



agency profile 2025

about us

tubik is an award-winning design agency from Ukraine specializing in creating interface design for web and apps, graphic and motion design, as well as visual identities



about us

years of
experience

12+

people
on board

40+

located
in Dnipro

UA 

clients

Clutch 4.9 ★

[See reviews ↗](#)

Adobe

awwwards.

 uMake

 HEINEKEN

LUMEN

designmodo

 United Nations

 NOVA POST

 Opera

awards

 THE WEBBY AWARDS

FWA

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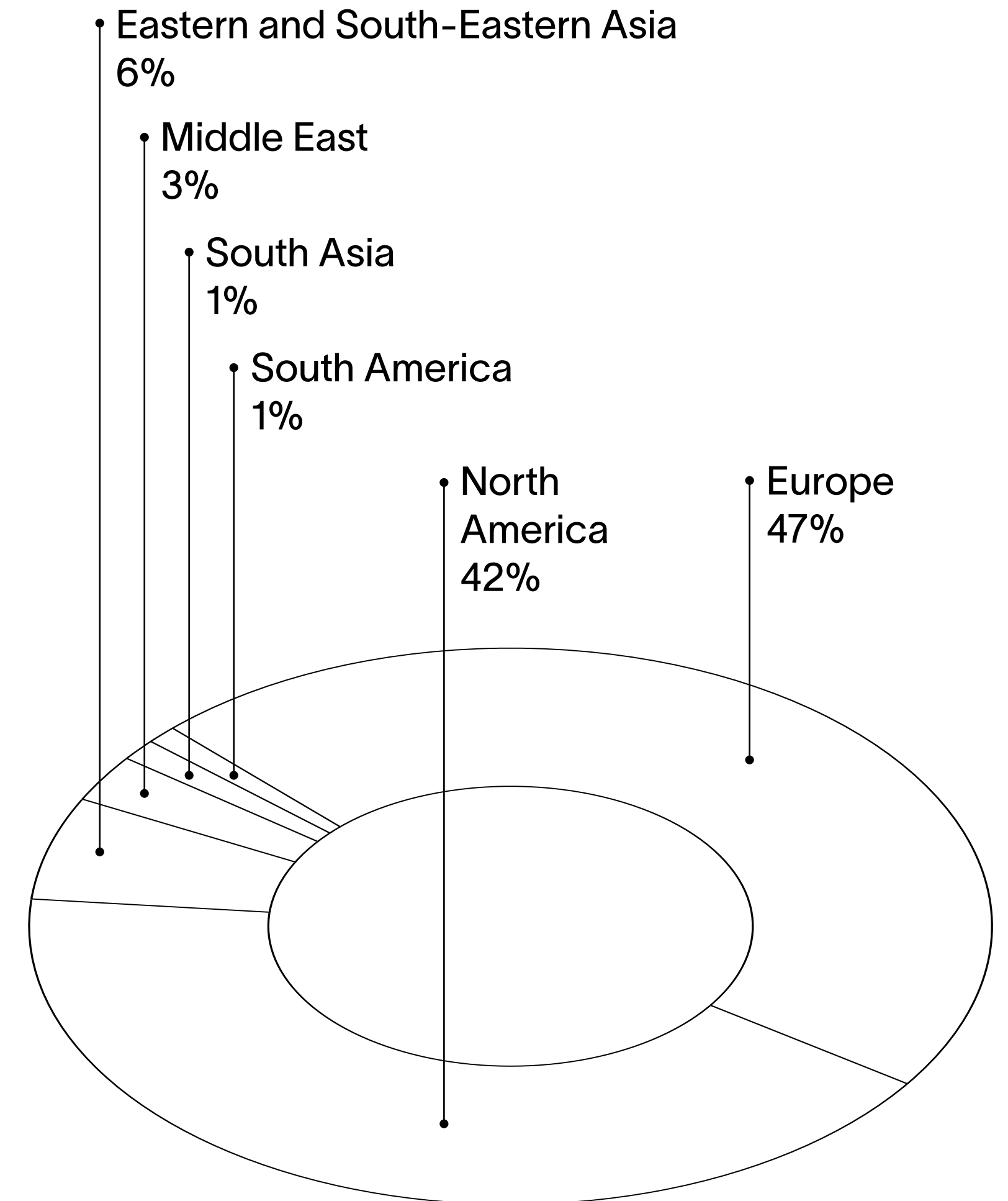
industries & geography

Experience in the industries

- Advertising and marketing
- SaaS and digital products
- Medtech and healthcare
- Lifestyle, hobbies and household
- Fintech
- Entertainment and media
- Food industry
- eCommerce
- Education
- Enterprise
- Travel and hospitality

and multiple others

Client geography



services

visual identity

Rebranding or brand new identity, we create the design systems that you'll be proud to use across all brand touchpoints.

Market Research

Brand Architecture

Brand Naming

Identity Design

Identity Guidelines

Marketing Materials

Mascots

web design

We'll design a website that users will want to tweet and competitors will want to bookmark.

Design Audit

Competitors Research

Content Architecture

Visual Concept

UX/UI Design

UI Kit

Adaptations

Webflow Development

Website Maintenance



services

product design

We'll create MVP concepts for you, test hypotheses, prepare presentations for your stakeholders, start a design system for your designers, and write guides for your developers.

graphics

We can enhance your product design with custom illustrations, icons sets, and videos because sometimes, graphic design can tell more than words.

Competitors Research

Features Analysis

User Journeys

UX/UI Design

2D & 3D Illustrations

Promo Videos

Icons Sets

Prototyping

Design System

Product Maintenance

UI Kit

Creative Visuals

Print Materials

Collage Art



selected work

Decriminalize Poverty

Decriminalize Poverty in Tennessee is the web project that emerged from a report by the Vera Institute of Justice and Free Hearts. This narrative experience explores how poverty has been criminalized across Tennessee, what this means for people who live in communities in the state, and practical steps to build a better future.

decriminalizepoverty.org

[see case](#)

Services	Web Design Graphic Design Web Development Motion Design
Industries	Philanthropy & Social Good Legal & Consultancy
Challenge	To structure a massive amount of complex content into an engaging story-driven website showcasing a digital archive of 500+ impacted voices. To represent delicate info on a heavy subject in a way that would keep readers' attention.
What we did	<ul style="list-style-type: none"> Transformed dense content into concise steps Defined the key notions from every part of the report that we later highlighted with graphics Analyzed various accent colour options to carefully choose the perfect non-provocative solution Built the experience upon the use of illustrations, collages, photography and animations
Recognition	<ul style="list-style-type: none"> Webby Winner 2023 Webby People's Choice 2023 Webby Nominee



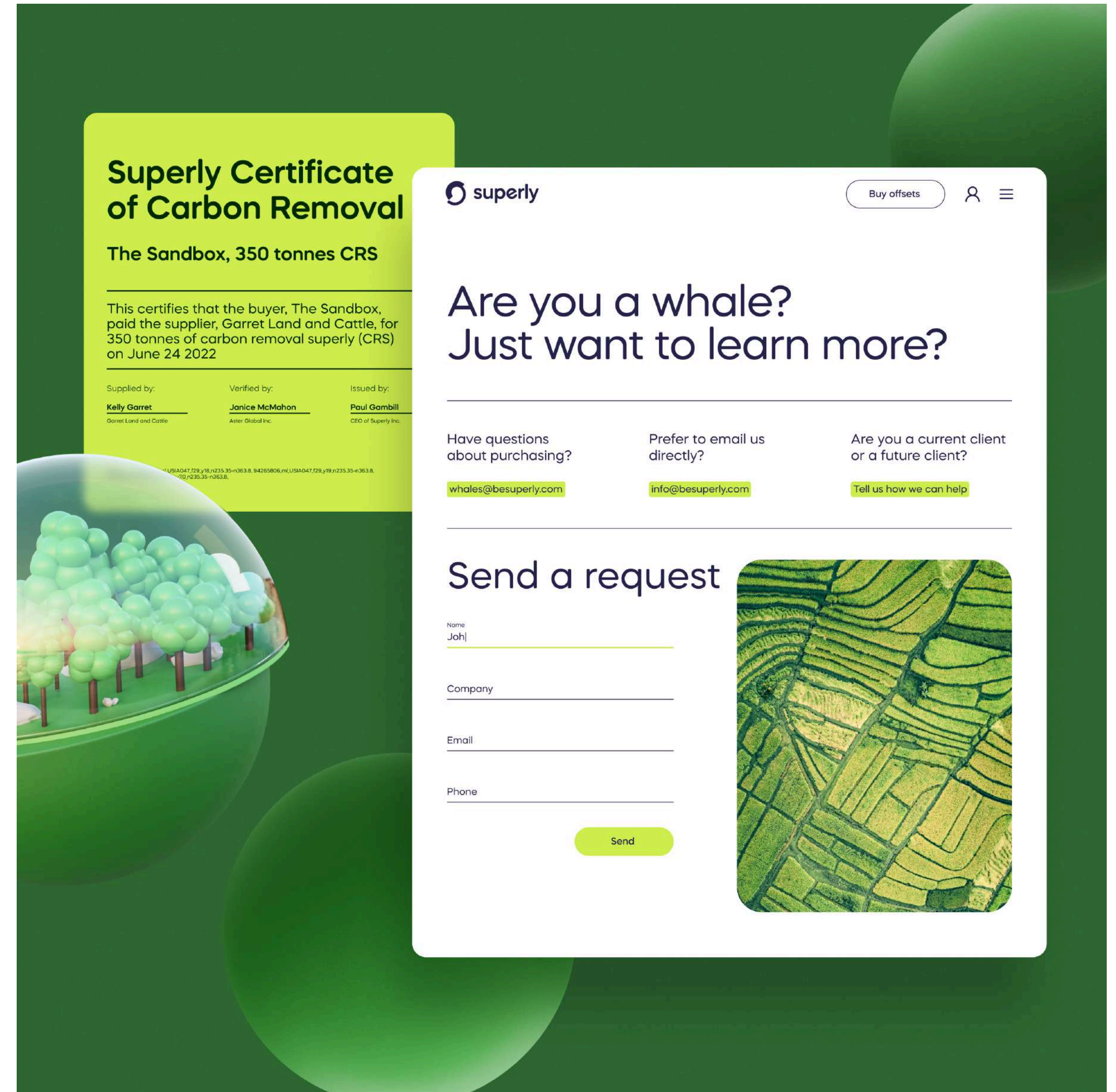
Superly

A marketplace that cares about solutions dealing with the climate crisis and combines crypto technologies and digital innovations with offsetting carbon footprint for that objective.

besuperly.com ↗

[see case](#) ↗

Services	Graphic Design Web Design Visual Identity
Industries	Fintech Blockchain, Crypto, NFT Environment & Sustainability
Challenge	Finding a visual identity and brand communication that would combine modern, highly abstract technologies with the theme of environmentally friendly life and would not be overly serious or business-like to appeal to the diversity of users. Inventing the systemized and structured creative process, allowing for faster generation of NFT visuals.
What we did	<ul style="list-style-type: none"> • Deep research and analysis to define the efficient, comprehensive approach • Friendly and engaging brand identity design • Informative and welcoming website to uncover all the benefits of the service and engage visitors to try it as well as track their progress conveniently • Huge collection of original 2D and 3D NFT visuals with the implementation of the customized generative approach to speed up the creative process • Smooth and elegant motion design for a more dynamic and emotional user experience



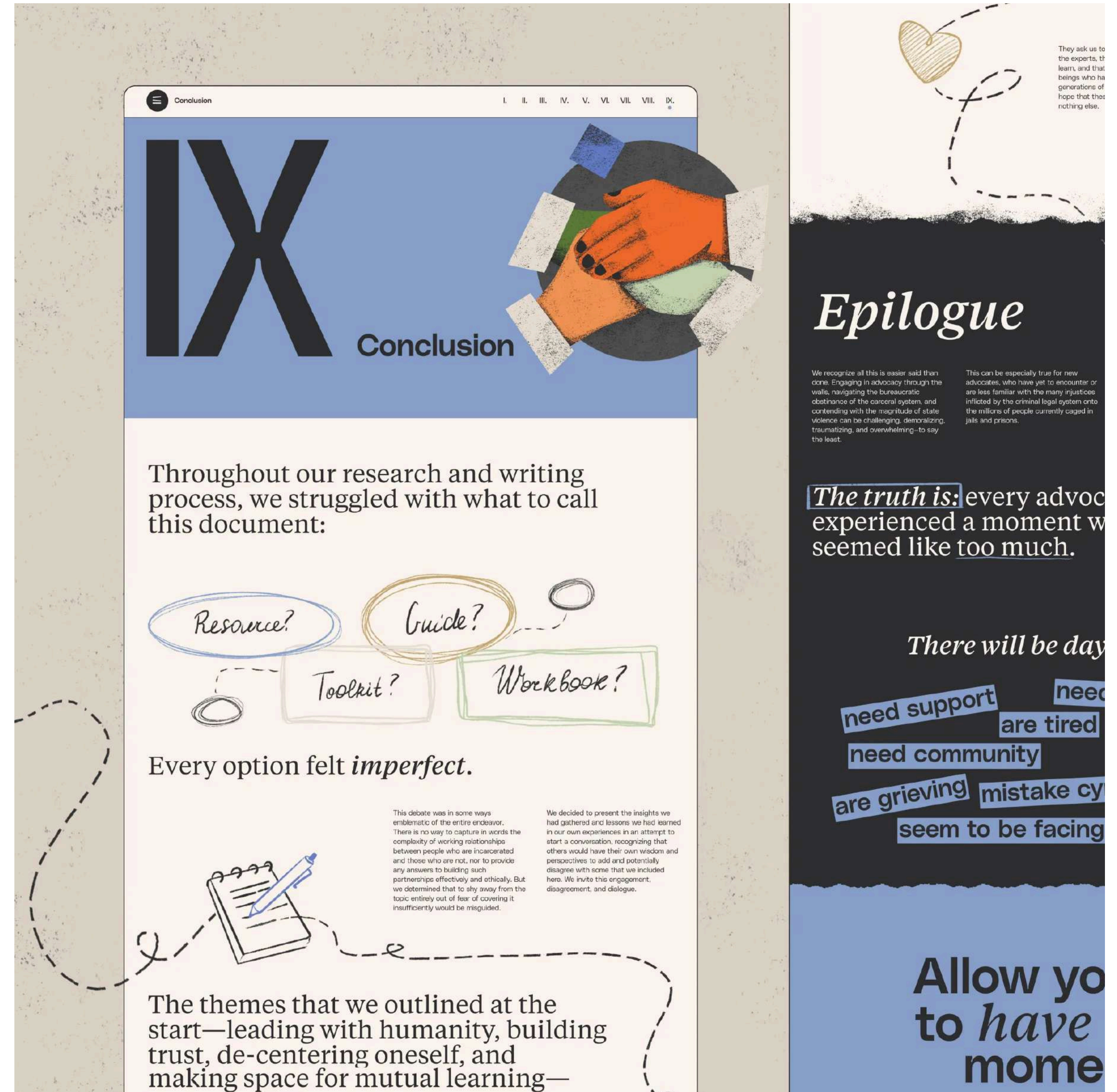
Advocacy Through Walls

Advocacy Through Walls is an interactive guide for advocates on ethically engaging with incarcerated individuals and those affected by systemic advocacy. Based on research and interviews on trauma-informed care, it's a Zealous initiative challenging injustice through media and storytelling.

advocacythroughwalls.com ↗

[see case](#) ↗

Services	Graphic Design Illustrations Web Design Development
Industries	Philanthropy & Social Good Legal & Consultancy
Challenge	Finding the best ways to transform and arrange extensive professional, text-heavy content into an informative, smart, consistent, and engaging experience empowered with storytelling techniques.
What we did	<ul style="list-style-type: none"> • Defined the visual style approach combining editorial and digital content presentation techniques for effective content presentation • Designed and developed an intuitive and attractive website • Created custom graphics and animations, amplifying storytelling and integrity of user experience
Recognition	<ul style="list-style-type: none"> • <u>Webby Winner – Law 2024</u> • <u>Webby Honoree – Diversity, Equity & Inclusion 2024</u>



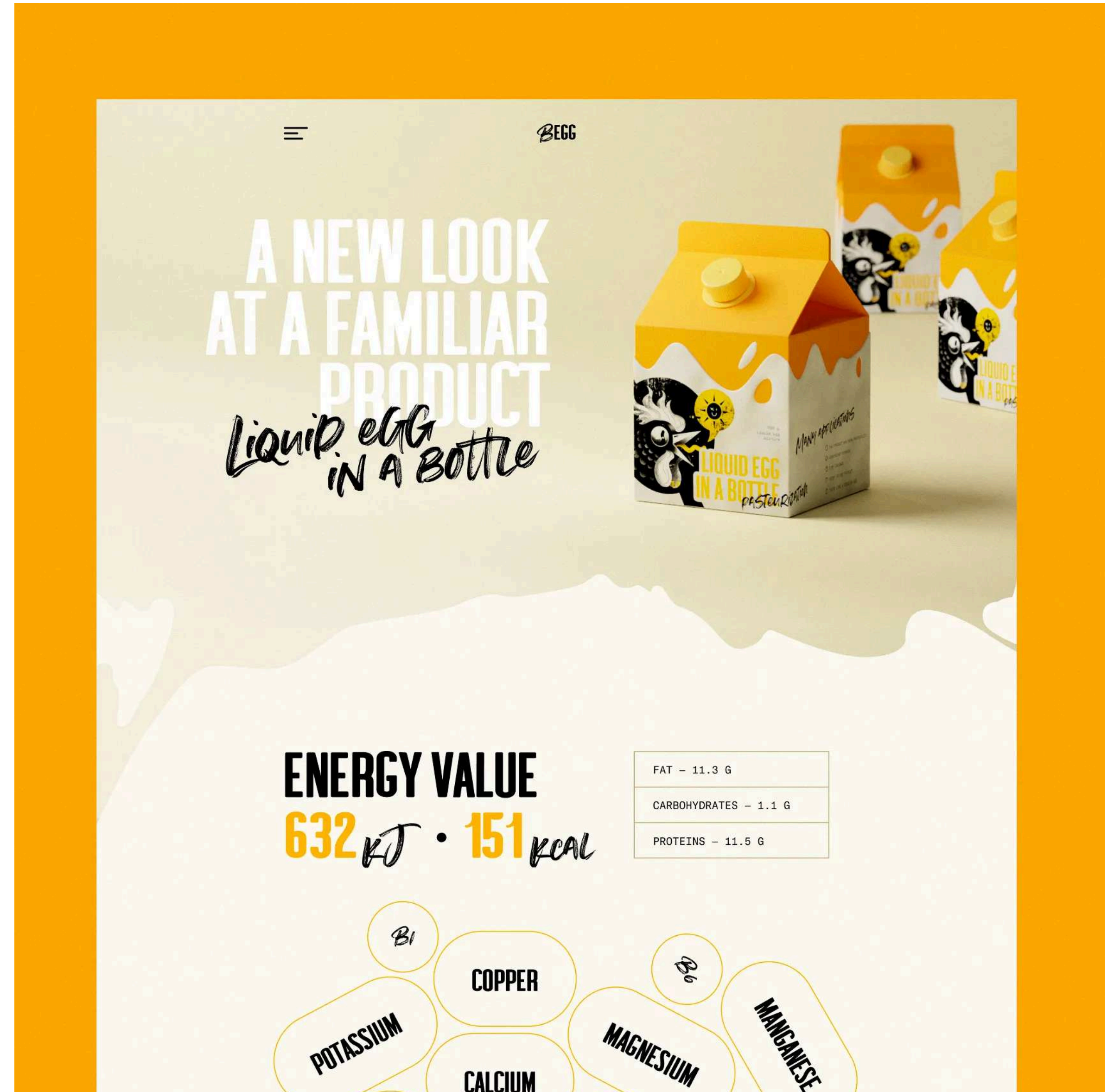
B-EGG

Website for experimental niche food producer

b-egg.farm ↗

[see case](#) ↗

Services	3D Web Design Webflow Motion Design
Industries	Food & Beverage eCommerce
Challenge	The design had to be emotional and original to make the niche and narrow-focused brand stand out from the crowd in the extremely competitive market sector of food products.
Recognition	<ul style="list-style-type: none"> • Awwwards Site of the Day • Awwwards Developer Award • Awwwards Honors • FWA of the day



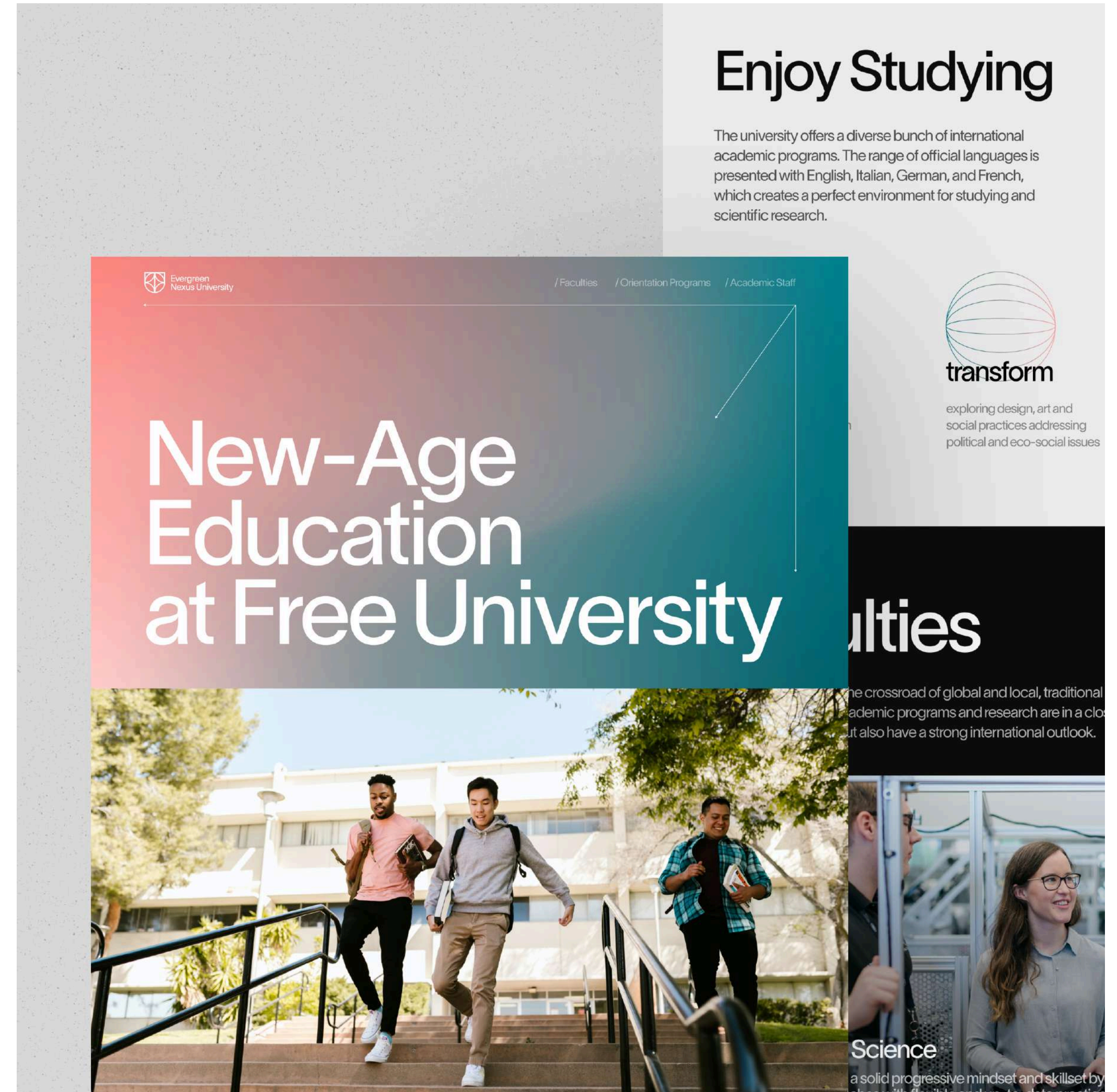
Evergreen Nexus University

A university website.

egn.university ↗

[see case](#) ↗

Services	Web Design Webflow Graphic Design
Industries	Education
Challenge	To combine functionality and informativeness with a modern visual style that appeals to different age segments of users and makes the website user-friendly, employing effective mental models.
What we did	<ul style="list-style-type: none"> • Researched the sphere to build up the approach that would help the website stand out • Created website design with efficient content presentation • Worked on custom visual content and animations that make user experience more aesthetic and engaging <p>Implemented the website with Webflow</p>



HP23

Website design and development for the company producing bionic prostheses with therapy and training for their users, pushing innovations and evolution of the prosthetics sphere.

hp23.science ↗

[see case](#) ↗

Services	3D Motion Design Product Design Web Design Webflow
Industries	Health Care Health Tech Science & Engineering
Challenge	To find a way of presentation that would be informative but not overwhelm the visitors with too specific or technical information.
What we did	<ul style="list-style-type: none"> • Created website design with efficient content presentation • Created a realistic 3D model and animation of a prosthetic hand that would be effective in product presentation



Toy Joy

Adult toys e-commerce store

toysforjoy.shop

[see case](#)

Services

- 3D
- Branding
- Graphic Design
- Illustrations
- Motion Design
- Web Design
- Webflow

Industries

- E-commerce

Challenge

To develop a general style that would set a clear connection to the niche and the nature of goods but at the same time would look elegant and pack the theme in a non-vulgar, attractive visual presentation.

What we did

- Research and analysis of the competition in the market segment to set the style that lets the brand stand out
- Website design setting the engaging, intuitive path to an easy purchase and combining different types of visuals to share the idea of sophisticated and tempting pleasure
- Website implementation with Webflow
- Creating custom graphics, 3D models, and animation for more impressive experience

Recognition

- [Awwwards Site of the Day](#)
- [Awwwards Honors](#)



Drug Test Innocence

Drug Test Innocence is an online resource exposing the harm of inaccurate field drug tests, a major cause of wrongful arrests in the U.S. It presents research, real cases, and solutions to limit their impact. Created with Zealous, it's an award-winning project by The Roadside Drug Test Innocence Alliance, dedicated to reducing the harm of faulty field tests.

drugtestinnocence.org ↗

[see case](#) ↗

Services	Web Design Webflow Motion Design 3D
Industries	Philanthropy & Social Good Legal & Consultancy
Challenge	To turn the massive text content on the problem into a socially impactful resource that would engage people in the topic and let them obtain valuable information conveniently.
What we did	<ul style="list-style-type: none"> • Defined the visual style approach and structure for effective content presentation • Designed and implemented an informative as well as aesthetically and emotionally appealing website • Applied various tools and techniques of visual communication to make web pages captivating and impressive • Integrated a variety of graphics, 3D visualizations, and animations, amplifying data presentation and coherence of user experience
Recognition	<ul style="list-style-type: none"> • Webby People's Choice — Law 2024 • Awwwards Site of the Day • Awwwards Developer Award • Awwwards Honors



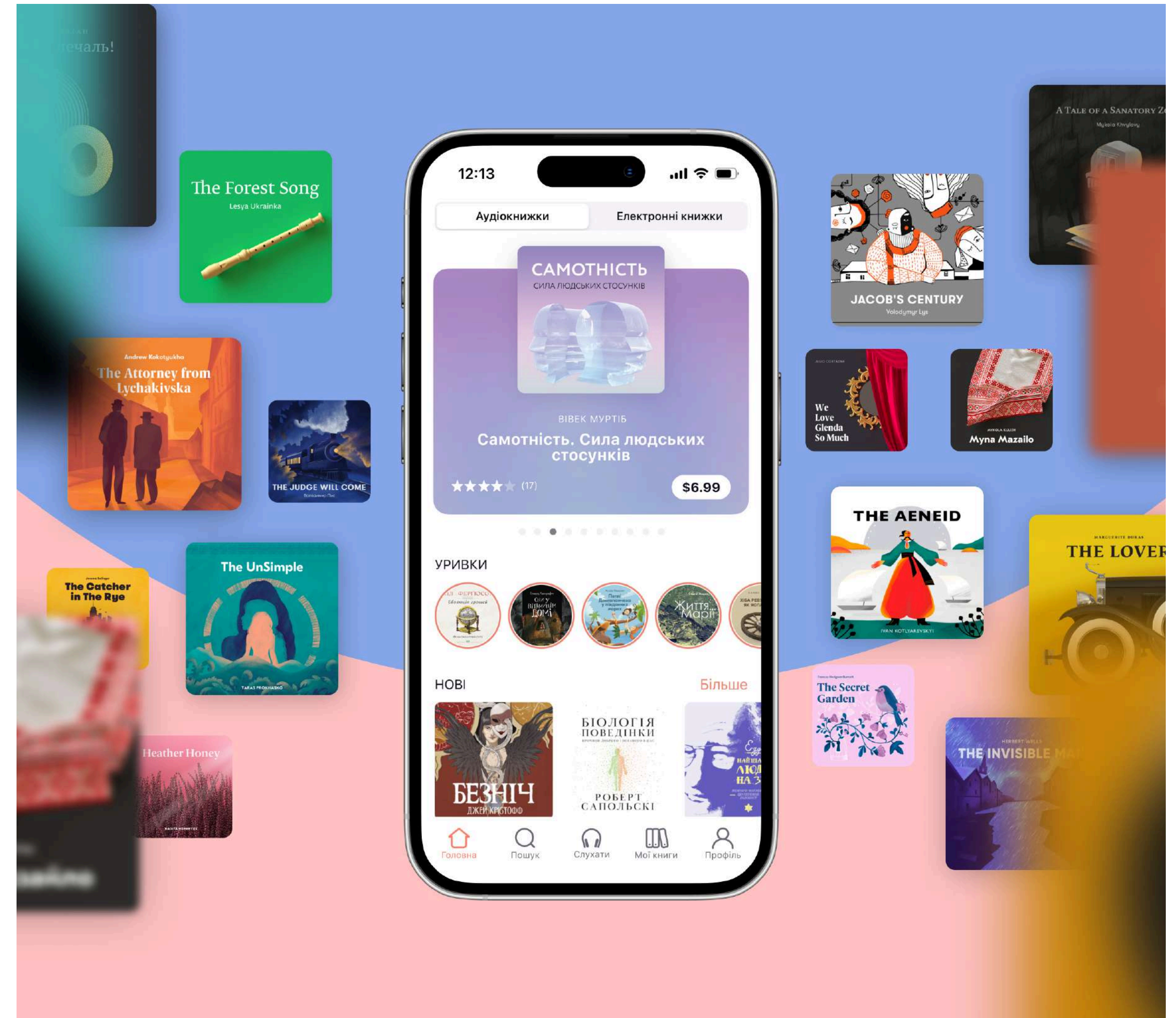
Abuk

Abuk is a Ukrainian language audiobook and ebook store, based on original high-quality sound recording. It offers classic and contemporary Ukrainian and world literature to be read and listened to on smartphones and tablets

abuk.com.ua ↗

[see case](#) ↗

Services	Visual Identity Product Design Web Design Illustrations
Industries	eCommerce Leisure & Lifestyle
Challenge	The client had a general idea to have a functional audiobook app, and to launch mass production of high-quality audiobooks in Ukrainian, and tubik built a modern product around it, which evolved as abuk's team grew, and shaped into a consistent strong brand.
What we did	<ul style="list-style-type: none"> • Product naming • Several rounds of visual identity design to reflect the evolving values of the brand through the years • Interface design for mobile, tablet and web apps • Continuous feature update support • Hundreds of custom audiobook cover arts as part of the brand identity • Social media branding and marketing campaigns design • Printed promo materials for promo campaigns and events
Recognition	<ul style="list-style-type: none"> • 100K+ downloads of the app • 500+ audiobooks available within 3 years after launch • Top 10 in App Store Books section



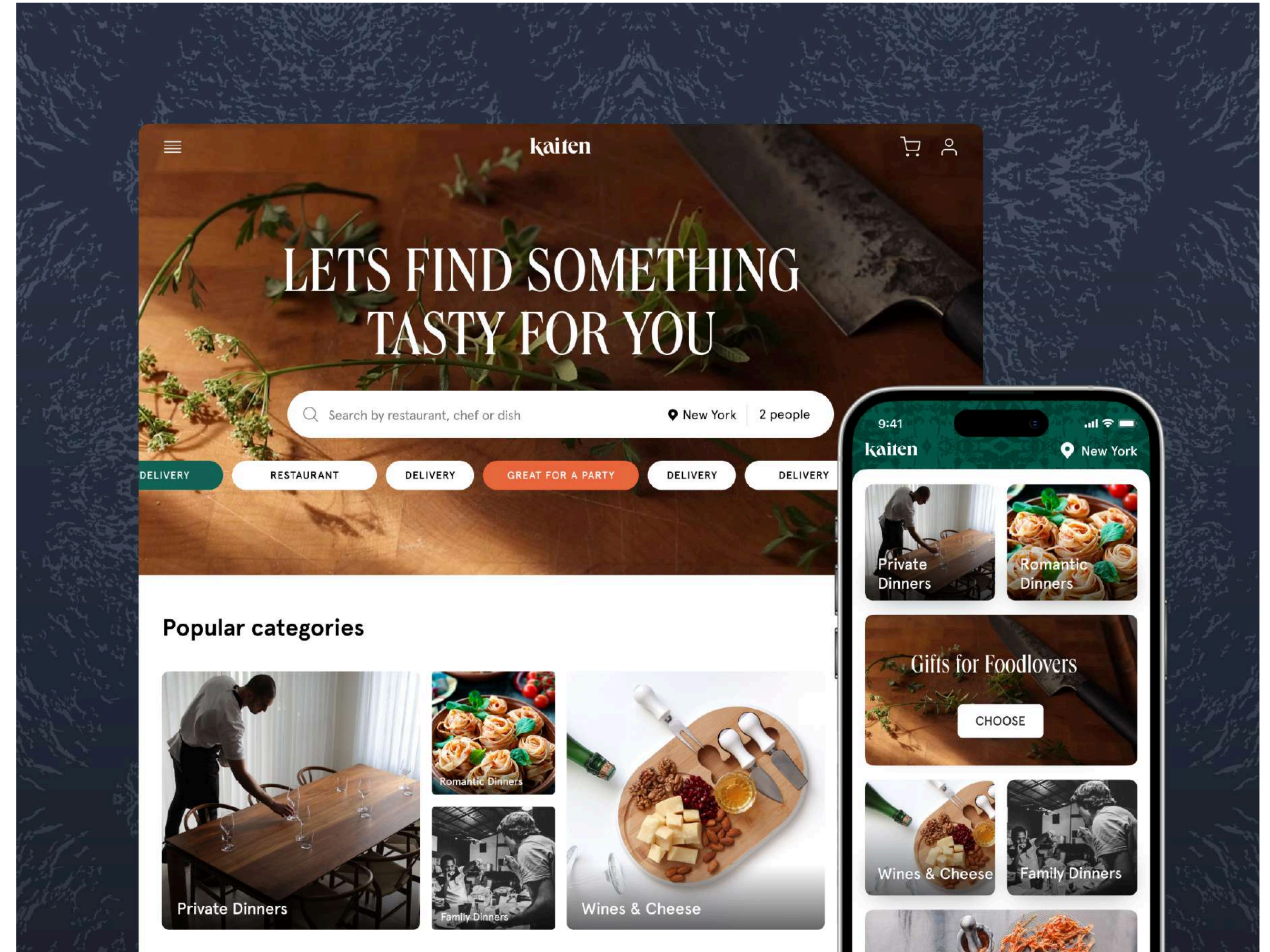
Kaiten

A curated food marketplace that fuels the future of dining by helping makers reach wider audiences and giving them a supportive community

onkaiten.com

[see case](#)

Services	Visual Identity Web Design Product Design
Industries	Food & Beverage
Challenge	To create an identity and interface design that would make the brand recognizable, and at the same time would give enough space for showcasing the food makers' content.
What we did	<ul style="list-style-type: none"> • Built a brand model that appeals to creators and customers • Created a solid and flexible identity for the diversity of marketing goals and channels, both digital and traditional • Created a unique system of food-based design patterns • Developed a photography guide to ensure the content from various creators would fit the brand • Designed the mobile app interface that is both functional and artistic • Provided design support for not only digital, but also physical branded items such as brochures delivery boxes
Recognition	Successful product promotion launch, collaborations with chefs from US and Israel



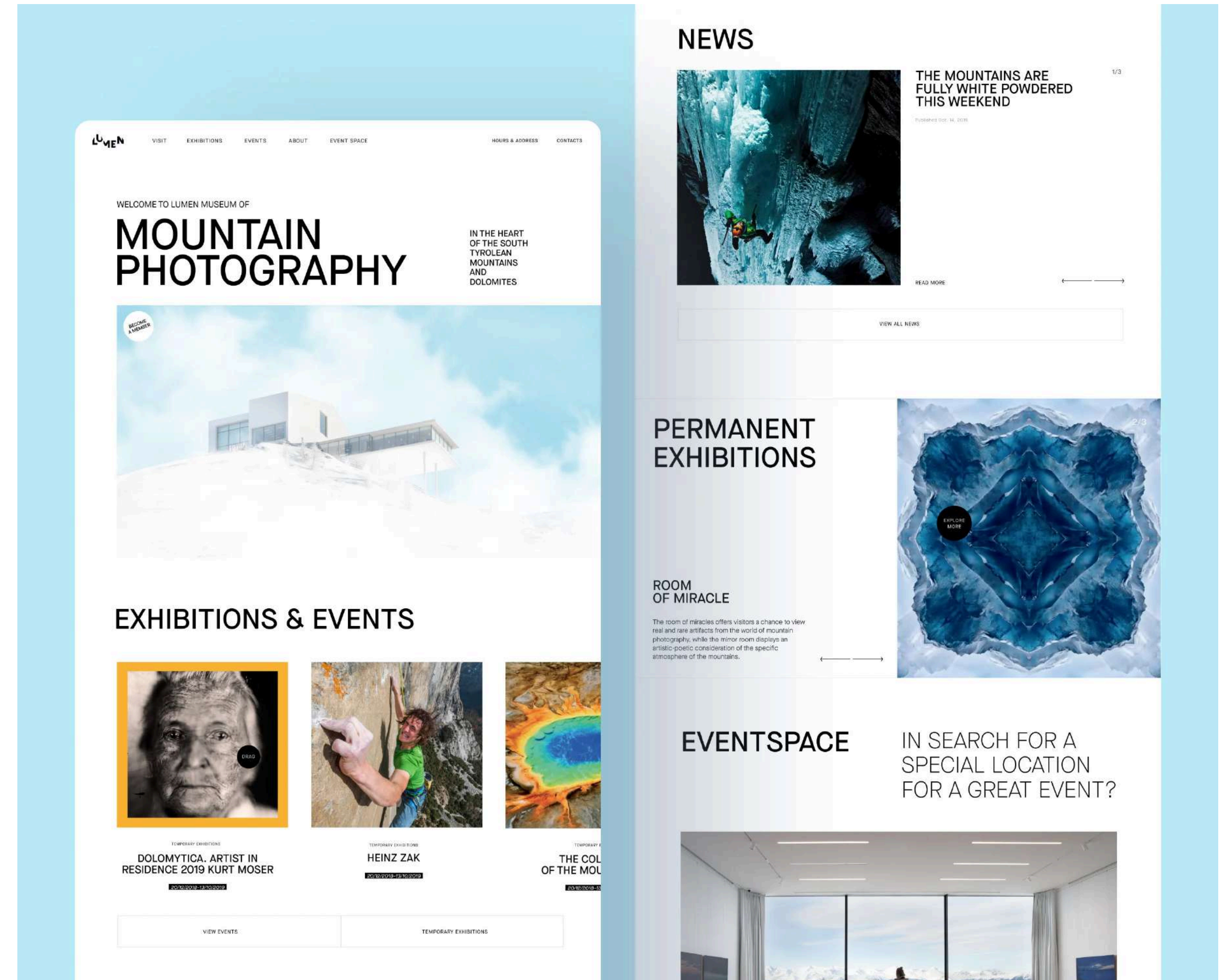
Lumen

LUMEN museum offers the possibility to experience the history of mountain photography from its beginnings until the present as well as displaying the art of mountain-photographers from all over the world

lumenmuseum.it ↗

[see case](#) ↗

Services	Web Design Web Development
Industries	Art & Photography Museums
Challenge	To create a modern and trendy website but at the same time to preserve a strong and consistent connection of the physical museum with its online presence.
What we did	<ul style="list-style-type: none"> • Created an elegant website design with minimalistic layout • Added multiple design and animation links to the real-life museum experience throughout the website • Developed a solid typographic hierarchy • Added smooth animation to make user experience more engaging • Created an original set of minimalist outline icons
Recognition	<ul style="list-style-type: none"> • Webby Award 2020 for Best Use of Photography • Awwwards honorable mention



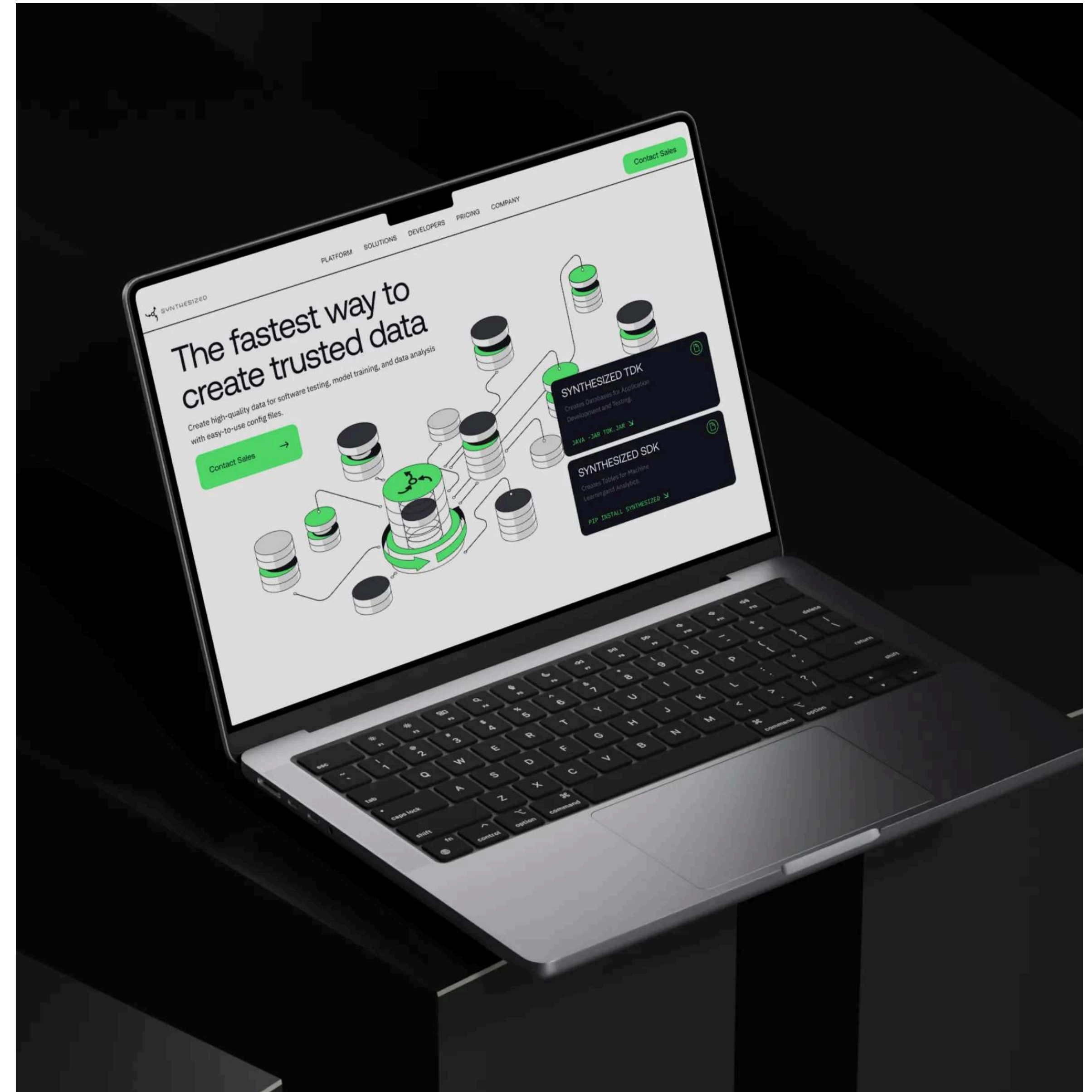
Synthesized

Synthesized helps QA and ML teams create, validate and safely share high-quality data for data analysis, model training, and software testing without extensive manual configurations.

synthesized.io ↗

[see case](#) ↗

Services	Web Design Graphic Design Motion Design Web Development
Industries	Big Data & Analytics Software AI & Machine Learning
Challenge	Being a startup, Synthesized quickly scaled and evolved, switching the focus to another target audience. The initial website structure was extended, and new content required new design elements, which were not included in the initial style guide. It was essential to transfer and organize all the existing content, optimizing the website CMS.
What we did	<ul style="list-style-type: none"> • Analyzed the visual language of the industry to pick a distinctive direction • Restyled the general visual concept towards a technology-centric look and feel. • Created custom illustrations, icons, and motion graphics to visualize complex and technical processes and services • Implemented the website with Webflow



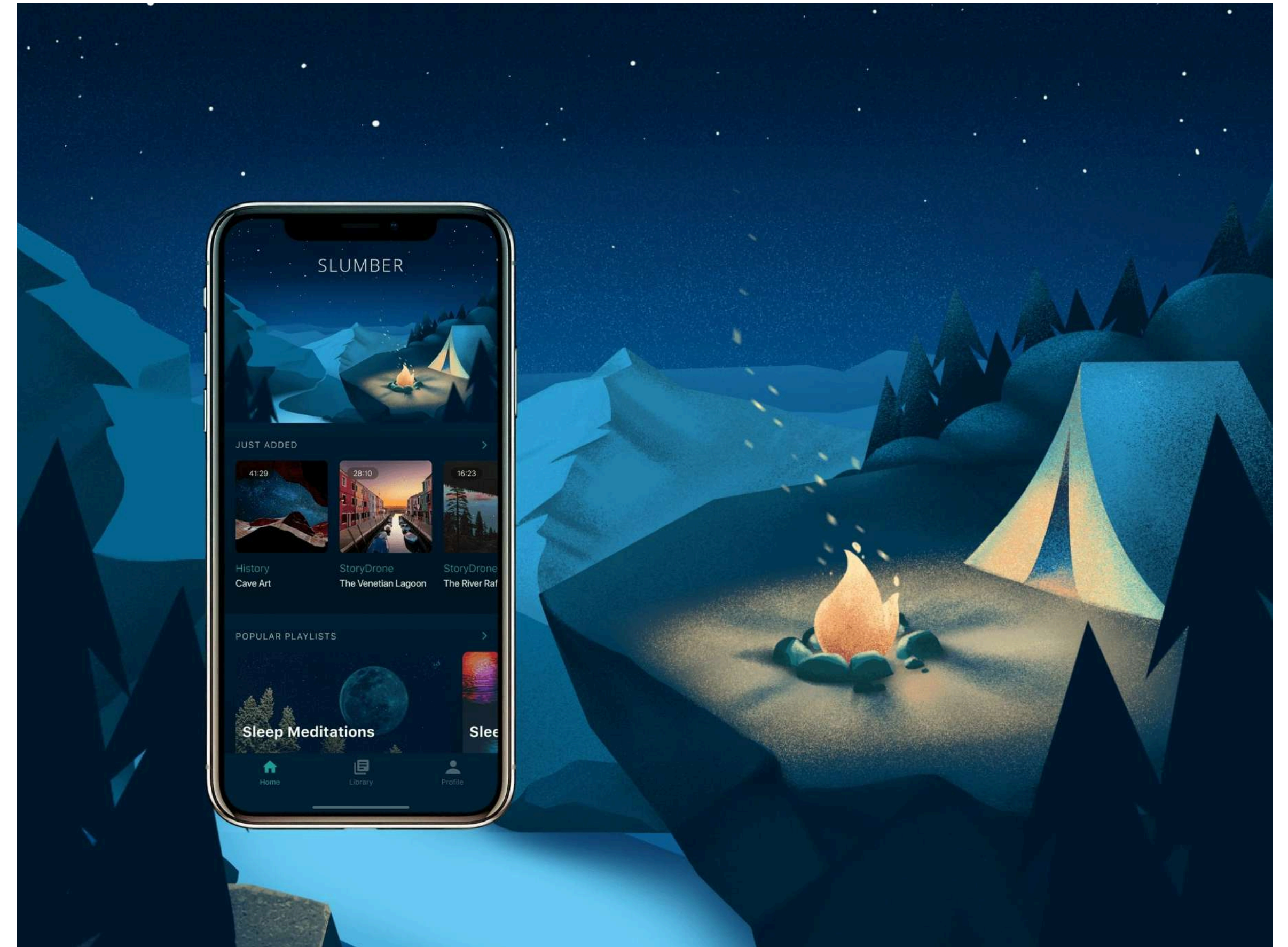
Slumber

A collection of sleep inducing stories and meditations designed to beat insomnia and help you fall asleep quickly

slumber.fm ↗

[see case](#) ↗

Services	App Design Web Design Web Development
Industries	Leisure & Lifestyle Healthcare
Challenge	To create a product in a highly competitive niche with almost zero visual identity to start with and color palette limitations, designed simply enough for a single developer to bring to life.
What we did	<ul style="list-style-type: none"> • Developed a straightforward yet elegant app matching the domain standards in terms of style and color • Came up with an illustrative approach to add uniqueness to the app interface and overall product identity • Created a promotional landing page, expanding the design approach into a comprehensive visual identity
Recognition	<ul style="list-style-type: none"> • Over 2,000,000 downloads • Slumber received an "App of the Day" badge on the App Store and was featured in several categories • Multiple publications and organizations have featured Slumber including The Wall Street Journal, Forbes, and the AARP



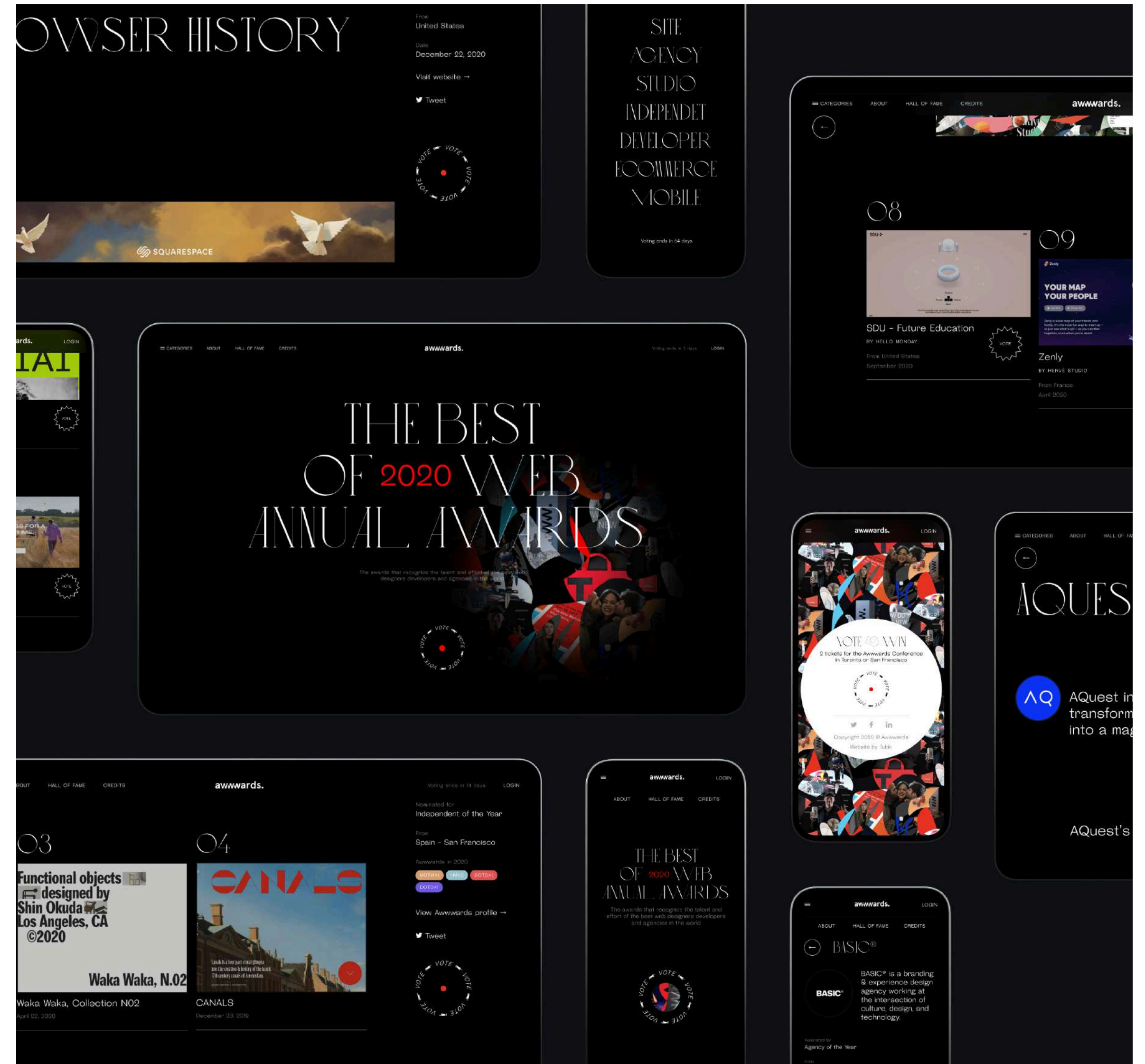
Annual Awwwards 2020

Awwwards is globally known and recognized as a place uniting designers and developers to share and reward creativity and innovative approaches. Every year, they pick up the best websites, designers, studios, agencies, developers, e-commerce and mobile projects to award

[see case ↗](#)

[visit website ↗](#)

Services	Web Design Motion Design Web Development
Industries	Digital Art Awards
Challenge	Tubik was invited to create a stylish design for Annual Awwwards' voting. The website design had to be creative and distinguished, but at the same time highlight the nominees' content.
What we did	<ul style="list-style-type: none"> • Created and developed a classy website with fun and emotional appeal • Designed an engaging experience using sophisticated animation • Created patterns from the aesthetically extracted fragments of the actual projects featured on Awwwards to create a meta-concept and bring art to the voting process
Recognition	Website was successfully launched and was live for the voting season of 2020–2021.



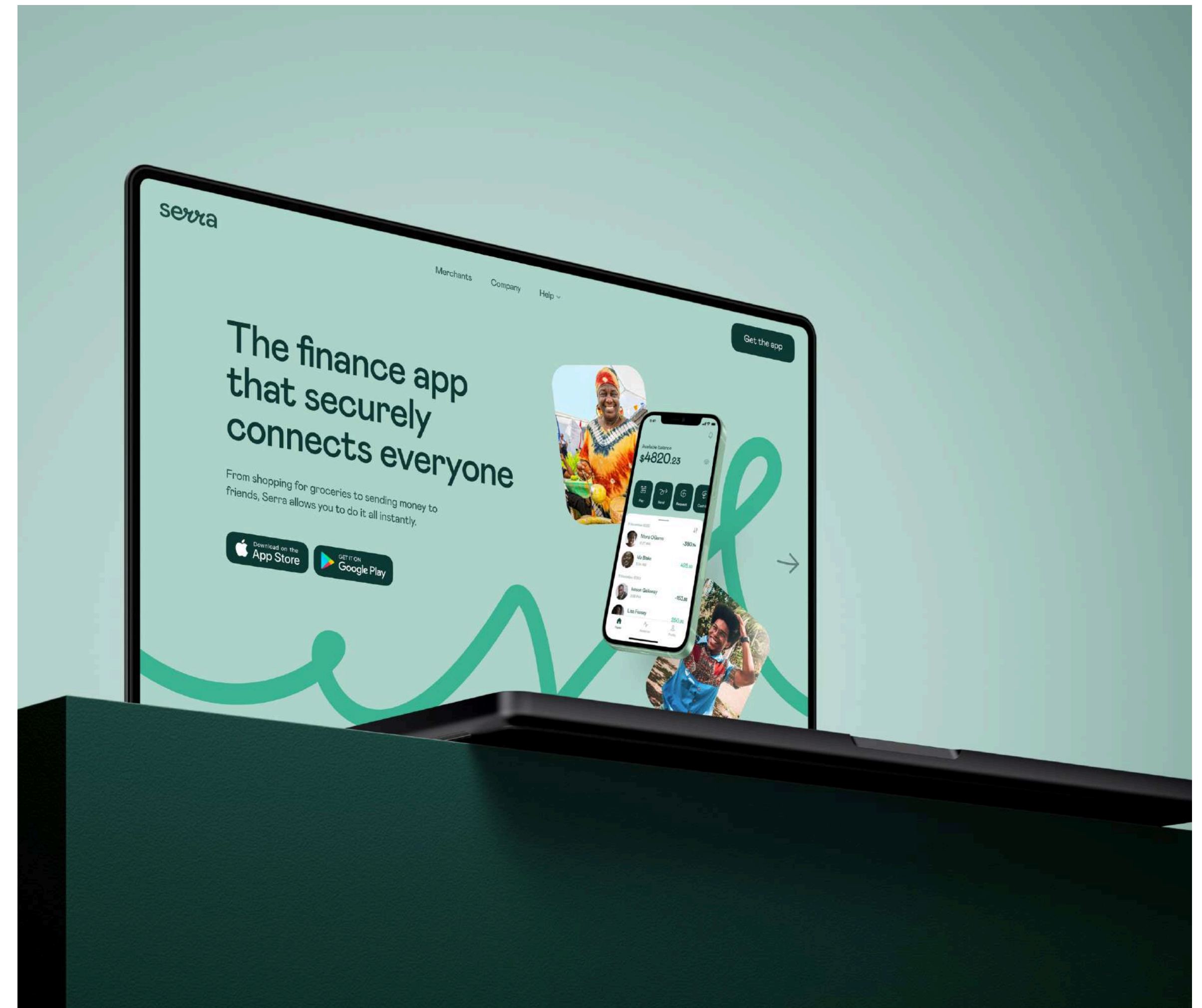
Serra

iOS/Android app with a mission to build a culturally aware financial application from the ground up in Montserrat (Caribbean region) by solving locals' real-life challenges

getserra.com ↗

[see case](#) ↗

Services	Visual Identity Web Design App Design
Industries	Fintech
Challenge	Serra's goal was to create a mobile finance ecosystem for Monserrat locals. The target audience is not quite used to mobile banking and they see banking as a rather complex and non-approachable service. The goal was to create an identity and product design that would be welcoming, user-oriented, not complicated, and very approachable.
What we did	<ul style="list-style-type: none"> • Learned what are the common money transaction patterns of the Monserrat locals • Designed a friendly-appealing visual identity to emphasise on the simple and amiable nature of the brand • Developed a set of graphic elements imitating hand-drawing, which adds a human touch to fintech • Designed an intuitive mobile app with QR-code based P2P and merchant payments • Created a website design based on the key identity element of a ribbon, which represents continuous money transfers



HotelCard

Membership subscription for smart hotel experiences' discounts with more than 500 hotels in & around Switzerland

hotelcard.com ↗

[see case](#) ↗

Services Visual Identity Redesign

Industries Travel & Hospitality

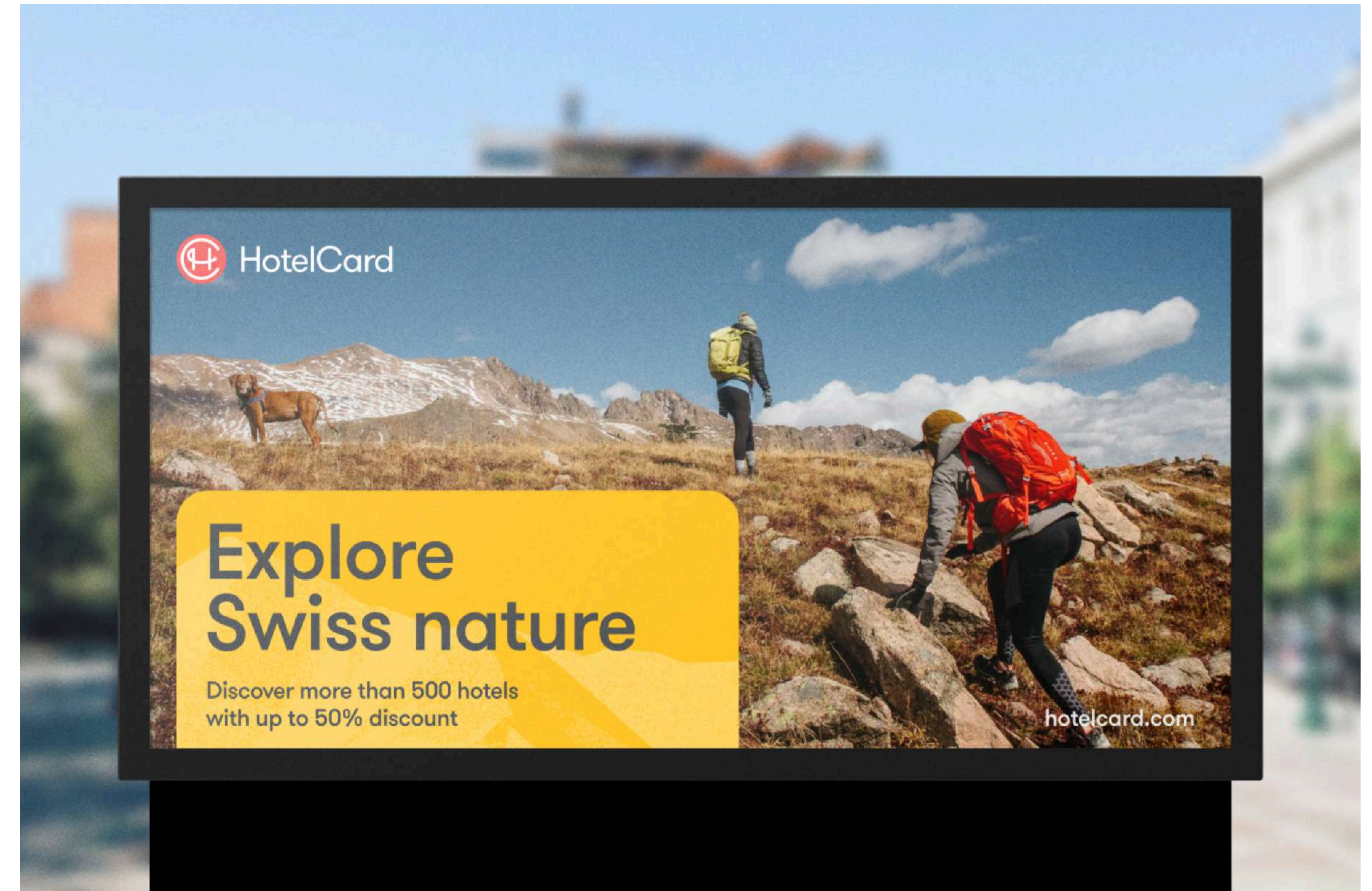
Challenge Founded back in 2009, HotelCard brand already has established its positioning in Switzerland. When they decided to work on the rebranding, it was crucial to keep the current customers base and stay recognisable, and to appeal to new target audience: digital natives.

What we did

- Analyzed the existing brand materials and how previous identity system was used across different assets
- Researched the current customers base and newer target audiences, narrowed down key user personas
- Created a new visual identity appealing to different user groups
- Kept the main brand color to remain recognized, though made it more vivid; added nature-based additional colors
- Developed a design system that unifies brand items across digital and print brand materials

Recognition

- The number of new customers doubled in the year following the rebranding





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