

Project Date: 2022-3

## Case Study:

# Airosphera™

## *Brand Identity, UX/UI Design, Product Storytelling & Investor Deck*

### Overview

**Airosphera™** is a cutting-edge wellness tech company that develops smart air monitoring and purification systems to enhance indoor air quality and sleep performance. Their flagship product, Airosphera, personalizes air conditions using CO<sub>2</sub> sensors and environmental intelligence – supporting better sleep and cognitive health.

The company needed a holistic visual identity, digital experience, and investor-facing storytelling to launch and validate its value proposition in a competitive consumer wellness market.

Visit:  
[www.airosphera.com](http://www.airosphera.com)

### Challenge

- Define a new category at the intersection of air wellness and smart home
- Communicate invisible benefits (air, sleep, CO<sub>2</sub>) in a tangible, intuitive way
- Design a UX/UI system for mobile and hardware integration
- Create an investor-ready brand that builds trust and excitement
- Collaborate across product, hardware, and business teams to align vision and execution





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My Role

- Led brand creation – naming, logo, visual language, and core narrative
- Designed the UX/UI for mobile app interfaces across multiple use cases (Tonight, Cabin, Education)
- Built interactive flows and sensor-based UI components
- Built the website and brand marketing materials on all platforms
- Directed product videos with professional production companies
- Created and structured investor presentations for fundraising rounds
- Worked closely with the CEO and GM on product-market fit messaging, design prioritization, and strategic storytelling



"Personalized Air Reforming"

Brand Foundation

Brand Foundation: Designed the Cellergy logo with a gradient palette symbolizing cellular energy flow. The color spectrum hints at vitality and tech while maintaining medical trust.

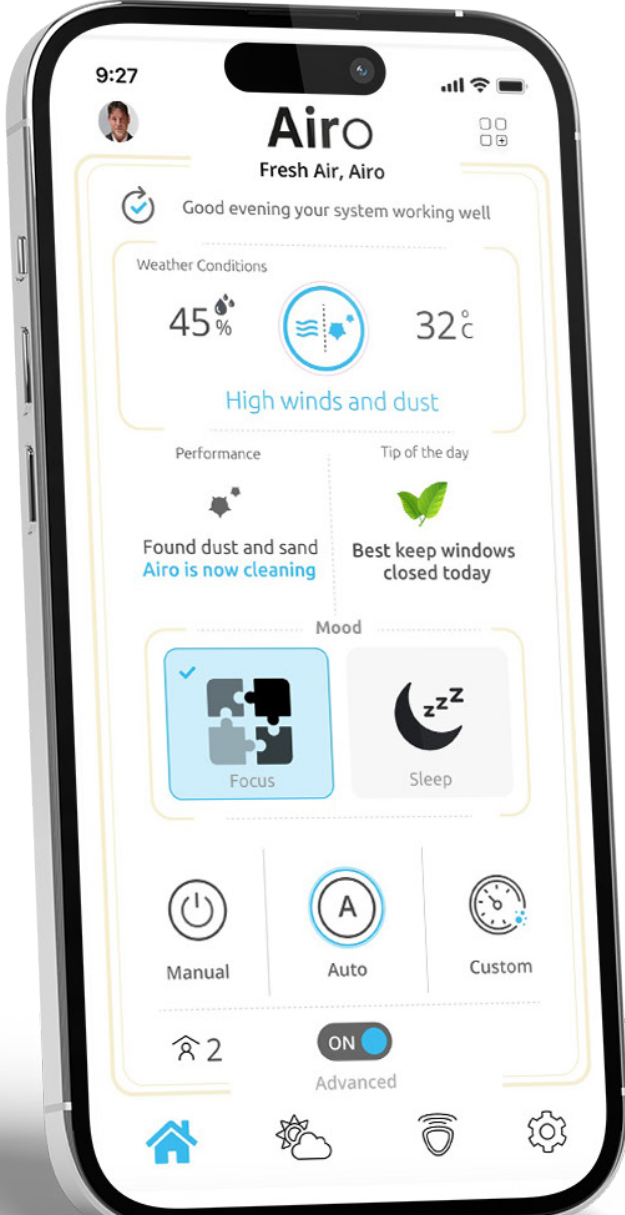
Messaging

Crafted the tagline "Personalized air reforming" and "Fresh Air. Airo" to position the brands as a fresh, modern Wellness-tech solution. Introduced "airo" as a modular naming element across sub-products.



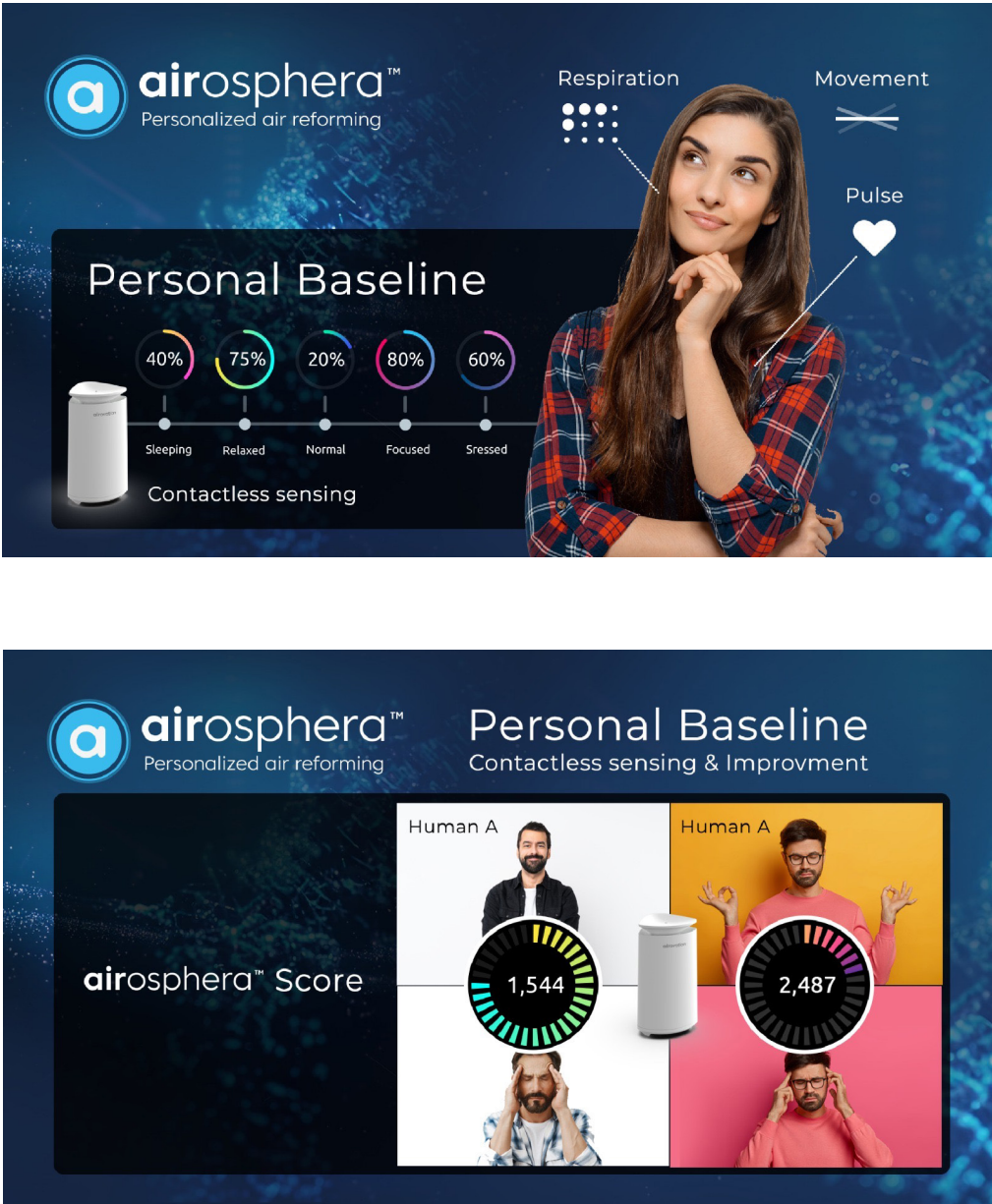
Visual Language

Airosphera's visual language seamlessly blends clean, modern design with a focus on wellness and technology to promote relaxation and trust. Designed a dual UI – bright and minimal by day, calming and luminous by night. A cohesive system using shared icons, type, and motion across all product states.



UX/I

Designed a mobile experience focused on air quality optimization, user engagement, and feedback – including CO<sub>2</sub> intelligence, sleep readiness tracking, and environment-based automation.



Investor Deck

Structured a modular pitch deck featuring market opportunity, team strength, technology breakdown, and pipeline visuals – all woven into a sleek, modern aesthetic.





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**Results**

- 1 A distinct, ownable brand that elevated the product above standard air purifiers
- 2 User-centered interfaces that made invisible metrics (CO<sub>2</sub>, comfort) actionable and engaging
- 3 Investor presentations that helped secure strategic pilots and early funding interest

 **Marat Maayan**  · 1st  
Founder & CEO at Airovation Technologies and Board Member of Airosphera  
July 23, 2023, Marat managed Gavriel directly

"Gabriel consolidated several fields and promoted several worlds of content in a very good way. from applying a user interface to reflect value to end users in the field of wellness apps and sleep- tech. to ability present the value in the field of carbon capture for industrial applications in social media and the website.

Gabriel is characterized by thinking outside the box, hard-working and independent - I highly recommend."



Company product:  
A.I. Indoor Air Reforming

The need:  
High CO<sub>2</sub> levels in confined environments reduce well-being and productivity.

Using Airosphera reduces significantly the negative impact of High CO<sub>2</sub> levels on our Health and Productivity (e.g. Nausea, Headaches, Drowsiness, Restlessness, Difficulty in concentrating & performance.)

