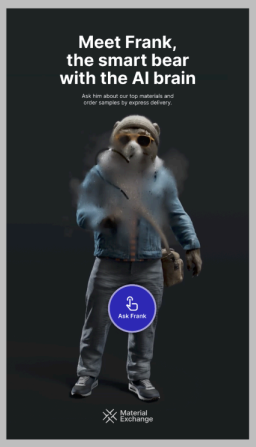
MARTIN HUBER
PORTFOLIO

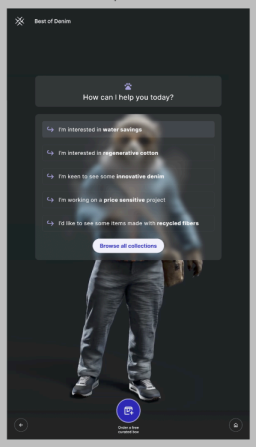
2025

Material Exchange

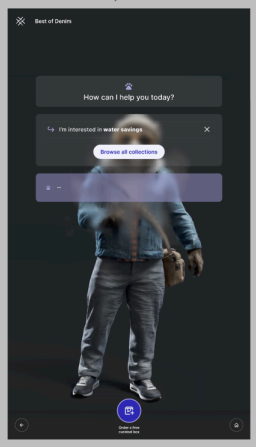
Start



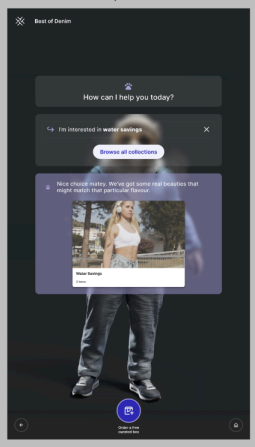
Ask Frank – Step 1



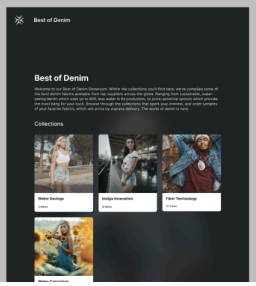
Ask Frank – Step 2



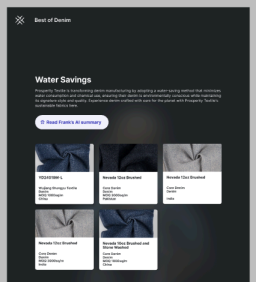
Ask Frank – Step 3



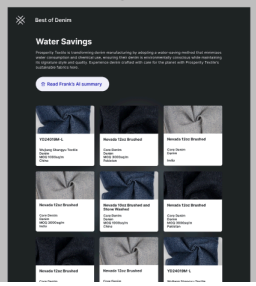
Showroom



Ask Frank – Few items



Ask Frank – Many items



Services

Product design · Design system · Prototyping · Wireframing · Desktop and mobile · Corporate identity · Data analytics · User testing · Customer and stakeholder interviews

Company

Material Exchange is a VC funded company, developing B2B software products for the fashion industry to make them source efficiently and more sustainable.

Outcomes

The acquisition of three service agencies meant a business strategy and product change. With agents in the centre acting as a link between suppliers and brands, three products with distinct users were created: Brands, agents and suppliers.

A change in the user journey for unregistered users on brands led to an increase from 0 to 6% of samples being requested.

After raising the Series A round, I also lead the development of a new brand identity in collaboration with the marketing team.

Material Exchange

Welcome to
Material Exchange
for Brands

Email

Password

Sign in

Forgot password?

We care about your personal data. Please read our
Privacy Notice.

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Welcome to
Material Exchange
for Sales Teams

Email

Password

Sign in

Forgot password?

We care about your personal data. Please read our
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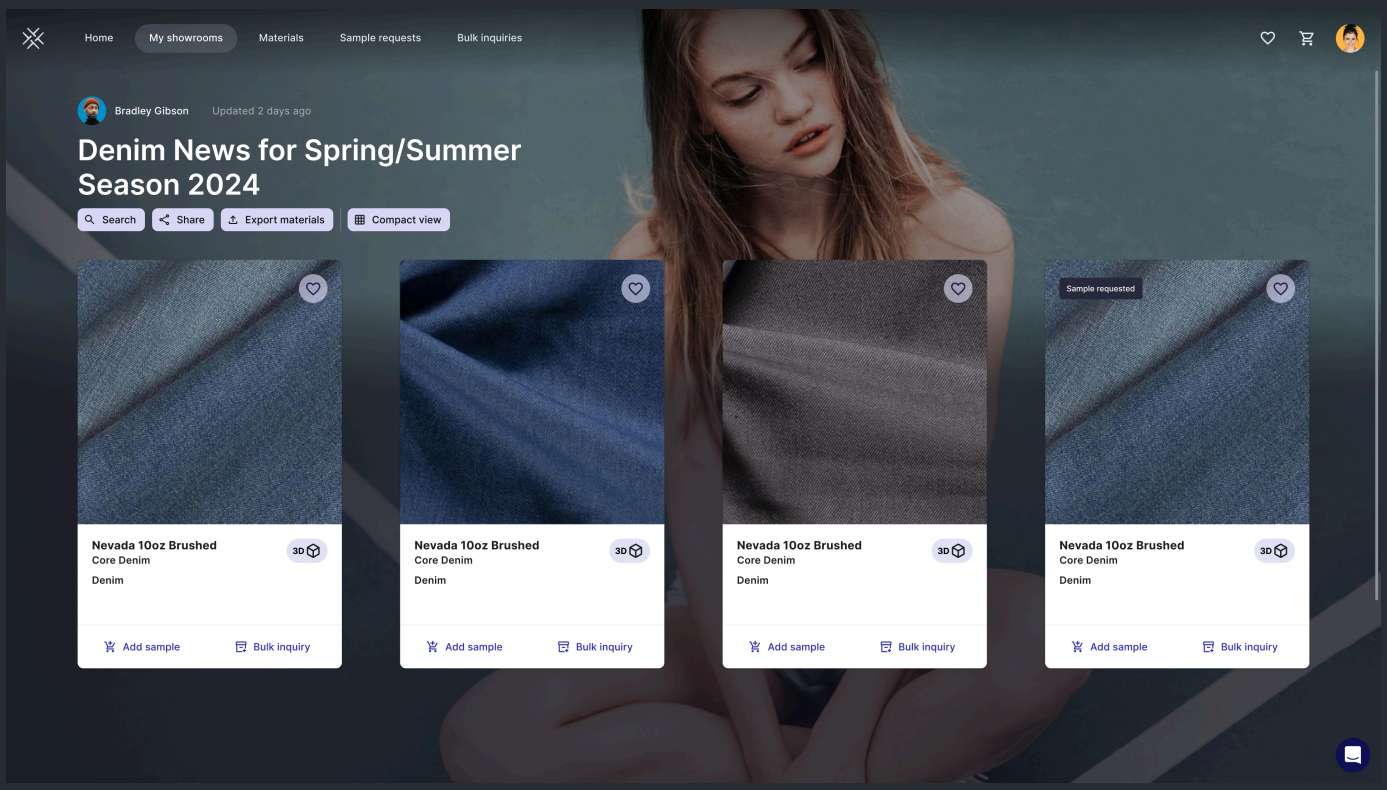
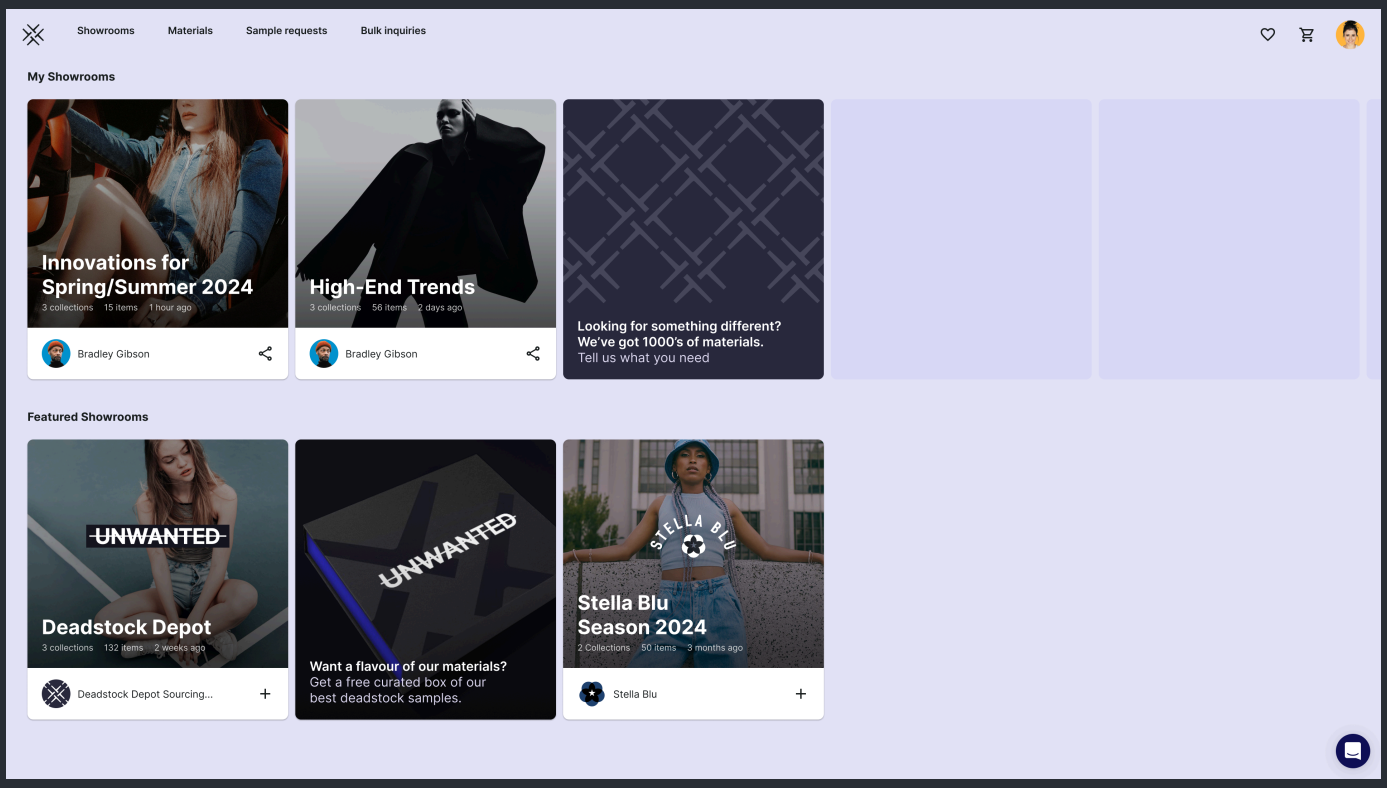
Sign in pages for the new apps after the business strategy change. Material Exchange is at the intersection of tech and fashion. Two exciting industries to be in and the visuals should be representative of this.

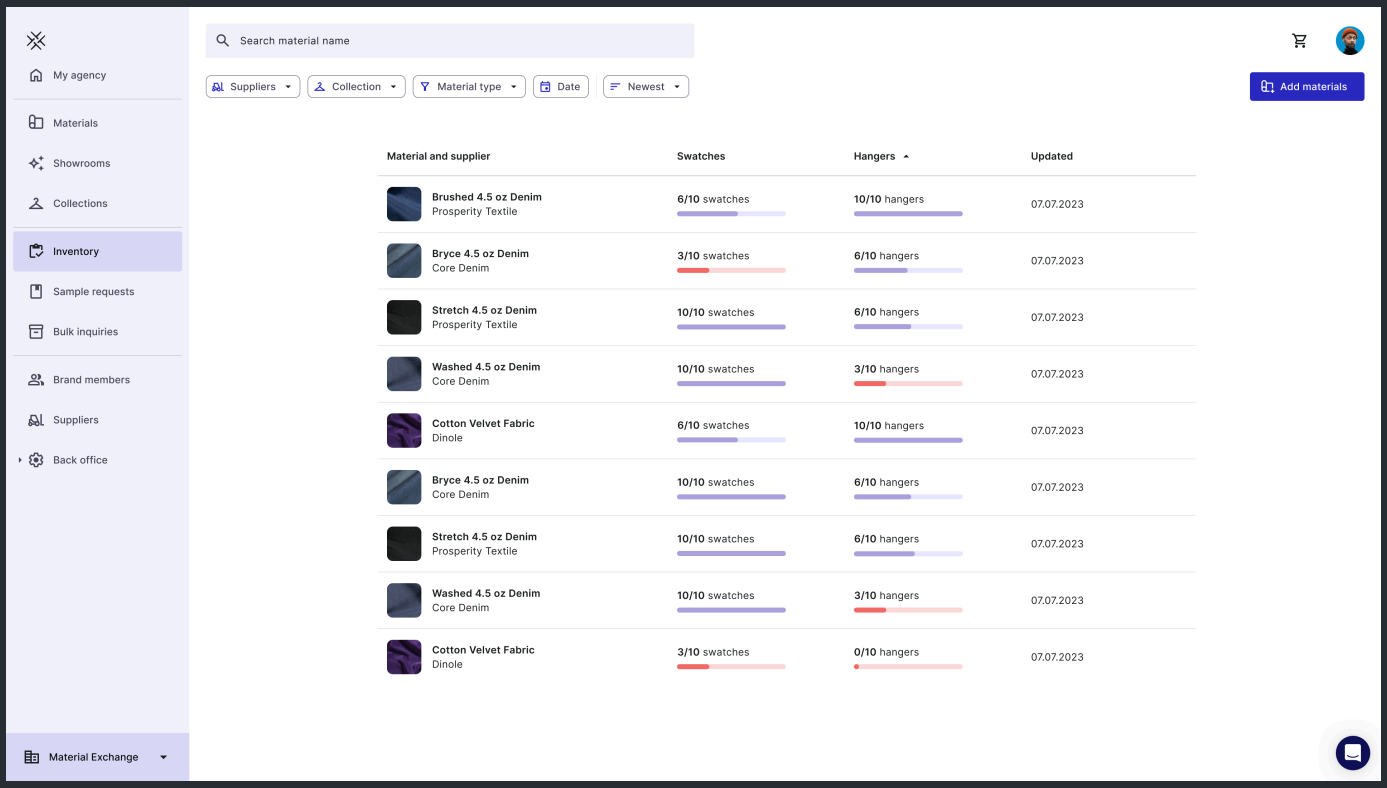
Material Exchange



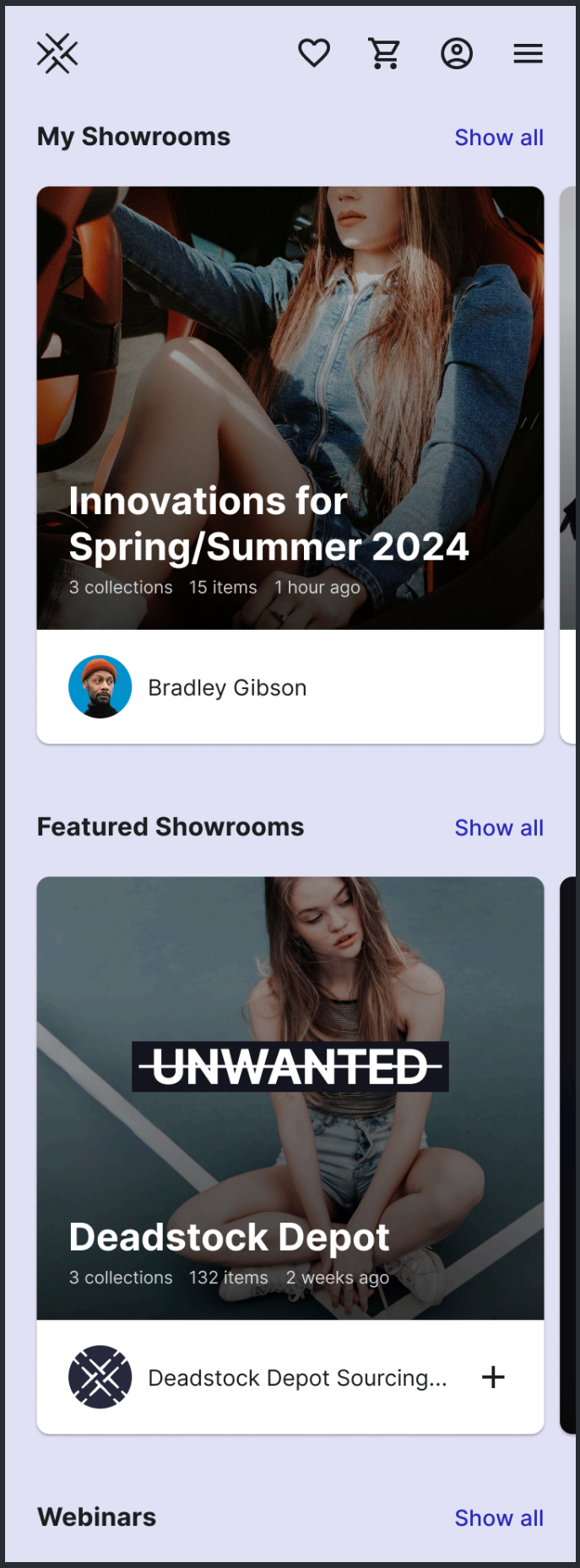


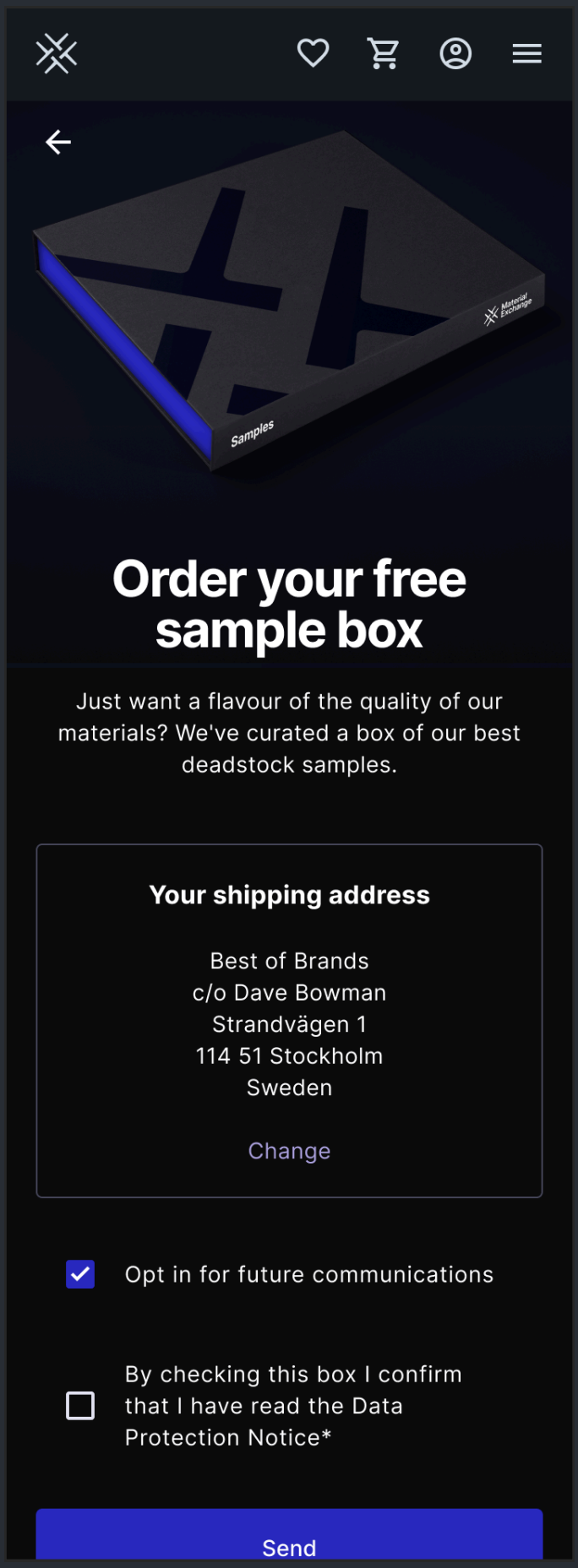
Digital showrooms and landing page for brand users

Material Exchange

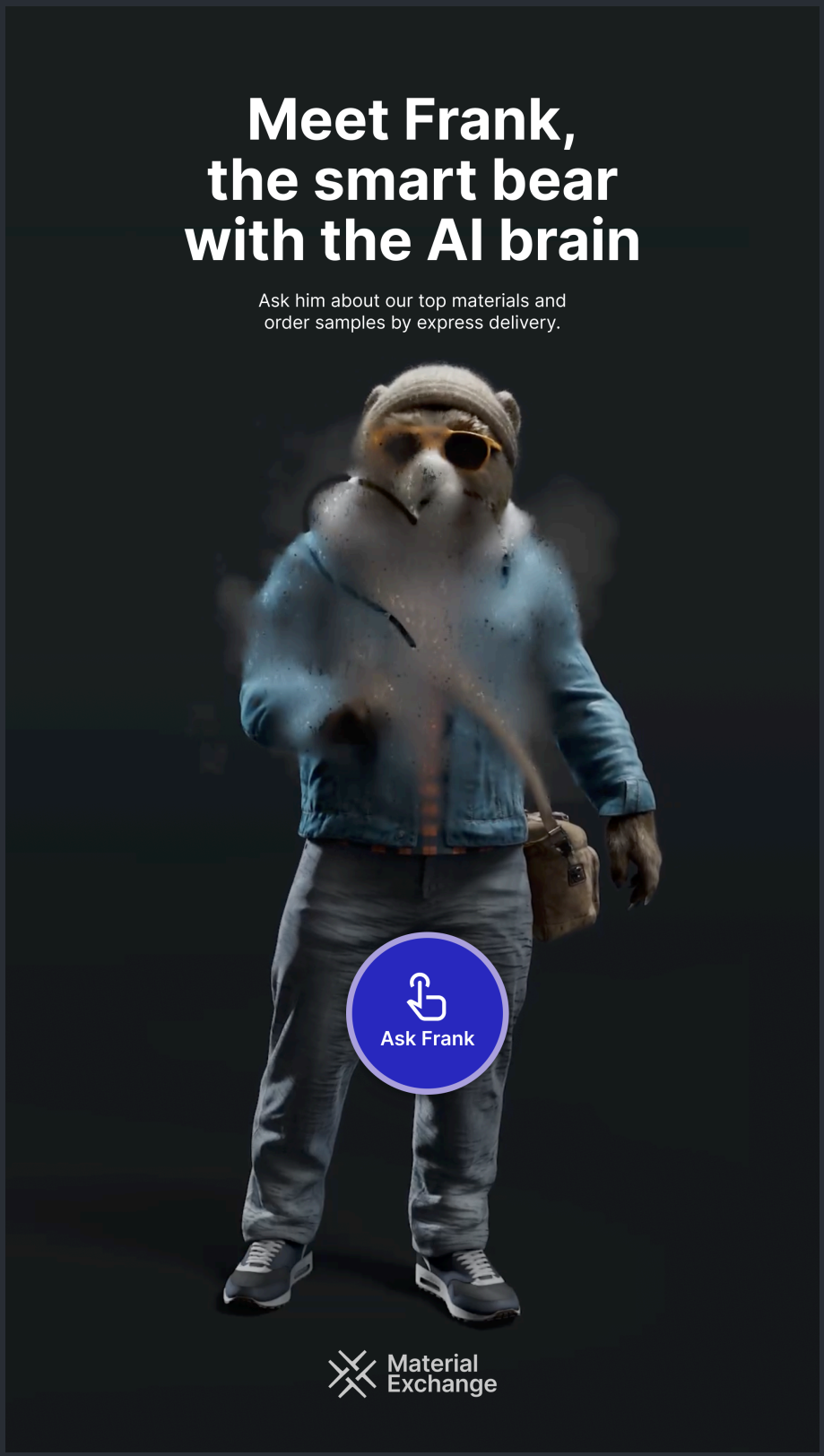


Sample inventory management was just one of many new tools available to agents





The app for brands was optimised for mobile use. Data showed that most users' first journey on Material Exchange started on their mobile phone.



A touch screen TV for our presence at fashion shows featured an animated bear named Frank, drawing attention and make visitors browse available materials digitally.

Material Exchange

Mia Wallace has invited you to the showroom
Spring/Summer Collection 2024.

Open showroom

Material Exchange is the digital sourcing platform, connecting brands, sales teams and suppliers.
Transform the way you are sourcing materials by connecting your network digitally.

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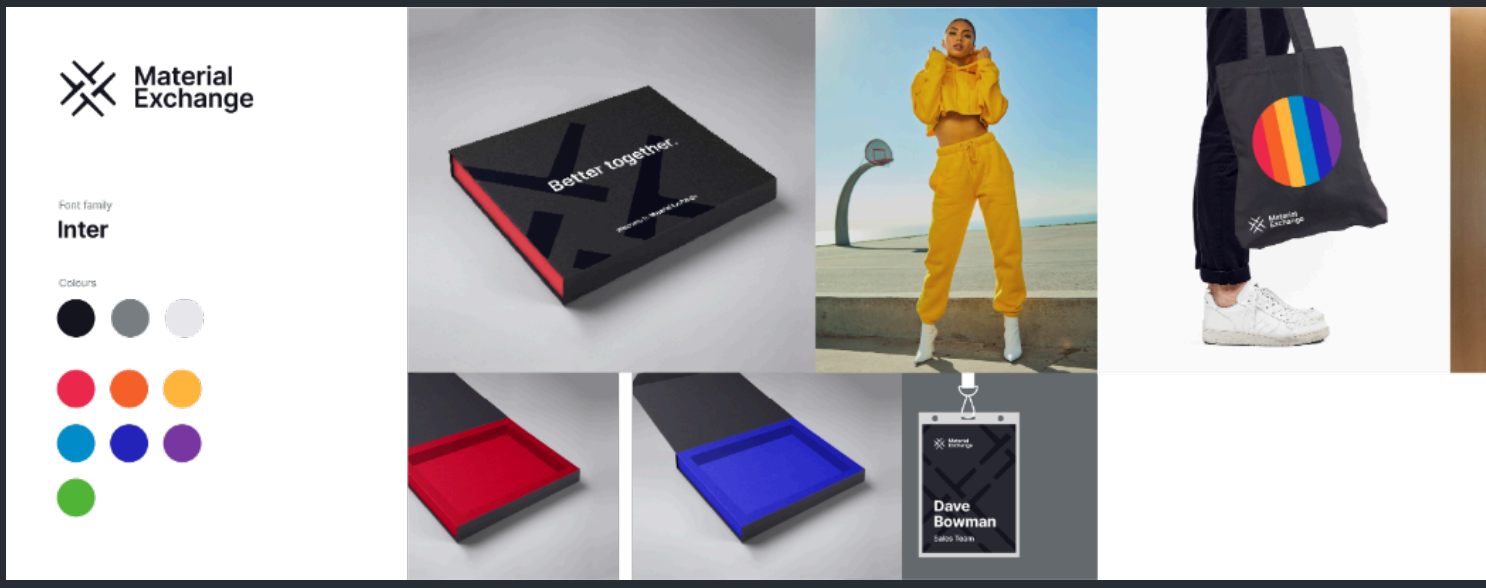
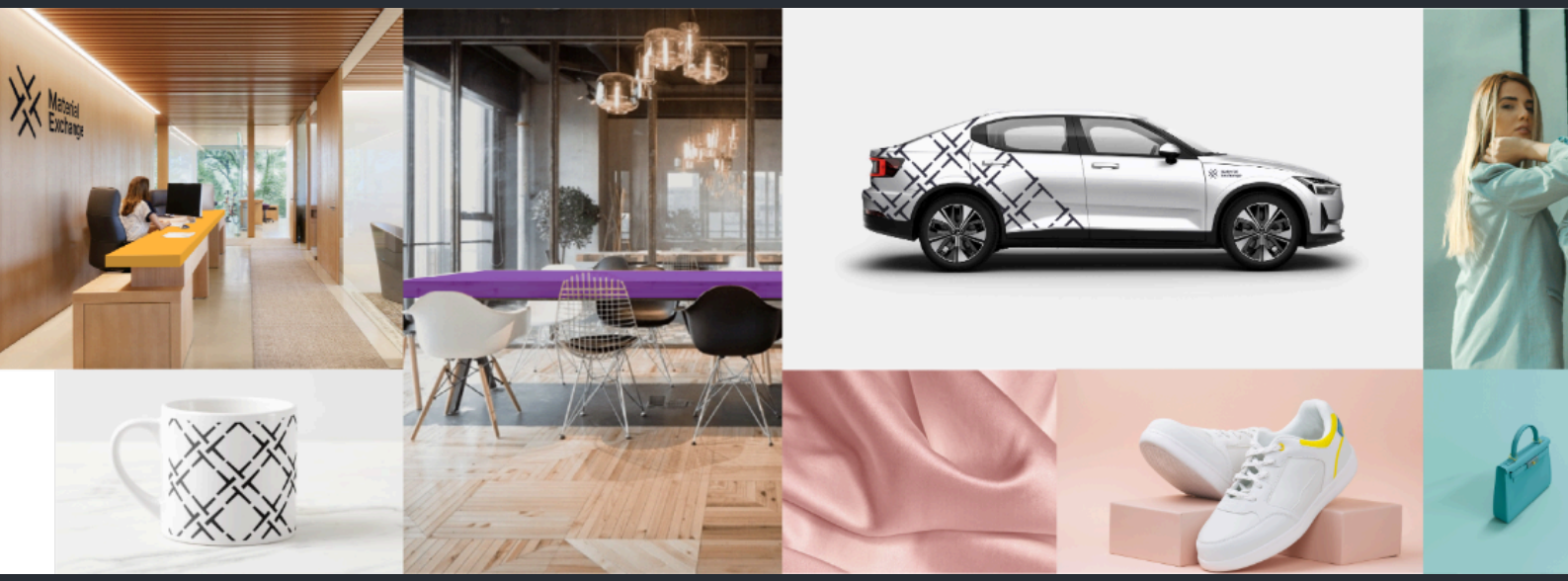
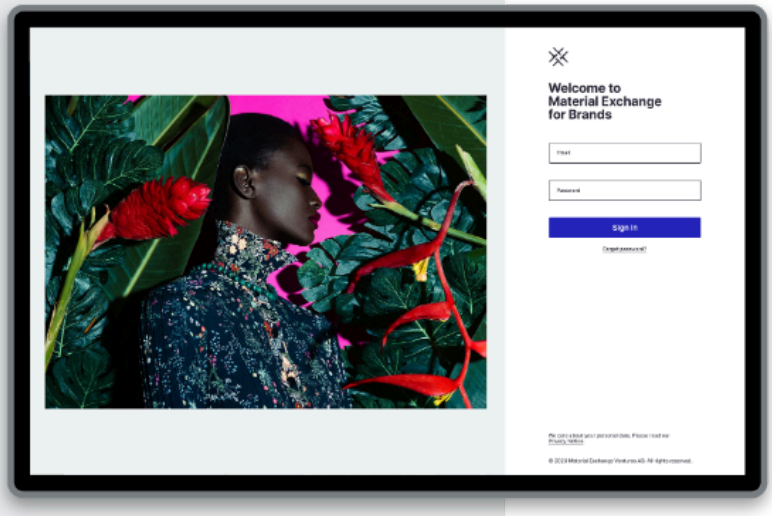
Everything was covered by the design system, even email system notifications.

Material Exchange



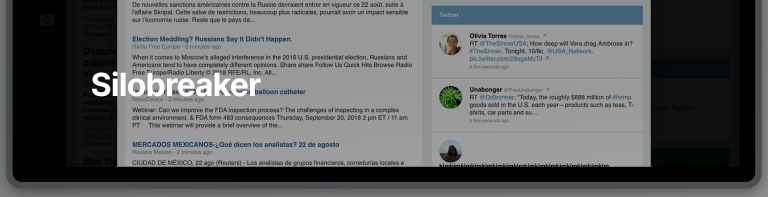


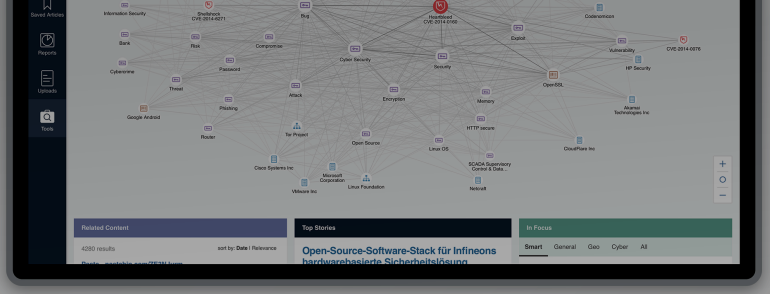
The Digital Sourcing Platform

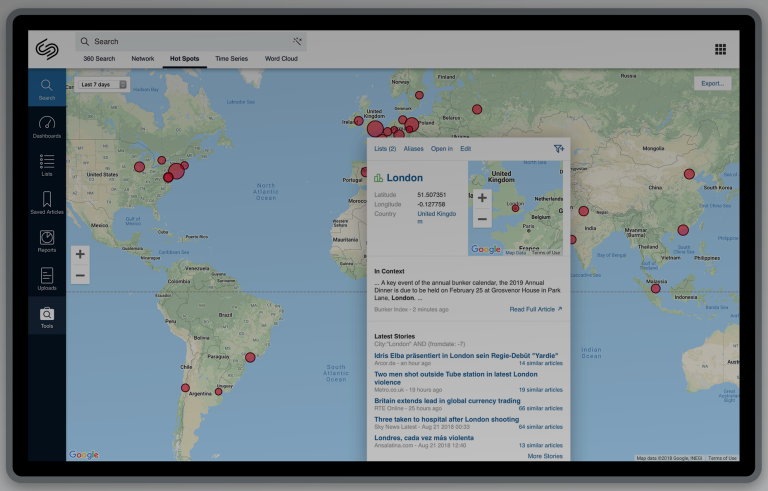


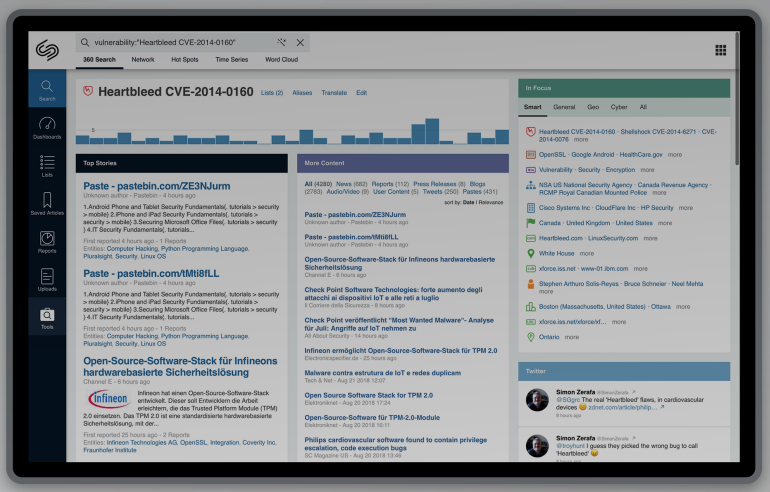
The initial styleboard used to communicate the idea of the new corporate identity, the refined logo and key visual artwork.

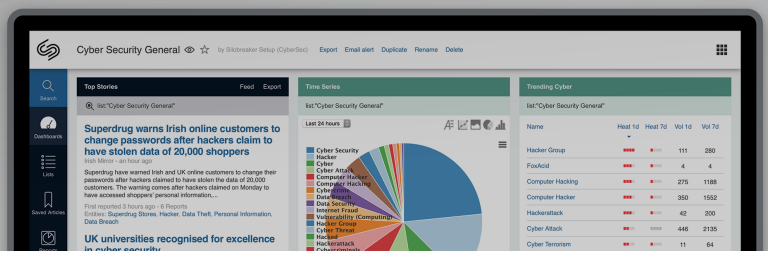
Silobreaker

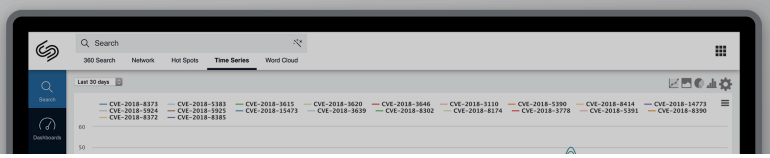












Services

Product design · Design system · Prototyping · Wireframing · Information architecture · Desktop · Corporate identity · UX workshops · Stakeholder interviews

Company

Silobreaker is a SaaS platform designed for cybersecurity professionals to identify and analyse risks within both structured and unstructured datasets. It's primarily used by large corporations across industries like tech, banking, insurance, retail, healthcare, and energy, as well as government organisations. Due to non-disclosure agreements, I'm unable to specify any particular clients.

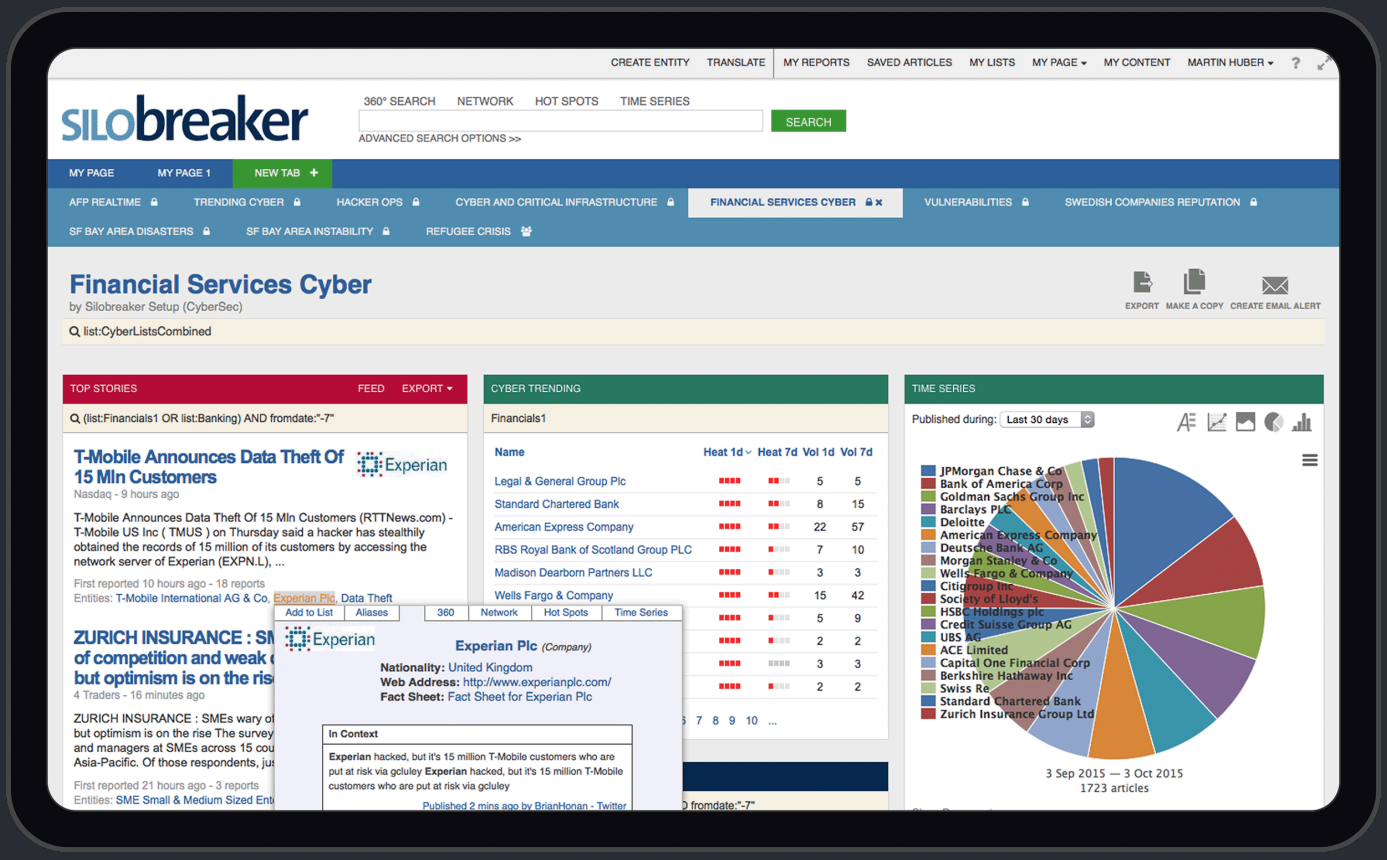
Outcomes

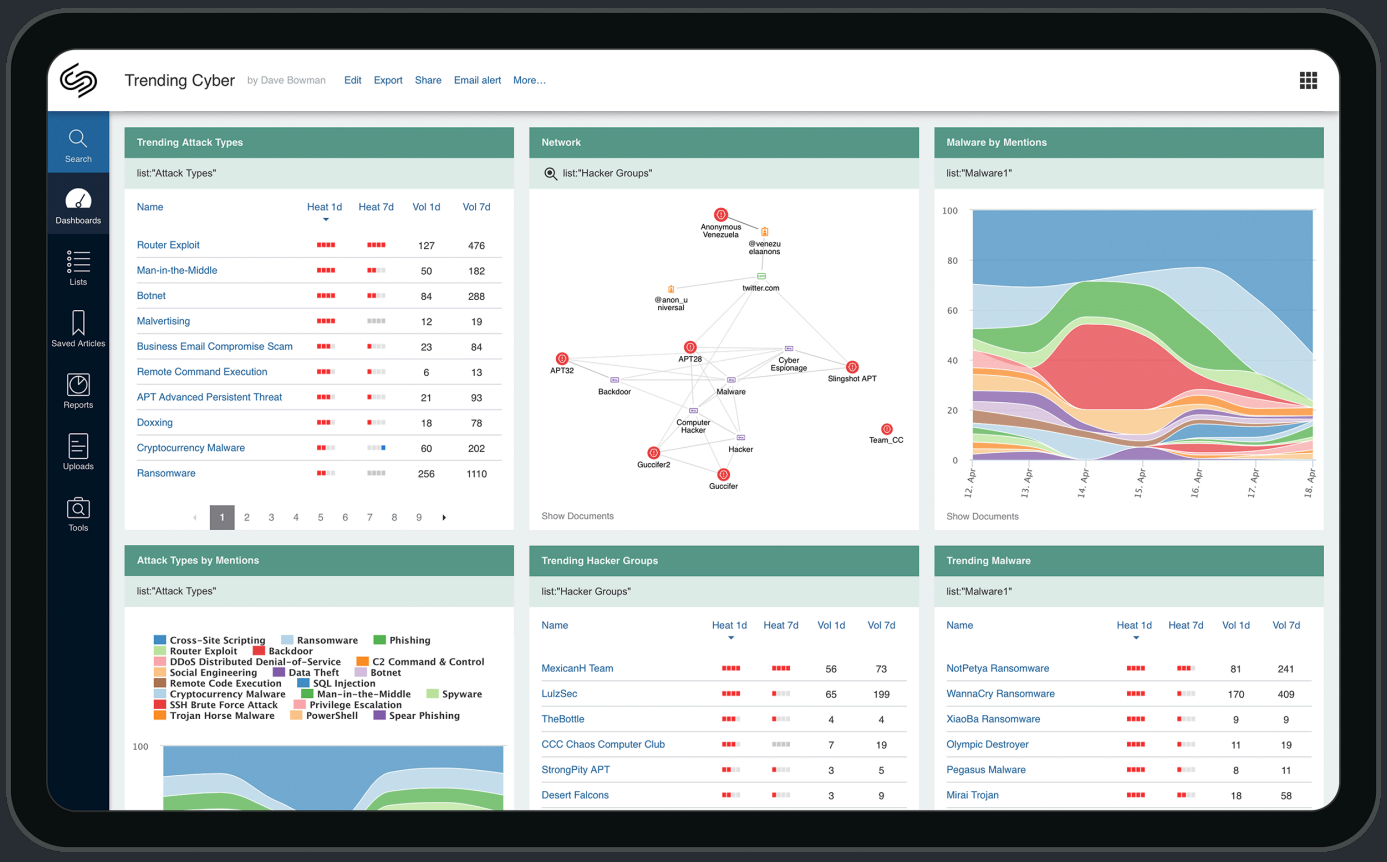
During my five years at Silobreaker, I led a complete overhaul of the user interface, modernising and preparing it for future growth in an industry often plagued by subpar design. One of the best compliments I received came from a content partner, who said they actually preferred Silobreaker to look at their content over their own platform. The CEO said, the redesign marked a milestone for the company's growth to continue.

I also redesigned a critical internal tool, streamlining it to make it faster and more efficient for analysts to respond to incidents and manage routine tasks.

Leveraging my experience in a brand and marketing agency, I helped launch a new brand identity, including a new logo and website. After all, every touchpoint with the customer shapes their overall experience.

Silobreaker



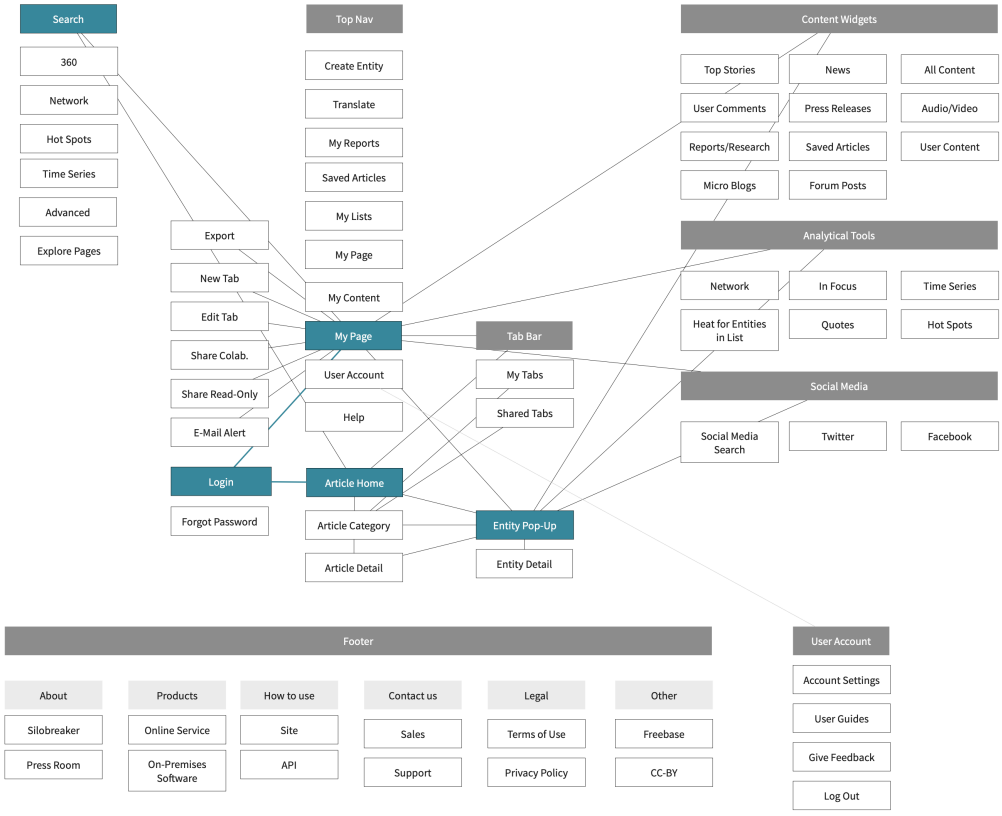


The Silobreaker app at the time I started working there vs. design after the relaunch

Silobreaker

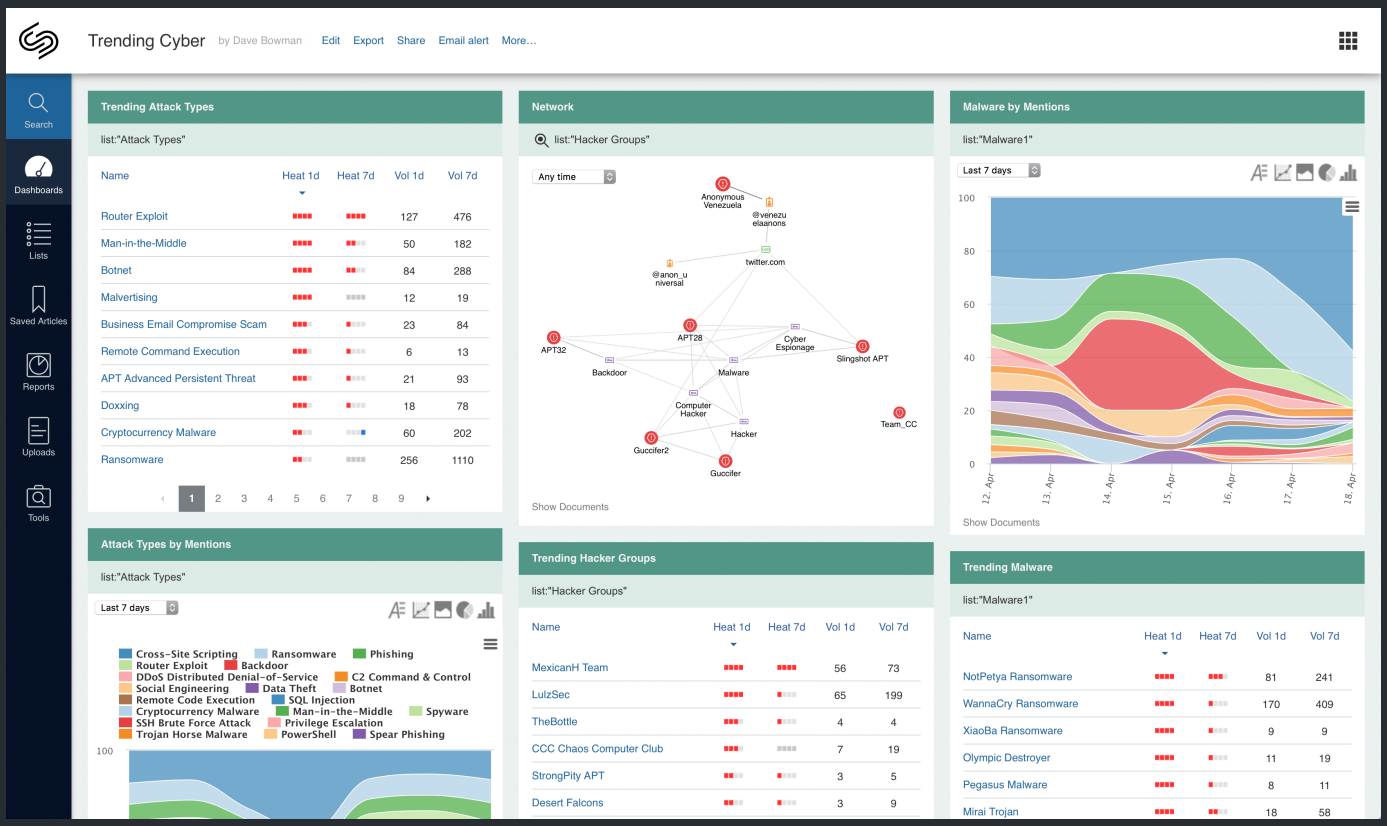
Silobreaker Application Map

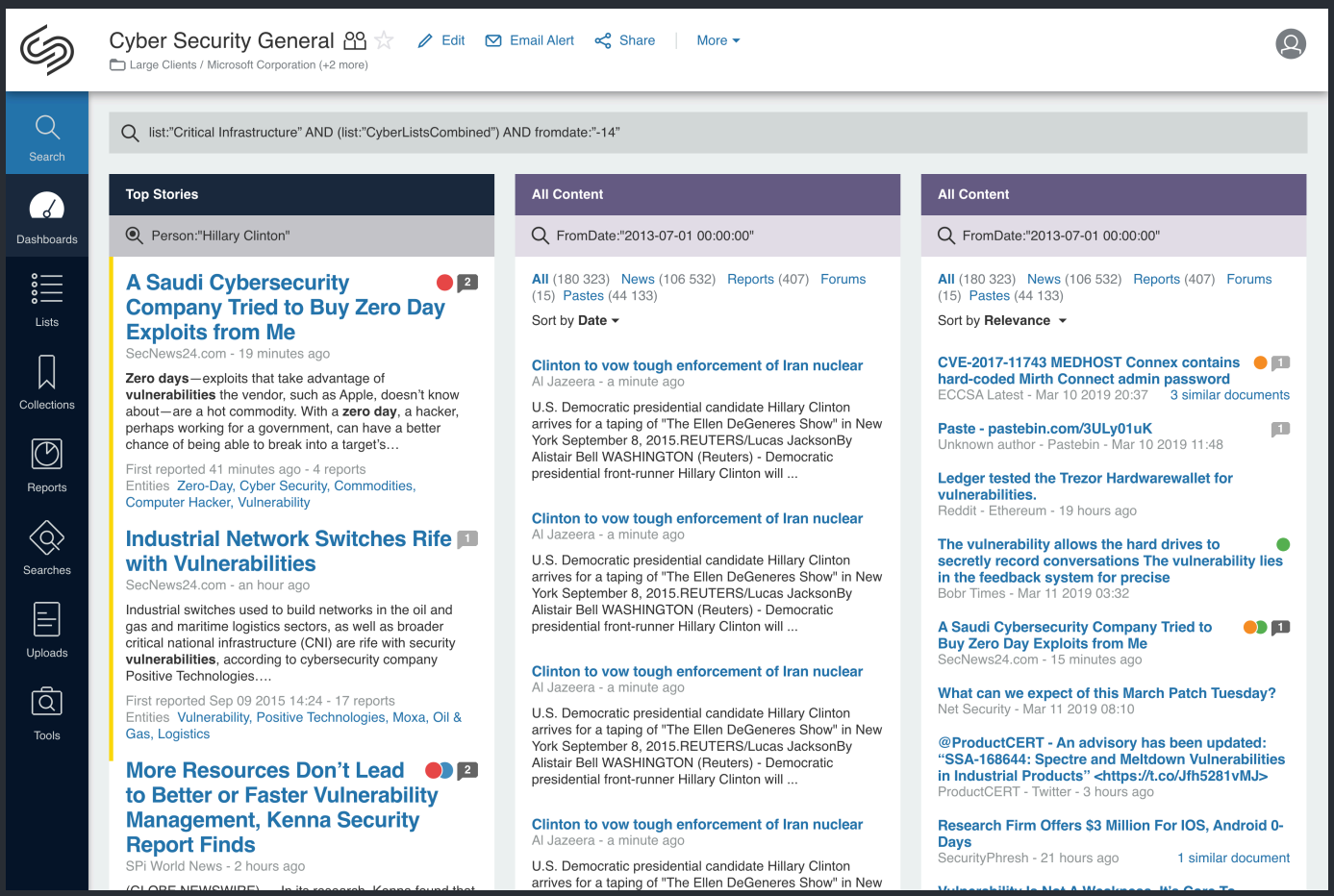
Author Martin Huber
Version 1.0
Changed 2015-08-28



The application map helped to understand how the different features connected and created a base for changing the information architecture.

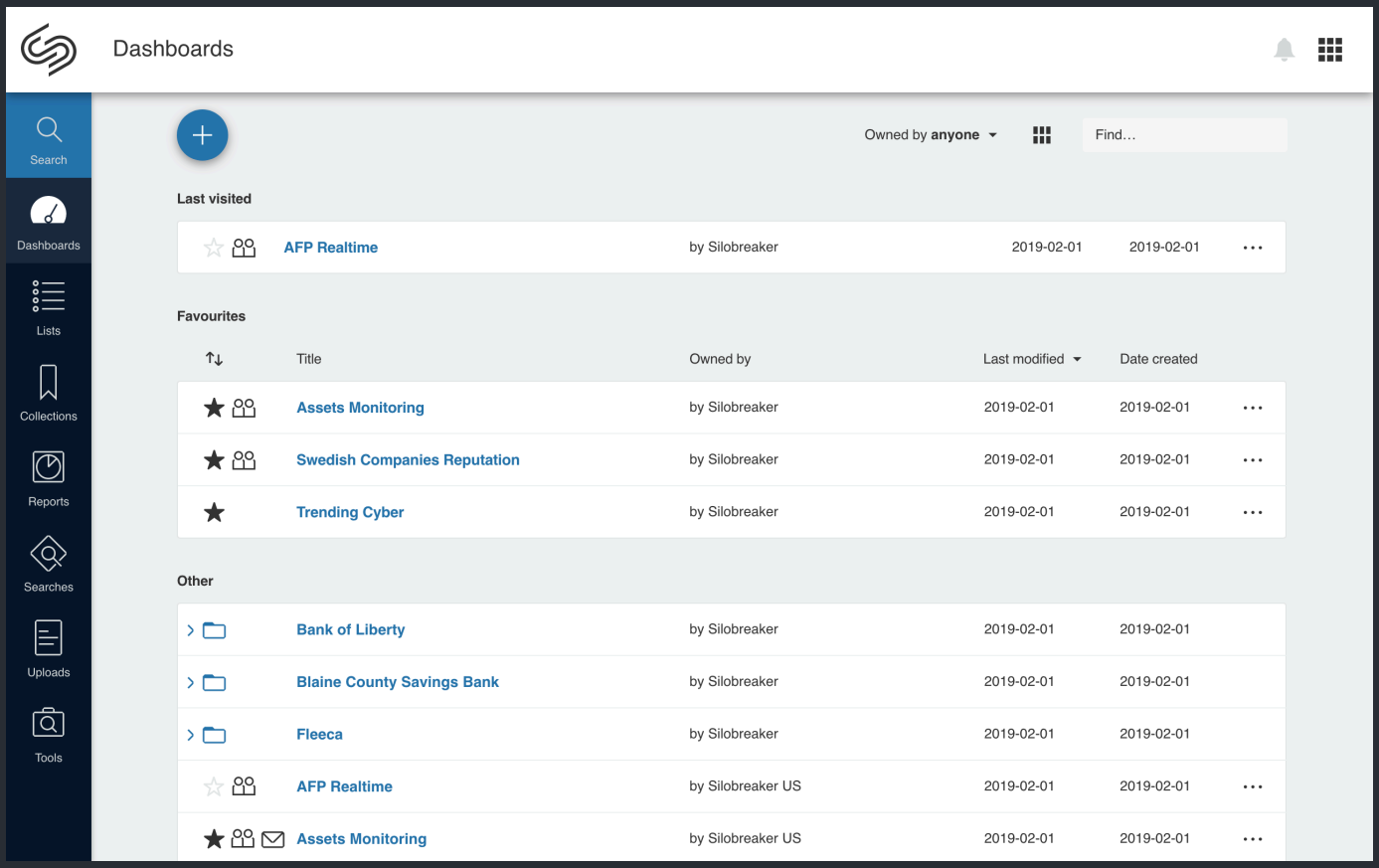
Silobreaker

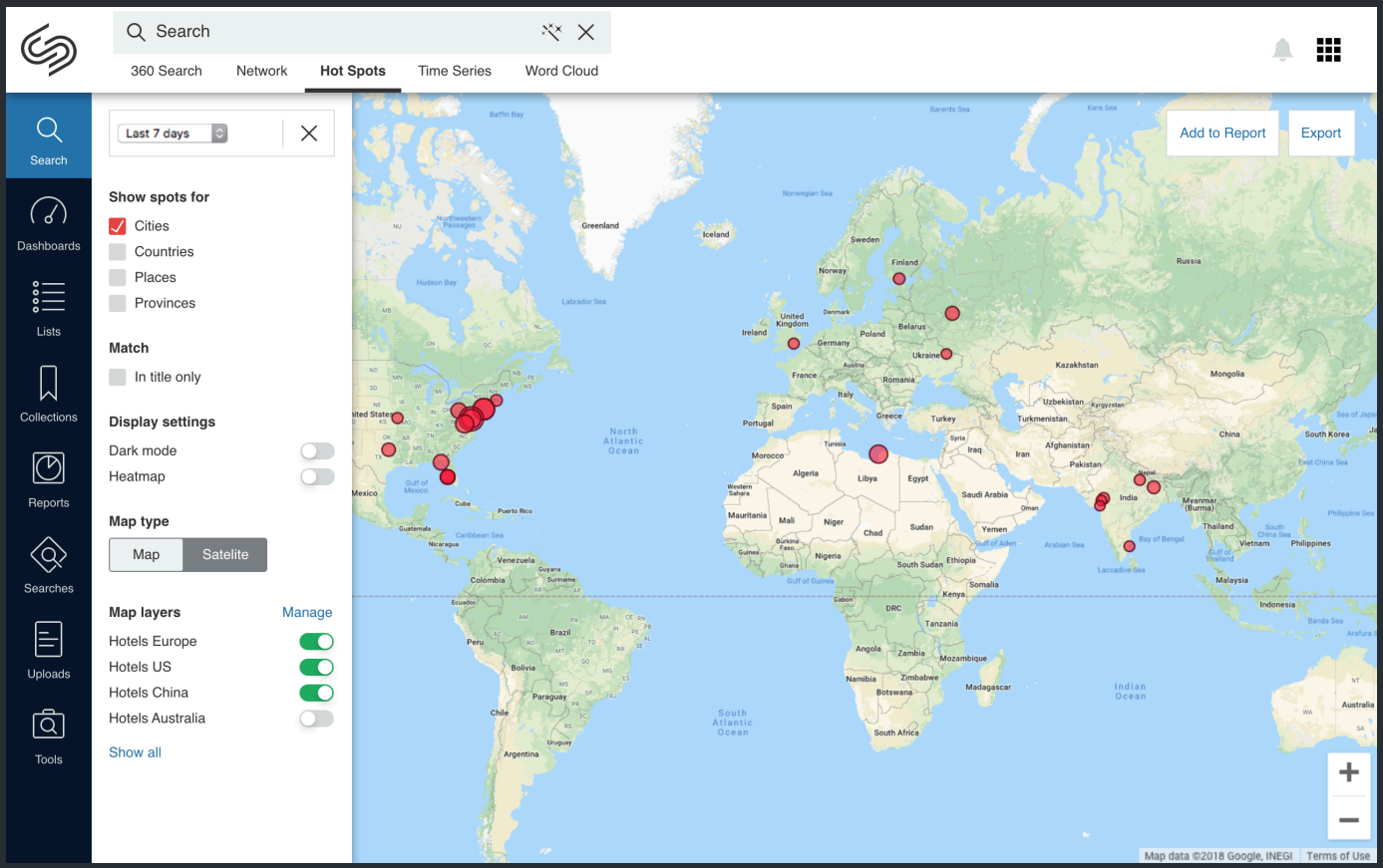




Dashboards are an important concept in the Silobreaker platform.
A customer can have multiple Dashboards monitoring different topics,
for instance: hacker activity within a certain industry.

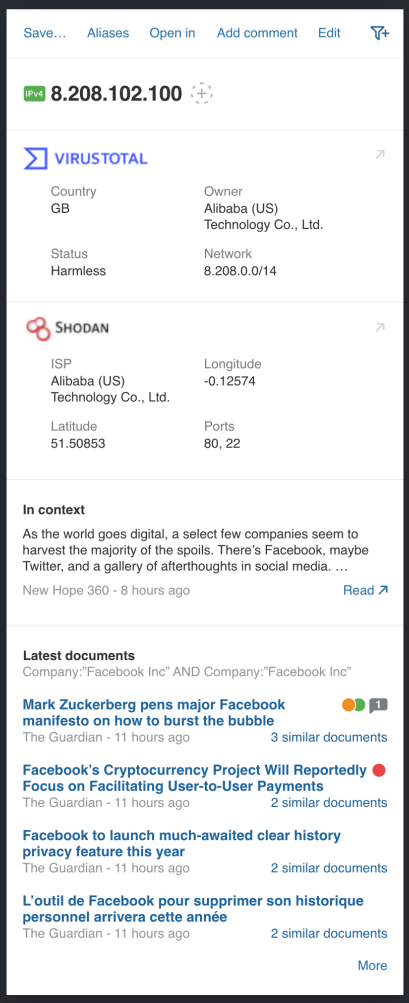
Silobreaker

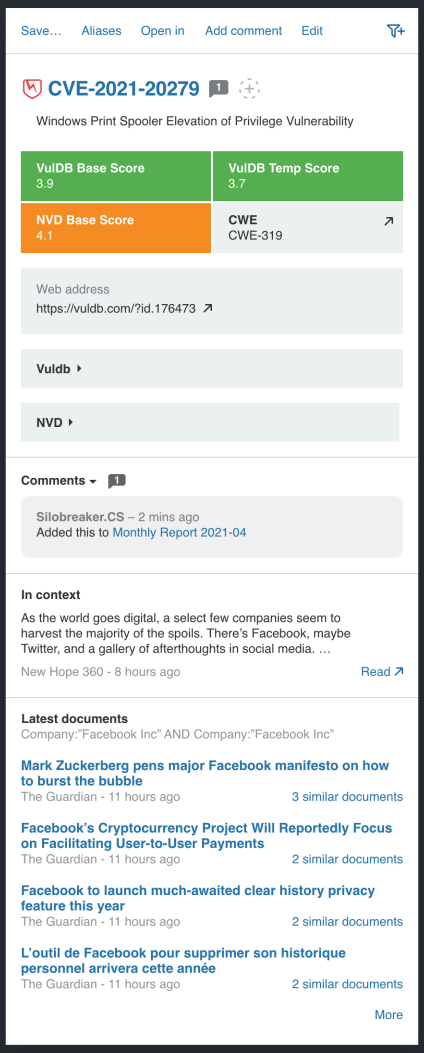


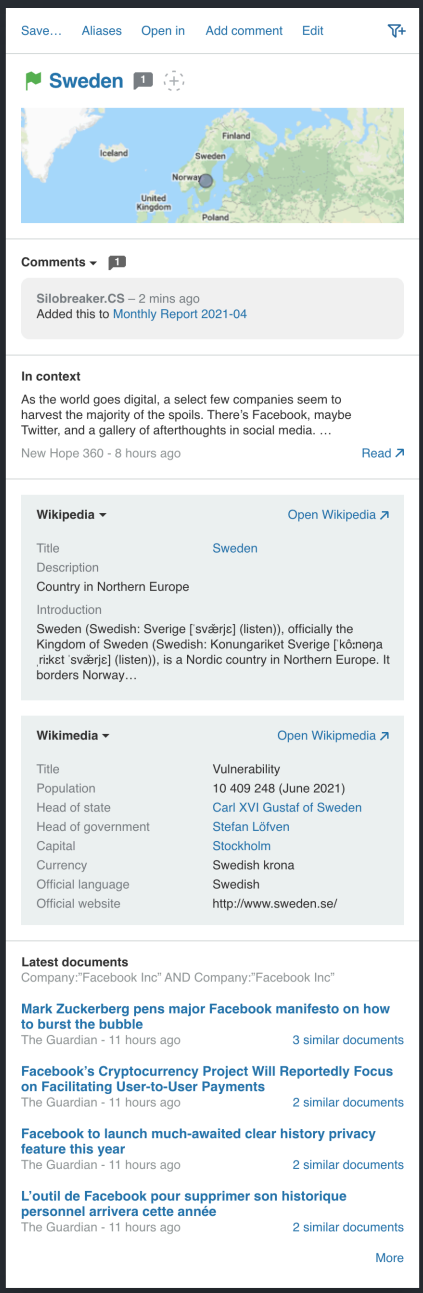


Dashboard overview and the Hot Spots tool

Silobreaker

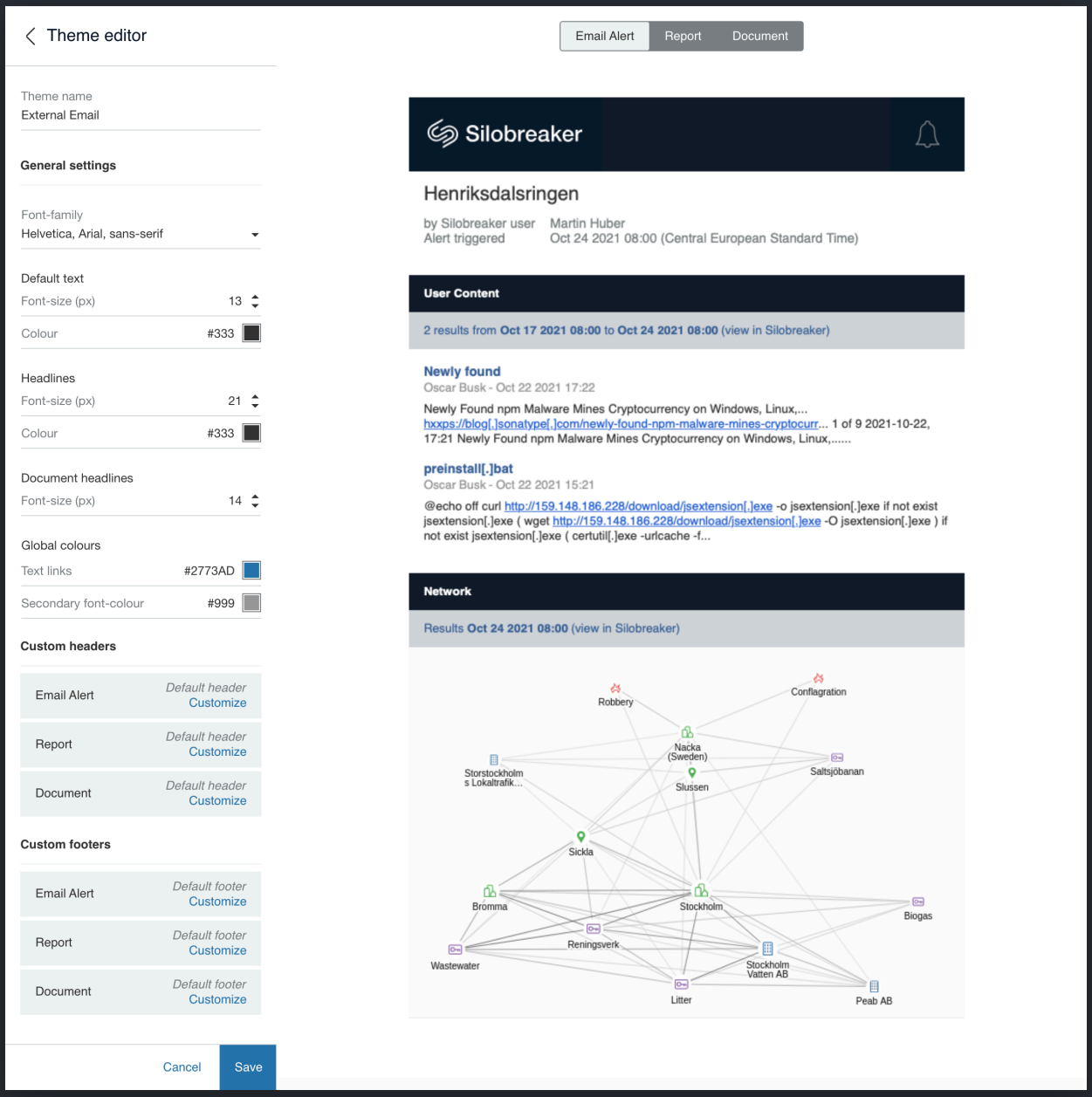






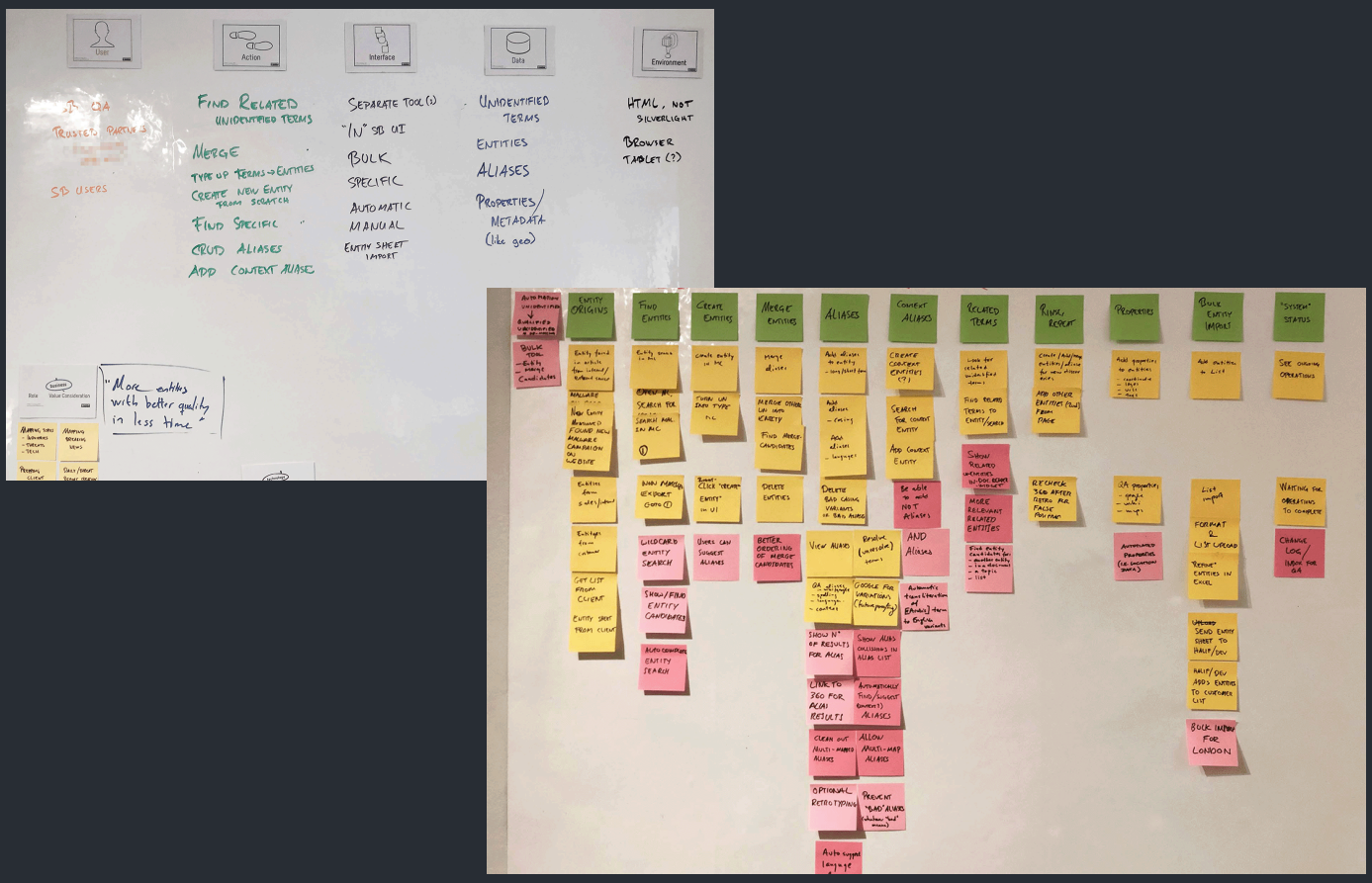
Entity cards give context information and additional data anywhere in the platform

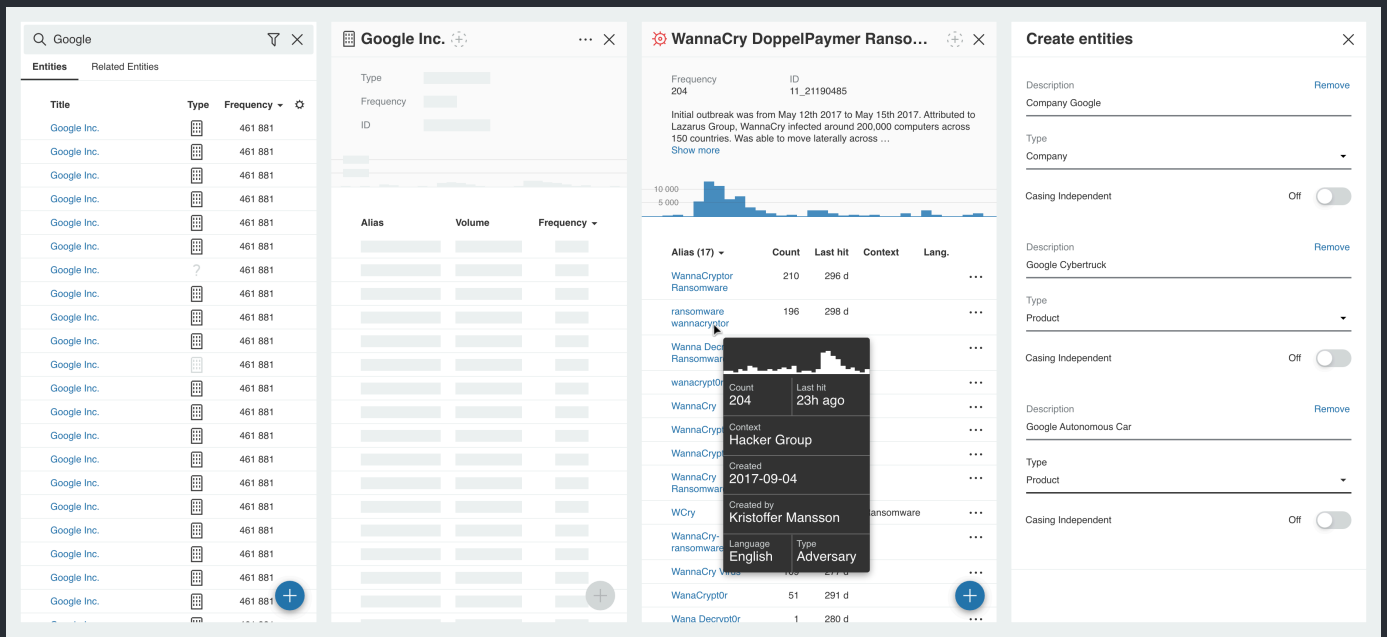
Silobreaker



Entity cards give context information and additional data anywhere in the platform

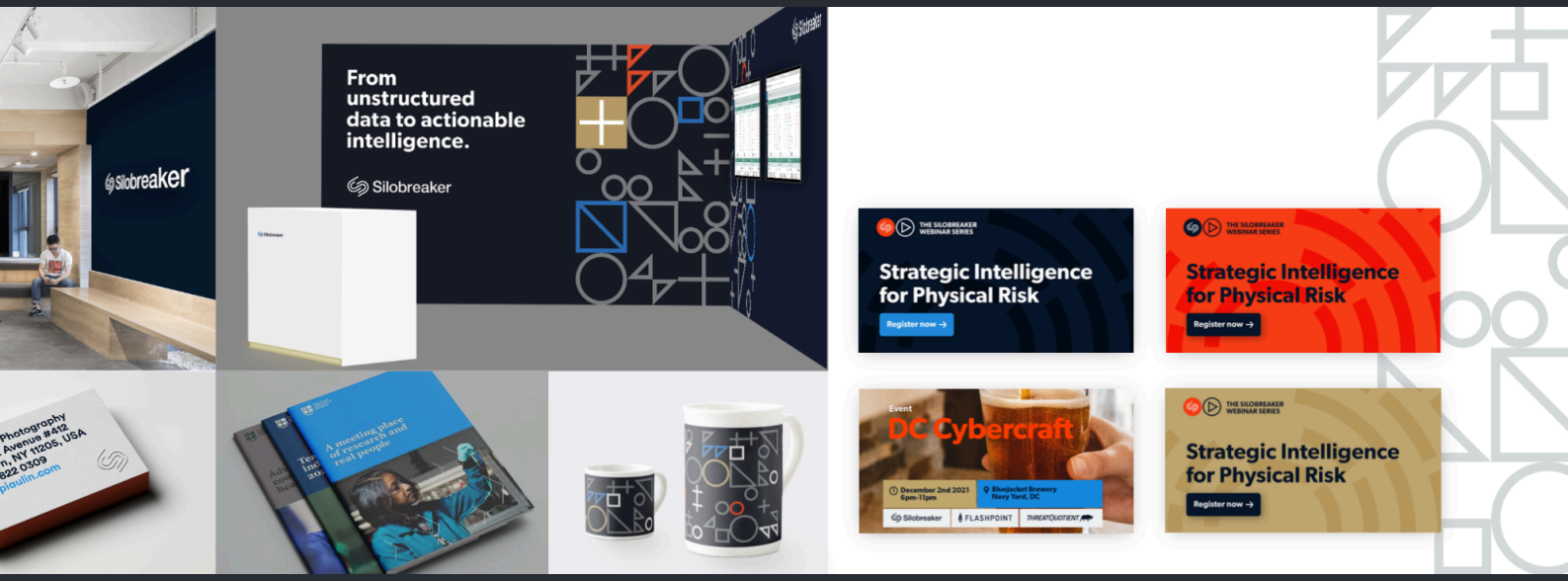
Silobreaker

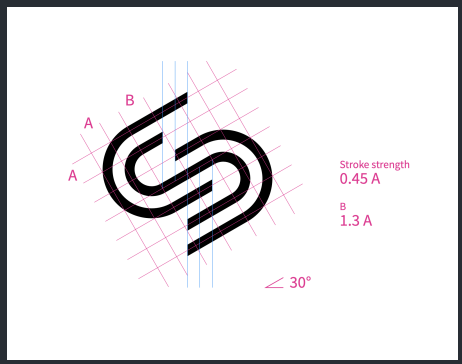




Stakeholder interviews and user observation led to an unconventional but effective solution for an internal tool used to manage entities.

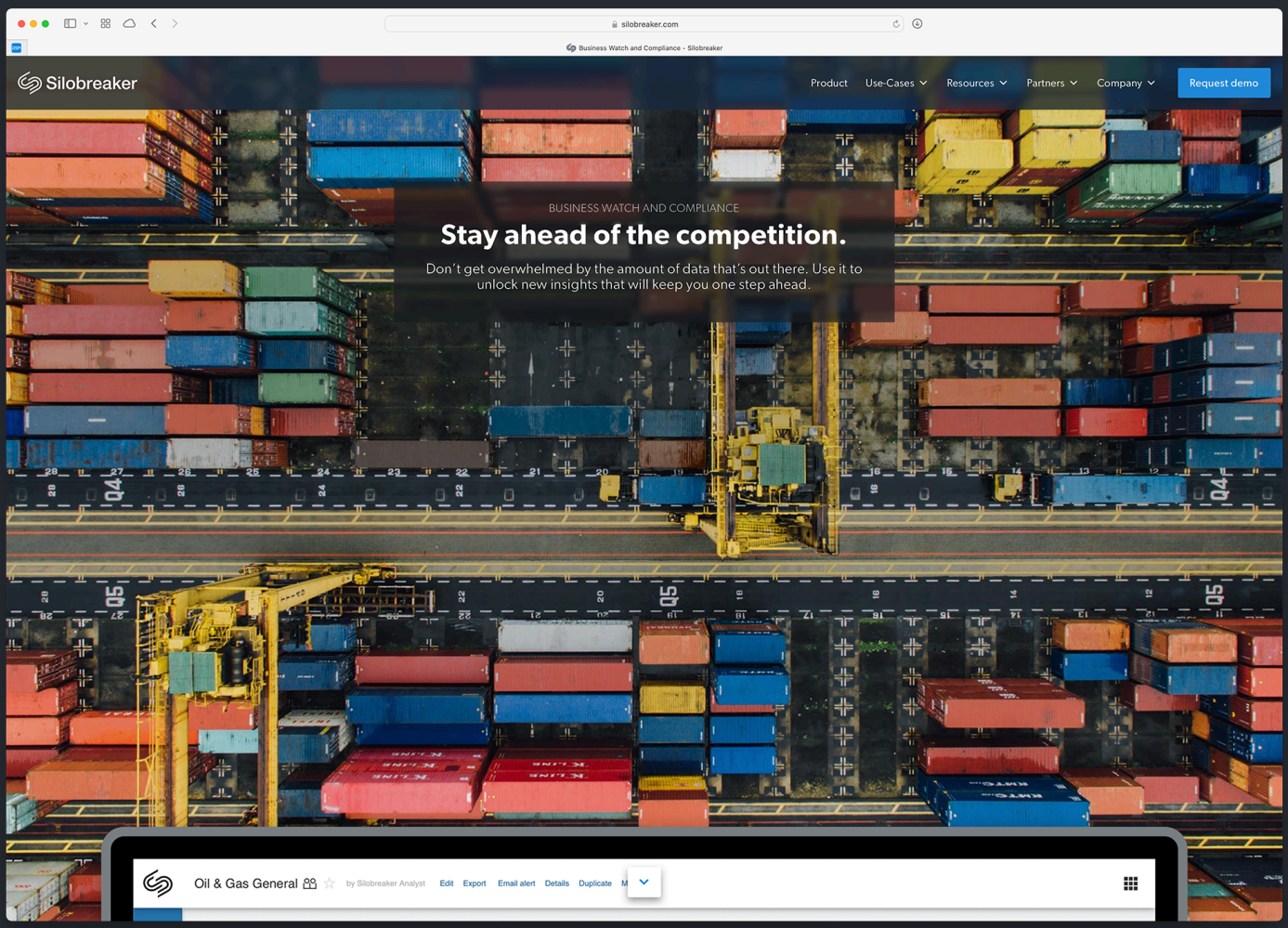
Silobreaker





In order to sell the idea of a new corporate identity to the company founders, a style board was created to show the different areas of application. It was accepted and went forward.

Silobreaker



As a result of the rebranding, also the corporate website was relaunched, telling the Silobreaker story in a fresh, modern way. (Please note that after a few years, the current website looks different now)

bwin (bwin.party)

Services

Product design · SaaS · Design system · Prototyping · Wireframing · Information architecture · AI · Brand identity · Desktop and mobile · Stakeholder interviews · Stakeholder interviews

Company

Even after several mergers and acquisitions, bwin continues to be a prominent brand. At its peak, it was the largest gaming operator in sports betting and poker, boasting around 20 million customers, with its headquarters based in Vienna, Austria.

Brief

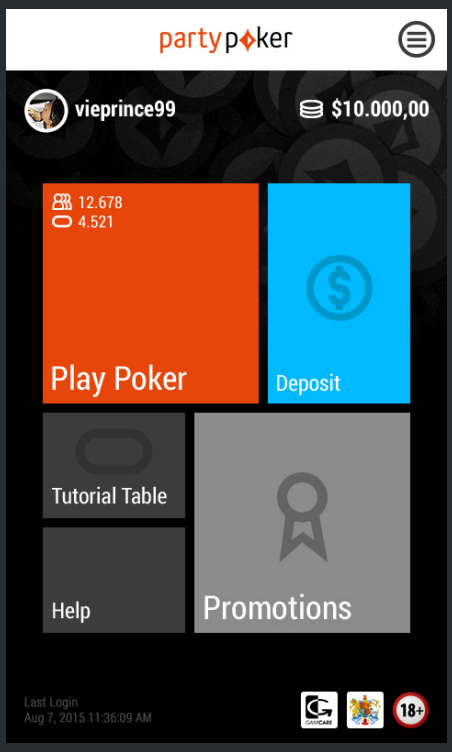
Poker is a game which is easy to learn, but developing an app for it requires deep expertise. The game involves multiple states and intricate micro-interactions, which need to be carefully designed to ensure users can process all the information and enjoy the gameplay experience. On a smaller screen, like a smartphone, the challenge is even bigger.

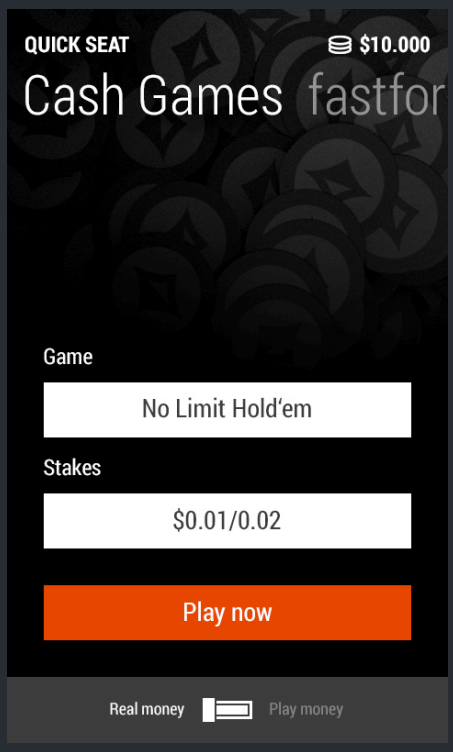
Over the years at bwin, I worked on numerous product features. My final project was leading the design of a new poker app for Windows Phone, where I worked closely with two other designers to bring the vision to life.

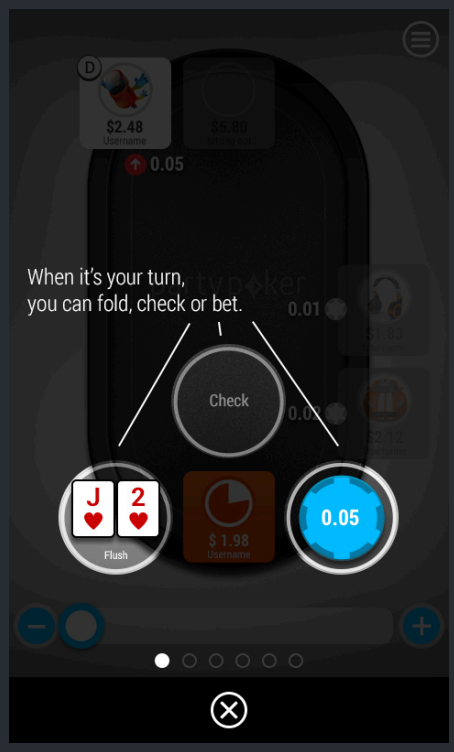
Outcomes

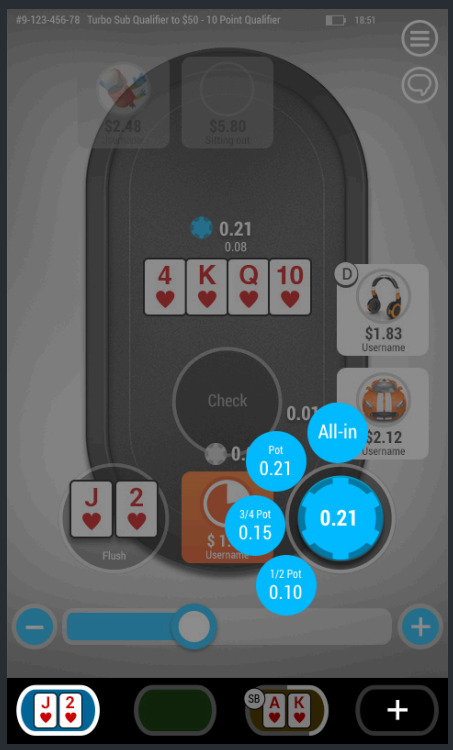
At the time, most poker apps were simply ports of desktop versions, carrying over their traditional interaction designs. Our approach was different. We aimed to innovate by taking full advantage of touchscreen capabilities. We focused on creating natural, intuitive gestures and touch interactions that felt seamless and native to mobile devices.

bwin (bwin.party)







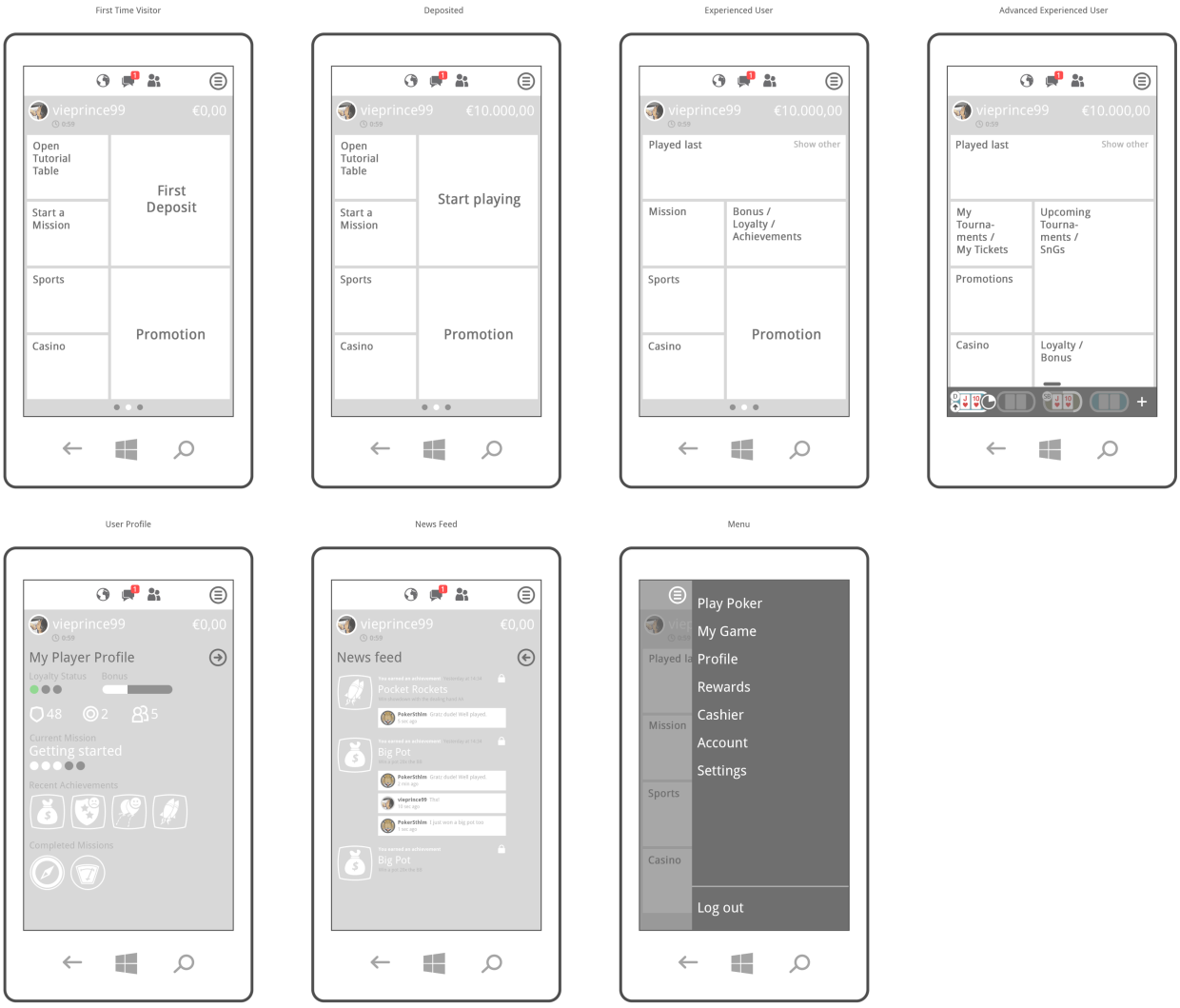


The app is featuring a new start screen matching the interface of the Windows Phone UI system, cash game tables, tournament tables, player profile, table settings, table chat and support for multi-table play.

bwin (bwin.party)

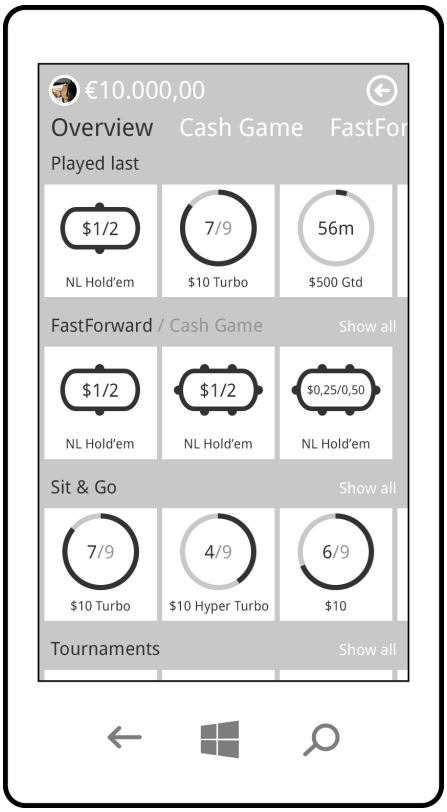
Enlarged view of a tournament table

bwin (bwin.party)



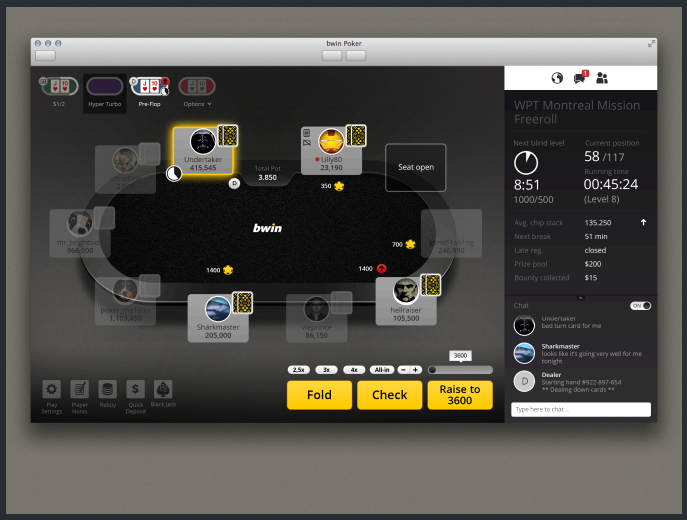
A selection of only a few wireframes from the application map. The whole board of wireframes was used to plan the first version and iterations beyond.

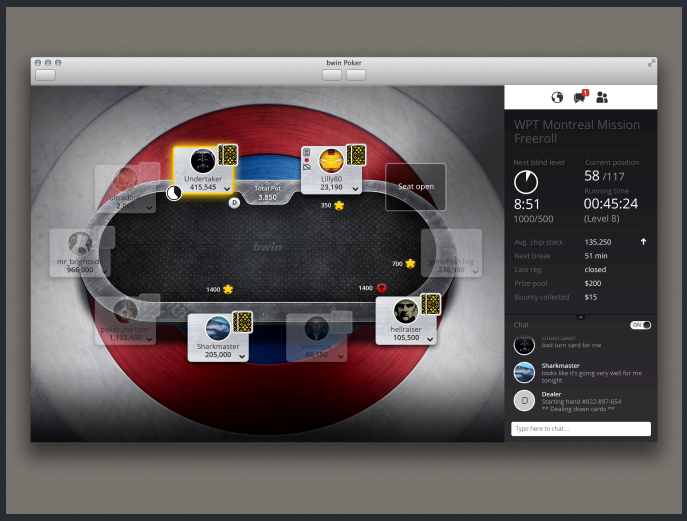
bwin (bwin.party)

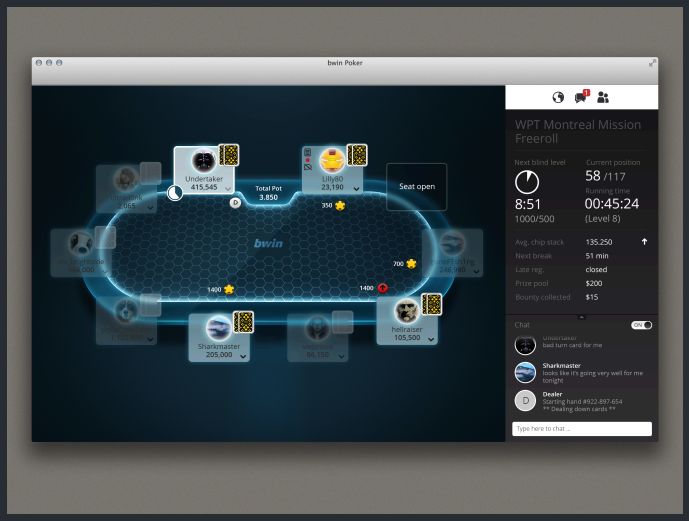


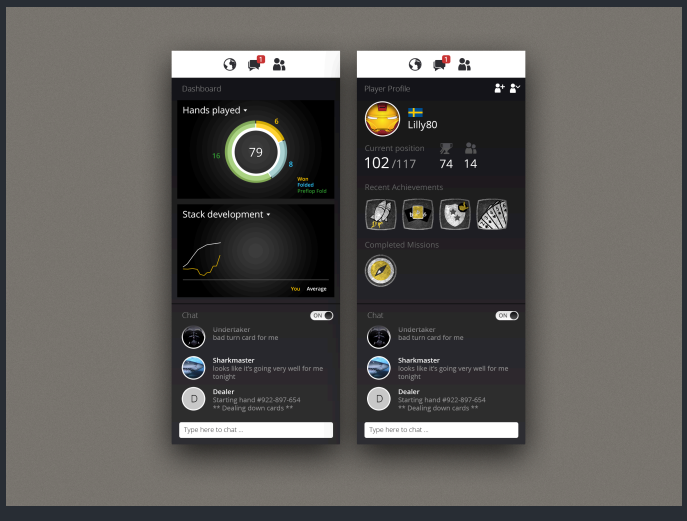
Concept wireframes for a more detailed lobby, game selection and an advanced multi-table view.

bwin (bwin.party)



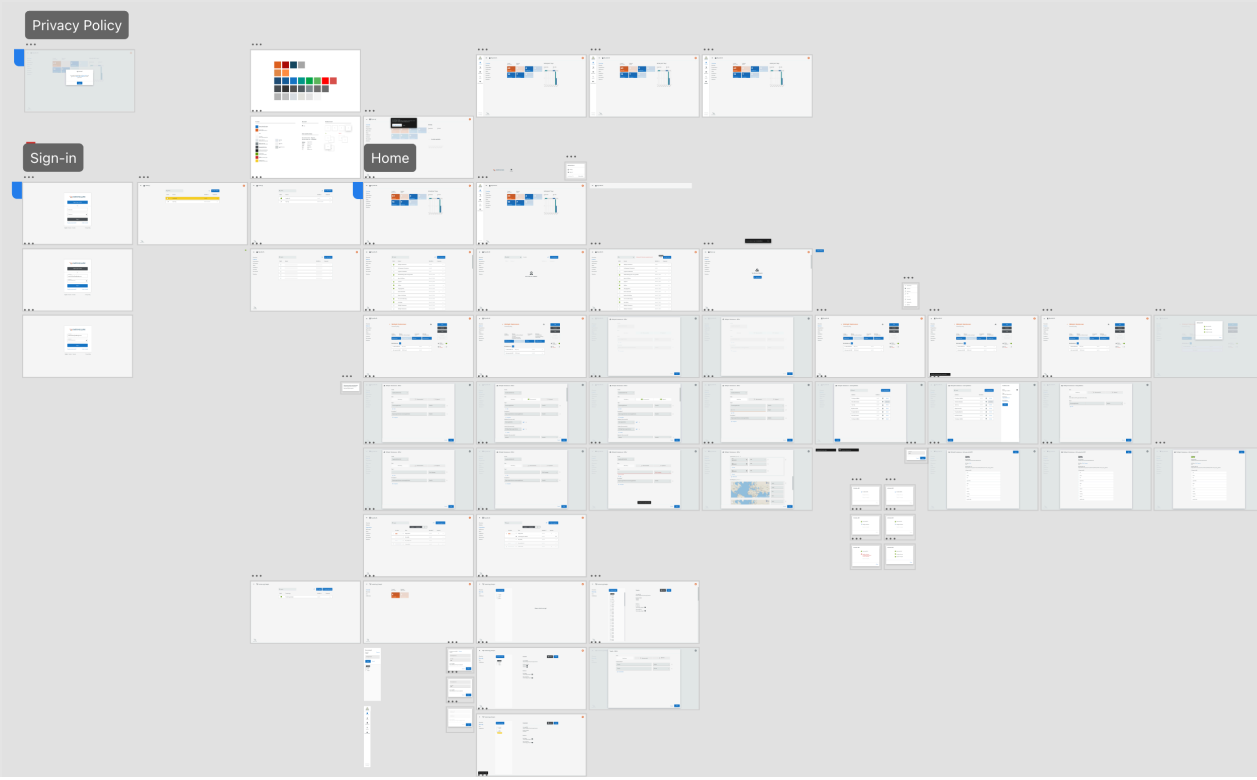






Redesign concept for bwin Poker app for desktop

MetaSolutions (Internetstiftelsen)
EntryScape



Services

Product design | Design system | Prototyping | Desktop

Client

EntryScape is a web-based digital application of MetaSolution, which provides services to authorities, governmental organisations or companies to publish their open data. It is used by high profile organisations such as Skatteverket, Polisen, Försäkringskassan and many more in Sweden but it is also used in other European countries.

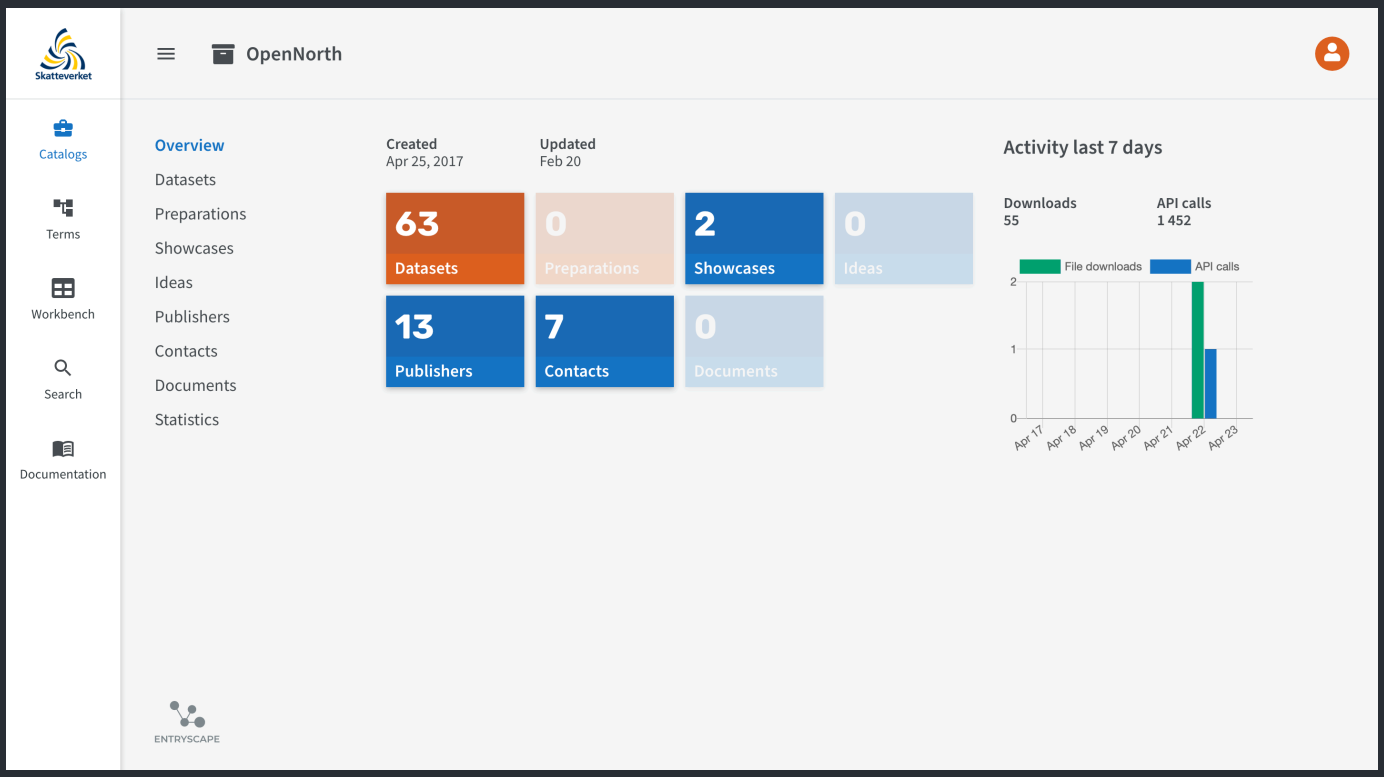
Brief

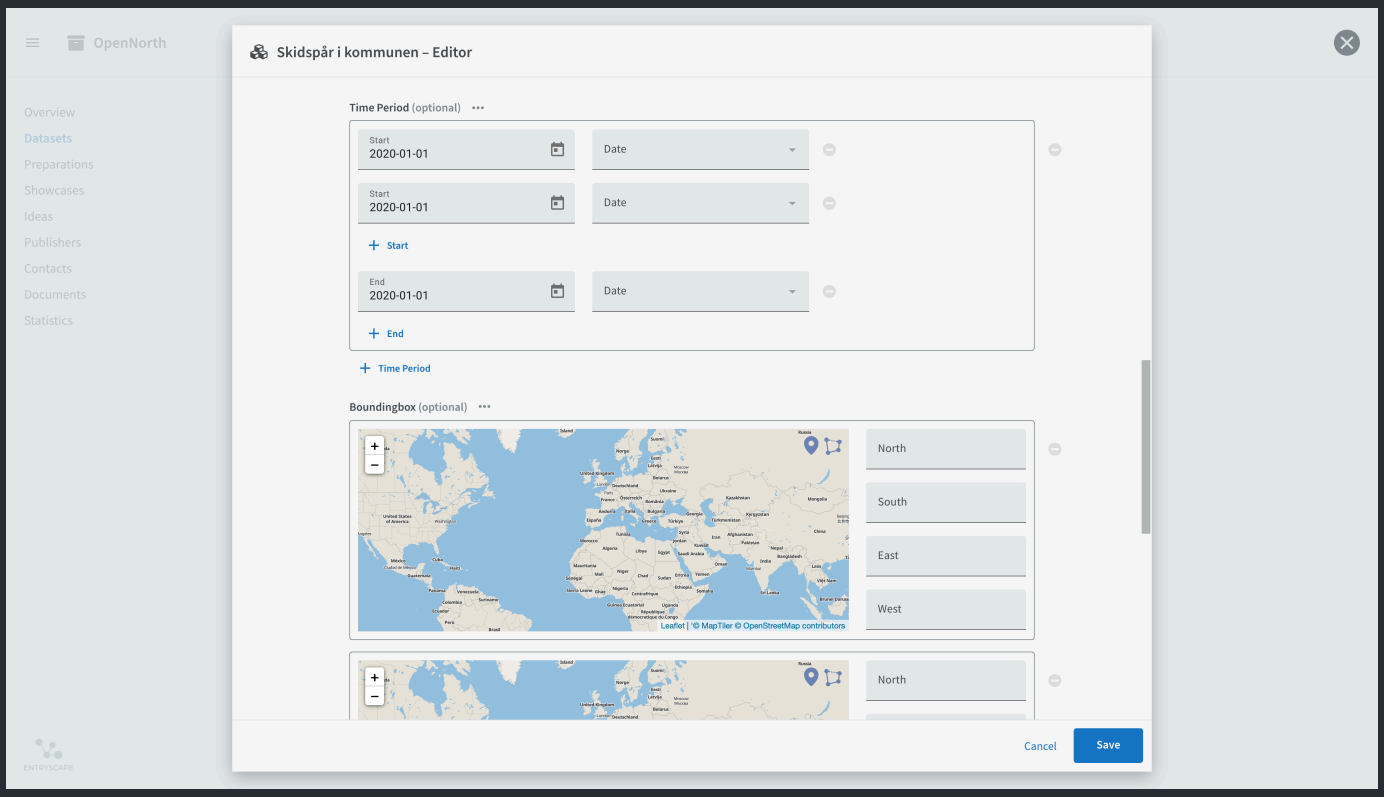
Provide a design system and library of components which developers can use to ensure consistency across different product services. Optimise layouts and simplify user flows to increase productivity and make a complex product easier to understand and more intuitive and fun to use by providing a better user interface design.

Outcomes

The redesign was met with positive feedback received from customers and the design library is still in use today to develop new features with minimal design input.

MetaSolutions (Internetstiftelse)
EntryScape





Landing page and one of the forms for managing the content of a dataset

Portfolio of Martin Huber

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