

# UI/UX MEET UP /

Inspiring User Interface and User Experience Design

Practical Tools  
Social Life  
Brand Promotion  
Media  
Information and News  
Office and Study  
Further Reading

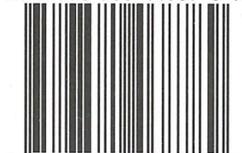
ARTPOWER

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# UI/UX MEET UP /

Inspiring User Interface and User Experience Design



ARTPOWER

## UI/UX Meet Up: Inspiring User Interface and User Experience Design

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# How design should be done.



Martin Vlas

A good design is a mixture of a bit of knowledge and an incredible amount of passion.

It has driven me from the beginning to get design right. This compulsion to create something beautiful from the ground up.

Starting from nothing more than a little inspirational thought that embarks itself to a stream of creativity driven by a healthy amount of passion. There's nothing more precious than being proud about your design even if it is legacy work. Of course your own aesthetic standards will develop overtime. But good design should be timeless instead of a periodical hype. In this chapter you will discover how remarkable design reaches a good outcome.

Every user-interface design follows up a standard set of rules. Ever since I am working on User interfaces I prefer following up the following basics:

# INCLUDING



## Device

Today, there are many sizes and classes of devices, each with varying features and use cases. Web designers have been handling this challenge for years using responsive web design. The idea is to design and build fluidly, to allow the interface to adapt to different conditions so that it can always provide an optimized experience for a particular device.

One of the most important characteristics to note is; On what type of platform will this user interface be used? Nowadays more and more applications are used on different platforms. From Watch to Television or Virtual reality. It's not just the regular smartphone or tablet anymore. A good user interface design should bring great user experience with it. Applications on all devices should be consistent regardless of which one you're using. Usability consistency is key for the user that has multiple devices.



## Navigation

After defining the devices that the user interface will be used for, the navigation structure is really something to do right. Recently, a lot of applications include the hamburger menu sticking to the top far right or left corner. I strictly disagree with this navigation 'feature'. The hamburger menu constipate too much content for the viewer. A quick and easy way to navigate has always been more user friendly. There for I suggest using a action bar of some kind that is including the main goals defined by clear icons.

---



## Wireframes

A lot of designers jump right in the digital designing program after doodling a bit. Sometimes that'll work but we want to do it right. A wireframe will give the designer and the client a good preview of how the application is going to work, what pages there will be and how they interact with each other. In the early stage of being a designer it can be a pity to really focus on how the pages interact with each other rather than how they look. Me and my team in Edison use Balsamique to create wireframes.



## Color

Your choice of color is really depending on the branding or mood you're willing to give to the user. For the most of my designs color should be unexpected and vibrant. I once was learned to always choose a primary color for your design that matches the branding. Followed up with a secondary color that will be used for sections like; action buttons, clickable text or iconography. I personally go a bit further than that. Start with the mood you're willing to express to the user. If that's a bit hard you can ask yourself some questions "Will it be dark themed, Light themed?". "What is the purpose of using the product." Should color trigger the user or is the textual content more important. After doing that you get a clearer picture of what you should or shouldn't do.



## Typography

Typography is something really beautiful. "Hey, I am not talking about Comic Sans MS". Having a good typography will really finalize your product at it's finest. in other words choosing a good fitting font is vital. Make sure the font is a web-font. Know what size you need to use and be consistent in a particular size. Distinguish title sizes by giving them a fixed size. For instance:

- Big title 32 PT
  - Normal title 26 PT
  - Subtitle 22 PT
  - Large reading text 18 PT
  - Normal reading text 14 PT
-

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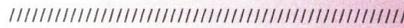
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01 /

**PRACTICAL  
T O O L S**



APP UI /UX DESIGN

# INTRODUCE

## APP UI /UX DESIGN

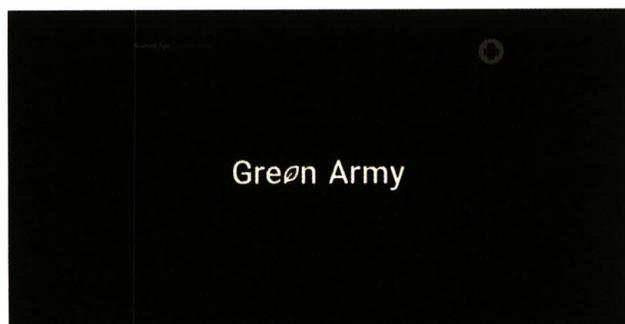
### Project 1

#### **Green Army App** — A Socially Responsible App.

*/ Visual Designer: André Carioca      Interaction Designer: André Carioca  
Logo and Icon: Vanda Gomes      Illustrator: André Carioca and Vanda Gomes  
Made in META ICG*

### Project 2

#### **Bang OS** — A Whole New Operative System.



### Andre Carioca

André Carioca is a 24 years old Portuguese designer, based in Madrid and working for FJORD. He studied Design and later Communication Design, focussing mostly on the classic fundamentals of print, product, typography and communication. From there he applied his knowledge to the digital world and since then he has been focussing both on web and mobile applications design.

"Design is like a coloring book: anyone can paint within the lines. Crafting those line though... that's hard. If you don't get them right, it doesn't matter how well you paint— It won't ever be perfect."

## Green Army App

### What is it?

WeGreenArmy is a movement focused around the gamification of environmental social responsibility. It allows regular individuals and companies to create "Green Armies" to improve the environmental impacts placed on society. The platform will encourage businesses and individuals to perform environmentally friendly tasks by facilitating the process of both organizing and promote an event.

The app plays around the army concept, by assigning roles to users with different responsibilities. All users starts as a "Private" (they just participates in activities) but can become "Captain" (Manages the organization of an event) when invited by "Generals". Generals are both individuals and companies that take initiative to create an event.

### Design

The challenge here was not to fall into a "heavy army environment". I wanted the app to be friendly and inviting, regardless of the taste/knowledge of the user towards army atmosphere. I went for a flat approach, with soft and lively colors, avoiding with this themes like dark green patterns or skeuomorphic star/medals. By designing gentle characters and combining it with rich illustrations, the overall look of the app is very inviting to all sorts of user. Even though I always avoid it – just a matter of taste – I went for rounded corners everywhere to enhance the overall feeling of friendliness (you can notice it in the logo,

personas, badges and medals).

I started with the mobile application first. A grid of 8x8 for type, and 4x4 for elements was followed by a modular approach. The idea is that you only see the information you need, when you need it and always in context.

This rational then was also applied to the website (to this date, just a concept) where the different information is displayed within contextualized cards and shown according to the user's need.

### Inspiration

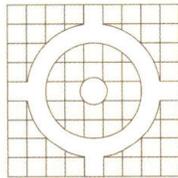
I was greatly inspired by websites/apps like Zomato (amazing gamification and "user roles" engine); Duolingo (with a good collection of badges and great balance between professional/amateur tool); and Google Now (with their "card" system and contextual information).

### Small Details

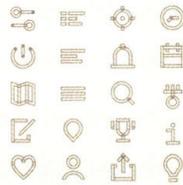
We worked with a lot of different people. We gather insights from environmentalists, entrepreneurs, marketing specialists and even a philosopher! To help with the gamification part — which takes a huge role in the app—, we worked side by side with Duarte Harris — philosopher and designer that developed a gamification framework and established all the metrics that the system would provide. Each action was identified and Points were attributed accordingly, while the progression was defined as linear and incentivised through the use of Badges.



Iconography



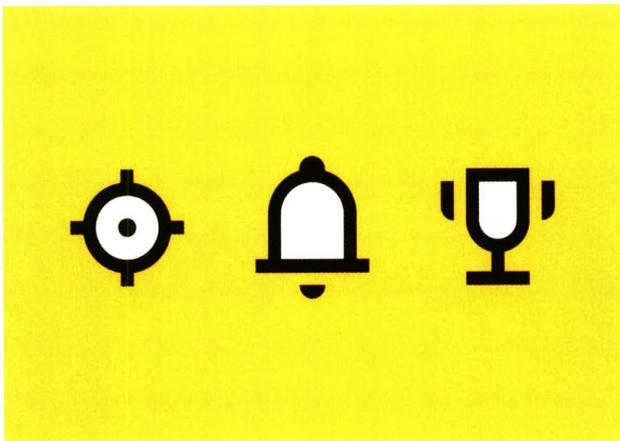
Medium's legal counsel.  
We're at dinner



Medium's legal counsel.  
We're at dinner



Medium's legal counsel.  
We're at dinner



Badges Illustrations



Seed



Sniper



Colonel



Marine



Engineer



Scout



Spy



Deckhand



Green Army

**Green**

Resembles and reminds the theme it represents. Strong presence of the color green.

**Clean**

Yet recognizable enough to stand on its own. No endorsements are added to reinforce the cleanliness of the brand.

**Friendly**

Keeping in mind the target and what its purposes the brand should cause empathy. The font was rounded to enhance this mood.

Icon, Green Army

**Green**

The leaf represents ambient and sustainability.

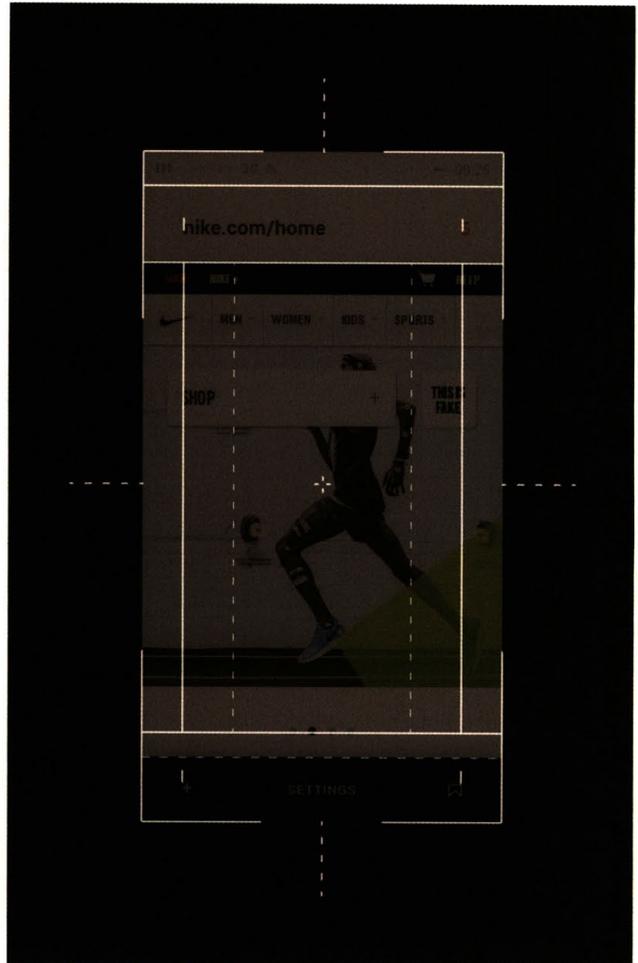
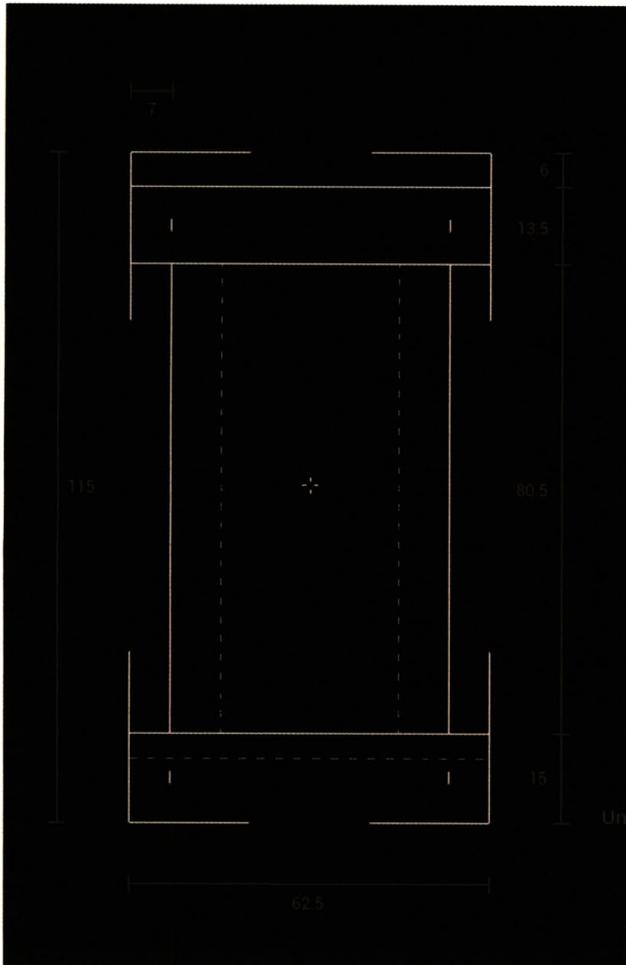
**Badge**

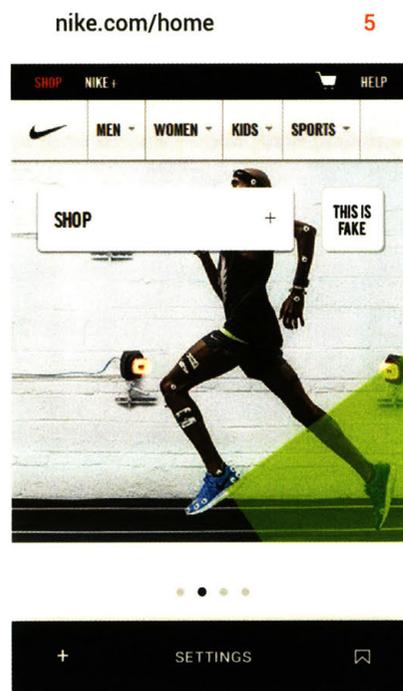
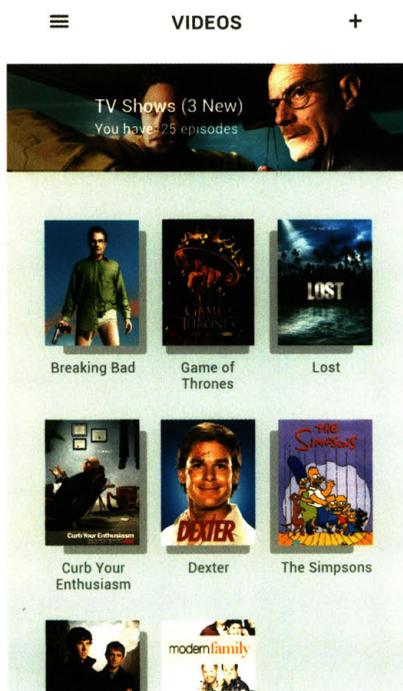
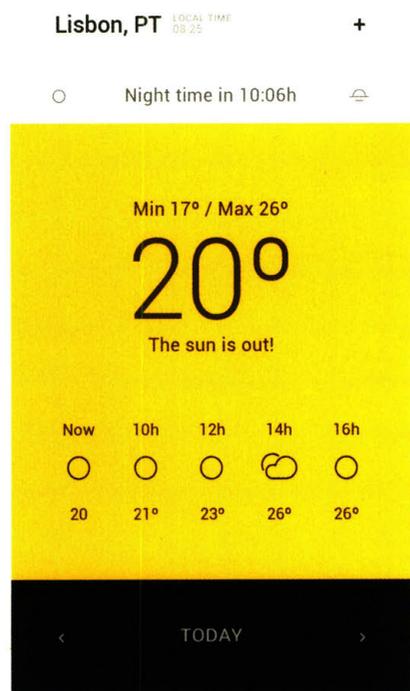
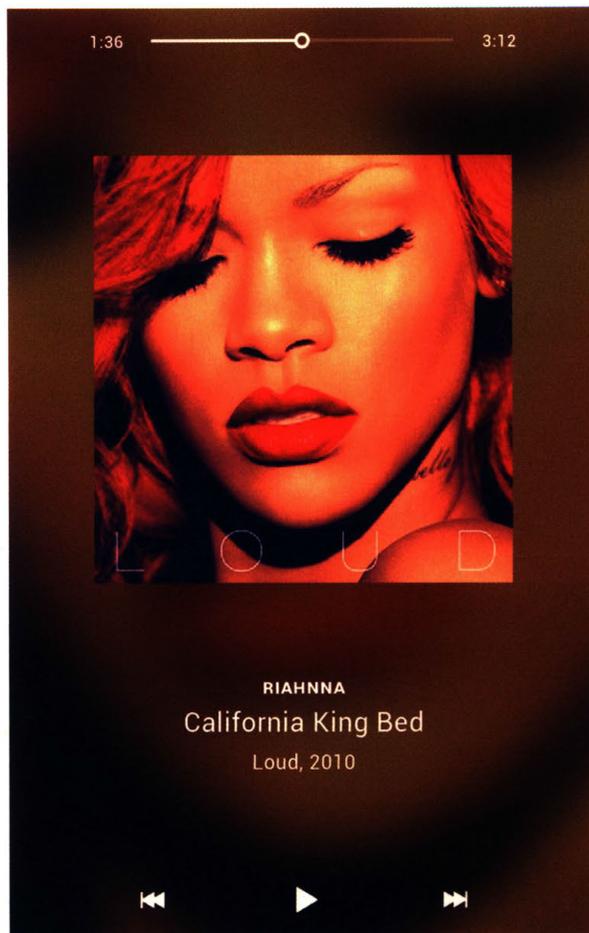
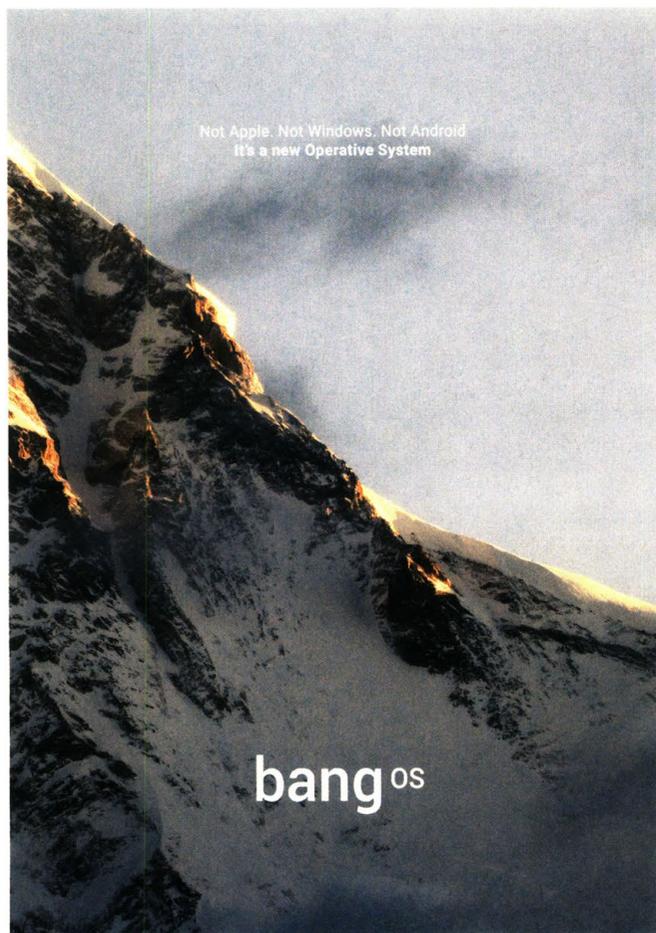
By introducing the army theme with a star, we get a sense of what to expect from the brand.

**World**

The circle represents the world that the Green Army wants to help.

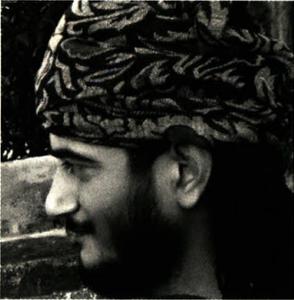






# INTRODUCE

## APP UI /UX DESIGN



### Prakhar Neel Sharma

Prakhar Neel Sharma, a designer born and raised Indore, India where he works with the incredibly talented team at Helpkarma. He struggles to find the perfect 'job title', but likes to explain himself as designer and maker. He will always design and create things, ranging from digital products to almost everything in the physical space. He is primarily motivated by solving problems and always questioning the status quo, which leads him to a lot of exciting challenges and projects most of the time.

He always has a simple and profound concept. Do your best and the rest will follow. If you do great work, clients will follow you.

### Bank Experience

*/ Client: Ola Cabs /*

Bank experience has a slightly different story about its creation. It is not designed for money; it is designed to make banking experiences more lively, vivid, simple and user friendly. I got a call from OLA cabs and they liked to have me as designer to join their team. So as the task they told me to create an app that would encourage users to use the bank app, since current bank apps are really very clumsy and objectiveless. They are zero from user perspective. SO I take up the challenge and design something GREAT!



Experience **Banking on mobile**  
like never before



Experience **Banking on mobile** like never before



Account information

Now see all account information in homescreen. Instantly get all your account info at a glance and also simply swipe cards up and down to change account manually



Simple Sign in

Now sign in is simpler to motivate user for easy entrance. User can easily switch to select bank location or sign up, and made their experience



# APP pages

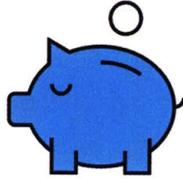


## Easy Mobile banking

Now experience very easy, reliable and fast mobile banking available for your iPhone and android devices stay tuned to latest offers and much more now on your smart phone



SKIP

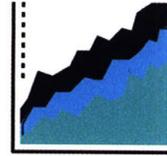


## Prevalent ways for saving

With offers and other important infos you can save a lot during credit or debit, to increase your banking experience and make it more delightful to use it



SKIP



## Brief Analytics

Have an eye at your easy and every transaction in now you donot need slips to take eye on records have all that is important for your banking

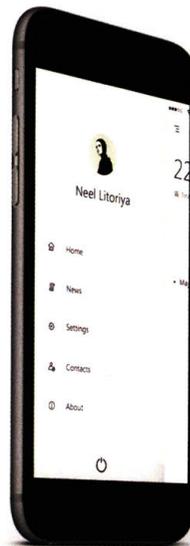


LET'S DO THIS



### Eye on spent

Keep a strong eye on all your expenses on a daily basis, card is provide to make experience more refreshing and fun to use. Track all you spent of week, days or months



### Sober Sidemenu

Clean, clear, intuitive, promising and very steady sidemenu for very delicate experience. It changes banking experience forever and make a new era



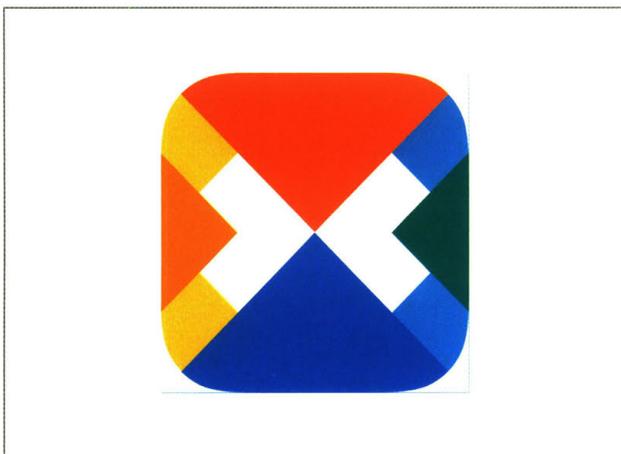
# INTRODUCE

## APP UI /UX DESIGN

### Glucopix

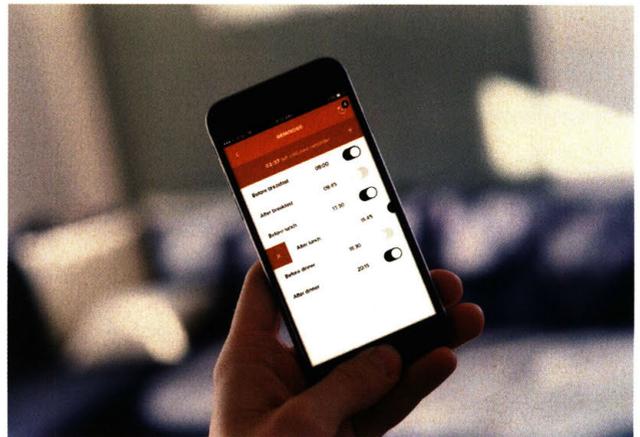
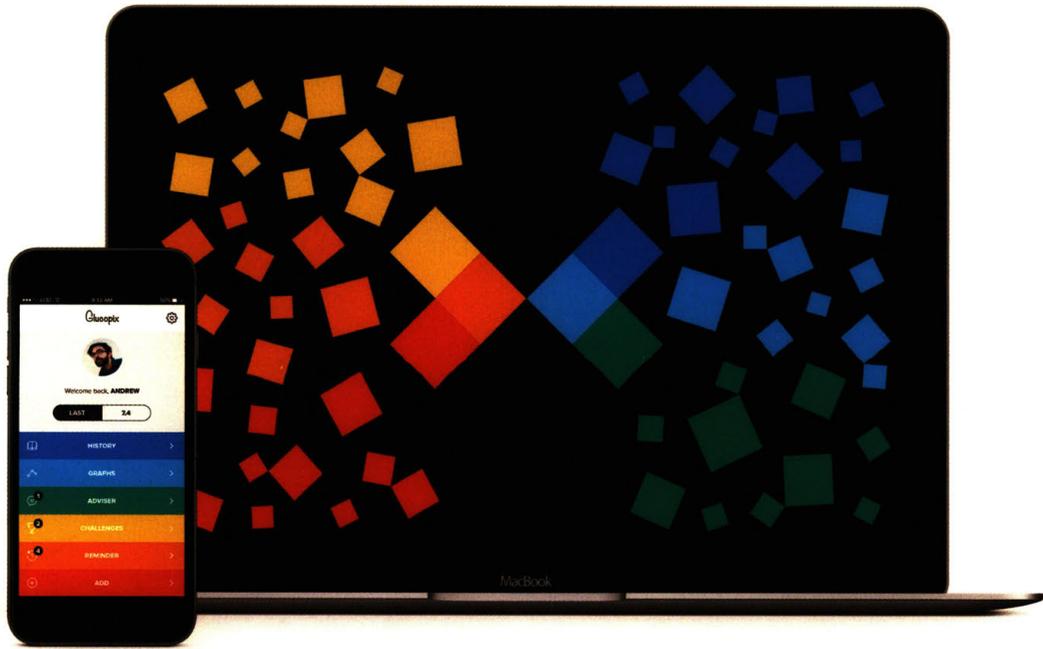
Glucopix is a personal UI/UX design project of a diabetes management app for iOS. The project's goal is to make a significant step forward to diabetes management and give a powerful tool in the hands of the patients. As I am also a diabetic person, I've tried to think as a potential user and focus on the most relevant aspects and features a user can take advantage of.

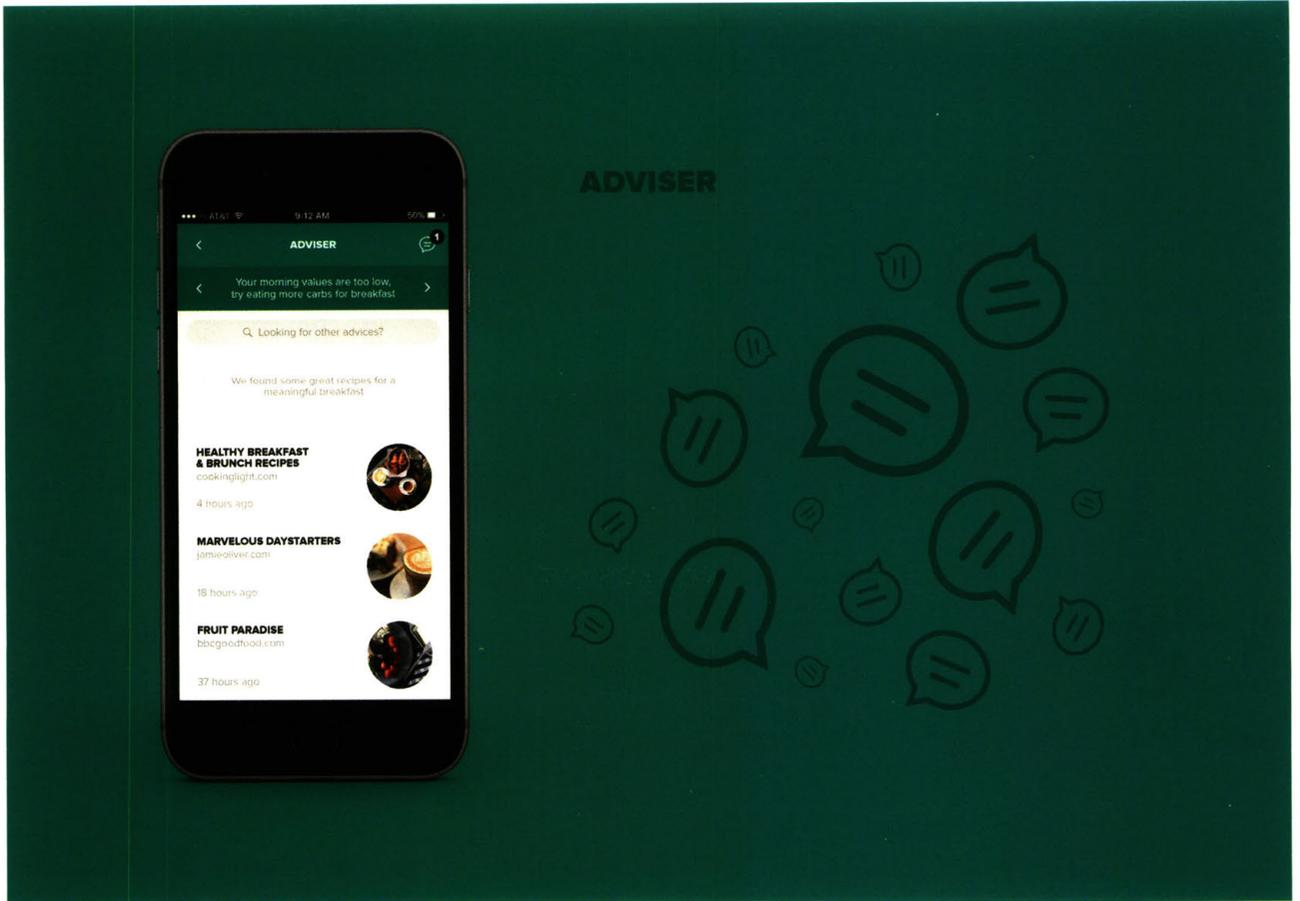
Glucopix aims to make everyday diabetic activities such as documenting glucose levels and finding solutions, much easier and more efficient. The app's tone of voice wants you to feel happy, confident and safe. There are six brand colours, each representing a feature. All of them deliver simple, efficient and beautiful methods of diabetes management. Any features can be disabled upon needs.



### Donat Bali Papp

Donat Bali Papp is a UI/UX Designer originally from Hungary, now working in London with education background in mechatronic engineering, business IT and interaction design. Because of his complex educational journey, he's able to see things from lots of aspects. He has been working on native (iOS & Android) applications and websites. Among others he has been designing interfaces and interactions at ClipDis, a new audiovisual messaging platform that already has 2 million active users. He is now working for a fast-growing fintech prospect called Neyber. He loves solving real life problems by designing easy-to-use, beautiful user interfaces and experiences.





# INTRODUCE

## APP UI /UX DESIGN



### Ivan Stoilovskikh

Ivan Stoilovskikh is Visual Designer based in Kiev, specialising in User Interface and Brand Design.

He craft brand identities and digital experiences for various brands from startups to big companies. Solving problems and creating new visual languages his my biggest passion. His technical background makes him think of design in a structural and humanistic way.

#### Project 1

### Brief Pay iOS App

*/ Design Agency: Firstsquad - Permanent Design /*

Brief Pay is an iOS app that lets you use your phone to pay for things in shops. The app uses the QR code technology to secure the transaction.

#### Project 2

### CM-02 APP

*/ Design Agency: Firstsquad - Permanent Design /*

CM-02 Photo Stream iOS App U're in control of ur privacy on application with privacy controls. Post high quality photos to ur stream. Set up access to each channel. Design focused on minimize color line grid of reduce the overall complexity and more concentrate on contents in order to optimize the user interface.

—  
**Solomon Bold**

456 GLYPHS

**Hg**

SANS

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QWERTYUIOP[ ]\  
ASDFGHJKL;'<br>ZXCVBNM,./

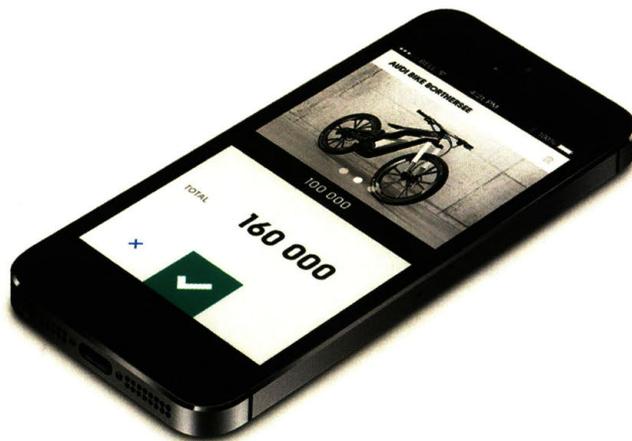
—  
Solomon Regular

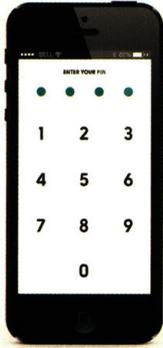
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01 PIN



04-1 DISCOUNT



02 SPANNER



05 HOME



03 PRODUCTS



06 ORDERS



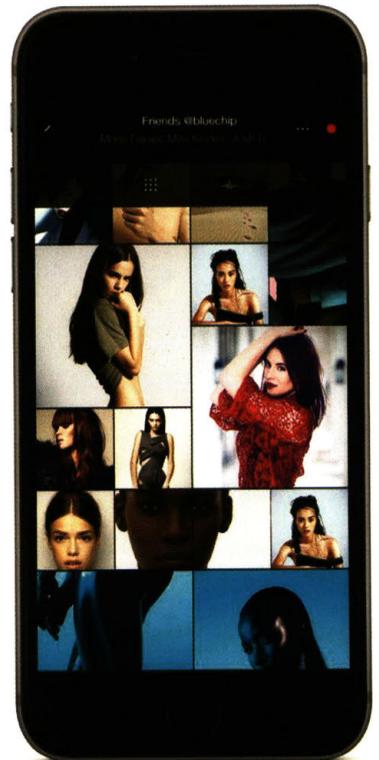
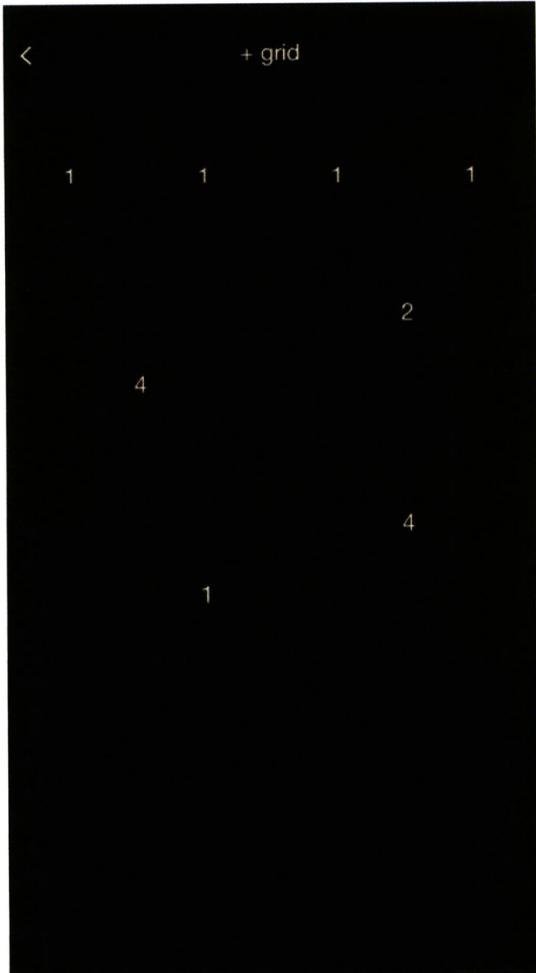
04 PAYMENT

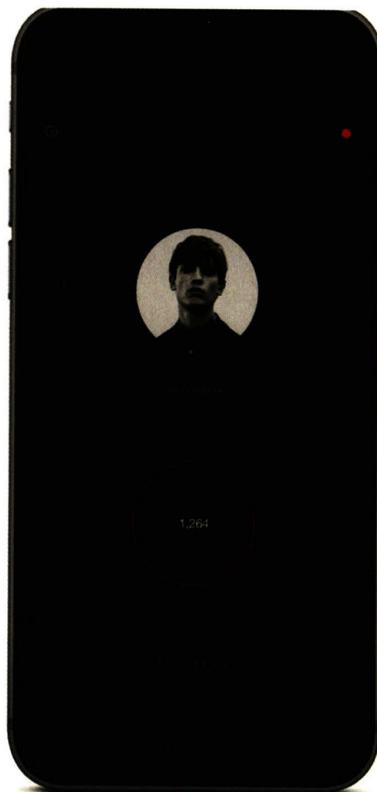


SETTINGS



MENU





# INTRODUCE

## APP UI /UX DESIGN

### Concept for Some Potential Apps

This project is just a concept for some potential apps, we never had a chance to actually build those apps but the images are still worth sharing, some pages like calendars, login pages and walk through.



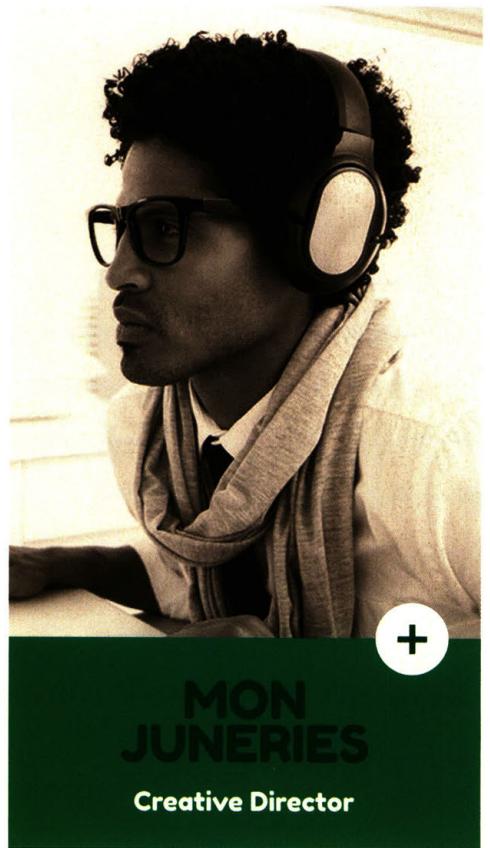
*Fuel  
The  
Dride*

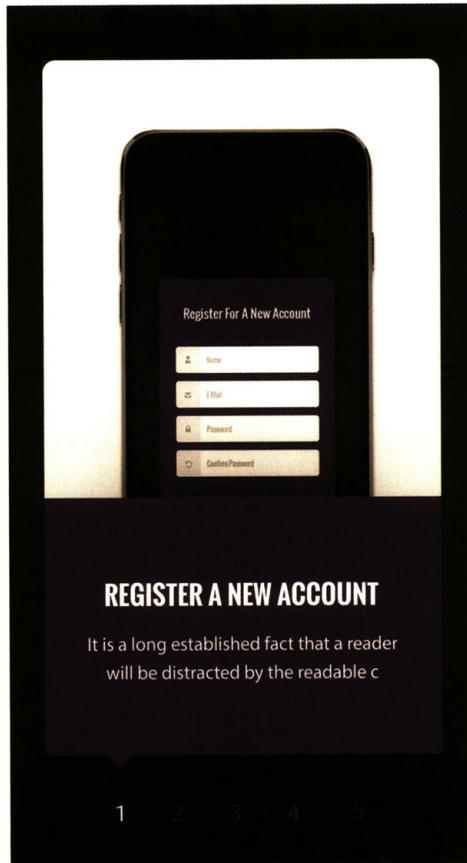
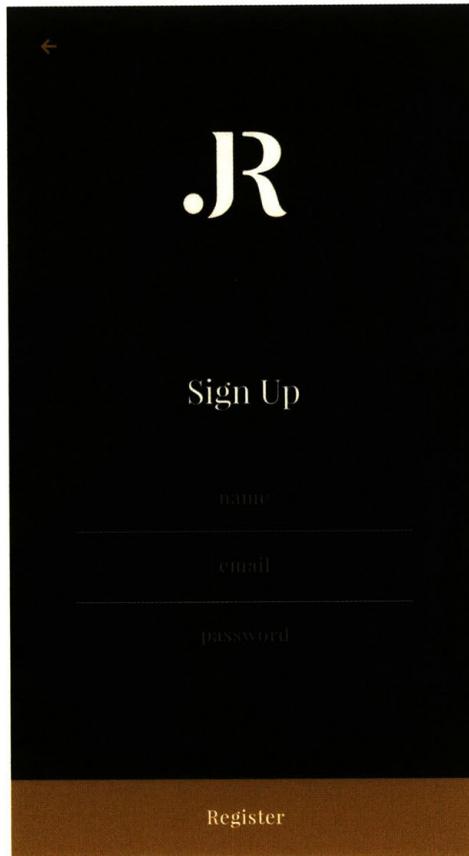
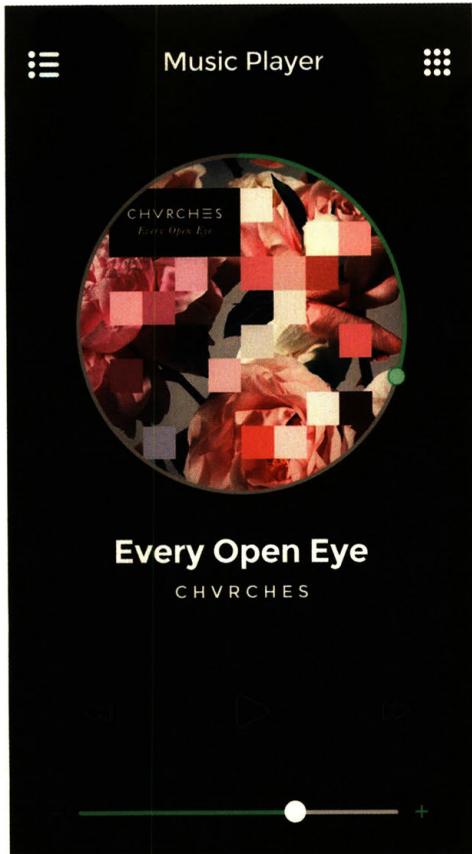
SIGN UP FOR A NEW ACCOUNT



### Hamed Akhtari

Hamed Akhtari is a designers with more than 10 years of experience in motion design, art direction, creative direction. Recently he designed for many app and website projects as an UI & UX designer.





# INTRODUCE

## APP UI /UX DESIGN



**Igor Savelev**

Igor Savelev is a designer and art director, focused on design for digital products with passion for interaction, UX and technology. Based in Russia, work all over the world.

### Project 1

#### **Families App**

*/ Design Agency: Firstsquad - Permanent Design /*

All family events, anniversaries of your friends and family, birthdays of their children - in one app!

It is hard to remember all the events of your friends, wedding anniversary or birthdays of children. Track them in this app.

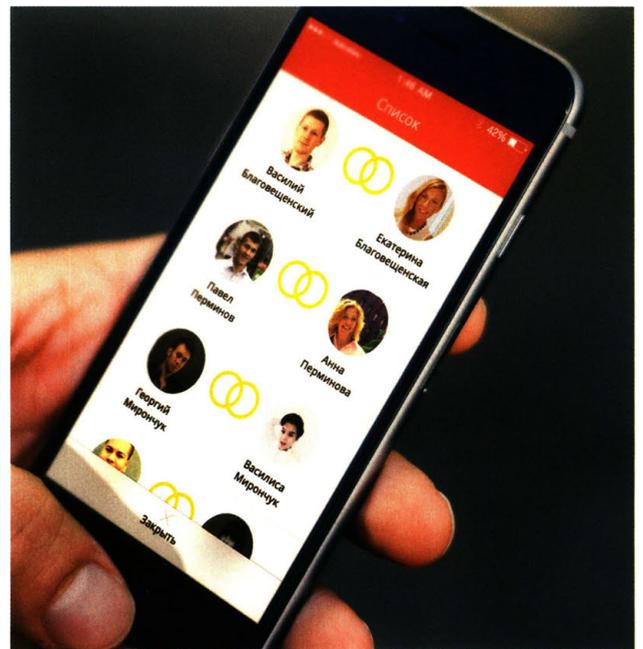
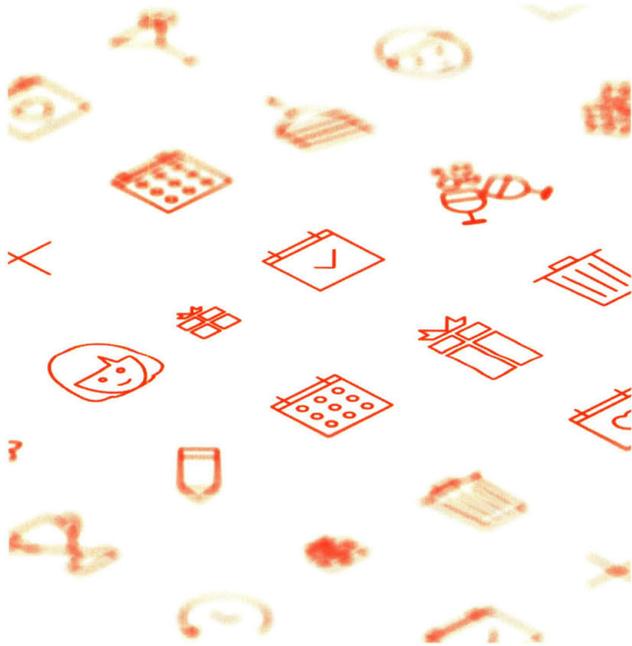
No longer need to keep tens of reminders, alarms and notes - it's easy to configure the application once and use it every day.

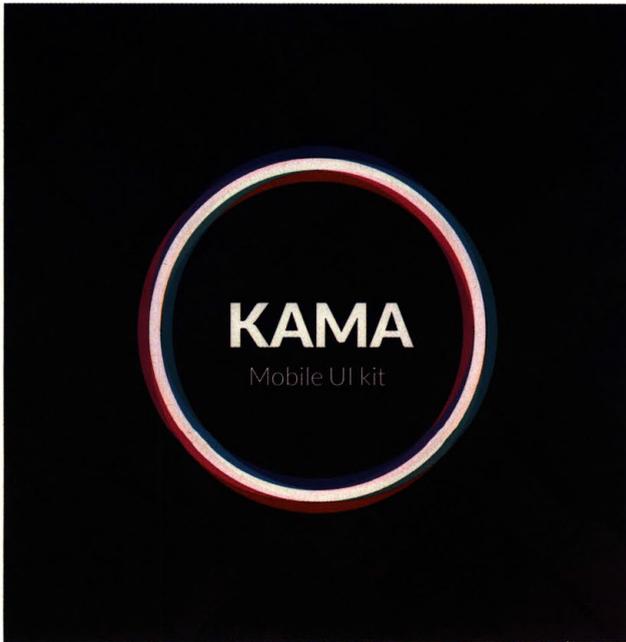
### Project 2

#### **Kama iOS UI Kit**

*/ Design Agency: Firstsquad - Permanent Design /*

A huge modern & useful iOS UI kit, carefully assembled for Sketch & Photoshop to make your workflow efficient with maximum productivity. Each component in this UI Kit is fully customizable and easy to use. Pixel perfect vector elements, grid, and well organized layers. This huge pack of UI elements is just the thing to make your next application pop!



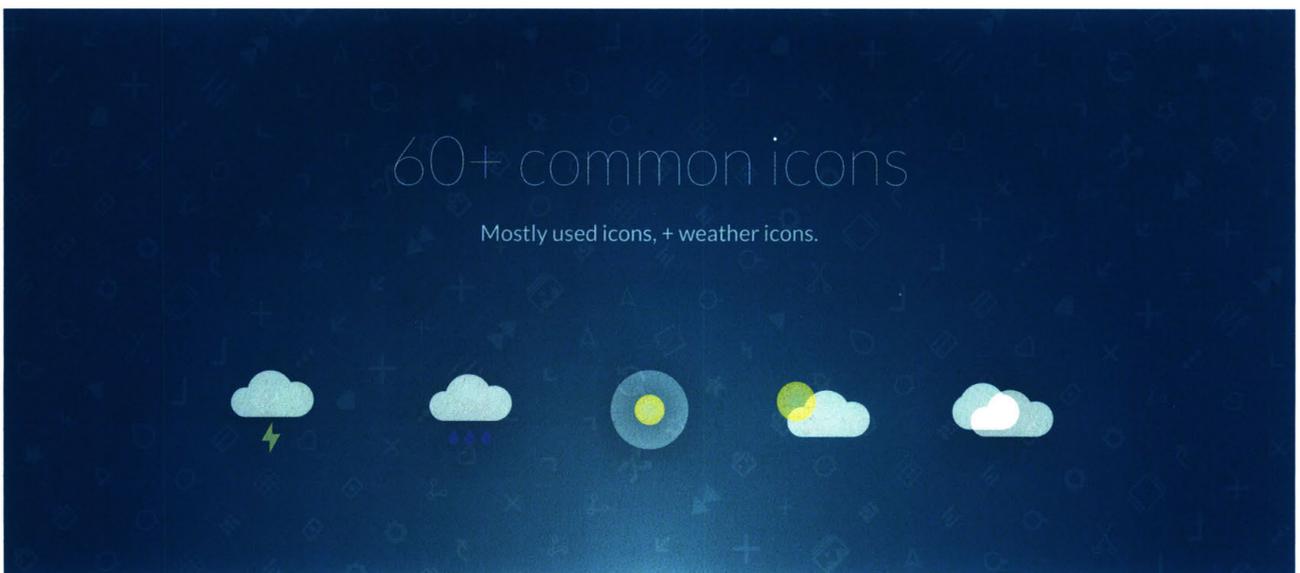


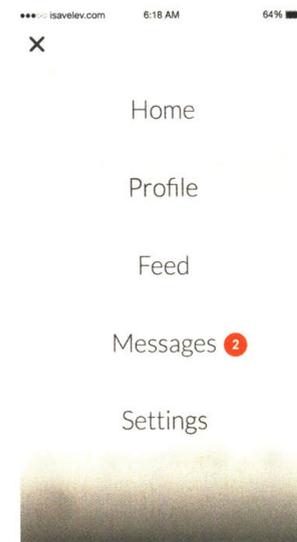
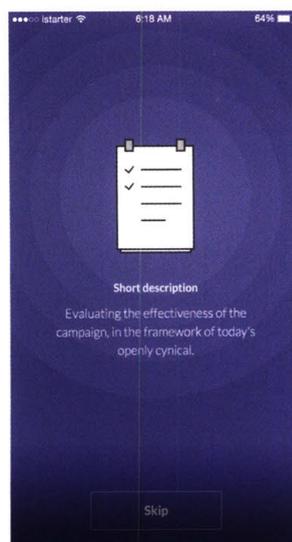
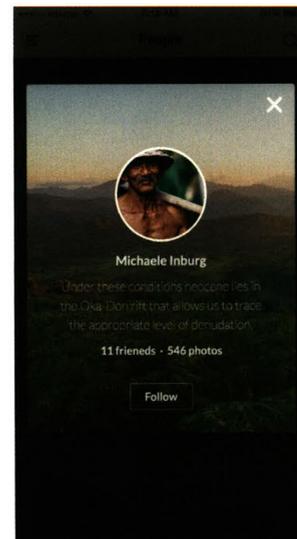
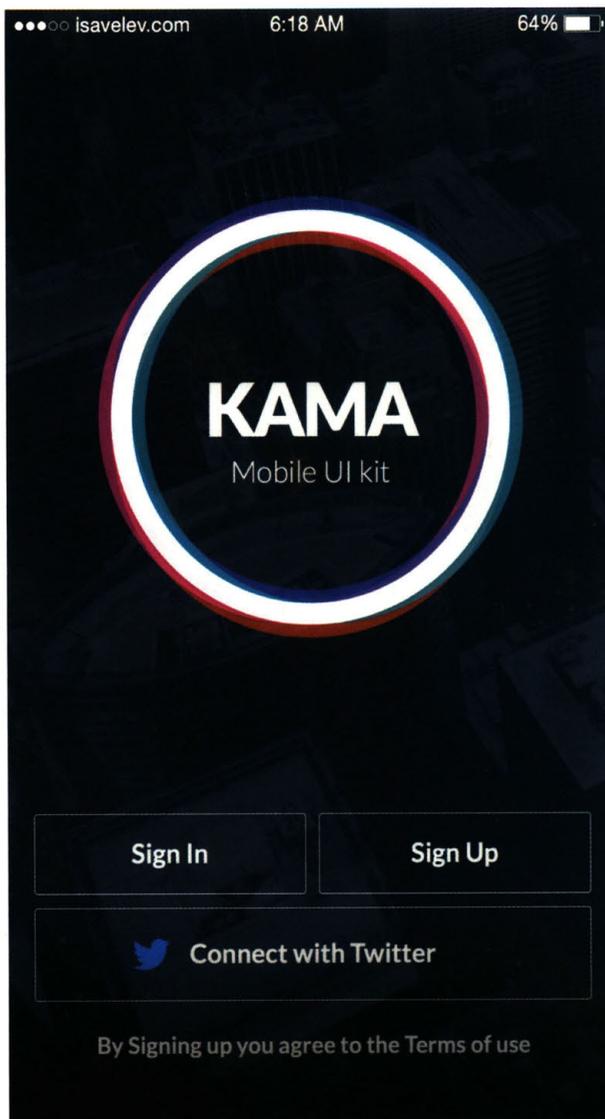
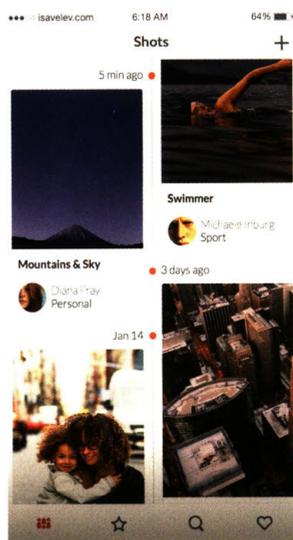
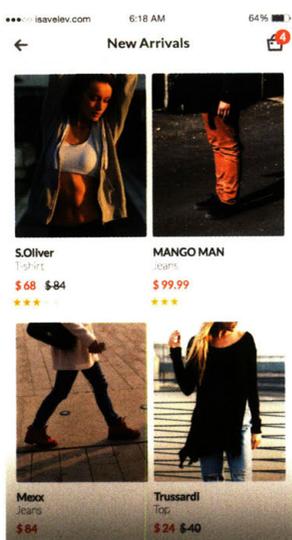
## Google Fonts

UI kit is made with 100% free font - Lato, it is available at Google Fonts. Use it or set up your own favourite font family. Everything is customizable.

## Well layered

Pixel perfect vector elements and grid. Well organized layers and groups. Each component is fully customizable, easy to use & carefully assembled in Photoshop & Sketch.





# INTRODUCE

## APP UI /UX DESIGN

### Airbnb - Google Material

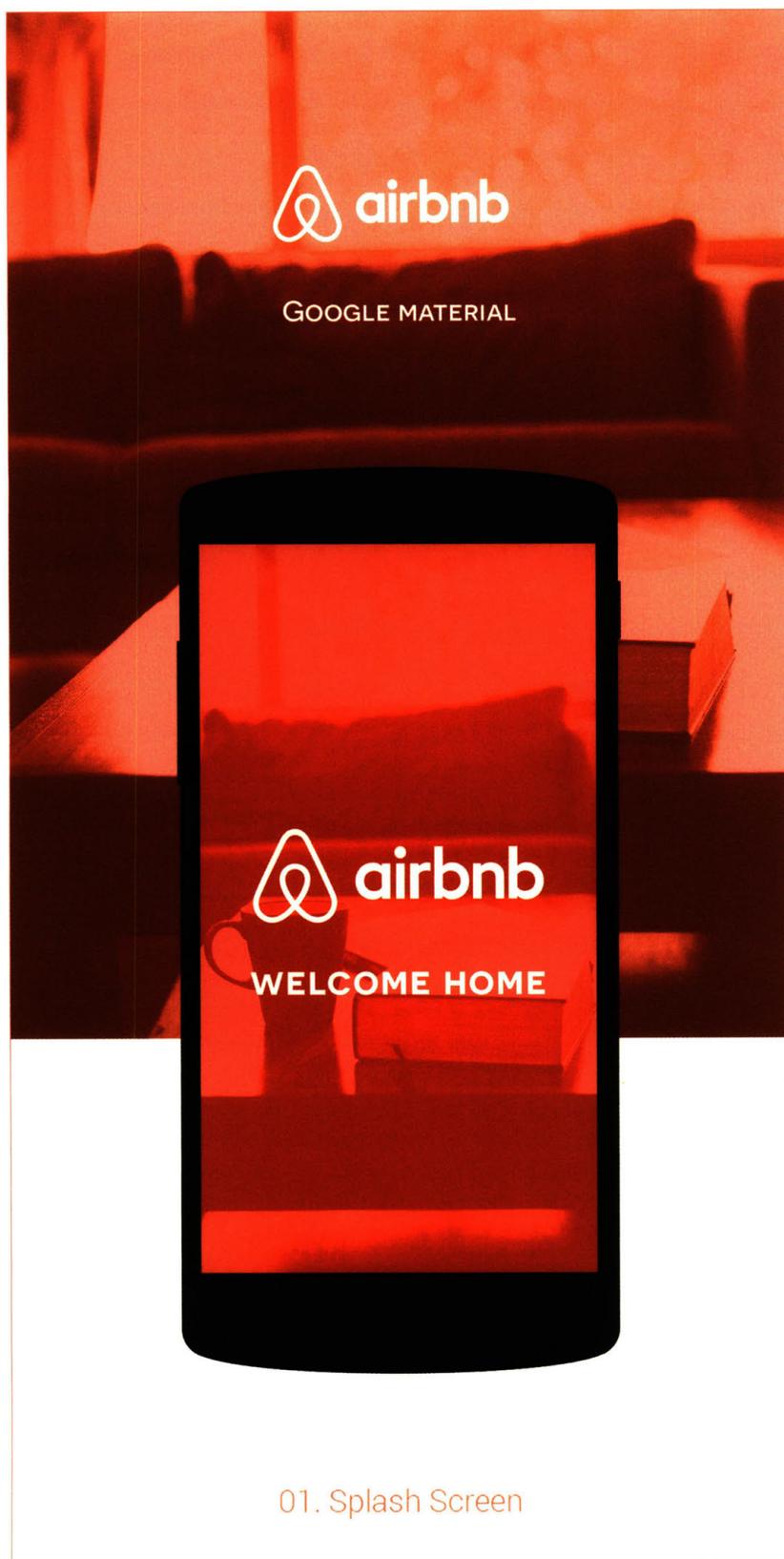
*/ Photography: Airbnb, Unsplash /*

I really like what Google did with Material Design on Android L. So I designed a case study for Airbnb with the guidelines that Google has for Material Design.



#### John Noussis

John Noussis is a creative thinker, a problem-solver, a Digital Product Designer driven to create and bring new ideas into life. Having a multidisciplinary approach from the fields of Industrial Design, HCI, Graphic Design to Branding, he thinks beyond the obvious and he delivers experiences, digital or physical, that revolve around the users and their needs. Always eager to explore new aesthetic paths, he designs product experiences that combine form with function.



# INTRODUCE

## APP UI /UX DESIGN

### The Flow

*/ Designer: Lukas Majzlan /*

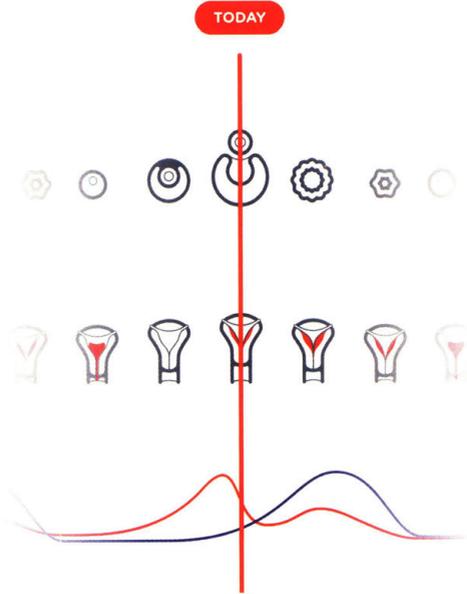
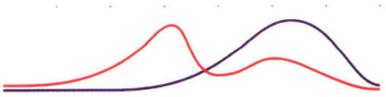
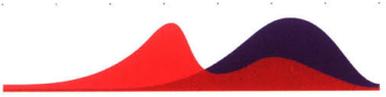
The Flow project is about empowering women through positive reinterpretation of the female hormonal cycle. While a man is relatively simple, a woman really is four different women in one. Depending on where in her cycle she is, a woman is a lover, mother, porn star or wise woman, you only need to know which one when. With this simple yet powerful insight women and men can suddenly understand a lot more about what our natural hormonal doping means for woman's physique, sex, shopping, relaxation, happiness or even work and leadership styles. Lucia Lukanova wished to bring this knowledge to women and men around the world in the most inspiring, beautiful and simple way possible. Going through multiple iterations of the best approach and design herself she approached me with request for help. Lucia wanted to create an app to not only track women's periods and fertility (as many other apps do!) but go way beyond that teaching women and men about hidden female powers described by ancient wisdom and modern science of endocrinology alike.

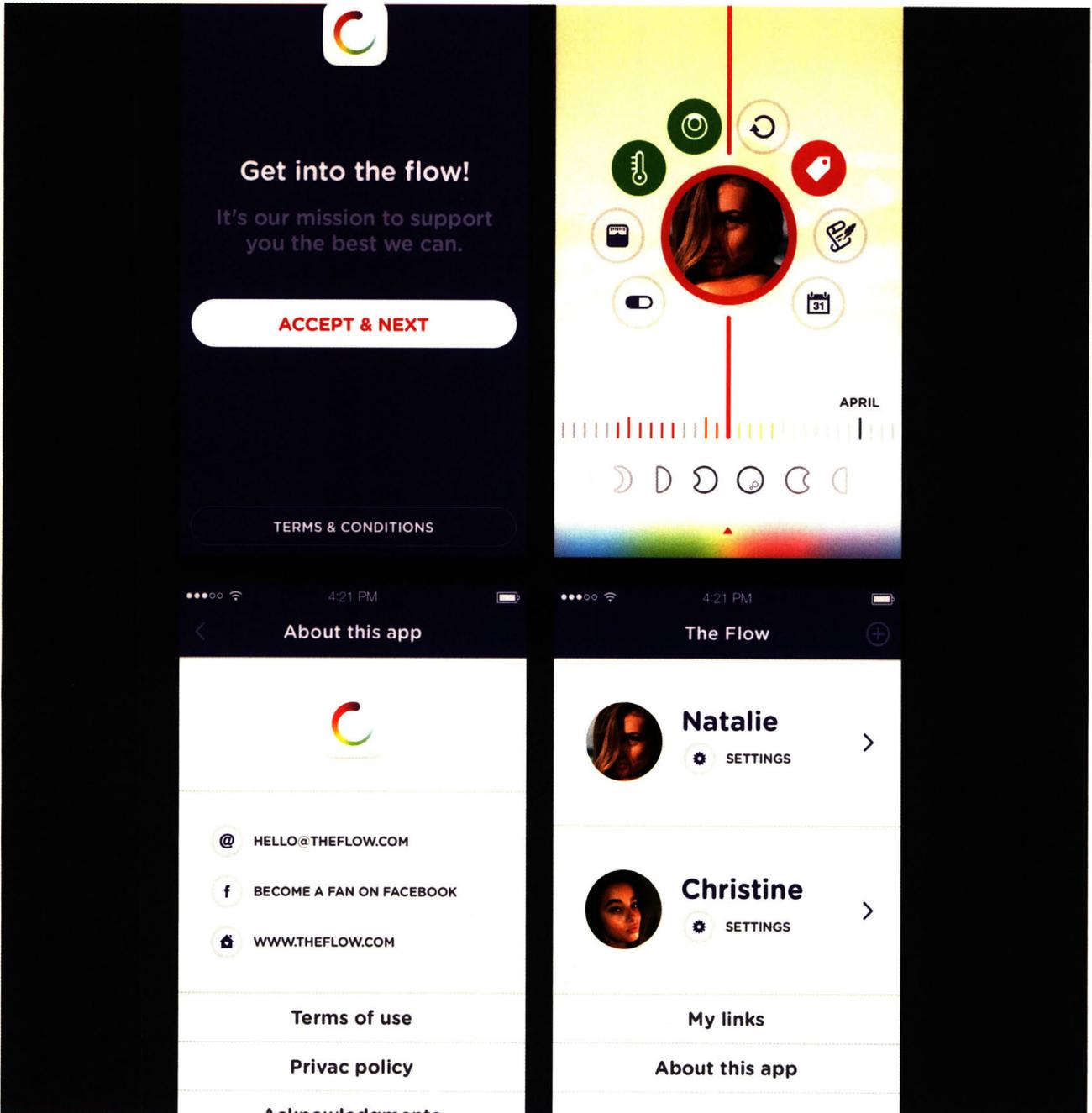
The design of the app is based on its name - The flow. In this case represented with rainbow colors in a clean and elegant way. Using the app should be as simple as it is and that's why for example on the landing screen you can see only one big button.



### Art4web

Art4web agency was founded by Lukas Majzlan in 2007. Nowadays there are 6 staffs in the small creative digital agency, which specializes mainly in Web Design, User interface Design, Branding and Web Development.





# INTRODUCE

## APP UI /UX DESIGN

### Expendra - Mobile App

Expendra is a robust expense tool that will help you to reach your financial goal.

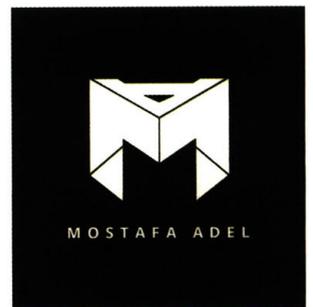
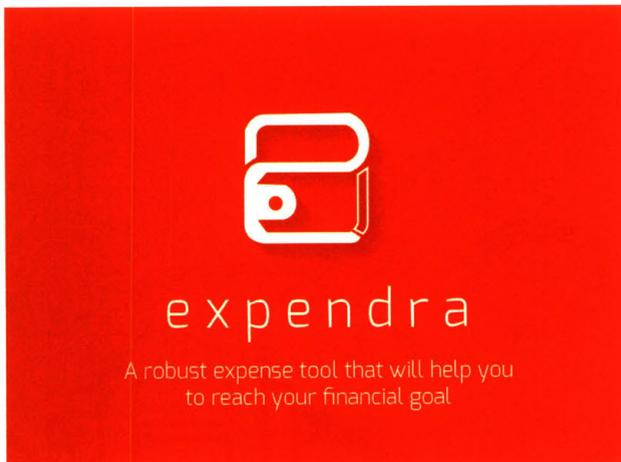
Simple slide menu design to provide easy navigation for your APP.

Get a full summary of your incomes and expenses.

You can add your regular daily expenses.

You can plan your monthly budgets all in one place. (Food&Drinks, Coffee, Education)

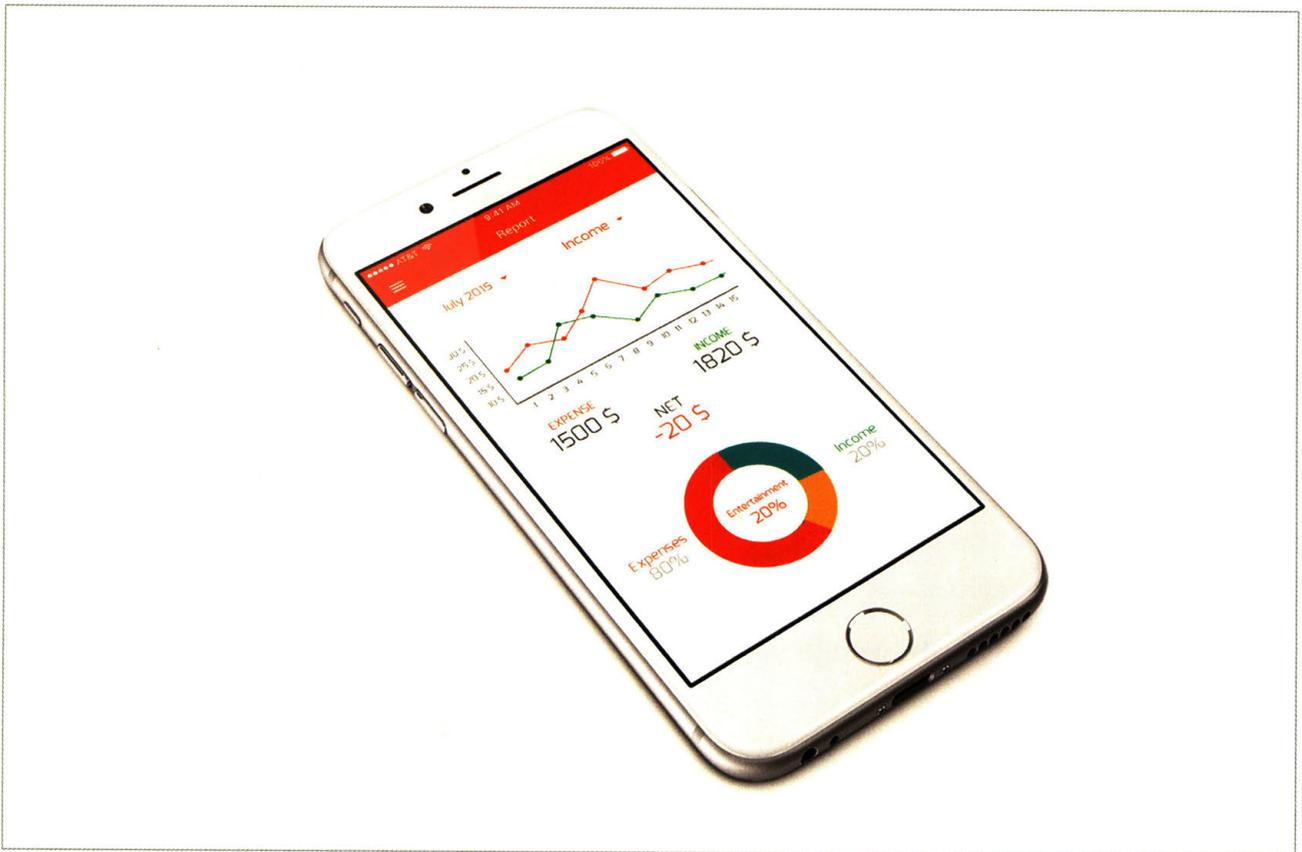
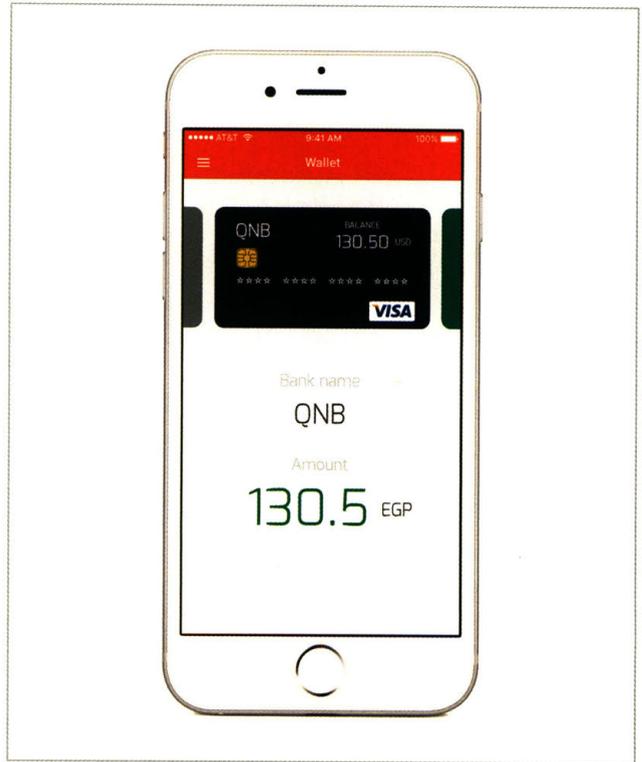
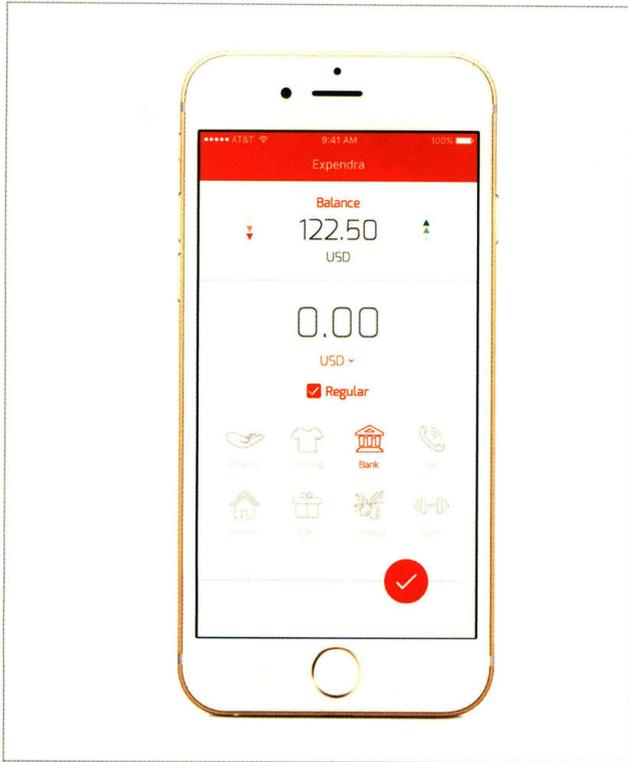
Get a full detailed invoices with your payments and transactions you have made.

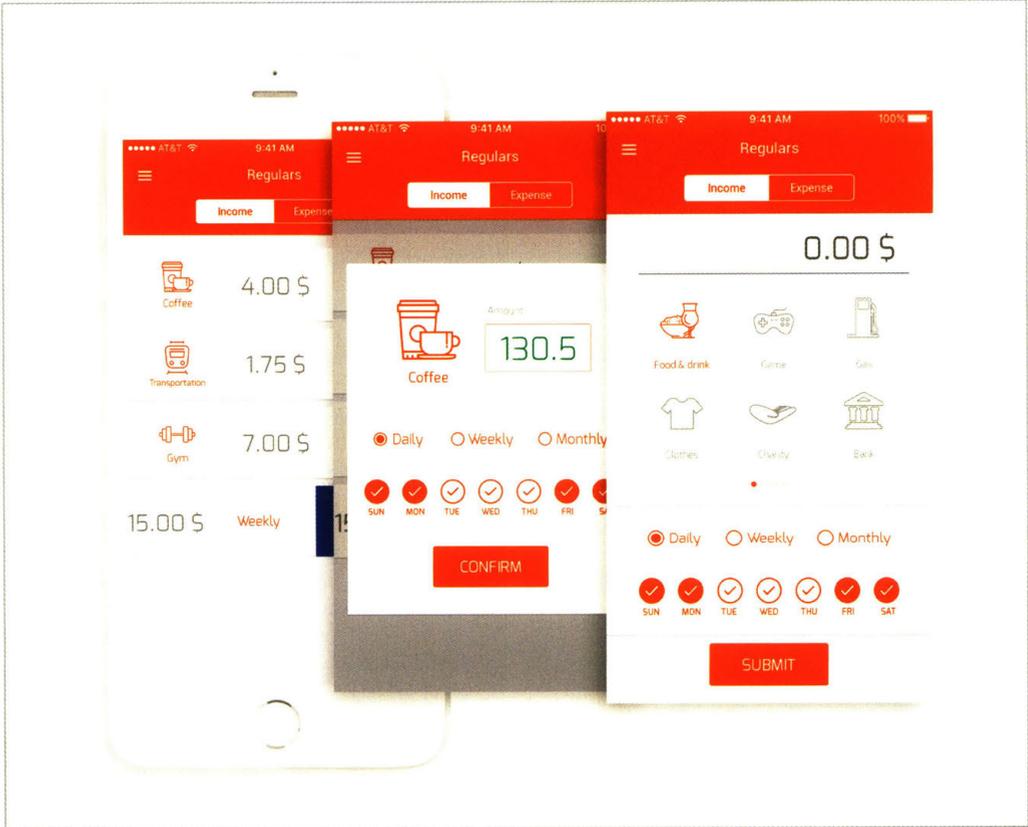


### Mosdafa Adel

Mostafa Adel is UI/UX and Graphic designer. He has a passion for designing detailed, creative and modern mobile apps & graphics. He's always keeping an eye on the latest trends over typography, shapes, colours, etc..

He has been working as graphic designer for over 2 years, and has done lots of work over that time. His skills cover many aspects of graphic design, web design, illustration and technical knowledge. He is rather skilled on hardware, software, and computers knowledge too.





# INTRODUCE

## APP UI /UX DESIGN

A black square with the word "Me," in a white, serif font, followed by a comma.

Me,

### Me Post Branding

Me Post Branding (aka Me,) is a London based design and brand consultancy that creates strong visual concepts to inspire people and activate brands. Founded in 2013, by Mirco Colonna and Eva Miguel, Me conceives produces and publishes commercial and cultural projects for national and international clients across different industries.

Focused on a process of research and inspiration, Me's practice is defined by a multidisciplinary approach to design and visual communication.

### Urban Massage

*/ Creative Director, UI/UX Designer: Eva Miguel, Mirco Colonna  
Development: Giles Williams (Urban Massage Team)*

Urban Massage is an on-demand mobile massage service connecting people with professional therapists in the area. We have been asked to build an exciting brand and app from the ground up, from logo and colour palette to user interface and experience.

Working closely with the UM team, we took the ideals of the business as starting point: a health and wellness-focused approach to everyday life in an urban context. This inspired the narrative and identity system of the brand as we moved forward.

Our logo concept has two elements: a symbol based on the company initials and a bold, simple word mark. A square grid and a series of intersecting circles were the basis of the initials, suggesting both an organic shape and two hands working together.

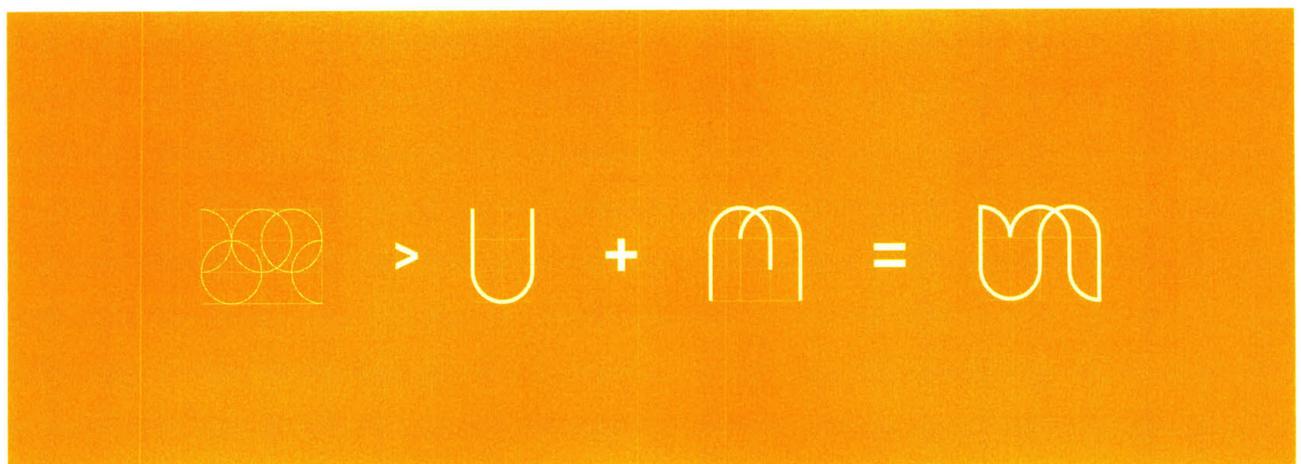
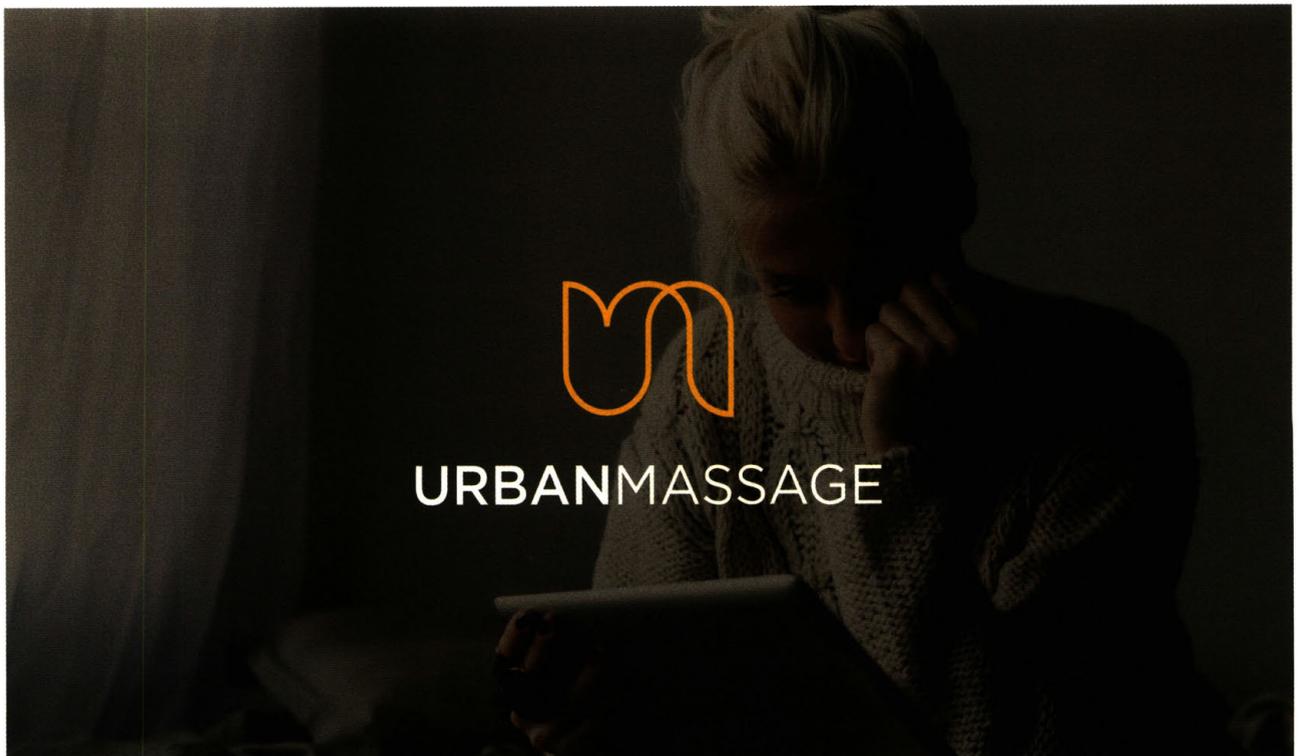
We focused on the app design, the key expression of the brand. We developed an intuitive app with a 3 steps booking process that allows the user to order a treatment in only 30 seconds.

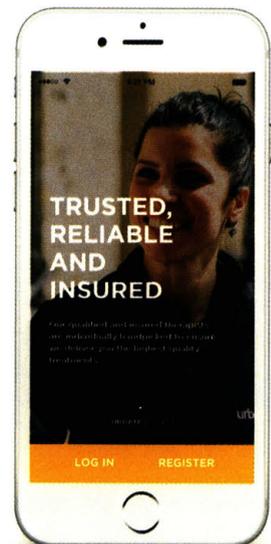
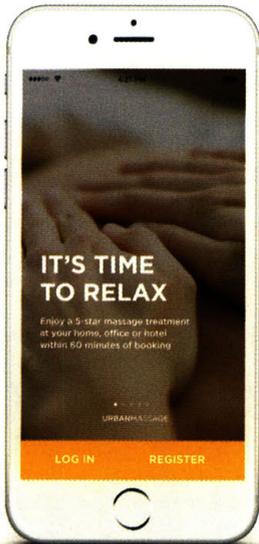
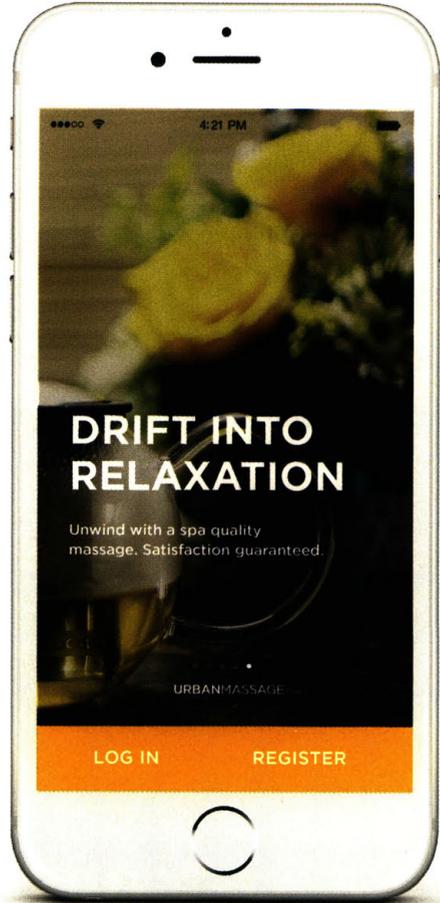
The colour architecture was an essential part of designing a seamless user experience. We needed to use colour to highlight different services on offer and to guide the user through the process, while tying the colour palette in with the branding. Working with UM Marketing team, we came up with a bespoke colour palette to convey a healthy message and express the personality of each

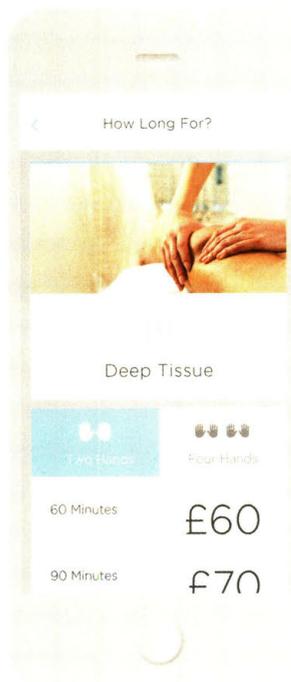
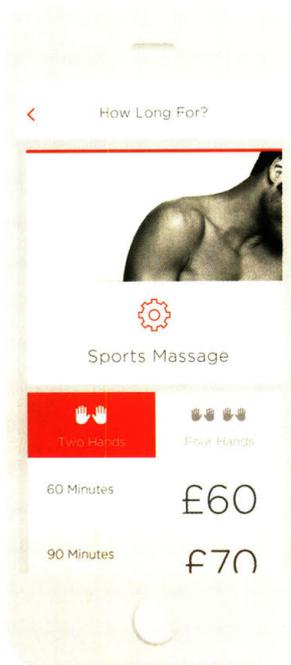
key expression of the brand. Urban Massage directors were clear about what they wanted. A three-step booking process that takes 30 seconds. We used those key steps as the backbone of the user experience.

After 1 year from the launch, the Urban Massage app is revolutionising the world of on-demand massage therapy in homes, hotels and offices. They seamlessly connect their customers with the elite, fully qualified and insured therapists online, taking the first step in becoming everyone's go-to-place for a professional, consistent and trusted massage - in urban areas, all-over.

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# INTRODUCE

## APP UI /UX DESIGN



**Jay Lee**

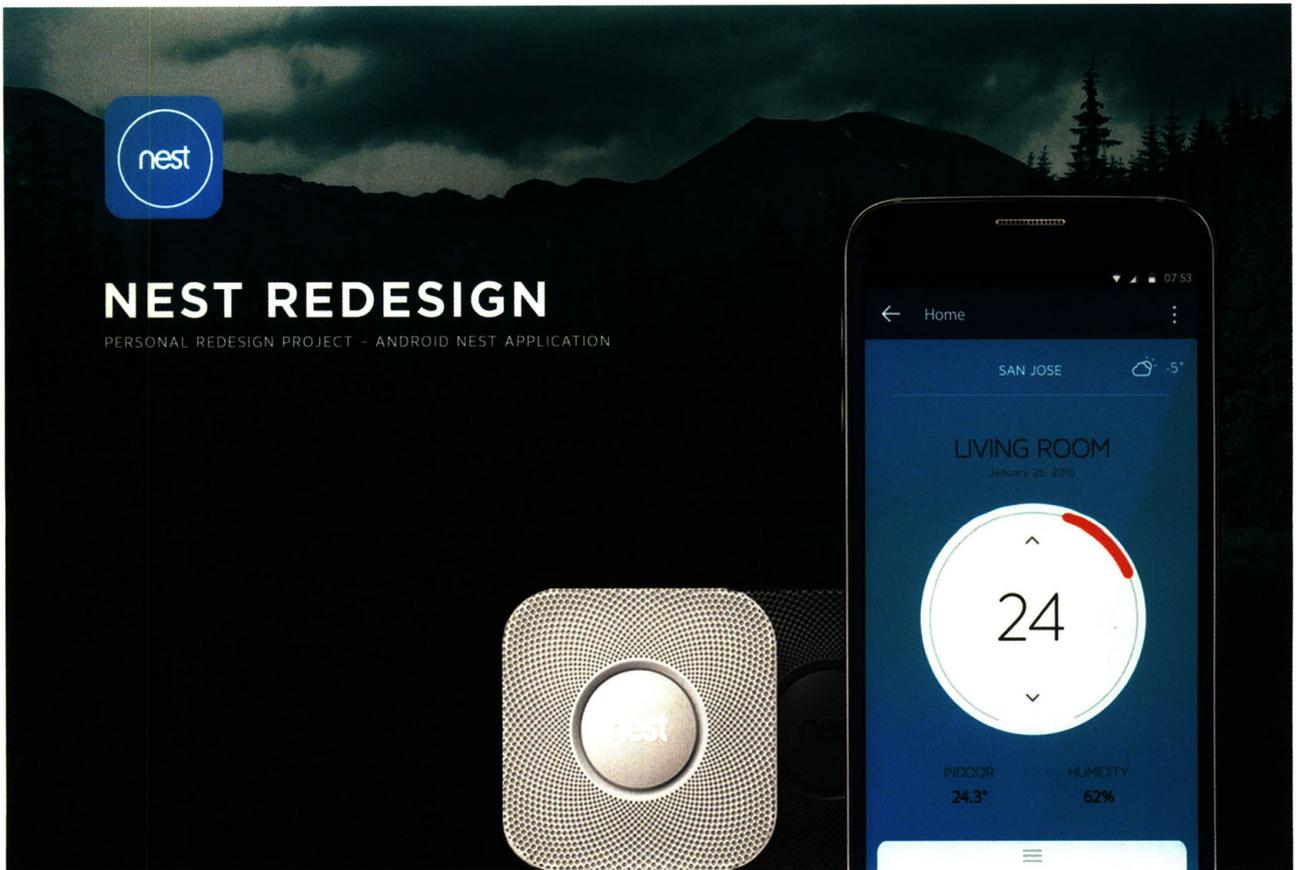
Jay Lee is UX/UI design student from Korea. He is 26 years old. He is majoring in Digital media design at Hongik University. He interested in UI design, especially interaction design.

### **Nest App**

The designer was trying to redesign a nest app through the interaction design and card UI.

Also mint-green gradient animation flows on the backgrounds continuously to express the keyword "Echo".



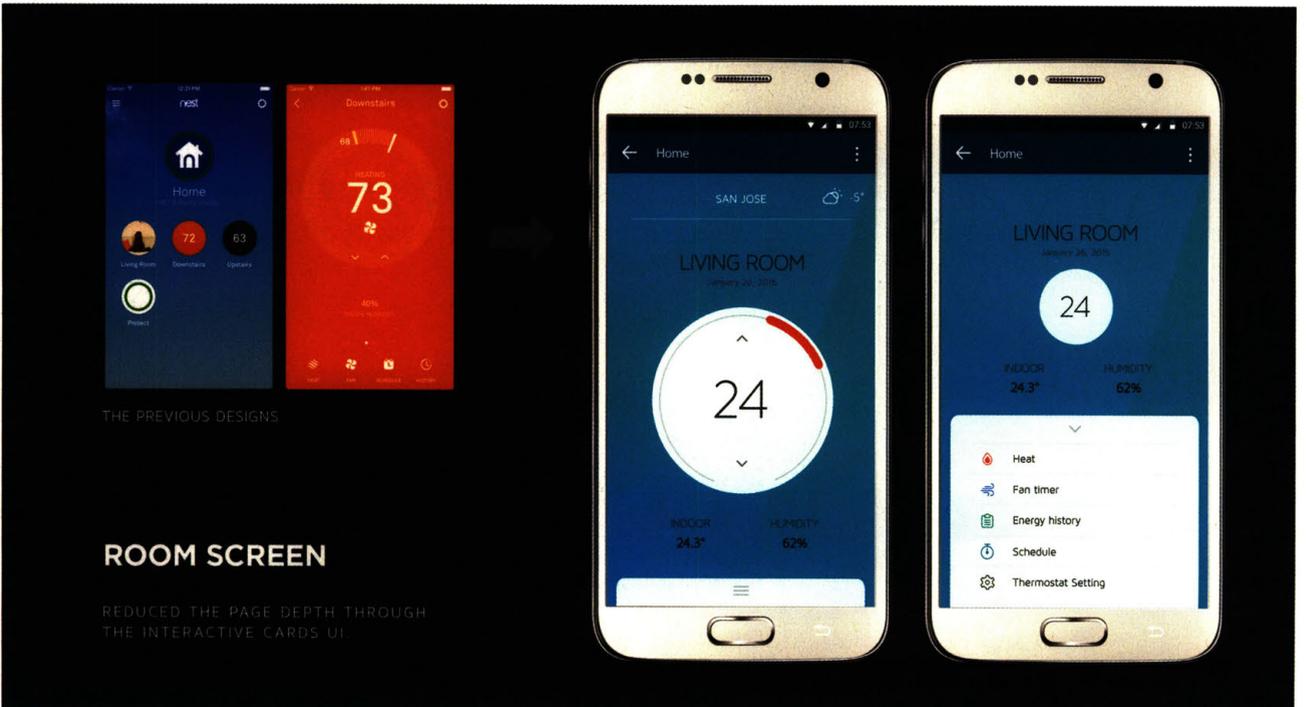
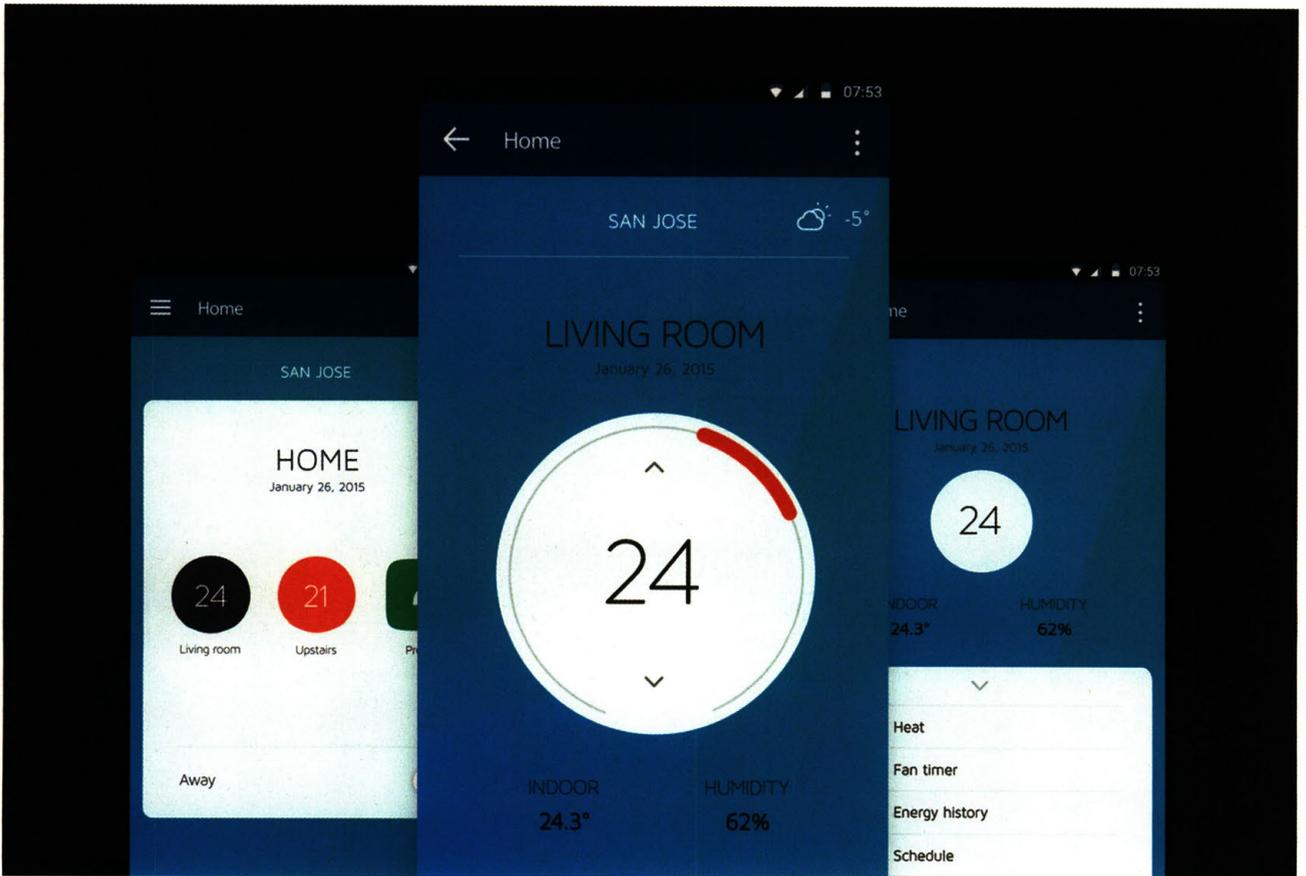


## COLOR & TYPOGRAPHY

MAVEN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





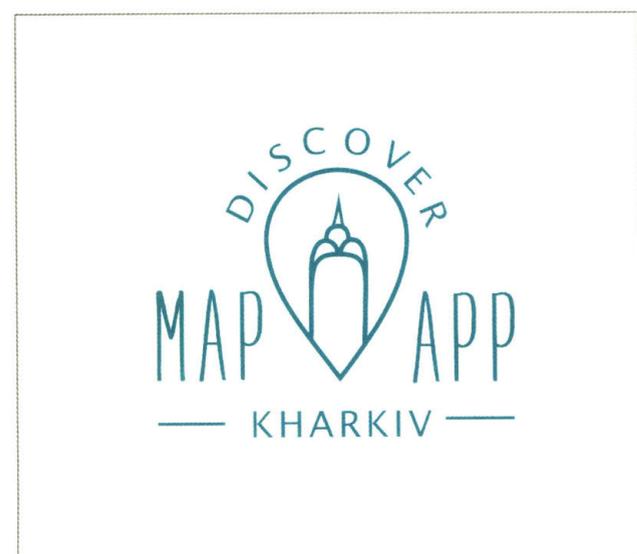
# INTRODUCE

## APP UI /UX DESIGN

### Map App

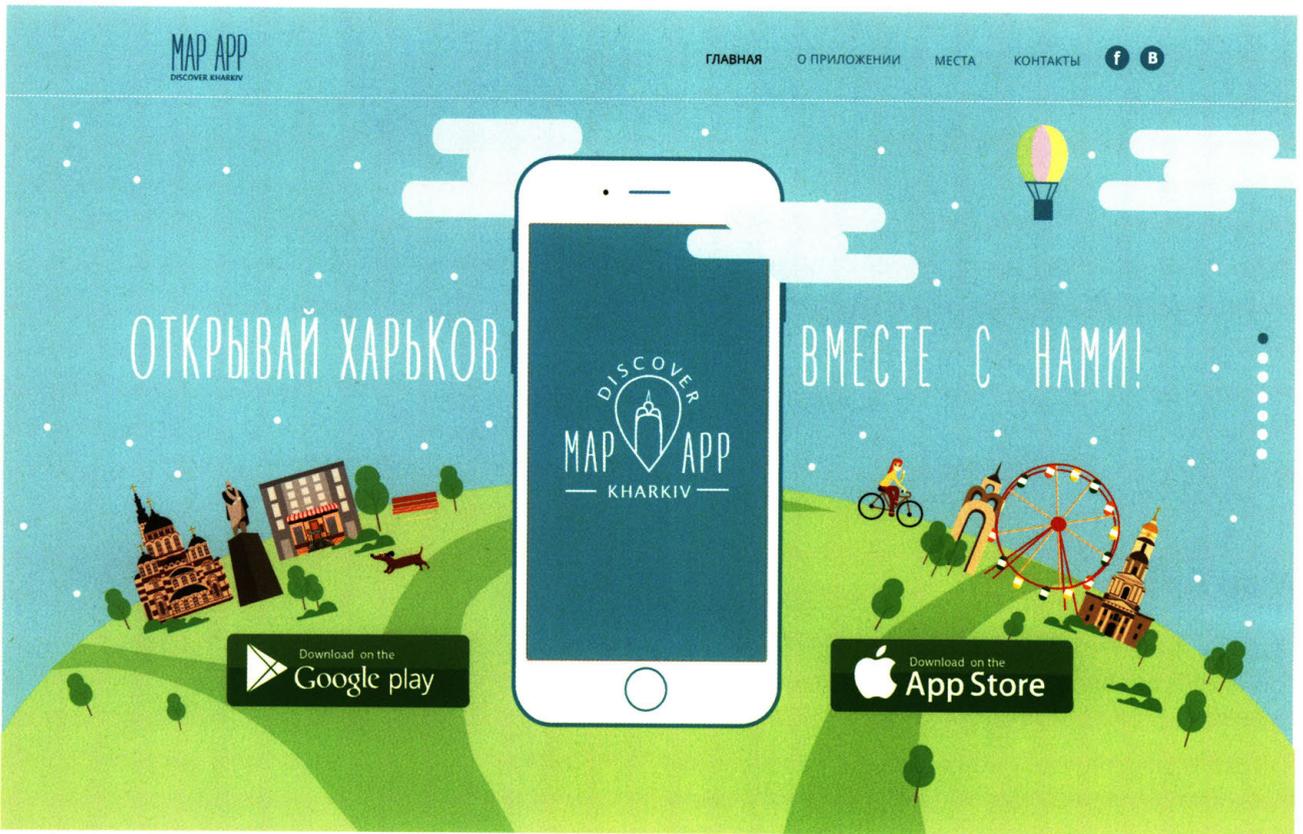
Map App is the most convenient app for travel in Kharkiv. This is your personal guide to the most interesting places in the city.

You can choose the popular routes or you can just enter how much time you have and what do you want to see and you will be offered the most convenient and interesting routes. Explore new places, make purchases and enjoy with Map App.

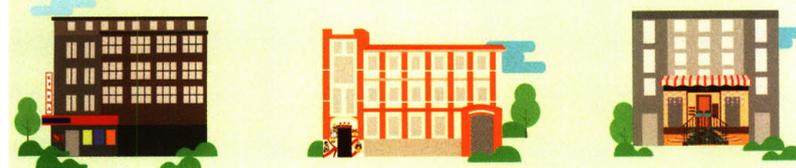


### Olga Uzhikova

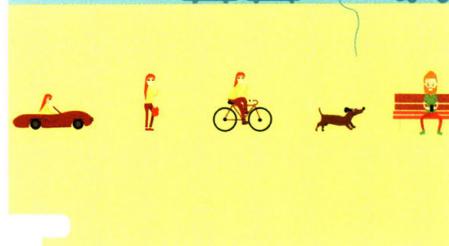
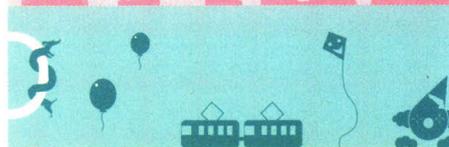
Olga Uzhikova is a ux/ui designer based in Ukraine. She loves making usable web and mobile interfaces, combining user research, interaction, visual appeal and information architecture under the same roof. She believes great design solutions should be usable and accessible without sacrificing aesthetics. She always opens for new projects and cooperation.



## ИЛЛЮСТРАЦИИ



## ДОПОЛНИТЕЛЬНЫЕ ИЛЛЮСТРАЦИИ



# INTRODUCE

## APP UI /UX DESIGN

### SSG PAY - Easy Payment Service

/ Designer: Sabum Byun, Bongho Choi, Jeonghyuk Won, Youjin Jeon, Jaehoon Lee, Hee Jung, Jeongho Kim, Hyeyoung Jung, Kiwon Jang, Jihye Won, Mira Jeong

Client: SHINSEGAE I&C

SSG PAY is combined payment service that enables users to pay in its virtual money, SSG MONEY, and on ordinary credit cards. Users can have an integrated payment experience that encompasses saving loyalty points, issuing receipts, gift certificates into SSG MONEY, etc. User patterns were analyzed and a flow that shortens the payment procedure was established. The user interface is intuitive, so that anyone can use easily the payment methods. SSG PAY aims to provide satisfying experiences for customers with its flat design and witty colors and icons. In addition, it emphasizes spaces and blanks to help users focus on the contents provided.

SHINSEGAE is a familiar brand to customers as it has various distribution channels, including super markets, department stores, online malls, etc. Against a backdrop where many companies jump into the mobile payment market recently, SHINSEGAE prepared for the advance to the market for the first time among Korean distributors, backed by an advantage of its 20 million members.

SSG PAY is combined payment service that enables users to pay in its virtual money, SSG MONEY, and on ordinary credit cards. Using this SSG PAY application, users can have an integrated payment experience that encompasses saving loyalty points automatically, issuing electronic receipts or receipts for cash payment, using coupons, etc. Moreover, users can charge SSG MONEY, exchange



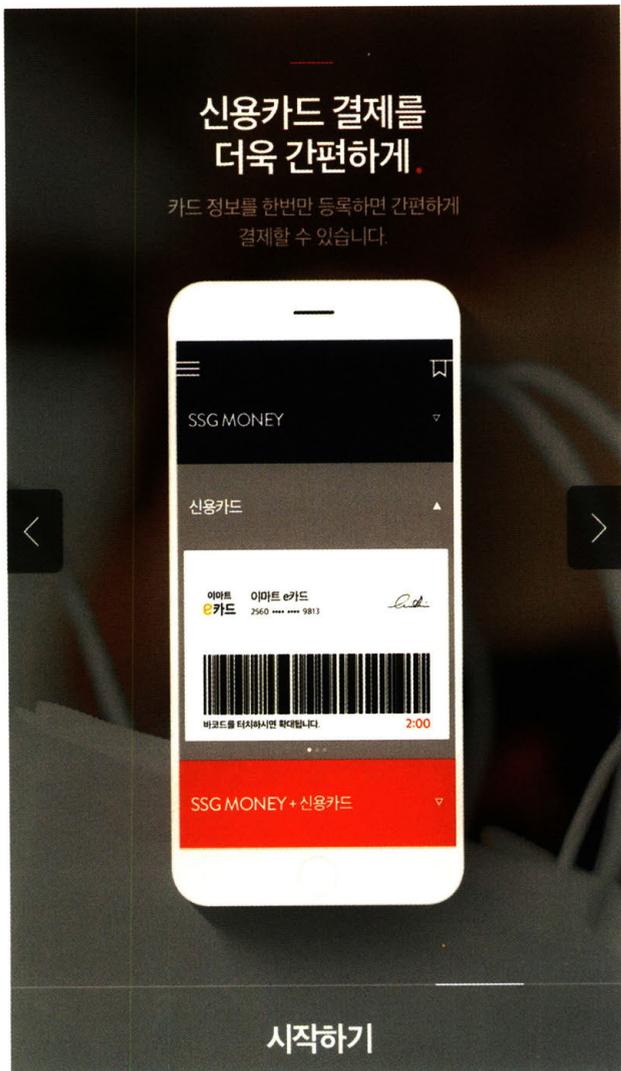
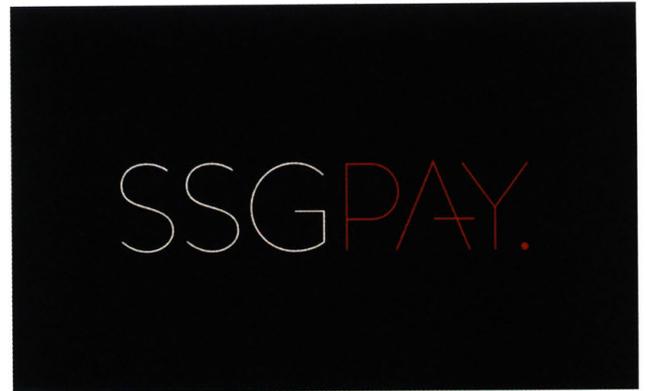
### Plus X

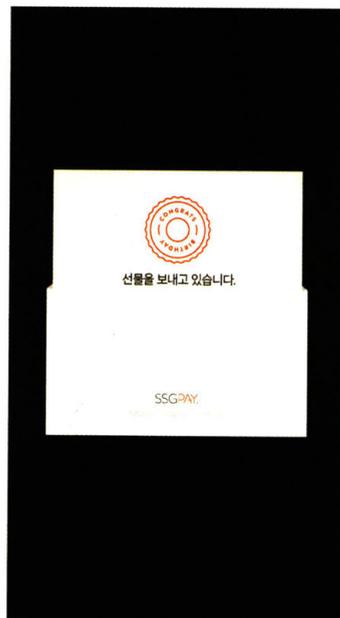
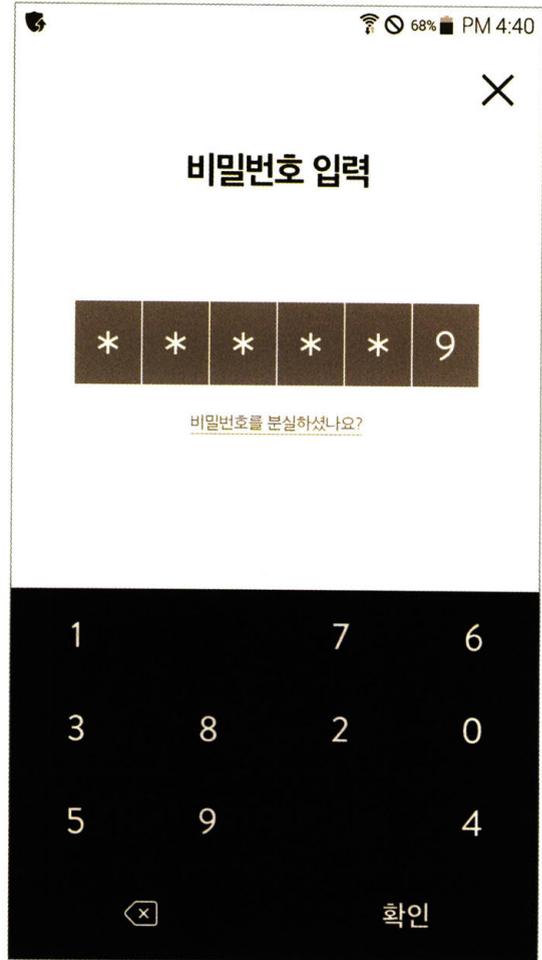
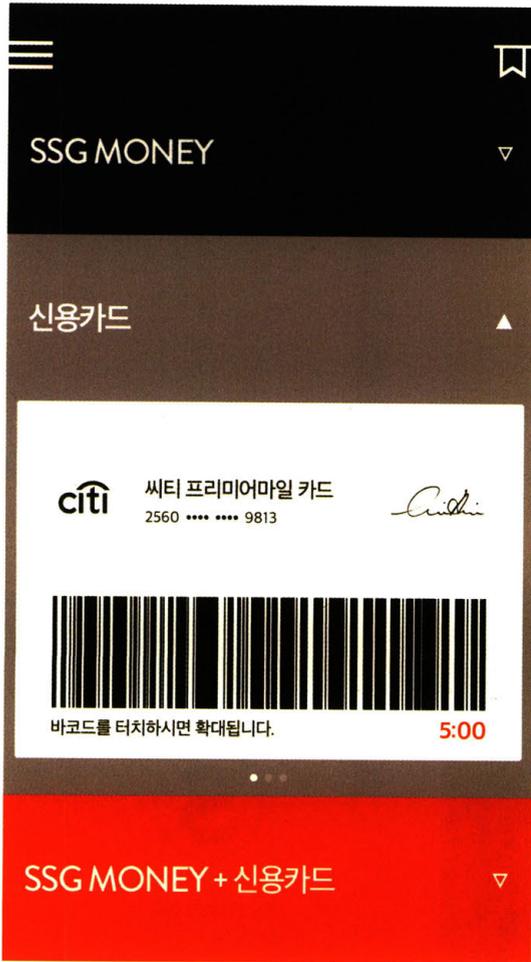
Plus X has connotations of a message that "We Add eXperience for Your Brand". Brand experience design means providing consumers with valuable brand experience through integrated online and offline designs based on consistent brand identity. Key brand messages or service functions can be effectively delivered when various media channels meet strategic branding and marketing plan and consistent designs. We design holistic brand experience through every touch-point such as a brand logo, UX/UI, motion graphic, product, space, packaging, font and etc.

loyalty points or gift certificates into SSG MONEY, and give SSG MONEY to others as a gift.

To provide online and offline payment experiences in SSG PAY application, user patterns of each occasion were analyzed and a flow that shortens the payment procedure was established. Furthermore, the user interface is intuitive, so that anyone can use easily the payment methods, including SSG MONEY, credit cards, and combined payment, without learning how to use additionally.

As it targets young and trendy consumers in their thirties to forties, who are familiar with mobile devices and have purchasing power, SSG PAY aims to provide satisfying experiences for customers with its flat design and witty colors and icons. In addition, it emphasizes spaces and blanks in the layout by reinterpreting the motif of payment methods for the mobile environment and minimizes lines and faces to help users focus on the contents provided.



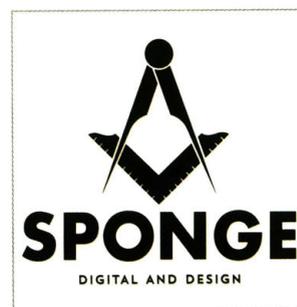
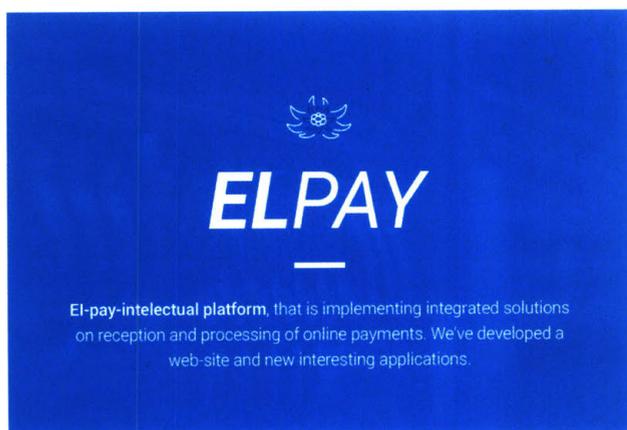


# INTRODUCE

## APP UI /UX DESIGN

### Elpay

El-pay-intelectual platform, that is implementing integrated solutions on reception and processing of online payments. We have developed a web-site and new interesting applications.



### Sponge

Creative bureau Sponge, born November 22, 2009. Main offices in Odessa and New Jersey. Specialized in branding and development of digital solutions.



# Elpay

El-pay-intellectual platform, that is implementing integrated solutions on reception and processing of online payments. We've developed a web-site and new interesting applications.

Author: Sponge Digital & Design  
www.sponge.com.ua

## COLOR PALETTE

#33a1e7

#0c2636



## ROBOTO FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчщъыьэюя

over 100 screens



## COLOR PALETTE

# 33a1e7

# 0c2636

## FONTS

### Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчщъыьэюя

### Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

АБВГДЕЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
абвгдеёжзийклмнопрстуфхцчщъыьэюя

# ELPAY

EL-pay-intellectual platform, that is implementing integrated solutions on reception and processing of online payments. We've developed a web-site and new interesting applications.

// Web



// App



# INTRODUCE

## APP UI /UX DESIGN



**STRV**

**STRV**

STRV is a top-tier, one-stop mobile app development shop working with top-tier startups and brands. We have developed more than 100 mobile apps for iOS and Android. With 50+ rock star developers and designers on our team and three offices in the US and Europe, STRV is the preferred partner of dozens of companies which benefit from our high-quality code, sleek designs and super fast turnaround. We have worked for some of the most prominent startups like Caviar, ClassDojo, SpoonRocket or Geekatoo as well as established companies such Spark Networks.

Project 1

### **Basil App**

*/ Designer: Ales Nesetril Client: Basil /*

Basil provides you with a new and better way to pay your restaurant bill using your mobile phone. You can quickly add your tip, split the check, and make a payment in just a few seconds. The client already had a beta version of the app running as a mobile website and asked STRV to build a native app for iOS, integrate new features and redesign the entire user interface.

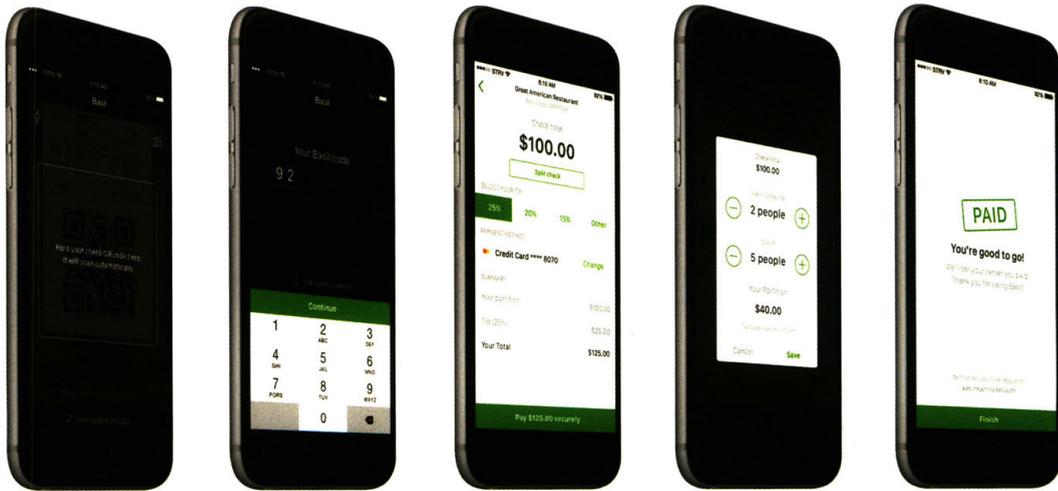
Project 2

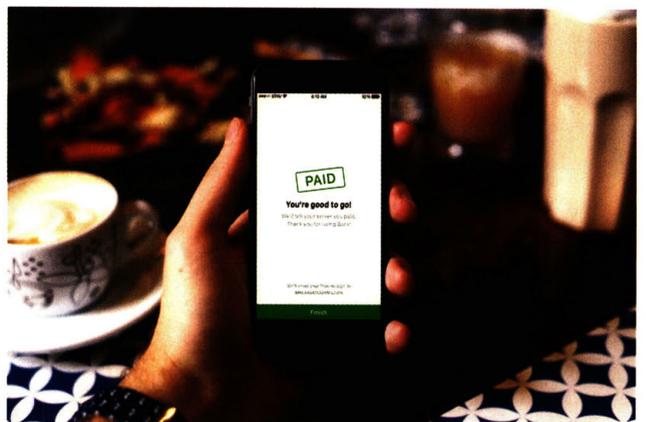
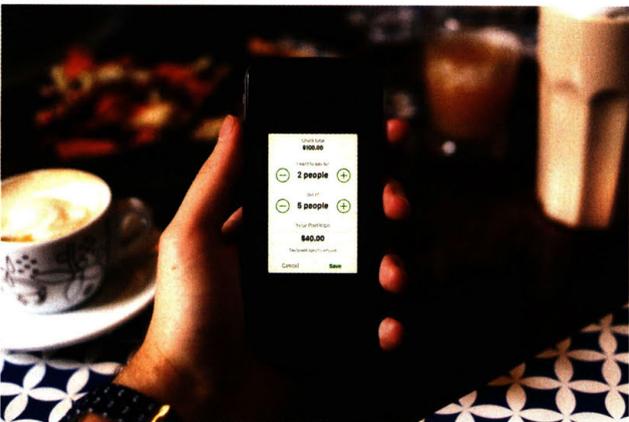
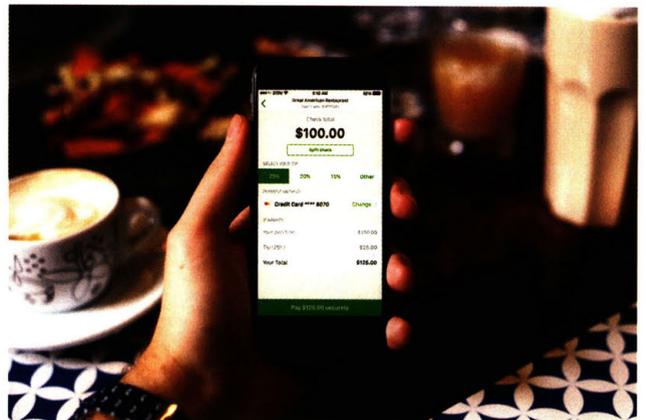
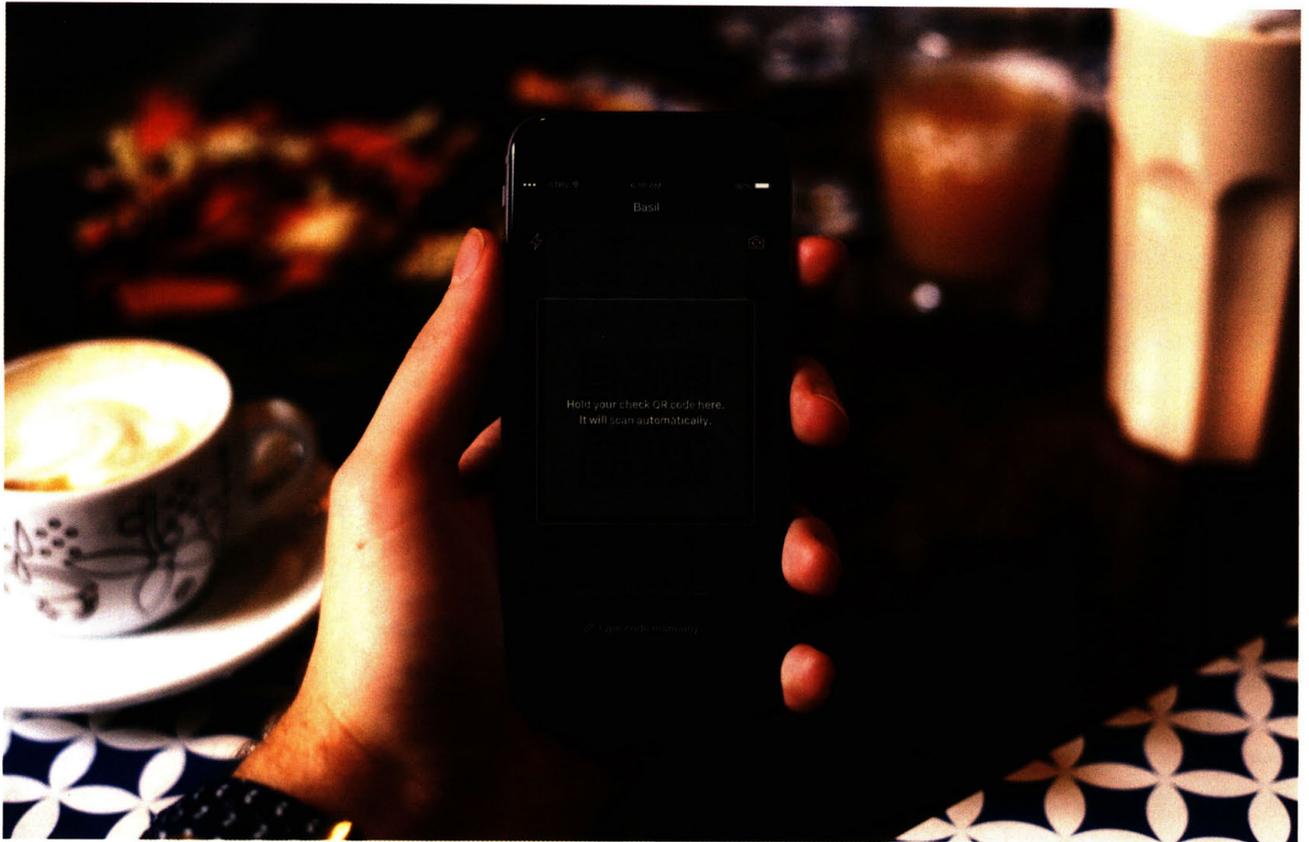
### **Red Points App**

*/ Designer: Ales Nesetril Client: Red Points /*

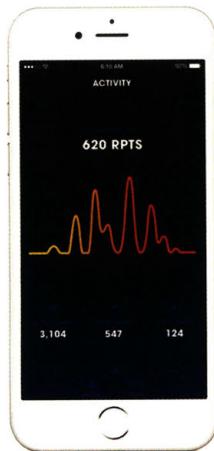
Red Bull Red Points is an unofficial health/fitness app concept made with love for extreme sports. Just pick your favourite extreme sport you love, track your movement and get rewards in form of free Red Bull drinks to recharge your energy. This project is not officially connected with Red Bull. The whole idea is to present possible service/solution. It's not made for any commercial or business purposes.

# Basil App





# Red Points App



# INTRODUCE

## APP UI /UX DESIGN



### Su Young Kang

Su Young Kang is a graphic designer based in Seoul, Korea since 2013. She creates a various design work at cross-field of culture and IT. She believes in design that is not only style and look, but meaningful.

### Dailymoment

#### BRIEF

Dailymoment is an android lock screen application that suggests a new method of displaying today's schedule. Once today's scheduled is registered, the schedule icons are presented on the lock screen in a chronological order. Each icon differs from a category to another and changes along with time.

#### IDEA

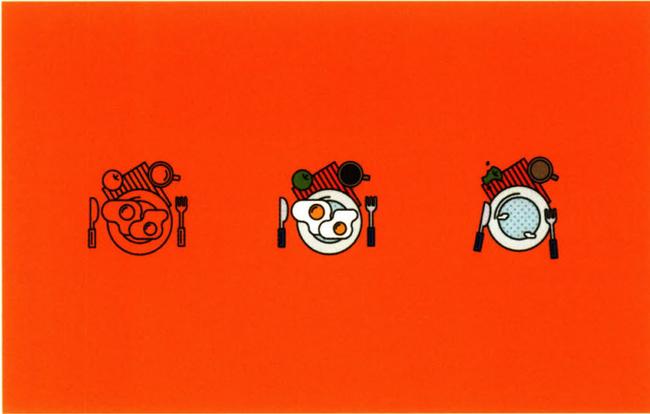
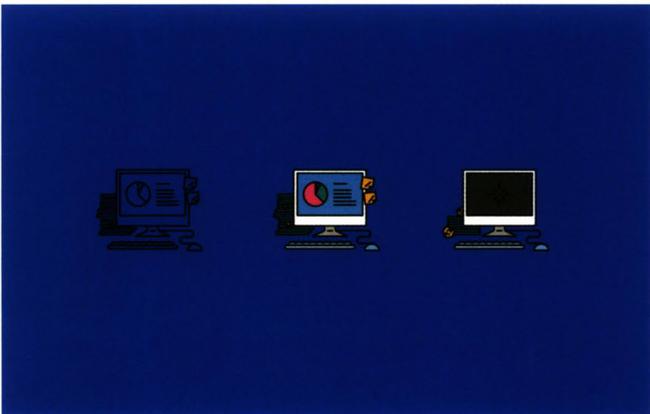
Countless agenda apps are available at application store nowadays. We record numerous events on our calendars with a vast range of work, exercise, project deadlines, plans with friends, anniversaries and etc. Most of the calendar applications provide unilateral notifications when the time of the event has come. Alarms that simply pop up during the day is a dull interaction that lacks continuity. Our daily routine, whether true or not, seems rather static and still inside a simple calendar, grid, colors and stick forms. While acknowledging that each schedule application has its own advantages, DAILYMOMENT strives to become the most lively and fresh calendar app.

#### DESIGN CONCEPT

The most important characteristic of DAILYMOMENT is its lively icons. These icons change in 10 steps according to the user's actual schedule. Once a lunch date is recorded, the icons fill with color as the appointment draws nearer; the icon fades during the time of appointment and finally is left with an empty icon when the appointment is over. People look through their smartphones more than 50

times. In order to show the continuously changing icon in real time, we have established the icon in the form of timeline on the constantly viewed lock screen.

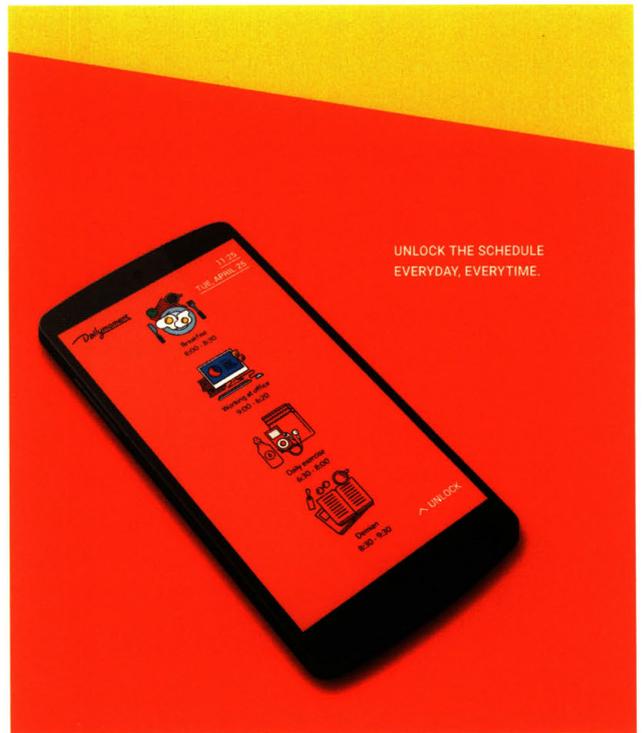
The icon is further displayed also on the smartwatch screen. Daily moment's icon conceptualizes the daily life of people; we designed it by recalling our prior experiences of placing the stickers on the diary calendar. In order to make the change and the shape of the icon more detectable, we used strong contrasting stroke features and filled it in with conspicuous colors. We have made it seem like placing a sticker on the smartphone screen. Daily Moment has 50 icons that change through 10 stages. The user selects a category that is most relevant with their schedule, and chooses an icon within the category that best suits their schedule. The user then can start the day with their changing icon. In order to effectively portray the icons which are linked throughout 10 stages, we designed the icons in a linear form and expressed passing time through gradually filling in colors.







*Dailymoment*  
Catch your every moments.



UNLOCK THE SCHEDULE  
EVERYDAY, EVERYTIME.

# INTRODUCE

## APP UI /UX DESIGN

### Pibox - Messaging App

*/ Client: Pibox /*

Pibox is a cloud-based messenger with ability to send files of any type and size in original quality.

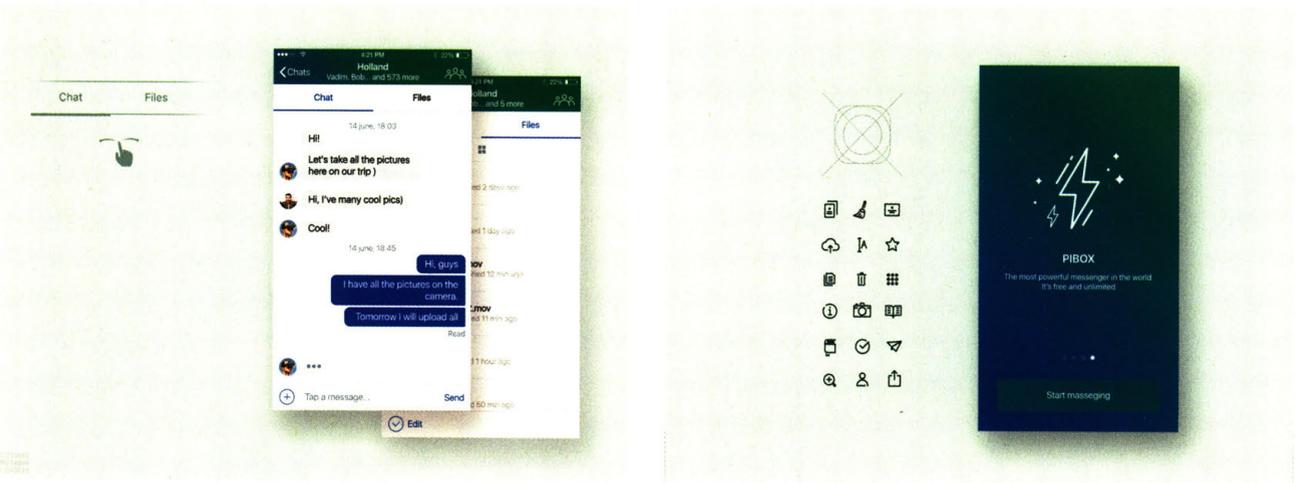
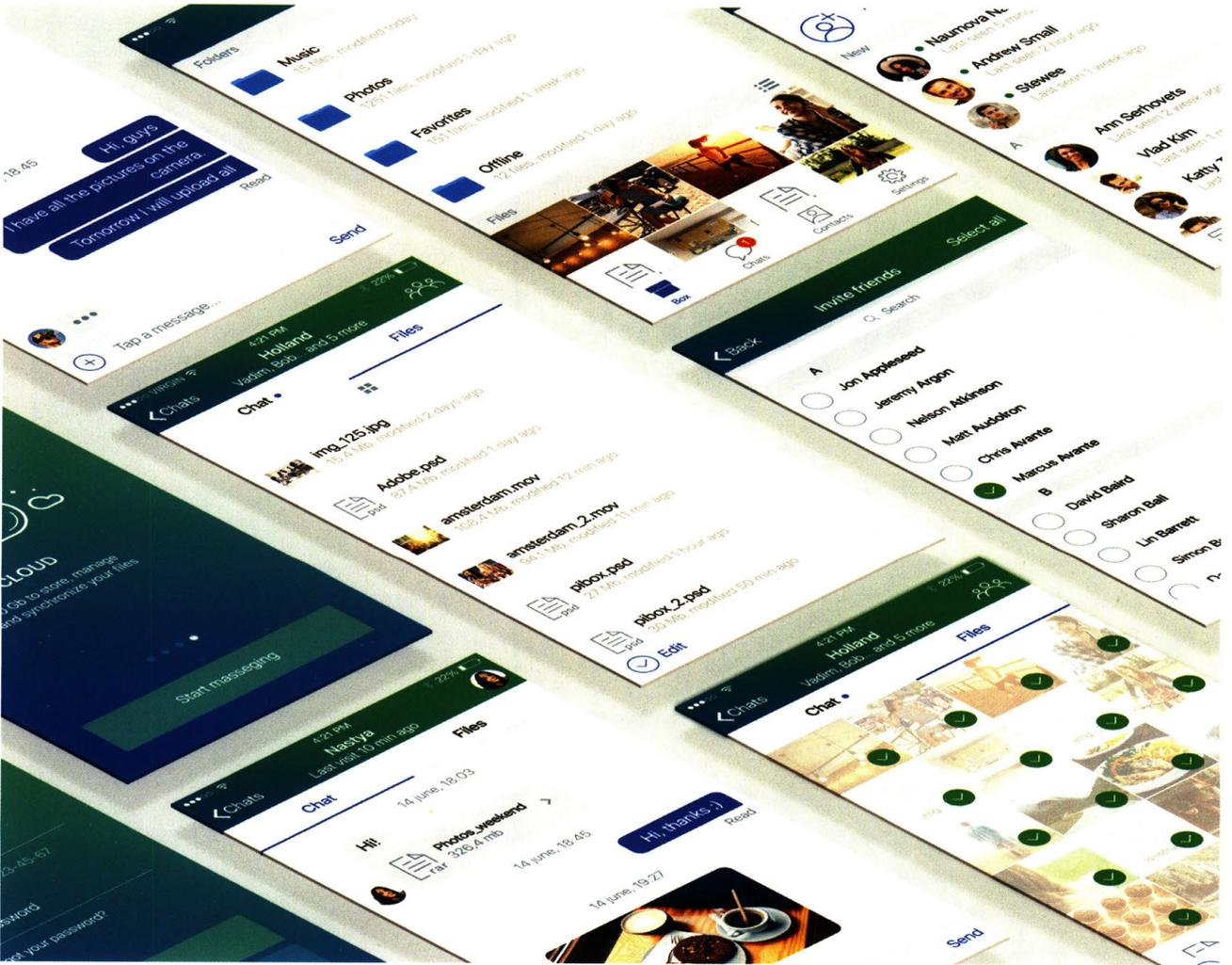


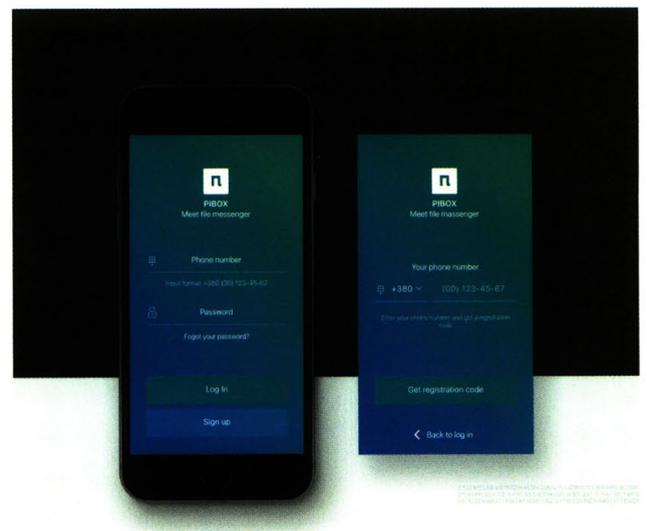
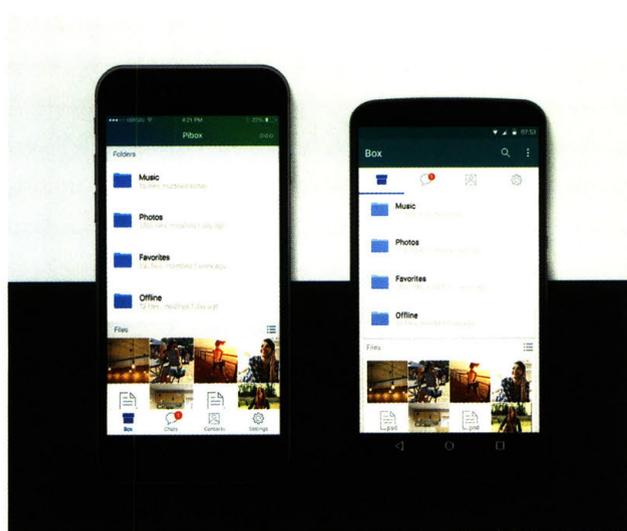
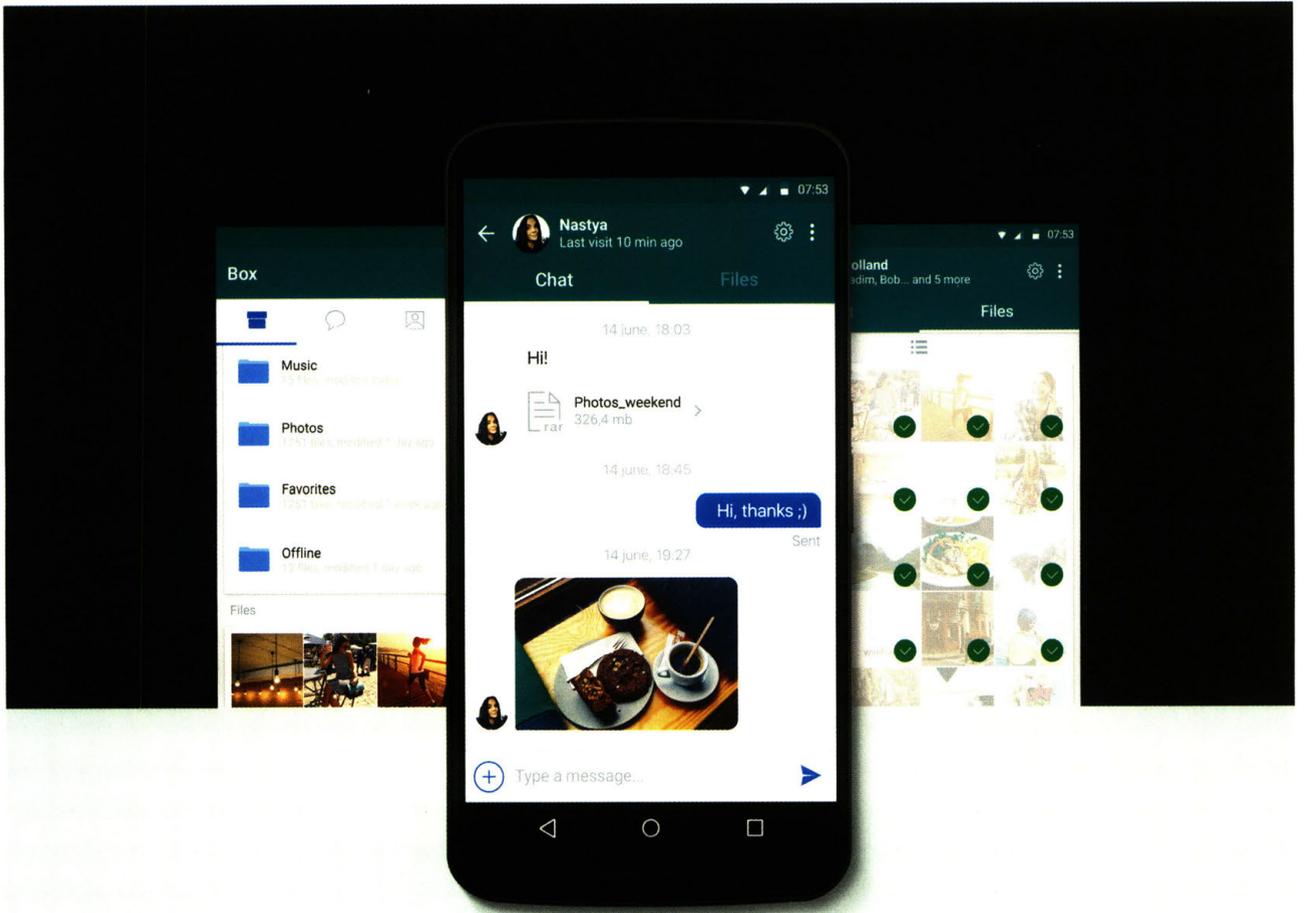
#### Vadim Ukrainets

Art Director & Designer based in Ukraine. He specializes on UI/UX design and Brand identity. He has a big experience on creating digital products. He likes bold ideas and quality solutions, respects the process and focused on results. Design not only makes the world better. It also helps to make better business results.\*



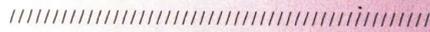
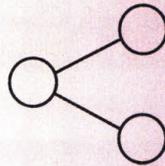
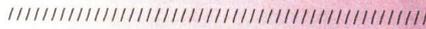






02 /

# SOCIAL LIFE



APP UI /UX DESIGN

# INTRODUCE

## APP UI /UX DESIGN

### OnMe App — That's ok, it's on me!

*/Title: OnMe App*

*Interaction Designer: André Carioca*

*Made in META ICG*

*Visual Designer: André Carioca*

*Motion Designer: Klemen Vadnjak*

*/*

#### What is it?

OnMe is a mobile application that allows its users to share experiences together, through a process of matchmaking based on eating out. OnMe is a different dating app that provides the tools to meet new people without the negative connotations of dating apps. It differentiates itself by resorting to a restaurant database API, which will allow users to make better decisions regarding the restaurant they want to have dinner/lunch at: one of the users has to invite and pay the bill for both, they choose if it's "On me" or it's "On you".

You don't swipe people, you swipe invites. Anyone can make a post and invite the community for a meal. Simply choose the time and the place and wait for responses. Then use the in-app chat to better arrange your meeting and enjoy your date!

#### Design

The app will be launched initially for the android market, therefore I was drastically inspired by the material design guidelines. Since the framework of the app added an extra level of complexity, with the creation of invites (compared to Tinder, where you simply swipe), it was important for me that OnMe breathed consistency with the android ecosystem. Avoiding the "shock" you have when you see completely new interactions was always a must, so that the user feels familiar with what he sees and knows immediately what to do.



### André Carioca

André Carioca is a 24 years old Portuguese designer, based in Madrid and working for FJORD. He studied Design and later Communication Design, focussing mostly on the classic fundamentals of print, product, typography and communication. From there he applied his knowledge to the digital world and since then he has been focussing both on web and mobile applications design.

"Design is like a coloring book: anyone can paint within the lines. Crafting those line though... that's hard. If you don't get them right, it doesn't matter how well you paint— It won't ever be perfect."

### Small Details

What I especially love about the app is the interaction you use to see more photos from a user. This provides the main core of the app with an extraordinary sense of fluidity that can only be perceived when handled! (I'll provide a mockup to illustrate this)

Very often this process goes somewhat like this:

First profile photo > Click > Wait 2 seconds > See the same picture full screen > Swipe > Second profile photo  
With ONME I simplified this flow to the bare minimum:  
First profile photo > Scroll down > Second photo (keep pulling and see all of them)



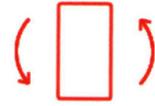
Swipe Left  
To pass invite



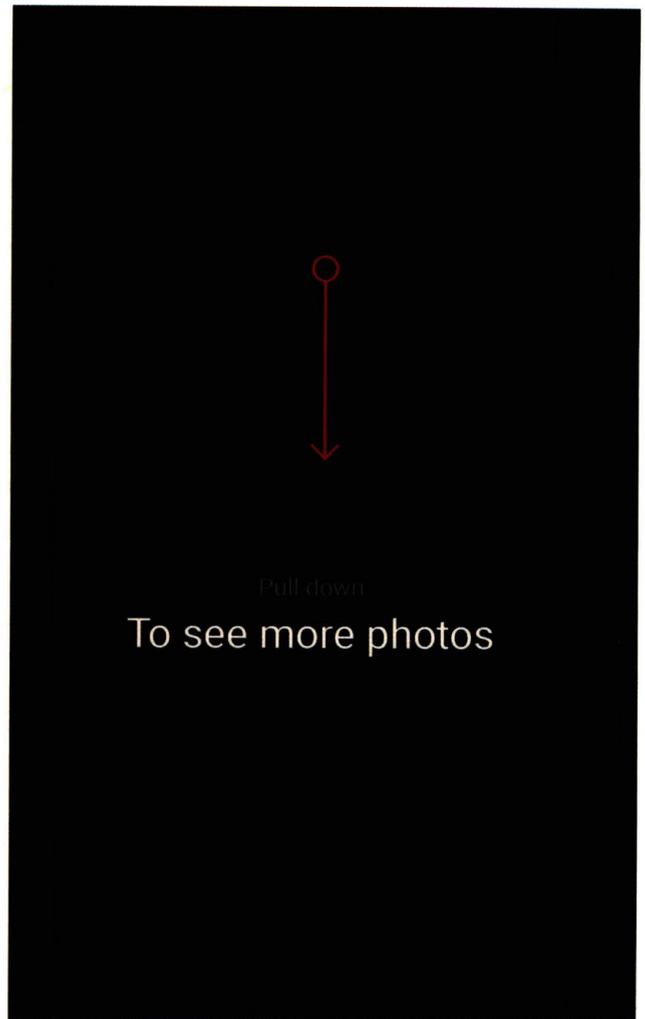
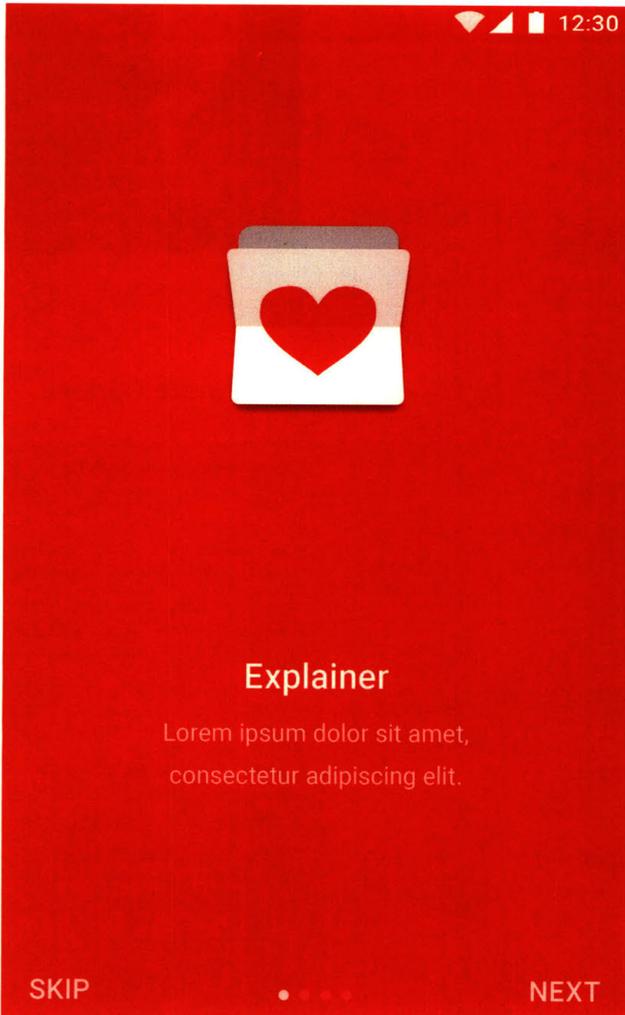
Pull Down  
To see more photos

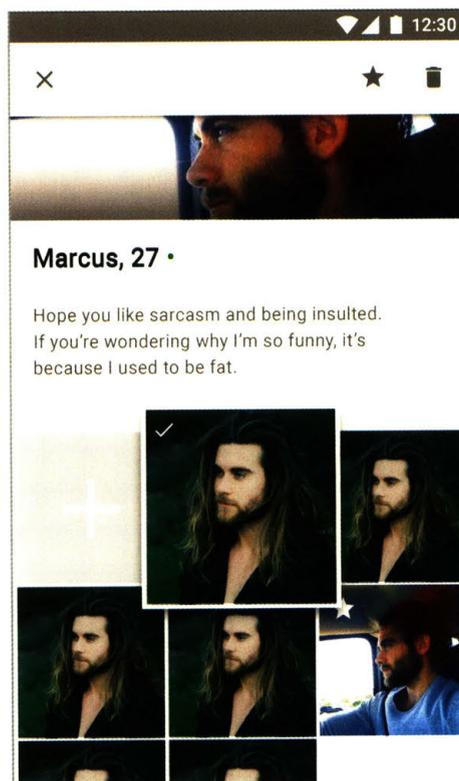
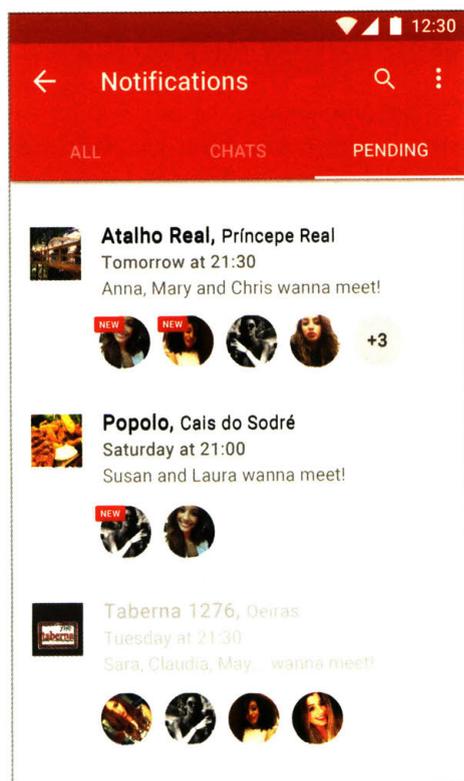
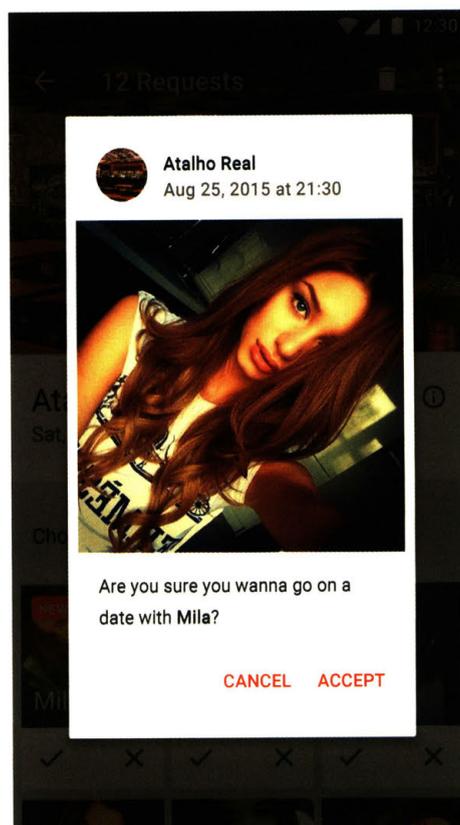
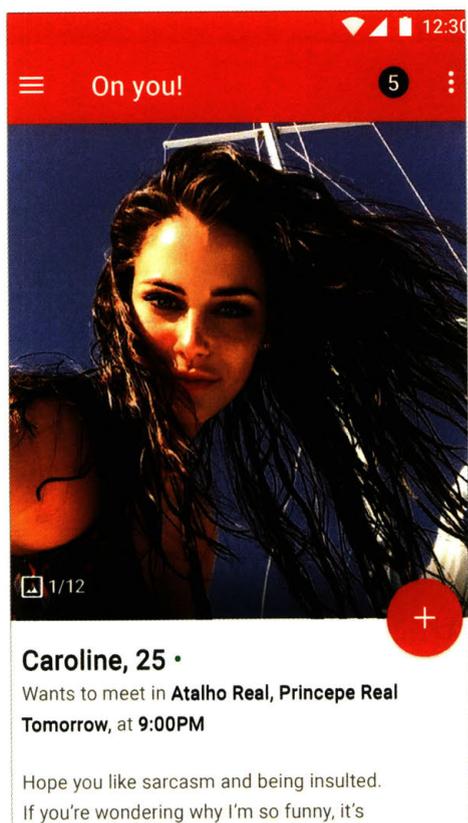


Swipe Right  
If you wanna meet



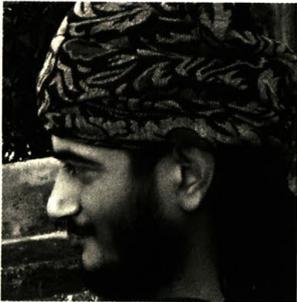
Shake Device  
To undo swipe





# INTRODUCE

## WEB UI /UX DESIGN



### Prakhar Neel Sharma

Prakhar Neel Sharma, a designer born and raised Indore, India where he works with the incredibly talented team at Helpkarma. He struggles to find the perfect 'job title', but likes to explain himself as designer and maker. He will always design and create things, ranging from digital products to almost everything in the physical space. He is primarily motivated by solving problems and always questioning the status quo, which leads him to a lot of exciting challenges and projects most of the time.

He always has a simple and profound concept. Do your best and the rest will follow. If you do great work, clients will follow you.

#### Project 1

### Arabsat App

Arabsat approached to create mobile app for their information, so we decided to go with THE minimal and edgy look to enhance user experience.

#### Project 2

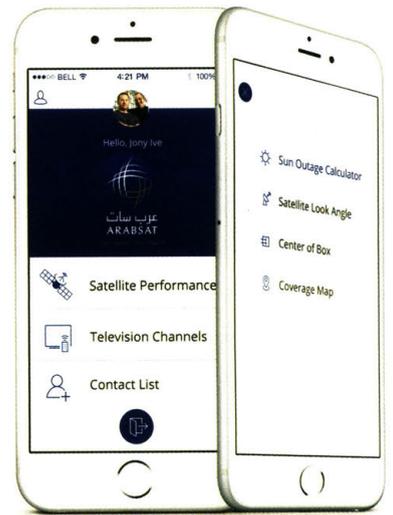
### Community App

The designer created the mock up for a community app, whose function is simply to join, form, play, create, and be socialized... Currently its functionalities have changed a bit.



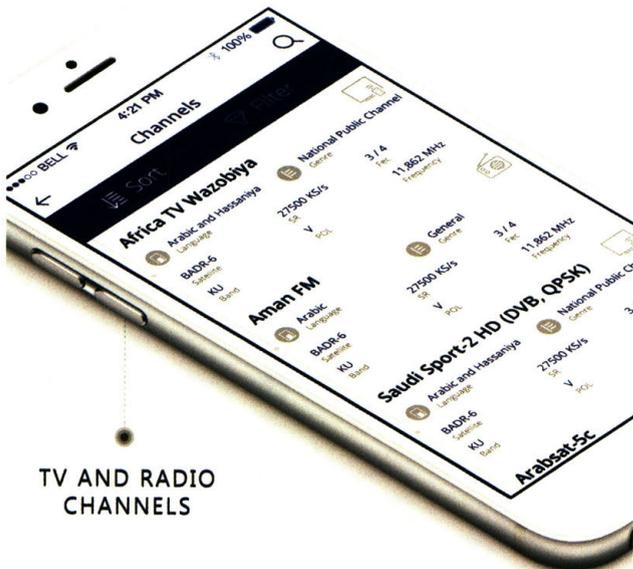


ARABSAT MENU



SATELLITE PERFORMANCE

# Leading communications satellite operator in the Arab World

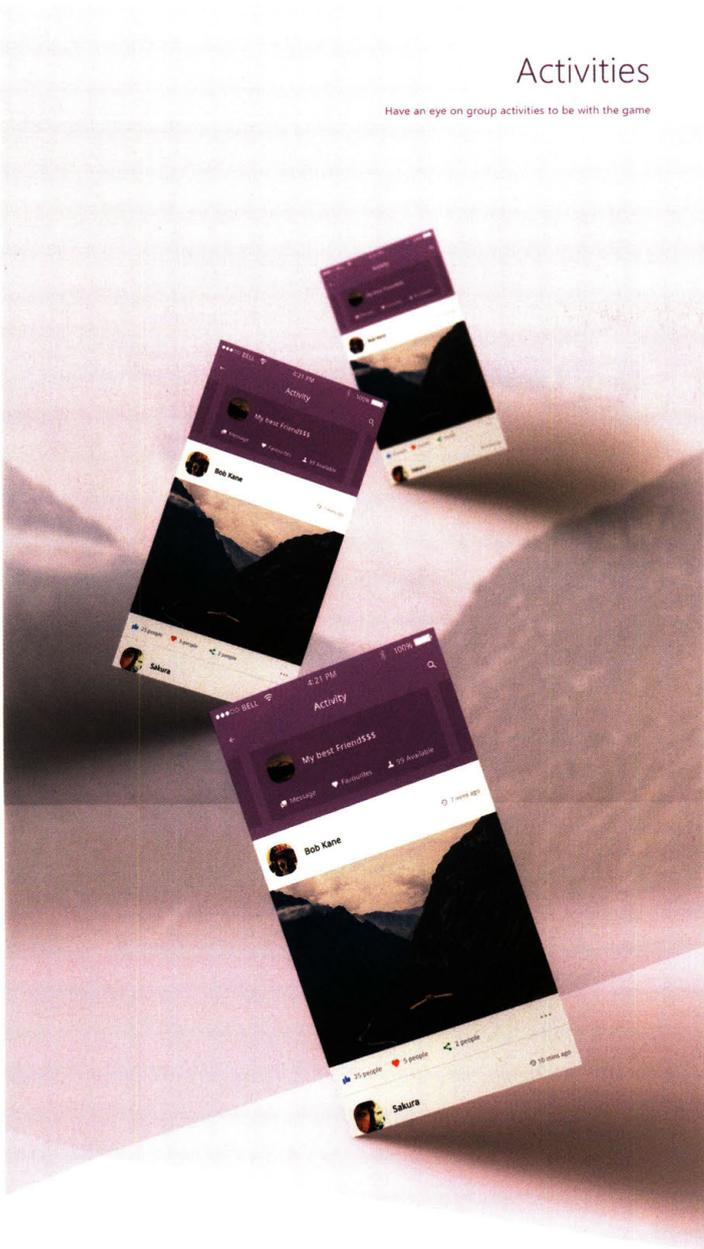


TV AND RADIO CHANNELS



## Activities

Have an eye on group activities to be with the game



## Concept

Creating the most beautiful and intuitive app to connect social community and be socialized. Create community on food events, functions and much more...



## MY profile

Swipe through cards to view full profile in a more intuitive way

Very neat and clean icons to understand better



### Activity



### Mutual Friends



### Info



## Community Chat

Very easy access to chat with lots of features and fun

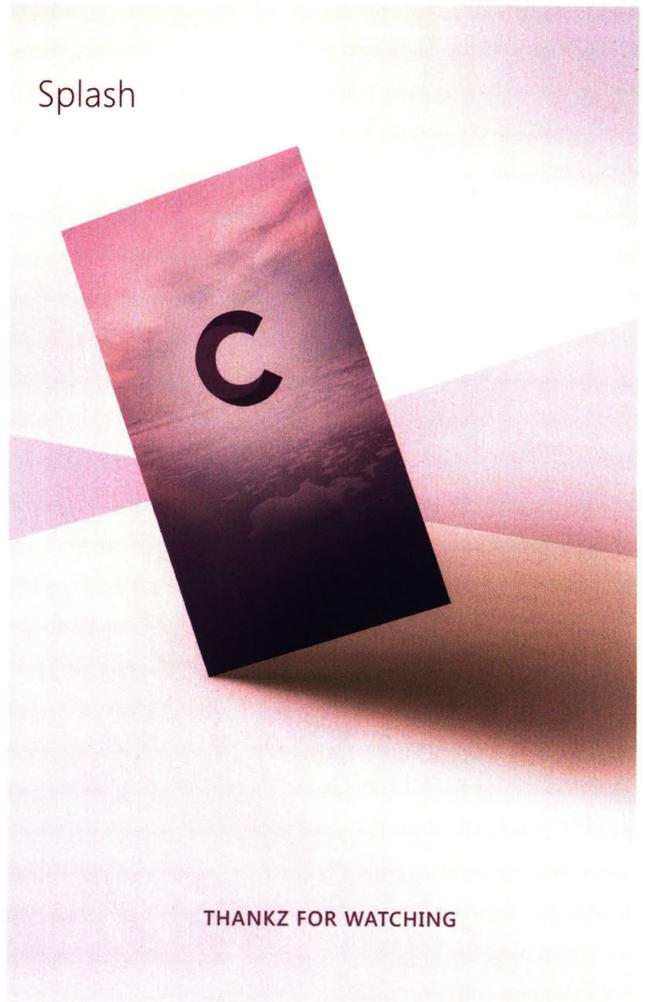


## Walkthrough

New to the app? Don't worry here's a quick tour to show what it does



## Splash



# INTRODUCE

## APP UI /UX DESIGN

### Black App

#### THE COLOR

Black is the darkest color, the result of the absence of or complete absorption of light. It is the opposite of white (the combined spectrum of color or light). It is an achromatic color, literally a color without color or hue. It is one of the four primary colors in the CMYK color model, along with cyan, yellow, and magenta, used in color printing to produce all the other colors.

#### THE CONCEPT

Do you wear only black clothes? Do you buy only black things? Are your favourite color is the #000000? If you have a black fetish, then you're in the best (and probably most blackest) place. Black is an application made for the ones who have a boundless obsession for the black color. Black is the first app where you can browse through thousands of (only) black stuffs.

#### THE DESIGN

Defining black from a visual way was a straightforward task. The color tone of it should be black, the typography should be elegant as black, and the layout should be simple as... black.

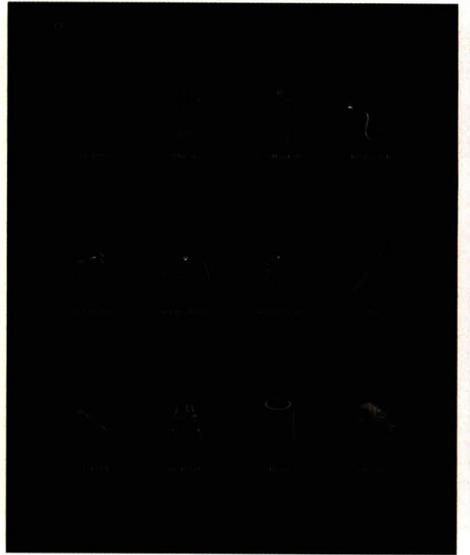
#### TRIVIA

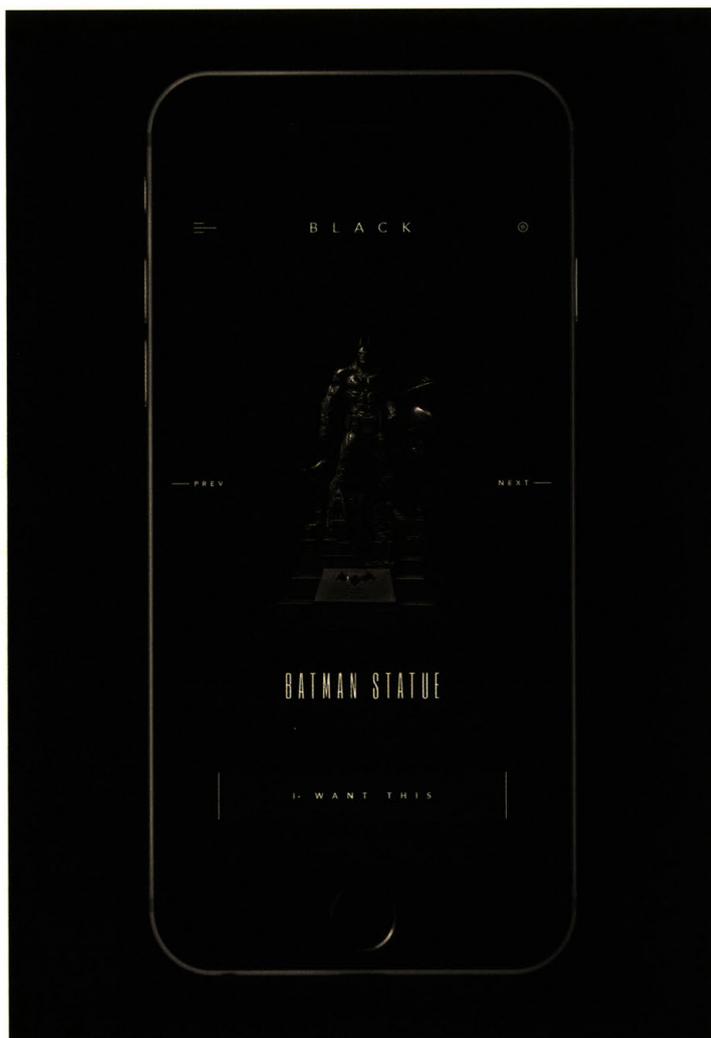
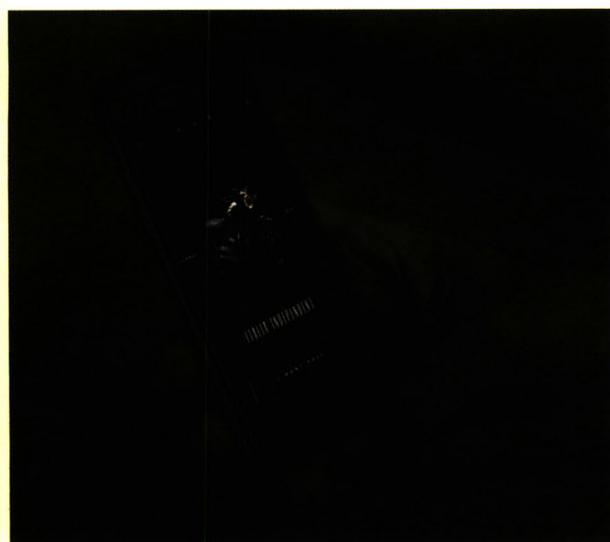
In the 19th and 20th centuries, many machines and devices, large and small, were painted black, to stress their functionality. These included telephones, sewing machines, steamships, railroad locomotives, and automobiles. The Ford Model T, the first massproduced car, was available only in black from 1914 to 1926.



### Viktor Vörös

Viktor Vörös is a digital designer who is passionate about his work, keeping his ambitions high and quality in focus at all times. He worked on projects for Microsoft, Samsung, L'Oréal Professionnel, Vogue, RollsRoyce, Konami, 20th Century Fox & more.





# INTRODUCE

## APP UI /UX DESIGN



### Ivan Stoilovskikh

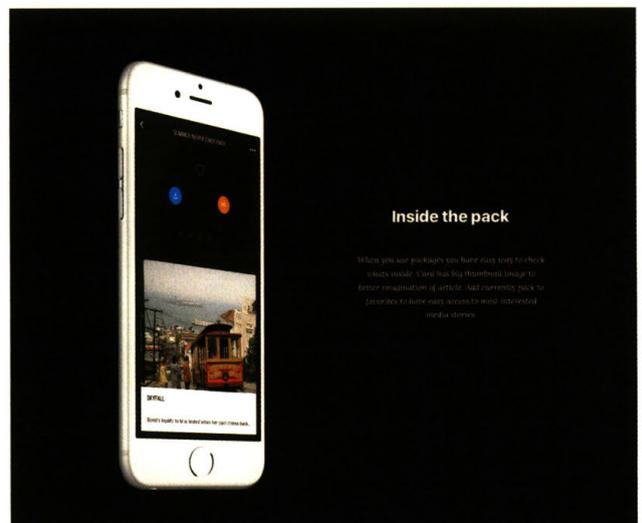
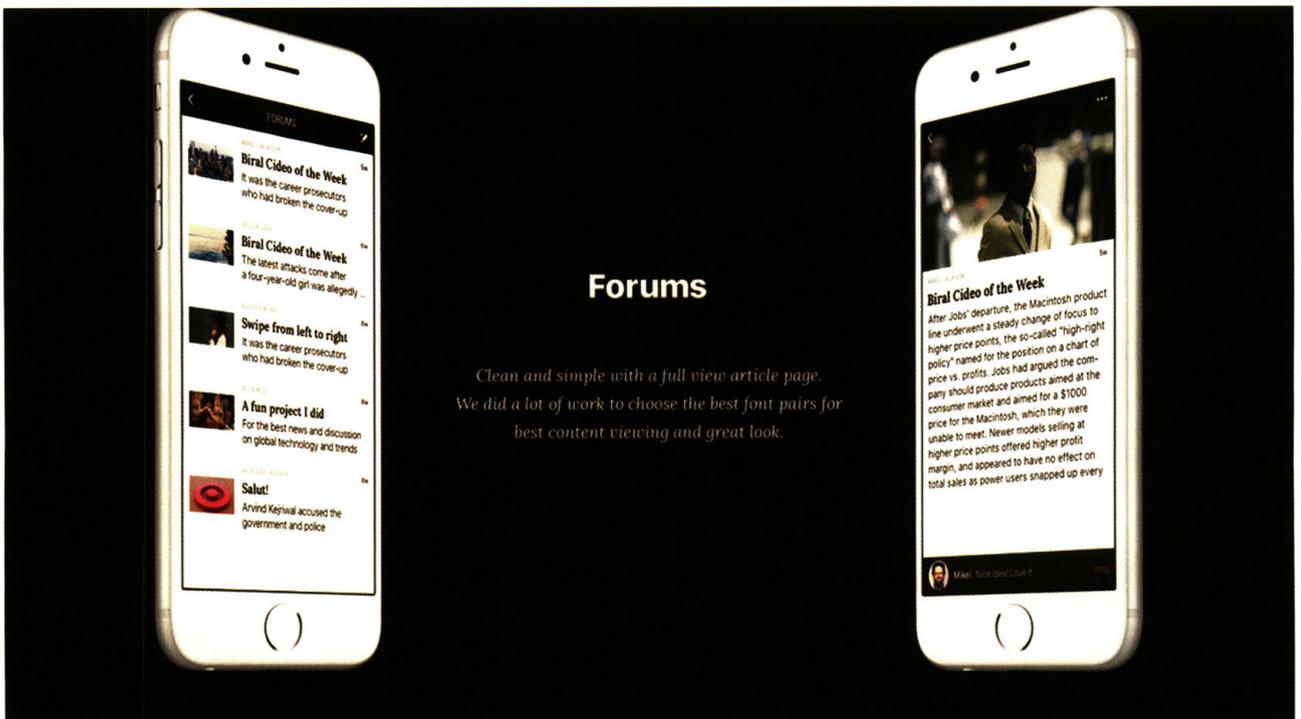
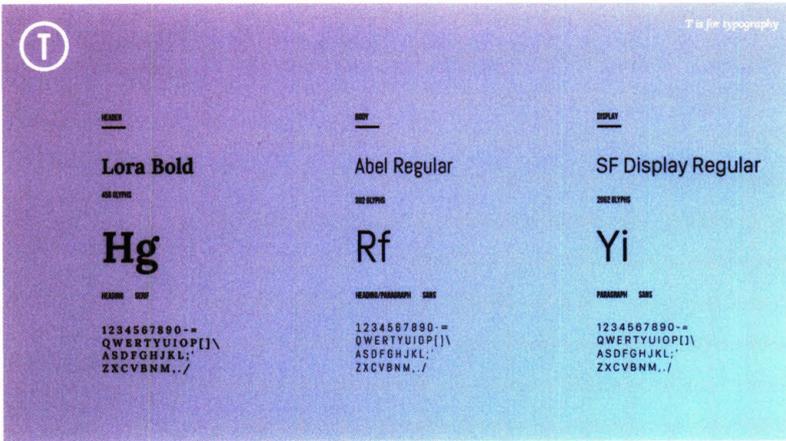
Ivan Stoilovskikh is Visual Designer based in Kiev, specialising in User Interface and Brand Design. He craft brand identities and digital experiences for various brands from startups to big companies. Solving problems and creating new visual languages his my biggest passion. His technical background makes him think of design in a structural and humanistic way.

### PCKG

*/ Design Agency: Firstsquad - Permanent Design /*

PCKG is an iOS App crafted for creating, viewing and sharing the media content. User experience design based on Shaolin's monks best practices.





# INTRODUCE

## APP UI /UX DESIGN

**Hello Monday™**

### Hello Monday

Hello Monday is a Digital Creative Agency with offices in the US and Denmark. We create joyful digital ideas, products and experiences that connect the hearts of brands to the hearts of their users.

Project 1

### Google Ideas

In oppressive countries, people fight daily against digital attacks aimed at preventing the exchange of ideas and information. Google Ideas believes the right tools and technology can give them the power to fight back.

#### The story

Safe access to information is a right you and I may take for granted, but for the people living under the threat of violence and repression, a free and open Internet can be a matter of life and death.

Google Ideas is a global think tank using technology to support free expression and access to information for those who live in unstable, isolated, or oppressive environments. Founded on the principle that the next five billion people to come online will face far greater human challenges than the first two billion, Ideas focuses on what access means from the moment the broadband is laid.

They ask questions like — Is it secure? Is it used to repress people? Does it enable or restrict freedom of expression? The answers to these questions then prompt technical innovation — as software, hardware, or a platform — towards tackling these challenges.

We created a place for them to share their latest products and ventures, but more importantly to share the stories of people on the front lines in this fight against repression — NGOs, independent news sites, and journalists who have battled against the constant threat of hackers and DDoS

attacks, and have been able to use Google Ideas products to keep their efforts online and ongoing.

The project was initiated with a very important question: How do we reach the very people that could most benefit from these products?

The Google Ideas site is more than a destination for product downloads. It is a platform to share real stories from real users around the globe. Through a continuing series of audio interviews, we will hear about the digital threats that impact journalists, human rights groups, activists, and the billions of people coming online for the first time.

In an age where the Internet is often the catalyst for massive political and social change, it's important that now more than ever both these stories reach a much larger audience, to raise awareness and help get the right tools into the right hands, as soon as possible.

This project is created by

CLIENT

## Hello Monday

PROJECT MANAGEMENT

Megan Potter  
Andreas Anderskou  
Tara Cypher

CONCEPT DEVELOPMENT

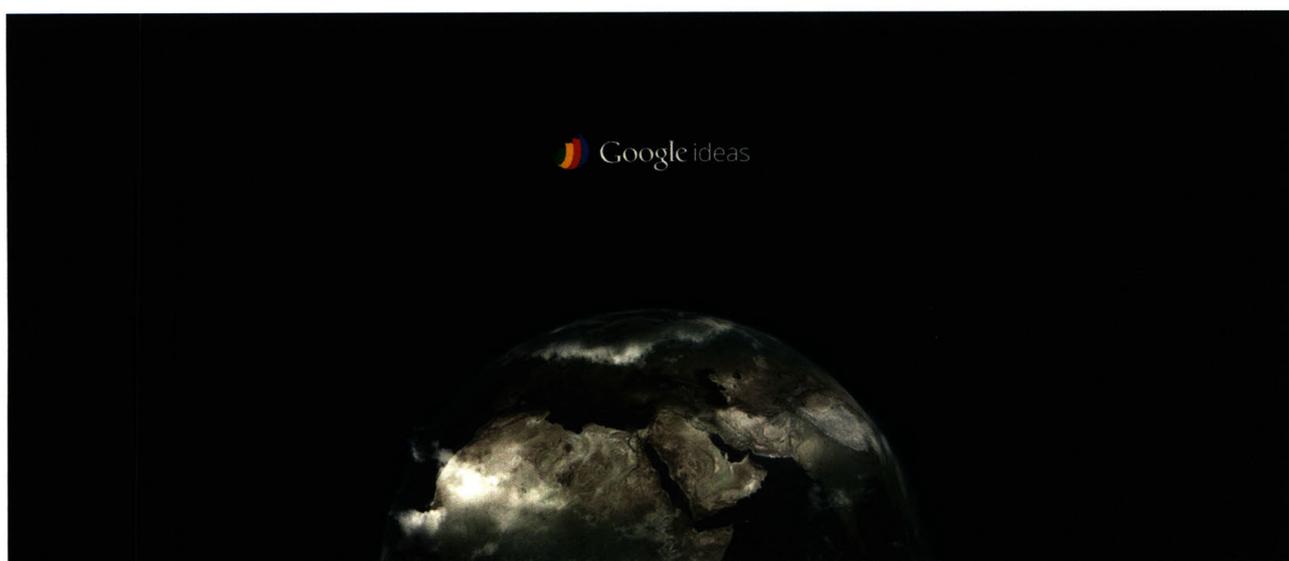
Casper Holden  
Jonas Emmertsen  
Olivia Friedrich

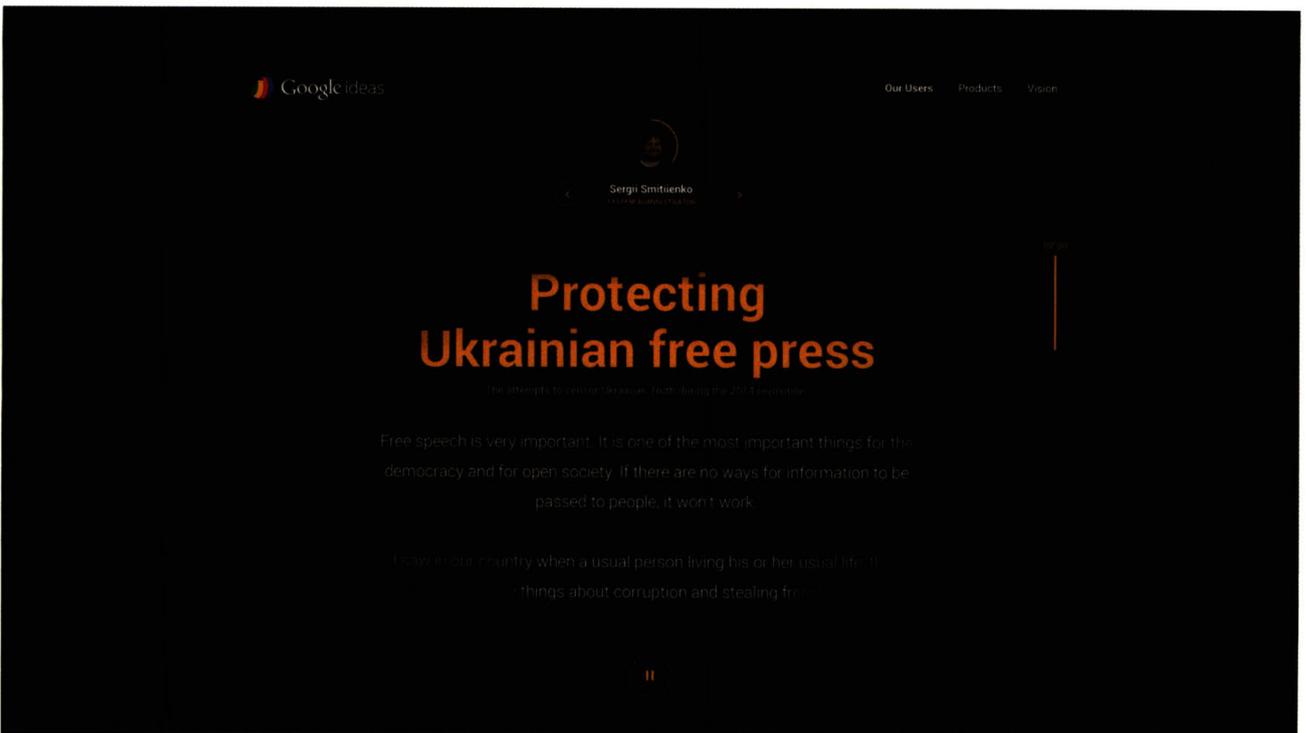
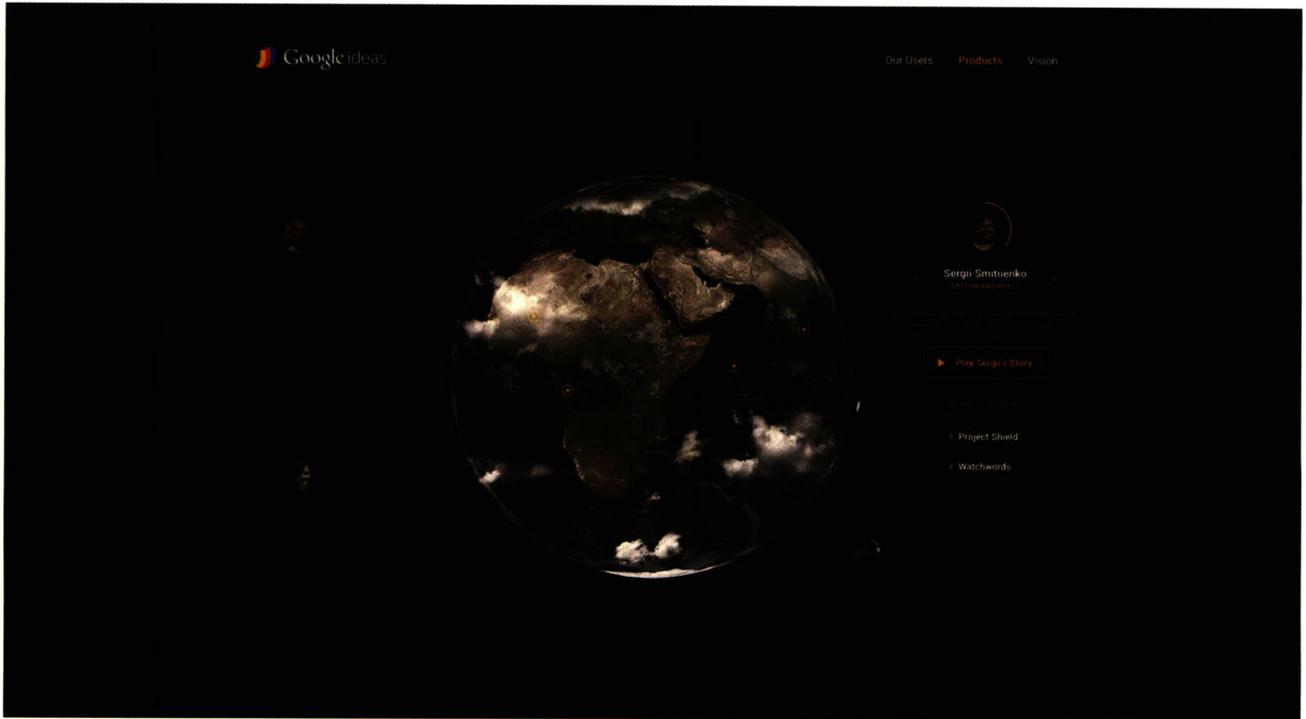
DESIGN

Morten Solvstrom  
Jonas Emmertsen

DEVELOPMENT

Lasse Korsgaard  
Joey Maese





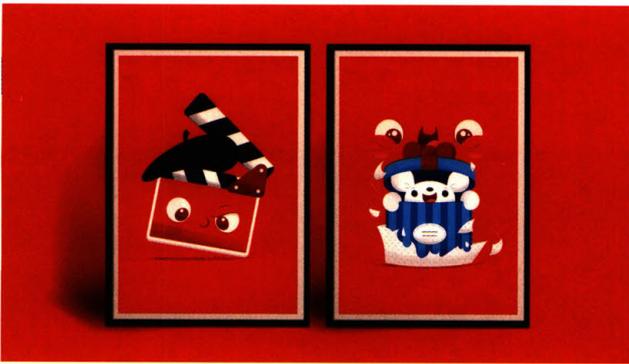
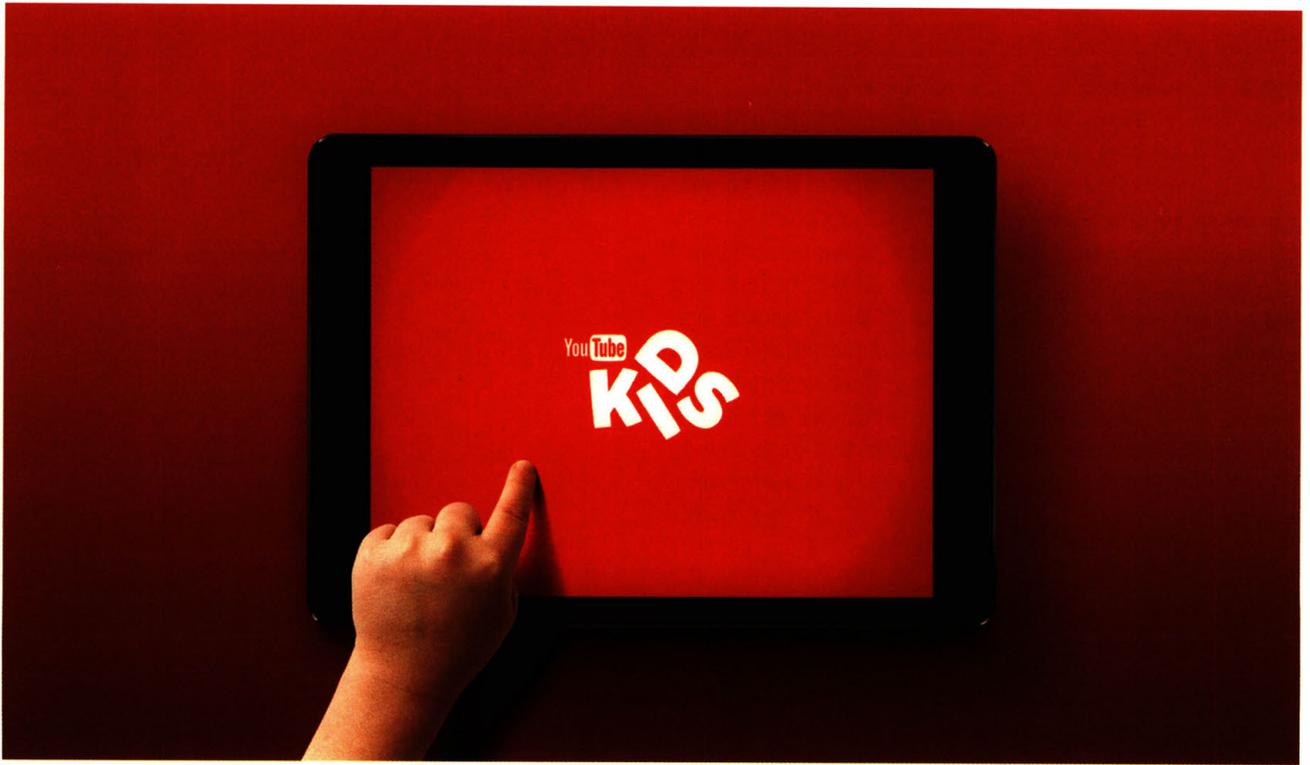
# YouTube Kids

*/ Creative Director: Johanne Bruun Rasmussen  
Art Director: Steffen Christiansen & Emil Juul     Producer: Megan Potter /*

Hello Monday and YouTube got together, and in the beginning of 2015 we announced the birth of our love child, YouTube Kids! A safe place for kids to play. We were asked to help create a safe video environment that parents can trust, where kids can find amazing content that's perfect for them, and where both groups can have a blast, together. We designed the entire brand identity, including the product interface. The kid-friendly UI uses icons and tips that any young mind can easily understand. Inspired by our own childhood best friends, invisible pals, and favorite toys, we created an animated character sidekick that guides each child through the app, and grows along with them. The visual identity draws from the original aesthetics of YouTube, the mother brand. It's fun, quirky and embodies the YouTube Kids brand.

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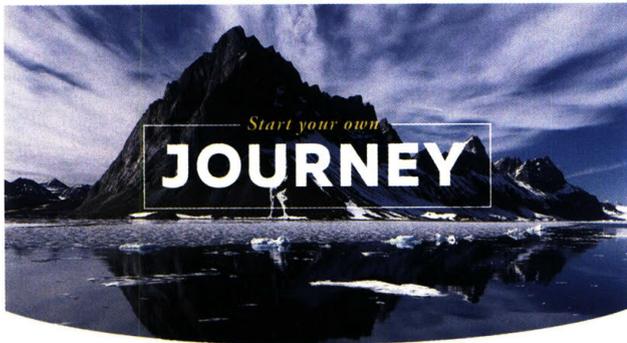
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# INTRODUCE

## APP UI /UX DESIGN

### Travel App

Travel around the world with new Journey App to the most beautiful and amazing places in the world. This app allows you to find spots that you want to see and create a day-by-day itinerary for your journey.



### Inkration Studio

A team of creative guys, specializing in design and illustration. Let's make your ideas successful together!

☰ JOURNEY LIST

*High path*

# NORWAY

Dale  
12 aug, 8:30 am

Oslo  
15 aug, 10:00 am

START TRACKING

distance  
1.25 mi

time left  
2:34:50  
tracking stopped

elevation  
920 ft

direction  
N/W

ON THE WAY

### Journey Highlights

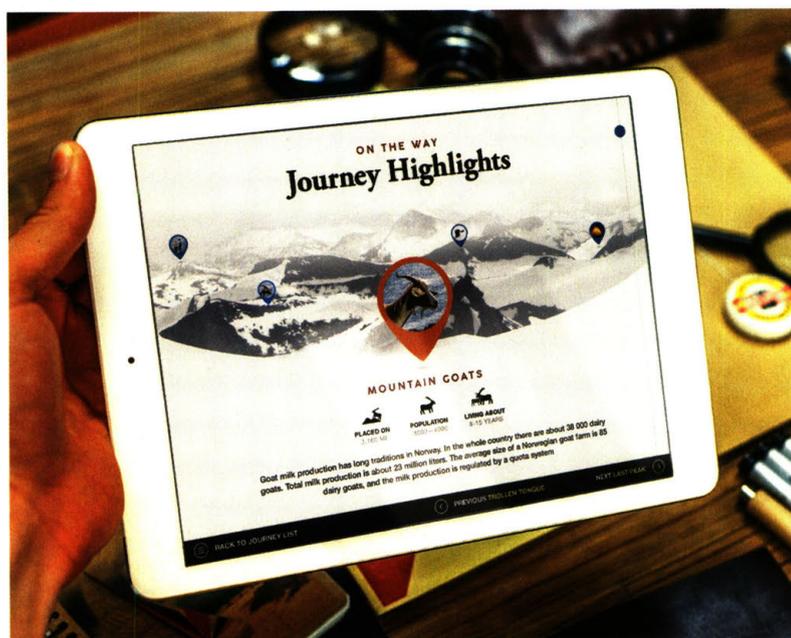
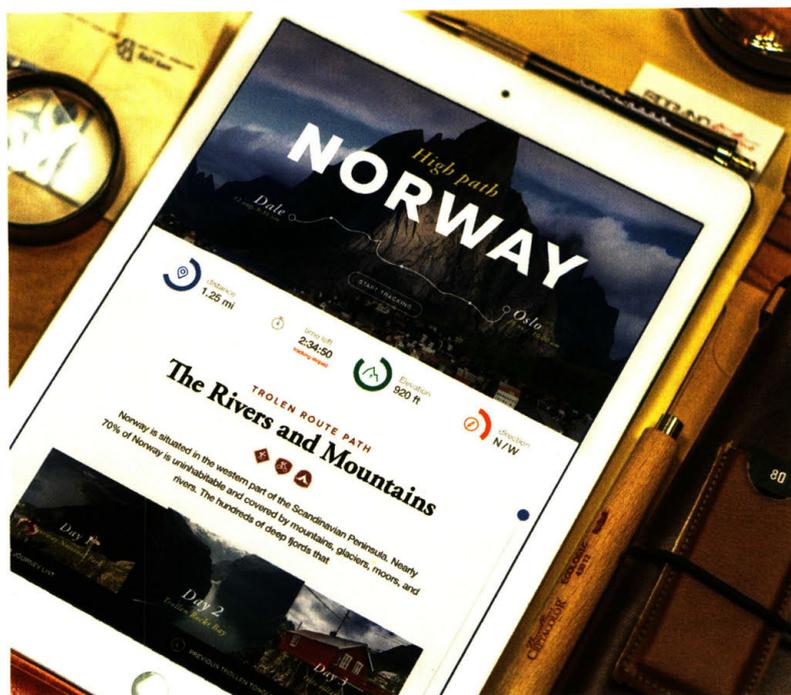
MOUNTAIN GOATS

KLENCZNER

ON THE NORTHEAST

71° 10' N 25° 47' E

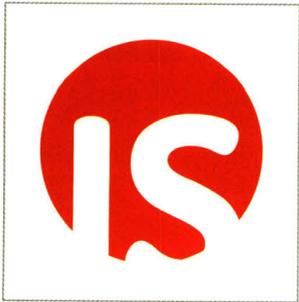
NORWEGIAN SEA





INTRODUCE

## APP UI /UX DESIGN



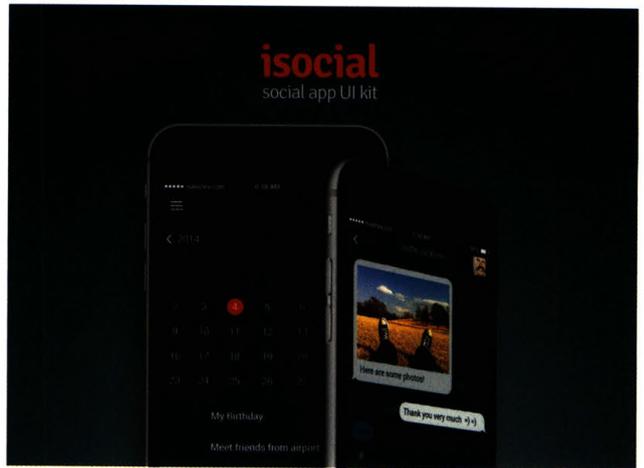
### Igor Savelev

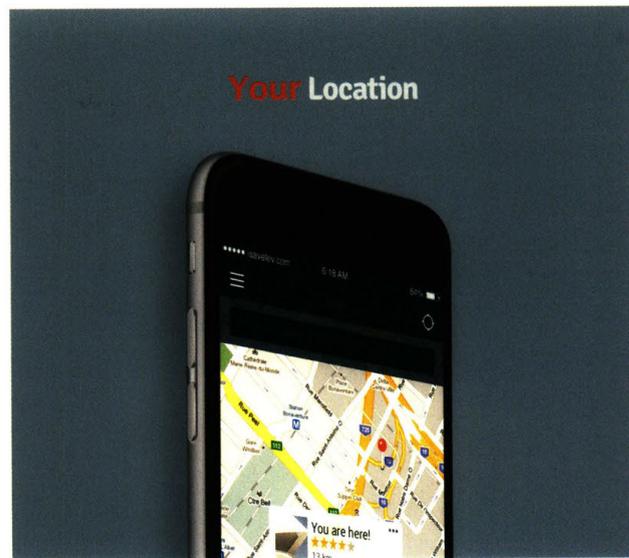
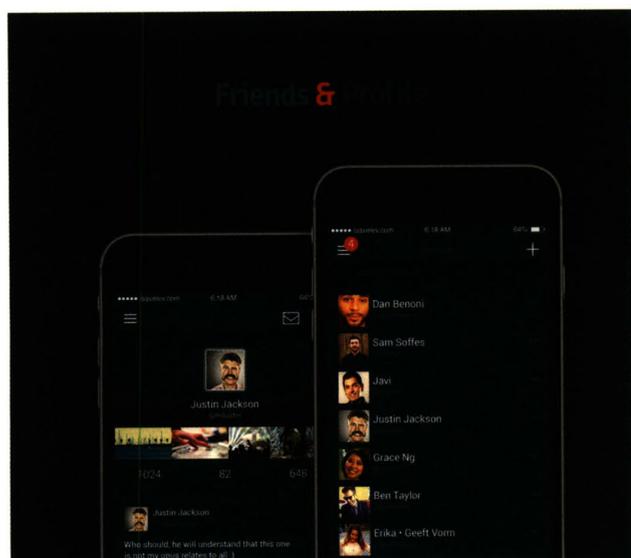
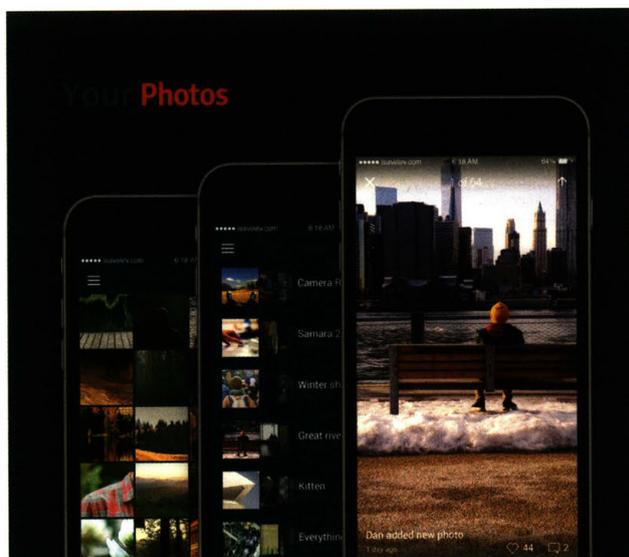
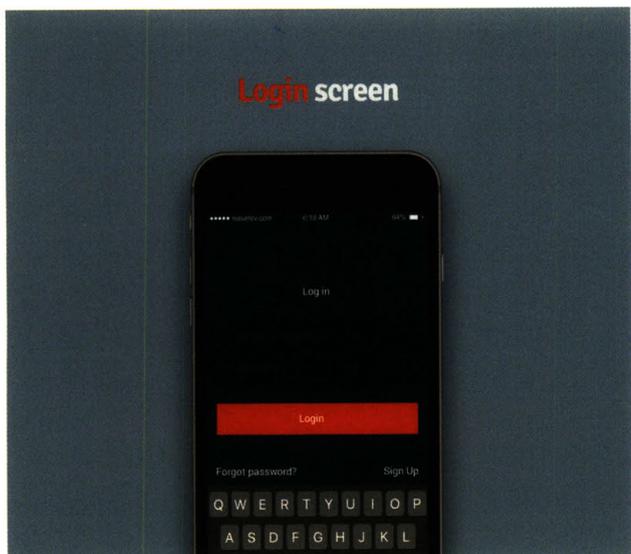
Igor Savelev is a designer and art director, focused on design for digital products with passion for interaction, UX and technology. Based in Russia, work all over the world.

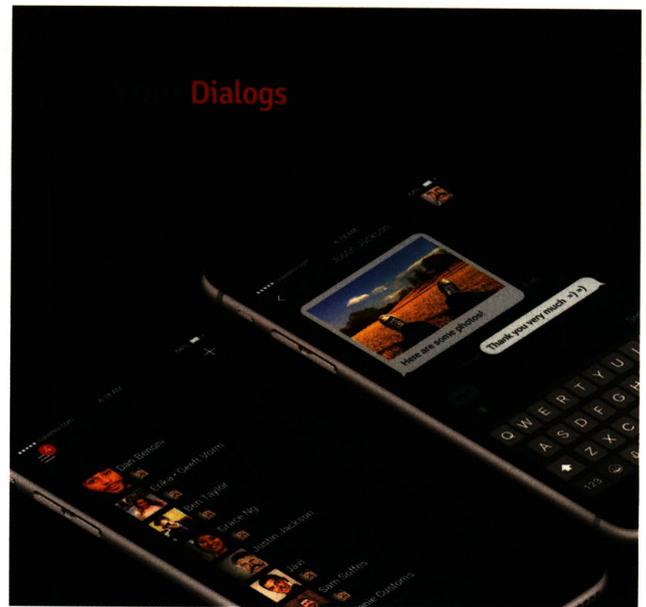
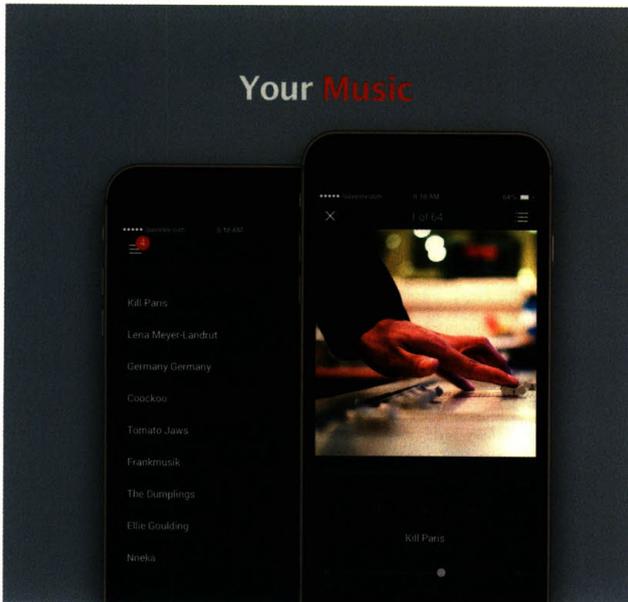
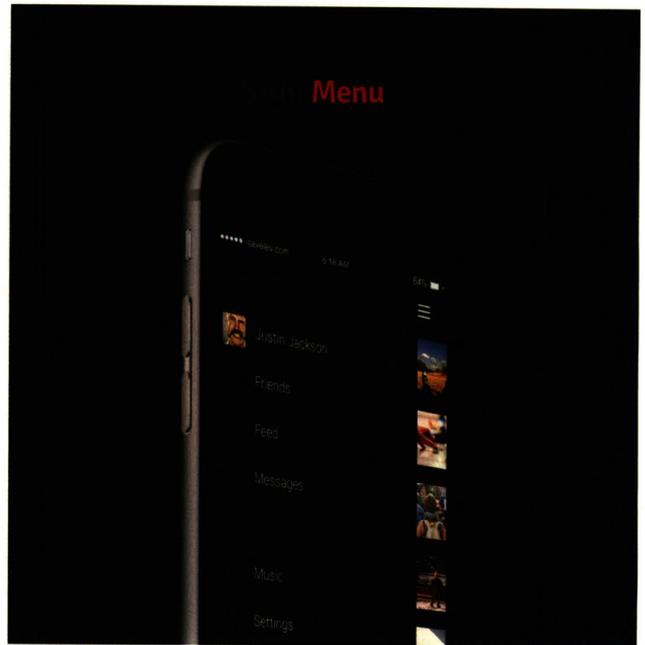
### iSocial iOS UI Kit

*/ Design Agency: iSavelev /*

This UI kit includes all necessary screens to create social app design. It includes 15 screens in one .psd and .sketch files.







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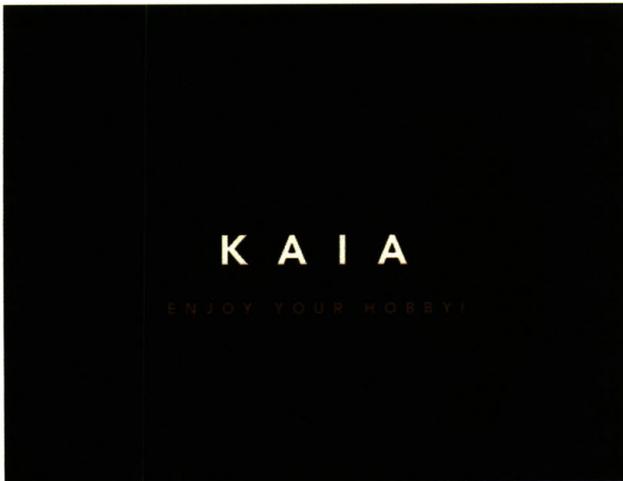
## INTRODUCE

### APP UI /UX DESIGN

#### KAIA

*/ Designer: Alex Ds Karera /*

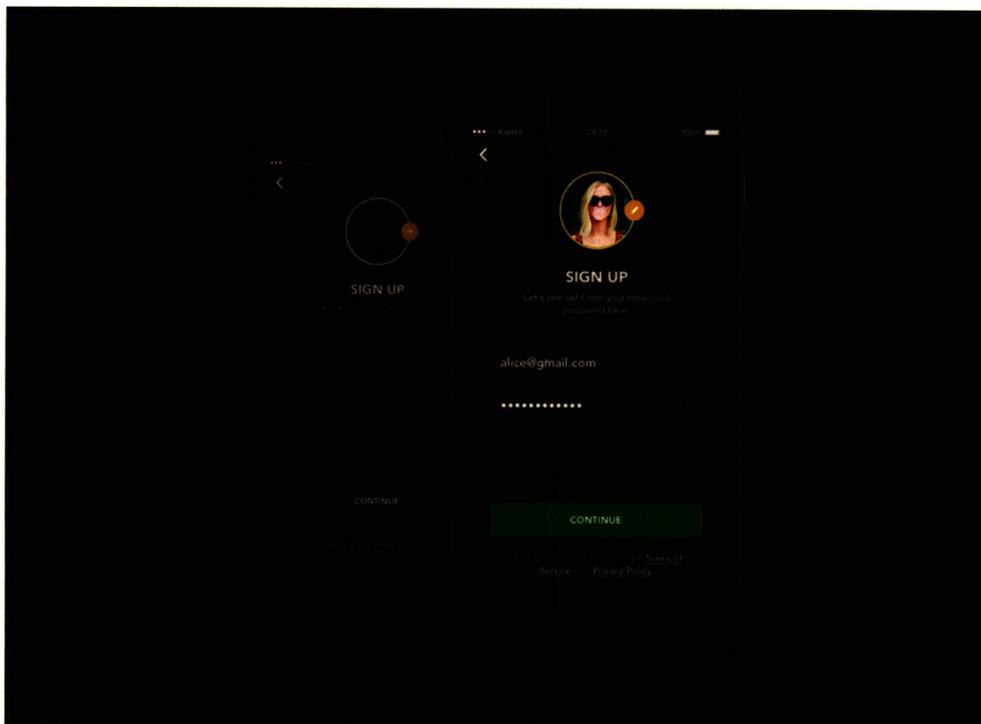
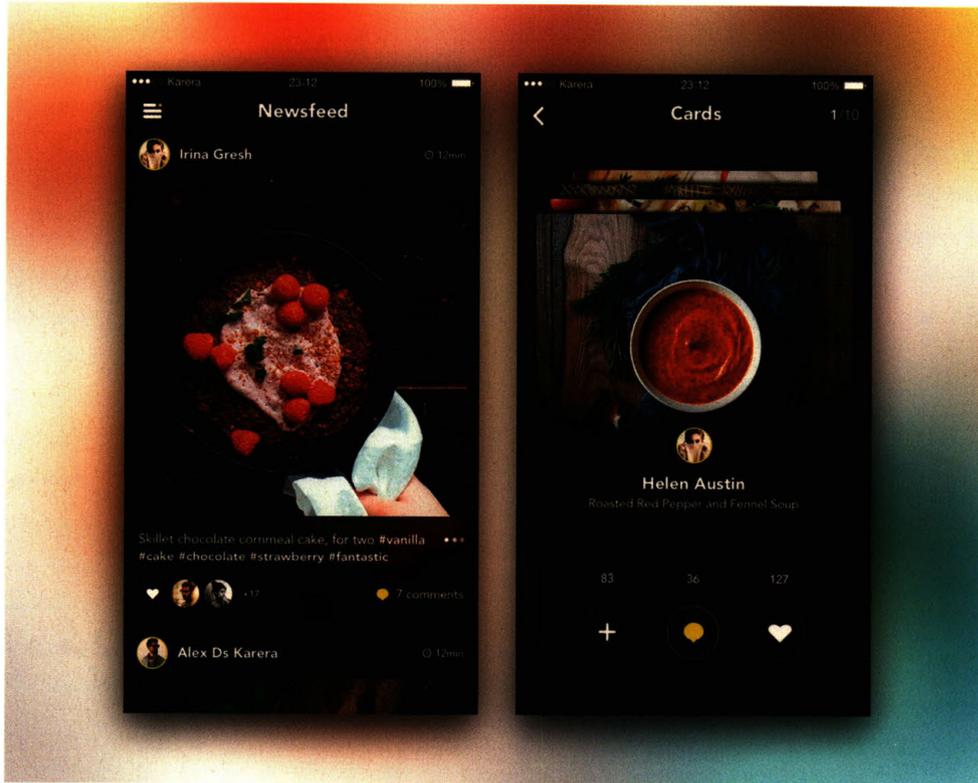
It is a sharing network of photos and recipes.

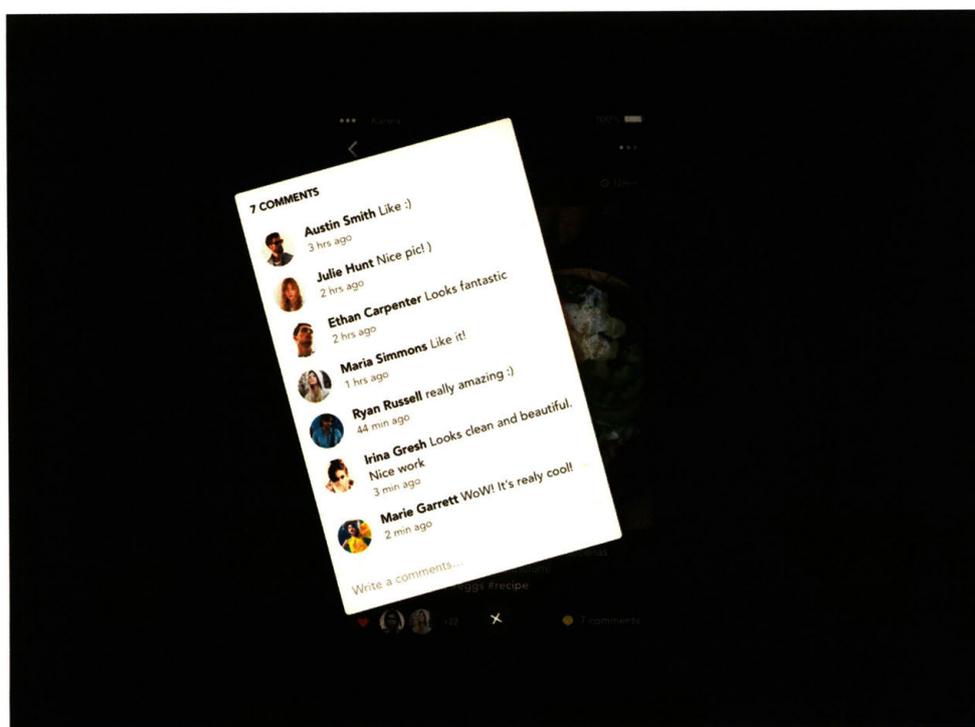
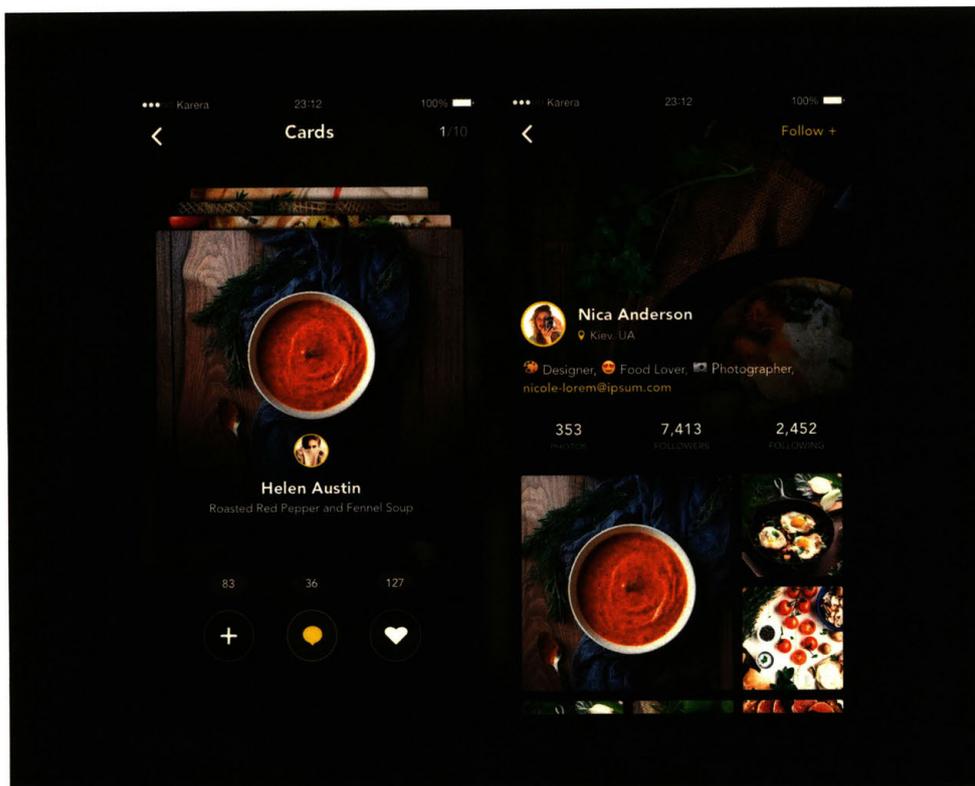


#### OSSMIUM

#### Ossmium

Ossmium is a design studio based in Ukraine. They position themselves as UI/UX designers who work preferably on mobile, web and SmartTV interfaces of any difficulty.





# INTRODUCE

## APP UI /UX DESIGN



### Lukasz Jackiewicz

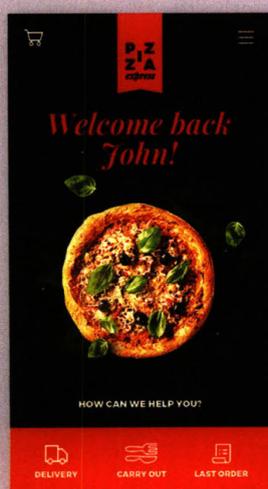
Lukasz Jackiewicz is a 28-year-old designer from Poland working in one of Warsaw agencies (Dentsu Aegis Network /Isobar Poland) and as freelancer for clients from around the world. He specializes in digital projects mainly web design and mobile app design.

### Pizza App

After short research of similar applications I have started to wondering what should I do to stand out my layout from others. I have decided that I will use dark color scheme because other apps used mainly light colors. Moreover I wanted to strongly exhibit the products, I wanted user watching the products could feel it very sharp, in really plastic way. I have decided to use dark wooden table as a background and dishes should slide over it when user choosing what he wants to eat. We can't see it on the static images but app should be rich-animated for example with leaves moving over table and other parallax effects.

I could describe my design style as simple and clean, strongly grid based with bright and fresh colors. I don't like when the layout is chaotic, irregular or when the design is too rich. I think we should remember that everything what graphic designers do is primarily the tool which should be easy to use and user-friendly. I always try to keep the balance between nice look and usability

A red rectangular background with the text 'PIZZA express' in a bold, black, sans-serif font. The word 'PIZZA' is stacked vertically, with 'P' and 'Z' on the top line, 'I' and 'A' on the second line, and 'Z' and 'A' on the third line. The word 'express' is written in a smaller, lowercase, italicized font below 'PIZZA'.



# INTRODUCE

## APP UI /UX DESIGN



### Marcelo Siqueira

Graphic designer and typography enthusiast currently living in São Paulo - Brazil. Having his work published in advertising and graphic design areas, working with design since 2010. Marcelo follows a minimal and modernist design to develop his works.

### Pangaea

*/ Design Agency: Mirum Agency  
Client: JWT Group*

*UI Designer: Fabiano Souza*

#### The challenge

The challenge begins with the search of an innovative way to connect J. Walter Thompson's employees and to improve the connection between all the agencies.

#### Insight

To develop a software to connect people and transform the experience of sharing information between specialists. Starting with connection, the user becomes the center of all communication and, therefore, search and spread information in a cyclic way, being the main connector between process, software, project and content.

#### Solution

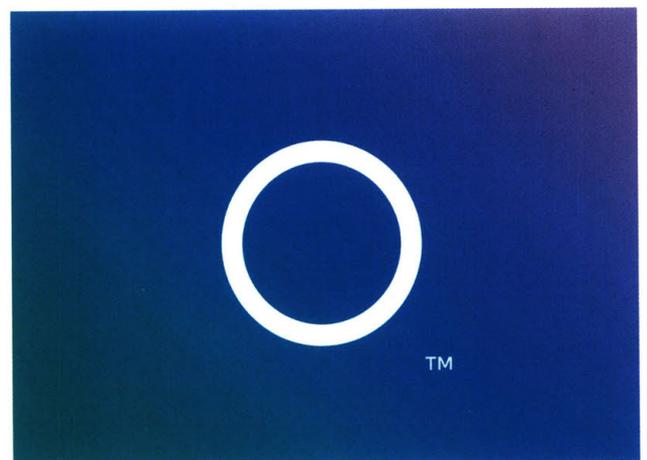
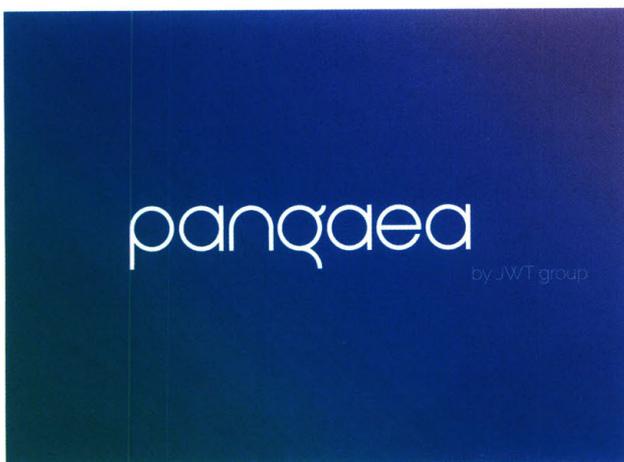
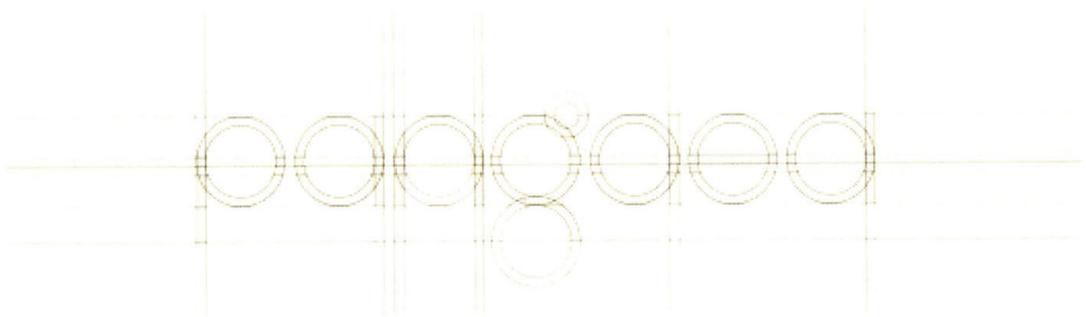
Creating a MVP web app, bringing solution to the main problem. In a first moment, the functions will be tested on Appweb format, and after a test with real users, will become a native iOS and Android app as well. Based on backend there is Starmind, a code that allows making connections between anybody and the most qualified specialist on the area that the problem or doubt is present. From this connection the app turns into a tool to exchange information, in which user is able to comment questions and solve problems.

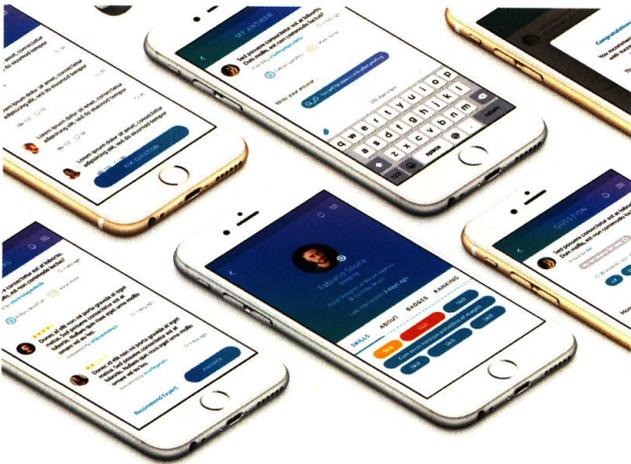
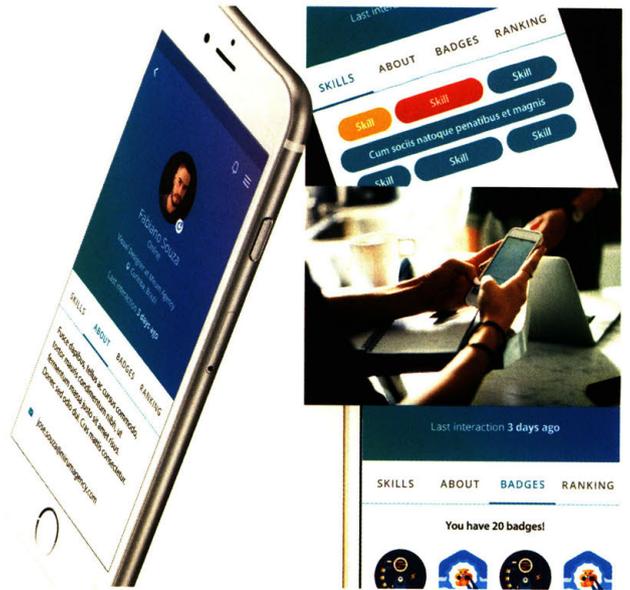
#### Brand solution

With the core of creating connections between people and their constant search versus the information spread,

the main tool of the entire process and the software are the users. They are the center of the information and a significant part of the process, being able to eliminate doubts with a perfect solution for any situation (the knowledge shared between people). In this way, we named the app of "Pangaea"; a reference to the Earth's phase when all the continents were connected as one. The centralization of all this operation is the user, they are the key to the entire app. To figure it out the user on the graphic construction, we designed a central circle that builds the entire typography.

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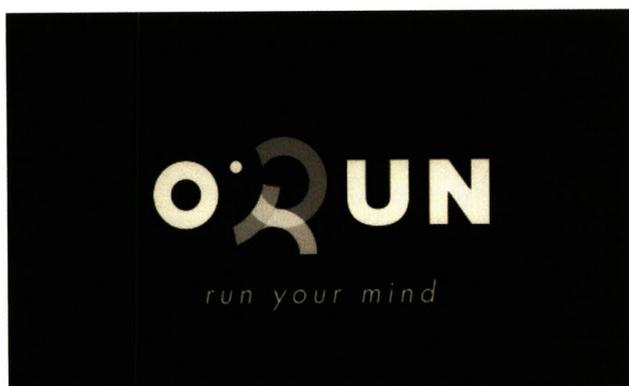
## INTRODUCE

### APP UI /UX DESIGN

#### O'RUN

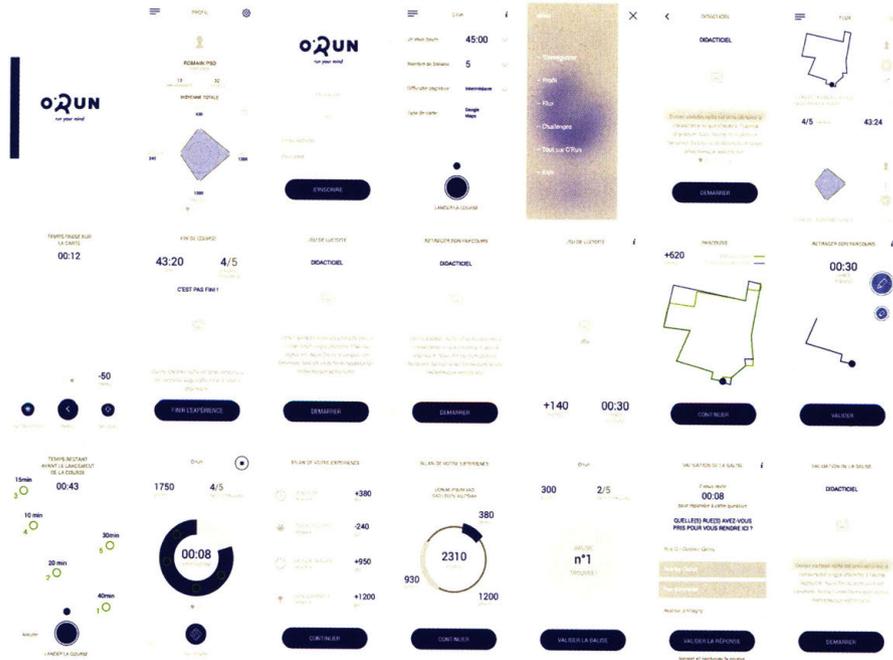
O'RUN Application is a school project made for my first year at Gobelins with Adrien Scholaert, a creative developer. We created this sport application to present a new way to run. Our application uses the orienteering race. Orienteering is a family of sports that requires navigational skills using a map and compass to navigate from point to point in diverse and usually unfamiliar terrain, and normally moving at speed.

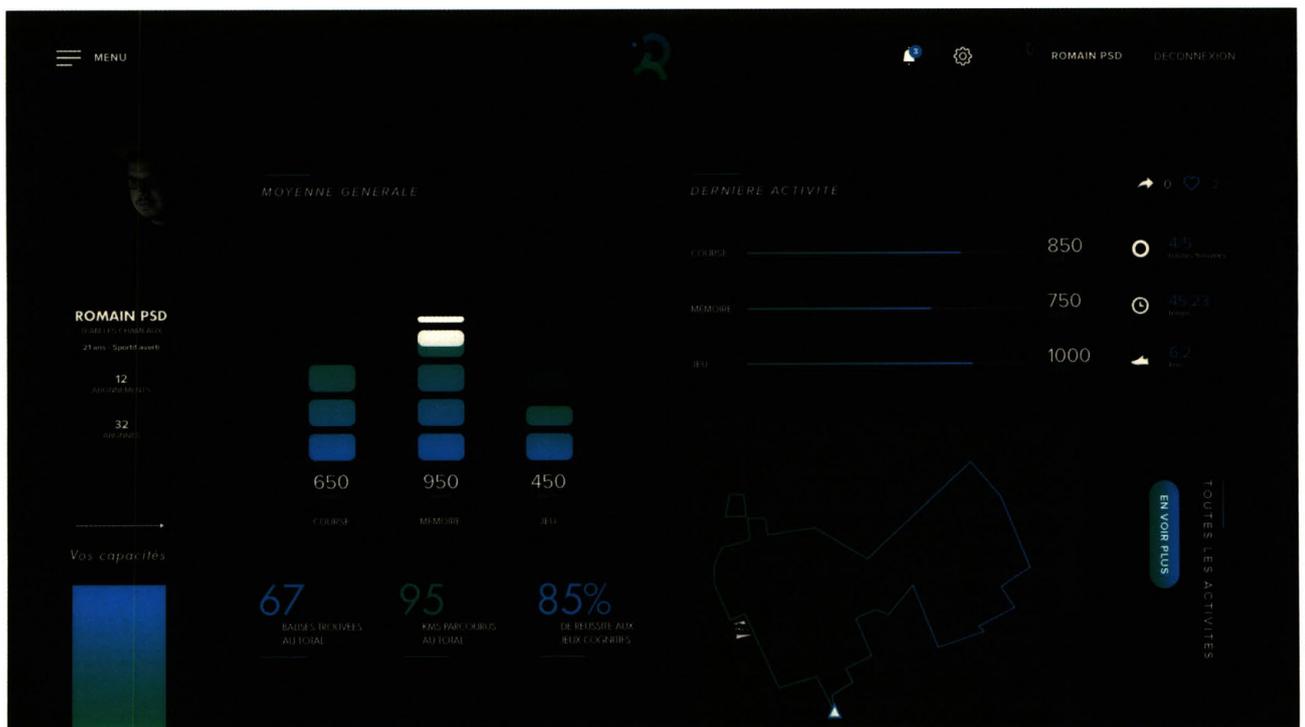
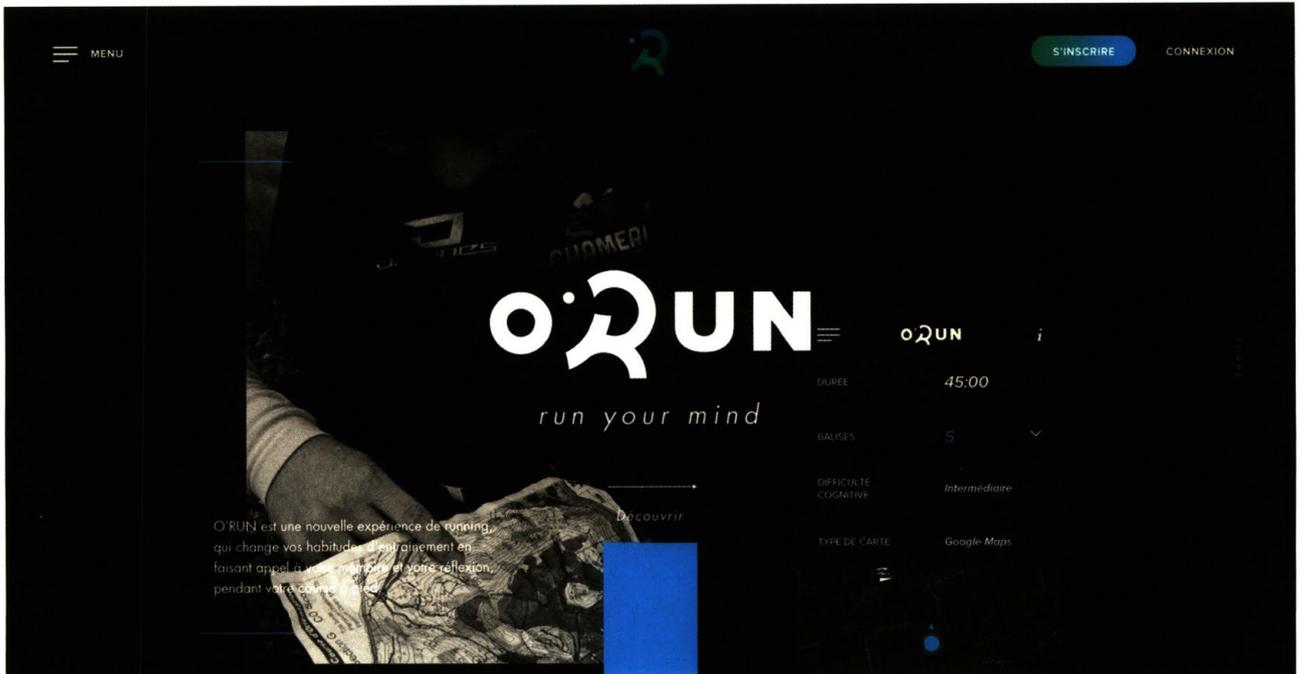
O'Run is an app to train you mentally and sportily. You need to think, to create your itinerary and to memorise the marker. This is a new way to do sport.



#### Romain Passelande

Romain Passelande is a 22 years old French digital designer studying at Gobelins "L'école de l'image" in France.





# INTRODUCE

## APP UI /UX DESIGN



### The VOLO Team

The VOLO Team strives to make travel recording easy and simple. The team loves traveling, and we saw the need for a simpler way to record the trips and moments of travel. We see how important experiences are and how precious the memories are for everyone. We want to help those who want to hold on to their memories.

### VOLO - The Travel Journal

*/ Designer: VOLO Team /*

Where do you store your memories of travel? VOLO keeps your experiences alive all in one place. Record your once in a lifetime moments with words and photos, mark destinations that you want to remember. Co-author a story with your travel mates to create a truly unique story.

We wanted to make recording travel memories fast and easy. VOLO's offline feature lets you log every moment of your travel without the internet connection. The simplicity of VOLO lets you keep your precious travel memories quickly.

#### CREATE YOUR OWN JOURNEY

- We focused on making our design simple so that anyone can record their journey quickly and easily.

You can write notes, add photos as collages, and routes to keep track of your travels.

#### LOGOTYPE

- Our logo is the V in VOLO. It resembles the wings of a bird, and a quotation mark to represent our values. The bird represents the traveler's desire to fly to a new destination and the quotation mark represents VOLO's purpose - to record the traveler's thoughts and experiences.

#### COLORS

- With VOLO's simple yet fun features, you can store your travel experiences into a journal entry. This is your home screen where you can see your story collection. Under

your personal URL, there are flags of the countries you've been to. The number of flags increases as you write more stories of your travels around the world.

### MOBILE APP

- Our main 3 screens: My Home, Inspirations, and the timeline of a journal.

### APPLE WATCH

- VOLO is also available on the Apple Watch. Without having to take out your phone, you can make a new story, mark your location and leave notes with Dictation.

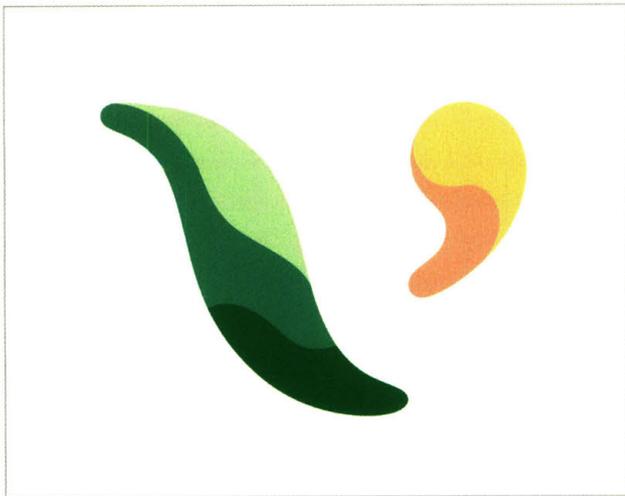
### WEB

- All the stories you write on the VOLO app can be also viewed on the web. You can share your personal URL with friends so that they can also read your story.

VOLO is available on the Apple App Store & Google Play Store.

We hope that with VOLO, people will be inspired to travel and become an inspiration to others!

Let your travel unravel with VOLO.



TYPOGRAPHY

**Aa** Aa

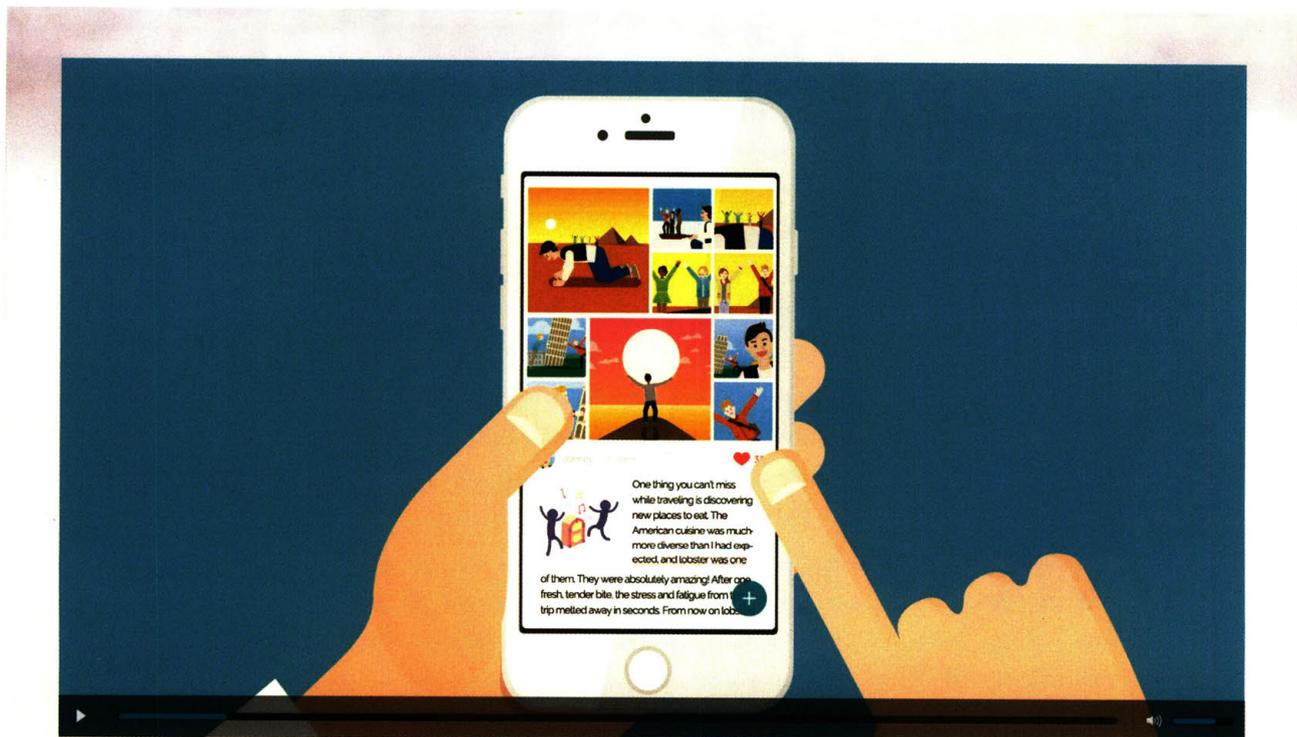
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@#%&\*()

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890  
!@#%&\*()

COLOURS

#35babc #e3e6e8 #303a50 #f8791

ICONS



Put your words and sights alongside your travel companion's.  
Create a journal that is truly unique with VOLO's Write-Together feature.



### Create your own journey

Your notes, photos, routes  
VOLO lets you keep all your travel memories in one place.



### Let your travel unravel with VOLO

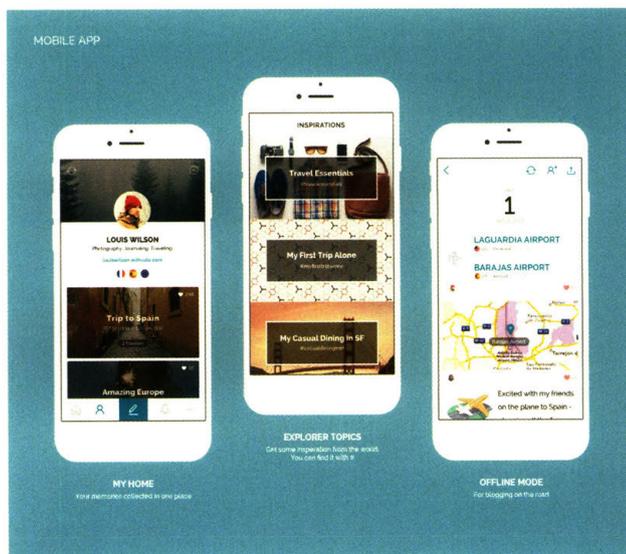
With VOLO's simple yet fun features, you can store your travel experiences into a journal entry.  
Keep your journey alive with VOLO.





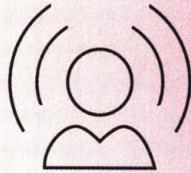
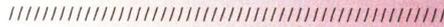
## Record your moments with VOLO

Sights, roads, and destinations, all stored in one place. Don't let your moments slip away—record them with VOLO. Start your journal today by downloading the app.



**03** /

**B R A N D  
P R O M O T I O N**



APP UI /UX DESIGN

# INTRODUCE

## APP UI /UX DESIGN

### Jungle Fever iOS App

Jungle Fever is a fashion brand in professional hair care products. The purpose of the project is hairdressers and stylists offer the best professional solutions.

The goal of developing applications for mobile phones and web applications for hairdressing salons was to provide artists simple and effective tool for scheduling of work.

The basis of design is minimalism and simple light interface for greater ease of use application. Light interface was combined with bright red spots, giving emphasis to the important parts, created a convenient tool for hairdressers and stylists of all ages.

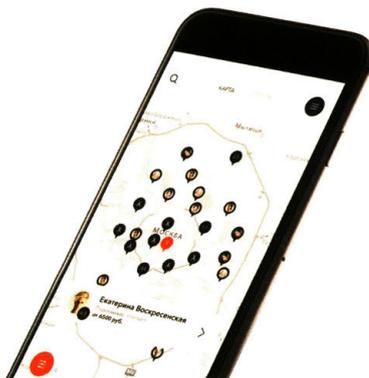
An important influence on the design had an increase in the space with the addition of "air". Cutting off all unnecessary achieved pleasing to the eye design with the good composition and attention to details.



Alex Yurkov

Alex Yurkov has been a designer since 2011. He lives in the Crimea; he loves the sea and the sun. He is always looking for something new, learning and constantly develops his talent. And he is always ready for new and interesting projects.

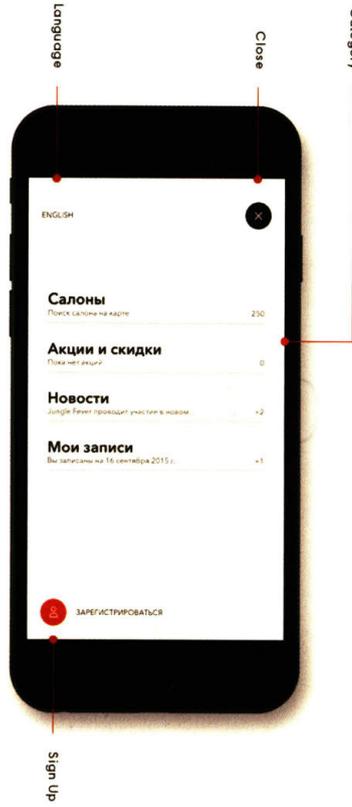
Jungle Fever  
Mobile App



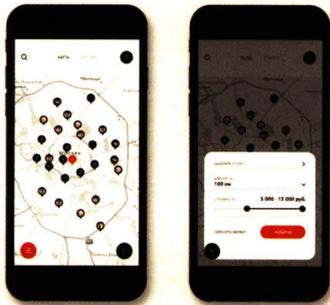
2015



MENU



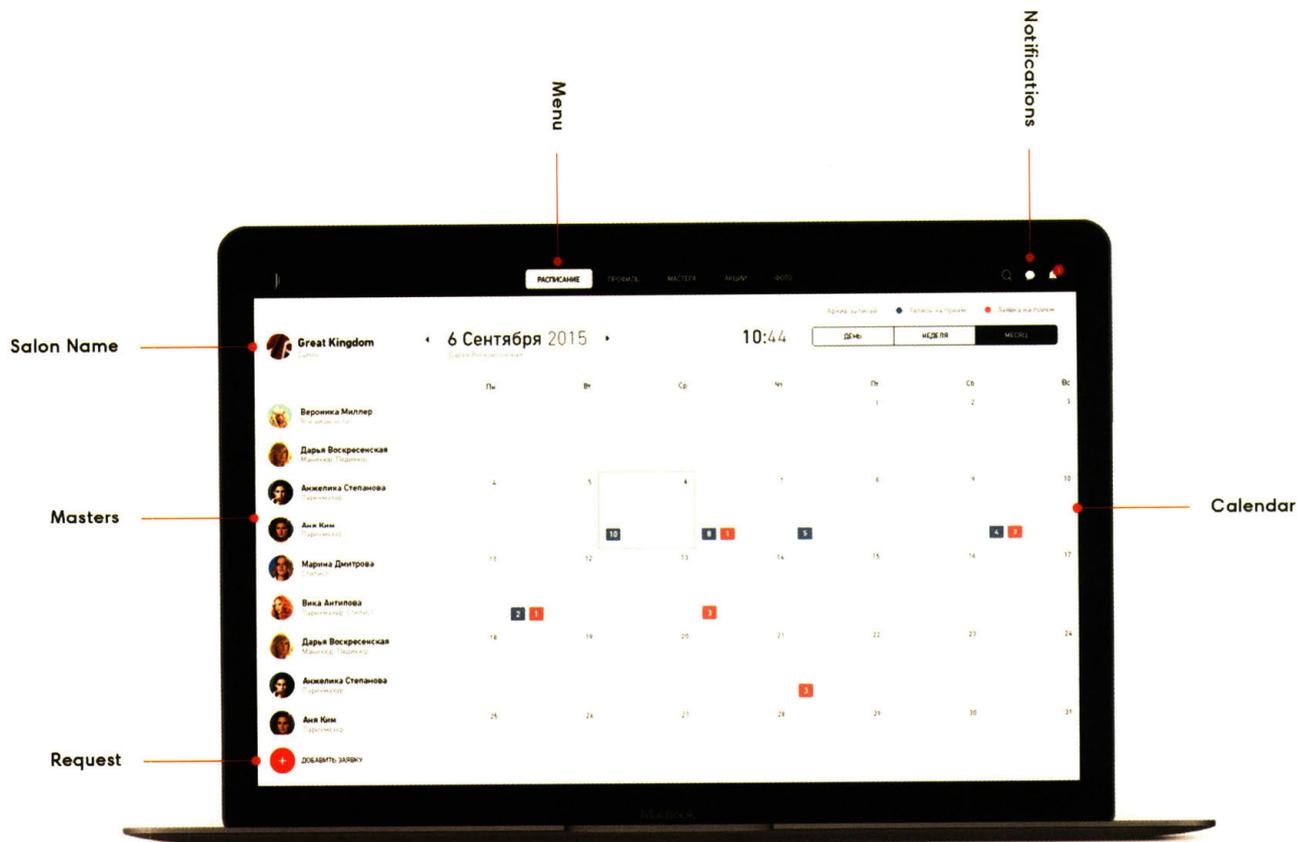
MAP & FILTER



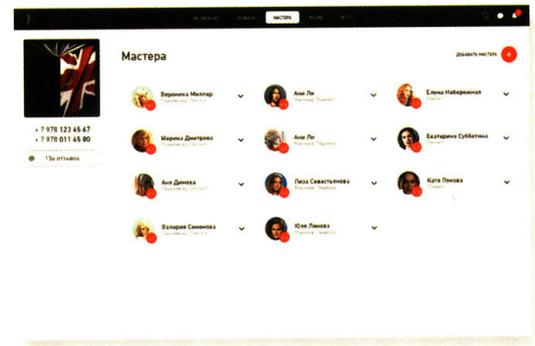
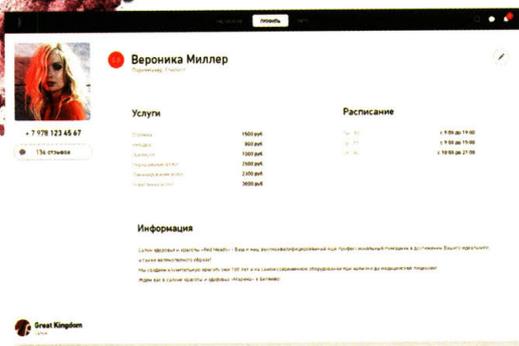
Map with search and filter are provide a quick search for the nearest master.



The user can choose the size of viewing photos of the salon.



The web app created for easy management work of salon schedule.



# INTRODUCE

## APP UI /UX DESIGN



### Martin Vlas

Martin Vlas is lauded as one of the fourteen leading interactive designers in the Netherlands. Working as a UI/UX designer since 2012 he joined the interactive agency Ediso in 2013. And started a community design team called Popo. With some amazing companies like Team Solomid, AkzoNobel and Motial in his customer base he inspires thousands of designers around the world with his remarkable amount of passion and perseverance. In the past years Martin released some remarkable projects on Behance. He selected three projects for Artpower that were the most striking.

### Pokédex

#### 01 Re-explore the Pokédex

再探索ポケモンずかんを

Welcome trainers! In this project which you're about enter, you will embark on a grand adventure with you as the hero. Our name is Popo. People affectionately refer to us as the Pokemon professors!

Through your adventure we hope that you will interact with all sorts of inspiration and Pokemon. There for you might have to use a key gadget to make life easier.

#### 02 Login with Nintendo ID

任天堂IDでログイン

Login to sync with your current Nintendo games. Every new game will push the meta data to your mobile Pokédex or Wristdex. Gather around with friends to share your statistics, badges and much more!

#### 03 Gotta Catch them all!

お奨めそれらすべてをキャッチ!

We gotta catch them all right! Now we can easily search for the right Pokémon by going to the index section. Every Pokemon is categorized in their generation.

#### 04 Create your own wish list

独自のウィッシュリストを作成します。

We all have our favorites. create your own wish list and compare it with your friends. And see what Pokémon is

loved the most among your friends.

### 05 The trainer card like never before

これまでにないようなトレーナーカード

We all know the trainer card that has general information about you as a player. It shows badges, player name and playing time. We want this to be one universal card. That updates automatically with the current game you're playing.

This trainer card is your Pokédex profile as well. Showing your favorites, collected Pokémon, overall time played and collected badges.

### 06 Unwrap Mystery gifts to reveal mysteries

その謎です贈り物を受け取ります

Exciting isn't it? Opening mystery gifts has never been that

much fun. Unboxing upcoming mystery gifts to keep you updated. Never miss another gift with the mobile mystery gift notifications.

### 07 Your humble Wristdex

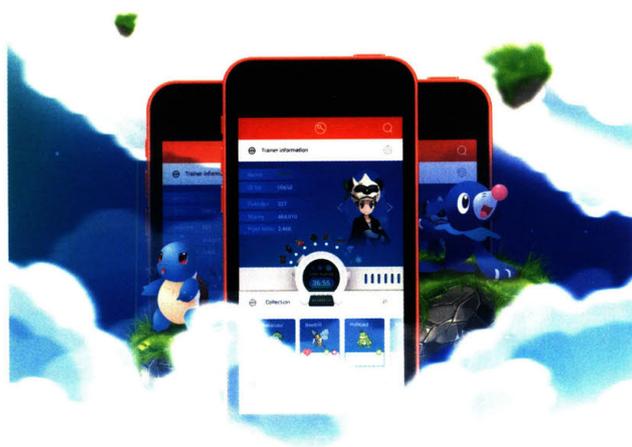
あなたの謙虚な POKE ウォッチ

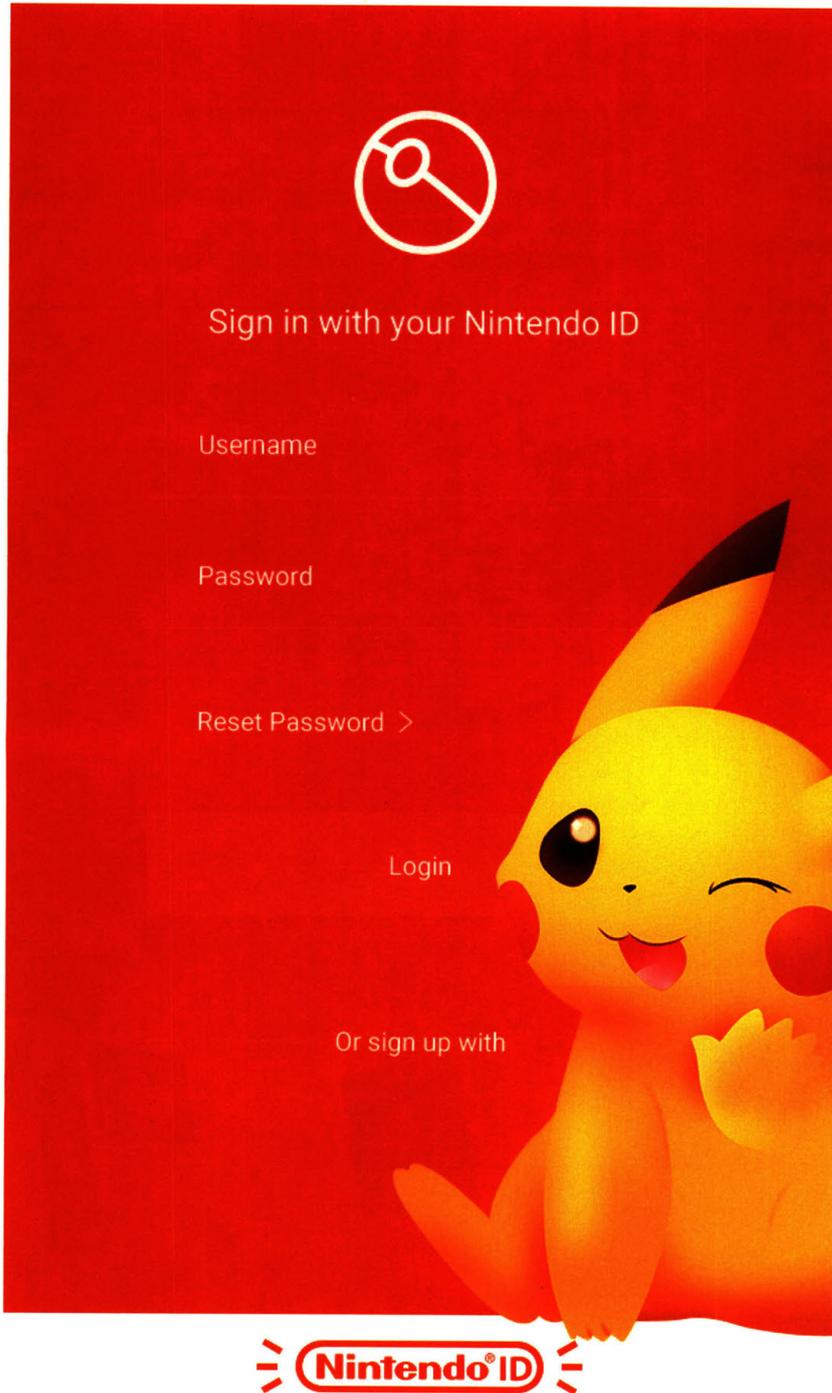
Use the Wristdex wherever you are. Check out the Pokéradar to discover Pokémon at your current in game location. Get detailed information from the Pokémon around you and add them to your collection when caught in game!

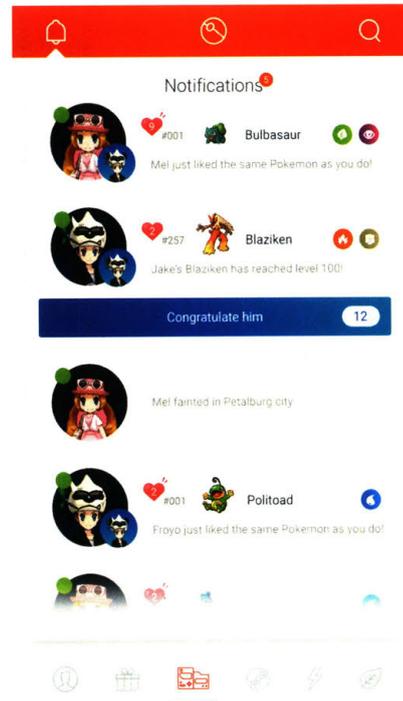
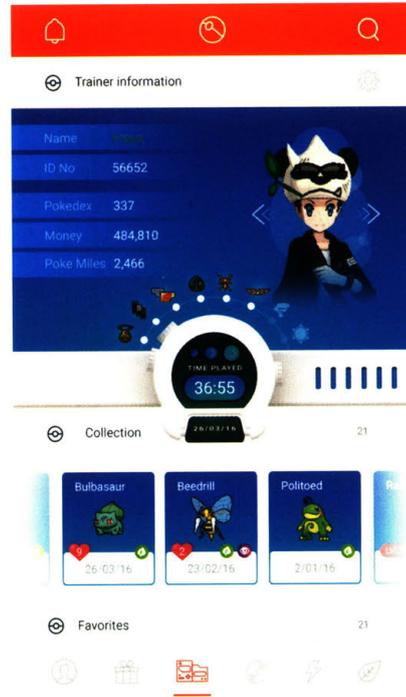
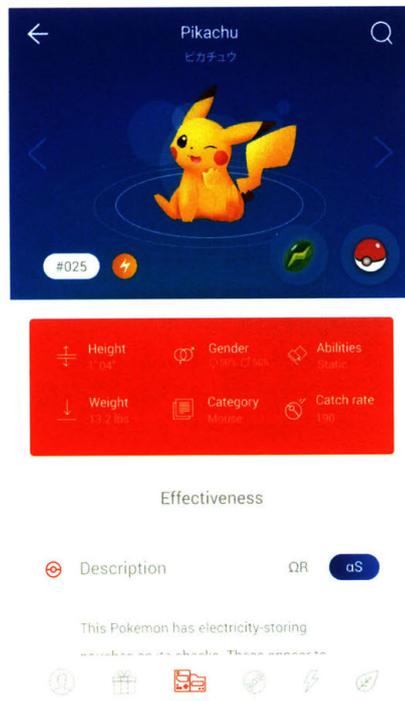
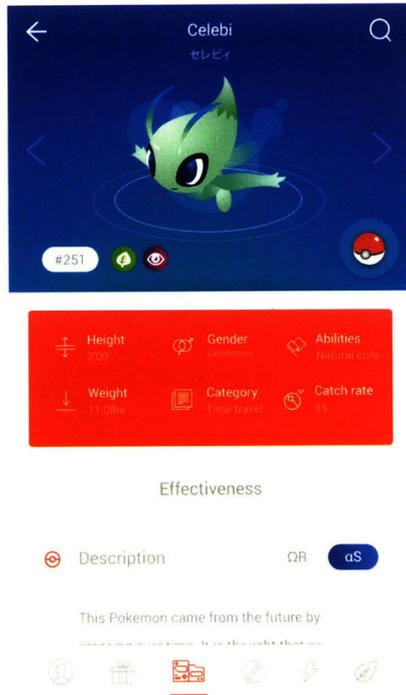
### 08 Compatible with the whole universe

宇宙全体に対応

The Pokédex will be compatible with the whole universe. available in every language and it will sync with the newest Pokémon games from Gamefreak and Nintendo.







# INTRODUCE

## APP UI /UX DESIGN

### 29CM – Online Shopping Platform

/ Designer: Sabum Byun, Kihyun Kim, Bongho Choi, Youjin Jeon, Hee Jung, Hyeyoung Jung, Kiwon Jang, Jeongho Kim, Mira Jeong, Jeonghyuk Won  
Client: 29CM

29CM is an online shop under the motto of “More differently, More closely.” In Korea, where 70% of the people use smart phone, we felt the need to create a mobile app to approach customers “More Closely,” and show our contents “More differently.” Plus X and CRECA launched a mobile app with online select shop 29CM which leads smart shopping trend. The aim of this service is to deliver various brands’ stories of 29CM to customer anytime and anywhere through mobile platform. The current consumption of trend is changing from PC to mobile platform.

We minimized colors, lines and faces to reduce complexity, while maximizing contents concentration. The stream of images and digital clock at ‘HOME’, where users encounter as they open the app, presents visual pleasure to users. In case of ‘PT’ and ‘ISSUE’, dynamic interaction was embodied by FOLLOWING TEXT technique. Users can share contents on their SNS by PINCH IN/OUT. Design, contents and dissemination were designed to be more different and closer to customers. The app hit No.1 spot on lifestyle category and was listed at No.3 on entire app store after its release.



### Plus X

Plus X has connotations of a message that “We Add eXperience for Your Brand”. Brand experience design means providing consumers with valuable brand experience through integrated online and offline designs based on consistent brand identity. Key brand messages or service functions can be effectively delivered when various media channels meet strategic branding and marketing plan and consistent designs. We design holistic brand experience through every touch-point such as a brand logo, UX/UI, motion graphic, product, space, packaging, font and etc.

10  
08  
47

[ONLY 29CM] 수향 스페셜 향  
기 박스 ~20%

19  
09  
53

[스페셜오더] 다이나믹 향 공기 향초  
대형 박스 20%

20  
39  
37

[스페셜오더] 마린드와 봄  
20%

10  
08  
39

[스페셜오더] 제주도의 바다, 문계  
이스  
20%

11  
59  
29

[스페셜오더] 분디팝이 트랜지  
코트 20%

SPECIAL  
멀티큐브 테이블

한국 전통 목가구의 철학으로 가구를 만드는 <바이비센토르>에서 멀티큐브 테이블을 선보입니다. 16가지의 상판과 9가지 프레임 컬러, 3가지 프레임사이드를 골라 다양한 디자인의 테이블을 선택하실 수 있습니다.

PT  
베이비센토르

GUIDE TO 29CENTIMETER with 베이비 센토르 <베이비센토르>만의 특별함을 담은 '내가 널 따뜻하게 할 수 있

선택할 수 없어

인터넷 기사에서 읽었는데 소원을 하면서 고민을 많이 하는 사람은 그렇지 않은 사람보다 구매 상품에 대한 만족도가 높지 않다고 해요. 저는 그 뒤로 냉철하게 직관과 필요성, 매력에 의한 구매를 하기로 마음먹었는데 요즘 난관에 부딪혔어요. 구매 결정은 내렸으나 162가지의 조합이 나오는 옵션들로 인해 제 머릿속에

코레스하세요

긴조한 공기에 스키가만 해도 뱃지버리는 수분, 코레스의 워터크레스 라인으로 투석투석해진 피부에 수분과 영양을 채워주세요. 워터크레스가 뭐냐고요? 바로 물방앗이입니다. 겨울철에 목포나 냇가에서 반식하는 종으로 추운 겨울 강하게 자라나는 특징이 있는 식물이에요. 워터크레스 제품 뿐만 아니라 유명 헤어샵에서 쓰일 만큼 좋은 재질력과 입소문으로 떠오르고 있는 헤어제품 또한 20% 할인된 가격으로 만나보실 수 있어요. 이벤트 기간동안 전 제품 중 5만원 이상 구매하시면 코레스에서 제작한 실크 스카프를 증정해드리는데요, 다가오는 봄에 유용하게 사용할 아이템이니 절대 놓치지 마세요.

29CM HOME

WOMEN  
MEN  
HOME  
LIFE-STYLE  
CULTURE

SPECIAL ORDER  
PT  
BRAND  
EVENT

**WOMEN**  

SPECIAL TODAY BEST NEW



**MIND OVER MATTER**  
마인드오버매럴 클래식 메신저백



**SCULPTOR**  
따뜻한 안감 기모 MAINTENANCE SHIRT



**SORT**  
새 해, 새 원피스



← silk ops 

**silk ops**  
258,000 won



code 50173  
Mileage 2580 point  
Delivery MOSCA 제품으로만 50,000 원 이상 구매시 무료 배송 (배송료 2,500 원)  
Product mosca

SHOPPING BAG BUY NOW

**MOSCA** 

**BRAND NOTICE**  
모스카 브랜드의 반품 비용은 고객님(선불) 부담으로 보내주셔야 합니다.  
이 점 구매에 참고바랍니다.

상품추기(0)   
상품Q&A(0)   
배송정보, 교환/환불안내 



← silk ops 

백조와 새끼백조  
N/mosca  
30.30  
korea

**MORE** 

실크 원피스이며, 스트라이프 패턴의 롱 원피스입니다.



SHOPPING BAG BUY NOW

PT ⓘ

HISTORY **NOW** COMING

ING

**soohyang**  
2015.02.04 - 02.18



ING

기대는 했지만  
기대 이상인걸요?

—

**RAWROW**

PRESENTATION START



가방다운 가방에 이은  
신발다운 신발



← **RAWROW** ⓘ

기대는 했지만  
기대 이상인걸요?

—

**RAWROW**

PRESENTATION START




본질에 충실한 가방을 만드는  
로우로우 RAWROW

RAW ROW embodies what true  
baggage supposed to be.



PT ⓘ

HISTORY **NOW** COMING



ING

**BABY CENTAUR**  
2014.12.03 - 02.28



**SPECIAL ORDER**

0-10 2015.3.25 - 4.6

**국내 유일의 친환경 철제 수납장**

[스페셜오더] 더팩토리 다용도수납장 2015 NEW XELECT BOX XX

580,000  
29% 411,800

0-3 2015.3.23 - 4.30

**부드럽게 흘러내리는 셔츠 원피스**

[스페셜오더] 더팩토리 다용도수납장...

SPECIAL ORDER

[스페셜오더] 더팩토리 다용도수납장 2015 NEW XELECT BOX XX

29% 411,800 won

SHOPPING BAG BUY NOW

[스페셜오더] 더팩토리 다용도수납장...

the thing factory

배송하기(0)

배송조회(0)

배송방법, 교환/반품안내

XELECT BOX XX

SHOPPING BAG BUY NOW

**EVENT**

ALL SALE GIFT SPECIAL LIMITED LOOKBOOK

GIFT

스튜디오블랭크 '오늘도 당신을 응원합니다' GIFT

2015.3.27 - 4.9

스튜디오블랭크 '오늘도 당신을 응원합니다' GIFT

2015.03.27 - 04.09

전체로 출시는 11월이며, 최종 순서로 디자인이 진행되는 내부의 고객들에게 한정된 기간의 프로모션으로 3월 27일부터 4월 9일까지 3주 동안 구매하시면 예기 물품입니다. (4주 후 순정발매)

COLLECTION

Collection 106 - 타인의 눈과

**SEARCH**

가방

총 1382개 상품이 검색되었습니다.

NEW string leather pouch\_IVORY 49,000 won

NEW string leather pouch\_BLACK 49,000 won

MAKE AGAIN

**SEARCH**

FOR THE DAY

- 2CH 달걀안경
- 가을 풍채
- 달걀안경(달걀안)
- 가방(출근 목적용)
- PURE WHITE
- 무릎보호 신발
- 비즈신발
- 무릎보호 신발(신발)
- 무릎보호 신발(신발)
- 무릎보호 신발(신발)
- 무릎보호 신발(신발)

SEARCH

키보드

**MY HEART**

PRODUCT BRAND

THREE STRIPE SOCKS - Item002 15,000won

SSE #46 Daily Drawing Project Vol.1 6,000won

SSE #49 Elvis Mountain by Craig Atkinson 6,000won

**SHOPPING BAG**

THREE STRIPE SOCKS - Item002 15,000won

[Hedeker] Wooden Toothbrush 11,000won

[Sato Shop] Kencho Park 11,000won

THREE STRIPE SOCKS - Item002 15,000won

CHECK OUT

**MY PAGE**

YELLOW 518 3

2014.05.19 09:00:00 10:00:00

2014.05.19 11:00:00 12:00:00

2014.05.19 13:00:00 14:00:00

# INTRODUCE

## APP UI /UX DESIGN

### Toss Up App

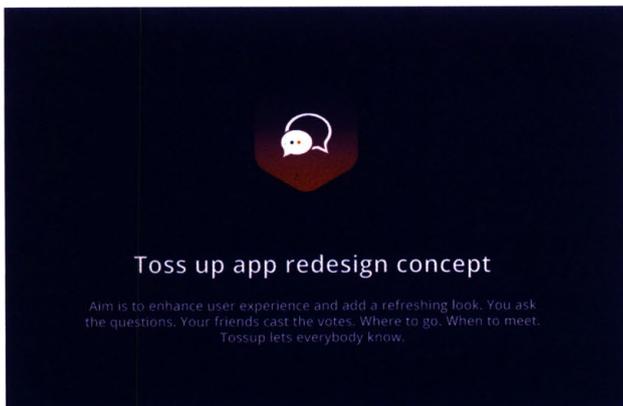
One of the infamous apps TOSS up is redesigned for better usability and User Interface. The aim is to enhance user experience and add a refreshing look. Toss up, a Microsoft Garage project, makes event planning and opinion-gathering a cinch. You ask the questions. Your friends cast the votes. Where to go. When to meet. Toss up lets everybody know.



### Prakhar Neel Sharma

Prakhar Neel Sharma ,a designer born and raised Indore, India where he works with the incredibly talented team at Helpkarma. He struggles to find the perfect 'job title', but likes to explain himself as designer and maker. He will always design and create things, ranging from digital products to almost everything in the physical space. He is primarily motivated by solving problems and always questioning the status quo, which leads him to a lot of exciting challenges and projects most of the time.

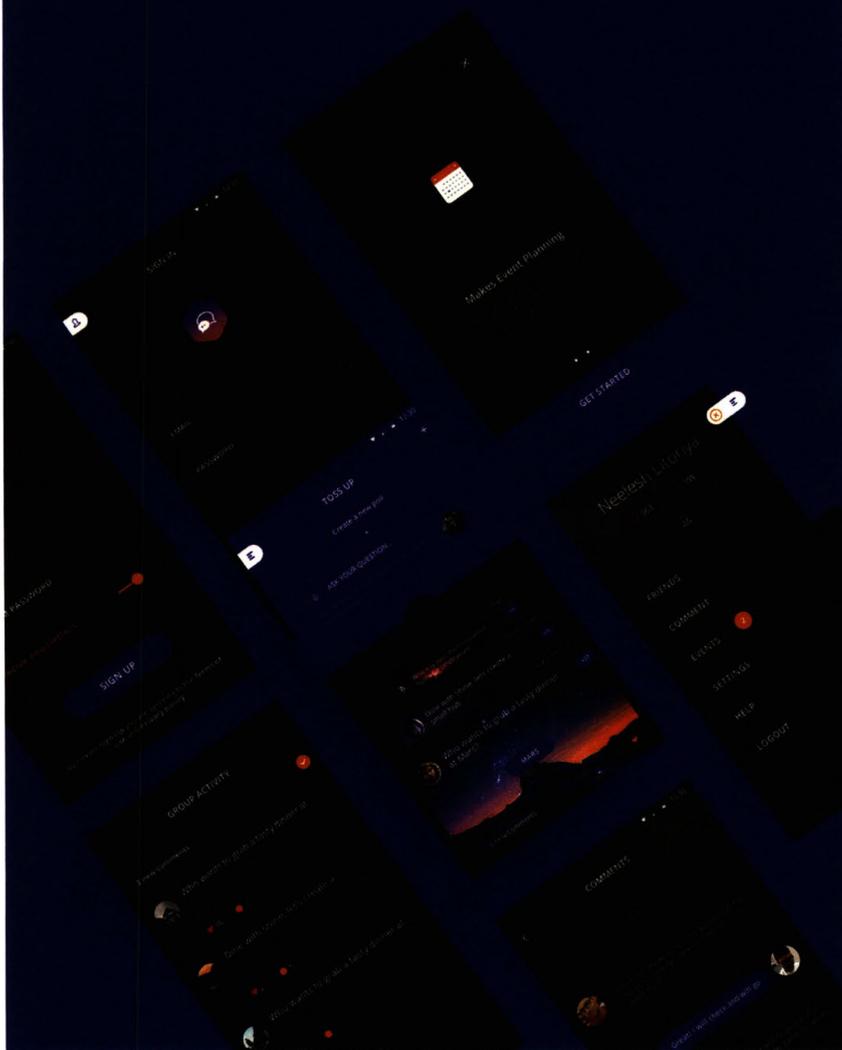
He always has a simple and profound concept. Do your best and the rest will follow. If you do great work, clients will follow you.





# All Screens

Take a look at all important screens at a glance. Make sure you see them all. :)



## Create Poll & Ask

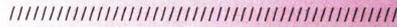
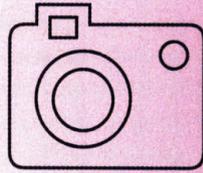
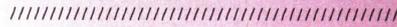


## Comments



04/

MEDIA



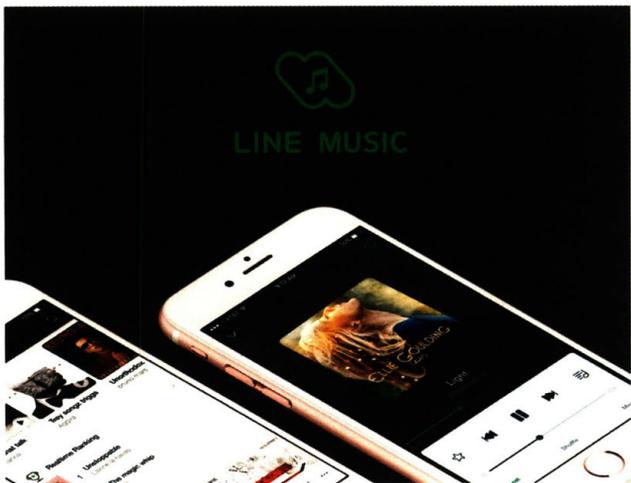
APP UI /UX DESIGN

# INTRODUCE

## APP UI /UX DESIGN

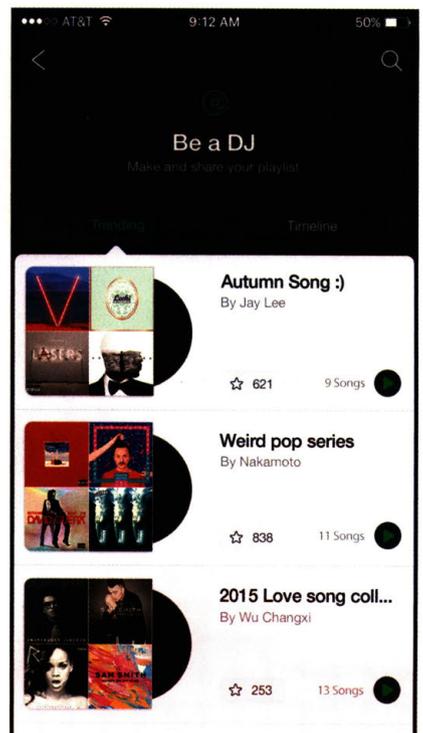
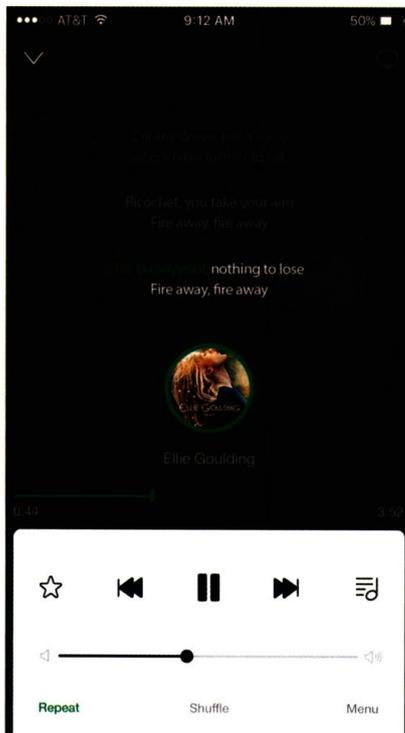
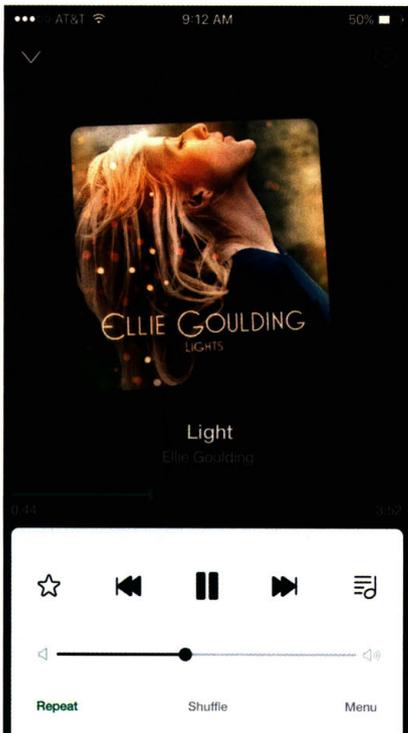
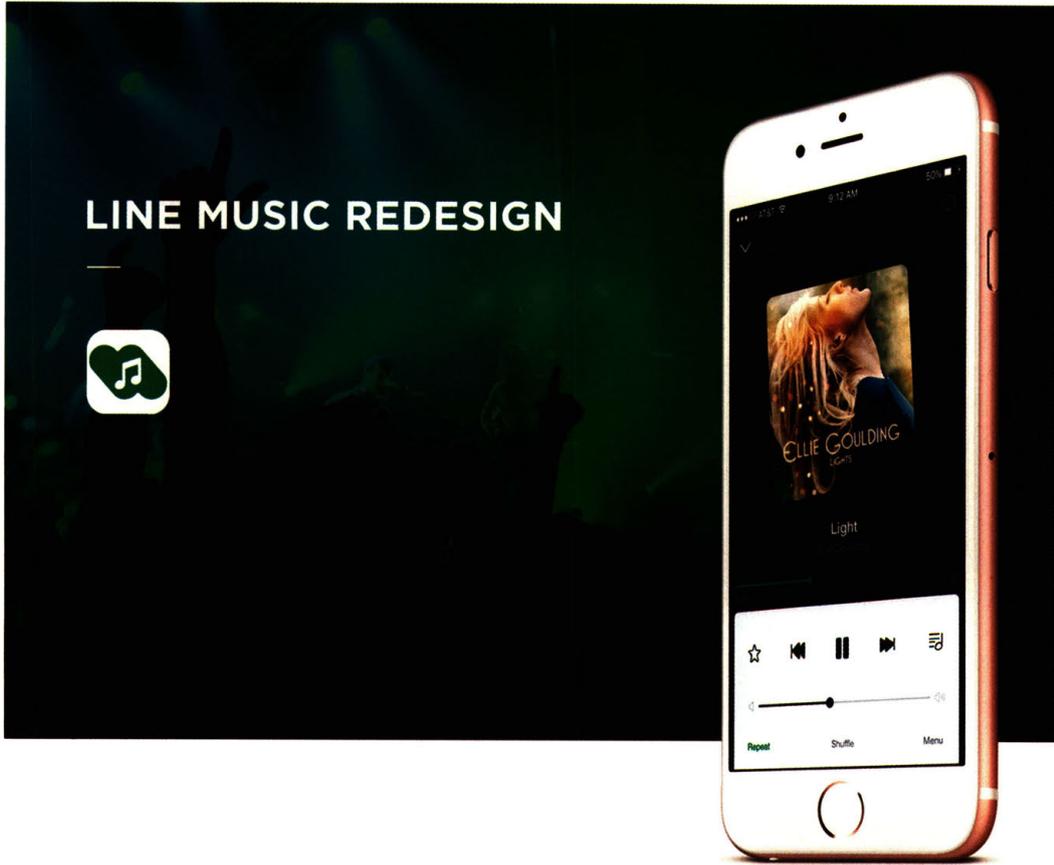
### Line Music Redesign

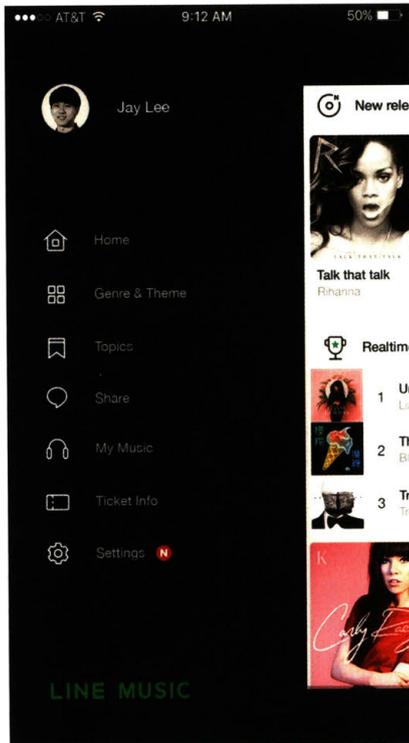
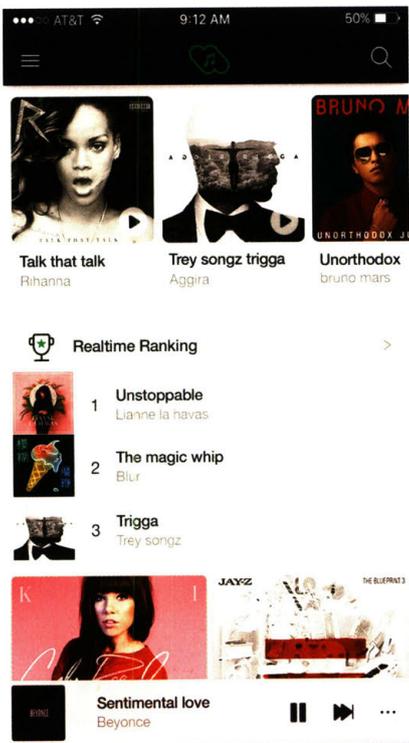
I redesigned the line music iOS app which is music streaming service available in Taiwan, Japan and Southeast Asia. Its design concept is "music is like my friends". So I designed some interactive animation on <Music play> screen and <Lyrics view> screen. As for Icon design, it was designed to give a color point beyond the general line icon style.



**Jay Lee**

Jay Lee is UX/UI design student from Korea. He is 26 years old. He is majoring in Digital media design at Hongik University. He interested in UI design, especially interaction design.





# INTRODUCE

## APP UI /UX DESIGN



### Tamer Koseli

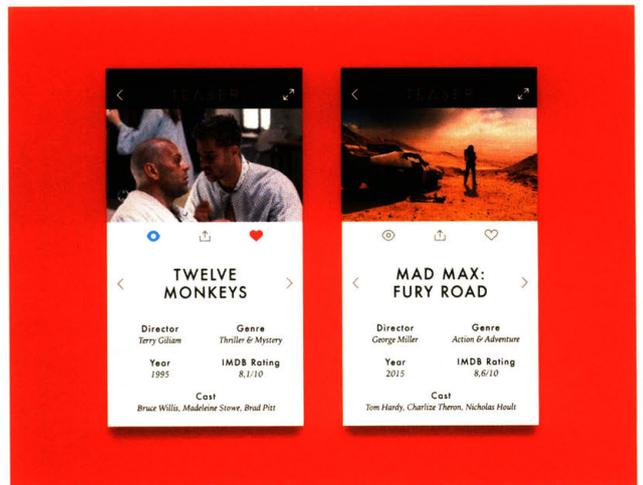
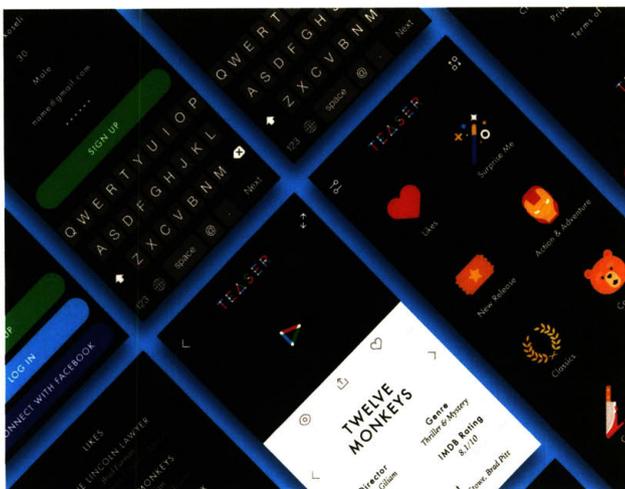
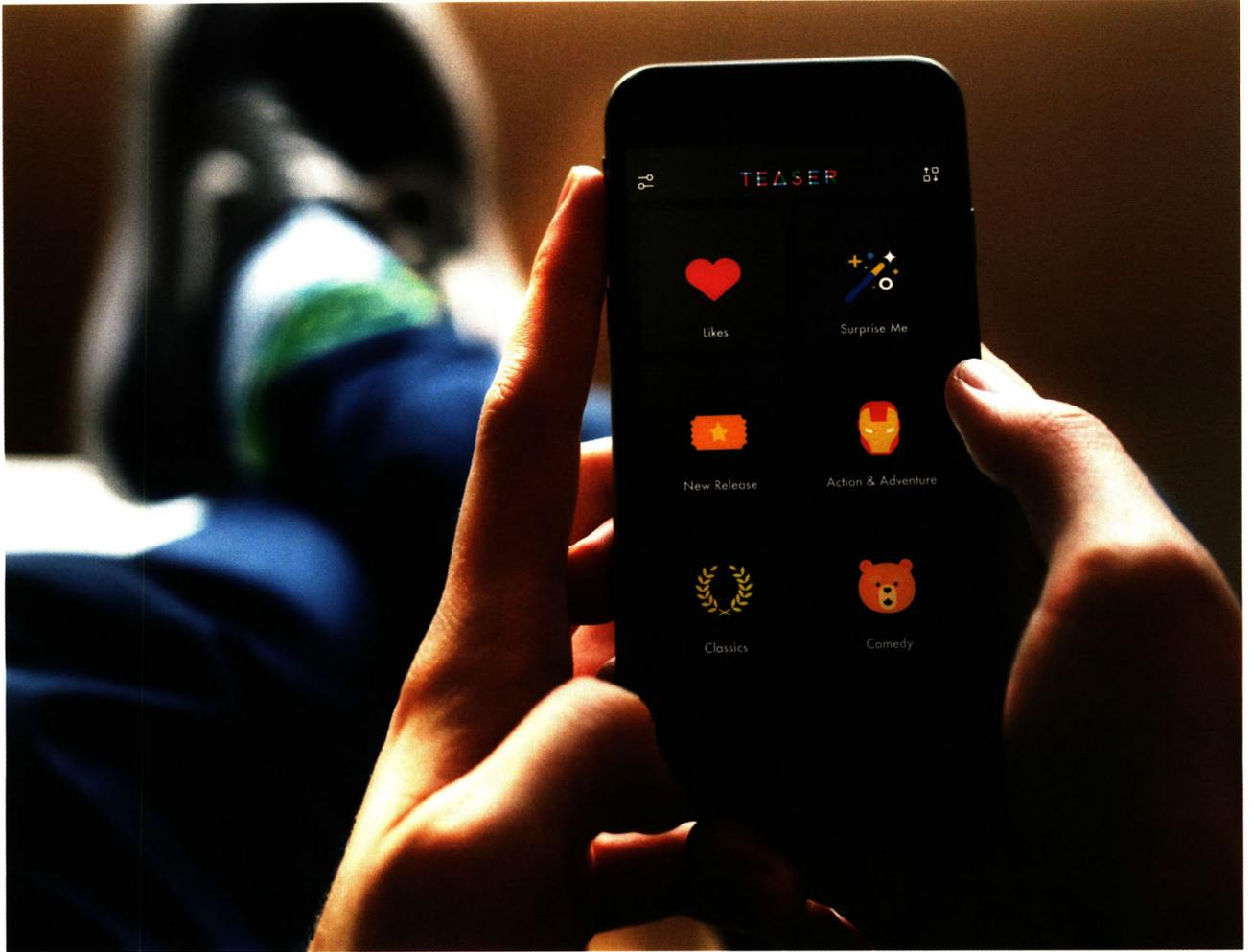
Tamer Koseli is a Swiss born designer & illustrator currently living in Istanbul. In 2010 he founded his studio and so far, he has the privilege of working with companies such as; arte, condé nast, national geographic, men's health, monacle, nike, pop mech, the wall street journal, square, the north face, QuizUp, Variety, 290SQM and more.

### Teaser App

*/ Client: Teaser /*

Redesigned the whole app identity, ui, icon and illustrations for Teaser App.





# INTRODUCE

## APP UI /UX DESIGN

### Harman Kardon Controller App

The Harman Kardon Controller App works seamlessly with the Harman Kardon Omni system to let you stream HD audio around your home. Use the Controller app to easily set up and customize your speakers, control your local content in your house and beautifully integrated cloud streaming content in glorious HD audio.

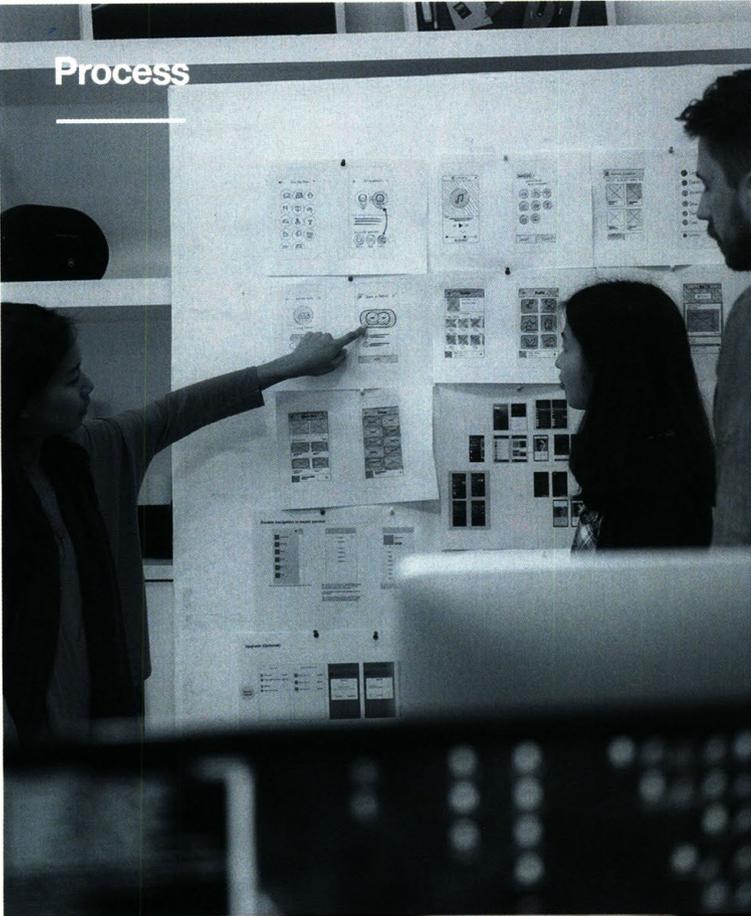
Friendly drag and drop design allows you to play music in one simple action, grace design language reflects on both the products and the app. Elegant animations intuitively hint the user to understand the flows and interactions in the app, and highlights once again with the coherent great design language in Harman Kardon.



### Harman Design Center

Harman International is the worldwide leader in the design of high-quality, high fidelity audio and electronic products for automotive, consumer and professional use. Harman Design Center is the heart of our consumer electronics development for several famous brands, JBL, harman/kardon, AKG and Infinity. There are multidisciplinary functions, product design, user interface, user experience and packaging design. We are a multinational, award winning design team based in Shenzhen, where insight and ability is highly valued.

# Process



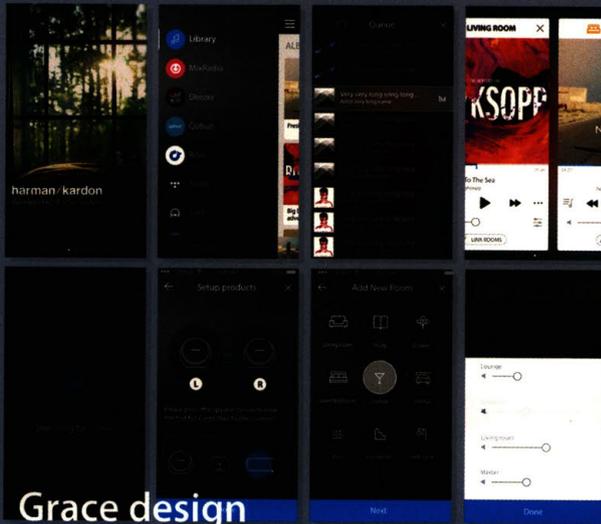
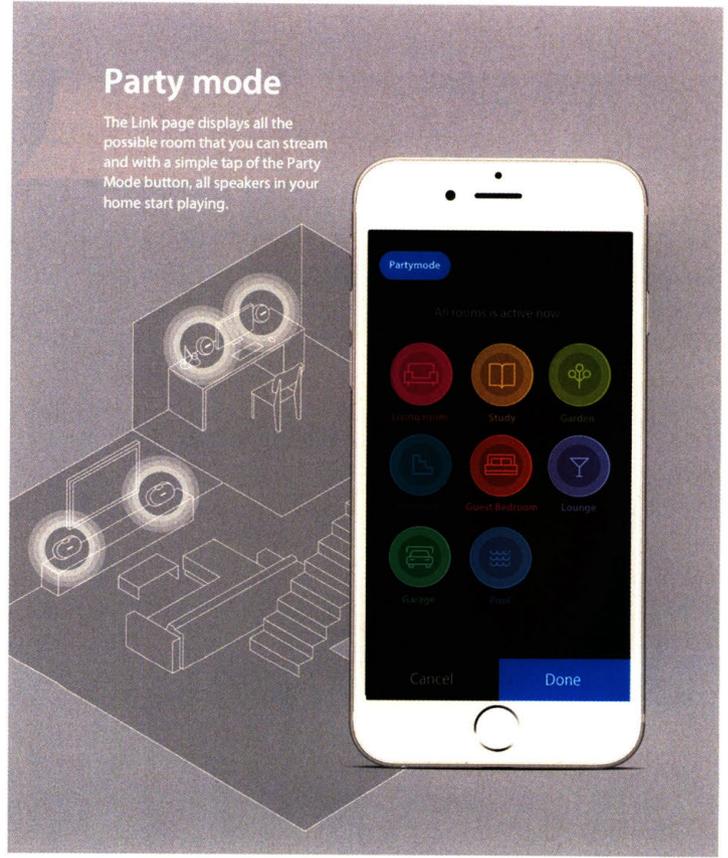
## Link rooms

Enjoy beautiful sound from room to room, wirelessly.



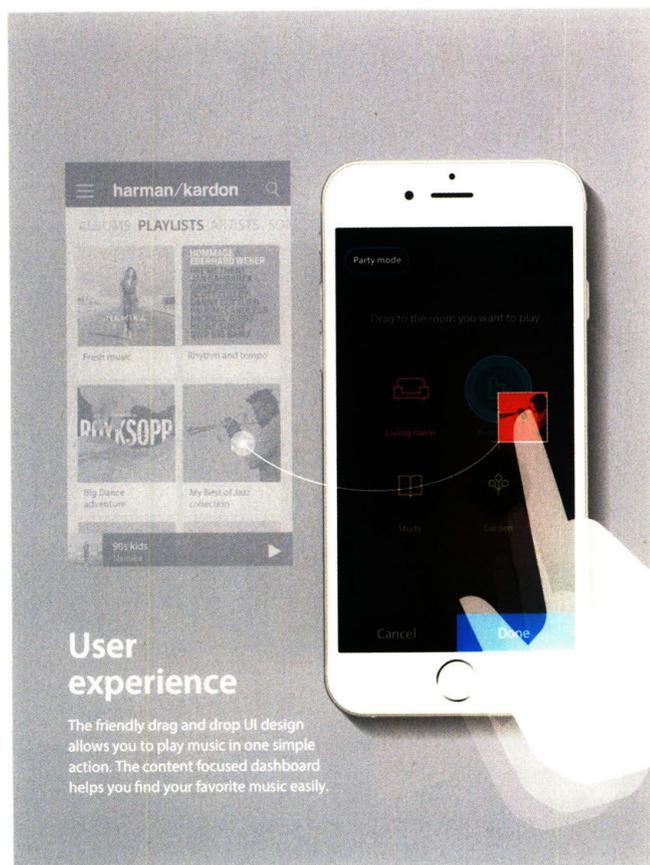
## Party mode

The Link page displays all the possible room that you can stream and with a simple tap of the Party Mode button, all speakers in your home start playing.



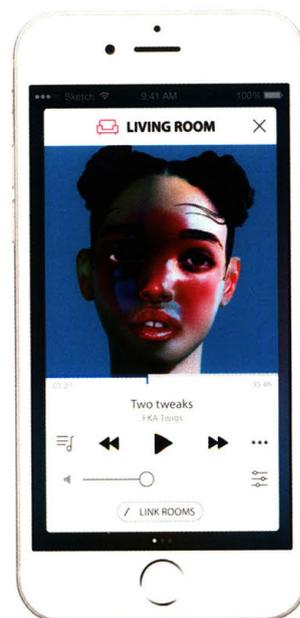
## Grace design language

The Harman Kardon Grace design language unifies both the products and the app.



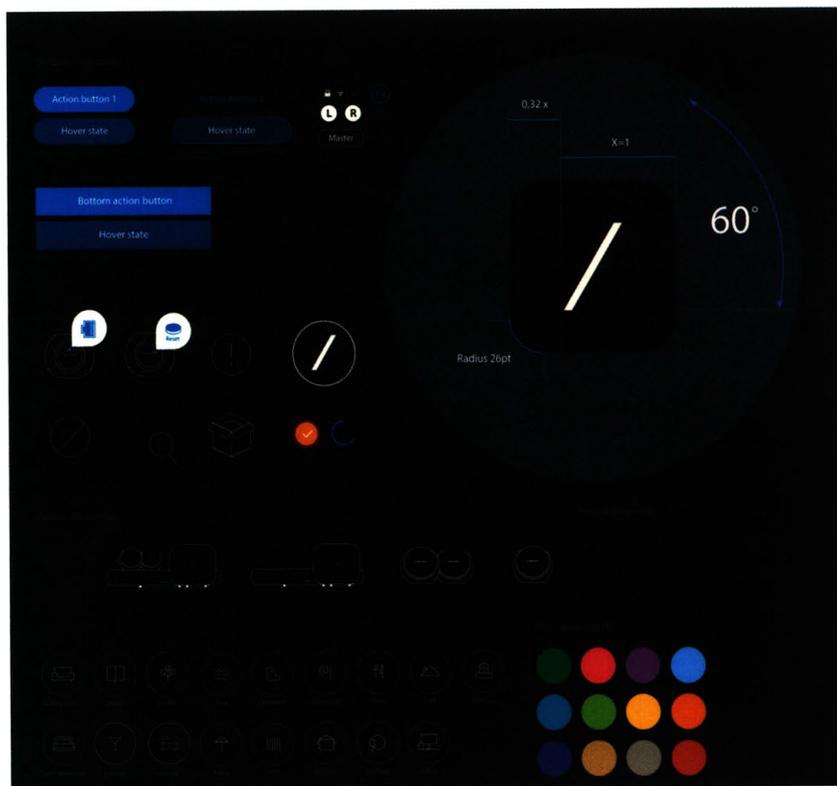
## Many popular streaming services in one app

With integrated streaming services and Spotify and Google Cast support, you have access to millions of songs for every room and everyone in your home.



## Graphical user interface

The Grace design language unifies both the products and the app. The slash used both in the Link button and the app icon is a distinctive graphical element of existing Harman Kardon logo. Elegant animations intuitively guide the user to understand the flows and interactions in the app. All highlight the coherent design language across the product range.



# INTRODUCE

## APP UI /UX DESIGN



### Ivan Stoilovskikh

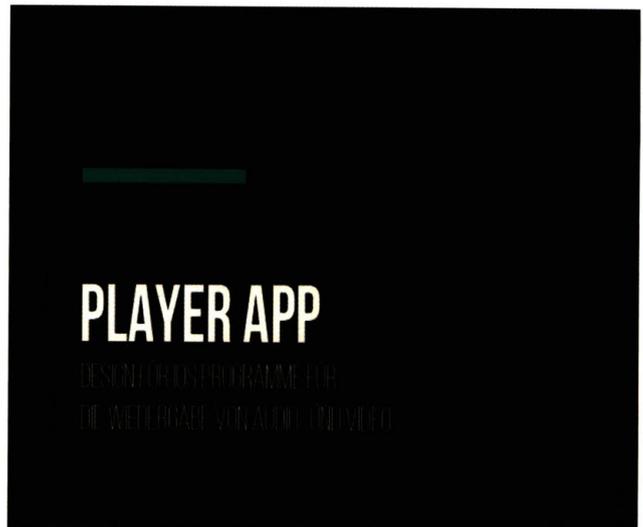
Ivan Stoilovskikh is Visual Designer based in Kiev, specialising in User Interface and Brand Design.

He craft brand identities and digital experiences for various brands from startups to big companies. Solving problems and creating new visual languages his my biggest passion. His technical background makes him think of design in a structural and humanistic way.

### Player

*/ Design Agency: Firstsquad - Permanent Design /*

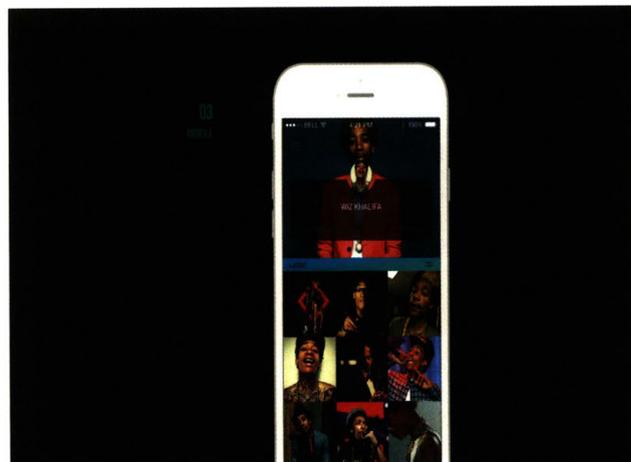
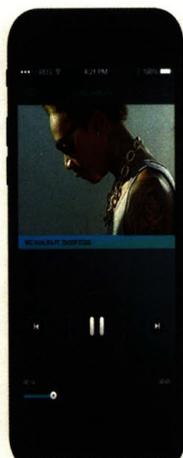
iOS application that allows you to view streaming video content.



# PLAYER APP

DESIGN FÜR iOS PROGRAMME FÜR  
DIE WIEDERGABE VON AUDIO UND VIDEO

02  
CONTROLLERS



09



# INTRODUCE

## APP UI /UX DESIGN



### Martin Vlas

Martin Vlas is lauded as one of the fourteen leading interactive designers in the Netherlands. Working as a UI/UX designer since 2012 he joined the interactive agency Ediso in 2013. And started a community design team called Popo. With some amazing companies like Team Solomid, AkzoNobel and Motial in his customer base he inspires thousands of designers around the world with his remarkable amount of passion and perseverance. In the past years Martin released some remarkable projects on Behance. He selected three projects for Artpower that were the most striking.

#### Project 1

### Orbit

Music is found in every known culture, past and present, varying widely between times and places. Music may have been in existence for at least 55,000 years and the first music may have been invented in Africa and then evolved to become a fundamental constituent of human life.

Today the day we're drown in music from artists all over the world. People like you and me don't know what music is still out there. Driven by your mood and social environment. To give that opportunity, we crafted Orbit.

#### Project 2

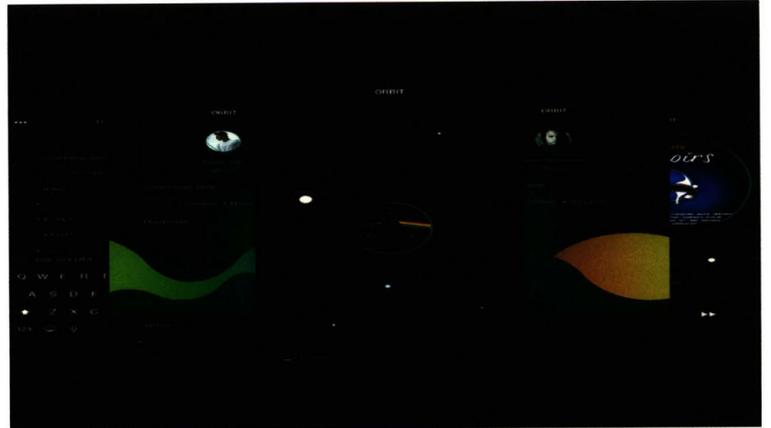
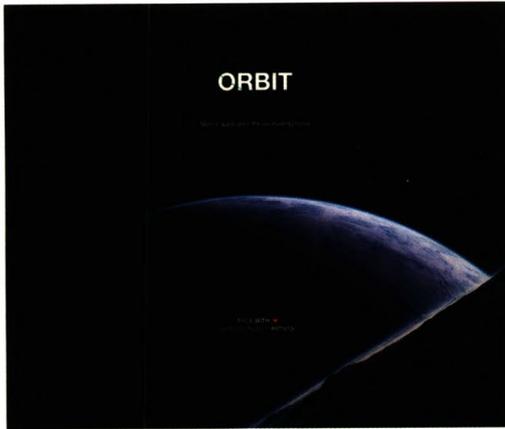
### Re Explore Pixar

Pixar is one of the most defining companies that shaped millions of childhoods. The wonderful experience of their animations all started with the successful Toy Story. We decided to bring the magic to the web.

We enhanced the experience of Pixar browsing with dozens of nice features, such as: Buying the movies digitally through the web, color plates for the children, monthly awards, reviews and much more.

#### INCLUDING

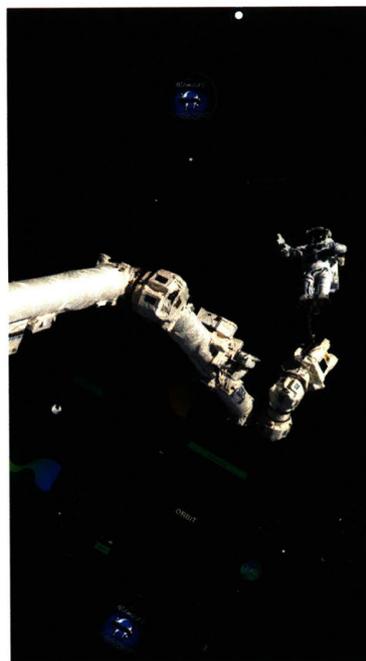
1. Mobile application
2. Desktop website
3. Apple watch application



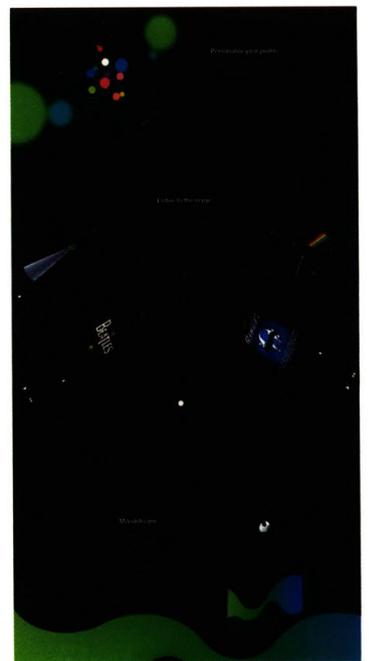
02 The mobile application



01 We embark ourselves in a new adventure



The Nexus

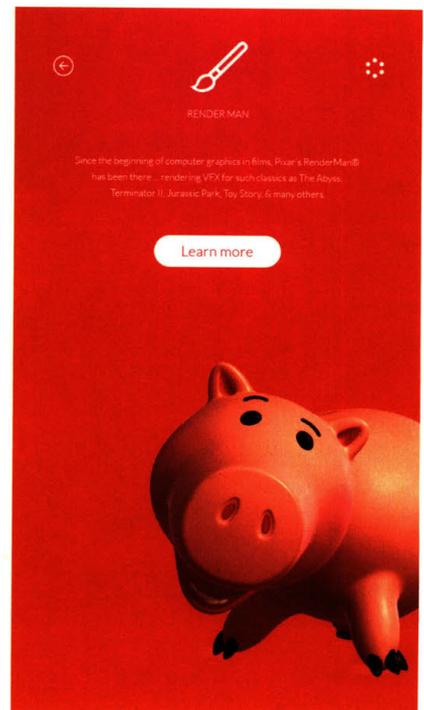
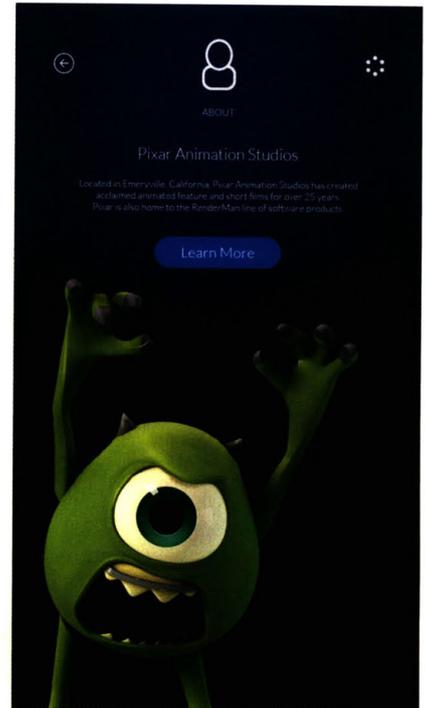
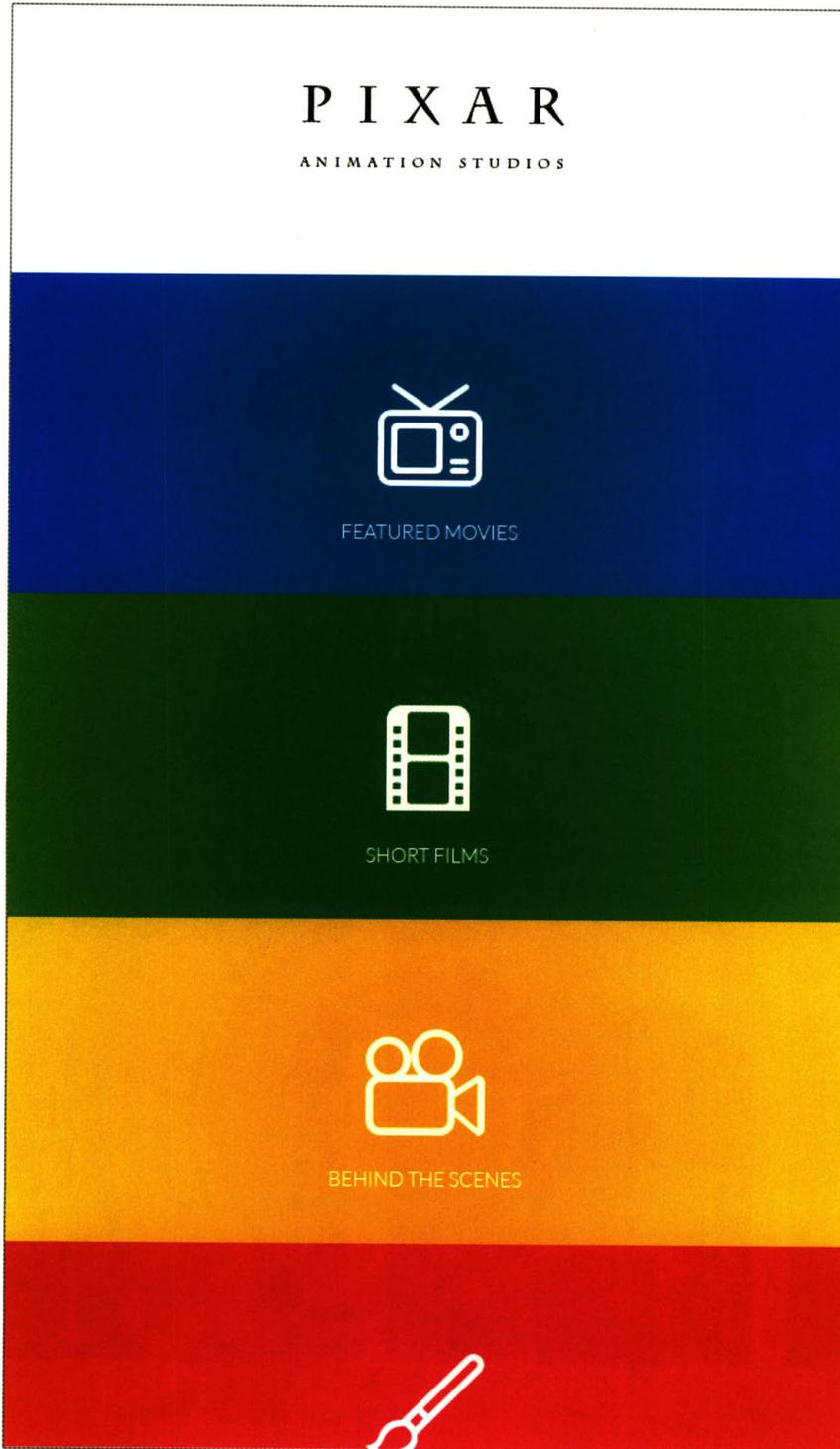


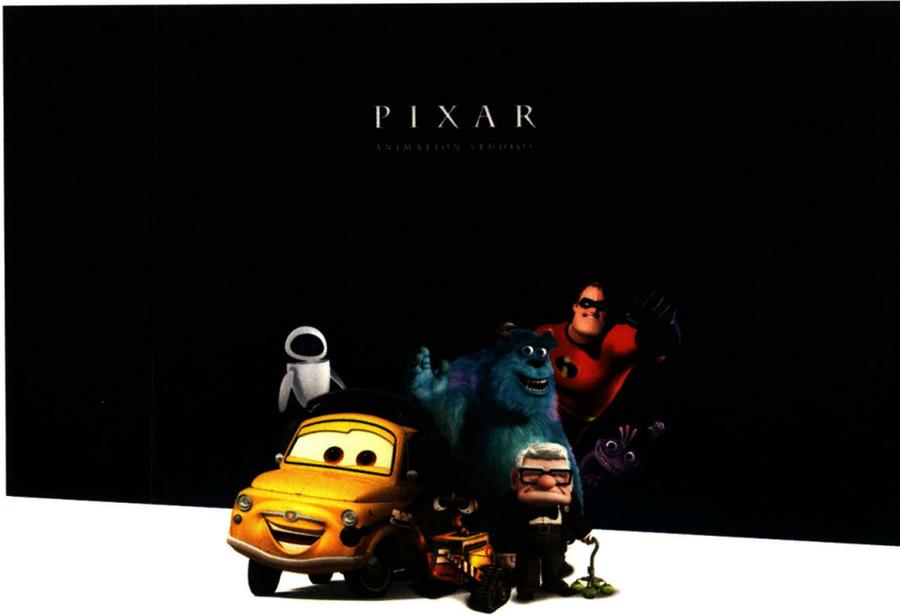
Listen to the magic

# Re Explore Pixar

Mobile is always first in the world of interactive design. All because we want to get that fastest browsing experience in

the end. The mobile application goes with some really great navigation features that is mainly made to be fun and original.





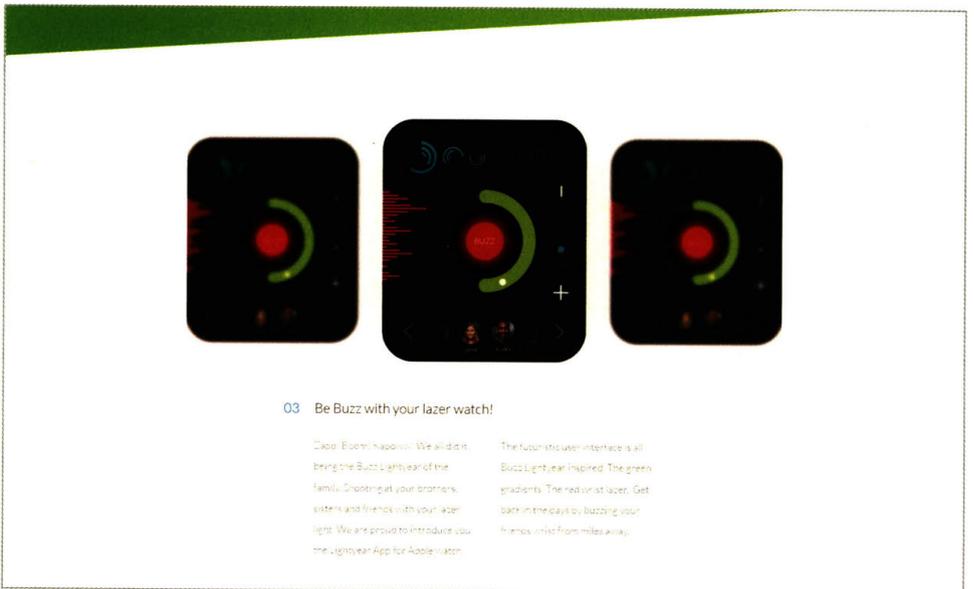
Watch beautiful short films made by Pixar originally made to be at the end of a Pixar movie. Even watch the really old ones made back in 1984!



Quickly discover and rediscover your favorite movies by going to the featured movies tab. We even give you the opportunity to watch short films right away!

## Apple watch application

Zapp! Boom! Kapoww! We all did it, being the Buzz Lightyear of the family. Shooting at your brothers, sisters and friends with your lazer light. We are proud to introduce you the Lightyear App for Apple watch. The futuristic user interface is all Buzz Lightyear inspired. The green gradients. The red wrist lazer. Get back in the days by buzzing your friends wrist from miles away.



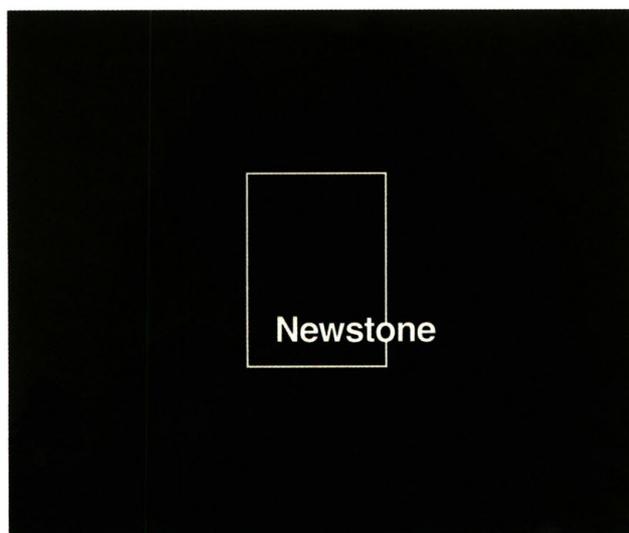
# INTRODUCE

## APP UI /UX DESIGN

### Newstone App

*/ Designer: Alex Ds Karera /*

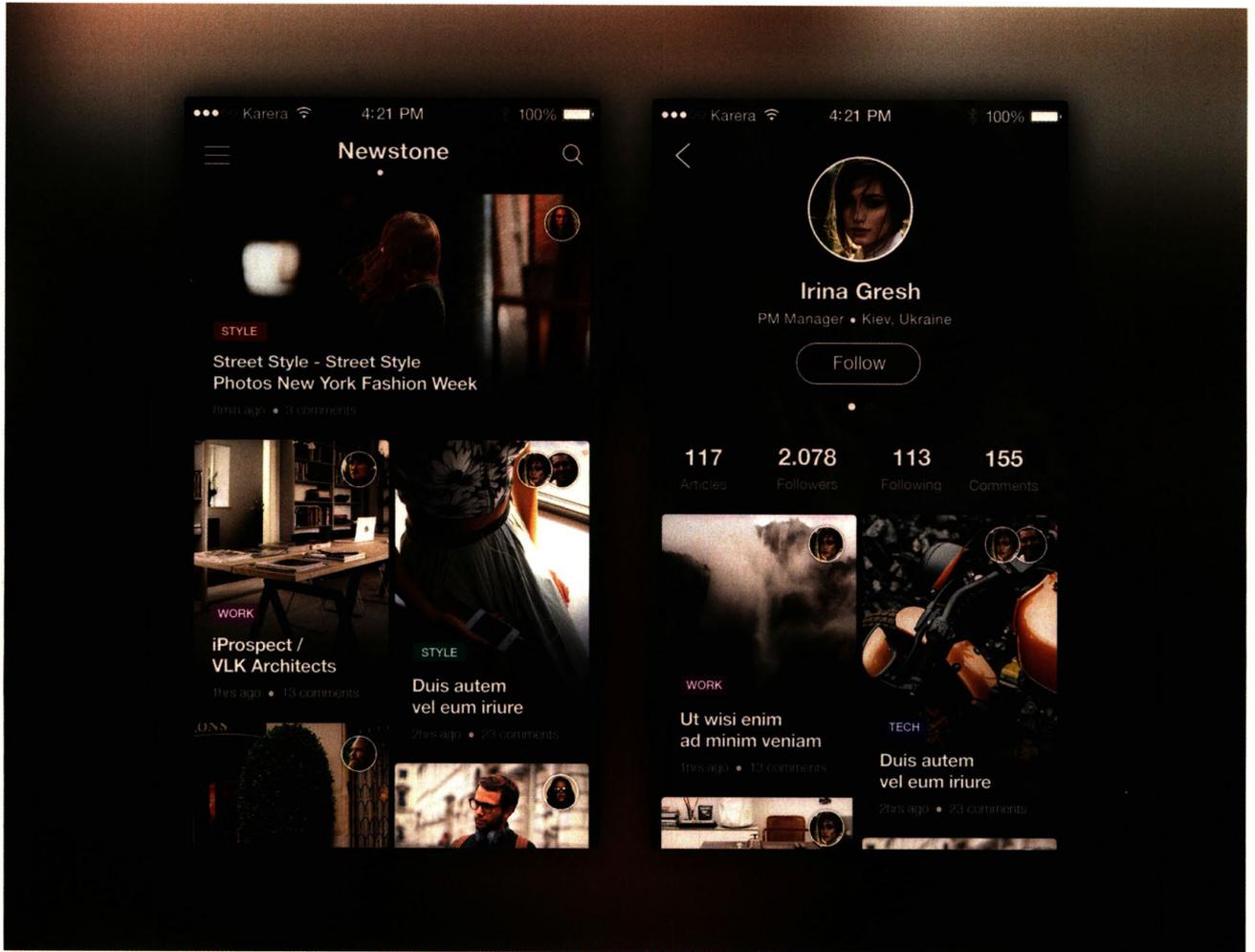
Newstone is a new news blog app with new style design, user friendly UX and extremely interesting idea! Create your own articles or add favourite articles to your newsfeed, find new information, read the hottest blogs, share your expertise and have enjoy this!

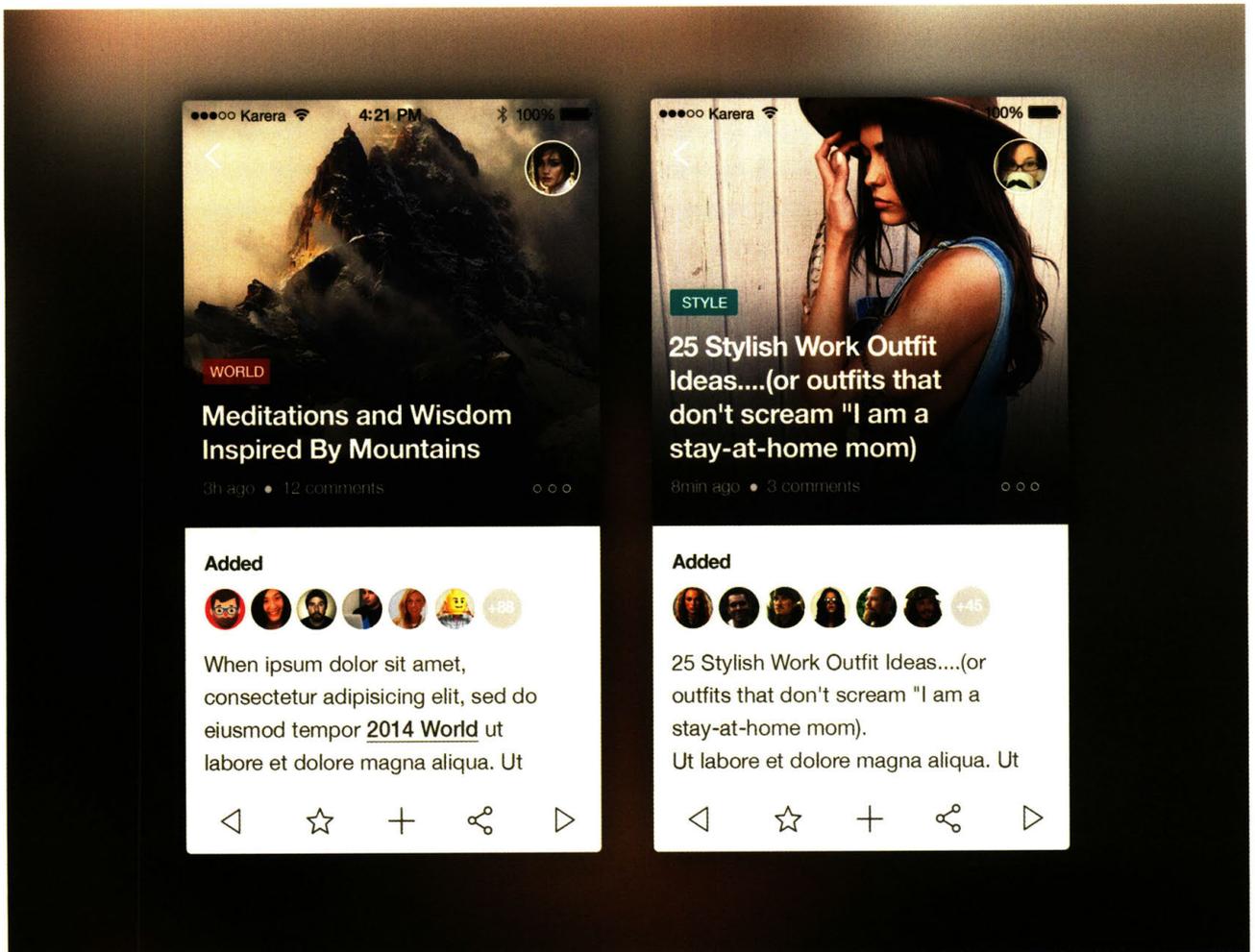


### OSSMIUM

#### Ossmium

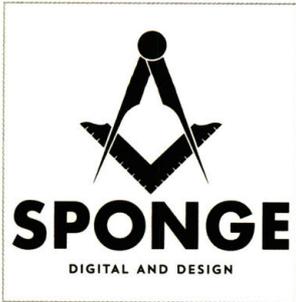
Ossmium is a design studio based in Ukraine. They position themselves as UI/UX designers who work preferably on mobile, web and SmartTV interfaces of any difficulty.





# INTRODUCE

## APP UI /UX DESIGN



### Sponge

Creative bureau Sponge, born November 22, 2009. Main offices in Odessa and New Jersey. Specialized in branding and development of digital solutions.

### Sketched it!

Technology which is transforming your photo in illustration, opening the new skylines of personal ization in the Net. We will make this technology possible using the app.





# Sketched it!

Technology which is transforming your photo in illustration, opening the new skylines of personalization in the Net. We will make this technology possible using the app.

Author: Sponge Digital & Design  
www.sponge.com.ua



More than one hundred graphic elements



In a moment your photo is transforming to unique digital picture. User is becoming an owner of engaging portrait. It seems that inside of app there is thousands of painters.



# INTRODUCE

## APP UI /UX DESIGN

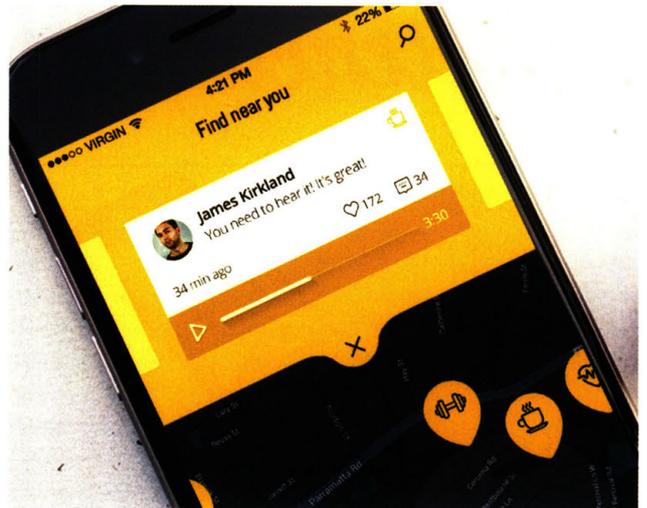


### Inna Murzin

Inna Murzin is a self-taught graphic designer from Russia. She has more than 5 years of experience in UI/UX and WEB design. Inna works with customers from the entire world. She's collaborated with people from USA, Germany, UK, Norway, Australia and etc.

### Voice Pozzy

Voice Pozzy is an unusual app. We haven't seen any similar applications. With Voice Pozzy the users can record all the interesting sounds around them and share with other users. For example, you can record music of a street band or a lecture of a professor. The app has been released in beta version. We are trying to find a market niche.





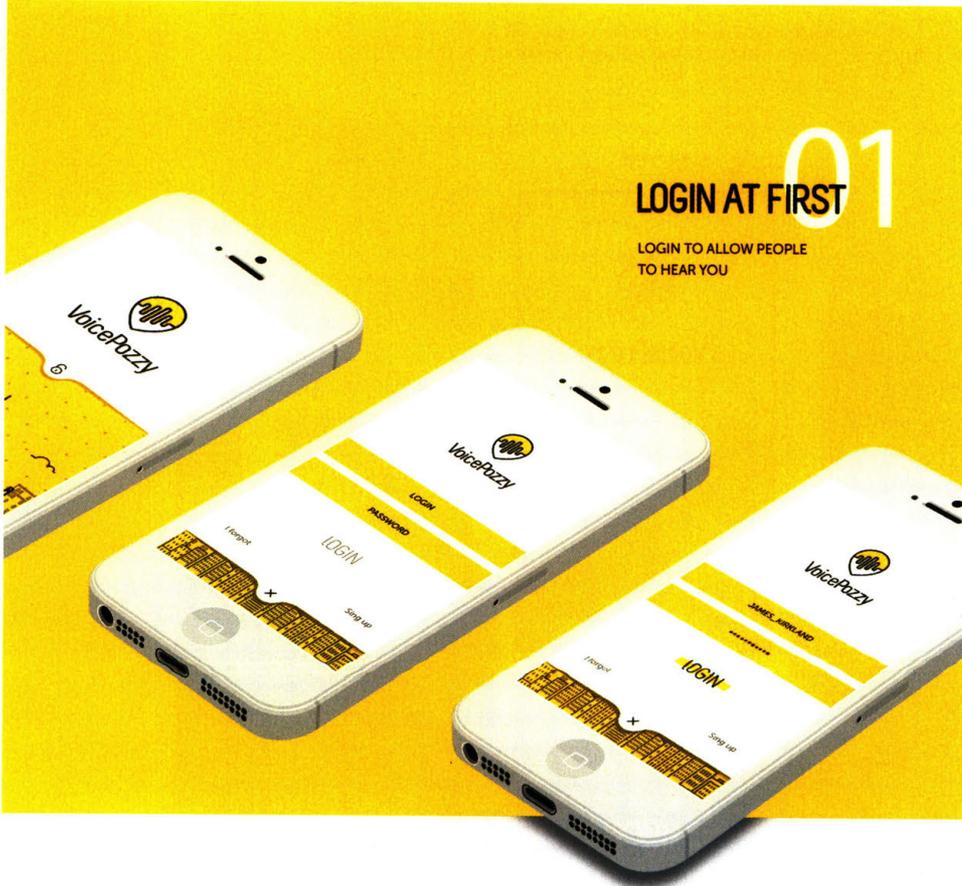
VOICEPOZZY IS AN INNOVATIVE APPLICATION ESPECIALLY  
DESIGNED TO BECOME A GUIDE AROUND YOUR CITY



## ALL SOUNDS IN YOUR PHONE

LAUNCH THE APPLICATION AND LISTEN TO THE MOST  
INTERESTING TRACKS. THE SOUNDS OF THE CITY ARE AROUND YOU





# 01 LOGIN AT FIRST

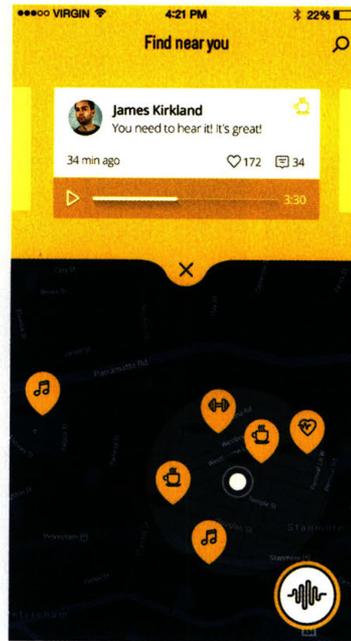
LOGIN TO ALLOW PEOPLE TO HEAR YOU

# 03 NAVIGATION

USE THE SIDE BAR FOR QUICK NAVIGATION

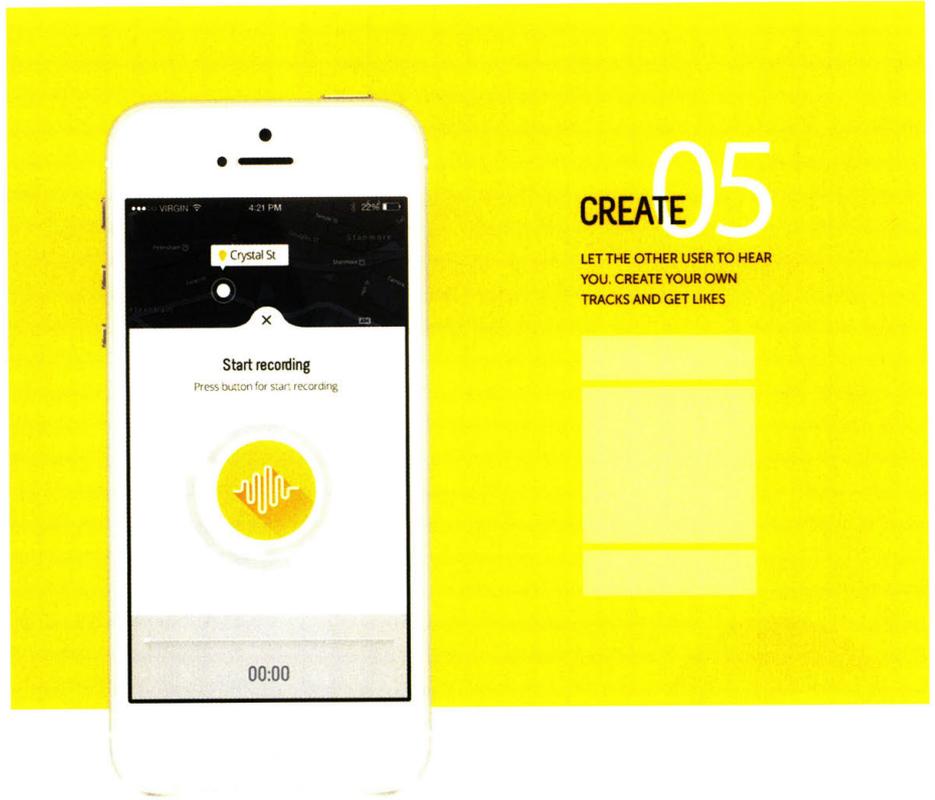
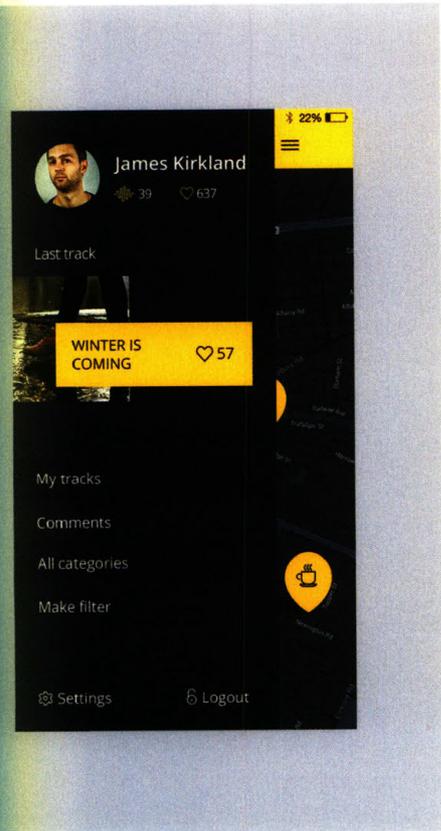
# 02 LISTEN

LOOK FOR TRACKS NEAR YOU AND LISTEN



# 04 TALK

COMMENTS ON OTHER USER'S TRACKS



# INTRODUCE

## APP UI /UX DESIGN



### Tubik Studio

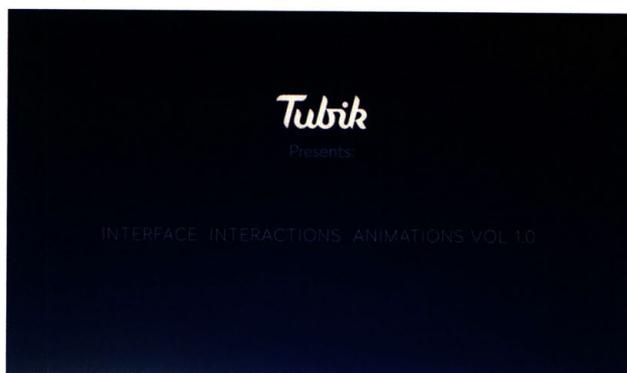
Mobile UI/UX | Responsive Web Design | Interface Animation | Icons | Logos & Branding

Tubik Studio is a design agency founded in 2013 in Dnipropetrovsk, Ukraine and specializing mainly in mobile UI/UX and responsive web design, but also enjoying doing interface animations and graphical design including icons, typography, logos and branding.

Tubik values usability and creativity freedom most of all. They love making things work and bringing the most crazy and reckless ideas to life with their design skills.

### Animation Set 2015 v1.0

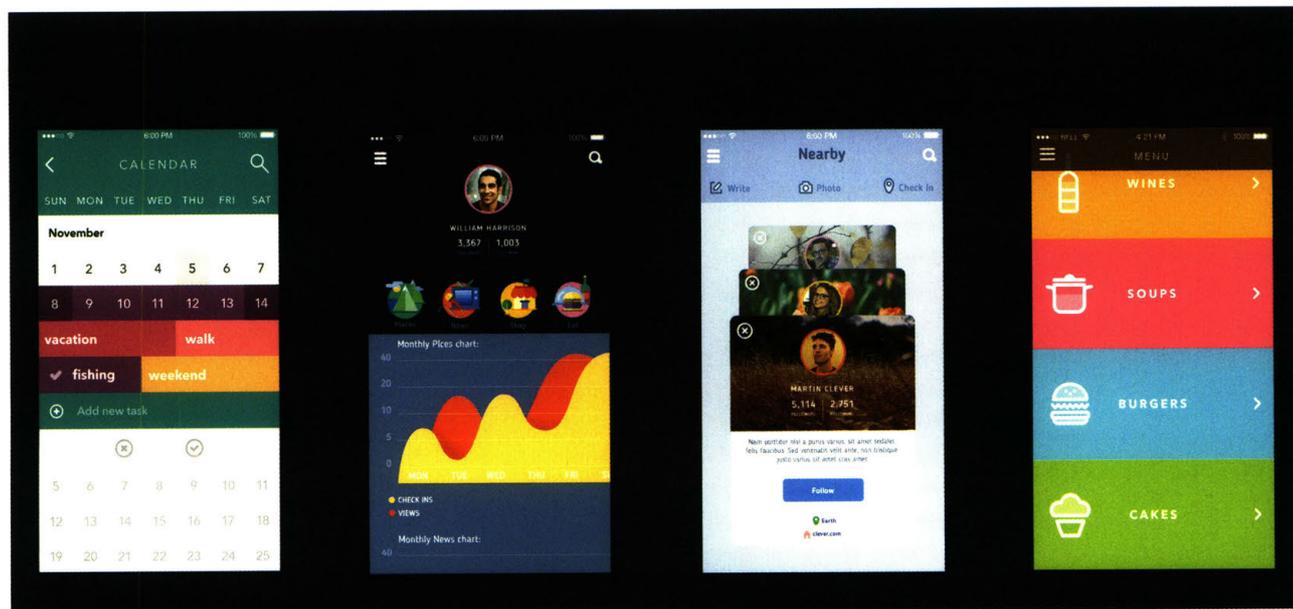
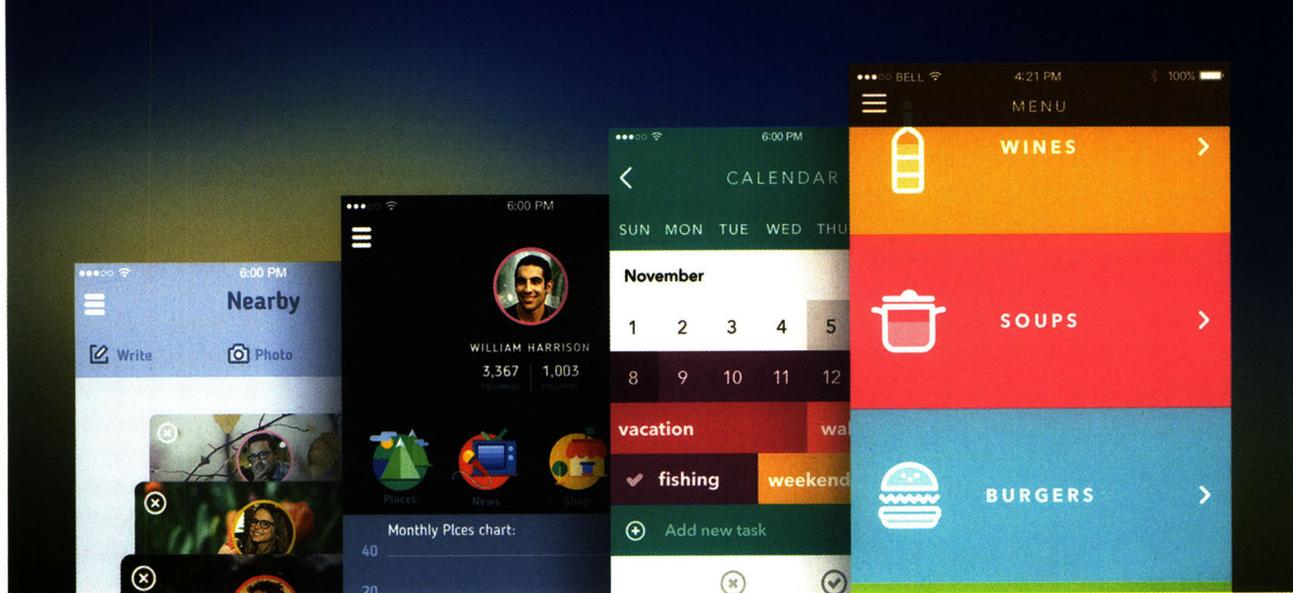
This is a collection of the most interesting design solutions from the projects and concepts designed by Sergii Valiukh, combining the colorful flat style and the lively approach that allows creating interesting motion effects for the interface elements and interactions. Sergii is the CEO and Art Director of Tubik Studio and is passionate about solving design tasks and creating cool unique concepts.



Tubik

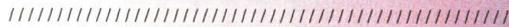
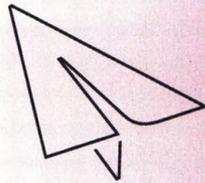
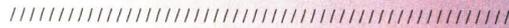
Presents:

INTERFACE INTERACTIONS ANIMATIONS VOL 1.0



05 /

# INFORMATION AND NEWS



APP UI /UX DESIGN

# INTRODUCE

## APP UI /UX DESIGN

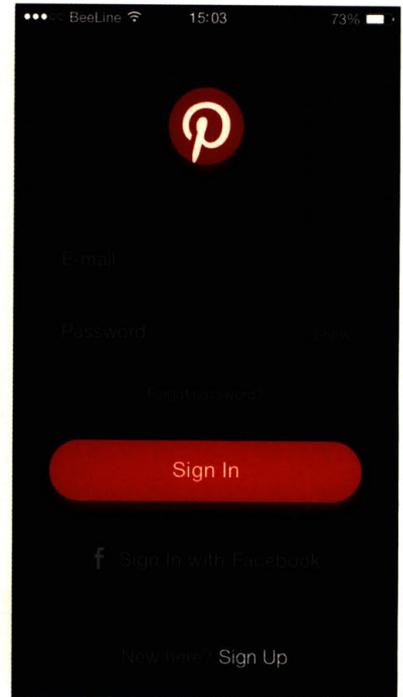
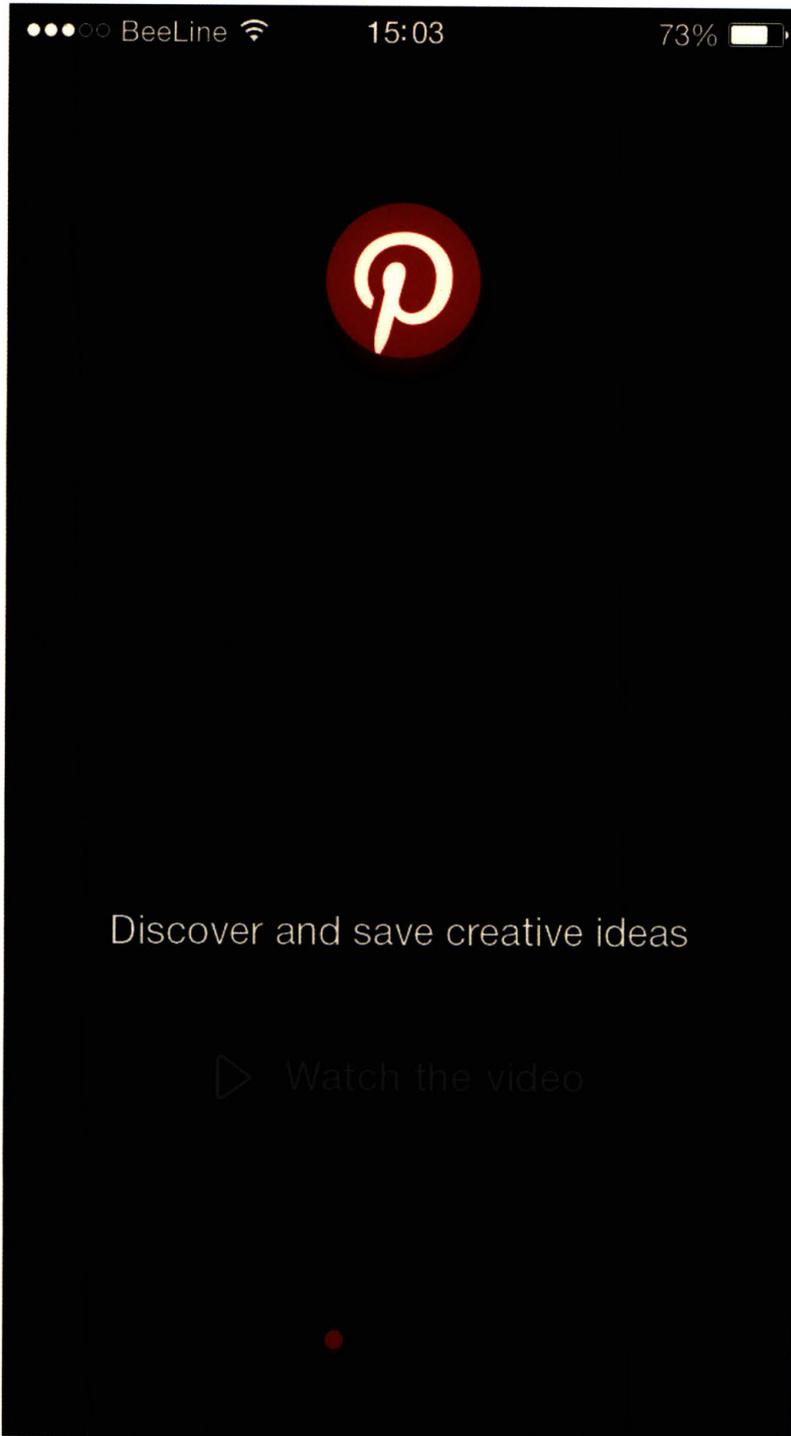
### Pinterest Concept Dark Version

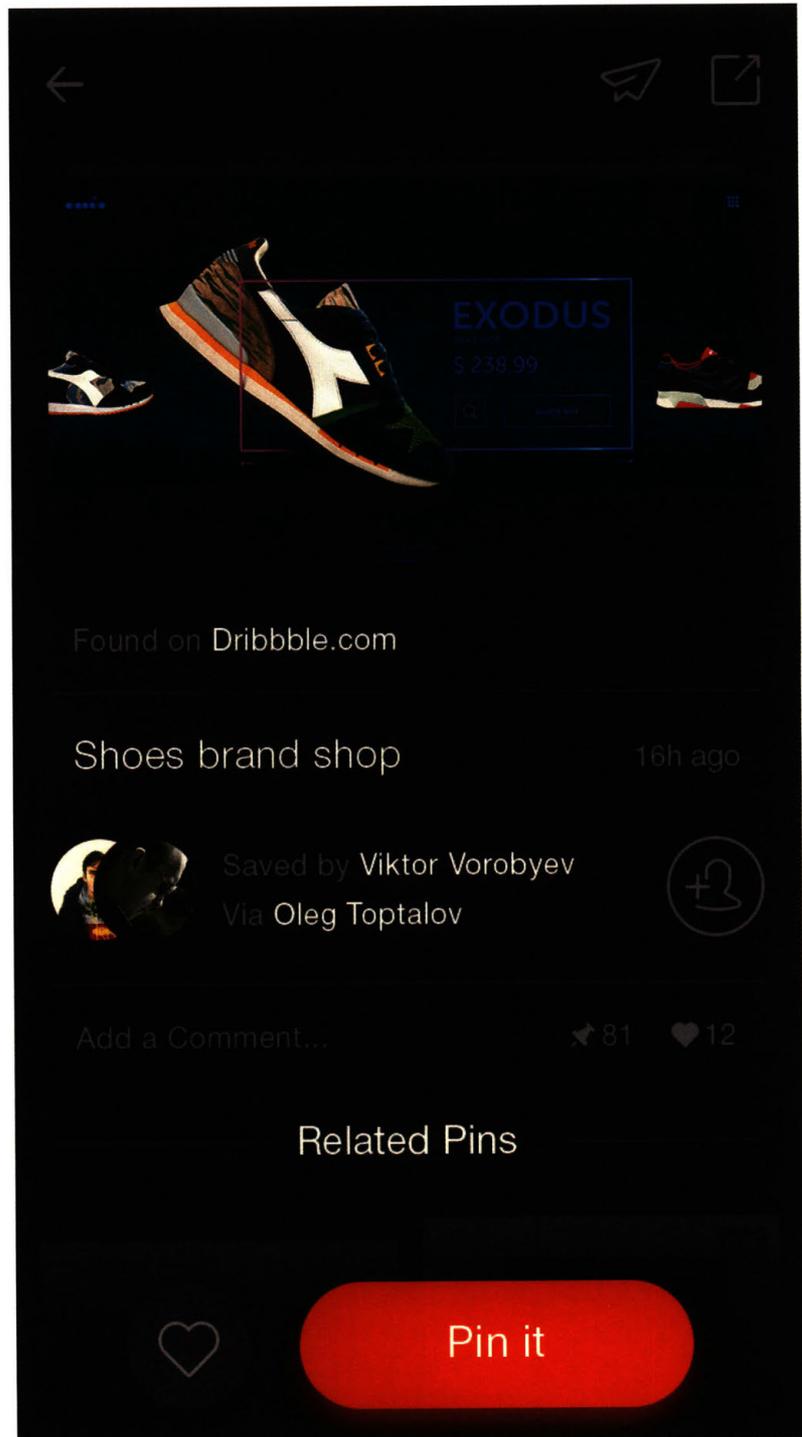
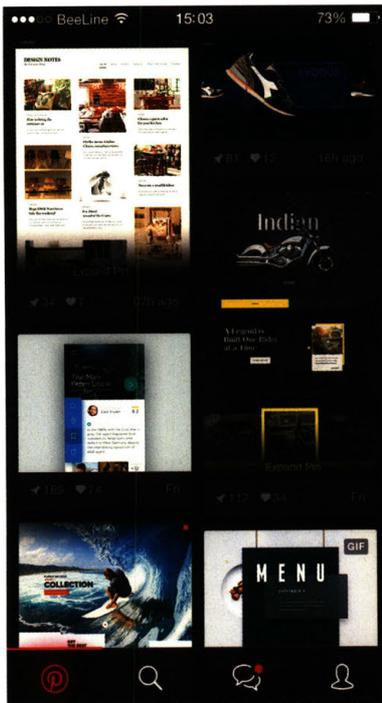
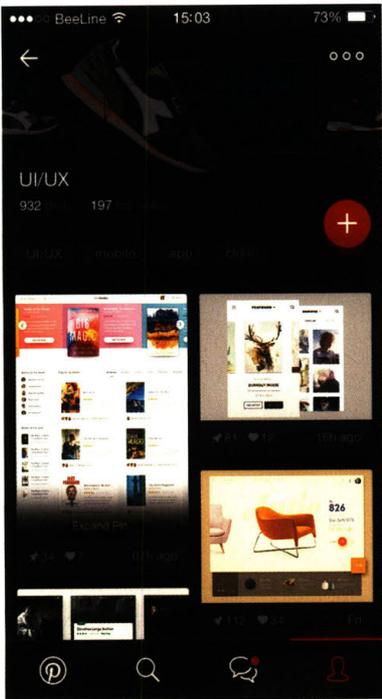
The designer always uses Pinterest app, and he has always wanted to try to do it in dark colors and a bit modified.



### Oleg Toptalov

Oleg Toptalov is a product designer originally from Moscow, Russia. His first experience in design was 8 years ago when he was worked as a web-designer. After three years of experimenting he realized what exactly he was interested in, which was to devise something amazing on the edge of design — digital products. Hence today he is a product designer with 8 years of experience in UX/UI design interaction, advertising, branding, and data visualization.





# INTRODUCE

## APP UI /UX DESIGN



### Artex Group

The rapid development of digital advertising Agency Artex Group has been designing user interfaces, web services, portals and interactive applications. To achieve good results, before you design, our team develops a specific plan to create a product. This allows you to achieve maximum results.

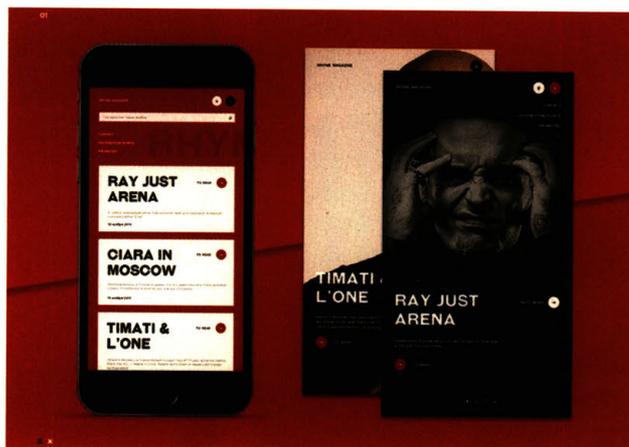
### Rhyme App

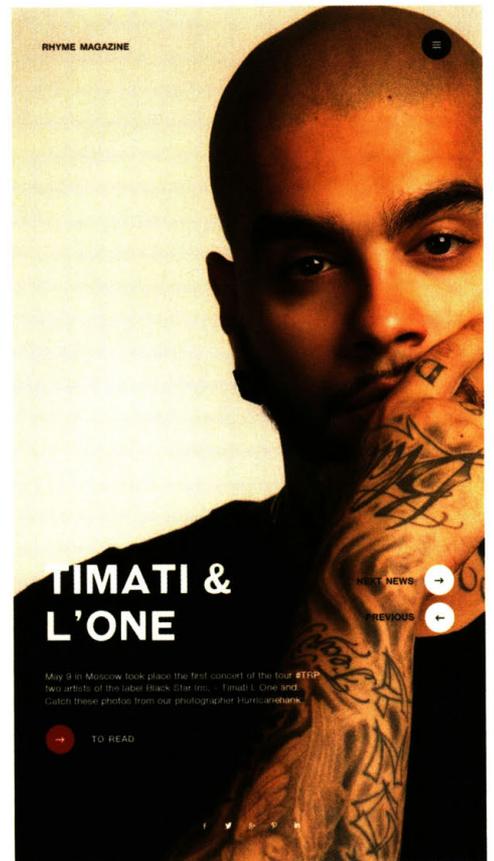
*/ Client: Rhyme Magazine  
Designer: Ksenia Alekseeva*

*Lead Designer: Alexander Shurlygin*

The development of multifunctional app and website for online magazine about hip-hop culture, the journal of the rhyme. Journal of the rhyme is not just a glossy magazine, telling the reader about modern hip-hop culture in Russia. This idea, which unites creative people. The creators, whose desire to create is much stronger than the life circumstances and excuses every day.

Creating a web site project and application for a magazine Rhyme Magazine was very interesting. Beginning the project can be attributed to mid-January 2016. In the design process, we identified key factors of user interaction, as a result, the website and app have become more





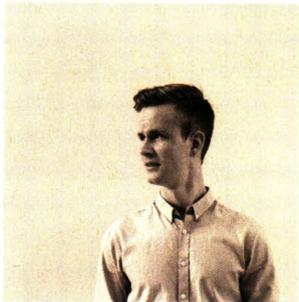
# INTRODUCE

## APP UI /UX DESIGN

### Verso – Digital Magazine

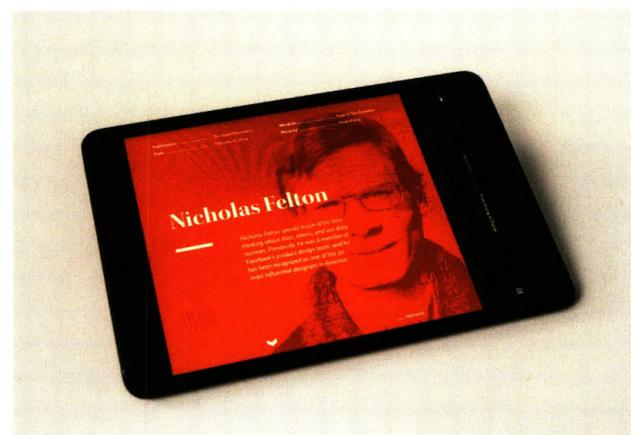
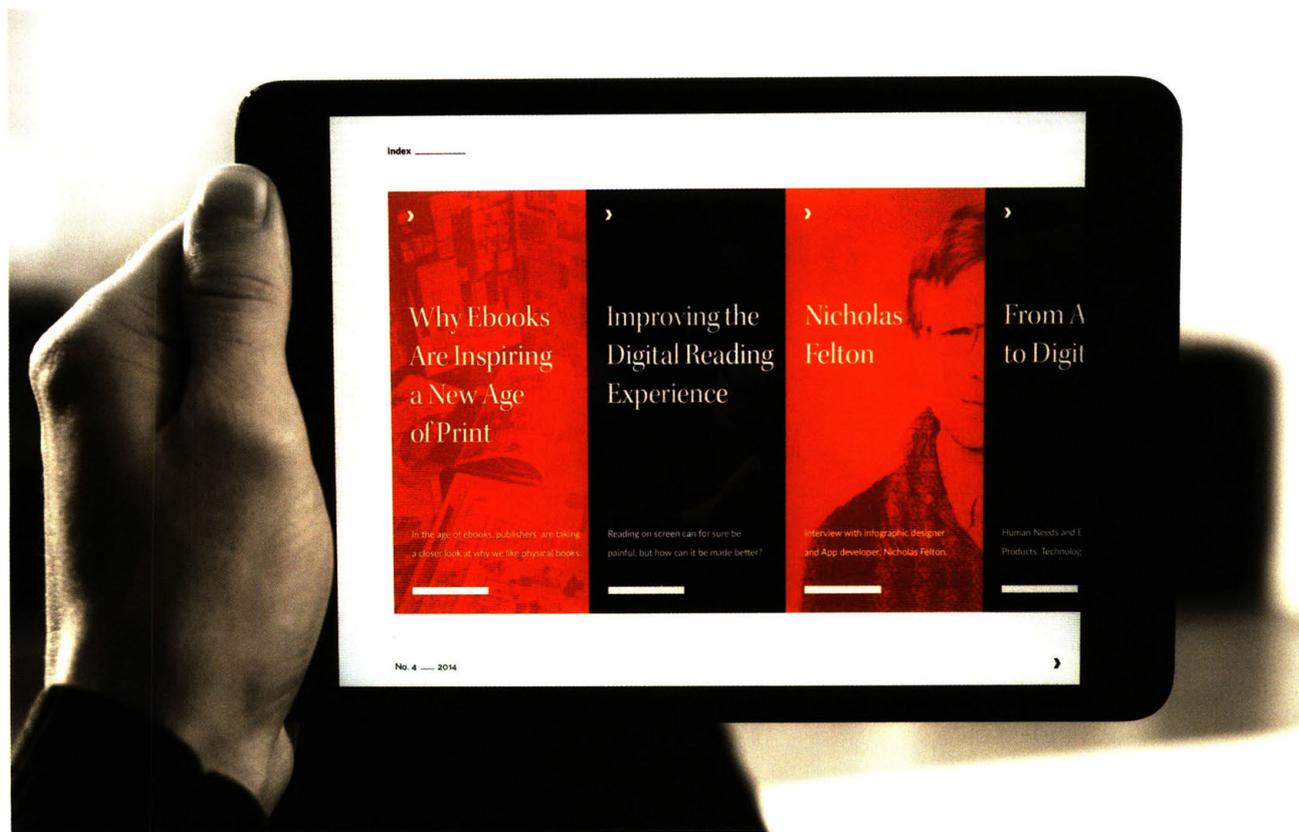
Verso is a digital magazine featuring 7 articles and interviews about the future reading experience. With the increase in popularity of digital reading and ebooks, designers face new challenges. How do new technology affect design, and how can we as designers benefit from the development of digital media?

The magazine discusses legibility on screen, how ebooks inspires print books to get better, new possibilities for interactive reading, and much more. The design concept is based on a "sneak peek" of what's coming next, by showing a little bit of the next article at the right hand side of the screen. The alternating background between the two colors, orange and grey, represents the contrast between digital and analog.



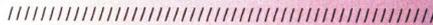
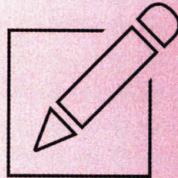
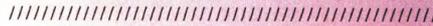
### Morten Håvik

Morten Håvik is a graphic designer, living and working in Oslo, Norway. His work range from analog books to digital interfaces, and he often finds the differences between analog and digital media both challenging and fascinating. After graduating from Westerdals Oslo ACT in 2016, he has been working as a designer at Dinamo



**06** /

**OFFICE  
AND STUDY**



APP UI /UX DESIGN

# INTRODUCE

## APP UI /UX DESIGN

### Totus

*/ Design Agency: iSavelev /*

Totus is an on-demand apps provider that help users get things fast and quickly. This app is on-demand laundry delivery, kinda like uber for laundry. It will start soon in Kuala Lumpur, Singapore, Hong Kong.

Totus had to be quite simple for user. Design includes tens of screens but user doesn't care about it, all he needs - is on one simple screen - select options and push your order, now you can be sure all things are nearly done. No extra steps and nowhere else you have to go to drop off or pick up.

"I prefer minimalism. I love simple things and useful space. Think it is all to achieve a good result in a user experience. That is the main point. Then goes visual design.

There are too much things I see daily to get inspired, thousands of pixels and tens of design communities, so I can't say exactly who are my inspirations." by the designer.



**Igor Savelev**

Igor Savelev is a designer and art director, focused on design for digital products with passion for interaction, UX and technology. Based in Russia, work all over the world.

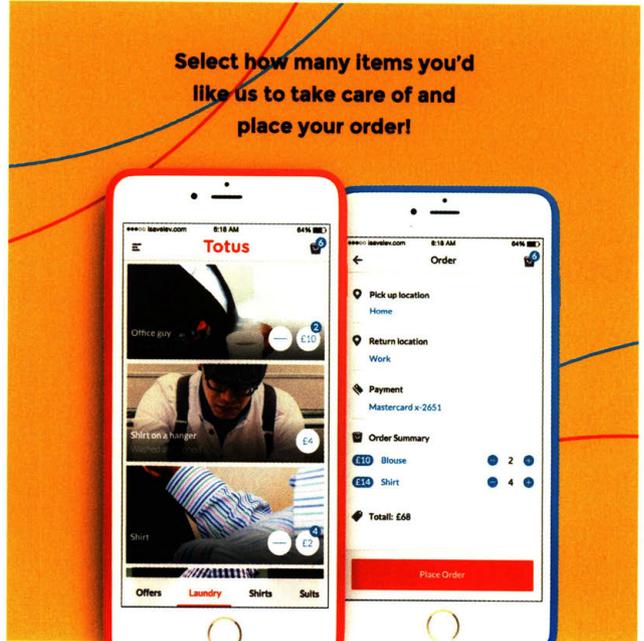


**Totus**

## On-Demand Laundry Pickup & Delivery



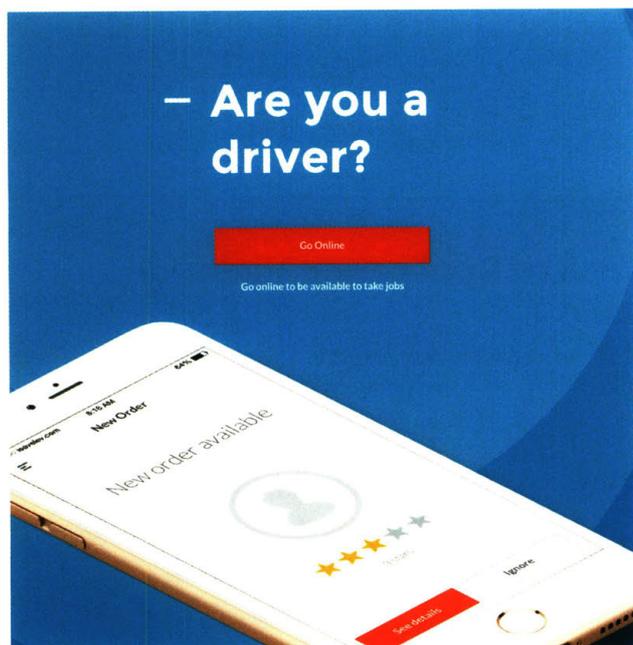
Select how many items you'd like us to take care of and place your order!



Totus is on-demand laundry delivery, kinda like uber for laundry.



Time is precious. No extra steps and nowhere else you have to go to drop off or pick up.



**Totus**



– **The city needs you more than you need the city.**

– **On-Demand Laundry Pickup & Delivery**

# INTRODUCE

## APP UI /UX DESIGN



### Zhenya Rynzhuk

Art director of Sochnik design, UI | UX designer and co-owner of Design school. Prefer minimalistic style and white space in interfaces, connection of logic and stylish ui in all interactive products.

### Mail.ru Application Redesign

Our version of mail.ru application includes inbox and smart attachments, where all your files will be organized in the best way with different swipe-filters, and also you can always choose the view of your inbox grid. Simple structure, user-friendly interfaces and comfortable functionality help you to use your inbox and keep all your documents in one place!

#### Mail.ru redesign

Don't just imagine what's possible, think how you'll keep and structure all your ideas before committing to your next step!

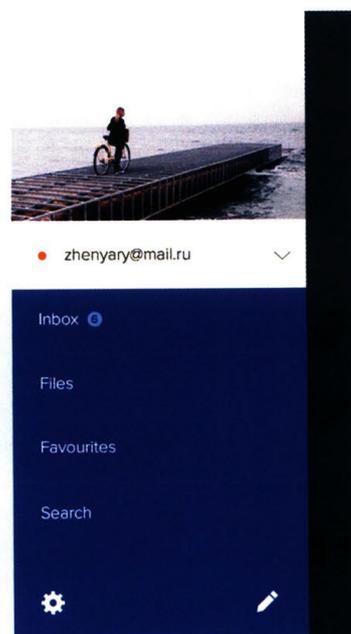
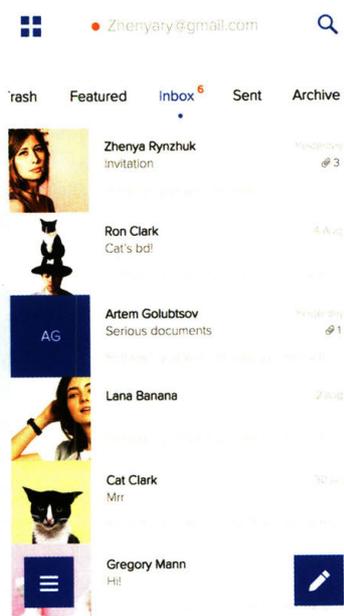
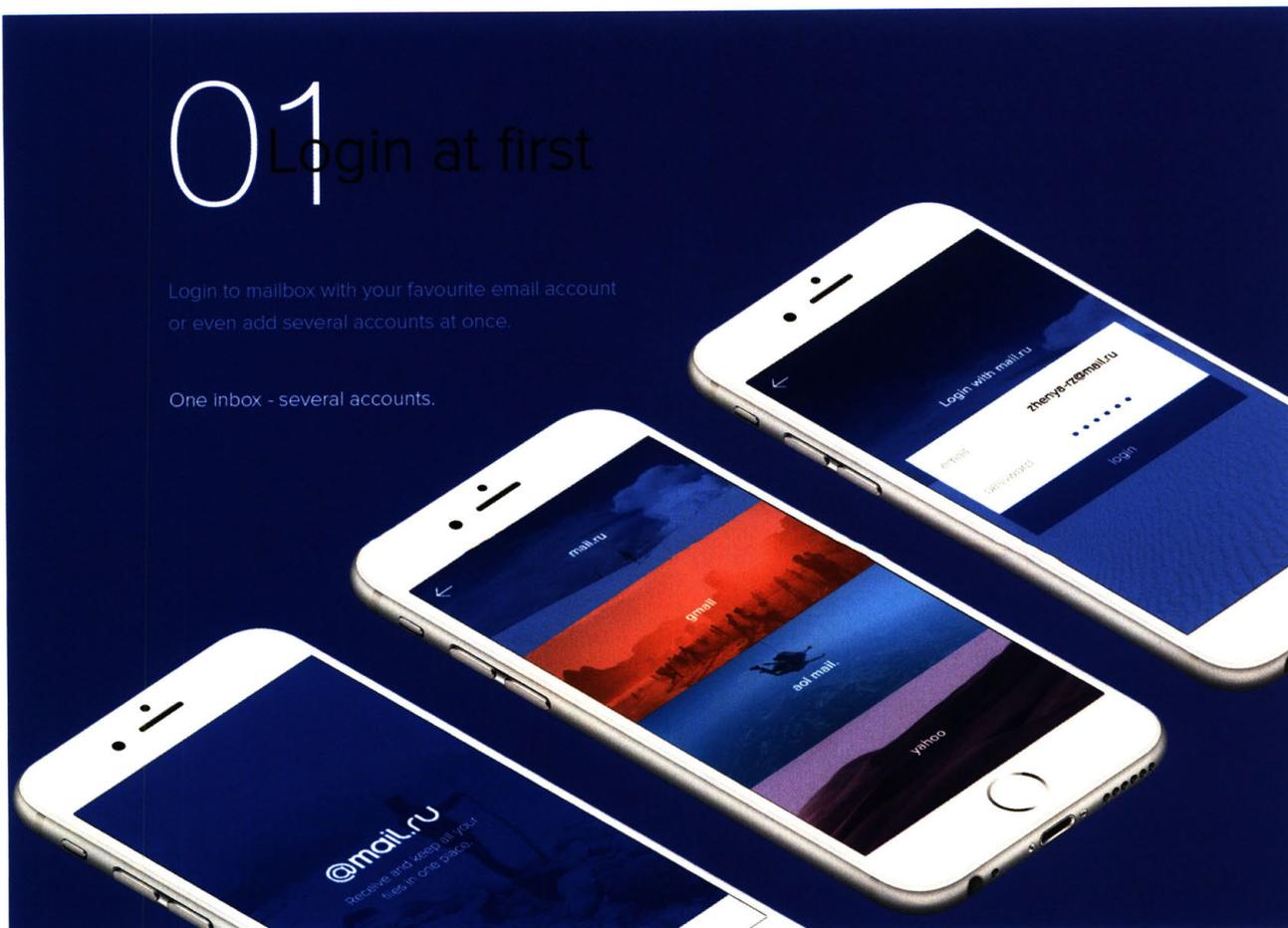
So just look.

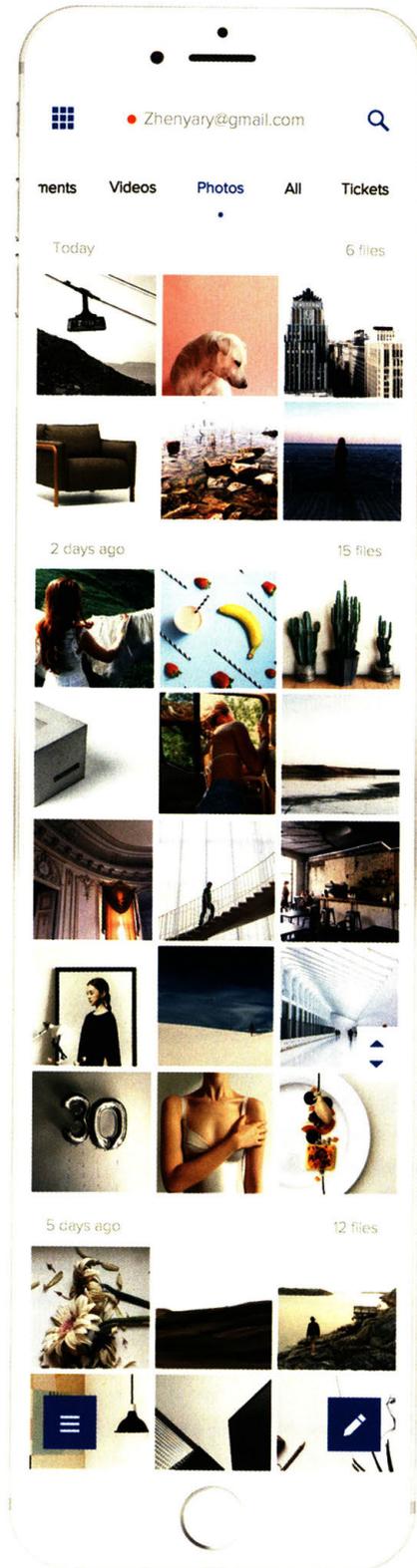
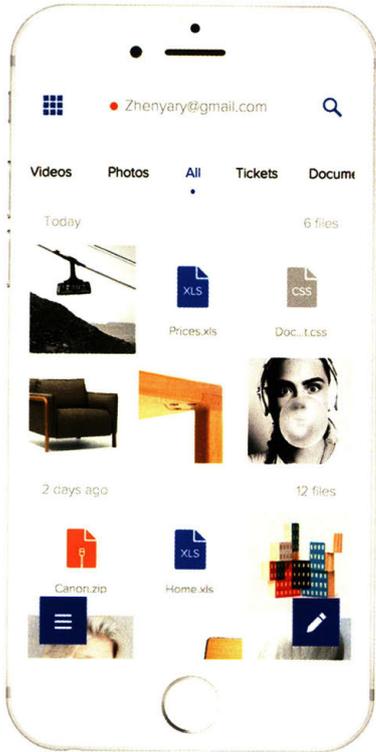


# 01 Login at first

Login to mailbox with your favourite email account or even add several accounts at once.

One inbox - several accounts.





# INTRODUCE

## APP UI /UX DESIGN

### Project Management App

*/ Client: Neel art /*

Get work done smarter with new project management app (name is confidential). It is a powerful tool to improve your project planning and team collaboration. With comprehensive task management and easy to analyze graphs, it is perfect for all your project scheduling needs and to make your life EASY POWERFUL USER FRIENDLY.



### Project Management

easy . powerful . user friendly



### Prakhar Neel Sharma

Prakhar Neel Sharma ,a designer born and raised Indore, India where he works with the incredibly talented team at Helpkarma. He struggles to find the perfect 'job title', but likes to explain himself as designer and maker. He will always design and create things, ranging from digital products to almost everything in the physical space. He is primarily motivated by solving problems and always questioning the status quo, which leads him to a lot of exciting challenges and projects most of the time.

He always has a simple and profound concept. Do your best and the rest will follow. If you do great work, clients will follow you.



## Project Management

easy . powerful . user friendly



**.Intro. 01**

Its an tool for project management and work collaboration. It enables its users to manage and track projects, deadlines, schedules, and other workflow processes



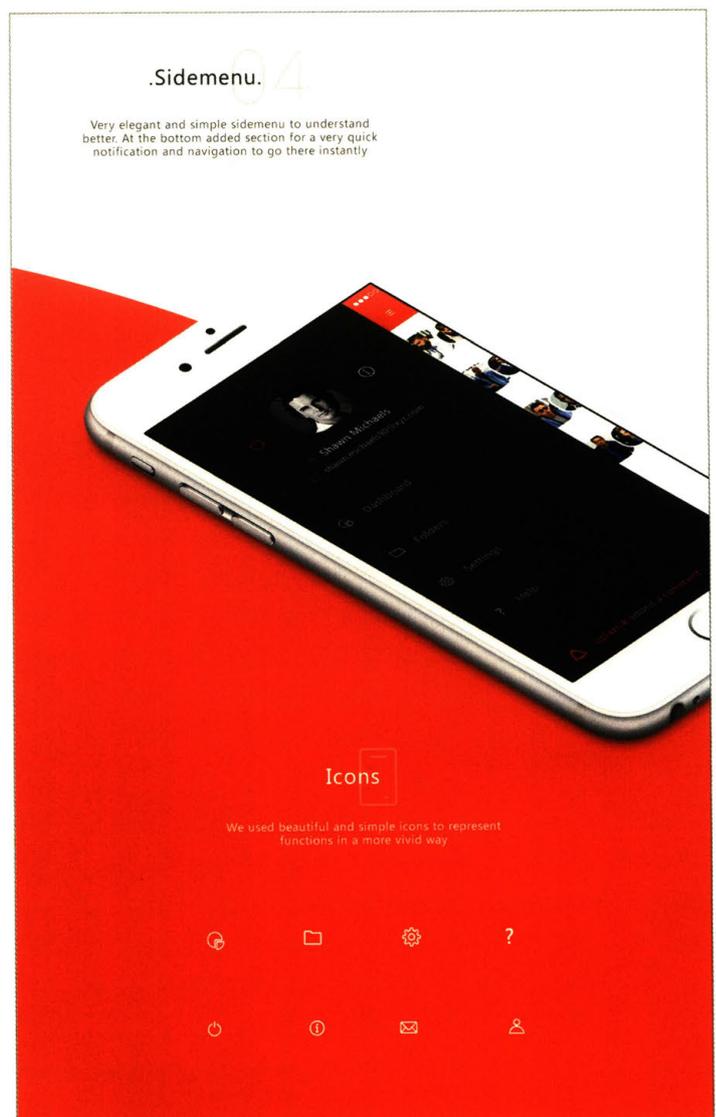
**.Dashboard. 01**

Clear, beautiful and brilliant dashboard for user to all projects at a glance by folder and various options available like search, filter, bookmark



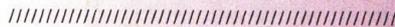
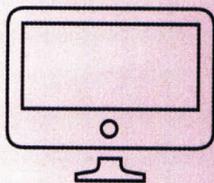
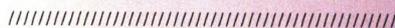
**.Walkthrough. 02**

Clear, beautiful and brilliant dashboards for user to all projects at a glance by folder and various options available like search, filter, bookmark



**07** /

**FURTHER  
READING**



WEB UI /UX DESIGN

# INTRODUCE

## WEB UI /UX DESIGN

### BBC RADIO Website Redesign

I love listening to BBC radio, especially dance stations such as BBC Radio1 and BBC Radio 1-Extra. Current website has good usability, but when I opened him for the first time - it was difficult to understand interface. I decided to create a simple minimalistic brand design website for BBC Radio. I have included only the top-rated radio station. The basic idea became a quick and easy access to music and favorite artists. Nothing else is necessary to search, just need to follow from page to page, enjoy the music and view the photos of your favorite artists and listening to exclusive mixes.

I am a supporter of the association and as simple as possible. No matter it is a device, program or website. Sometimes hard to understand simplicity.

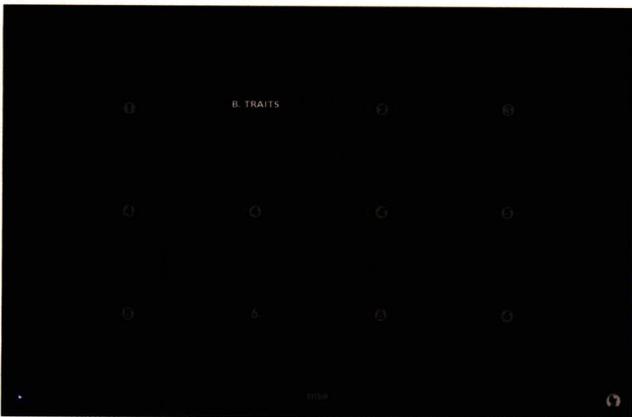
I took a simple 5x4 grid for the website. It is universal I think. Page is always divided to 5 columns by 20% and 4 rows by 25%.



**Alex Yurkov**

Alex Yurkov has been a designer since 2011. He lives in the Crimea; he loves the sea and the sun. He is always looking for something new, learning and constantly develops his talent. And he is always ready for new and interesting projects.





Minimalistic interface of selecting a radio station. Hover effect of station is show a DJ on air.

B. TRAITS 1



6 / 20  
PHOTOS

**B. TRAITS**  
Canadian DJ, record producer

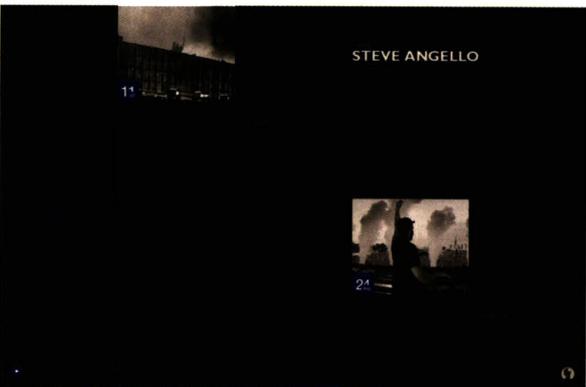
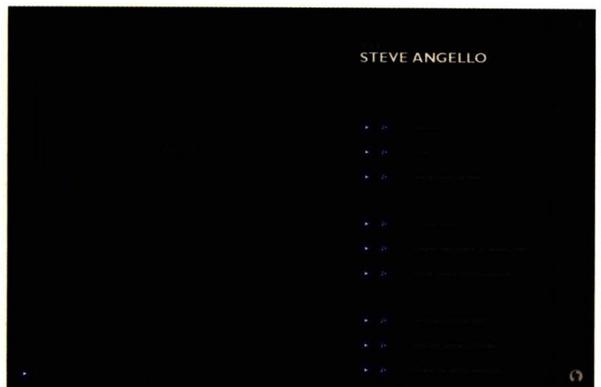
**What is B. Traits?**  
A hip producer (DJ) from Canada representing the latest Digital soundings.

**What is B. Traits not?**  
An astronaut... but maybe one day!

**What is the most played tune on your mp3 player right now?**  
Chloe Maguire - April 19th/2004 (Breakage's Stack It Up Mix)

**What is your guilty secret record?**  
Dixie - Heart of Glass

The user goes to playing DJ page after selecting the station. He can see photos and information about artist here.



# INTRODUCE

## WEB UI /UX DESIGN

### Incase Brand Strategy & eCommerce Design

/ Credits: BASIC / Incase /

Incase engaged BASIC to help them create a new overarching communication strategy, e-commerce platform and global campaign toolkit in an effort to recapture the mind-share of an evolving market. 'Designed for You.' created the perfect opportunity for us to stay true to the founding principles behind Incase's brand, while bringing a human element and personality to their consumer.



BASIC

BASIC

BASIC is a San Diego-based brand strategy and digital design agency that helps brands deliver better experiences to their consumers. BASIC has built a solid reputation for using design to connect brands and people through the things they love... products, services, experiences and stories. With a growing client list of world-class brands and as a frequent partner to other high-caliber creative agencies, BASIC specializes in strategy driven and design-led brand communication and digital innovation. BASIC has earned Webby Award Honoree recognition within Best Practices, e-Commerce and Best Web Application/Service categories.

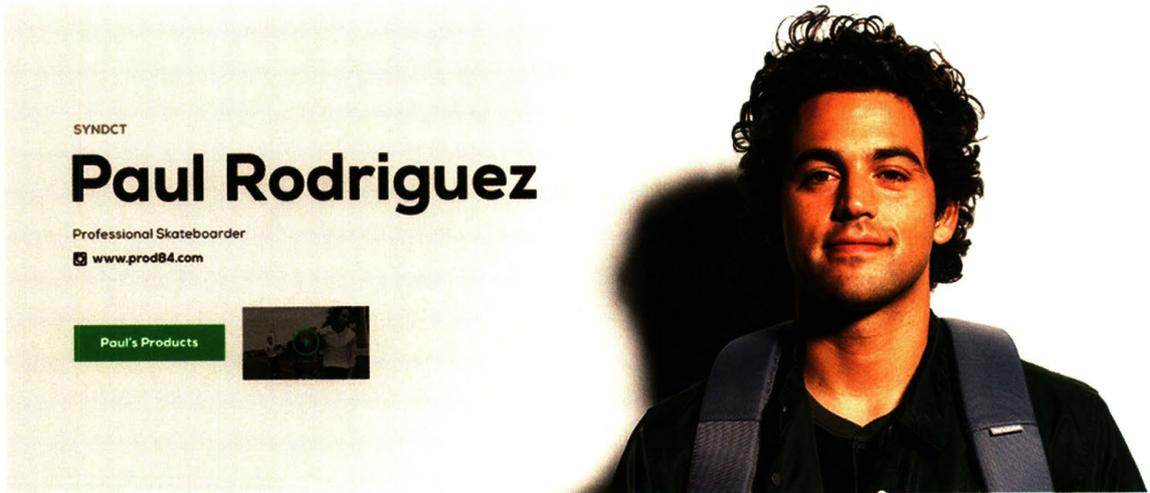
## Design process

We created two custom typefaces to represent the new visual direction for Incase by creating an ownable brand font pairing that balanced grit with perfection.



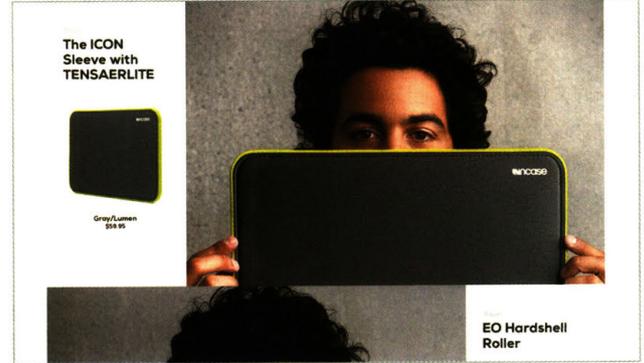
With "Designed for You", we wanted to showcase exactly what Incase products are made for, that being real life situations. From custom typography and a hand crafted script (based on the handwriting of Incase's Moses Aipa) to introducing lifestyle photography into the creative for the first time, our direction was focused on creating a system that felt candid, human and portrayed "real life" situations giving context to the function and beauty of the product.





**“One of the most dominate forces in skateboarding”**

Paul Rodriguez began skating in 1996 and quickly earned his first sponsorship by the time he was only fourteen years old. Paul's accolades span far beyond just his skateboarding abilities; he is also a successful entrepreneur. Today Paul is still one of the most dominant forces in professional skateboarding.



We designed the site using a modular framework, so that each page could be customized using the same featured sections. This allows

the marketing and design team at Incase to easily curate and populate content for each section of the website, while still making each page unique.

# INTRODUCE

## WEB UI /UX DESIGN



### aleph corporation

Zahra Shirazi & Amir Daryani S. co-founded "aleph corporation" in 2011. They aimed to bring new design and photography styles to the world of art.

Both of them have been working together in every project since and their main fields are Photography, Graphic design and typography. But they are always open to explore new fields of art, because they believe that "Art Matters" and every field of art is as joyful as the other.

Their vintage style is their main specification. They bring a touch of vintage in all of their designs.

### A Conceptual Vintage Design for a Chocolate Brand

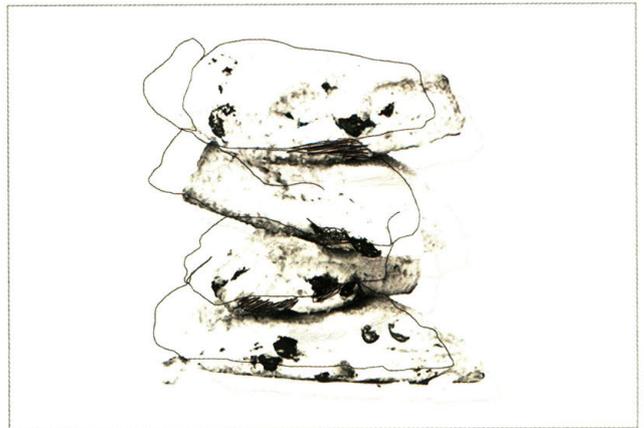
There were many chocolate and sweets stores opening at that time in our neighborhood, but they all lacked a good brand identity and good photography. All this led us to design a conceptual brand identity for a chocolate brand.

Preparing the material took some time because we wanted everything to be vintage and we searched for every piece for the photography project in different parts of the city. When we gathered everything, we purchased some beautiful handmade chocolates and we had a 2 day photo shoot with them. After that we came up with some logo sketches, asked a bunch of our friends to rate the logos and then we chose one of them. Then we did the brand identity based on everything that we had.

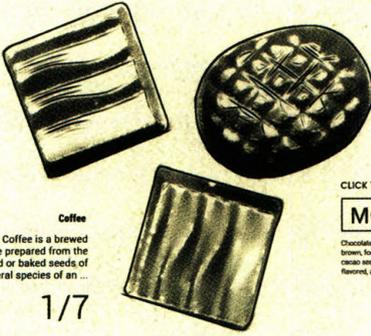
At last but not least we created a website design for the brand. The website, like the other part of the project has a vintage touch.

The chocolates that were purchased, each had a different taste and we showed the ingredient used in each chocolate by a sketch type image.

Also there are different parts to this website, like how the chocolates are made or how the ingredients are manufactured.



Look Book Contact About  Macaron Biskuit Schokolade

<  >

**Coffee**  
Coffee is a brewed beverage prepared from the roasted or baked seeds of several species of an ...  
1/7

CLICK TO READ MORE  
**MORE INFO**  
Chocolate is a typically sweet, usually brown, food preparation of Theobroma cacao seeds, roasted and ground, often flavoured, as with vanilla.

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Catalogue Contact About

Small URBAN GOODS

Macaron Biscuit Chocolate

Urban Goods

# 1860

Cafe , Book , Gallery

OWNED BY ALPH CORPORATION

Bass URBAN GOODS

Chocolate



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**MORE INFO**



Dragée

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**MORE INFO**



Pistachio Powder

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COFFEE

CLICK TO READ MORE

**MORE INFO**



TEA PROCESSING

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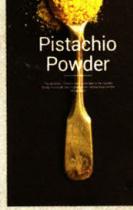
**MORE INFO**



SÜßIGKEITEN

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**MORE INFO**



VINTAGE TOOLS

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Small URBAN GOODS

PHOTOGRAPHY CATALOGUE

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KHORMA DATE PALM

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VINTAGE TOOLS

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**MORE INFO**

**BY DATE**  
 Collections and...  
 Click on the...  
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DOWNLOAD INFO

**COFFEE**

Coffee is a brewed beverage prepared from the roasted or baked seeds of several species of an evergreen shrub of the genus Coffea.



**MOST POPULAR**

URBAN GOODS

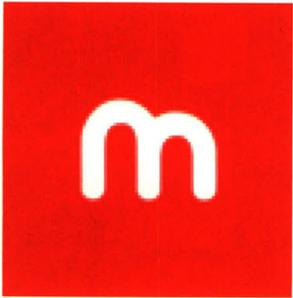
Chocolate is a typically sweet, usually brown, food preparation of Theobroma cacao seeds, roasted and ground, often flavored, as with vanilla. It is made in the form of a liquid, paste or in a block or used as a flavoring ingredient in other sweet foods. Cacao has been cultivated by many cultures for ... (more)

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URBAN GOODS

# INTRODUCE

## WEB UI /UX DESIGN

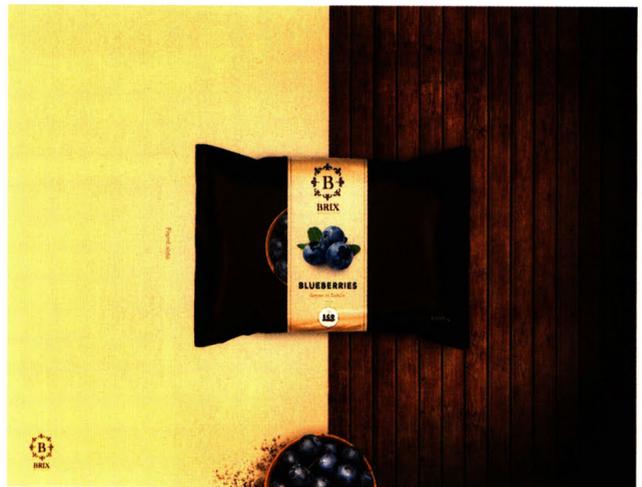


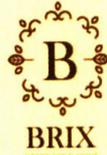
### Andrej Krajčír

Andrej Krajčír Web/UI designer and typography enthusiast. Andrej is the founder of a small agency named Marvin digital which is located in Slovakia. Marvin digital mainly focuses at attractive, simple and intuitive design.

### Brix

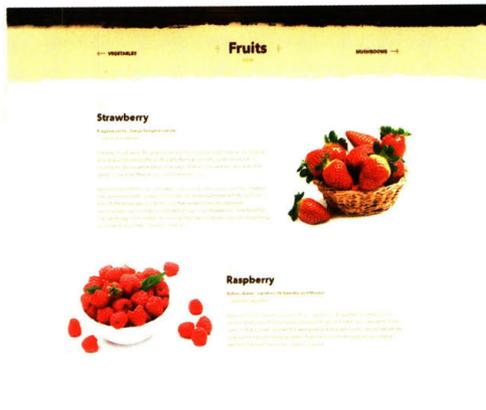
Andrej Krajčír Web/UI designer and typography enthusiast. Andrej is the founder of a small agency named Marvin digital which is located in Slovakia. Marvin digital mainly focuses at attractive, simple and intuitive design.





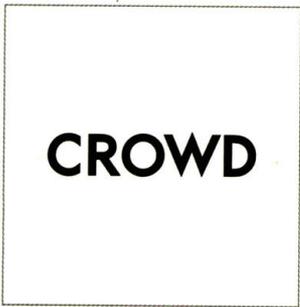
# Brand & web design

www.marvindigital.eu



# INTRODUCE

## WEB UI /UX DESIGN



### CROWD

CROWD is a studio based in Barcelona and London. It help companies build and define their brand, working from concept to user experience.

By using creativity, design and development, they shape their ideas and provide the correct voice and tools to connect with the post-consumer world.

In one sentence, CROWD could be defined as "the perfect combination of branding, design and programming in the same team." They produce solid projects with strong identities, perfectly developed.

### OFFF Festival 2015

*/ Client: OFFF Festival /*

#### 01 – What is it?

The OFFF Festival was born a decade ago as a post-digital era festival. It has earned recognition around the world since then.

It's a combination of Offline/Online designers, Motion Designers, Thinkers, Sound Designers, Graphic Designers, Theorists, Developers, Students, and many others, who participate and get inspired in a three day of conferences and workshops.

For its 15th Anniversary they asked for a new website and iOS and android App to keep evolving the original concept.

#### 02 – Which was the concept?

The Off Festival needs to be updated as it's bound with technologies, it has to be coherent the whole idea and platform with what they are showing to the world. We started making the website and Apps matched with all the elements of its brand and communication.

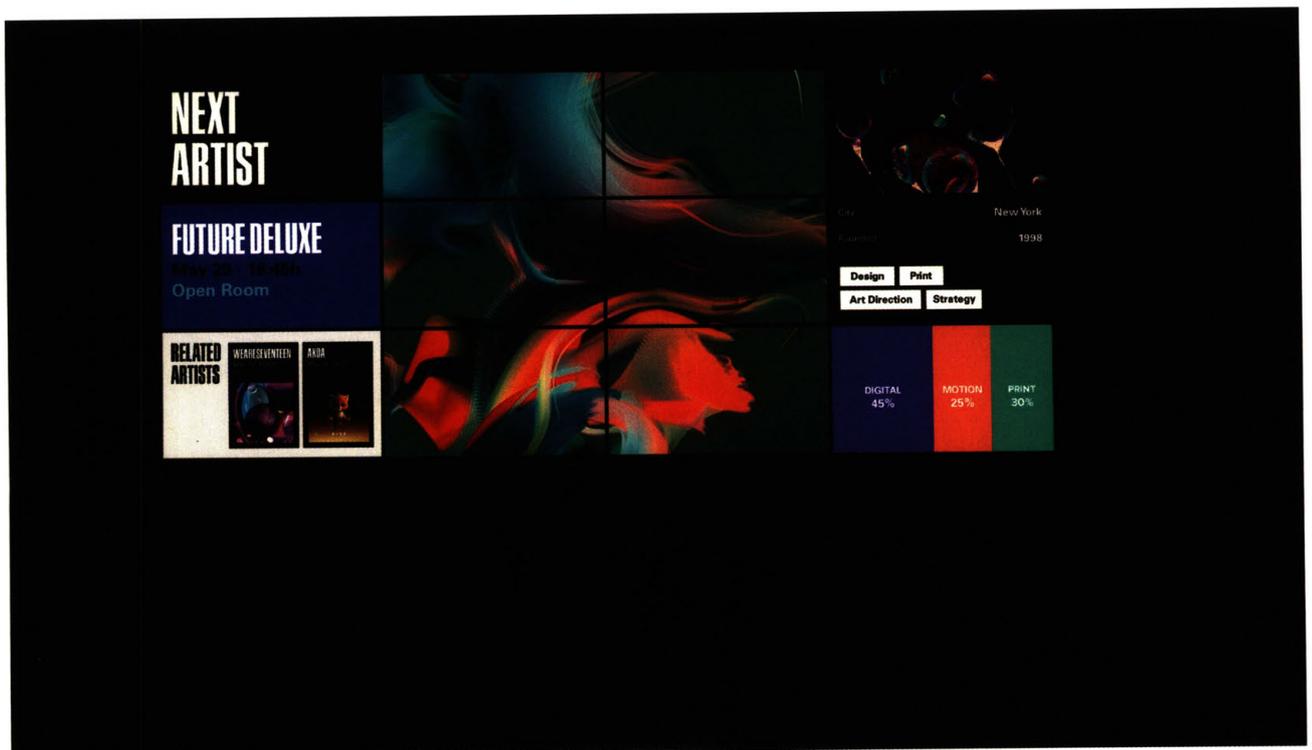
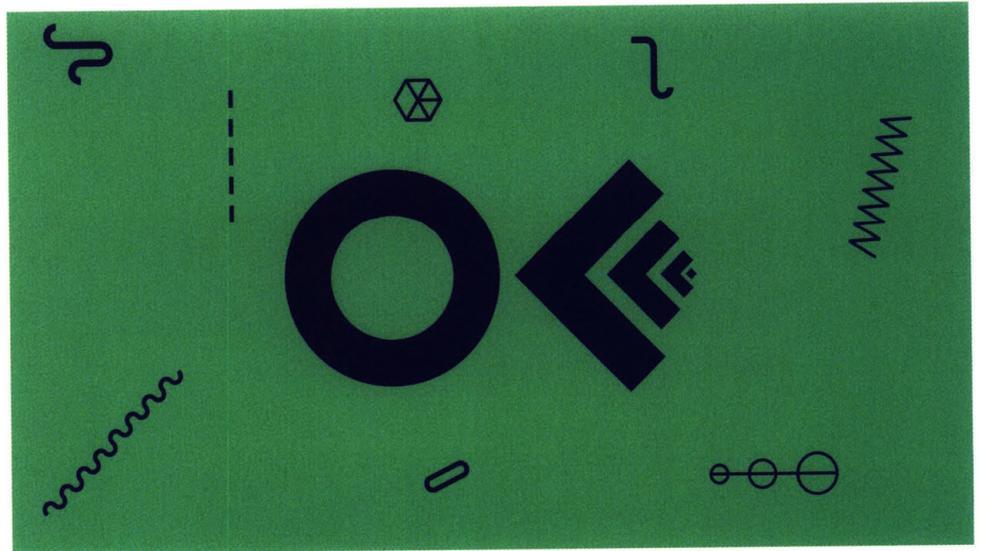
In this last edition we wanted to keep the attendees informed by giving them some additional information about the speakers. For that, we include in the artist's profiles some percentages labeling the types of projects, the year of foundation, location, renowned projects and clients. The aim was to take the speaker closer to the crowd and make the audience feel identified with the lecturer by comparing with themselves.

We shaped that creating a screening concept with,

besides all the information related to the artists, the event staging and the schedule projected during the festival.

### 03 — How did you do that?

We develop the whole idea, the Art Direction and the technical development of the website, Apps and videos. We recompile in-house the information of the artists with the help of the Off Team.



BCN May 28-30 2015

BUY TICKETS news info artists workshops schedule

# FUTUREDELUXE

MAY 29 - 18:45  
Open Room

FutureDeluxe combine design, technology & moving image to produce innovative creative content. From CG to moving image, interaction, design & film production, they produce unique creative content for a wide range of industries such as Adidas, Beats by Dre, Disney, Nike, Nvidia & Sony.

Share: [f](#) [t](#) [g+](#)

City: London

Founded: 2011

30% 70%

Design Interactive

Website: Visit  
Facebook: Visit  
Instagram: Visit  
Twitter: Visit  
LinkedIn: Visit

Previous projects:  
Adidas, Beats by Dre, Disney, Nike, Nvidia & Sony

Current industries:  
Fashion to technology, music & entertainment

## RELATED ARTISTS

**3 TO STUDIO**  
May 29 - 11:55h  
Open Room

**VALLEE DUHAMEL**  
May 28 - 12:30h  
Open Room

# INTRODUCE

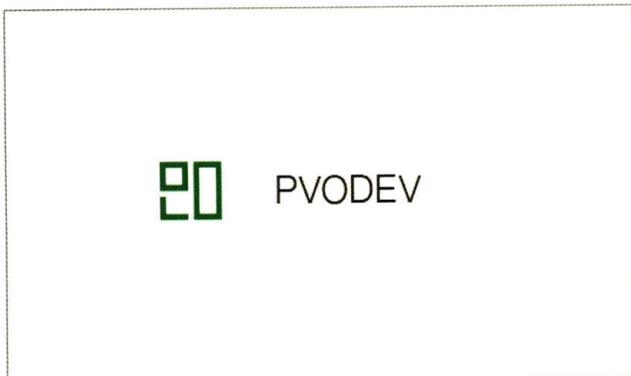
## WEB UI /UX DESIGN

### PVODEV.COM

PVODEV is a personal branding of the developer Pavel Osmatchko. The style needed to be minimalistic, flat, simple, easily recognizable and memorable.

Minimalism, blend and restraint are the main features of the brand identity. The elements of the logo appearing in a random order are used separately for decorating paperwork and other things. The logo consists of the picture mark and the PVODEV name.

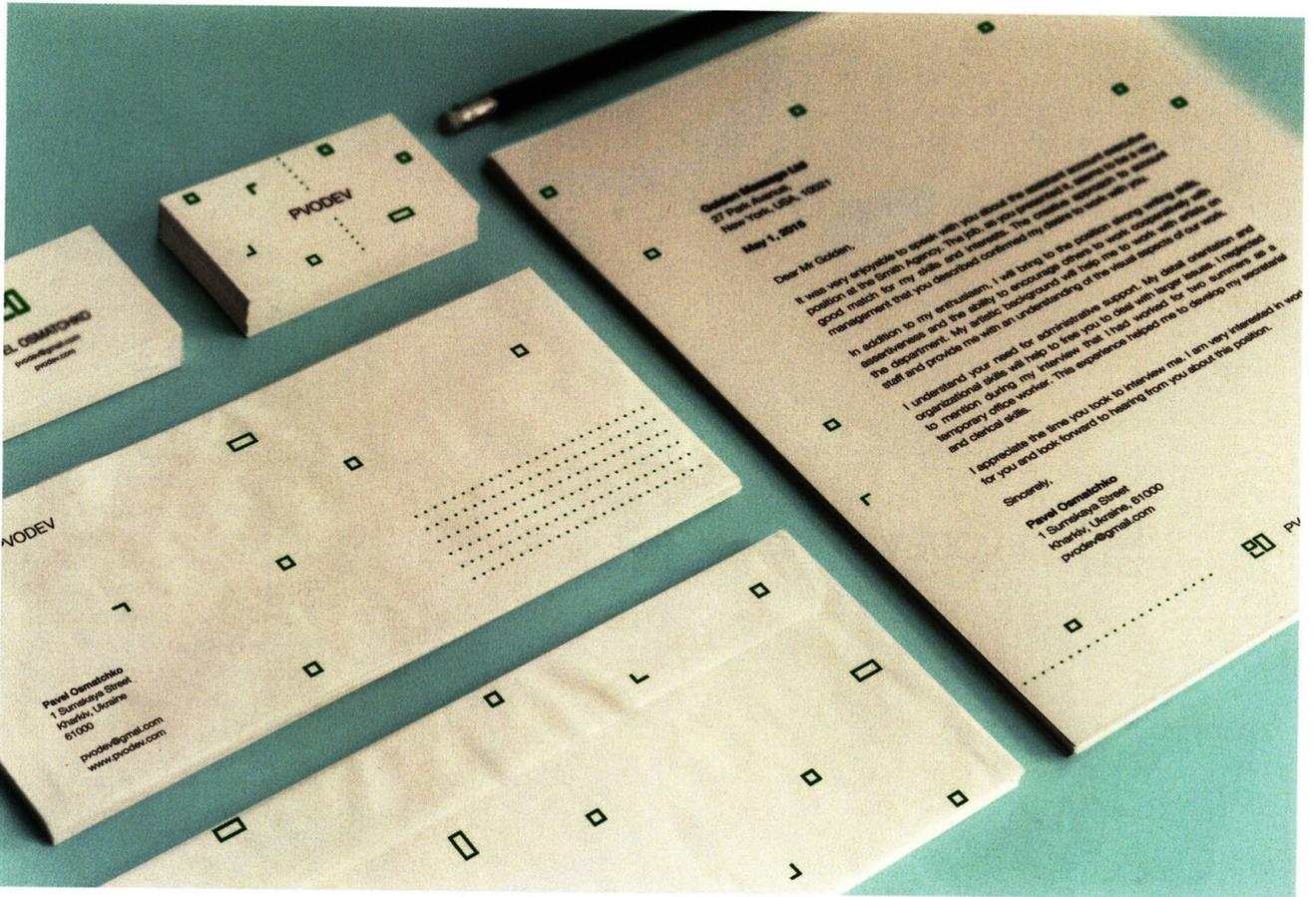
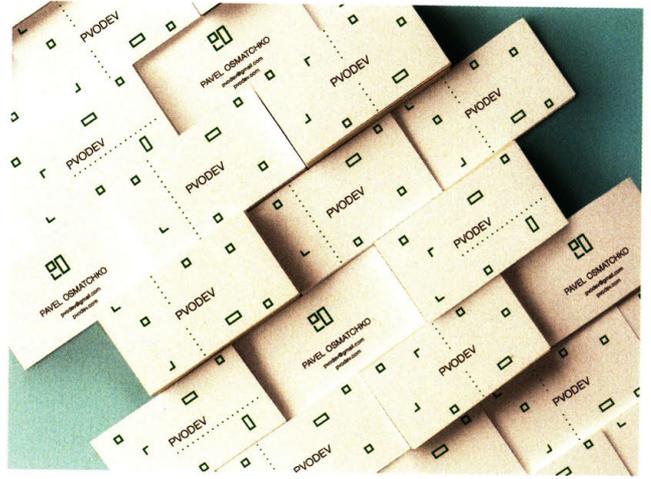
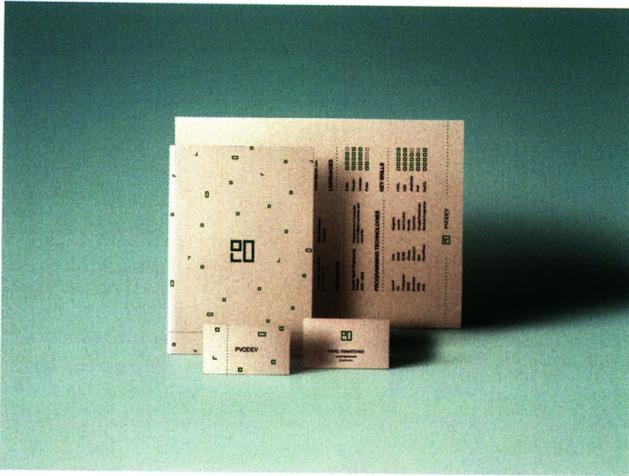
The mark is a square constructor. It is a some modification of the letters PVO.

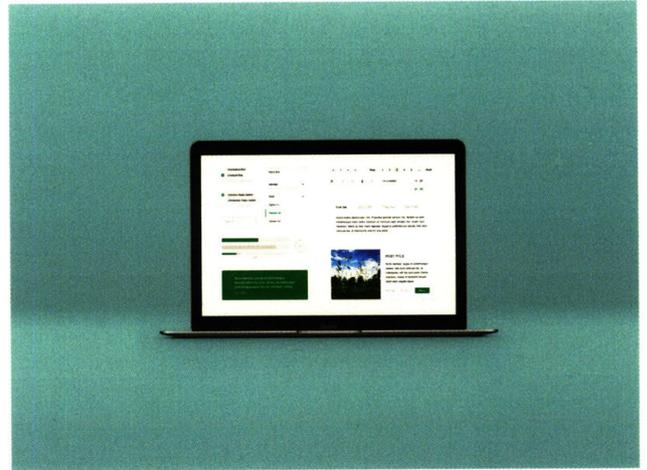
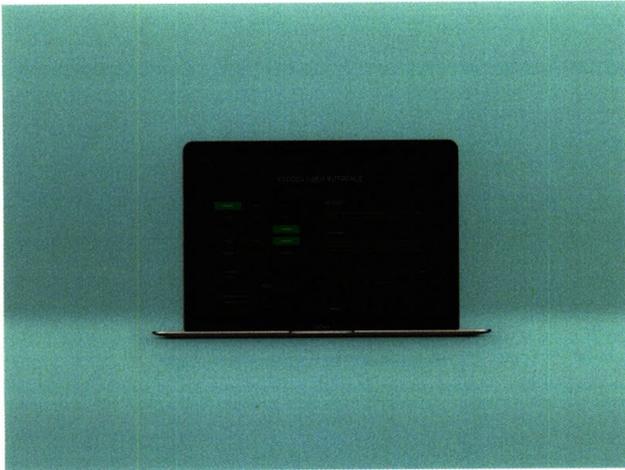


### BASOV DESIGN

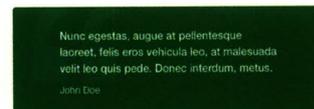
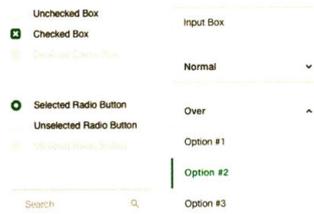
### BASOV DESIGN

They are young professionals making visual identities, digital solutions and associated services for business and individuals all over the world. They offer their customers best design and development practices to improve products and solutions of different complexity. Each their work is a challenge and a key to solve a specific problem. From a first hand-drawn sketch to the last line in a final version of a masterpiece they are focusing on main client targets. Great things, goods and services are inspiring people to make a life better. Each their work bring a small piece of greatness and beautiness into this world.





## PVODEV USER INTERFACE

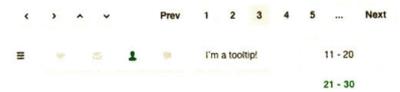


### HEADER

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### SUBHEADER

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1,450 237 [More](#)

# INTRODUCE

## WEB UI /UX DESIGN

### Mercedes Benz Microsite Concept

The microsite is designed for an email campaign that encourages people to sign up for a test drive with one of the Mercedes Benz cars. Those interested are navigated to this page where they can hand-pick the car, fill in only the most necessary information, and choose the meeting point.

The design is very simple and minimalistic. The aim wasn't to follow Mercedes Benz official fonts and colors but to communicate the company's mission and brand values like high quality, power, speed, and luxury. That's why the microsite is based on dark colors, visually stunning photos, strong typography and has no icons.

The whole process of setting up a test drive is designed to be as simple and intuitive as possible. It takes place in three basic steps. First, you browse through a catalogue of cars including interesting details, special benefits, technical specifications, and photos to choose the model you want to try out. The second step presents a simple form that asks for basic personal information: full name, address, and email. That's the required minimum to set up the appointment and the amount that shouldn't drive people away. In the last step, you choose the place where you want to pick up the vehicle. And that's it. Now it's up to Mercedes Benz to reach out and arrange the test drive.



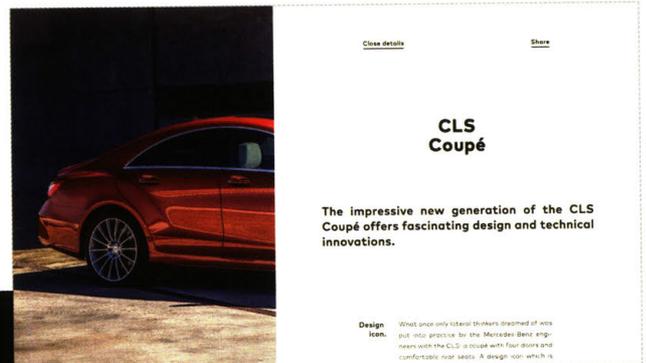
#### Jaromir Kveton

Jaromir Kveton is a 22 year old designer and student, passionate about web design, graphic design, and illustration. He currently works in Perspective Digital, a digital agency based in Berlin. Despite his young age, he can already offer 7 years of experience and a portfolio backed up with big brands from all over the world. He loves what he does which is why he is driven to go far beyond the predictable and ordinary.

Jaromir grew up with a pencil in one hand and a brush in the other, so manual skills serve as a solid foundation of his graphic work. His work tends to be simple, minimalistic, and heavily inspired by modern art and graphic design of the 20th century.



All the available cars in stunning photos and horizontal scrolling. You can select the one you want to test straight away or explore the details.



The details sections offers a screen divided into two halves. The image on the left changes according to the content on the right. Whether it's additional information about the vehicle, special highlights or reviews, the visual image changes accordingly.

# INTRODUCE

## WEB UI /UX DESIGN

### IKEA Redesign UI & UX Design

It all started when I visited IKEA Store in Istanbul. I needed to buy some stuff for my home. When I was looking around the store I really liked a sofa and then immediately wanted to buy it but they said they don't have the new one in the store and I should order it on the internet. After that, I entered their website to order the sofa and then I realized that they must renew their website as soon as possible. I just forgot the sofa for a moment and thought about redesigning Ikea the weekend. We know IKEA that produces simple and useful products. They also look so good. But their web store looks more like another company.

It took a week to design the main pages of the website. My goal for this project was giving a fresh and new look to the one of the largest furniture retailers in the world. I used lots of white spaces and clean elements for making a cool looking website for Swedish company. I couldn't imagine how popular this project would be but as I can see now, I think everyone had the same opinion about how old IKEA's online store is and how unrepresentative for the company's image.



**Ekrem Ates**

Ekrem Ates is 24-year-old UI Designer from Istanbul who works at Userspots and studies in Istanbul University. He really loves to design concept websites, mobile apps and any other UI stuff. He is also familiar with wireframing and User Experience Design. He thinks that a design must be cool looking yet extremely useful.

Userspots is an Istanbul based user experience design company which founded in 2009. They use UX methodology to investigate your customers needs, motivations and limitations in order to create customer journey maps and design web experiences. Userspots optimises your website with tests and data oriented design processes and their core is built on User Research.



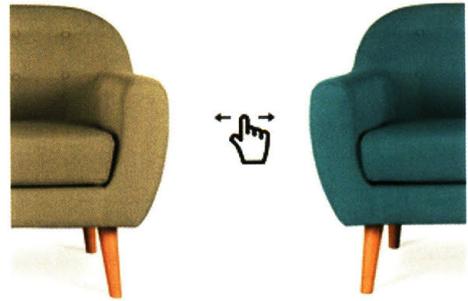
**KIVIK**  
ARMCHAIR



**\$79.00**



**KIVIK**  
ARMCHAIR



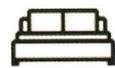
**\$79.00**



OUTDOOR



LIVING ROOM



BEDROOM



BATHROOM



KITCHEN



STORAGE



DINING



CHILDREN

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NEAREST  
IKEA**

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**SJÖBRIS**



BATHROOM →

GET YOUR IKEA CATALOG ANYWHERE WITH

# IKEA CATALOG APP

FOR TABLETS

& SMARTPHONES

STYLISH KITCHENS

STYLISH KITCHENS

DESIGNER OF THE DAY

NEED HELP?

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[WORKING WITH IKEA](#)
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ÚDEZ

# INTRODUCE

## WEB UI /UX DESIGN

### HAY

HAY was founded in 2002 and the furniture collection was launched at IMM Cologne in 2003. HAY's ambition is to encourage Danish furniture design's return to the innovative greatness of the 1950's and 1960's in a contemporary context.

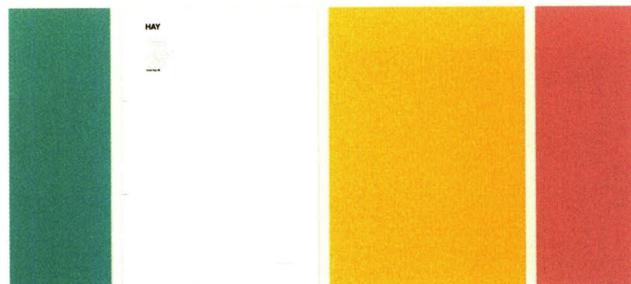
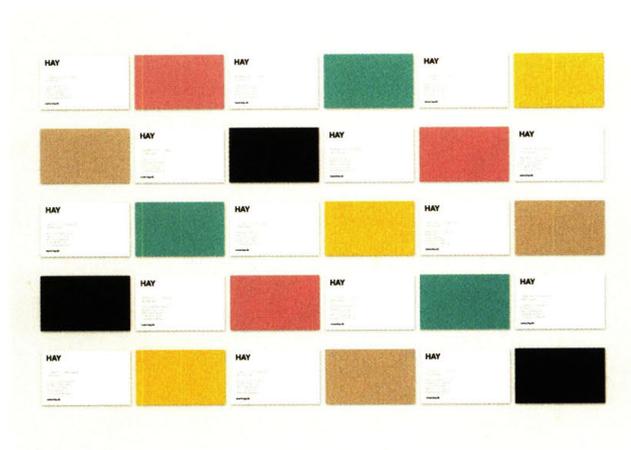
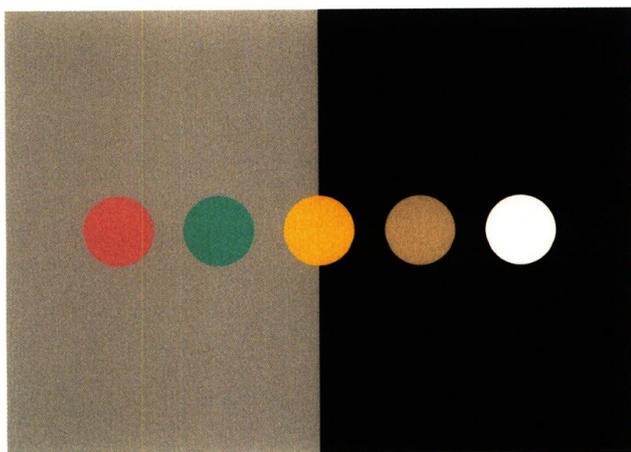
HAY operates in the field between architecture and fashion bringing the statics from architecture and the dynamics from fashion.

This is a proposal for a new website.



### Emanuele Cecini

Emanuele Cecini is an Italian Multidisciplinary Designer who works across a broad spectrum of media and fields. He has been living and working in Milan, London, Copenhagen, Frankfurt, San Francisco and New York where he collaborated with a wide range of skilled partners. He creates strong and effective designs, with a simple and clean aesthetic and a meticulous attention to detail.



# HAY



Online Shop  
[WWW.HAYSHOP.DK](http://WWW.HAYSHOP.DK)





# INTRODUCE

## WEB UI /UX DESIGN

### Non Stop Energy Drink Website

*/ Client: Novie Producty (Non Stop energy drink)*

*Production: Studio 7 /*

As usual, this project was started as big multimedia campaign to advertise new local Non Stop brand energy drink line. It was divided by its purpose: some for the day use, while you jogging through the city, another for the "night life".

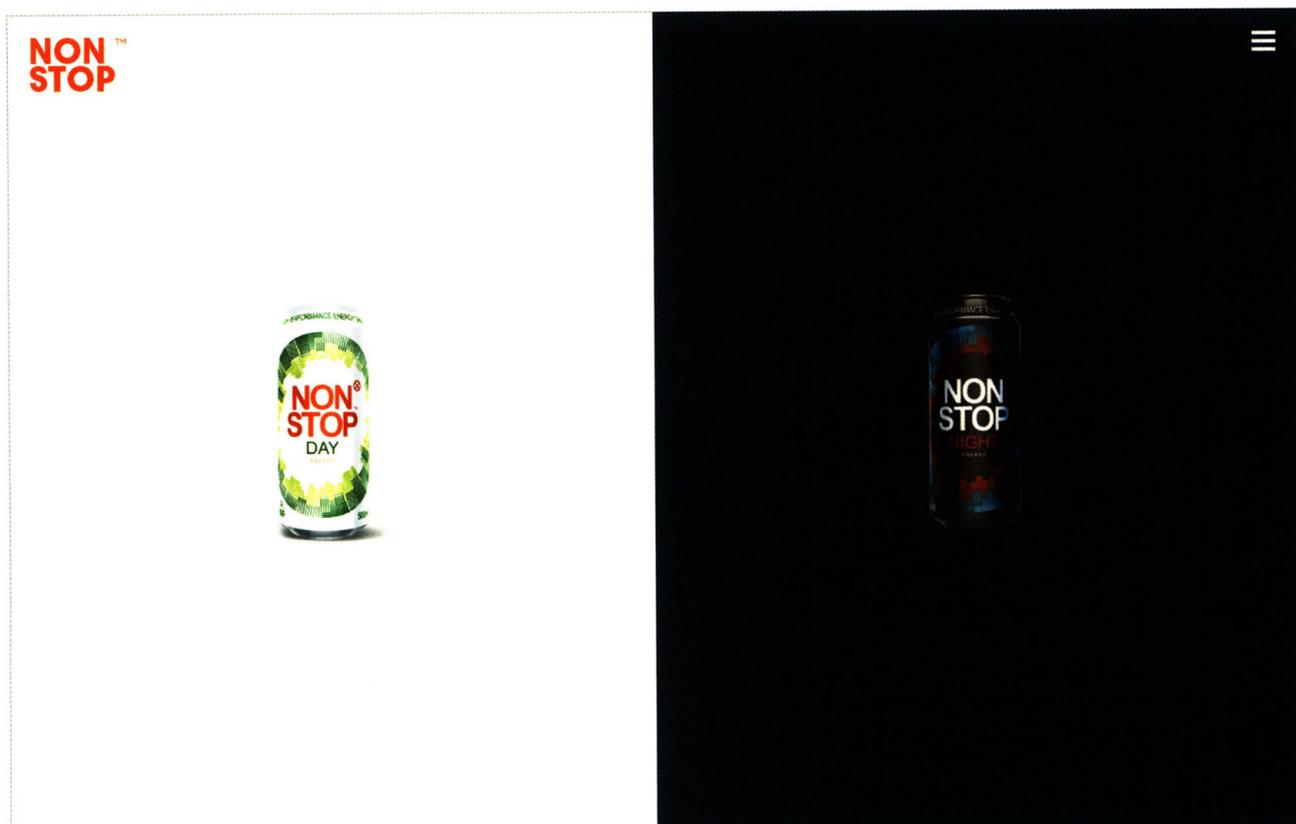
So I was asked to think about some game mechanic, to advertise effectively this divide in a new product line. After a few days I came back with an idea, game mechanics and sketches of the interactive website, where user could fly through a stylized CG cities streets and collect cans. Time of the day in this game was synchronized with the real time. It was met great.

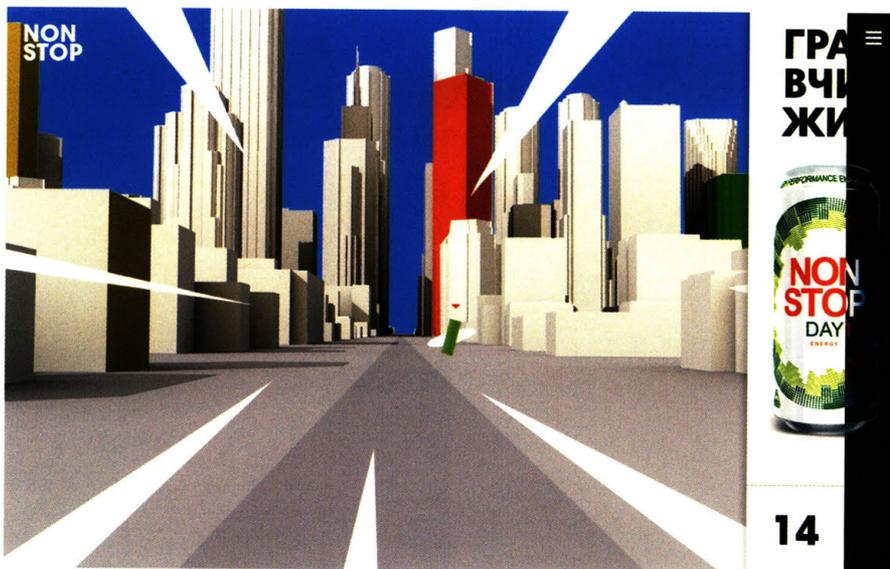
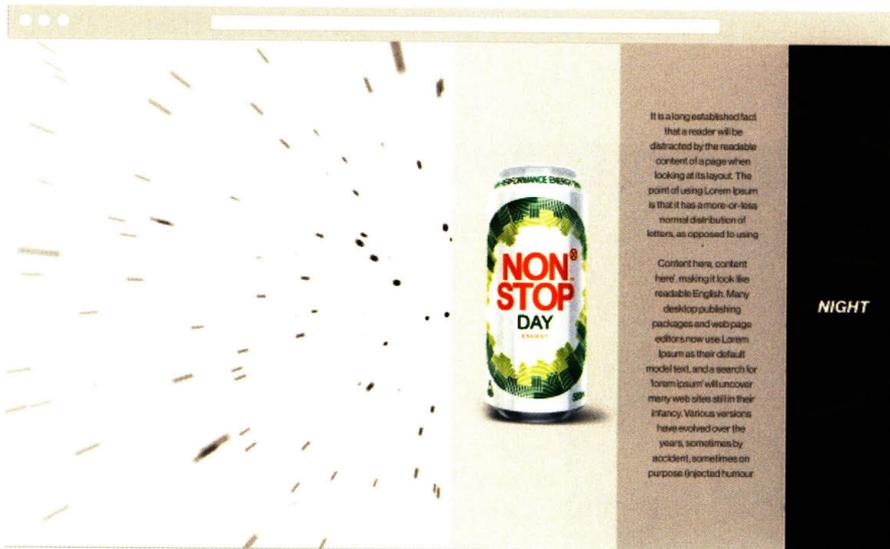
But, as usual, after consideration of the time and resource difficulties it was simplified to basic visual interaction. So I made a CGI of the two cities in two video files that play in the background, while user can switch between day and night time. So this is a very much simplified version of the big approach in interactive web design.

The logo for Non Stop energy drink, featuring the words "NON" and "STOP" stacked vertically in a bold, red, sans-serif font. A small trademark symbol (TM) is positioned to the upper right of the word "NON".

#### Egor Tatarenko

Egor Tatarenko is freelance specialist with experience in many sides of web and multimedia production. Always open to new opportunities and projects.





# INTRODUCE

## WEB UI /UX DESIGN

### Geospace

Geospace is a responsive concept for an unusual navigation designed from scratch at Webflow.

The main idea of the concept is to show another way to navigation for content, especially for responsive resolutions, valorizing the big images, editorial's article formats, big heading, and variations of typography and UI elements such as infographics, data driven.

Therefore, I showed three distinct subjects, without relations each other, for instance: Space Travel, Brazilian Primitive Natives and The king of deep oceans "The Sharks".

With just simple clicks, you can navigate for the content without a break in the user experience.

I hope inspire designers to create different kind of digital interfaces, with focusing in a break the sameness and show interesting things on the web.

The idea is showing 3 kind of different subject, using interactions and transitions to surprise the user for the simplicity of navigation.

Just a mouse-over and one click, the user can consume the content, exploring different ways of data visualization.

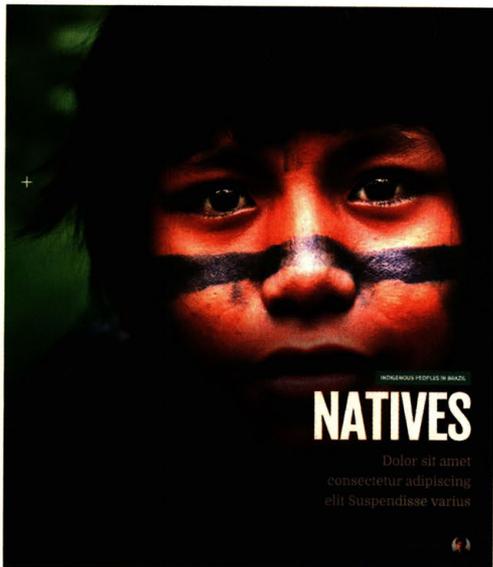


### João Paulo Teixeira

João Paulo Teixeira is a passionate and driven Art Director and Designer from Brazil with a personal approach towards user experience, prototyping, mobile apps and innovative digital products.

With 14 years of experience in digital projects, he has designed around 150 projects for big clients such as HBO, Coca-Cola, Microsoft and the biggest Brazilian companies as Oi Telecom, Vivo, Itau bank.

Recently he has been immersed in creating digital solutions for several important startups and new ventures. When he is not working, he is listening to some rock n roll or trying to create a new groundbreaking digital product.



**Kayapo**

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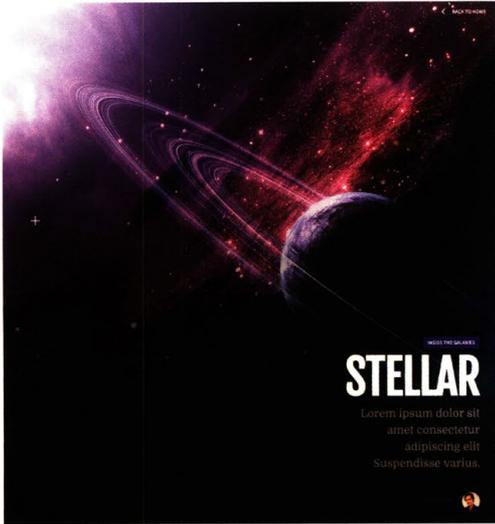
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**Sateré-Maué**

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STELLAR 45 SHARES 4 COMMENTS

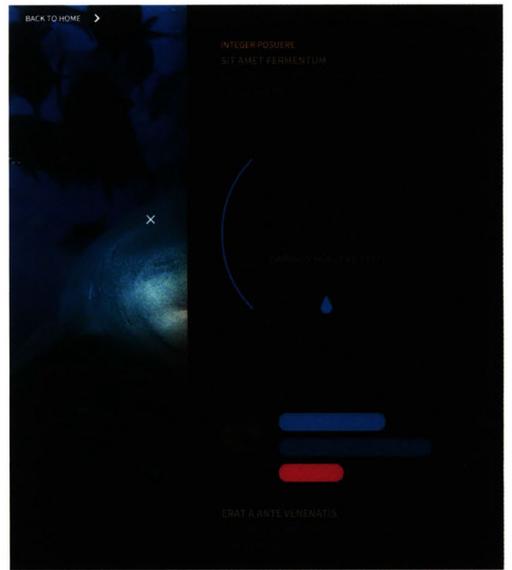
# SPACE LUNACY



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Why you fluctuates on the moon?



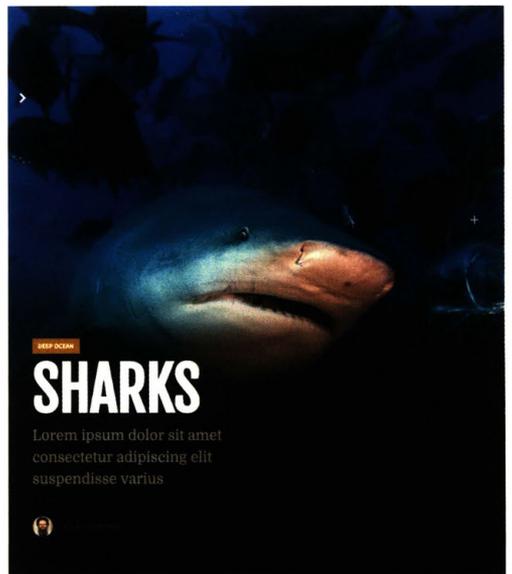
GREAT WHITE SHARK 45 SHARES 4 COMMENTS

# THE SHARK FACTS

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# INTRODUCE

## WEB UI /UX DESIGN

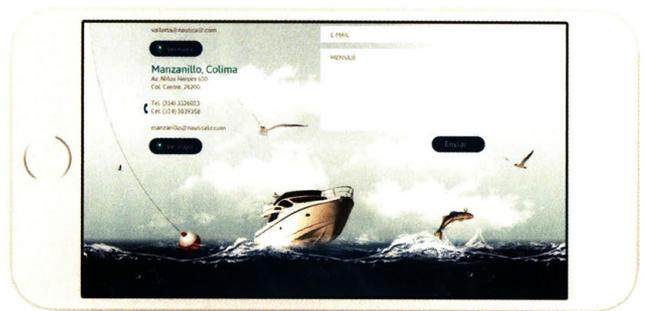
### Nauticalir Web

/ Project Manager: Ernesto Magaña  
Designer: Adán Careta

Lead Programmer: Kevin Elorza

Nauticalir is a successful sport retailer in Mexico City; they reach to Kokonut Studio looking for a digital solution that solves the need to be intelligently designed to stay consistent with their brand and represent Nautica's business in a professional way empowering their online strategy.

Inspired by the freedom of the sea and the organic forms of the waves, Kokonut Studio developed a single scroll website adding contextual effects for desktop and mobile navigation, communicating and improving the commercial experience of "surfing" between the company products and services.



**KOKONUT**  
STUDIO

KOKONUT STUDIO [www.kokonutstudio.com](http://www.kokonutstudio.com)

KOKONUT STUDIO [www.kokonutstudio.com](http://www.kokonutstudio.com)

### Kokonut Studio

Kokonut Studio is an independent and creative Mexican studio driven by their love for fun and their desire to innovate in digital experiences. Focused on merge and create a link between virtual and real world, Kokonut Studio strives to create new, fresh, highly-entertaining experiences based upon the unique capabilities of mobile devices and their ability to bring users and their world together.

# WELCOME TO NAUTICALIR

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## Quienes Somos

Nautica Lir es una empresa dedicada a la comercialización de artículos de pesca comercial y deportiva.

### Descripción

Nautica Lir, es una empresa dedicada a la comercialización de artículos de pesca comercial y deportiva, nuestra oferta a los Clientes son productos de alta calidad como son: Motores Fuera de Borda, Lanchas de Fibra de Vidrio, Consumibles, Artes de Pesca y Artículos deportivos para pescadores, buzos, nadadores, surfistas entre otros.



## Productos

PESCA

MOTORES FUERA DE BORDA

LANCHAS DE FIBRA DE VIDRIO

CONSUMIBLES

BUZOS

NATAción

SURF



### MOTOR YAMAHA 2502 TIEMPOS

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Ver más

## Contacto

### Puerto Vallarta, Jalisco

Av. Francisco Villa 475  
Col. Verallies, 48330

Tel: (322) 2240013  
Tel: (322) 3034991

vallarta@nauticalir.com

Ver mapa

### Manzanillo, Colima

Av. Nelson Mandela 600  
Col. Centro, 28300

manzanillo@nauticalir.com

Ver mapa

Nuestro equipo agradece te pongas en contacto y con gusto te ayudaremos a resolver todas tus dudas o comentarios.

Nombre

E-Mail

Mensaje

Enviar

# INTRODUCE

## WEB UI /UX DESIGN



### Momkai

Since its founding in 2002 Momkai develops innovative digital projects as an independent creative agency. They work closely with international brands such as Red Bull and Bugaboo; constructing digital strategy, developing platforms and creating distinctive brands. However, Momkai prefers to launch and co-found their own projects: electronics brand Lowdi and journalistic platform De Correspondent for example.

### Bugaboo.com

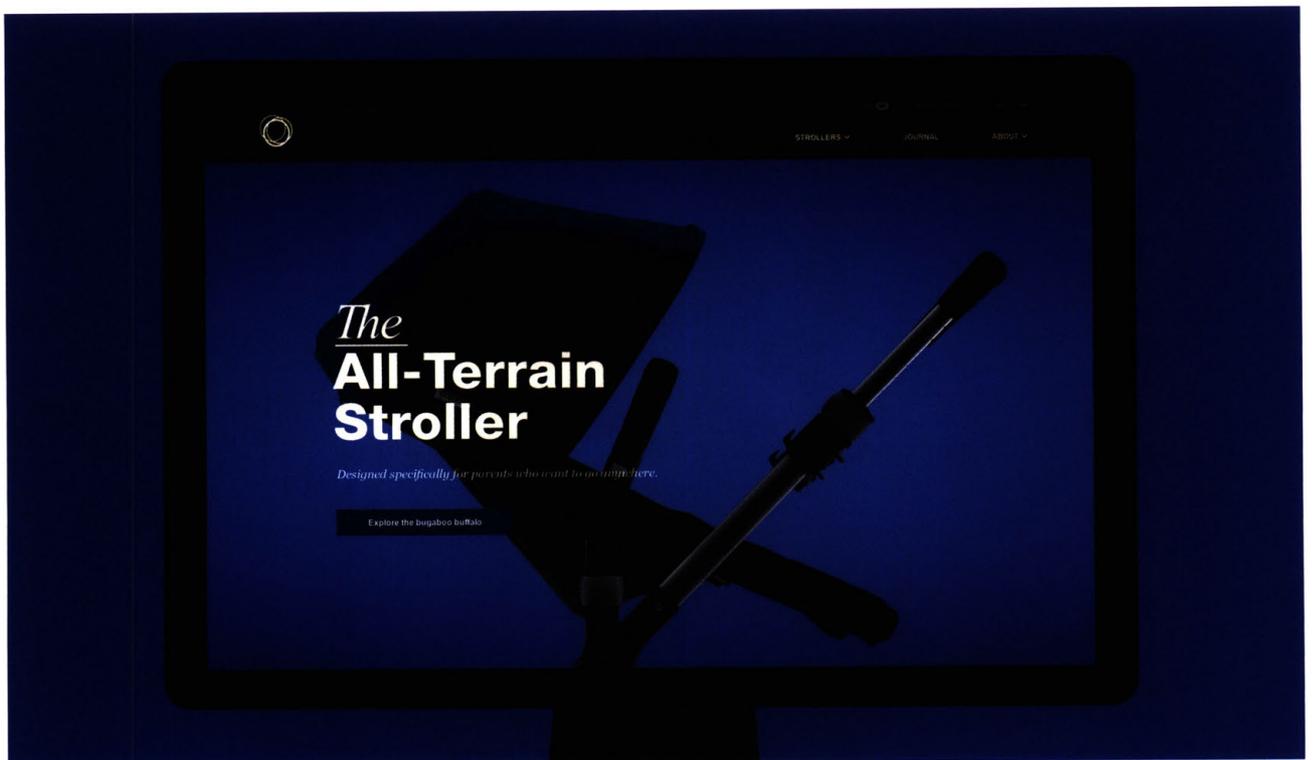
Bugaboo is a Dutch mobility brand that revolutionised the world of stroller design 15 years ago and continues to do so today. As part of an ongoing relationship Amsterdam-based design studio Momkai created and designed the new Bugaboo.com. The website launched in 2014 in 13 languages, allowing parents around the globe to discover the world of Bugaboo.

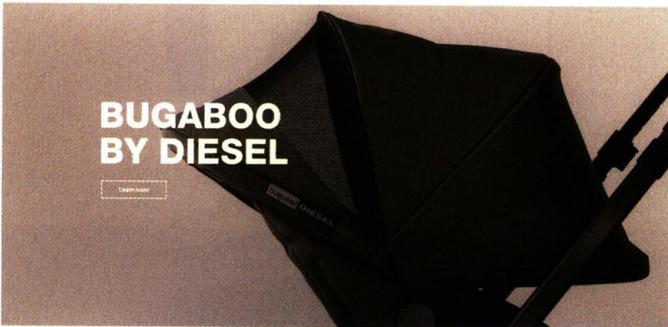
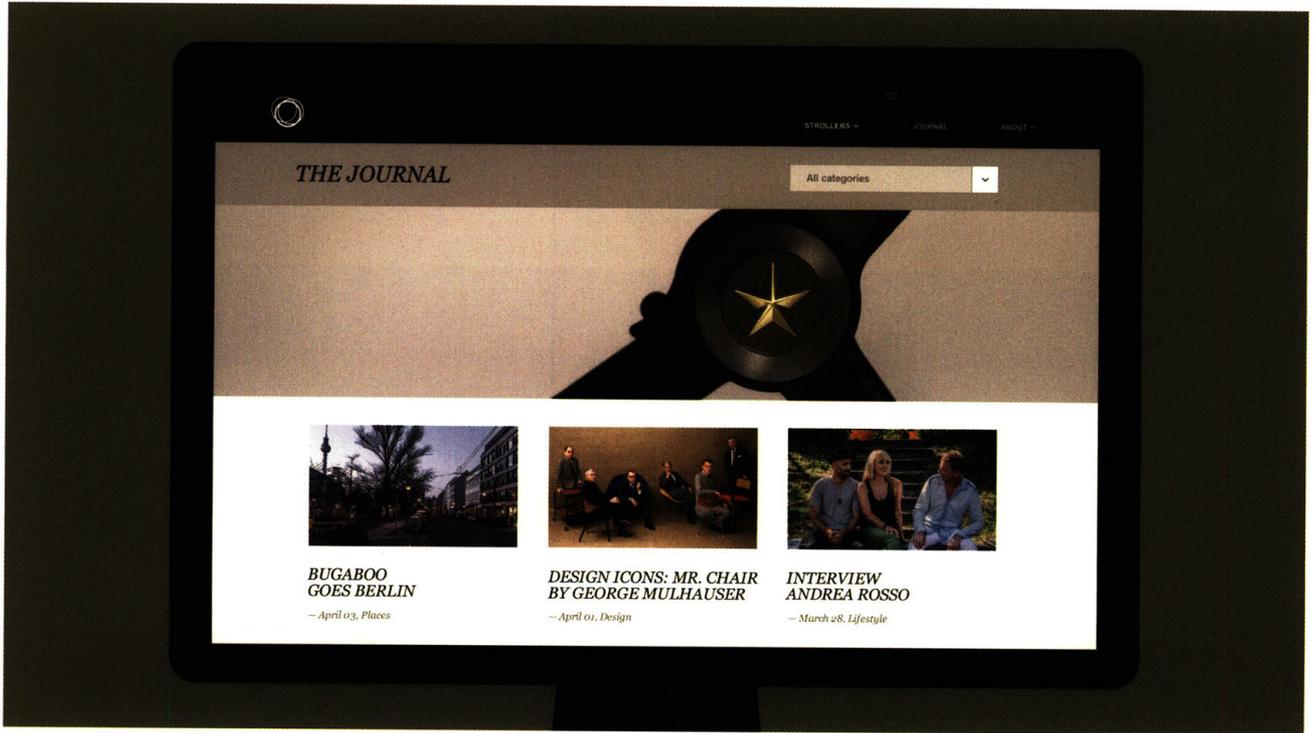
Bugaboo's brand identity has been translated to the digital platform using easy-to-navigate drop-down menus and interactive images which guide users through all Bugaboo products. A characteristic choice of bold fonts reinforces the Bugaboo brand while the colour schemes relates to the signature colours of the various strollers. The brand's main proof points emphasize the key message of mobility on each product page.

An interactive configurator with 3D models allows customers to discover the products from every angle and completely customize them. Simply change the colour of the fabrics, add accessories or view pre-set configurations. When the consumer has found their set up; the strollers can be ordered straight from the site.

In addition to the product experience and shop, the website provides useful tips and tricks, how-to videos and inspirational stories on dedicated and responsive scroll-down pages. Whether seen from a desktop, tablet or smartphone, the website adapts to the device in hand, offering the best possible experience.

An interactive configurator allows for full customization of the product and lets the user order straight from the site.



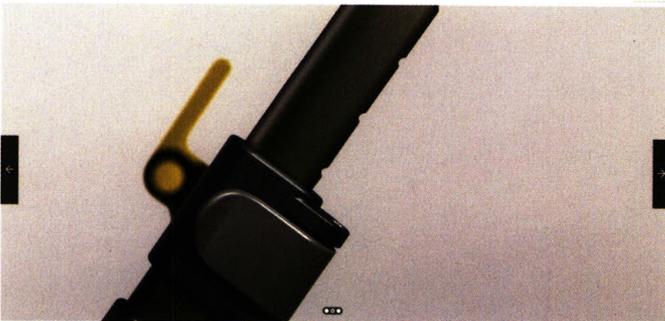


The journal provides useful tips and tricks, how-to-videos and inspirational stories.

#### the collaboration

Bugaboo and the iconic lifestyle brand Diesel joined forces to collaborate over a period of three years that will bring the creation of three different collections.

Founder of Diesel, Renzo Rosso, says "Diesel is known for its alternative attitude and philosophy: creativity, innovation, respectability. We like to apply our Diesel approach to an array of different products, we did it with our first Flat 2010 and now it's time to tackle another 'major' difference from everything we did so far, and we will obviously do it in true Diesel DNA."



bugaboo by diesel seat liner



bugaboo by diesel footmuff



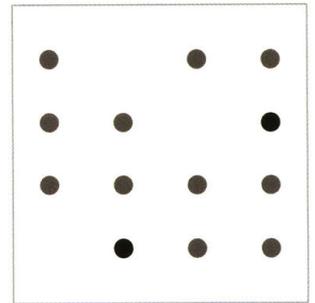
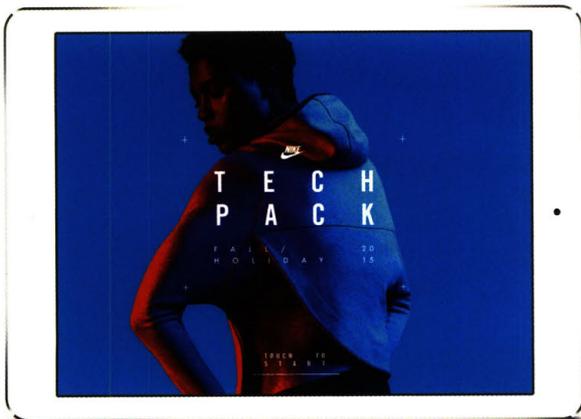
bugaboo by diesel parasol

# INTRODUCE

## WEB UI /UX DESIGN

### Nike Tech Pack In-store App

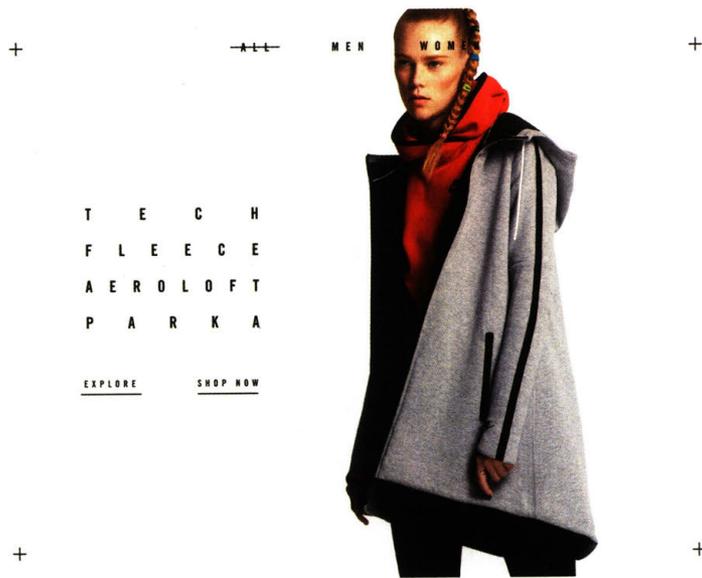
During my work at Nike in 2014 I was asked to design a Tech Pack in store app, shoppable lookbook that takes you behind the design and inside the innovation of the best gear of 2014. Like with all other projects, I rely heavily on research. I studied previous Tech Pack projects, photoshoots, visual language, products themselves. It all helped me to distinguish a clear goal: design an app that will be unique, 'artsy', modern in terms of graphic design, photography, typography, even small details like icons.



### Shakir Dzheyranov

Recognized in Business Insider 2016 The 30 most creative people in advertising under 30, Shakir's unique style and confidence mark him out as a powerful force in the advertising industry. He works at Spinifex as creative director these days, but he previously worked for Nike, Ignition as an art director, and Detail Vision as a creative director. He has won numerous awards, including: Awwwards, FWA, Webby, Addy, CSS Design and Key Art, One to Watch.





# INTRODUCE

## WEB UI /UX DESIGN



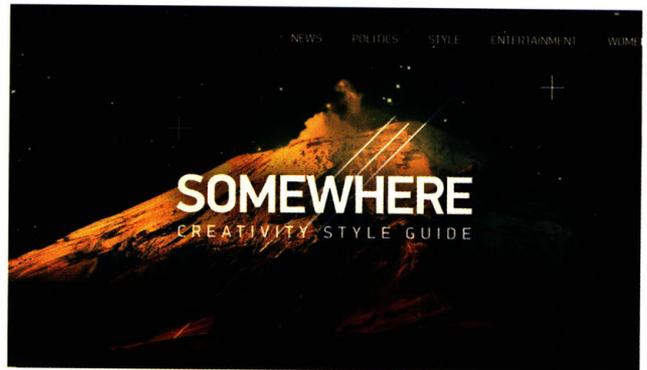
### Maxim Eriomov

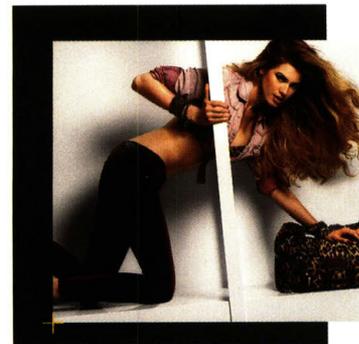
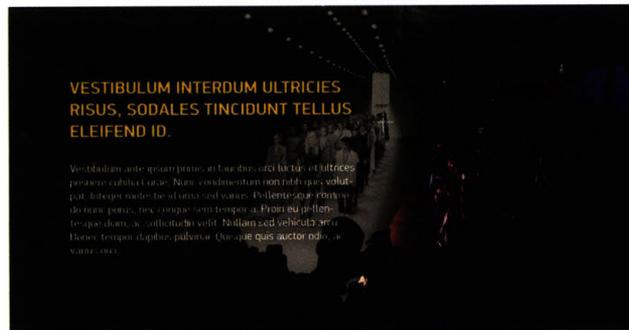
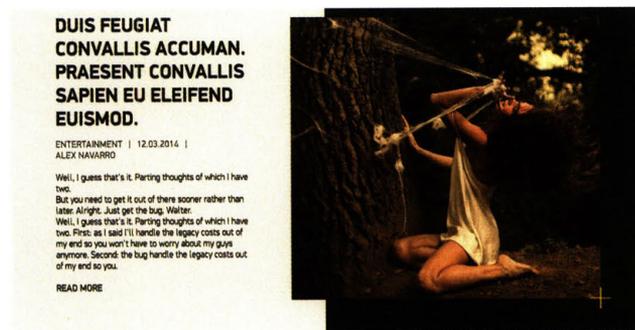
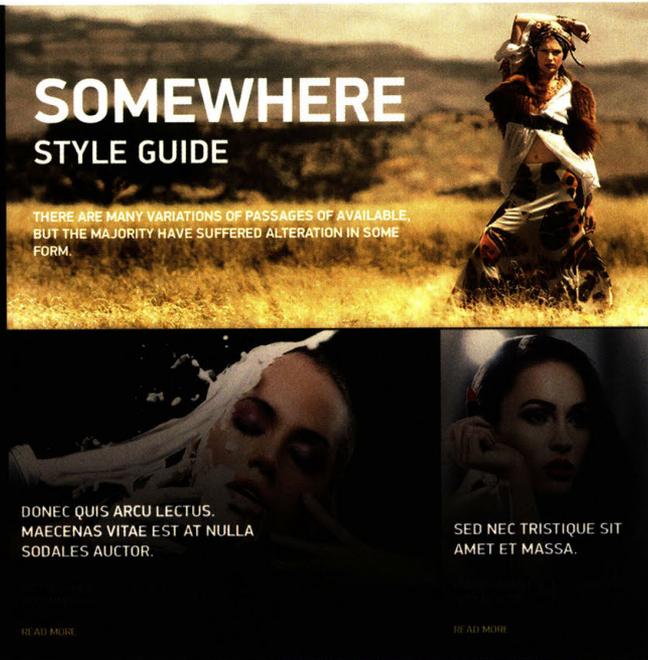
Maxim Eriomov is a designer from Minsk who has five years of experience with interactive design and advertising production. His design is aimed at the implementation of quality ideas and the creation of high-quality concepts.

### Somewhere - Creative Magazine

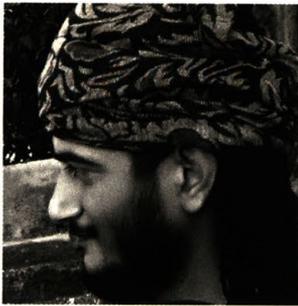
SOMEWHERE - Your guide on the most fashionable and current events. Movies, music, fashion and Art - a variety of topics for a variety of people.

The purpose of the project - the creation of a conceptual prototype website using the most unconventional approach to its development.





# INTRODUCE



## Prakhar Neel Sharma

Prakhar Neel Sharma, a designer born and raised Indore, India where he works with the incredibly talented team at Helpkarma. He struggles to find the perfect 'job title', but likes to explain himself as designer and maker. He will always design and create things, ranging from digital products to almost everything in the physical space. He is primarily motivated by solving problems and always questioning the status quo, which leads him to a lot of exciting challenges and projects most of the time.

He always has a simple and profound concept. Do your best and the rest will follow. If you do great work, clients will follow you.

## WEB UI /UX DESIGN

### Project 1

#### Fabinarish Web Catalogue

Website for online furniture selling. I designed it to make it more user friendly and more content focused.

### Project 2

#### Best Cuisines

One page website for best cuisines. Select food and know about chef who will prepare your best cuisines.

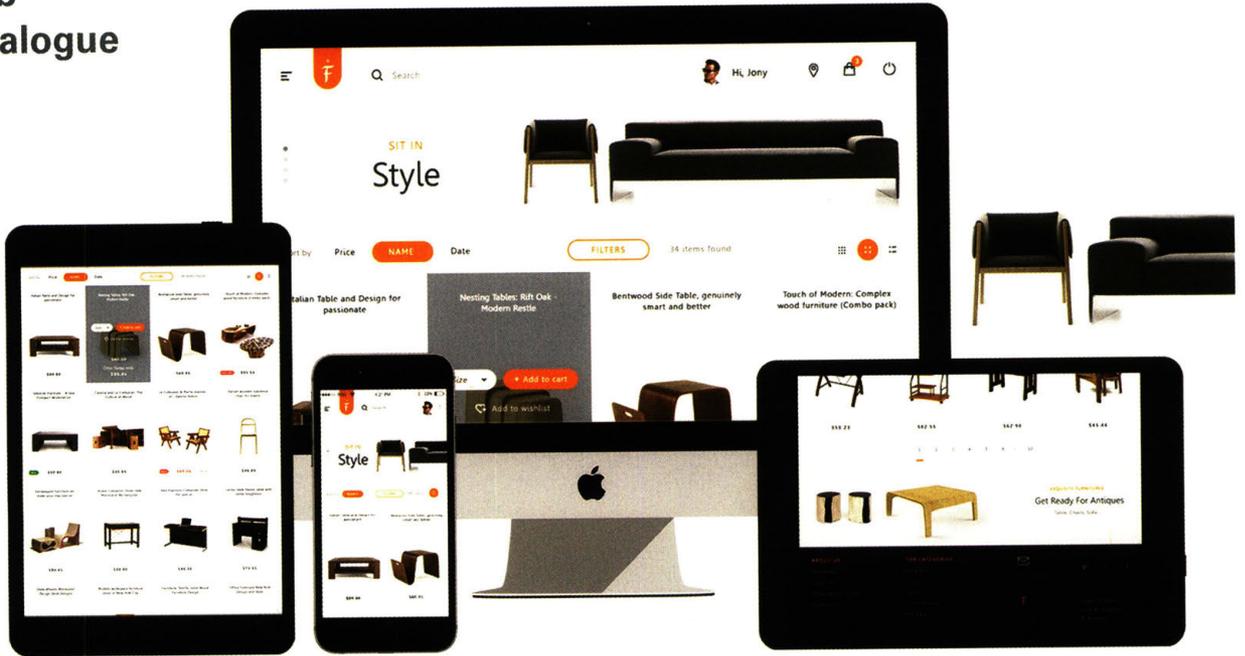
### Project 3

#### NDTV Dashboard

Dashboard for NDTV website, we cover important information here to make it more available to common people and to connect it with commuters. I used dark color to give a slightly classy look.



# Fabinarish Web Catalogue



Nesting Tables: Rift Oak - Modern Restle

Size

~~\$80.59~~

Offer Today only

**\$55.45**

Touch of Modern: Complex wood furniture (Combo pack)



**50% OFF** \$95.54

Sekretär Flatmate – A new Compact Workstation

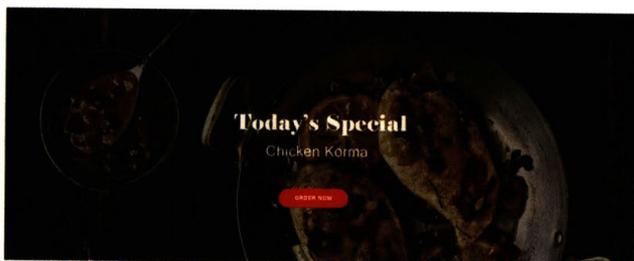
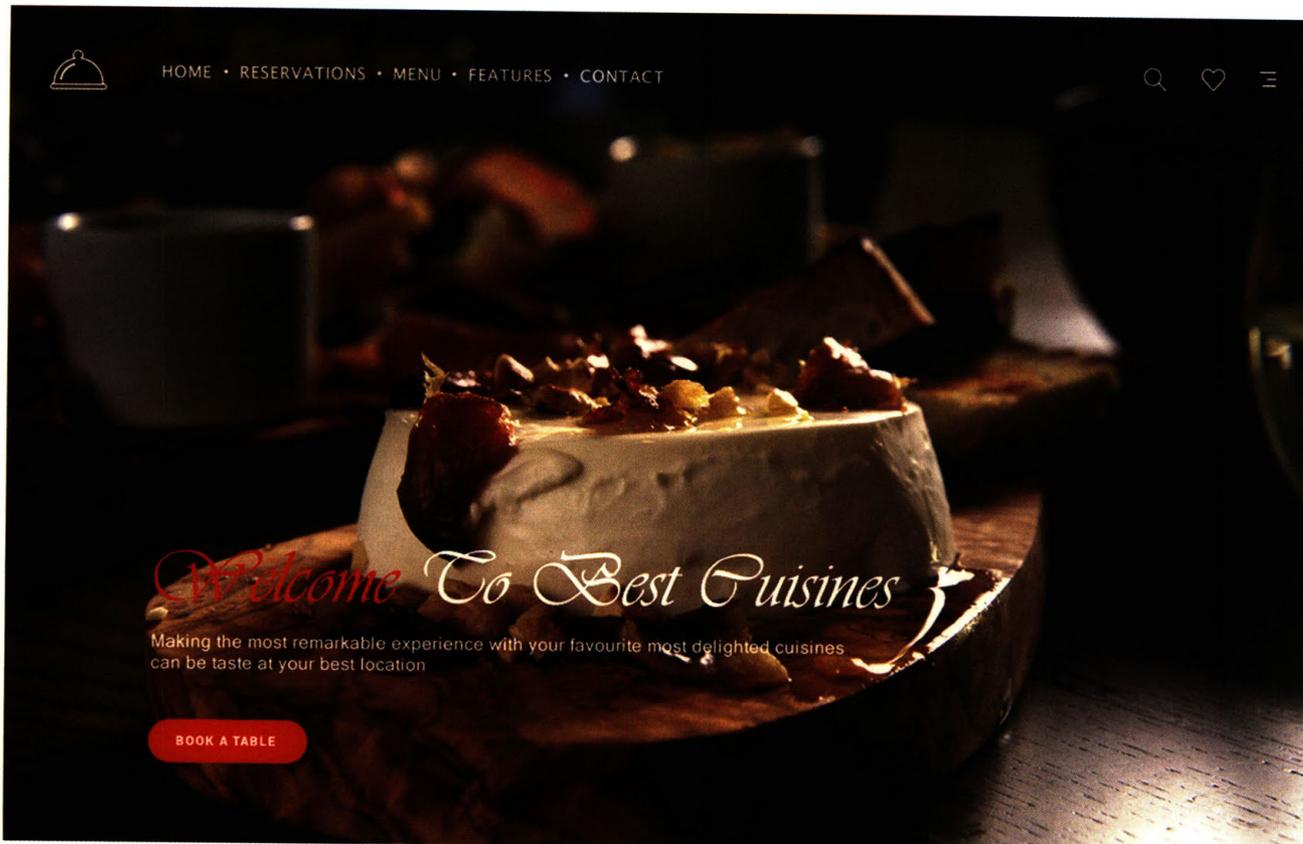


**NEW** \$50.00

Office Furniture New York Design and Style



\$45.44



### Menu

#### Fried Snacks (Starter)

Also and made for each other whether as a sub or a full meal the recipe is sure to win the hearts of all those young and old in this particular city. Best Taste: The presence of maida is strongly felt as it is used in both Bhat and Dahi Bhat. The Bhat is further enhanced with common spice powders and effective ingredients like coriander, ginger, lemon, and onion. Serve fresh with green chutney or a tangy curry dip.



Quantity: 1

BOOK FOR LATER





# INTRODUCE

## WEB UI /UX DESIGN

### Dashboard ENGIE - Tennis au Féminin

*/ Project Manager: Maël Berkouk      Web Developer: Sébastien Muller  
Web Designer: Pauline Arnaud      Front-end Developer: Bérangère Demogue  
Front-end Developer: David Lejeune      Front-end Developer: Diego Guzman  
Account Manager: Philippe Gauché*

ENGIE has been the leading sponsor of a professional women's tennis team since 1992, with its brand "Tennis au Féminin".

The group wants to promote its ENGIE tennis team in an innovative way and by engaging its community in the long run. tequilarapido achieved a smart interface displaying social and sport data of the best WTA players in the ENGIE team. tequilarapido's goal was to give the brand a new dimension to ENGIE's sponsoring actions with a dedicated platform. The Tennis au Féminin dashboard works in a synergy with the classic social ecosystem of the brand and mixes Data Visualisation, Smart Data, and Social Media. We adapted a strategy that consisted of creating a real link between professional female tennis players and their fans. It allows their followers to follow their performances on the field, on their day-to-day life but also being able to interact with them.

#### The website is composed of three different parts:

·The Dashboard: It highlights the best social posts of players and their social performances, in an ergonomic way, which happened on the ongoing week.

·The Social Walls: Two interactive Social Walls fetching Instagram and Twitter publications of the Top 30 WTA and



### tequilarapido

tequilarapido, the recreative digital agency!

By applying our engaging ideas and experience, we create new forums for expression that bring brands together with their audience in a different way.

The transition towards digital media has led to a proliferation of sources of creativity: in a world of networks, audiences, data, technology, design and style-mixing, reactivity is about identifying, combining and boosting these new creative codes.

of the ENGIE Team in real time.

·The event page: It is dedicated to a major tennis tournament. It shows dedicated statistics and allows fans to encourage their favorite players in real time during tennis games As well as being part of the community by being able to participate on the platform, and being able to win special prizes.

**Results:**

·366 040 interactions on the Tennis au Féminin Social ecosystem since the Dashboard launched (81% of raise compared to the same period the year before).

·More than 10 000 encouragements for Roland Garros ,

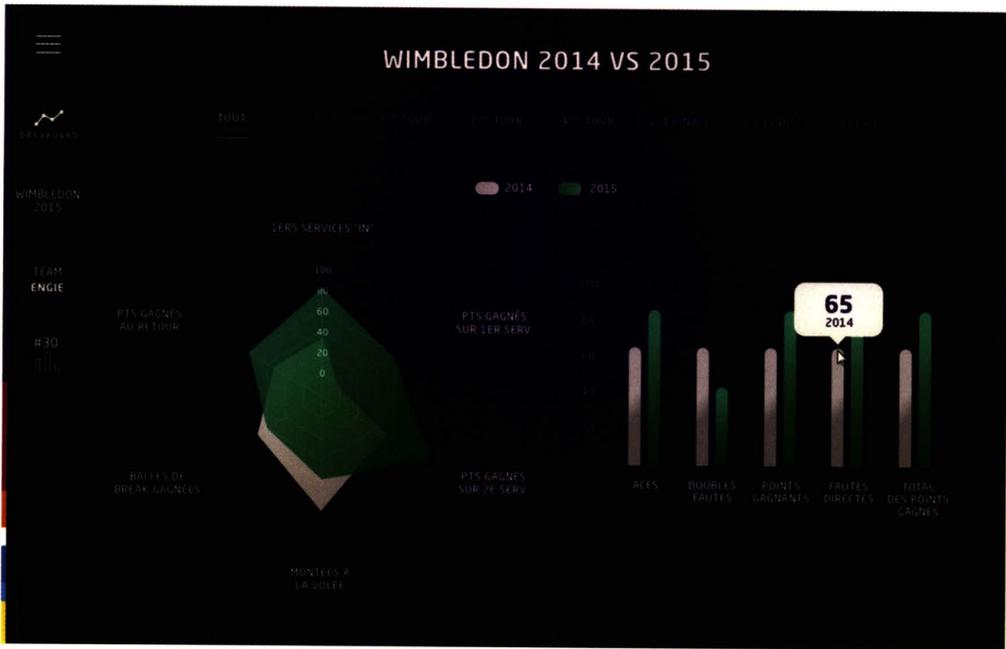
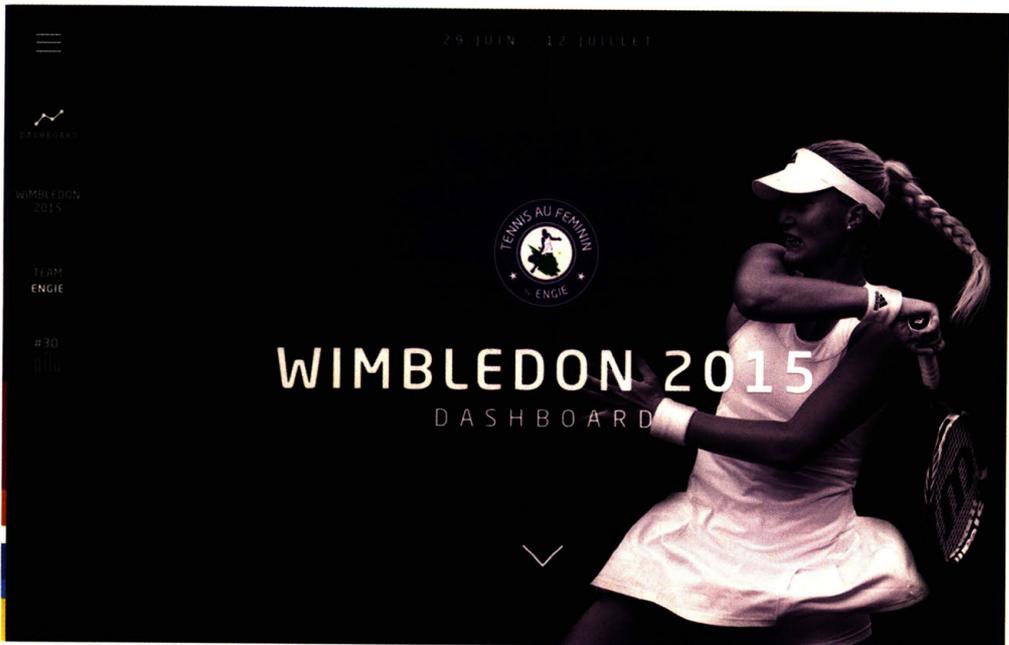
Wimbledon and the US Open 2015 on the event page.

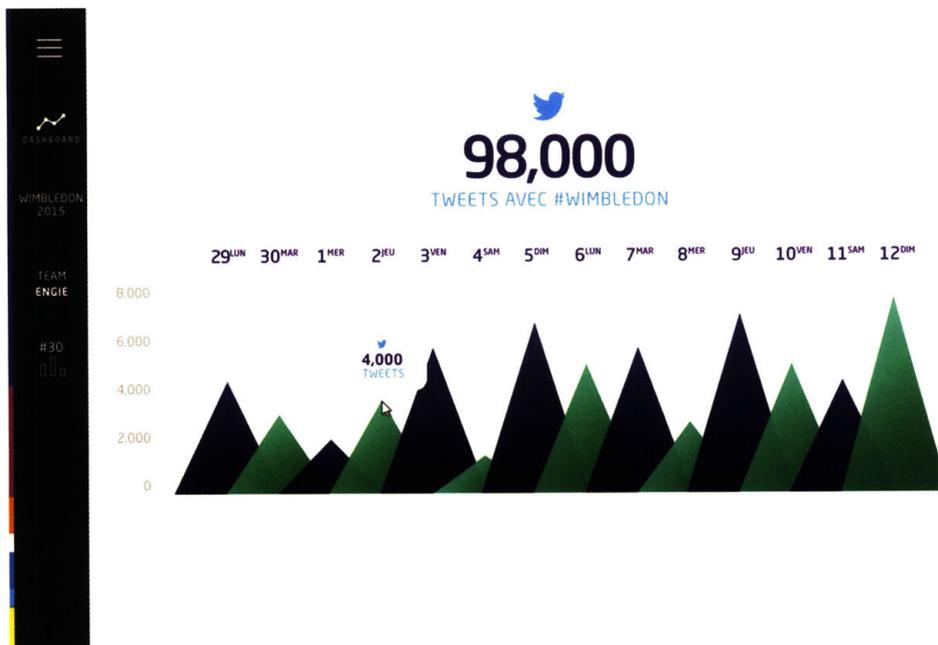
Awards: Site Of the Day by Awaards, Best Sport Website by Webawards, and Gold Winner by W3 Awards in the Sport Website category.

tequilarapido, the recreative digital agency!

By applying our engaging ideas and experience, we create new forums for expression that bring brands together with their audience in a different way. The transition towards digital media has led to a proliferation of sources of creativity: in a world of networks, audiences, data, technology, design and style-mixing, reactivity is about identifying, combining and boosting these new creative codes.







# INTRODUCE

## WEB UI /UX DESIGN



### Tonik Studio

Founded in 2007, Tonik is a well-knit design shop and based in Poznan, Poland. Focused primarily on user experience and interface design, they provide their clients (who range from early stage startups to well-established businesses) with high well-converting design solutions, eye-catching branding and state of the art web development

### Text Interactive

*/ Branding: Krzysztof Zięba  
Visual Designer: Michał Kubalczyk*

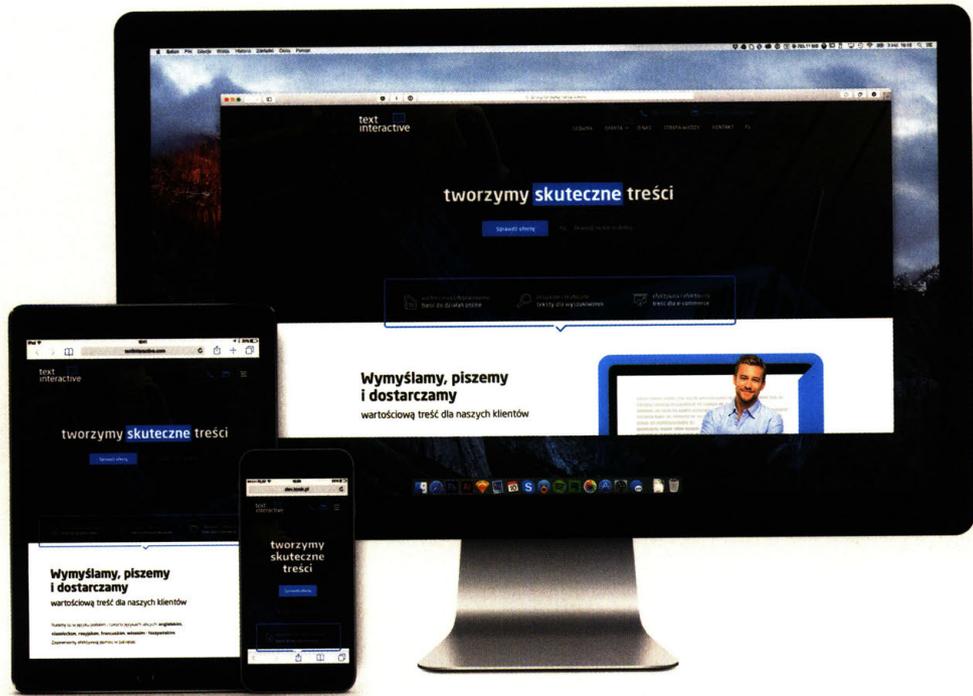
*UX & Wireframing: Patryk Sobczak  
Development: Rafał Motyl*

The needs associated with online content marketing are only going to grow, which is reflected by Text Interactive's varied offer. It includes everything from creative copywriting to content creation services, aimed at advertising studios, marketing agencies and website owners - both as one-time gigs as well as a part of long-term marketing strategies.

The provided content is original, interesting and what's most important, has a proven track record of doing very well in terms of SEO. Text Interactive also comes in handy when entering a new market abroad - the entire staff is multilingual, allowing the content to be provided in various languages - German, French, Spanish, Italian, Russian, or obviously English - just to name a few. Translation services are also available.

The goal of the site was to present the varied offer with a more refined look & feel and more importantly, convert visitors into paying customers.

**text**   
**interactive**



text interactive

GŁÓWNA OFERTA O NAS STREFA WIEDZY KONTAKT PL

# tworzymy skuteczne treści

Sprawdź ofertę lub Dowiedz się kim jesteśmy

- wartościowa i dopracowana treść do działań online
- przyjazne i skuteczne teksty dla wyszukiwarek
- efektywna i efektywna treść dla e-commerce

## Wymyślamy, piszemy i dostarczamy wartościową treść dla naszych Klientów

Robimy to w języku polskim i szeroko używanych obcych: **angielskim, niemieckim, rosyjskim, francuskim, włoskim i hiszpańskim**. Zapewniamy efektywną pomoc w zakresie:

- Przygotowania tekstów na potrzeby działań SEO.
- Przygotowania treści na witryny internetową lub sklep internetowy.
- Przygotowania różnego rodzaju treści dla potrzeb strategicznego marketingu.
- Tłumaczeń treści na potrzeby wejścia ze stroną na rynek zagraniczny.

Do kogo kierujemy naszą ofertę?

- agencje interaktywne
- biura marketingu
- sklepy internetowe

## Dostarczamy teksty SEO

Oryginalne i interesujące teksty są podstawą pozycjonowania. Znamy jak Google wyprowadza w algorytmach oceny treści sprawną, że szybkie i skuteczne. Nie chodzi o ilość, ale o jakość. W sieci prezentujemy małe teksty, które zdobywają uwagę i techniczne doświadczenia.

**Przygotujemy teksty SEO w trzech odmianach:**

- Teksty wysokiej jakości (ekspertyzy o najwyższej wartości merytorycznej).
- Teksty dobrej jakości o dobrej wartości merytorycznej, poprawnej gramatycznej.
- Teksty przeciętnej jakości (poprawne gramatycznie).

[Czytaj więcej](#)

## Content marketing

Content marketing jest obecnie niezbędny do efektywnej budowy bazy opartej na obecności w sieci.

**Przygotujemy:**

- Artykuły eksperckie.
- Materiały do newslettera.
- Raporty i analizy.
- E-booki.
- Przewodniki i poradniki.

[Czytaj więcej](#)

## Teksty na strony WWW

Przygotujemy teksty na strony www, jeżeli dopiero przygotowujesz swoje działania w sieci, oraz wtedy gdy chcesz obnowić treść lub jednocześnie modyfikujesz swoją stronę internetową i ofertę.

## Dobra i skuteczna treść jest niezbędnym składnikiem sukcesu wszelkich działań online

To ją szukają Twoi klienci, a Google nagradza wysokimi pozycjami w wynikach wyszukiwania.

Łączymy i zapewniamy to, czego nie mogliby zapewnić nawet wieloletni freelancerzy: **jednolitość, działanie na czas, hojność i najwyższą staranność**. Zapewniamy pełną ścisłość każdego powierzonego projektu. Nie rachujemy się, ani nie stwierdzamy, że zadanie, które nam powierzył, nas przerósł. Nie mamy ważniejszych rzeczy do zrobienia, niż Twój projekt i nie wyobrażamy na walkę z nim go nie dokończymy.

Potrzeby związane z marketingiem internetowym są bardzo rozbudowane, dlatego też skonstruowaliśmy unikalną ofertę. Jesteśmy w stanie odpowiedzieć na zrozumiałe potrzeby klienta, eksperckiego doświadczenia, czy też długofalowej strategii. Dzięki wypracowanej metodzie projektujemy pomagamy naszym klientom aż po kropkę nad „i” (opcjonalnie współpracujemy z klientem aż do ostatniego słowa).

### Nasza oferta

## Strefa wiedzy

Teksty na stronie internetowej są ważną formą. W zależności od branży czy celu przygotowanie treści internetowej musi być poprzedzone strategią lub wieloletnim doświadczeniem. Do tego nie wystarczy wiedza, ale i praktyka. Niechaj się dowiesz, jak to zrobić, oraz jak należy go przygotować.

[Przejdź do strefy wiedzy](#)

**Skontaktuj się z nami**

**Paweł Bronowicz**  
 +48 71 44 13 13 08  
 p.bronowicz@textinteractive.pl

# INTRODUCE

## WEB UI /UX DESIGN

### Official Showcase Website for Adobe

Serge Vasil was commissioned by Adobe to design a fully responsive website for a fictitious brand to showcase new Adobe Photoshop and Adobe Dreamweaver from the 2015 release of Creative Cloud. The objective was to design a logotype, use new features and functions of the upgraded Adobe Photoshop, incorporate certain Bootstrap features like a dropdown, video player, use fonts exclusively from Adobe Typekit and to select relevant imagery on Behance for the project.



Serge Vasil

Serge Vasil is a product and visual designer from San Francisco with 12 years of extensive experience in design for Creative Direction, Art Direction, Branding, UI/UX, Mobile, Web. Serge came from print design and it affects every digital product he comes up with.

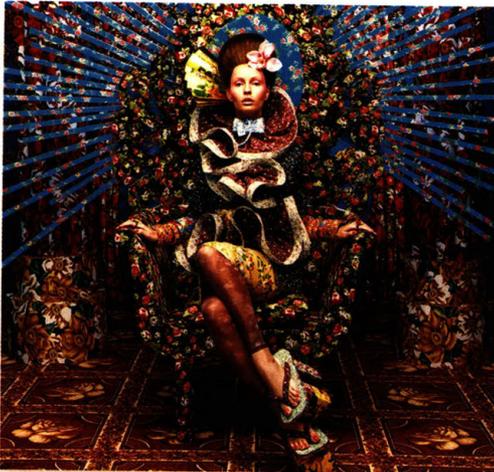
User-centered and intuitive design, clean and sophisticated layouts, fresh and innovative approach to the grid structure are the signature pieces of Serge Vasil.

EDITOR'S CHOICE

# QUEEN OF FLORA

TEJAL PATNI

[READ MORE](#)



Fashion



## COLOR ME COMPLEX

EMI HAZE

Bold hair treatments step out of the shadows. See your favorite trend-setters transformed.

[READ MORE](#)



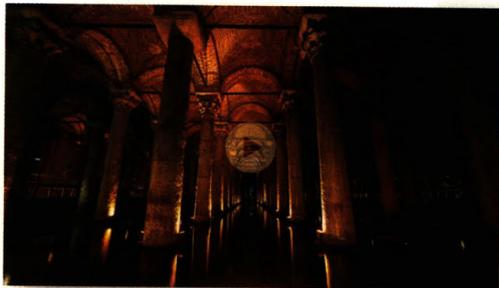
## TRENDING TITLES

JUSTIN DINGWALL

Catch up on the latest, from makeup secrets to behind-the-scenes shop talk to top model tell-alls. These are the books gracing the coffee tables of clued-in fashionistas this season.

[READ MORE](#)

MAGICAL ISTANBUL



## MORE THAN MINARETS

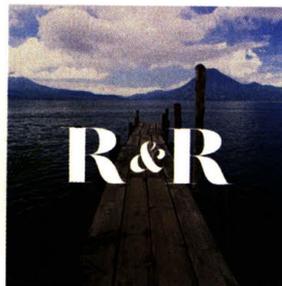
DEVIN SUPERTRAMP

Sure, the Greeks found Istanbul alluring. And the Persians. The Romans. The Venetians and the Ottomans. But what's in it for you? Marvel at mosaics and palaces by day - and after a breathtaking sunset, let loose in the vibrant nightclub scene. And the people? The people are fabulous.

MARIA GRÖNLUND

PATRICK SEYMOUR

Travel



BLISSFUL BOARDWALKS LEAD TO REAL RELAXATION





Travel

**MORE THAN MINARETS**

DEVIN SUPERTRAMP

Sure, the Greeks found Istanbul alluring. And the Persians. The Romans. The Venetians and the Ottomans. But what's in it for you? Marvel at mosaics and palaces by day - and after a breathtaking sunset, let loose in the vibrant nightclub scene. And the people? The people are fabulous.



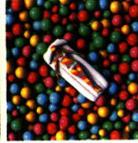
**BLISSFUL BOARDWALKS LEAD TO REAL RELAXATION**

MARIA GRÖNLUND

PATRICK SEYMOUR



Art



ANTONI TUDISCO

SEBASTIÁN ANDAUR

ČRTOMIR JUST



**BORSI BREAKS THROUGH**

FLORA BORSI

Flora Borsi isn't keen on limitations. Her images catch you off guard, force you to look closer, make you react. And people are reacting. From D.C. to L.A., Borsi's work has created a furor in the Twitterverse, generated lively critiques, and changed the way photography is being taught to a new generation.

[READ MORE](#)



Food

**OLD FOODS NEW WAYS: CUTTING-EDGE RESTAURANTS**

FOOD PHOTOGRAPHY BY CHRIS LALONDE



**TASTE TSUNAMI — SAN FRANCISCO**



**EMPIRICAL — NEW YORK CITY**



**PEOPLE FOOD — CHICAGO**



**PLEASED PALATE — SEATTLE**

FASHION

Calwalk  
Front row  
Pre-à-porter  
Haute couture  
Hammes  
Accessories

TRAVEL

Inspiration  
Destinations  
Restaurants  
Hotels  
Sights

ART

Music  
Movies  
Plays  
Design  
Culture  
Exhibits

FOOD

Eating in  
Dining out  
Getting healthy  
Just desserts

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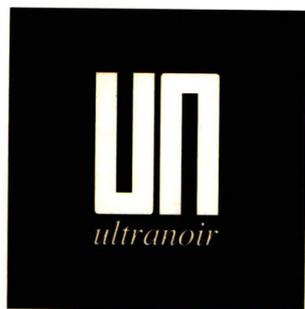
[TERMS & CONDITIONS](#) [PRIVACY POLICY](#) [DISTRIBUTORS](#)

f p t

George Koss

# INTRODUCE

## WEB UI /UX DESIGN



### Ultranoir

Founded in 2006, ultranoir is a human-sized digital creation workshop based in France. Its innovative spirit is constantly transposed into useful and creative experiences.

This is what makes ultranoir one of the most-awarded digital agencies in the world, an agency built upon a passion for interactive content, design, architecture and fine arts.

The three dozen experts at the ready develop an expertise in enhancing the relation between the style and the content, to the benefit of the user and the project's goals. Exchanging ideas and skills is paramount in the creative process. In addition, providing unique and functional experiences is one of the priorities of ultranoir.

### TimeShift165

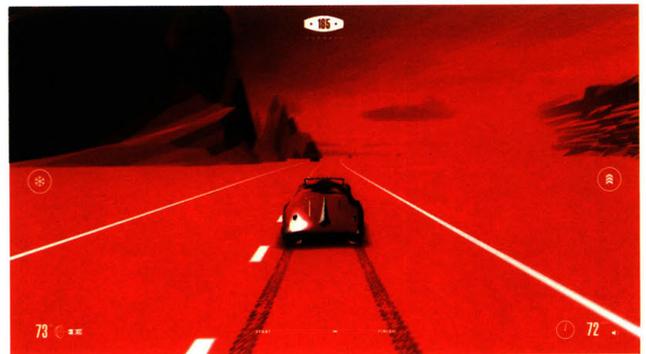
TimeShift165 is a Digital & Interactive Fan Artwork inspired by the exceptional story of a unique French car: the Delahaye 165. Built in 1938, the single copy of this retro-futuristic cabriolet almost disappeared but was saved on the edge by Peter Mullin in 1985.

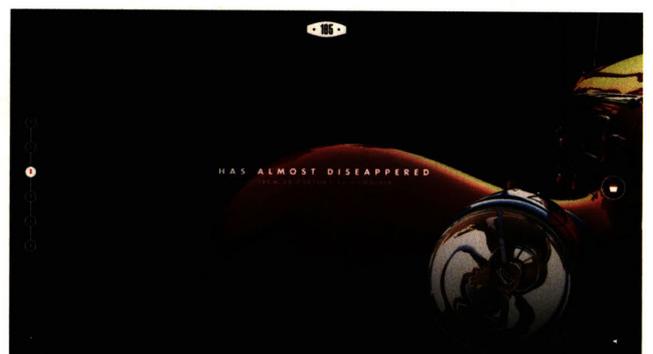
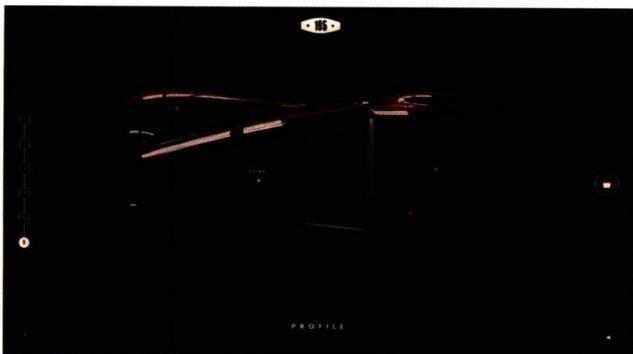
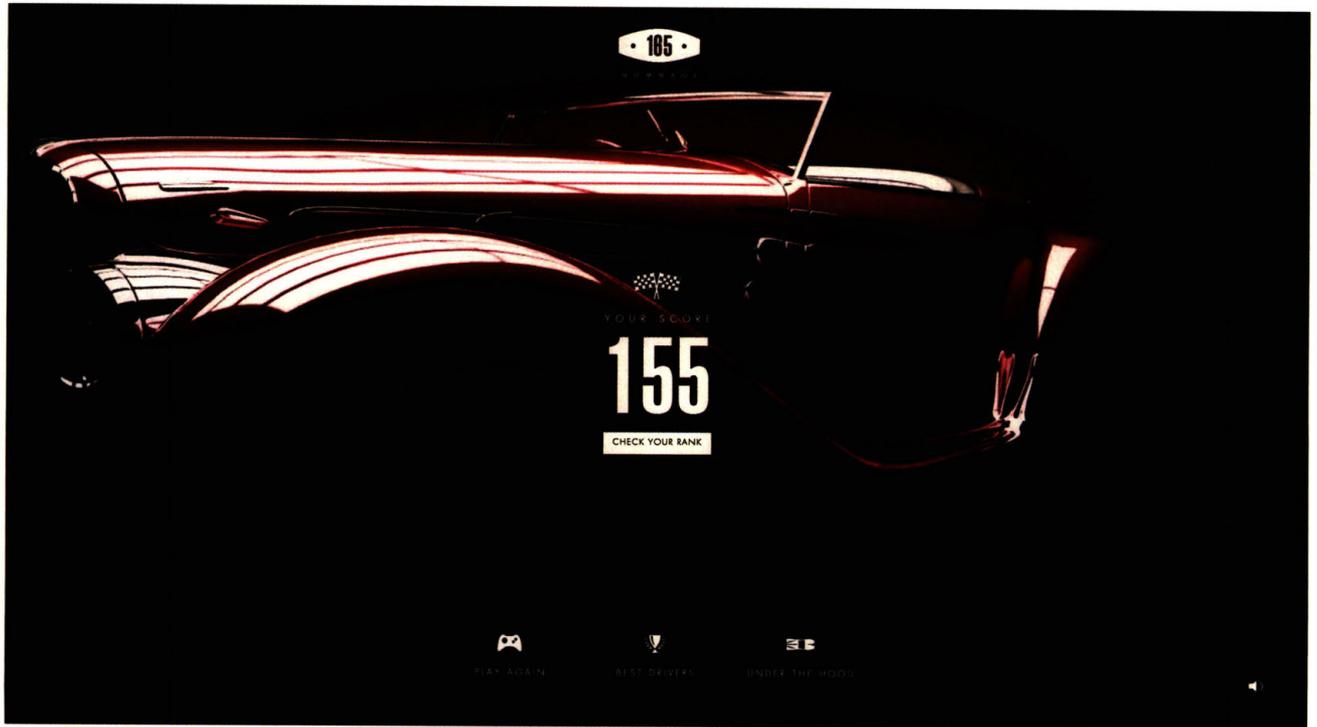
Aiming at creating an immersive experience with the 165. WebGL game was a tribute to the Delahaye and reference to 80's Racing Game such as Out Run. A new way to drive the roadster was created by connecting mobile with desktop to use it as a real interactive wheel.

An online contest was organized and the 165 best drivers were listed.

From a technical point of view, the connection between mobile and desktop was achieved using Socket.io, based on a node server. It was fun and rewarding creating the game from scratch using the Three.js library;

The transition between modes was one of the more notable challenges: it was achieved using a custom post-processing shader that had the three scenes renders as inputs and, depending on the user's actions, would transition towards the corresponding scene. In order to animate this transition, a fourth input was added - an image - in which the red and green values contained the requested scene and animation progress data. This allowed a large number of concurrent transitions to take place.





# INTRODUCE

## WEB UI /UX DESIGN

### beetox.ru

beetox.ru is a website which Vyacheslav Dronov has designed for himself.



### Vyacheslav Dronov

Vyacheslav Dronov, a web and application UI/UX designer. His work spans across several media ranging from print, motion and video to interactive websites and applications for mobile devices. Since 2001, he has committed himself to a diverse career in digital design, branding, UI and UX. Client experiences include Bork, Mail.ru, Rosatom, AlfaBank, Moscow zoo, ONK and Tele2 among others.

He is a graphic designer from Moscow. He finds inspiration in everything.





КАРТОШКА, ВКУС, КОФЕИНА  
— АДАПТИРОВАННО  
**ЛУЧШИЙ ВЫБОР**  
☆☆☆☆  
СВЕЖИЙ ПАТТЕ

**КРУАССАН**

Свежий хрустящий круассан

300

Рождественское меню

**СВЕЖИЙ  
КРУАССАН**



**НАШ ИНТРЬЕР**

**01**

Вкус и аромат свежесмешанного имбирного печенья  
смешивается с нашим великолепным эспрессо и бархатистым  
исключительным молоком, сверху напиток украшен взбитыми  
сливками и мускатным орехом.



**КОФЕЙНЫЕ СТАНЦИИ**



# INTRODUCE

## APP UI /UX DESIGN



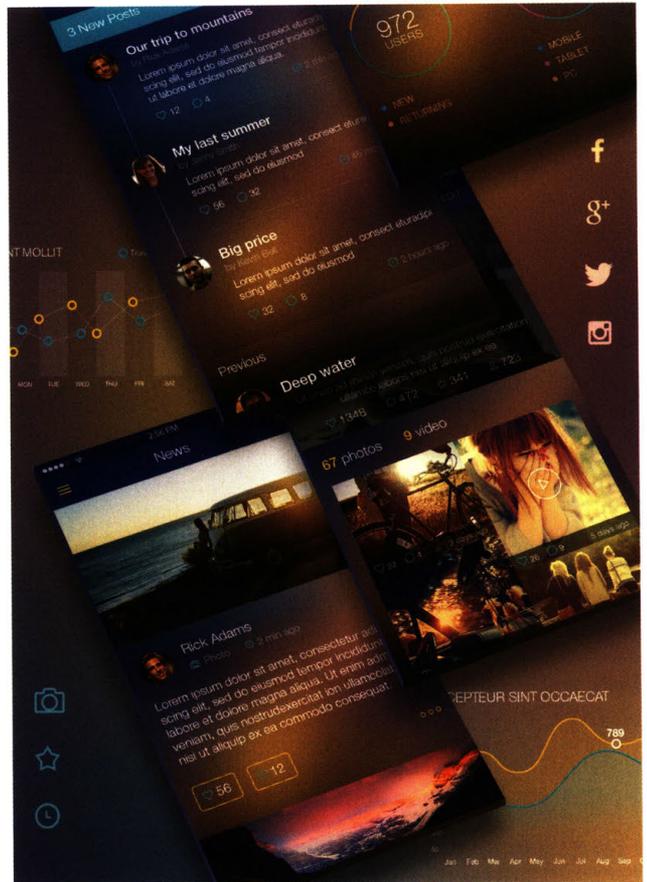
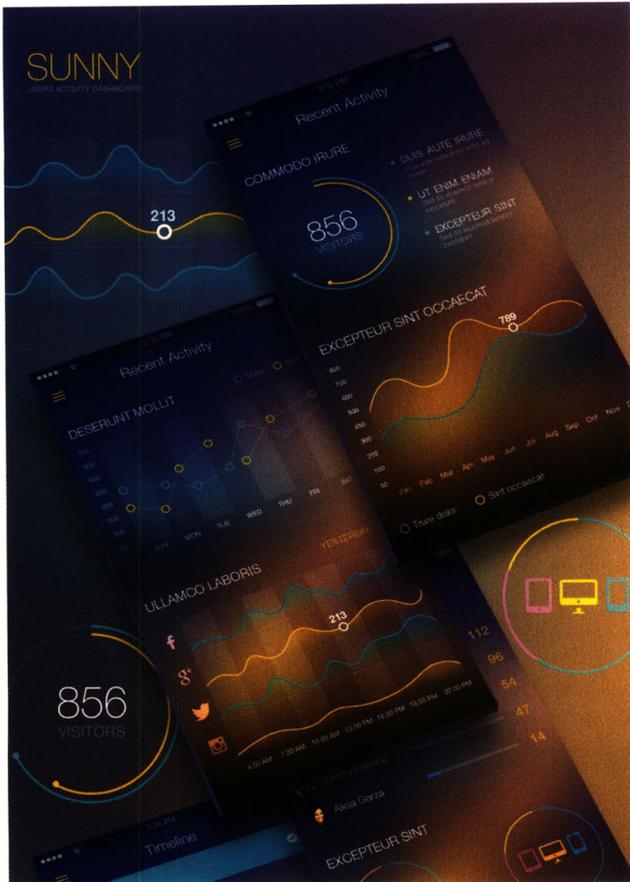
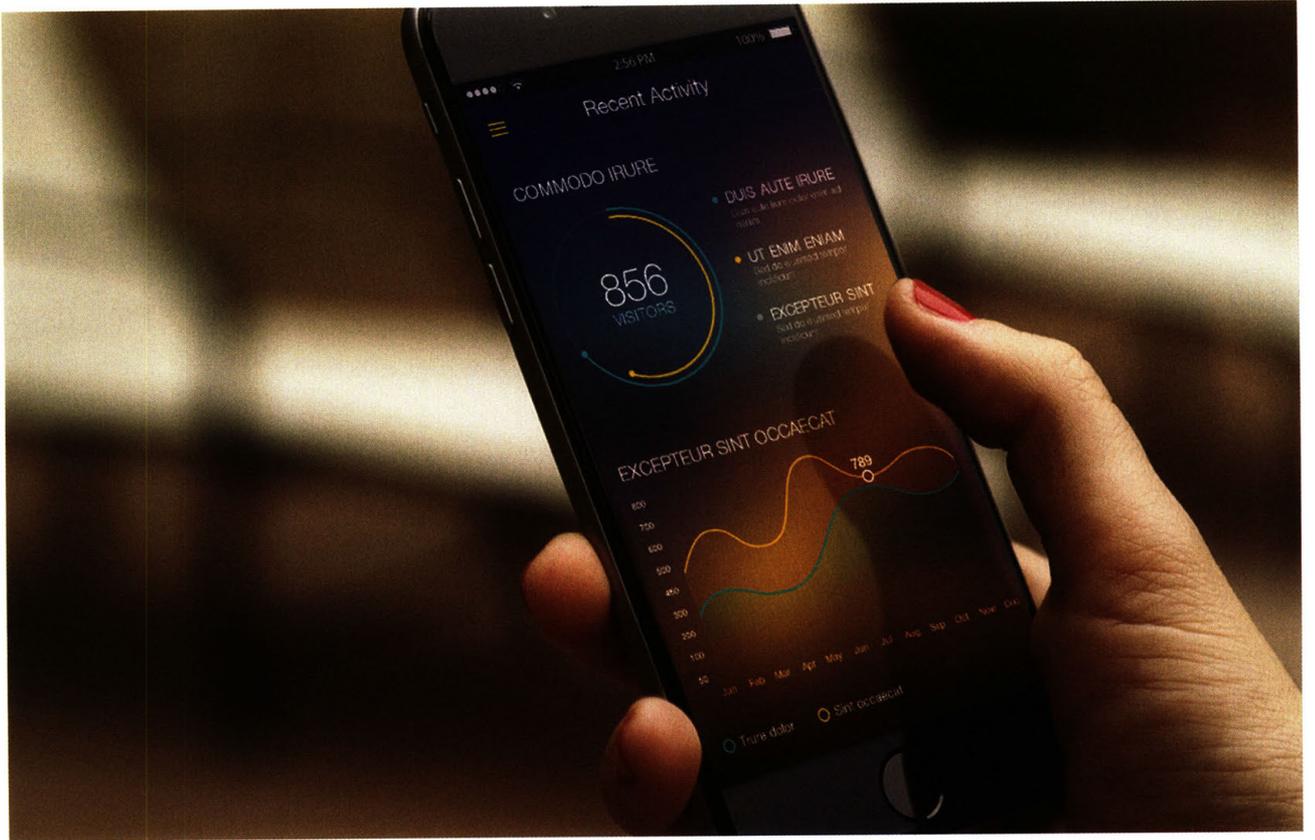
### Max Dmytriv

Max Dmytriv is a web designer, concept artist from Lviv, Ukraine. Studied design in Lviv National Academy of Arts. He has a 7 years experience in web design, interfaces, mobile apps, logos design. For a long time he has been working for different companies, but now he decided to leave boring office work and become a freelancer to work only on projects he really likes and to have more freedom. Recently he has focused mainly on concept art and digital illustrations and spends most of his time studying for new things - it's never too late to learn something new.

### SUNNY - Dashboard UI Design

The idea was to create an application for bloggers to let them share stories about their summer vacations, travels, share photos and everything that is related to the summer. I wanted to create an interface that would look maximum clean, warm, fresh, sunny and fun. Application also lets people to communicate, discuss their stories and to check the statistics of each article. This is the place where people can keep their warmest memories about the summer.





## Acknowledgements

We would like to thank all the designers and companies who made significant contributions to the compilation of this book. Without them, this project would not have been possible. We would also like to thank many others whose names did not appear on the credits, but made specific input and support for the project from beginning to end.

## Future Editions

If you would like to contribute to the next edition of Artpower, please email us your details to: [artpower@artpower.com.cn](mailto:artpower@artpower.com.cn)