Iskra Brankova

Web & Graphic Designer

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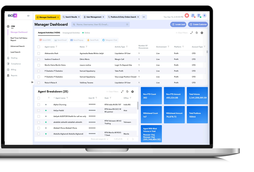
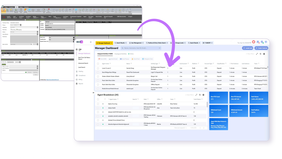


About BOX

BOX is a proprietary **back-office system**, built in-house to streamline operations across all departments within our fintech and forex company. Designed for efficiency and scalability, BOX empowers **agents** to manage and contact leads, enables the **CRM team** to create and track bonuses, supports the **retention team's** workflows, and provides **sales** with powerful tools to close and manage deals. It serves as the central hub for all client-facing and internal activities, ensuring smooth collaboration and full operational control.

HIGH-LEVEL GOAL

Redesign a legacy CRM back-office platform used by sales and support teams at a forex company, addressing performance, usability, and functional gaps to deliver a modern, efficient, and scalable tool.



PROBLEM STATEMENT

The existing Back Office system **struggles** to meet the needs of its users. It is slow, cluttered, and overly complex, making everyday tasks inefficient. Key functionalities are missing, and the lack of essential automations creates friction in lead and sales management. As a result, teams face inefficiencies, reduced productivity, and an overall poor user experience.

> "We need to create a **cleaner, simpler design** that's **easy to use**"

> "We want to make something that **saves time** and **feels easy** from day one"

BRANDING

The previous branding lacked both symbolism and connection to the company, making it feel **outdated** and **disconnected**. Since the Back Office system is a core internal tool used across multiple teams, we set out to create a **refreshed identity that better reflects its purpose and value.** The new design connects the business to the Back Office through carefully chosen colors, typography, and iconography—bringing **clarity, cohesion, and a sense of belonging** to the teams who rely on it every day.

LOGO DEVELOPMENT

The rebranding process began with **redefining the Back Office identity through its logo.** The previous mark felt outdated, generic, and disconnected from the company's purpose. Our goal was to design a logo that not only modernized the visual identity but also established a meaningful connection to the business.

We explored directions that emphasized **clarity, simplicity, and functionality.** The final logo integrates these principles, balancing a **professional aesthetic** with strong **symbolism.** Through refined **shapes**, **typography**, and **adaptable design**, the new logo conveys **reliability**, **efficiency**, and **cohesion**.

TYPOGRAPHY & COLOR

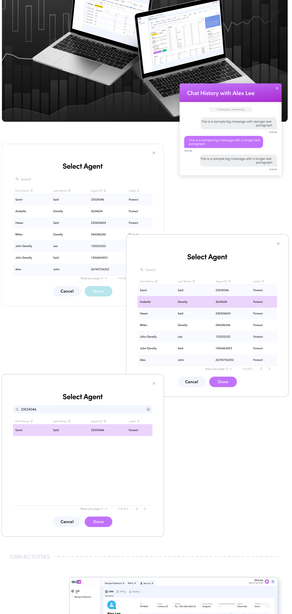
Poppins

Regular Medium **SemiBold** **Bold**

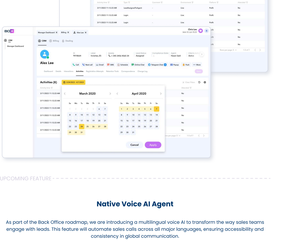
	Primary	Secondary	Tertiary	Disabled
Neutral	A	A	A	A
Neutral/Inverse	A	A	A	
Brand	A	A		

10	20	30	40	50	60	70	80	90	100

DESKTOP APP



CRM ACTIVITIES



UPCOMING FEATURE

Native Voice AI Agent

As part of the Back Office roadmap, we are introducing a multilingual voice AI to transform the way sales teams engage with leads. This feature will automate sales calls across all major languages, ensuring accessibility and consistency in global communication.

In addition to handling multilingual conversations, the AI will analyze tone, pitch, and rapport to identify opportunities for stronger engagement. It will provide personalized coaching insights to each sales representative, helping them refine their approach and boost conversions over time.

By combining automation with intelligent feedback, the **Native Voice AI** will empower teams to work more efficiently, close leads faster, and continuously improve the quality of their conversations.

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