#### Credentials

# Marketing-driven UI/UX solutions

We help clients to excel by creating well thought out websites and apps.

### 

Year of foundation

5 millions users/m

Most visited project live

People as one

Design awards

LAZAREV.

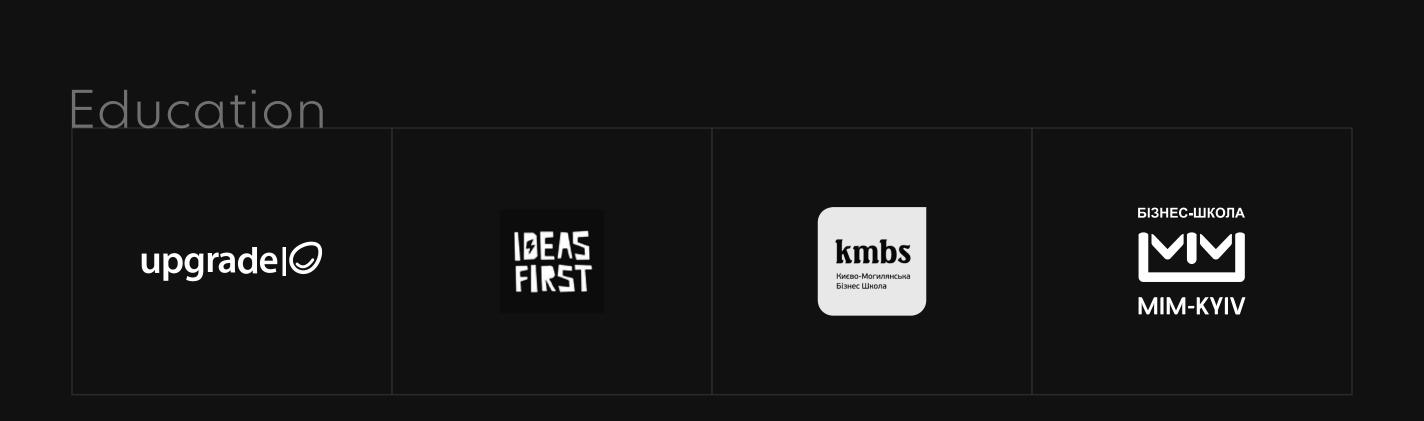
2019

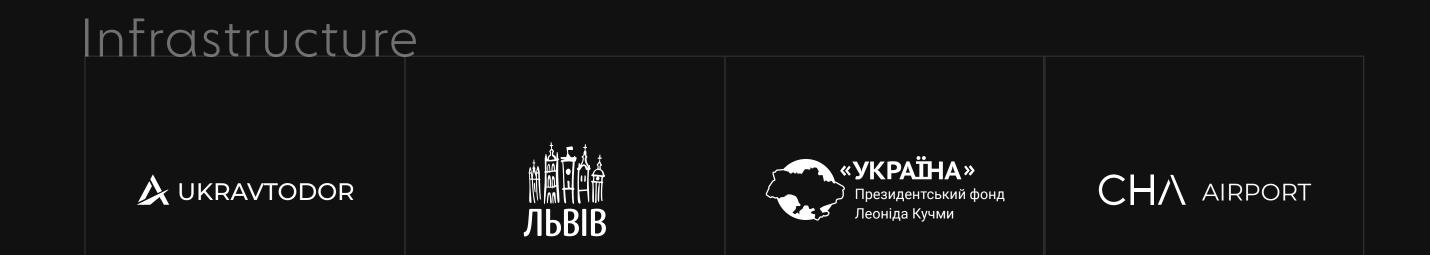
### Featured

### Our clients









#### Process

### Production

Research:

Goals to be achieved

Target audience and personas

Marketing strategy

Competitive analysis

Prototype:

Mindmap and user flow chart

Core screenswireframes

Mockup:

Moodboards

Adaptive version

Design concept

Style guide

Pages mockups

Dev specs

LAZAREV.

2019

Development:

Front-end

— QA

Back-end

Hosting transfer

<sup>05</sup> Support:

Monitoring and protection

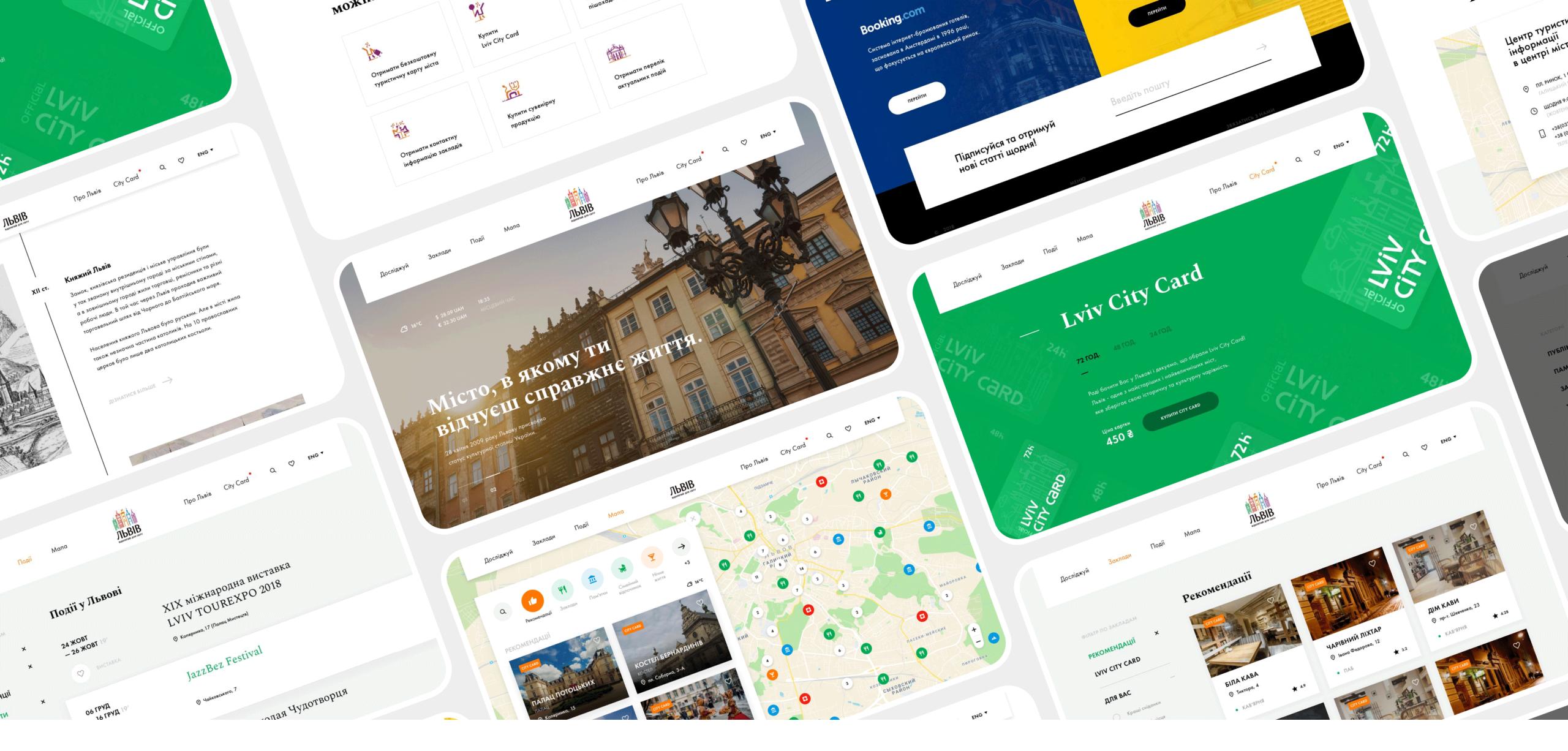
Content management

Updates management

### Services

### Websites

We create award-winning ones that have your business needs at heart, taking into account industry and target audience specifics.





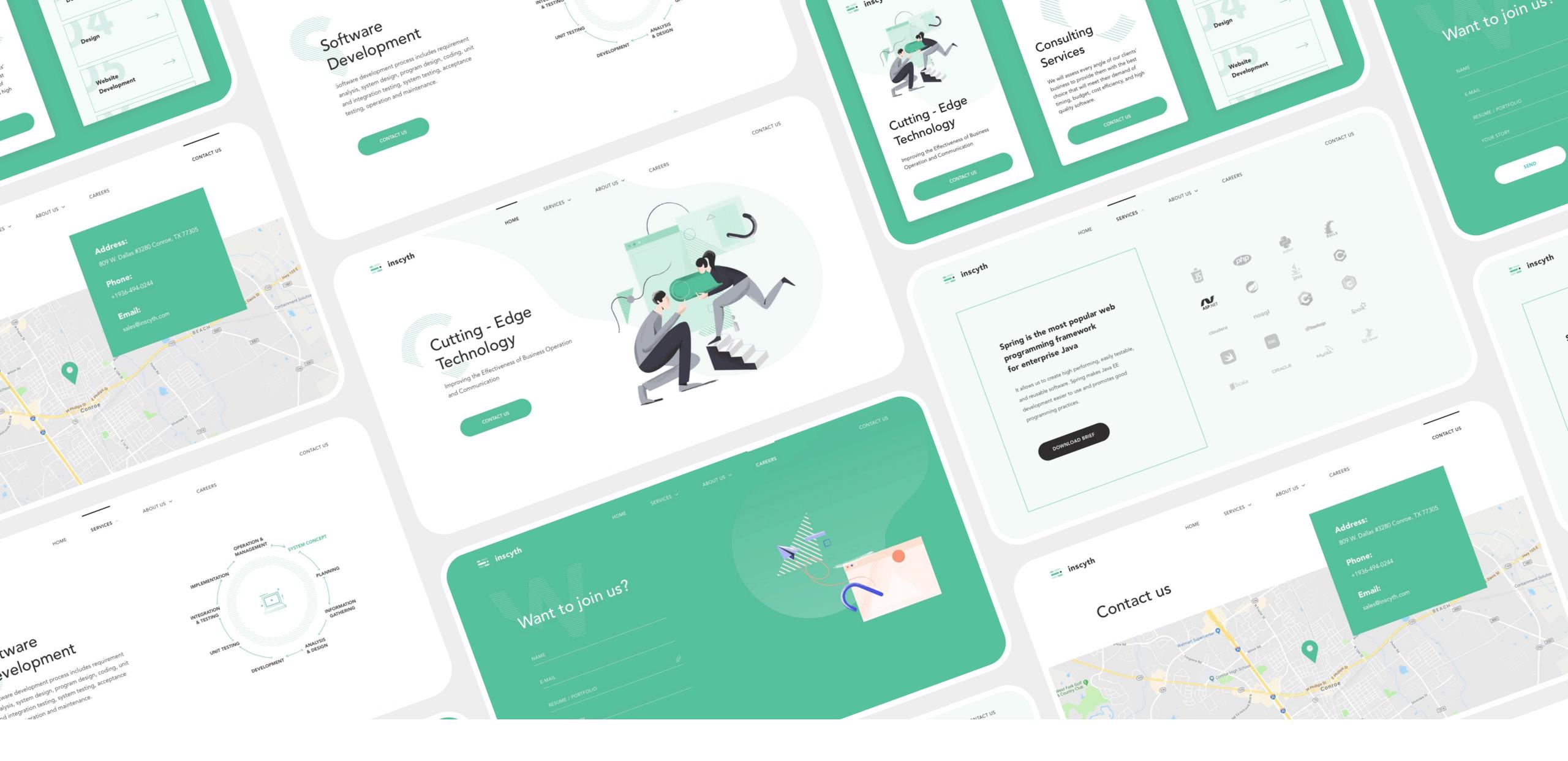
Lviv.travel

Overview

Official Lviv city website with interactive map, local events list and trip planner

Key Information

The most tourist city in Ukraine





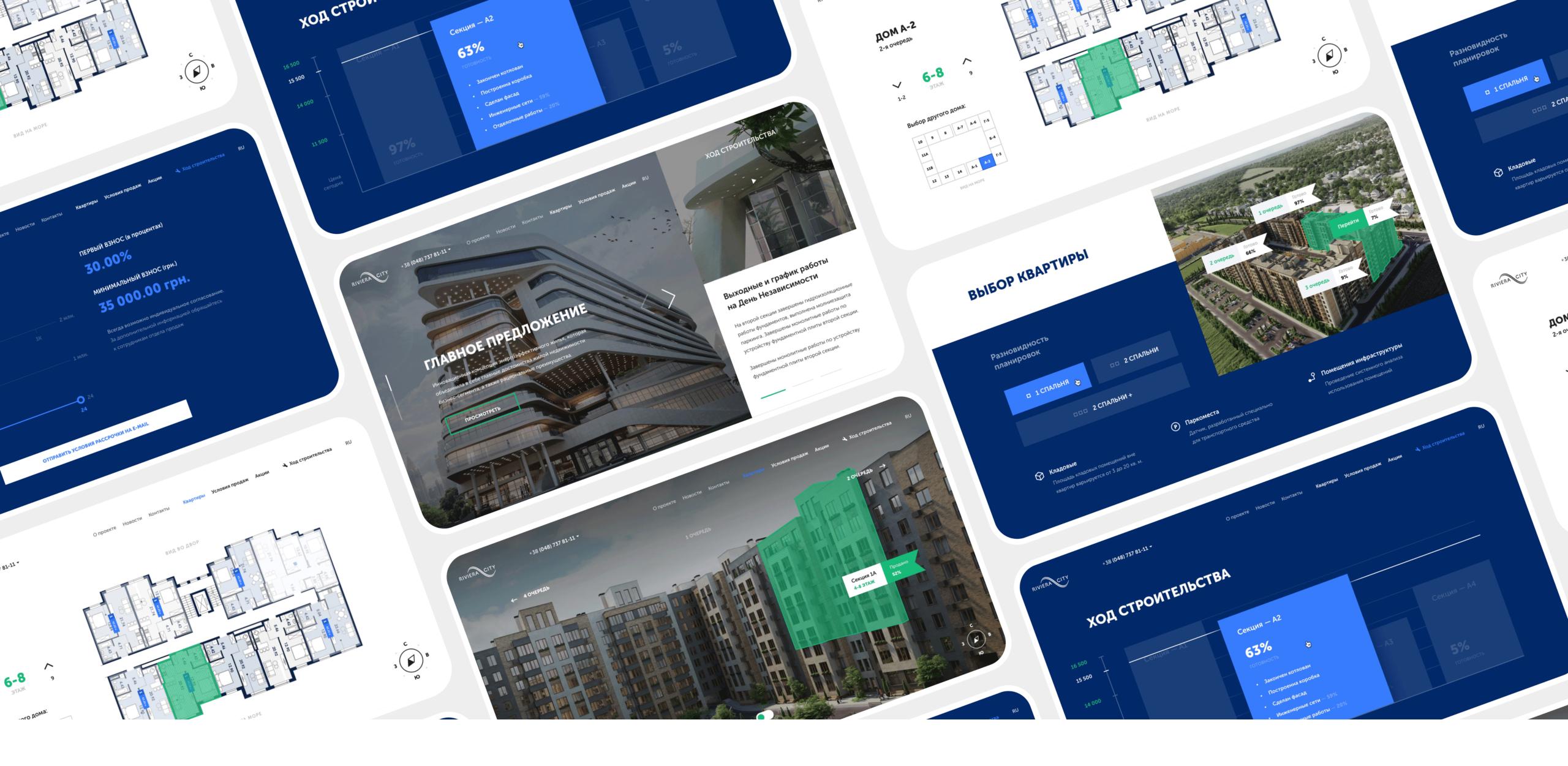
Inscyth

Overview

IT company that provide a big range of services

Key Information

Custom illustrations





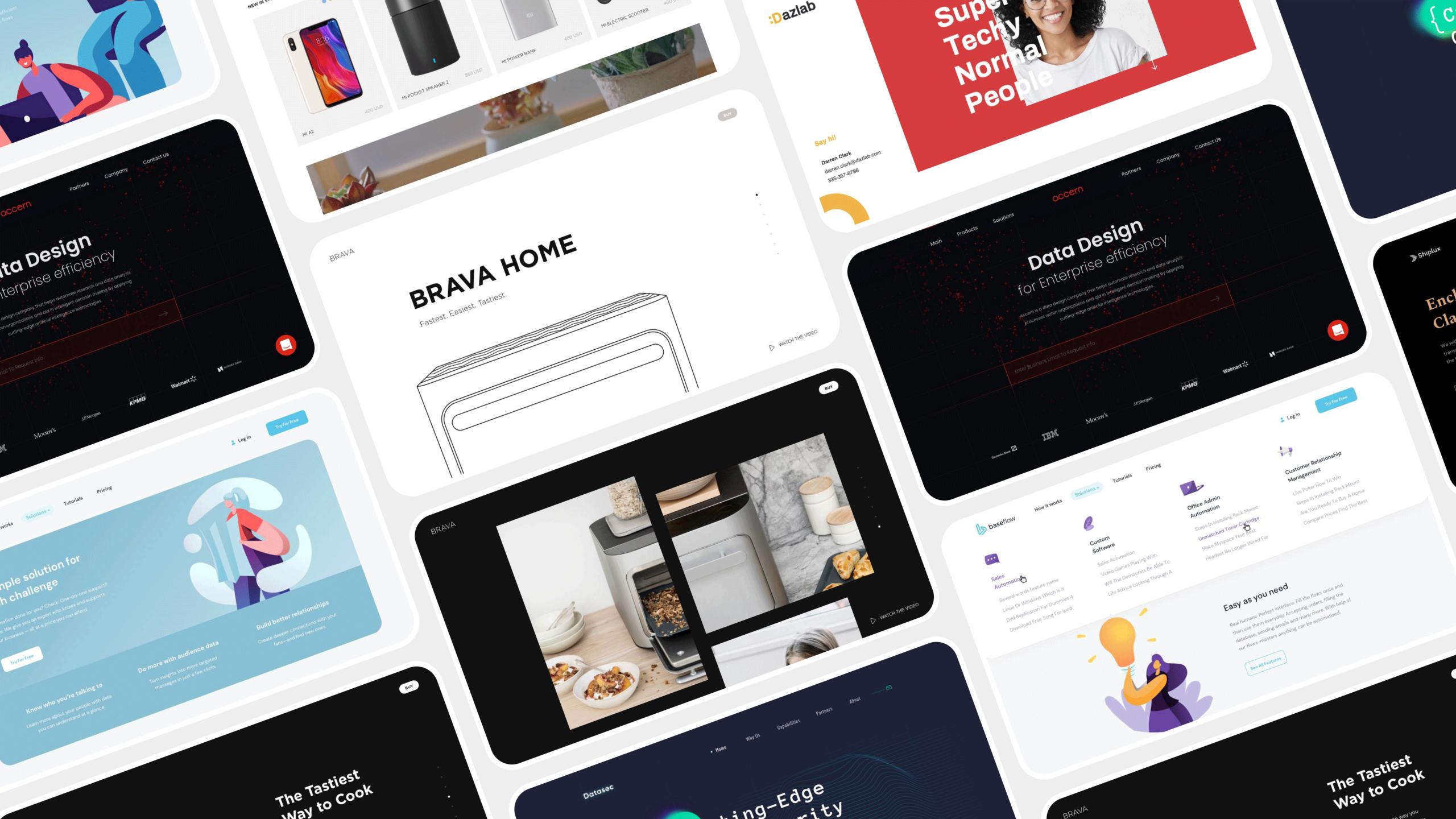
Riviera City

Overview

Website for a luxury residential real estate based in Odessa

Key Information

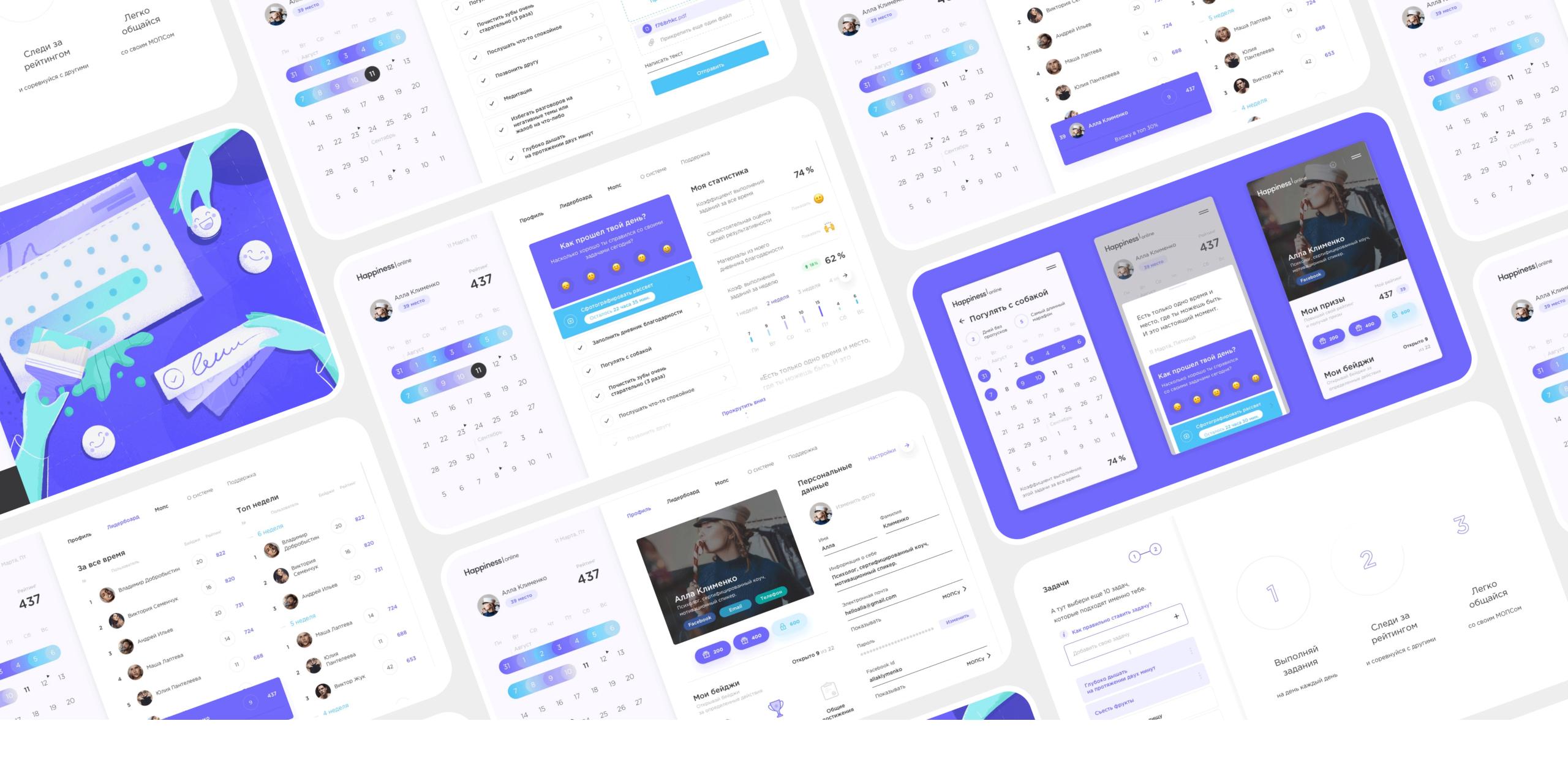
3D apartment choice



#### Services

# Applications

All the way from research and mind mapping to crisp and intuitive interfaces. The type users fall in love with.



upgrade|*©* 

Client

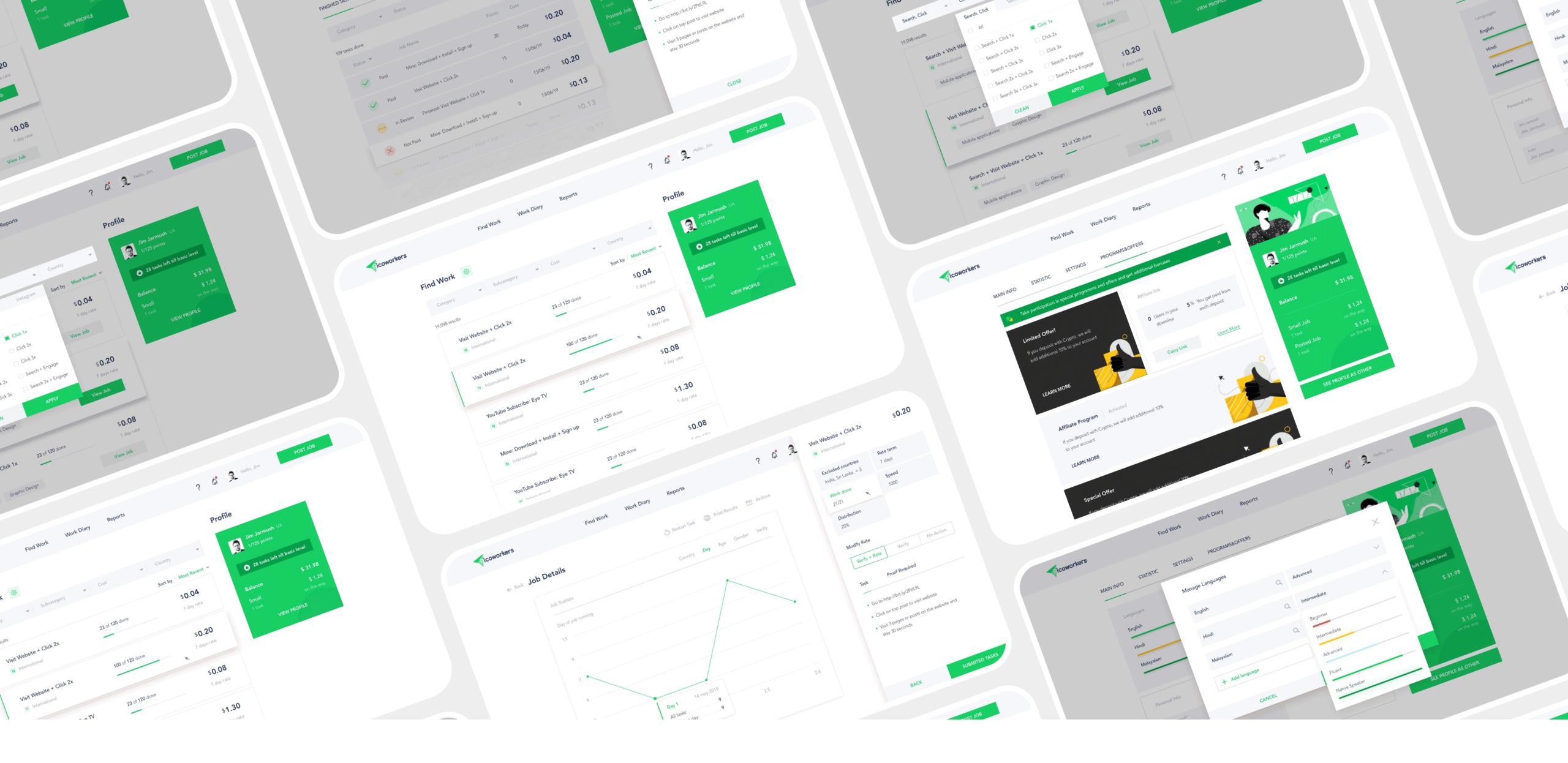
Upgrade

Overview

SaaS with gamification, leaderboard and task-based scoring system

Key Information

Built with PWA technology





Picoworkers

Overview

Freelancers platform with Employees and Clients interfaces

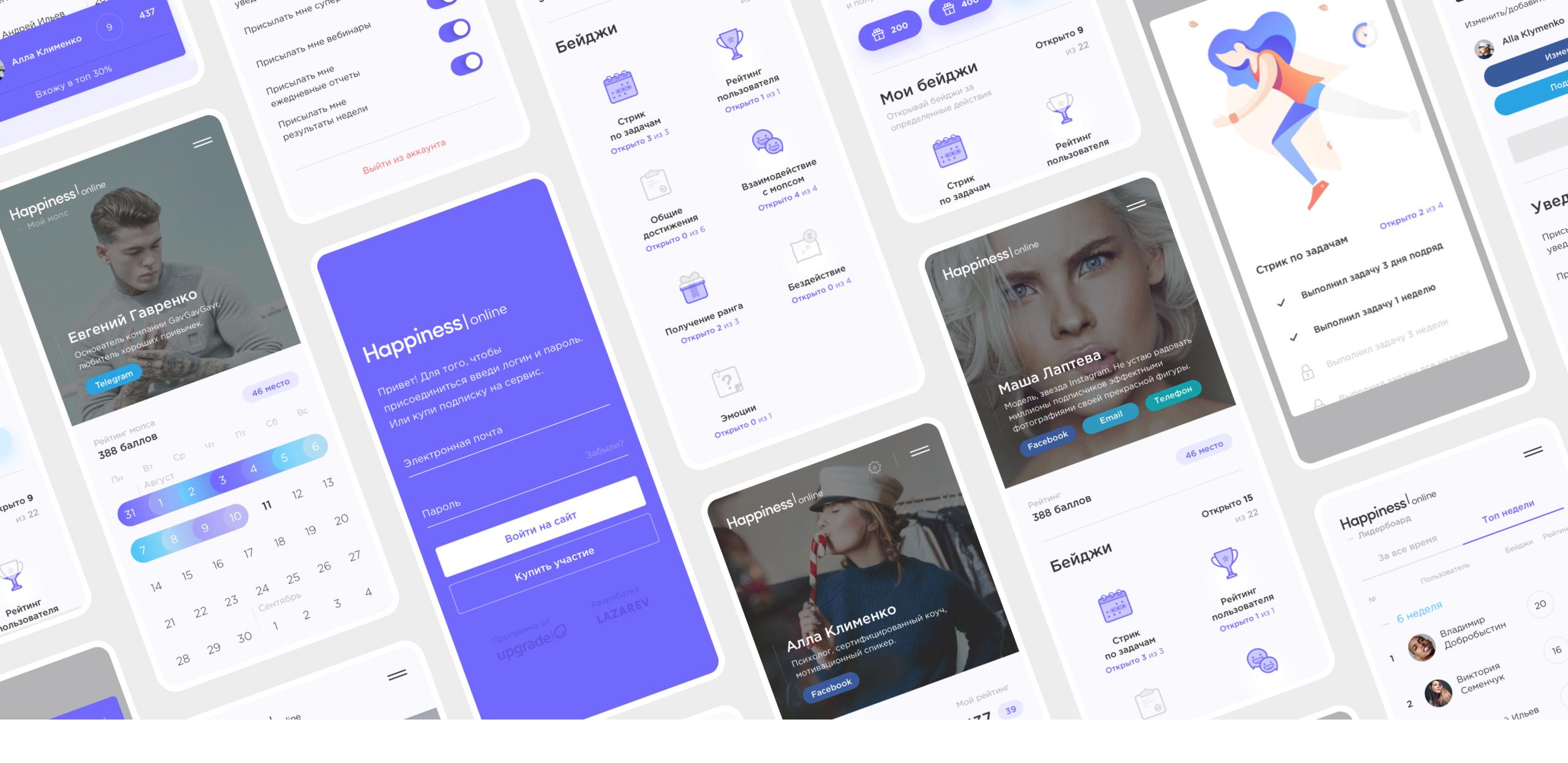
Key Information

Job posts, search system and payments flows



#### Services

# Mobile Apps



upgrade|*Q* 

Client

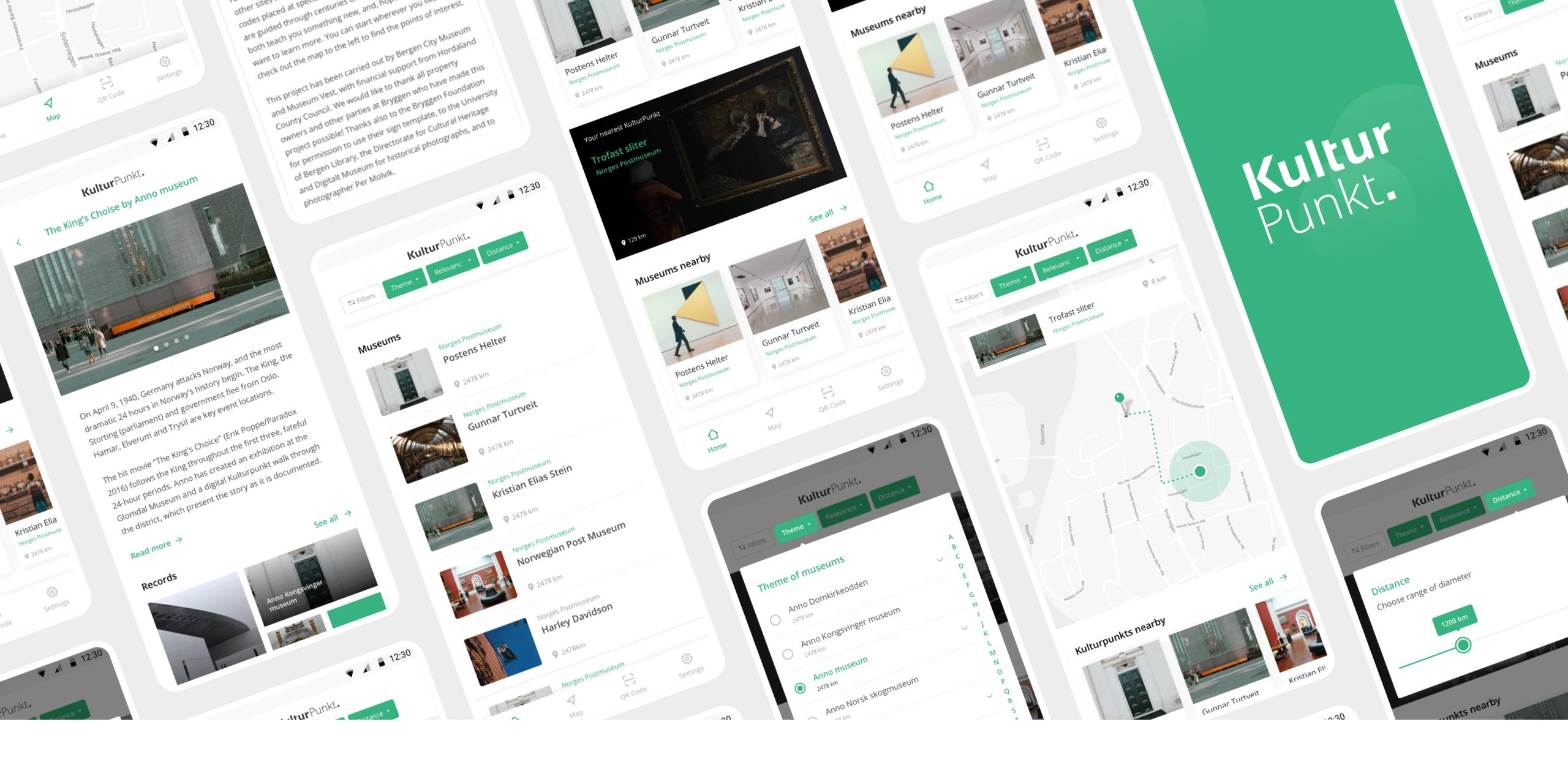
Upgrade

Overview

SaaS with gamification, leaderboard and task-based scoring system

Key Information

Built with PWA technology



**Kultur**Punkt.

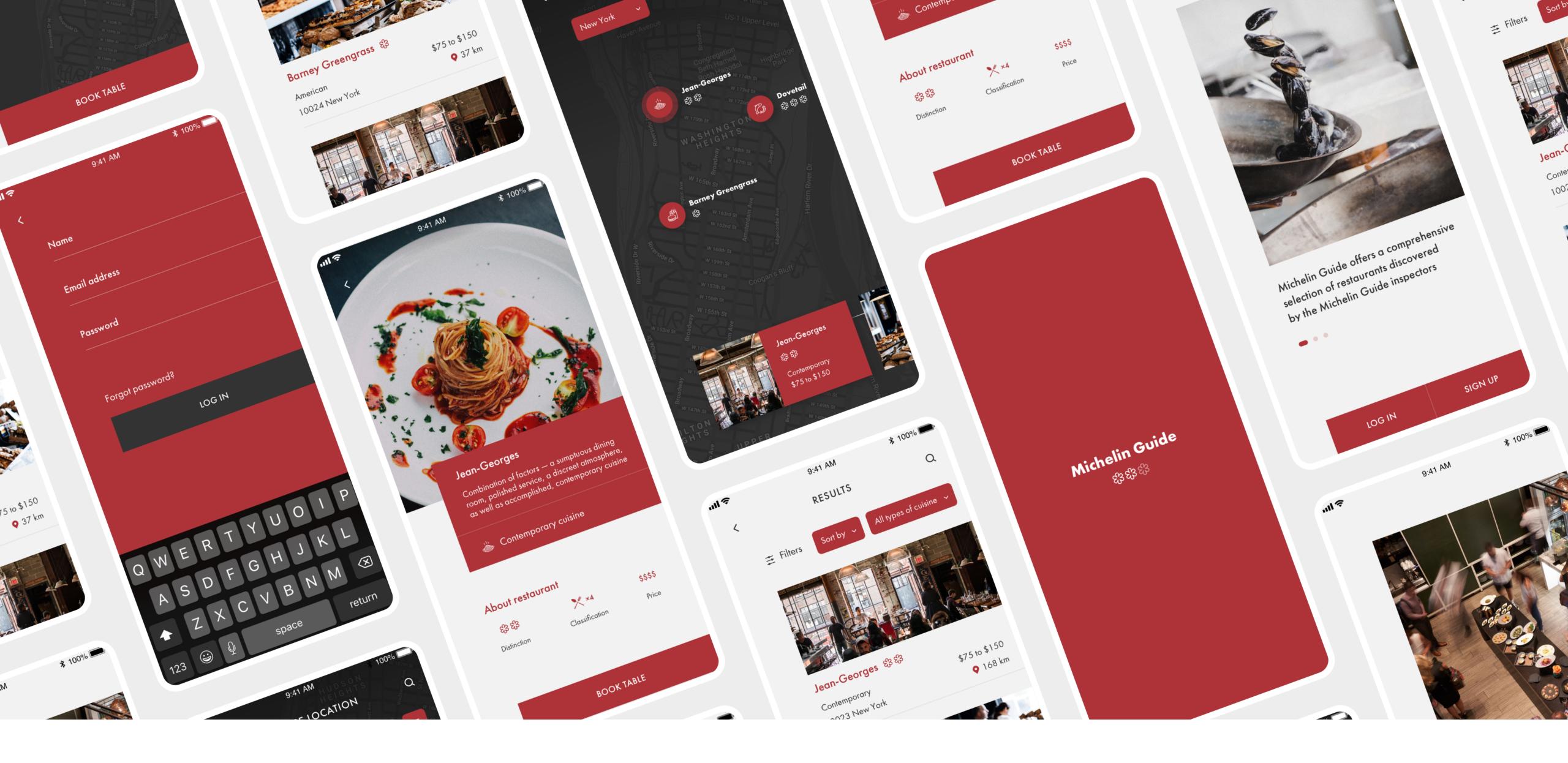
Client
KulturPunkt.

Overview

Interactive museums finder

Key Information

Location-based



భిభిభి Michelin Guide

Client

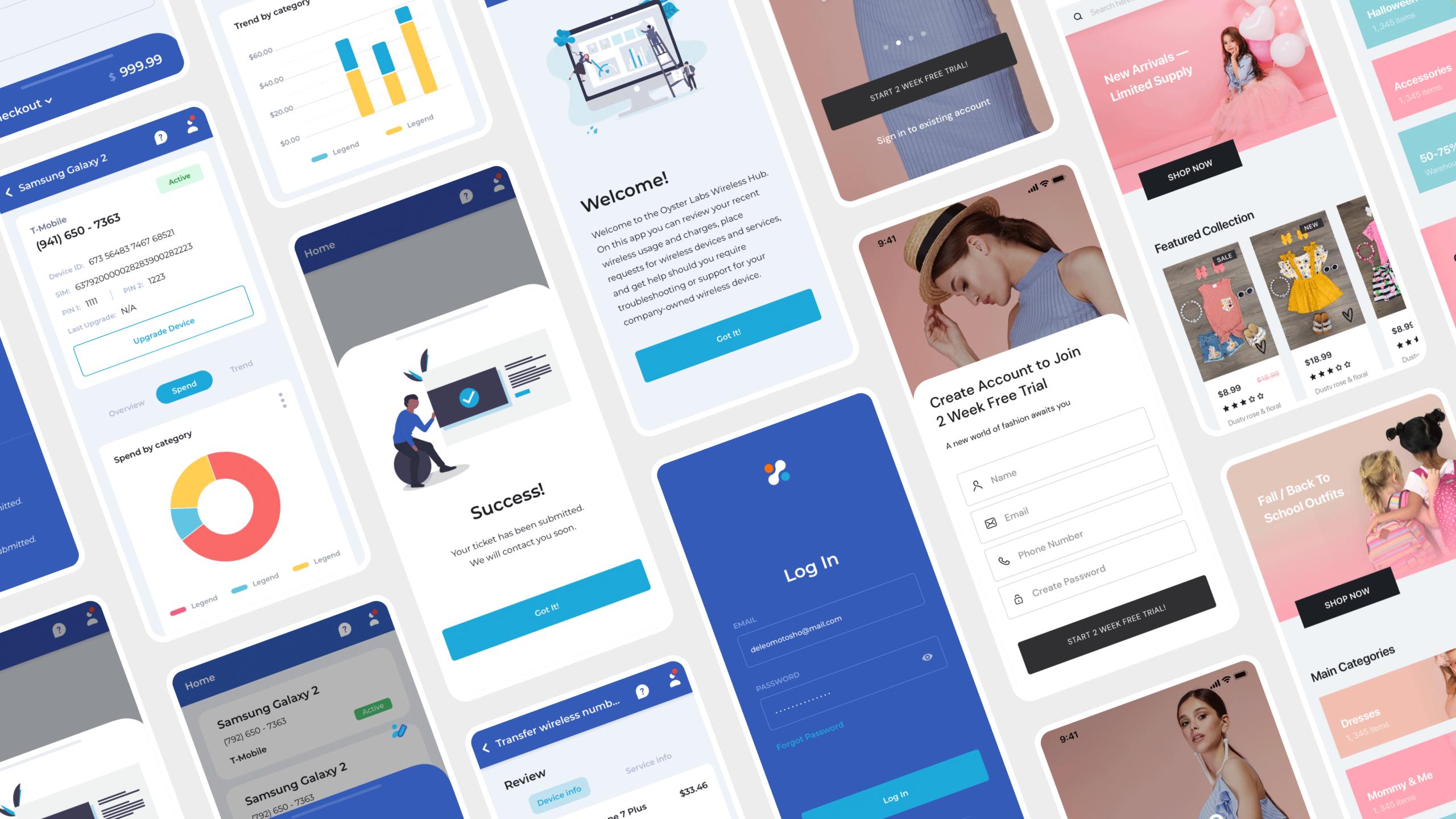
Concept

Overview

Design concept for Michelin restaurants guide

Key Information

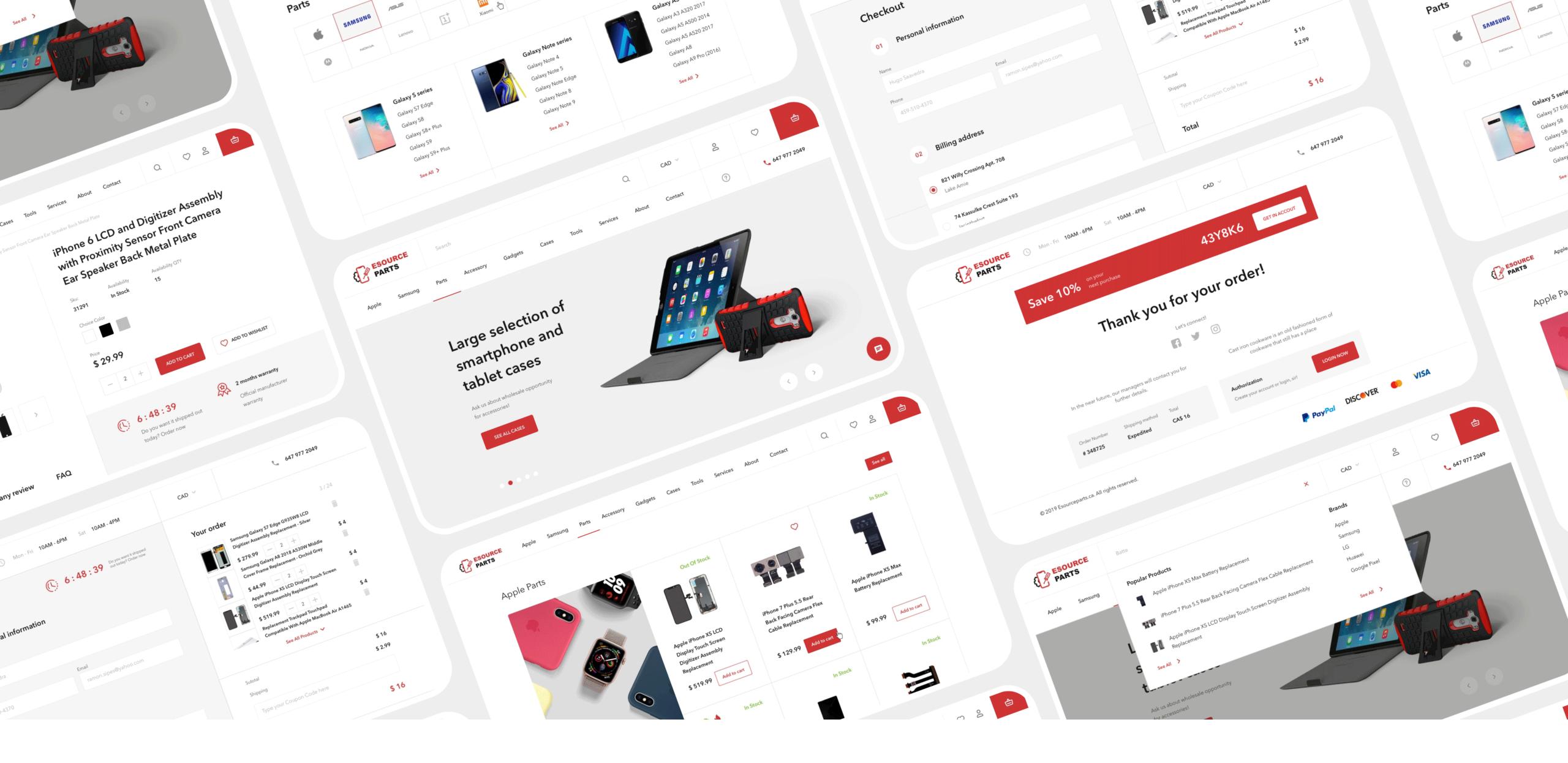
Concept



#### Services

### E-commerce

Merging our marketing and design expertise to make your target audience buy and come back for the experience.





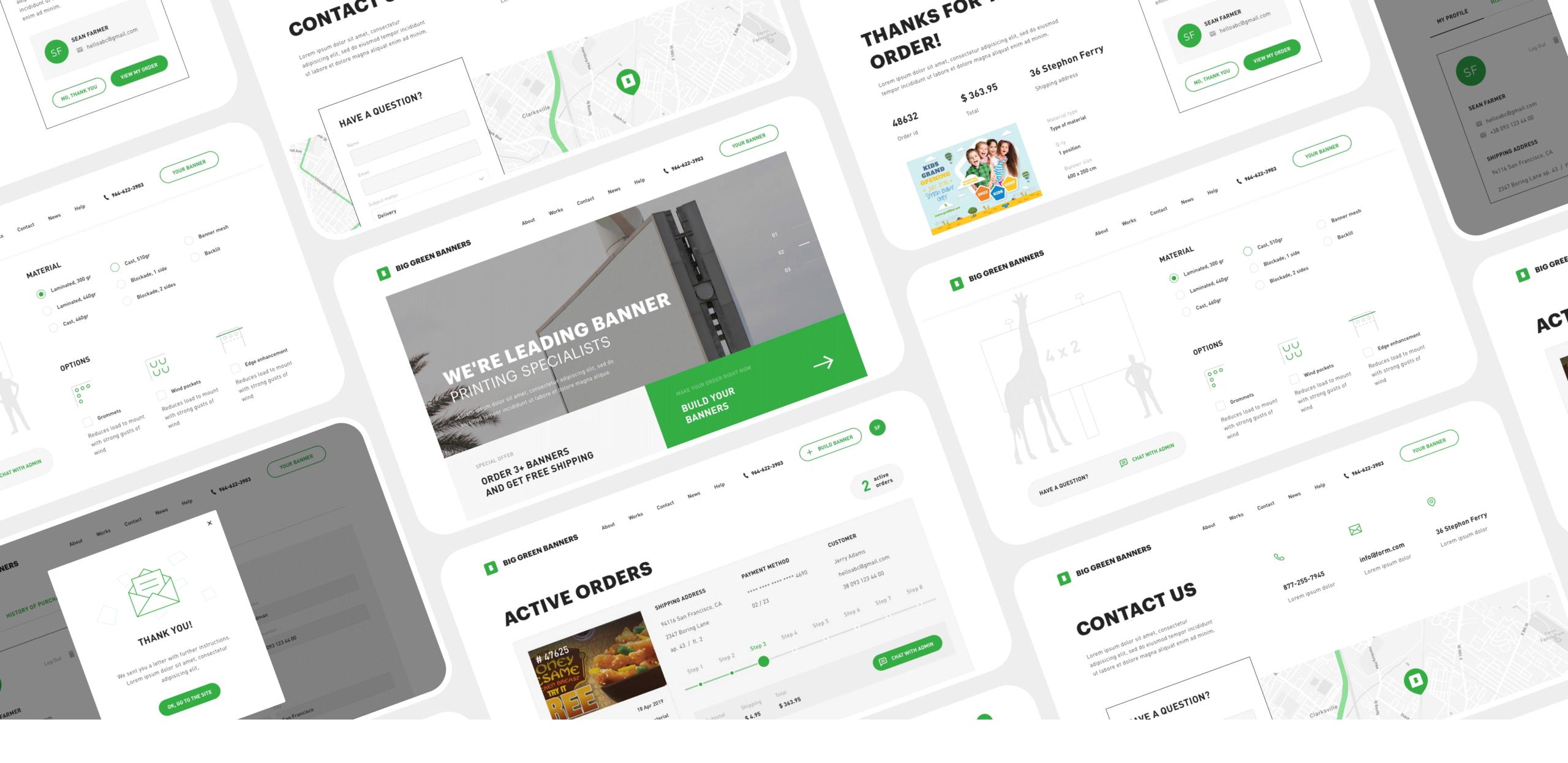
Esource Parts

Overview

Largest parts supplier in Canada

Key Information

Redesign



BIG GREEN BANNERS

Client

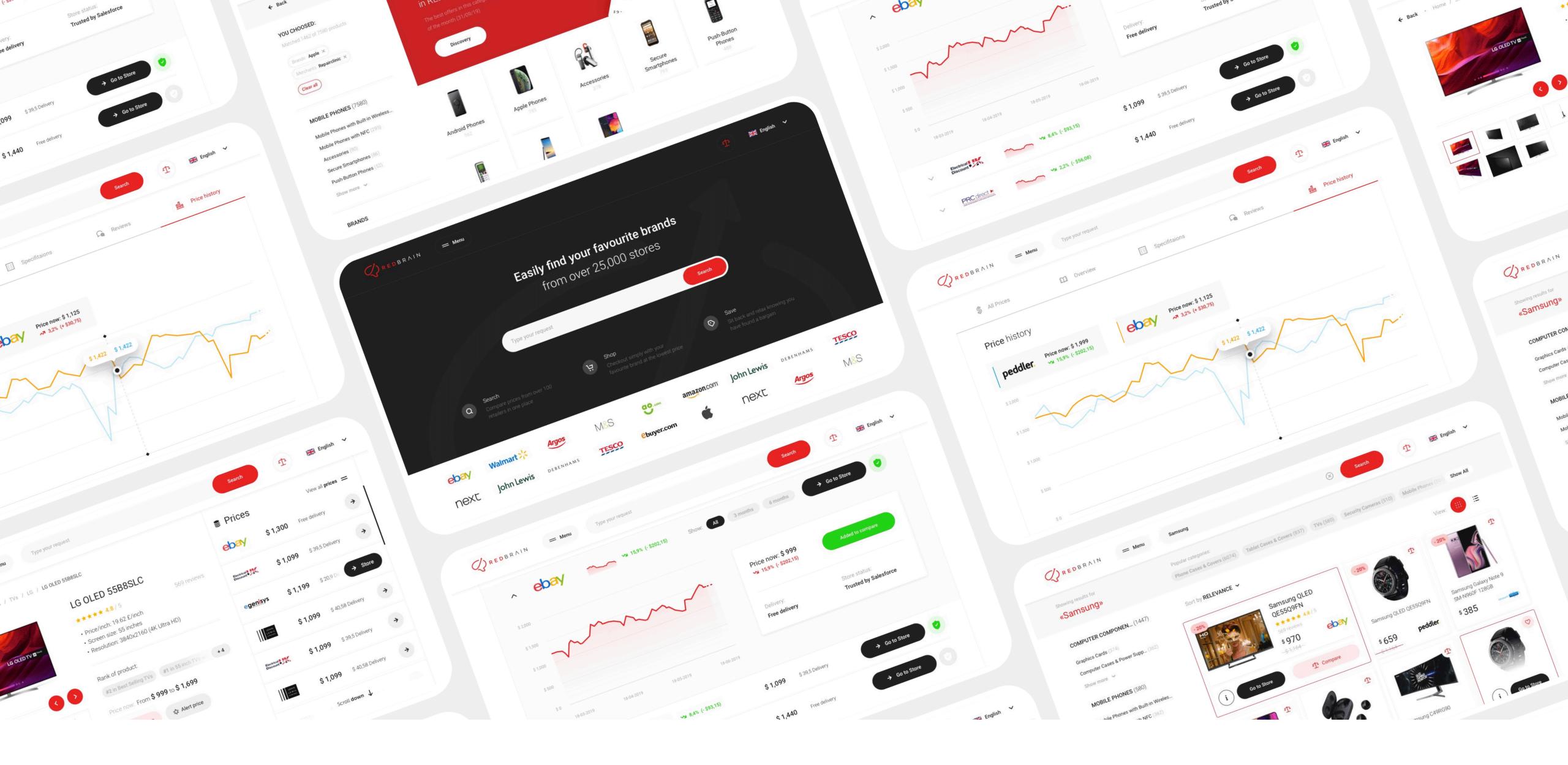
Big Green Banners

Overview

Supplier of building-size banners

Key Information

Checkout and account flows





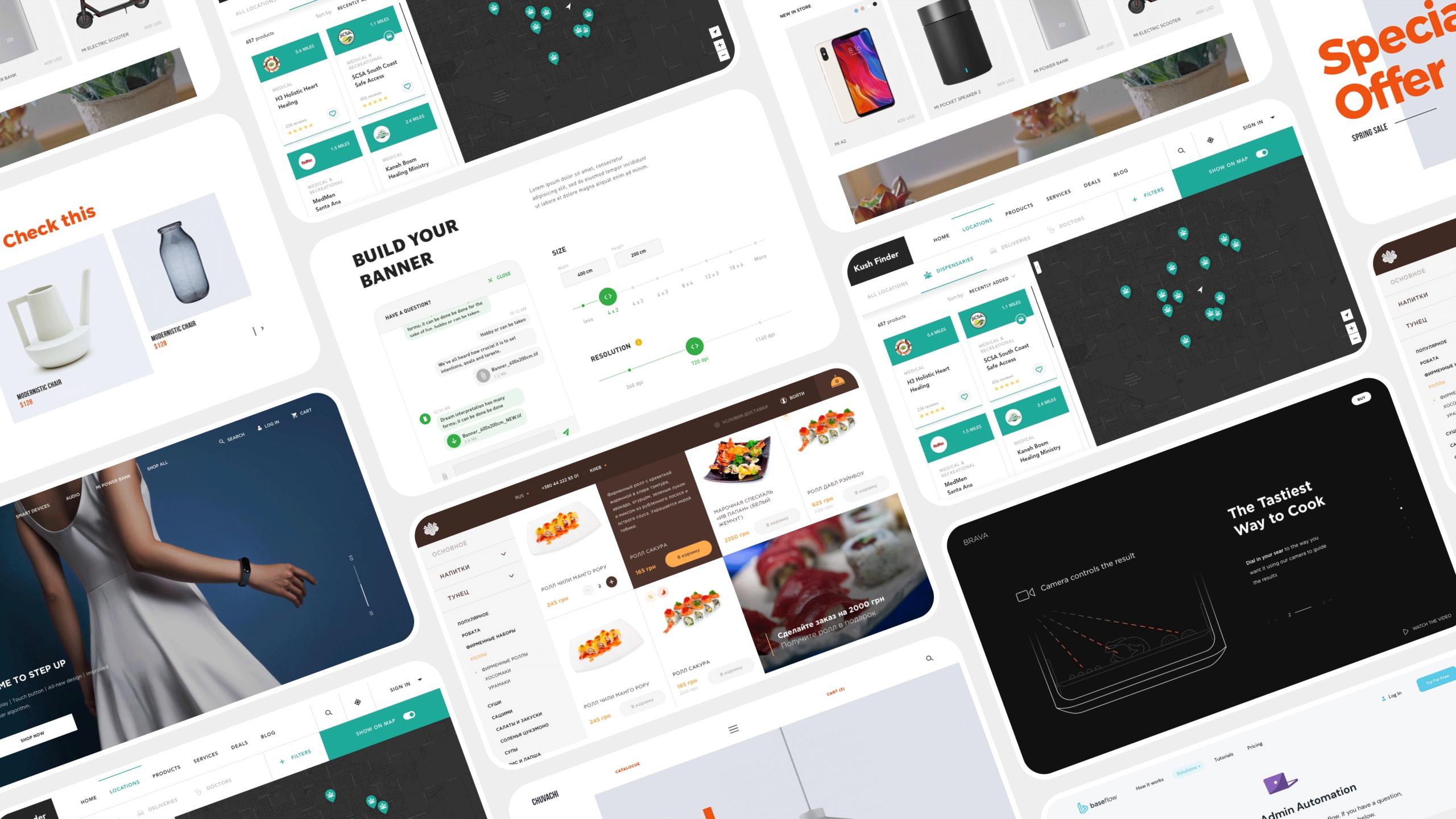
RedBrain

Overview

Comparison aggregator with 10M+ products in catalog

Key Information

25M/month visits



# Thank you!

Kazimir Malevich St. 48 Ukraine, Kyiv https://lazarev.agency/

weare@lazarev.agency