

# MAKING YOUR COMPETITORS JEALOUS

✕ We create professional design for memorable customer experience

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- 03 SKILLS**
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- 05 PROJECT MANAGEMENT**
- 06 CASES**
- 07 WORK WITH US**

# 01 ABOUT US

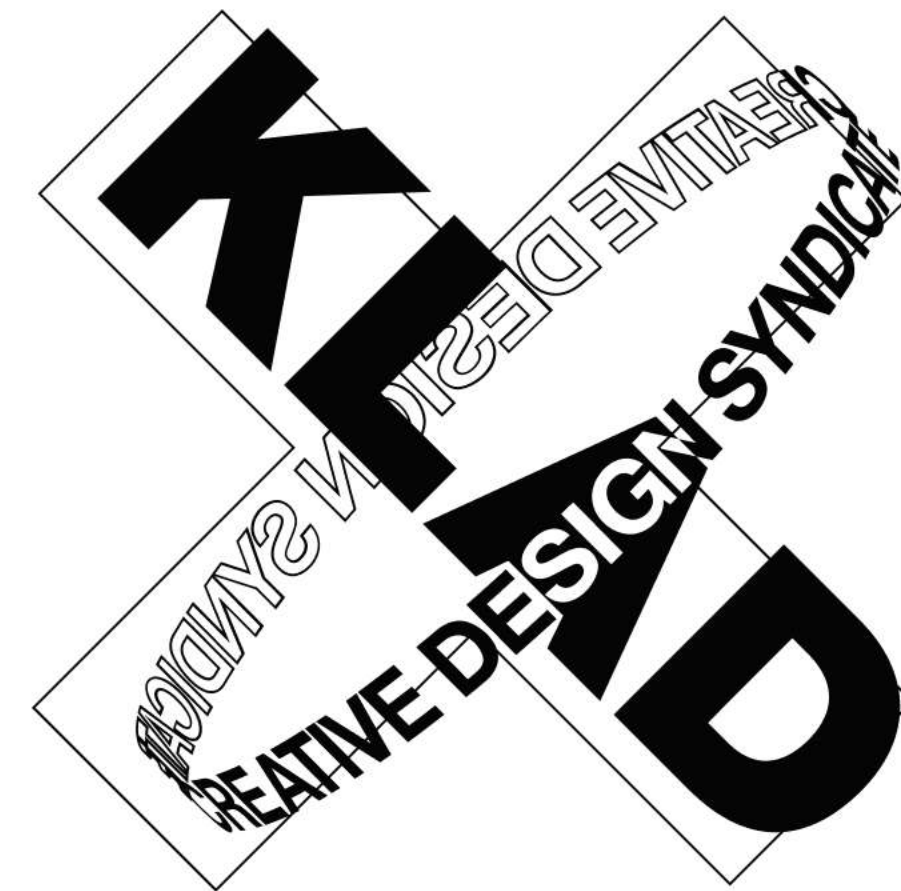
✕ We create professional design for memorable customer experience

Klad is a creative design syndicate providing comprehensive long-lasting solutions for people. We help inspire, envision, create, launch, support and reimagine. We provide only original solutions that we treat as art, and every digital art piece needs to be flawlessly executed with high-quality code.

In any project, we treat our clients as long-term partners. We do not work to indulge managers but to help companies achieve new heights in everything they do.

We specialize in multiple disciplines such as branding, 3D, web-design, UI/UX and data visualisation. By combining our talents and ideas, we bring unique design solutions to suit the preferences of companies of any size and industry.

Klad is a community-focused union of designers, managers and developers. We want to push community and work with it. That's why we are always open to collaborating with like-minded creators and companies.



# 02 FOUNDERS

✕ Powerful team for efficient solutions

## EGOR ZMAZNEV

Strategy, Business Analytics

Helping designers to focus on what they do best by taking care of everything else.

## ELENA SIVAKOVA

3D, Motion graphics

Creates shapes, volume and makes it move, helping your brand stand out.

## DARIA KRAVCHENKO

Project Management

Brings structure to the creative chaos and helps clients get the best results.

## KSENIA LEONTEVA

Web design, UI/UX

Creates extraordinary digital experiences by following principles of minimalism.

# 03 SKILLS

✕ Years of experience to create unique design in agile and fast manner

<div>BRAND STRATEGY</div> <div>BRAND IDENTITY</div> <div>MESSAGING</div>	<div>WEB DESIGN</div> <div>MOTION DESIGN</div> <div>3D MODELLING</div> <div>UI/UX</div>	<div>WEB DEVELOPMENT</div> <div>FRONT-END</div> <div>DATA VISUALISATION</div>	<div>SOUND ENGINEERING</div> <div>SOUND DESIGN</div>
<div>Marketing and brand management are some of our core skills that allow us understand how we can communicate our solutions effectively. Eveything we do, from logos to e-commerce, is aimed to increase value of your brand.</div> <div>5/26</div>	<div>Our key specialisation is the design of digital products. We believe that highly interactive, friendly and memorable digital design solutions are the key cornerstone of the future web. That is why we often use 3D and motion to push the boundaries of a product's digital identity.</div>	<div>Development goes hand-in-hand with design. Therefore, we are not only ready to work closely with your development teams but have a pool of professionals who can implement all our concepts beating all the benchmarks. During all design processes, we keep developers' perspective in mind to make results fast, lightweight and responsive.</div>	<div>Immersive experiences are not just about visuals. In some projects, a high-quality sound design turns “good” to “incredible”. We produce, record and edit sound with the leading music artists and professionals.</div> <div>KLAD.DESIGN</div>

# 04 TOOLS AND FRAMEWORKS

✕ Instruments for comprehensive and agile approach

## DESIGN

Figma  
Blender  
Adobe Creative Cloud

## DATA SCIENCE

R  
Python  
Tableau

## DEVELOPMENT

HTML5  
CSS3  
JavaScript  
PHP

## MARKETING

Google Ads  
Facebook Business Manager  
Tik Tok Ads Manager

# 05 PROJECT MANAGEMENT

✕ Organizational practices to drive efficiency

## FIGMA

Design communication to present, comment and develop digital products.

## AIRTABLE

Transparent task management to track and understand project inside out.

## TELEGRAM // SLACK

Quick updates and notifications to stay tuned.

## GOOGLE DRIVE

For you to have access to all project materials anytime you need it.

## ANALYSIS AND FEEDBACK

After each sprint we look into ways how we can work better together..

## MEETINGS

Regular progress discussions, brainstorming and project presentations.



# 06 CASES

## FETOLIFE

FetoLife is a digital platform aimed to guide users throughout the pregnancy cycle. The company wanted to create a modern and supportive digital experience for its users, so we redesigned the website, application and branding by adjusting colours, type fonts and adding 3D models. Additionally, we designed and developed a set of digital tools, such as pregnancy calculators and weekly guides. Comprehensively, we created web and brand animations, motion graphics, 3D models and implemented all the solutions with a custom-built CMS system and required integrations.

**Bē**

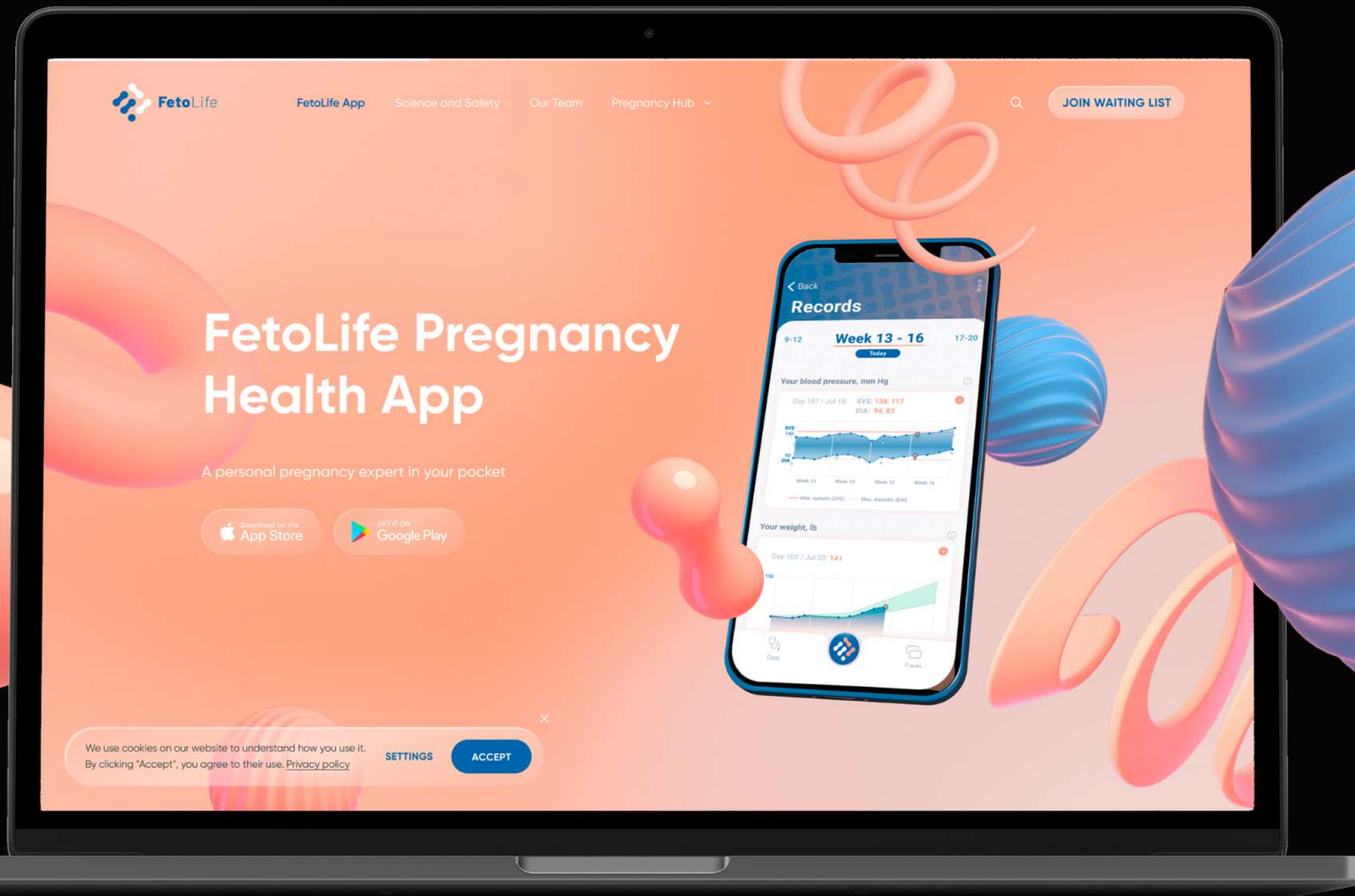
**WORK SCOPE //** Web-design, UI/UX, Branding, 3D, Motion, Animation, E-Commerce

**TOOLS USED //** Blender, Figma, Adobe Photoshop, After Effects, HTML, CSS, JavaScript

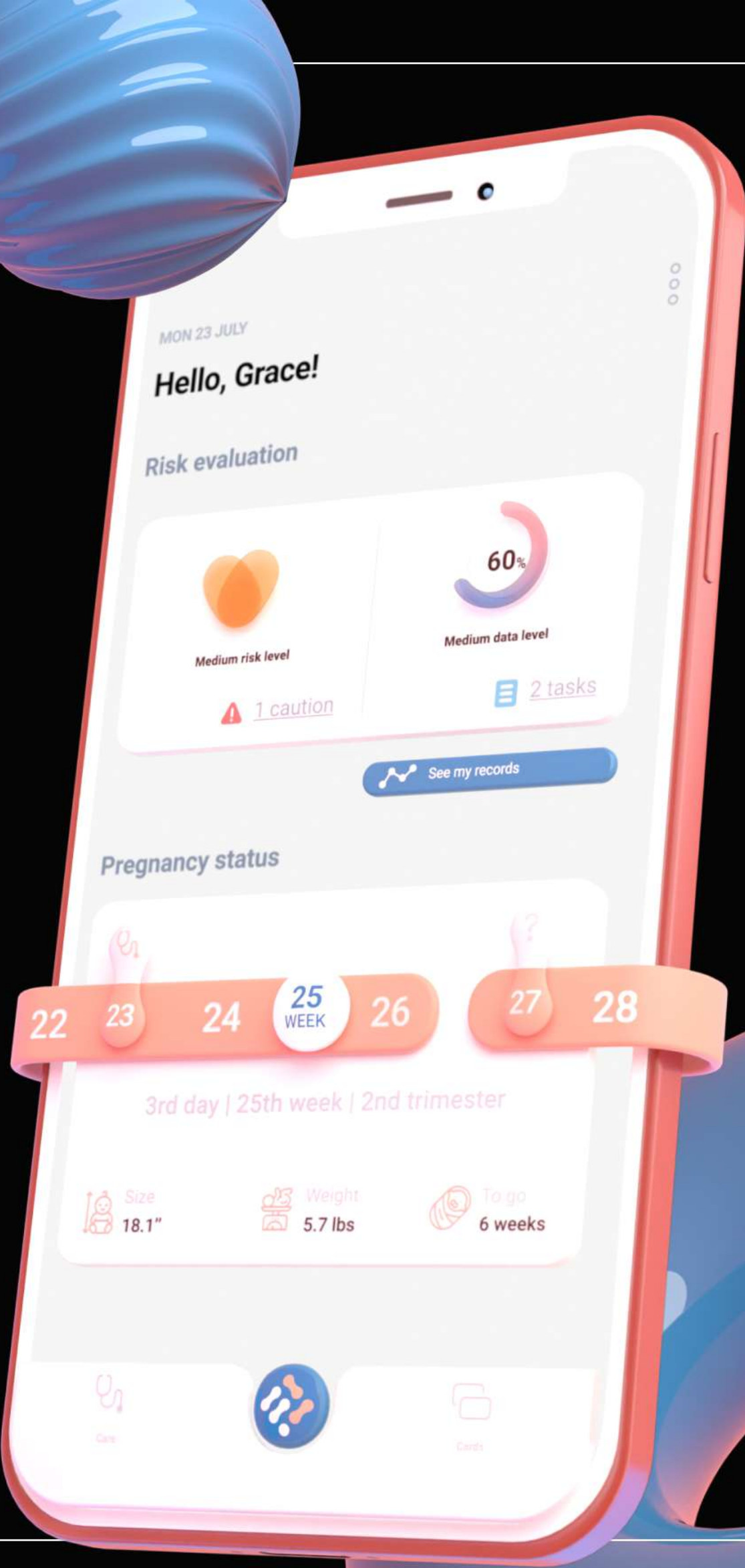
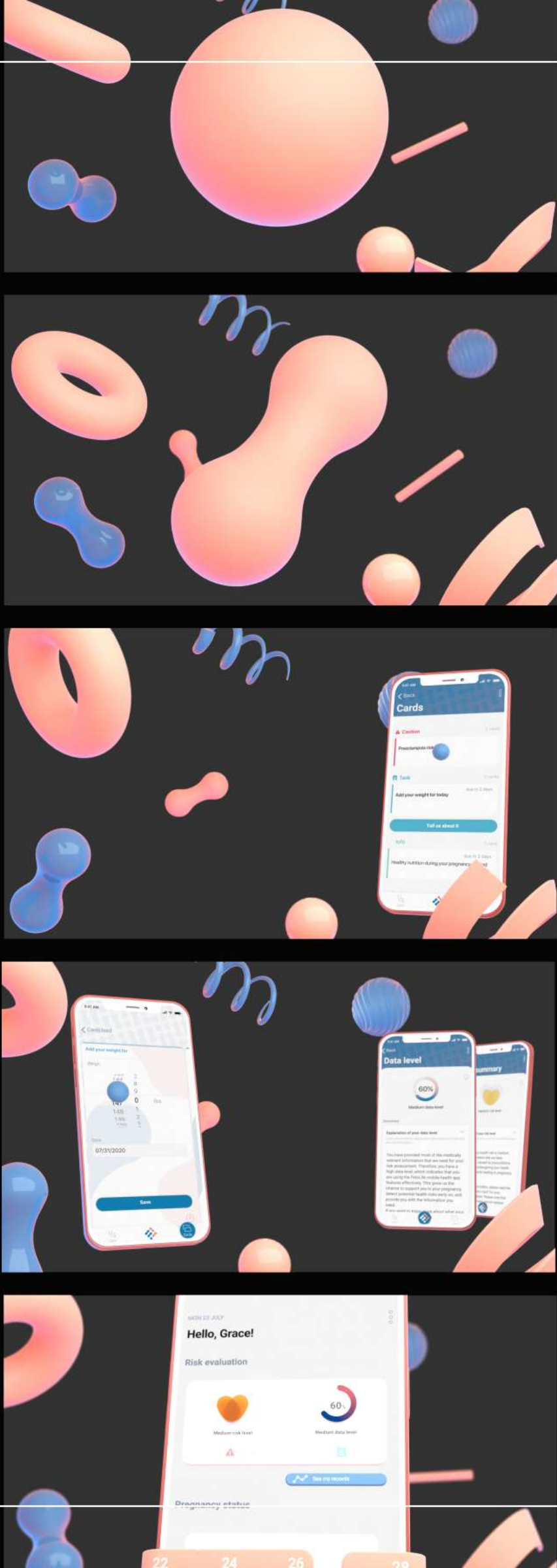
8/26

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ipsum

Preeclampsia

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## Blog FetoLife



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VIEW ALL

## Keep up-to-date with the latest research

FetoLife supports you throughout the whole pregnancy journey. Whether you are planning for it or are already pregnant, our tools help you and your baby stay healthy every step of the way.

Implementation of a new prenatal care model to reduce office visits and increase connectivity and continuity of care

Download pdf

Artificial intelligence in pregnancy

Download pdf

Telephone support for women during pregnancy and the first six weeks postpartum

Download pdf

Telehealth in pregnancy

Download pdf

Telehealth in pregnancy

Download pdf

LEARN

11/26



FAQs

Our Mission  
Contact Us  
Work With Us

In case of emergency, please call 911 or go to your nearest emergency room.

In case of emotional distress, text HOME to 343-343 to connect with a counselor immediately.

Available soon

Join our waiting list to get notified

your@email.com

JOIN

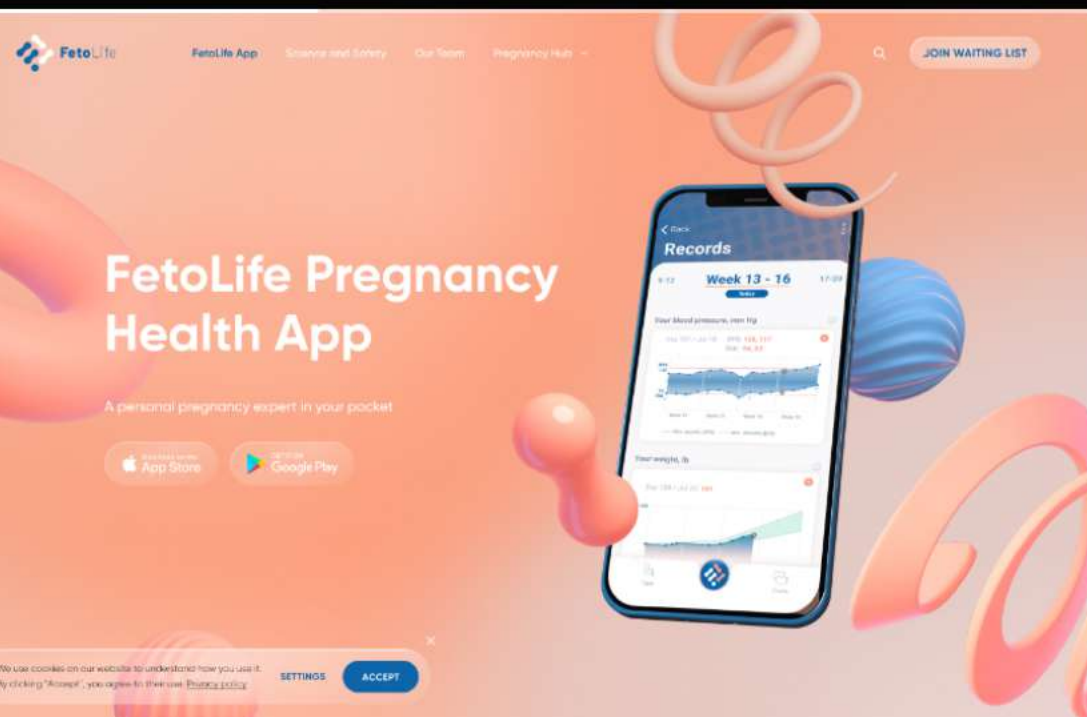
## How does it work?

Connect your health devices  
Track your weight, blood



Pregnancy health insights

Monitor your daily health status and get actionable feedback. Our charting tools give context to your data and make it easy to understand.



## FetoLife Pregnancy Health App

A personal pregnancy expert in your pocket

Download on the  
App Store

GET IT ON  
Google Play

We use cookies on our website to understand how you use it. By clicking "Accept", you agree to the use of cookies on this device.

SETTINGS

ACCEPT

## Is FetoLife right for me?

FetoLife is right for you if you want

- 1 support from a digital companion in planning your prenatal care throughout your pregnancy journey
- 2 empowerment to easily identify and prevent risks with access to your own daily prenatal health data
- 3 knowledge from state-of-the-art medical research tailored with advanced analytics to your unique needs

Pregnancy Hub > Week-by-week pregnancy guide > 9 Weeks

< Back

## 9 Weeks

Your baby begins to develop bones and teeth and is nearly an inch long now.

### Baby:

Your baby is looking more like a little human these days. Tiny muscles start to form, although they are too small for you to feel anything yet. The ears continue to grow, and the toes are visible now. The arms are now bent at the elbow as well. Your baby's head is beginning to round and is getting cuter by the day. The heart, lungs, kidneys, and liver continue to develop, although there's plenty of work still to do.



At the end of this week, your baby is about the size of a grape. In one more week, your baby will progress from an embryo to a fetus.

### Mother:

Your increased hormone levels have the effect of lowering your blood sugar, which is why you feel so exhausted these days. Relief is just around the corner though. As you head into the second trimester in a couple of weeks, you should start to feel your energy perk up. In the meantime, be kind to your body and get plenty of rest. Eat healthy foods, and if you can, leave any non-essential tasks for another time.



Your increased hormone levels have the effect of lowering your blood sugar, which is why you feel so exhausted these days. Relief is just around the corner though. As you head into the second trimester in a couple of weeks, you should start to feel your energy perk up. In the meantime, be kind to your body and get plenty of rest. Eat healthy foods, and if you can, leave any non-essential tasks for another time.

### Helpful Tips:

If nausea is getting the best of you, try natural remedies such as ginger, dry crackers, or Ginger-ale. Avoid heavier foods and go easy on the grease. Most of all, listen to your body. It will tell you what foods it needs most right now.

You might want to enjoy sleeping on your tummy for a little while longer. Soon you'll feel most comfortable sleeping on your side.

Now is likely the time to start shopping for maternity clothes! Soon your favorite jeans will no longer fit, so keep some stretchy, comfortable clothes on hand. Don't want to shell out money for something you'll only wear for a few months? Check your local area for maternity consignment stores, especially for more expensive items like winter coats.



Result:  
Your baby is the size of an olive.

Length: 0.90 inch

Weight: 0.07 ounce

### Week

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42

First Trimester Second Trimester Third Trimester

Select your week!



Download on the  
App Store

GET IT ON  
Google Play

Available soon

Join our waiting list to get notified

your@email.com

JOIN

Privacy Policy Cookie Policy Legal Notice

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# 06 CASES

## LEO-SHIPPING

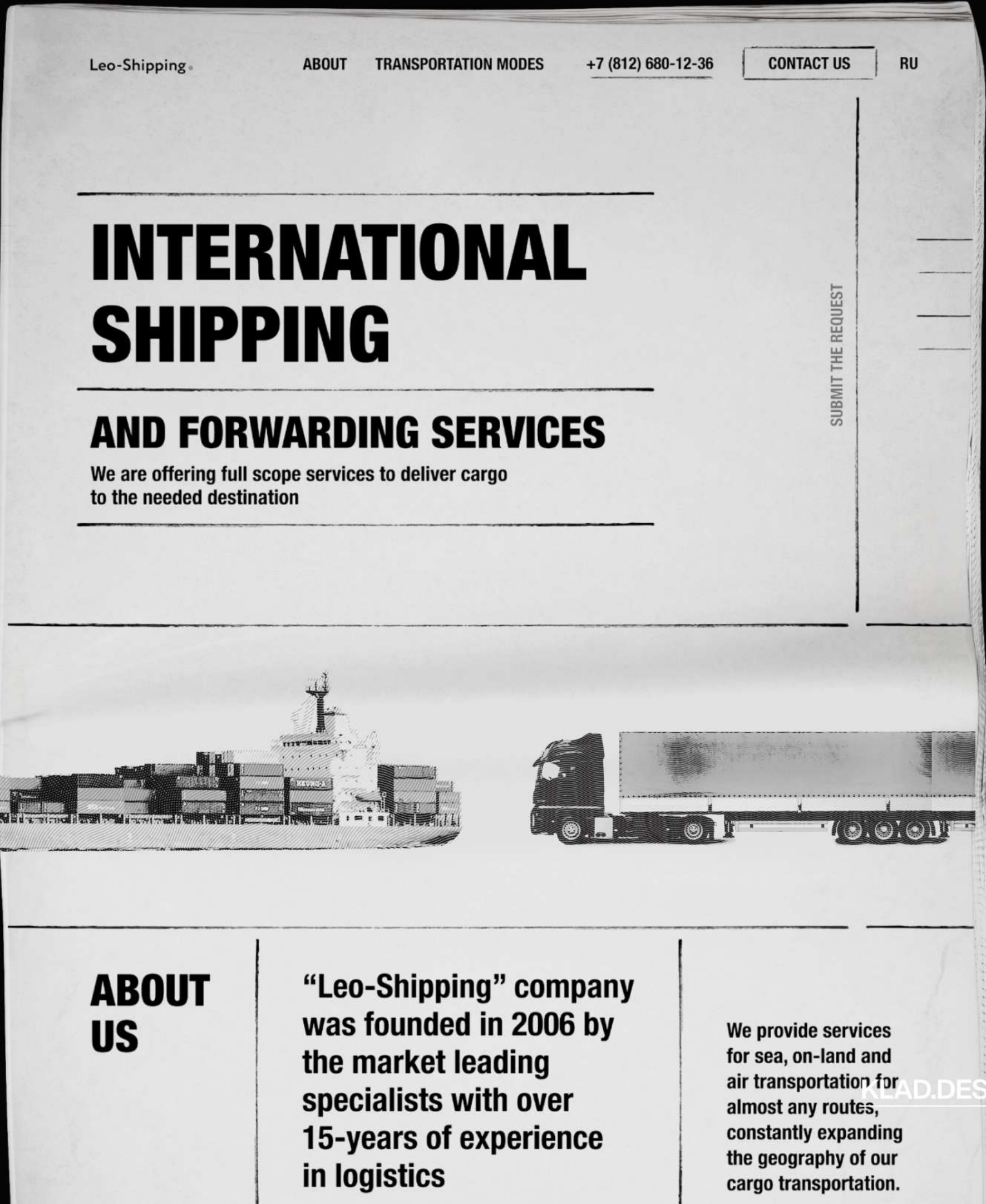
Leo-Shipping is a freight forwarding and logistics company operating in European, Asian and North American markets. The primary aim was to create a simple, lightweight page that would stand out among standard web assets in the field of logistics. We decided to build the website on the association with the port note boards. As a result, the landing page appears like a digital newspaper with some retro vibes, yet keeping a modern look with simple and lightweight animations.

Bē

**WORK SCOPE //** Web-design, UI/UX, Animation, Identity

**TOOLS USED //** Figma, Adobe Photoshop, After Effects, HTML, CSS

12/26





# COMPREHENSIVE SERVICES FOR ALL TYPES OF TRANSPORTATION

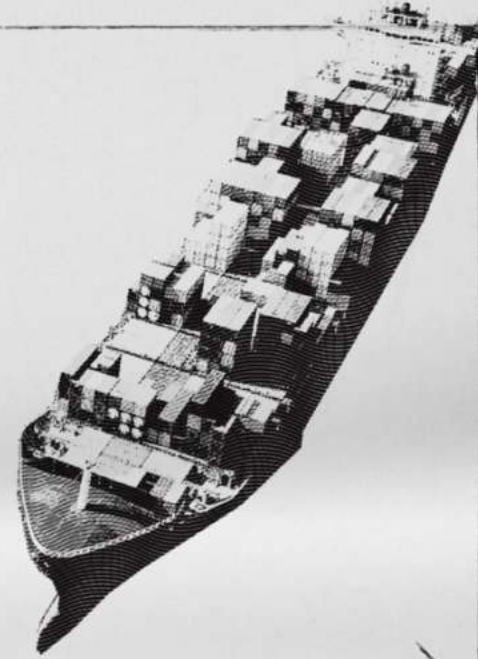
solve the assigned tasks and develop an optimised scheme of international transportation to ensure continuous control of the goods entrusted to us along the entire route.

## TRANSPORTATION MODES

### Sea freight

Shipping is organised for:

- containers
- out-of-gauge cargo
- shipload lots
- small lot cargo
- dangerous goods



## PARTNERS

## SUBMIT THE REQUEST

We will help you define what suits  
you best for the fully optimised  
delivery

SURNAME

NAME

E-MAIL

+7 ( ) - - -

FROM

TO

OUT-OF-GAUGE



HAZARDOUS

## SEND

By clicking on the button, you consent to the processing of  
your personal data and agree to the Privacy Policy





# 06 CASES

## PLUS-MINUS-NULL

The combination of web design with 3D in e-commerce is one of the best approaches to allow customers to experience product customization. In this case, we decided to experiment with web design for personal journals.

How to make it truly personal? Customize it yourself. With 3D, users can directly see how the product changes with the switch of setting.

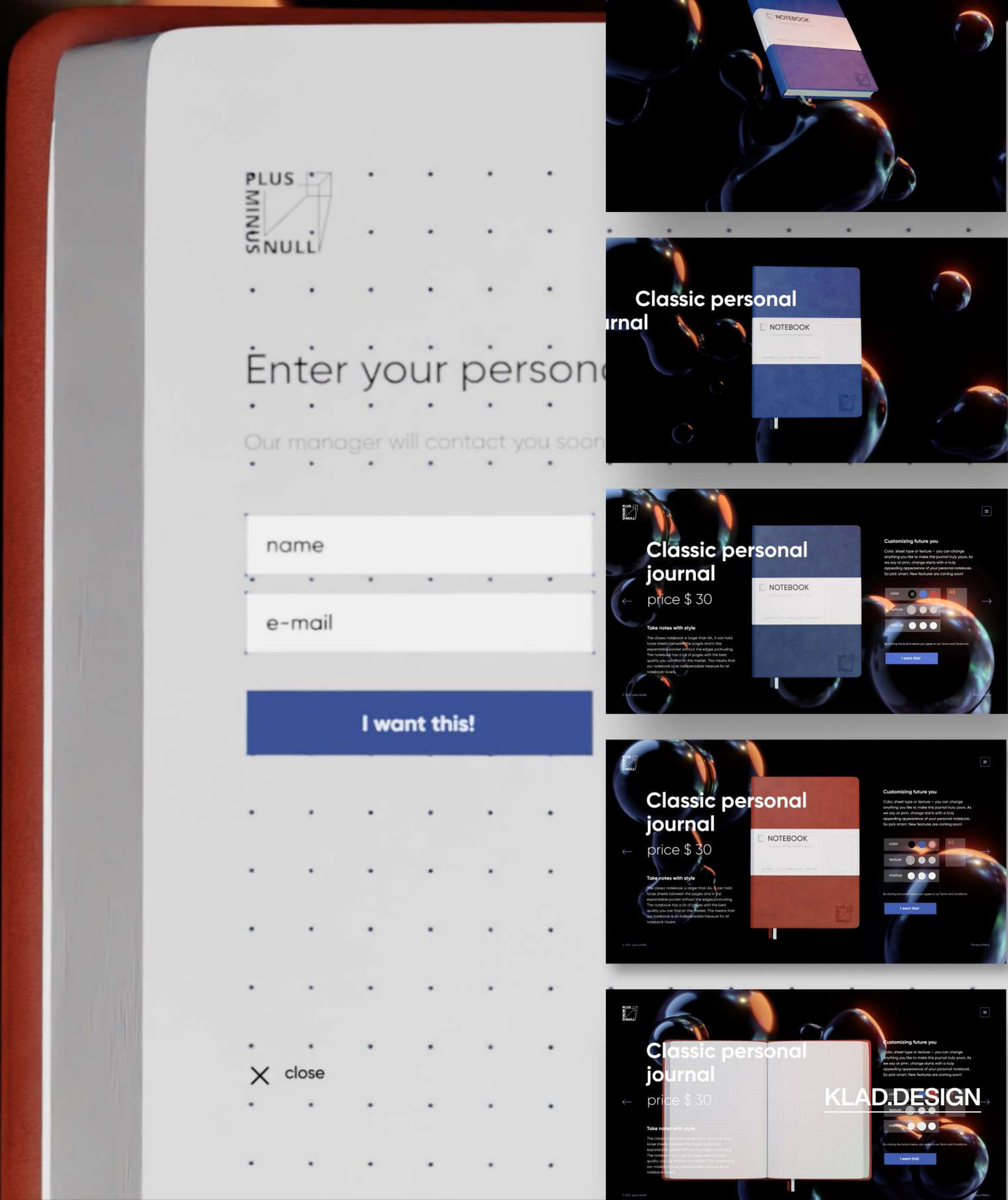
To keep the focus on the product, the product page consists just of one block, where all the action happens. Once the user picks the suitable setting, they get directly to the order page.

Bē

**WORK SCOPE //** 3D, Motion, Web-design, UI/UX, Product design

**TOOLS USED //** Blender, Figma, Adobe Photoshop, After Effects, HTML, CSS, JavaScript

I want this!







# Classic personal journal

← price \$ 30 →

## Take notes with style

The classic notebook is larger than A4, it can hold loose sheets between the pages and in the expandable pocket without the edges protruding. The notebook has a lot of pages with the best quality you can find on the market. This means that our notebook is an indispensable treasure for all notebook-lovers.



## Customizing future you

Color, sheet type or texture – you can change anything you like to make this journal truly yours. As we say at pmn, change starts with a truly appealing appearance of your personal notebook. So pick smart. New features are coming soon!

color ☐ ☒ ☐

texture ☐ ☒ ☐

markup ☐ ☒ ☐

A5

By clicking the button below you agree to our Terms and Conditions.

I want this!

[Privacy Policy](#)

# UI FOR LANDING

Default

color   

facture   

markup   

Hover / Active

color   

facture   

markup   

Default

I want this!

Hover

I want this!

Active

I want this!



# 06 CASES

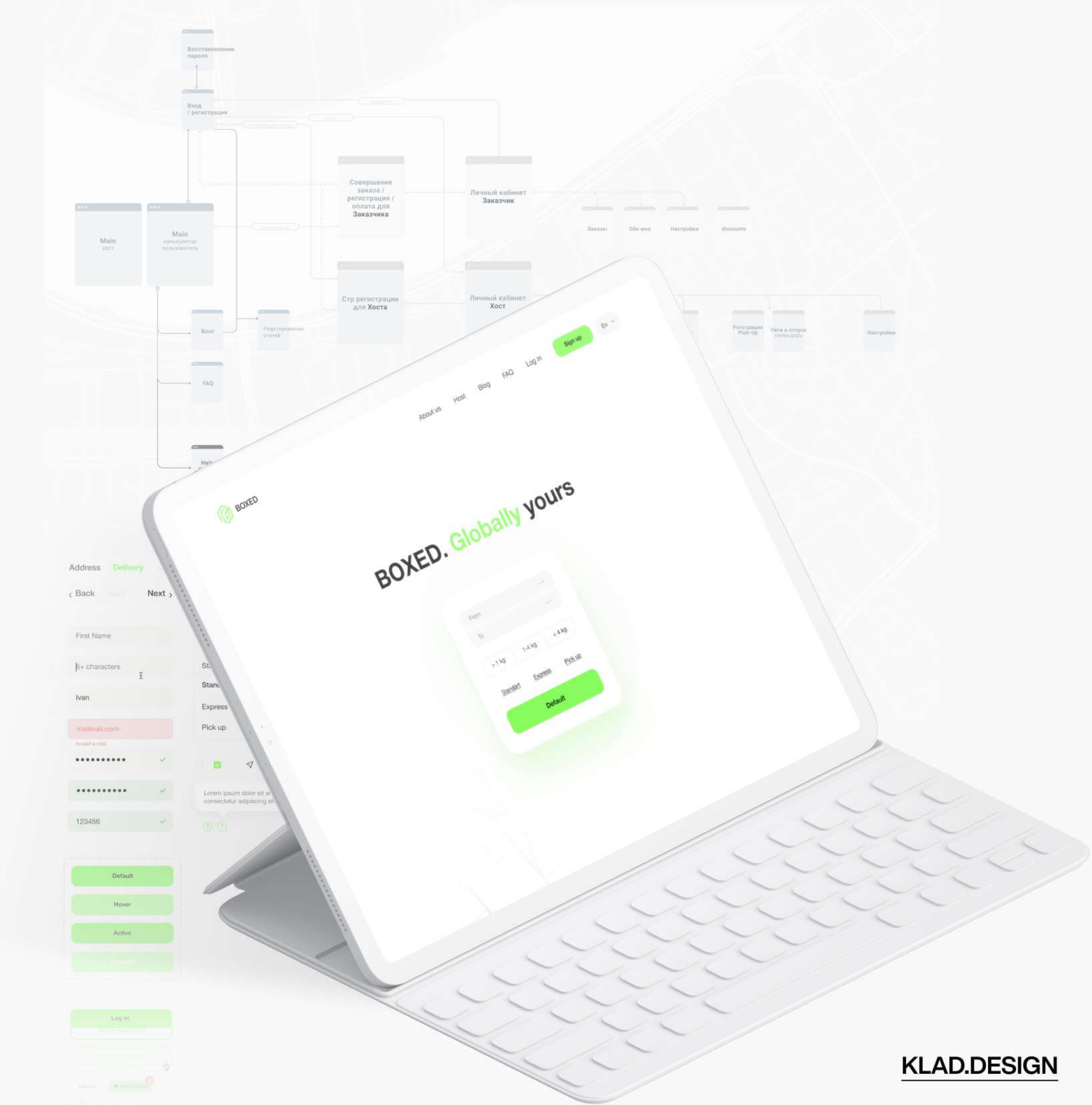
## BOXED

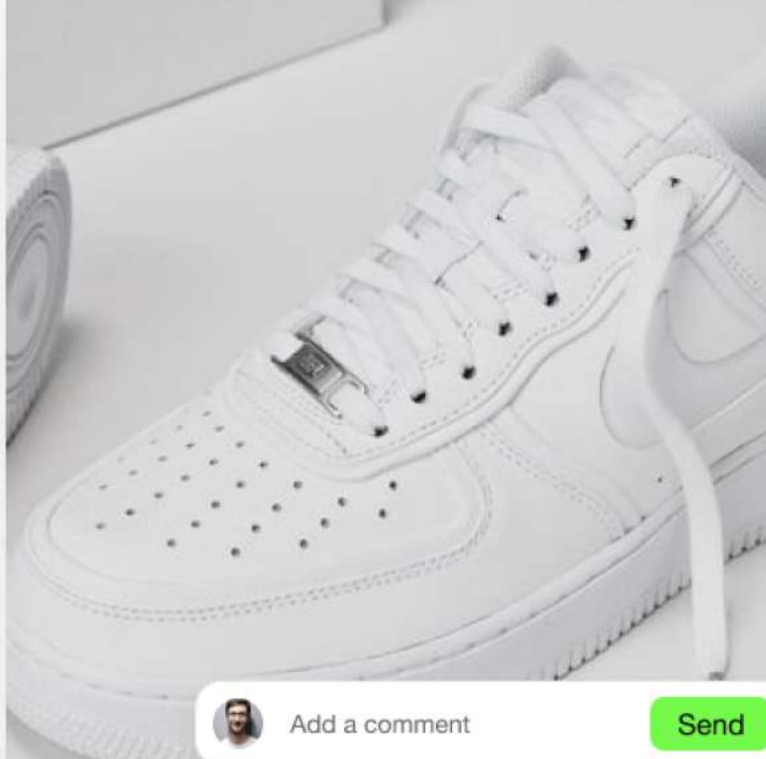
Website redesign and development project for the international delivery platform. Our key challenge was to simplify the design structure but make it stand out and appear distinct with updated accent colours. Keeping clean, minimalistic, and at the same time, attention-grabbing UI was our main priority. We delivered comprehensive design for web application alongside with fully structured design kit.

Bē

**WORK SCOPE //** Web-design, UI/UX, Branding, Motion

**TOOLS USED //** Figma, Adobe Photoshop, After Effects, HTML, CSS, JavaScript, Node.js







My orders ★★★★☆ 4,2

My earnings **\$ 30**

Upcoming Past **All**

 Hide map 

### Order №1234567890

AWAITING ORDER

by 18 Dec 2020

From shop to host: Waiting

From host to you: Waiting

**\$ 27,5**

From: Germany

Address: Russia, Krasnaya ploshchad,  
Apartment 1, 123456

Customer: Ivanov Ivan,  
mail@mail.com,  
9 (999) 999-99-99

### Order №1234567890

DELIVERY TO YOU

by 18 Dec 2020

### Order №1234567890

PARCEL WITH HOST

by 18 Dec 2020

### Order №1234567890

DELIVERY TO CUSTOMER

by 18 Dec 2020

### Order №1234567890

DELIVERED

by 18 Dec 2020



Countries:

**12**

Cities:

**78**

Orders:

**128**

# 06 CASES

## STATED

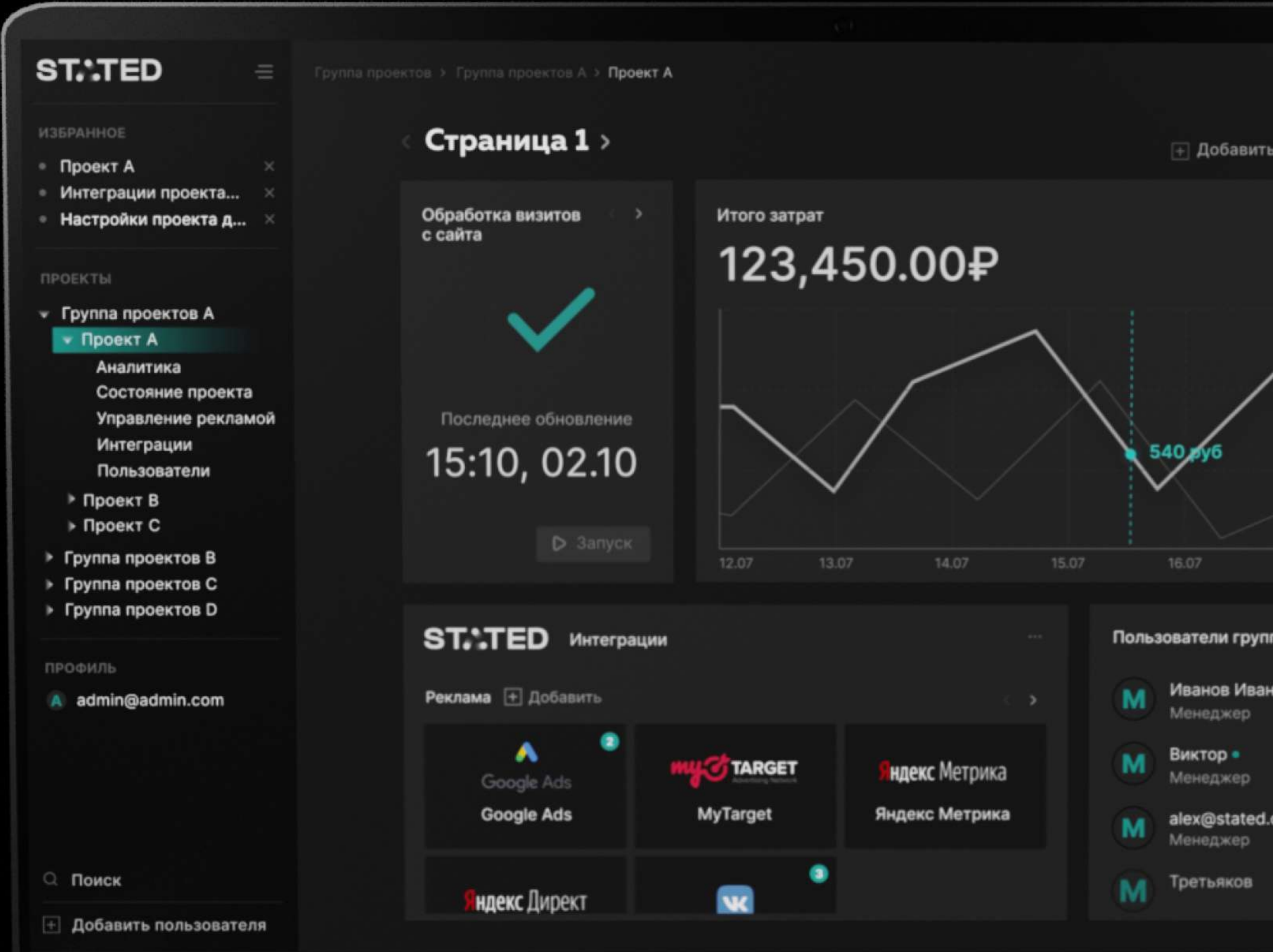
Stated is focused on providing a unique data-driven approach to enhance marketing project management. We developed branding, web identity and company naming for the product launch. We further strategized the company’s branding and developed the UI of the platform. Branding and web development took us less than two months due to the client’s requirements and release constraints.

Bē

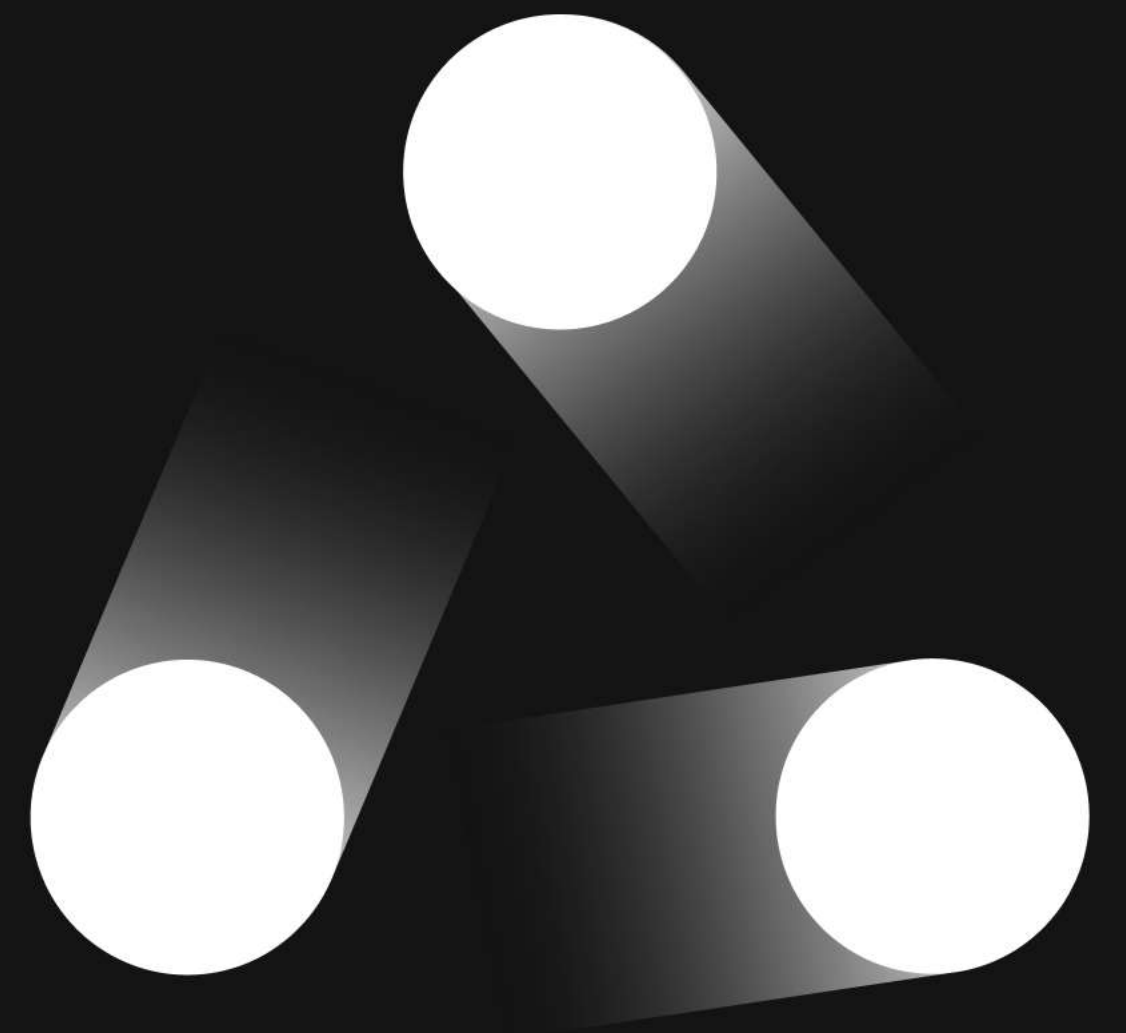
**WORK SCOPE //** Web-design, UI/UX, Branding, 3D, Motion

**TOOLS USED //** Figma, Adobe Photoshop, After Effects, HTML, CSS, JavaScript, Three.js

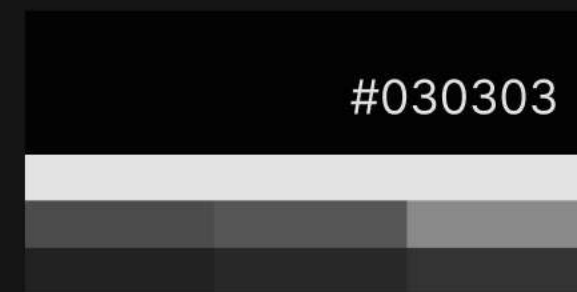
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ST:ATED

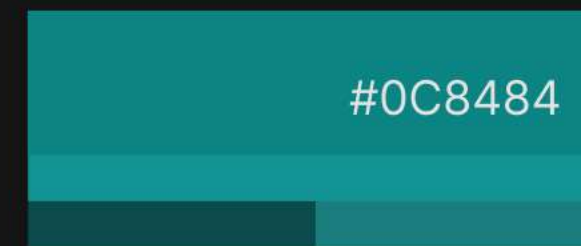


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headlines

Muller

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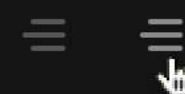
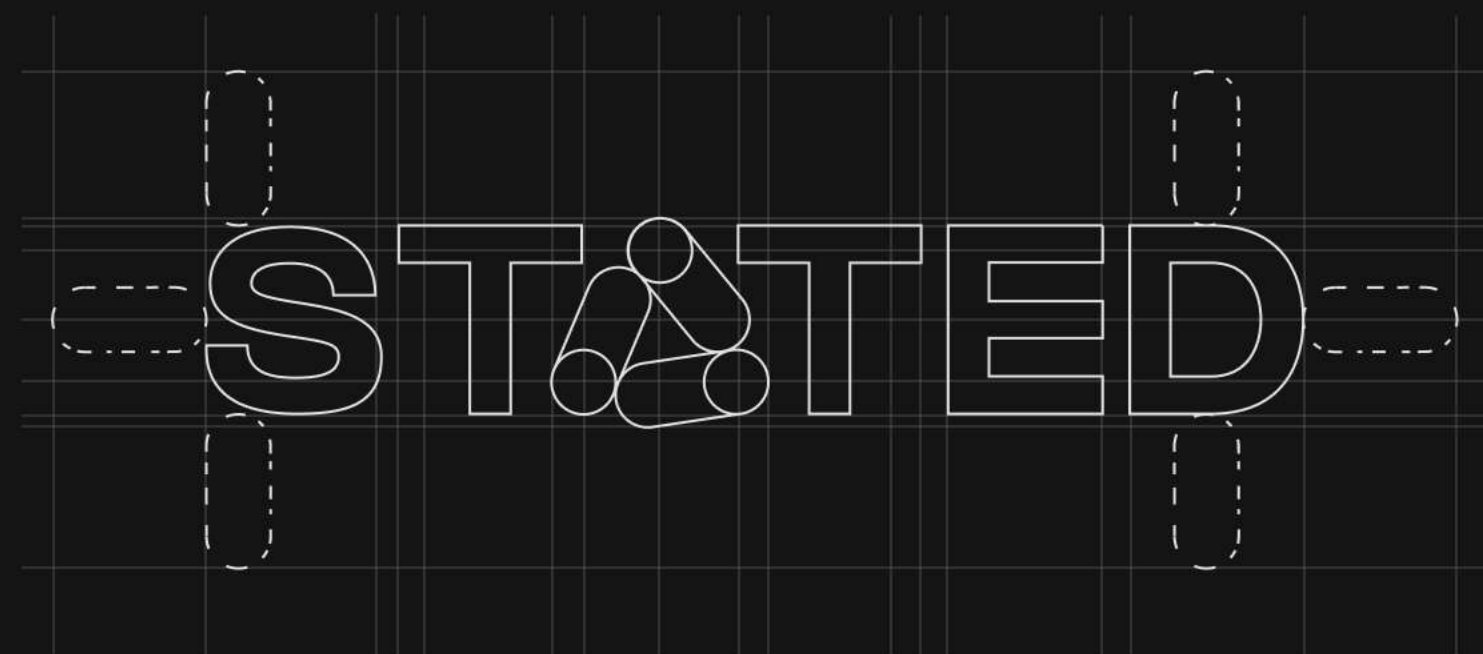
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basic

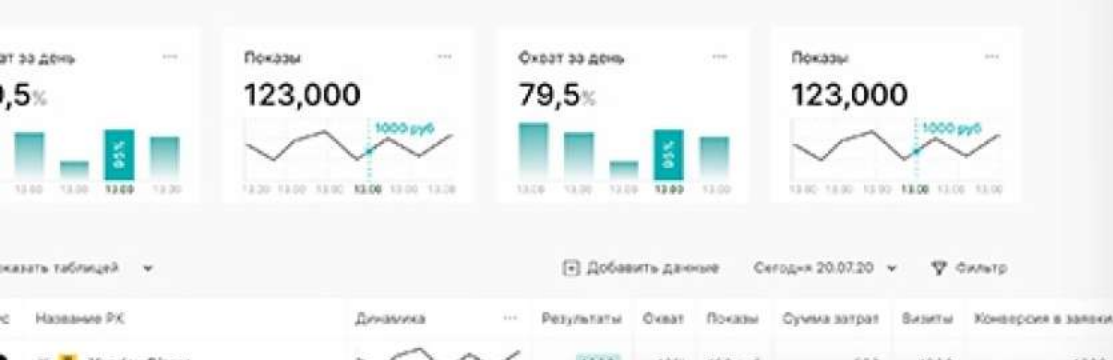
Inter

AaBbCcDdEeFfGg

AaBbCcDdEeFfGg







Yandex Direct

Кабинет

- Название рекламной кампании
- Подгруппа
  - Объявление 1
  - Объявление 2
  - Объявление 3
- Название рекламной кампании

Yandex Market

ВКонтакте

Google Ads

Yandex Market

ВКонтакте

Google Ads

Yandex Market

ВКонтакте

Yandex Direct

Кабинет

- Название рекламной кампании
- Подгруппа
  - Объявление 2
- Кабинет

ВКонтакте

Google Ads

Пользователи проета А

Пользователь	7:00	8:00	9:00
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Телефон	22/26-55	Телефон	7 (911) 333-44-55	Телефон	7 (911) 333-44-55
Статус	admin@mail.com	Статус	admin@mail.com	Статус	admin@mail.com
Последний визит	20.07.20	Последний визит	20.07.20	Последний визит	20.07.20
Последний проект	Объявления	Последний проект	Объявления	Последний проект	Объявления
Что-то еще?	Что еще надо?	Что-то еще?	Что еще надо?	Что-то еще?	Что еще надо?

ST::TED

ИЗБРАННОЕ

- Проект А
- Интеграции проекта...
- Настройки проекта д...

ПРОЕКТЫ

- Группа проектов А
  - Проект А
    - Аналитика
    - Состояние проекта
    - Управление рекламой
    - Интеграции
    - Пользователи
- Проект В
- Проект С
- Группа проектов В
- Группа проектов С
- Группа проектов D

ПРОФИЛЬ

admin@admin.com

Поиск

Добавить пользователя

Добавляет объявление в группе А

Статус	Название РК	Динамика
Включено	Yandex Direct <ul style="list-style-type: none"><li>Кабинет<ul style="list-style-type: none"><li>Название рекламной кампании</li><li>Подгруппа<ul style="list-style-type: none"><li>Объявление 1</li><li>Объявление 2</li><li>Объявление 3</li></ul></li><li>Название рекламной кампании</li></ul></li></ul>	
Включено	Yandex Market	
Включено	ВКонтакте	
Включено	Google Ads	
Включено	Yandex Market	
Включено	ВКонтакте	
Включено	Google Ads	

Страница 1

Обработка визитов с сайта

Итого затрат 123,450.00Р

Последнее обновление 13:23, 25.07

Запуск

ST::TED Интеграции

Реклама

- Google Ads
- MyTarget
- Яндекс Метрика
- Яндекс Директ
- ВКонтакте

Пользователи группы

- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер

Объявления

Аналитика

Добавляет объявление в группе А

Статус	Название РК	Динамика
Включено	Yandex Direct <ul style="list-style-type: none"><li>Кабинет<ul style="list-style-type: none"><li>Название рекламной кампании</li><li>Подгруппа<ul style="list-style-type: none"><li>Объявление 1</li><li>Объявление 2</li><li>Объявление 3</li></ul></li><li>Название рекламной кампании</li></ul></li></ul>	
Включено	Yandex Market	
Включено	ВКонтакте	
Включено	Google Ads	
Включено	Yandex Market	
Включено	ВКонтакте	
Включено	Google Ads	

Группа проектов > Группа проектов А > Проект А

Добавить данные

Добавить виджет

Итого затрат 123,450.00Р

Последнее обновление 13:23, 25.07

Запуск

ST::TED Интеграции

Реклама

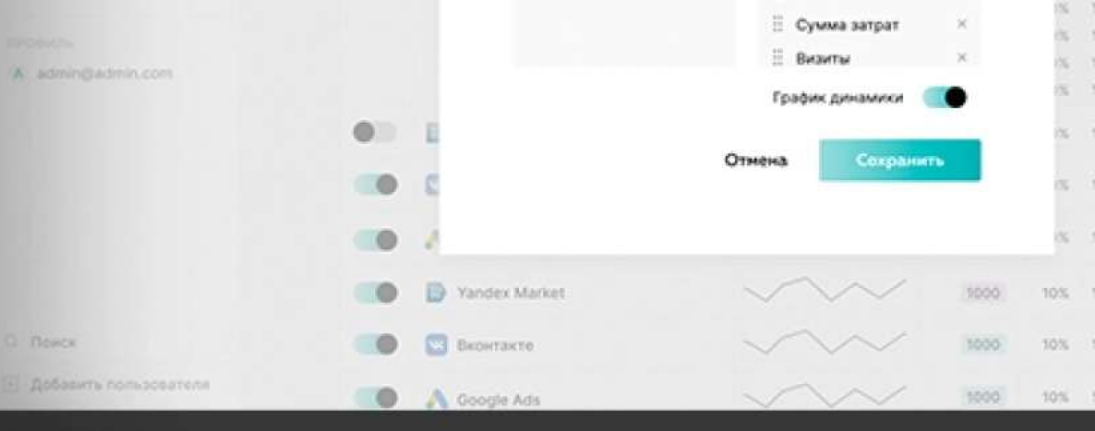
- Google Ads
- MyTarget
- Яндекс Метрика
- Яндекс Директ
- ВКонтакте

Пользователи группы

- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер

Объявления

Аналитика



Страница 1

Итого затрат 123,450.00Р

Последнее обновление 13:23, 25.07

Запуск

ST::TED Интеграции

Реклама

- Google Ads
- MyTarget
- Яндекс Метрика
- Яндекс Директ
- ВКонтакте

Пользователи группы

- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер
- Иванов Иван • Менеджер

Объявления

Аналитика

ST::TED

ИЗБРАННОЕ

- Проект А
- Интеграции проекта...
- Настройки проекта д...

ПРОЕКТЫ

- Группа проектов А
  - Проект А
    - Аналитика
    - Состояние проекта
    - Управление рекламой
    - Интеграции
    - Пользователи
- Проект В
- Проект С
- Группа проектов В
- Группа проектов С
- Группа проектов D

ПРОФИЛЬ

admin@admin.com

Поиск

Добавить пользователя



# 06 CASES

## VINST

Vinst is a leading marketing agency from St.Petersburg that started its operations in 2020. For a fresh and stylish launch, we developed social media strategy, created a logo and 3D models that the company used to build a unique market identity. Apart from the logo, we formed complete brand guidelines with defined colours, fonts and animations.

## Bē

**WORK SCOPE //** Branding, 3D, Motion, Brand Strategy,  
Web-design, Web-development, CMS

**TOOLS USED //** Adobe Photoshop, After Effects, Illustrator, Blender

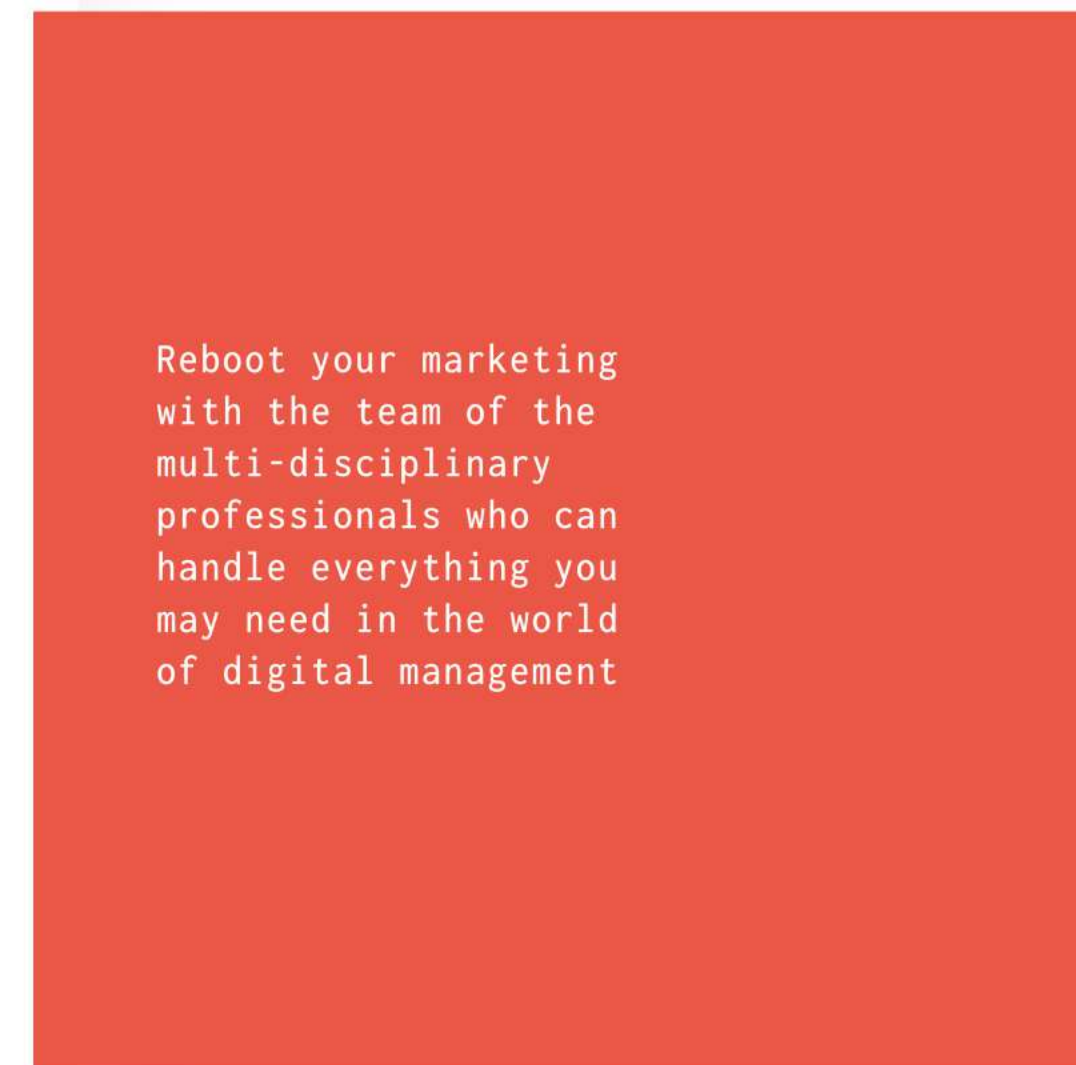






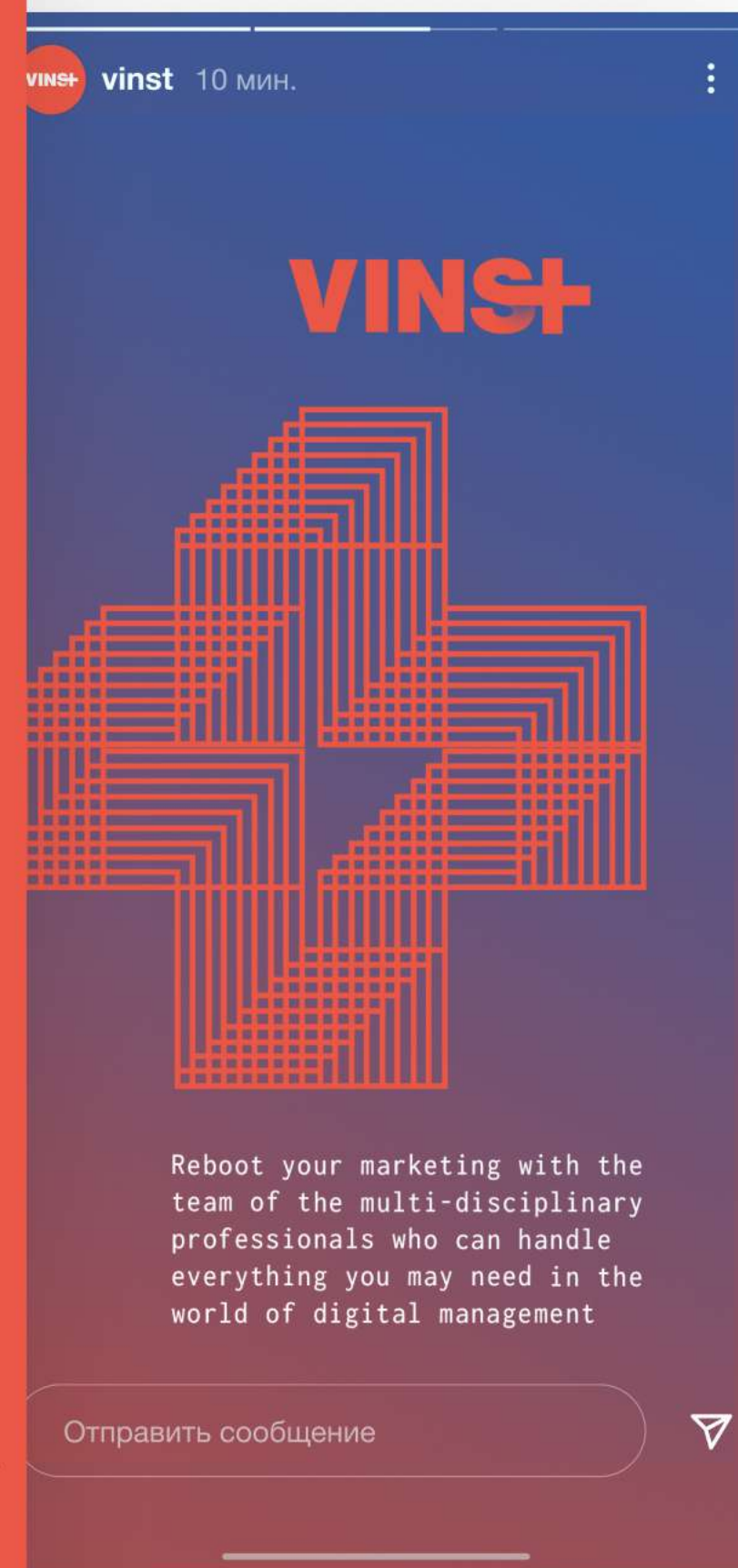
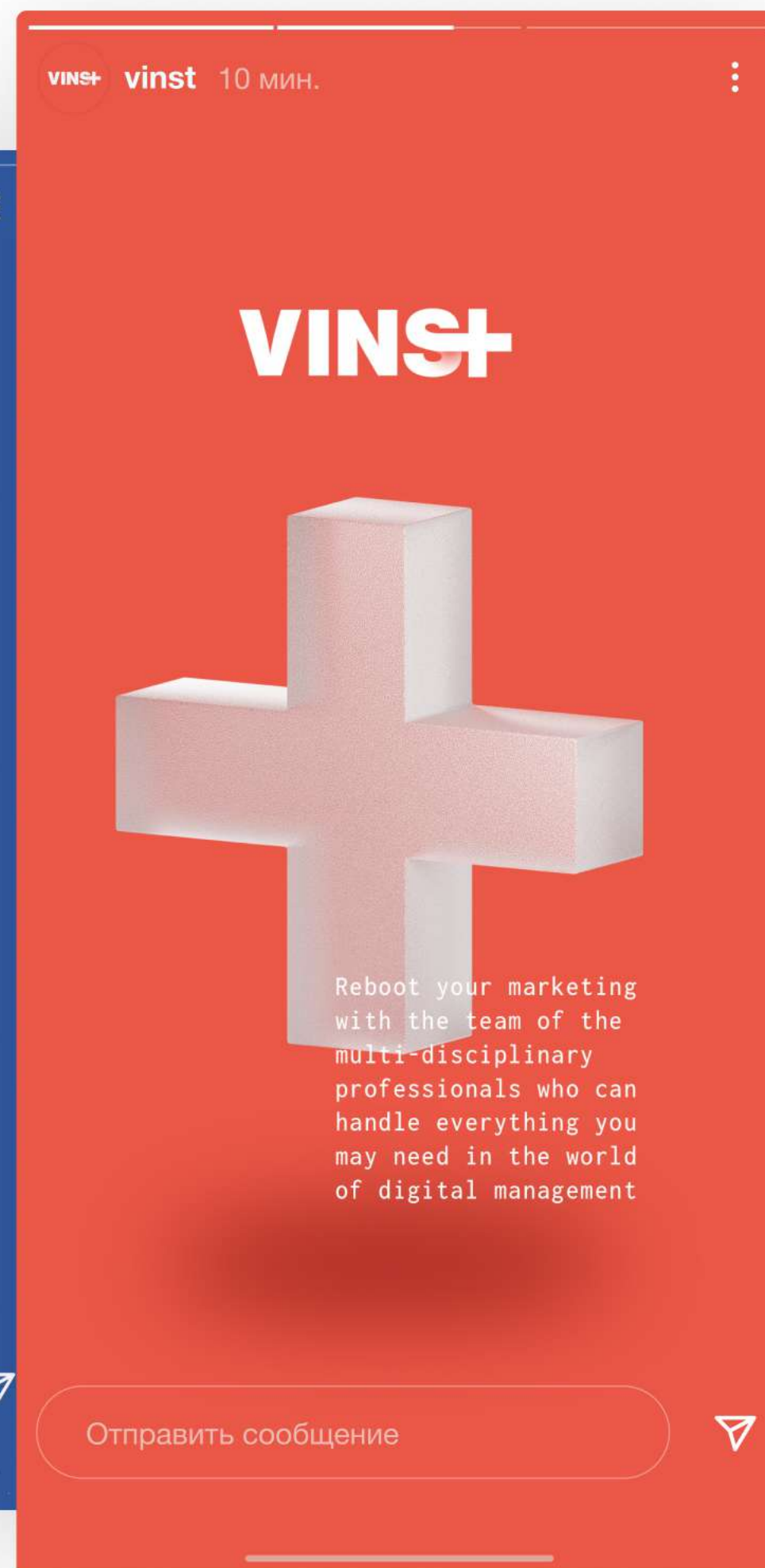
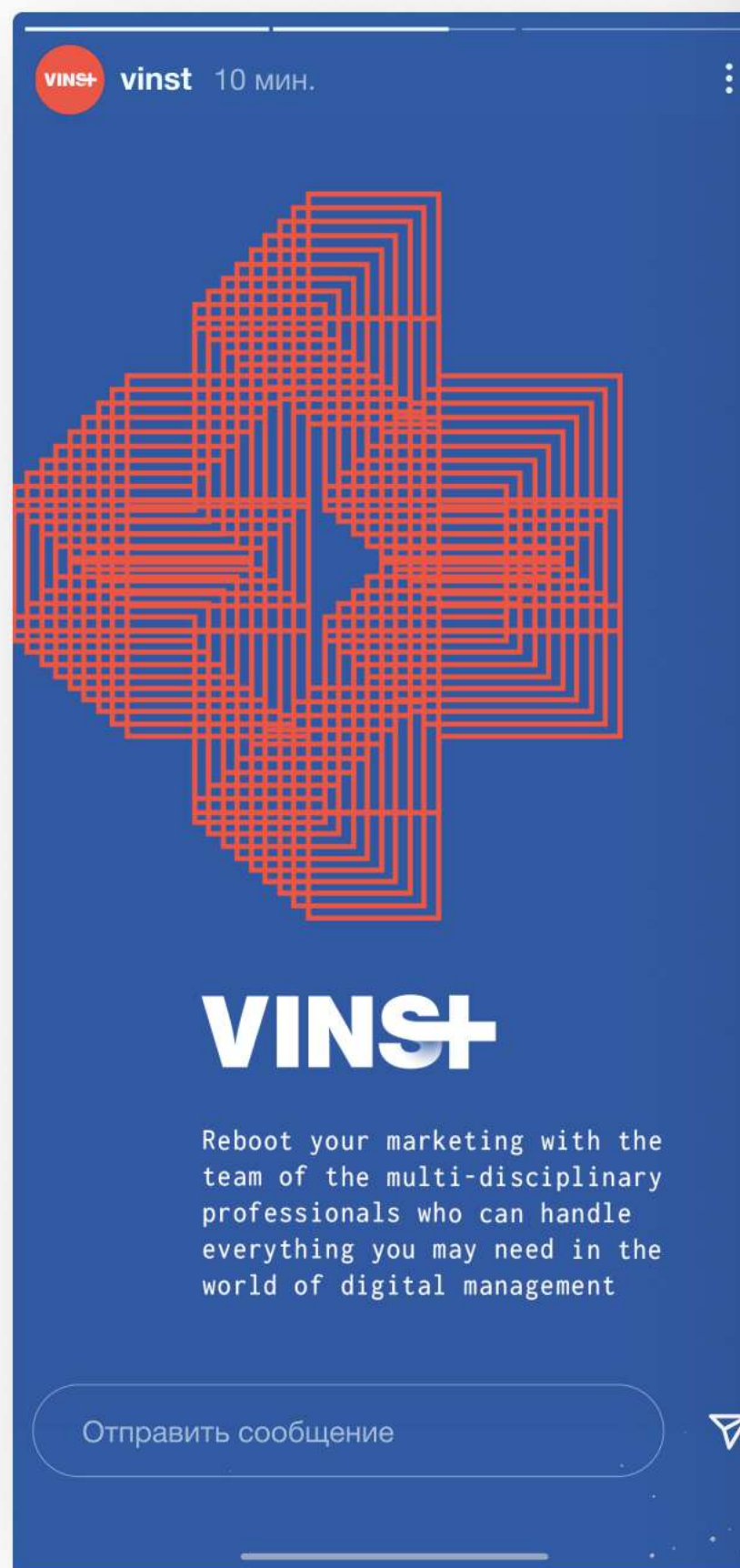
vinst

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Klad x Vinst – our latest collaboration with one of the best marketing agencies. [#klad](#) [#design](#)



# 07 WORK WITH US

✕ Start a new project with Klad

## CONTACTS

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