

Global product engineering studio

Software engineering born in Mexico, built for the world.

300+

projects delivered

13

years building product

25+

industries served

19

specialized services

Code isn't the problem. Context is.

“Pixzelle understood the business before understanding the technology.”

MARIO FELIPE HEREDIA · ZURICH

	.01 Business	.02 Decision	.03 Product	.04 Outcome
With a Traditional agency	.01 Brief	.02 Tickets	.03 Handoff	

The studio in **five capabilities.**

Four product engineering capabilities, and one for brand and content.



BUILD

Create new product

From discovery to launch. We turn an idea into a working product, ready to run in production.



EVOLVE

Grow without breaking

Data, AI and infrastructure for products already running that need to scale with confidence and observability.



SCALE

Senior judgment

Technical direction and technology strategy for decisions that make a difference at C-level.



AUDIT

Assess or rescue

Technical and UX diagnostics, or rescuing stalled projects. Includes the anti-vibecode angle.



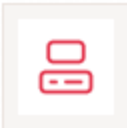
COMMUNICATE

Coherent brand

Coherent brand, consistent content.
Brand identity, visual systems and creative production so your communication carries the same strength as the product behind it. From logo to campaign launch.

Four ways to **work together.**

Choose the model that best fits your product's stage.



PXL Project

Fixed-scope project

Best for: MVP, redesign, a new module or a one-off integration.

- Discovery and architecture proposal
- Fixed-price quote, phase by phase
- Milestone delivery with biweekly demos
- Real-time tracking platform
- Modern stack (React, Node, Python, Flutter, AWS/GCP)

5-month warranty after delivery or launch



PXL Dedicated

Your product team, extended

Best for: building or scaling a product long term, as if it were your in-house team.

- PM, lead designer and 2 to 4 dedicated senior engineers
- Biweekly sprints aligned to your backlog and roadmap
- Our PM reports directly to your CTO or PM
- We scale the team at the pace the product demands

- Configurable capacity based on the initial estimated scope
- Priority over the flexible models
- Real-time tracking platform
- Monthly report of hours used in the period

12-month minimum commitment

RECOMMENDED



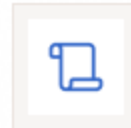
PXL Flex

Hour pool + specialists on demand

Best for: maintenance, continuous improvements, load peaks and one-off tasks by specialty.

- Configurable monthly pool from 20 hours
- Access to seniors by area (AI, cloud, mobile, DevOps, security and more)
- Scheduled attention based on team capacity
- Extra hours subject to team availability
- Real-time tracking platform
- Monthly report of hours used in the period

6-month minimum commitment



PXL Venture

Strategic alliance: we bet on the same goal

Best for: businesses where technology is the core and results are shared.

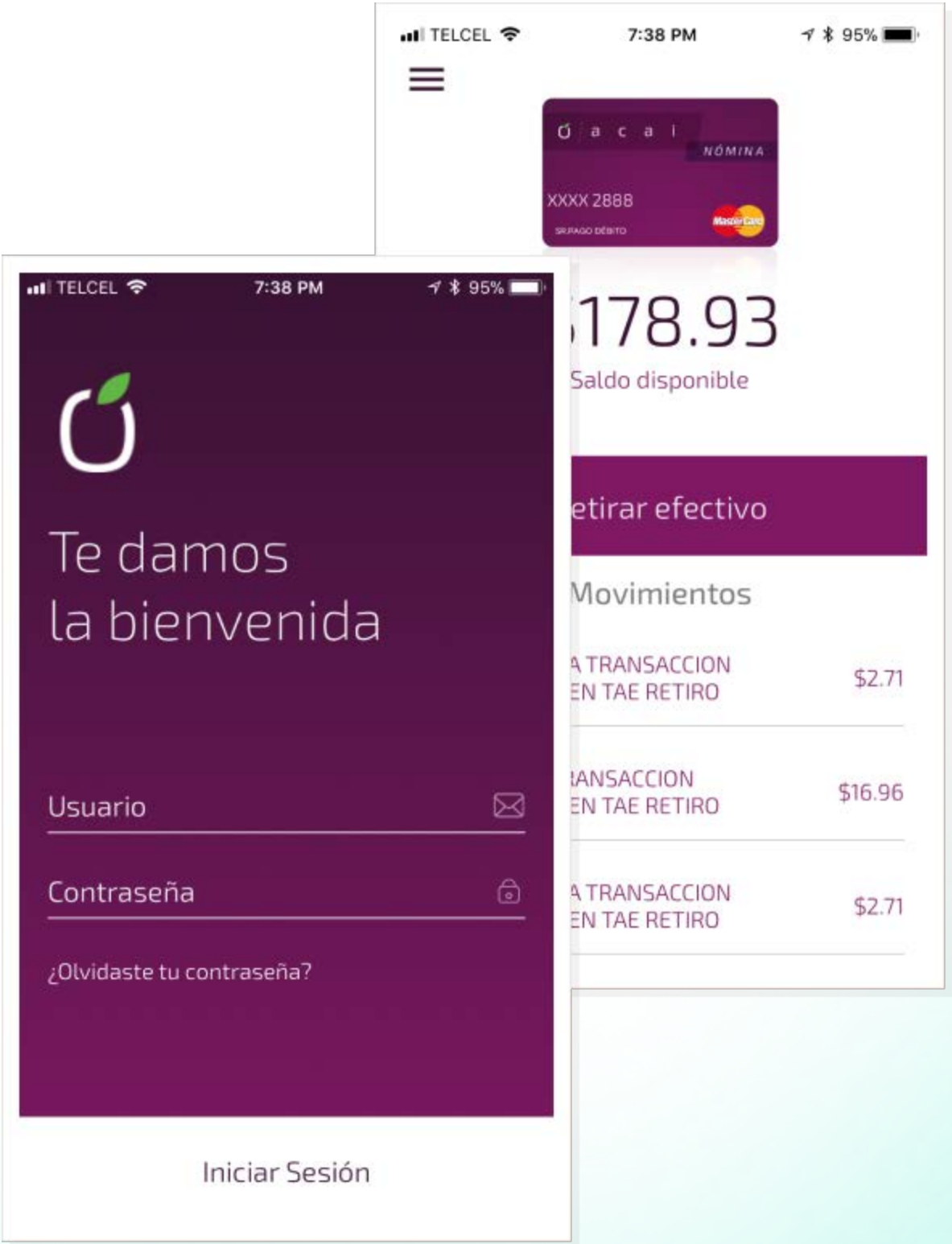
- Senior product cell (PM, tech lead, engineers and designer)
- Preferred rate throughout the alliance
- Revenue share
- Equity participation with vesting
- Exclusivity + right of first refusal on new lines

24 to 36-month minimum commitment

Requirement: only for businesses with proven traction (revenue, paying users or measurable operating metrics). No traction yet? Start with PXL Discovery or MVP.

Case studies.

Product that moves numbers, not slides.



Acai Pay

THE CHALLENGE

Opening a payments account took days and slowed growth.

WHAT WE BUILT

Payments platform with KYC, reconciliation and a real-time dashboard.

RESULTS

-68% onboarding time

4M+ transactions processed

99.95% uptime

CAPABILITIES

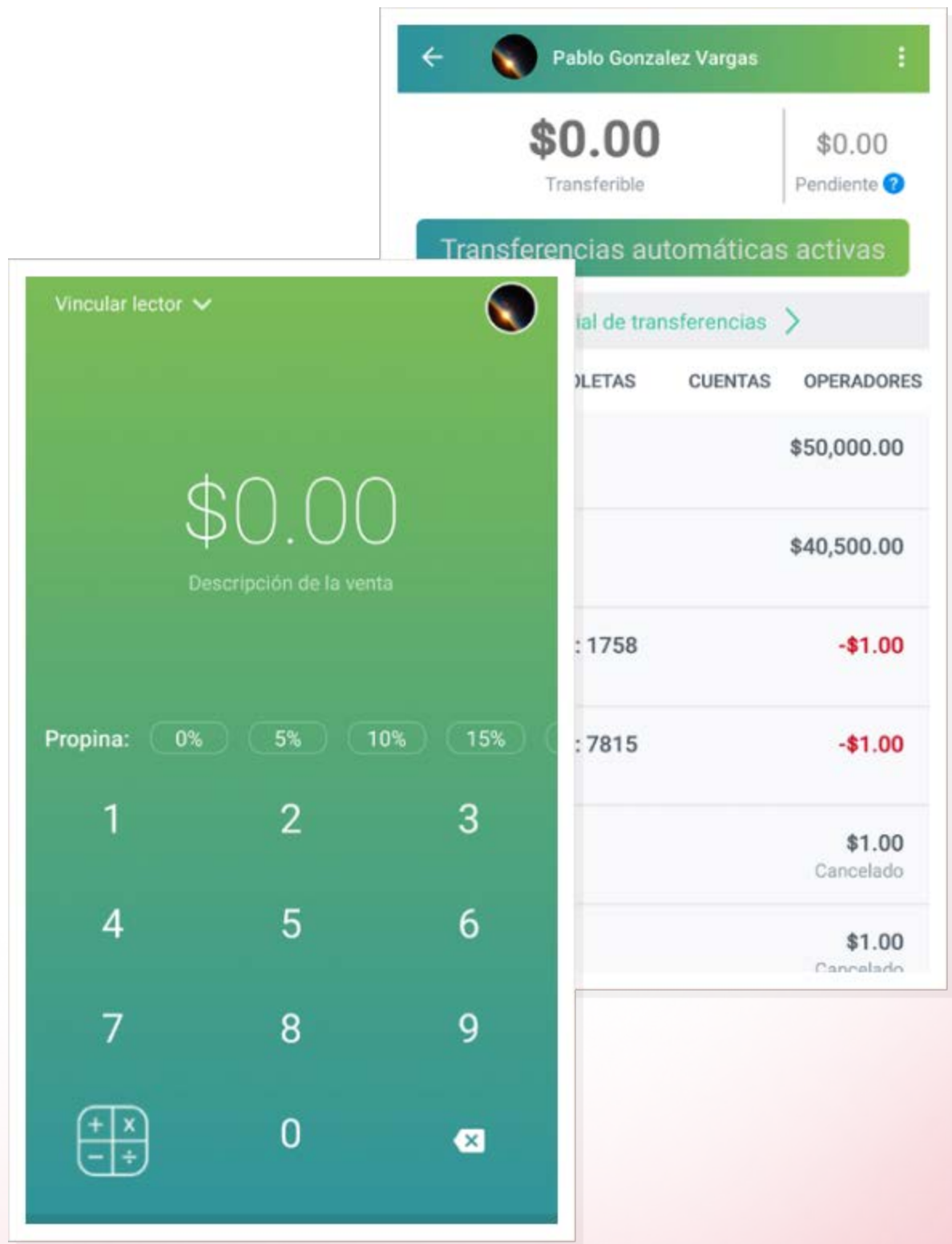
BUILD

PXL EXPERIENCE

SCALE

PXL CLOUD

PXL SECURITY



THE CHALLENGE

Card payments required a bank terminal and a long approval.

WHAT WE BUILT

Native apps paired by Bluetooth to an MPOS reader, with transactional backend.

TECHNICAL HIGHLIGHTS

Bluetooth MPOS reader

OneSignal notifications

iOS + Android native

CAPABILITIES

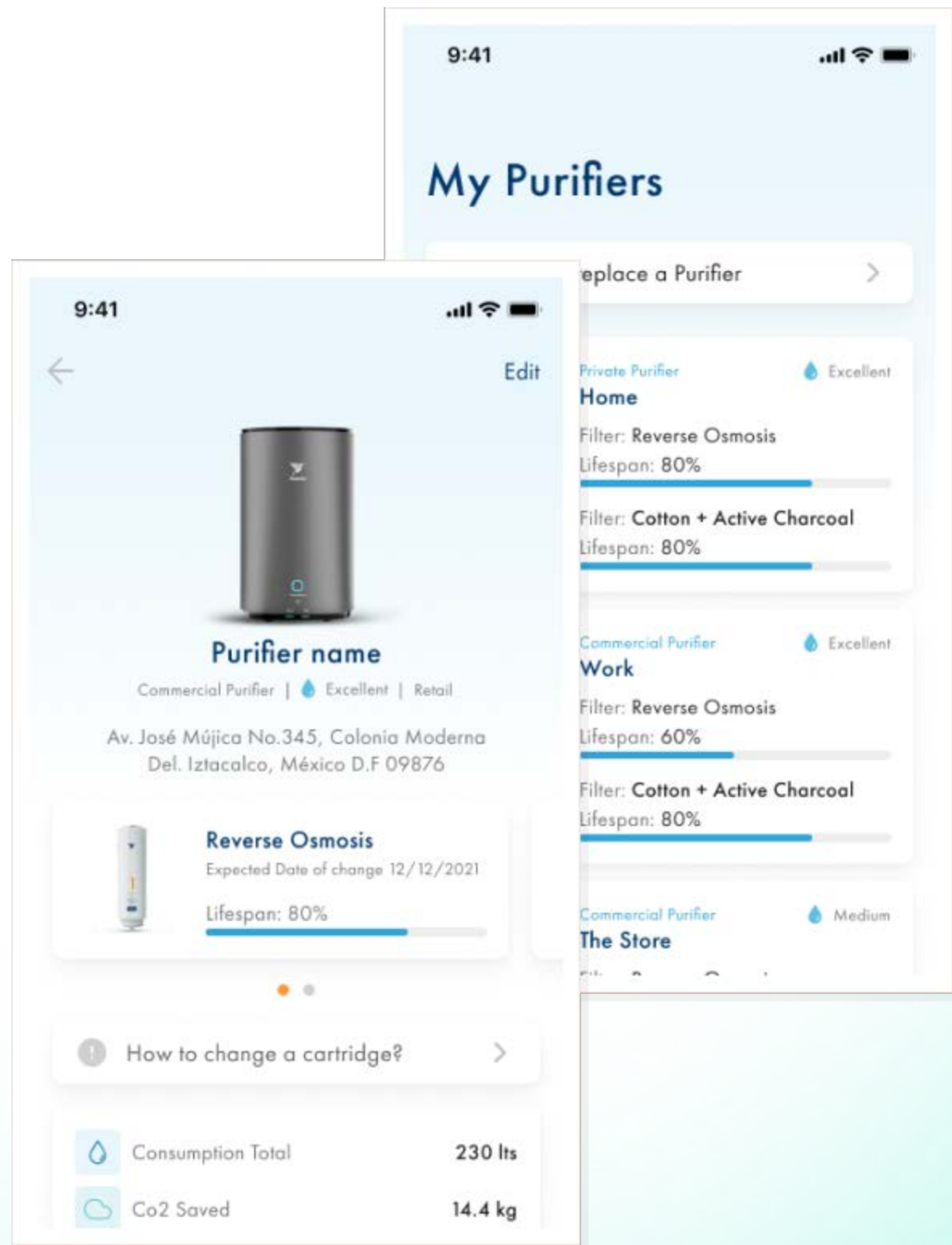
BUILD

 PXL MOBILE

 PXL SOFTWARE

 PXL SECURITY

SCALE



THE CHALLENGE

A water purifier had to stop being hardware and become a service.

WHAT WE BUILT

Native iOS and Android apps with remote device control and filter subscription.

TECHNICAL HIGHLIGHTS

IoT hardware + app

Stripe subscription

iOS + Android native

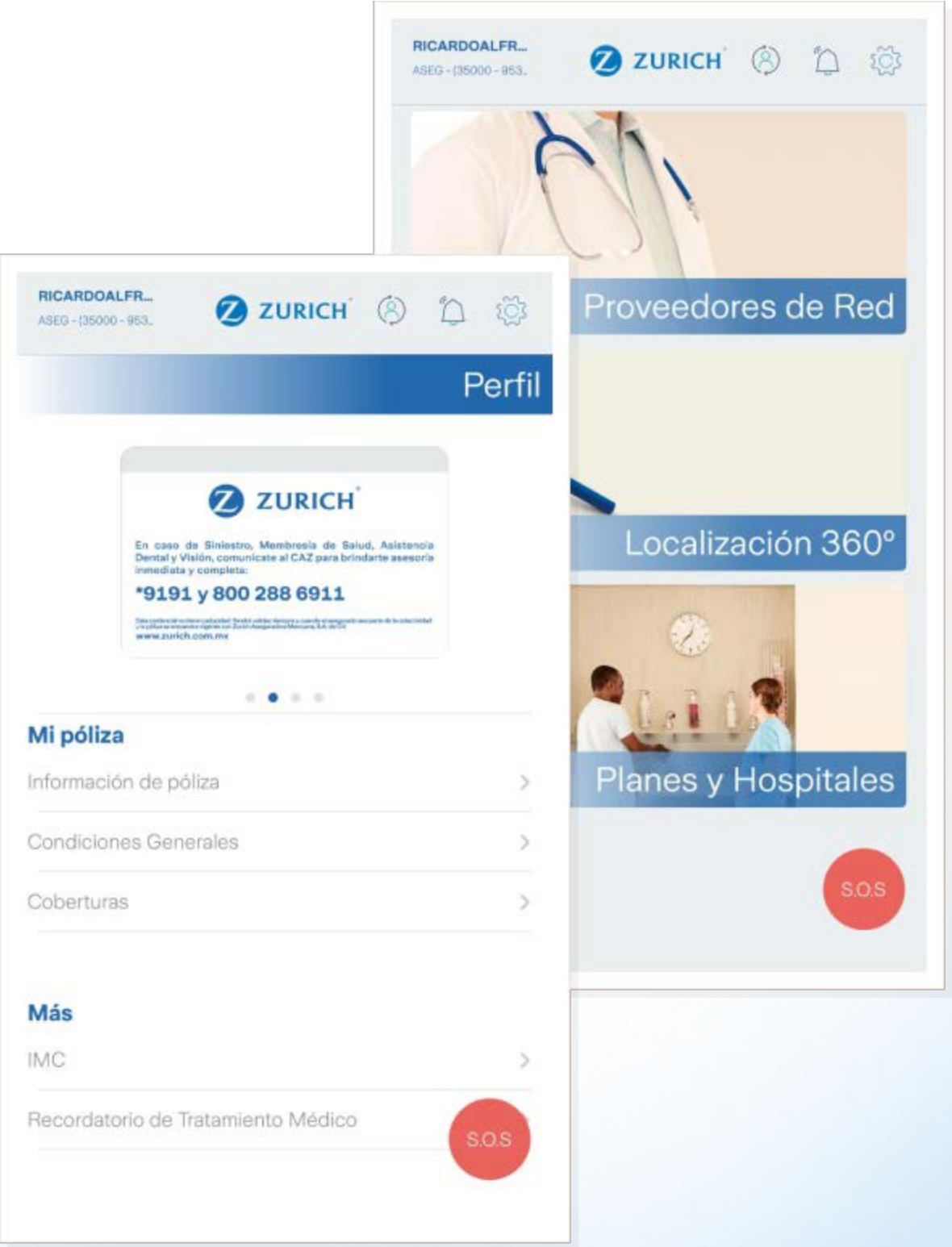
CAPABILITIES

BUILD

PXL MOBILE

SCALE

PXL CLOUD



THE CHALLENGE

Policyholders and agents needed their health policy on mobile.

WHAT WE BUILT

Native iOS and Android apps integrated with the insurer's backend.

RESULTS

10K+

downloads on Google Play

10+

features · policyholders and agents

11 years

working together since 2015

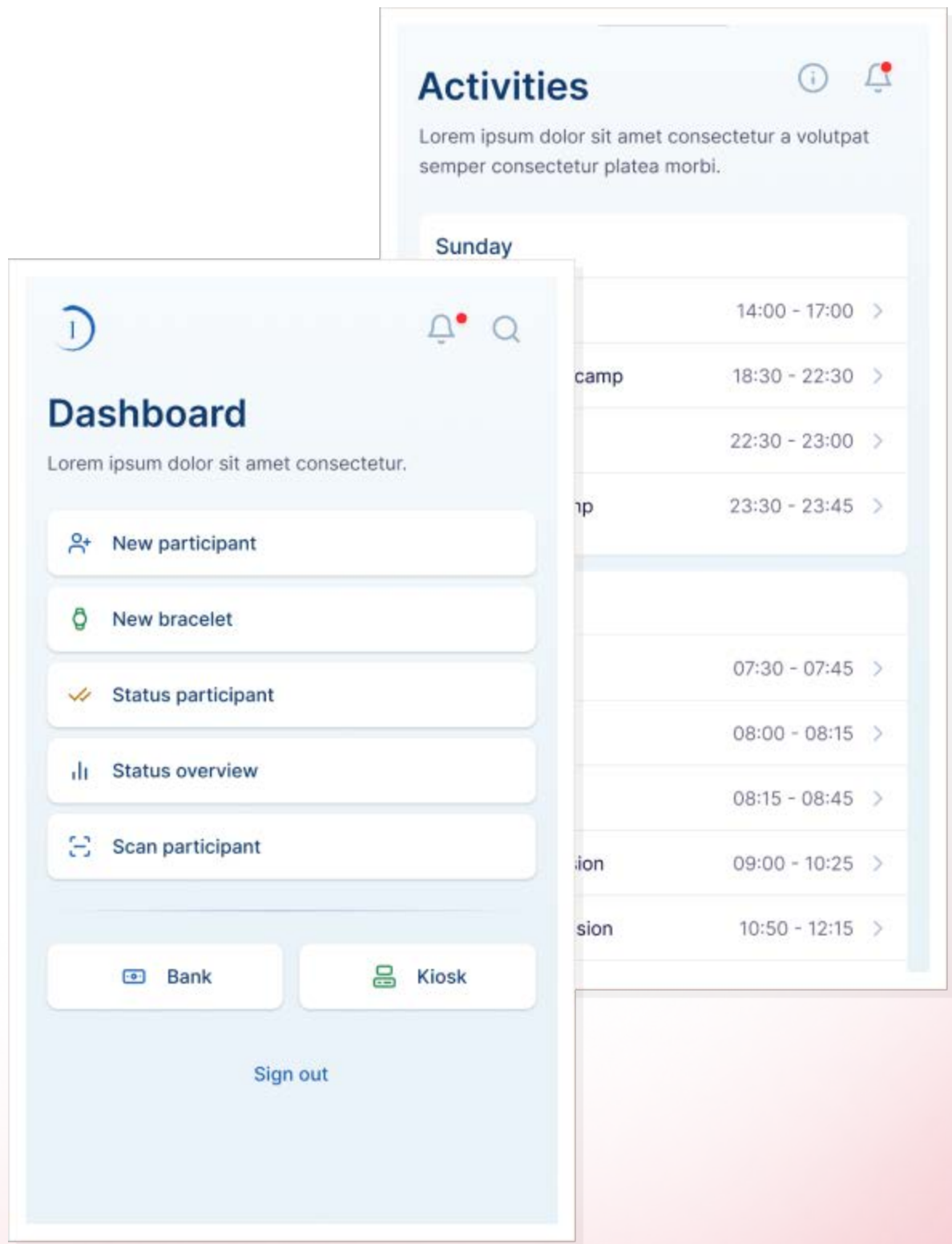
CAPABILITIES

BUILD



EVOLVE





THE CHALLENGE

The app needed a brand-new experience from the ground up.

WHAT WE BUILT

Full redesign of the user experience in Flutter.

RESULTS

1

full app redesign

Flutter

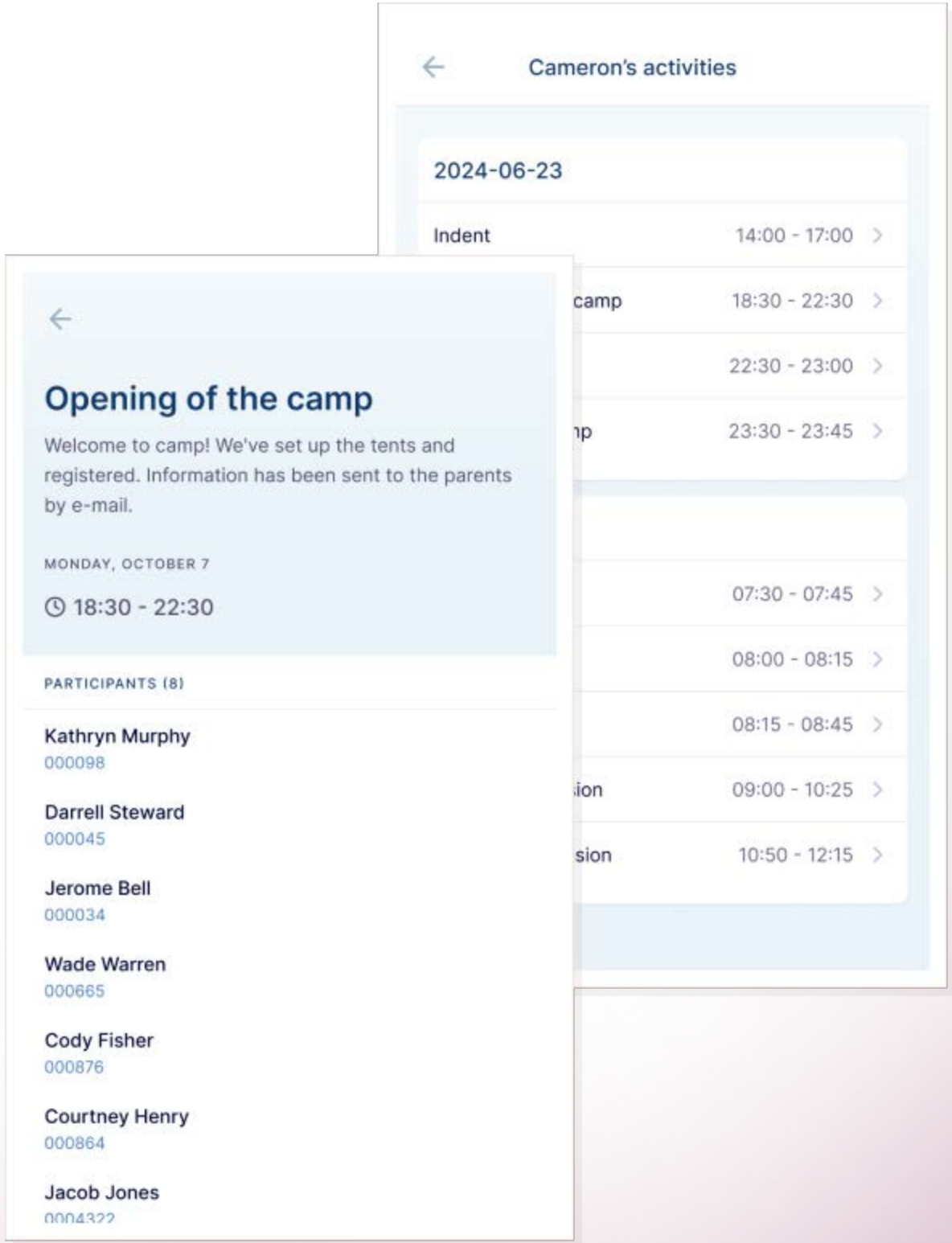
one codebase for iOS and Android

CAPABILITIES

BUILD



PXL EXPERIENCE



THE CHALLENGE

Crashes and install failures in the existing app.

WHAT WE BUILT

Audit, technical rescue and native rebuild in Flutter.

RESULTS

Less Crashes reported after the rescue

Less Issues install and uninstall related

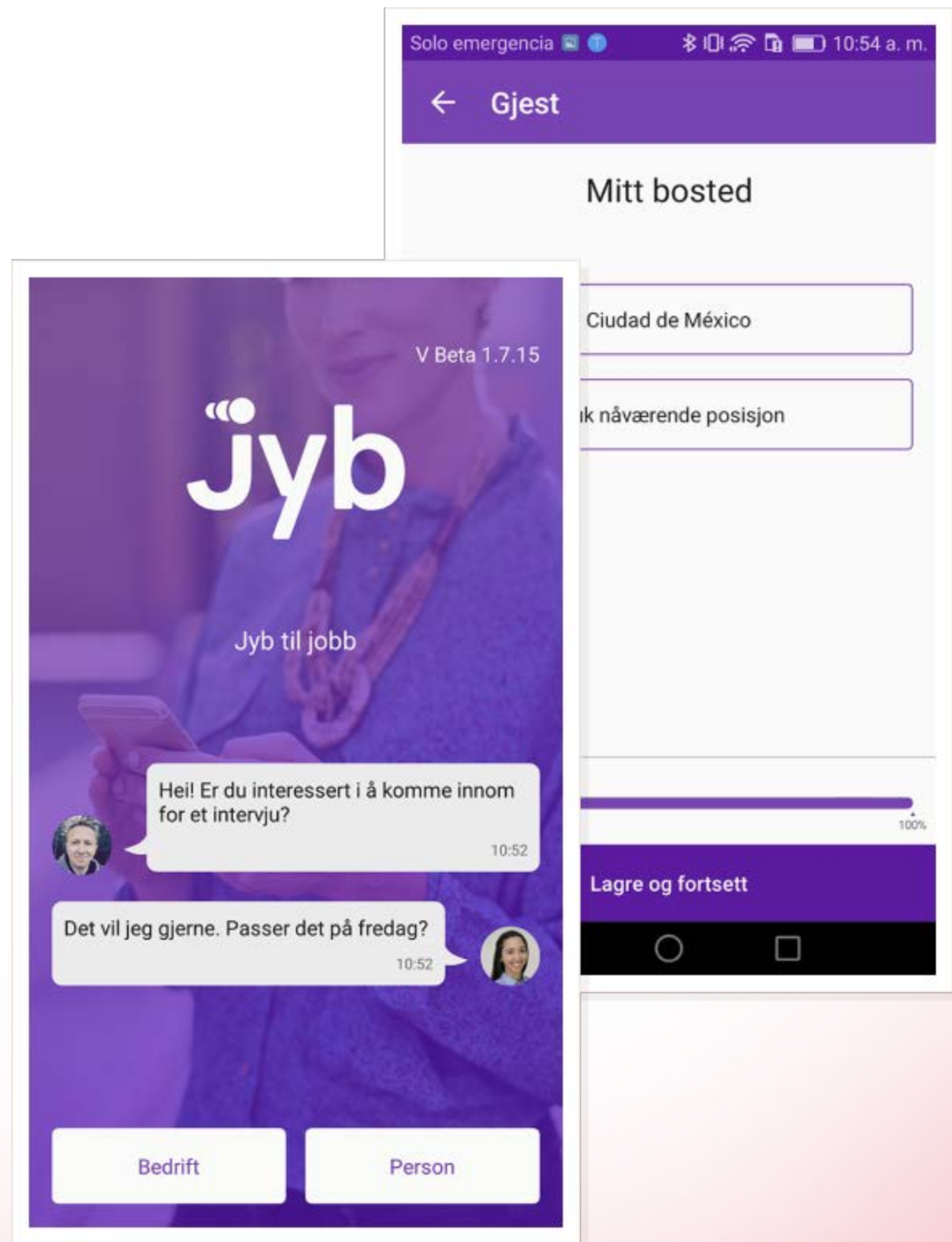
CAPABILITIES

AUDIT

 PXL AUDIT RESCUE

BUILD

 PXL MOBILE



THE CHALLENGE

Candidates and companies weren't finding each other.

WHAT WE BUILT

Native app connecting candidates and companies with swipe matching.

RESULTS

40K+

job seekers

2K+

registered companies

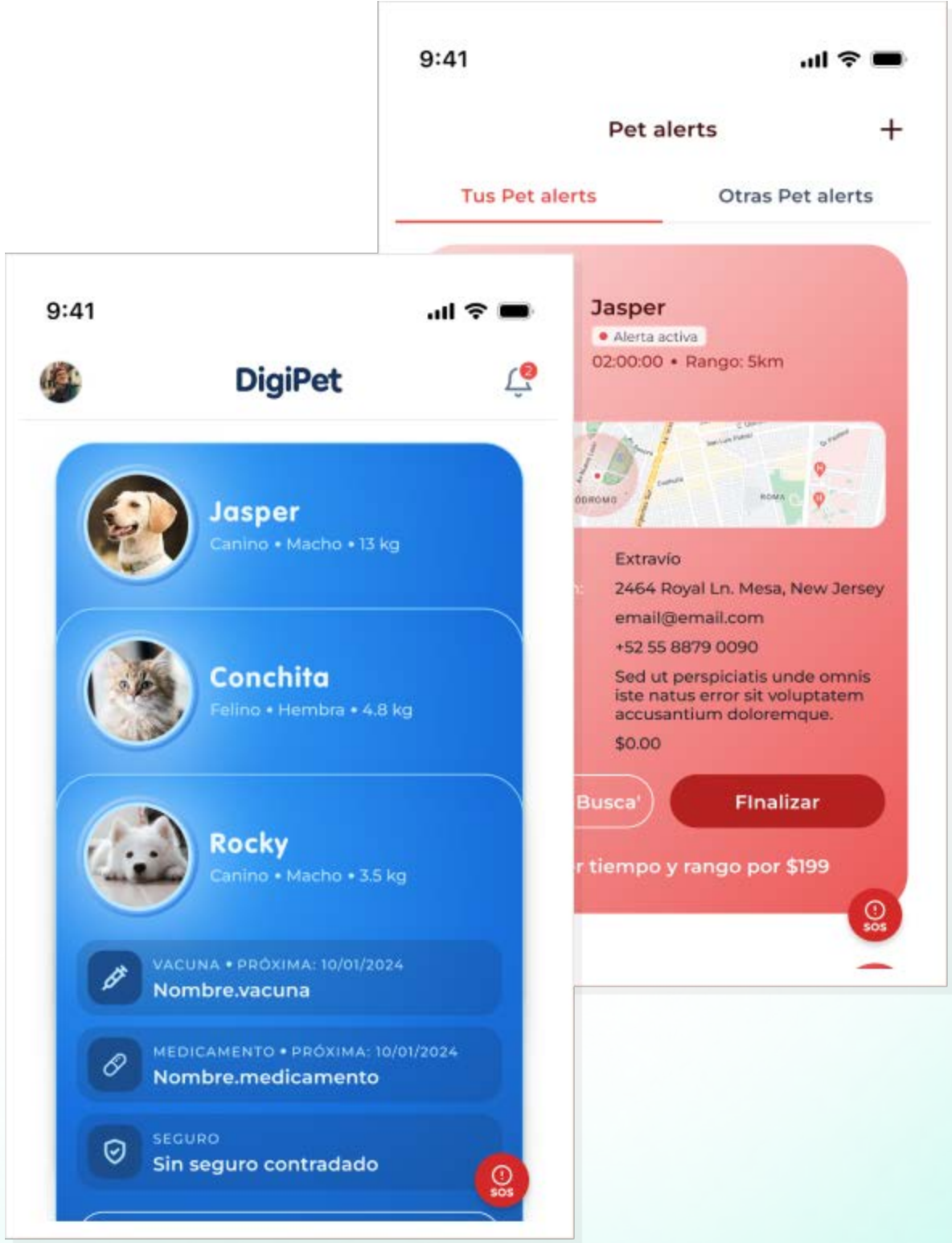
4 cities

Oslo, Bergen, Trondheim, Østfold

CAPABILITIES

BUILD

PIXL MOBILE



DigiPet

THE CHALLENGE

Pets' medical history lived on paper.

WHAT WE BUILT

Flutter app: vaccines, medical history and lost-pet alerts.

RESULTS

Flutter cross-platform iOS and Android

RevenueCat subscription management

In-app recurring payments

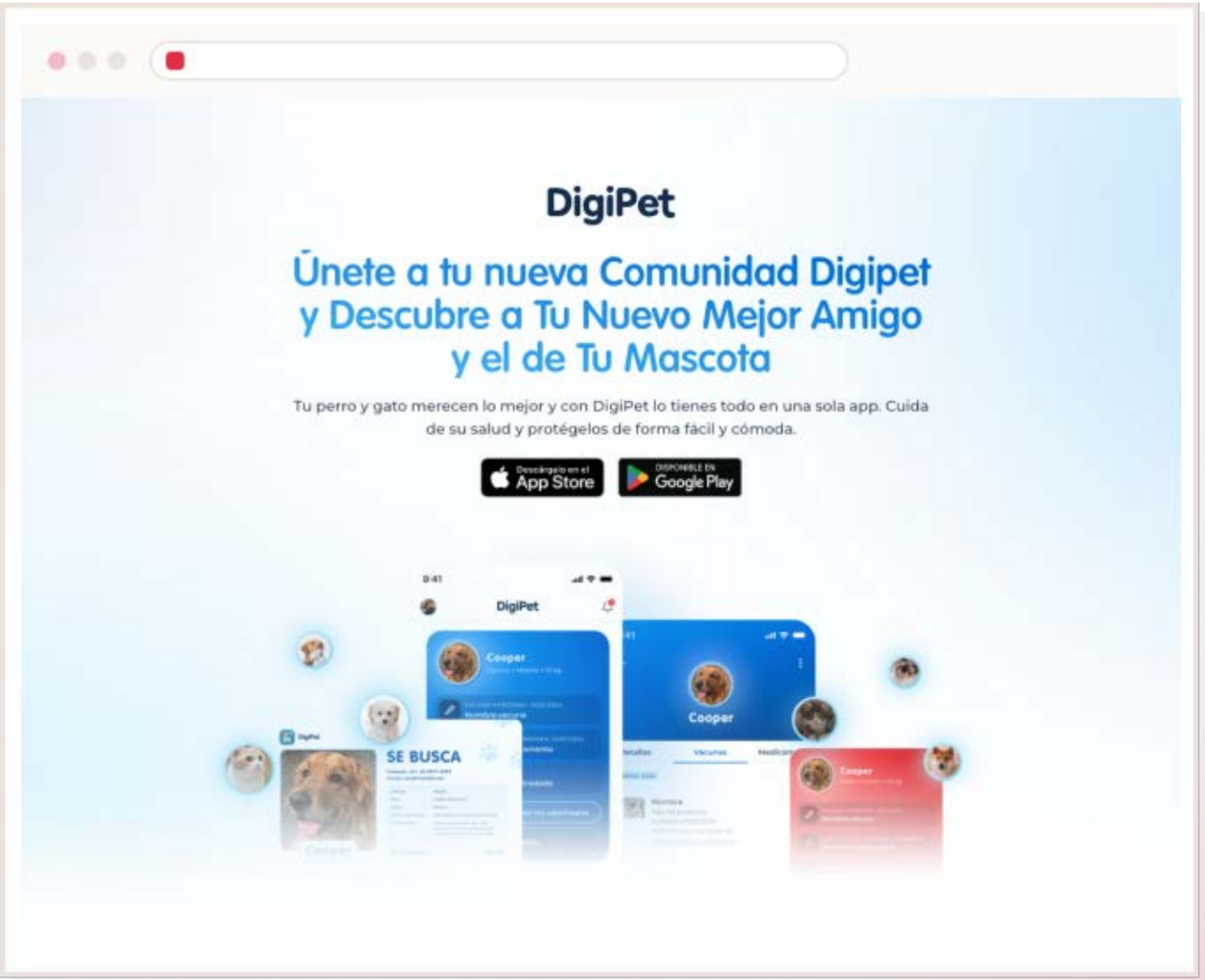
CAPABILITIES

BUILD

PXL MOBILE

SCALE

PXL CLOUD



DigiPet

THE CHALLENGE

The service needed a public storefront.

WHAT WE BUILT

digipet.mx landing with vaccine card, alerts and subscription plans.

RESULTS

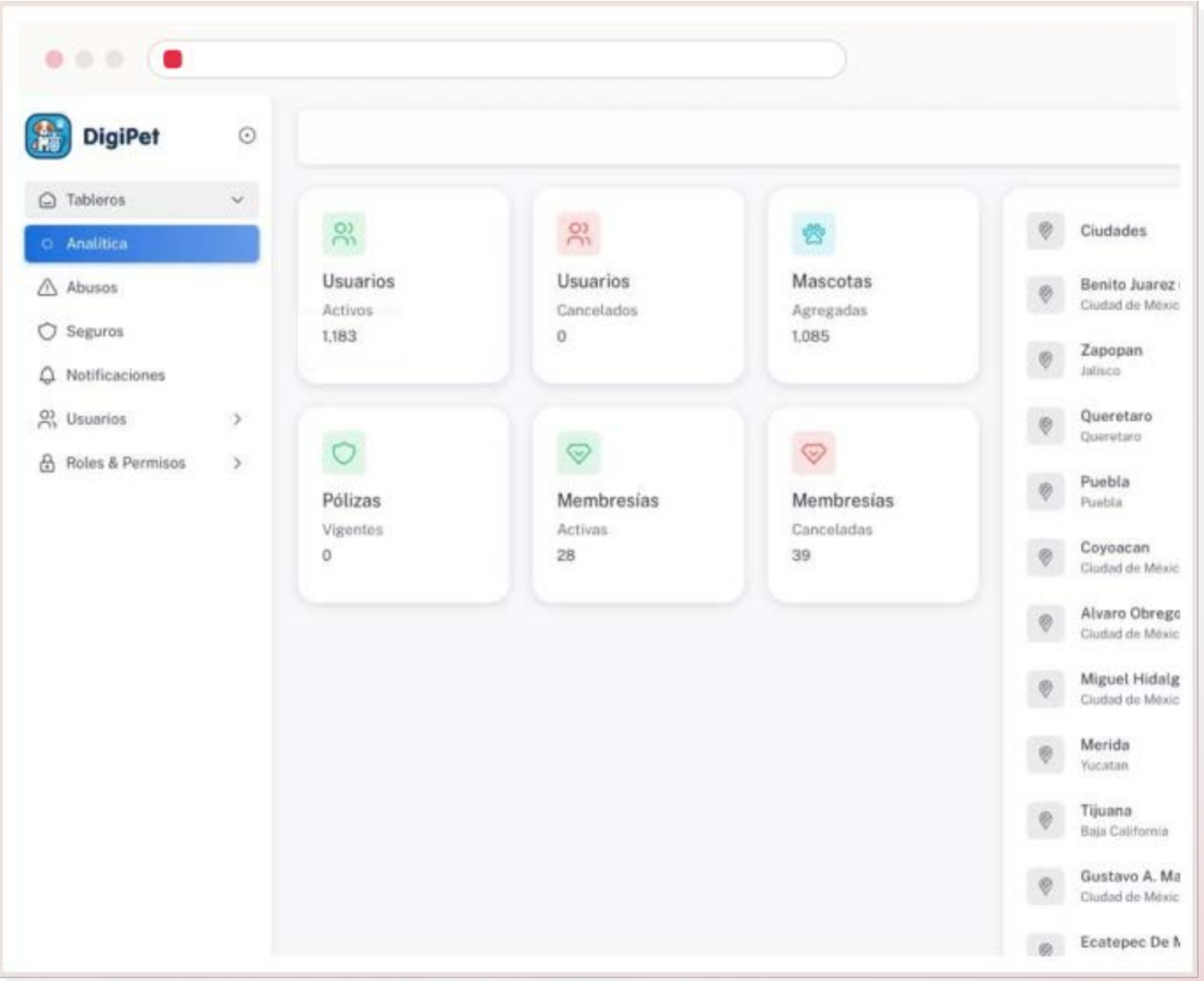
3 plans subscription plans presented

digipet.mx live site

CAPABILITIES

BUILD

</> PXL SOFTWARE



DigiPet

THE CHALLENGE

Internal operations had nowhere to live.

WHAT WE BUILT

Web panel for metrics, subscriptions and notifications.

RESULTS

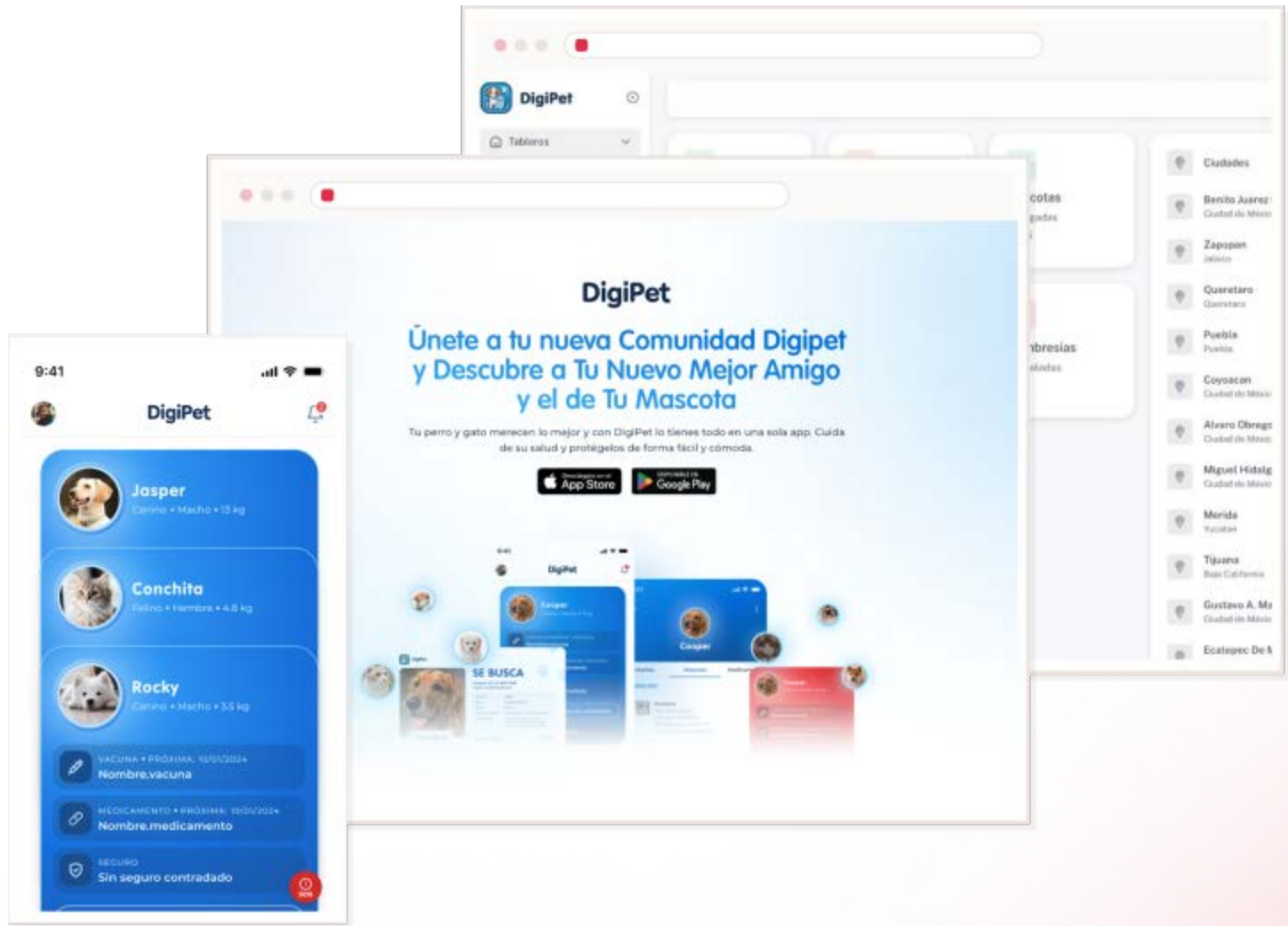
3 modules metrics, subscriptions and notifications

1 console to run the whole product

CAPABILITIES

BUILD

 PXL SOFTWARE



DigiPet

THE CHALLENGE

Three different surfaces, one single brand.

WHAT WE BUILT

UI/UX design for the app, the admin panel and the landing page.

RESULTS

3 surfaces

app, admin panel and landing

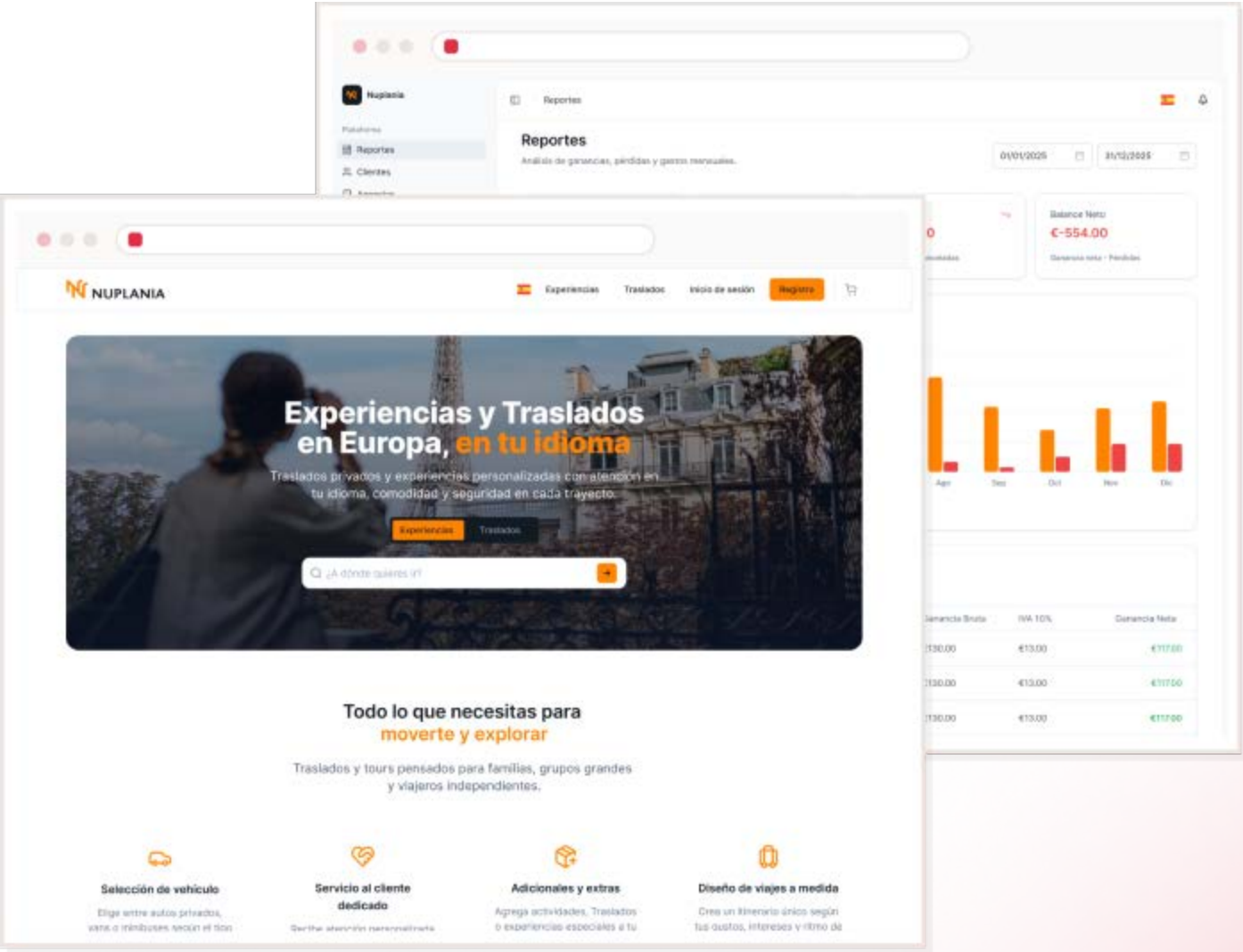
1 system

unified design system

CAPABILITIES

BUILD

PIXL EXPERIENCE



THE CHALLENGE

Private transfers and tours managed by hand.

WHAT WE BUILT

Platform, backoffice and public site for Nuplania.

RESULTS

4 roles

agents, clients, agencies and admin

2 products

internal platform and public site

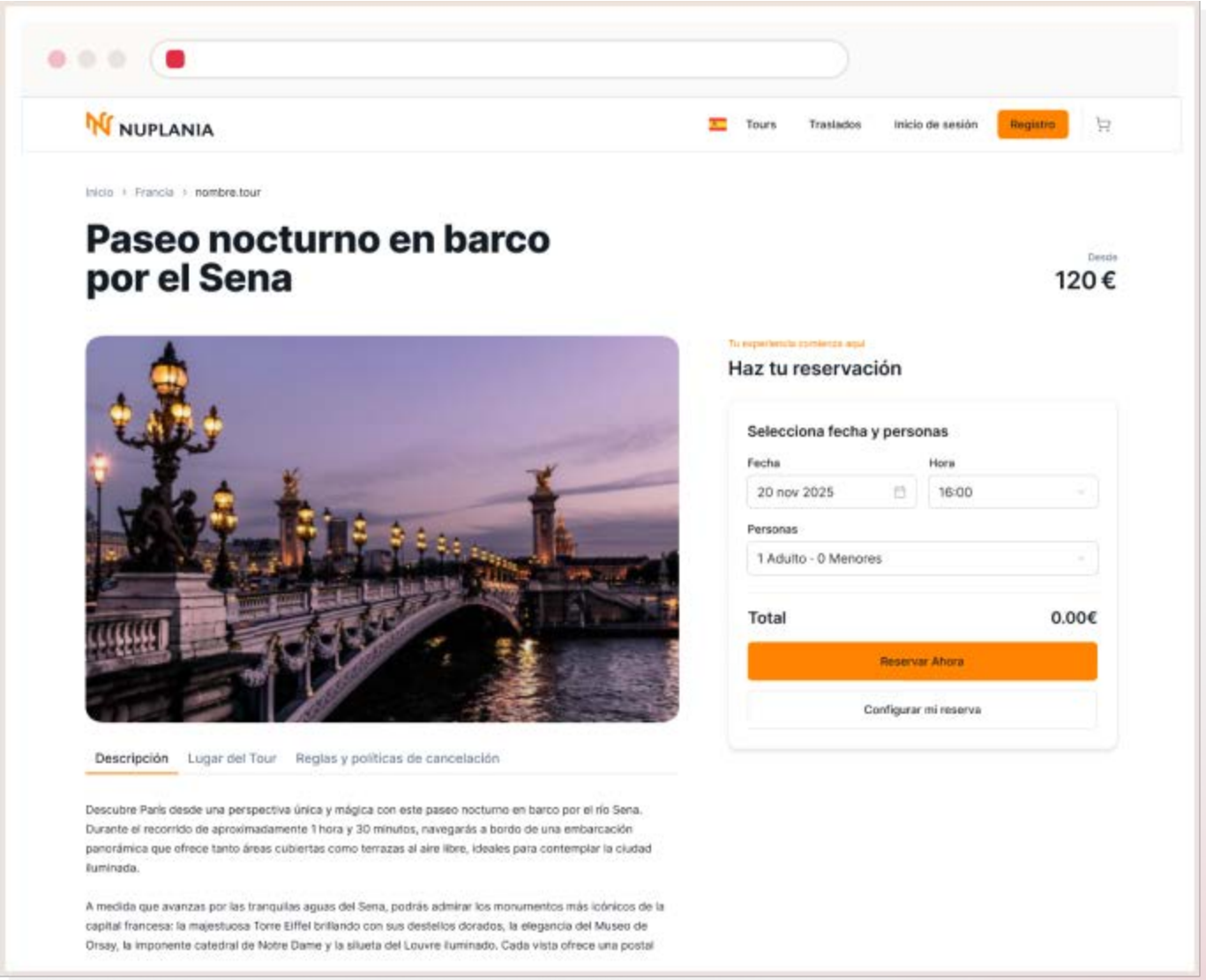
Europa

operating across France and Europe

CAPABILITIES

BUILD

</> PXL SOFTWARE



THE CHALLENGE

Four roles, a single interface to learn.

WHAT WE BUILT

UI/UX design for the platform and the public site.

RESULTS

Improved user experience

1 language visual, for agents, clients and agencies

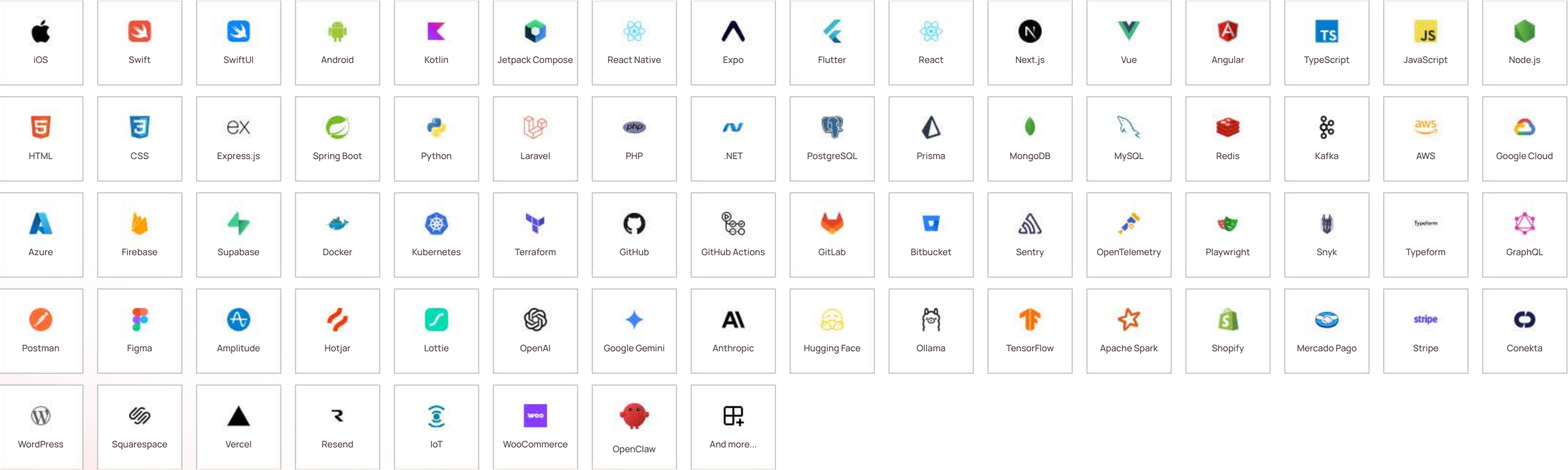
CAPABILITIES

BUILD



Aligned to your business, not the other way around.

We pick the right tool for your case, not the one that suits us best.



Five steps to build a digital product.

The stack changes, the discipline does not.



01

Idea

We listen to your vision, analyze the business context and define together the most efficient path to make it real.



02

UI/UX Design

With the scope defined, we design the user flow and interface validated by data: intuitive interfaces that reduce friction and maximize conversion.



03

Development

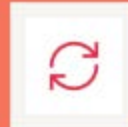
With the design approved, our engineers write the code on robust, scalable and documented architectures.



04

Testing & Launch

We run functional, end-to-end and user testing. We publish to the relevant marketplaces or infrastructure, backed by 5 months of warranty.



05

Maintenance

Your product does not end at launch. With monthly support plans, your platform evolves, stays up to date and runs without interruption.

We're not the cheapest. We're the ones you **don't have to redo.**



5 months of warranty

Post-delivery, in writing, plus an evolution and maintenance plan.



Transparent tracking

Live tickets, monthly report, a single channel and an assigned project lead.



Mexican talent, global standards

Senior engineers in Mexico building products for clients in the US, Norway and Latin America.

You own your code

Repositories, infrastructure and documentation.

Predictable billing

Fixed project budget or a transparent retainer.

Modern stack

We master native, cross-platform, web, cloud, AI, IoT and data. We pick the right tool for your case, not the one that suits us best.

What do you want to build?

We reply in under 24 business hours with concrete next steps.

- Free 30-minute discovery call
- Proposal with scope, timeline and cost in 5 business days
- Immediate NDA if you're working on something sensitive

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Let's get started



Scan the QR and get in touch.
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