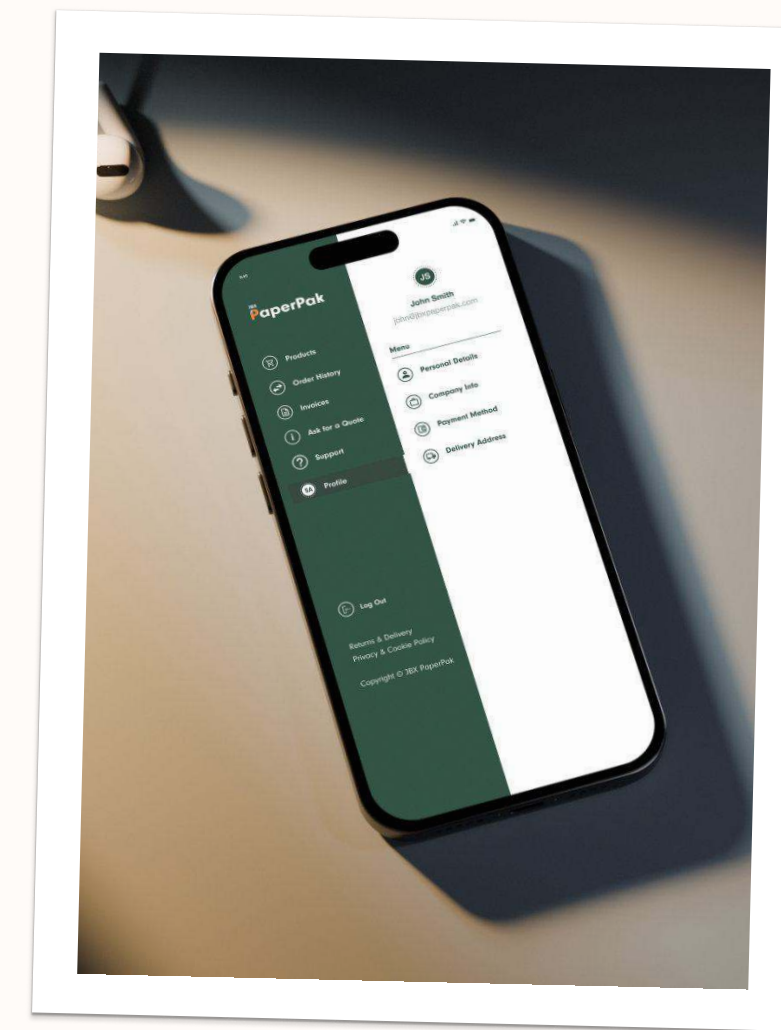
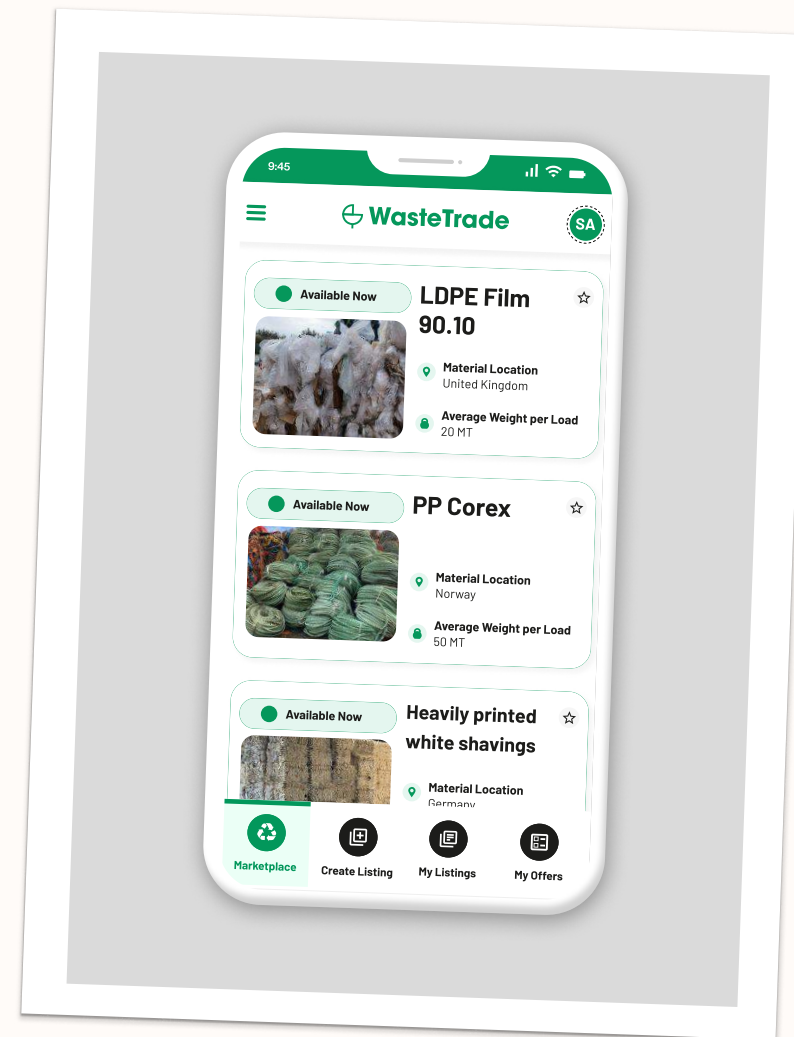


Created by :
Sazanias Asrat
Senior Designer

Design Portfolio

Multidisciplinary designer. I love creating branding and digital experiences for everyone.





Hello I'm

Sazanias Asrat

Multidisciplinary Designer

Multidisciplinary designer with a **First-Class BA in User Experience Design from the University of the Arts London**. Focus on creating human-centered solutions that align business goals with user needs. Experienced in projects within the recycling industry, collaborating with councils like Havering and Southwark. Contributed to a winning NHS campaign promoting blood donations. **Extensive expertise in branding, digital design, SEO, and marketing, providing valuable assistance to startups and local authorities.** Strong emphasis on leadership and collaboration, consistently delivering exceptional user experiences

Skills

- User-Centered Design | Accessibility Design (WCAG) | Service Design
- Information Architecture | Usability Testing | Interaction Design
- Design Systems & Branding Guidelines | Wireframing & Prototyping
- Persona Development | Journey Mapping | Agile Methodologies
- Team Leadership | Stakeholder Engagement | SEO Integration

Skills

- Figma | Adobe XD | Sketch | Miro | Slack | Jira | Monday.com
- HTML | CSS | WordPress | Webflow | Wix | Touchdesigner
- Google Analytics | Salesforce | Hotjar | Adobe Creative Suite

Curriculum Vitae

Experience

The Website Design Agency	10/2022 to Current
WasteTrade	05/2021 to Current
Respondit Design Agency	06/2018 to 05/2021

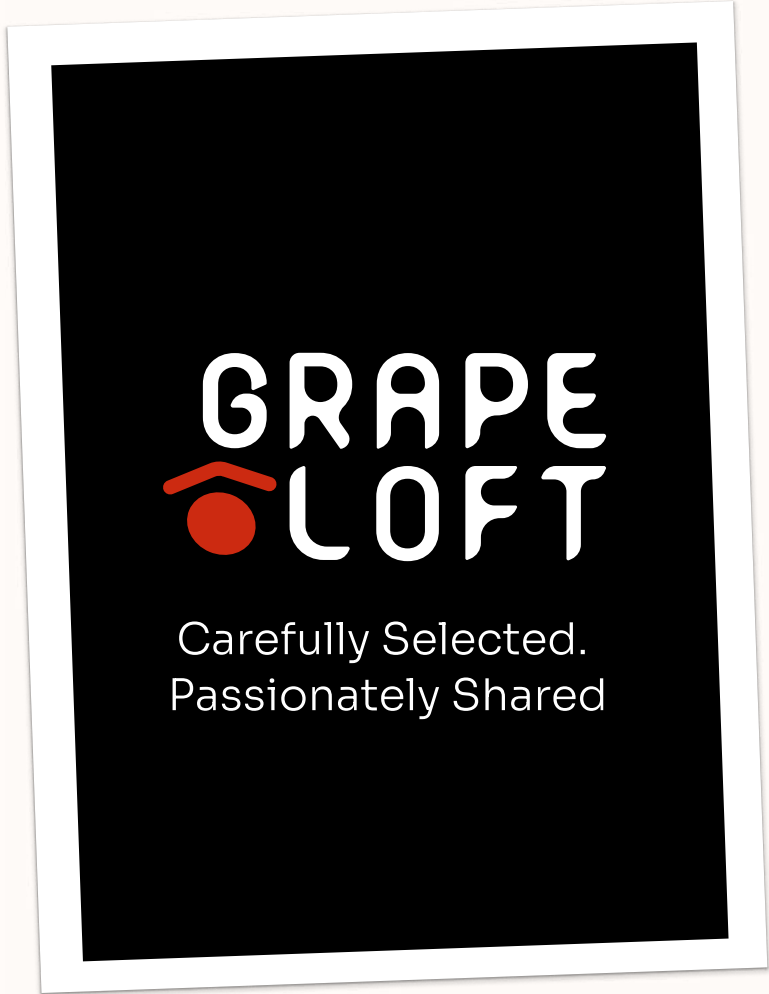
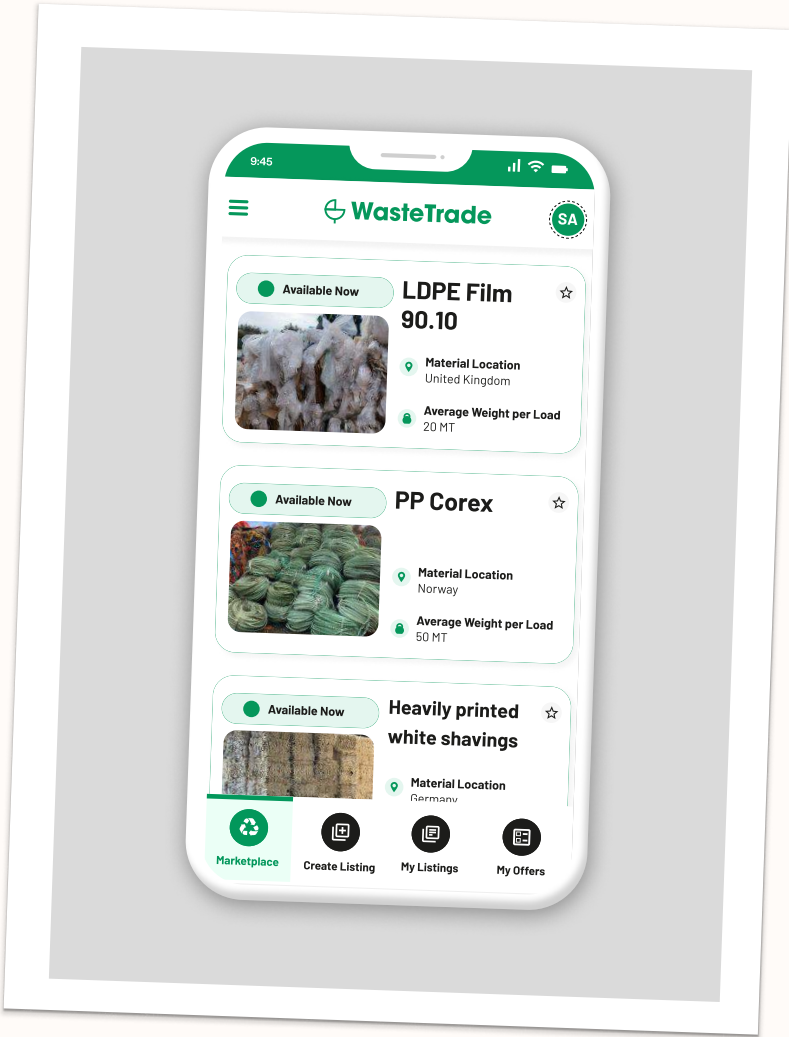
Education

University of the Arts London	UX/UI Design Degree
Instituto Salesiano San Zeno	Graphic Design Degree

Companies I've had the pleasure of working with..



Projects



01. BTS Group

Branding : Establish visual and tonal consistency across all communications. Strengthen brand recognition with both public and private audiences. Simplify complex messaging without losing depth or clarity.

02. WasteTrade

UX/UI & Graphic Design for a Digital Marketplace specialising in waste commodity trading, enhancing user experience, transaction efficiency, and visual identity.

03. Grape Loft

Grapeloft is a fresh and playful wine brand bringing carefully selected wines from Italy, France, Spain, and Argentina to a new generation of wine lovers. I was brought on board to craft the visual identity, starting from the logo, building a complete brand system, and laying the foundations for a modern, engaging e-commerce website.

01.



BTS Group

Build a scalable identity that could support growth and adaptability

From a local cornerstone to a nationwide leader, driving transformation and innovation across communities throughout the UK.

BTS

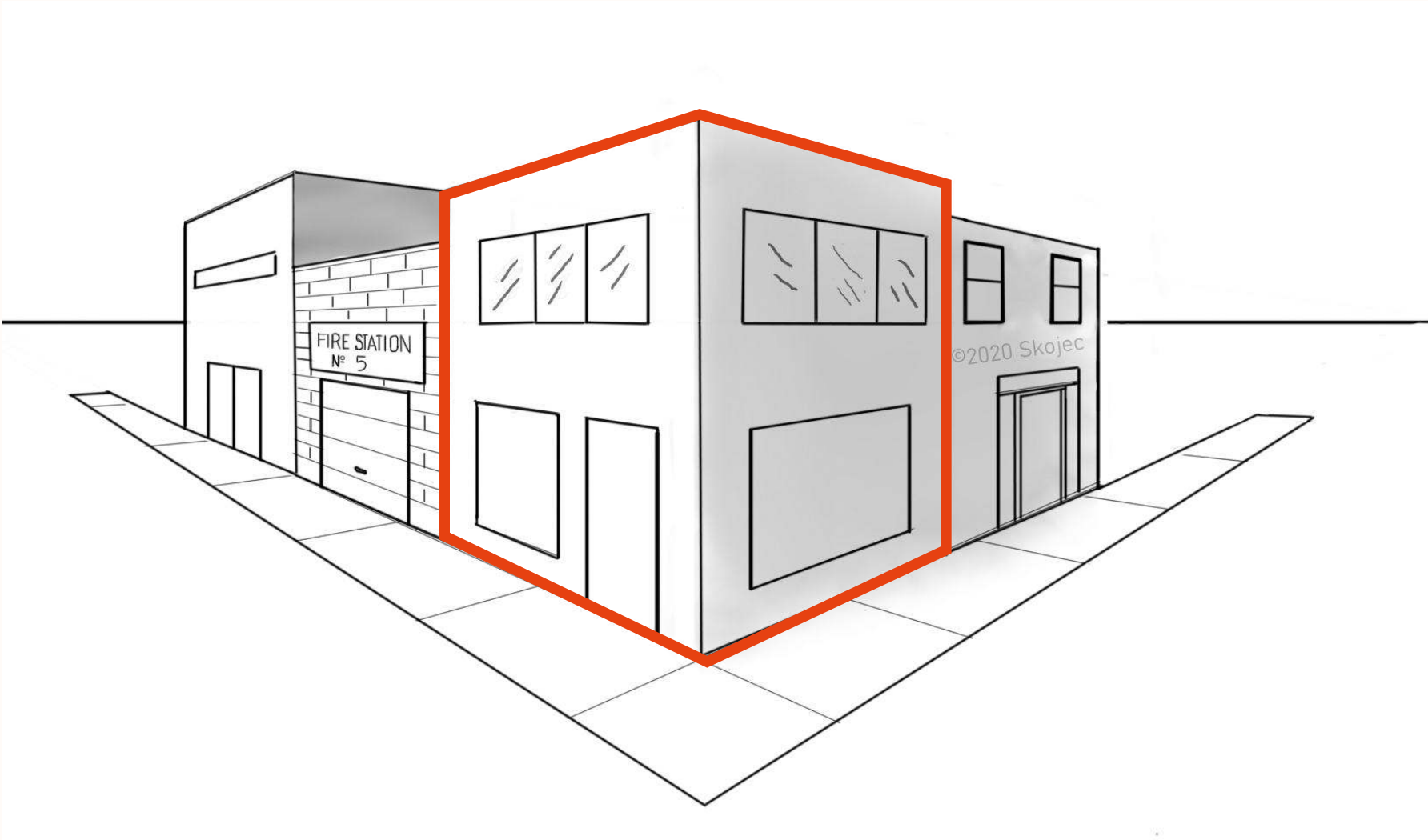


BTS

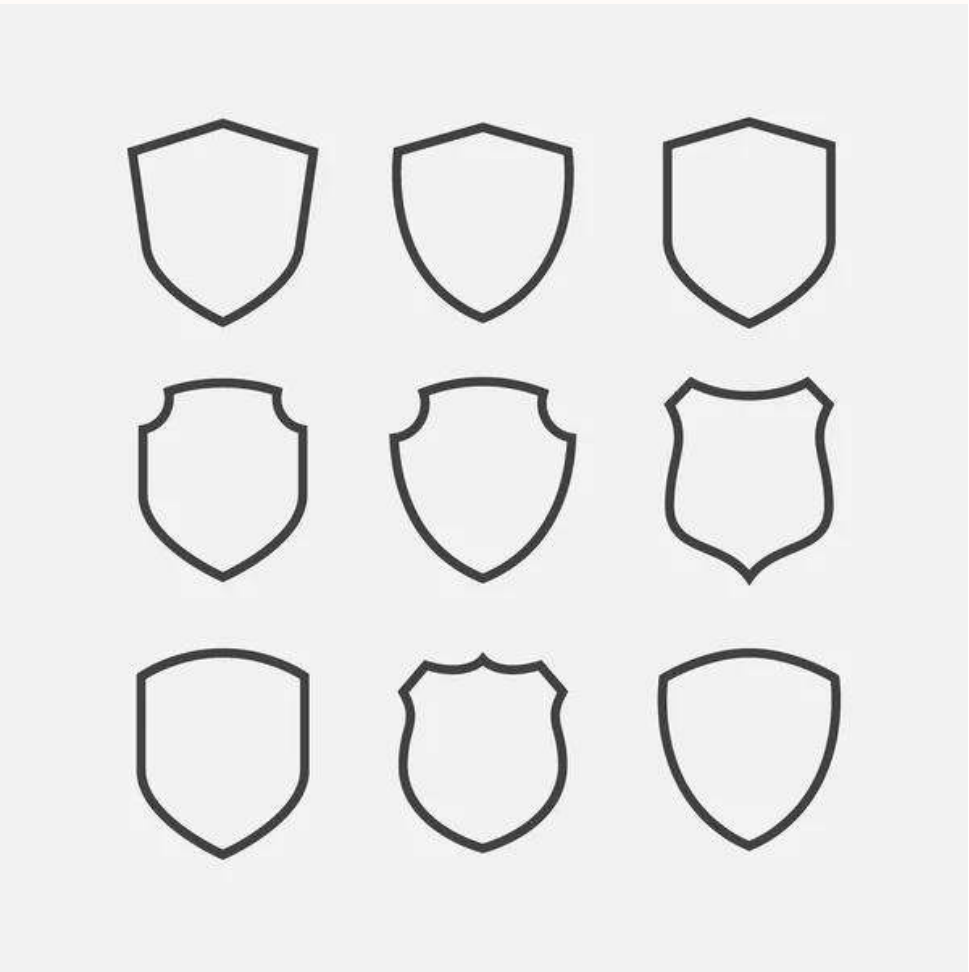


BUILDING TRUST.
STRENGTHENING COMMUNITIES.

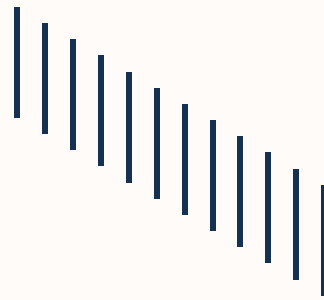
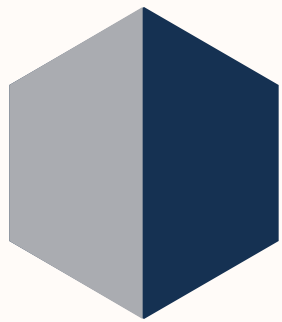
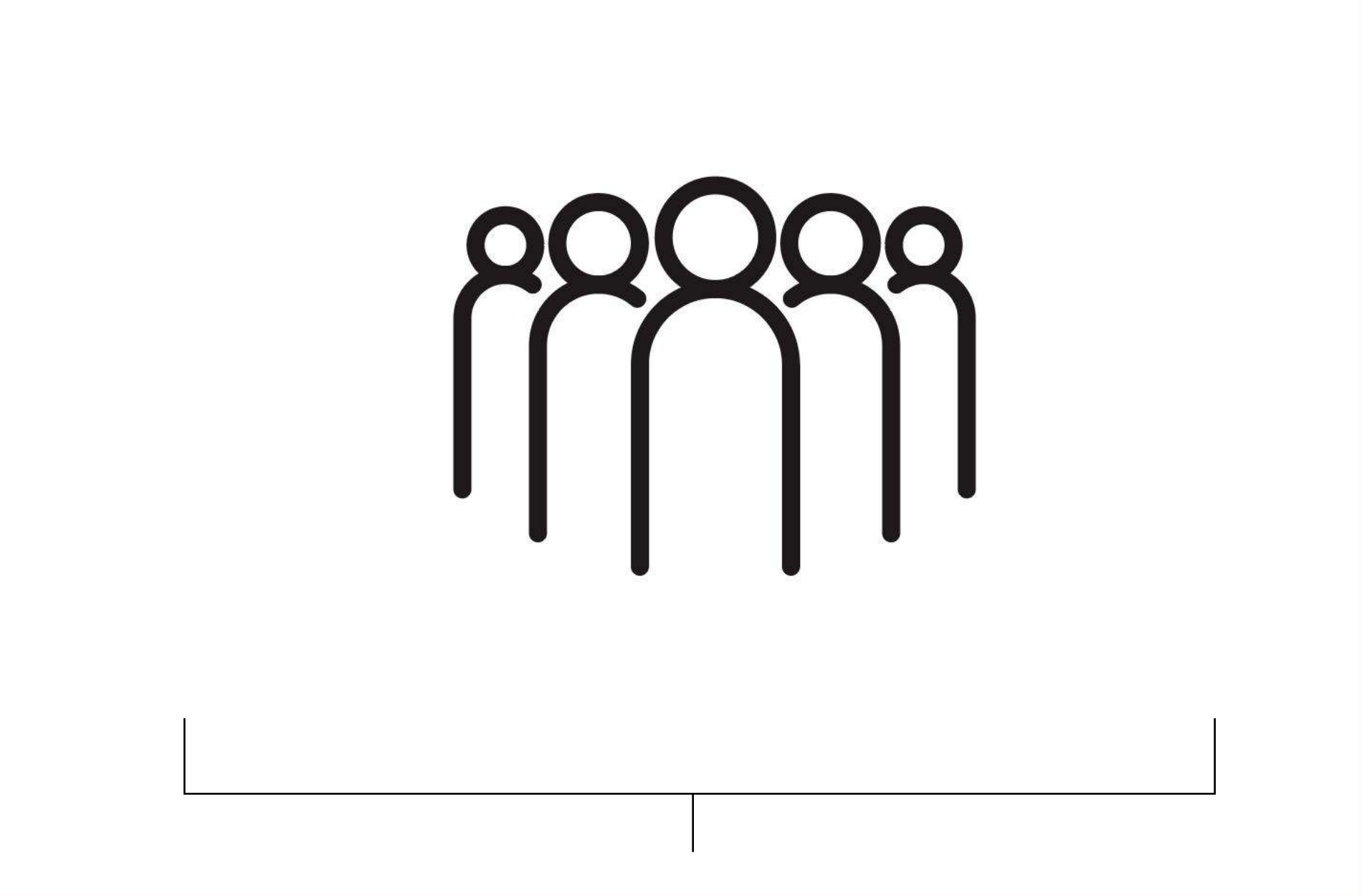
“Building”



“Protection”



“Community”











BTS
GROUP



BTS
INTERIORS



BTS
SPECIAL WORKS



BTS
FACADES



BTS
PROPERTY SOLUTIONS

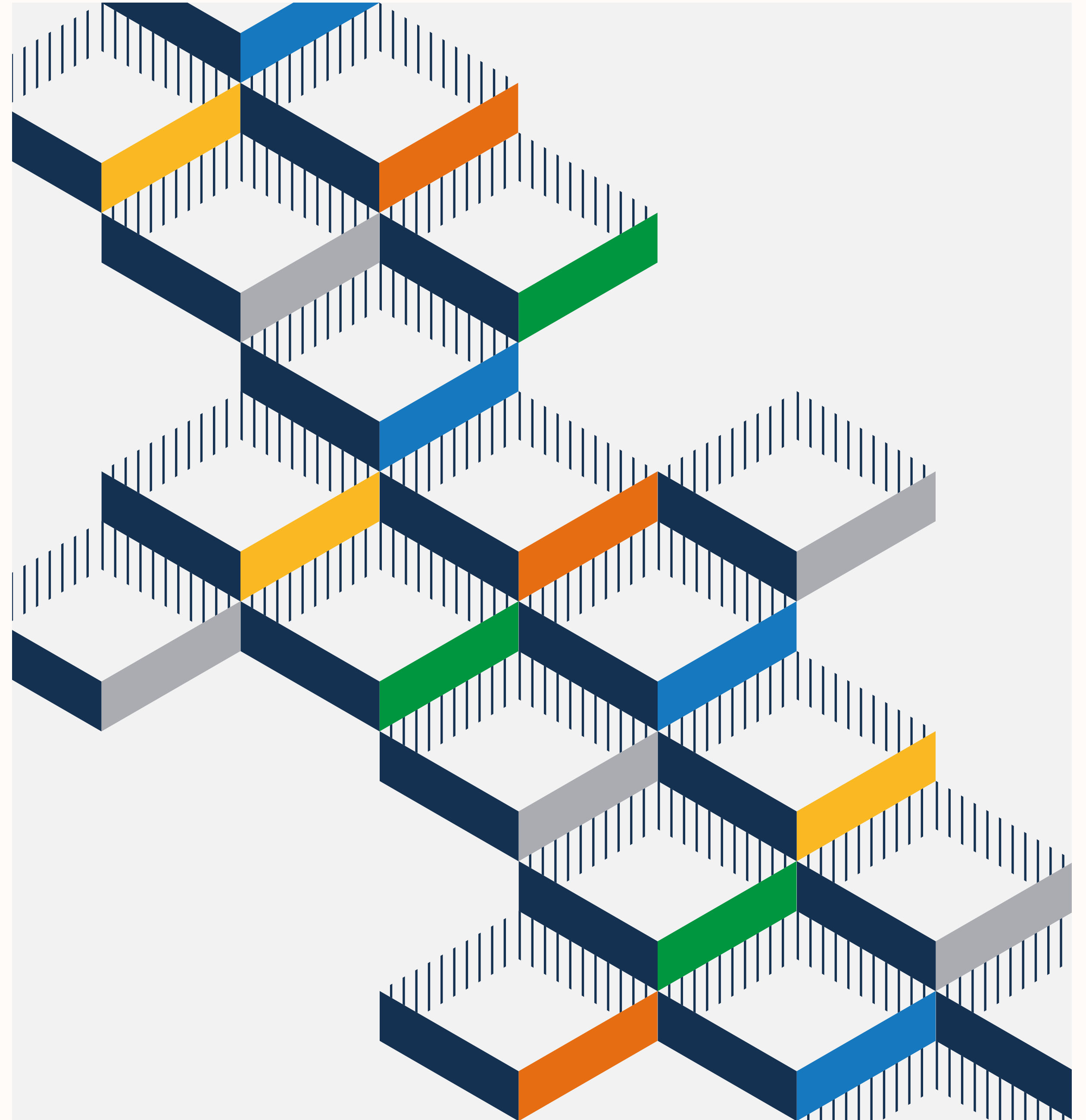


Building Foundations of Trust, Community, and Strength

BTS has grown from a start-up into a trusted name in construction and property solutions, serving communities across the UK.

Rooted in the principles of trust, security, and collaboration, our transformation reflects a deep commitment to building not just homes but the foundations of stronger communities. With each project, we strive to create spaces that foster connection, resilience, and growth, ensuring quality and reliability at every step.

As we expand our reach, we remain dedicated to shaping environments where people feel secure, valued, and inspired.



Brand
Guidelines

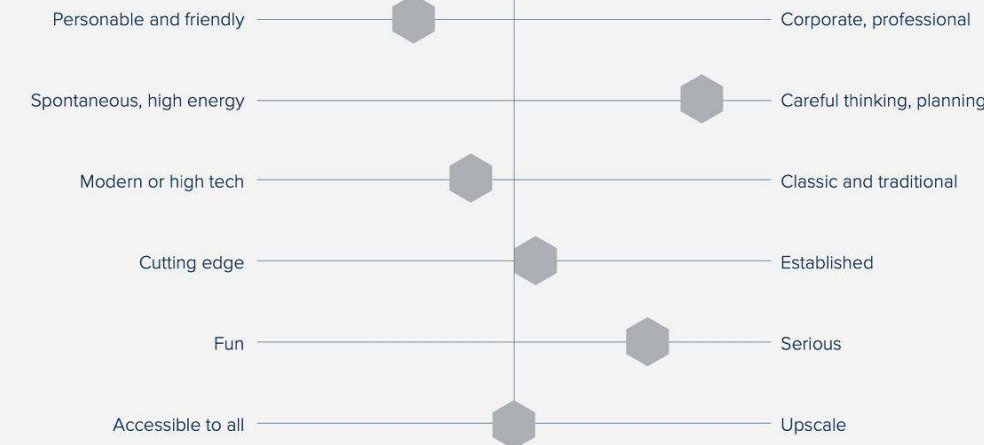
Brand Values & Brand Personality

Brand Values are the fundamental principles and beliefs that guide and shape a company or organisation's identity and behaviour.

Brand Values

- Brand Relationship
- Dependability
- Teamwork
- Responsiveness
- Honesty

Brand Personality



Logos

The BTS brand identity is unified across its divisions: **BTS, BTS Property Solutions, BTS Facades, BTS Interiors, and BTS Special Works**, through a consistent logo design.

While the core shape and structure remain the same, each division is distinguished by its unique colour and name, reflecting its specific area of expertise. This approach maintains a strong, cohesive brand presence, ensuring instant recognition while allowing flexibility for each department to express its individual focus.

The uniformity in design reinforces BTS's commitment to foundation, building, protection, and community, aligning all divisions under a single, trusted identity.

It's important to use this logo correctly. Use these guidelines to ensure that you:

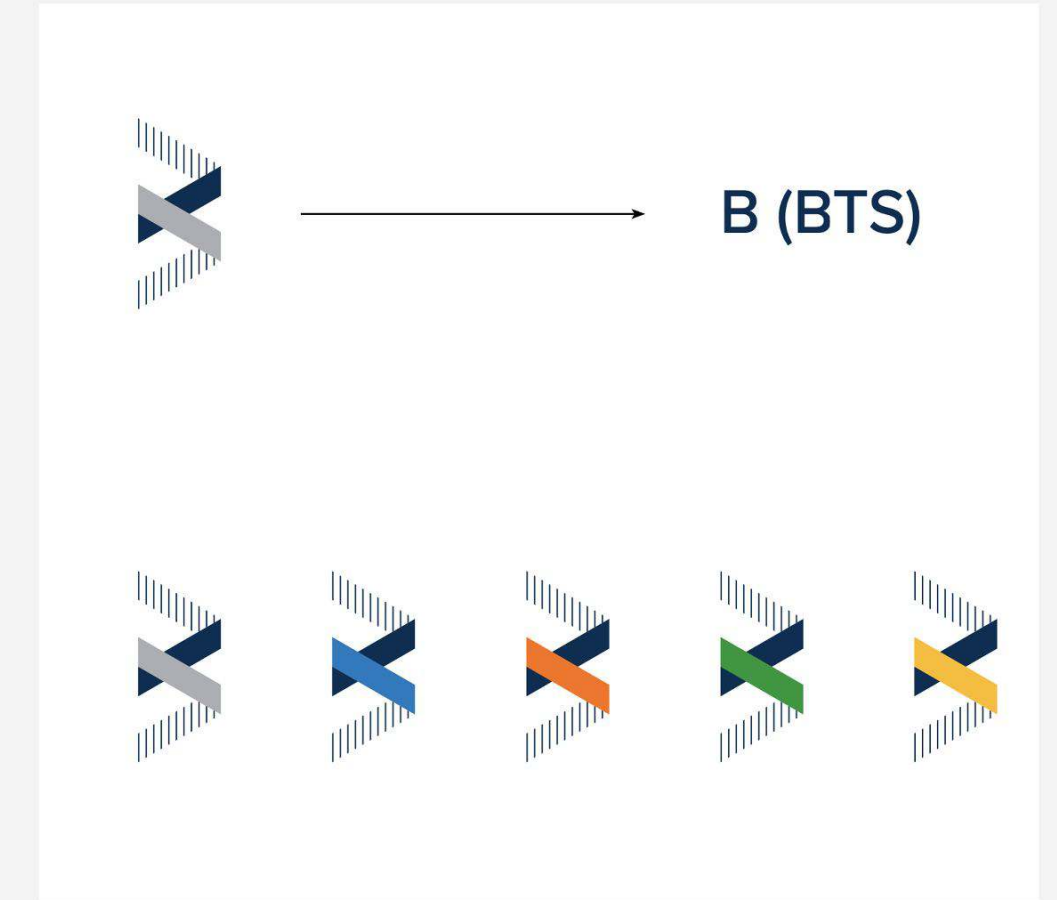
- Use the correct logo file
- Use the correct clear space
- Use the correct colour for whatever background it appears on

The logo should always be reproduced from the supplied artwork files and never altered.



Icons

The BTS icon is a distinctive visual element that represents both half of a hexagon and the letter 'B' from BTS. The hexagonal shape symbolises protection, structure, and building, aligning with the brand's core values. This dual meaning reinforces BTS's identity, combining strength, stability, and trust with a modern, recognisable design. The icon serves as a key branding element across all materials, ensuring a cohesive and impactful visual presence.



Hexagon

The hexagon is a key graphic element in BTS's visual identity, symbolising protection, structure, and building—core principles of the brand. By using half of the BTS icon and mirroring it to form a complete hexagon, the design creates a strong, recognisable shape. Placing imagery inside the half-hexagon adds depth and reinforces the brand's storytelling.

This approach enhances the visual weight and consistency of BTS's branding, ensuring a modern, impactful, and cohesive identity across all materials.



Typography

BTS maintains a clean and professional typographic system for consistency across all brand materials:

- Proxima Nova – Used for digital assets, business cards, and marketing materials, ensuring a modern, sleek, and professional appearance.
- Arial – Used for Word documents and PowerPoint presentations, ensuring compatibility, readability, and accessibility across all internal and external communications.

Proxima Nova
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:'"?!@#\$%

Arial
Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:'"?!@#\$%

Primary Colours

BTS uses a primary colour to unify the brand, while each division—BTS Property Solutions, BTS Facades, BTS Interiors, and BTS Special Works—features a distinct accent colour for differentiation. This balance ensures cohesion, clarity, and brand recognition across all applications.

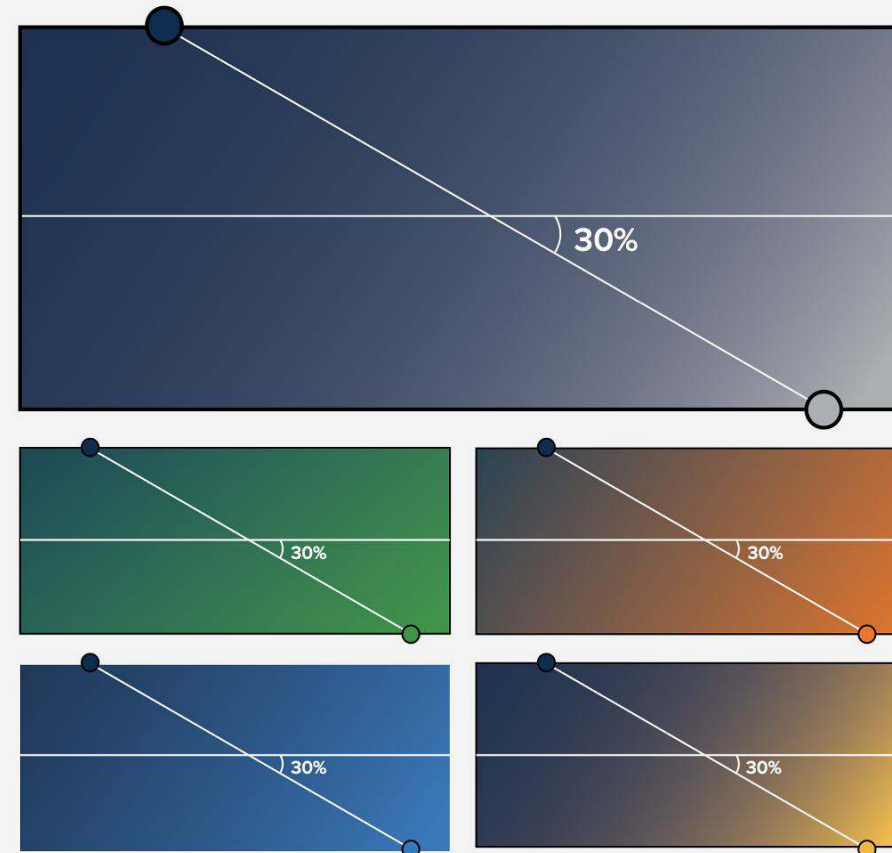
<p>White</p> <p>#FFFFFF RGB 255 / 255 / 255 CMYK 0 / 0 / 0 / 0</p>	<p>BTS Blue</p> <p>#153253 RGB 21 / 51 / 83 CMYK 100 / 79 / 39 / 36</p>	<p>BTS Group</p> <p>#ABAEB2 RGB 171 / 174 / 178 CMYK 36 / 26 / 24 / 5</p>	<p>BTS Special Works</p> <p>#009640 RGB 0 / 150 / 64 CMYK 100 / 0 / 100 / 0</p>
<p>Light Grey (for background use only)</p> <p>#F2F2F2 RGB 242 / 242 / 242 CMYK 6 / 4 / 5 / 0</p>	<p>BTS Property Solutions</p> <p>#177ABF RGB 23 / 122 / 191 CMYK 83 / 44 / 0 / 0</p>	<p>BTS Facades</p> <p>#76E1 RGB 231 / 110 / 17 CMYK 4 / 67 / 99 / 0</p>	<p>BTS Interiors</p> <p>#F8B924 RGB 251 / 185 / 36 CMYK 0 / 31 / 89 / 0</p>
<p>Black</p> <p>#000000 RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100</p>			

Gradients

BTS's five gradient variations are designed to enhance visual appeal while maintaining brand consistency. These gradients are created using strategic colour combinations from the BTS colour spectrum, ensuring a smooth and modern transition between shades.

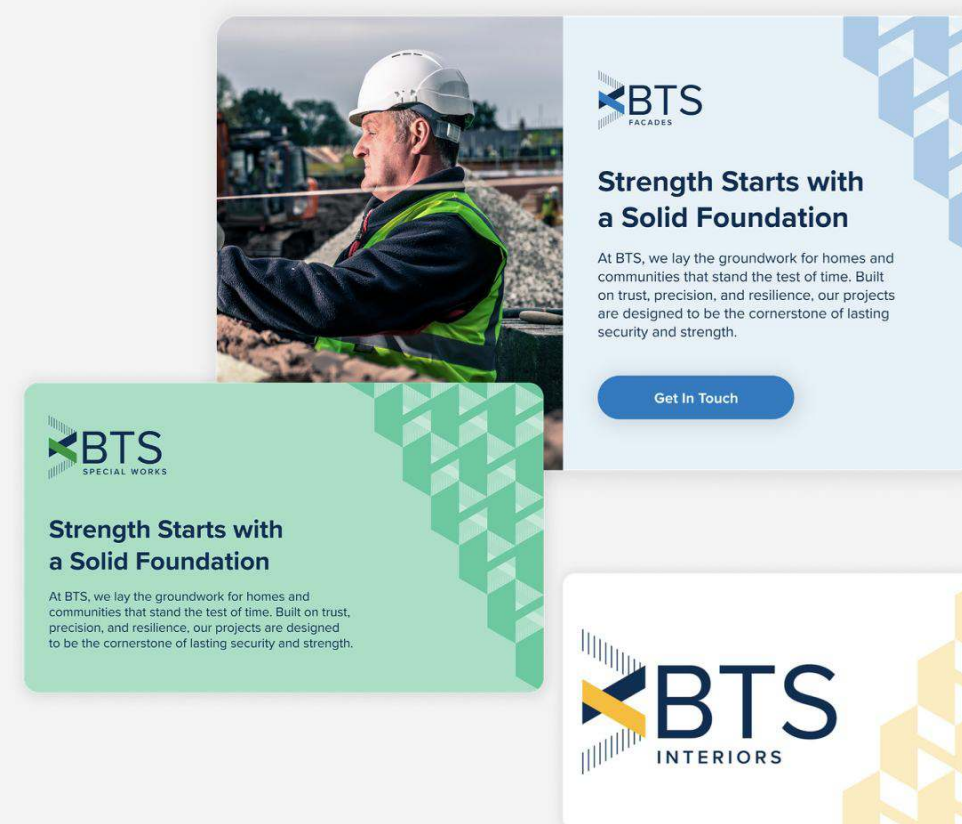
Applied at a 30° angle, the gradients add depth and dynamism to digital and print materials, creating a sense of movement and sophistication. For best results, use gradients as background elements, overlays, or section dividers, ensuring they complement, rather than overpower, the overall design (p.23)

Gradients colours should be used strategically and in supporting roles, such as backgrounds, overlays, and accents, to complement the primary colours rather than dominate the design. **Always ensure the core brand identity remains clear and consistent, with the primary colours taking precedence in all applications.**



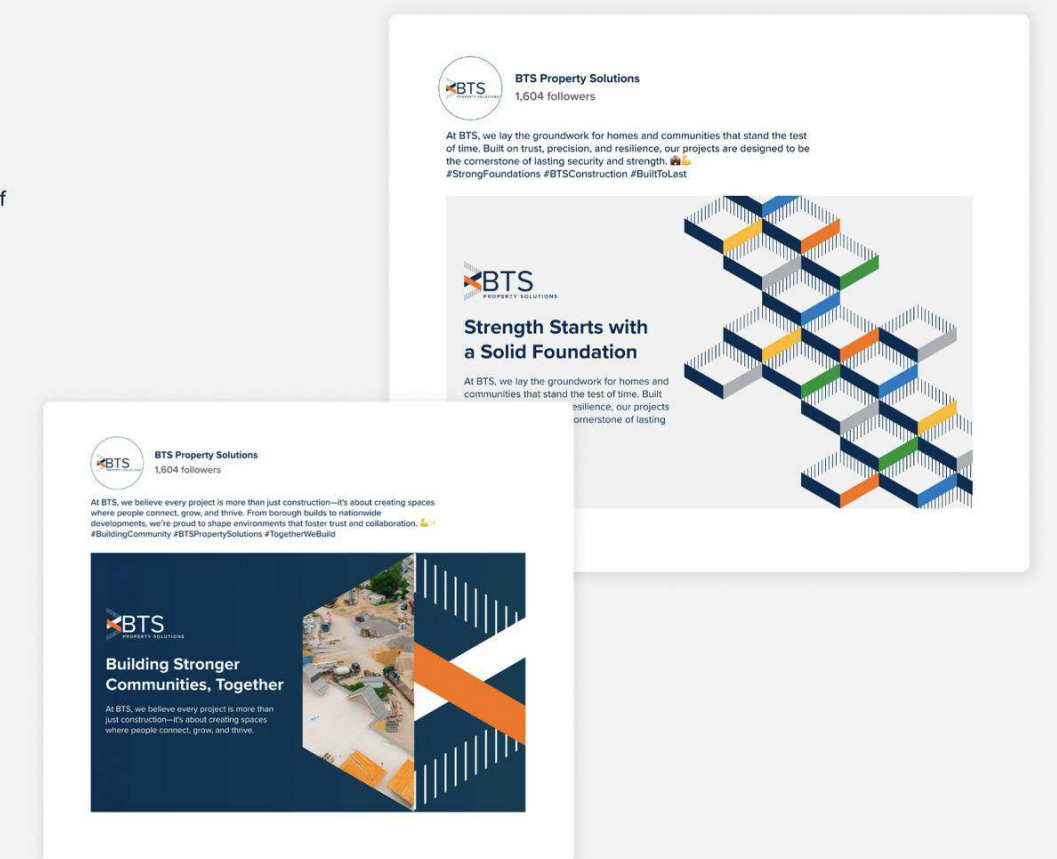
BTS's six main colour spectrums provide versatility and consistency across various applications. These colours are carefully selected to ensure a strong brand identity, allowing for flexibility while maintaining a unified visual presence.

Each shade serves a specific purpose, from primary branding elements to accent details that distinguish different departments. This structured approach ensures that BTS's visual identity remains recognisable, professional, and adaptable across print, digital, and environmental applications.



Social Media

Here are some content ideas for social media posts, incorporating BTS branding, the hexagonal graphic element, and a mix of project highlights, team insights, and brand storytelling.



Tagline

"Building Trust. Strengthening Communities." reflects the core values of BTS, establishing trust through integrity, dependability, and excellence, while actively enhancing communities through thoughtful construction and design.

This tagline serves as the guiding principle behind every project and interaction, reinforcing BTS's commitment to quality and positive impact.



Clear Space

To ensure maximum impact and readability, the BTS logo must always have adequate clear space around it.

- The outer lines define the minimum spacing required to maintain the logo's visibility and prominence.
- This clear space is based on the height of the letter "P" from Property Solutions,** ensuring a balanced and proportionate framing.
- Avoid placing text, images, or other elements too close to the logo, allowing it to stand out and maintain brand integrity.

This spacing guideline ensures the logo remains clear, professional, and easily recognisable across all applications.

All digital and print documents must maintain a minimum margin of 8mm to ensure a clean and professional layout.



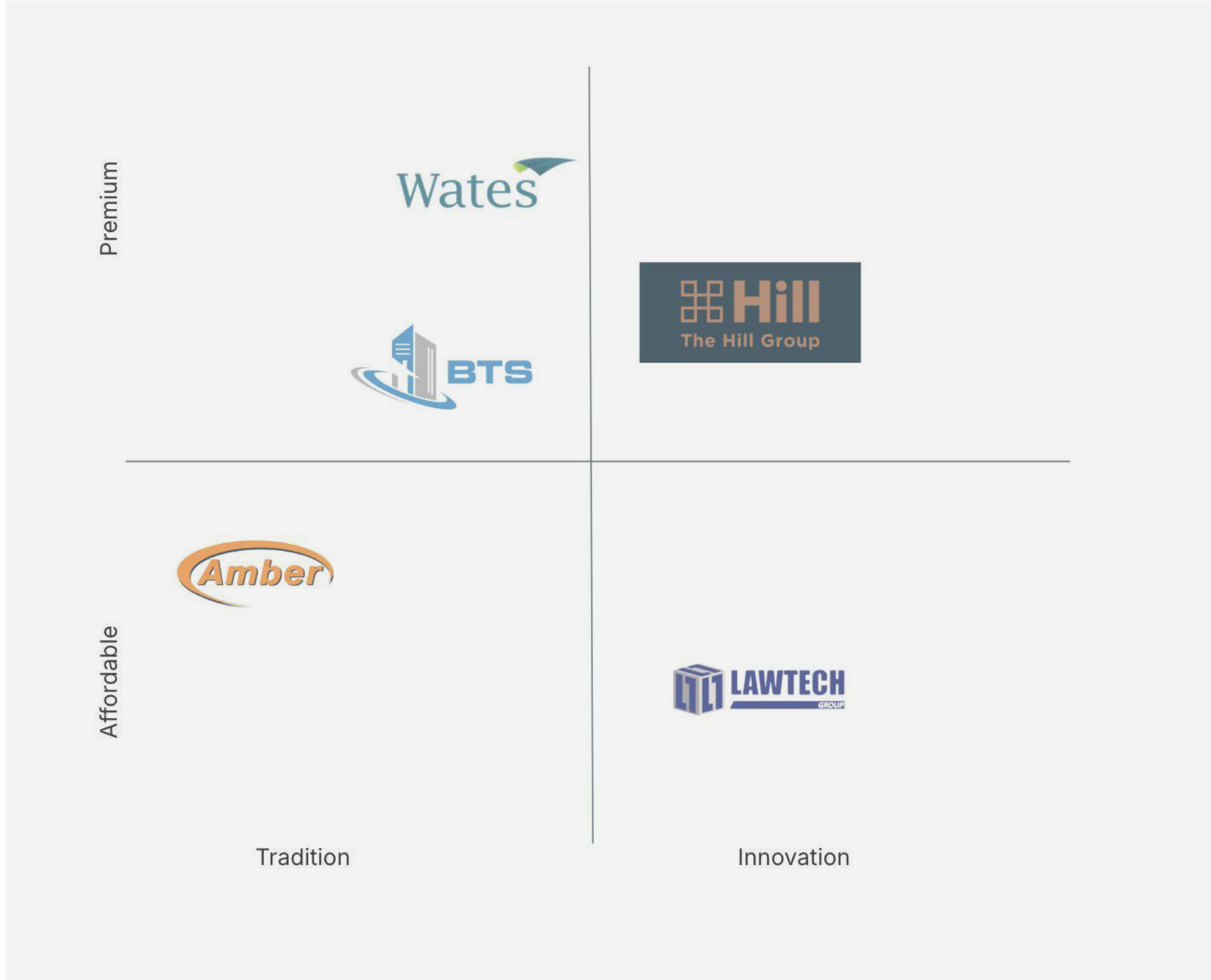
Minimum Size

When resizing the logo, always maintain its original proportions. Do not stretch, compress, or distort the logo in any way, as shown on the **Logo Misuse page (p.19)**.

Ensure the logo is scaled proportionally to preserve its clarity, legibility, and brand integrity.



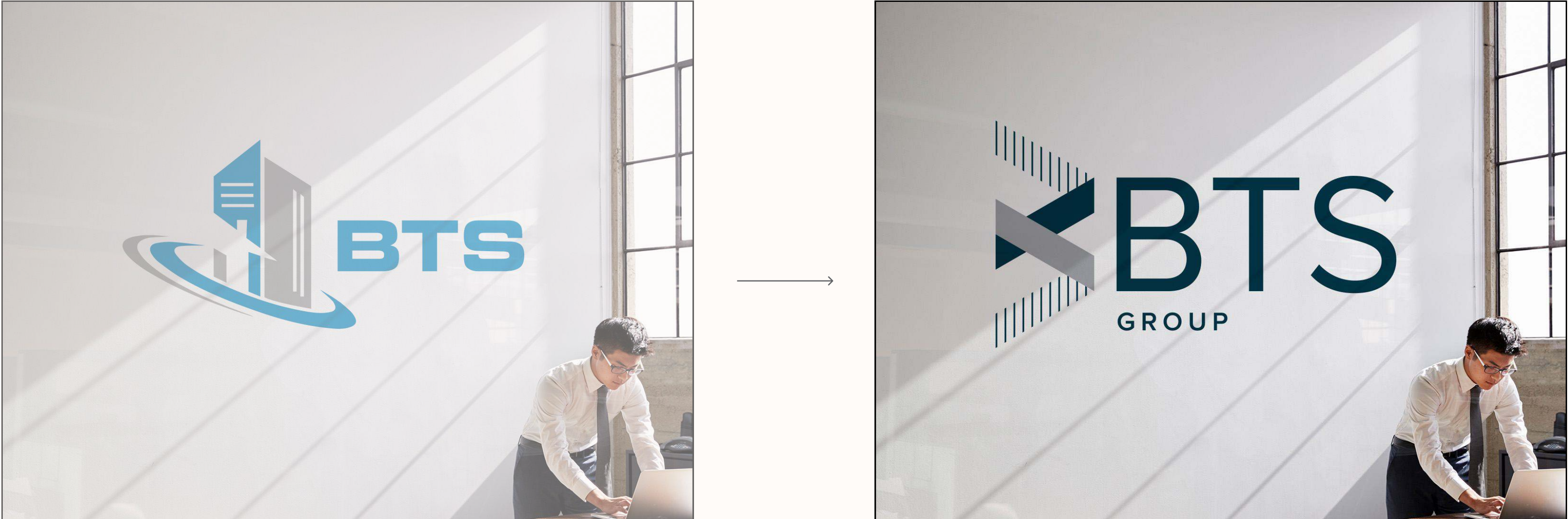
COMPETITION NOW



COMPETITION FUTURE



Physical
Environment



The transformation of the logotype. Driving transformation and innovation across communities throughout the UK.



The transformation of the logotype. Driving transformation and innovation across communities throughout the UK.



The transformation of the logotype. Driving transformation and innovation across communities throughout the UK.

Physical Environment



The transformation of the logotype.
Driving transformation and innovation
across communities throughout the UK.

Testimonial

“Working with Dave and Sazanias (The Website Design Agency) on our rebranding project has been an incredible experience. Throughout the entire rebranding process, Dave and Sazanias were extremely professional, responsive, creative, supportive and genuinely passionate about their work. They went **above and beyond to make sure that we were happy with the final results** and their ability to meet deadlines without compromising aesthetic quality was truly impressive. The designs they produced were not only visually stunning but also perfectly aligned with our brand identity. The new logo, tagline and branding assets are fantastic and have transformed our brand into something wonderful. I would highly recommend Dave and Sazanias to anyone looking for a design partner who truly cares about their clients and delivers amazing results. Thank you for your outstanding work, dedication and support.”

Rachael Woods (Head of Marketing, BTS)



02.



The Global Waste Marketplace

WasteTrade

Driving Innovation in the Global Recycling Marketplace.



Transforming Waste Trading Through UX, Branding & Service Design

As Head of Design at WasteTrade, I spearheaded the creation of a global marketplace connecting buyers, sellers, and hauliers in 189+ countries.

My work led to a 50% increase in user adoption, improved platform accessibility, and positioned WasteTrade as a leader in the recycling industry. I managed branding, UX/UI, service design, and marketing strategies, collaborating with top global companies like Hello Fresh, Procter & Gamble, and Fastenal.

Defining Industry Challenges



Sourcing Material

Connecting waste producers with the right recyclers, at scale.



Compliance

Challenging and differing regulations of waste import/export



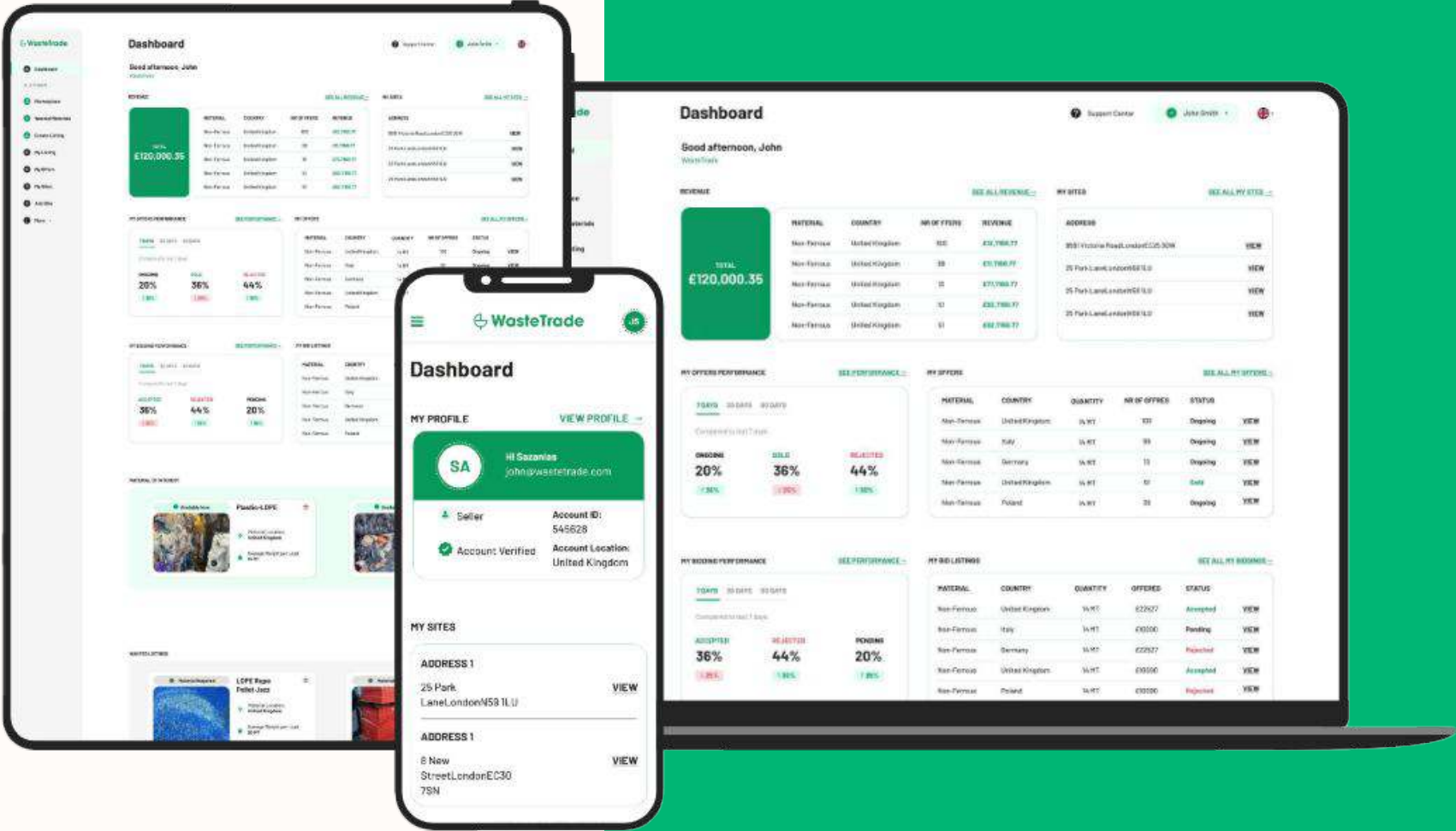
Logistics

Sourcing licensed as cost effective transportation



Security

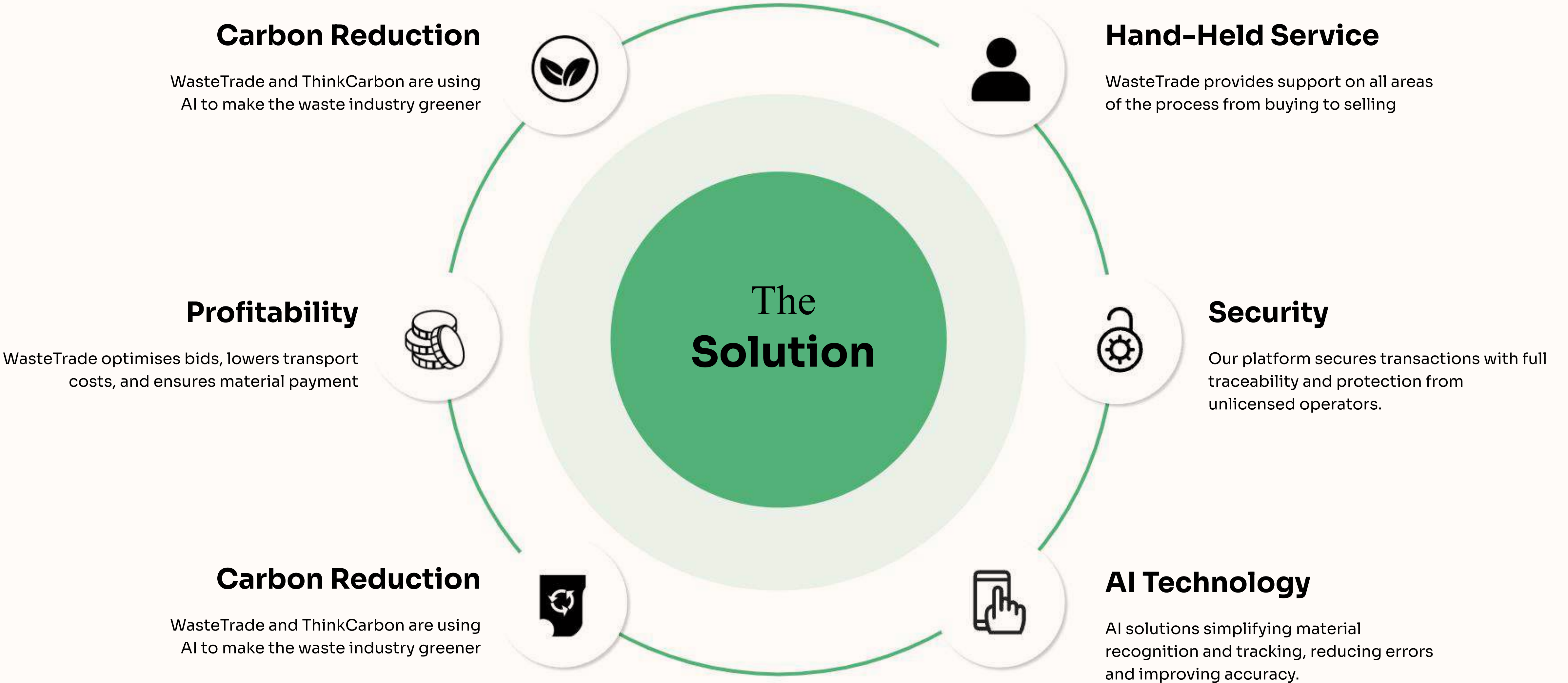
Industry is rife with rogue and unlicensed operators



Breaking Point

Our growing concern for the climate crisis reached a tipping point with the alarming IPCC 2021 report, which stressed the urgency of limiting global temperature increases to 1.5°C. Faced with the scientific consensus on the climate emergency, we couldn't stand by as the world worsens.

Despite the clear need for action, we saw little accountability for global emissions. While much damage has been done, acting now can prevent the worst outcomes.



Platform Pain Points

Registration & Compliance	Users struggle with complex international recycling regulations, making compliance verification time-consuming and error-prone.
Bidding on Materials	Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.
Wanted Materials Listing	Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.
Haulier Rate Management	Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.
Admin & Sales Dashboard Management	Sellers often provide incomplete material details, leading to transaction disputes and reduced buyer confidence, affecting successful deals.

Competitor Research





Cyrkl

Cyrkl is one of Europe's largest digital marketplaces for waste and residual materials. It helps businesses turn waste into resources by offering a platform for buying and selling recyclable materials.



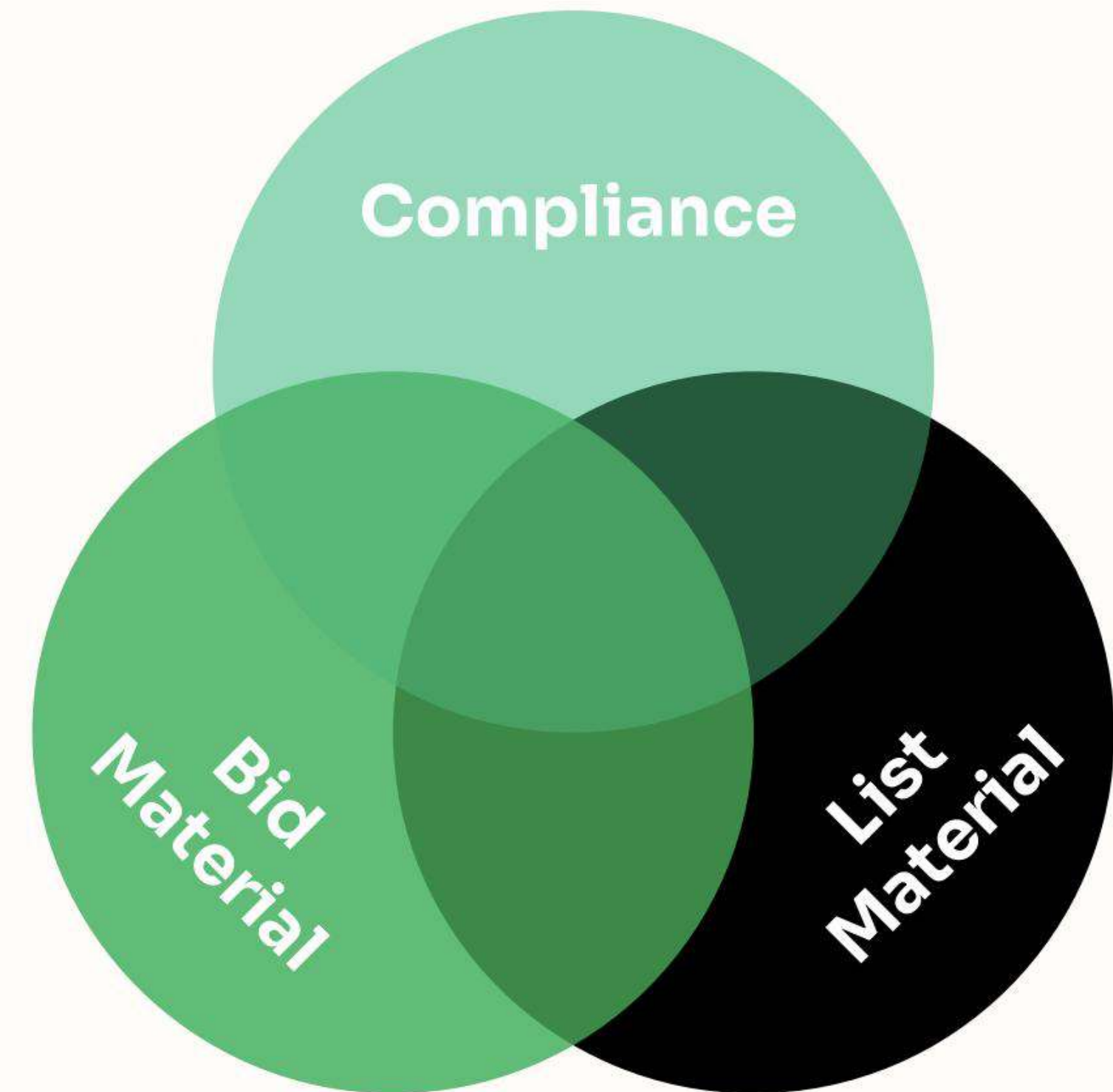
Cirplus

Cirplus is a Germany-based marketplace that focuses on connecting buyers and sellers of recycled plastics. The platform ensures high-quality standards and regulatory compliance while helping businesses reduce costs and carbon footprints by sourcing verified recycled materials.



Recykal

Recykal is an India-based digital waste management platform that connects waste generators, recyclers, and the government to streamline waste transactions. It integrates technology, compliance, and sustainability to enhance circular economy practices, helping businesses digitize waste collection, trading, and compliance reporting.



Comparison Table

Feature	Cyrkl (EU)	Recykal (India)	Cirplus (Germany)
Primary Focus	B2B Waste Trading	EPR Compliance & Circularity	Recycled Plastics Marketplace
Market	Europe	India	Germany & EU
Materials	Multi-material (plastic, metal, paper)	All waste types	Plastics only
Key Strength	AI-driven circular economy consulting	EPR compliance & waste traceability	Certified recycled plastics sourcing
Regulatory Compliance	EU regulations	Indian EPR laws	EU plastic regulations
Best For	Companies looking for waste trade & consulting	Brands needing EPR compliance & waste tracking	Businesses sourcing high-quality recycled plastics

WasteTrade Personas



Buyer

Ethan Green

Sustainability Manager at a Manufacturing Firm

Background:

- Works for a global manufacturing company that aims to increase its use of recycled materials.
- Needs a reliable supply of quality-controlled recycled plastics and metals.
- Faces challenges with finding verified suppliers, ensuring compliance, and managing logistics.

Pain Points:

- Difficult to verify material quality and supplier credibility.
- Unclear compliance with international recycling regulations.
- Complex procurement processes, leading to delays.



Seller

Ana Costa

Recycling Facility Owner in Spain

Background:

- Owns a recycling facility that processes plastic and paper waste.
- Struggles with finding consistent buyers at fair market prices.
- Needs to ensure legal compliance with international waste trade laws.

Pain Points:

- Limited access to international buyers.
- Manual pricing negotiation is time-consuming.
- Lack of transparency in logistics and shipping.



Haulier

James Carter

Logistics Manager at a UK-Based Freight Company

Background:

- Runs a logistics company specializing in waste transport.
- Needs to connect with buyers & sellers to transport materials efficiently.
- Struggles with route optimization and compliance paperwork.

Pain Points:

- Managing waste transport regulations across borders is complex.
- Shipment tracking is manual, leading to inefficiencies.
- Hard to get consistent contracts for transport services.

Buyer, Seller & Haulier Design System & Platform



Buyer



Seller

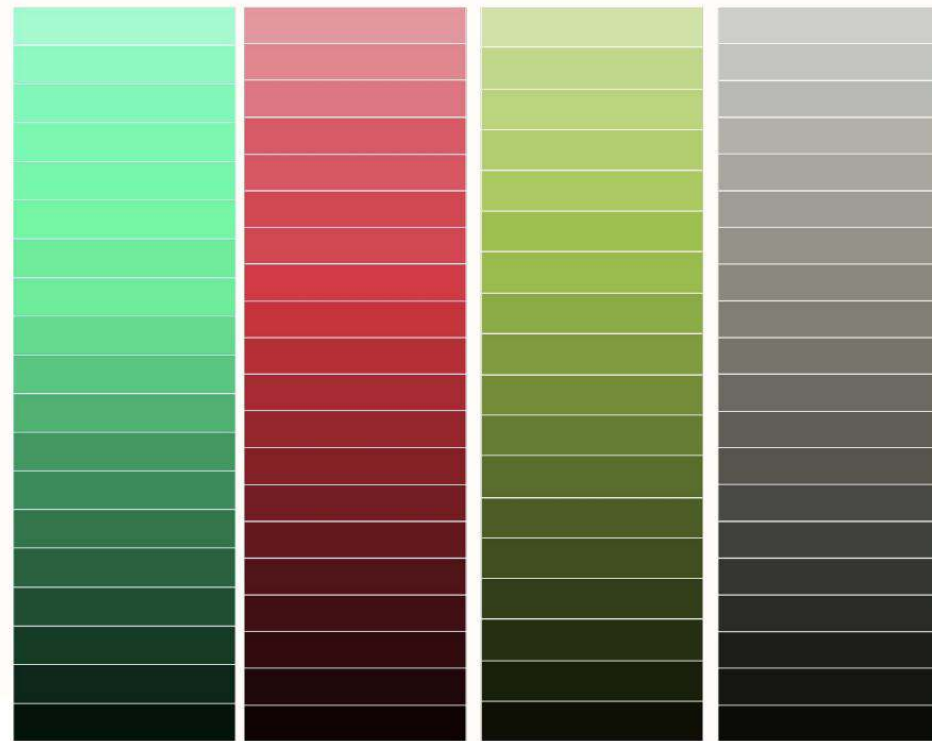


Haulier

Design System

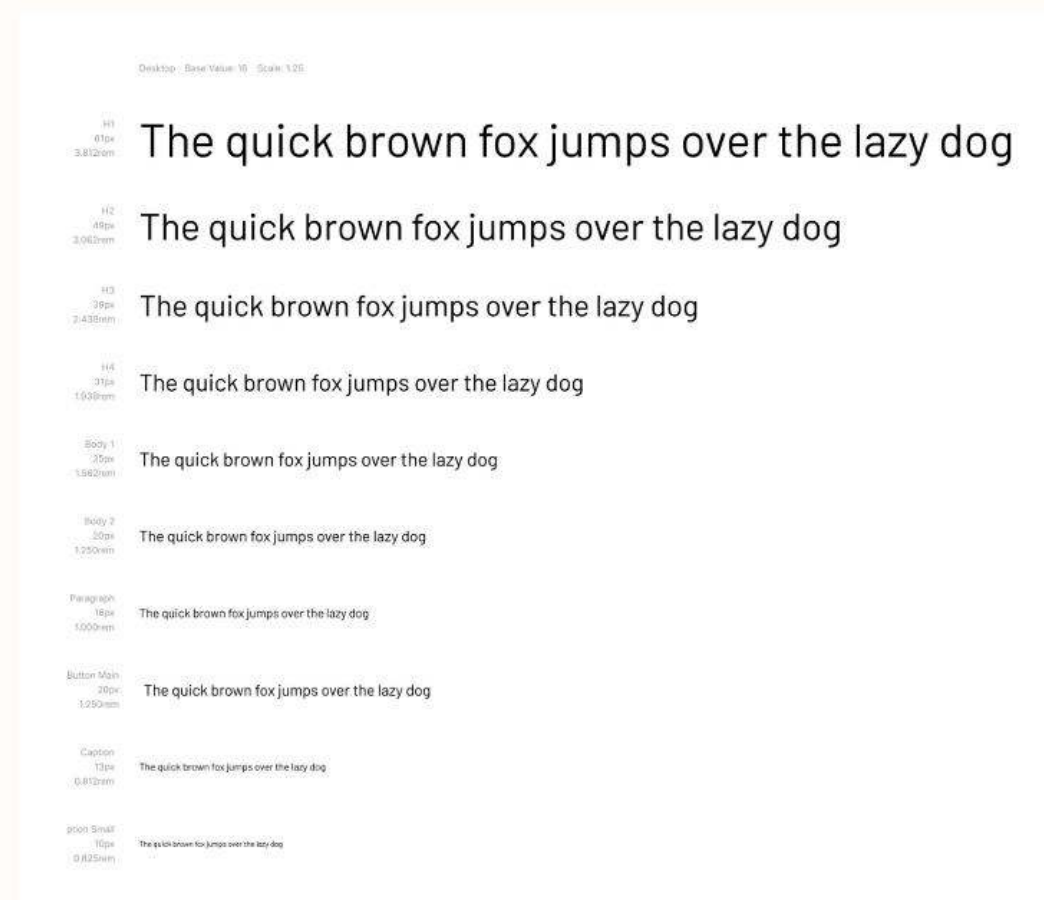
> Colors

The WasteTrade color palette is designed to reflect sustainability, trust, and clarity.



> Typography

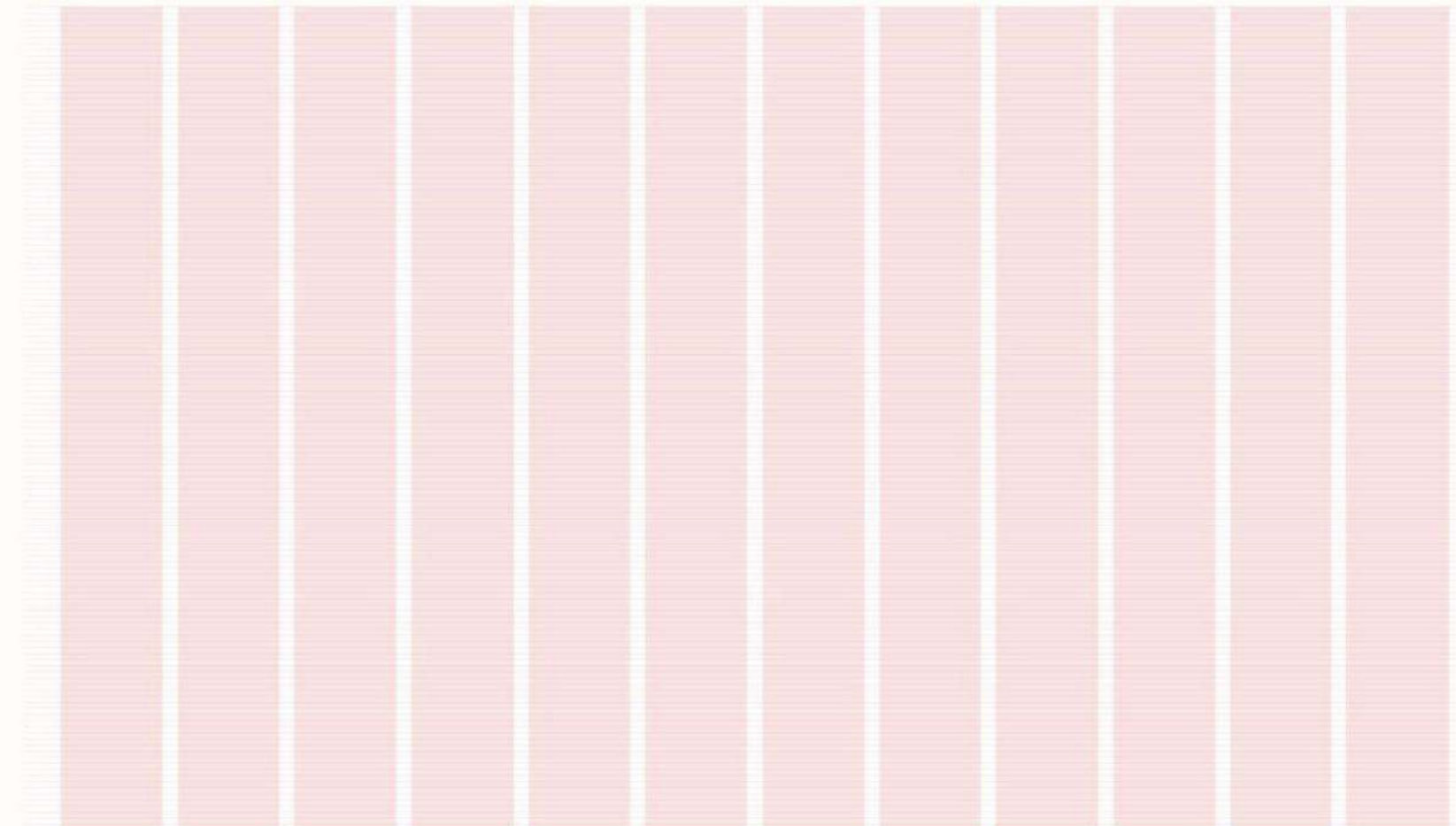
The design system uses a clear, scalable typeface with structured sizing and spacing for optimal readability and consistency, in scale 1.25 with a base value 16 px.



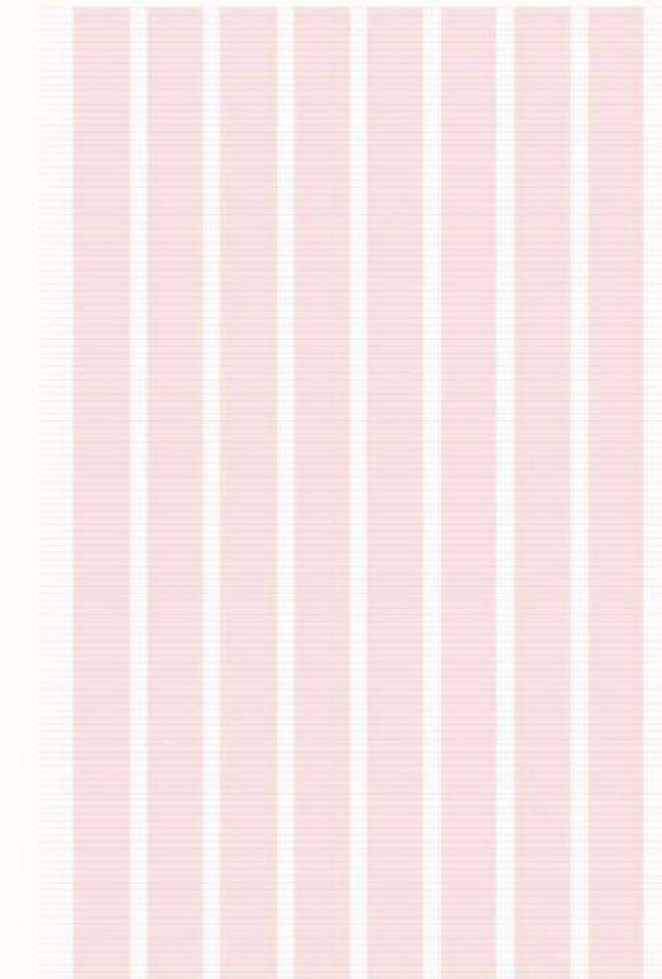
> Grid System

Responsive grid to ensure consistent layout alignment and spacing across all devices. This system adapts seamlessly to various screen sizes, providing a balanced and intuitive structure for optimal user experience.

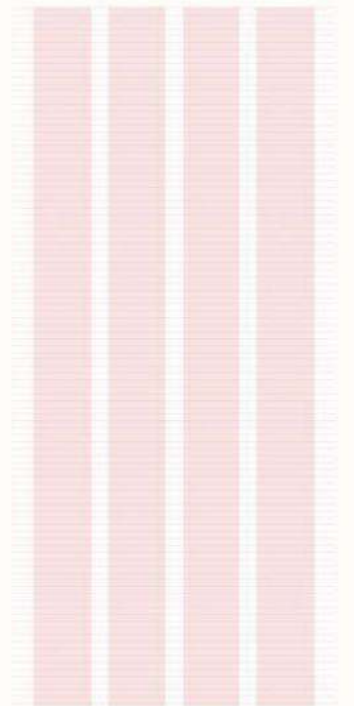
Dashboard



App-Tablet View



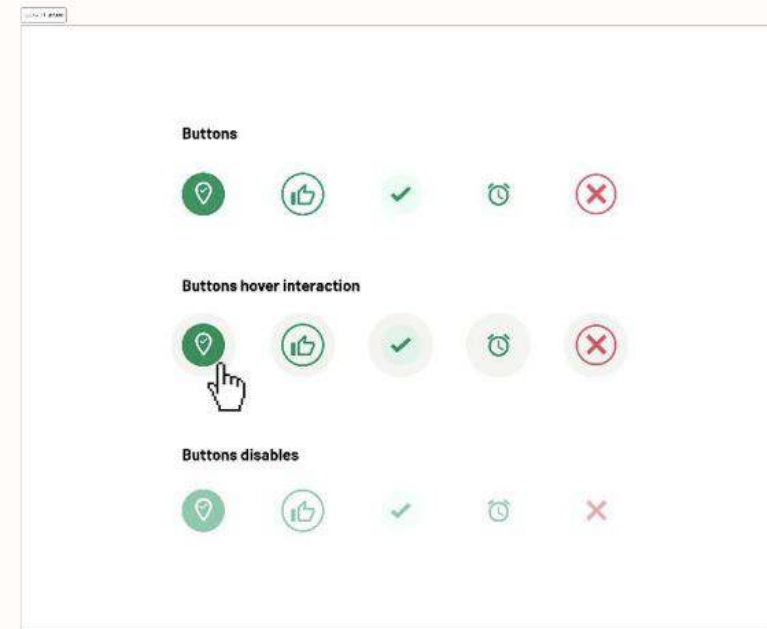
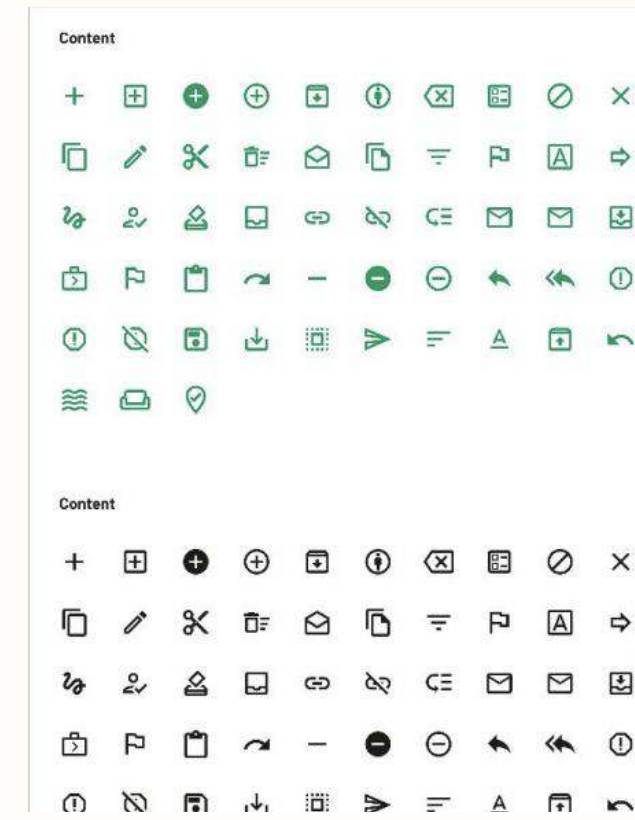
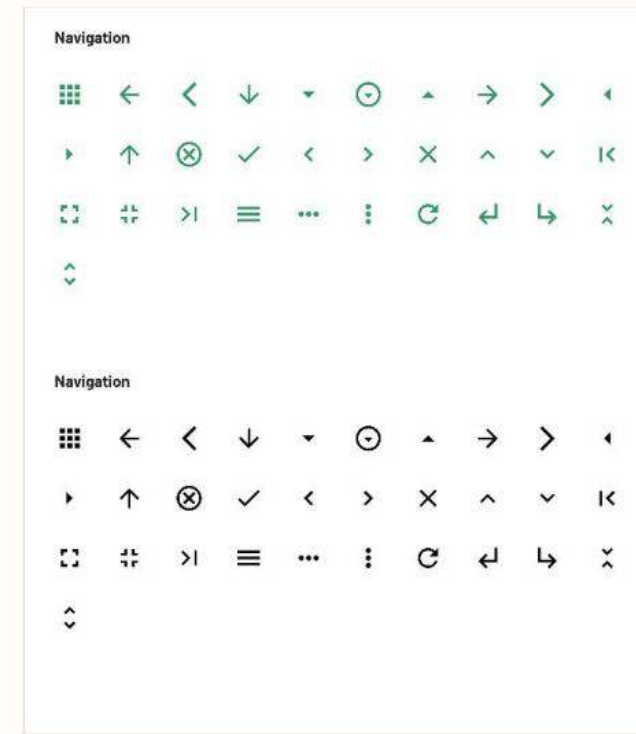
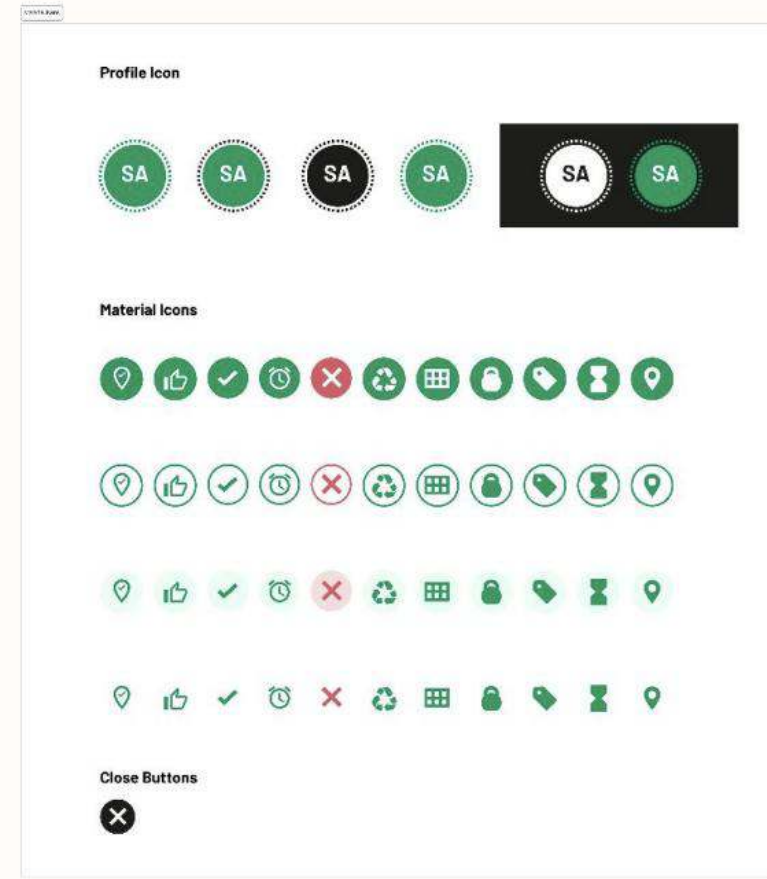
App-phone view





Icons

Deliver a consistent visual language across all interfaces, crafted to align with the system's core principles of clarity, accessibility, and scalability, ensuring intuitive interactions. Based on the “Material” icon set, they are tailored with custom designs to suit specific contextual needs.

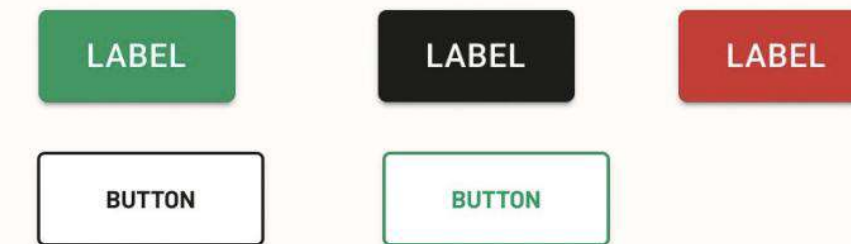


Overview of Components



Buttons

The WasteTrade Design System features a set of clear, accessible buttons with consistent styles and states.



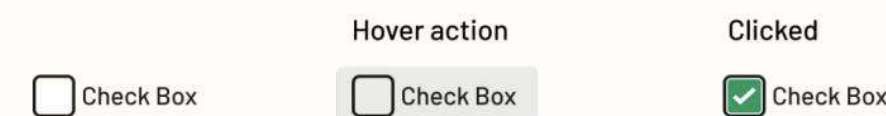
Radio Buttons

- Radio Buttons:** Circular with a filled dot upon selection, ensuring only one choice per category (e.g., documentations).



Checkboxes

These components are essential for form interactions and filtering options.



- Checkboxes:** Square with a checkmark on selection, used for multi-select actions (e.g., material types, shipping options).

		Primary*	Secondary	Error
Enabled	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Hovered	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Focused	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Disabled	Large	LABEL	LABEL	LABEL
	Medium*	LABEL	LABEL	LABEL
	Small	LABEL	LABEL	LABEL
Loading	Large	⌋		
	Medium*	⌋		
	Small	⌋		

> Table & Tree View

Data-heavy sections, like material listings, use tables and tree structures for better organization.

- **Tables:** Feature sortable columns, filtering options, and hover effects to display material, quantity, price, and location.
- **Tree View:** Helps categorize materials (e.g., Plastics → PET, HDPE, LDPE) for structured navigation.

TITLE	DESCRIPTION
item 1	

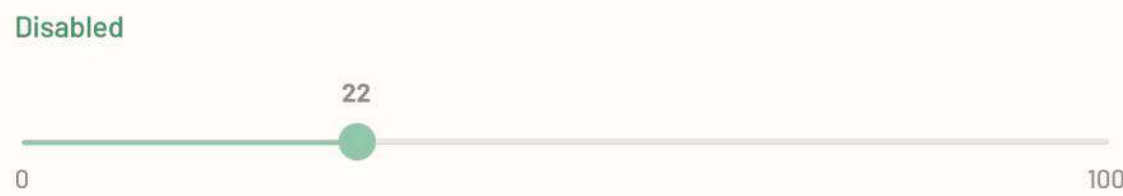
Clicked/Open

TITLE	DESCRIPTION
item 1	
▼ item 1	
subitem	
subitem	
subitem	

Hover action

TITLE	DESCRIPTION
item 1	

> item 1



> Range Sliders

Range sliders enhance interactive filtering, allowing users to set price, quantity, and distance ranges.

- **Design:** Dual-thumb sliders with real-time value updates.
- **Usage:** Buyers can set desired price ranges, while hauliers can adjust shipping distance filters.

> Section Message

Provides clear and intuitive feedback to users, ensuring smooth interactions and preventing errors during transactions. These messages are categorized into three types:

- Informational Messages
- Warning Messages
- Error Messages

	View the status of the offers you put on seller listings.		View the status of the offers you put on seller listings.
	View the status of the offers you put on seller listings.		View the status of the offers you put on seller listings.
	View the status of the offers you put on seller listings.		View the status of the offers you put on seller listings.

Overview of Patterns

> Dashboard UI

The WasteTrade Dashboard is designed for data-driven insights and transaction tracking.

- **Buyer Dashboard:** Displays saved searches, active bids, price alerts, and recommended materials.
- **Seller Dashboard:** Shows active listings, bidding history, and earnings summary.
- **Haulier Dashboard:** Highlights current deliveries, route suggestions, and bid notifications.

> Empty States

The WasteTrade Design System includes thoughtfully designed empty states that provide clear guidance when content is unavailable. These states offer users helpful messaging, visual cues, and actionable options, ensuring a seamless and engaging experience even when no data is present.

ACCEPTED	7 DAYS	14 DAYS	30 DAYS
38%	25%	35%	40%

PENDING	7 DAYS	14 DAYS	30 DAYS
40%	25%	40%	35%

REJECTED	7 DAYS	14 DAYS	30 DAYS
22%	40%	25%	35%

7 DAYS	30 DAYS	60 DAYS
ACCEPTED 36%	REJECTED 5%	SOLD 44%

QUALITY MATERIAL	PRICE	SERVICE LEVEL
★★★★★	★★★★★	★★★★★

No Pending Offers

Currently, there are no pending offers on this page. Please check back later for updates, or explore other listings to find what you're looking for.

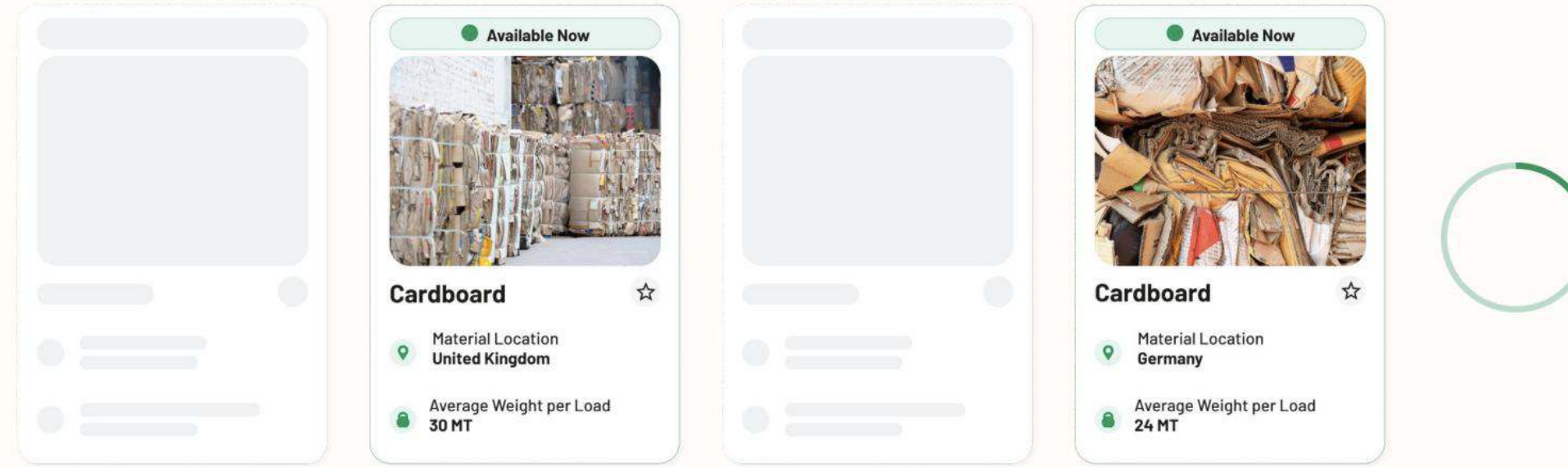
[BID ON MATERIALS](#)

[CREATE WANTED LISTINGS](#)

> Loading State

Loading indicators provide real-time feedback when the platform is processing data.

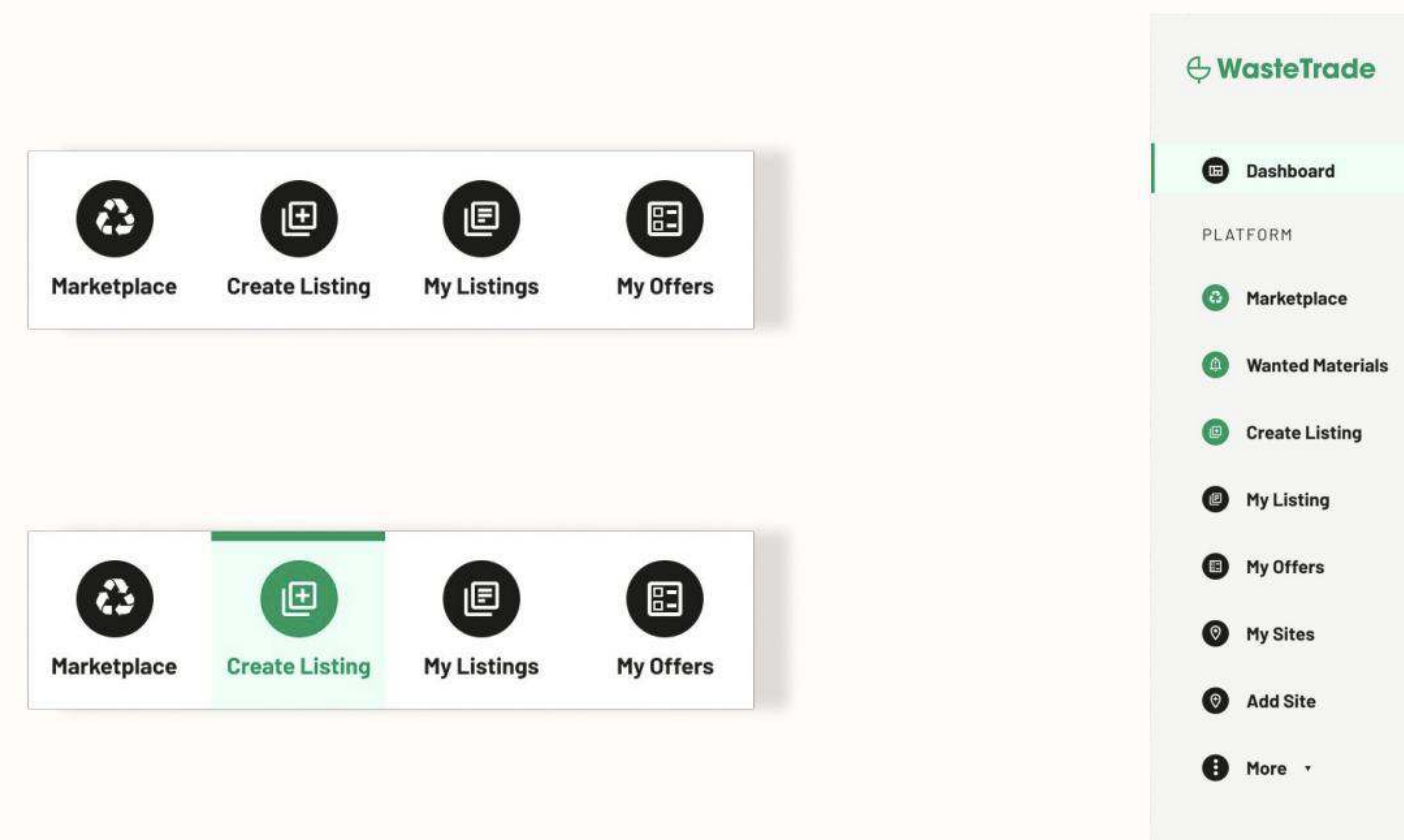
- **Skeleton Loaders:** Used for tables, dashboards, and lists to create a smooth loading transition.
- **Circular Spinners:** Applied for real-time bid updates, processing, and dashboard analytic.



> Navigation Menu Sliders

A well-structured navigation system ensures ease of use across different user roles.

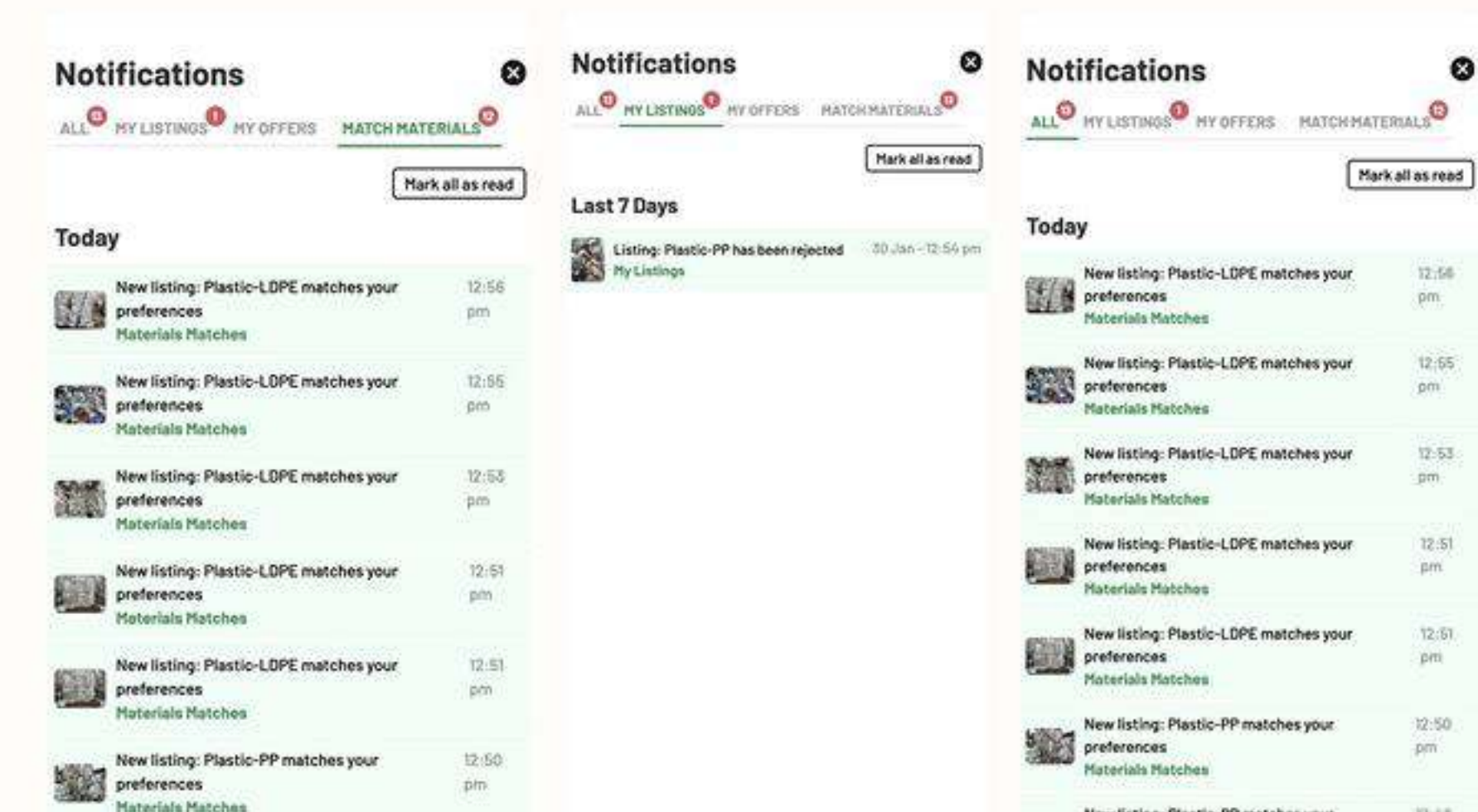
- **Sidebar Navigation (Desktop):** Displays Dashboard, Marketplace, Messages, Transactions, and Settings.
- **Bottom Navigation (Mobile):** Includes core actions with floating action buttons (FABs) for quick access to listings and marketplace.



Sellers & Buyers Notification System

Since WasteTrade does not have an internal messaging system, notifications act as the primary communication method, ensuring users stay updated on transaction progress without manual follow-ups.

- **All Notifications (General Updates):** Provides a global view of all updates related to listings, offers, and matches.
- **My Listings (For Sellers Only):** Keeps sellers updated on interactions with their material listings.
- **My Offers (For Buyers Only):** Allows buyers to track bids and counteroffers in one place.





Buyer Platform

Key Features

- **Offer Tracking** – Buyers can monitor the status of all offers in one place.
- **Counteroffer Management** – Allows buyers to review and respond to seller adjustments.
- **Haulier Rate Comparison** – Ensures cost-effective transportation selection.
- **Automated Documentation** – Generates contracts, invoices, and compliance certificates for transparency.

WasteTrade | Support Center | Sazkanas Asrat

My Offers > Details

GO BACK

Seller Material

Material Description

- MATERIAL: PP mixed plastics
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bale
- MATERIAL LOCATION: Norway

Your Offer Details - Offer Pending

BID AMOUNT: **£1500/MT** (£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	2/23	350MT	United Kingdom

INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	15/10/24	Pending

WITHDRAW OFFER

WasteTrade | Support Center | Sazkanas Asrat

My Offers > Details

GO BACK

Seller Material

Material Description

- MATERIAL: PP mixed plastics
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bale
- MATERIAL LOCATION: Norway

Your Offer Details - Offer Rejected

BID AMOUNT: **£1500/MT** (£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	3/23	350MT	United Kingdom

INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	15/10/24	Rejected

DATE REJECTION	REJECTED BY	REJECTION REASON
2023-11-13	Admin	Location not relevant to the seller

FIND NEW MATERIAL

WasteTrade | Support Center | Sazkanas Asrat

My Offers > Details

GO BACK

Seller Material

Material Description

- MATERIAL: PP mixed plastics
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bale
- MATERIAL LOCATION: Norway

Your Offer Details - Offer Rejected

BID AMOUNT: **£1500/MT** (£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	3/23	350MT	United Kingdom

INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	15/10/24	Lost

DATE REJECTION	REJECTION BY	REJECTION REASON
2023-11-13	Seller	Low price

FIND NEW MATERIAL

WasteTrade | Support Center | Sazkanas Asrat

My Offers > Details

GO BACK

Seller Material

Material Description

- MATERIAL: PP mixed plastics
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bale
- MATERIAL LOCATION: Norway

Your Offer Details - Counter Offer Request

BID AMOUNT: **£1500/MT** (£42,000.00)

BID DATE	LOAD QUANTITY	WEIGHT PER LOAD	DESTINATION
2023-11-13	3/23	350MT	United Kingdom

INCOTERMS	EARLIEST DELIVERY DATE	LATEST DELIVERY DATE	STATUS
DAP	10/10/24	15/10/24	Counter Offer

COUNTER OFFER

The seller has received your offer and is asking for £X. You are welcome to make a counteroffer to secure the listing.

MAKE NEW OFFER



Seller Platform

Key Features

- **Offer Management** – Sellers can track bids, compare haulier rates, and finalize deals.
- **Haulier Rate Visibility** – Ensures sellers factor in transport costs before approving a sale.
- **Final Price Calculation** – Displays the full cost breakdown, including transport.
- **Document Automation** – Reduces administrative workload by generating necessary compliance files.

WasteTrade My Listings > Details

PP mixed plastics

Material Description

- PRICE PER LOAD: £250
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bales
- MATERIAL LOCATION: Norway

Load Details

BID AMOUNT: £1500/MT (£42,000.00)

Seller		Buyer		Haulier	
LOCATION: Lanark, South Lanarkshire	AVERAGE WEIGHT PER LOAD: 20MT	LOCATION: Gorzów Wielkopolski, Lubuskie	SITE RESTRICTIONS: None	TRANSPORT PROVIDER: Dan Haulage	EXPECTED TRANSIT TIME: 3-4 days
MATERIAL TYPE: 100% LDPE Production Waste Colour	PACKAGING: Lumps	LOADING TIMES: 07:00 - 14:00	DESIRED DELIVERY WINDOW: 2023-11-13 2023-11-30	CONTAINER TYPE: 45' container - standard	TRAILER TYPE: Standard Curtain sider 42'
CONTAINER TYPE: Lorem Ipsum	LOADING TIMES: 07:30 - 16:30	NUMBER OF LOADS BID ON: 3 of 3	DESTINATION CHARGES: Receiver Account	CONTAINER RATE VALID UNTIL: 2024-06-30	
SITE RESTRICTIONS: You will require a reference number					

Load Status

LOAD NUMBER	COLLECTION DATE	LOAD STATUS	GROSS WEIGHT	PALLET WEIGHT
1 of 3	2024-06-30	Delivered	350 MT	40KG
2 of 3	2024-06-30	Ongoing	350 MT	40KG
3 of 3	2024-06-30	Ongoing	350 MT	40KG

WasteTrade My Listings > Details

PP mixed plastics

Material Description

- PRICE PER LOAD: £250
- AVERAGE WEIGHT PER LOAD: 350 MT
- NO. OF LOADS: 23 of 23
- REMAINING LOADS: 8 of 23
- PACKAGED: Bales
- MATERIAL LOCATION: Norway

Load Details

BID AMOUNT: £1500/MT (£42,000.00)

Offer Rejected

DATE REJECTION: 2023-11-13

REJECTION REASON: Low price

MESSAGE: You have successfully rejected the buyer's offer.

Seller		Buyer	
LOCATION: Lanark, South Lanarkshire	AVERAGE WEIGHT PER LOAD: 20MT	LOCATION: Gorzów Wielkopolski, Lubuskie	SITE RESTRICTIONS: None
MATERIAL TYPE: 100% LDPE Production Waste Colour	PACKAGING: Lumps	LOADING TIMES: 07:00 - 14:00	DESIRED DELIVERY WINDOW: 2023-11-13 2023-11-30
CONTAINER TYPE: Lorem Ipsum	LOADING TIMES: 07:30 - 16:30	NUMBER OF LOADS BID ON: 3 of 3	
SITE RESTRICTIONS: You will require a reference number			



Haulier Platform

Key Features

- **Load Availability View** – Hauliers can browse shipments and bid competitively.
- **Rate Customization** – Enables flexible pricing for different routes and cargo sizes.
- **Delivery Scheduling** – Allows hauliers to confirm pickup/drop-off times, reducing coordination delays.
- **Automated Transport Documentation** – Generates necessary shipping documents and compliance records.

Current Offers

← GO BACK

Seller Material

MATERIAL	PACKAGING
Non-Ferrous - Stainless Steel 304	Bales

PICKUP LOCATION	DESTINATION
Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska

NO. LOADS	WEIGHT PER LOAD
1	24MT

DELIVERY WINDOW
15-11-2023 - 30-11-2023

Your Offer Details - Offer Pending

BID AMOUNT
£1500/MT
(€42,000.00)

TRAILER OR CONTAINER	COMPLETING CUSTOMS CLEARANCE	NUMBER OF LOADS
2023-11-13	2/23	10MT

TRANSPORT PROVIDER	HAULAGE COST	HAULAGE TOTAL	SUGGESTED COLLECTION DATE
10MT	2023-11-13	2/23	10MT

EXPECTED TRANSIT TIME	DEMURRAGE AT DESTINATION (DAYS)	NOTES
10MT	2023-11-13	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

WITHDRAW OFFER

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Available Loads

What are you looking for?

RESULTS OF 10/10

MATERIAL	PACKAGING	PICKUP LOCATION	DESTINATION	NO. LOADS	WEIGHT PER LOAD	DELIVERY WINDOW	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION
Non-Ferrous - Stainless Steel 304	Bales	Lanark, South Lanarkshire, United Kingdom	Gorzów Wielkopolski, Lubuskie, Polska	1	24MT	15-11-2023 - 30-11-2023	MAKE AN OFFER	VIEW INFORMATION

← BACK 1 2 3 4 5 NEXT

Benefits of the Dashboard System

- **Full Transaction Transparency** – Buyers, sellers, and hauliers have complete visibility into pricing, status updates, and logistics.
- **No Need for Messaging** – Since all details are centralized, users don't need direct communication to complete transactions.
- **Reduced Administrative Work** – Automated document generation saves time and ensures compliance.
- **Better Pricing & Competition** – Hauliers and sellers can adjust offers dynamically, leading to optimized deals for all parties.



Buyer



Seller



Haulier

The screenshot displays the WasteTrade Marketplace interface. On the left is a navigation sidebar with options like Dashboard, Marketplace, and My Listings. The main area is titled 'Marketplace' and features a search bar with the placeholder 'What are you looking for?'. Below the search bar are filters for COUNTRY, POLYMER, PACKED, STORED, and MATERIALS, each with a dropdown menu set to 'All'. A 'SORT BY' dropdown is set to 'Available Listings'. The results section shows '84 RESULTS OF 435252' and lists four items, all labeled 'Available Now' and 'HDPE Reels - Natural'. Each item includes a material location in Norway and an average weight per lot (360 MT or 350 MT). The first two items have images of blue HDPE reels, while the last two have placeholder images.



Admin Platform

Key Features & Responsibilities

Price Rate Management & Negotiation

- Regulates and adjusts price rates to keep the platform fair and competitive.
- Assists users in understanding pricing structures and provides guidance where needed.

Documentation Control & Compliance

- Monitors and manages contracts, invoices, and trade compliance documents.
- Ensures all documents are auto-generated and meet international waste trading laws.


Members Account

Support Center | Sazanias Asrat

GO BACK | APPROVAL | REJECT | REQUEST MORE INFORMATION

PROFILE | COMPANY INFO | MATERIAL PREFERENCES | COMPANY DOCUMENTS | LOCATIONS | MESSAGES

Personal Information

 Account ID: 545828	PREFIX Mr	FIRST NAME Sazanias	LAST NAME Asrat
	JOB TITLE Designer	EMAIL ADDRESS sazanias@wastetrade.com	TELEPHONE +44742134587

Company Information

COMPANY NAME TWDA	WEBSITE www.twda.agency	COMPANY INTEREST Buy
COMPANY TYPE Local Authority/Government	VAT -	COMPANY REGISTRATION NUMBER 12345678902

COMPANY DESCRIPTION
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident

Material Preferences

PLASTICS <input checked="" type="checkbox"/> Check Box <input checked="" type="checkbox"/> PC <input checked="" type="checkbox"/> PET <input checked="" type="checkbox"/> PS <input checked="" type="checkbox"/> HDPE <input checked="" type="checkbox"/> PA	FIBRE <input checked="" type="checkbox"/> Ordinary Grades <input checked="" type="checkbox"/> Medium Grades <input checked="" type="checkbox"/> High Grades <input checked="" type="checkbox"/> Kraft Grades	RUBER <input checked="" type="checkbox"/> Natural <input checked="" type="checkbox"/> Synthetic	METAL <input checked="" type="checkbox"/> Ferrous <input checked="" type="checkbox"/> Non-Ferrous
---	---	--	--

Request Information

Additional company documentation required
 Clarification on provided details
 Update on business address
 Other (admin to provide a custom request)

INPUT CUSTOM REQUEST
Type here

MESSAGE*
Please specify the details here below
Type here

CONFIRM



Sale Representative Platform

Key Features & Responsibilities

Market Supply & Demand Management

- Tracks registered & unregistered users to ensure a competitive balance of supply and demand.
- Identifies gaps in the market and works on attracting new users to fill those needs.

BDM MATCHES

3

LISTINGS MATCHES

3

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

[VIEW MORE](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

MATERIAL **PACKED**
Drums Bale

QUANTITY **GUIDE PRICE**
40t £230

FREQUENCY **LOCATION**
2 Weeks UK

[VIEW LESS](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

WasteTrade

Dashboard
SALE ADMIN PLATFORM
Supply & Demand
Prices
Global Data
Sales Reps
Andy
Colin
Juan
User

Supply Customer Support Sazanias Asrat

SUPPLY DEMAND
Message info here

SUPPLY PIPELINE SELL FORMS SELLER TO BUYER

Add Supply Pipeline

COMPANY: DATE: LOCATION: MATERIAL TYPE: MATERIAL GROUP:

MATERIAL: PACKED: QUANTITY: FREQUENCY: GUIDE PRICE:

[ADD SUPPLY PIPELINE](#)

Your Supply Pipeline

84 RESULTS OF 435252 SORT BY: Most recent

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

[VIEW MORE](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

MATERIAL GROUP
Mixed Film Rolls / Reels

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

[VIEW MORE](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

MATERIAL GROUP
LDPE - LDPE Film 98.2

BDM MATCHES **LISTINGS MATCHES**
3 3

DATE **ADDED BY**
10/10/2024 Sazanias

COMPANY **MATERIAL TYPE**
WasteTrade Plastic

[VIEW MORE](#)

[VIEW MATCHES](#)

[REMOVE MATERIAL](#)

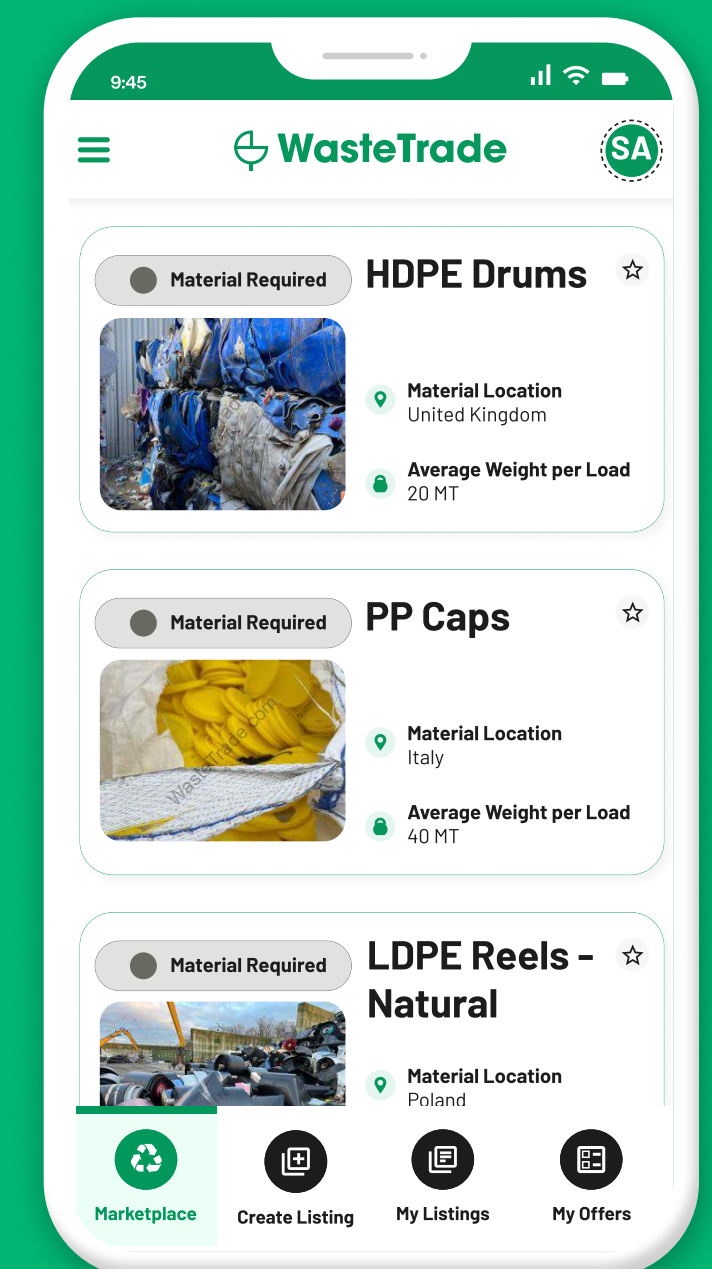
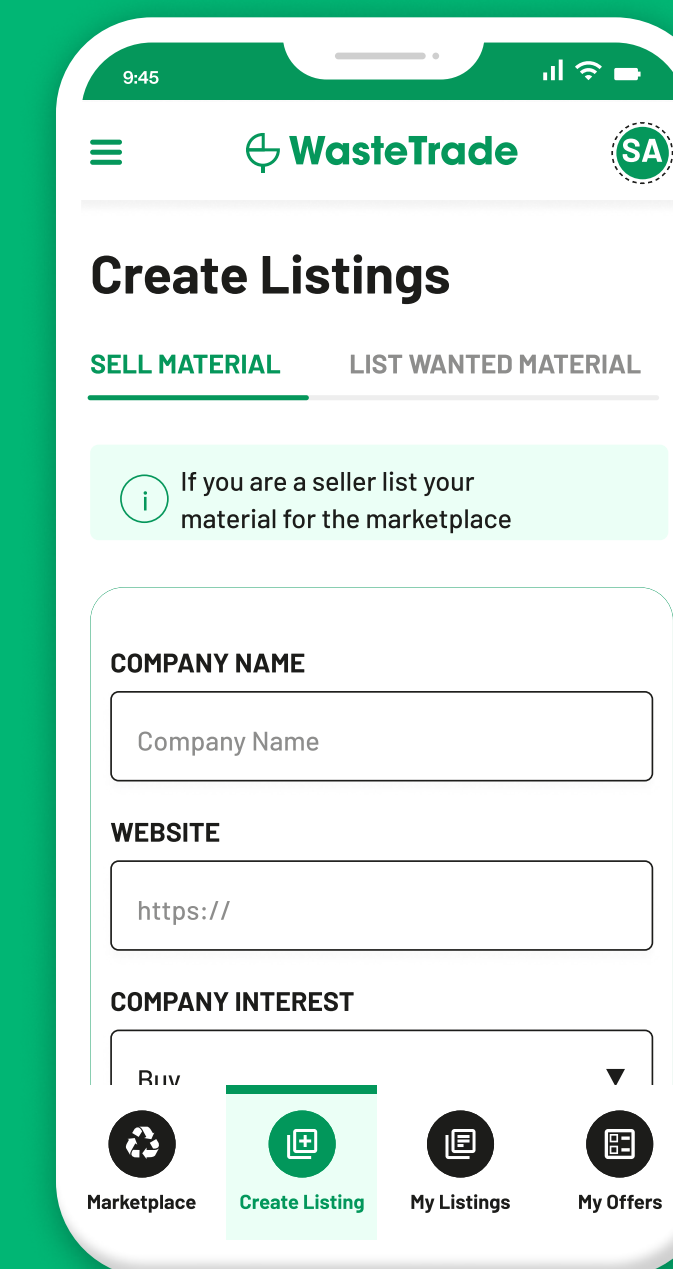
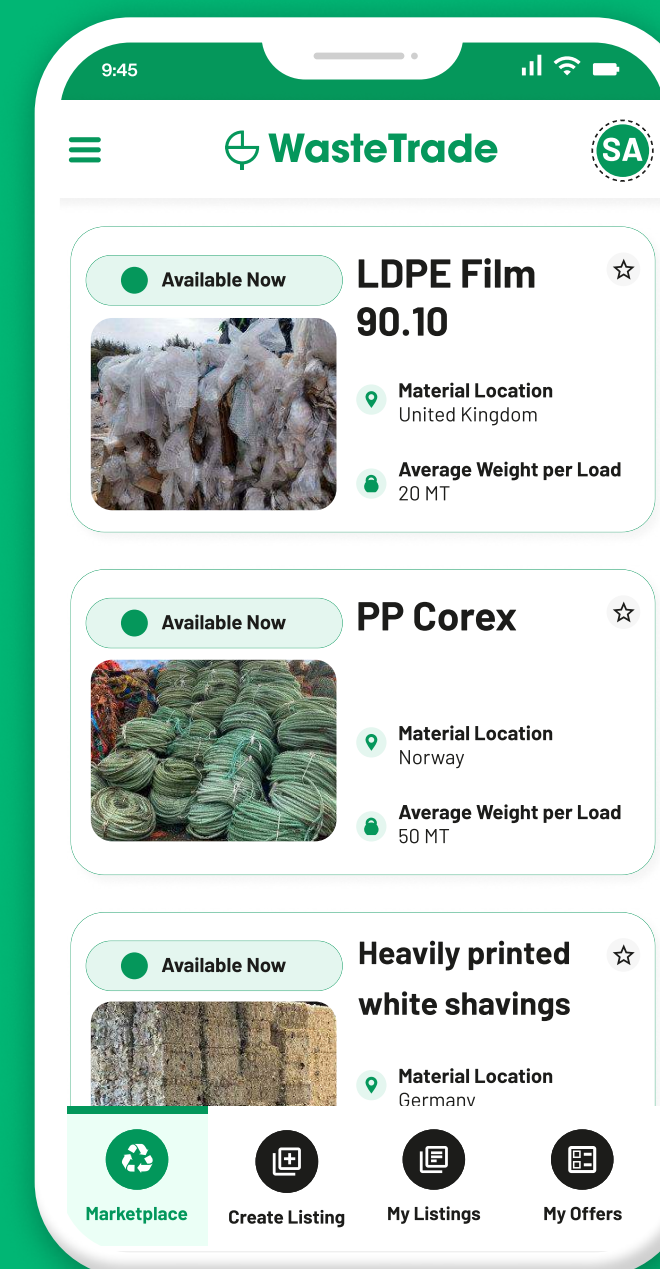
AI-Driven UX Innovation in WasteTrade

WasteTrade's integration of AI and blockchain technology redefines waste commodity trading by ensuring efficiency, transparency, and accuracy at every stage of the process.

From Material ID verification with blockchain to AI-powered listing creation and image recognition, the platform minimizes errors, reduces manual workload, and enhances trust between buyers, sellers, and hauliers.

The Track and Trace feature further strengthens logistics management by providing real-time shipment visibility, allowing seamless coordination across the supply chain.

By leveraging cutting-edge AI and automation, WasteTrade streamlines transactions, prevents fraud, and ensures regulatory compliance, setting a new industry standard for digital waste trading platforms. These innovations not only enhance user experience (UX) but also drive sustainability, accountability, and operational efficiency in the global waste management industry.



03.

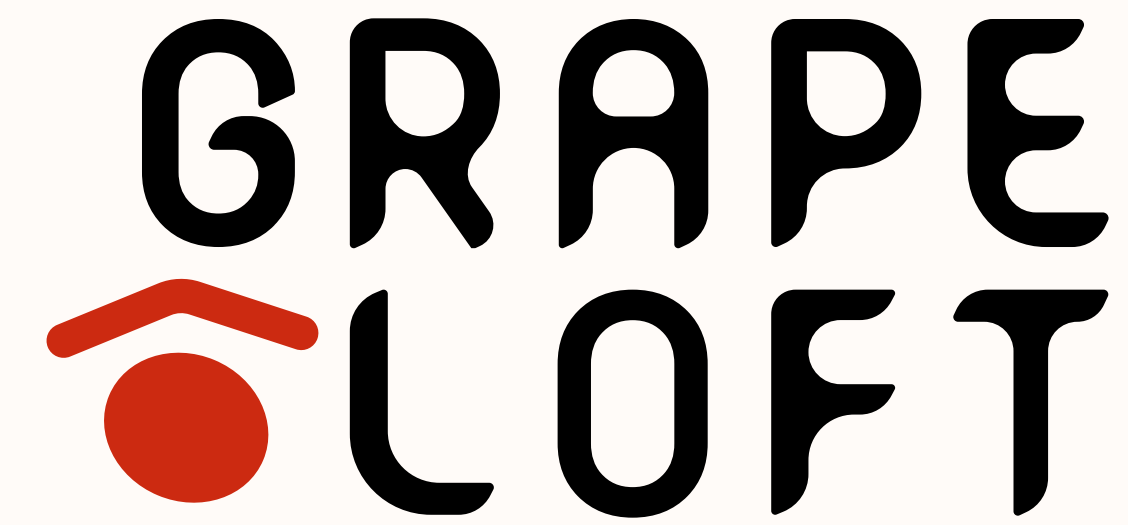
GRAPE
 LOFT

Carefully Selected. Passionately Shared

Grape Loft

Project Overview

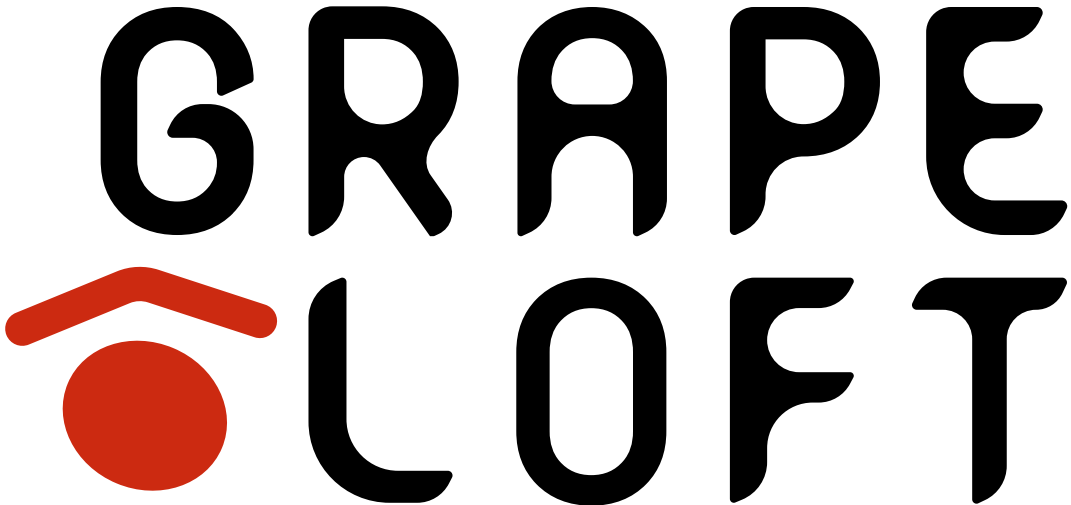
Grapeloft is a fresh and playful wine brand bringing carefully selected wines from Italy, France, Spain, and Argentina to a new generation of wine lovers. I was brought on board to craft the visual identity, starting from the logo, building a complete brand system, and laying the foundations for a modern, engaging e-commerce website.



Carefully Selected. Passionately Shared

Logo Design

A vibrant, cohesive brand identity that positions Grapeloft as a premium but fun wine destination, both online and in their physical wine bars. The project balances style and substance, giving the brand a strong foundation to grow.



Carefully Selected. Passionately Shared



Carefully Selected. Passionately Shared

Brand Identity



Red Wine



White Wine



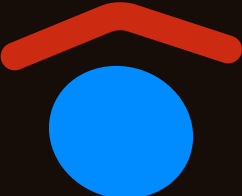
Orange Wine



Rose Wine



Sparkling Wine



Sweet Wine



Fine Wine



Natural Wine

Carefully Selected. Passionately Shared

Typography

Nova Round

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'"?!@#\$&

Sora

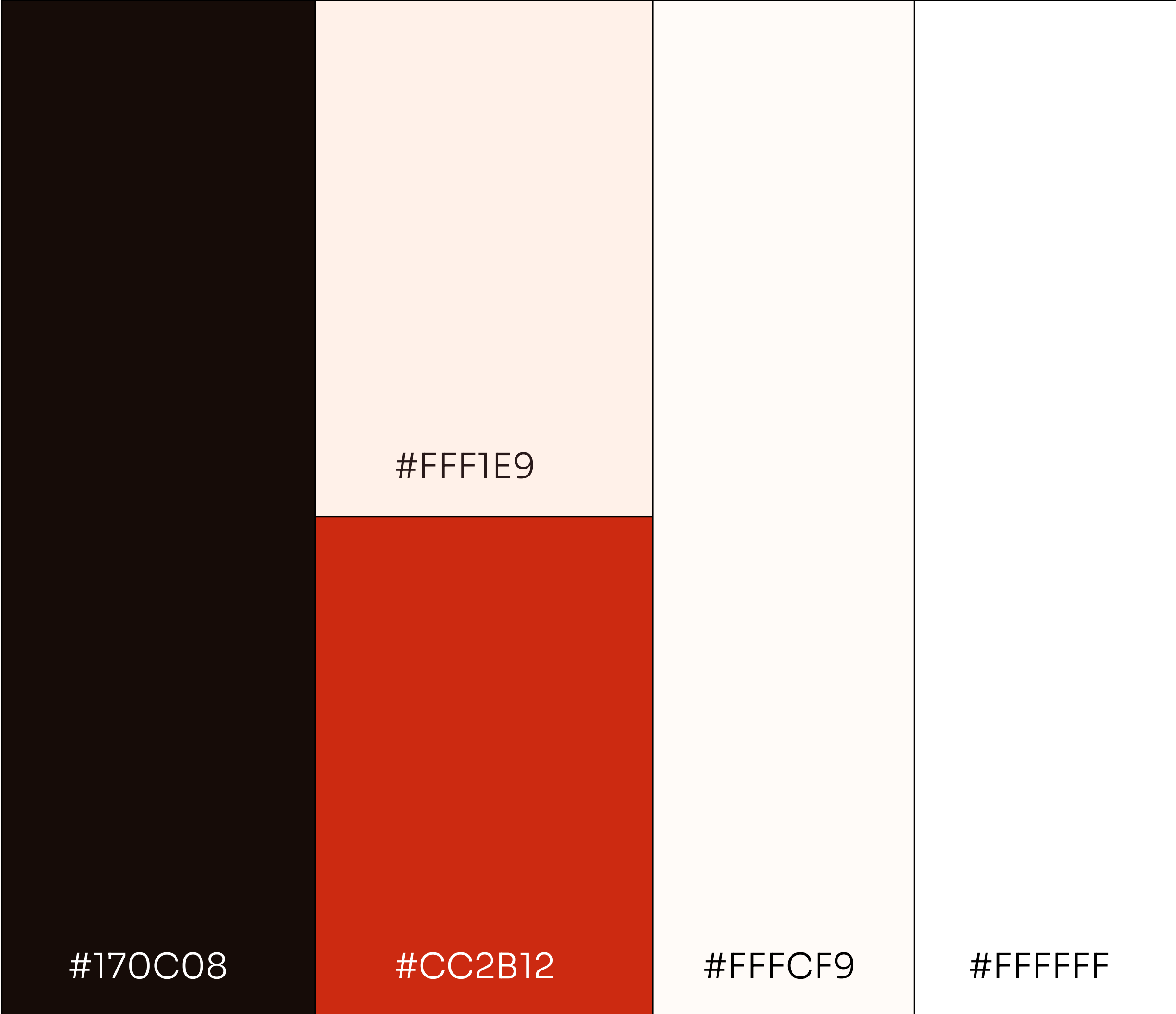
Aa

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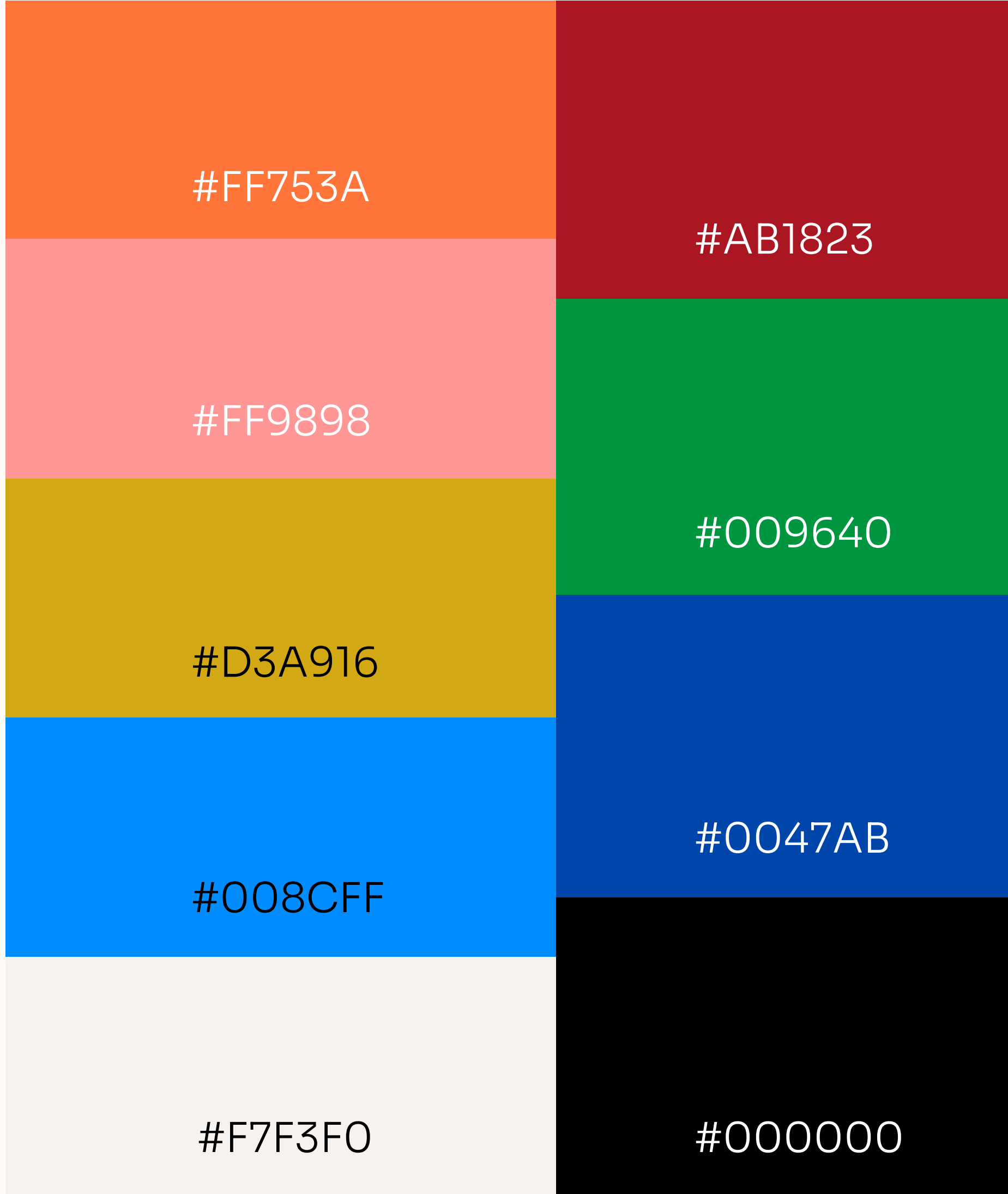
abcdefghijklmnopqrstuvwxyz

1234567890.,;:'"?!@#\$&

Primary Colours



Secondary Colours



Product Photography



e-commerce Products



 Wine 1

A remarkable expression of Aleatico from ungrafted vines.

£25

[Add to Cart](#)



 Wine 2

A remarkable expression of Aleatico from ungrafted vines.

£25

[Add to Cart](#)



 Wine 3

A remarkable expression of Aleatico from ungrafted vines.

£25

[Add to Cart](#)



 Wine 4

A remarkable expression of Aleatico from ungrafted vines.

£25

[Add to Cart](#)

Style Photography

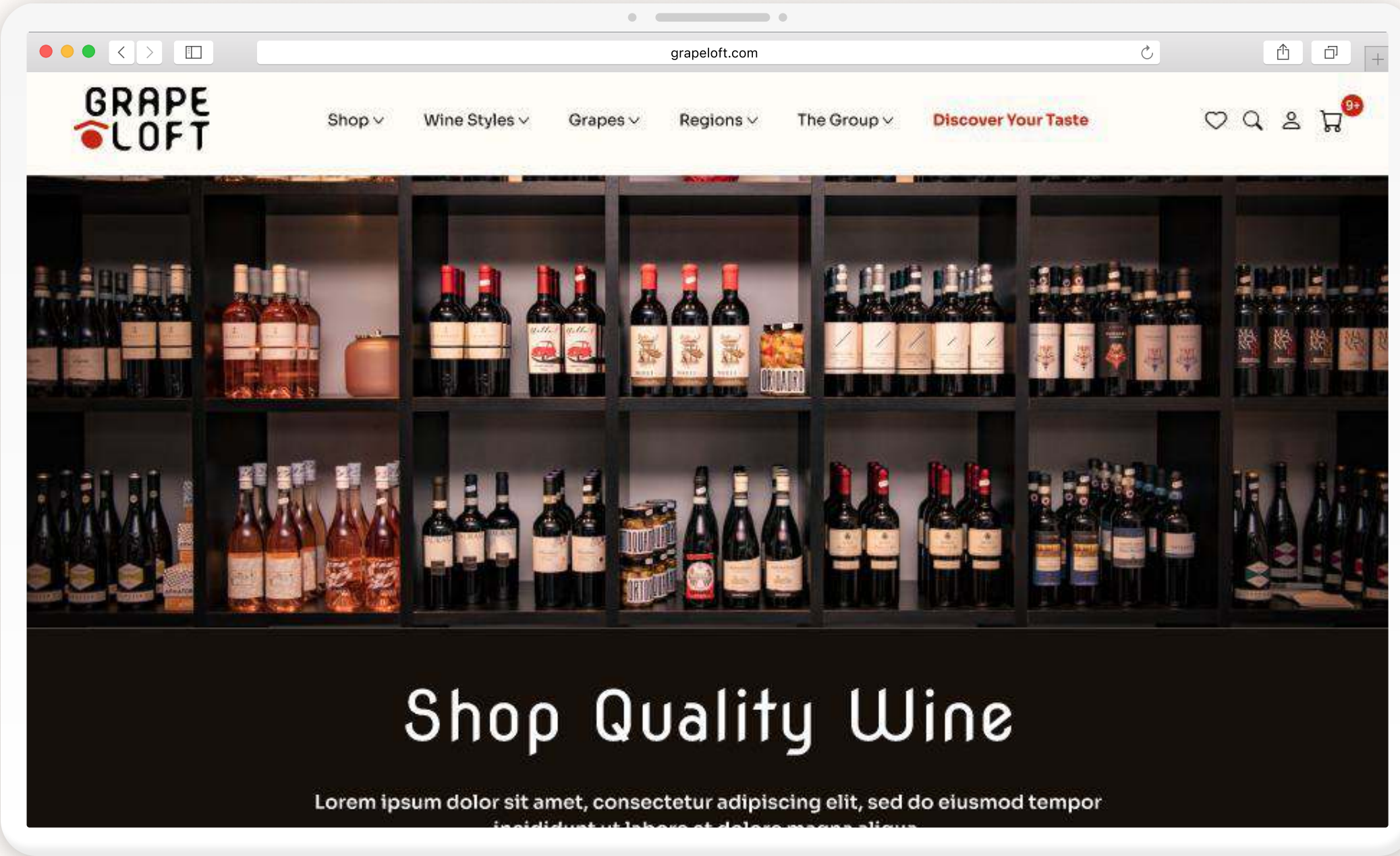


**e-commerce
Website**

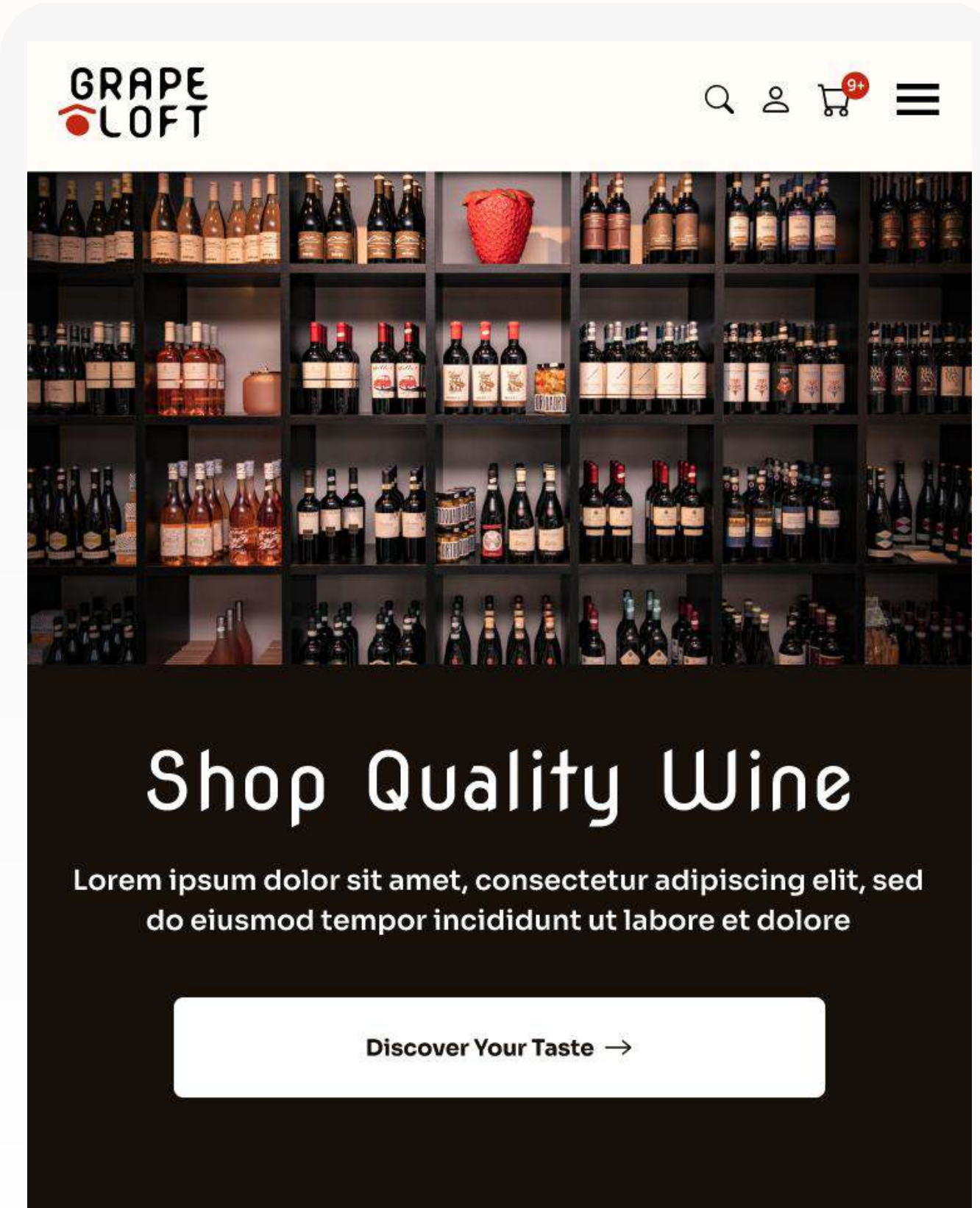
Website Design & Direction

Designed a clean, mobile-first layout focusing on UX and conversion. Integrated storytelling into the design to support the brand's tagline: "Carefully selected, passionately shared."

Desktop



Tablet



Our Wine Selection


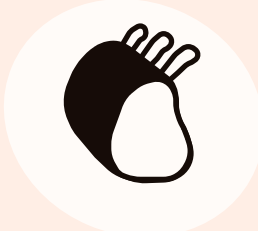

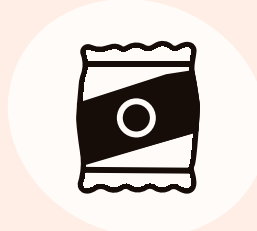

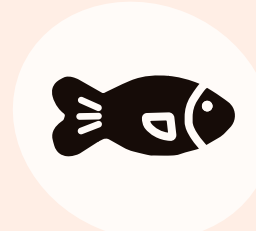
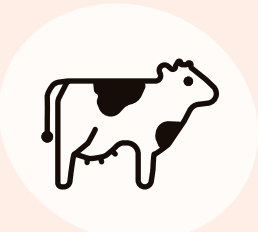




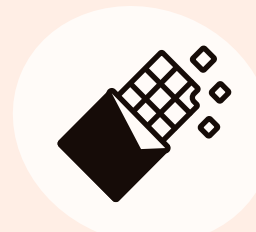



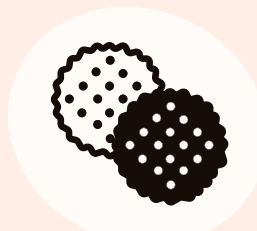


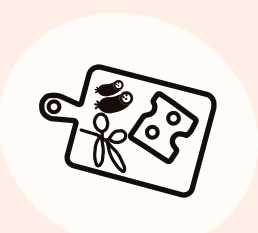
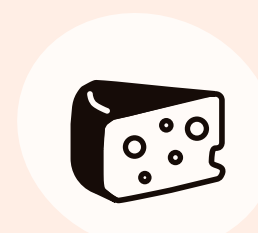
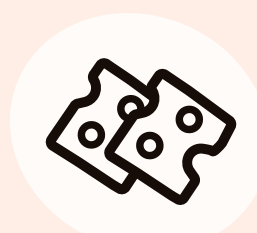



Mobile



Icons - Pairings



Food & Music That Goes Well With This Wine

 Beef	 Lamb	 Music	 Snacks	 Lean Fish	 Rich Fish
 Veal	 Pork	 Duck	 Shellfish	 Vegetables	 Chocolate
 Game	 Poultry	 Mushroom	 Biscuits	 Aperitif	 Salad
 Charcuteries	 Mature Cheese	 Mild Cheese	 Soft Cheese	 Pasta	 Spicy

Shop

GRAPE LOFT

Shop ▾ Wine Styles ▾ Grapes ▾ Regions ▾ The Group ▾ Discover Your Taste

Shop All Red Wine White Wine Sparkling Wine Orange Wine More ▾

Home > Shop All

Our Wine Selection

Sort by: Recommended ▾

Filter [Reset](#)

Search


Wine Type


Fine Wines


Natural Wines


Wine Style

Red


Wine 1
A remarkable expression of Aleatico from ungrafted vines.
£25
[Add to Cart](#)


Wine 2
A remarkable expression of Aleatico from ungrafted vines.
£25
[Add to Cart](#)



Wine 3
A remarkable expression of Aleatico from ungrafted vines.
£25
[Add to Cart](#)


Wine 4
A remarkable expression of Aleatico from ungrafted vines.
£25
[Add to Cart](#)

GRAPE LOFT

Shop ▾ Wine Styles ▾ Grapes ▾ Regions ▾ The Group ▾ Discover Your Taste

Home > Shop All > Sparkling > Italy > Emilia-Romagna > Grape > Lambrusco Grasparossa "Spettinato"



Lambrusco Grasparossa "Spettinato" - Cantina Messori

A genuine and expressive red sparkling wine celebrating the pure personality of the Lambrusco Grasparosso grape.

£25

Free delivery on orders over £100

- 1 +

[Add to Cart](#)

Shipping ▾


Refund Policy ▾

Emilia-Romagna Wine

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Sparkling Red Wine Emilia-Romagna

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Shop

The screenshot shows a product page for 'Lambrusco Graspasossa "Spettinato"' from 'Cantina Messo'. A dark cart overlay is positioned on the right side of the page. The cart contains three items of 'Puisseguin-Saint-Emillon' at £25 each. The cart subtotal is £215. Below the cart items are buttons for 'Proceed to Checkout' and 'Continue shopping'. The product page below the cart shows a bottle of wine, a price of £25, and an 'Add to cart' button. At the bottom of the page, there is a section for 'Emilia-Romagna Wine' with a map of the region and some placeholder text.

The screenshot shows a desktop view of the 'Shopping Cart' page. The cart is titled 'Shopping Cart' and contains four items of 'Puisseguin-Saint-Emillon' at £25 each. The subtotal is £204.49 (Incl. VAT). There is a shipping charge of £8 (Incl. VAT) for UK & Ireland. The total is £338 (Incl. VAT). The page includes a 'Coupon code' input field with an 'Apply Coupon' button and an 'Update Cart' button. At the bottom, there is a summary table with the following data:

Subtotal	£204.49 (Incl. VAT)
Shipping	UK & Ireland: £8 (Incl. VAT)
Total	£338 (Incl. VAT)

The screenshot shows a desktop view of the 'Confirmation Order' page. The page features a large green checkmark and the text 'Thank you. Your order has been received.' Below this, there is a table with order details:

Order Number	Date	Email	Total	Payment Method
111111	27 March 2025	1234@gmail.com	£655	PayPal

Below the table, it says 'Pay with PayPal.' The 'Order details' section includes a table with the following data:

Product	Subtotal
Puisseguin-Saint-Emillon	£25 (Incl. VAT)
Puisseguin-Saint-Emillon	£25 (Incl. VAT)
Puisseguin-Saint-Emillon	£25 (Incl. VAT)
Puisseguin-Saint-Emillon	£25 (Incl. VAT)
Subtotal	£204.49 (Incl. VAT)
Shipping	UK & Ireland: £8 (Incl. VAT)
Total	£338 (Incl. VAT)
Note	Lorem Ipsum

At the bottom, there are two address sections: 'Billing Address' and 'Shipping Address', both with the name 'Dipa Shaha'.

Smart Wine Recommendation Feature

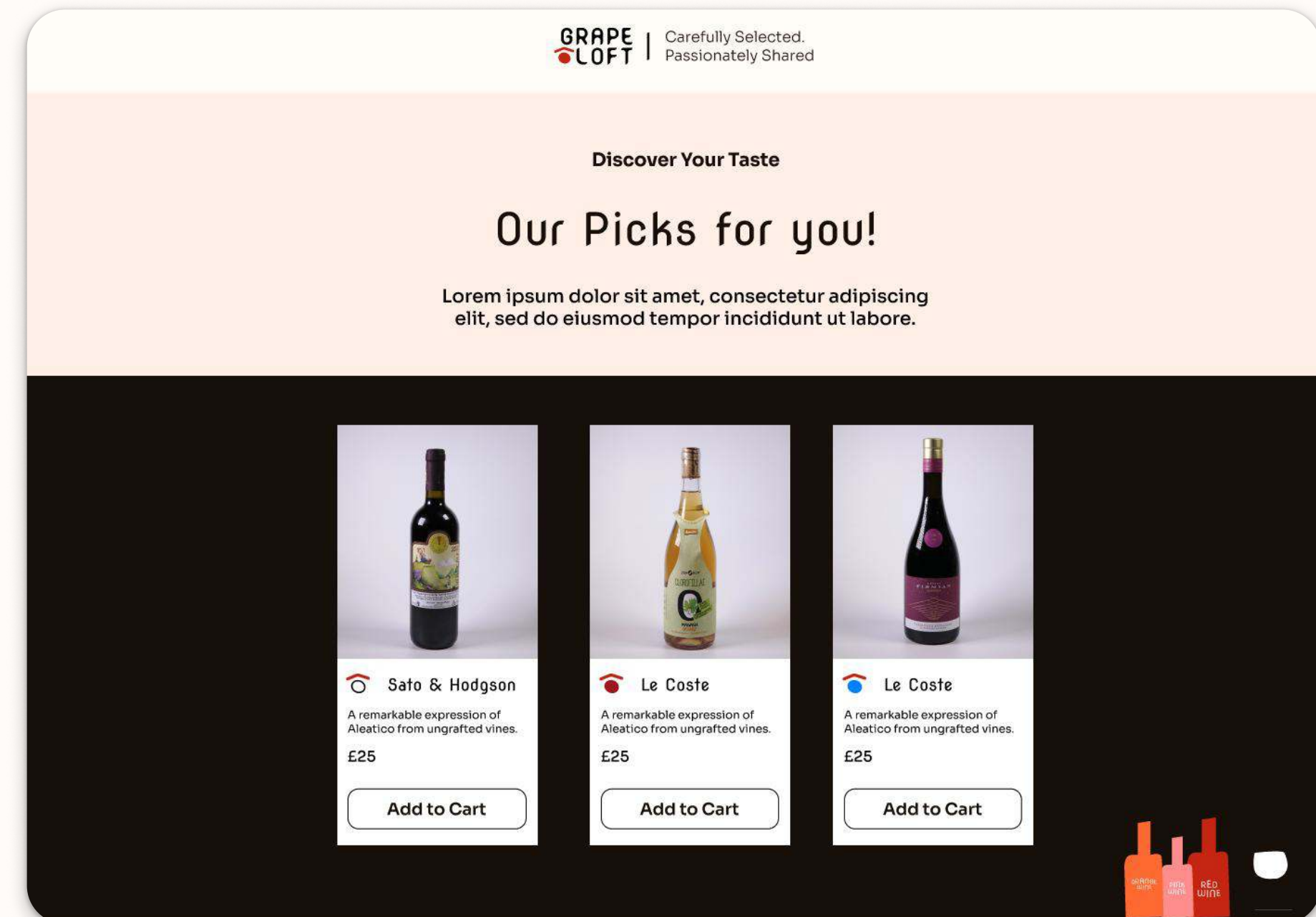
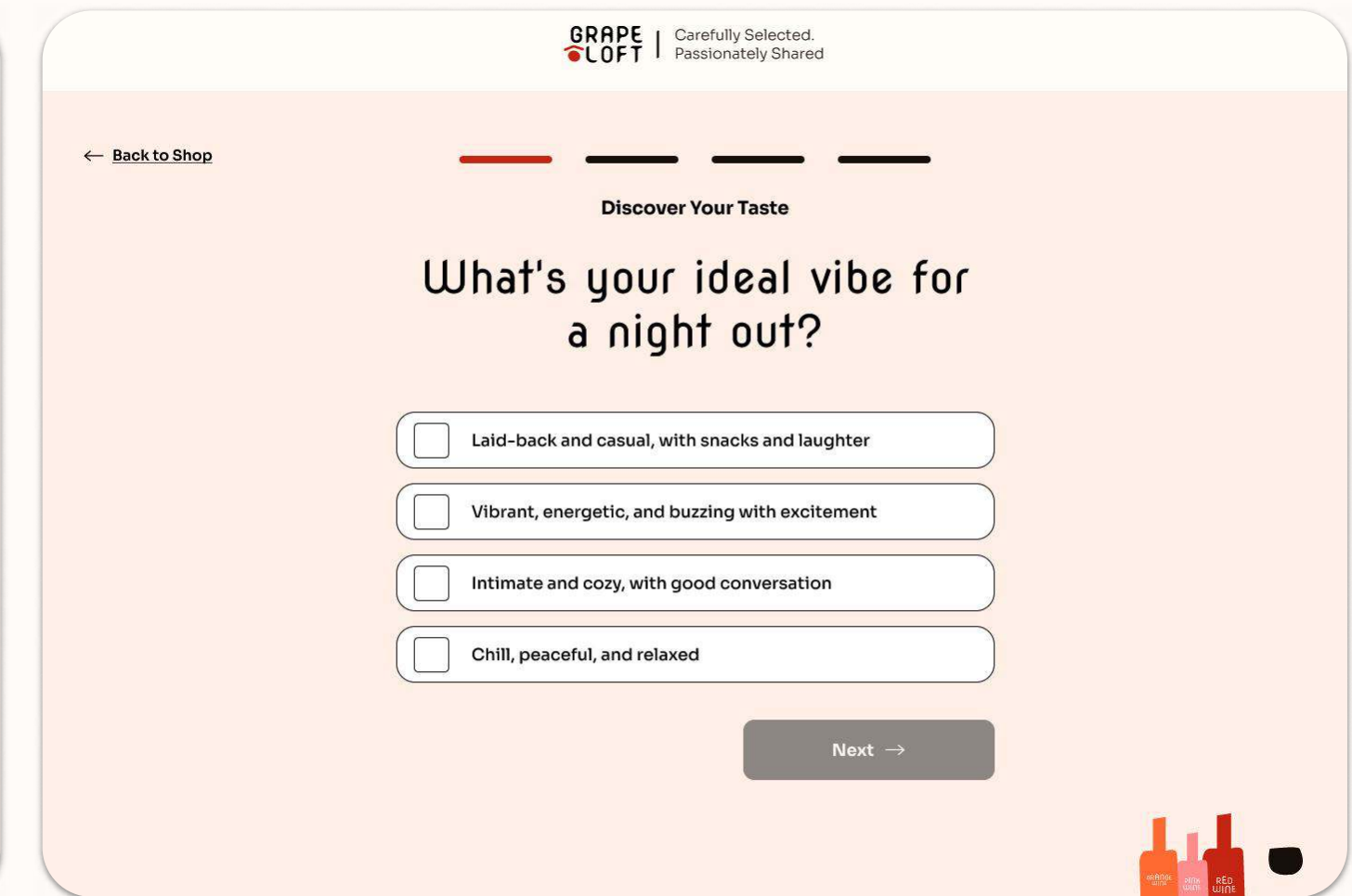
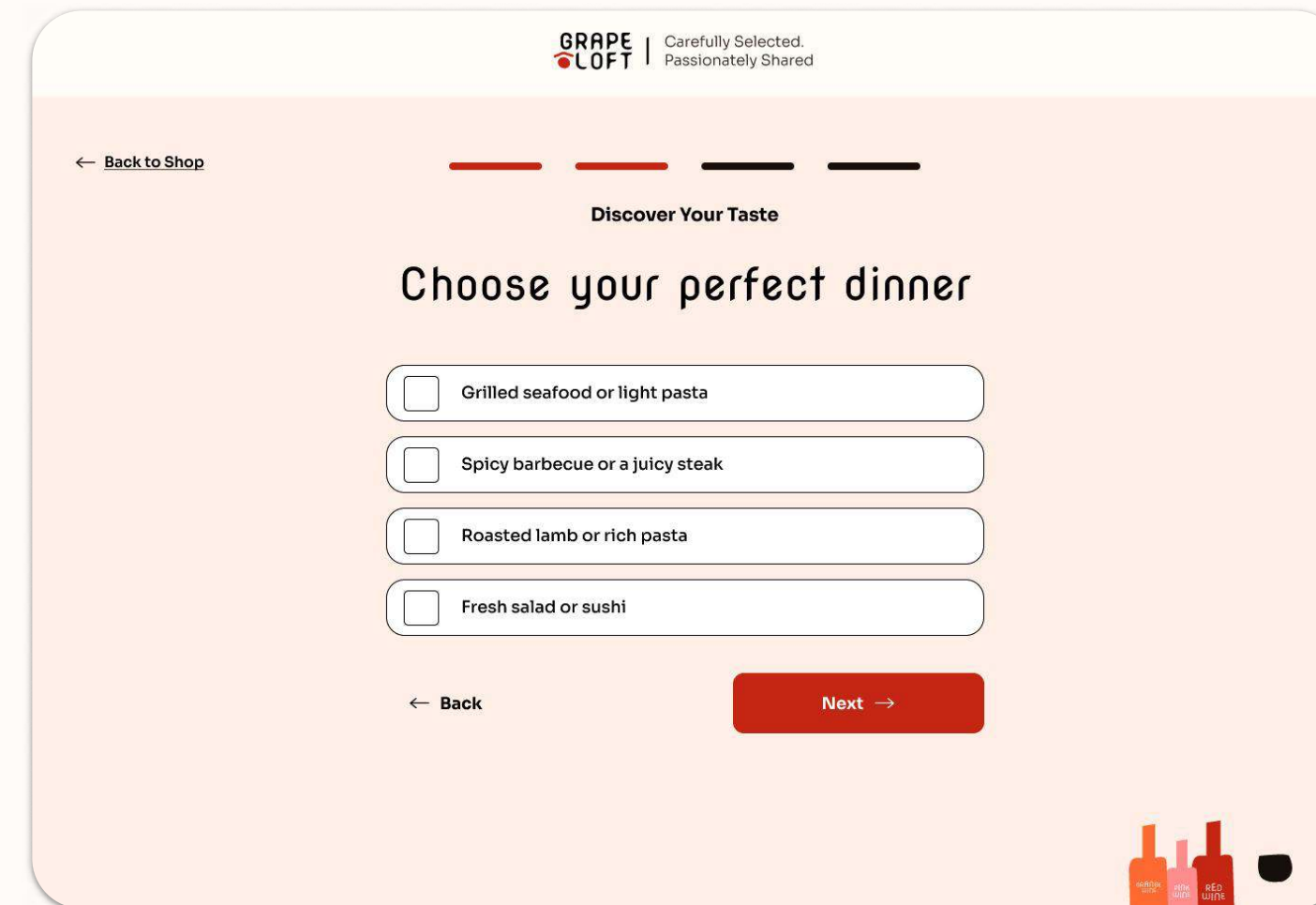
To enhance the customer experience and simplify product discovery, I designed a personalized wine quiz flow where users answer a few fun, easy questions, and Grapeloft recommends wines tailored to their taste.

This feature aligns perfectly with the brand's tagline, "Carefully selected, passionately shared," by making each recommendation feel curated and intentional.

What I Did:

- Designed the UX for a lightweight, engaging questionnaire
- Created UI components that feel playful yet premium
- Mapped user answers to wine categories for smart product suggestions
- Integrated the feature into the homepage and product discovery journey

This quiz-driven approach adds personality to the shopping experience and lowers decision fatigue, especially for new wine drinkers.



Takeways

Working on Grapeloft was an exciting opportunity to bring a fresh wine brand to life, from the first sketch of the logo to the full brand experience and website design.

The result is a visually cohesive, user-friendly identity that reflects Grapeloft's values: quality, passion, and approachability. I'm proud to have helped shape a brand that not only looks beautiful but also connects authentically with its audience. Cheers to what's next!



Other Projects

04. JBX PaperPak

Branding & UX/UI, Graphic Design, and Packaging for a B2B Paper Straw Company, developing a customer platform for seamless bulk ordering and brand consistency.

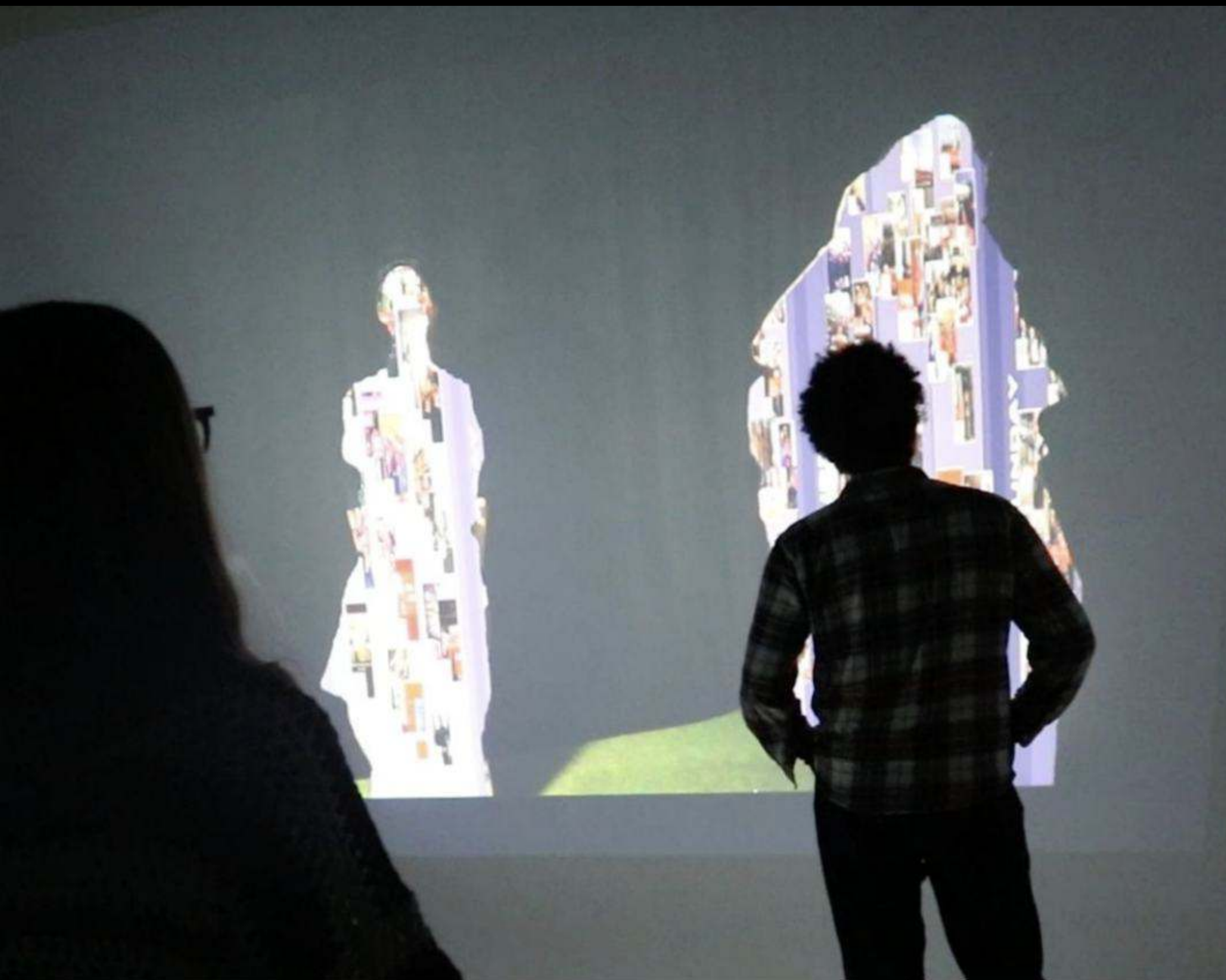
05. Southwark

Branding & UX/UI & Branding for Southwark Social Care Jobs, designing an intuitive candidate application platform that streamlines job searches and recruitment processes.

06. èPront

On-demand job platform for short-term work in the hospitality sector. This case study outlines the brand strategy, name development, domain selection, and platform vision.


For more details on these projects, feel free to inquire at sazanias@outlook.com



Thank You for Reading

I appreciate you taking the time to explore my work. If you'd like to discuss a project, collaborate, or learn more, feel free to connect with me:

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