

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.

A man with a full beard and glasses, wearing a dark suit, stands in front of a blurred background. The text "CEO's Message" is overlaid on the image.

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.



Our Businesses



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Our Verticals

Technology

Cubix
Aspired

Platforms

Designster
Happy Force
Distinguished

Retail

Direct Macro
The Apparel Factory
Hard Drive Mart
Computing Worlds

Your goal should always be to make a difference with what you do.

By prioritizing purpose and embracing empathy, you can drive positive change. Understand those you serve deeply and seek solutions to ease their lives. Challenge the status quo and pursue bold ideas. Success lies in the impact you make on lives and communities, not in accolades or numbers.



“

Be a source of inspiration, someone who isn't afraid to challenge the status quo and explore bold new ideas.

Danish Paul

VP Sales

A large indoor event space, possibly a convention hall, with a stage and a large screen. The screen displays a quote by Steve Lillard. The text "Our Vision" is overlaid on the image. The stage is lit with blue and white lights. There are people on the stage and in the audience. The floor is covered with a patterned carpet. The walls are dark, and there are some decorations. The overall atmosphere is professional and modern.

Our Vision

“

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

Steve Lillard

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.

Shoaib Ghaffar

VP

A man with a beard and glasses is gesturing with his hands while speaking. He is wearing a dark shirt. In the background, another person wearing a face mask is partially visible. The text "Our Strategy" is overlaid on the image.

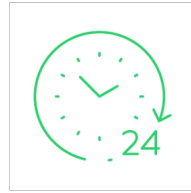
Our Strategy

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



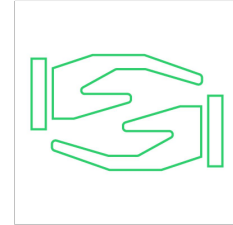
Project Accountability

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

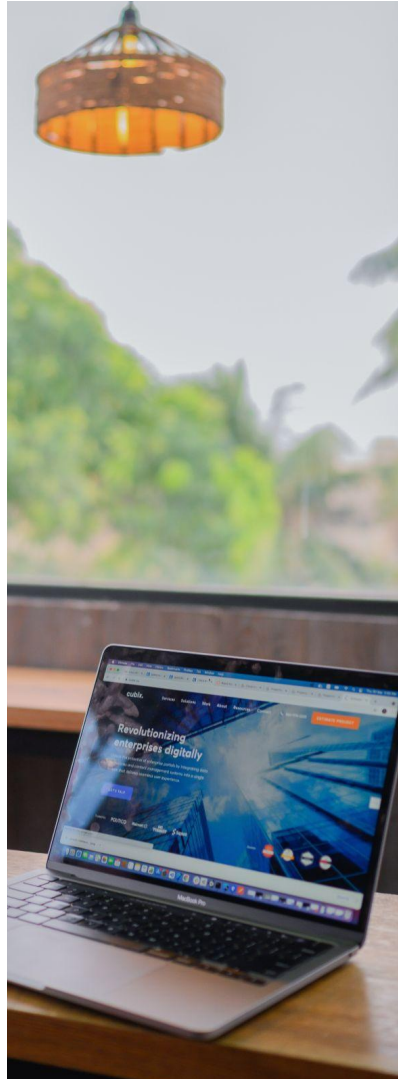
We focus on healthy working relationships regardless of difficulties along the way.

A person is sitting at a wooden desk, typing on a laptop. The laptop screen shows a website for 'cubix.' with two mobile app mockups. The left mockup is for 'Tony's Kitchen' and the right one is for 'Tuzzi'. A white telephone is on the desk to the left of the laptop. The background is a plain wall.

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 in the power of risk-taking and learning from mistakes as key to innovation. If you have a new idea, we're eager to explore it with you. Remember, all paths to success require patience, learning from both successes and failures, and the courage to venture into 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 new 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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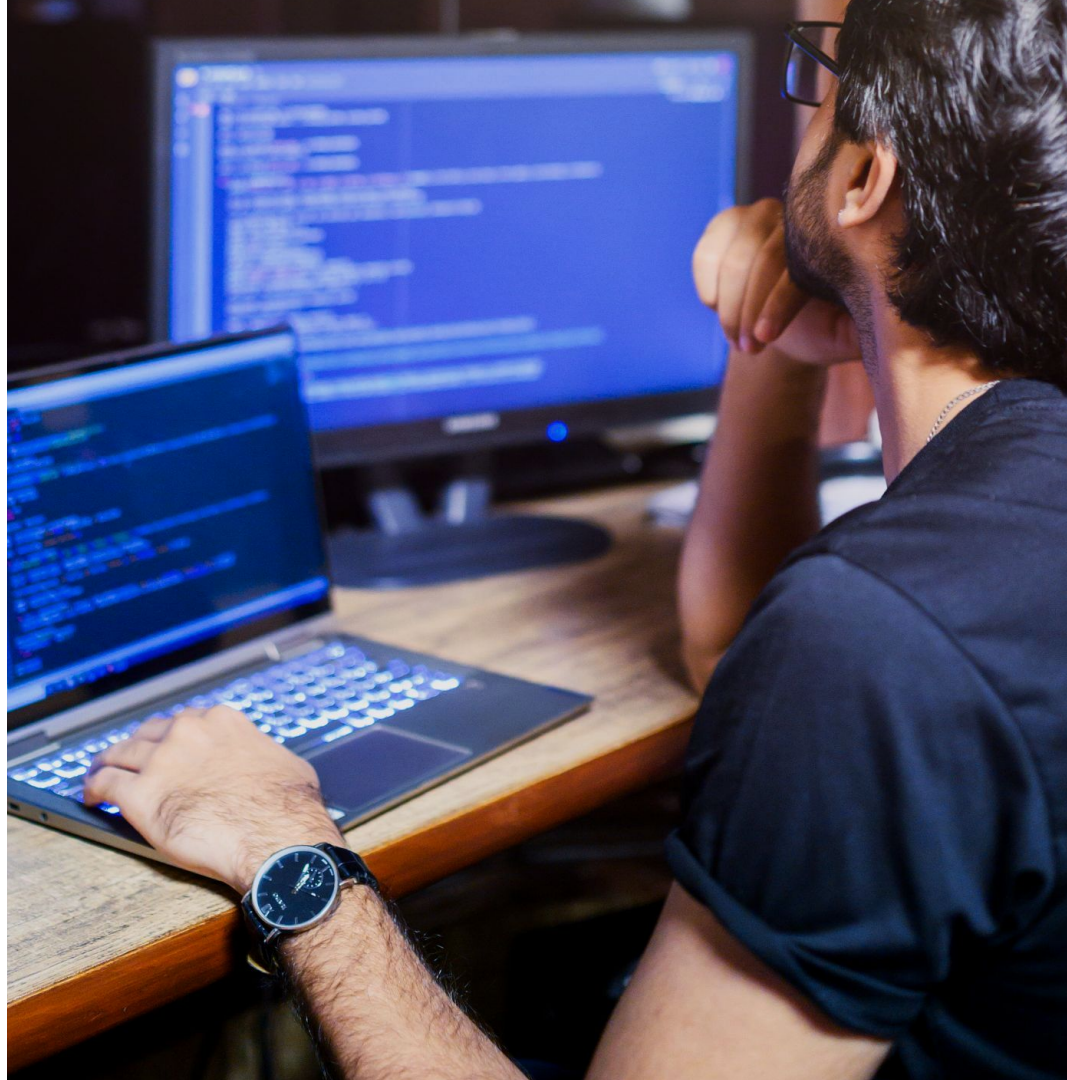
Our Manifesto

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 instincts and knowledge, even when questioning higher-ups like team leaders or the CEO. At Cubix, we value openness and constructive feedback, encouraging you to think independently and make decisions for your projects. You'll receive support as you strive to enhance our methods and processes. Feel empowered to suggest and drive changes, helping make Cubix an even better place to work and enriching 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



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 photograph of four men in a meeting. One man stands and points at a document on the table, while three others are seated around the table, looking at the document. The scene is dimly lit with a dark overlay.

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.

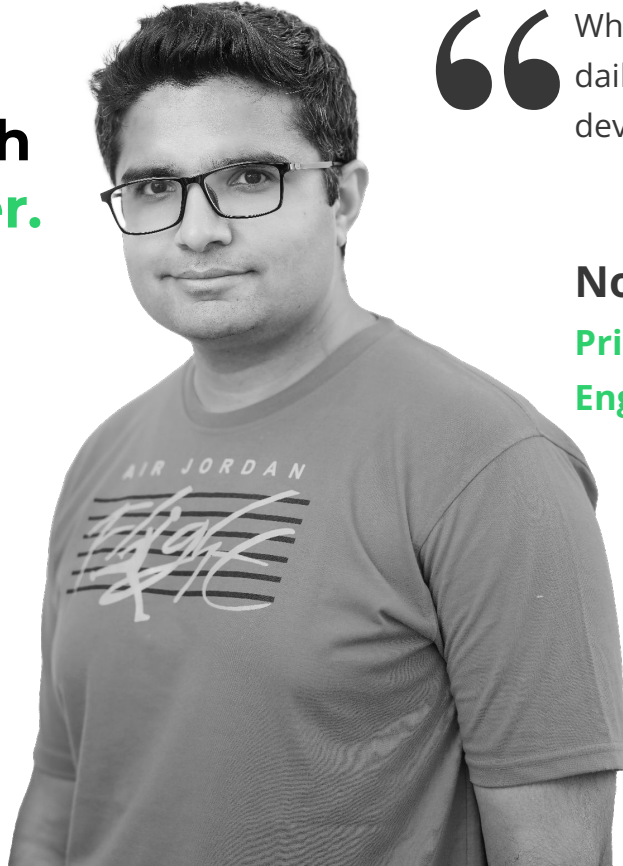
At Cubix, we cultivate a horizontal structure and foster a **culture of constructive feedback.**

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

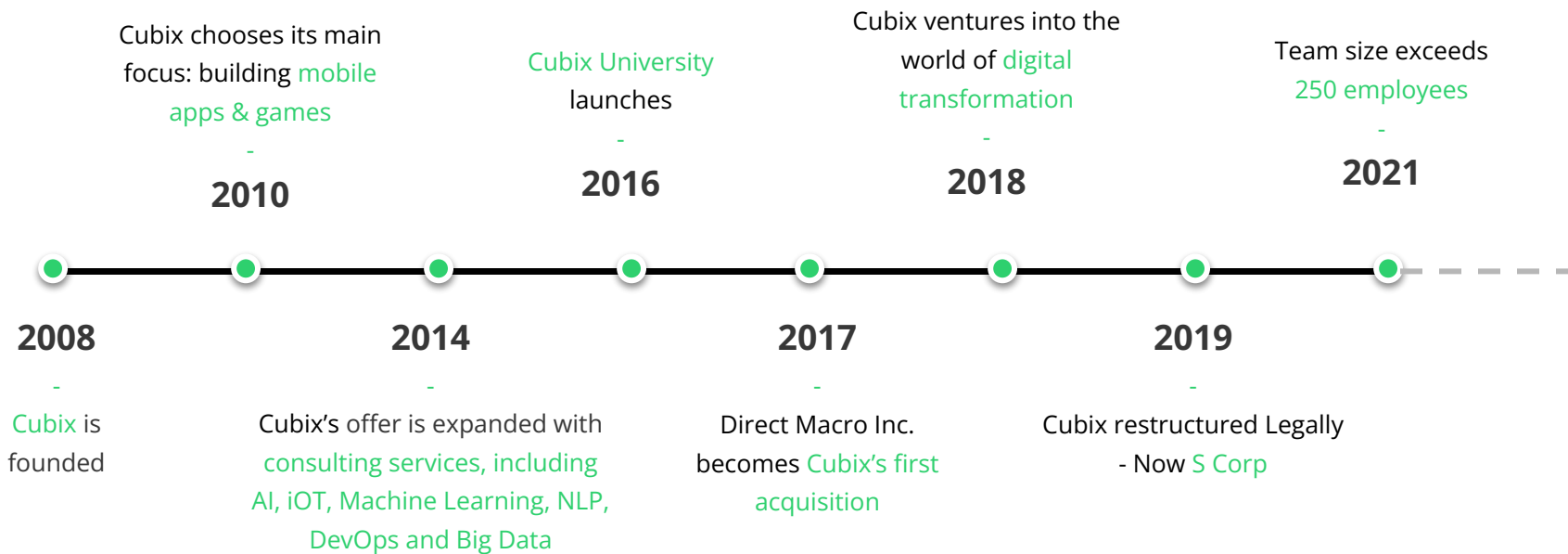
A man with a beard and glasses, wearing a plaid jacket over a red shirt and light-colored trousers, stands on a stage holding a microphone. A large, semi-transparent image of him is visible in the background.

Our History

“

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

Salman Khan



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.



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**Best Development
Environment**

**Innovative
Culture**

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
VP Computing Worlds

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

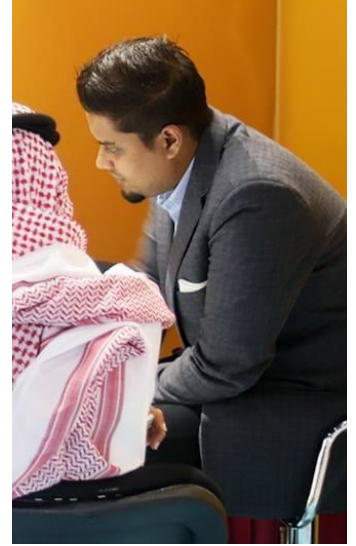


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We Love What we Do.

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, are gathered at a social event, possibly a party or concert. Many of them have their arms raised in the air, some making peace signs or fist pumps, suggesting a celebratory atmosphere. The group is diverse in age and appearance. In the foreground, a man in a red vest and a woman in a black dress with gold trim are prominent. To the right, a woman in a patterned sari is also visible. The background shows stage lighting and a sign that says "cubix". The overall scene is dimly lit with some stage lights visible.

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

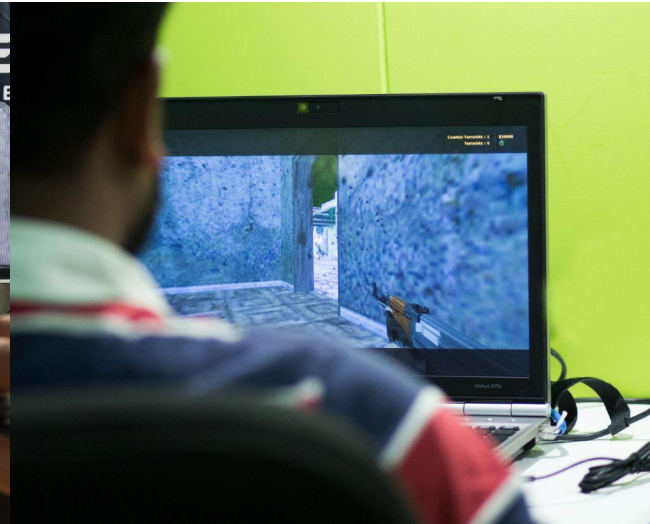
Cubix Premier League - Building strong office teams on the field. Cubix organizes a Cricket tournament (CPL) every year and employees put forward their best performance.



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

Product Strategist

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.



A photograph of two women in a cafe setting. The woman on the left is facing the camera, holding a dark mug, and looking towards the other woman. The woman on the right is seen from the back, looking towards the first woman. The background shows a window with a view of trees. The image has a dark, moody filter.

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

Embrace challenges, grow stronger, and let each hurdle be a chance to inspire greatness.

Strive for excellence in all endeavors. Let dedication and passion light the way, inspiring others with unwavering commitment. At Cubix, we set high standards, fostering an environment where individual pursuit of excellence fuels collective success. We embrace challenges, celebrate achievements, and support each other on the journey of continuous growth.



“

Treat each challenge as an opportunity for growth. Each obstacle should be seen as a chance to inspire and propel yourself forward, and that's exactly what Cubix is about.

Zohaib Ali

Senior Project Manager

In a world of constant change, the true winners are the ones who embrace it.

In 15 years, I've seen marketing shift from 'Mad Men' to digital dominance. Adaptation is vital for lasting success; those who lead, not just follow, thrive.

At Cubix, we're committed to pioneering new tech and tactics, staying ahead of the curve. By investing in our skills and embracing innovation, we shape the future instead of chasing it.



“

The most successful people are the ones who can adapt and evolve with the ever-changing landscape. At Cubix, that's our guiding principle.

Farhan Zia

AVP Marketing

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

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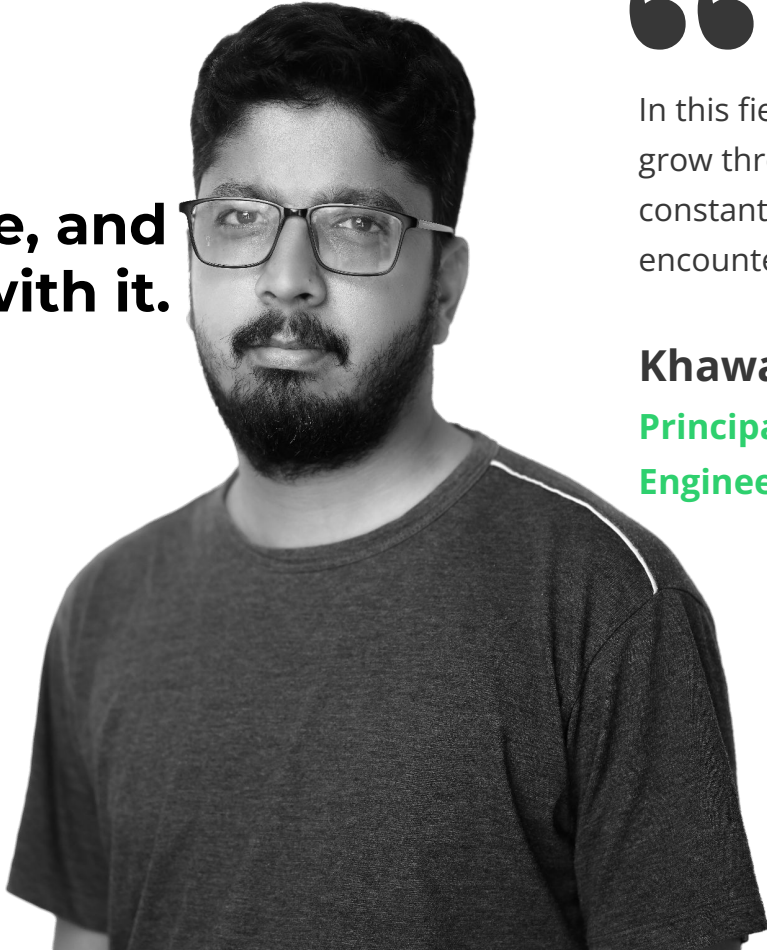


“

Zohaib Zafar
Manager Accounts

**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.



“

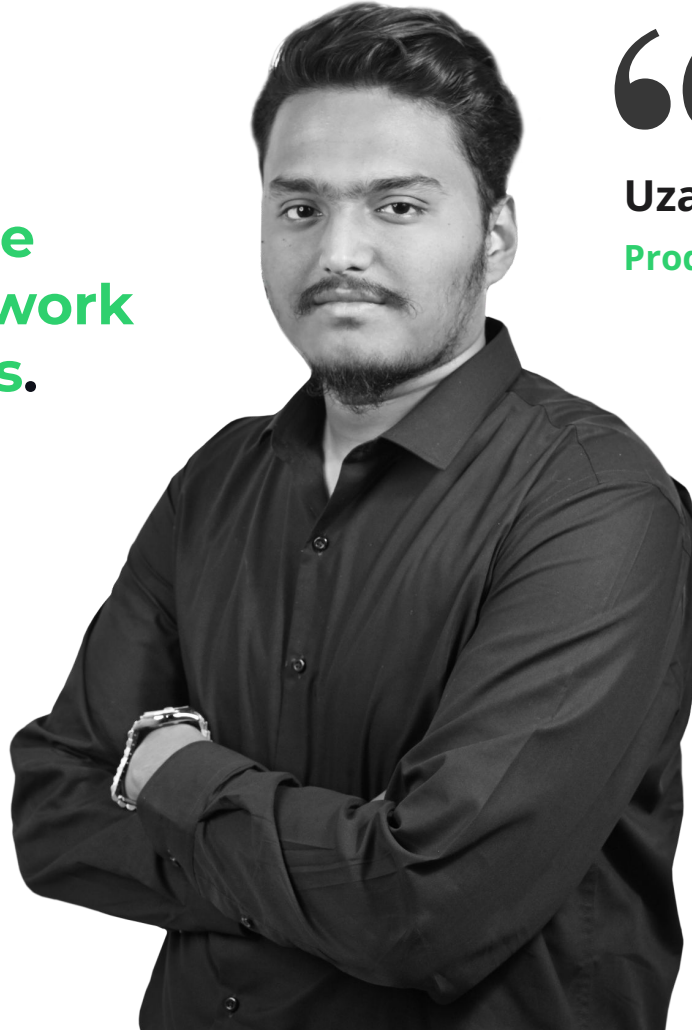
Ali Mohtasham

Senior Software
Engineer

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“

Uzair Imran
Product Owner

Being **creative** and thinking out-of-the box is the only way to **drive innovation** forward.

Innovation starts with a spark of creativity. We nurture this spark, providing the environment for it to flourish and inspire.

True innovation arises from independent and creative thinking. At Cubix, we foster an environment where ideas flourish, challenging norms and driving meaningful change. We empower individuals to contribute unique ideas and make a difference.



“

Syed Maroof

Principle Designer
Game

Your work has the power to tell incredible stories, to leave a lasting impact on the world around you.

At Cubix, people always come first. We see your work as the key to unlocking your potential, regardless of your role or expertise.

Prioritize the human experience, and magic unfolds. Your work brings joy and creates meaningful connections. At Cubix, we value creativity and encourage fresh perspectives. Embrace the journey of continuous improvement and let your creativity lead to standout breakthroughs.



“

Toofiq Taqi

Principle Designer
UI/UX

**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.



“

Abdul Tariq

**Team Lead
Administration**

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

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Branch 2 – Pakistan

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Branch 3 – United Arab Emirates

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



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