



# One-Stop-Shop UX/UI agency

Perfectly suits to **EdTech** & **E-learning**  
Startups & Product Teams



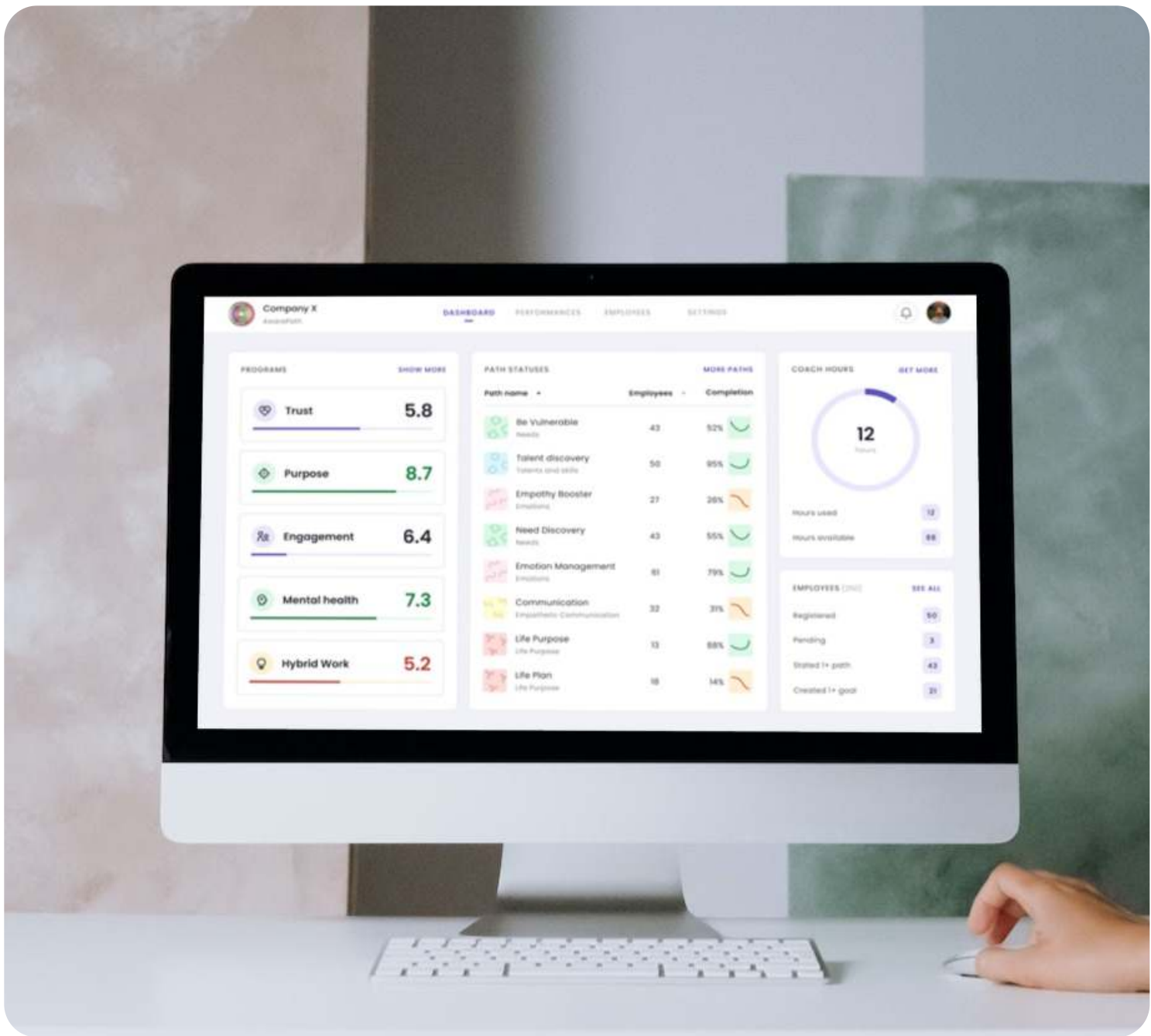


# OUR EXPERTISE

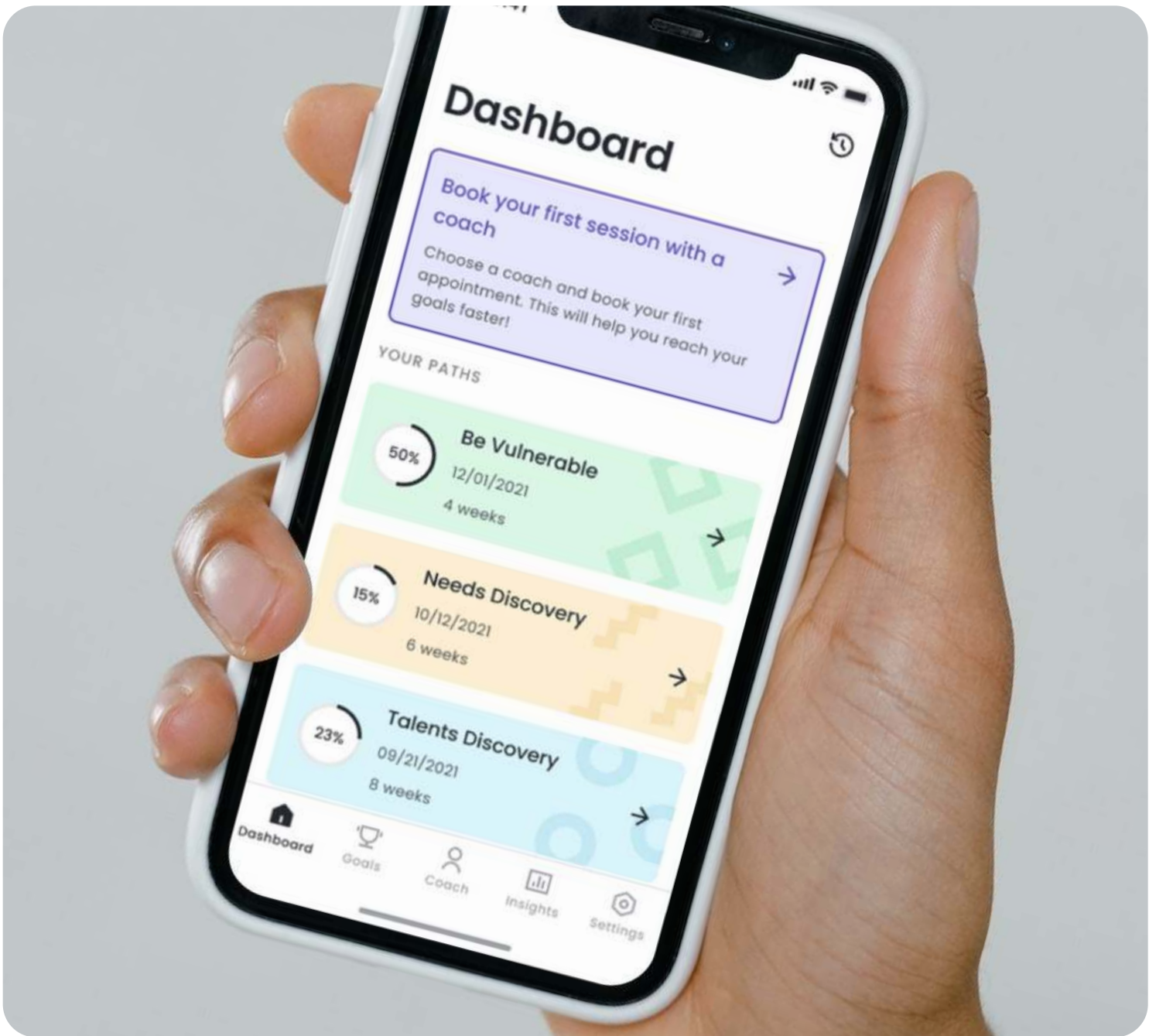
Having completed **EdTech projects** with more than 3 million of active users of **Mobile and Web platforms** in the past 3 years, we gained extensive experience of working **side-by-side with Product Owners & CEOs**. Now we can bring the most value to our clients and be at your service if you are:



ED-TECH AND E-LEARNING  
PLATFORMS



LEARNING MANAGEMENT SYSTEM  
(LMS)



COACHING & MENTORING  
APPLICATIONS





# Why we rock!

Axicube is a team of bright, creative people united by a common philosophy. We work to help businesses reveal their potential.

## One-stop-shop UX/UI agency

Get many specialists in one place. From business analysis to UX/UI design and providing of technical documentation for developers.

## Design that makes money

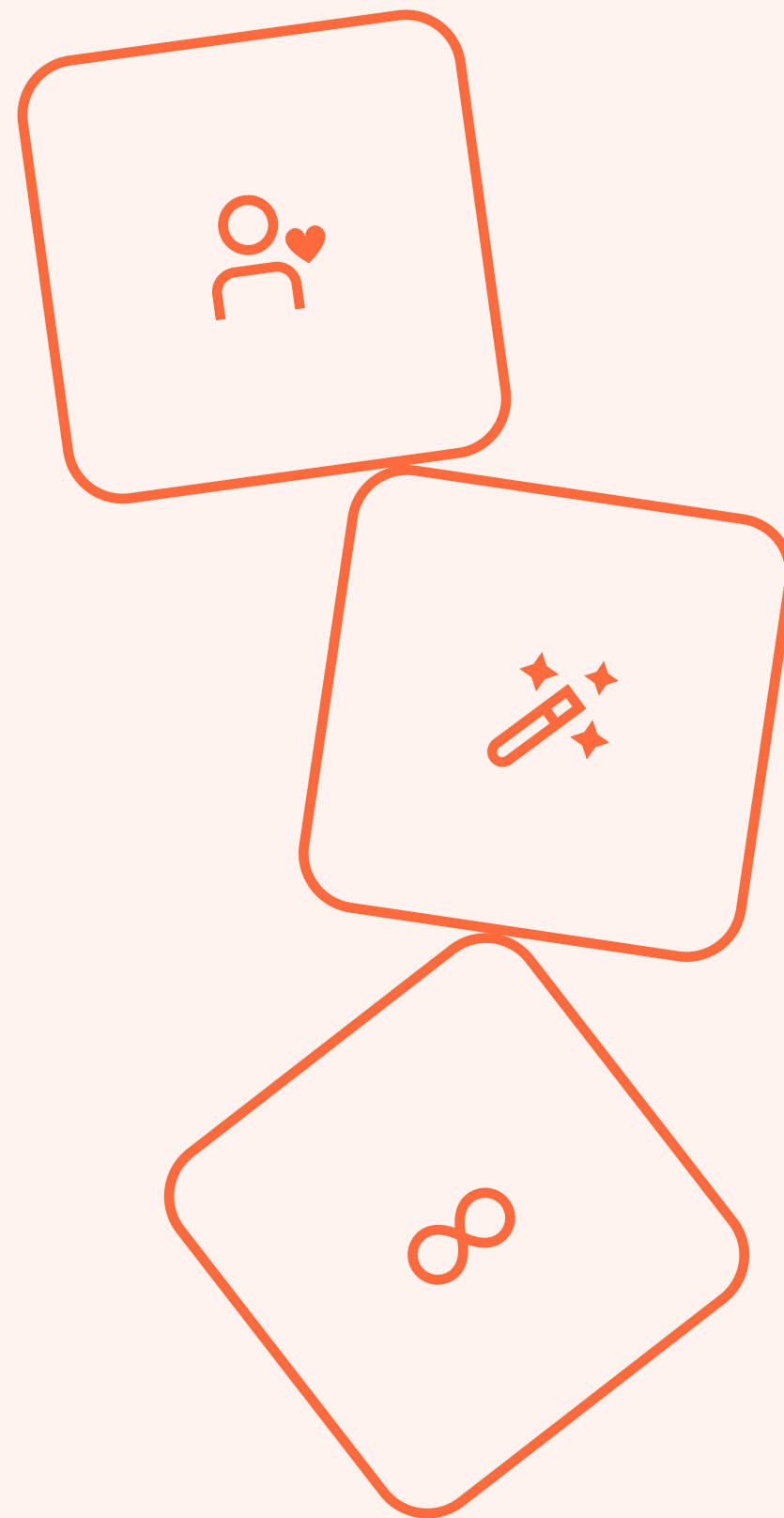
Our design is not only about fancy pictures. We care about business growth and revealing potential. We are solving the actual user's problems optimally.

## Design process

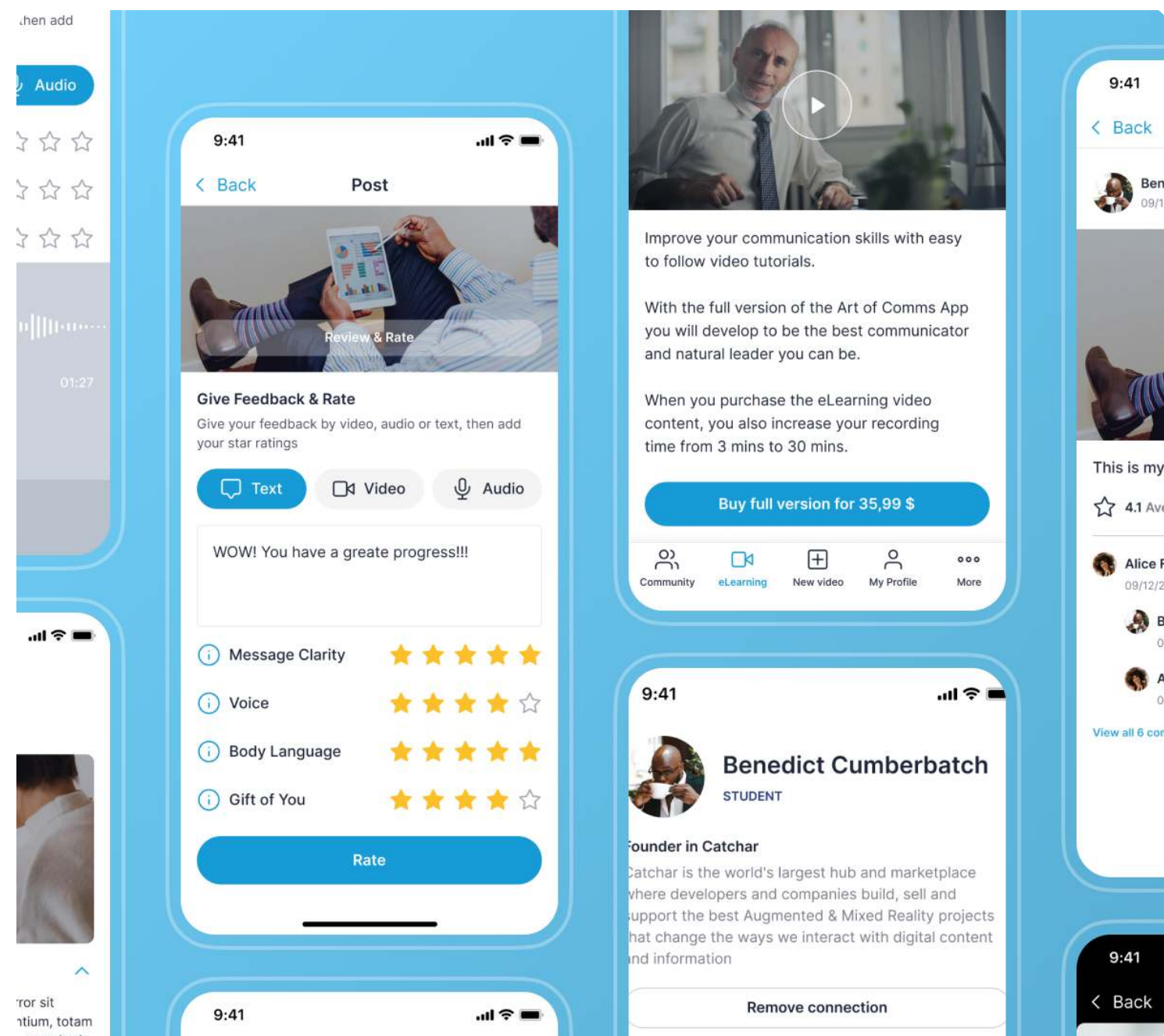
Established and transparent process of design delivery: from idea to realisation and transfer to development.

## Discovery stage

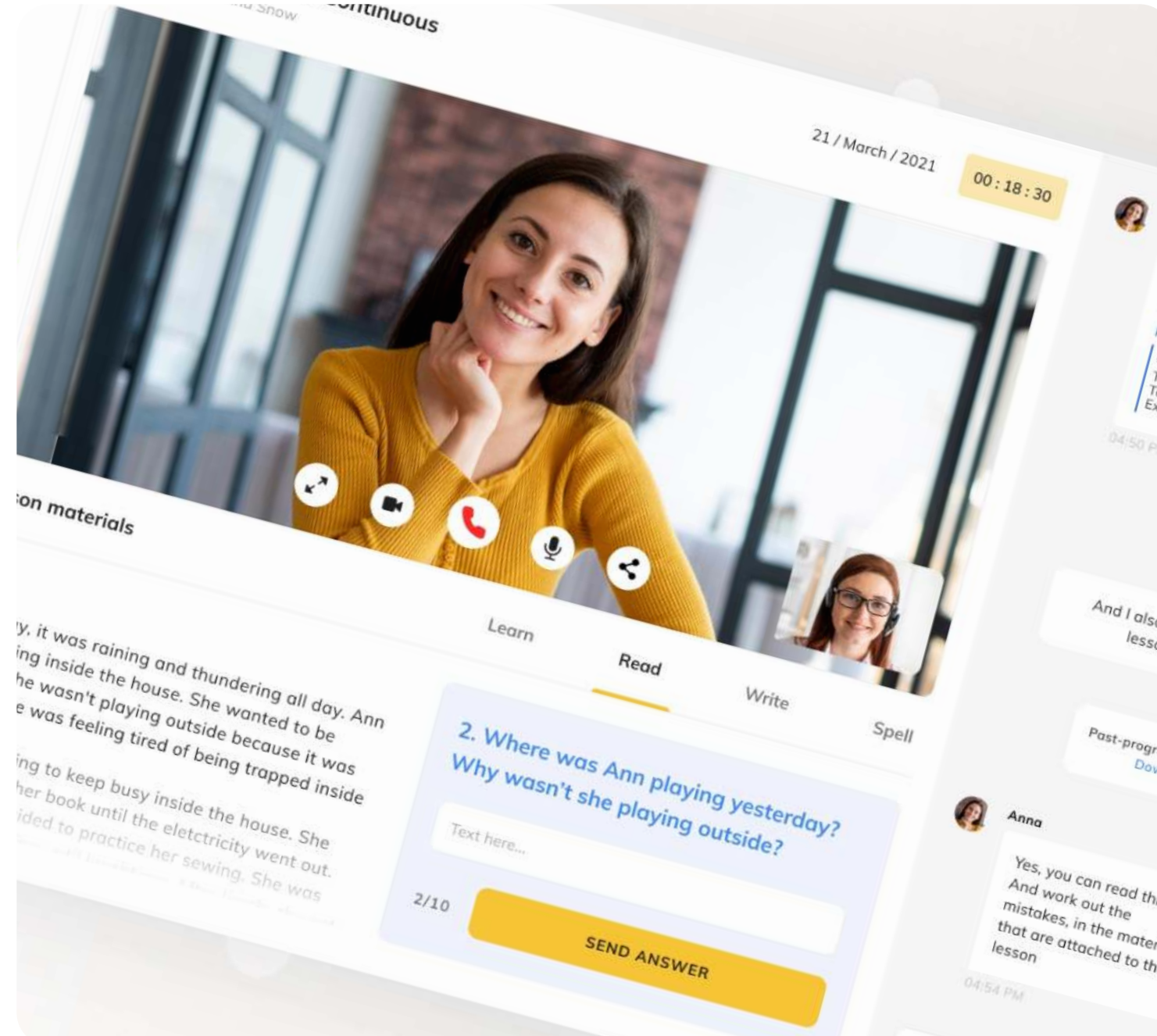
Clear tool that helps decompose an idea into tasks and a roadmap for design and development.



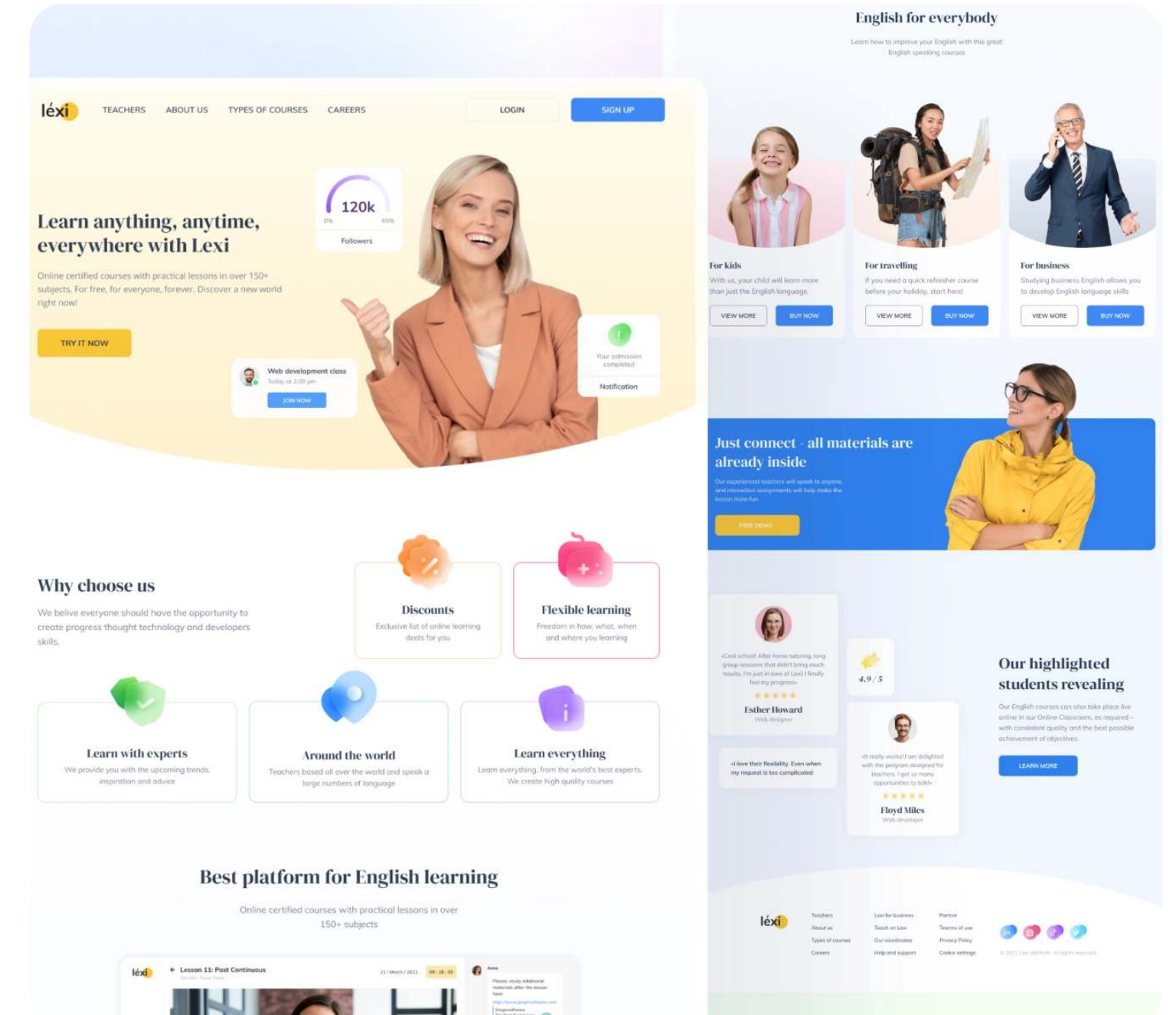
# Brilliant in **UX/UI Design** & **EdTech Design** if you are working on:



Mobile App development (both native or cross-platform)



LMS system, Dashboards and Back Office production



Web site and Landing Page development





FACTS & NUMBERS

8

people in the team, to ensure  
exclusive, premium service

3

years of excellence in UX/UI design  
and collaboration with developers

5+

millions of users,  
satisfied by products we designed



SELECTED CLIENTS



Drag your company here 😊

YOUR COMANY





# Wand Education

>3.1 million of active users

Modern and versatile eLearning platform including LMS, course creating and activity tracking for teachers. Intuitive, minimalistic and scalable design. We generated the set of mockups to define the full learner experience. From the few simple activity templates to the entire ecosystem for teachers and students, we have continued to support and grow this application.

We have designed simple rules to make this design inclusive, responsive, and clean. Also, we have provided a simple no-code builder for activities and a tracking system. Thanks to this, 100k+ teachers could track the remote learning process.

## Headquarters

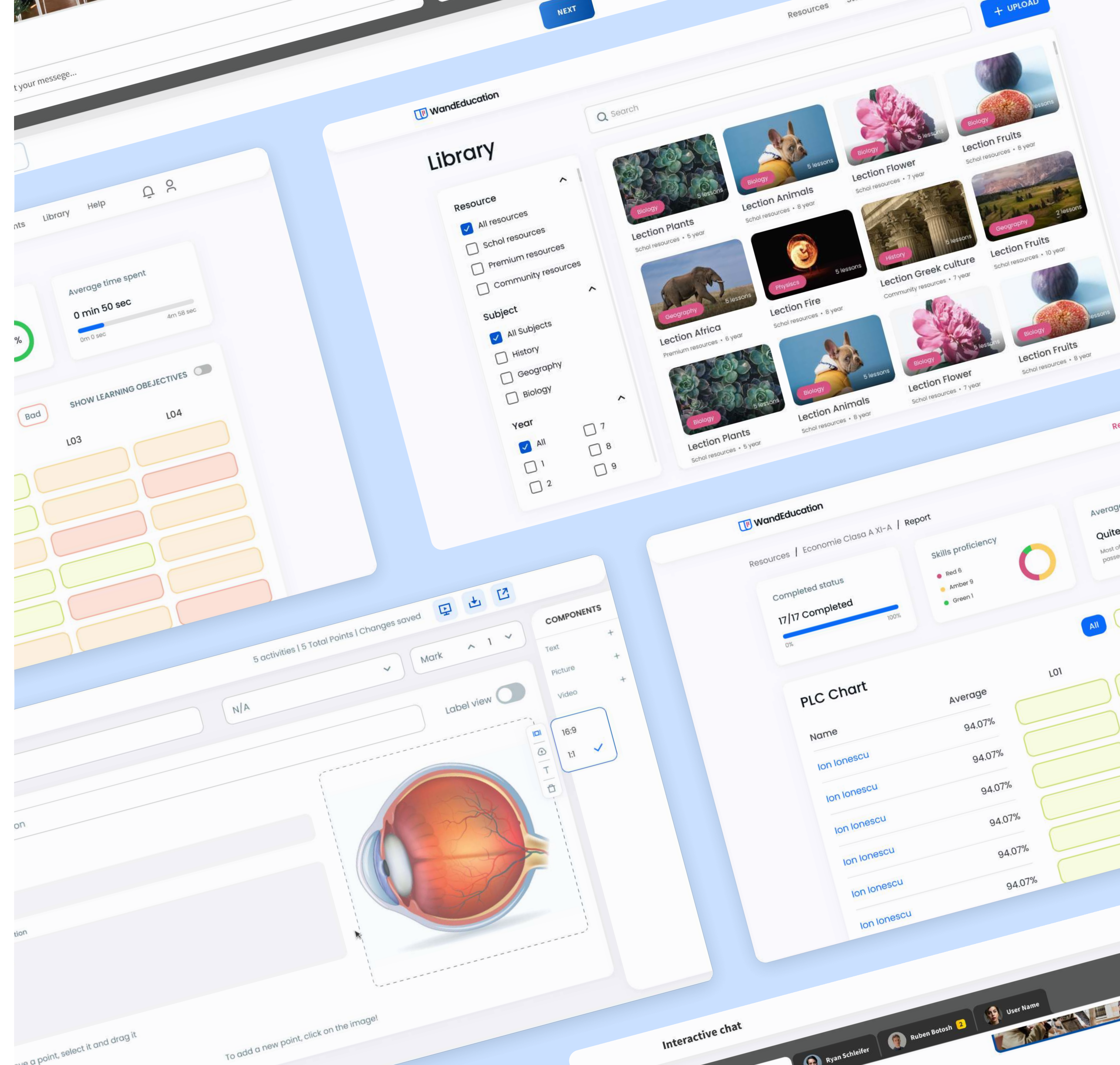
Bucharest, Romania

## Industry

E-learning, EdTech, LMS

## Services we provided

- Discovery Stage
- UX/UI design
- Product design
- Branding
- Design Support





# Art of Comms

Our client already provides services using LinkedIn for promotion and collaboration. Our task was to create an app that helps you prepare and rehearse for presentations, meetings, speeches, and job interviews and receive feedback in just three simple steps: recording a video, sharing it with the community, and receiving feedback from a coach.

We have created the app to provide a community for improving your public speaking skills, professional coaches, and helpful materials for self-studying. The most challenging part is designing a feedback form and organizing a space for self-education.

## Headquarters

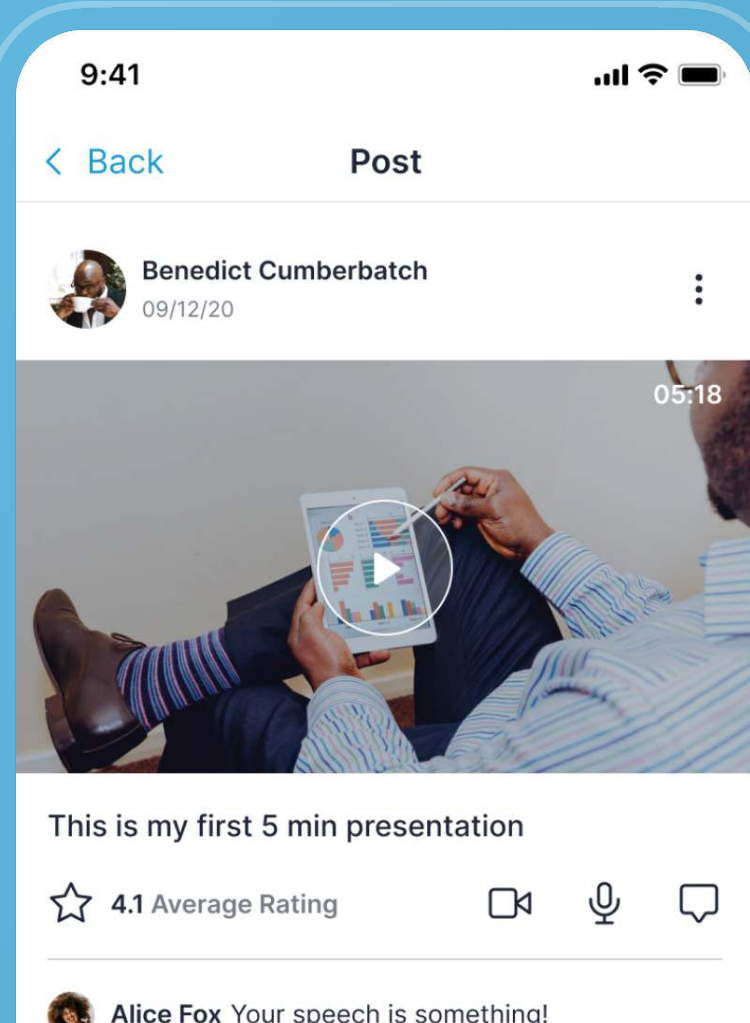
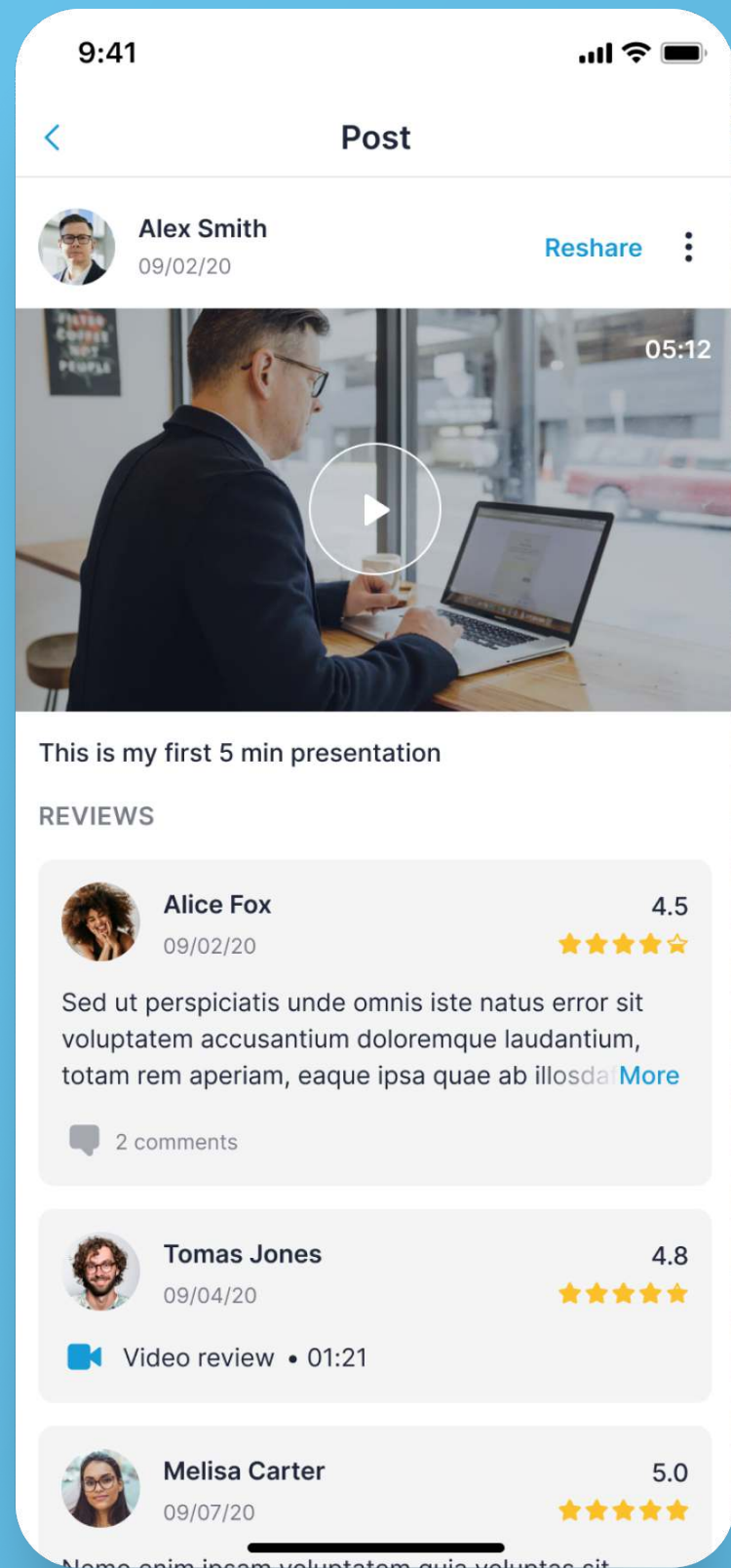
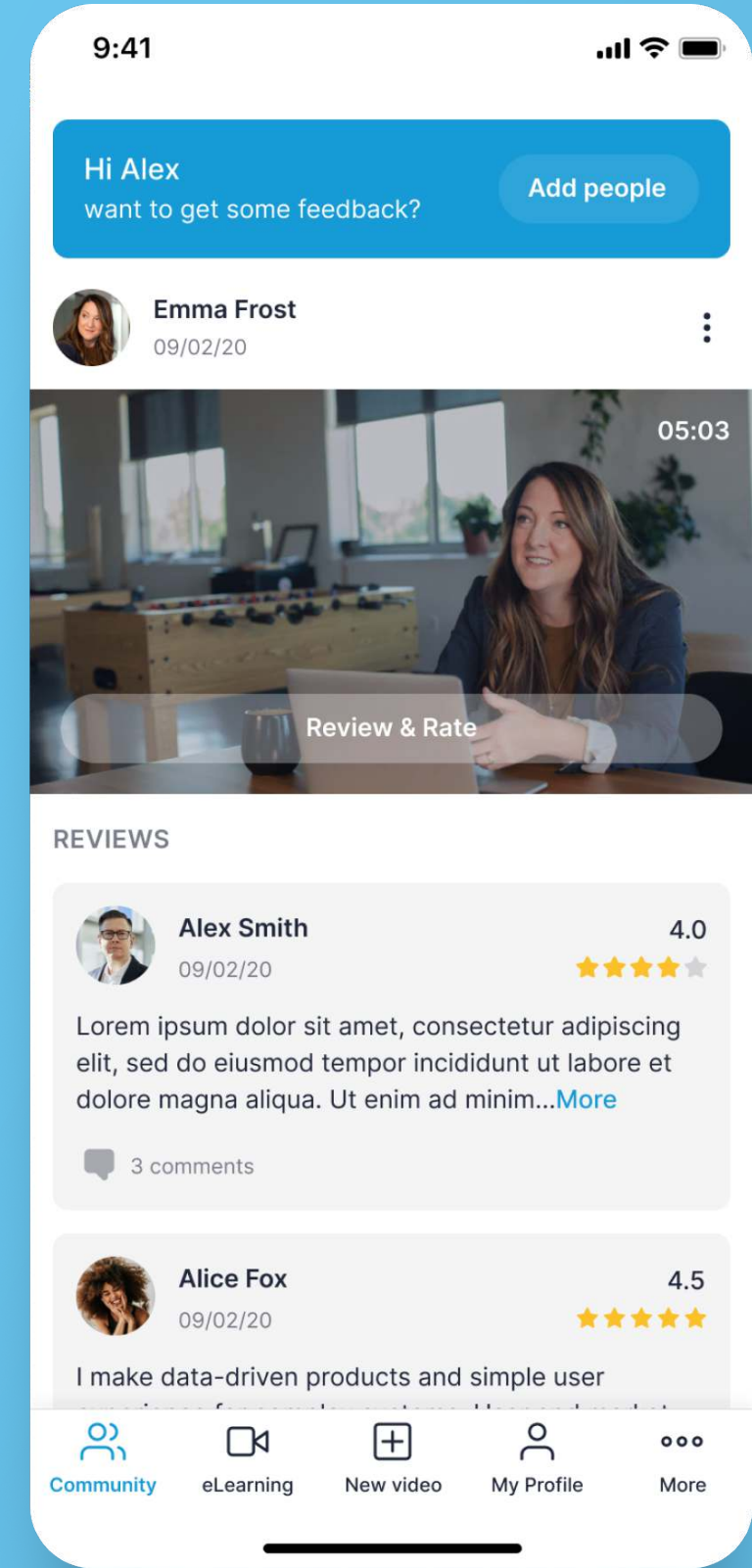
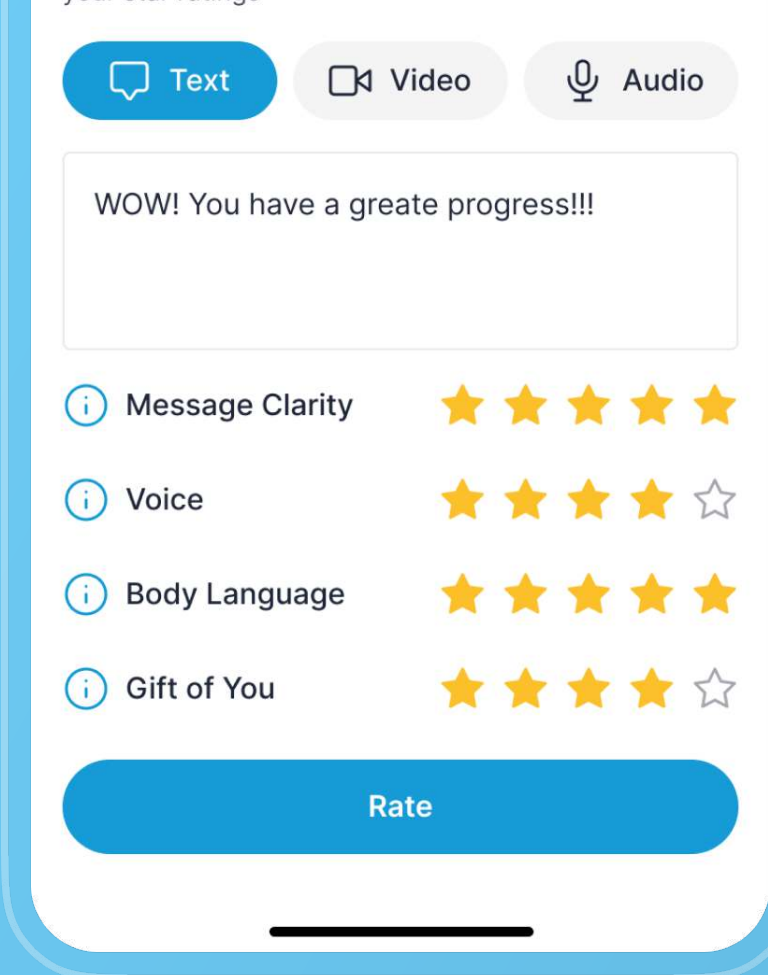
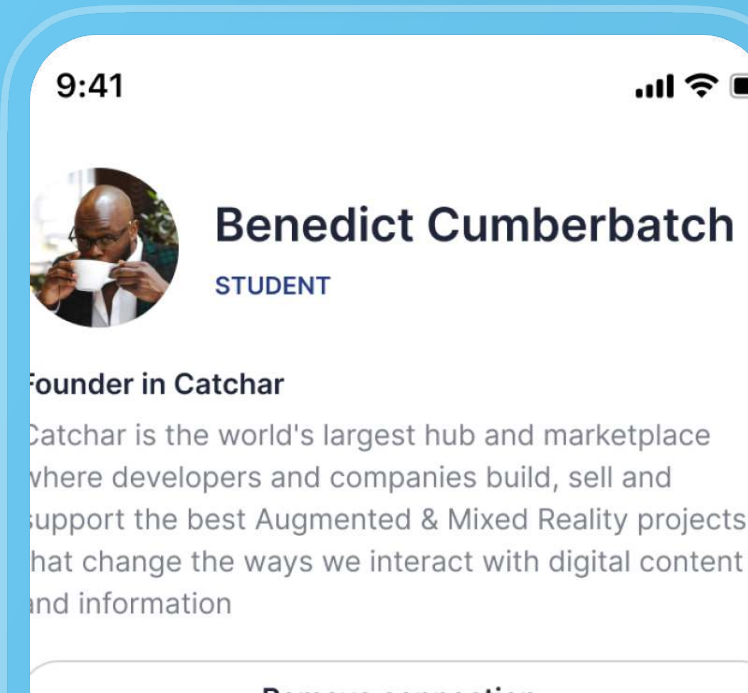
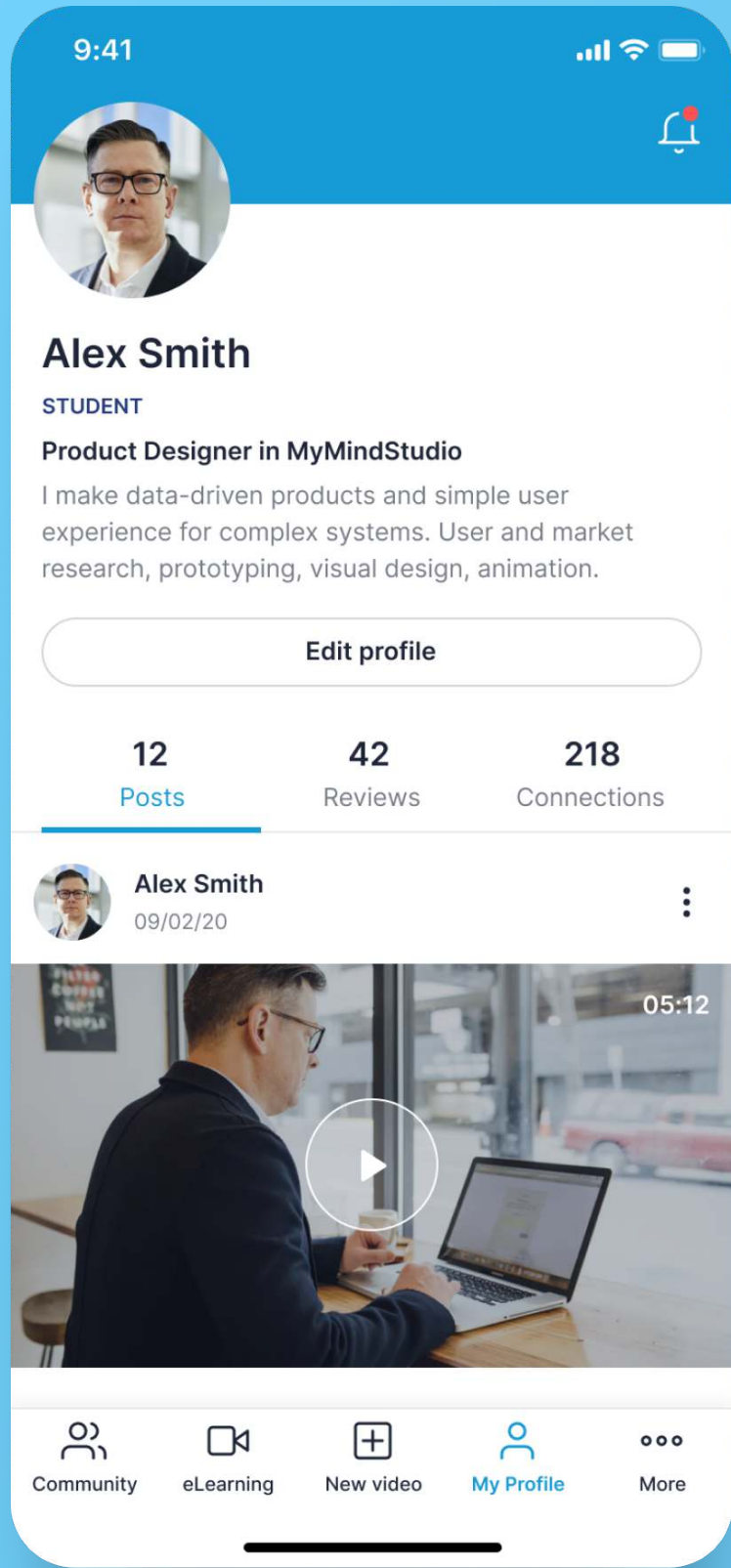
London, United kingdom

## Industry

Coaching app, Streaming Platform, E-learning

## Services we provided

- Discovery & UX Research
- UX/UI design
- Design Support





# AwarePath

The main idea is to provide a B2B tool for employees' self-improvement curated by professional coaches. HR needs to see the company data without seeing the personal progress of each employee. On the other hand, they need to assign some path for all the employees and track avg. KPI's. Also, each employee could select a path based on their own needs.

We have created a prototype and tested it with a potential audience. The results were an interface for the HR department and a mobile app for employees: from onboarding a survey to goal planning. We have covered the most critical parts of the user journey and provide a wide range of functionality.

## Headquarters

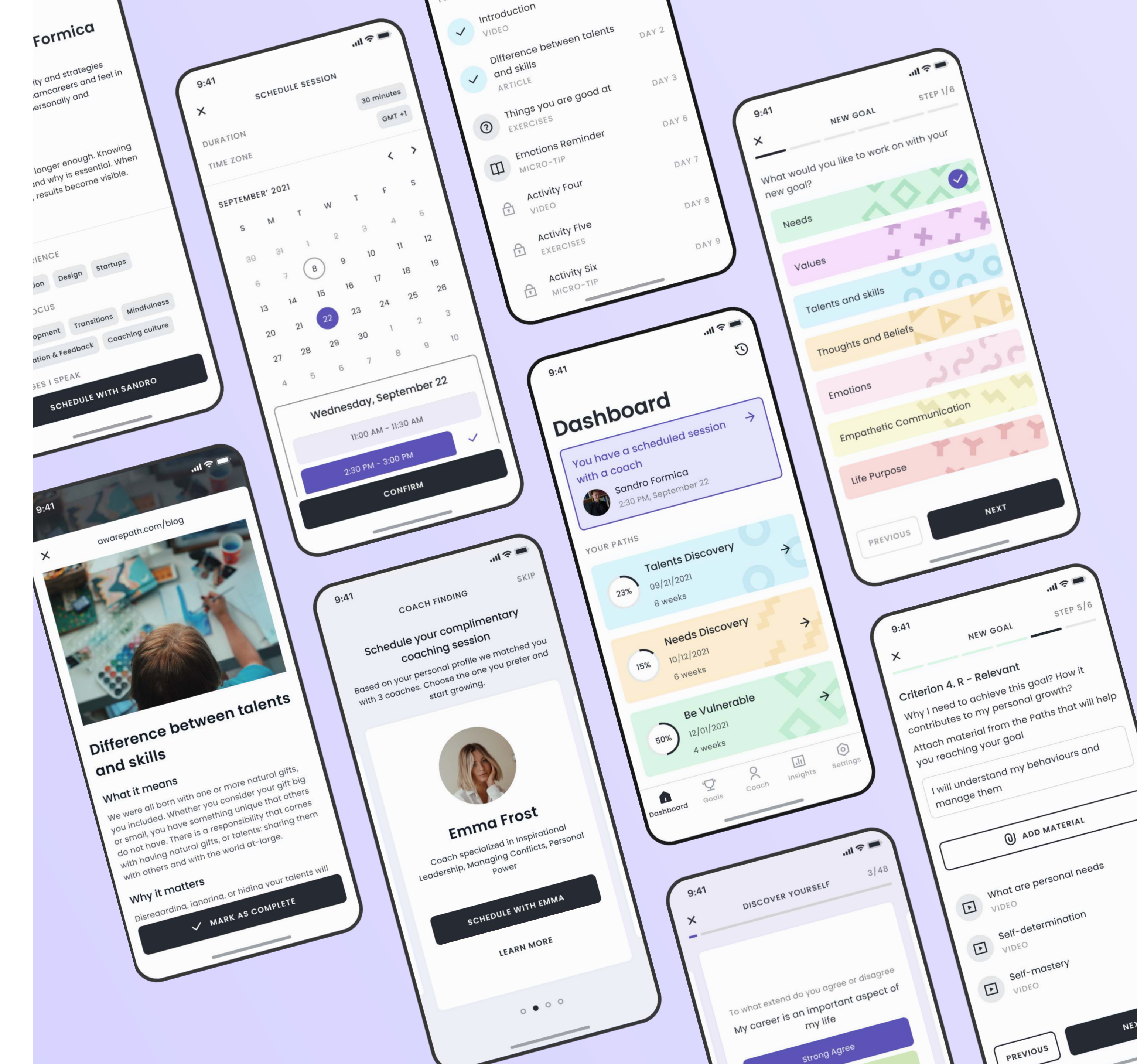
Torrecuso, Italy

## Industry

Coaching app, SaaS, E-learning, HRM system

## Services we provided

- Discovery & UX Research
- UX/UI design,
- Web design
- Usability testing





# Calyptus

Calyptus is the Web3 learning & employment ecosystem for experienced software engineers. Our solution provides the possibility to create an anonymous and protected resume. Thanks to blockchain technology, we reduce fake information and protect our students' data.

Partnered with the most reputable employers in the industry from Argent to Zerion, Calyptus aims to become the world's largest talent stream of tech professionals shaping the future of Web3.

## Headquarters

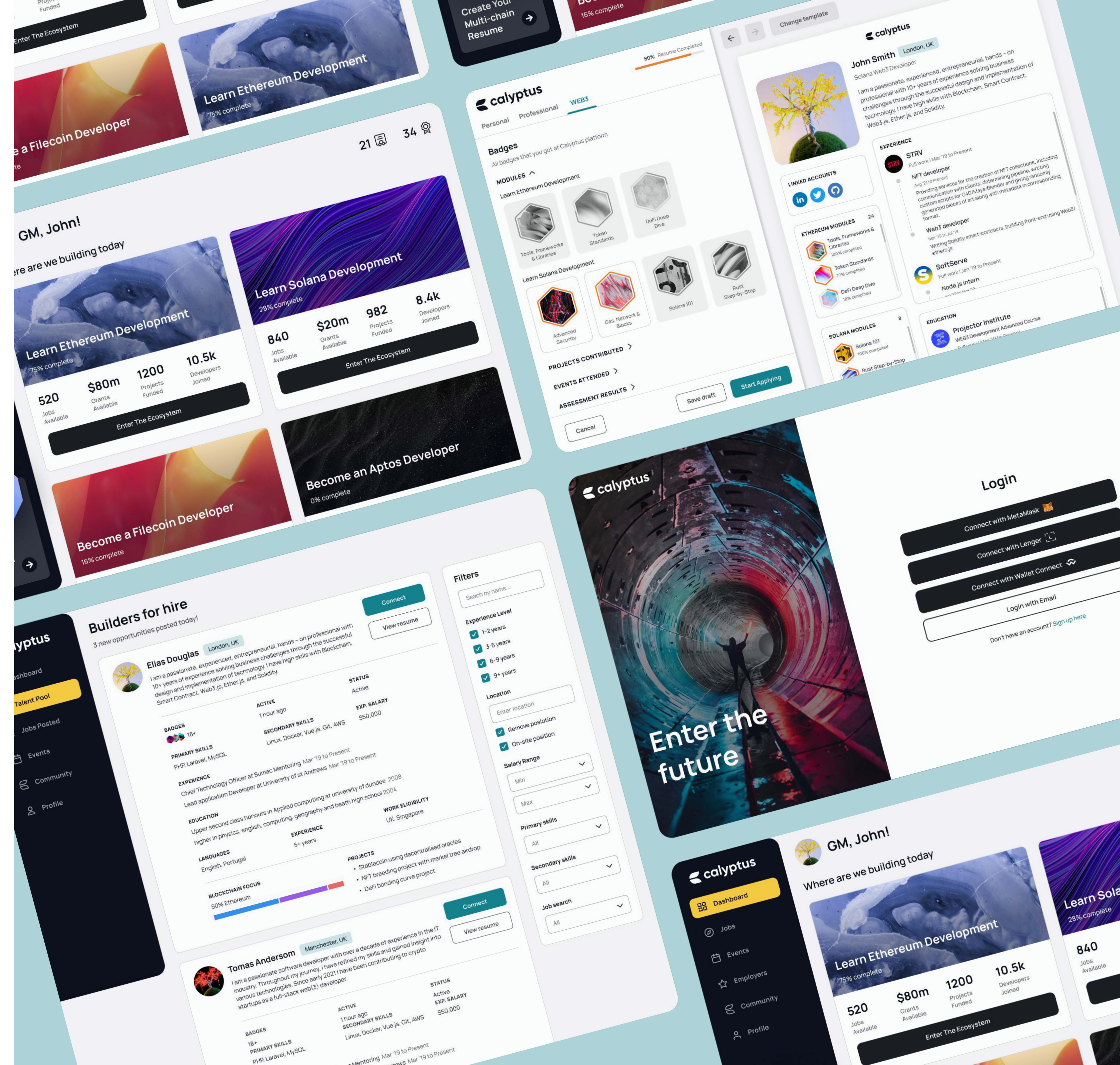
London, UK

## Industry

Web3, E-learning, Employment ecosystem

## Services we provided

- Discovery & UX Research
- UX design
- UI design





# What our clients say 🧐

"Their skills and vast experience in the app domain and quick perception of what should be done are impressive."



**Daniel Taiber**

VP R&D, InsFocus Systems LTD

"I am glad to cooperate with Valentyn. It is rare to find a niche professional who is able to think deeper and see more even when they have to look beyond their experience. I definitely recommend."



**Dmitry Obuhov**

Co-Founder, CEO at Bimp

"Their attention to detail and creative skills produced the designs we were looking for."



**Marius Prodana**

Product Director, SIMAVI

Click and read more amazing feedback at [our Clutch](#)



## PROCESSES

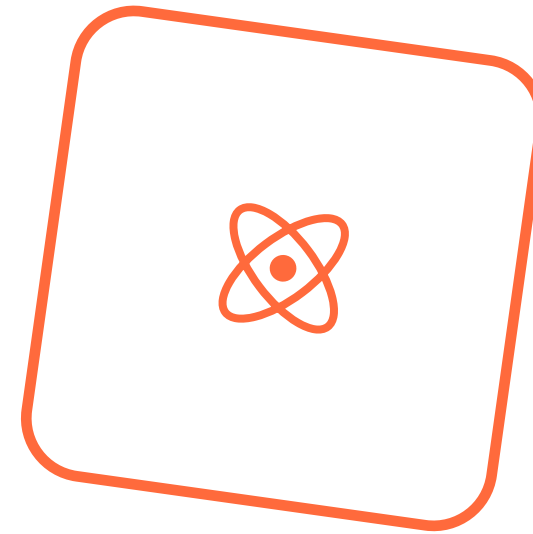


### Discovery and Research

We will align our vision, go deeper inside your product and business, and understand goals & expectations. Also, we define the main goals & problems, create a roadmap and understand our target audience's needs.

#### RESULTS

- CJM or Touch Point Map based on the User Persons
- High-level features backlog (based on the discovered goals and problems)
- UI concept for the 1-2 main pages



### UX Strategy

The goal is understand a context of your E-learning & EdTech product: what and when your users need. And simulate app functionalities to make potential issues visible more accurately. It's also a great way to improve UX and avoid mistakes.

#### RESULTS

- Information Architecture and User Flows
- Wireframes and Screens Map
- Clickable prototype
- Usability testing report



### UI design & Design System

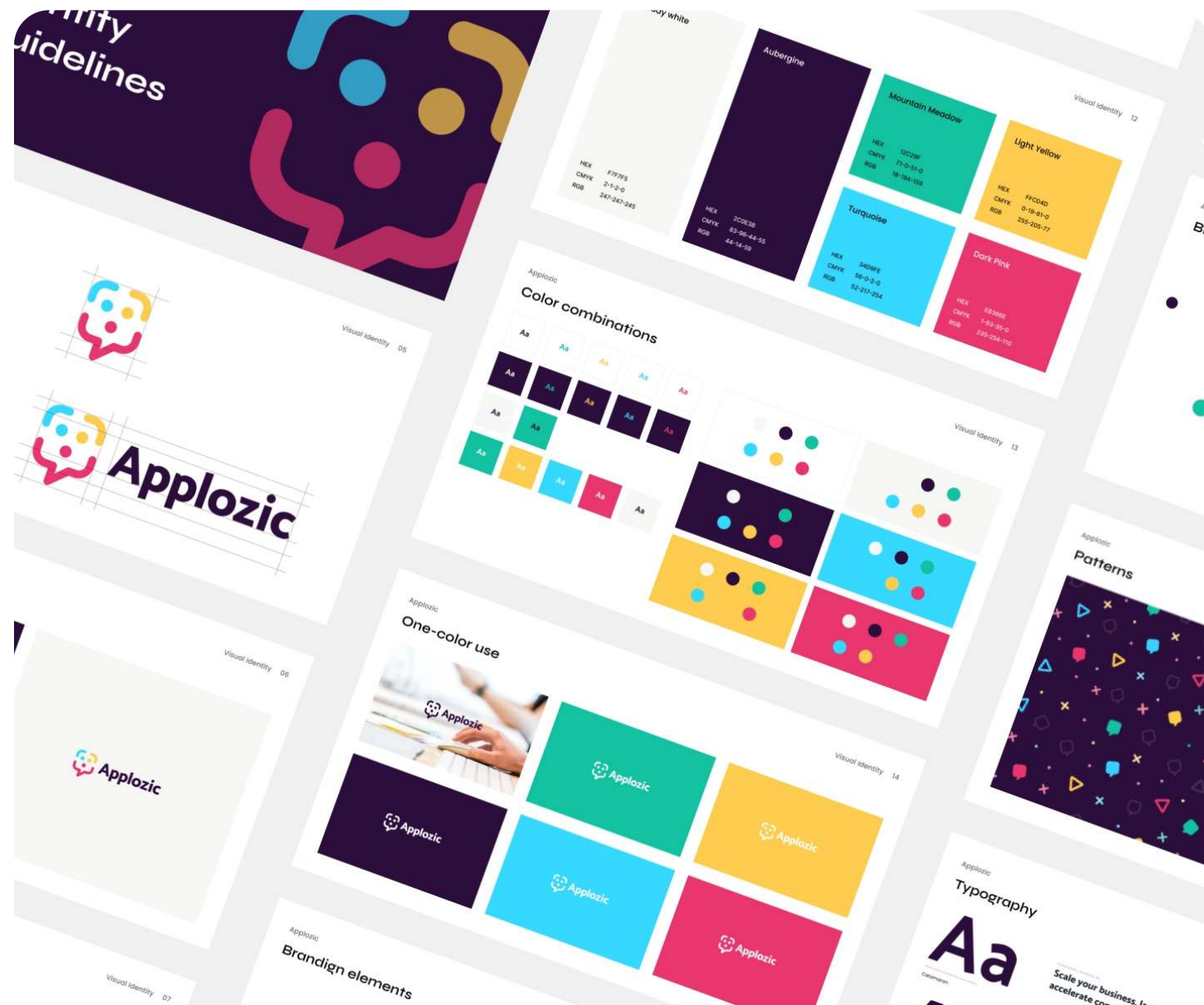
UX/UI is a complex design service. We provide stunning UI, so your business will prosper significantly. Also, we provide Design System for developers: so that the implementation will be smooth and quick.

#### RESULTS

- UI concept for the 1-2 main pages
- Visual and UI design, Screens Map based on the previous step
- UI Kit or Design System
- Tech documentation for dev team

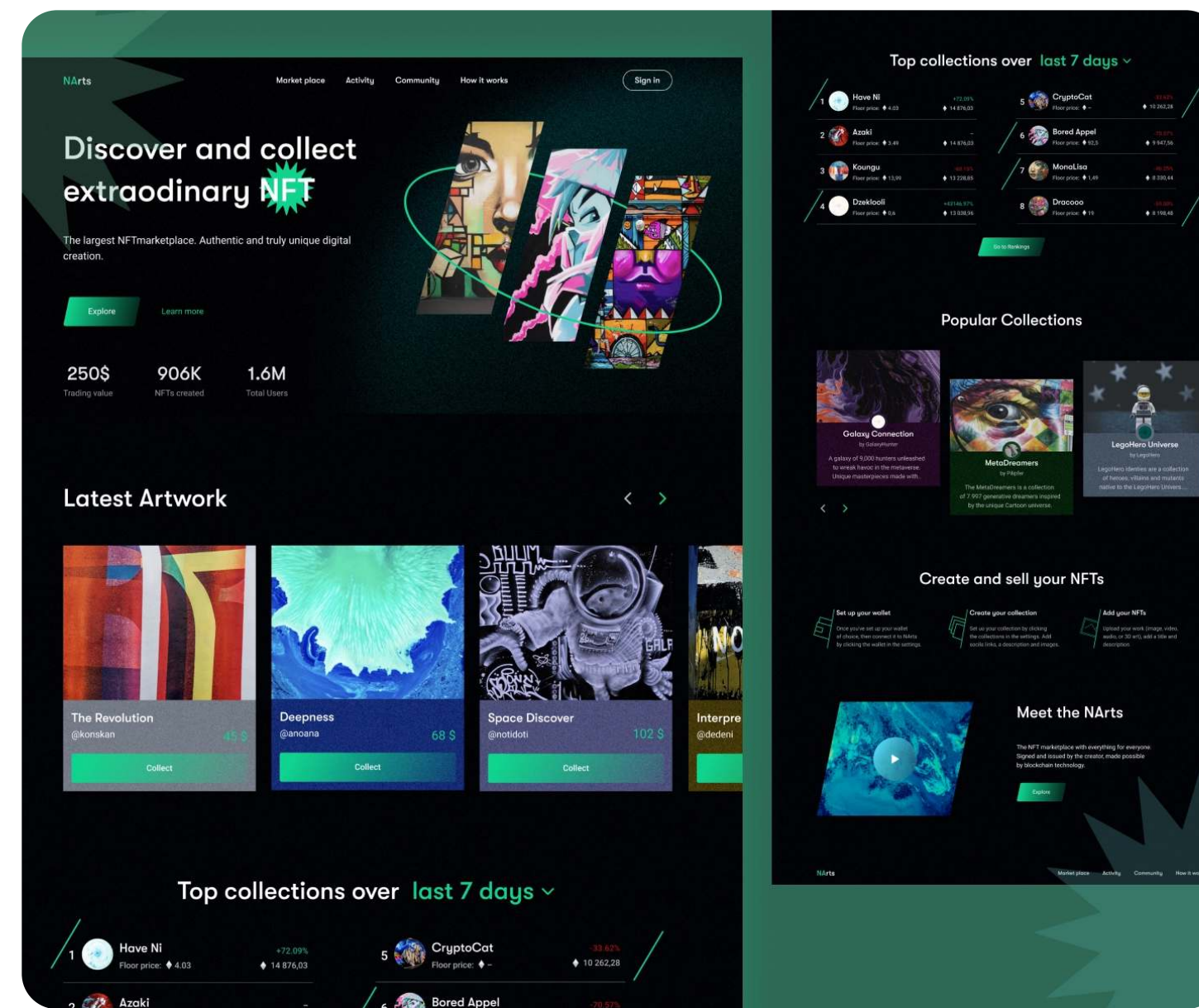


# What else we could propose?



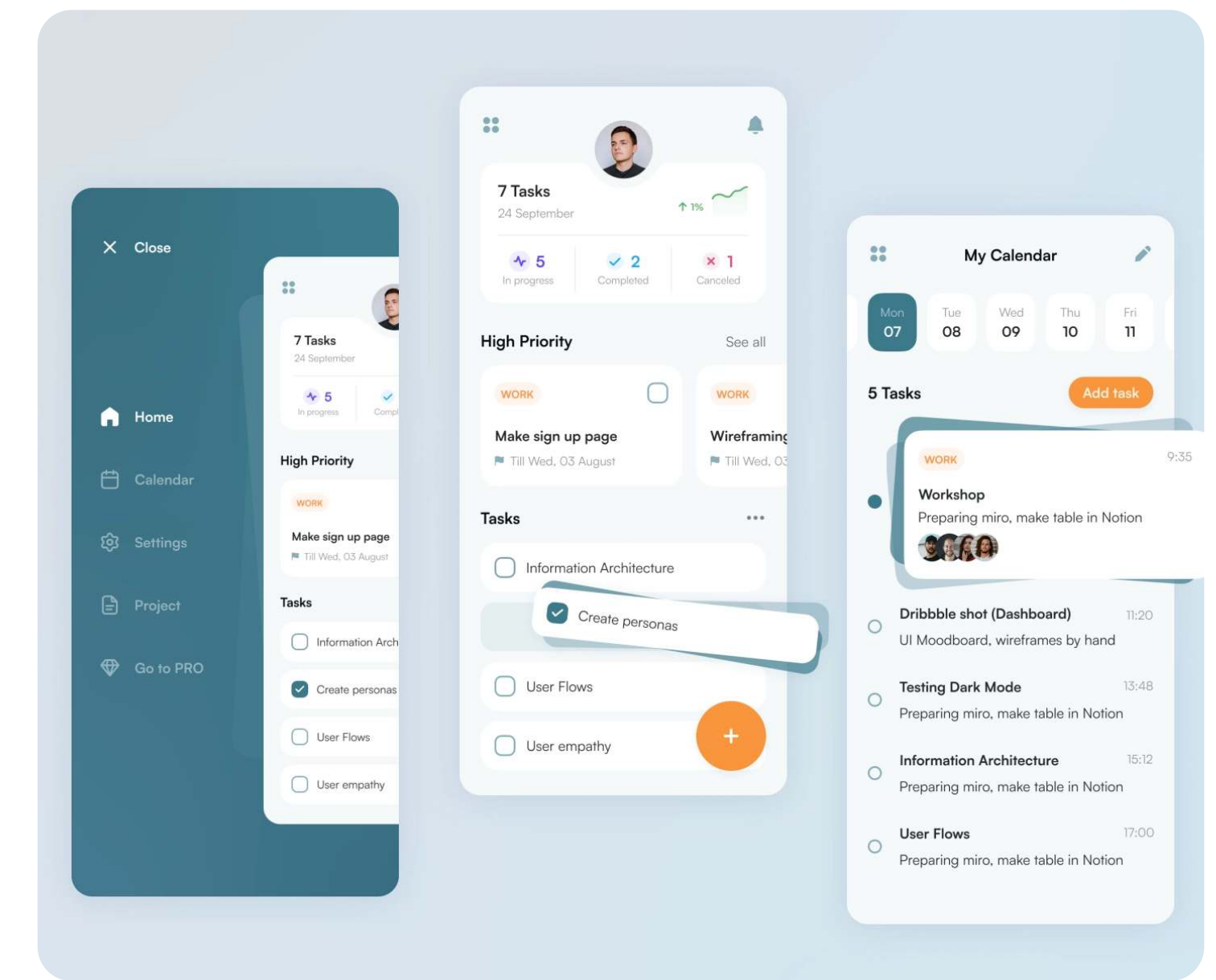
## Digital Branding

We design logos, app icons and covers for App Store and Google Play Market. In addition, provide E-mail templates, Social media covers and templates, and much more.



## Company web-site and landing page

Landing Page is like your best employee of the month. It works tirelessly 24/7, giving the consumer what they need to know about the product.



## Micro-interaction animation

Examples of components behavior, Lottie-animation, 3D-models, and much more. Everything for making your Ed-Tech product look outstanding.



# Design as Investments

You will get a **tool** to help you **grow your EdTech product** with us or **build design processes**.

You won't have just mockups; you **get a system** on how to **scale and improve your business**.

All our experience from **Building EdTech & eLearning** products will be at your service 💪





# Our clients around the World ❤️

 USA

 Canada

 Australia

 Ukraine

 The United Kingdom

 Romania

 Spain

 Switzerland

 Germany

 The Netherlands

 Israel

 The United Arab Emirates



## CONTACT DETAILS

[Visit our website](#)

[Dribbble](#)

[Behance](#)

[Instagram](#)

[Clutch](#)

Would you like to give your product a UX-boost? Drop us a line and let's create a thrilling design together!

[valentyn@axicube.io](mailto:valentyn@axicube.io)

We are looking for new projects, not a cab!

From Ukraine 🇺🇦 With love ❤️