

cubix. | Culture Book

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What is our **Culture book** about?

This little booklet is an attempt to capture and present Cubix' **culture, values, and our story.**

Our culture is a direct result of our values and their implementation in our work. We are proud of what we do, and every member of our team is a valuable component. If you endeavor joining us, we want you to be part of a healthy and potent culture that offers equal opportunity. The Cubix Culture Book provides you insight regarding our work environment, opportunities, healthy influences, mentorship, guidance, fellowship, and much more. We want you to feel welcome and excited about working at Cubix.

Components of this Culture Book

This book helps you navigate the inner workings of our company, by explaining the following

- Our [businesses](#)
- Cubix' [core values](#)
- Our [culture](#)
- The [organization](#) and [operation](#) of our teams





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Who we are.

We can tell you a lot [more about us!](#)

Here's where you get to learn a little about how we succeed at being employee-friendly, what culture we foster, what team-building exercises we implement, and what we do after hours.

We want everyone working at Cubix or endeavoring to work here to understand Our Values thoroughly, as we know they are key to our success.



CEO's Message

My Promise

“ Let’s work together and make the most of our time together at this company. Let’s make every day count. Maybe you will be part of this company for a year or 10 years. I don’t know yet. But I want to make sure no matter how much time you spend here with us on this journey, when you look back on your whole career 20, 30, 40 years from now, you will look at the years you spent here as the most transformative years in your career; the years where you learned the most, grew the most, were exposed to the most incredible people, and the most innovative thinking.

I want these years to be the years that literally change the trajectory of your career. My promise to you is that I will dedicate myself to creating and nurturing an environment where career trajectory takes shape to give you every chance of being exposed to the ideas, people, experiences, and opportunities you need, to make this happen in your life.”

Best Regards

Salman Lakhani

CEO, Cubix.

A group of diverse people, including men and women of various ethnicities, are gathered in a meeting or social gathering. They are smiling and interacting with each other. The image is dimly lit, with a dark overlay, and the text 'Our Businesses' is centered over the group.

Our **Businesses**



Our Verticals

Technology

Cubix
Aspired

Platforms

Designster
Happy Force
Distinguished

Retail

Direct Macro
The Apparel Factory
Hard Drive Mart
Computing Worlds

Act in a way that makes all of us **proud**

This one is a bit more-company oriented. We are all in this together, and everything you say and do, either internally or in a public forum, reflects on us. Consider our values and beliefs when you talk to clients or team members. We all deserve respect, and one way to make sure we get it is by holding ourselves accountable for our own actions.



“

The initiatives that Cubixians take on and the way they approach everyday challenges not only inspires me; it makes me proud to be part of such an amazing team.

Jourdan Chohan

VP

A photograph of a stage event at night. A large screen in the background displays a quote by Steve Latta. The quote reads: "My success and strength are my people. They are the ones who have brought Cubitt success." Below the quote is the signature "Steve Latta". The stage is lit with blue and purple lights. A person is standing on the stage in front of the screen. The foreground shows rows of chairs and a patterned carpet.

Our Vision

“

My success and strength are my people. They are the ones who have brought Cubitt success.

Steve Latta

A sustainable, digital world transformation, where we all fulfill our true potential

Whenever **we make** a decision, we **ask** ourselves: what will bring us closer to **realizing our vision?**

The goal was to build a work environment where we could build projects we care about and realize the true potential of our coworkers and clients. We did this, and that's why we believe each one at Cubix has an opportunity to produce their best work.



Build an inclusive, transparent and socially responsible culture

We believe that to build an organization based on shared values, we first need to recognize those who live by them. It's important to us to build a culture that will allow every member of the Cubix team to feel welcome and safe. Culture doesn't happen by chance - we need to be proactive and work on it every day, taking full responsibility for the results.



“From my perspective, Cubix is a workplace where the values that are important to you aren't just talk. You can see for yourself that they are a real, impactful part of the company culture.

Shoab Ghaffar
VP

A man with a beard and glasses is speaking in a meeting. He is wearing a blue shirt and a dark vest. He has his hands raised as if gesturing. The background is dark and out of focus. Another person wearing a mask is partially visible on the right side of the frame.

Our Strategy

To achieve our **vision**, we focus on these **three aspects** in our work:



Project Accountability

We consider every aspect of projects against our client's ETA, and follow it rigorously.



Transparent Methods

Every project's progress is presented in terms that are easy to understand.



Customer Relationships

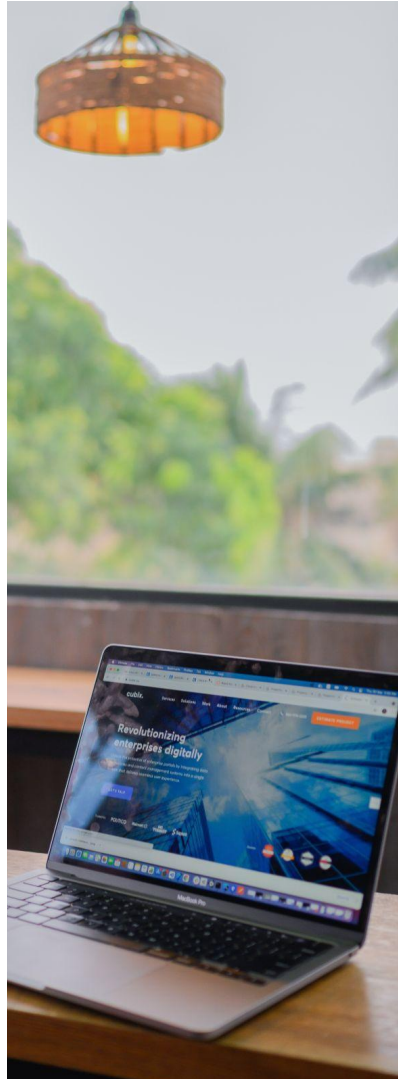
We focus on healthy working relationships regardless of difficulties along the way.



Who Are We?

We always strive to make **decisions aligned** with our values. This takes us closer to **realizing our vision.**

When you work at Cubix, you experience and learn about how we formulate strategies, develop technologies, and make recommendations to our clients for establishing, expanding, and reinforcing their digital presence.



WE DRINK

500+

CUPS OF COFFEE
EVERYDAY

WE WORK

10,000+

HOURS A WEE.

WE SPEAK

20+

LANGUAGES

About **Cubix**

Cubix started its journey in **2008** with a team of seven. Today, it has grown into a full-cycle, mobile-first software development company.

300+
Talented Cubixians

600+
Projects delivered

500+
Clients

1Bn+
Users have used our products

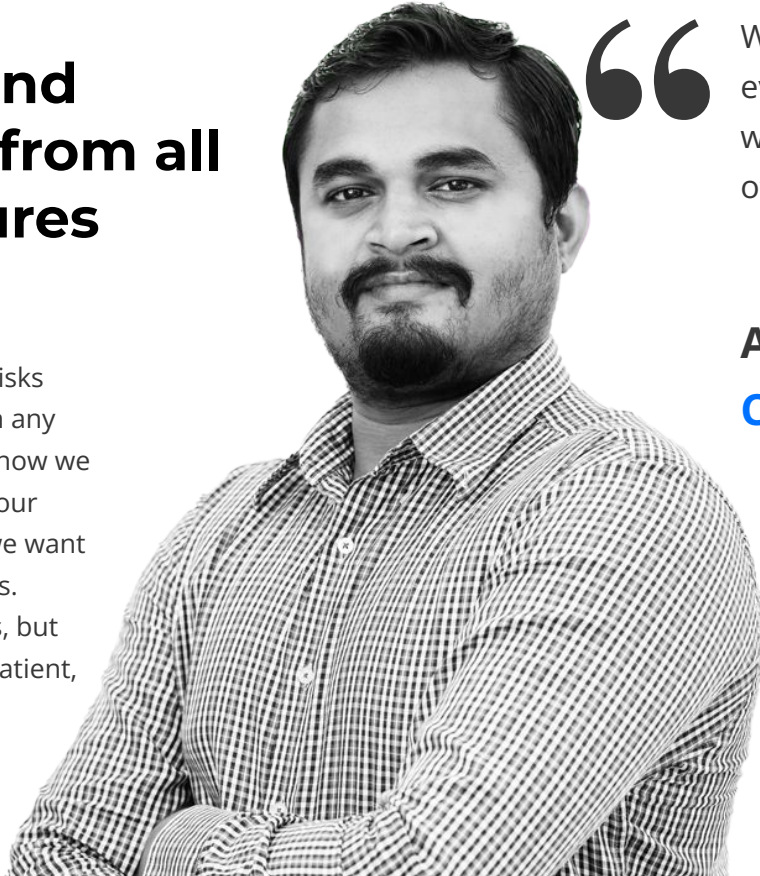


Cubix is truly a world-class team of talented data scientists, developers, designers, mathematicians, engineers, and creative artists.

We deliver outstanding software solutions geared to match the needs of funded startups, large enterprises, leading agencies, and fortune 500 companies.

Be **brave**, curious and **experiment**. **Learn** from all **successes** and **failures**

We believe that having the freedom to take risks and make mistakes is extremely important in any work environment. That's how we learn and how we innovate - by trying out ideas and looking at our results. If you have a brilliant new solution, we want to hear about it and help you check if it works. There are many avenues that lead to success, but all of them have something in common: be patient, learn from your mistakes, learn from the experience of others, and don't be afraid of exploring the unknown.



“

We need to remember that every groundbreaking invention was achieved after a long path of smaller and bigger failures.

Asim Karedia

COO

Cubix **Featured**

Our work has been featured in Mashable, Tech Crunch, Politico, and Forbes.

mashable medium

Forbes

Good Firms

Chicago Tribune

Yahoo

Crypto News

Gulf Business

Clutch

American Scientific Research
Journal for Engineering,
Technology, and Sciences

AMEInfo

Always remain **switched on** when it comes to **learning and growing.**

In my field of work, there is a need for constant learning. Technologies change, and you must adapt if you want to stay relevant and remain ahead of the technological curve. But the key is to enjoy this habit of having to chase after newer tech introductions. It's what keeps things exciting.



“

In my field of work, there is a need for constant learning. Technologies change, and you must adapt.

Umair Ahmed
Program Manager



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Our Manifesto

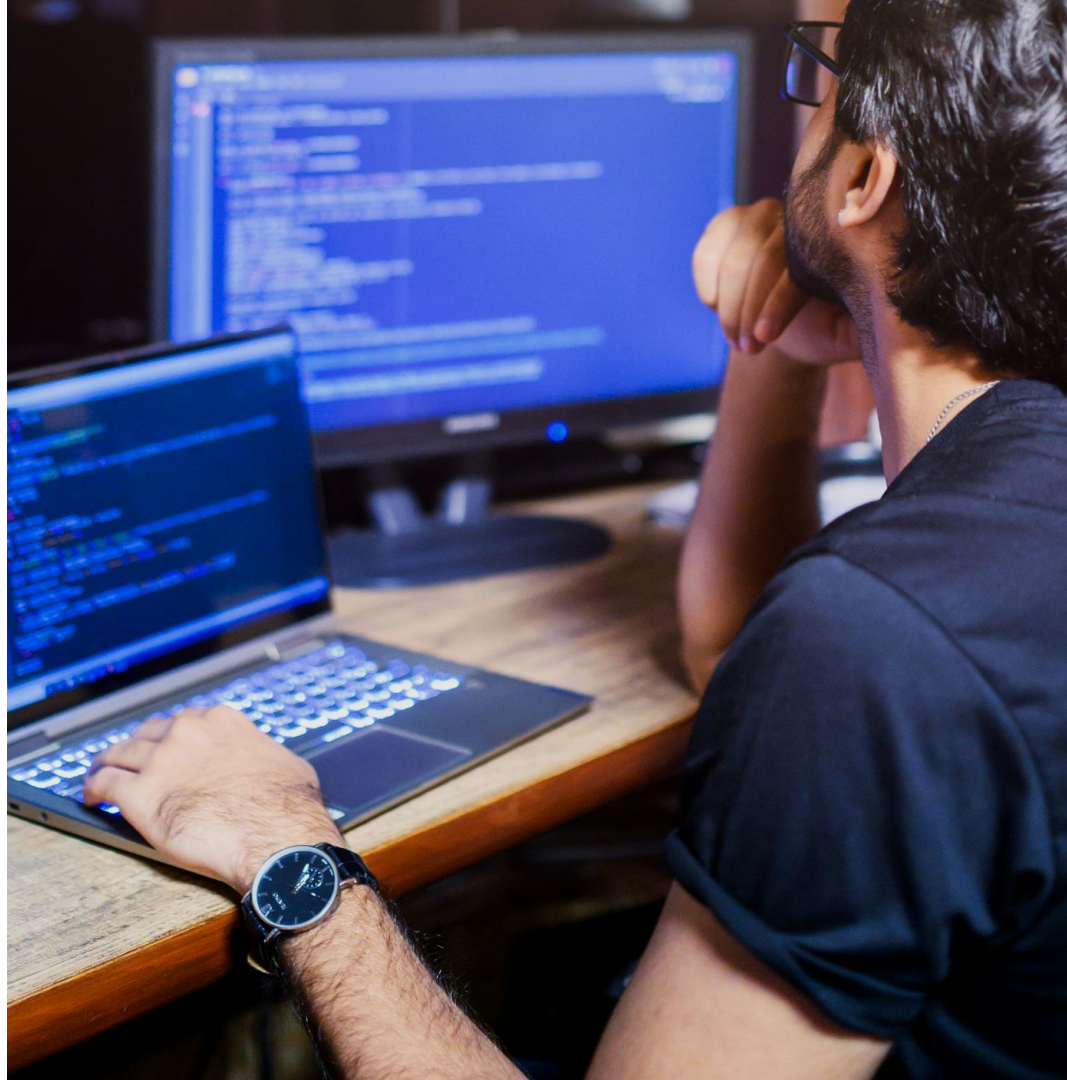


Development **Practices.**

Our manifesto comprises our core principles, which drive a team of smart, energetic, and motivated people who know that working at Cubix is never just a job. Their passion and willingness translate into brilliant customer relationships and cutting-edge solutions we develop.

Development

Our code is scrutinized through peer reviews, the [management](#), as well as an [automation team](#). We only approve clean and [well-structured](#) code.



Design

Good designers copy; great designers steal. We start designing UI/UX, after running a competitive analysis, deep research, and brand analysis.



Delivery

We always **deliver on time** and help our clients operate their digital products. Moreover, we **remain engaged** throughout a support period to make sure operations are in full swing.



Marketing

We help our clients launch their products rapidly by leveraging their **core values** with our successful marketing approaches and **industry standards of implementation.**



Sales

Our blend of traditional principles, turnkey technologies, and [smart strategies](#) gives us the upper hand when it comes to converting visitors into customers and clients.



Making the best use of the **people** you have is part of your **leadership role.**



Syed Faraz Mehmood
AVP



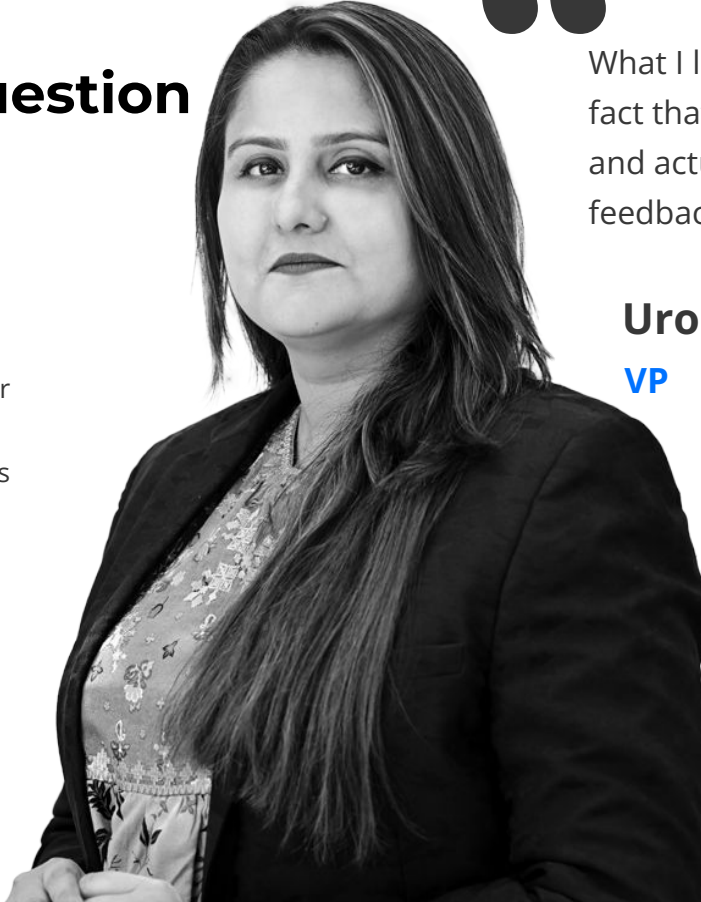
Syed Usama Masood
AVP



Syed Faraz Hussain
AVP

Take **ownership** and question the status quo in a **constructive manner**

Trust your gut and your knowledge, even when it's your team leader or CEO you have to question. We are all people, fallible but trying our best. Cubix' culture allows us to appreciate openness and constructive feedback. We want you to think for yourself and make decisions for your projects and tasks. You'll find that people will be happy to support you in striving to improve upon our methods and processes. You can suggest changes and also drive them on your own by implementing solutions that may make Cubix an even better workplace and by contributing to our culture.



“

What I like about Cubix is the fact that the company asks for and actually listens to people's feedback about the workplace.

Urooj Zehra

VP



All that you say **hinges** on **company values**. Convey that in simple language.

Clients recognize who you are and what you do through the values you convey; your past projects, customer reviews, and other market information count. Customers look at all that, but they also pay close attention to how you cater to their needs.



“

Your brand values highlight your culture and work ethic. Clients recognize this immediately.

Gavin Fernandes
AVP

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Selected Happy Clients

We have helped 600+ companies transform with world-class software solutions.



Passion, desire, and creativity, intertwined help you produce fantastic results.

I have always loved to sketch and draw, but being with the right blend of people has taught me how to believe in what I love. And a lot of this self-belief comes with practice and hard work. I encourage everyone to work hard and cultivate their skills so that they become exceptional.



“ Good aesthetics always make you stand out. Draft after draft, that's what we're good at.

Mazahir Abbas
Program Manager

Partners

Our Partners



Search Ads Partner

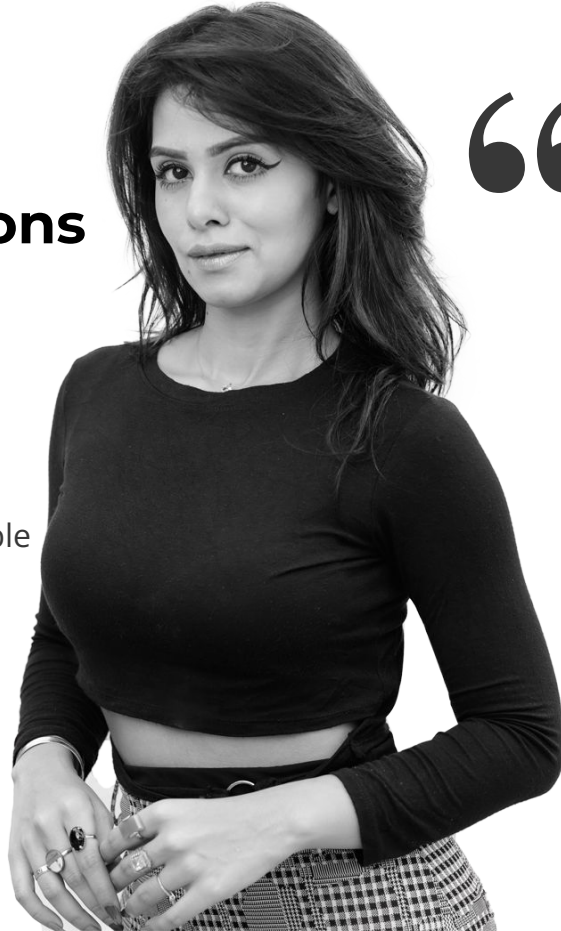


Search Ads Partner



Exceed clients' and colleagues' expectations

We have to work with two aspects in mind. The first is to ensure that we provide an environment where nurturing takes place. The second involves cultivating the incredible talent we hire so that they become tomorrow's leaders. This is an amazingly thrilling exercise.



“

Be inquisitive and explorative to discover new ideas. And always deliver more than the client expects.

Alveena Salman
Chief Brand Officer

A group of four men are gathered around a table in a meeting. One man, standing and wearing a checkered shirt, is pointing at a document on the table with a green highlighter. The other three men are seated around the table, looking at the document. The scene is dimly lit, with a window in the background showing some foliage. The text "Our Core Values" is overlaid on the image in a large, bold font.

Our Core Values

OUR Core Values

- 1** Exceed clients' and colleagues' expectations
- 2** Take ownership and question the status quo in a constructive manner
- 3** Be brave, curious and experiment. Learn from all successes and failures
- 4** Act in a way that makes all of us proud
- 5** Be ambitious, grow yourself and the people around you
- 6** Build an inclusive, transparent and socially responsible culture
- 7** Recognize excellence and engagement



We Care

We want **you** to **grow** **with us.**

There's no better investment than
investing in people.

That's why we provide a personal growth budget to everyone on the team, and we're more than happy to support team members who want to speak at conferences or take courses. We also offer internal workshops and webinars.



We want **you** to have **full power** over your career.

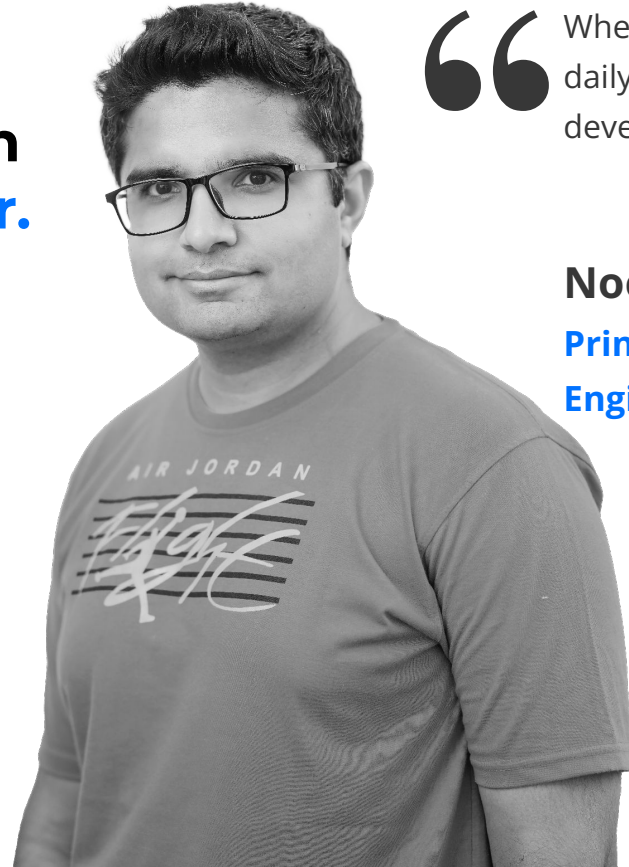
At Cubix, we cultivate a horizontal structure and foster a **culture of constructive feedback.**

Team leaders hold regular face-to-face meetings with their teams, and everyone can make impactful choices concerning how they want to shape their professional growth. Improving our career paths is an ongoing exercise.



If you can be part of building solutions through your work, **you're a winner.**

When you start working your way up the ladder in the software arena, your efforts will pay off. Not everyone can remain steadfast and go the distance, but if you do, you're part of a unique group. It's a lot of hard work, but you must remain humble and keep learning new things in this evolving field.

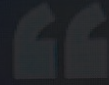


“When you can't stop coding daily, you know that being a developers is in your DNA.”

Nooruddin Lakhani
Principal Software Engineer

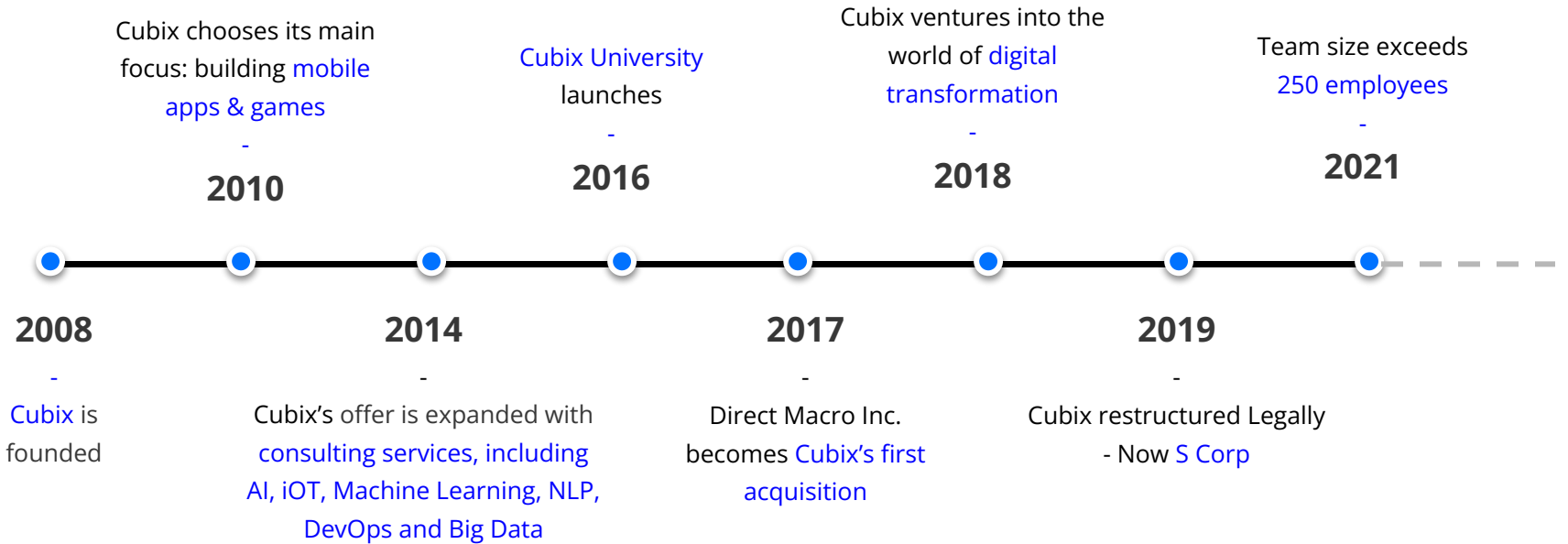


Our History



My success and strength are my people; they are the ones who have brought Cubix success.

Salman Lakhani



Recognize **excellence** and **engagement**

Validation and recognition are important because it drives confidence for people to keep going and perform well. It takes just a little effort to tell someone what a great job they've done. Try it. You'll find that being kind to others can make you happier, too - it's the magic of the human brain.



“

Recognizing people who do an awesome job reflects a healthy work culture that always motivates employees.

Mehran Khan

AVP

Best Development Environment Innovative Culture

Environment and Innovative Culture, by All Pakistan SME Awards in 2019. The award was given by Mr. Zulfi Bukhari, Special Assistant to the Prime Minister for Overseas Pakistanis and HRD.

Cubix was among the various top-ranking companies nominated for two categories in the SME Awards 2019. Despite the fierce competition, we are proud to announce that Cubix took home the award for both nominations, Best Development Environment, and Innovative Culture.

Cubix has worked tirelessly to build an inclusive, innovative, and productive work culture in the company. Our focus is on empowering the workforce to take initiatives and keep them motivated through rich learning programs.



Brand of the Year Award

Cubix has been awarded Brand of the Year. Salman Lakhani, Cubix CEO, received the award from the President of Pakistan, Dr. Arif Alvi, at an auspicious ceremony at the Governor House in Karachi, held on Monday, August 30, 2021: Brands Foundation, an entity authorized by the Government of Pakistan, earlier recognized Cubix for Software Development in the 10th edition of its awards.



Monitoring everything closely and working **diligently** boosts your chances of **success**.

The importance of getting tasks done properly is never secondary. Amid a lot of critical factors when you work on large projects, you need to keep pushing things along while ensuring that the large chunks and smallest of details are accounted for.



“

Keeping an eye on all the numbers and managing processes ensures success.

Azhar Vapiwalla
Product Owner

Managing our **time** and **energy** is something I have **learned** in a few short years.



Sharjeel Mahboob
Product Lead



Sumair Sheikh
Product Lead



Our **Perks**

Our Perks

Bonuses

Pay rise, promotions, and top opportunities for professional development.

Leaves

Sick. Casual. Annual.
Parental. Marriage.
Hajj.

EOBI

We plan your retirement because we care for our people.

Gratuity

A company sponsored fund that enables you to maximize benefits.

Vehicle

Company maintained car.

Insurance

We ensure all your healthcare needs, including maternity coverage.

Training

Mentors to guide and support you. Training programs to polish your skills.



How We Work

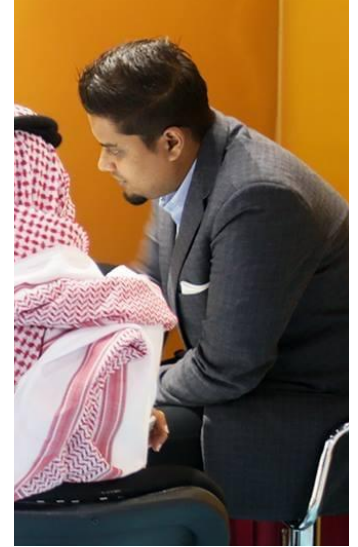


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We Love What we Do.

There is nothing more valuable
than something you work on
with your heart and soul.





Work is our **comfort zone.**

Cubix attended the world's most renowned name in the technology expo industry, GITEX expo. This was a memorable experience for our team.

Act in the Way that makes All of us Proud.

Awards and accolades are proof of hard work and creativity rolled into one. There is much work that goes unnoticed, but we recognize all those who have taken Cubix forward.



Believe you can make the world more **interesting** through **your work**, and you will.

When you work in the software arena, especially at the initial stages, you get to decide which fold is for you. If you find what you fancy early, you start enjoying things more, and that brings out the best creativity in you.



“

Difficulties seem to vanish when your focus and enjoy what you do.

Fazal Hayat

Principal Software Engineer

A large group of people, mostly men in suits and a few women in formal dresses, are gathered together in a dimly lit setting, likely a party or event. Many of the men have their arms raised in the air, some making peace signs or fist pumps, suggesting a celebratory atmosphere. The text "After Hours" is overlaid in the center of the image. The word "After" is in white, and "Hours" is in blue. In the background, there are metal truss structures and a sign that says "cubix".

After Hours

... after hours

Everyone likes [company retreats](#), [team dinners](#) and [gadgets](#), right? We've got those in spades!



Picnics

We organize [annual picnics](#) to spend some time together in delightful locations. Employees get to unwind and be themselves without having to worry about meeting deadlines.



Table Tennis

You may think you're just goofing around playing a game, but you're really training your mind to think more strategically and improve focus. Table Tennis demands your full attention.



Cricket

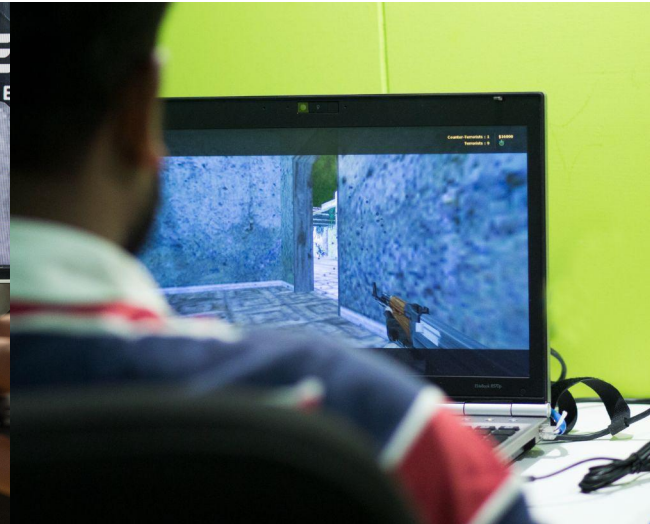
Cubix Premier League - Building strong office teams on the field. Cubix organizes a Cricket tournament (CPL) every year and employees put forward their best performance.



Counter Strike

People at Cubix from every department form teams and participate in an exciting saga through their screens.

Counter-strike allows us to work in a unique environment with fun-filled entertainment.



Your **work ethic** and **quality** reflect who you truly are.

Work will occupy a large part of your life. Nothing beats doing something that matters and love. This way, you will be more than eager to get up in the morning and head straight for your workstation. To others, it looks like work, but for you, you'll get to play all day.



“

Going the extra mile puts your department or company at an advantage.

Zen Ameer

**Principal Content
Producer**

Annual Event

An annual celebration marks our achievements and gives us an opportunity to appreciate those who have stood out as well as all those who have contributed to taking Cubix a step further toward our goals.



As a **software engineer**, you're an intellectual of another **caliber**

There are dozens of geniuses that we discover throughout our careers as software developers. When you look at things differently and land yourself in discussions that few others have, you know you are part of a special tribe.



“

There is so much to learn,
but you must enjoy the
process of this education.

Sohail Yaseen
Senior Software
Engineer

A dimly lit office scene featuring two women. The woman on the left, with long dark hair, is wearing a grey sweater and holding a black mug with the word 'cub' visible on it. She is looking towards the woman on the right. The woman on the right has long light-colored hair and is wearing a light-colored sweater, seen from the back. The background shows office desks and chairs. The text 'Engage With Us' is overlaid in the center, with 'Engage' in white and 'With Us' in blue.

Engage With Us

There are **no shortcuts** in **this field**. You have to put in **the required hours**.

Collaboration is a major ingredient in an organization's success. You're lucky if you're part of a company that thrives on collaboration. Such organizations allow you to explore how the effects of your individual contributions can have a tremendous impact.

In this field, we have to grow through the constant changes we encounter.



“

Wajahat Ali
AVP DevOps

Taking each day at a **time helps** when there is **pressure**. Things become **easier** this way.

You have to face up to the challenges that come with technological changes and other situations. Also, this can be overcome if you stay focused and are willing to work hard to contend with and counter the difficulties at hand.

Never take your success for granted. Every project is new and requires renewed focus.

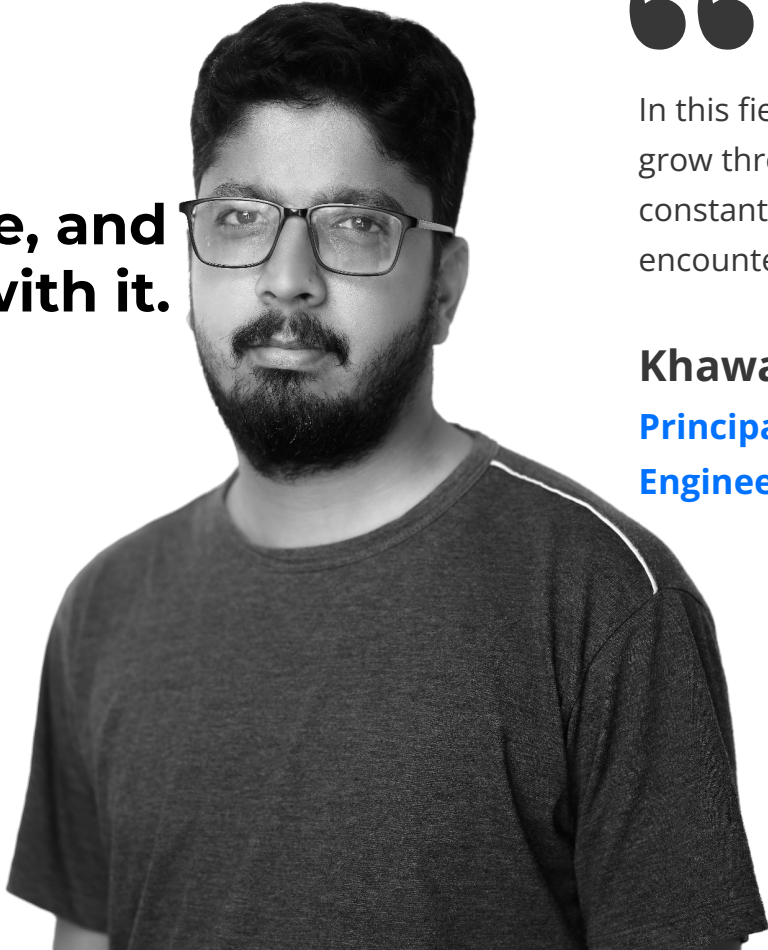


“

Adeel Ahmed
AVP Client Engagement

The software field is a **constantly** growing one, and you must **grow along** with it.

Your career is bound to be filled with a variety of experiences. Some of those may be less than thrilling. But all the same, it's always a learning experience no matter what stage of your career you are at. But always keep pushing forward.



“

In this field, we have to grow through the constant changes we encounter.

Khawaja Absar
Principal Software Engineer

There is **no escaping** all the **hard work** you need to do. It all adds up.

People usually don't refuse to help you when you ask for their help. Some even go out of their way to help and may at least point you in a suitable direction to get you going. I have found that it's extremely rare for anyone to refuse you.

Work is my second home, and I am keen to show up daily to achieve more.



“

Jawad Ali

**Senior Network Support
Executive**

Where **opportunities are abundant**, you have to **work hard** to reach your **goals**.

I love feeling deeply engrossed in my passion for discovering new ideas and solutions. Operating in the tech world with this approach, leads me to solutions and answers to my questions.

Becoming more skilled and reinforcing your knowledge bank is a wise move.



“

Ali Mohtasham
Senior Software
Engineer

**When you are at your desk,
you have to make the hours
count with your effort.**

Being passionately curious is among the top traits of a person who finds his or her passion and gets ahead. It is sometimes the difference between remaining stagnant and discovering superb opportunities for yourself.

Build yourself and help others to do the same. Inspire yourself and those around you.



“

Shahryar

Lead Concept Artist

Engage with us!

We're present on [Facebook](#) ([#Cubix.Worldwide](#) & [Where We Hang Out](#) series), [Twitter](#), [Instagram](#), [Linkedin](#), and we're very diligent in updating our blog. You can also subscribe to one of our newsletters.

We're proud of the fact that Cubix' community is so friendly and robust. We're all equals, and what we have to say matters. So talk to us :) to say matters. So talk to us :)



Get in touch!

If you're not part of the team yet, #jointeamcubix!

You can find a lot of information on our [careers page](#), and if you'd like to check out [our projects](#) and internal initiatives, you can check out [our blog](#). We make sure our recruitment process is as fast and transparent as possible,

jobs@cubixlabs.com



Thank You

HQ – Pakistan

D 23, Block 9, Clifton, Karachi – 75600

Branch 1 – United States

700 S. Rosemary Ave, Suite 204-118, West Palm Beach, FL-33401

Branch 2 – Pakistan

54C, Main Kashmir Road, PECHS, Block 2, Karachi – 75100

Branch 3 – United Arab Emirates

Building 11, Level 7, Bay Square, Business Bay. Dubai

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