

Designing Experiences. Building Solutions.

We help businesses grow through design innovation, intuitive interfaces, and powerful technology.

SoraAX ∞ UX/UI Design & Software Studio

Who We Are

We're a multidisciplinary design and development studio focused on creating digital experiences that connect brands with their audiences.

Our expertise combines user-centric design and modern engineering, helping startups and enterprises bring ideas to life beautifully and efficiently.

Services:

- UX/UI Design
- Web & Mobile App Development
- Branding & Logo Design
- Product Strategy & Consultation

Our Process

Discover & Research

Understanding your users, goals, and product vision.

Design & Prototype

Crafting experiences that delight and perform.

Develop & Deliver

Turning ideas into scalable, high-performing solutions.

Launch & Support

Continuous improvement and long-term partnership.

Website Design Projects

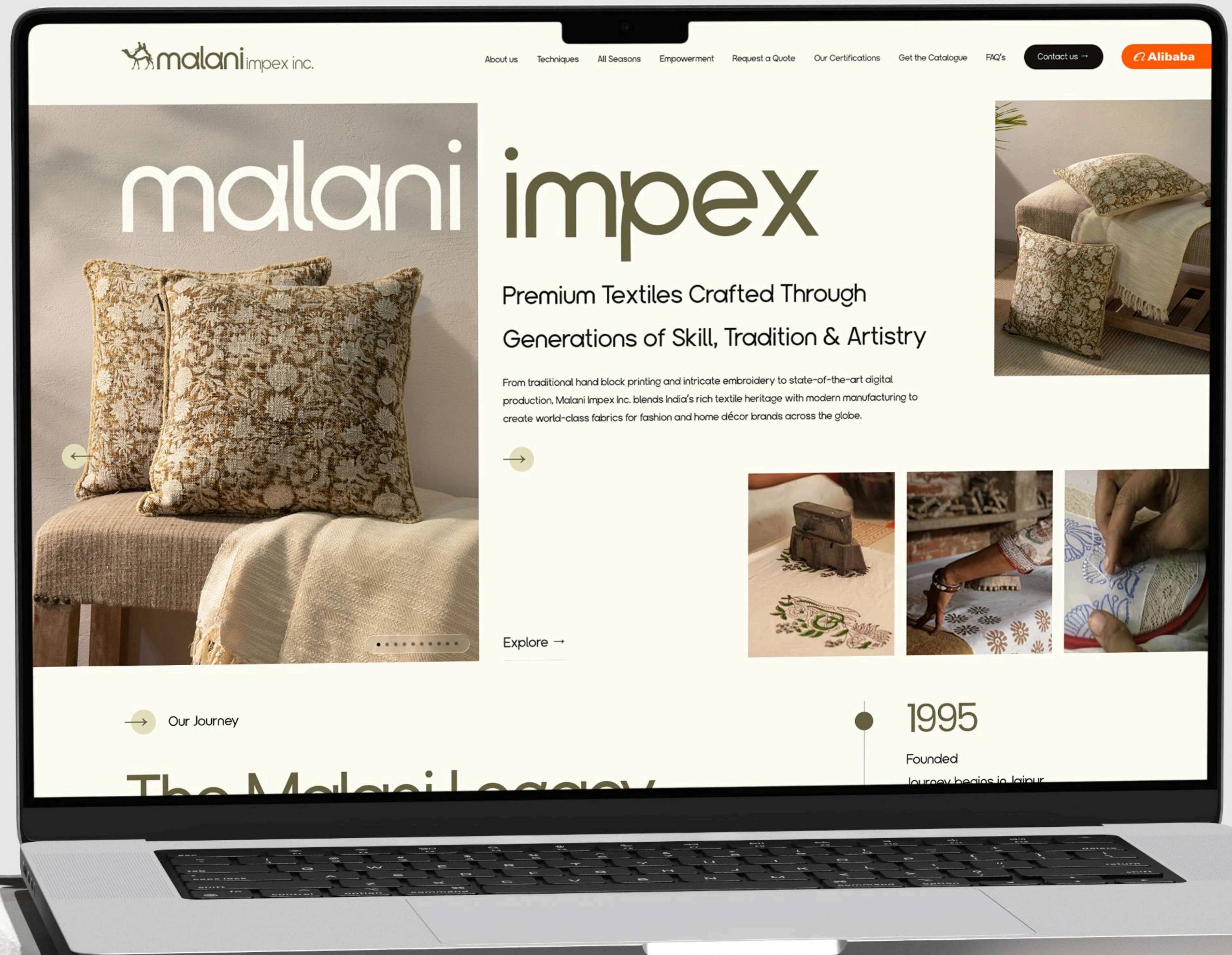
We design websites that look stunning, feel intuitive, and drive measurable results. Every site is built with clarity, conversion, and creativity in mind.

Malani Impex – B2B Web

Traditional B2B textile business lacked an online presence for global buyers.

SoraAX designed a modern, conversion-optimized B2B website with product categorization, easy inquiries, and an elegant textile aesthetic.

Enhanced international visibility and a 45% increase in online leads.

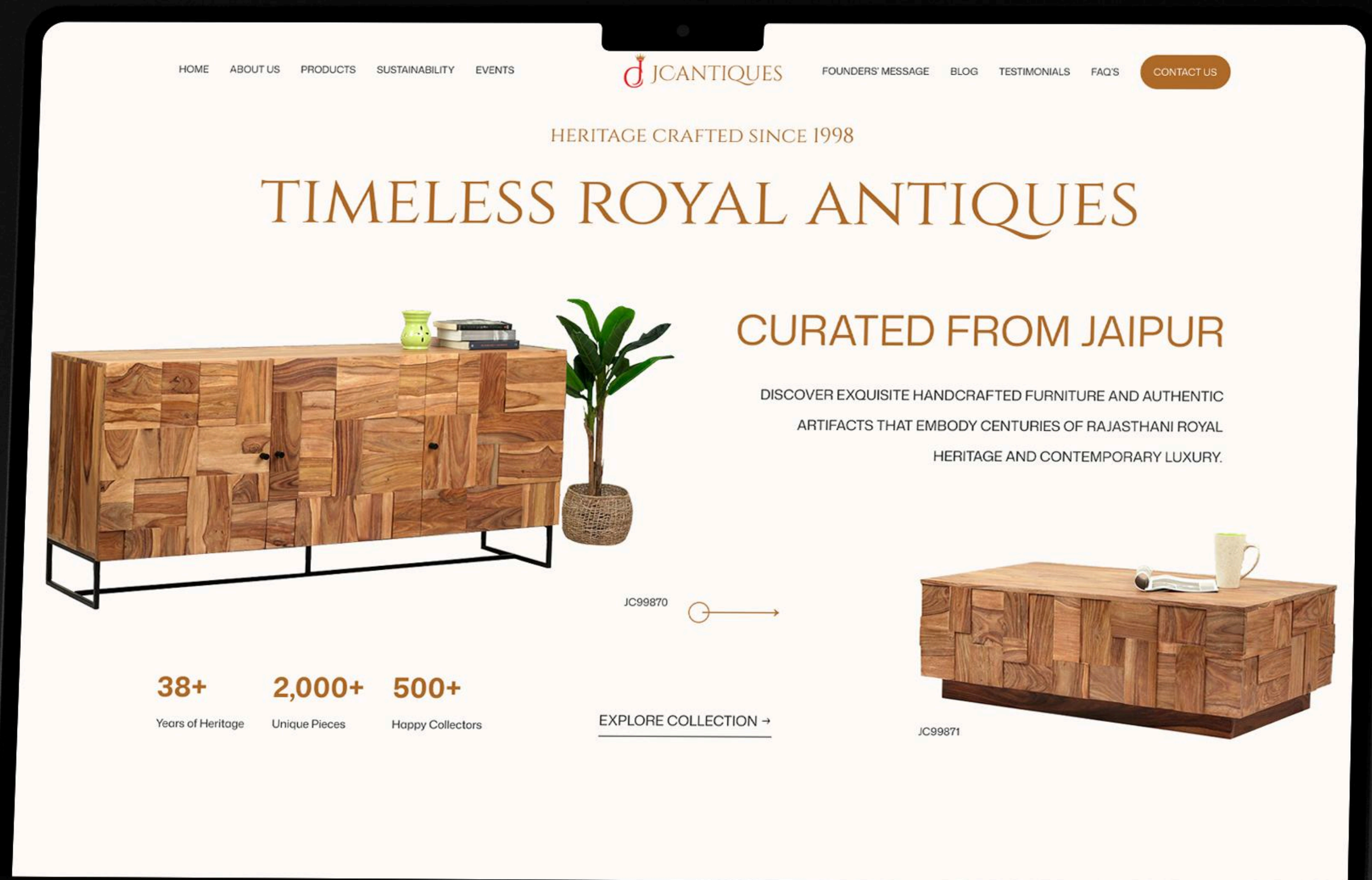


JC Antiques – B2B Web

The client needed a sophisticated online catalog that matched their heritage brand.

We created a timeless UI design balancing luxury with usability, integrating storytelling visuals, and seamless product browsing.

60% longer average user sessions and improved client trust through elegant design.



Audiotone – B2B Web

The automotive audio company wanted a futuristic online identity.

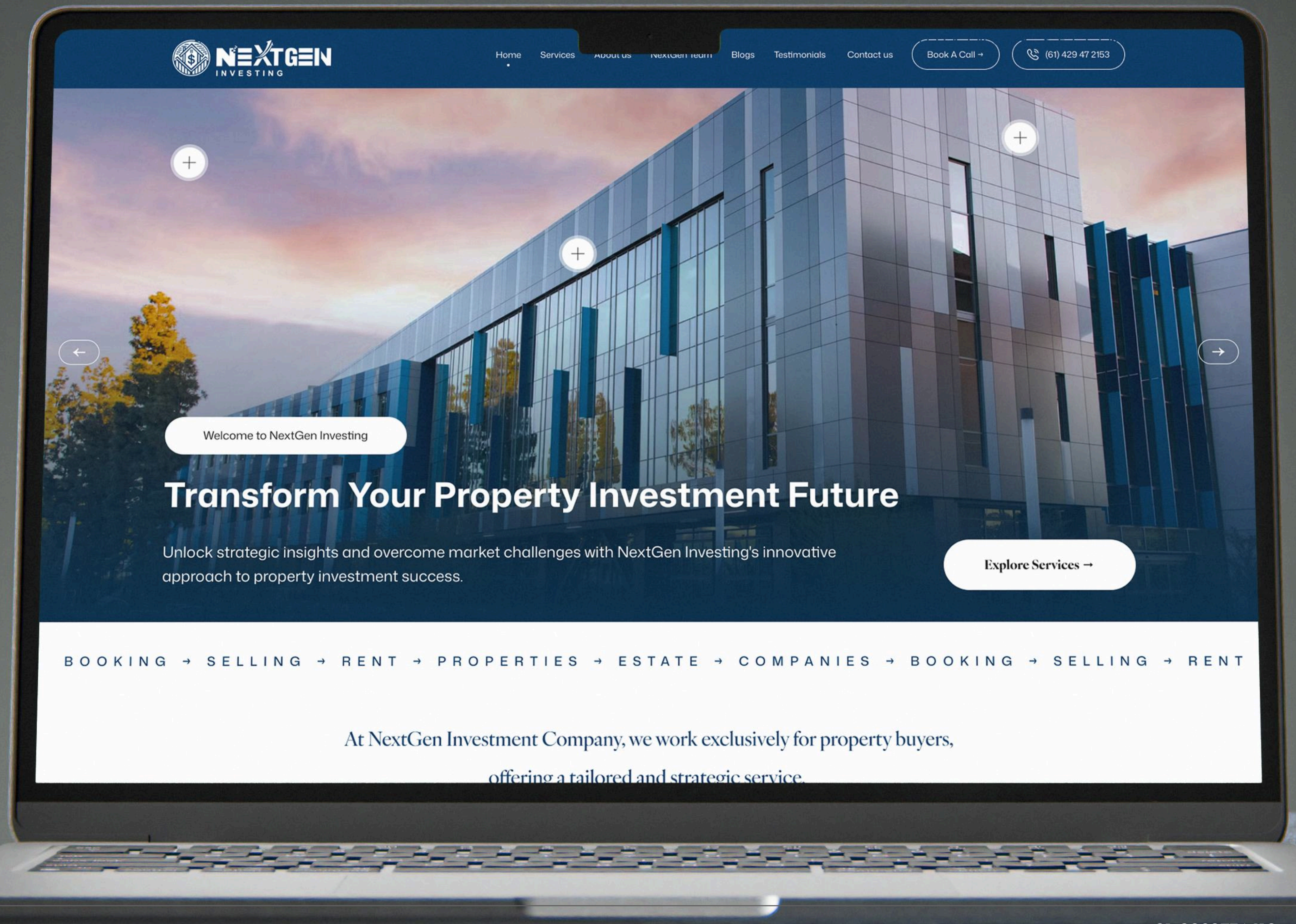
Designed a bold, high-contrast UI emphasizing product precision, immersive visuals, and high-performance vibes.

Improved engagement with dealers and brand perception as an industry innovator.



NextGen Investment

Outdated real-estate investment website with poor UX and unclear communication. SoraAX reimagined the corporate interface with trust-building visuals, intuitive structure, and streamlined inquiry flows. 35% increase in investor inquiries and improved credibility with modern audiences.



Finavenue

Mutual Fund Admin

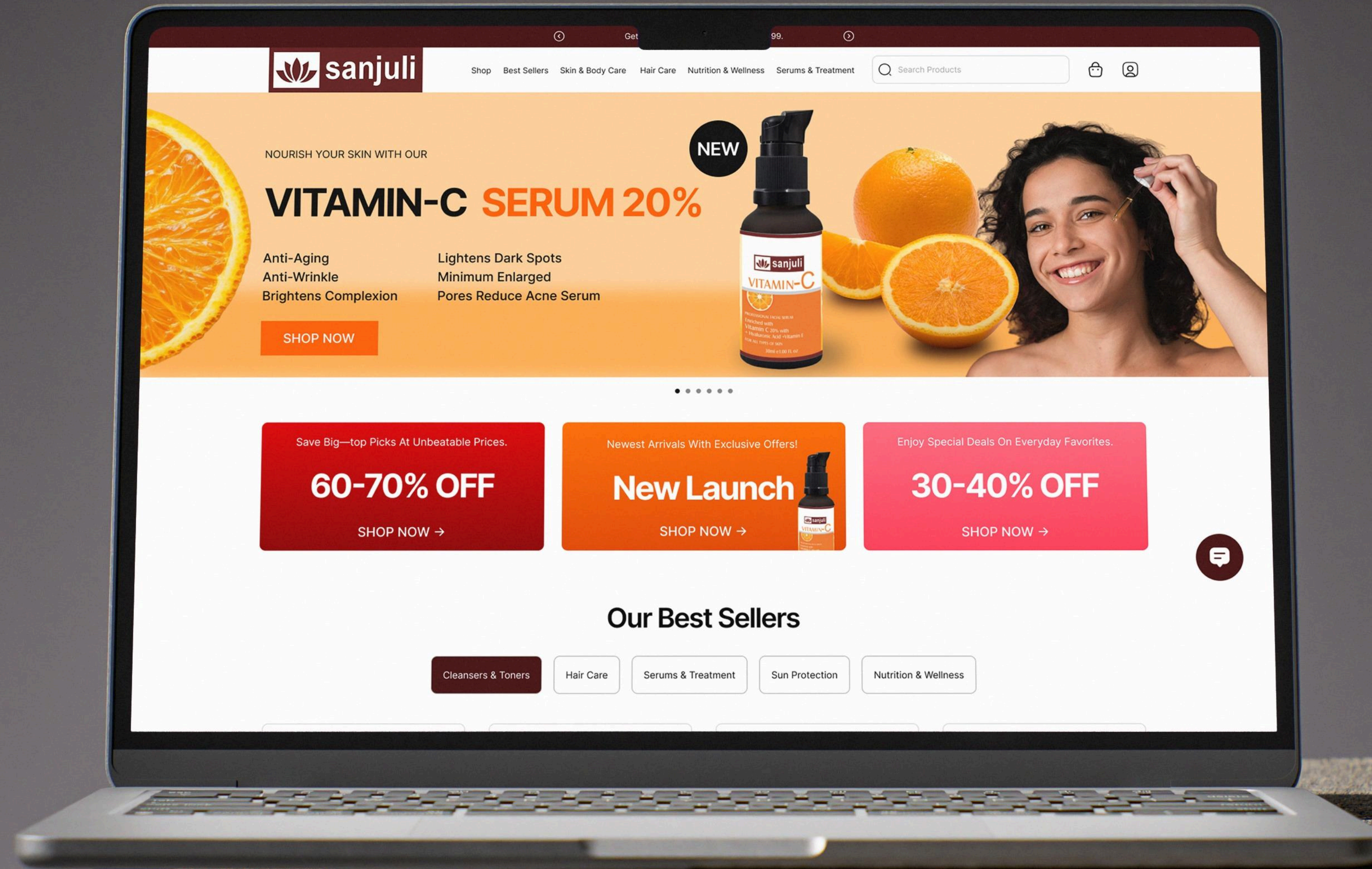
We designed the FinAvenue Mutual Fund Admin Platform to help investors and distributors efficiently manage portfolios, track investment histories, and access advanced financial management features all in one intuitive dashboard.



Sanjuli

E-Commerce B2C

I recently redesigned Sanjuli, a skincare and wellness e-commerce platform, with the goal of creating a modern, user-centric shopping experience.



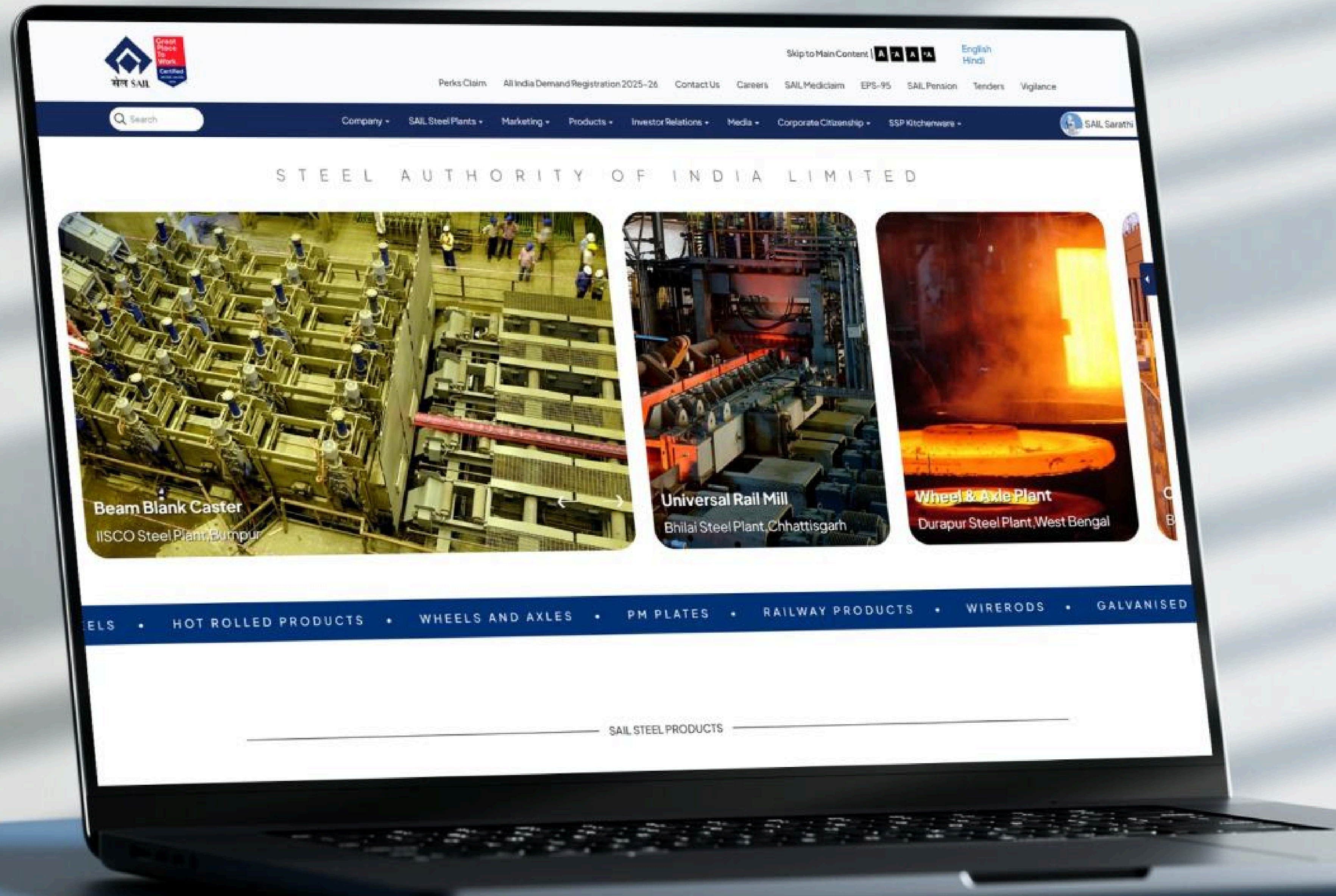
Indian Navy

The redesign significantly boosted user engagement and content discoverability, creating a more dignified and seamless digital experience that reflects the prestige and discipline of the Indian Navy.



SAIL – Steel Authority of India Limited

The new site enhanced stakeholder engagement, brought public and internal documents into the open, and established a modern, authoritative online presence that reflects the national status of SAIL.

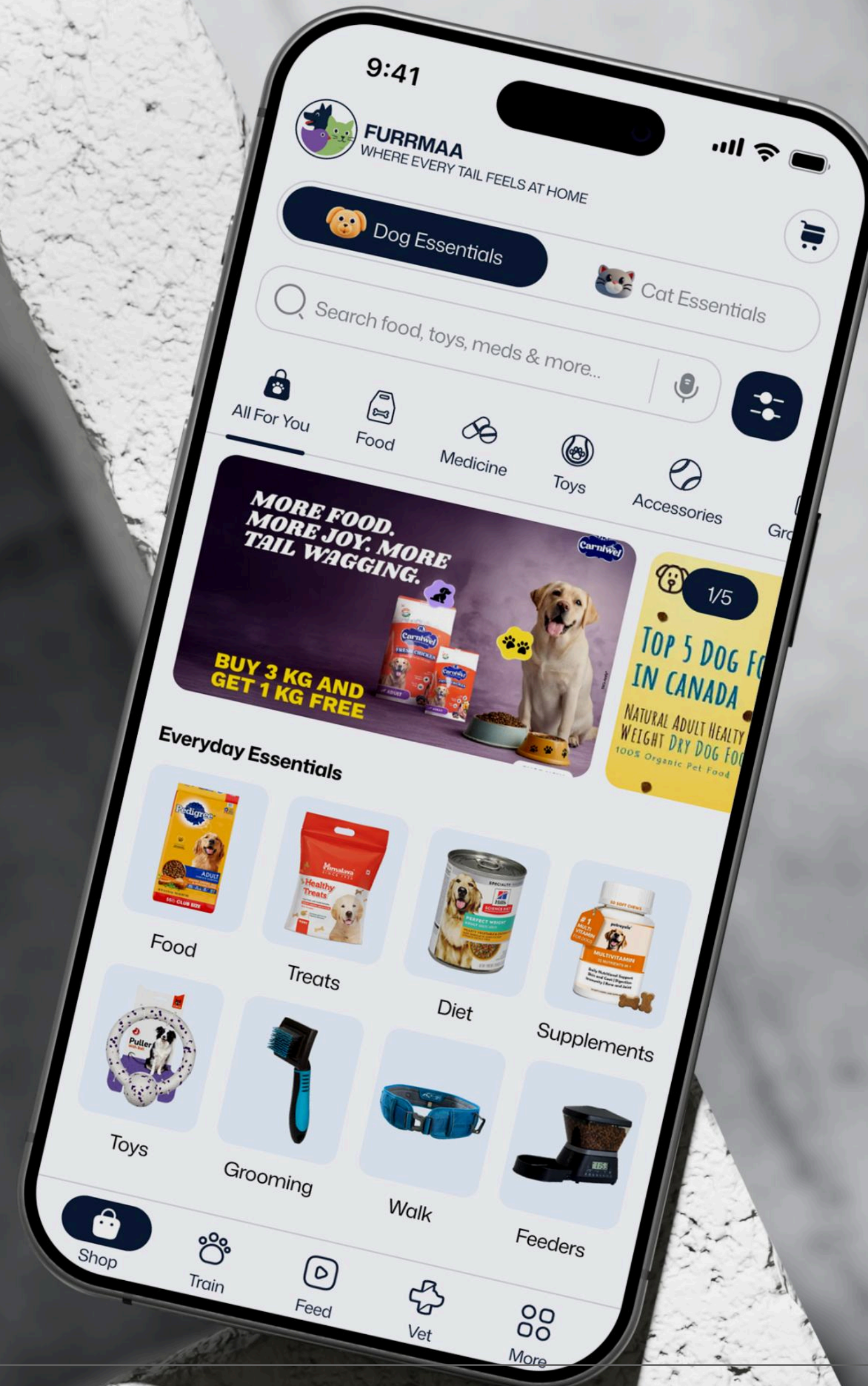


Mobile App Projects

We craft human-centered mobile experiences that blend functionality with visual delight. From MVPs to enterprise-scale apps, we design and build with scalability and performance in mind.

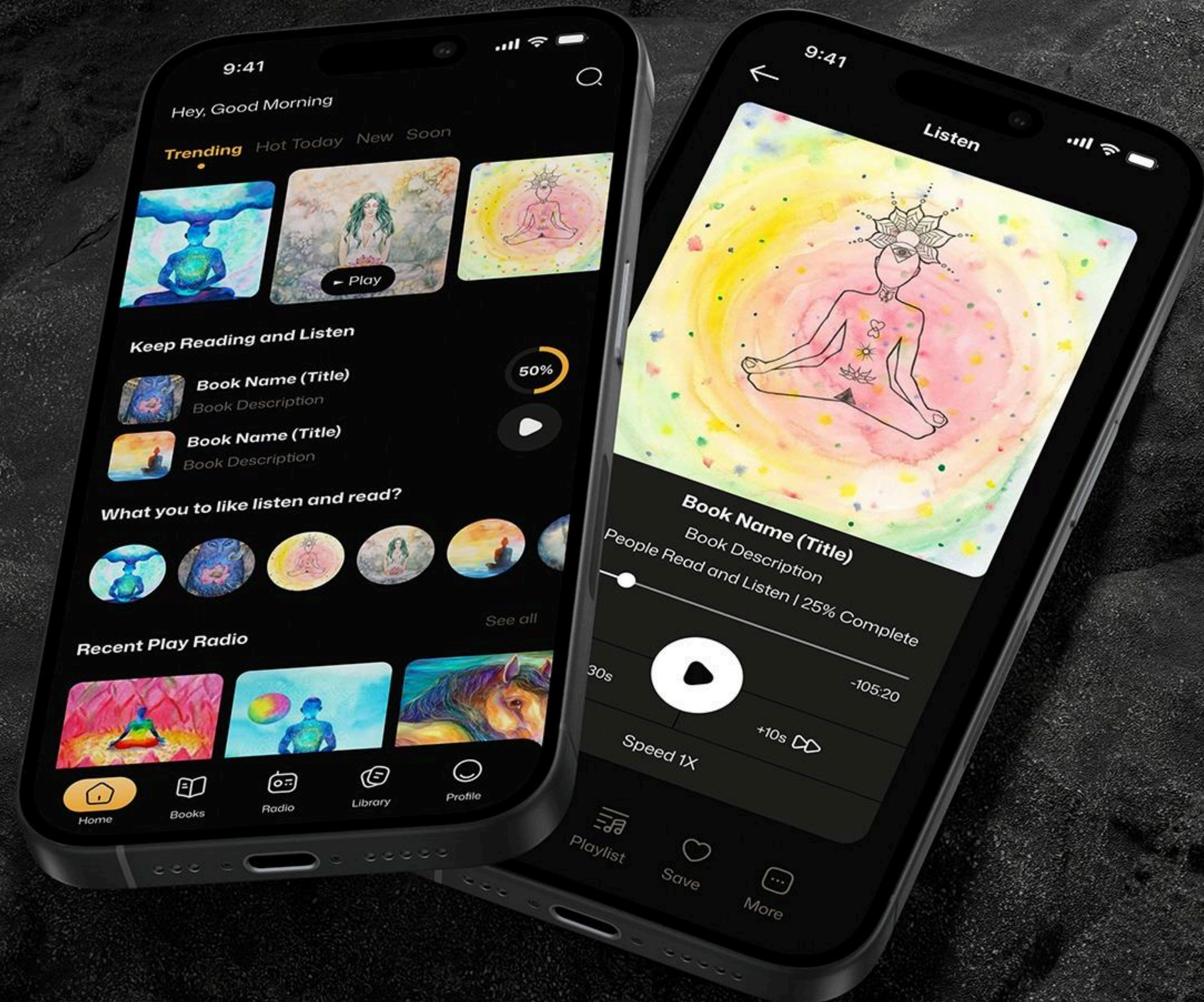
Pet Shopping & Training

Furmaa a comprehensive Pet Care App featuring online pet product shopping, vet appointment booking, pet training services, and engaging video feed/reel options to build a connected pet community.



Audiobook With Live Radio

Experience stories your way an Audio Book and Live Radio App with flexible reading and listening modes designed for every kind of reader.



Airlearn

A Gamified Wellness Journey

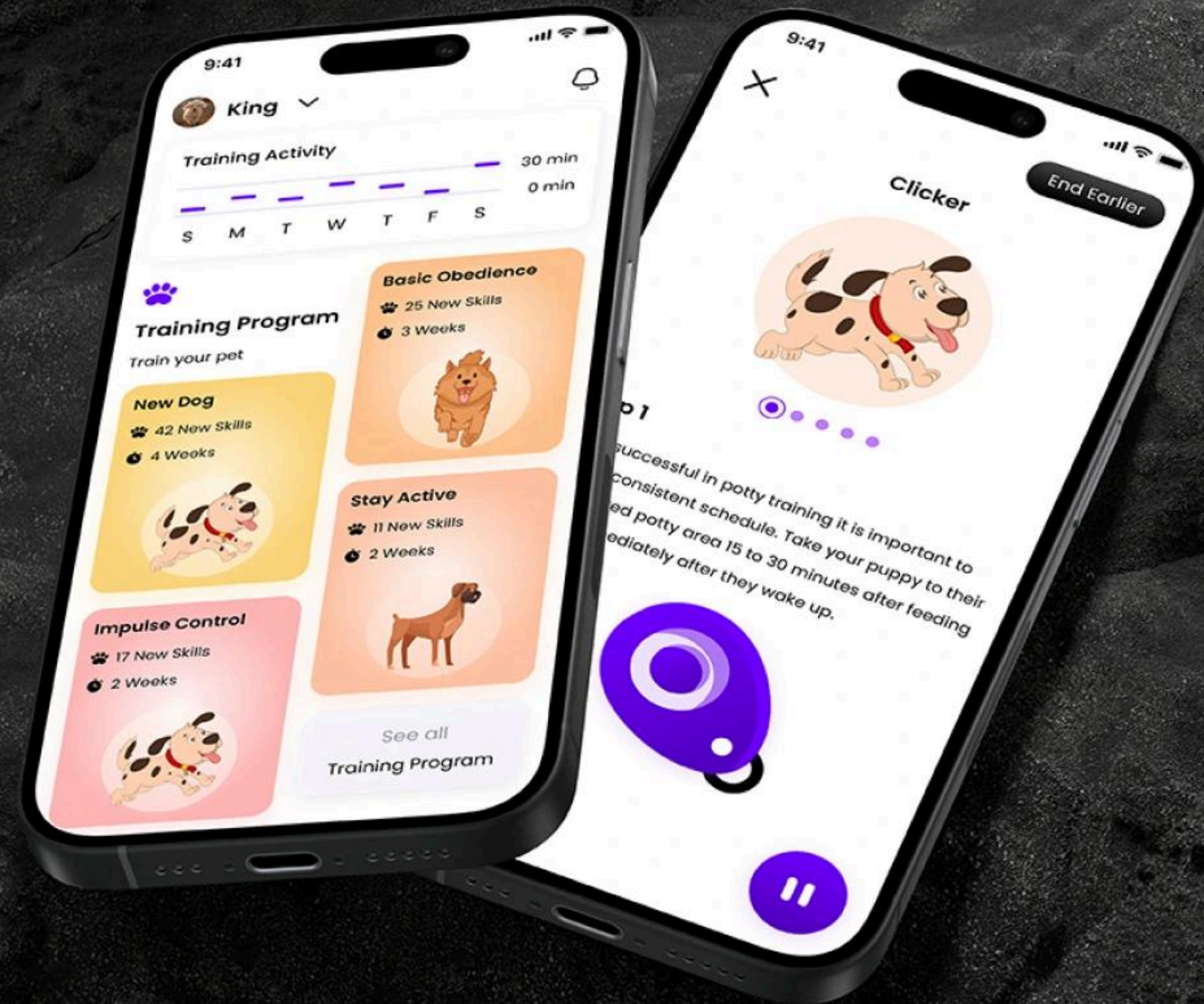
My Journey (180-Day Game Map)

Visually designed as a level-based journey, similar to a game map, from Start (Day 1) to End (Day 180). Each node represents a day's progress: Green: Completed, Red: Missed, and Yellow: In Progress. This visual format builds user anticipation and satisfaction, a strong dopamine loop like Duolingo or Candy Crush.



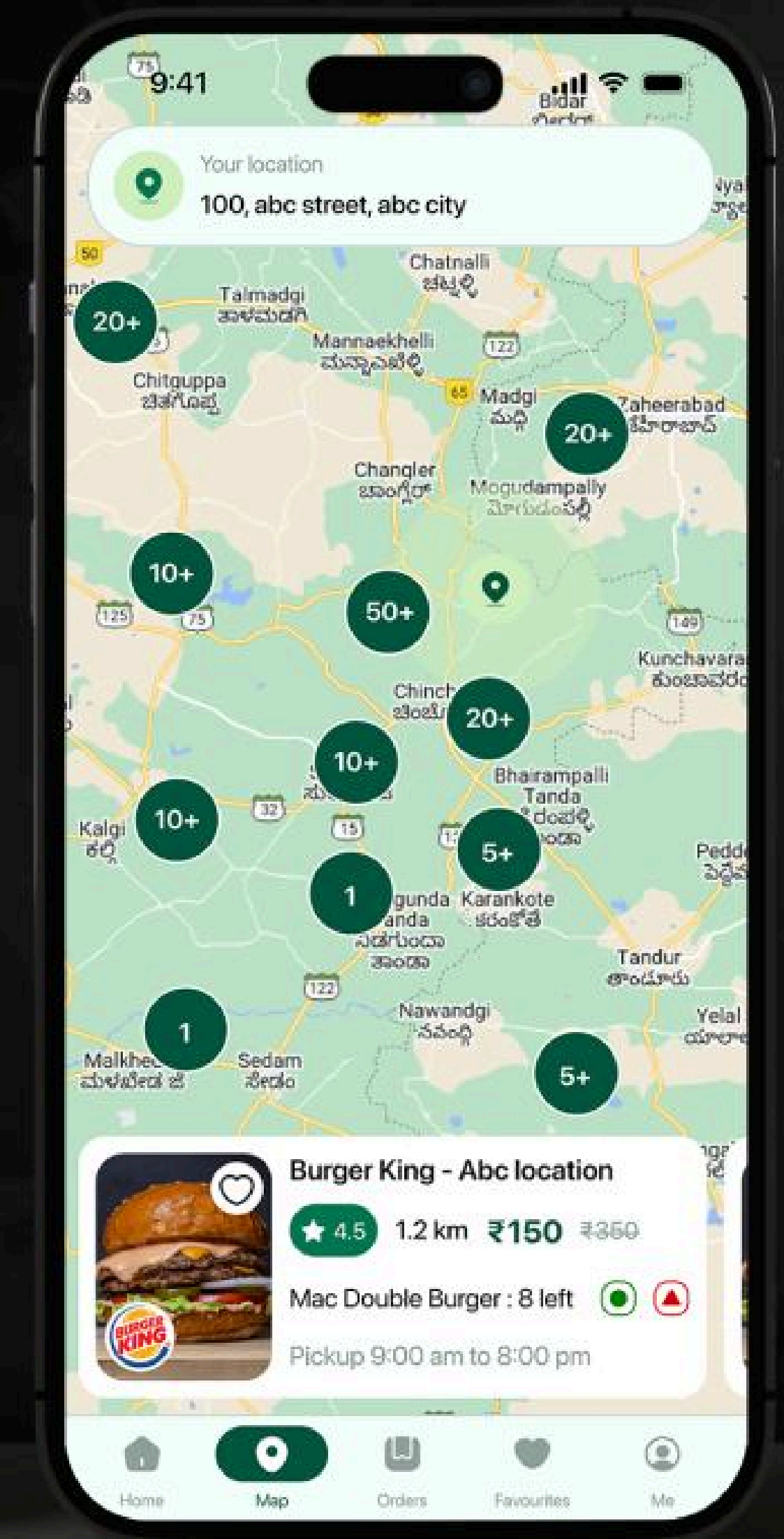
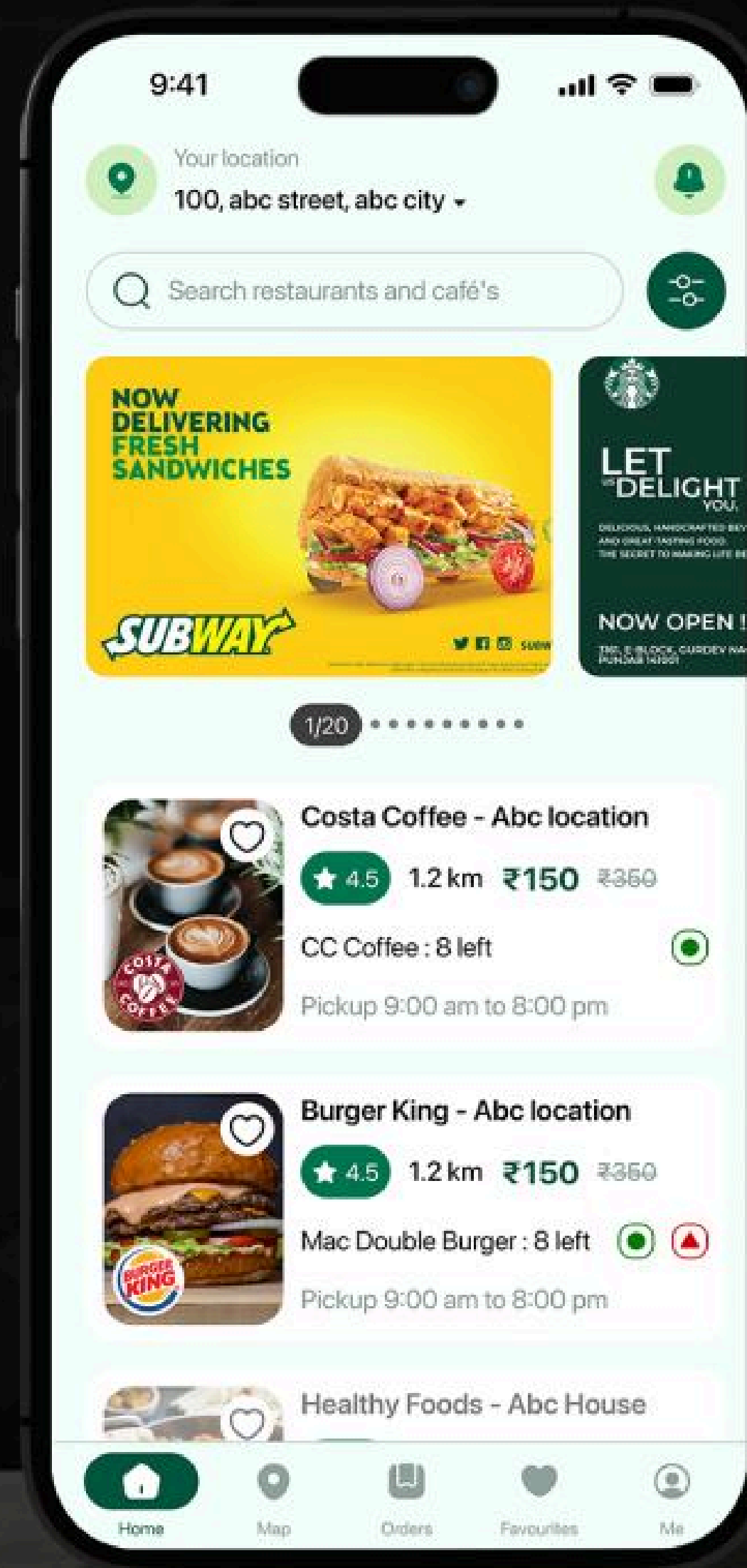
Hoofzy – Pet Training & Care App

The redesign led to increased daily engagement, higher user retention, and a more intuitive, emotionally satisfying experience that helped pet owners stay consistent in their care and training routines.



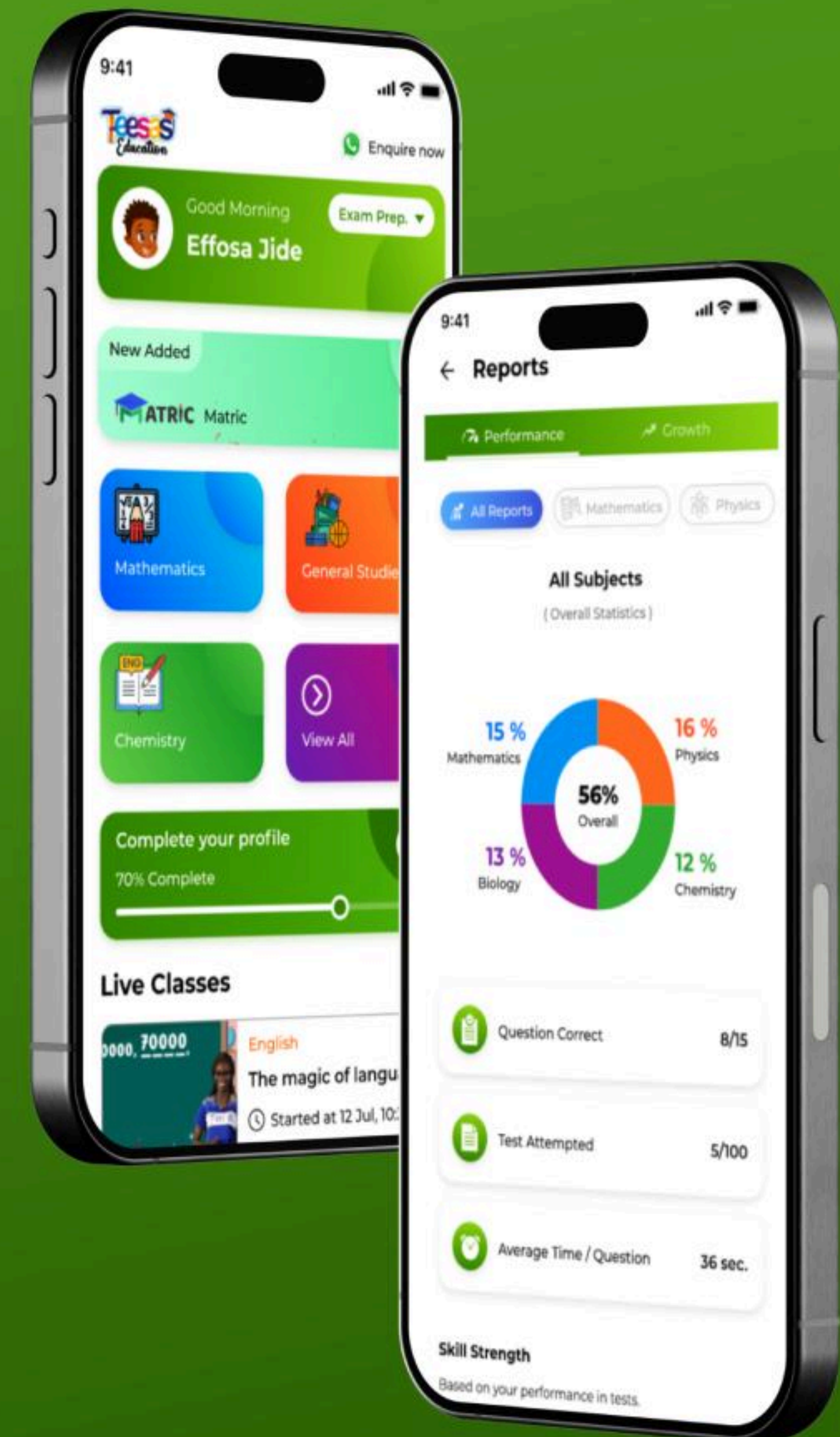
Good To Grab

The redesign empowered users to take mindful action, leading to a growing community that actively reduces food waste—while boosting app adoption, repeat usage, and vendor engagement.



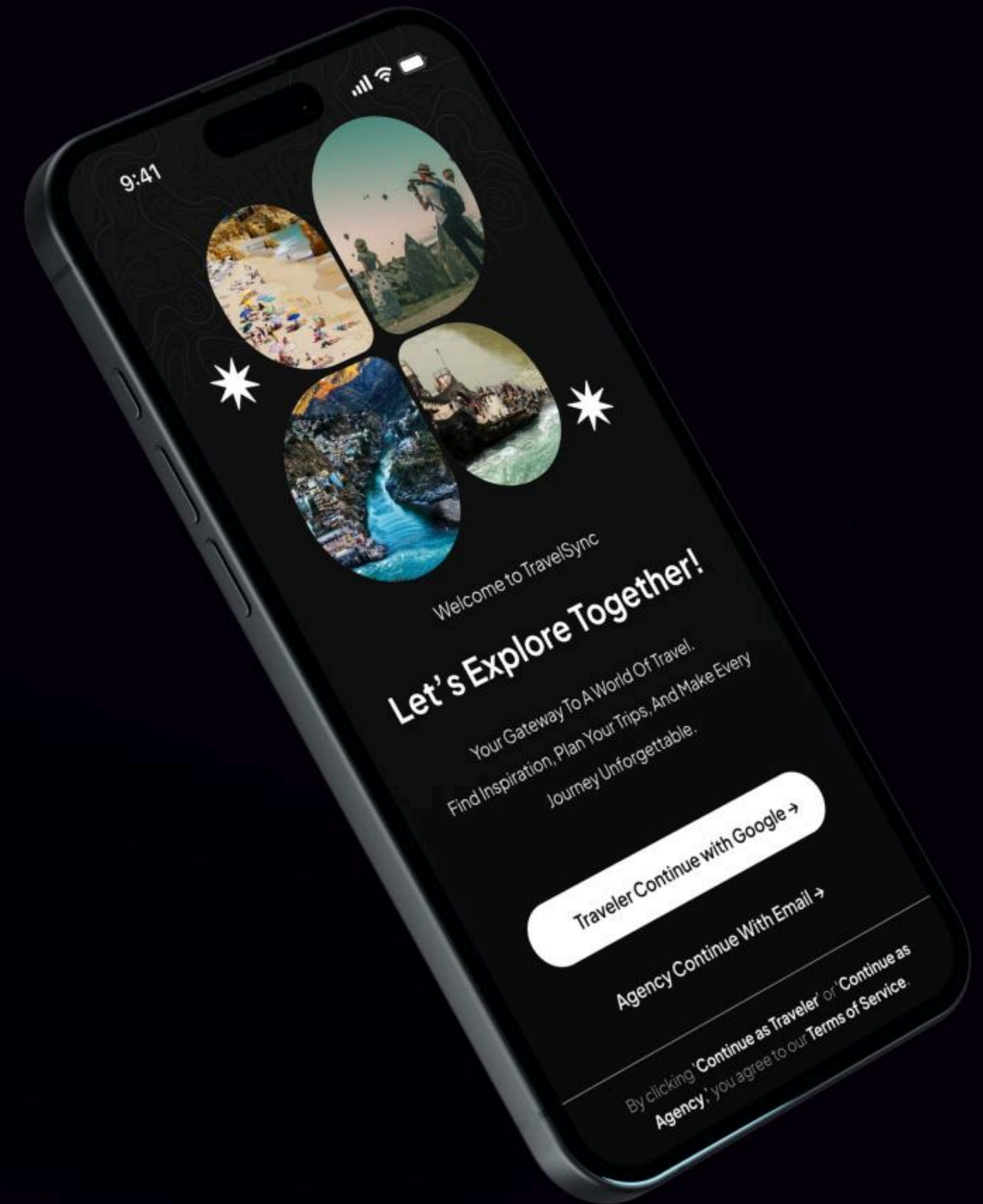
TeeSas Education

The gamified design led to a sharp rise in learner retention, better content accessibility across age groups, and a more delightful, intuitive educational journey transforming TeeSas into a more competitive and engaging edtech product.



Travelsync

The redesign led to improved booking conversions, reduced user friction, and increased satisfaction turning planning into an enjoyable and confidence-driven part of the travel journey.



Logo & Branding

Your brand starts with a story and we tell it visually.
We create logos, brand identities, and design systems
that capture who you are and make you unforgettable.

Strata Hire – AI Interview

The logo is designed as a geometric, layered structure that represents the complete hiring intelligence journey from surface-level information to deeper insights and final truth. Inspired by Old Italic Latin letterforms, the S and H are thoughtfully merged into a single monogram icon. This fusion symbolizes structure, clarity, and the intelligent flow of data that defines Strata Hire's approach to modern hiring



MSG Hotels & Resorts

A classic emblem mark reflecting heritage and luxury,
with rich color psychology.

Elevated brand identity and consistency across print
and digital media.



Daabu Logo Redesign

Brand Essence:

Focus on Indian ethnic women's wear (sarees, suits, lehengas) with authentic Jaipur handmade Dabu block printing.

Meaning of Daabu:

"Daabu" in Hindi means nature, which inspired the natural and cultural elements in the logo.

Symbolism:

The peacock, India's national bird, symbolizes beauty, pride, and nature, reflecting the grace of Indian textiles and artisanship



The Story of the Redesign

The original Attio logo was sleek but static, representing stability and clarity.

As Attio evolved into an AI-native CRM flexible, intelligent, and user-centric the need arose for a visual identity that reflected this transformation.



Let's Collaborate

We help brands grow smarter, faster, and more beautifully.

Let's turn your vision into a living, interactive experience.

SoraAX Design∞

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