

**UX and Creative
Solutions**
2022 Portfolio

/ L T R D



The power of design by us,
the next level of your
business.

ALTRD Studio established in 2021 in Budapest, Hungary. Two enthusiastic designers felt that strengthening common principles and work methods under a workgroup can be a real deal. Bringing closer physical and digital space, mixing precision and creativity could add a huge plus to target businesses.

Foundation

That was us. We were just 'kids' with naive dreams in our hearts. We believed that focusing our energies on well-designed and sustainable solutions with the power of design would bring actual results to the company's operations.

Today, our mission is to bring people into this state of mind and share a real passion for change, shaping businesses, and achieving beauty. We have dedicated ourselves to putting a ton of work every day into this dream.



Graphic Design



UI Design



Brand Development



Development



UX Design



Design Sprint

Capabilities



Value-Centric Design



Business
Development



Performance Training



Interaction
Design



Identity

UI Design. Conceptualizing and iterating the look and feel of your product.

UX Design. Designing the way your product behaves in the digital space.

Brand Development. Translating your principles, vision, and mission into visual language.

Business Development. Simplifying and speeding up business operations by automating.

Performance training. Introducing new ways to operate your business.

Interaction design. Designing the space between you and your customers.

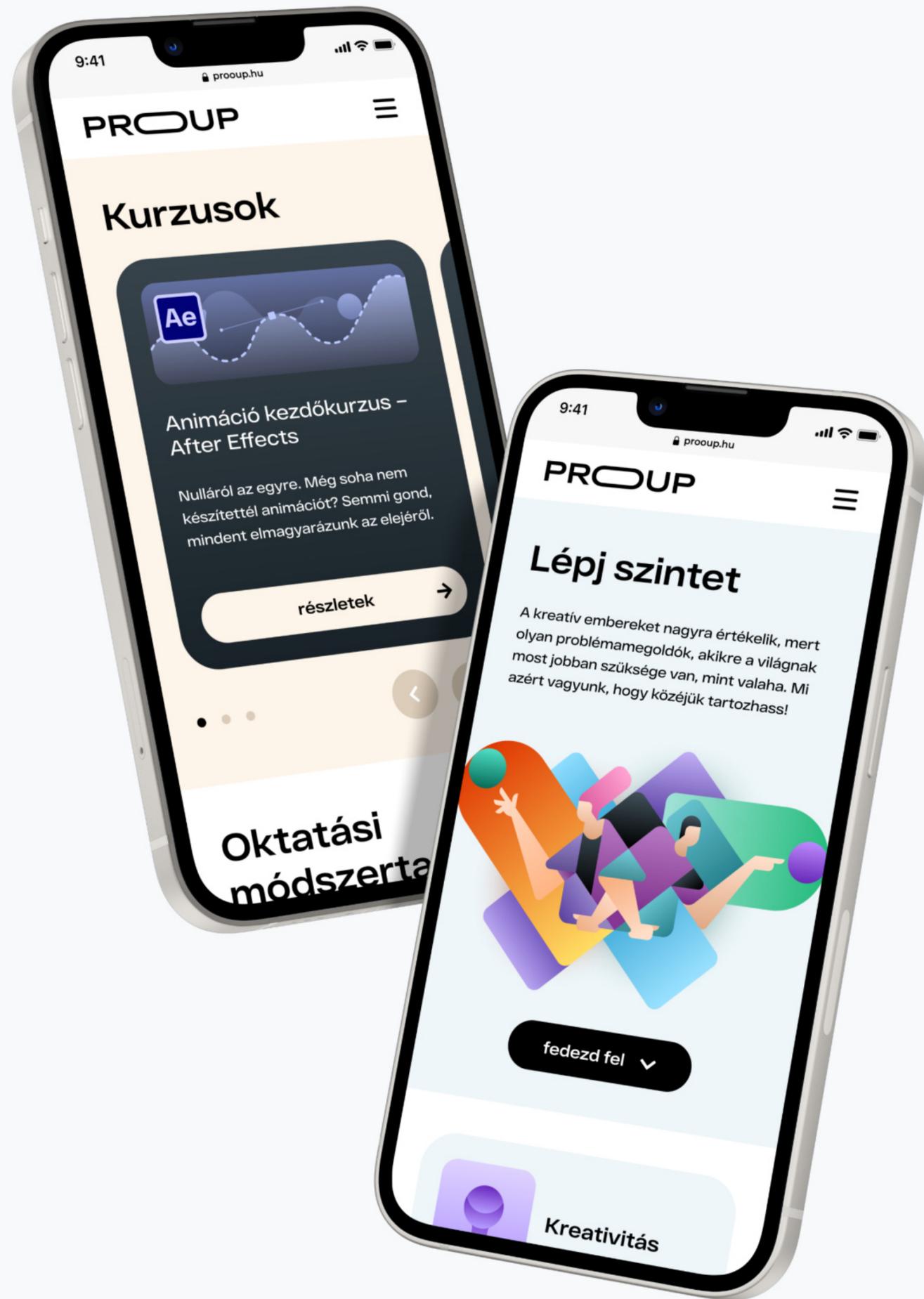
Identity. Creating memorable visual space.

Value-centric Design. Building strong and sustainable designs.

Design Sprint. Organizing 1-5 days workshop for fast and effective problem-solving.

Development. Turning designs into thousands of lines of code.

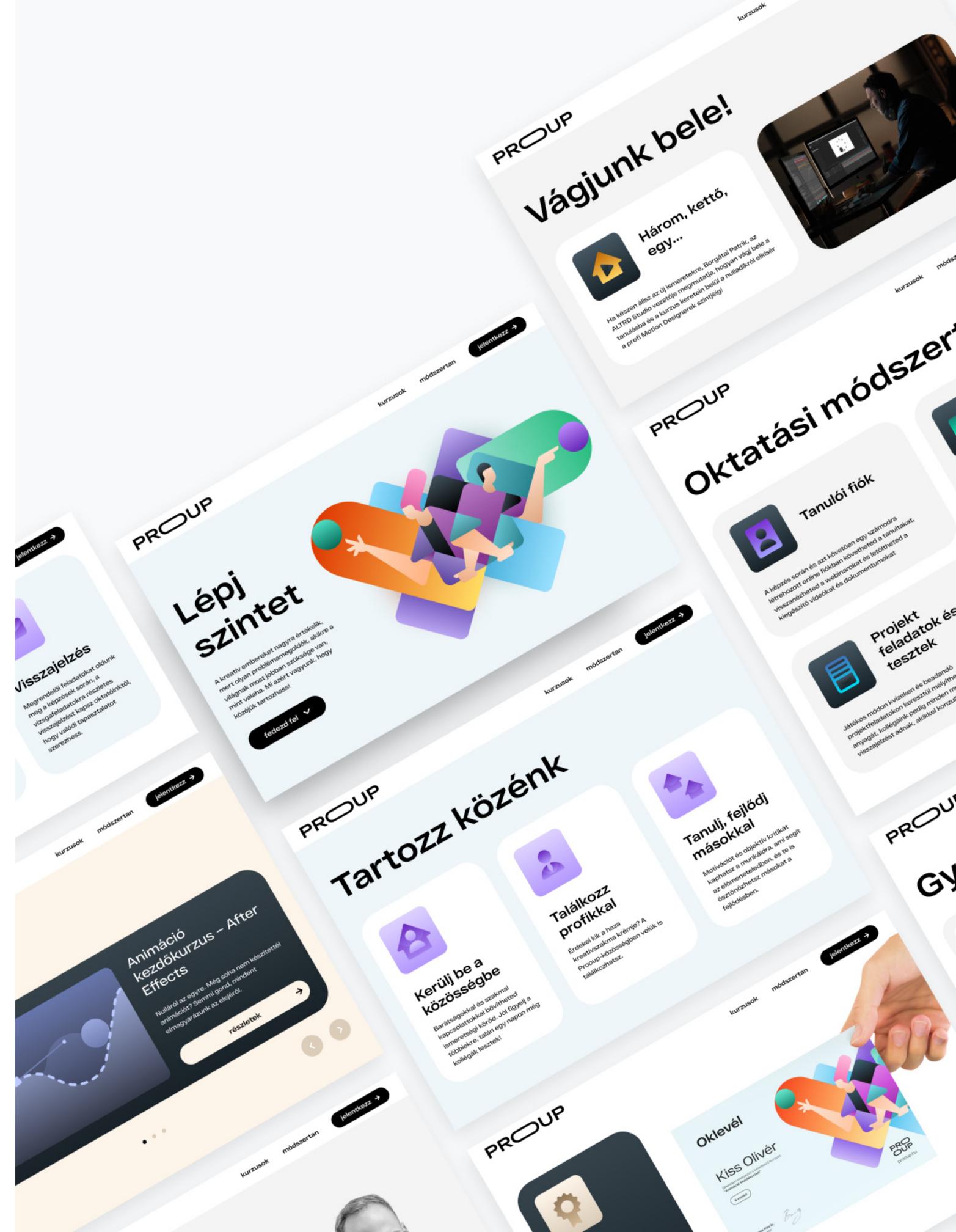
Graphic Design. Elevate brand identity with wonderful art.



Prooup

From ideation to a new platform to learning complex skills in the creative field

Mission. Prooup is an education platform for creative people. The mission is to teach a creative approach to people of all professions and interests. Prooup also offers community, mentoring, and career counseling services.

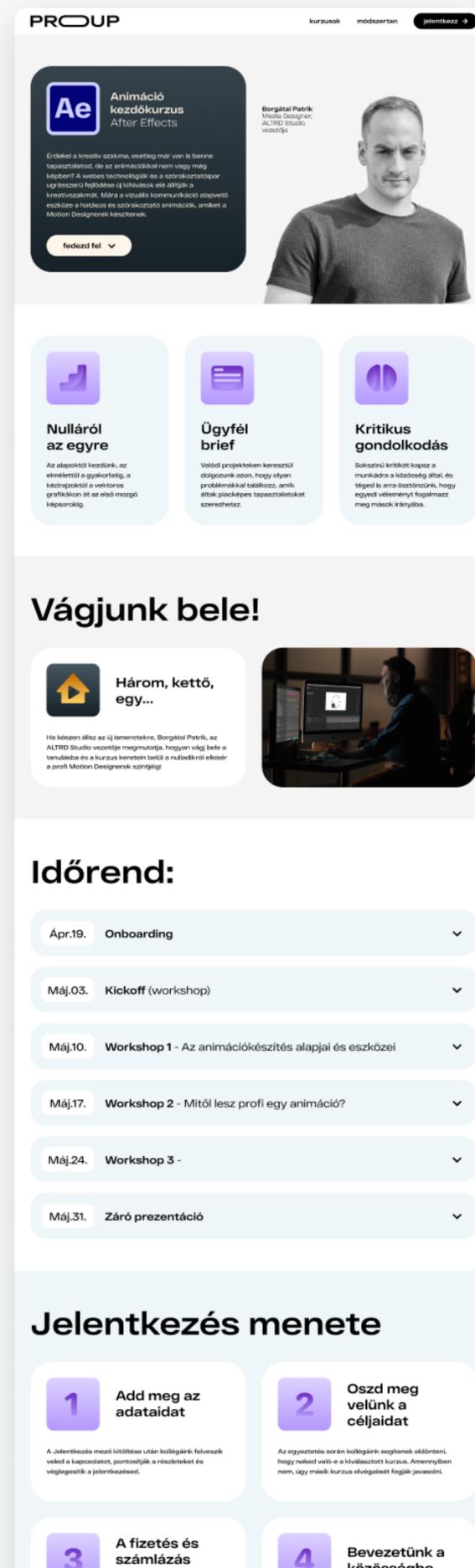
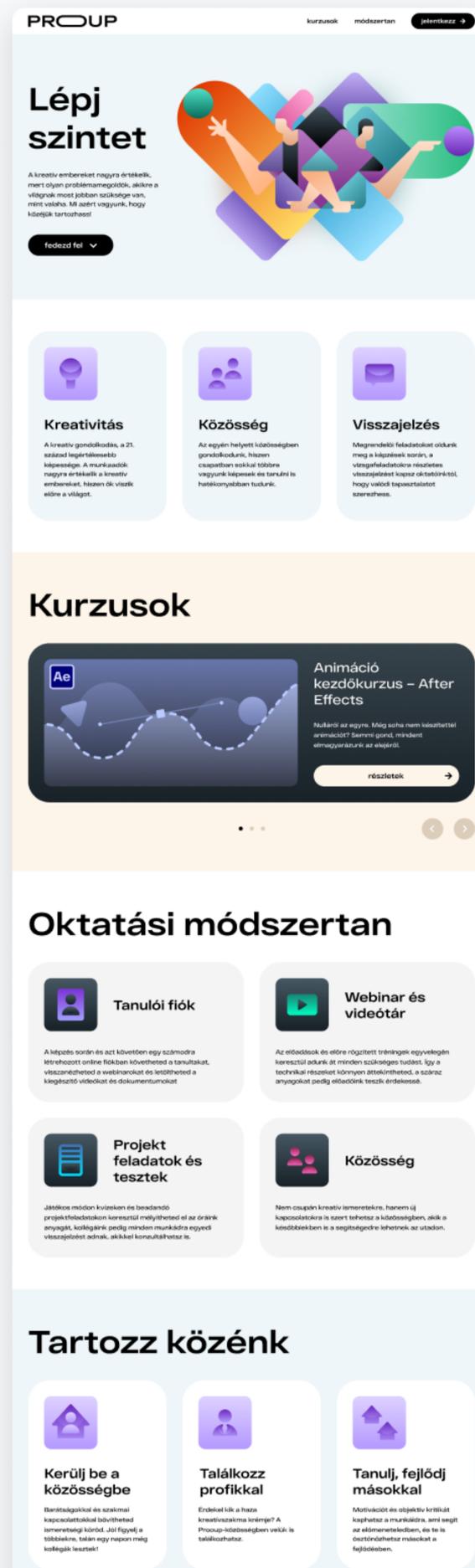


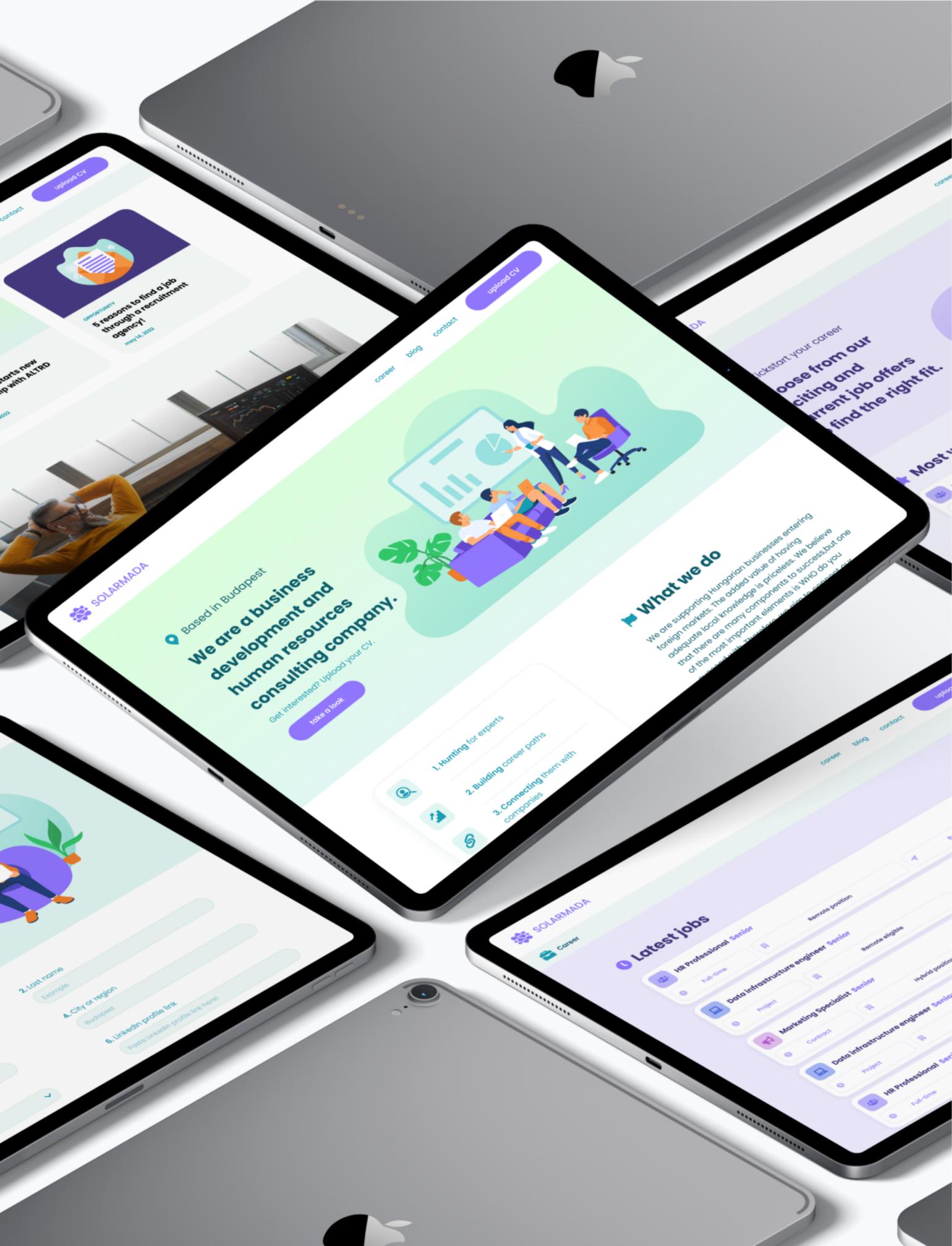


Visual identity. Prooup's identity was created to have a distinct look. It combines businesslike visual traits with playfulness. Bright vibrant colors also have a key role. All these elements combined create an advanced yet joyful look.

Onboarding. A landing page with a broad message is essential for businesses. From the main page, visitors can select a course and check its dedicated page. From there, with a few clicks, they can apply to a course and level up their creative skills.

Prooup.hu

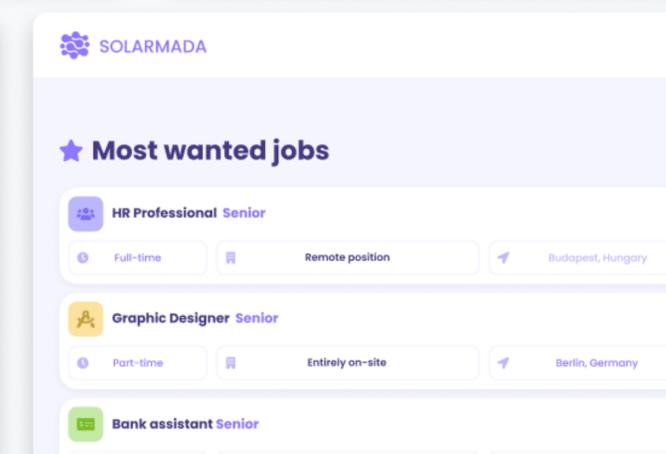
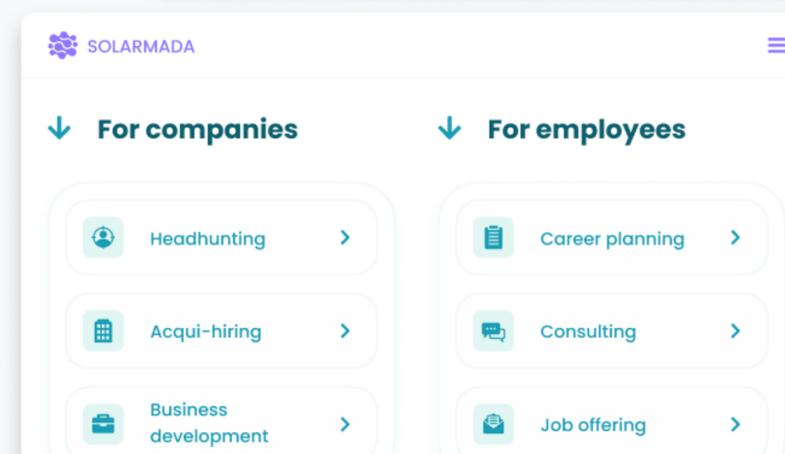
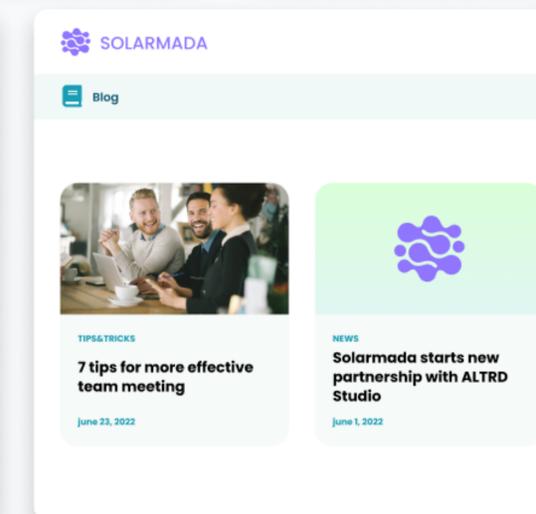
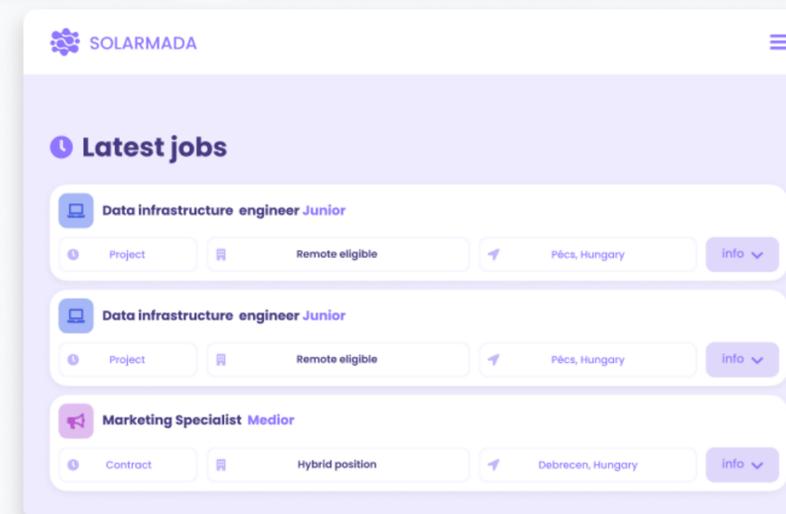
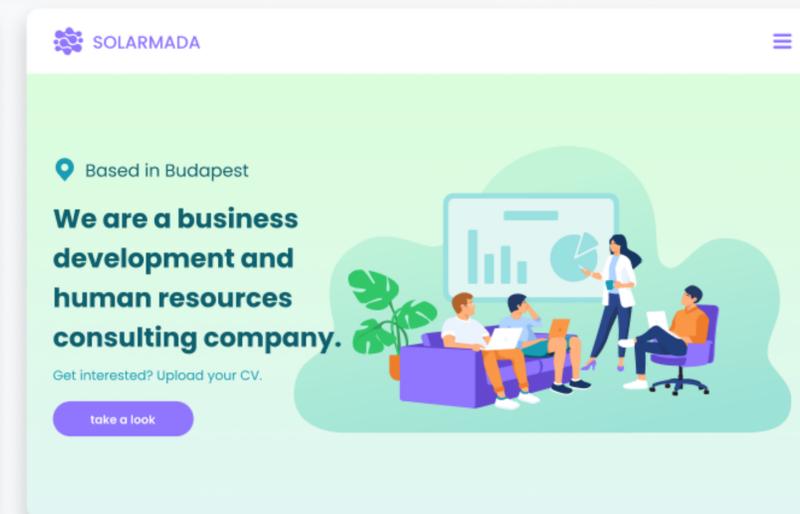
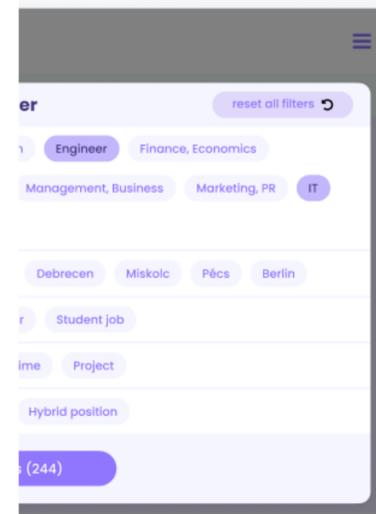
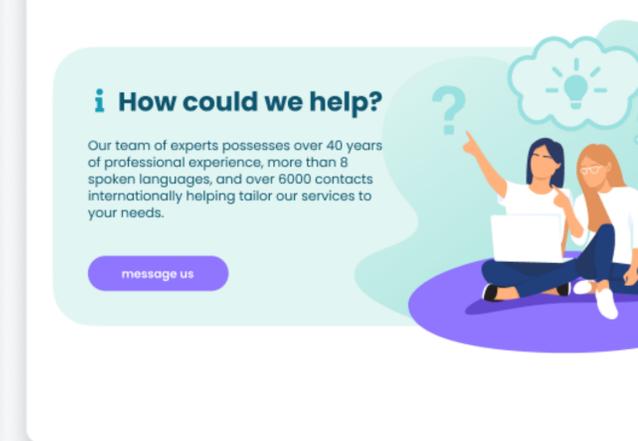




Solarmada

UX/UI, Web Design & Brand Identity and Development

Goals. Solarmada is an online development and human resources consulting company. As a startup company, they were in need to have a recognizable brand identity and a feature-rich website to fulfill their business's needs.



Based in Budapest

We are a business development and human resources consulting company.

Get interested? Upload your CV.

take a look



1. Hunting for experts



2. Building career paths



3. Connecting them with companies



3. Developing businesses

What we do

We are supporting Hungarian businesses entering foreign markets. The added value of having adequate local knowledge is priceless. We believe that there are many components to success, but one of the most important elements is WHO do you succeed with. Therefore, we aim to connect our partners with local workforce who had previously had personal experience in Hungary.

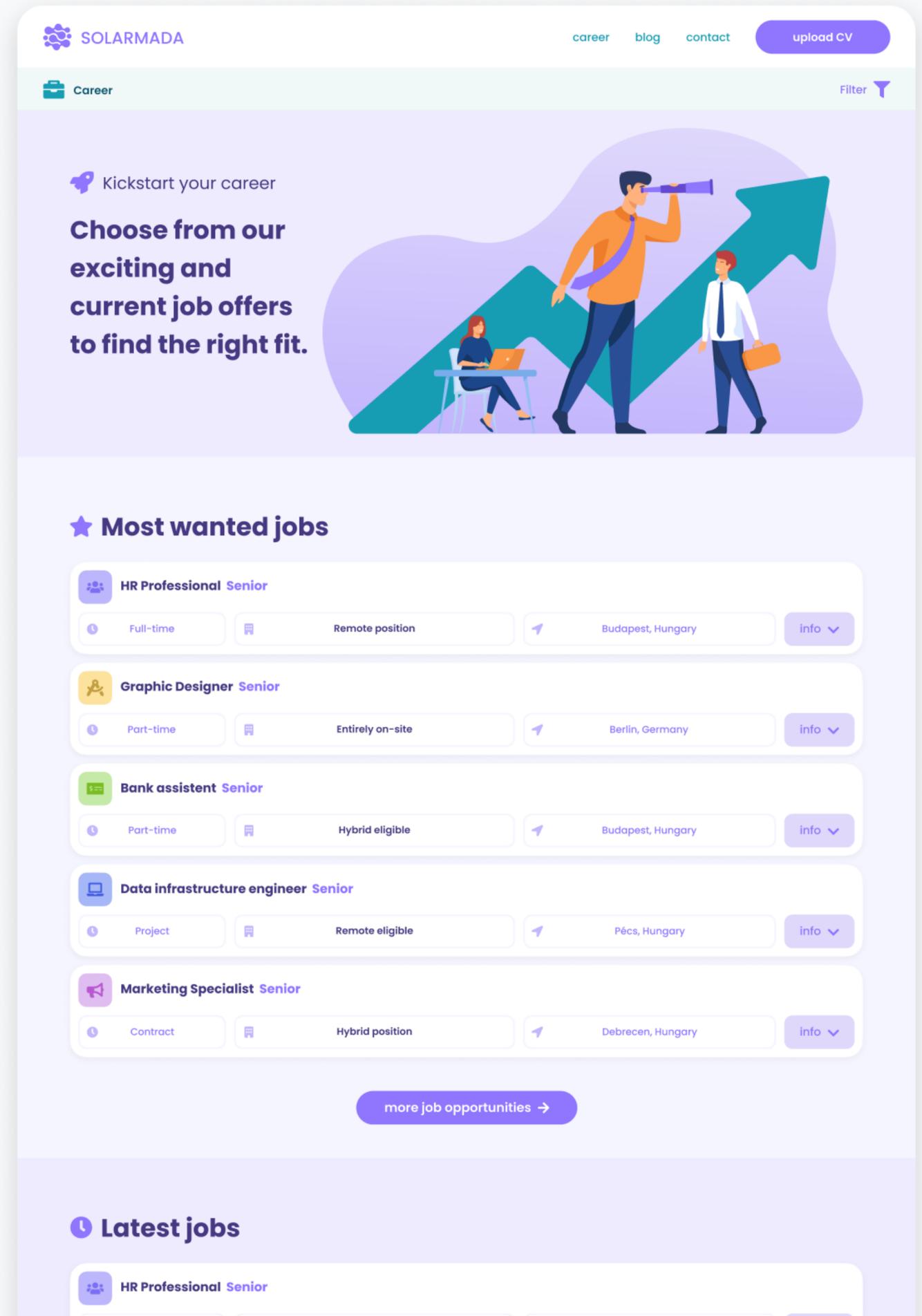
Connecting the dots

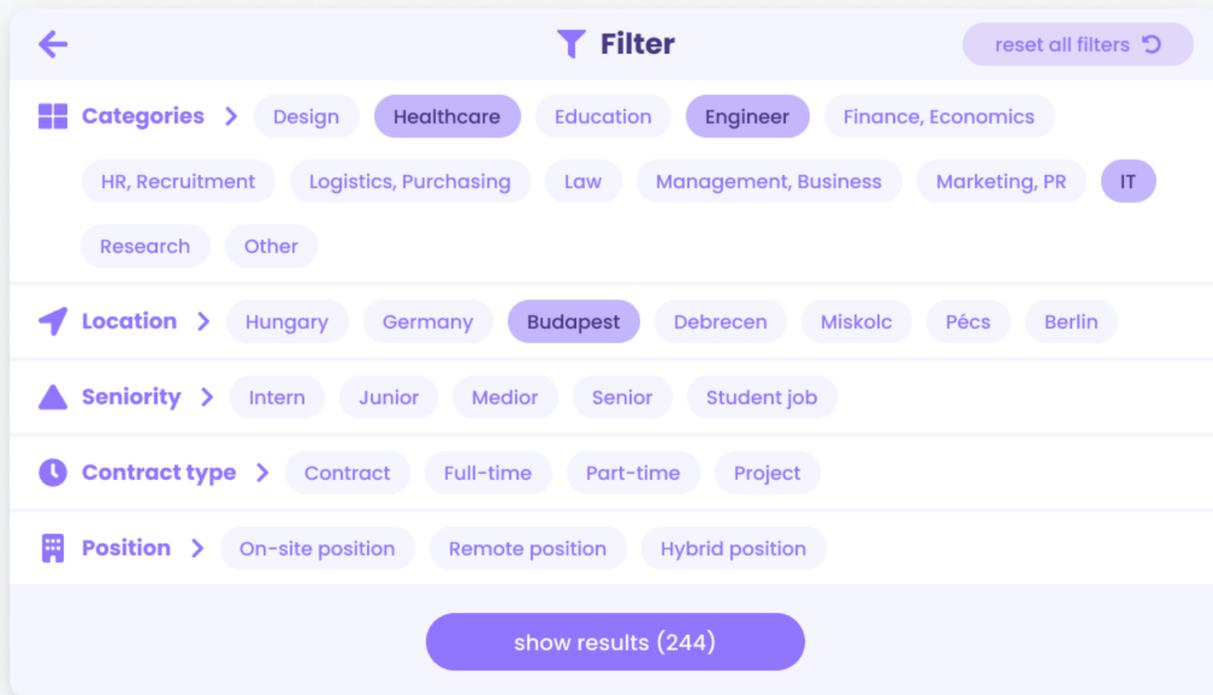
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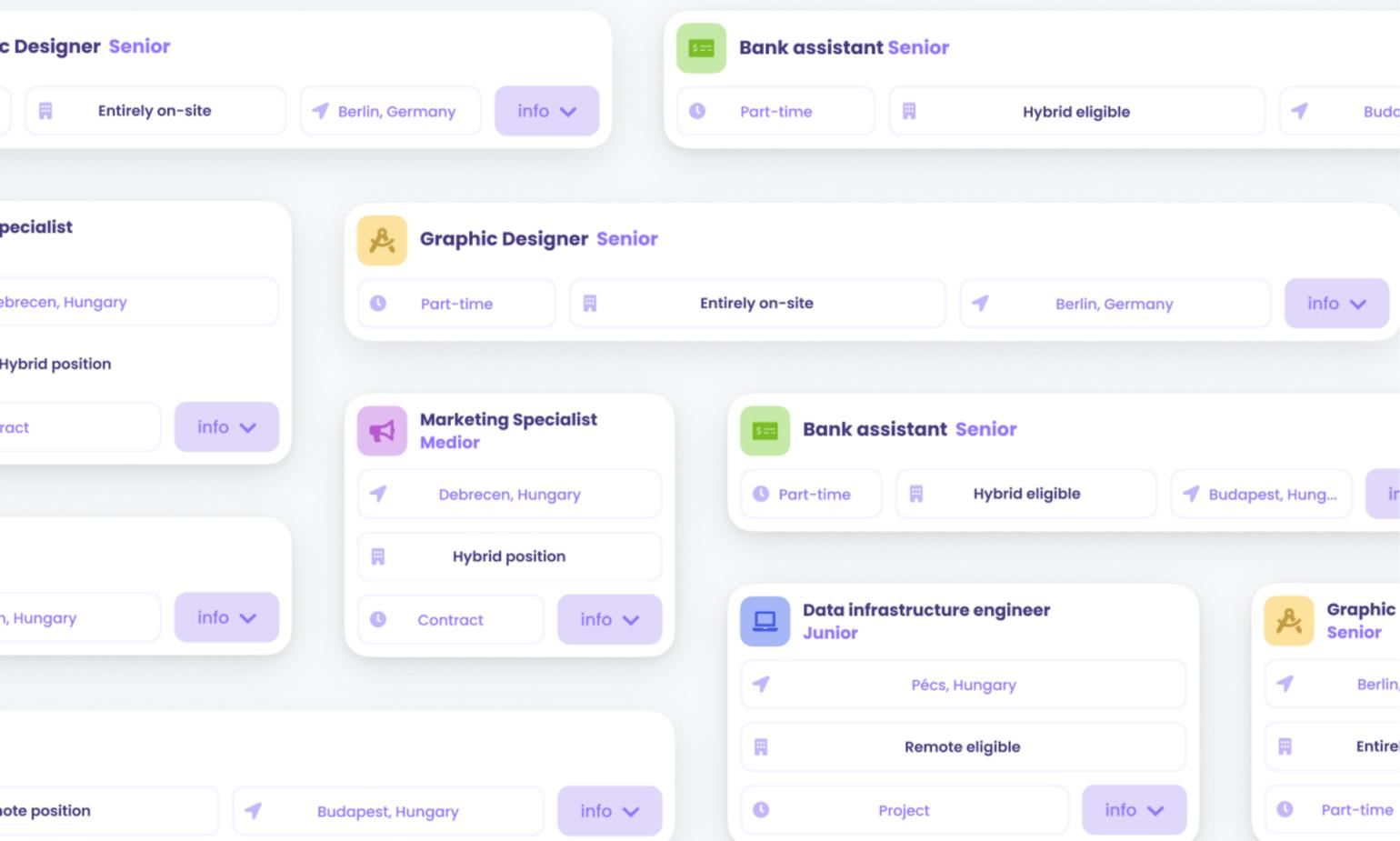
Landing page. The project was divided into several stages. As a first step, the general brand identity was designed with a new logo and color palette. The landing page was designed with beautiful handcrafted illustrations to explain Solarmada's business model.

Career page. Job offers appearing on the career page are essential for Solarmada's business. With an understandable and accessible design, users can effortlessly go through the opportunities. The page uses a custom backend system for quick job uploads.





Technical details. A powerful filter is necessary for users to find the most suitable offers. Its minimal design and layout give a joyful user experience. Selecting a job offer redirects the user to an application form. After completion, the user and Solarmada's team got an email notification about the successful application, and each new entry has added to a registry.



Blog. A well-designed blog helps businesses grow and gives better SEO. Promotional articles with embedded job offerings accelerate Solarmada's business.

The screenshot displays the Solarmada website interface. At the top, the Solarmada logo is visible on the left, and a hamburger menu icon is on the right. Below the logo, a 'Blog' header is present with a 'by date' filter icon. The main content area features three article cards: '7 tips for more effective team meeting' (TIPS&TRICKS, dated June 23, 2022), 'Solarmada starts new partnership with AI TRD Studio' (NEWS, dated June 1, 2022), and '5 reasons to find a job through a recruitment' (OPPORTUNITY). Below these is a 'Latest News' section with a large image of a man in a yellow sweater. To the right, a 'Job offerings' section is visible, featuring a star icon and two job listings: 'HR Professional Senior' (Full-time, Remote position) and 'Graphic Designer Senior'.

Library - Base icons

Base icons: The library contains **382** individual small icons for various use. The icons follow the design language of Solarmada. There are 16 groups to separate these icons based on topics. These groups are the following:

- (1) Emoticons and Gestures, (2) IT and Tech, (3) People, (4) Communications, (5) Tools and Items, (6) Finance, (7) Social and Media, (8) Charts and Diagrams, (9) Files and documents, (10) Date and Time, (11) Travel and Vehicles, (12) Buildings, (13) Weather, Nature, Animals, (14) Icons and Actions, (15) Editors, (16) Holidays and Toys.

Emoticons and Gestures as example:

Each icon has several color versions:

- Base
- Purple
- Torquoise
- Torquoise Light
- Purple Light

+ Any other color can be exported

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Details and location

512 pixel

All icons are exported in **512x512** pixel for maximum image quality and resizeability, in **PNG** format, with **transparent** background.

Solarmada Package 22.03.01

01_Base_Icons

A,B,C,D,E

Social Media - Instagram

Instagram posts: For maximum post visibility, the best resolution is 1080x1350, but keep in mind that in the grid view only 1080x1080 is visible, so the active area should remain 1080x1080px.

Post size: **1080 x 1350px** Active area: **1080 x 1080px**

1x

Grid view of posts

Instagram posts: Grid view makes your content cropped to 1:1 aspect ratio.

6

Solarmada flags

Proportions should be kept as displayed.

0.5x, 5x, 0.5x, 1x, 2.5x, 1x, 1x, 2x, 2x

Badges

Badges can be added to sponsored contents, Instagram stories.

filled badge

inverted badge

Badge with custom title

* Torquoise versions as secondary options

/ LTRD

Templates - Color Theory

Turquoise palette:

- #F2FBF8 - Turquoise background light
- #E1F6F3 - Turquoise gradient light
- #BEEEE7 - Turquoise gradient dark
- #ACE5E7 - Turquoise icons and shadow dark
- #189DB4 - Turquoise main
- #0E554E - Turquoise title color

Purple palette:

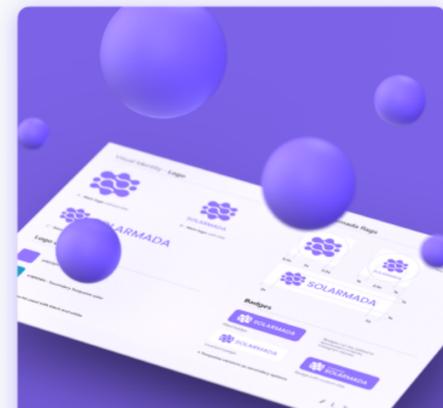
- #F0EFFF - Purple background light
- #E1F6F3 - Purple gradient light
- #BEEEE7 - Purple gradient dark
- #BAA9FF - Purple icons and shadow dark
- #9075FF - Purple main
- #4638B1 - Purple title color

Other colors:

- #FFCF4F, #F99746, #ED7D2B, #FFB27D, #E89949, #B2825A, #745216, #9075FF, #6449D0, #342D55, #2C3A64, #169DB4, #161717, #31C769, #22994C, #406161, #333333, #9AB3C0

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Identity



Templates - How it works

For the three selected social media platform there are premade templates to make your work faster.

Instagram as an example:

Post size: 1080 x 1350px

Background color

Background shapes

Illustrations

Step 1

Step 2

Step 3

Step 4

Basic icons can be added to

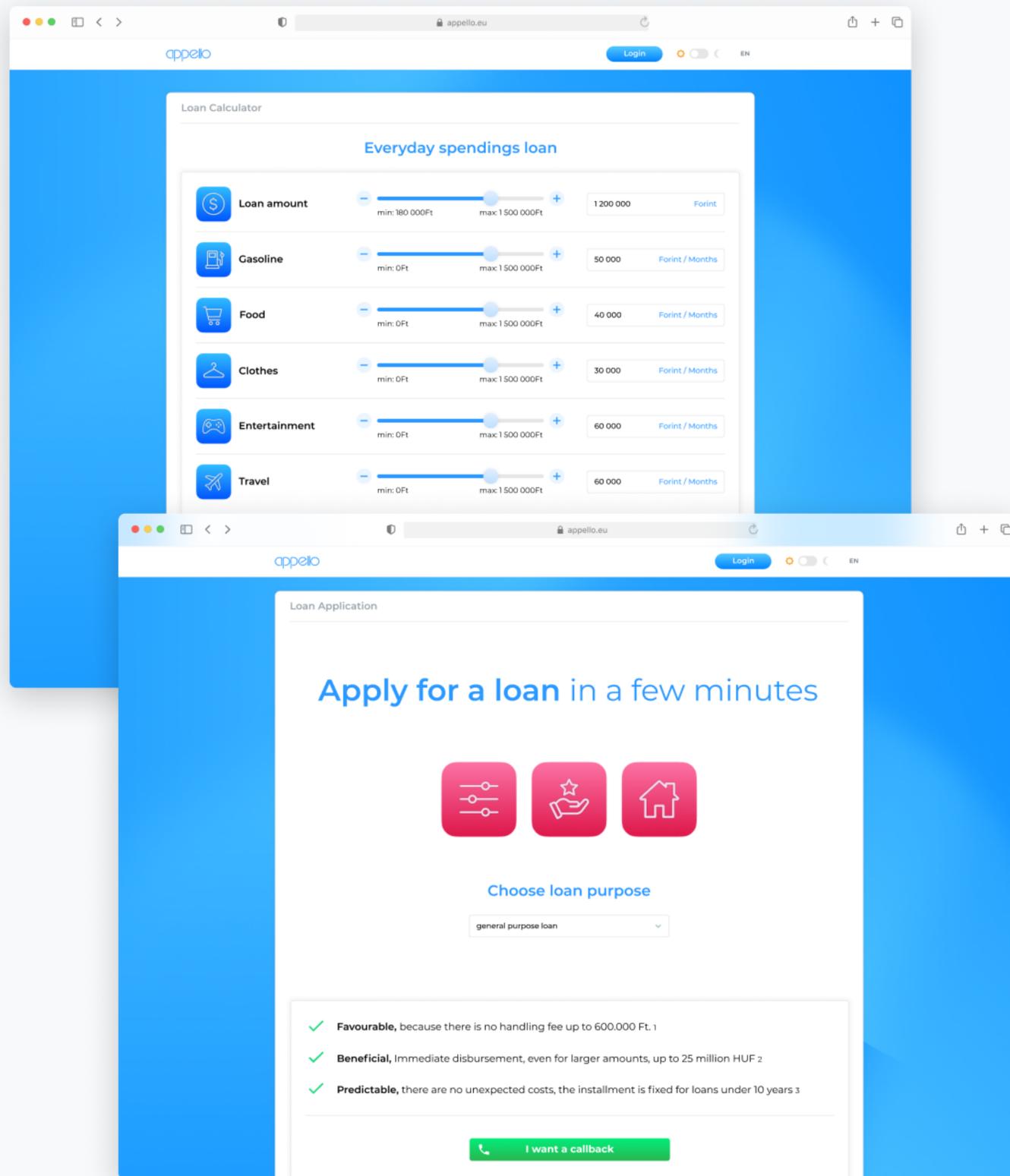
Brand Guide. We strive to ensure that the quality of our designs is maintained in the long run. This is why we create very detailed guides for our customers.

Solarmada.eu

Appello

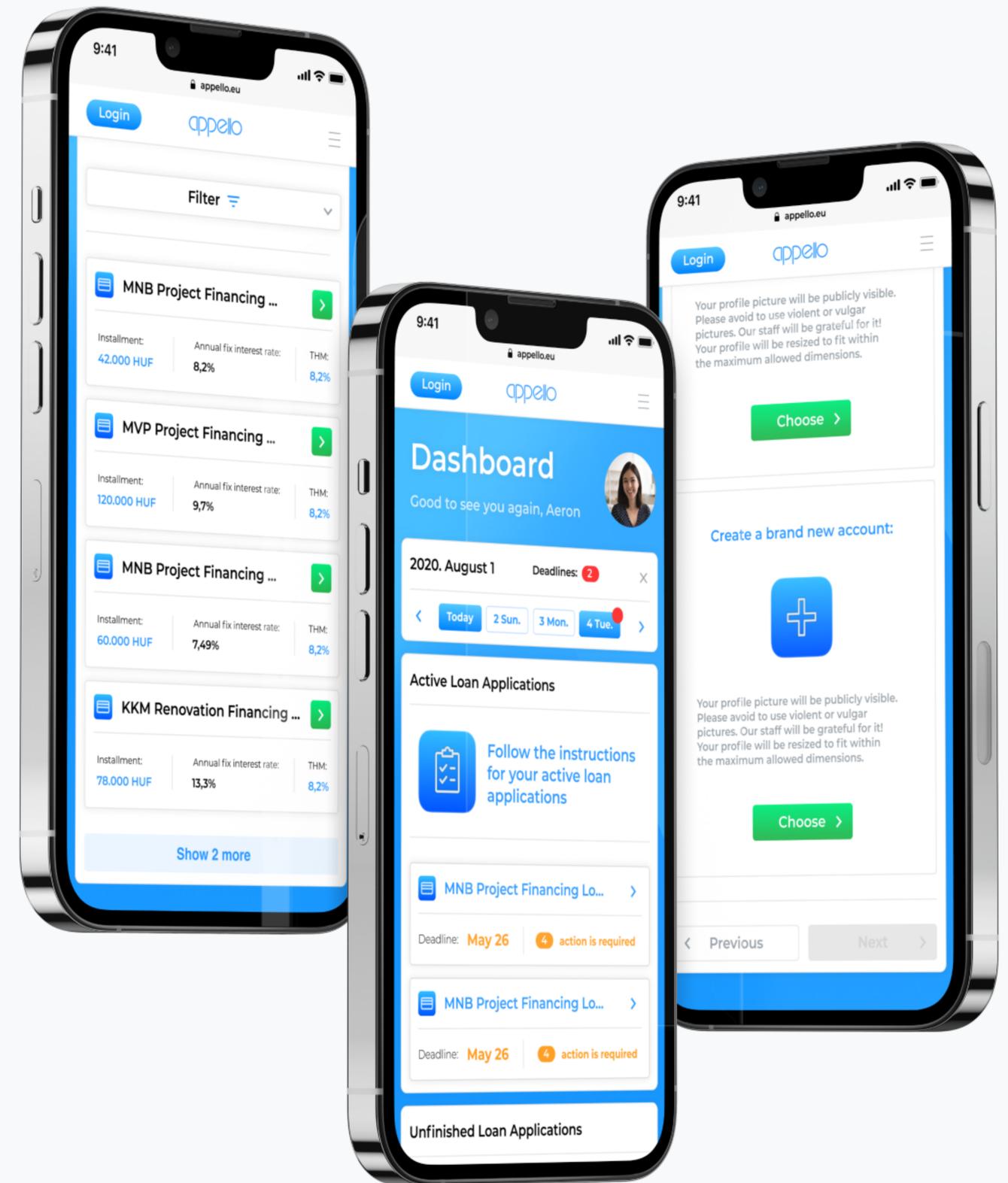
User Interface and UX Solutions for Retail Banking Portal





Summary. Appello's retail loan origination system is an all-in-one, easy-to-use digital experience. In 2020 we got the opportunity to rebuild it from the ground up.

Functions. The portal features a simple yet powerful loan origination flow, a registration flow, and an all-in-one dashboard both for mobile and desktop.



Dashboard

Good to see you again, Stacy



2020. August 1 Upcoming deadlines: 2

Today 2 Sun. 3 Mon. 4 Tue. 5 Wed. 6 Thu. 7 Fri. 8 Sat. 9 Sun. 10 Mon.

Active Loan Applications

Follow the instructions for your active loan applications

MNB Project Financing Loan Lorem Ipsum Dolor... Deadline: 06 / 26 / 2019

Information: 13.000.000 HUF Loan number: LN1595845921140 Sent: 06 / 24 / 2019 State: Proposed

Dear Stacy, You have one missing document that you will have to upload until the given deadlin, ... [show more](#)

MNB Project Financing Loan Lorem Ipsum Dolor... Deadline: 06 / 26 / 2019

Information: 13.000.000 HUF Loan number: LN1595845921140 Sent: 06 / 24 / 2019 State: Proposed

Dear Stacy, You have one missing document that you will have to upload until the given deadlin, ... [show more](#)

Unfinished Loan Applications

Continue your unfinished loan applications

MNB Project Financing Loan [show details](#)

Installment:	Annual fix interest rate:	THM:	Lorem ipsum dolor:	Discount lorem ipsum	
60.000 HUF	7,49%	8,2%	5 000 000 Ft	125 862 Ft	Continue

Pending applications

Your loan applications are under examination

MNB Project Financing Loan [show details](#)

Installment:	Annual fix interest rate:	THM:	Lorem ipsum dolor:	Discount lorem ipsum	State:
60.000 HUF	7,49%	8,2%	5 000 000 Ft	125 862 Ft	Examine

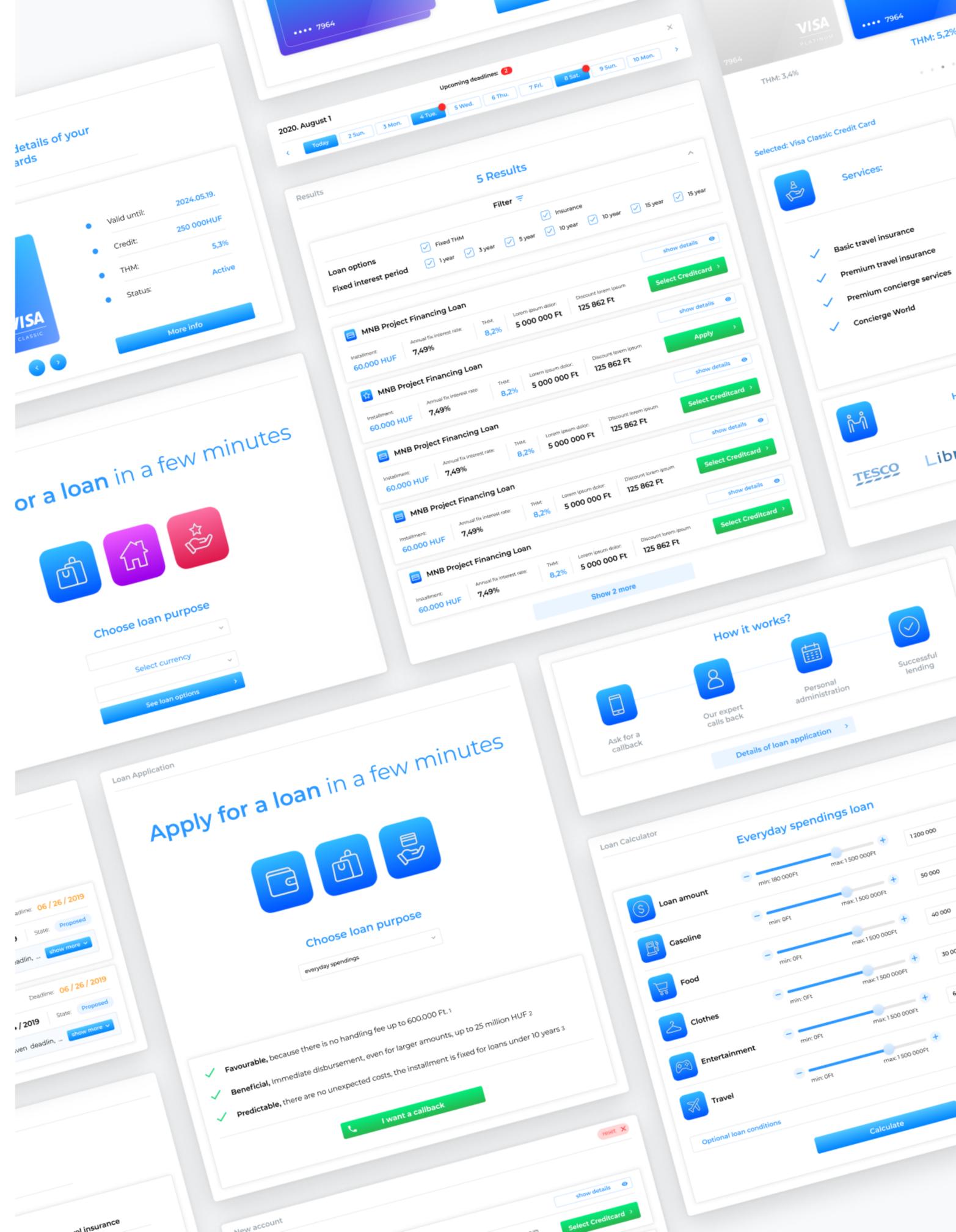
MNB Project Financing Loan [show details](#)

Installment:	Annual fix interest rate:	THM:	Lorem ipsum dolor:	Discount lorem ipsum	State:
60.000 HUF	7,49%	8,2%	5 000 000 Ft	125 862 Ft	Examine

Dashboard. Each user has unique actions during their onboarding process. The dashboard elements will also change according to the decisions you make during the application.

Development. The project was finished in 2021 and developed by Appello's internal team. The final product is used for sales purposes and can be reskinned for each bank's needs.

Appello.eu



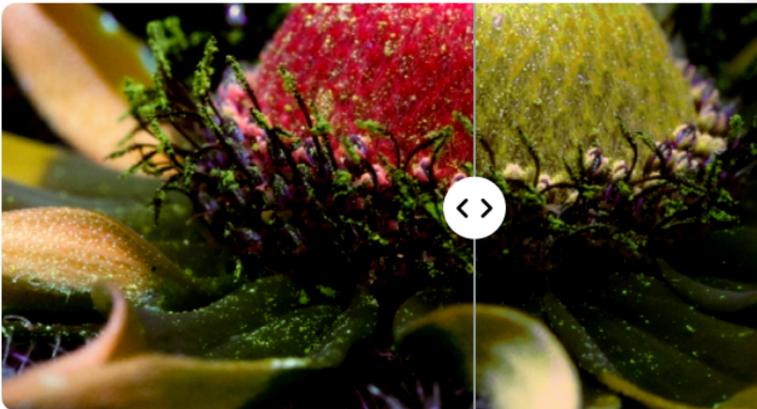


Optic One

Designing the Future of Online Medical Education

Summary. OpticOne is an eye specialist business dedicated to educating people about eye health through an interactive online experience. Our task was to help them achieve this dream through UI, UX, and web design.

optic one



Abnormal color vision

Partial color blindness

Monochromasia

Complete color blindness

Protanopia

Disturbance in the perception of red colors

17%

Among the color-blind

...

optic one



When measuring the refraction of the eye



105x

More points

2520 points, Nidek OPD-Scan III

24 points, Charops-7000P (traditional machine)

1500 points, VisionIX

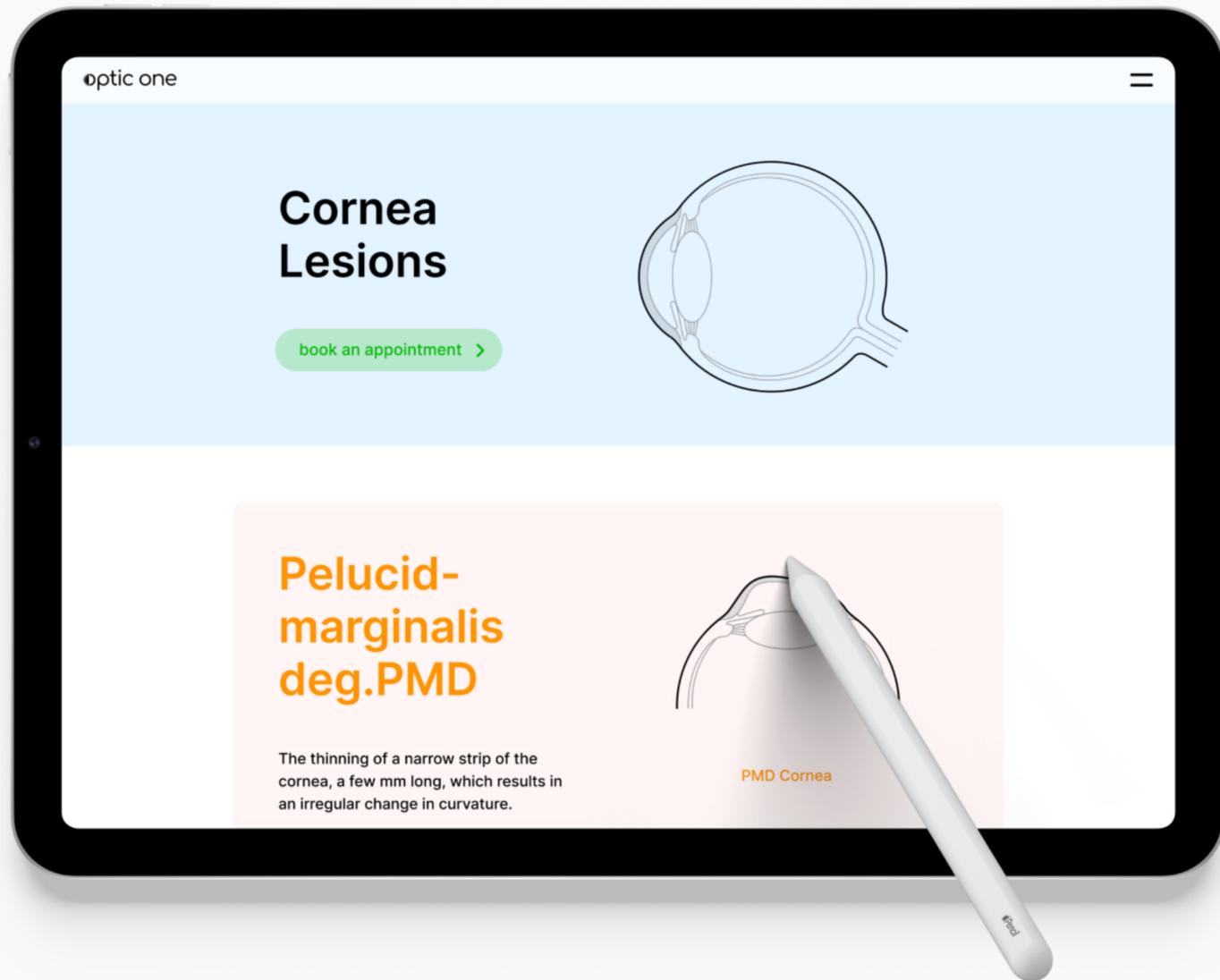
2,4x

More range

2-9.5 mm, Nidek OPD-Scan III

4-6mm, Charops-7000P (traditional machine)

7 points, VisionIX



Visual style. Clean, beautiful hand-made graphics educate visitors in understanding eye diseases, examinations, and other interesting facts about the eye.

Illustrations. Maintaining visual coherence was a fundamental target we achieved through custom-designed icons and illustrations.



Anatomy



Child Glasses



Adult Glasses



Work Glasses



Contact Lens



HEV



Night Driving



Gaming



Autorefracto



Pachimetry



Wavefront Analysis



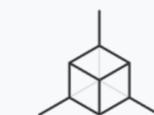
Cornea Topograph



Retinascan



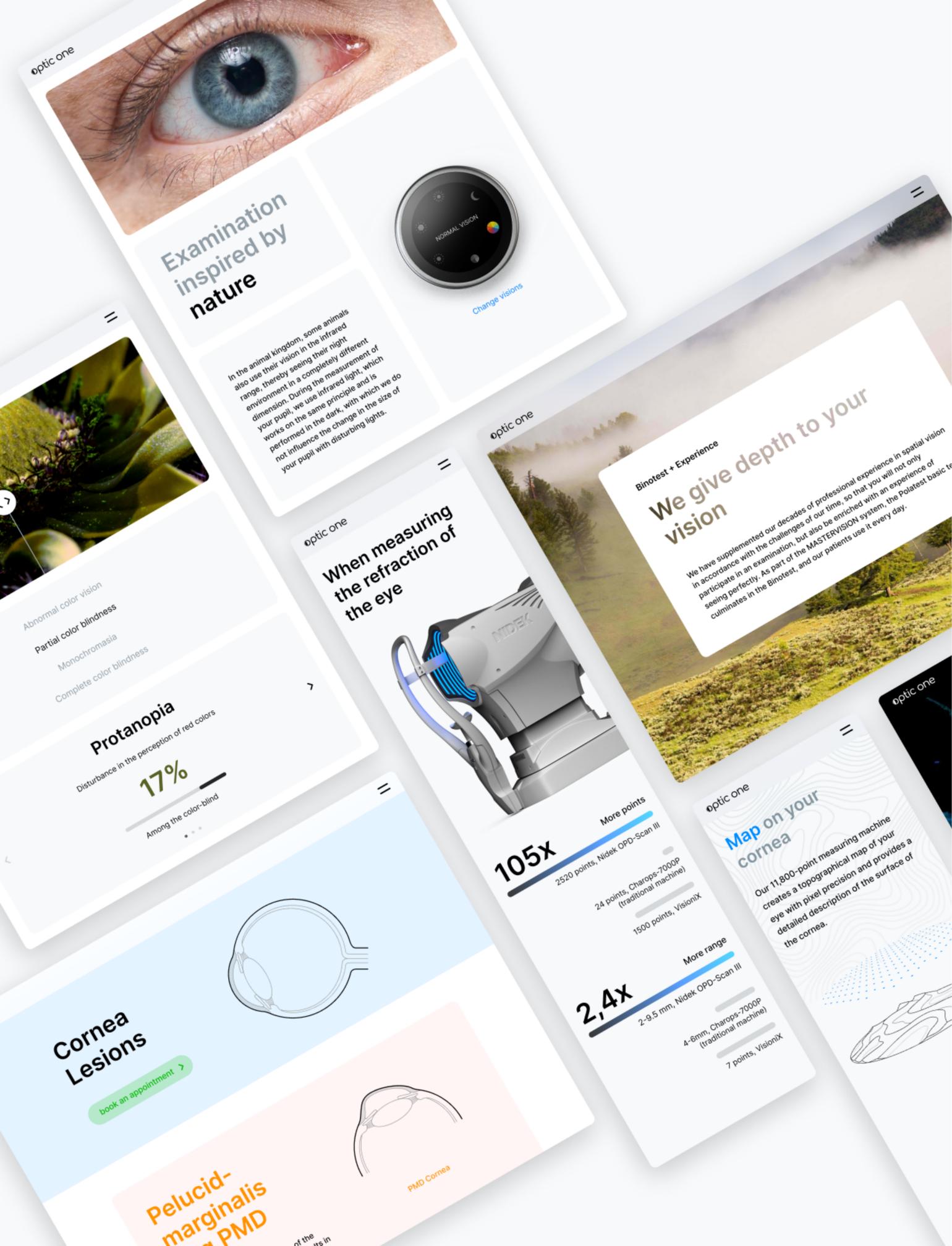
Pupillometry



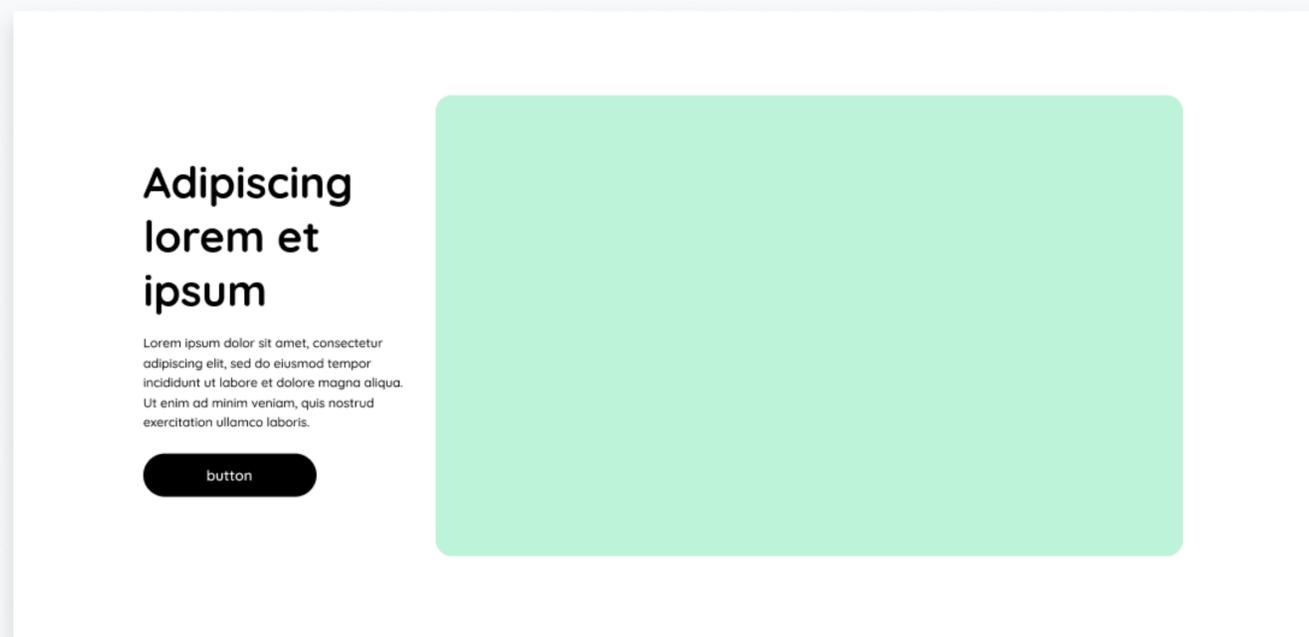
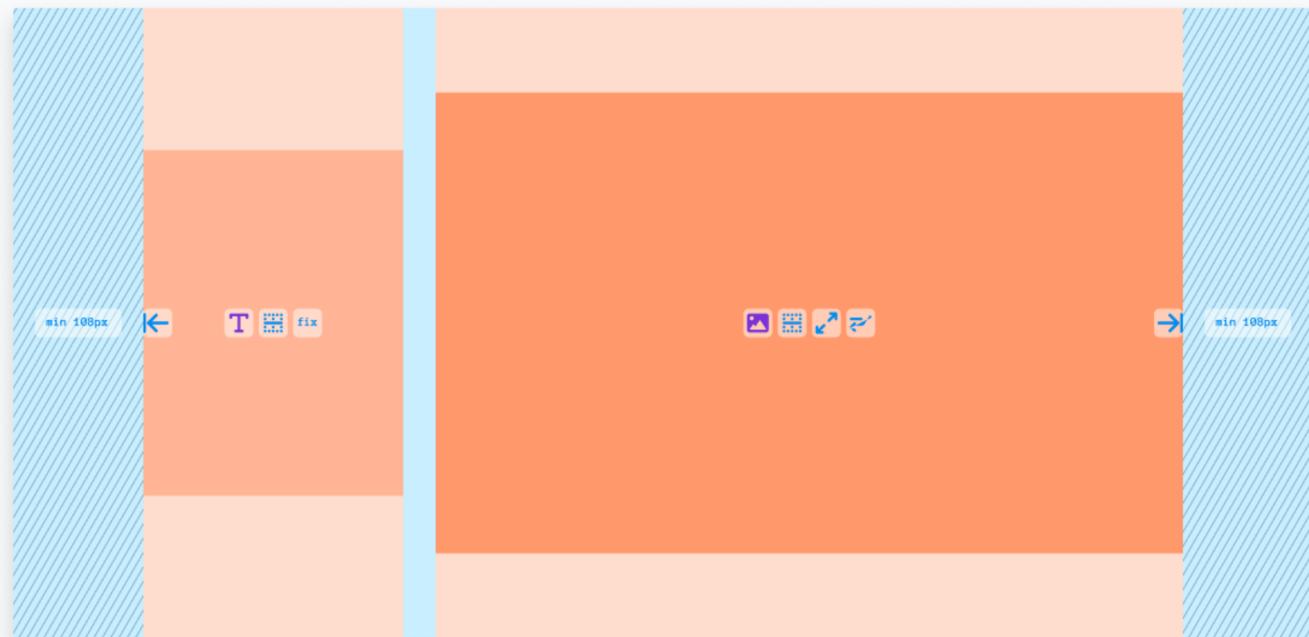
Binotest



Child Eye Examination



Full service. The complexity of the project required a specialized set of combined skills. During the project, we created 3D render animations in both 3D and 2D, which we then prepared for web development.



Summary. Bedrock is a design system developed by ALTRD Studio for enhancing UI development and documentation. Its core is based on UI and UX research, and it helps to build new websites and products quickly and effortlessly.

Functions. The system uses color-coded components and icons that highlight each element's properties. Bedrock also has pre-built sections for quick designs.



Studio

Dribbble

Facebook

Instagram

Linkedin

/ L T R D