



CreativesCastle

CreativesCastle is a user experience design studio that crafts digital products and experiences.

We are a small team of designers who have been dedicated to the UX industry since 2010, driven by a deep passion for crafting exceptional digital products and experiences.



Our Services

As a full-service UX design studio, we're covering everything from UX/UI design to product innovation, CX, branding, and service design.

Research

Design

Branding

Research

To create a customer-centered product, it is important to understand who the end users are. Only when we have an understanding of **what they need**, **their behavioral habits**, and **pain points** it is possible to create the perfect product for them.

UI/UX audit

Competitive Analysis

Customer Journey Mapping

Usability Testing

Prototyping



Design

We work in close collaboration with your product and development teams to **design outstanding user experiences** for any platform providing ongoing UX/UI design, constant iterative design improvements, and assisting you at every product development stage.

UX/UI Design

Design Systems

Web & Mobile App Design

Interaction Design

Product Design



Branding

Branding is **not just a logo**. It's the creative platform that unifies the way the world sees your business. We help our partners create and evolve visual identities and develop brand strategies.

Logo & Visual Identity

Website Design

Branding Guidelines

Brand Identity





**“We make better products and
make products better.”**

Our Design Process

Empathize Define Ideate Prototype Test Deliver

Our team uses various UX methods to empathize with users and **understand the problem**. From conducting user interviews to analyzing quantitative data and market research, our UX Researchers will be there having ongoing activities to improve the experience.

- ✓ User Research
- ✓ Stakeholder Interviews
- ✓ Empathy Map
- ✓ Competitive Analysis



Our Design Process

Empathize **Define** Ideate Prototype Test Deliver

Now, we will organize the information we have gathered, and we will focus on specific experiences within the customer journey and analyze our observations to **define the core problems** identified up to this point.

- ✓ Analyzing data & analytics
- ✓ Problem statement
- ✓ Customer Journey Map
- ✓ Design Audit



Our Design Process

Empathize Define **Ideate** Prototype Test Deliver

At this point, we have decided on the problem(s) to try and solve. In this third step, we start **Ideation** — the process of exploring many different directions (“divergent thinking”) to finally select the most promising idea(s) (“convergent thinking”).

- ✓ Brainstorming
- ✓ Sketching
- ✓ User Flow Mapping



Our Design Process

Empathize Define Ideate **Prototype** Test Deliver

The prototyping stage is where **ideas come to life**. Our UX team will prototype, test, repeat as they scale designs, and add fidelity and functionality.

- ✓ Prototyping
- ✓ Information Architecture
- ✓ Interactions
- ✓ Design System



Our Design Process

Empathize Define Ideate Prototype **Test** Deliver

Once we have a design that is implemented (even if only as an interactive prototype), we will begin to run some **evaluations** of this design internally with the team and stakeholders, and externally with real users.

- ✓ Usability Report
- ✓ Analytics Report
- ✓ Design Audit

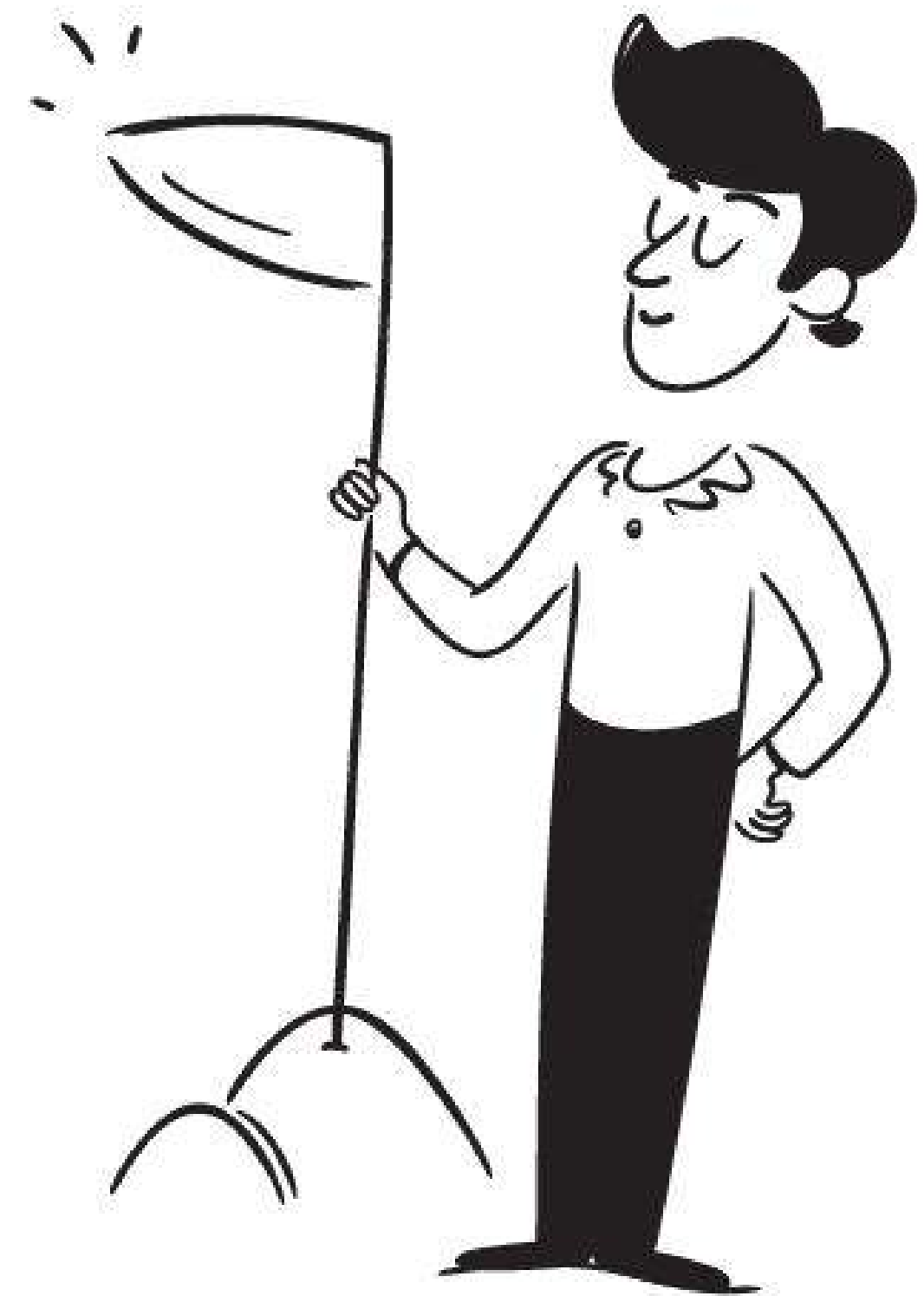


Our Design Process

Empathize Define Ideate Prototype Test **Deliver**

At this final stage, the design team hands its mockups, prototypes, and documentation **to the development team** to start the engineering process.

- ✓ User Testing
- ✓ Design Audit
- ✓ Hand-off Document



**Samples of our
work!**



Our Partners



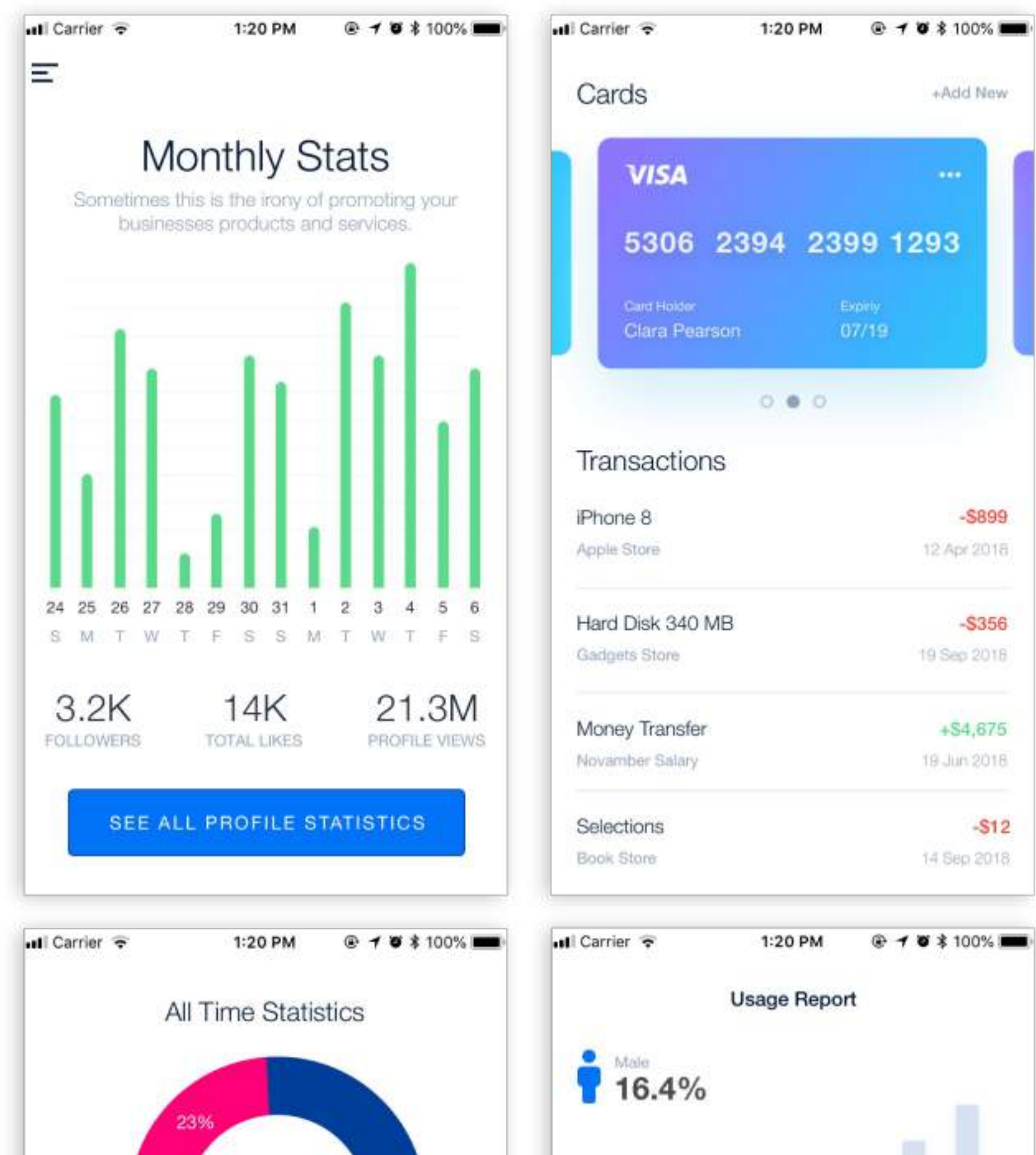
Mobile Dashboards

Mobile App • UI design — 2019



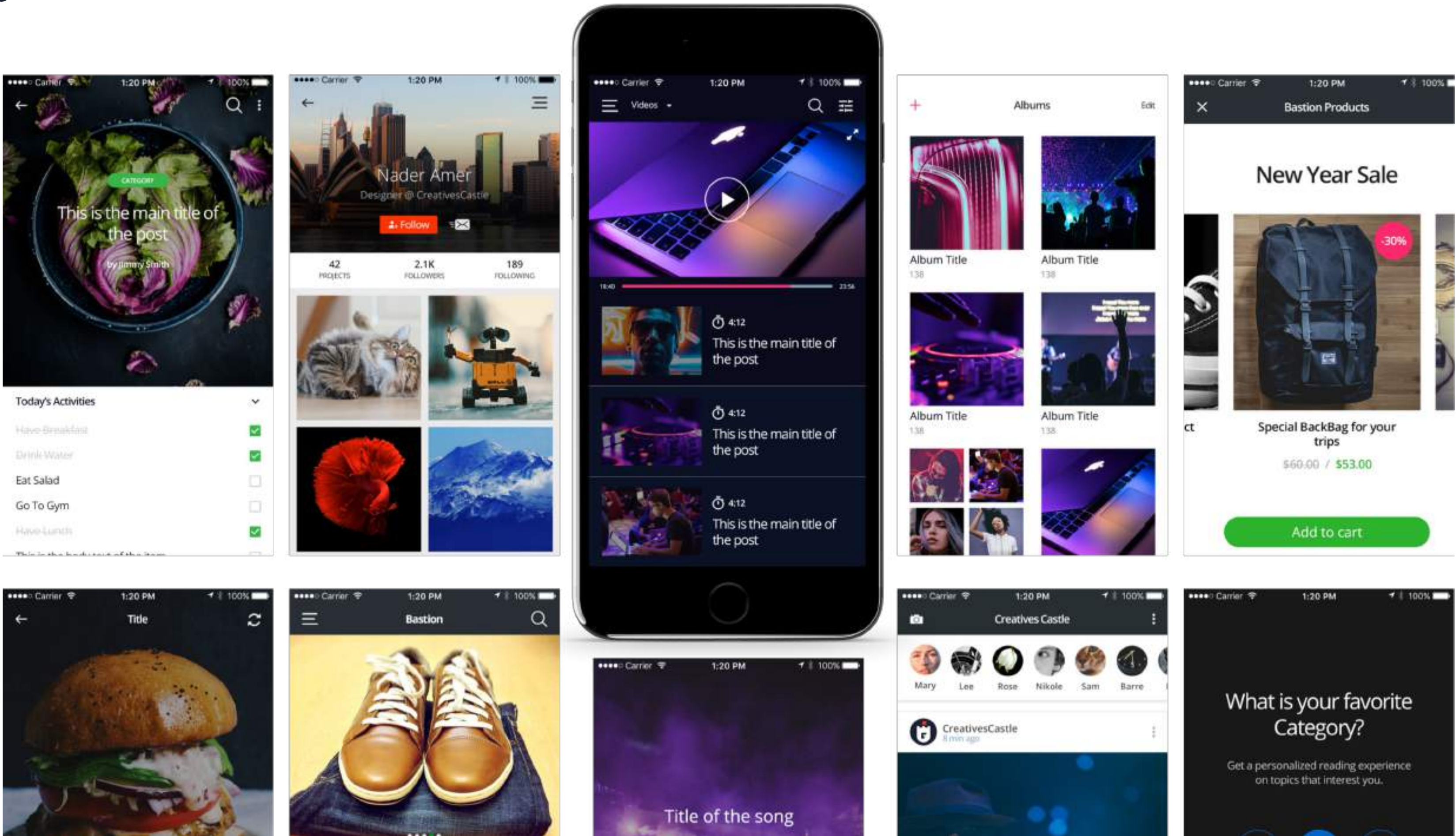
Mobile Dashboards

Mobile App • UI design — 2019



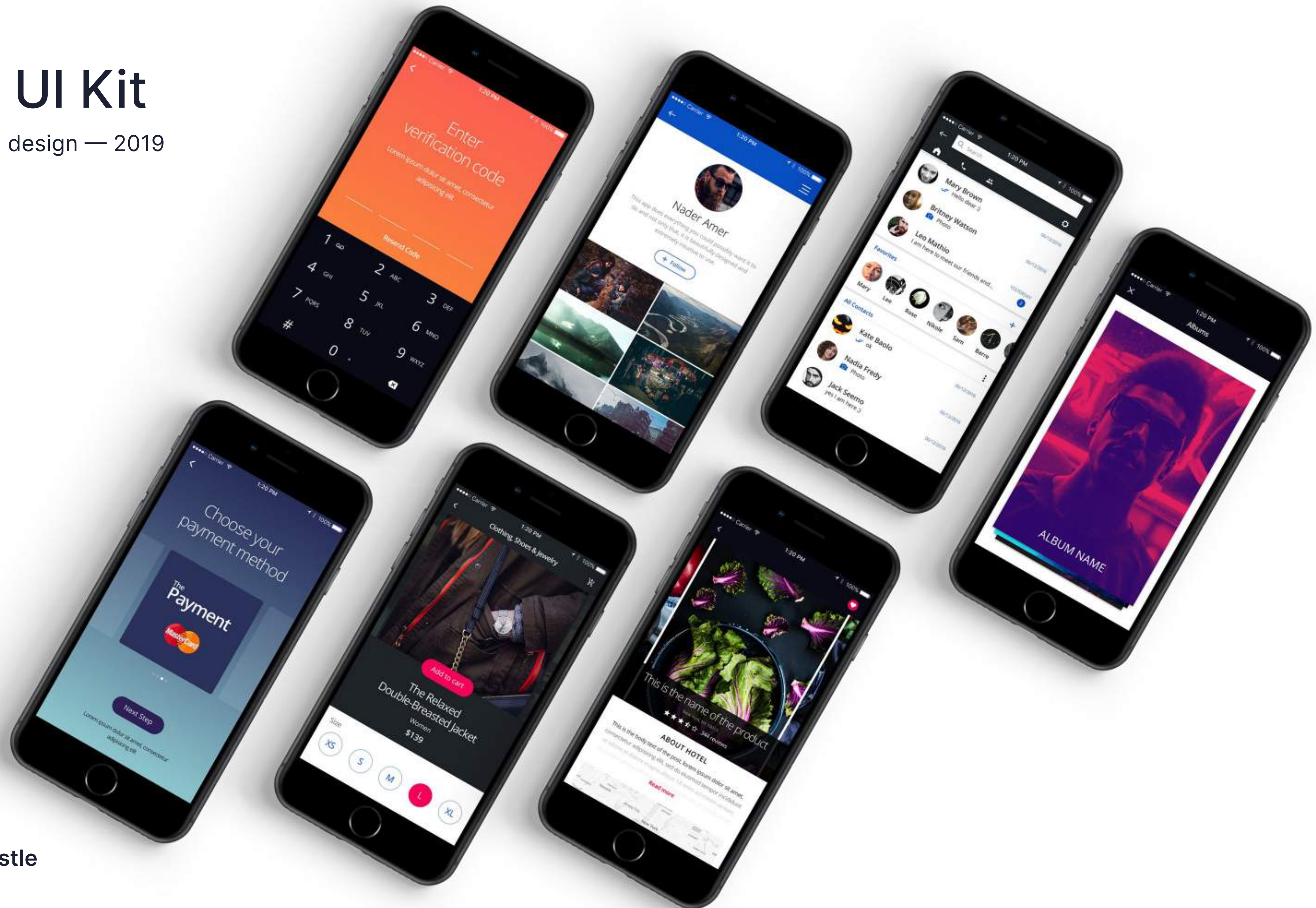
Shadow Mobile UI Kit

Mobile App • UI design — 2019



Mobile UI Kit

Mobile App • UI design — 2019



Mobby Mobile UI Kit

Envato • UI design — 2019



Blocks UI Kit

Web Design • UI design — 2019

UI KIT

Blocks.

Create web pages faster and easier with pre-designed comprehensive UI blocks.

Version 1.0.0 (released Sep 2019) — Compatible with Sketch 57+

View Project →

Sketch

NEW COLLECTION

Checkout the new collection

A designer knows he has achieved perfection not when there is nothing left to add.

Shop Now

Digital Designer



VIEW ALL PROJECTS

Latest Projects



Home Tiles

Automated Reports

Introducing the new automated reports created by our strong system and saved on servers.



Easy to use via code.

Create Report

How it works

Net Profit



\$5,322K

Your profit improved by 32% in the last 7 days.

Audience Statistics

Sometimes this is the irony of promoting your businesses products and services.



Home Tiles

MEET OUR TEAM

Chinelo Olyke

Senior Designer, responsible for the design of the website, ensuring it is user-friendly and visually appealing.

2019



The Ultimate UI Blocks UI for Web

By Blocks UI Team. You can't build without it.

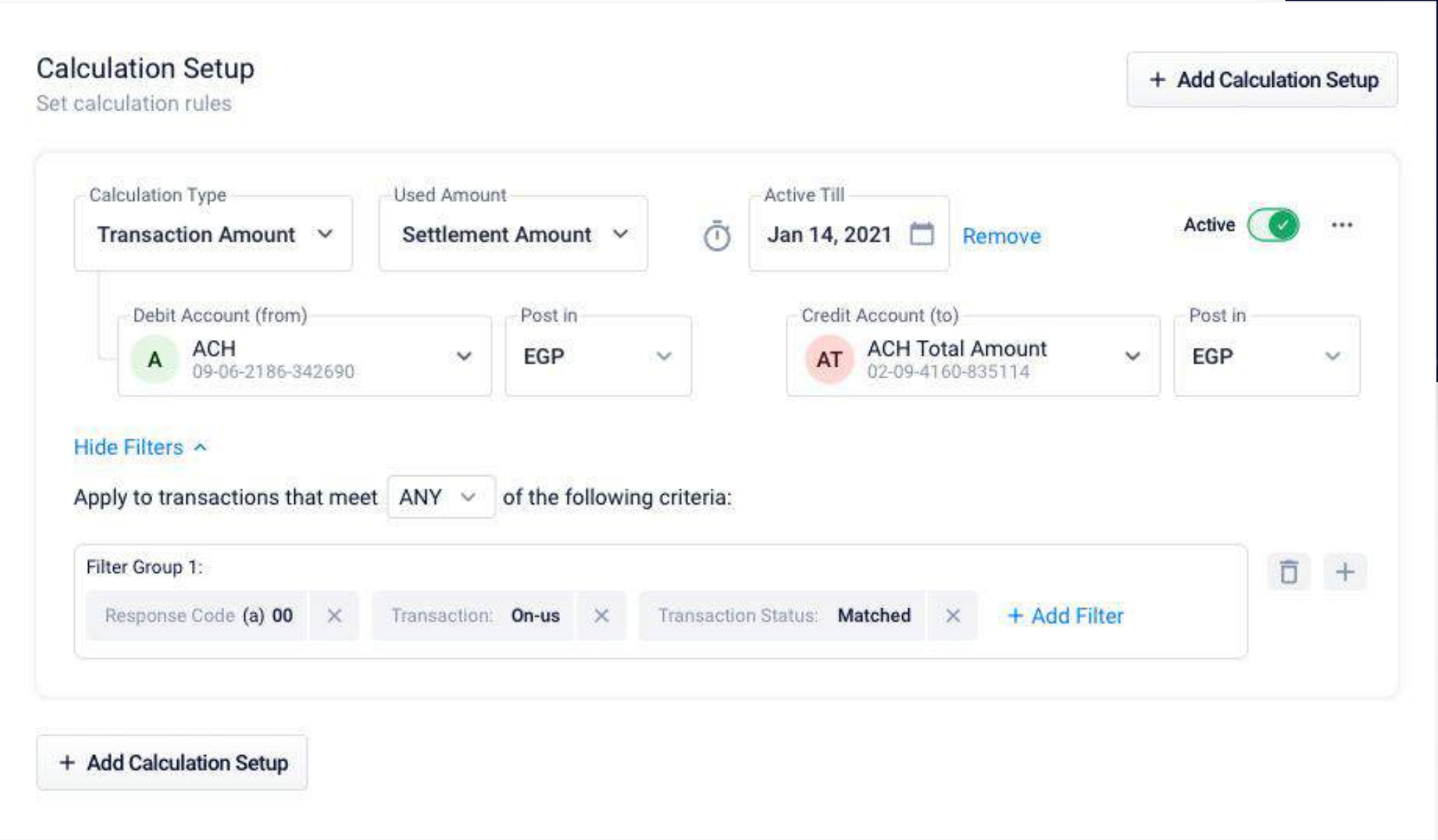
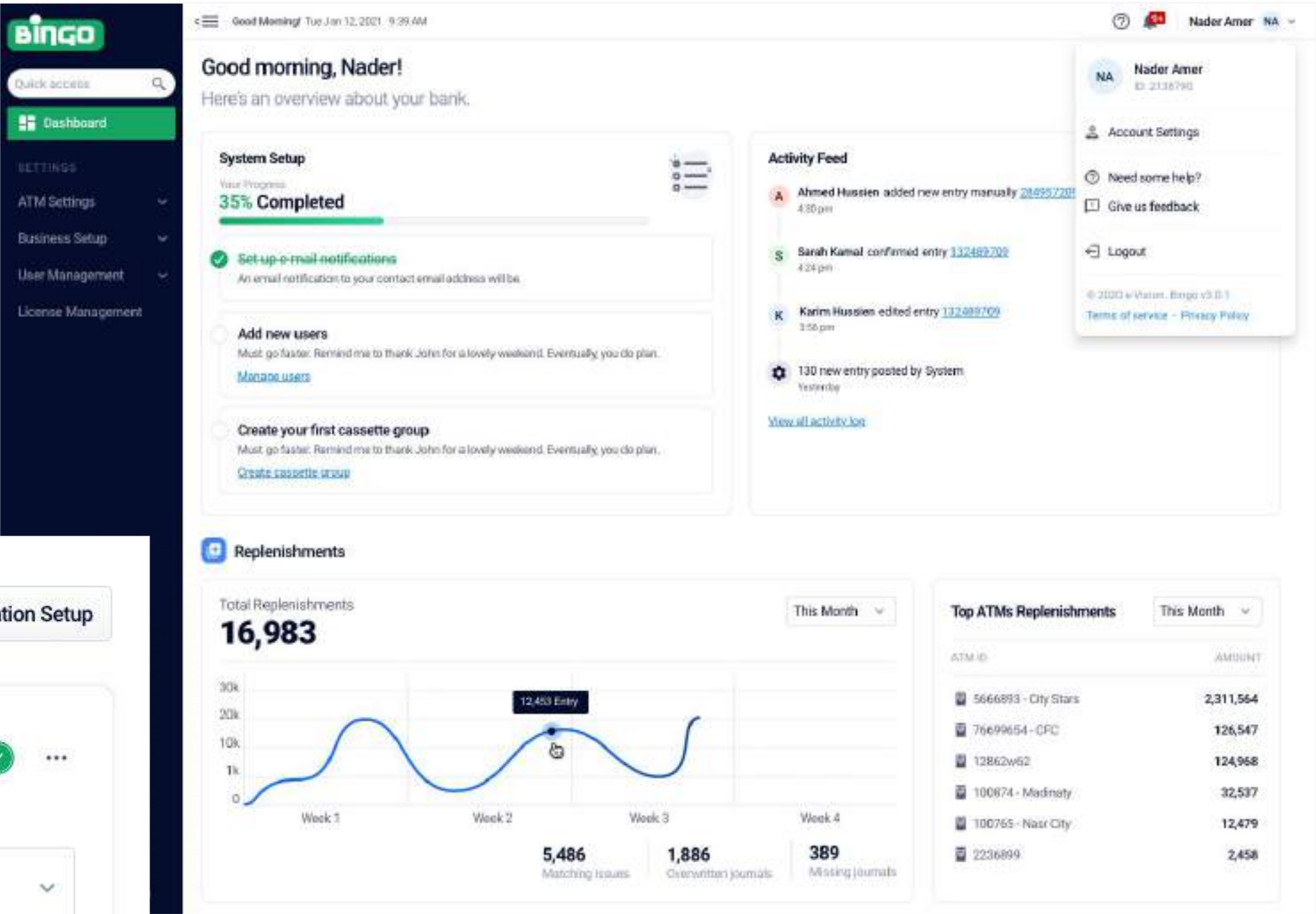
Registration form with fields for Name, Email, Password, and a checkbox for 'I agree to the terms and conditions'. A 'Register' button is at the bottom.

BINGO ATM Financial Suite

Product design • Design System — 2020-2023

We had the pleasure of revamping the reconciliation system for the National Bank of Egypt (the biggest bank in Egypt in terms of assets, deposits, loans, bank capital, number of total branches, and employees).

[Check Casestudy](#)



The system has been a strong pillar enabling the bank's ATM expansion plans from 450 to a four-fold increase, and the new design increased customer satisfaction as it reduced manual work and enhanced staff productivity by minimizing customer dispute handling time from 3 weeks to 48 hours.



Good Morning! Tue Jan 12, 2021 9:39 AM Dina Tareq (Maker) DT

Replenishment

← ATM: 001875511 — City Stars Pending

Data from: 21/11/2019 17:45:5 Data to: 16/01/2020 15:35:35 Dispensed Journal: EGP 212,100 Dispensed Switch: EGP 212,100 Switch Diff: 0 Journal Diff: 0 Disputes: 0 Current

[Show previous replenishment](#)

Cassette Def. Details

Overwrite request pending
Your request to overwrite Journal records with CIT file records has been sent and pending approval. [Cancel Request](#)

[Edit Journal](#) ☒ Show CIT file records

Cassette Note Value	Totals		200		100		50		20	
	Journal	CIT	Journal	CIT	Journal	CIT	Journal	CIT	Journal	CIT
Notes	15,000	25,000	1,000	1,000	2,000	2,000	4,000	4,000	8,000	8,000
	EGP 750,000	EGP 125,000	EGP 200,000	EGP 200,000	EGP 200,000	EGP 200,000	EGP 200,000	EGP 200,000	EGP 160,000	EGP 160,000
Notes Remaining	10,483	10,493	400	410	1,836	1,836	3,642	3,642	4,560	4,560
	EGP 524,000	EGP 524,500	EGP 80,000	EGP 82,000	EGP 183,600	EGP 183,600	EGP 183,100	EGP 183,100	EGP 91,200	EGP 91,200
Notes Dispensed	4,517	4,507	600	590	104	164	358	358	3,440	3,440
	EGP 226,000	EGP 221,100	EGP 120,000	EGP 119,000	EGP 16,400	EGP 16,400	EGP 17,900	EGP 17,900	EGP 69,000	EGP 68,900

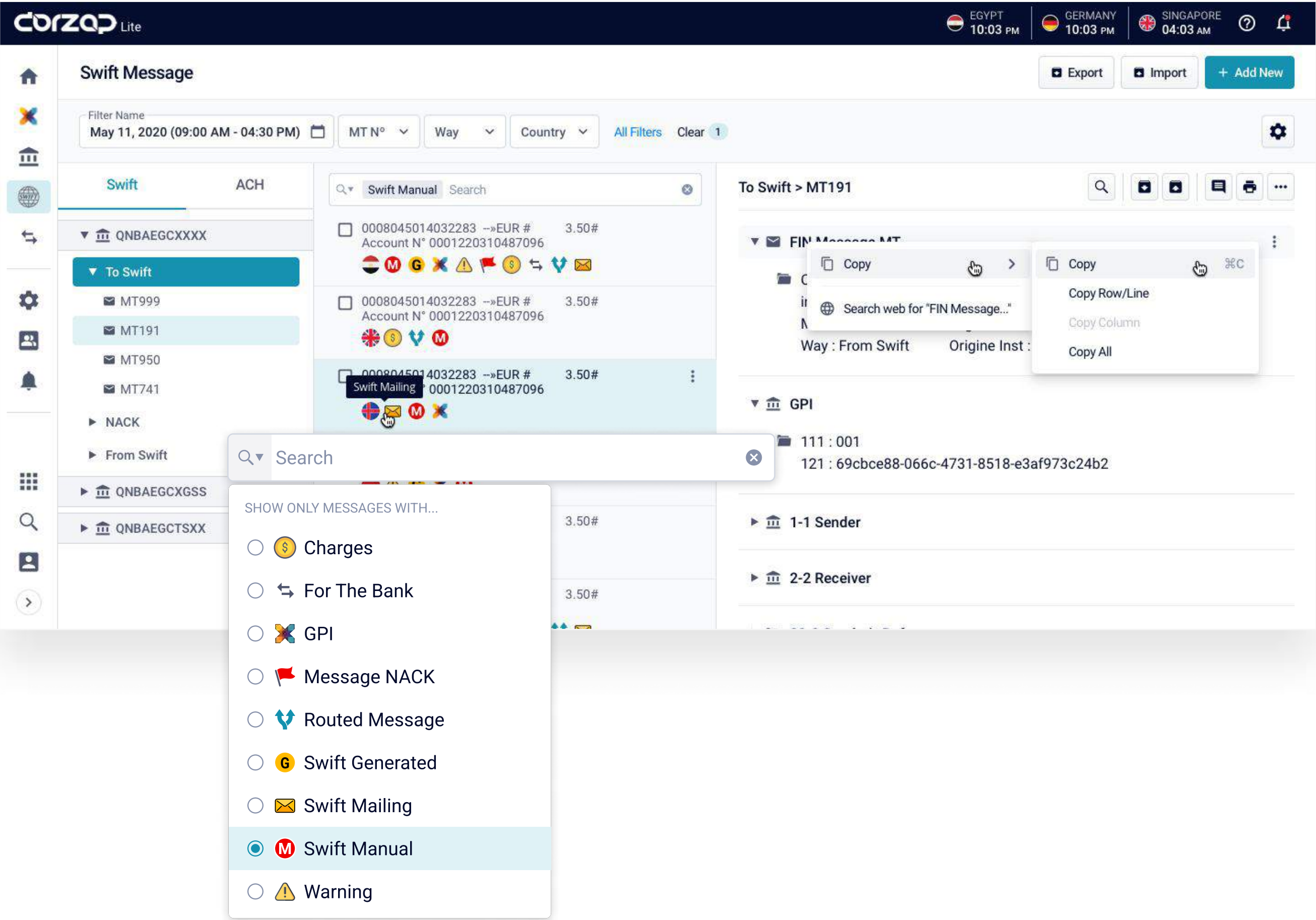
Overwritten by FOI — Just now [Show log history](#)

Cassette Deposit Def. Details

CORZAP: Smooth, compliant and affordable SWIFT gpi messaging

Product design • Design System — 2021 - 2024

We focused on evaluating and revamping the current system to improve daily work by exporting data to help global banks and regional service bureaus achieve straight-through processing of cross-border SWIFT transactions.



We also added the ability of configuring password policies to help adminstration department protect their users' accounts by forcing them choose a strong password.

corzaq

EGYPT

10:03 PM

GERMANY

10:03 PM

SINGAPORE

04:03 AM

< GPI

GPI Incoming Monitor

GPI Outgoing Monitor

GPI Incoming Monitor

Start Date

May 11, 2020

End Date

May 12, 2020

UETR

Pending

ACSP

ACSC

RJCT

Apply Filter

GPI: Non-Status

Settlement without status

392

GPI: ACSP

Settlement in progress, Pending status

50

GPI: ACCC

Settlement completed, Final

20

GPI: RJCT

Payment rejected, Final status

10

corzaq

Life

EGYPT

10:03 PM

GERMANY

10:03 PM

SINGAPORE

04:03 AM

Quick access

< System Settings

Bank Info

Countries

Password format

LDAP Settings

SWIFT SETTINGS

Swift Message Settings

Swift Message Structures

Swift Fields

Swift Data Parameters

Password Format

General Rules

Set general password policy to be followed when user need to create/change his password.

Configure password policies

Strong password policies help you protect your users' accounts by forcing them choose a strong password.

Passwords based on your current settings will be:

Moderate

Be at least 8 characters

A mixture of both uppercase and lowercase letters

A mixture of letters and numbers

Inclusion of at least one special character, e.g., ! @ # ?]

Passwords must be between 8 and 100 characters

Password Minimum Length

Minimum number of characters contained in the password

-

8

+

Uppercase Character Rule

Require at least one uppercase letter

Off

On

Minimum required number of uppercase characters

-

1

+

Lowercase Character Rule

Require at least one lowercase letter

Off

On

Minimum required number of lowercase characters

-

1

+

Digit Character Rule

Require at least one digit letter

Off

On

SWIFT Date

Time

Sender

Currency

Text / Amount

GPI Status

64TFJ

16/12/2019

2:35:20 AM

BHBKTNTTXXX

USD

9,509

ACSP

GKUGI

30/11/2019

7:40:55 AM

BHBKTNTTXXX

USD

2,404

ACSP

REWT

26/10/2018

2:35:20 AM

BHBKTNTTXXX

EUR

6,715

ACSP

JIUQW

07/01/2018

7:40:55 AM

BHBKTNTTXXX

EGP

6,537

ACSP

IGTE58

08/06/2018

8:15:30 AM

BHBKTNTTXXX

EGP

8,016

ACSP

HDHT8

05/02/2018

5:45:05 AM

BHBKTNTTXXX

SAR

7,970

ACSP

TTTXXX

16/07/2018

3:15:40 PM

BHBKTNTTXXX

AED

1,513

ACSP

TTTXXX

27/07/2019

9:40:55 AM

BHBKTNTTXXX

SAR

1,832

ACSP

Refresh

Show: 50 of 392 Results

1


2

3

...

8

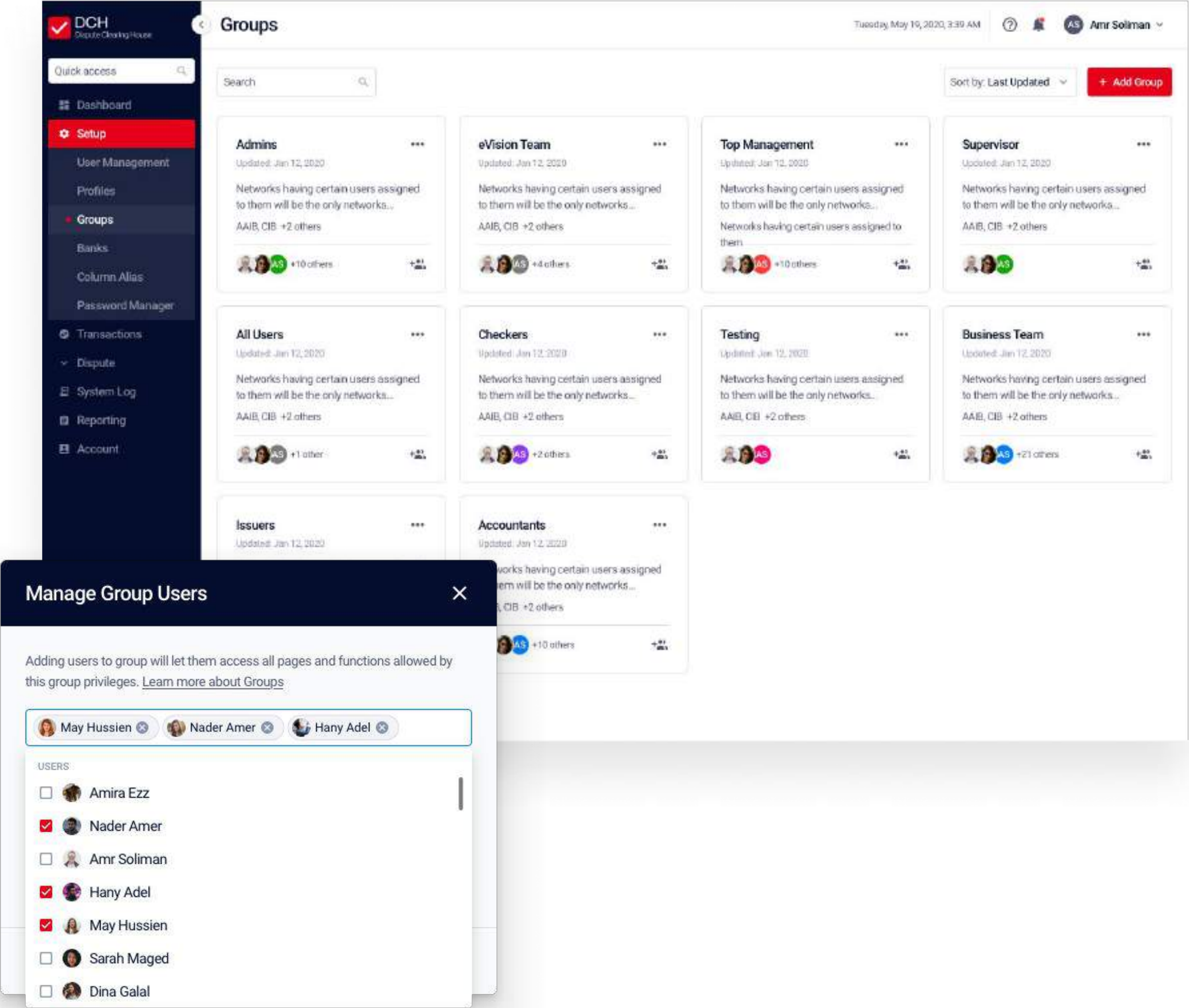
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 CreativesCastle

DCH: Dispute Clearing Hub

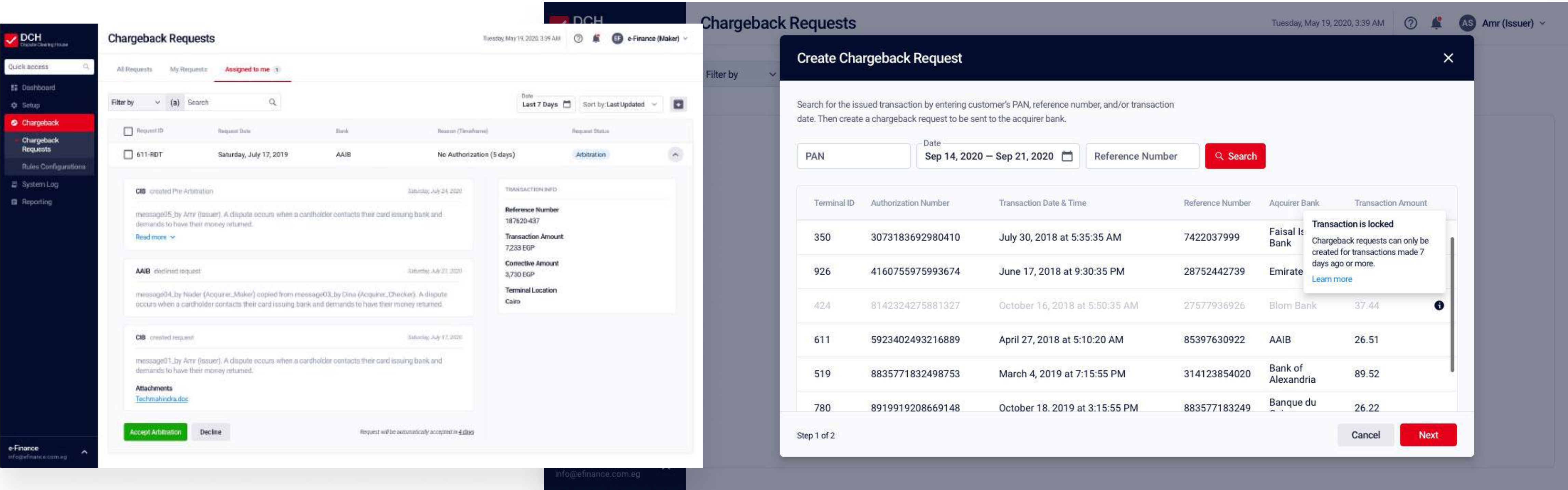
Product design — 2020

Off-us transaction disputes usually take from 10 days to 45 days to be settled as it involves several manual operations either from the issuer bank, acquirer bank, or the scheme. While the number of electronic transactions increases in Egypt, it will definitely increase the number of dispute cases, which will add more pressure on bank operations.



CHARGEBACK

One of the big challenges was creating a chargeback request module to help the bank withdraw funds that were previously deposited into the recipient’s - usually a retailer - bank account and put them back into the customer’s account.



VSLA — Tahweesha App

Product design — 2021

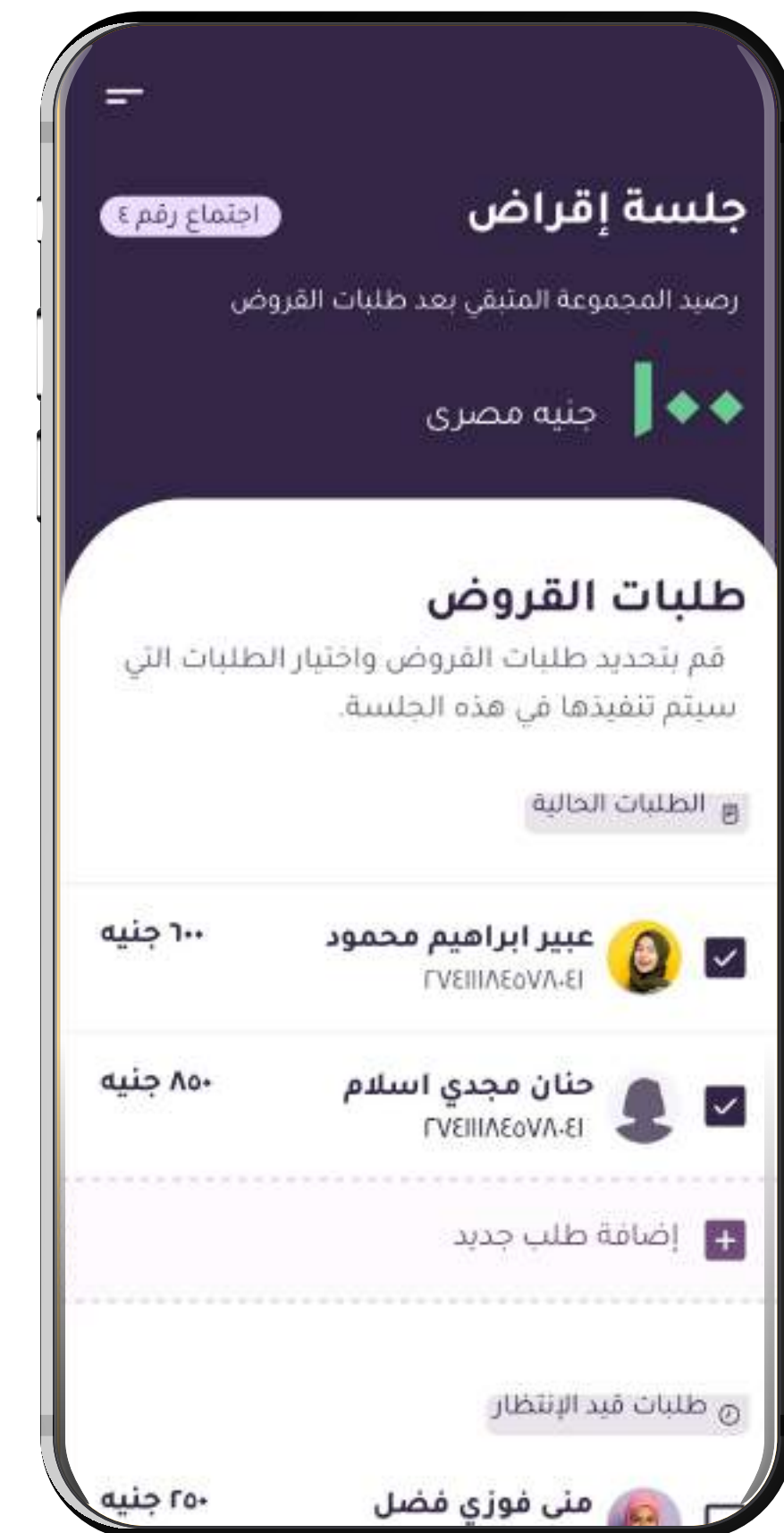
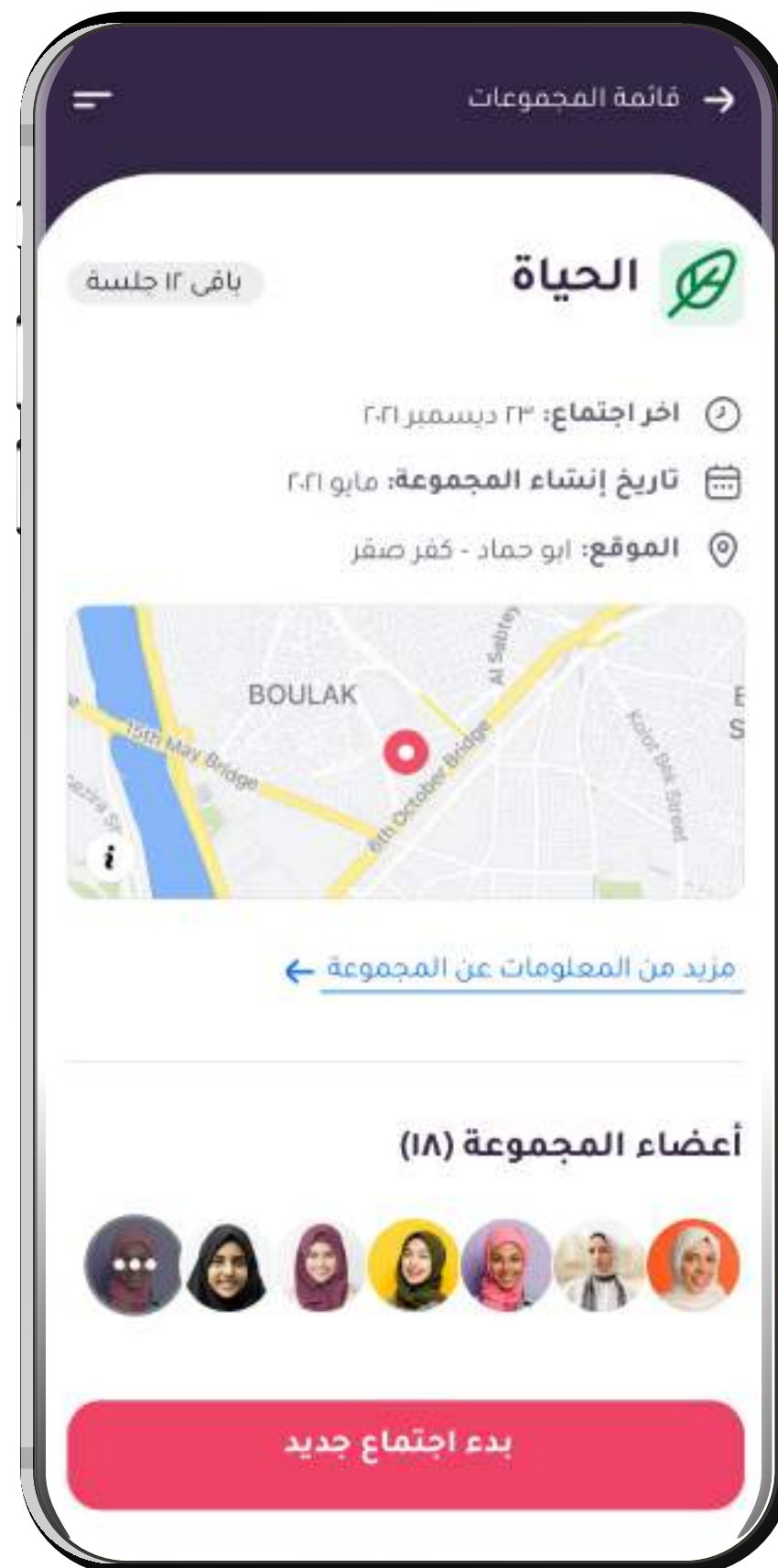
The National Council for Women in Egypt (NCW) embarked on a journey in 2021 to digitalize the existing successful classic VSLA methodology; a platform to be enable scale up to create saving groups that are self-managed and self-governed for use by the rural women of Egypt.

[Check Casestudy](#)



VSLA — Tahweesha App

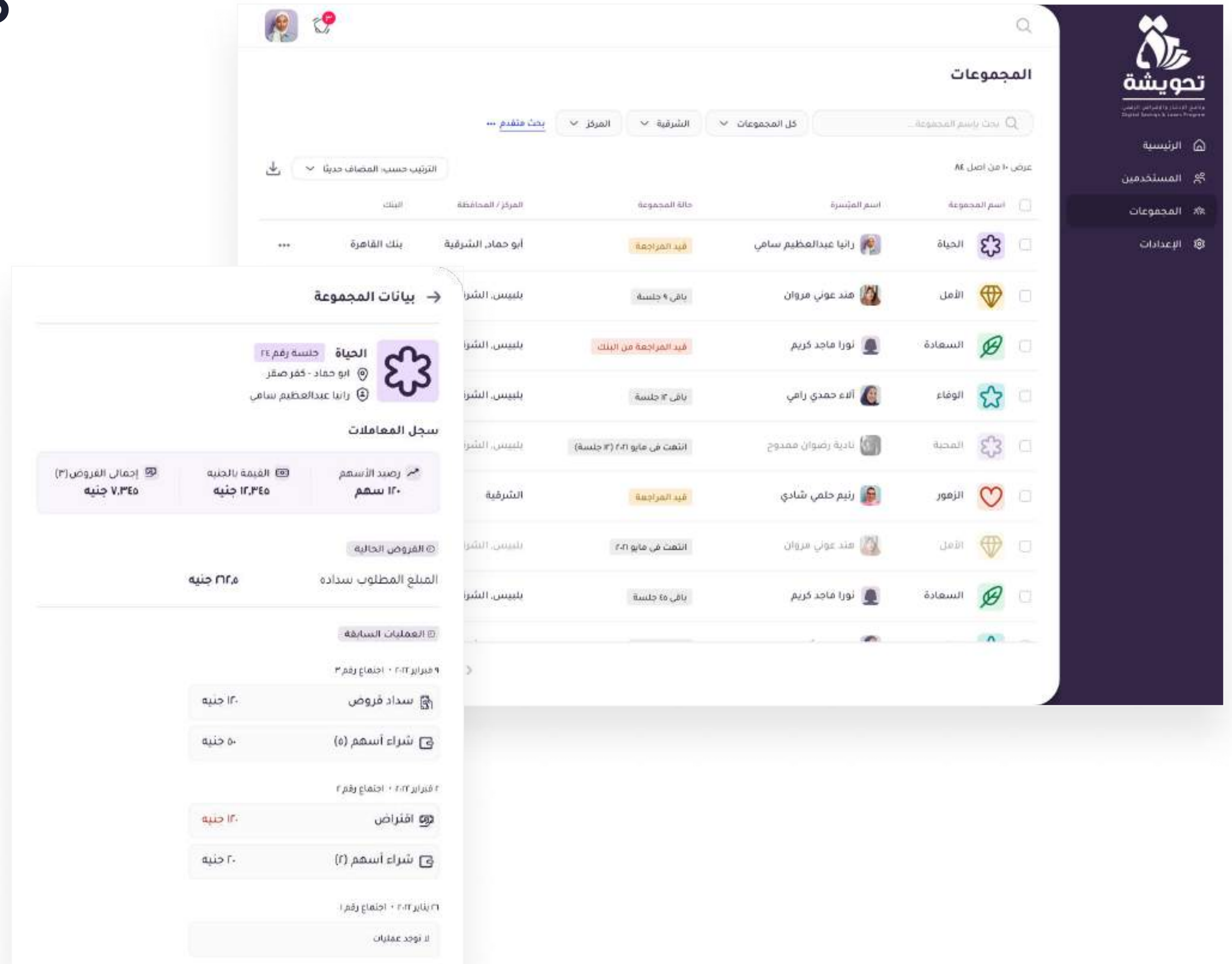
Product design — 2021



VSLA — Tahweesha MIS

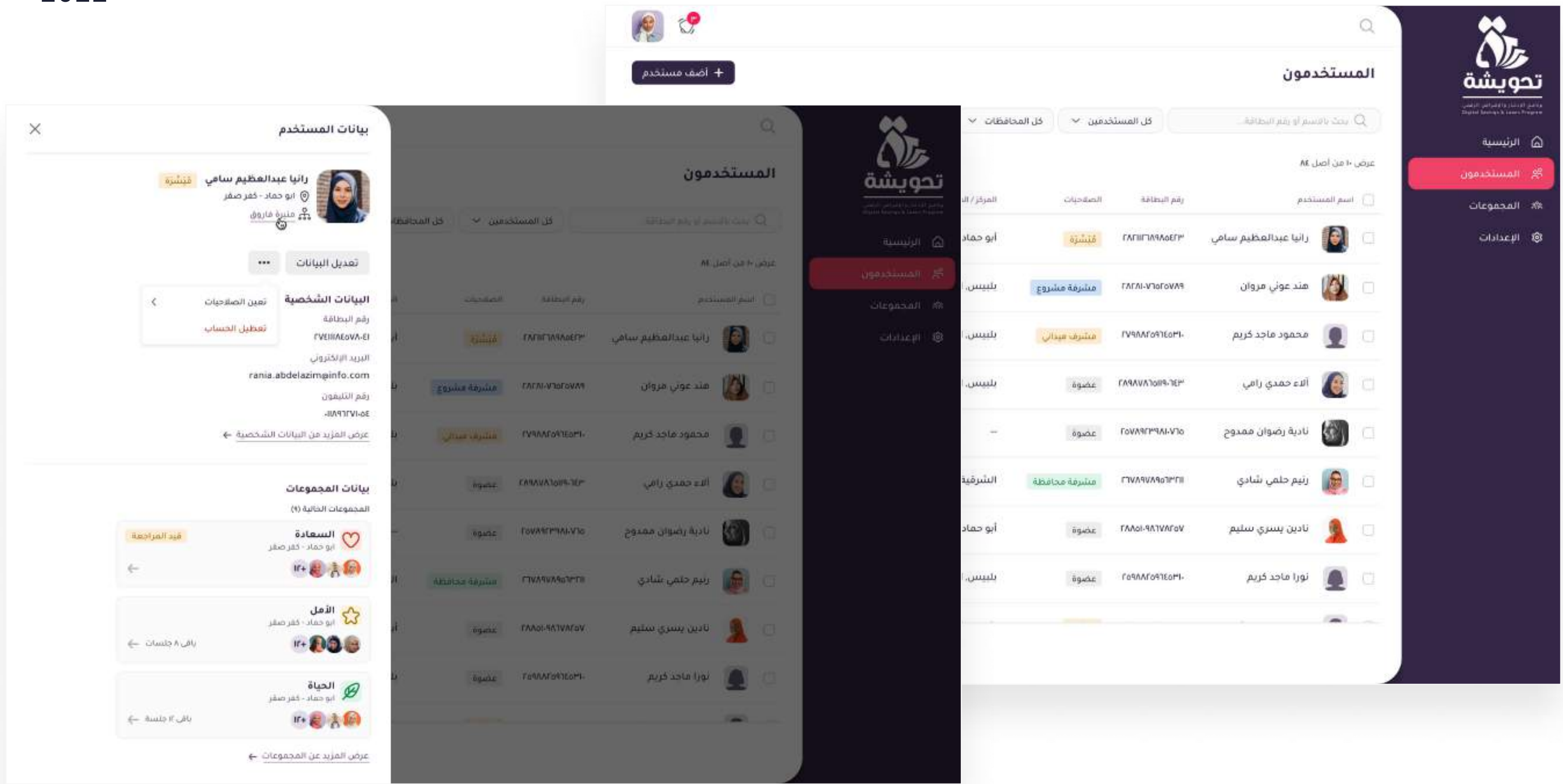
Product design — 2022

We created a management information system used for decision-making, and for the coordination, control, analysis of Tahweesha App with real-time monitoring of uptake and performance of Individuals and Groups.



VSLA — Tahweesha MIS

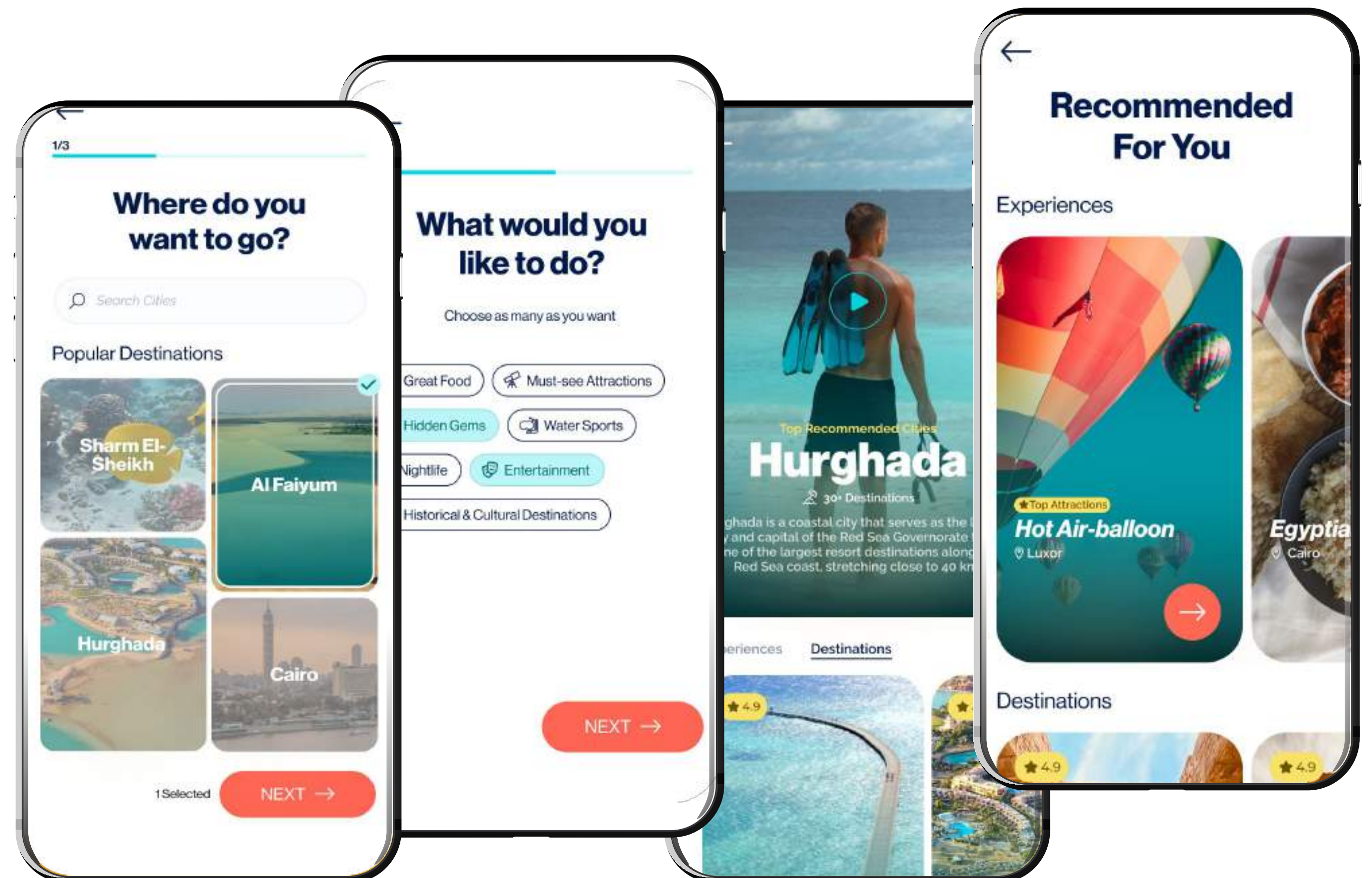
Product design — 2022



Experience Egypt — Mobile App

App design — 2023

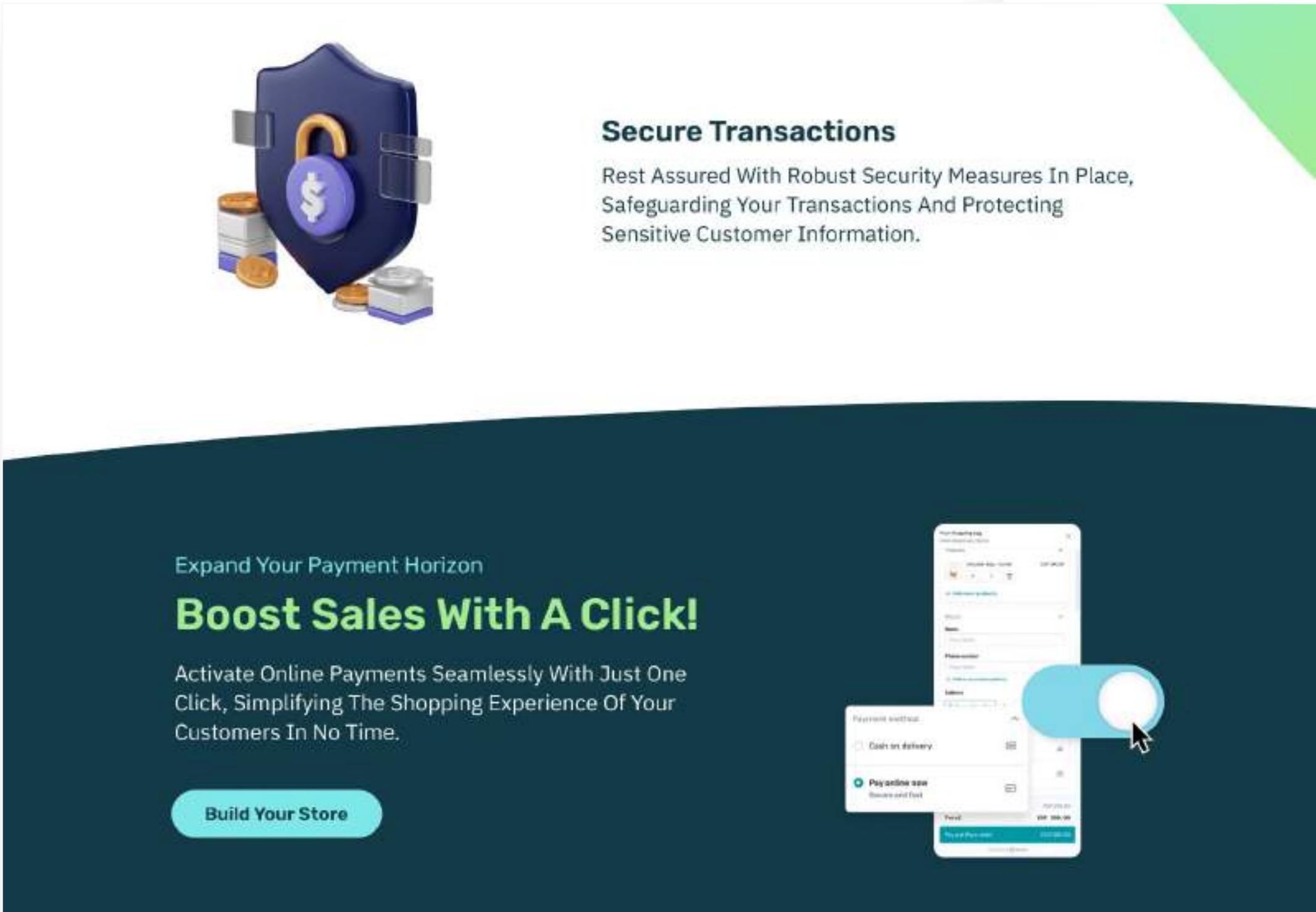
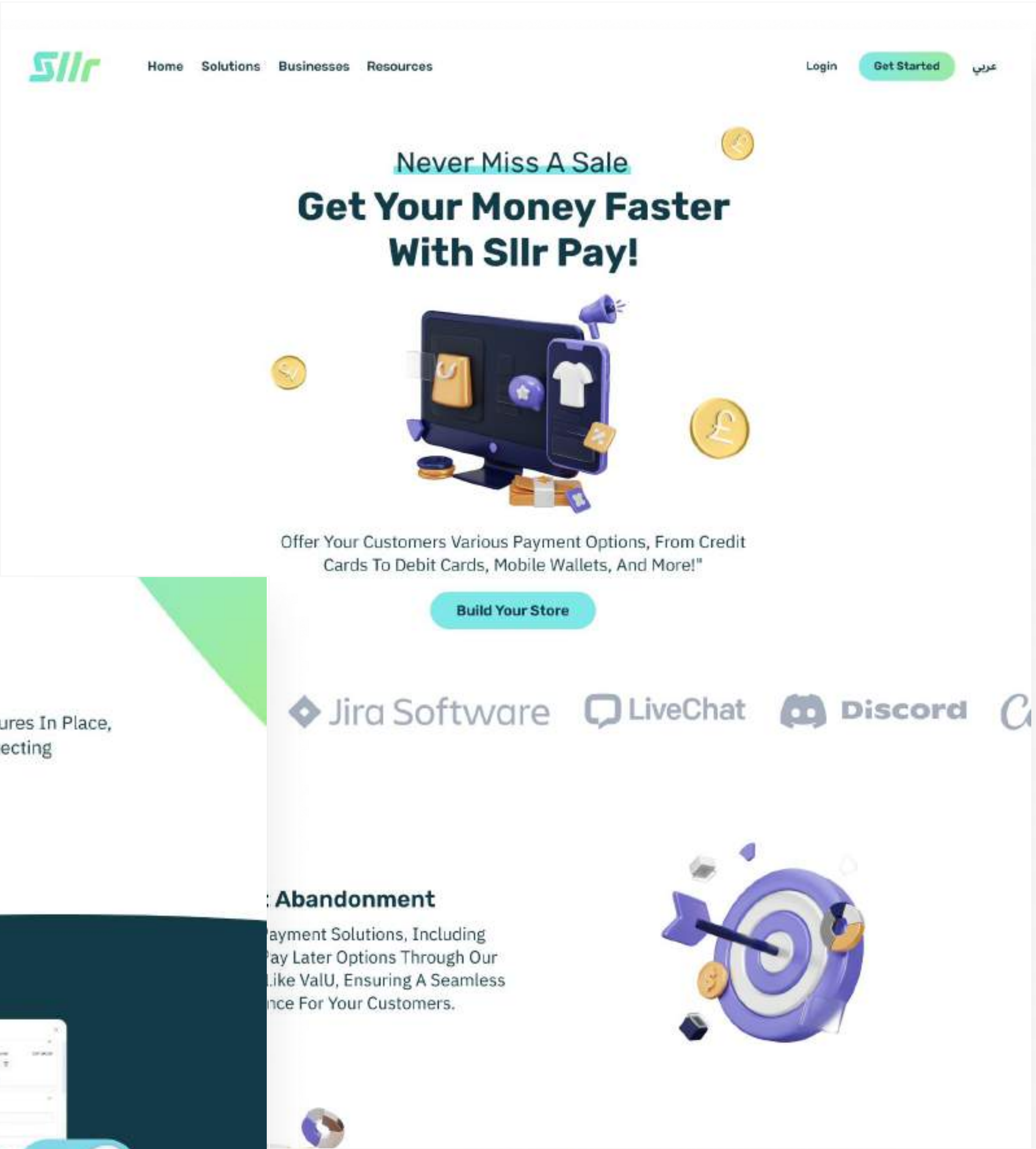
The app concept centers on self-exploration, with the external environment serving as a supportive backdrop. It emphasizes personalization, focusing on what you choose to see, experience, and take away as lasting memories.



SLLR — Landing Page Concept

Landing Page — 2024

Sllr provides customers with a free and seamless ecommerce platform transforming the checkout complexity to a fast and seamless experience.



Suplyd — Web App

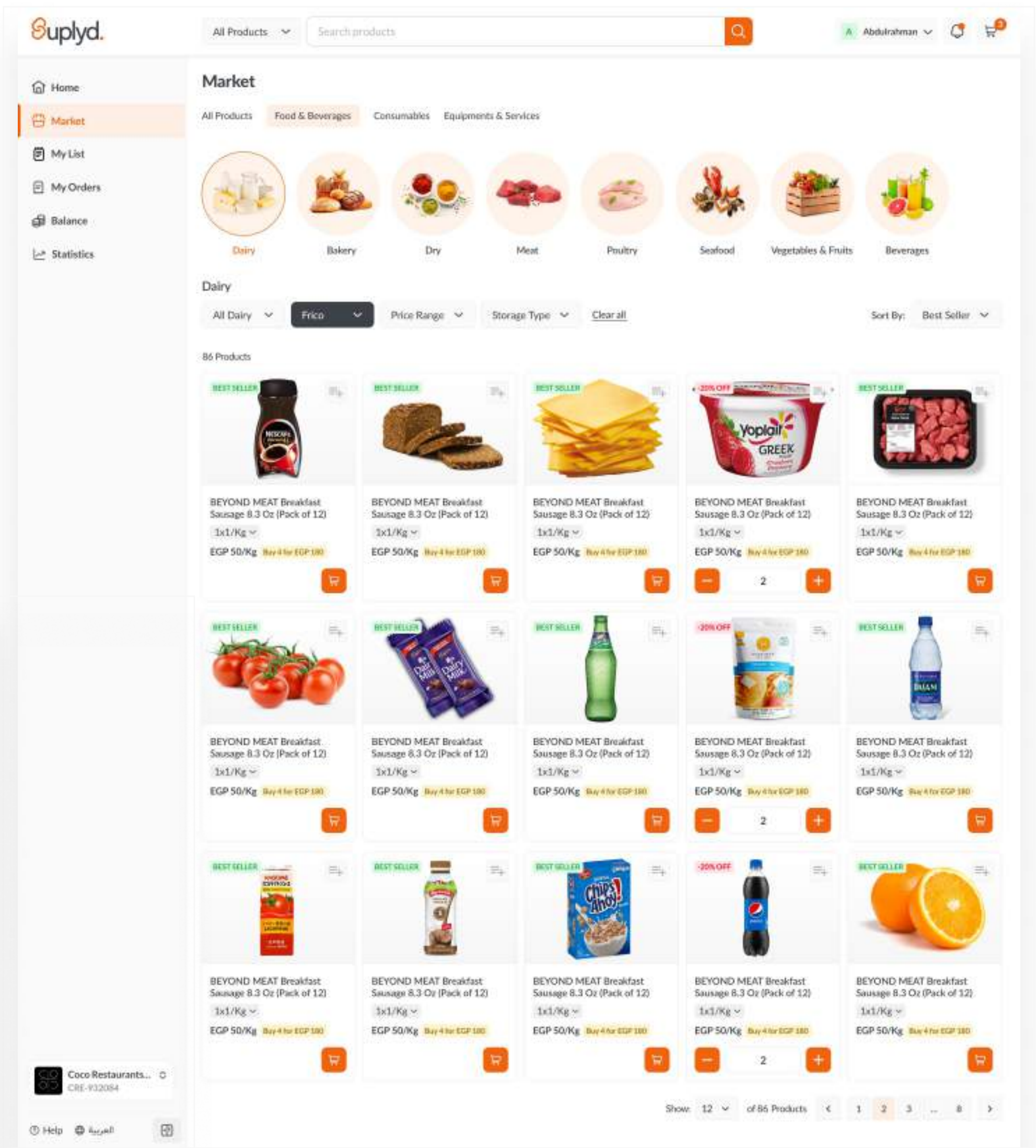
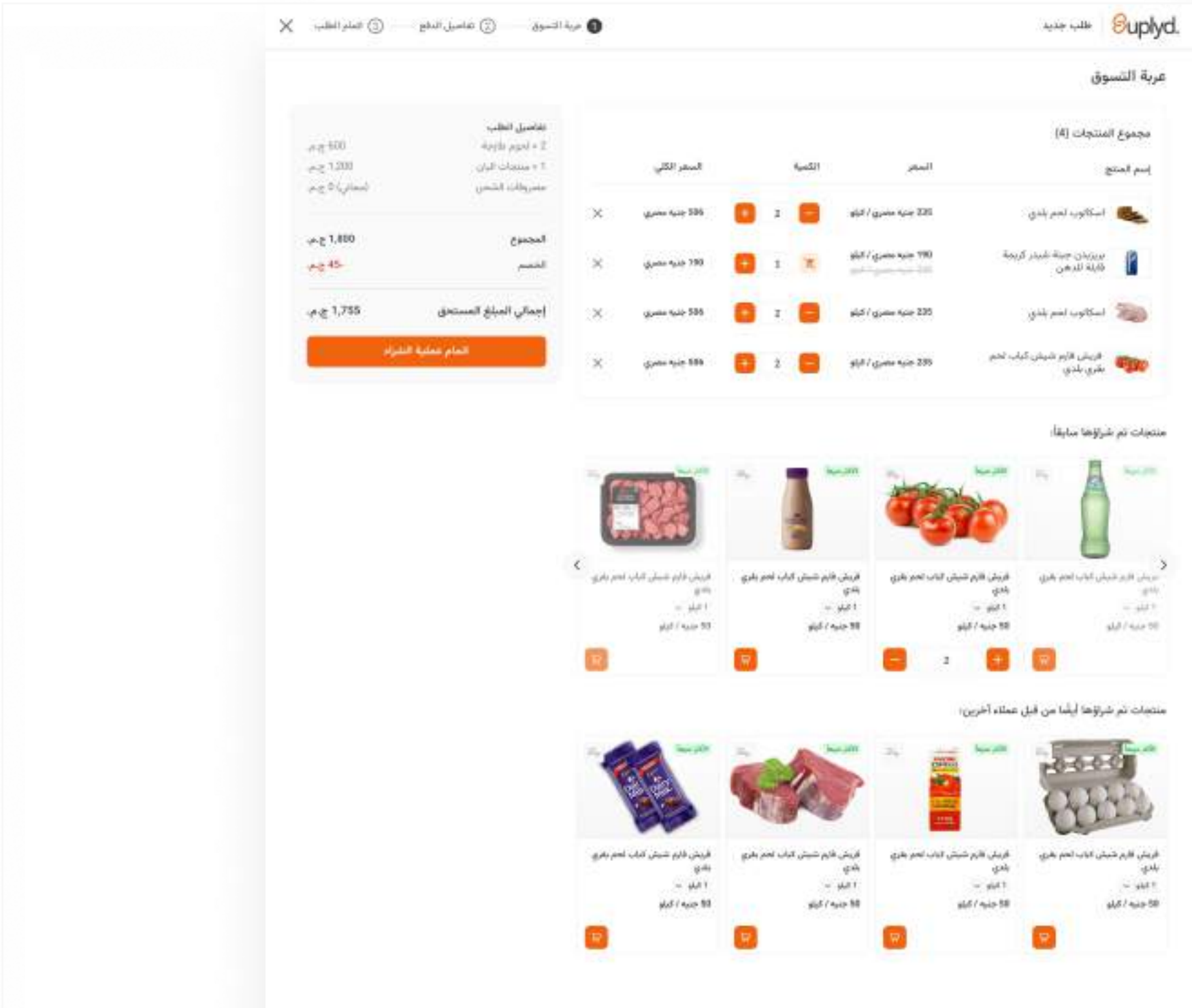
Web App — 2022

Suplyd is an Egypt-based startup that digitizes supply chain operations for the MENA region’s hotels, restaurants, and catering (HORECA) industries by creating a B2B platform that facilitates order procurement, fulfillment, and payments.

Duration: 15 days (3 Design Sprints)

Industry: Retail

[Check Casestudy](#)

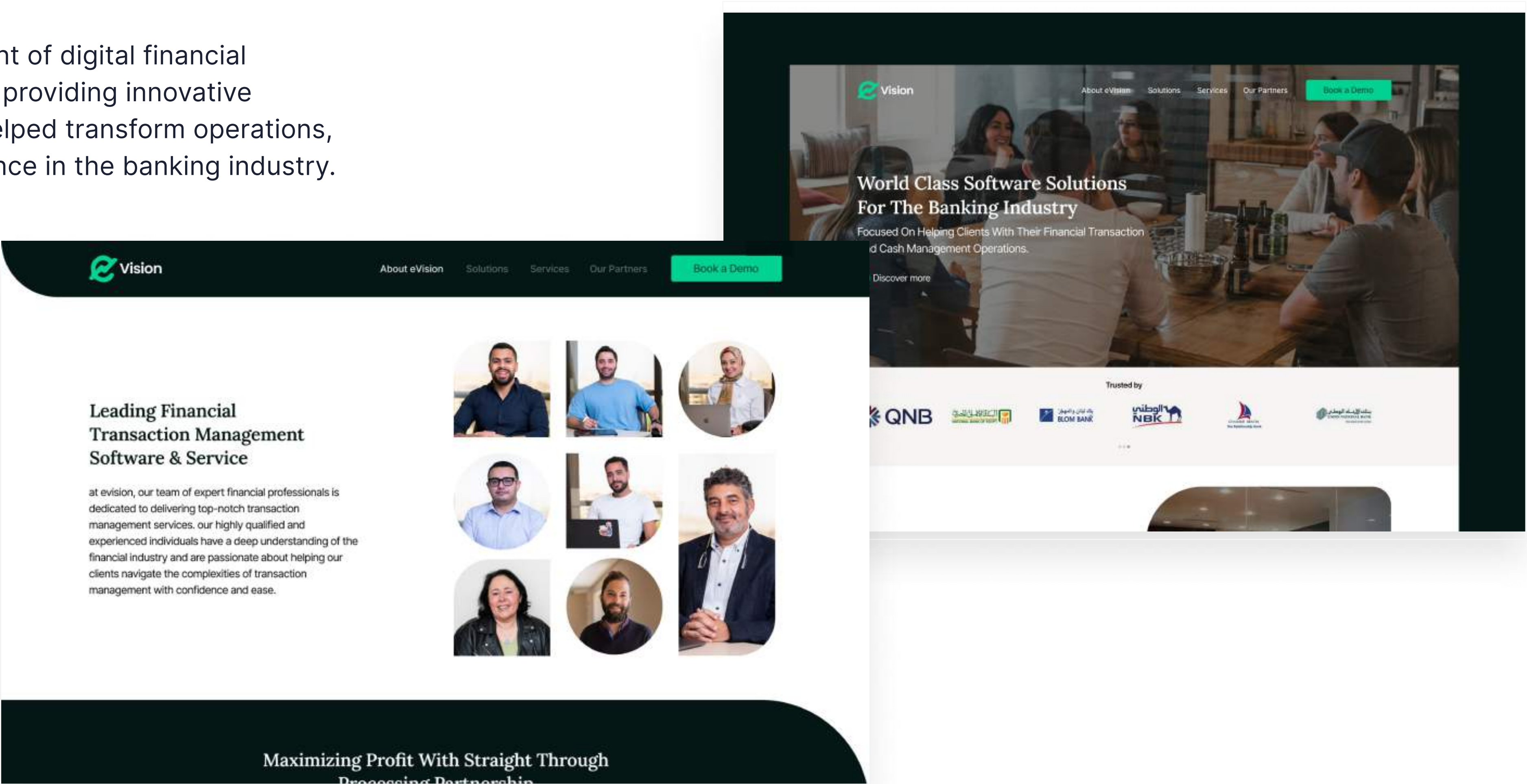


eVision — Website

Online Brochure — 2023

eVision has been at the forefront of digital financial systems for over two decades, providing innovative software solutions that have helped transform operations, risk management, and compliance in the banking industry.

[Check Casestudy](#)



HIO — Landing Page Concept

Landing Page — 2020

MEDICINE & MANAGEMENT

Powerful Training Programs

01

Cutting Prescription Drug Costs

Nullam quis risus eget urna mollis ornare vel eu leo. Etiam porta sem malesuada magna mollis euismod.

Read More

02

Help Finding Information

Nullam quis risus eget urna mollis ornare vel eu leo. Etiam porta sem malesuada magna mollis euismod.

Read More

03

Treat That Oral Thrush Now

Nullam quis risus eget urna mollis ornare vel eu leo. Etiam porta sem malesuada magna mollis euismod.

Read More

04

Top-Notch Mentorship

Nullam quis risus eget urna mollis ornare vel eu leo. Etiam porta sem malesuada magna mollis euismod.

Read More

05

Your Antibiotic One Day ...

Nullam quis risus eget urna mollis ornare vel eu leo. Etiam porta sem malesuada magna mollis euismod.

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01 / 04

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The American Society of Clinical Oncology and the Association for Clinical Oncology's diverse network of nearly 45,000 oncology professionals recognizes our dedication to providing the highest-quality resources in education, policy, the pioneering of clinical research, and above all, advancing the care for patients with cancer.

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Microsoft
CERTIFIED
Partner

UNIVERSITY OF CAMBRIDGE

ACADEMY of ART
UNIVERSITY



Thank You

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