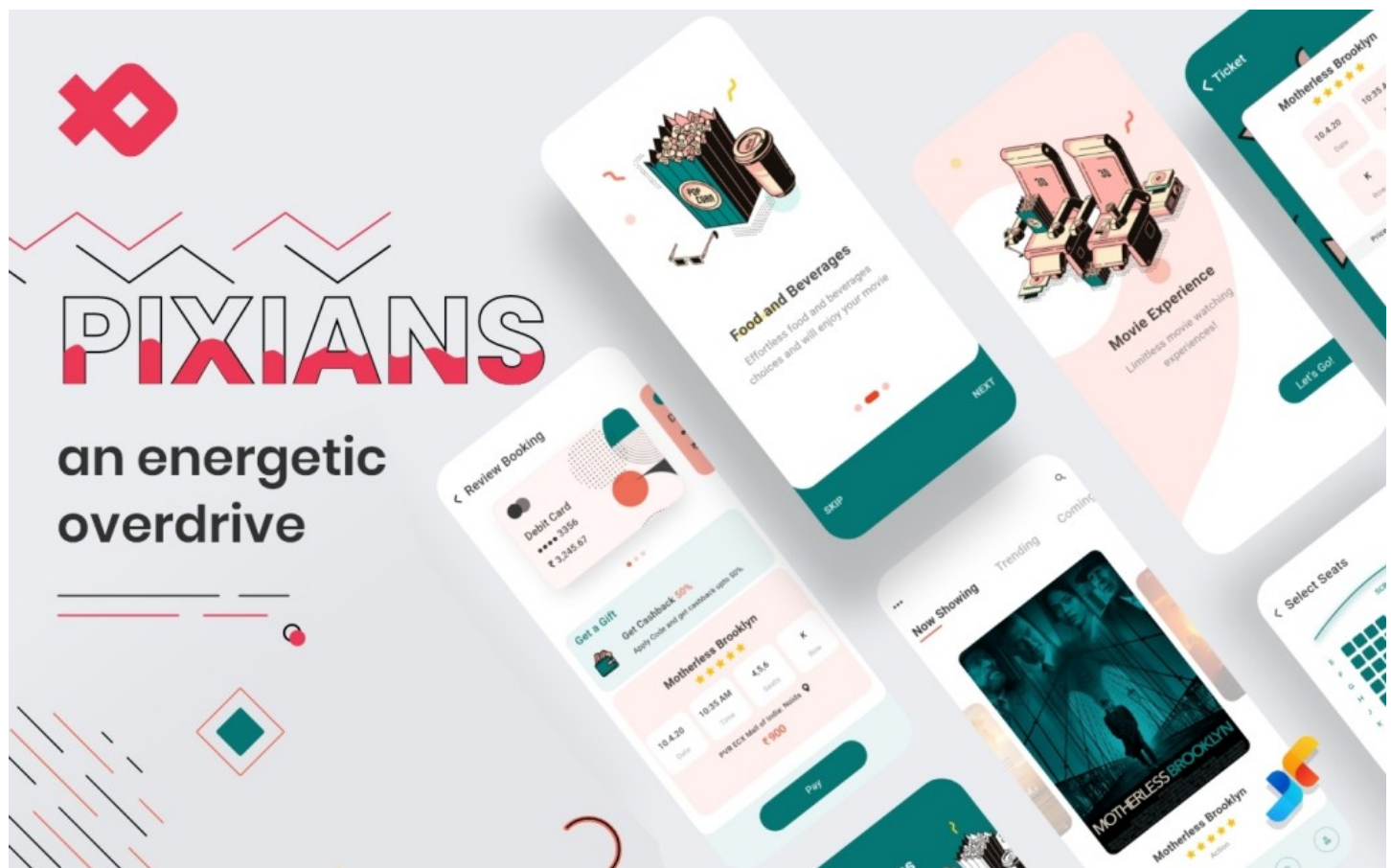


Creative Domination: Pixians in an energetic overdrive



Raleigh, Jul 25, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Pixians](#), a unit of [Successive Technologies](#), started off in February 2018 as a UX/UI design agency. Within the last two years, it has grown by 400% in size and established itself as a key enabler in digital transformation and enterprise solutions.

This Noida-based company came into existence after the founding members of Pixians noticed the parent organization partake in an increasing number of product engineering and software development projects. “We wanted to focus on design. Successive needed a separate arm to focus on UX/UI,” said Pranaw Kumar, the Design Head at Pixians.

Specializing in customer-friendly mobile apps, user-centric websites, creative branding strategies, innovative dashboard interfaces and MVP Design, Pixians has also expanded its scope to IoT projects and extensive UX research. “It is a matter of pride for us to say that in the last 12 months, 93% of our designs have been accepted by clients in the first go. Most of our solutions focus on end-users but recently, we’ve also moved into the B2B domain,” said Sid Pandey, the CEO of Pixians.

Some of Pixians’ clients include Nokia, Dentsu, Meeting Hub, Traveloo and AND Agency. “Dentsu and Nokia were definitely the most challenging for us. We had to really upgrade ourselves to meet the high standards of design. AND was very different and interesting because it involved in-depth market analysis,” said Pranaw Kumar.

In 2018, Pixians entered the [Design X Awards at UX INDIA](#) with its pet care application for Petrics, Inc. and emerged as a finalist in the Best Design Enterprise and Startup category. “Receiving such positive feedback on our first-ever project gave us the confidence and morale boost we needed to continue,” said Yash Gupta, the Innovation Strategist at Pixians.

On a mission to solve real-world problems with technology, the next year, Pixians built a mobile-based application for SmartFarms to help digitize the unorganized agricultural sector of India. The sophistication and long-term benefits of this solution won Pixians the title of India’s Best Design Project at [India’s Best Design Awards 2019](#).

The company was also recognized as the ‘Best Design Enterprise and Startup’ for its robust digital solutions at the [Design X Awards in UXINDIA 2019](#) where it was bestowed with a gold award and special jury blue design X award trophy. “It was a great exposure for us. These events help us stay up to date with the latest trends in UX/UI. We will be applying to international competitions next,” said Yash Gupta.

With its arsenal of creative designers, experienced developers and broad-minded business development experts, the company decided to rebrand itself earlier this year. After months of relentless work and collaborative effort, Pixians is pleased to announce the launch of its newly redesigned website at <https://pixians.com/>.

“We will also introduce a feature in it soon that modifies our website’s color theme based on the time and temperature of the location where it is being viewed. By the end of 2020, we also plan to launch a website themes store. It will be like an e-commerce marketplace but for website themes. Only good things for Pixians in the future!” said Sid Pandey.

About Pixians

Pixians believes that technology-enabled innovation has the potential to optimize, transform and maximize businesses. With specialization in design and development, Pixians embraces creativity and treats UX/UI as a form of art. With over 30 clients within 2 years, Pixians has experienced exponential growth and aided Successive Technologies in several enterprise-grade projects.

Media Contact

successive technologies

support@successive.tech

Akshay Chauhan

Source : Successive Technologies

[See on IssueWire](#)