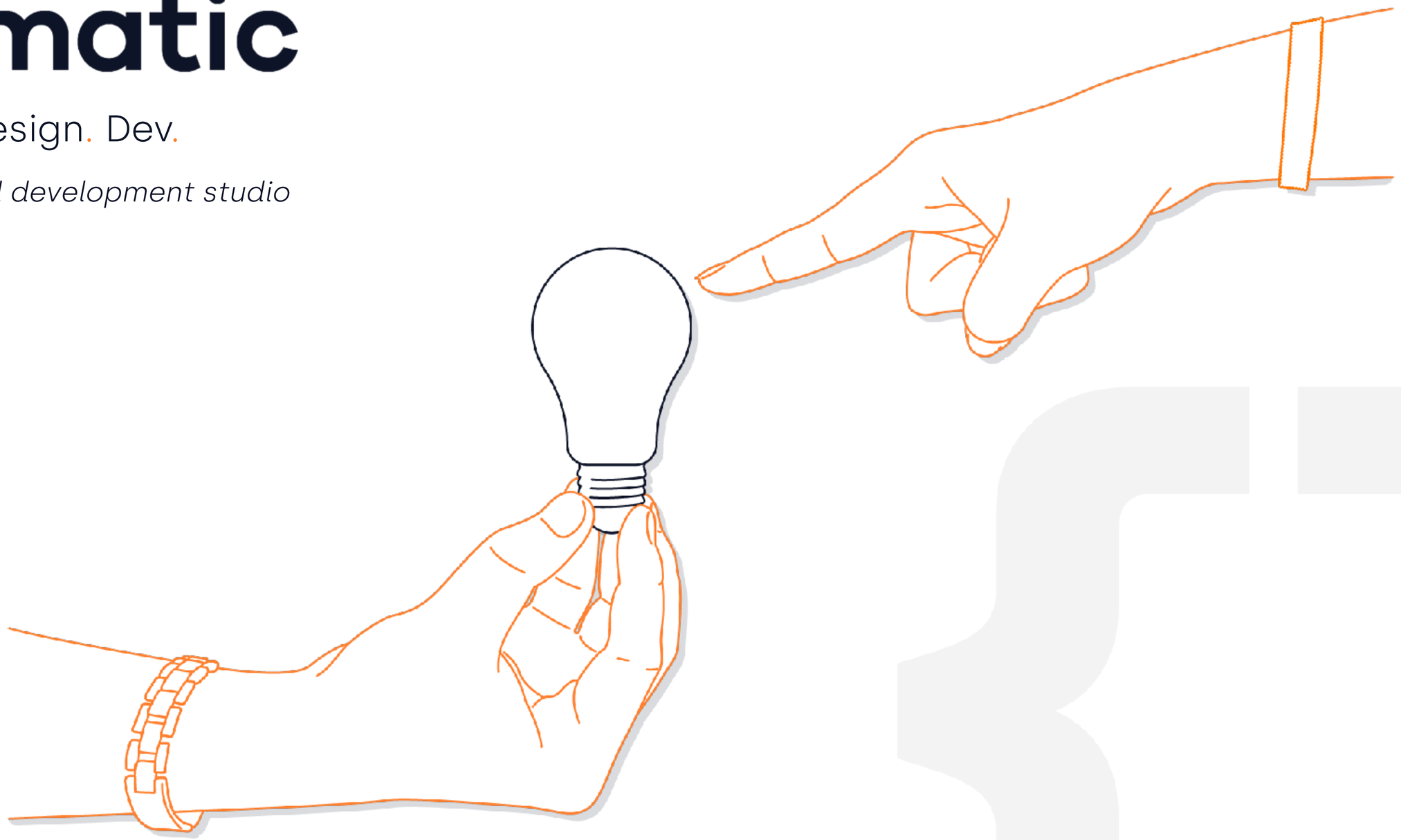
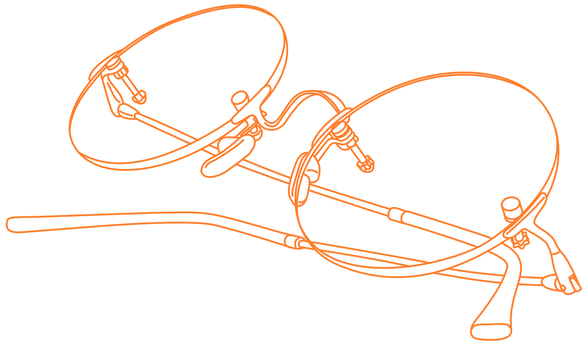
{}matic

Think. Design. Dev.

Design and development studio





« Most people make the mistake of thinking design is about what it looks like. People think it's this veneer, that designers are handed this box and told, 'Make it look good!' **That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.** »

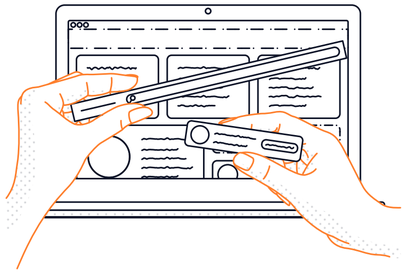
– Steve Jobs, New York Times, 30 November 2003 –

We do design.

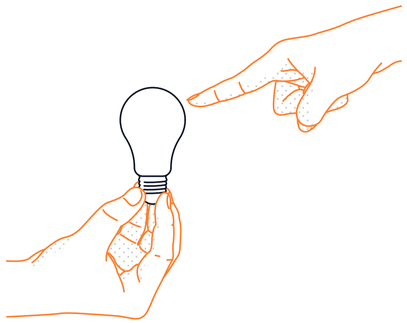
– O'Matic, 2026 –



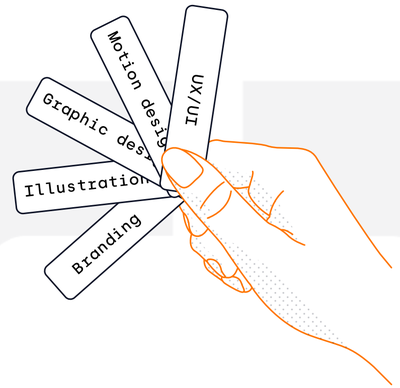
App design



Website design



Project design



And more…

Why O'Matic ?

O'Matic's experience in apps and the web starts with the design of an interface, but it doesn't stop there.

We pride ourselves on building our projects around a tripartite collaboration between client, designer and developer.

Over the projects we have supported, we have built a **lasting collaboration** with our clients, from simple graphic follow-up to closer support in choosing the solution that will best fit their needs.

These experiences are what allow us today to **design and develop tools tailored** to our clients' needs, whether a showcase website or a mobile app. They are also what allowed us to support companies and brands in creating and growing their business.

This was the case for **Les Frères Brigands**, whom we supported from the first version of their app through to the store publication process, and this collaboration continues today. For **SNØ**, the interface was built directly from the brand's identity. And with **TranspO'matic**, our own app, we evolved the technical side without ever losing sight of the end user's experience.

On the website side, we stepped in at the very start of the **Aromatek** and **Bow;** projects, advising them on the whole design: visual identity, site structure, visuals and content. With **Fit Station**, we rebuilt a site in an emergency, one that is simpler for their team to manage day to day.

Whether for an app or a website, we don't limit ourselves to one technology, framework or theme. We look for the best solution to showcase our client and the features they need.

Why O'Matic ?

We are committed to offering local solutions, for an environmental cause as much as a human one. Working with nearby collaborators and services lets us communicate more easily and quickly, in order to find the best graphic or technical solution.

- ## User expérience

  From the very beginning, we think about the experience users will have with a product. If we notice a potential blocker or a possible improvement, we work on it **as a priority**.

- ## Unique projects

  All our clients are unique, and so are their projects. Unless requested otherwise, we start from a base that is **as flexible as possible**, to make sure we adapt our solution to the project's needs.

- ## Working with local players

  Since O'Matic specialises in building websites and apps, we often work with trusted partners to complete our offer: ComStone, Coopérative Vocables...

- ## Local partnerships and tools.

  The local dimension and trust are an integral part of O'Matic's values. We are partners of the host Infomaniak and of the CRM and emailing platform Brevo, which gives us both access to professional tools and dedicated support.

In short

A commitment to "Swiss quality"

We commit to delivering high-quality solutions that reflect Swiss standards of excellence.

Partnership with local companies and solutions

We favour Swiss and European solutions as much as possible, such as Infomaniak or Brevo.

Total transparency

We believe in open and honest communication, so that you are always informed and involved.

Trust and reliability at the core

We place great importance on trust between O'Matic, its partners and its clients, ensuring solid and lasting relationships.

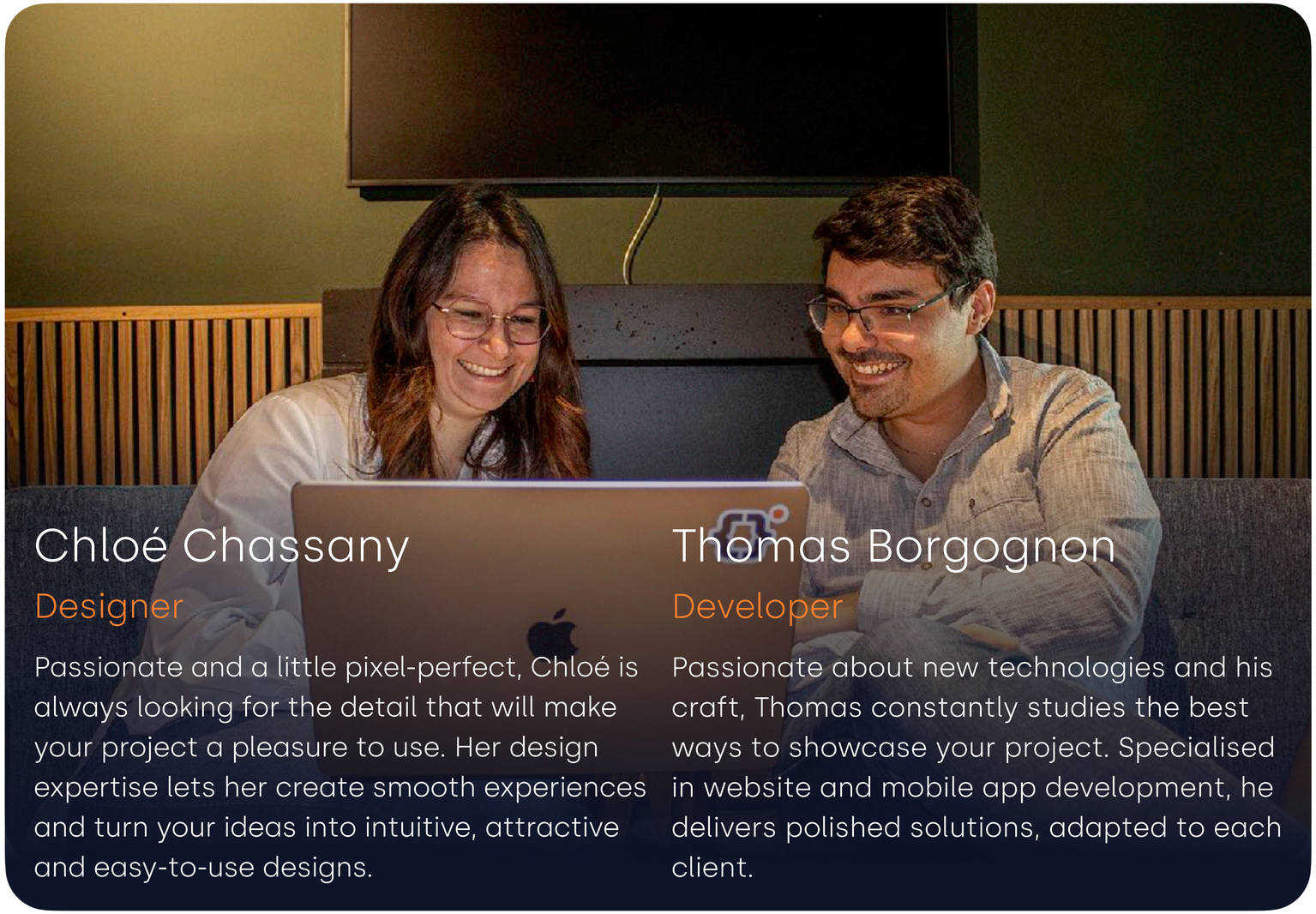
A network of local partners

When needed, we have a network of local professionals available, with whom we have worked on various projects.

We favour sovereign solutions as much as possible.

You remain the owner of your project at all times, even after our collaboration.

O'Matic and its partners



Chloé Chassany

Designer

Passionate and a little pixel-perfect, Chloé is always looking for the detail that will make your project a pleasure to use. Her design expertise lets her create smooth experiences and turn your ideas into intuitive, attractive and easy-to-use designs.

Thomas Borgognon

Developer

Passionate about new technologies and his craft, Thomas constantly studies the best ways to showcase your project. Specialised in website and mobile app development, he delivers polished solutions, adapted to each client.

Some of our trusted partners

Comstone
PARTENAIRE GRAPHIQUE

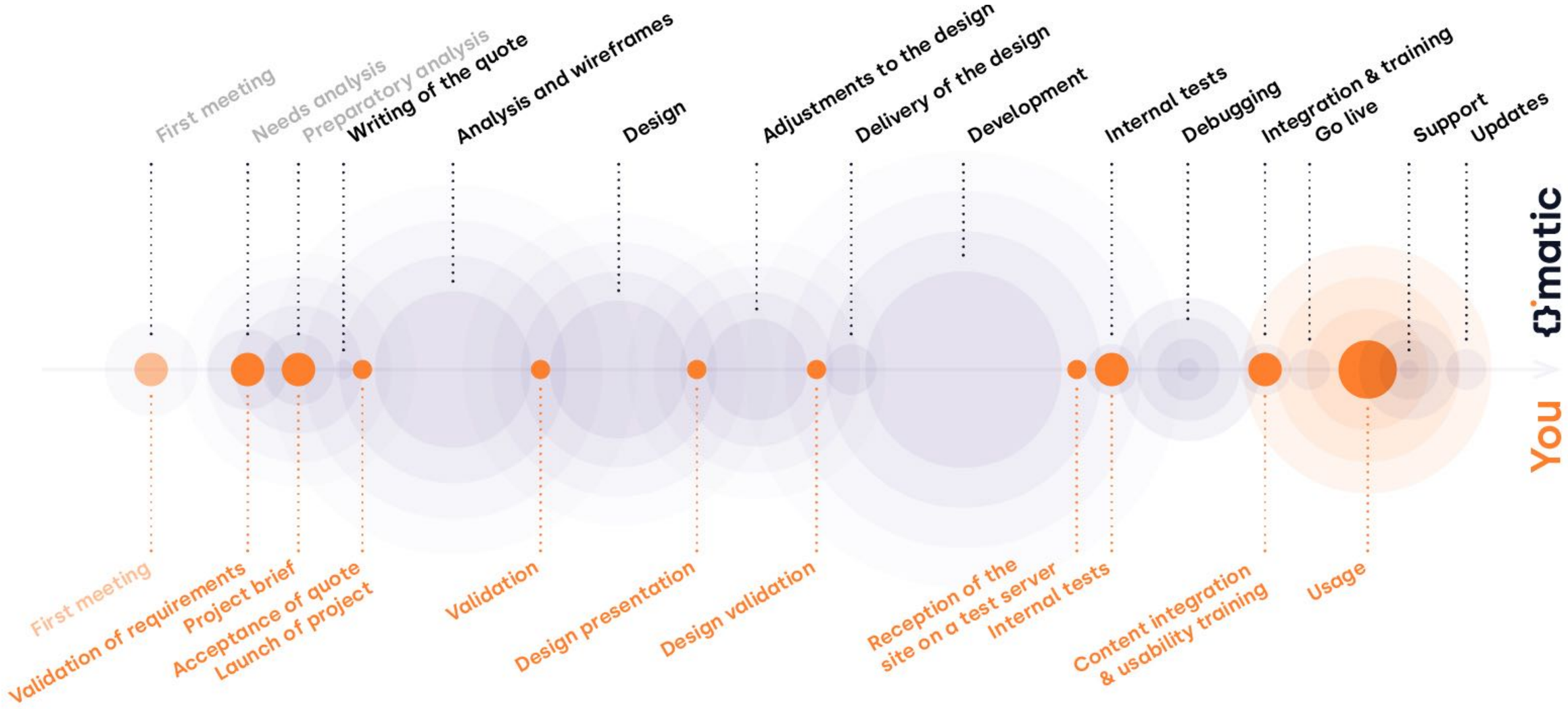
vocables
COLLECTIF WEB & PRINT

Everweb

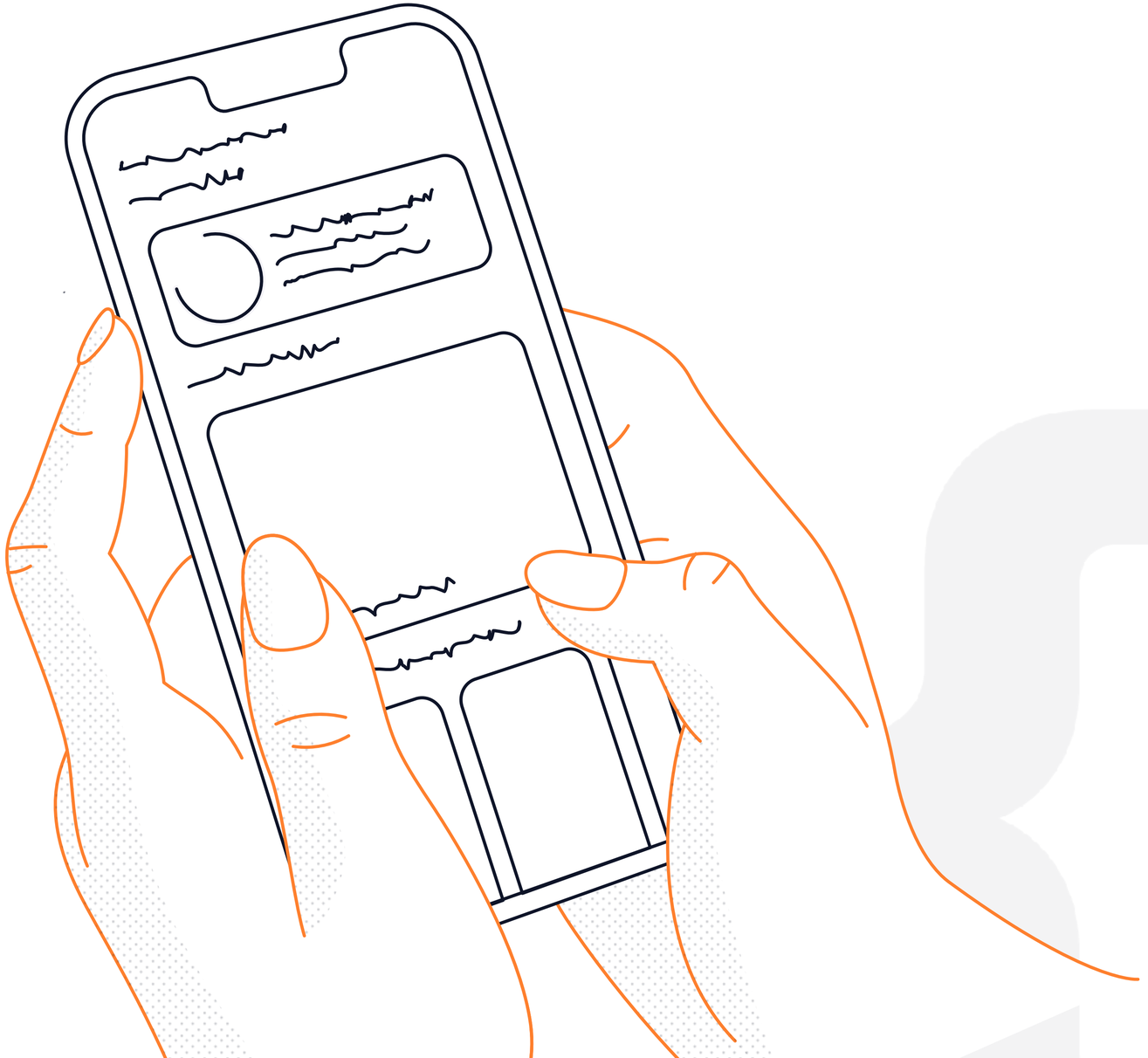
Collab Motion

CEDRIC DEUR
FILMMAKER

Méthodologie



Mobile apps



TranspO'matic

2025 • Branding, design and development of a transport app

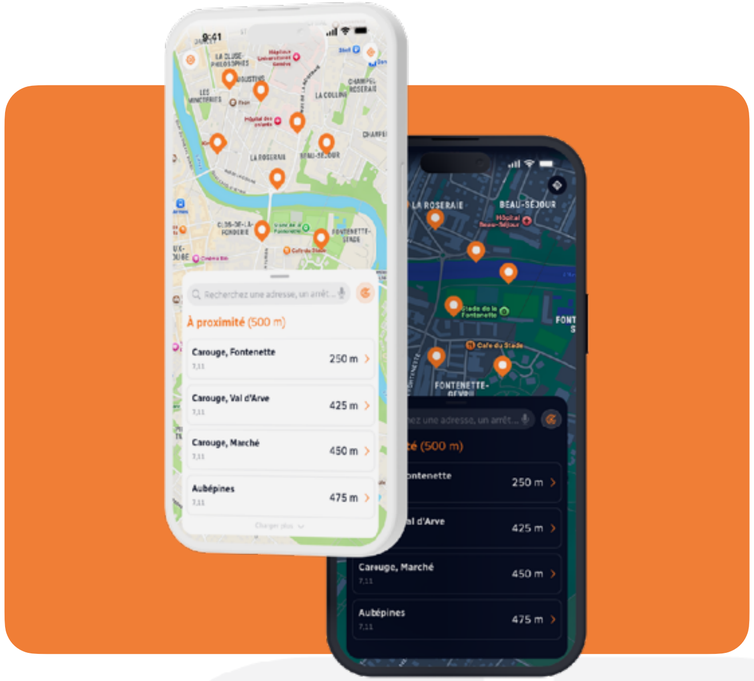
An internal challenge, Transp-O'Matic, currently in development, aims to be an alternative to the timetables and apps of SBB, TPG, TL...

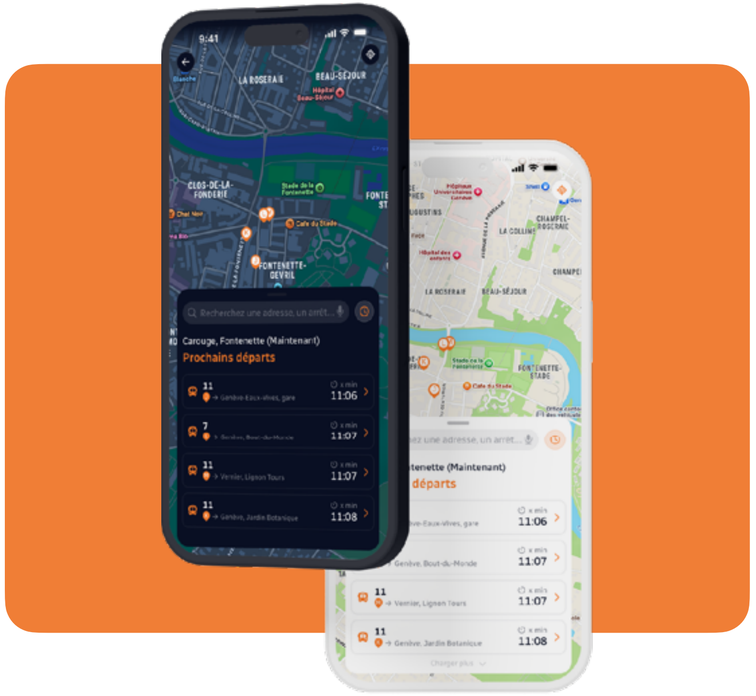
Requiring nothing more than an internet connection (no account creation, no data recording...), this app lets you **find a stop and its lines nearby at a glance**.

Based on the OpenData API, this app covers all lines in Switzerland and cross-border (trains, buses...).

Beyond development, the design challenge was to let users find information **in as few clicks as possible**. The app is split into 3 nested screens (Stops > Lines > Line detail) only, requiring **less effort** and thought from the user, for **better speed**.

We keep improving this app thanks to a pool of local testers, allowing us to test new features and its stability across versions.







Social O Matic

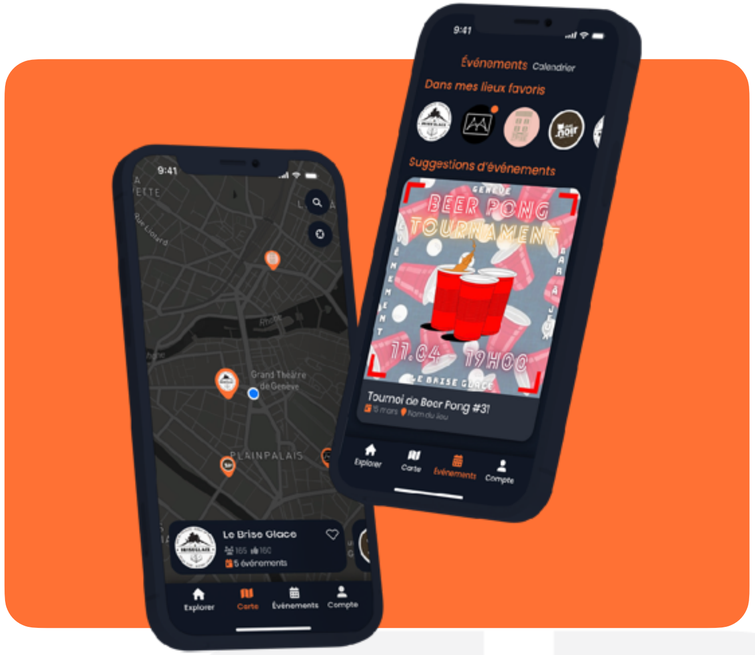
2024-2025 • Branding, design and development of an event organisation app

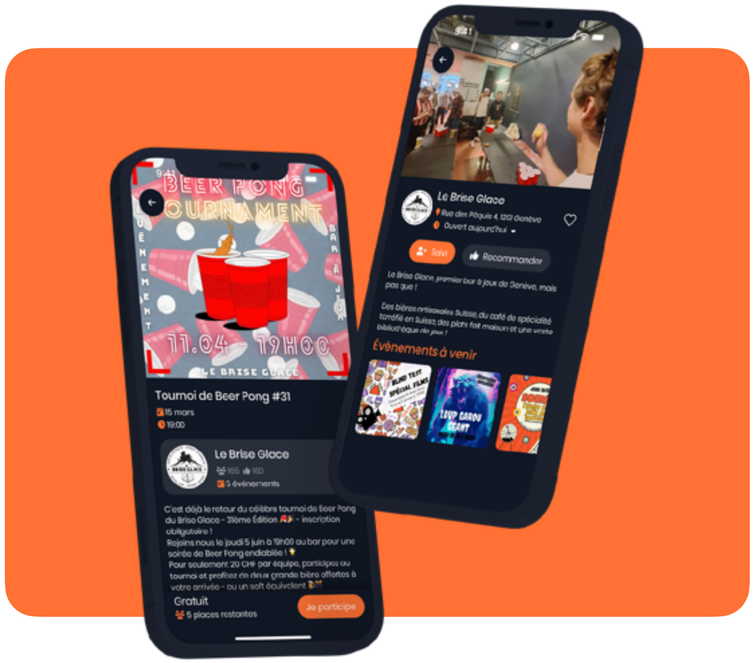
After a business plan overhaul in 2024, we decided to rethink Social O Matic as a version focused on event organisation for venues.

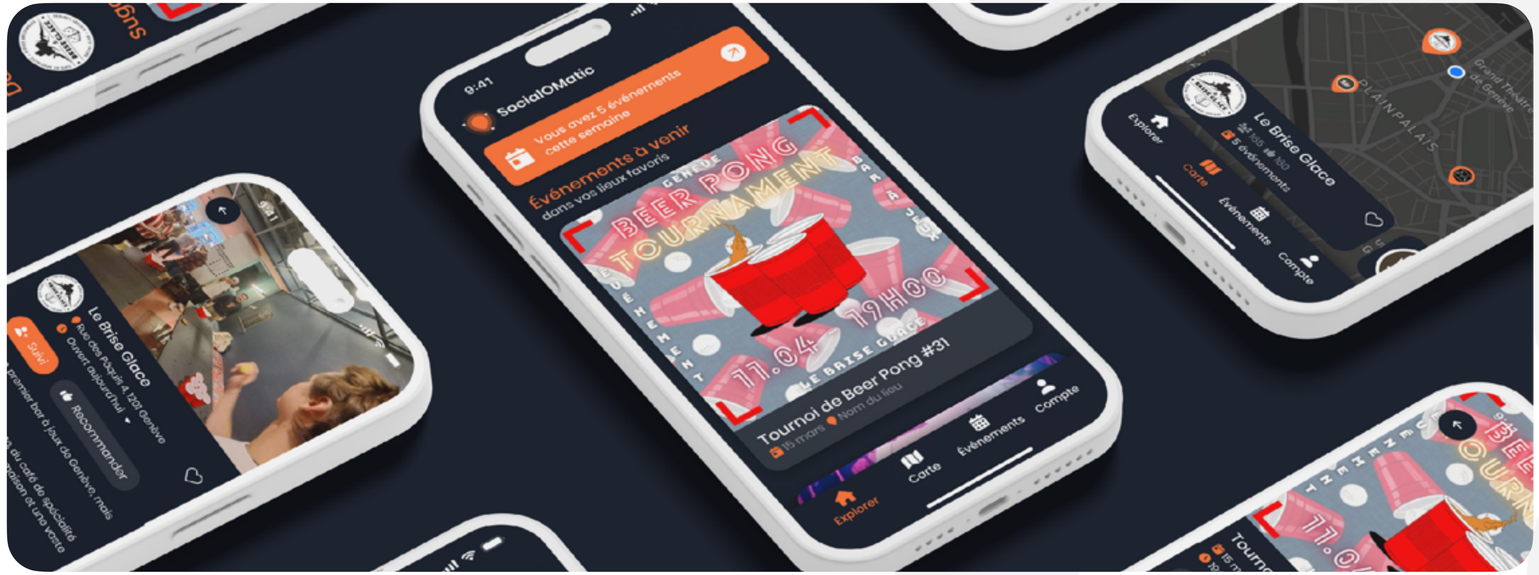
Since its first version, we have been heading towards an app that highlights the local side of the concept itself, down to hosting data in the canton of Geneva, while giving priority to data security.

Since this version is still in development, we are **working with partner venues** so we can test the features as we go.

The app is available in two formats: a **mobile app** for users and a **web app** for venues, with more complete management features (venue page management, subscriptions and event organisation).







Social O Matic

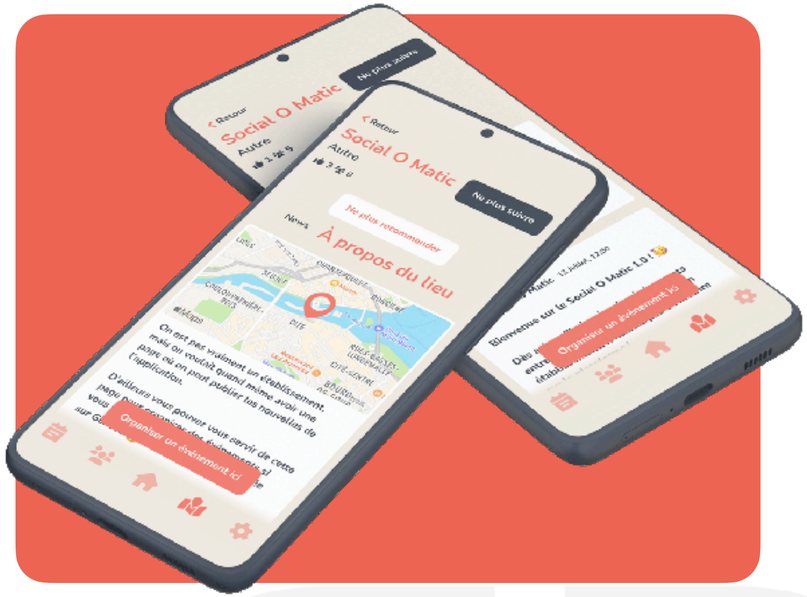
2022 • Design and development of an app for organising events among friends

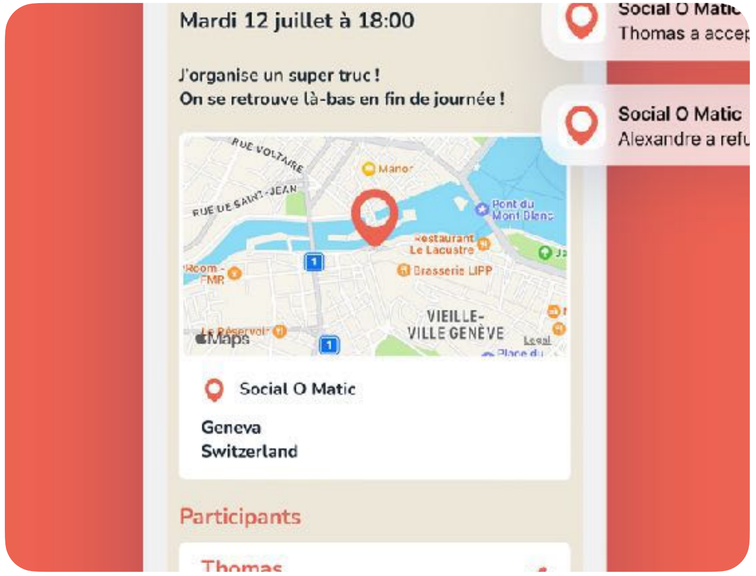
Created in collaboration from our beginnings, Social O Matic, in its first version, is a mobile app for organising events among friends, where everyone can create public and private events, at a place registered in the app or at a specific address.

This first app allowed us to put in place a **precise methodology** for app development, favouring **discussion between all parties** from the start of the project.

Published on the stores in mid-2022, this app, in **beta test** with around fifteen people, was very well received overall. Social O Matic has since allowed them to organise multiple events among themselves.

We took the side of **security** by hosting the data in Switzerland and ensuring that only users and their guests can access the events. All data remains in our possession, is never used for marketing, and is deleted after unsubscribing.







Les Frères Brigands

2023-2026 • Consulting and development of a tourist mobile app

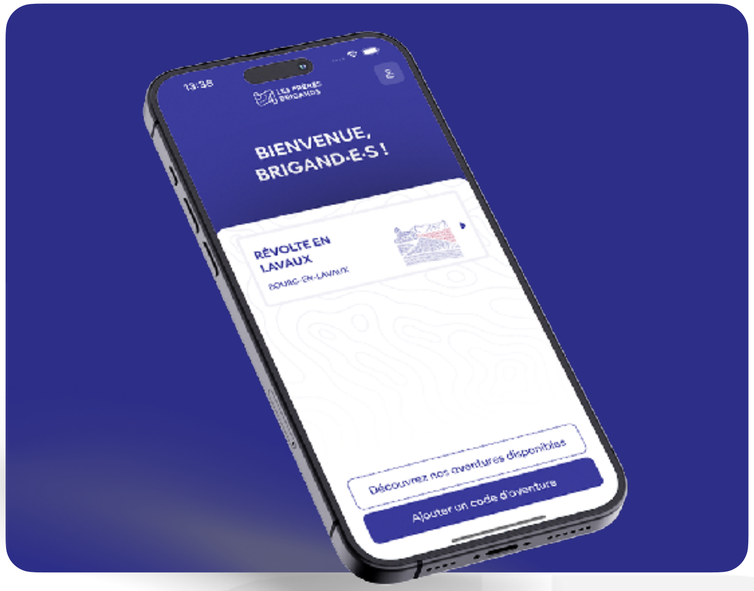
Les Frères Brigands contacted us to develop a Swiss Made mobile app, designed with an offline-first approach and full of riddles for a life-size adventure game.

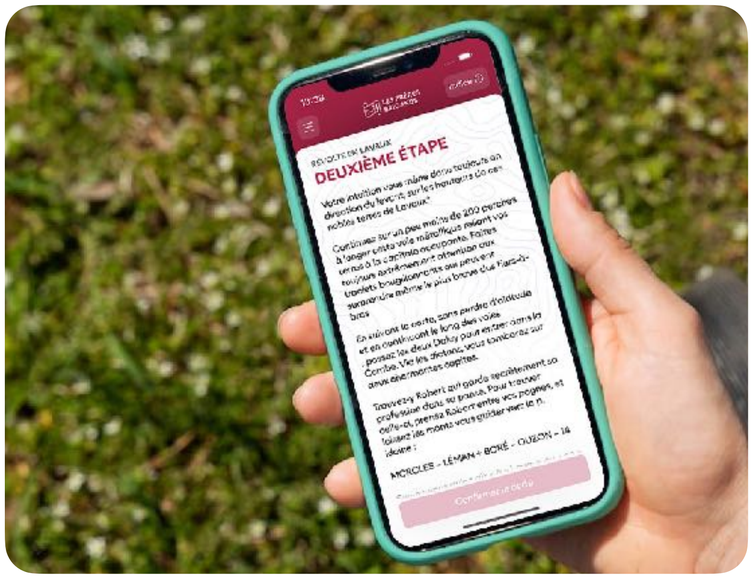
This project, unique in Switzerland, offers users an immersive and interactive experience, while highlighting cultural and natural heritage.

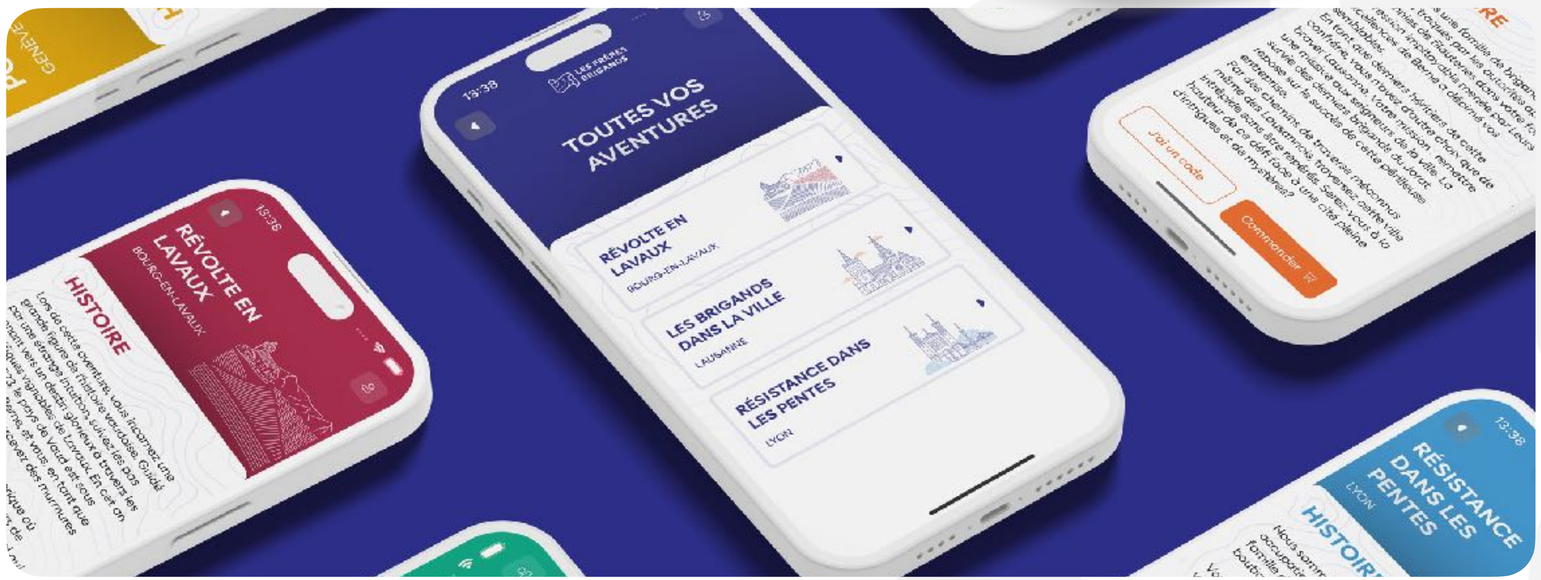
We were able to bring our expertise in UX (user experience) as well as in mobile app development, creating a robust and innovative solution that works optimally even without an internet connection.

In addition to the technical development, we guided the client through all the necessary administrative steps, ensuring a smooth launch that complies with local regulations.

This collaboration continues today, since we are currently working with Les Frères Brigands on a new version of the app, designed to go even further in the experience offered to players.







Body Analyser

2022 • Branding, design and development of an iPad and iPhone body measurement app

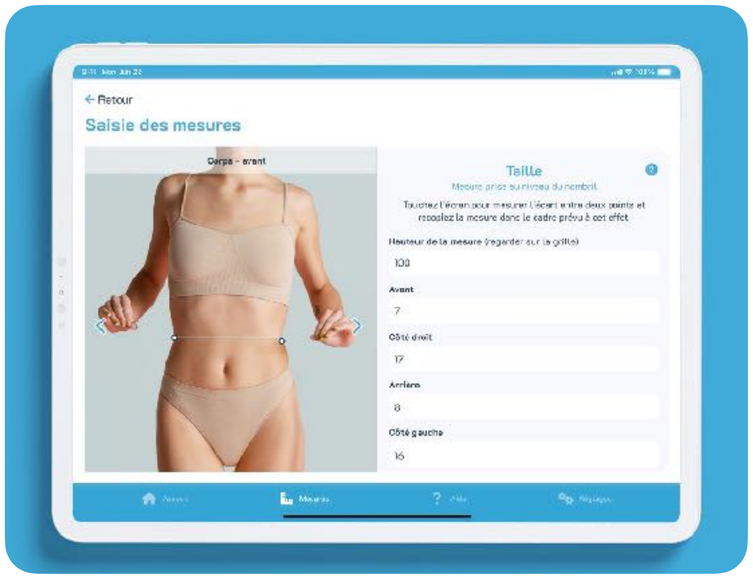
After supporting the creative company behind Body Analyser on several projects, they again showed their trust in us for the creation of their body measurement app based on photos.

Present in several centres in Switzerland and France, this app, pre-installed on iPads, was a challenge as much in development as in design, where the app had to be as intuitive as possible, with **as little equipment as possible.**

In addition to this iPad app for professionals, we also designed a **tracking mobile app** for individuals, where they could follow their progress, find their measurements and contact a centre for a new follow-up.

This app was presented at the Fitex 2022 show in Paris and was **well received by beta testers**. Although development was completed in early 2023, the app was not maintained because of new advances in the field.







SNØ

2021 • Design and development of a Bluetooth device control app

To cope with ever hotter summers, SNØ, an innovative Swiss brand, developed cooling modules using the thermoelectric effect.

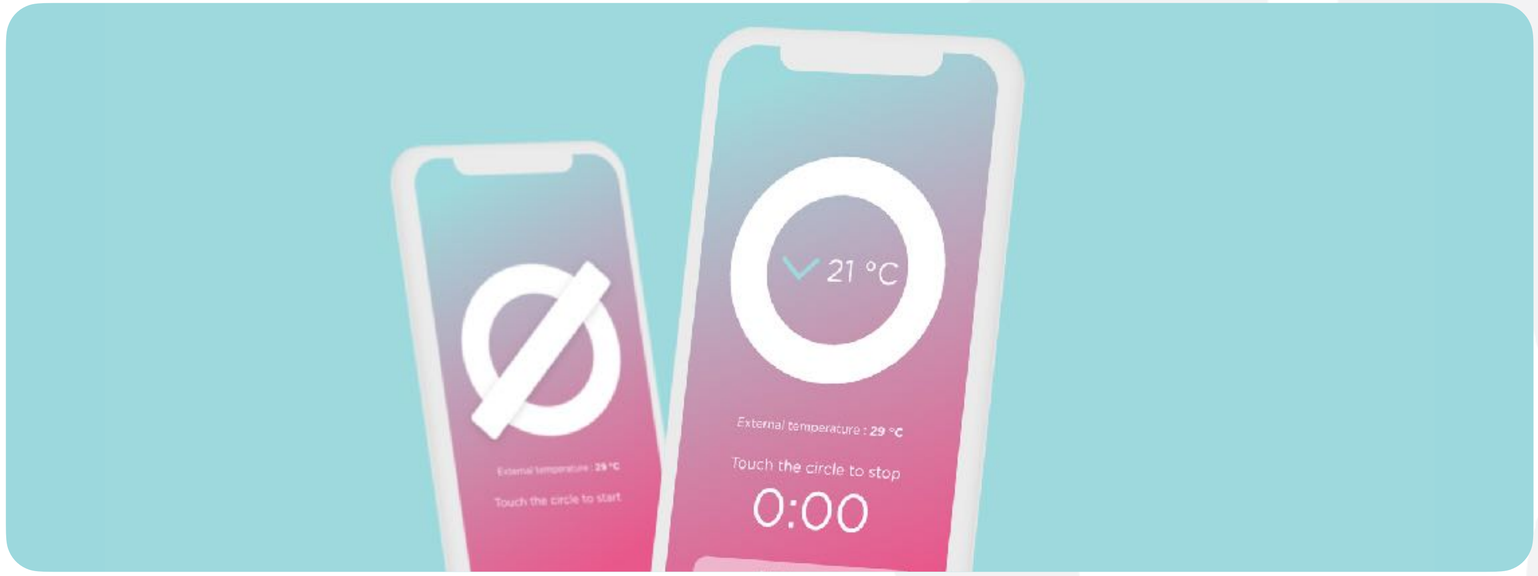
Aware of the importance of providing an optimal user experience, SNØ asked us to develop a mobile app to control and optimise the use of these modules, **as simply as possible**, from a screen.

Our mission was to create an intuitive mobile app, able to control and optimise the use of SNØ's thermoelectric modules.

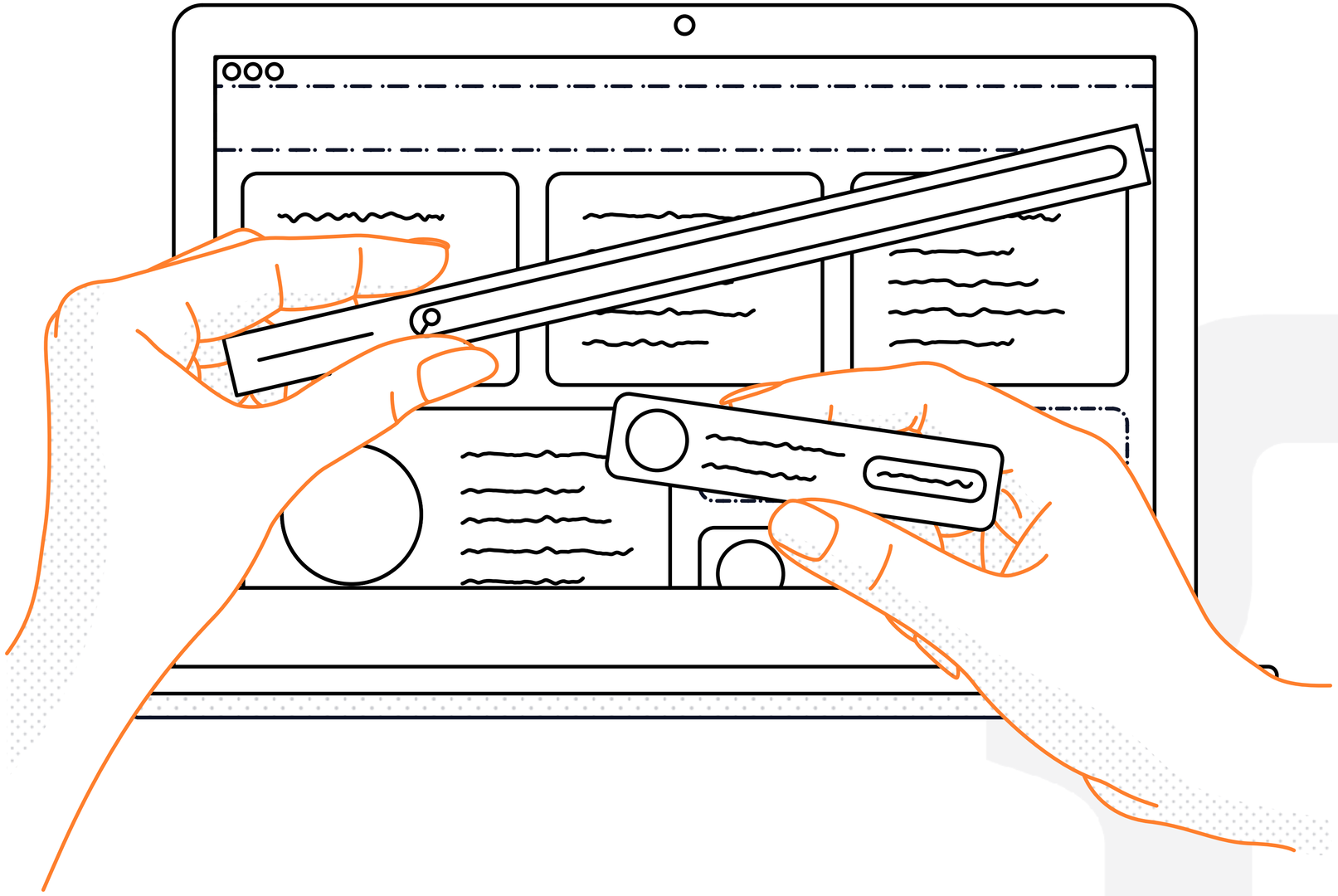
By working closely with the teams, we were able to design an app that not only met their needs but also **exceeded their expectations**. To enrich the app's screens, we also made animated illustrations, enriching the user experience with **tailored information** while making the app **more attractive**.







Websites



Aromatek

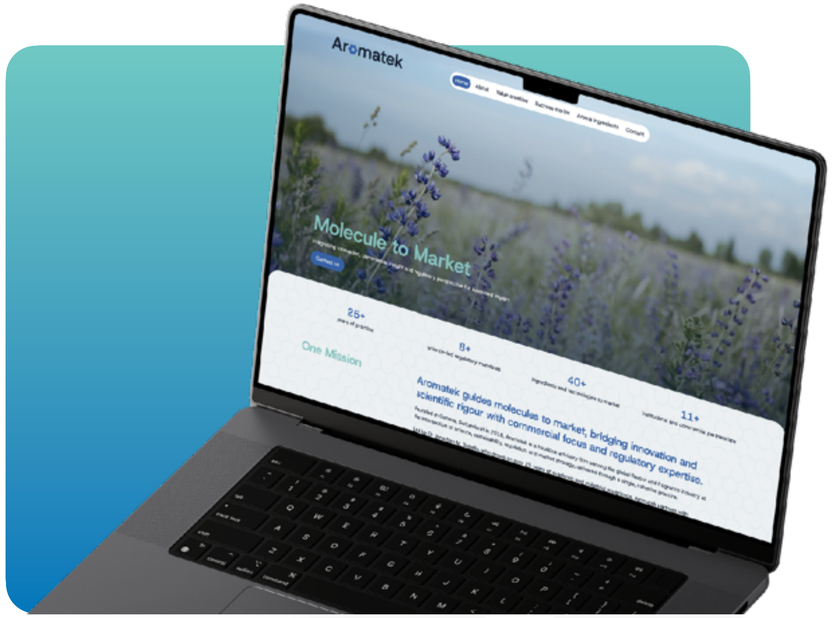
2026 • Branding, design and development of a showcase website

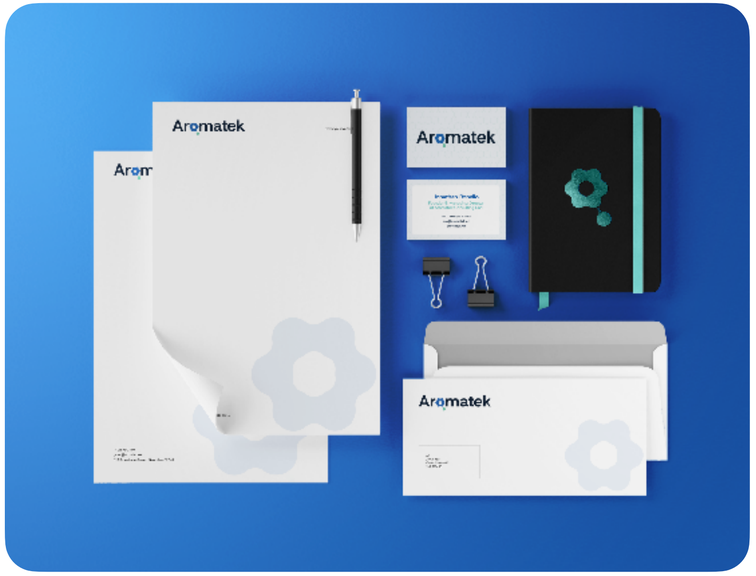
Founded a few years ago, Aromatek did not yet have an identity when the need for a website arose. We supported the company on the **whole design of its visual universe through to its website**, including the creation of various communication materials (business cards, Word and PowerPoint templates...).

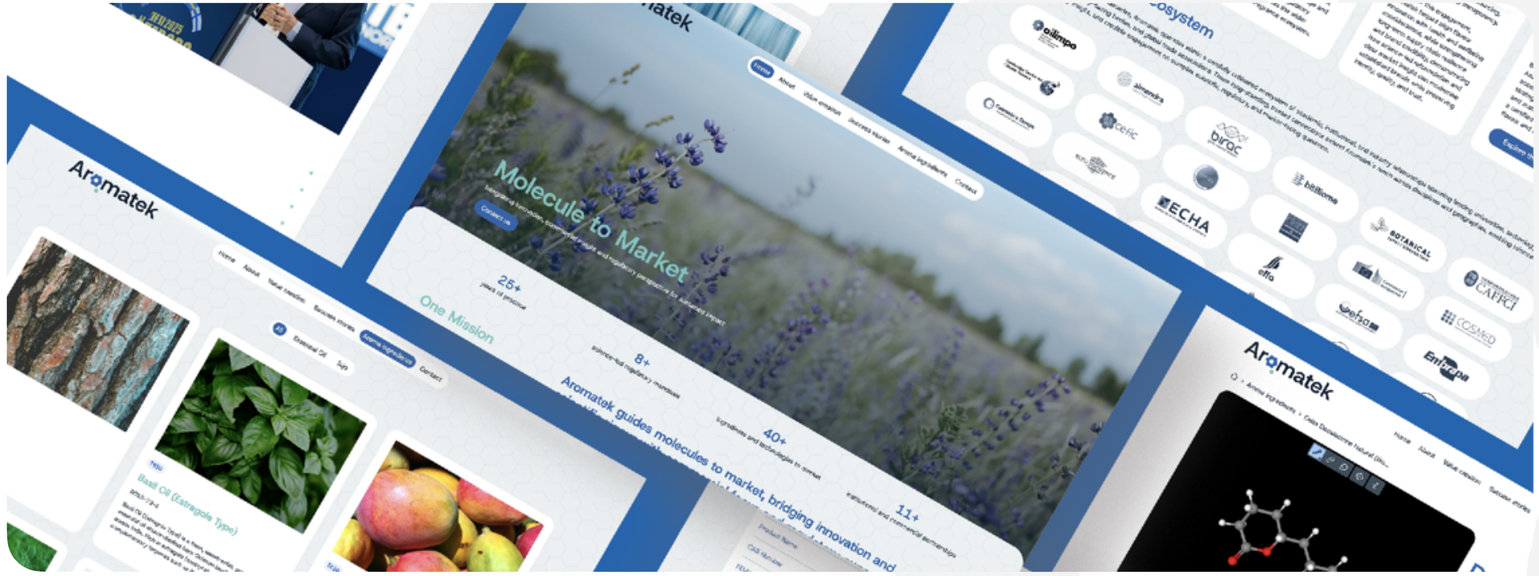
Aromatek's website is not just a simple showcase: it turns out to be a goldmine of information, both in terms of scientific publications and the catalogue of molecules at the heart of the site.

Despite the large amount of information, **in-depth UX work** was done to make it easier to understand and navigate, and to make the site pleasant to use.

The site aims to be **disruptive compared to scientific codes**, putting more emphasis on feeling and emotion with videos and photos of aromas, and to improve the sector's accessibility to the general public.







Fit Station

2026 • Showcase website redesign

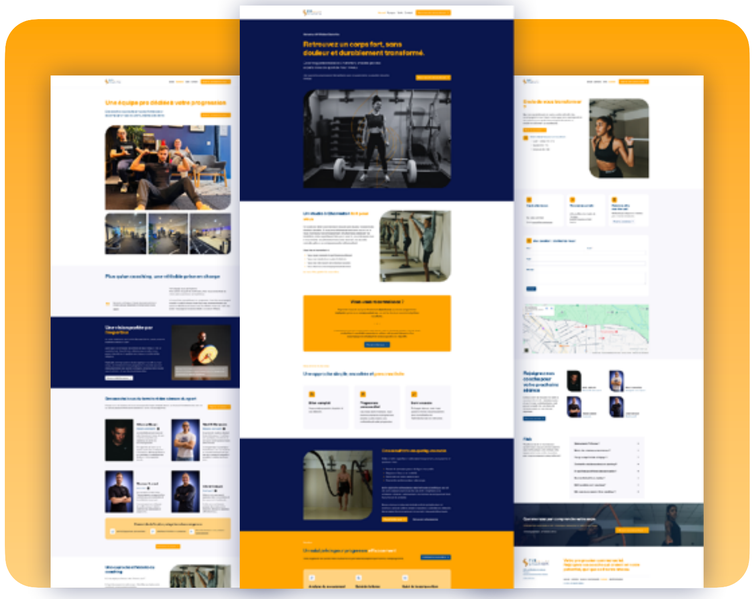
Fit Station, a centre dedicated to physical rehabilitation in Paris, contacted us after losing access to their entire site.

Our mission was to rebuild a site true to the brand, while taking the opportunity to modernise it and give the Fit Station team a tool that is simpler to manage day to day. To speed up development, we chose to build the new site on the WordPress theme Ollie, known for its ease of editing and its compatibility.

This technical choice allowed us to quickly rethink the site's structure and content, while giving Fit Station more autonomy to evolve their pages without depending on us for every change.

This project, run in an emergency, allowed Fit Station to regain a functional and lasting online presence in record time, on a technical base that is more modern and easier to maintain than their previous site.







Bow ;

2025 • Design and development of a portfolio website

When we met Marion, she had just received her flyers and business cards, but one communication tool was left to work on: her website, which she wanted to be as **lively** and **elegant** as possible, in keeping with her visual identity.

From the very beginning, our goal was to step off the beaten path by offering a **printed universe** on the web. We drew inspiration from her **minimalist** flyer to create a site in the same spirit.

With a serif typeface and the addition of paper texture, the Bow; site doesn't stay a website: it becomes a **simple experience** where the visitor is immersed in the musical universe of violinist Marion Devaud, both visually and aurally, with the possibility of watching past performances in full screen.

We designed a site simple enough to highlight her universe through **interface animations** (hero banner, titles appearing, scroll animation...).







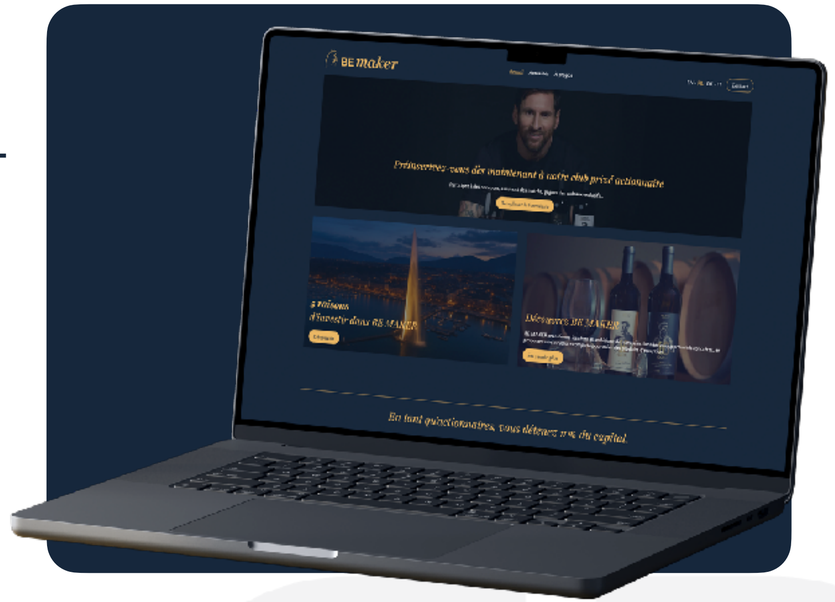
Be Maker

2025 • Branding, website and investor platform

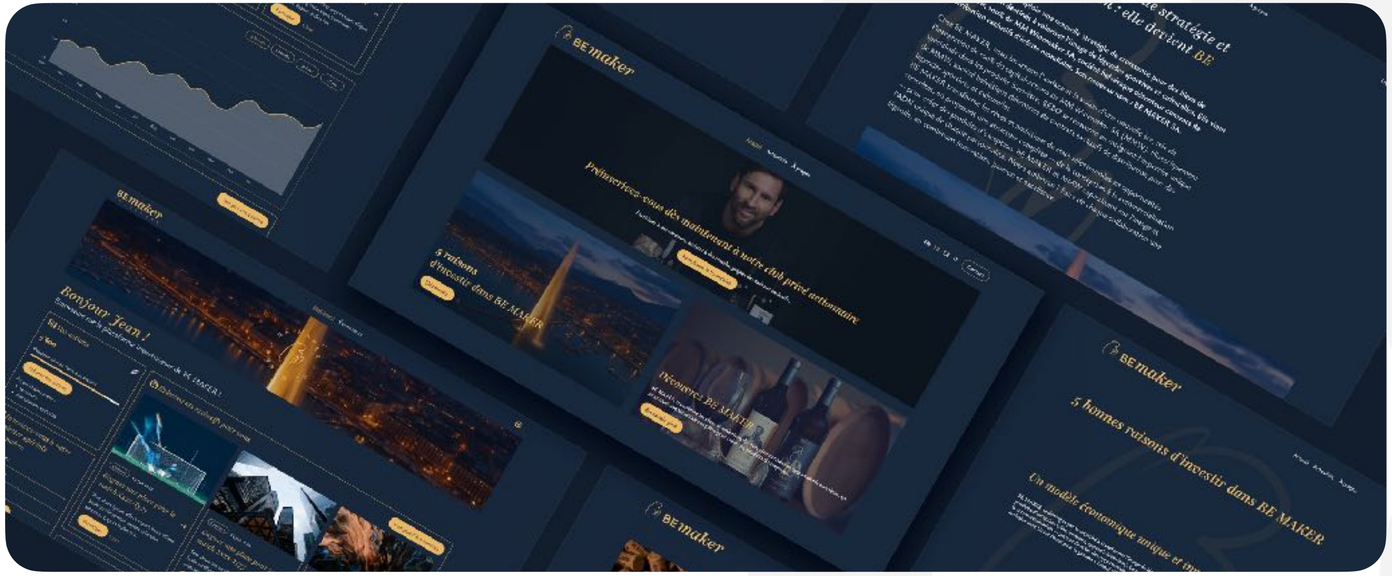
We supported Be Maker in transforming its visual universe, focusing on sophisticated visual codes: neutral colours, dark or night-time photographs, and a serif typeface used sparingly to reflect its **premium positioning**. This work extended **from the logo to printed materials**, including the selection of fine materials such as thick paper, gilding and spot varnish, to ensure an elegant consistency.

For its online presence, Be Maker opted for a minimalist showcase website. Though simple, this site plays a key role: it acts as a bridge to an **exclusive investor platform**, where shareholders can access benefits suited to their level of investment.

The goal was clear: stand out from traditional portals. We therefore adapted the visual identity so that it integrates perfectly on the web, offering investors a **consistent visual experience**, from print to digital.







Slim Sonic

2023 • Branding, design and development of an e-commerce website, graphics and animation

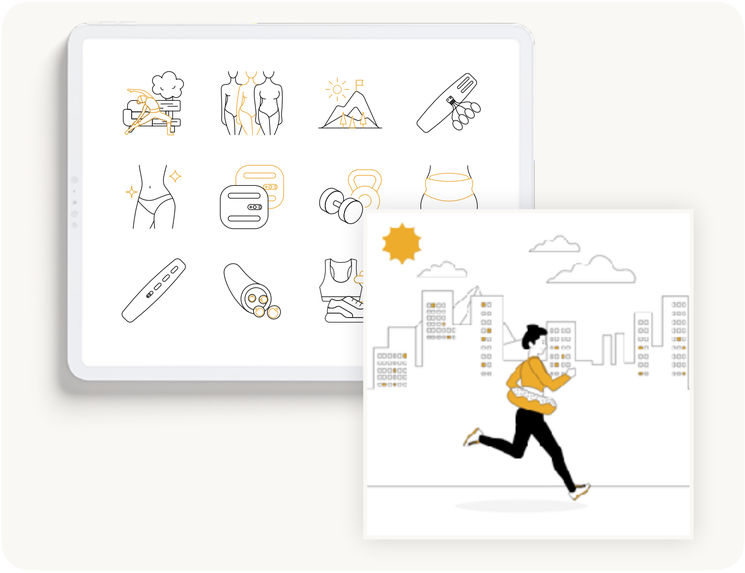
Slim Sonic invented portable ultrasound slimming devices nearly 15 years ago. Recognising the need to modernise its image and its website to better meet its customers' needs, the brand called on us at the end of 2022.

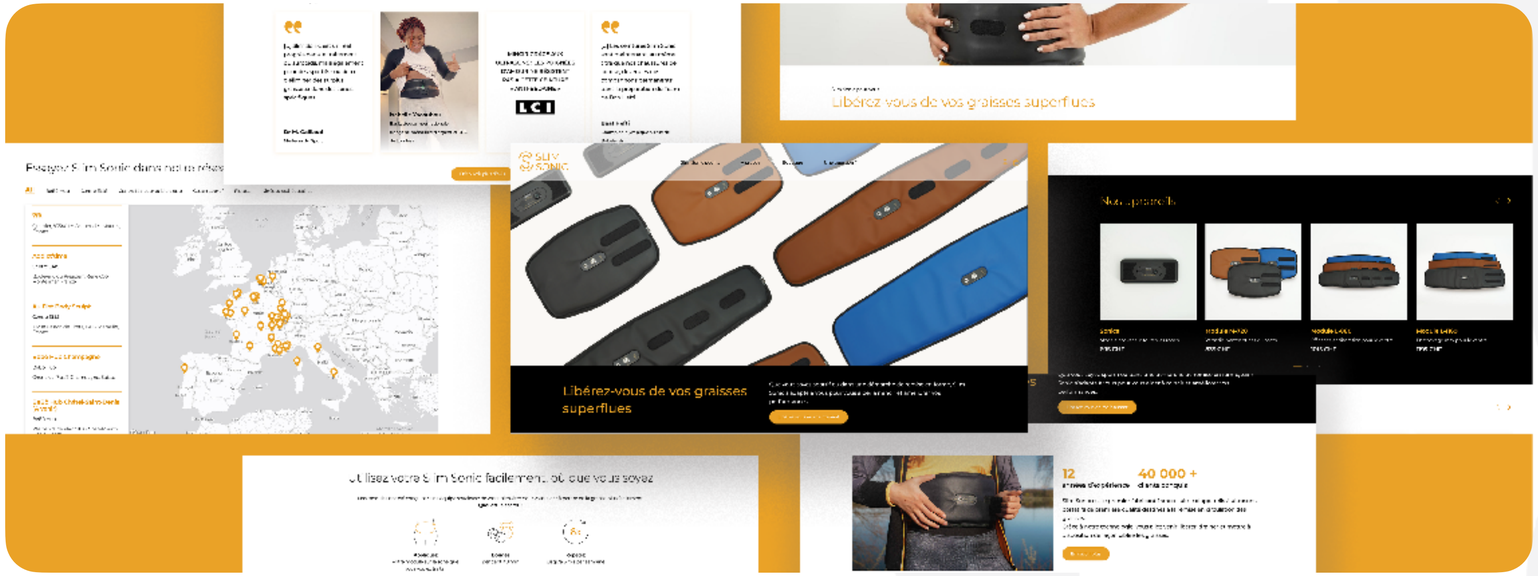
Our mission was to develop a new online presence based on a key concept: **adaptation to the customer**. This collaboration, which lasted 3 years, allowed us to support the brand on the **strategic, graphic and technical** sides.

Throughout our collaboration, we worked **in close collaboration** with all the teams to modernise the visual identity, improve the ergonomics and content of the site, and integrate their needs within the website, as well as those of their customers.

To do this, we built the site on an ACF (Advanced Custom Fields) base, allowing a quick setup with editing limited to the spaces provided for that purpose. We also developed a store locator, integrated with WordPress.







Slim Sonic

2025 • E-commerce website redesign

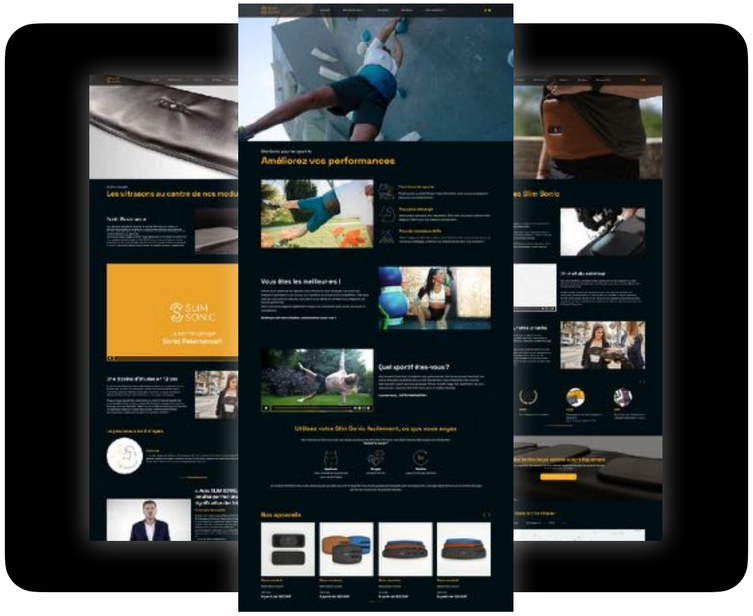
At the end of 2024, Slim Sonic once again called on our services to modernise the previous version of their website, which we had designed almost two years earlier.

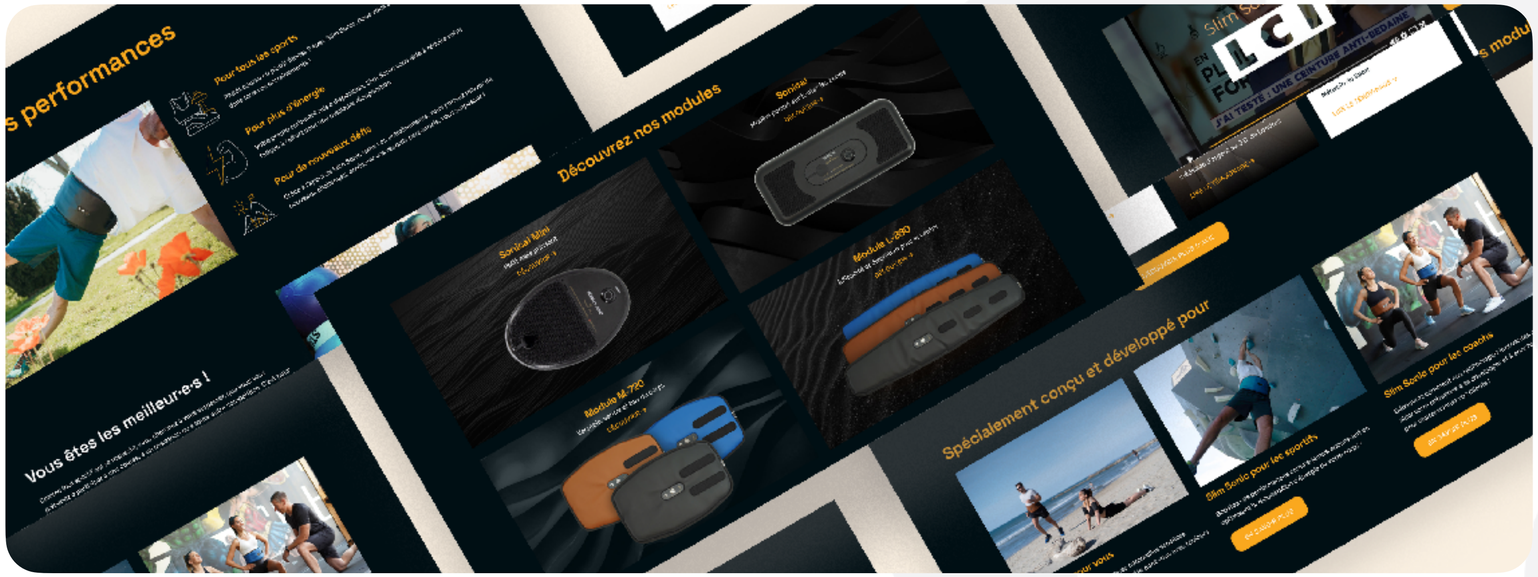
This new collaboration reflects the continued trust the brand places in us to support its digital evolution. It wanted to change the look of its website while keeping the structure that had worked for it.

We took this opportunity to integrate Gutenberg into the site. This update aimed to make publishing easier for the internal teams, offering them **greater flexibility** and a **more intuitive interface** for managing content. By taking this approach, we were able to offer **adapted solutions** to their specific needs.

However, following internal decisions by the brand, the modernised site was ultimately not published.







Maiday

2023 • Design and development of an e-commerce website, packaging



Maiday, a Swiss dietary supplement brand dedicated to athletes, contacted us with the challenge of redoing their shop site **as quickly as possible**. Recognising the urgency and the importance of the project, we met the challenge by delivering the site in 2 weeks.

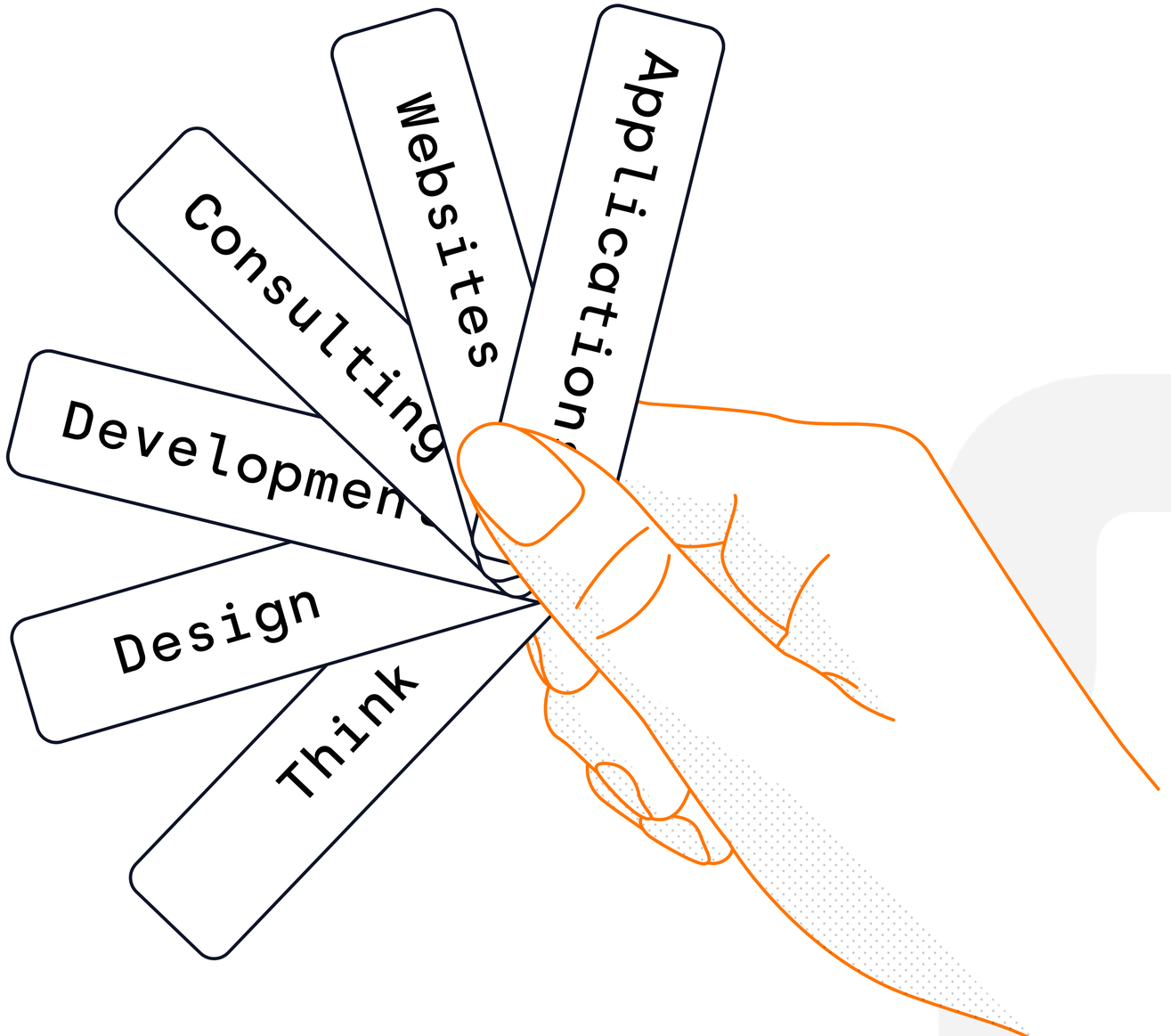
Our mission was to develop a simple and intuitive e-commerce site, able to meet the specific needs of athletes and their requirements for food supplements. By working with the Maiday team, we were able to understand their expectations and goals, which allowed us to design an **MVP (Minimal Value Product)** that not only met their needs but exceeded their expectations. To speed up development, we used Advanced Custom Fields (ACF) to create **fixed page templates**, which saved us time and made us more efficient.

Since this project was temporary, it allowed Maiday to quickly launch a first optimised version of their site, while giving them time to think and develop a more





Other projects



Everyweb

2026 • Branding

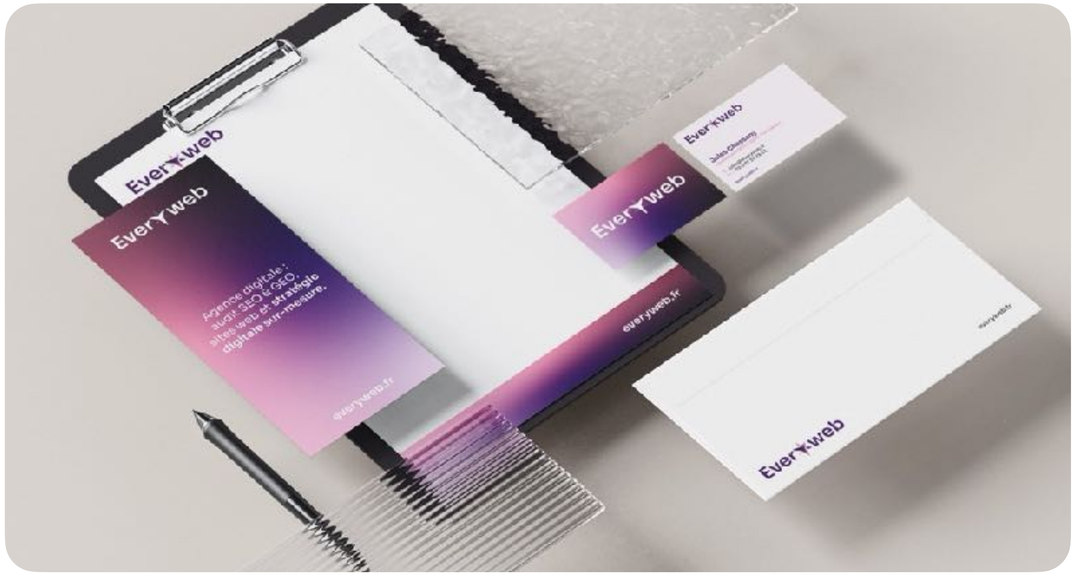
Jules Chassany, SEO consultant and founder of Everyweb, asked us to completely rethink his brand image. Everyweb supports all types of companies in their digital presence with a hybrid approach, combining development, SEO, GEO and digital strategy.

Our mission was to build, starting from a colour, a modern, dynamic and expert identity, without falling into the overly technical or overly cold codes of the sector, and that works as well on the web as in print.

Everything starts from a symbol with a double meaning: a star for the "magic" of computing, a compass to guide towards the right direction.

Around this logo, purple asserts Everyweb's technological and creative side. Gradients of pinks and purples and a touch of golden yellow give the whole a sense of modernity and energy, with a typeface designed to stay legible across all media.







MMV

2025-2026 • Creation of motion design animations

In collaboration with ComStone on art direction, we supported MMV (Medicines for Malaria Venture) on its animated visual communication.

The challenge? Making complex messages accessible and engaging, such as scientific advances or actions taken against malaria, through materials adapted to social networks and to the organisation's different audiences.

Our work focused on creating motion design animations, graphics and infographics, designed to simplify understanding and strengthen the impact of MMV's communications. Each piece was designed to highlight key events, the solutions developed, and the challenges of the fight against malaria, while staying true to the organisation's visual identity.







Ici-Chêne-Bougeries.ch

2025-2026 • Art direction and graphic design

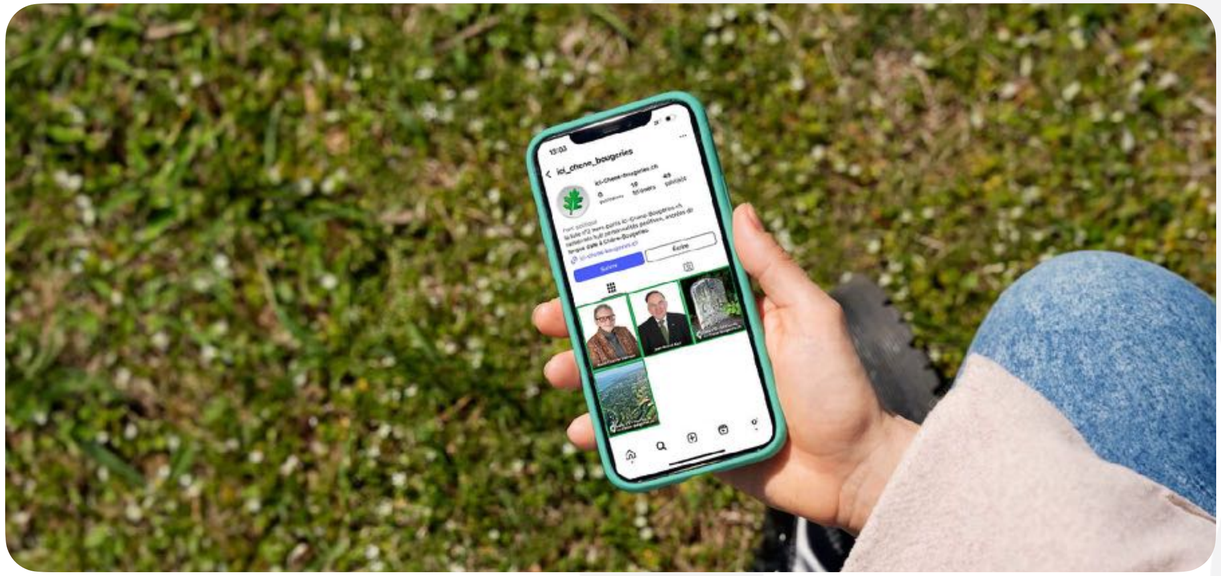
Ahead of the 2025 municipal elections in Chêne-Bougeries, the non-partisan list Ici-Chêne-Bougeries.ch asked us to build its campaign identity from scratch. The challenge was a big one: create a coherent graphic line that could easily be adapted across a multitude of printed and digital materials (posters, flyers, leaflets, social networks), all within the tight deadlines of the election calendar.

We designed a modular and instantly recognisable identity, relying on two-tone icons to illustrate the different campaign messages and flat areas of green recalling the movement's values, far from the usual visual codes voters are used to receiving in their mailbox. True to our end-to-end support approach, we did not stop at delivering files: we followed production through to the Geneva printer and even ensured delivery of the flyers to every household the next day.

This project, run in the urgency specific to the election calendar, allowed Ici-Chêne-Bougeries.ch to stand out visually in the field, with an identity praised for its modernity by residents themselves.







Mirabaud

2024 • Creation of video animations for social networks

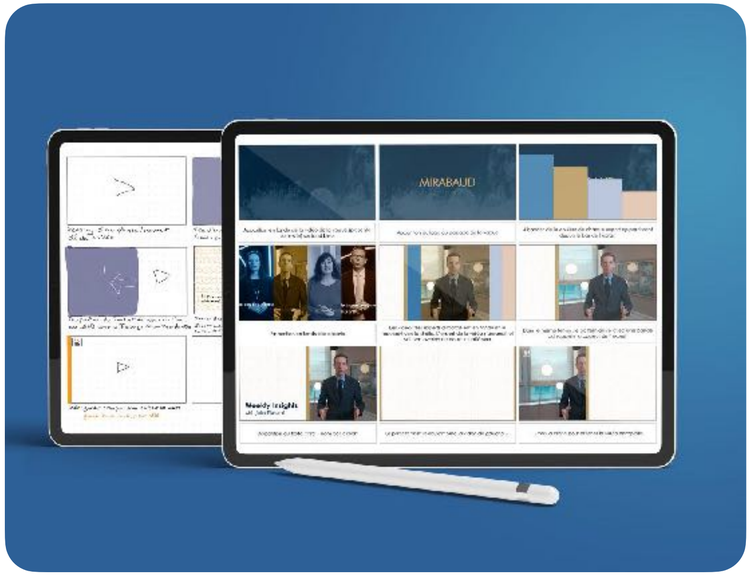
Following the change of its visual identity, Mirabaud wanted to rework its animated visuals to bring more modernity to its videos for social networks. This visual update was crucial to reflect the brand's evolution and strengthen its modern image with its audience.

O'Matic collaborated with Mirabaud to set up a storyboard and create video animations that highlight the modern and premium side of the brand.

Working closely with their teams, we developed animations that capture the essence of their new identity, while showcasing their heritage and excellence.

In addition to creating animations that adapt to the various social network formats, we also made sure these animations are **as easily customisable as possible** by the internal teams, allowing better project sustainability.







What other projects have O'Matic members worked on?



Creation of a CRM with production and after-sales tracking



Creation of a vision test



Bluetooth device tracking and control app



Layout of the EAM Days 2024 programme



Courses search engine



Design sprint for the creation of an HR app



Fertility exchange platform



Internal video presenting a visual identity



Event creation mobile app



Client credit management platform for fitness centres



Transport search mobile app



Creation of Word and PowerPoint document templates

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