



We Craft Versatile Design To Enable Meaningful Experiences

Creating the Uncreated

| www.sandcupstudio.com

| connect@sandcupstudio.com

Not your usual design studio,
This one creates with a business edge.



We begin with Design Strategy and
stay steadfast as your creative
growth partner.



SANDCUP



DESIGN MOVES PEOPLE AND MARKETS

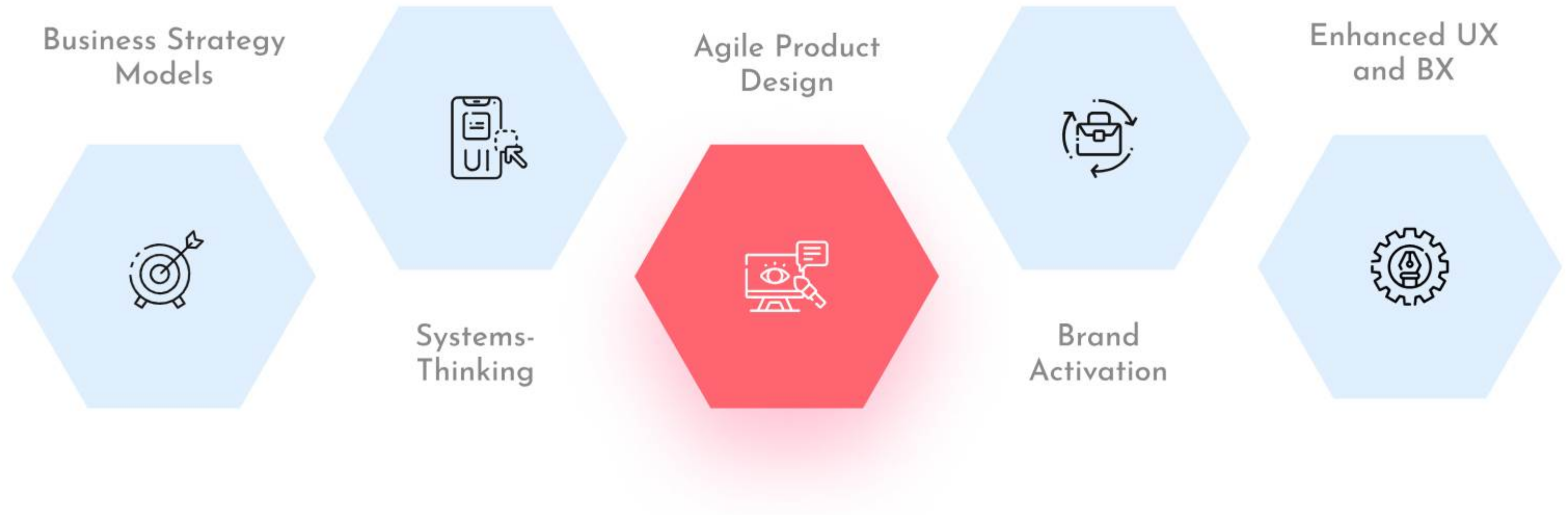
Inconsistent design erodes trust and forces founders to over-explain their brand. As per DMI, design-led companies outperformed those in the S&P 500 by 219% over a 10-year period.

**Design is the voice of your brand's emotion and vision.
Let it speak loud and clear with SandCup.**



Our Core Competencies

We go the extra mile to align business goals with creative execution.



The Sandcup Approach

A holistic framework that turns strategy into design and creates substantial value.



Decode

We study your space to get a closer look at your purpose, and identify what others miss.



Design

From your vision, we shape strategy and create design with a sharp digital edge.



Deliver

We ensure seamless experiences through appealing, interactive, and customer-centric systems.



How We Scale Design Into Growth



01

Content Strategy

Expressive writing that amplifies your brand value with clarity, and speaks to your customers.

02

Design Strategy

Structured plans that connect design objectives with business outcomes.

03

Design Research

Probing into analytics to understand user needs and market behavior.



Design Consulting

Advising organizations on effective and unique digital solutions, and design implementation.

Prototyping

Building early design models to test and validate key ideas.

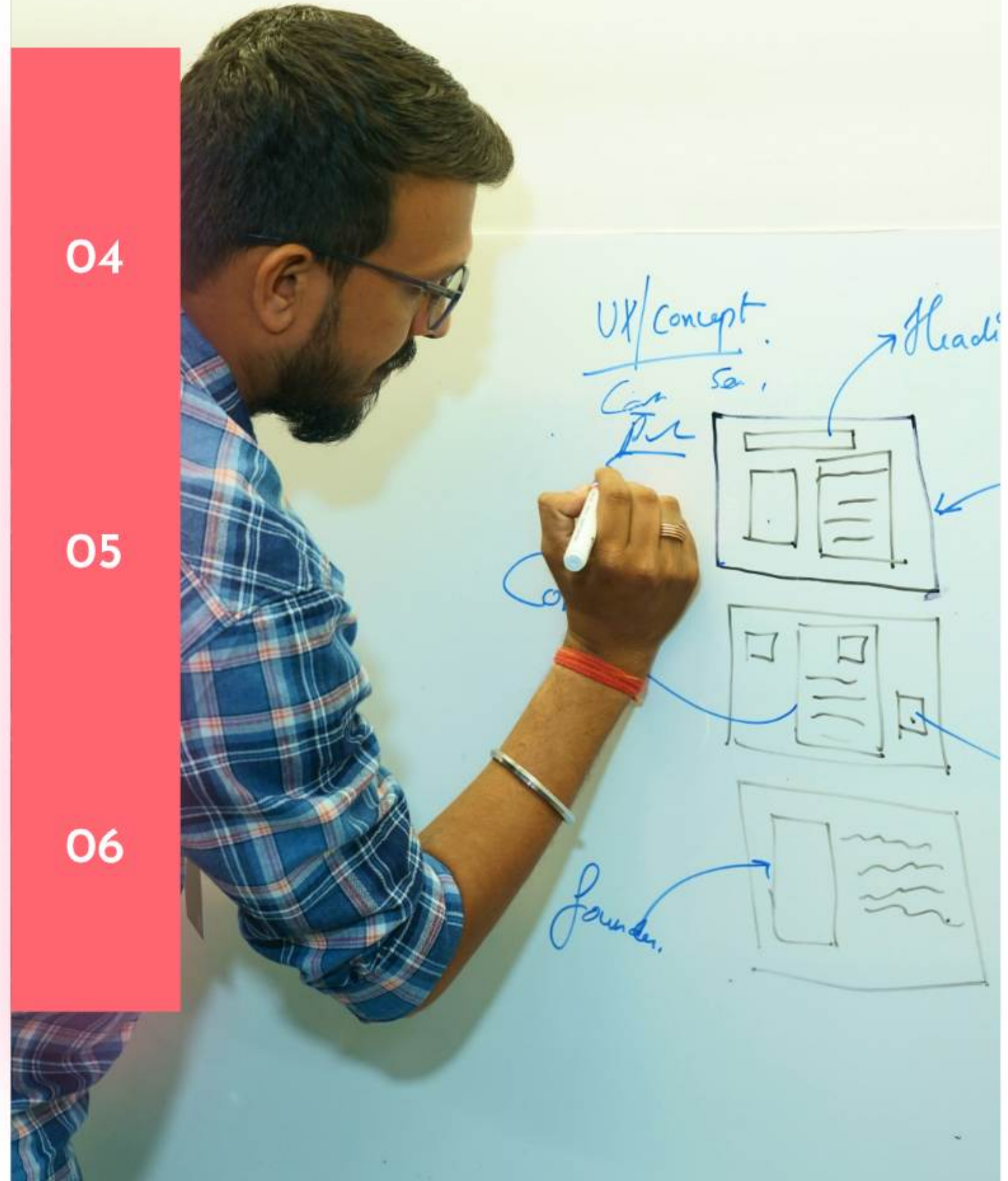
Customer Experience

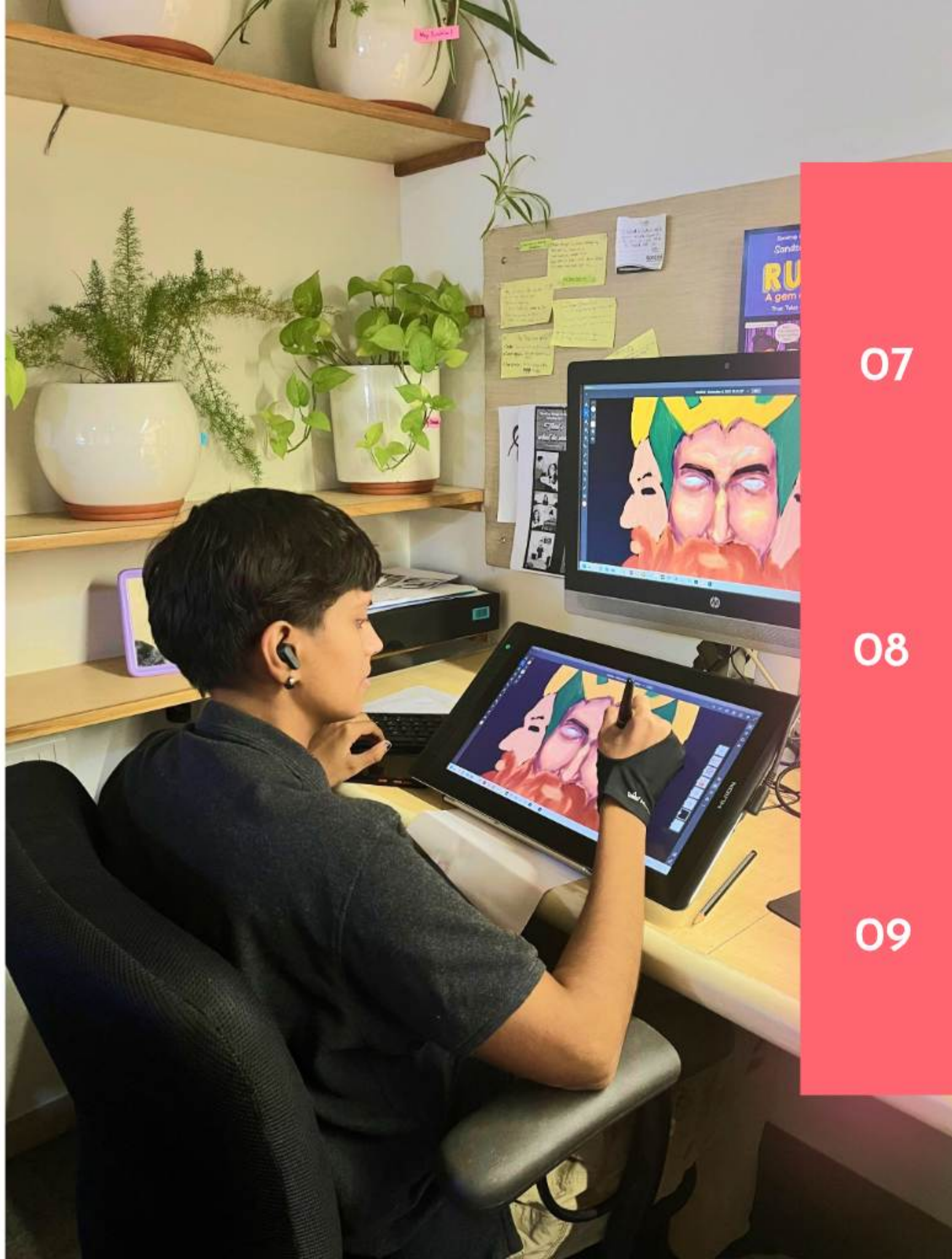
Enhancing every touchpoint to deliver a seamless and engaging journey.

04

05

06





07

Information Architecture

Organizing data to make systems logical and easy to navigate.

08

Illustration

Support communication through clear and purposeful visual elements.

09

Interaction Design

Design interfaces that are intuitive and responsive to user behavior.



Motion Design

Applying animation to explain, guide, and improve user interaction.

Usability Testing

Assessing design performance to ensure efficiency and user satisfaction.

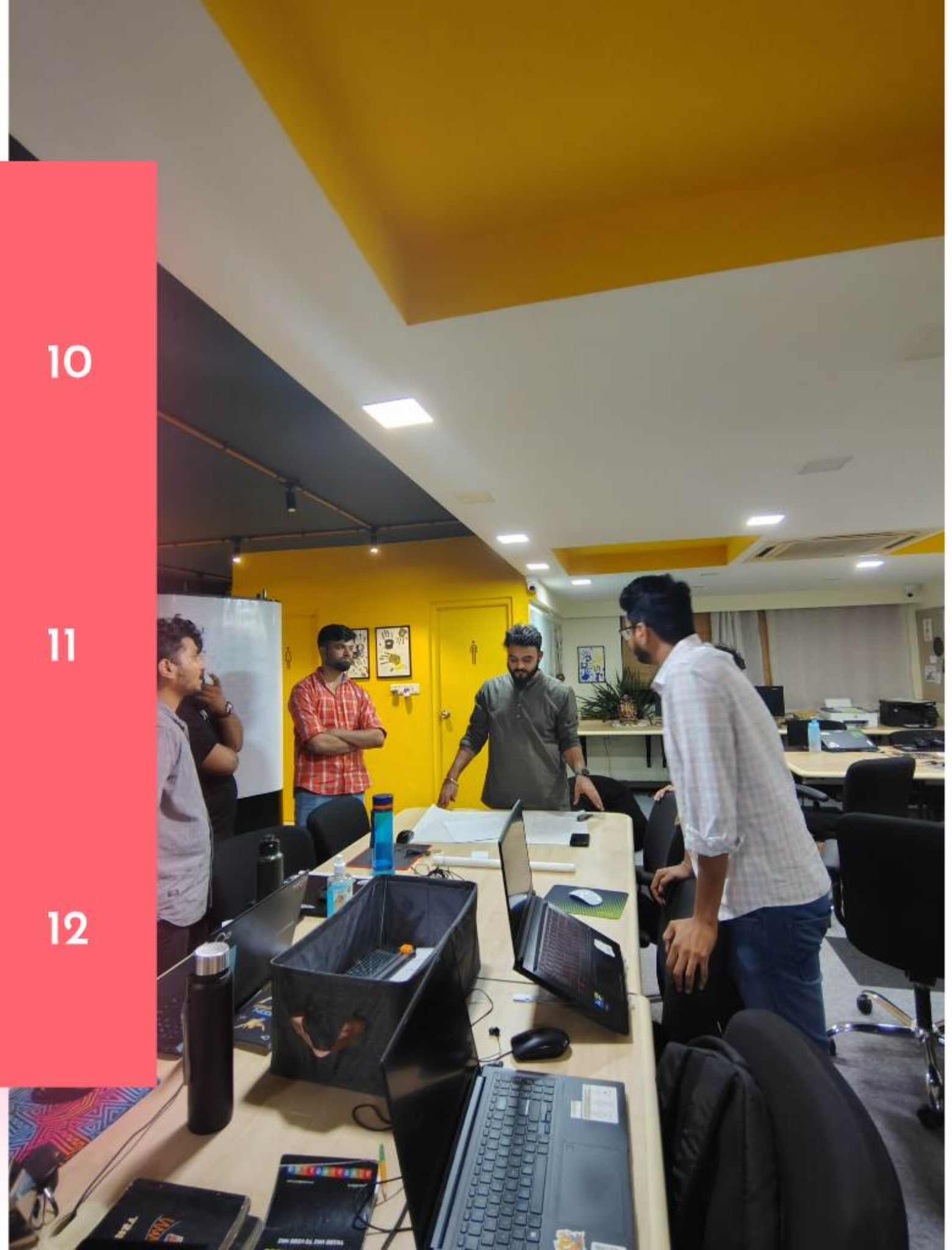
Design Management

Consistently improving workflows to maintain quality and relevance.

10

11

12



Trusted By Brands Across Sectors

Proud to shape digital narratives for global brands, as per industry dynamics.



Oil and Gas

Digitizing field operations and simplifying complex industrial workflows.



Aviation

Elevating airspace management with precision-driven digital experiences.



Fintech

Designing trust, clarity, and ease in every financial interaction.



Logistics & Telematics

Optimizing movement through intelligent, real-time visibility and design systems.



Civic Tech

Designing platforms that strengthen citizen engagement and public trust.



Wellness

Bringing empathy, calm, and balance to health and wellbeing journeys.



Infrastructure

Transforming large-scale development data into transparent, actionable insights.



E-Commerce

Turning digital stores into personalized, friction-free shopping experiences.

Our Clientele From Across The Globe

The logo for TAWAL, featuring the word "TAWAL" in a stylized, dark blue font with a small orange and yellow flame-like icon above the 'A'.The logo for PaynShip Global, featuring a stylized 'S' icon above the text "PaynShip Global" and the tagline "further . faster . safer" below it.The logo for DANGOTE, featuring a stylized eagle icon above the word "DANGOTE" in a bold, dark blue font.The logo for Quickbank, featuring a stylized 'Q' icon followed by the word "Quickbank" in a dark blue font.The logo for BEFM, featuring the letters "BEFM" in a bold, dark blue font with the tagline "Infinite Fusion" below it.The logo for Nateo, featuring the word "Nateo" in a bold, dark blue font with the tagline "Science for the goodness in our path" below it.The logo for VTS, featuring a stylized location pin icon followed by the letters "VTS" in a bold, dark blue font.The logo for Panasonic, featuring the word "Panasonic" in a bold, dark blue font.The logo for IFLUID, featuring the word "IFLUID" in a bold, dark red font.The logo for Clever, featuring a stylized 'C' icon followed by the word "Clever" in a bold, dark blue font.The logo for Standard Bank, featuring a stylized 'S' icon followed by the words "Standard Bank" in a dark blue font.The logo for Cisco, featuring a stylized 'C' icon followed by the word "CISCO" in a bold, dark blue font.The logo for BlackBerry, featuring a stylized 'B' icon followed by the word "BlackBerry" in a bold, dark blue font.

Selected Works That Scaled Brands

Take a closer look at the broader significance of SandCup solutions.



Airspace Management

We partnered with the **Nigerian Airspace Management Agency (NAMA)** to build their official flight planning app for seamless submission of scheduled and non-scheduled flight plans, and improved operational coordination.

Deliverables

UI/UX Design

Visual Design

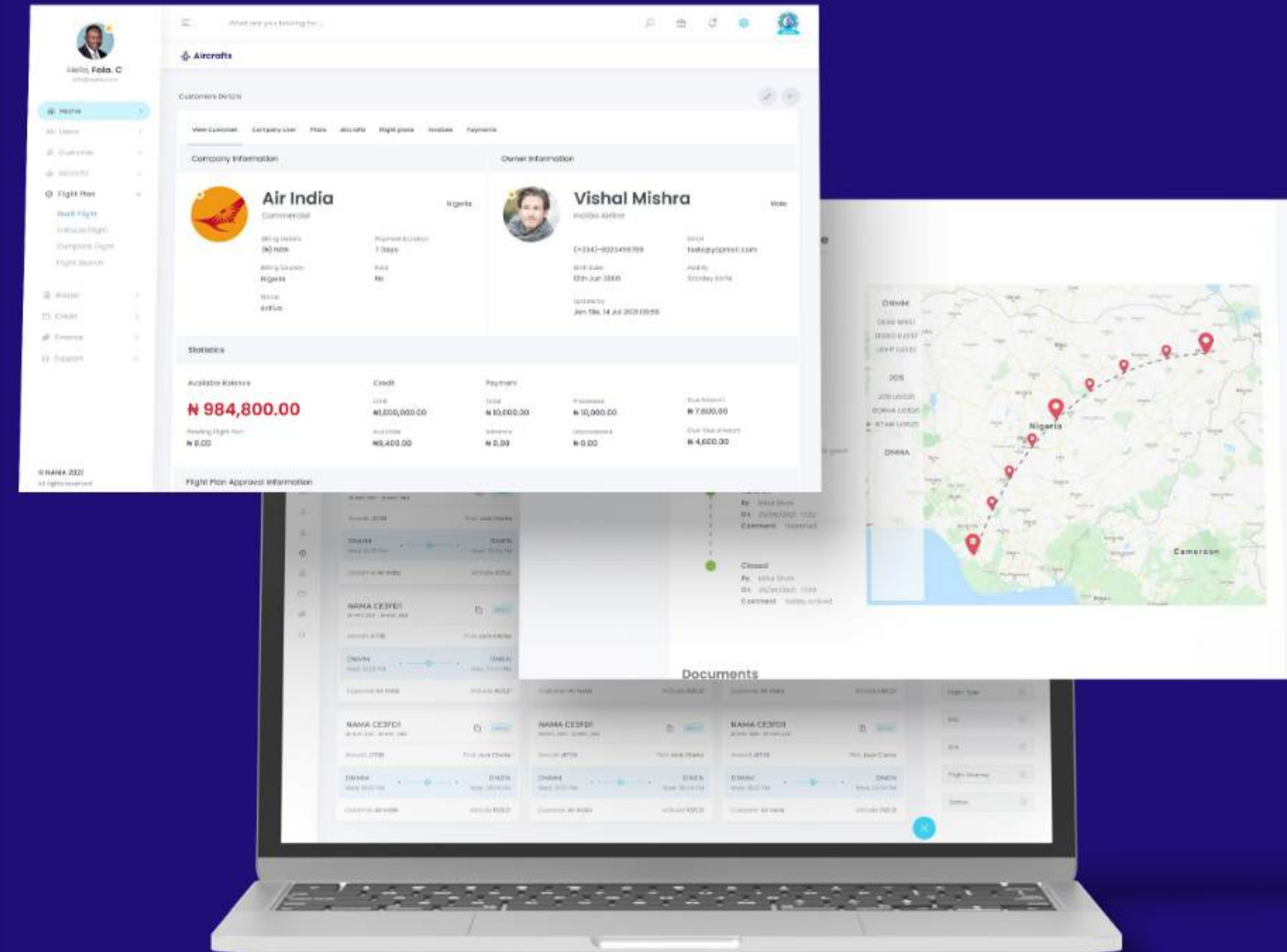
Prototyping

Scalable Impact

20% Faster Flight Plan Approvals

25% Fewer Operational Delays

15% Lower Clearance Costs



Multi-Site Fuel Management

We created an advanced operational model for iFluid, a multi-fuel inventory management software. Our work increased profitability by real-time fuel insights, and reduced manual errors with centralized planning.

Deliverables

UI/UX Design Visual Design Prototyping

Backend Application Business Strategy

Scalable Impact

40% Reduction in manual errors with centralized monitoring

37.3% Fewer emergency refuelling instances

30% Cost savings in inventory management





Fuel Logistics & Telematics

At SandCup, we designed a multilingual, accessible platform for Transporter that synchronizes fuel distribution logistics in Nigeria. Spanning over 100 meticulous screens, our telematics system solves critical challenges in the fuel and cargo sector.

Deliverables

UI/UX Design Visual Design Prototyping
Backend Application Business Strategy

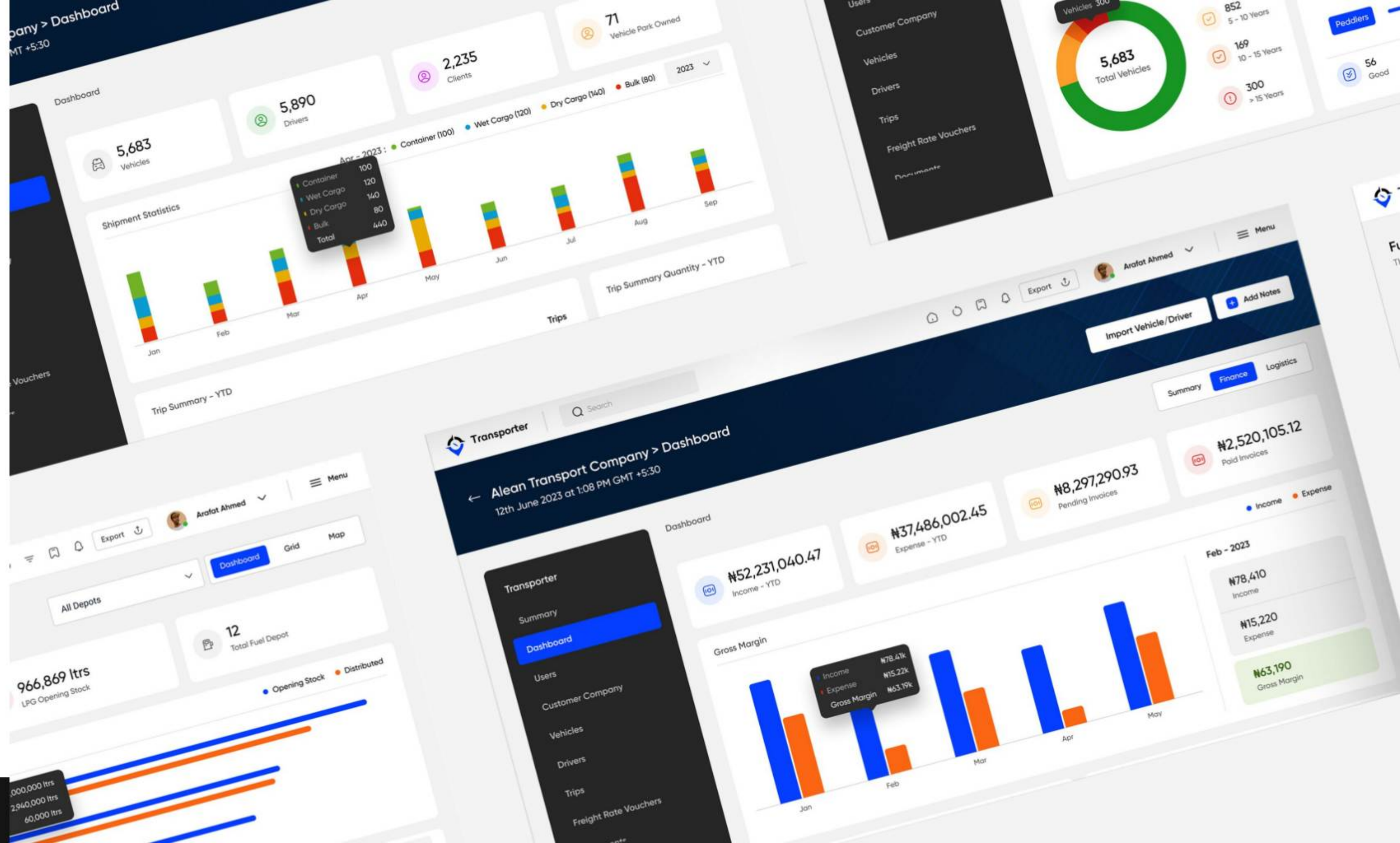
Scalable Impact

28% Less accident risk by enhanced route optimisation

30% Reduced risk of fuel theft

18% Save on administrative and fuel costs





Centralized Fintech Ecosystem

Our ideated and designed microfinance system, QuickBank, ensures accessible and convenient banking experiences across Nigeria. Since its recent launch, it has successfully generated \$1 billion in transactional value.

Deliverables

UI/UX Design

Visual Design

Prototyping

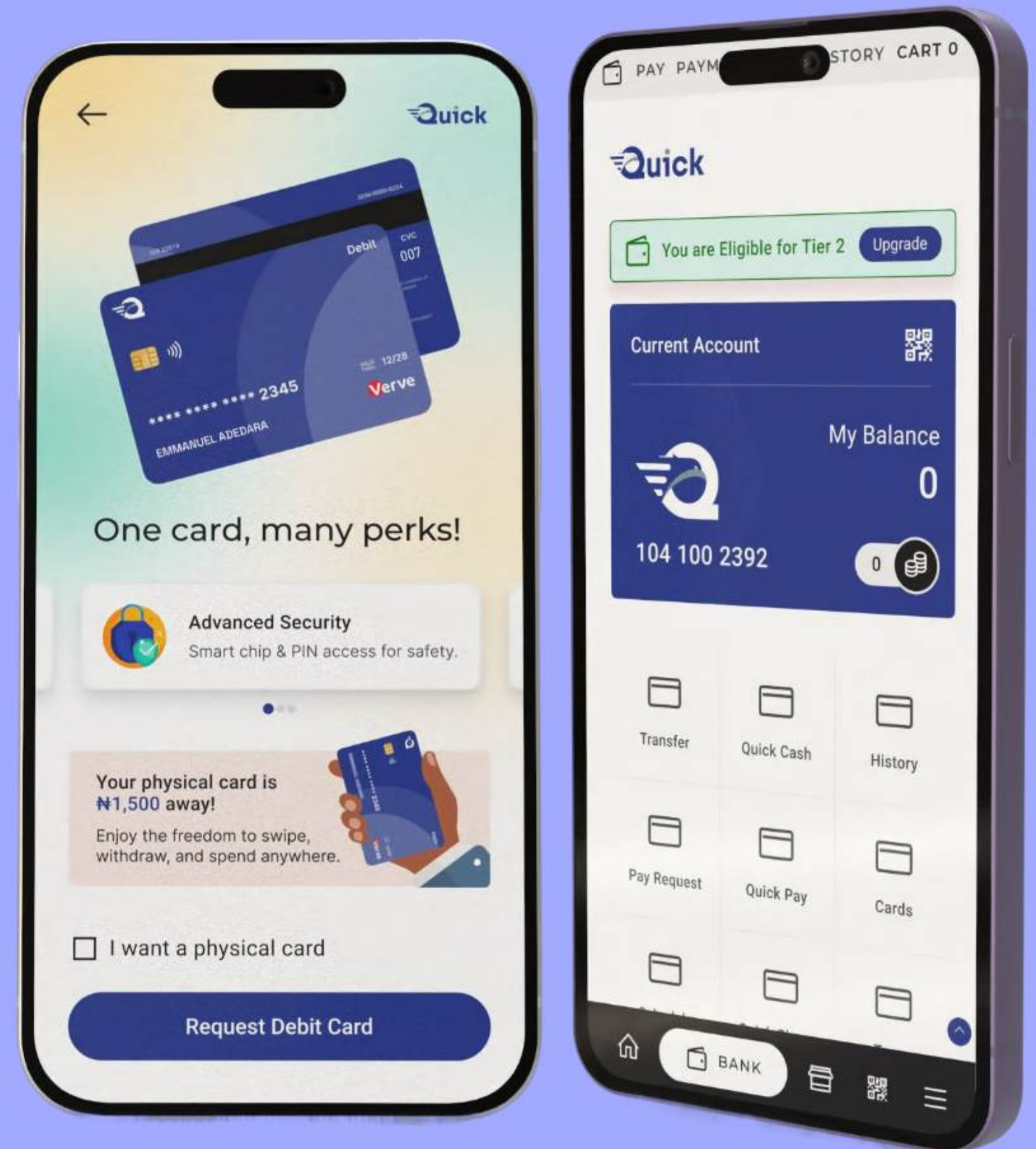
Business Strategy

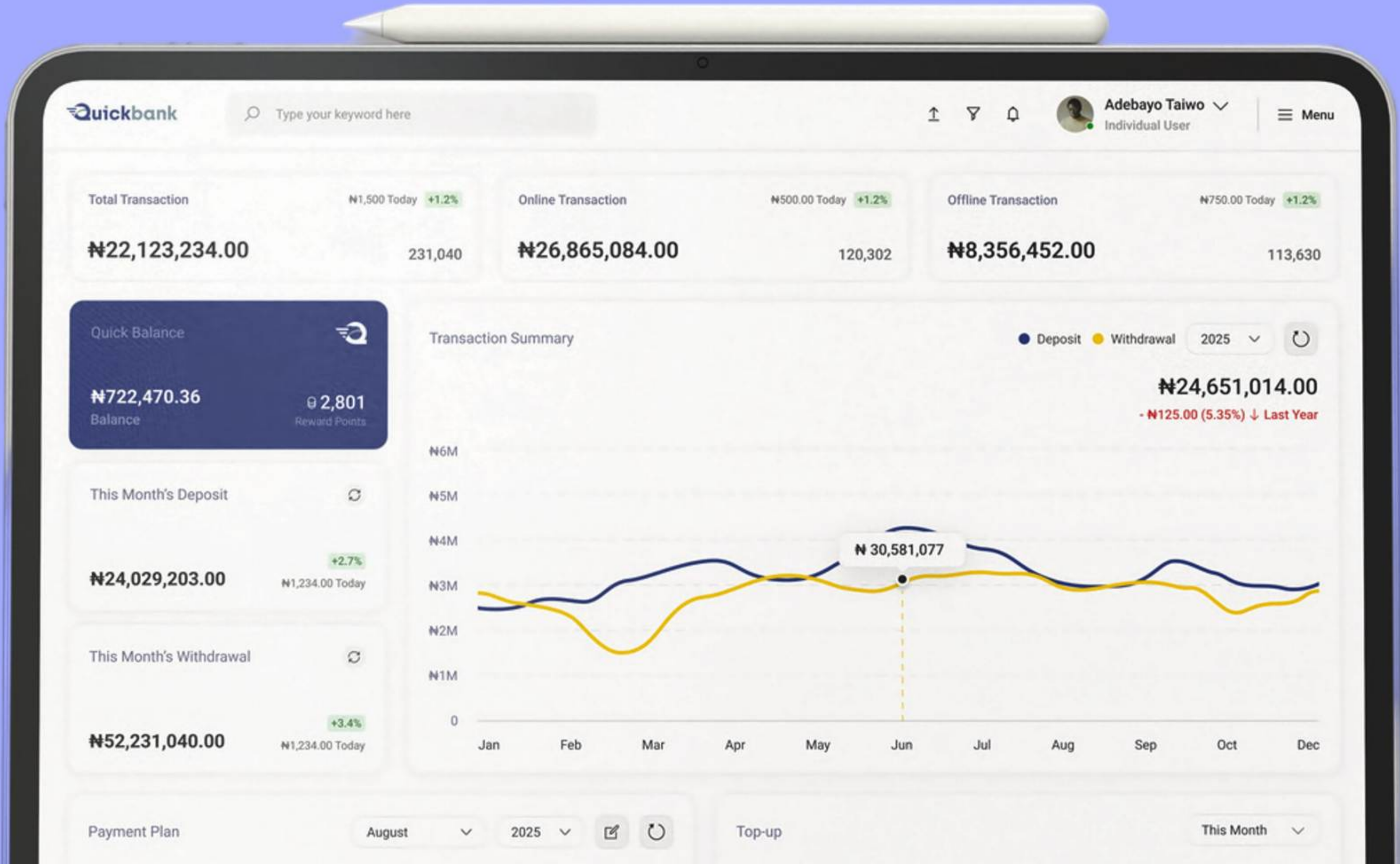
Scalable Impact

500k+ Customers Onboarded

80% Reduction in transaction costs

95% Customer Satisfaction Rate





The Mind That Shapes The Sand

”

I founded SandCup to give enterprises what they need; design that intersects with business strategy to serve the purpose.

We are textured like sand to be transformative. Swift, resilient, and adaptive, we align with your vision and requirements. Your success is our end delivery.

Pramod Sinha

Co-Founder of SandCup Design | Founder of Sandskriti



The Spirited Force Behind SandCup

Meet Sanddunes, a passionate team creating meaningfully.





CULTURE
that drives
the vision



Our Core Values

Creating with conscience and care



01

Embrace the Inclusivity

Treating everyone equally, irrespective of gender and social status



02

Listen with Integrity

Staying true to ourselves and guided by our moral principles



03

Redefining the Norm

Going beyond the standard to create the unconventional



04

Ignite a Change

Amplifying design's voice as a force for global transformation



05

Care with Compassion

Nurturing meaningful connections
with people and surroundings



06

Believe the Intuition

Trusting our inner voice for
exceptional outcomes



07

Live in Transcendence

Building our own creative realm and
leading it purposefully.



SandCup's Design Community

Sandskriti: Creating a Culture of Creativity

The Sandskriti Design Community is a collaborative platform uniting young designers across India and Africa, fostering cultural fusion and innovation through shared learning and creative growth.



8K+
Designers

45+
Mentors



SANDSKRITI

Rooted in culture, rapidly expanding across the globe with impactful initiatives



Design Evaluation

A first-of-its-kind evaluation, Design Quotient(DQ) helps designers to measure and grow their potential.



Design Podcast

Design Ki Baatein is a podcast bringing design legends together for ideas and insights.



Designers' Meetups

Creative gatherings where designers from all walks of life network, learn, and make lasting connections.





Online Workshops

Sanskriti has hosted several online workshops led by community mentors, covering topics from accessibility to futuristic design



Virtual Designathon

Vibe(X) Designathon is a pan-India tournament that brought designers together to tackle real-world challenges and compete at the highest level.



Government Co-Creation

Sanskriti has collaborated with government bodies for socio-cultural events, including the Rath Yatra festival, where we paired with the Gujarat Police Crime Branch.



Sand Saga are the true tales of SandCup Design Studio, through which we aim to showcase our unique work culture.

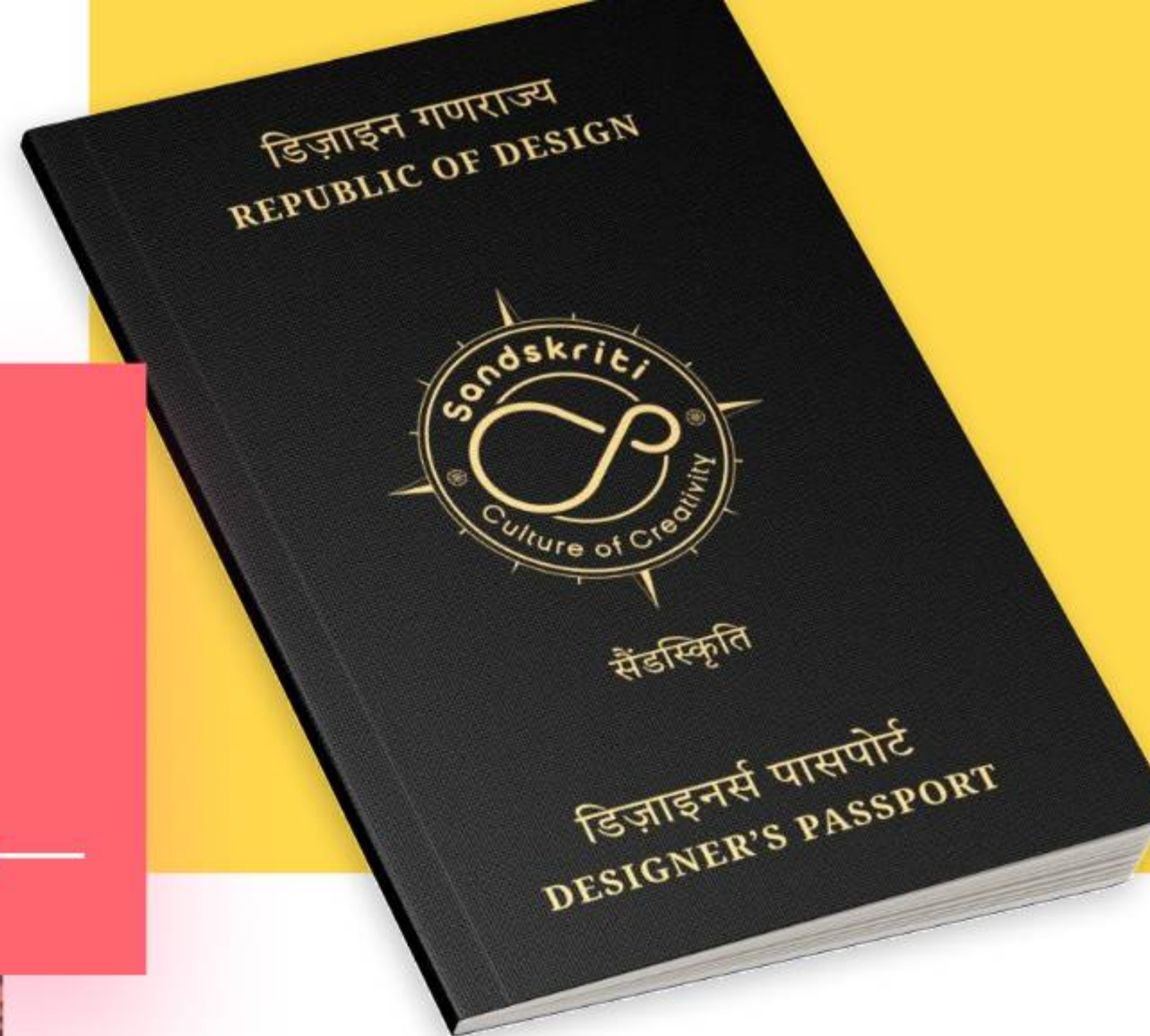
These are the stories that unveil the truth, the stories that are a combination of drama, comedy, fun, and a bit of thrill.



SAND SAGA

The Republic of Design

Powered by Sandskriti, the Republic of Design is a virtual country for designers where they feel belonged, and gain realistic industry-oriented insights.




Designer's Passport

The Designer's Passport is your personalized gateway to the Republic (community initiatives), a unique symbol of your design journey and identity. With NFC tap access, it showcases your profile and portfolio, while expert stamps and mentor collectibles document your community experience.

Let's join forces to create the uncreated!

 Ahmedabad, India

 Lagos, Nigeria

Get in touch

connect@sandcupstudio.com

+91 777 884 884 7



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WWW.SANDCUPSTUDIO.COM