

Arnaud Darré

Senior UI/UX Designer

Portfolio



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Product design /
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Customer
Bluto

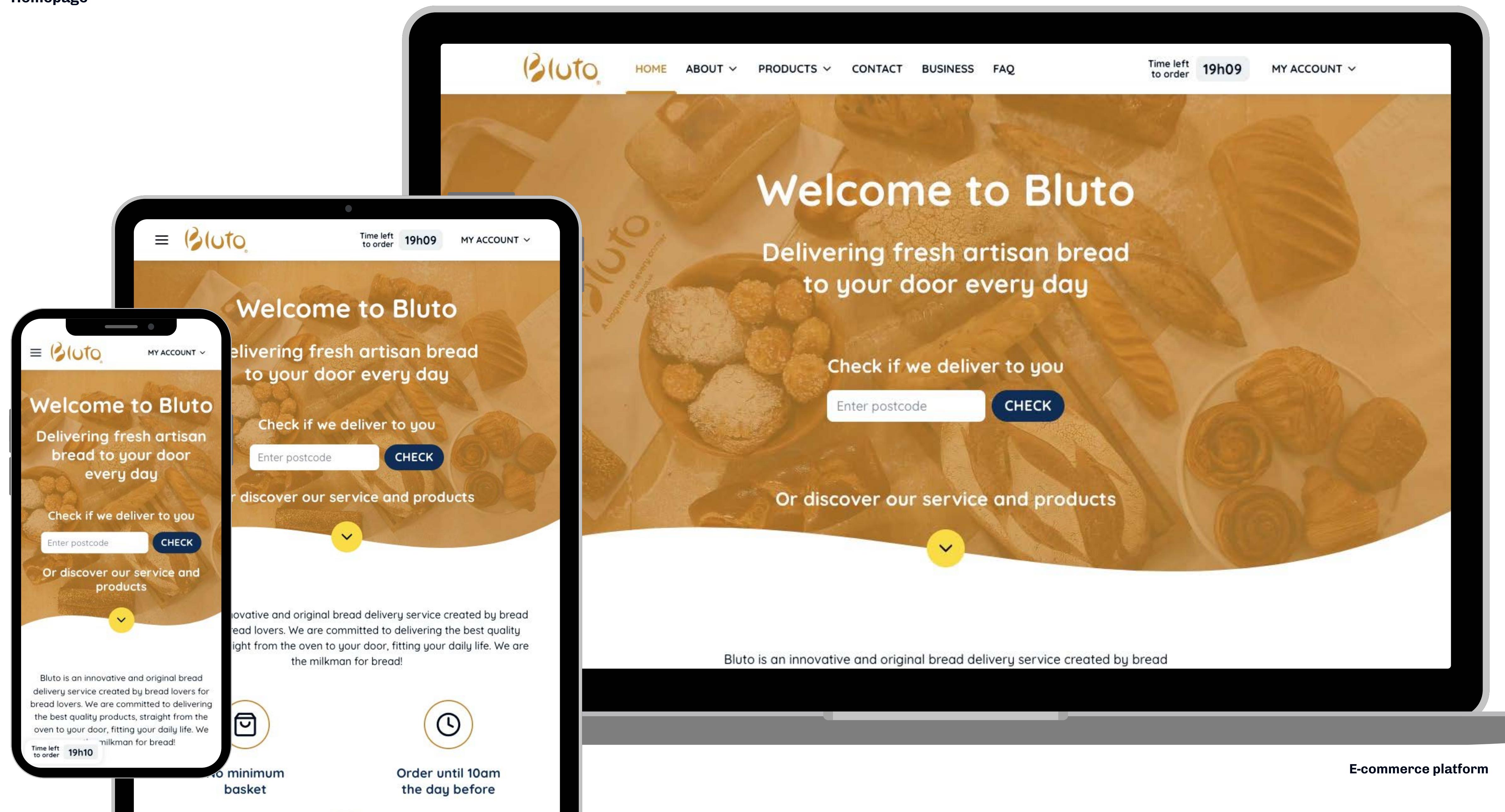
E-commerce platform

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](#)

Homepage



The image displays the Bluto homepage and its mobile responsive design. The website features a warm, golden-yellow color palette with a background image of various breads. The header includes a logo, navigation links (HOME, ABOUT, PRODUCTS, CONTACT, BUSINESS, FAQ), a timer (Time left to order: 19h09), and a 'MY ACCOUNT' dropdown. The main content highlights the service as 'Delivering fresh artisan bread to your door every day' and includes a 'Check if we deliver to you' section with a postcode input field and a 'CHECK' button. Below this, there are sections for 'Or discover our service and products' and a detailed description of the service. The mobile view is a scaled-down version of the desktop site, maintaining the layout and key features like the delivery timer and account access.

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

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

Innovative and original bread delivery service created by bread lovers. We are committed to delivering the best quality bread 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

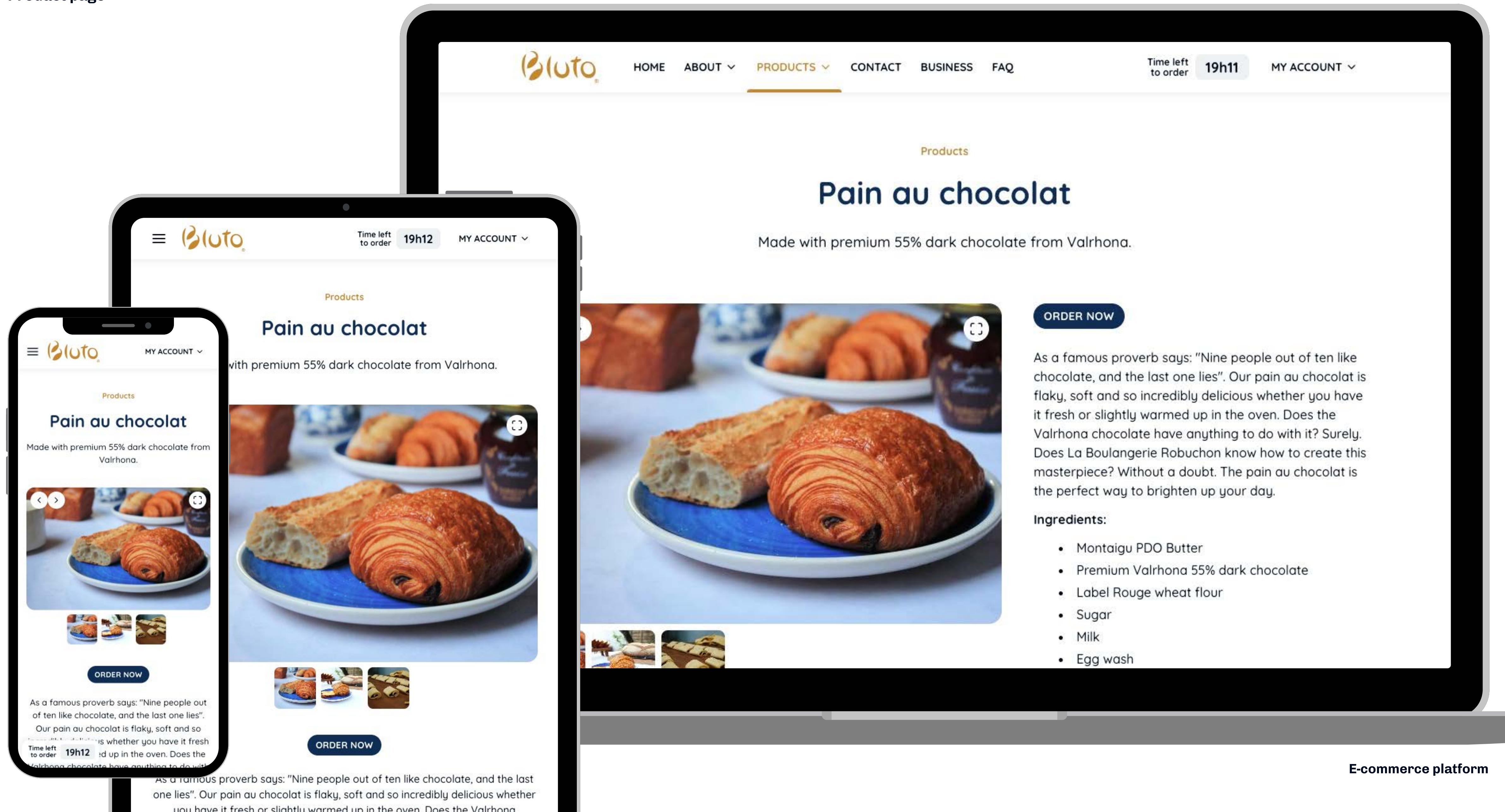
Order until 10am the day before

Time left to order 19h10

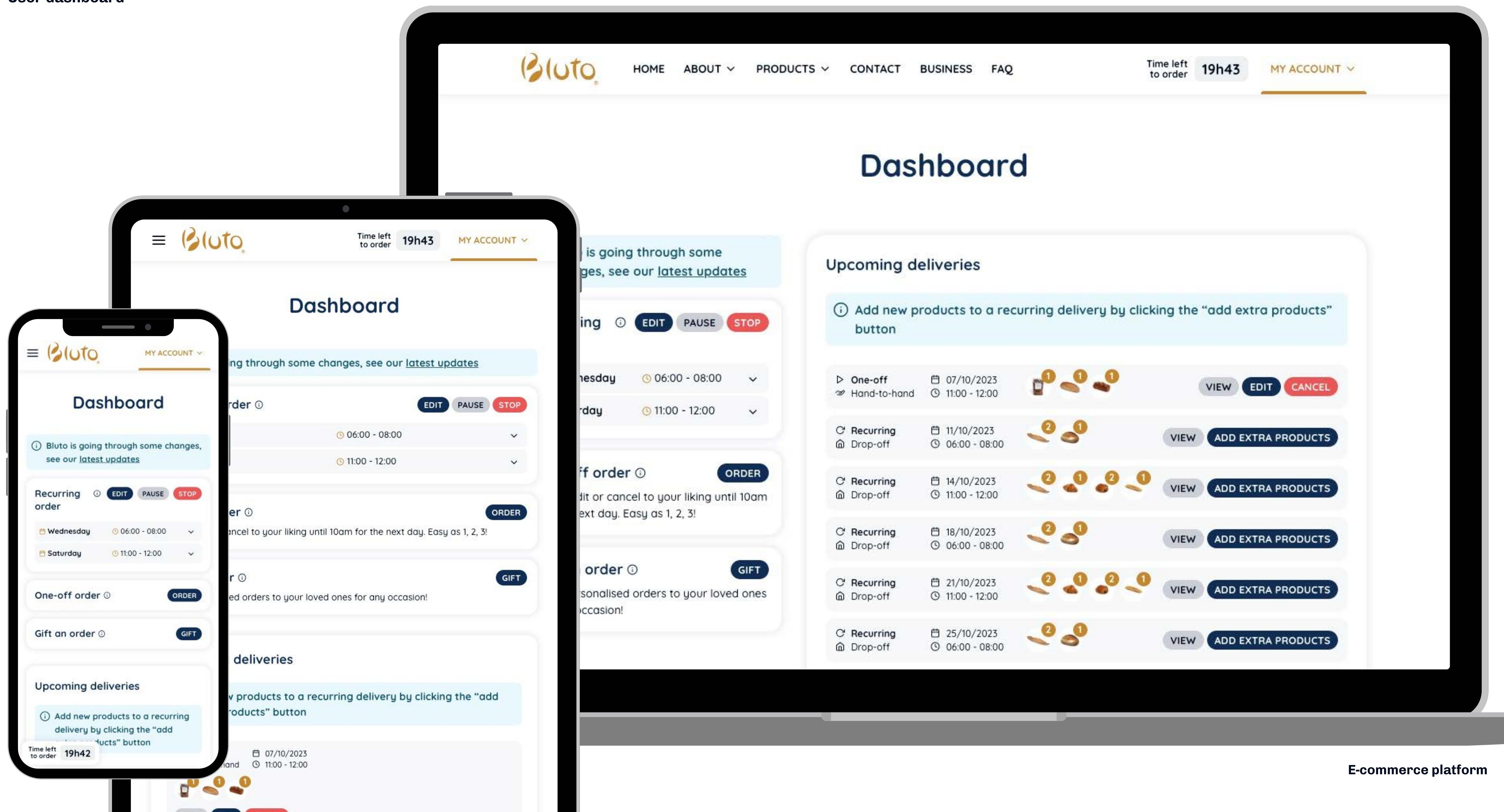
no minimum basket

E-commerce platform

Product page



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

One-off order

Gift an order

Upcoming deliveries

Upcoming deliveries

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

Recurring order

One-off order

Gift an order

Upcoming deliveries

Upcoming deliveries

Time left to order 19h42

19h43

Upcoming deliveries

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

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

One-off Hand-to-hand 07/10/2023 11:00 - 12:00  [VIEW](#) [EDIT](#) [CANCEL](#)

Recurring Drop-off 11/10/2023 06:00 - 08:00  [VIEW](#) [ADD EXTRA PRODUCTS](#)

Recurring Drop-off 14/10/2023 11:00 - 12:00  [VIEW](#) [ADD EXTRA PRODUCTS](#)

Recurring Drop-off 18/10/2023 06:00 - 08:00  [VIEW](#) [ADD EXTRA PRODUCTS](#)

Recurring Drop-off 21/10/2023 11:00 - 12:00  [VIEW](#) [ADD EXTRA PRODUCTS](#)

Recurring Drop-off 25/10/2023 06:00 - 08:00  [VIEW](#) [ADD EXTRA PRODUCTS](#)

E-commerce platform

2

/ 6

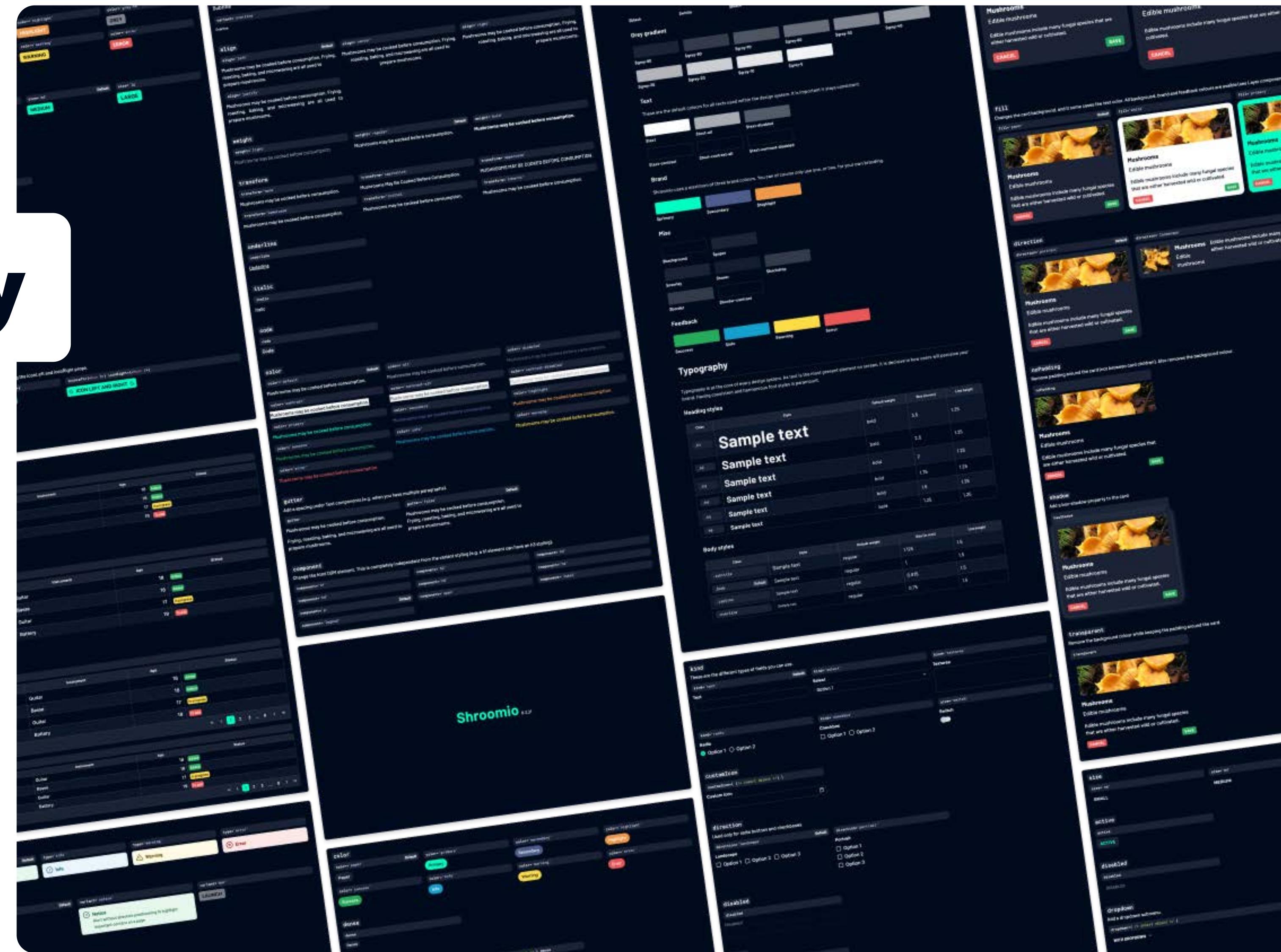
Web development /

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](#)

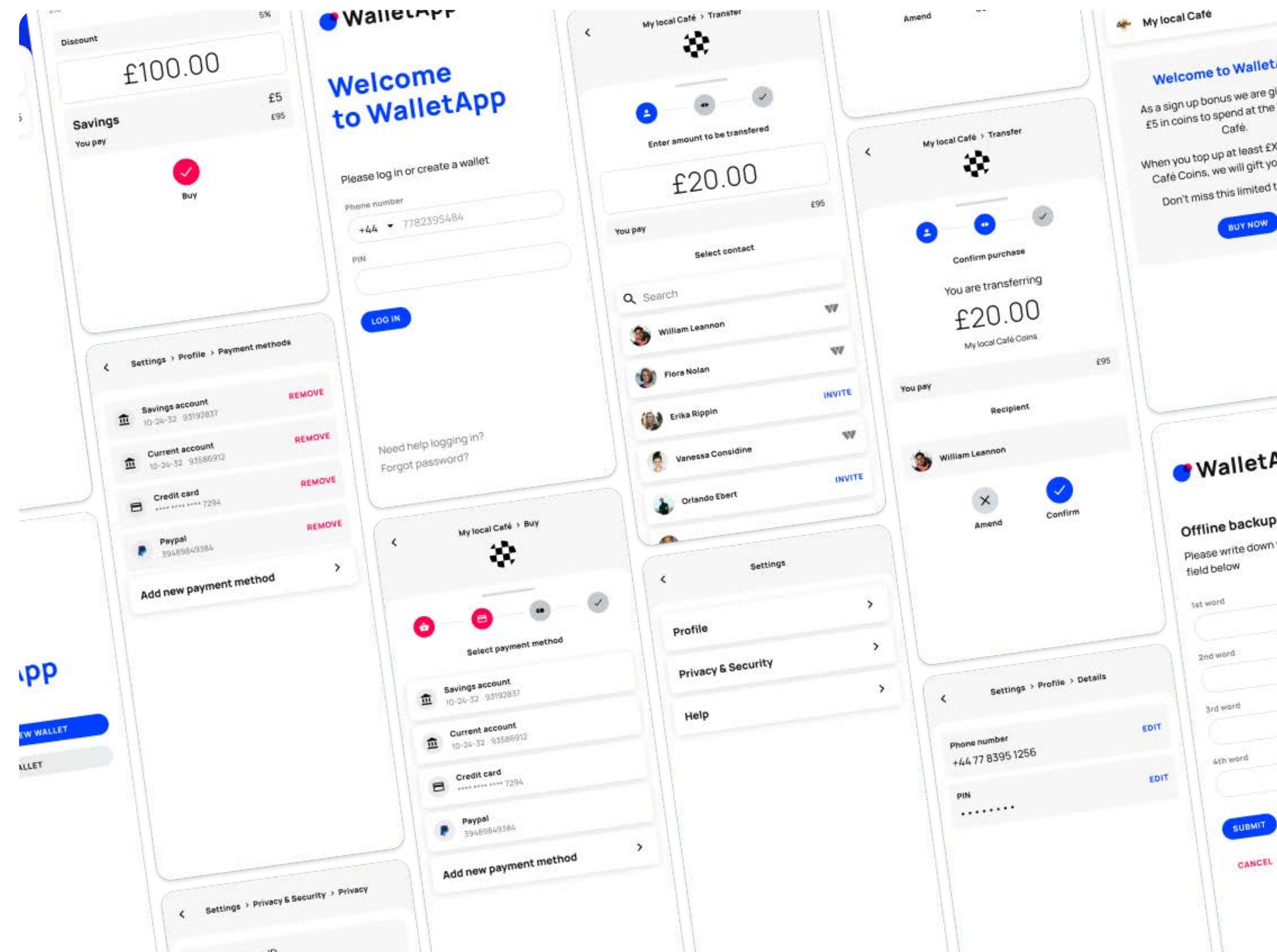
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Brand identity / Customer
Product design / Under NDA

Wallet app

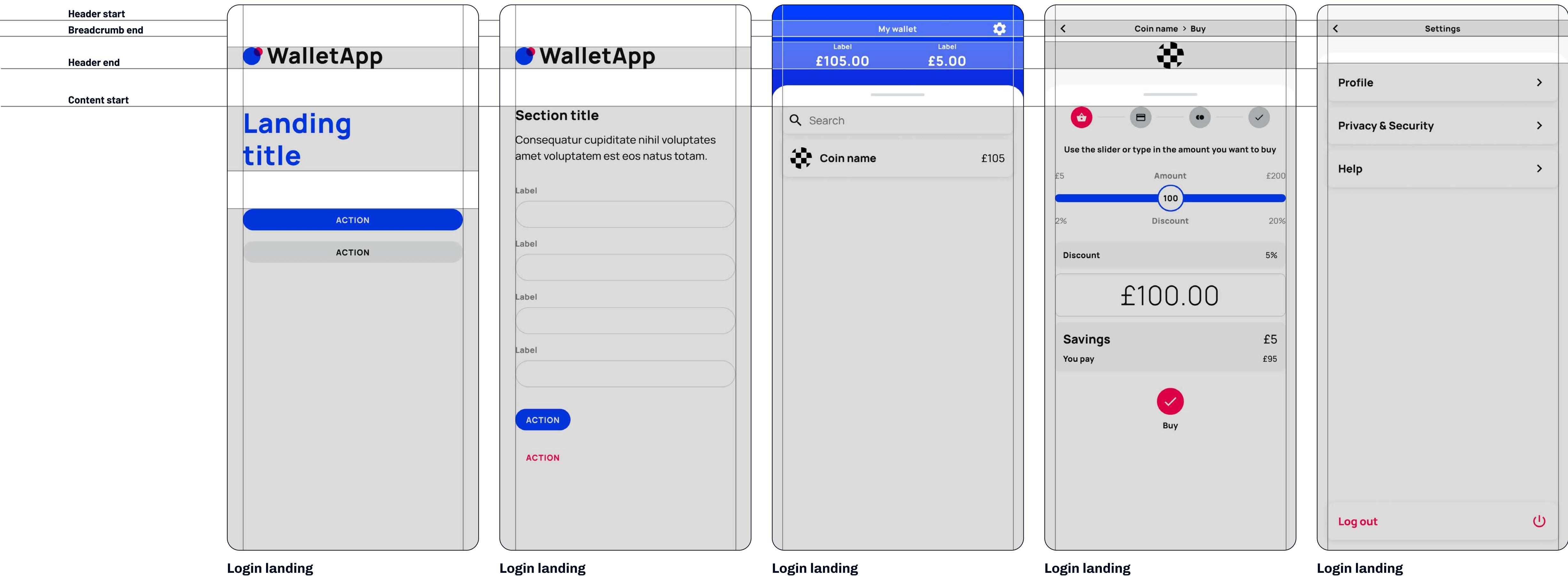
Mobile app wireframing and design

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

Progress

DataDisplay	
Discount	5%

TextField

Master

Label

Input text

Helper text

Component

Label

Label

Input text

Label

Input text

Label

Input text

Label

Input text

Helper text

Label

Input text

Helper text

Status

Component

- Pending
- Failed
- Complete
- Pending
- Failed
- Complete

Search

Component

X

1. **What is the name of the author?**

★ List

★ List

★ List

Component

list

mixins

★ List

★ List

★ List

★ List

Component

★ List

★ List

★ List

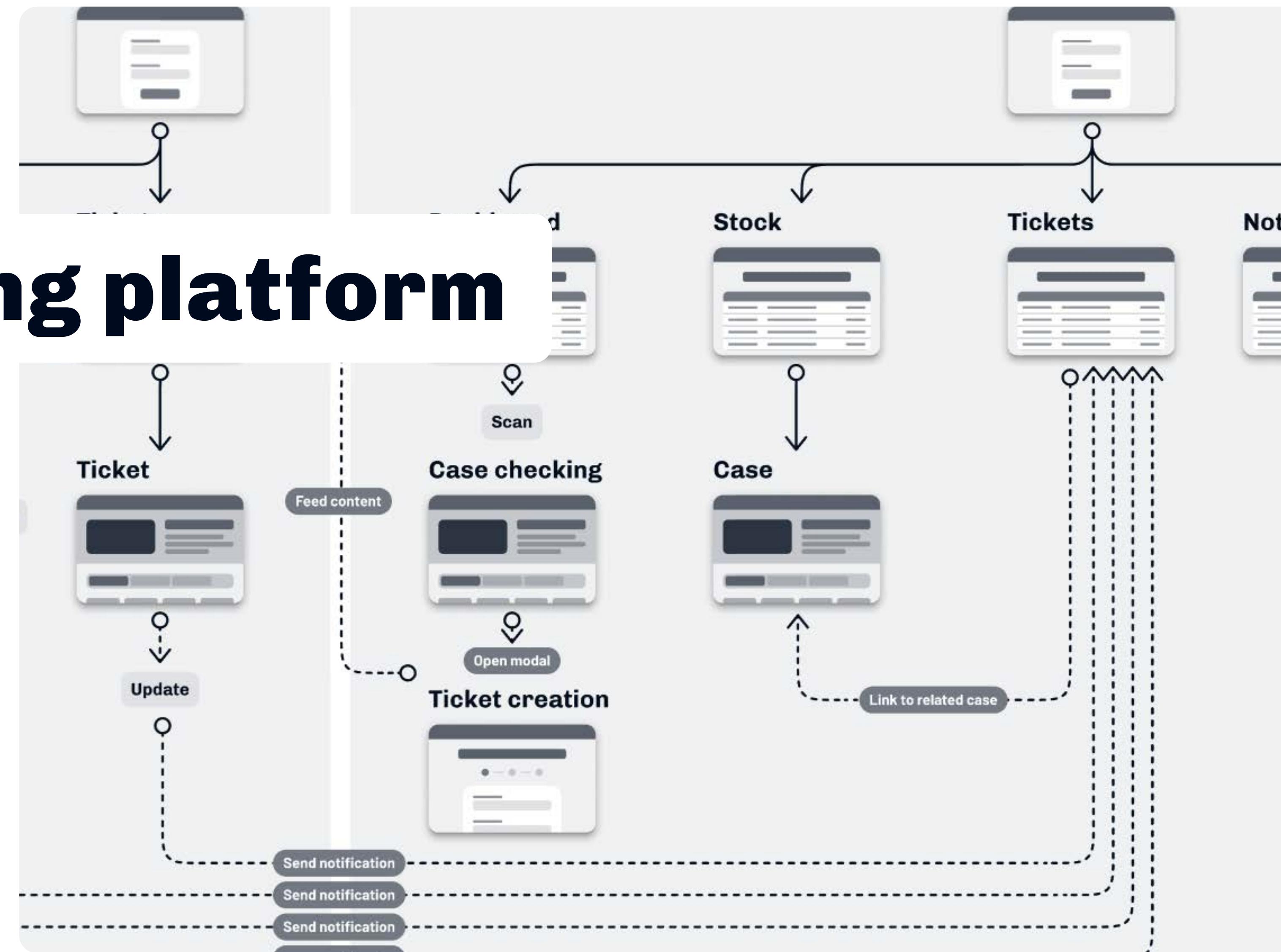
4 / 6

Product design /
Wireframing /Customer
Under NDA

Stock & ticketing platform

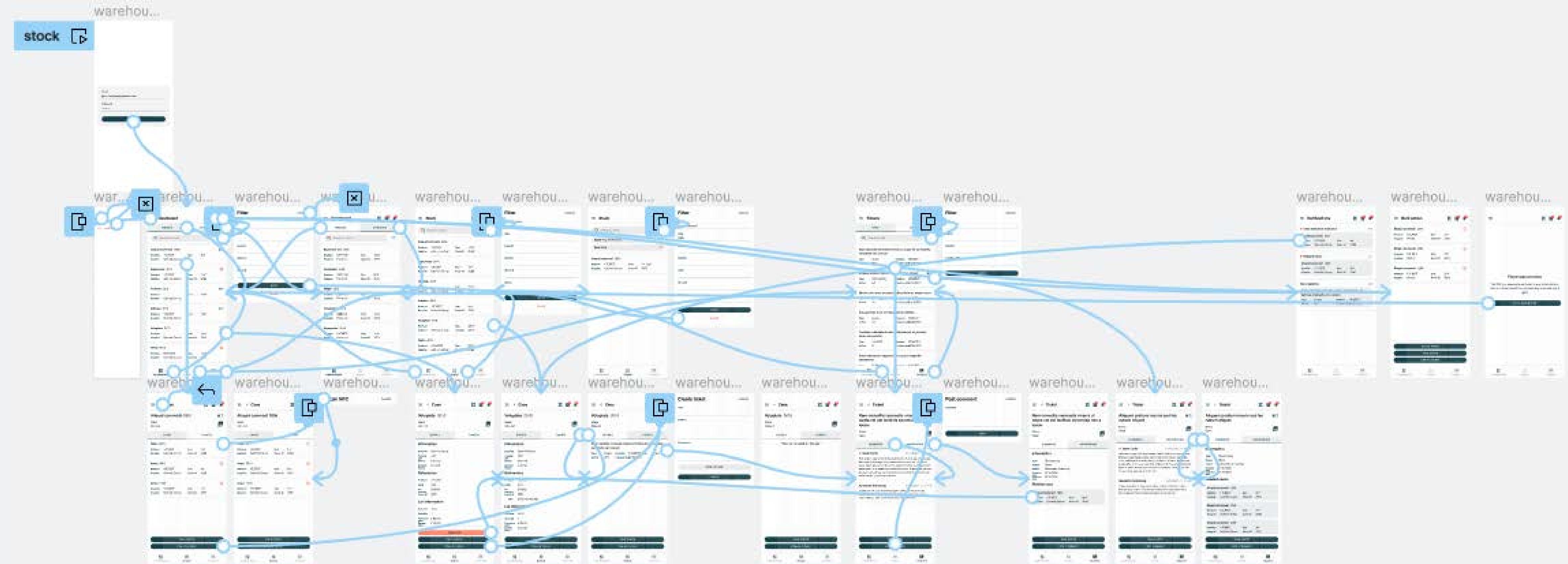
Back-office desktop and mobile app

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.



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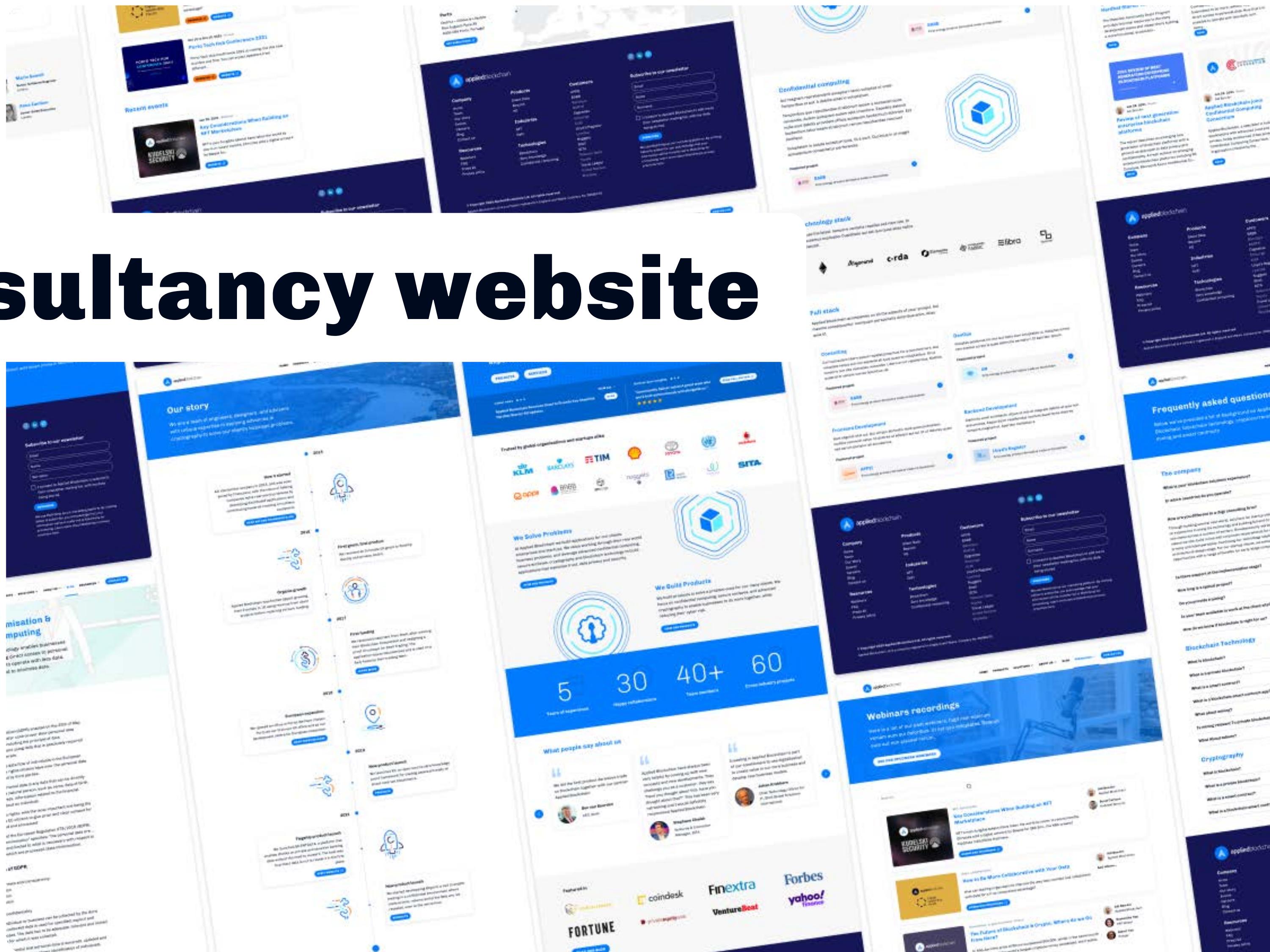
Brand identity /
Website design /
Web development /

Customer Applied Blockchain

Blockchain consultancy website

Website redesign

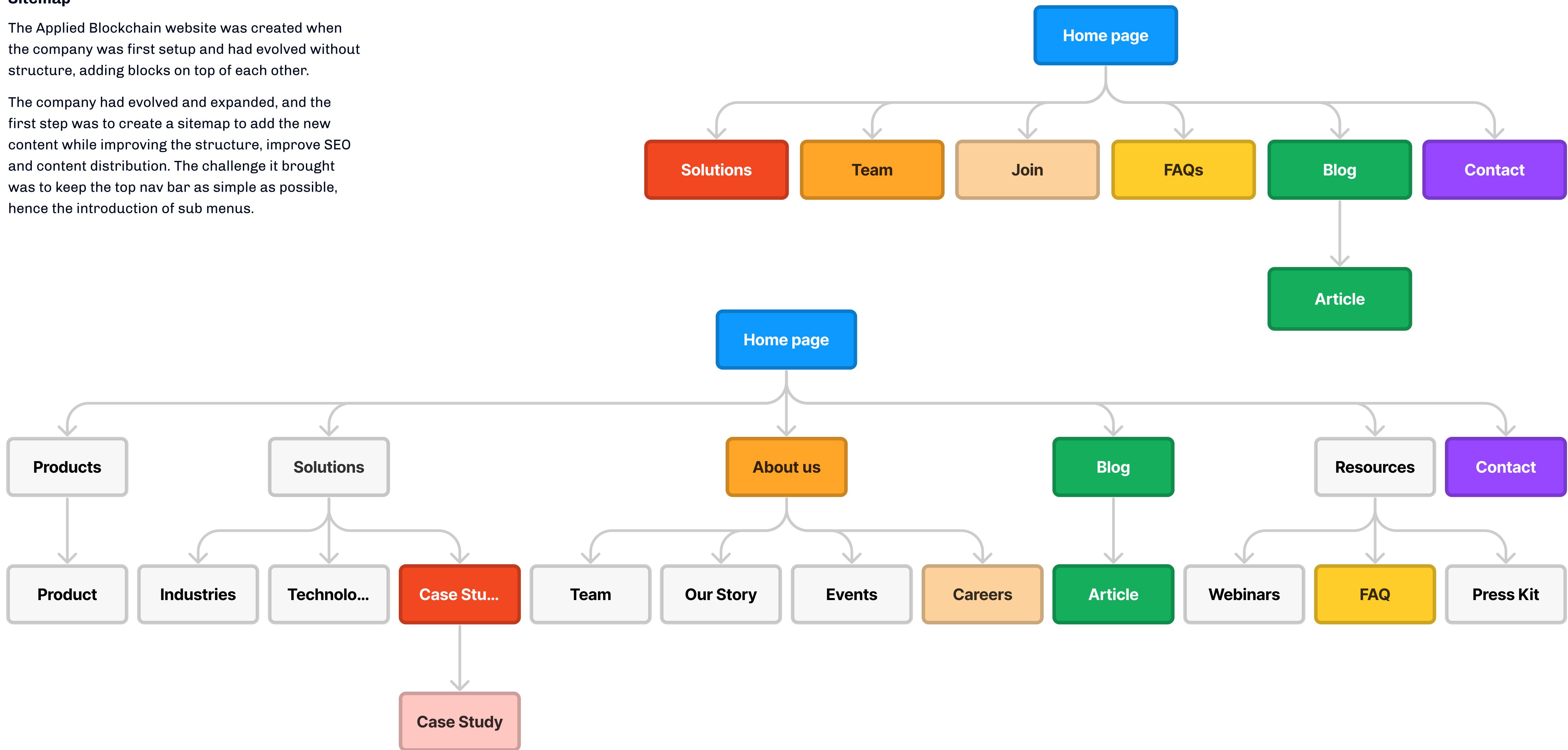
This project was part of the complete re-branding of Applied Blockchain, a blockchain consultancy and development startup. I was brought onboard to create from scratch what would become the company's new brand identity. And the biggest part of that project was the website rebranding.



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.

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.

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solutions team join us FAQs blog contact

distributed drone registry

Aviation Industry IT and Telecoms 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 onto 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 Beneficiary and the Sender 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 Cygnete 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 redistributing 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 this 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 get involved, they feel excited about what you're

Cygnete Testimonial for Applied Blockchain

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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](#)

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](#)

Telecom

Telecom Italia

TIM WCAP Innovation Program

Showcasing privacy-preserving technology

[READ](#)

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

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 blockchain applications development company, focusing on distributed ledger technology and smart contracts. Based in the Level39 Fintech Accelerator in Canary Wharf, London, Applied Blockchain has an expert team of in-house blockchain developers that have been building solutions for two years. The team has built blockchain applications that are now live in production environments, being used by real customers.

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

our team



Adi Ben-Ari
Chief Executive 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 financial services, telecommunications, and blockchain. He talks frequently at conferences and industry forums, and has led the delivery of a number of Blockchain smart contract solutions.

Francesco Canessa
Chief Technology Officer

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 Short
Chief Technology Officer

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 programme and project management across 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

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

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

trust solutions to problems

applications for our clients: we're 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.

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 Lloyd's Register

Classification register updated for the digital age
LR announces the launch of prototype blockchain-enabled Class register Republished 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](#)

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 energy web FOUNDATION

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](#)

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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 fulfil the growing demand... [read more](#)

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Microsoft: Fast-growing tech firm brings diverse blockchain solutions to startups and enterprises alike
As published on Microsoft's Convergence Edition on March 18, 2018. Microsoft Corporation, its... [read more](#)

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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](#)

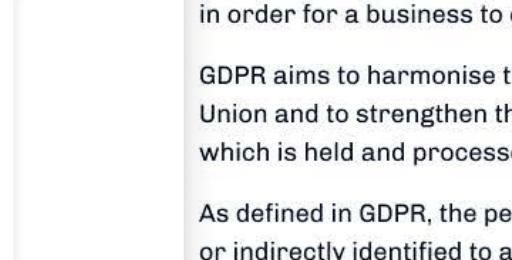
Search... 

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 business required to minimise data collection? [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](#)



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... [READ](#)



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](#)



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 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.

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Brand identity /
Website design /Customer
Under NDA

Trading platform design system

UX and UI consultation

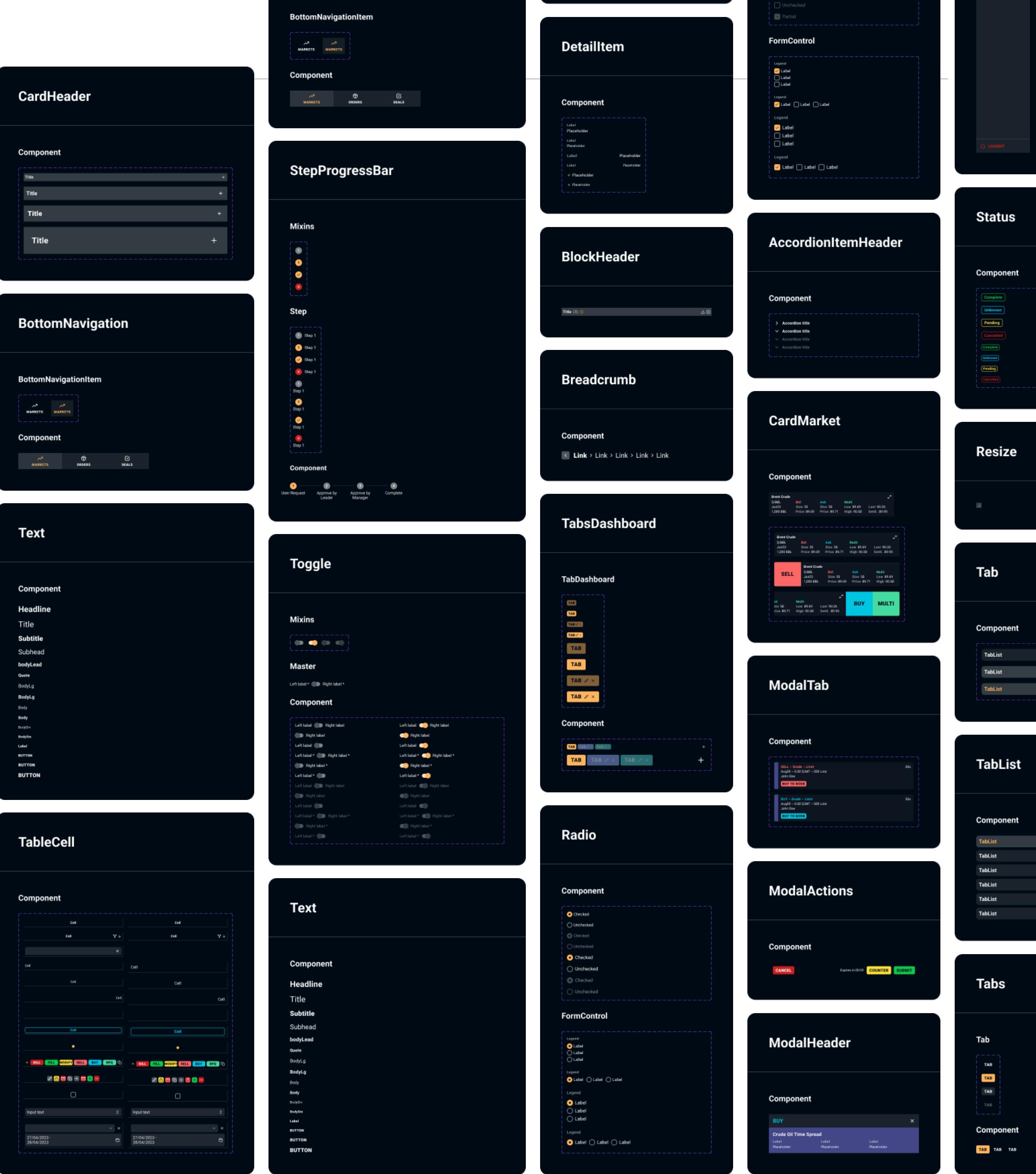
The platform was started as an MVP and new features were added on top of each other without any thought for the design coherence. I was brought on board for a full UI/UX consultation to redo the design completely and create a strong and sustainable design system.

The image displays a collage of screenshots from a trading platform design system, illustrating the evolution and redesign of the user interface. The top right screenshot shows a desktop interface with a market data grid for Brent Crude, a candlestick chart for ICEBRENT_SWAP, and a kill/fill/modify interface. The middle section shows a deal history table with 28 entries. The bottom section shows a more refined and consistent design for the same components, including a kill/fill/modify interface, a deal history table, and a mobile application interface. The design system aims to create a strong and sustainable design system.

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 image displays a dark-themed design system interface, likely for a web application. It features a sidebar on the left with color swatches for 'Background', 'Action', 'Other', 'Overlay', 'Tabs', and 'Grades'. The main area is divided into several sections: 'Alert' (showing alert components in green, blue, yellow, and red), 'Header' (showing a header with 'TRD ADMIN' and user info), 'Table' (showing a complex data table with multiple tabs and filters), and 'Form' (showing a form with input fields, dropdowns, and checkboxes). A 'Components' section on the right lists various UI elements with their labels and descriptions, such as 'Label', 'Input text', 'Label', 'Input text', etc. The overall layout is clean and organized, using a grid system to structure the components.



I hope you enjoyed my work

Contact me if you want to start a project together

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-  arnaudarre@gmail.com
-  [linkedin.com/in/arnaud-darre](https://www.linkedin.com/in/arnaud-darre)
-  arnaud-darre.com