

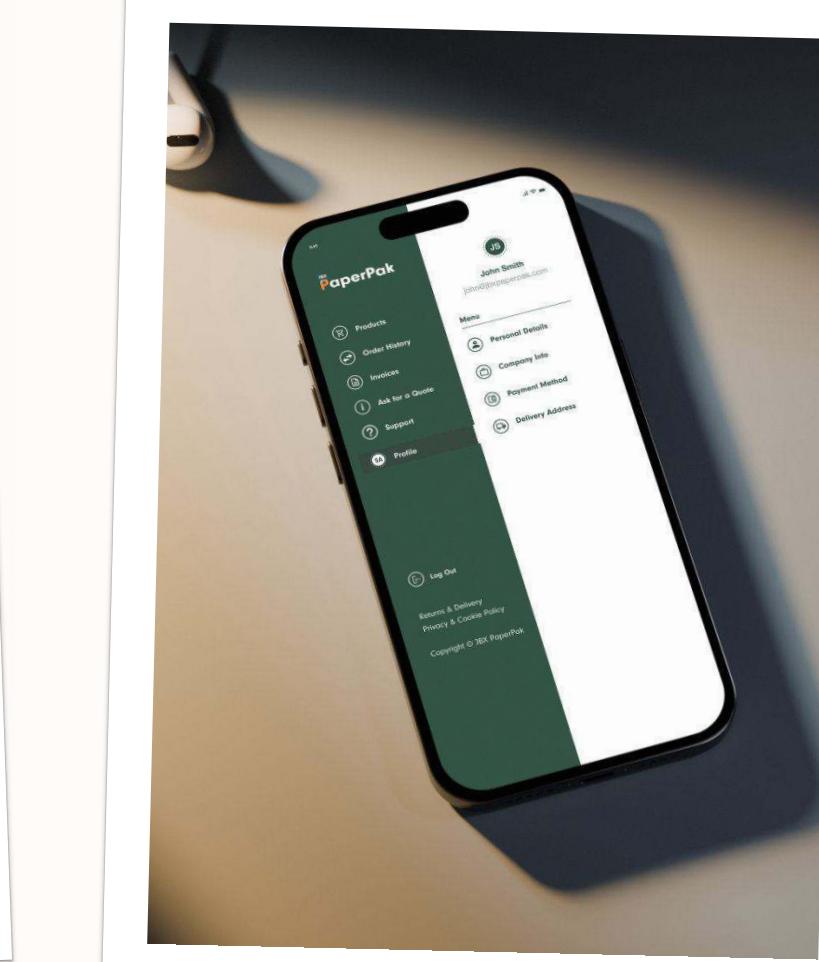
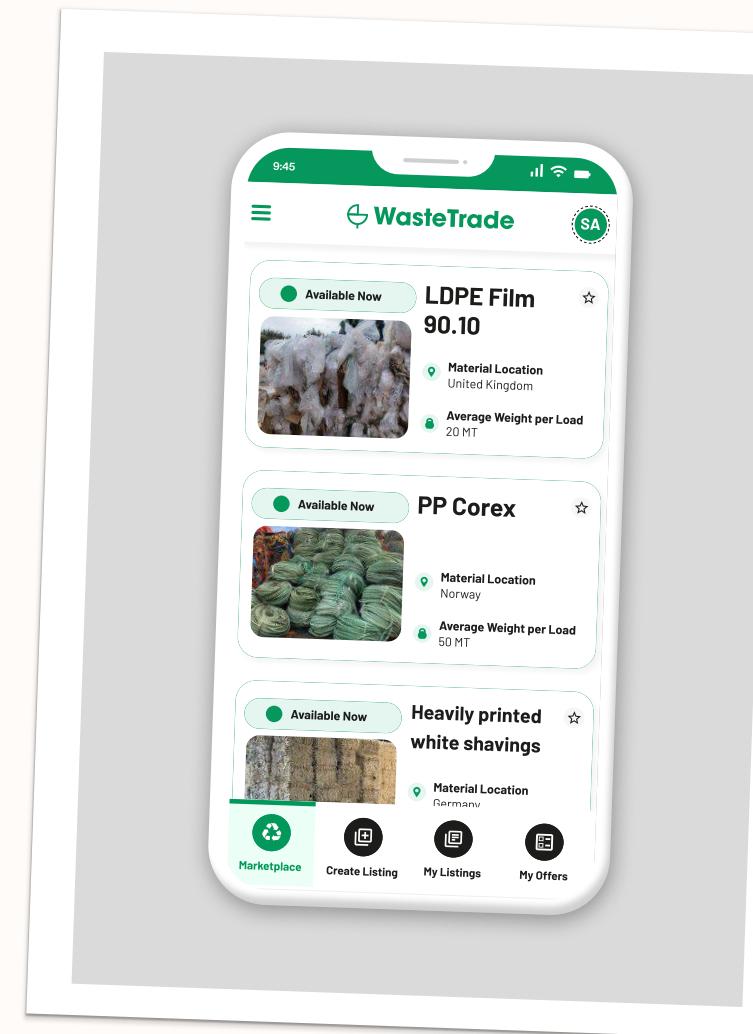
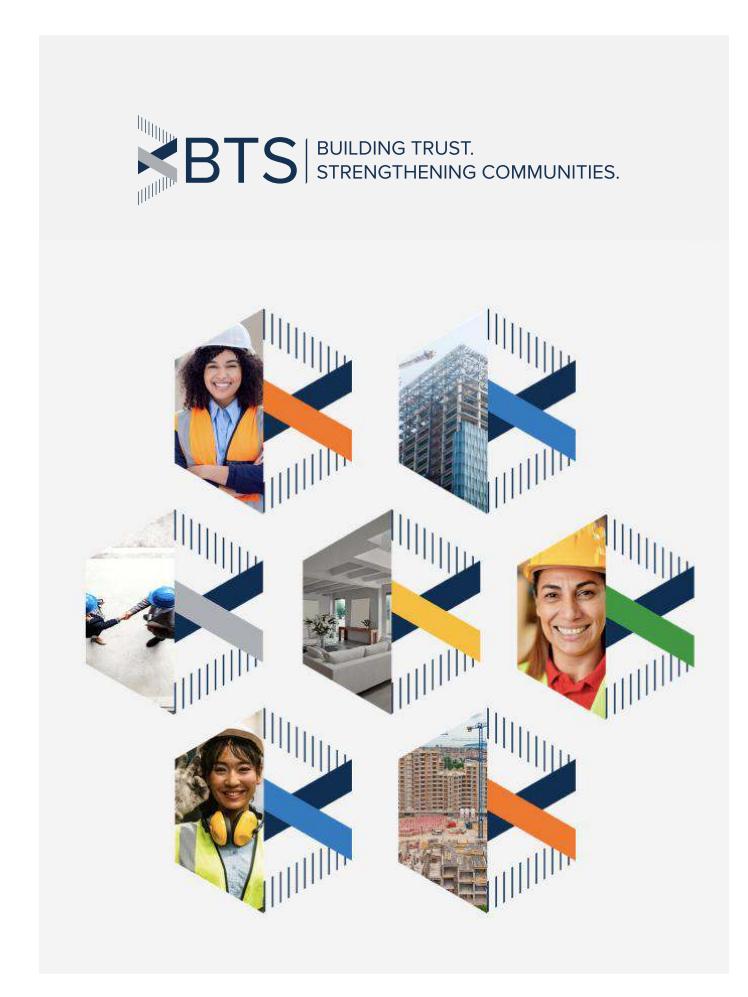
Created by :

Sazanias Asrat

Senior Designer

Design Portfolio

Multidisciplinary designer. I love creating branding and digital experiences for **everyone.**





Hello I'm

Sazanias Asrat

Multidisciplinary Designer

Multidisciplinary designer with a **First-Class BA in User Experience Design from the University of the Arts London**. Focus on creating human-centered solutions that align business goals with user needs. Experienced in projects within the recycling industry, collaborating with councils like Havering and Southwark. Contributed to a winning NHS campaign promoting blood donations. **Extensive expertise in branding, digital design, SEO, and marketing, providing valuable assistance to startups and local authorities**. Strong emphasis on leadership and collaboration, consistently delivering exceptional user experiences

Skills

- User-Centered Design | Accessibility Design (WCAG) | Service Design
- Information Architecture | Usability Testing | Interaction Design
- Design Systems & Branding Guidelines | Wireframing & Prototyping
- Persona Development | Journey Mapping | Agile Methodologies
- Team Leadership | Stakeholder Engagement | SEO Integration

Skills

- Figma | Adobe XD | Sketch | Miro | Slack | Jira | Monday.com
- HTML | CSS | WordPress | Webflow | Wix | Touchdesigner
- Google Analytics | Salesforce | Hotjar | Adobe Creative Suite

Curriculum Vitae

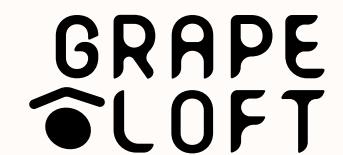
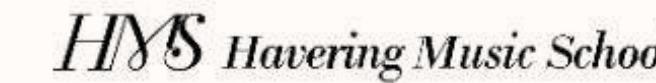
Experience

The Website Design Agency	10/2022 to Current
WasteTrade	05/2021 to Current
Respondit Design Agency	06/2018 to 05/2021

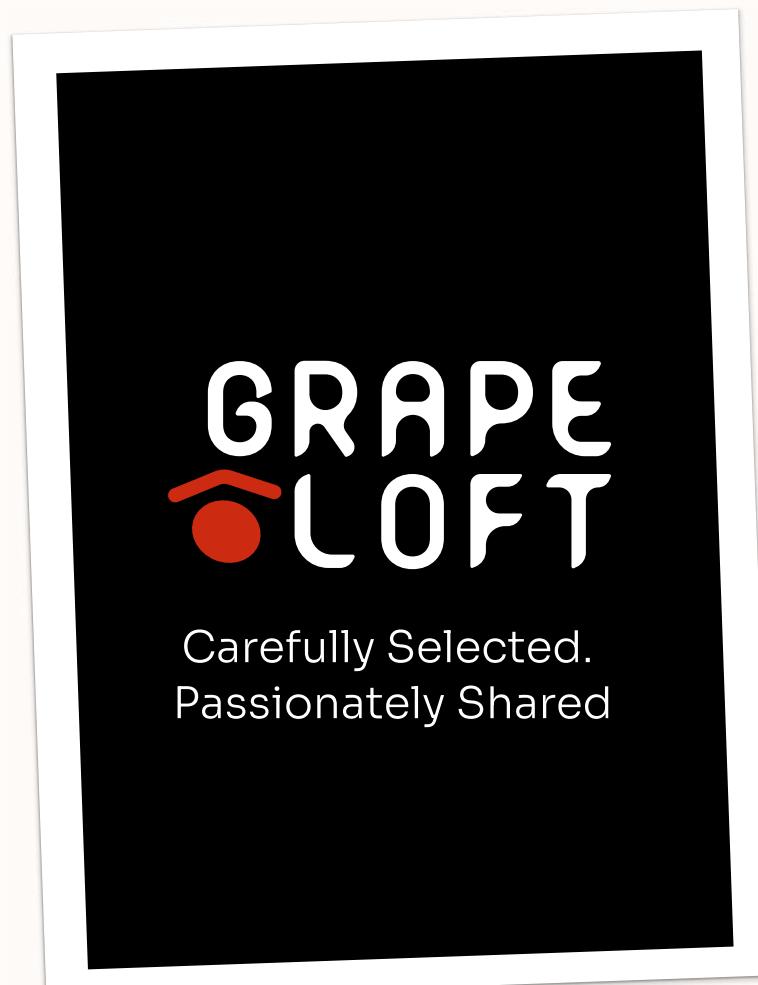
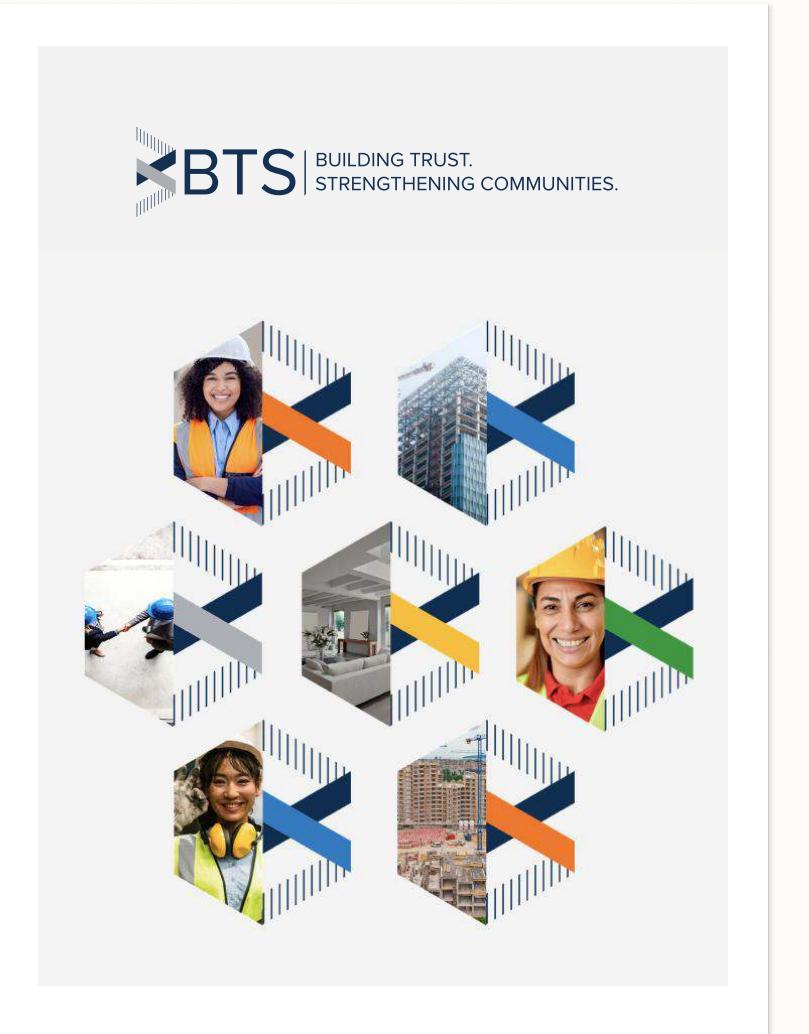
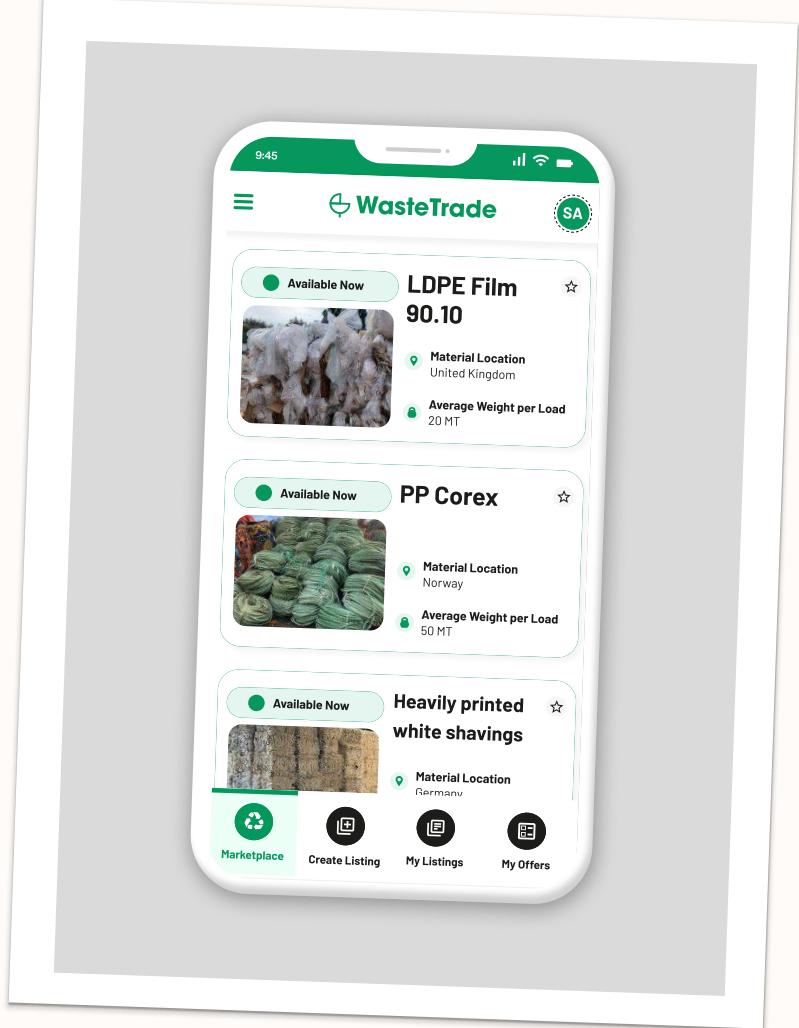
Education

University of the Arts London	UX/UI Design Degree
Instituto Salesiano San Zeno	Graphic Design Degree

Companies I've had the pleasure of working with..



Projects



01. BTS Group

Branding : Establish visual and tonal consistency across all communications. Strengthen brand recognition with both public and private audiences. Simplify complex messaging without losing depth or clarity.

02. WasteTrade

UX/UI & Graphic Design for a Digital Marketplace specialising in waste commodity trading, enhancing user experience, transaction efficiency, and visual identity.

03. Grape Loft

Grapeloft is a fresh and playful wine brand bringing carefully selected wines from Italy, France, Spain, and Argentina to a new generation of wine lovers. I was brought on board to craft the visual identity, starting from the logo, building a complete brand system, and laying the foundations for a modern, engaging e-commerce website.

01.

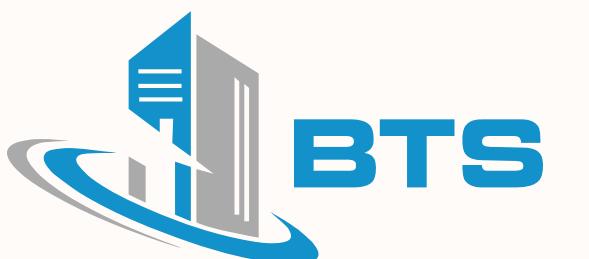


BTS Group

Build a scalable identity that could support growth and adaptability

From a local cornerstone to a nationwide leader, driving transformation and innovation across communities throughout the UK.

BTS

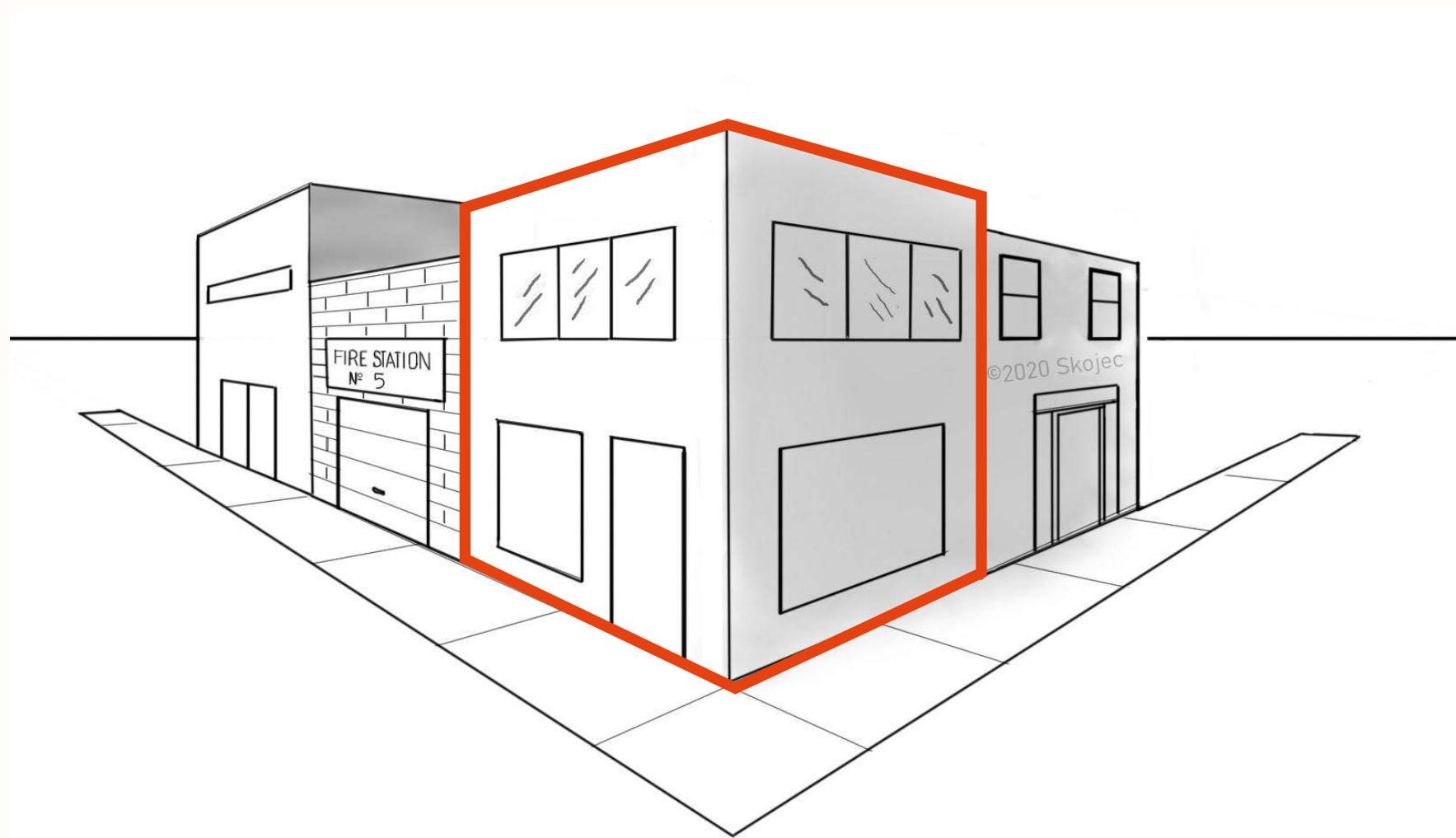


BTS

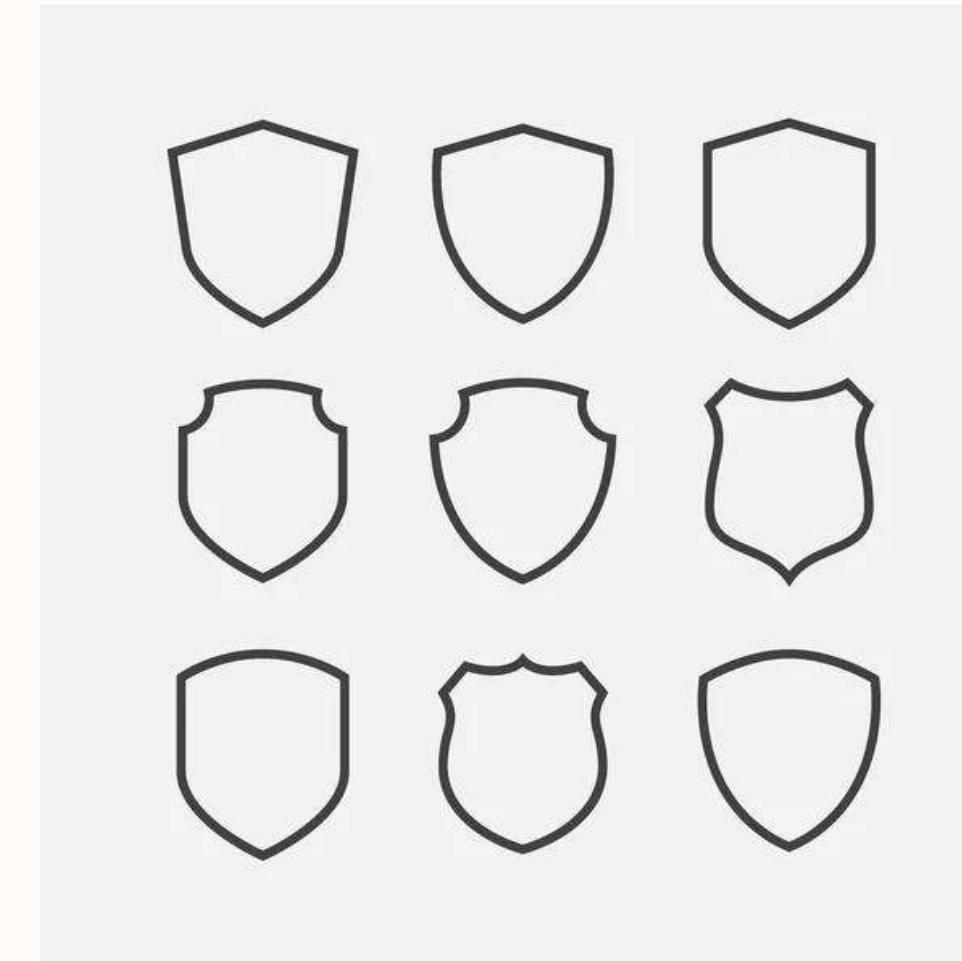


BUILDING TRUST. STRENGTHENING COMMUNITIES.

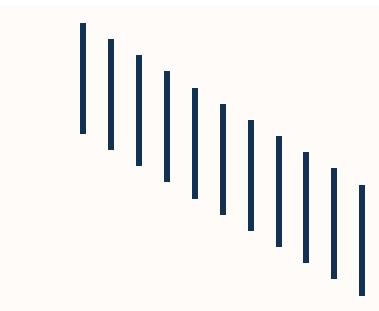
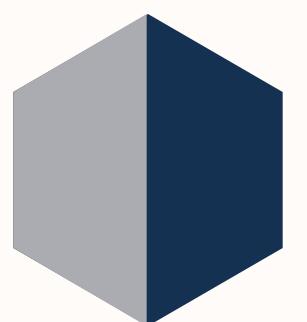
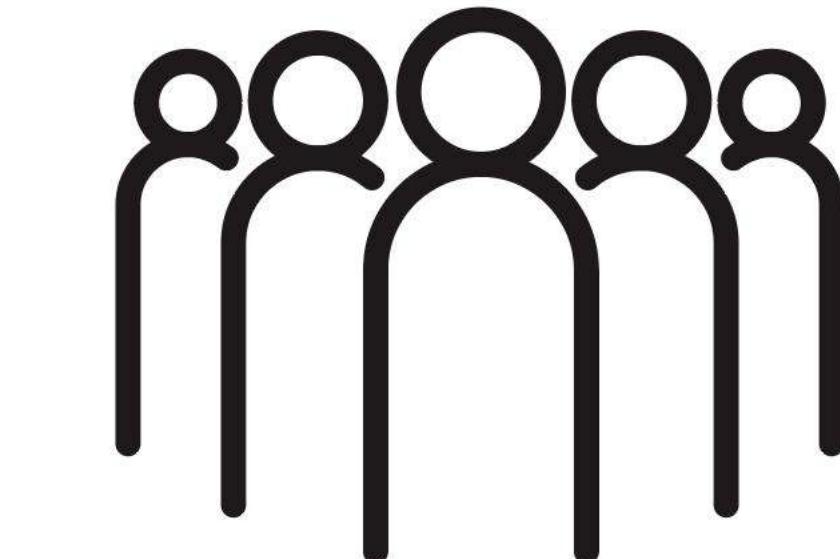
"Building"



"Protection"

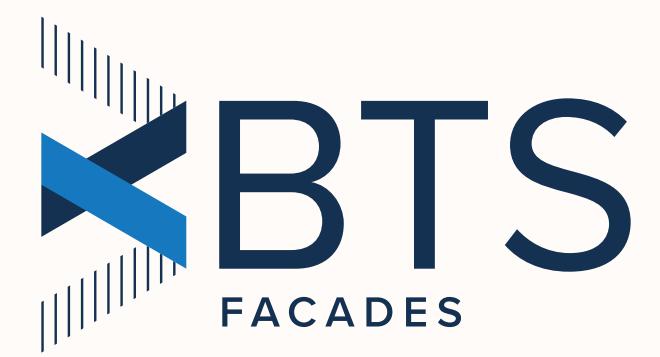


"Community"











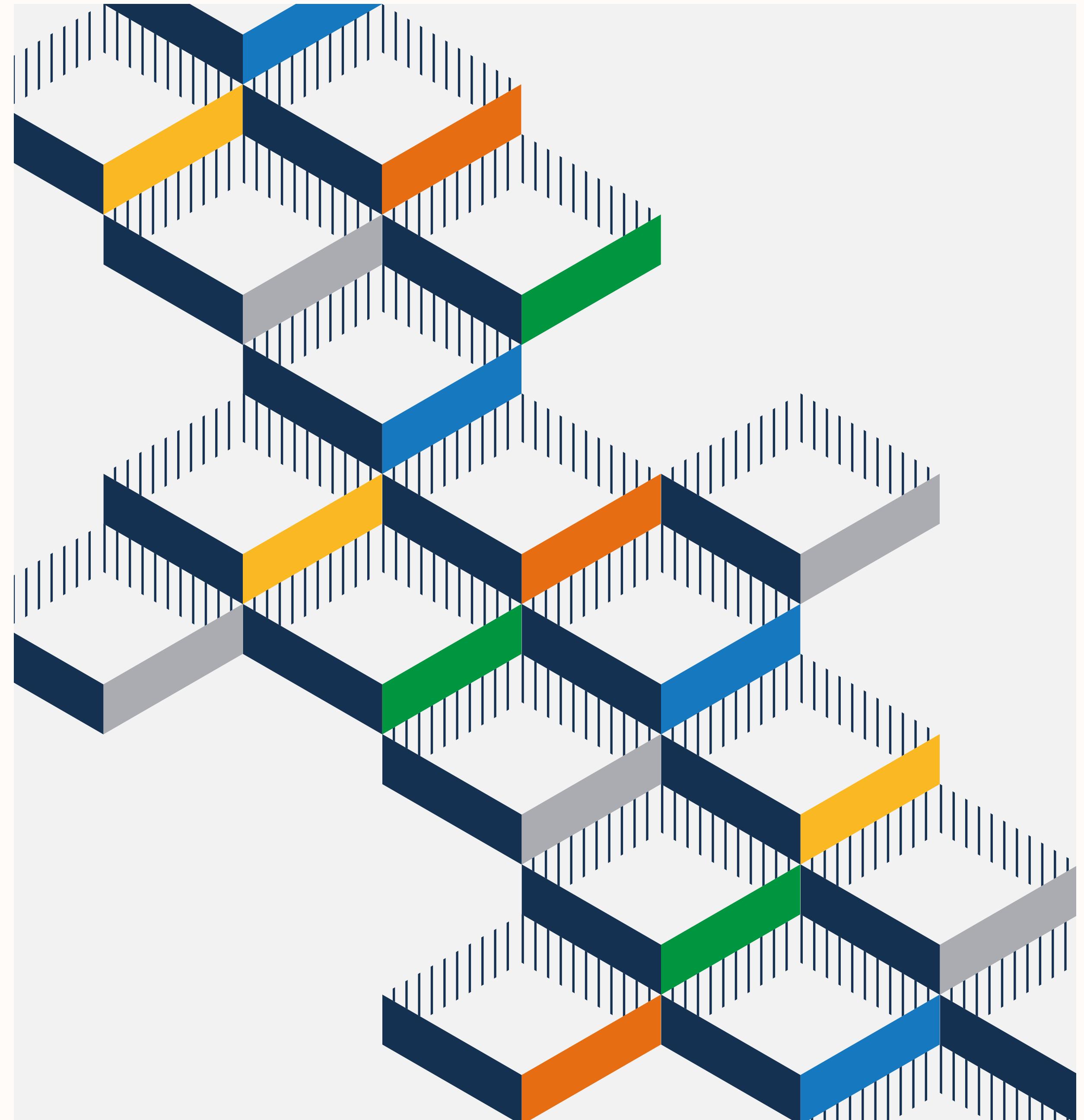


Building Foundations of Trust, Community, and Strength

BTS has grown from a start-up into a trusted name in construction and property solutions, serving communities across the UK.

Rooted in the principles of trust, security, and collaboration, our transformation reflects a deep commitment to building not just homes but the foundations of stronger communities. With each project, we strive to create spaces that foster connection, resilience, and growth, ensuring quality and reliability at every step.

As we expand our reach, we remain dedicated to shaping environments where people feel secure, valued, and inspired.



Brand Guidelines

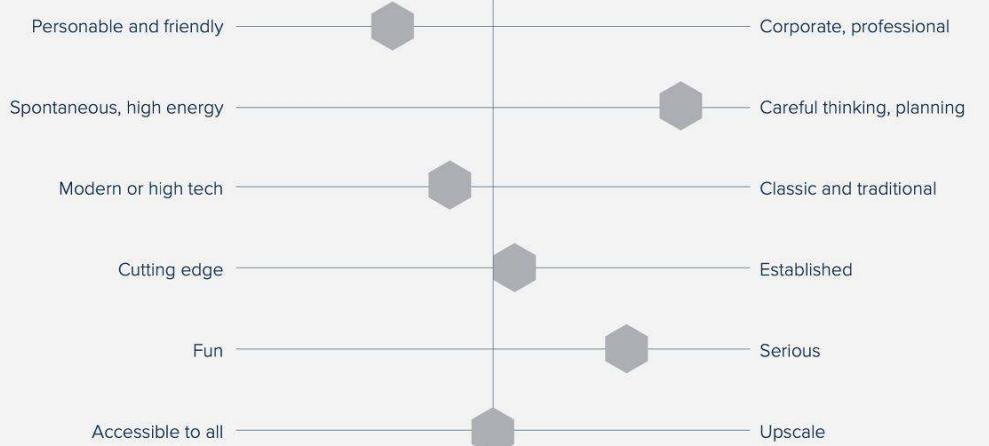
Brand Values & Brand Personality

Brand Values are the fundamental principles and beliefs that guide and shape a company or organisation's identity and behaviour.

Brand Values

Brand Relationship
Dependability
Teamwork
Responsiveness
Honesty

Brand Personality



Hexagon

The hexagon is a key graphic element in BTS's visual identity, symbolising protection, structure, and building—core principles of the brand. By using half of the BTS icon and mirroring it to form a complete hexagon, the design creates a strong, recognisable shape. Placing imagery inside the half-hexagon adds depth and reinforces the brand's storytelling.

This approach enhances the visual weight and consistency of BTS's branding, ensuring a modern, impactful, and cohesive identity across all materials.



Logos

The BTS brand identity is unified across its divisions: **BTS**, **BTS Property Solutions**, **BTS Facades**, **BTS Interiors**, and **BTS Special Works**, through a consistent logo design.

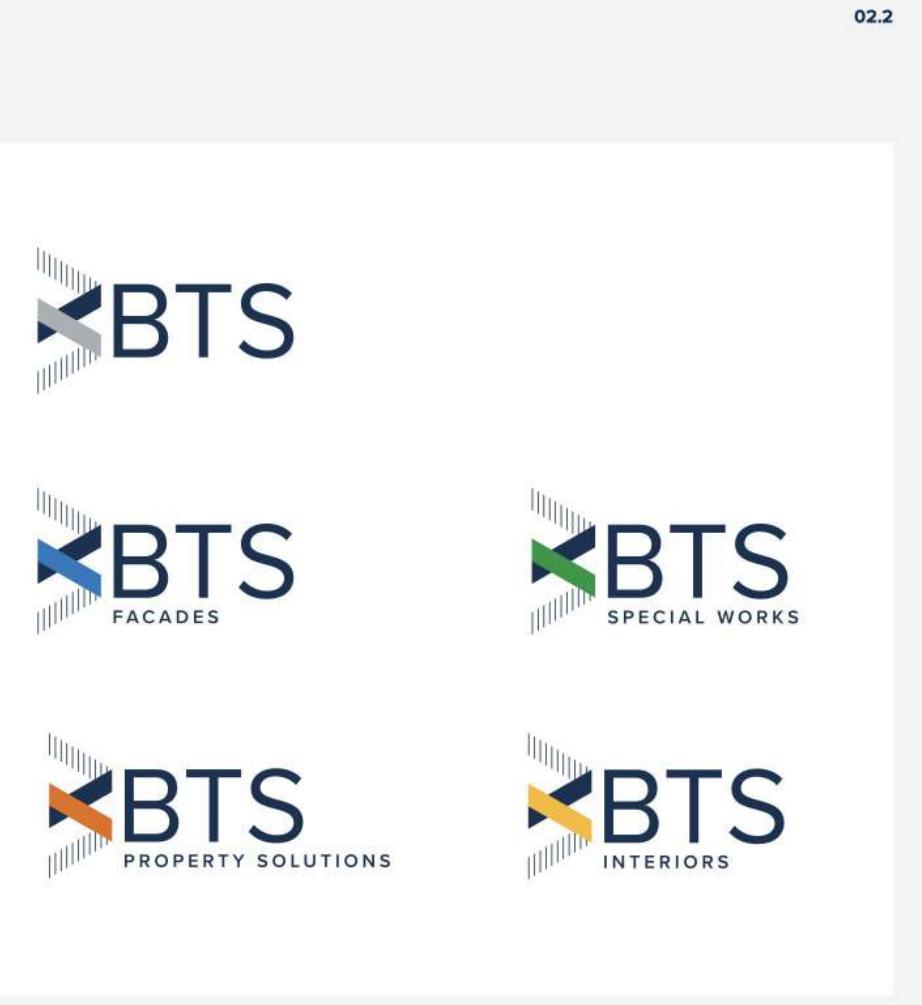
While the core shape and structure remain the same, each division is distinguished by its unique colour and name, reflecting its specific area of expertise. This approach maintains a strong, cohesive brand presence, ensuring instant recognition while allowing flexibility for each department to express its individual focus.

The uniformity in design reinforces BTS's commitment to foundation, building, protection, and community, aligning all divisions under a single, trusted identity.

It's important to use this logo correctly. Use these guidelines to ensure that you:

- Use the correct logo file
- Use the correct clear space
- Use the correct colour for whatever background it appears on

The logo should always be reproduced from the supplied artwork files and never altered.



Icons

The BTS icon is a distinctive visual element that represents both half of a hexagon and the letter 'B' from BTS. The hexagonal shape symbolises protection, structure, and building, aligning with the brand's core values. This dual meaning reinforces BTS's identity, combining strength, stability, and trust with a modern, recognisable design. The icon serves as a key branding element across all materials, ensuring a cohesive and impactful visual presence.



B (BTS)



Typography

BTS maintains a clean and professional typographic system for consistency across all brand materials:

- Proxima Nova – Used for digital assets, business cards, and marketing materials, ensuring a modern, sleek, and professional appearance.
- Arial – Used for Word documents and PowerPoint presentations, ensuring compatibility, readability, and accessibility across all internal and external communications.

Proxima Nova

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:"?@#\$&

Arial

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:"?@#\$&

Primary Colours

BTS uses a primary colour to unify the brand, while each division—BTS Property Solutions, BTS Facades, BTS Interiors, and BTS Special Works—features a distinct accent colour for differentiation. This balance ensures cohesion, clarity, and brand recognition across all applications.

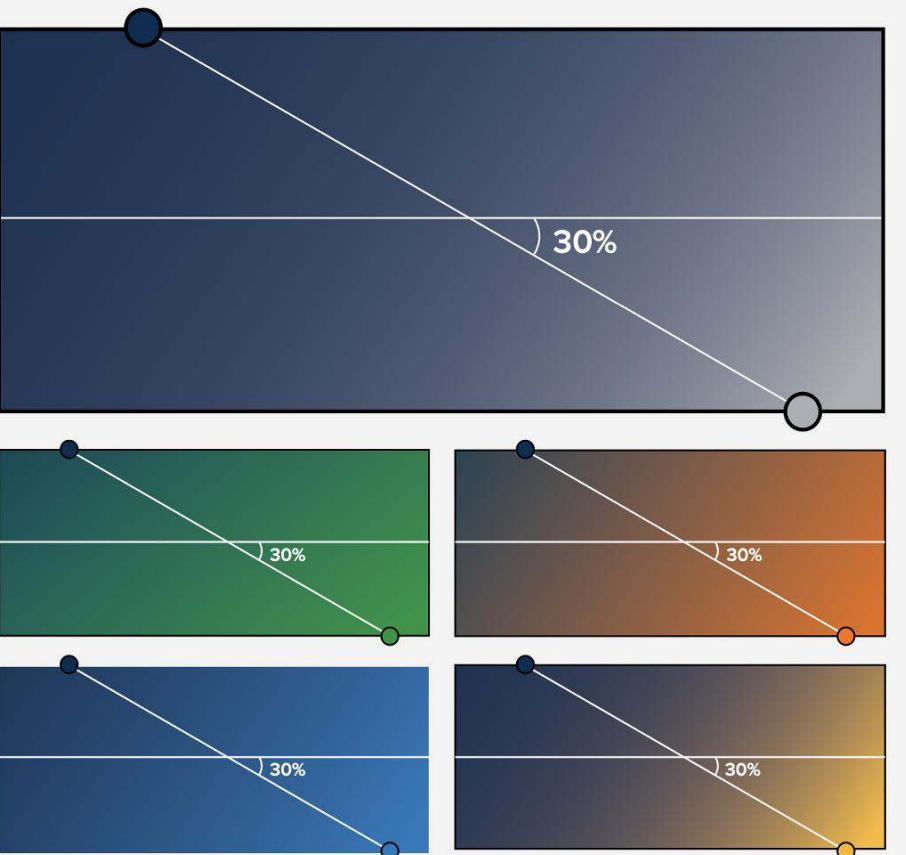
White	BTS Blue	BTS Group	BTS Special Works
#FFFFFF RGB 255 / 255 / 255 CMYK 0 / 0 / 0 / 0	#009640 RGB 0 / 150 / 64 CMYK 100 / 0 / 100 / 0	#FABAEB2 RGB 171 / 174 / 178 CMYK 36 / 26 / 24 / 5	#009640 RGB 0 / 150 / 64 CMYK 100 / 0 / 100 / 0
Light Grey (for background use only)			
#F2F2F2 RGB 242 / 242 / 242 CMYK 6 / 4 / 5 / 0			
Black	BTS Property Solutions	BTS Facades	BTS Interiors
#000000 RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100	#177ABF RGB 23 / 122 / 191 CMYK 83 / 44 / 0 / 0	#E76E11 RGB 231 / 110 / 17 CMYK 4 / 67 / 99 / 0	#FB9B24 RGB 251 / 185 / 36 CMYK 0 / 31 / 89 / 0

Gradients

BTS's five gradient variations are designed to enhance visual appeal while maintaining brand consistency. These gradients are created using strategic colour combinations from the BTS colour spectrum, ensuring a smooth and modern transition between shades.

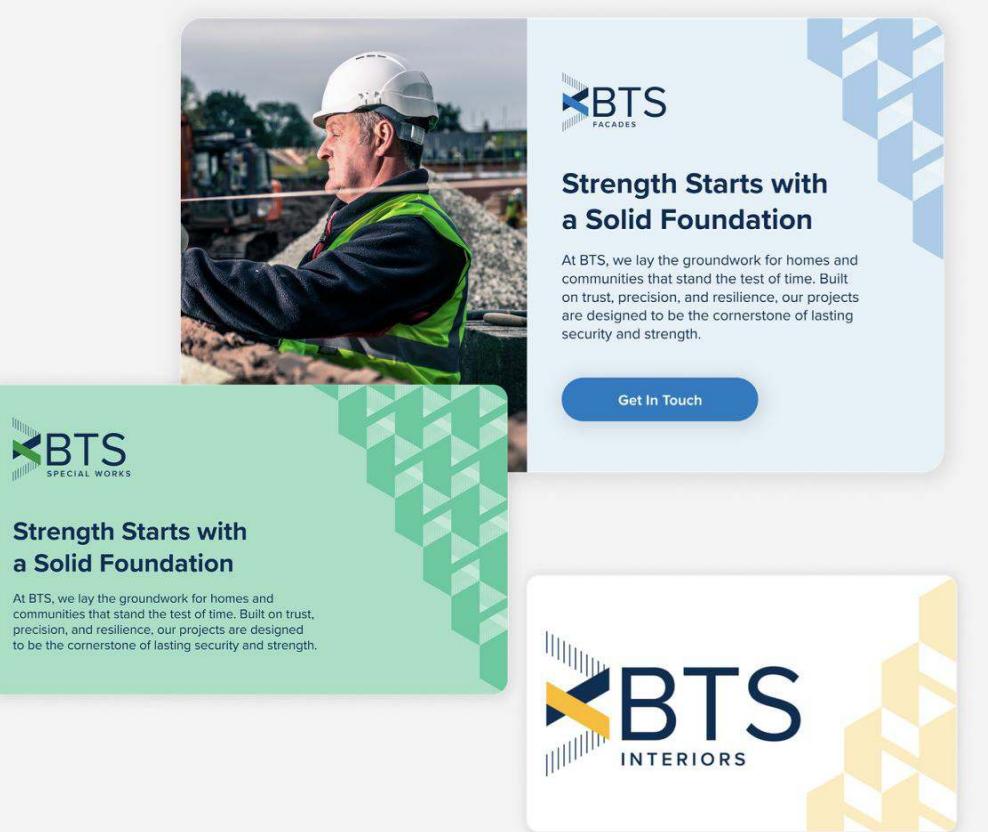
Applied at a 30° angle, the gradients add depth and dynamism to digital and print materials, creating a sense of movement and sophistication. For best results, use gradients as background elements, overlays, or section dividers, ensuring they complement, rather than overpower, the overall design (p.23).

Gradients colours should be used strategically and in supporting roles, such as backgrounds, overlays, and accents, to complement the primary colours rather than dominate the design. **Always ensure the core brand identity remains clear and consistent, with the primary colours taking precedence in all applications.**



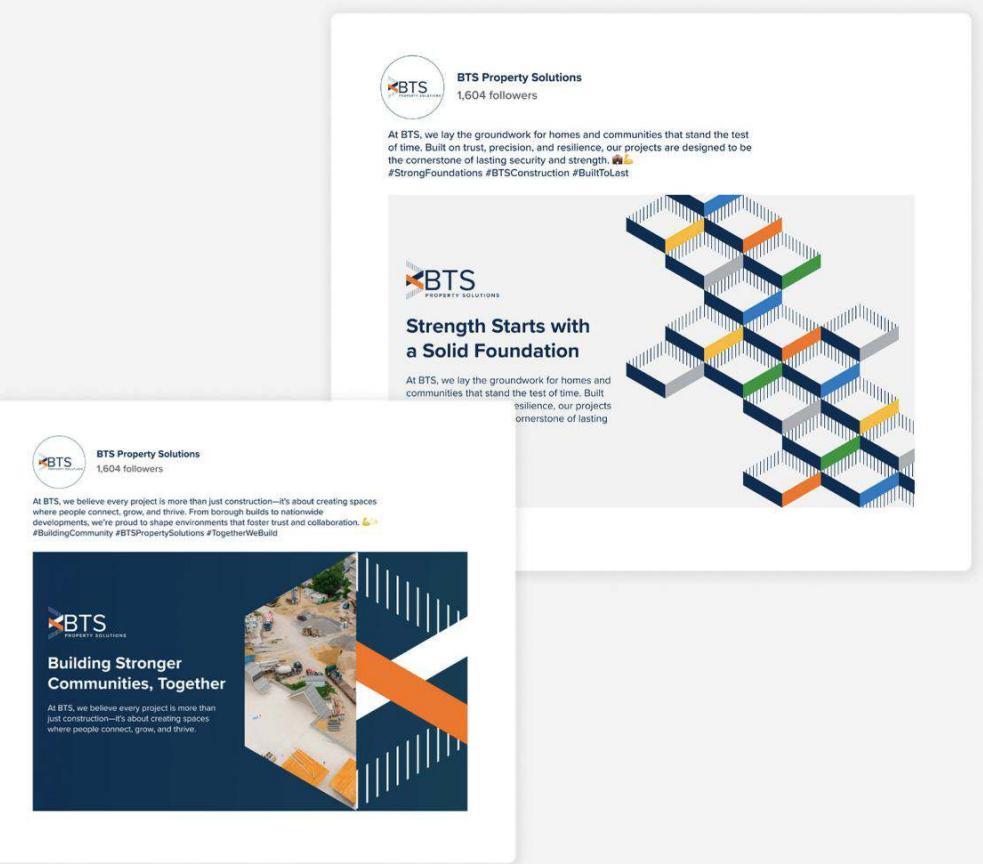
BTS's six main colour spectrums provide versatility and consistency across various applications. These colours are carefully selected to ensure a strong brand identity, allowing for flexibility while maintaining a unified visual presence.

Each shade serves a specific purpose, from primary branding elements to accent details that distinguish different departments. This structured approach ensures that BTS's visual identity remains recognisable, professional, and adaptable across print, digital, and environmental applications.



Social Media

Here are some content ideas for social media posts, incorporating BTS branding, the hexagonal graphic element, and a mix of project highlights, team insights, and brand storytelling.



Tagline

"Building Trust. Strengthening Communities." reflects the core values of BTS, establishing trust through integrity, dependability, and excellence, while actively enhancing communities through thoughtful construction and design.

This tagline serves as the guiding principle behind every project and interaction, reinforcing BTS's commitment to quality and positive impact.



Clear Space

To ensure maximum impact and readability, the BTS logo must always have adequate clear space around it.

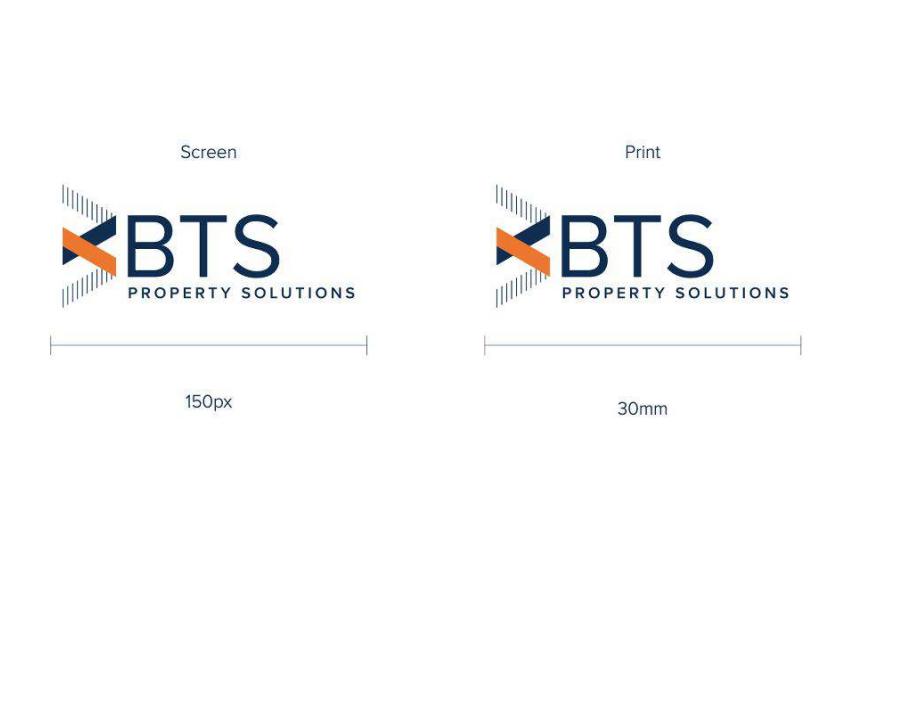
- The outer lines define the minimum spacing required to maintain the logo's visibility and prominence.
- This clear space is based on the height of the letter "P" from Property Solutions**, ensuring a balanced and proportionate framing.
- Avoid placing text, images, or other elements too close to the logo, allowing it to stand out and maintain brand integrity.



Minimum Size

When resizing the logo, always maintain its original proportions. Do not stretch, compress, or distort the logo in any way, as shown on the [Logo Misuse page \(p.19\)](#).

Ensure the logo is scaled proportionally to preserve its clarity, legibility, and brand integrity.



COMPETITION NOW

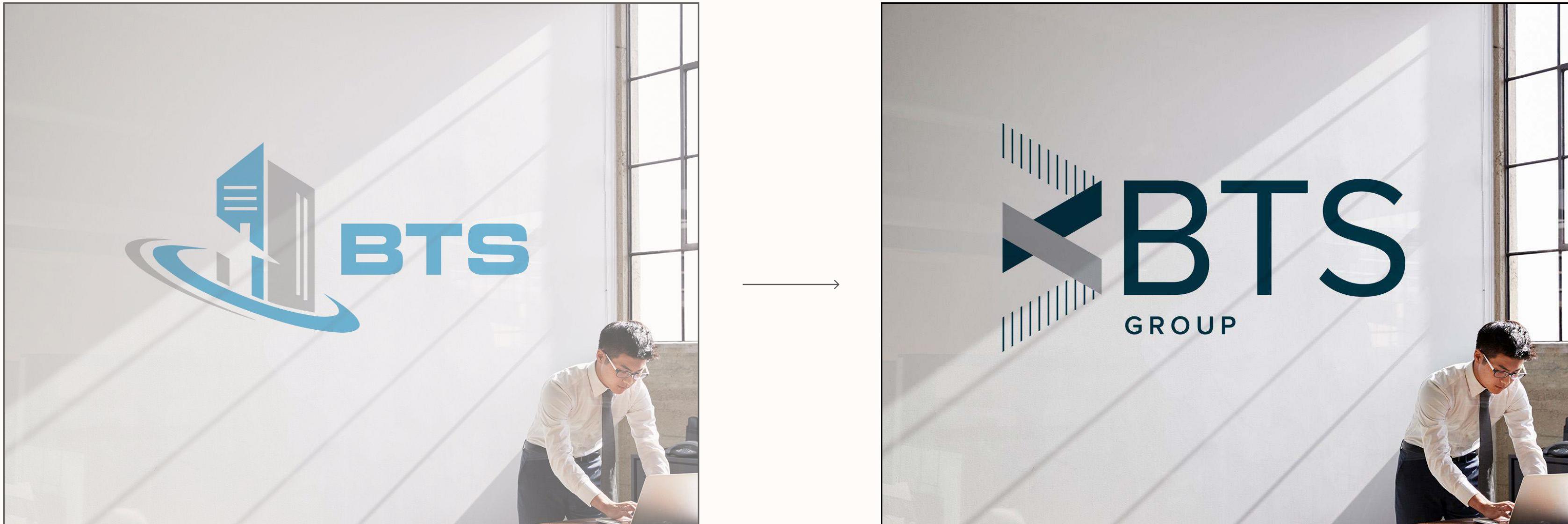


COMPETITION FUTURE



Physical Environment

Physical Environment



The transformation of the logotype. Driving transformation and innovation across communities throughout the UK.



The transformation of the logotype. Driving
transformation and innovation across
communities throughout the UK.



The transformation of the logotype. Driving
transformation and innovation across
communities throughout the UK.

Physical Environment



The transformation of the logotype.
Driving transformation and innovation
across communities throughout the UK.

Testimonial

“Working with Dave and Sazanias (The Website Design Agency) on our rebranding project has been an incredible experience. Throughout the entire rebranding process, Dave and Sazanias were extremely professional, responsive, creative, supportive and genuinely passionate about their work. They went **above and beyond to make sure that we were happy with the final results** and their ability to meet deadlines without compromising aesthetic quality was truly impressive. The designs they produced were not only visually stunning but also perfectly aligned with our brand identity. The new logo, tagline and branding assets are fantastic and have transformed our brand into something wonderful. I would highly recommend Dave and Sazanias to anyone looking for a design partner who truly cares about their clients and delivers amazing results. Thank you for your outstanding work, dedication and support.”

Rachael Woods (Head of Marketing, BTS)



02.



WasteTrade

Driving Innovation in the Global Recycling Marketplace.



Transforming Waste Trading Through UX, Branding & Service Design

As Head of Design at WasteTrade, I spearheaded the creation of a global marketplace connecting buyers, sellers, and hauliers in 189+ countries.

My work led to a 50% increase in user adoption, improved platform accessibility, and positioned WasteTrade as a leader in the recycling industry. I managed branding, UX/UI, service design, and marketing strategies, collaborating with top global companies like Hello Fresh, Procter & Gamble, and Fastenal.

Defining Industry Challenges



Sourcing Material

Connecting waste producers
with the right recyclers, at scale.



Compliance

Challenging and differing
regulations of waste import/export



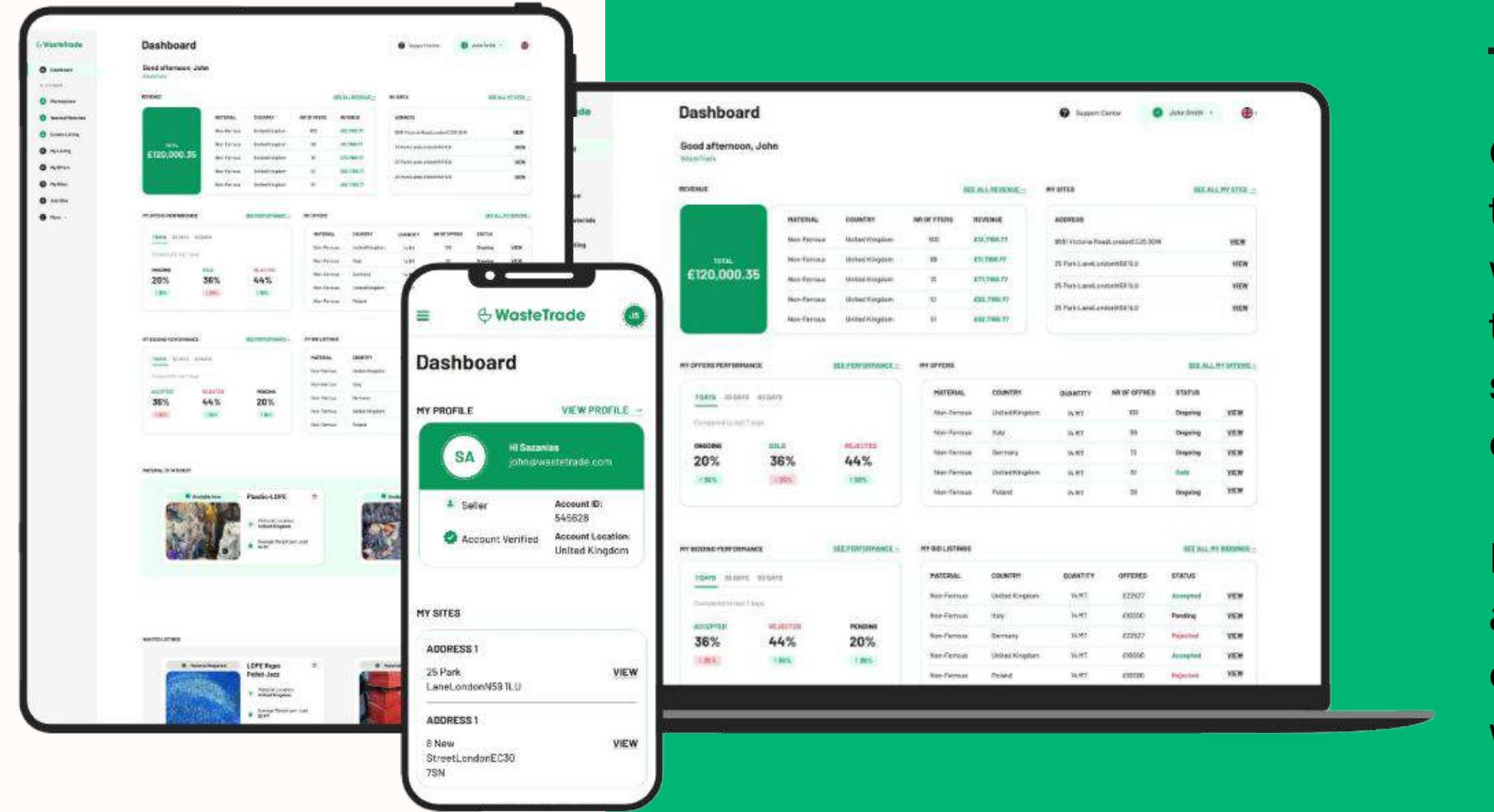
Logistics

Sourcing licensed as cost
effective transportation



Security

Industry is rife with rogue and
unlicensed operators



Breaking Point

Our growing concern for the climate crisis reached a tipping point with the alarming IPCC 2021 report, which stressed the urgency of limiting global temperature increases to 1.5°C. Faced with the scientific consensus on the climate emergency, we couldn't stand by as the world worsens.

Despite the clear need for action, we saw little accountability for global emissions. While much damage has been done, acting now can prevent the worst outcomes.

The Solution

Carbon Reduction

WasteTrade and ThinkCarbon are using AI to make the waste industry greener



Profitability

WasteTrade optimises bids, lowers transport costs, and ensures material payment



Carbon Reduction

WasteTrade and ThinkCarbon are using AI to make the waste industry greener



Hand-Held Service

WasteTrade provides support on all areas of the process from buying to selling



Security

Our platform secures transactions with full traceability and protection from unlicensed operators.



AI Technology

AI solutions simplifying material recognition and tracking, reducing errors and improving accuracy.



Platform Pain Points

Registration & Compliance

Users struggle with complex international recycling regulations, making compliance verification time-consuming and error-prone.

Bidding on Materials

Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.

Wanted Materials Listing

Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.

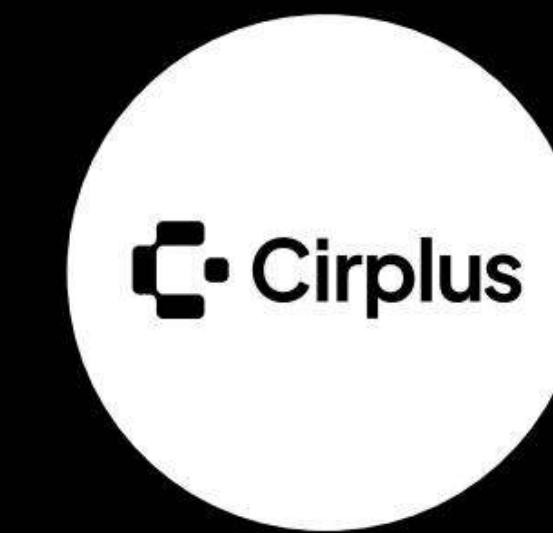
Haulier Rate Management

Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.

Admin & Sales Dashboard Management

Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.

Competitor Research





Cyrkl

Cyrkl is one of Europe's largest digital marketplaces for waste and residual materials. It helps businesses turn waste into resources by offering a platform for buying and selling recyclable materials.



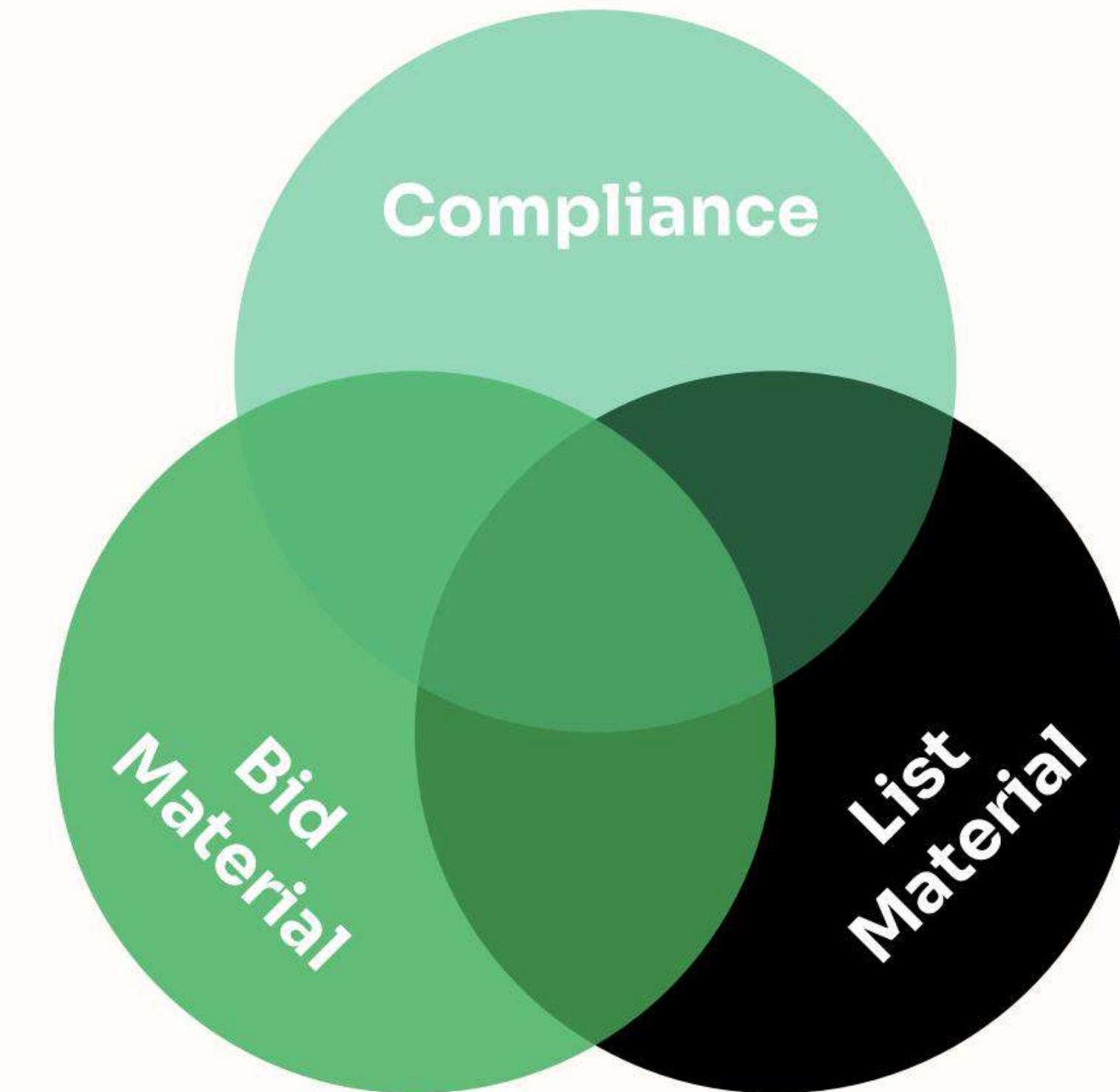
Cirplus

Cirplus is a Germany-based marketplace that focuses on connecting buyers and sellers of recycled plastics. The platform ensures high-quality standards and regulatory compliance while helping businesses reduce costs and carbon footprints by sourcing verified recycled materials.



Recykal

Recykal is an India-based digital waste management platform that connects waste generators, recyclers, and the government to streamline waste transactions. It integrates technology, compliance, and sustainability to enhance circular economy practices, helping businesses digitize waste collection, trading, and compliance reporting.



Comparison Table

Feature	Cyrkl (EU)	Recykal (India)	Cirplus (Germany)
Primary Focus	B2B Waste Trading	EPR Compliance & Circularity	Recycled Plastics Marketplace
Market	Europe	India	Germany & EU
Materials	Multi-material (plastic, metal, paper)	All waste types	Plastics only
Key Strength	AI-driven circular economy consulting	EPR compliance & waste traceability	Certified recycled plastics sourcing
Regulatory Compliance	EU regulations	Indian EPR laws	EU plastic regulations
Best For	Companies looking for waste trade & consulting	Brands needing EPR compliance & waste tracking	Businesses sourcing high-quality recycled plastics

WasteTrade Personas



Buyer

Ethan Green

Sustainability Manager at
a Manufacturing Firm



Seller

Ana Costa

Recycling Facility
Owner in Spain



Haulier

James Carter

Logistics Manager at a
UK-Based Freight Company

Background:

- Works for a global manufacturing company that aims to increase its use of recycled materials.
- Needs a reliable supply of quality-controlled recycled plastics and metals.
- Faces challenges with finding verified suppliers, ensuring compliance, and managing logistics.

Pain Points:

- Difficult to verify material quality and supplier credibility.
- Unclear compliance with international recycling regulations.
- Complex procurement processes, leading to delays.

Background:

- Owns a recycling facility that processes plastic and paper waste.
- Struggles with finding consistent buyers at fair market prices.
- Needs to ensure legal compliance with international waste trade laws.

Pain Points:

- Limited access to international buyers.
- Manual pricing negotiation is time-consuming.
- Lack of transparency in logistics and shipping.

Background:

- Runs a logistics company specializing in waste transport.
- Needs to connect with buyers & sellers to transport materials efficiently.
- Struggles with route optimization and compliance paperwork.

Pain Points:

- Managing waste transport regulations across borders is complex.
- Shipment tracking is manual, leading to inefficiencies.
- Hard to get consistent contracts for transport services.

Buyer, Seller & Haulier Design System & Platform



Buyer



Seller

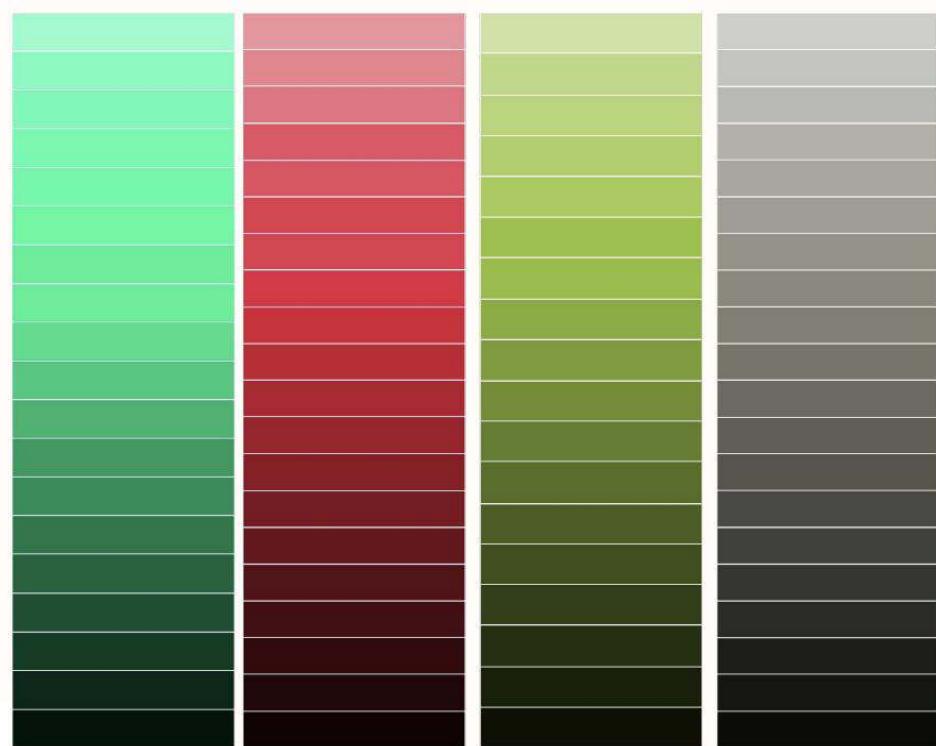


Haulier

Design System

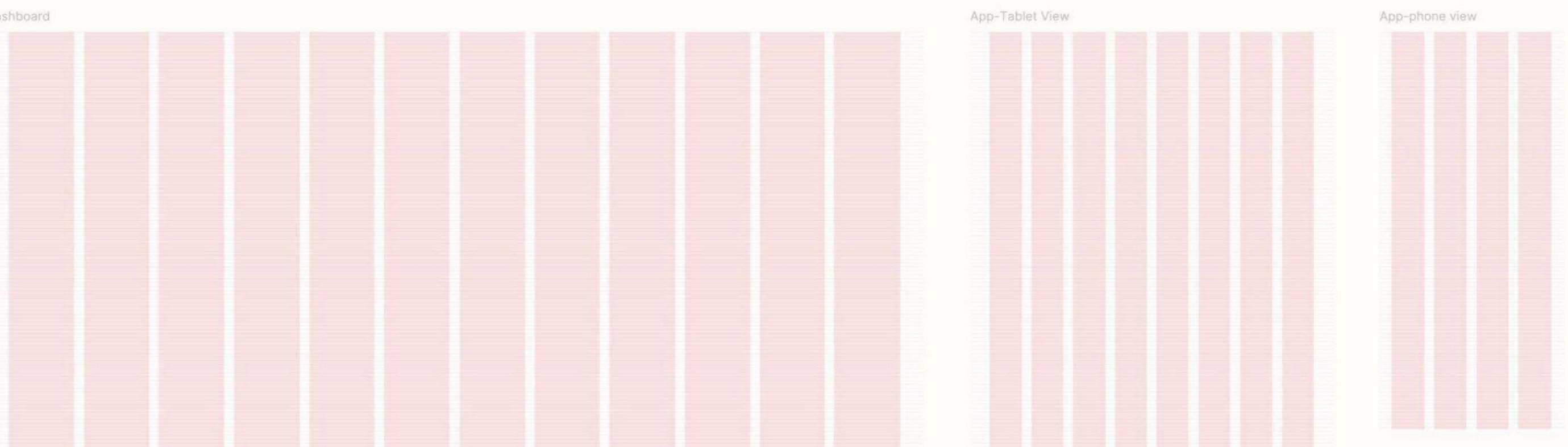
> Colors

The WasteTrade color palette is designed to reflect sustainability, trust, and clarity.



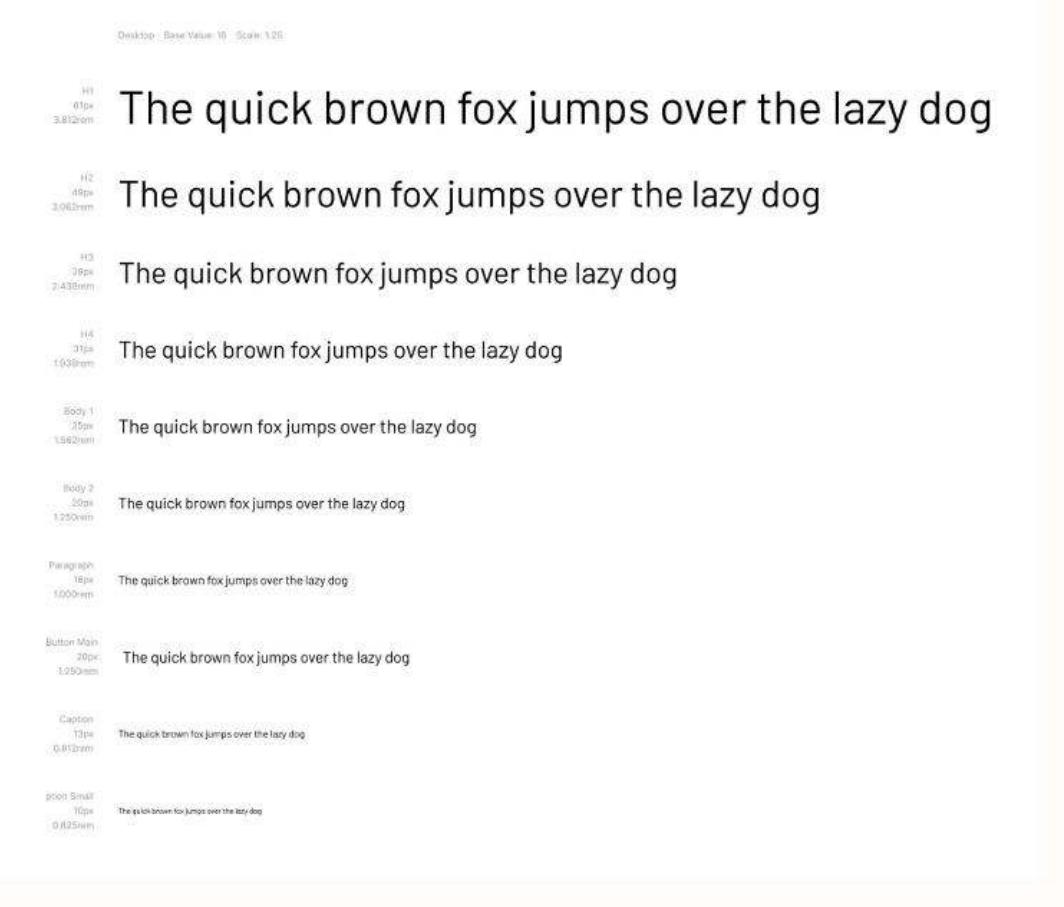
> Grid System

Responsive grid to ensure consistent layout alignment and spacing across all devices. This system adapts seamlessly to various screen sizes, providing a balanced and intuitive structure for optimal user experience.



> Typography

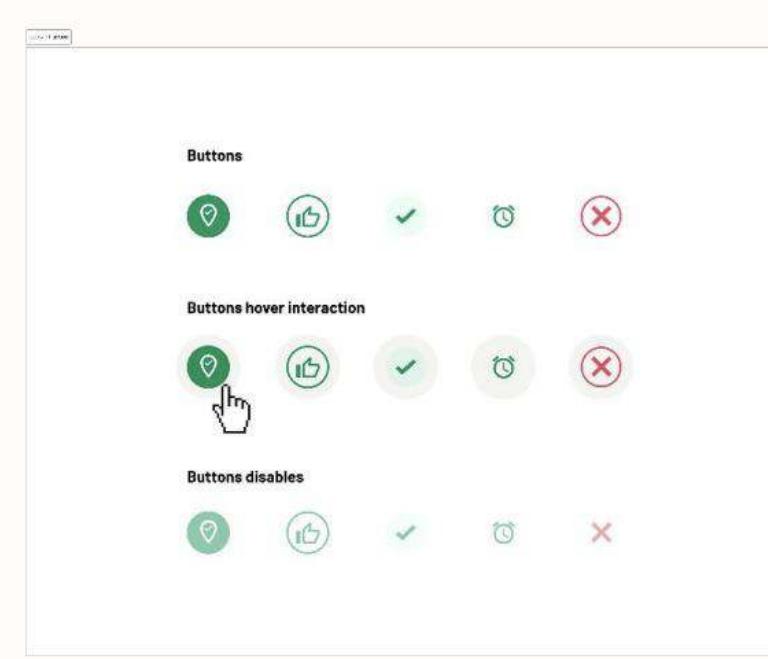
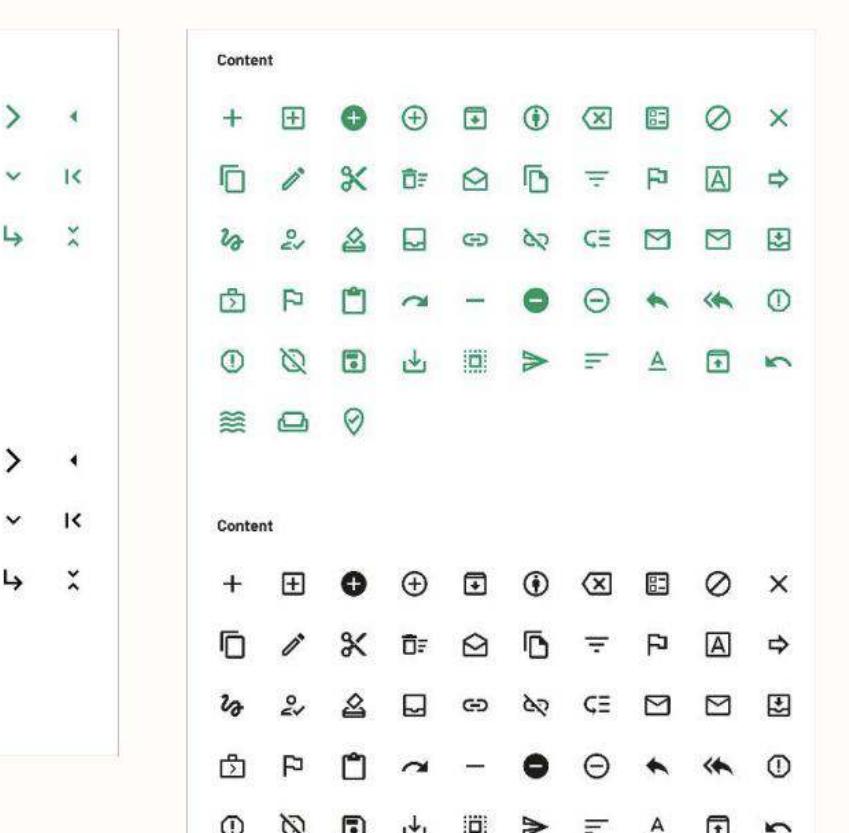
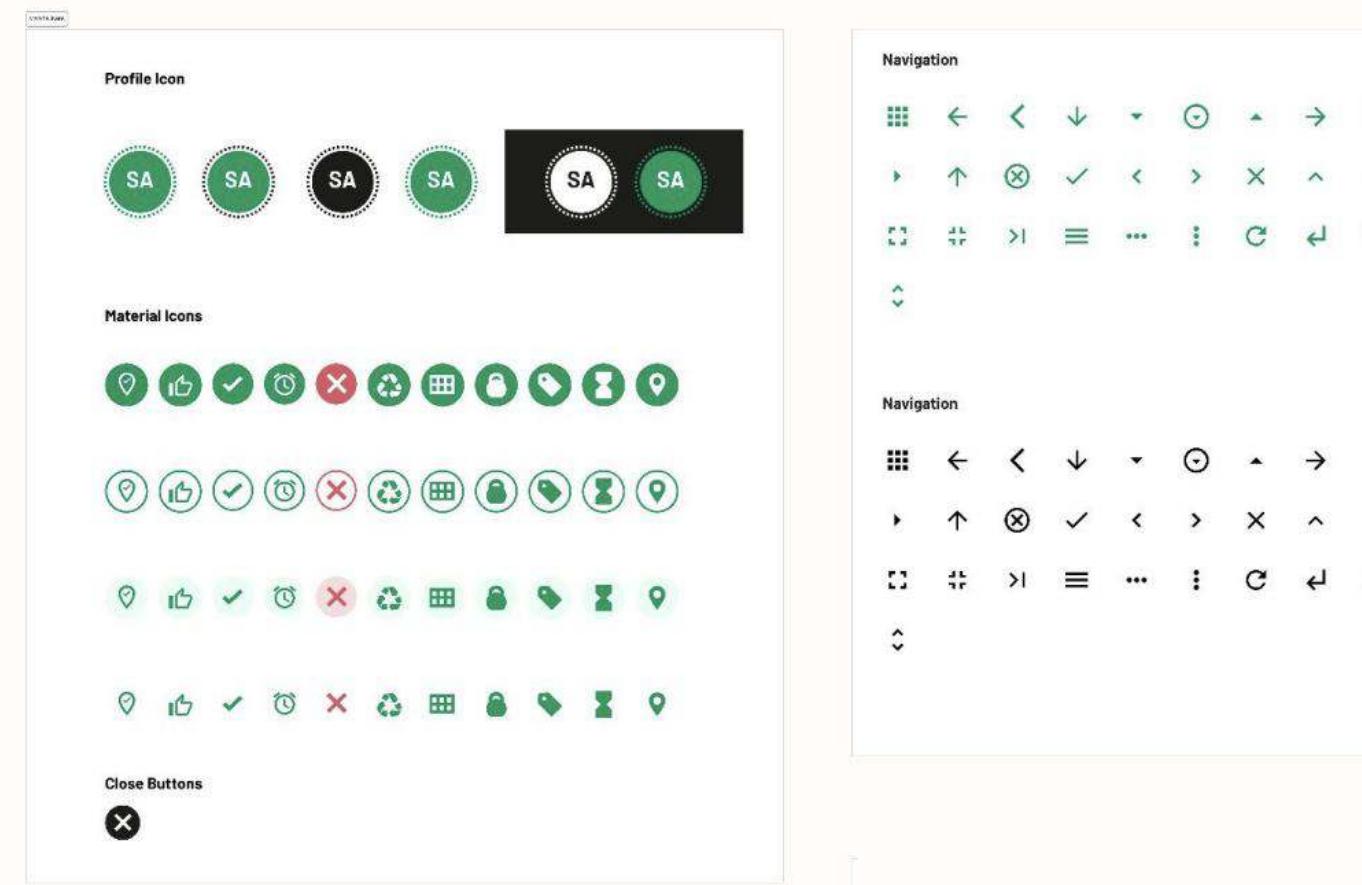
The design system uses a clear, scalable typeface with structured sizing and spacing for optimal readability and consistency, in scale 1.25 with a base value 16 px.





Icons

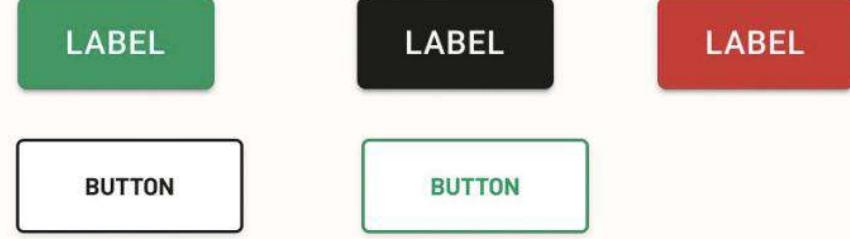
Deliver a consistent visual language across all interfaces, crafted to align with the system's core principles of clarity, accessibility, and scalability, ensuring intuitive interactions. Based on the "Material" icon set, they are tailored with custom designs to suit specific contextual needs.



Overview of Components

Buttons

The WasteTrade Design System features a set of clear, accessible buttons with consistent styles and states.



Radio Buttons

- Radio Buttons:** Circular with a filled dot upon selection, ensuring only one choice per category (e.g., documentations).

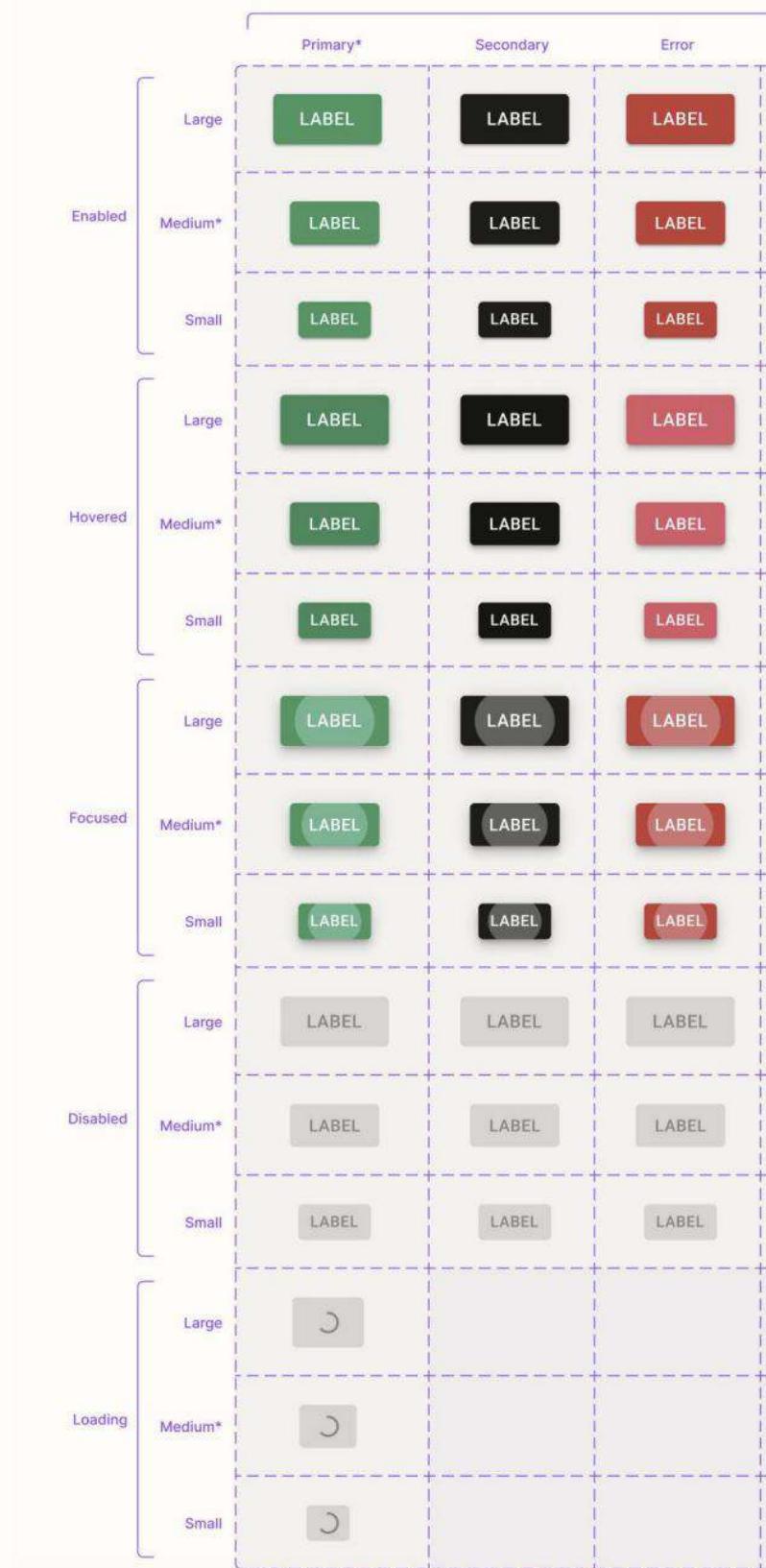


Checkboxes

These components are essential for form interactions and filtering options.



- Checkboxes:** Square with a checkmark on selection, used for multi-select actions (e.g., material types, shipping options).



Overview of Patterns

Table & Tree View

Data-heavy sections, like material listings, use tables and tree structures for better organization.

- Tables:** Feature sortable columns, filtering options, and hover effects to display material, quantity, price, and location.
- Tree View:** Helps categorize materials (e.g., Plastics → PET, HDPE, LDPE) for structured navigation.

TITLE	DESCRIPTION
item 1	Clicked/Open
> item 1	
	Hover action
TITLE	DESCRIPTION
item 1	
> item 1	
	subitem subitem subitem

Range Sliders

Range sliders enhance interactive filtering, allowing users to set price, quantity, and distance ranges.

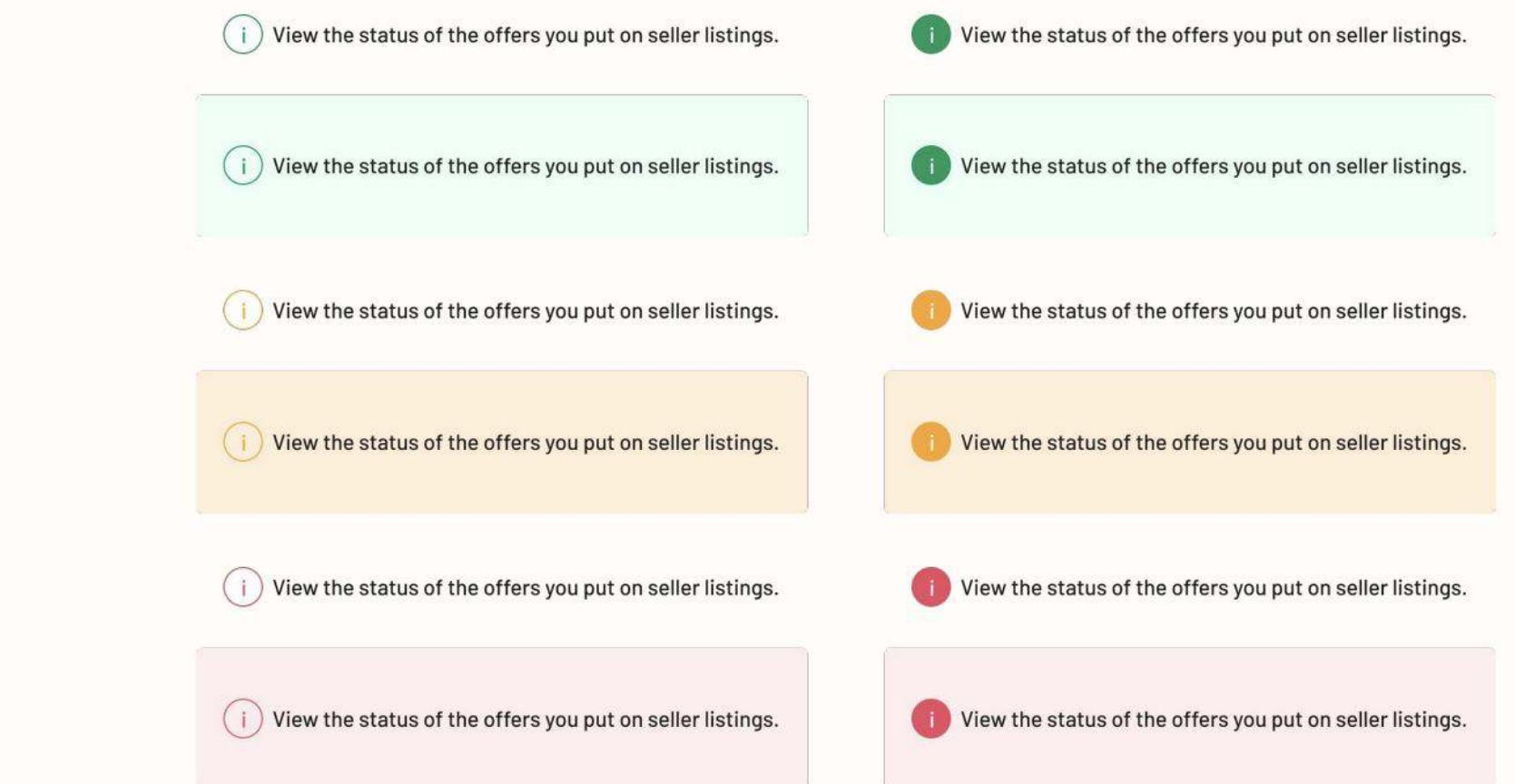
- Design:** Dual-thumb sliders with real-time value updates.
- Usage:** Buyers can set desired price ranges, while hauliers can adjust shipping distance filters.



Section Message

Provides clear and intuitive feedback to users, ensuring smooth interactions and preventing errors during transactions. These messages are categorized into three types:

- Informational Messages
- Warning Messages
- Error Messages



Dashboard UI

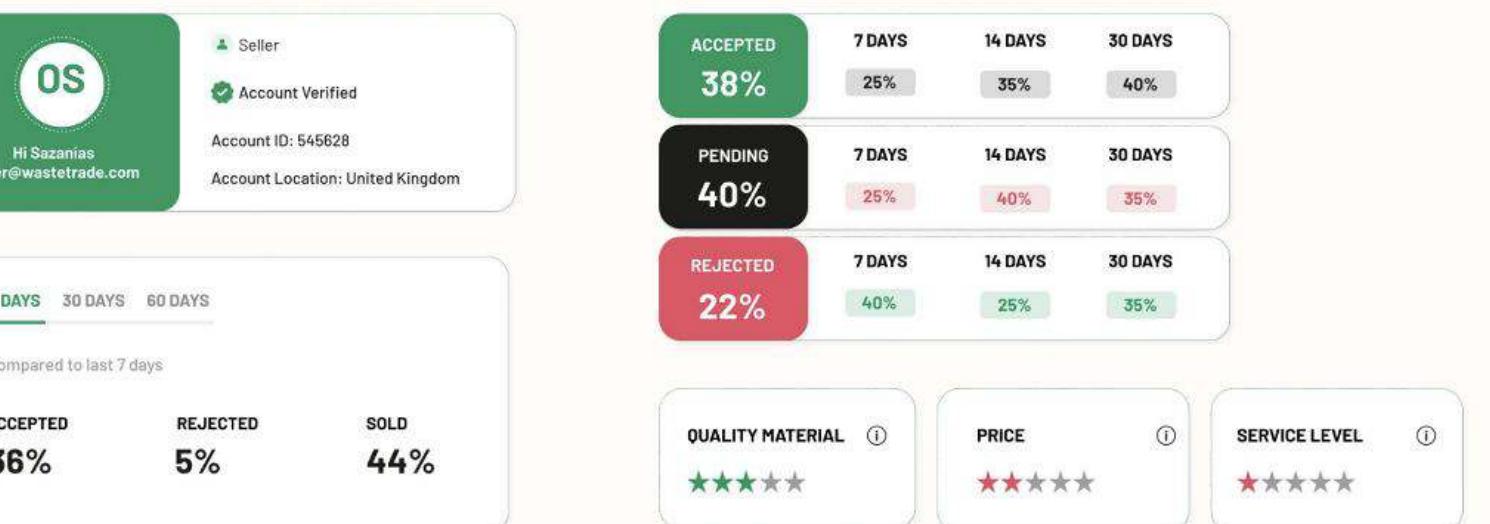
The WasteTrade Dashboard is designed for data-driven insights and transaction tracking.

- Buyer Dashboard:** Displays saved searches, active bids, price alerts, and recommended materials.
- Seller Dashboard:** Shows active listings, bidding history, and earnings summary.
- Haulier Dashboard:** Highlights current deliveries, route suggestions, and bid notifications.



Empty States

The WasteTrade Design System includes thoughtfully designed empty states that provide clear guidance when content is unavailable. These states offer users helpful messaging, visual cues, and actionable options, ensuring a seamless and engaging experience even when no data is present.



No Pending Offers

Currently, there are no pending offers on this page. Please check back later for updates, or explore other listings to find what you're looking for.

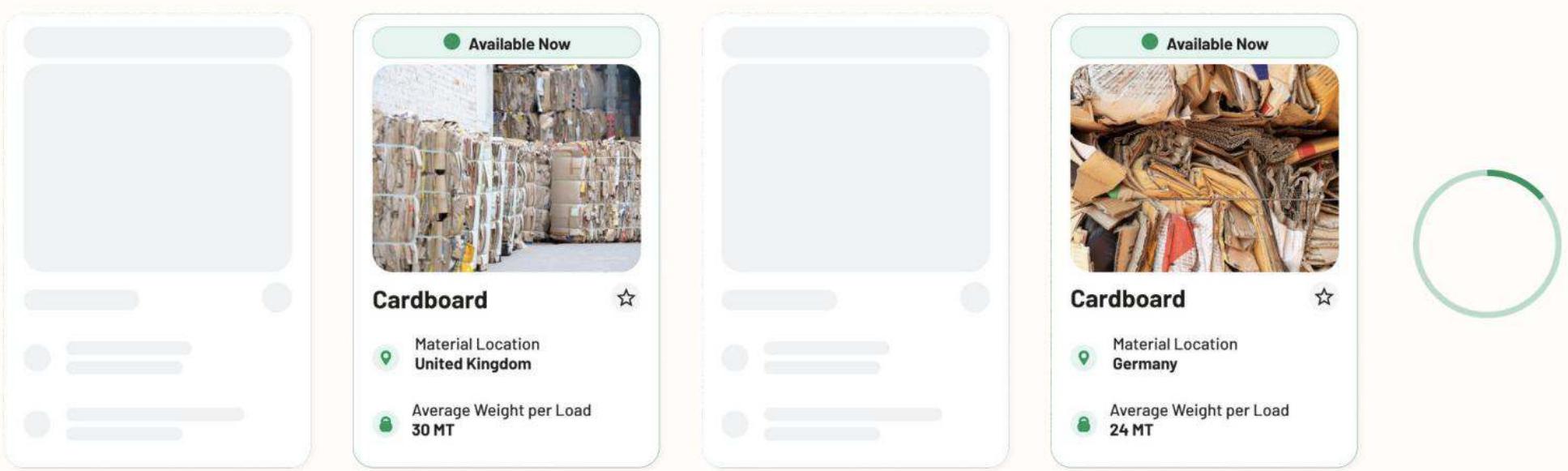




Loading State

Loading indicators provide real-time feedback when the platform is processing data.

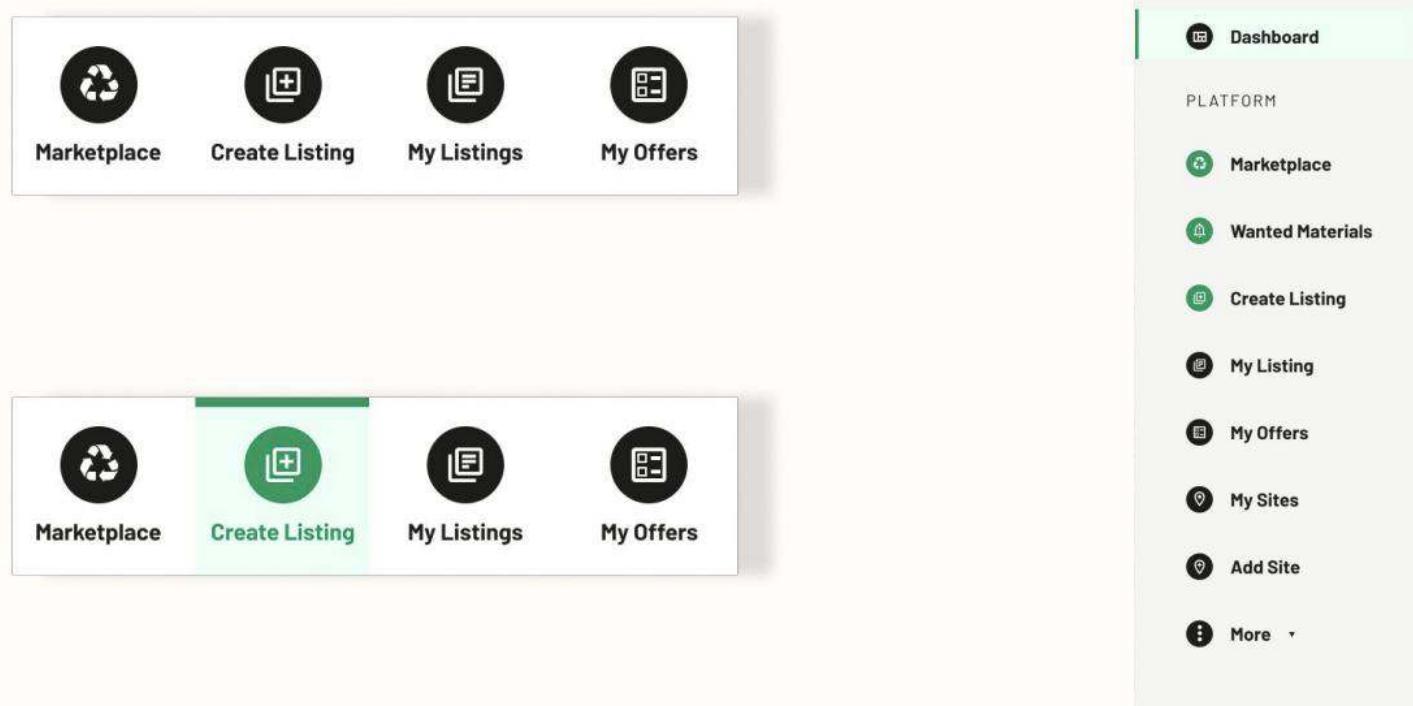
- Skeleton Loaders:** Used for tables, dashboards, and lists to create a smooth loading transition.
- Circular Spinners:** Applied for real-time bid updates, processing, and dashboard analytic.



Navigation Menu Sliders

A well-structured navigation system ensures ease of use across different user roles.

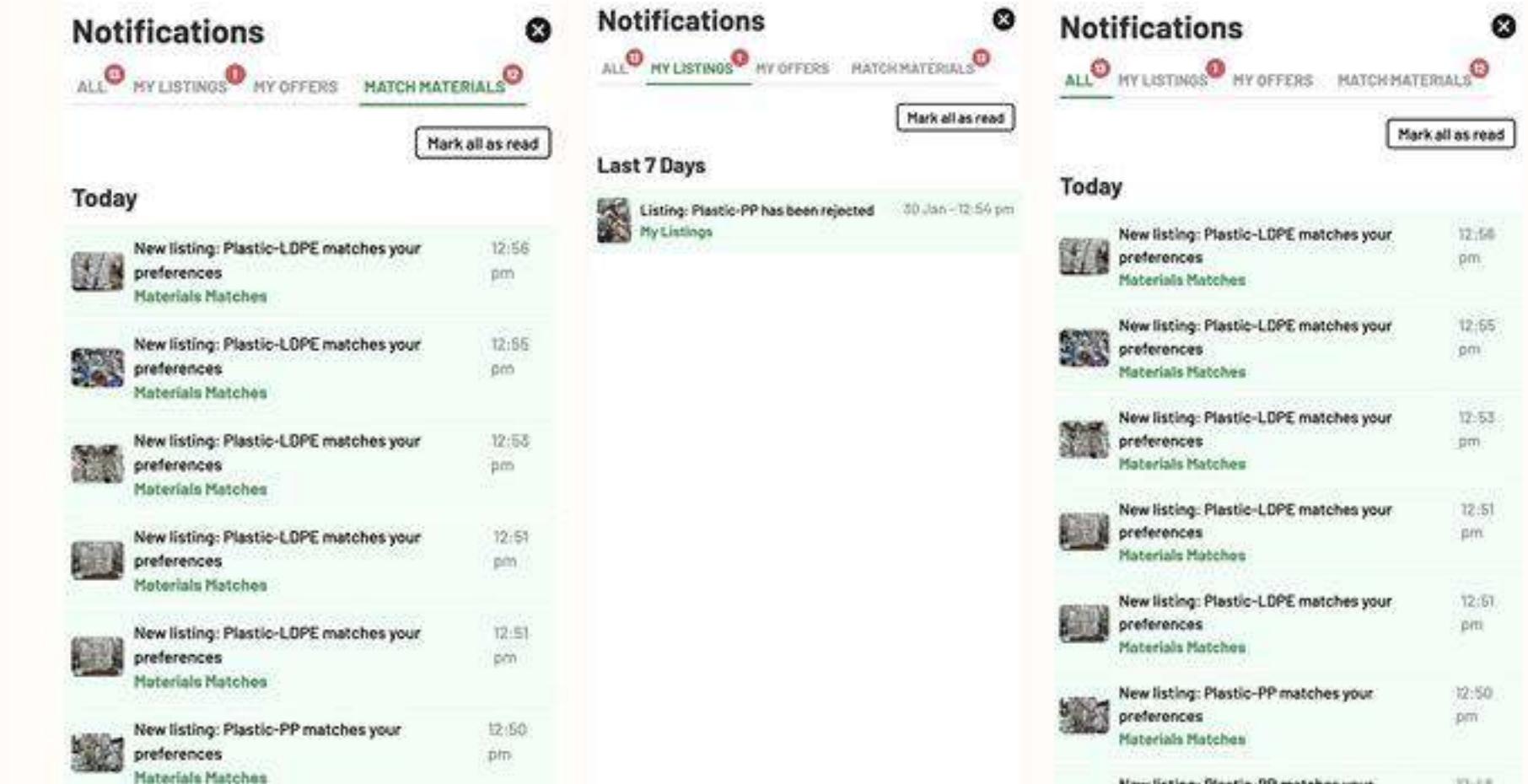
- Sidebar Navigation (Desktop):** Displays Dashboard, Marketplace, Messages, Transactions, and Settings.
- Bottom Navigation (Mobile):** Includes core actions with floating action buttons (FABs) for quick access to listings and marketplace.



Sellers & Buyers Notification System

Since WasteTrade does not have an internal messaging system, notifications act as the primary communication method, ensuring users stay updated on transaction progress without manual follow-ups.

- All Notifications (General Updates):** Provides a global view of all updates related to listings, offers, and matches.
- My Listings (For Sellers Only):** Keeps sellers updated on interactions with their material listings.
- My Offers (For Buyers Only):** Allows buyers to track bids and counteroffers in one place.





Buyer Platform

Key Features

- Offer Tracking** – Buyers can monitor the status of all offers in one place.
- Counteroffer Management** – Allows buyers to review and respond to seller adjustments.
- Haulier Rate Comparison** – Ensures cost-effective transportation selection.
- Automated Documentation** – Generates contracts, invoices, and compliance certificates for transparency.

The screenshots illustrate the WasteTrade Buyer Platform's features:

- Offer Tracking:** The "My Offers > Details" screen shows a pending offer for PP mixed plastics. It displays material description, bid amount (£1500/MT), bid date (2023-11-13), load quantity (2/23), weight per load (10MT), destination (United Kingdom), incoterms (DAP), earliest delivery date (10/10/24), latest delivery date (15/10/24), and status (Pending). A "Withdraw Offer" button is present.
- Counteroffer Management:** The same "My Offers > Details" screen shows the offer after being rejected by the seller. The status is now "Rejected". The rejection reason is "Low price". A "Counter Offer" button is present.
- Haulier Rate Comparison:** The "Seller Material" section shows a material description for PP mixed plastics with 23 of 23 loads remaining. The "Your Offer Details - Offer Rejected" section shows the rejected offer with the same details as above.
- Automated Documentation:** The "Seller Material" section shows a material description for PP mixed plastics with 8 of 23 loads remaining. The "Your Offer Details - Counter Offer Request" section shows the counter offer with the same details as above.



Seller Platform

Key Features

- Offer Management** – Sellers can track bids, compare haulier rates, and finalize deals.
- Haulier Rate Visibility** – Ensures sellers factor in transport costs before approving a sale.
- Final Price Calculation** – Displays the full cost breakdown, including transport.
- Document Automation** – Reduces administrative workload by generating necessary compliance files.

The screenshot displays the WasteTrade Seller Platform interface. On the left, a sidebar menu includes: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listings (selected), My Offers, My Sites, Add Site, and More. The main content area shows a listing for "PP mixed plastics".
My Listings > Details: Shows a thumbnail of the material (PP mixed plastics) and a summary table:

PRICE PER LOAD	€250
NO. OF LOADS	23 of 23
REMAINING LOADS	0 of 23
PACKAGED	Bale
MATERIAL LOCATION	Norway

Load Details: A large green box displays the total bid amount: **£1500/MT** (€200,000). Below it is a table comparing Seller, Buyer, and Haulier information:

Seller	Buyer	Haulier
LOCATION: Lancashire, South AVERAGE WEIGHT PER LOAD: 20MT	LOCATION: Gorzow Wielkopolski, Lubuskie SITE RESTRICTIONS: None	TRANSPORT PROVIDER: Own Haulage EXPECTED TRANSIT TIME: 3-4 days
MATERIAL TYPE: 100% LDPE Production Waste Colour PACKAGING: Lumps	LOADING TIMES: 07:00 - 14:00 DESIRED DELIVERY WINDOW: 2023-11-13 - 2023-11-30	CONTAINER TYPE: 45' container - standard TRAILER TYPE: Standard Curtain sider 40'
CONTAINER TYPE: 40' container - standard	LOADING TIMES: 07:30 - 16:30	DESTINATION CHARGES: Receivers Account CONTAINER RATE VALID UNTIL: 2024-06-30
SITE RESTRICTIONS: You will require a reference number		

Load Status: Three rows show the status of loads 1, 2, and 3:

LOAD NUMBER	COLLECTION DATE	LOAD STATUS	GROSS WEIGHT	PALLET WEIGHT
1 of 3	2024-06-30	Delivered	350 MT	40KG
2 of 3	2024-06-30	Ongoing	350 MT	40KG
3 of 3	2024-06-30	Ongoing	350 MT	40KG

Offer Rejected: A red box indicates an offer was rejected due to low price. The rejected offer details are:

DATE REJECTION	SELLER	BUYER
2023-11-13	LOCATION: Lancashire, South AVERAGE WEIGHT PER LOAD: 20MT	LOCATION: Gorzow Wielkopolski, Lubuskie SITE RESTRICTIONS: None
REJECTION REASON: Low price	MATERIAL TYPE: 100% LDPE Production Waste Colour PACKAGING: Lumps	LOADING TIMES: 07:00 - 14:00 DESIRED DELIVERY WINDOW: 2023-11-13 - 2023-11-30
MESSAGE: You have successfully rejected the buyer's offer.	CONTAINER TYPE: 40' container - standard LOADING TIMES: 07:30 - 16:30	NUMBER OF LOADS BID ON: 3 of 3 SITE RESTRICTIONS: You will require a reference number



Haulier Platform

Key Features

- **Load Availability View** – Hauliers can browse shipments and bid competitively.
 - **Rate Customization** – Enables flexible pricing for different routes and cargo sizes.
 - **Delivery Scheduling** – Allows hauliers to confirm pickup/drop-off times, reducing coordination delays.
 - **Automated Transport Documentation** – Generates necessary shipping documents and compliance records.

WasteTrade

Current Offers

[Dashboard](#)

[Available Loads](#)

[Current Offers](#)

[GO BACK](#)

Seller Material

MATERIAL	PACKAGING	
Non-Ferrous - Stainless Steel 304	Bales	
PICKUP LOCATION		DESTINATION
Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	
NO. LOADS	WEIGHT PER LOAD	
1	24MT	
DELIVERY WINDOW		
13-II-2023 - 30-II-2023		

Your Offer Details - Offer Pending

BID AMOUNT
£1500/MT
(€42,000.00)

TRAILER OR CONTAINER	COMPLETING CUSTOMS CLEARANCE	NUMBER OF LOADS	
2023-11-13	2/23	10MT	
TRANSPORT PROVIDER	HAULAGE COST	HAULAGE TOTAL	SUGGESTED COLLECTION DATE
10MT	2023-11-13	2/23	10MT
EXPECTED TRANSIT TIME	DEMURRAGE AT DESTINATION (DAYS)	NOTES	
10MT	2023-11-13		

[WITHDRAW OFFER](#)

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Benefits of the Dashboard System

- **Full Transaction Transparency** – Buyers, sellers, and hauliers have complete visibility into pricing, status updates, and logistics.
- **No Need for Messaging** – Since all details are centralized, users don't need direct communication to complete transactions.
- **Reduced Administrative Work** – Automated document generation saves time and ensures compliance.
- **Better Pricing & Competition** – Hauliers and sellers can adjust offers dynamically, leading to optimized deals for all parties.



Buyer

Seller

Haulier

The screenshot shows the WasteTrade Marketplace interface. On the left is a sidebar with navigation links: Dashboard, Marketplace, Wanted Materials, Create Listing, My Listing, My Offers, My Sites, Add Site, and Help. The main area is titled 'Marketplace' with tabs for 'AVAILABLE MATERIAL' and 'WANTED MATERIAL'. A search bar contains the placeholder 'What are you looking for?'. Below the search bar are filters for COUNTRY (All), POLYMER (All), PACKED (All), STORED (All), and MATERIALS (All). A 'SORT BY' dropdown is set to 'Available Listings'. The results section shows 34 results of 435252 for 'HDPE Reels - Natural'. Each result card displays a thumbnail image of blue and yellow HDPE reels, the material name, material location (Norway), and average weight per load (350 MT).



Admin Platform

Key Features & Responsibilities

Price Rate Management & Negotiation

- Regulates and adjusts price rates to keep the platform fair and competitive.
- Assists users in understanding pricing structures and provides guidance where needed.

Documentation Control & Compliance

- Monitors and manages contracts, invoices, and trade compliance documents.
- Ensures all documents are auto-generated and meet international waste trading laws.

The screenshot displays the WasteTrade Admin Platform interface. On the left, a sidebar lists various administrative functions: Admin Platform, Homepage, Sales Management, User management (highlighted in green), Document management, Content management, Analytics, and Settings. The main area shows the 'Members Account' for 'Sazanias Asrat'. It includes sections for 'Personal Information' (with a placeholder account icon and details like Prefix: Mr., First Name: Sazanias, Last Name: Asrat, Job Title: Designer, Email Address: sazanias@wastetrade.com, Telephone: +44762134567) and 'Company Information' (with details like Company Name: TWDA, Website: www.twda.agency, Company Interest: Buy, Company Type: Local Authority/Government, VAT: Yes, Company Registration Number: 12345678902). Below these is a 'Material Preferences' section with four categories: PLASTICS (Check Box, PC, PET, PS, HOPE, PA), FIBRE (Ordinary Grades, Medium Grades, High Grades, Kraft Grades), RUBBER (Natural, Synthetic), and METAL (Ferrous, Non-Ferrous). A 'GO BACK' button is at the top left of the account page, and 'APPROVAL', 'REJECT', and 'REQUEST MORE INFORMATION' buttons are at the top right. A 'Support Center' link and user profile information ('Sazanias Asrat') are also present. A large modal window titled 'Request Information' is open on the right, containing a list of options (Additional company documentation required, Clarification on provided details, Update on business address, Other (admin to provide a custom request)) with the last one selected. It includes fields for 'INPUT CUSTOM REQUEST' (a text input box) and 'MESSAGE*' (a text input box with placeholder 'Please specify the details here below'). A 'CONFIRM' button is at the bottom right of the modal.



Sale Representative Platform

Key Features & Responsibilities

Market Supply & Demand Management

- Tracks registered & unregistered users to ensure a competitive balance of supply and demand.
- Identifies gaps in the market and works on attracting new users to fill those needs.

BDM MATCHES

3

LISTINGS MATCHES

3

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES 3 **LISTINGS MATCHES** 3

DATE 10/10/2024 **ADDED BY** Sazanias

COMPANY WasteTrade **MATERIAL TYPE** Plastic

MATERIAL Drums **PACKED** Bale

QUANTITY 40t **GUIDE PRICE** £230

FREQUENCY 2 Weeks **LOCATION** UK

VIEW LESS

VIEW MATCHES

REMOVE MATERIAL

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES 3 **LISTINGS MATCHES** 3

DATE 10/10/2024 **ADDED BY** Sazanias

COMPANY WasteTrade **MATERIAL TYPE** Plastic

MATERIAL Drums **PACKED** Bale

QUANTITY 40t **GUIDE PRICE** £230

FREQUENCY 2 Weeks **LOCATION** UK

VIEW LESS

VIEW MATCHES

REMOVE MATERIAL

WasteTrade
SALE ADMIN PLATFORM

SUPPLY **DEMAND**

Supply

Add Supply Pipeline

COMPANY: Type here DATE: dd/mm/yyyy LOCATION: Type here MATERIAL_TYPE: Select material MATERIAL_GROUP: Select material

MATERIAL: Select material PACKED: Select material QUANTITY: Type here FREQUENCY: Type here GUIDE PRICE: Type here

ADD SUPPLY PIPELINE

Your Supply Pipeline

84 RESULTS OF 435252 SORT BY: Most recent

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES 3 **LISTINGS MATCHES** 3

DATE 10/10/2024 **ADDED BY** Sazanias

COMPANY WasteTrade **MATERIAL TYPE** Plastic

VIEW MORE

VIEW MATCHES

REMOVE MATERIAL

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES 3 **LISTINGS MATCHES** 3

DATE 10/10/2024 **ADDED BY** Sazanias

COMPANY WasteTrade **MATERIAL TYPE** Plastic

VIEW MORE

VIEW MATCHES

REMOVE MATERIAL

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES 3 **LISTINGS MATCHES** 3

DATE 10/10/2024 **ADDED BY** Sazanias

COMPANY WasteTrade **MATERIAL TYPE** Plastic

VIEW MORE

VIEW MATCHES

REMOVE MATERIAL

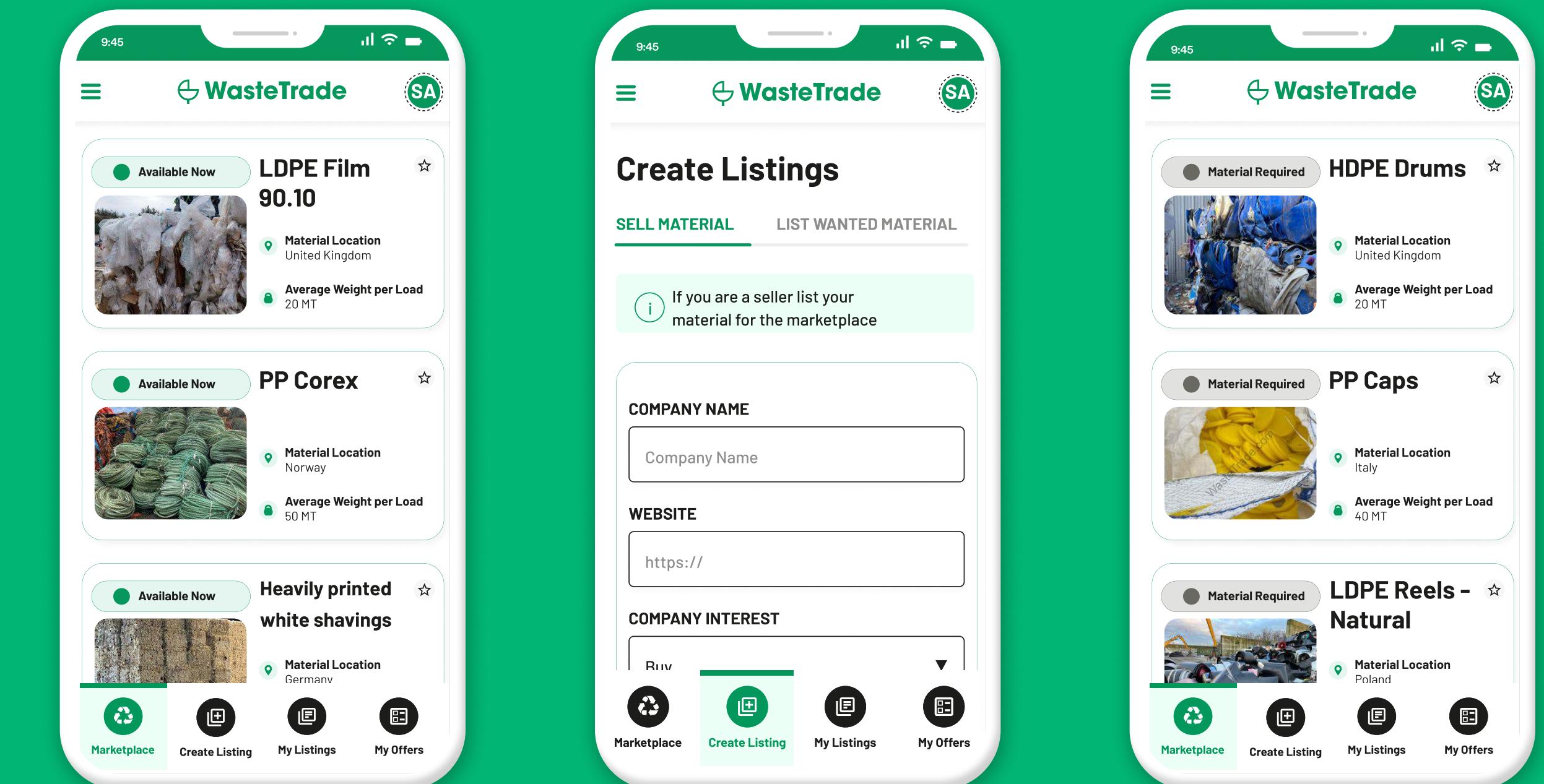
AI-Driven UX Innovation in WasteTrade

WasteTrade's integration of AI and blockchain technology redefines waste commodity trading by ensuring efficiency, transparency, and accuracy at every stage of the process.

From Material ID verification with blockchain to AI-powered listing creation and image recognition, the platform minimizes errors, reduces manual workload, and enhances trust between buyers, sellers, and hauliers.

The Track and Trace feature further strengthens logistics management by providing real-time shipment visibility, allowing seamless coordination across the supply chain.

By leveraging cutting-edge AI and automation, WasteTrade streamlines transactions, prevents fraud, and ensures regulatory compliance, setting a new industry standard for digital waste trading platforms. These innovations not only enhance user experience (UX) but also drive sustainability, accountability, and operational efficiency in the global waste management industry.



03.



Carefully Selected. Passionately Shared

Grape Loft

Project Overview

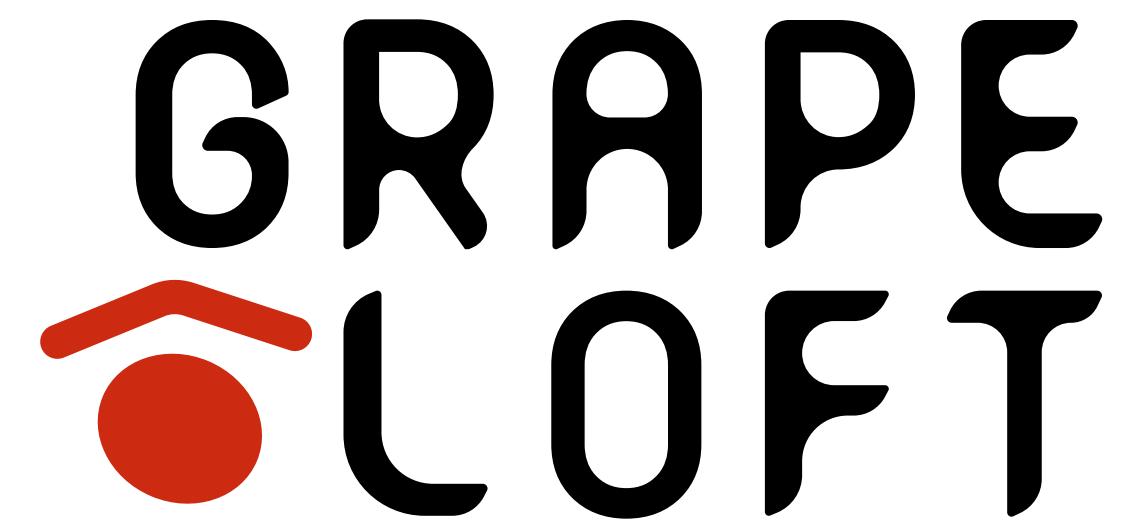
Grapeloft is a fresh and playful wine brand bringing carefully selected wines from Italy, France, Spain, and Argentina to a new generation of wine lovers. I was brought on board to craft the visual identity, starting from the logo, building a complete brand system, and laying the foundations for a modern, engaging e-commerce website.



Carefully Selected. Passionately Shared

Logo Design

A vibrant, cohesive brand identity that positions Grapeloft as a premium but fun wine destination, both online and in their physical wine bars. The project balances style and substance, giving the brand a strong foundation to grow.



Carefully Selected. Passionately Shared

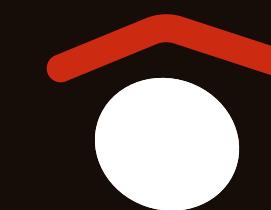


Carefully Selected. Passionately Shared

Brand Identity



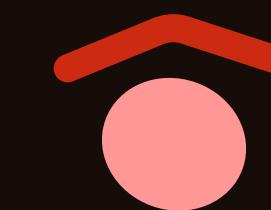
Red
Wine



White
Wine



Orange
Wine



Rose
Wine



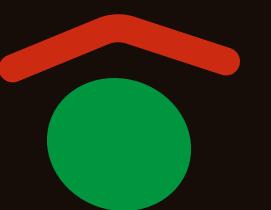
Sparkling
Wine



Sweet
Wine



Fine
Wine



Natural
Wine

Carefully Selected. Passionately Shared

Typography

Nova Round

Aa

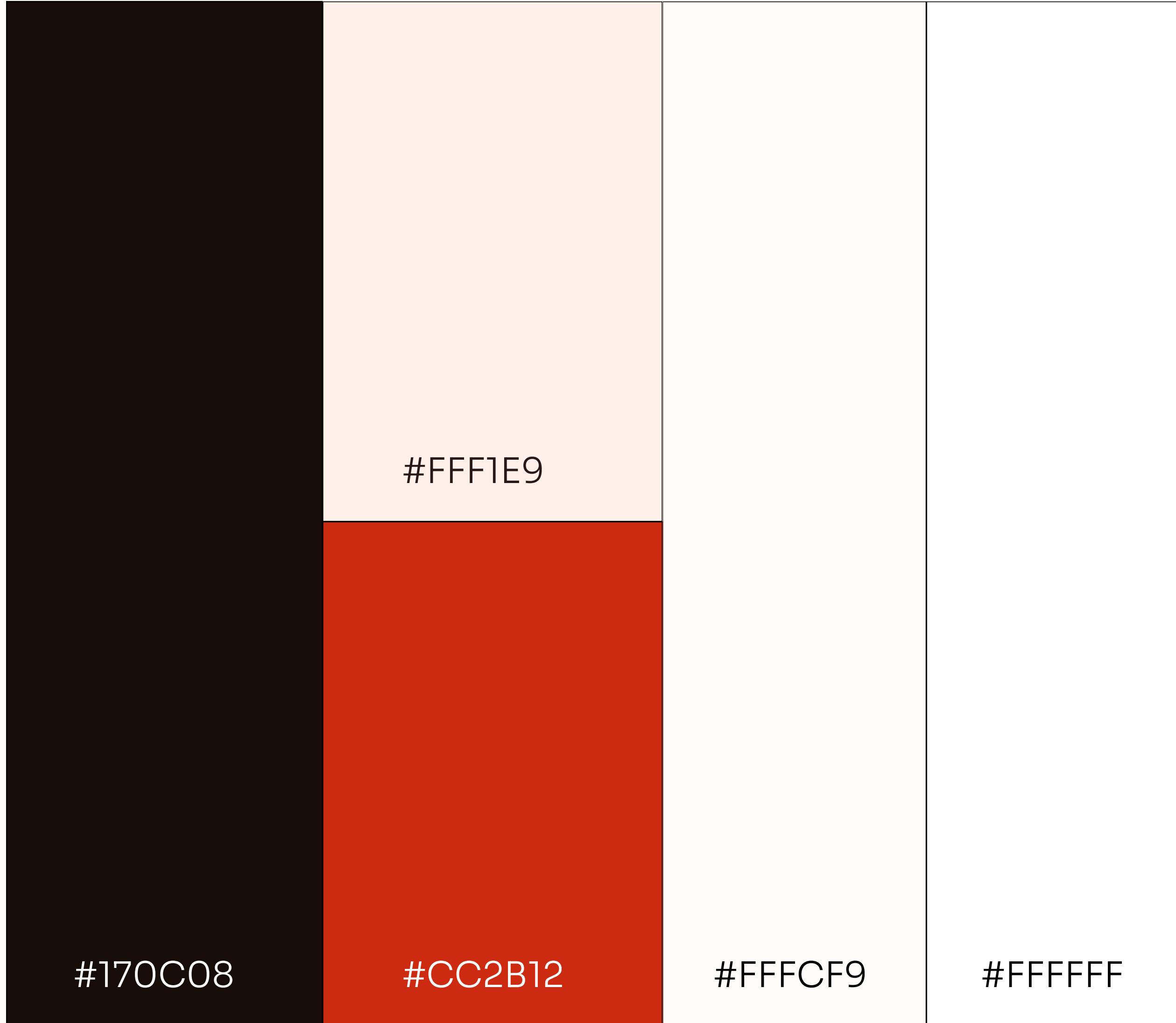
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890.,;”?!@#\$&

Sora

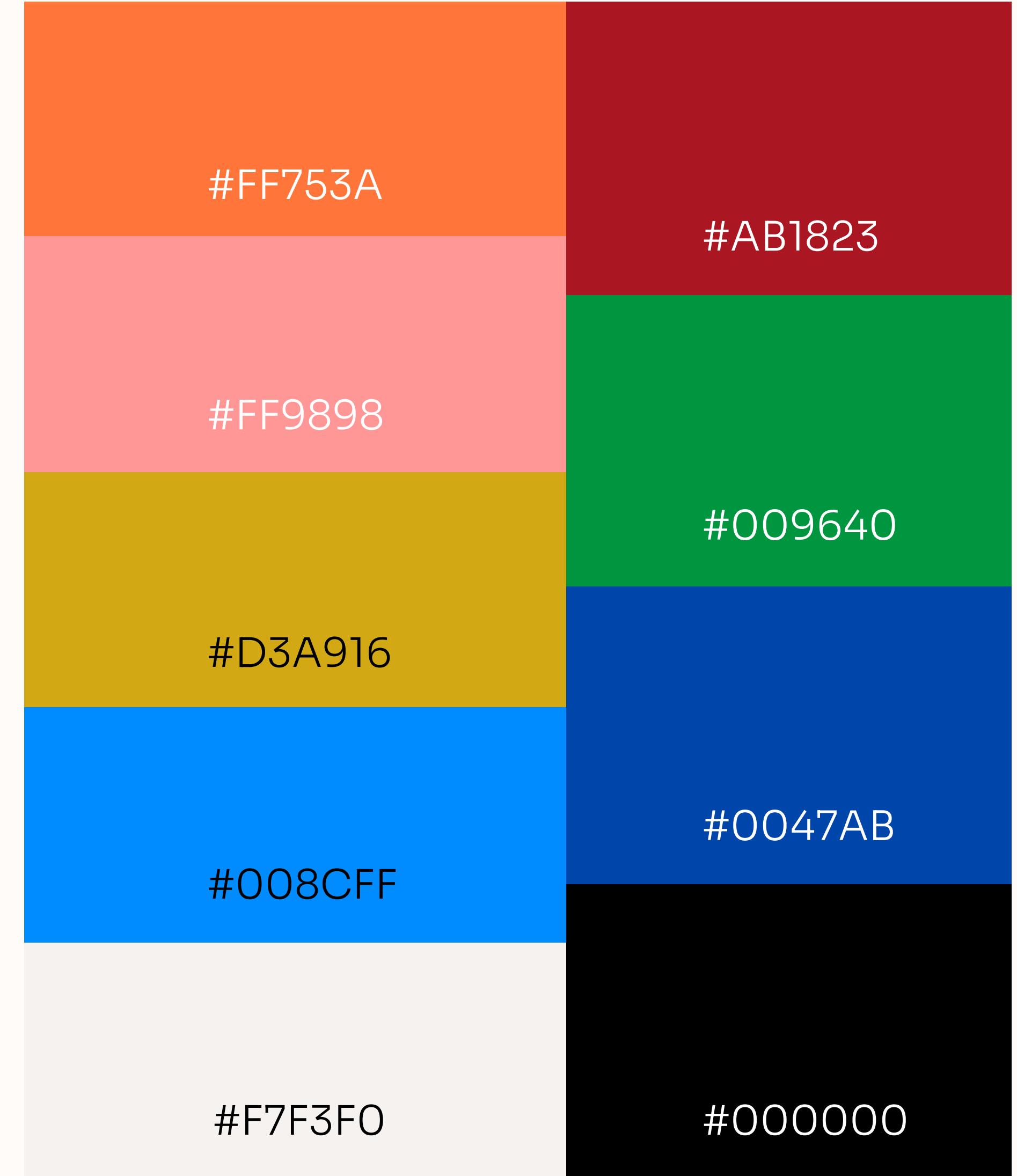
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890.,;”?!@#\$&

Primary Colours



Secondary Colours



Product Photography

GRAPE
LOFT



e-commerce Products



Wine 1

A remarkable expression of Aleatico from ungrafted vines.

£25

Add to Cart



Wine 2

A remarkable expression of Aleatico from ungrafted vines.

£25

Add to Cart



Wine 3

A remarkable expression of Aleatico from ungrafted vines.

£25

Add to Cart



Wine 4

A remarkable expression of Aleatico from ungrafted vines.

£25

Add to Cart

Style Photography

GRAPE
LOFT

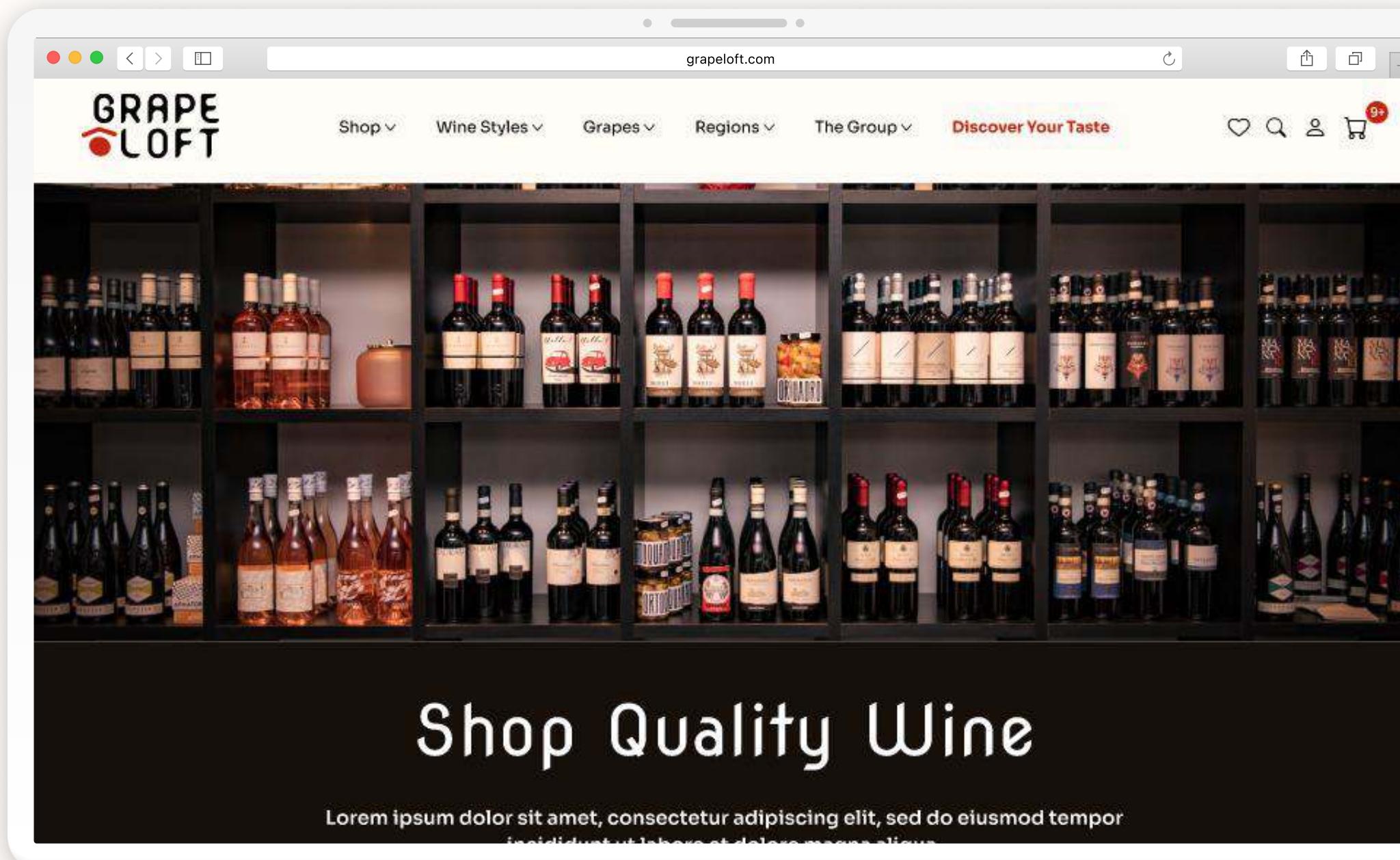


e-commerce Website

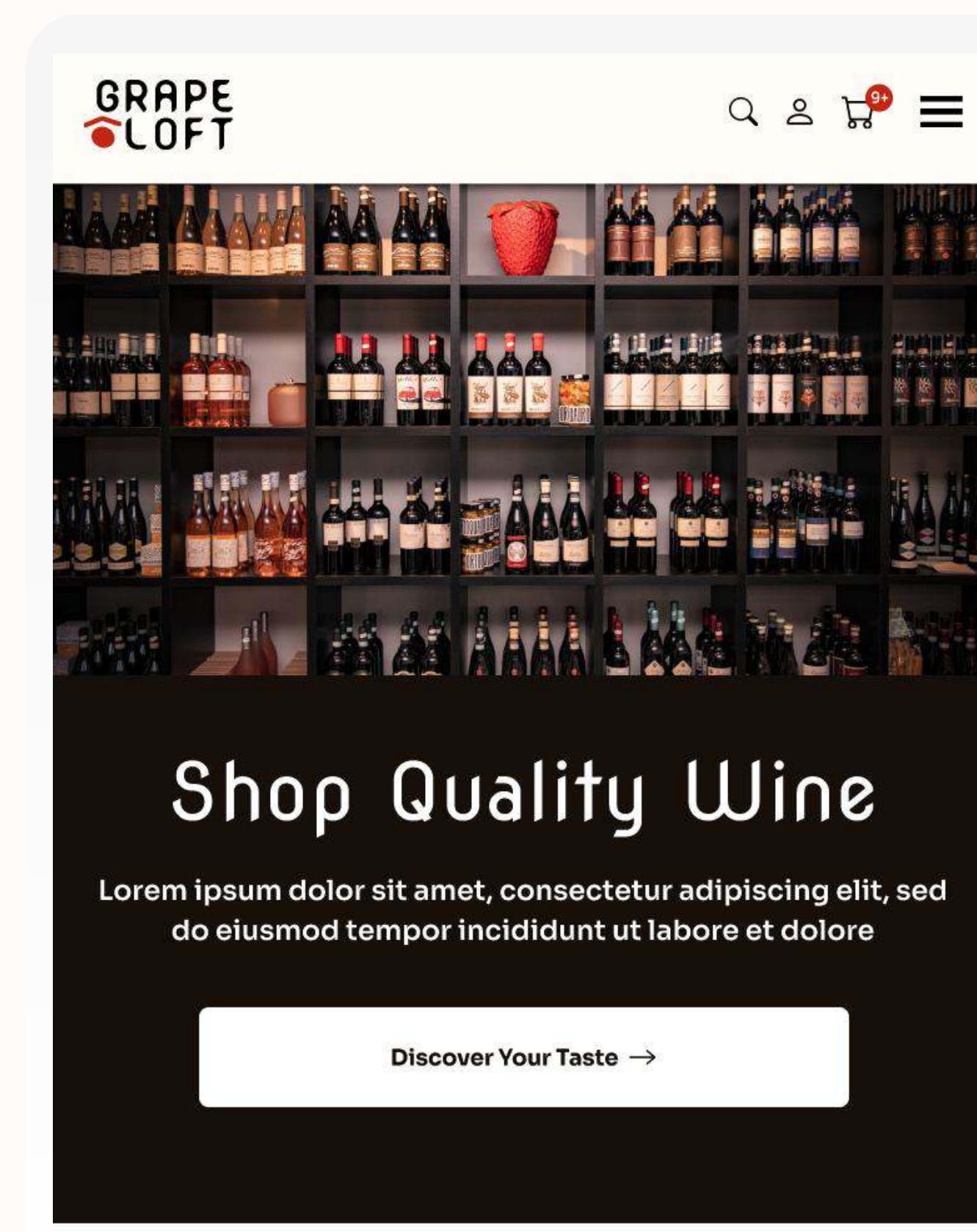
Website Design & Direction

Designed a clean, mobile-first layout focusing on UX and conversion Integrated storytelling into the design to support the brand's tagline: "Carefully selected, passionately shared."

Desktop



Tablet



Mobile

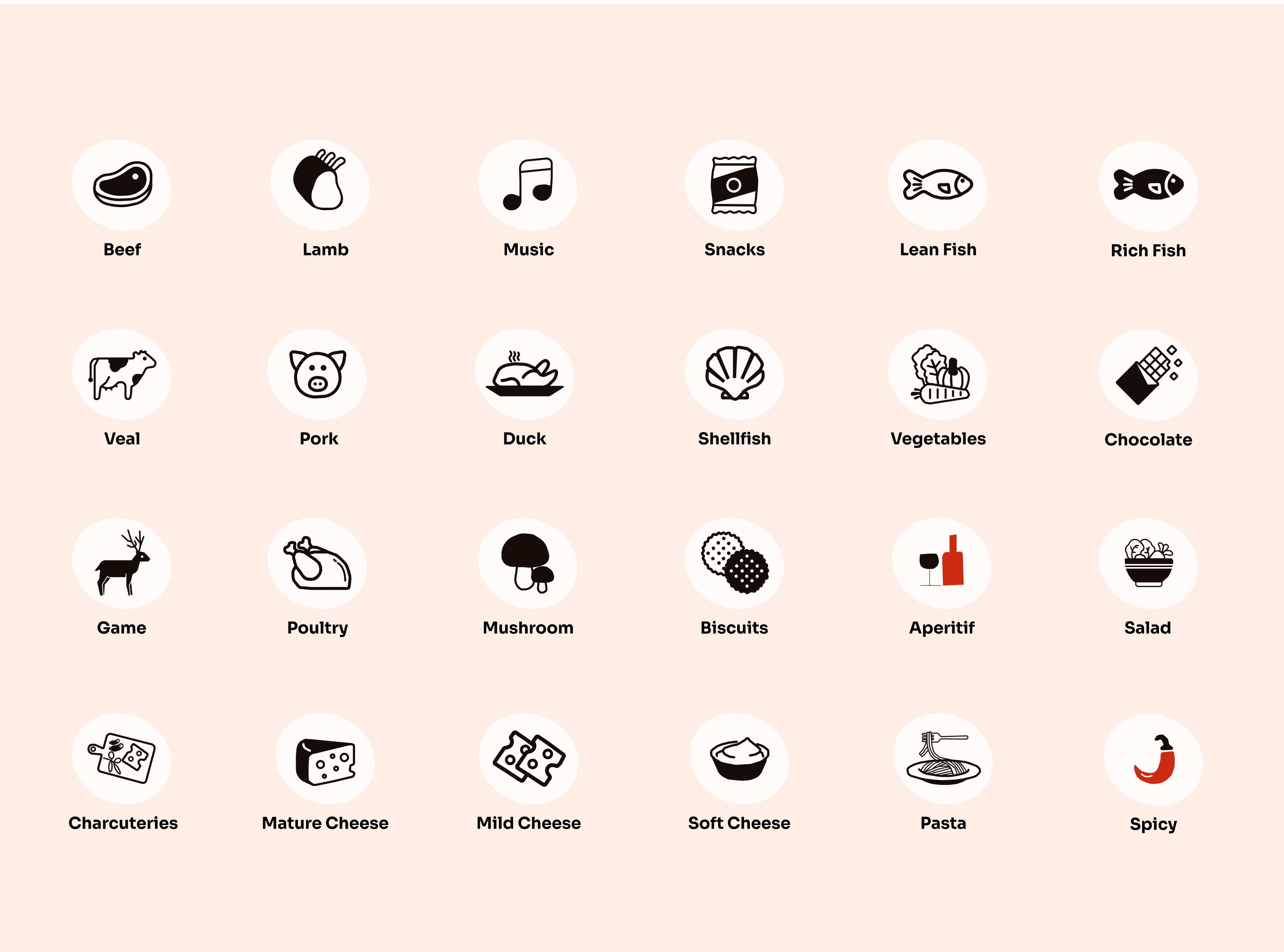


Our Wine Selection

Icons - Pairings



Food & Music That Goes Well With This Wine



Shop

GRAPES LOFT

Shop ▾ Wine Styles ▾ Grapes ▾ Regions ▾ The Group ▾ Discover Your Taste

Shop All Red Wine White Wine Sparkling Wine Orange Wine More ▾

Home > Shop All

Our Wine Selection

Sort by : Recommended ▾

Filter [Reset](#)

Search [Search..](#)

Wine Type ▾

Fine Wines Natural Wines

£25

Wine 1 A remarkable expression of Aleatico from ungrafted vines.

£25

Wine 2 A remarkable expression of Aleatico from ungrafted vines.

£25

Wine 3 A remarkable expression of Aleatico from ungrafted vines.

£25

Wine 4 A remarkable expression of Aleatico from ungrafted vines.

Add to Cart Add to Cart Add to Cart Add to Cart

GRAPES LOFT

Shop ▾ Wine Styles ▾ Grapes ▾ Regions ▾ The Group ▾ Discover Your Taste

Home > Shop All > Sparkling > Italy > Emilia-Romagna > Grape > Lambrusco Grasparossa "Spettinato"

Lambrusco Grasparossa "Spettinato" - Cantina Messori

A genuine and expressive red sparkling wine celebrating the pure personality of the Lambrusco Grasparossa grape.

£25

Free delivery on orders over £100

- 1 +

Add to Cart

Shipping

Refund Policy

Emilia-Romagna Wine

Sparkling Red Wine Emilia-Romagna

Map of Italy showing Emilia-Romagna highlighted in red.

Map of Italy showing Emilia-Romagna highlighted in red.

Shop

GRAPES LOFT

Shop ▾ Wine Styles ▾ Grapes ▾ Regions ▾ The Group ▾

Home > Shop All > Sparkling > Italy > Emilia-Romagna > Lambrusco Grasparossa "Spettinato"

"Puisseguin-Saint-Emilion" has been added to your cart.

Lambrusco Grasparossa "Spettinato"
A genuine and expressive red wine with a strong personality of the Lambrusco.
£25
Free delivery on orders over £50.

Subtotal £215
Total £215

Add to Cart **Proceed to Checkout** **Continue shopping**

Shipping **Refund Policy**

Emilia-Romagna Wine
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Your Cart

Puisseguin-Saint-Emilion £25 1

Puisseguin-Saint-Emilion £25 1

Puisseguin-Saint-Emilion £25 1

Product **Price** **Quantity** **Subtotal**

X Puisseguin-Saint-Emilion £25 1 £25 (Incl. VAT)

Coupon code **Apply Coupon** **Update Cart**

Subtotal £204.49 (Incl. VAT)
Shipping UK & Ireland: £8 (Incl. VAT)
Total £338 (Incl. VAT)

GRAPES LOFT

Shop ▾ Wine Styles ▾ Grapes ▾ Regions ▾ The Group ▾ Discover Your Taste

Home > Cart

Shopping Cart

Product	Price	Quantity	Subtotal
Puisseguin-Saint-Emilion	£25	1	£25 (Incl. VAT)
Puisseguin-Saint-Emilion	£25	1	£25 (Incl. VAT)
Puisseguin-Saint-Emilion	£25	1	£25 (Incl. VAT)
Puisseguin-Saint-Emilion	£25	1	£25 (Incl. VAT)

Coupon code **Apply Coupon** **Update Cart**

Subtotal £204.49 (Incl. VAT)
Shipping UK & Ireland: £8 (Incl. VAT)
Total £338 (Incl. VAT)

Home > Cart > Check Out > Confirmation Order

Thank you. Your order has been received.

Order Number	Date	Email	Total	Payment Method
11111	27 March 2025	1234@gmail.com	£655	PayPal

Pay with PayPal.

Order details

Product	Subtotal
Puisseguin-Saint-Emilion	£25 (Incl. VAT)
Subtotal	£204.49 (Incl. VAT)
Shipping	UK & Ireland: £8 (Incl. VAT)
Total	£338 (Incl. VAT)
Note	Lorem Ipsum

Billing Address
Dipa Shaha

Shipping Address
Dipa Shaha

Smart Wine Recommendation Feature

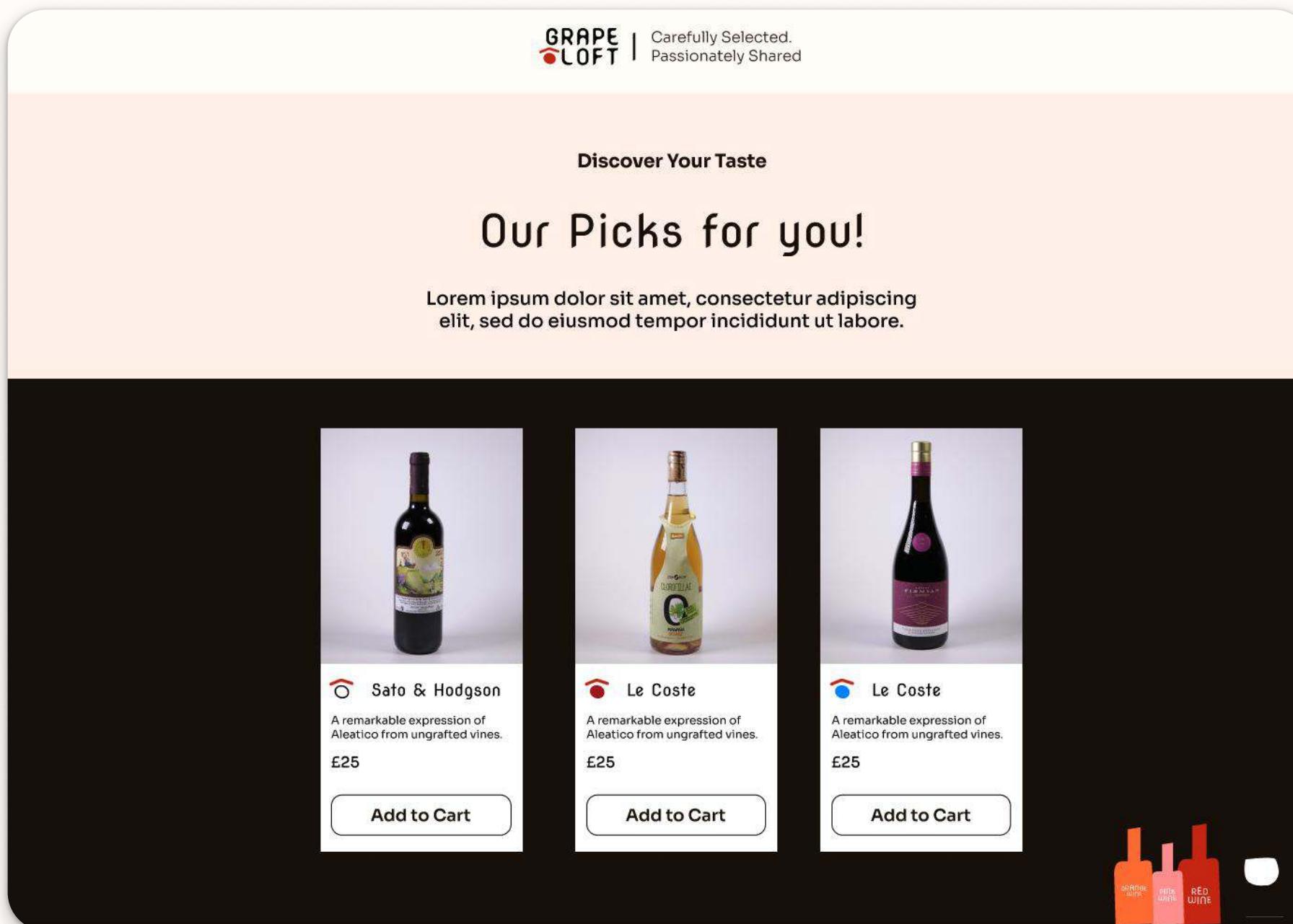
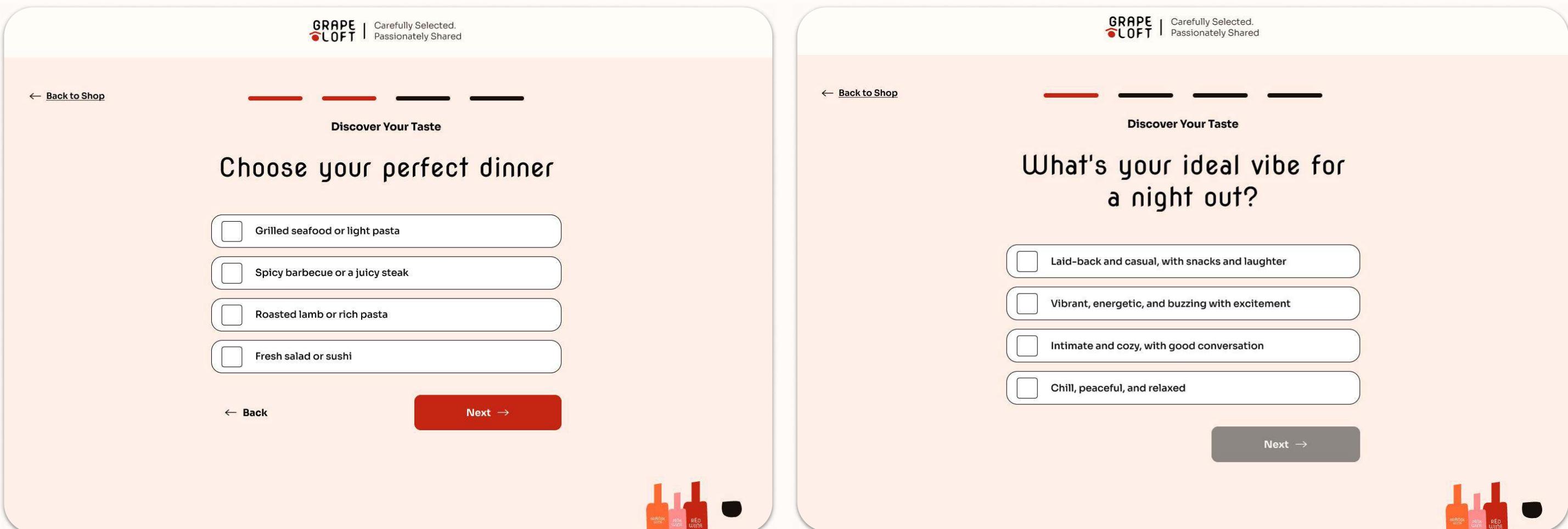
To enhance the customer experience and simplify product discovery, I designed a personalized wine quiz flow where users answer a few fun, easy questions, and Grapeloft recommends wines tailored to their taste.

This feature aligns perfectly with the brand's tagline, "Carefully selected, passionately shared," by making each recommendation feel curated and intentional.

What I Did:

- Designed the UX for a lightweight, engaging questionnaire
- Created UI components that feel playful yet premium
- Mapped user answers to wine categories for smart product suggestions
- Integrated the feature into the homepage and product discovery journey
-

This quiz-driven approach adds personality to the shopping experience and lowers decision fatigue, especially for new wine drinkers.



Takeways

Working on Grapeloft was an exciting opportunity to bring a fresh wine brand to life, from the first sketch of the logo to the full brand experience and website design.

The result is a visually cohesive, user-friendly identity that reflects Grapeloft's values: quality, passion, and approachability. I'm proud to have helped shape a brand that not only looks beautiful but also connects authentically with its audience. Cheers to what's next!



Other Projects

04. JBX PaperPak

Branding & UX/UI, Graphic Design, and Packaging for a B2B Paper Straw Company, developing a customer platform for seamless bulk ordering and brand consistency.

05. Southwark

Branding & UX/UI & Branding for Southwark Social Care Jobs, designing an intuitive candidate application platform that streamlines job searches and recruitment processes.

06. èFront

On-demand job platform for short-term work in the hospitality sector. This case study outlines the brand strategy, name development, domain selection, and platform vision.

For more details on these projects, feel free to inquire at sazanias@outlook.com



Thank You for Reading

I appreciate you taking the time to explore my work. If you'd like to discuss a project, collaborate, or learn more, feel free to connect with me:



sazanias@outlook.com



+44 (0) 7429352578



www.sazanias.com