

# MAKING YOUR COMPETITORS JEALOUS

20



23



CREATIVE  
DESIGN  
SYNDICATE



KLAD IS A MULTIDISCIPLINARY DESIGN  
SYNDICATE THAT PROVIDES COMPREHENSIVE LONG-LASTING  
SOLUTIONS FOR PEOPLE. EVERY DESIGN WE DELIVER IS  
ORIGINAL, AND EVERY PROJECT IS TREATED UNIQUELY. WE  
TREAT OUR CLIENTS AS LONG-TERM PARTNERS.

# REMOTE, WORLDWIDE リモート、世界的に УДАЛЕННО, ПО ВСЕМУ МИРУ

EGOR ZMAZNEV

PROJECT MANAGER

EGOR@KLAD.DESIGN

DARIA KRAVCHENKO

PROJECT MANAGER

DARIA@KLAD.DESIGN

ELENA SIVAKOVA

MOTION & 3D

KSENIA LEONTEVA

UI/UX & WEB

SASHA KURILENKO

ART DIRECTION & BRANDING

THE RIGHT  
GIVING YOUR  
SHADES



# OUR PRINCIPLES



01. ENHANCING - NOT INDULGING

We push for the solutions that we find best.  
We won't nod and agree to the ideas we find weak.

02. OPEN AND TRANSPARENT

We treat clients like partners and we believe that trust and openness are core components to ensure partnership's success.

03. ONLY ORIGINAL SOLUTIONS

Every project is unique for us. We will never reuse materials or drafts from the past project to cut corners.

04. QUALITY ABOVE ALL

We strive for the best quality we can deliver.  
No compromises.



# MULTIDISCIPLINARY EXPERTISE IS A CORE COMPONENT OF OUR STUDIO

PRODUCT

DIGITAL

BRANDING

**Industries**

Web3 & Blockchain  
Retail & E-commerce  
Lifestyle & Well-being

Food & Beverage  
Banking & Finance  
Architectural Engineering

Biotech & Healthcare  
Jewellery Manufacturing  
Logistics & Transportation

**Tools**

Figma  
Adobe CC  
Blender

Cinema 4D  
ZBrush  
HTML + CSS

JavaScript  
Python

PHP  
Logic Pro

Data Visualisation

UI/UX

Front-end

[OPEN PROJECT](#)

# MERLIN

LENGTH

28 weeks

COUNTRY

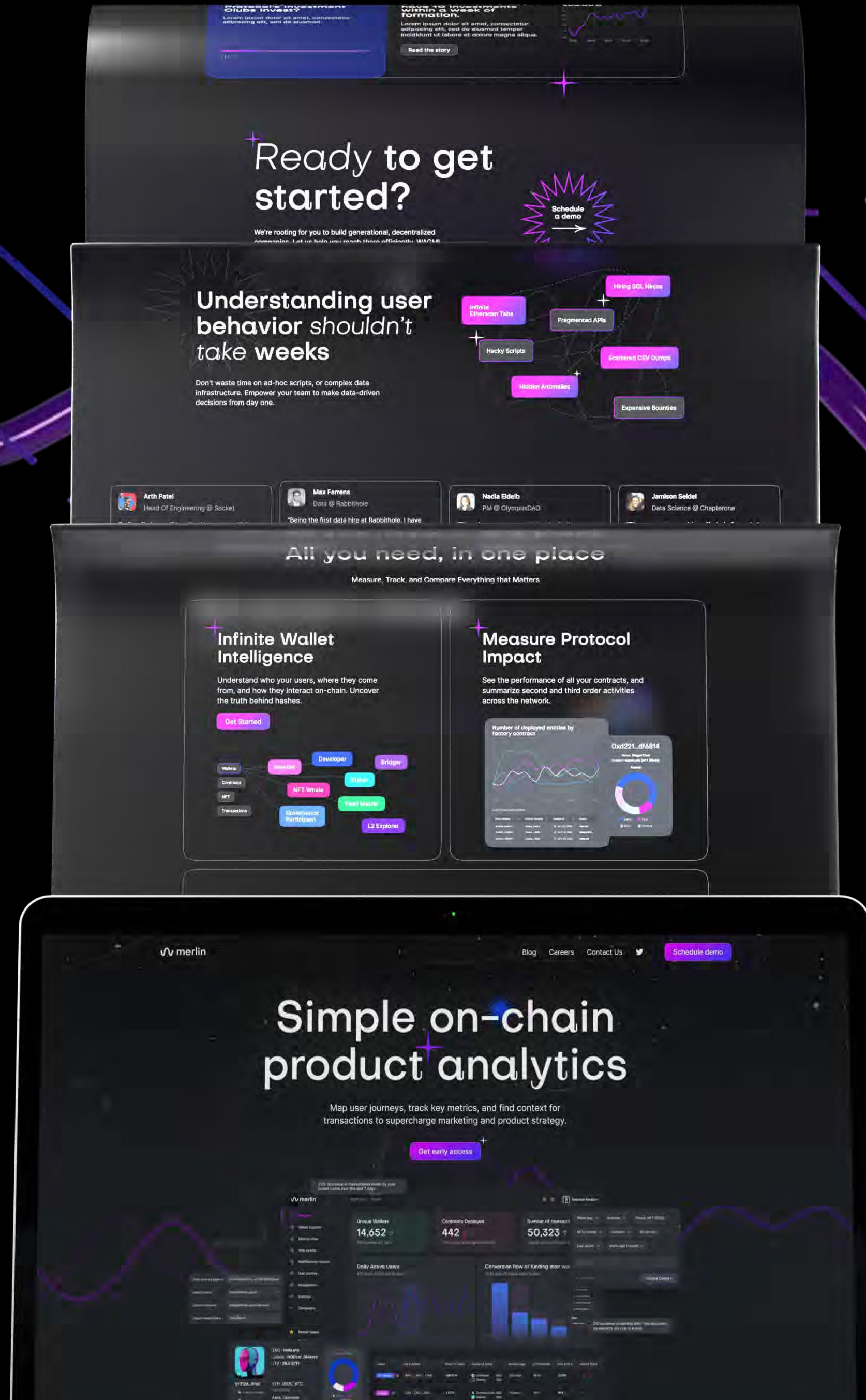
USA

INDUSTRY

Web3 & Blockchain

YEAR

2022



## TASK

Preparing the company for the initial launch of a smart contract analytics web app. The client had already implemented backend but lacked, front-end and marketing materials.

## SOLUTION

Created a “get early access” landing page with reusable React components, integrated Strapi blog & Vercel hosting. Designed a top-notch UI with UX mapping and iterative user feedback. Provided 6 months of front-end support and usability testing.



# 1SEC

## TASK

Prepare the company for the initial launch in less than two months. The client didn't have any brand or design materials.

## SOLUTION

Defined key positioning points further developed in naming and branding. Came up with the packaging direction and concept alongside the temporary solution just for the launch. Suggested a drop-based business model supported by a suitable web design concept.

## LENGTH

6 weeks

Branding

## INDUSTRY

Food & Beverage

Naming

## COUNTRY

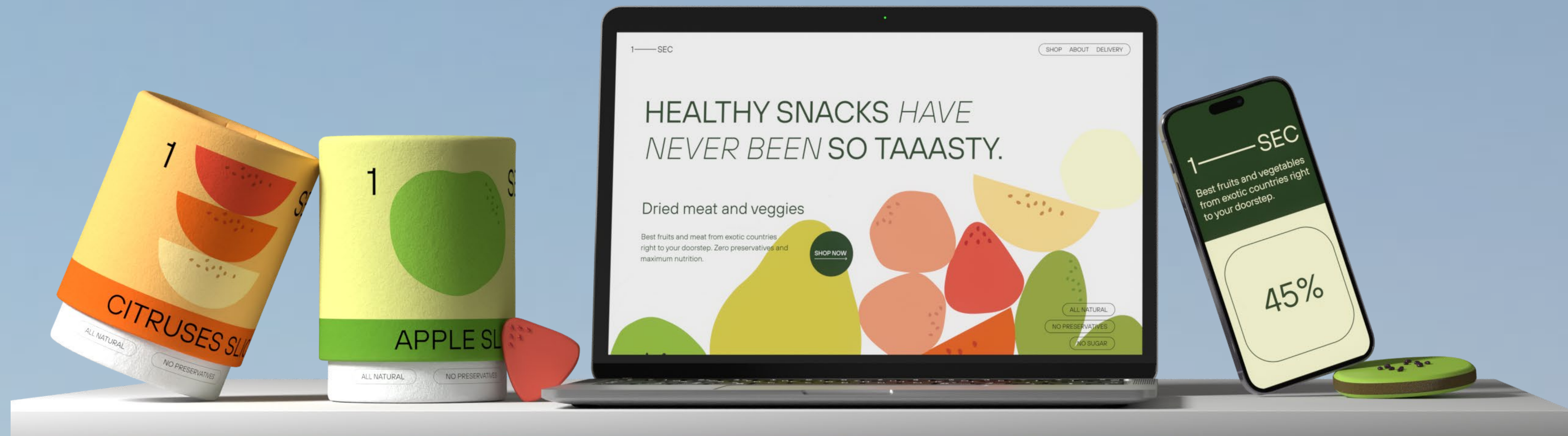
Singapore

Product

## YEAR

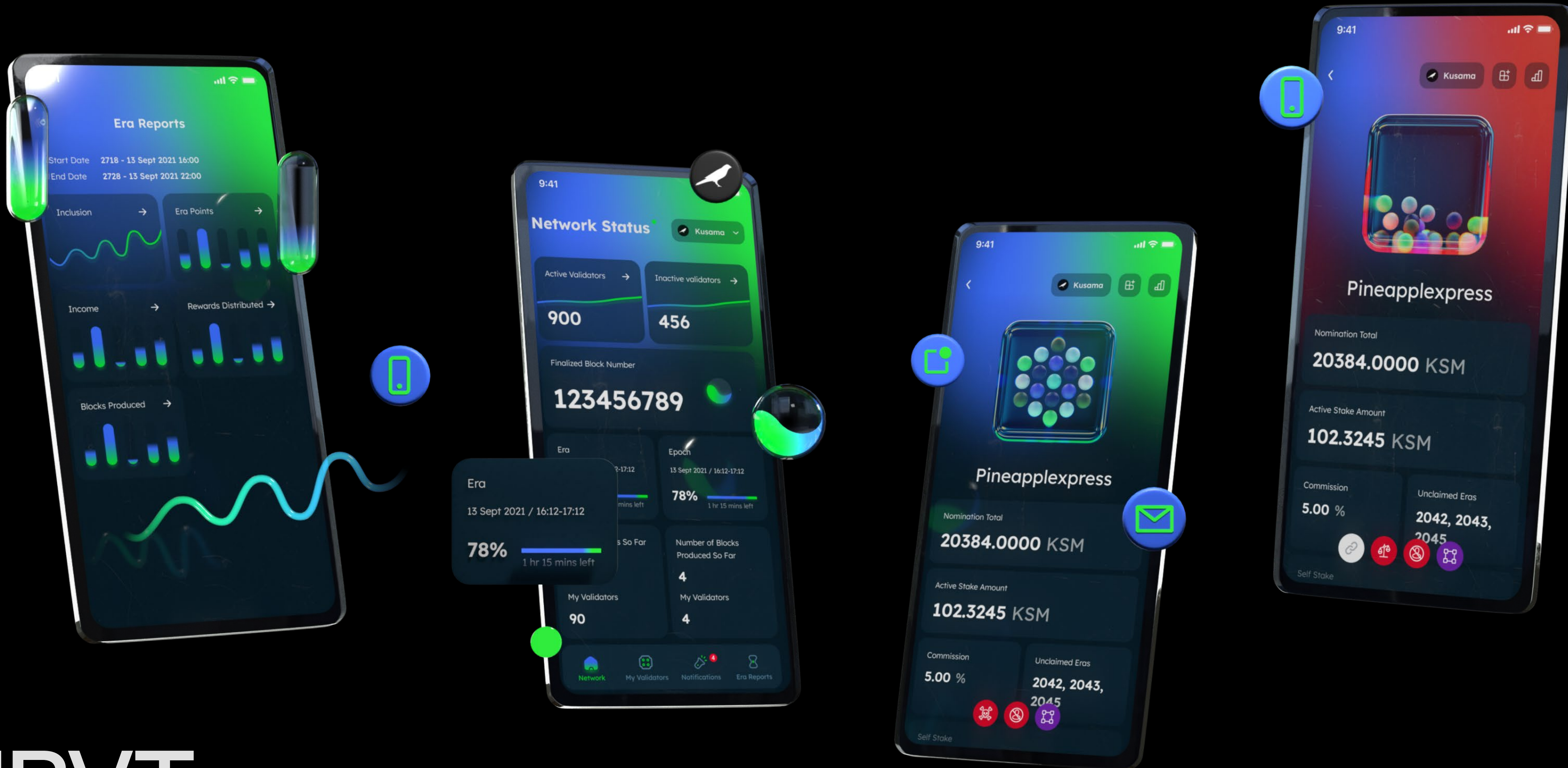
2022

Web



OPEN PROJECT





# SUBVT

## TASK

The client wanted to create a visually appealing and modern design for the open-source node monitoring app for PoS validators.

## SOLUTION

Prepared 3 branding concepts with UI examples. Collaborated on UX mapping for cross-platform design. Created component library with light/dark modes. Proposed and implemented 3D node model for app status and wearable version.

## INDUSTRY

Web3 & Blockchain

UI/UX

## COUNTRY

Turkey

Branding

## LENGTH

16 weeks

## YEAR

2021

OPEN PROJECT





TASK

The company planned to create a lot of video content and asked us to prepare a brand motion library with reusable assets.

SOLUTION

Created three concepts based on the brand strategy and existing visuals. Developed a set of new brand animations that we provided as Adobe Premiere templates.

COUNTRY

USA

YEAR

2022

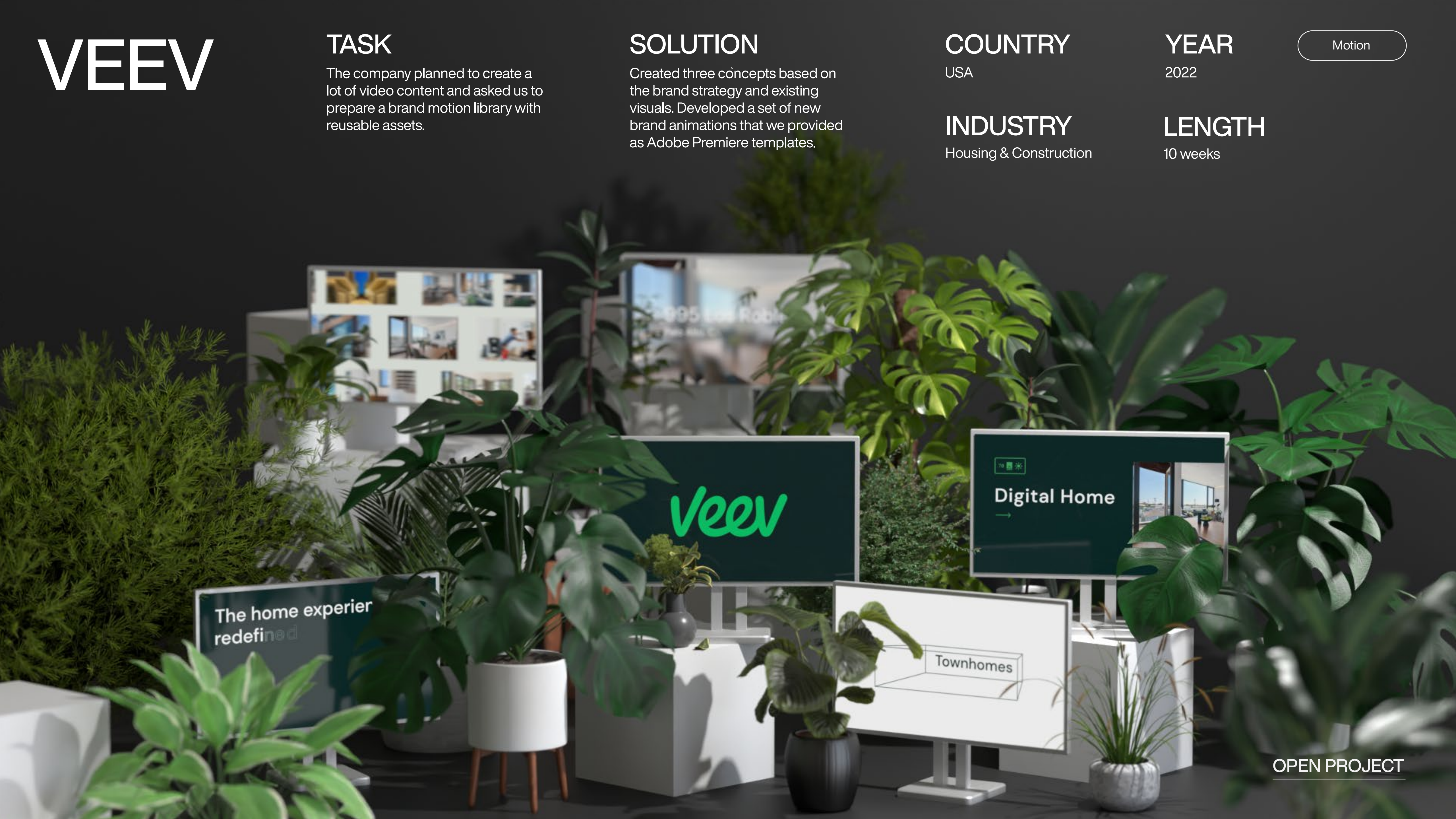
Motion

INDUSTRY

Housing & Construction

LENGTH

10 weeks



[OPEN PROJECT](#)



# OMNIA

Web

Brand redesign

## TASK

Company wanted to do the redesign without actual redesign as they had a lot of physical materials and interior design that has old visuals.

## SOLUTION

Started website update and markup. Discovered and fixed redundant web infrastructure. Redesigned website, created new brand visuals & elements for windows decals. Developing brand starter packs for new clients as a part of the ongoing collaboration.

## COUNTRY

Netherlands

## LENGTH

9 weeks, ongoing

## INDUSTRY

Lifestyle & Well-being

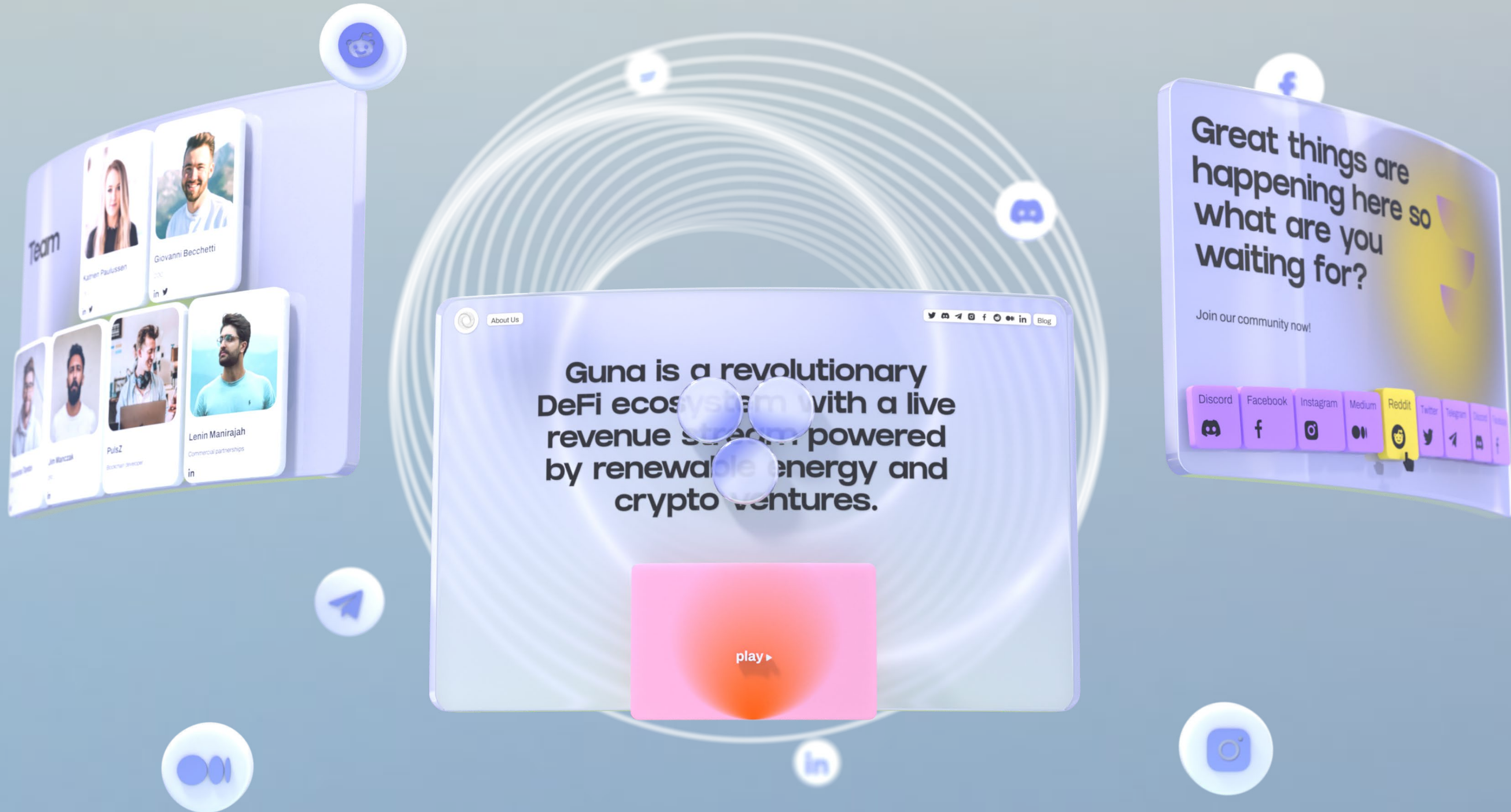
## YEAR

2022



OPEN PROJECT





# GUNA

## TASK

Refresh the brand elements to match web3 space and make a simple yet engaging landing page focusing on the brand.

## SOLUTION

While we didn't change the symbol part of the logo, we decided to update the brand's core fonts and colours. To make the landing page more engaging, we have created a 3D model of the logo that follows the mouse cursor.

## LENGTH

5 weeks

Branding

## INDUSTRY

Web3 & Blockchain

Web

## COUNTRY

Australia

## YEAR

2022

OPEN PROJECT



# MIESTILO

## TASK

The jewellery marketplace planned to create a new subdivision, which would be focused on design and manufacturing, yet reference the core brand.

## SOLUTION

Opted for dynamic branding with a changeable central logo color/texture while keeping the brand name consistent. Each element would reference different jewelry materials and metals.

## LENGTH

9 weeks

## INDUSTRY

Jewellery  
Manufacturing

## COUNTRY

Russia

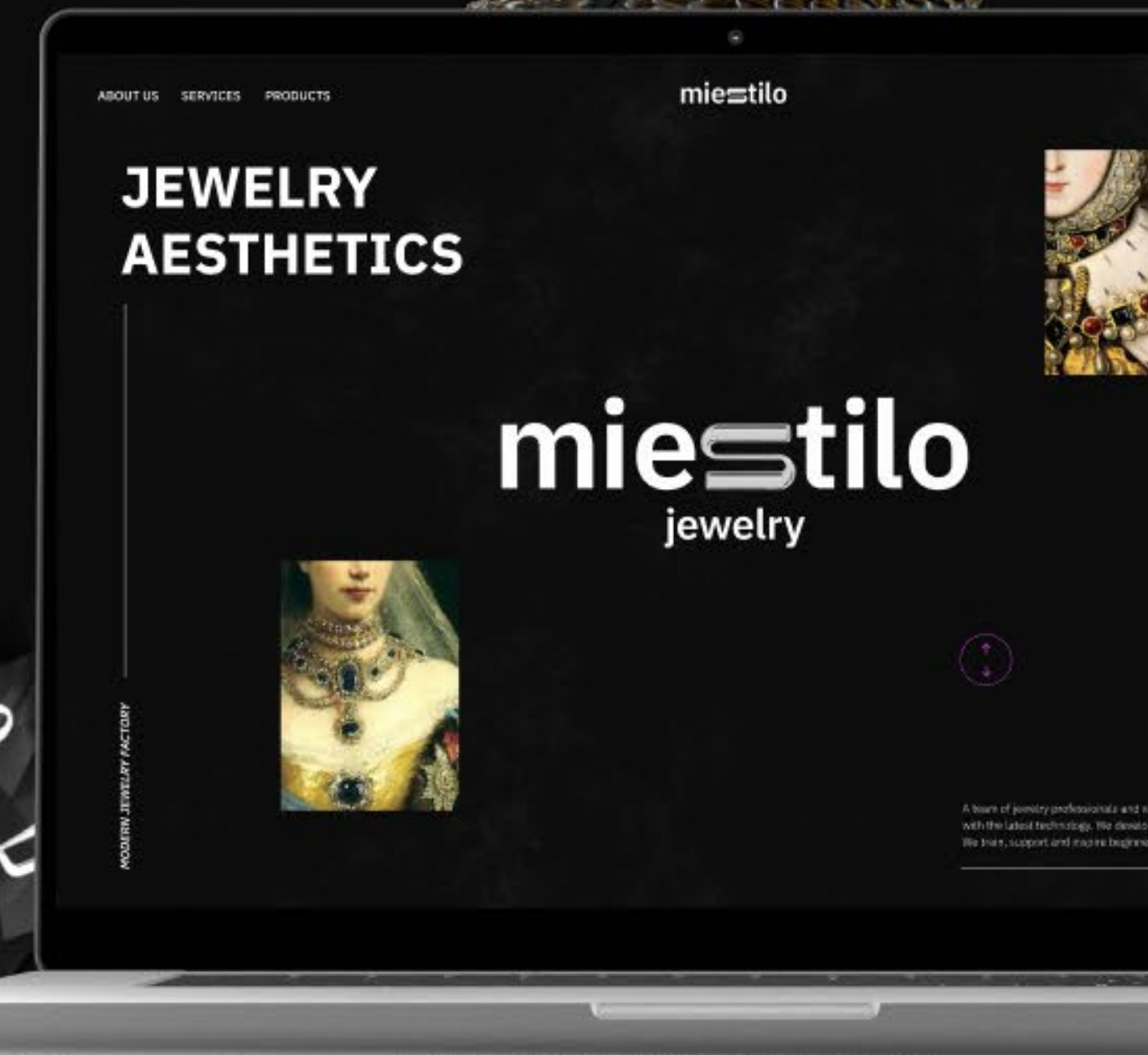
## YEAR

2021

Branding

Web

3D



OPEN PROJECT



# LGT

Product

Motion

3D

[OPEN PROJECT](#)

## TASK

The industrial lighting company was struggling with the annual catalogue update as it took way too long to conduct all of the photoshoots and prepare marketing materials.

## SOLUTION

We decided to go with the 3D modelling solution as it was reusable for catalogue production, marketing and architectural planning. Then, we created a script for rendering flagship models with swappable scenes and querying up to 5 different models simultaneously.

## LENGTH

7 weeks

## INDUSTRY

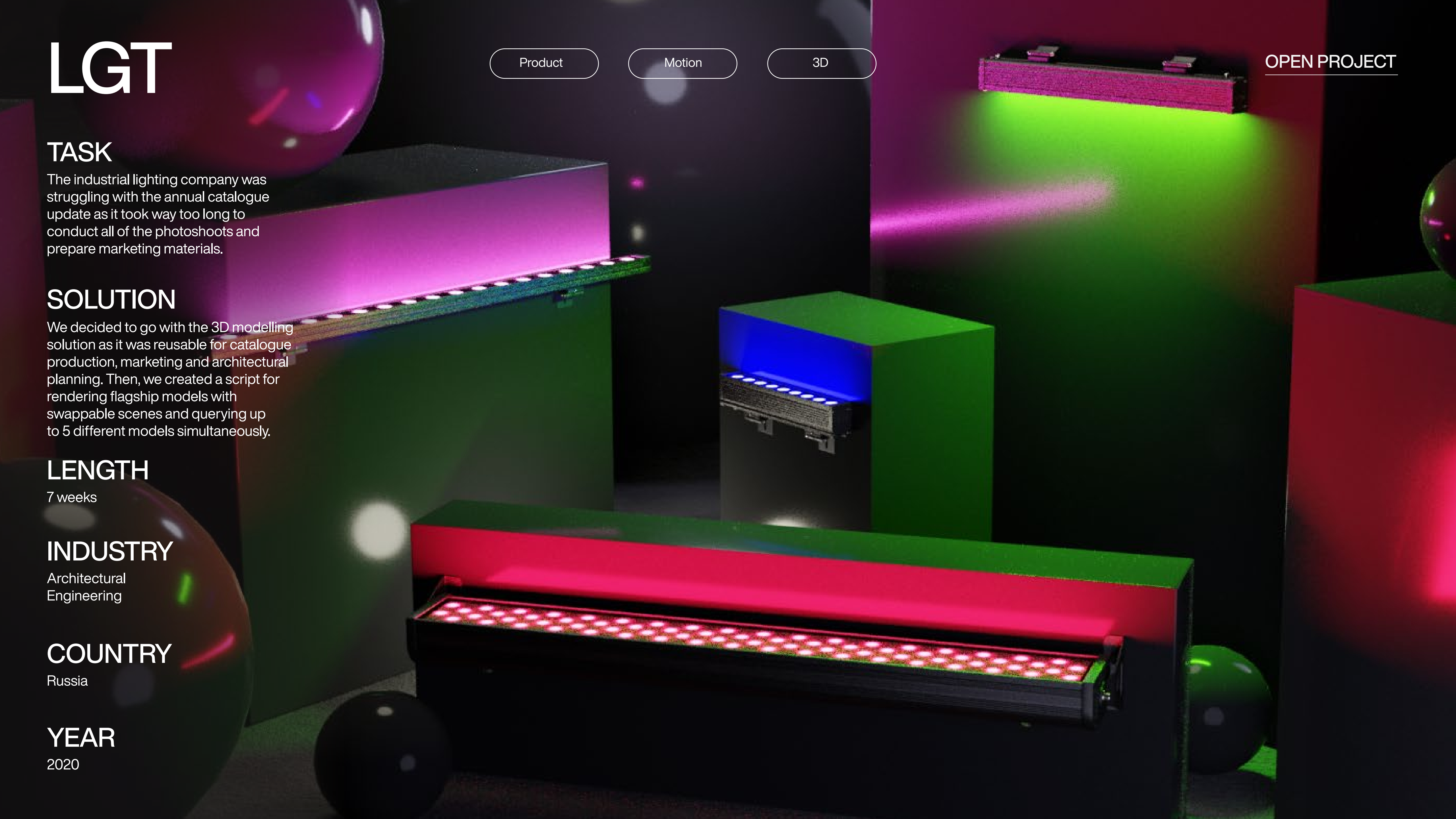
Architectural  
Engineering

## COUNTRY

Russia

## YEAR

2020





# PROJECT-BASED

Each project is quoted separately based on discovery sessions and briefing. Most weeks, we'll bill between 30 and 40 hours per person, and it's pretty rare that a project we take on is under six weeks of work.

# PARTNERSHIP

Close collaboration with the internal teams. We can work as an outsourced design department or as a design support for the in-house team. Every collaboration is assigned with a personal manager that is responsible for all of the communication with our team.

60 EUR/HR

STUDIO HOURLY RATE

# TYPES OF ENGAGEMENT







# BOOK A QUICK DISCOVERY CALL NOW

KLAD SYNDICATE

[info@klad.design](mailto:info@klad.design)

W: [klad.design](https://klad.design)  
BE: [@klad\\_design](https://www.instagram.com/klad_design)

LN: [@klad](https://www.linkedin.com/company/klad)  
TG: +995 591 017 066