



# studio profile 2026

## about us

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



about us

years of  
experience

---

13+


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

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# awards

 **THE WEBBY AWARDS**



**FWA**

**W.**



**ca**



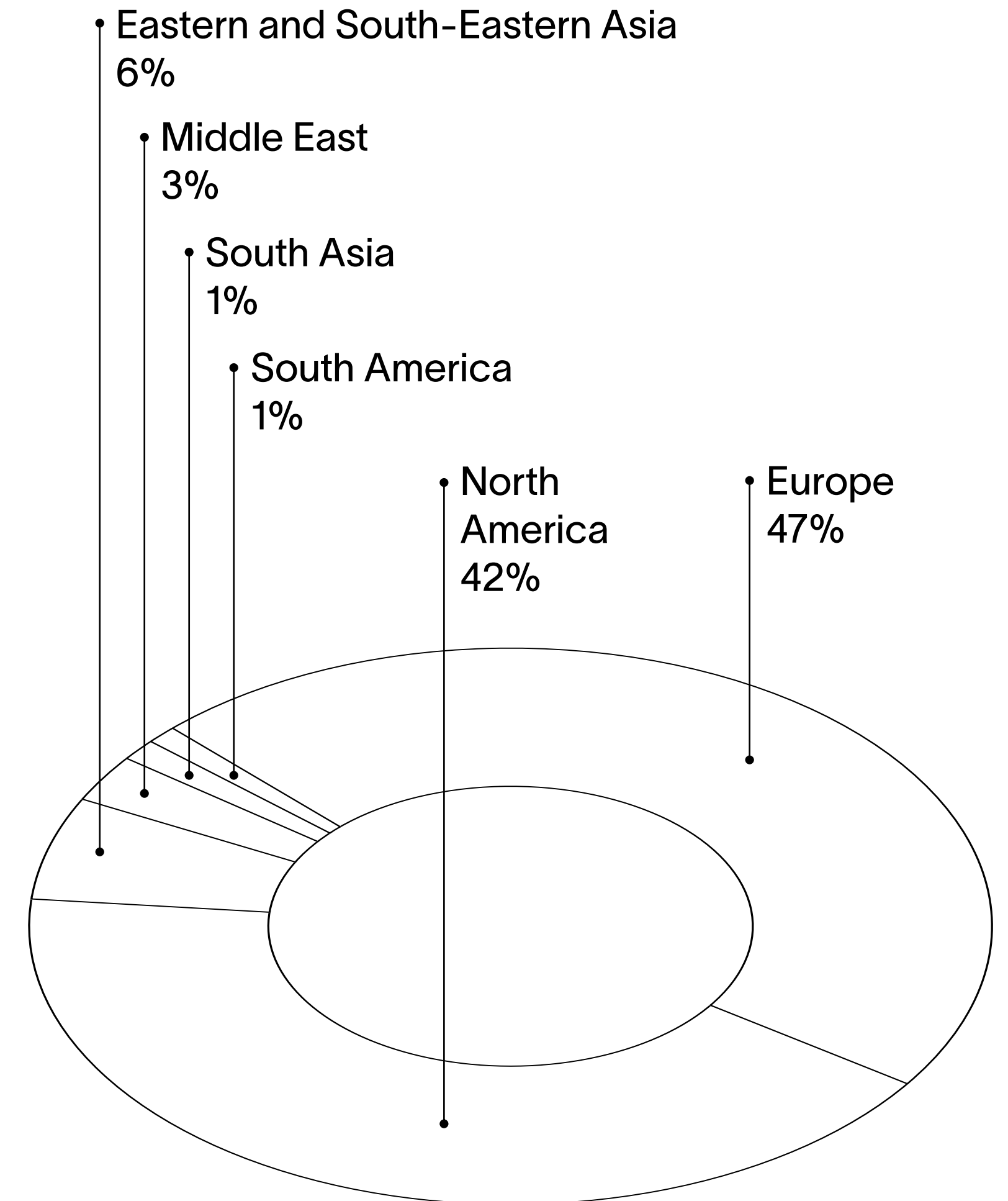
# industries & geography

## Experience in the industries

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

and multiple others

## Client geography



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# services

## brand identity

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

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

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.

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Features Analysis

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User Journeys

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UX/UI Design

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Prototyping

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UI Kit

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Design System

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Product Maintenance

---

2D & 3D Illustrations

---

Promo Videos

---

Icons Sets

---

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](https://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"> <li>Transformed dense content into concise steps</li> <li>Defined the key notions from every part of the report that we later highlighted with graphics</li> <li>Analyzed various accent colour options to carefully choose the perfect non-provocative solution</li> <li>Built the experience upon the use of illustrations, collages, photography and animations</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>Webby Winner 2023</li> <li>Webby People's Choice 2023</li> <li>Webby Nominee</li> </ul>



# Planetoño

An experimental interface concept exploring how 3D environments, scroll mechanics, and animated UI components can transform a simple ordering flow into an interactive narrative experience.

[www.planetono.space](http://www.planetono.space)

[see case](#)

Services	Web Design Development Motion Design
Industries	Food & Agriculture Entertainment & Media
Challenge	Planetoño was created as an experimental playground for testing interactive storytelling on the web. The challenge was to design an interface where scroll-driven motion, 3D environments, and traditional UI elements work together without overwhelming the user experience.
What we did	We built a custom scroll animation engine in three.js, optimized shader workflows, redesigned the UI integration around a portal-style layout, and introduced Rive-powered micro-interactions to make the entire experience responsive, playful, and technically stable.
Recognition	<ul style="list-style-type: none"> <li>• FWA of the Day</li> <li>• Awwwards Site of the Day</li> <li>• Awwwards Developer Award</li> <li>• Awwwards Honorable Mention</li> <li>• GSAP's Site of the Day</li> </ul>



# Der Baukasten

A concept site and 3D scroll experience built for Der Baukasten—a modular toy project rooted in Ukrainian myth, blending character design, storytelling, and 3D printing into one interactive digital showcase.

[www.der-baukasten.com](http://www.der-baukasten.com) ↗

[see case](#) ↗

Services	Web Design Graphic Design Development
Industries	Entertainment & Media Design
Challenge	Translating a character-based concept into a dynamic 3D experience meant blending illustration, storytelling, and modular design into one scrollable site. The tricky part was syncing motion, transitions, and textures across tools and devices without losing the charm of the original idea.
What we did	From illustration to implementation, we brought the idea to life with detailed 3D modeling, motion design, and scroll-triggered transitions. The site features a custom UI, card-based navigation, and downloadable builds—all synced to tell a cohesive, tactile story.
Recognition	<ul style="list-style-type: none"> <li>• <a href="#">FWA of the Day</a></li> <li>• <a href="#">Awwwards Site of the Day</a></li> <li>• <a href="#">Awwwards Developer Award</a></li> <li>• <a href="#">Awwwards Honorable Mention</a></li> <li>• <a href="#">Awwwards Nominate for Typography Honors</a></li> <li>• <a href="#">GSAP's Site of the Week</a></li> </ul>



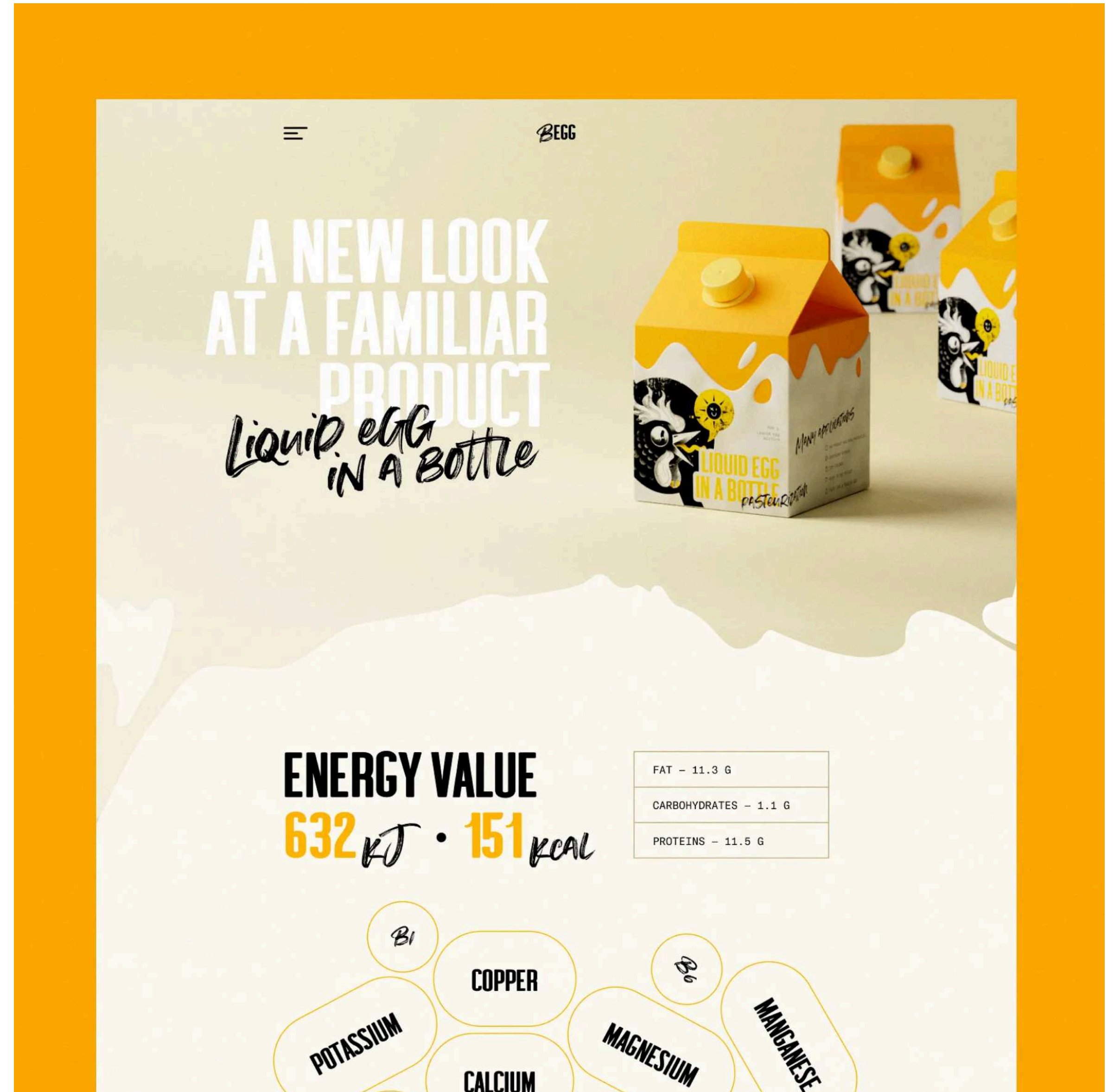
# B-EGG

Website for experimental niche food producer

[b-egg.farm](http://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"> <li>• <a href="#">Awwwards Site of the Day</a></li> <li>• <a href="#">Awwwards Developer Award</a></li> <li>• <a href="#">Awwwards Honors</a></li> <li>• <a href="#">FWA of the day</a></li> </ul>



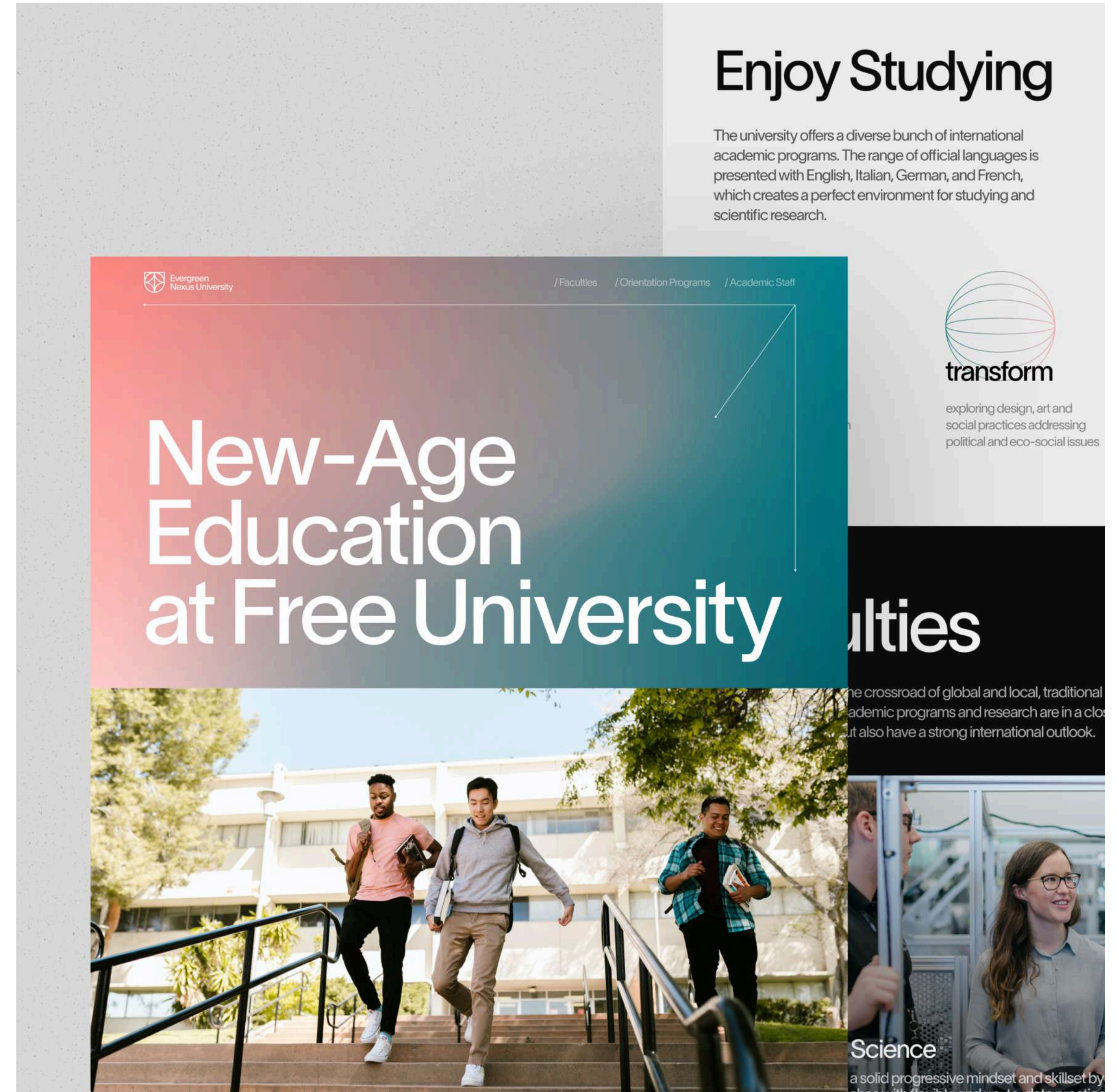
# Evergreen Nexus University

A university website.

[egn.university](http://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"> <li>• Researched the sphere to build up the approach that would help the website stand out</li> <li>• Created website design with efficient content presentation</li> <li>• Worked on custom visual content and animations that make user experience more aesthetic and engaging</li> <li>• Implemented the website with Webflow</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• <a href="#">Awwwards Honorable Mention</a></li> </ul>



# Huawei icons for EMUI 10

In summer 2019, we've got an offer from HUAWEI to collaborate on design of basic icon set for the EMUI custom Android user interface. Our task was to redesign 54 icons using clean and simple design language that would meet the general trends and patterns, however, would still be different from the competitors. The main goal was not to come up with something completely different, but to make more of an aesthetic update that would be loved by current Huawei fans and would attract new users.

[see case ↗](#)

Services	Brand Identity Graphic Design
Industries	Technology
Challenge	Every year, HUAWEI refreshes the visual skin of its OS, and this time we were invited to create icons for all standard apps—from Weather to Calculator. EMUI 10, which is the name of this OS skin version, had to feel premium, simple, and at the same time vibrant. The icon style needed to appeal both to demanding adult users and to younger audiences. Everything had to stay flat, with no hint of volume, gradients, or shadows.
What we did	We designed 35 core icons in one consistent style. To support them, we developed a design system that defined the color palette, corner radius values and their proportional relationships, as well as the overall flat visual style. This system helped keep all icons consistent while still making each one visually engaging on its own. We used a limited color palette to preserve a sense of sophistication, while keeping the icons bright enough not to feel overly serious. The shapes and geometry are simple and concise, without unnecessary tiny details, so each icon remains clear and readable on a mobile phone screen.



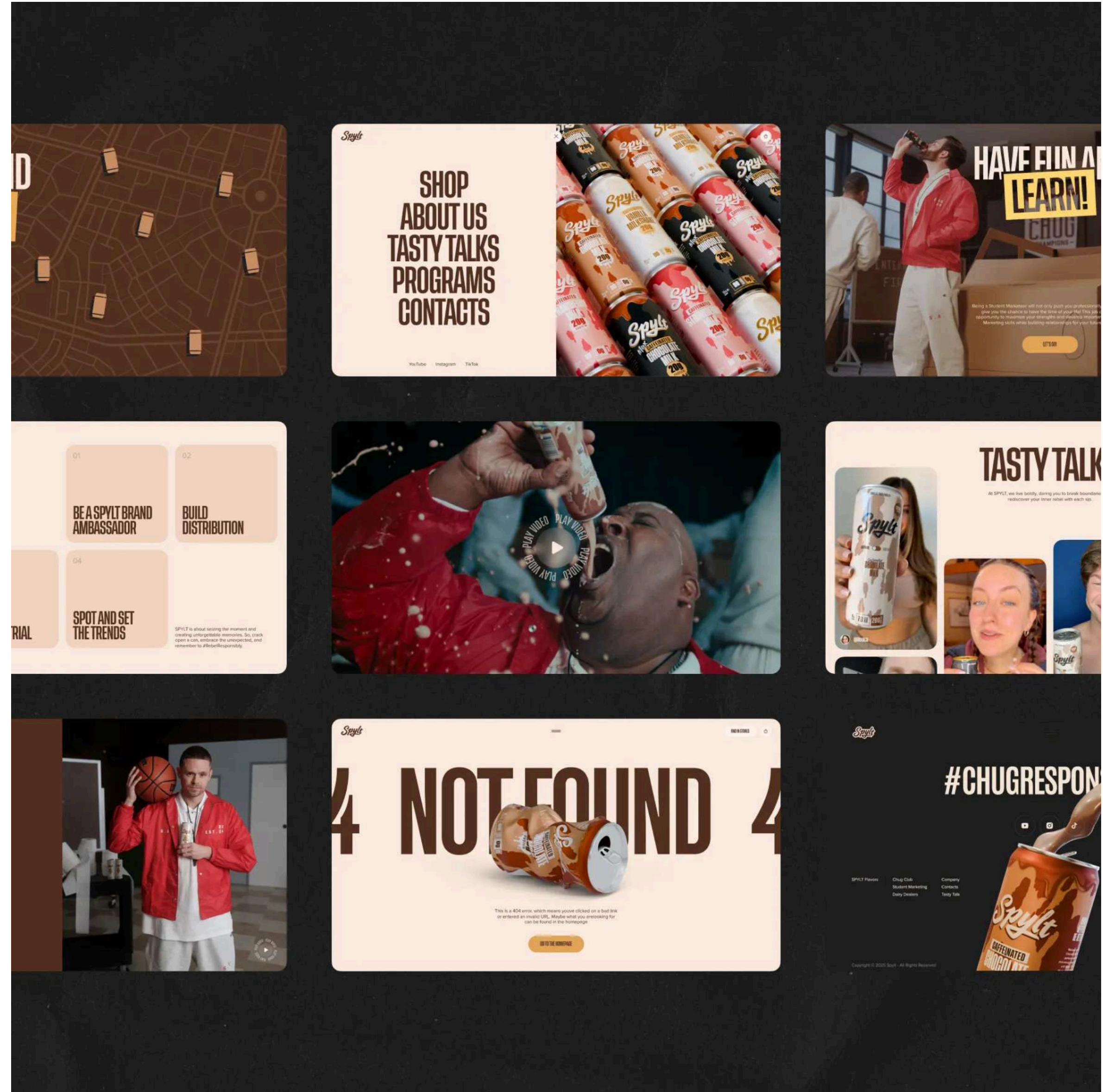
# SPYLT

Catchy and captivating ecommerce website designed and implemented for SPYLT, a bright and energetic brand of protein-rich caffeinated chocolate milk with bold and delicious flavors.

[www.spylt.com](http://www.spylt.com)

[see case](#)

Services	Development Motion Design Web Design Graphic Design
Industries	E-commerce Food & Agriculture
Challenge	Create a captivating, engaging and fresh design for SPYLT's website, showcasing the product lineup, social media presence, and programs, all the while to have a functional and easy-to-use ecommerce experience.
What we did	<ul style="list-style-type: none"> <li>Created an improved website structure</li> <li>Properly utilized the existing visual identity, including the logo, brand colors, font, photo and video content</li> <li>Designed a user-friendly website using an efficient approach to visuals and content arrangement, boosting the ease-of-sale of the products, while also improving the overall usability</li> <li>Supported positive user experience with smooth animation and interactions</li> <li>Implemented all the design solution into the live functional website with Webflow and Amazon "Buy With Prime"</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>Awwwards Site of the Day</li> <li>Awwwards E-commerce Honors</li> <li>Good Design Award Winner</li> <li>Featured on GSAP Showcase</li> </ul>

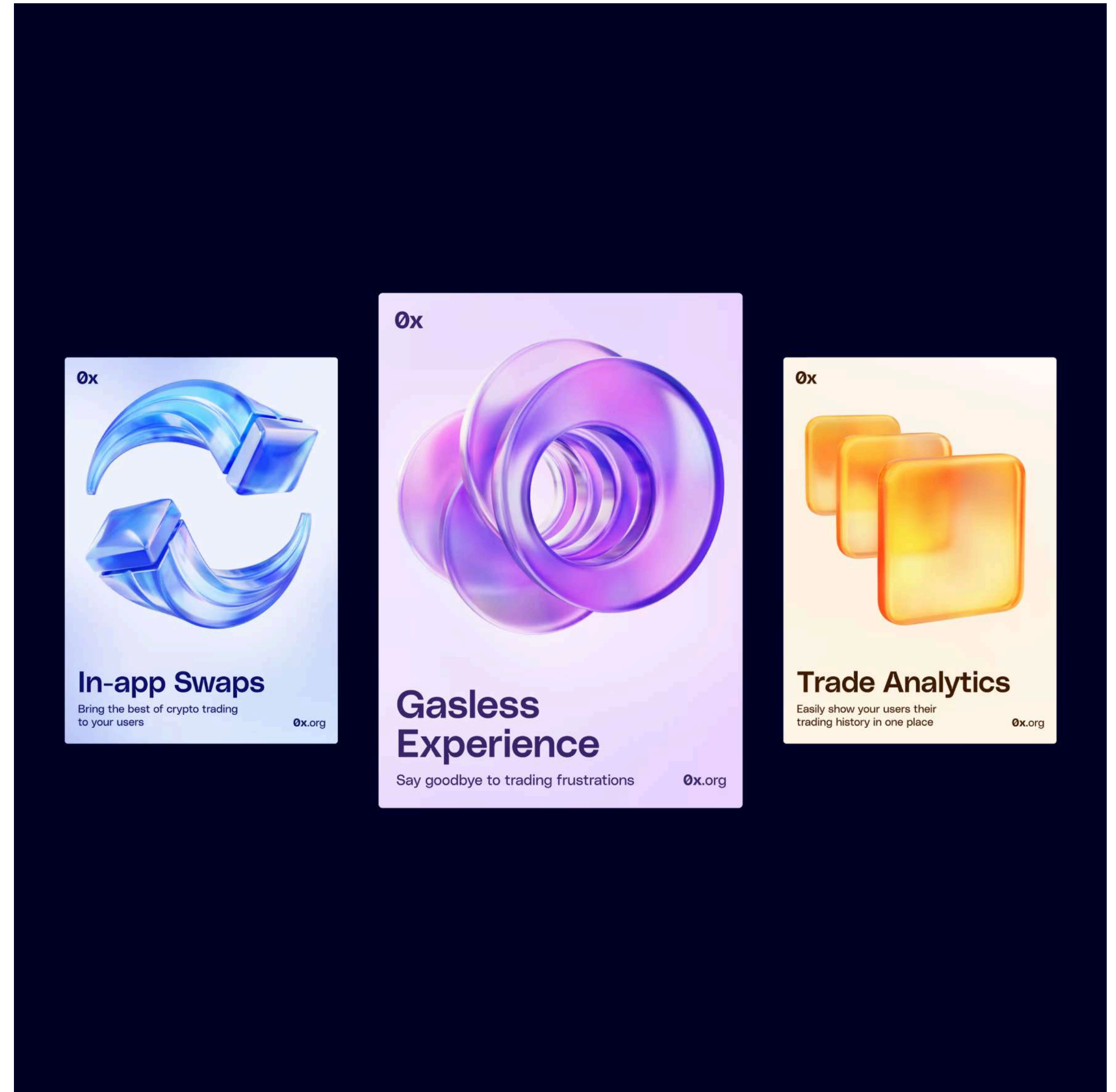


# Ox

Ox is an open-source protocol enabling peer-to-peer exchange of digital assets on the Ethereum blockchain. It serves developers, platforms, and the broader DeFi ecosystem by providing reliable infrastructure for building decentralized trading products.

[see case ↗](#)

Services	Graphic Design Motion Design Illustration
Industries	Finance Technology
Challenge	We had to interpret and extend the core brand identity, ensuring consistency and recognizability, yet also craft visually engaging materials for product launches, developer resources, community events, and social media content.
What we did	<ul style="list-style-type: none"> <li>• New product launch videos</li> <li>• Explainer videos</li> <li>• Products logotypes</li> <li>• Research report design</li> <li>• Presentation templates</li> <li>• Sets of stickers</li> </ul>



# Abuk

Abuk is Ukraine's leading platform for audiobooks, ebooks, and podcasts, offering a carefully curated library of titles, including exclusive releases recorded in professional studios to meet the highest international standards. These exclusives are voiced by talented actors, radio, and TV narrators, creating a listening experience that is both immersive and authentic.

[app store ↗](#)

[see case ↗](#)

Services	Product Design Branding Illustrations
Industries	Entertainment & Media Education & Science Lifestyle
Challenge	Transforming the client's ambitious vision into a polished, user-centered design: establishing a cohesive brand identity, engaging UI/UX for iOS and Android, while maintaining high-quality design and consistent support across multiple years of collaboration with the Abuk team.
What we did	<ul style="list-style-type: none"> <li>• Developed and refined the UI/UX for iOS, Android, and web</li> <li>• Created a cohesive visual language and brand identity, including product naming</li> <li>• Designed original audiobook covers, balancing expressive visuals with clear readability on mobile screens</li> <li>• Produced social media and marketing assets to support brand communication</li> <li>• Provided continuous design and product support for the client</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• 500K+ downloads of the app</li> <li>• 200K active users</li> <li>• Top 10 in App Store Books section</li> <li>• Awarded <u>EdTech Breakthrough</u></li> <li>• <u>Ukrainian Forbes Next 250</u></li> </ul>



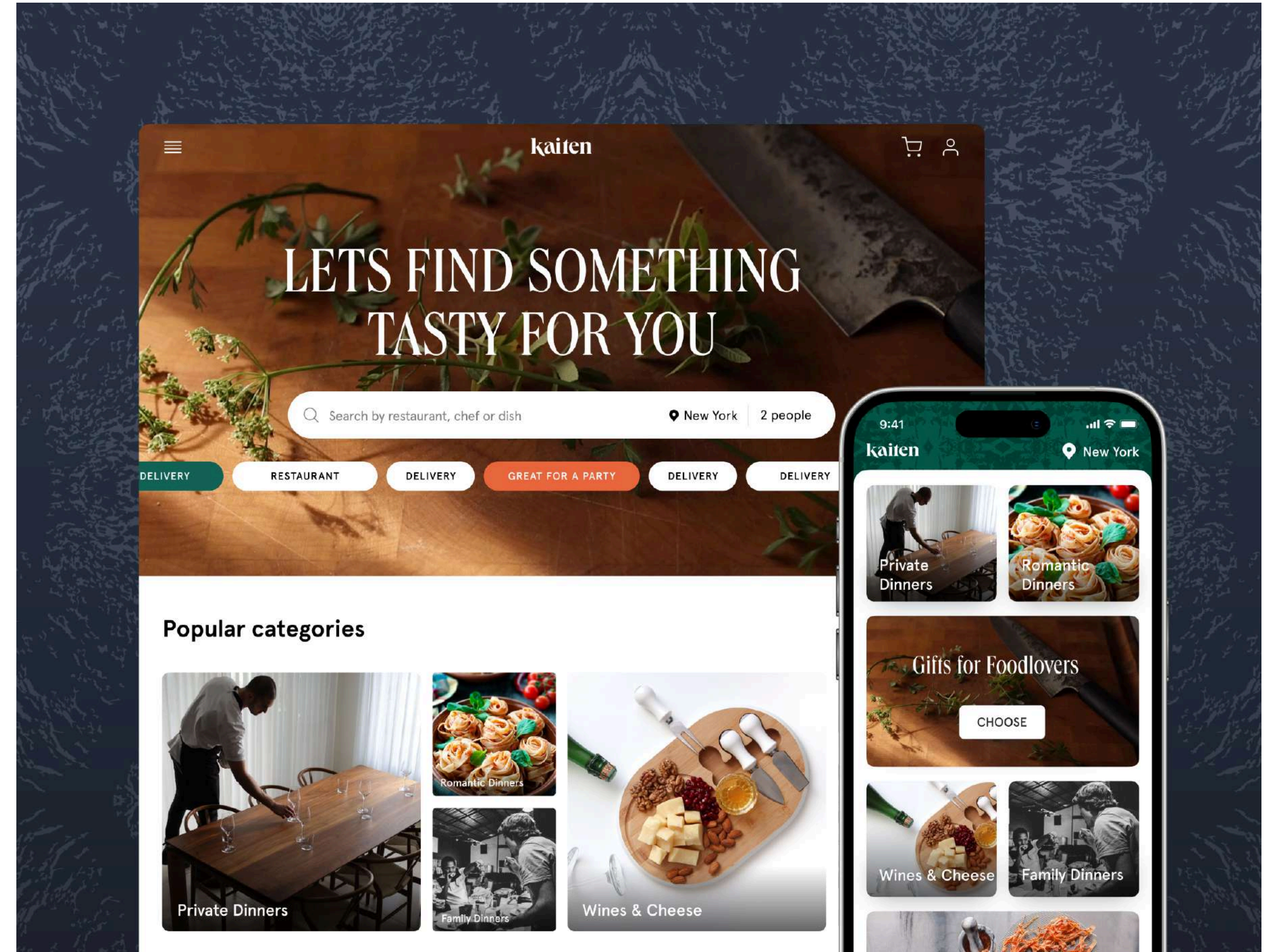
# Kaiten

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

[onkaiten.com](https://onkaiten.com)

[see case](#)

Services	Brand 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"> <li>• Built a brand model that appeals to creators and customers</li> <li>• Created a solid and flexible identity for the diversity of marketing goals and channels, both digital and traditional</li> <li>• Created a unique system of food-based design patterns</li> <li>• Developed a photography guide to ensure the content from various creators would fit the brand</li> <li>• Designed the mobile app interface that is both functional and artistic</li> <li>• Provided design support for not only digital, but also physical branded items such as brochures delivery boxes</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• Successful product promotion launch, collaborations with chefs from US and Israel</li> </ul>

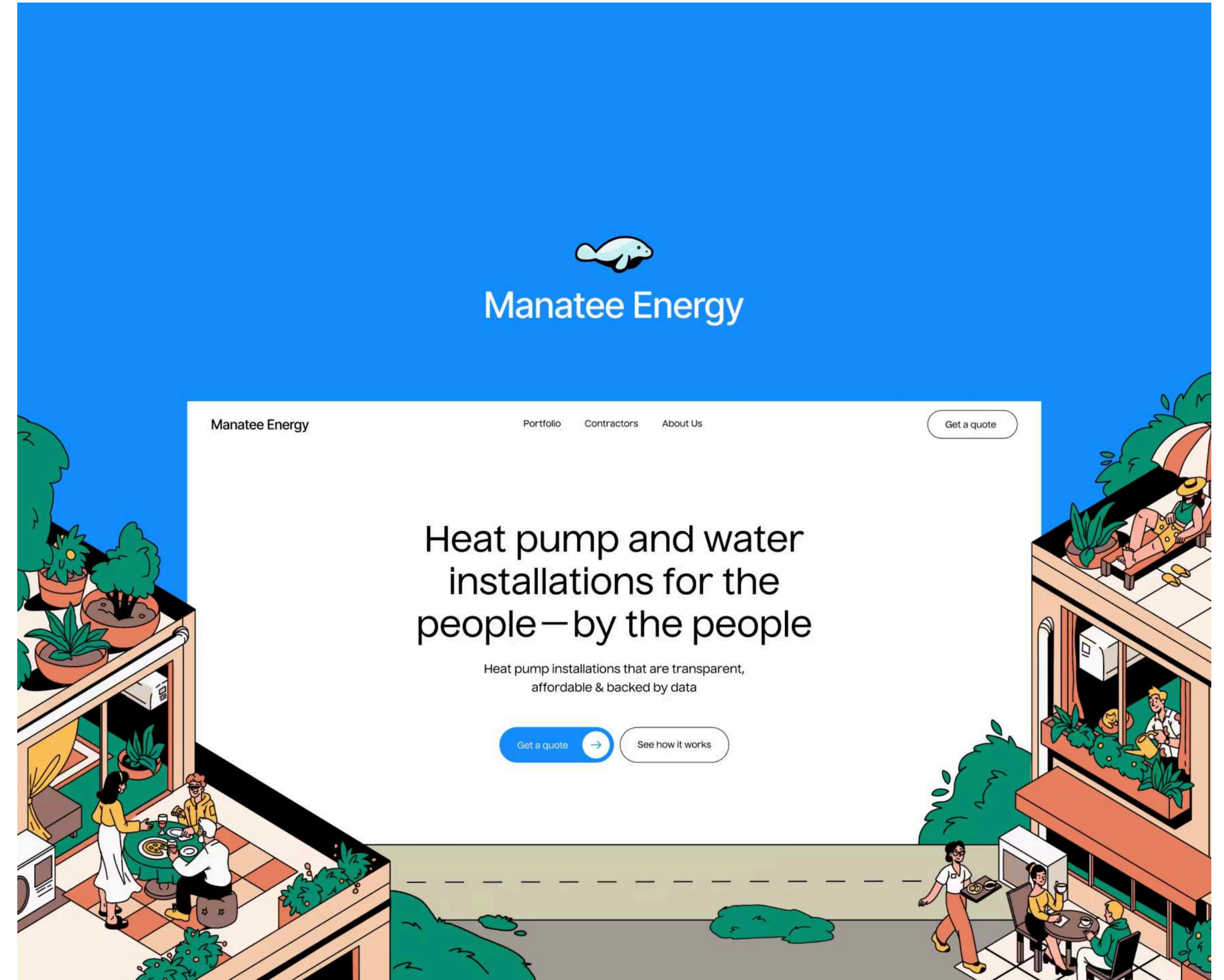


# Manatee Energy

Manatee Energy is a consumer-facing platform focused on making it easy, transparent, and affordable to install heat pumps by leveraging software and automation to lower overhead costs.

[see case ↗](#)

Services	Web Design Product Design Illustration
Industries	B2B & Professional Services Sustainability & Climate
Challenge	One of the key challenges was creating a friendly, people-centered design that builds trust while making the process of ordering the service and collecting the necessary installation data clear and transparent for everyone involved.
What we did	<ul style="list-style-type: none"> <li>• Defined the website and product architecture as well as the branding from the ground up.</li> <li>• Introduced warm, friendly illustrations and created a mascot, Manny the Manatee, to guide users and offer help along the way.</li> <li>• Designed a seamless, coherent experience across the website, dashboard, and user surveys, for multiple user roles: end customers, contractors, and admins.</li> <li>• Wrapped up the project with happy clients and a great collaborative experience</li> </ul>



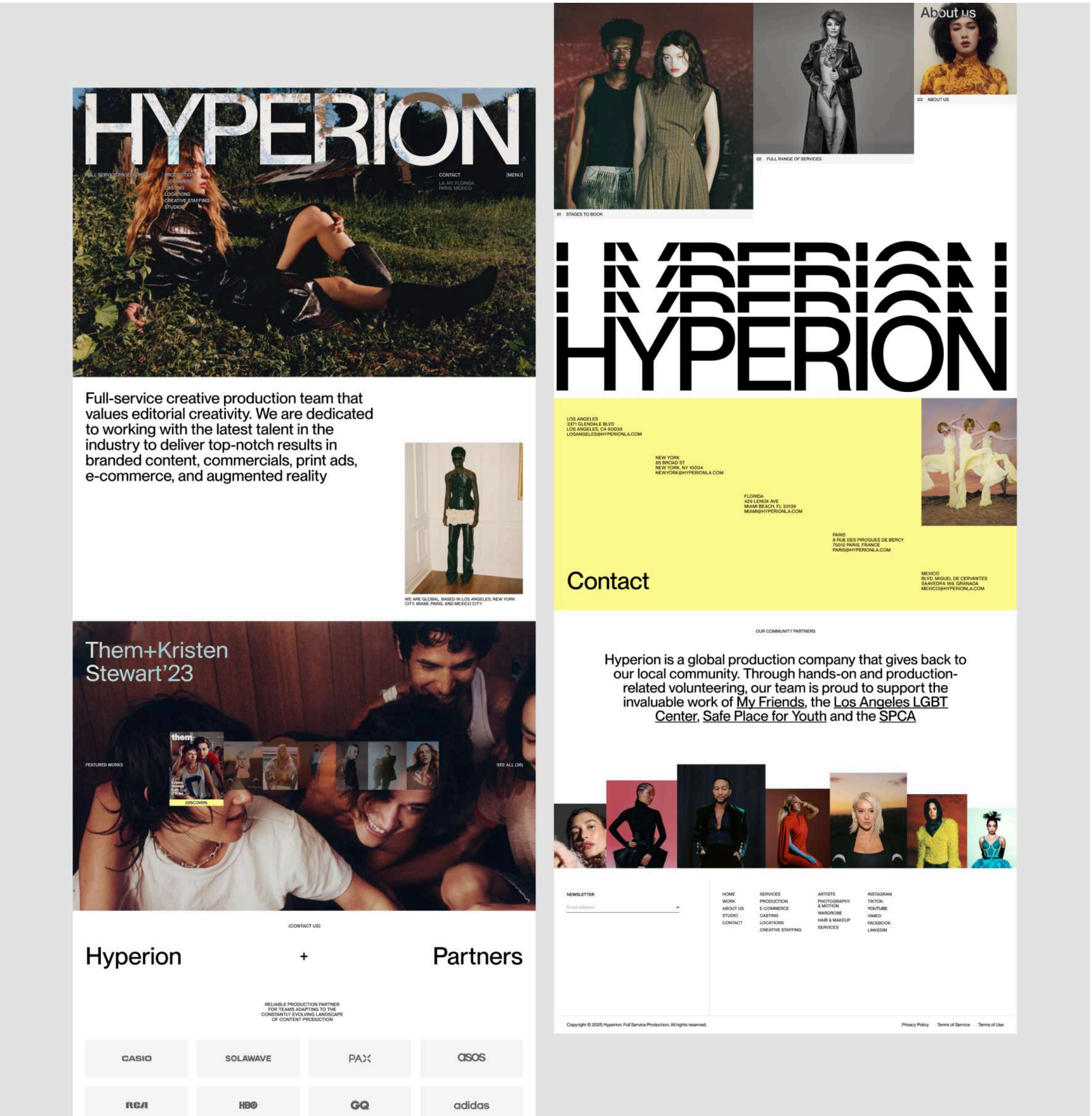
# Hyperion

Hyperion is a full-service production team that values editorial creativity and is dedicated to working with the latest talent in the industry to deliver top-notch results in branded content, commercials, print ads, e-commerce, and augmented reality.

[www.hyperionla.com](http://www.hyperionla.com)

[see case](#)

Services	Web Design Development
Industries	B2B & Professional Services Fashion & Beauty
Challenge	The challenge is to revamp existing website showing full production & creative potential.
What we did	<ul style="list-style-type: none"> <li>Conducted market and competitor research</li> <li>Created UI/UX design</li> <li>Developed company website</li> <li>Provided Webflow integrations consulting post-launch</li> </ul>



# Flashlights

A timeline-based website section about the history and impact of jailhouse lawyers, created with the Jailhouse Lawyers Initiative at NYU School of Law.

[jailouselawyers.org](http://jailouselawyers.org) ↗

[see case](#) ↗

Services      Web Design  
Development  
Motion Design  
Graphic Design

Industries      Non-profit & Social

Challenge      Transforming a dense historical narrative into a clear digital experience within an existing website, integrating large volumes of content while maintaining visual originality, thematic sensitivity, and strong performance.

What we did      Designed a storytelling layout to guide users through the historical narrative. Developed a modular visual system inspired by vintage posters—using clippings, sketches, photos, and collages—to give each story a textured feel. Integrated the section into the existing Webflow website with scroll interactions, subtle animations, and smooth transitions. Optimized heavy content for performance using WebP images and efficient layout strategies, while adapting visual effects for consistency across modern browsers and devices.

Recognition

- [Awwwards Site Of The Day](#)
- [Awwwards Honorable Mention](#)
- [Awwwards Developer Award](#)
- [Awwwards Site Of The Month Nominee](#)
- [The Webby Nominee](#)



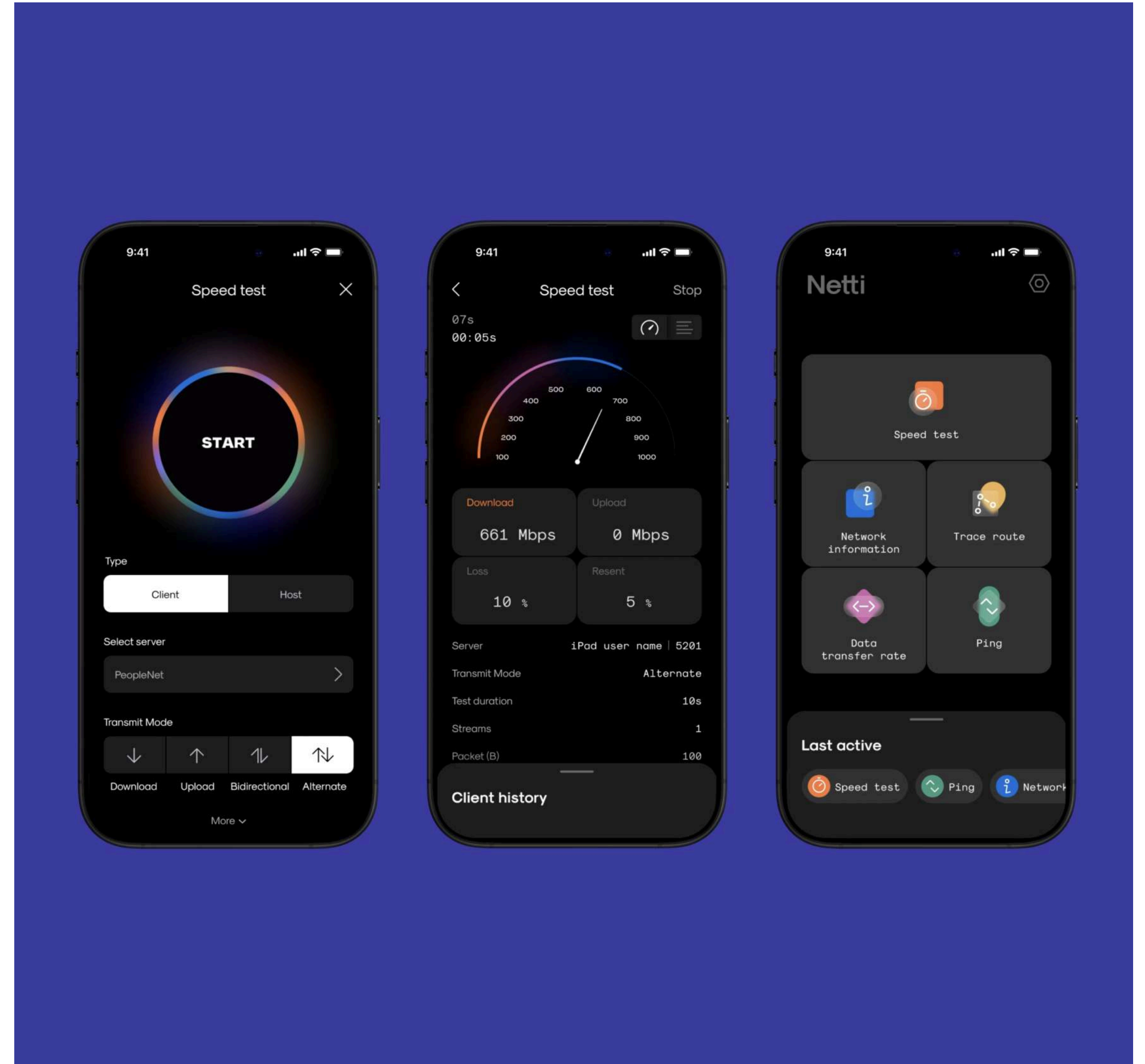
# Netti

Netti is a mobile app for measuring internet speed and key connection metrics in real time. It provides insights into download and upload performance, ping, latency, signal strength, and data routes.

[nettiapp.com](https://nettiapp.com)

[see case](#)

Services	Product Design Web Design Graphic Design Motion Design
Industries	Technology B2B & Professional Services
Challenge	The challenge is to translate raw metrics like ping, latency, and signal strength into a seamless, intuitive mobile interface. Netti should turn real-time internet performance into clear visuals that everyday users can grasp and power users can trust
What we did	<ul style="list-style-type: none"> <li>Conducted market and competitor research to align the product with user needs</li> <li>Designed user flows and core UX to simplify complex metrics</li> <li>Developed a mobile interface with custom visuals and interactive elements</li> <li>Built a promotional website to support the app launch</li> <li>Provided ongoing support and design consulting during development</li> </ul>



# Malloy Banks

Malloy Banks is a benefits administration company that streamlines pre-tax benefit programs through intuitive digital tools and personalized support.

[malloybanks.com](https://malloybanks.com) ↗

[see case](#) ↗

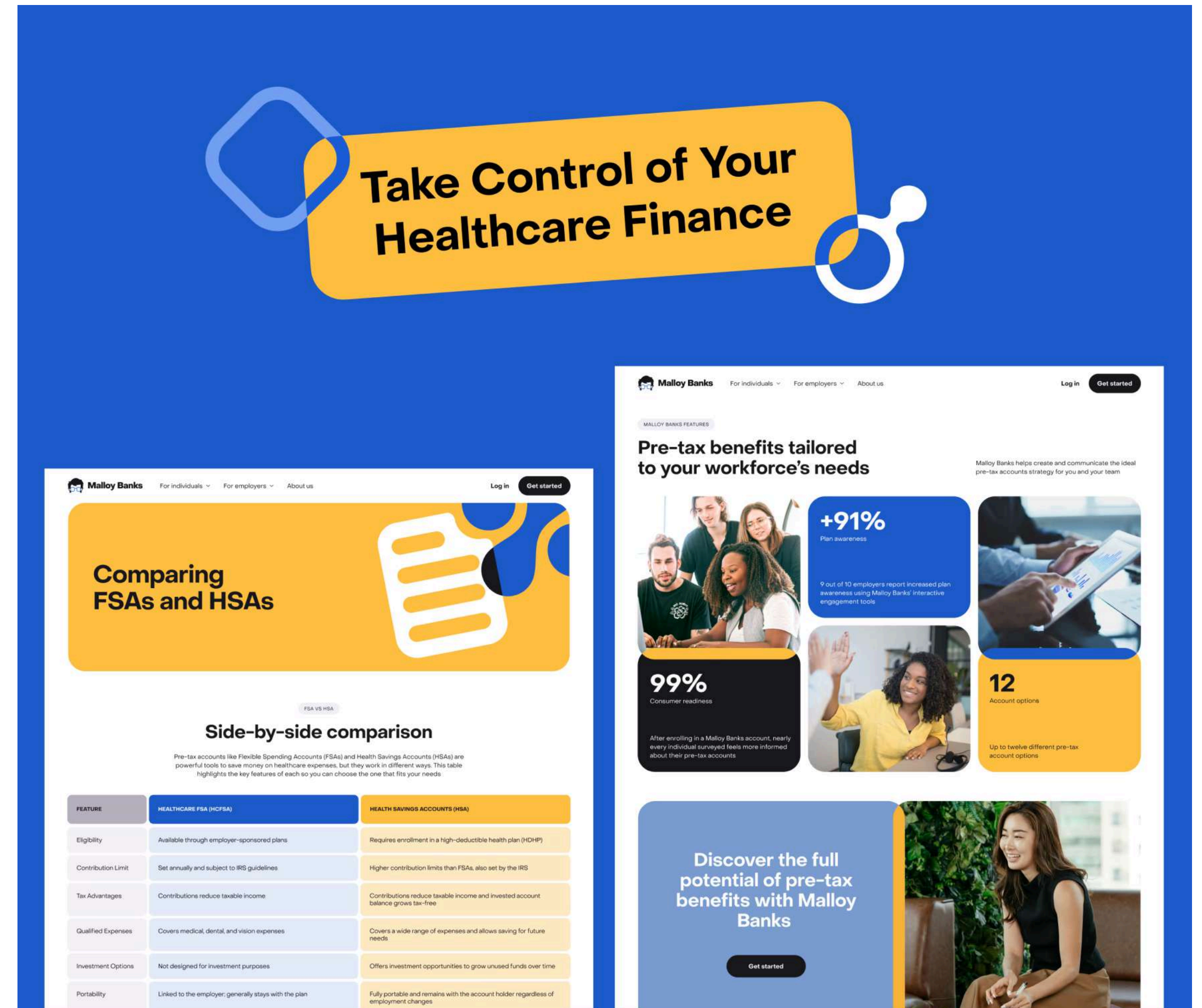
Services  
Web Design  
Motion Design  
Graphic Design  
Brand Identity  
Illustration

Industries  
B2B & Professional Services  
Healthcare  
Finance

Challenge  
The design challenge was to translate a complex, bureaucratic system of health benefit accounts into a clear, human-centered brand that helps small businesses and their employees understand, manage, and value their tax-advantaged benefit accounts.

What we did

- Brand positioning to reflect clarity, trust, and ease of use
- Visual identity system including logo, color palette, typography, and custom iconography
- Friendly mascot design symbolizing guidance through complex benefit systems
- UX/UI design and Webflow development for a clear, modern website tailored to small business owners and their employees
- Motion design for an explainer video introducing services and tools
- Marketing templates for presentations and client-facing materials



# MOVA

MOVA is a brewery based in Dnipro, Ukraine, that fosters connections between people through its unique culture and vibe.

[mova.beer](https://mova.beer) ↗

[see case](#) ↗

Services	Web Design Development Motion Design Graphic Design
Industries	E-commerce Food & Agriculture
Challenge	To build an e-commerce website that would share the atmosphere of the beer space and the culture they create at the actual point of sales and communication To preserve the consistency of the general visual identity of the brand
What we did	UI/UX design and development for a two-language e-commerce website
Recognition	<ul style="list-style-type: none"> <li>• <a href="#">Awwwards Honorable Mention</a></li> </ul>



# Fireside

Fireside is the first membership community for pediatric dentists with access to exclusive resources, expert support, and vendor discounts to grow practice with ease.

[firesidedc.com](https://firesidedc.com) ↗

[see case](#) ↗

Services	Web Design Development Motion Design
Industries	B2B & Professional Services Healthcare
Challenge	Create an engaging and light-feeling design for Fireside's website, showcasing the company's product, attitude to work, ensuring ease-of-connection with users.
What we did	<ul style="list-style-type: none"> <li>• Created the website's structure from scratch</li> <li>• Found a positive design direction that the Fireside team was happy with</li> <li>• Crafted the design for the website, making sure it accompanies the existing logo properly, utilizing created high-quality photography and videos, to imbue the user experience with comfortable associations and emotions, without solely focusing on dentistry</li> <li>• Developed the live functional website with Webflow, ensuring a positive and engaging user experience along with high conversion</li> </ul>
Recognition	<ul style="list-style-type: none"> <li>• <a href="#">Awwwards Honorable Mention</a></li> </ul>



# Knead That Dough

AI-powered data insights for hospitality and FMCG

[kneadthatdough.com](https://kneadthatdough.com) ↗

[see case](#) ↗

Services	Web Design Brand Identity Motion Design Graphic Design Webflow
Industries	Big Data & Analytics Travel & Hospitality Consumer Goods Retail
Challenge	Create a brand identity that departs from the typical IT company image while communicating the service's technological benefits to small and medium-sized businesses in an engaging way.
What we did	<ul style="list-style-type: none"> <li>• Conducted market research to align with target audience needs</li> <li>• Developed a flexible, elegant brand identity</li> <li>• Designed custom graphics and animations</li> <li>• Produced an animated video to enhance the brand</li> <li>• Created and launched a user-friendly website in Webflow</li> </ul>

The screenshot displays the Knead That Dough website. At the top, there is a navigation bar with links for 'About Us', 'How We Do It', 'Integrations', and a 'Book a call' button. The main content area features a large image of two people in a meeting. Below the image, the headline reads: 'We're Knead That Dough, and we believe that data should be fun and easy to use'. A sub-headline states: 'We're a bunch of data enthusiasts who love helping small to medium-sized businesses in the hospitality and food & drink industries make the most out of their data'. At the bottom, a green box contains the text: 'OUR MISSION We're here to make data simple and powerful for your growing business'.

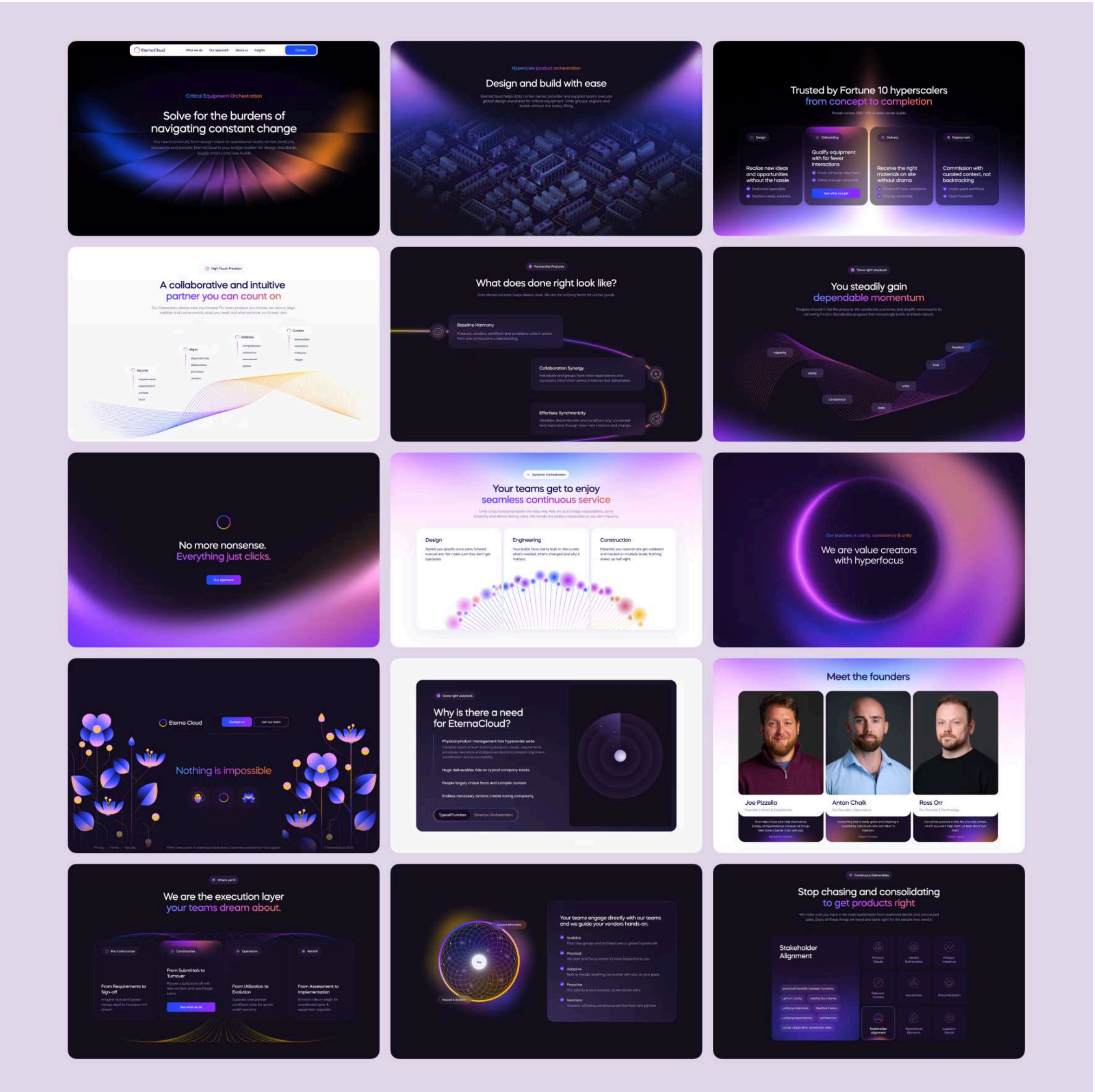
# EternaCloud

EternaCloud is a partner who helps data center owner, provider and supplier teams execute global design standards for critical equipment.

[eternacloud.com](https://eternacloud.com)

[see case](#)

Services	Brand Identity Web Design Development Graphic Design Motion Design
Industries	B2B & Professional Services Technology
Challenge	The challenge is to create an all-encompassing brand for a company and service covering a large scale of data center teams' operations, and implement it in a functional yet as-simple-as-possible website.
What we did	<ul style="list-style-type: none"> <li>Conducted market and competitor research, brand modeling</li> <li>Designed a visual brand language consistent with company's operations</li> <li>Translated the brand design language into website interface</li> <li>Developed company website</li> <li>Provided ongoing support and design consulting post-launch</li> </ul>
Recognition	<ul style="list-style-type: none"> <li><u>Awwwards Honorable Mention</u></li> </ul>





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