



Lunis Design Lab

www.lunisdesignlab.com

Designs that go beyond the moon.

Senior-level UX/UI expertise & innovation for next-level digital impact.



- 1 Who is Lunis Design Lab
- 2 Selected Work
- 3 2025 & 2026 Impact
- 4 Our services
- 5 Engagement models
- 6 Why Lunis Design Lab



Who is
Lunis Design Lab?

Lunis Design Lab

Is a Dubai-based product design & tech studio specializing in AI products, SaaS platforms, mobile apps, and complex digital experiences.



For startups

Launch, validate and scale your MVP with a clear product strategy, premium UX/UI and an investor-ready digital product.



For enterprise teams

Redesign complex platforms, improve usability, build scalable design systems and align product teams around better digital experiences.

The story behind the name

Lunis comes from “luna” (moon), one of my daughter Maya’s first words.

She loved looking at the moon every evening, which inspired both our name and our moon logo.

Today, Lunis Design Lab carries that same spirit: creating thoughtful digital experiences with clarity, precision, and ambition that go beyond the moon.





Selected Work

Awin

- Enterprise B2B2C AI SaaS platform
- Responsive version
- IOS Mobile app
- Atomic Design System

HireWisey

- Enterprise B2B2C AI SaaS platform
- Responsive version
- IOS Mobile app

My Advisory Platform

- Enterprise Internal Banking system
- Responsive version
- IOS & Android Mobile app
- Design System



AI-powered Enterprise Affiliate Marketing Platform

AWIN is one of the world's largest affiliate marketing platforms, connecting brands, publishers, and partners through a complex ecosystem of data-driven tools.

The platform powers thousands of partnerships globally and manages large volumes of performance, reporting, and campaign data across multiple markets.

Deliverables

- ☾ Enterprise B2B2C SaaS platform
- ☾ Atomic Design System
- ☾ Mobile app
- ☾ AI integration

Industry

MarTech

B2B2C AI SaaS

Affiliate Marketing

AdTech

Enterprise

Some visuals on this case study are AI-generated illustrations created for presentation purposes.
All product interfaces, UX and UI designs shown are original work by Lunis Design Lab.



🔥

📦

📁

📊

🔗

⚙️

👤

🔍

🌟

Today's plan

Account maintenance

AcceptDecline

5 new partnership requests to review.

Review your contact details.

Update your media packs.

Review budget allocations.

Set up performance alerts.

🌟

One of the publishers is waiting for the campaign link.

Link builder

🌟

Here's a breakdown of your click and transactions.

Transactions

Top publishers

Here are your top publishers for this week:

24,2K€

Blue light card

vs previous week

+32%↑

because these publishers sold 20% more than usual:

1 Blue light card

2 Quidco

3 VoucherCodes

Send reward

🔮 We recommend also incentivizing publishers who have not met your expectations.

Boost performance

Connect with partners

Discover all

VoucherDiscount

Reach PLC

Reach PLC

Performance comparison

Clicks

627

9

Transactions

53

Revenue

1 May → 1 June

32,2K € sales

55,2K

Active campaigns

B-ball shoes for this summer

Create campaign

Achievements

100.000€ milestone

Weekly challenges

Launch a new campaign.

Optimize at least one existing campaign.

Recruit new publishers.

Engage with top publishers.

Boost your conversion rate.

Hey Adrian! 🙌

Would you like to see your top-performing publishers for today?

View

9:41

Ava

Show me transactions vs clicks for Nov 14-20

Here's a breakdown of your clicks and transactions between Nov 14-20, compared to the same period last year.

Performance overview

14 - 20 Nov 2024

€ 433,127 -12% ↓

14 - 20 Nov 2023

733,424

€50k

€25k

€0

Jan

Feb

Mar

Apr

May

Transactions (14 - 20 Nov)

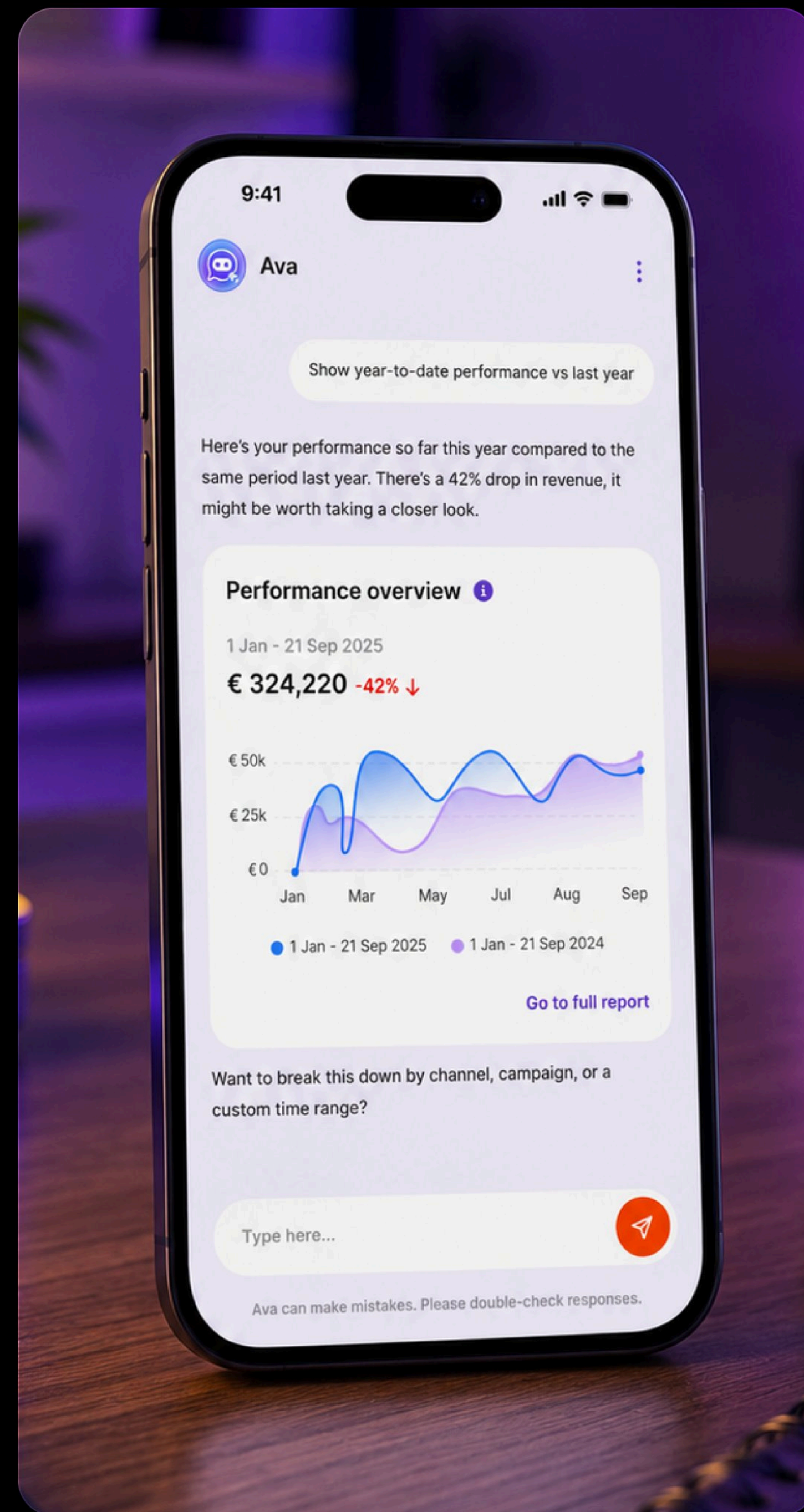
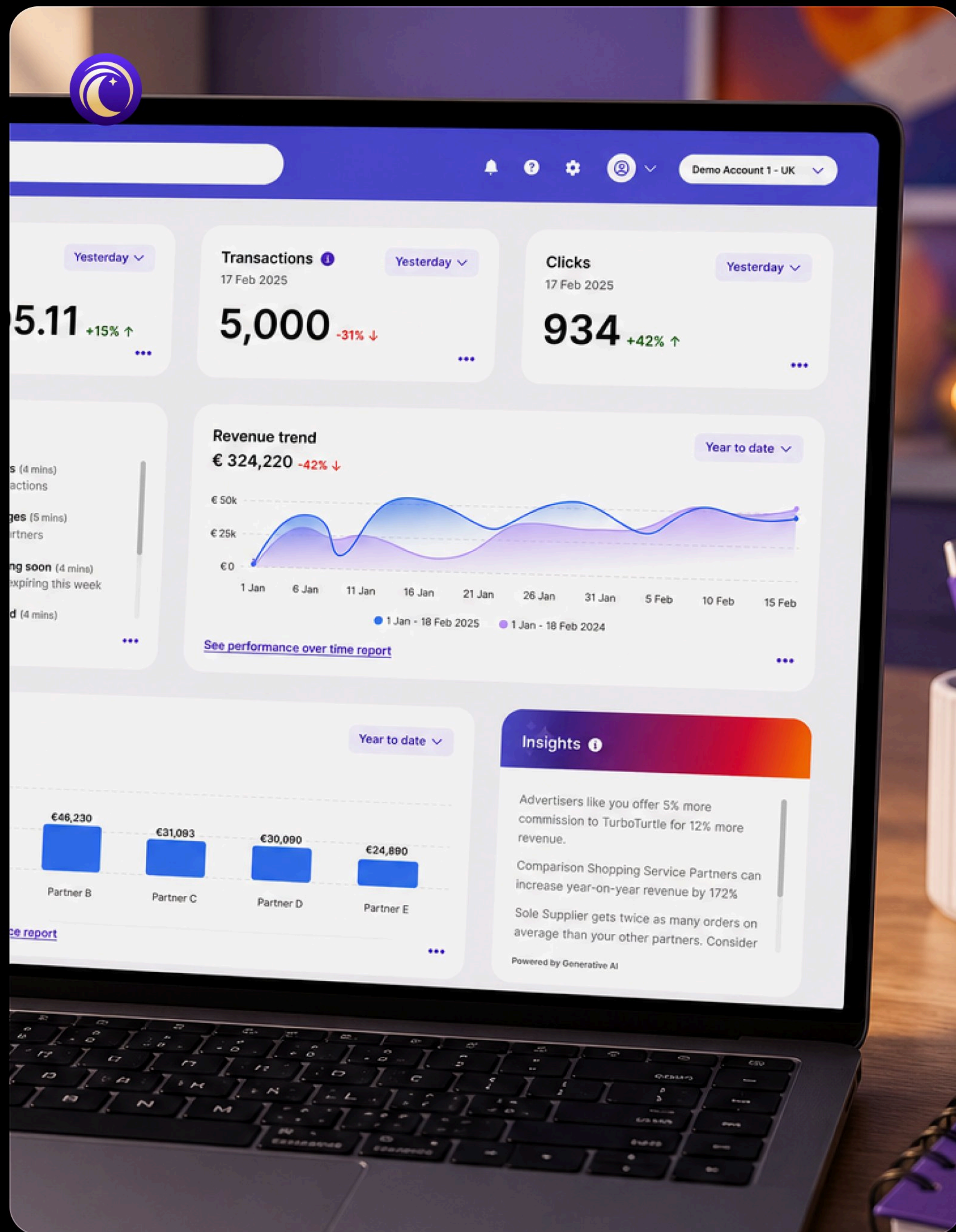
Clicks (14 - 20 Nov)

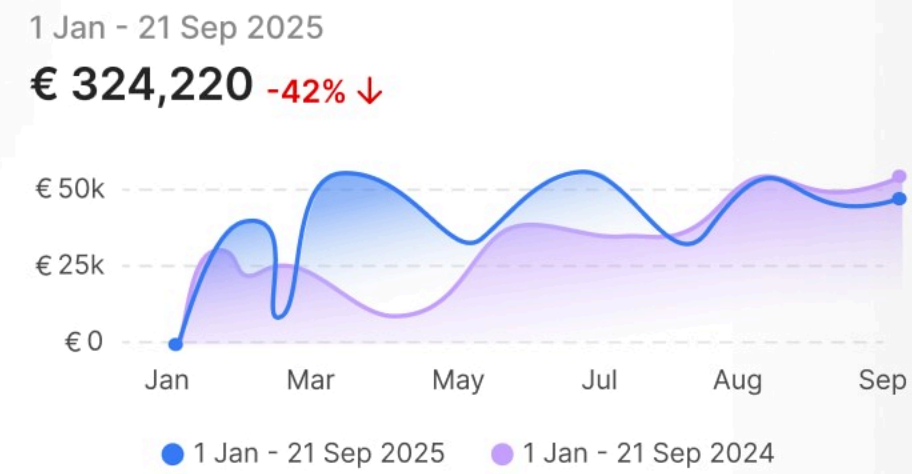
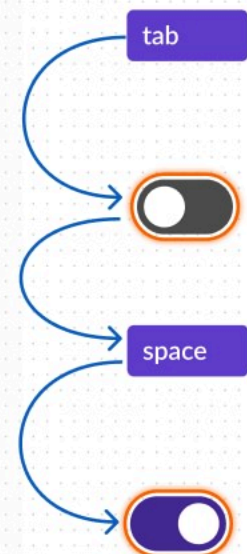
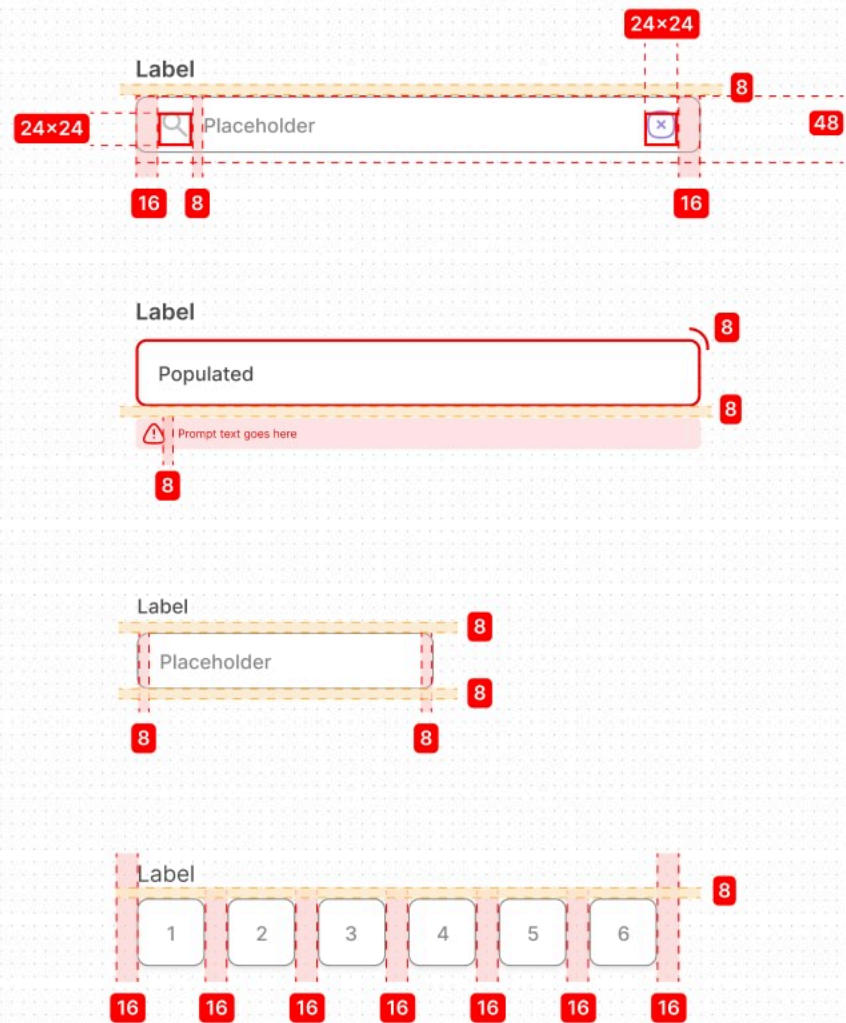
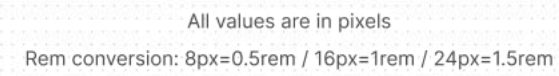
Go to full report

Let me know if you want to filter by campaign or device.

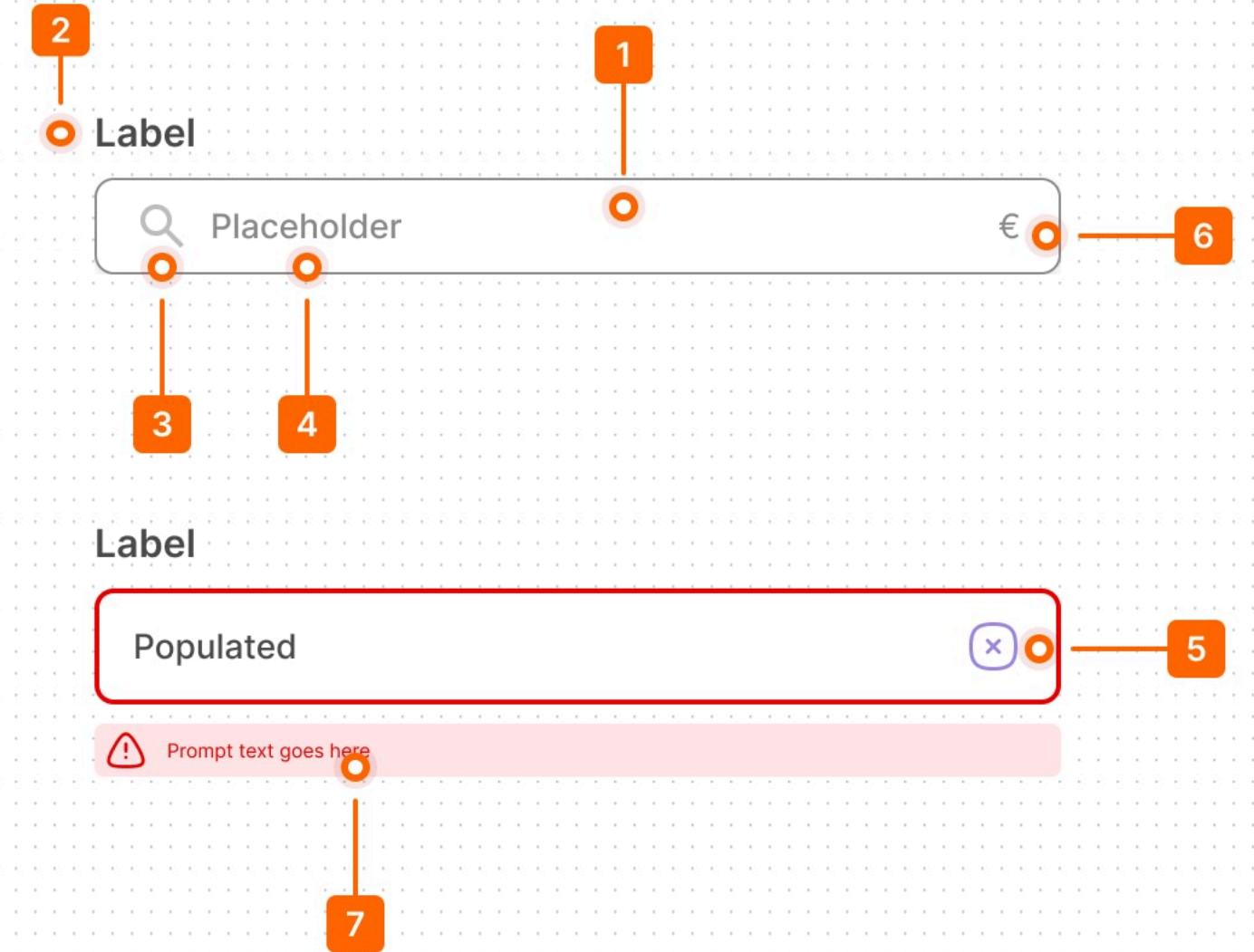
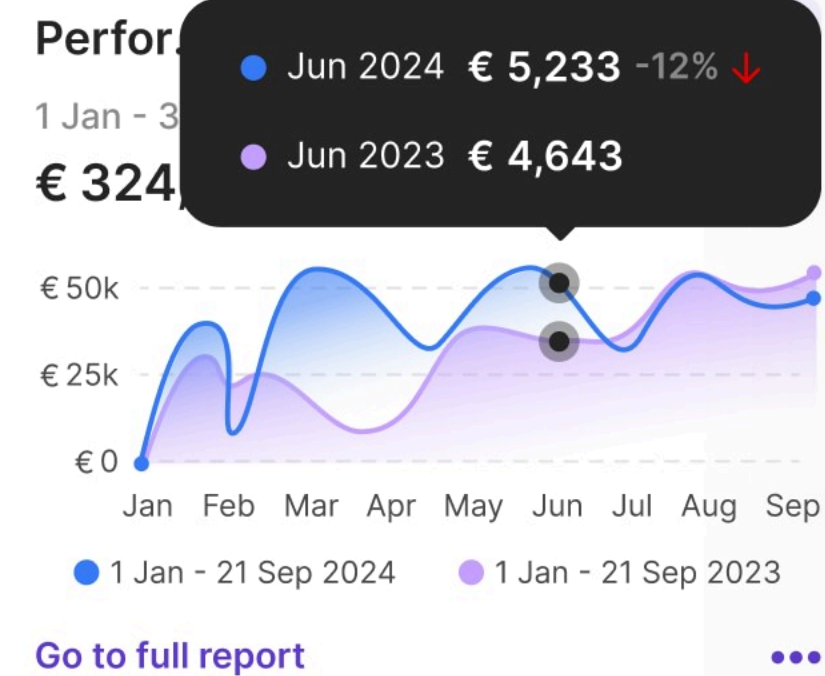
Type here...

Ava can make mistakes. Please double-check responses.





✗ Avoid using split input fields for entering phone numbers.



- 1 Input container**

This is the outer boundary that holds the entire input element, providing a clear area where user input is expected.
- 2 Label**

It's the descriptive text that indicates the type of information the user should input. An exception to the mandatory label rule applies to search fields, where a label is not required due to the universal recognition of the search function.
- 3 Leading icon** optional

It's the icon positioned before the label, often used to indicate the purpose of the

	Unselected	Selected	Indeterminate	Error unselected	Error selected
Default	☐ Label	☒ Label	☐ Label	☐ Label	☒ Label
Hover	☐ Label	☒ Label	☐ Label	☐ Label	☒ Label
Focus	☐ Label	☒ Label	☐ Label	☐ Label	☒ Label
Pressed	☐ Label	☒ Label	☐ Label	☐ Label	☒ Label
Disabled	☐ Label	☒ Label	☐ Label		

Impact

After 6 months from redesign

We led the complete redesign of AWIN’s affiliate marketing platform, creating a scalable Design System, a mobile app, and redefining the product experience.

We established design standards, streamlined complex workflows, improved navigation and information architecture, and introduced AI-powered capabilities, resulting in higher feature adoption, improved retention, and a more consistent user experience.

User retention	Drop-off rate	Feature adoption	Churn rate
52% → 74%	48% → 15%	25% → 58%	48% → 20%
Conversion rate	Satisfaction score	Support tickets	Task abandonment
52% → 84%	76% → 89%	75% → 15%	40% → 12%



AI-powered Recruitment Platform for Smarter Talent Matching

HireWisey is an AI-powered recruitment platform that streamlines the hiring process through automated CV screening, AI interviews, and intelligent candidate matching.

The platform helps recruiters identify top talent faster, automate repetitive hiring tasks, and make more informed recruitment decisions through a unified recruitment experience.

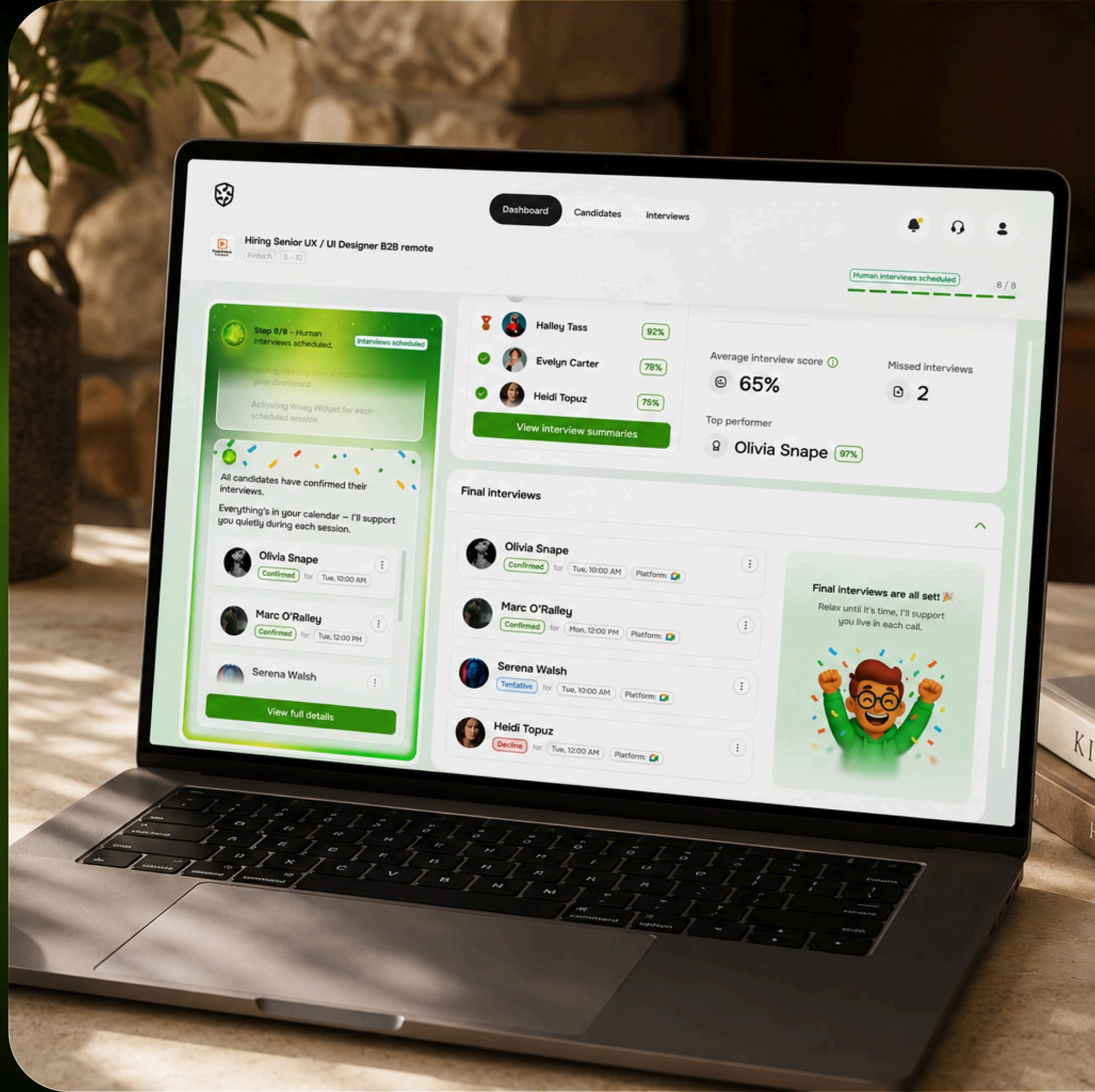
Deliverables

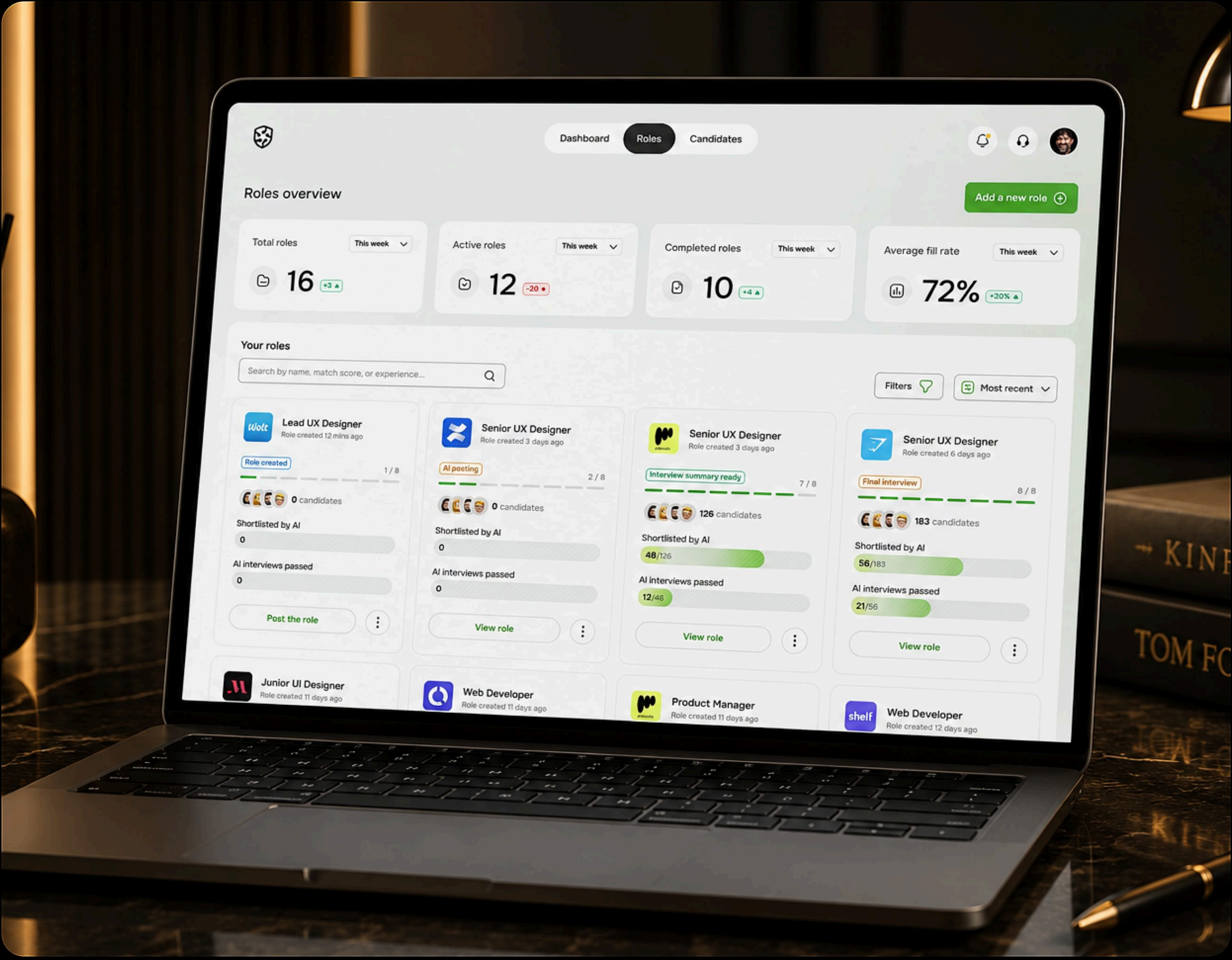
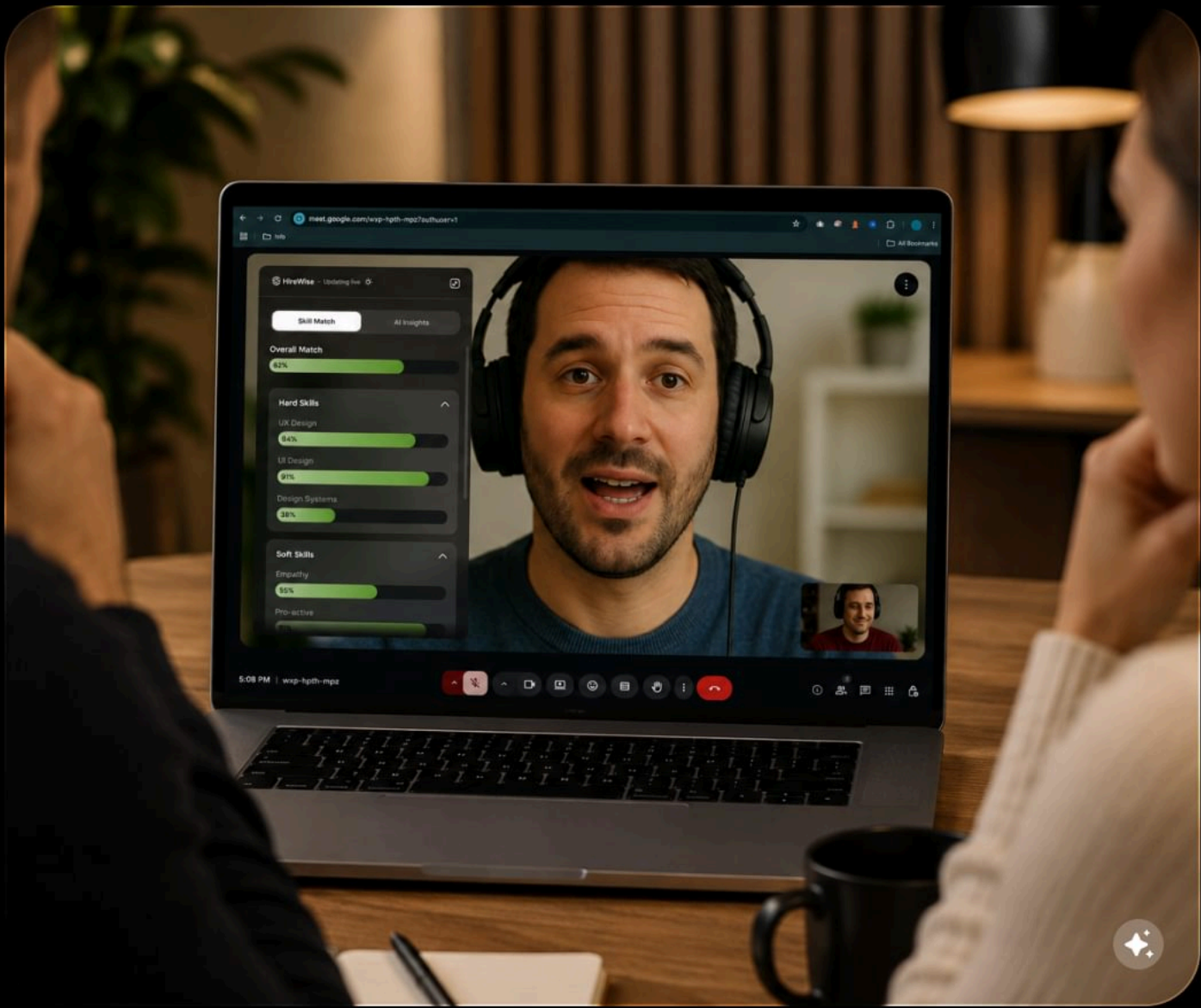
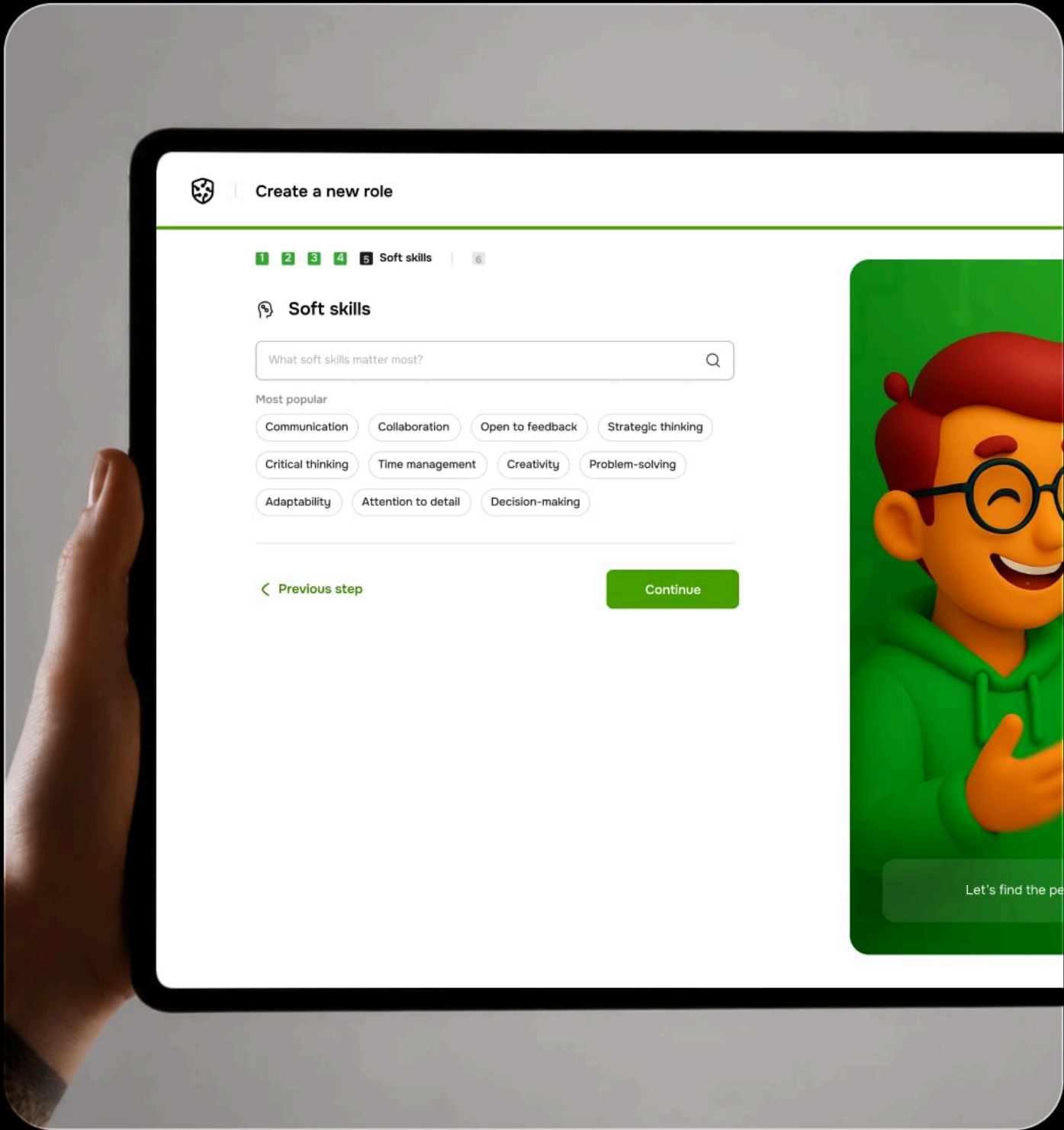
- ☾ Enterprise B2B2C AI SaaS platform
- ☾ Mobile app

Industry

HRTech B2B2C AI SaaS Recruitment Talent Acquisition

⚡ Some visuals on this case study are AI-generated illustrations created for presentation purposes.
All product interfaces, UX and UI designs shown are original work by Lunis Design Lab.





Create a new role

1 Rule definition

2

3

4

5

6

Role definition

Job title

ux Hiring ASAP a Senior UX Designer

Role

Choose a role (UX Designer, Software Engineer, FE Developer etc...)

Years of experience

Select a range

Seniority range

Select a range

Starting this

Select a range

Yearly budget range

From EUR To EUR

Return to Dashboard

Continue

Takes ~5 min to add a new role! Accessible, right?

DashboardCandidatesInterviews

Hiring Senior UX / UI Designer B2B remote

FinTech6 - 10

AI Interviewing5 / 8

Step 5/8 - I'm ready to meet your candidates.

AI Interviewing

Yes, handle the interviews

I'll do them myself

Go ahead — take care of the interviews!

What platform would you like me to use for the interviews?

Teams

Google Meet

Type a message...

183 Total candidates

56 Shortlisted by AI

Average Match Score76%

Best Candidate PlatformLinkedIn

Time to Hire (ETA)12 days

Drop-off rate127 (69%)

Your top candidates for this role

Before AI InterviewAfter AI Interview

Alex Smith

UI/UX Designer, 8 yrs exp

91% match

Ethan Thompson

Lead Designer, 10 yrs exp

88% match

Sara Brighton

Product Designer, 8 yrs exp

86% match

Lara Mitchell

Product Designer, 6 yrs exp

82% match

183 Total candidates

56 Shortlisted by AI

12 AI Interviews passed

Average Match Score76%

Best Candidate PlatformLinkedIn

Time to Hire (ETA)12 days

Drop-off rate127 (69%)

Olivia Snape

Selected as the final hire

Marc O'Ralley

Interviewed

Serena Walsh

Decline for Tue, 10:00 AM Platform:

Heidi Topuz

Decline for Tue, 12:00 PM Platform:

Olivia Snape has been selected as the final hire.





Create a new role → Bytewave

Return to Dashboard

1 2 Role definition 3 4 5 6 7

8 Role definition

Job title

ex: Hiring ASAP a Senior UX Designer

Role

Choose a role (UX Designer, Software Engineer, FE Developer etc...)

Years of experience

Select a range

Seniority level

Select a range

Start starting date

Select a range

Yearly budget range

From EUR € To EUR €

Work location

Return to Dashboard

Continue



Takes ~5 min to add a new role! Awesome, right? 🤗



HireWisey

Secure your account with a strong password.

Password

Password must be 8 characters

Confirm password

Enter the same password as above

Your role

Hiring Manager

Create account

Terms of use | Privacy policy

Trusted by modern teams to make smarter hiring decisions



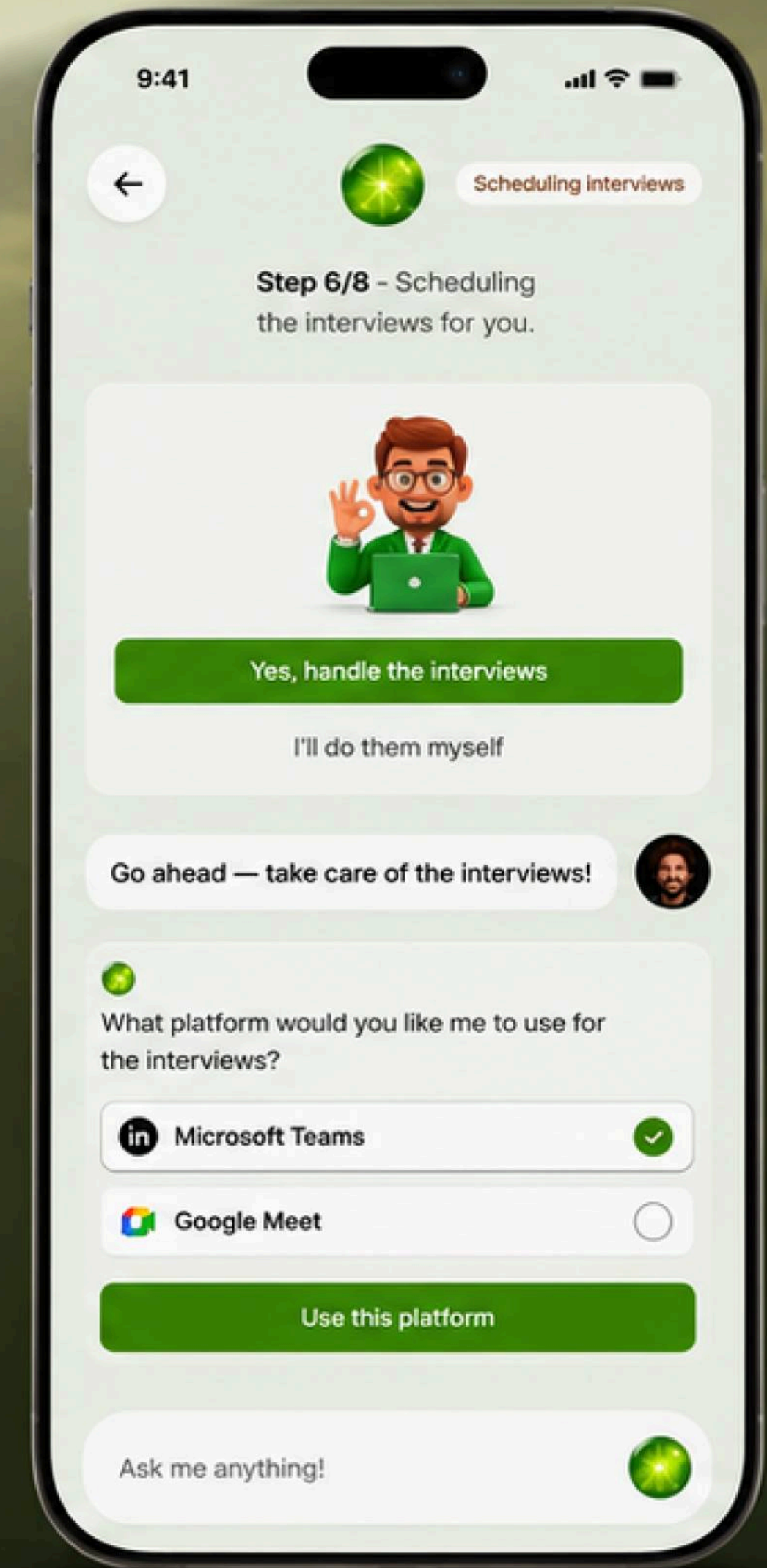
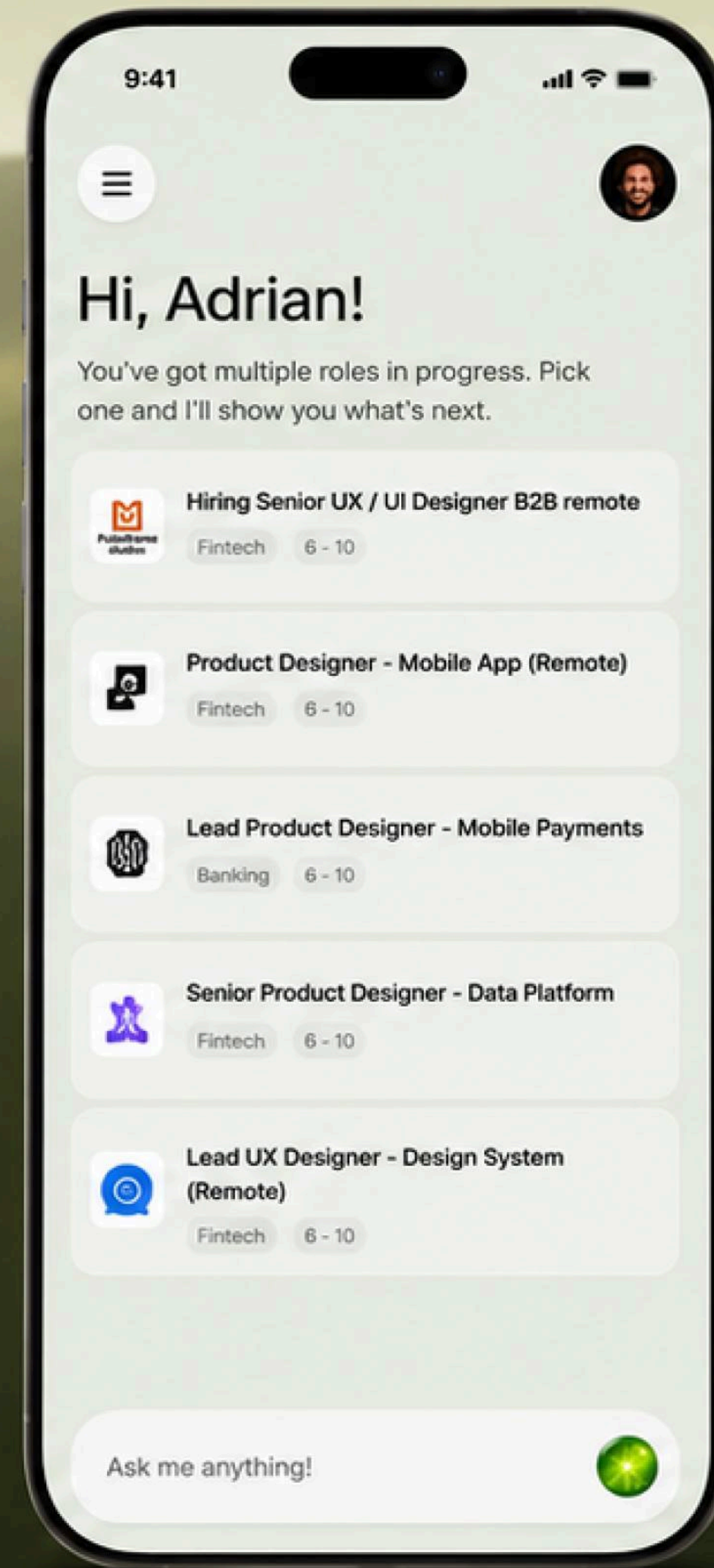
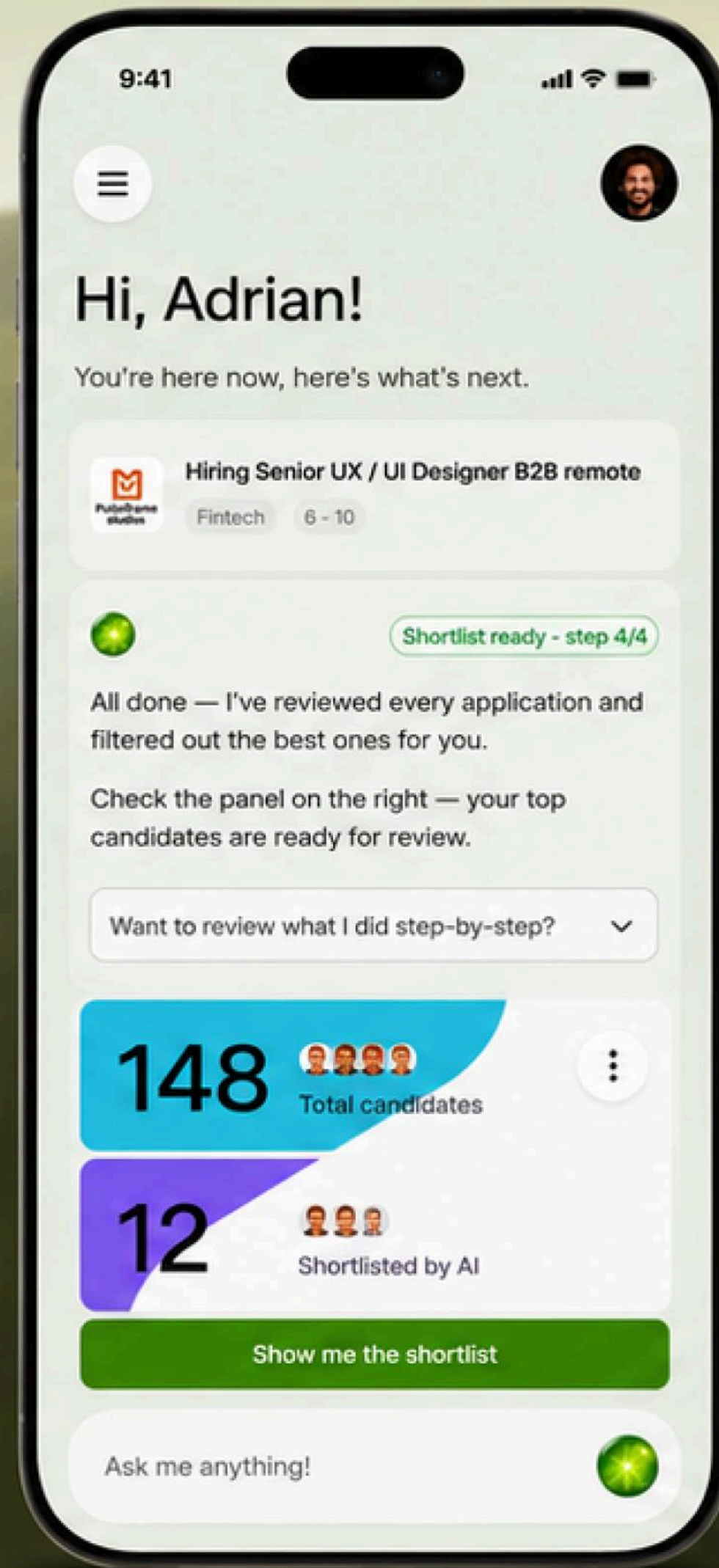
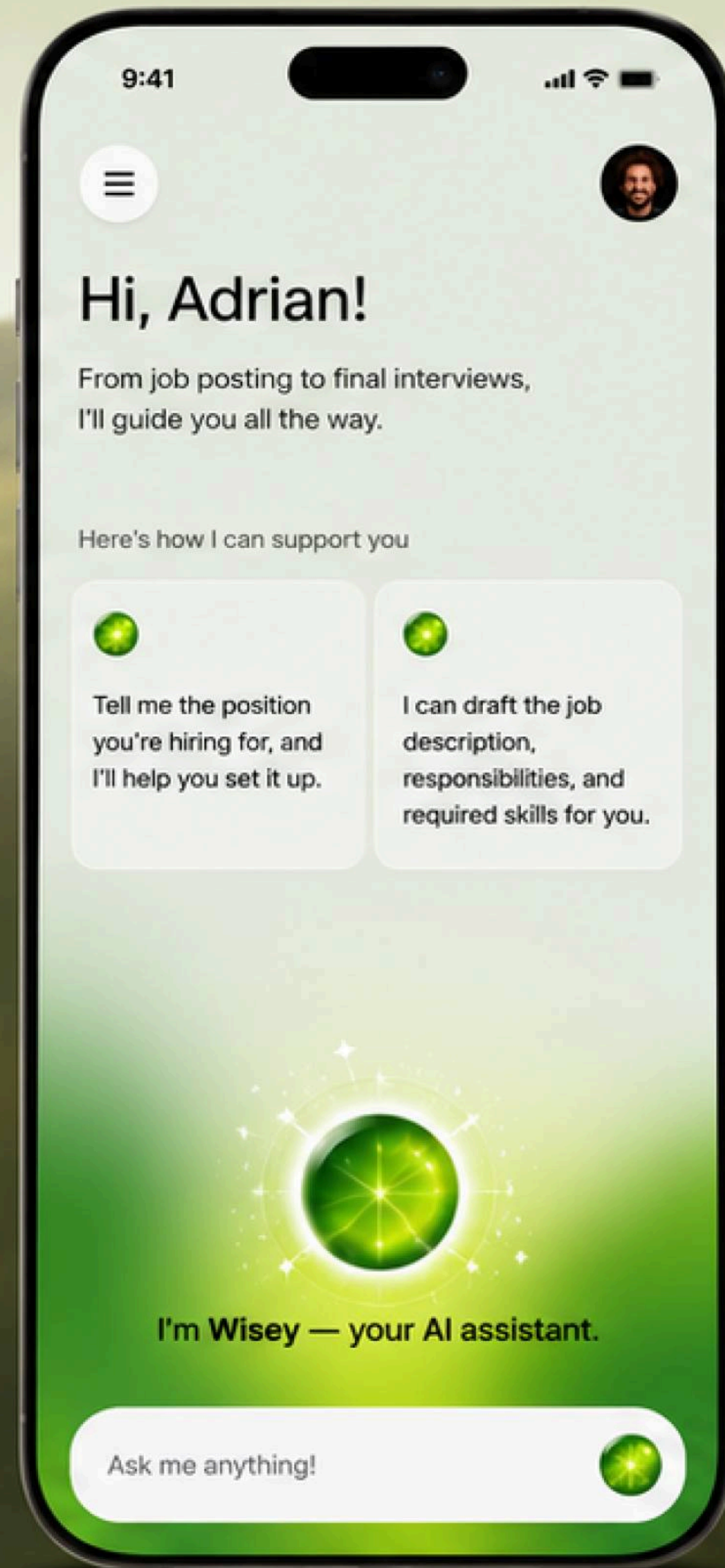
We found the perfect Senior UX/UI Designer in under
HireWise's AI matched candidates with incredible accu
skill-by-skill breakdown saved us hours of screening. I
a brilliant recruiter working 24/7.

Andrew Popescu

Head of design @GrowthSpark

< >

ad splunk> afterpay



Impact

We designed an AI-powered recruitment dashboard that centralizes the entire hiring process in a single interface.

We combined intelligent candidate screening, interview management, conversational AI, and hiring insights to streamline recruitment while keeping decision-making fully in human hands.

+27%

Faster Interview Scheduling

Automated scheduling and meeting integrations reduced coordination time between recruiters, candidates, and hiring managers.

+63%

Faster Candidate Comparison

Participants could compare shortlisted candidates instantly through structured insights such as skills match, interview scores, and AI-generated summaries.

+92%

Task Success Rate

Maze testing showed that most users successfully completed key tasks such as reviewing candidates, approving a shortlist, and scheduling interviews.

+41%

Faster Candidate Screening

AI-powered matching and CV screening helped recruiters identify relevant candidates faster, eliminating the need to review hundreds of applications manually.

-52%

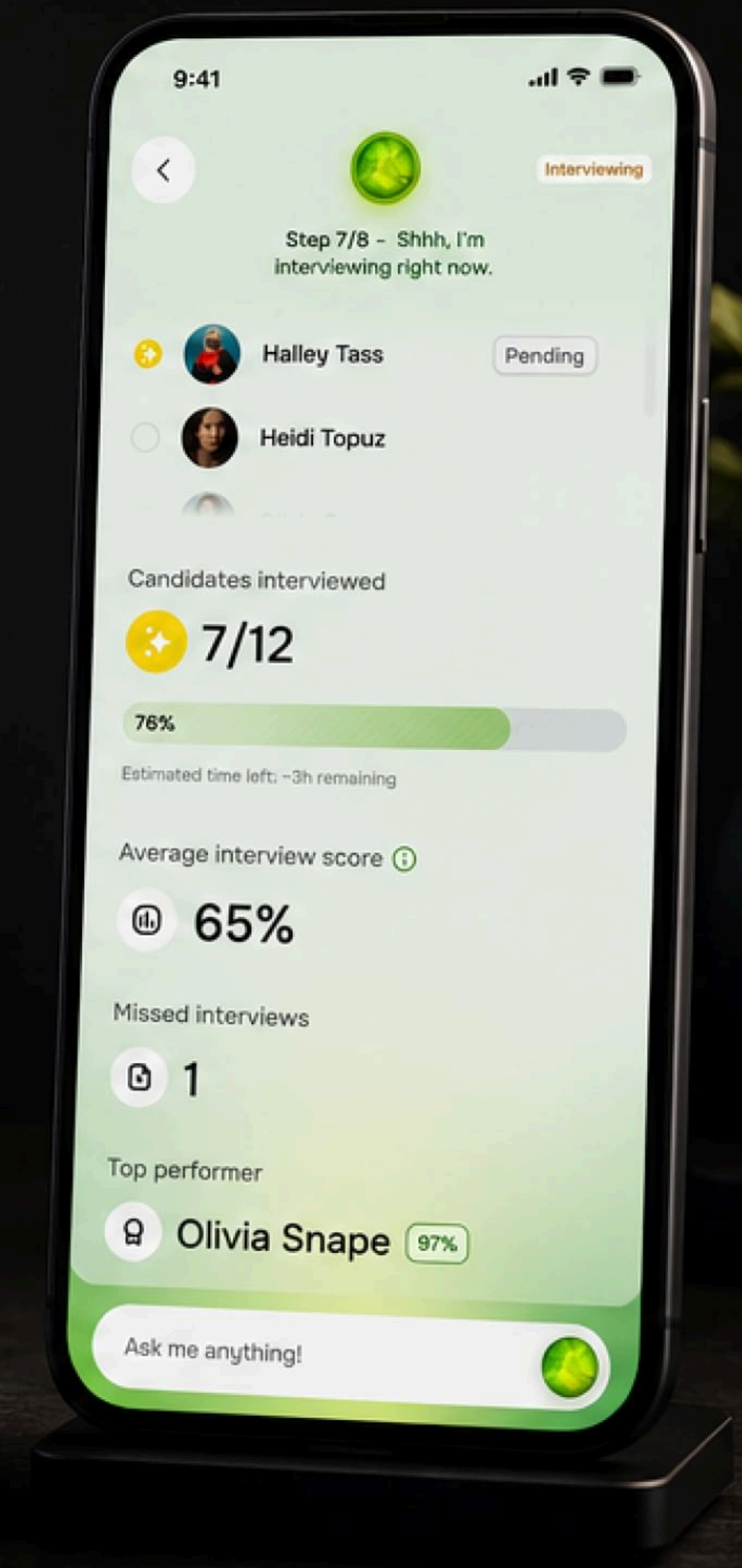
Manual CV Review Time

AI-powered CV analysis and candidate ranking reduced manual screening, allowing recruiters to focus on evaluating top candidates.

+34%

Recruiter Confidence in Candidate Selection

Structured candidate comparison, AI interview summaries, and match score breakdowns helped recruiters feel more confident in shortlisting candidates and justifying their decisions.





Enterprise Banking Platform for E2E Customer Operations

My Advisory Platform is BCR's internal enterprise banking platform, bringing together customer management, banking products, operational workflows, and financial services into a single unified experience.

The platform supports more than 40 internal roles across front office, back office, call center, compliance, headquarters, and management, enabling employees to manage the complete customer relationship from one centralized platform.

Deliverables

- ☾ Enterprise Banking CRM
- ☾ Responsive Web Application
- ☾ Design System

Industry

Banking

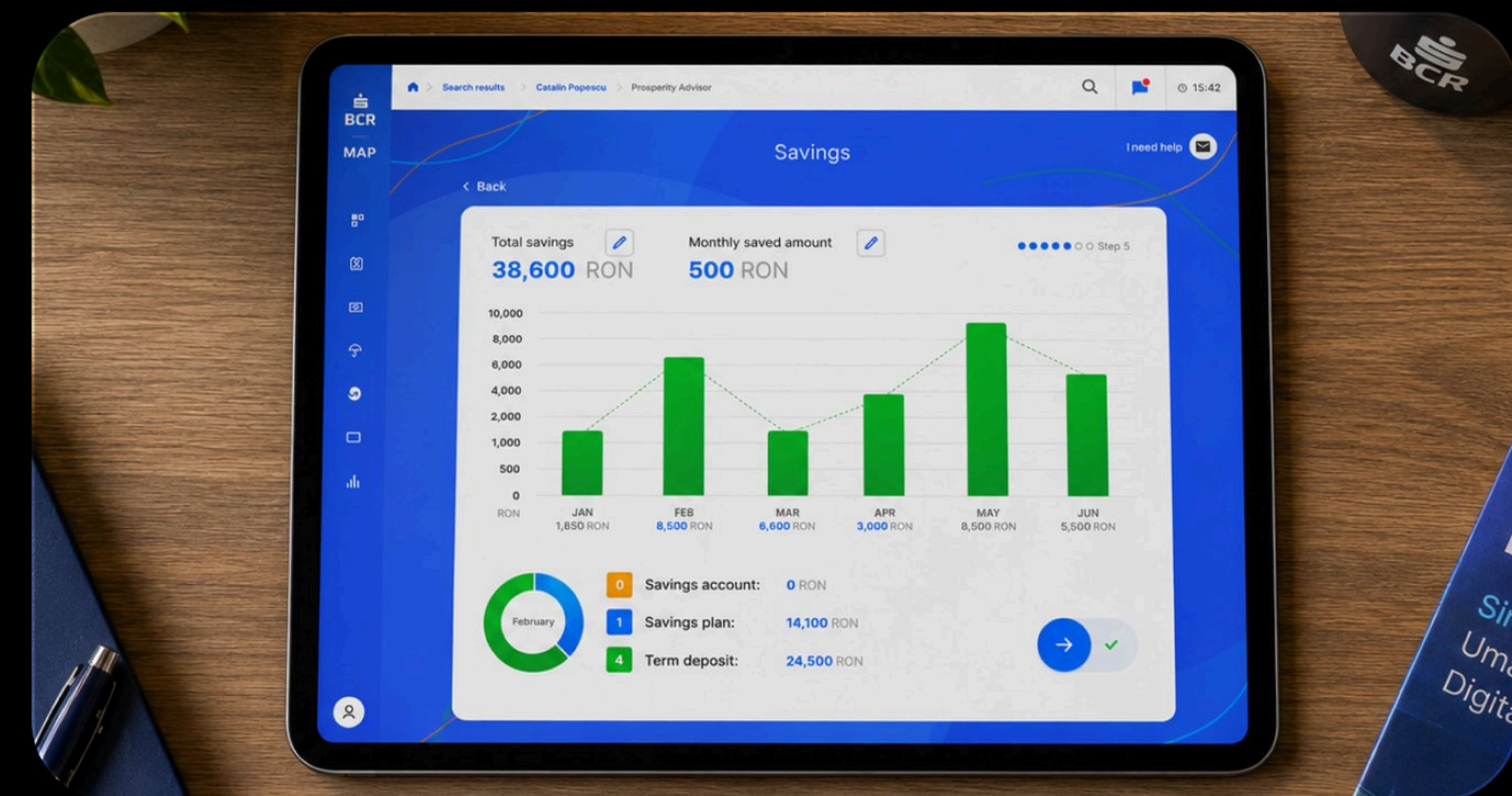
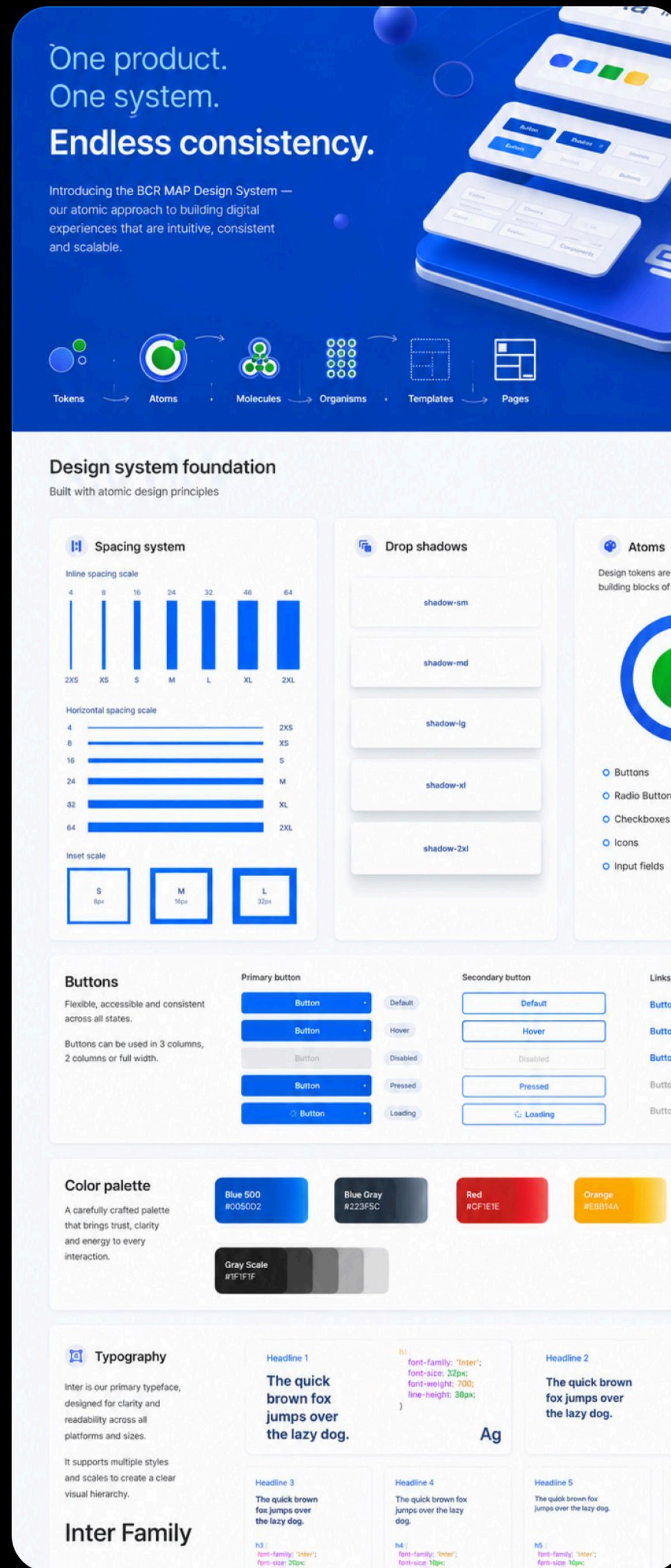
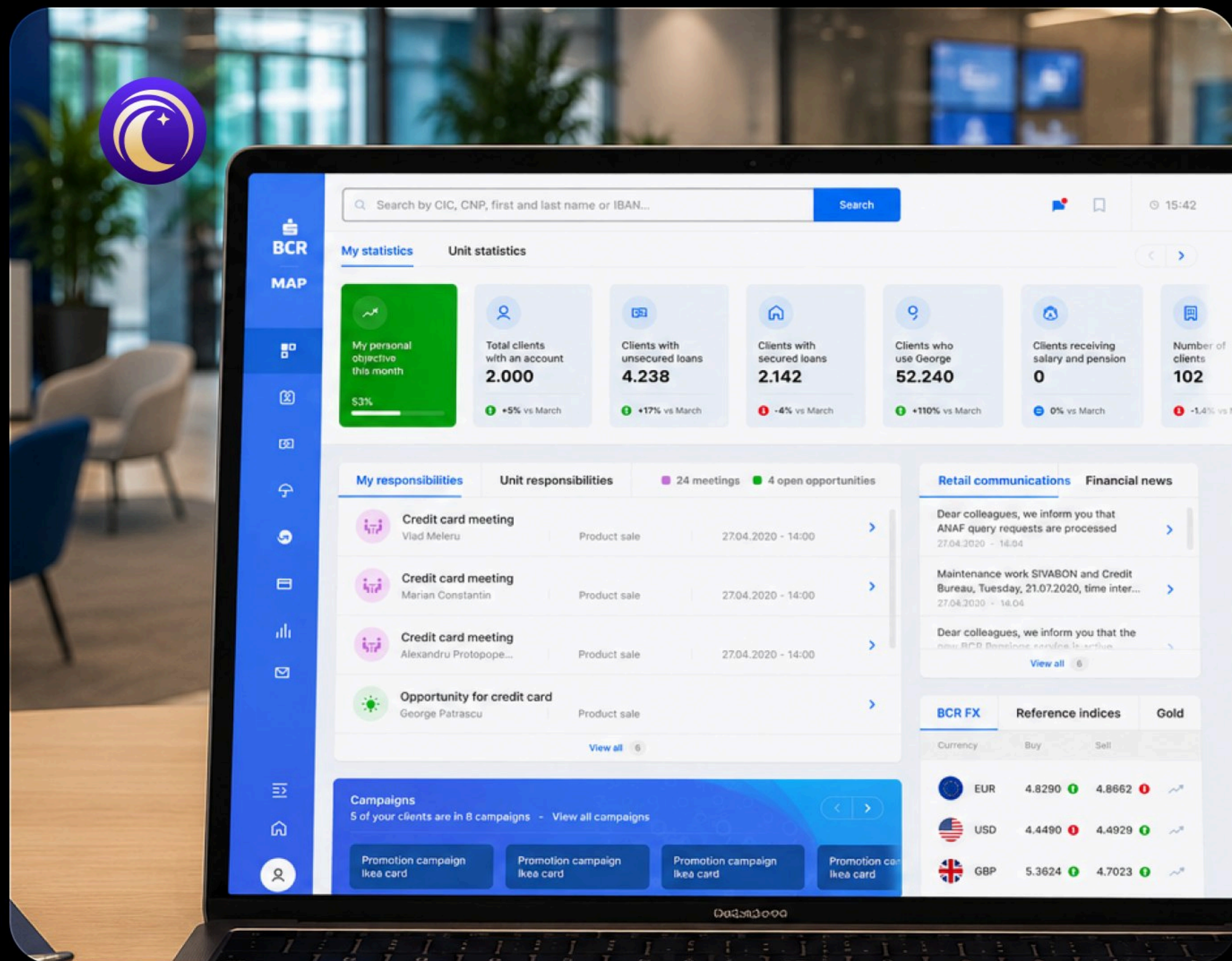
Fintech

Enterprise Software

CRM & Operations

⚡ Some visuals on this case study are AI-generated illustrations created for presentation purposes.
All product interfaces, UX and UI designs shown are original work by Lunis Design Lab.







↓ -4% vs March

Catalin Popescu

15:42

View details

Active services

Inactive services

Account top
MMP Dateio

Activate service

Subscription
installment plan a

Activate service

George /
Apple Pay

Activate service

Execution
Contract

Activate service

Savings

Loans

Investments

Meetings

Salary:

JANFEBMARAPRMAYJUN

4,195 EUR

Savings:

JANFEBMARAPRMAYJUN

4,195 EUR

Transactions:

JANFEBMARAPRMAY

4,195 EUR (3 months)

Open accounts 6

George Account

Account type

RO89 RNCB **** * 0001

IBAN

2,500 EUR

Balance

Foreign currency account

Account type

RO45 RNCB **** * 0242

IBAN

300 €

Balance

ClasiCont Package

Account type

RO89 RNCB **** * 4234

IBAN

200 EUR

Balance

TotalCont Package

Account type

RO89 RNCB **** * 0422

IBAN

400 EUR

Balance

View all

Campaign

Campaign

BCR

MAP

Search results

Catalin Popescu

Prosperity Advisor

Back

15,000

10,000

7,500

5,000

2,500

1,000

500

0

EUR

INCOME

EXPENSES

Income
and expenses

Average income last 12

12,000 EUR

Average expenses last 3

8,900 EUR

For a richer conversation, we recommend you tap the "details" to see a more detailed breakdown.

Impact

We transformed 11 disconnected banking systems into a single enterprise platform, bringing together customer management, banking products, operational workflows, and compliance into one unified experience.

Through extensive UX research, workflow analysis, and end-to-end service design, we simplified complex banking operations, improved employee efficiency, and created a scalable platform supporting more than 44 internal roles across the organization.

600+

Using My Advisory Platform

The platform became the unified daily workspace for employees across BCR's nationwide branch network.

44+ internal roles

Supported across the organization

One platform serving front office, back office, call center, compliance, management, and headquarters teams.

85%

Loans granted fully online

Digital-first processes enabled most loan applications to be completed end-to-end online.

-1.5 hours

Front-office processing time

Simplified workflows reduced daily processing time, allowing advisors to focus more on customers.

+6 clients

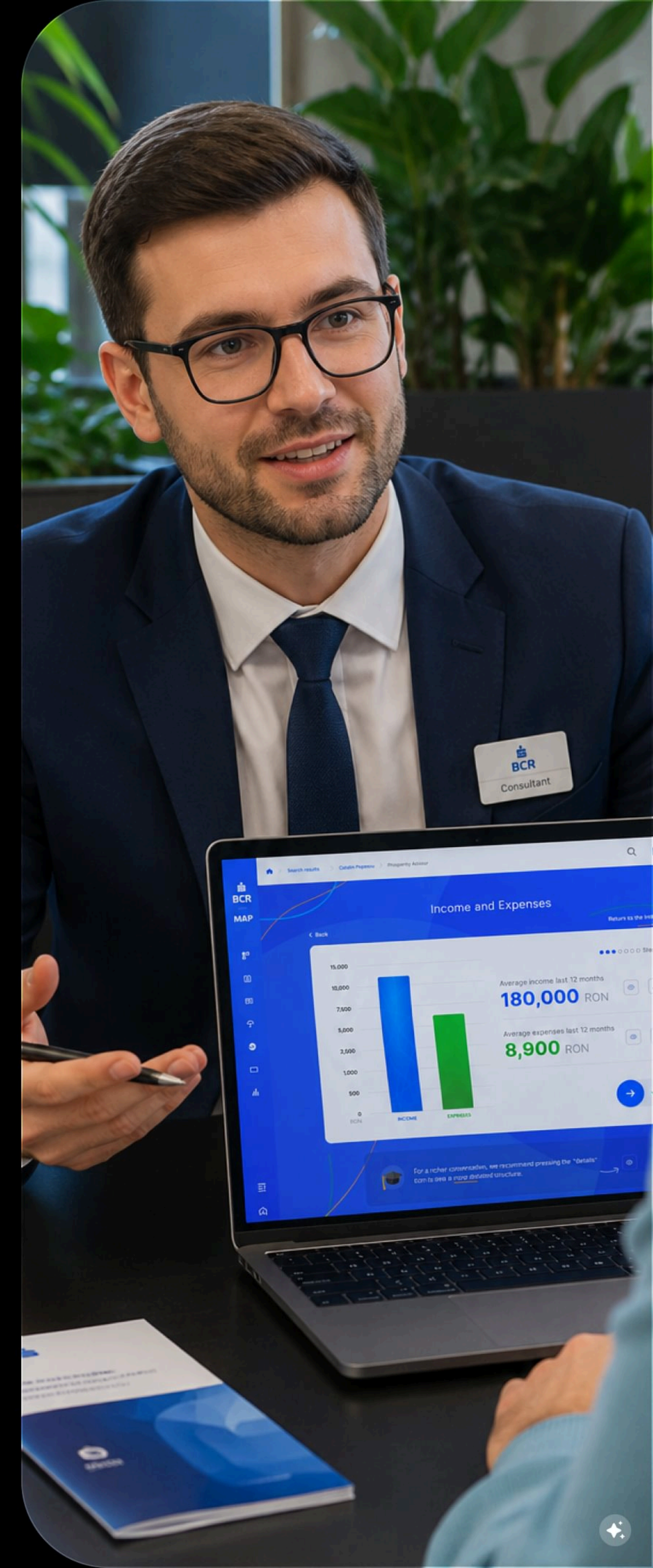
Served per advisor, per day

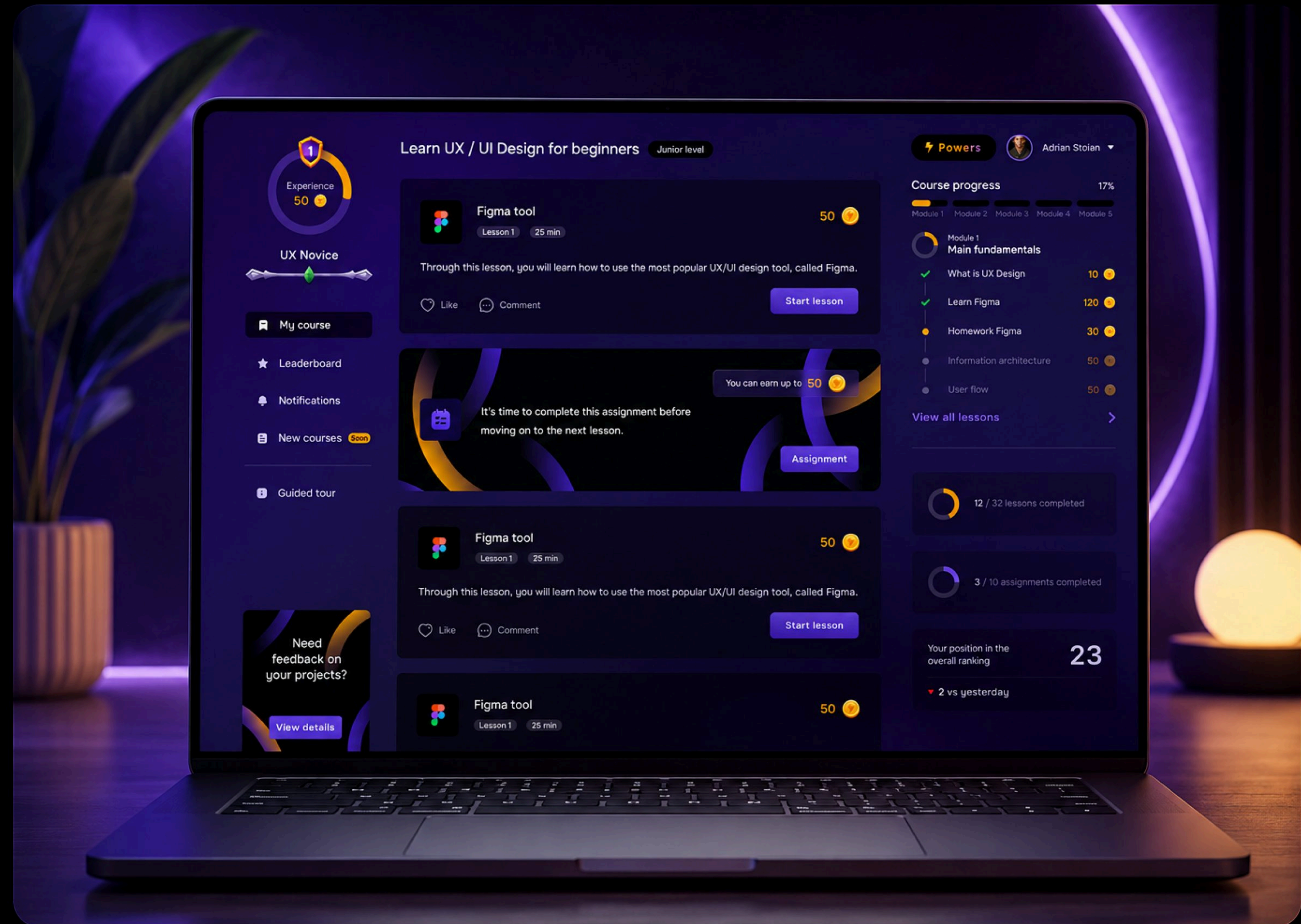
More efficient customer journeys enabled advisors to assist significantly more clients every day.

-350 calls

To back-office & call center daily

Self-contained workflows reduced operational dependencies and internal communication overhead.





Complete case studies and more projects on our website.
www.lunisdesignlab.com



2025 & 2026 Impact



2025 & 2026
Impact

Shaping the digital universe

With global reach and deep expertise, Lunis Design Lab crafts impactful digital experiences that drive real results across industries.

65+ projects delivered

15+ industries served

10+ countries covered around the globe

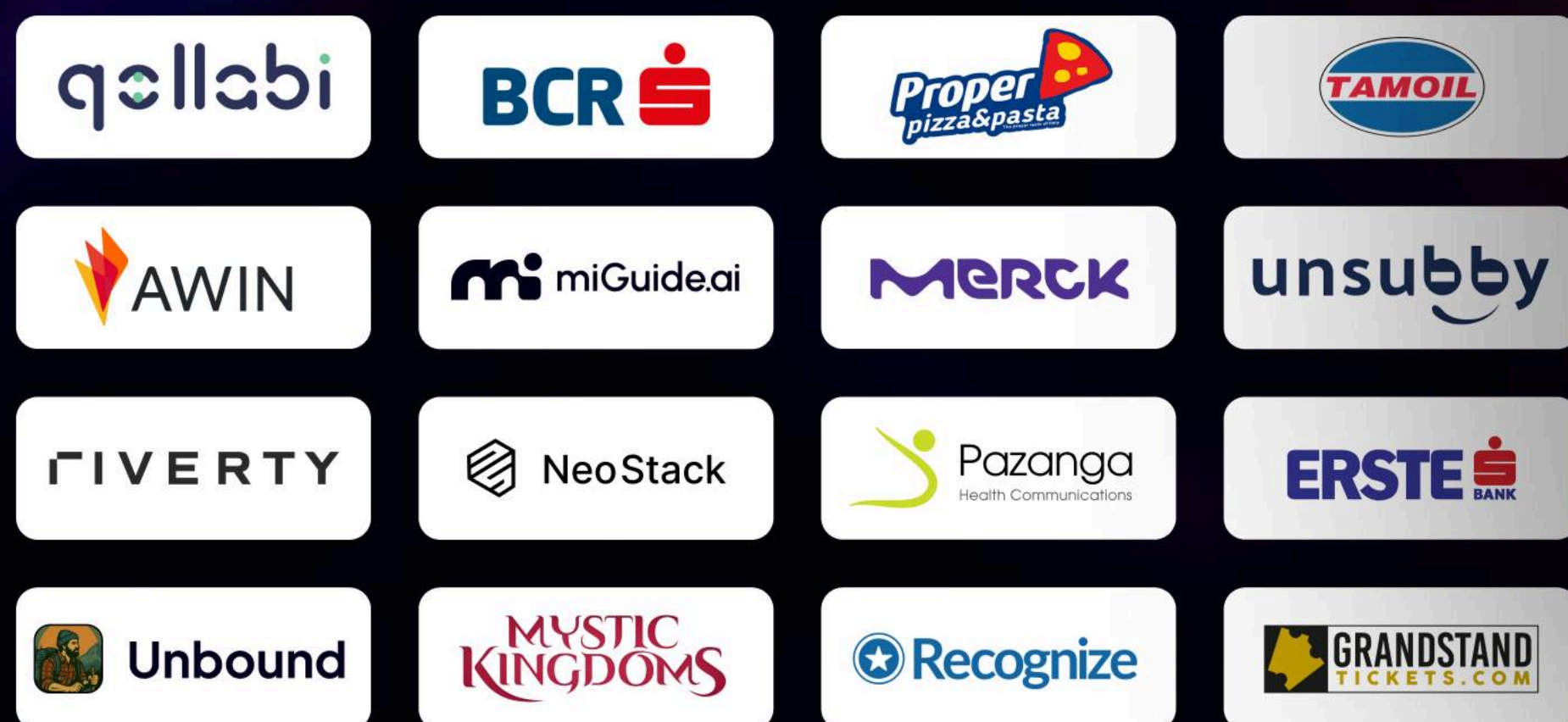
180+ millions of users impacted

- Artificial Intelligence
- GovTech
- PropTech
- Fintech
- HealthTech
- Real Estate
- Banking
- Gaming & eSports
- Web3 & Tokenize
- Insurance
- EdTech
- HRTech
- Cybersecurity
- Automotive



2025 & 2026
Impact

Over 30 clients serving in the past two years



Revenue

The total revenue growth we've helped generate across all our client collaborations in 2025 and 2026.

\$38M

Expense & Cost reduction

The total savings and efficiency gains delivered across our projects in 2025 and 2026, through automation, streamlined flows, and fewer support needs.

\$1.2M

Profitability & ROI

In 2025 and 2026, our UX-driven optimizations translated into higher margins, faster returns, and sustainable long-term value across every partnership.

\$18M



**Services tailored
to accelerate your growth**



Strategy, Research & Audits

Whether you already have an established product team or are building one from scratch, we help define the right UX strategy, processes, and foundations for long-term success.



UX / UI Audits



AI Opportunity Assessment



UX Strategy & Consultancy



Product Discovery



UX Research & Competitive analysis



Feature Map & Prioritisation



MVP Scope Definition





Product Design

We deliver conversion-focused solutions aligned with your unique KPIs, empowering you to convert more users into customers and outperform your competition.



B2B SaaS & Web-Apps



AI Products



Mobile Apps



Dashboards & Data-Heavy Interfaces



MVP Product Design



Web3 & tokenized products



Website Design





Implementation & Design Systems

From scalable design systems to AI-assisted development, we help transform approved designs into fast, consistent, production-ready digital products.



Design Systems



AI-Assisted Development



No-Code Implementation



Framer Development



Design-to-Development Handoff



Design QA & Implementation Review





Engagement models



1 to 3 weeks

Advisory Sprint

The sprint is tailored to your needs.

During our discovery call, we'll define the activities that best fit your goals and challenges.

Price starting from

\$1,900 Paid 100%
upfront



Fully refundable if you don't find it useful.



Continue with us, and the full Sprint fee will be deducted from your project cost.



You'll receive a findings report and a live walkthrough via Google Meet.

Discovery

- ◌ AI Opportunity Assessment
- ◌ Product Discovery
- ◌ UX/UI Audit
- ◌ Competitive Analysis

UX Strategy

- ◌ MVP Scope Definition
- ◌ Feature Map & Prioritisation
- ◌ Product & Strategic Recommendations
- ◌ UX Strategy & Consultancy

IDEAL FOR

- ◌ Startups validating a new idea
- ◌ Companies improving an existing product
- ◌ Businesses preparing for a major redesign
- ◌ Teams planning an MVP
- ◌ Founders who need clarity before investing

COLLABORATION

- ◌ Weekly Syncs or Async Updates
- ◌ Google Meet and Email Communication



 Popular

Fixed-scope projects

Scope, timeline and price agreed upfront. No hourly billing, no surprises.

Everything is defined during our discovery call, so you know exactly what you're getting and what it costs.

A 30% to 50% deposit secures your slot in the calendar and starts the project.

Milestone-based delivery, so you see progress throughout, not just at the end.

Full ownership and editable files transfer to you on final payment.

IDEAL FOR

- Companies improving or redesigning an existing product
- Startups validating or planning an MVP
- Founders who need product clarity before investing

COLLABORATION

- Weekly Syncs or Async Updates
- Google Meet, Email Communication, and Slack dedicated channel



AI-generated image. Design: Lunis Design Lab.



B2B SaaS & Web-Apps



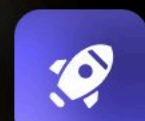
AI Products



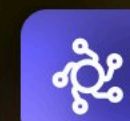
Mobile Apps



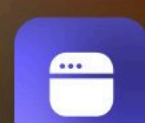
Dashboards & Data-Heavy Interfaces



MVP Product Design



Web3 & tokenized products



Website Design



Design Systems



AI-Assisted Development



Framer Development



Ongoing, longer than 5 months

Design partner

Dedicated senior design capacity, month after month.

Choose **part-time** or **full-time**, depending on how much design your product needs. No re-scoping, no re-onboarding, no new contract every time.

Ideal for

- Product teams shipping continuously
- Companies without an in-house designer
- Startups after launch, iterating on real user feedback
- Companies that need a full-time designer without hiring one
- Founders who want a design partner, not a vendor

Collaboration

- Weekly Syncs or Async Updates
- Shared Tasks Board
- Google Meet, Email Communication, and Slack dedicated channel



Part-time or full-time capacity, switch between them as your roadmap changes.



Reserved capacity every month, so your product never waits on design.



Cancel or pause with 15 days notice. No long-term lock-in.



LUNIS
DESIGN LAB

Designs that go beyond the moon.



Senior-led, always

Direct access to a designer with 13+ years.



Startup speed, enterprise depth

We've worked in both. We adapt to which one you are.



We fit your workflow, or fix it

Work inside your process, or build the one you're missing.



Fast execution, exceptional quality

Senior expertise, streamlined workflows. Speed without compromise.



Dev-ready by default

Every state, component, edge case, documented for your devs.



From design to production

AI-assisted development takes your product from concept to live.



Lunis Design Lab

www.lunisdesignlab.com

[LinkedIn](#)