



# One-Stop-Shop **SaaS UX/UI** agency

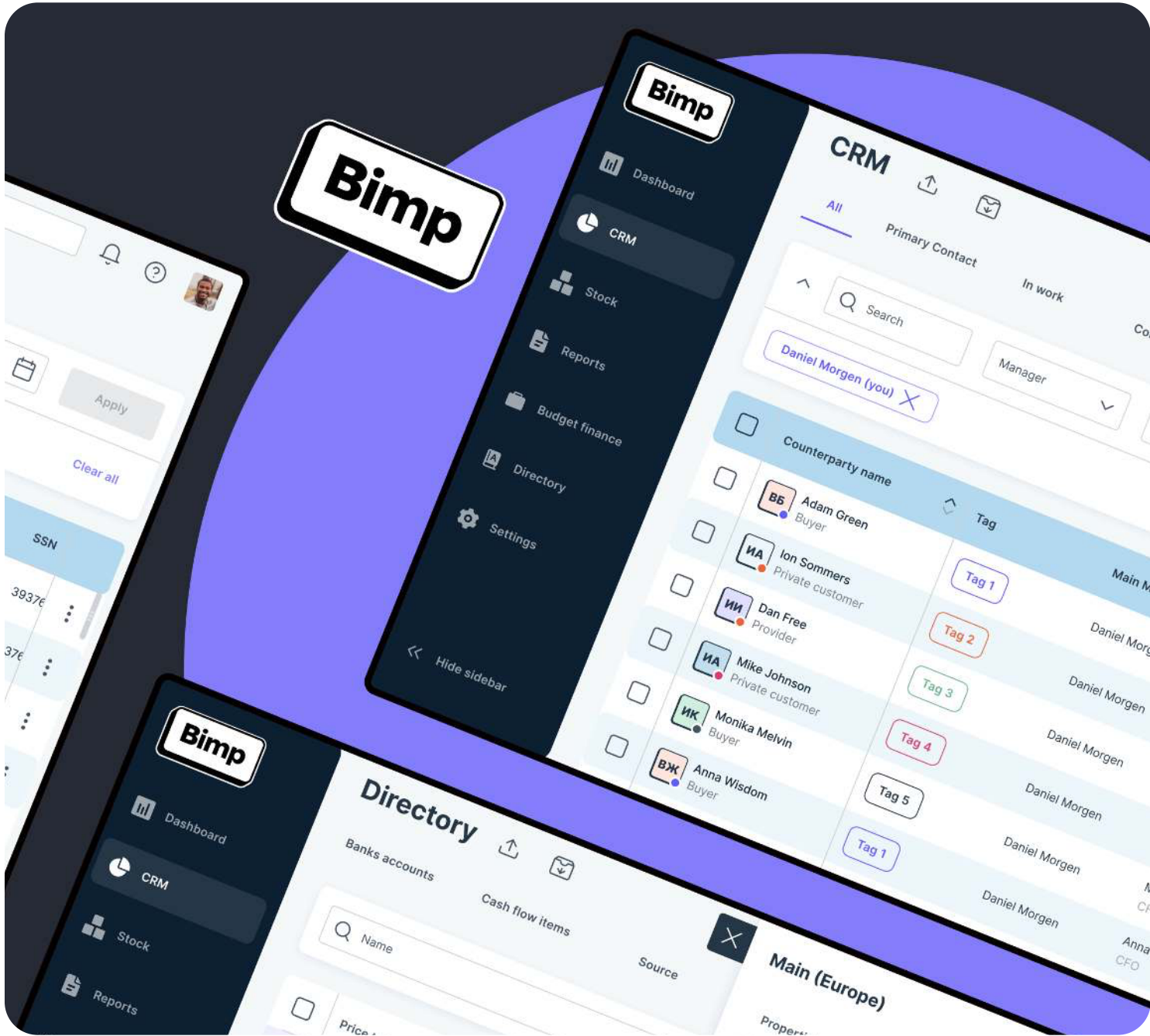
Perfectly suits to **CRM, ERP & HRM**  
Startups & Product Teams



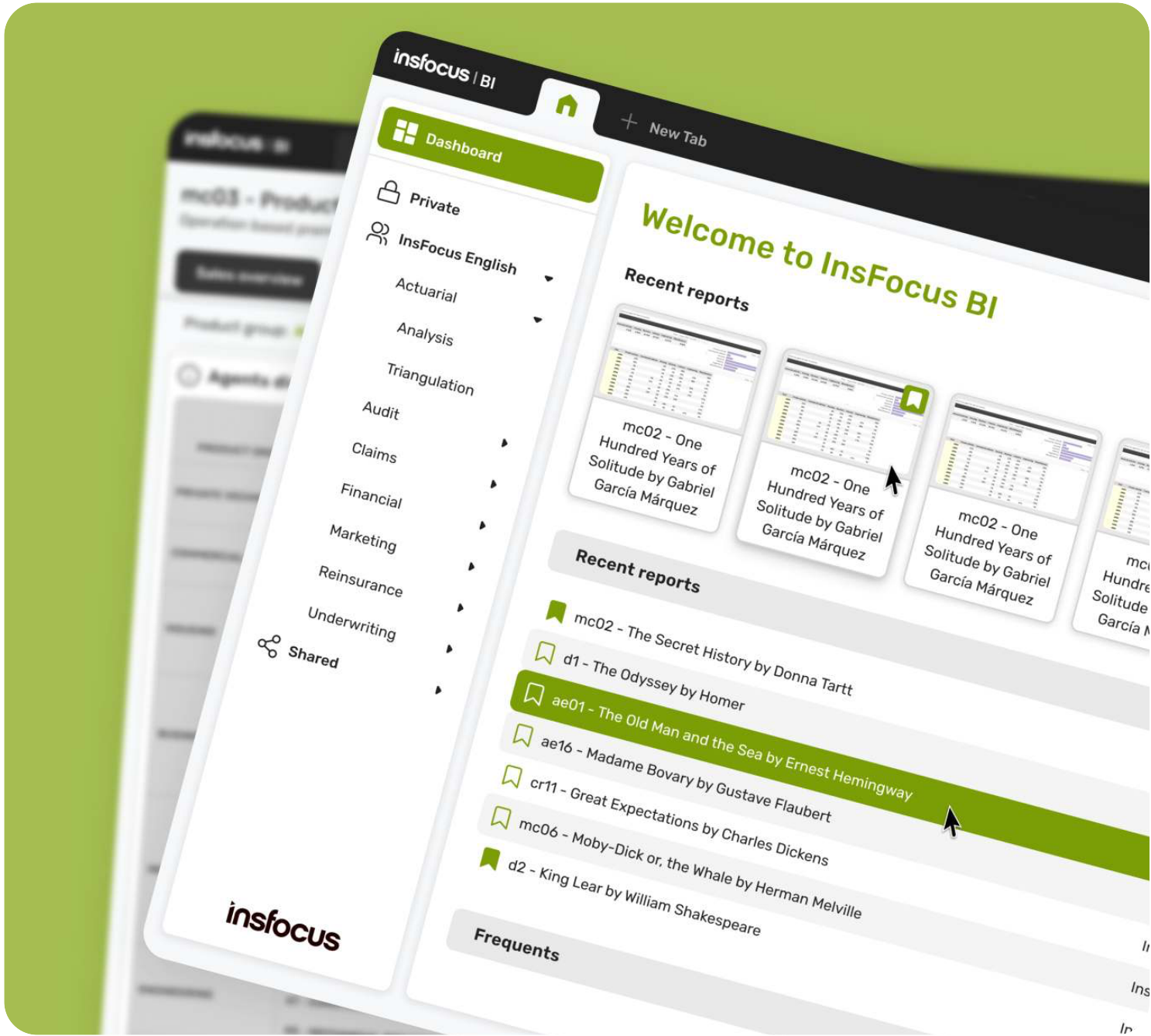


# OUR EXPERTISE

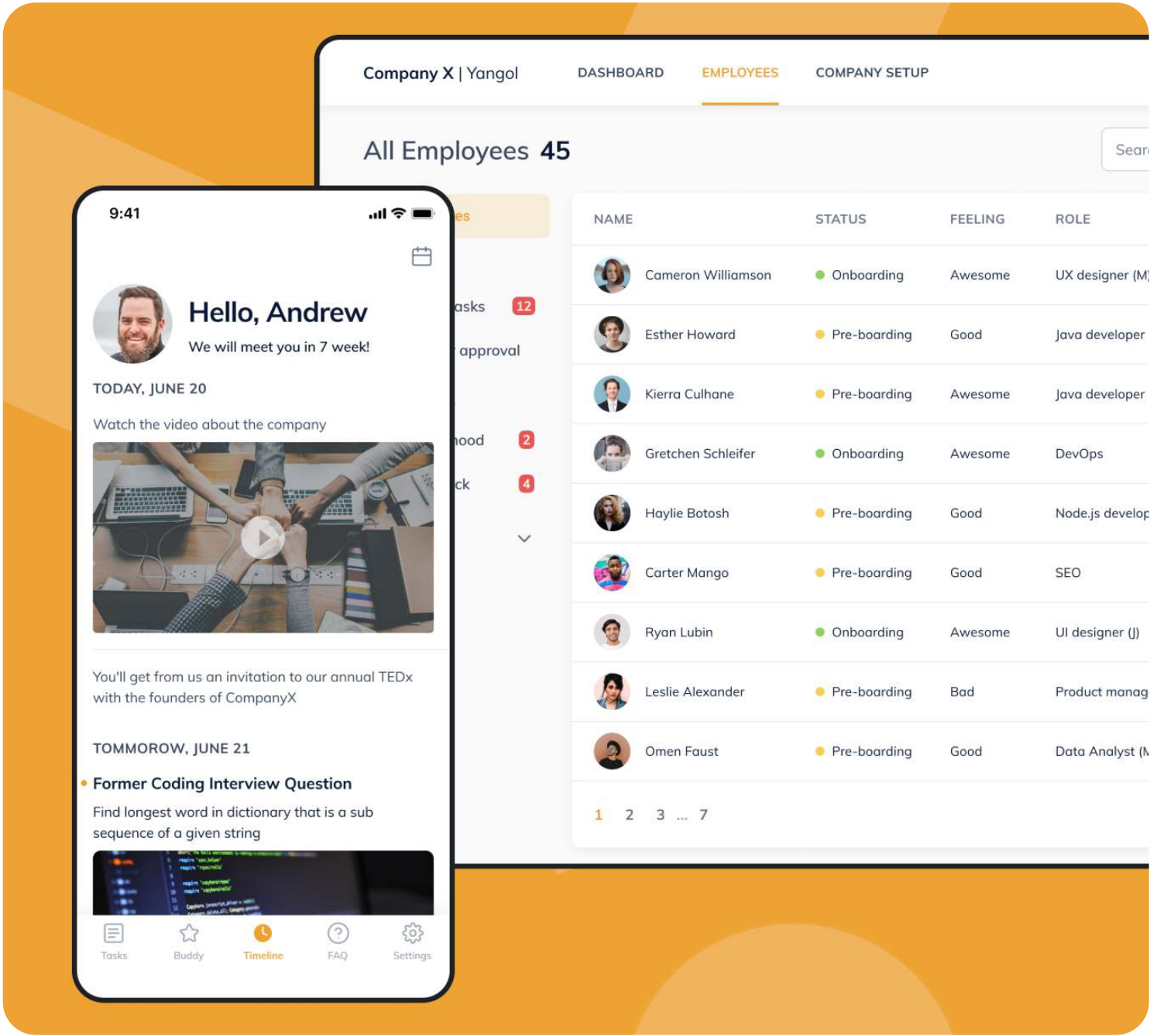
Having completed over 8 projects for **SaaS Platforms for Web & Mobile** in the past 3 years, we gained extensive experience of working **side-by-side with Developers**. Now we can bring the most value to our clients and be at your service if you are:



CRM & ERP PLATFORM



BI & AI DRIVEN ANALYTIC TOOL

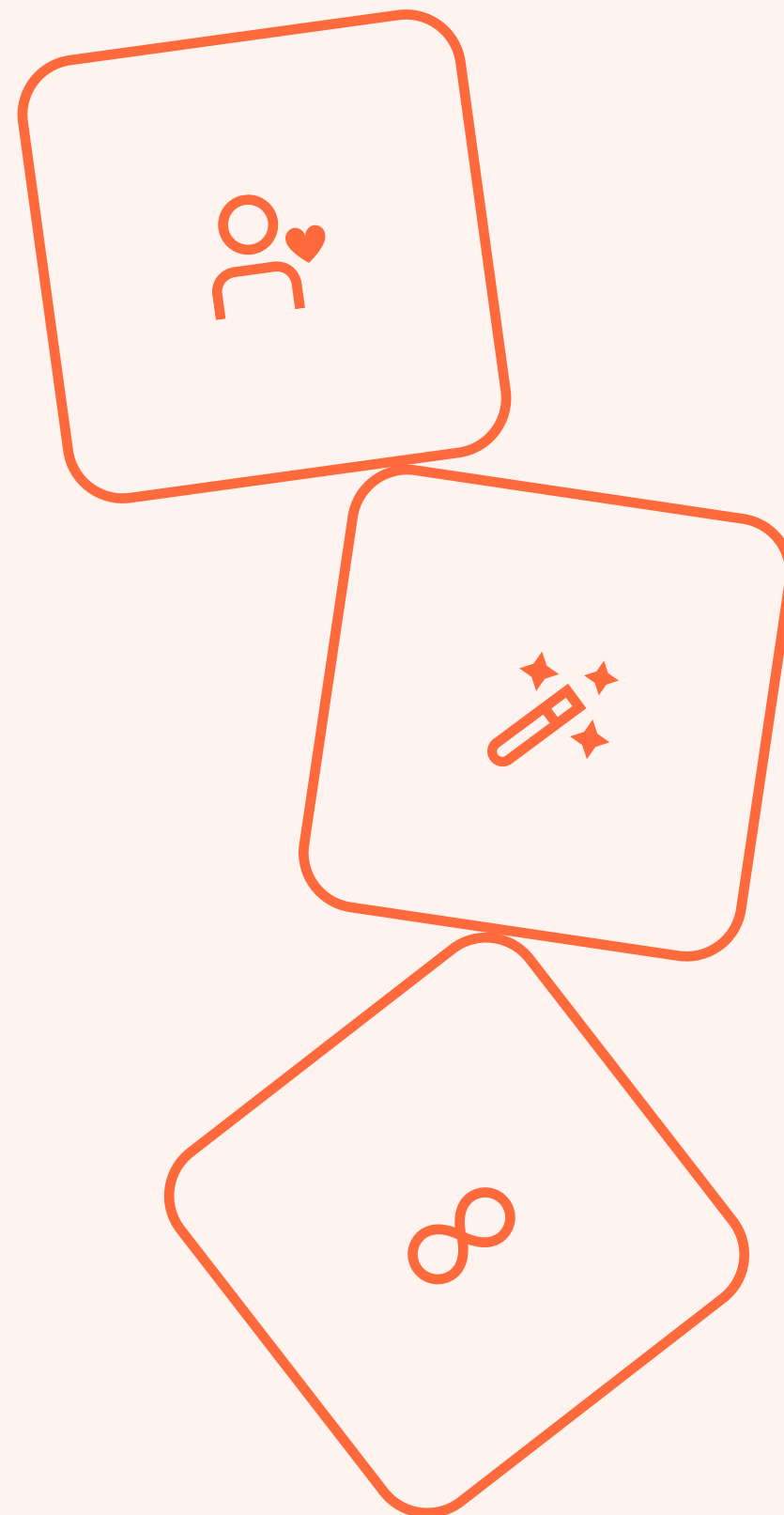


MANAGEMENT PLATFORM



# 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

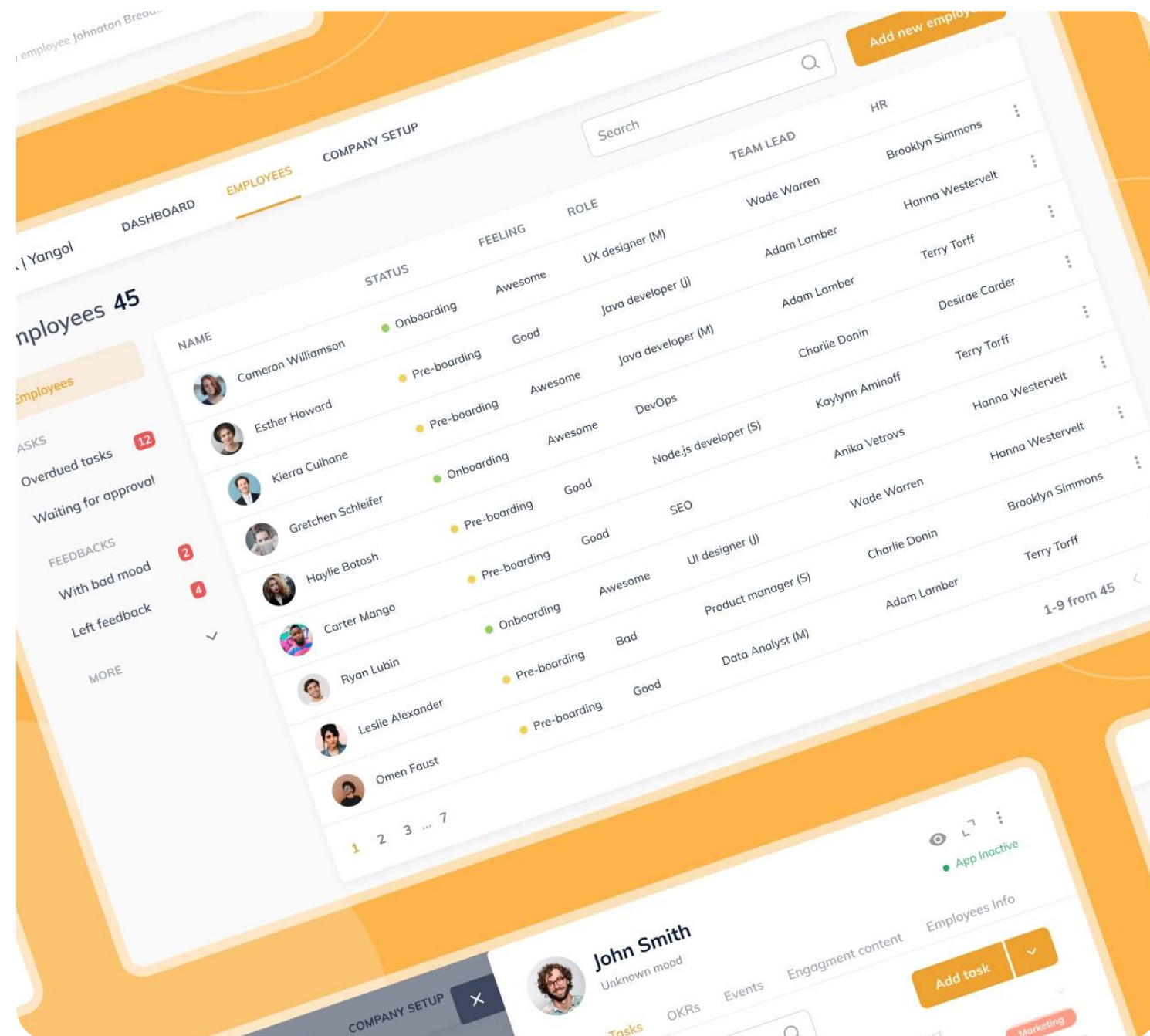
Established and transparent process of design delivery: from idea to realisation and transfer to development.

## Discovery stage

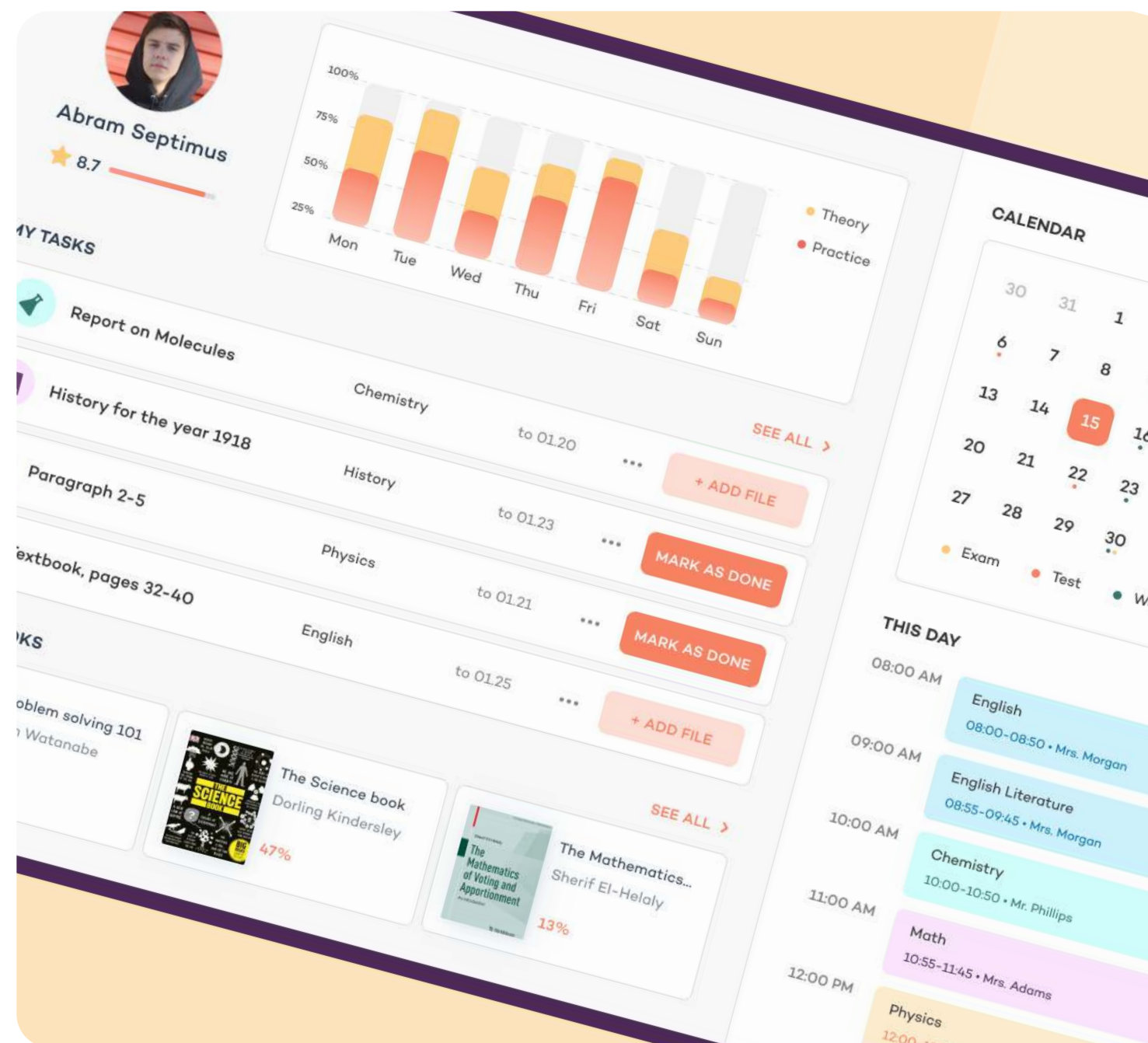
Clear tool that helps decompose an idea into tasks and a roadmap for design and development.



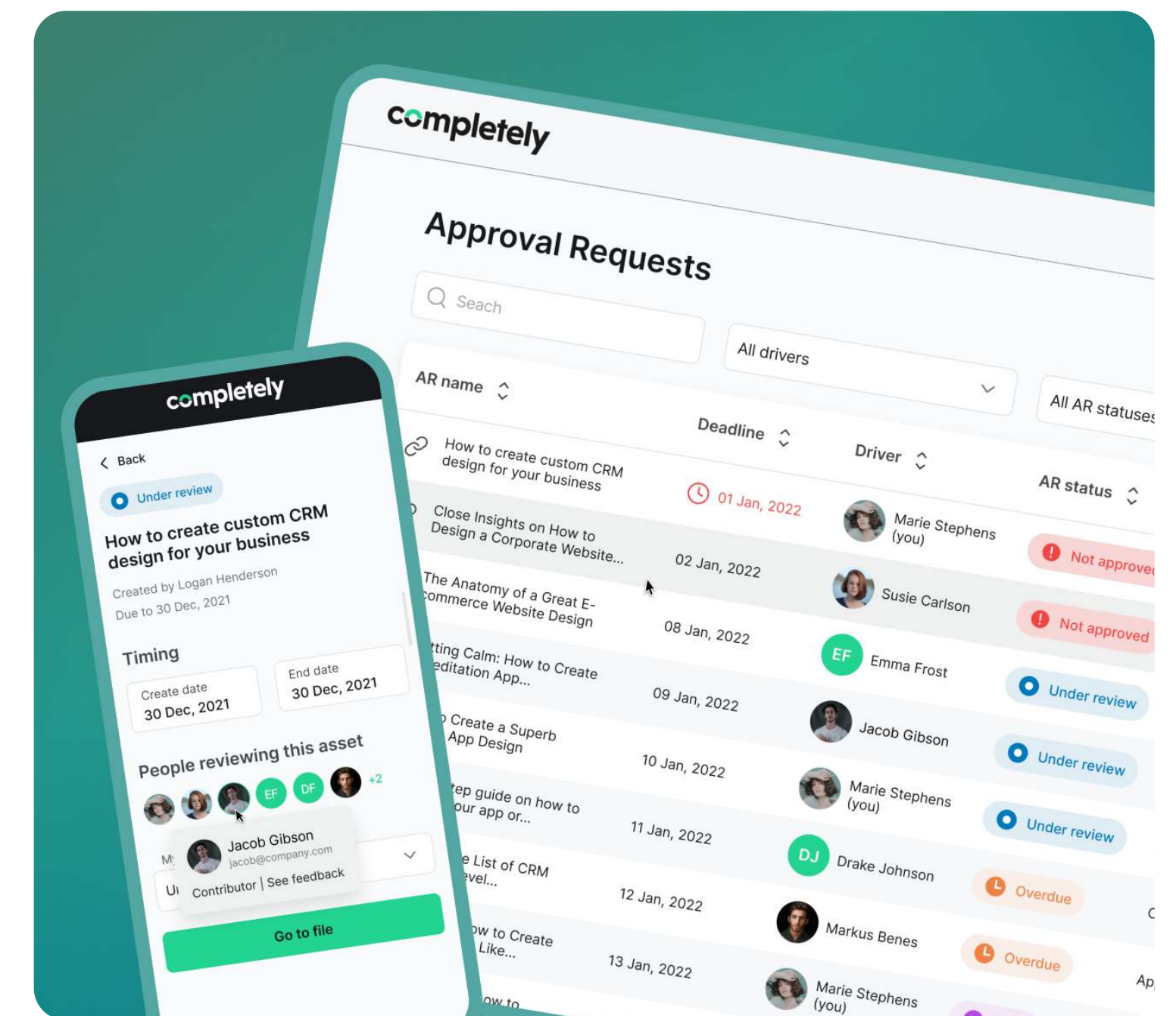
Brilliant in **CRM, ERP & SaaS UX/UI Design** if you are working on:



CRM, ERM, HRM and other management systems



Back Offices, High-loaded systems, Dashboards & Analytics tools



SaaS Mobile App development (both native or cross-platform)





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

VISA

Bimp

SELECTED CLIENTS

Free  
Ukraine

MineFree

SportPlus

Stormotion

Yangol

NORSK  
LITHIUM

Drag your company here 😊

YOUR COMANY

insfocus

SIMAVI

apricot  
INSURANCE

ОЩАДБАНК

Applozic

bidroom

packs

FORCE  
USA



# InsFocus

InsFocus brings advanced analytics to every part of the insurance business, including marketing, underwriting, reinsurance, actuarial, and accounting domains. The Client has 4 core products for different departments of insurance companies.

We have produced a complete redesign for all Client's products and provide a unified solution based on best practices and user feedback. After the Gap Analysis and review of users' behavior, we have provided solutions that gently improve UX for existing users and modern experience for the new ones. Also, we create a roadmap for how to release more complex improvements and changes. The main advantage is a specification for developers with examples of components UI.

## Headquarters

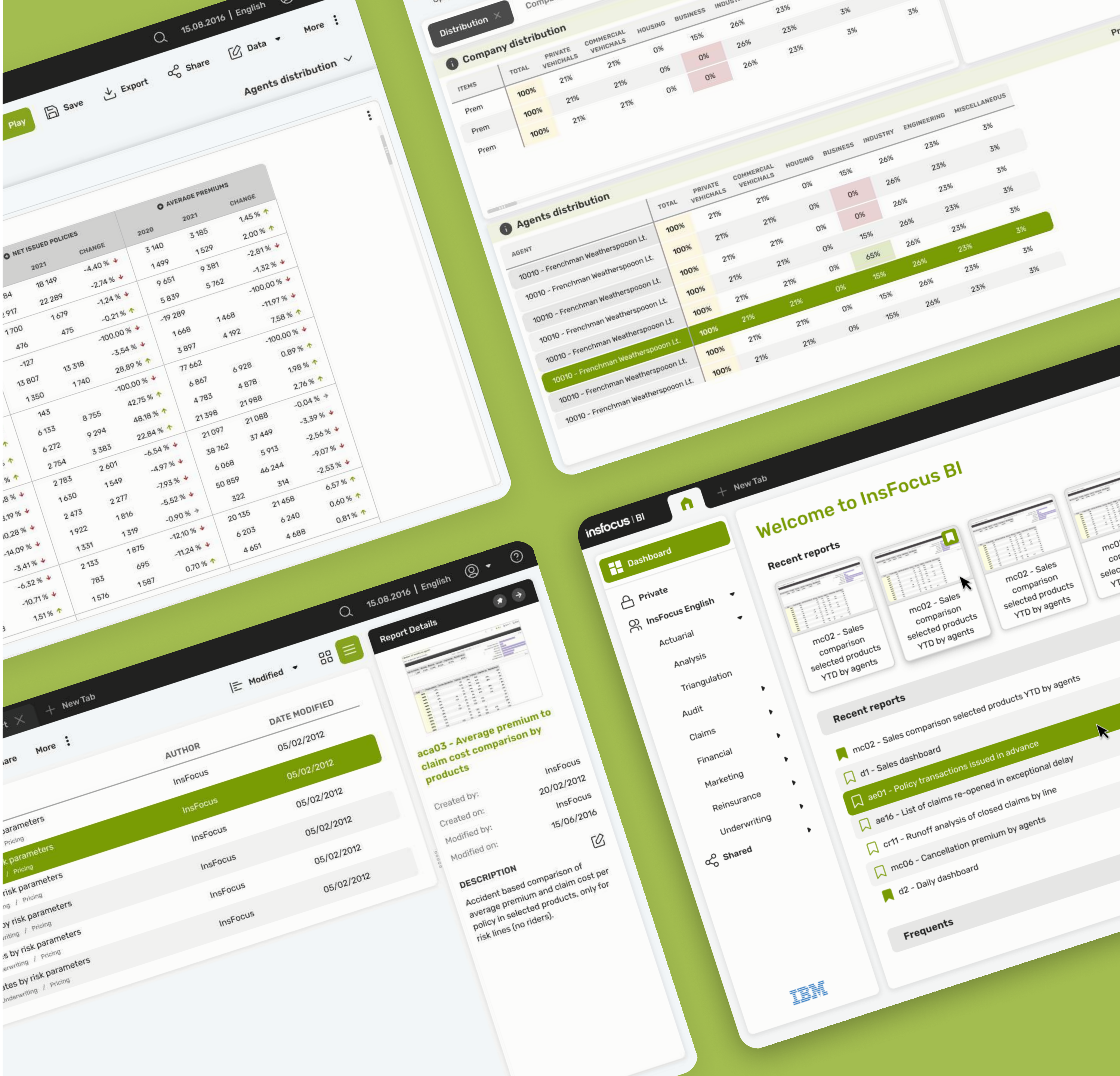
Petach Tikva, Israel

## Industry

BI, SaaS, Insurance BI Analytics

## Services we provided

- UX Audit
- UX/UI design
- Product design
- Design System





# Completely

The main idea was to create a very comfortable workplace for copywriters. But in the end whether you're a business, startup, artist, or private person, this product is for everyone. It replaces many chats, emails, and additional task managers. Completely allows for collecting feedback and getting approval without any mess. Review a document > choose a status > add feedback. A simple and transparent system for everybody. We will divide our process into sprints and provides designs for developers on step-by-step basis.

## Headquarters

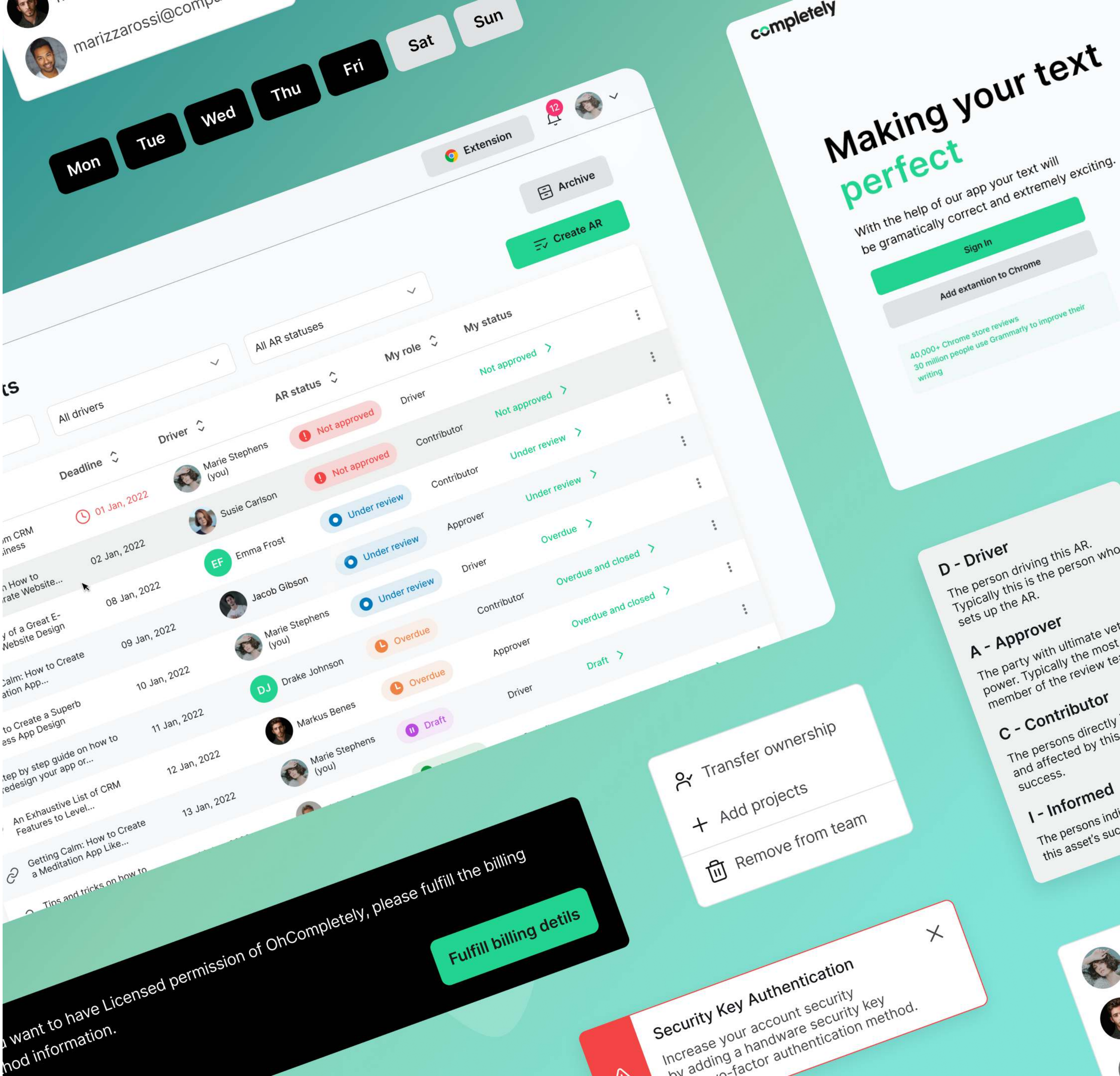
Toronto, Canada

## Industry

Task Manager, Chrome Extension, Project management

## Services we provided

- UX design
- UI design
- Design System
- Design Support





# Yangol

Yangol is a technology company creating outstanding employee journeys. Yangol aims to improve candidates' pre- and onboarding experience and save costs by reducing the employee turnover rate. Automate your processes, prevent burnouts & early resignations, structure your employee journey & stay on top of the game!

We have created a tool to help our Client automate the onboarding process. It allows the company to provide a high-quality and smooth onboarding experience, retain hires and save financial resources. Creating custom employee onboarding software has been an exciting experience for us. We like to watch the growth of the product.

## Headquarters

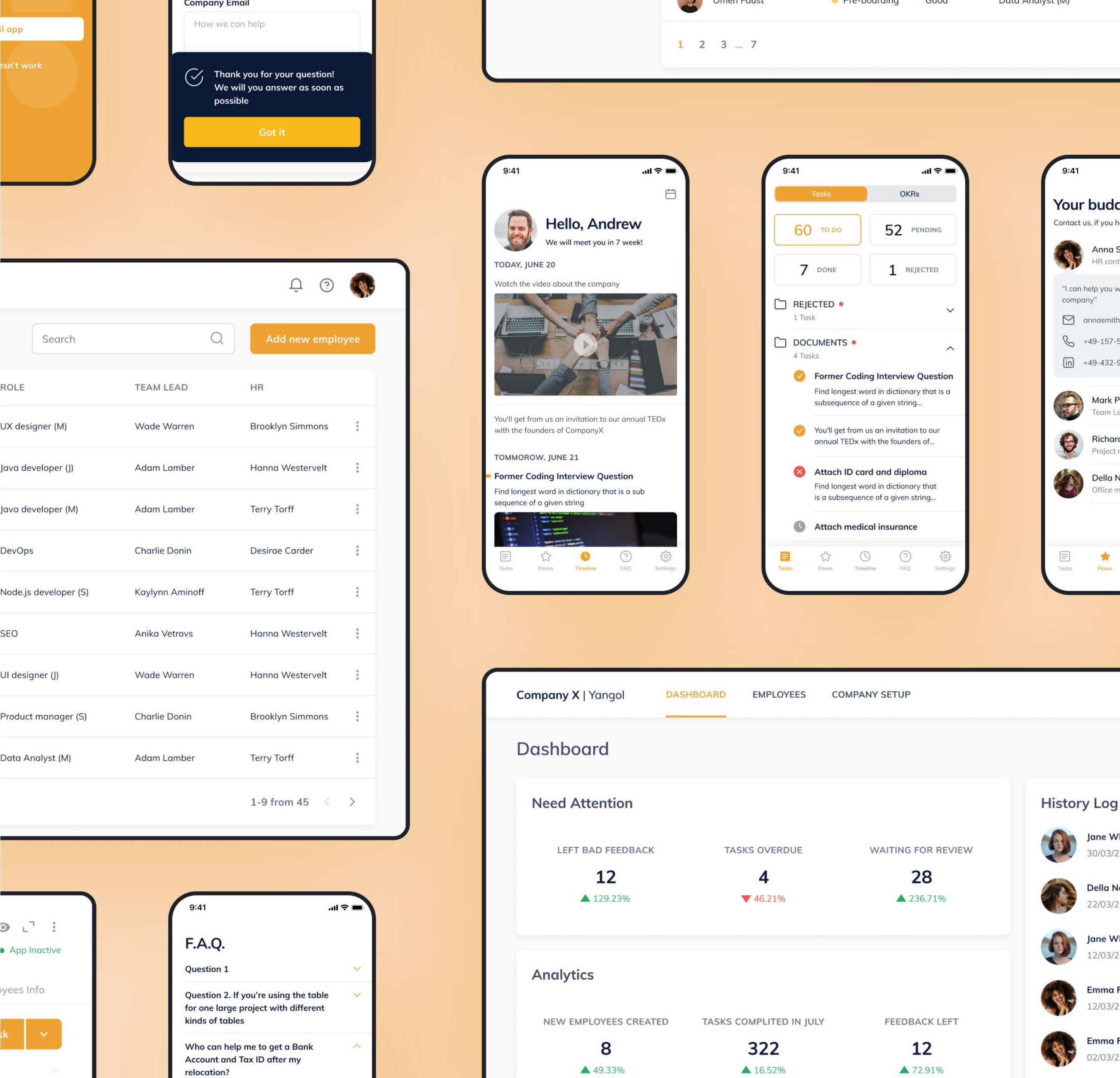
Berlin, Germany

## Industry

Startup, SaaS, HRM system

## Services we provided

- Branding
- Discovery & UX Research
- UX/UI design, Web design
- Product design
- Design Support





# BIMP

The idea came from the three founders of the product. It should be a service that will help keep management records and centrally deal with all financial transactions, taxes, and employee management within one program. So you always hold your finger on the pulse.

After a year of work on design and development, a flexible design system was created, and the product was launched. It allows our Client to plan business budgets, track critical KPIs at the departmental and employee levels, and keep inventory records and sales. Today, we are constantly improving this product, completing new modules (for example, retail one), and improving the product based on user feedback and analytics.

## Headquarters

Kyiv, Ukraine

## Industry

Startup, SaaS, Accounting, Financial

## Services we provided

- Discovery & UX Research
- UX/UI design
- Product design
- Design Support
- Business analysis





# 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

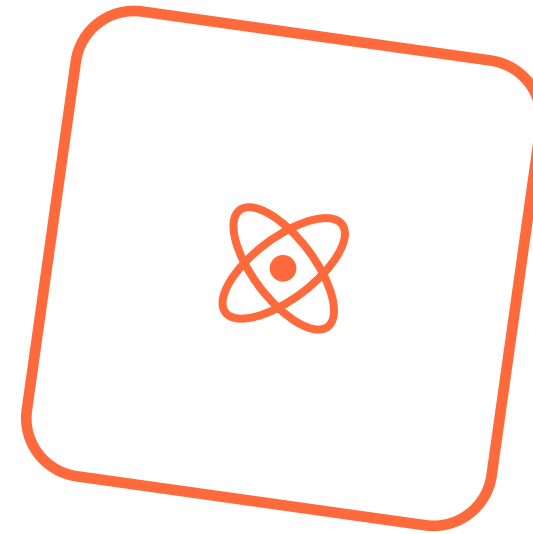


### Discovery and Research

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 SaaS or Management 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

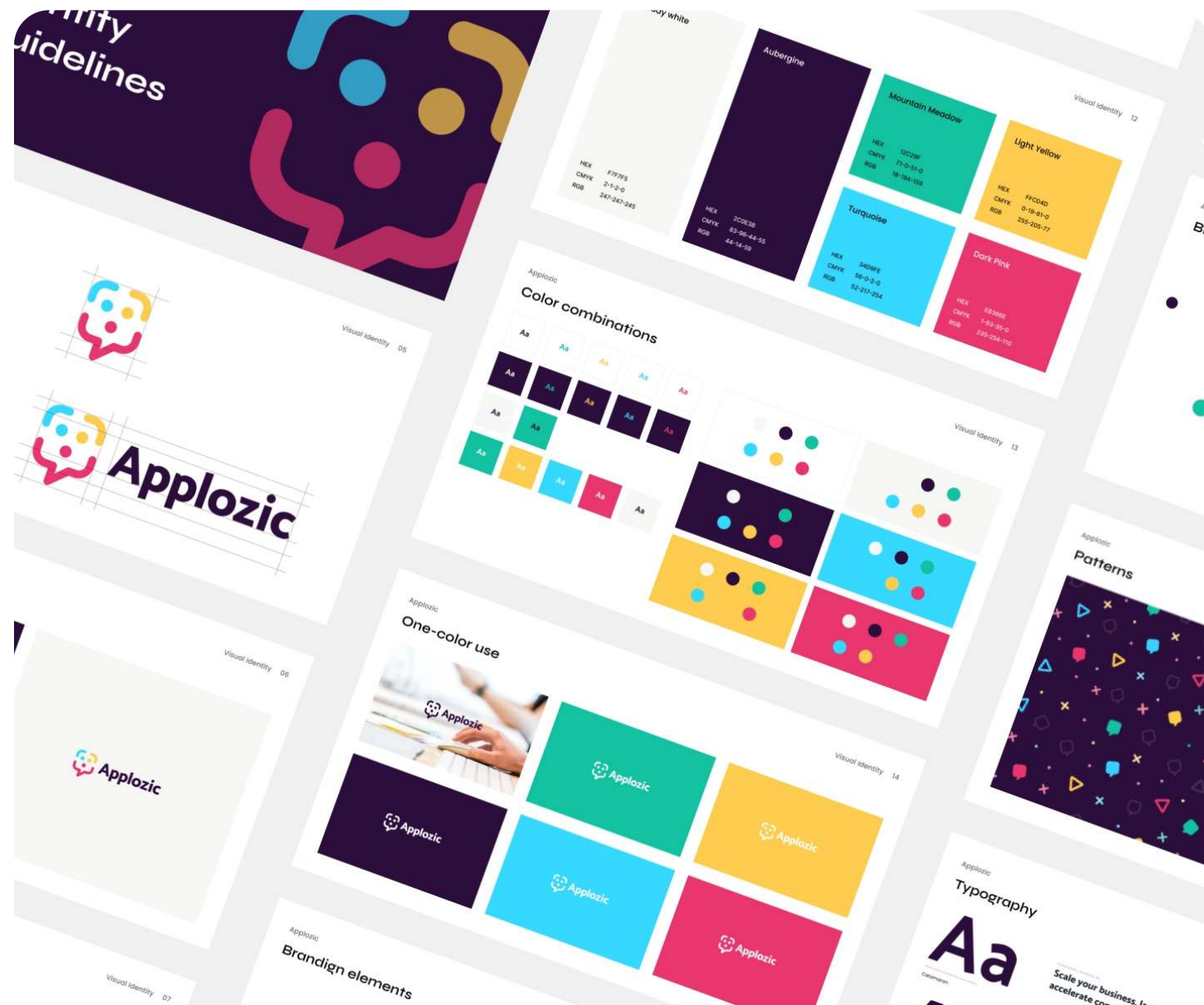
UX/UI is a complex design service. We provide stunning UI, so your business will prosper significantly. Also, we provide Design System for developers: so that the implementation will be smooth and quick.

#### 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

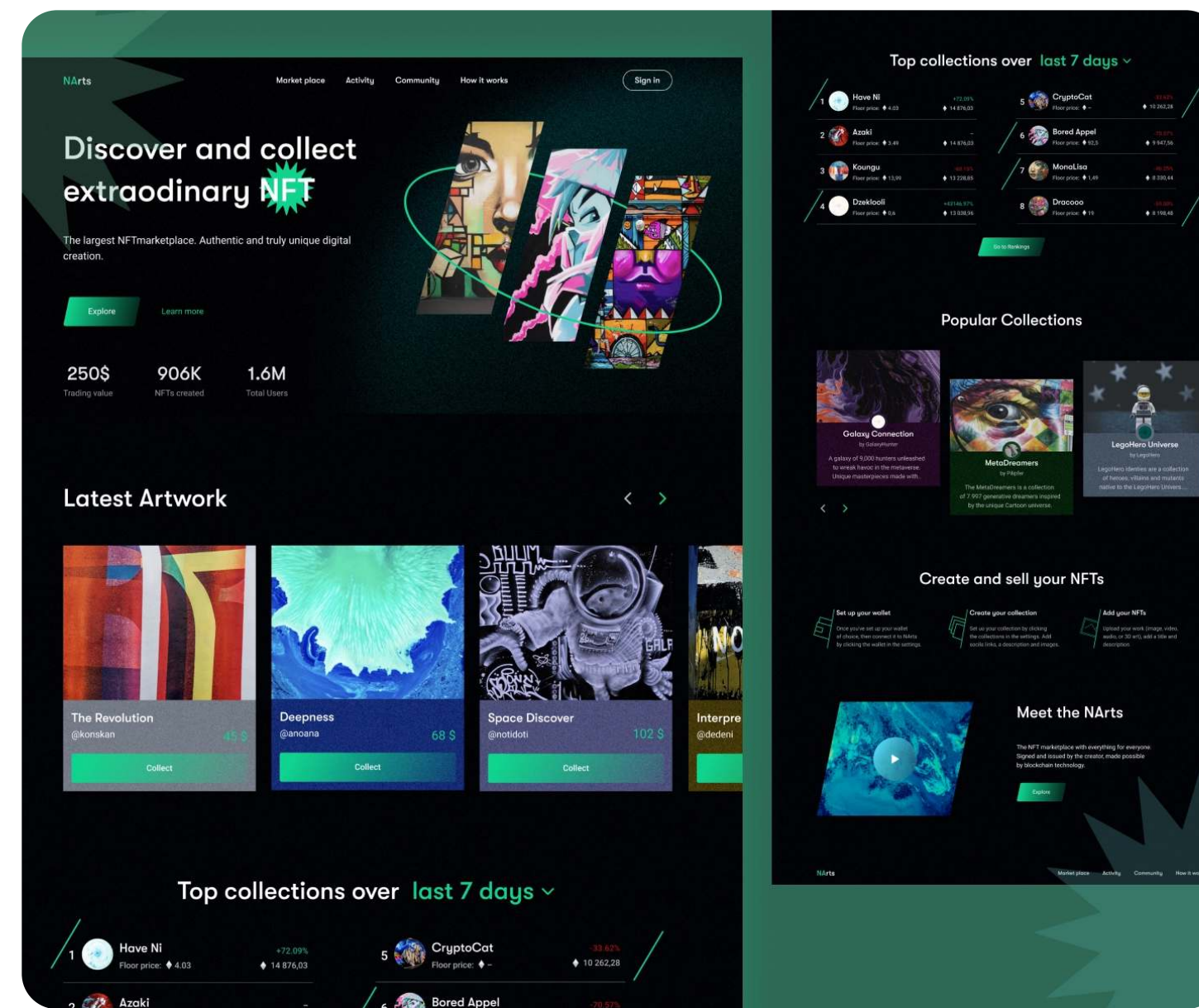


# What else we could propose?



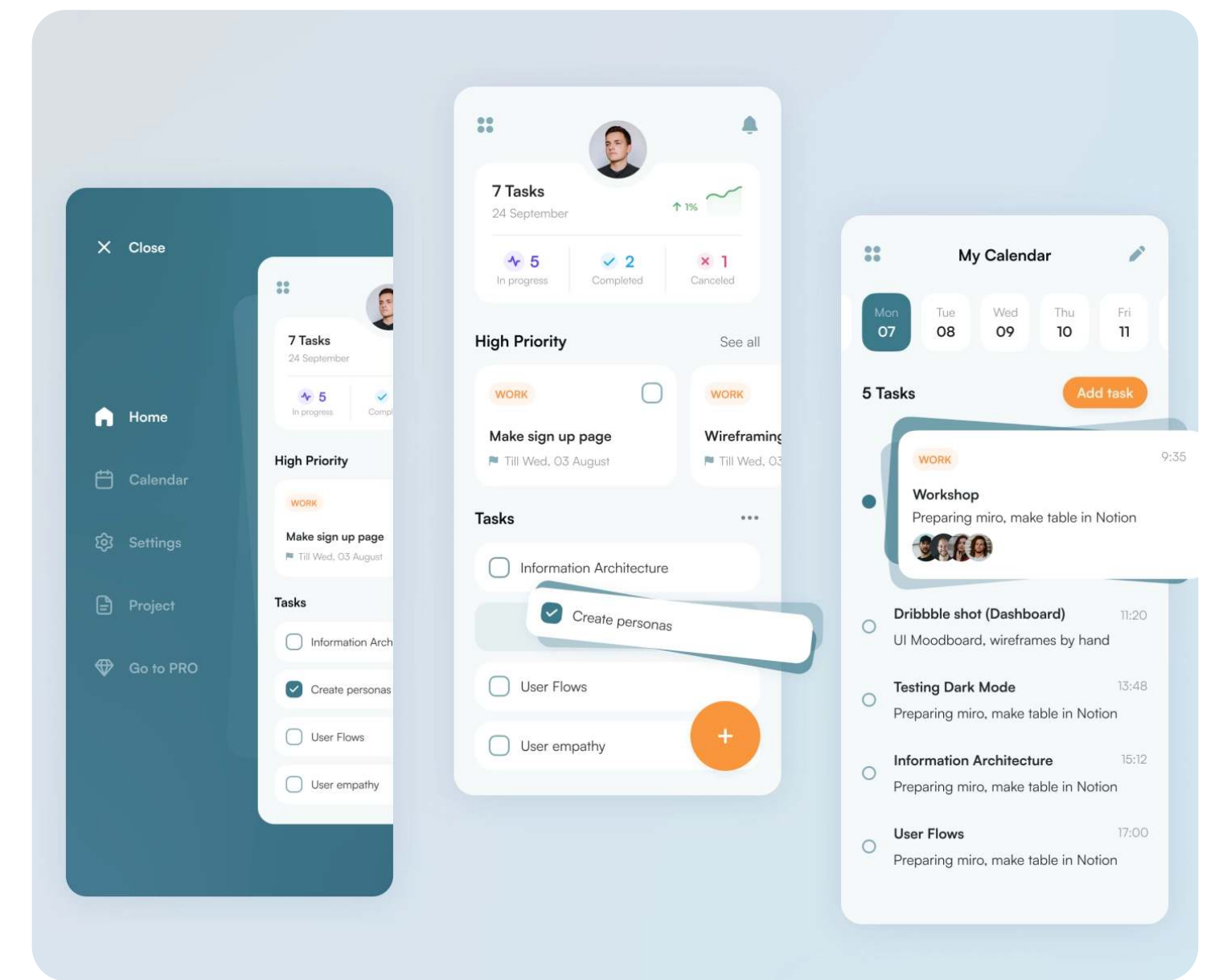
## Digital Branding

We design logos and 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 product look outstanding.



# Design as Investments

You will get a **tool** to help you **grow your SaaS 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 SaaS & CRM/ERP** 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 ❤️