Ali Tohme

2022-2026

Designer who ships. Fintech, health, and consumer apps designed end-to-end, and built and animated when it counts. Experienced in generative AI designs and vibe-coding.

Portfolio

About

I'm a Lebanese product designer based in Germany. Over 11+ years I've taken complex, intimidating domains (personal finance, health, Web3) and made them legible to ordinary people. I work end-to-end, from research to high-fidelity UI, and I can prototype and build in code, so what I design ships fast and gets tested for real.

Worked with:

الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property
Saudi Arabia

BYBIT
United Arab Emirates

aws
UAE

ECOVACS
Germany

NeoTaste
Germany

SPOTMY
Saudi Arabia

THE TMRW FOUNDATION
Germany

The Cradle.co
Lebanon

Kilow at Sanabil
Saudi Arabia

IVX
United Kingdom

Blacksun
Lebanon

AIRED
Germany

ROOM
Germany

African Continental Council
Africa

Lebanon

Featured in:

Euronews, Chip, PC MAG, Fast Company, VB, A' Awards, ComputerWoche

Expertise

Product Designer: research, information architecture, interaction design, prototyping, usability testing, design systems. Design that ships Figma → Webflow/Framer; comfortable prototyping and building in code (HTML/CSS, Spline, Framer). Motion & craft After Effects / Lottie, micro-interactions, illustration and iconography in service of product clarity. Ready to publish websites, apps, and designs using AI platforms like Claude / Chatgpt. Fluent in the wider Adobe suite and standard collaboration tooling (Jira, Miro, Storybook, etc.).

Selected Cases

1

Hassala App

Personal finance subscription & contract management iOS

UI/UX + Branding

Brief:
Most budgeting apps tell you where your money went. Hassala tells you where it's going and quietly leaking. I designed a personal-finance app around a different unit than "transactions": recurring commitments. By treating every subscription, bill, and contract as a first-class object you can see, forecast, and cancel, Hassala turns the invisible monthly drain into something you can actually control.

Launched in beta with a waitlist for the upcoming Money Box feature

Situation & role:
I led design end-to-end, product strategy, information architecture, UX, UI, and the build.

The starting point was an open brief: build a money app for people juggling multiple accounts and dozens of recurring payments across borders the exact situation of an expat in Germany running a Wise account alongside a local bank.

Problem framing:
The default move would have been another spending tracker with a pie chart. But categorizing past spending doesn't change behavior, the damage is already done.

The real problem is forward-looking: people lose money to commitments they've forgotten, true costs they never add up, and the anxiety of not knowing how long their money will last. So I reframed the product around three questions a spending tracker never answers: What am I actually committed to? What does it really cost me? And what can I safely spend right now? Every core surface answers one of those.

Decisions & trade-offs:
"Contracts" as the spine, not transactions. I made recurring commitments, subscriptions, bills, loans, annual contracts like Adobe and Figma a dedicated, browsable space with status (paid, missed, upcoming), per-contract detail, alerts, and one-tap "cancel / terminate / split." This is the riskier IA (it's not what finance apps usually foreground) but it's where the product's value lives.

Make the invisible numbers visible. The Tools section deliberately includes calculators most apps hide: subscription true-cost (annualized), safe-to-spend, cash-flow runway (how long your money lasts at your current rate). These translate abstract anxiety into concrete numbers.

A culturally-native saving tool. I included a Jam'iyyah planner a rotating savings-group tool built for how people in the MENA region actually save together rather than assuming a Western savings model. This was a deliberate localization decision, not a default.

Unhappy paths designed, not skipped. Missed payments (Vodafone, Google) surface as first-class states with clear recovery, not silent failures because a finance app that hides bad news isn't trusted.

Solution:
Overview: One glance answers "am I okay?": balance vs. contracts vs. exceeded, account totals, an expenses donut, and trend charts. Why: orientation before detail.

Contracts: The heart of the product: every commitment, its status, and its true cost; detail view offers cancel / split / alert. Why: the thing that drains you should be the thing you control most easily.

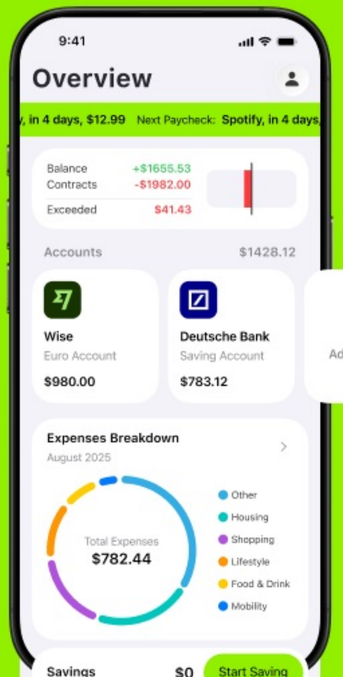
Tools: A toolkit of plain-language financial calculators (50/30/20, savings goal, compound interest, safe-to-spend, cash-flow runway, Jam'iyyah, VAT). Why: turn financial literacy into tappable answers.

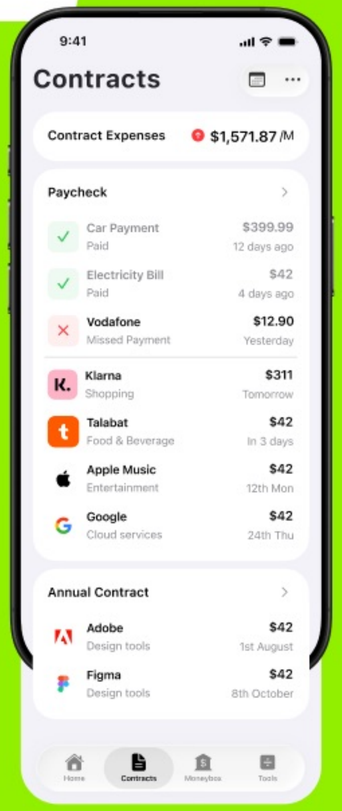
Money Box: Savings, with a waitlist for what's next. Why: build anticipation; signal a roadmap.

Impact & reflection:
Shipped a finance app that organizes life around commitments, not just spending with the Money Box savings layer rolling out next.

If I rebuilt the Tools section, I'd cut the calculator count and keep only the three that change behavior. Trust lives in how you surface a missed payment, not a good month.

HASSALA


9:41
Overview
, in 4 days, $12.99 Next Paycheck: Spotify, in 4 days
Balance +$1655.53
Contracts -$1982.00
Exceeded $41.43
Accounts $1428.12
Wise
Euro Account
$980.00
Deutsche Bank
Saving Account
$783.12
Add Account
Expenses Breakdown
August 2025
Total Expenses
$782.44
Other
Housing
Shopping
Lifestyle
Food & Drink
Mobility
Savings $0
Start Saving
Consumption Trend
2025
Avg. $30/week
Trend $12
Income vs Expenses
2025
Income
Expenses
Suggestions
Where do you spend your money?
Small details matter the most
See how to do it
Where do you spend your money?
Small details matter the most
See how to do it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Contracts
Contract Expenses $1,571.87 /M
Paycheck
Car Payment
Paid
$399.99
12 days ago
Electricity Bill
Paid
$42
4 days ago
Vodafone
Missed Payment
$12.90
Yesterday
Klarna
Shopping
$311
Tomorrow
Talabat
Food & Beverage
$42
In 3 days
Apple Music
Entertainment
$42
12th Mon
Google
Cloud services
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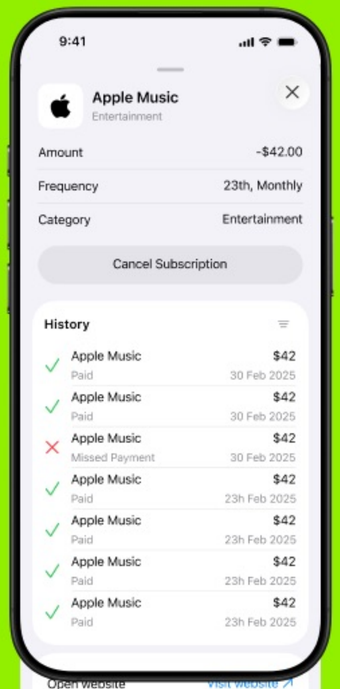
Figma
Design tools
$42
8th October
Home
Contracts
Moneybox
Tools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Apple Music
Entertainment
Amount -$42.00
Frequency 23th, Monthly
Category Entertainment
Cancel Subscription
History
Apple Music
Paid
$42
30 Feb 2025
Apple Music
Paid
$42
30 Feb 2025
Apple Music
Missed Payment
$42
30 Feb 2025
Apple Music
Paid
$42
23h Feb 2025
Apple Music
Paid
$42
23h Feb 2025
Apple Music
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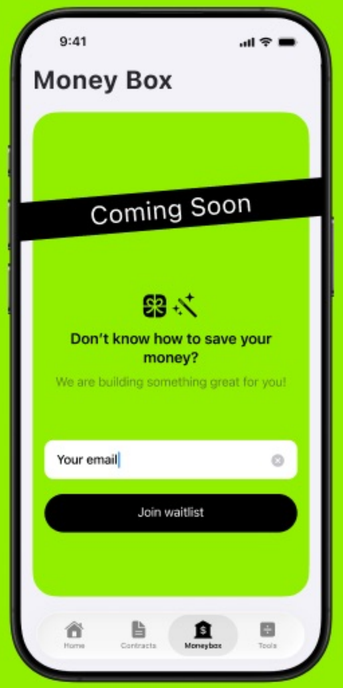
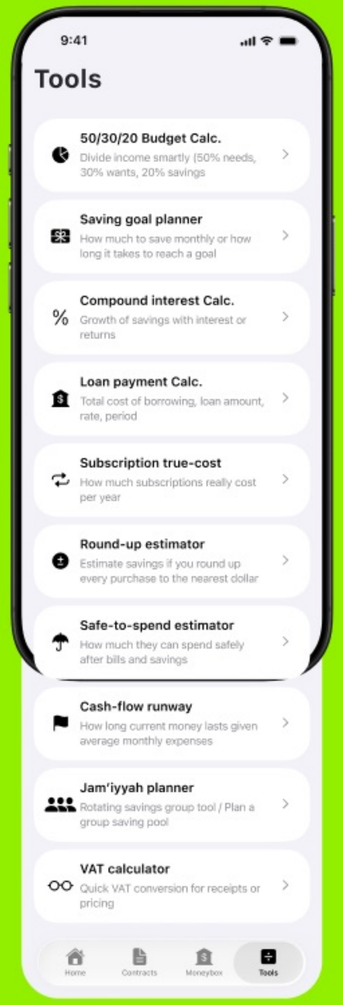
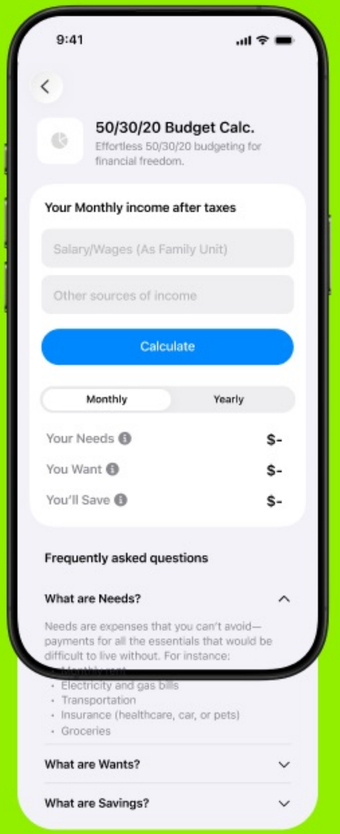
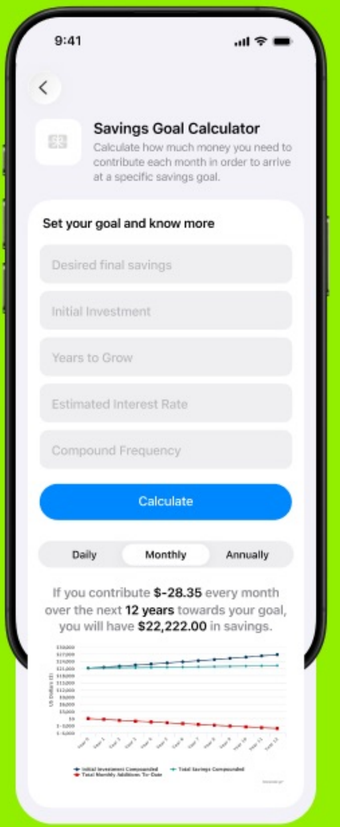
Open website
Visit website
Split contract
Activate contract alert
Contract is terminated
Remove Contract


9:41
Money Box
Coming Soon
Don't know how to save your money?
We are building something great for you!
Your email
Join waitlist
Home
Contracts
Moneybox
Tools


9:41
Tools
50/30/20 Budget Calc.
Divide income smartly (50% needs, 30% wants, 20% savings
Saving goal planner
How much to save monthly or how long it takes to reach a goal
Compound interest Calc.
Growth of savings with interest or returns
Loan payment Calc.
Total cost of borrowing, loan amount, rate, period
Subscription true-cost
How much subscriptions really cost per year
Round-up estimator
Estimate savings if you round up every purchase to the nearest dollar
Safe-to-spend estimator
How much they can spend safely after bills and savings
Cash-flow runway
How long current money lasts given average monthly expenses
Jam'iyyah planner
Rotating savings group tool / Plan a group saving pool
VAT calculator
Quick VAT conversion for receipts or pricing
Home
Contracts
Moneybox
Tools


9:41
50/30/20 Budget Calc.
Effortless 50/30/20 budgeting for financial freedom.
Your Monthly income after taxes
Salary/Wages (As Family Unit)
Other sources of income
Calculate
Monthly
Yearly
Your Needs $-
You Want $-
You'll Save $-
Frequently asked questions
What are Needs?
Needs are expenses that you can't avoid—payments for all the essentials that would be difficult to live without. For instance:
Electricity and gas bills
Transportation
Insurance (healthcare, car, or pets)
Groceries
What are Wants?
What are Savings?


9:41
Savings Goal Calculator
Calculate how much money you need to contribute each month in order to arrive at a specific savings goal.
Set your goal and know more
Desired final savings
Initial Investment
Years to Grow
Estimated Interest Rate
Compound Frequency
Calculate
Daily
Monthly
Annually
If you contribute $-28.35 every month over the next 12 years towards your goal, you will have $22,222.00 in savings.

2

Kilow @ Sanabil Studio

Health-tech · GLP-1 weight-loss program · Arabic / RTL · iOS + web

UI/UX + Branding

Brief:
Medical weight loss is clinical, jargon-heavy, and intimidating exactly the wrong tone for someone nervous about starting. I designed Kilow app as a gamified experience first mindset, Saudi first, an Arabic-first health platform that wraps a GLP-1 medical program inside a warm, supportive daily companion: tracking, education, telehealth, and commerce in one place, fully localized for a Saudi audience.

Situation & role:
I was Head of Design crafting end-to-end, including Arabic/RTL design and the system across mobile + web. The challenge was unusually multi-sided: Kilow had to be a tracker, a store, an education tool, and a telehealth booking flow without feeling like four apps stitched together, and without making a medical program feel like a hospital.

Problem framing:
The instinct in health apps is to lead with clinical authority — charts, metrics, medical language. But the user starting a GLP-1 journey is often anxious and self-conscious; authority alone pushes them away. I reframed the goal from "present medical data" to "make a clinical program feel like daily, judgment-free support." That meant the medical rigor stays (BMI, weight trends, lab tests, doctor consults) but it's wrapped in encouragement, plain Arabic, and small daily wins.

Decisions & trade-offs:
A "health score," not a verdict. I led with a single, friendly health score (e.g., 52) broken into four pillars (sleep, nutrition, movement, stress) so progress feels holistic and improvable, rather than reducing the user to a number on a scale.

Education as a daily game, not a manual. Health facts are delivered as quick daily questions with affirming, explanatory feedback (e.g., why daily weight fluctuates) turning compliance into curiosity.

Commerce without feeling sold to. Supplements, lab add-ons, and program tiers (1 / 3 / 6 month, with a clearly-marked "most popular") are integrated, but framed as part of the program, not a storefront bolted on. The trade-off keeping monetization present but not pushy drove a lot of the layout decisions.

Arabic-first, not Arabic-translated. The entire system was designed RTL from the start, with Saudi culturally-appropriate illustration and tone, rather than mirroring an English layout.

Solution:
Kilow programs (Med, Nutri, Nabit) : Example, the Med GLP-1 offer, made approachable with clear inclusions and pricing tiers. Why: reduce the intimidation of "starting medication."

Health dashboard: Weight journey, BMI, and the four-pillar health score with trends. Why: holistic progress beats a single punishing metric.

Daily steps & questions: Gamified engagement that teaches while it tracks. Why: retention in health comes from small daily wins.

Marketplace: A market that is full of needed product for having a healthy life.

Consultation booking: A free-consultation flow with time-slot selection. Why: a human is one tap away when the program gets hard.

Impact & reflection:
Launched an Arabic-first health platform that makes a clinical GLP-1 program feel like daily, judgment-free support.

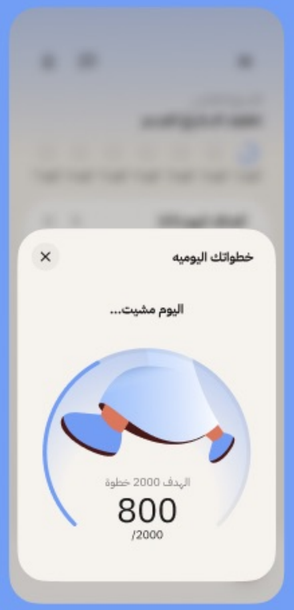
Every screen was a negotiation between medical accuracy and reassurance. The four-pillar health score taught me to give people a number they can move, not one that judges them in health products, tone is the real design decision.

Kilow®



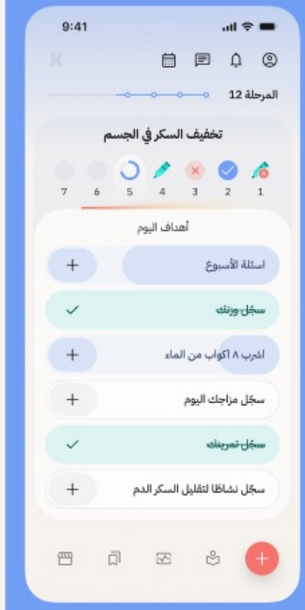














Kilow

رحلة كيلو | خطتنا | قصص نجاح | اكتشف مؤشر جسمك | الأسئلة الشائعة | مدونتنا | حمل التطبيق ←

احجز استشارتك المجانية



مبروك! أنت مؤهل للحصول على الاستشارة المجانية! 🎉

خبير من كيلو بيتواصل معك
اختر الوقت المناسب لك

اتصل الان

ذكرني لاحقاً

مشغول الآن ؟ حدد موعد: اليوم | غداً

~~11:30 AM~~	~~11:00 AM~~
12:30 PM	12:00 PM
1:30 PM	1:00 PM
2:30 PM	2:00 PM
3:30 PM	3:00 PM
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5:30 PM	5:00 PM
6:30 PM	6:00 PM
7:30 PM	7:00 PM

3

Neotaste.com

Consumer · restaurant discovery & deals · mobile + web · multi-city (EU) 1M+ users

UI/UX

Brief:
People only ever try a tiny fraction of the restaurants in their city. As part of the NeoTaste team, I designed a discovery experience that turns "where should we eat?" into a deal-driven habit, map-first exploration across European cities, with a frictionless in-restaurant redemption moment that makes the savings feel real at the table. Outcome: 1M+ users, 4.8 Higher App Store ratings.

Situation & role:
I was a product designer in the team. The core tension in a deals-discovery app is that two moments pull in opposite directions: discovery wants density (every restaurant, every deal, on a map) while redemption wants calm and trust (one clear screen the waiter can verify in seconds).

Problem framing:
A deals app can easily feel like a coupon dump cluttered, slightly cheap, low-trust. I framed the design problem as protecting two very different moments: make browsing feel like exploring a curated city, and make redeeming feel as clean and confident as showing a boarding pass. The whole experience had to feel premium enough that using a discount in front of a date isn't embarrassing.

Decisions & trade-offs:
Map as the primary canvas. Discovery is anchored on a map of the user's city (and beyond), with rich restaurant cards and clear deal tags favoring spatial exploration over an endless list.

The redemption pass. The in-restaurant moment is stripped to one screen restaurant, offer, QR, designed to read instantly and feel trustworthy, deliberately the calmest surface in an otherwise dense app.

Loyalty that rewards frequency. Tiers (Green to Gold) with visible progress ("X more visits to reach Gold") turn one-off deal-hunting into a returning habit.

Localization at the data layer. German-market specifics (2für1, Rabatt) are treated as native content, not afterthoughts.

Solution:
Landing & app store presence: "Discover more. Pay less." with social proof. Why: set the value prop and credibility before download.

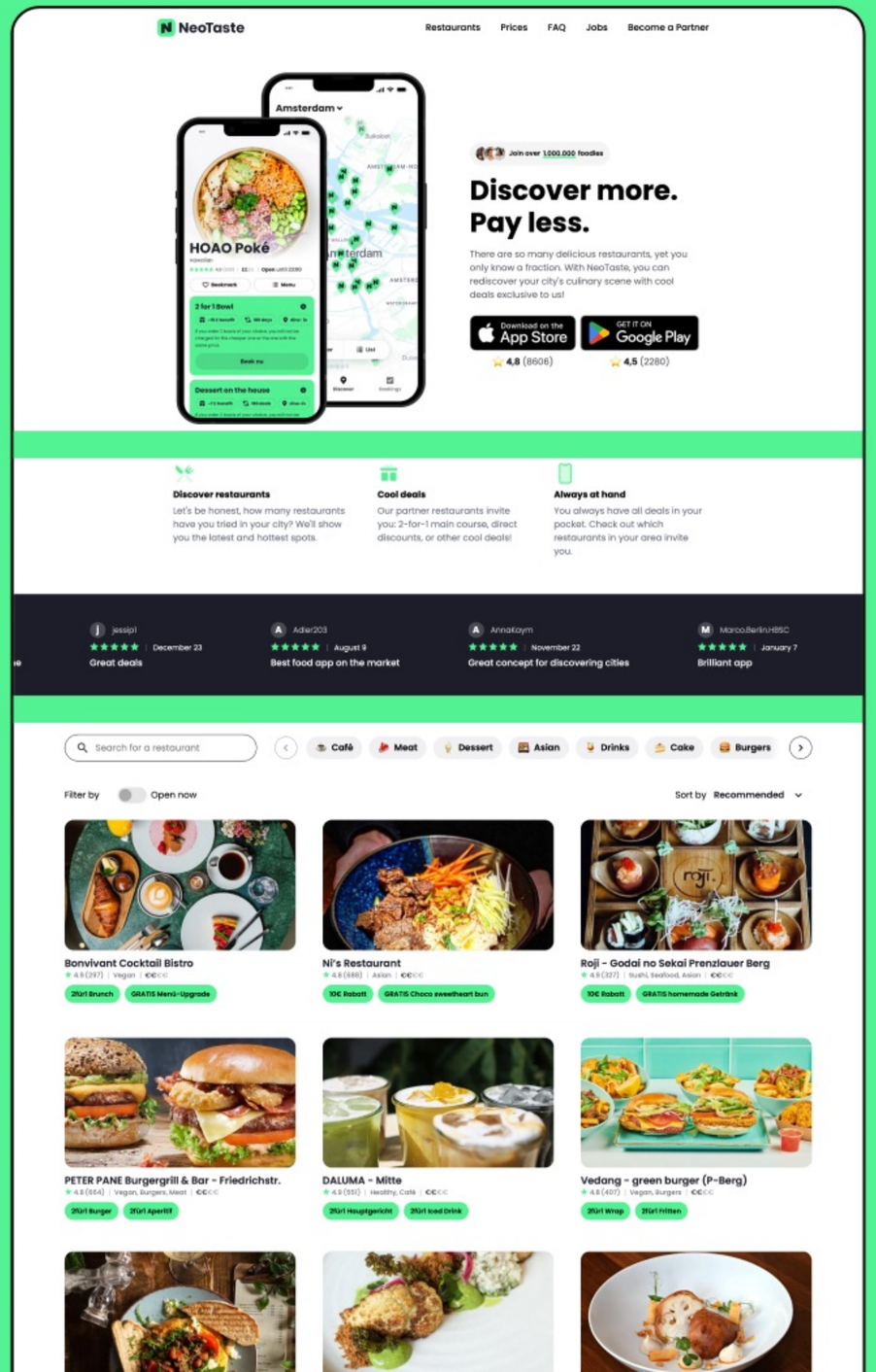
Map discovery: City-level exploration with deal-tagged cards. Why: discovery is spatial; people think in neighborhoods.

Redemption pass: Single, scannable QR screen. Why: the highest-trust moment deserves the least clutter.

Loyalty tiers: Progress toward Gold. Why: convert deal-seekers into regulars.

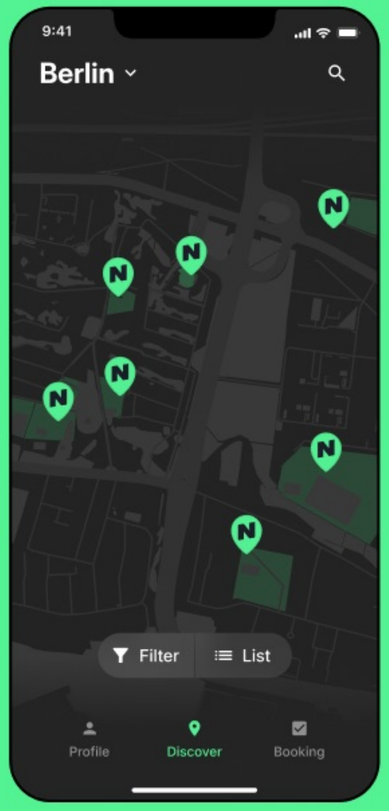
Impact & reflection:
A consumer discovery experience built around two opposing moments dense, map-led browsing and a calm, one-screen redemption people aren't embarrassed to use.

Reflection: Density and calm had to coexist in one app. Forcing "browse" and "transact" into a single coherent system changed how I design anything that switches modes.


NeoTaste
Restaurants
Prices
FAQ
Jobs
Become a Partner
Amsterdam
HOAO Poké
Join over 1,000,000 foodies
Discover more.
Pay less.
There are so many delicious restaurants, yet you only know a fraction. With NeoTaste, you can rediscover your city's culinary scene with cool deals exclusive to us!
Download on the App Store
GET IT ON Google Play
4,8 (8606)
4,5 (2280)
Discover restaurants
Let's be honest, how many restaurants have you tried in your city? We'll show you the latest and hottest spots.
Cool deals
Our partner restaurants invite you: 2-for-1 main course, direct discounts, or other cool deals!
Always at hand
You always have all deals in your pocket. Check out which restaurants in your area invite you.
Great deals
Best food app on the market
Great concept for discovering cities
Brilliant app
Search for a restaurant
Café
Meat
Dessert
Asian
Drinks
Cake
Burgers
Filter by
Open now
Sort by
Recommended
Bonvivant Cocktail Bistro
Ni's Restaurant
Roji - Godai no Sekai Prenzlauer Berg
PETER PANE Burgergrill & Bar - Friedrichstr.
DALUMA - Mitte
Vedang - green burger (P-Berg)


9:41
Done
NeoTaste
Restaurant
DALUMA - MITTE
SCHEDULED
2:40 PM
Location
10119 Berlin, Weinbergs. 3
Offer
2für1 Hauptgericht


8:00
LTE
Select city
Green
2M Pts
10 more dinnings by August 31 to reach Gold
Oslo
Stockholm
North Sea
United Kingdom
Belgium
France
Austria
Croatia
Italy
Spain
Barcelona
Marseille
Tyrrhenian Sea
Filter
List
Google
Profile
Discover
Bookings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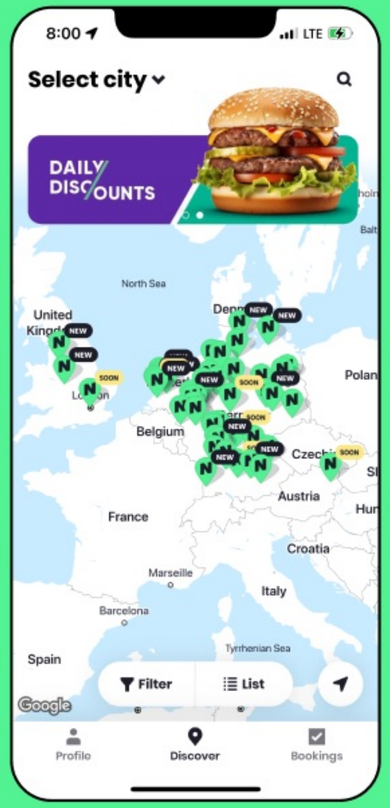
Berlin
Filter
List
Profile
Discover
Booking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LTE
Select city
DAILY DISCOUNTS
North Sea
United Kingdom
Belgium
France
Austria
Croatia
Italy
Spain
Barcelona
Marseille
Tyrrhenian Sea
Filter
List
Google
Profile
Discover
Bookings

NeoTaste

4

Room3d.com

Immersive / 3D video conferencing · brand + product · web + mobile

UI/UX + Branding (Multi-product)

Brief:
Video calls are flat and forgettable; the metaverse is intimidating and empty. ROOM3D sits between them lifelike 3D rooms you actually want to meet in. I designed the brand and product for a platform on the frontier of 3D conferencing, and the hardest part wasn't making it beautiful it was making something this novel feel instantly usable. The work was featured in Fast Company, PCMag, Chip, and VB.

Situation & role:
I led design brand identity and product UX/UI working with developers on a from-scratch 3D platform. Launching on unfamiliar technology meant three problems at once: users didn't understand what the product was, the signup friction was high, and 3D assets made it slow to load any one of which could kill adoption.

Problem framing:
With something genuinely new, the temptation is to over-explain. I reframed the challenge as comprehension through familiarity: borrow a visual language people already trust (cinematic, Netflix-like darkness and depth) so the unfamiliar 3D space feels inviting rather than alien, then remove every possible barrier between "curious" and "inside a room."

Decisions & trade-offs:
Familiar visual language for an unfamiliar product. A dark, immersive, cinematic aesthetic made the metaverse feel premium and legible instead of gimmicky.

People as the hero of every asset. I put real people into the imagery throughout, so the product reads as "meet with humans," not "explore an empty 3D world" directly addressing the comprehension problem.

Ruthless signup reduction. I cut signup to email + password only, and taught the product inside the experience with interactive 3D tutorials rather than gating it behind setup. The trade-off: less data captured up front, in exchange for far lower drop-off.

Design that respected the tech. I worked with developers to pre-load 3D assets on entry, designing around the loading constraint instead of pretending it didn't exist.

"Pick a room by mood." Choosing a space became an emotional, low-effort decision rather than a technical one.

Solution:
Brand & landing: "A better place. For better days." Cinematic, human, premium. Why: make the novel feel trustworthy on first contact.

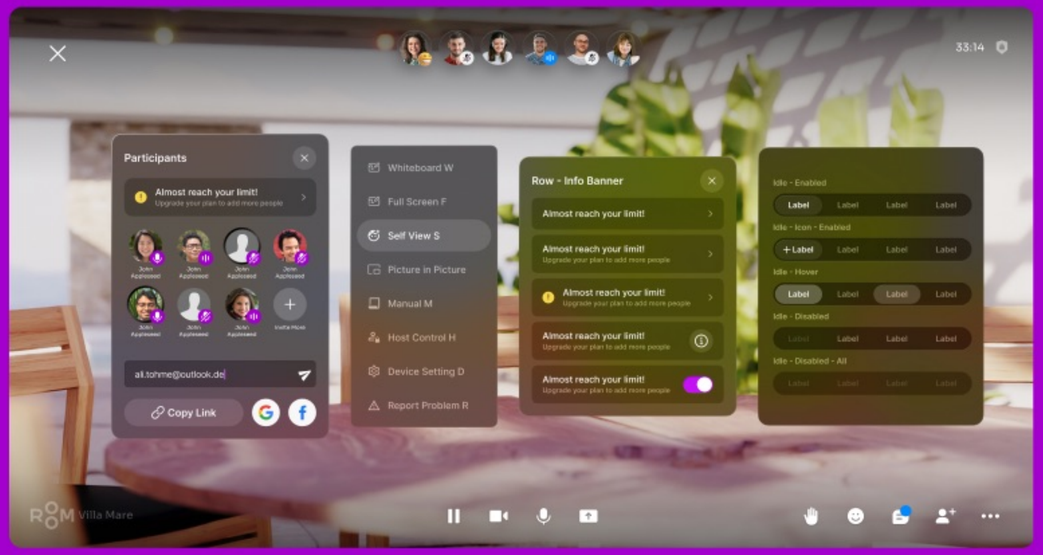
Immersive rooms: Themed 3D spaces (New York, Villa Mare) chosen by mood. Why: emotional entry beats technical configuration.

Streamlined signup: Email + password, with in-experience 3D tutorials. Why: get people inside before asking anything of them.

Cross-device: Desktop and mobile parity. Why: meetings move with people.

Impact & reflection:
Featured in Fast Company, PCMag, Chip, and VB, recognition that the design made genuinely novel 3D conferencing feel approachable rather than gimmicky.

Reflection: Designing on unproven tech taught me to treat constraints as material pre-loading 3D assets with the devs was a design decision, not an engineering one. First entry into a 3D space is where comprehension is won.





Enjoy interactive gadgets like alarms and games during calls.

Featured In

"Users are one click away from metaverse meetings"

euronews.

"ROOM offers a spatially free an humane meetin experience that other platform

CHIP



Welcome to ROOM Sign up for free!

Email Address

ali.tohme@tmr

Password

subscribe to my newsletter.

I certify that I am 18 years of age or older and I accept Terms and Conditions and Privacy Policy.*

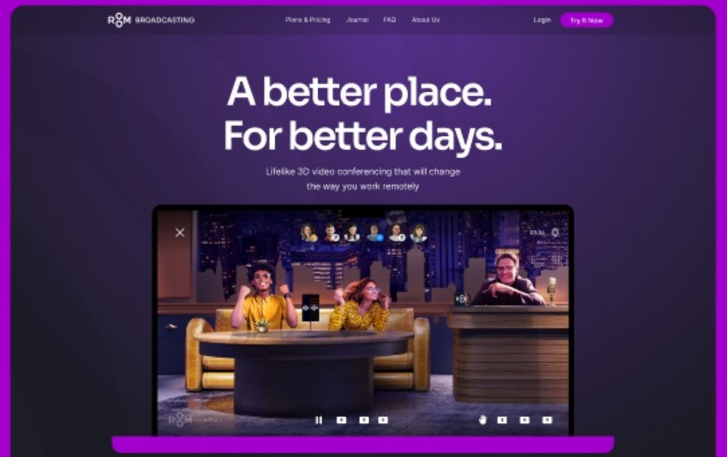
Sign up for free

Or using

Google Facebook

Already have an account ? Login

Immersive Rooms



New York room in detail

Join your meetings from desktop or take them on the go from mobile or tablet. ROOM 3D runs smoothly on every device.



ROOM 3D runs everywhere

Join your meetings from desktop or take them on the go from mobile or tablet. ROOM 3D runs smoothly on every device.



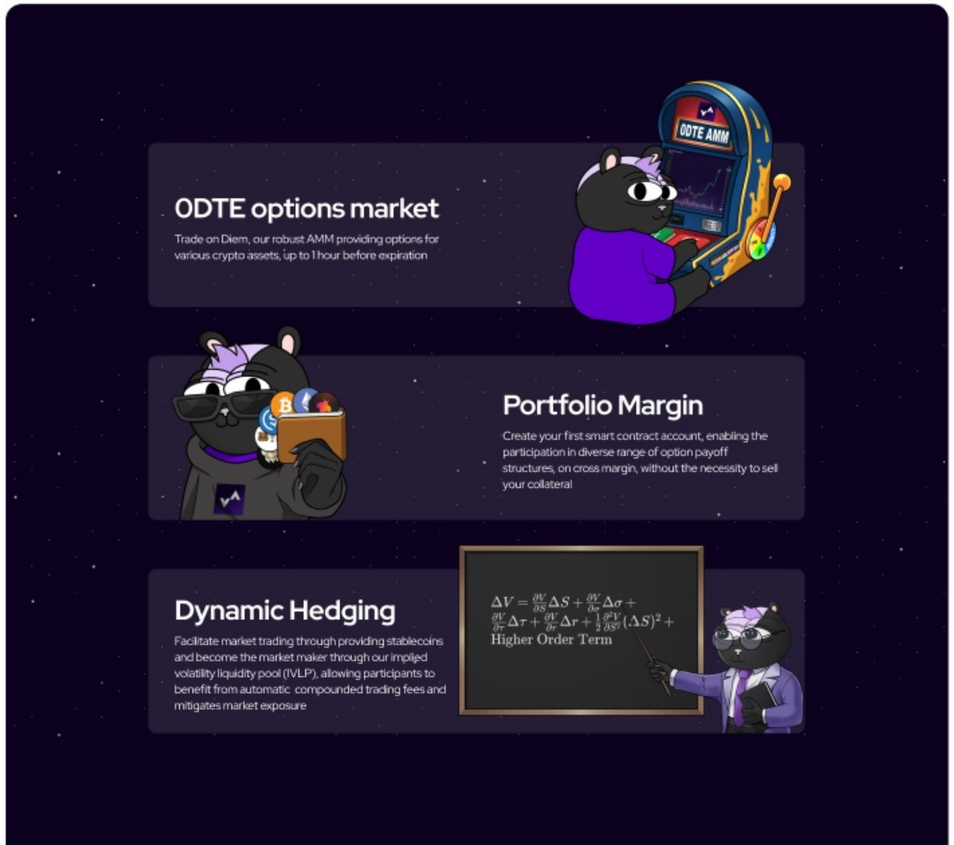
Selected Work

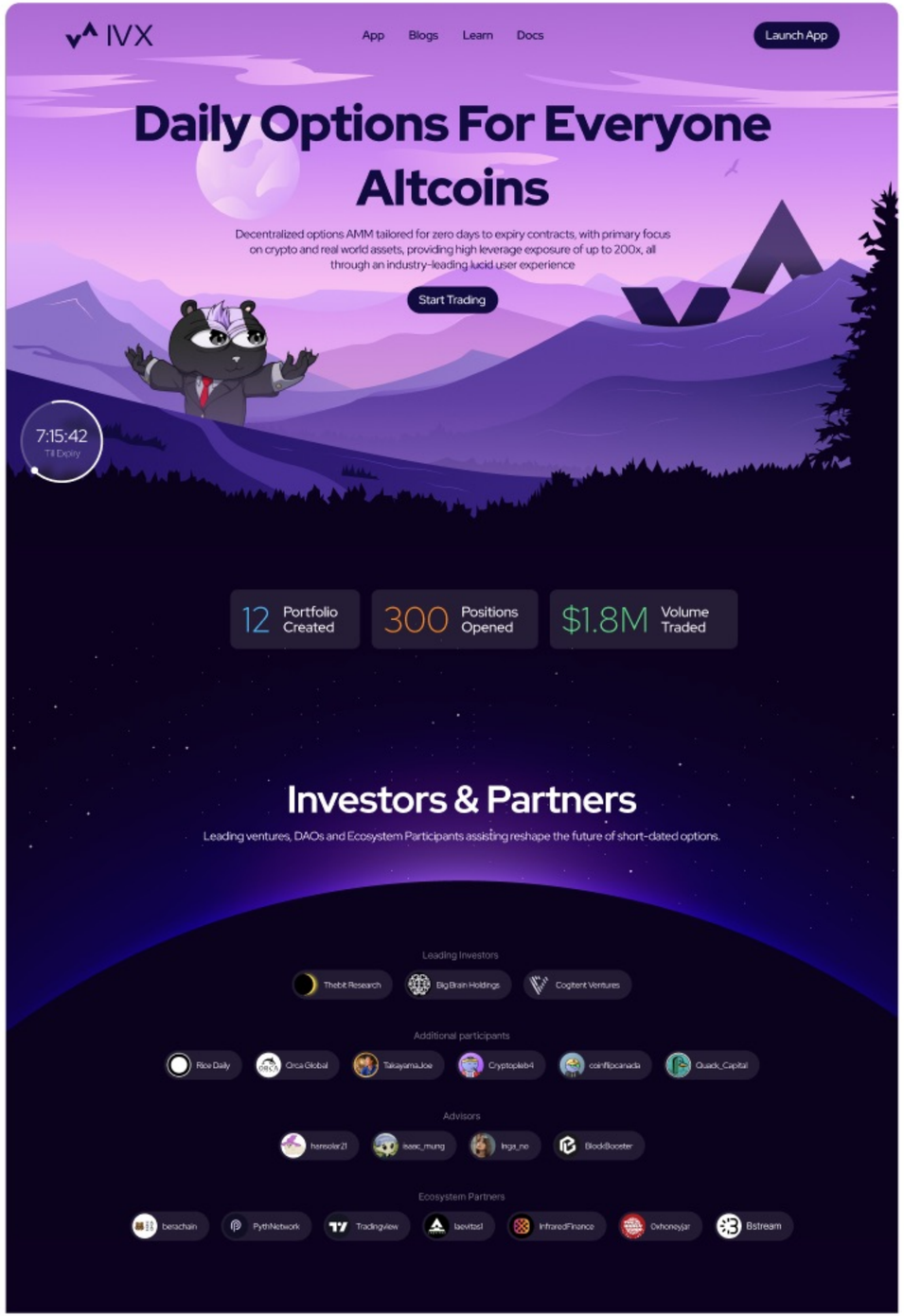
IVX.fi

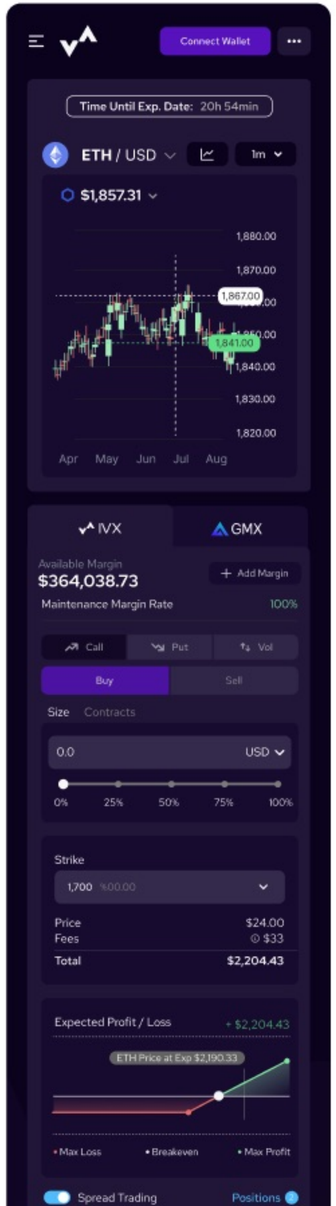
Decentralized options, made legible.

Options trading is one of finance's most intimidating instruments. I designed a from-scratch 0DTE options platform that makes it approachable — an illustrative, character-led world that reframes a 200x instrument as an everyday decision, with the complex trade and portfolio-margin flow kept clear and calm.

UI/UX + Branding + Art Direction







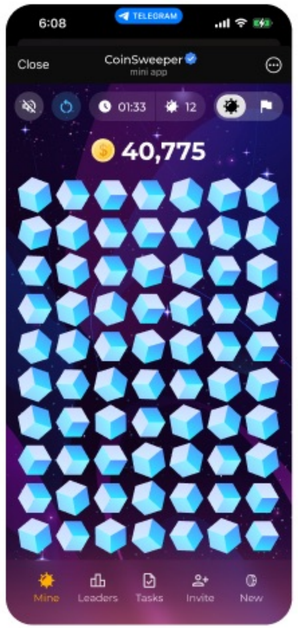
Bybit.com CoinSweeper

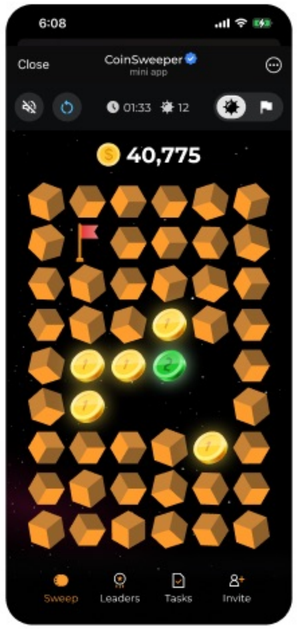
A game for one of crypto's biggest brands

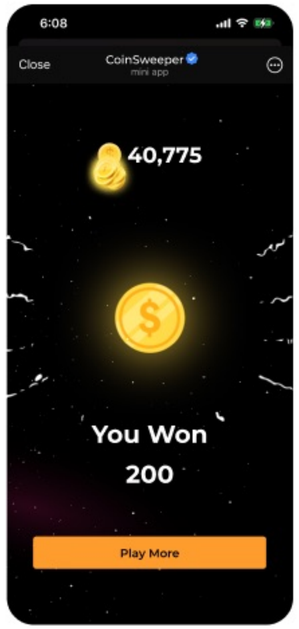
A Telegram mini-app game for Bybit: minesweeper-style coin mechanics with leaderboards, tasks, friend invites, and a tiered badge system (Nexus → Cipher → Specter). Game-feel UI built for viral, invite-driven growth.

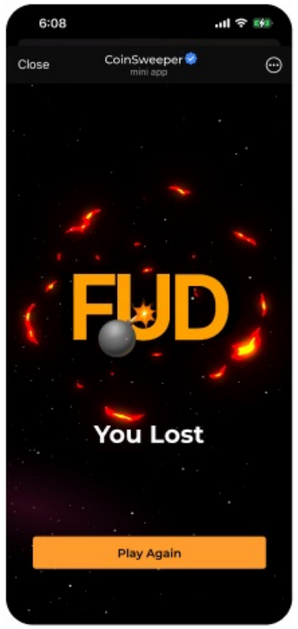
UI/UX + Art Direction

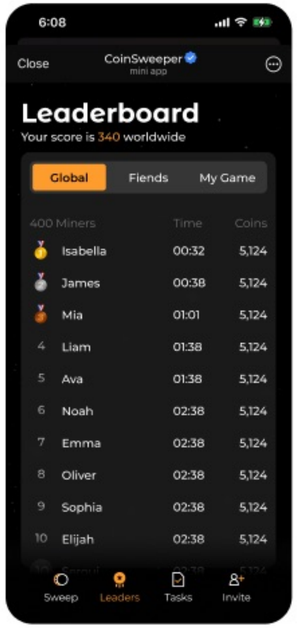
BYBIT COINSWEEPER



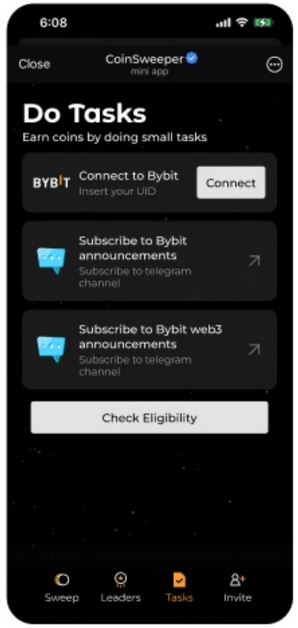


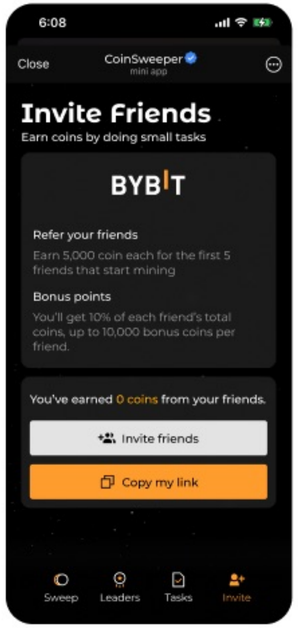


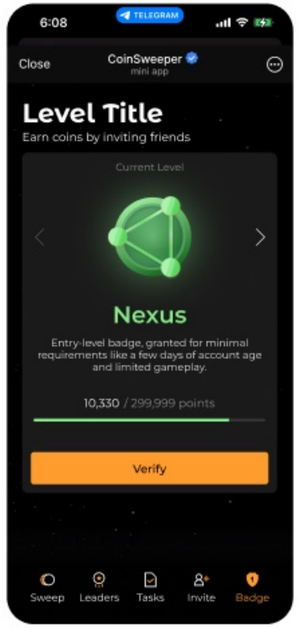


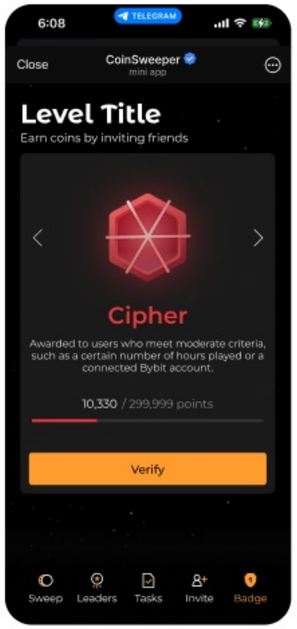


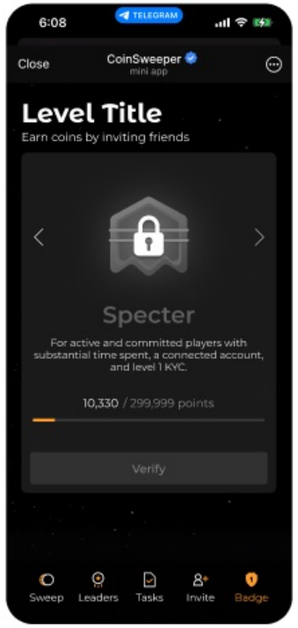












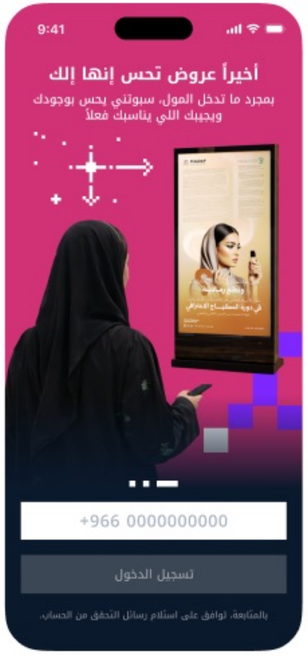
Spotny.app

Gamified rewards, Smart offline Ads Arabic-first-Saudi-app

A pixel-art, mall-themed rewards and survey app with an AI shopping assistant, fully localized for a Saudi audience. Turns brand engagement and surveys into a game worth playing.

UI/UX + Branding + Art Direction















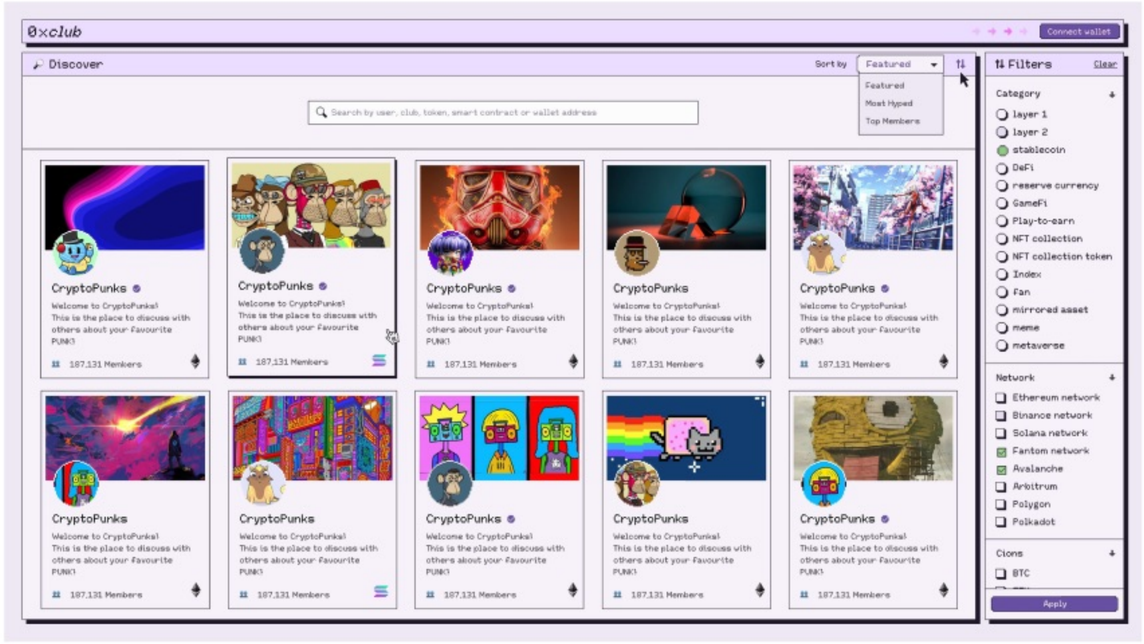


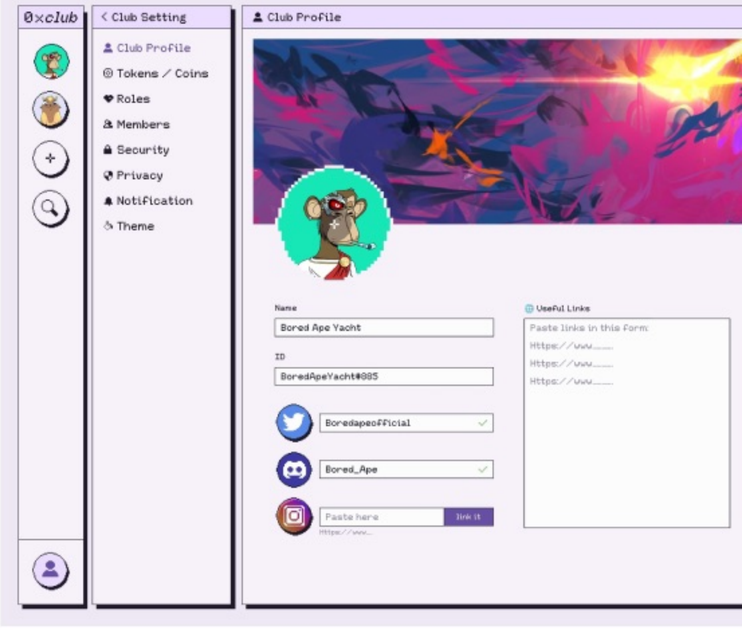
0xClub

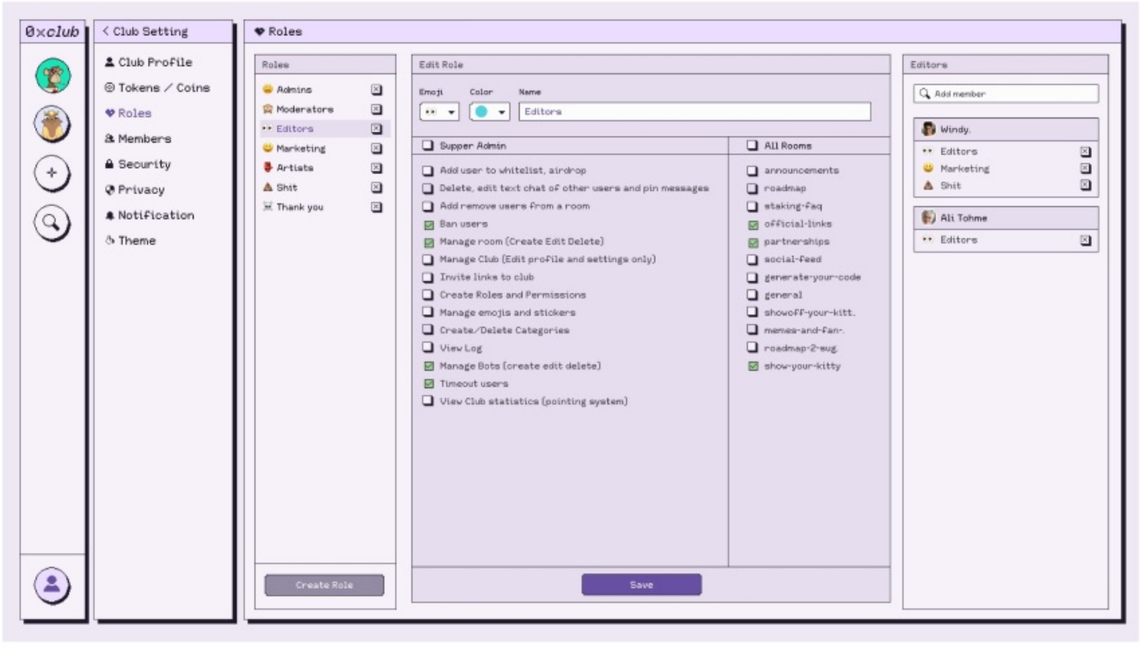
Community at scale, with real permissions depth

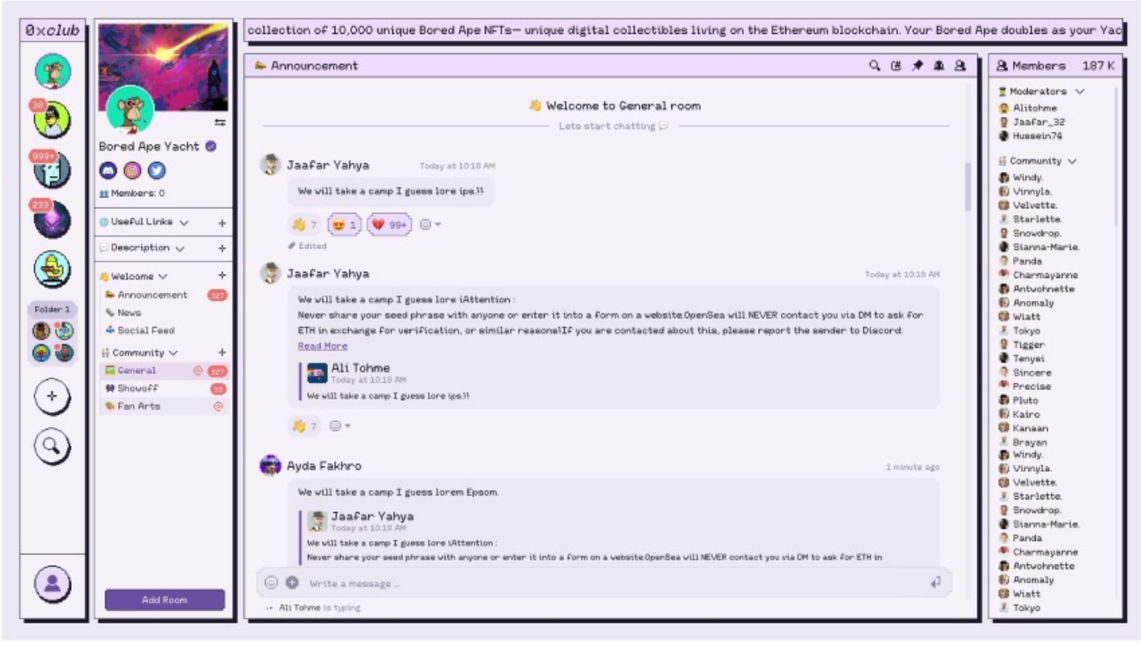
A community platform for NFT/crypto clubs. Beyond the retro aesthetic, I designed the parts most portfolios skip: a full roles-and-permissions system, granular room/channel management, and club settings — complex IA made usable.

UI/UX + Branding + Art Direction







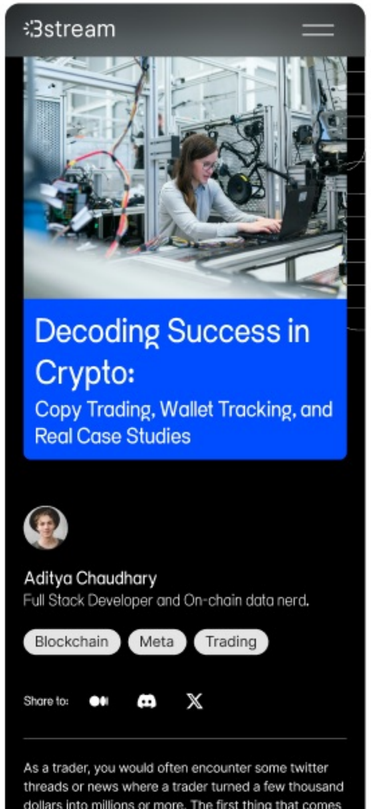


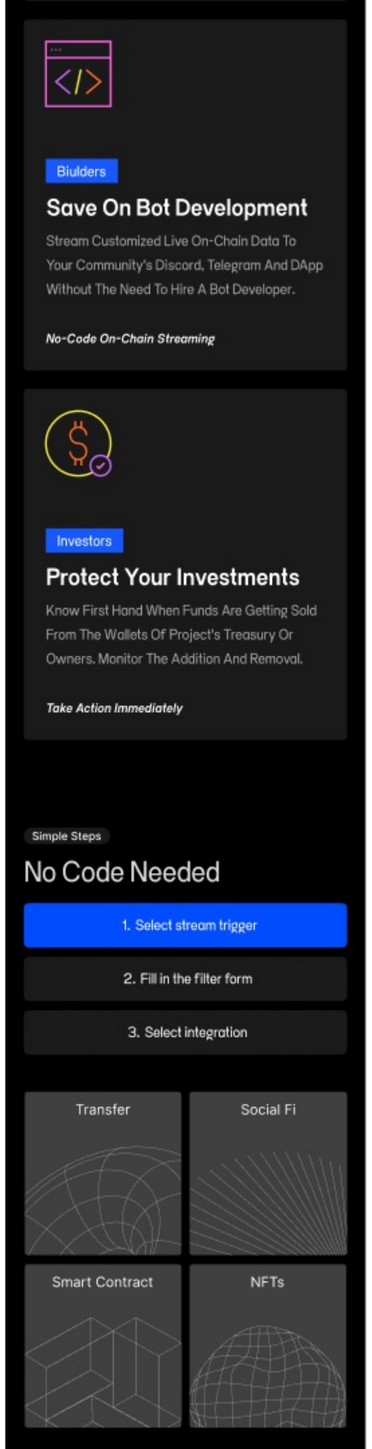
Bstream

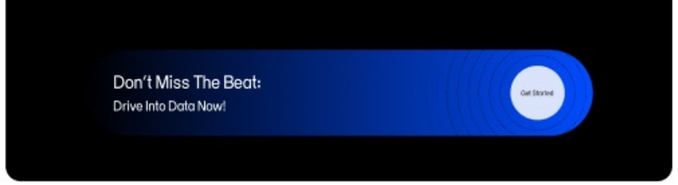
Web3 on-chain data, no code plt

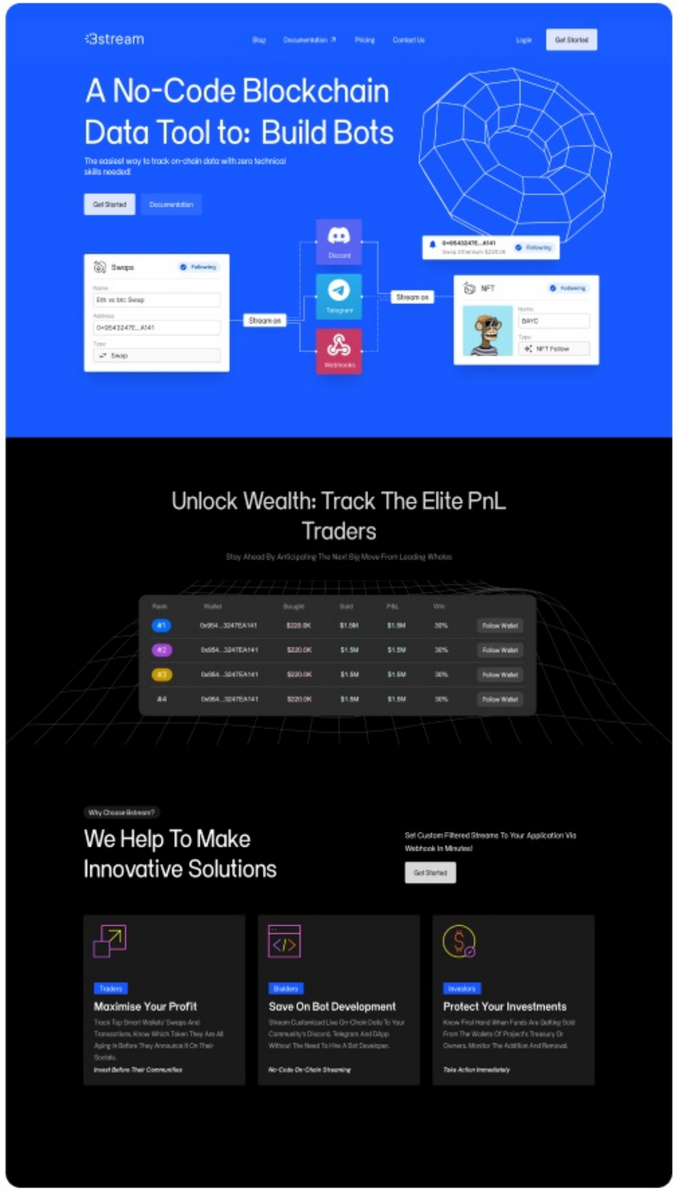
A no-code Web3 tool for streaming live blockchain data (swaps, wallet activity, NFTs) to Discord, Telegram, and dApps. I designed the site and the three-step stream-builder, plus an analytics dashboard for tracking top traders and tokens animated geometric visuals making abstract data feel tangible.

UI/UX + Branding + Art Direction

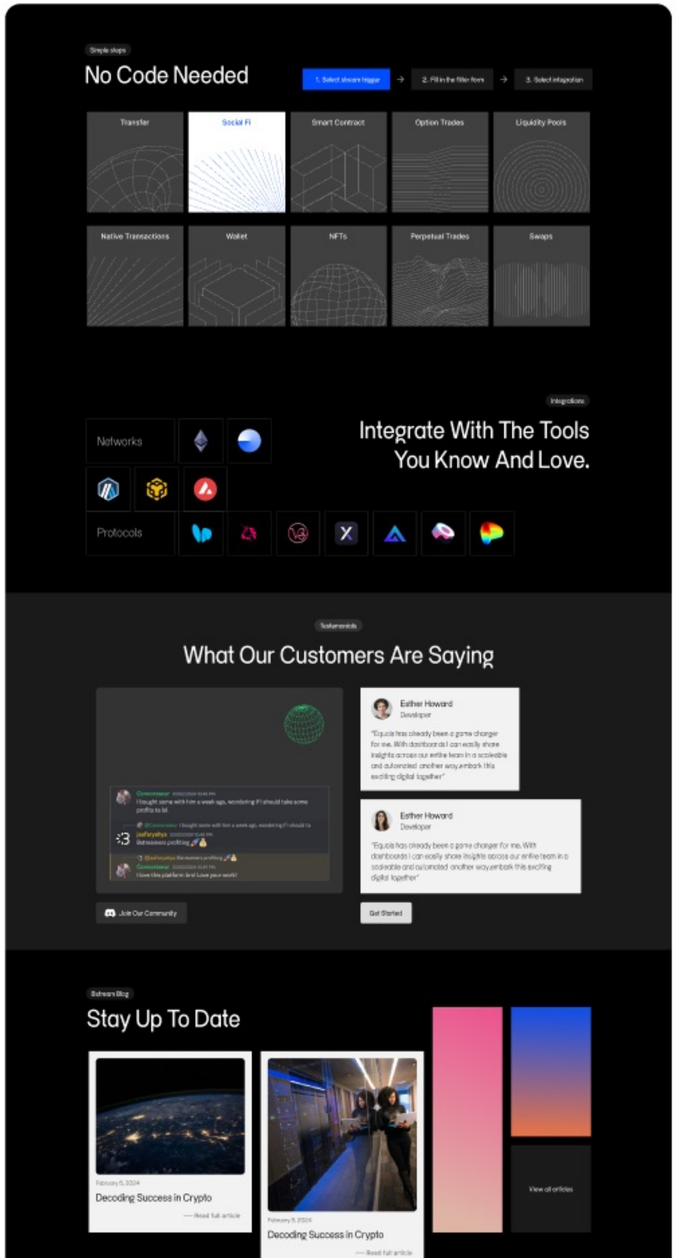






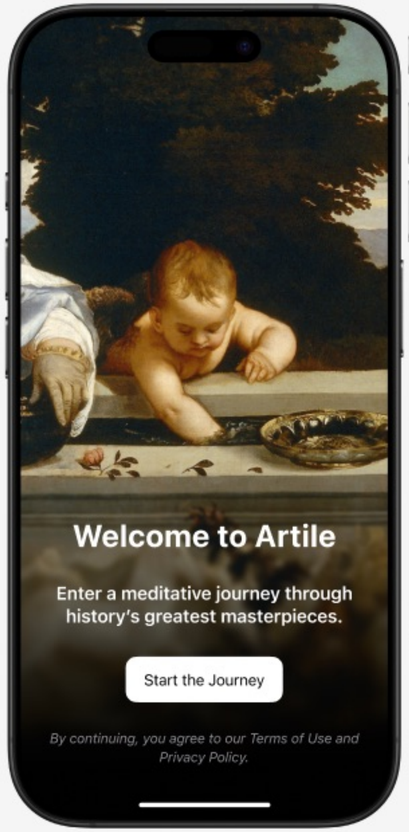


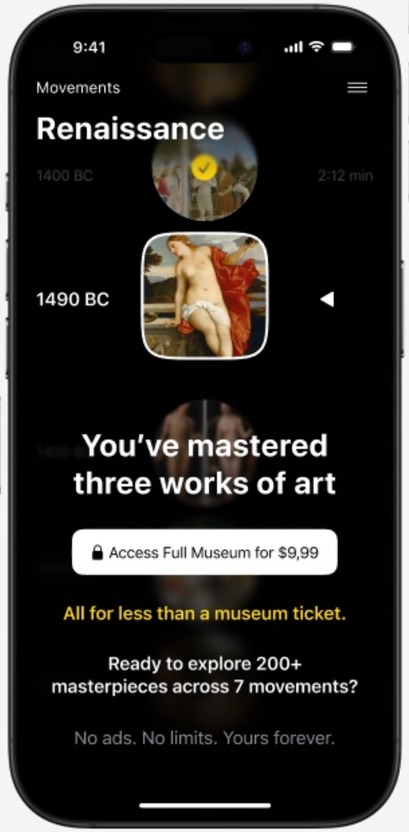
3stream



Want more?

Artile Game


Welcome to Artile
Enter a meditative journey through history's greatest masterpieces.
Start the Journey
By continuing, you agree to our Terms of Use and Privacy Policy.


9:41
Movements
Renaissance
1400 BC
2:12 min
1490 BC
You've mastered three works of art
Access Full Museum for $9,99
All for less than a museum ticket.
Ready to explore 200+ masterpieces across 7 movements?
No ads. No limits. Yours forever.


9:41
Movements
Renaissance
1400 BC
2:12 min
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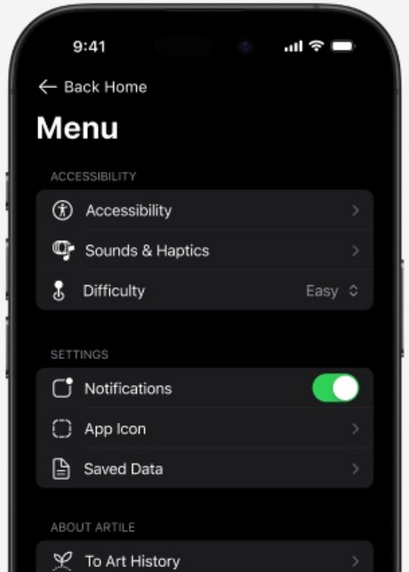
9:41
The Overturned Bouquet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Back Home
Menu
ACCESSIBILITY
Accessibility
Sounds & Haptics
Difficulty
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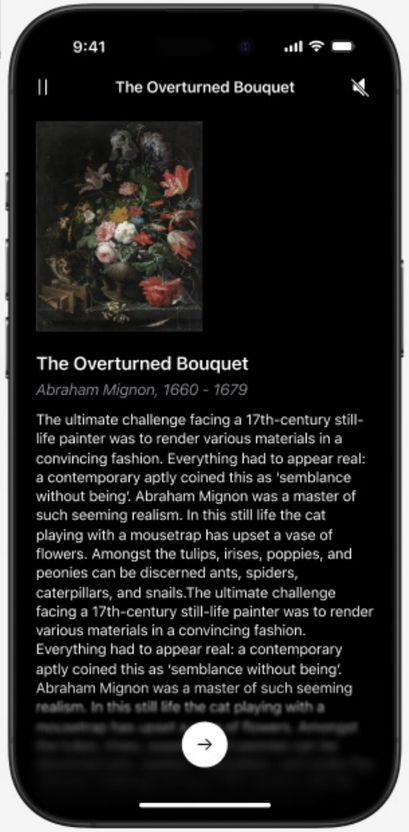
SETTINGS
Notifications
App Icon
Saved Data
ABOUT ARTILE
To Art History


9:41
The Overturned Bouquet
You did it!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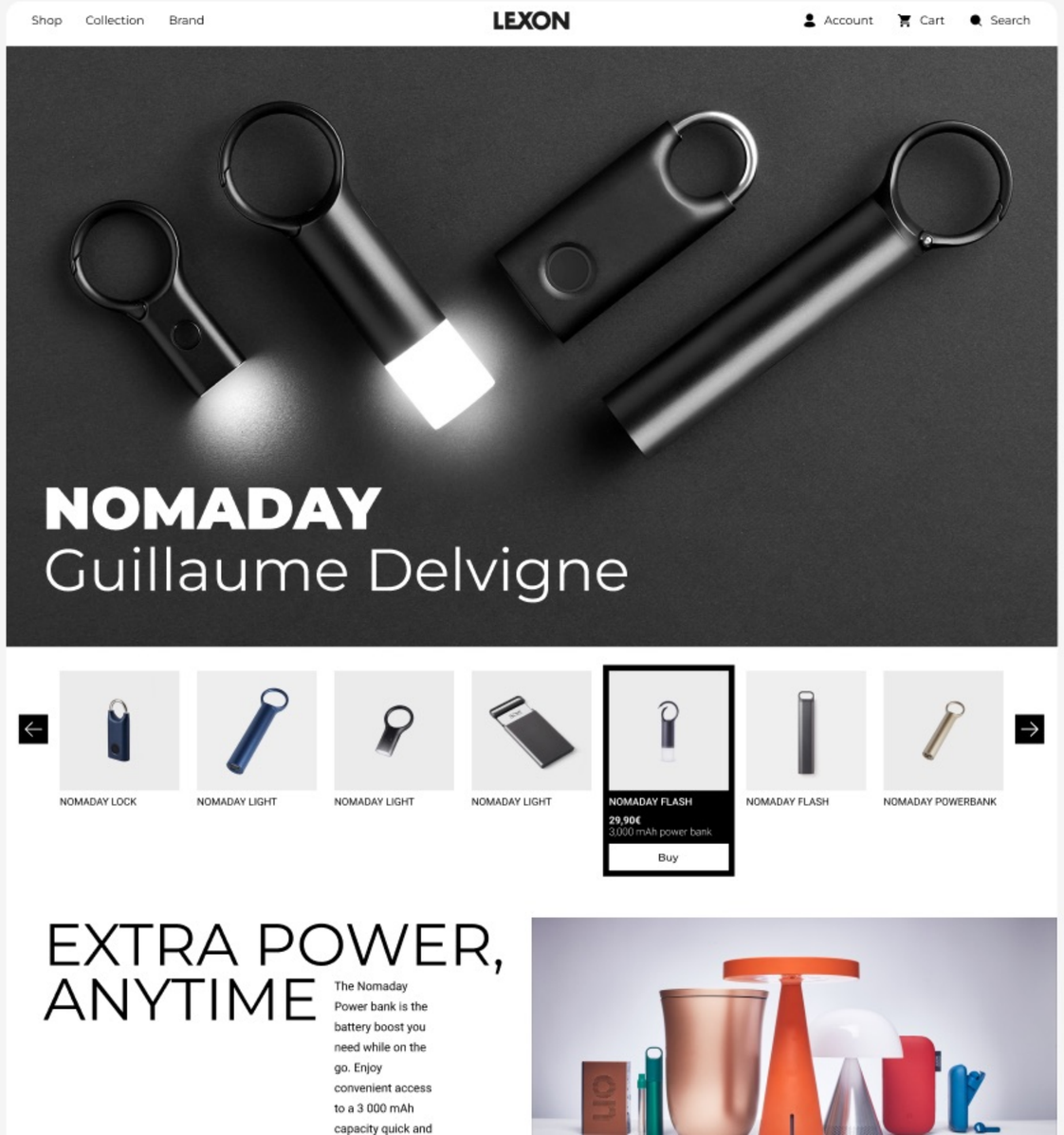
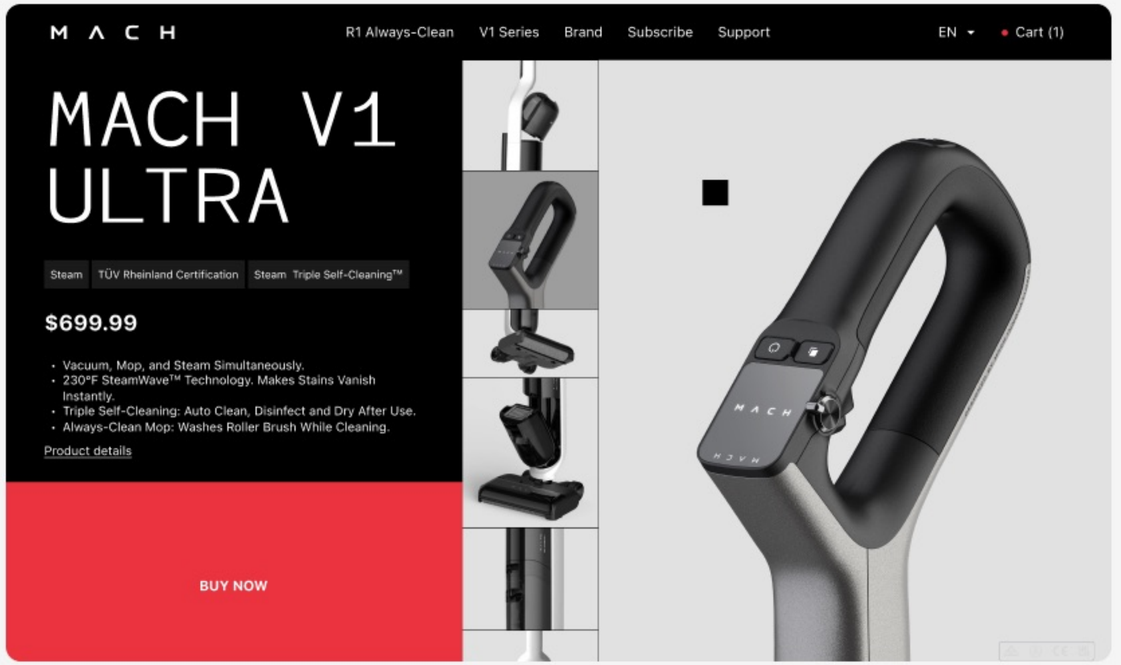
The Overturned Bouquet
The Overturned Bouquet
Abraham Mignon, 1660 - 1679
The ultimate challenge facing a 17th-century still-life painter was to render various materials in a convincing fashion. Everything had to appear real: a contemporary aptly coined this as 'semblance without being'. Abraham Mignon was a master of such seeming realism. In this still life the cat playing with a mousetrap has upset a vase of flowers. Amongst the tulips, irises, poppies, and peonies can be discerned ants, spiders, caterpillars, and snails.The ultimate challenge facing a 17th-century still-life painter was to render various materials in a convincing fashion. Everything had to appear real: a contemporary aptly coined this as 'semblance without being'. Abraham Mignon was a master of such seeming realism. In this still life the cat playing with a

Lexon



Mach



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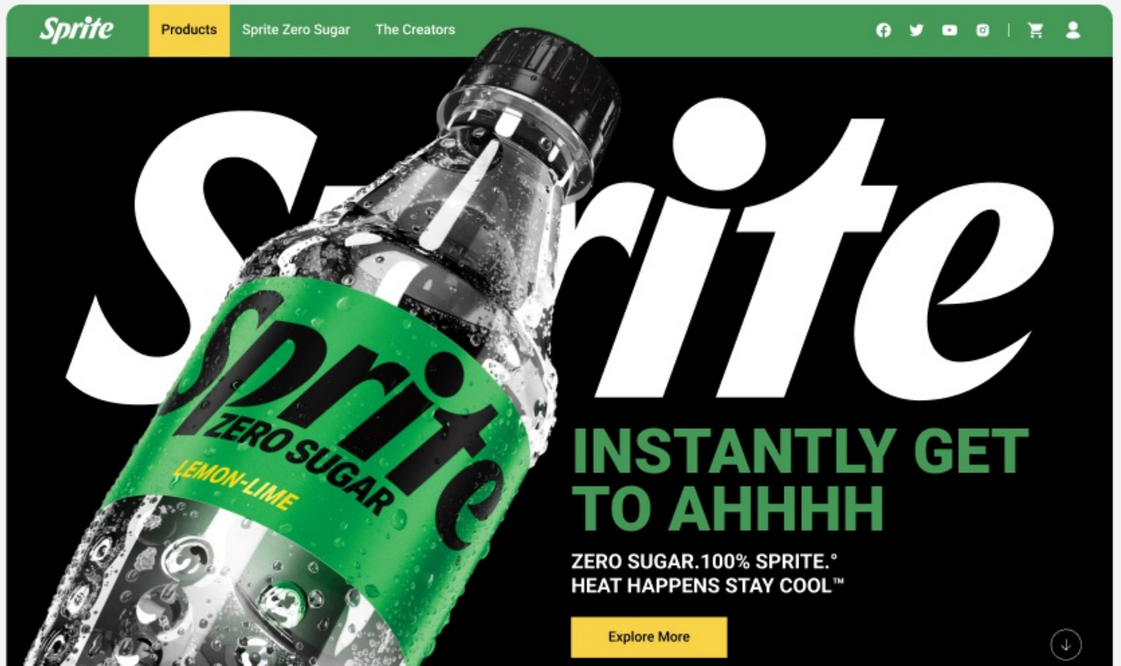
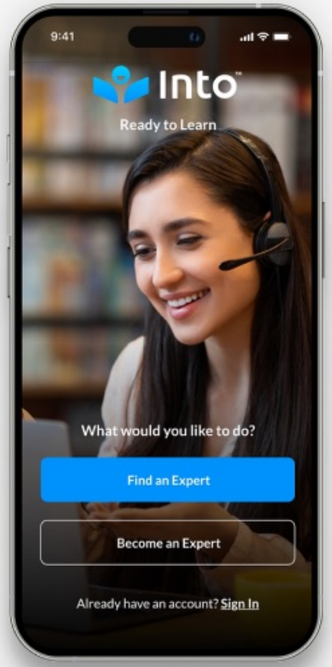
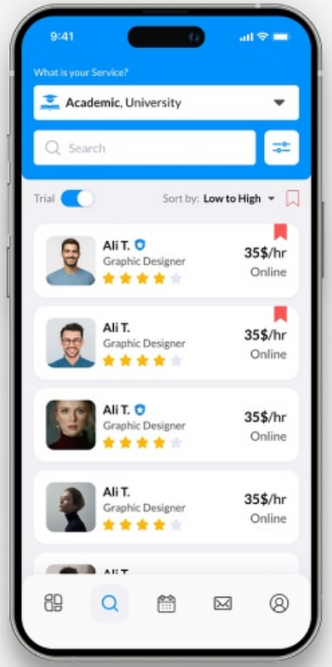
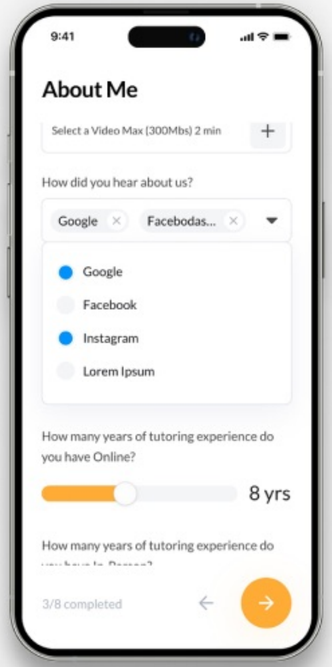
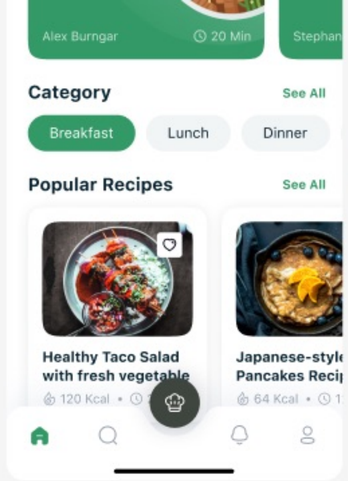


Into Experts











Recipe Dev

