

Arnaud Darré

Senior UI/UX Designer

Portfolio



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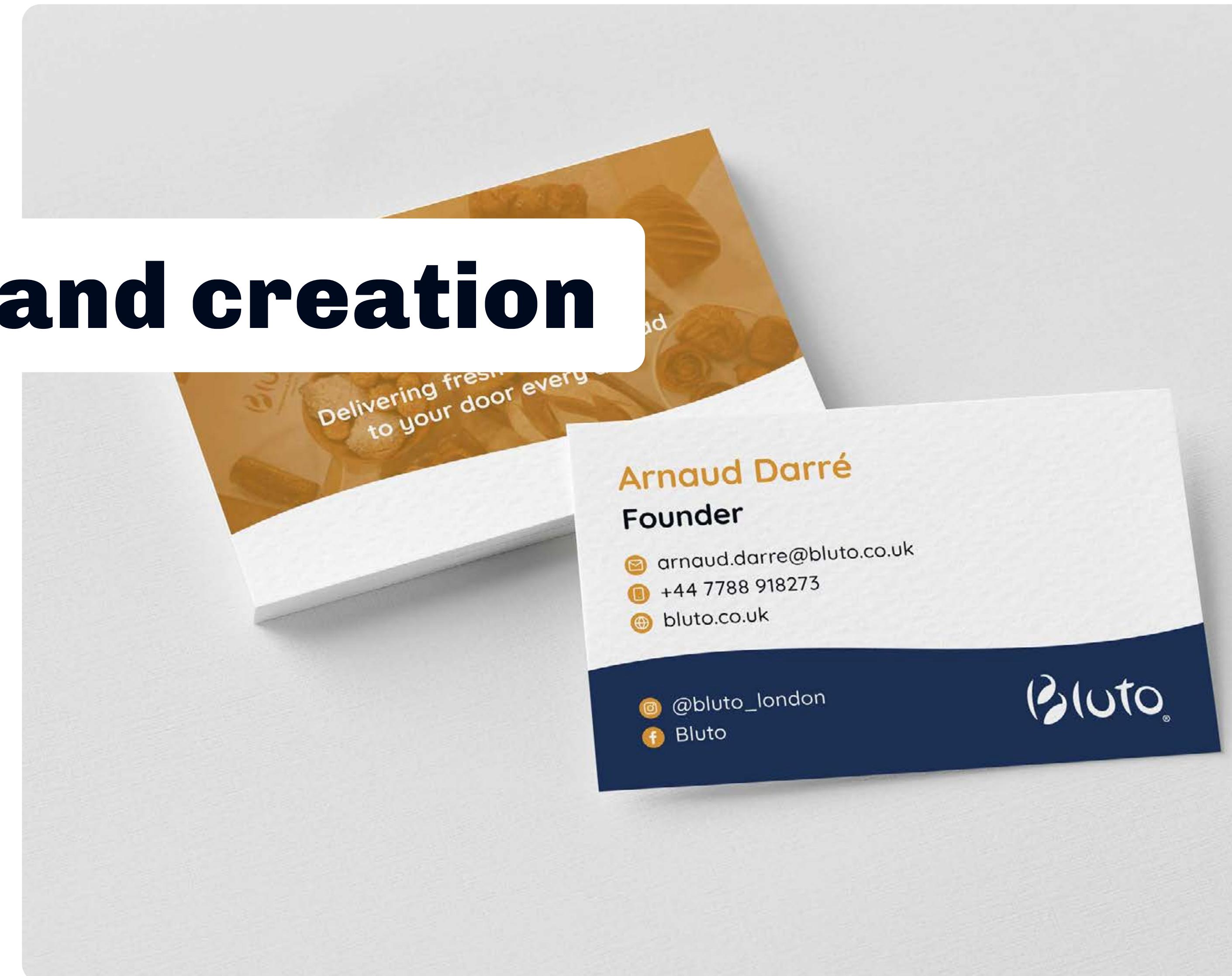
1

Brand identity /
Editorial design /Customer
Bluto

E-commerce brand creation

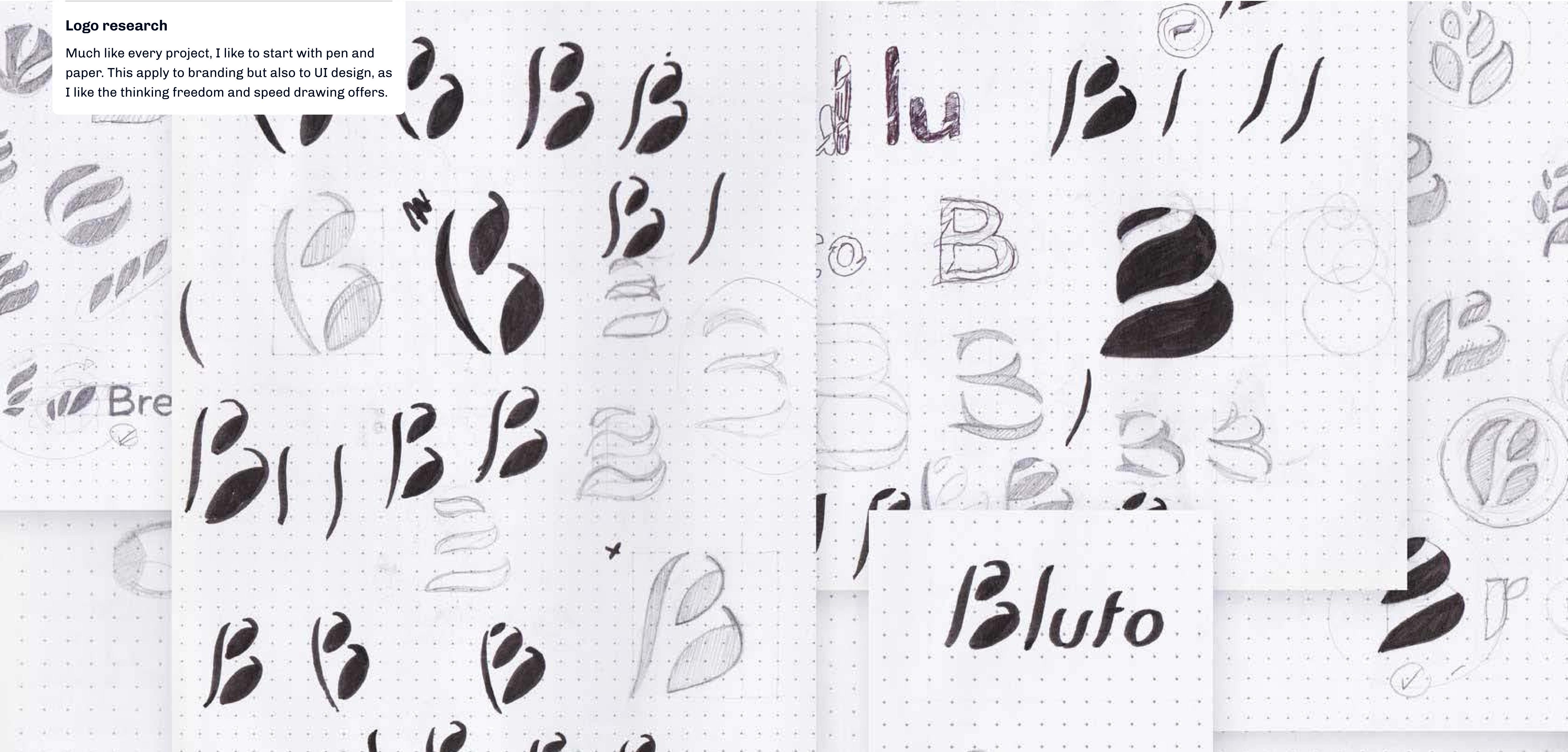
Brand identity and design system

This was my latest adventure, and the most interesting challenge I came to face in my career, one I had been dreaming ever since design school: designing my own brand. I started this company with two friends, and learned so much along the way.

[GO TO WEBSITE](#)

Logo research

Much like every project, I like to start with pen and paper. This apply to branding but also to UI design, as I like the thinking freedom and speed drawing offers.



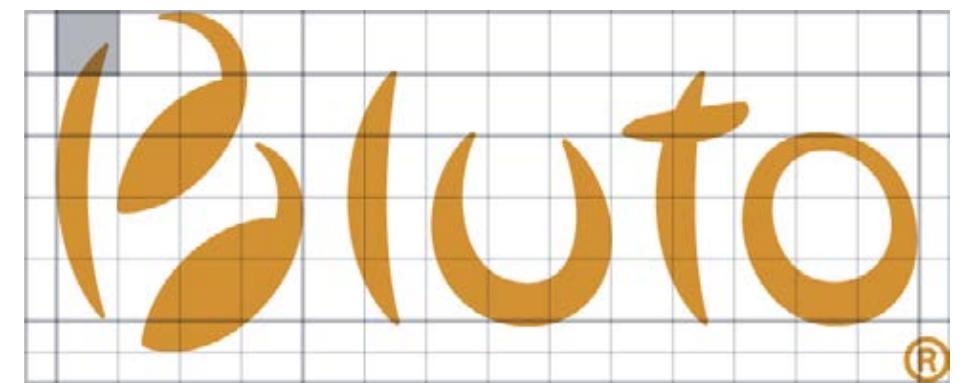
Brand guidelines

The first step of this project was creating the brand guidelines. We wanted to convey a fun yet professional look that would match the values of the brand and the quality of the service.

Logo



Construction & white space



Branding book

2. Branding

2.1. Logo

This section presents the logo of Bluto, how it is built, used and displayed. It lists which version to use in which context, and how not to use it (under no circumstances).

2.1.1. Versions

Bluto's logo has three variants: the full variant and icon variants, which can be used with or without a background. Each has its own set of usage. The icon conveys several meanings: it represents the B of Bluto and suggests the idea of an ear of wheat.

If you want to use the icon with a background, always use the readymade files in the brand pack (see examples in [Forbidden uses](#)).

2.1.3.3. Minimum size

Here are logos' minimal sizes for optimal legibility. It is set by the minimum width of the B icon (4mm) for all three variants.

The full variant has a minimum width of 15mm (and 75px).
The icon variant has a minimum width of 4mm (and 20px).
The icon with a background has a minimum width of 8mm (and 40px). The only exception is the footnote icon on Google Documents and Slides templates (width of 6mm).

Full	Icon	Icon with background

2.1.3.4. Colour

In this section we describe the logo colour versions and which one to use depending on the design. This is to ensure that the brand has been fully identified (except when it is the only element like on stickers).

Primary	White	Black
Default logo version	Used on dark backgrounds and primary and secondary colours (see Colours).	Only used for black and white designs.

2.1.2. Construction

The logo of Bluto is constructed upon a set of rules that define and distribute white space in an evenly manner, to give a sense of proportion, stability and sleekness.

2.1.2.1. Grid

This grid shows the position and proportion of the elements of the logo. The grid structure of the icon defines a value X (symbolised by the grey square in the grid) that gives us the base unit of the logo grid, used for all three variants and for the clear-space area (see [Clear-space area](#)).

Full	Icon	Icon with background
Ratio 5:2	Ratio 8:9	Ratio 1:1

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Branding book

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2.1.4. Forbidden uses

Here is a list of all the forbidden uses of the Bluto logo. Under no circumstances should you do one or more of the following examples.

Colour

The colours of the logo will never diverge from the ones set by the guidelines (see [Colours](#)).

Two colours	Swatches	Opacity
Don't	Don't	Don't
Always use one colour for the whole logo	Always use the primary brand colour	Always keep all the elements at full opacity

Effects

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Branding book

Feedback colours

These colours are used mainly for UI elements conveying feedback to the user. They are scarcely used on printed material. Like the brand colours, they have a light and dark variant. Their names are self-explanatory.

Reference	CMYK	RGB	Hex	Pantone
white	0, 0, 0	255, 255, 255	#FFFFFF	
black	98, 85, 55, 83	0, 10, 30	#0000AE	5395 CP
Default text colour				

Grey gradients

These are the gradients from black to white. You can only use those shades of grey and no other.

Reference	CMYK	RGB	Hex	Pantone
grey-90	93, 78, 49, 59	29, 38, 56	#1D2658	
grey-80	82, 68, 45, 45	51, 59, 76	#333B4C	
grey-70	73, 59, 41, 33	72, 60, 97	#485061	
grey-60	63, 49, 35, 21	99, 107, 123	#636B7B	
grey-50	50, 36, 27, 9	136, 144, 159	#88909F	
grey-40	33, 23, 19, 2	181, 185, 194	#B5B9C2	
grey-30	24, 16, 13, 0	204, 207, 214	#CCCFD6	
grey-20	14, 9, 7, 0	225, 227, 233	#E7E3E9	
grey-10	0, 3, 4, 0	236, 241, 242	#ECD1F2	
grey-5	4, 2, 2, 0	247, 248, 249	#F7F8F9	

Brand colours

These are the main colours used for Bluto's brand identity.

Each has a light and dark variant, mainly used on digital content (for hover or disabled states). The light variant is also used for background colours.

Reference	CMYK	RGB	Hex	Pantone
primary-light	0, 7, 25, 0	255, 239, 202	#FFEFCA	7506 CP
primary	19, 47, 80, 1	210, 145, 50	#D29132	7414 UP
Logo, icons, backgrounds, overlays, etc.				
primary-dark		175, 120, 59	#A97827	
secondary-light		177, 105, 212	#D01094	
secondary	100, 84, 58, 33	15, 45, 85	#B02055	655 CP
Titles, background, buttons, etc.				
secondary-dark		8, 28, 56	#001C30	
highlight-light		751, 253, 159	#FF9988	
highlight	2, 12, 78, 0	255, 220, 70	#FFDC46	7404 CP
Put emphasis on an small element				

Download the fonts

Weight	Description	Alphabet
Light 500	Generally used, mainly for artworks with large font size to add contrast	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 „!“ ?&(`)/#*%@
Medium 500	Default weight, used for body text	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 „!“ ?&(`)/#*%@

Branding book

Feedback colours

These colours are used mainly for UI elements conveying feedback to the user. They are scarcely used on printed material. Like the brand colours, they have a light and dark variant. Their names are self-explanatory.

Reference	CMYK	RGB	Hex	Pantone
success-light	231, 249, 258	231, 249, 258	#E7F9E6	
success	39, 174, 96	274, 205, 120	#27A660	
success-dark	25, 112, 62	25, 112, 62	#19705E	
info-light	233, 248, 253	233, 248, 253	#E9F0F0	
info	23, 180, 204	23, 180, 204	#1A100C	
info-dark	16, 111, 142	16, 111, 142	#106F0E	
warning-light	255, 230, 229	255, 230, 229	#FFFAF5	
warning	255, 220, 70	255, 220, 70	#FFDC46	
warning-dark	279, 186, 0	279, 186, 0	#F5B740	
error-light	253, 241, 24	253, 241, 24	#FDF1F1	
error	235, 87, 87	235, 87, 87	#EB5757	
error-dark	205, 24, 24	205, 24, 24	#CD1818	

2.3. Typography

2.3.1. Fonts

Bluto's typeface is Quicksand. It is royalty free, can be downloaded and used on any platform (both print and digital) without any restriction.

Since there is no native italic version, never use the italic (i.e. never force the italicisation of the font with a software or the CSS property transform: skew) in design collaterals. This is accepted for formal or legal documents.

We use three weights from the font family: light, medium and bold.

Download the fonts

Weight	Description	Alphabet
Light 500	Generally used, mainly for artworks with large font size to add contrast	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 „!“ ?&(`)/#*%@
Medium 500	Default weight, used for body text	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 „!“ ?&(`)/#*%@

Branding book

Feedback colours

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Reference	CMYK	RGB	Hex	Pantone
success-light	231, 249, 258	231, 249, 258	#E7F9E6	
success	39, 174, 96	274, 205, 120	#27A660	
success-dark	25, 112, 62	25, 112, 62	#19705E	
info-light	233, 248, 253	233, 248, 253	#E9F0F0	
info	23, 180, 204	23, 180, 204	#1A100C	
info-dark	16, 111, 142	16, 111, 142	#106F0E	
warning-light	255, 230, 229	255, 230, 229	#FFFAF5	
warning	255, 220, 70	255, 220, 70	#FFDC46	
warning-dark	279, 186, 0	279, 186, 0	#F5B740	
error-light	253, 241, 24	253, 241, 24	#FDF1F1	
error	235, 87, 87	235, 87, 87	#EB5757	
error-dark	205, 24, 24	205, 24, 24	#CD1818	

2.3.2. Styles

The font styles are made of two main categories: headlines and body styles. Like the colors, design libraries (For Adobe CC and Figma) are available to allow you to quickly use those.

Please note that the font sizes in pt apply to design softwares like InDesign or Illustrator. (and the ratio between headlines and default body text) are different for Google Docs Sheets.

Headlines

The headline styles mimic the web headline structure (h1 to h6) for consistent usage across print media.

Ref.	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
H1	Used for the landing page title on the website. Another example is numbers in infographics	Headline 1	Bold	25	56	2
H2	Used for page titles on the webapp	Headline 2	Bold	25	40	2
H3	Used for section headers on the webapp	Headline 3	Bold	2	32	1
H4		Headline 4	Bold	1.75	28	1
H5	Used for default card titles on the webapp	Headline 5	Bold	1.5	24	1
H6	Used for default card titles on the webapp, large lead text on print	Headline 6	Bold	1.25	20	1

Body

The body styles have four font sizes, which uses are described in the table below.

Ref.	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
subtitle	Used for lead text	Subtitle	Medium	1125	18	9

Branding book

Do not apply any effect to the logo.

Bluto	Bluto
Don't	Don't

Transformation

The elements of the logo have a specific design. They can't be moved, transformed or rotated.

Rotate	Scaling	Proportion	Position
Bluto	Bluto	Bluto	Bluto
Don't	Don't	Don't	Don't

Background

In order for the logo to be easily readable, do not place it on a complex photo or background or overlay, always respecting the uses defined in [Colour](#).

The minimum opacity for a colour overlay is 70%.

Bluto	Bluto
Don't	Do

2.2. Colours

These are the main colours of Bluto. These are the only colours that can be used for a print and digital material (apart from very special circumstances, e.g. the pink on Valentine's Day).

You will find below the different references to use them: Design libraries (For Adobe CC and Figma) are available to allow you to quickly use those. For printed material, only use reference. For digital use, Hex codes are preferred but you can also use the RGB or HSLA necessary, we have provided the best matching Pantone references.

The colour of the text used in the Reference cell is the one that should be used when the colour is for background.

Common colours

Bluto	Bluto
© Blutobu LTD	© Blutobu LTD
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Marketing collaterals examples



2 /

Product design /
Website design /
Web development /

Customer
Bluto

E-commerce platform

Bespoke web-app and admin system

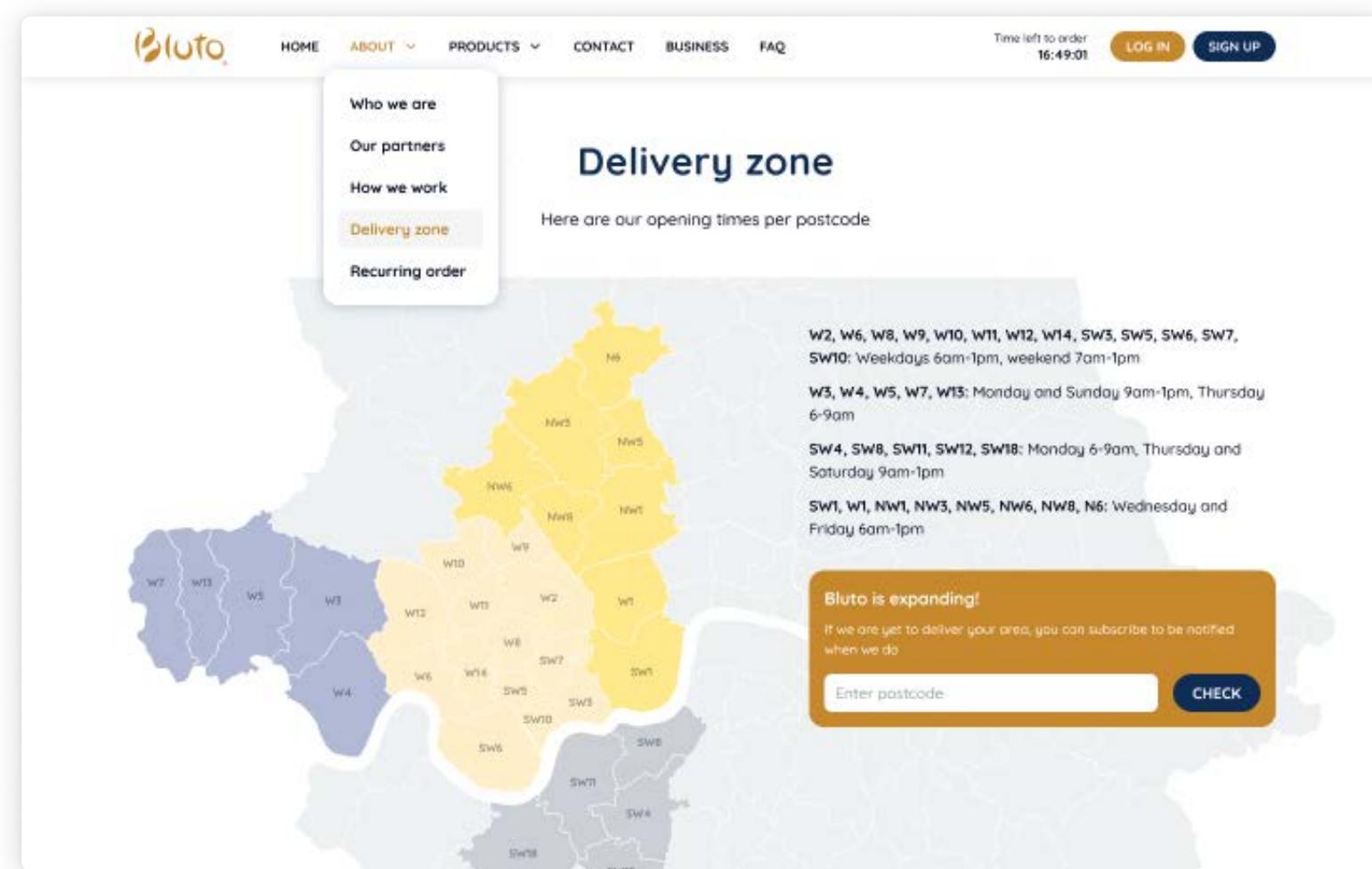
Along with the brand creation, I designed a bespoke e-commerce platform. We wanted to create a tool that would truly match the products we were selling, bread, and so we decided to create it and code it from scratch. This is one of the most exciting project I ever worked on, and allowed me to not only design but also learn how to manage.

[GO TO STORYBOOK PROJECT](#)

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Screens

This is the most extensive project I have worked on, working on it for more than two years, improving it by adding new features and fine tuning the user experience constantly. Since it was my own project, I had the freedom to experience new things and push the boundaries of Figma.



Delivery zone

Here are our opening times per postcode

W2, W6, W8, W9, W10, W11, W12, W14, SW3, SW5, SW6, SW7, SW10: Weekdays 6am-1pm, weekend 7am-1pm

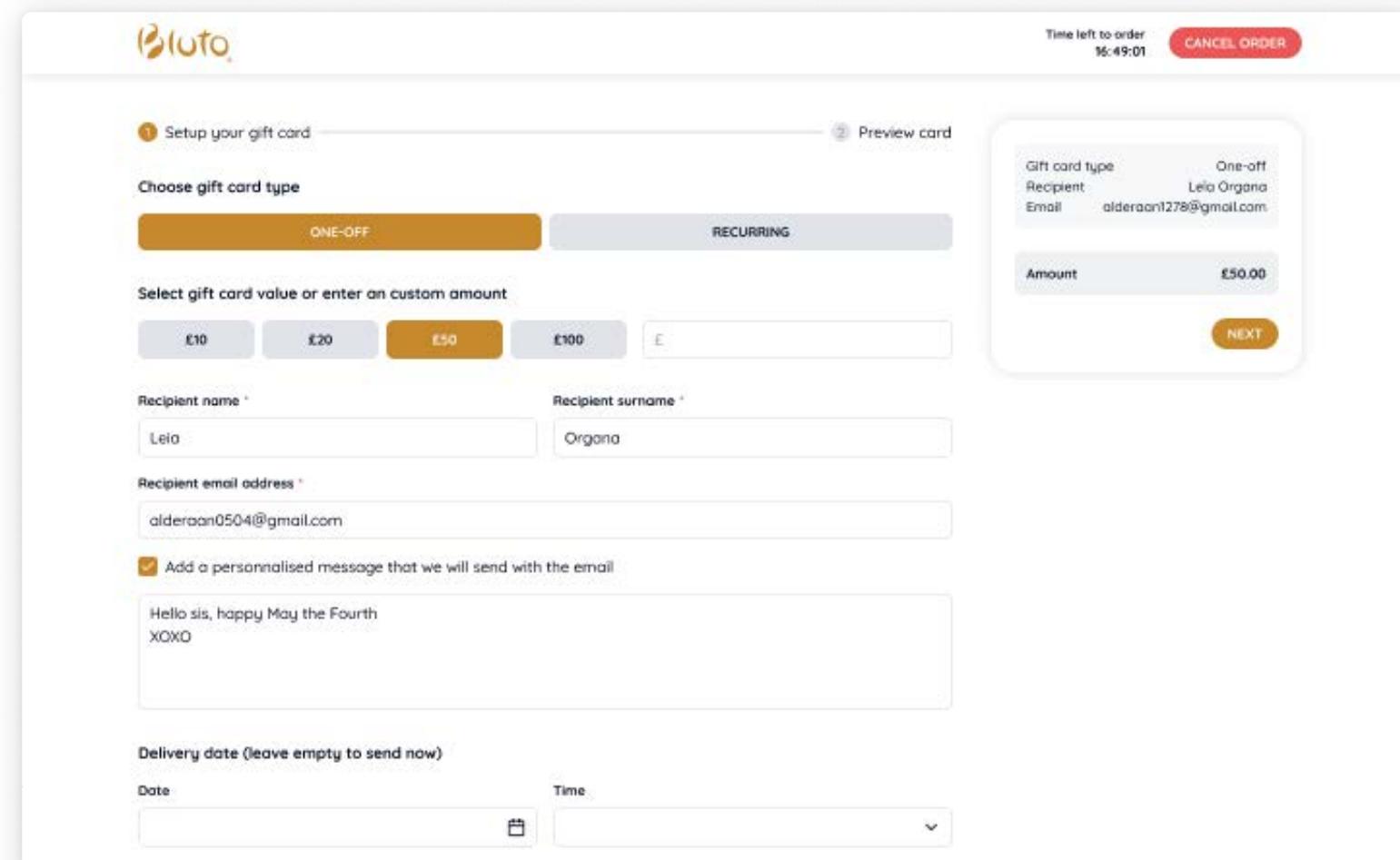
W3, W4, W5, W7, W15: Monday and Sunday 9am-1pm, Thursday 6-9am

SW4, SW8, SW11, SW12, SW18: Monday 6-9am, Thursday and Saturday 9am-1pm

SW1, W1, NW1, NW3, NW5, NW6, NW8, N6: Wednesday and Friday 6am-1pm

Bluto is expanding!
If we are yet to deliver to your area, you can subscribe to be notified when we do.

Enter postcode CHECK



Setup your gift card

Choose gift card type

ONE-OFF RECURRING

Select gift card value or enter a custom amount

£10 £20 £50 £100 £ NEXT

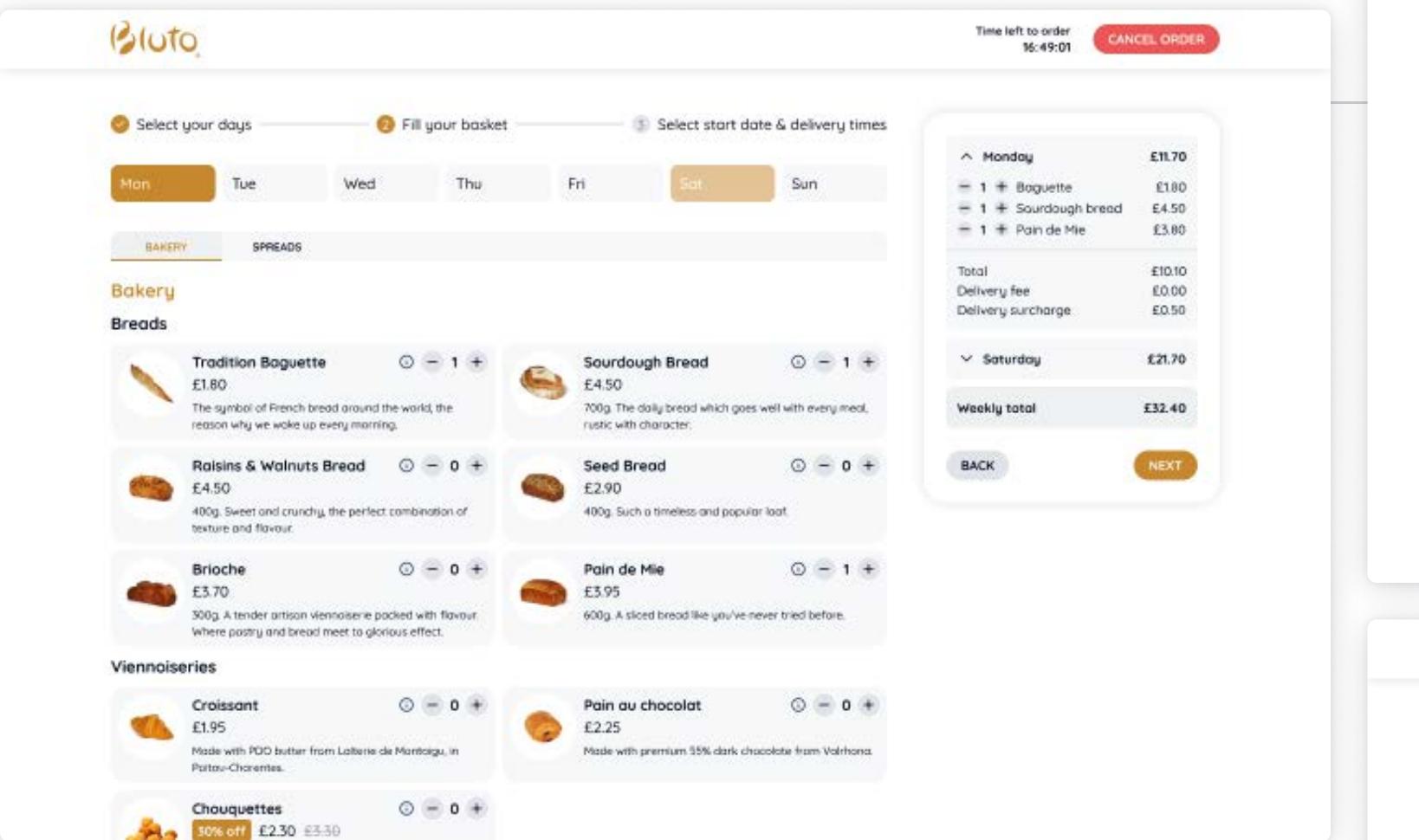
Recipient name: Leila
Recipient surname: Organa
Recipient email address: alderaan0504@gmail.com

Add a personalised message that we will send with the email

Hello sis, happy May the Fourth
XOXO

Delivery date (leave empty to send now)

Date Time



Time left to order 16:49:01 CANCEL ORDER

Select your days: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Fill your basket: Select start date & delivery times

Bakery

Breads

- Tradition Baguette: £1.80
- Sourdough Bread: £4.50
- Raisins & Walnuts Bread: £4.50
- Seed Bread: £2.90
- Brioche: £3.70
- Pain de Mie: £5.95

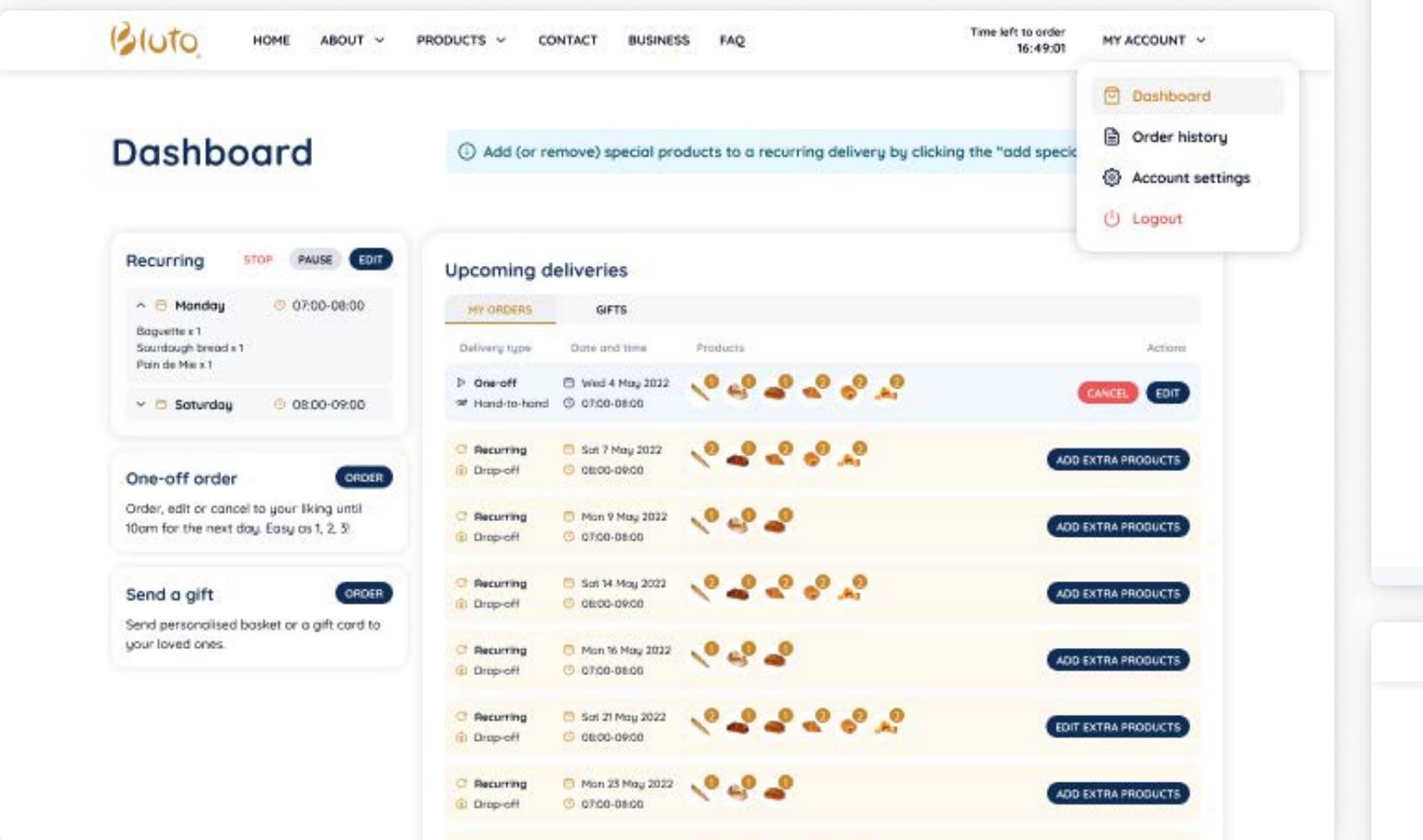
Viennoiseries

- Croissant: £1.95
- Pain au chocolat: £2.25
- Chouquettes: 30% off £2.30 £3.30

Total: £10.10
Delivery fee: £0.00
Delivery surcharge: £0.50

Saturday: £21.70
Weekly total: £32.40

BACK NEXT



Time left to order 16:49:01 MY ACCOUNT

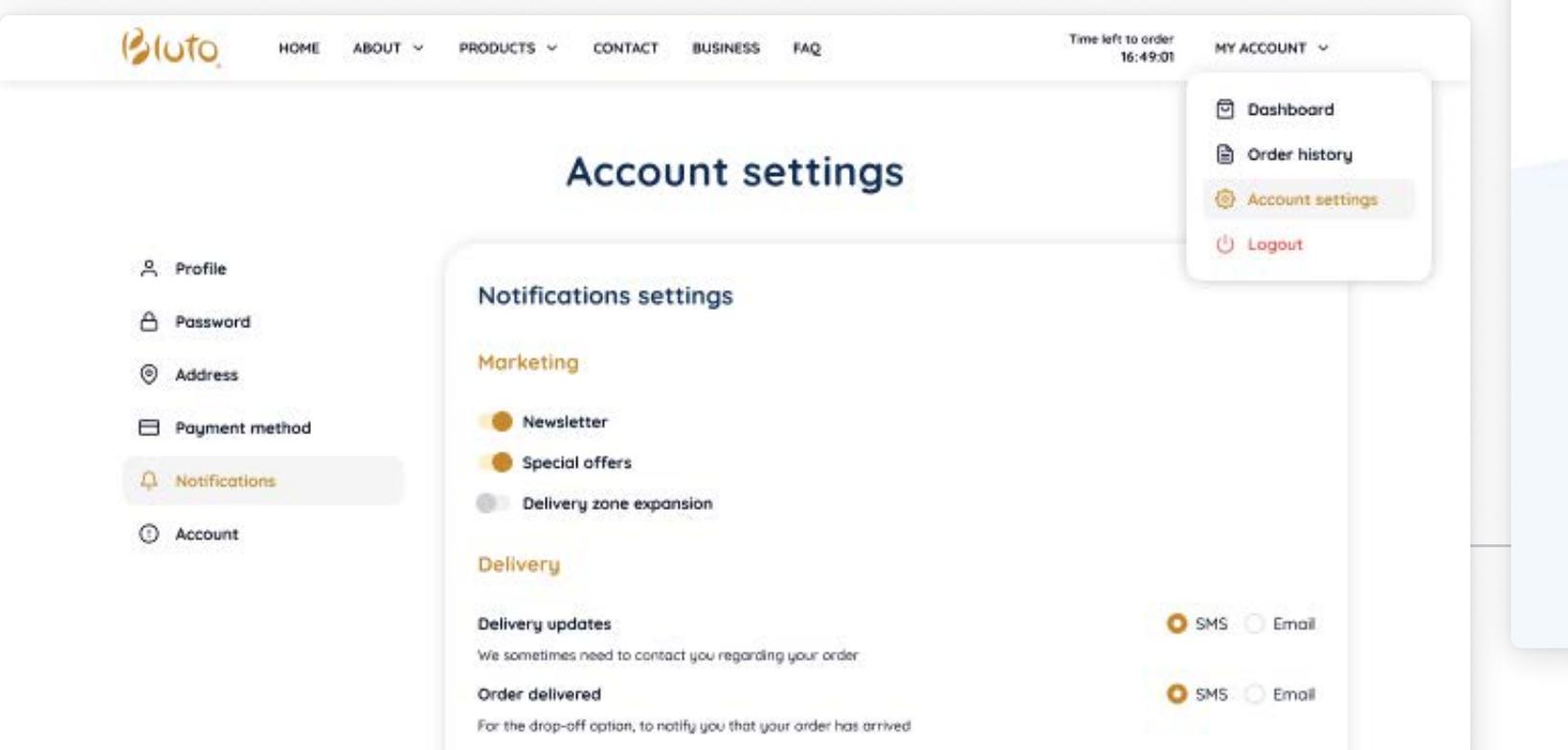
Recurring STOP PAUSE EDIT

Upcoming deliveries

Delivery type	Date and time	Products	Actions
One-off	Wed 4 May 2022 07:00-08:00	Baguette x1, Sourdough bread x1, Pain de Mie x1	CANCEL EDIT
One-off	Sat 7 May 2022 07:00-08:00	Hand-to-hand	ADD EXTRA PRODUCTS
Recurring	Sat 7 May 2022 08:00-09:00	Hand-to-hand	ADD EXTRA PRODUCTS
Recurring	Mon 9 May 2022 07:00-08:00	Hand-to-hand	ADD EXTRA PRODUCTS
Recurring	Sat 14 May 2022 08:00-09:00	Hand-to-hand	ADD EXTRA PRODUCTS
Recurring	Mon 16 May 2022 07:00-08:00	Hand-to-hand	ADD EXTRA PRODUCTS
Recurring	Sat 21 May 2022 08:00-09:00	Hand-to-hand	ADD EXTRA PRODUCTS
Recurring	Mon 23 May 2022 07:00-08:00	Hand-to-hand	ADD EXTRA PRODUCTS

One-off order ORDER

Send a gift ORDER



Time left to order 16:49:01 MY ACCOUNT

Profile
Password
Address
Payment method
Notifications
Account

Notifications settings

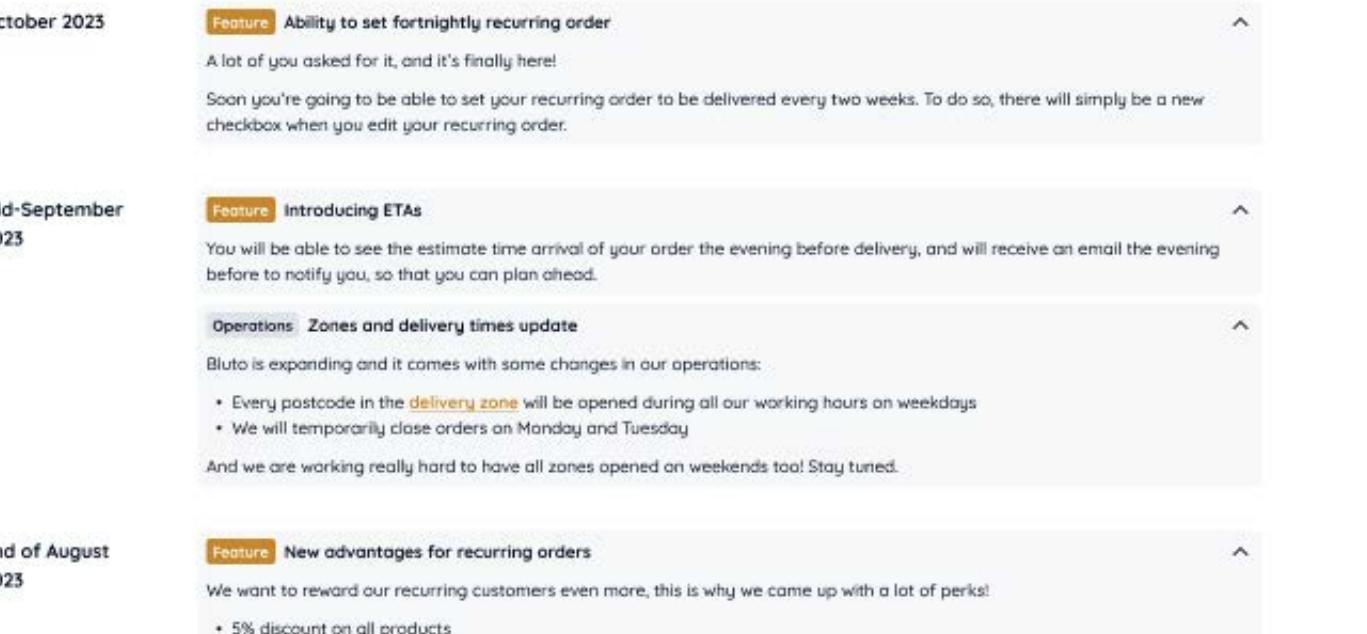
Marketing

- Newsletter
- Special offers
- Delivery zone expansion

Delivery

Delivery updates: SMS Email

Order delivered: SMS Email



October 2023 Feature Ability to set fortnightly recurring order

A lot of you asked for it, and it's finally here! Soon you're going to be able to set your recurring order to be delivered every two weeks. To do so, there will simply be a new checkbox when you edit your recurring order.

Mid-September 2023 Feature Introducing ETAs

You will be able to see the estimate time arrival of your order the evening before delivery, and will receive an email the evening before to notify you, so that you can plan ahead.

Operations: Zones and delivery times update

Bluto is expanding and it comes with some changes in our operations:

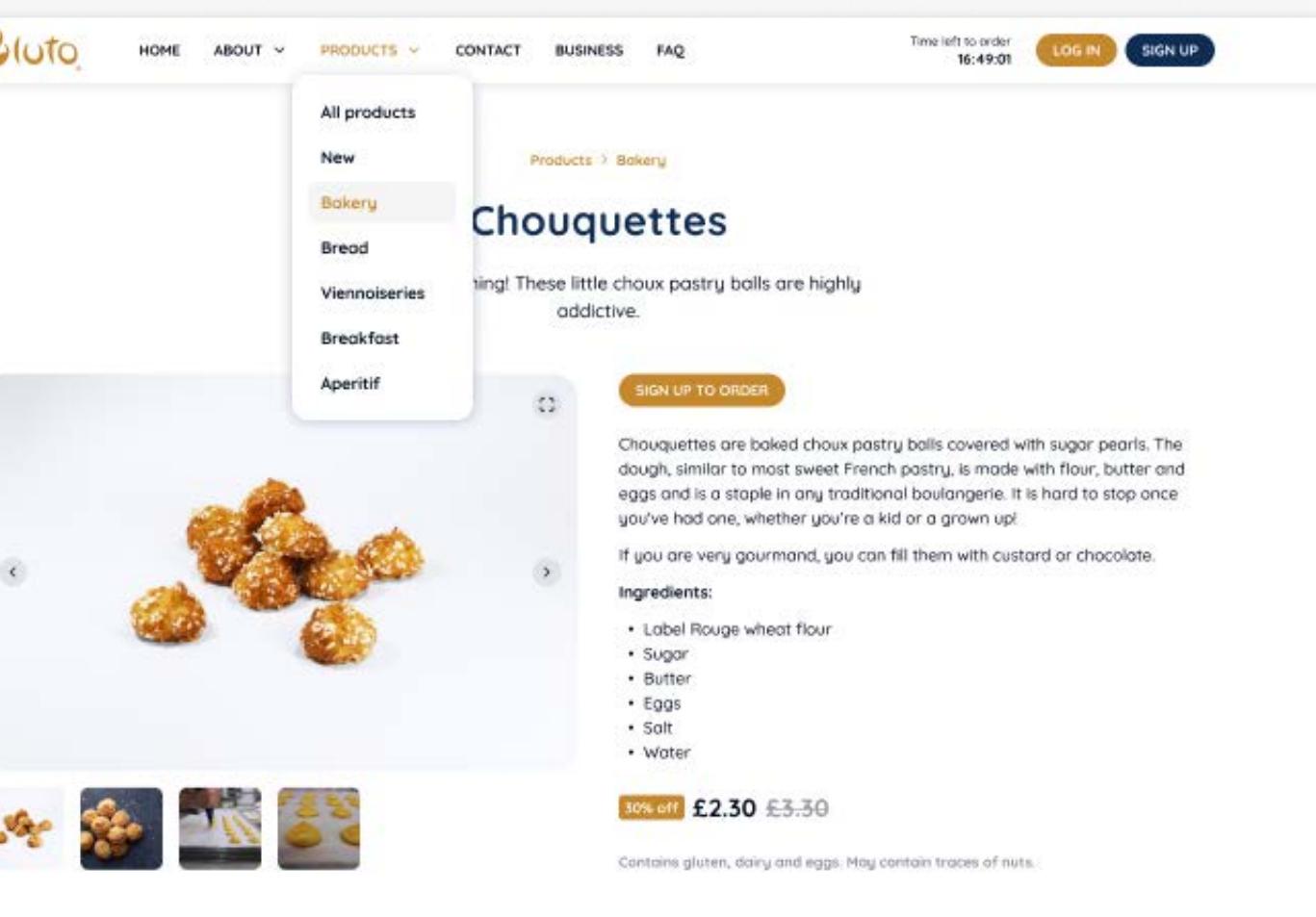
- Every postcode in the delivery zone will be opened during all our working hours on weekdays
- We will temporarily close orders on Monday and Tuesday

And we are working really hard to have all zones opened on weekends too! Stay tuned.

End of August 2023 Feature New advantages for recurring orders

We want to reward our recurring customers even more, this is why we came up with a lot of perks!

- 5% discount on all products



Bluto HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Delivery zone

Bluto is expanding!

Dashboard

Upcoming deliveries

Chouquettes

Chouquettes are baked choux pastry balls covered with sugar pearls. The dough, similar to most sweet French pastry, is made with flour, butter and eggs and is a staple in any traditional boulangerie. It is hard to stop once you've had one, whether you're a kid or a grown up!

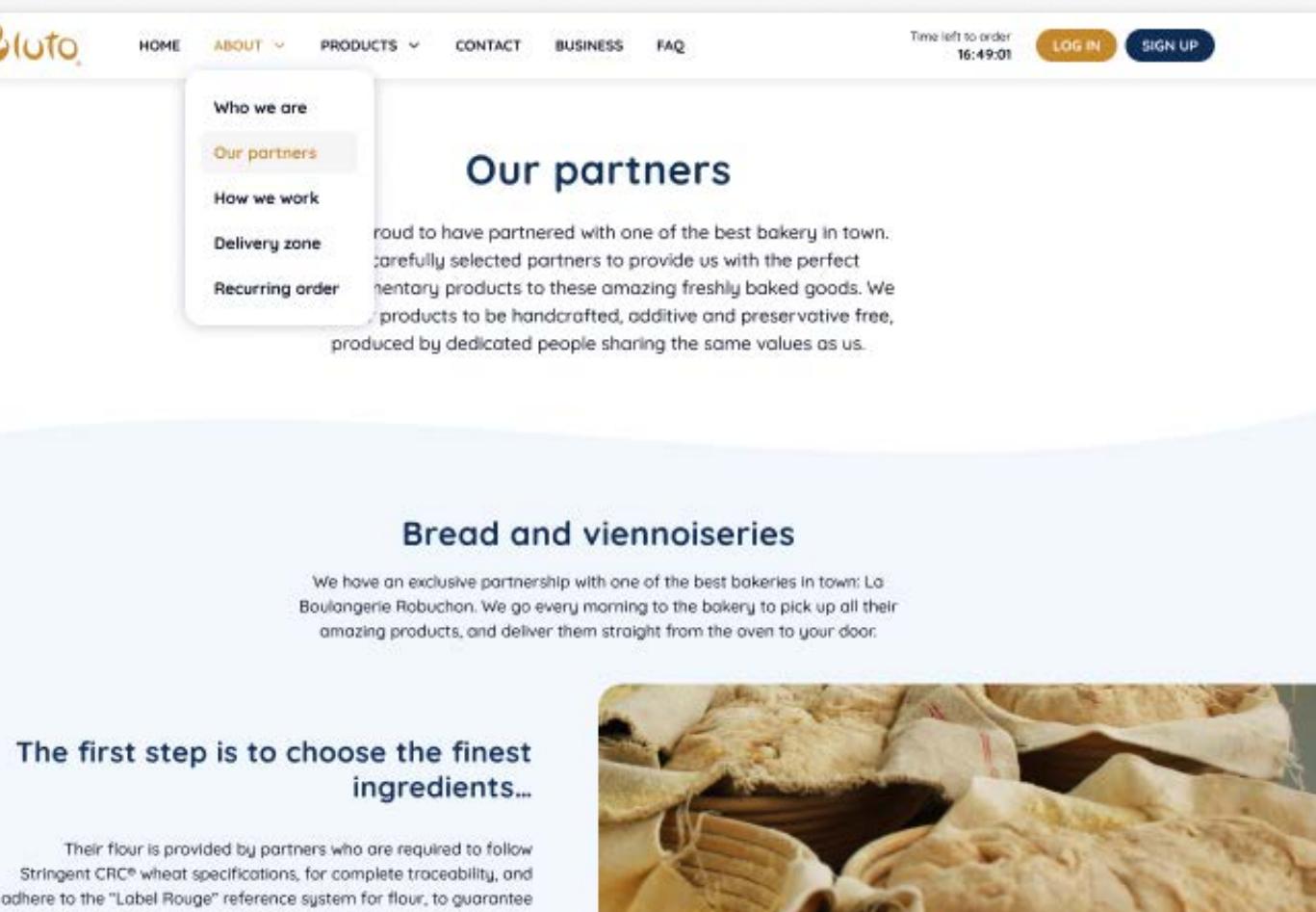
If you are very gourmand, you can fill them with custard or chocolate.

Ingredients:

- Label Rouge wheat flour
- Sugar
- Butter
- Eggs
- Salt
- Water

30% off £2.30 £3.30

Contains gluten, dairy and eggs. May contain traces of nuts.



Bluto HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Who we are
Our partners
How we work
Delivery zone
Recurring order

Our partners

Bread and viennoiseries

The first step is to choose the finest ingredients...

Their flour is provided by partners who are required to follow stringent CFC® wheat specifications, for complete transparency, and adhere to the "Label Rouge" reference system for flour, to guarantee consistency and no additives. Their butter is carefully selected and has

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Screens

Alongside the user facing platform, I also created a full back-office to administrate the platform.

Dashboard

Route planner: Daily £261.80, 16 orders. Weekly £1,270.10, 108 orders. Monthly £4,064.10, 349 orders. Yearly £49,718.35.

Product list (J+1): Turnover and orders chart showing a steady increase from January to December.

Route planner

Date: 01/01/2021. Nb addresses: 45, Nb vehicles: 2.

Products: Tradition baguette, Sourdough Bread, Raisins & Walnuts Bread, Seed Bread, Large Seed Bread, Pain de Mie, Rye Bread, Brioche, Croissant, Pain au Chocolat, Pain Viennois, Individual Gluten free Bread, Chouquettes.

Orders: All day, Shift: All day, Vehicle: Blutobile.

Route planner

Date: 01/01/2021. Shift: All day. Vehicle: All. Nb addresses: 45, Nb vehicles: 2.

Products: Tradition baguette, Sourdough Bread, Raisins & Walnuts Bread, Seed Bread, Large Seed Bread, Pain de Mie, Rye Bread, Brioche, Croissant, Pain au Chocolat, Pain Viennois, Individual Gluten free Bread, Chouquettes.

Orders

Showing 1 to 10 of 10659 entries (filtered from 28482 total entries). Reset.

Status	Payment status	Type	Date	Created at	Updated at	Gift	External	REMOVE FILTERS	
Customer	Status	Type	Date	Time slot	Created at	Updated at	Is gift	Is external	Total
Luke Skywalker	NEW	Recurring	04/05/2022	07:00 - 08:00	02/05/2022, 12:35	02/05/2022, 12:49	No	No	£24.00
Rosemarie Reichel	NEW	One-off	04/05/2022	06:00 - 07:00	05/05/2022, 12:35	-	No	No	£12.90
Jake Bergman	NEW	One-off	04/05/2022	06:00 - 07:00	27/04/2022, 12:35	-	No	No	£35.25
Charlotte Beach	NEW	Recurring	04/05/2022	06:00 - 07:00	05/05/2022, 09:01	-	No	No	£7.95
Louise Pollich	NEW	Recurring	04/05/2022	06:00 - 07:00	02/05/2022, 12:35	02/05/2022, 18:04	No	No	£58.05
Lionel Corwin	NEW	One-off	04/05/2022	06:00 - 07:00	27/04/2022, 12:35	29/04/2022, 22:29	No	No	£104.90
Angeline Skiles	NEW	Recurring	04/05/2022	06:00 - 07:00	02/05/2022, 12:35	-	No	No	£12.80
Blake Daugherty	NEW	One-off	04/05/2022	07:00 - 08:00	05/05/2022, 09:40	-	Yes	No	£54.45
Jake Romaguera	NEW	Recurring	04/05/2022	07:00 - 08:00	05/05/2022, 09:43	-	No	No	£6.05
Ashley Leffler	NEW	Recurring	04/05/2022	07:00 - 08:00	02/05/2022, 12:35	03/05/2022, 07:31	No	No	£24.10

Customers

Showing 1 to 10 of 1024 entries. Reset.

Name	Type	Email	Phone	Postcode
Luke Skywalker	Consumer	force4ever@gmail.com	077 0405 1138	W12 9LF
Roman Włoszak	Consumer	Roman_Włoszak@yahoo.com	077 0405 1138	W12 8FD
Morris Gemini	Consumer	MorrisGemini@hotmail.com	077 0405 1138	SW3 7AD
Vinnie Schneider	Consumer	Vinnie.Schneider@yahoo.com	077 0405 1138	W1X 9SF
Tobin Kuhn	Consumer	Tobin.Kuhn62@yahoo.com	077 0405 1138	W9 1ED
Jeanne Kunze	Consumer	Jeanne_Kunze62@yahoo.com	077 0405 1138	SW6 8DD
Jaylyn Tillman	Consumer	Jaylyn.Tillman@gmail.com	077 0405 1138	SW10 8FO
Whitney Nienow	Business	Whitney.Nienow@yahoo.com	077 0405 1138	SW13 8FE
Lurline Breitenberg	Consumer	Lurline_Breitenberg@hotmail.com	077 0405 1138	NW10 0J7
Geraldine Ritchie	Consumer	Geraldine.Ritchie@yahoo.com	077 0405 1138	SW5 1TT

Blutobile

01/01/2021 07:00 - 08:00. Blutobile. 12. 56°.

Product	Qty	Order	Customer	ETA	Products
Tradition baguette	20	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Ivan Leisch	4	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Sourdough Bread	3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	45 Longhorne St SW6 6JT	8	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Raisins & Walnuts Bread	5	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Sherry Koch	8	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Bread	3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Gretchen Schmier	10	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Seed Bread	4	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Stacy Lorsan	13	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Large Seed Bread	1	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Diane Stedemann	19	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Pain de Mie	3	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	20 Coniger Rd SW6 3TA	36	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Rye Bread	1	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Individual Gluten free Bread	41	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Brioche	25	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Rex Gorczyn	47	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Croissant	50	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Alice Stark	52	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Pain au Chocolat	58	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Andie Black	52	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Pain Viennois	16	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Edmund Brothite	55	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
Individual Gluten free Bread	1	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Michael Nienow	56	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Orders

Edit an order < Back to all orders.

Information: Customer Luke Skywalker.

Orders: Date 04/05/2022, Time slot 07:00-08:00. Promo code.

Recurring orders: Gift message.

Gift cards: Paid.

Products: Status NEW.

Promo codes: Basket.

Users: Product Tradition baguette, Quantity 1.

Customers

Edit a customer < Back to all customers.

Information: Luke Skywalker.

Orders: Type Consumer.

Gift cards: Email force4ever@gmail.com.

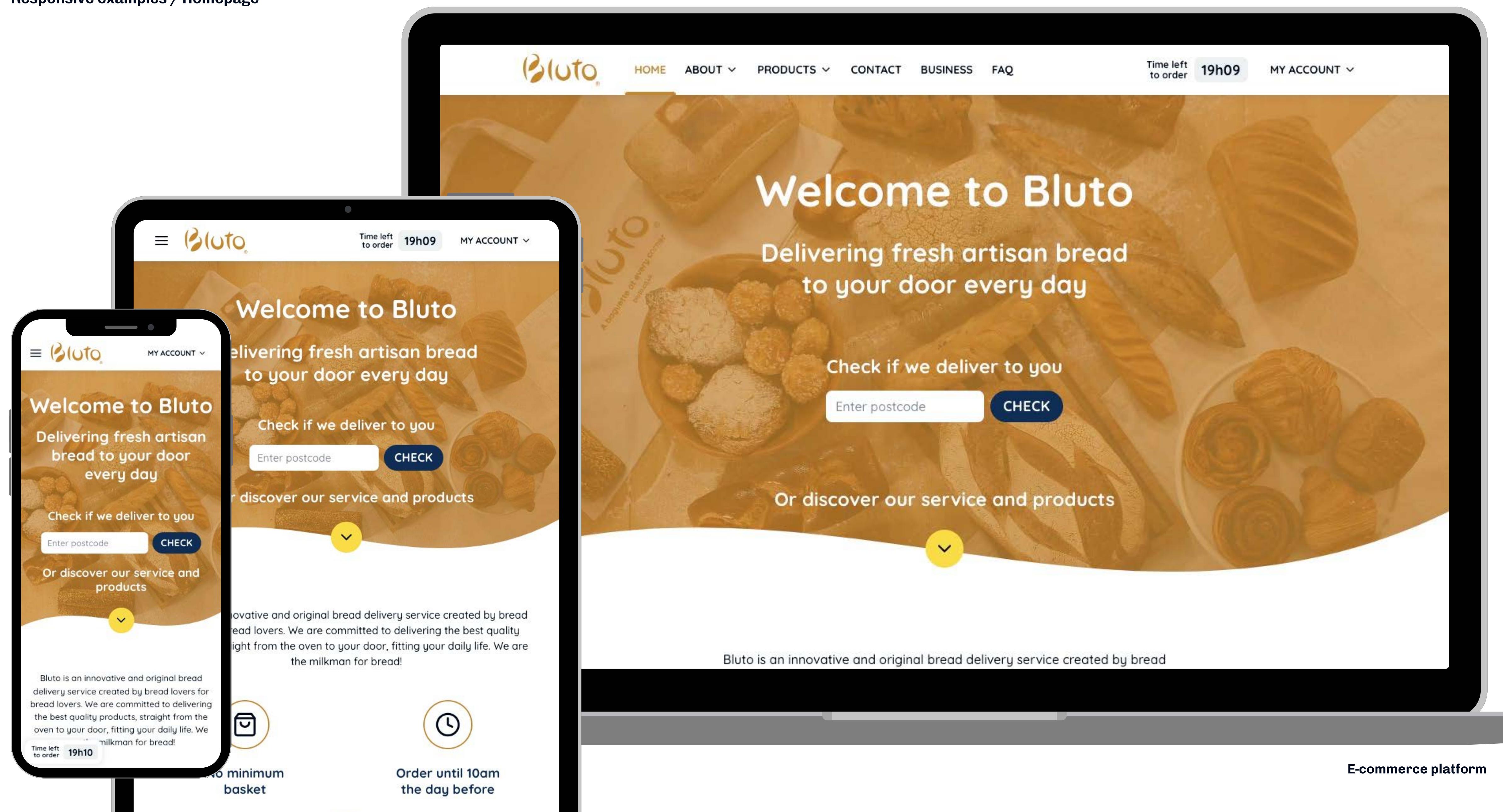
Products: Phone 077 0405 1138.

Promo codes: Comment.

Users: Active.

Logs: SAVE AND BACK, CANCEL.

Responsive examples / Homepage



The image displays three responsive views of the Bluto homepage, showing how the layout adapts to different screen sizes. The desktop view on the right shows a large banner with bread, navigation links, and a delivery timer. The tablet view in the middle shows a smaller banner and more detailed content. The mobile view on the left shows the most compact layout with a single banner and essential information.

Bluto

HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Time left to order 19h09 MY ACCOUNT

Welcome to Bluto

Delivering fresh artisan bread to your door every day

Check if we deliver to you

Enter postcode CHECK

Or discover our service and products

Bluto is an innovative and original bread delivery service created by bread delivery service created by bread lovers. We are committed to delivering the best quality products, straight from the oven to your door, fitting your daily life. We are the milkman for bread!

Order until 10am the day before

Bluto is an innovative and original bread delivery service created by bread delivery service created by bread lovers. We are committed to delivering the best quality products, straight from the oven to your door, fitting your daily life. We are the milkman for bread!

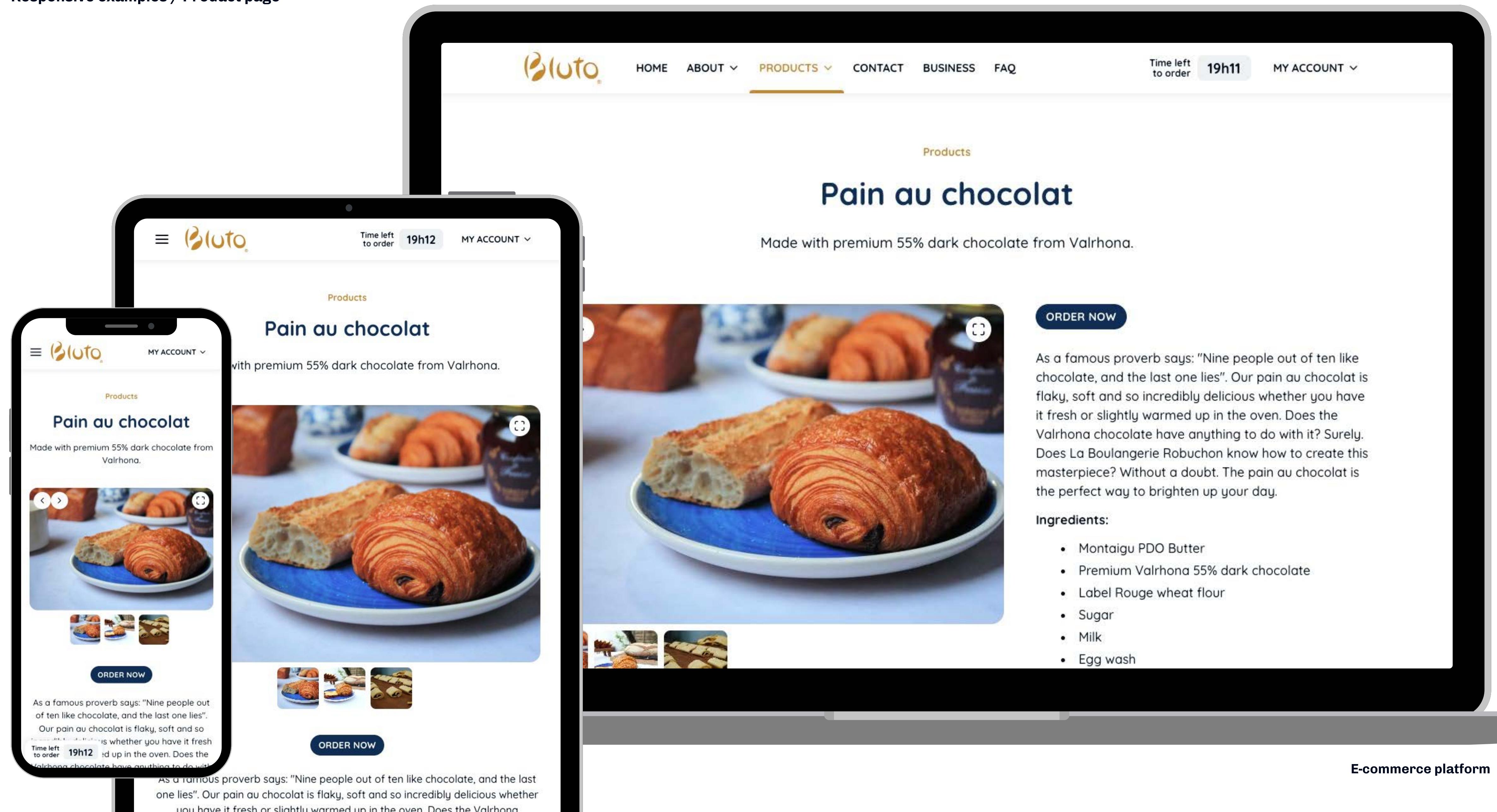
Bluto is an innovative and original bread delivery service created by bread delivery service created by bread lovers. We are committed to delivering the best quality products, straight from the oven to your door, fitting your daily life. We are the milkman for bread!

Time left to order 19h10

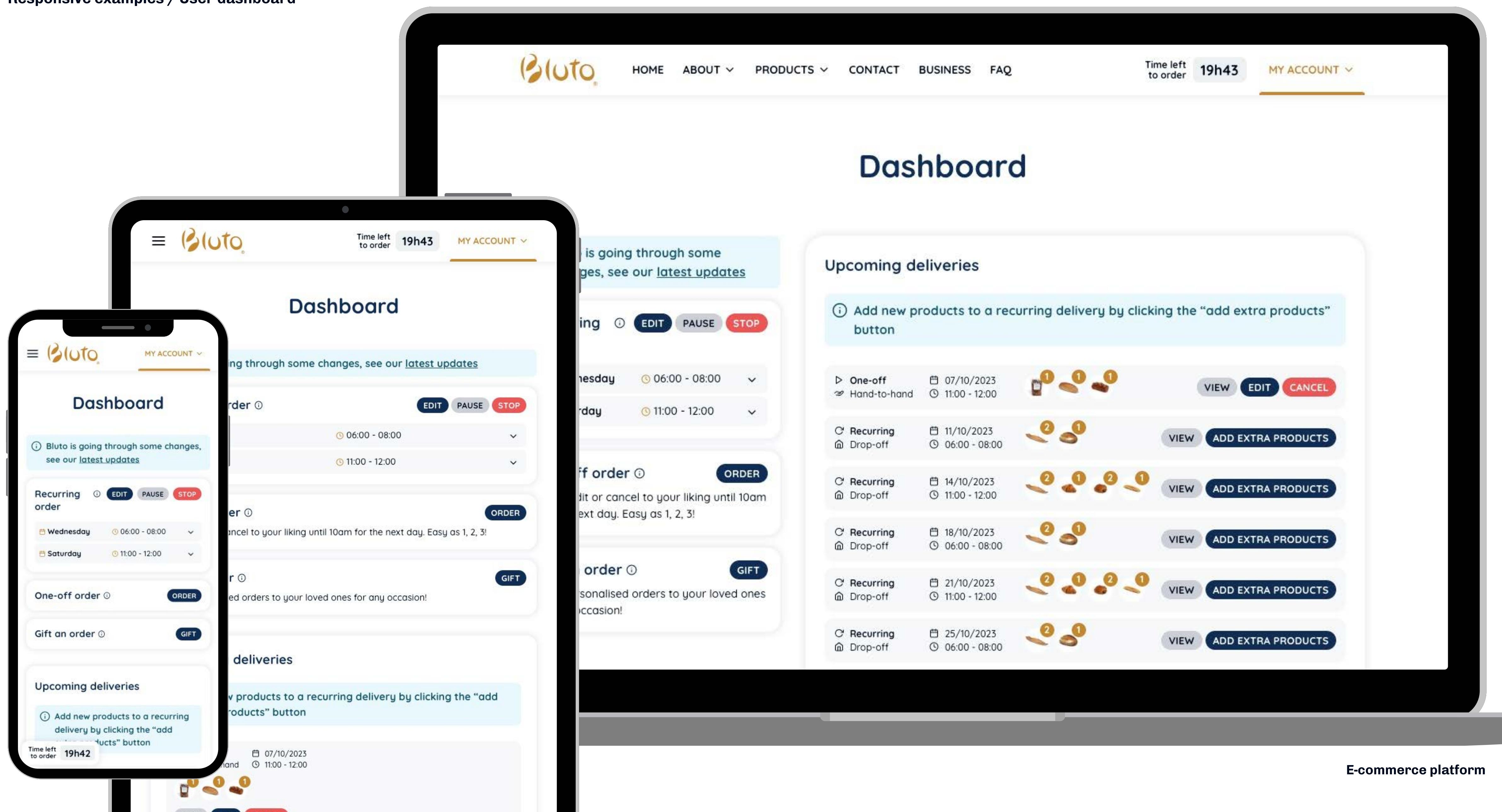
Order with minimum basket

E-commerce platform

Responsive examples / Product page



Responsive examples / User dashboard



The image displays three responsive views of the Bluto user dashboard, showing how the layout adapts to different screen sizes.

Mobile View (Left): The mobile view shows a simplified dashboard with sections for "Recurring order", "One-off order", "Gift an order", and "Upcoming deliveries". Each section includes a "VIEW" button. The "Upcoming deliveries" section contains a note about adding products to a recurring delivery.

Tablet View (Middle): The tablet view provides a more detailed look at the dashboard. It includes sections for "Recurring order", "One-off order", "Gift an order", and "Upcoming deliveries". The "Upcoming deliveries" section is expanded to show specific delivery details like date, time, and product icons.

Desktop View (Right): The desktop view is the most detailed. It features a "Dashboard" header and a "Upcoming deliveries" section. The "Upcoming deliveries" section lists seven deliveries with details such as date, time, delivery method (One-off or Recurring, Hand-to-hand or Drop-off), and product icons. Each delivery item includes "VIEW", "EDIT", and "CANCEL" buttons, along with an "ADD EXTRA PRODUCTS" button.

Page Footer: E-commerce platform

2

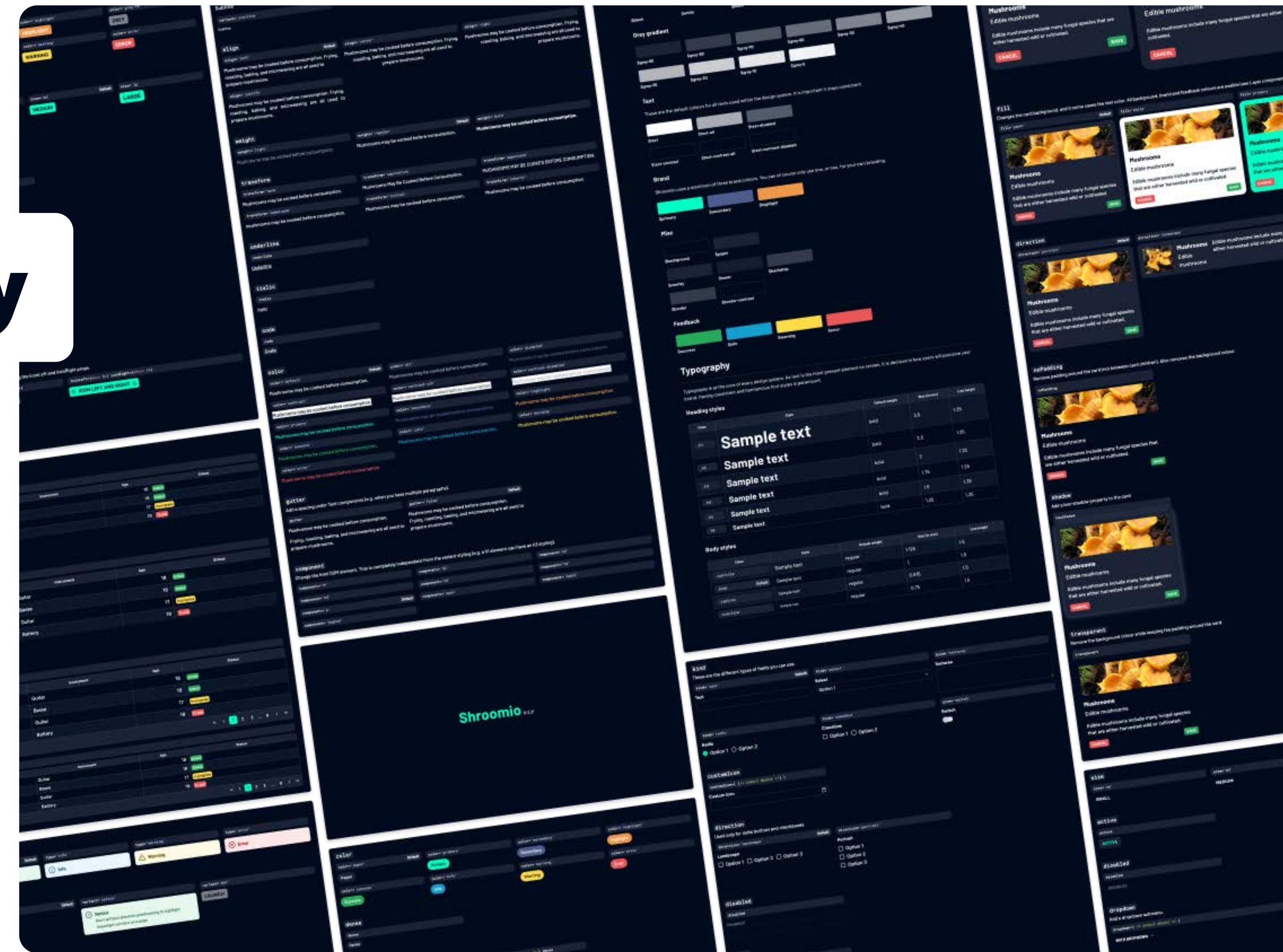
/ Web development /

Customer
Personal project

React UI library

Bespoke components for React apps

I started building this component library while learning React and have been completing it ever since. It's a great way to keep learning, and also to have a collection of resources at hand when I build design systems for new projects.

[GO TO STORYBOOK PROJECT](#)

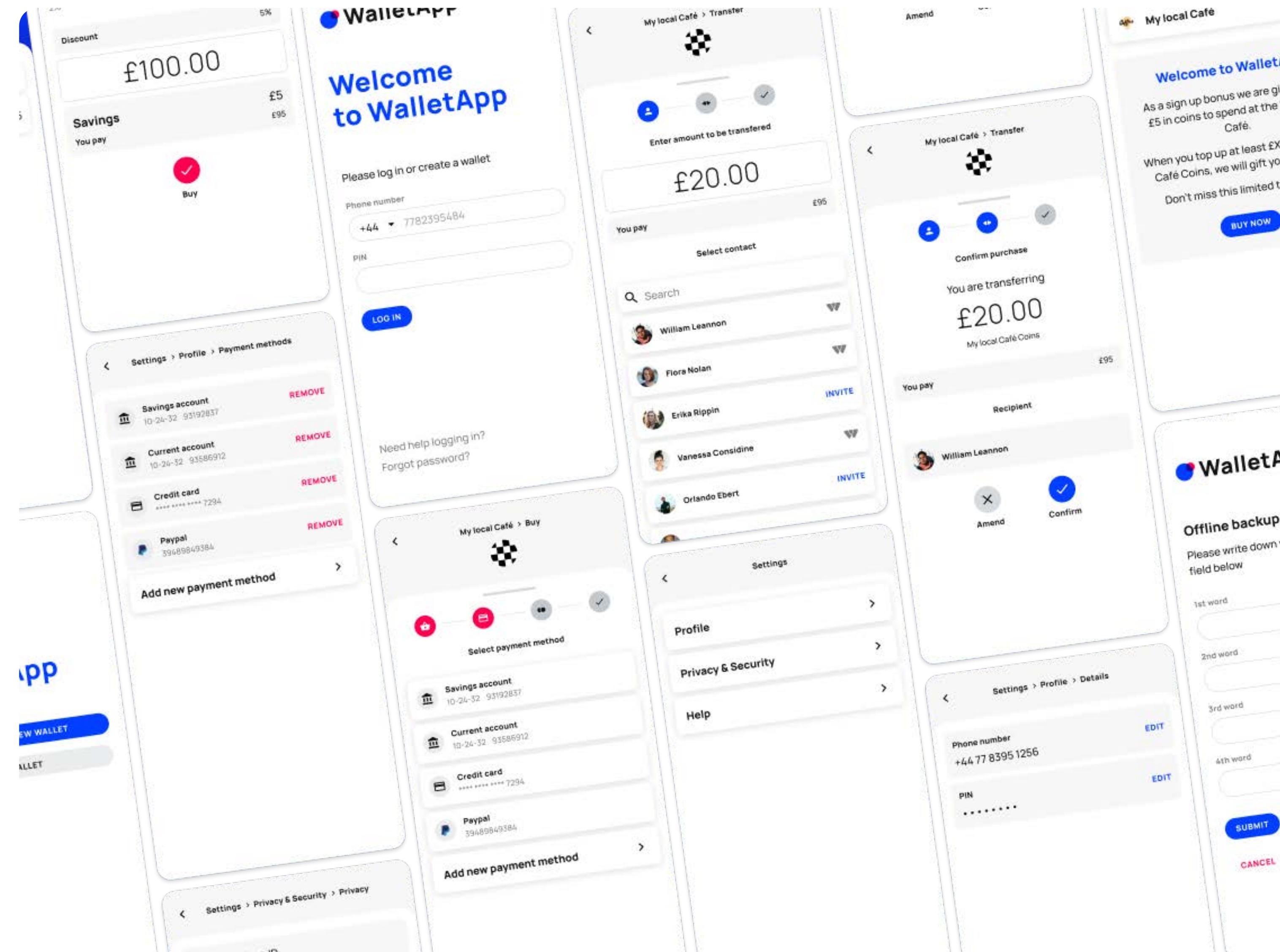
3 /

Brand identity / Customer
Product design / Under NDA

Wallet app

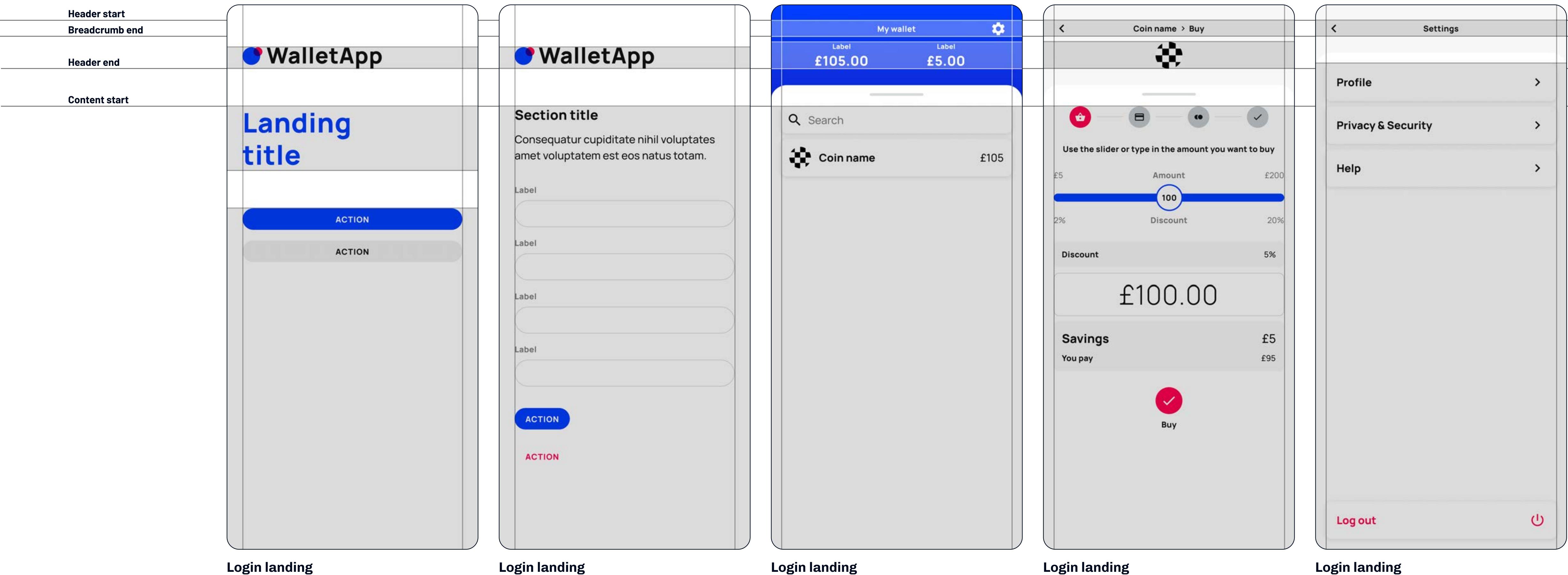
Mobile app wireframing and design

This was a design for a pre-seed A MVP. The client wanted a the demo app to be graphically appealing, so I created a cool design system and then prototyped the first features for the developers to code.



Layout wireframes

Before starting the fully fledged design, I determined the layout types and created common structures to create balance and harmony between each screen.



Branding and design system

I created a complete design system and implemented it for the developers to use.

A color palette grid with 12 columns and 10 rows of color swatches. The columns are labeled at the top: Common, Primary, Secondary, Error, Warning, Info, Success, Grey, Text, Background, Action, Other, and Brand. The rows are numbered 1 through 10 on the left. Each cell contains a small square of a specific color. The colors transition through various hues and shades, including black, white, and various blues, reds, greens, and yellows. Some cells contain small icons: 'f' in the top right, 'o' in the second row, 'in' in the third row, 'M' in the fourth row, and a Twitter bird icon in the fifth row.

ContentTitle

Component

Title

Subtitle

CONNECT

Cards

Total Revenue from MyeClaims sold
£3,320.40



Stepper

Mixins



Step



Component



Breadcrumbs

Mixins

Interactive Link

- Neutral Link
- Active Link
- Active Link

Components

Link > Link > Link

Checkboxes

Components

- Checked
- Unchecked
- Partial
- Checked
- Unchecked
- Partial

FormControls

£5.00

Buy Transfer

Breadcrumb

Mixins

1 2 3

- Interactive Link
- Standard Link
- Active Link
- ★ Active Link

Component

Link > Link > Link > Link > Link

Checkbox

Component

- Checked
- Unchecked
- Partial
- Checked
- Unchecked
- Partial

FormControl

Legend

- Label
- Label
- Label

Legend

- Label
- Label
- Label

IconButton

Component

-
-
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-

Input
Helper text

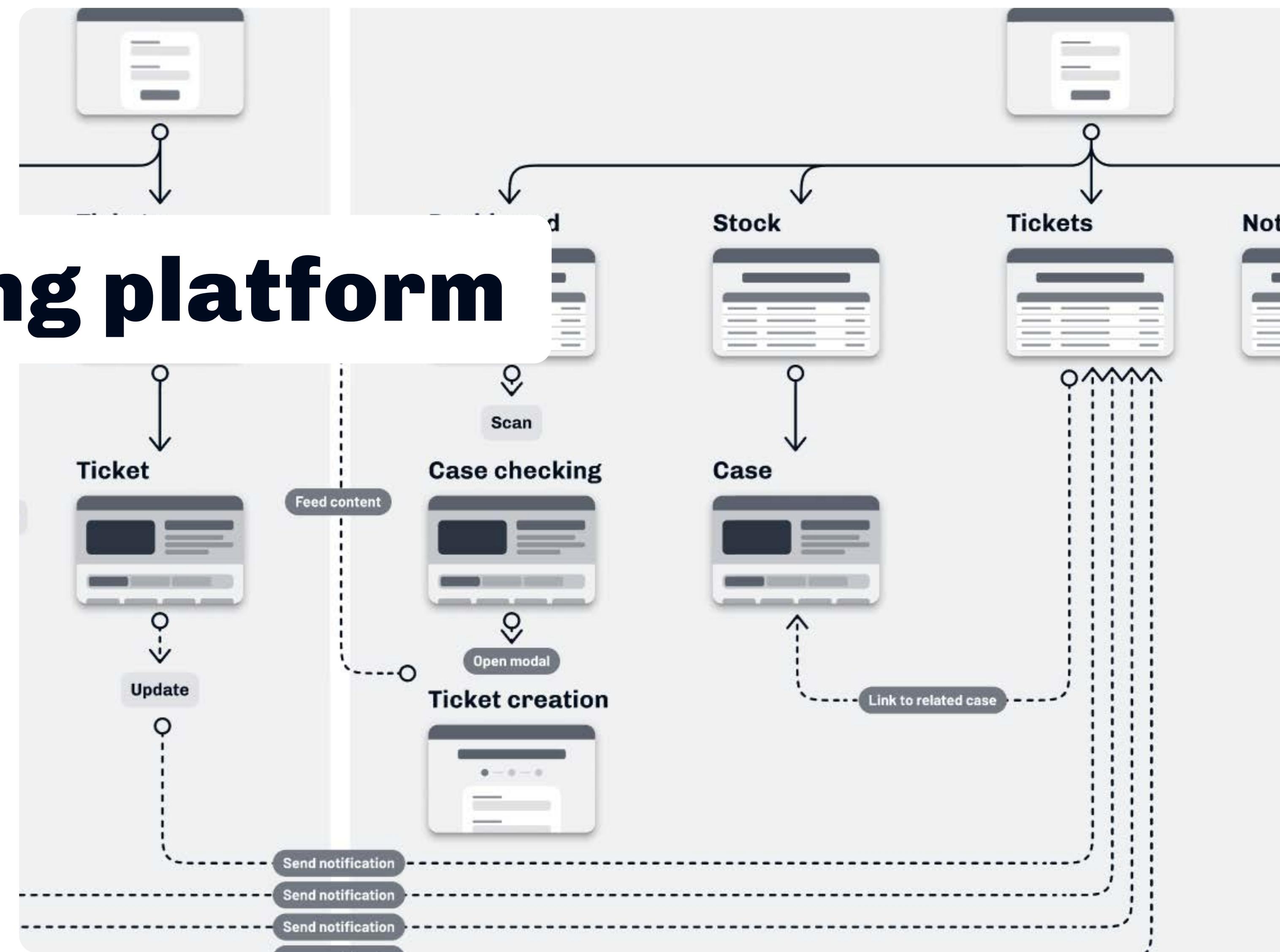
4

Product design /
Wireframing /Customer
Under NDA

Stock & ticketing platform

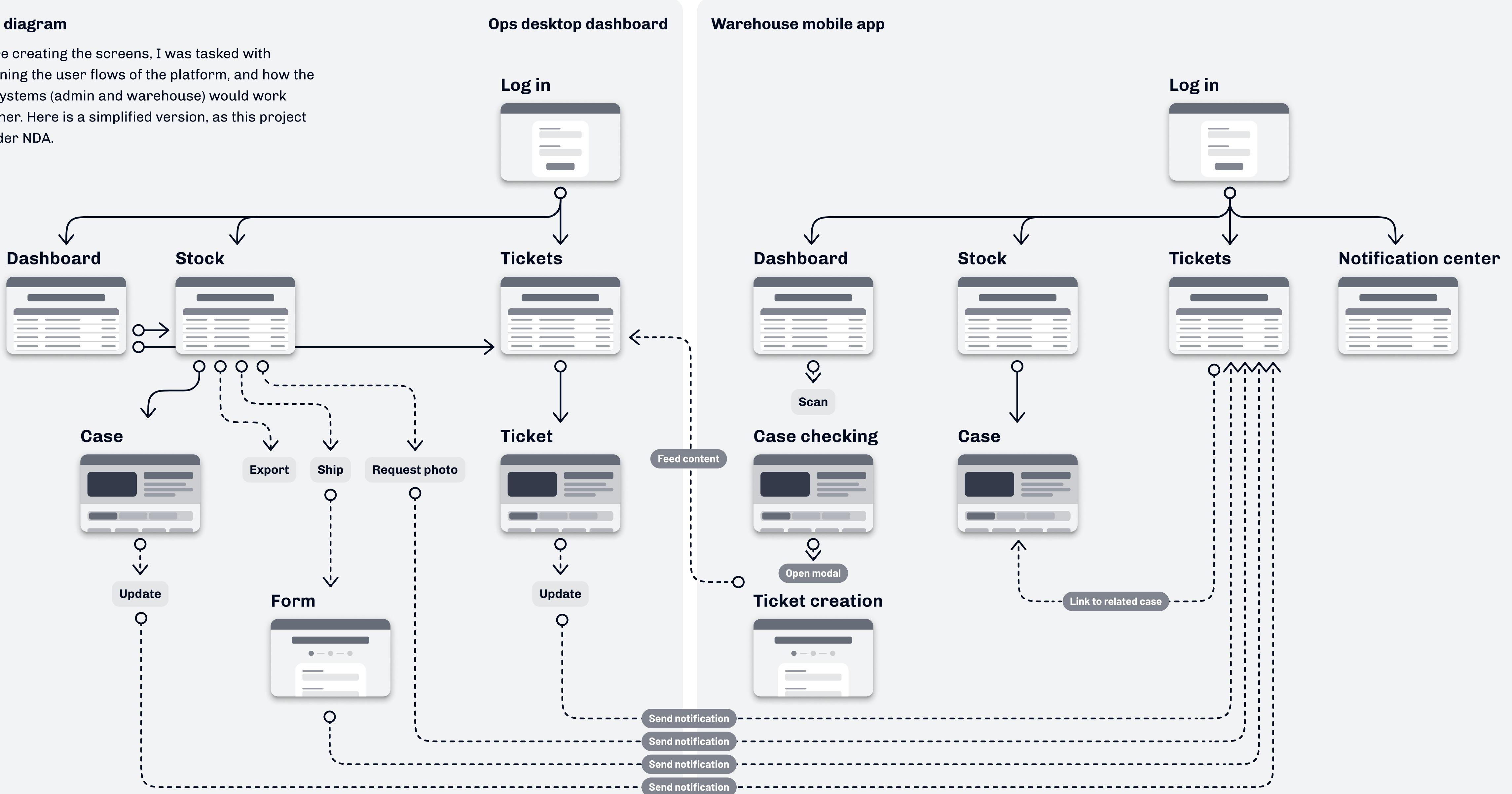
Back-office desktop and mobile app

This project was less focused on design, and it allowed me to focus on UX and feature design, creating wireframes, user stories and feature flows with the client and then prototyping them for developers.



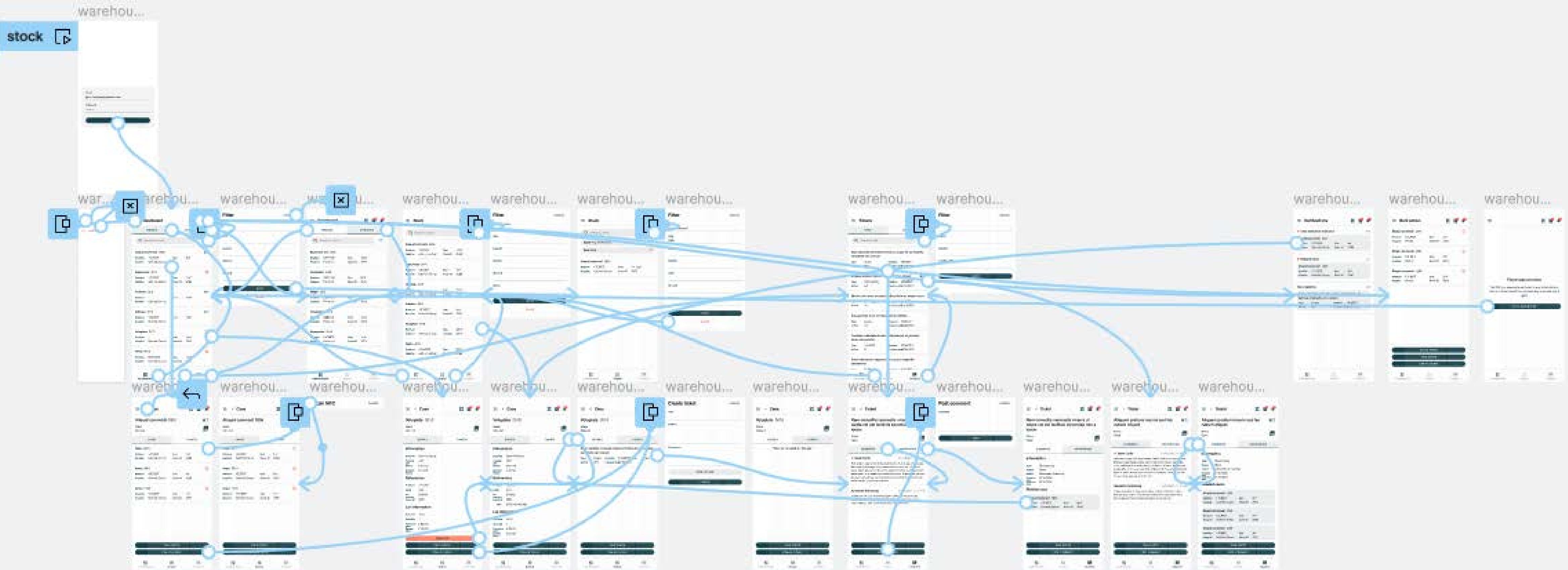
Flow diagram

Before creating the screens, I was tasked with designing the user flows of the platform, and how the two systems (admin and warehouse) would work together. Here is a simplified version, as this project is under NDA.



Wireframes

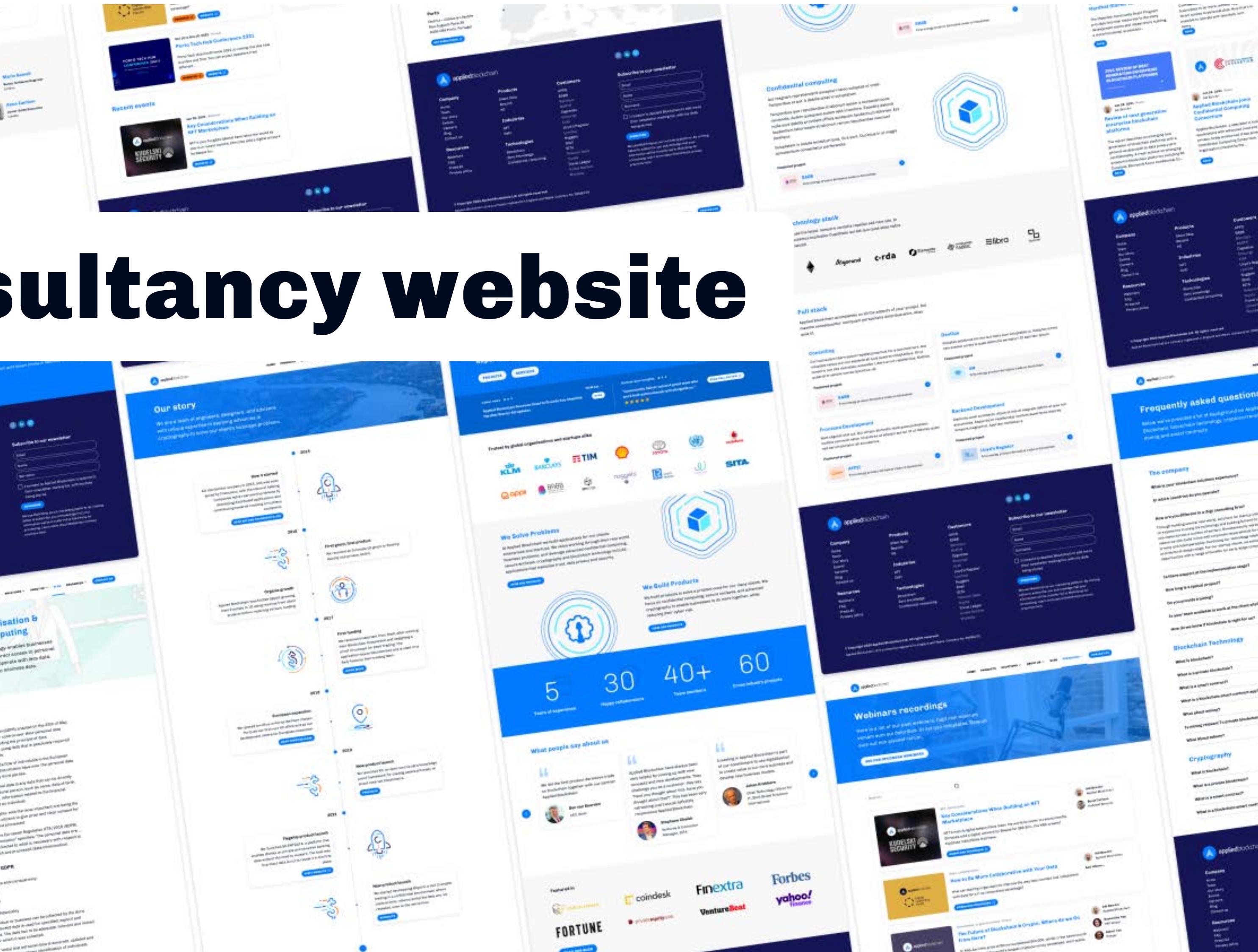
Before creating the screens, I designed the user flows, and how the two systems (admin and warehouse) would work together. I then made wireframes, in order to showcase the flows using Figma's wireframing tool to the client.



5

Brand identity /
Website design /
Web development /

Customer
Applied Blockchain



Blockchain consultancy website

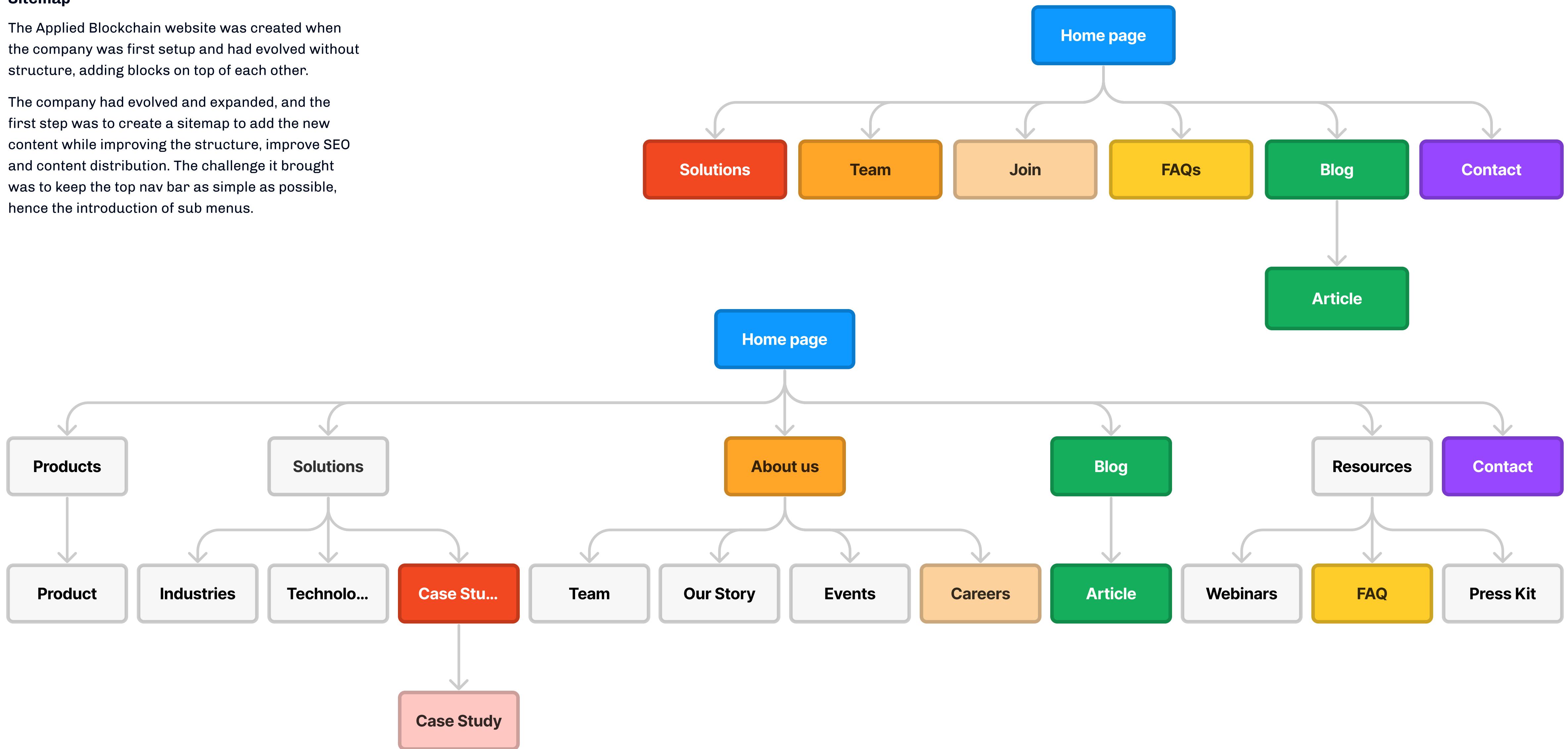
Website redesign

This project was part of the complete re-branding of Applied Blockchain, a blockchain consultancy and development startup. I was brought onboard to create from scratch what would become the company's new brand identity. And the biggest part of that project was the website rebranding.

Sitemap

The Applied Blockchain website was created when the company was first setup and had evolved without structure, adding blocks on top of each other.

The company had evolved and expanded, and the first step was to create a sitemap to add the new content while improving the structure, improve SEO and content distribution. The challenge it brought was to keep the top nav bar as simple as possible, hence the introduction of sub menus.



Homepage

The homepage lacked colour and graphical elements to hook the user instantly. The company also had gained visibility and recognition and it was paramount to showcase it.



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We are hiring! Join our growing team of blockchain experts and industry professionals

VIEW CAREERS

Welcome to Applied Blockchain

From NFT to DeFi, build your solution with one of the most experienced teams in the industry

PROJECTS SERVICES

Latest news

Applied Blockchain Receives Grant to Provide Key Chainlink Hardhat Starter Kit Updates

Gartner GLOBAL TOP 20 BLOCKCHAIN CONSULTING FIRM 2017-2020

Trusted by global organisations and startups alike

KLM BARCLAYS TIM SHELL TOYOTA UNITED NATIONS VODAFONE

appi BABB emsurge nuggets Lloyd's Register SITA

We Solve Problems

At Applied Blockchain we build applications for our clients: enterprises and startups. We value working through their real world business problems, and leverage advanced confidential computing, secure enclaves, cryptography and blockchain technology to build applications that maximise trust, data privacy and security.

VIEW OUR PROJECTS

We Build Products

We build products to solve a problem once for our many clients. We focus on confidential computing, secure enclaves, and advanced technologies to build solutions that are secure, fast, and reliable.

30 Happy collaborators

40+ Team members

60 Cross industry projects

Put us

“Applied Blockchain have always been very helpful by coming up with new concepts and new developments. They challenge you as a customer, they say “have you thought about this, have you thought about that?”. This has been very refreshing and I would definitely recommend Applied Blockchain.”

Stephane Cheikh Ventures & Innovation Manager, SITA

“Investing in Applied Blockchain is part of our commitment to use digitalisation to create value in our core business and develop new business models.”

Johan Krebbers Chief Technology Officer for IT, Shell Global Solutions International

coindesk Finextra Forbes

privateequitywire VentureBeat yahoo! finance

products Customers

Client Data Beyond Barclays BARTR Cygnitise Emsurge KLM Lloyd's Register Lymited Nuggets Shell SITA Telecom Italia

Industries

FT aFi

technologies

Blockchain zero knowledge confidential computing

Subscribe to our newsletter

Email

Name

Surname

I consent to Applied Blockchain to add me to their newsletter mailing list, with my data being stored.

SUBSCRIBE

Projects/case studies

I implemented an article system, with a grid system for the entry page to be able to scan through all the case studies easily, and single pages for each case studies to showcase more content.

appliedblockchain

solution client join us FAQs blog contact

distributed drone registry

Aviation Industry IT and Telecommunications Multinational

Applied Blockchain has been commissioned by SITA, the world's leading specialist in air transport communications and information technology for the aviation industry with a turnover of \$1.6 Billion and 4,500 employees, to develop the world's first distributed drone registry. The private blockchain platform brings together drone operators, drone manufacturers and regulators together with a single source of truth.

Flight path data captured by a drone during a flight can be uploaded into the same shared ledger and represented visually on an interactive map. As this data is attached to a registered drone, aviation authorities can plot the flights of a specific drone, all drones of a given operator, or even all drones from a specific manufacturer, all on a single map and in real time. This access to data is a paradigm shift from legacy based systems, which inherently rely upon a single trusted party to maintain the data and provide the correct level of access to users.

“

“Applied Blockchain have always been very helpful by coming up with new concepts and new developments. They challenge you as a customer, they say ‘have you thought about this, have you thought about that?’. This has been very refreshing and I would definitely recommend Applied Blockchain.”

Stephane Cheikh

Ventures & Innovation Manager, SITA Ventures

blockchain based social bank

A Startup Bank Applying For A Banking License

Applied Blockchain is working with BABB, a financial institution that is applying to become a social bank, to build the core banking infrastructure and a full-stack banking application on a private blockchain using smart contracts. The solution stores customer data within smart contracts on the blockchain and connects customers and banking service providers on a shared network, where the permissions for who can access or use that data is entirely controlled directly by the customer.

BABB is a multi-sided platform built to provide banking and other financial services to individuals and small businesses. It is a unique opportunity to bring financial inclusion and social cohesion to the widest possible audience, connecting the Bimiliary and the Social without resorting to unnecessary middlemen or middle-layers of technologies.

“

“Applied Blockchain has experience in all levels of development – the blockchain core, the server level, the interface to web, the interface to mobile – so they look at the end-to-end process to minimise costs, maximise performance and improve scalability.”

Guido Branca
Former CEO, BABB

authorised signatory list

Cross-industry Blockchain Signatory Platform Startup

Applied Blockchain has been engaged by Cygnite to build a blockchain platform for the permissioned sharing and management of authorised signatory lists, where data is stored within smart contracts directly onto the blockchain. This replaces the existing process of manually creating, updating and reauthenticating signatory lists, which results in a large administrative burden and risk of fraud due to data inconsistencies.

The platform removes the need for constant signatory list reconciliation with a distributed ledger, where signatories can be added or removed in real time and a scan of their signature can be uploaded and hash of the file is stored securely into a smart contract. Using Applied Blockchain's Privacy Capsule, each user can dynamically determine which of the network members can access which specific aspects of the data, meaning that data is kept cryptographically secure, encrypted within smart contracts and can only be unlocked by another with the express permission of the entity that owns the data.

“

“Applied Blockchain feel the passion for your business. They don't just treat the development like a nonsensical piece of work they have been instructed to do and are getting paid for. They actually like to be involved, they feel excited about what you're

appliedblockchain

HOME PRODUCTS SOLUTIONS ABOUT US BLOG RESOURCES CONTACT US

Case studies

We develop applications for startups and enterprises using blockchain, advanced cryptography and secure enclaves

Search...

Lloyd's Register

Shipping

Lloyd's Register

Creating the first demonstrator that can register ships into Class using blockchain technology

LR created the first register of ships in 1764, a tool used to provide merchants and underwriters information about the quality and condition of vessels they chartered and insured.

[READ](#)

Energy

Shell

First energy product derivative trade on blockchain

Shell is a Dutch-British global group of energy and petrochemical companies.

[READ](#)

appii

Recruitment

APPII

World's first blockchain career verification and background screening platform

APPII is an online verification, career management, and recruitment platform.

[READ](#)

Travel Ledger

Travel

Travel Ledger

Travel settlement platform built on blockchain technology

Travel Ledger is a billing and settlement platform for the travel industry, that provides a single source of truth for the purchasing process for non-air travel along the entire distribution chain.

[READ](#)

 **TIM**

Telecom

Telecom Italia

TIM WCAP Innovation Program

Showcasing privacy-preserving technology

[READ](#)

UNITED NATIONS

Government

United Nations

Working with the United Nations agencies including World Food Program and UNICEF

Advising, developing, and enabling the UN agencies develop solutions to improve efficiency and reduce cost.

[READ](#)

BRBB
EVERYONE IS A BANK
BANK ACCOUNT BASED BLOCKCHAIN

SITA

About

I broke the about page into multiple pages for SEO and better content distribution. User know exactly where to look for the information they are looking for.



our approach
The company founders each come with 20+ years of experience in enterprise IT architecture, big data, AI, integration and solution delivery in telecommunications and financial services.

our team
Adi Ben-Ari, Francesco Canessa, Richard Short

Adi Ben-Ari, Chief Executive Officer
Francesco Canessa, Chief Technology Officer
Richard Short, Chief Operating Officer

Adi has extensive experience in enterprise technology spanning almost two decades. He has delivered major software projects with major institutions both in the UK and abroad in different industries including the financial services, telecoms and blockchain field. He is frequently at conferences and industry forums, and has led the delivery of a number of Blockchain smart contract solutions.

Francesco has a background of 10+ years in software development and 4+ years working on blockchain applications, developing tools and libraries for both Ethereum and Bitcoin. When he's not looking at code, Francesco builds and rides electric skateboards.

Richard has over 20 years experience in financial services operations as a programme manager and COO. Working in leading capital markets institutions and consultancies he has delivered projects across the globe, from different technology platforms and led numerous organisational change, offshoring and outsourcing, operational risk and process efficiency initiatives.



We're hiring! Our team is growing and we're looking for talented, independent, highly motivated individuals looking to work in a dynamic fast-paced environment on some of the most interesting projects in this space.

[Apply Now](#)

appliedblockchain

HOME PRODUCTS SOLUTIONS ABOUT US BLOG RESOURCES CONTACT US

Team

We are a team of engineers, designers, and advisors with unique expertise in applying advances in cryptography to solve our client's business problems.

Leadership team

Our founding team brings in 20+ years of experience in enterprise IT architecture, big data, artificial intelligence, integration and solution delivery in telecommunications and financial services.

Adi Ben-Ari
Founder & CEO

Adi has over 20 years enterprise software experience, more recently leading major deliveries of production blockchain and advanced cryptography solutions. Adi is widely recognised as an independent thought leader in the industry, a noted speaker at major conferences, and acts as an advisor for a number of startups. His work has been noted by the UK Government, where he was invited to present at Parliament, the House of Lords, and at University College London. Adi has co-invented and designed a number of patents related to confidential computing, cryptography, blockchain and mobile payments.

Francesco Canessa
CTO

Francesco is a seasoned technology expert and a serial hackathon winner, with a decade of experience in software development and four years within building blockchain applications. Francesco has worked on large-scale enterprise projects and with startups, building solutions for Sky TV Italia, 5Apps, and Quill Content to name a few. He has also developed tools and libraries for Ethereum and Bitcoin. Francesco is a fan of reading, writing and talking about software development, and is an open source enthusiast. When he's not looking at code, Francesco builds and rides electric skateboards.

Management team

Cláudia Neves HR and Office Manager Porto	Tudor Popescu Operations Analyst London	Andy Campbell Solution Architect London	Mario Gemoll Senior Software Engineer London
Katerina Sobetskaia Project Manager London	Eduardo Martins Project Manager Porto	Patrick Timmis Project Manager London	Anna Zambon Junior Sales Executive London

join our community and stay up to date [view address](#)
By submitting this form, you are giving consent to Applied Blockchain

trust solutions to problems

applications for our clients: We are working through their real world advanced confidential computing, and blockchain technology to build data privacy and security.

We Build Products

We build products to solve a problem once for our many clients. We focus on confidential computing, secure enclaves, and advanced cryptography to enable businesses to do more together, while reducing their cyber risk.

[VIEW OUR PRODUCTS](#)

prototype

The prototype is for the customer to test against their requirements and technical needs. Our solution architects, developers and designers work together to prove that the concepts and technologies for the proposed application are viable. We create a working prototype based on the minimum requirements of the product, for the customer to test and demonstrate to their stakeholders.

people involved

Graphic design, front-end development, back-end development

Production

Support

Blog

I introduced a standard grid system instead of a vertical layout to see more information on the page.

appliedblockchain

solutions | team | join us | FAQs | blog | contact

The image shows the logos for Applied Blockchain and Lloyd's Register. The Applied Blockchain logo features a blue bar chart icon above the company name. The Lloyd's Register logo consists of a stylized 'LR' monogram inside a blue square.

Classification register updated for the digital age

LR announces the launch of prototype blockchain-enabled Class register. Reproduced from: Lloyd's Register Announced today at SMM – the leading international maritime trade fair taking place 4-7 September in Hamburg, Germany – LR has created the first demonstrator that...

[read more](#)

Categories

Categories

[View Category](#)

Recent Posts

Classification register updated for the digital age

Applied Blockchain Becomes Energy Web Foundation Affiliate to Drive Blockchain Technology Implementation across the Energy Sector

Applied Blockchain chooses Porto as its Development Centre for European Expansion

Microsoft: Fast-growing tech firm brings diverse blockchain solutions to startups and enterprises alike

Applied Blockchain selected as Travel Ledger Alliance development partner

The image shows the logos for Applied Blockchain and the Energy Web Foundation. The Applied Blockchain logo is the same as in the top banner. The Energy Web Foundation logo features a stylized 'EW' monogram in green and purple.

Applied Blockchain Becomes Energy Web Foundation Affiliate to Drive Blockchain Technology Implementation across the Energy Sector

Following recent investment from Shell, Applied Blockchain collaborates with non-profit organisation Applied Blockchain, a leading developer of distributed ledger technology and smart contracts, has become an affiliate of the Energy Web Foundation (EWF), a global...

[read more](#)

The image shows a photograph of the Porto skyline and Douro River. Overlaid on the bottom left is the Applied Blockchain logo and the text 'We have expanded to Porto'.

Applied Blockchain chooses Porto as its Development Centre for European Expansion

Applied Blockchain, one of the UK's leading developers of distributed ledger technology and smart contracts, has announced the opening of an office in Porto – its first non-UK office – to further strengthen its blockchain development and to fulfill the growing demand...

[read more](#)

The image shows two men standing in front of a blue wall with the Applied Blockchain logo. The man on the left has a beard and is wearing a light grey t-shirt. The man on the right is bald and wearing a dark t-shirt.

Microsoft: Fast-growing tech firm brings diverse blockchain solutions to startups and enterprises alike

[!\[\]\(60efbc215ff2708f9788850749718588_img.jpg\) appliedblockchain](#)

[HOME](#) [PRODUCTS](#) [SOLUTIONS](#) [ABOUT US](#) [BLOG](#) [RESOURCES](#) [CONTACT US](#)

Blog

Pellentesque eu laoreet augue. Praesent ullamcorper elementum ex. Etiam ante dolor, bibendum eget dignissim vel, tempor nec nisl. Aliquam varius eu augue et placerat.

ALL [NEWS](#) [ARTICLES](#) [PRESS RELEASES](#) [VIDEOS](#)

Search... 



Community Grant Program

Jun 28, 2021 News

Applied Blockchain Receives Grant to Provide Key Chainlink Hardhat Starter Kit Updates

The Chainlink Community Grant Program provides financial resources to the many development teams and researchers building a more functional, accessible...

[READ](#)



Jun 28, 2021 News

GDPR Data Minimisation & Confidential Computing

Confidential computing technology enables businesses to do more, without requiring direct access to personal data. Now that it is possible to operate with less data, isn't every...

[READ](#)



Jun 28, 2021 News

The Growing Ecosystem of Non-Fungible Tokens (NFTs)

This month prestigious auction house Christies sold their first digital art using blockchain NFT (non-fungible tokens) for \$69 million, and the NBA saw over \$230 in new revenue from its NFT based...

[READ](#)



2021 REVIEW OF NEXT GENERATION ENTERPRISE BLOCKCHAIN PLATFORMS

By Applied Blockchain

Jun 28, 2021 News

Review of next generation enterprise blockchain platforms

The report describes an emerging new generation of blockchain platforms with a ground-up approach to data privacy and confidentiality. A fresh outlook on emerging enterprise blockchain platforms including R3 Conclave, Microsoft Azure Confidential Co...

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CONFIDENTIAL COMPUTING CONSORTIUM

Jun 28, 2021 News

Applied Blockchain joins Confidential Computing Consortium

Applied Blockchain, a specialist in building applications with enhanced trust and privacy, today announced it has joined the Confidential Computing Consortium, an organization created by the...

[READ](#)



APPLIED BLOCKCHAIN JOINS ALGORAND'S GLOBAL PARTNER PROGRAM

Algorand

Jun 28, 2021 News

Applied Blockchain joins Algorand's global partner program

Algorand Launches Global Partner Program to Accelerate Development and Adoption of Blockchain-Powered Products and Services.

[READ](#)



GDPR Data Minimisation & Confidential Computing

Confidential computing technology enables businesses to do more, without requiring direct access to personal data. Now that it is possible to operate with less data, isn't every business required to minimise data collection?

 Jun 26, 2021 News
Adi Ben-Ari

General Data Protection Regulation (GDPR) enacted on the 25th of May 2018 provides individuals greater control over their personal data through policy enforcement, including the principle of data minimisation: only collecting and using data that is absolutely required in order for a business to operate.

GDPR aims to harmonise the data flow of individuals in the European Union and to strengthen the rights citizens have over the personal data which is held and processed by third parties.

As defined in GDPR, the personal data is any data that can be directly or indirectly identified to a natural person, such as name, date of birth, geographical and IP address, information related to the financial, mental and other facts about an individual.

GDPR clarifies eight total rights, with the most important one being the right that empowers the EU citizens to give prior and clear consent for their data to be collected and processed.

According to Article 5 of the European Regulation 679/2016 (GDPR), the principle of "data minimisation" specifies: "the personal data are: ... c) adequate, relevant and limited to what is necessary with respect to the purposes for the which are processed (data minimisation).

Main Principles of GDPR

- Lawfulness, fairness and transparency
- Data minimisation
- Storage limitation
- Purpose limitation
- Accuracy
- Integrity and confidentiality

Any data of an individual or business can be collected by the third party only if the collected data is used for specified, explicit and legitimate purposes. The data has to be adequate, relevant and limited to the purposes for which it was collected.

Moreover, it is essential that personal data is accurate, updated and stored securely, in a form that allows identification of individuals necessary for the purposes.

The processing of "personal data" to be lawful, and therefore permitted, must be limited to the indispensable, pertinent data and limited to what is necessary for the pursuit of the purposes for which they are collected and processed.

Using confidential computing technology, we focus on the 3rd principle of GDPR data minimisation, and utilise personal data for business purpose, while at the same time, we minimise the personal data that is revealed to the third party.

Contact

The company had expended internationally, it was important to show it. The contact page was the perfect place to do so, and it allowed me to transform a bland form page into a graphically appealing one.

contact us:

Name Email Address

Message

Submit

If you would like further information about blockchain solutions please send us a message and we will be in touch.

We're a rapidly growing team, so if you want to work with a dynamic group of people on a technology that is set to change the world, then send us a message with your background and why you think you would make a good fit.

Applied Blockchain Ltd is a company based out of Level39, One Canada Square, Canary Wharf, E14 5AB.

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f t r

Contact us

Send us a message to learn more about our services and how we can support you

Our offices

Applied Blockchain is based in London and Porto

London

Level 39
One Canada Square, Canary Wharf
London E14 5AB, United Kingdom

[GET DIRECTIONS](#)

Porto

District – Offices & Lifestyle
Rua Augusto Rosa 39
4000-098 Porto, Portugal

[GET DIRECTIONS](#)

Name

Email

Phone (optional)

Company

Message (optional)

Receive insights and news

Yes

No

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Trading platform design system

UX and UI consultation

The platform was started as an MVP and new features were added on top of each other without any thought for the design coherence. I was brought on board for a full UI/UX consultation to redo the design completely and create a strong and sustainable design system.

The image displays a collage of screenshots from the TRD Admin interface, illustrating the design system's application across different trading modules:

- Markets:** Shows a table for Brent Crude with columns for Instrument, Unit, Period, Lot Size, Sell, Size, Bid, Ask, Buy, Multi, Low, High, Last, and Settlement. It includes buttons for KILL, FILL, MODIFY, and CRUD TAS.
- Charts:** A line chart for ICEBRENT_SWAP showing price over time (Aug23) with data points for 27/04/2023: O: 75.56, H: 75.90, L: 75.26, C: 75.60, Vol: n/a.
- Deals:** A table showing a list of deals with columns for Time of Order (UTC), Time of Trade (UTC), Status, ID, B/S, Instrument, Sources, and Exchange.
- Orders:** A table showing a list of orders with columns for Time of Order (UTC), TRD Status, Exchange Status, Order ID, Time of Order (UTC), Sender, B/S, Instrument, Period, Qty, Show Qty, and Price.
- Mobile App Preview:** A preview of the TRD Admin interface on a mobile device, showing the Markets, Orders, and Deals sections.

Design system

The first part of the work was to analyse the platform to highlight what was needed and the different component I was going to create. I then designed the whole system and coded it in React for the developers to use.

The screenshot displays a dark-themed design system interface with several panels:

- Alert:** A panel showing multiple alert component configurations with different text, buttons, and styles.
- Header:** A panel showing an admin header component with a title and various buttons.
- Table:** A panel showing a table component with complex configurations for columns and rows.
- CardHeader:** A panel showing a card header component with a title and a subtitle.
- BottomNavigation:** A panel showing a bottom navigation item component with a title and a subtitle.
- Text:** A panel showing a text component with a headline, subtitle, and body text.
- TableCell:** A panel showing a table cell component with a headline, subtitle, and body text.
- Select:** A panel showing a select component with a dropdown and a list of options.
- FormControl:** A panel showing a form control component with a label and a placeholder.
- DetailItem:** A panel showing a detail item component with a label and a placeholder.
- StepProgressBar:** A panel showing a step progress bar component with a title and a subtitle.
- BlockHeader:** A panel showing a block header component with a title and a subtitle.
- Breadcrumb:** A panel showing a breadcrumb component with a link and a link.
- CardMarket:** A panel showing a card market component with a link and a link.
- TabsDashboard:** A panel showing a tabs dashboard component with a tab and a tab.
- Toggle:** A panel showing a toggle component with a label and a label.
- Radio:** A panel showing a radio component with a label and a label.
- ModalActions:** A panel showing a modal actions component with a cancel button and a counter button.
- ModalHeader:** A panel showing a modal header component with a buy button and a label.

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I hope you enjoyed my work

Contact me if you want to start a project together

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