

Arnaud Darré

Product & Brand Designer

Portfolio



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1

Brand identity / Customer
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E-commerce brand creation

Brand identity and design system

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

[GO TO WEBSITE](#)

Logo research

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



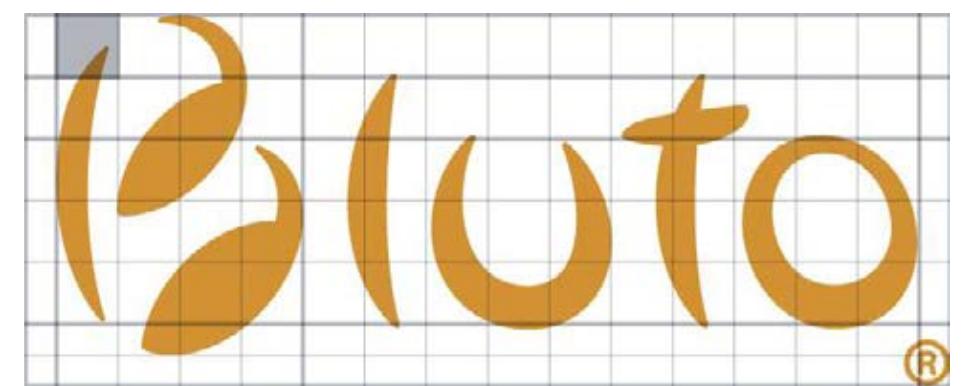
Brand guidelines

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

Logo



Construction & white space



Branding book

2. Branding

2.1. Logo

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

2.1.1. Versions

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

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

2.1.3.3. Minimum size

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

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

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

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, diverge from the ones described here (see [Forbidden uses](#)).

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

2.1.2. Construction

The logo of Bluto is constructed upon a set of rules that define and distribute white space in an 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 (symbolized by the grey square in the grid) that gives us the base unit of the logo grid, used for all three variants and for the clear-space area (see [Clear-space area](#)).

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

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Branding book

Feedback colours

These are the most basic colours of the palette, used for default background and text.

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

Grey gradients

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

Reference	CMYK	RGB	Hex	Pantone
grey-90	93, 78, 49, 59	29, 58, 56	#1D2658	
grey-80	82, 68, 45, 45	51, 59, 76	#333B4C	
grey-70	73, 59, 41, 33	72, 60, 97	#485061	
grey-60	63, 49, 35, 21	99, 107, 123	#636B7B	
grey-50	50, 36, 27, 9	136, 144, 159	#88909F	
grey-40	33, 23, 19, 2	181, 185, 194	#B5B9C2	
grey-30	24, 16, 13, 0	204, 207, 214	#CCCFD6	
grey-20	14, 9, 7, 0	225, 227, 233	#E7E8E9	
grey-10	0, 3, 4, 0	238, 241, 242	#EDF1F2	
grey-5	4, 2, 2, 0	247, 248, 249	#F7F8F9	

Brand colours

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

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

Reference	CMYK	RGB	Hex	Pantone
primary-light	0, 7, 25, 0	255, 239, 202	#FFEFCA	7506 CP
primary	19, 47, 80, 1	210, 145, 50	#D29152	7414 UP
Logo, icons, backgrounds, overlays, etc.				
primary-dark		175, 120, 59	#FA7827	
secondary-light		177, 185, 212	#D0D9D4	
secondary	100, 84, 58, 33	15, 45, 85	#B0F205	655 CP
Title, background, buttons, etc.				
secondary-dark		8, 20, 56	#001C50	
highlight-light		275, 255, 159	#FF9888	
highlight	2, 12, 78, 0	255, 220, 70	#FFDC46	7404 CP
Put emphasis on an small element				

Download the fonts

Weight	Description	Alphabet
Light	Scarcely used, mainly for artworks with large font size to add contrast	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 ;,:_?!&(')/#*%@
Medium	Default weight, used for body text	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 ;,:_?!&(')/#*%@

Branding book

2.1.3.4. 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, diverge from the ones described here (see [Forbidden uses](#)).

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

2.1.4. Forbidden uses

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

Colour

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

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

Effects

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Branding book

Feedback colours

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

Reference	CMYK	RGB	Hex	Pantone
success-light	231, 249, 258	#E799E6		
success	39, 174, 96	#27A6C0		
success-dark	25, 112, 62	#19705E		
info-light	233, 246, 253	#E9F0F0		
info	23, 180, 204	#17A0C0		
info-dark	16, 111, 142	#106F0E		
warning-light	255, 230, 229	#FFF4F5		
warning	255, 220, 70	#FFDC46		
warning-dark	279, 186, 0	#F5F5A0		
error-light	253, 241, 241	#FDF1F1		
error	235, 87, 87	#EB5757		
error-dark	205, 24, 24	#CD1818		

2.3. Typography

2.3.1. Fonts

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

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

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

Download the fonts

Weight	Description	Alphabet
Light	Scarcely used, mainly for artworks with large font size to add contrast	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 ;,:_?!&(')/#*%@
Medium	Default weight, used for body text	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 ;,:_?!&(')/#*%@

Branding book

2.2. Colours

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

You will find below the different references to use them: Design libraries (For Adobe CC on available to allow you to quickly use those swatches. For printed material, only use reference. For digital use, Hex codes are preferred but you can also use the RGB or HSL reference, 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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Bold	Used for titles, buttons, labels and captions	ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnoprstuvwxyz 0123456789 ;,:_?!&(')/#*%@
700		

2.3.2. Styles

The font styles are made of two main categories: headlines and body styles. Like the design libraries (For Adobe CC and Figma) are available to allow you to quickly use those fonts (and the ratio between headlines and default body text) are different for Google Docs Sheets.

Headlines

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

Ref.	Description	Style	Default weight	Size (rem)	Size (px)	Size (pt)
H1	Used for the landing page title on the website. Another example is numbers in infographics	Headline 1	Bold	2.5	56	2
H2	Used for page titles on the webapp	Headline 2	Bold	2.5	40	2
H3	Used for section headers on the webapp	Headline 3	Bold	2	32	1
H4		Headline 4	Bold	1.75	28	1
H5	Used for default card titles on the webapp	Headline 5	Bold	1.5	24	1
H6	Used for default card titles on the webapp, large lead text on print	Headline 6	Bold	1.25	20	1

Body

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

Ref.	Description	Style	Default weight	Size (rem)	Size (px)	Size (pt)
Subtitle	Used for lead text	Subtitle	Medium	1.125	18	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](#)

Arnaud Darré / Portfolio

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.

The image shows a map of London and the surrounding areas, divided into delivery zones color-coded by postcode area. The zones are: NW (purple), W (light blue), SW (yellow), and E (grey). Each zone contains several postcode areas, such as NW1, NW3, NW5, NW6, NW8, NW9, W1, W2, W3, W4, W5, W6, W7, W8, W9, W10, W11, W12, W13, W14, SW1, SW2, SW3, SW4, SW5, SW6, SW7, SW8, SW9, SW10, and E1 to E9. The map is overlaid with a white box containing the 'Delivery zone' section of the website.

Bluto

HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Time left to order: 16:49:01

LOG IN SIGN UP

Who we are

Our partners

How we work

Delivery zone

Recurring order

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


Time left to order
16:49:01
CANCEL ORDER

1 Setup your gift card 2 Preview card

Choose gift card type

ONE-OFF RECURRING

Select gift card value or enter a custom amount

£10 £20 **£50** £100 £

Recipient name: Recipient surname:

Recipient email address:

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:

Gift card type: One-off
Recipient: Leia Organa
Email: alderon0504@gmail.com

Amount: £50.00

NEXT

Time left to order
16:49:01

[CANCEL ORDER](#)

1 Select your days 2 Fill your basket 3 Select start date & delivery times

Mon Tue Wed Thu Fri Sat Sun

[BAKERY](#) [SPREADS](#)

Bakery

Breads

 Tradition Baguette £1.80 The symbol of French bread around the world, the reason why we wake up every morning.	 Sourdough Bread £4.50 700g. The daily bread which goes well with every meal, rustic with character.
 Raisins & Walnuts Bread £4.50 400g. Sweet and crunchy, the perfect combination of texture and flavour.	 Seed Bread £2.90 400g. Such a timeless and popular loaf.
 Brioche £3.70 300g. A tender artisan viennoiserie packed with flavour where pastry and bread meet to glorious effect.	 Pain de Mie £3.95 600g. A sliced bread like you've never tried before.

Viennoiseries

 Croissant £1.95 Made with PDO butter from Laiterie de Montaigu in Poitou-Charentes.	 Pain au chocolat £2.25 Made with premium 55% dark chocolate from Valrhona.
 Chouquettes 30% off £2.30 £3.30	

^ Monday £11.70
- 1 + Baguette £1.80
- 1 + Sourdough bread £4.50
- 1 + Pain de Mie £3.80

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

Dashboard

Add (or remove) special products to a recurring delivery by clicking the "add special product" button.

Recurring STOP PAUSE EDIT

- Monday 07:00-08:00
 - Baguette x1
 - Sourdough bread x1
 - Plan de Mer x1
- Saturday 08:00-09:00

One-off order ORDER

Order, edit or cancel to your liking until 10am for the next day. Easy as 1, 2, 3!

Send a gift ORDER

Send personalised basket or a gift card to your loved ones.

Upcoming deliveries

MY ORDERS	GIFTS		
Delivery type	Date and time	Products	Actions
One-off Drop-off	Wed 4 May 2022 07:00-08:00		CANCEL EDIT
Recurring Drop-off	Sat 7 May 2022 08:00-09:00		ADD EXTRA PRODUCTS
Recurring Drop-off	Mon 9 May 2022 07:00-08:00		ADD EXTRA PRODUCTS
Recurring Drop-off	Sat 14 May 2022 08:00-09:00		ADD EXTRA PRODUCTS
Recurring Drop-off	Mon 16 May 2022 07:00-08:00		ADD EXTRA PRODUCTS
Recurring Drop-off	Sat 21 May 2022 08:00-09:00		EDIT EXTRA PRODUCTS
Recurring Drop-off	Mon 25 May 2022 07:00-08:00		ADD EXTRA PRODUCTS



- HOME
- ABOUT
- PRODUCTS
- CONTACT
- BUSINESS
- FAQ

Time left to order
16:49:01

- MY ACCOUNT

- Dashboard
- Order history
- Account settings
- Logout

Account settings

- Profile
- Password
- Address
- Payment method
- Notifications
- Account

Notifications settings

Marketing

- Newsletter
- Special offers
- Delivery zone expansion

Delivery

Delivery updates

We sometimes need to contact you regarding your order

- SMS
- Email

Order delivered

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

- SMS
- Email

tober 2023 23	<p>Feature Ability to set fortnightly recurring order</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 a new checkbox when you edit your recurring order.</p>
September 2023 23	<p>Feature Introducing ETAs</p> <p>You will be able to see the estimate time arrival of your order the evening before delivery, and will receive an email the evening before to notify you, so that you can plan ahead.</p> <p>Operations Zones and delivery times update</p> <p>Bluto is expanding and it comes with some changes in our operations:</p> <ul style="list-style-type: none">• Every postcode in the delivery zone will be opened during all our working hours on weekdays• We will temporarily close orders on Monday and Tuesday <p>And we are working really hard to have all zones opened on weekends too! Stay tuned.</p>
August 2023 23	<p>Feature New advantages for recurring orders</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">• 5% discount on all products



HOME ABOUT PRODUCTS CONTACT BUSINESS FAQ

Time left to order: 16:49:01

[LOG IN](#) [SIGN UP](#)

All products

New

Bakery

Bread

Viennoiseries

Breakfast

Aperitif



Products > Bakery

Chouquettes

ing! These little choux pastry balls are highly addictive.

[SIGN UP TO ORDER](#)

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

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

Ingredients:

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

30% off £2.30 £3.30

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





HOME ABOUT ▼ PRODUCTS ▼ CONTACT BUSINESS FAQ

Time left to order: 16:49:01 [LOG IN](#) [SIGN UP](#)

Who we are

Our partners

How we work

Delivery zone

Recurring order

Our partners

roud to have partnered with one of the best bakery in town. carefully selected partners to provide us with the perfect entary products to these amazing freshly baked goods. We products to be handcrafted, additive and preservative free, produced by dedicated people sharing the same values as us.

Bread and viennoiseries

We have an exclusive partnership with one of the best bakeries in town: La Boulangerie Robuchon. We go every morning to the bakery to pick up all their amazing 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 CRC® wheat specifications, for complete traceability, and adhere to the "Label Rouge" reference system for flour, to guarantee

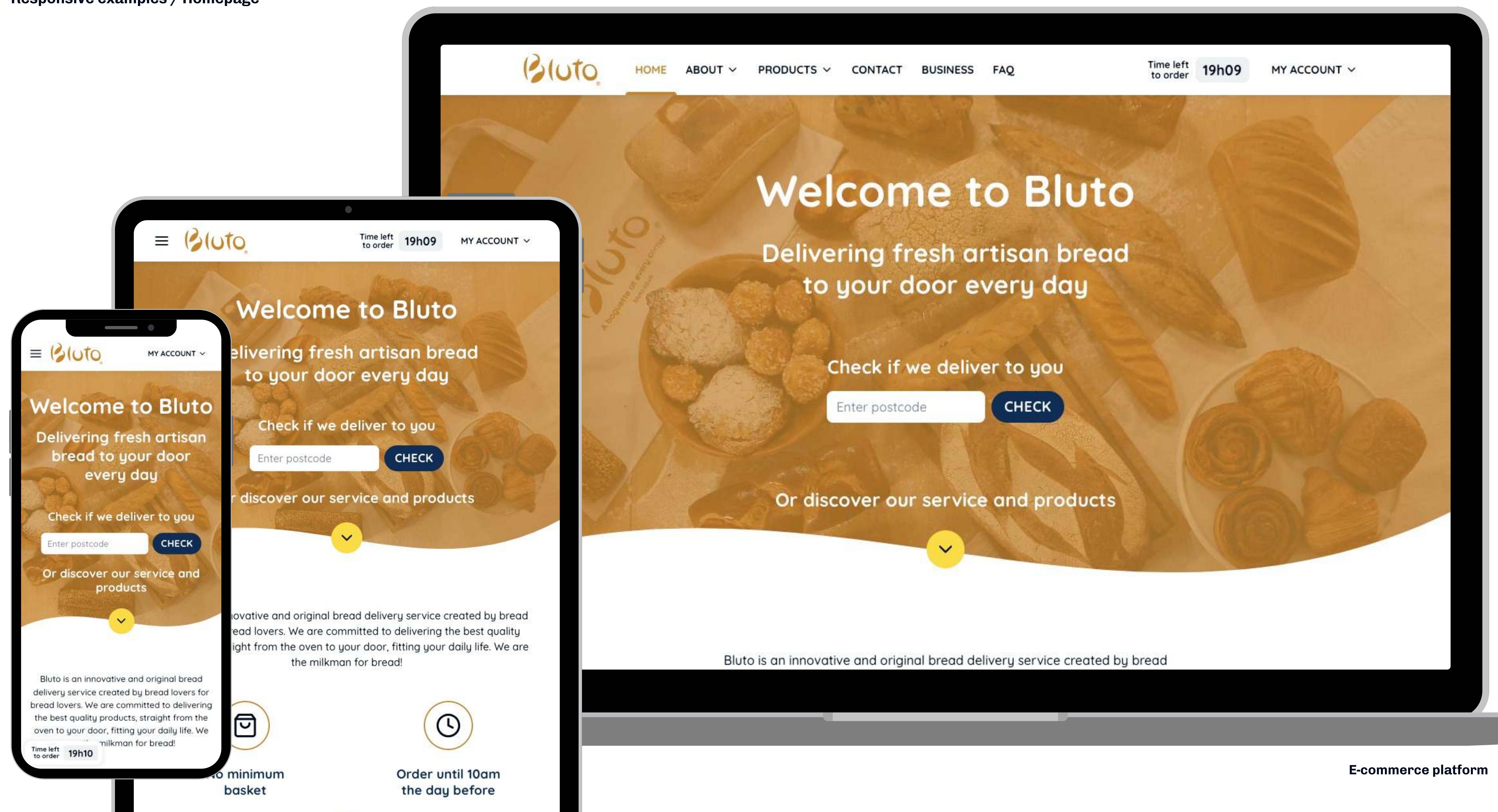


Screens

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

Half days	01/01/2021	07:00 - 08:00	Blutomobile	12	56°
Parameters	Product	Qty	Order	Customer	ETA
Customers	Tradition baguette	20	1 2 3 4	Ivan Leisch	4
Orders	Sourdough Bread	3	1 2 3	45 Longhorne St SW6 6JT	4
Gift cards	Rolins & Walnuts Bread	5	1 2 3 4 5	Shelly Koch	8
Products	Seed Bread	4	1 2 3 4	Gretchen Schmier	13
Promo codes	Large Seed Bread	1	1 2 3 4	Stacy Lorsen	16
Users	Pain de mie	3	1 2 3	6 Whitchurch Rd SW6 5QR	16
Logs	Rye Bread	1	1 2 3 4	Diane Stedemann	19
Settings	Broche	8	1 2 3 4 5 6 7 8	Jonathan Rowe	26
	Croissant	19	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19	7 Bitternra Rd SW6 2HU	26
	Pain au Chocolat	26	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26	Mr. Sam Lethock SW6 4AF SW6 4AP	32
	Pain Viennois	3	1 2 3	Ronald Killock	36
	Individual Gluten free Bread	1	1 2 3 4	Rex Gorchong	41
	Chouquettes	9	1 2 3 4 5 6 7 8 9	Alice Stark	47
				Andie Black	52
				Edmund Brothie	55
				Michael Nienow	55

Responsive examples / Homepage



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

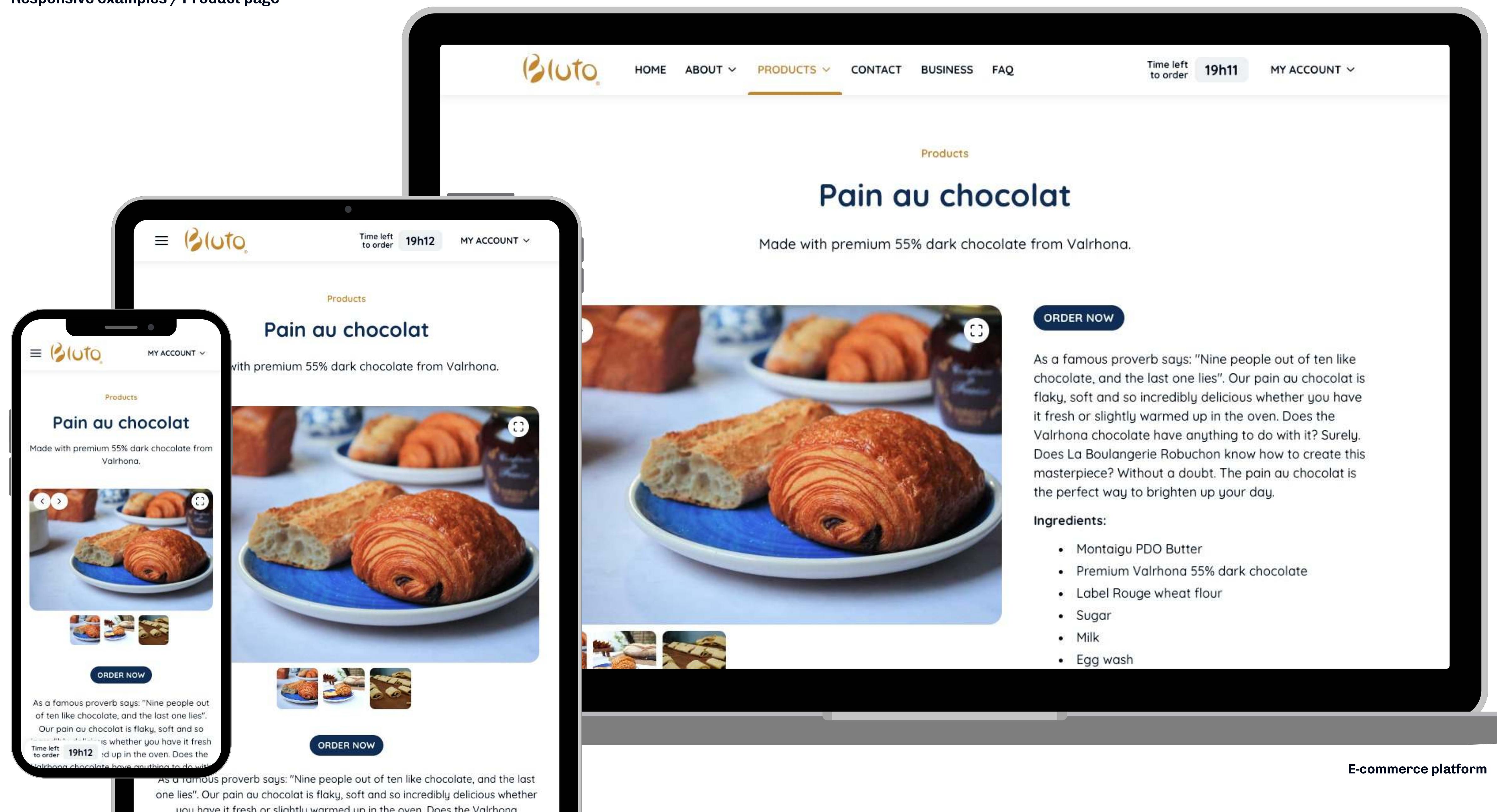
Desktop View: The top right view shows the desktop version of the website. It features a navigation bar with links for HOME, ABOUT, PRODUCTS, CONTACT, BUSINESS, and FAQ. A timer indicates "Time left to order" as 19h09. The main content area has a large image of various breads and a prominent "Welcome 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" and "Or discover our service and products" sections 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" and "Or discover our service and products" sections are the most visible. The footer paragraph is completely hidden.

Bottom Right Text: E-commerce platform

Responsive examples / Product page



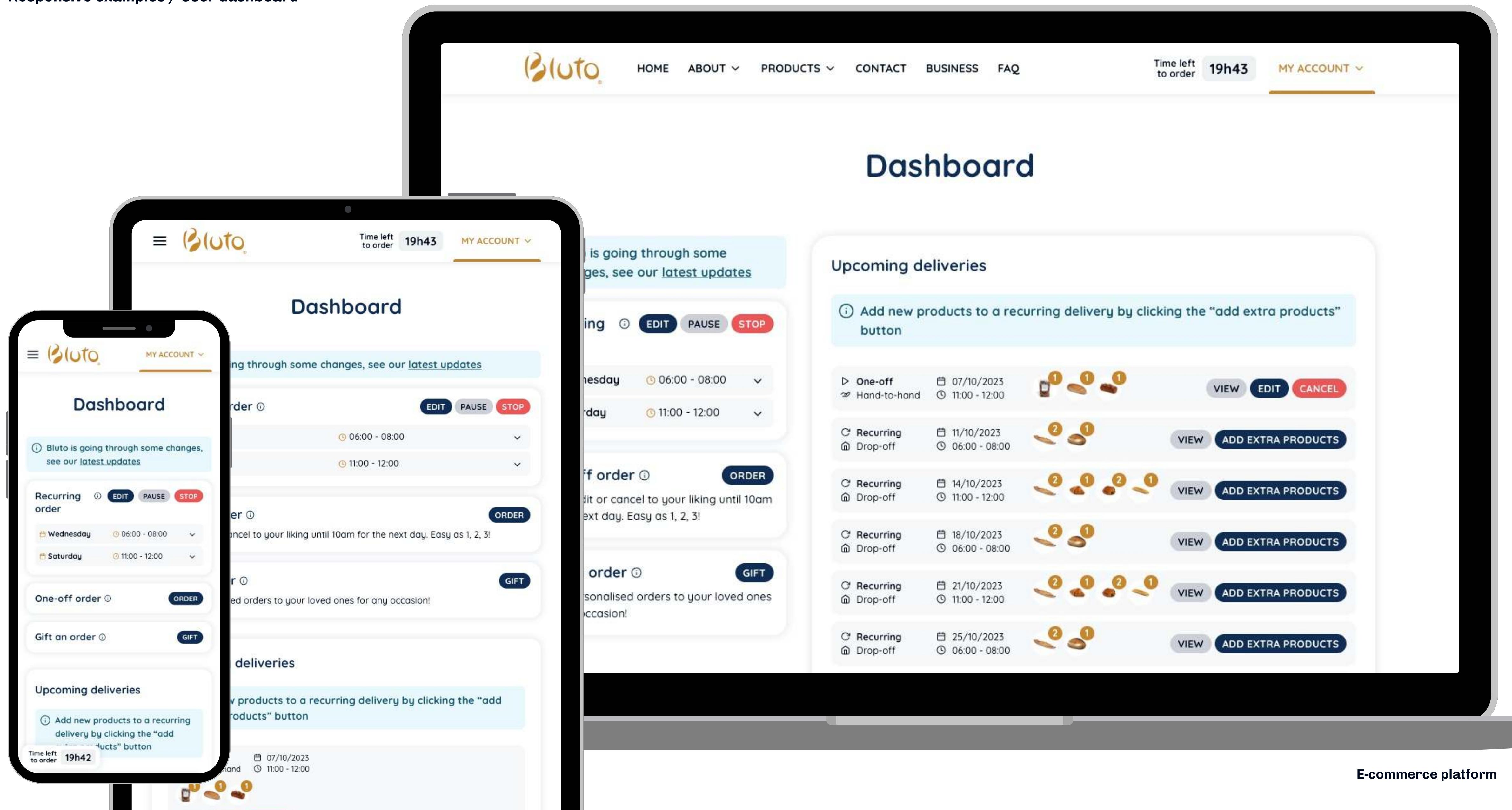
The image displays three responsive views of a product page for a Pain au chocolat, showing how the layout adapts to different screen sizes.

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 with a more compact header. The main content includes the product image, name, description, and order button, with the detailed description appearing below the main content area.

Mobile View: The bottom left view shows the product page on a mobile phone. The header is simplified. The main content includes the product image, name, description, and order button, with the detailed description appearing below the main content area.

Responsive examples / User dashboard



2

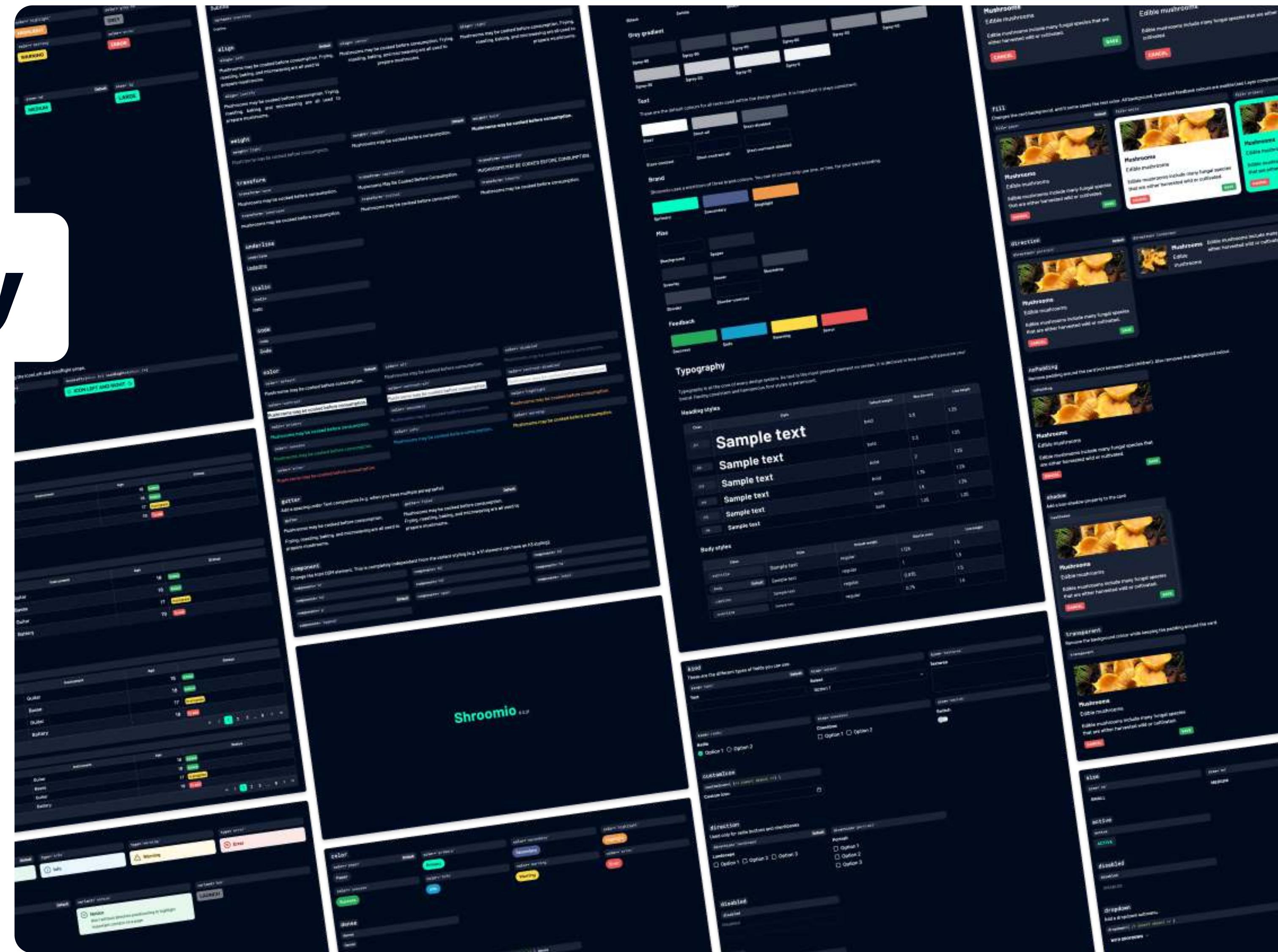
/ Web development

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

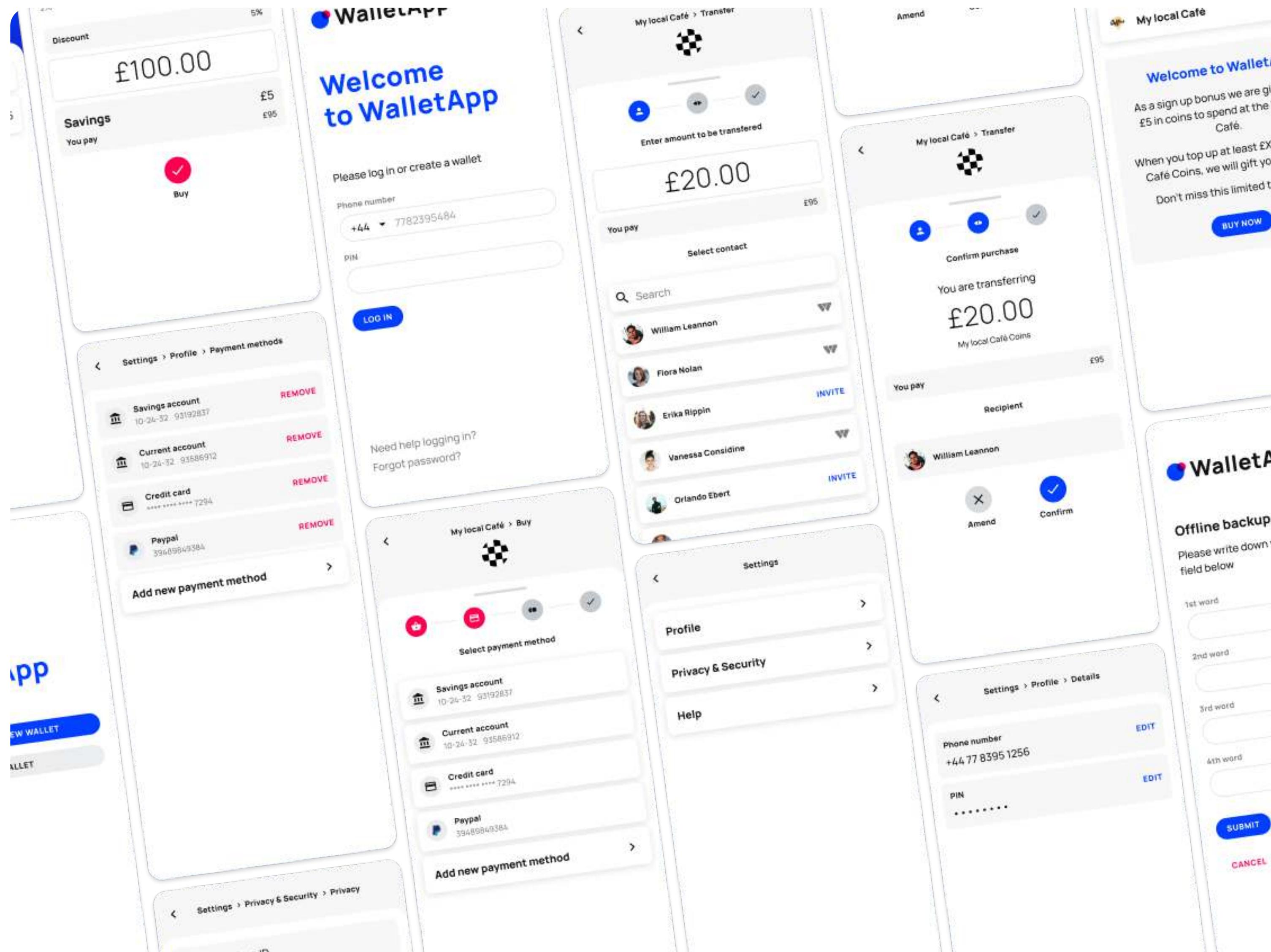
Brand identity / Product design /

Customer Under NDA

Wallet app

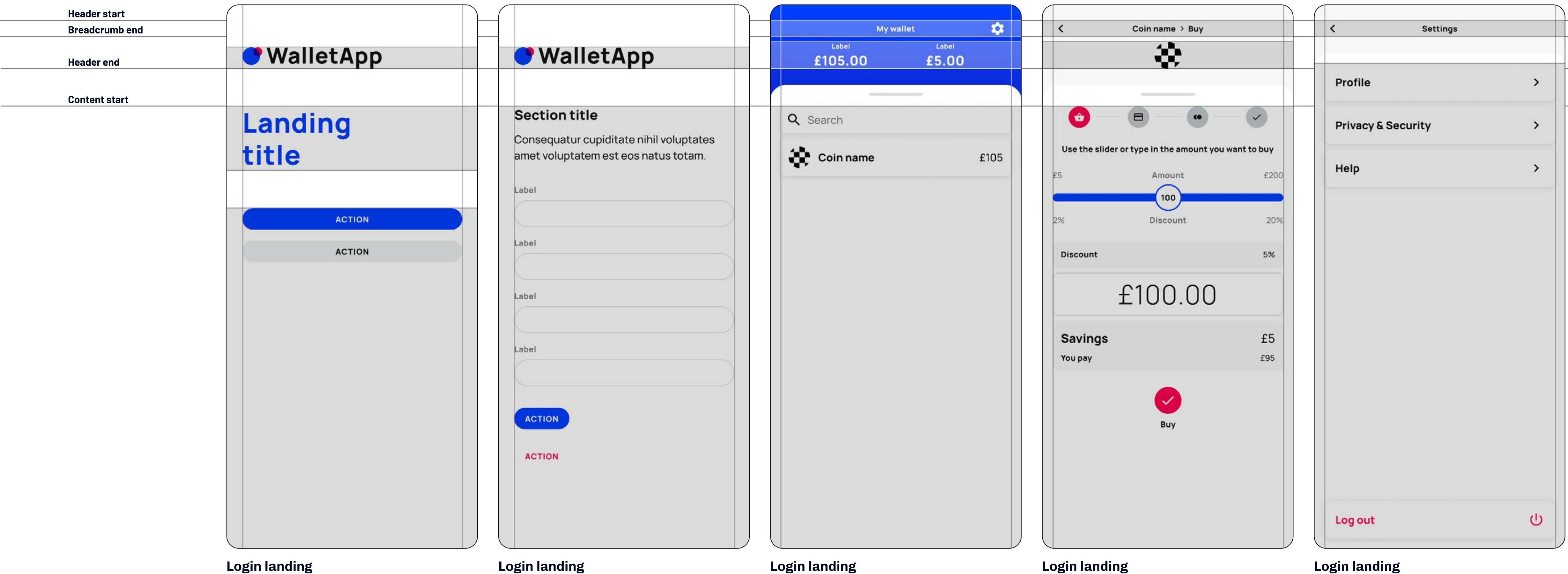
Mobile app wireframing and design

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 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, Google, LinkedIn, and Twitter.

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

ContentTitle

Component

Title

Subtitle

CONNECT

Cards

The screenshot shows the Storybook interface with the title 'Stepper' at the top. Below it is a 'Mixins' section containing a row of colored circular icons: grey, blue, red, and green. The main content area is titled 'Step' and displays a list of items labeled 'Step 1' next to corresponding circular icons. The icons are arranged in two columns: the first column contains a grey icon, a blue icon with a checkmark, a blue icon with a checkmark, and a grey icon; the second column contains a blue icon with a checkmark, a grey icon, a blue icon with a checkmark, and a grey icon. Below this, a section titled 'Component' shows a horizontal row of four grey circular icons.

 Buy  Transfer

Breadcrumb

Mixins

1 2 3 4 5 6 7 8 9

- ↳ breadcrumbLink
- ↳ breadcrumbLinkActive
- ActiveLink
- ↳ ActiveLink

Component

Link 1 Link 2 Link 3 Link 4 Link 5 Link 6

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 ▼ 7782395484

Typography

TextField

- ★ LIST
- ★ LIST
- ★ LIST

The diagram illustrates the relationship between Mixins and Components in a React application structure. It features a main container with a dashed border. Inside, there are two columns of three items each, all labeled '★ List'. The first column contains three items, with the second item highlighted by a gray box. The second column also contains three items, with the second item highlighted by a gray box. The third column contains three items, with the second item highlighted by a gray box. This visual grouping demonstrates how Mixins are shared across multiple components, while Components are self-contained units.

Mixins

- ★ List
- ★ List
- ★ List

- ★ List
- ★ List
- ★ List

Component

- ★ 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

▼

Status

Component

- Pending
- Failed
- Complete

- Pending
- Failed
- Complete

Search

Component

Search×

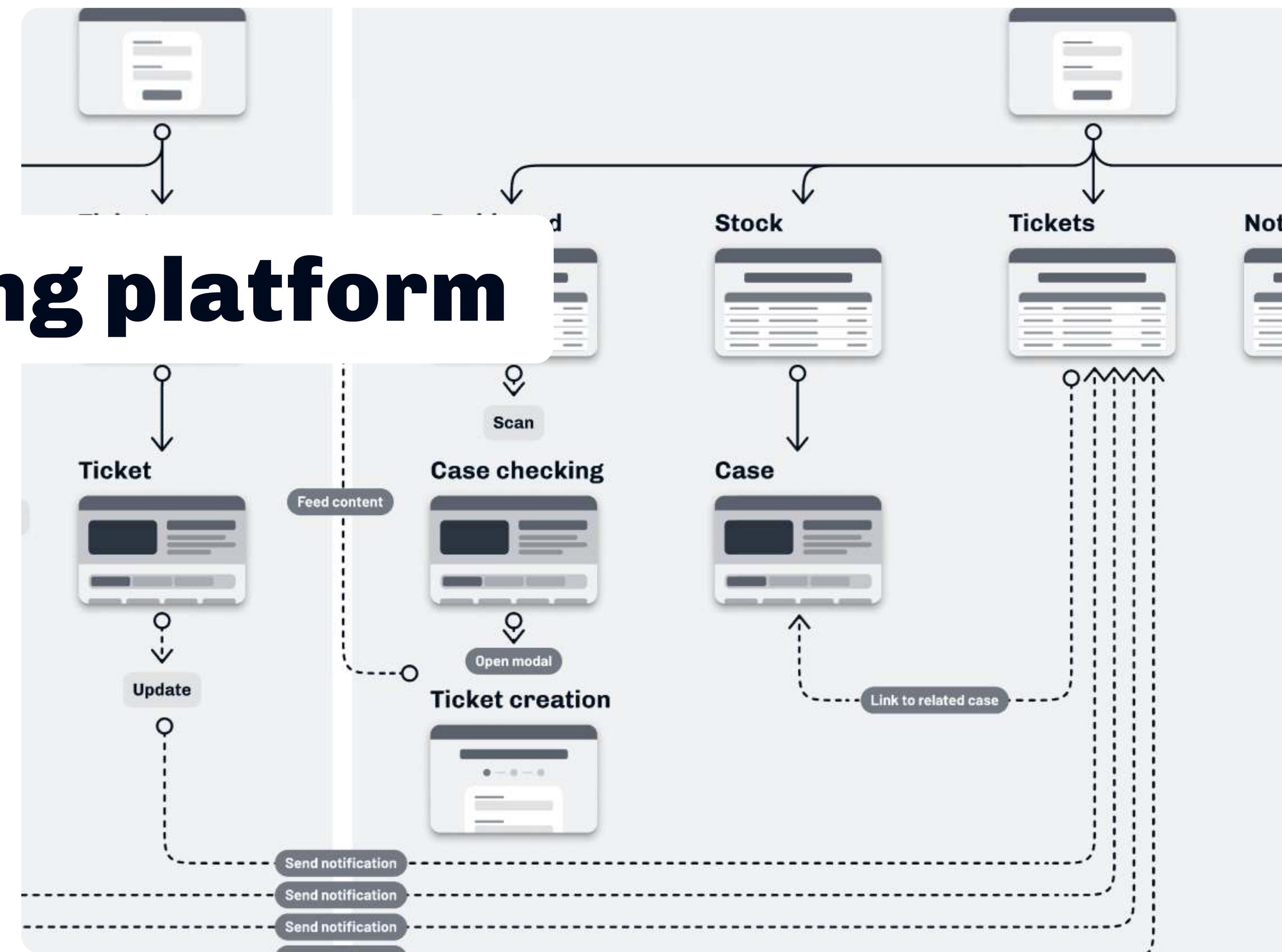
4

Product design /
Wireframing /Customer
Under NDA

Stock & ticketing platform

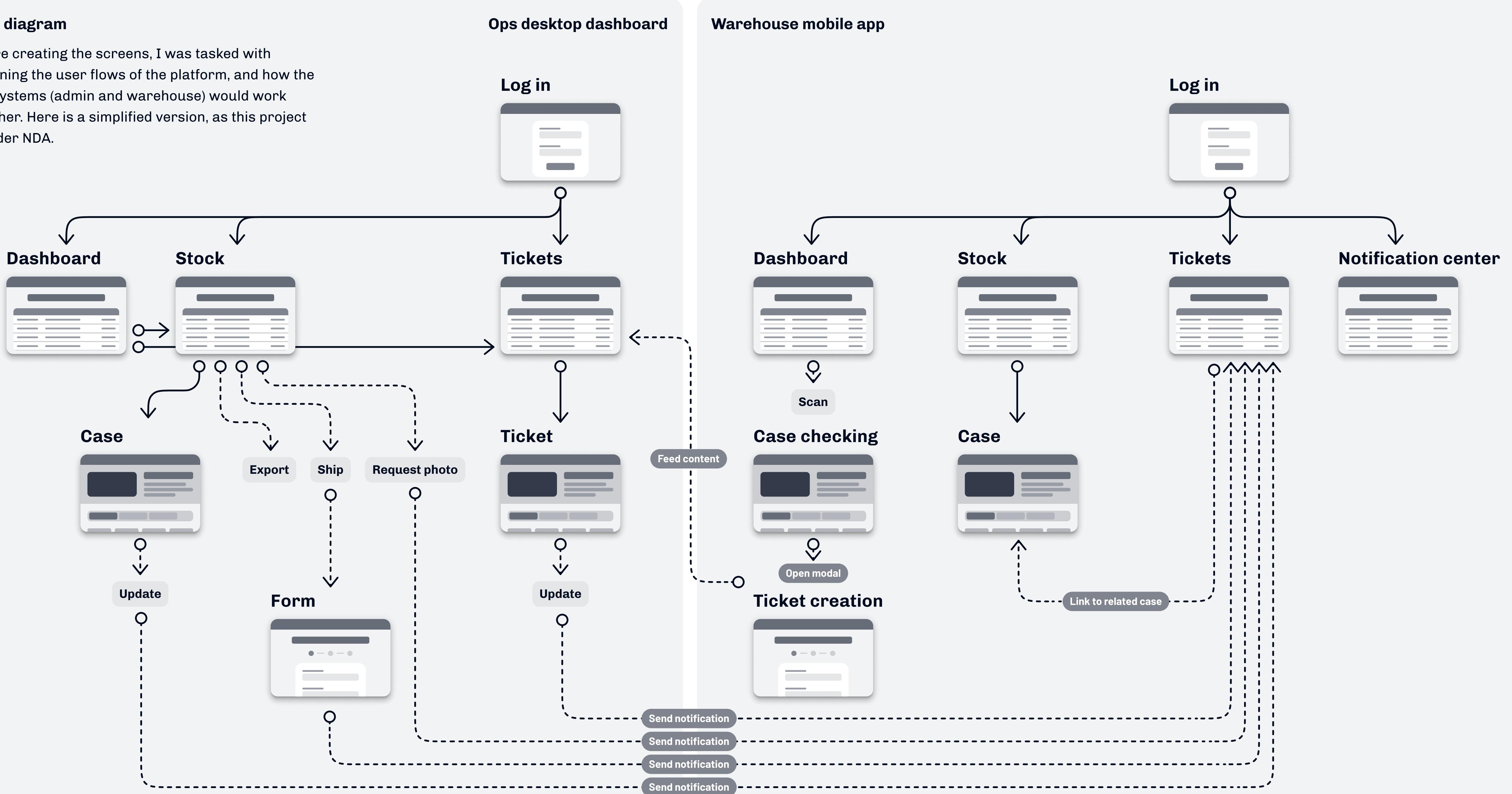
Back-office desktop and mobile app

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



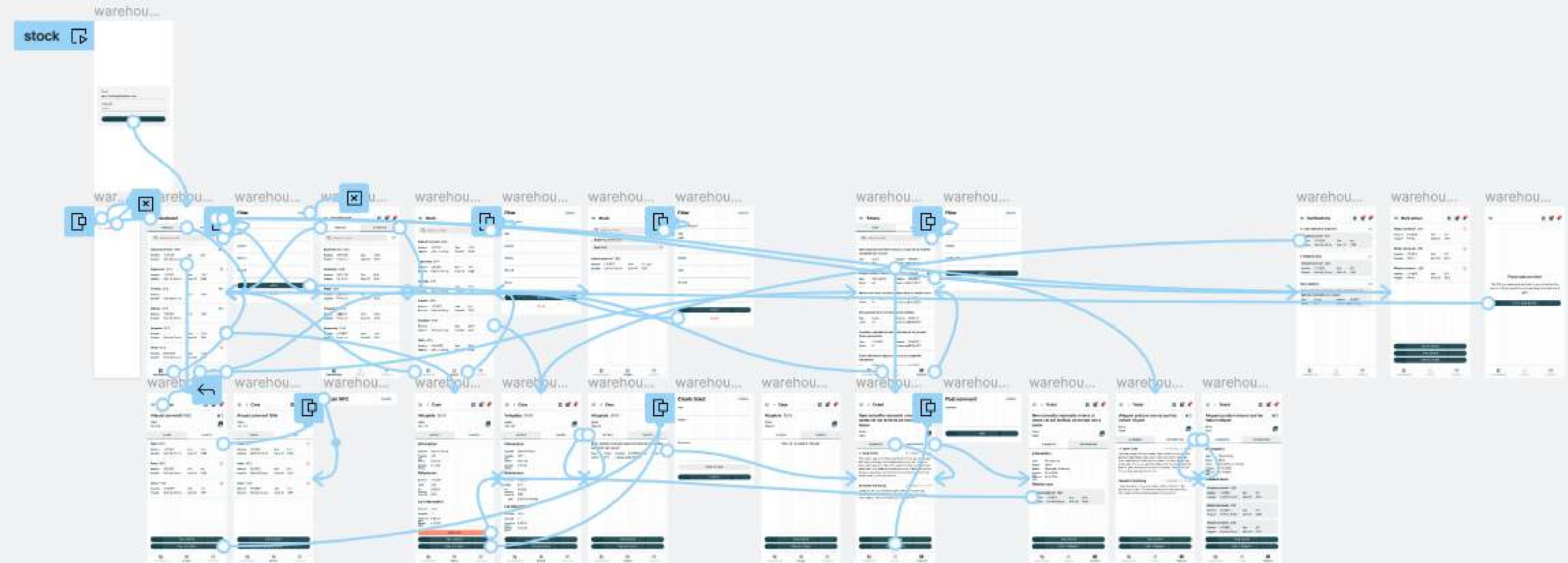
Flow diagram

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



Wireframes

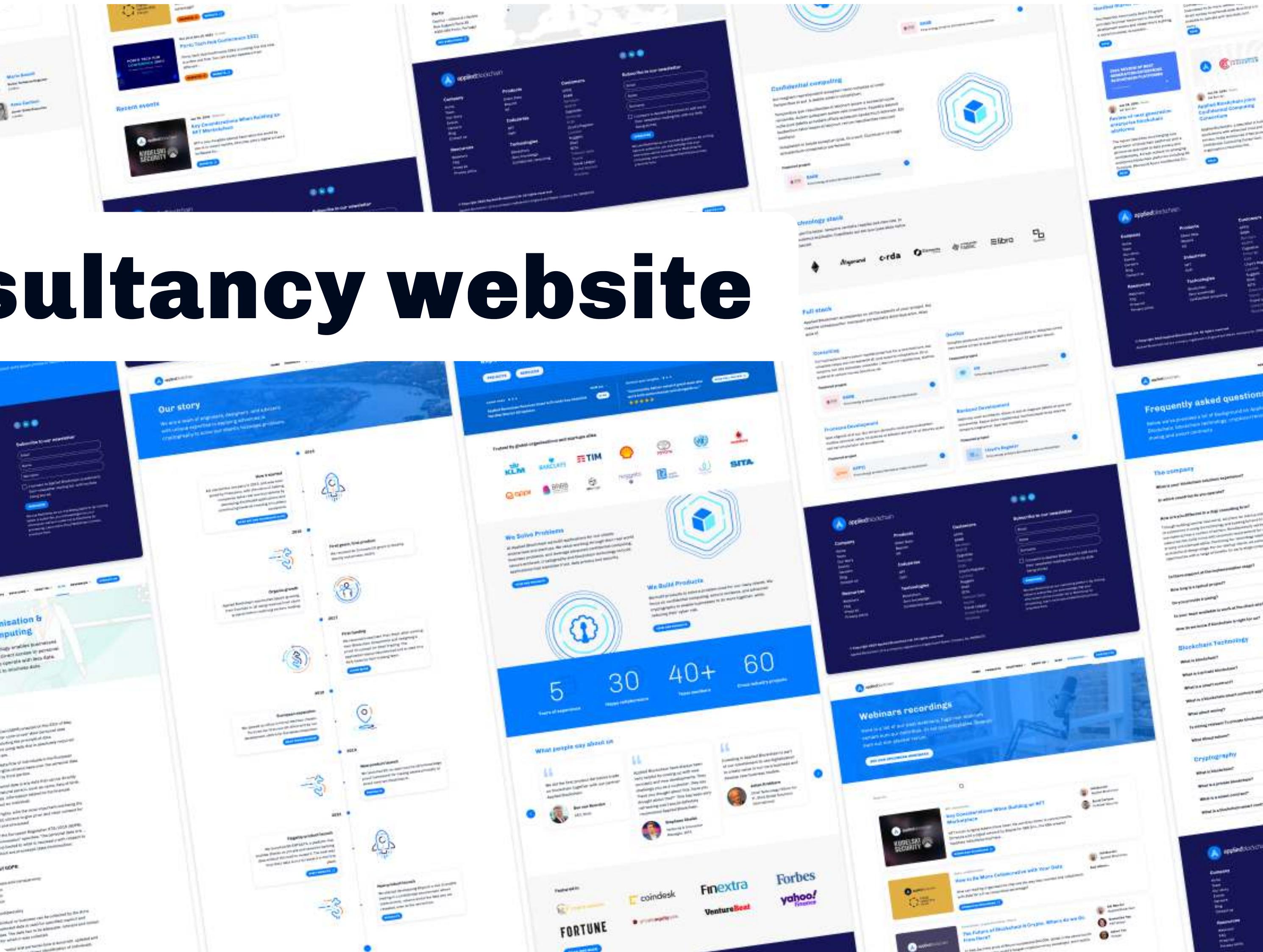
Before creating the screens, I designed the user flows, and how the two systems (admin and warehouse) would work together. I then made wireframes, in order to showcase the flows using Figma's wireframing tool to the client.



5

Brand identity /
Website design /
Web development /

Customer
Applied Blockchain



Blockchain consultancy website

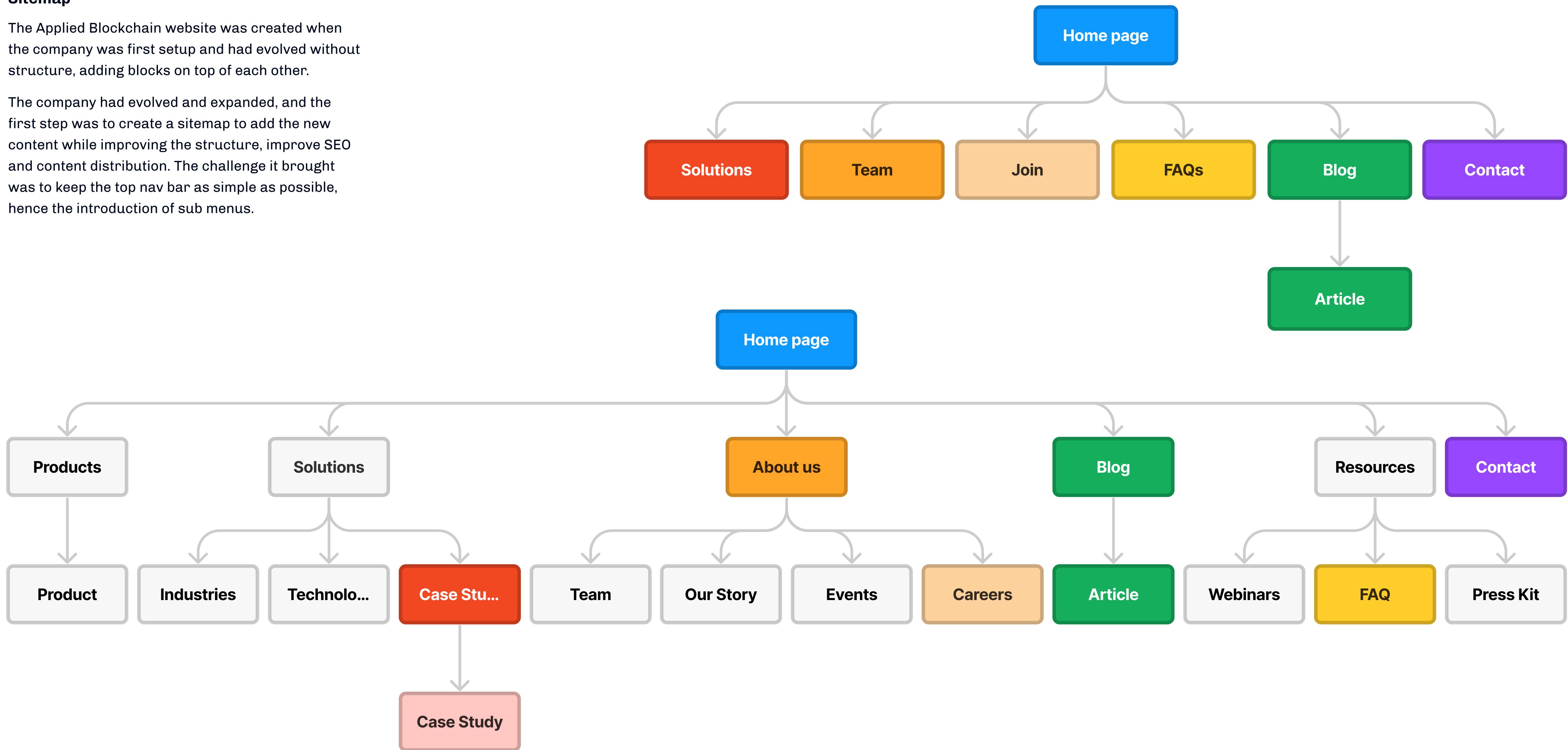
Website redesign

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

Sitemap

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

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



Homepage

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

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solutions team join us FAQs blog

Home Cryptocurrency announces the launch of its own blockchain solution. Cryptocurrency in collaboration with Applied Blockchain.

Gartner.

Gartner lists Applied Blockchain as a Global Top 20 Blockchain Development and Consulting Firm 2017

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distributed applications

Over the last two years we have built over 20 real world blockchain application solutions for our clients, including some that are now live in the public domain. Our expert team of in-house blockchain developers take care of the full development stack, from deploying nodes and writing smart contracts to front end, mobile applications and graphic design.

independent

Before we begin development, we provide independent strategic advice as to whether blockchain is suitable and adds genuine technical value in solving a particular problem, and if so, which of the available blockchain technologies is best suited.

for enterprises

Our founders have a background of 20+ years designing, developing and deploying solutions for the largest global institutions. This experience enables us to fully understand and appreciate non-functional and integration requirements, as well as the challenges associated with delivering new innovative technology to enterprise production supported environments.

for startups

Our team works with companies from inception, often partnering for long term relationships. We are a startup ourselves and we fully understand the pressure of startups, and the forces that it takes to innovate, deliver and deploy in speed.

blockchain framework

Our blockchain agnostic application and privacy framework sits on top of any underlying blockchain platform to provide identity and key management, data privacy (including GDPR), anonymity, easy integration, development efficiency, and future proof solutions to work with the best available technology.

production ready

There's a major difference between writing smart contracts for proof of concept in a lab environment, and architecting and deploying a distributed blockchain application into a production environment. All of our applications are designed from the start to incorporate the lessons we've learned through deploying to both startup and enterprise production environments.

tokens

Our team provides the technical tools and support required for a public token sale. We review and contribute to numerous whitepapers, provide token model and blockchain application and integration advice, develop proof of concept to support token pre-sales, and provide our own secure and tested token issuance platform.

security audits

One of the promises of blockchain technology is an increase in trust and reduction in fraud. All of our solutions are security audited both internally and by an independent third party. We also provide auditing services for blockchain smart contracts developed by others.

We've developed blockchain solutions for 20+ clients, from startups to enterprises and everything in between:

[see blockchain applications](#)

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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

Gartner
GLOBAL TOP 20 BLOCKCHAIN CONSULTING FIRM 2017-2020

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."

★★★★★ 

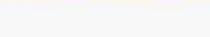
Trusted by global organisations and startups alike

We Solve Problems

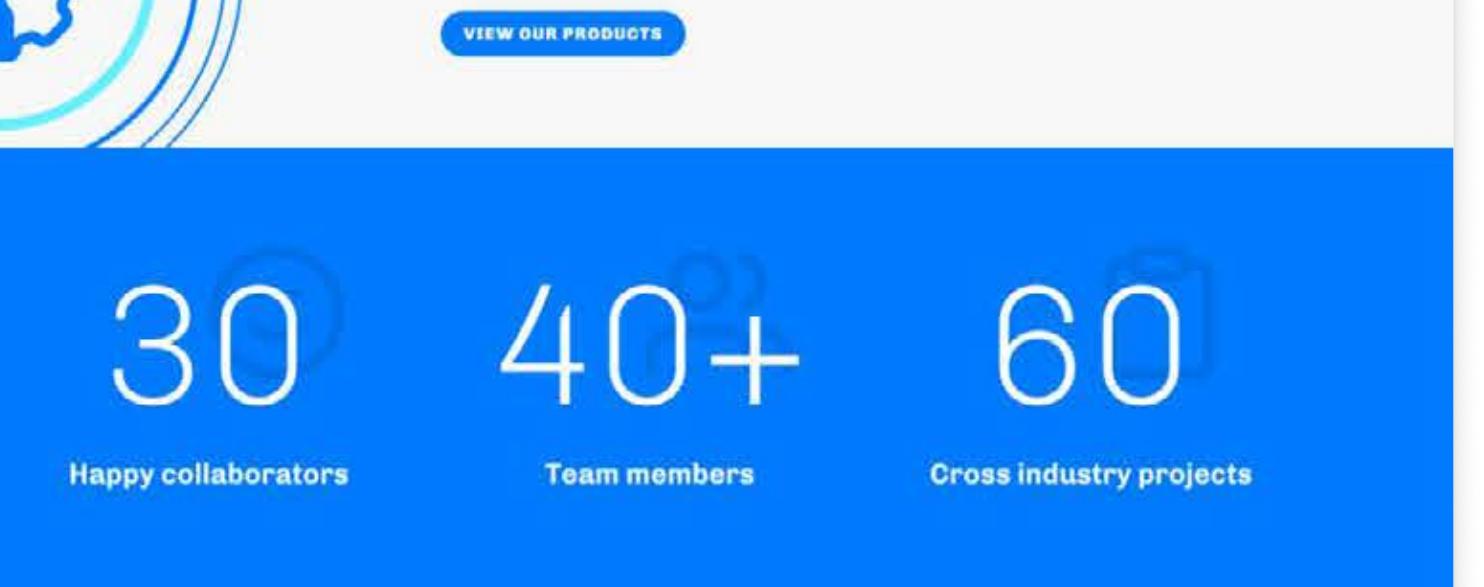
At Applied Blockchain we build applications for our clients: enterprises and startups. We value working through their real world business problems, and leverage advanced confidential computing, secure enclaves, cryptography and blockchain technology to build applications that maximise trust, data privacy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





We Build Products

We build products to solve a problem once for our many clients. We focus on confidential computing, secure enclaves, and advanced



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.

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

A circular portrait of Stephane Cheikh, a man with short brown hair, wearing a dark suit jacket over a white shirt. The background is a blurred image of an airport terminal.

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.

44

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

100

coindesk

Finextra

Forbes

VentureBeat

yahoo!
finance

Products	Customers
Smart Data	APPII
Cloud	BABB
	Barclays
Industries	BARTR
	Cygenetise
	Emsurge
	KLM
	Lloyd's Register
Technologies	Lymited
	Nuggets
Blockchain	Shell
Knowledge	SITA

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Surname

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

SUBSCRIBE

email

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100

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

100

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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.

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about team join us FAQs blog contact

distributed drone registry

Aviation Industry IT and Telecom 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 B4BB, 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.

B4BB 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, B4BB

authorised signatory list

Cross-industry Blockchain Signatory Platform Startup

Applied Blockchain has been engaged by Cognitise 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 renders the listed signatory list reconciliation with a distributed ledger, where signatories can be added or removed in real time and a scan of their signature can be uploaded and hash of the file is stored securely into a smart contract. Using Applied Blockchain's Privacy Capsule, each user can dynamically determine which of the network initiators 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

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Case studies

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

Search...

Lloyd's Register

Shipping

Lloyd's Register

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

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

[READ](#)

Energy

Shell

First energy product derivative trade on blockchain

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

[READ](#)

APPii

Recruitment

APPii

World's first blockchain career verification and background screening platform

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

[READ](#)

Travel Ledger

Travel

Travel Ledger

Travel settlement platform built on blockchain technology

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

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 **TIM**

Telecom

Telecom Italia

TIM WCAP Innovation Program

Showcasing privacy-preserving technology

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UNITED NATIONS

Government

United Nations

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

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

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BRBB

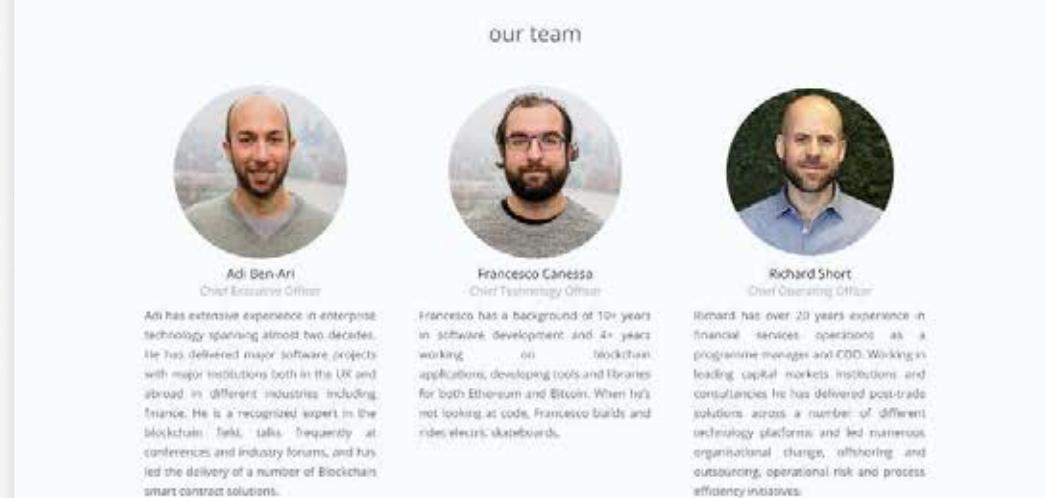
EVERYONE IS A BANK

BANK ACCOUNT BASED BLOCKCHAIN

SITA

About

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



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 the space.

Apply Now

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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.

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

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.

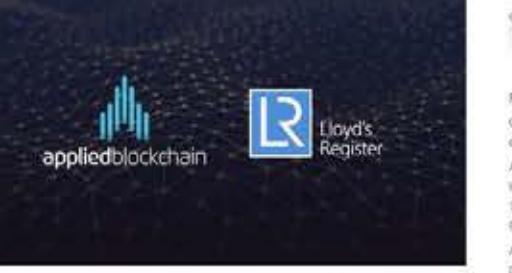
Support

Graphic design
Front-end development
Back-end development

Blog

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

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Classification register updated for the digital age

UK announces the launch of prototype blockchain enabled Class register. Resulted from Lloyd's Register announced at SMM - the leading international maritime trade fair taking place 4-7 September in Hamburg, Germany - it has created the first demonstrator that...

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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 organization Applied Blockchain, a leading developer of distributed ledger technology and smart contracts, has become an affiliate of the Energy Web Foundation (EW), a global...



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 fuel the growing demand...



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

The latest Microsoft news and information, including news, features, and analysis.

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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.

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Jun 28, 2021 News

Community Grant Program

Applied Blockchain chooses Porto as its Development Centre for European Expansion



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?



Jun 28, 2021 News

The Growing Ecosystem of Non-Fungible Tokens (NFTs)

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).



Jun 28, 2021 News

2021 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...



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...



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.

Main Principles of GDPR

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

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

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

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

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

Contact

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

contact us:

Name Email Address

Message

Submit

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

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

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

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Contact us

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

Our offices

Applied Blockchain is based in London and Porto

London

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

[GET DIRECTIONS](#)

Porto

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

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Receive insights and news

Yes

No

SUBMIT

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Industries

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6

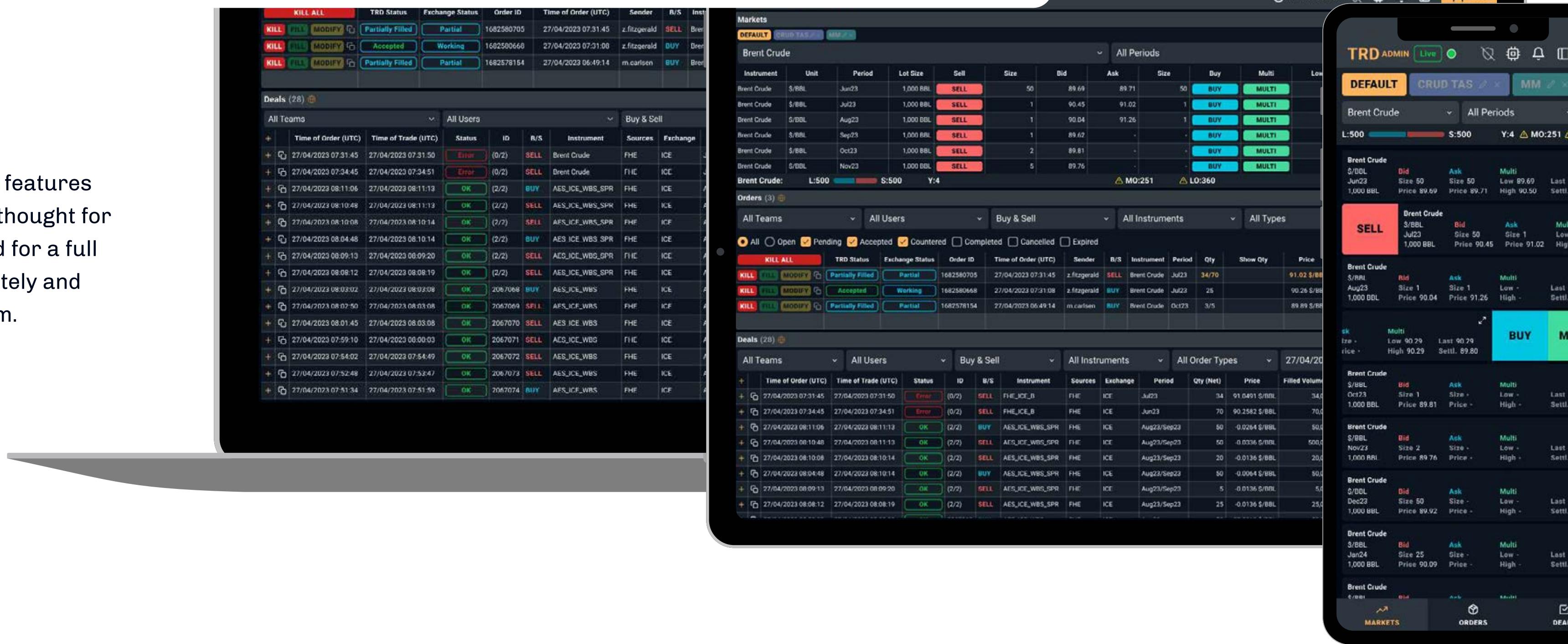
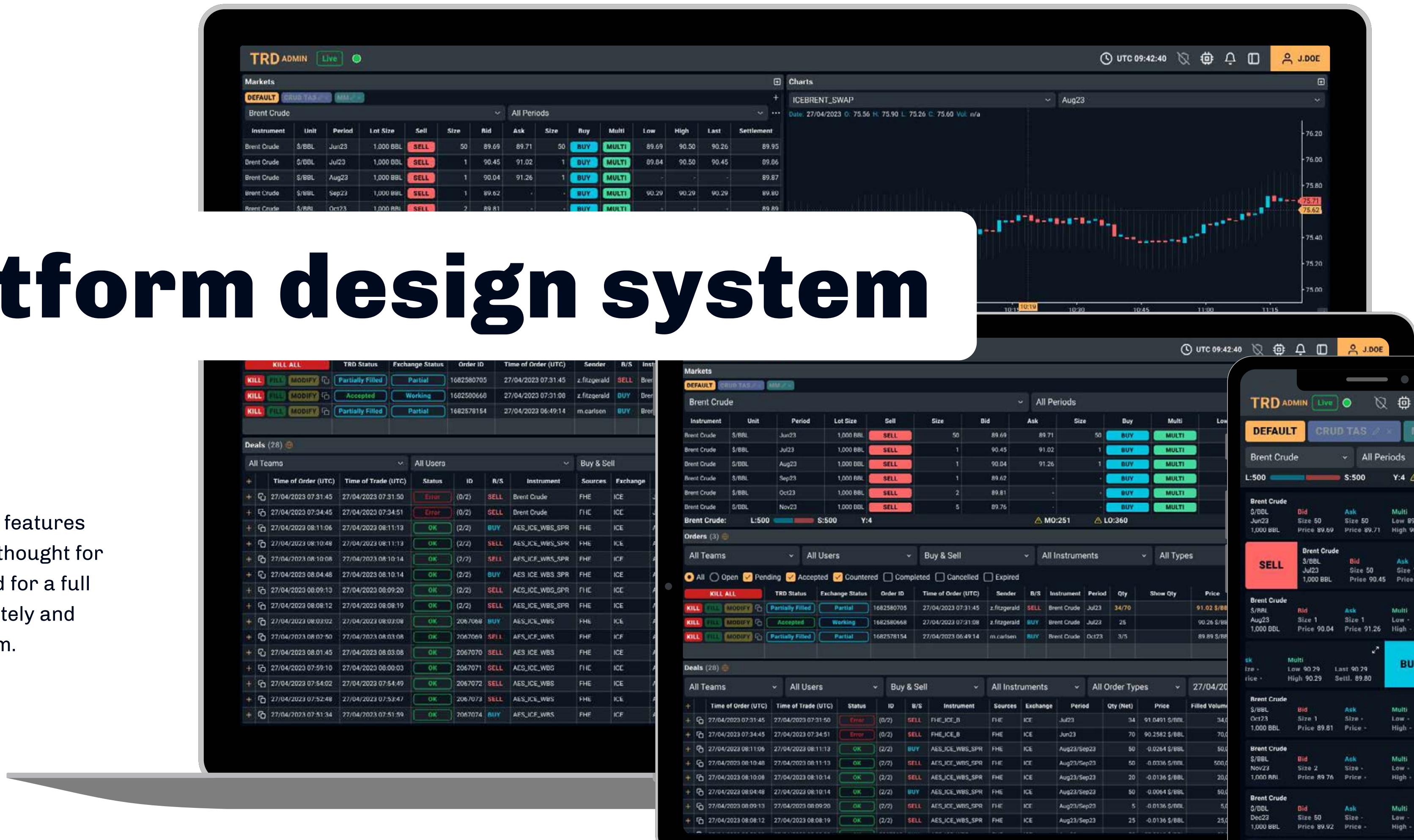
Brand identity / Website design

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.



Design system

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

The screenshot displays a complex design system interface for a trading platform. It includes a color palette, a grid of components, and a detailed configuration panel for each component.

- Color Palette:** A vertical color palette with sections for 'Background', 'Action', 'Other', 'Overlay', 'Tabs', and 'Grades'.
- Components Grid:** A grid of components including:
 - Alert:** A component with a dark background and a list of alert items.
 - Header:** A component with a dark background and a list of header items.
 - Table:** A component with a dark background and a table structure.
 - Input:** A component with a dark background and a list of input items.
 - CardHeader:** A component with a dark background and a list of card header items.
 - BottomNavigation:** A component with a dark background and a list of bottom navigation items.
 - Text:** A component with a dark background and a list of text items.
 - Select:** A component with a dark background and a list of select items.
 - FormControl:** A component with a dark background and a list of form control items.
- Configuration Panel:** A detailed configuration panel for each component, showing various states and configurations. For example, the 'Alert' component shows multiple alert items with different titles and descriptions.

The screenshot displays a grid of components and their configurations, organized into sections:

- BottomNavigationItem:** A component with a dark background and a list of bottom navigation items.
- DetailItem:** A component with a dark background and a list of detail items.
- StepProgressBar:** A component with a dark background and a list of step progress bar items.
- BlockHeader:** A component with a dark background and a list of block header items.
- Breadcrumb:** A component with a dark background and a list of breadcrumb items.
- CardMarket:** A component with a dark background and a list of card market items.
- Resize:** A component with a dark background and a list of resize items.
- Tab:** A component with a dark background and a list of tab items.
- ModalTab:** A component with a dark background and a list of modal tab items.
- TabList:** A component with a dark background and a list of tab list items.
- Component:** A component with a dark background and a list of component items.
- Text:** A component with a dark background and a list of text items.
- TableCell:** A component with a dark background and a list of table cell items.
- Toggle:** A component with a dark background and a list of toggle items.
- Radio:** A component with a dark background and a list of radio items.
- ModalActions:** A component with a dark background and a list of modal actions items.
- Tabs:** A component with a dark background and a list of tabs items.
- ModalHeader:** A component with a dark background and a list of modal header items.

I hope you enjoyed my work

Contact me if you want to start a project together

-  +44 7783 376231
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-  arnaud-darre.com