

Daily UI #005

User Profile — Deep UX/UI Case Study

CreateHub — a mobile creative community profile designed to communicate identity, credibility, work and connection at a glance.

01 — Challenge Brief

Prompt: Design a user profile and consider the most important data, names, imagery, placement and profile purpose.

Objective: Create a profile that helps visitors quickly understand who a person is, what they do, what they have created and how to connect with them.

02 — Product & Platform

Product: CreateHub, a creative community for designers, illustrators, developers and creators.

Platform: Mobile app — 390 × 844 px.

The mobile-first approach prioritizes hierarchy, compact information, touch-friendly actions and quick content discovery.

03 — Profile Concept

The profile belongs to **Riya Sharma, Product Designer**. Her profile is designed as a professional-creative identity rather than a purely social profile. It combines personal identity with portfolio-style work and community signals.

04 — Target User

Primary profile owner: Riya, 26 — Product Designer.

Goal: Showcase her work, establish professional identity and connect with other creators.

Profile visitor: A designer, recruiter, collaborator or creator exploring Riya's work.

05 — User Goals

For the profile owner:

- Communicate who she is.
- Showcase selected work.
- Build credibility.
- Grow her creative network.

For visitors:

- Understand her role quickly.
- See her work.
- Decide whether to follow or contact her.

06 — Problem Definition

Profiles can become overwhelming when too much information competes for attention. Visitors need a clear hierarchy that answers four questions quickly: Who is this person? What do they do? What have they created? How can I connect with them?

How might we create a profile that communicates a creator's identity, credibility and work without overwhelming the viewer?

07 — Core UX Principle

Identity first → Credibility second → Content third → Connection fourth.

08 — Information Architecture

Section	Purpose
Profile Header	Cover image, avatar, name, verification, username
Primary Action	Follow / Edit Profile
Identity	Role, bio, location and website
Social Proof	Followers, following and projects
Content Navigation	Projects, Posts and Collections
Portfolio Content	Selected creative work
Connection	Message, share and follow actions

09 — User Flow

Discover Profile → Identify Creator → Read Bio → Check Social Proof → Browse Projects → Open Project → Follow / Message / Share

The flow moves from lightweight identity information to deeper content, allowing visitors to decide how much they want to explore.

10 — Profile Header Strategy

The header establishes identity immediately through a large avatar, name, verification status and professional role. The cover image adds personality but remains secondary to the profile photo and name.

11 — Essential Profile Information

Name: Riya Sharma

Role: Product Designer

Username: @riyasharma

Location: Bengaluru, India

Bio: Product designer crafting simple digital experiences for complex problems.

Website: Portfolio link

12 — Social Proof

Followers, following and project count provide lightweight credibility. These numbers are deliberately secondary to the person's identity and work so the profile does not feel like a popularity contest.

13 — Content Architecture

The content area uses clear tabs such as **Projects**, **Posts** and **Collections**. Projects receive priority because the selected profile is positioned as a professional creator portfolio.

14 — Project Card Strategy

Each project card should communicate enough information to decide whether to open it: strong visual thumbnail, project title, category, small engagement signal and optional tags. The thumbnail remains the dominant element.

15 — Wireframe Exploration

Variation 1 — Portfolio First: Large cover and project grid with minimal profile information.

Variation 2 — Social First: Strong follower stats, bio and community actions.

Variation 3 — Balanced Creator Profile: Strong identity header, concise bio, social proof, project tabs and visual portfolio grid.

Selected: Variation 3 because it balances professional identity with community interaction.

16 — Visual Design Direction

Style: Modern + Creative + Professional.

Background: #F7F7FA **Surface:** #FFFFFF **Text:** #171717 **Accent:** #5B5CE2.

Typography: Inter.

Large name hierarchy, clean cards, subtle borders, rounded controls and generous spacing keep the profile polished without feeling like a generic social network.

17 — Interaction States

State	Behavior
Own Profile	Edit Profile replaces Follow; owner sees management actions.
Other Profile	Follow, Message and Share actions are available.
Following	Button changes to Following with an easy state change.
Empty Projects	Friendly empty state encourages adding or exploring work.
Loading	Skeleton placeholders preserve layout while content loads.
Blocked / Restricted	Profile content and interaction options reflect account permissions.

18 — Privacy & Safety Considerations

The profile should expose only information the user has chosen to share. Location, website, follower information and activity indicators should respect privacy settings. Sensitive information should never be displayed by default.

19 — Accessibility

Use readable text sizes, sufficient contrast, meaningful labels for icons, accessible image descriptions, logical focus order and touch-friendly controls. Do not rely on color alone to communicate verification, follow state or other status.

20 — Responsive Thinking

The mobile layout prioritizes identity and content. On larger screens, the same hierarchy can expand into a wider profile header and multi-column project grid without changing the information architecture.

21 — Key Design Decisions

1. **Identity first:** name, avatar and role are immediately visible.
2. **Concise bio:** enough context without creating a wall of text.
3. **Work over vanity metrics:** projects receive stronger visual priority than follower count.
4. **Clear tabs:** visitors can switch between different content types.
5. **Contextual actions:** Follow and Message remain easy to find.
6. **Professional + creative:** visual personality without sacrificing usability.
7. **Privacy-aware:** profile information remains under user control.

22 — Success Criteria

A visitor should understand within a few seconds who the person is, what they do, their community presence, what work they have created and how to connect with them.

23 — Final UI Review

The final direction combines a strong profile identity header, clear professional role, concise bio, social proof, content navigation and a visual project grid. The result feels like a creative portfolio inside a community product rather than a generic social profile.

24 — Learnings

The key learning is that profile design is fundamentally about **information hierarchy**. A successful profile does not show everything equally. It guides the visitor from identity to credibility, then to work and finally to interaction.

Portfolio Takeaway

Daily UI #005 demonstrates profile UX, information hierarchy, identity design, social proof, portfolio presentation, interaction states, privacy considerations, accessibility and responsive thinking.