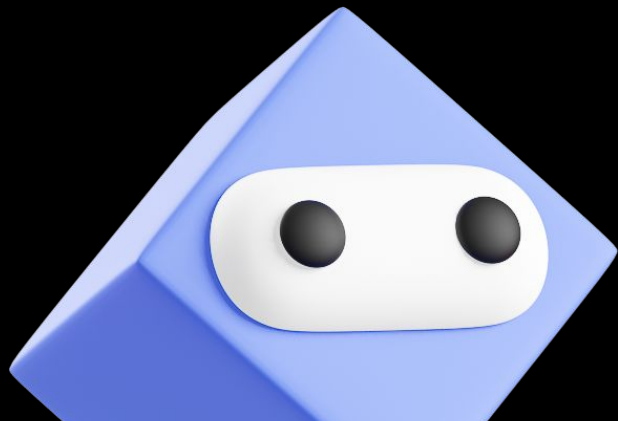


coco

**We are
digital
artisans.**





We believe the most valuable brands are built where human insight, design excellence, and technology meet. Our vision is to empower ambitious companies to accelerate growth through purposeful brand systems and high-performing digital products that people genuinely love to use.



You dream big, we make it happen.

COCO is a senior product and brand design studio with 20+ years of cross-industry experience. We act as an extension of your leadership team—translating complex business goals into clear brand narratives, scalable design systems, and intuitive digital products.

#Years Active

+20

Managing partners

Matías Ross

Juan Manuel Claver

Address

Del Libertador Ave. 6810
3A CABA / Argentina

Website

www.cocoweb.tv

Why clients choose us:

- **Business Impact:** Every engagement ties design decisions to measurable outcomes—acquisition, activation, retention, and revenue.
- **User-Centered Rigor:** Research-driven frameworks reduce risk and inform confident strategic choices.
- **High-Touch Partnership:** Transparent workflow, rapid iteration, and executive-level communication.





The artisans.

Matías Ross

CEO

Juan M. Claver

COO

Juan M. Fernandez L.

Growth Strategist

Victoria Ciordia

Design Manager

Camila Maggio

Project Manager

Josefina Ciordia

UX-UI Senior Designer

Nicolás Bernacchia

Visual Designer / Branding

Natalia Lopez Guerra

UX-UI / Visual Designer

Agustin Viskatis

Visual Designer / Print

Cecilia Longobuco

Visual Designer

Lucio Calocero

Visual Designer / Motion





Clients Selection.

Education

Edcetera
Encantos
Tiny Travelers

Fintech

A-Street Investments
SBS Group
Supervielle Group

Food & Beverages

ABInbev
CookUnity
Sushi Pop

Insuretech

AON
Hippo Insurance
Paladin Cyber

Interior Design

Design Shop
Material Bank
The Gettys Group

Investment

Coventure
Crossbeam
William Blair

Media

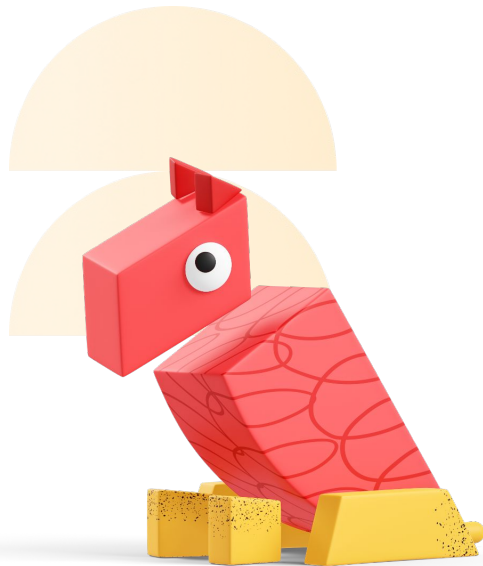
Discovery Channel
Fox Sports Latam
3PAS

Retail

TCL

Travel

Travel Stride
Morritt's





COCO
Branding - UX UI

The Services.

We are COCO



Discovery & Research.

Research reduces uncertainty and ensures we solve the right problems. We blend qualitative insight with quantitative validation to uncover user needs, motivations, and friction points.

Methods

Stakeholder & SME interviews, moderated user interviews, surveys, analytics reviews, heuristic & accessibility audits, competitor benchmarking, task analysis, journey/service mapping, prototype usability testing, A/B test design.

Deliverables

- *Research synthesis report,*
- *Personas & Jobs-to-Be-Done,*
- *Opportunity map,*
- *Prioritized problem statements,*
- *Experience principles*





Strategy.

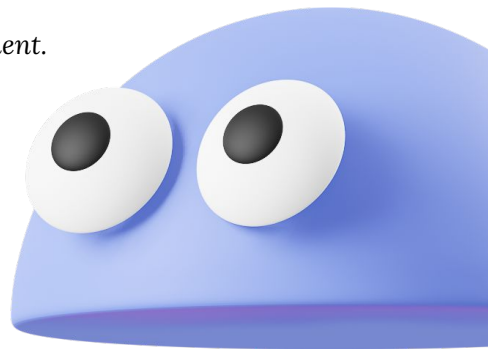
We translate research into an actionable growth blueprint that aligns product, marketing, and operations.

Focus Areas

Product-market fit, feature/initiative prioritization frameworks, funnel & lifecycle optimization, monetization and pricing recommendations, KPI architecture & analytics instrumentation, retention and engagement playbooks.

Deliverables

- *Strategic roadmap with timelines and effort estimates.*
- *KPI dashboard schema.*
- *Executive summaries for alignment.*
- *Sales Deck.*



Branding.

We create brands that communicate who you are, why you matter, and how you win. Our approach aligns business vision with market opportunity to build identities that scale across channels and products.

What we do

Market & competitor audit, positioning and value proposition, messaging architecture, naming, visual identity (logo, typography, color, imagery, iconography), verbal tone, design system foundations, collateral and sales enablement assets.

How it works

We begin with stakeholder interviews and category analysis to define the strategic territory. Concept exploration translates strategy into visual/verbal directions. Through iterative refinement we build a flexible system and govern it with documentation and training.

Deliverables

- Brand strategy
- Brand tone and voice
- Identity system
- Brand guidelines
- Asset library (logos, templates)
- Launch toolkit & rollout plan





UX/UI Product Design.

We design end-to-end digital experiences—web platforms, SaaS products, e-commerce, and internal tools—that are intuitive, accessible, and conversion-oriented.

Process

*Information architecture → User flows → Wireframes
→ Interaction & motion specs → High fidelity UI →
Design system (tokens, components, documentation) →
Prototyping & validation.*

Quality Levers

*Accessibility (WCAG compliance), responsive behavior,
performance considerations, modular scalability,
consistent data visualization.*

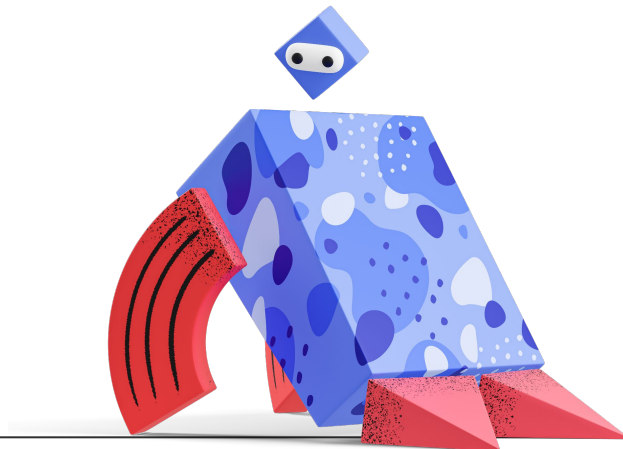
Deliverables

- Clickable prototypes
- Annotated design files
- Design system library (Figma)
- Interaction guidelines
- Handoff documentation.





Process Framework.



Discovery *Align goals, success metrics, constraints.*

Insight *Research & analysis to surface opportunities.*

Strategy *Prioritized roadmap and experience vision.*

Design *Iterative UX/UI and system creation.*

Launch & Growth *Measurement, iteration, and scaling.*

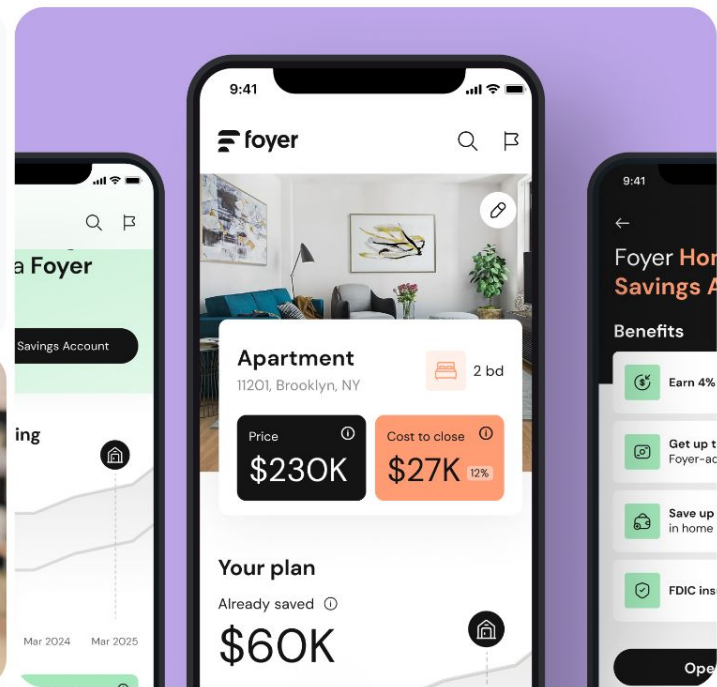
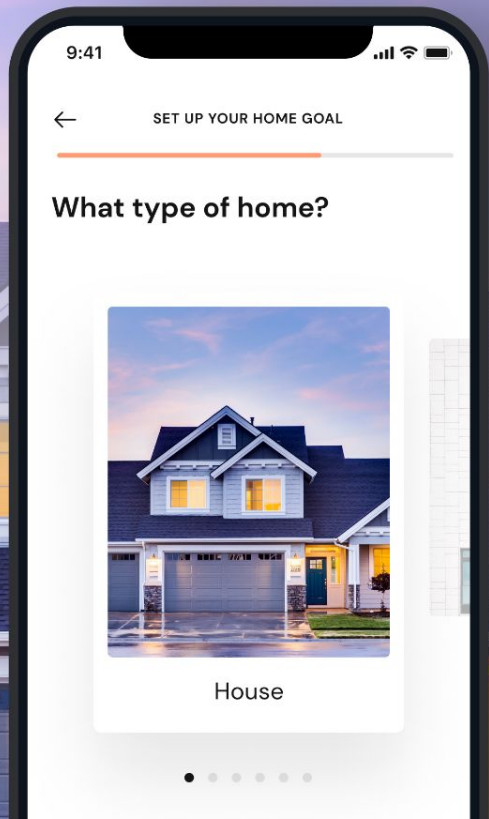
Case Studies.

Selection



foyer

Case Study



Aim for your
dream home





pantheon®

Case Study

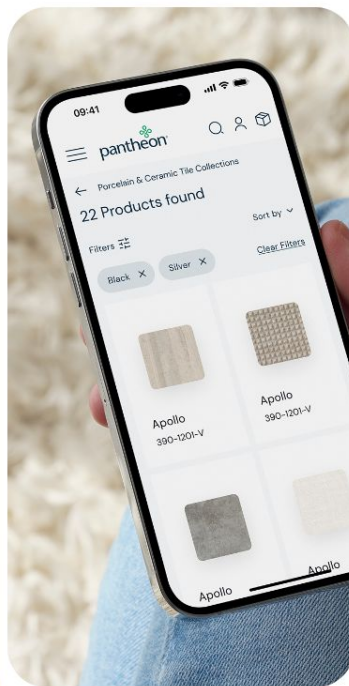


FOREST-GREEN

Mette Non-Rectified
8mm Thick



View Sample



Apollo
390-1201-V



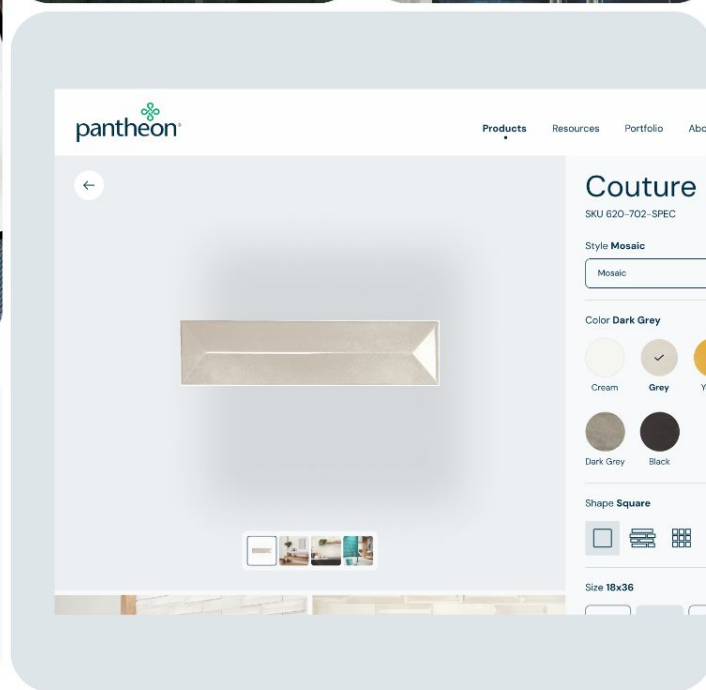
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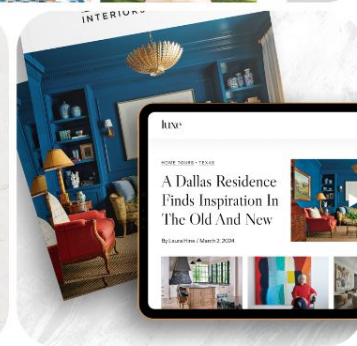
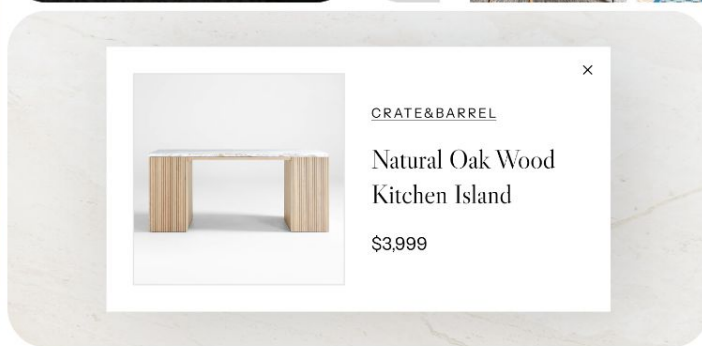
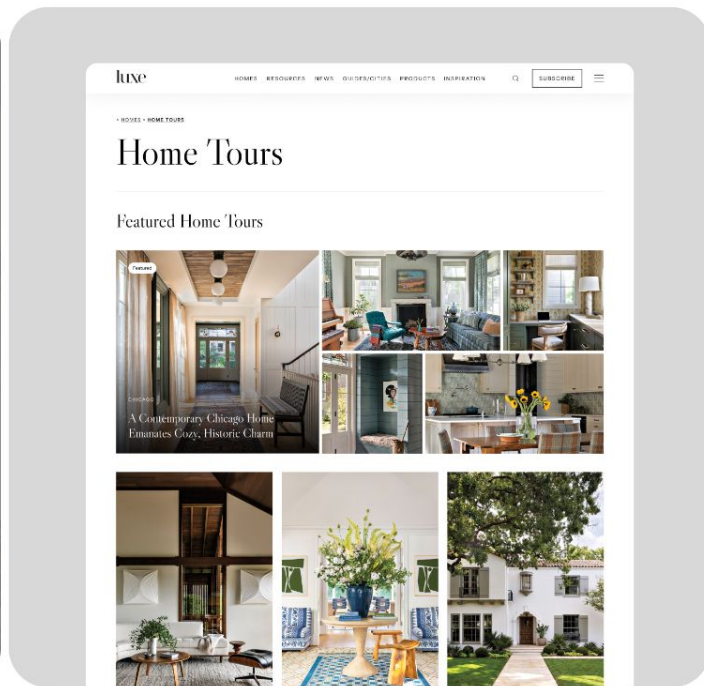
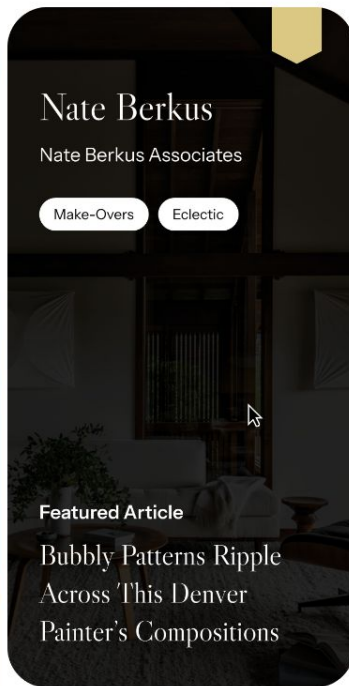
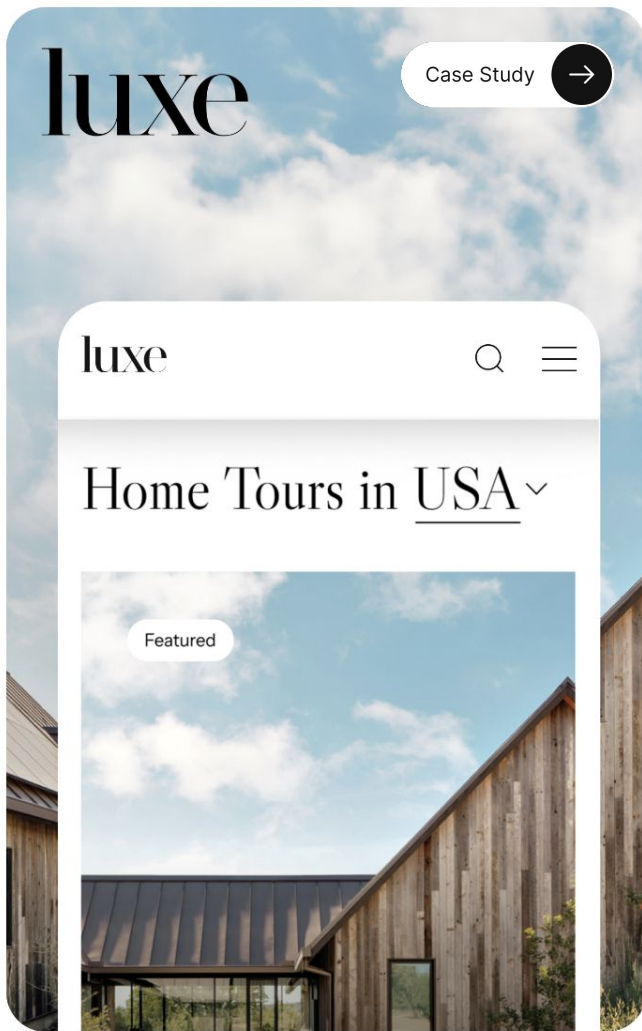
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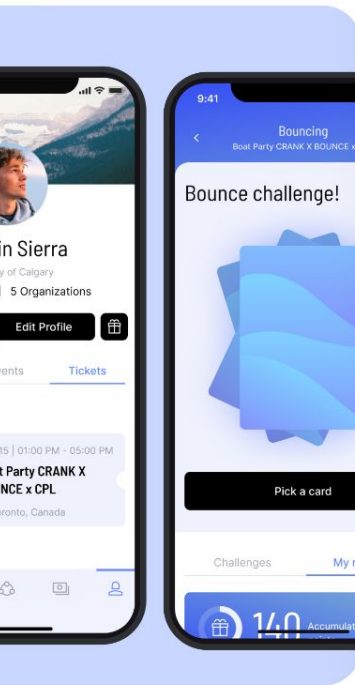
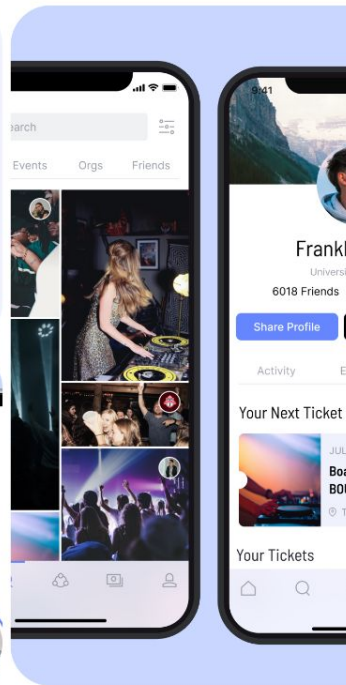
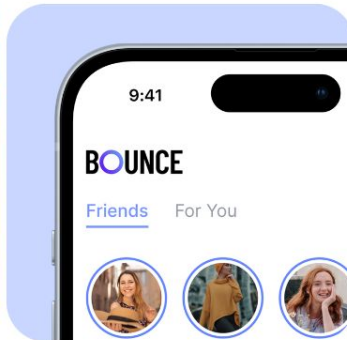
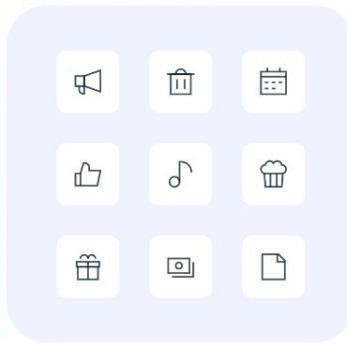
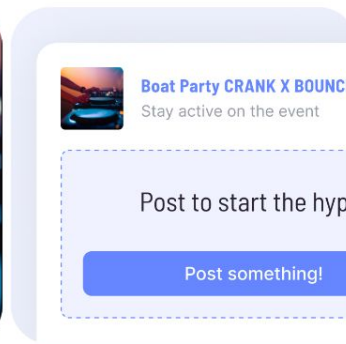
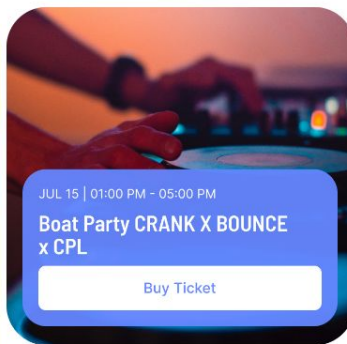
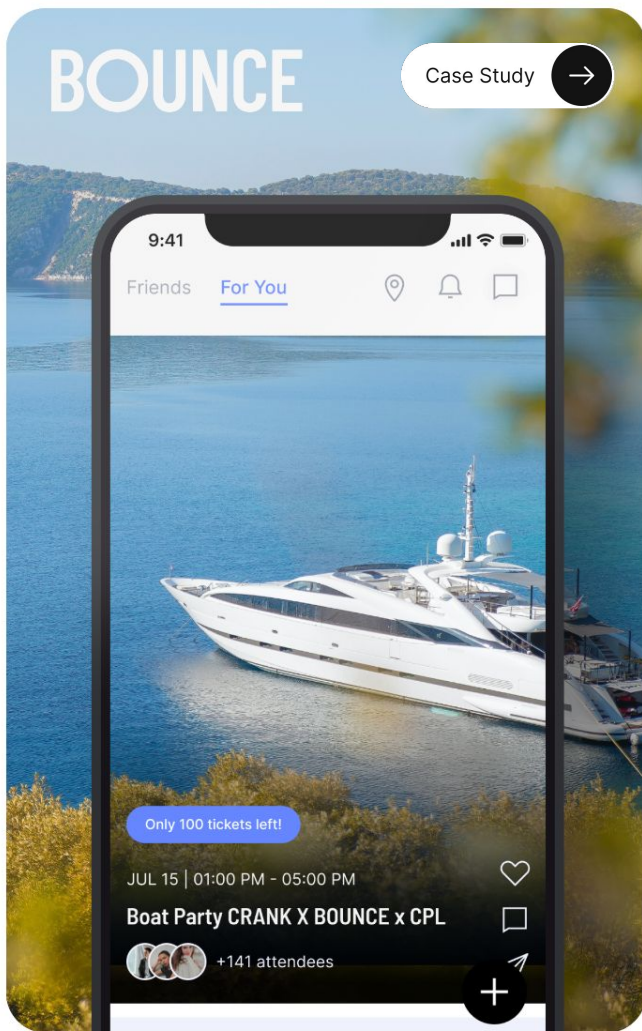


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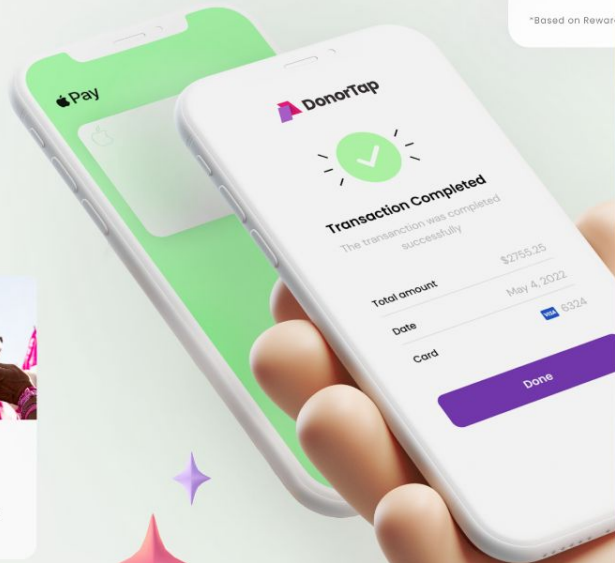
Case Study



Total transac

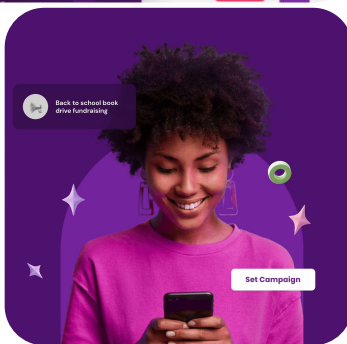
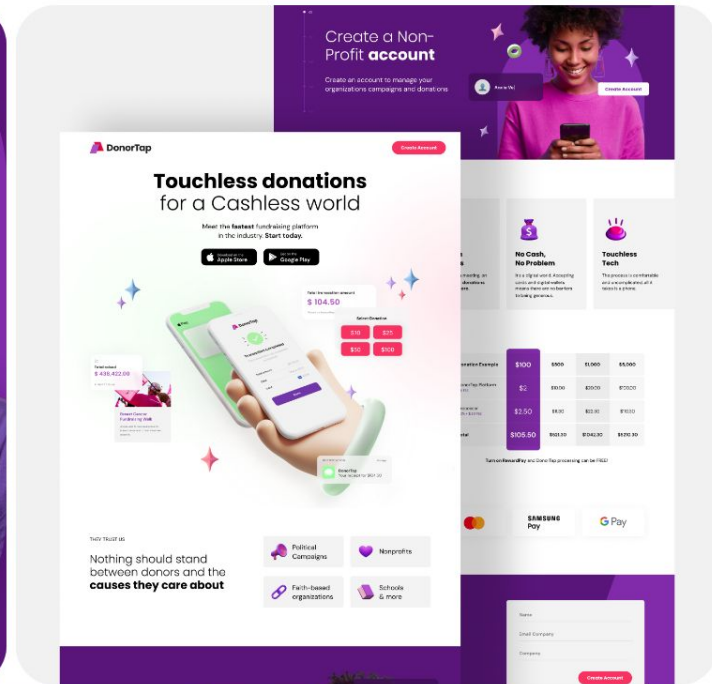
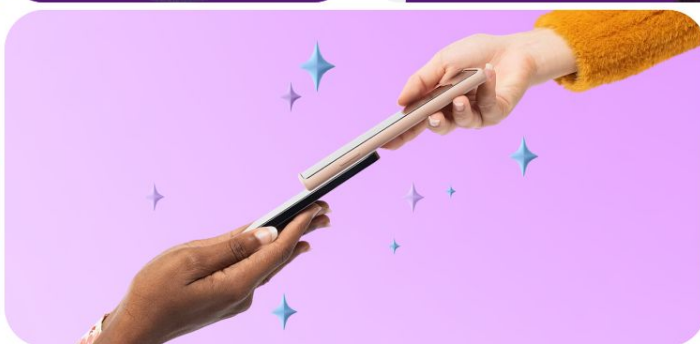
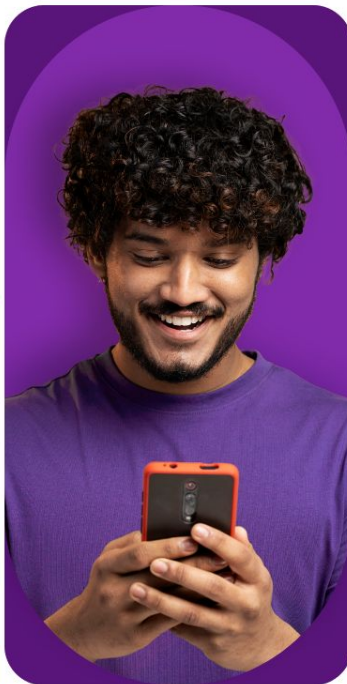
\$ 104.

*Based on Reward



NOTIFICATION

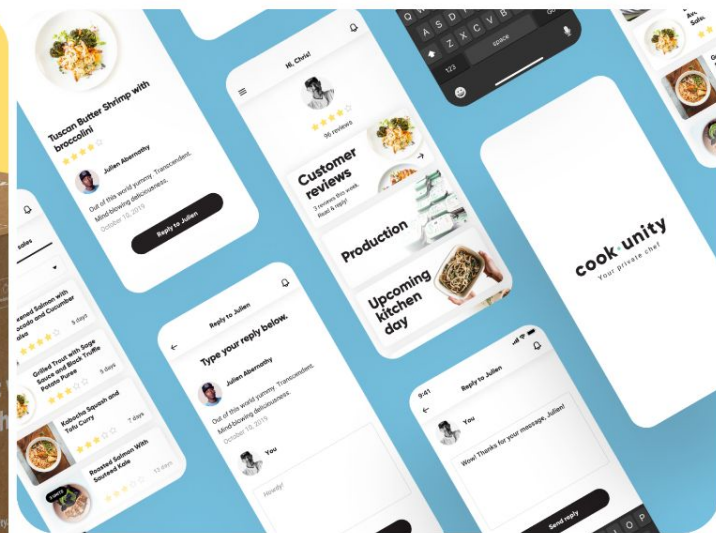
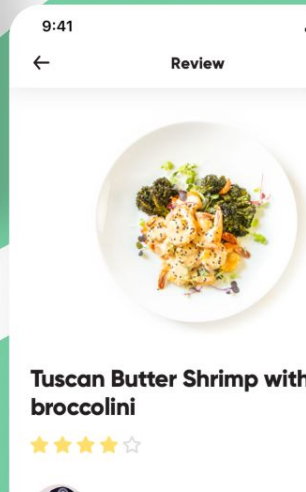
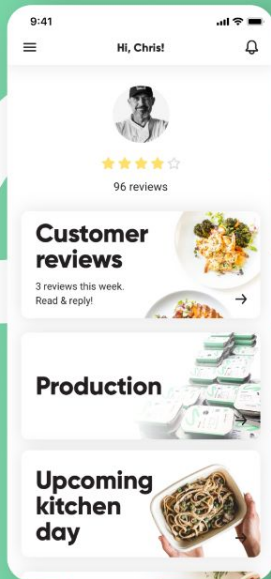
4m ago





cook·unity

Case Study





Thank you.