

DESIGNZNEST

BRANDING + COMMUNICATION + INTERACTION + PRODUCTION DESIGN

*Defining &  
delivering  
effective  
consumer  
experiences  
through  
strategy  
creative &  
technology*

*We're a design consultancy that helps indentify emerging opportunities, and brings together strategy with distinct design to create an integrated brand experience.*

*Founded in 2004, the consultancy is expertise into go-to-market strategic brand consulting in online & offline media. Since our inception the consultancy has been trusted & appreciated for her cross-media expertise & services by world's most prestigious brands. Our clientele proudly holds IBM, Resilience, Airtel, United Health Group, ICI Paints, Apollo Tyres, Maruti India, Wynn, ASDS, Architects Bureau, Mandalay Bay, Pacific Ventures, Jamboosa & Stand4Productions amongst others.*

*We intend to become an ever-stronger player in online & offline media consultation. By offering extensive reach to consumers, breakthrough advances in technology, simplifying inefficiencies throughout processes, putting talented & expertise dedicated resources in place & providing tailored solutions across our network to meet your business needs; we are proven dedicated resources which helps provide you with the most significant return on your investment.*

*We are capable of transforming our customer's business with our strategy, creative & technology expertise & scalable business solutions.*

*Our singular objective is to provide uncompromising customer services & satisfaction.*

### *We're Design Consultancy*

*i.e. design strategy & consultancy complemented with identifying emerging opportunities are turning factor in delivering successful business solutions.*

### *Working Methodology*

*i.e. we intellectually execute & observe entire designing & development cycle to maintain consistency throughout the business solution being designed. Highly lucrative design requires elevated programming platform and execution methodology to achieve stable & enhanced user experience & brand groom-up; as we put together strategy, creativity and technology to achieve best for meeting our client's need.*

### *Engagement Models*

*i.e. we engage our clients in various flexible ways using our refined engagement models to manage client's requirements that could be one-time or on-going multiyear projects. We understand that customers are increasingly demanding the flexibility - we can customize a model to address your specific needs.*

*We offer different engagement models to meet global clients' diverse needs.*

*Our engagement models includes:*

*01/ Fixed Time / Fixed Cost Project Model*

*02/ Hourly Rate Assignment Model*

*03/ Dedicated Teams Model (DTM)*

*Our singular objective is to provide uncompromising customer services & satisfaction.*

### *Research & Development Model*

*i.e. We put exclusive focus on design & technology, research & development to be updated with latest industry trends and latest technology to meet the ever-growing needs of our clients. Hiring manpower updated with leading & emerging technologies exclusively integral part of research & development model.*

### *Quality Policy*

*i.e. our singular objective is to provide uncompromising customer services, satisfaction & on-schedule delivery. Our quality policy enables our customers & ourselves to surge ahead of growing competition.*

*Process  
of market  
research &  
designing  
capabilities  
empowers  
your brand  
communication  
to surge  
ahead of the  
competition.*

## *Branding & Communication*

- + Brand Identity Design*
- + Corporate Communications Design*
- + Online Presence Management*
- + Brochures & Print Collateral Design*
- + Trade Show Design & Materials Development*
- + Retail Design & Point-of-Purchase Design*
- + Publication Design*
- + Print Production*

*Tailored  
website  
design &  
comprehensive  
programming  
solutions at  
latest industry  
trends; for  
your business  
needs.*

## *Web Development*

- + User Experience Design, Strategy & Consultation*
- + User Interface Design & Front End Development*
- + Content Management Systems i.e. CMS*
- + E-commerce Web Solutions*
- + Open Source Customization & Development*
- + Custom Web Application Development*
- + Site Maintenance & Management*

*Custom  
interactive  
design &  
rich media  
development  
complement  
your business  
ideas & user  
experiences.*

## *Interactive & Rich Media*

- + Rich Internet Applications*
- + Interactive Design & Creative Direction*
- + Multimedia Development & Production*
- + Digital Signage Content Creation*
- + Video Editing / Compositing / Motion Graphics*
- + Touch Screen Kiosk Design & Development*

*Content developed & managed effectively is the essence of brand communication & hyper-visibility of your services.*

## *Content Development*

- + Content Conceptualisation*
- + Content Analysis*
- + Highlighting Content Design*
  - + Taglines + Baselines + Punchlines + Business Slogans*
- + Content Development*
- + Content Editing*
  - + Proofreading + Copy Editing + Creative Editing*
- + Global & Domestic Language Conversion*

*Guaranteed solutions of internet marketing, of any complexity to clients worldwide, achieves your target audiences & markets.*

## *Internet Marketing*

- + Internet Marketing Strategy & Consultation*
- + Account & Media Planning*
- + Online Brand Positioning*
- + Online Advertising Strategy & Production*
- + Search Engine Optimization*
- + Social Media Optimization*
- + Global & Domestic Language Conversion*

*Forging your  
communication  
ideas; into  
an exciting,  
entertaining  
& engaging  
experience.*

## *Animation & Virtual Design*

- + Character Design*
- + Product & Processes Animated Demo*
- + Traditional Cell Animation*
- + Promotional Ad Animation*
- + 3D Character & Architectural Animation*
- + Product Modeling & Render*
- + Architectural Modeling & Render*

*Designing  
production  
before & after  
camera-shot;  
to achieve  
best reel,  
cost saving,  
managing  
people &  
processess.*

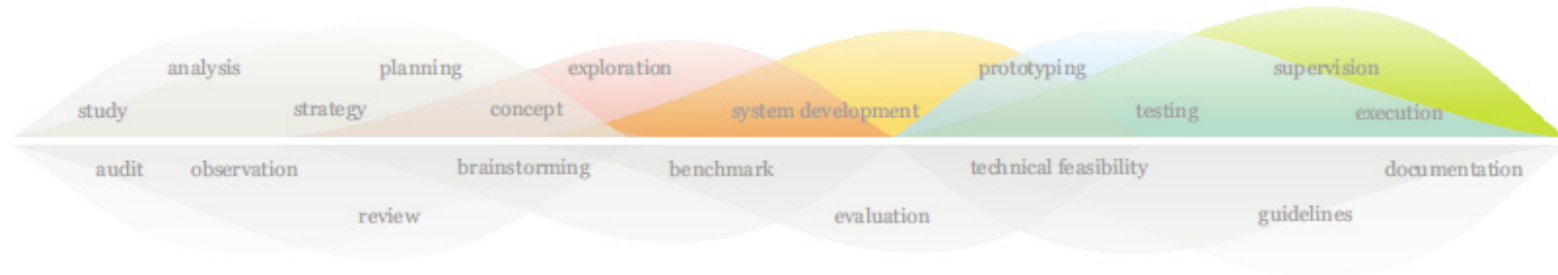
## *Pre-Post Production Design*

- + *Pre-Production*
  - + *Concept / Story / Script / Screenplay Writing*
  - + *Storyboarding*
  - + *Budgeting*
- + *Post-Production*
  - + *Video Editing*
  - + *Audio Recording / Editing / Mixing*
  - + *DVD Authoring*

*Creative  
photography  
solutions fortify  
communication  
ideas, product's  
presence &  
uniqueness  
of business  
solution  
designed.*

## *Creative Photography*

- + Creative & Fine Art*
- + Portraits*
- + Products*
- + Architectural*
- + Natural & Environmental*
- + Fashion*
- + People, Places & Cultural*
- + Art & Assets*
- + Abstract*
- + Promotional & Publicity*
- + Entertainment & Events*



## *Learn*

*Market  
Client  
Brand  
Opportunity*

## *Define*

*Strategy  
Positioning  
Message  
Direction*

## *Develop*

*Concept  
Design  
System  
Integrate*

## *Transform*

*Execute  
Manage  
Assess  
Document*

*The zeal & commitment of 11 full-time industry experts & 16 full-time freelancers are exclusively part of our dedicated team.*

**Monika Raheja**

*Lead UI Designer*

**Avantika Gupta**

*UI Designer*

**Santosh Roy**

*Lead New Media*

**Jatin Kakkar**

*Interactive Designer*

**Rahul Sharma**

*Lead Application Developer*

**Sharmishtha Walia**

*Lead Content Developer*

**Nisha Taneja**

*Content Developer*

**Daniel Solomon**

*Internet Marketing Strategist*

**Manish Jain**

*Lead Animation*

**Nirmal Khattar**

*Lead Audio-Video*

**Mukul Sharma**

*Creative Photographer*

**Rohit Kumar**

*Founder & Director*

**Neha Singh**

*Co-ordinator & Office Management*

*We're trusted  
communication  
partner of  
world's most  
prestigious  
brands, we got  
opportunity  
to serve &  
experience  
them.*

*A partial list of clients /*

*www.designznest.com*

*Media & Telecom*

*Airtel  
T-Mobile*

*Real Estate*

*Architects Bureau  
Henley Developers, Dubai  
Brahamputra Consortium  
Takshila Heights*

*Social Media & Networking*

*Jamboosa  
Troika Editions  
CraftNetwork*

*Online Marketing*

*Visible Gains  
Campaign Stream*

*Hospitality*

*Wynn Resorts  
Mandalay Bay  
McDonalds*

*Products & Manufacturing*

*ICI Paints  
Apollo Tyres  
Starbucks Coffee  
Electrolux  
Dreamline*

*Fashion*

*Diamond Celebrations  
Limited Brands  
Funmum.com  
LILLA.P  
Anjali Arora  
Fashion Jaunt*

*Automobile*

*Maruti India  
Porsche India*

*Production & Event*

*Stand4 Productions  
The Big Event Planning*

*Legal*

*Cooper & Scully*

*IT*

*IBM  
Resilience*

*Art & Design*

*Ruudewild  
Alan Mahon  
Jesh de Rox  
Ashok Dilwali  
Wall Texture*

*BPO*

*Pacific Ventures*

*Finance & Research*

*ICICI Lombard  
Raymond James Bank  
AVIVA*

*Medical & Social Health*

*United Health Group  
ASDS*

*Energy*

*MONTECO  
IMTEX  
SUS*

# DESIGNZNEST

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