Zona Herragro

2023

**\*Tags\***

1. E-commerce
2. User Research
3. User Experience Design
4. Interaction Design
5. Graphics Design

[Visit Website](https://www.zonaherragro.com/app)

**About the Project**

Facing operational challenges in logistics and sales, our client realized their outdated systems were holding them back. They turned to us for a technological upgrade, and we implemented the right solutions to drive efficiency and push their business forward.

As part of this transformation, we designed the UX/UI for their e-commerce platform, creating a seamless and intuitive user experience. This was a private app and web solution, exclusively accessible to customers and employees. The platform facilitated smooth internal and external interactions, optimizing operations and improving overall productivity.

Additionally, we designed motion graphics for the brand, adding a dynamic and engaging visual layer to their digital presence, enhancing user engagement and reinforcing brand identity.

Next Project