

hue & machine

crafting meaningful experiences — fuelled by nature



WHAT WE DO

At Hue&Machine, we specialize in transforming visionary ideas into impactful, user-centric products. Our holistic approach to UX/UI design and strategy covers every step of the design journey — from thorough research and innovative conceptualization to seamless user experience, compelling branding, and meticulous post-launch testing and optimization.

By integrating advanced human-centered design techniques, we create sophisticated solutions that resonate on a deeper level. Every project is designed to foster impactful connections and drive sustainable growth, ensuring our work consistently surpasses established standards and performs seamlessly across all platforms.

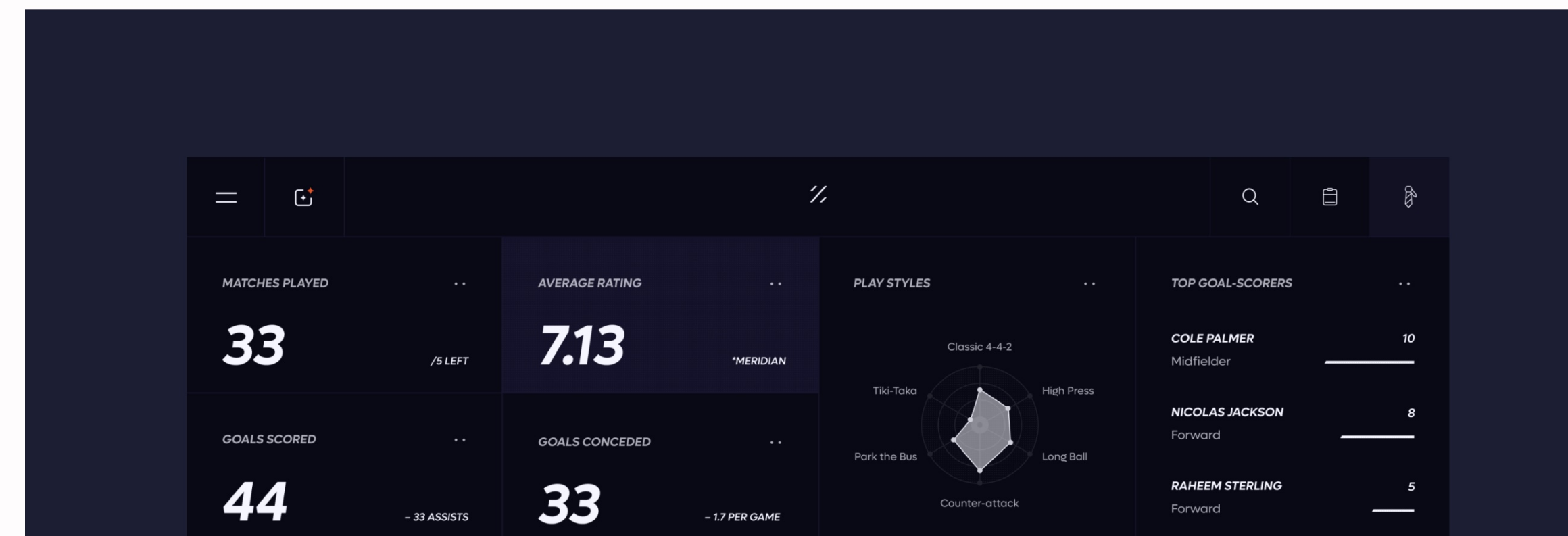
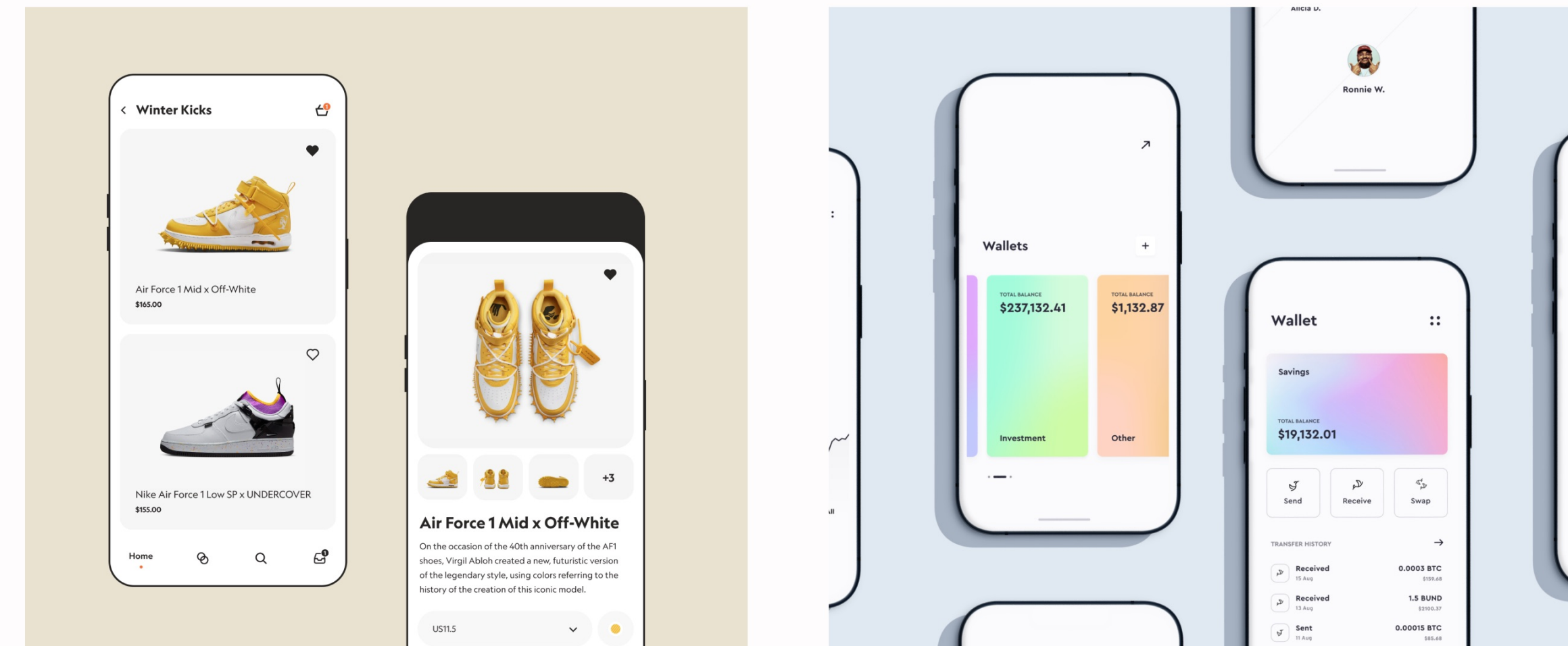
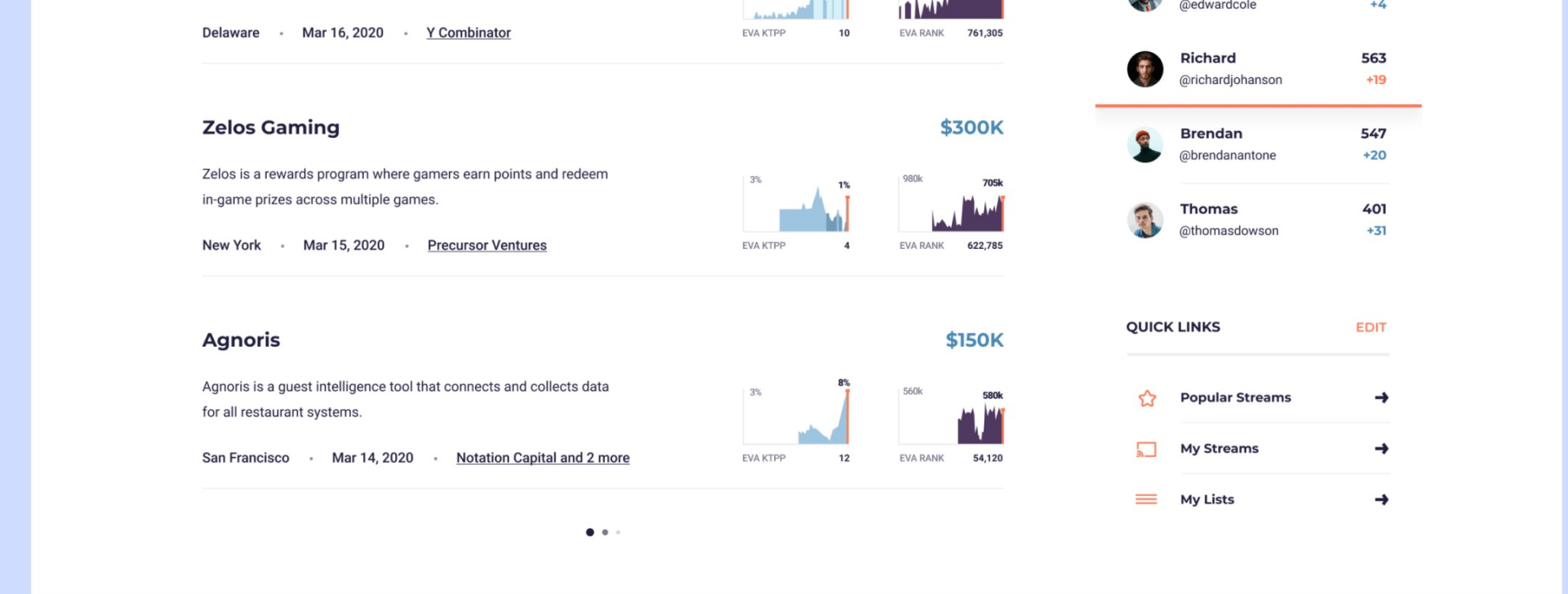


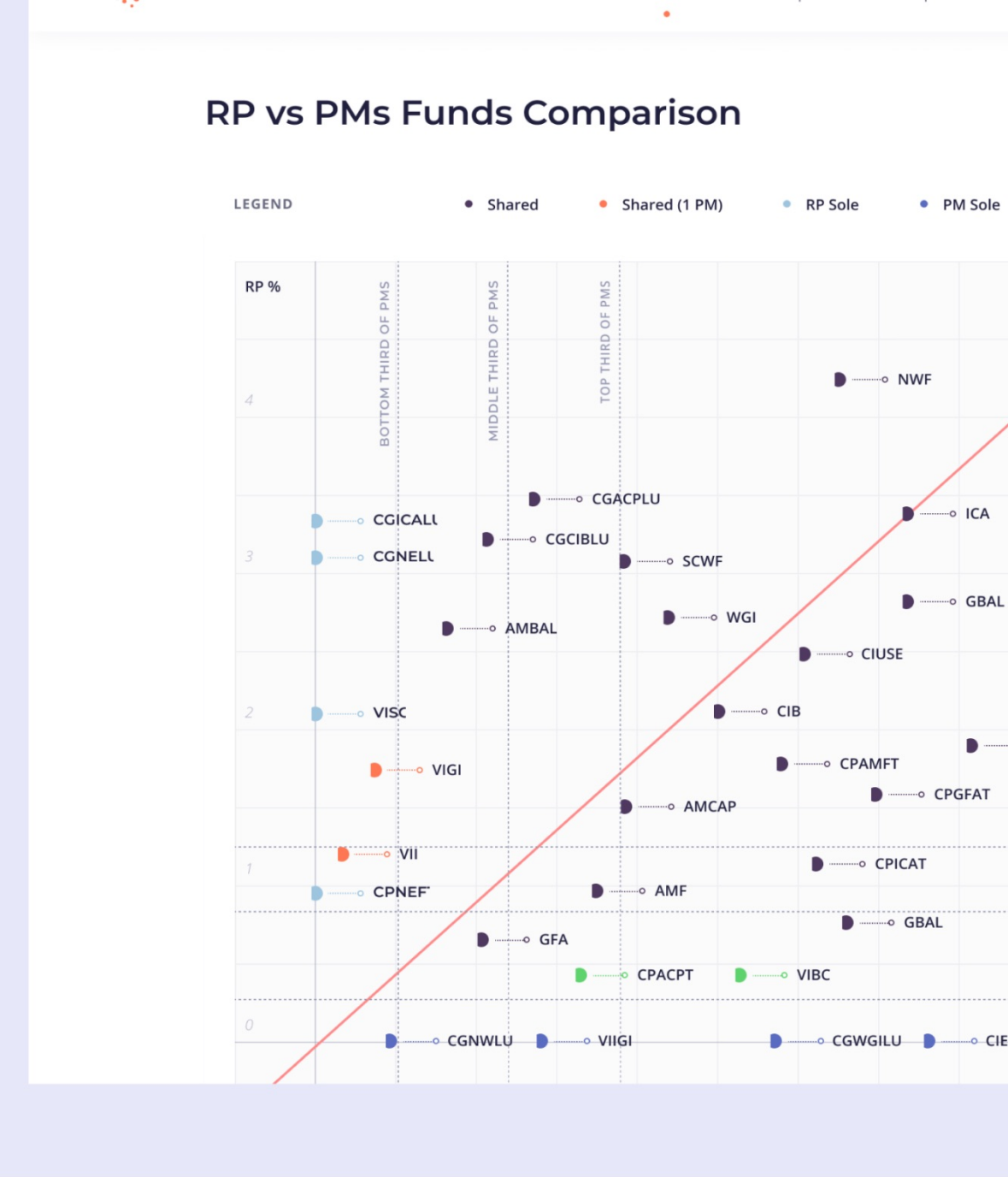
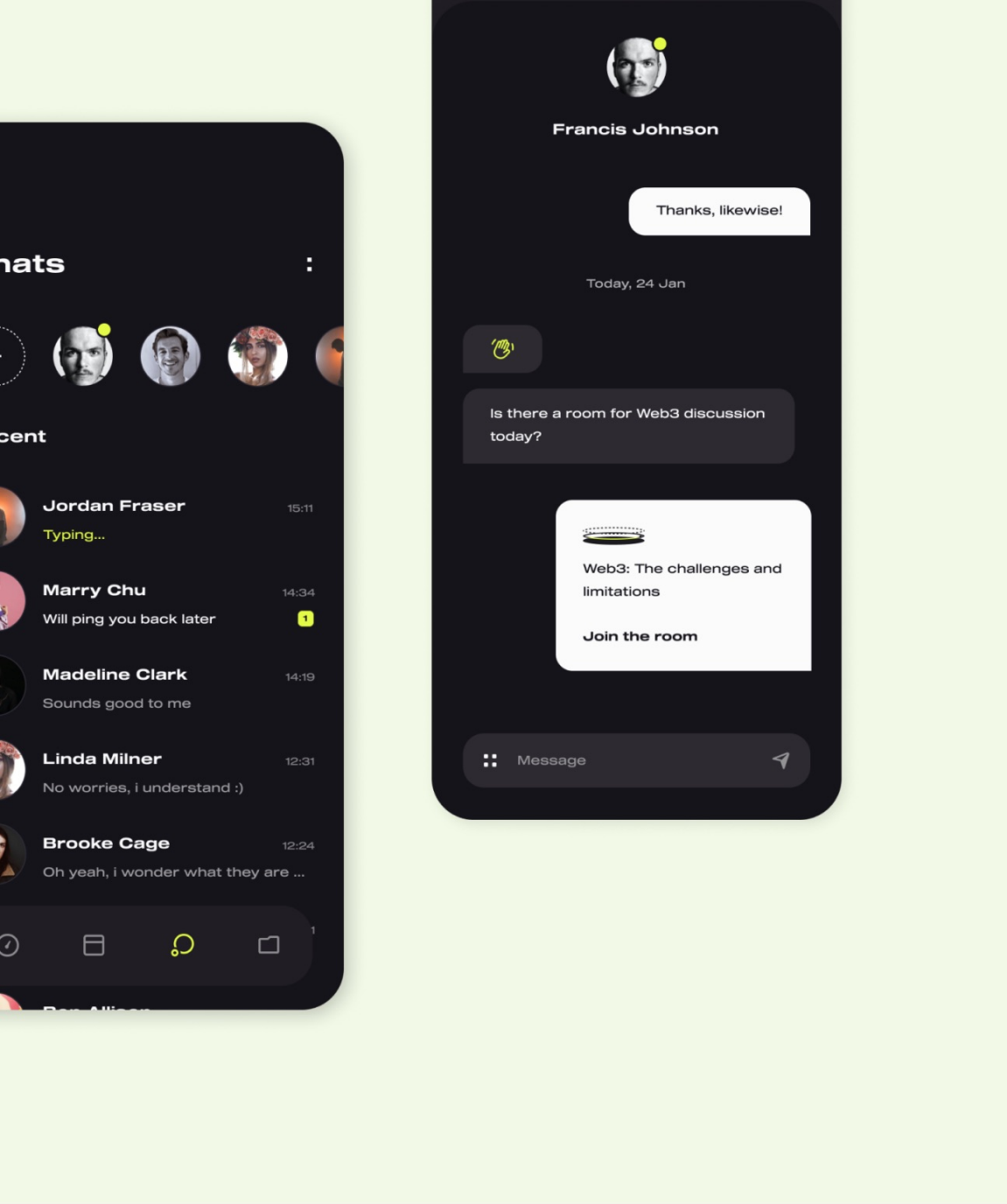
OUR OFFER

Digital Products

At Hue&Machine, we design, develop, and implement intuitive and secure digital products that deliver genuine value. We help businesses refine their core ideas, visualize them, and bring them to life through cutting-edge web and mobile applications.

Each product is crafted to be visually engaging and functionally robust, ensuring seamless user experiences that drive results.



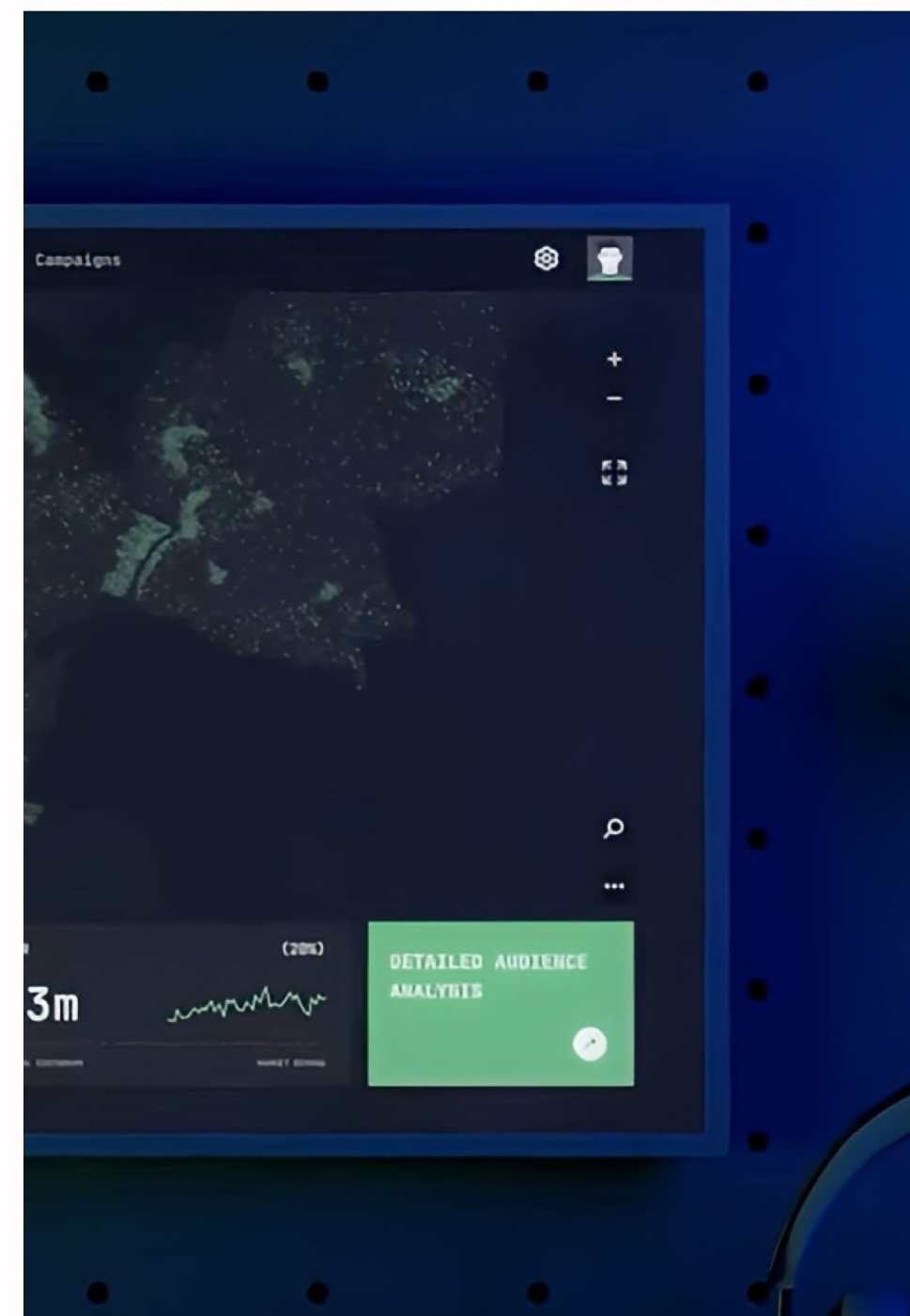


OUR OFFER

Enterprise Solutions

We specialize in crafting enterprise solutions that streamline operations and boost productivity. Our customized products cater to the unique needs of your organization, from internal tools to complex management systems.

With a user-centric approach, our solutions are intuitive, reliable, and scalable, seamlessly integrating into your existing workflows.



Isabella Donovan

Client Summary

- 73.1% Retention Rate
- 88.7% Feedback Score

Top Campaigns, Spent

Market Magnet	15.1%
Strategic Stream	14.2%
Code Canvas	12.4%

Email: isabella@projectpulse.com

Company: ProjectPulse

Manager: Ann Williams (ann.williams@unfold.com)

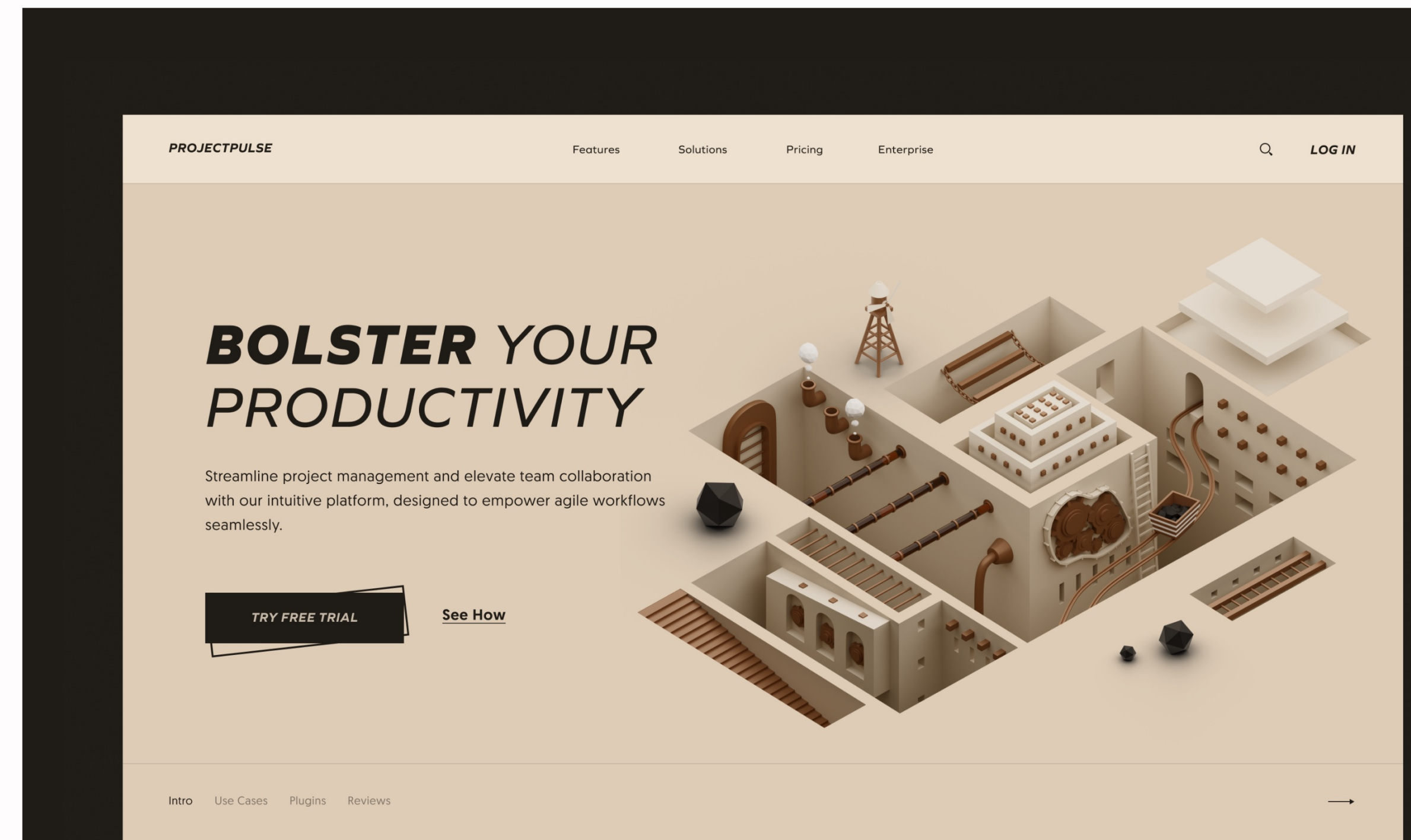
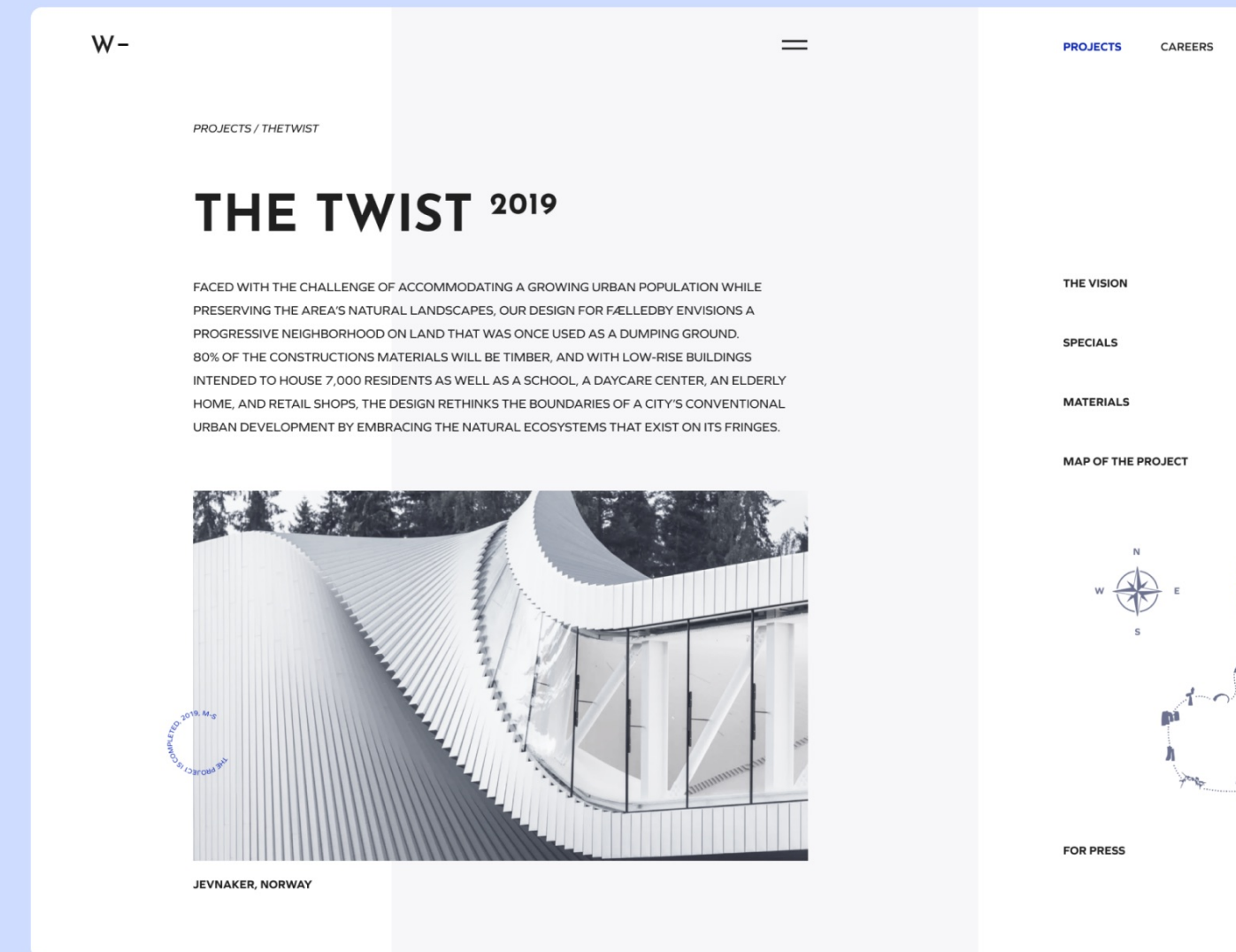


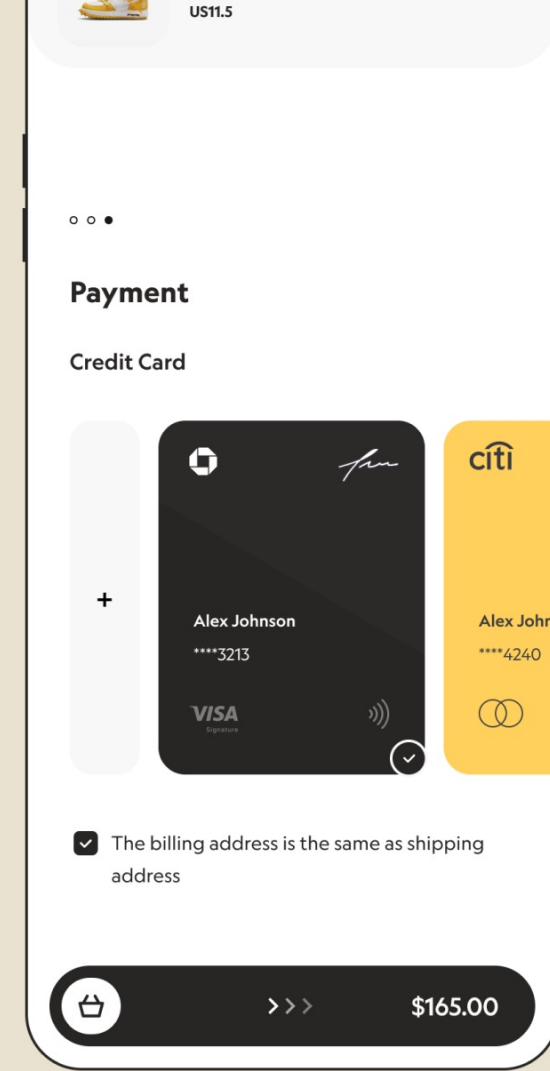
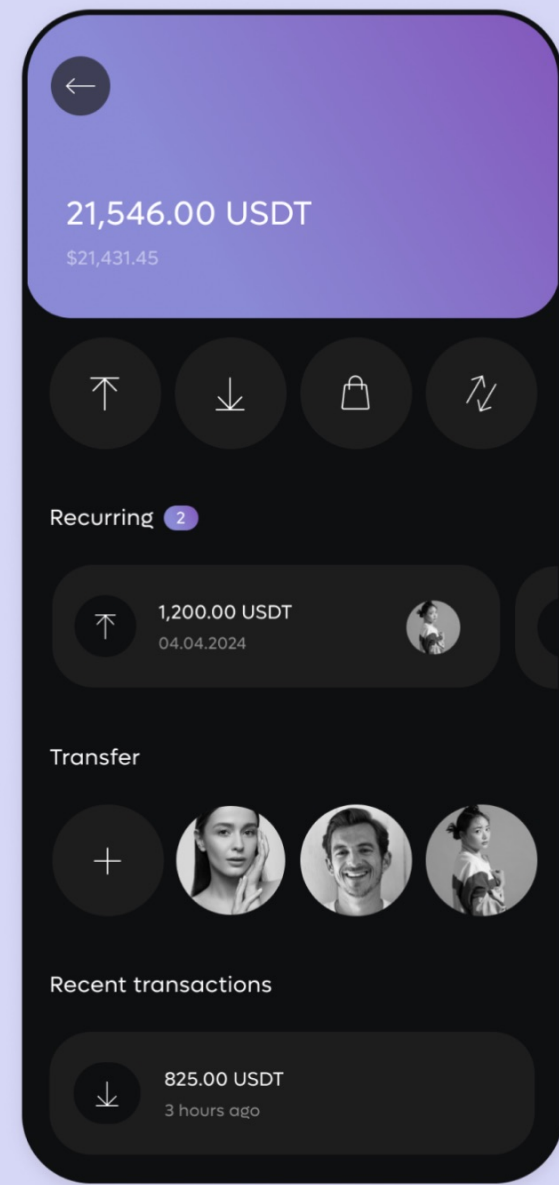
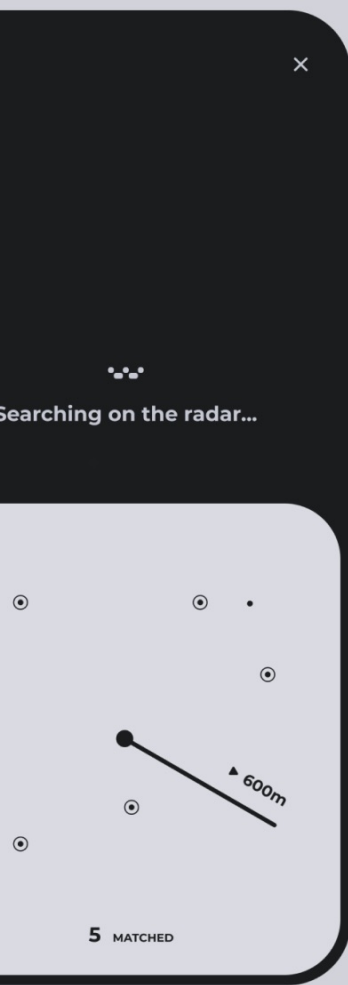
OUR OFFER

Corporate Websites

Our strategic approach blends cutting-edge design with compelling content to build websites that engage visitors and convert them into loyal customers.

We focus on creating a seamless user experience, ensuring your site is visually appealing, easy to navigate, and optimized for performance across all devices. From initial concept to final launch, our goal is to elevate your digital presence, enhance your brand image, and achieve your business objectives.



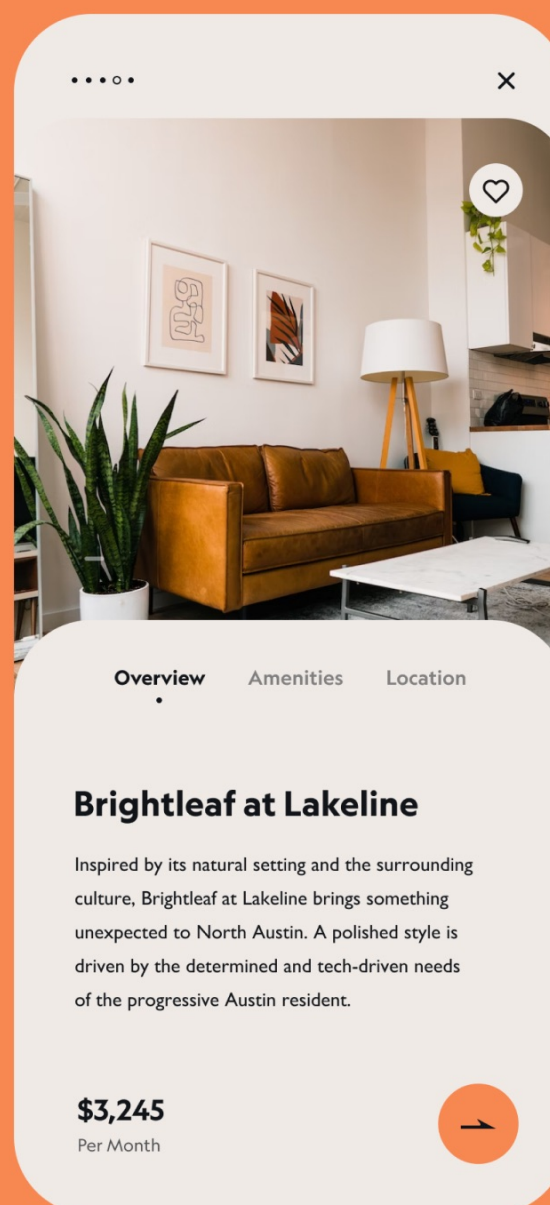
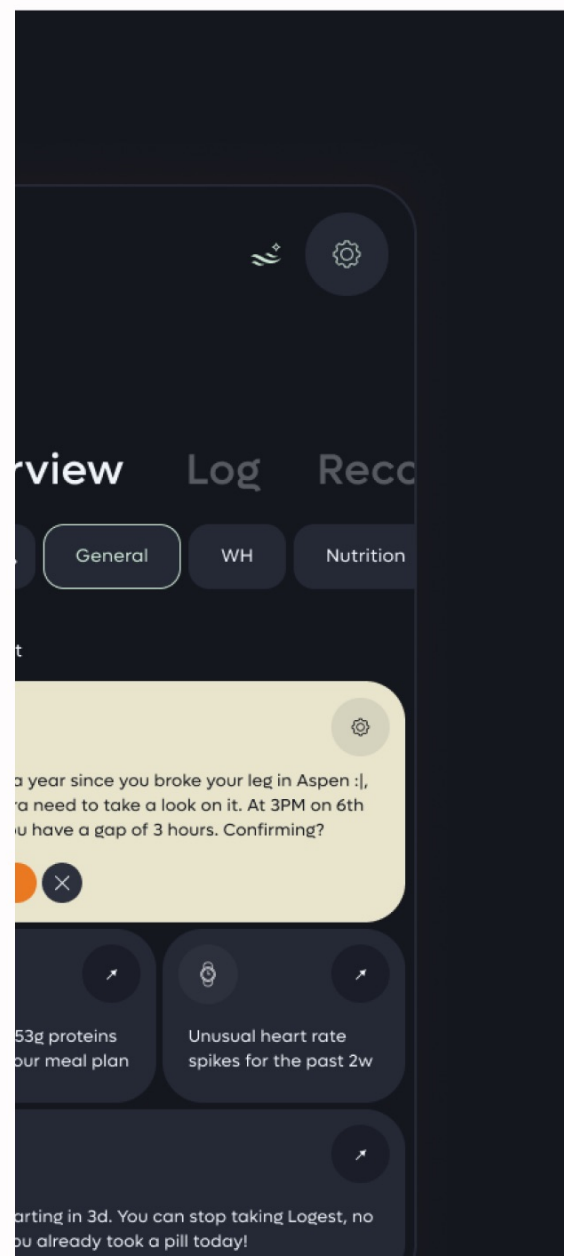
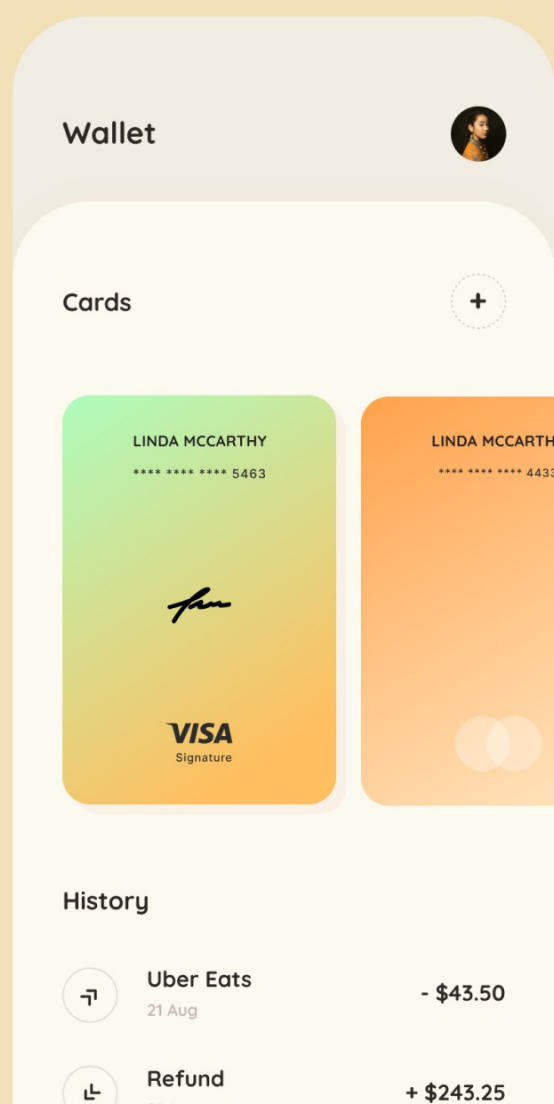


OUR OFFER

Mobile Applications

We design and develop mobile applications that redefine user engagement. Guided by our proven design principles, we turn your ideas into high-performance apps.

Our team ensures each application offers intuitive navigation, stunning visuals, and seamless functionality across all devices. From initial concept to deployment, we deliver mobile solutions that meet user needs and drive business growth.

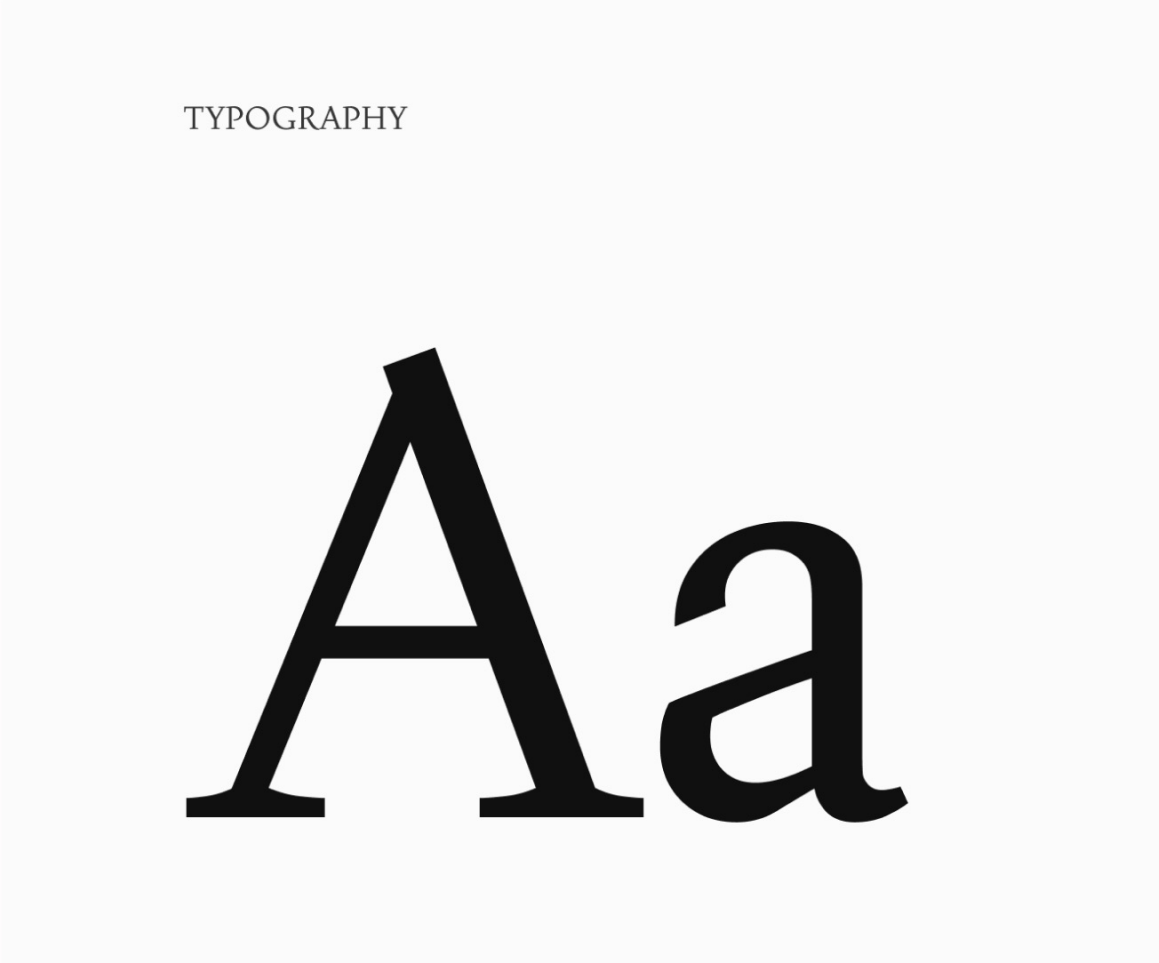
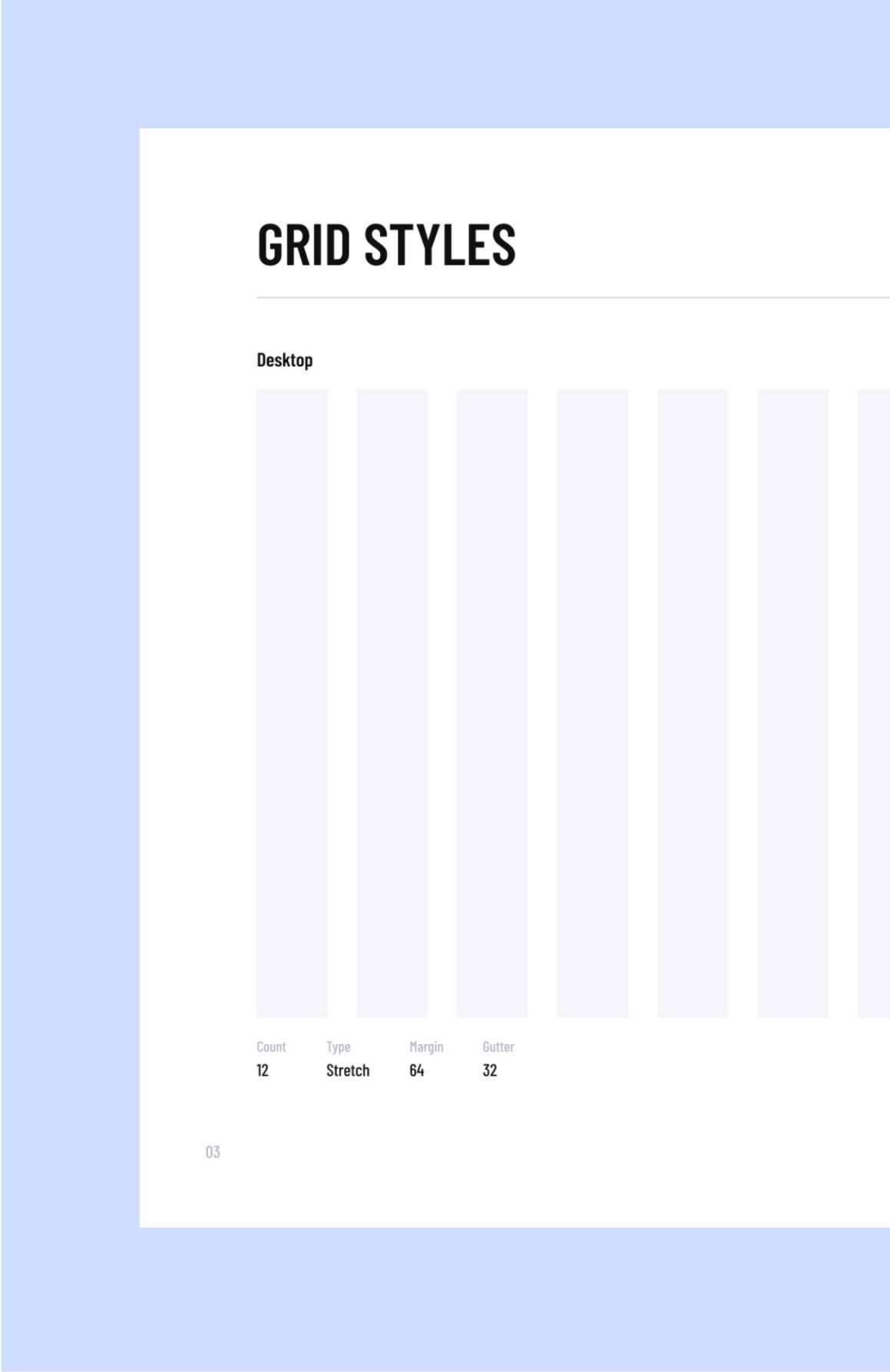
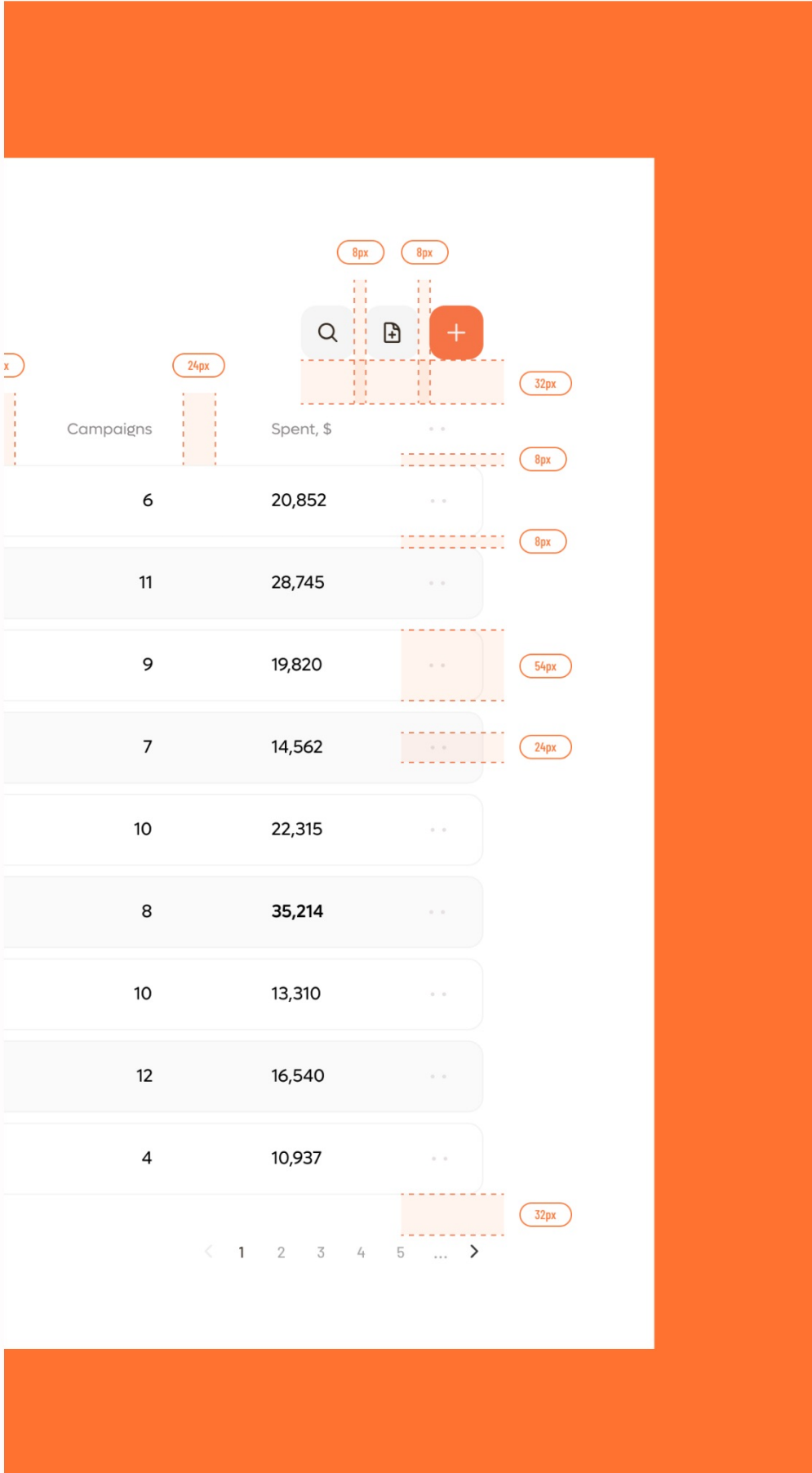
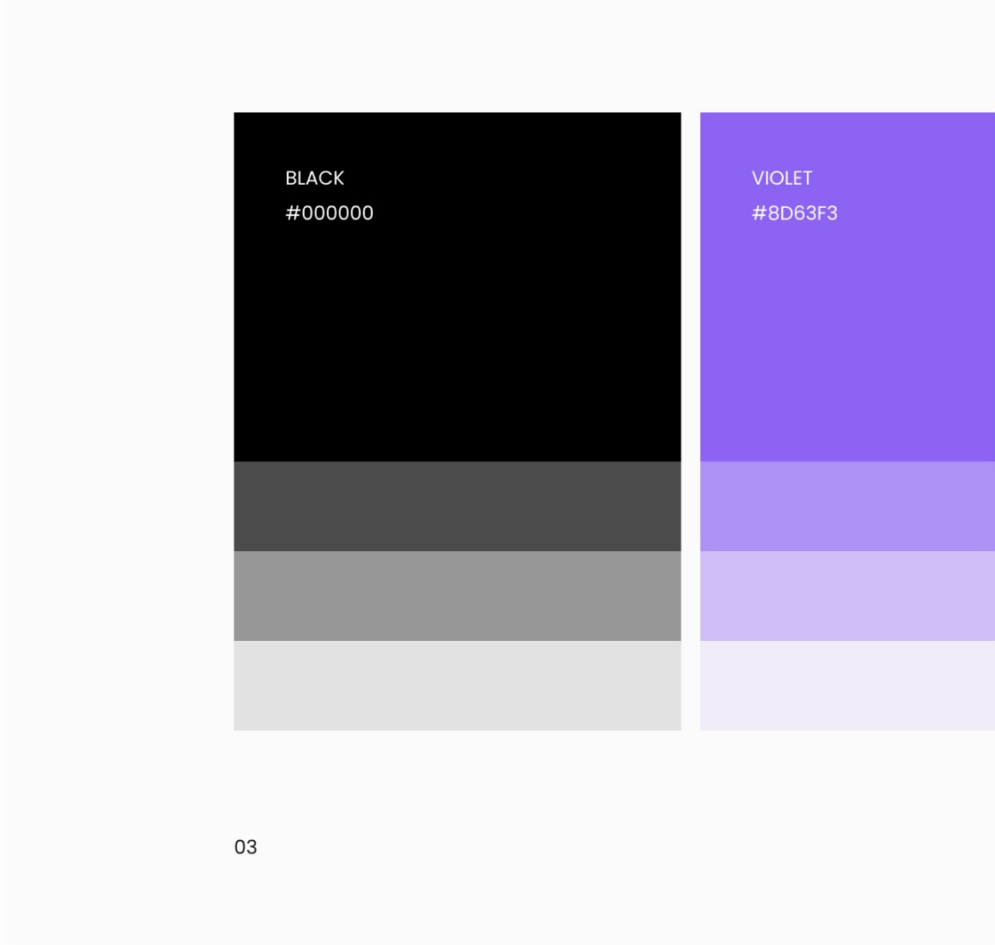


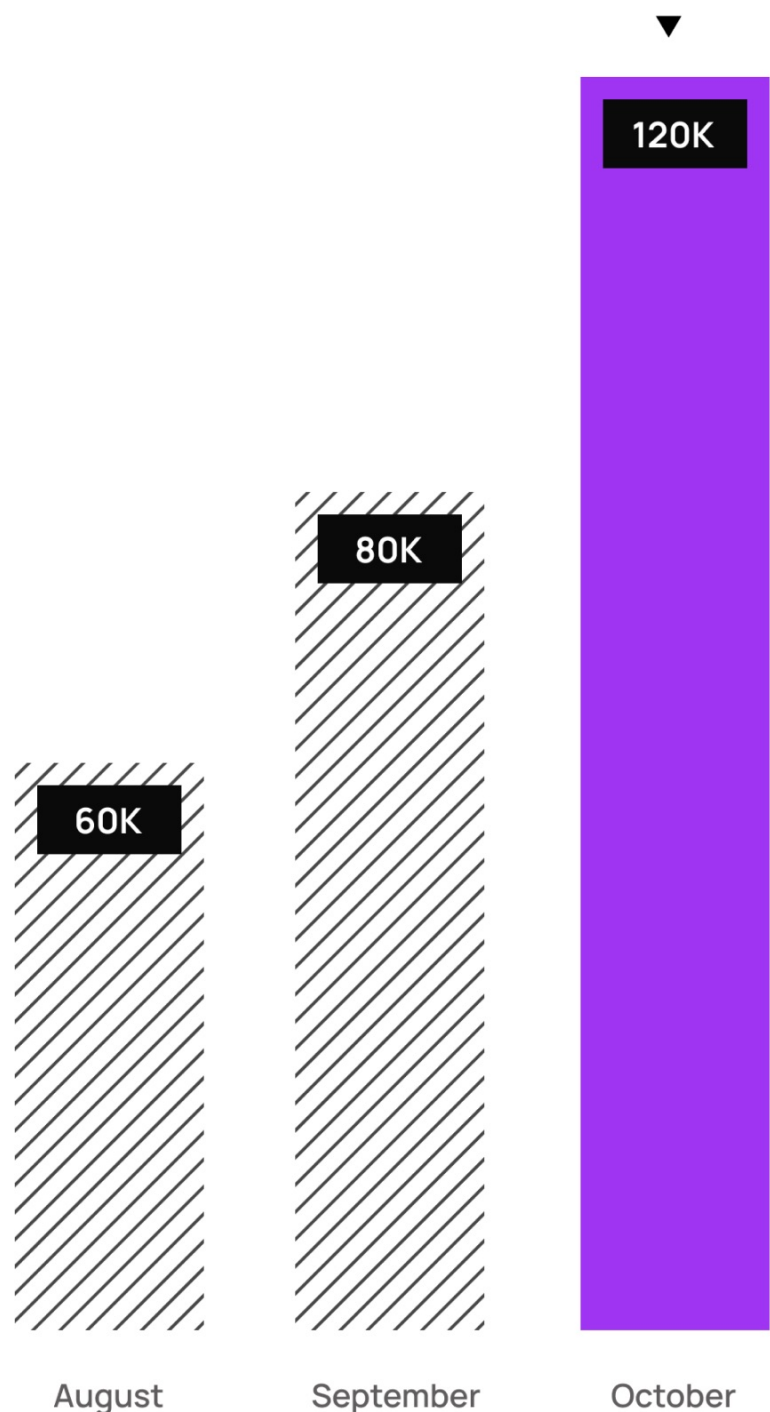
OUR OFFER

Design Systems

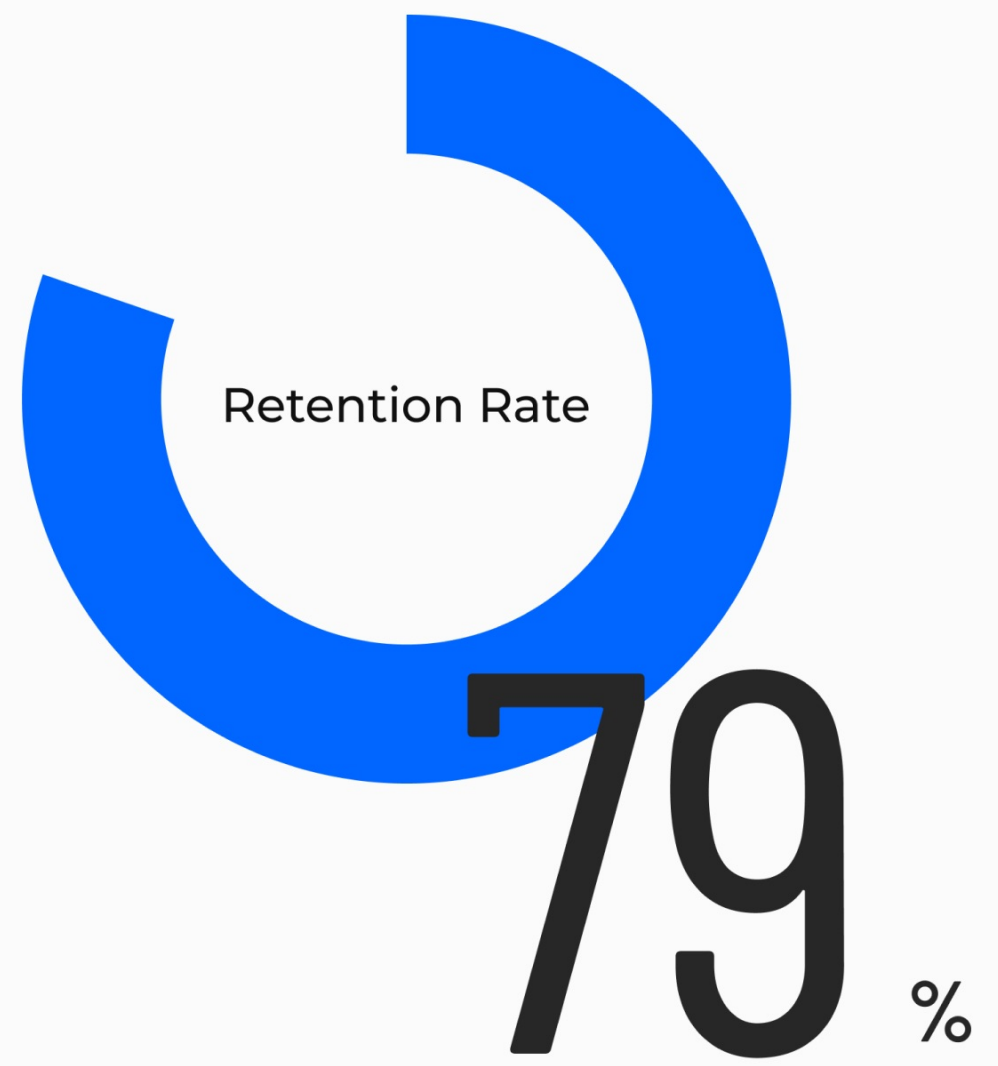
Our design systems provide a unified framework that streamlines the design process, enhances collaboration, and maintains brand integrity.

By establishing clear guidelines and reusable components, we help your team deliver a cohesive user experience while saving time and resources, whether you're scaling a startup or managing an extensive product suite.





PERFORMANCE



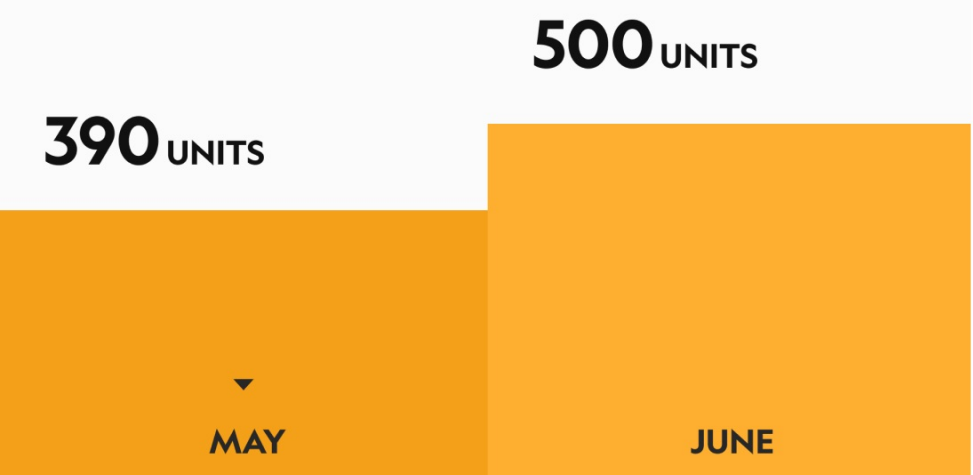
OUR OFFER

Investor Packages

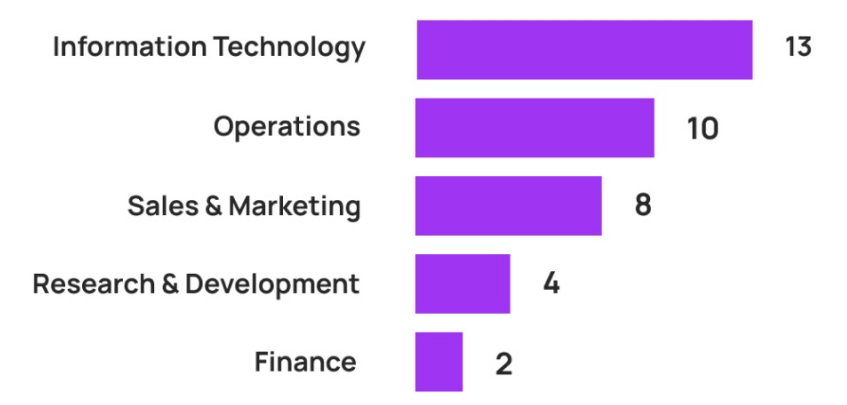
Our decks and presentations turn complex data into clear, compelling stories that resonate with potential investors. We focus on crafting visually stunning and information-rich materials that highlight your value proposition, market potential, and strategic vision.

With meticulous attention to detail, we ensure your message is communicated effectively, helping you secure the funding you need to grow.

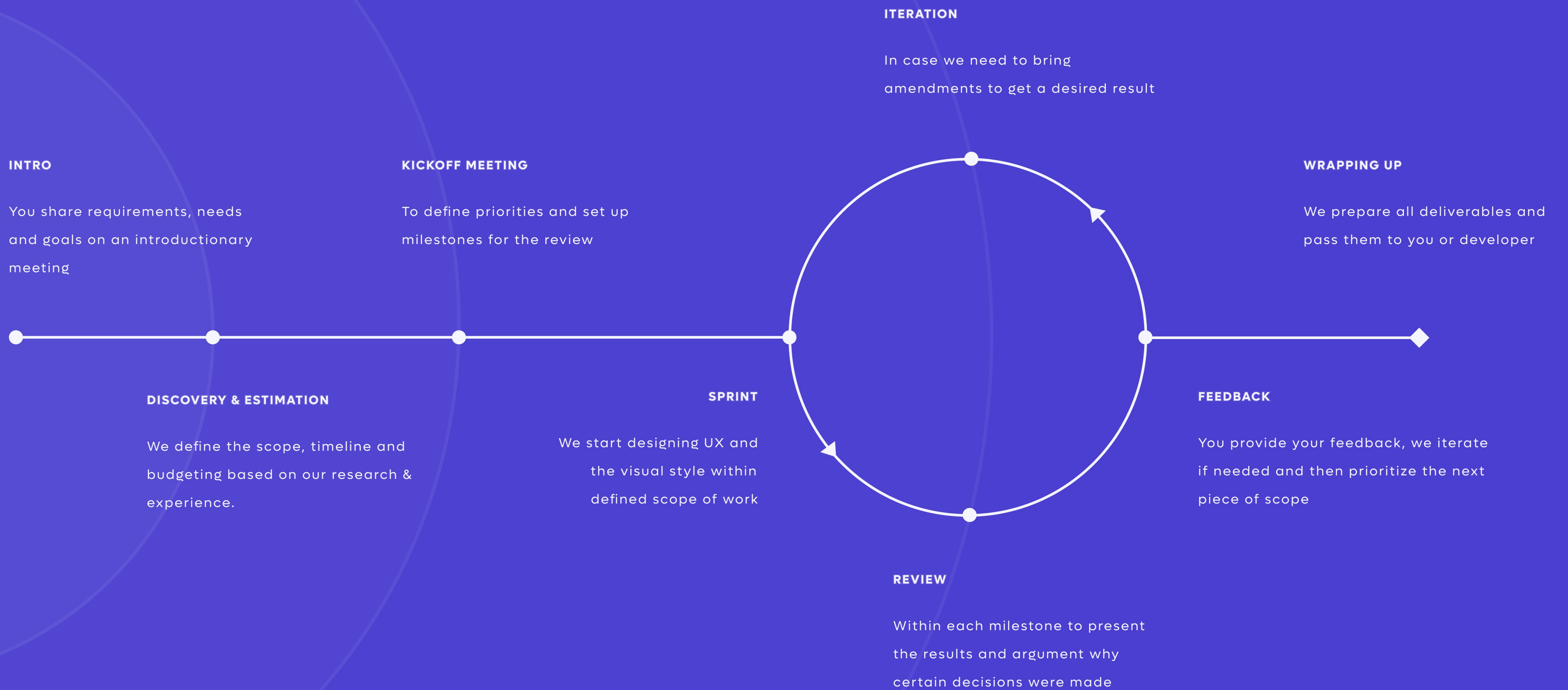
MILESTONES



TEAM



THE PROCESS



FIRST STEPS

PRODUCT DESIGN

PRODUCT DEPLOYMENT

who we are

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WHO WE ARE

Operating from London, Berlin and Kyiv our multicultural team integrates varied perspectives and skills, ensuring our design solutions are both globally relevant and locally nuanced. We pride ourselves on our ability to merge creativity with strategic thinking, crafting designs that not only look stunning but also deliver measurable results.

Our team's diverse expertise is the foundation of our approach to product development. With strong backgrounds in marketing, finance, brand management & arts our team members have worked with big multinational companies and successful startups. This rich professional history enables us to bring a unique blend of strategic insight and practical experience to every project.



Results

4.41 out of 5

Average App Store

Products we've designed maintain a 4.41 average App Store rating, reflecting strong user satisfaction and product-market fit.

80.2%

Retention Rate

Our long-term partnerships reflect mutual trust and understanding, with over 80% of clients continuing collaboration beyond their initial scope of work.

753M+

Acquired

Our clients have collectively secured over \$753M in funding rounds and acquisitions, marking significant milestones in their growth journeys.

200+

Businesses

Over 200 companies, from growing startups to established enterprises, have integrated our design expertise into their product development.

300+

Projects

We've delivered more than 300 product design solutions across SaaS platforms, enterprise systems, and digital products.

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OUR CLIENTS

Honored to collaborate with some of the most respected names across various industries. From tech giants to innovative startups, our portfolio reflects the trust and confidence that these leading companies have placed in us.

These partnerships are a testament to our commitment to excellence and our ability to deliver sophisticated and effective design solutions. With each project, we continue to uphold our standard of quality and innovation, knowing that our work speaks for itself.



OUR CLIENTS

Sortly

 DOORDASH

Stanford
University

Quantum Metric

Snap Inc.

 Microsoft

 DLA PIPER

 transcarent

 Henkel

 rentorr

 NetActuate

clair

yahoo!

Cubert

YESPLZ

OUR CLIENTS

Hermes

Hermes is a comprehensive analytics and trading enterprise solution tailored for venture capital firms with an early-stage investment focus. It offers powerful trading capabilities, advanced data visualizations, and in-depth analytics to support informed decision-making.

Hermes enables venture capitalists to efficiently manage portfolios, track market trends, and evaluate investment performance through intuitive dashboards and real-time data insights. Its robust architecture and user-centric design ensure that all critical information is accessible and actionable, driving better investment outcomes.





Dashboard

GROWTH MILESTONE

INVESTMENTS

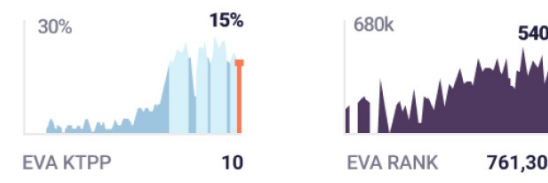


LegionFarm Group

\$1.7M

LegionFarm Group connects gamers with in-game training and assistance from professional players.

Delaware • Mar 16, 2020 • [Y Combinator](#)

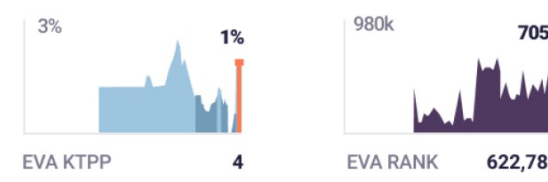


Zelos Gaming

\$300K

Zelos is a rewards program where gamers earn points and redeem in-game prizes across multiple games.

New York • Mar 15, 2020 • [Precursor Ventures](#)

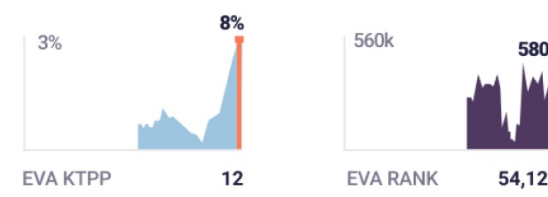


Agnoris

\$150K

Agnoris is a guest intelligence tool that connects and collects data for all restaurant systems.

San Francisco • Mar 14, 2020 • [Notation Capital and 2 more](#)



LEADERBOARD

Weekly

	Jeremy @jeremyanderson	9906 -207
	Edward @edwardcole	1231 +4
	Richard @richardjohanson	563 +19
	Brendan @brendanantone	547 +20
	Thomas @thomasdowson	401 +31

QUICK LINKS

EDIT

- Popular Streams →
- My Streams →
- My Lists →



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Their expertise in design and user experience has enabled us to create a dynamic and user-friendly platform that enhances our operations. Their forward-thinking approach and keen attention to detail have made Hermes an essential tool for our business, seamlessly integrating advanced features and insightful data visualizations.

— David Rowland, Head of Product

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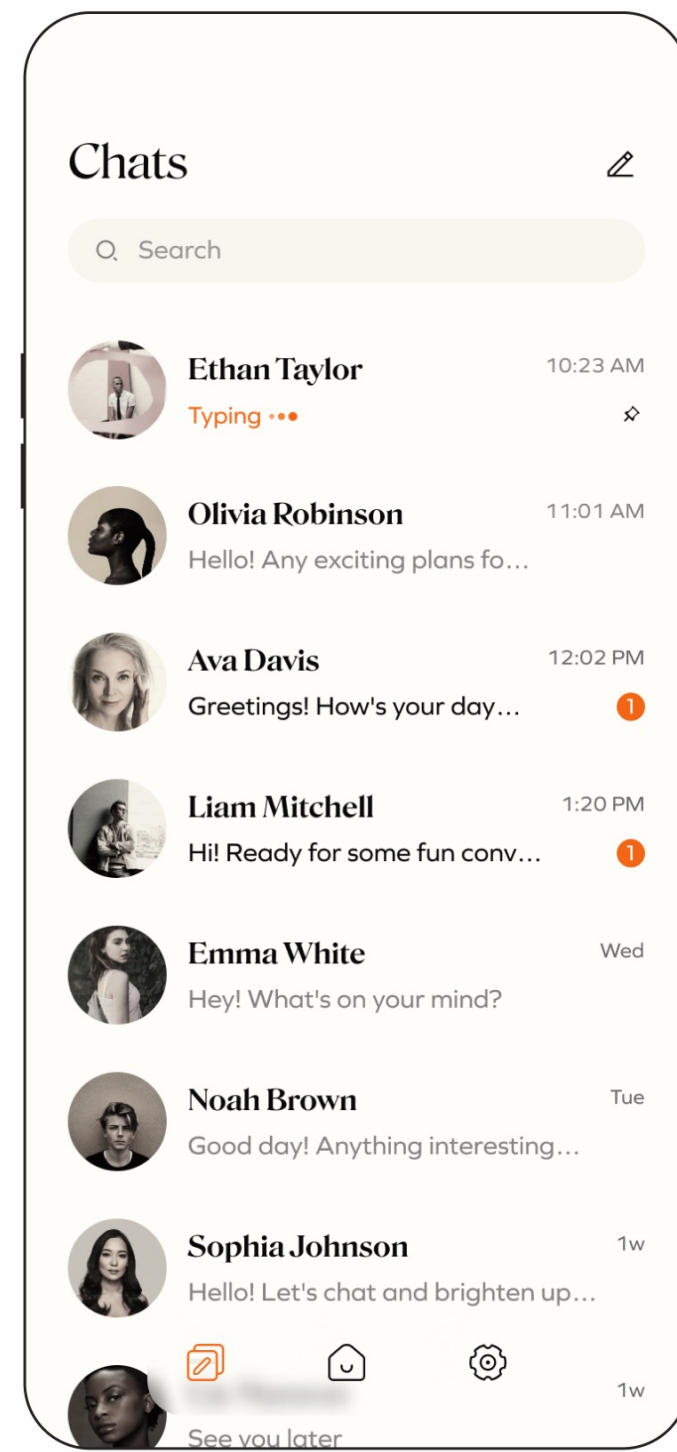
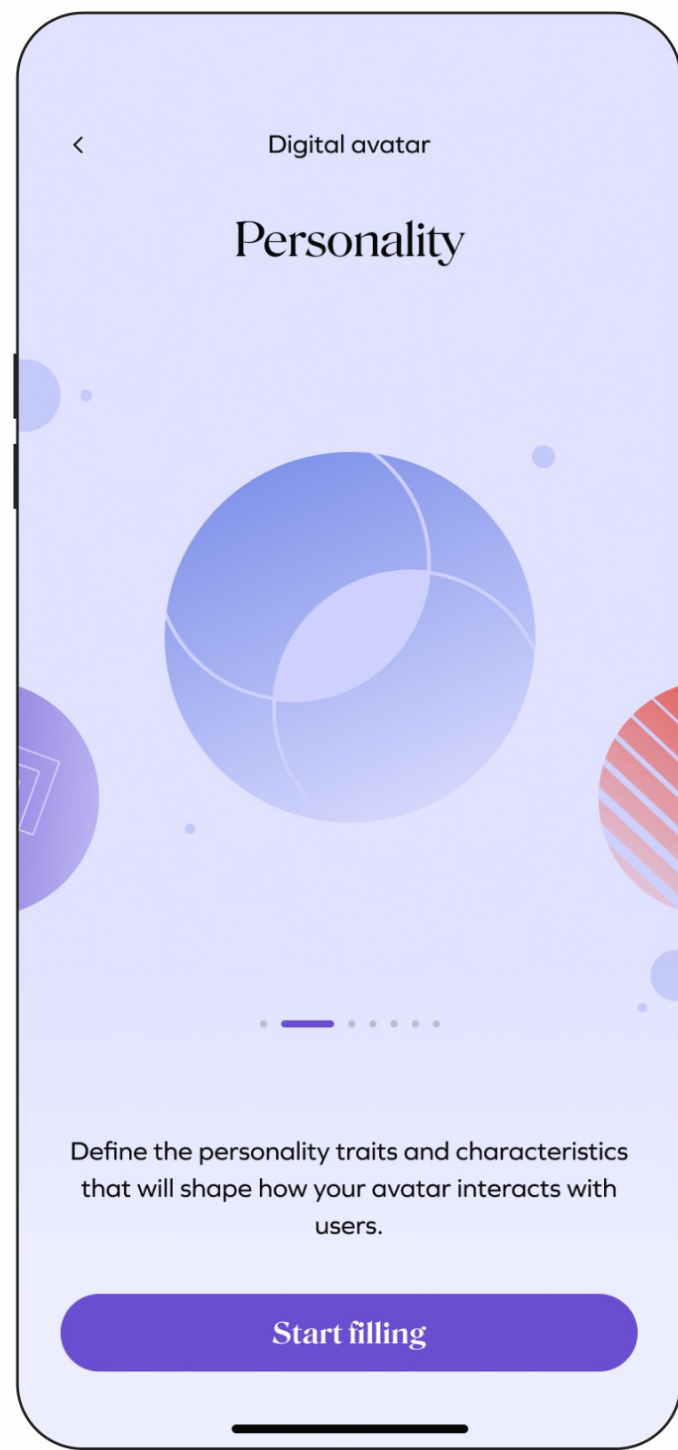
OUR CLIENTS

Fanbai

Fanbai is a cutting-edge platform which provides famous personalities and digital creators with the opportunity to enhance their engagement with their audience through their digital personas. Its advanced AI engine trains on diverse data, including photos, social media posts, speech samples, and tone of voice, to build lifelike digital representations.

Fanbai enables celebrities and influencers to interact with their community in a more personal and scalable way, offering immersive and authentic experiences. Whether it's answering questions, sharing updates, or creating personalized content, Fanbai redefines audience interaction through the power of AI.





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Happy to have them onboard. Their creative vision and dedication brought our idea to a revolutionary tool for digital creators to engage with their audiences in a truly unique and interactive way.

— Ryan Matovu, Founder at Fanbai

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Meridian

Meridian is a sports analytics platform that combines comprehensive data analysis with a powerful AI engine. Meridian empowers clubs to scout emerging talents and make data-driven decisions with unmatched precision. This broad and sophisticated platform offers an array of features, from detailed player stats and match analysis to predictive modeling and tactical insights.

With an intuitive interface, Meridian delivers deep, actionable insights to enhance team performance and strategy. This all-in-one solution redefines sports analytics, giving teams a competitive edge to excel at every level.



☰
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<p>MATCHES PLAYED</p> <p style="font-size: 2em; font-weight: bold;">33</p> <p style="text-align: right; font-size: 0.8em;">/5 LEFT</p>	<p>AVERAGE RATING</p> <p style="font-size: 2em; font-weight: bold;">7.13</p> <p style="text-align: right; font-size: 0.8em;">*MERIDIAN</p>	<p>PLAY STYLES</p>	<p>TOP GOAL-SCORERS</p> <p>COLE PALMER 10 Midfielder</p> <p>NICOLAS JACKSON 8 Forward</p> <p>RAHEEM STERLING 5 Forward</p>
<p>GOALS SCORED</p> <p style="font-size: 2em; font-weight: bold;">44</p> <p style="text-align: right; font-size: 0.8em;">- 33 ASSISTS</p>	<p>GOALS CONCEDED</p> <p style="font-size: 2em; font-weight: bold;">33</p> <p style="text-align: right; font-size: 0.8em;">- 1.7 PER GAME</p>	<p>HOME VS AWAY, POINTS</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> <p>57%</p> <hr style="width: 80%; margin: 0 auto;"/> <p>41 pts</p> </div> <div style="text-align: center;"> <p>43%</p> <hr style="width: 80%; margin: 0 auto;"/> <p>31 pts</p> </div> </div>	<p>NEXT MATCH</p> <p>Stamford Bridge, London. Mar 3, 17:30</p> <div style="display: flex; align-items: center; justify-content: center;"> VS </div>
<p>TOP PERFORMERS</p> <ul style="list-style-type: none"> <li style="margin-bottom: 10px;"> <div style="display: flex; align-items: center;"> <div style="border: 1px solid #ccc; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">7.56</div> <div> <p>COLE PALMER</p> <p>Midfielder</p> </div> </div> <li style="margin-bottom: 10px;"> <div style="display: flex; align-items: center;"> <div style="border: 1px solid #ccc; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">7.33</div> <div> <p>CONOR GALLAGHER</p> <p>Midfielder</p> </div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid #ccc; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">7.17</div> <div> <p>REECE JAMES</p> <p>Defender</p> </div> </div> 	<p>TIPS</p> <p>PREDICTION REPORT</p> <p>Unlock the power of data-driven insights to anticipate match outcomes, player performances, and tactical trends. Stay ahead of the curve and make informed decisions</p> <p>● ○ ○</p>	<p>WIN RATE</p> <p>45%* - LEAGUE AVERAGE</p> <p style="text-align: center; font-weight: bold;">53%</p> <div style="display: flex; align-items: center;"> <div style="width: 50%; height: 10px; background-color: #000080; margin-right: 5px;"></div> <div style="width: 50%; height: 10px; background-color: #ccc; margin-right: 5px;"></div> </div> <p style="display: flex; justify-content: space-between; font-size: 0.8em;">0 100</p>	<p>CHELSEA, LAST 7 MATCHES</p> <p style="text-align: center; font-weight: bold; letter-spacing: 0.5em;">W L W W D W W</p>
<p>*AVERAGE MERIDIAN RATING</p>	<p style="font-weight: bold; color: #000080;">GET THE REPORT →</p>		



Collaborating with hue&machine has been a game-changer for Meridian. Their expertise in design and user experience has brought our vision to life, creating an intuitive and powerful platform. Their attention to details and comprehensive approach have elevated Meridian to the forefront of sports analytics technology.

— Brandon Pak, Founder at Meridian



