

Capabilities Deck

Prepared by:

Frontman Design Studio

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www.frontmandesign.com

ENVISION • DESIGN • DEVELOP • CONNECT

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WE ARE FRONTMAN

Our goal is to develop meaningful solutions.

We tackle challenges with innovative strategies and creative methods.



About us.

-TWENTY25

OUR STORY

Frontman, established in 2018, began with modest goals but has since grown into a vibrant creative agency powered by a team of world-class creatives and producers, each bringing more than ten years of experience in digital innovation.

The agency has helped businesses around the world through its unique design philosophy and methodology.

Our mission is clear and simple: to ensure that what we do and what we say remain consistent, delivering results that surpass our clients' expectations.



OUR JOURNEY

2018 Launch

Our journey begins: Commitment to high-quality design & branding for small businesses and startups.

2019-2020

In 2019, we worked with top brands like **PayPal**, **Panadol**, and **Zendesk**, and gained the trust of leading Digital Marketing Agencies to serve their prime clients.

2021 - Present

Despite the challenges posed by COVID-19, we seized new opportunities to collaborate with healthcare giants like **Biogen, Lilly, Roche,** and **Novo Nordisk**, aiding in their digital transformation efforts.

MEET THE TEAM



FREO



JOAN Founder | Creative Director Head of Project Management



TROI Full Stack Developer



RAPHAEL Social Media Specialist



DAVE Sr. Graphic Designer

PRINCE

Motion Designer

EMMAN **Business Development**



JOYCE Project Manager



KRIS QA Specialist



MAUI Security

PARTNERSHIP

FRONTMAN BLANKSPACE INC.

We've enhanced **Frontman** by partnering with **Blankspace Inc.**, a Philippine HR firm known for innovative tech talent sourcing. This collaboration brings in expert developers, designers, project managers, and QA specialists, enriching our team.

Blankspace Inc. allows us access to a diverse pool of professionals with technological expertise, creativity, strategic leadership, and a commitment to quality, ensuring Frontman delivers projects with precision to meet client expectations at every development phase.



SOME BRANDS WE HAVE HAD THE OPPORTUNITY TO WORK WITH





Expertise & Services



DESIGN & BRANDING

We craft compelling brand identities that resonate with your audience and communicate your story effectively.

Logo & Identity Branding:

Distinctive designs that represent your brand essence.

<u>Brand Style Guides:</u> Comprehensive documentation to maintain brand consistency.

<u>Stylescapes:</u> Visual explorations to set the creative direction.

Iconography: Custom icons to enhance user experience and brand recognition.

Infographics: Clear and engaging visual storytelling.

<u>Presentation Design:</u> Polished designs that captivate and inform.







DIGITAL DEVELOPMENT

Our digital solutions are designed to elevate your online presence and user engagement.

Website Design & Development:

Tailored, responsive, and user-centric websites.

User Experience (UX):

Seamless interactions that drive satisfaction and loyalty.

Web Applications:

Custom applications for specific business needs.

Interactive Websites:

Dynamic features for an engaging user experience.

Prototypes:

Functional mockups to visualize and test ideas.

Wireframing:

Blueprinting layouts for clear and efficient designs.

CREATIVE PRODUCTION

Transforming ideas into visually compelling content is our specialty.

Video Production:

High-quality videos for storytelling, marketing, and branding. Motion Graphics:

Engaging animations that bring concepts to life.

Website & Design Support:

Ongoing assistance to keep your digital assets fresh and effective.

<u>Display/Banner Ads:</u>

Eye-catching designs for online campaigns.

Storyboarding and Conceptualization:

Foundational planning for successful productions.



SERVICES

OUR PROCESS

Our approach begins with attentively hearing you out to grasp your actual needs. Following that, we craft the user experience specifically to align with your business objectives.

This involves **pinpointing crucial insights, setting clear goals**, and **implementing them flawlessly**.

We adopt the Agile methodology, characterized by successive cycles of brainstorming, implementation, and verification.

What's the outcome?

Brands that are cherished, appealing, and impactful.



TOOLS & TECHNOLOGY

Digital companions in our daily journey



Why Choose Frontman?



PROFESSIONAL EXCELLENCE

We uphold the highest standards in every project, ensuring meticulous attention to detail and delivering results that surpass expectations. Our commitment to quality and precision reflects our dedication to crafting exceptional solutio







CREATIVE INGENUITY

We bring fresh perspectives and bold ideas to the table, creating unique and impactful solutions that align with your objectives. By thinking outside the box, we consistently deliver innovative designs that leave a lasting impression.

RELIABLE PARTNERSHIP

We prioritize building strong, lasting relationships with our clients. From seamless communication to responsive collaboration, we ensure a customer-focused experience, guiding you every step of the way toward achieving your goals.





Case Studies

Vertic Marketing Videos.

CLIENT

Vertic

CHALLENGE

Vertic needed impactful video content to simplify complex healthcare concepts and engage diverse audiences within industry regulations.

RESULT

Frontman Design Studio delivered tailored video marketing solutions, including explainers, showreels, and editing, to effectively communicate messages with clarity and creativity.

Deliverables

Visual Design

Video Production

Animation

Motion Design









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Show Reel.



Explainer Videos.



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NEXT SLIDE >



PayPal Ad Campaigns.

CLIENT

Vertic

CHALLENGE

Vertic needed help in developing multilingual banner ads for PayPal with complex animation and with a tight deadline on a regular basis.

RESULT

With ads having such limited duration time, each unit is developed to be highly engaging to capture viewers' attention ensuring Paypal's message comes across

Deliverables

Animated Banner Ads Direct Mail Marketing Social Media Ads Email Ads Digital Ad Design & Development Visual Design Email Marketing Digital Intermediate





Animated **Banners.**







Direct Mailers.

Social Media Ads & Gmail Sponsored Ads.







Zendesk Lead Gen App.

CLIENT

Vertic

CHALLENGE

Vertic needed help taking care of both infrastructure setup along with development and deployment of Zendesk customer experience web app.

RESULT

With Vertic's exquisitely detailed project scope we were able to start working with the frontend mainly using AngularJS and native javascript. We were able to send it earlier than expected timeline and was able to send a proper documentation to make it easier for the backend developers to do their magic.

Deliverables

Frontend Development User Interface Design Web Animation Technical Support



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zendesk

No

Does your company use analytics tools in order to track customers across multiple touchpoints e.g. from a Twitter complaint to your website to a support ticket or knowldege base.

• Yes, we track customers everywhere - even across social media

• Yes, we track customers only within our own websites / support channels

• Yes, we track customers only within our support channels

No, but we plan to start doing so soon.

Continue

IMPACT

Due to its success, Zendesk US had picked up this project and adapted it for **7 more markets**.



CASE STUDIES





Responsive Layout.











Seller Snap Platform.

CLIENT

Seller Snap

CHALLENGE

Address all the current UX concerns to make Seller Snap's platform more engaging and effective in communicating their services, capabilities and value to prospective clients.

RESULT

After understanding the business, their clients and the flow of their platform, we were able modernize the user interface and improved the user experience accordingly. Adding clear direction to the user and easier way for the users to familiarize the new and improved dashboard.

Deliverables

User Experience Research User Interface Design Frontend & Backend Development Iconography






New & Improved UI.



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CASE STUDIES

Dark Mode.











Chasing T'ale Packaging.

CLIENT

K9 Katering

CHALLENGE

K9 Katering needed a high quality premium package design for their new product, the "Chasing Tale Dog Beer". Their goal is to have a new product that is eye-catching for the consumer within the retail market (Premium Product) and get it on the shelves at stores like My Pet Warehouse, PetBarn and supermarkets in Moorabbin, Australia

RESULT

Although we haven't done packaging design for a dog beer brand before, we were able to pull off the design based on the result of the discovery workshop and our research. We looked closely with the client on the product, who's buying the product, and how are people buying the product to be able to understand and come up with a proper style for a premium brand.

Deliverables

Brand Identity Packaging Design



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Design Variation.







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Final **Design.**





MultiplyMii Website.

CLIENT

MultiplyMii

CHALLENGE

As a start-up company, it was vital to establish their digital presence. Having a website that tirelessly advertises their services and their process, as well as educating prospects on the benefits of outsourcing was a must but it must be done in a way that will quickly relay the needed information quickly and efficiently despite most of the content being too lengthy.

RESULT

Frontman custom designed all the pages, icons and graphics to reflect MultiplyMii's culture of trust and transparency. The website became a testament to the Company's capabilities as a smart Staffing solution that provides additional value to its Clients and Multipliers alike.

Deliverables

Strategy Identity Design User Experience Design Website Design & Development Iconography Animation



Offshore Staffing

Smart. Effective. Affordable.

The end-to-end offshore staffing solution that helps small businesses outsource like they're big corporate.









GROWING PAIN SYMPTOMS





new hires are passengers, not drivers. about my margins.



LEAD GENERATION A few of my staff are fantastic. I know exactly who my clients are

and what makes them tick. I just don't have time to follow up with them.



ONE-HIT WONDERS

My team members are superstars for the first few months. Once they feel comfortable, they lose motivation.



HR IS HANDS-ON

I know exactly who I need to hire to grow my team effectively. I just don't have time to fill them...I have a business to run.



losing control of the steering wheel!

There are so many exciting developments in the business. But maybe it's too much, we're . . .

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IMPACT

Because of this website project, Frontman was tapped to be a strategic partner. Frontman + MultiplyMii collaborated in delivering high quality websites, logos, graphic materials and more creative related work for both MultiplyMii clients and non-clients alike that have been impressed on the quality of the MultiplyMii site.





Inkhead Online Presence.

CLIENT

Inkhead

CHALLENGE

Inkhead aims to streamline online print material orders in the Philippines, recognizing the importance of a strong online presence to meet this goal. Essential to their strategy are a user-friendly website, engaging social media design, and effective branding.

RESULT

Frontman first assisted Inkhead in establishing their visual identity, focusing on branding elements like logo, color scheme, typography, and imagery. Additionally, by creating a landing page MVP, Frontman enabled Inkhead to analyze user preferences and identify products with the highest inquiry potential.

Deliverables

Design & Branding
Logo Design
Website Design
Visual Identity

Social Media Design Video Reels



COFFEE MONSTER





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Brand Colors & Typography.











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VROOM

IMPACT

Encouraged by the success of their initial online setup, Inkhead opted for our comprehensive services to enhance their brand and online presence. This expansion includes developing from a landing page to a full Shopify website, along with managing social media, advertising campaigns, design, and digital marketing efforts.

Shopify User Flow.





In Progress Prototype.



Digital Strategy.









INK HEAD

Social Media Posts & Reels



What our clients say





We really had a pretty awful website and we didn't have a true representation. So they built everything from the design to the animation to the production of the entire website. The entire process was extremely flawless.

Yoni Kozminski Founder & CEO MultiplyMii TWENTY25

Working with Frontman was an incredible experience. They took our ideas into a whole new level and transformed it into everything we had ever wished for. When we sat down with them, it was easy to communicate as they listened and spent time understanding, digesting and transforming these into a site layout not to mention pulling off very tricky programming to get our site to do what we wanted. Above all the post go live support is impressive. We will definitely be back for future projects.



Anna Hernandez Founder MatchMakeMovein



This is likely the best design team you will ever work with! Graphic design standard is next level I've not been able to find talent like this anywhere else



Neeraj Bhagchandani Co-Founder BCMGuru



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I found the process to be really, really efficient, the communication was great, design process was executed in a really timely manner.

Alex Barbas Founder | Director Selling™ & Leadpay TWENTY25

Love that Frontman is always responsive, and never shies away from a task, even if it's new and unexplored territories in terms of development.



Mark Ong Head of Project Management Vertic Singapore



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A notable strength that I valued greatly was the creative problem solving skills. Frontman team helped me embrace each challenge with a new perspective. This is evident in the overall layout of our home designs pages - which delivers a progressive solution for our industry. It would not surprise me, if others follow suit. Such an enjoyable experience and a fantastic outcome.



Atiya Jeka Group Marketing Manager Chatham Homes





We designed our website through Frontman Design Studio and it was honestly such a pleasurable experience. The communication, the website design itself, and just the punctuality on how it was delivered was exactly what I was hoping for... even beyond what I was hoping for.

James Bignell Director The Cleann Group

Working with Frontman was a great insight into how to deliver a leading product focused on the customers. Their attention to detail and ability to balance our vision with their creative insights created a final product we are all proud of.



Darren Shein Founder & CEO HuMoov



I want to thank the entire team for all of the support and for providing a very streamlined process. We are really happy with the website



Tali Amar Head of Marketing Seller Snap



Our pricing is tailored to fit the unique creative vision, intricate requirements, and desired timeline of each project. To assist you in determining the ideal solution for your business, we have created a comprehensive guide with starting prices and rough project cost estimates for various project types.

Factors affecting pricing:

SCOPE · COMPLEXITY · TIMELINE

To provide a personalized quote and tailored advice, we'll schedule a discovery call to understand your business and goals.





Let's be creative together!

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Book a call