

Arnaud Darré

Product & Brand Designer

Portfolio



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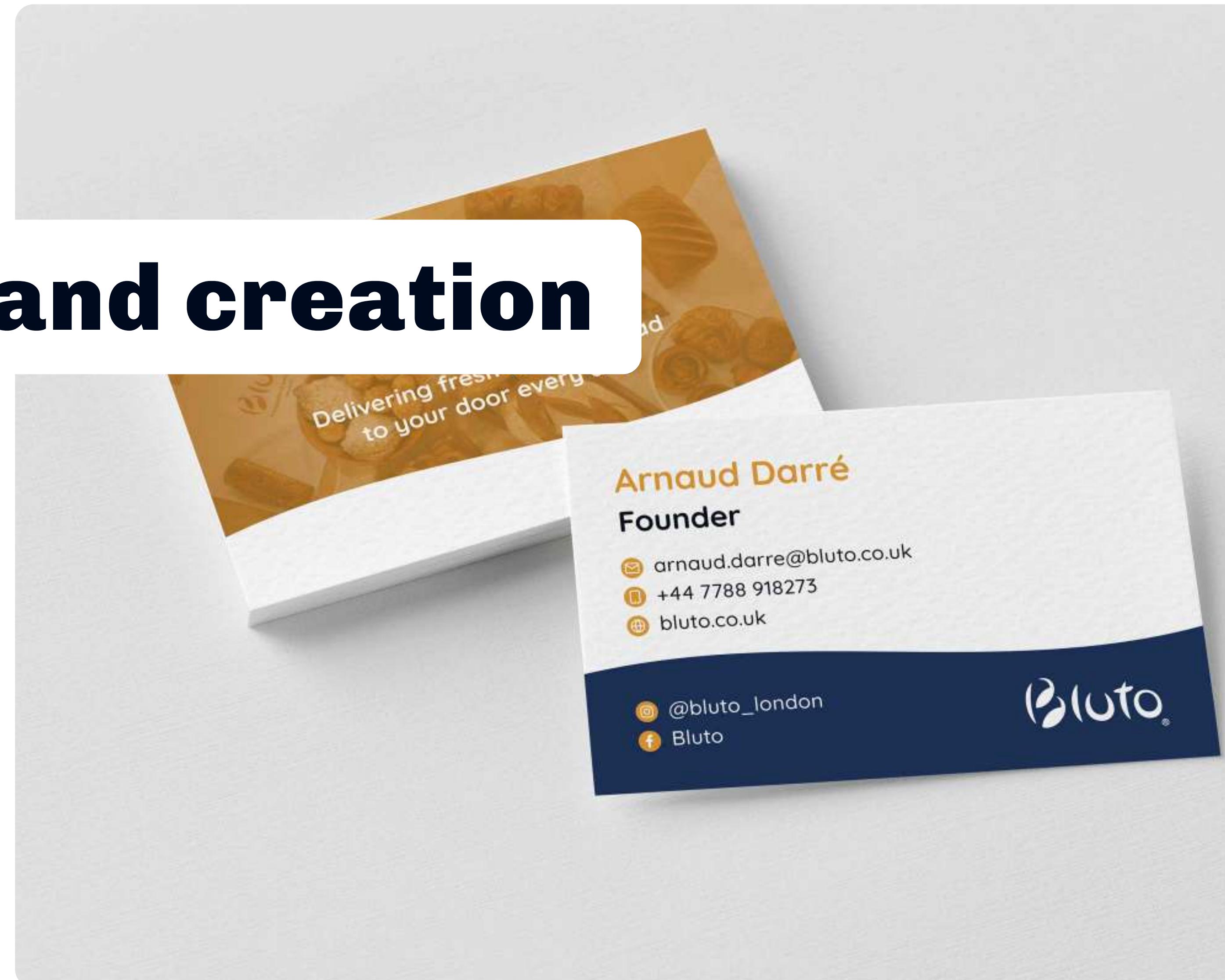
1

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.



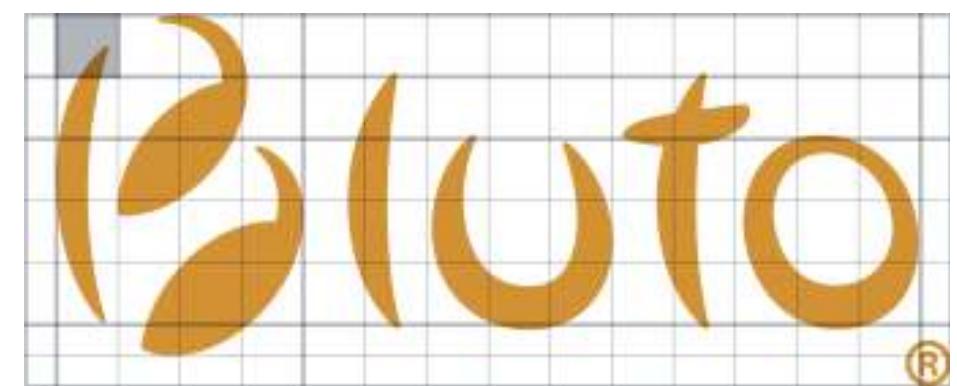
Brand guidelines

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 variants 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 ready-made files in the brand pack (see examples in [Exemplification](#)).

The icon variant can only be used when the full variant has been used at least once in the same design. This is to ensure that the brand has been fully identified (except when it is the only element like on stickers).

Full	Icon	Icon with background
Default logo, used on most cases	Rarely used	Used to give a small brand presence (footers, stickers, etc.)

2.1.2. Construction

The logo of Bluto is constructed upon a set of rules that define and distribute white space in an even 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](#)).

Ratio 5:2	Ratio 9:9	Ratio 10
© Blutus Ltd. Bluto and Confidential. All rights reserved.	© Blutus Ltd. Bluto and Confidential. All rights reserved.	© Blutus Ltd. Bluto and Confidential. All rights reserved.

Branding book:

2.1.3. Minimum size

Here are logos' minimal sizes for optimal legibility. It is set by the minimum width of the 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 5mm).

Full	Icon	Icon with background

2.1.4. Colour

In this section we describe the logo colour versions and which one to use depending on the background.

The logo exists in three versions: primary, white and black. The colours of the logo should never, in any case, deviate from the ones described here (see [Exemplification](#)).

Primary	White	Black
Default logo version	Used on dark backgrounds and primary and secondary colors (see Color palette)	Used for background with white text.

2.1.5. Forbidden uses

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

Colour

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

Two colours	Switches	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 of full opacity

Effects

Common colours

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Branding book:

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Full	Icon	Icon with background

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Effects

Common colours

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Branding book:

Feedback colours

These colors are used mainly for UI elements conveying feedback to the user. They are specially 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	25, 24, 25	#E7F9E2		
success-dark	59, 10, 66	#27A8E0		
info-light	25, 12, 62	#27B3E2		
info-dark	23, 24, 233	#27A8E0		
warning-light	23, 160, 204	#F7A8E0		
warning-dark	208, 254, 229	#F7A8E0		
error-light	16, 10, 142	#D9E8E8		
error-dark	208, 254, 229	#F7A8E0		
error-light	229, 180, 70	#F7A8E0		
error-dark	229, 180, 70	#F7A8E0		
error-light	253, 241, 24	#F7A8E0		
error-dark	205, 87, 87	#F7A8E0		
error-light	205, 87, 87	#F7A8E0		
error-dark	205, 87, 87	#F7A8E0		

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 restrictions.

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 collateral. 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	Available
Light	Standard used, mostly for switches with large font size to add contrast.	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ;_!@#%^&()/*-+&@
Medium	Default weight, used for body text.	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ;_!@#%^&()/*-+&@

Branding book:

2.2. Colours

These are the main colours of Bluto. These are the only colours that can be used on the 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 available to allow you to quickly use these swatches. For printed material, only use the reference. For digital use, hex codes are preferred but you can also use the RGB or HSV, 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

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2.2.1. Primary

Primary

Reference	CMYK	RGB	Hex	Pantone
primary-light	0, 7, 26, 0	255, 239, 232	#FFEB3B	7001 CP
primary-dark	19, 45, 88, 1	250, 145, 50	#F09332	7001 CP

2.2.2. Secondary

Secondary

Reference	CMYK	RGB	Hex	Pantone
secondary-light	175, 120, 59	#F0F7E2		
secondary-dark	177, 183, 122	#F0F7E2		
secondary-light	100, 94, 30, 23	#F0F7E2		
secondary-dark	105, 45, 13	#F0F7E2		

2.2.3. Success

Success

Reference	CMYK	RGB	Hex	Pantone
success-light	25, 12, 62	#27A8E0		
success-dark	59, 10, 66	#27A8E0		

2.2.4. Info

Info

Reference	CMYK	RGB	Hex	Pantone
info-light	23, 160, 204	#F7A8E0		
info-dark	208, 254, 229	#F7A8E0		

2.2.5. Warning

Warning

Reference	CMYK	RGB	Hex	Pantone
warning-light	229, 180, 70	#F7A8E0		
warning-dark	229, 180, 70	#F7A8E0		

2.2.6. Error

Error

Reference	CMYK	RGB	Hex	Pantone
error-light	253, 241, 24	#F7A8E0		
error-dark	205, 87, 87	#F7A8E0		

2.2.7. Headline 1

Headline 1

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
bold	Used for titles, buttons, labels and sections	bold	bold	23	56	2

2.2.8. Headline 2

Headline 2

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
bold	Used for page title on the website. Another example is numbers in infographics	bold	bold	23	40	2

2.2.9. Headline 3

Headline 3

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
bold	Used for section headers on the website	bold	bold	2	32	1

2.2.10. Headline 4

Headline 4

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
bold	Used for page titles on the website	bold	bold	17	28	1

2.2.11. Headline 5

Headline 5

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
bold	Used for document titles on the website	bold	bold	13	24	1

2.2.12. Headline 6

Headline 6

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
bold	Used for document titles on the website, large headings on print	bold	bold	12	20	1

2.2.13. Body

Body

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

Font	Description	Style	Default weight	Size (pt)	Size (px)	Size (em)
normal	Used for body text	normal	normal	14	36	1
large	Used for headings	normal	normal	16	40	1
small	Used for footnotes	normal	normal	10	24	1

Marketing collaterals examples



2

/ Product design /
Website design /
Web development /Customer
Bluto

E-commerce platform

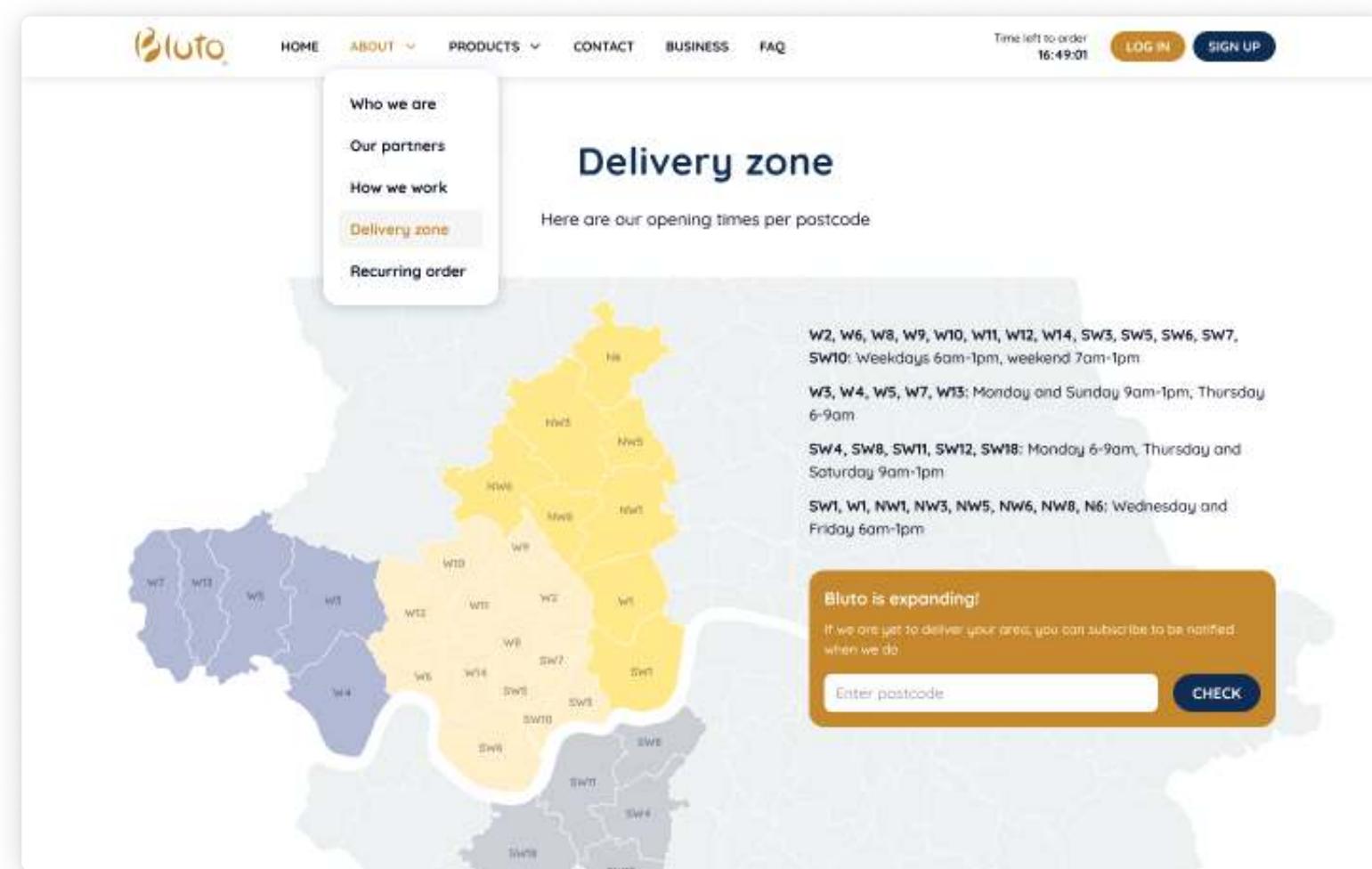
Bespoke web-app and admin system

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 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.



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, W13: Monday and Sunday 9am-1pm; Thursday 6-9am

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

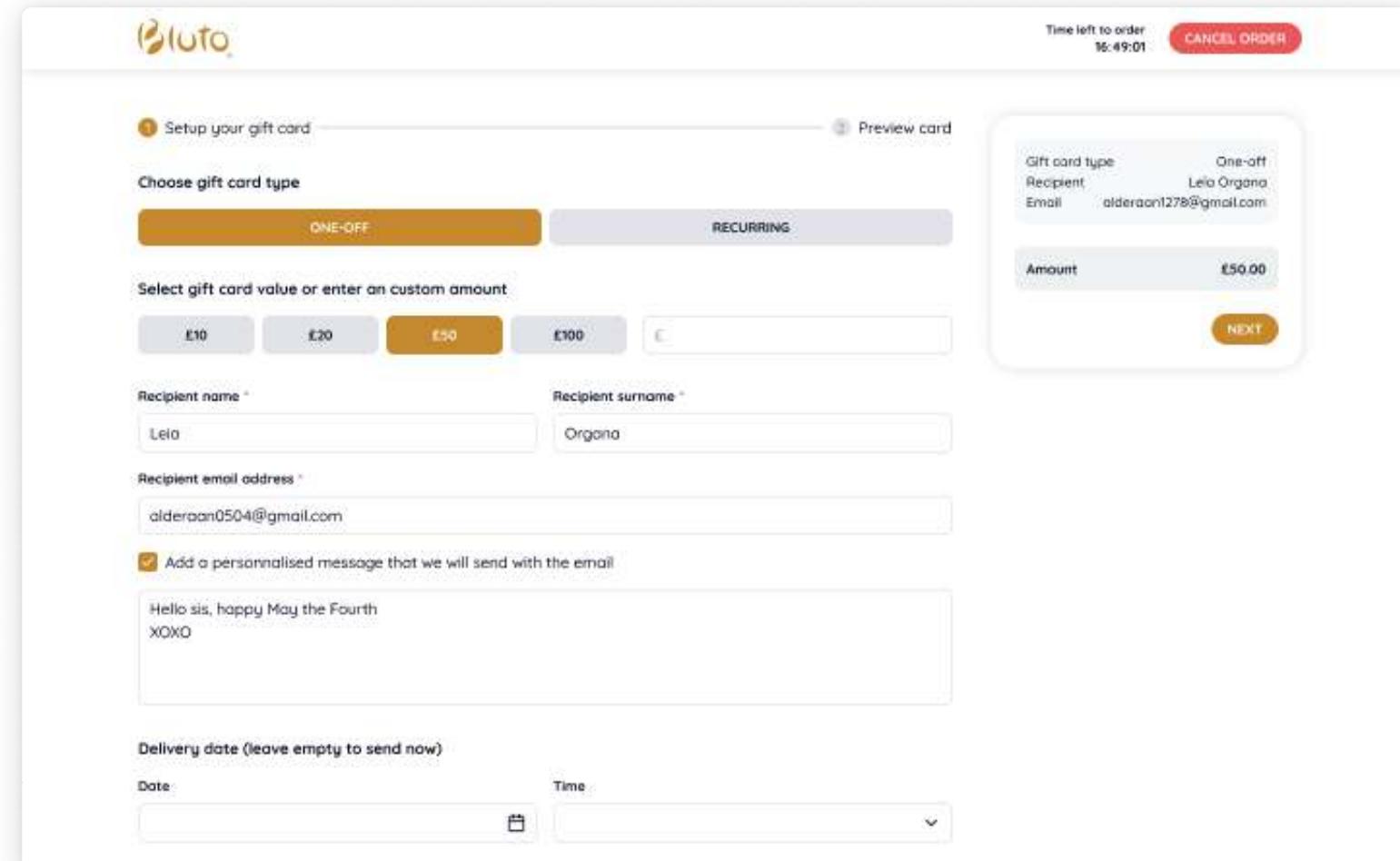
SW1, W1, NW1, NW3, NW5, NW6, NW8, N6: Wednesday and Friday 6am-1pm

Bluto is expanding!

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

Enter postcode

CHECK



Setup your gift card

Preview card

Choose gift card type

ONE-OFF RECURRING

Gift card type: One-off
Recipient: Léa Organa
Email: olderon0504@gmail.com

Amount: £50.00

Select gift card value or enter a custom amount

£10 £20 £50 £100 £

Recipient name: Léa
Recipient surname: Organa

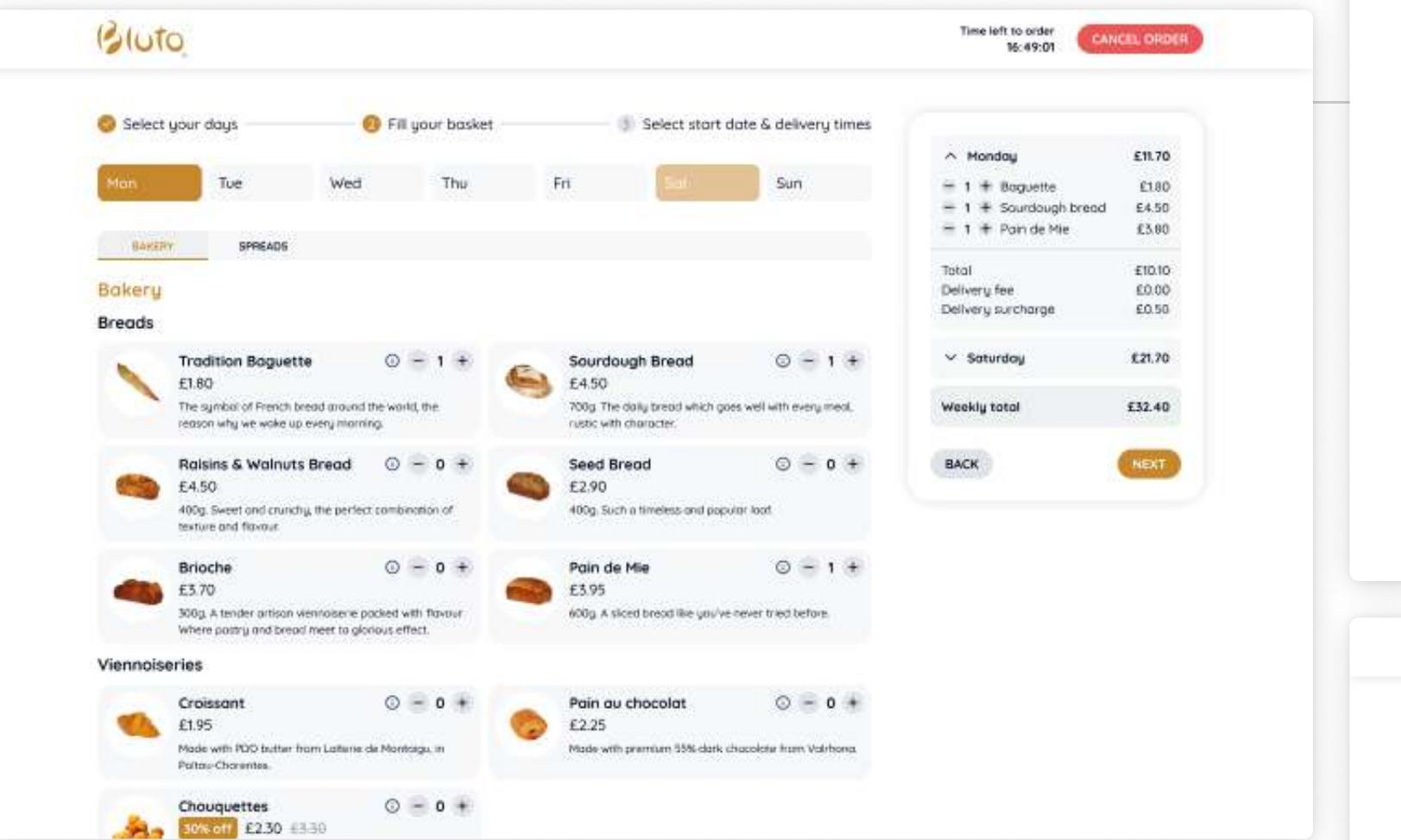
Recipient email address: olderon0504@gmail.com

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:



Bluto

Time left to order: 16:49:01 CANCEL ORDER

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

Fill your basket: BAKERY SPREADS

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: £3.95

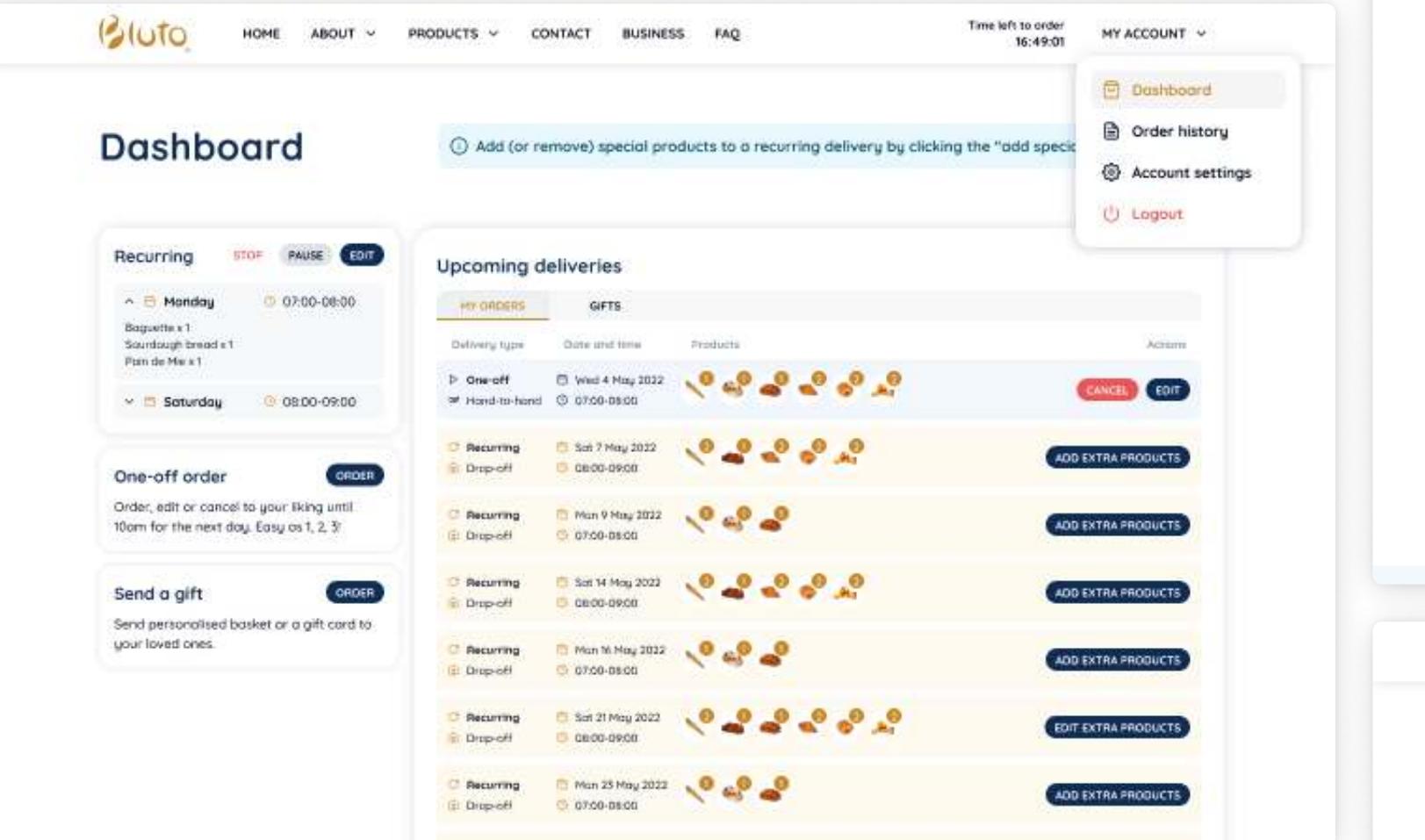
Viennoiseries

- 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



Bluto

HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Time left to order: 16:49:01

MY ACCOUNT

Dashboard Order history Account settings Logout

Recurring STOP PAUSE EDIT

Upcoming deliveries

Mon 07:00-08:00: Baguette x1, Sourdough bread x1, Pain de Mie x1

Sat 08:00-09:00: Hand-to-hand

One-off ORDER

Send a gift ORDER

Upcoming deliveries

Mon 07:00-08:00: One-off

Mon 08:00-09:00: Hand-to-hand

Mon 09:00-10:00: Recurring

Mon 10:00-11:00: Drop-off

Mon 11:00-12:00: Recurring

Mon 12:00-13:00: Drop-off

Mon 13:00-14:00: Recurring

Mon 14:00-15:00: Drop-off

Mon 15:00-16:00: Recurring

Mon 16:00-17:00: Drop-off

Mon 17:00-18:00: Recurring

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Mon 21:00-22:00: Recurring

Mon 22:00-23:00: Drop-off

Mon 23:00-00:00: Recurring

Mon 00:00-01:00: Drop-off

Mon 01:00-02:00: Recurring

Mon 02:00-03:00: Drop-off

Mon 03:00-04:00: Recurring

Mon 04:00-05:00: Drop-off

Mon 05:00-06:00: Recurring

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Mon 13:00-14:00: Recurring

Mon 14:00-15:00: Drop-off

Mon 15:00-16:00: Recurring

Mon 16:00-17:00: Drop-off

Mon 17:00-18:00: Recurring

Mon 18:00-19:00: Drop-off

Mon 19:00-20:00: Recurring

Mon 20:00-21:00: Drop-off

Mon 21:00-22:00: Recurring

Mon 22:00-23:00: Drop-off

Mon 23:00-00:00: Recurring

Mon 00:00-01:00: Drop-off

Mon 01:00-02:00: Recurring

Mon 02:00-03:00: Drop-off

Mon 03:00-04:00: Recurring

Mon 04:00-05:00: Drop-off

Mon 05:00-06:00: Recurring

Mon 06:00-07:00: Drop-off

Mon 07:00-08:00: Recurring

Mon 08:00-09:00: Drop-off

Mon 09:00-10:00: Recurring

Mon 10:00-11:00: Drop-off

Mon 11:00-12:00: Recurring

Mon 12:00-13:00: Drop-off

Mon 13:00-14:00: Recurring

Mon 14:00-15:00: Drop-off

Mon 15:00-16:00: Recurring

Mon 16:00-17:00: Drop-off

Mon 17:00-18:00: Recurring

Mon 18:00-19:00: Drop-off

Mon 19:00-20:00: Recurring

Mon 20:00-21:00: Drop-off

Mon 21:00-22:00: Recurring

Mon 22:00-23:00: Drop-off

Mon 23:00-00:00: Recurring

Mon 00:00-01:00: Drop-off

Mon 01:00-02:00: Recurring

Mon 02:00-03:00: Drop-off

Mon 03:00-04:00: Recurring

Mon 04:00-05:00: Drop-off

Mon 05:00-06:00: Recurring

Mon 06:00-07:00: Drop-off

Mon 07:00-08:00: Recurring

Mon 08:00-09:00: Drop-off

Mon 09:00-10:00: Recurring

Mon 10:00-11:00: Drop-off

Mon 11:00-12:00: Recurring

Mon 12:00-13:00: Drop-off

Mon 13:00-14:00: Recurring

Mon 14:00-15:00: Drop-off

Mon 15:00-16:00: Recurring

Mon 16:00-17:00: Drop-off

Mon 17:00-18:00: Recurring

Mon 18:00-19:00: Drop-off

Mon 19:00-20:00: Recurring

Screens

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

Dashboard

Route planner: Daily £261.80, Weekly £1,270.10, Monthly £4,064.10, Yearly £49,718.35

Product list (J+1): Turnover and orders

Line chart showing monthly turnover from January to December, showing a steady increase.

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, Broche, Croissant, Pain au Chocolat, Pain Viennois, Individual Gluten free Bread, Chouquettes.

Delivery slots: 07-08, 08-09, 09-10, 10-11, 11-12, 12-13, 13-14

Route planner > 01/01/2021

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

Product	Qty	Order	Customer	ETA	Products
Tradition baguette	20	1	Ivan Leisch	4	
Sourdough Bread	5	2	45 Longhorne St SW6 6JT	5	
Raisins & Walnuts Bread	5	3	Sherry Koch	6	
Seed Bread	4	4	Gretchen Schmier	7	
Large Seed Bread	1	5	Stacy Lorsen	8	
Pain de mie	3	6	6 Whitchurch Rd SW6 5OR	9	
Rye Bread	1	7	Diane Stedemann	10	
Broche	8	8	Jonathan Rowe	11	
Croissant	19	9	7 Bitternra Rd SW6 2HU	12	
Pain au Chocolat	26	10	Mr. Sam Lohock	13	
Pain Viennois	3	11	SW6 4AF SW6 4AP	14	
Individual Gluten free Bread	1	12	Ronald Killock	15	
Chouquettes	9	13	Rex Gorczon	16	
			Alice Stark	17	
			Andie Black	18	
			Edmund Brothke	19	
			Michael Nienow	20	

Route planner > 01/01/2021

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

Product	Qty	Order	Customer	ETA	Products
Tradition baguette	20	1	Ivan Leisch	4	
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Pain de mie	3	6	6 Whitchurch Rd SW6 5OR	9	
Rye Bread	1	7	Diane Stedemann	10	
Broche	8	8	Jonathan Rowe	11	
Croissant	19	9	7 Bitternra Rd SW6 2HU	12	
Pain au Chocolat	26	10	Mr. Sam Lohock	13	
Pain Viennois	3	11	SW6 4AF SW6 4AP	14	
Individual Gluten free Bread	1	12	Ronald Killock	15	
Chouquettes	9	13	Rex Gorczon	16	
			Alice Stark	17	
			Andie Black	18	
			Edmund Brothke	19	
			Michael Nienow	20	

Orders

Information: Customer Luke Skywalker

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

Filters: All orders, Recurring orders, Invoices, Gift cards, Products, Promo codes, Users, Logs, Settings

Customer	Status	Type	Date	Time slot	Created at	Updated at	Gift	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	01/05/2022, 12:35	-	No	No	£129.00
John 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	03/05/2022, 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, 10:04	No	No	£58.05
Leoni Corwin	NEW	One-off	04/05/2022	06:00-07:00	29/04/2022, 22:29	No	No	No	£104.90
Angelina Skiles	NEW	Recurring	04/05/2022	06:00-07:00	02/05/2022, 12:35	-	No	No	£2.80
Blake Doughtery	NEW	One-off	04/05/2022	07:00-08:00	03/05/2022, 09:40	-	Yes	No	£54.45
Jake Romaguera	NEW	Recurring	04/05/2022	07:00-08:00	03/05/2022, 09:41	-	No	No	£6.05
Abney Letter	NEW	Recurring	04/05/2022	07:00-08:00	02/05/2022, 12:35	03/05/2022, 07:31	No	No	£24.00

Customers

Information: Luke Skywalker

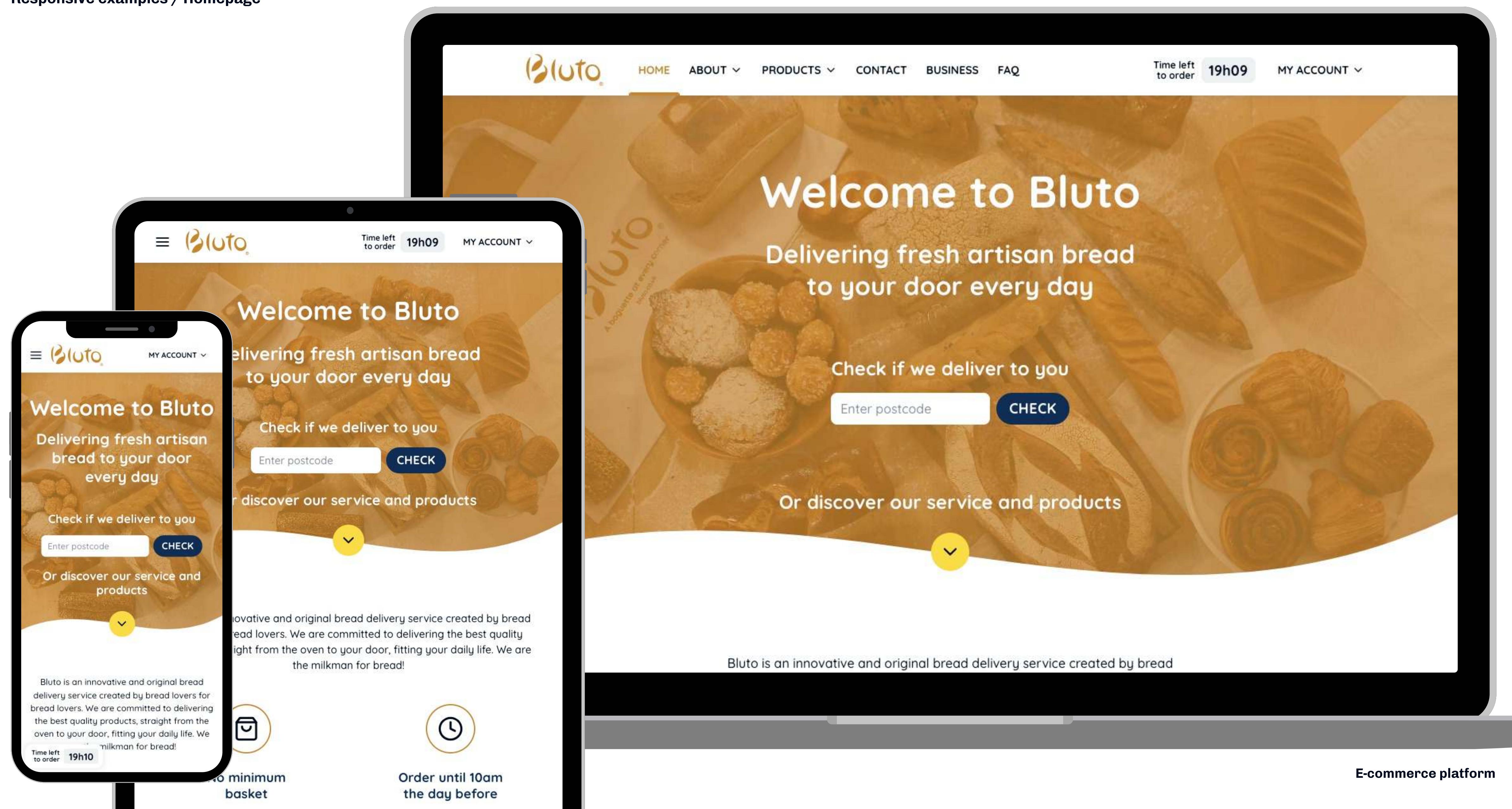
Orders: Status NEW

Gift message: The email address must be changed on Stripe too.

Filters: Customers, Orders, Gift cards, Products, Promo codes, Users, Logs, Settings

Name	Type	Email	Phone	Postcode
Luke Skywalker	Consumer	force4ever@gmail.com	077 0405 1138	W12 9LF
Ramon Włoszcz	Consumer	Ramon_Włoszcz@yahoo.com	077 0405 1138	W12 8FD
Morris Gremm	Consumer	MorrisGremm@hotmail.com	077 0405 1138	SW3 7AD
Vinnie Schneider	Consumer	Vinnie.Schneider@yahoo.com	077 0405 1138	W12 9SF
Tobie Kuhn	Consumer	Tobie.Kuhn23@yahoo.com	077 0405 1138	W9 1ED
Jeanne Kurze	Consumer	Jeanne_Kurze23@yahoo.com	077 0405 1138	SW6 8DD
Jaylyn Tillman	Consumer	Jaylyn.Tillman23@gmail.com	077 0405 1138	SW10 8PQ
Whitney Nienow	Business	Whitney.Nienow@yahoo.com	077 0405 1138	SW1 8FE
Lurline Breitenberg	Consumer	Lurline.Breitenberg@hotmail.com	077 0405 1138	NW10 0J7
Geraldine Ritchie	Consumer	Geraldine.Ritchie@yahoo.com	077 0405 1138	SW3 9TT

Responsive examples / Homepage



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

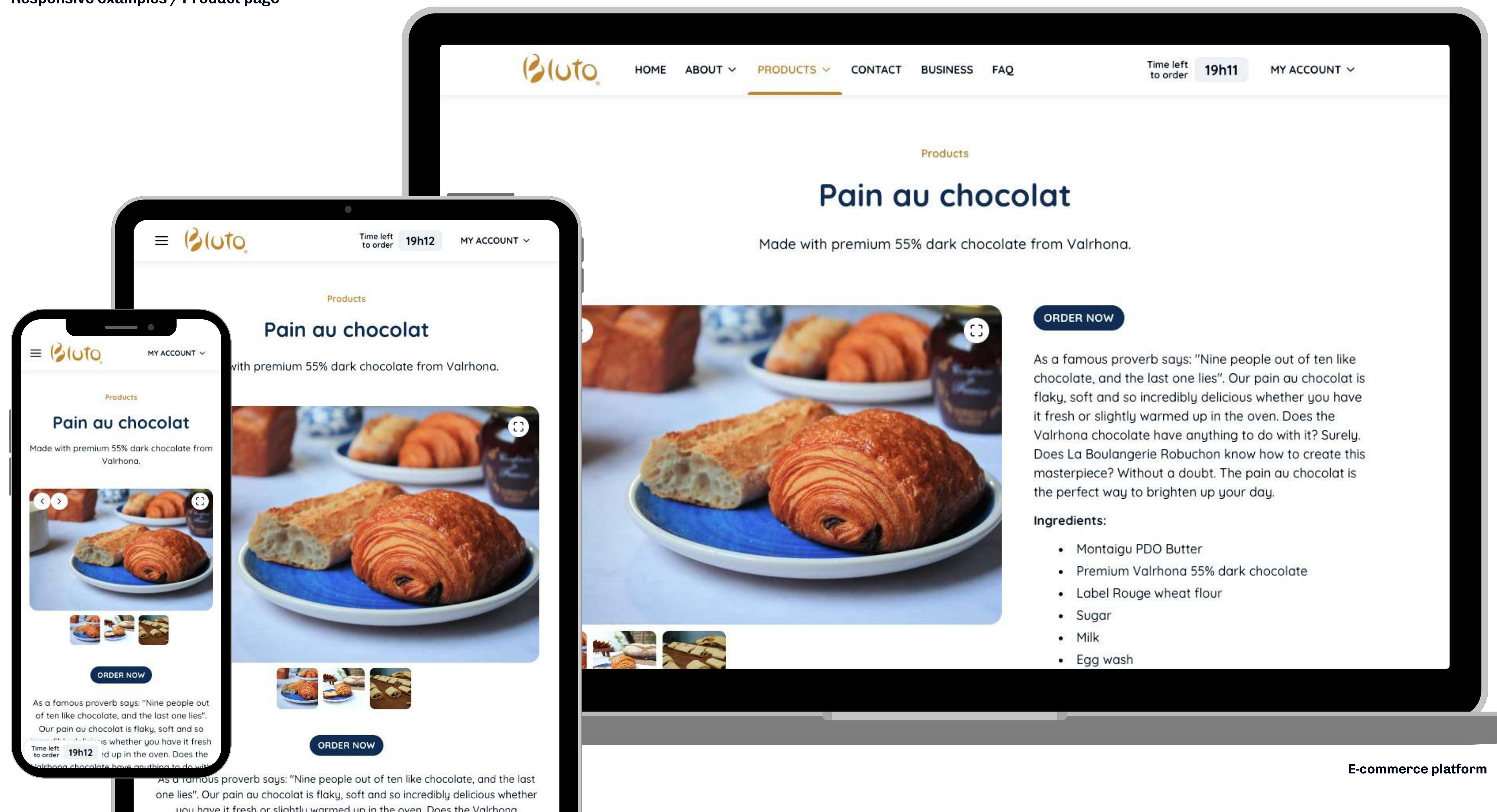
Desktop View: The top right view shows the desktop version of the website. It features a navigation bar with links for HOME, ABOUT, PRODUCTS, CONTACT, BUSINESS, and FAQ. A timer indicates "Time left to order" as 19h09. The main content area has a large image of various breads and a prominent "Welcome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

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" button and "Enter postcode" input field are more prominent. The "Or discover our service and products" button is also visible. 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" button and "Enter postcode" input field are the most prominent elements. The "Or discover our service and products" button is also visible. The footer paragraph is partially visible.

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 a Pain au chocolat, showing how the layout and content adapt to different screen sizes.

Desktop View: The top right view shows the product page on a desktop browser. The header includes the logo, navigation links (HOME, ABOUT, PRODUCTS, CONTACT, BUSINESS, FAQ), a timer (Time left to order 19h11), and a MY ACCOUNT link. The main content features a large image of a Pain au chocolat, the product name "Pain au chocolat", a description "Made with premium 55% dark chocolate from Valrhona.", and a "ORDER NOW" button. Below the main image is a detailed description of the product's ingredients and a famous proverb.

Tablet View: The middle view shows the product page on a tablet. The layout is similar to the desktop version but is optimized for a smaller screen. The product image, name, description, and order button are all present, along with the proverb and ingredient list.

Mobile View: The bottom left view shows the product page on a mobile phone. The content is further condensed. The product image, name, description, and order button are visible, along with the proverb and ingredient list. The mobile view also includes a small navigation menu icon in the top left corner.

Responsive examples / User dashboard

Bluto

HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Time left to order 19h43 MY ACCOUNT

Dashboard

Bluto is going through some changes, see our [latest updates](#)

Recurring order

Wednesday 06:00 - 08:00

Wednesday 11:00 - 12:00

Order

Recurring order

Wednesday 06:00 - 08:00

Wednesday 11:00 - 12:00

Order

One-off order

Order

Gift an order

GIFT

Upcoming deliveries

Add new products to a recurring delivery by clicking the "add extra products" button

Time left to order 19h42

07/10/2023 Hand-to-hand 11:00 - 12:00

19h43 MY ACCOUNT

Dashboard

Bluto is going through some changes, see our [latest updates](#)

Recurring order

Wednesday 06:00 - 08:00

Wednesday 11:00 - 12:00

Order

Recurring order

Wednesday 06:00 - 08:00

Wednesday 11:00 - 12:00

Order

One-off order

Order

Gift an order

GIFT

Upcoming deliveries

Add new products to a recurring delivery by clicking the "add extra products" button

Time left to order 19h42

07/10/2023 Hand-to-hand 11:00 - 12:00

Upcoming deliveries

Bluto is going through some changes, see our [latest updates](#)

One-off Hand-to-hand 07/10/2023 11:00 - 12:00

Recurring Drop-off 11/10/2023 06:00 - 08:00

Recurring Drop-off 14/10/2023 11:00 - 12:00

Recurring Drop-off 18/10/2023 06:00 - 08:00

Recurring Drop-off 21/10/2023 11:00 - 12:00

Recurring Drop-off 25/10/2023 06:00 - 08:00

VIEW EDIT CANCEL

VIEW ADD EXTRA PRODUCTS

E-commerce platform

3

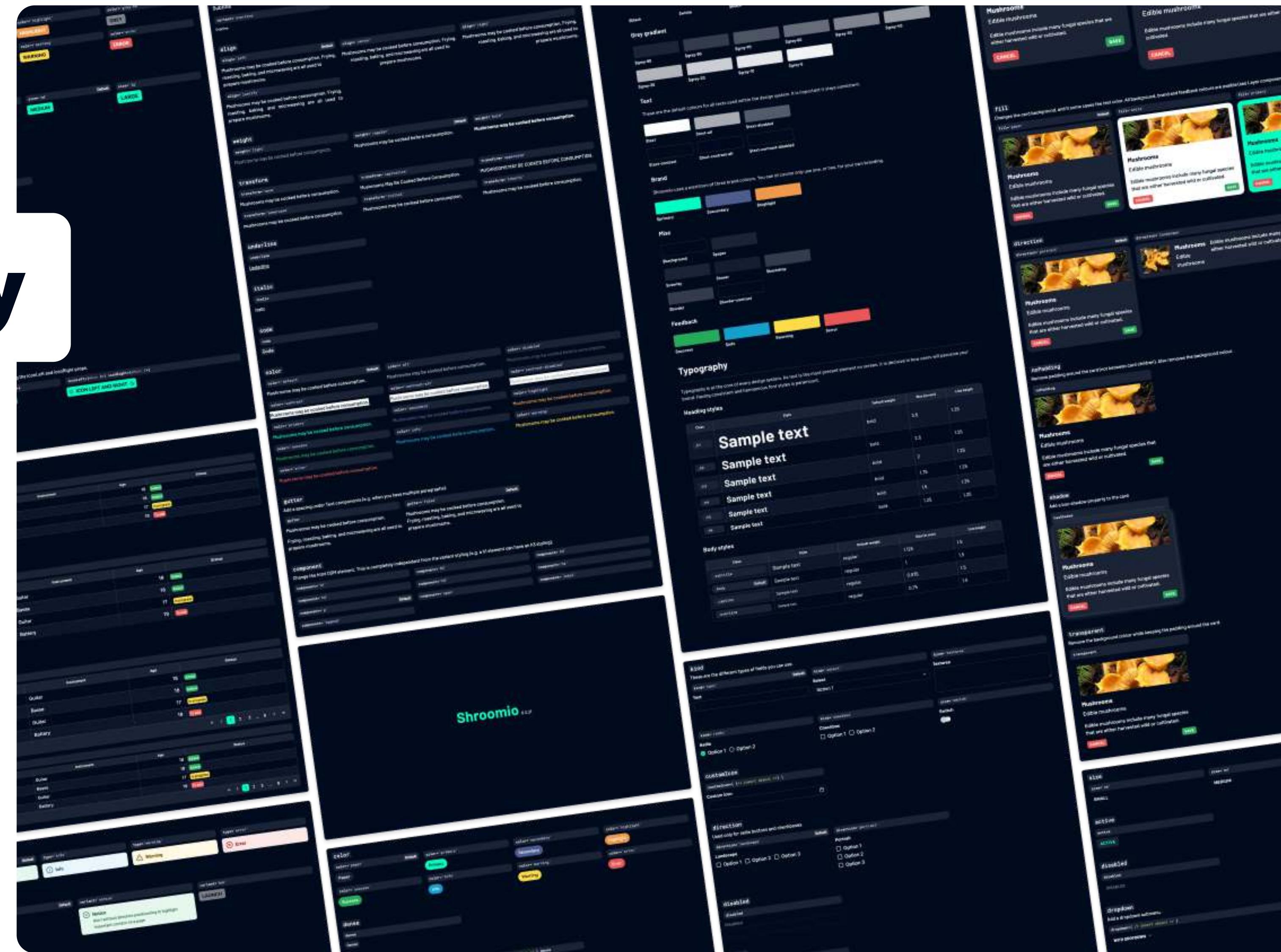
/ Web development

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](#)

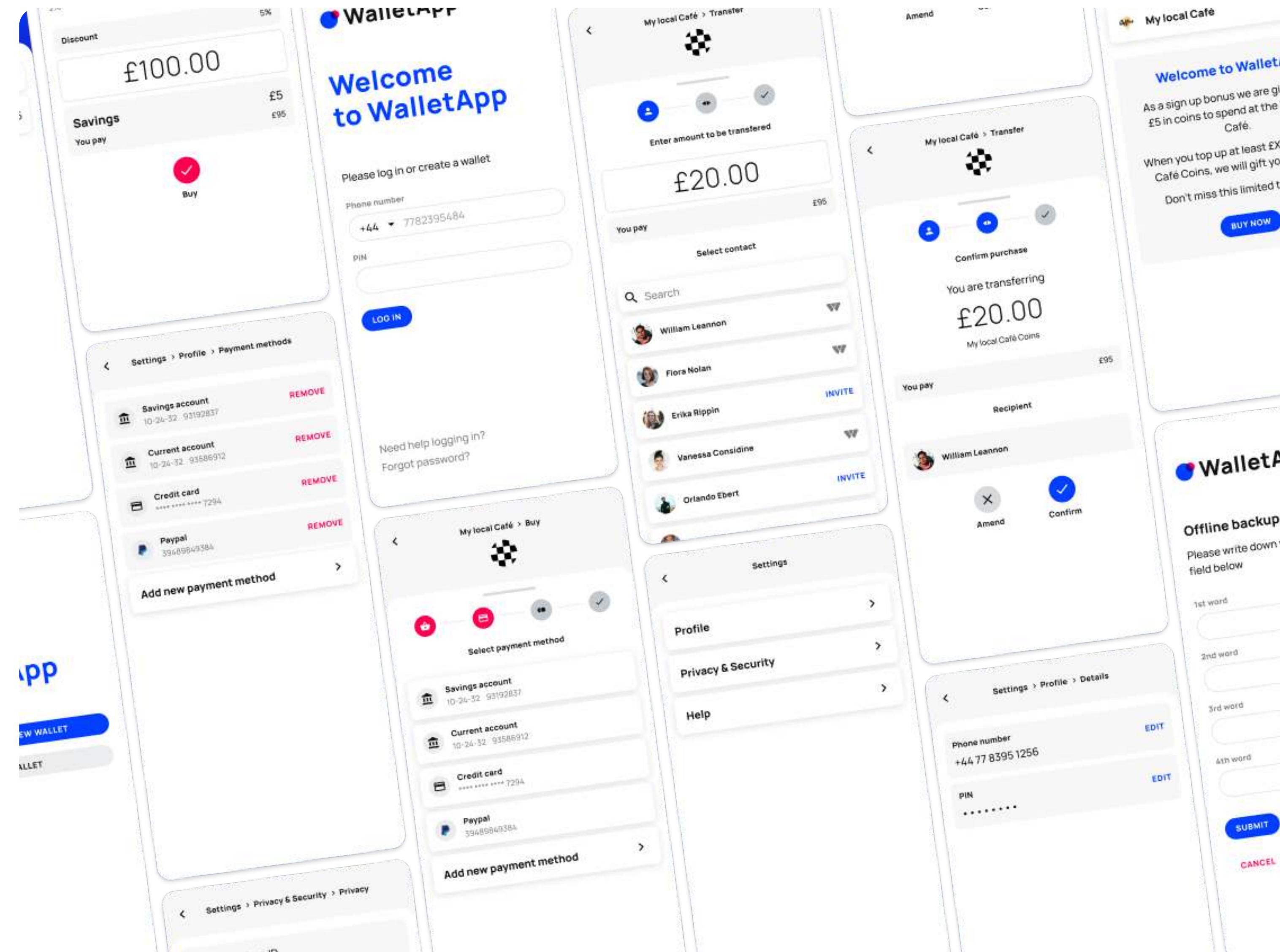
4

Brand identity / Customer
Product design / Under NDA

Wallet app

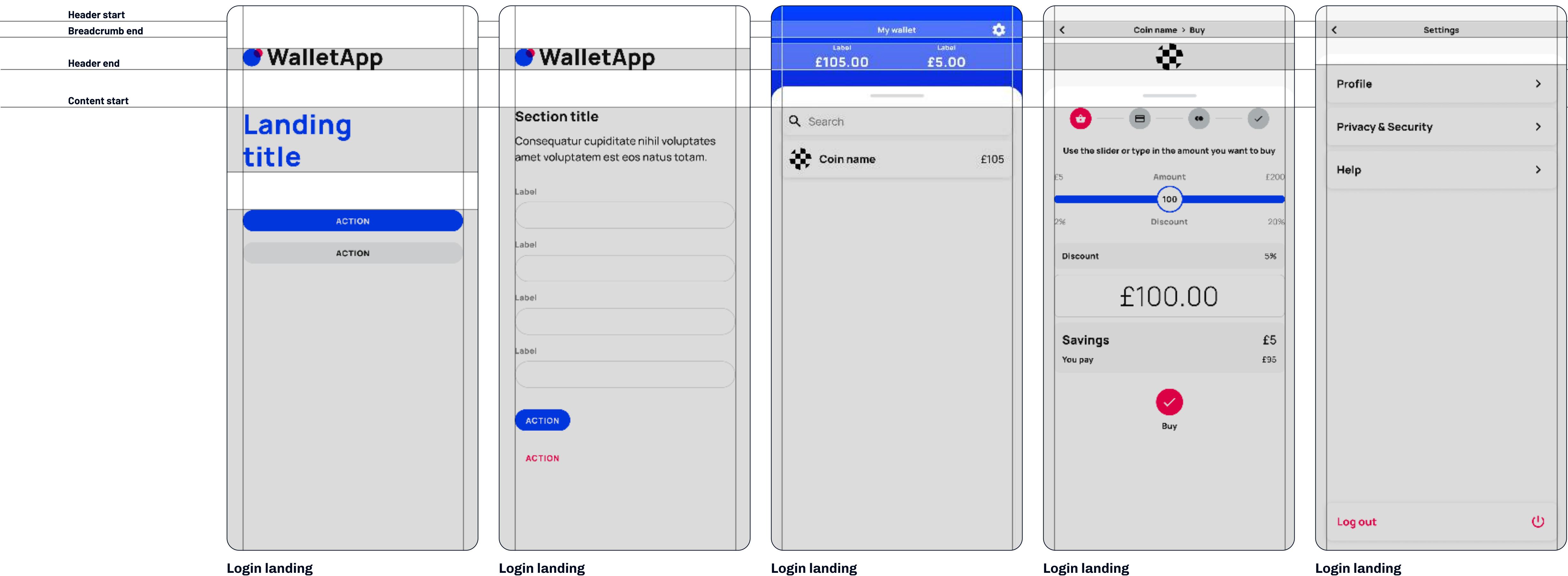
Mobile app wireframing and design

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 14 categories: Common, Primary, Secondary, Error, Warning, Info, Success, Grey, Text, Background, Action, Other, and Brand. Each category contains a row of color swatches. The 'Brand' category includes social media icons for Facebook, Twitter, LinkedIn, and GitHub.

Common	Primary	Secondary	Error	Warning	Info	Success	Grey	Text	Background	Action	Other	Brand
												
												
												
												
												
												
												
												
												
												
												
												
												
												
												
												

ContentTitle

Component

Title

Subtitle

CONNECT

Cards

 Buy  Transfer

Checkbox

Component

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

FormControl

Legend

- Label
- Label
- Label

Legend

- Label
- Label
- Label

A vertical list of ten IconButton components, each with a different colored star icon inside a circular button. The colors are blue, dark blue, grey, red, dark red, light grey, blue, blue, yellow, and grey. The first four are solid colors, while the last six have a subtle gradient. The icons are arranged vertically within a dashed-line box.

Phone

Component

Phone number

+44 ▼ 7782396484

Typography

TextField

- ★ LIST
- ★ LIST
- ★ LIST

SelectContainer

Component

WalletApp Sales

Select an account in Xero where you would like to record coin redemptions and refunds within your ledger.

▼

WalletApp Sales

Select an account in Xero where you would like to record coin redemptions and refunds within your ledger.

▼

5

Product design /

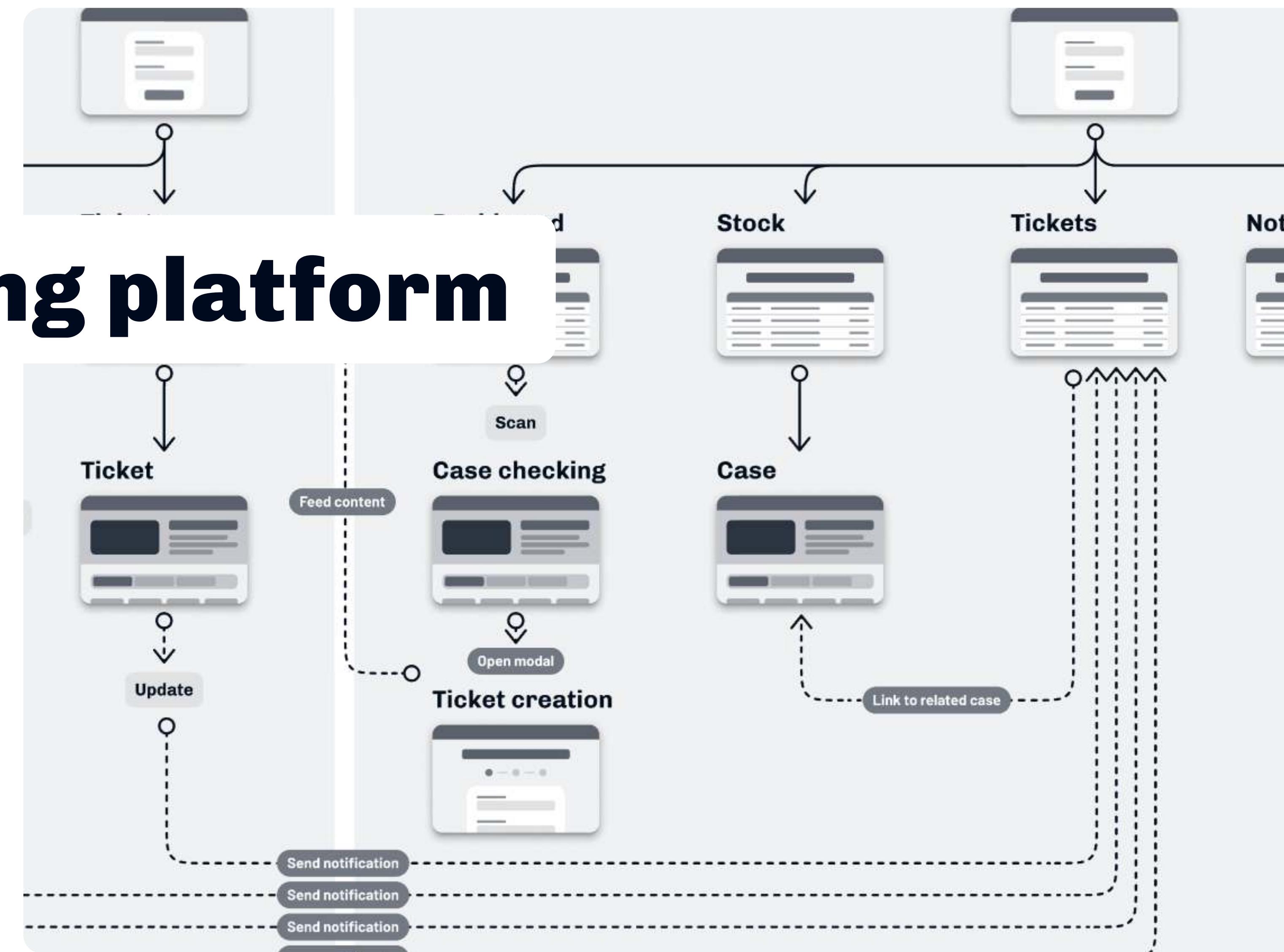
Wireframing /

Customer Under NDA

Stock & ticketing platform

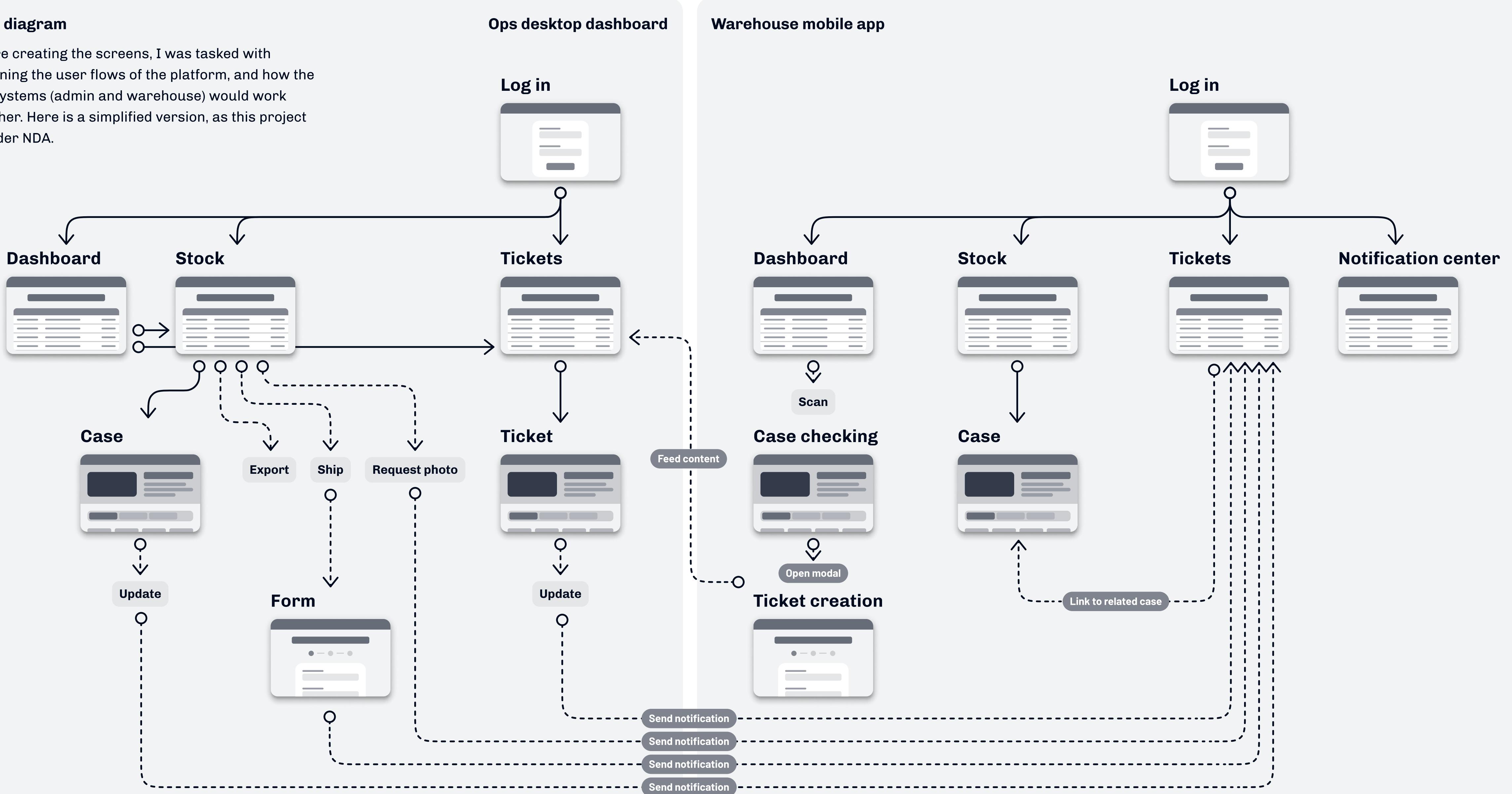
Back-office desktop and mobile app

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.



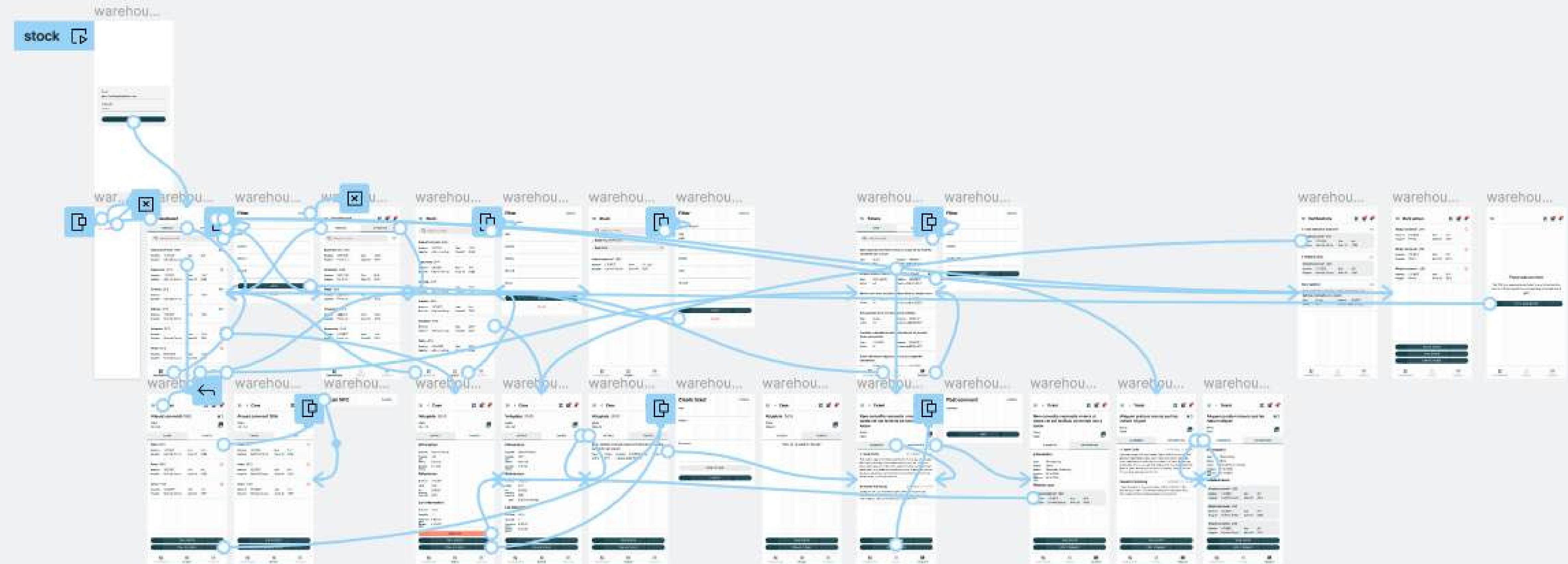
Flow diagram

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

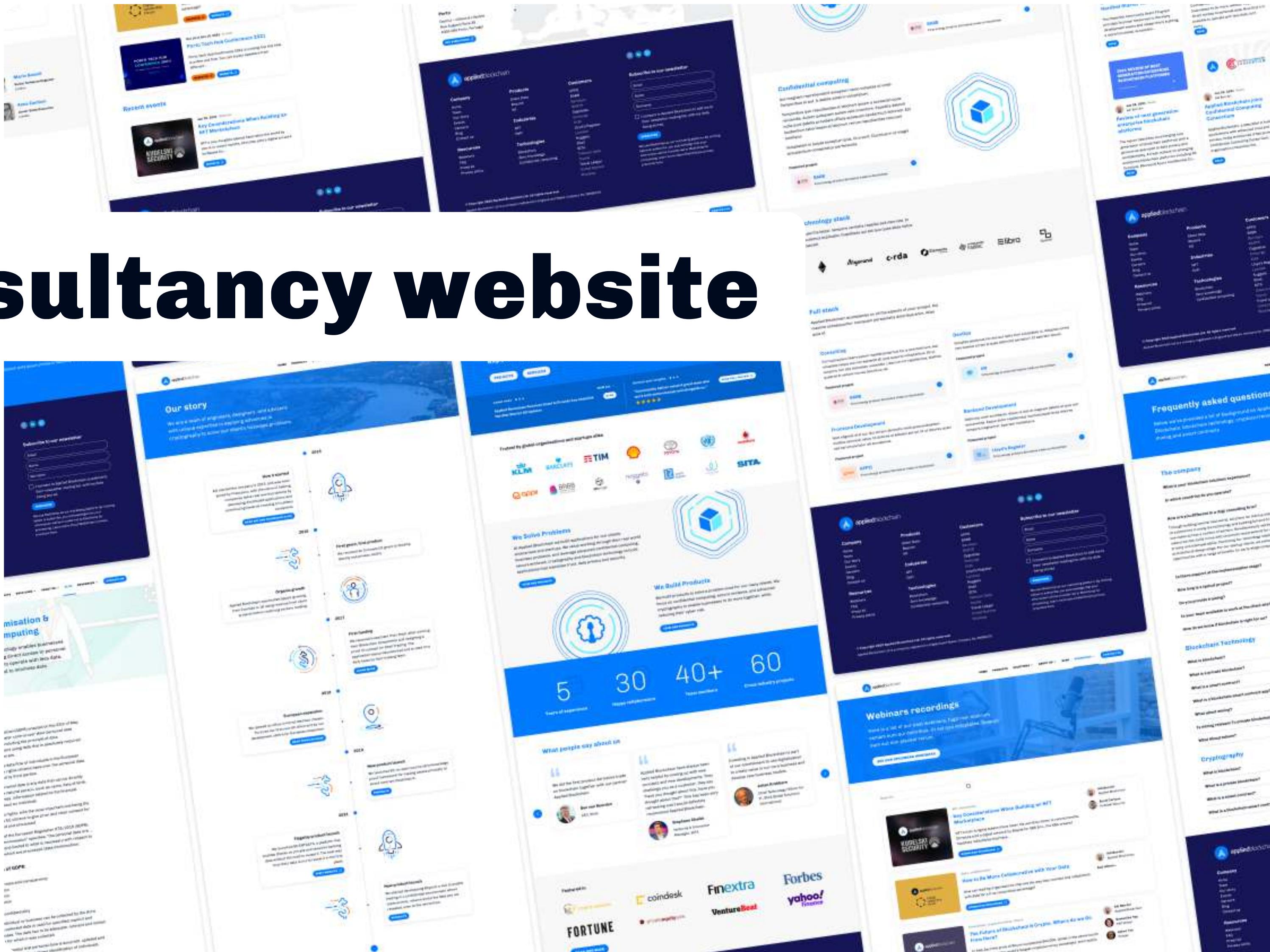
Before creating the screens, I designed the user flows, and how the two systems (admin and warehouse) would work together. I then made wireframes, in order to showcase the flows using Figma's wireframing tool to the client.



6

Brand identity /
Website design /
Web development /

Customer
Applied Blockchain



Blockchain consultancy website

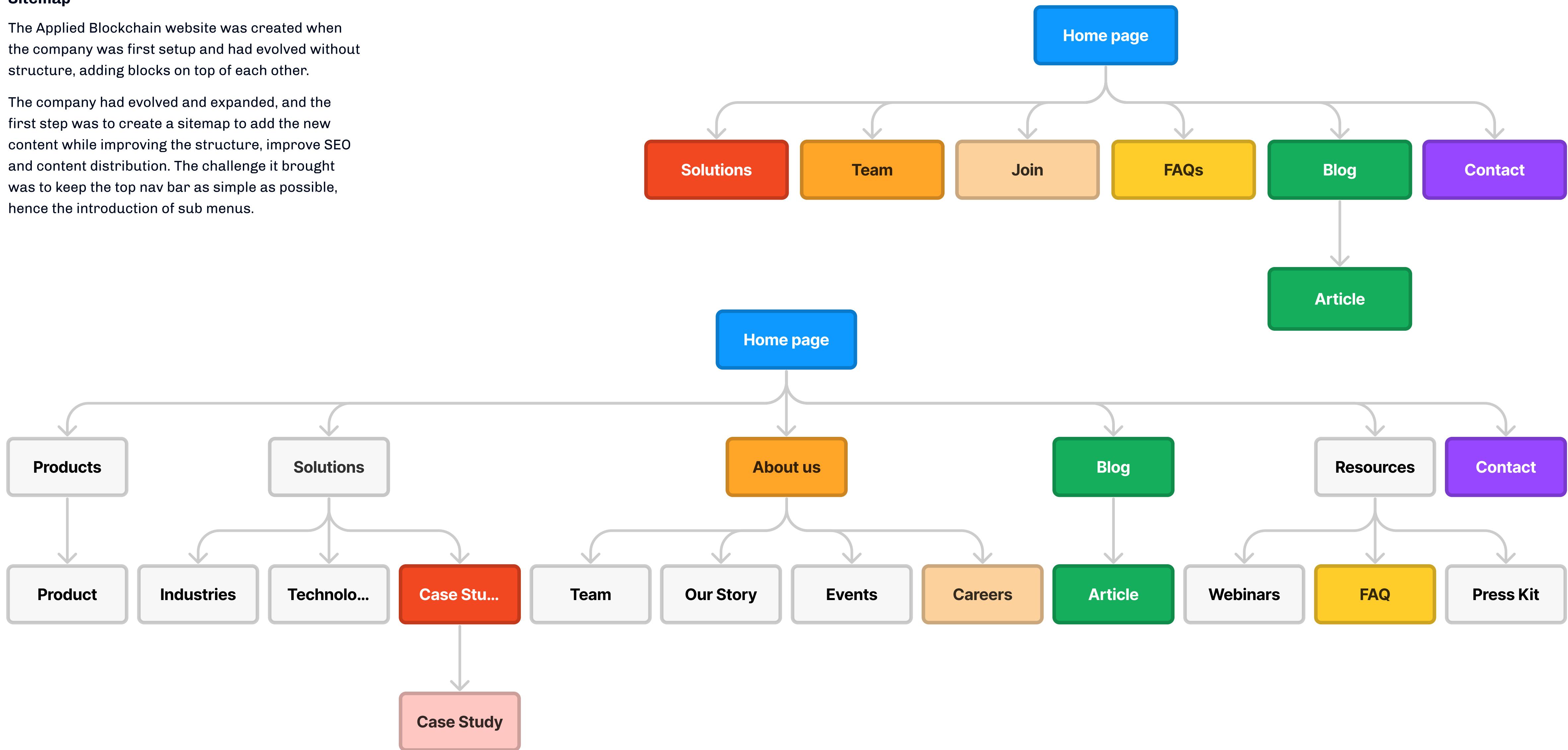
Website redesign

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

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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** **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

Stephane Cheikh Ventures & Innovation Manager, SITA

"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."

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

coindesk Finextra Forbes

privateequitywire VentureBeat yahoo! finance

products

Customers

Industries

Technologies

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 create a platform to enable a bank to look at the costs and process to minimize costs, maximize 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, and each user can only verify the integrity of the data, meaning the data is kept cryptographically secure, encrypted with smart contracts and can only be updated by another with the explicit 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 transition to a blockchain and are going to be your individual to get involved when you take a first step in your blockchain journey.

Case studies

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

Search... Q

Lloyd's Register
Shipping

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.

Shell
Energy

First energy product derivative trade on blockchain

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

APPII
Recruitment

World's first blockchain career verification and background screening platform

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

Travel Ledger
Travel

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.

TIM
Telecom

TIM WCAP Innovation Program

Showcasing privacy-preserving technology

UNITED NATIONS
Government

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

SITA

Blockchain Delivered

Designed a platform underpinned by blockchain as a way to create a single source of truth.

Sign and advisory for the technical part Contract data store for each user to store data. Educational institutions and work are able to verify a user's experience against their record on the blockchain.

Blockchain included developing functionality to provide providers for verification, issuing and integrating Applied Blockchain's tools with data protection and privacy.

Process of user research (for applicants, design and development for each of the tools were developed with an intuitive user interface and storage and management of data and employers to attest to a user's experience.

APPII from the research and design production-grade platform for recruitment – 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 is also a frequent speaker at industry conferences and has written several papers on the topic of blockchain and cryptography.



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

View

appliedblockchain

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trust solutions to problems

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

Production

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

Support

Blog

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

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 28, 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 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.

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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 displays a collage of screenshots from a trading platform, illustrating the design system. The top section shows a dashboard with a chart for ICEBRENT_SWAP (Date: 27/04/2023, Price: 75.85) and a table of market data for Brent Crude across different months (JUN23, JUL23, AUG23, SEP23, OCT23). The middle section shows a detailed order book for Brent Crude with columns for Instrument, Unit, Period, Lot Size, Sell, Size, Bid, Ask, Buy, Multi, Low, High, Last, and Settlement. The bottom section shows a list of deals with columns for Time of Order (UTC), Time of Trade (UTC), Status, ID, B/S, Instrument, Source, and Exchange. The right side of the collage shows a mobile application interface with a top bar, a sidebar with tabs for MARKETS, ORDERS, and DEALS, and a main screen showing a chart and market data for Brent Crude.

This screenshot shows a detailed view of the trading platform's interface. On the left, there is a 'Deals (28)' section with a table of historical trades. On the right, there is a 'Markets' section for Brent Crude with a table of current market data. The top navigation bar includes tabs for 'DEFAULT', 'CRUD TAB', and 'MM'.

This screenshot shows a detailed view of the trading platform's interface, similar to the one above but with different data. On the left, there is a 'Deals (28)' section with a table of historical trades. On the right, there is a 'Markets' section for Brent Crude with a table of current market data. The top navigation bar includes tabs for 'DEFAULT', 'CRUD TAB', and 'MM'.

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, its sub-components, and its properties.

I hope you enjoyed my work

Contact me if you want to start a project together

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