

designznest™

Proposing Inspired Design & Interactivity

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

We're a design consultancy that helps identify 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 &
processes.**

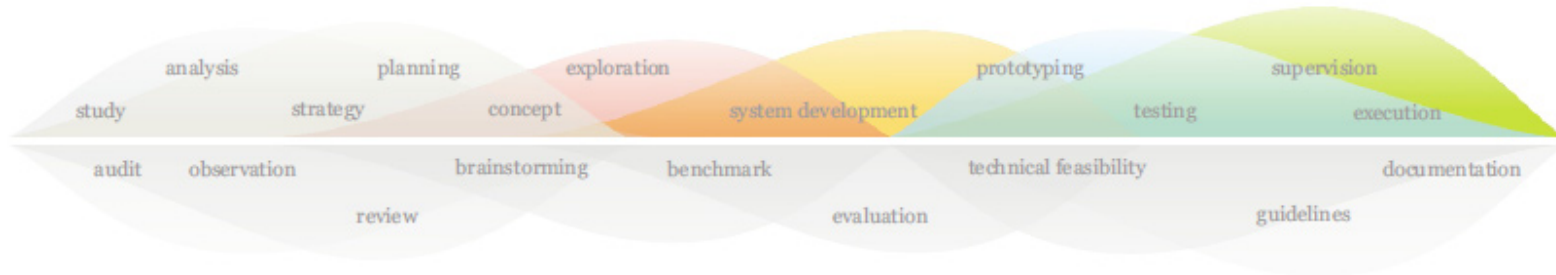
Pre-Post Production Design

- + 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 /

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
Victoria's Secret
Funmum.com
LILLA.P

Automobile

Maruti India
Porsche India

Production & Event

Stand4 Productions
The Big Event Planning
Pizzaz

Legal

Cooper & Scully

IT

IBM
Resilience

Art & Design

Ruudewild
Gui Brochert
Jesh de Rox

BPO

Pacific Ventures

Finance & Research

ICICI Lombard
Raymond James Bank
AVIVA

Medical & Social Health

United Health Group
ASDS

Energy

MONTECO
IMTEX

designznest™ Inc.

**a: 291, Masjid Moth, South Extension II,
New Delhi 110049 India.**

**e: info@designznest.com
bizdev@designznest.com**

p: +91 .9891012152

w: www.designznest.com

b: www.designznest.wordpress.com