

# Arnaud Darré

Product & Brand Designer

Portfolio



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Bluto

# E-commerce platform

## Bespoke web-app and admin system

This was my latest adventure, and the most interesting challenge of my career, one I had been dreaming ever since design school: designing my own brand. I started this company with two friends. 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 WEBSITE](#)

## 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.

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

HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Find delivery location LOG IN SIGN UP

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

## Delivery zone

Here are our operating times per postcode.

NG, WE, WB, M9, M10, M11, M12, W1A, SW1, SW5, SW6, SW7, SW10: Weekdays 09:00-16:00, weekend 09:00-16:00  
M5, WA, M6, M7, W8: Monday and Tuesday from 09:00, Thursday 09:00-16:00  
E9A, E9B, E9C, SW12, SW16: Friday 09:00-16:00, Thursday and Saturday from 09:00  
NW, W1, NW1, NW2, NW3, NW5, NW6, NW8, NW9: Wednesday and Friday 09:00-16:00

**More is expanding!**  
We are currently expanding our delivery zones to cover more of the UK and Ireland.  
Enter postcode  CHECK

10% off APPLY COUPON

Gift cards SEE ALL

Setup your gift card PREVIOUS CARD

Choose gift card type ONE-OFF EXCLUSIVE

Select gift card value or enter an custom amount £10.00 NEXT

Recipient name John Recipient surname Johnson

Recipient email address johnson2004@gmail.com

Add a personalised message that we will send with the email.  
Hello John, Happy Mother's Day!  
Love, Bob

Delivery zone (excluding 16, 17 and 18)  
Date 12/05/2024 Time 10:00

**Select your day:**  **Today**  **Wed**  **Thu**  **Fri**  **Sat**

**Fill your basket:**

**Select collection date & delivery times:**

Time	Price
10:00	£21.00
11:00	£18.00
12:00	£15.00
13:00	£12.00
Delivery fee...	£3.00
Delivery in progress	£3.00
<b>Selected</b>	<b>£21.00</b>
<b>Delivery time</b>	<b>10:00</b>
<b>Delivery in progress</b>	<b>£3.00</b>

**Bakery**

**Breads**

<b>Traditional Baguette</b> £1.80 The classic of French bread around the world. using flour and water only.	<b>Moroccan Bread</b> £1.80 Moroccan bread with seeds and with every meal comes with a surprise.
<b>Walnuts &amp; Raisins Bread</b> £2.50 Walnuts and raisins, the perfect combination of nut and flour.	<b>Seed Bread</b> £2.80 40g. Butter, 100g. flour.
<b>Groche</b> £3.00 With 40g. flour.	<b>Pain de mie</b> £3.00 A simple bread that goes well with butter.

**Viennaseries**

<b>Croissant</b> £1.95 Please note: FOD: 100g. flour, 100g. butter, 100g. water, 100g. eggs.	<b>Pain au chocolat</b> £2.25 Please note: FOD: 100g. flour, 100g. butter, 100g. water, 100g. eggs.
<b>Chouxcrepes</b> £0.95 Please note: FOD: 100g. flour, 100g. water, 100g. eggs.	

The screenshot shows the HelloLotto dashboard. At the top, there's a navigation bar with links for Home, About, Products, Contact, Business, and FAQ. To the right of the navigation is a user profile section with the name 'Eduardo' and 'N 4921', and a 'My Account' button. A sidebar on the left contains buttons for 'Recurring', 'One-off', 'New', and 'Edit'. Below these are sections for 'Recurring' (with a 'View' button) and 'One-off order' (with a 'Create' button). A 'Send a gift' section is also present. The main content area is titled 'Upcoming deliveries' and lists several orders with details like delivery date, status, and a 'View extra products' button. Each order entry includes a small icon representing the gift type (e.g., a gold coin, a bouquet, a bottle) and a 'Edit' button.

HOME ABOUT - PRODUCTS - CONTACT BUSINESS FAQ

ENGLISH (EN) N 4931 MY ACCOUNT

Account settings

Profile

Address

Payment method

Notifications

Account

Notifications settings

Marketing

Newsletter

Special offers

Delivery zone expansion

Delivery

Delivery updates

Get some timely news to continue your shopping experience

SMS Email

Order delivered

For the drop-off point, to notify you that your order has arrived

SMS Email

CONTINUE

Pluto		HOME	ABOUT	PRODUCTS	CONTACT	BUSINESS	FAQ	ENTER INTO OUR PARTNERS	MY ACCOUNT
HOME	ABOUT	PRODUCTS	CONTACT	BUSINESS	FAQ	ENTER INTO OUR PARTNERS	MY ACCOUNT		
<h2>Breading news!</h2> <p>Here are updates and changes for the near future. You can also check out previous enhancements to the platform.</p>									
<p><b>October 2023</b></p> <p><b>Ability to set fortnightly recurring order</b></p> <p>A lot of you asked for it, and it's finally here!</p> <p>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 one checkbox when you edit your recurring order.</p>									
<p><b>Mid-September 2023</b></p> <p><b>Introducing ETAs</b></p> <p>You will be able to see the estimated 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.</p> <p><b>Delivery zones and delivery times update</b></p> <p>Pluto is expanding and it comes with some changes in our operations:</p> <ul style="list-style-type: none"><li>Delivery code in the <b>Delivery zone</b> will be opened during all our working hours on weekdays</li><li>We will temporarily close orders on Monday and Tuesday</li></ul> <p>And we are working really hard to have all orders open on weekends and long hours.</p>									
<p><b>End of August 2023</b></p> <p><b>New advantages for recurring orders</b></p> <p>We want to reward our recurring customers even more, this is why we came up with a lot of perks:</p> <ul style="list-style-type: none"><li>10% discount on all products</li></ul>									
Dashboard	Order history	Account settings	Logout	Dashboard	Route plans	Half days	Parameters	Customers	Orders
Gift cards	Products	Product codes	Users	Logs	Settings				

HOME ABOUT FOODS CONTACT BUSINESS FAQ

Find us on your  
platform

LOG IN SIGN UP

All products

New

Baking

Dried

Confectionery

Breakfast

Aperitif

Chouquettes

Find these little choux pastries deliciously addictive.

LEARN TO MAKE

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

If you are here, you must go with them in chocolate or chocoella.

Ingredients

- flour
- yeast
- sugar
- butter
- eggs
- salt
- water

Price: £2.30 £5.50

Calories: 400g, 100g, 200g, 300g, 400g, 500g, 600g, 700g, 800g, 900g, 1000g, 1100g, 1200g, 1300g, 1400g, 1500g, 1600g, 1700g, 1800g, 1900g, 2000g, 2100g, 2200g, 2300g, 2400g, 2500g, 2600g, 2700g, 2800g, 2900g, 3000g, 3100g, 3200g, 3300g, 3400g, 3500g, 3600g, 3700g, 3800g, 3900g, 4000g, 4100g, 4200g, 4300g, 4400g, 4500g, 4600g, 4700g, 4800g, 4900g, 5000g, 5100g, 5200g, 5300g, 5400g, 5500g, 5600g, 5700g, 5800g, 5900g, 6000g, 6100g, 6200g, 6300g, 6400g, 6500g, 6600g, 6700g, 6800g, 6900g, 7000g, 7100g, 7200g, 7300g, 7400g, 7500g, 7600g, 7700g, 7800g, 7900g, 8000g, 8100g, 8200g, 8300g, 8400g, 8500g, 8600g, 8700g, 8800g, 8900g, 9000g, 9100g, 9200g, 9300g, 9400g, 9500g, 9600g, 9700g, 9800g, 9900g, 10000g, 10100g, 10200g, 10300g, 10400g, 10500g, 10600g, 10700g, 10800g, 10900g, 11000g, 11100g, 11200g, 11300g, 11400g, 11500g, 11600g, 11700g, 11800g, 11900g, 12000g, 12100g, 12200g, 12300g, 12400g, 12500g, 12600g, 12700g, 12800g, 12900g, 13000g, 13100g, 13200g, 13300g, 13400g, 13500g, 13600g, 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63600g, 63700g, 63800g, 63900g, 64000g, 64100g, 64200g, 64300g, 64400g, 64500g, 64600g, 64700g, 64800g, 64900g, 65000g, 65100g, 65200g, 65300g, 65400g, 65500g, 65600g, 65700g, 65800g, 65900g, 66000g, 66100g, 66200g, 66300g, 66400g, 66500g, 66600g, 66700g, 66800g, 66900g, 67000g, 67100g, 67200g, 67300g, 67400g, 67500g, 67600g, 67700g, 67800g, 67900g, 68000g, 68100g, 68200g, 68300g, 68400g, 68500g, 68600g, 68700g, 68800g, 68900g, 68900g, 69000g, 69100g, 69200g, 69300g, 69400g, 69500g, 69600g, 69700g, 69800g, 69900g, 70000g, 70100g, 70200g, 70300g, 70400g, 70500g, 70600g, 70700g, 70800g, 70900g, 71000g, 71100g, 71200g, 71300g, 71400g, 71500g, 71600g, 71700g, 71800g, 71900g, 72000g, 72100g, 72200g, 72300g, 72400g, 72500g, 72600g, 72700g, 72800g, 72900g, 72900g, 73000g, 73100g, 73200g, 73300g, 73400g, 73500g, 73600g, 73700g, 73800g, 73900g, 73900g, 74000g, 74100g, 74200g, 74300g, 74400g, 74500g, 74600g, 74700g, 74800g, 74900g, 74900g, 75000g, 75100g, 75200g, 75300g, 75400g, 75500g, 75600g, 75700g, 75800g, 75900g, 75900g, 76000g, 76100g, 76200g, 76300g, 76400g, 76500g, 76600g, 76700g, 76800g, 76900g, 76900g, 77000g, 77100g, 77200g, 77300g, 77400g, 77500g, 77600g, 77700g, 77800g, 77900g, 77900g, 78000g, 78100g, 78200g, 78300g, 78400g, 78500g, 78600g, 78700g, 78800g, 78900g, 78900g, 79000g, 79100g, 79200g, 79300g, 79400g, 79500g, 79600g, 79700g, 79800g, 79900g, 79900g, 80000g, 80100g, 80200g, 80300g, 80400g, 80500g, 80600g, 80700g, 80800g, 80900g, 80900g, 81000g, 81100g, 81200g, 81300g, 81400g, 81500g, 81600g, 81700g, 81800g, 81900g, 81900g, 82000g, 82100g, 82200g, 82300g, 82400g, 82500g, 82600g, 82700g, 82800g, 82900g, 82900g, 83000g, 83100g, 83200g, 83300g, 83400g, 83500g, 83600g, 83700g, 83800g, 83900g, 83900g, 84000g, 84100g, 84200g, 84300g, 84400g, 84500g, 84600g, 84700g, 84800g, 84900g, 84900g, 85000g, 85100g, 85200g, 85300g, 85400g, 85500g, 85600g, 85700g, 85800g, 85900g, 85900g, 86000g, 86100g, 86200g, 86300g, 86400g, 86500g, 86600g, 86700g, 86800g, 86900g, 86900g, 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98400g, 98500g, 98600g, 98700g, 98800g, 98900g, 98900g, 99000g, 99100g, 99200g, 99300g, 99400g, 99500g, 99600g, 99700g, 99800g, 99900g, 99900g, 100000g, 100100g, 100200g, 100300g, 100400g, 100500g, 100600g, 100700g, 100800g, 100900g, 100900g, 101000g, 101100g, 101200g, 101300g, 101400g, 101500g, 101600g, 101700g, 101800g, 101900g, 101900g, 102000g, 102100g, 102200g, 102300g, 102400g, 102500g, 102600g, 102700g, 102800g, 102900g, 102900g, 103000g, 103100g, 103200g, 103300g, 103400g, 103500g, 103600g, 103700g, 103800g, 103900g, 103900g, 104000g, 104100g, 104200g, 104300g, 104400g, 104500g, 104600g, 104700g, 104800g, 104900g, 104900g, 105000g, 105100g, 105200g, 105300g, 105400g, 105500g, 105600g, 105700g, 105800g, 105900g, 105900g, 106000g, 106100g, 106200g, 106300g, 106400g, 106500g, 106600g, 106700g, 106800g, 106900g, 106900g, 107000g, 107100g, 107200g, 107300g, 107400g, 107500g, 107600g, 107700g, 107800g, 107900g, 107900g, 108000g, 108100g, 108200g, 108300g, 108400g, 108500g, 108600g, 108700g, 108800g, 108900g, 108900g, 109000g, 109100g, 109200g, 109300g, 109400g, 109500g, 109600g, 109700g, 109800g, 109900g, 109900g, 110000g, 110100g, 110200g, 110300g, 110400g, 110500g, 110600g, 110700g, 110800g, 110900g, 110900g, 111000g, 111100g, 111200g, 111300g, 111400g, 111500g, 111600g, 111700g, 111800g, 111900g, 111900g, 112000g, 112100g, 112200g, 112300g, 112400g, 112500g, 112600g, 112700g, 112800g, 112900g, 112900g, 113000g, 113100g, 113200g, 113300g, 113400g, 113500g, 113600g, 113700g, 113800g, 113900g, 113900g, 114000g, 114100g, 114200g, 114300g, 114400g, 114500g, 114600g, 114700g, 114800g, 114900g, 114900g, 115000g, 115100g, 115200g, 115300g, 115400g, 115500g, 115600g, 115700g, 115800g, 115900g, 115900g, 116000g, 116100g, 116200g, 116300g, 116400g, 116500g, 116600g, 116700g, 116800g, 116900g, 116900g, 117000g, 117100g, 117200g, 117300g, 117400g, 117500g, 117600g, 117700g, 117800g, 117900g, 117900g, 118000g, 118100g, 118200g, 118300g, 118400g, 118500g, 118600g, 118700g, 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138900g, 139000g, 139100g, 139200g, 139300g, 139400g, 139500g, 139600g, 139700g, 139800g,

The screenshot shows the IsiLuto website. At the top, there is a navigation bar with links for HOME, ADULT, PRODUCTS, CONTACT, BUSINESS, FAQ, and a sign-in/sign-up section. Below the navigation, there is a sidebar with links for 'Why we love', 'Our partners' (which is highlighted in orange), 'How we work', 'Delivery zone', and 'Recurring order'. The main content area features a section titled 'Our partners' with a sub-section for 'Bread and viennoiseries'. It includes a paragraph about working with a local bakery and a photograph of various baked goods. On the right side, there is a sidebar with a navigation menu. The menu items are: Dashboard (selected), Route planner, Half days, Parameters, Customers, Orders, Gift cards, Products, Product creation, Users, Logs, and Settings.

## Our partners

### Bread and viennoiseries

We have decided to partner with one of the best bakeries in town: Le Boulangerie Patisserie. We go every morning to the bakery to pick up fresh-baked products, and deliver them straight from the oven to your door.

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

Their flour is provided by partners who are required to follow stringent CECI wheat specifications, for complete traceability, and access to the 'Label Bleu' reference signs for flour, to guarantee

## Dashboard

Today

£261.00

10 orders

Yesterday

£1,270.00

100 orders

Today

€4,064.10

140 orders

Yesterday

£49,780.55

1401 orders

Product Best Selling

Product A	4500
Product B	4000
Product C	3500
Product D	3000
Product E	2500
Product F	2000
Product G	1500
Product H	1000
Product I	800
Product J	700
Product K	600
Product L	500
Product M	400
Product N	300
Product O	200
Product P	100
Product Q	50

Known bad orders

Legend: ■ orders ■ turnover

Month	orders	turnover
Jan	1000	500
Feb	3000	500
Mar	2500	500
Apr	2000	500
May	2500	500
Jun	3000	500
Jul	2000	500
Aug	2500	500
Sep	3000	500
Oct	2500	500
Nov	3000	500
Dec	3500	500

Customers [Edit customer](#) [Back to all customers](#)

[New customer](#) [Import CSV](#) [Import XLS](#)

---

Name:

Color Sargent Blue

Type:  Customer  Business

EMAIL:

The email address must be unique on Simple POS.

PHONE:

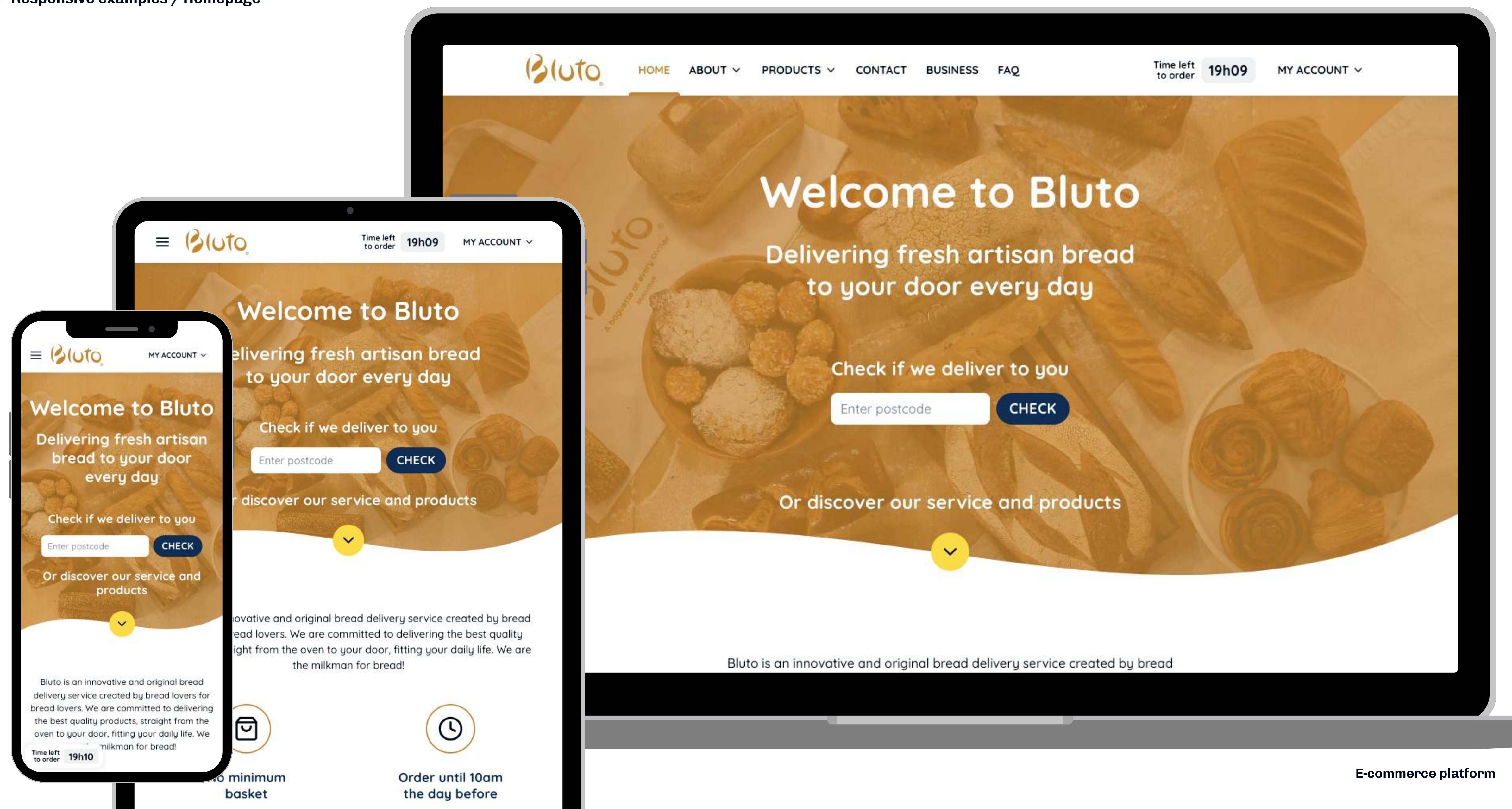
Comments:

ACTIVE

Customer since 10/01/2014

[Edit customer](#) [Cancel](#)

## Responsive examples / Homepage



The image displays three responsive views of the Bluto homepage, showing how the layout and content adapt to different screen sizes.

**Desktop View:** The top right view shows the desktop version of the website. It features a navigation bar with links for HOME, ABOUT, PRODUCTS, CONTACT, BUSINESS, and FAQ. A timer indicates "Time left to order" as 19h09. The main content area has a large image of various breads and a prominent "Welcome to Bluto" heading. Below it, the tagline "Delivering fresh artisan bread to your door every day" is displayed. A "Check if we deliver to you" section with a postcode input field and a "CHECK" button is present. A "Or discover our service and products" section with a "CHECK" button is also visible. The footer contains a paragraph about Bluto's mission and a "Time left to order" timer showing 19h09.

**Tablet View:** The middle view shows the tablet version of the website. It has a similar structure to the desktop version but with a more compact layout. The "Check if we deliver to you" section and the "Or discover our service and products" section are more prominent. The footer paragraph is partially visible.

**Mobile View:** The bottom left view shows the mobile version of the website. The layout is highly condensed. The "Check if we deliver to you" section and the "Or discover our service and products" section are the most visible elements. The footer paragraph is completely hidden.

**Page Footer:** The bottom right corner of the image contains the text "E-commerce platform".

## Responsive examples / Product page

The image displays three responsive views of a product page for 'Pain au chocolat' on a website called 'Bluto'. The top view is a desktop screenshot, the middle is a tablet screenshot, and the bottom is a mobile screenshot. All three views show the same product details: a large image of a chocolate croissant, a brief description, and an 'ORDER NOW' button. The desktop and tablet versions include a navigation bar with links like HOME, ABOUT, PRODUCTS (which is the active tab), CONTACT, BUSINESS, and FAQ. The mobile version has a more compact layout with a horizontal menu icon and a 'MY ACCOUNT' dropdown.

**Bluto**

HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Time left to order 19h11 MY ACCOUNT

Products

## Pain au chocolat

Made with premium 55% dark chocolate from Valrhona.

ORDER NOW

As a famous proverb says: "Nine people out of ten like chocolate, and the last one lies". Our pain au chocolat is flaky, soft and so incredibly delicious whether you have it fresh or slightly warmed up in the oven. Does the Valrhona chocolate have anything to do with it? Surely. Does La Boulangerie Robuchon know how to create this masterpiece? Without a doubt. The pain au chocolat is the perfect way to brighten up your day.

**Ingredients:**

- Montaigu PDO Butter
- Premium Valrhona 55% dark chocolate
- Label Rouge wheat flour
- Sugar
- Milk
- Egg wash

Products

## Pain au chocolat

with premium 55% dark chocolate from Valrhona.

ORDER NOW

As a famous proverb says: "Nine people out of ten like chocolate, and the last one lies". Our pain au chocolat is flaky, soft and so incredibly delicious whether you have it fresh or slightly warmed up in the oven. Does the Valrhona chocolate have anything to do with it? Surely. Does La Boulangerie Robuchon know how to create this masterpiece? Without a doubt. The pain au chocolat is the perfect way to brighten up your day.

Time left to order 19h12 MY ACCOUNT

Products

## Pain au chocolat

Made with premium 55% dark chocolate from Valrhona.

ORDER NOW

As a famous proverb says: "Nine people out of ten like chocolate, and the last one lies". Our pain au chocolat is flaky, soft and so incredibly delicious whether you have it fresh or slightly warmed up in the oven. Does the Valrhona chocolate have anything to do with it? Surely. Does La Boulangerie Robuchon know how to create this masterpiece? Without a doubt. The pain au chocolat is the perfect way to brighten up your day.

Time left to order 19h12 MY ACCOUNT

Products

## Pain au chocolat

Made with premium 55% dark chocolate from Valrhona.

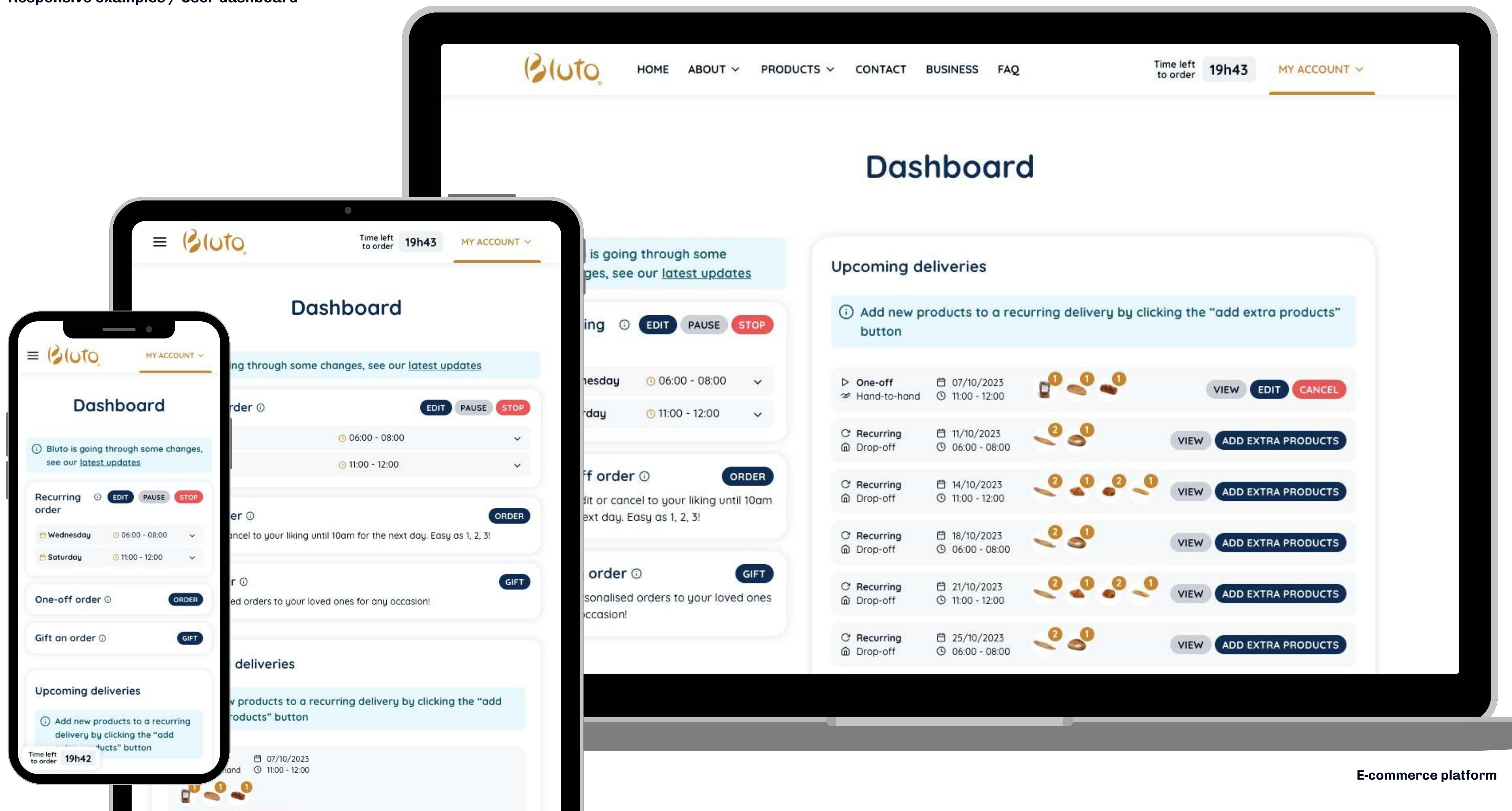
ORDER NOW

As a famous proverb says: "Nine people out of ten like chocolate, and the last one lies". Our pain au chocolat is flaky, soft and so incredibly delicious whether you have it fresh or slightly warmed up in the oven. Does the Valrhona chocolate have anything to do with it? Surely. Does La Boulangerie Robuchon know how to create this masterpiece? Without a doubt. The pain au chocolat is the perfect way to brighten up your day.

Time left to order 19h12 MY ACCOUNT

E-commerce platform

## Responsive examples / User dashboard



2

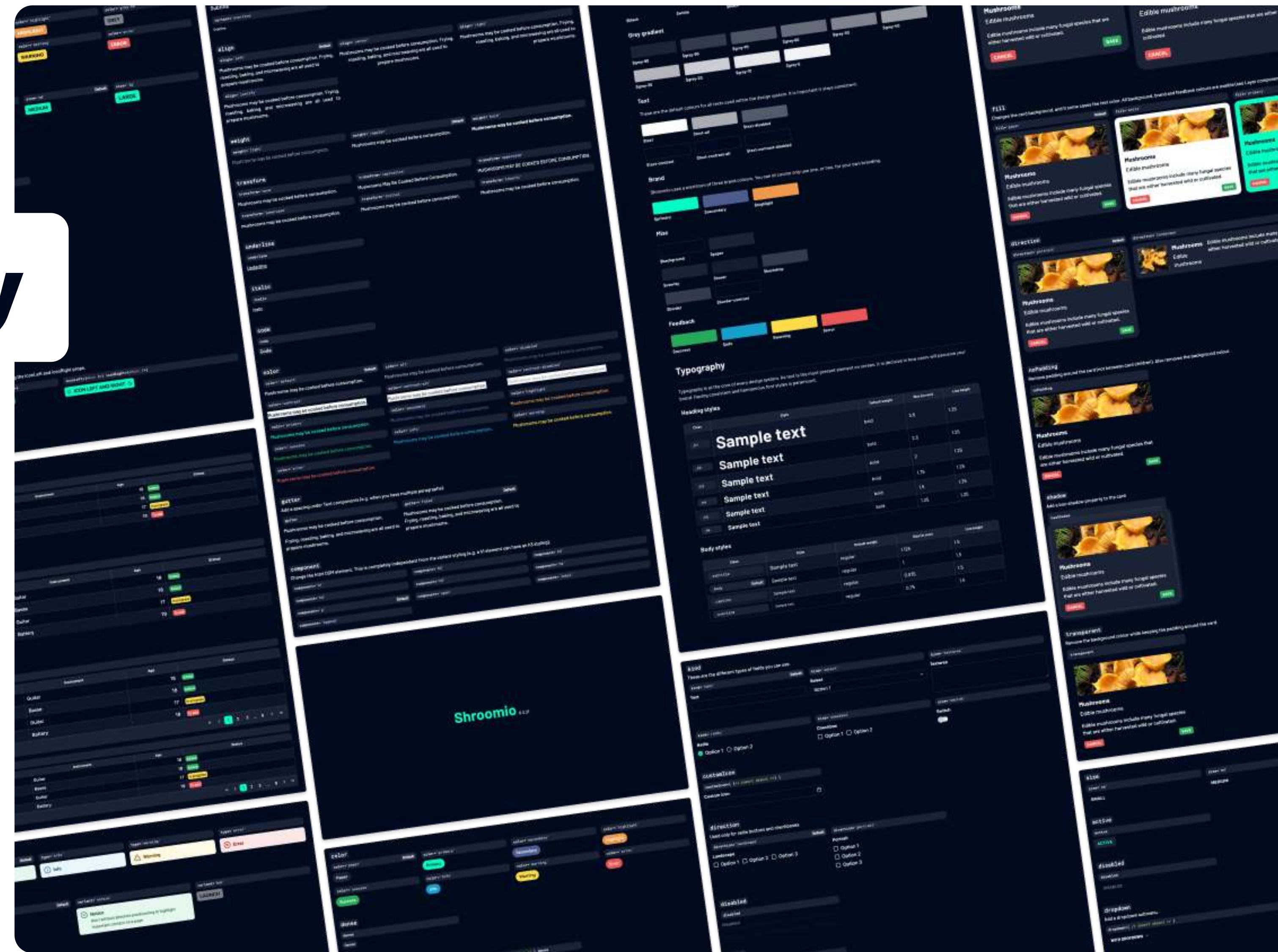
/ Web development

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

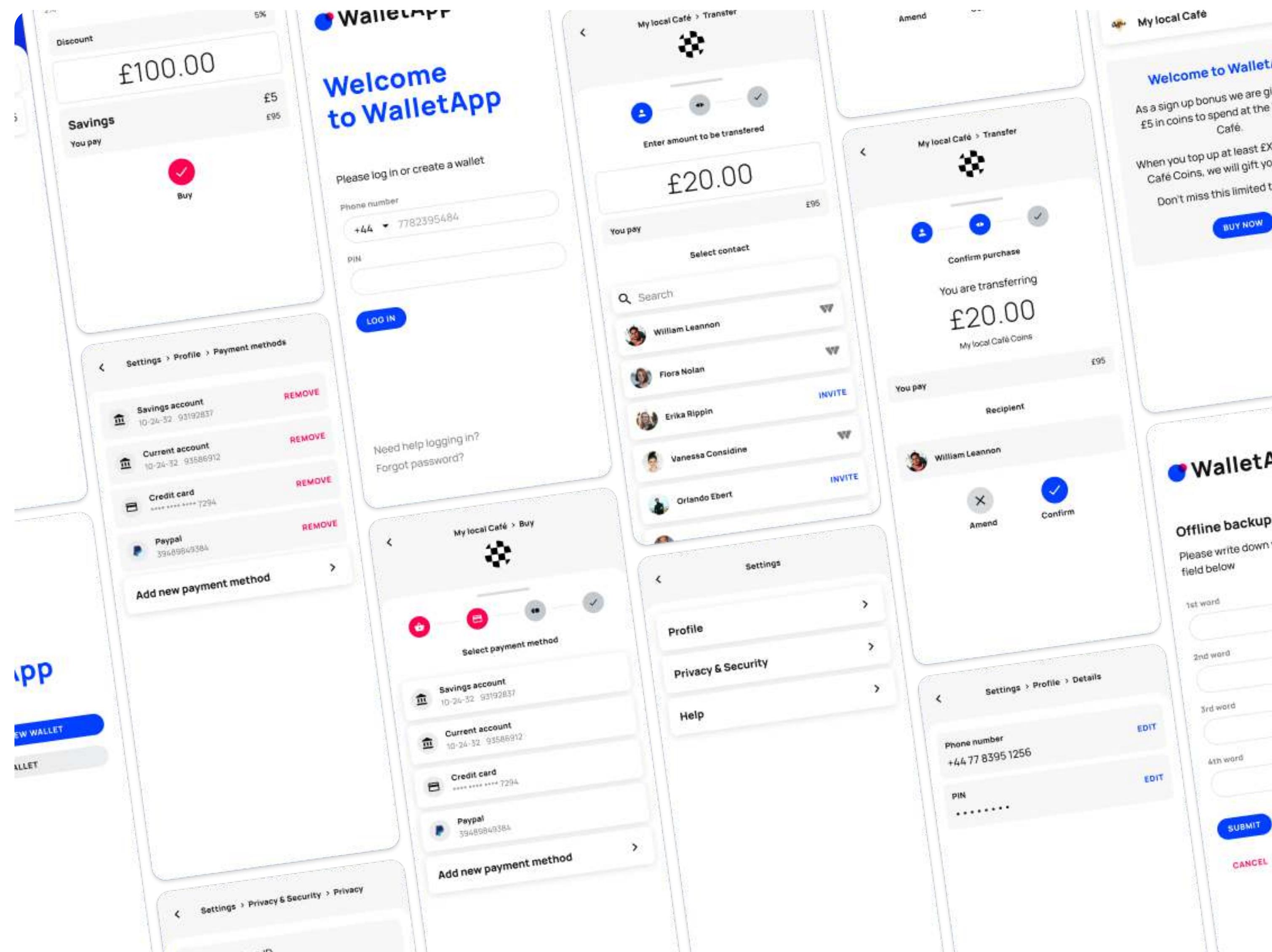
# Brand identity / Product design /

# Customer Under NDA

# Wallet app

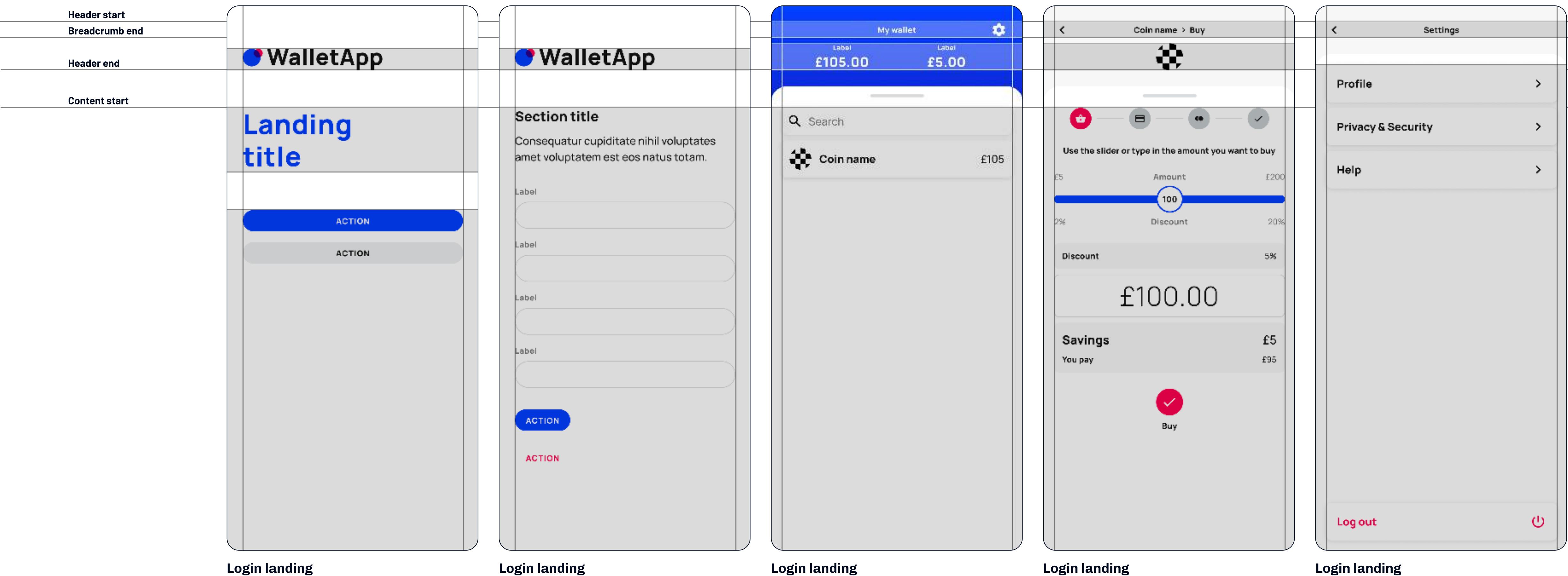
# Mobile app wireframing and design

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 14 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 shades of blue, green, red, and yellow. Some cells contain small icons: 'f' in the top-right corner of the first row, 'Ω' in the second row, 'in' in the third row, 'M' in the fourth row, and a Twitter bird icon in the fifth row of the 'Background' column.

## ContentTitle

---

### Component

Title	CONNECT
Subtitle	

## Progress

DataDisplay	
Discount	5%

**Cards**

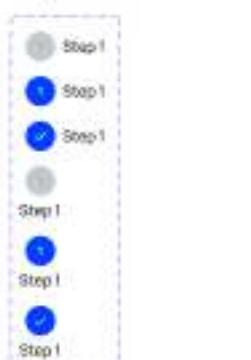
Total revenue from [WP11Card1.html](#)  
**£3,320.40**

**Stepper**

**Mixins**



**Step**



**Component**



£5.00

 Buy  Transfer

## Breadcrumb

Mixins



Link Link Link Link Link Link

Home Link Link  
Back Link Link  
Forward Link Link  
Stop Link Link

## Component

Link Link Link Link Link Link

## Checkbox

Component

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

Phone

Component

Phone number

+44 7702396484

Typography

Component

H1

H2

H3

H4

H5

H6

subtitle1

subtitle2

★ List

Component

List

Mixins

★ List

★ List

★ List

★ List

★ List

Component

★ List

★ List

★ List

SelectContainer

Component

## Wallet app

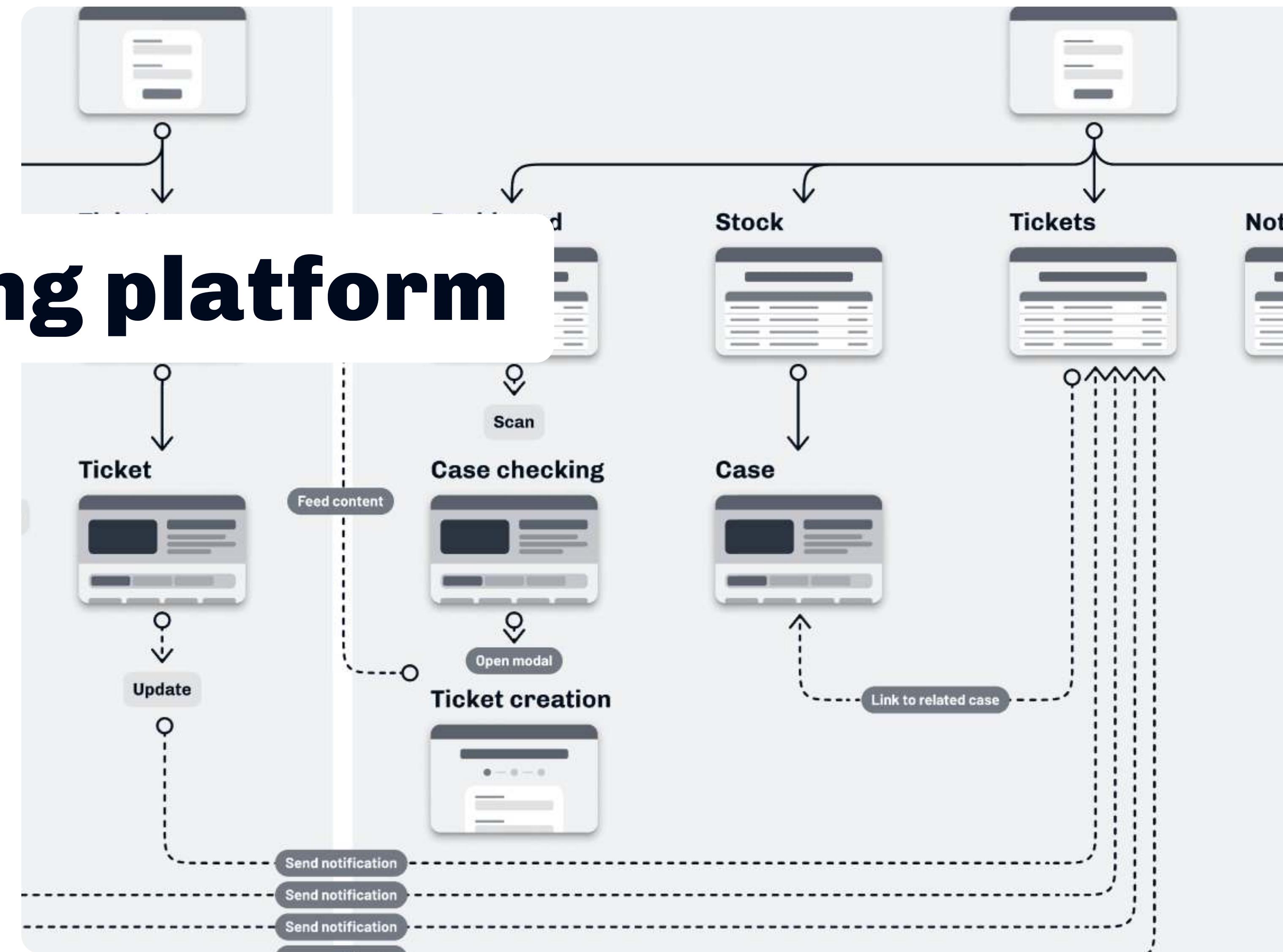
4

Product design /  
Wireframing /Customer  
Under NDA

# Stock & ticketing platform

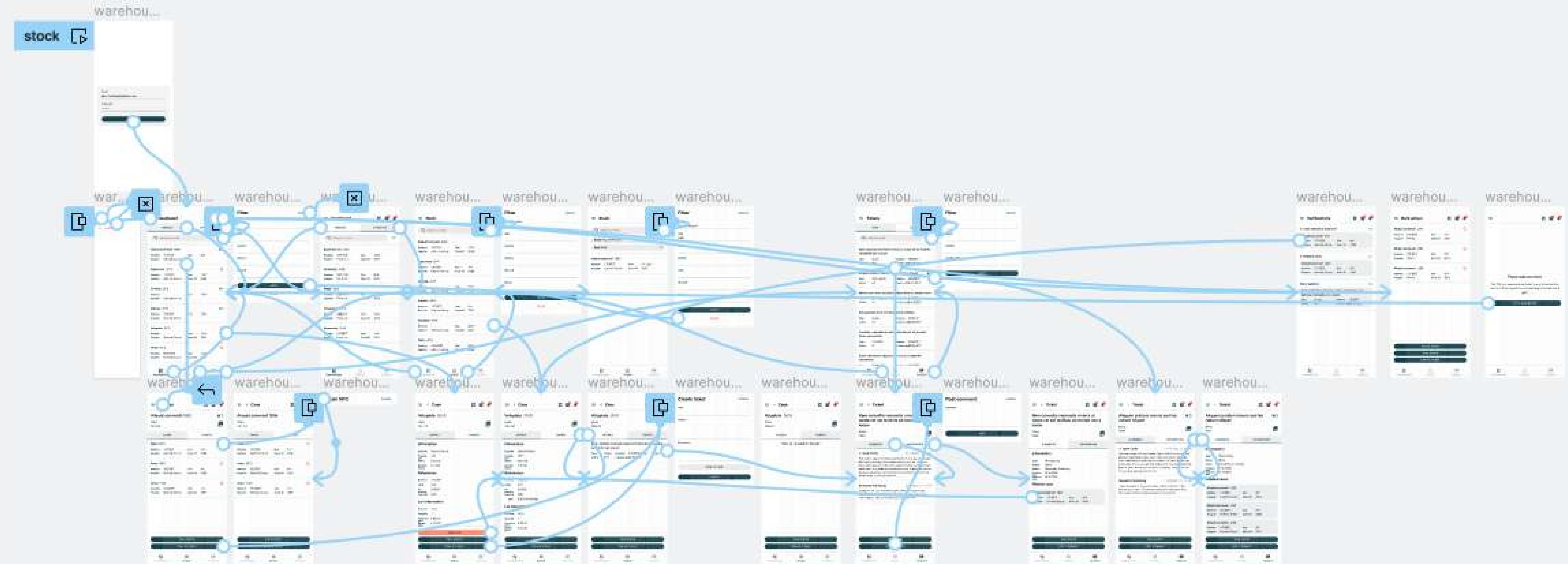
## Back-office desktop and mobile app

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.



## Wireframes

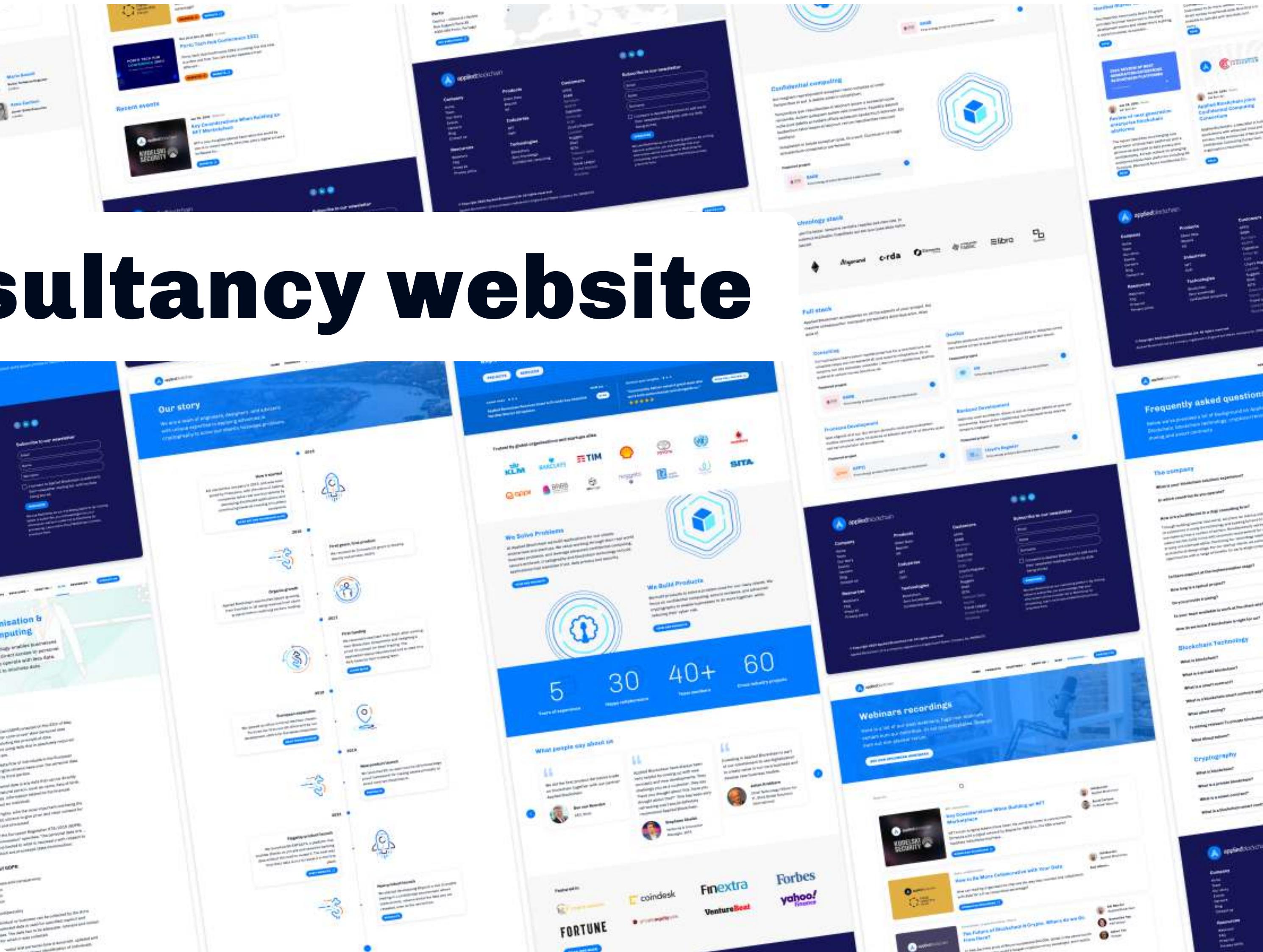
Before creating the screens, I designed the user flows, and how the two systems (admin and warehouse) would work together. I then made wireframes, in order to showcase the flows using Figma's wireframing tool to the client.



5

Brand identity /  
Website design /  
Web development /

Customer  
Applied Blockchain



# Blockchain consultancy website

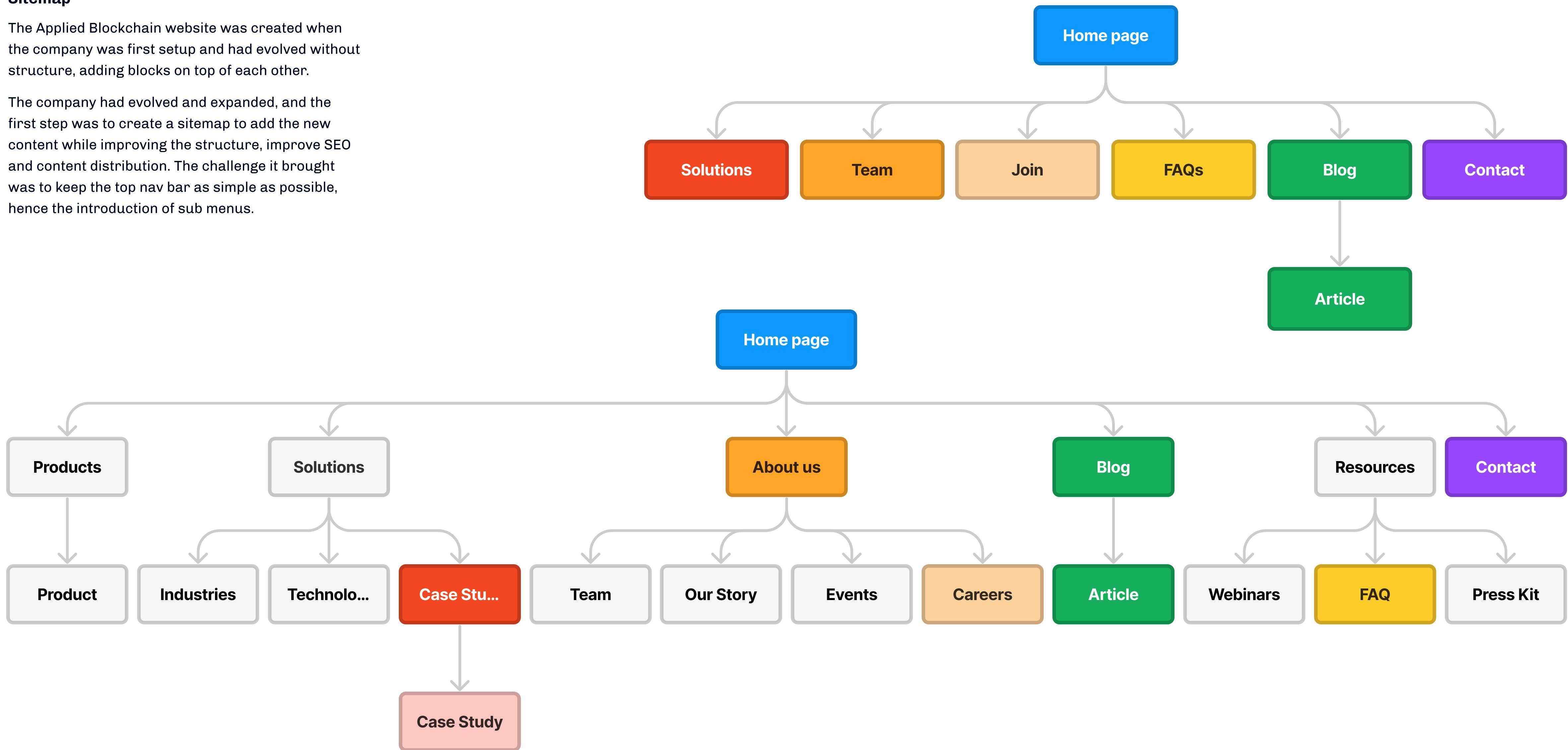
## Website redesign

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

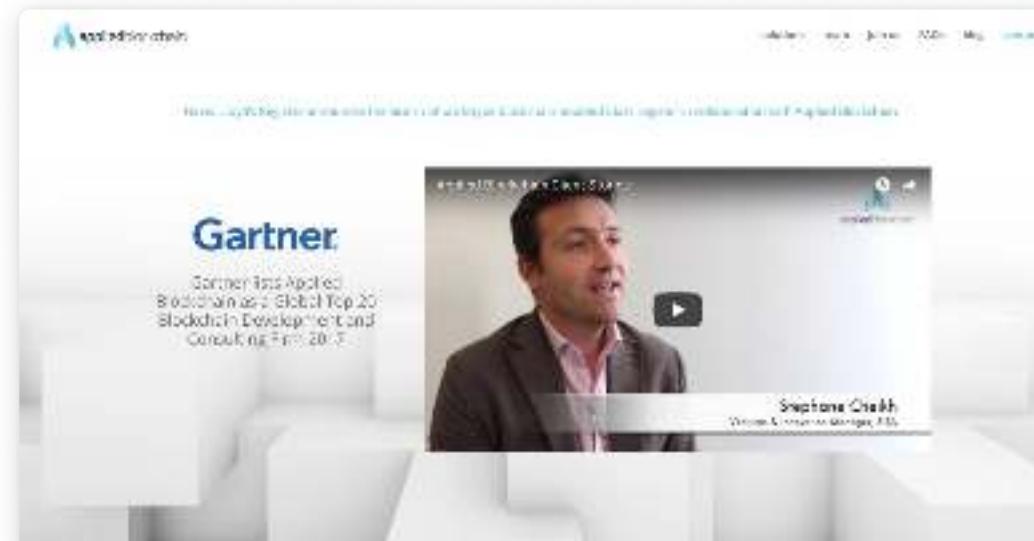
The Applied Blockchain website was created when the company was first setup and had evolved without structure, adding blocks on top of each other.

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.



**appliedblockchain**

HOME PRODUCTS SOLUTIONS ABOUT US BLOG RESOURCES CONTACT US

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** **VIEW ALL**

Gartner peer insights: **"Consistently deliver value! A great team who work both autonomously and alongside us."** **READ FULL REVIEW**

Trusted by global organisations and startups alike

KLM BARCLAYS TIM Shell TOYOTA energy web vodafone appi BABB emsurge nuggets Lloyds Register energy web 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.

30 Happy collaborators

40+ Team members

60 Cross industry projects

**Gartner** GLOBAL TOP 20 BLOCKCHAIN CONSULTING FIRM 2017-2020

“ 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 yahoo! finance privateequitywire VentureBeat

products Customers

client Data beyond BABB Barclays BARTR Cygnete Emsurge KLM Lloyds Register Lymited Nuggets SITA Telecom Italia

Industries

FT appi

technologies

Blockchain 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.

**distributed drone registry**  
Aviation industry IT and Blockchain Multiclient

Applied Blockchain has been commissioned by BIA, the world's leading specialist in air transport, telecommunications and information technology for the aviation industry with a turnover of \$1.6 billion and 4500 employees, to develop the world's first distributed drones registry. This will allow drone operators to register, share information, define requirements and regulate together with a single source of truth.

Flight plan data captured by a drone during a flight can be uploaded onto the same shared ledger and implemented directly on an individual basis. As the flight plan is recorded on the blockchain, it is possible to verify the rights of a specific drone at any point of a given sequence, or even all drones from a specific manufacturer at a single point in time. This access is added to a single access point from legacy based systems, which internally requires a single trusted party to regulate the data and controls the correct level of access to users.

**Blockchain-based Social Bank**  
African Bank Applying for a Banking License

Applied Blockchain has experience in all levels of development of the Blockchain. On the server level, the intention is to set up a platform to enable a "one stop shop" for the bank and its products to enhance costs, resource performance and improve scalability.

**authorised signatory list**  
Cross-industry Blockchain Signatory Platform Strategy

Applied Blockchain has been engaged by Signatory to build a blockchain platform for the permissioned sharing and management of authorised signatory lists, where data is stored within each institution directly onto the blockchain. This reduces the signing process of manually creating, updating and redistributing signatory lists, which results in a large administrative burden and risk of fraud from third parties.

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 trail of how the list is altered securely into an smart contract using Applied Blockchain's Privacy Layer. Each user can download a copy of the list and access it at any time, without any access to the data, meaning the data is kept cryptographically secure, encrypted with smart contracts and can only be unlocked by another with the correct permission of the entity that owns the data.

**BBB**  
EVERYONE IS A BANK  
DATA ACCOUNTING BLOCKCHAIN

Applied Blockchain has the passion for your business. They will partner with the right blockchain solution for your needs. They will support you in your project and are going to be your reliable partner to get involved with a great idea of a new service.

**QAPPII**

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

**Deliverables** Lorem ipsum dolor  
**Services** Blockchain, Frontend, Backend  
**Technologies** React

**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**

 **Shell**

**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 to develop solutions to improve efficiency and reduce cost.

**READ**

 **BABB**  
EVERYONE IS A BANK  
DATA ACCOUNTING BLOCKCHAIN

 **SITA**

**PII** from the research and design production-grade platform for platform – which you can download

Peer verification and form

Work experience is an expensive and costly process for employers and recruiters. The multiple verifications across platforms to check the claims an individual makes about their employment.

ated acquisition of the same pieces of ads to time and expense incurred when it is believed to be fraudulent. There is also legal ramifications are related to health and safety.

erencing process by providing control of quicker and cheaper checks. APPII candidate's experience is a one-time event, saved securely and permanently for any access to view it.

**chain Delivered**

igned a platform underpinned by blockchain as a way to create a single source of experience.

sign and advisory for the technical part Contract data store for each user to store that data. Educational institutions and work are able to verify a user's experience against their record on the blockchain. file handling' and processing by multiple

ation included developing functionality to providers for verification, issuing and integrating Applied Blockchain's once with data protection and privacy

ess of user research (for applicants, design and development for each of the it were developed with an intuitive user interface and storage and management of s and employers to attest to a user's

PII from the research and design production-grade platform for platform – which you can download

## 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

Applied Blockchain is a leading blockchain development and consulting firm. We have a team of highly experienced engineers, designers, and advisors with unique expertise in applying advances in cryptography to solve our client's business problems. Our team has built a wide range of blockchain solutions for clients in various industries, including financial services, telecommunications, and technology.

Our approach is to take a pragmatic and collaborative approach to blockchain development. We believe in working closely with our clients to understand their needs and requirements, and then developing a solution that is tailored to their specific needs. We also believe in staying up-to-date with the latest developments in the blockchain space, and using this knowledge to inform our work.

Our team

Adi Ben-Ari, Founder & CEO, has over 20 years of experience in enterprise software development, with a focus on blockchain and cryptography. He has worked on a variety of projects, including the development of a blockchain-based platform for the financial industry. Adi is also a frequent speaker at industry conferences and has written several papers on the topic of blockchain and cryptography.

Francesco Canessa, CTO, has a background in software development and has worked on a variety of projects, including the development of a blockchain-based platform for the financial industry. He has also worked on large-scale enterprise projects and has experience in software development and management. Francesco is a fan of reading, writing, and talking about software development, and is an open source enthusiast. He has also developed tools and libraries for Ethereum and Bitcoin.



More details about our team members can be found in the 'Our team' section of the website.

**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  
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trust solutions to problems

Applications for our clients: We work 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**

6

Brand identity /  
Customer  
Website design /  
Under NDA

# 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 shows a collage of screenshots from a trading platform, illustrating the state of the application before the UI/UX consultation. The platform uses a dark theme with orange and green accents. It includes a dashboard with a chart, a market data grid, a deal history table, and a detailed order view. The design is cluttered and lacks a cohesive visual language.

The image shows a collage of screenshots from a trading platform, illustrating the state of the application after the UI/UX consultation. The design is now clean, modern, and consistent. The dark theme is maintained with orange and green highlights, but the overall layout is more organized and user-friendly. The interfaces include a dashboard with a chart, a market data grid, a deal history table, and a detailed order view.

## 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 shows the Trading platform design system interface. On the left, there is a color palette with sections for 'Background', 'Action', 'Other', 'Overlay', 'Tabs', and 'Grades'. Below the palette are two large component cards: 'Alert' and 'Header'. The 'Alert' card displays a complex alert component with multiple sub-components and a 'Title' field. The 'Header' card shows a header component with a 'Title' field and a 'Actions' section. To the right of these are two more cards: 'Table' and 'Select'. The 'Table' card shows a table component with various rows and columns. The 'Select' card shows a select component with a dropdown menu and a list of options.

The screenshot shows a grid of various components from the Trading platform design system. Each component card includes a 'Component' section and a 'Master' section. The components are: 'CardHeader', 'BottomNavigation', 'Input', 'Text', 'TableCell', 'Select', 'StepProgressBar', 'BlockHeader', 'Breadcrumb', 'CardMarket', 'TabsDashboard', 'Toggle', 'Radio', 'ModalActions', 'ModalHeader', 'FormControl', 'DetailItem', and 'Status'. Each card displays a visual representation of the component and its sub-components, along with their properties and states.

I hope you enjoyed my work

Contact me if you want to start a project together

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