

Kadosh Softwares — Portfolio

We craft holistic, people-friendly digital experiences. We act as strategic partners for fast-growing companies in need of a scalable website with modular CMS, a product design system, and a future-proof brand identity.

Our clients are the companies and startups who make the world go round they treat diseases, move parcels, insure cars, process payments, create jobs, send emails, publish news, educate nations, and build properties. Vast and complex businesses like these need digital experiences that are just as people-friendly as they are robust and scalable.

Through challenging core assumptions, we shape the products and services that improve the lives of thousands every single day.

We build products that improve functionality, stay reliable, and evolve with time. Like the world around us and the businesses we work with, our design practice is always striving to improve.

We craft products and services that don't just meet expectations but improve lives, serving thousands of individuals and businesses every single day.

Design

- UI Design
- UX Design
- Brand Design
- Graphic Design
- Motion Design

Engineering

- Website Development
- Software Development
- Front-end Development
- Back-end Development
- Mobile App Development

Consultancy

- IT Support
- Tech Strategy
- Cybersecurity
- CMS implementation
- Quality assurance

To empower businesses and transform lives.

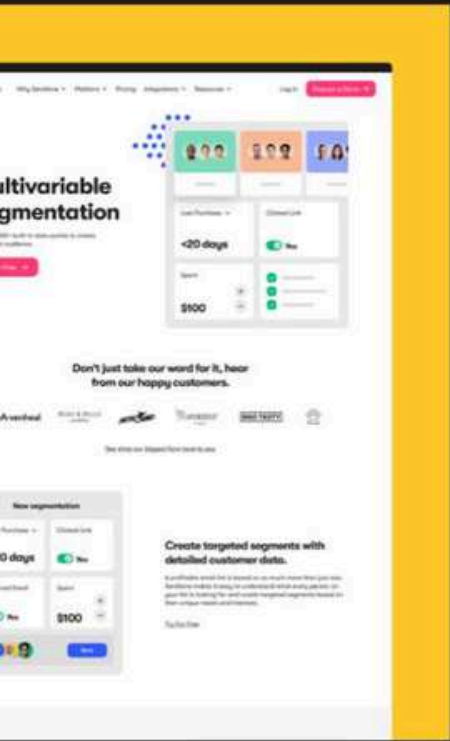
Kadosh Softwares was founded with a vision to not only drive innovation but also make a meaningful impact on people and communities.

By helping businesses grow through tailored digital solutions, we unlock potential, foster entrepreneurship, and contribute to job creation.

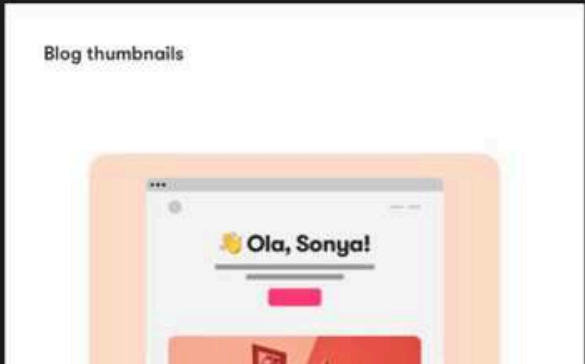
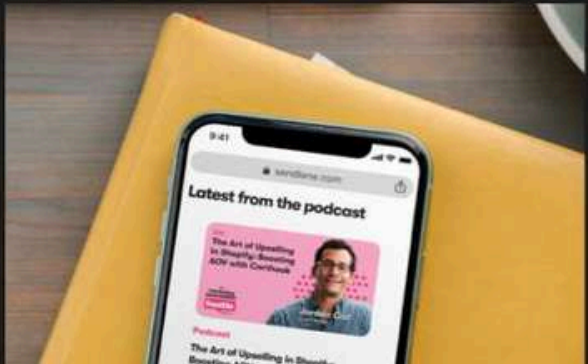
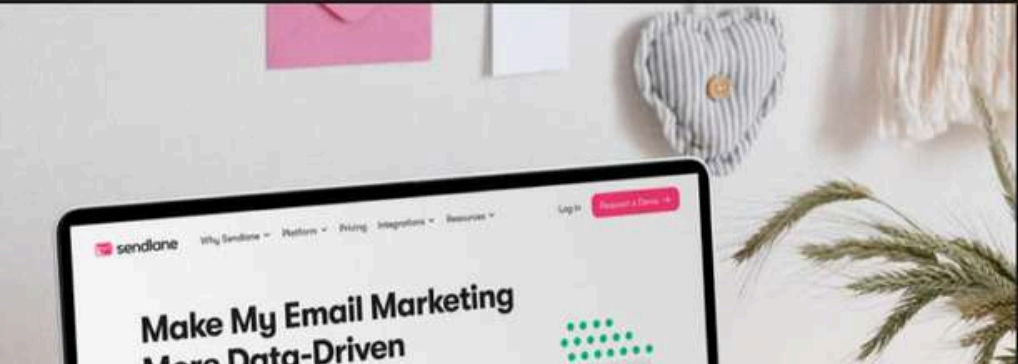
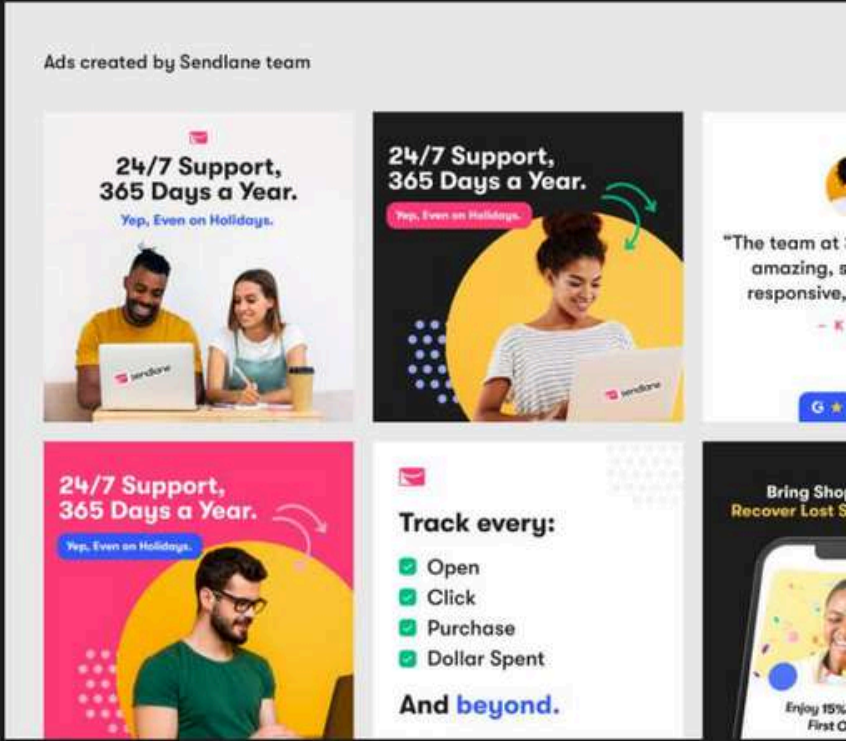


Selected Case Studies

Revitalising the website, product, and brand for a premier automated marketing platform.



Revitalising the website and brand for a premier automated marketing platform.



Core value illustrations



We are a team



Channel positivity



Be passionate



Sendlane

Sendlane is a behavior based email marketing automation tool for eCommerce stores.

Headquarters

San Diego, US

Industry

SaaS, Email marketing

Company Size

51 — 200 employees

Services we provided

- Visual identity
- UX research
- Website design
- Design system
- CMS integration
- Product design

The client

Sendlane is an email marketing platform based in San Diego. Founded in 2013, the company has grown to a team of more than 50 people and helps a wide range of ecommerce businesses to get more from their email marketing efforts.

The problem

As with most b2b cloud software tools, email marketing has become very crowded space. Sendlane had been working hard to deeply understand their customers and created a platform that is uniquely suited to both them and the demands of the ever-growing ecommerce space. But whilst their product was hitting all the right notes with their avid users, CEO Jimmy Kim and his marketing team felt that their own brand and website was vastly underselling their powerful offer — so Kadosh Softwares came onboard to help.

The solution

We completed a full rebrand for Sendlane, supported by a brand new website with an optimised user experience and CMS integration. In addition, we've worked closely with their product team to create a scalable and consistent design system. The system encompasses all the modules, components, spacing, color, and typography guidelines.



**Turn online
shoppers
into loyal,
lifetime
customers.**



10620 Treena Street 250
San Diego, CA 92131, US

Sendlane helps you generate more revenue, increase retention,
and automate personalized experiences for your customers.





Hi Jenna!

We've all been through it.

Something comes up with a product or service and you have questions or need help ASAP, so you try to get in touch with customer support.

But that "Live Support" link you click doesn't connect you to anyone. The chat bot has you jumping through hoops just to get to a real person. And that email form you filled out takes a week or more just to get a response.

Meanwhile you're getting frustrated, your issue isn't resolved and your productivity just came to a halt. Two thumbs way down.

At Sendlane, our team is available 24/7 and 365 days per year. Yep, even on Holidays.

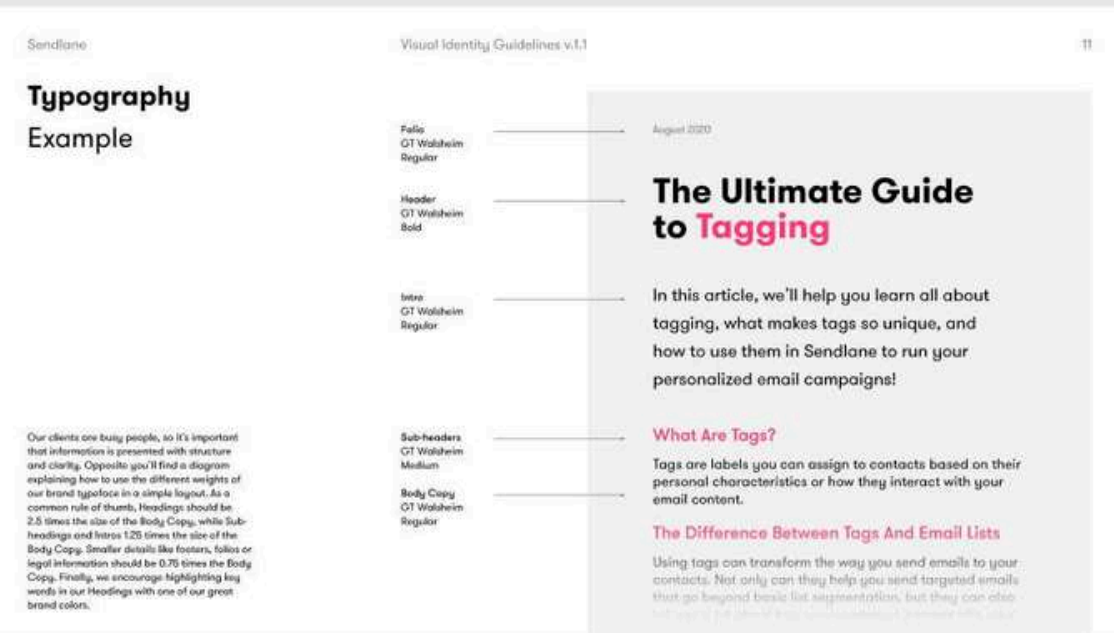
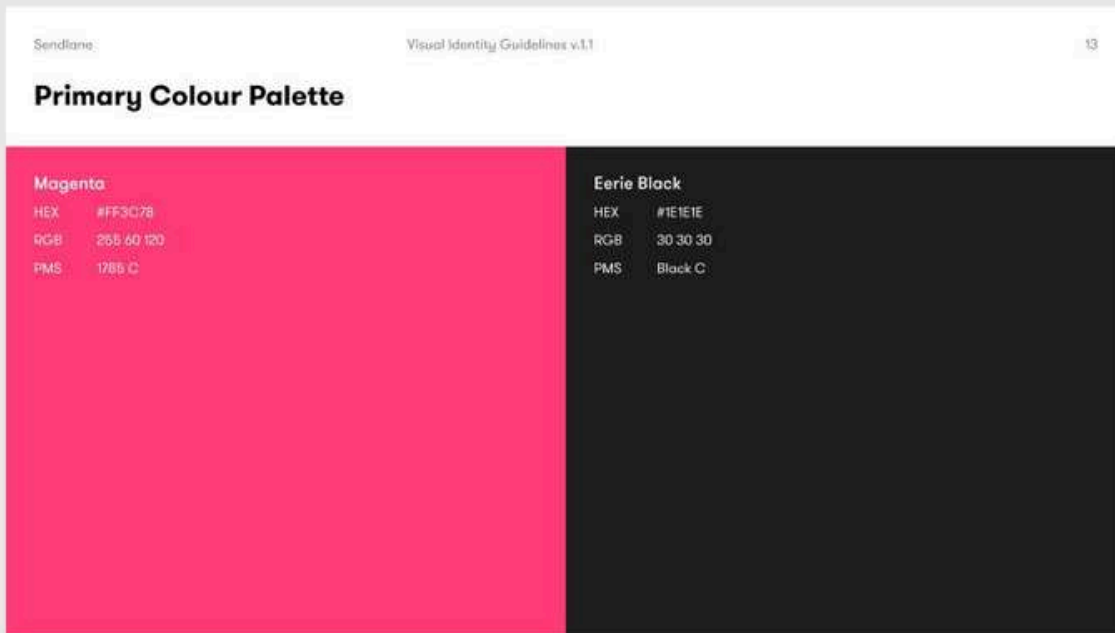
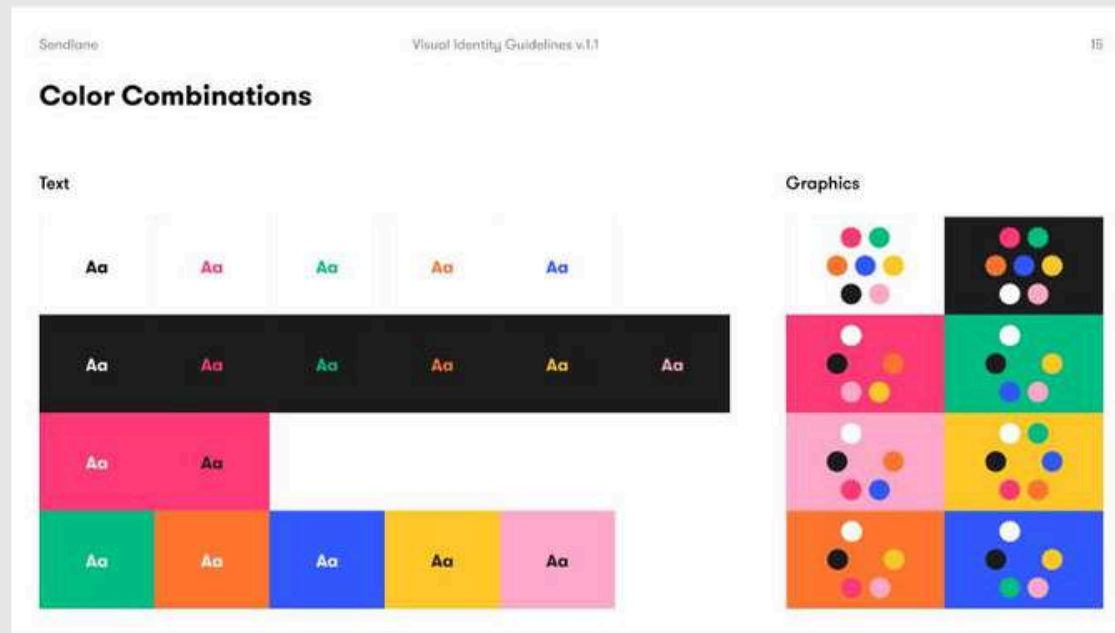
And to make you smile even more, we have a 30 second average wait to get in touch with a real live human. No joke.

Mariesa Portmann
Director of Customer Success

10620 Treena Street 250
San Diego, CA 92131, US

sendlane.com

● info@sendlane.com
● [@sendlane](https://twitter.com/sendlane)



The Results

Within 30 days after the launch, Sendlane experienced an uptick in everything from trial conversions to demo sign-ups, compared to the old website. Bounce rate drop on the homepage by 20% just 30 days after the launch.

We continue to work closely with Sendlane on growing and optimizing their website and are proud to be a part of their journey towards growth. We have a fantastic relationship with the team behind Sendlane.

We've helped them re-brand, design, and launch their two sub-products called Commerce Roundtable and eCommerce Academy.

“... They’re very experienced and know what they’re doing as designers. If you listen to them, they will help elevate your brand and achieve your goals.”

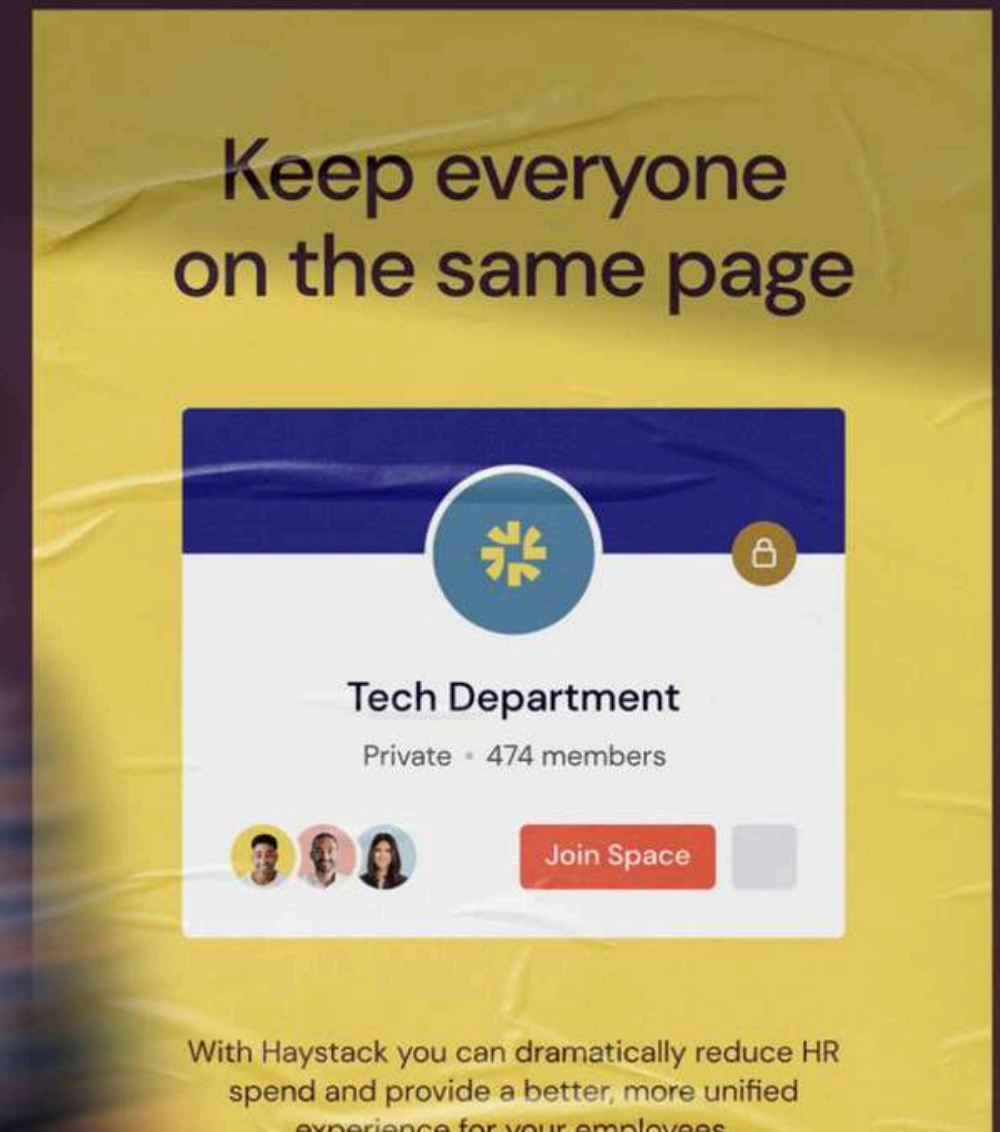


Jimmy Kim

— CEO at Sendlane

Haystack —

Supporting Haystack's mission to make big companies feel smaller with a new brand, website, and CMS.



Haystack

Haystack is a thoughtfully designed collaboration hub that is on a mission to make big companies feel small.

Headquarters

Los Angeles, US

Industry

SaaS

Company size

11 — 50 employees

Services we provided

- Market research
- Identity development
- Website design
- Front-end development
- CMS integration

The client

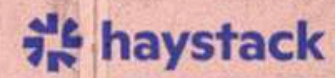
Haystack is a collaboration platform that keeps organizations connected by providing a centralized hub for knowledge, communication, and people. Through Haystack, organizations can streamline internal communication, accelerate productivity, improve alignment, and empower their workforce. Founded in Los Angeles, Haystack is a team of curious and creative explorers on a mission to make big companies feel smaller.

The challenge

Haystack needed a consistent brand, design language, and a CMS-backed website to scale them into Series A and beyond. Their website lacked depth and striking visuals, so they wanted to amplify their brand visibility and showcase their product in an easily digestible way. Working with companies with a strong design culture is always challenging, and the Haystack team set the bar pretty high with their work on the product. However, with so many shared values and a similar mission focused on bringing people together, it was an easy decision for BB Agency to jump on the opportunity to work with Haystack.

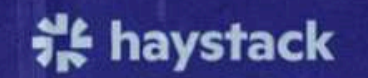
The solution

We researched, strategized, and designed the new Haystack visual identity, supported by a brand new website with a design system and Webflow integration.



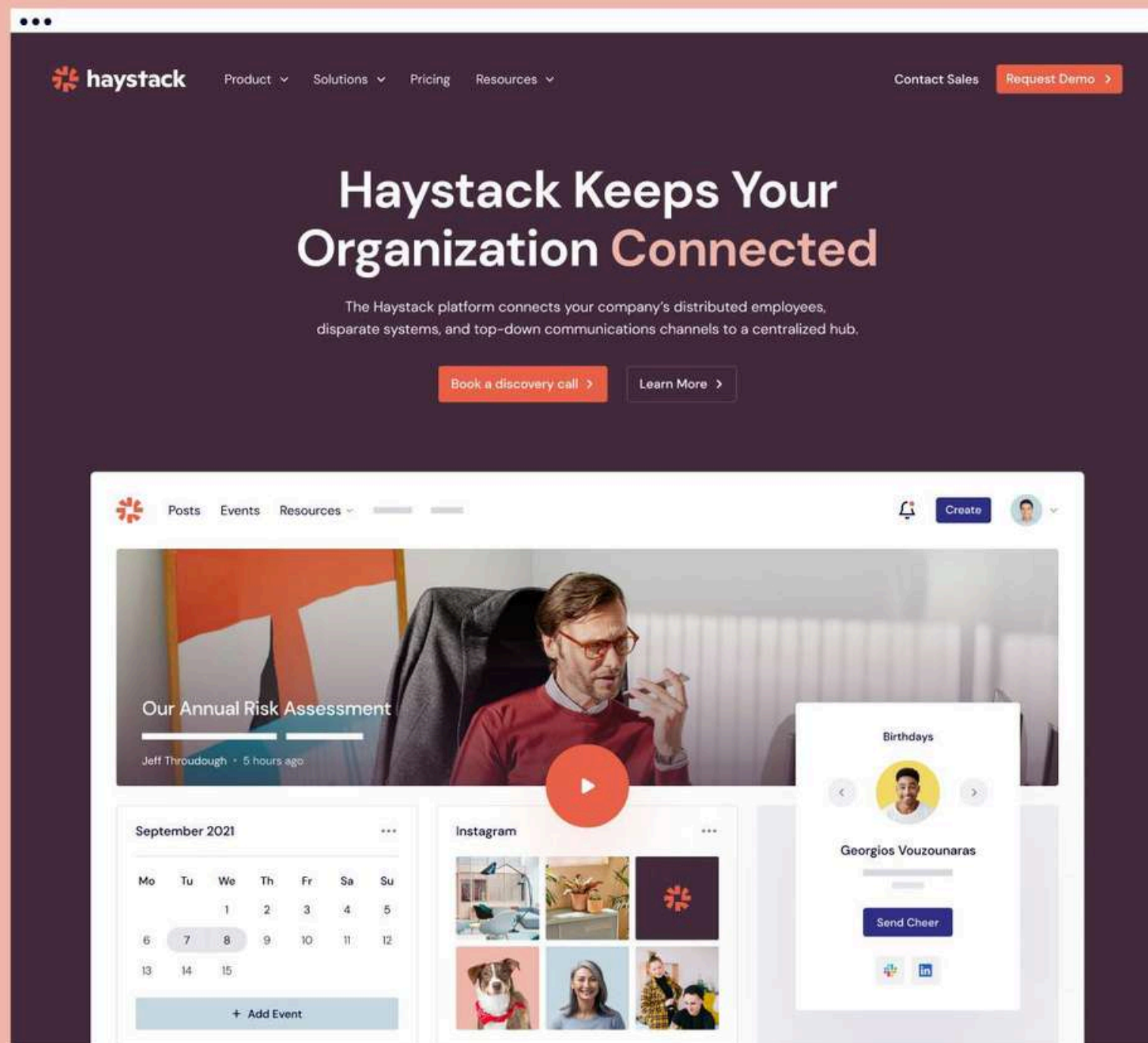
We are making
intranets
cool again

Connect at haystackteam.com



Products
that make
big companies
feel smaller

Connect at haystackteam.com



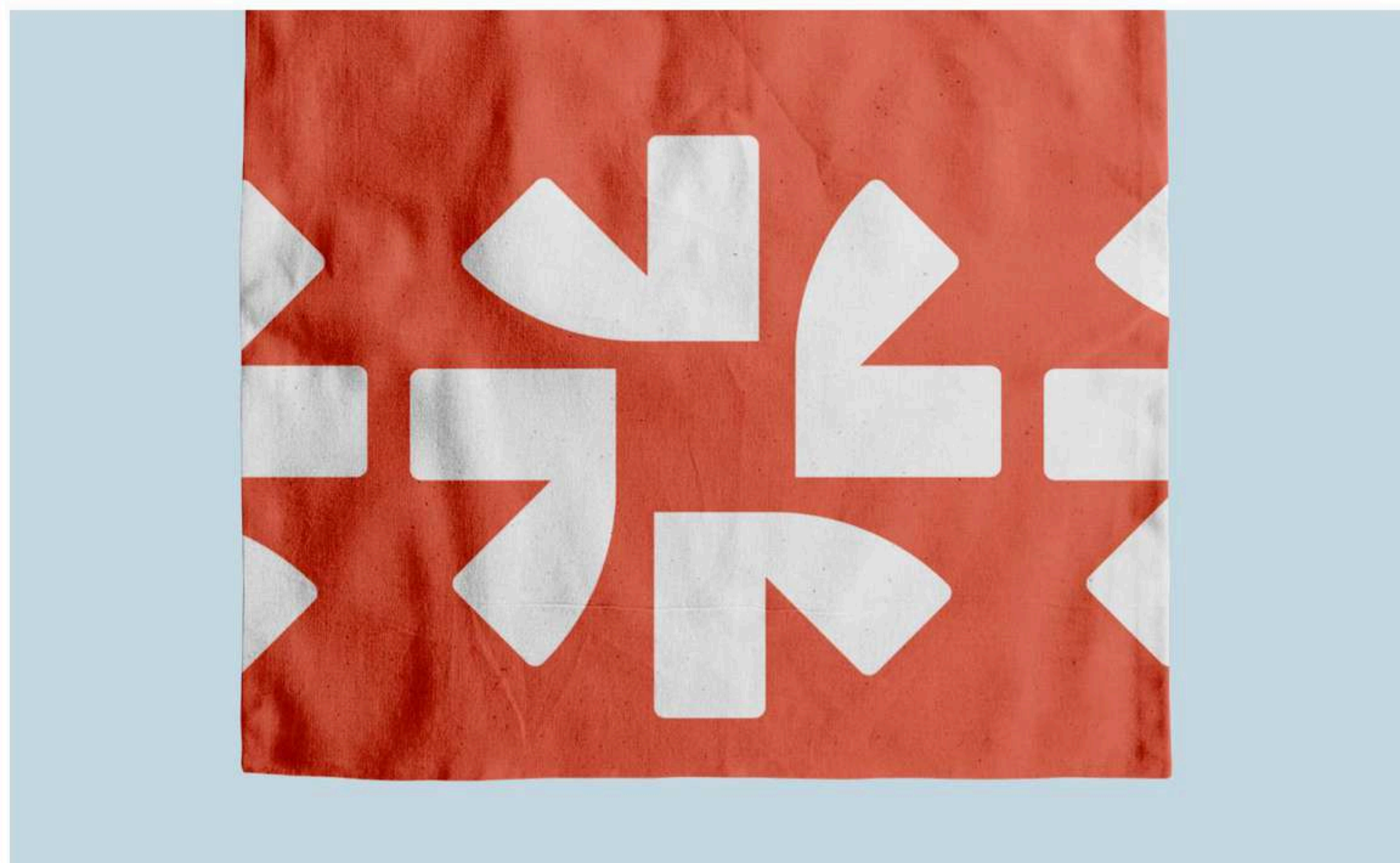
See what Haystack can do
for your organization



Communication

With Haystack, organizations can break down silos and streamline internal communication. Create, publish, and measure across multiple platforms – all from one place.

- ✓ Mark as must read
- ✓ Employee newsletter
- ✓ Detailed analytics and insights
- ✓ Integrate with Slack, Teams, and Google Calendar





Haystack gives
employees
context and
understanding to
**work together
effectively.**

www.haystackteams.com

Cameron Lindsay

Co-founder

202-555-912
cameron@haystackteam.com
haystackteam.com



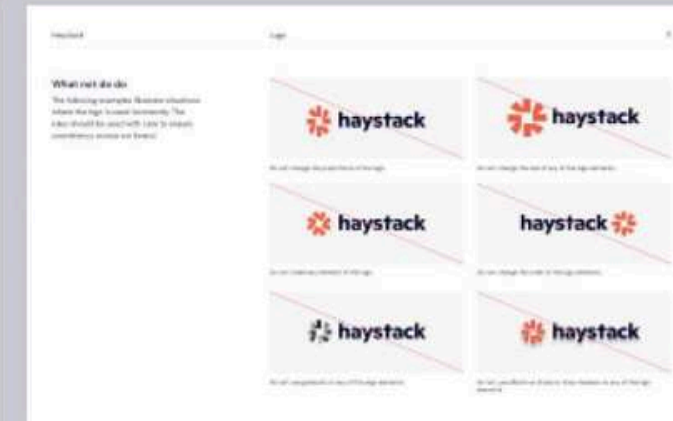
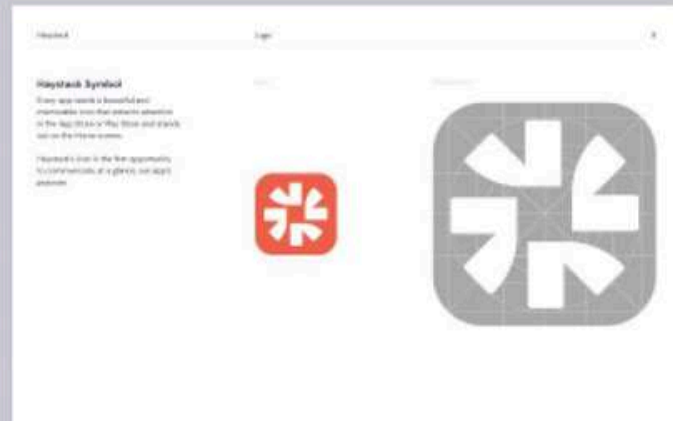
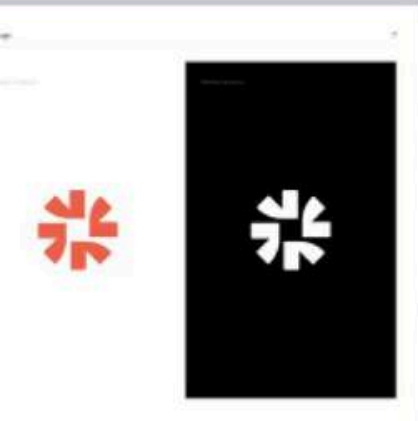
Brand Guidelines Haystack

01 Logo
02 Color Palette
03 Typography
04 Patterns
05 Applications

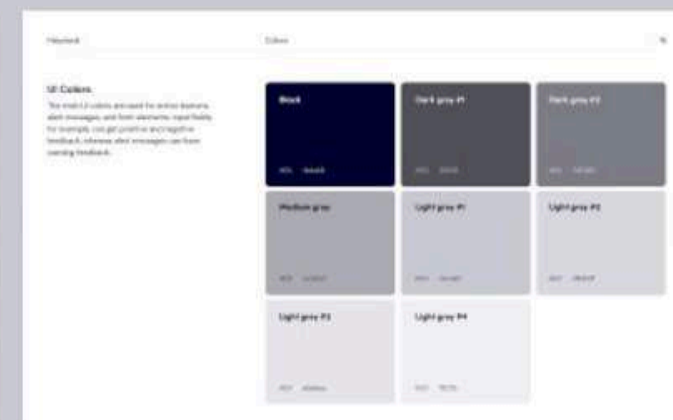
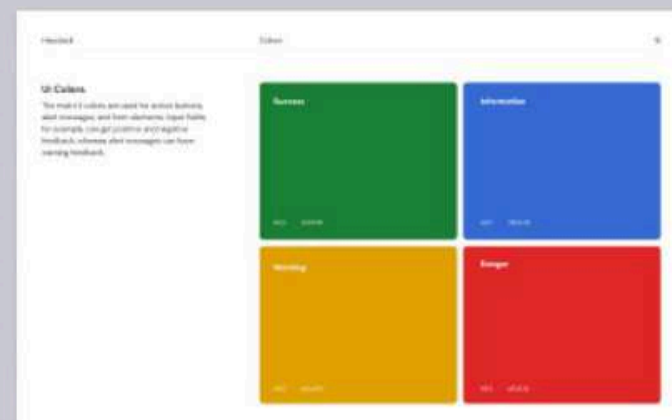
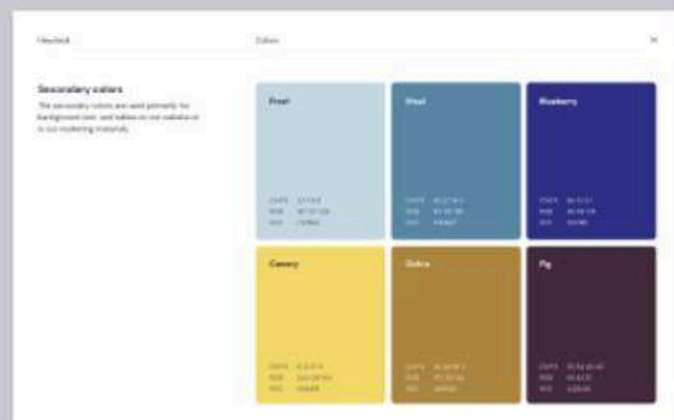
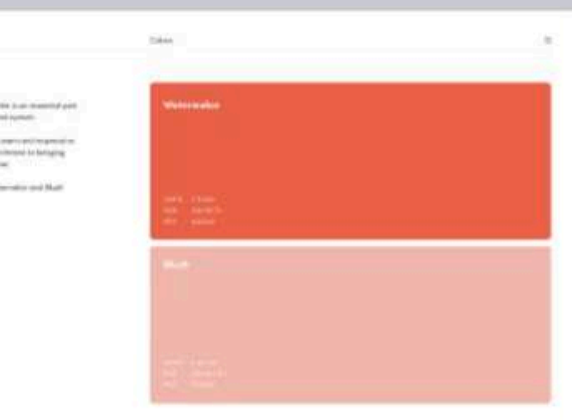
01



Logo construction:
Logo:
The horizontal height of the logo is approximately the same as the width of the symbol. The symbol is made of 12 arrows pointing outwards from the center.



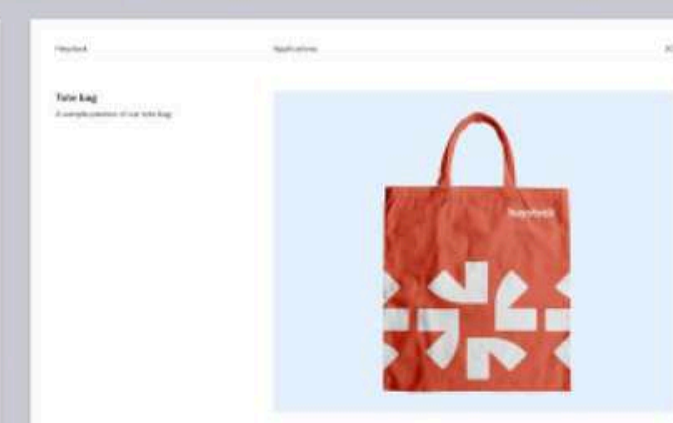
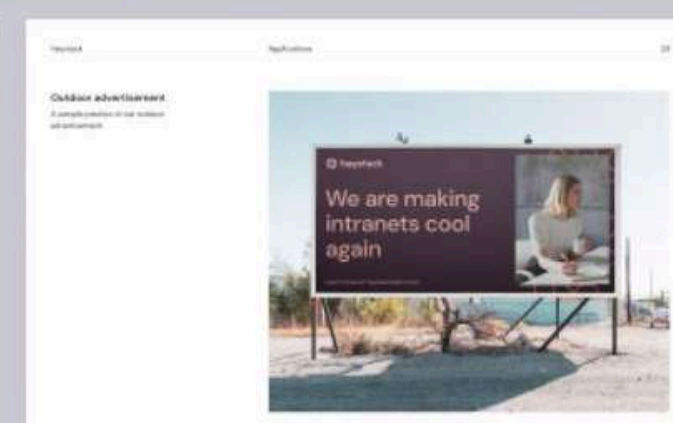
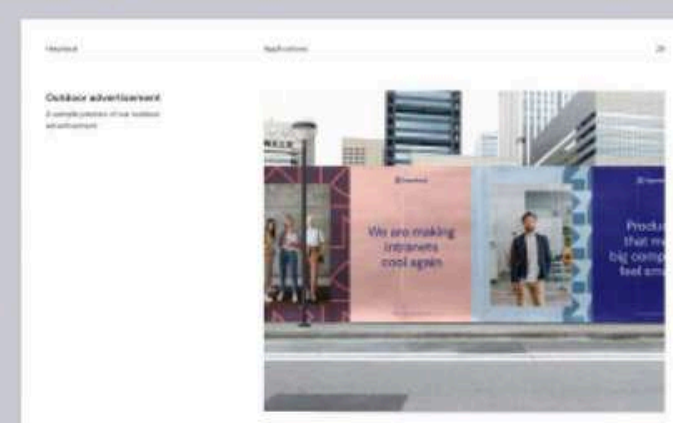
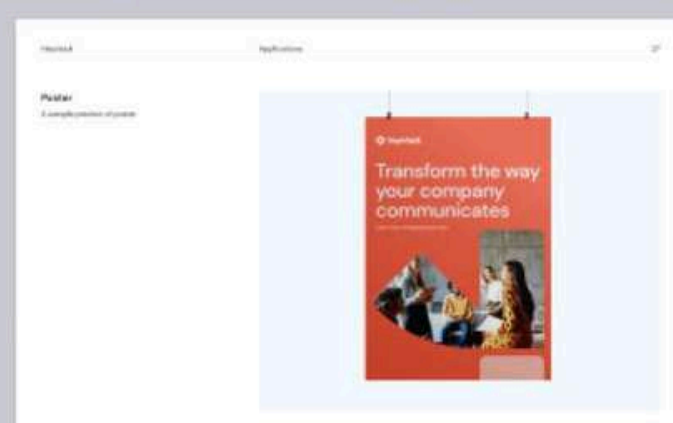
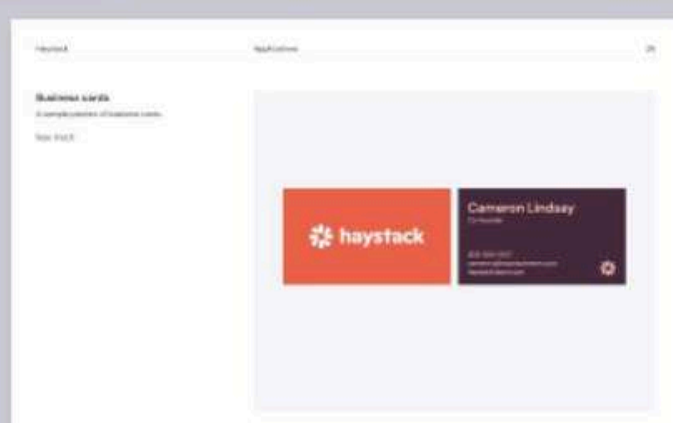
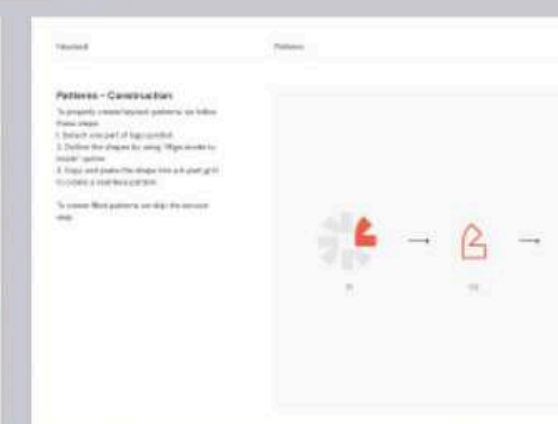
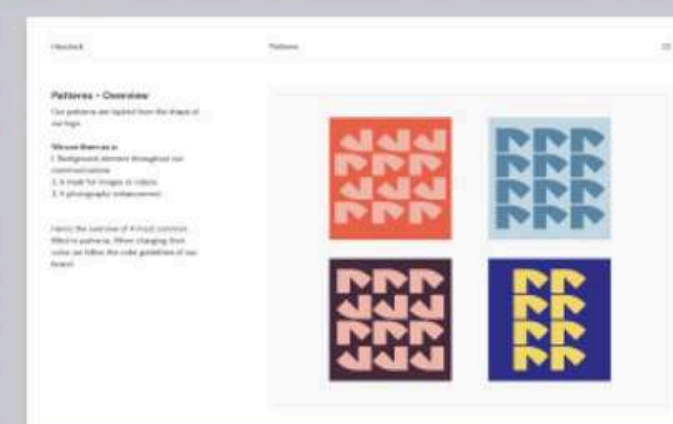
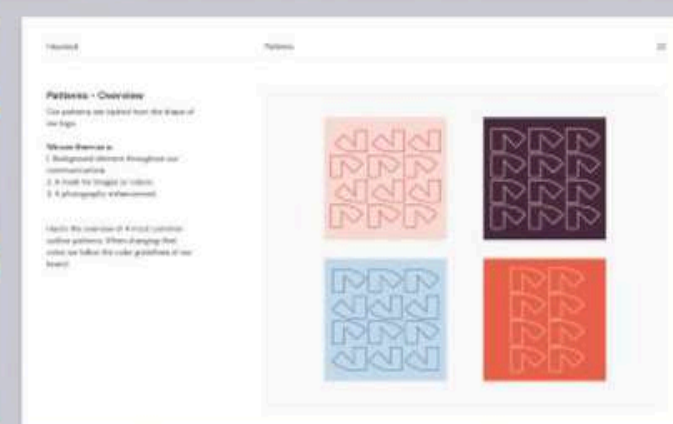
02



03



04



The Results

By collaborating closely with the Haystack team, we developed a unified and scalable brand identity, a cohesive design language, and a visually striking CMS-backed website. The result was a digital experience that amplified Haystack's brand visibility and effectively showcased their product, making it more accessible and engaging for their target audience.

The new website successfully:

- Enhanced brand perception by incorporating a sleek, modern design that resonated with their Series A ambitions.
- Improved user experience with intuitive navigation and clear product storytelling, simplifying complex information for broader audience appeal.
- Provided scalability through a robust CMS, empowering Haystack to manage content effortlessly and adapt as they grow.

This project not only met Haystack's high design expectations but also reinforced their mission of bringing people together, establishing them as a forward-thinking and people-centric brand.

ShipBob —

From startup to grown up:
building a scalable brand
for ShipBob.



Shipbob

ShipBob is tech-enabled 3PL that offers simple, fast and affordable fulfillment for thousands of brands with an international fulfillment network across the US, Canada and Europe.

Headquarters

Chicago, IL, USA

Industry

Shipping, transportation, logistics

Company Size

501 — 1,000 employees

Services we provided

- Visual identity
- Website design
- Design system
- CMS integration

The client

ShipBob is a logistics provider that supports e-commerce businesses with access to their network of fulfilment centers and tools to maintain control over inventory, orders, and shipments. ShipBob was founded in 2014 and is one of the fastest-growing tech companies in the US, with more than 650 employees and hundreds of thousands of square metres of warehouse space across the country.

The problem

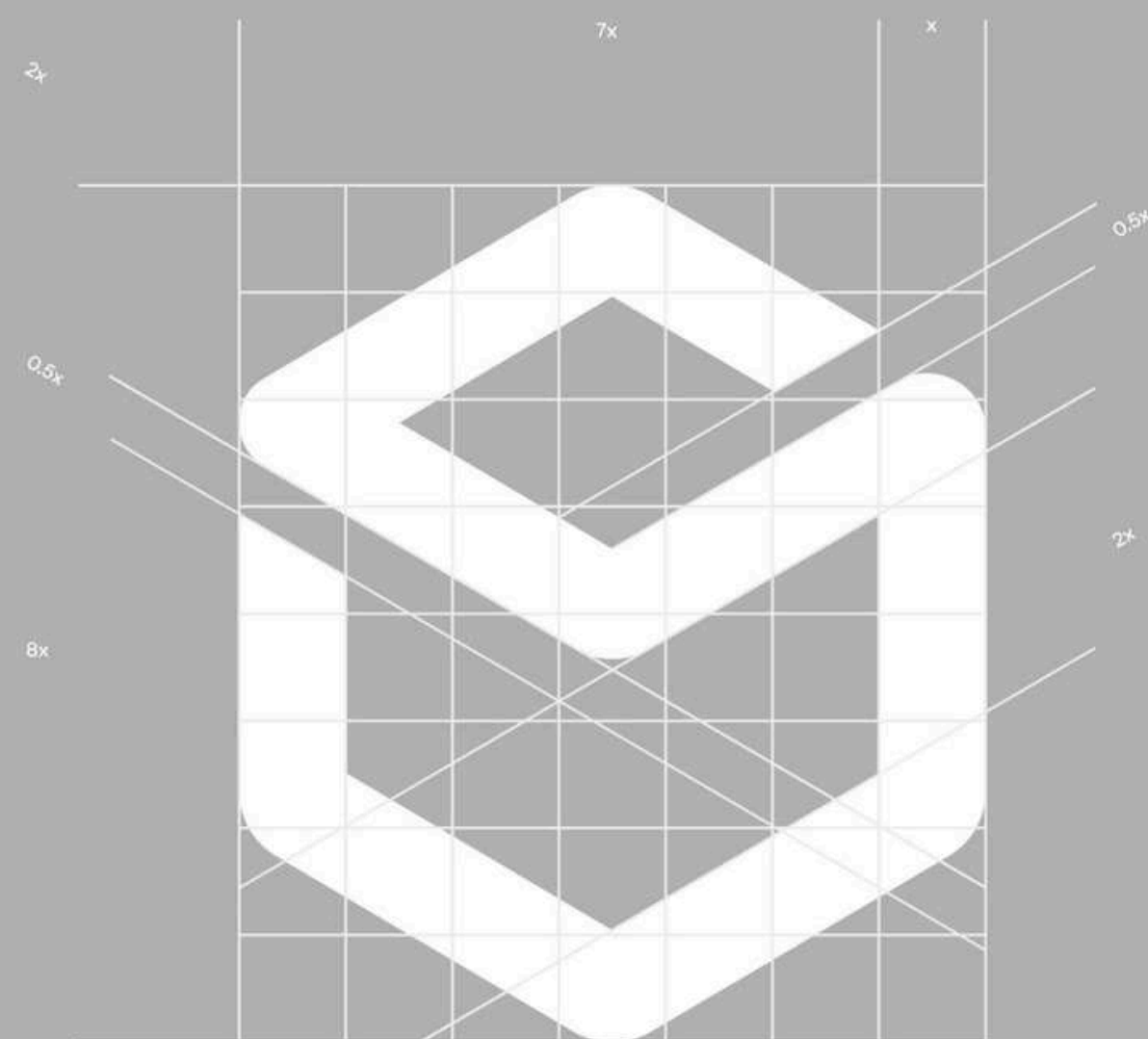
ShipBob's existing brand was selling them short. Having secured funding, the time was right to rebrand and to better communicate ShipBob's personality and story. They wanted to bring to the fore their sense of warmth, emotion and the real connection to their customers that you don't typically see in the logistics category. Functionally, they needed to create a more cohesive experience across their website, increase conversions and create more flexibility for their internal teams.

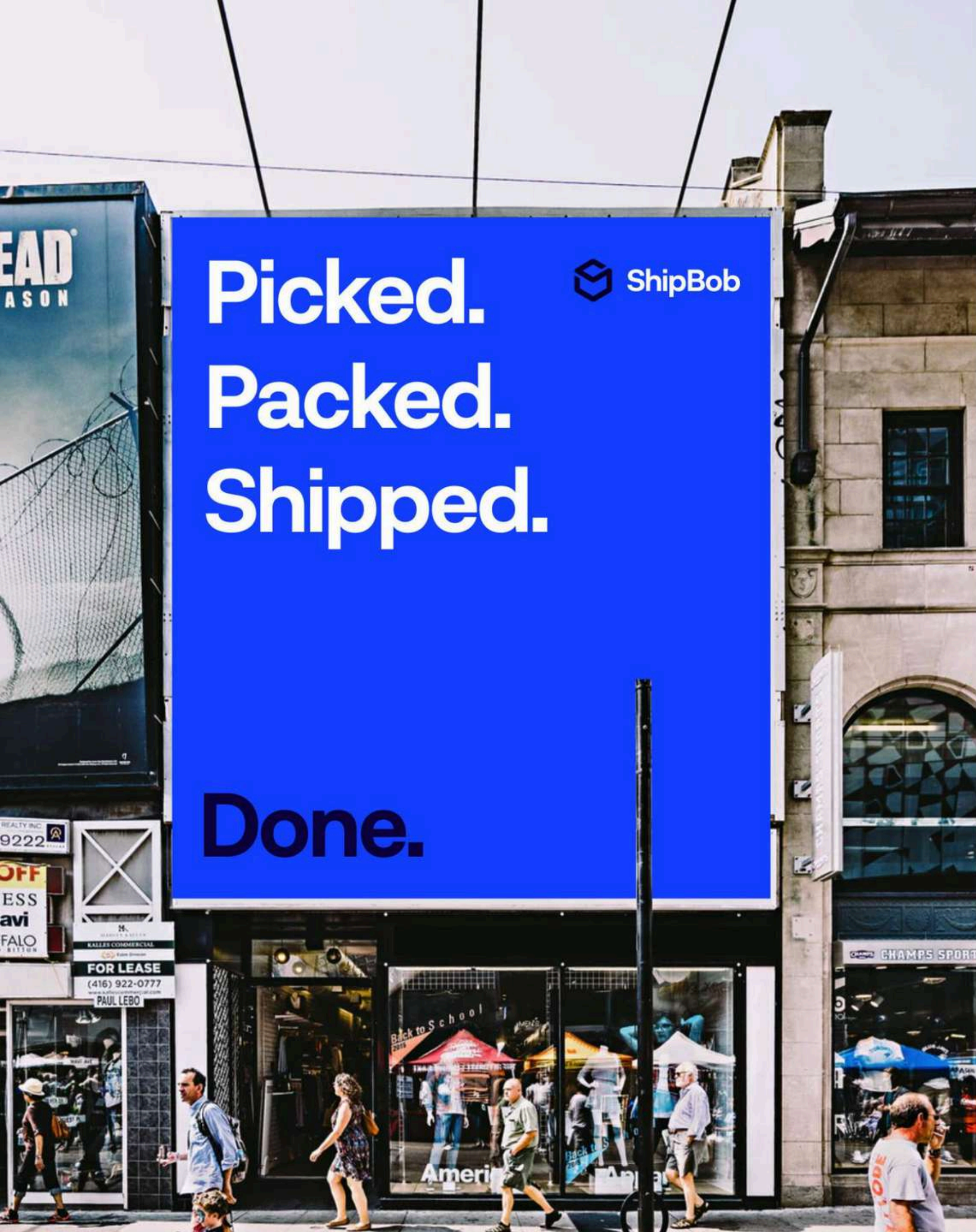
The solution


We refreshed ShipBob's brand with an updated logo, color scheme and UI design. We also designed and built a flexible new website and an easy-to-use CMS platform.



ShipBob







ProductPricingCustomersAboutBlogSupport

Log InGet Started

Picked, packed, and shipped.

ShipBob empowers you to run your ecommerce business with fulfillment centers near your customers and the tools to maintain control over **inventory, orders,** and **shipments.**

Get Started

✓ International shipping.

✓ Ecommerce platform integration.

✓ Branded packaging.

#99

No. 99 out of Inc. 5000

Most successful companies in America

#1

Top 3PL Provider

Multichannel Merchant's Top 3PL provider

#32

No. 99 out of Inc. 5000

Most successful companies in America


#1

Top 3PL Provider

Multichannel Merchant's Top 3PL provider

HOW IT WORKS

How ShipBob goes from your online store to your customer's door




"To say that switching to ShipBob has been life-changing is an understatement."

Anastasia Allison,
founder @Kula Cloth

9:41

shipbob.com




Get Started

Picked, packed, and shipped.

ShipBob empowers you to run your ecommerce business with fulfillment centers near your customers and the tools to maintain control over **inventory, orders,** and **shipments.**

Get Started



4 Use Cases



3.1 Typeface

Our Brand
Typeface is

Regular 12pt

Size 22pt

Neurial
Grotesk

ShipBob brand typeface is Neurial Grotesk.
Neurial Grotesk should be used for all of the communication assets of the brand from printed materials to digital experiences.

2.2 Secondary colors



The secondary (ShipBob) color palette is built from a selection of four colors: Cloud, Ash, Canary, and Carrot.
The secondary colour palette should be applied for additional visual identity elements such as buttons, backgrounds, infographics, social illustrations.

1.1 Logo



ShipBob logo consists of two core elements: the logo mark and the logotype. While the logo looks best when both of the elements are present, they can be used separately as well.

3.1 Typeface

Regular 123467890
Medium 12345678
Bold 1234567890

There are three weights of Neurial Grotesk that should be used across the identity: Regular and Medium and Bold.

2 Colors

2

2.4 Secondary colourway



ShipBob Visual Identity Guidelines



2.1 Primary colors



ShipBob primary color palette is built on a selection of three shades.
Primary brand palette consists of three colors: Cobalt, Sky and Denim. These colors should be used more extensively.

4 Use Cases



4 Use Cases



4 Use Cases



The Result

After six months of collaborative work, we launched the new ShipBob visual identity, and the flexible new website that was custom-built into the WordPress CMS. The team at ShipBob saw immediate effects as the conversion rate went up by 27% within four weeks of launching.

“The positive feedback from our customers and prospective customers on the website was instantaneous. It was great for our team internally and Kadosh Softwares to receive such glowing reviews, but it was the data on conversion rates that I focused on. We actually saw a 27% lift in conversion rates blended across all traffic sources.”



Casey Armstrong

— CMO at ShipBob

Helping Justuno, the lead capture platform, convert more customers with a new brand strategy and website.



Justuno

Justuno provides a suite of on-site conversion tools designed to increase leads and revenue for thousands of businesses worldwide.

Headquarters

San Francisco, US

Industry

SaaS

Company size

51 — 100 employees

Services we provided

- Market research
- Customer research
- Identity development
- Website design
- Design system
- Front-end development
- CMS integration

The client

Justuno is an omnichannel platform that enables digital marketers to engage website visitors, increase conversions and gain customer insights with advanced targeting and robust analytics by building and tracking on-site promotions and campaigns.

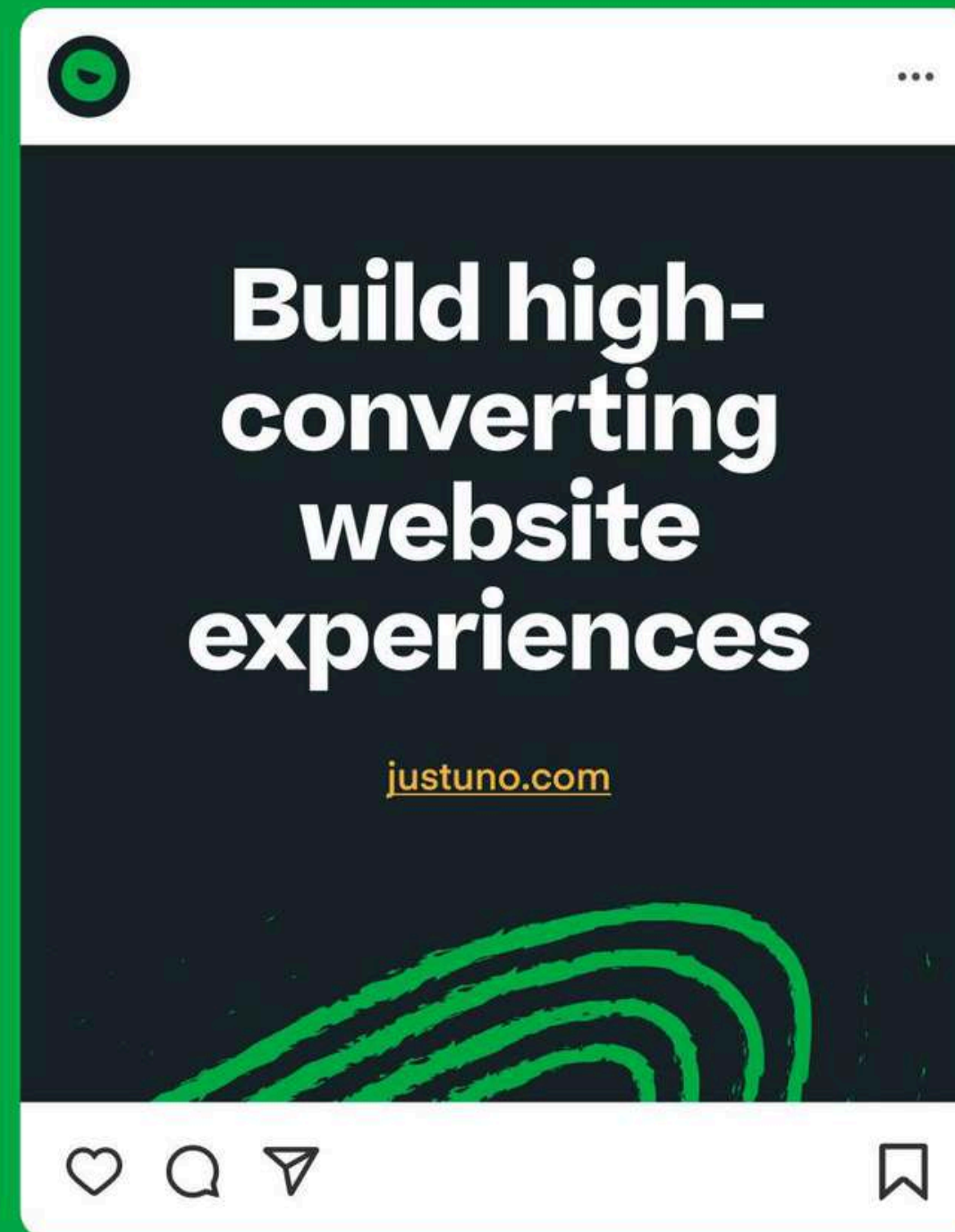
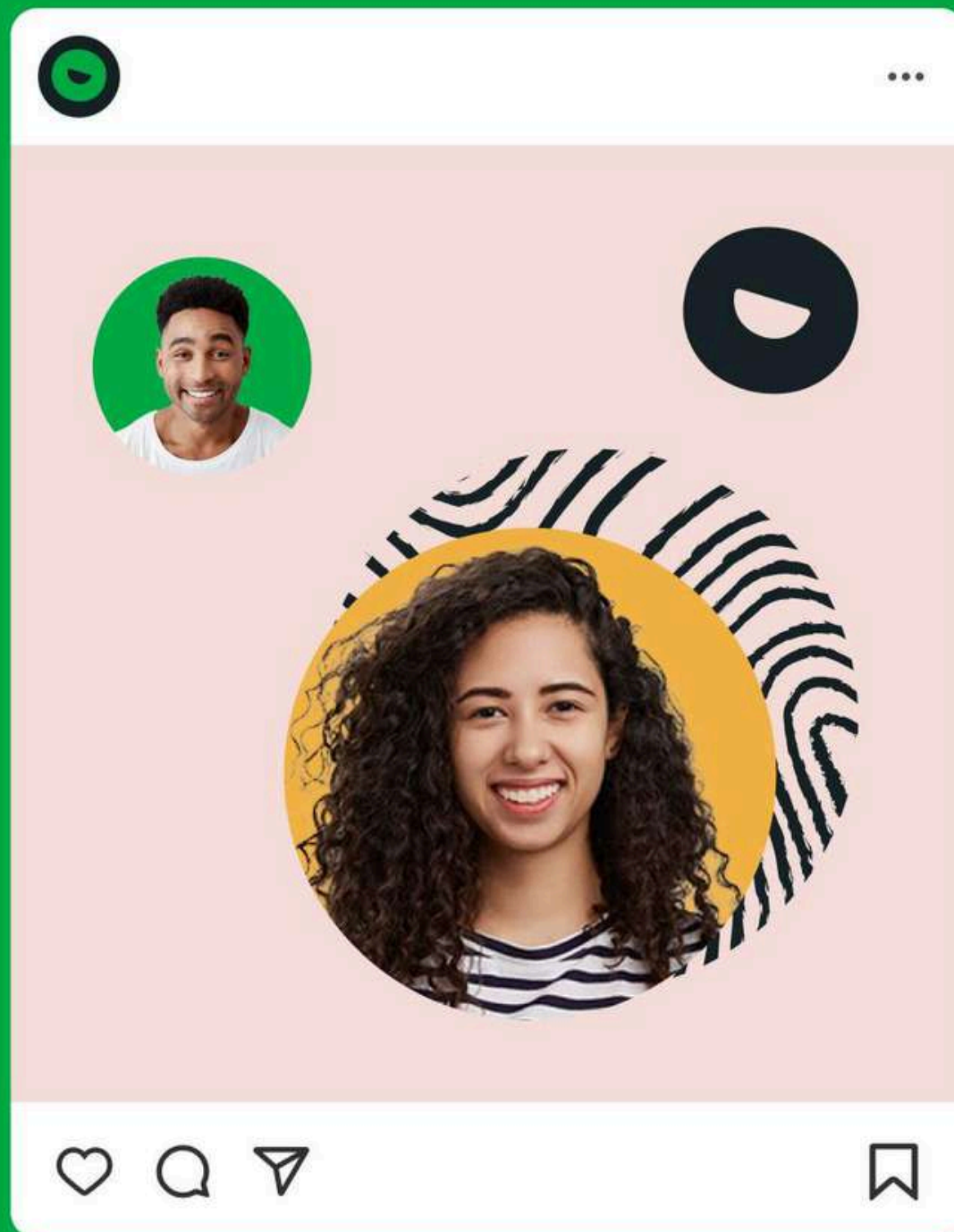
With offices in San Francisco and Austin, Justuno is on a mission to provide robust marketing solutions to help convert clicks into customers.

The challenge

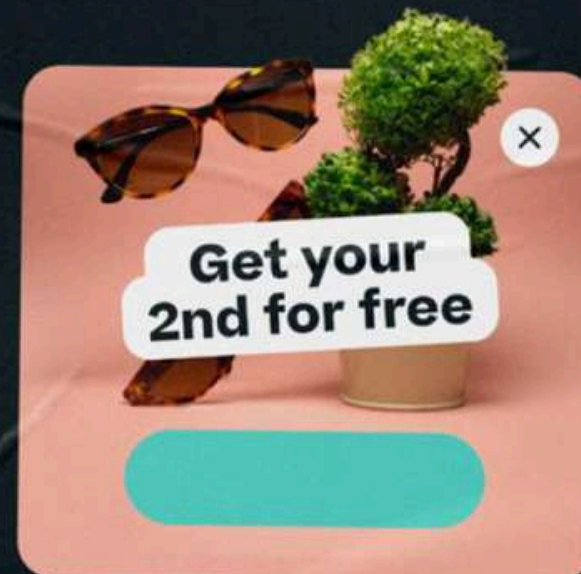
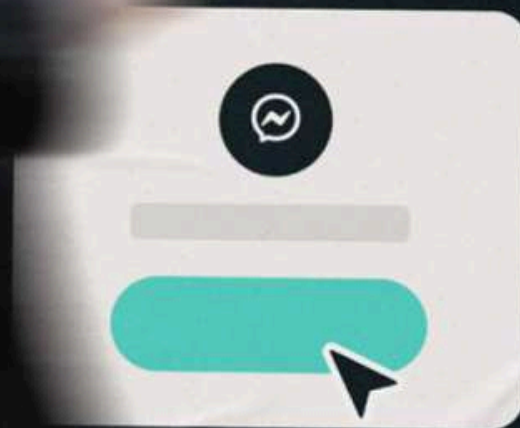
Justuno was in dire need of some brand re-focus, visual consistency, and improved user experience. Our goal was to upgrade the overall look and feel of the website with a focus on more enterprise customers, bring back some creativity and quirkiness to the brand, provide visual consistency, improve core web vitals, emphasize value attribution, and build fast, easy- to-use CMS for their marketing team.

The solution

After extensive market research and data analysis, we've defined actionable opportunities to re- focus Justuno towards a more upscale market. We pushed for an identity that is uniquely Justuno, allowing their marketing team to feel more creative and expressive in the process. We've built the new website using WordPress as the primary CMS for its simplicity, modularity, and potential for fast expansion.



**Pop-ups
and so
much more**



Justuno

**Upgrade Your
Marketing**

Justuno Learn more at Justuno.com



**Upgrade your
marketing
with audience
insights**

Justuno



Pop-ups - and so much more

Convert more website traffic into customers with personalized onsite messaging at every touchpoint.

Your email address

Try for Free →

or [Schedule a Demo](#) with one of our CRO experts

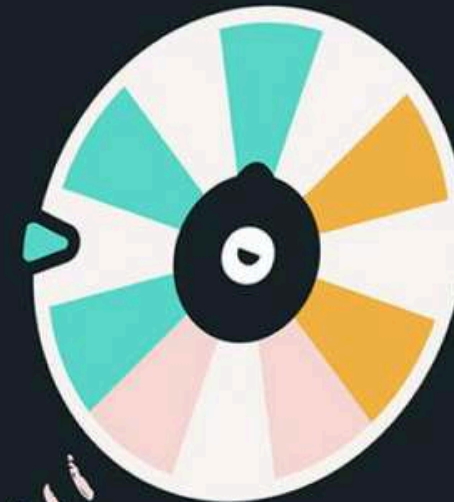
Other people also bought



sign up for texts

Tap to opt into SMS

Spend \$29 more for a free gift! 🎁



7 : 57 : 36

Brand Identity Overview

JUSTUNO
18TH JUNE 2021

Primary color

Secondary colors

Tertiary colors

Justuno Green	Teal	Honey	Coal	Peony	Sand
HEX: #008040 CMYK: 35/100/0 RGB: 0/128/64	HEX: #008080 CMYK: 35/100/0 RGB: 0/128/128	HEX: #FFA500 CMYK: 0/100/100 RGB: 255/165/0	HEX: #191919 CMYK: 35/100/100 RGB: 25/25/25	HEX: #FFB6C1 CMYK: 0/100/100 RGB: 255/182/193	HEX: #F5F5DC CMYK: 0/0/0 RGB: 245/245/220

Beatrice

Headline font

Eina 01

Body font

Justuno

Upgrade Your Marketing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Your Email

Justuno

Products Resources Partners Company [Request a Demo](#)

Upgrade Your Marketing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Your Email



Create shopping experiences that win customers for life

Justuno

Upgrade your marketing with audience insights

Justuno

More conversions with less work

Justuno



The Results

Through a strategic redesign and development process, we transformed Justuno's digital presence into a polished, user-friendly platform tailored for enterprise clients while retaining the brand's signature creativity and charm.

Key achievements included:

- Enhanced brand identity by striking a balance between professional appeal and the brand's quirky, creative personality.
- Streamlined user experience with intuitive navigation and clear value attribution, making it easier for enterprise customers to understand the benefits of Justuno's offerings.
- Improved core web vitals for faster loading times and better performance, ensuring a smooth and engaging experience for users across devices.
- Built a scalable CMS that empowered the marketing team to easily update content and manage campaigns without reliance on technical resources.

The redesigned website successfully positioned Justuno as a top-tier solution for enterprise customers, reflecting its value and solidifying its reputation in the industry.

cv maker

Create a Pro CV in minutes

Create your very own professional CV and download it
within 5 minutes - all within your browser.

www.cvmaker.uk

v maker

Create a Pro
in m



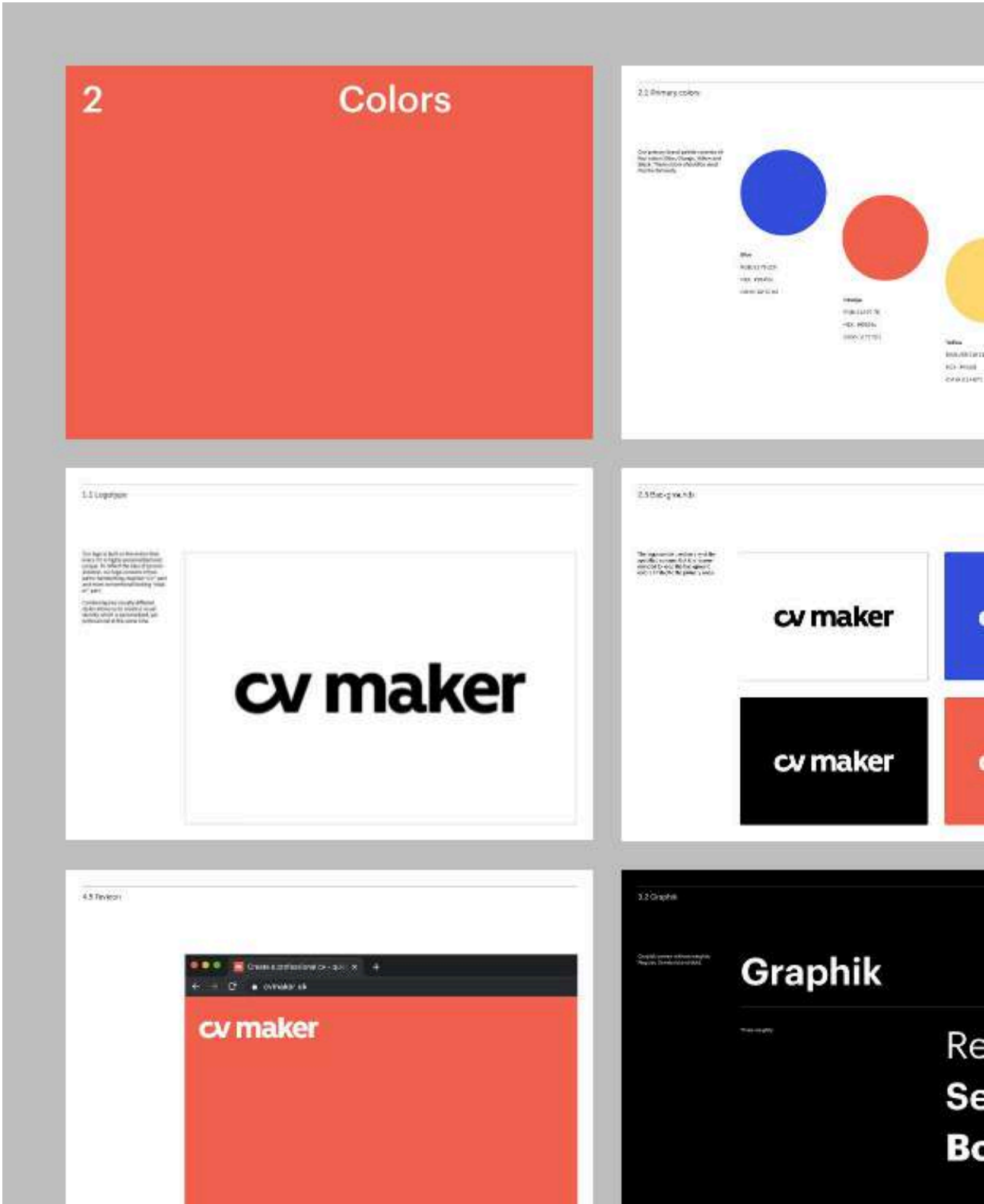
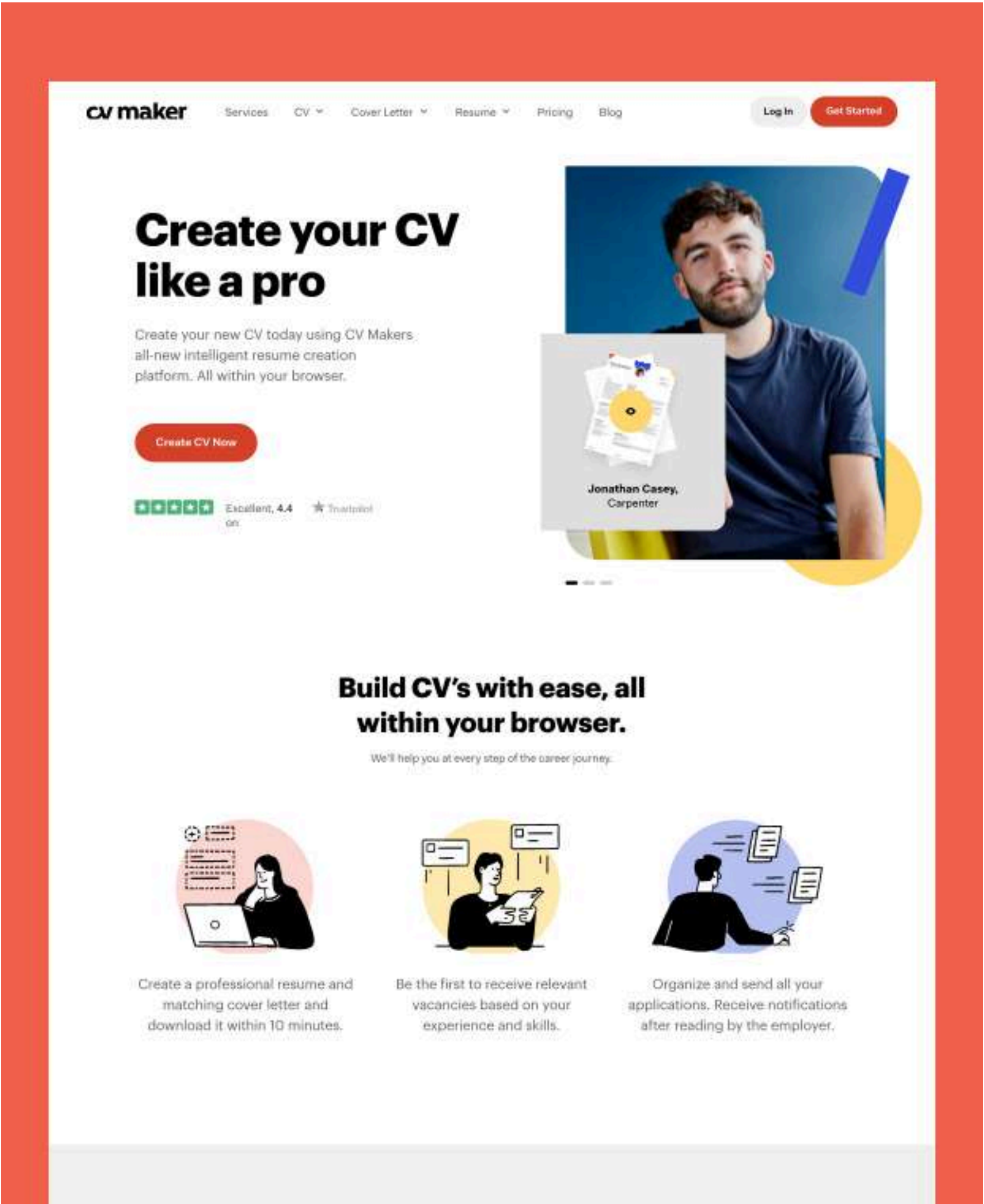
Hi, my name is Matthew Johnson
I'm a Warehouse Organizer.

Experiences

Warehouse Organizer

Company

Date





Usability Research Findings and Recommendations

CV Maker

- Usability Goal
- Google Analytics Report
- Hotjar Report
- Current-State User Journey
- User Survey Results
- Abandonment Summary
- Recommendations
- Ideal-State User Flow



Users are able to quickly and easily create and pay for a beautiful and effective CV/resume.



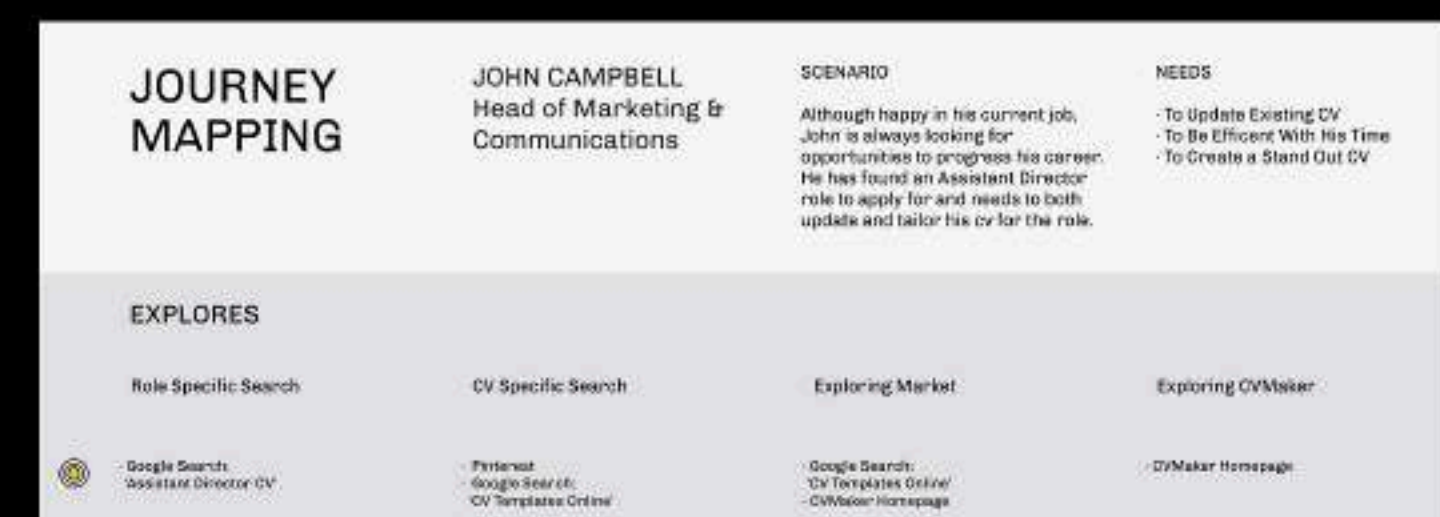
DANIELLA MANTEA The IYP (inexperienced young person)

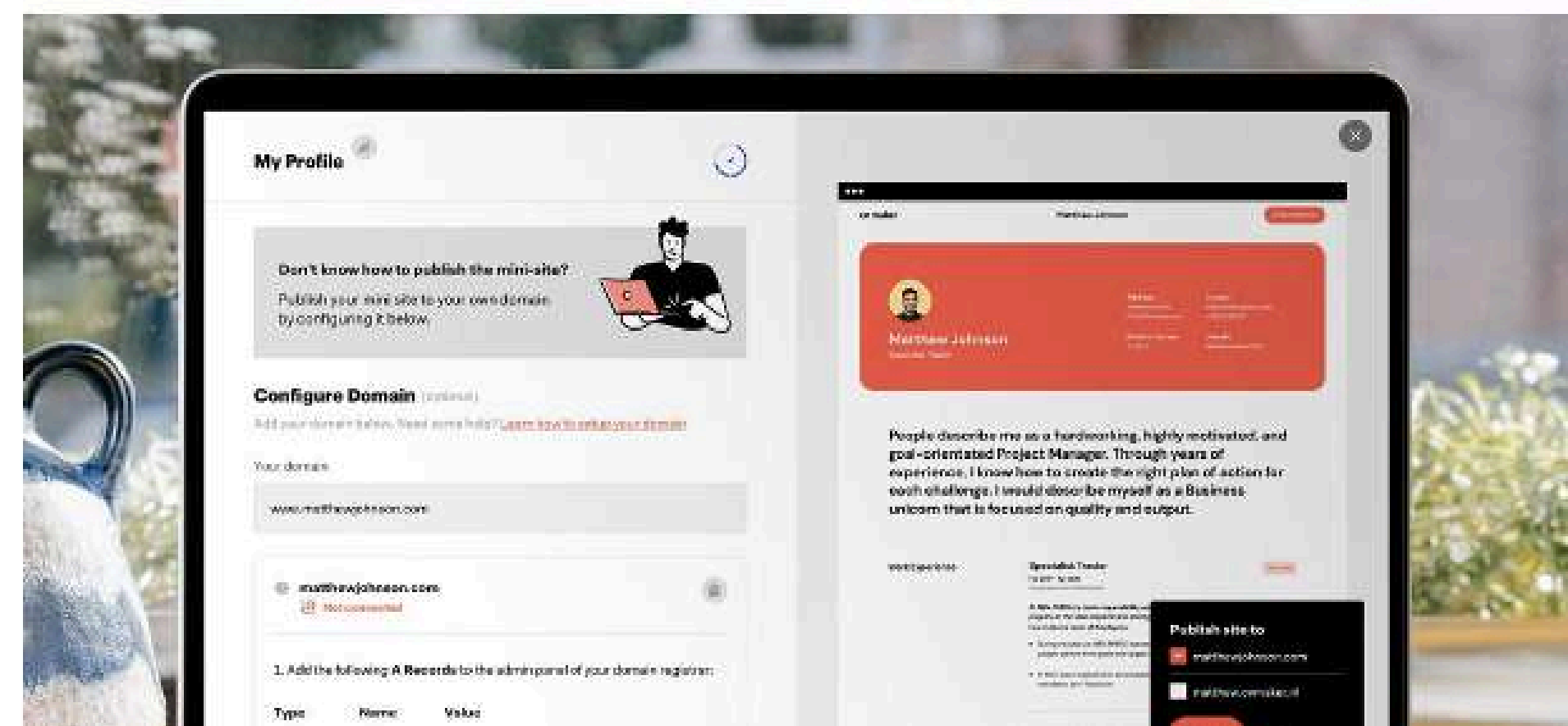
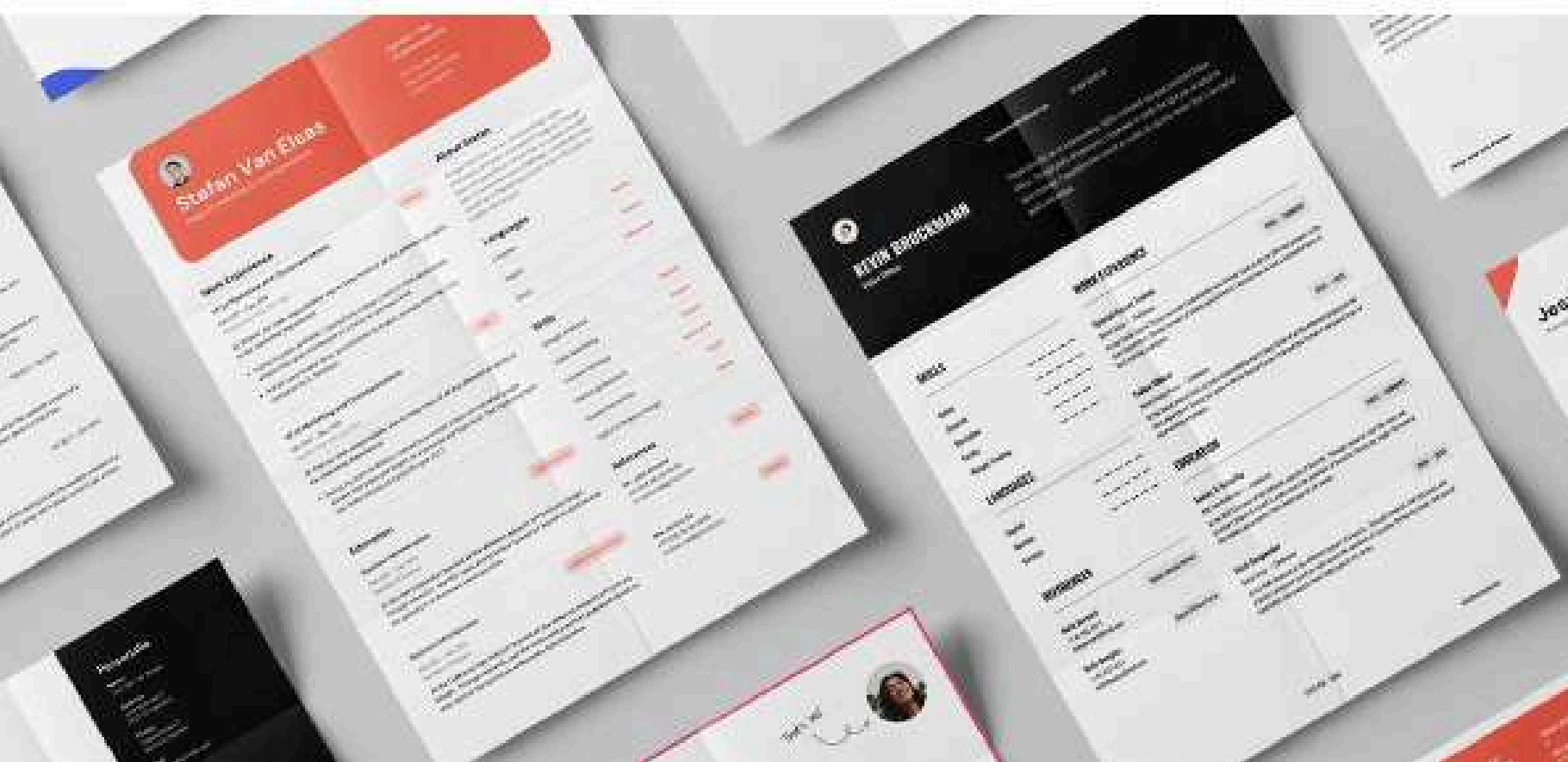
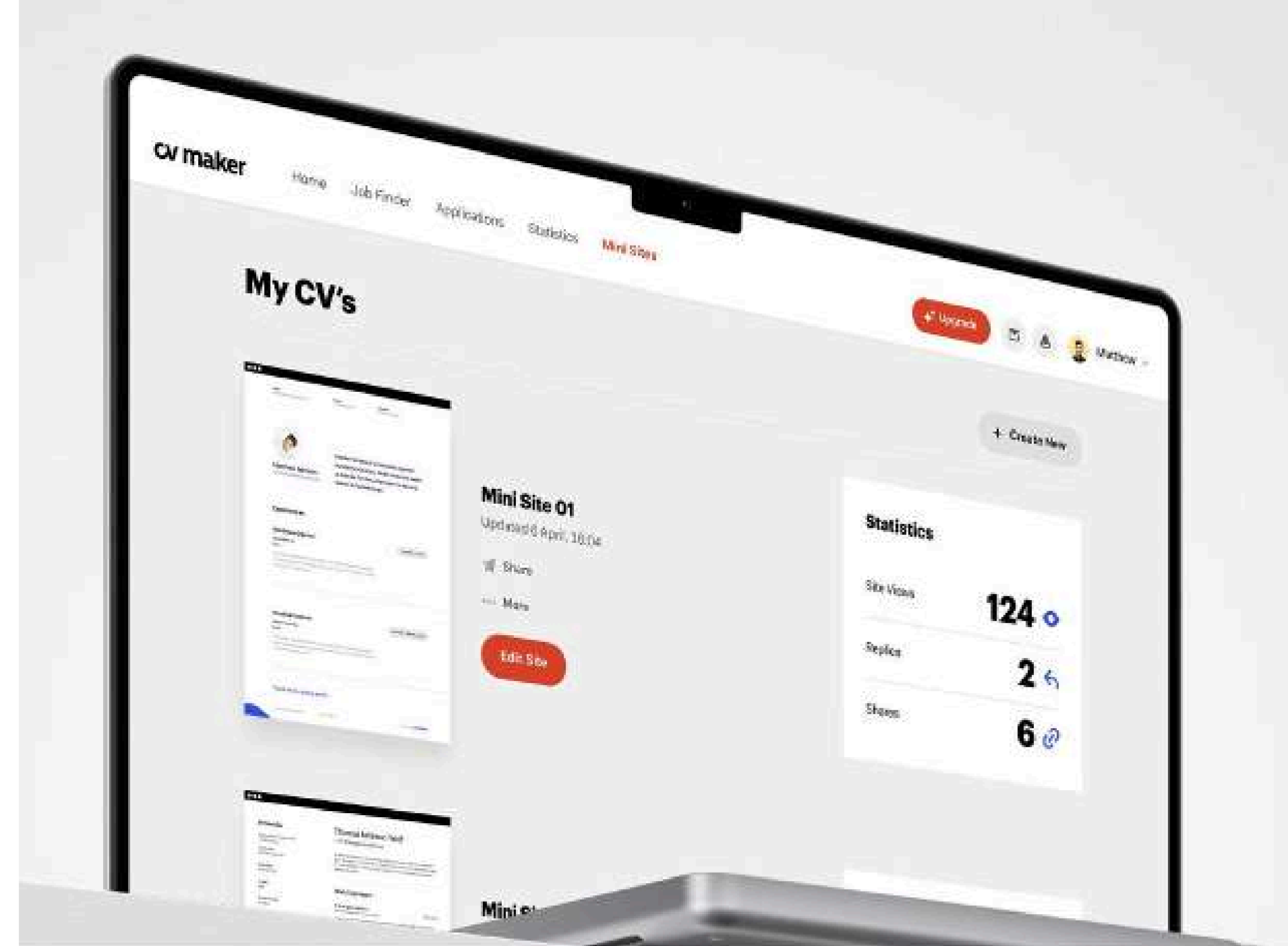
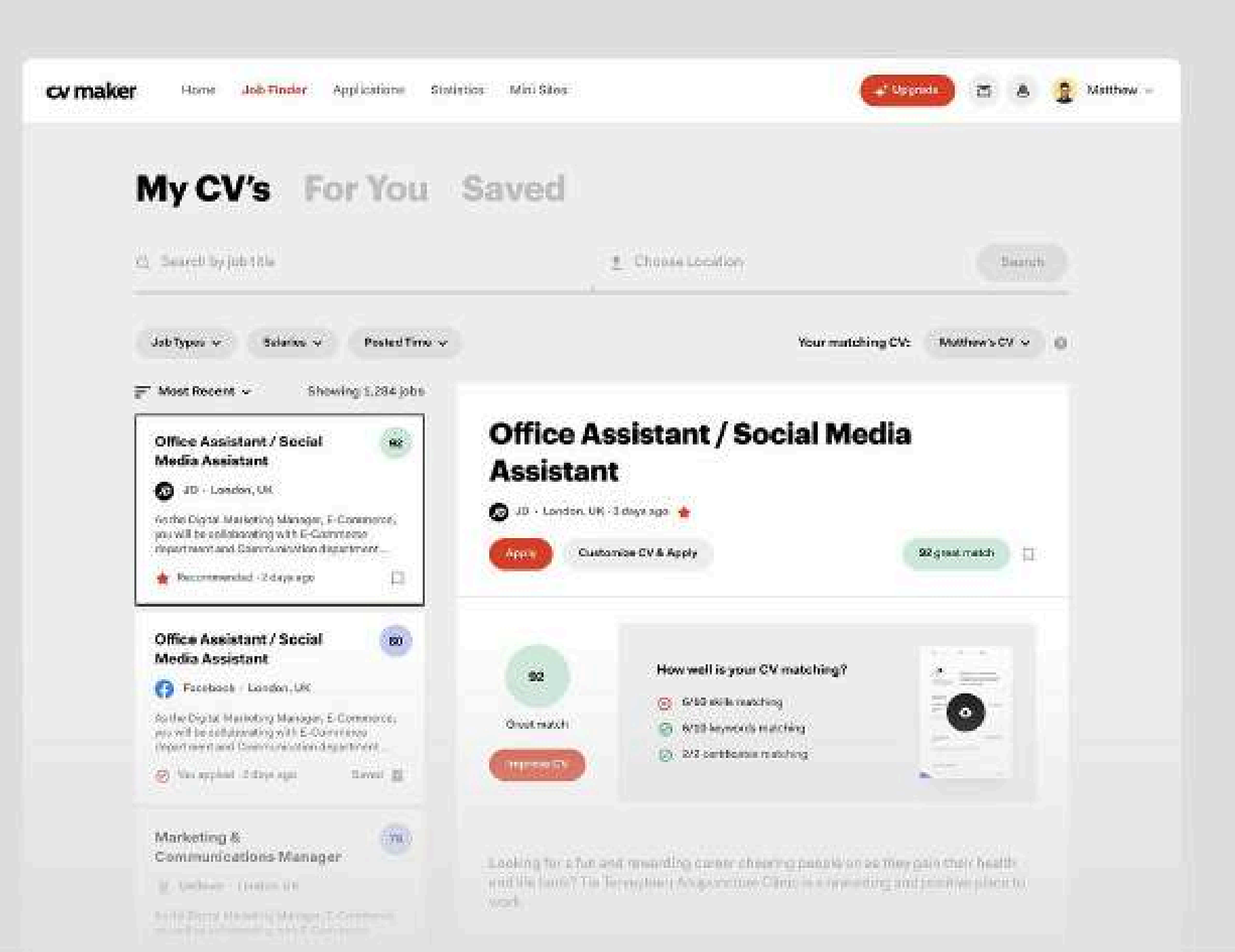
Daniella is a student and works part time as a waitress in Taylors, a local cafe, when not in college.



USER INTERVIEWS

“People my age don't tend to have CVs, they know about them, but don't know how to do them.”





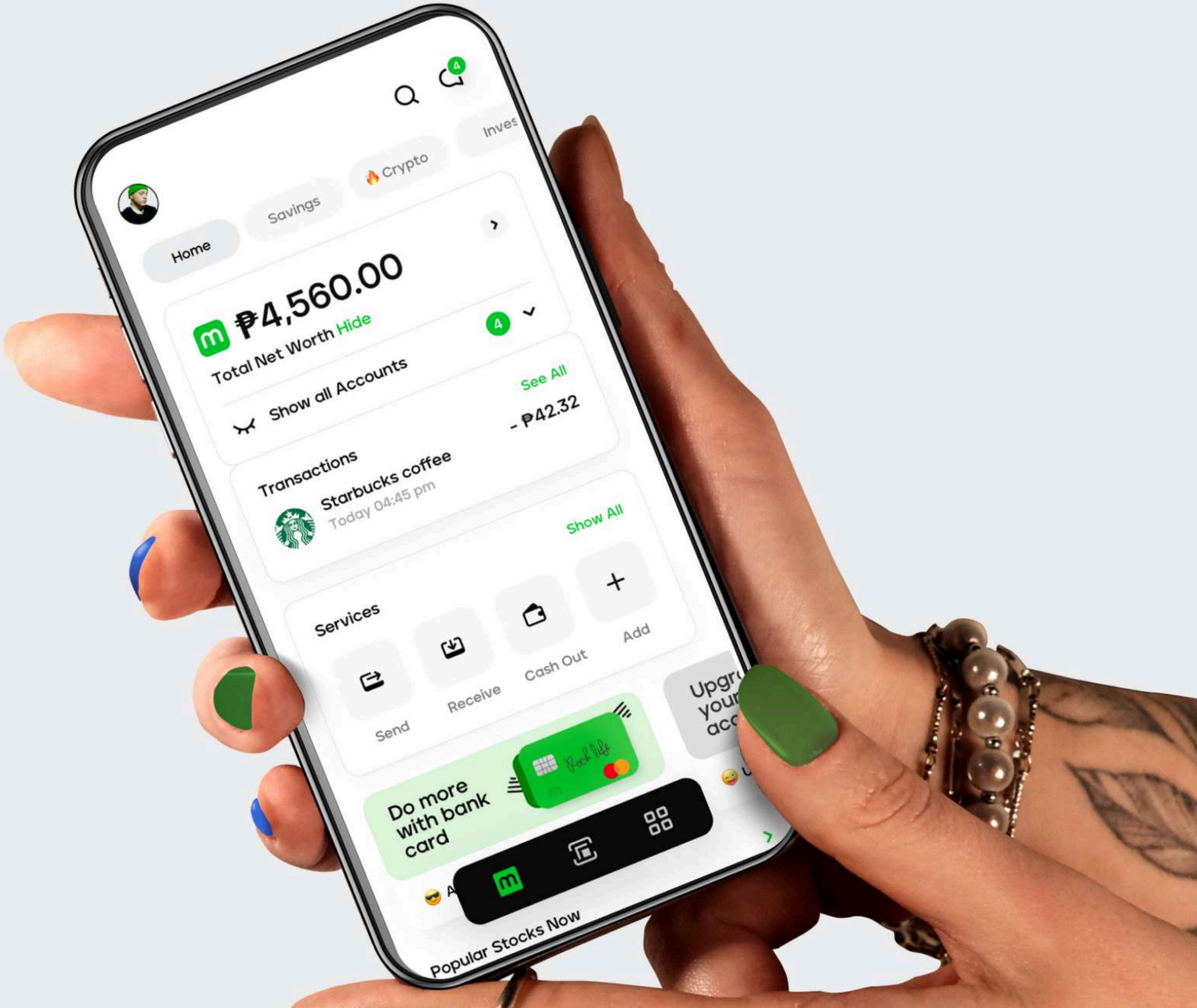




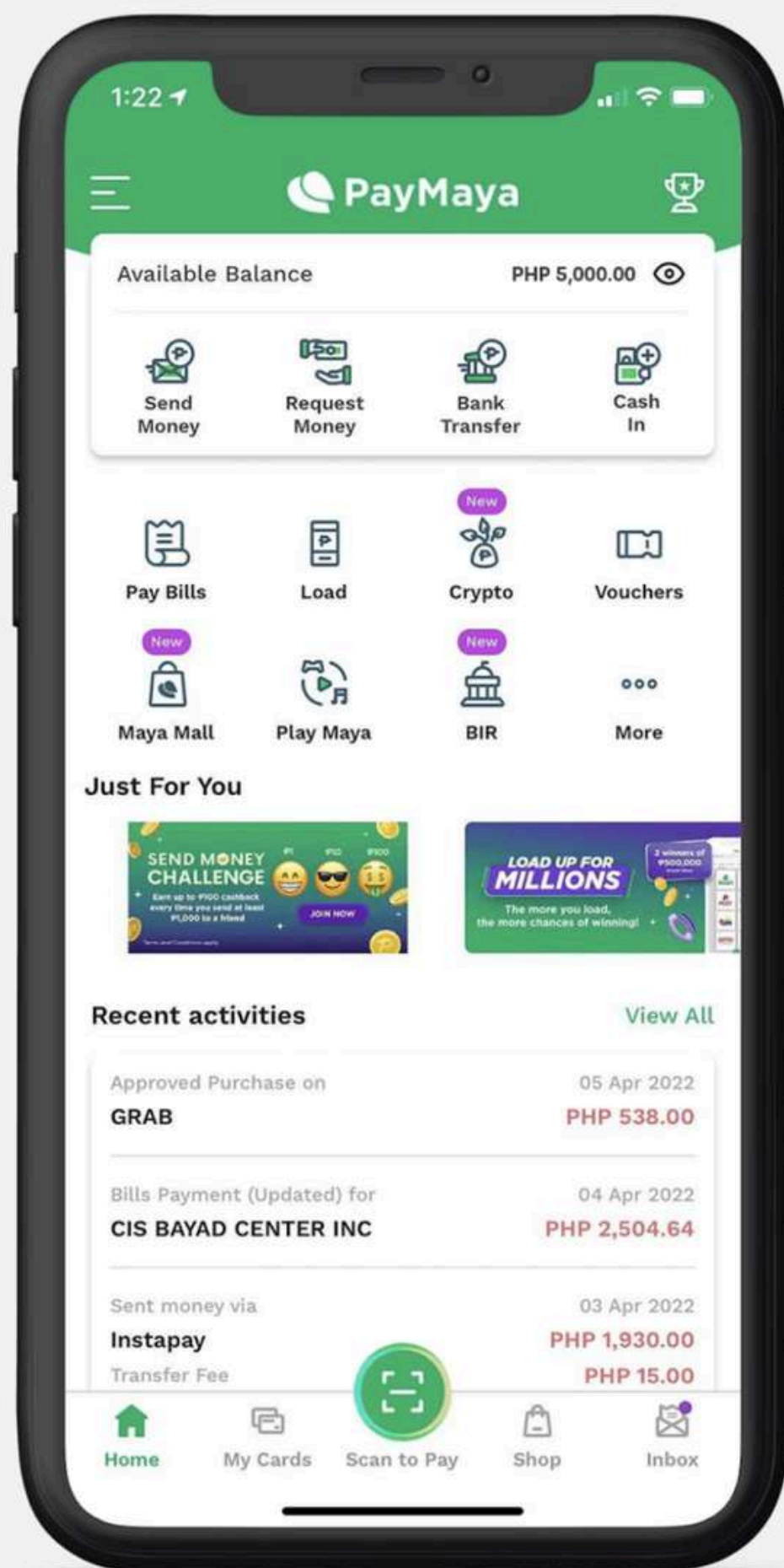
“We’ve had a great experience working with Kadosh Softwares. Their workflow is very structured and professional. They focus not just purely on design but also deeply on UX/UI components. Highly recommend if you want the best looking design for your product!”

Stefan Van Elsas, Founder and CEO at CVMaker

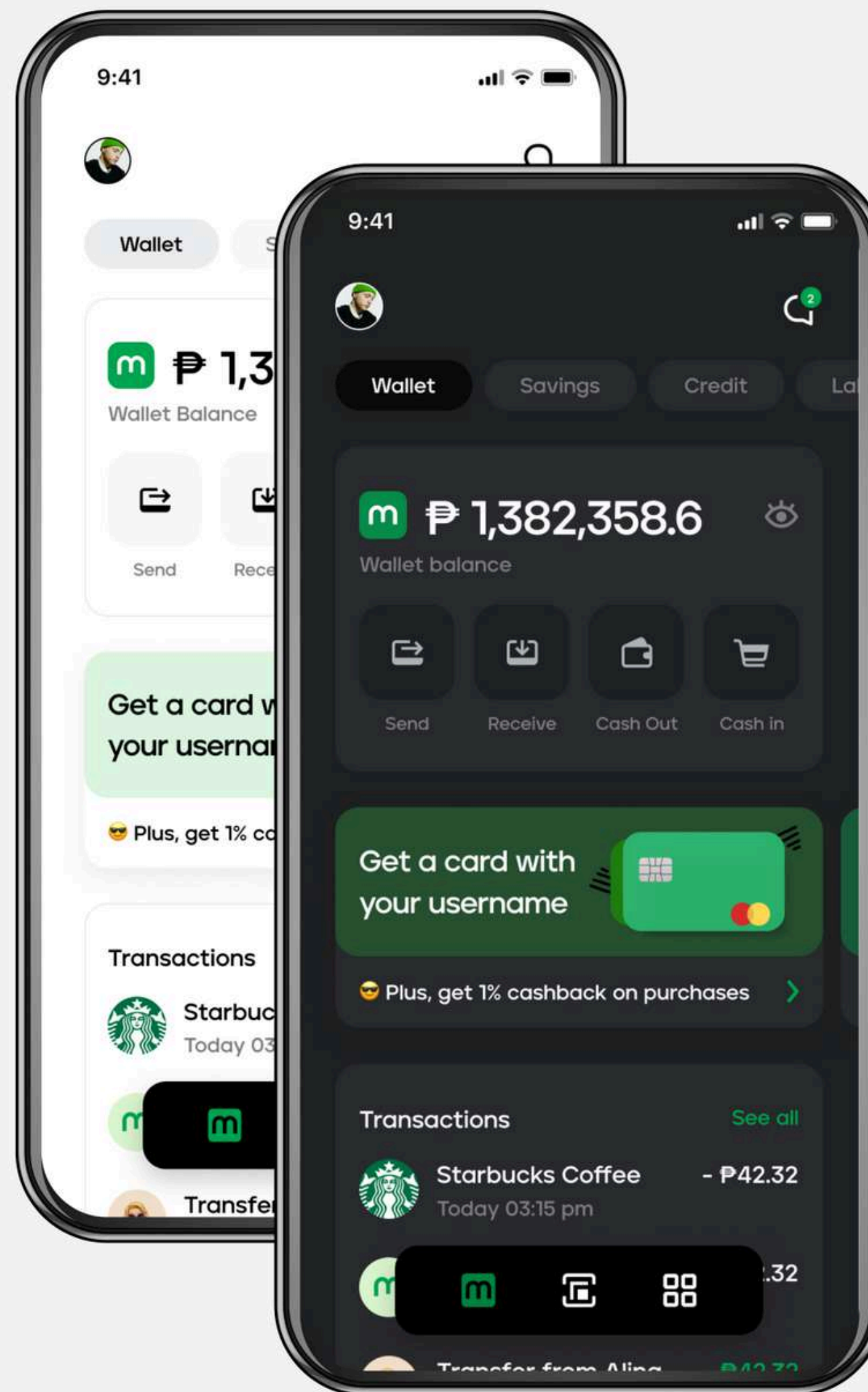
maya



BEFORE



NEW





Cook Craft

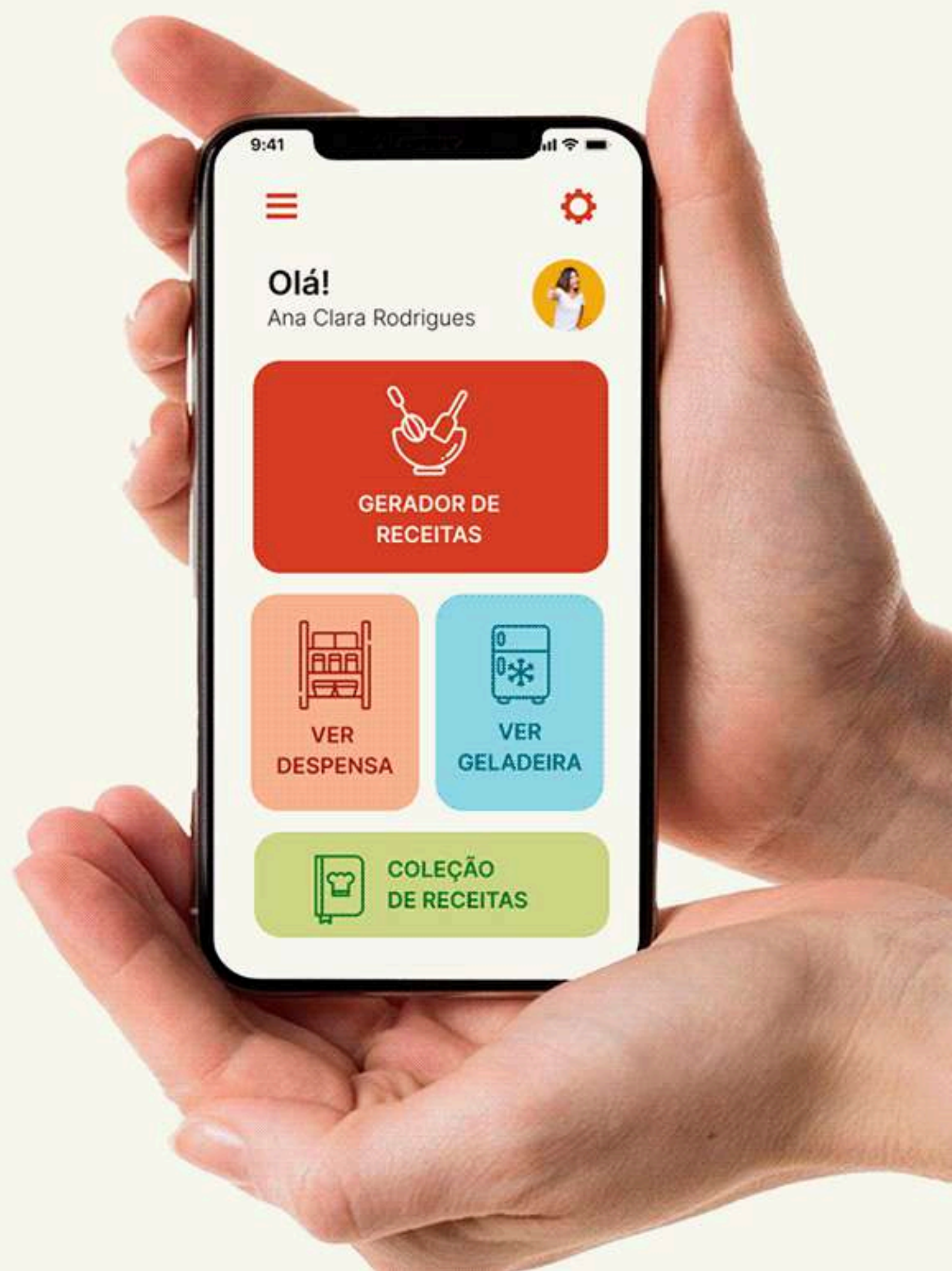


JÁ SOU CADASTRADO

ACESSE COM GMAIL

ACESSE COM APPLE ID

NOVO USUÁRIO



ABACATE RECHEADO

Receita 02

Receitas relacionadas:



Chili



Sour Cream



Gerar outras receitas

9:41



Olá!

Ana Clara Rodrigues



GERADOR DE
RECEITAS



VER
DESPENSA



VER
GELADEIRA



COLEÇÃO
DE RECEITAS



Ver Receitas

9:41



O que vamos cozinhar hoje?

Ordenar por



Filtrar receitas



Digitar ingrediente



0



0



Selecione os itens da despensa



ABACATE



TOMATE



CEBOLA



COENTRO



ALHO



LIMÃO

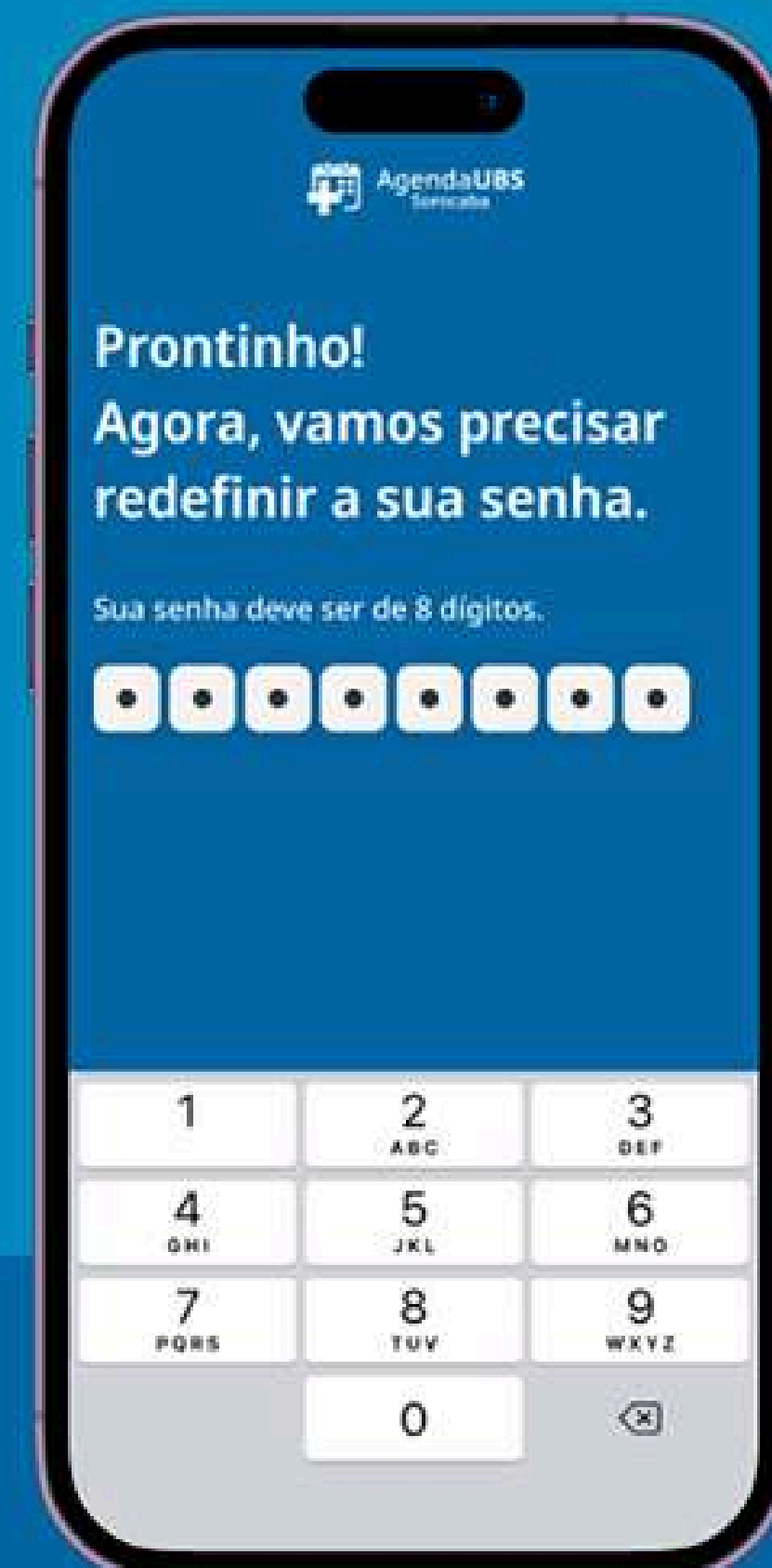
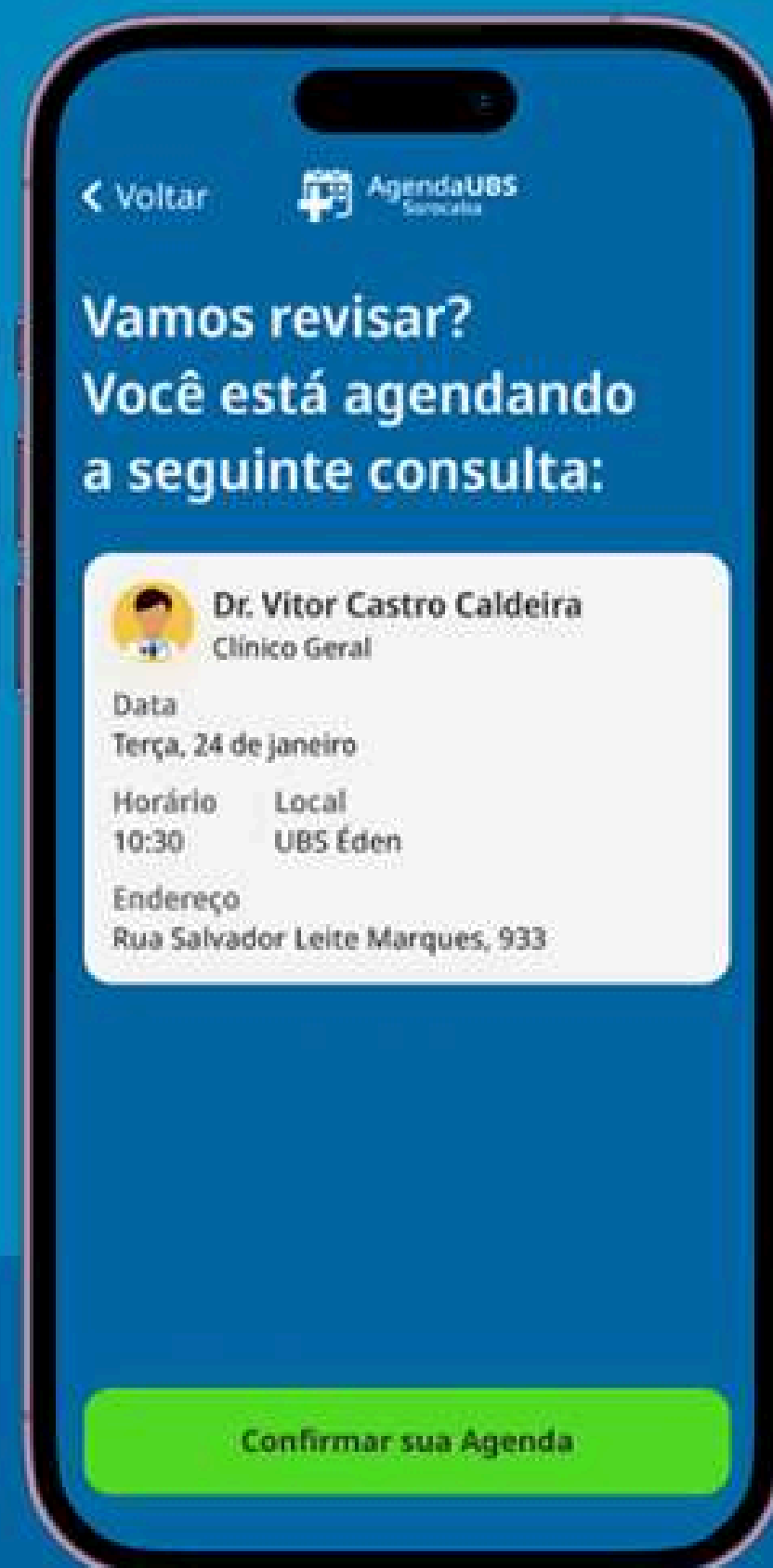
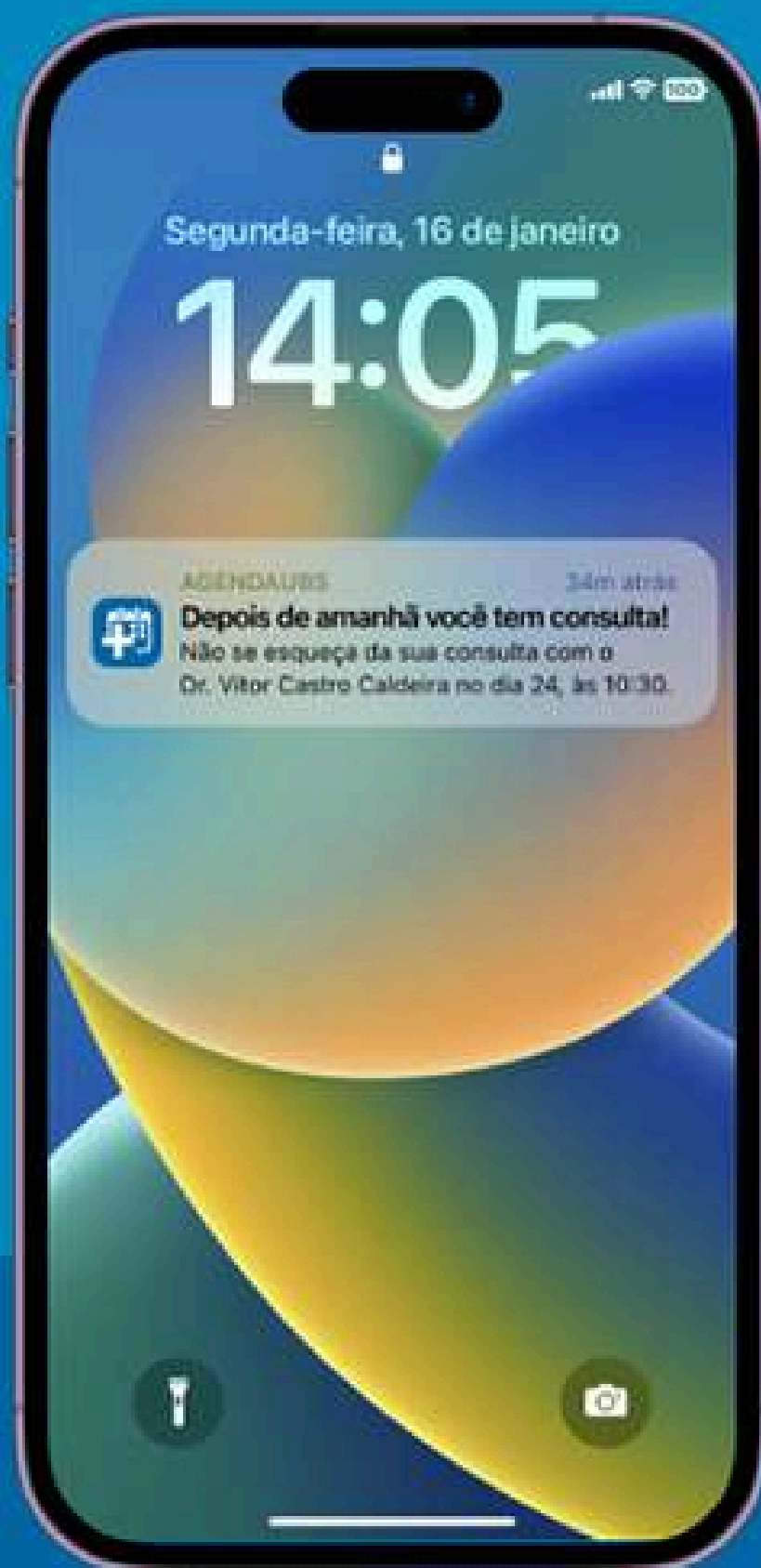


SAL



VINAGRE









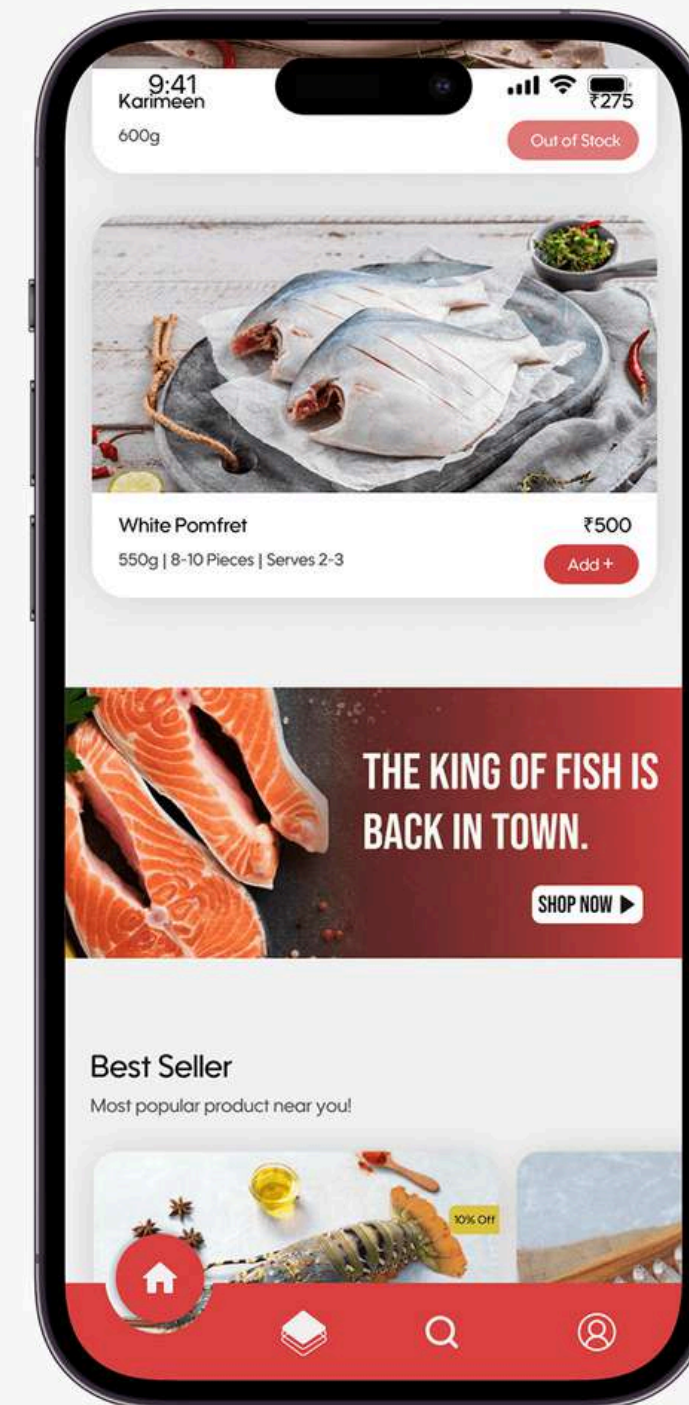
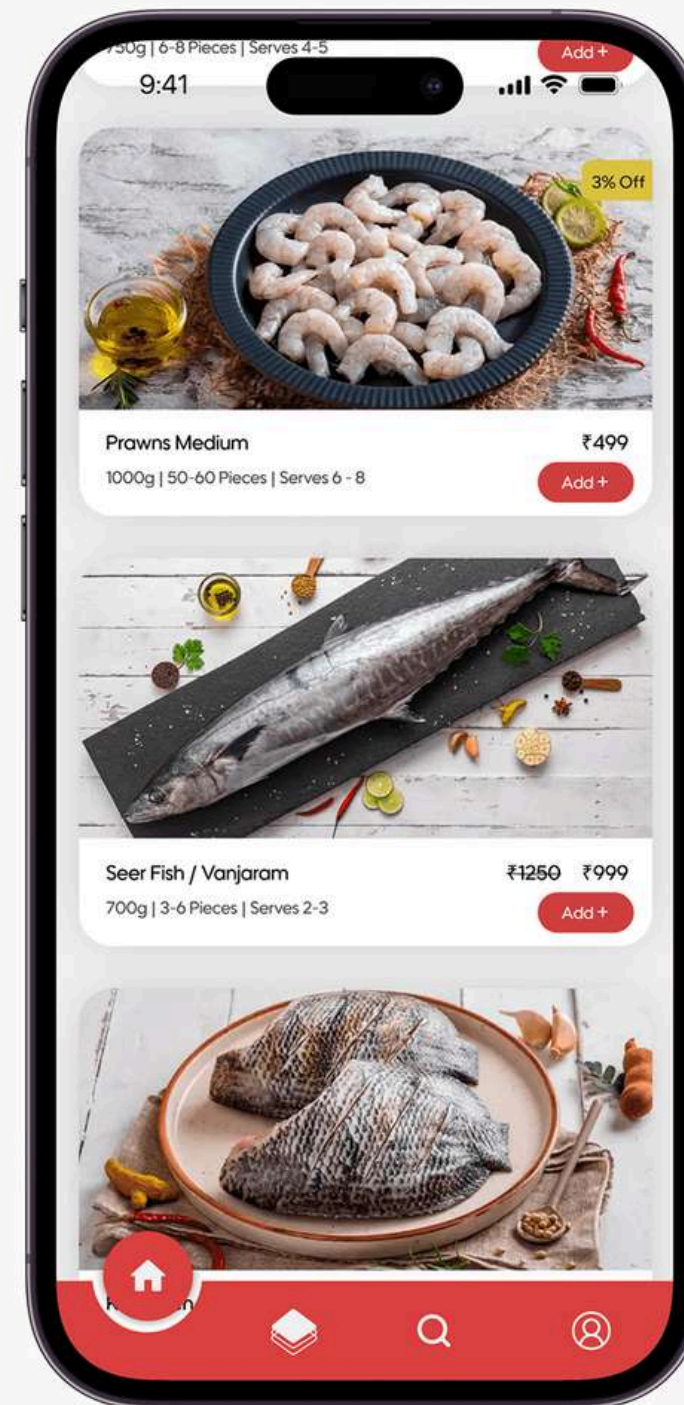
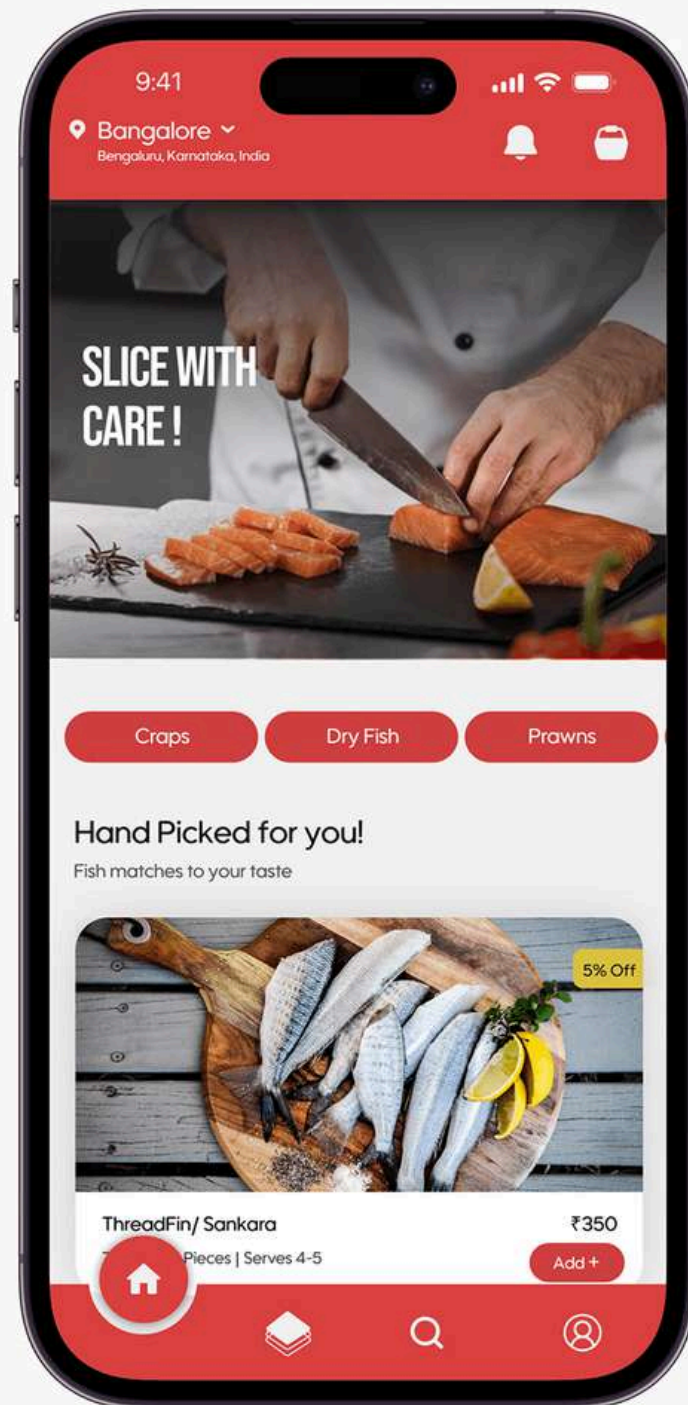
Agende consultas de forma fácil e rápida

A sua próxima consulta em uma UBS com poucos clicks

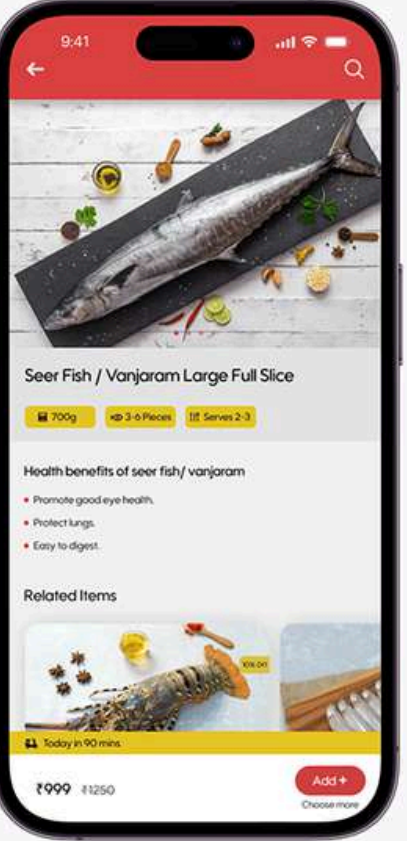
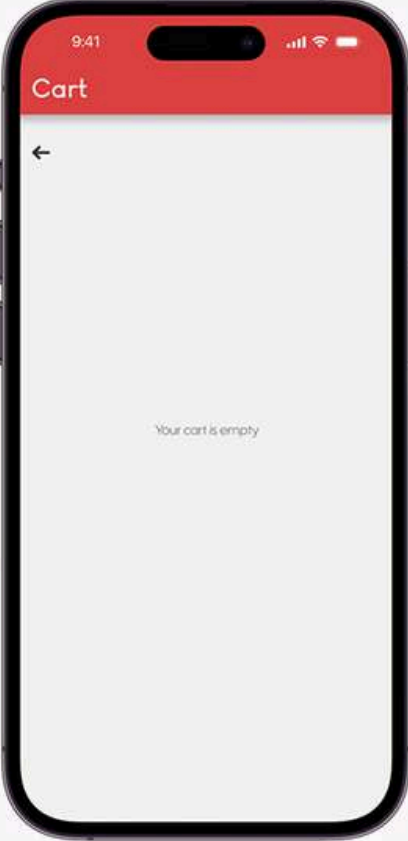
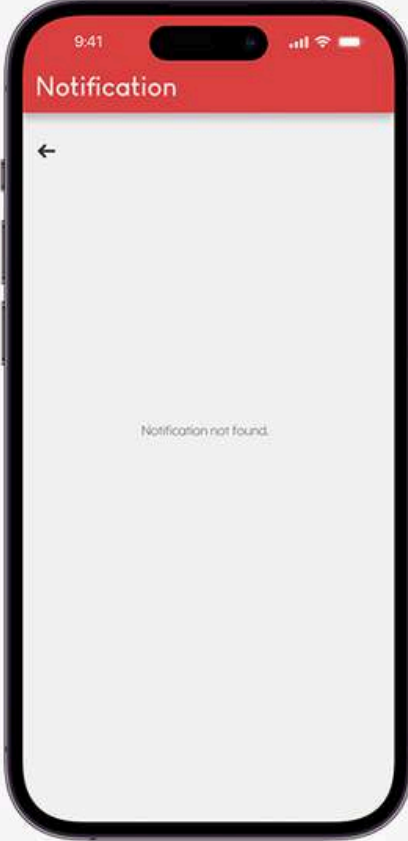
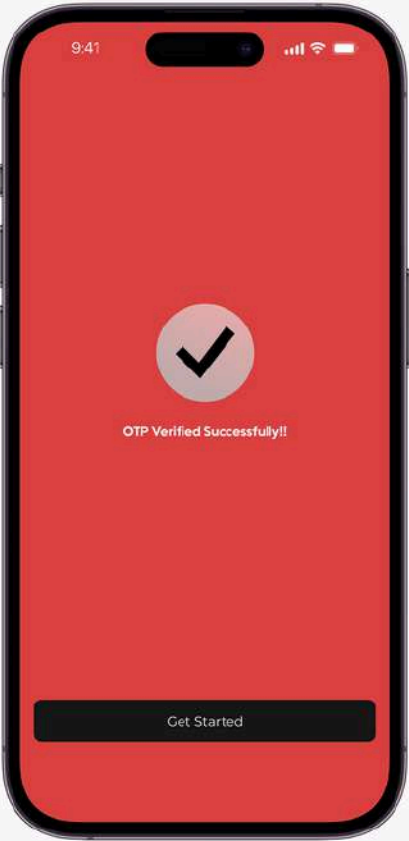
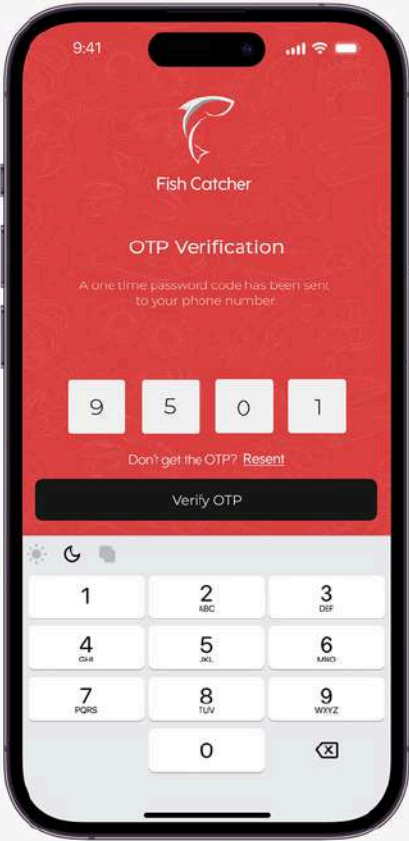
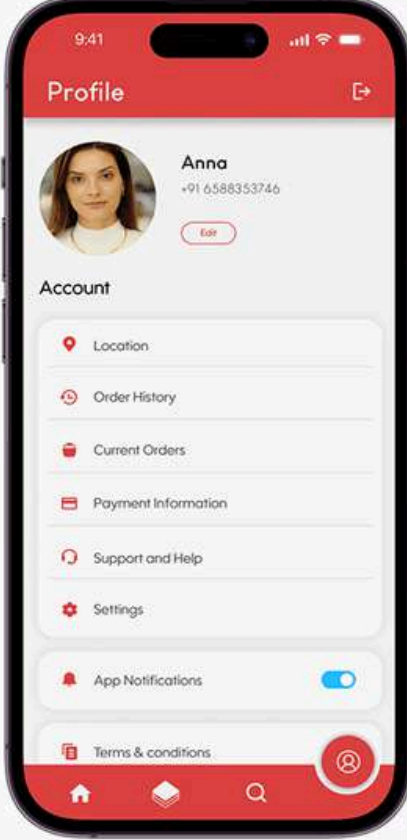
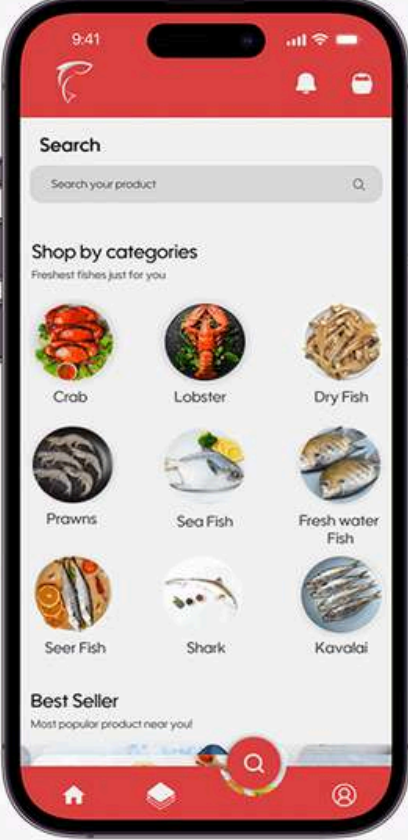
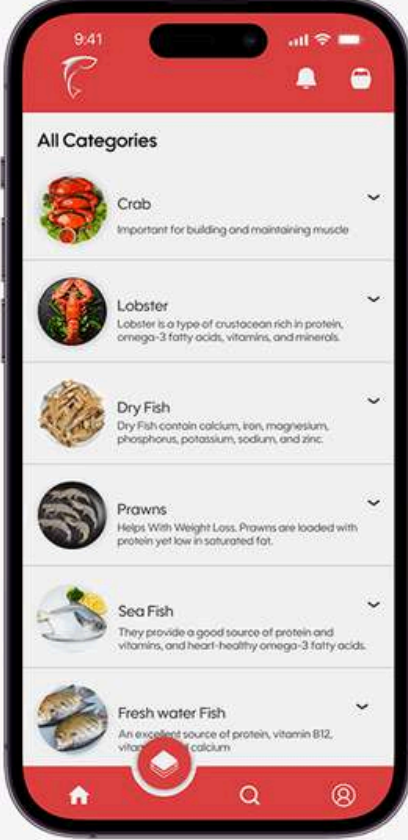
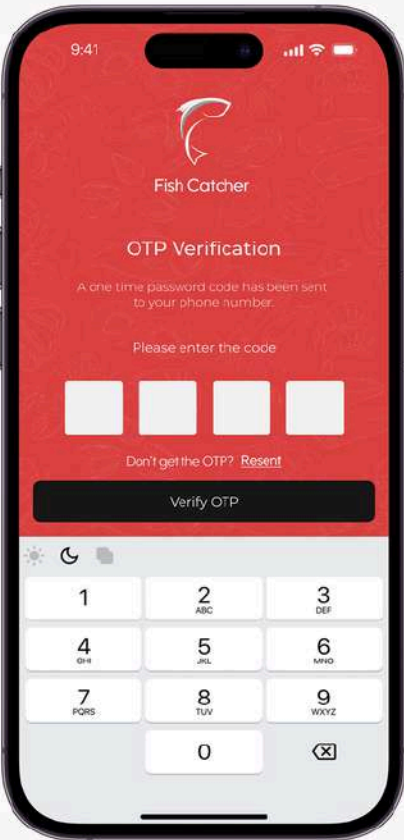
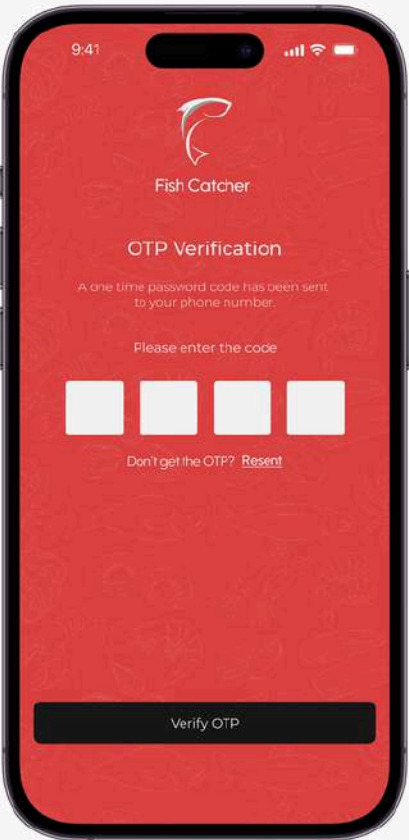




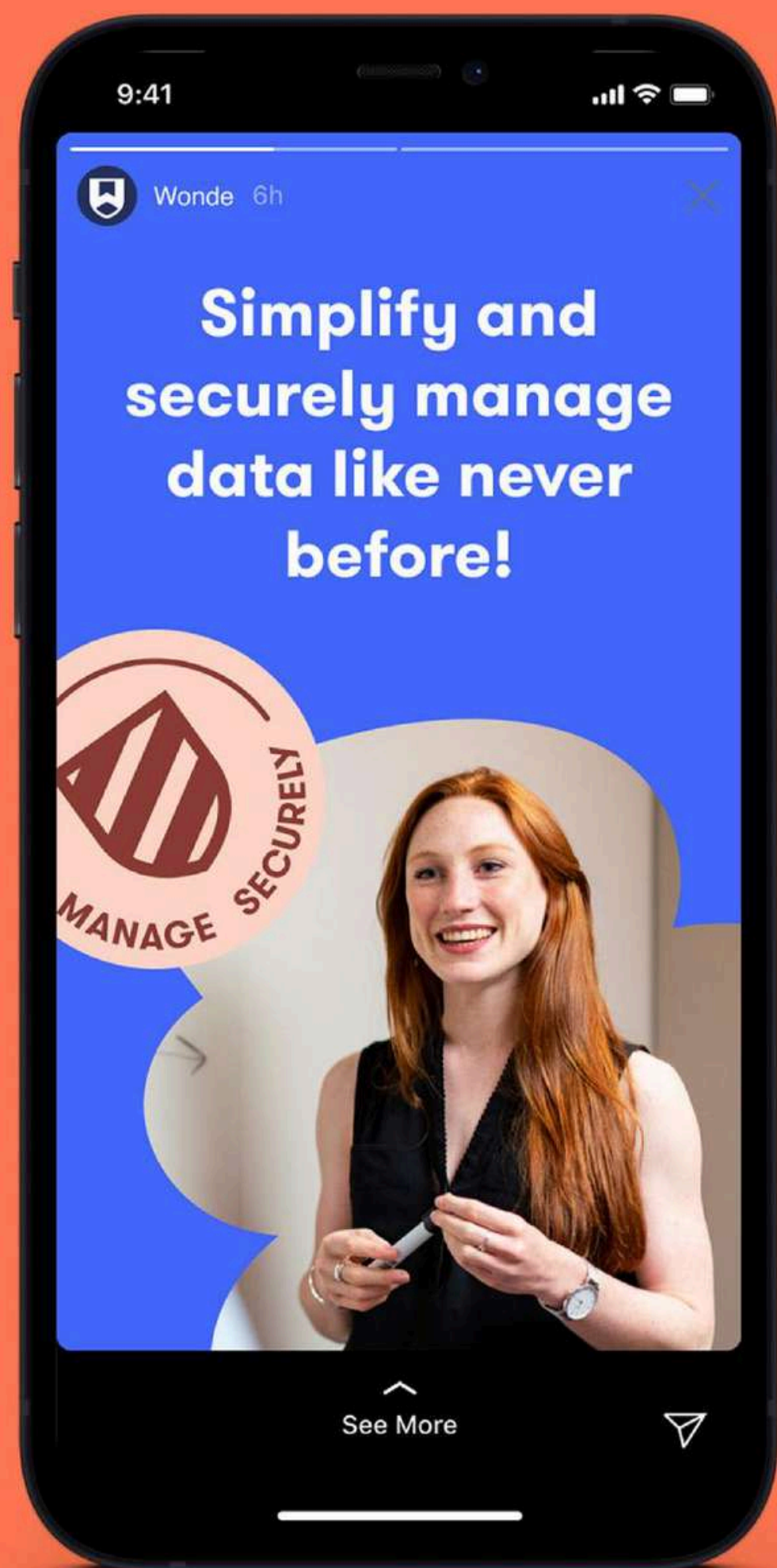
Home

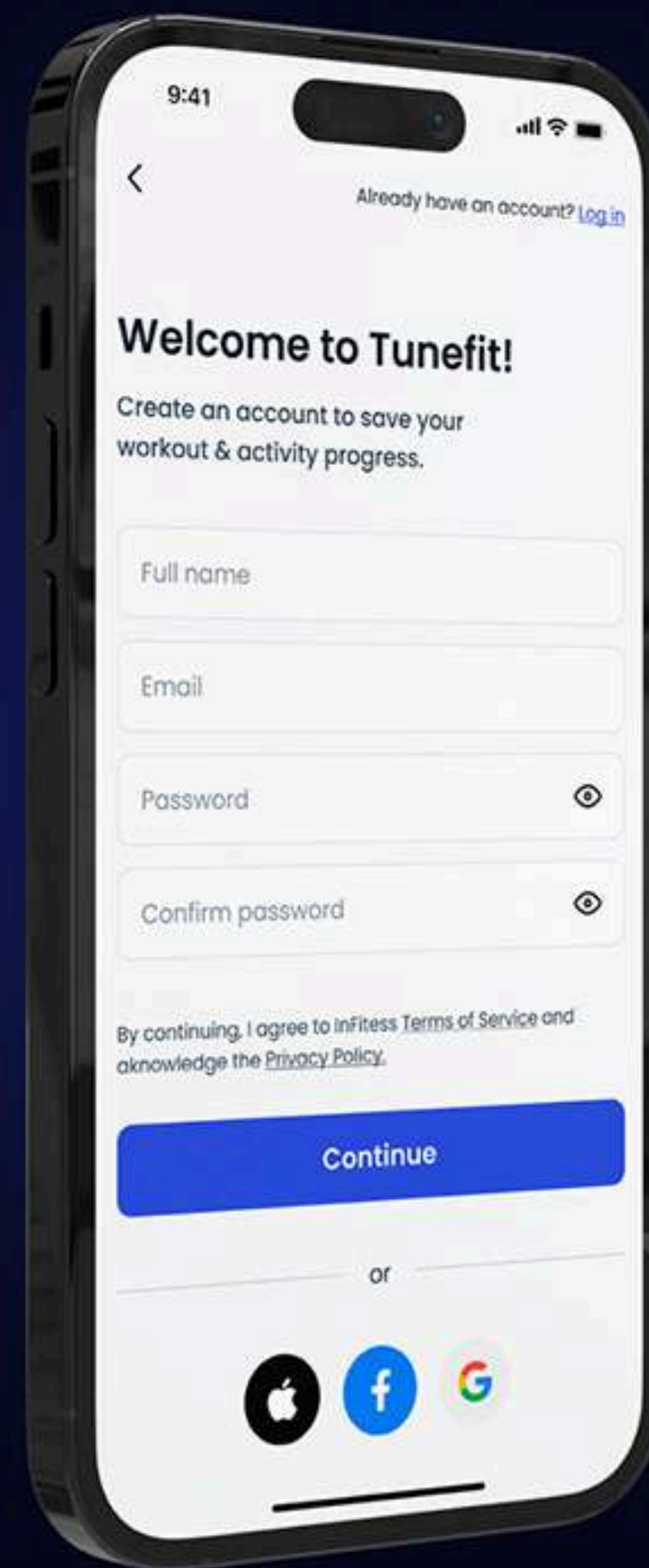
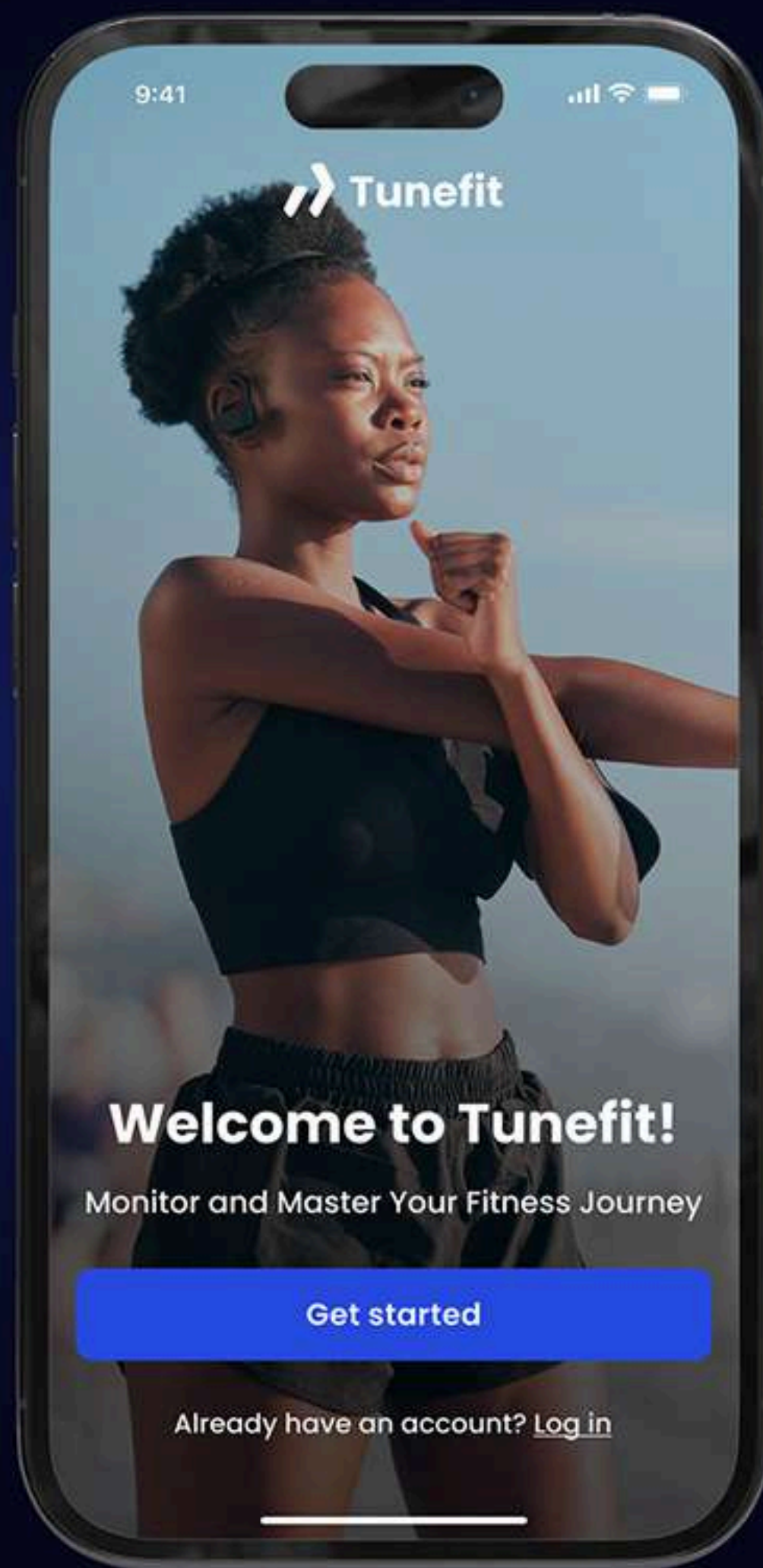
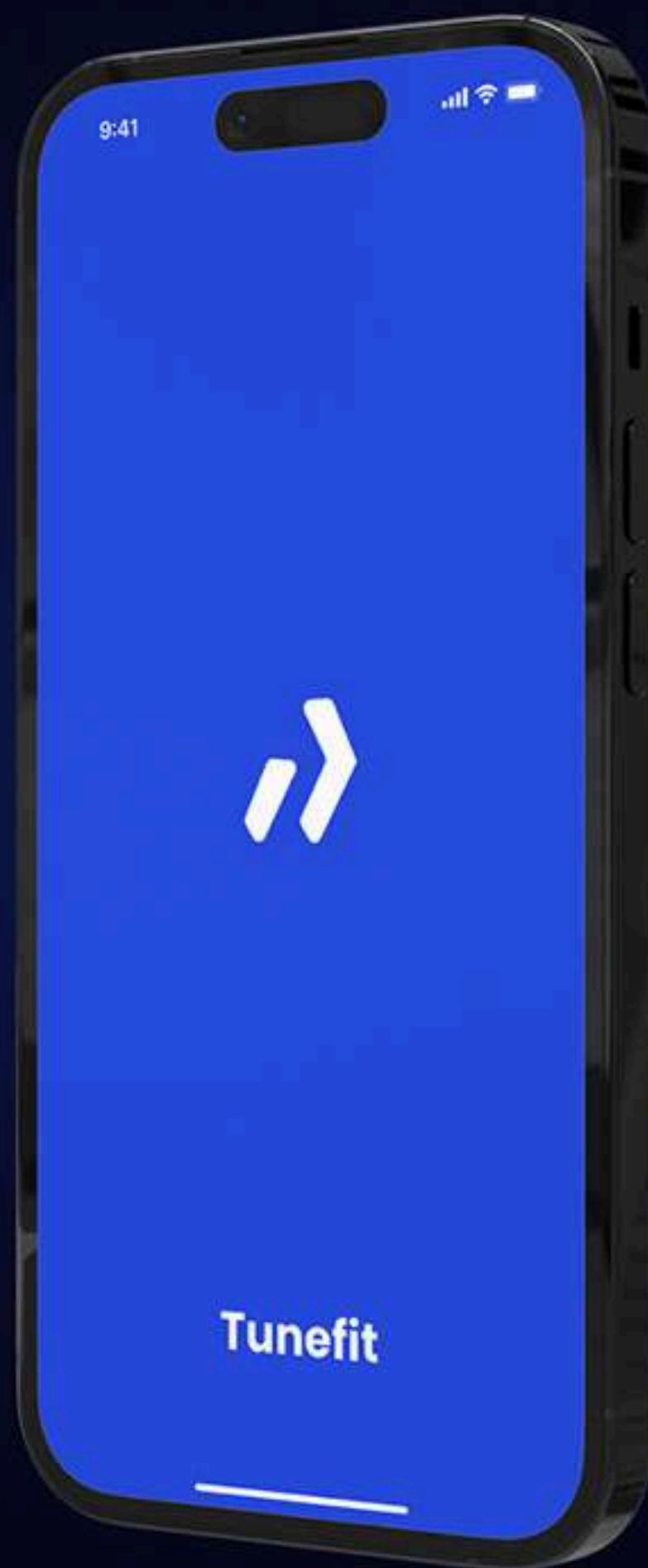


On Boarding



Other Screens





We deliver
results

How we deliver results?

Global perspective

We have members and collaborators working together from Angola, India, the United Kingdom, Nigeria, France, Bulgaria, Togo, Croatia, Cameroon, the Philippines, Botswana and Portugal, providing a valuable global perspective on our work.

Research-based

We conduct quantitative and qualitative research to uncover key insights, define user flows, optimize customer acquisition, and educate our design process.

Collaborative effort

It's a collaborative effort that requires focus from both sides. To ensure the best results, we expect clients to dedicate a point person or a small team to be actively involved with the project.

We're niche

We work primarily with SMEs, corporations, and startups who develop products in the SaaS, finance, banking, property, healthcare, transport, agriculture and communication sectors.

Holistic approach

Our research and discovery process educates how we define brand strategies, customer experiences, and structure CMS environments.

We'll challenge everything

We're research-based, which sometimes means challenging the underlying assumptions behind a product, website, or brand.

Dedicated teams

We have small and focused teams dedicated to each project. Throughout the project, you will have a single point of contact to guide you through the project lifecycle.

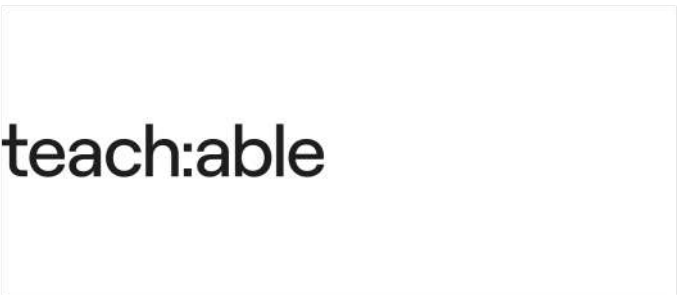
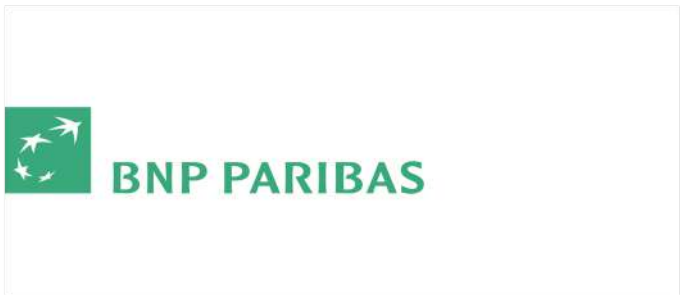
Weekly sessions

You can expect to have a constant line of communication with your dedicated team and weekly calls to review progress and updates.

Well defined client fit

With a niche set of services, we have a great understanding of where, how, and with whom we provide the best results.

Selected clients



Let's collaborate on what matters to you

Contact us to discuss business opportunities, or just to say hello.

Visit our website <https://kadoshsoftwares.com>

or send an email info@kadoshsoftwares.com

Through challenging core
assumptions, we shape the products
and services that improve the lives of
thousands every single day.

Kadosh Softwares

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