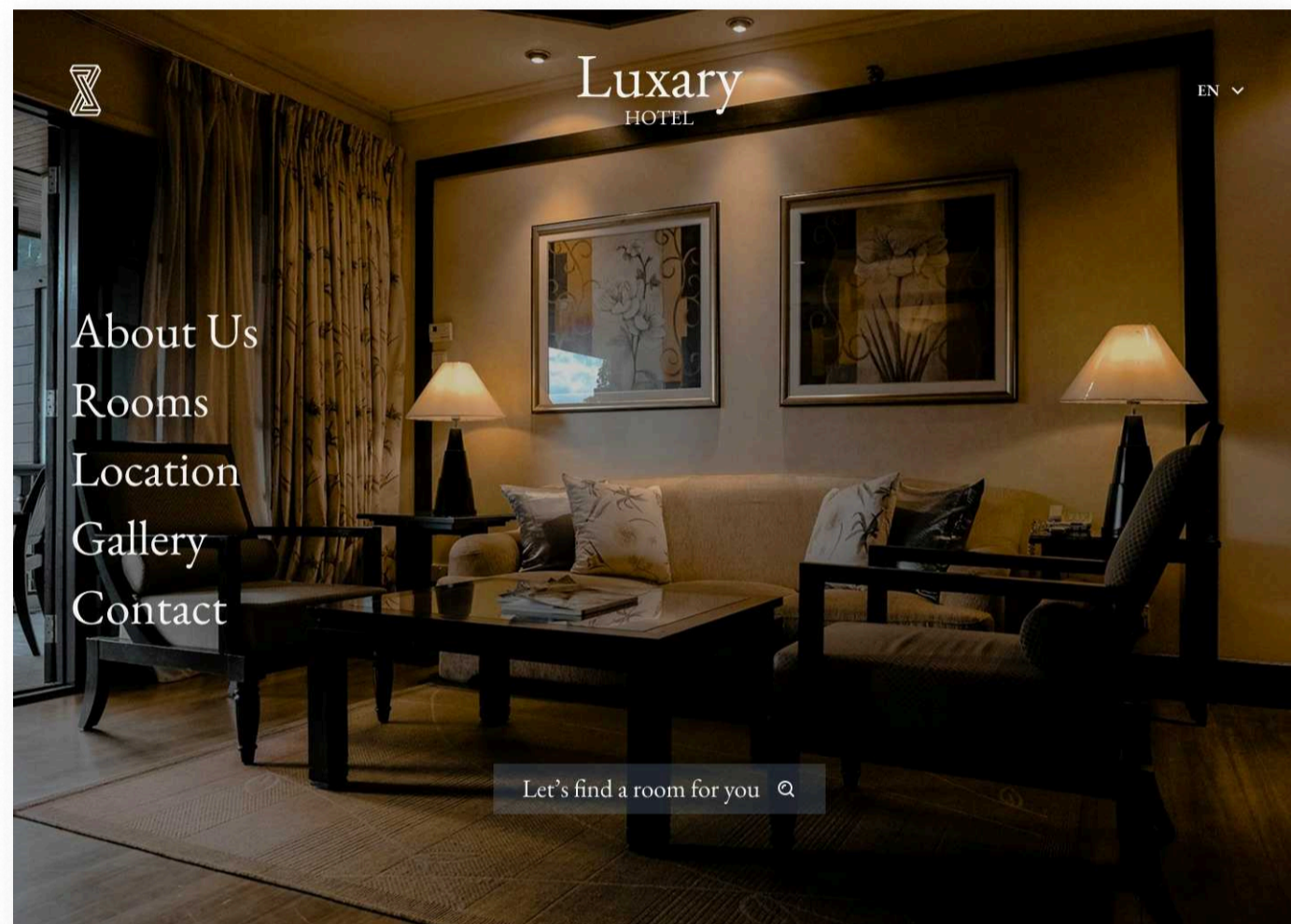
Luxary Hotel

Project Overview

The goal of the Luxary Hotel's design is to create a reliable, clean, and elegant platform that reflects the heritage and historical charm of the hotel's location. Nestled in a city rich with history, the hotel embraces this legacy, and the website is designed to echo that sentiment. The user experience is central to the design, ensuring seamless navigation and easy access to essential actions like booking a room, viewing room options, and discovering nearby historical and natural landmarks. The site not only serves as a booking platform but also as a guide to help guests explore the surrounding city with ease, blending functionality with the elegance and historical character of the hotel.

· UI / UX Design · Product Design · Web · Mobile · August 2024

Go to Project

Color Palette

The color palette was carefully selected to balance elegance with a modern, family-friendly feel. Dark green frames provide a sense of professionalism, while the bright yellow gradient on buttons adds warmth and approachability. Light green accents blend with the white background to create harmony, while strategic use of red and blue highlights important sections.
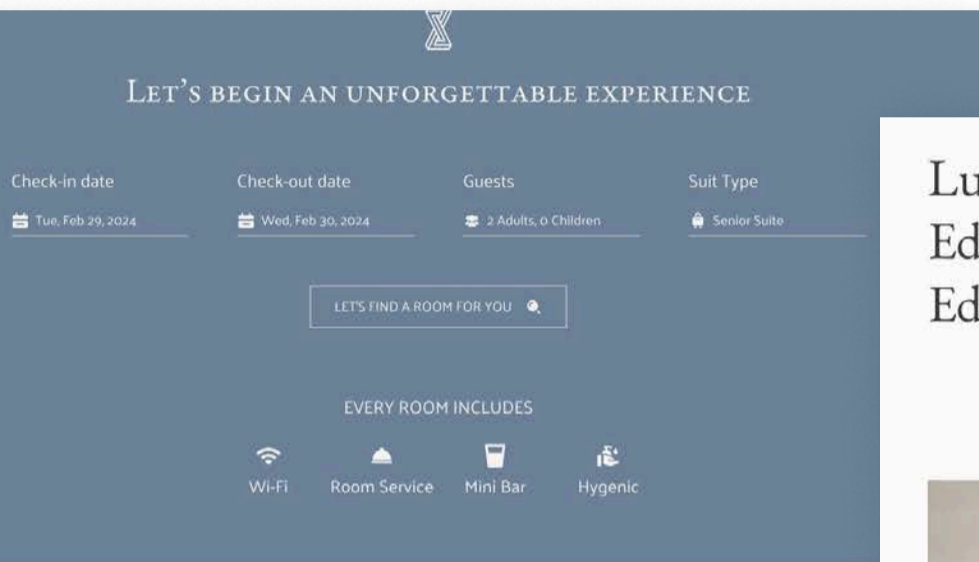
Luxary Hotel
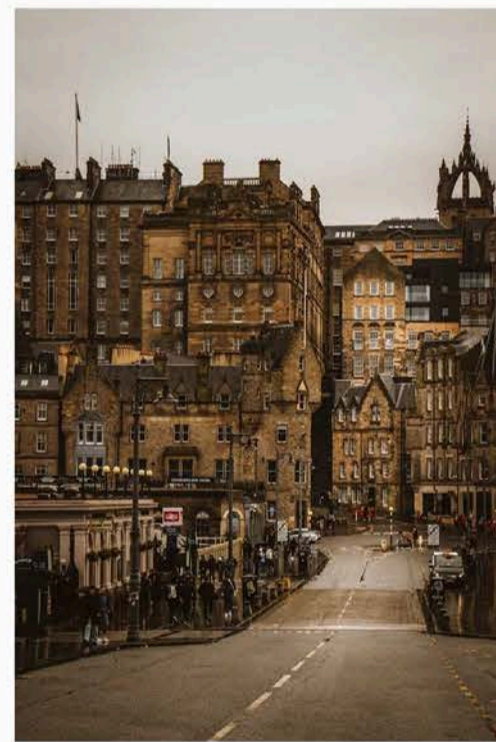
Project Overview

The goal of the Luxary Hotel's design is to create a reliable, clean, and elegant platform that reflects the heritage and historical charm of the hotel's location. Nestled in a city rich with history, the hotel embraces this legacy, and the website is designed to echo that sentiment. The user experience is central to the design, ensuring seamless navigation and easy access to essential actions like booking a room, viewing room options, and discovering nearby historical and natural landmarks. The site not only serves as a booking platform but also as a guide to help guests explore the surrounding city with ease, blending functionality with the elegance and historical character of the hotel.

・ UI / UX Design ・ Product Design ・ Web ・ Mobile ・ August 2024

Go to Project

Luxary Hotel

Project Overview

The goal of the Luxary Hotel's design is to create a reliable, clean, and elegant platform that reflects the heritage and historical charm of the hotel's location. Nestled in a city rich with history, the hotel embraces this legacy, and the website is designed to echo that sentiment. The user experience is central to the design, ensuring seamless navigation and easy access to essential actions like booking a room, viewing room options, and discovering nearby historical and natural landmarks. The site not only serves as a booking platform but also as a guide to help guests explore the surrounding city with ease, blending functionality with the elegance and historical character of the hotel.

· UI / UX Design · Product Design · Web · Mobile · August 2024

Go to Project

DELUXE SUITE · SENIOR SUITE · SE

SENIOR SUITE

32 sqm
1 Maxi Bed

ROOM FEATURES

Workstation I High-definition television I Noise-cancelling windows I Climate control I Security box I Snack bar I Nespresso equipment I Tea pot I Landline I Complimentary internet

BATHROOM FEATURES

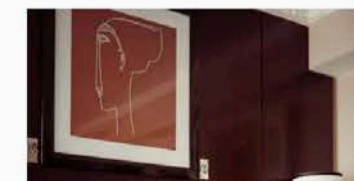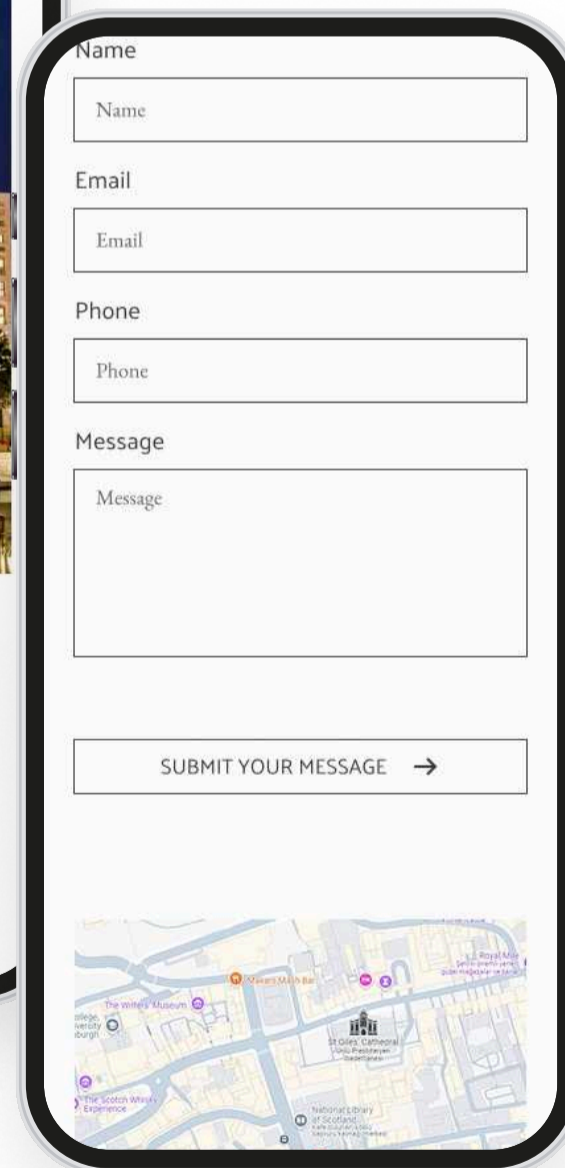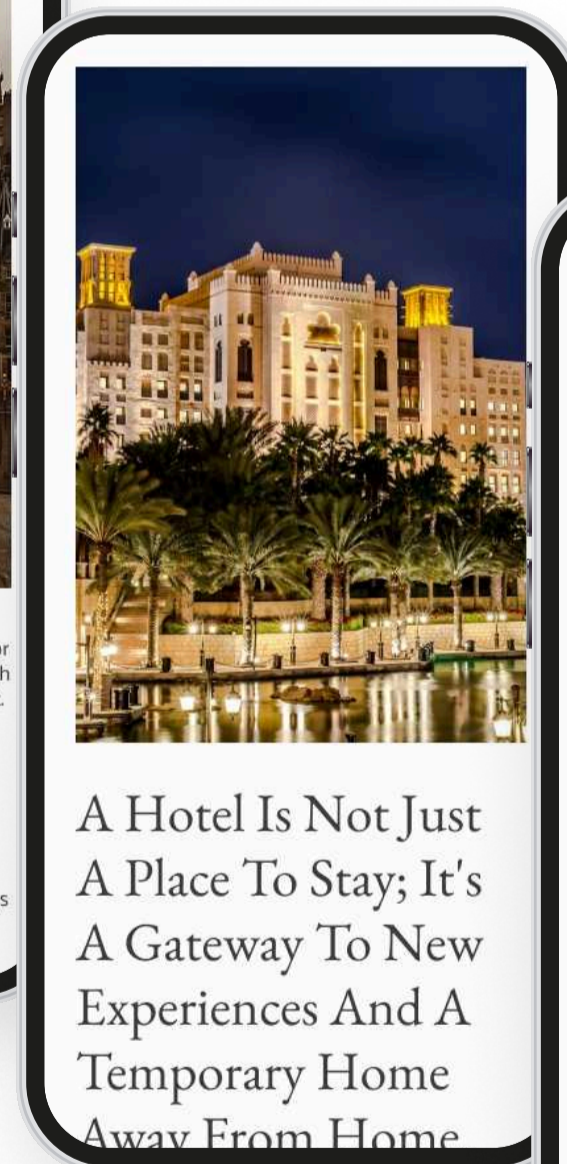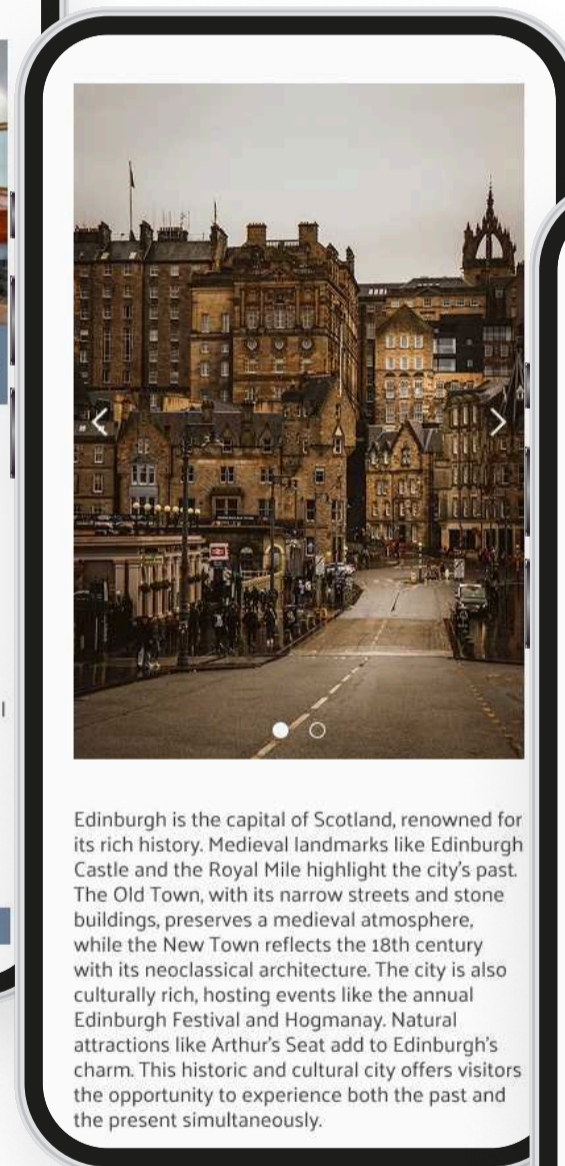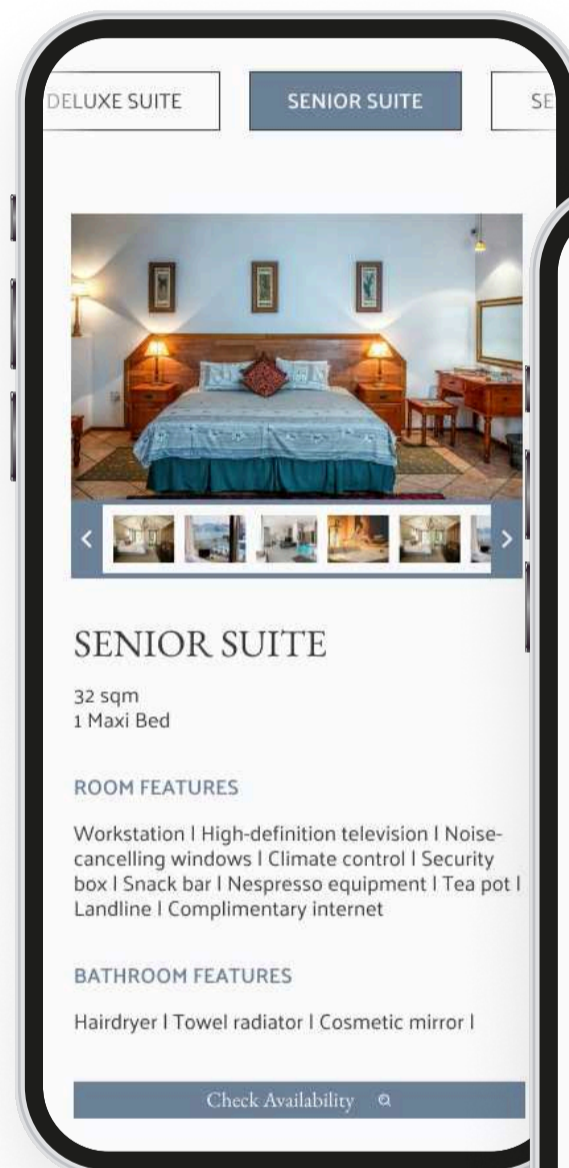Hairdryer I Towel radiator I Cosmetic mirror I

Check Availability

Edinburgh is the capital of Scotland, renowned for its rich history. Medieval landmarks like Edinburgh Castle and the Royal Mile highlight the city's past. The Old Town, with its narrow streets and stone buildings, preserves a medieval atmosphere, while the New Town reflects the 18th century with its neoclassical architecture. The city is also culturally rich, hosting events like the annual Edinburgh Festival and Hogmanay. Natural attractions like Arthur's Seat add to Edinburgh's charm. This historic and cultural city offers visitors the opportunity to experience both the past and the present simultaneously.

A Hotel Is Not Just A Place To Stay; It's A Gateway To New Experiences And A Temporary Home Away From Home

---

Name

Name

Email

Email

Phone

Phone

Message

Message

SUBMIT YOUR MESSAGE →

Typography

The Typography beautifully balances elegance and readability, utilizing a sophisticated serif font for titles that conveys luxury and tradition, while a clean sans serif font for body text ensures clarity and accessibility. This thoughtful combination enhances the overall aesthetic of the Luxary Hotel website, creating a harmonious visual hierarchy that guides the reader's experience while reflecting the refined atmosphere of our hotel.
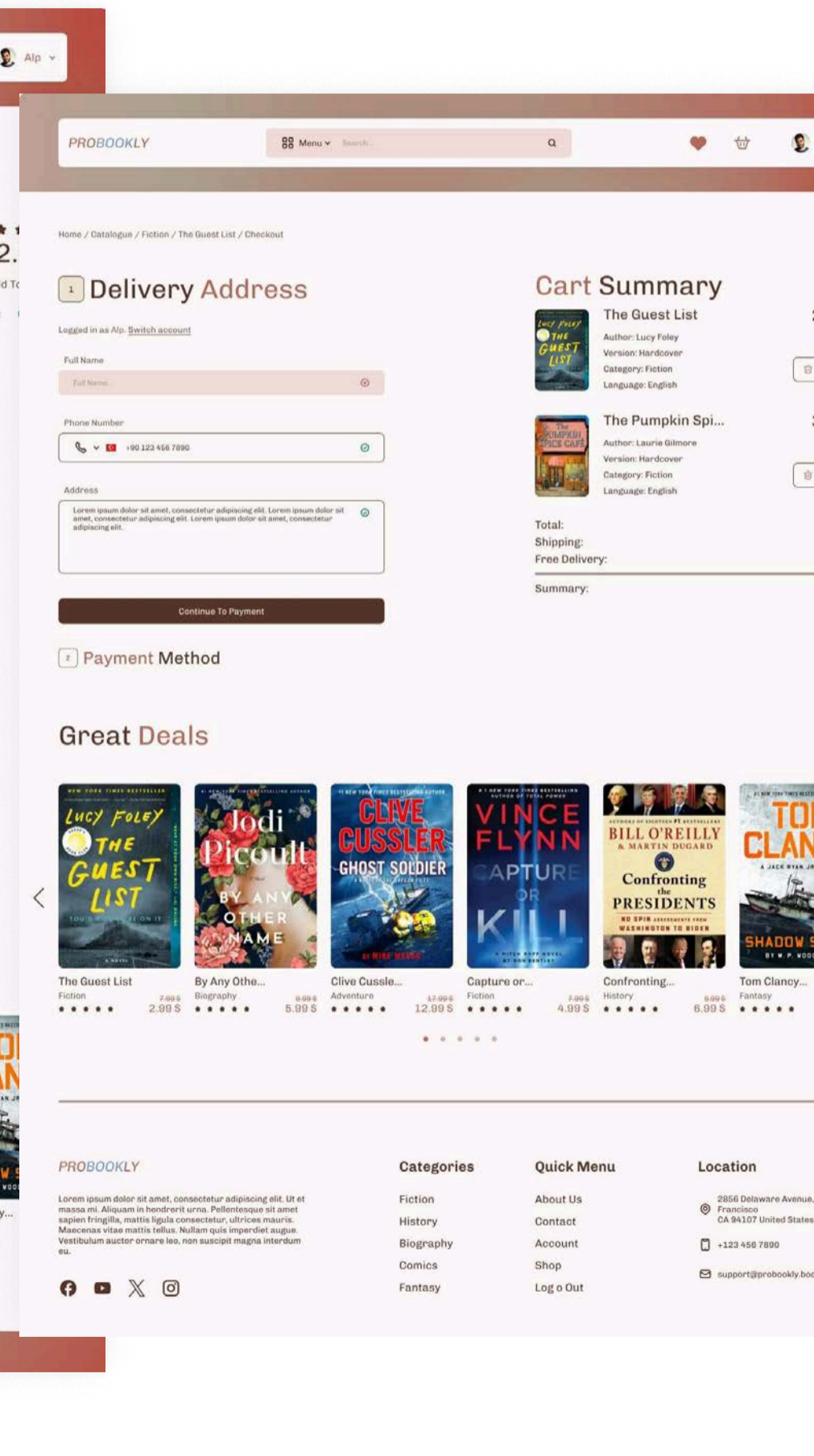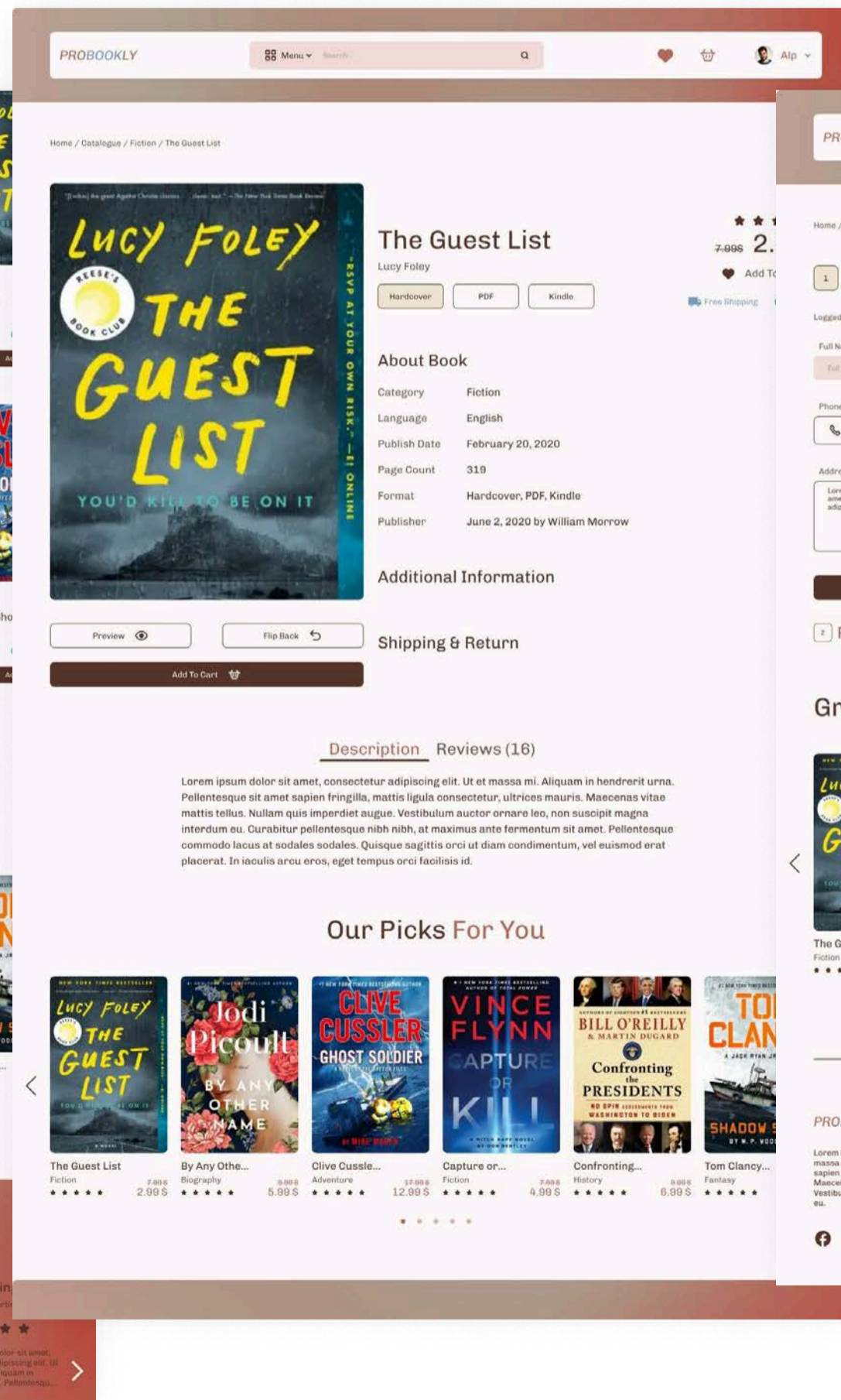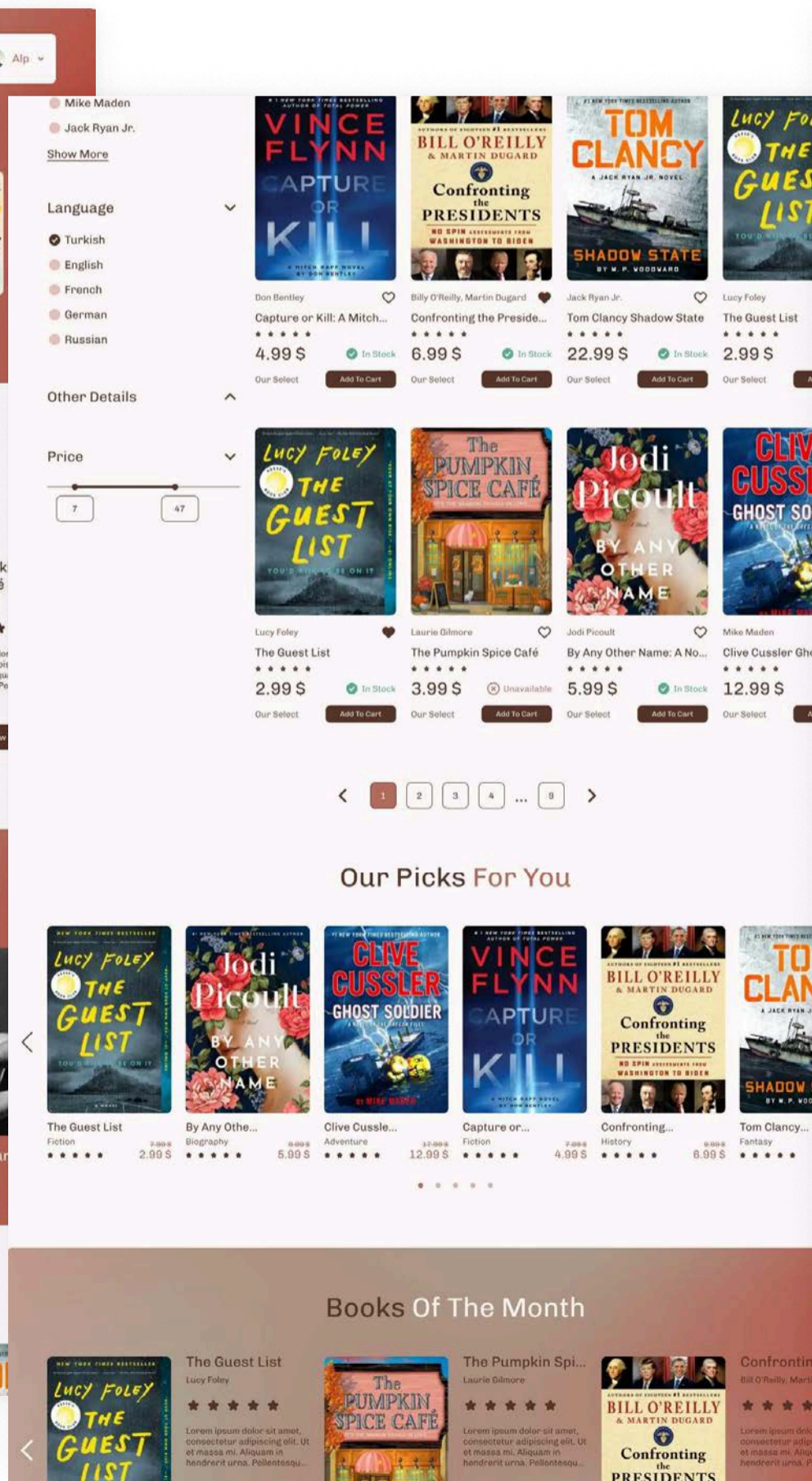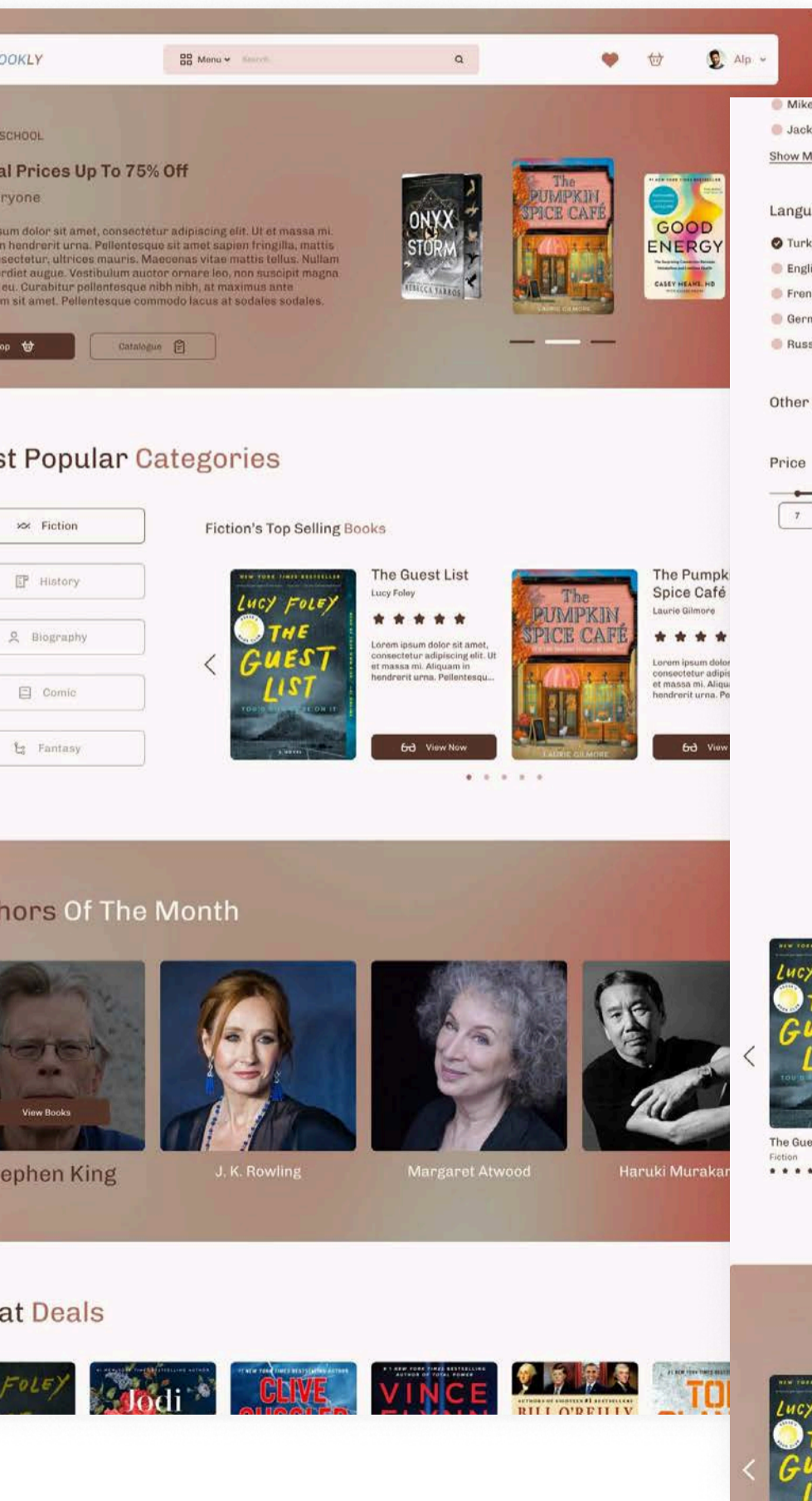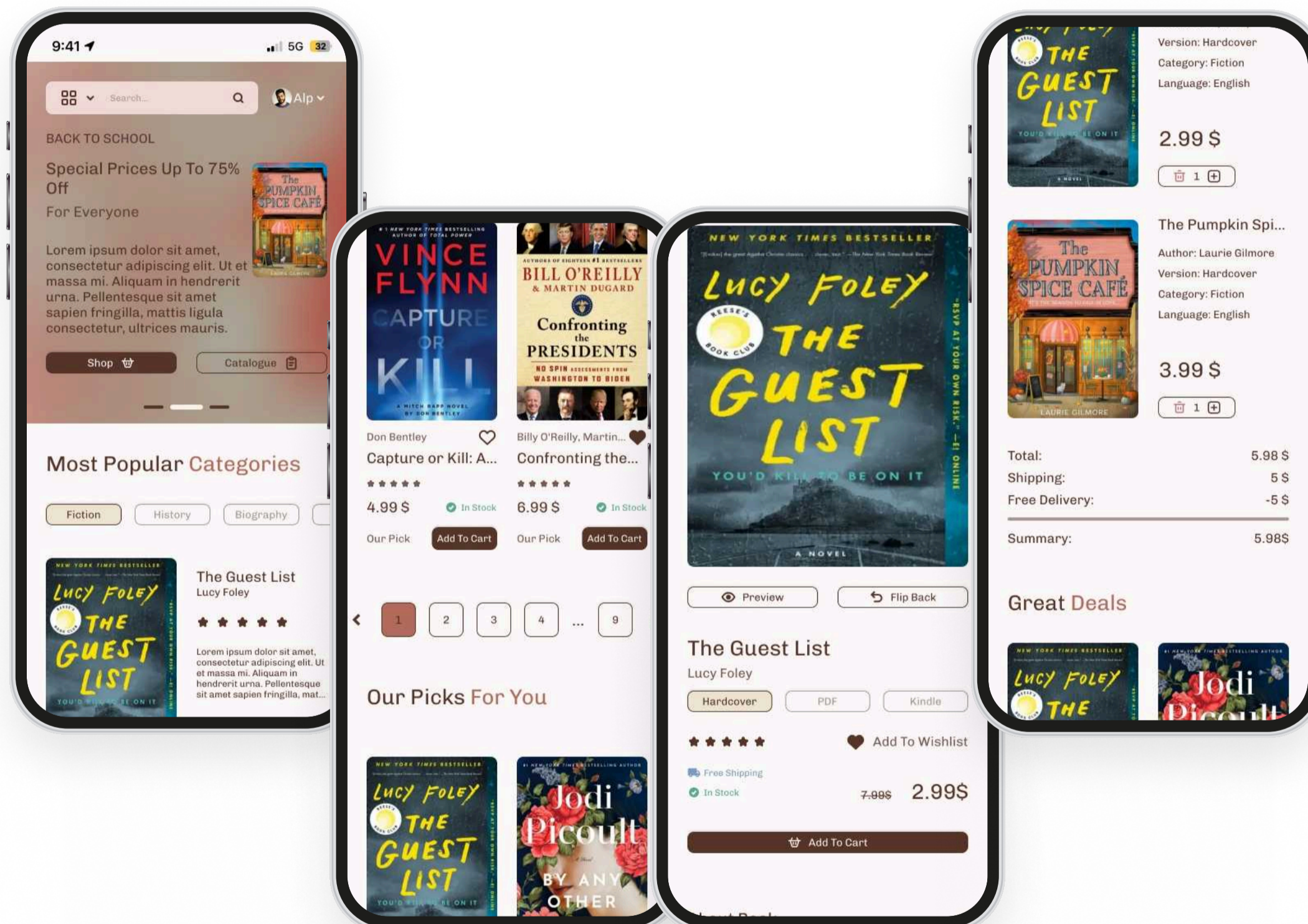
Probookly

Project Overview

Probookly project is a user-friendly, easy-to-understand, and has modern platform that simplifies the book-shopping experience. The website highlights key features like Book of the Month, Author of the Month, and Most Popular Categories to help users discover new reads. It also offers multiple book formats—hardcover, PDF, and Kindle—and includes personalized recommendations based on user preferences. Navigation is intuitive, with quick action buttons for accessing the menu, search bar, favorites, and basket, ensuring users can easily browse, select, and purchase their favorite books.

・ UI / UX Design ・ Product Design ・ Web ・ Mobile ・ September 2024

Go to Project

Probookly

Project Overview

Probookly project is a user-friendly, easy-to-understand, and has modern platform that simplifies the book-shopping experience. The website highlights key features like Book of the Month, Author of the Month, and Most Popular Categories to help users discover new reads. It also offers multiple book formats—hardcover, PDF, and Kindle—and includes personalized recommendations based on user preferences. Navigation is intuitive, with quick action buttons for accessing the menu, search bar, favorites, and basket, ensuring users can easily browse, select, and purchase their favorite books.

· UI / UX Design · Product Design · Web · Mobile · September 2024

Go to Project

Components

The components and systems of the website are meticulously designed to ensure a cohesive and functional user experience. Each element serves a specific purpose, contributing to the overall efficiency of the site.

Buttons

- The buttons are crafted with clarity and accessibility in mind, featuring a prominent dark brown primary color. Their design not only draws attention but also ensures users can easily identify actionable items, such as 'Add to Basket' and 'Checkout.'

Navigation Menu

- The navigation menu is consistently positioned at the top of the page for easy access. Its straightforward structure allows users to quickly locate key sections, such as 'Home,' 'Catalogue,' and 'My Favorites,' ensuring a seamless browsing experience.

Cards for Book Listings

- Book listings are presented in visually appealing cards, each displaying essential information like the book title, author, and cover image. This card layout promotes quick scanning, allowing users to efficiently find their desired titles without feeling overwhelmed.

Search Bar

- The search bar is prominently placed to facilitate immediate access to the bookstore's extensive catalog. Its minimalist design encourages users to input queries effortlessly, enhancing the overall usability of the website.

Responsive Design Elements

- All components are designed with responsiveness in mind, ensuring a consistent user experience across devices. Whether viewed on a desktop or mobile, the layout adapts gracefully, maintaining functionality and aesthetics.
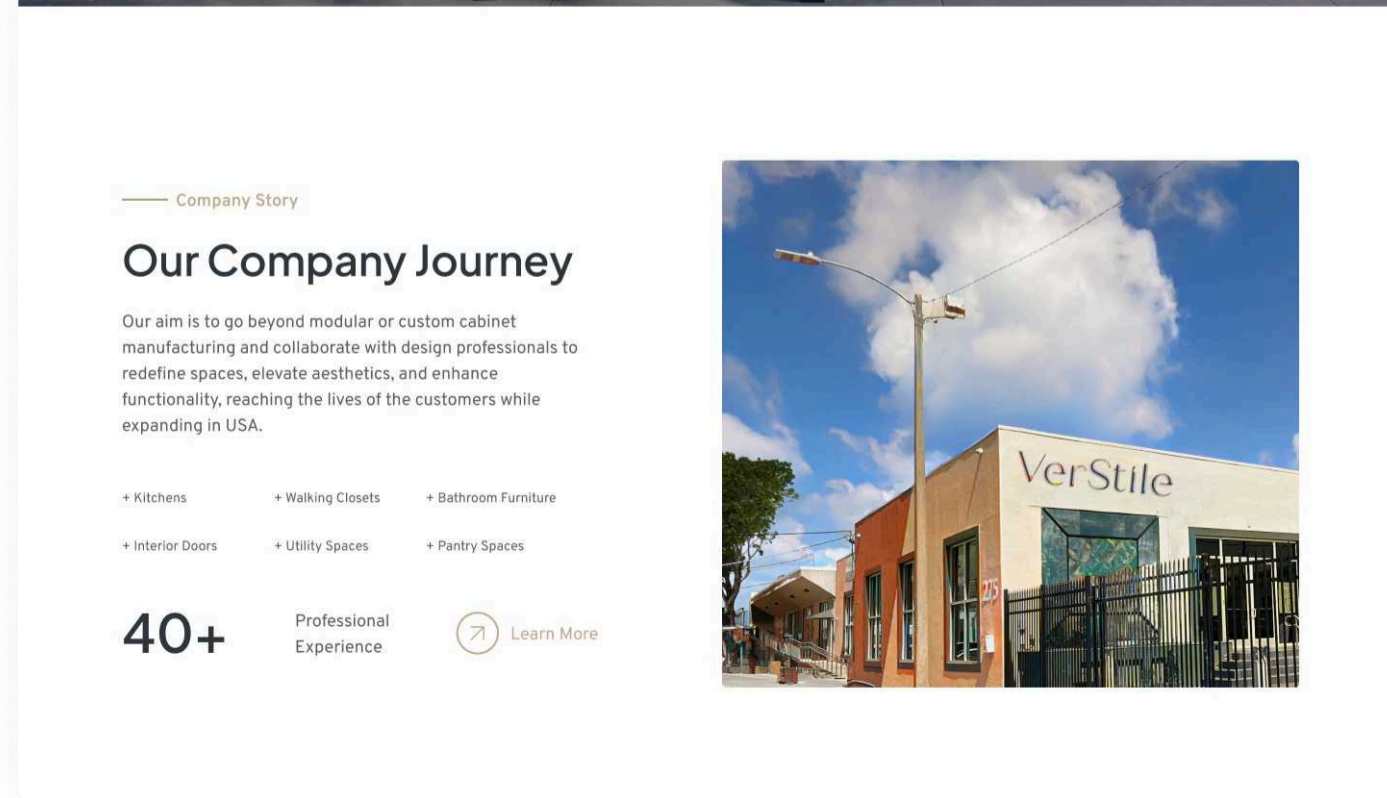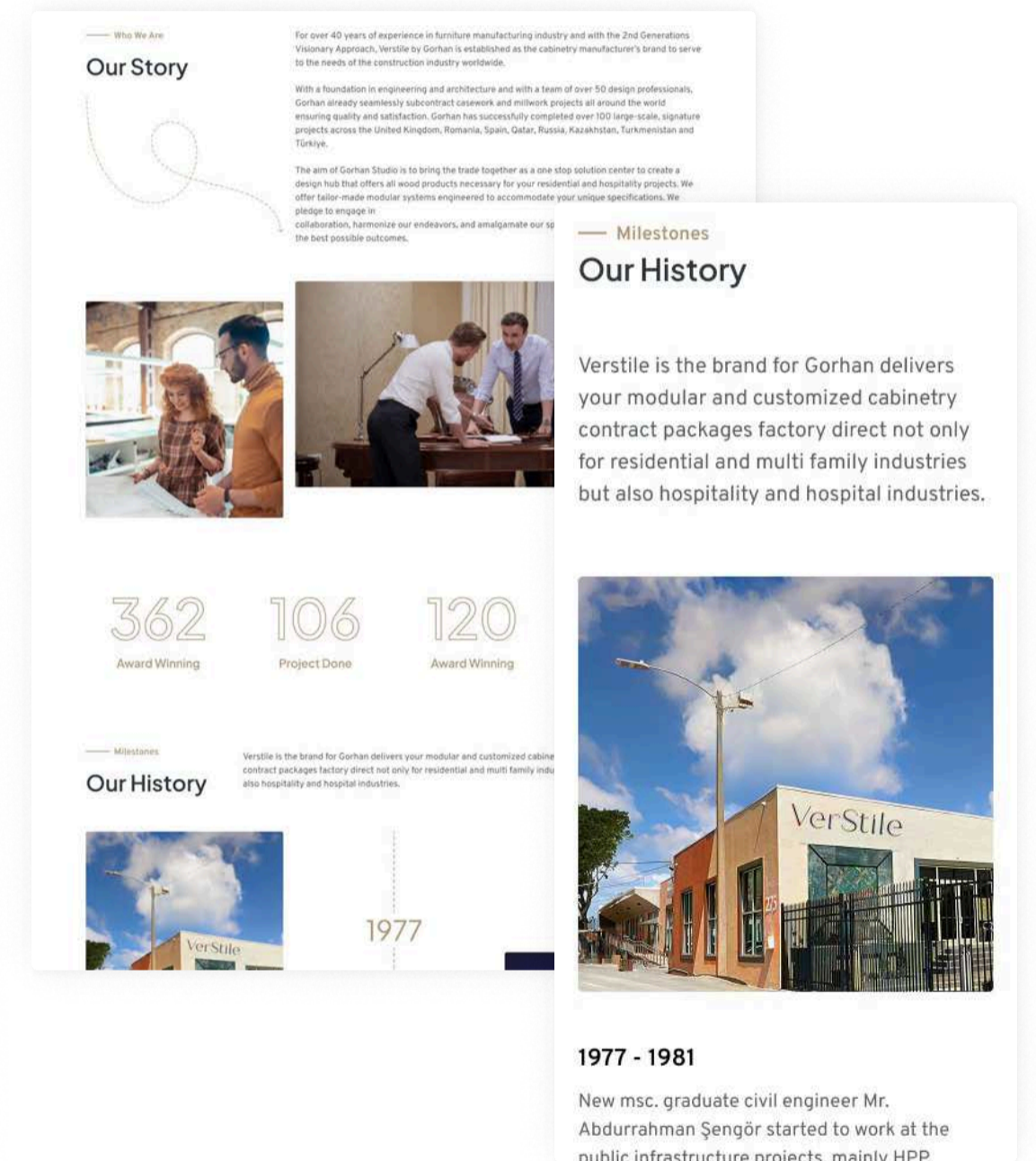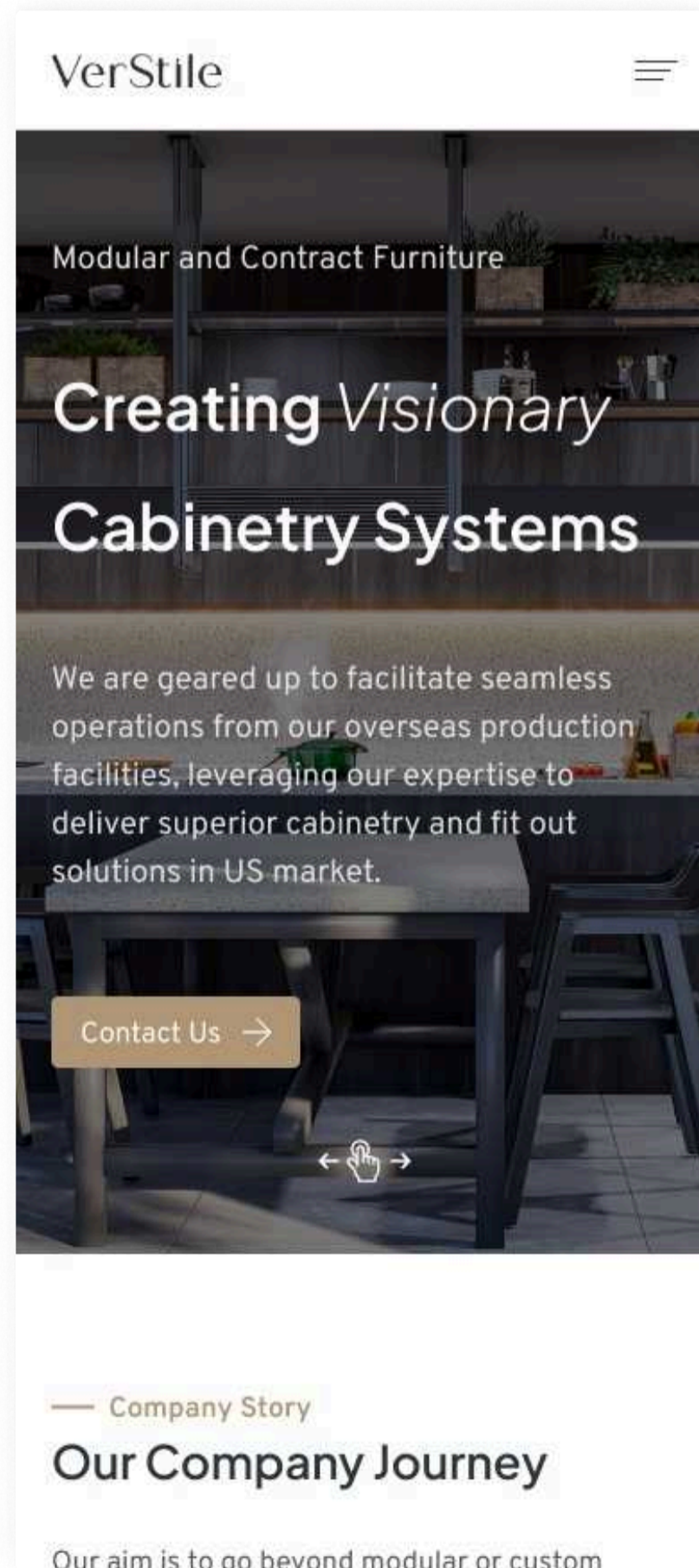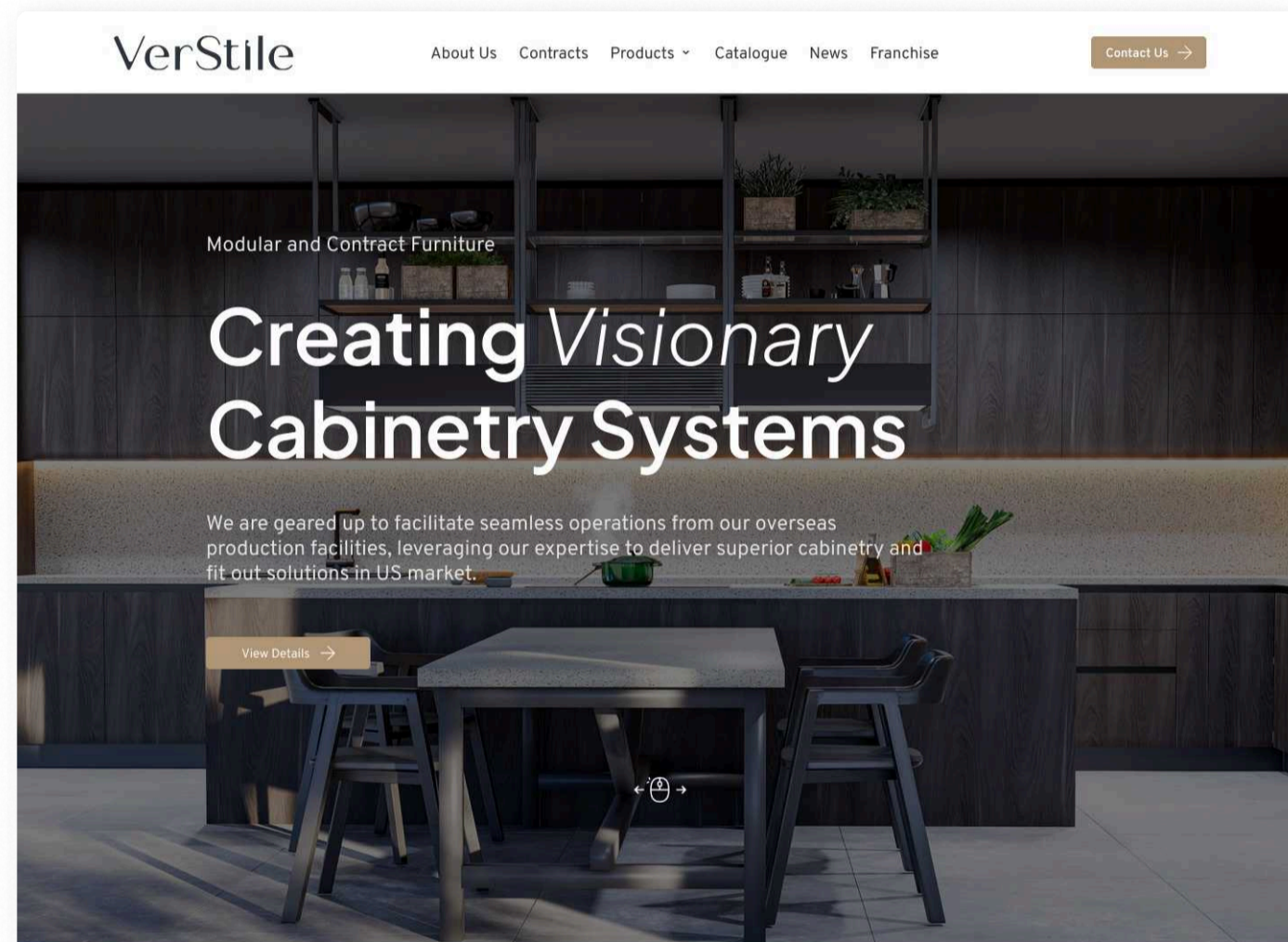
Verstile

Verstile is an international cabinetry manufacturer serving the construction industry worldwide. The main objective of this project was to build a modern, purposeful, and user-friendly website from the ground up. The focus was on creating a seamless experience for users to explore the brand's offerings, understand its capabilities, and connect with its global services efficiently. The end goal was to reflect Verstile's craftsmanship and professionalism through a clean, accessible, and industry-appropriate digital presence.

・ UI / UX Design ・ Web ・ Mobile ・ December 2024

Go to Project

Color Palette

TrustBuy website uses a highly functional yet modern color palette rooted in trust-driven tones, accented with energetic and innovative highlights. These choices enhance user focus on badges, metrics, and CTAs while maintaining a professional and credible identity.
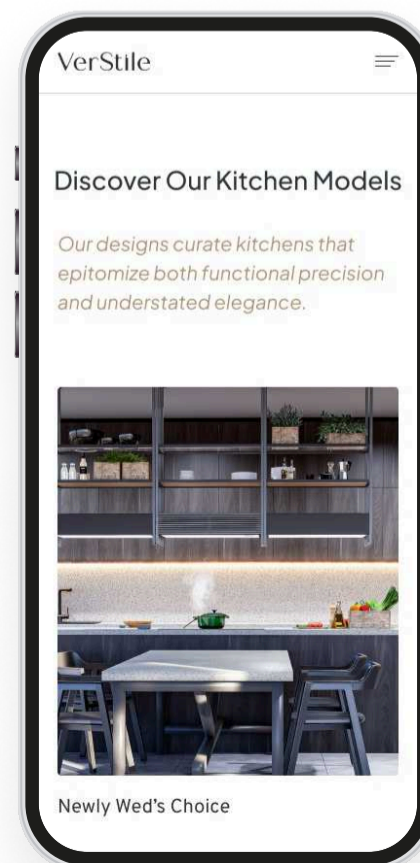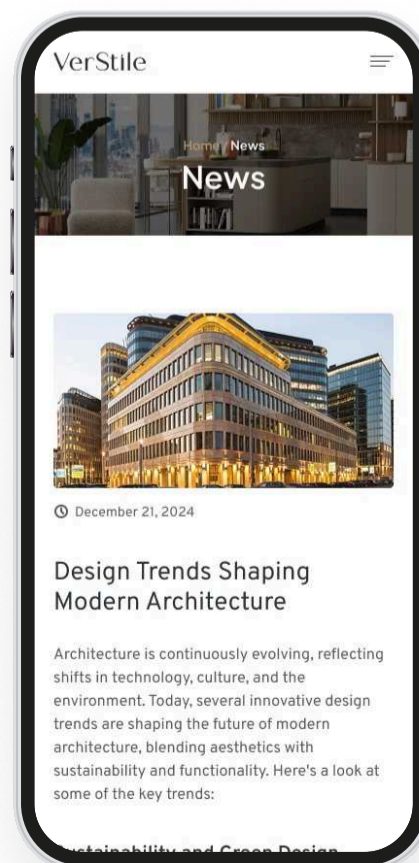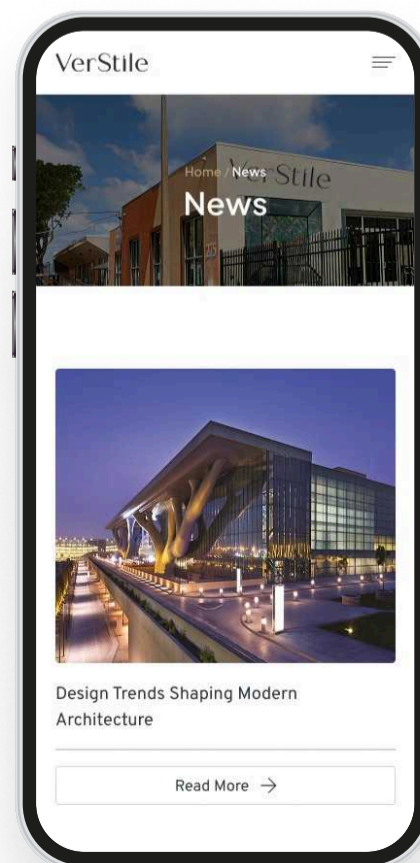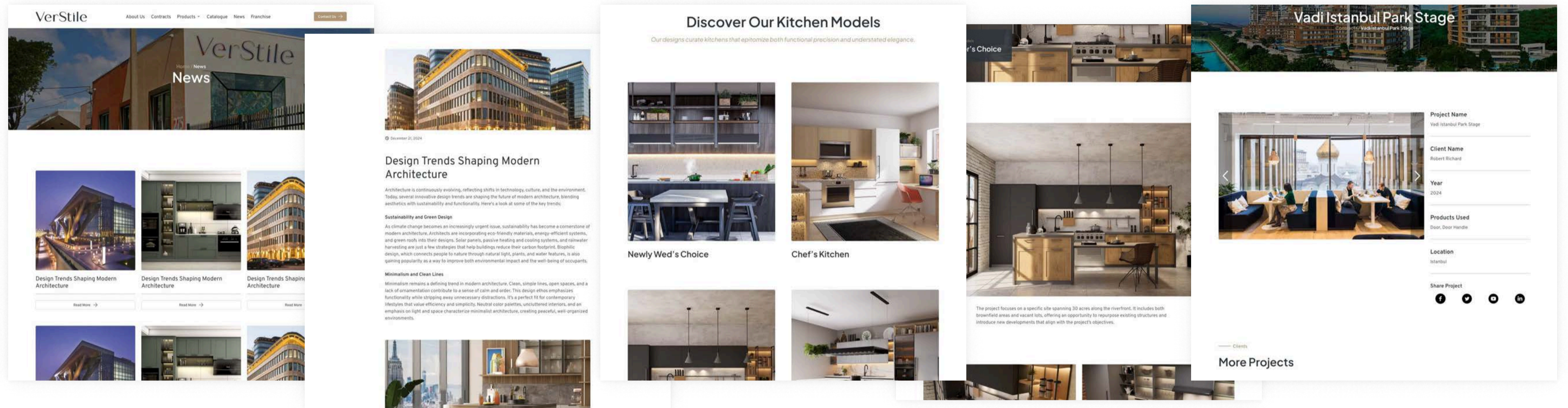
Verstile

Project Overview

Verstile is an international cabinetry manufacturer serving the construction industry worldwide. The main objective of this project was to build a modern, purposeful, and user-friendly website from the ground up. The focus was on creating a seamless experience for users to explore the brand's offerings, understand its capabilities, and connect with its global services efficiently. The end goal was to reflect Verstile's craftsmanship and professionalism through a clean, accessible, and industry-appropriate digital presence.

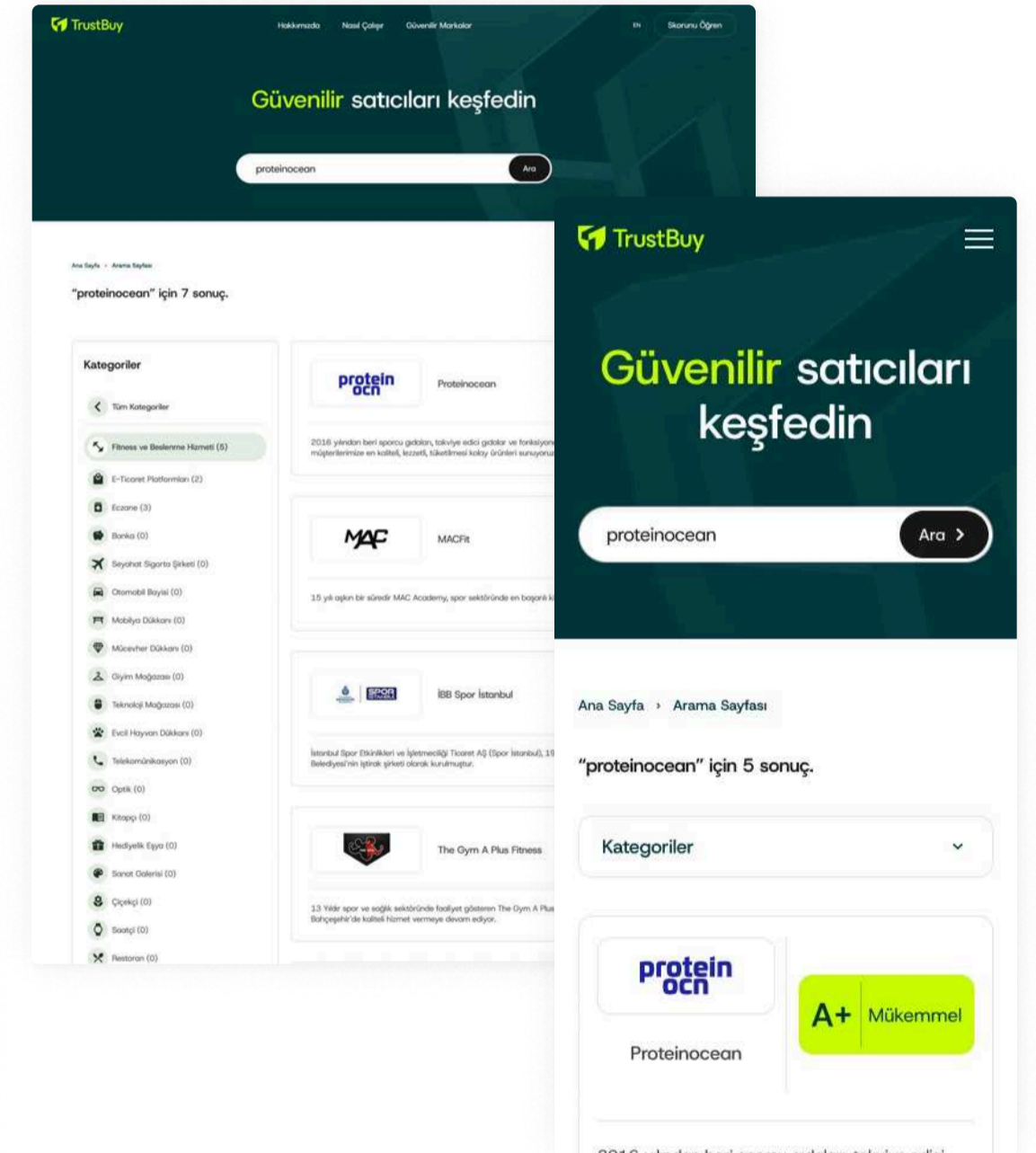· UI / UX Design · Web · Mobile · December 2024

Go to Project

TrustBuy

TrustBuy is a platform that empowers e-commerce websites to apply for and receive a Trust Badge, offering a transparent and credible evaluation of their reliability. The primary goal of this project was to create a clean, user-friendly, and informative website that not only enables brands to apply for a badge but also helps consumers make informed, confident shopping decisions. This project aims to visually communicate trust and transparency, guide e-commerce brands through the evaluation process seamlessly, and contribute to building a more trust-driven online marketplace.

・ UI / UX Design ・ Product Design ・ Web ・ Mobile ・ Badge Design ・ January 2025

Go to Project

Color Palette

TrustBuy website uses a highly functional yet modern color palette rooted in trust-driven tones, accented with energetic and innovative highlights. These choices enhance user focus on badges, metrics, and CTAs while maintaining a professional and credible identity.
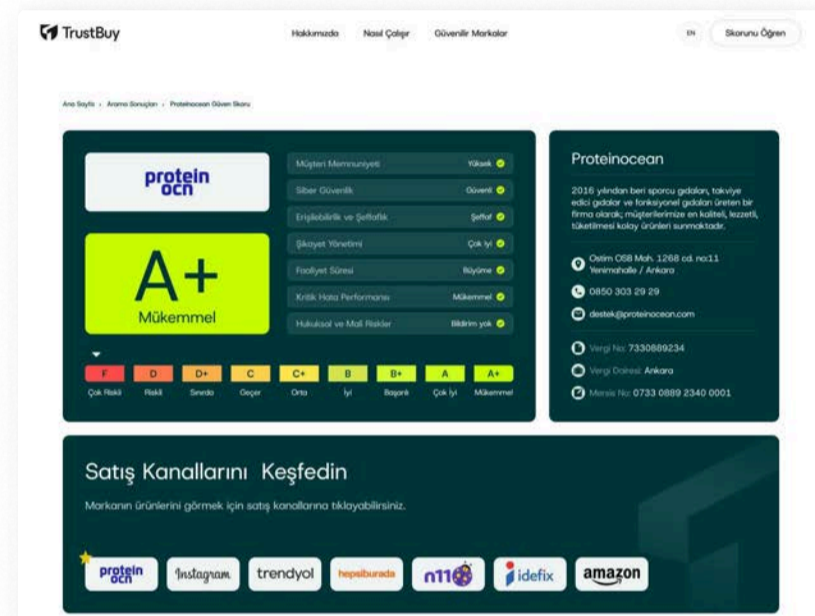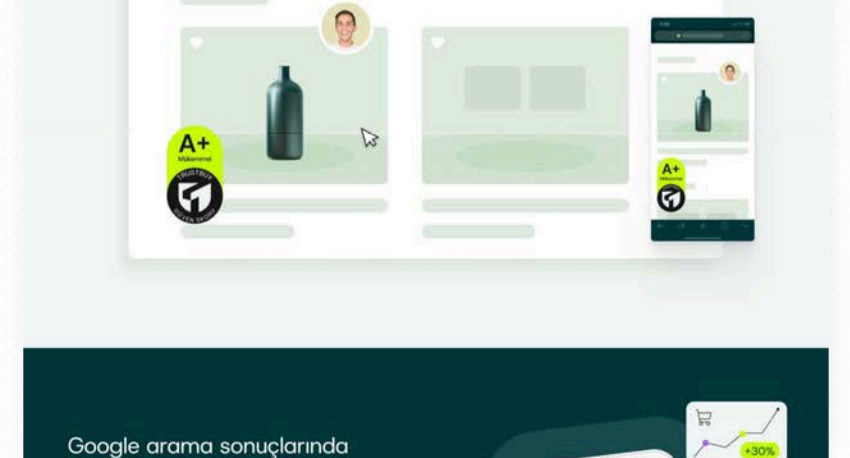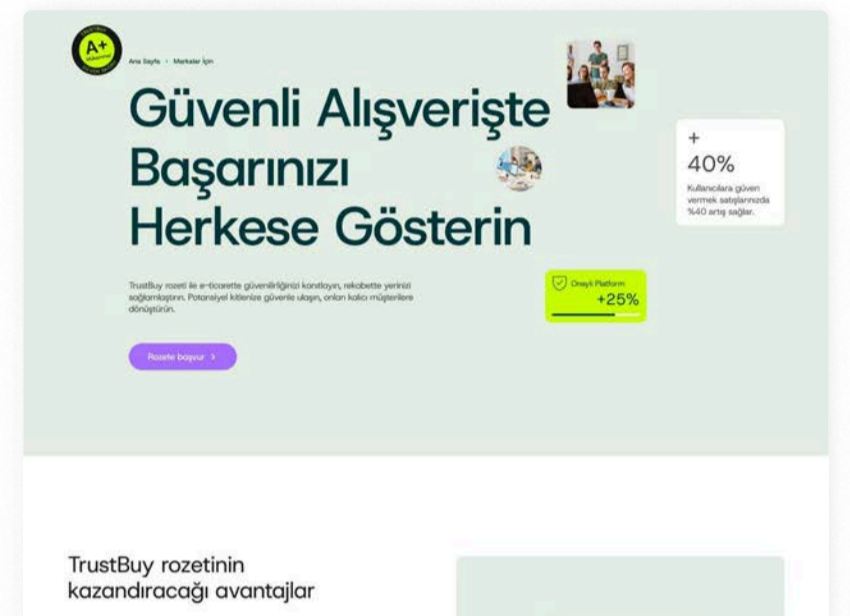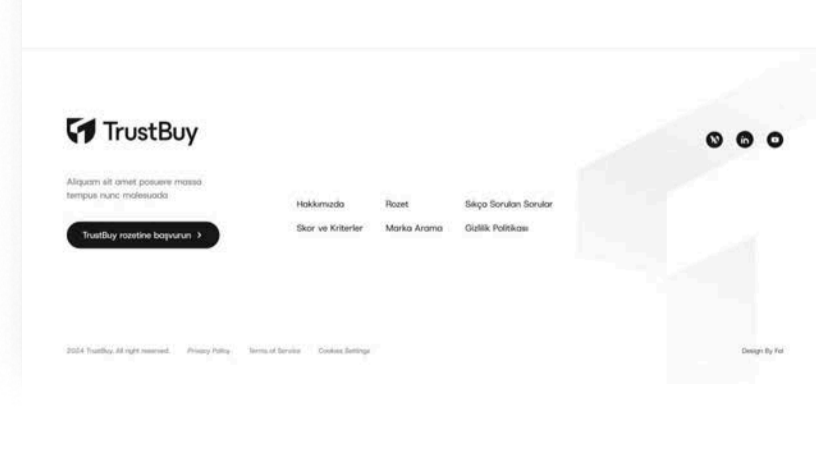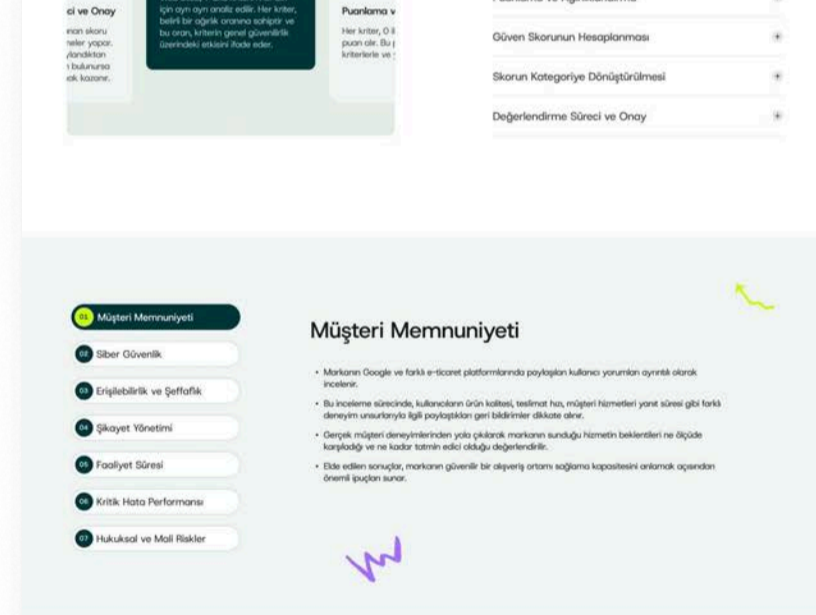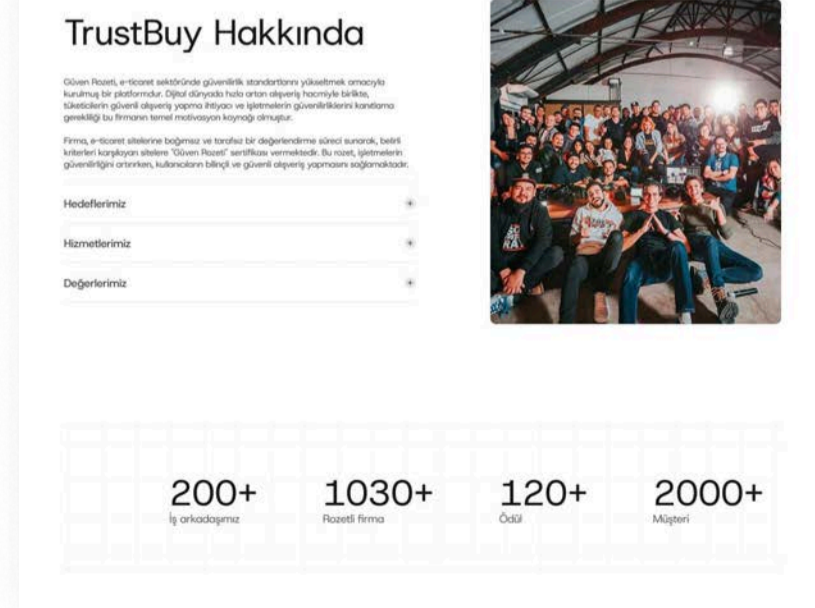
TrustBuy

Project Overview

TrustBuy is a platform that empowers e-commerce websites to apply for and receive a Trust Badge, offering a transparent and credible evaluation of their reliability. The primary goal of this project was to create a clean, user-friendly, and informative website that not only enables brands to apply for a badge but also helps consumers make informed, confident shopping decisions. This project aims to visually communicate trust and transparency, guide e-commerce brands through the evaluation process seamlessly, and contribute to building a more trust-driven online marketplace.

· UI / UX Design · Product Design · Web · Mobile · Badge Design · January 2025

Go to Project

TrustBuy

TrustBuy is a platform that empowers e-commerce websites to apply for and receive a Trust Badge, offering a transparent and credible evaluation of their reliability. The primary goal of this project was to create a clean, user-friendly, and informative website that not only enables brands to apply for a badge but also helps consumers make informed, confident shopping decisions. This project aims to visually communicate trust and transparency, guide e-commerce brands through the evaluation process seamlessly, and contribute to building a more trust-driven online marketplace.

· UI / UX Design · Product Design · Web · Mobile · Badge Design · January 2025

Go to Project
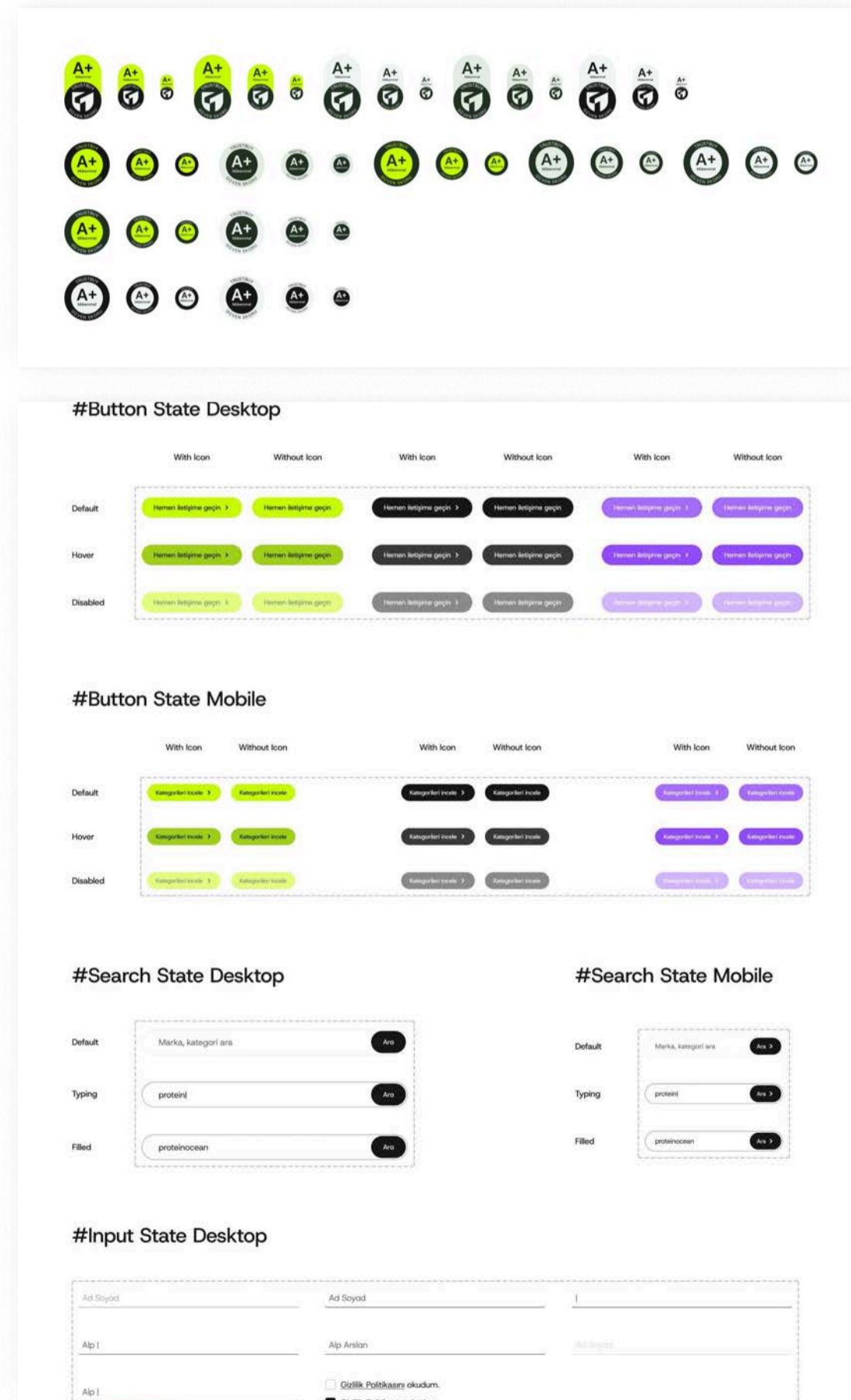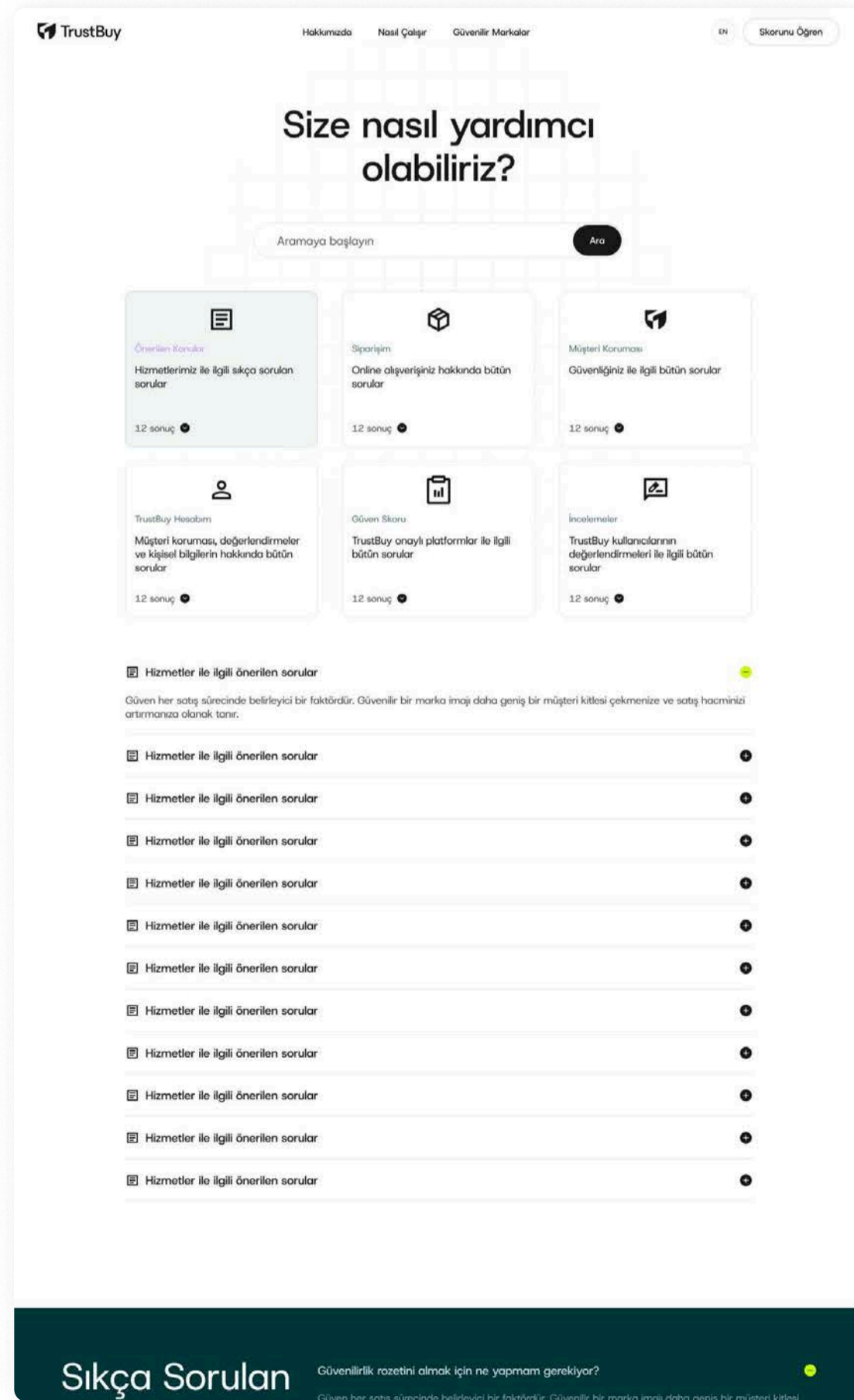
Badges

TrustBuy badges have two primary shapes: rounded rectangles and circles. The rounded rectangles are often used for vertical or mobile-friendly placements, while the circular badges are more compact and versatile for various interface needs. The badges are designed in multiple sizes to accommodate small elements like product cards, medium placements such as sidebars, and large-scale displays like landing pages or certificates.

Typography

The typography is a clean sans-serif system that ensures high readability, especially in data-heavy and informative contexts. The strong typographic hierarchy supports the brand's commitment to clarity and trustworthiness, both for businesses applying for badges and for consumers seeking safe online experiences.

Design System

The TrustBuy design system is built on a clean, professional, and trustworthy aesthetic that aligns with its purpose of evaluating and certifying businesses. The typography uses the modern, highly legible Host Grotesk typeface across all badges and interface components, reinforcing clarity and professionalism. The color palette is used to indicate trust, reliability, and visibility across different trust score levels.

The badges come in circular and vertical shapes, and are displayed in multiple sizes to adapt to various screen resolutions and branding use cases. The badges vary in background and text color combinations ensuring that each score is visually distinctive and accessible.

This cohesive design system ensures scalability, brand recognition, and usability across different platforms, creating a consistent user experience that emphasizes credibility and confidence.
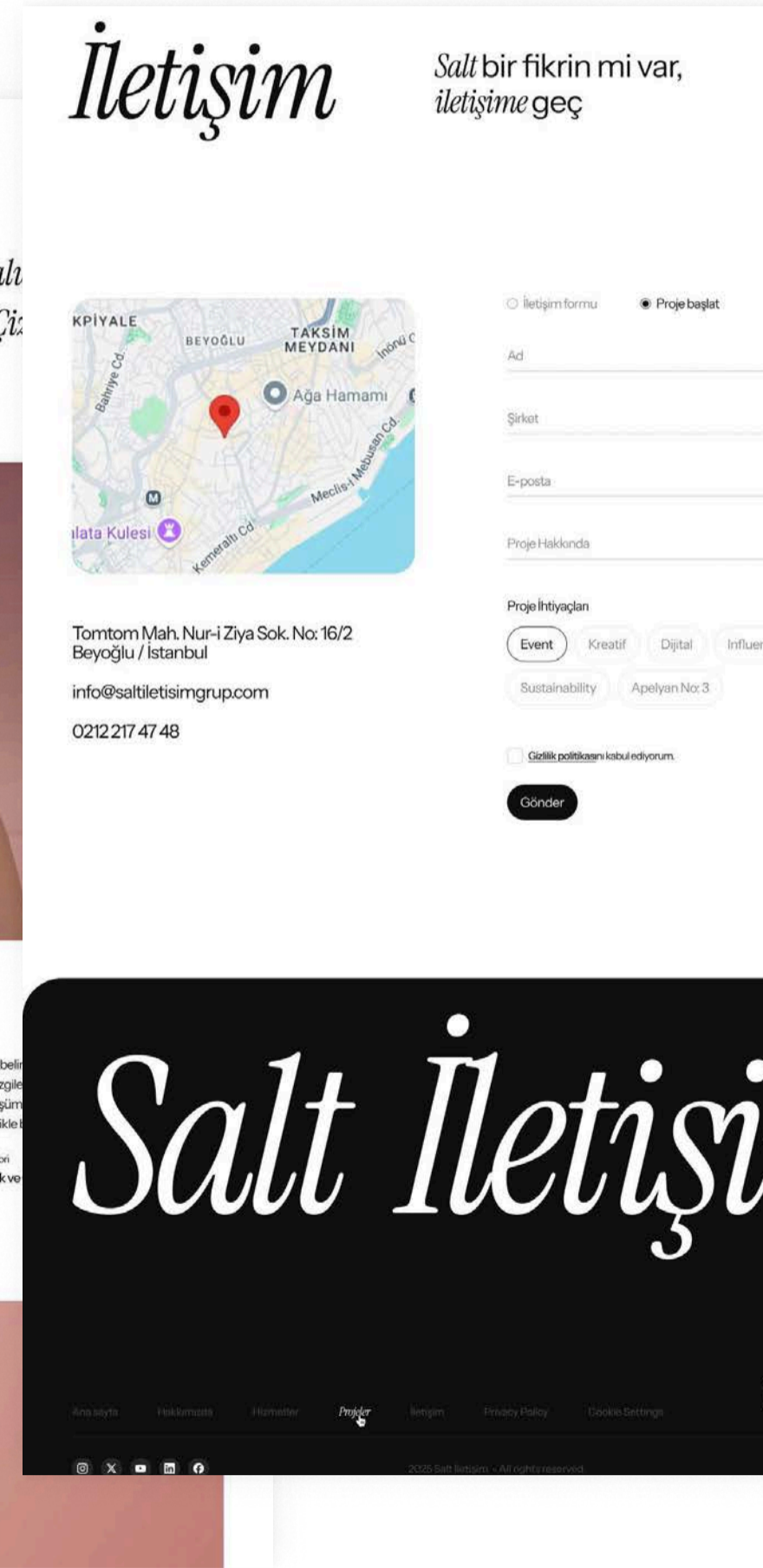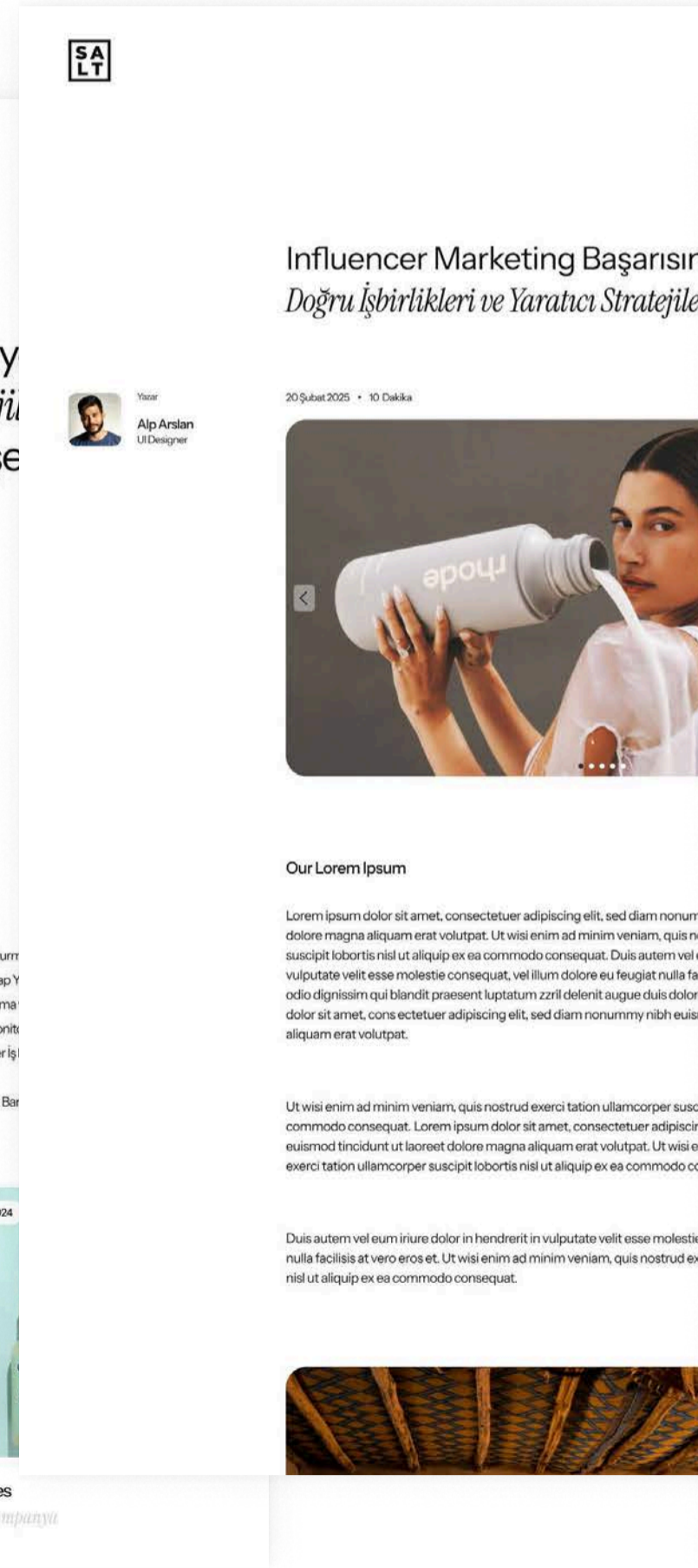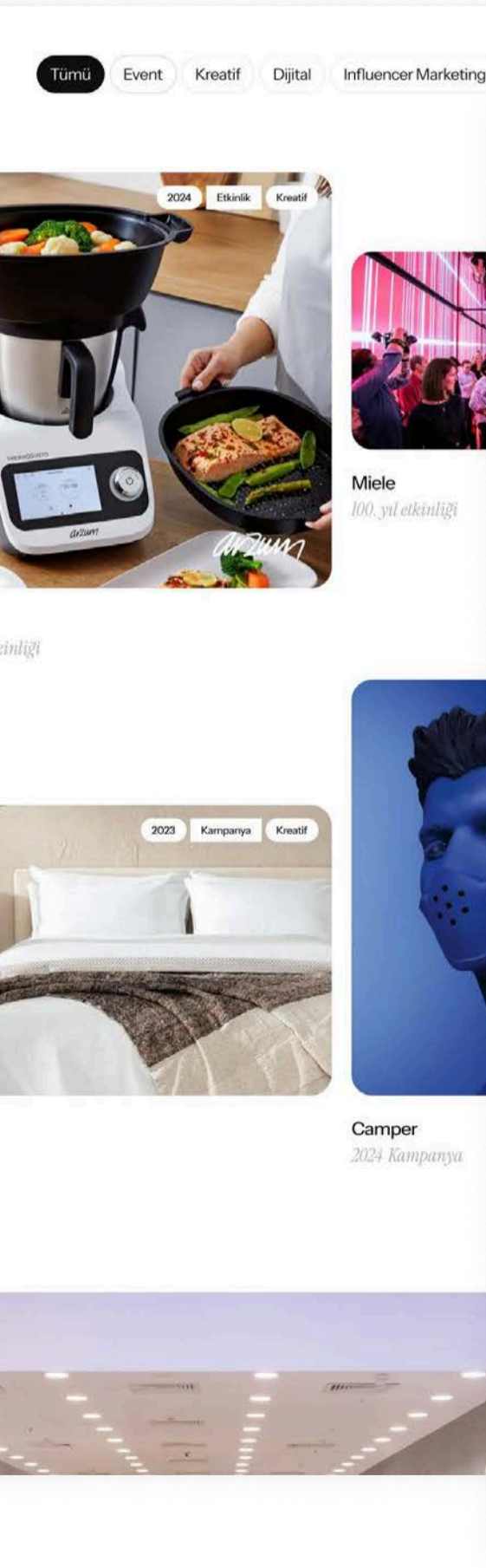
Salt İletişim

Color Palette

Salt İletişim's website adopted a minimalistic color strategy by using only black and white as the core color palette, reinforcing the modern, clean, and timeless feel of the brand. To differentiate and visually organize the diverse service offerings, introduced distinct highlight colors for each category. These accent colors were carefully selected to maintain high contrast with the background, ensuring optimal readability and visual accessibility. This approach not only added visual interest and structure but also helped users intuitively associate each service with its designated color, enhancing overall user navigation and content clarity.

Salt İletişim

Project Overview

Redesigning Salt İletişim's website with the goal of creating a modern, stylish, and user-friendly platform that reflects the agency's dynamic and integrated approach to marketing communications. This project focused on revamping the existing site to better showcase these services while maintaining a sleek and minimal aesthetic. The project's aim was to design a website that not only elevates Salt İletişim's visual identity but also delivers a seamless and purposeful user experience that communicates their expertise and innovative spirit. Salt İletişim offers a wide range of services including public relations, events, digital strategies, creative solutions, and influencer marketing.

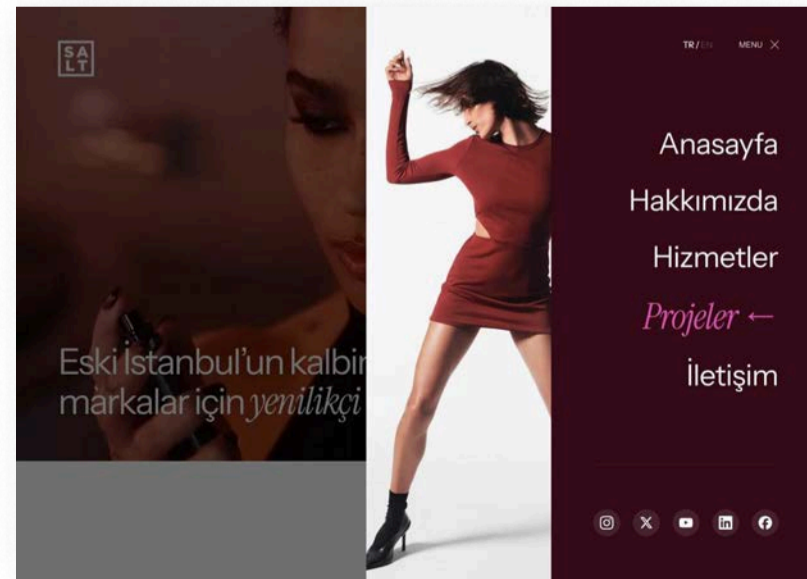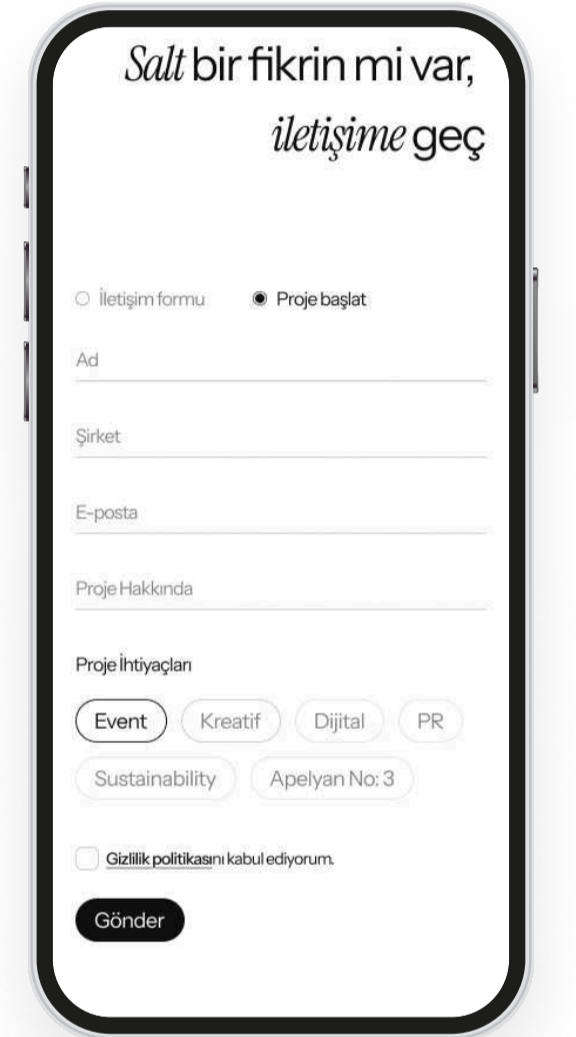· UI / UX Design · Web · Mobile · Prototyping · March 2025

Salt İletişim

Redesigning Salt İletişim's website with the goal of creating a modern, stylish, and user-friendly platform that reflects the agency's dynamic and integrated approach to marketing communications. This project focused on revamping the existing site to better showcase these services while maintaining a sleek and minimal aesthetic. The project's aim was to design a website that not only elevates Salt İletişim's visual identity but also delivers a seamless and purposeful user experience that communicates their expertise and innovative spirit. Salt İletişim offers a wide range of services including public relations, events, digital strategies, creative solutions, and influencer marketing.

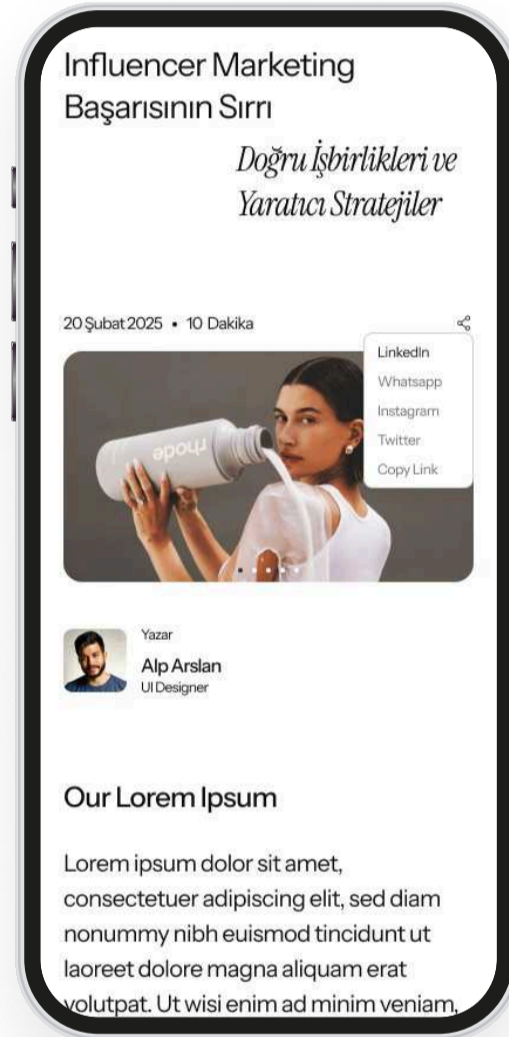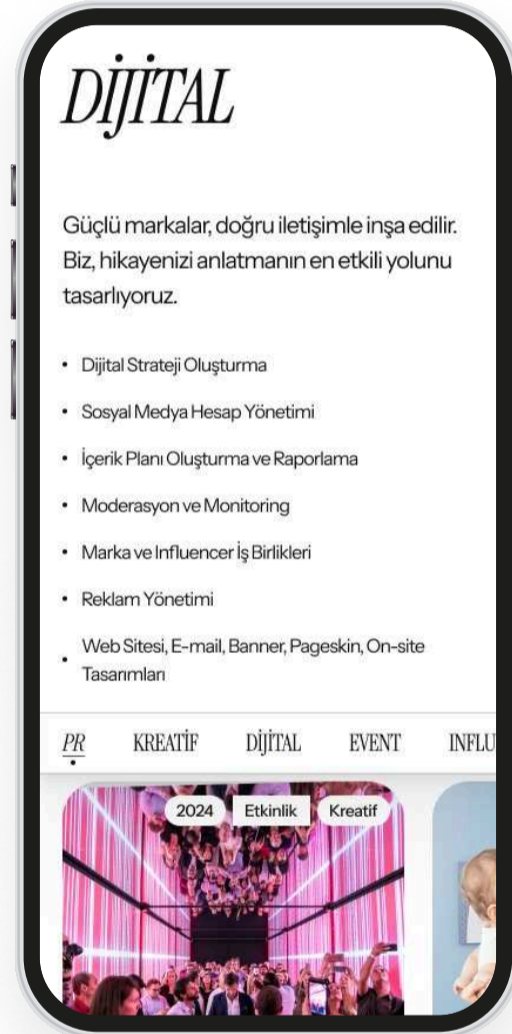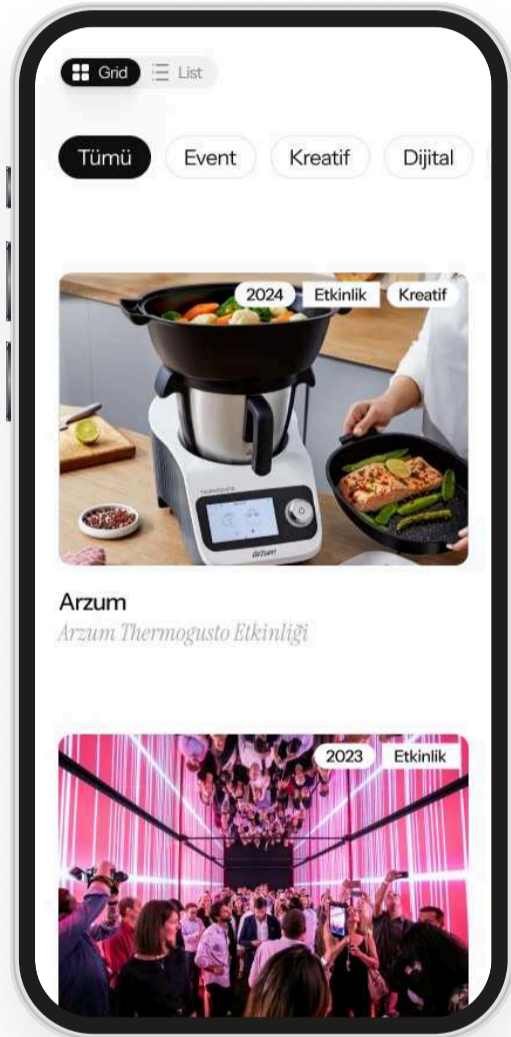・ UI / UX Design ・ Web ・ Mobile ・ Prototyping ・ March 2025
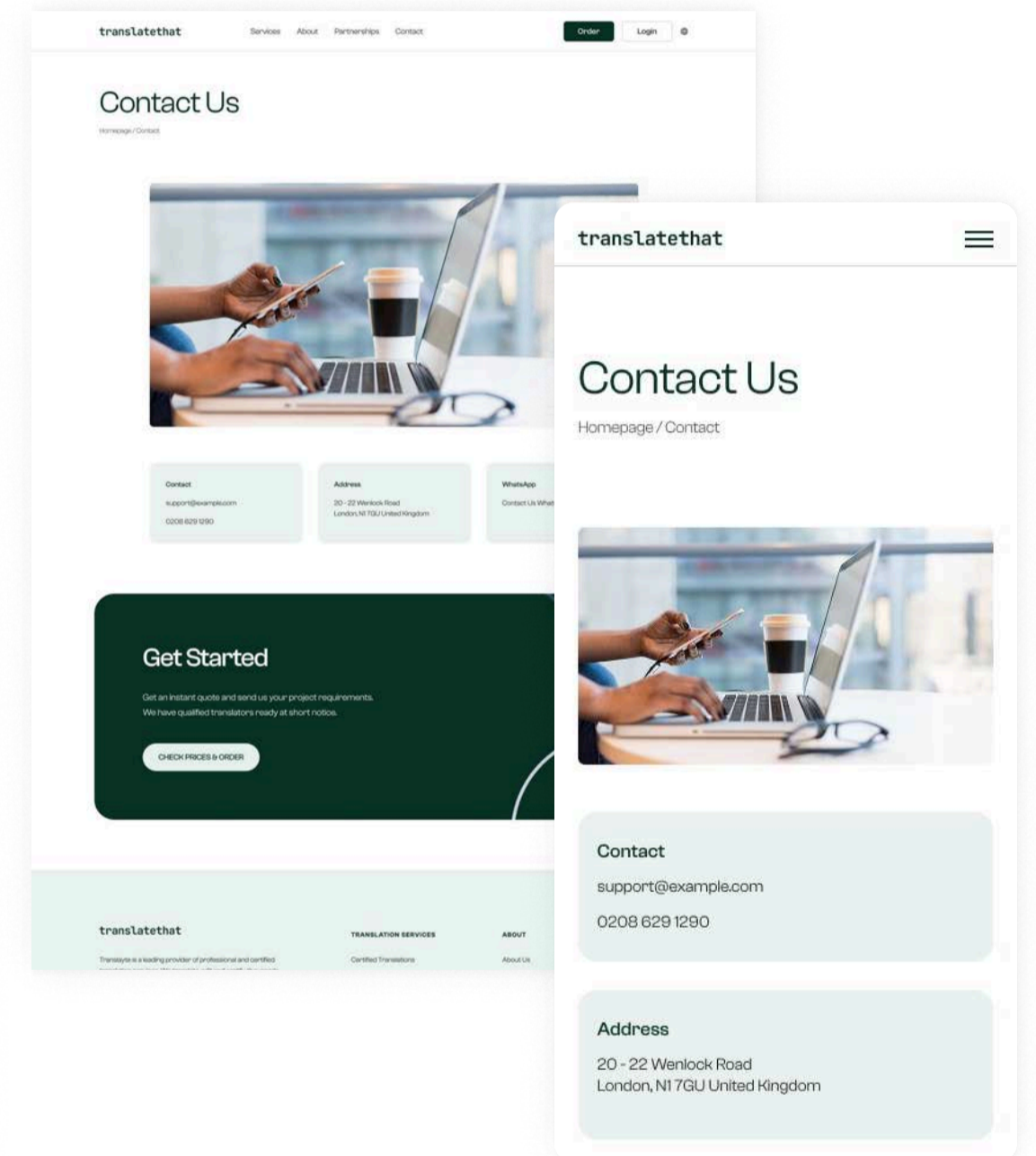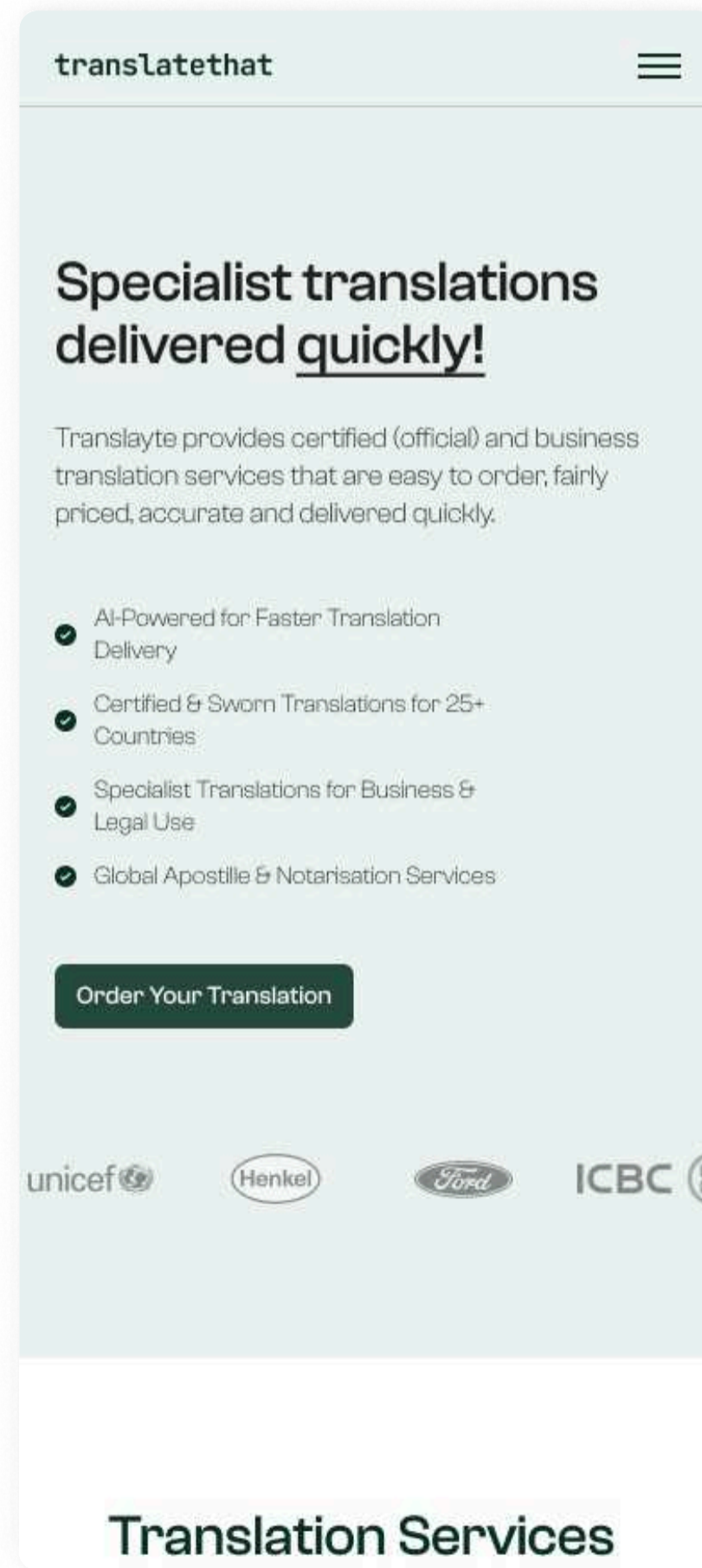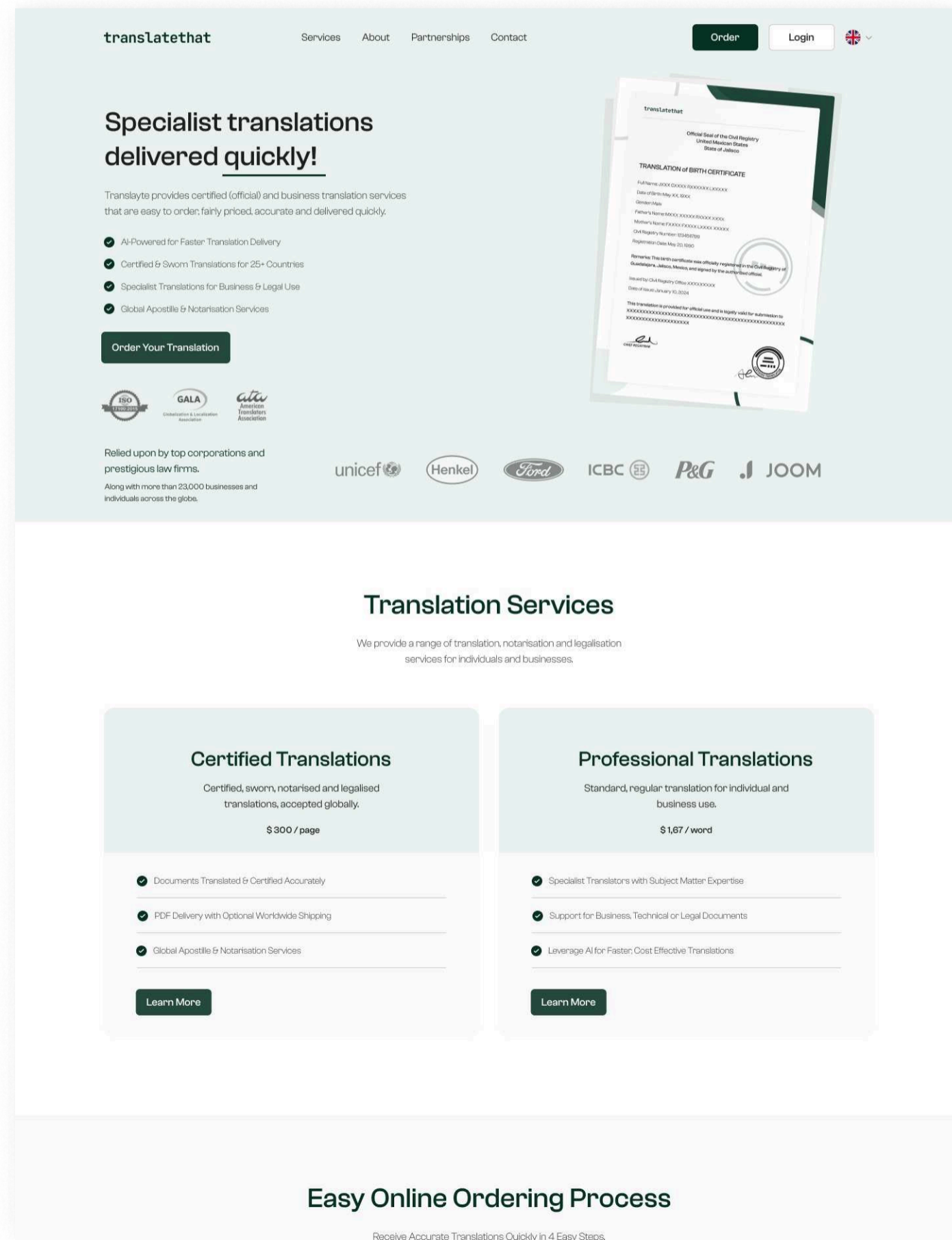

Typography

The typography system for the Salt İletişim website was designed to balance style with clarity. Combination of serif and sans-serif fonts used to create a strong visual hierarchy and distinct character across the site. Serif fonts were applied to headings and titles to deliver a stylish and sophisticated look, while sans-serif fonts were used for body text to ensure maximum readability and simplicity. A variety of font sizes and weights were utilized to clearly separate content layers, highlight key sections, and guide the user's attention through the site in a clean and structured way.

Translatethat

Project Overview

TranslateThat's website aim was to provide a seamless and user-focused experience for individuals and businesses seeking professional translation services. The platform offers a range of services including AI-powered translation, Certified & Sworn Translations, Specialist Translations for Business & Legal Use, and Global Apostille & Notarisation Services. The primary goal of this project was to create a modern, purposeful, and easy-to-use website that builds trust and facilitates smooth navigation. I focused on developing an interface that is both user-friendly and efficient, allowing clients to quickly find the service they need, submit documents, and receive reliable translation support—no matter their location or industry.

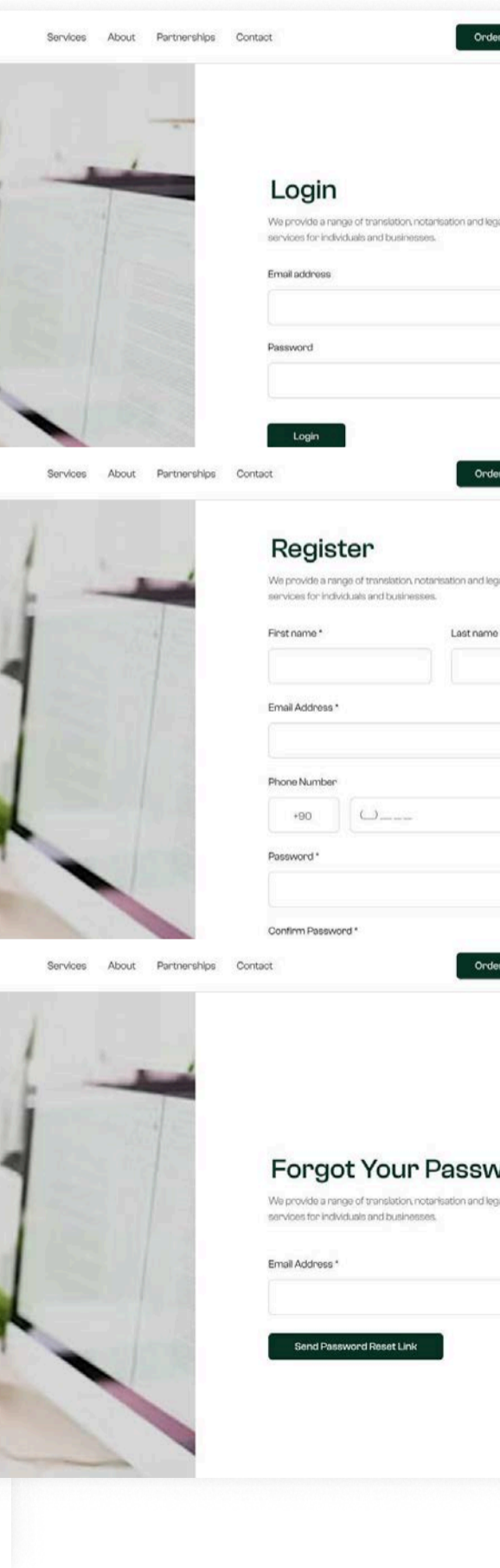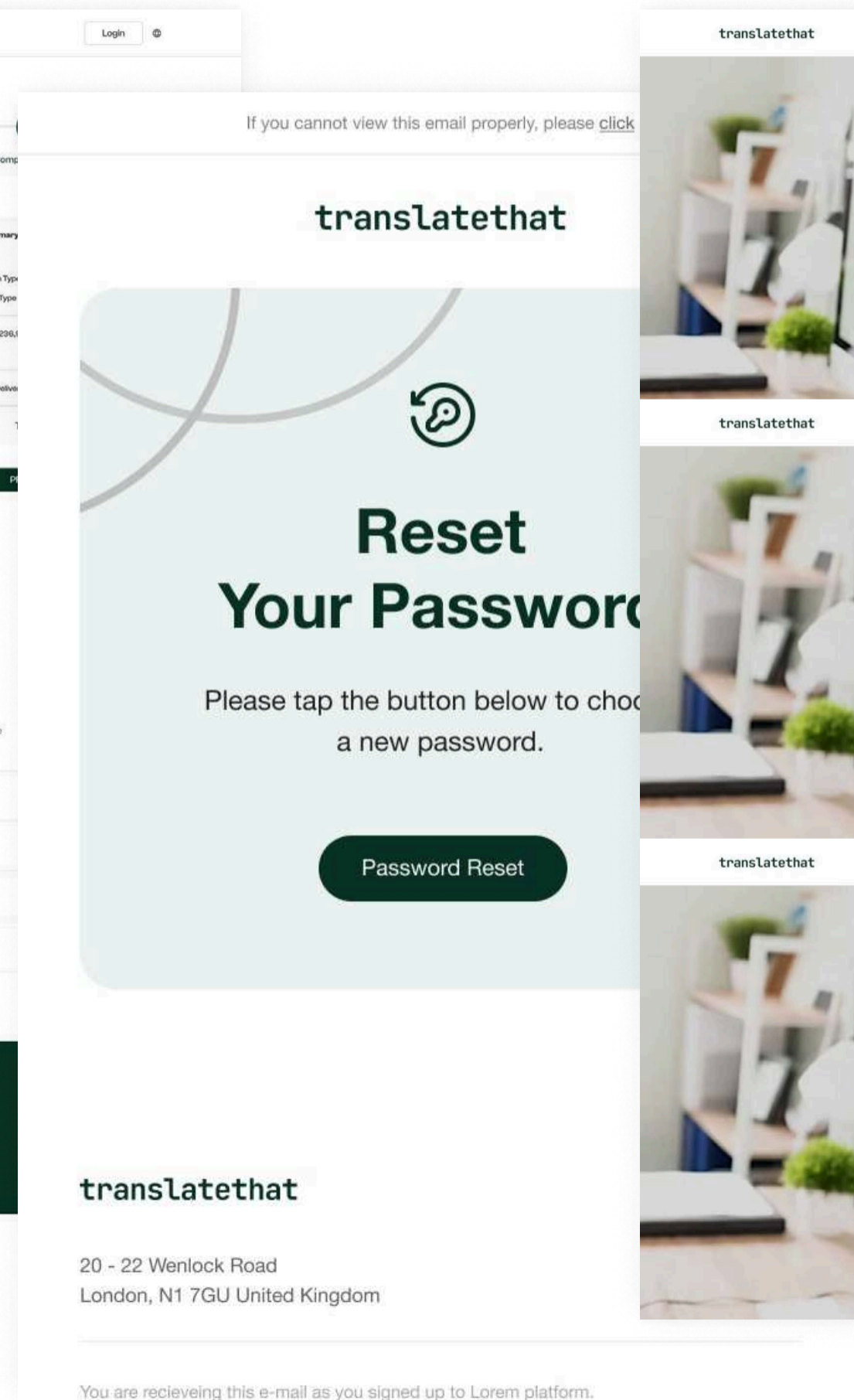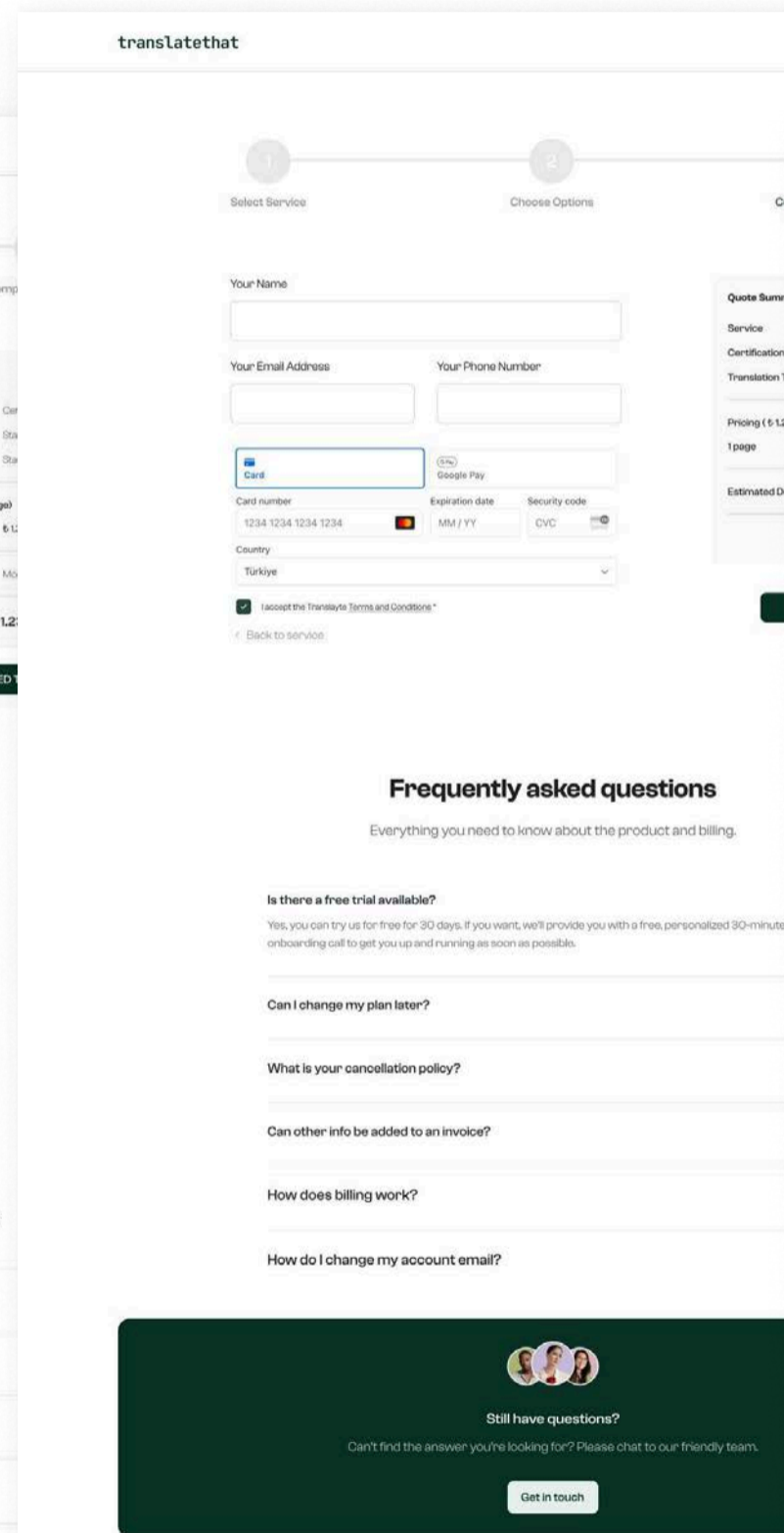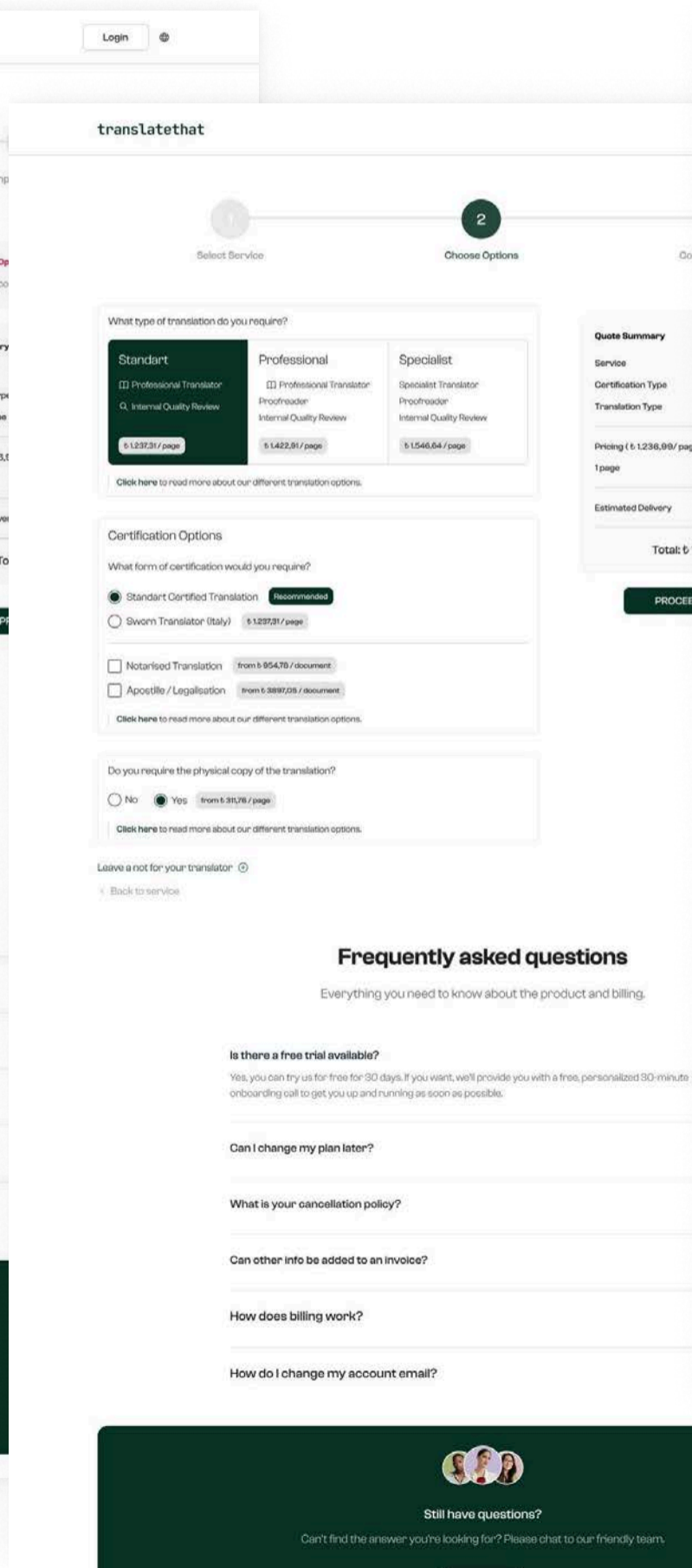・ UI / UX Design ・ Web ・ Mobile ・ Product Design ・ April 2025

Color Palette

I selected a very light green as the primary background color to create a calm and clean visual atmosphere. Dark green was used for buttons and key interface elements to provide clear visual contrast and guide users' actions. Black was chosen for general text to ensure maximum readability. This palette was carefully designed to evoke a sense of trust, professionalism, and ease of use, aligning with the official nature of translation services while maintaining a user-friendly experience.

Translatethat

Project Overview

TranslateThat's website aim was to provide a seamless and user-focused experience for individuals and businesses seeking professional translation services. The platform offers a range of services including AI-powered translation, Certified & Sworn Translations, Specialist Translations for Business & Legal Use, and Global Apostille & Notarisation Services. The primary goal of this project was to create a modern, purposeful, and easy-to-use website that builds trust and facilitates smooth navigation. I focused on developing an interface that is both user-friendly and efficient, allowing clients to quickly find the service they need, submit documents, and receive reliable translation support—no matter their location or industry.

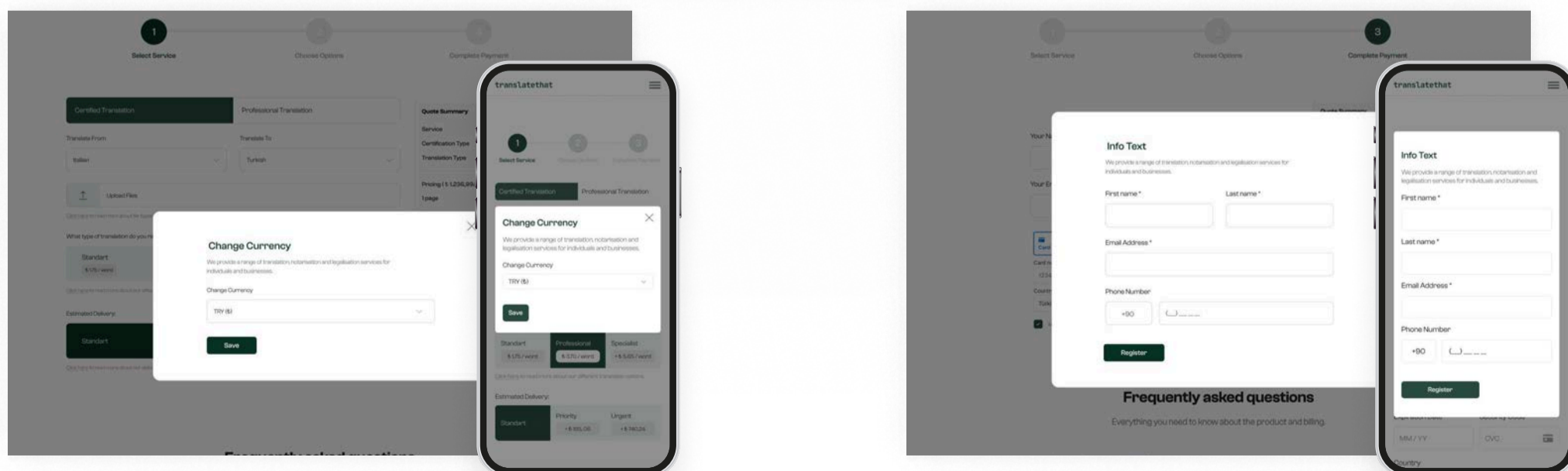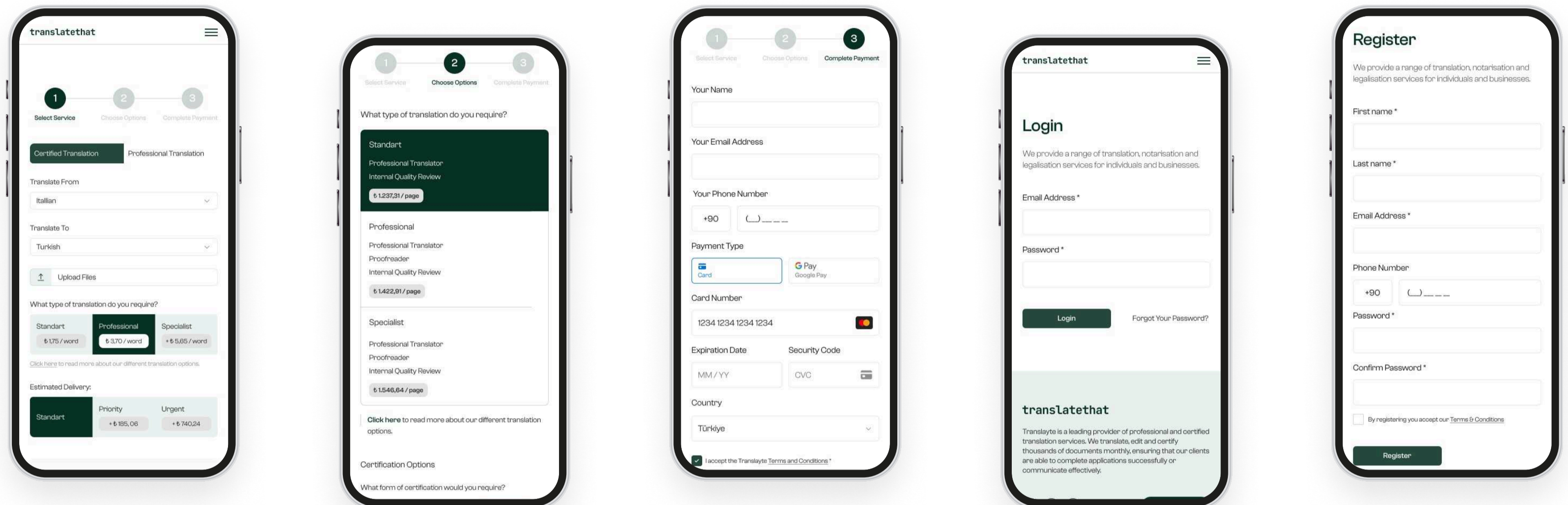・ UI / UX Design ・ Web ・ Mobile ・ Product Design ・ April 2025

Translatethat

Project Overview

TranslateThat's website aim was to provide a seamless and user-focused experience for individuals and businesses seeking professional translation services. The platform offers a range of services including AI-powered translation, Certified & Sworn Translations, Specialist Translations for Business & Legal Use, and Global Apostille & Notarisation Services. The primary goal of this project was to create a modern, purposeful, and easy-to-use website that builds trust and facilitates smooth navigation. I focused on developing an interface that is both user-friendly and efficient, allowing clients to quickly find the service they need, submit documents, and receive reliable translation support—no matter their location or industry.

・ UI / UX Design ・ Web ・ Mobile ・ Product Design ・ April 2025

Typography

For this project, I chose a sans-serif font to enhance clarity, improve readability, and support a modern, user-friendly interface. This font choice reinforces the website's accessible and approachable tone, making it easy for users to navigate. I applied varying text sizes to clearly distinguish between headings, subheadings, and body text—ensuring that important content stands out and the overall hierarchy is intuitive and purposeful.