



# agency profile 2024

## about us

tubik is an award-winning design agency from Ukraine specializing in creating interface design for web and apps, graphic and motion design, as well as brand identities



about us

years of  
experience

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10+

people  
on board

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40+

located  
in Dnipro

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UA 

# awards



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## Webby

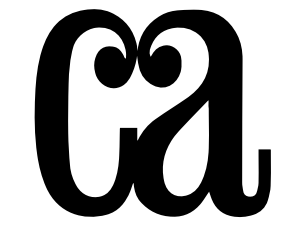
- 3 × webby awards
- 1 × webby nominee
- 2 × webby jury



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## Awwwards

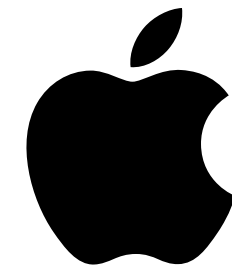
- 5 × site of the day
- 8 × honorable mention
- 1 × awwwards jury



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## Communication Arts

- 2 × webpick



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## Apple

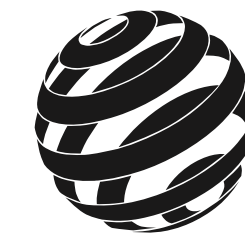
- 1 × app of the day
- 1 × new apps we love



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## FWA

- 3 × site of the day



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## Reddot

- 1 × redden

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# clients

**Clutch** 4.9 ★

[See reviews ↗](#)



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Multiple graphic design, 3D and animation projects for operational system design



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Illustrations for social awareness campaigns



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Branding and web design for a 3D editor



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Homepage design for a webpage and email template builder



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Ongoing graphic design support of the marketing department



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Web design and development for a museum website



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Branding and product design for a delivery app



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User experience and interaction design for annual awwwards website



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User experience for web and mobile products of a leading express-delivery company in Ukraine



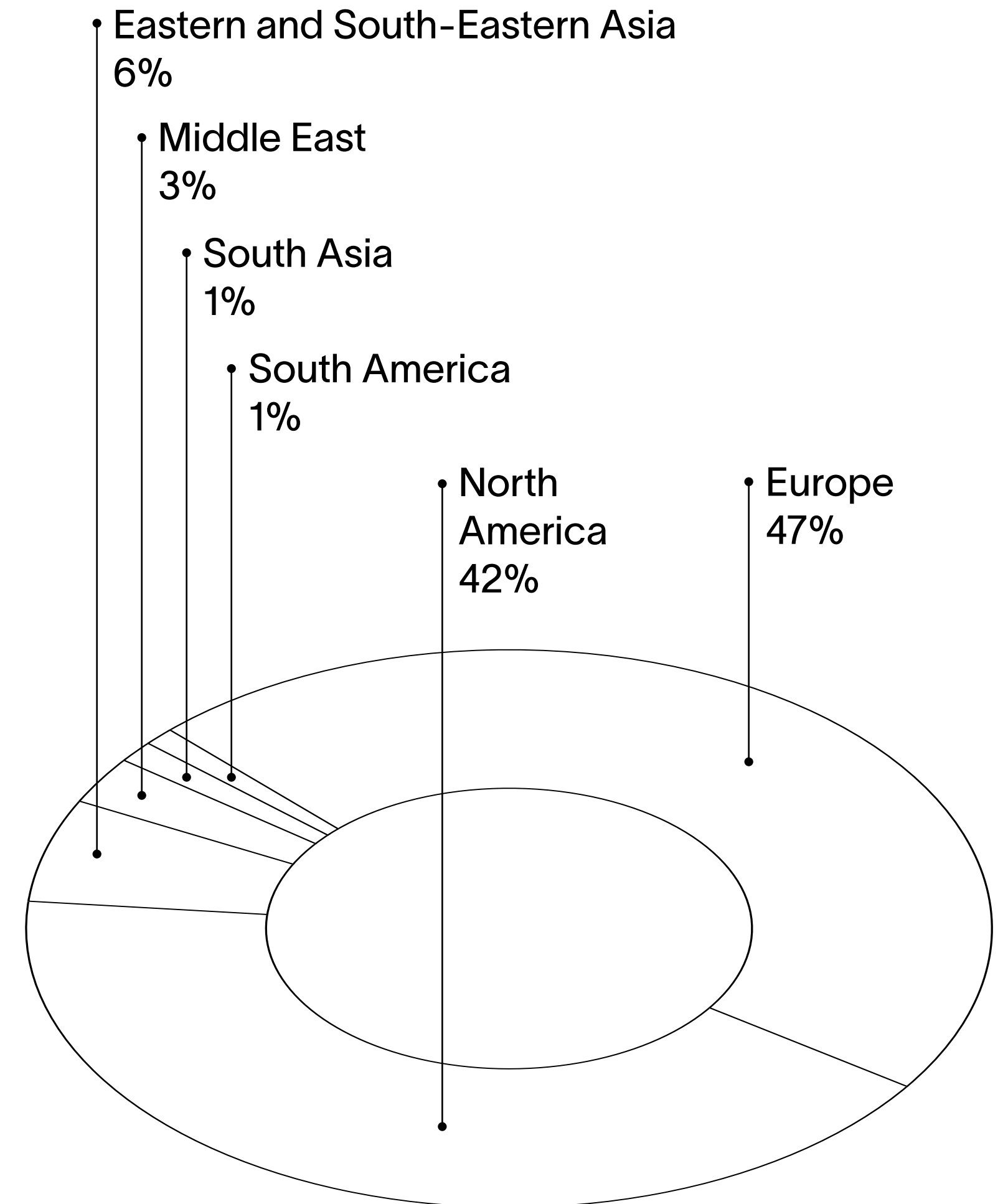
# industries & geography

## Experience in the industries

- Advertising and marketing
- SaaS and digital products
- Medtech and healthcare
- Lifestyle, hobbies and household
- Fintech
- Entertainment and media
- Food industry
- eCommerce
- Education
- Enterprise
- Travel and hospitality

and multiple others

## Client geography



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# services

## branding

Rebranding or brand new identity, we create the design systems that you'll be proud to use across all brand touchpoints

Branding Research

Branding Architecture

Brand Naming

Brand Identity

Identity Guidelines

Rebranding

Identity Implementation

Marketing Materials

## web design

We'll design a website that users will want to tweet and competitors will want to bookmark

Design Audit

Competitors Research

Content Architecture

Visual Concept

UX/UI Design

UI Kit

Adaptations

Webflow Development

Website Maintenance



# services

## product design

We'll create MVP concepts for you, test hypotheses, prepare presentations for your stakeholders, start a design system for your designers, and write guides for your developers

Competitors Research

Features Analysis

User Journeys

UX/UI Design

Prototyping

Design System

Product Maintenance

## graphics

We can enhance your product design with custom illustrations, icons sets, and videos because sometimes, graphic design can tell more than words

Promo Videos

2D & 3D Illustrations

Custom Icons

Interaction Design

Motion Graphics

Packaging





# selected work

# Decriminalize Poverty

Decriminalize Poverty in Tennessee is the web project that emerged from a report by the Vera Institute of Justice and Free Hearts. This narrative experience explores how poverty has been criminalized across Tennessee, what this means for people who live in communities in the state, and practical steps to build a better future.

[decriminalizepoverty.org](https://decriminalizepoverty.org)

[see case](#)

Services	Web Design Graphic Design Web Development Motion Design
Industries	Philanthropy & Social Good Legal & Consultancy
Challenge	To structure a massive amount of complex content into an engaging story-driven website showcasing a digital archive of 500+ impacted voices. To represent delicate info on a heavy subject in a way that would keep readers' attention.
What we did	<ul style="list-style-type: none"> <li>Transformed dense content into concise steps</li> <li>Defined the key notions from every part of the report that we later highlighted with graphics</li> <li>Analyzed various accent colour options to carefully choose the perfect non-provocative solution</li> <li>Built the experience upon the use of illustrations, collages, photography and animations</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>Webby Winner 2023</li> <li>Webby People's Choice 2023</li> <li>Webby Nominee</li> </ul>





# iBilly

iBilly is a company that presents several solutions for the administration of personal and business finances. These solutions include mobile apps, desktop dashboards and POS terminal

[ibilly.co](https://ibilly.co)

[see case](#)

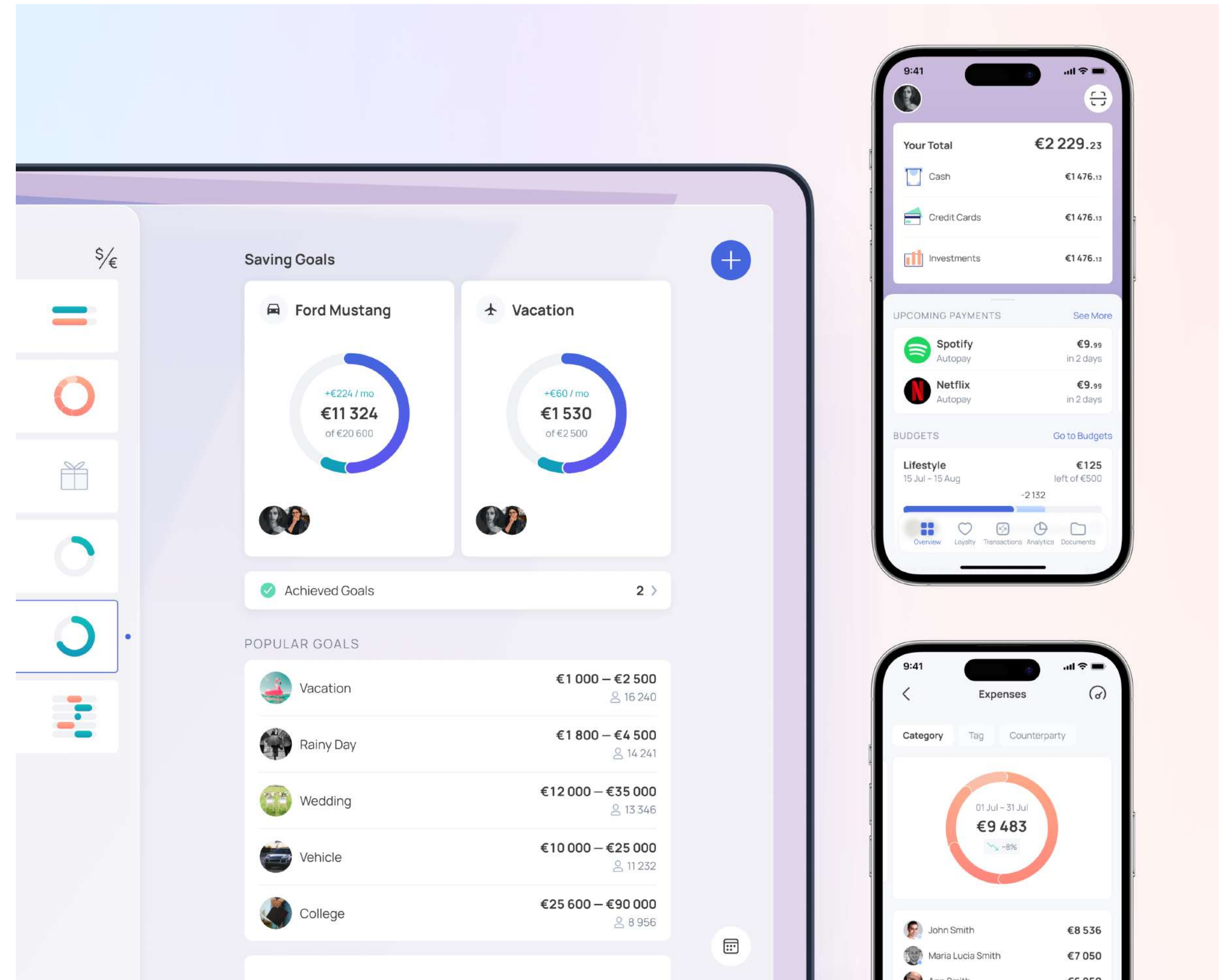
Services	Rebranding Product Design Web Design Support
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Industries	SaaS and Digital Products Fintech
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Challenge	To transform a one-feature one-country app into a complex, multi-platform solution that provides advanced functionality in budgeting and finance management and is localized to almost all European countries, and is available worldwide. To rethink the brand appearance to reflect the new goals and features and reach it's new target audience.
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What we did	<ul style="list-style-type: none"> <li>• Rebranding</li> <li>• Building product functional architecture</li> <li>• Creating user flows and product UX</li> <li>• Using the new brand identity to create a UI concept</li> <li>• Adapting design for various devices and cross-platform requirements</li> <li>• Performing user testing</li> <li>• Providing support during the development process</li> <li>• Creating banners, presentations and associated materials for social networks</li> <li>• Motion design for app interface interactions, promo media, and tutorial videos</li> </ul>
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Recognition	Top 50 in App Store Finance section
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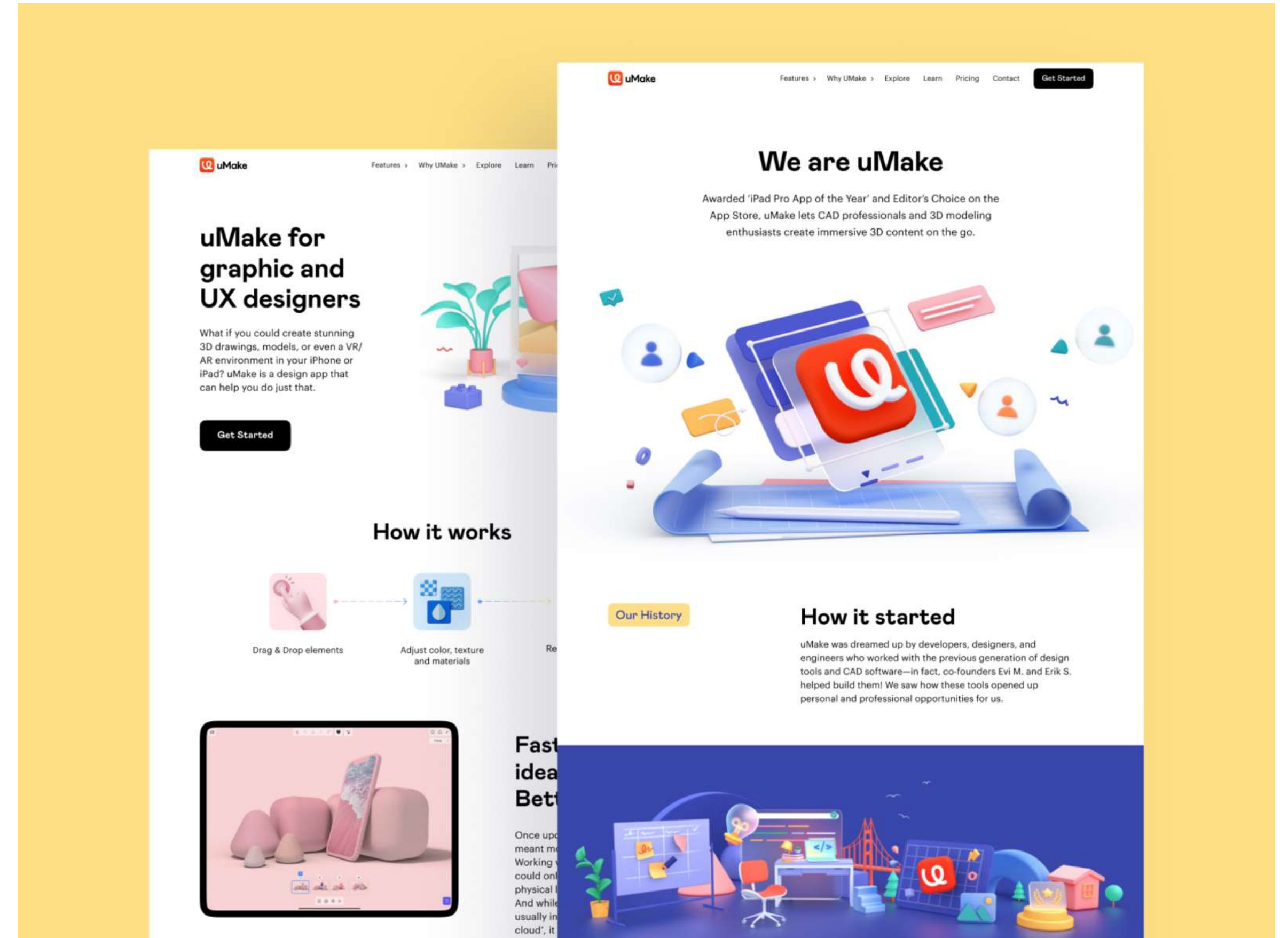
# uMake

iOS/iPadOS app that helps create immersive 3D content with a library of content and easy-to-use tools

[umake.com](https://umake.com) ↗

[see case](#) ↗

Services	Rebranding Web Design
Industries	SaaS and Digital Products Design Education
Challenge	The new client strategy included switching from a smaller professional user base to a more general audience. The existing brand identity did not cover these requirements and was outdated, lacking consistency and flexibility.
What we did	<ul style="list-style-type: none"> <li>• Researched the target audiences and narrowed down new user personas</li> <li>• Developed the brand model that would allow to engage all levels of users, regardless of their professional skills in 3D design</li> <li>• Updated logo mark towards a more modern look</li> <li>• Created a visual system that could flexibly accommodate combinations of graphic assets created with uMake, and text overlays for promo use</li> <li>• Designed a brand new commercial website for uMake</li> </ul>
Recognition	<p>Rebranding, including new website design:</p> <ul style="list-style-type: none"> <li>• Increased engagement by 7.5% with the app content</li> <li>• Increased installs from Google Search by 11% and installs from the website by 18%</li> </ul>





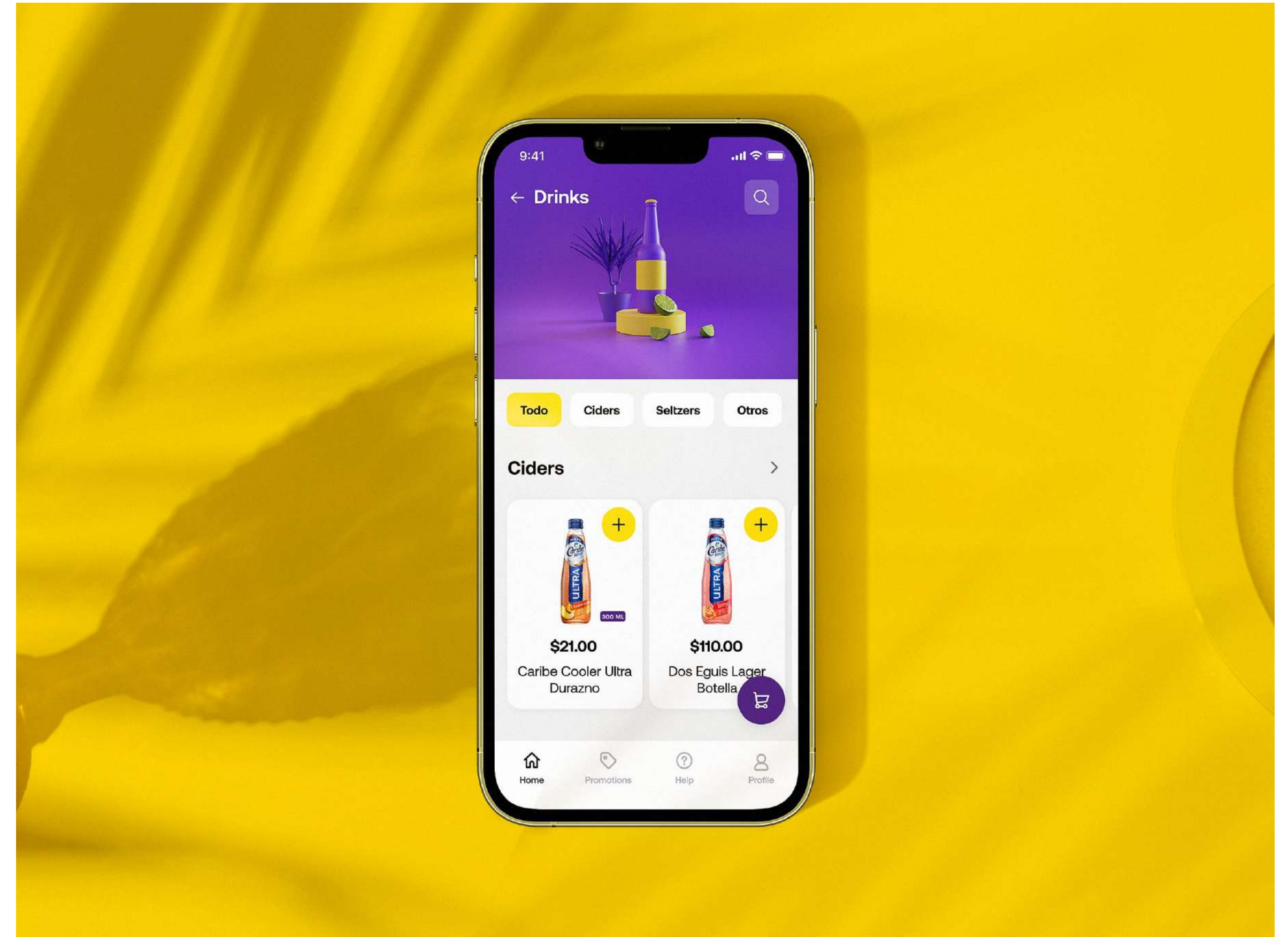
# Glup

Glup is a delivery app, launched by Heineken Mexico for selling beer and associated goods and getting the orders delivered quickly

[glup.com](http://glup.com) ↗

[see case](#) ↗

Services	Branding Product Design
Industries	Food & Beverage
Challenge	Heineken Mexico wanted an intuitive and fun app for beverage delivery that would stand out from the crowd, but would not use any of the Heineken visual identity. When they reached to tubik, they had already had a draft logo and color palette, and the task was to improve them and create a consistent, flexible, and scalable brand identity around them.
What we did	<ul style="list-style-type: none"> <li>• Ran a competitor analysis and color palette exploration</li> <li>• Created a graphic system, including custom icons and patterns</li> <li>• Designed a functional and modern delivery app with some fun touches</li> <li>• Developed a system of 3D illustrations to add contrast to photo-heavy product catalogs</li> <li>• Provided collateral marketing materials for the app promotion – landing page, AppStore previews, out-of-home advertising and merch design</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• Operating in 5 major Mexican cities</li> <li>• 500K+ app downloads within 1 year since launch</li> </ul>





# World Humanitarian Day Illustrations for United Nations

A set of illustrations and animated video created for World Humanitarian Day, a campaign by the United Nations Office for the Coordination of Humanitarian Affairs

[worldhumanitarianday.org](https://worldhumanitarianday.org) ↗

[see case](#) ↗

Services	Graphics Animation
Industries	Philanthropy & Social Good
Challenge	UN OCHA wanted to show the impact of humanitarian work under the motto "It takes a village" by visualizing the diversity of specialists supporting people in problematic areas worldwide. The task was to create a series of illustrations and animation for the WHD website and promo campaigns.
What we did	<ul style="list-style-type: none"> <li>• Found a style based on the use of metaphoric elements to show 13 different humanitarian workers</li> <li>• Developed a neutral style and color palette to show diverse characters</li> <li>• Adjusted the illustrations for various formats, ratios, as well as for further animation</li> <li>• Produced a campaign video and localized it into 5 languages</li> <li>• Completed the project within pressing deadlines and meticulous feedback process that accompanied this socially impactful campaign</li> </ul>
Recognition	Campaign launched on World Humanitarian Day website and a number of local UN social media platforms reaching 200K+ audience





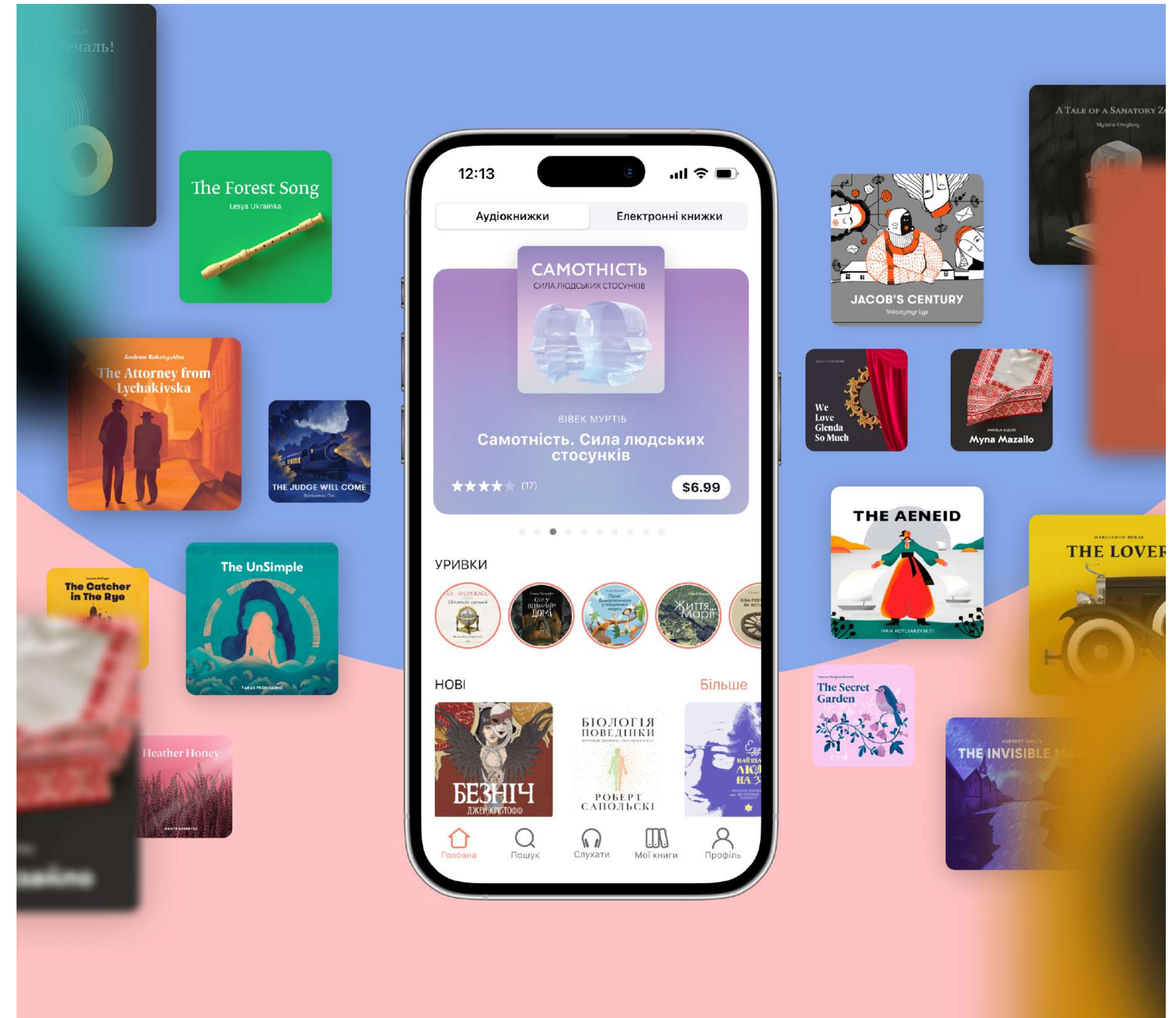
# Abuk

Abuk is a Ukrainian language audiobook and ebook store, based on original high-quality sound recording. It offers classic and contemporary Ukrainian and world literature to be read and listened to on smartphones and tablets

[abuk.com.ua](http://abuk.com.ua) ↗

[see case](#) ↗

Services	Branding Product Design Web Design Illustrations
Industries	eCommerce Leisure & Lifestyle
Challenge	The client had a general idea to have a functional audiobook app, and to launch mass production of high-quality audiobooks in Ukrainian, and tubik built a modern product around it, which evolved as abuk's team grew, and shaped into a consistent strong brand.
What we did	<ul style="list-style-type: none"> <li>• Product naming</li> <li>• Several rounds of brand identity design to reflect the evolving values of the brand through the years</li> <li>• Interface design for mobile, tablet and web apps</li> <li>• Continuous feature update support</li> <li>• Hundreds of custom audiobook cover arts as part of the brand identity</li> <li>• Social media branding and marketing campaigns design</li> <li>• Printed promo materials for promo campaigns and events</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• 100K+ downloads of the app</li> <li>• 500+ audiobooks available within 3 years after launch</li> <li>• Top 10 in App Store Books section</li> </ul>





# Slumber

A collection of sleep inducing stories and meditations designed to beat insomnia and help you fall asleep quickly

[slumber.fm](https://slumber.fm) ↗

[see case](#) ↗

Services	App Design Web Design Web Development
Industries	Leisure & Lifestyle Healthcare
Challenge	To create a product in a highly competitive niche with almost zero visual identity to start with and color palette limitations, designed simply enough for a single developer to bring to life.
What we did	<ul style="list-style-type: none"> <li>• Developed a straightforward yet elegant app matching the domain standards in terms of style and color</li> <li>• Came up with an illustrative approach to add uniqueness to the app interface and overall product identity</li> <li>• Created a promotional landing page, expanding the design approach into a comprehensive visual identity</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• Over 2,000,000 downloads</li> <li>• Slumber received an "App of the Day" badge on the App Store and was featured in several categories</li> <li>• Multiple publications and organizations have featured Slumber including The Wall Street Journal, Forbes, and the AARP</li> </ul>





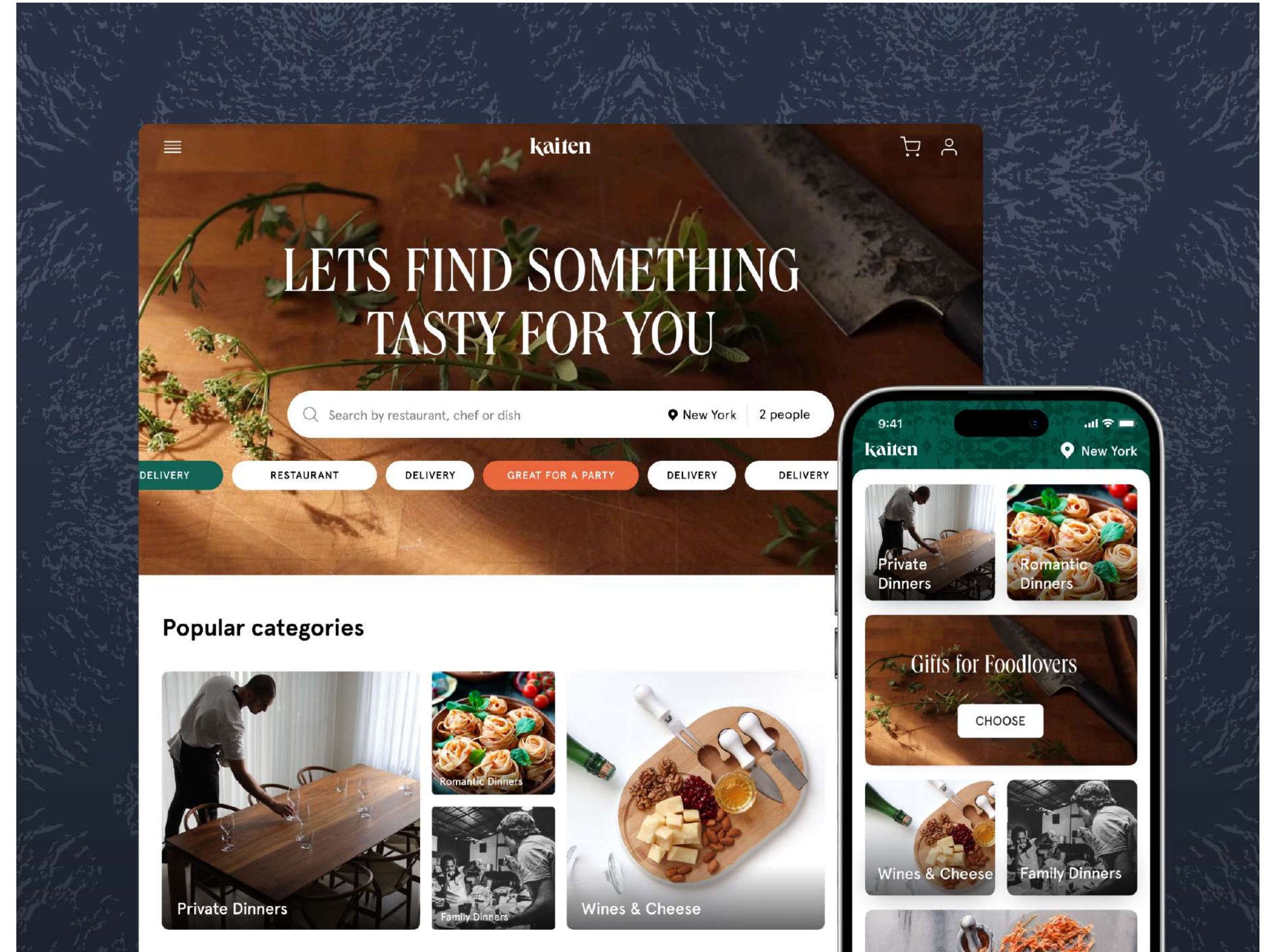
# Kaiten

A curated food marketplace that fuels the future of dining by helping makers reach wider audiences and giving them a supportive community

[onkaiten.com](https://onkaiten.com)

[see case](#)

Services	Branding Web Design Product Design
Industries	Food & Beverage
Challenge	To create an identity and interface design that would make the brand recognizable, and at the same time would give enough space for showcasing the food makers' content.
What we did	<ul style="list-style-type: none"> <li>• Built a brand model that appeals to creators and customers</li> <li>• Created a solid and flexible identity for the diversity of marketing goals and channels, both digital and traditional</li> <li>• Created a unique system of food-based design patterns</li> <li>• Developed a photography guide to ensure the content from various creators would fit the brand</li> <li>• Designed the mobile app interface that is both functional and artistic</li> <li>• Provided design support for not only digital, but also physical branded items such as brochures delivery boxes</li> </ul>
Recognition	Successful product promotion launch, collaborations with chefs from US and Israel





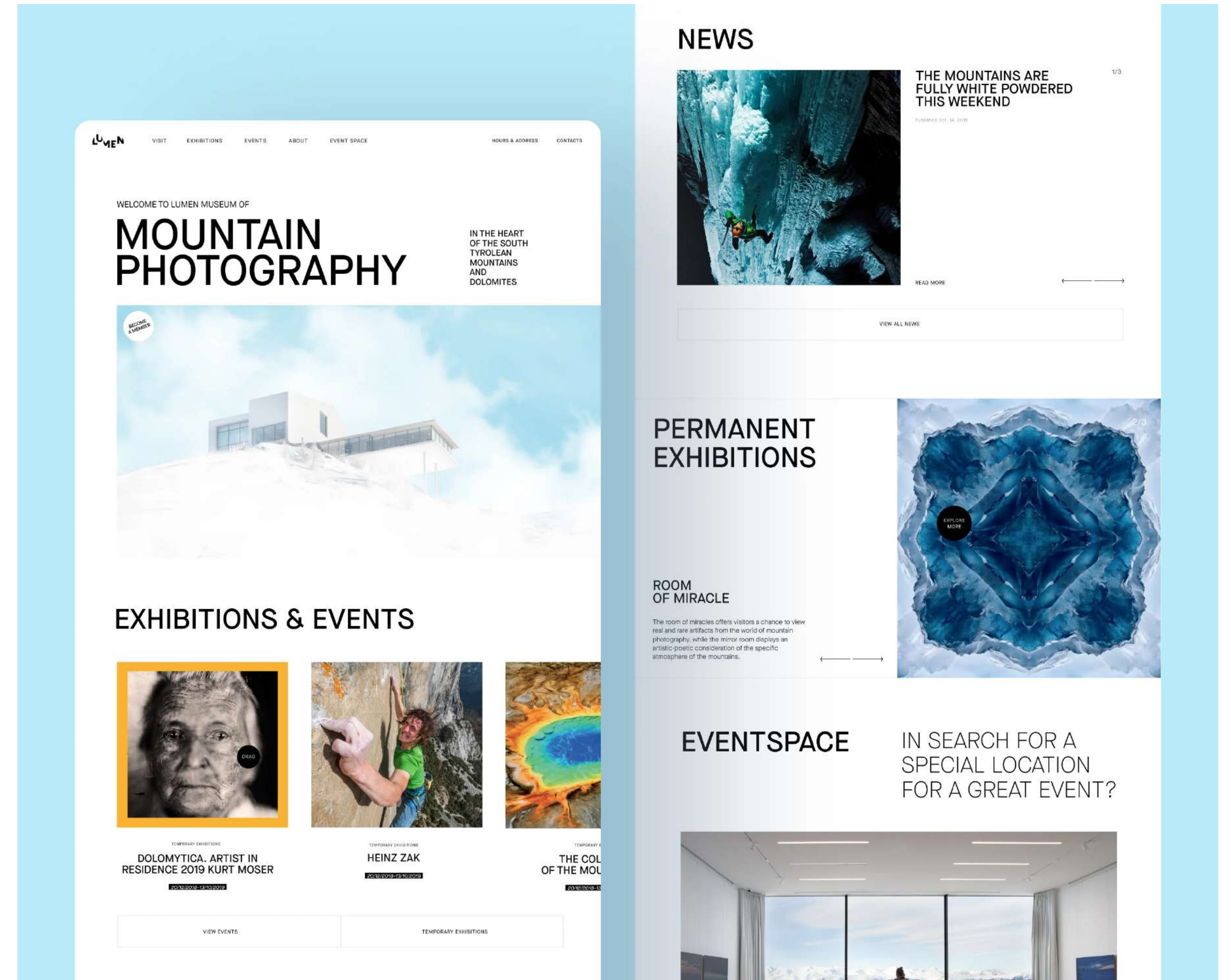
# Lumen

LUMEN museum offers the possibility to experience the history of mountain photography from its beginnings until the present as well as displaying the art of mountain-photographers from all over the world

[lumenmuseum.it](https://lumenmuseum.it) ↗

[see case](#) ↗

Services	Web Design Web Development
Industries	Art & Photography Museums
Challenge	To create a modern and trendy website but at the same time to preserve a strong and consistent connection of the physical museum with its online presence.
What we did	<ul style="list-style-type: none"> <li>• Created an elegant website design with minimalistic layout</li> <li>• Added multiple design and animation links to the real-life museum experience throughout the website</li> <li>• Developed a solid typographic hierarchy</li> <li>• Added smooth animation to make user experience more engaging</li> <li>• Created an original set of minimalist outline icons</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• Webby Award 2020 for Best Use of Photography</li> <li>• Awwwards honorable mention</li> </ul>



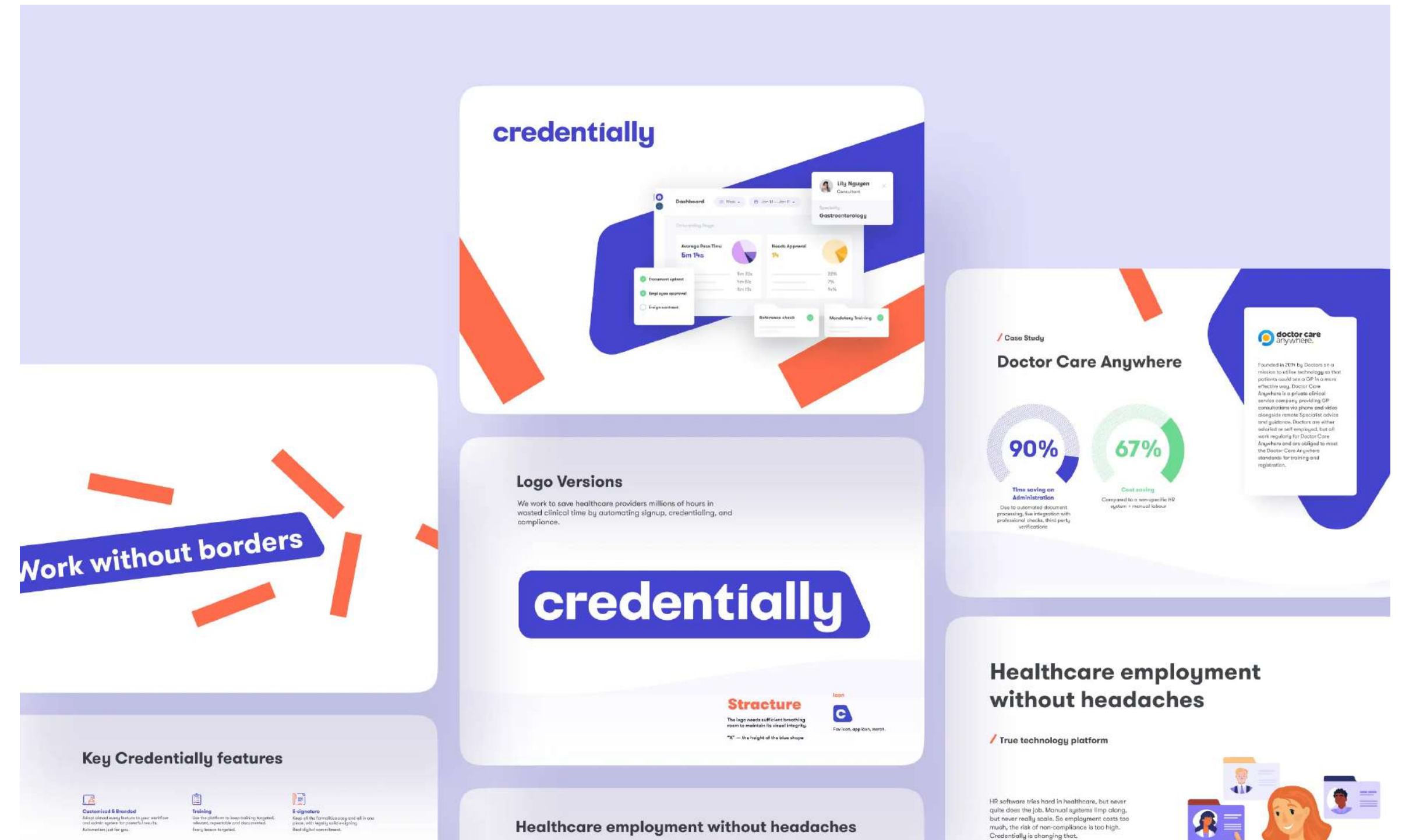
# Credentially

Healthcare SAAS HR product which automates hiring, onboarding and tracking the compliance of the employees

[credentially.io](https://credentially.io) ↗

[see case](#) ↗

Services	Rebranding Web Design Product Design Web Development Support
Industries	SaaS and Digital Products HR & Recruitment Healthcare
Challenge	As a startup, Credentially started to grow and scale, so the initial branding and design didn't reflect company values and goals anymore. A new look and feel was required to compete on the market and to show potential customers that the product is trustworthy and simple to use. The website redesign goals included improved lead generation and straightforward showcasing of the product features.
What we did	<ul style="list-style-type: none"> <li>• Brand identity design</li> <li>• Interface design and Webflow implementation for the website</li> <li>• Social media branding and marketing campaign design</li> <li>• Print materials for the events and marketing campaigns</li> <li>• Ongoing design support for digital and print design</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• Trusted by 22,000+ registered clinicians globally</li> <li>• Conversion increased from 4 to 22 demos a month</li> <li>• Website traffic has doubled in a year</li> <li>• HTN NOW Excellence in Digital Pathways and BBH Healthcare Software Award Winner 2022</li> </ul>





# Illuminating Radioactivity

An interactive media that demystifies radiation and offers practical information about radiation protection

[illuminating-radioactivity.com](http://illuminating-radioactivity.com) ↗

[see case](#) ↗

Services	Web Design Illustrations Motion Design Web Development
Industries	Environment, energy & clean tech
Challenge	To create a storytelling one-page website about radiation, to present the scientific and historical information in the most engaging way, making it not boring to read. tubik was challenged to achieve the right balance of science and story, and to combine significant volume of text, illustrations created by different artists, and historical graphic materials.
What we did	<ul style="list-style-type: none"> <li>• Created the unique, but consistent UI concept for each section of the website</li> <li>• Came up with solutions to present large texts in a way that won't make the single page endless and hard to read</li> <li>• Designed collages and illustrative diagrams</li> <li>• Creative motion design</li> <li>• Developed the website on Readymag platform</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• 120K+website views</li> <li>• Presented on Los Angeles Art Book Fair</li> <li>• Readymag Featured project</li> <li>• Site of the Day on Awwwards</li> </ul>





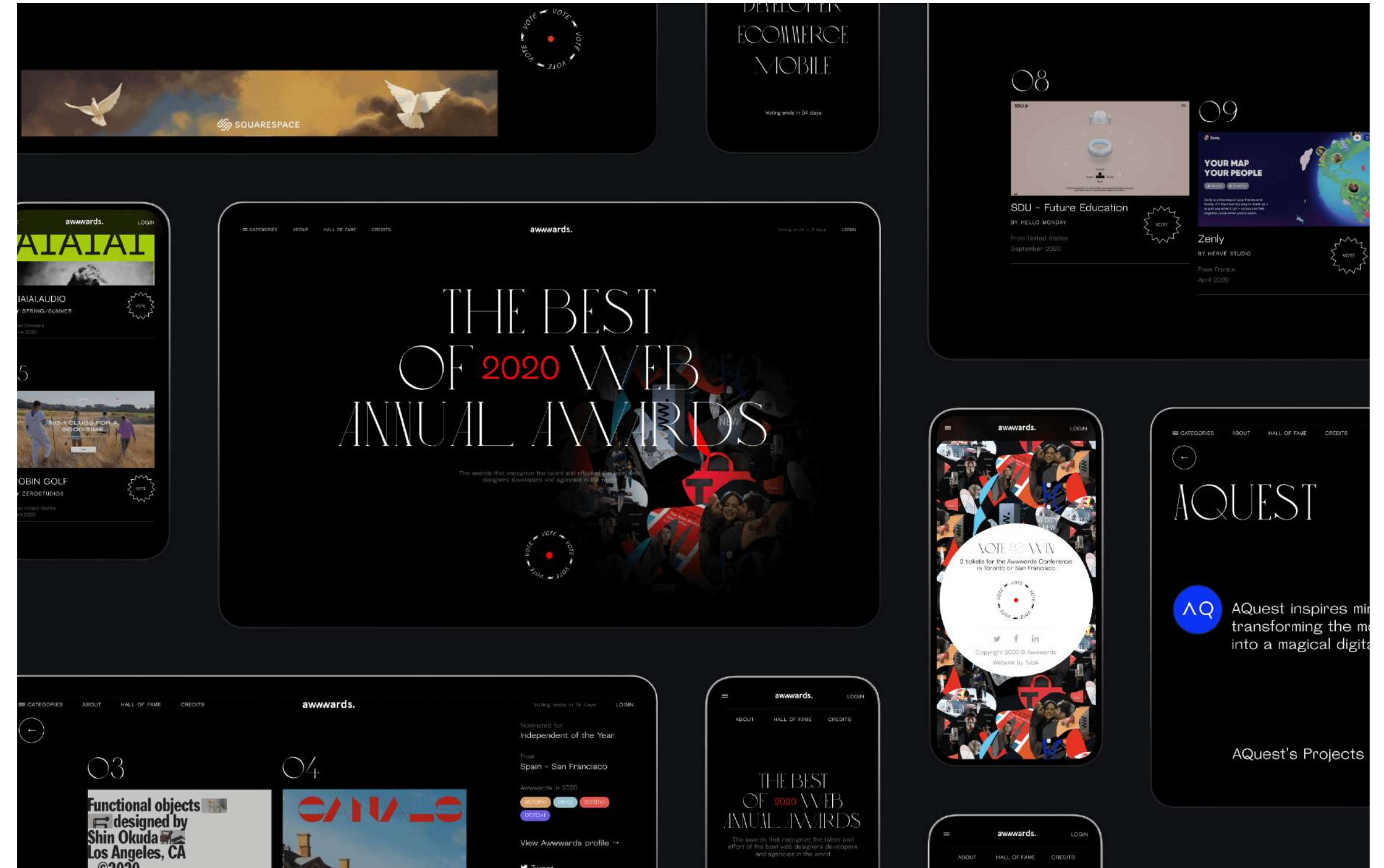
# Annual Awwwards 2020

Awwwards is globally known and recognized as a place uniting designers and developers to share and reward creativity and innovative approaches. Every year, they pick up the best websites, designers, studios, agencies, developers, e-commerce and mobile projects to award

[see case ↗](#)

[visit website ↗](#)

Services	Web Design Motion Design Web Development
Industries	Digital Art Awards
Challenge	Tubik was invited to create a stylish design for Annual Awwwards' voting. The website design had to be creative and distinguished, but at the same time highlight the nominees' content.
What we did	<ul style="list-style-type: none"> <li>• Created and developed a classy website with fun and emotional appeal</li> <li>• Designed an engaging experience using sophisticated animation</li> <li>• Created patterns from the aesthetically extracted fragments of the actual projects featured on Awwwards to create a meta-concept and bring art to the voting process</li> </ul>
Recognition	Website was successfully launched and was live for the voting season of 2020–2021.



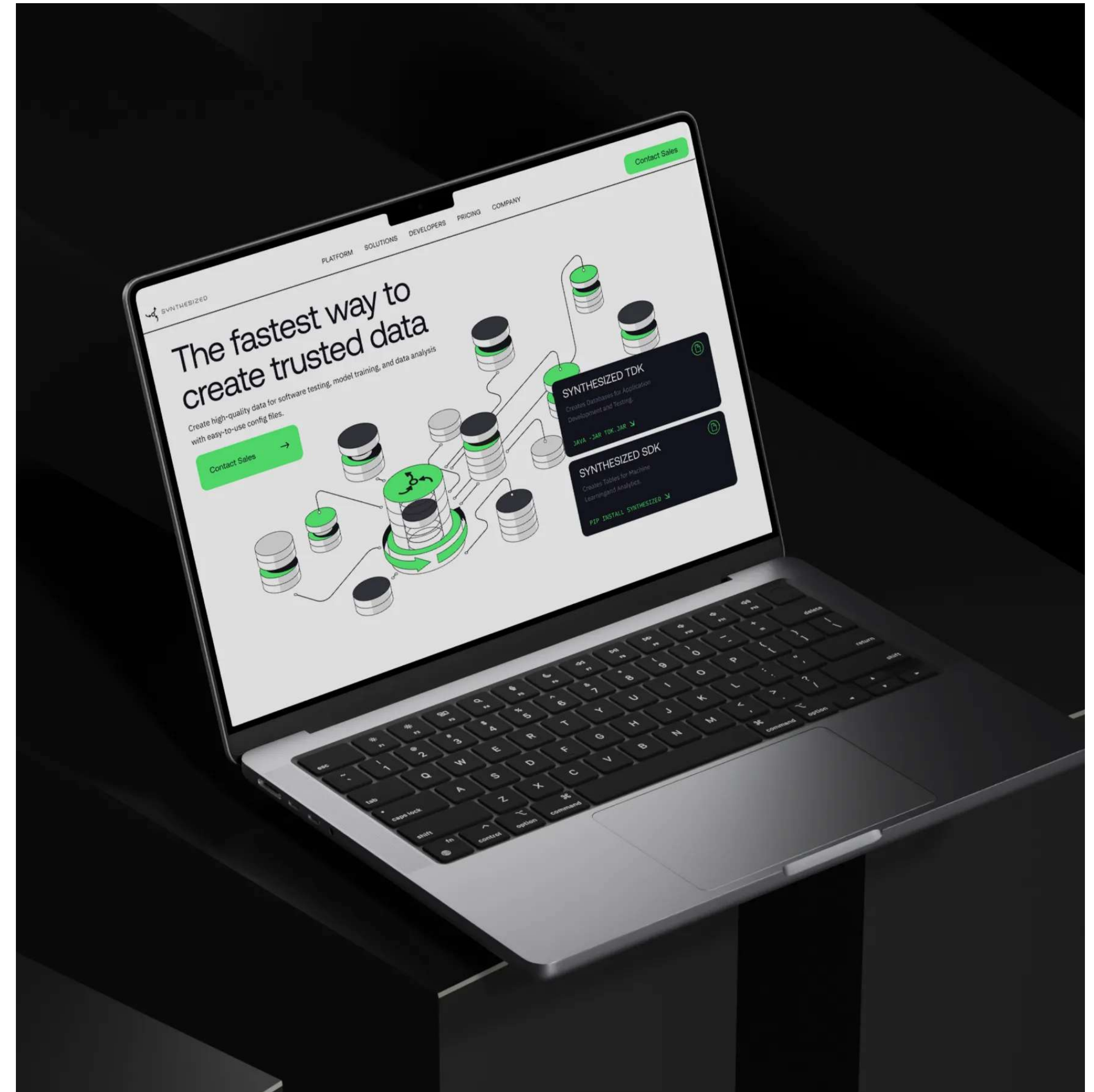
# Synthesized

Synthesized helps QA and ML teams create, validate and safely share high-quality data for data analysis, model training, and software testing without extensive manual configurations.

[synthesized.io](https://synthesized.io) ↗

[see case](#) ↗

Services	Web Design Graphic Design Motion Design Web Development
Industries	Big Data & Analytics Software AI & Machine Learning
Challenge	Being a startup, Synthesized quickly scaled and evolved, switching the focus to another target audience. The initial website structure was extended, and new content required new design elements, which were not included in the initial style guide. It was essential to transfer and organize all the existing content, optimizing the website CMS.
What we did	<ul style="list-style-type: none"> <li>• Analyzed the visual language of the industry to pick a distinctive direction</li> <li>• Restyled the general visual concept towards a technology-centric look and feel.</li> <li>• Created custom illustrations, icons, and motion graphics to visualize complex and technical processes and services</li> <li>• Implemented the website with Webflow</li> </ul>





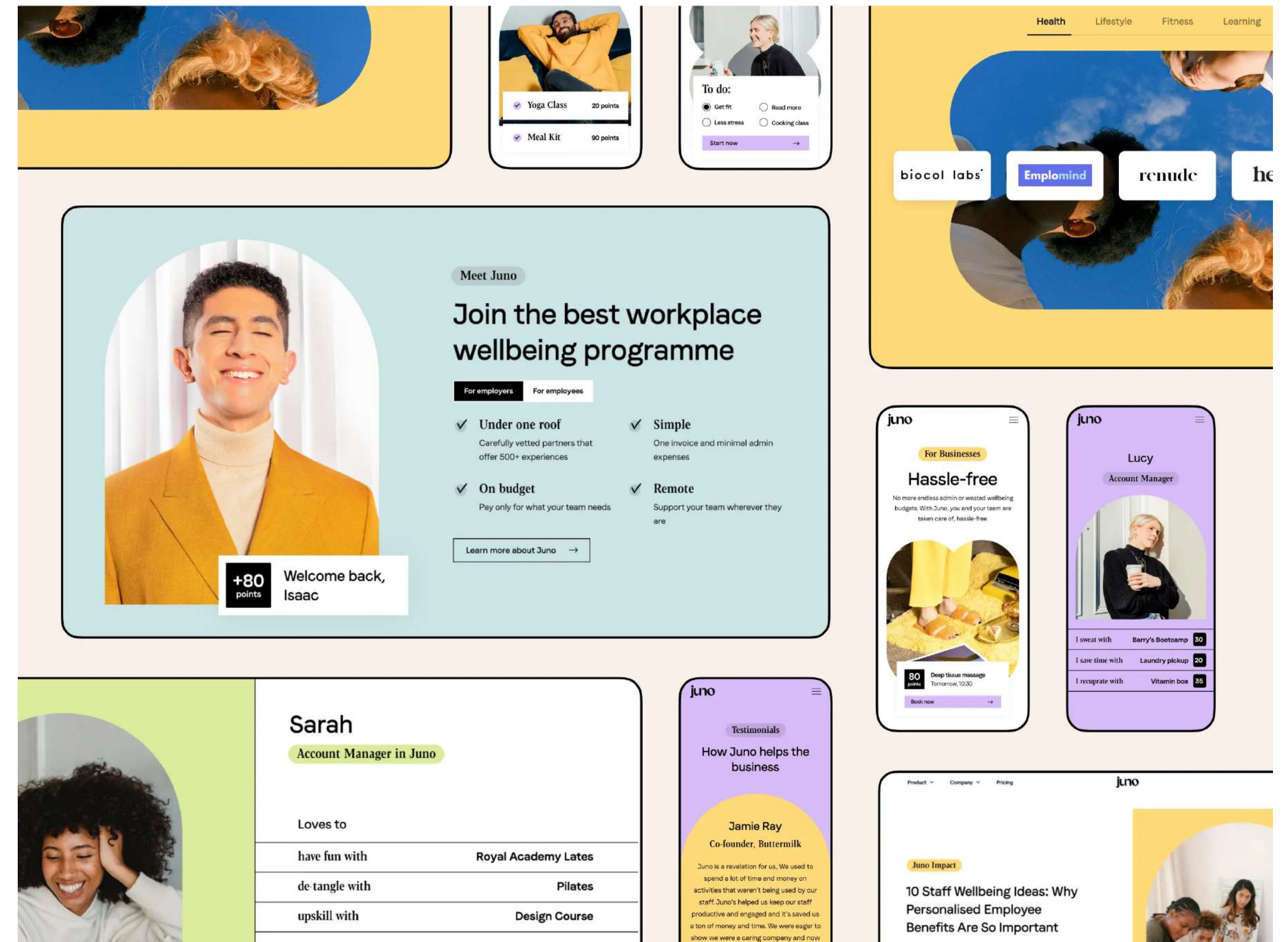
# Juno

Juno is the all-in-one employee wellbeing platform, joined by businesses to create healthier and happier cultures through flexible, inclusive, and socially conscious workplace benefits designed for remote teams

[withjuno.com](https://withjuno.com)

[see case](#)

Services	Web Design Web Development
Industries	SaaS HR & Recruitment
Challenge	Juno required a more professional and modern website with improved user journeys to give a clear understanding of what the company offers and to increase the conversion. They were open to developing the current branding identity further while preserving brand recognition. The website had to provide information for both target audiences: businesses who buy service for their team, as well Juno's partners who supply services. The clients didn't want to share actual platform screenshots or videos, so tubik needed to show the platform functionality in another way.
What we did	<ul style="list-style-type: none"> <li>• Interface design</li> <li>• Creating an approach for photo content used on website and social media—using masks for photos to bring uniqueness and recognition</li> <li>• Showing platform features with simplified interface elements with smooth animation</li> <li>• Showing features for different parts of the target audiences with switchers and animation</li> <li>• Webflow implementation</li> </ul>





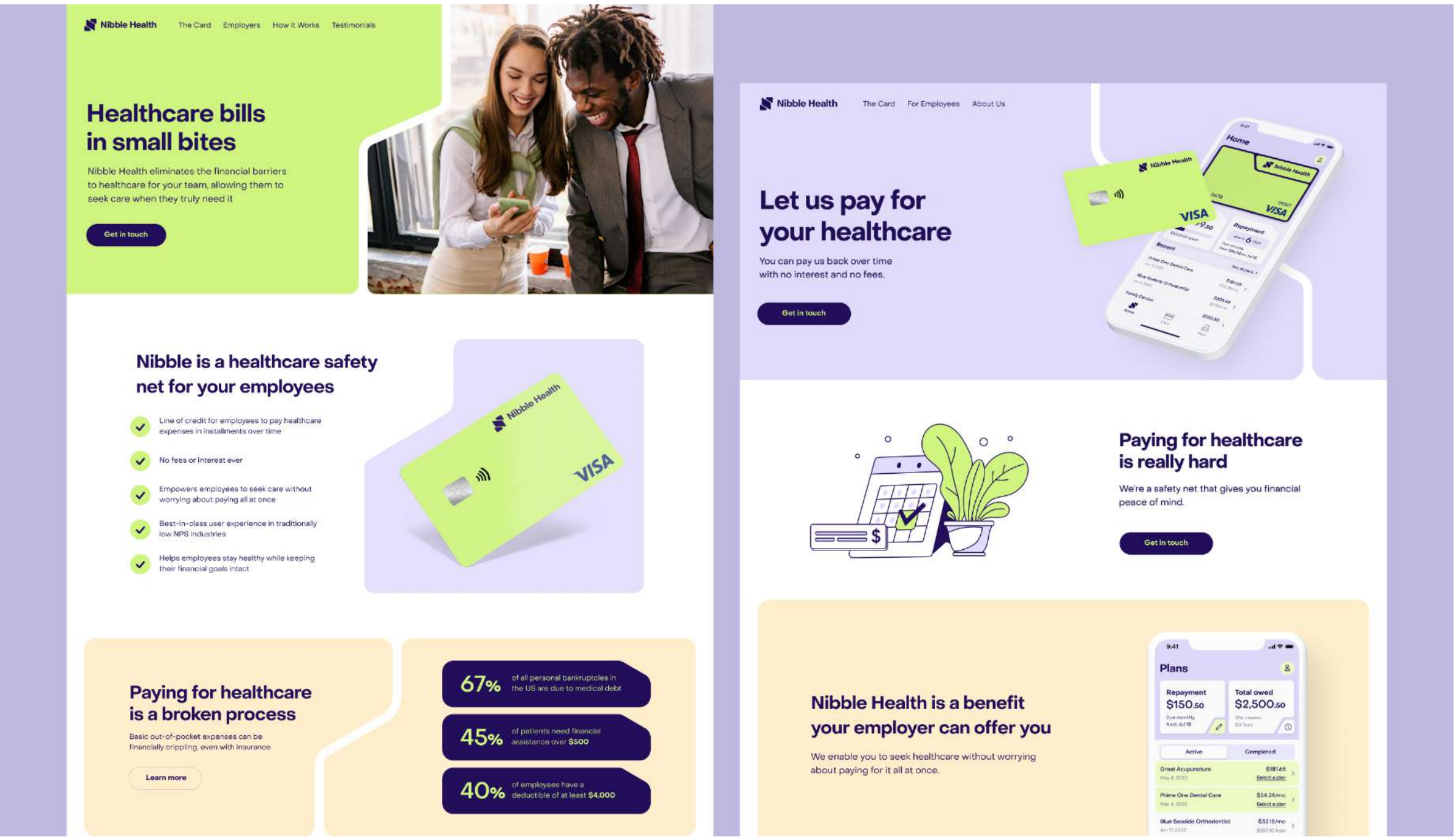
# Nibble Health

A B2B healthcare payments company working to make care more affordable and accessible for millions of Americans

[nibblehealth.com](https://nibblehealth.com)

[see case](#)

Services	Branding Web Design Web Development App Design
Industries	Fintech Healthcare
Challenge	To create the design system that translates the brand's messages: employees should feel protected and encouraged to actually use the healthcare benefits that their companies provide.
What we did	<ul style="list-style-type: none"> <li>• Run a competitor analysis and healthcare industry research</li> <li>• Designed an identity that translates the core idea of the brand</li> <li>• Created a design system that is applied to diverse brand items, from a physical card to a mobile app</li> <li>• Designed a descriptive and friendly website</li> <li>• Designed mobile app interface with healthcare BNPL features, including virtual card management and payment schedule</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• Raised a total of \$8.5M in funding</li> </ul>





# Serra

iOS/Android app with a mission to build a culturally aware financial application from the ground up in Montserrat (Caribbean region) by solving locals' real-life challenges

[getserra.com](https://getserra.com) ↗

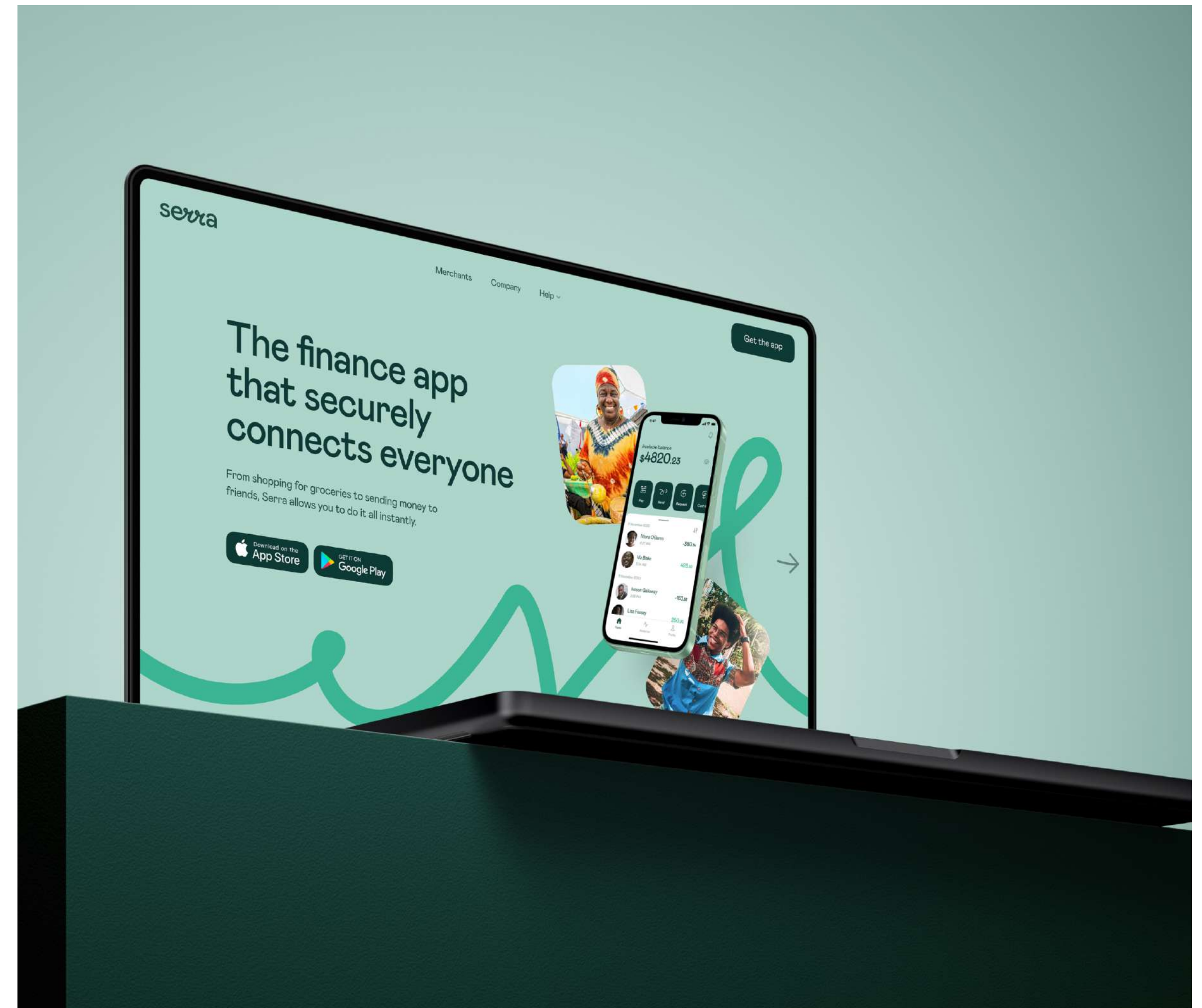
[see case](#) ↗

Services	Branding Web Design App Design
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Industries	Fintech
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Challenge	Serra's goal was to create a mobile finance ecosystem for Monserrat locals. The target audience is not quite used to mobile banking and they see banking as a rather complex and non-approachable service. The goal was to create an identity and product design that would be welcoming, user-oriented, not complicated, and very approachable.
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What we did	<ul style="list-style-type: none"> <li>• Learned what are the common money transaction patterns of the Monserrat locals</li> <li>• Designed a friendly-appealing brand identity to emphasise on the simple and amiable nature of the brand</li> <li>• Developed a set of graphic elements imitating hand-drawing, which adds a human touch to fintech</li> <li>• Designed an intuitive mobile app with QR-code based P2P and merchant payments</li> <li>• Created a website design based on the key identity element of a ribbon, which represents continuous money transfers</li> </ul>
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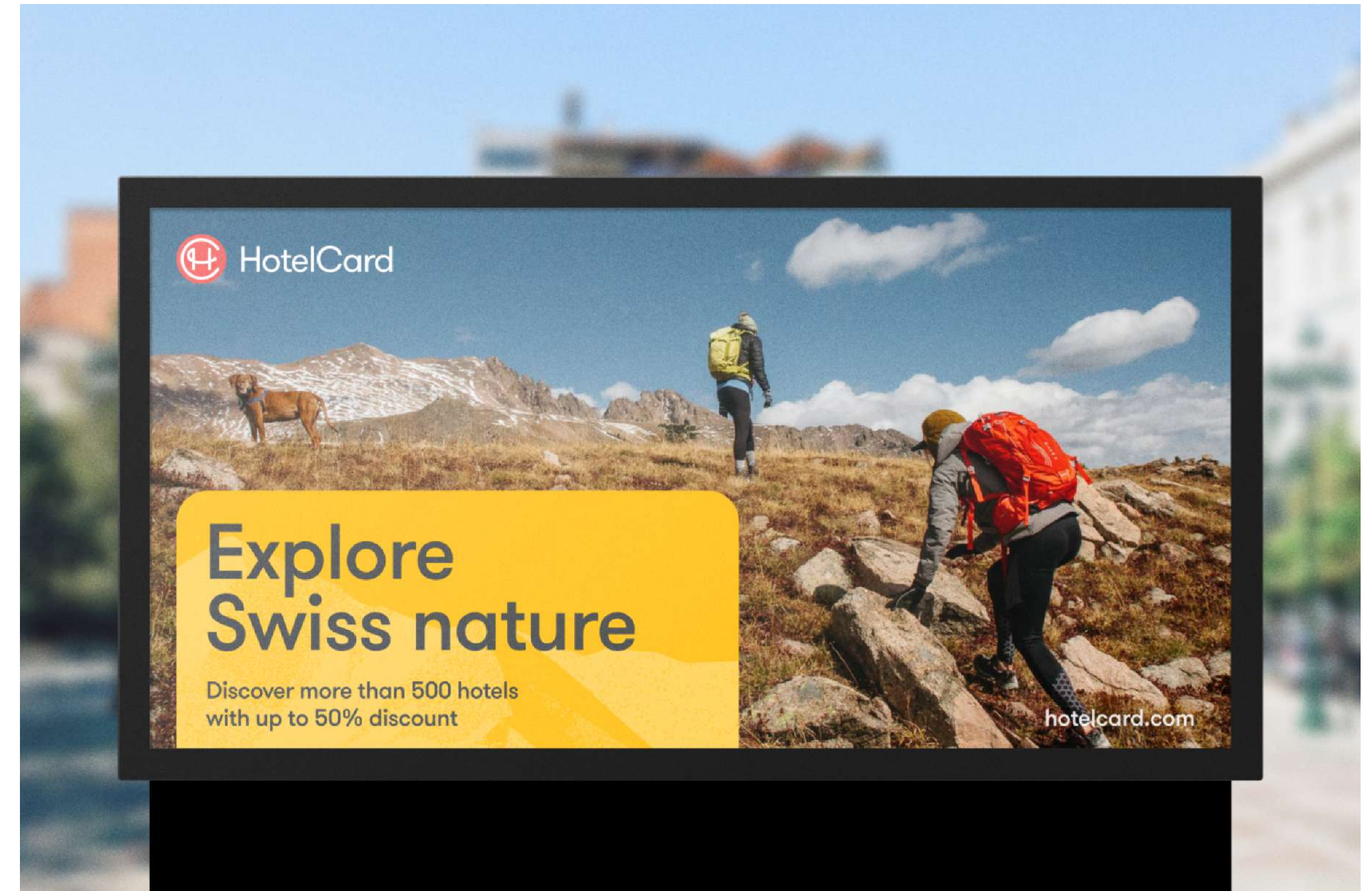
# HotelCard

Membership subscription for smart hotel experiences' discounts with more than 500 hotels in & around Switzerland

[hotelcard.com](https://hotelcard.com) ↗

[see case](#) ↗

Services	Rebranding
Industries	Travel & Hospitality
Challenge	<p>Founded back in 2009, HotelCard brand already has established its positioning in Switzerland. When they decided to work on the rebranding, it was crucial to keep the current customers base and stay recognisable, and to appeal to new target audience: digital natives.</p>
What we did	<ul style="list-style-type: none"> <li>• Analyzed the existing brand materials and how previous identity system was used across different assets</li> <li>• Researched the current customers base and newer target audiences, narrowed down key user personas</li> <li>• Created a new design identity appealing to different user groups</li> <li>• Kept the main brand color to remain recognized, though made it more vivid; added nature-based additional colors</li> <li>• Developed a design system that unifies brand items across digital and print brand materials</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• The number of new customers doubled in the year following the rebranding</li> </ul>





[mail@tubikstudio.com](mailto:mail@tubikstudio.com)  
[tubikstudio.com](http://tubikstudio.com)