



Presentation **Sparkle Design**

Details are important

Numbers & Facts

27 years on
the market



More than **100**
participants in the
Agency projects

More than **2500**
successful projects



Offices in Ukraine,
Poland and Australia



More than **500**
satisfied clients



More than **100**
awards in dedicated
competitions & ratings

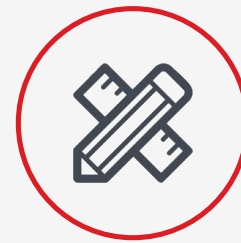
Range of Services



Brand strategy
development



Website
Development



Creation of a
graphic design
and corporate identity



Blockchain



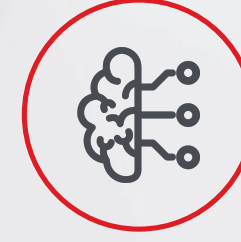
SEO, SEM and complex
advertising campaigns
on the Internet



Creation of
mobile
applications



Development of individual
software projects



Neural
networks & AI

Company Specializations



E-commerce



Startups



Fintech & Online-banking



Corporate
Web sites



Cloud Solutions



Games



Health Care



Booking Projects



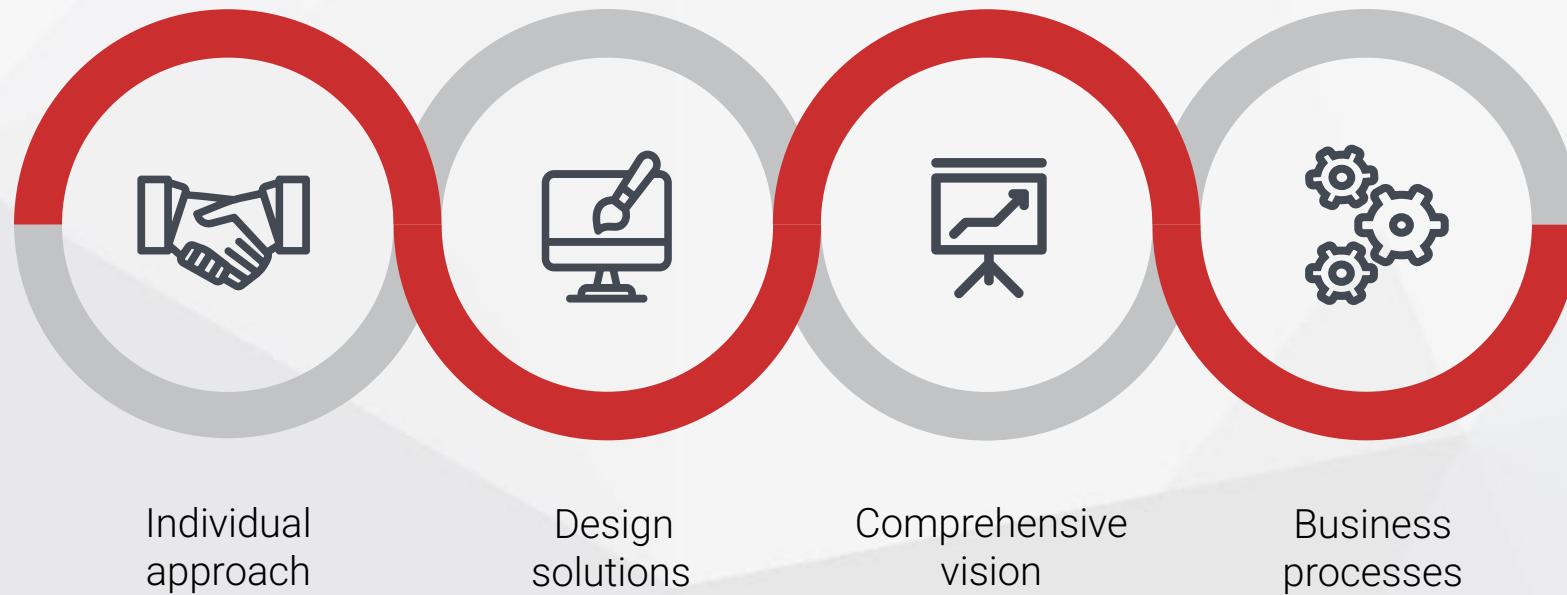
Individual Projects

Sparkle Design

Details are important.

Full cycle digital agency with a product focus

We Are Distinguished By



Our Expertise

Website development

- Portals and social networks
- Corporate websites
- Web-systems
- E-commerce
- Promotional sites
- Adaptive design

Design development

- Logo and corporate identity
- Application design
- Web design
- Outdoor advertising campaigns
- Print design

Digital strategies

- UX-expertise
- Analysis of competitors' digital activity
- Ad-Hoc monitoring
- Digital audience analysis
- Digital campaign evaluation
- Media strategy
- Marketing strategy

Mobile development

- Mobile store
- Business apps
- Games
- Apps for media resources
- Promotional applications
- AR\VR technology

Project promotion

- SEO
- SMO/SMM
- ASO
- Contextual campaigns
- Strategic digital management
- Reputation and communications management
- Media campaigns

Software development

- Web Apps
- Enterprise resource management
- Administrative analytics
- E-document flow
- Payment and billing systems
- Streaming media
- Integration solutions

Major Clients



BARANOVA 27



What Inspires Us

awwwards.

Inspiration **DE**

Clutch
FIRMS THAT DELIVER

dribbble

 **ARTSTATION**

 **GoodFirms**



 **Pinterest**



red**dot**

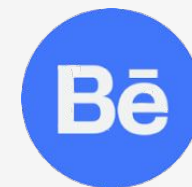
Ratings & communities



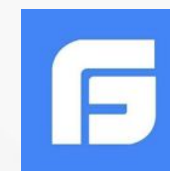
| Interactive Advertising Bureau



| Clutch



| Behance



| GoodFirms



| All-Ukrainian
Advertising
Coalition



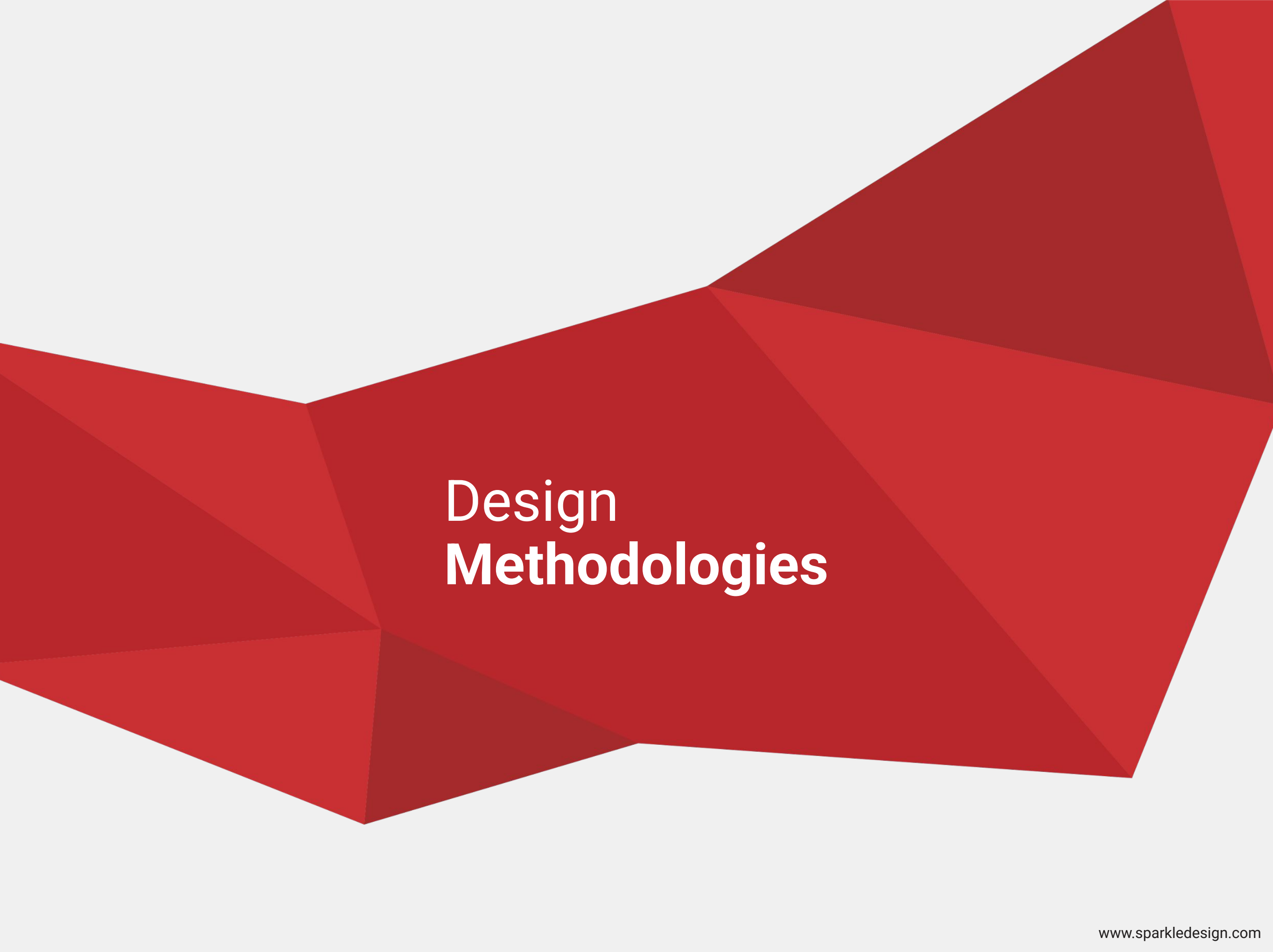
| IT Ratings of
Ukraine



| WEB awards UA

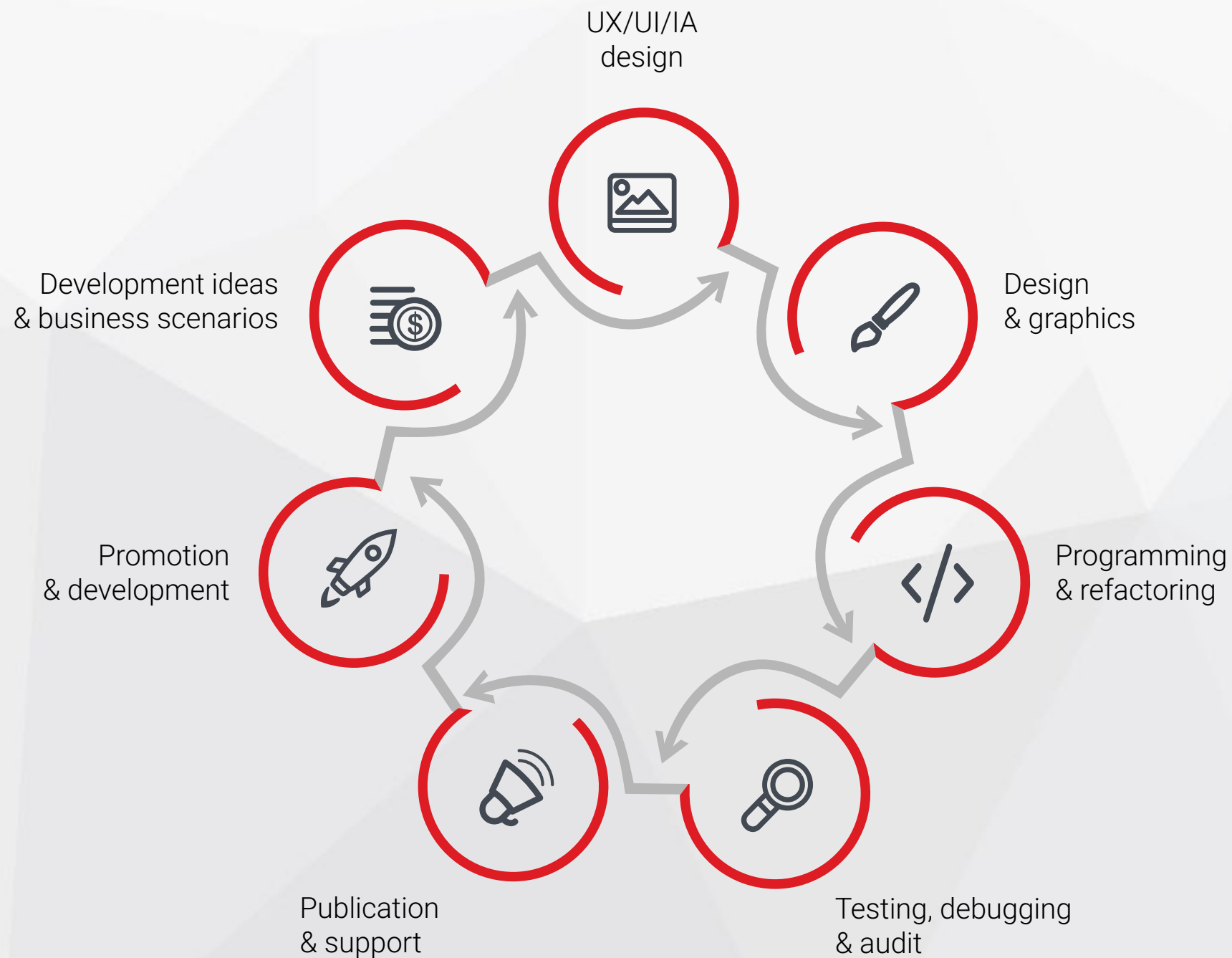
Technologies Stacks

Frame-works	Yii2, Django, Symfony, Angular, ASP.NET, Laravel, Spring, CodeIgniter, Vue.js, Backbone.js, React.js	Mobile	iOS(Swift, Objective-C), Android (Kotlin, Java for Android and BlackBerry), JNI, NDK (C/C++), OpenGL ES
UI \ Frontend	HTML5, CSS3, Canvas, jQuery, Web 2.0, (D)HTML, ASP(X), JSP, Ajax, HTTP, HTTPS, SOA, SOAP, Rest, JSON, XML	Game-dev	Unity3d, Python, NGUI, UGUI, Google Play Services, Game Analytics, Flurry, React Native, Flutter, ActionScript (AS2, AS3), Flash Animation, Flex, Silverlight
DB	MySQL, PostgreSQL, SQLite, Oracle, MS SQL Server, ODBC	PHP ECT	Programming languages, libraries (PHP, PL/SQL, Transact-SQL (T-SQL), OpenGL, VRML, VTK 2.0, VXML (Voice XML)
Cloud backend	Python, PHP, Parse, Amazon, Firebase, Foodie, remoteStorage, Twilio , Plivo	Cloud services	AWS, EC2, Google Cloud, iCloud, Dropbox, Social media
Java-script	JavaScript libraries: (AJAX, Web 2.0, Rest, JSON, WebSockets + Node.js)	Java	Programming languages, Java libraries (Java EE, J2SE, EJB, JMS, Java for Android, Spring, Vaadin, Hibernate, RMI, JPA, JDBC, SOA, Rest)
C/C++	Programming languages, C/C++ libraries (MS Visual C++, GCC, MFC, Sockets, STL, WTL, Multithreading, GDK, GTK+, LibXML)	.NET	Programming languages, .NET libraries (C#, ASP.Net, ASP.Net MVC, WCF, WPF, Entity Framework, ADO.Net, SOA, Rest
Media streaming	Wowza, Red5, SoundCloud, IcecastXMPP, WebRTC, Jabber, OpenTok, Ejabberd, Erlang	Chat & Messaging	MPP, WebRTC, Jabber, OpenTok, Ejabberd, Erlang

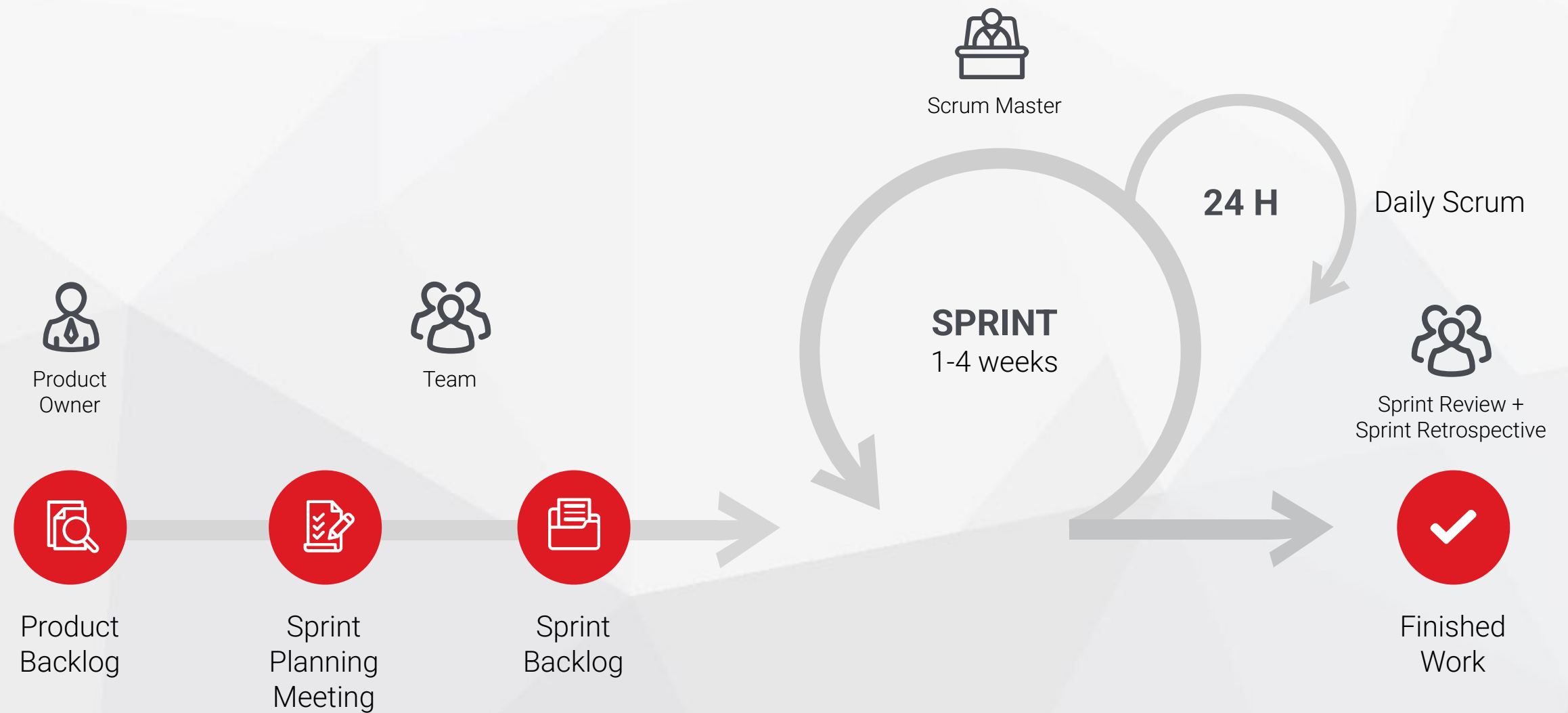
The background of the slide is composed of several overlapping triangles in various shades of red, creating a dynamic, low-poly geometric pattern. The triangles vary in size and orientation, with some pointing towards the center and others towards the edges. The colors range from a deep, dark red to a lighter, more vibrant red, with some areas appearing as pure white where the triangles do not overlap.

Design Methodologies

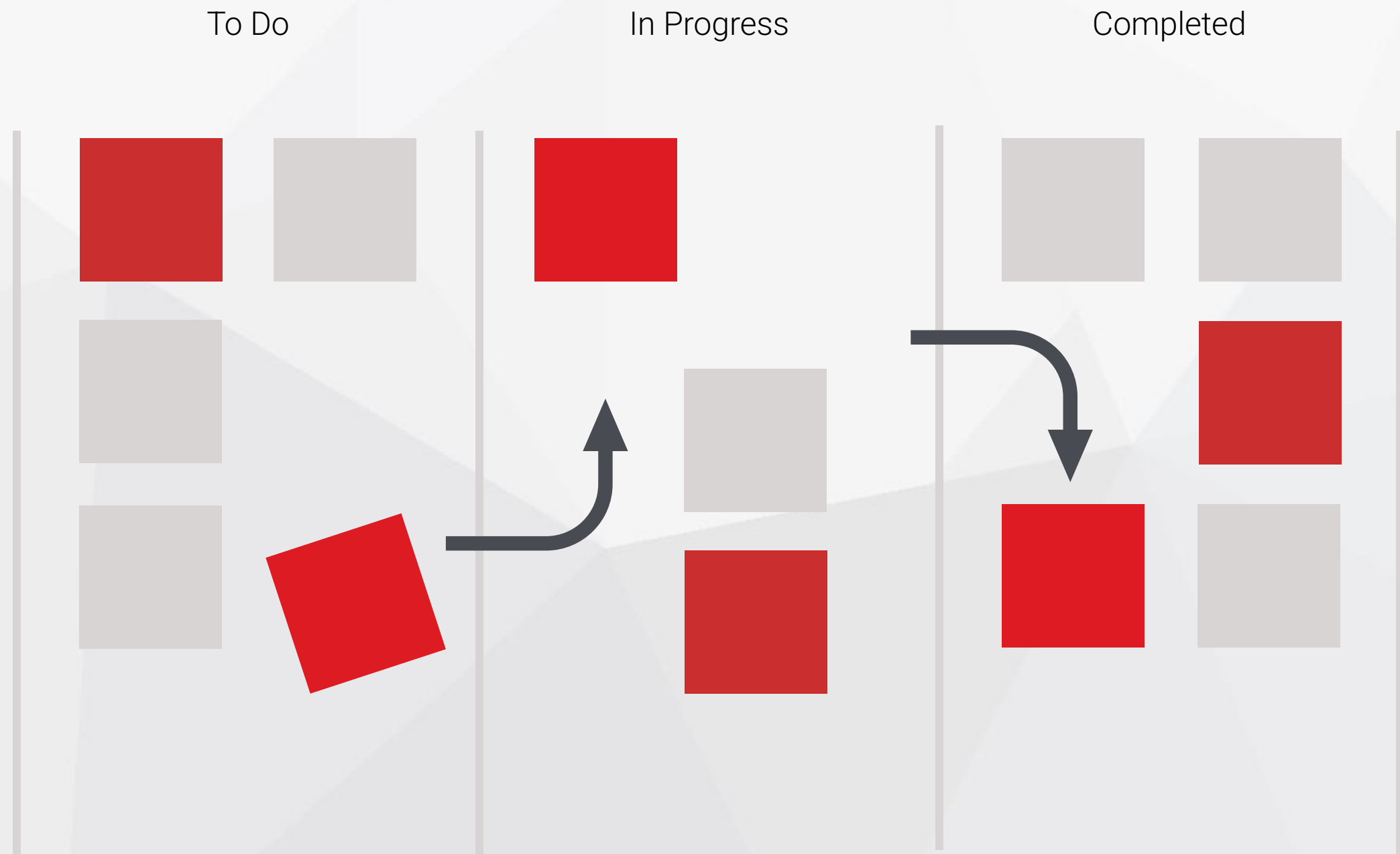
Full Development Cycle (SDLC iterative)



Scrum



Kanban





Projects **Completed**

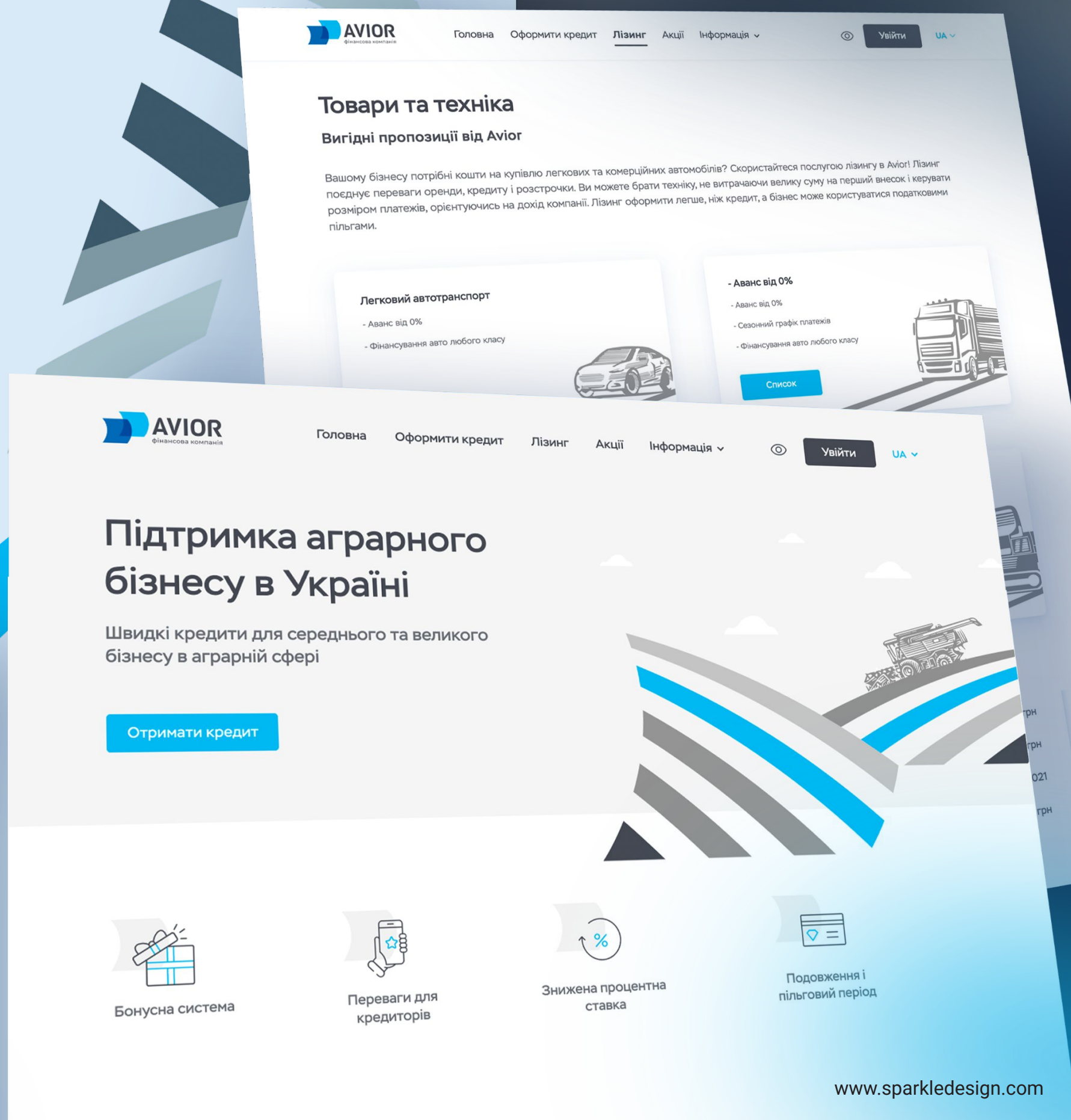
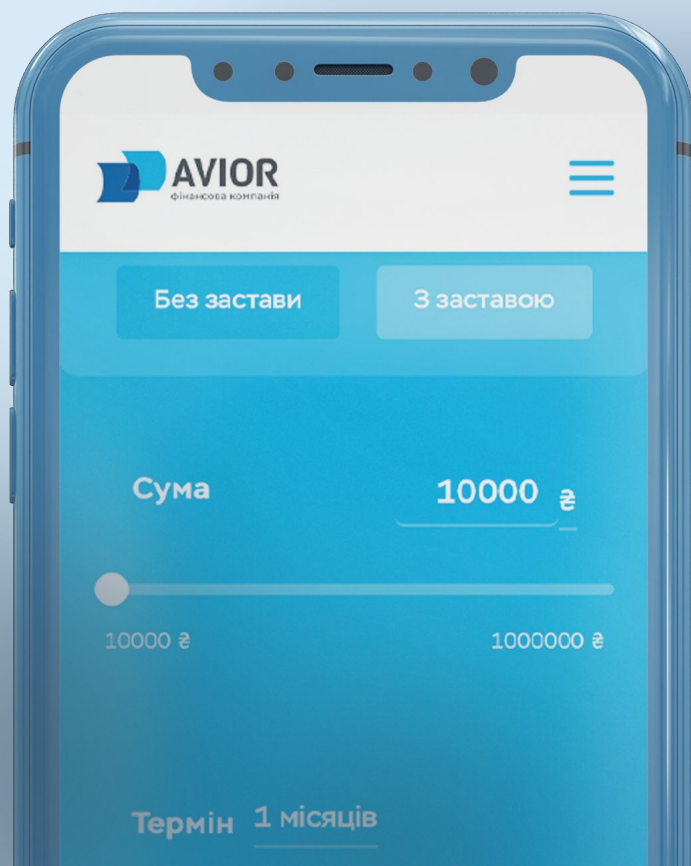
... just a short list



Sites & Web-Solutions

More than **800** completed projects

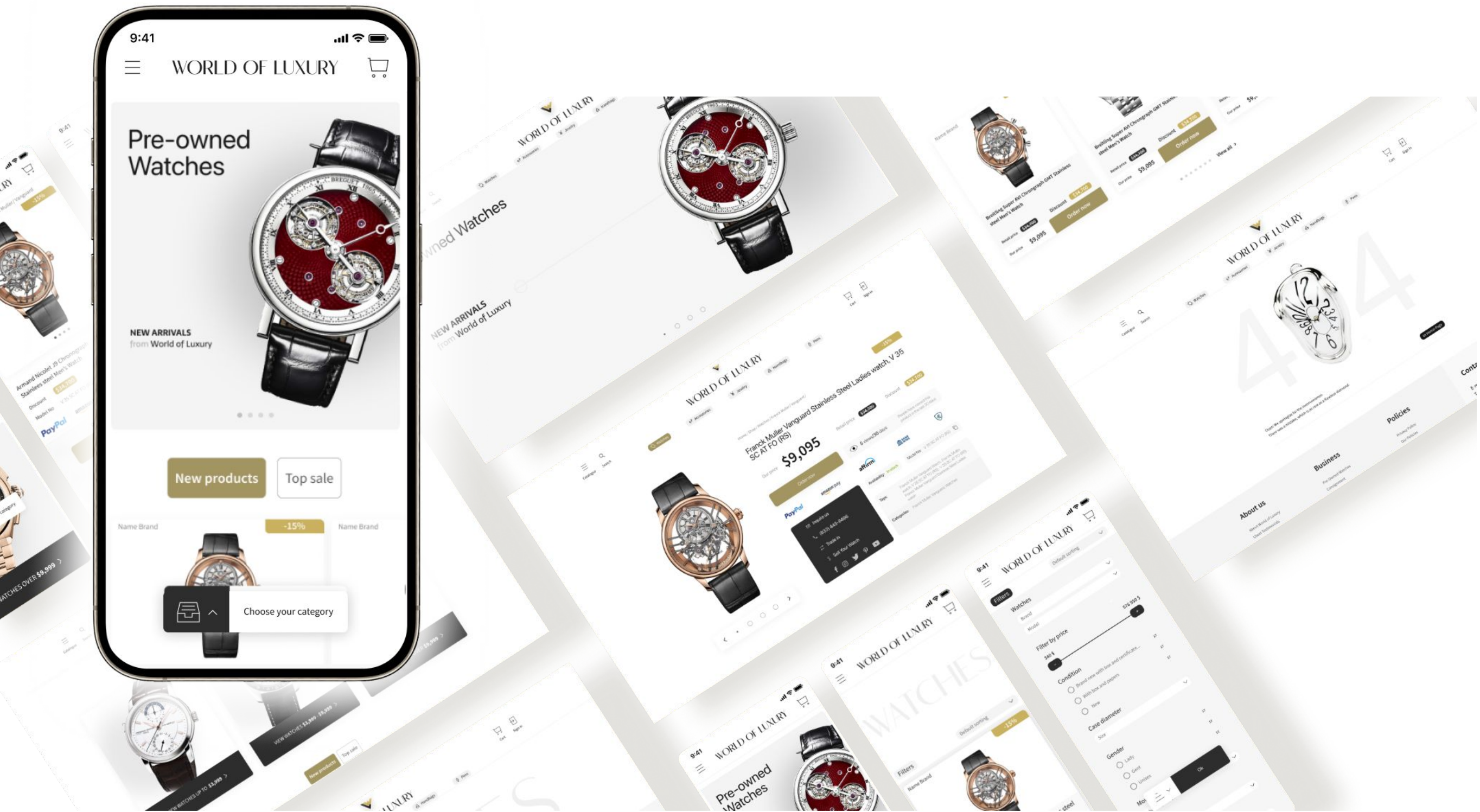
Corporate website of a financial company specializing in comprehensive services for the agricultural sector of Ukraine. Credit products, leasing with a catalog, a convenient personal account and many useful integrations for business clients.





WORLD OF LUXURY

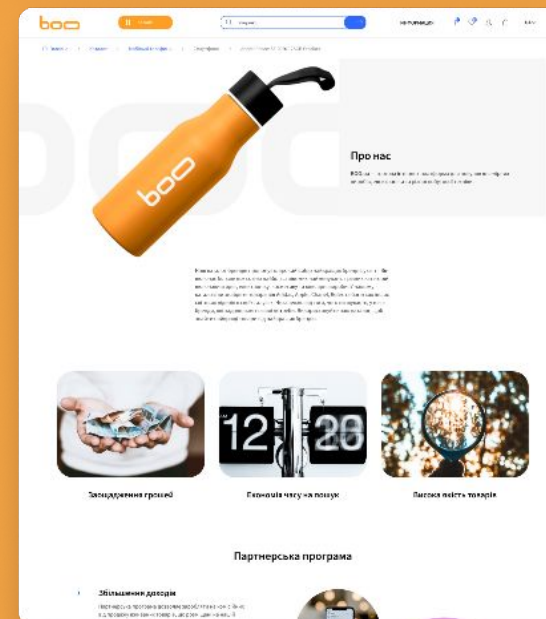
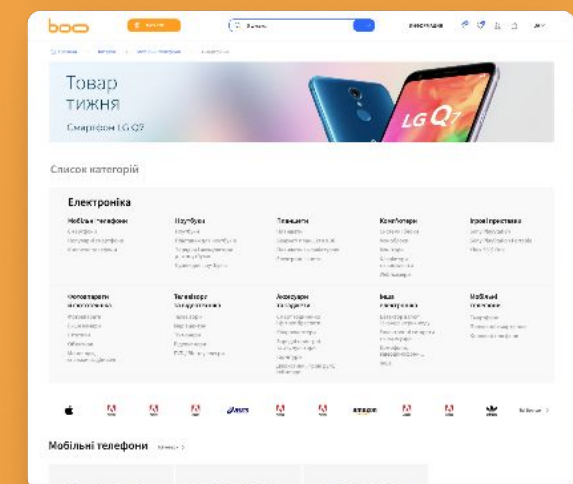
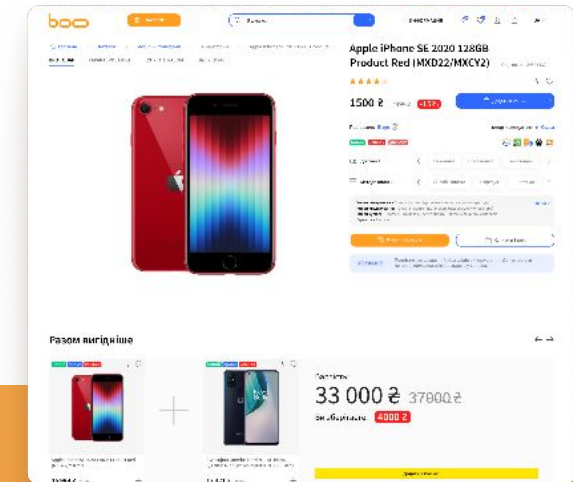
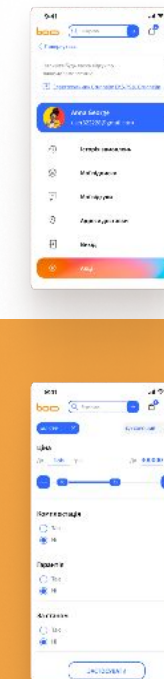
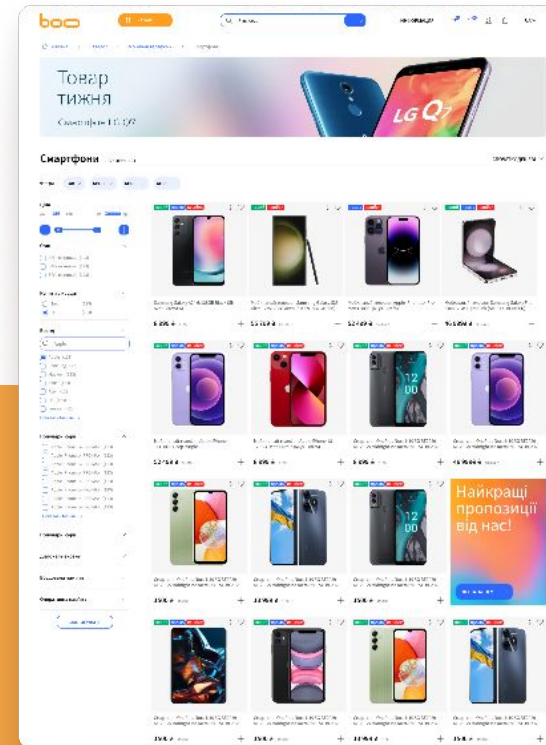
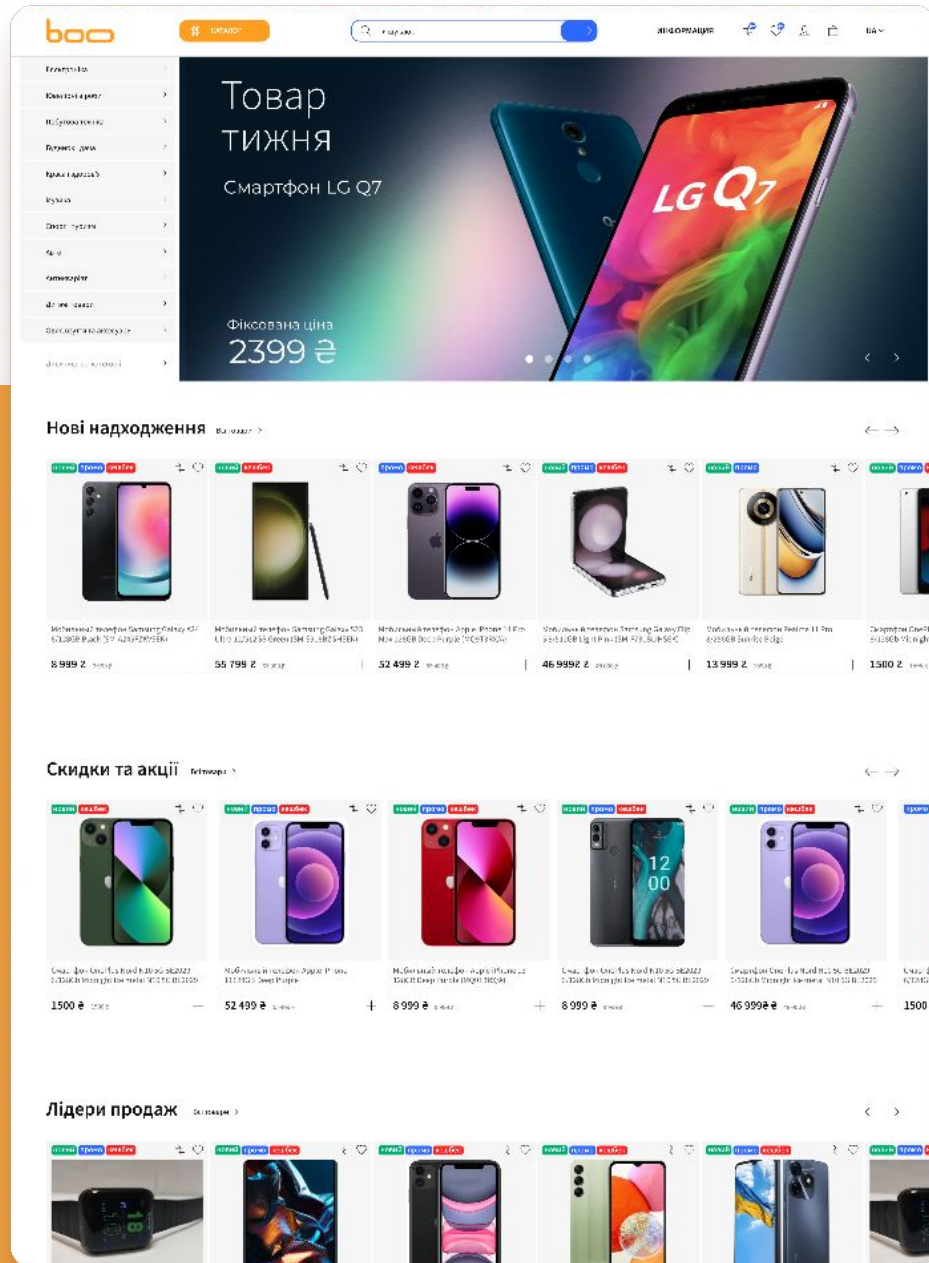
We developed a new vision for both the mobile and desktop versions of the company's online store and accompanying flyers. We created an attractive and effective presentation of the company's products in the online environment, which corresponds to the modern trends of online stores.





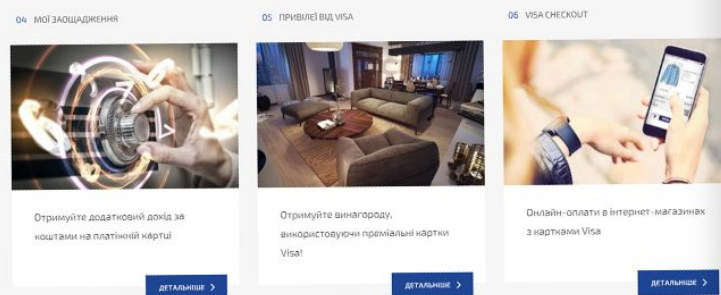
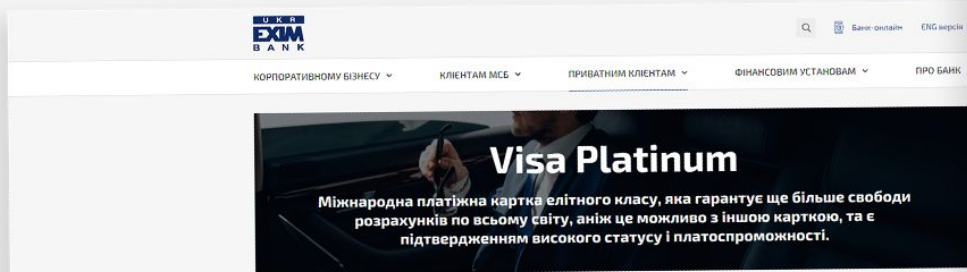
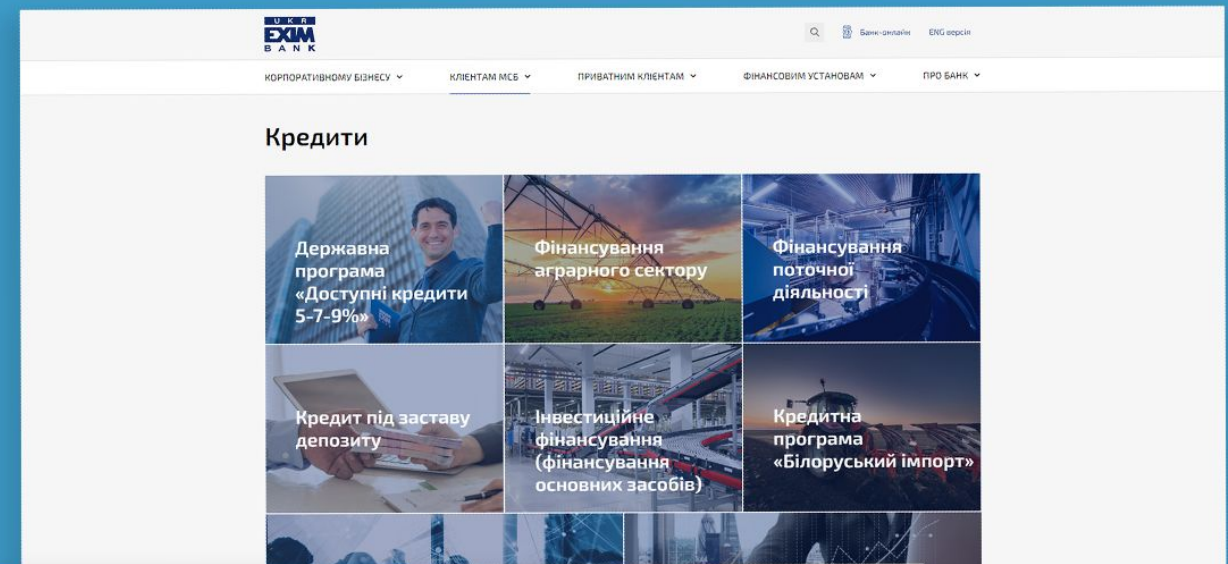
Our main goal was to create a marketplace that brings together new and used goods under one roof.

We have developed an intuitively understandable interface with advanced functionality. For verified suppliers, we have designed a B2B dashboard with the ability to moderate their offers. For end-users, we have created a personal dashboard where they can track the status of their purchases.



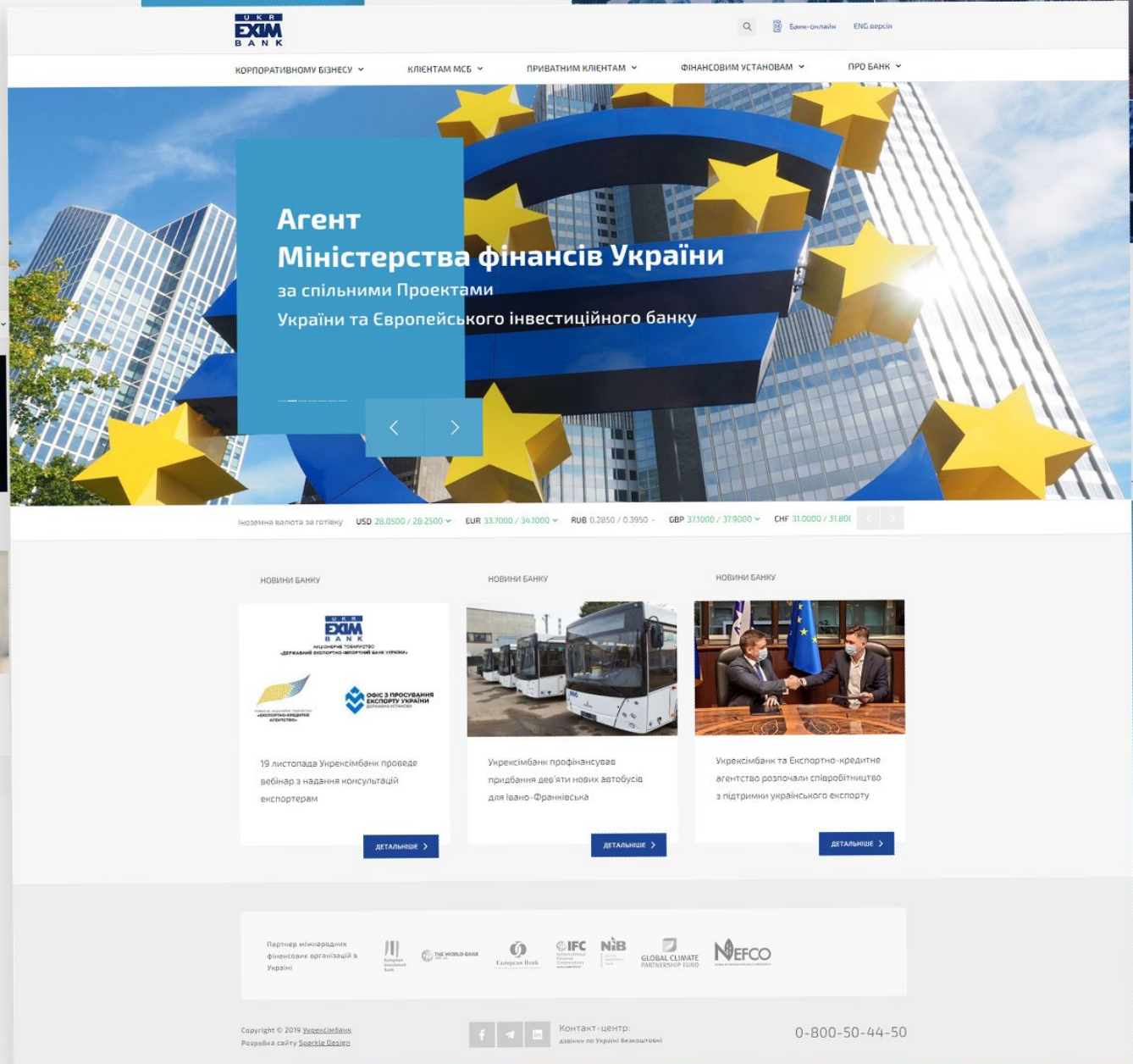


We redesigned the corporate website, creating a modern image of the Bank. The client received an automated integrations and a customizable internal page builder for the site. For users, the site has become laconic and accessible.



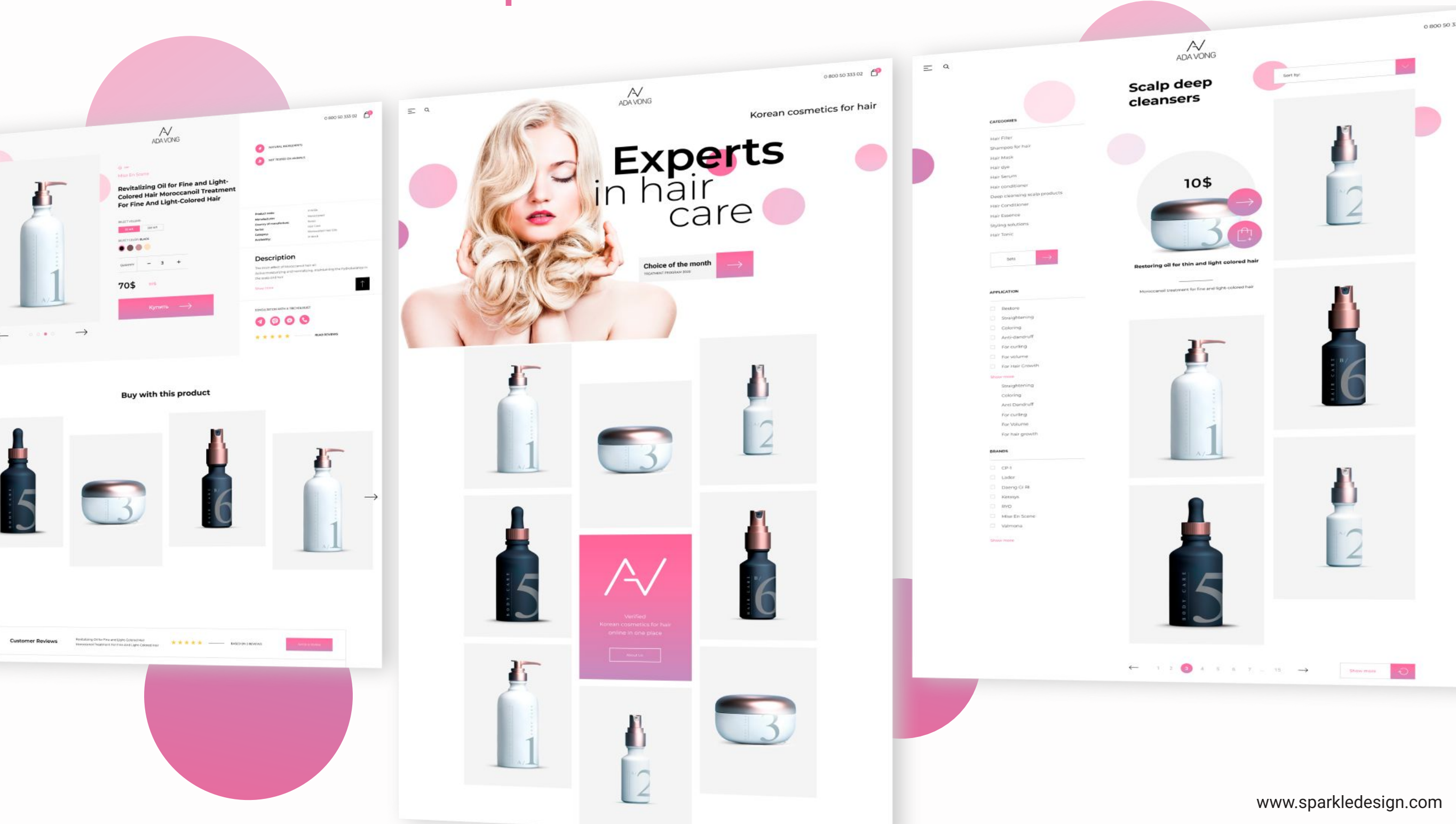
Переваги та можливості

Додаткові можливості в аеропорту	- Безкоштовне надання послуги "1000 Бізнес-класів" в аеропорту з 2 разів на рік. - Для швидкого пошуку Бізнес-класу завантажте мобільний додаток Lounge Key на свій смартфон. - Знижка 50% на проїзд з VISA по аеропорту Берестя та навколишніх. - Безкоштовне перевезення вантажів у міжнародному аеропорту Берестя - лише на рік. - Знижка 25% на послуги обслугодження у 240 аеропортах світу - швидкий проїзд усіх формальностей. * З 01.08.2019 за умови безкоштовних розрахунків по карті на суму понад 5 тис. грн за період 30-10 днів, що передуватиме візиту в аеропорт. Враховуються всі безкоштовні розрахунки, крім переказів з картки на картку.
Структурна підтримка	Усі держателі картки преміум-класу отримують поліс медичного страхування для закордонних подорожей із страховкою сумою 50 тисяч євро, терміном перебування за кордоном до 30 днів та строком дії 1 рік. Детальніше
Замість покупки	Програма експрес-покупки від втрати чеків кредитки та (або) вилучення пошкоджених протягом 90 днів з моменту покупки. Детальніше
Консультативні послуги	- Вне зареєстровані виконувати Ваші доручення та отримувати унікальні ціни. До Ваших послуг: - Висока якість сервісу 24/7





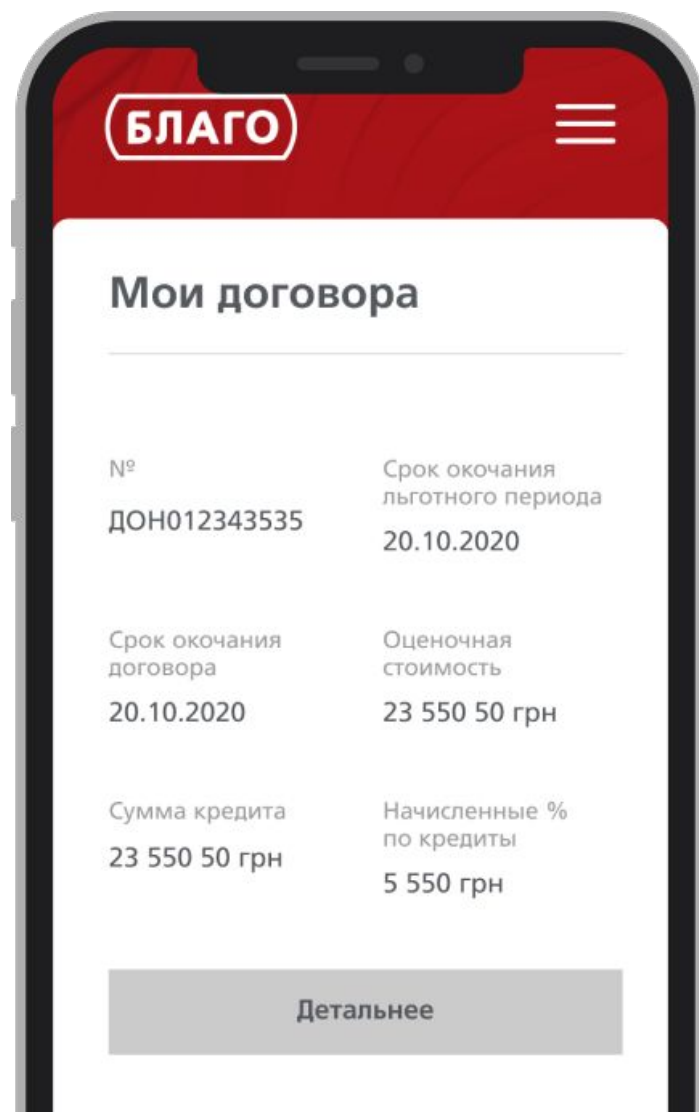
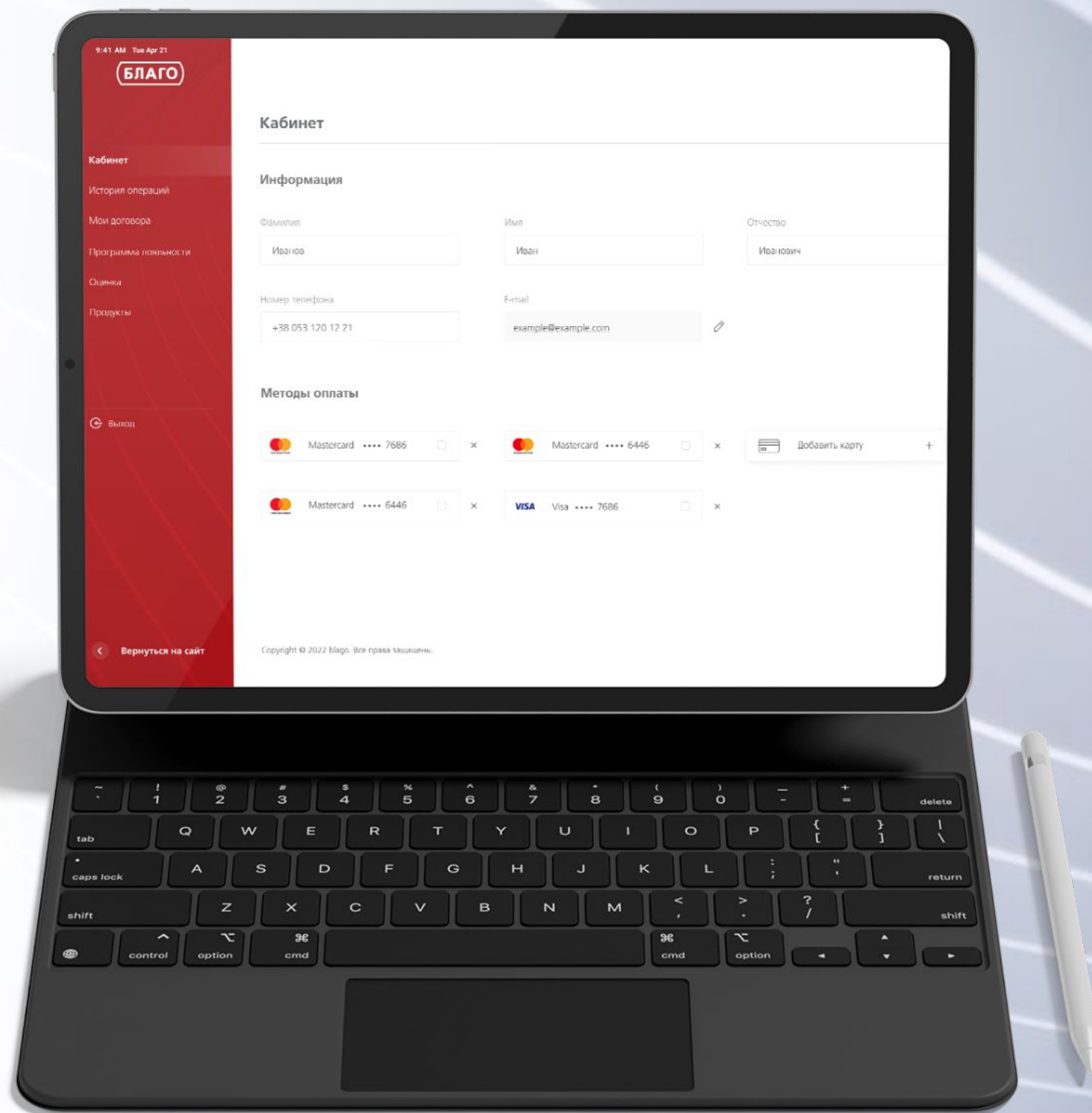
Thanks to the joint efforts of our team specialists, and professionals from the client's side, we managed to develop an exemplary e-commerce project. Modern unique design, powerful tools for sales, page builder. Also, a comprehensive marketing strategy and positioning were developed, advice on branding was given, as well as an original design for the online store was created.



БЛАГО

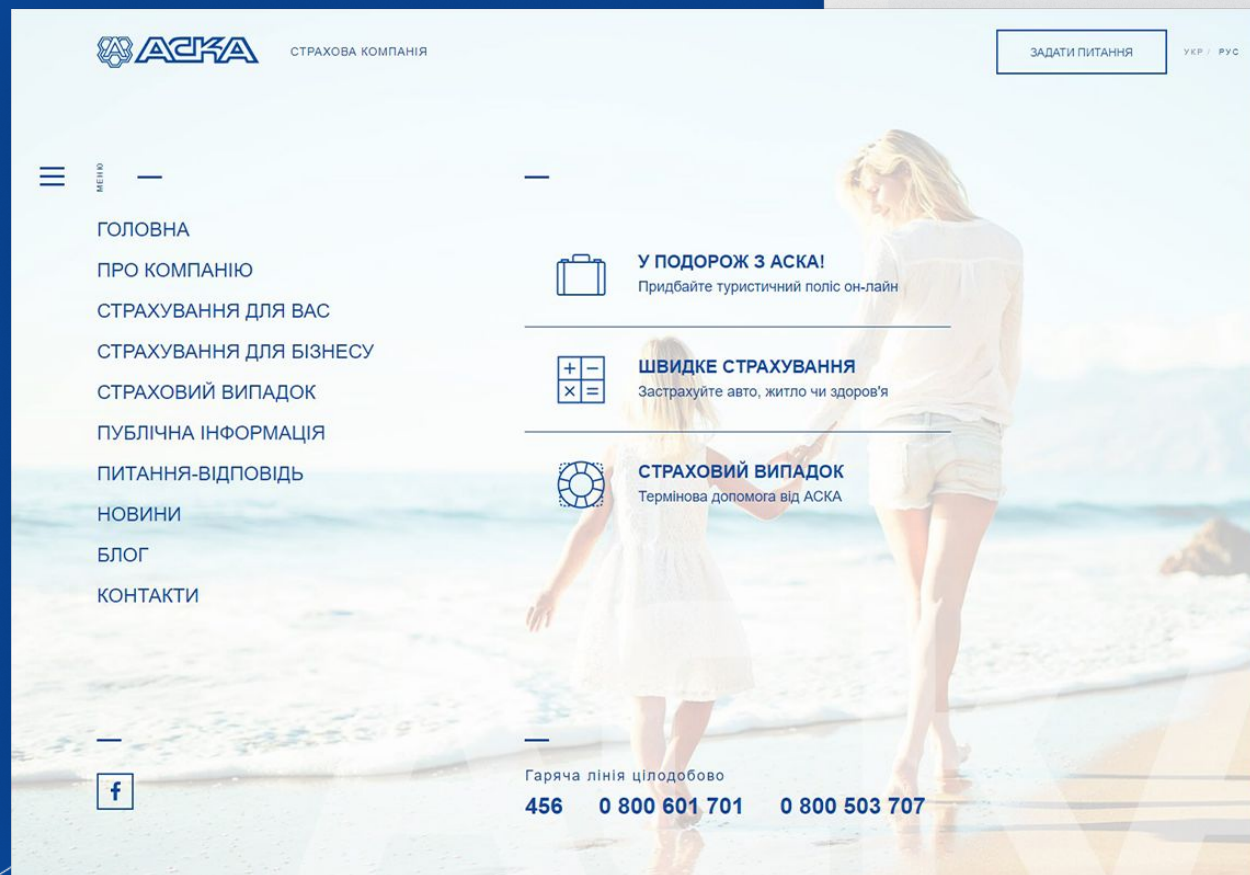
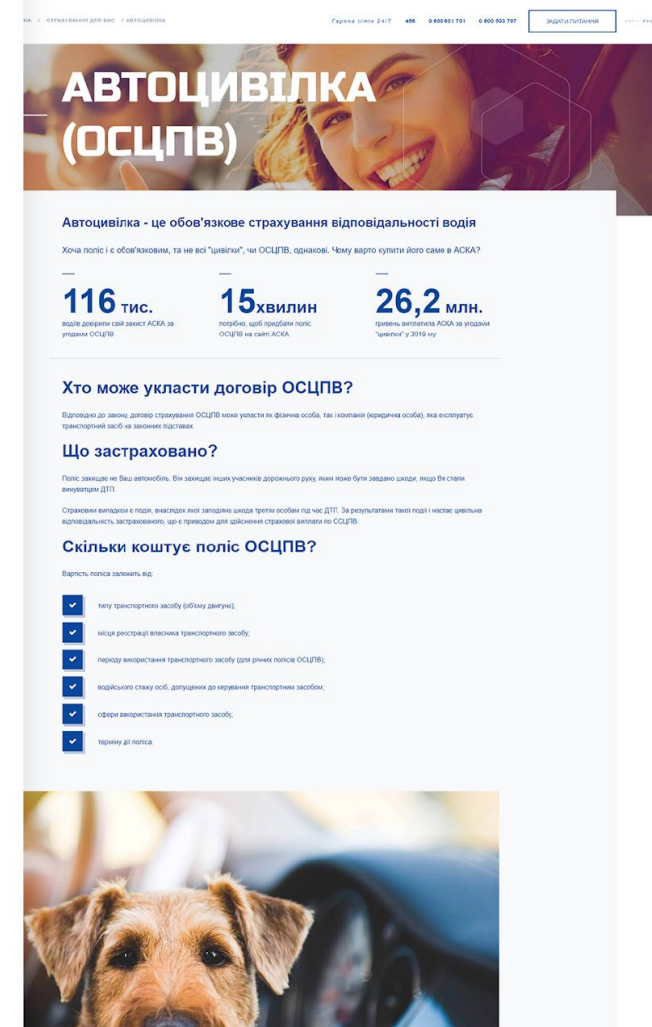
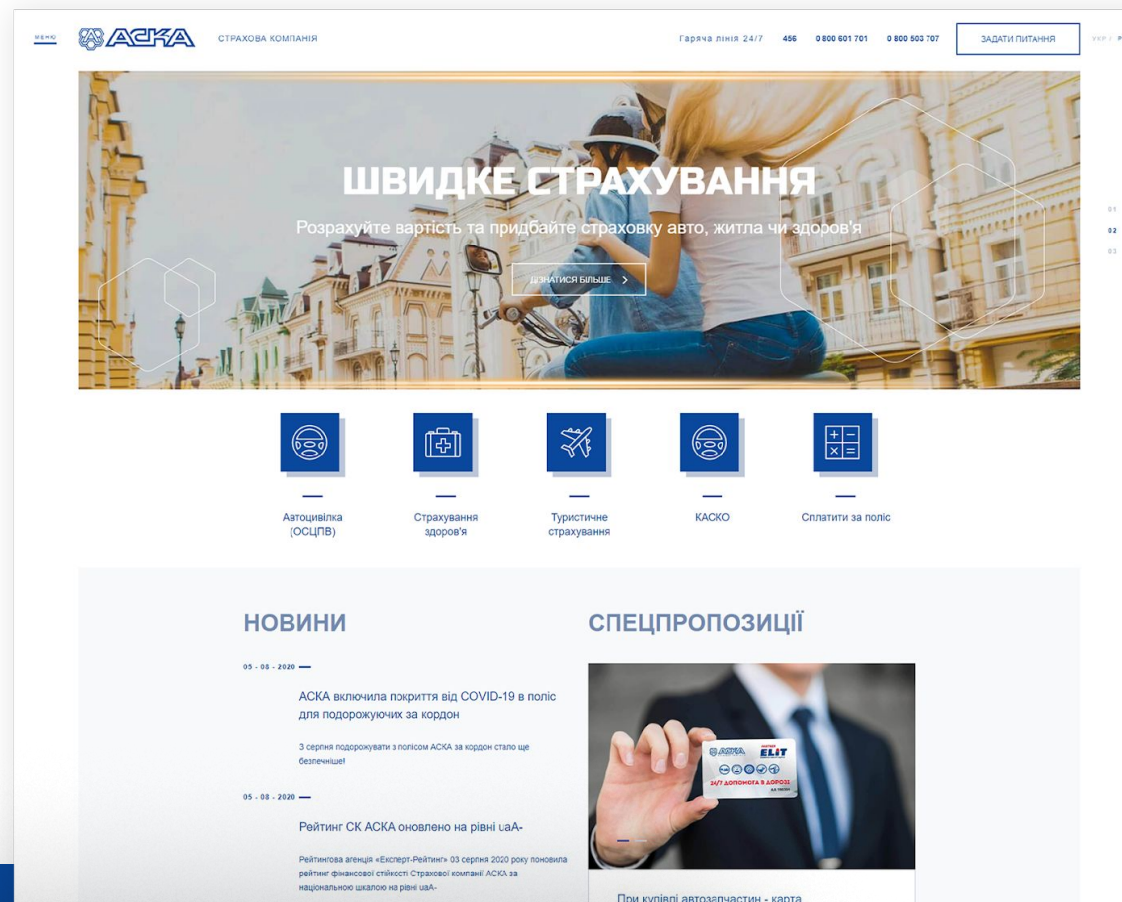
ЗАВЖДИ Є ПЛАН Б

Personal cabinet for the clients of the microfinance company with wide possibilities of work with their contracts: two-factor access, safe work with their obligations and payments, actual information on the proposals and personalized offers.





The website we created earlier for ASKA insurance company has been updated. Online ordering insurance products from the site has become fast and convenient. The project we developed won the prestigious Web Awards Ua! The client has received a powerful impulse of business development.



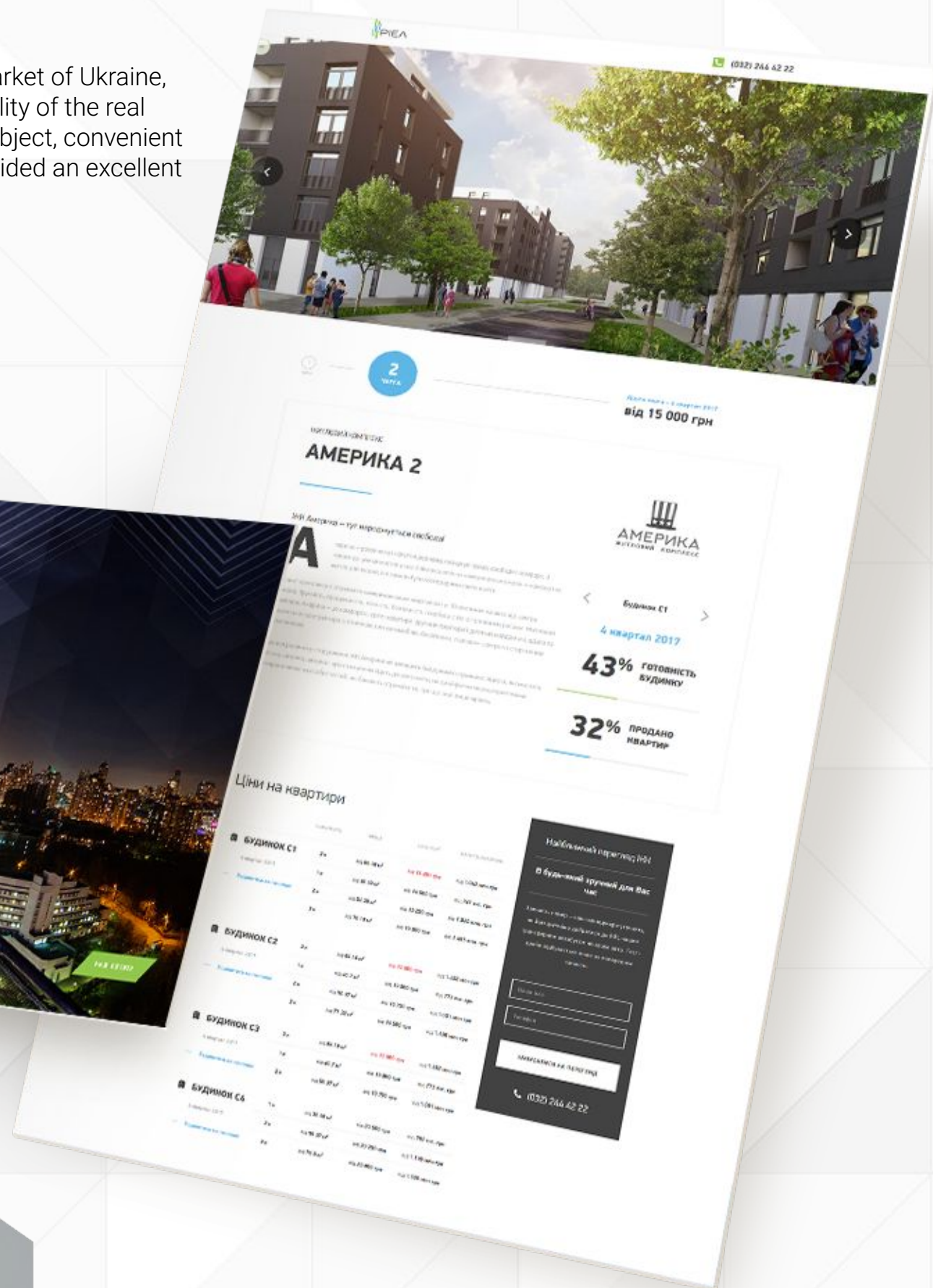


The corporate site of the group of engineering companies specialized in a complex arrangement of high-tech engineering systems in different purposes buildings.



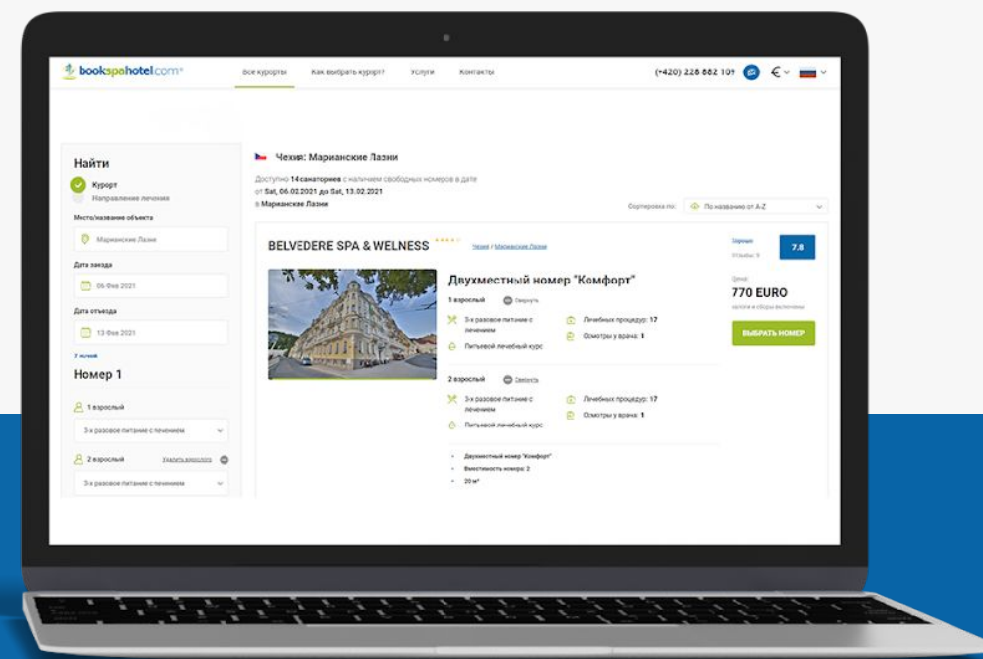
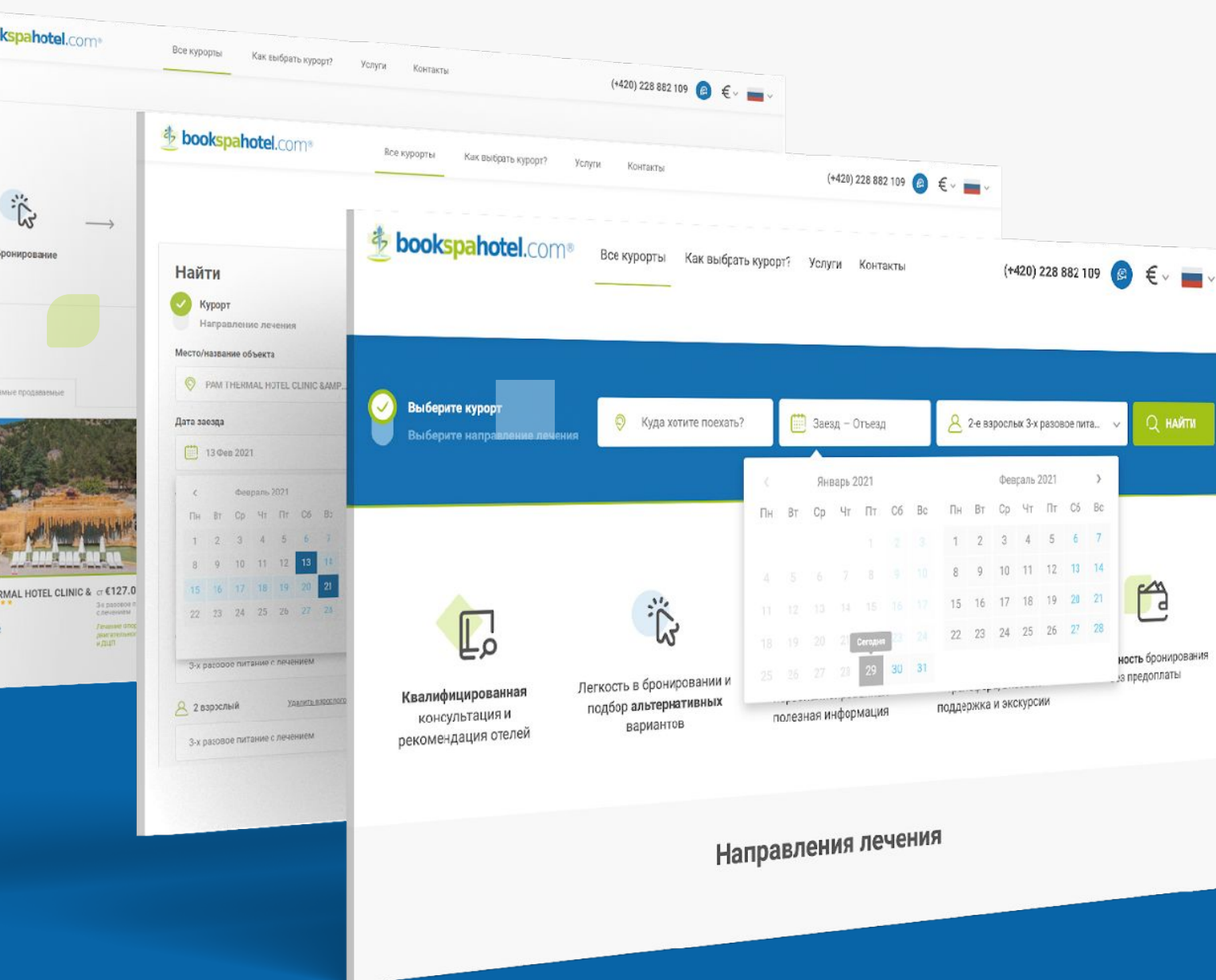


"Riel" is one of the leaders in the construction market of Ukraine, gaining momentum in terms of quantity and quality of the real estate. Separate marketing positioning of each object, convenient navigation, and modern approach in design, provided an excellent result of the project.



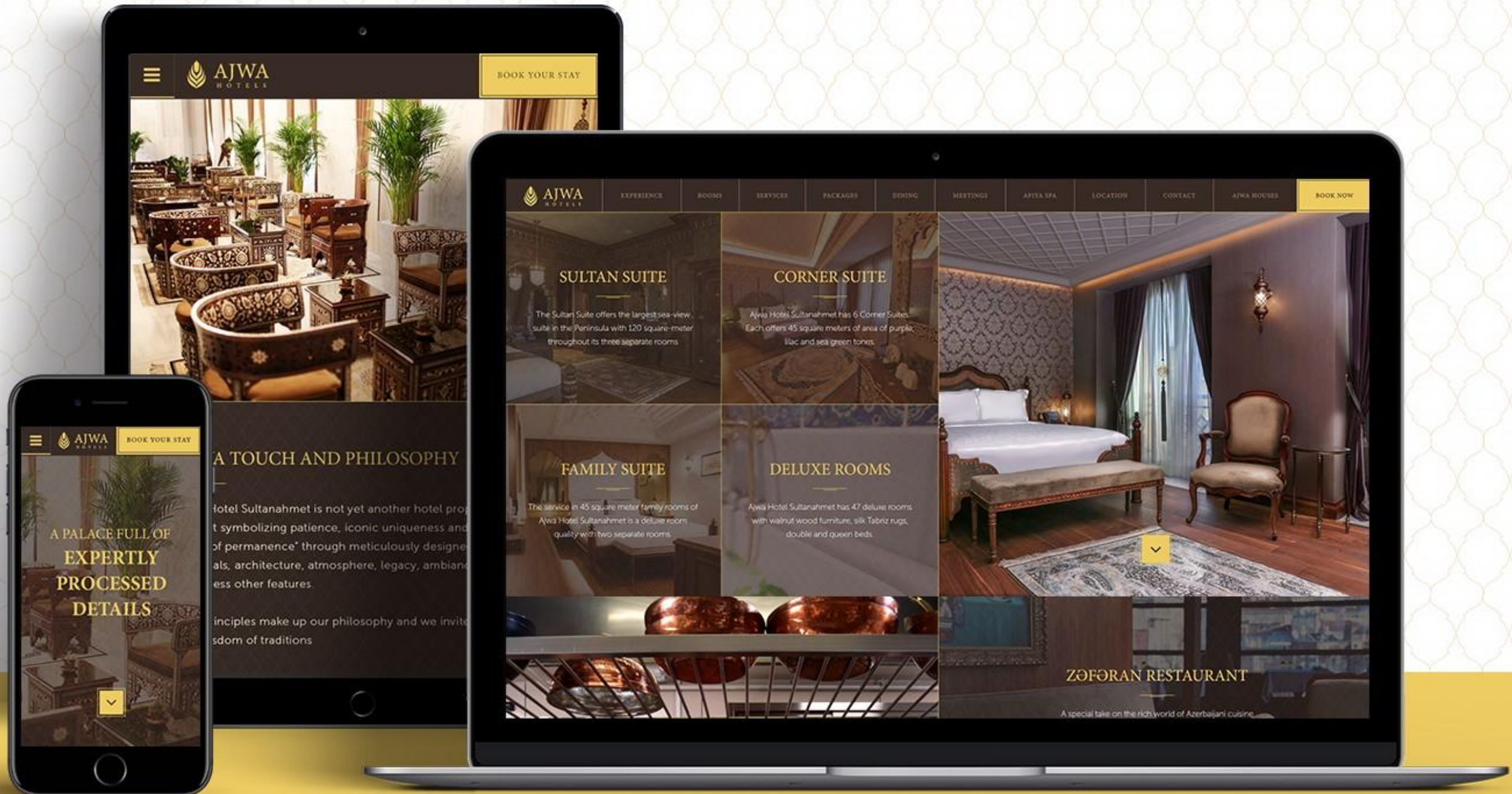


BookSpaHotel is an online service for sanatorium reservations. We created a marketing strategy, made an updated UX design and scripts for the target audience, created an effective design, frontend, backend, and necessary integrations with external systems.





The site of AJWA, a five-star hotel complex in Istanbul. Adaptive design and video, a comfortable system of booking, and site navigation make the project different from the other hotels by its exclusivity.



Website development with modern design for our partner, specialized marketing agency iMark, which covers companies in the areas of industrial production, insurance, finance, as well as personal services.





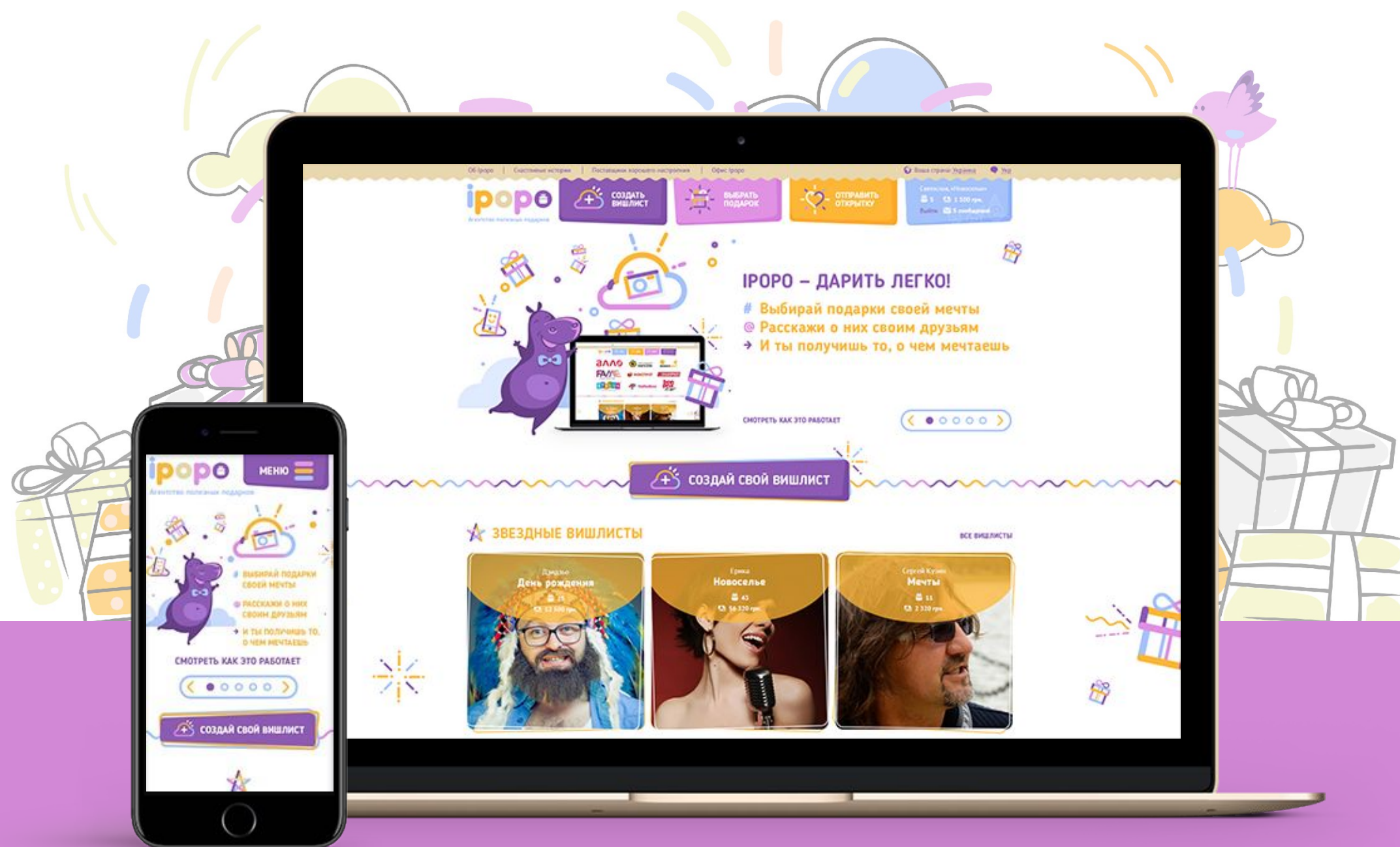
ФРУКТОВИЦЯ

Fruktovitsa™ promo-site is created using a specially developed and shot advertising video sequence. An attractive video sequence combined with a new trademark products catalog demonstrates hard liquors based on unique recipes adapted for modern production by "Galicia Distillery" technologists. That is why "Fruktovitsa"™ has become a recovery of the Ukrainian tradition of hard liquor distillation based on fruit.



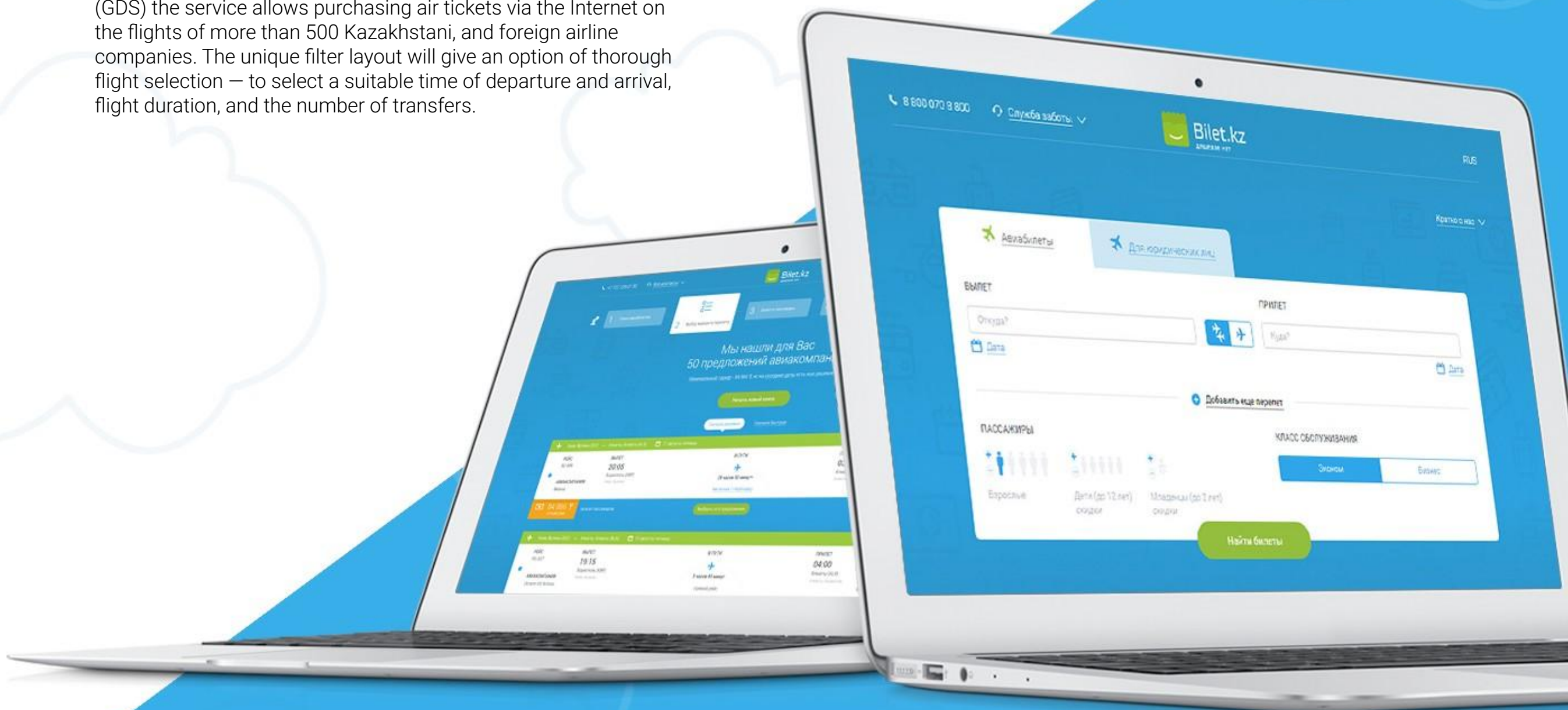


Your friends and relatives will give the gifts of your choice quickly and with great pleasure! We designed and developed the mechanisms of the wishlist, integration with the partners' shops, and the application for social networking websites. The site won the Best Ru.Net Site Competition.





Bilet.kz service enables to purchase of electronic air tickets online. Due to integration into contemporary reservation systems (GDS) the service allows purchasing air tickets via the Internet on the flights of more than 500 Kazakhstani, and foreign airline companies. The unique filter layout will give an option of thorough flight selection — to select a suitable time of departure and arrival, flight duration, and the number of transfers.



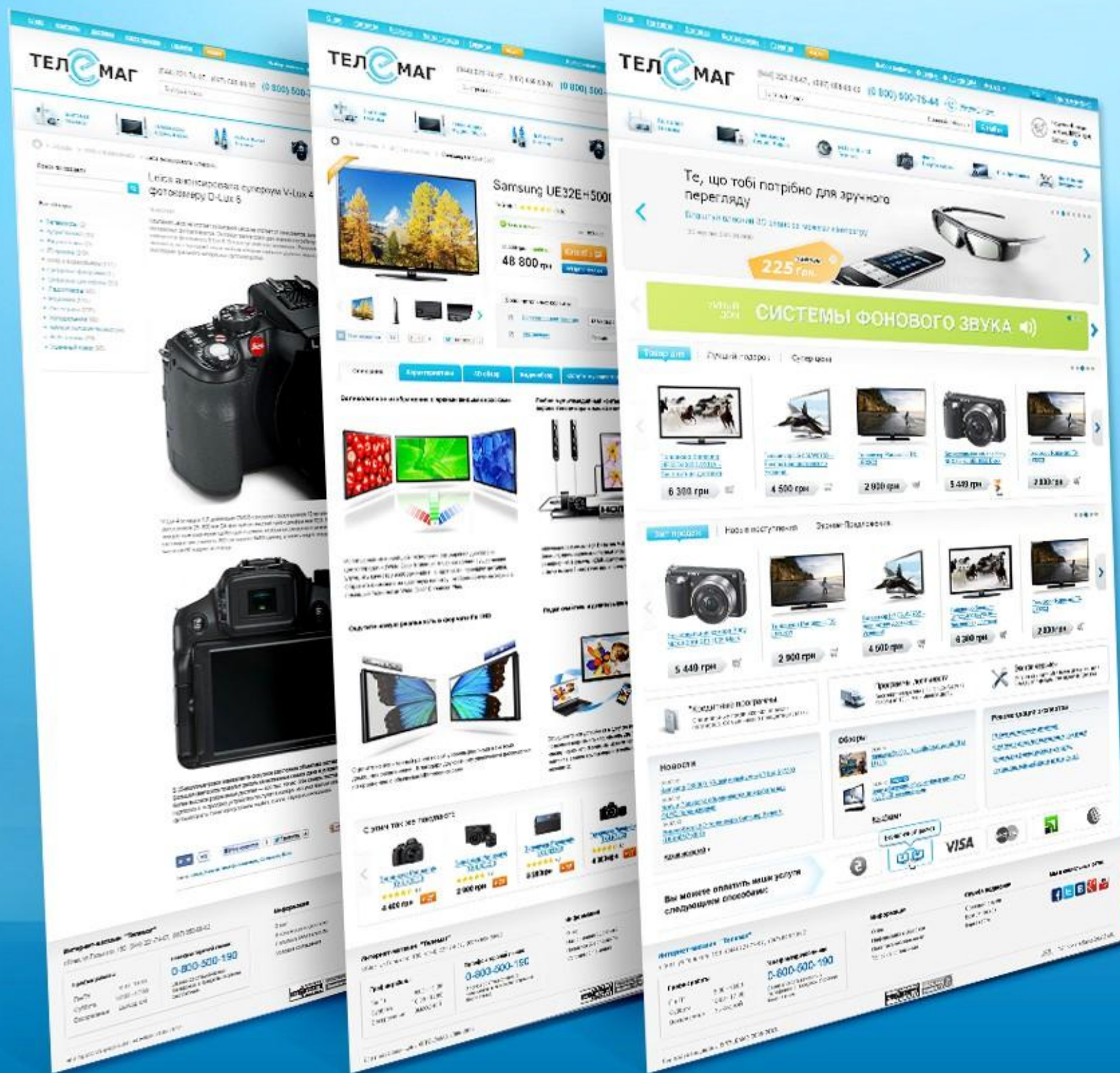
Our main task was to perform a complete technological and graphic upgrade of Imexbank's existing corporate website. The objectives of the updated project:

- to increase the time of the user's staying on the site;
- to make the site sections readily understandable and available for each target audience of the project as the bank has a wide variety of services and products which it offers any category of users;
- to increase sales of a range of bank products.



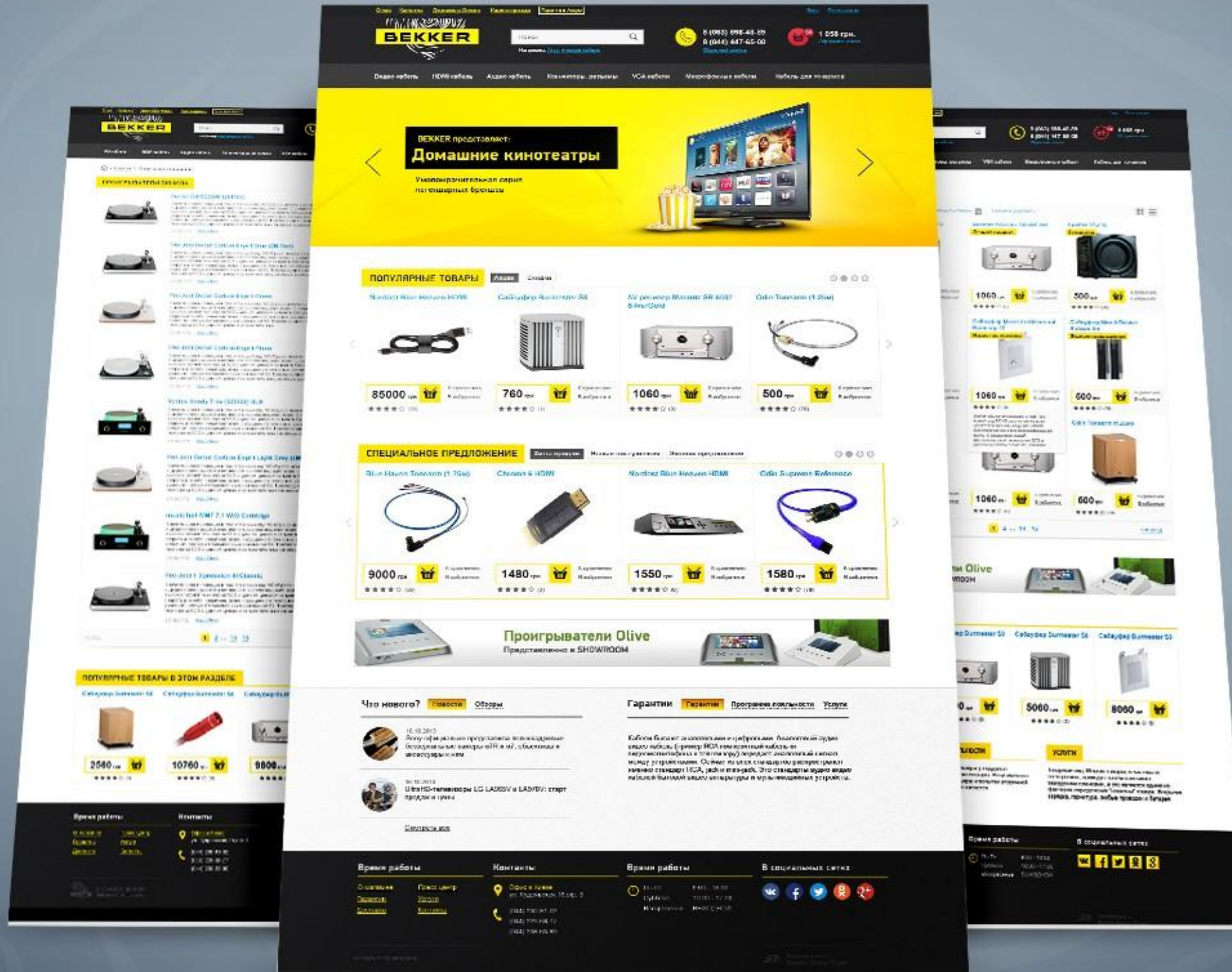


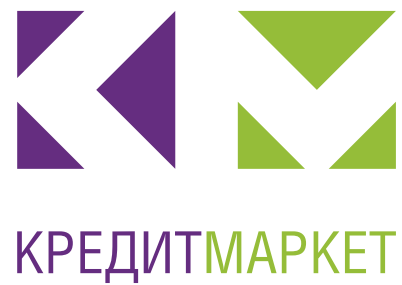
Telemag.ua, an online shop, is distinct in the detailed elaboration of all interfaces, and elements of business processes. 35 different standard scenarios have been thought out, designed, and implemented. The project is built on our IT-Design DBMS and includes an e-commerce organization system and its integration into all processes of the company.





The online shop specializes in professional audio and video products for home theater systems, stereo systems, karaoke, and smart home. Navigation and the products catalog are created in a view of particular of the target audience of the project – specialists that are fully aware of professional audio and video technologies, know for sure what they want, and have no desire to spend a lot of time searching for what they need.





CreditMarket operates on the Ukrainian retail financial services market and offers simple and suitable credit solutions for its clients. Adjustable calculators, suitable systems of communication with the company, easy-to-understand scenarios make the project one of the best in the financial market.

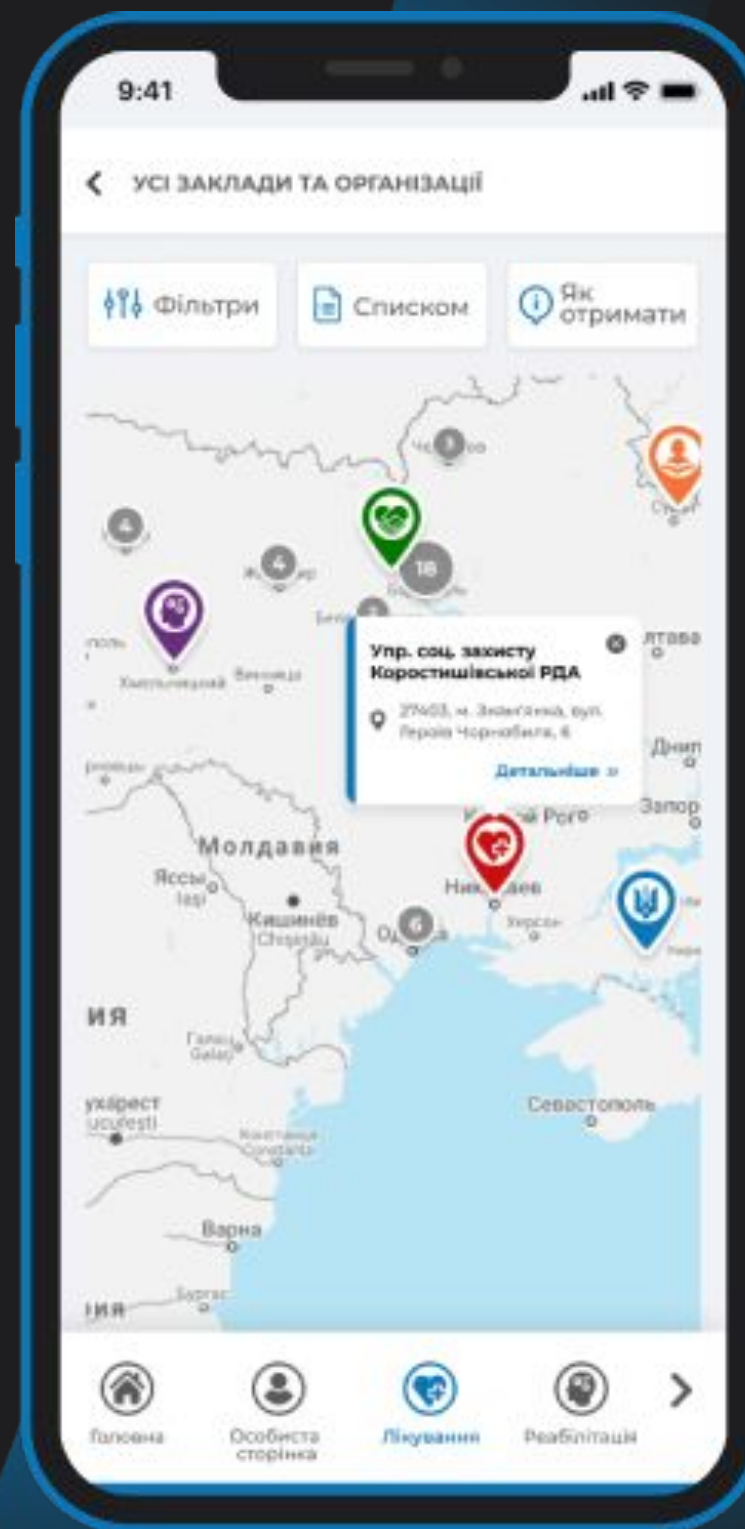




Mobile Applications

More than **40** developed applications

Development of a strict and concise mobile application for the Ministry of Veterans of Ukraine with the support of UNDP, which made life easier for veterans.



BARANOVA 27

The Baranova27 mobile application contains complete information on housing and shelters, humanitarian aid, medical services, job options and support in processing documents by country for internally displaced persons.

 Search for ideas and business model

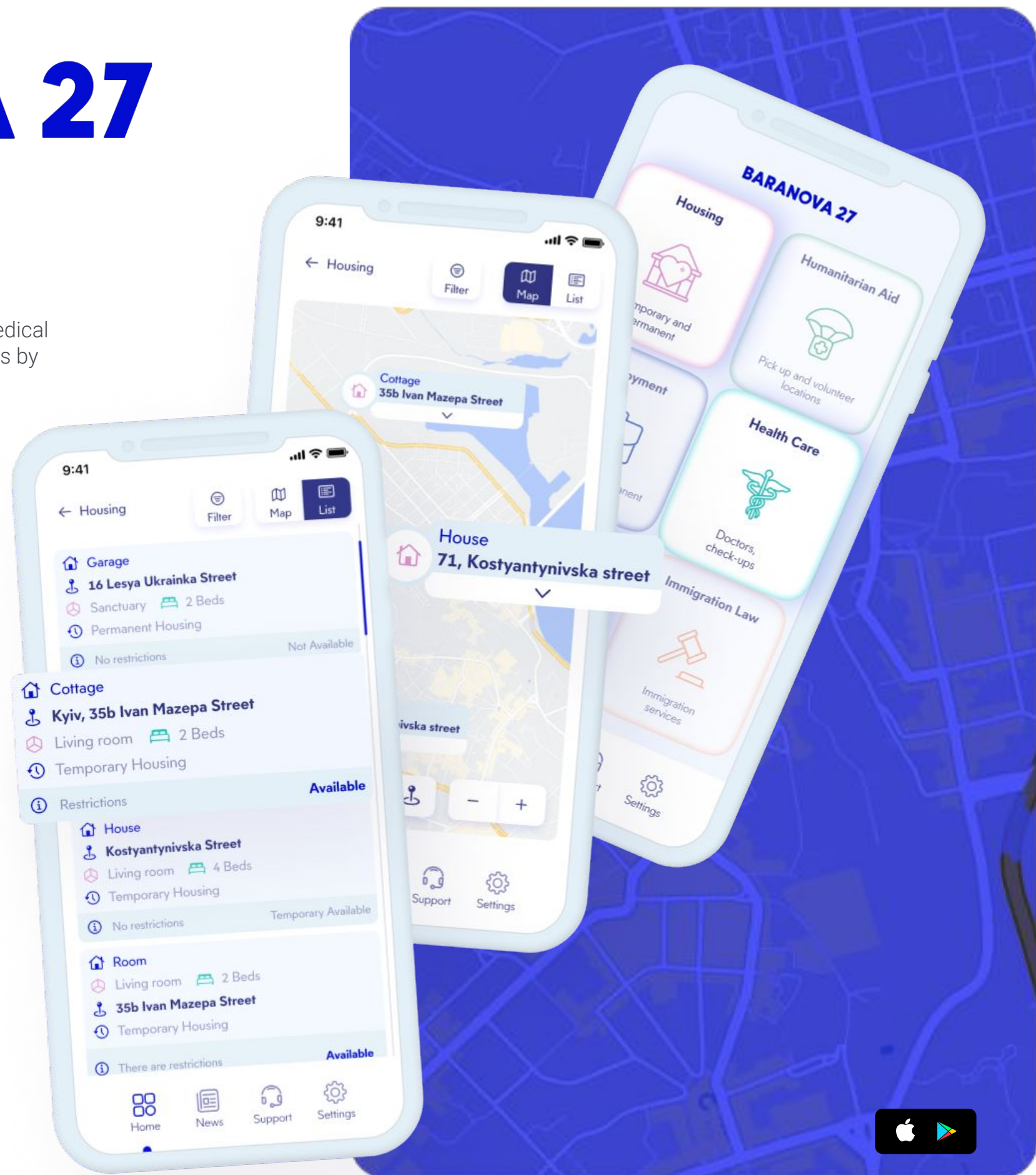
 UX/UI/IA designing

 Code programming and refactoring

 Testing, debugging and auditing

 Release and support

 Product promotion





Divinka is a Tamagotchi game for the marketing support of the Divo brand and the development of hygiene skills in children. The application created by us can become a virtual fluffy pet for your child and will be able to help in resolving the issues that have arisen



Search for ideas and business model



UX/UI/IA designing



Code programming and refactoring



Testing, debugging and auditing



Release and support



Product promotion





With the help of close and productive cooperation of our company and the client, we developed a convenient application with which the user can create his unique jewelry, he can try it on virtually, pay for it, and order the delivery.



Search for ideas and business model



UX/UI/IA designing



Code programming and refactoring



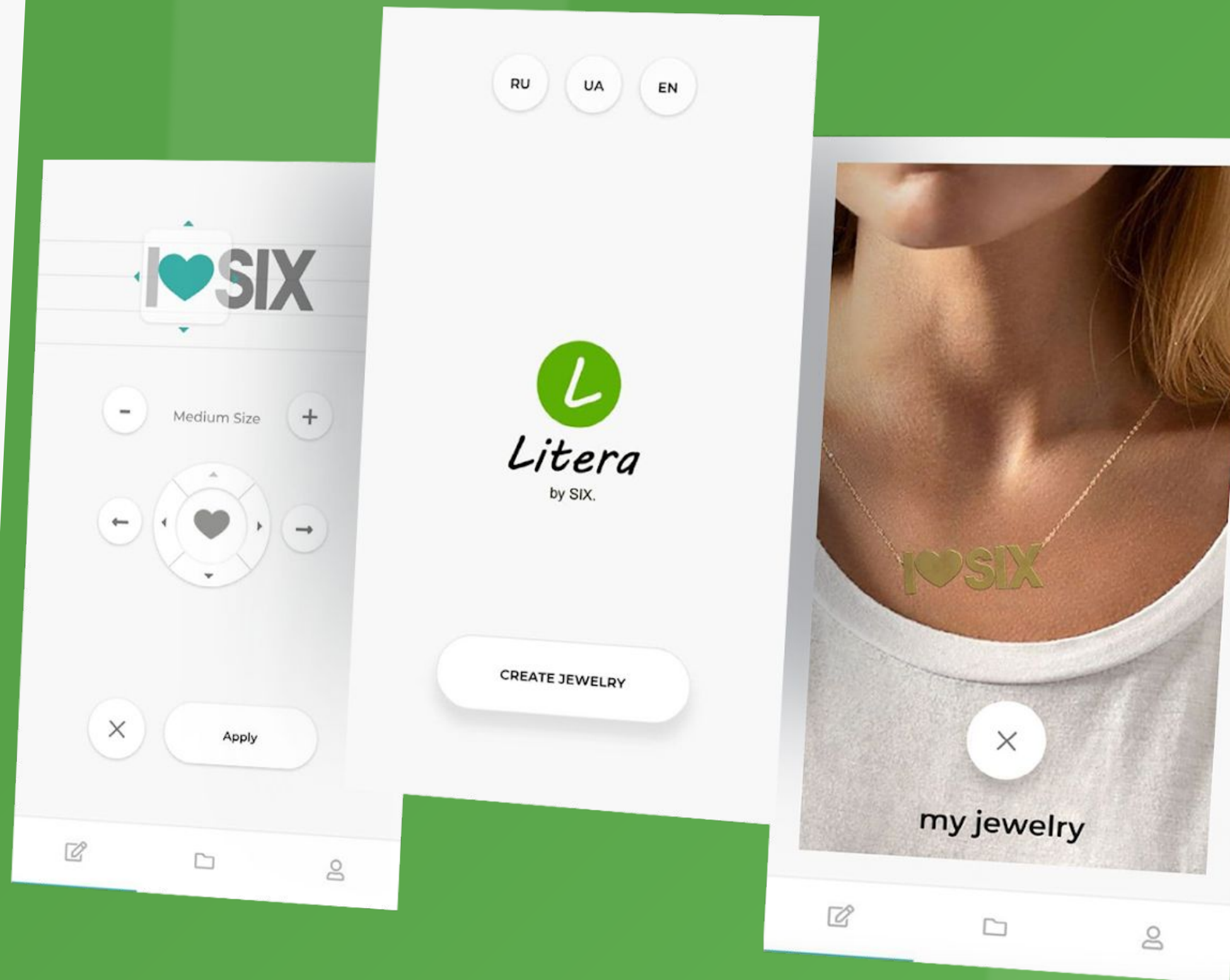
Testing, debugging and auditing

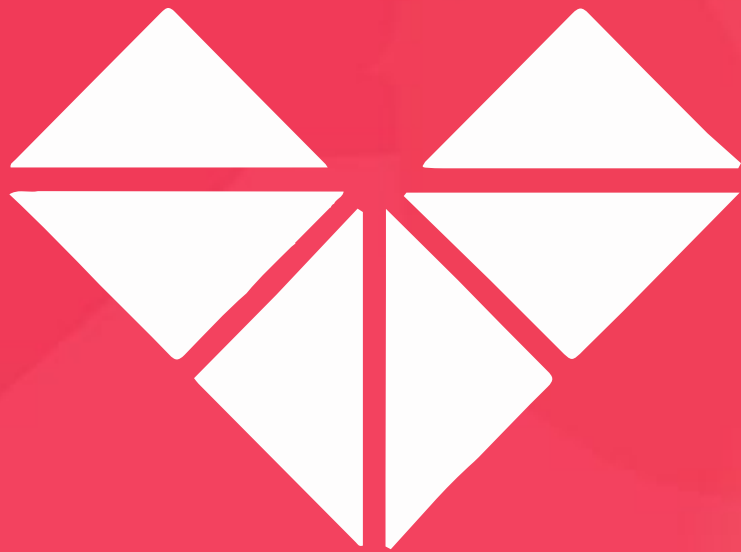


Release and support



Product promotion





Loveeer

Loveeer is a social networking site to exchange liking, it has an option to send secretly the signs of affection to other users and guess them.



Search for ideas
and business model



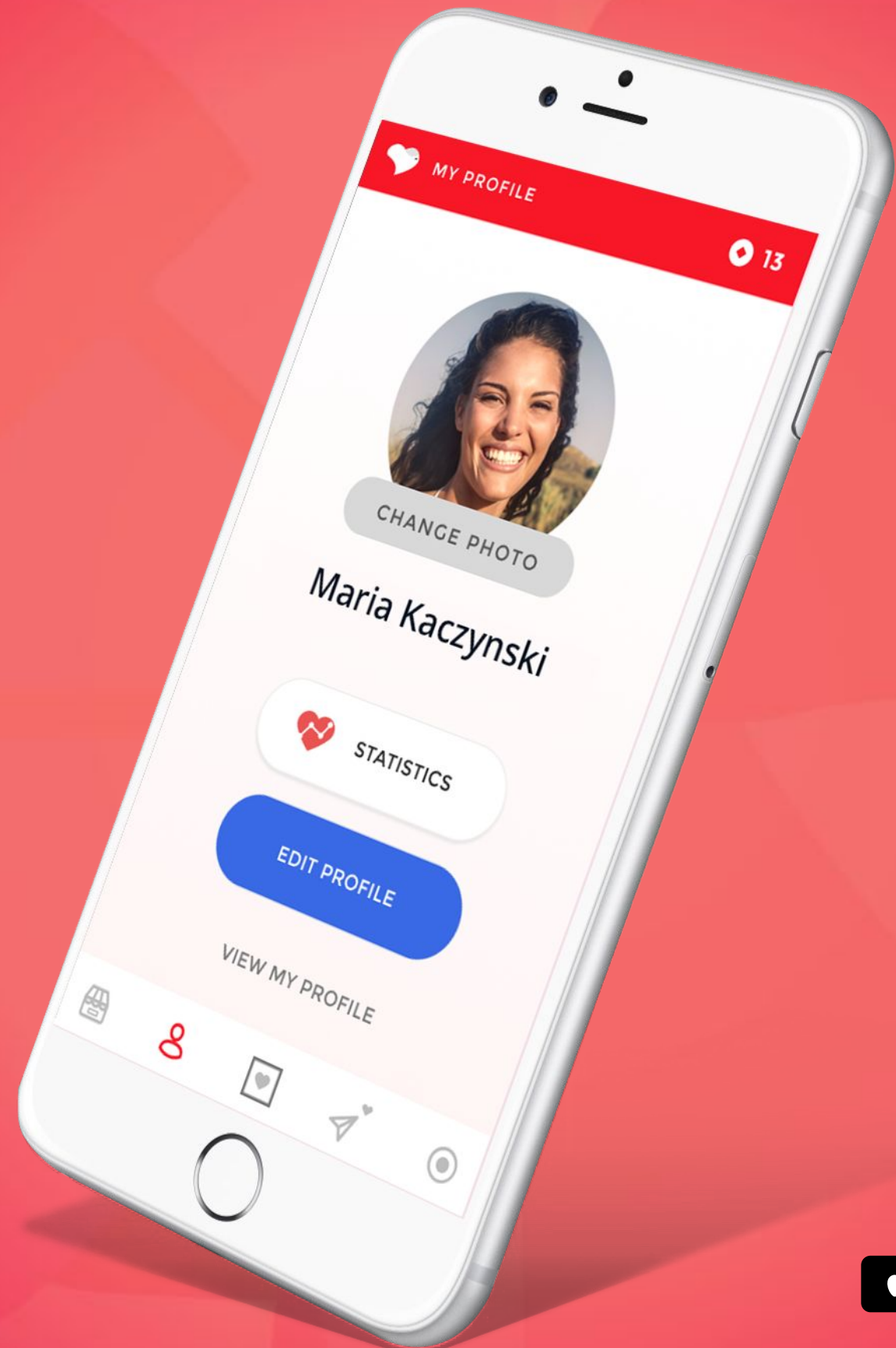
Code programming
and refactoring



Testing, debugging
and auditing



Release
and support



Kitty Jump



Play a kitty!

Fascinating "jumping" with the lovely character, and cheerful music. Collect bonuses, be careful of obstacles and score points!



Search for ideas
and business model



Testing, debugging
and auditing



UX/UI/IA
designing



Release
and support



Code programming
and refactoring



Product
promotion





STARCLOUD

Are you ready to conquer the space with us?
An exciting strategy game is waiting for you!



Search for ideas
and business model



Testing, debugging
and auditing



Release
and support



UX/UI/IA
designing



Code programming
and refactoring



Product
promotion



Visonic

Tyco security products

Android App

Visonic is an application, which ensures to control of a security system remotely. You can turn on/off the alarm and watch in real-time the surveillance cameras without leaving the office.



Search for ideas and business model



Code programming and refactoring

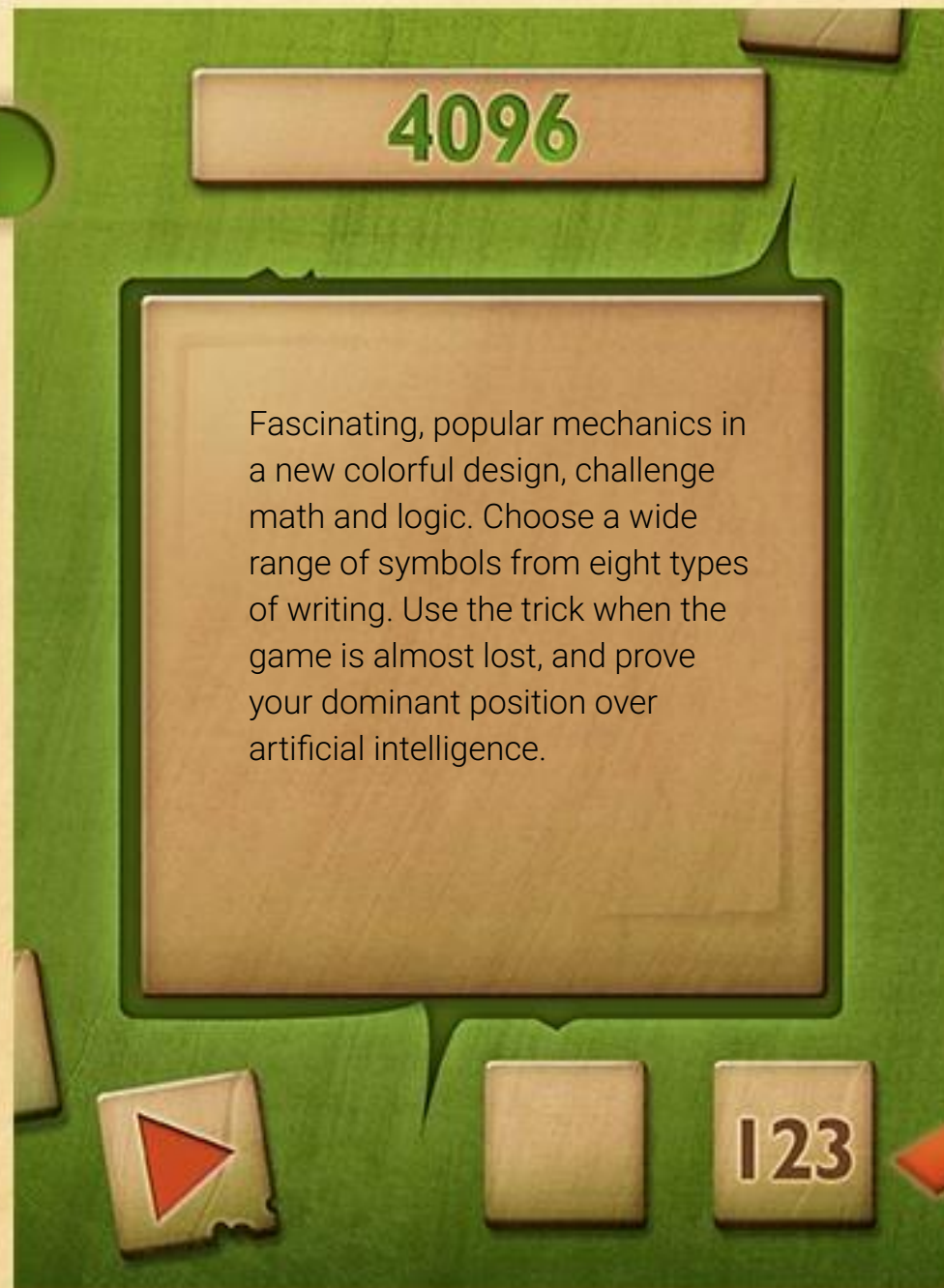


UX/UI/IA designing



Testing, debugging and auditing





Fascinating, popular mechanics in a new colorful design, challenge math and logic. Choose a wide range of symbols from eight types of writing. Use the trick when the game is almost lost, and prove your dominant position over artificial intelligence.



Search for ideas and business model



Testing, debugging and auditing



UX/UI/IA designing



Release and support



Code programming and refactoring



Product promotion



MOM JANE Compliment

Hello, I'm Mom Jane, and I'll take care of your mood! I will bear your mood up all working day long! You can personalize me. My smart algorithms will select the phrase just up to your mood! Our database is constantly updated with the phrases.



Search for ideas and business model



UX/UI/IA designing



Code programming and refactoring



Testing, debugging and auditing



Release and support



Product promotion





MIND-BREAKER

How simple can a hard puzzle look?

The game Mind-Breaker will help to test your intelligence and develop logical thinking



Search for ideas and business model



Testing, debugging and auditing



Release and support



UX/UI/IA designing



Code programming and refactoring



Product promotion



INTELLEGEN COUNTRY

Do you know about the world and other states more than a person can know? Compete with players from all over the world and prove to everyone that you are the smartest one! Or find out interesting facts about the place where we live playing training battles. Battle of the countries is the confrontation of the minds of the centuries. Are you ready for that?



Search for ideas and business model



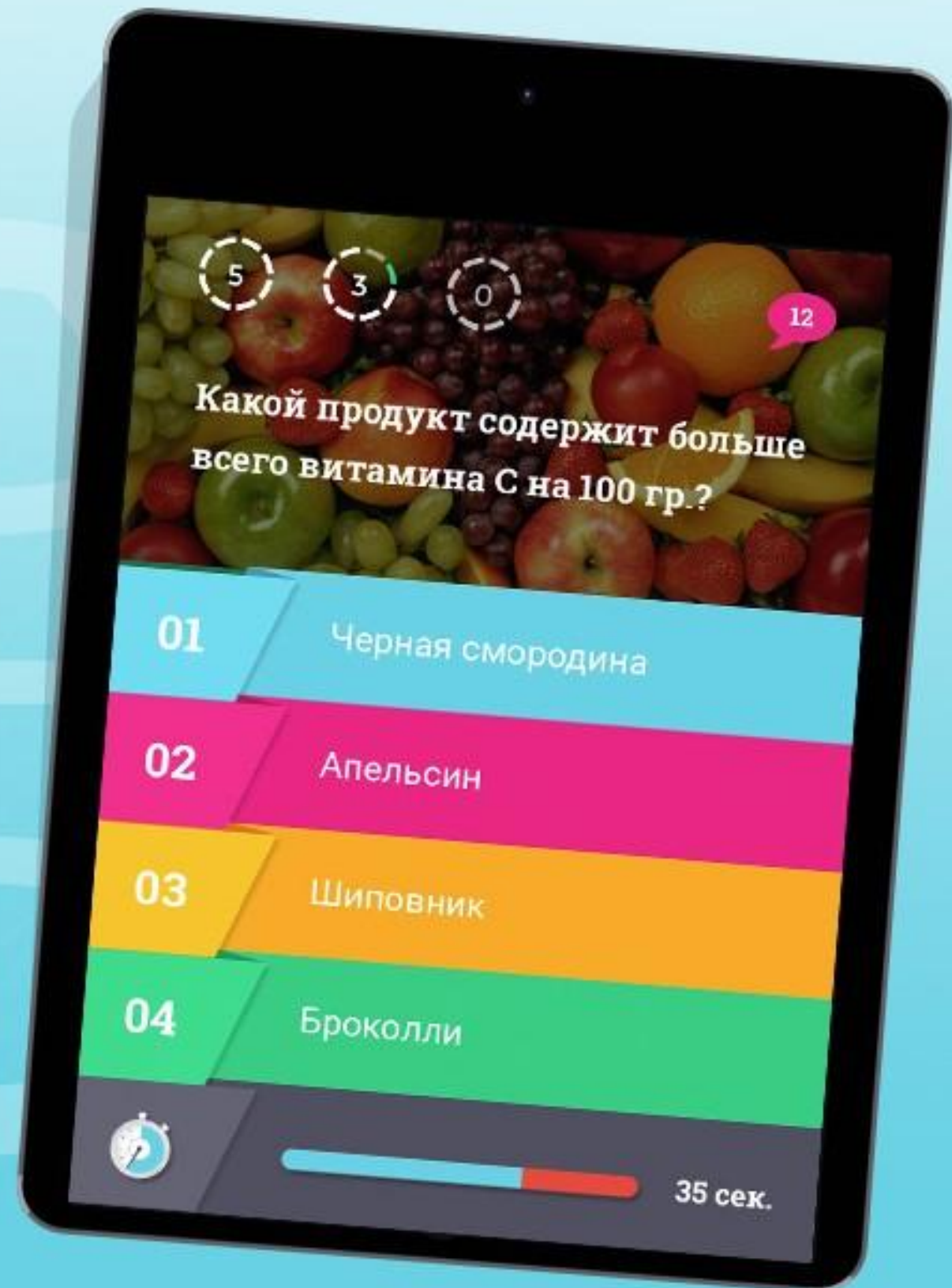
Code programming and refactoring



UX/UI/IA designing



Testing, debugging and auditing





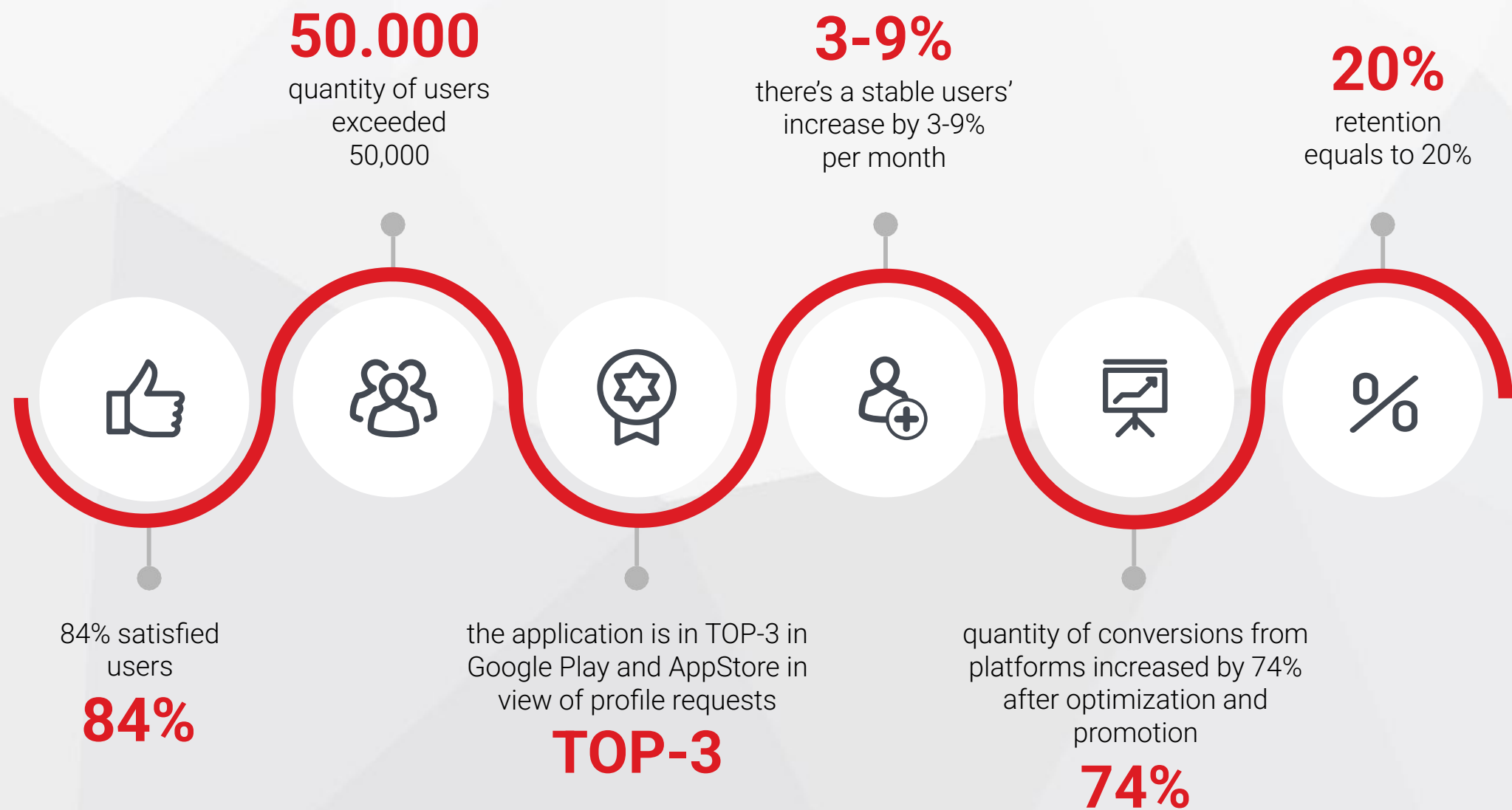
Search Engine Promotion & Marketing Optimization

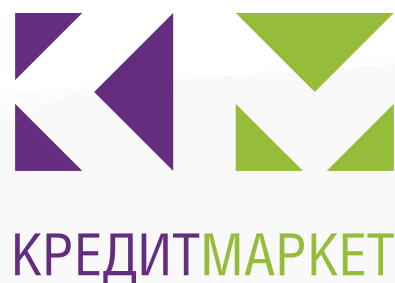
More than **200** optimized internet-resources



Promotion

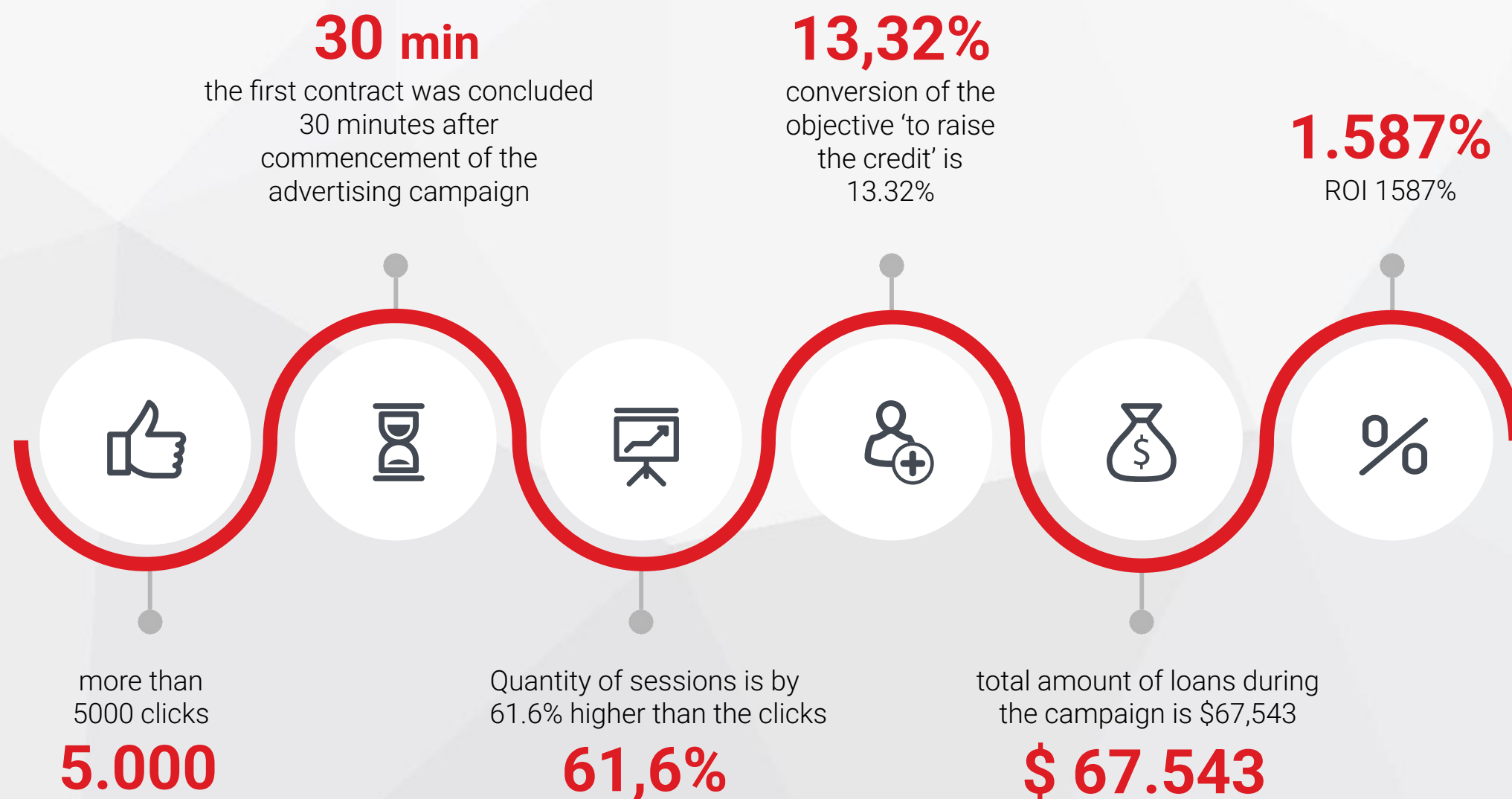
of Kitty Jump, a mobile application





Promotion

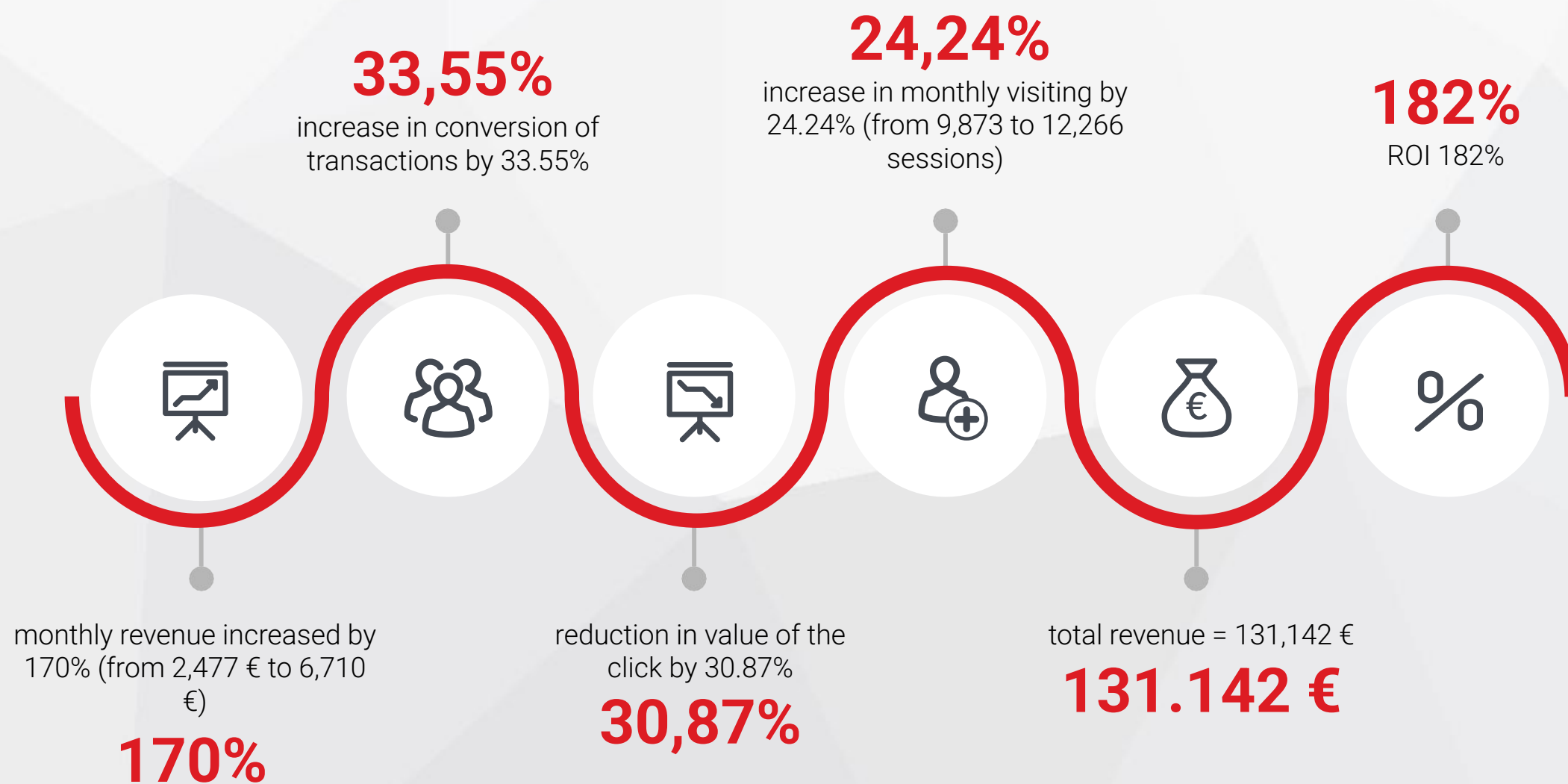
of the online credit website





Promotion

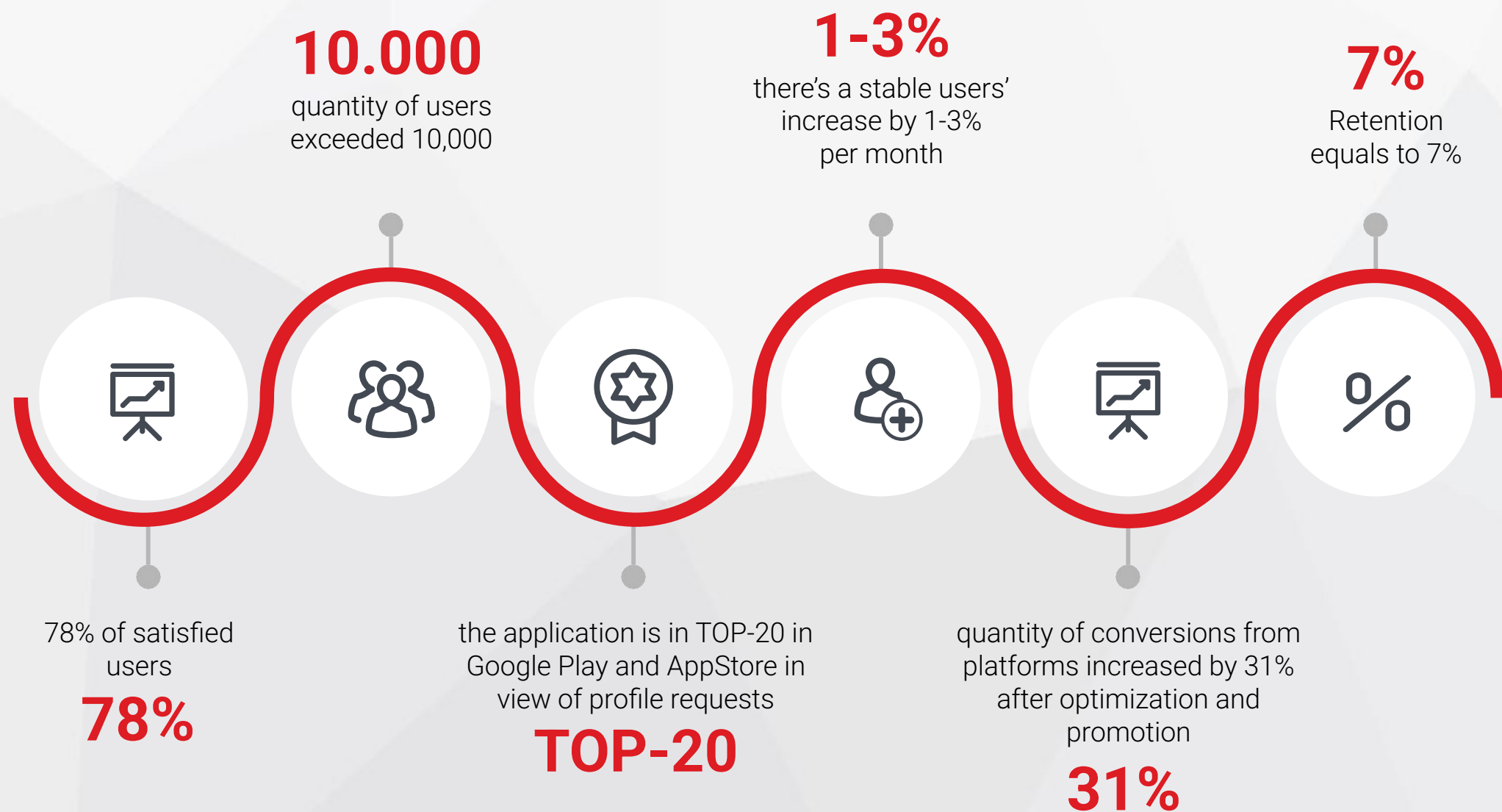
of Telemag.ua online shop





Promotion

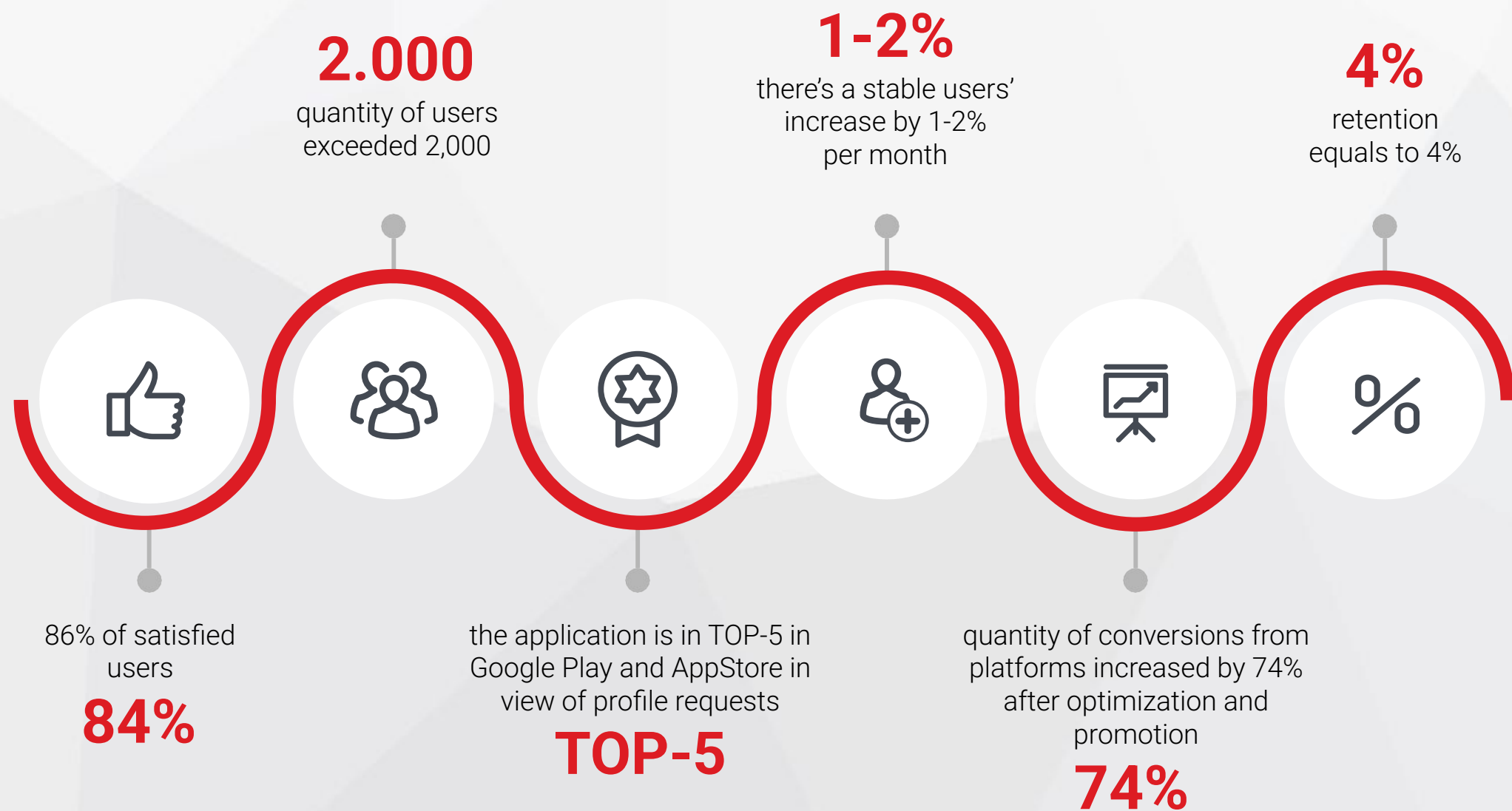
Of StarCloud mobile application

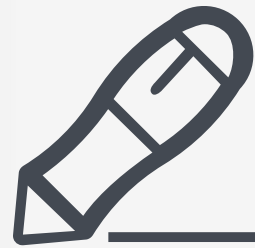




Promotion

of Mom Jane Compliment mobile application





Corporate Identity

More than **100** developments
of corporate identity for our clients

boo

A modernized vision of an online marketplace with a new corporate identity. A complete redesign of the site was carried out and a new company logo was developed to create a more attractive look for both partners and users.





A brand book was developed for the charitable foundation "Library Country", which promotes Ukrainian books.





A corporate identity was developed for a company that provides financial services to medium and large Ukrainian agribusiness.



Логотип у вертикальному форматі

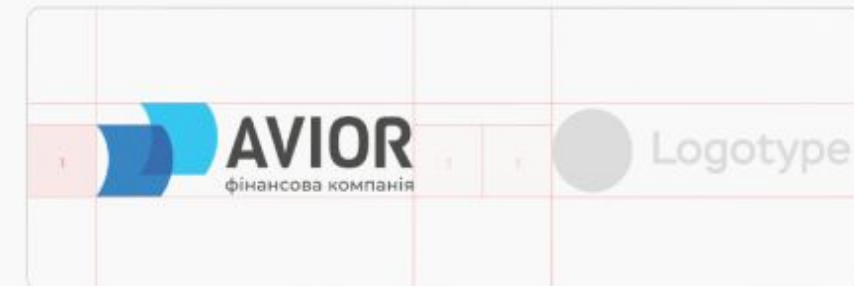
8



Правило розміщення логотипу

11

1. При розміщенні логотипної групи з іншими логотипами. Використовуємо подвійне захисне поле, щоб візуально відділити логотипи один від одного.



2. Мінімальні розміри.
Поліграфічний друк: 30-35 mm
Web: 150 px desktop / 100 px mobile & apps



We renamed and completely re-branded the engineering company. The brand book and the full set of documents for digital activities were developed.





Air tickets reservation service became user-friendly. It became closer and more understandable for users due to corporate identity style.





For the new brand of building and facing materials Apfel Group has developed a logo, which blends with the corporate identity of the company, and Guideline with a detailed technical description and tips for use.

A series of logo variations for KIONICA are displayed along a diagonal path. The variations include: a green 'K' icon, a blue 'K' icon, a black 'K' icon, a black 'K' icon with a circular geometric pattern, and the word 'KIONICA' in black. The background features a green diagonal band, a grey city skyline silhouette, and a network of green lines at the bottom left.

Kionica

KIONICA

KIONICA



A new face of the social research center.





Corporate identity of the IT-company, which values openness and transparency in relations with the clients.



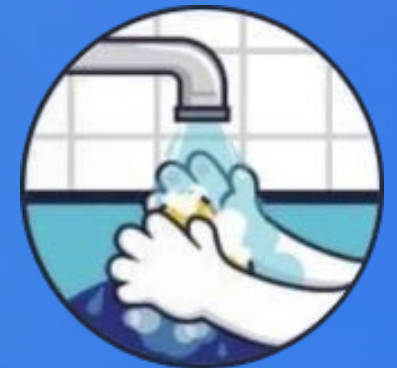


Graphic Design

More than **500** projects performed



Development of colorful illustrations for the Tamagotchi mobile game for the brand "Divo"





Ipopo, a cheerful and kind character for gift service and wishlists.



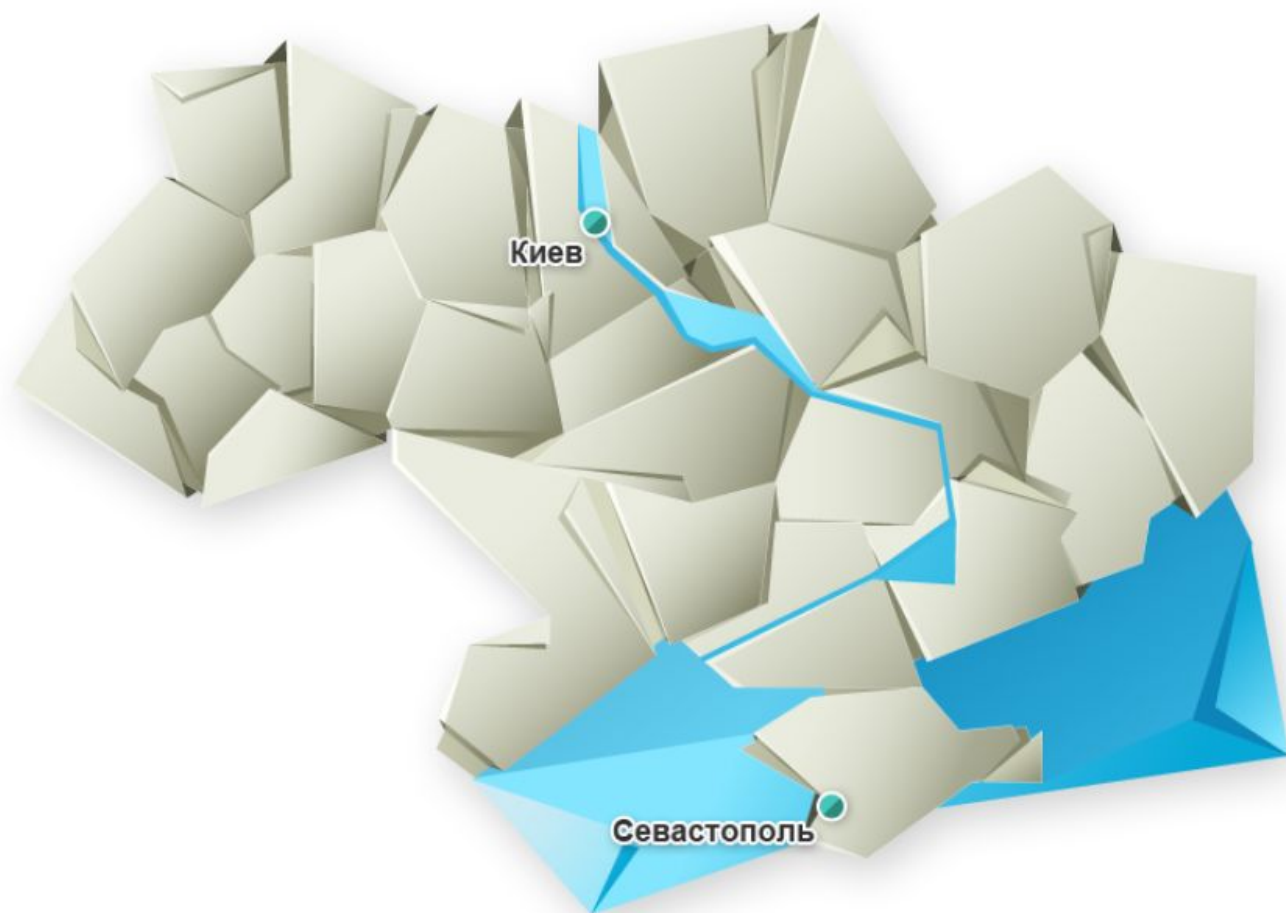


Implementation of 3D-models in a form of illustrations for ASKA insurance company website.





Style and illustrations for the project 'Competitive Ukraine' and interface elements.



Rénuage

Visualization of 3D models for the promotional website of the brand of elite cognacs Renuage, it's a cognac that prides itself on steadfast adherence to the classic technology of distillation cognac spirits. We prepared the ideas and implemented the subsequent rendering.





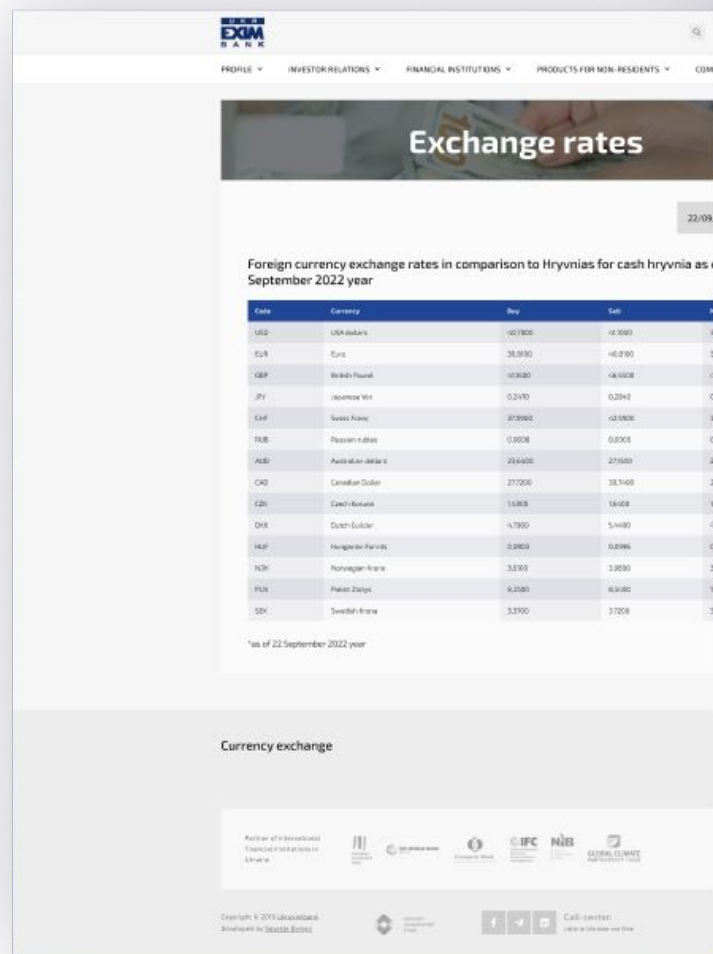
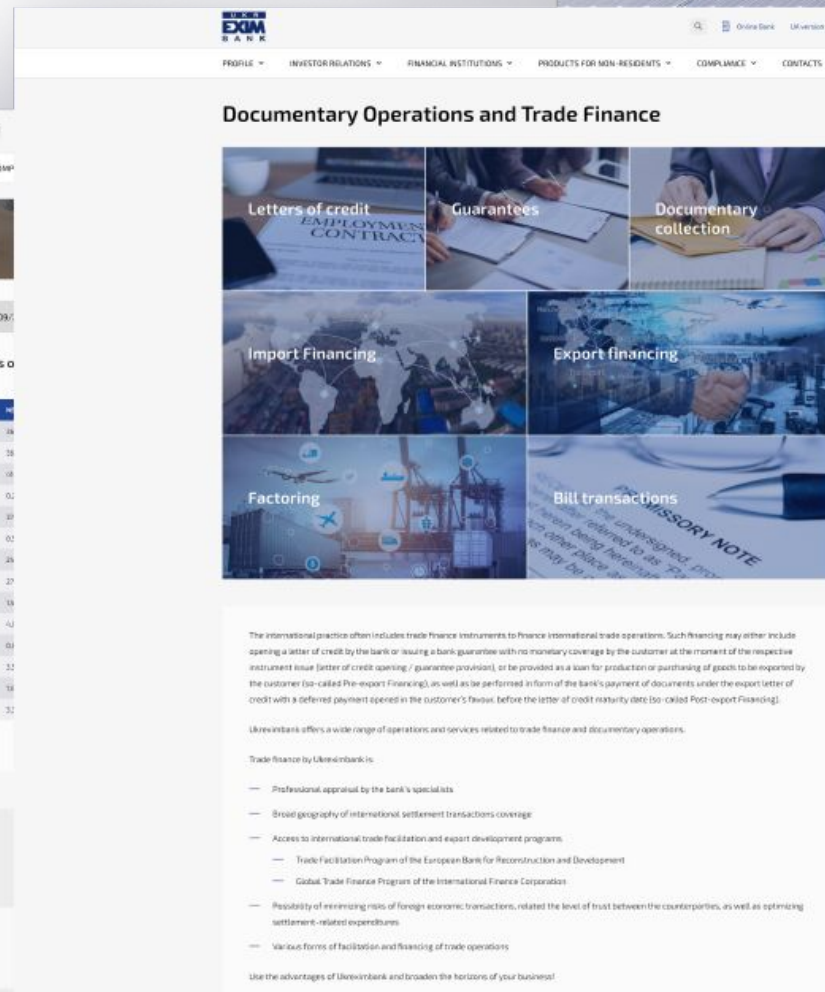
Software Development

More than **40** developments of individual projects

Corporate site for state export-import Bank of Ukraine

Project tasks:

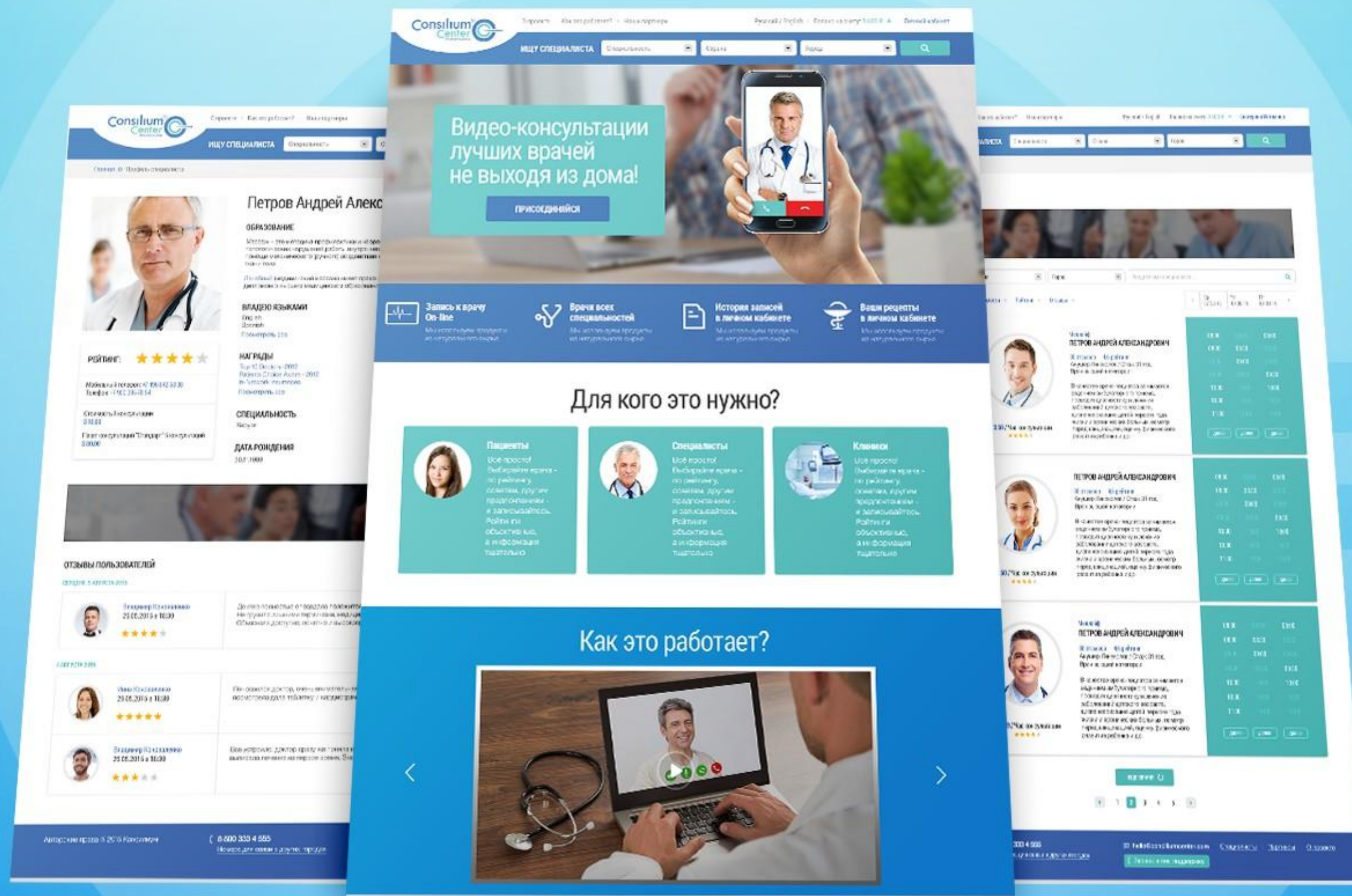
- To implement the redesign of the website
- To develop the inner constructor of pages



Portal for video consulting of the patient with doctors.

Project tasks:

- to create a suitable video platform for the patient's communication with doctors;
- to solve the problem with placement, and transfer of high volumes of information between participants.

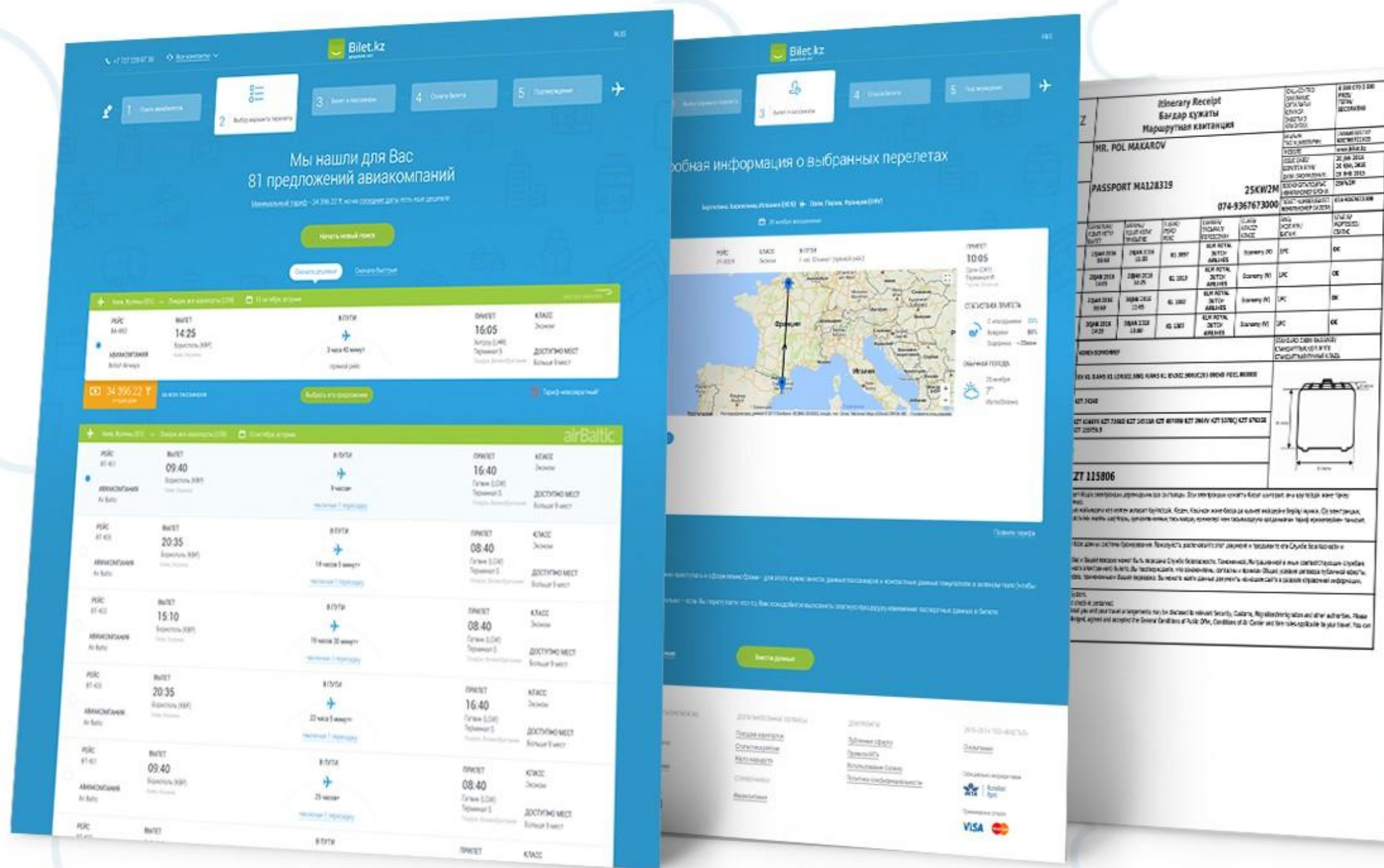




Air tickets sale portal.

Project tasks:

- to create the web-site suitable for users;
- to think over and implement high load service architecture;
- to integrate the reservation system (GDS) with access to more than 500 companies;
- tickets sorting by the parameters needed for the client;
- forecast of the flight delay;
- information about the airplane, which shall carry out the flight;
- information about the weather of the sending/receiving party;
- e-tickets generation.



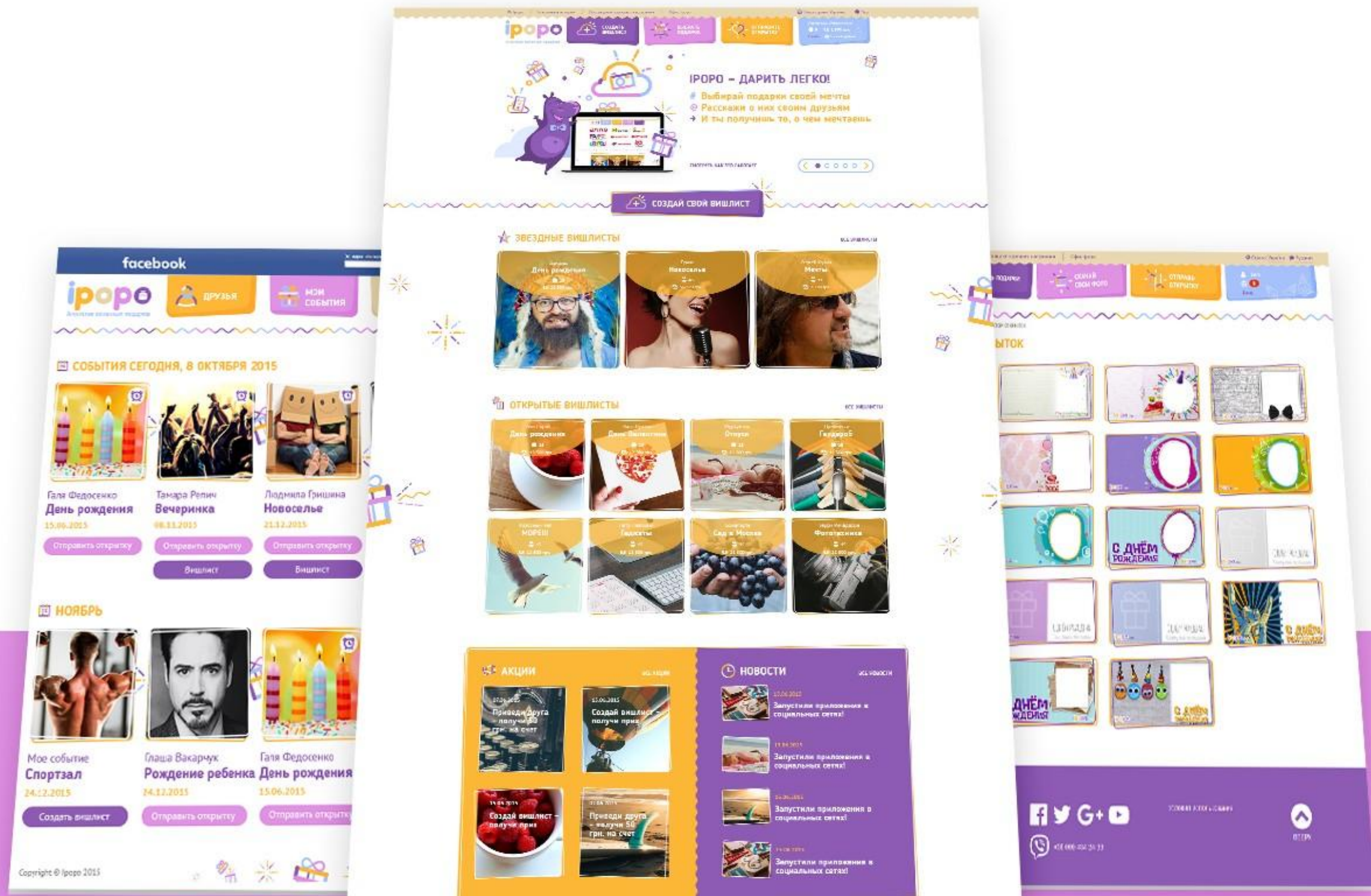


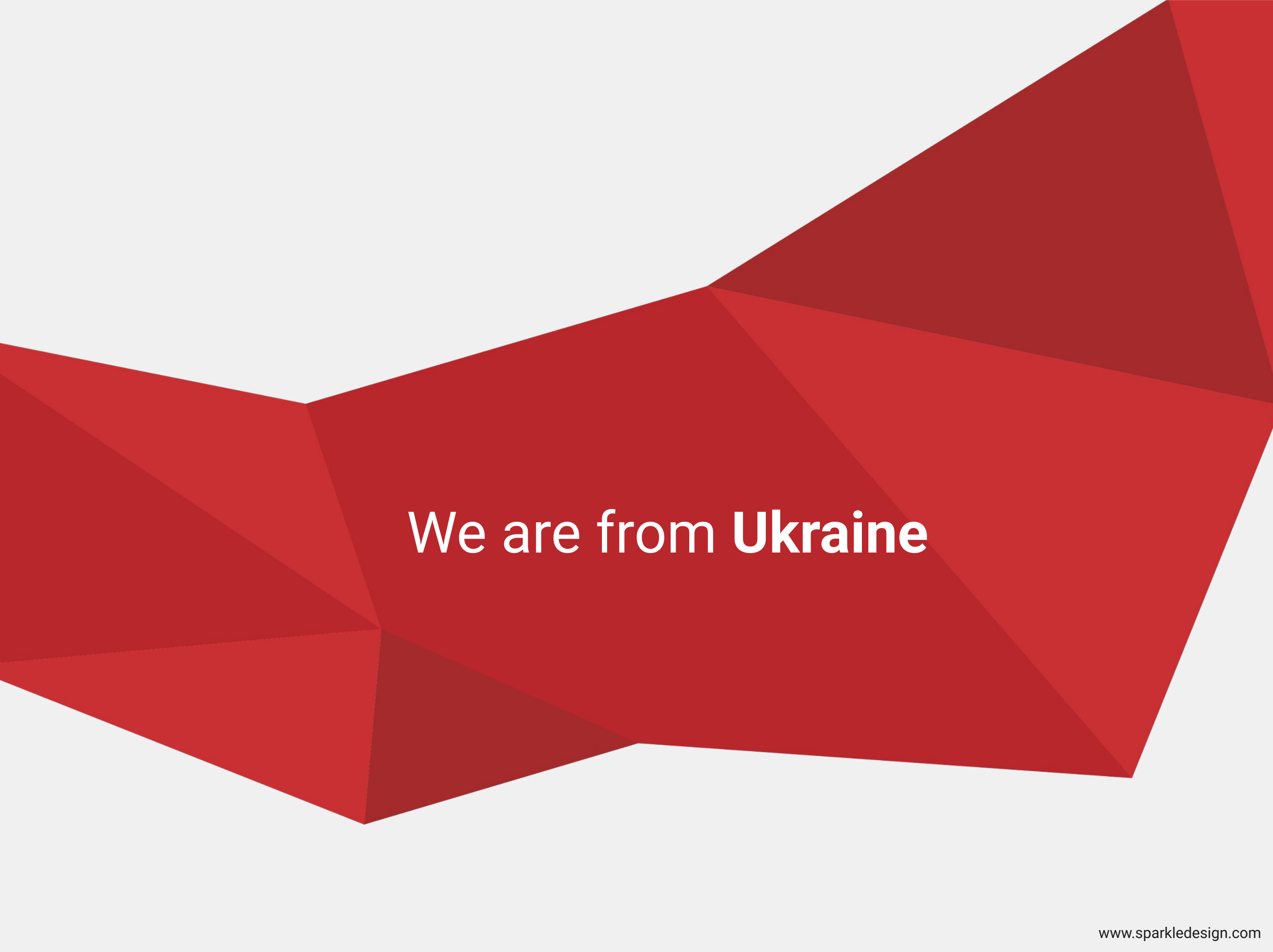
We carried out integrations with logistics and accounting for the digital equipment online shop. We developed and implemented transmission of the users' scenarios, developed working places for managers, and created integrations with the client's systems.





We developed architecture and infrastructure for the gifts service project, which unite the site, application, development of the partner's API for integration of online shops. We also integrated API of Nova Poshta and Facebook with the postcards creation module.



The background of the slide is composed of several overlapping, semi-transparent red polygons of various shapes and sizes, creating a dynamic, abstract geometric pattern. The colors range from a deep, dark red to a lighter, more vibrant red. The text "We are from Ukraine" is centered within this pattern.

We are from **Ukraine**

Thank you for your attention!
Contact us in a way that is convenient for you



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