

GIOVANNI UMANA

"Hey, I'm Gio. I'm a graphic designer turned UI-focused designer. I create what people see through clean, user-friendly interfaces."

| PORT
-FOLIO
2026

CADS / DATA AUTOMATION

Reimagining CADs brand identity & Experience

PROJECT BRIEF

Tech firm required a modernized visual identity that aligned with its core offerings. The objective, to reposition the brand as a forward-thinking, technically proficient, and scalable solutions provider while maintaining clarity and simplicity in its visual communication.

C A D S

OPPORTUNITY

The tech market moves fast, but the previous Cads brand and manual data interfaces limited market adoption and user trust. An opportunity arose to design a trusted, modern brand identity and a streamlined, automated web UI that allowed stakeholders to hit the market running and manage data services efficiently.

CHALLENGE

Cads offers powerful data services but lacked a clear digital identity and a streamlined interface to demonstrate its value, creating friction for potential early adopters trying to understand the product.



OBJECTIVE

To design a scalable, intuitive interface that translates complex automation into a user-friendly experience, increasing confidence in the product.

CADS

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CADS

Dashboard

AUTOSCALING PROJECT



Dashboard
Branches
Settings

BRANCH

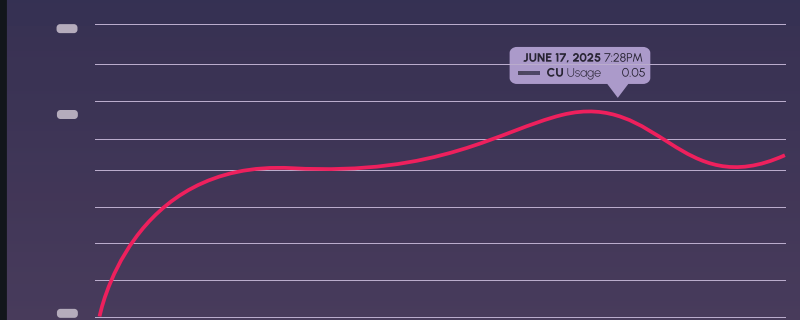


Overview
Monitoring
SQL Editor
Tables
Backup & Restore

Project Dashboard

Monitoring

Branch: production (Default) Compute: Primary (Active)

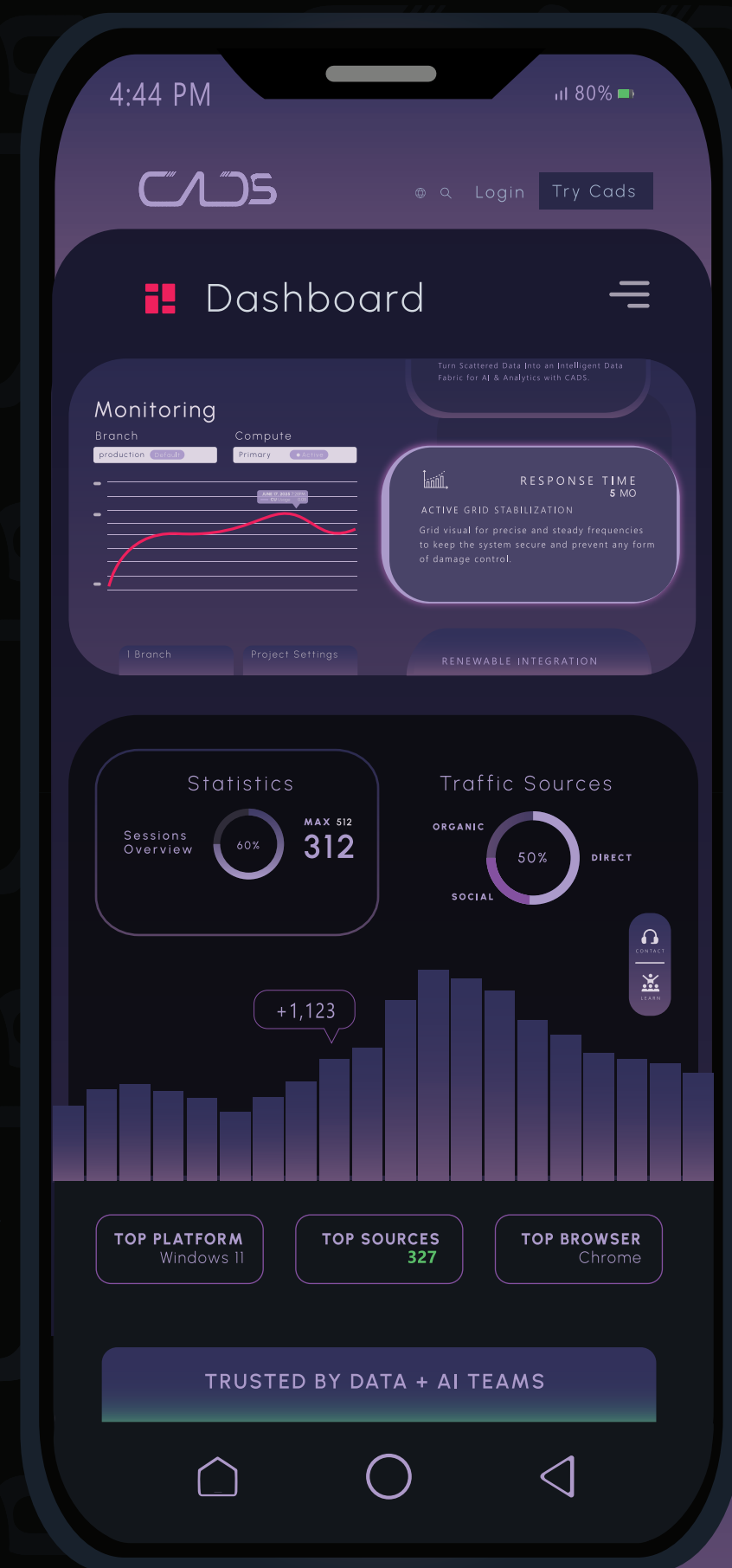


1 Branch Project Settings

TRUSTED BY DATA + AI TEAMS



COMPUTER AUTOMATION & DATA SERVICES



- Cloud Computing
- Automation
- Data Analysis
- Migration
- Automated



COMPUTER AUTOMATION & DATA SERVICES

ROLE

Led the visual design and color strategy, partnering with cross-functional stakeholders to reimagine Cads' brand identity. The redesigned interface received positive feedback, and I continue to contribute to front-end development alongside the backend team as the product evolves.

