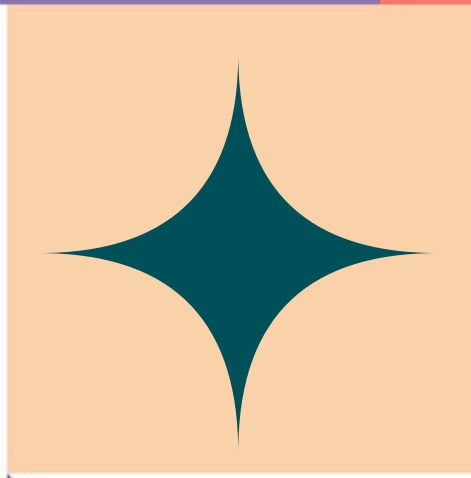




 **UX PACIFIC**

UI/UX Booklet

By UX Pacific Team



We
craft
UX that
makes
them *stay,*
engage,
and *convert.*

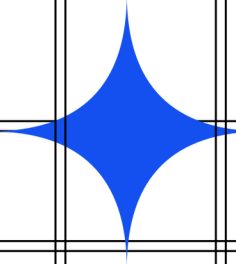


TABLE OF CONTENTS

01 ABOUT UX PACIFIC

02 ABOUT UI / UX

03 ABOUT FIGMA

04 FIGMA PLUGINS

05 MUST READ BOOKS

06 MOCK-UPS

07 UI / UX TRENDS

08 FUN TASKS



OUR VISION

To build a future where digital products are intuitive, accessible, and emotionally resonant, where users feel seen, not sold to.

OUR MISSION

To humanize digital experiences through purposeful, scalable, and trend-aware design solutions that drive impact

ABOUT US

UX Pacific is a UI/UX Design Agency that partners with startups, enterprises, and digital creators to build purposeful, scalable, and trend-aware digital experiences. We bridge design strategy with creativity to deliver products that don't just look good they perform.

Services we provide:

User Interface Designing

UX Audit

Design System

User Experience Designing

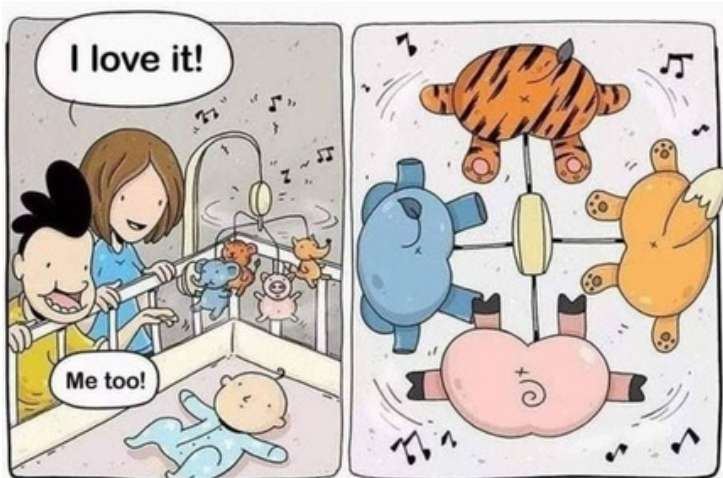
WHAT IS UI/UX?

UX design stands for “**User Experience Design**” while UI stands for “**User Interface Design**”. They both relate to how products are created.

UI is the first impression. UX is the lasting one. Together, they make users stay, scroll, and smile.

UI

UX



Credit: <https://blog.uxfol.io/ux-memes/>

Together, UI/UX:

- Help design user-centered products
- Improve engagement, usability, and satisfaction
- Are crucial for websites, apps, software, and even physical products

USER-CENTRIC DESIGN

User-Centered Design means creating products by keeping the user's needs, problems, and comfort in mind at every step.

Design with users,
not just for them

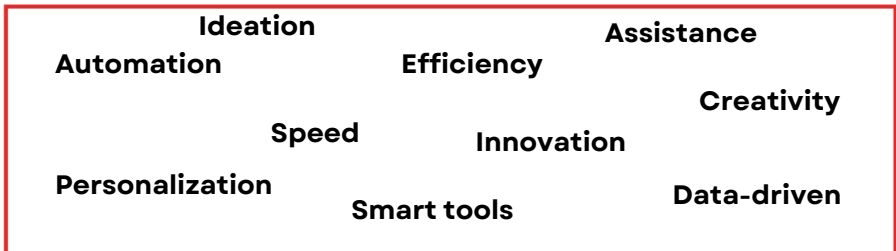
Keep listening,
keep improving

Understand clearly
before you create

Design, test,
repeat

It starts with observing users, how they behave, what they struggle with, and how they interact with things. We then talk to them, understand their needs, and design solutions that solve real problems.

AI IN DESIGN



LAWS OF UX

Laws of UX are psychological principles and heuristics that explain how users perceive and interact with digital interfaces. These laws help designers create more intuitive, user-friendly, and effective products by aligning design choices with natural human behaviour.

Aesthetic-Usability Effect	Choice Overload	Chunking	Cognitive Bias	Cognitive Load
Doherty Threshold	Fitt's Law	Flow	Goal-Gradient Effect	Hick's Law
Jakob's Law	Law of Common Region	Law of Proximity	Law of Prägnanz	Law of Similarity
Law of Uniform Connectedness	Mental Model	Miller's Law	Occam's Razor	Paradox of Active User
Pareto Principle	Parkinson's Law	Peak-End Rule	Postel's Law	Selective Attention
Serial-Position Effect	Tesler's Law	Working Memory	Zeigarnik Effect	Von Restorff Effect

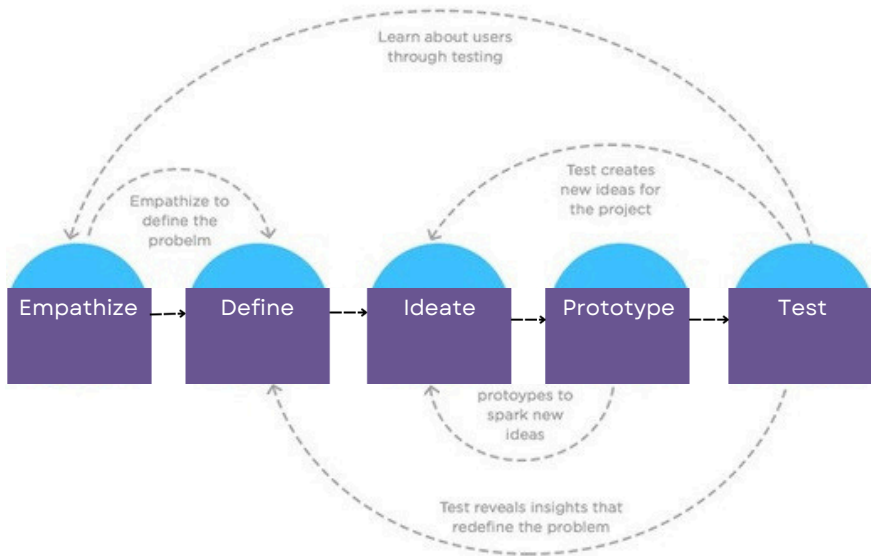
Credit: <https://lawsofux.com>

"When you have to explain how something works, it means it doesn't."

-

DESIGN THINKING

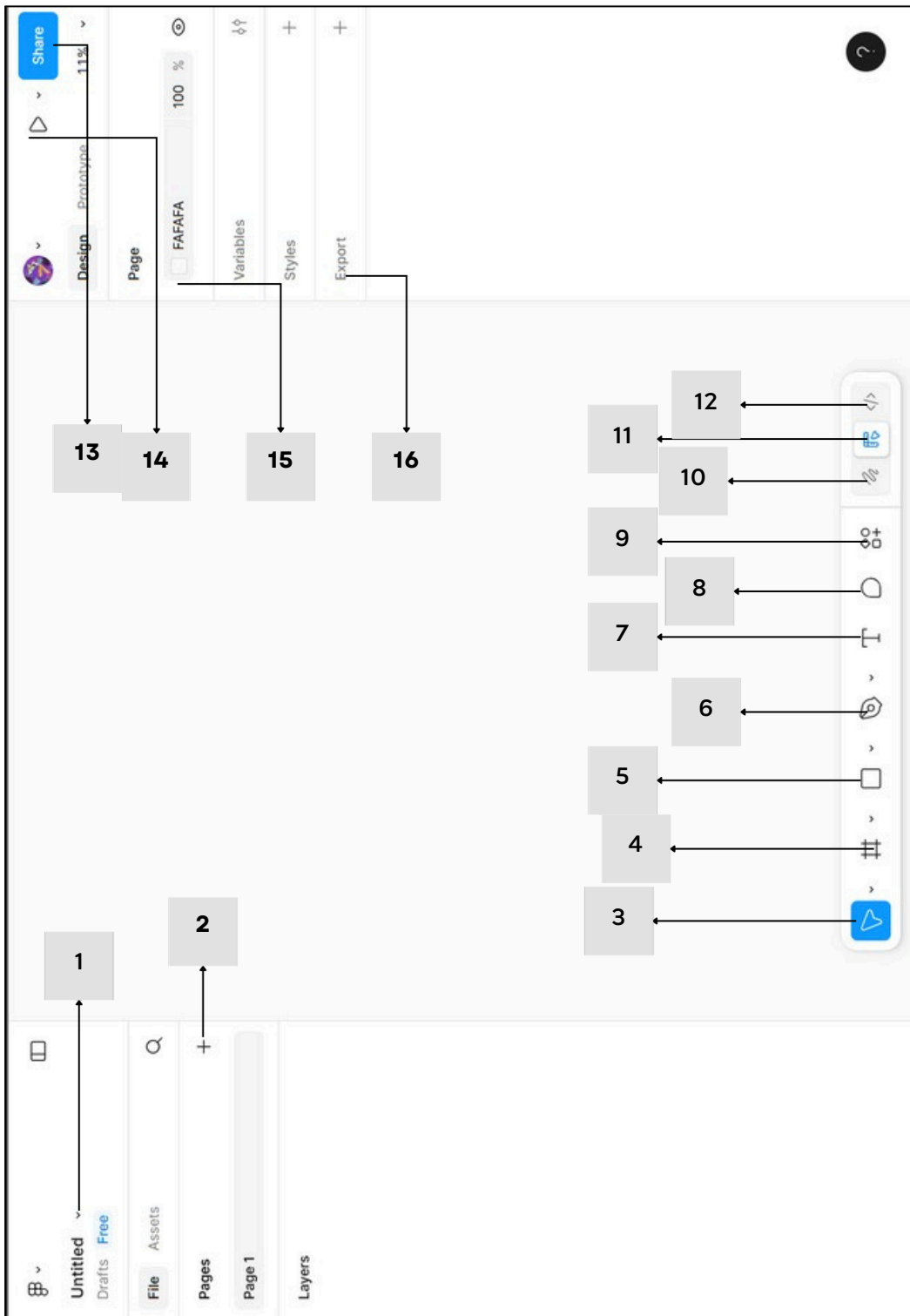
Design Thinking is a human-centered approach that uses empathy, creativity, and technology to solve complex problems and drive meaningful innovation.



Credit: <https://www.justinmind.com/ux-design/design-thinking-process>

The process typically involves five key stages:

- 1) **Empathize** – Understand the users and their needs through research and observation.
- 2) **Define** – Clearly articulate the problem you’re trying to solve.
- 3) **Ideate** – Brainstorm creative solutions without constraints.
- 4) **Prototype** – Build quick, low-fidelity models of possible solutions.
- 5) **Test** – Gather feedback and refine your designs for better outcomes.



HEY, I AM FIGMA

Figma is like the Google Docs of design, but way cooler. It's a cloud-based design tool where designers, developers, and even non-designers can collaborate in real time to create stunning user interfaces, wireframes, prototypes, and more.

Figma = Design + Collaboration + Superpowers – all in your browser.

- 1. File Tabs** – Manage drafts, files, and assets.
- 2. Create New Page** – Add a new page to your project.
- 3. Move Tool** – Select and move objects on canvas.
- 4. Frame Tool** – Create frames for layouts or screens.
- 5. Shape Tools** – Draw rectangles, circles, and other shapes.
- 6. Pen Tool** – Create custom vector paths.
- 7. Text Tool** – Add and edit text layers.
- 8. Hand Tool** – Pan across your canvas easily.
- 9. Comment Tool** – Leave comments for team collaboration.
- 10. Zoom Options** – Adjust your zoom level for precision.
- 11. Layout Grids** – Enable grids for structured designs.
- 12. Rulers & Guides** – Set guides for alignment.
- 13. Design Tab** – Switch between design and prototype mode.
- 14. Page Tab** – Manage all your project pages.
- 15. Styles Tab** – Access saved colors, text, and effects.
- 16. Export Tab** – Export designs in various formats.

UI ELEMENTS

Icon Button



A compact button that uses only an icon to represent an action

CTA (Call to Action)

Book Free Audit

A prompt that encourages users to take a specific action

Radio Button



A circular option allowing users to select only one choice from a group.

Slider



Sliders allow users to select a range of data points. They're useful for dynamic filtering of data.

Search Bar

Q Search

An input field for users to enter keywords and find specific content.

Hamburger Menu

UX PACIFIC



A collapsible menu icon (☰) that reveals navigation options when tapped.

Secondary Button

Book Free Audit

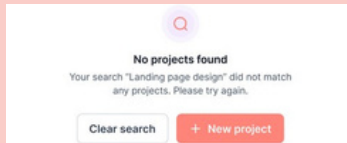
A less prominent button used for alternative or supporting actions

Breadcrumbs

Home > Settings > ... > Team

A trail that shows the user's path within a site's hierarchy.

Notification



Notifications are peripheral messages in digital products that communicate information or feedback to the user

Primary Button

Book Free Audit

A main action button that stands out and drives the user's key task.

Checkbox



A square box that lets users select one or more options independently.

Dropdown

Account ▾

A menu that expands to show a list of selectable options.

Text Input

Email

social@uxpacific.com

A field where users can type in text, such as names or emails

Tooltip

This is a tooltip

A small hover box that provides additional information about an element.

Toggle Switch



A switch that lets users turn a setting on/off.

Card



UX Pacific New user
Social@uxpacific.com



Secondary

Primary

A container that groups related content like text, images, and actions in a compact format.

Side Bar

 UX PACIFIC

Search

Home

Dashboard

Projects

A vertical panel offering navigation or tools, usually on the side of the screen.

Tab Bar

My details

Profile

Password

Team 2

Plan

A UI element that lets users switch between different views or sections.

Navigation Bar (Nav Bar)

 UX PACIFIC

Home

Products ▾

Resources ▾

Pricing

Log in

Sign up

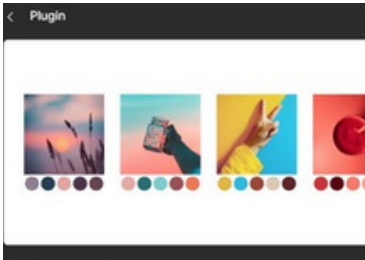
A horizontal bar that provides quick links to key sections of a website or app.

FIGMA PLUGINS

Extensions that enhance your design workflow by adding automation, real data, icons, accessibility tools, and more.

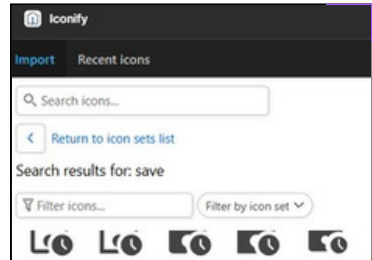


Image Palette



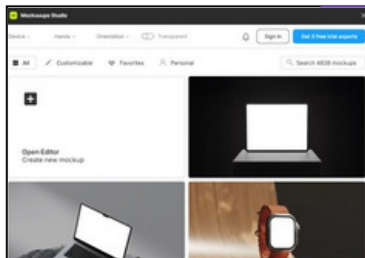
Extracts a color palette from any image you upload.

Iconify



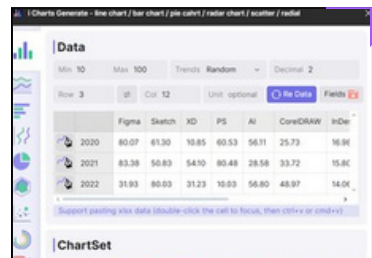
It is a Figma plugin that gives you access to icons

Mockup Studio



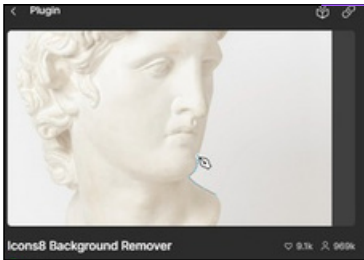
Lets you place your designs into realistic 3D device mockups with customizable angles, lighting, and backgrounds

iChart



Lets you quickly generate customizable charts and graphs—like bar, pie, or line charts using real or dummy data

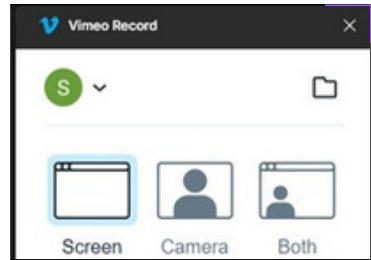
Icons8 Bg Remover



Is a Figma plugin that uses AI to remove image backgrounds instantly, giving you clean cutouts without leaving Figma.



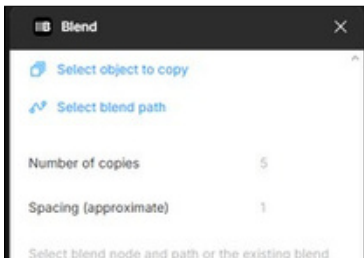
Vimeo Record



Is a free screen and webcam recording plugin by Vimeo that works with Figma.



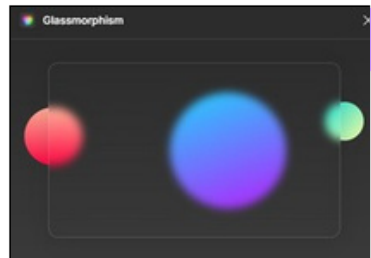
Blend



Let's you morph and distribute objects along a path to create stunning 3D like visual effects and motion-inspired designs.



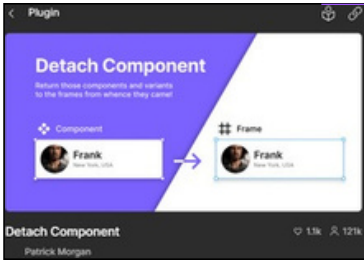
Glassmorphism



Is a UI design trend that creates a frosted-glass effect using blur, transparency, and layered backgrounds.



Detach Component



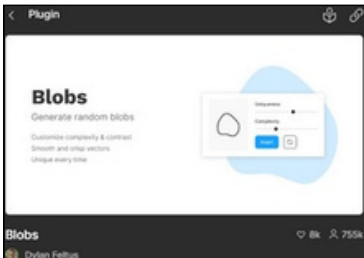
Helps you quickly detach multiple component instances at once, streamlining bulk edits without losing structure.

FigGPT



Connects Figma with GPT (like ChatGPT) to bring AI-assisted features directly into your design workflow.

Blobs



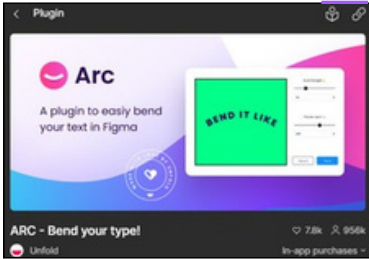
Helps you create unique blobs for your design.

Gradient Blob



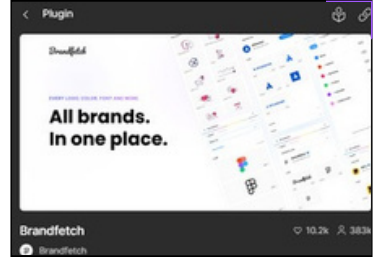
Helps you create unique blobs for your design.

Arc



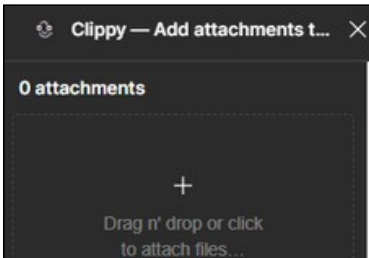
Let's you bend your texts into circular or spiral forms.

Brandfetch



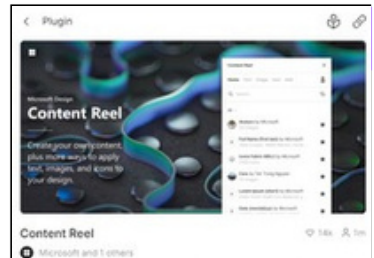
Has all formats of the brand logo.

Clippy



Let's you add attachments of fonts, images & doc for handoff.

Content Reel



Gives us freedom to create custom content and share with others.

html to design



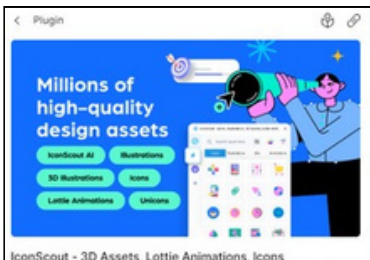
Helps us to convert any website into a fully editable in figma.

Mesh Gradient



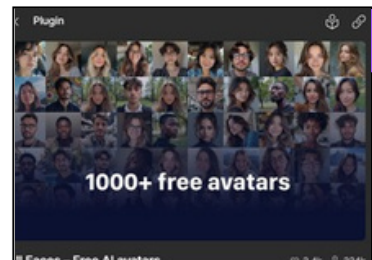
Gives a 2D mesh that we can edit to get the perfect gradient look.

Icons8/IconScout



Gives us all icons, 3D assets and illustrations to use in our Figma Designs.

UI Faces

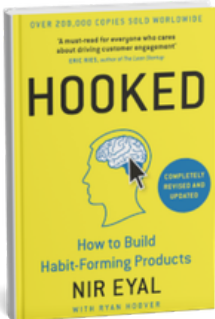
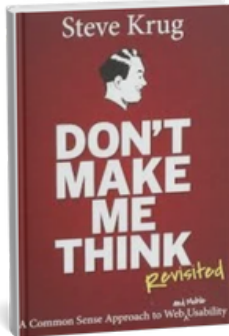
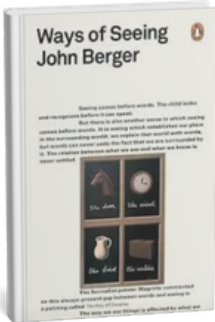
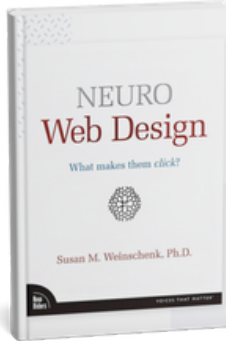
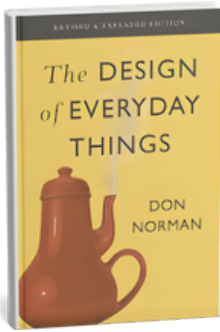


Let's you generate avatar images from various sources with filters, and perfect for user personas & UI mockups.

MUST READ BOOKS

Kickstart your design journey with these handpicked books that every aspiring UI/UX designer should explore.

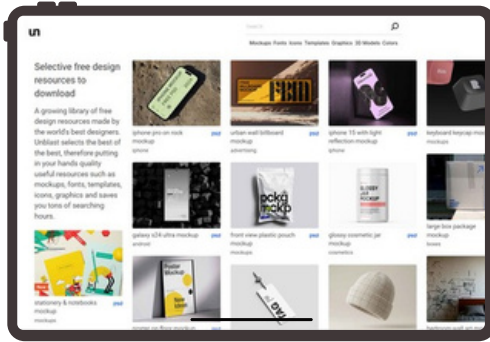




MUST-SEE MOCK-UPS

Explore these curated mockup resources to present your UI designs with a polished, real-world look.



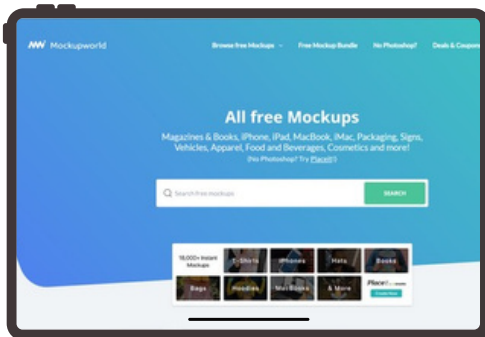
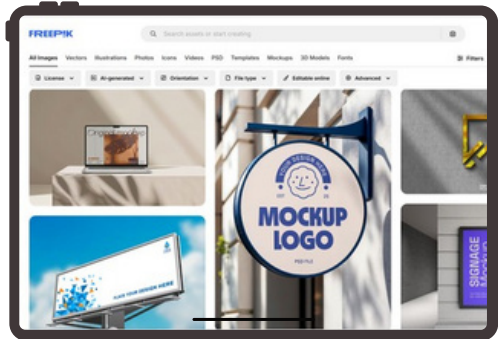


UnBlast

Offers a selection of free and premium mockups for various purposes, such as branding, packaging, and web design.

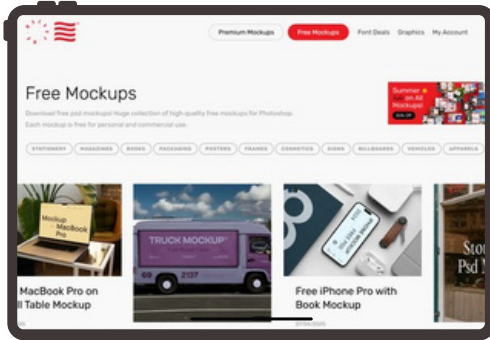
FREEPIK

It provides AI-generated images, and a growing collection of stock photos, illustrations operating under a freemium business model.



Mockupworld

It offers the widest range of high-quality, photo-realistic PSD mockups suitable for various design needs.

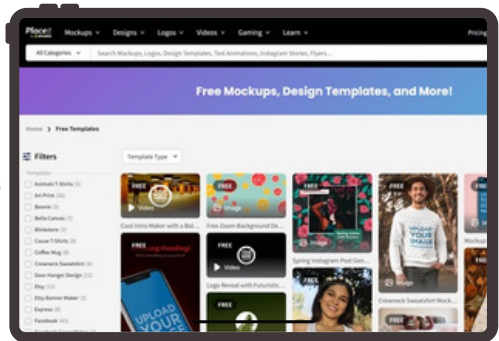


Mr Mockup

It is a company that creates and sells professional PSD mockups, which are digital templates.

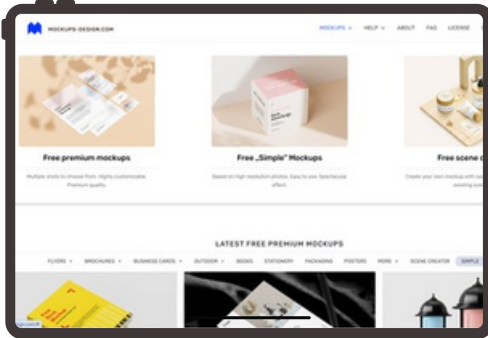
Placeit by envato

It is a mockup and design tool that allows its users to create beautiful visuals and marketing materials instantly and straight from their browsers.



MOCKUPFREE.CO

They specialize in creating high-quality, exclusive mockups for diverse purposes, including advertising, print materials, and more.



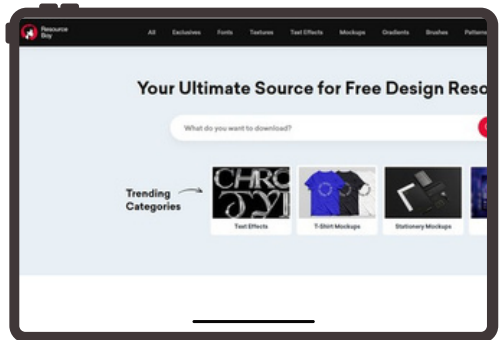
 **MOCKUPS-DESIGN.COM**

It is a popular online resource offering a wide variety of high-quality, free PSD mockup templates.



RESOURCE BOY

It include mockups, textures, text effects, and flyer templates.



UI/UX TRENDS

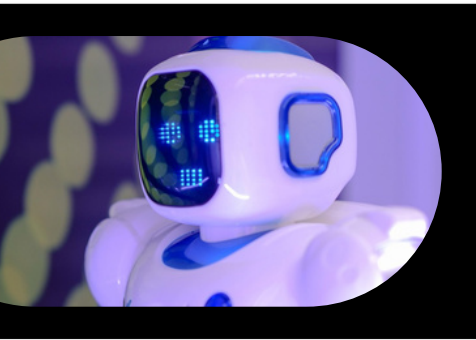
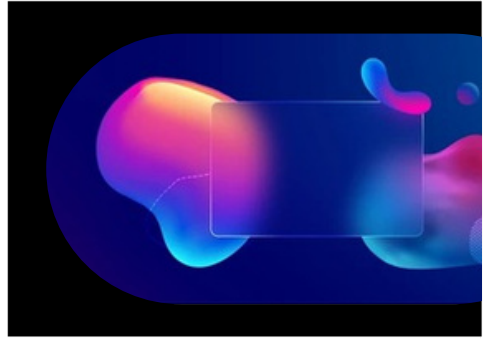
Stay ahead of the curve with these design trends shaping the future of digital experiences.



CURRENT TRENDS

LIQUID GLASS EFFECT/ GLASSMORPHISM

Interfaces feature translucent, fluid layers with smooth depth and light diffusion for a futuristic, immersive feel.

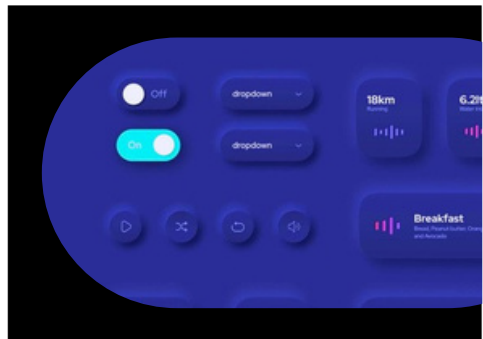


AI-POWERED PERSONALIZATION

User interfaces dynamically adapt content, layout, and visuals based on individual behavior and context using AI.

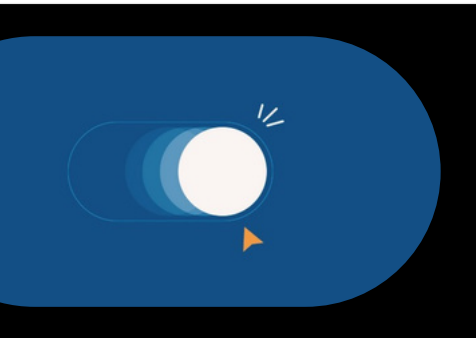
NEUMORPHISM 2.0

Soft shadows and depth effects are refined for better usability, blending realism with clean minimal design.



IMMERSIVE 3D AND SPATIAL DESIGN

Interfaces increasingly integrate 3D elements and spatial layers to enhance user engagement and visual richness.



MICRO-INTERACTIONS AND MOTION FEEDBACK

Subtle animations provide feedback and guide user behavior, creating smoother and more intuitive experiences.

EMERGING TRENDS

HYPER-PERSONALIZATION & PREDICTIVE UX

Expect UIs that intelligently anticipate user needs before interaction occurs

EMOTIONALLY INTELLIGENT UIs

Interfaces react to user emotions through facial recognition or voice tone .

GENERATIVE UI AS CREATIVE PARTNER

AI tools that co-design with humans—augmenting divergent thinking and creative processes .

HYPER-REALISTIC 3D & SPATIAL INTERFACES

Immersive, tactile 3D components as standard in mainstream digital experiences

MULTIMODAL INTERFACES

Seamless blending of voice, touch, gesture, text, and vision in one cohesive UX

WORDSEARCH

"Sharpen your eyes and spot key UI/UX terms hidden in this design-focused word search."

N	A	V	I	G	A	T	I	O	N	E	Y
A	F	F	I	N	I	T	Y	S	J	C	T
M	V	Z	E	C	A	F	R	E	T	N	I
R	E	S	P	O	N	S	I	V	E	E	L
O	E	M	P	A	T	H	Y	R	T	I	I
N	A	R	P	E	R	S	O	N	A	R	B
N	W	I	R	E	F	R	A	M	E	E	A
O	J	V	U	S	E	R	S	V	D	P	T
D	R	A	K	Z	J	R	A	Z	I	X	P
A	V	C	O	G	N	I	T	I	V	E	A
S	I	P	R	O	T	O	T	Y	P	E	D
H	E	U	R	I	S	T	I	C	R	S	A

NAVIGATION

DON NORMAN

INTERFACE

WIREFRAME

USER

PROTOTYPE

EMPATHY

PERSONA

RESPONSIVE

HEURISTIC

IDEATE

COGNITIVE

EXPERIENCE

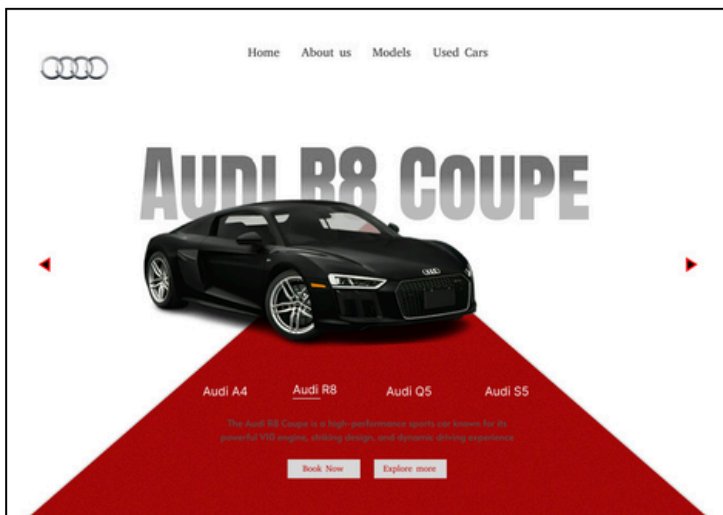
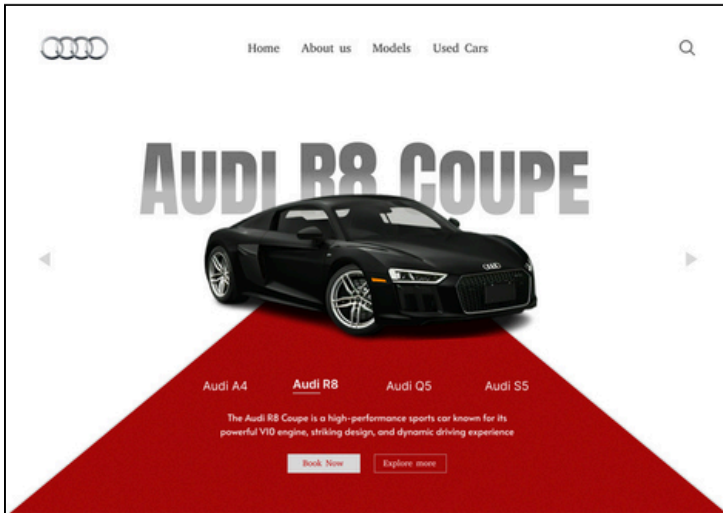
AFFINITY

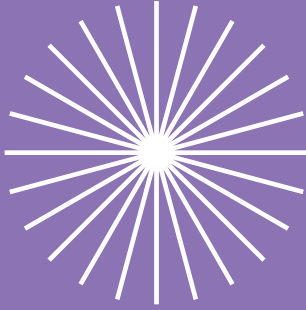
ADAPTABILITY

HICKS

SPOT THE DIFFERENCE

"Put your attention to detail to the test:
Can you catch all the UI changes?"





Thank You
from



☎ 92740-61063

✉ social@uxpacific.com

🖱 www.uxpacific.com

📍 512, Majestic Panchvati Circle, Opp. BRTS Bus Stand Law Garden,
Ellisbridge, Ahmedabad, Gujarat 380006

Aradhya | Shruti | Vedant | Zula