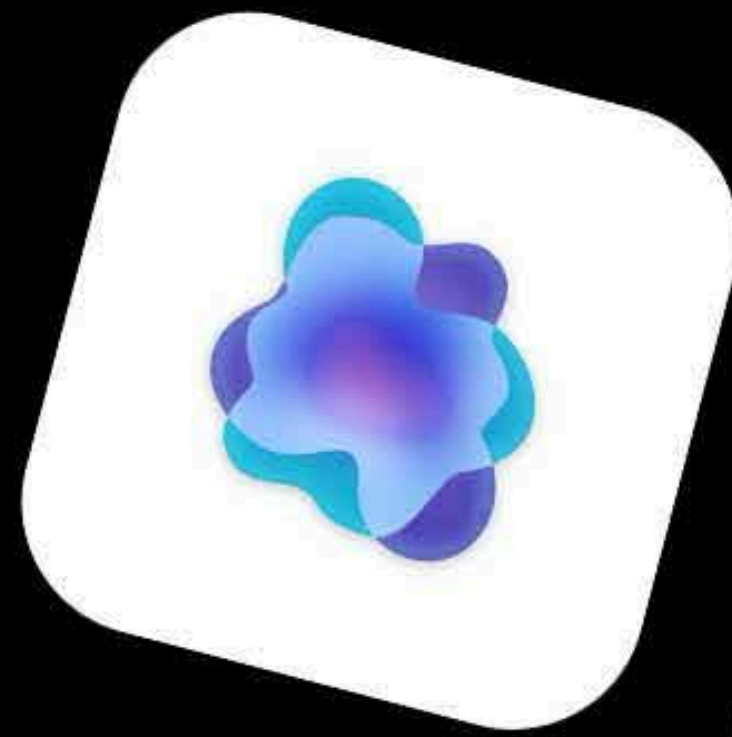




2018

Smatched Case Study

Branding, UI/UX Design, Developer Collaboration

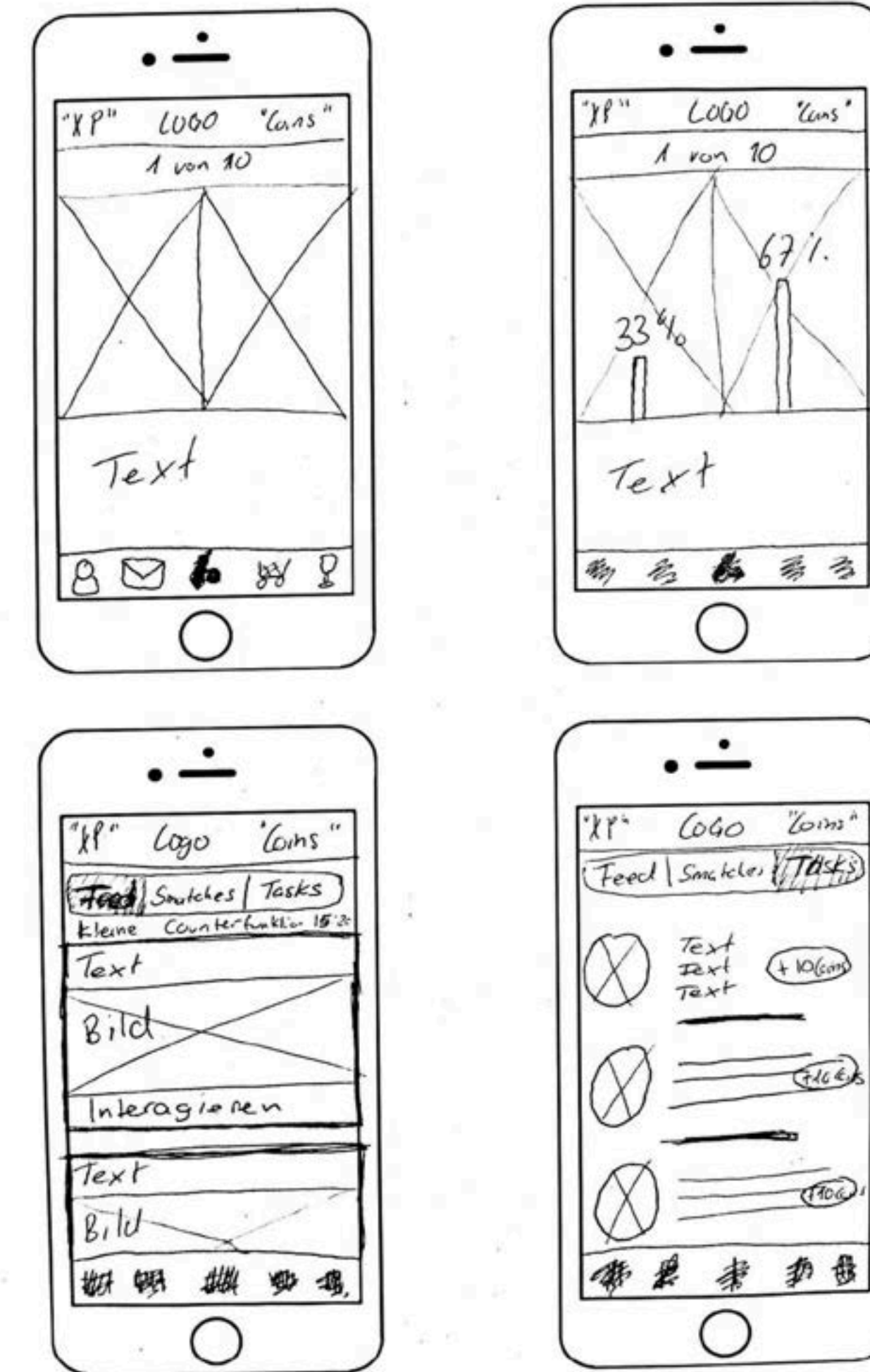


Working on Smatched, a startup idea into a clear product experience and visual identity for a match-based advertising platform.

ADS

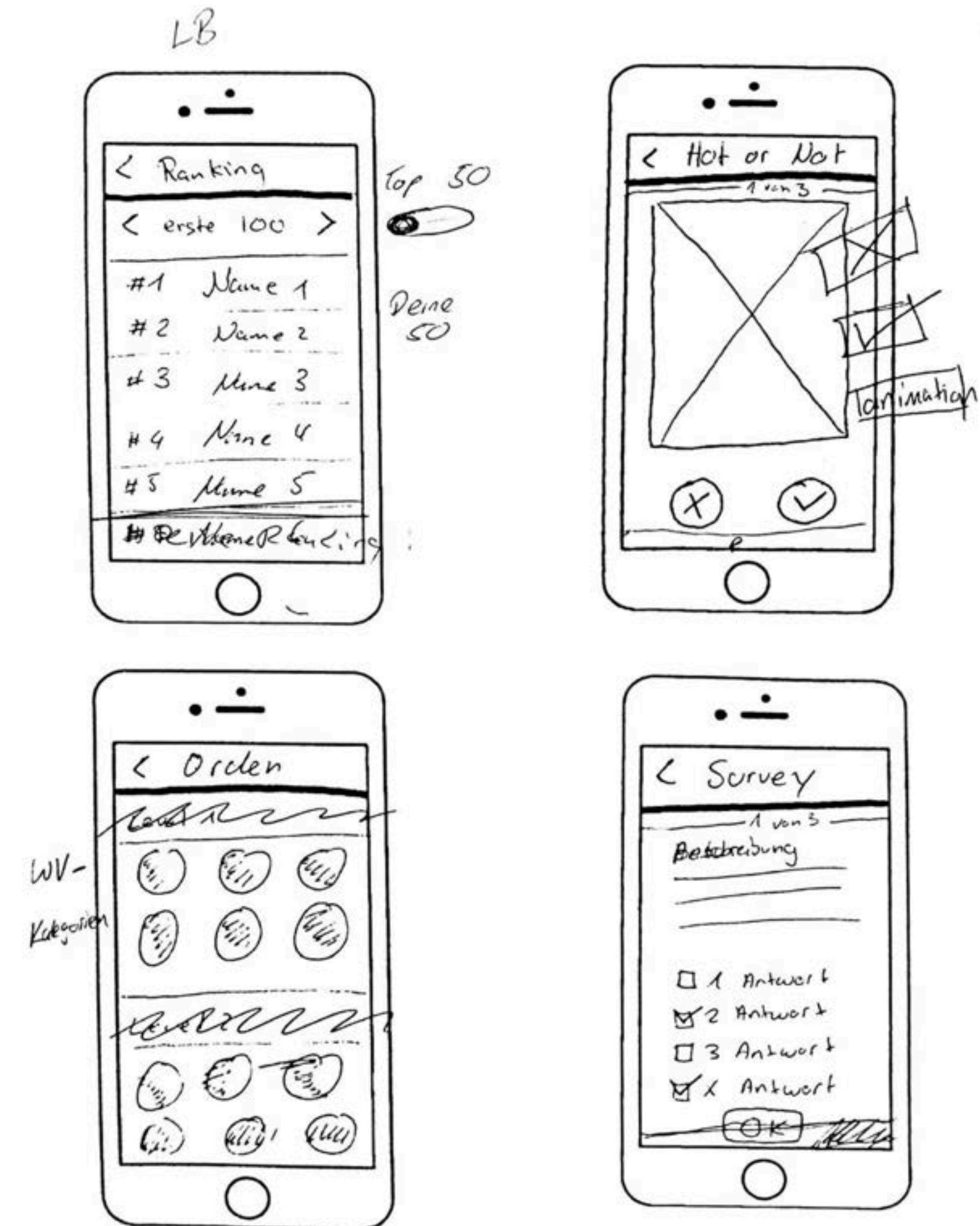
From Idea to Product

Smatched started as an early-stage idea for a platform that connects advertisers with potential customers in a simple and engaging way. The founder needed support turning the concept into a product that could be understood, presented and tested with a clear visual direction.



Defining the Experience

The core interaction was inspired by familiar match-based apps. Instead of matching people, users interact with advertising content while businesses gain a new way to reach interested customers. Early wireframes helped define the main screens, navigation and overall user flow before moving into visual design.



DISCOVER

DESIGN

DELIVER

Building the Brand

The visual identity needed to feel modern, approachable and suitable for both users and businesses. I explored different logo directions and created a color and typography system that could work consistently across the app, presentations and printed materials.

Font:
Quicksand Bold



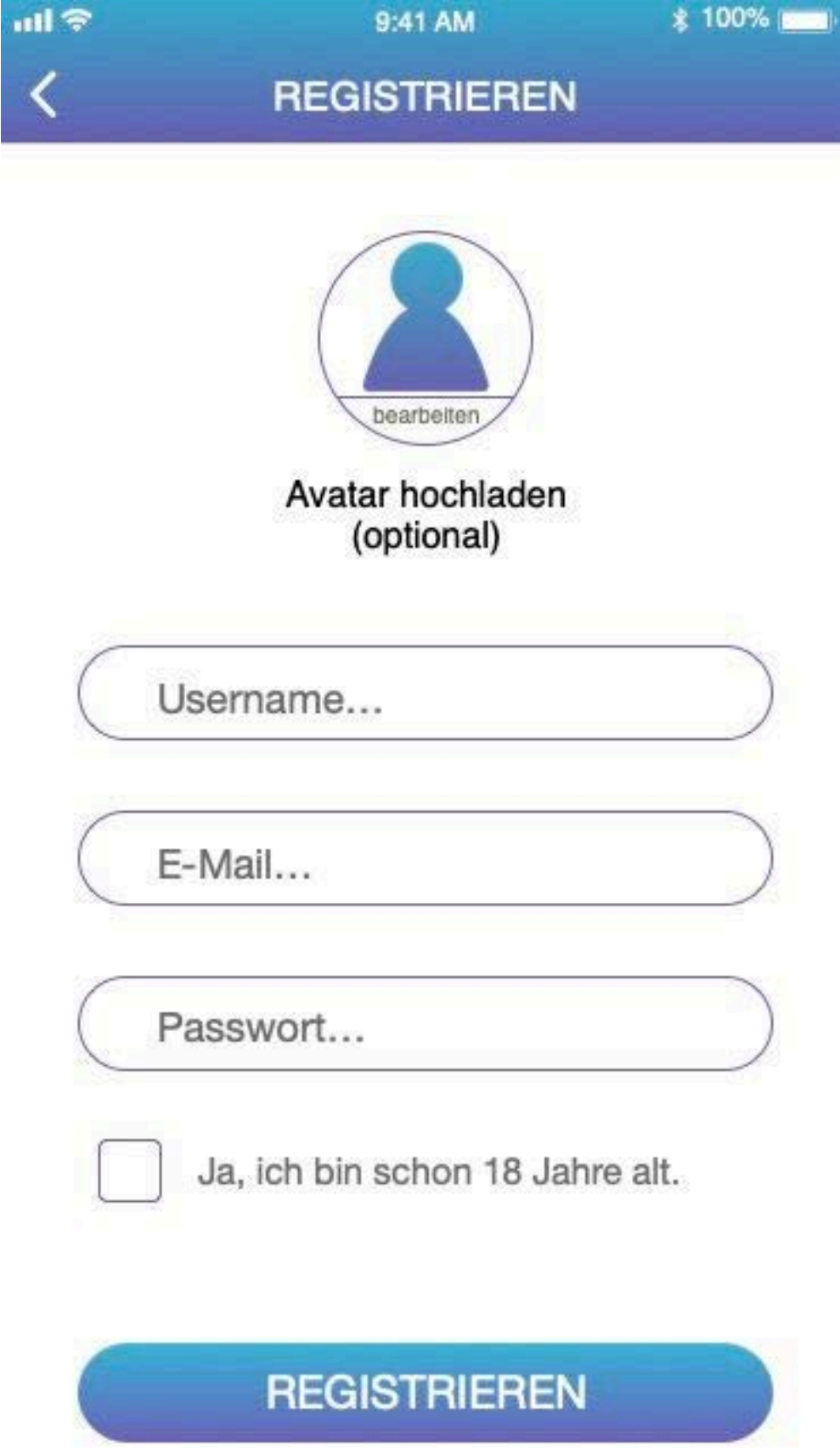
DISCOVER

DESIGN

DELIVER

Designing the Interface

Once the basic flow was defined, I developed the visual language of the product. Clear layouts, recognizable interaction patterns and a consistent set of colors, typography and icons helped make the match-based experience easy to understand while giving Smatched its own identity.



Mobile app registration screen. The header shows a back arrow, the title "REGISTRIEREN", and status icons (signal, time 9:41 AM, battery 100%). Below the header is a circular avatar placeholder with a blue silhouette and the text "bearbeiten". Underneath is the text "Avatar hochladen (optional)". The form contains three input fields: "Username...", "E-Mail...", and "Passwort...". Below these is a checkbox labeled "Ja, ich bin schon 18 Jahre alt.". At the bottom is a large blue button labeled "REGISTRIEREN".



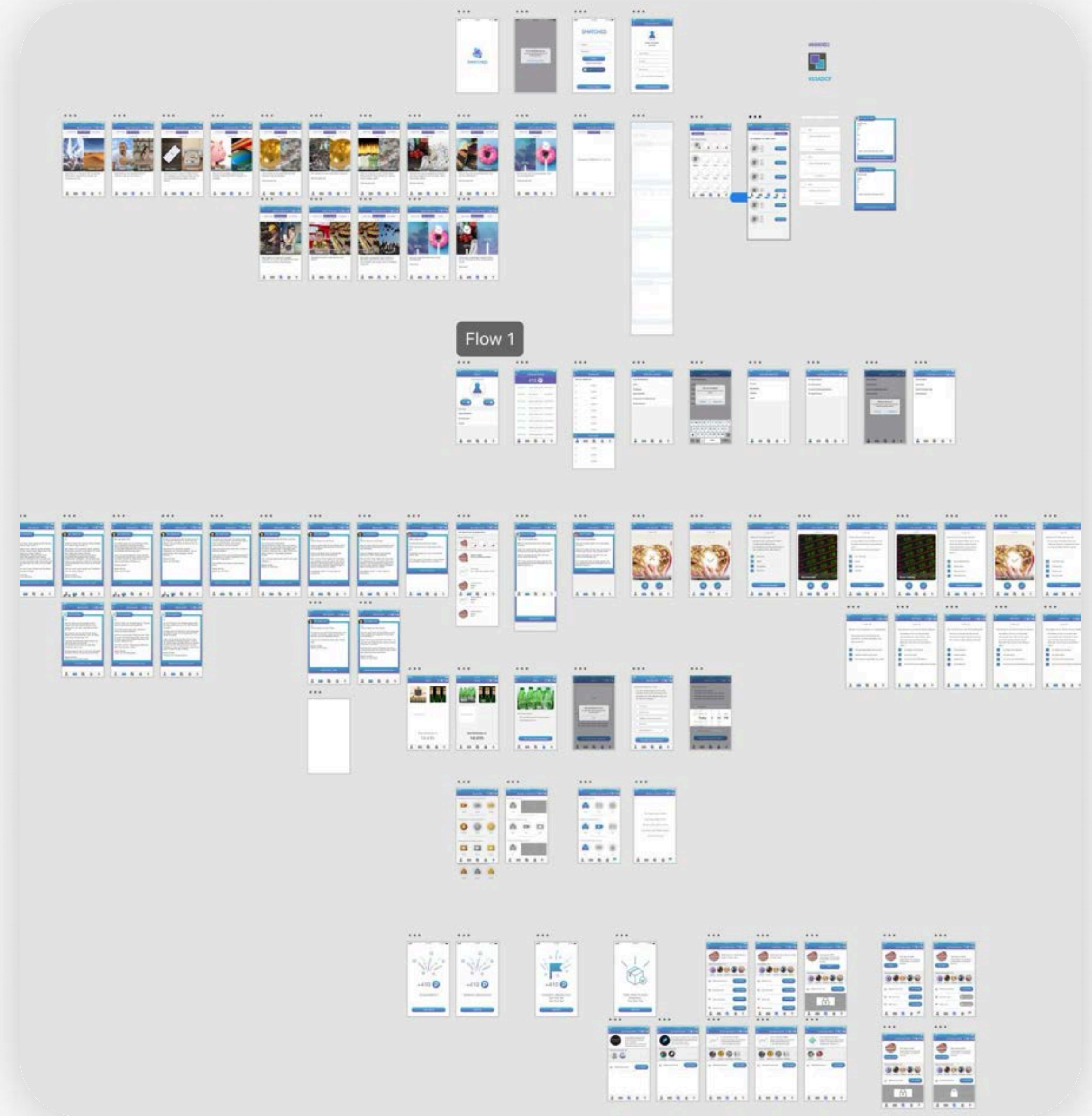
DISCOVER

DESIGN

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Designing for Development

As the app moved into development, I worked closely with the developers to make sure the designs could be implemented as intended. We aligned on UI details, interactions and technical requirements, adjusting parts of the design where needed while keeping the overall experience and visual system consistent.



DISCOVER

DESIGN

DELIVER

From Concept to Launch

Smatched developed from an early startup idea into a working application with a complete product and brand identity. The final solution included the app interface, logo, visual system and supporting business materials. The product was successfully built and later attracted investment, helping the startup move forward.



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