Curious CLOUD studios

What if? We make it.

PORTFOLIO 2026

Selected work in UX/UI, web, mobile apps, graphic design and AI animation.

curiouscloudstudios.com

THE STUDIO

Curiosity, made useful.

Curious Cloud Studios is a creative services agency that turns open questions into thoughtful, tangible work: interfaces, websites, mobile apps, brands and AI-powered animation.

Ask with purpose.

Understand the business, the audience and the problem before choosing a direction.

Make with care.

Turn exploration into clear ideas, considered design and useful experiences.

Deliver with clarity.

Keep the process visible and make the next step obvious, during the project and after launch.

01 **UX/UI Design**

Research, flows and interfaces that feel obvious.

02 **Web Development**

Fast sites, web apps and online stores.

03 **Mobile Apps**

iOS and Android, from MVP to store launch.

04 **Graphic Design**

Logos, identities and campaigns with a point of view.

05 **AI Animation**

Explainers, brand films and reels, directed by people.

SELECTED WORK

14 projects, one question each.

01 **AIEF International AI Championship** p. 04
UX/UI, Web · 2024

02 **Taro Technologies** p. 07
UX/UI, Web, Mobile · 2022

03 **Revly** p. 10
UX/UI, Mobile · 2026

04 **High Key Coffee & Kitchen** p. 13
Branding · 2025

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UX/UI, Mobile · 2026

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UX/UI, Web · 2026

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UX/UI, Web, Mobile · 2023

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UX/UI, Web, Branding · 2026

09 **VIVA Water** p. 28
UX/UI, Web · 2024

10 **Naveena Denim** p. 31
UX/UI · 2021

11 **Forman Christian College (FCCU)** p. 34
UX/UI · 2020

12 **Sufi Group** p. 37
UX/UI, Branding · 2021

01 / 14 · UX/UI, WEB

AIEF International AI Championship

A 10-day rebuild that drove 250+ global enrollments.

A full redesign of the AI Education Foundation's flagship championship platform, designed and shipped in 10 days before registration closed. A dense academic site became one clear page built to turn visitors into entrants.

CLIENT
AI Education Foundation

YEAR
2024

SERVICES
UX/UI, Web

TIMELINE
10 days

LOCATION
Lahore, Pakistan



250+
Global enrollments in 10 days

35
Elite projects shortlisted

100%
Drop in support inquiry forms

The problem

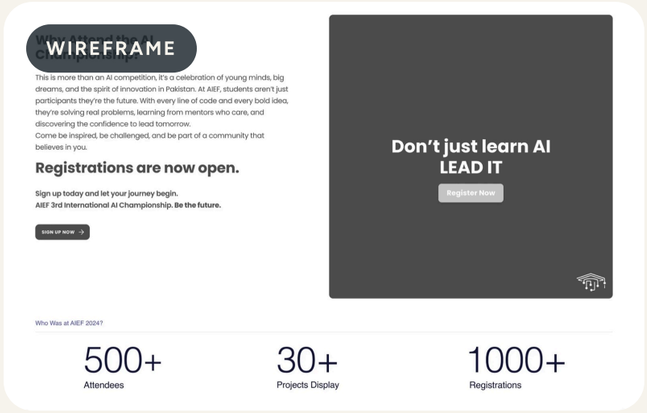
The 2023 and 2024 championship sites read like legacy academic pages: long blocks of text, unclear calls to action and a multi-step registration that lost people at every step.

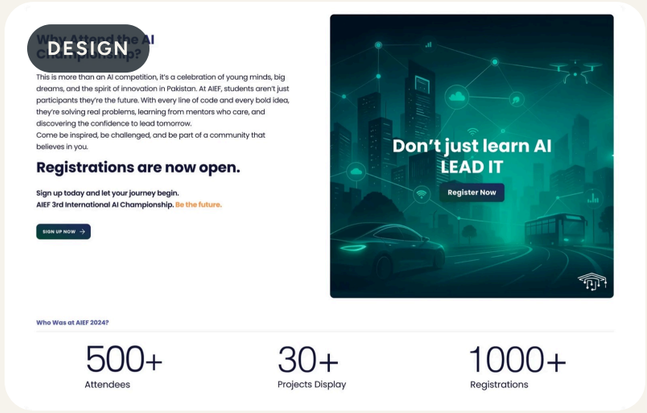
Deadlines, categories and accommodation details were buried in copy, so support inboxes filled up with the same few questions. And the rebuild had to be designed, built and launched inside 10 days.

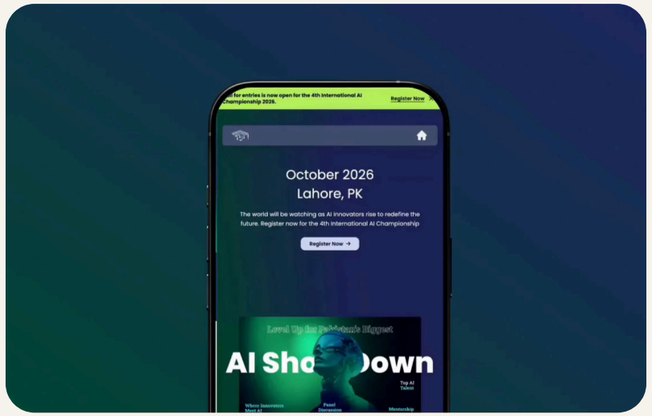
What we did

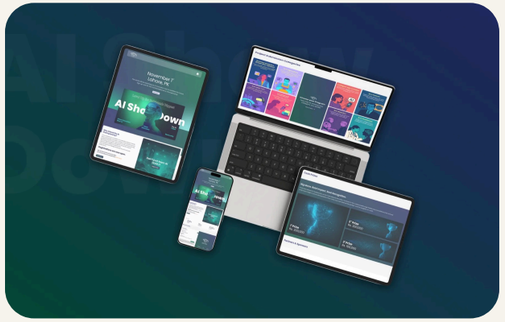
- **Conversion-first structure.** The page follows a strict Inform, Decide, Enroll path, with social proof right under the hero to build trust before any detail.
- **Less to read.** Dense entry criteria became a scannable grid of 8 categories with bold illustrations, so students find their track in seconds.
- **Two clicks to enroll.** Any visitor can understand the rules and start registering in under two clicks. Accordions hold the longer reference material.



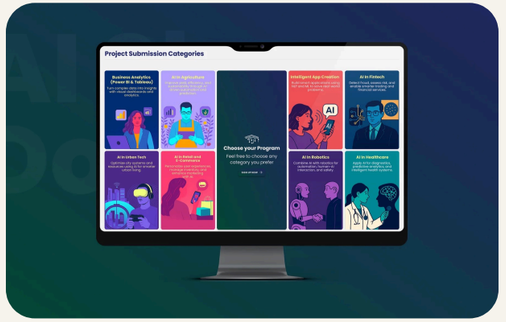


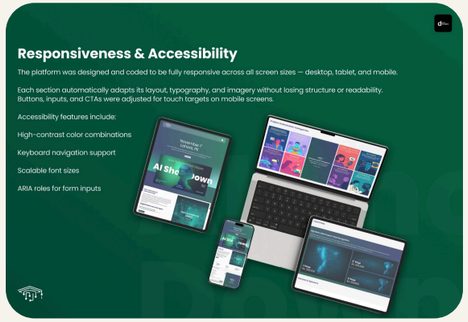












Built against the clock

Wireframes started in Figma on day one and the front-end build began on day three, in parallel. Components were designed to ship, so changing copy or category order took minutes, not hours. By day ten the platform was live on desktop, tablet and mobile.

> ***An event site's hardest job isn't looking good. It's removing every reason not to register.***

02 / 14 · UX/UI, WEB, MOBILE

Taro Technologies

A trustworthy face for Pakistan's first Shariah-compliant Buy Now, Pay Later.

Taro set out to launch Pakistan's first Shariah-compliant Buy Now, Pay Later platform. We designed the website and the mobile app that guide people through it, so splitting a payment feels simple, clear and safe.

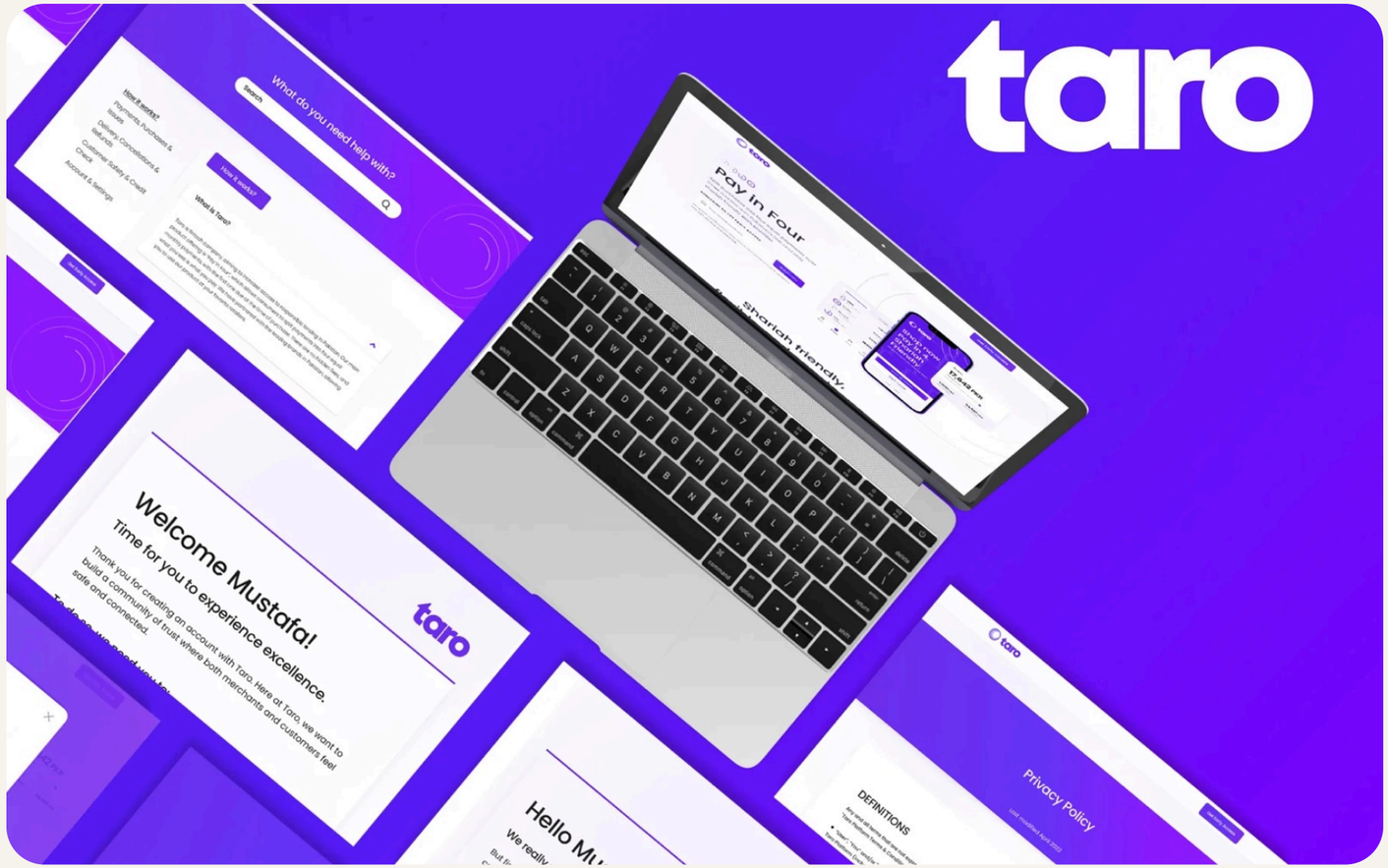
CLIENT
Taro Technologies

YEAR
2022

SERVICES
UX/UI, Web, Mobile

INDUSTRY
FinTech

DURATION
1 year



1st
Shariah-compliant BNPL in Pakistan

2
Surfaces: website and mobile app

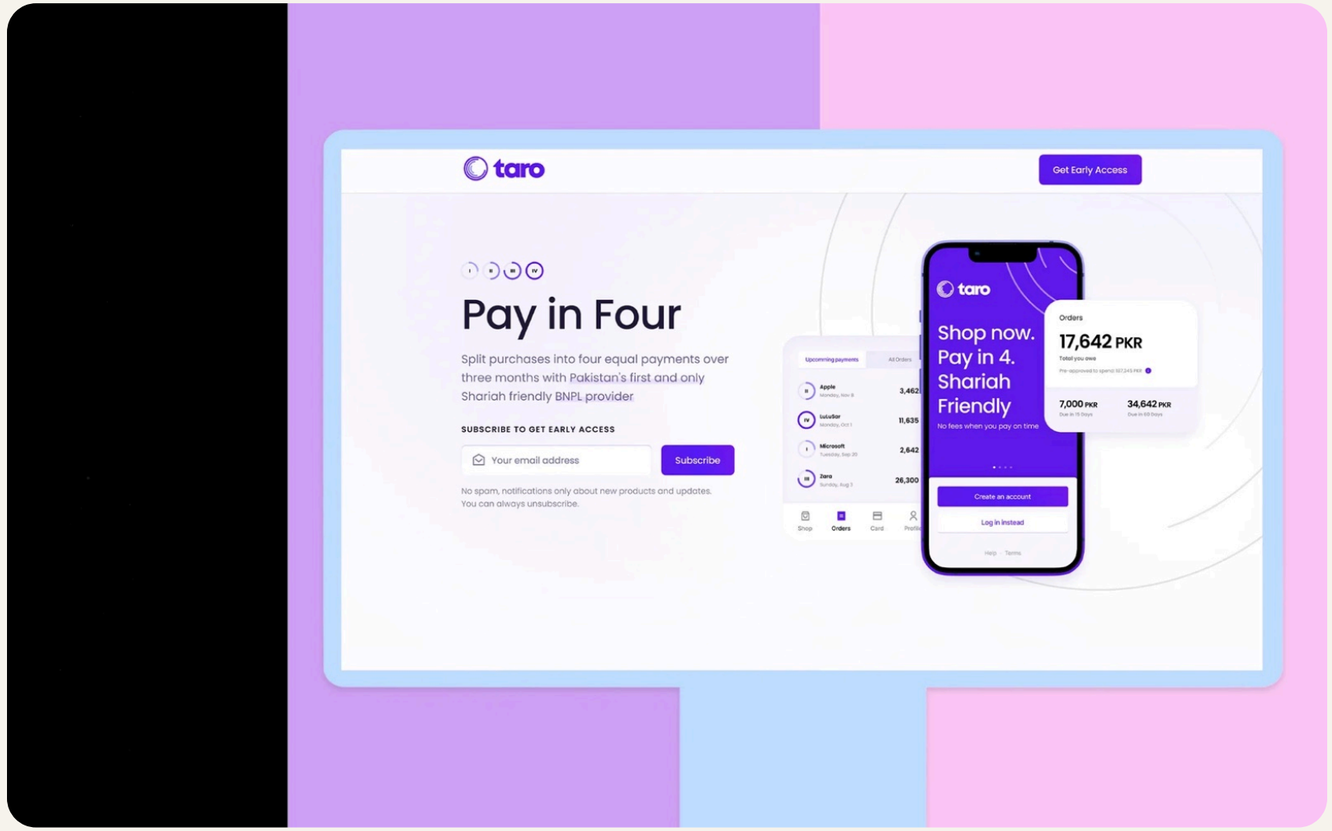
1 year
From concept to design system handoff

The problem

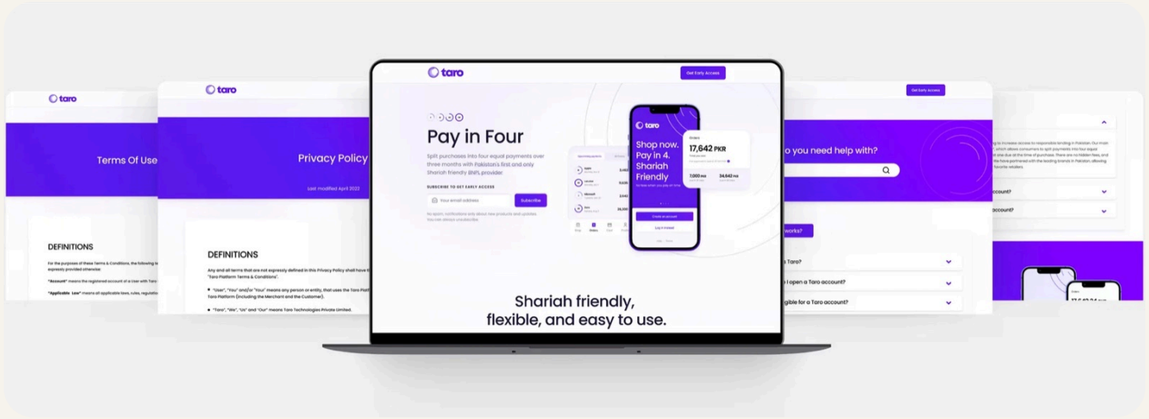
The business model and UX strategy were set, but the website and app had no clear, modern or trustworthy interface to guide people through BNPL onboarding. The site had to explain the benefits and the steps to join. The app had to make applying simple for merchants and customers alike.

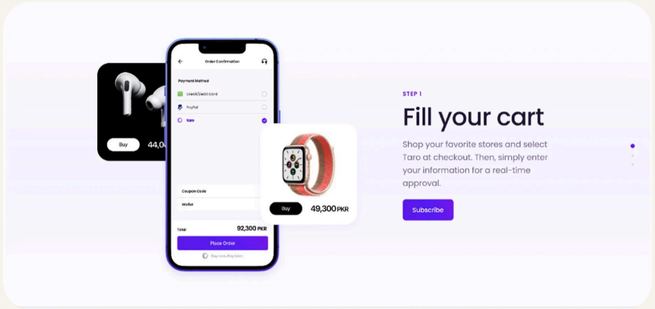
What we did

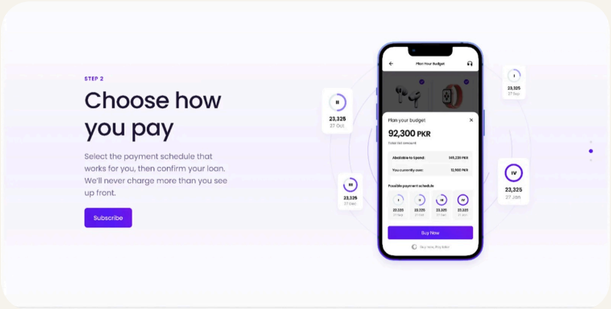
- **Responsive website.** Modular content blocks explain how BNPL works in a single scroll, with sign-up prompts where decisions happen.
- **Mobile app.** Clear navigation, easy form inputs and status indicators turn a regulation-heavy flow into simple steps.
- **Design system.** Scalable components, clean type and a soft, professional purple palette, shared by the website and the app.
- **Reassuring motion.** Small micro-interactions confirm each step, especially where money and approval status are on the line.

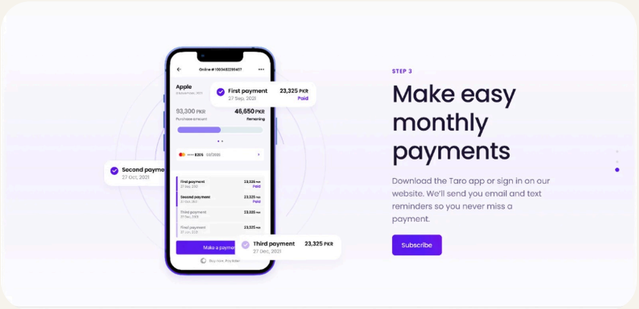












What changed

- Higher application completion, thanks to a clearer flow and a simpler UI.
- A stronger, more credible brand for a brand-new fintech.
- Faster merchant onboarding with better content structure and progress indicators.
- One consistent experience across every touchpoint, backed by a shared component library.

> ***Trust is a visual problem before it is a feature problem.***

03 / 14 · UX/UI, MOBILE

Revly

One upload, every insight: reverse image search, AI detection and face search in one app.

Revly is an iOS app powered by Reversely.ai. One photo runs four analyses at once: reverse image search, AI image detection, face search and face shape. We designed the complete app, 41 screens organised by user flow, from the first welcome to every error state.

CLIENT
Reversely.ai

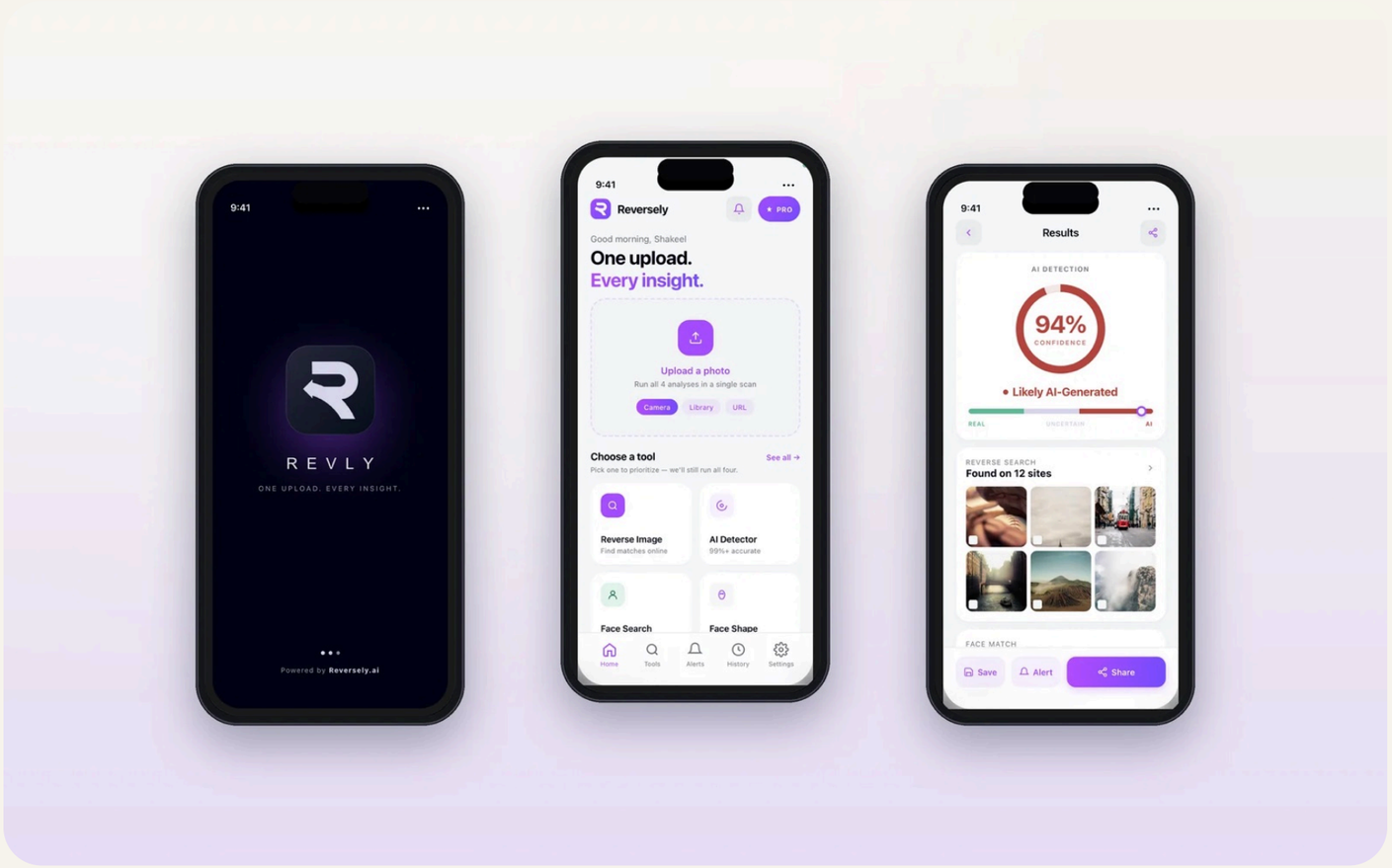
YEAR
2026

SERVICES
UX/UI, Mobile

PLATFORM
iOS

SCOPE
Full app UX/UI, 41 screens

reversely.ai ↗



1
Upload runs every analysis

4
Tools: reverse search, AI detector, face search, face shape

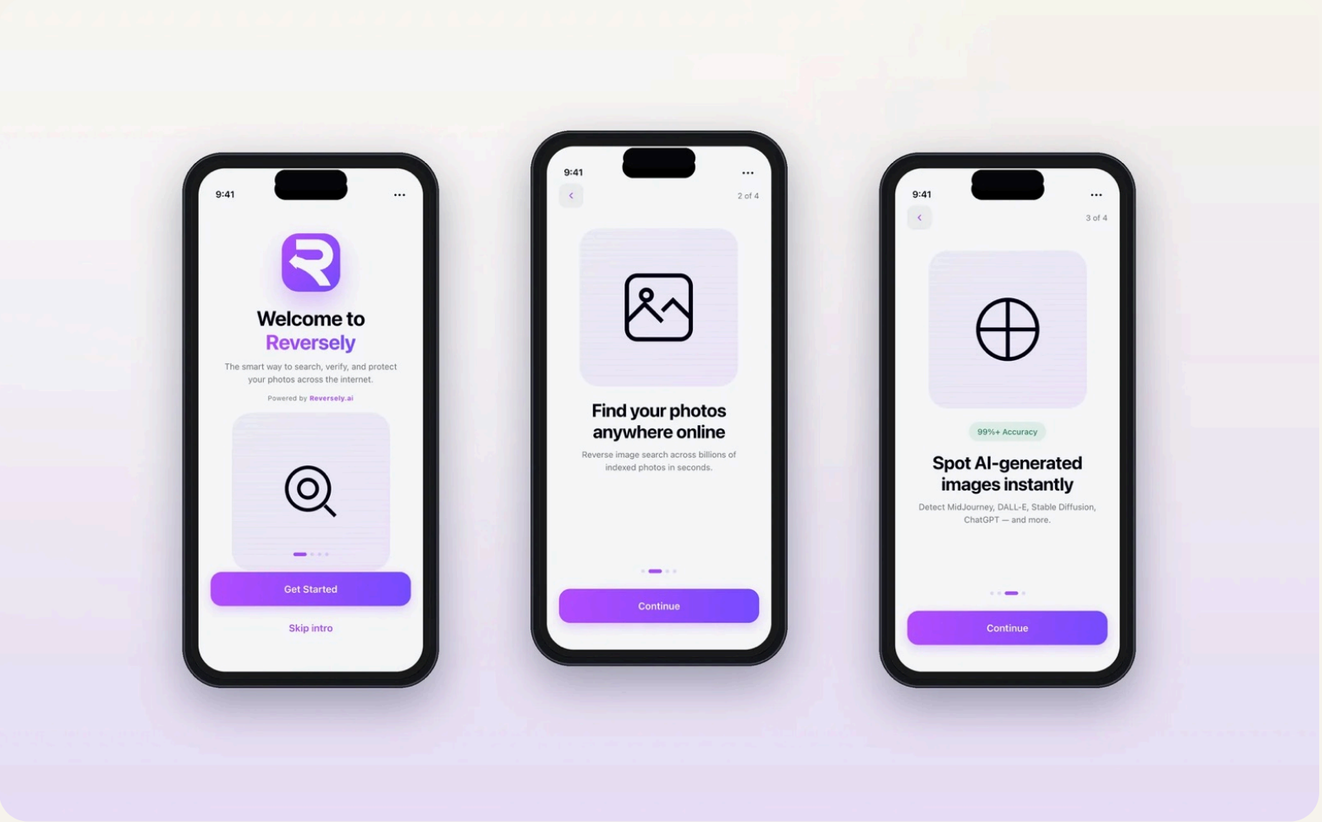
41
Screens, organised by user flow

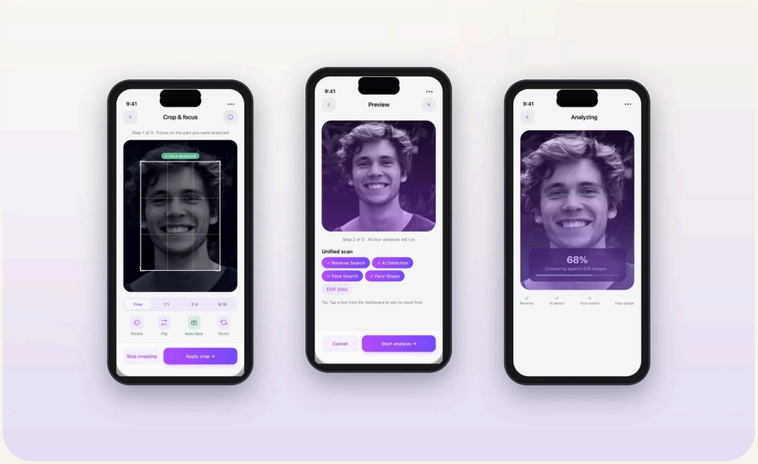
The problem

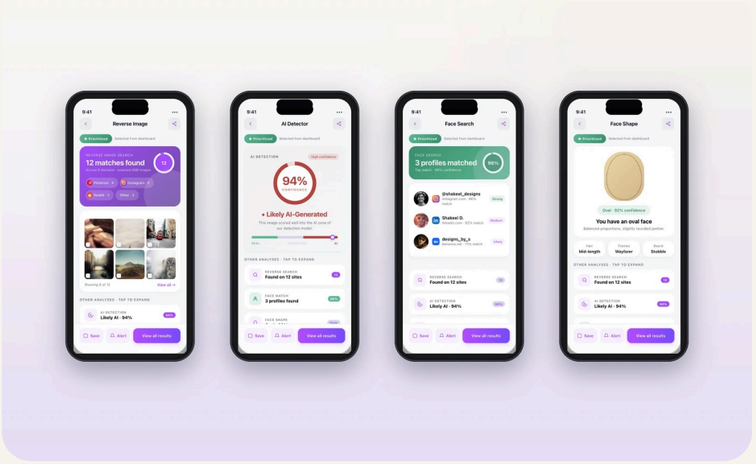
Checking a photo usually means juggling separate tools: one to find where it appears online, another to spot AI fakes, another for faces. People needed one calm, private place to upload once and get every answer, without creating an account first.

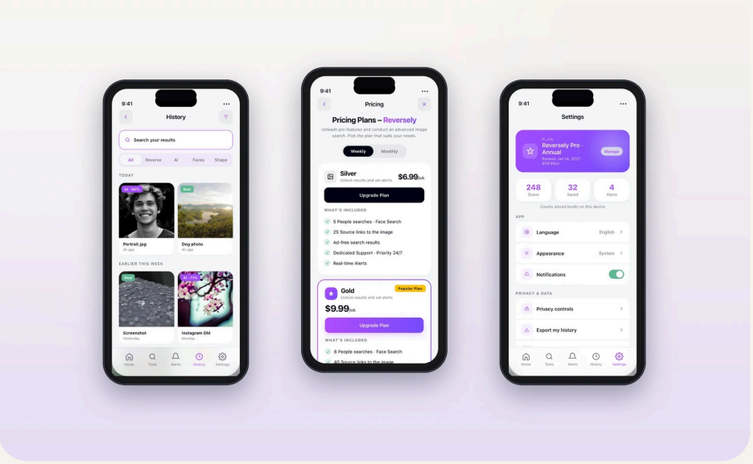
What we did

- **One upload, every insight.** A single photo runs all four analyses in parallel, so nobody has to choose a tool before they know what they need.
- **Results that put your question first.** The tool picked on the home screen leads the results as a big verdict; the other three fold neatly underneath.
- **No account needed.** Welcome, a short onboarding and straight to home. The subscription is the only thing that needs signing in.
- **Clear, honest verdicts.** Confidence rings, a "why we think so" breakdown, mint for real and coral for problems.
- **Every state designed.** Camera permission, cropping, offline, daily limits, no matches and inconclusive results all have a screen.









One upload. Every insight.

04 / 14 · BRANDING

High Key Coffee & Kitchen

A playing-card identity for a café that raises the stakes on flavour.

Brand identity for High Key Coffee & Kitchen: a logo with a spade for its "key", a warm colour and type system, and every touchpoint a café needs, from cups and boxes to the menu, merchandise and shop sign.

CLIENT
High Key Coffee & Kitchen

YEAR
2025

SERVICES
Branding

INDUSTRY
Café and kitchen

DELIVERABLES
Identity, packaging, print, signage



4
Core colours: olive, brown, ivory, ochre

2
Typefaces: Recoleta and Poppins

10
Touchpoints, from cups to the shop sign

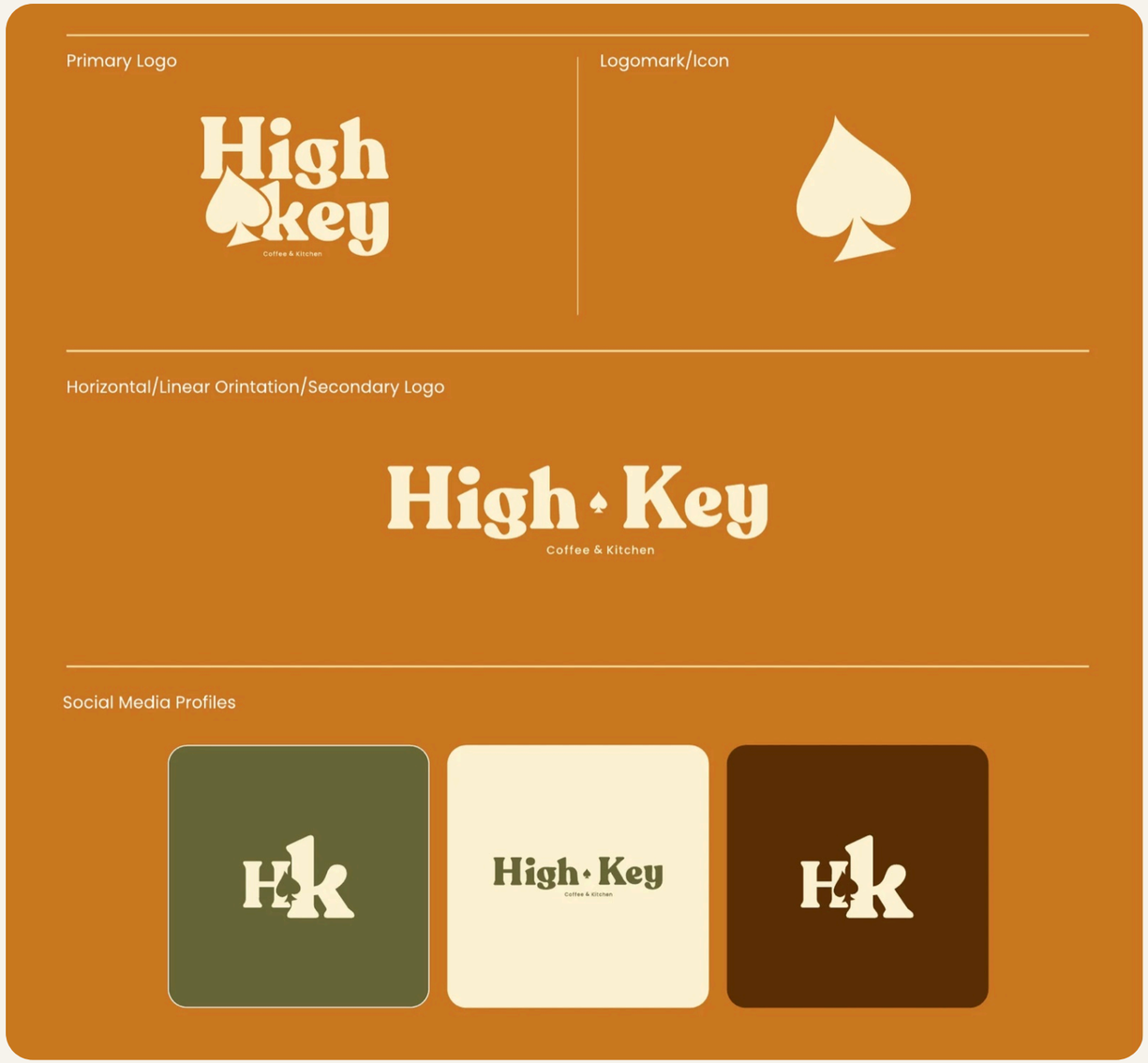
04 / 14 · HIGH KEY COFFEE & KITCHEN

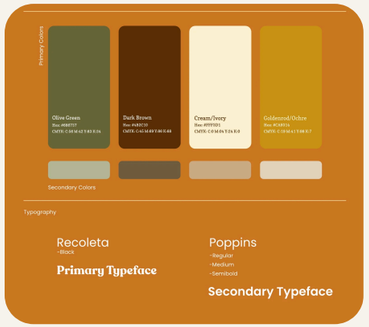
The brief

A new coffee and kitchen spot needed a name to come alive: playful but grown up, warm enough for a morning coffee and bold enough for a shop front. It had to work on everything from a cup sleeve to a street sign.

What we did

- **A logo with a wink.** The spade from a deck of cards stands in for the "key", so the mark reads as High Key and feels like a winning hand.
- **A warm palette.** Olive green, dark brown, ivory and ochre, with softer secondary tones for print and packaging.
- **Type with character.** Recoleta Black for the logo and headlines, Poppins for menus and everyday text.
- **Every touchpoint.** Cups, takeaway boxes, bags, an apron, a menu, social posts, a music poster and the shop sign, all in one family.





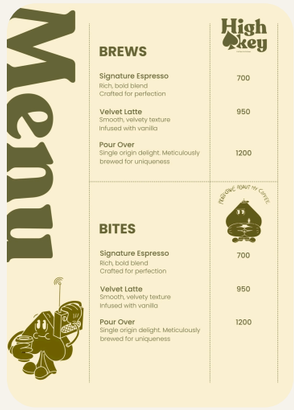












Raise the stakes on flavour.

05 / 14 · UX/UI, MOBILE

Invitation Maker

An AI invitation app, redesigned so anyone can make a beautiful card in minutes.

A UX/UI revamp of an AI-powered invitation app for iOS and Android. We kept the content and the flow people knew, then rebuilt every screen around a clearer journey, a full design system and a new set of sleek, minimal icons.

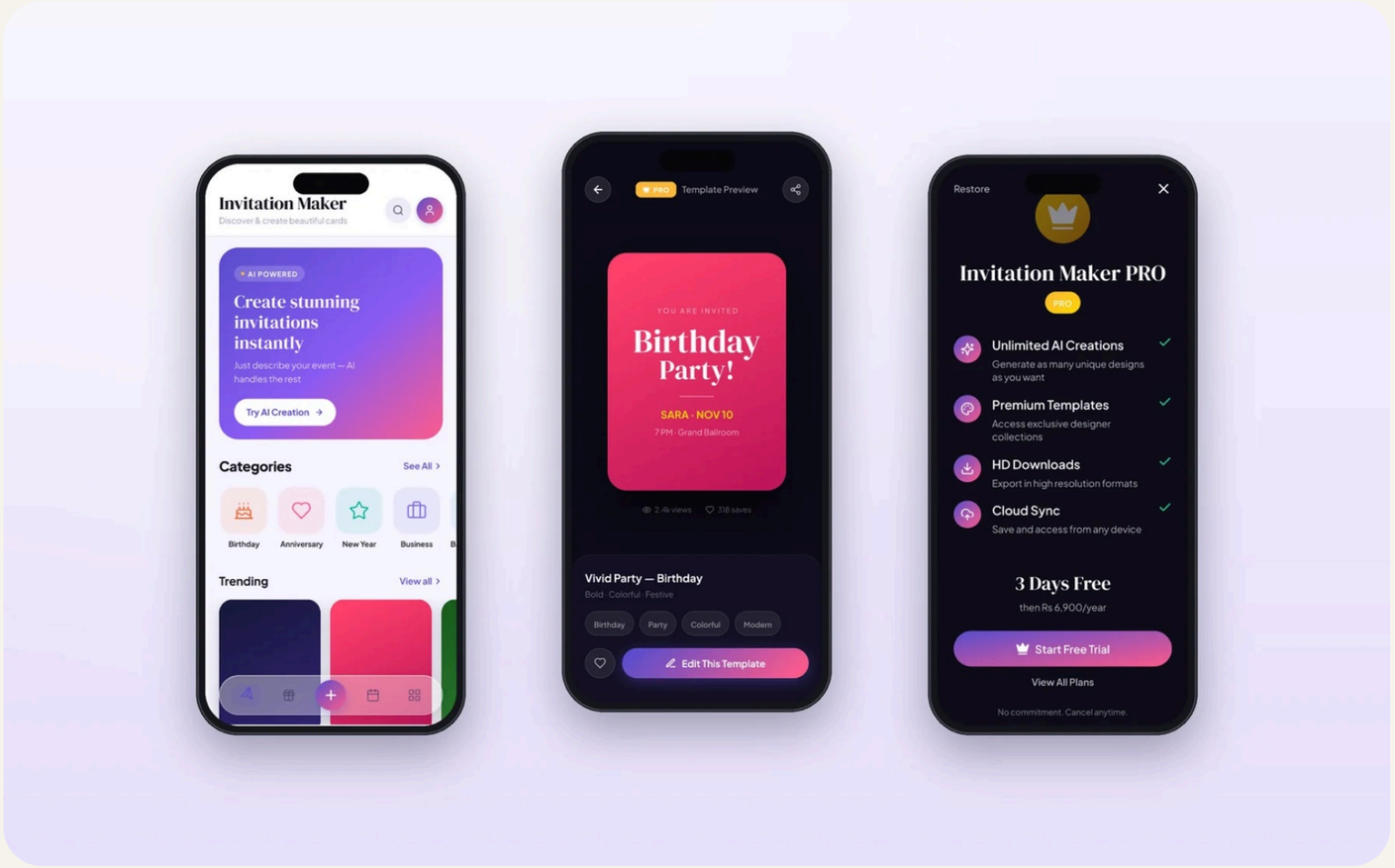
CLIENT
Invitation Maker

YEAR
2026

SERVICES
UX/UI, Mobile

PLATFORM
iOS and Android

SCOPE
UX/UI revamp and design system



60+
Event categories with templates

AI
Invitations from a one-line description

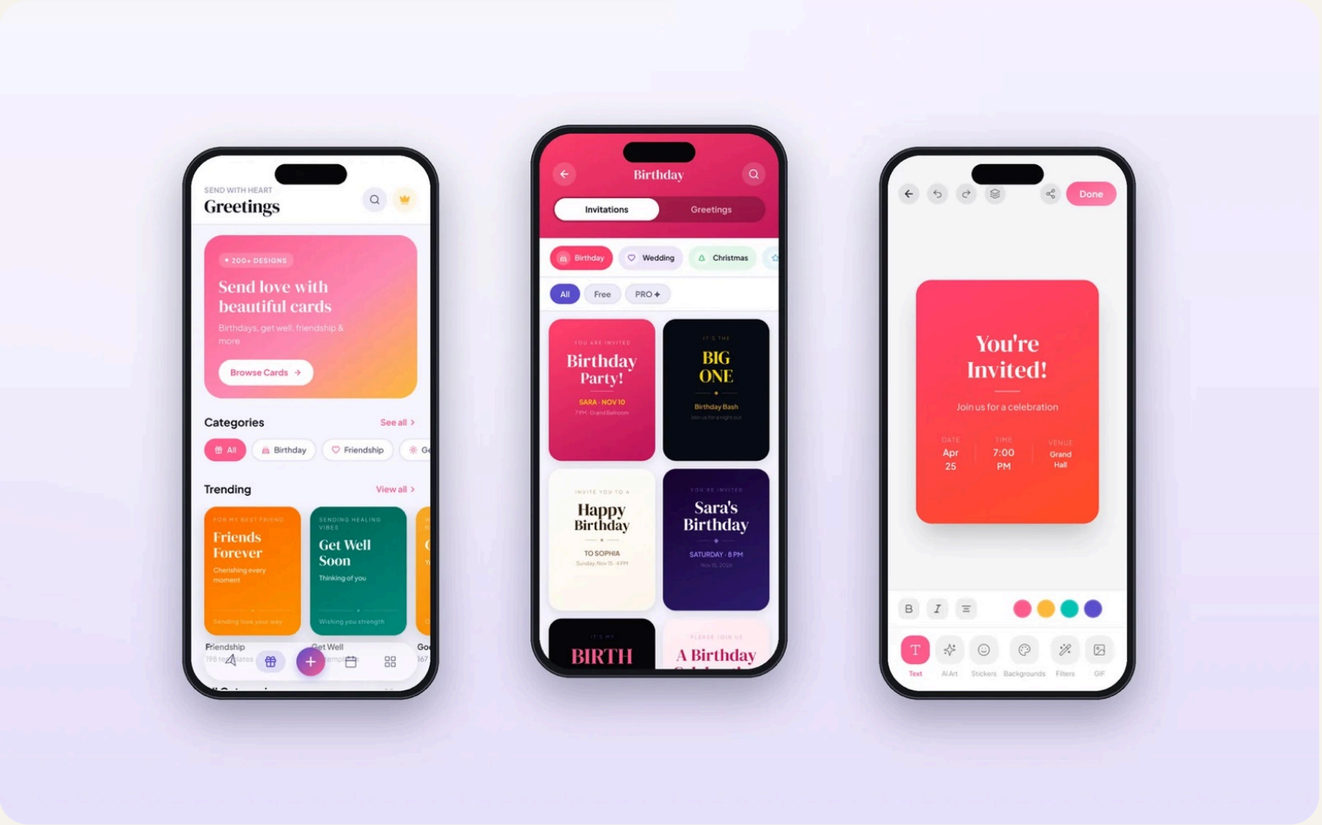
2
Platforms: iOS and Android

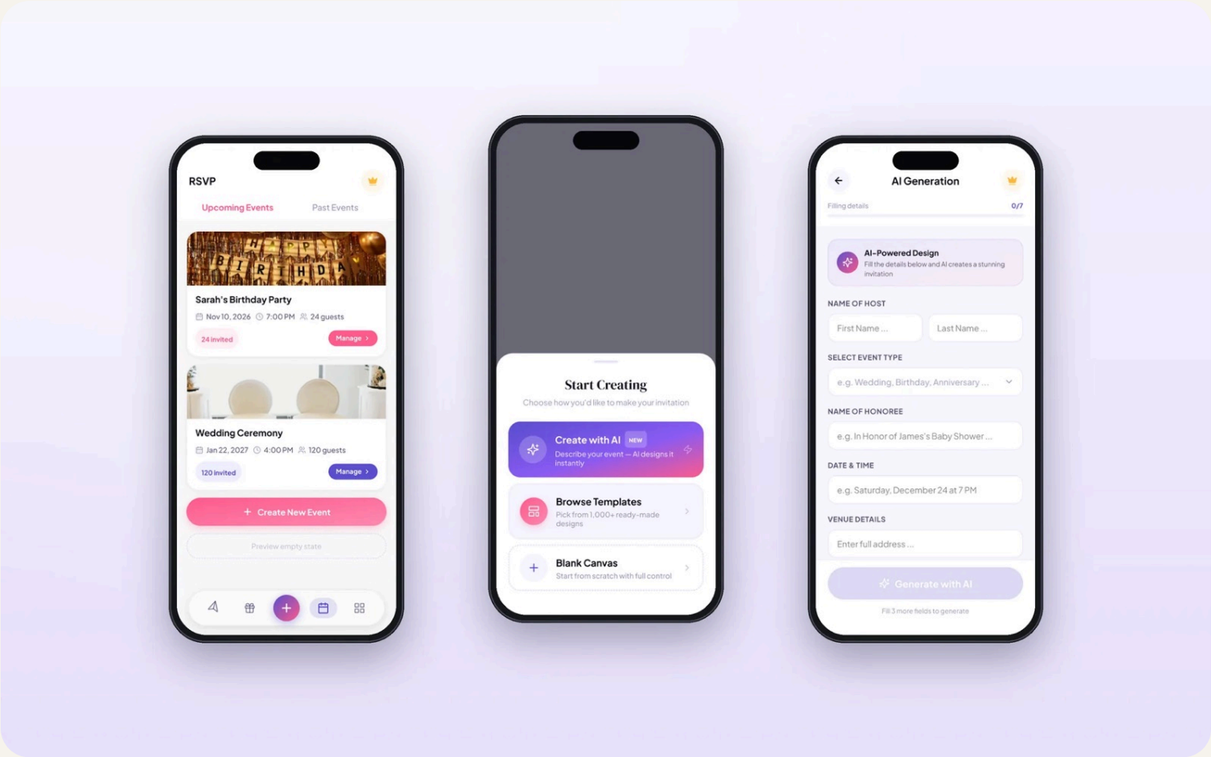
The problem

The existing app had the right features but not the right feel: busy screens, inconsistent icons and flows that did not always lead to the next step. People needed to go from "I have an event" to a finished, shareable invitation without getting lost.

What we did

- **A clear home.** One prompt to create with AI, quick categories and trending templates, all on the first screen.
- **Templates that sell themselves.** Big previews, simple filters (all, free, PRO) and a one-tap path into the editor.
- **A friendly editor.** Text, AI art, stickers, backgrounds and filters in one bottom bar, with undo and redo always in reach.
- **Events and RSVP.** Upcoming and past events with guest counts, so the invitation keeps working after it is sent.
- **A design system.** A violet-to-pink gradient, soft surfaces, an Apple-style line icon set and consistent spacing on every 390 × 844 screen.





> ***From "I have an event" to a finished invitation, without getting lost.***

06 / 14 · UX/UI, WEB

NSN Traders

An industrial supplier's website with a 3D teardown you can scroll through.

A website for NSN Traders, a Lahore supplier of industrial inspection, pipeline integrity and corrosion protection equipment. We turned their company profile into a clear, credible site, with an interactive 3D teardown of a radiography projector at its heart.

CLIENT
NSN Traders

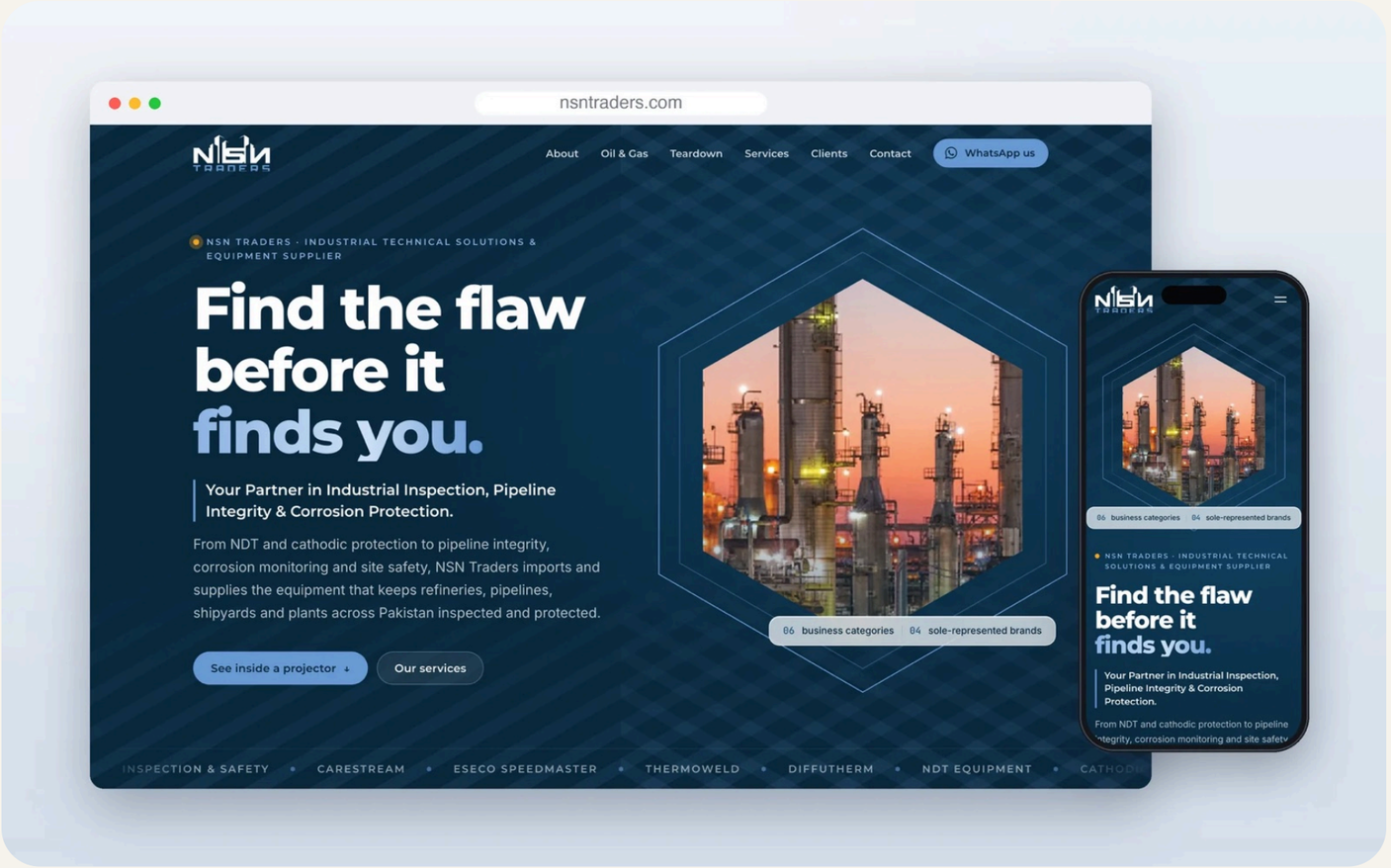
YEAR
2026

SERVICES
UX/UI, Web

INDUSTRY
Industrial inspection, oil and gas

BUILT WITH
HTML, CSS and three.js

nsntraders.com ↗



6
Product categories, one supplier

3D
Scroll-driven equipment teardown

7
Client names shown, from SGS to PARCO

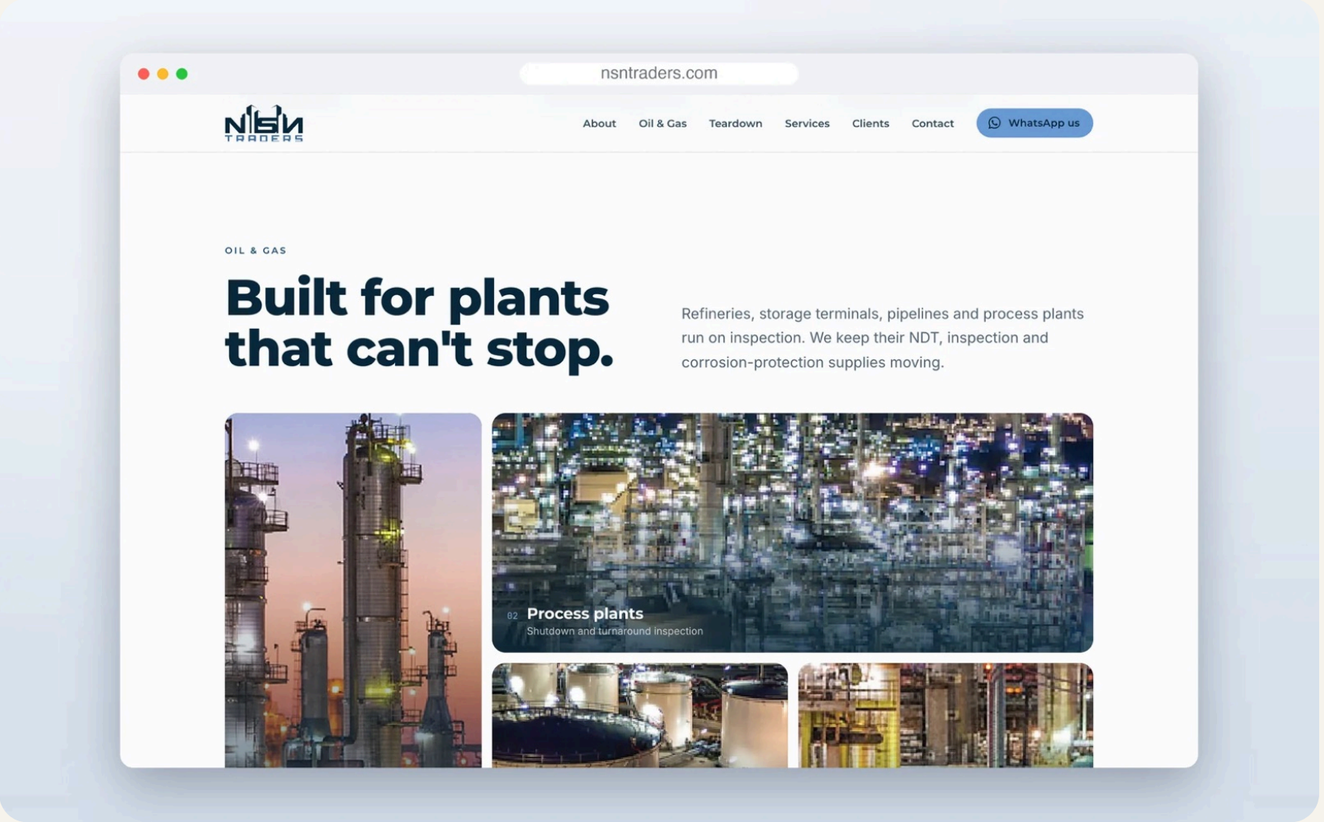
06 / 14 · NSN TRADERS

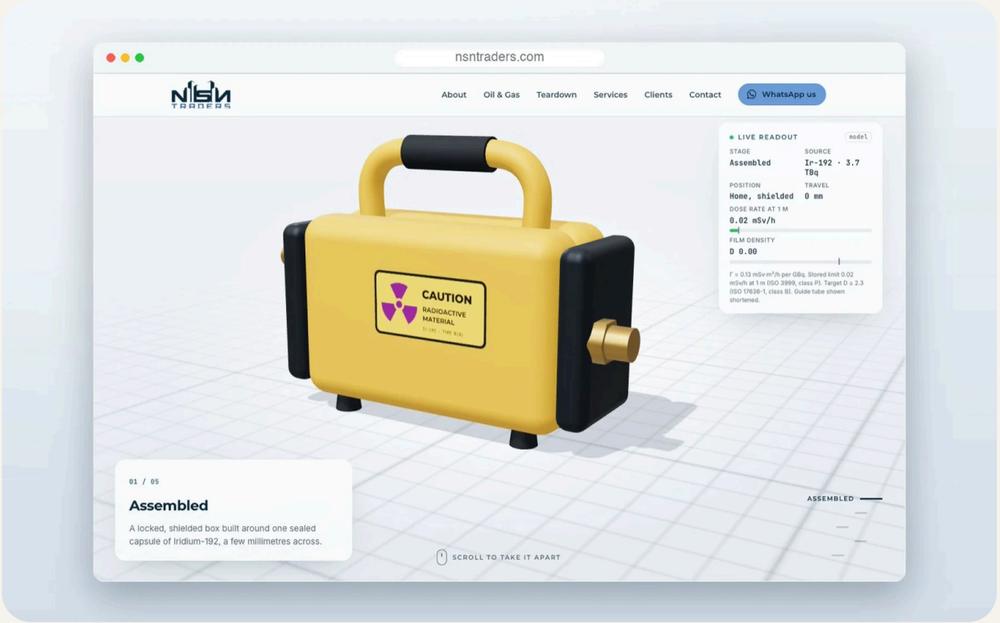
The brief

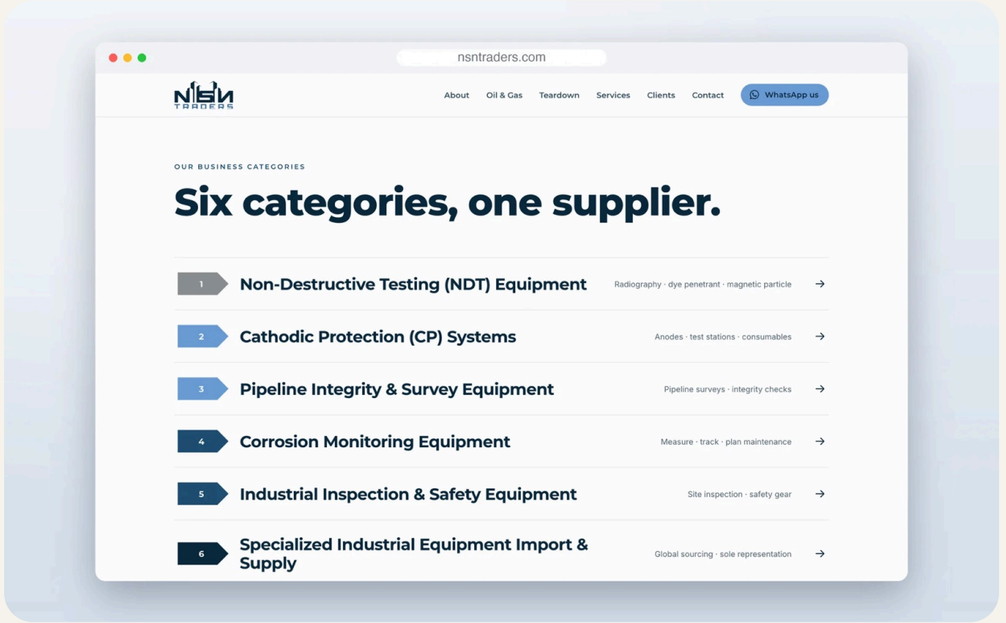
NSN Traders had a detailed company profile but no website. Engineers and buyers needed to see quickly what they supply, which brands they represent and who already trusts them, and to get in touch without hunting for a phone number.

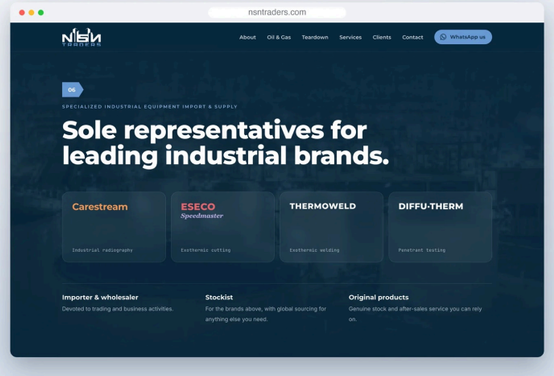
What we did

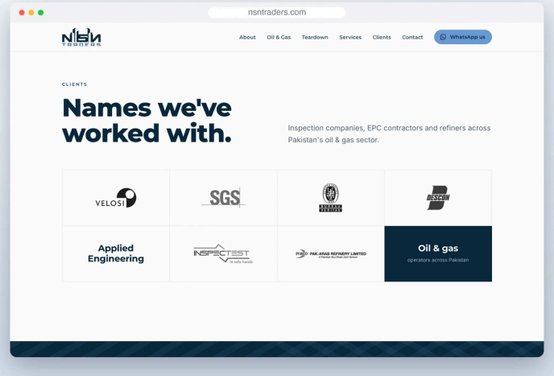
- **Take one apart.** A three.js teardown of a gamma radiography projector: scroll and the device opens up to show how a weld gets X-rayed on site.
- **Six clear categories.** NDT equipment, cathodic protection, pipeline integrity, corrosion monitoring, inspection and safety, and specialised imports.
- **Proof up front.** The brands they represent and the inspection companies and refiners they already work with.
- **Easy to reach.** WhatsApp, phone, email and address on every page, laid out for engineers on the move.

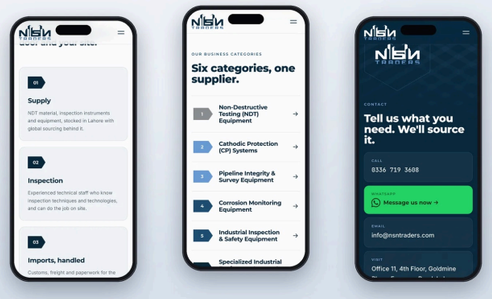



nsntraders.com
About
Oil & Gas
Teardown
Services
Clients
Contact
WhatsApp us
LIVE READOUT
STAGE
Assembled
SOURCE
Ir-192 · 3.7 TBq
POSITION
Home, shielded
TRAVEL
0 mm
DOSE RATE AT 1 M
0.02 mSv/h
FILM DENSITY
D 0.00
CAUTION
RADIOACTIVE MATERIAL
01 / 05
Assembled
A locked, shielded box built around one sealed capsule of Iridium-192, a few millimetres across.
ASSEMBLED
SCROLL TO TAKE IT APART


nsntraders.com
About
Oil & Gas
Teardown
Services
Clients
Contact
WhatsApp us
OUR BUSINESS CATEGORIES
Six categories, one supplier.
1 Non-Destructive Testing (NDT) Equipment
Radiography · dye penetrant · magnetic particle
2 Cathodic Protection (CP) Systems
Anodes · test stations · consumables
3 Pipeline Integrity & Survey Equipment
Pipeline surveys · integrity checks
4 Corrosion Monitoring Equipment
Measure · track · plan maintenance
5 Industrial Inspection & Safety Equipment
Site inspection · safety gear
6 Specialized Industrial Equipment Import & Supply
Global sourcing · sole representation


nsntraders.com
About
Oil & Gas
Teardown
Services
Clients
Contact
WhatsApp us
06
SPECIALIZED INDUSTRIAL EQUIPMENT IMPORT & SUPPLY
Sole representatives for leading industrial brands.
Carestream
Industrial radiography
ESECO
Speedmaster
Exothermic cutting
THERMOWELD
Exothermic welding
DIFFU-THERM
Penetrant testing
Importer & wholesaler
Devoted to trading and business activities.
Stockist
For the brands above, with global sourcing for anything else you need.
Original products
Genuine stock and after-sales service you can rely on.


nsntraders.com
About
Oil & Gas
Teardown
Services
Clients
Contact
WhatsApp us
CLIENTS
Names we've worked with.
Inspection companies, EPC contractors and refiners across Pakistan's oil & gas sector.
VELOSI
SGS
Applied Engineering
INSPECTEST
Oil & gas
operators across Pakistan


Supply
Inspection
Imports, handled
OUR BUSINESS CATEGORIES
Six categories, one supplier.
Non-Destructive Testing (NDT) Equipment
Cathodic Protection (CP) Systems
Pipeline Integrity & Survey Equipment
Corrosion Monitoring Equipment
Industrial Inspection & Safety Equipment
Specialized Industrial
CONTACT
Tell us what you need. We'll source it.
CALL
0336 719 3608
WHATSAPP
Message us now →
EMAIL
info@nsntraders.com
VISIT
Office 11, 4th Floor, Goldmine

07 / 14 · UX/UI, WEB, MOBILE

Horizon Auto

An AI-driven luxury car marketplace that thinks like an enthusiast.

A luxury car marketplace for enthusiasts: smart search, predictive pricing and a refined dark interface that blends data science with a love of cars.

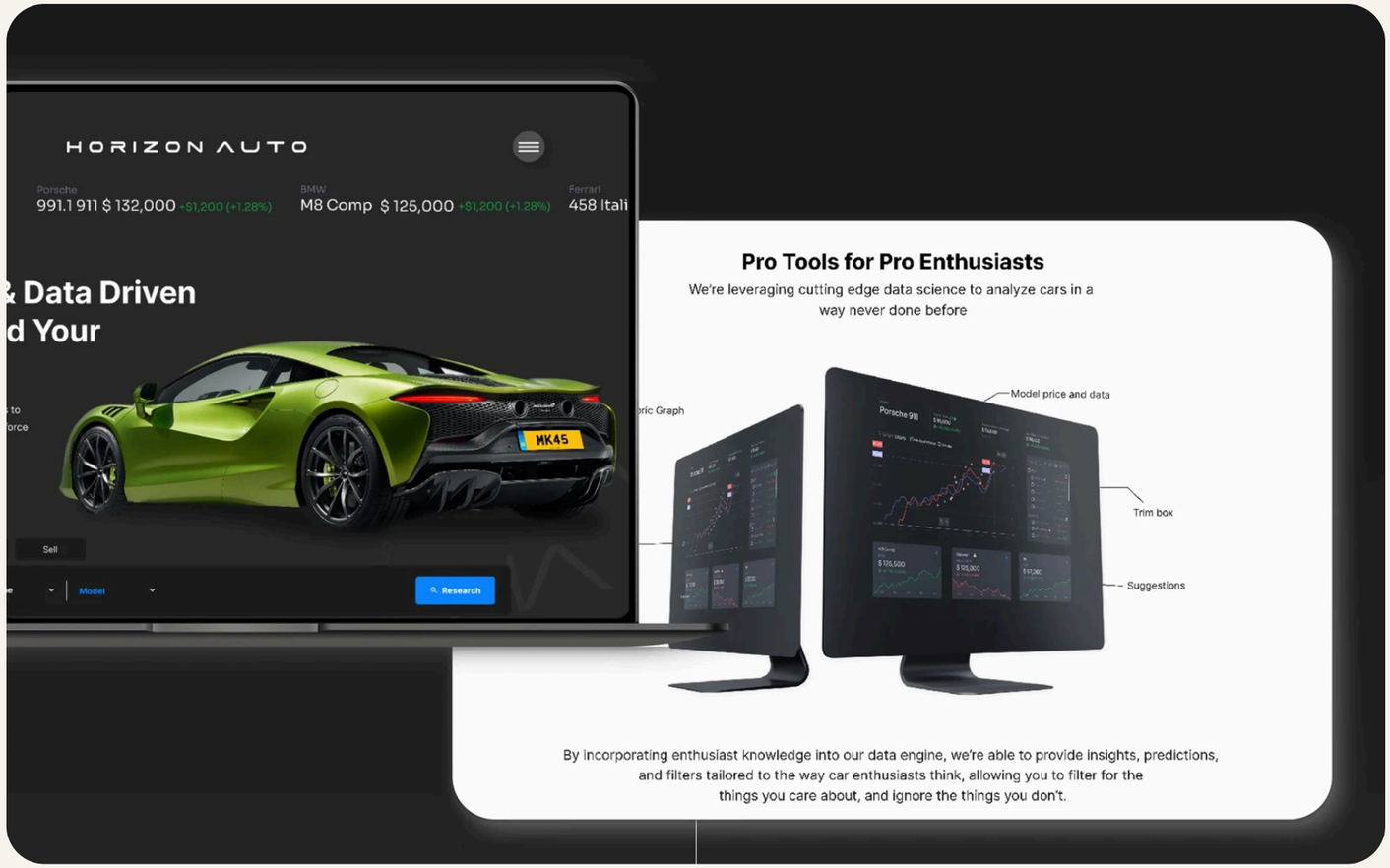
CLIENT
Horizon Auto

YEAR
2023

SERVICES
UX/UI, Web, Mobile

INDUSTRY
E-commerce

DURATION
1 year



5
Predictive data tools per car profile

Dark
High-contrast design system for data

2
Surfaces: web and mobile

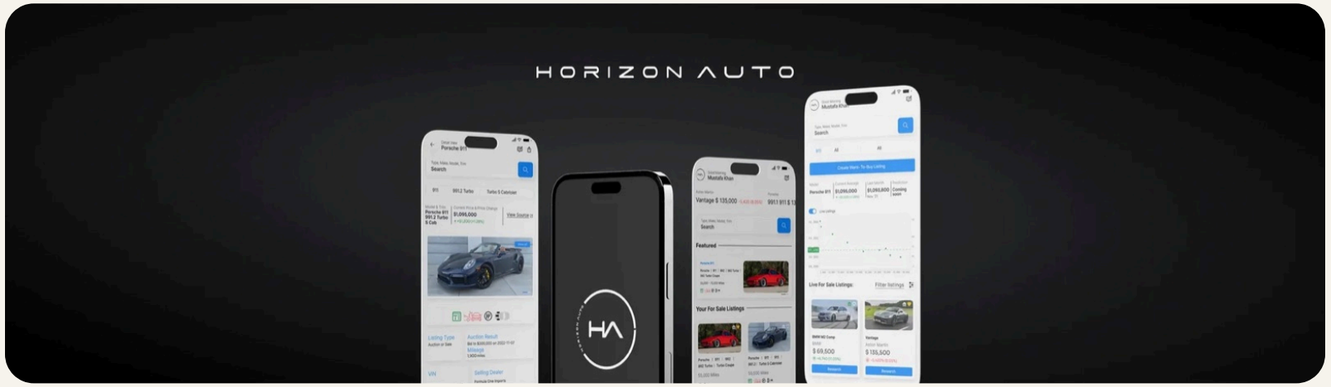
The problem

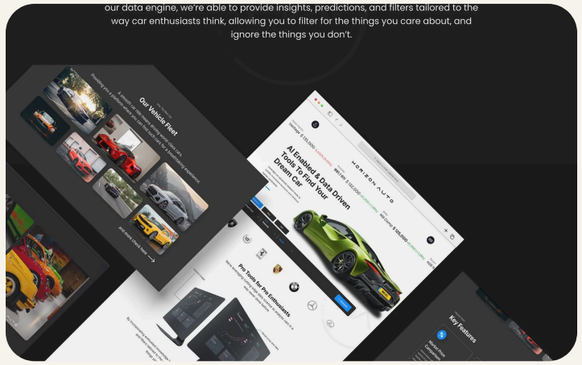
Buying and selling cars is fragmented, opaque and open to fraud. Enthusiasts struggle to judge market value, spot suspicious listings, find cars by trim, mods or rarity, set the right price and predict demand. Most platforms offer generic data without the context experts care about.

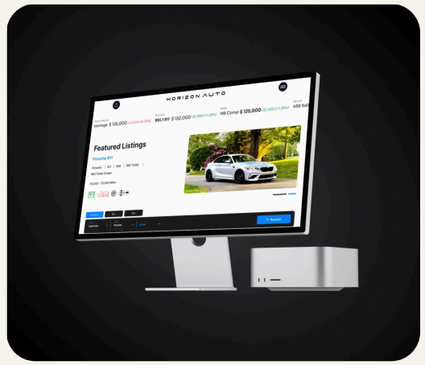
What we did

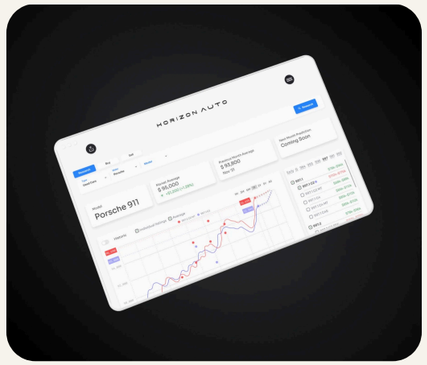
The data engine was already being built. We designed the experience that makes its insights easy to act on, around five moments:

- **Onboarding.** People pick brands, trims and specs, so every insight is personal.
- **Search and filters.** Filters that think like enthusiasts: "V8 manual, under 80k miles, fewer than 200 made."
- **Car profiles.** Valuation curves, demand projections, rarity scores and fraud checks next to the photos and specs.
- **Compare.** Several cars side by side across price history, demand and the details enthusiasts care about.
- **Alerts.** Price drops, demand spikes and new matches, without checking in every day.

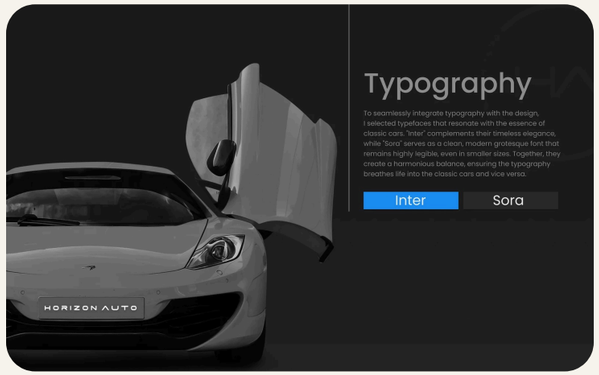


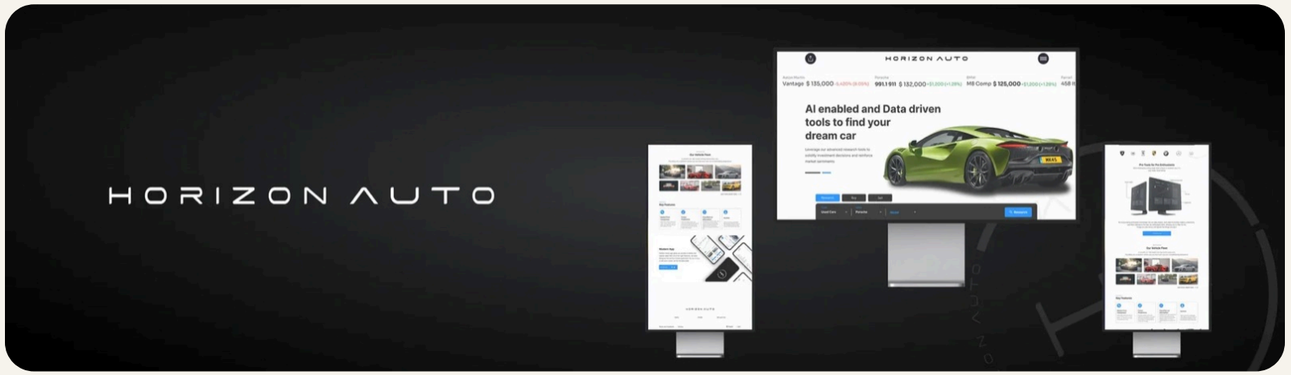












What changed

- Longer sessions and more engagement, driven by interactive data tools and personal filters.
- Enthusiasts say the platform "thinks like they do".
- More trust, through clear fraud indicators and transparent pricing.
- A scalable design system that lets developers add complex data tools without breaking the UI.

08 / 14 · UX/UI, WEB, BRANDING

FLUID

A clothing label built from the first sketch: logo, identity and a 3D online store.

FLUID is a premium casual clothing label from Pakistan. We created the whole brand, from the flowing F emblem and the identity to fluidpk.com: a custom Shopify store where the hoodie and quarter-zip turn in 3D as you scroll, each colour with its own mood.

CLIENT
FLUID

YEAR
2026

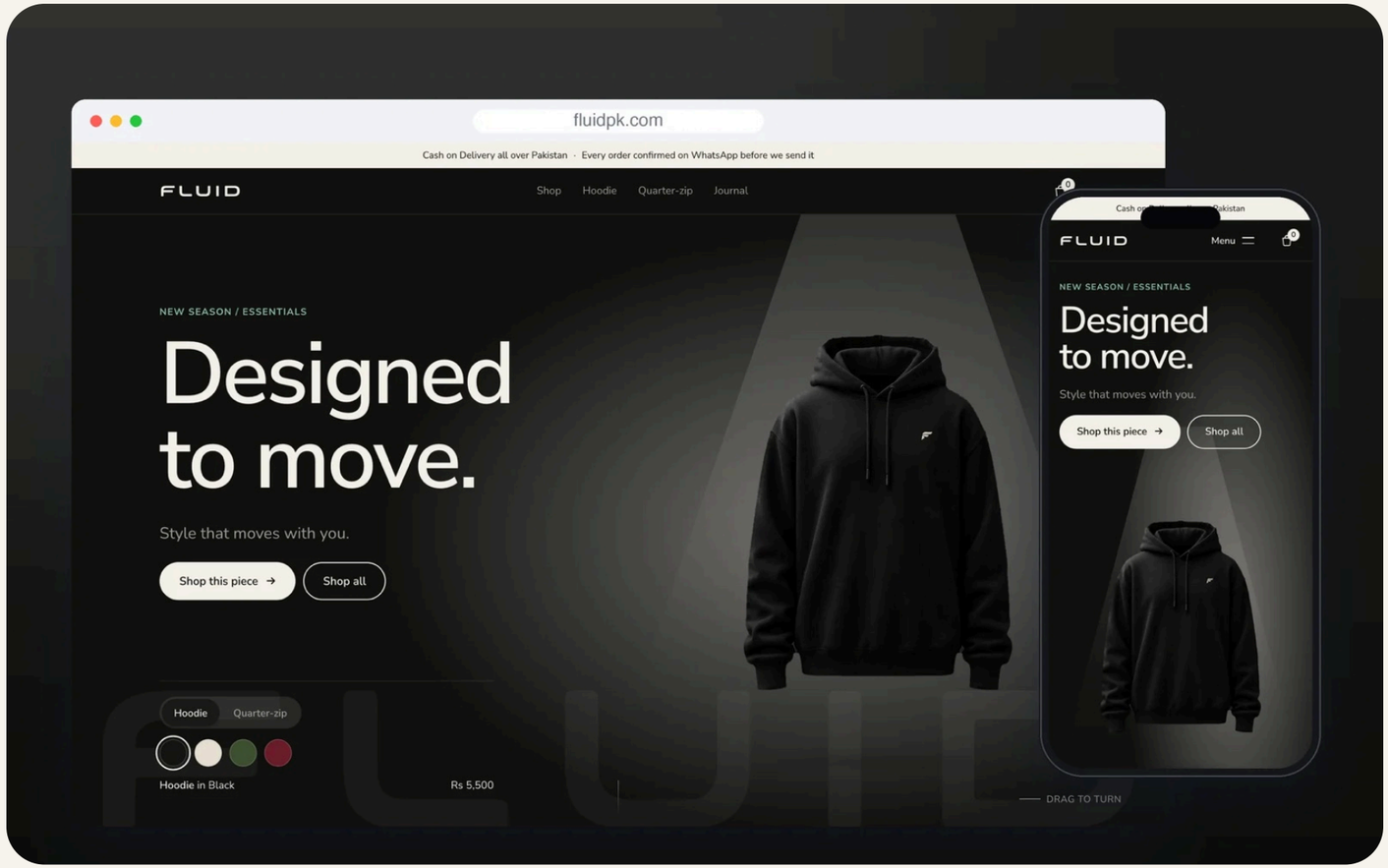
SERVICES
UX/UI, Web, Branding

INDUSTRY
Fashion and apparel

PLATFORM
Shopify, custom theme

DELIVERABLES
Logo, identity, website, online store

fluidpk.com ↗



3D
Garments that turn as you scroll

2 x 4
Pieces and colours, each with its own story

COD
Cash on Delivery, confirmed on WhatsApp

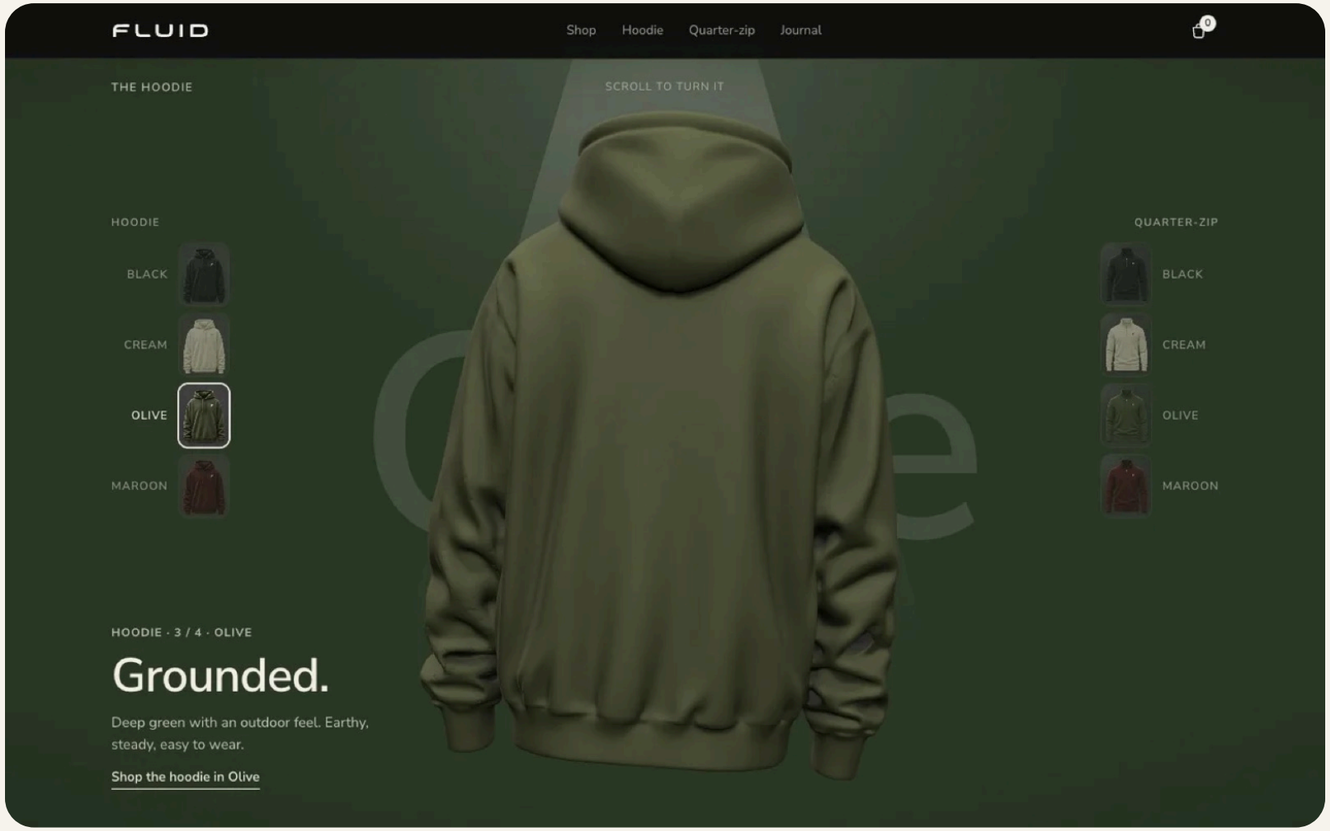
08 / 14 · FLUID

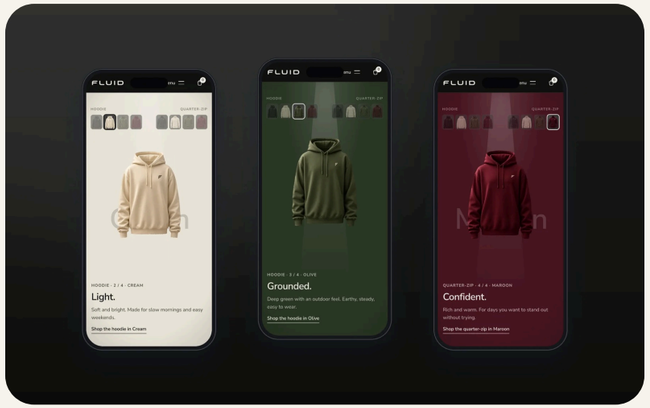
The brief

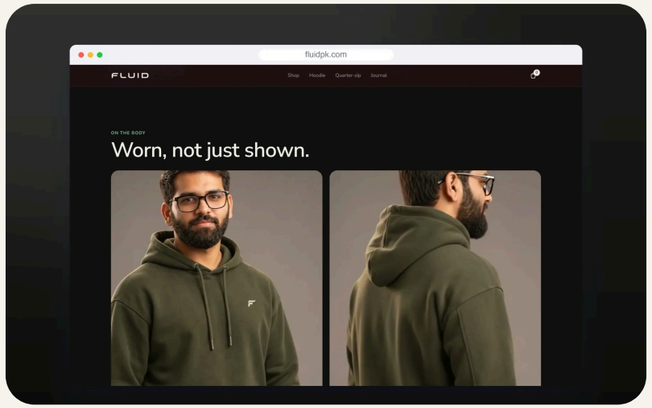
A new label needed everything at once: a name people remember, a mark that works on fabric and a store that feels as good as the clothes. It had to sell to Pakistani shoppers who expect Cash on Delivery and a quick WhatsApp confirmation, without looking like every other store.

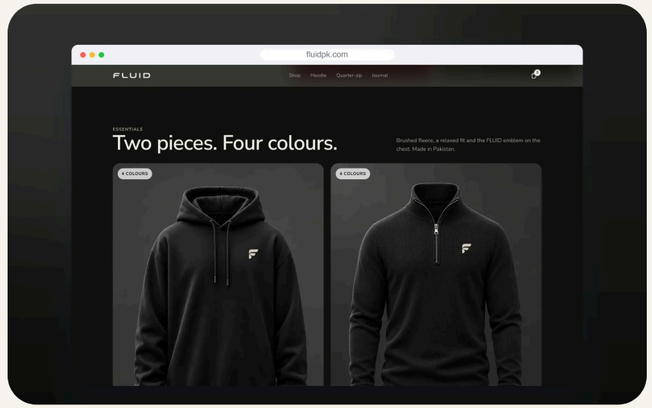
The website

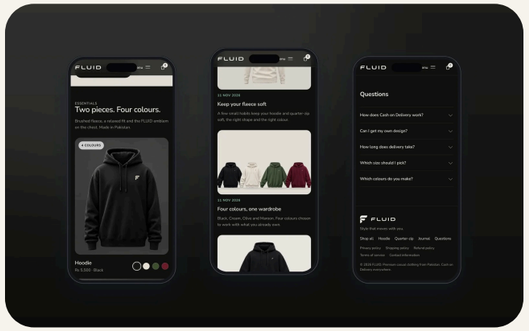
- **A 3D hero.** The hoodie floats under a spotlight. Drag to turn it, or switch piece and colour right there.
- **A colour story.** Scroll and the garment turns once per colour: Calm in Black, Light in Cream, Grounded in Olive, Confident in Maroon.
- **A store built for Pakistan.** Cash on Delivery everywhere, every order confirmed on WhatsApp, prices in rupees and free delivery over Rs 5,000.
- **Fast on phones.** Designed phone first, with a journal, size help and clear answers to the questions shoppers ask.

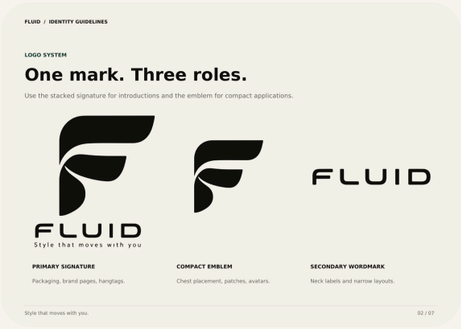


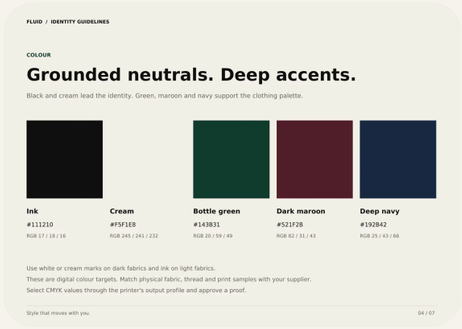


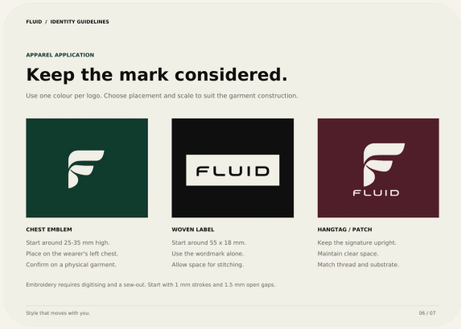












The brand

- **One mark, three roles.** A stacked signature for introductions, a compact F emblem for chests and patches, and a wordmark for neck labels.
- **Made for fabric.** Clear space, minimum sizes and placement rules for chest emblems, woven labels and hangtags.
- **Grounded colour.** Ink and cream lead, with bottle green, dark maroon and deep navy for the garments.

> ***Style that moves with you.***

09 / 14 · UX/UI, WEB

VIVA Water

A clean, calm launch website for a premium water delivery brand.

VIVA Water was getting ready to launch a premium water delivery service for homes and offices. We designed and built a website that feels as pure as the product: calm blues, big product imagery and copy that explains what makes the water different.

CLIENT
VIVA Water

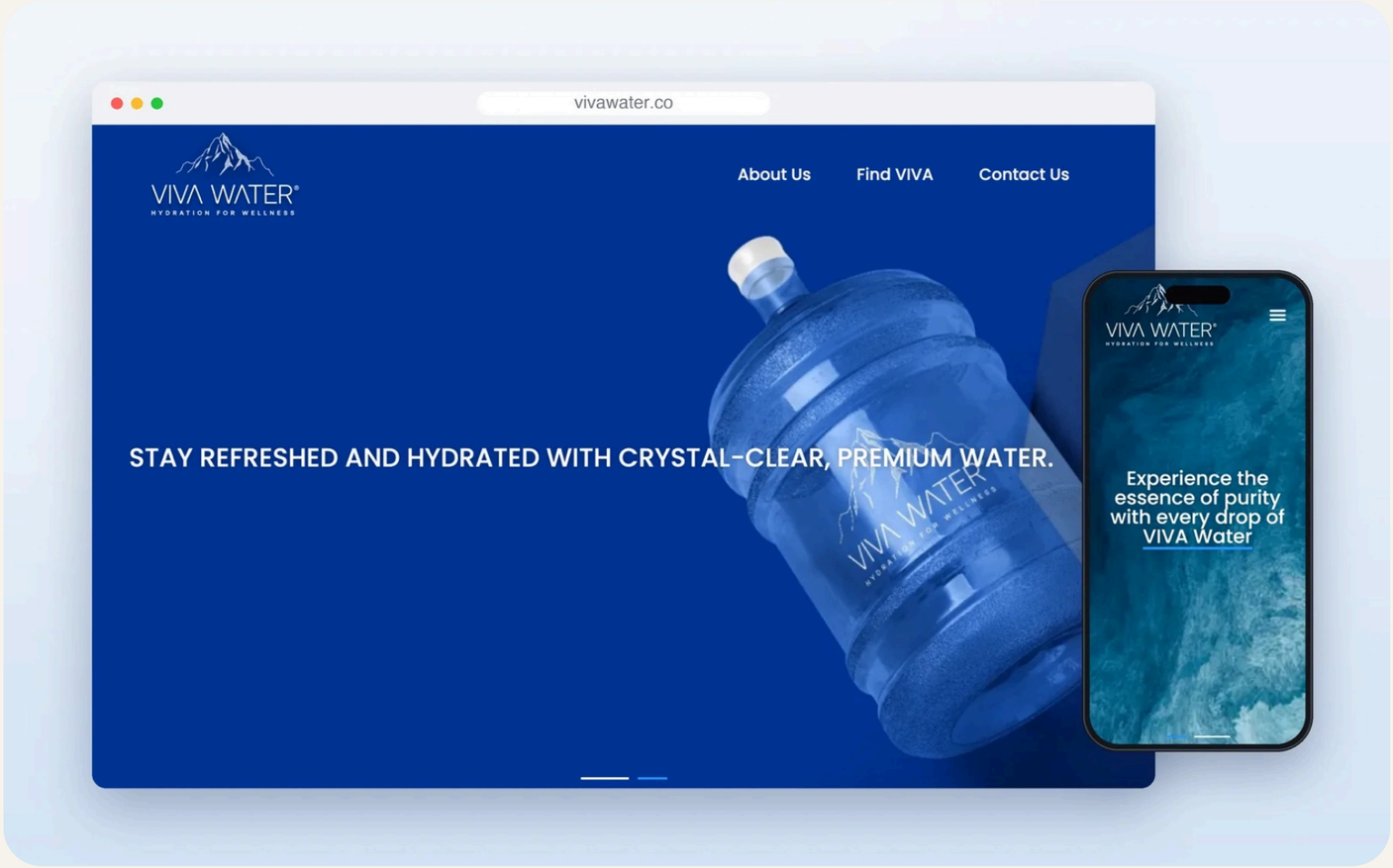
YEAR
2024

SERVICES
UX/UI, Web

INDUSTRY
Food and beverage

PLATFORM
WordPress

vivawater.co ↗



2
Pages: Home and About

6
Water qualities explained

2
Product sizes: 19L and 1.5L

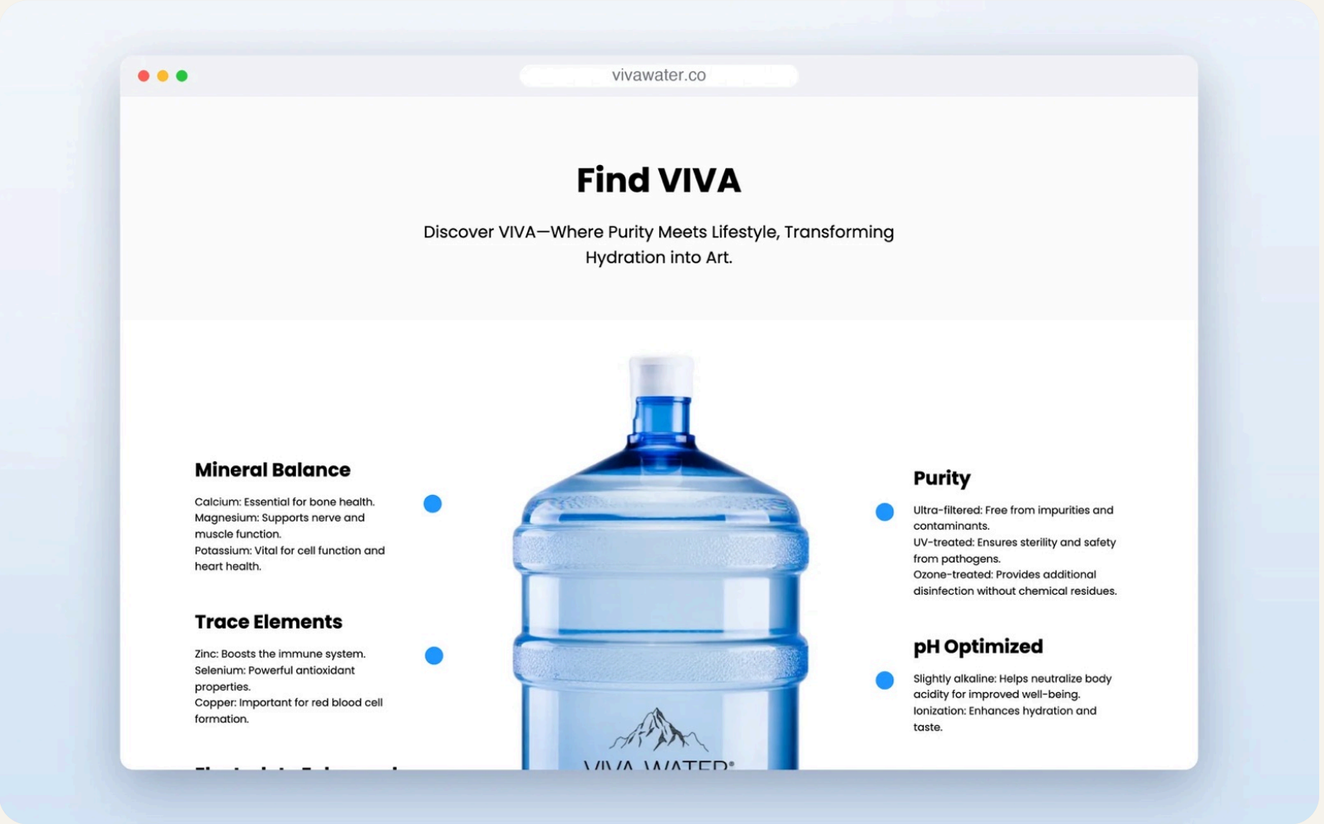
09 / 14 · VIVA WATER

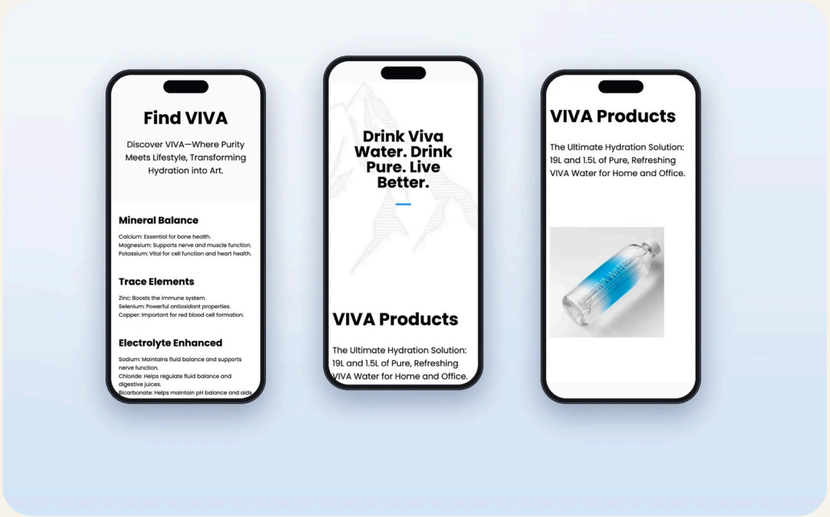
The brief

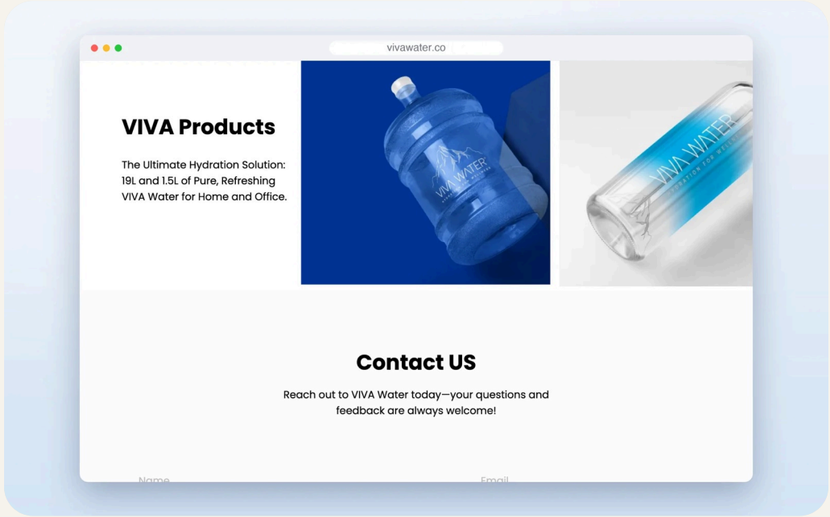
A new brand has to earn trust before its first delivery. The site needed to introduce VIVA, explain what is in the water and why it matters, show the products and make it easy to get in touch, on any screen.

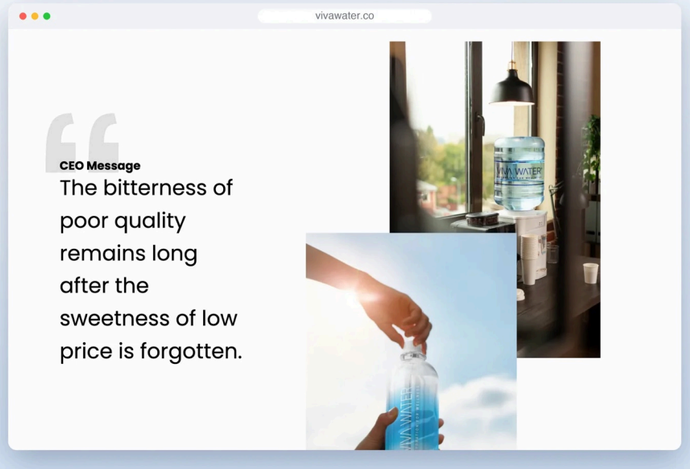
What we did

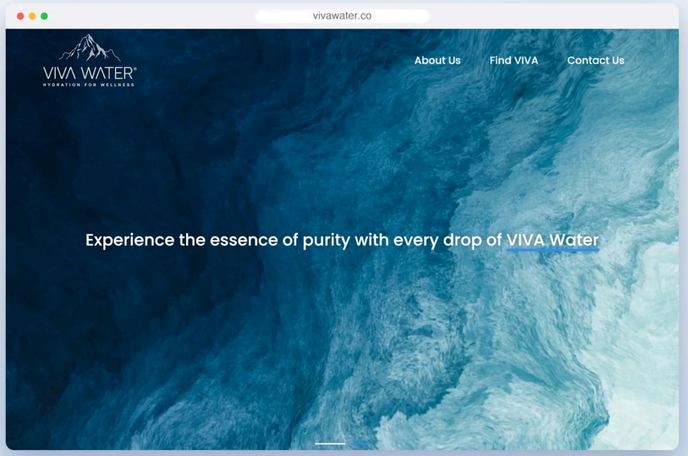
- **A product-first hero.** A full-screen slider with the 19L bottle and one clear promise: crystal-clear, premium water.
- **Find VIVA.** Six qualities, from mineral balance to pH, placed around the bottle so the science reads at a glance.
- **Products and contact.** The 19L and 1.5L range for home and office, a simple contact form and direct phone lines for urgent orders.
- **A brand story.** An About page with the CEO message, mission and vision, told through lifestyle photography.




Find VIVA
Discover VIVA—Where Purity Meets Lifestyle, Transforming Hydration into Art.
Mineral Balance
Calcium: Essential for bone health.
Magnesium: Supports nerve and muscle function.
Potassium: Vital for cell function and heart health.
Trace Elements
Zinc: Boosts the immune system.
Selenium: Powerful antioxidant properties.
Copper: Important for red blood cell formation.
Electrolyte Enhanced
Sodium: Maintains fluid balance and supports nerve function.
Chloride: Helps regulate fluid balance and digestive juices.
Bicarbonate: Helps maintain pH balance and aids
Drink Viva Water. Drink Pure. Live Better.
VIVA Products
The Ultimate Hydration Solution: 19L and 1.5L of Pure, Refreshing VIVA Water for Home and Office.
VIVA Products
The Ultimate Hydration Solution: 19L and 1.5L of Pure, Refreshing VIVA Water for Home and Office.


vivawater.co
VIVA Products
The Ultimate Hydration Solution: 19L and 1.5L of Pure, Refreshing VIVA Water for Home and Office.
Contact US
Reach out to VIVA Water today—your questions and feedback are always welcome!
Name
Email


vivawater.co
CEO Message
The bitterness of poor quality remains long after the sweetness of low price is forgotten.


vivawater.co
VIVA WATER
HYDRATION FOR WELLNESS
About Us
Find VIVA
Contact Us
Experience the essence of purity with every drop of VIVA Water

10 / 14 · UX/UI

Naveena Denim

The future of denim, told from cotton to fabric.

Naveena Denim Ltd. is a vertical denim mill in Lahore and part of Naveena Group. We designed the UX/UI of naveenadenim.com, a corporate website that tells the brand's story through its people, its environmental work, its technology and its collections.

CLIENT
Naveena Denim Ltd. (Naveena Group)

YEAR
2021

SERVICES
UX/UI

INDUSTRY
Textiles and denim

OUR ROLE
UX/UI design

naveenadenim.com ↗



10 / 14 · NAVEENA DENIM

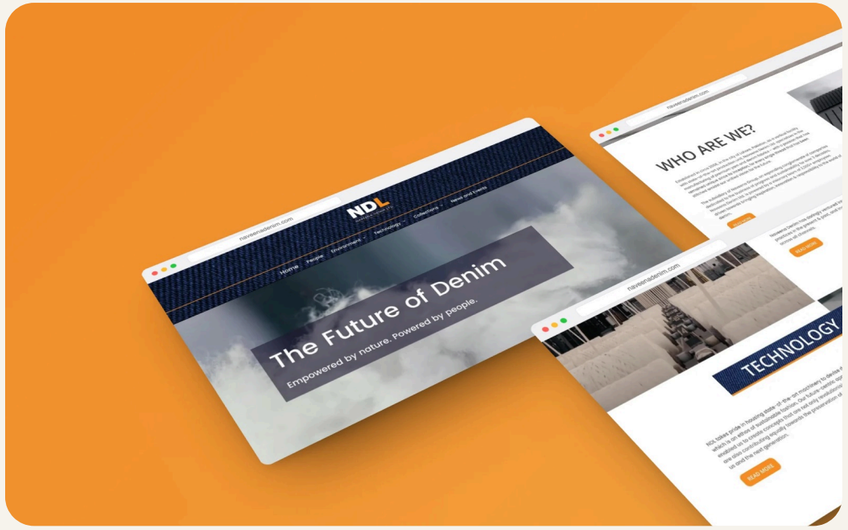
The brief

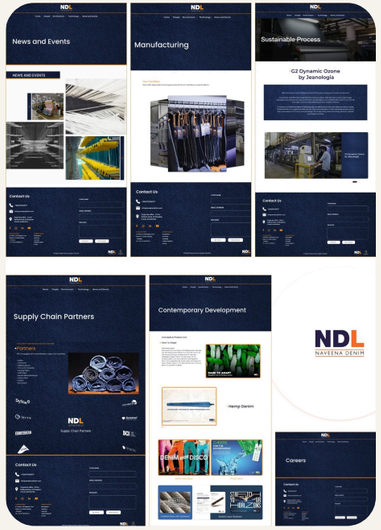
A denim manufacturer selling to global fashion brands needs a website that feels as premium as its fabric and explains a complex, technical business simply.

What we designed

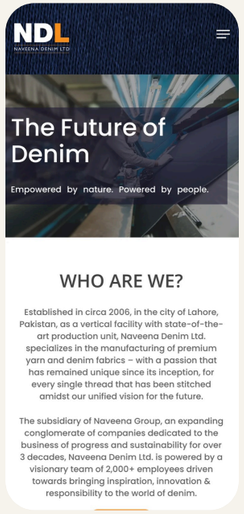
- **A denim-textured identity.** A woven denim header and orange accents carry the brand into every page.
- **A clear story.** Who we are, People, Environment, Technology, Collections and News, each with its own section and imagery.
- **Mobile layouts.** The same story in a single, readable column on phones.




The Future of Denim
Empowered by nature. Powered by people.
WHO ARE WE?
TECHNOLOGY


News and Events
Manufacturing
Sustainable Process
G2 Dynamic Ozone by Jeanologia
Supply Chain Partners
Contemporary Development
NDL
NAVEENA DENIM
Careers


NDL
NAVEENA DENIM


NDL
NAVEENA DENIM LTD
The Future of Denim
Empowered by nature. Powered by people.
WHO ARE WE?
Established in circa 2006, in the city of Lahore, Pakistan, as a vertical facility with state-of-the-art production unit, Naveena Denim Ltd. specializes in the manufacturing of premium yarn and denim fabrics – with a passion that has remained unique since its inception, for every single thread that has been stitched amidst our unified vision for the future.
The subsidiary of Naveena Group, an expanding conglomerate of companies dedicated to the business of progress and sustainability for over 3 decades, Naveena Denim Ltd. is powered by a visionary team of 2,000+ employees driven towards bringing inspiration, innovation & responsibility to the world of denim.

Forman Christian College (FCCU)

A clearer front door for Pakistan's oldest liberal arts university.

Forman Christian College, FC College, is a chartered university in Lahore with a long history and many audiences: applicants, students, parents, faculty and alumni. Its old website had grown to 196 pages with no clear hierarchy or consistent design. We redesigned the UX/UI to make it simple, modern and a true reflection of the university.

CLIENT
Forman Christian College (A Chartered University)

YEAR
2020

SERVICES
UX/UI

INDUSTRY
Higher education

OUR ROLE
UX/UI design

www.fccollege.edu.pk ↗



196
Pages on the old website

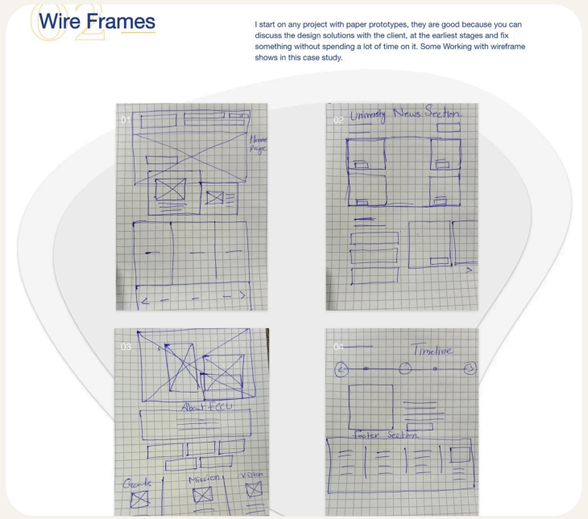
102
Pages after restructuring

3
Goals: simpler, fewer pages, more professional

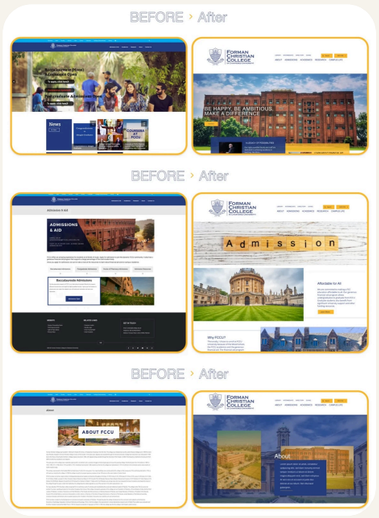
The problem

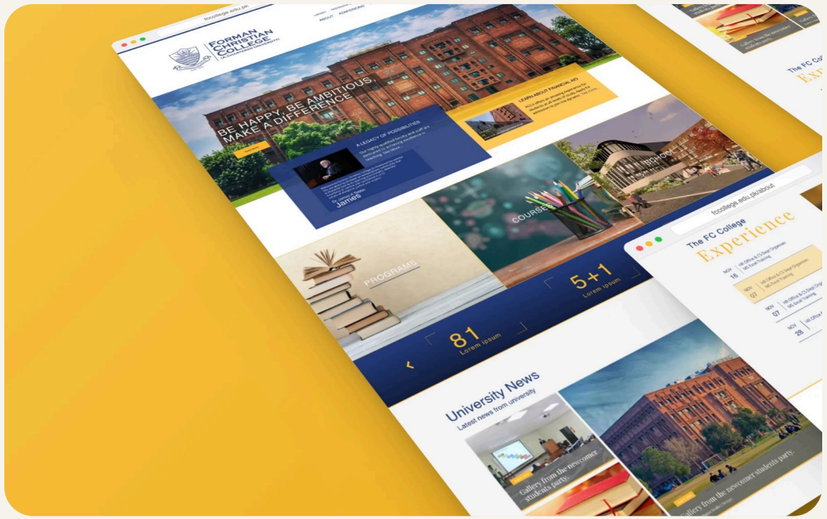
- **Outdated and inconsistent.** Different styles from page to page and no clear hierarchy.
- **Too many pages.** 196 pages, many of them overlapping, made information hard to find.
- **Not built around users.** The structure followed the organisation, not what students and parents look for.











Design bible

Before the inner pages, we set a design bible so every future page would match: the university blue (#263D7E) as the primary colour, a warm SuperNova yellow (#FFB92B) as the accent, and Sanchez with Open Sans for type.

12 / 14 · UX/UI, BRANDING

Sufi Group

A brighter, product-led web presence for a family of consumer brands.

Sufi Group is a Pakistani group with brands across soaps, food and beverage. We redesigned its website with a fresh design system: a light, colourful palette, clear typography, a custom icon set and UI elements, applied across the key pages.

CLIENT
Sufi Group

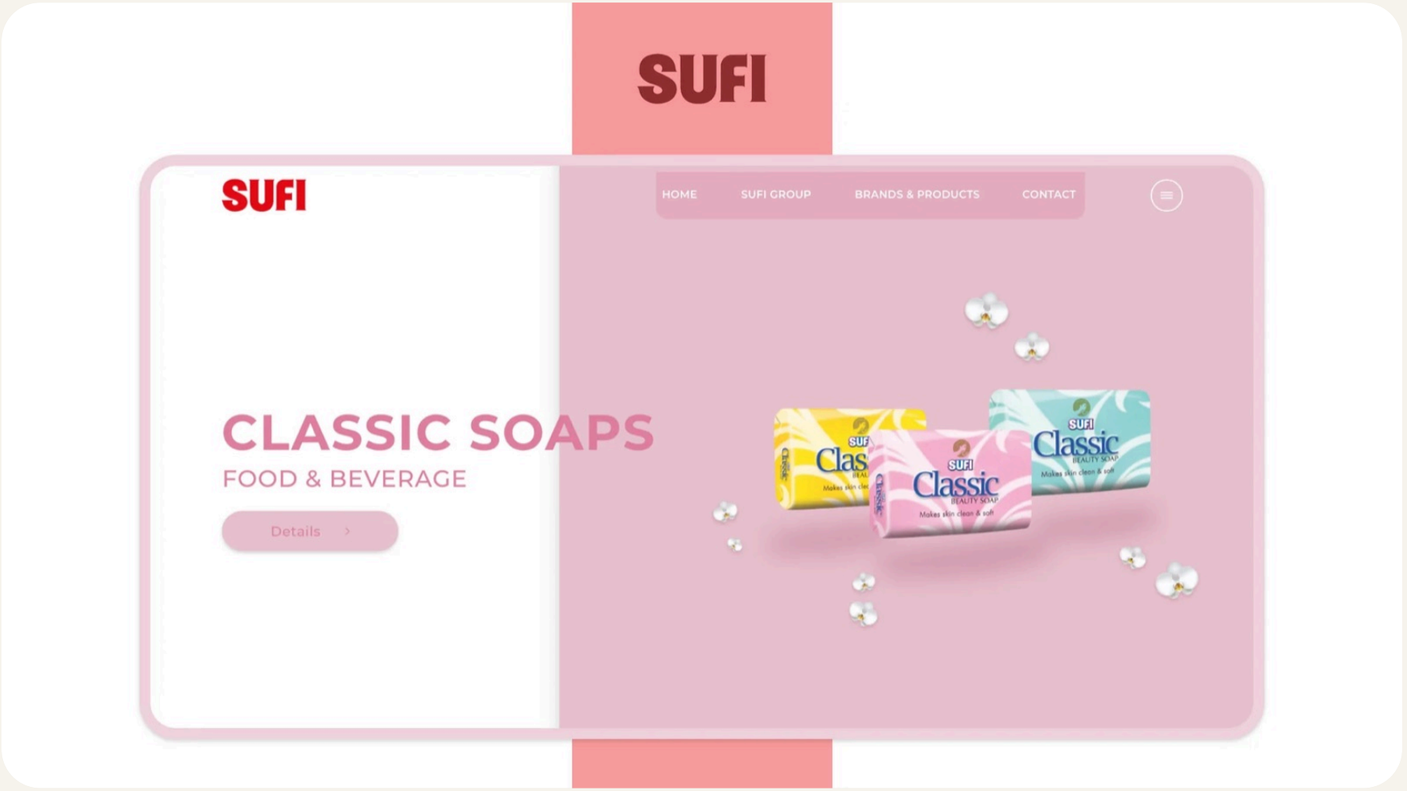
YEAR
2021

SERVICES
UX/UI, Branding

INDUSTRY
Consumer goods

OUR ROLE
UX/UI design

www.sufigroup.biz ↗

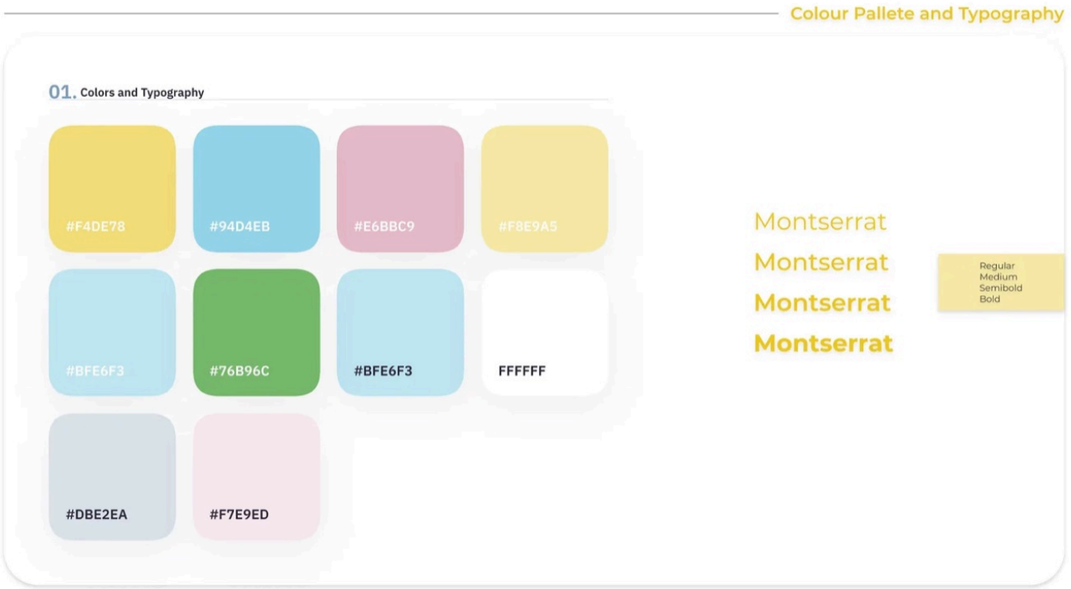


12 / 14 · SUFI GROUP

What we did

What we did

- **Colour and type.** A soft, friendly palette taken from the products, paired with clear, modern typography.
- **Icons and UI elements.** A consistent icon set and interface components, so every page feels part of one family.
- **Before and after.** Key pages redesigned side by side with the old site, to show the difference.



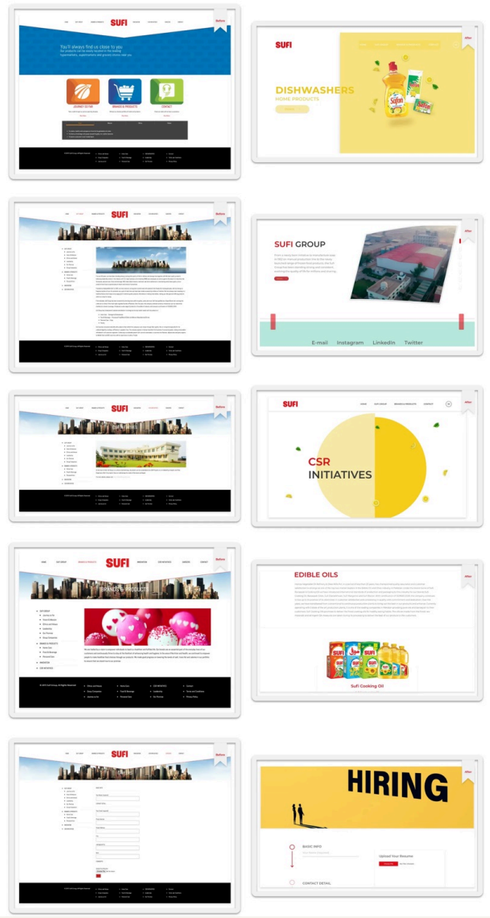
Icongraphy



UI Elements



Comparison (Before & After)



Century Ceramica

A digital brand experience for a premium tiles and ceramics brand.

Century Ceramica sells premium tiles and ceramics. The challenge was to bridge the gap between the tactile, premium feel of physical ceramics and the practical needs of a digital product catalogue.

CLIENT
Century Ceramica

YEAR
2021

SERVICES
UX/UI

INDUSTRY
Tiles and ceramics

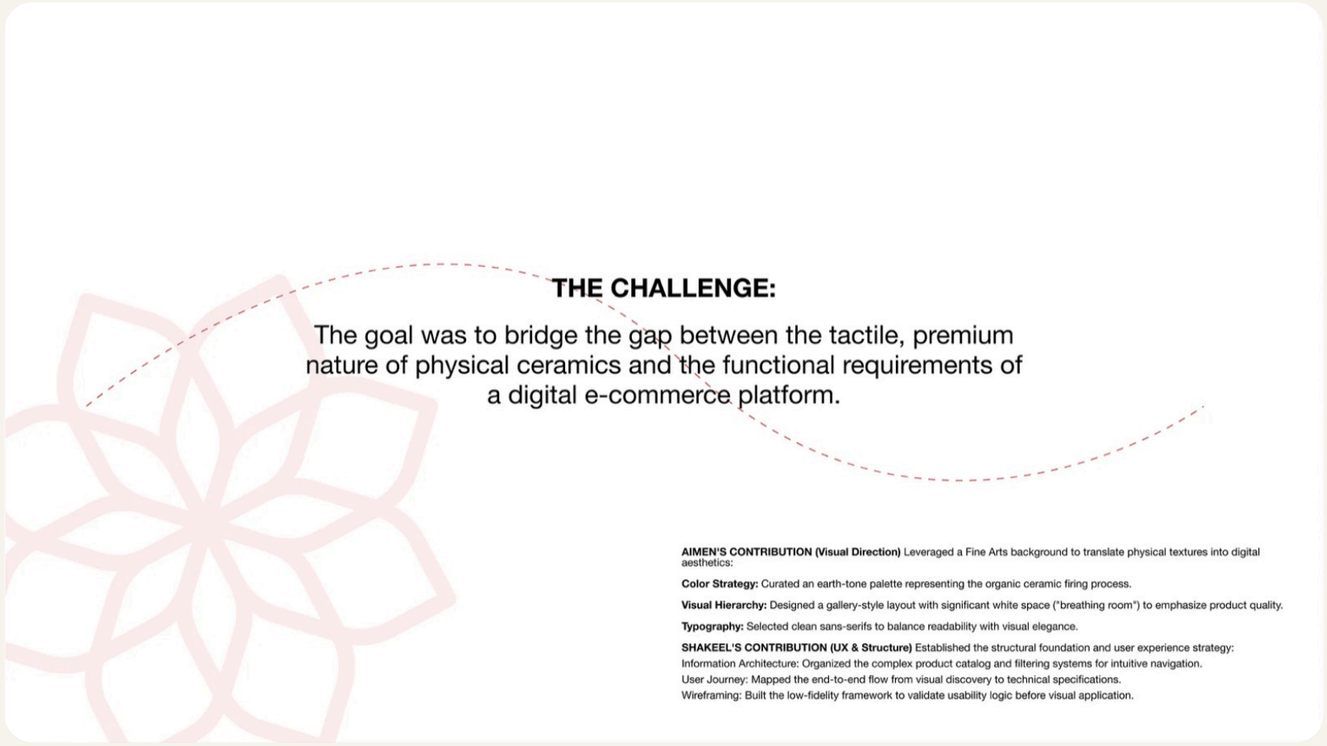
OUR ROLE
UX/UI design

centuryceramica.com ↗

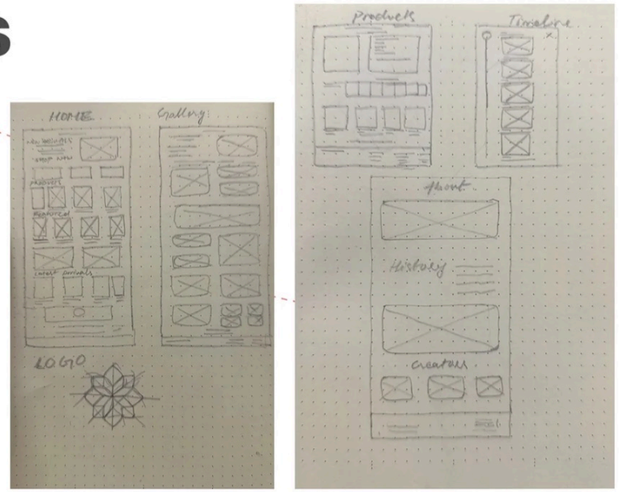


Process

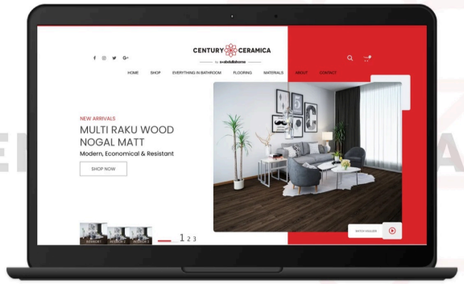
- **Wireframes first.** Hand-drawn wireframes to plan the catalogue, product and gallery pages before any visual design.
- **A restrained palette.** White, black and a single brand red, with Helvetica Neue, so the tiles themselves do the talking.
- **Product-led pages.** Home, About, Timeline, Gallery, Products and Contact, each built around large product imagery.

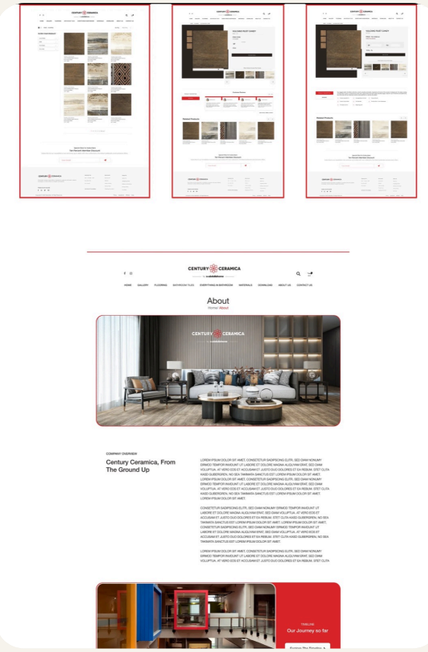


Wireframes



Home





ANK, The Perfect Shirt

A UX case study for a made-to-measure shirtmaker.

ANK makes shirts to measure. Our UX case study set out to make ordering a custom shirt online feel as easy and trustworthy as visiting a tailor, from research and personas through to the sitemap, user testing and a brand guideline for the interface.

CLIENT
ANK Shirtmakers

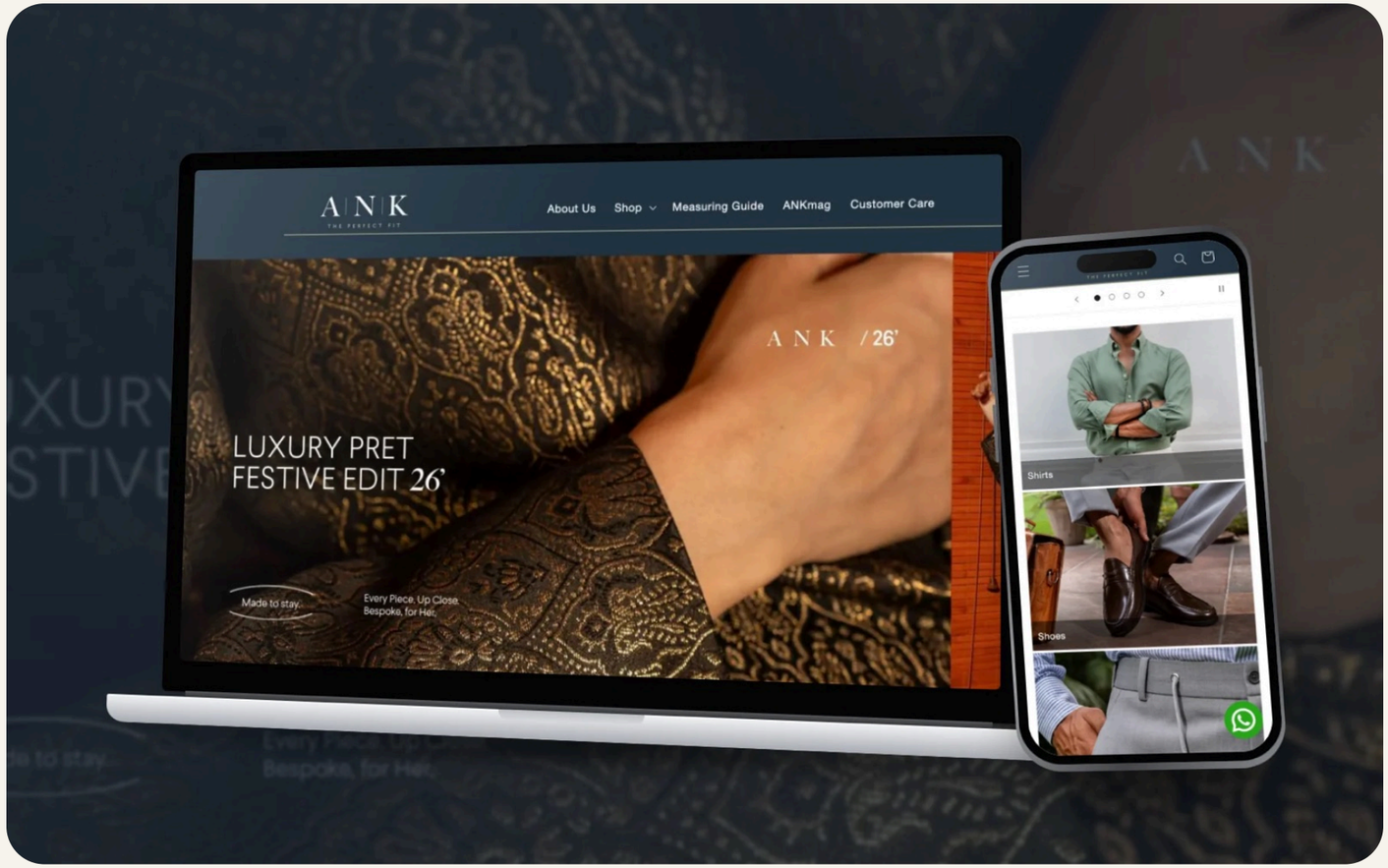
YEAR
2020

SERVICES
UX/UI

INDUSTRY
Fashion and tailoring

OUR ROLE
UX research and UX/UI design

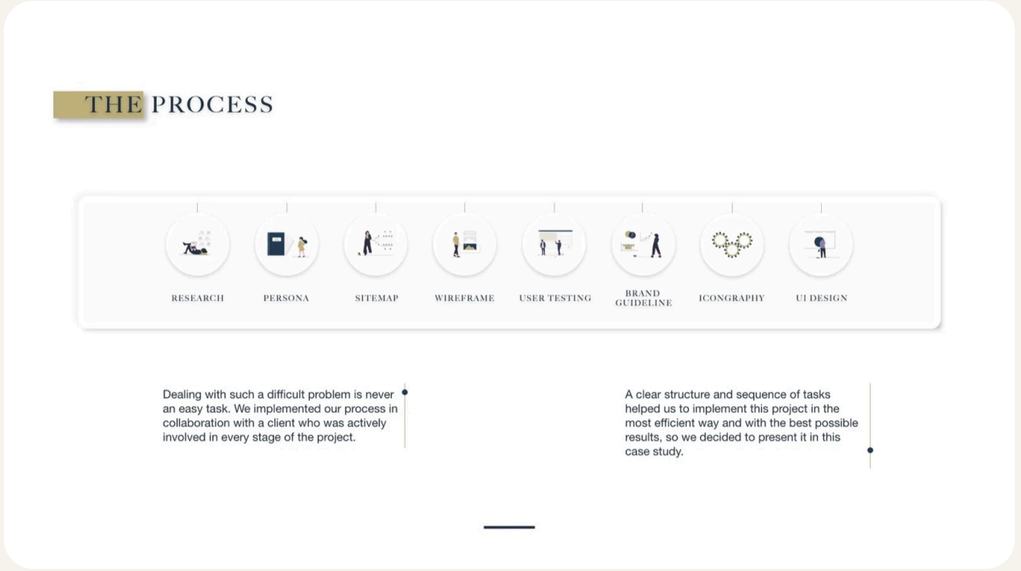
ankshirtmakers.com ↗

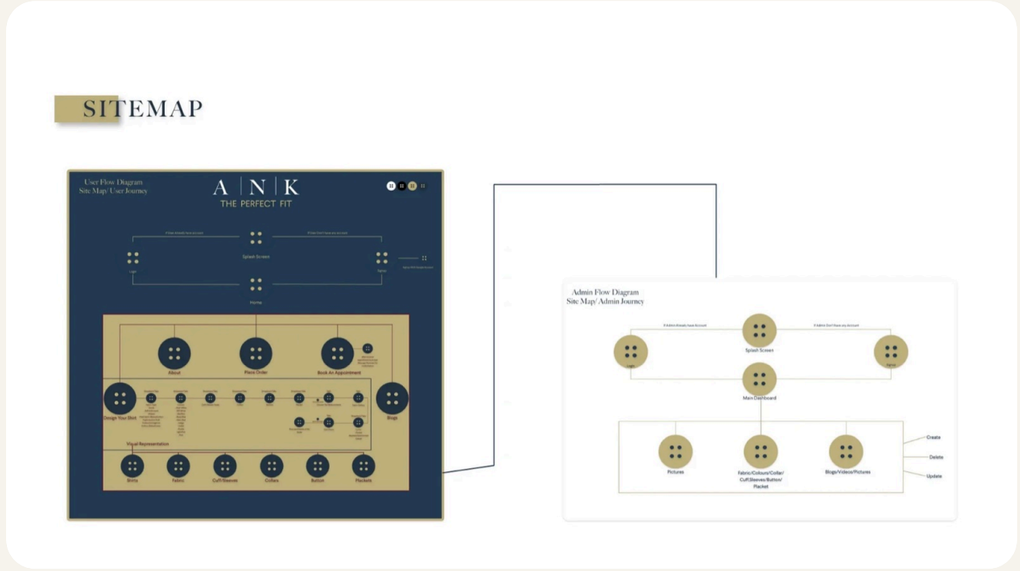


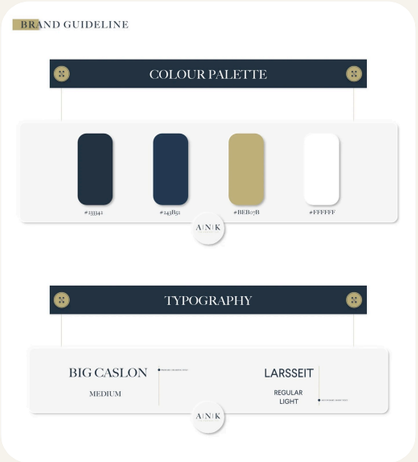
The process

- **Research and personas.** Who buys custom shirts, why, and what stops them ordering online.
- **Sitemap and wireframes.** A simple path from choosing a fabric to entering measurements and checking out.
- **User testing.** Real users walked through the flows, and the design changed based on what they said.
- **Brand guideline.** A navy and gold palette with classic serif and clean sans typography.

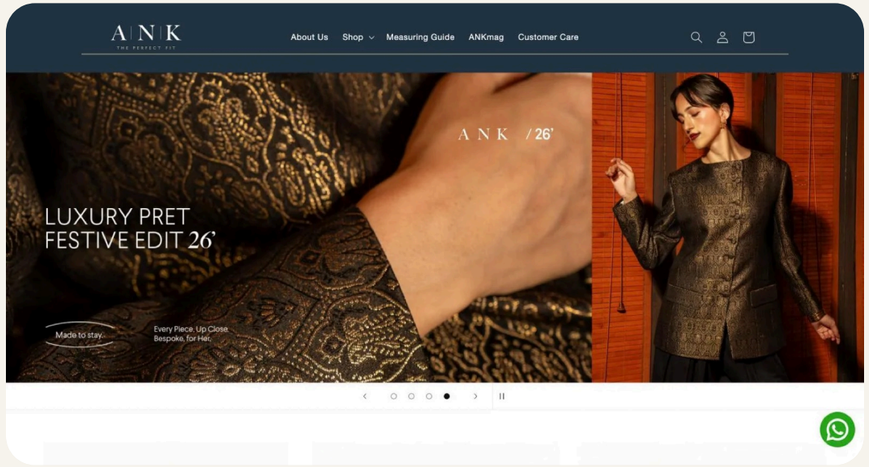


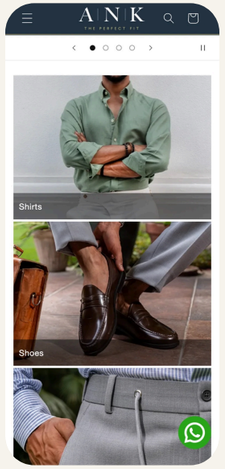

THE PROCESS
RESEARCH
PERSONA
SITEMAP
WIREFRAME
USER TESTING
BRAND GUIDELINE
ICONGRAPHY
UI DESIGN
Dealing with such a difficult problem is never an easy task. We implemented our process in collaboration with a client who was actively involved in every stage of the project.
A clear structure and sequence of tasks helped us to implement this project in the most efficient way and with the best possible results, so we decided to present it in this case study.


SITEMAP
A N K
THE PERFECT FIT
Admin Flow Diagram
Site Map/ Admin Journey


BRAND GUIDELINE
COLOUR PALETTE
TYPOGRAPHY
BIG CASLON
MEDIUM
LARSSEIT
REGULAR
LIGHT


USER TESTING
What is the purpose of the page?
Who do you think the intended audience is?
Did the design/brand appear trustworthy?
What are the main elements you can recall?
What was your impression of the design?
At this stage, we were finally able to confront all of our assumptions and ideas. We spoke to recruited users who represented our personas, we conducted user testing to understand how they interact, what their main motives were for Purchasing and if they could complete tasks smoothly using Our prototype. We traveled to Lahore, talked to concerned awesome people and after 2 days we had a lot of amazing feedback which we could then implement!


A N K
About Us
Shop
Measuring Guide
ANKmag
Customer Care
A N K /26'
LUXURY PRET
FESTIVE EDIT 26'
Made to stay.
Every Piece, Up Close
Bespoke, for Her.


A N K
Shirts
Shoes

Got a *what if?*

Tell us the idea in a sentence. We'll come back with questions, a rough plan and a clear next step.

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