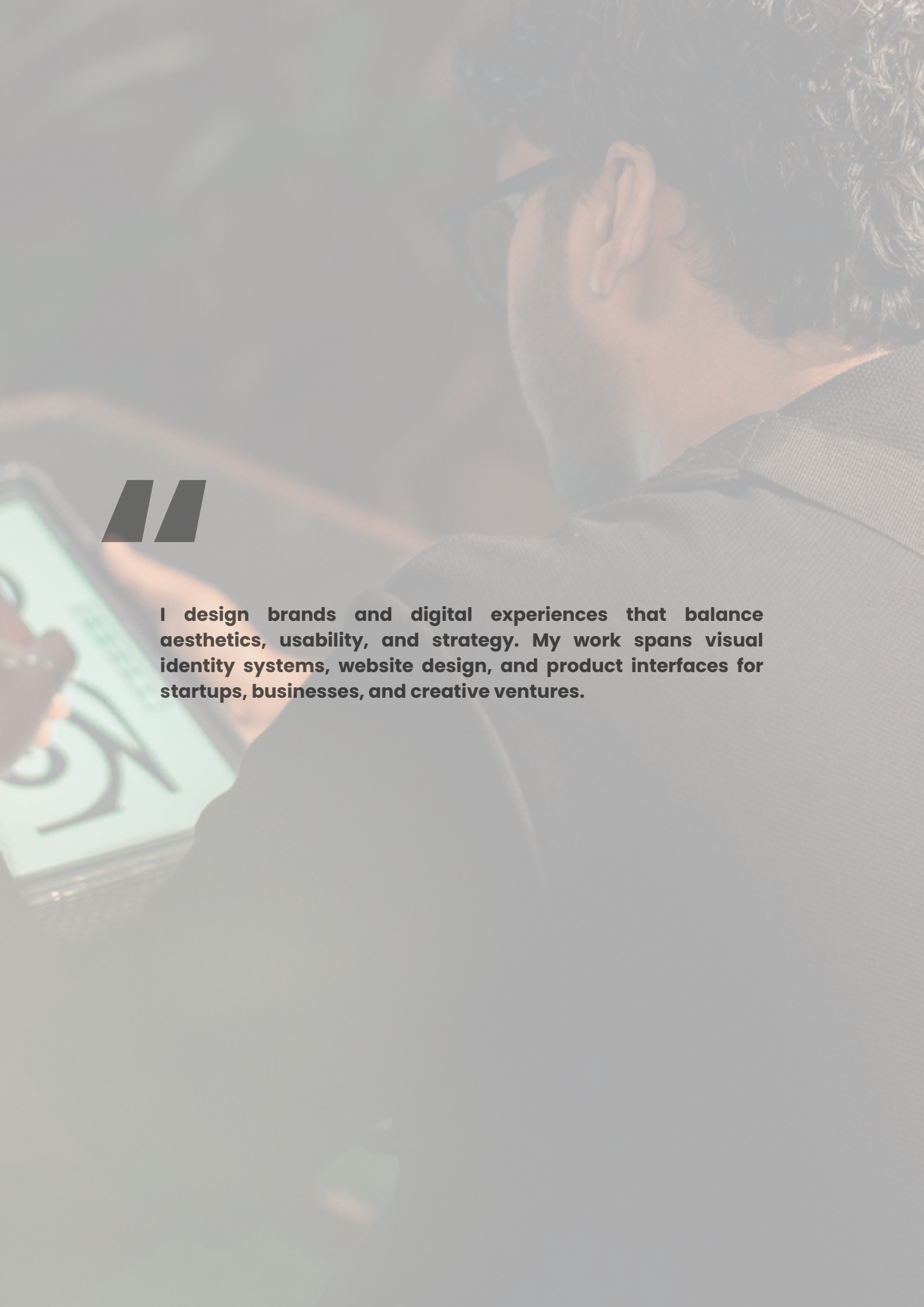


Ali Aiham Mohamed
Branding & UI/UX Design Portfolio

Selected Works and Study 2024–2026



"

I design brands and digital experiences that balance aesthetics, usability, and strategy. My work spans visual identity systems, website design, and product interfaces for startups, businesses, and creative ventures.

Branding Illustration UX

My Focus

- Clarity over complexity
- Design with purpose
- Consistent systems
- Human-centered experiences
- Memorable visual storytelling

PROJECT

Learnly.

Online Tuition Center

Scope : Brand Identity, Social Media Ads, Website Design

Year : 2025

The Challenge

Learnly needed a modern and approachable brand identity that could appeal to students, parents, and educators alike. The challenge was to create a visual system that felt trustworthy and professional while remaining engaging and accessible to younger audiences.

The brand also required a strong digital presence, with an identity capable of translating seamlessly across websites, learning platforms, social media, and marketing materials.

Project : Learnly

Visual Identity

Learnly's visual identity was built around a single idea: making learning feel accessible, engaging, and rewarding.

The logo combines an abstract "L" with the visual language of an open book, creating a mark that immediately connects with education while remaining modern and distinctive. The upward movement within the symbol represents growth, achievement, and the journey of continuous learning.

The final mark forms the foundation of a scalable brand system designed for digital-first experiences, from online learning platforms and mobile interfaces to social media and marketing materials.

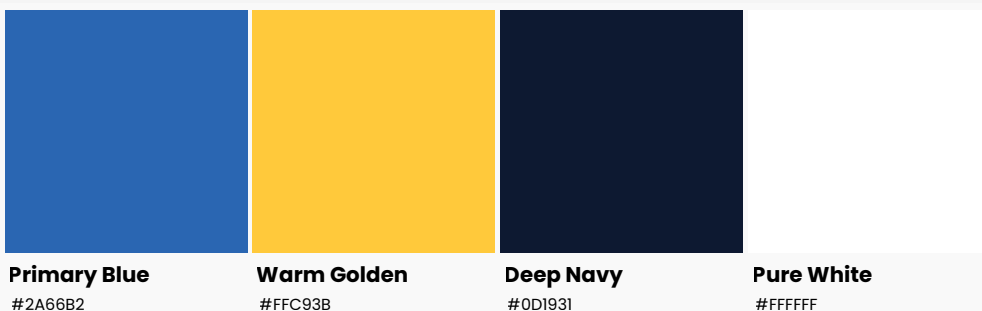


Color Palette

The Learnly color palette was developed to create a balance between educational credibility and an engaging learning experience.

A vibrant blue serves as the primary brand color, representing trust, knowledge, and reliability. A bold yellow accent introduces energy, curiosity, and motivation, reflecting the excitement of learning and personal growth. Deep navy tones provide contrast and reinforce professionalism, while light neutral shades create a clean and accessible foundation for digital interfaces.

Together, these colors establish a visual identity that feels modern, welcoming, and trustworthy, helping students, parents, and educators engage with confidence across every touchpoint.



Typography

The typography system prioritizes clarity and accessibility. A modern sans-serif typeface was selected to ensure excellent readability across digital interfaces while maintaining a clean and contemporary appearance.

Learnly.

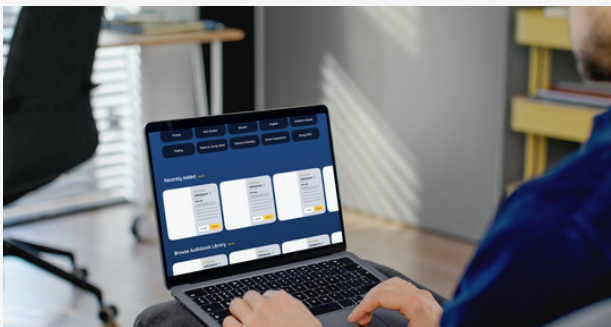
Quicksand.



UI/UX Design

The Learnly platform was designed to provide a seamless learning experience for students, parents, and educators. The primary objective was to simplify course discovery, registration, payment, and session management while maintaining a clean and approachable interface.

The design process focused on accessibility, ease of navigation, and reducing friction throughout the user journey, ensuring users could quickly find information and access learning resources with minimal effort.



Session Discovery & Filtering

One of the primary goals of the platform was to reduce friction when searching for classes. The filter system enables users to refine available sessions based on their academic needs, helping them quickly locate relevant courses without navigating through large amounts of content.

Choose Subject...

Choose Grade...

Choose Educator...

Filter

Sort By

Session Cards

A flexible card system designed to support both session discovery and learning management. The layout presents key information in a clear visual hierarchy, allowing users to quickly browse upcoming sessions, register for classes, review completed courses, and track their learning journey with ease.



Session Registration

A structured registration flow was developed to create a seamless path from session discovery to class participation. Users can browse available sessions, review course details, complete registration, and securely submit payment through a straightforward process designed to minimize confusion and maximize usability.

The experience emphasizes clarity, accessibility, and user confidence, ensuring learners can successfully enroll and access their classes with minimal effort.

The registration flow consists of the following steps:

- Profile Information:** A form with fields for Student Name (Ahmed Hisham), Email Address (hello@example.com), Contact Number (+960 9999999), ID Card/Passport Number (A361417), Date of Birth (15 January 2012), Level / Year / Grade (Grade 10), and School / Workplace (Iskandhar School). A confirmation checkbox is present, and a 'Continue' button is at the bottom.
- Verify Your Email Address:** A screen stating a 6-digit verification code was sent to the email. It includes a 'Verification Code' input field, a 'resend code' link, and a 'Verify Email Address' button.
- Payment Confirmed:** A screen showing 'Payment Confirmed!' for the 'Dhivehi Mazmoonu Session' with an 'Amount Paid: MVR 400'. It confirms successful payment and provides access to class details and a Google Meet link. A 'Go to Profile' button is at the bottom.
- Verify Your Phone Number:** A screen stating a verification code was sent to the phone number. It includes a 'Verification Code' input field, a 'resend code' link, and a 'Verify Phone Number' button.
- Processing Your Payment...** A screen with a message: 'Please don't close this window or refresh the page. Your payment is being securely processed. This may take a few moments.'

Profile Dashboard

The dashboard was designed as a personalized learning hub, allowing users to manage sessions, access certificates, track progress, view purchased resources, and stay updated through a clean and intuitive interface.



Course Promotion Campaign Design

This promotional asset was created to market an educational session offered through Learnly. The design combines key course information, instructor details, scheduling, and pricing within a clear visual hierarchy that allows prospective students to quickly understand the offering at a glance.

By leveraging Learnly's established brand identity, the advertisement maintains consistency across digital touchpoints while using engaging visuals and strategic content placement to increase visibility and encourage registrations.



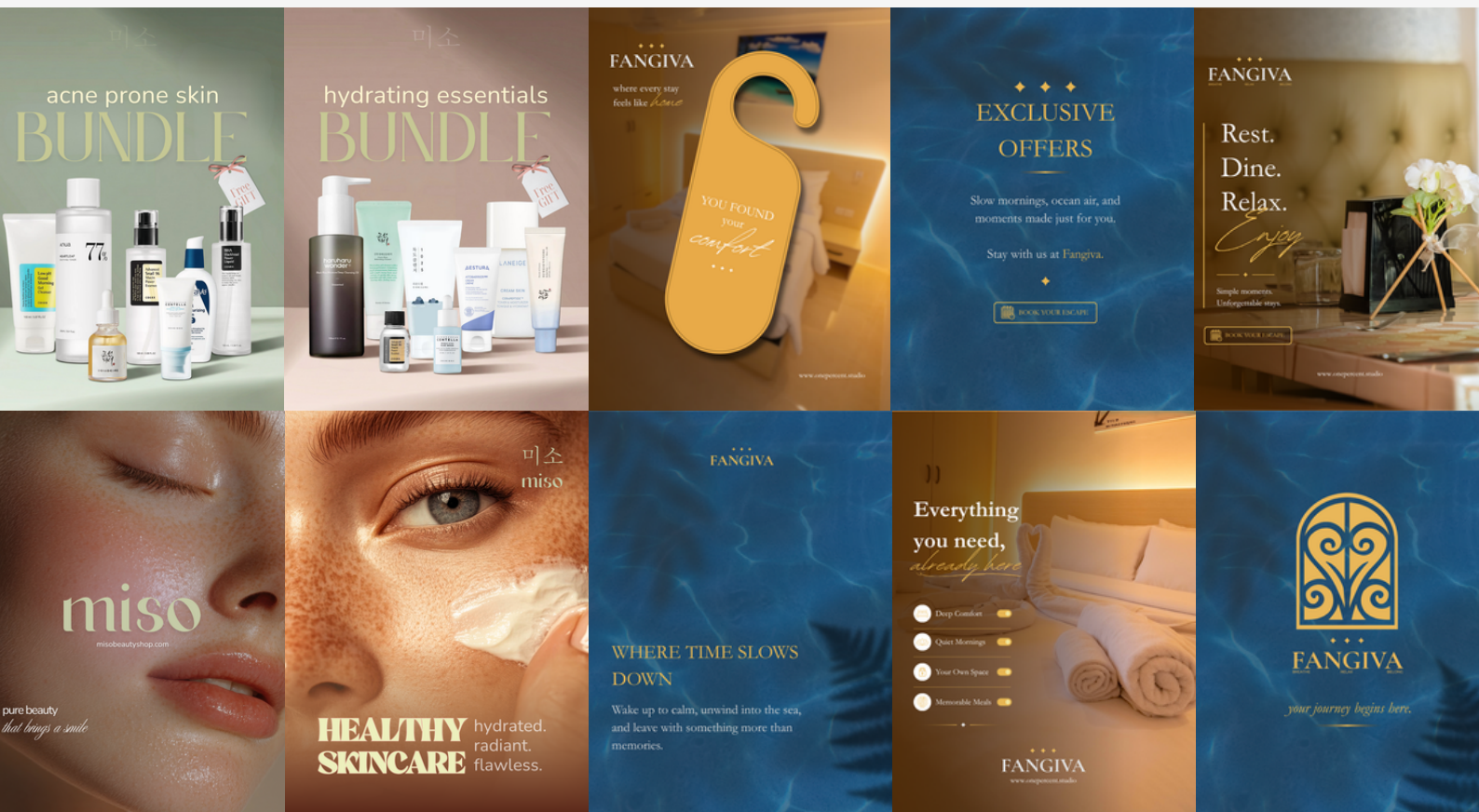
Digital Certificate

A branded digital certificate designed to formally recognize course completion and learner achievement. The design combines professional presentation with Learnly's visual identity, creating a credible and memorable certification experience for students.

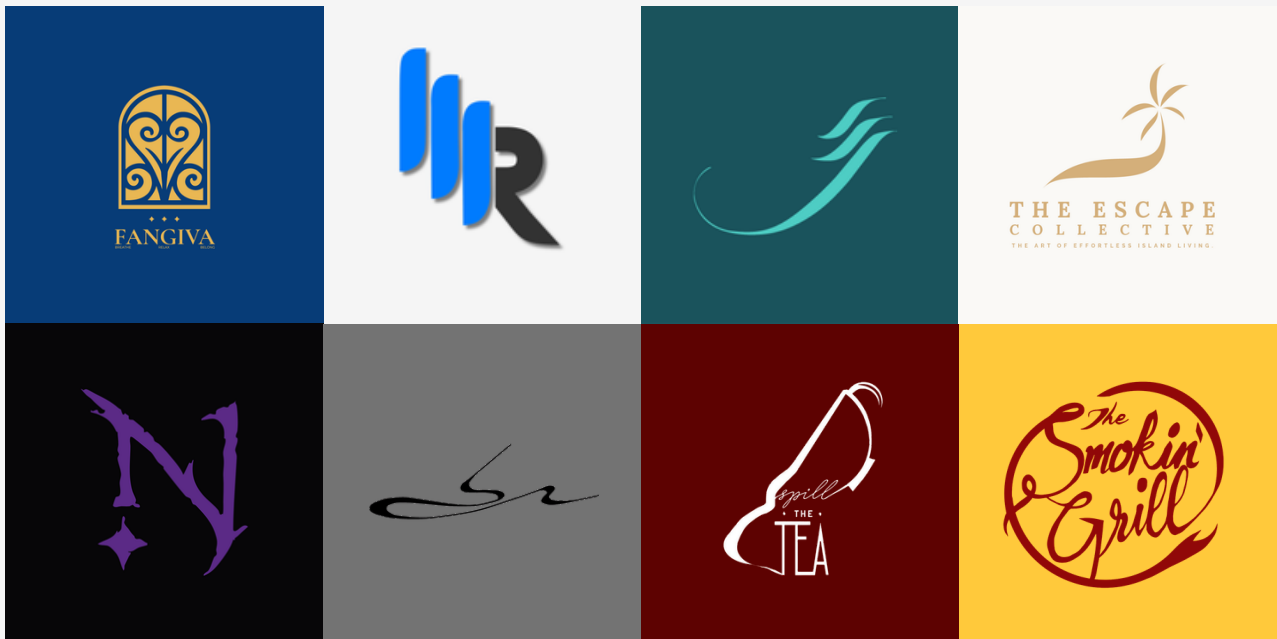


OTHER WORKS

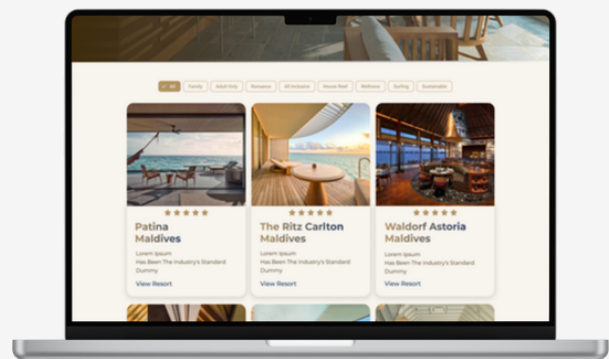
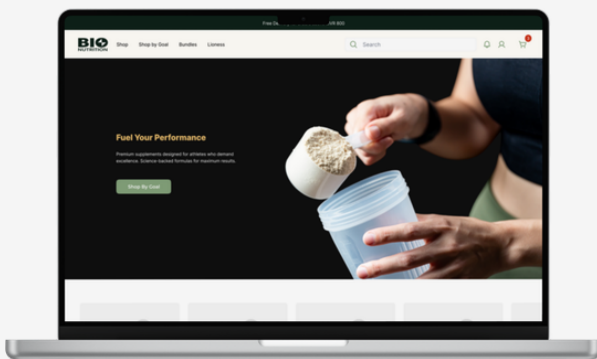
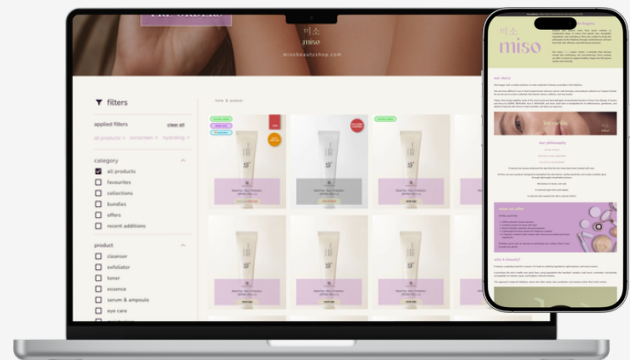
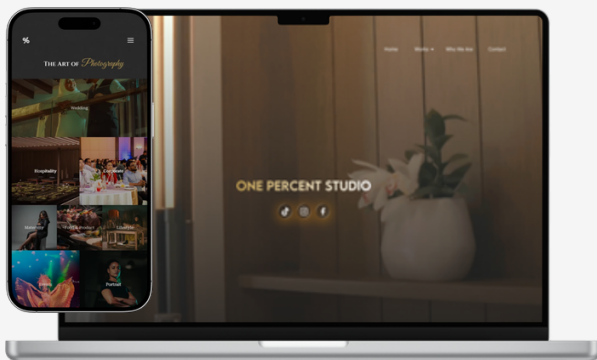
Social Media Posts



Logo Designs



Web Designs



Other Works

Illustrations



Other Works

If you're looking for branding, UI/UX
design, or digital product design,

let's create something meaningful.

aliaiham.fyi