



Vertex Trading

CLIENT PORTAL, ACCOUNT TABLET & MOBILE APP · CASE STUDY

A complete concept design and build — website, account opening with online deposit funding, an in-office account tablet and mobile app, plus a self-service admin panel for daily market and client management.

Concept & Vision

"A trading platform that shows the real cost of every trade before you place it — no hidden spread, no buried commission, and a portfolio dashboard that never lies."

Vertex Trading is a fictional trading platform, developed as a full concept to demonstrate what a trustworthy account-opening experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Retail traders who want transparent pricing and real-time portfolio visibility — not a platform that buries its fees in fine print.

BRAND PERSONALITY

Precise, composed, quietly confident. Signal green on a near-black ground, closer to a professional trading terminal than a gamified trading app.

PRIMARY GOAL

Convert a visit into a funded, verified account — using a real market catalog, transparent pricing, and a checkout that takes under a minute.

OWNERSHIP

Office staff manage markets, accounts, and advisor rosters independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#0A0D10



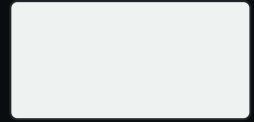
Surface
#12171B



Ember (Signal Green)
#22C55E



Wine
#166534



Cream
#EEF2F1

A near-black ground reads as a professional trading terminal rather than a consumer app, and lets the signal-green accent carry every call to action — the same color traders already associate with gains.

TYPOGRAPHY

Real markets. Real positions. No surprises.

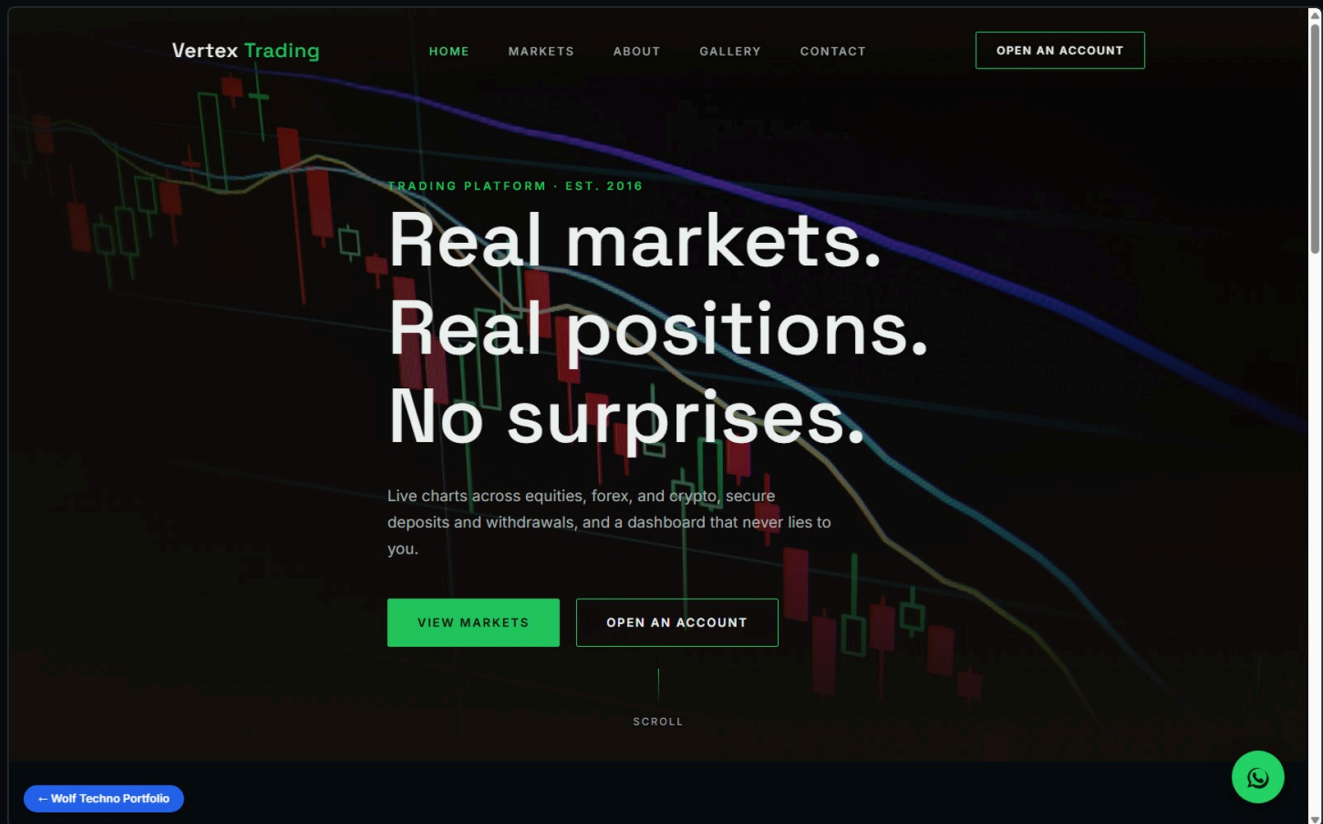
Space Grotesk pairs a confident, geometric display face with Inter for body copy and interface text — a deliberate pairing for a financial platform, not the default safe choice.

SPACE GROTESK · DISPLAY | **INTER · BODY & UI**

LAYOUT APPROACH

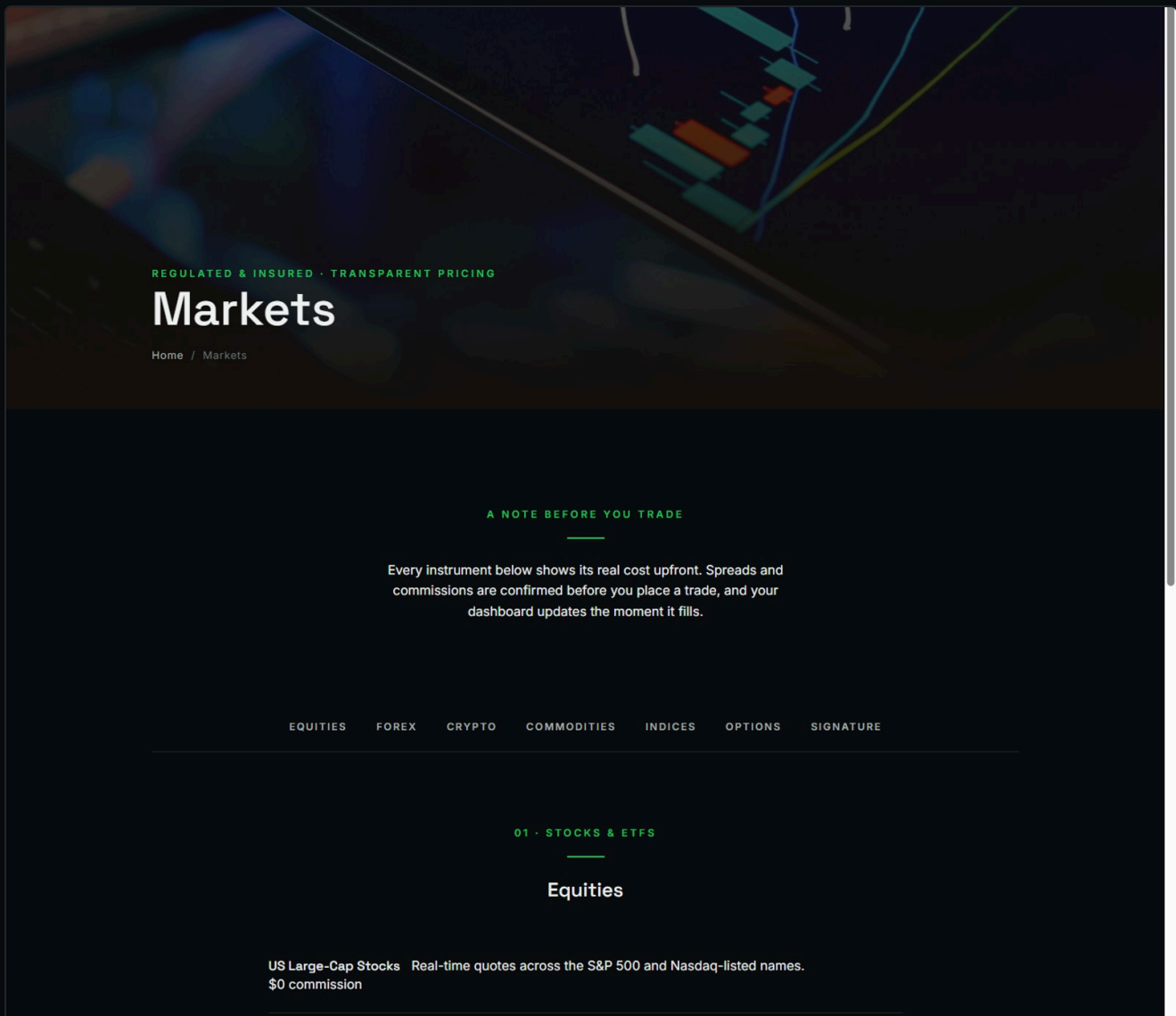
Full-bleed candlestick-chart photography, generous negative space, and thin green hairline dividers replace the coupon-heavy layouts common in gig-app templates — real charts and real data carry the page, not stock icons.

Home



Purpose: establish tone in the first three seconds. A full-height candlestick-chart photograph, a single-sentence thesis statement, and two clear actions — view markets or open an account — before the visitor scrolls past the fold.

Markets



Purpose: read like a real trading desk, not a wall of stock icons. Instrument name, real spread or commission, and a one-line description — grouped by category, jump-linked at the top for fast navigation across all seven categories.

Open an Account

CHOOSE · SCHEDULE · CONFIRM

Open an Account

Home / Open an Account

EQUITIESFOREXCRYPTOCOMMODITIESOPTIONS

SIGNATURE



Standard Account

Zero-commission equities and ETFs, \$0.6-pip forex spreads.

\$250 min. deposit

+ SELECT



Pro Account

Tighter spreads across forex and commodities, priority fills.

\$2,500 min. deposit

-1+



Crypto Wallet Add-On

Cold-storage custody for spot crypto trading, same-day withdrawal.

No extra fee

+ SELECT



Options Trading Add-On

Your Account

1 × Pro Account

Account Fee

\$0.00

Minimum Deposit Due

\$2,500.00

Deposit Total

\$2,500.00

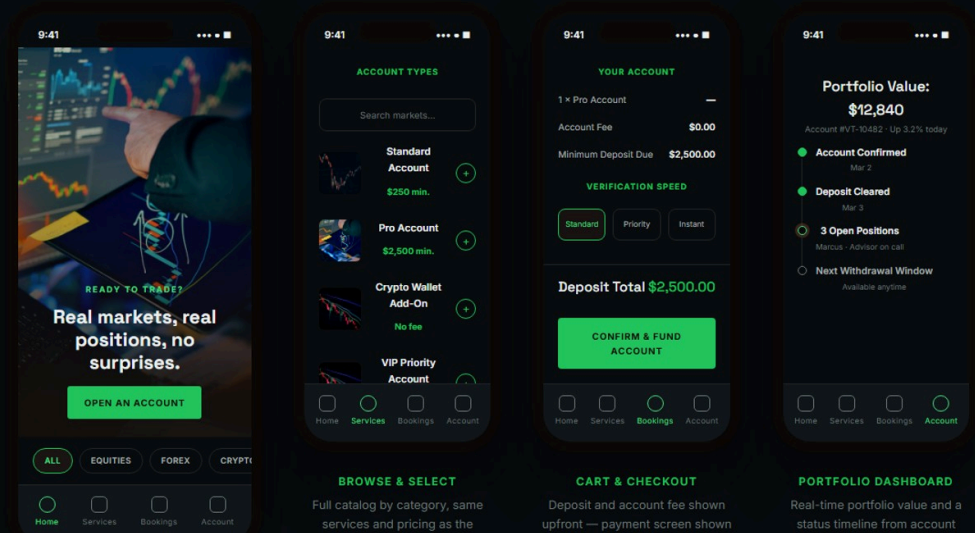
GO TO CHECKOUT

View in-office account tablet →

Purpose: compare account types, select one, and see the minimum deposit due before checkout — the same account tiers and pricing that live on the Markets page, reused rather than duplicated.

iOS & Android Companion App

The same account system that powers the website and the in-office tablet, reshaped for a native mobile companion — browsing, checkout, and live portfolio tracking in one continuous flow.



Purpose: four native-style screens — discover, browse, fund & verify, and live portfolio tracking — built from the same design system and the same market data as the website and the in-office tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live market data.

Dashboard & Account Management

Vertex Trading

Dashboard

Markets

Accounts & Positions

Staff Accounts

Gallery

Company Info

Signed in as admin

Sign Out

← Wolf Techno Portfolio

Dashboard

A quick look at what's live on the site right now.

42
MARKETS

39
VISIBLE ON SITE

7
MARKET CATEGORIES

18
ACCOUNTS OPENED TODAY

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Market

Manage Gallery

View Accounts

Edit Company Info

Recent activity

ACTION	ITEM	WHEN
Account confirmed	Account #VT-10482	2 hours ago
Photo uploaded	Gallery — "Market Chart — Recovery"	Yesterday
Market listed	Gold & Silver	3 days ago

Purpose: give office staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: markets, accounts, advisors, and company info. Markets are added, priced, and hidden from the same panel; accounts flag unassigned clients automatically; staff accounts get short login codes for the account tablet.

Technical Foundation

Built for a specific business reality: an independent trading platform that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

CUSTOMER-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full account flow — compare, select, and fund a deposit online
- ✓ In-office account tablet, same catalog as the website
- ✓ Mobile app design mockup — discover, fund, and track your portfolio
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove markets in real time
- ✓ Auto-generated staff login codes for the account tablet
- ✓ Account records with automatic unassigned-client flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this platform, not recognizable as a reused fintech theme.

02

The team never has to call a developer for routine changes

New market, new pricing, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for clients and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

**Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.**

Design & Development Portfolio · 2026