

WD23 YOUR
DIGITAL
PARTNER

Portfolio Brochure.

251 WEST 30TH STREET
NEW YORK, NY 10001
USA

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Businesses need to fulfill brand promises by delighting users with simple and functional campaigns, products and services. The deeply collaborative creative team at WD23 designs beautiful digital experiences that bring value to the lives of users.

Our user-centric approach to integrated campaigns is grounded in strategic thinking and a belief in simple, powerful user experiences. We identify opportunities in the marketplace, collaborate closely with our clients on the creative brief and craft compelling experiences across mediums.

About.

Design is an ongoing fight to solve problems - a perpetual process to address user needs. Web Designer 23 was founded in the belief that great design makes life easier for people. The best design is the simplest.

WD23 has always stood for simplicity in design: “Less, but better.” It’s our job to keep swingin’; hacking, refining, and evolving until we’ve produced the simplest solution possible. The one that works best for users and for our clients. And then we ask again, how can we make this even better?

Over the course of the last 3 years, we’ve worked hard to apply the same approach we take to our client work to our own brand as well. This latest iteration introduces a refined mark and a replatformed site.



Design production.

For large-scale initiatives that require a breadth of layout and design consideration, the production design team creates all supporting assets required for implementation.

Assets can include large screen layouts, page and device adaptations, icon creation, retouching of photography, banner sizing, print layouts and email design.

Our production design team also creates detailed style guides and presentation specifications.



Brand development.

The WD23 brand framework provides clear and actionable direction for how a brand should behave in both digital and traditional forms. From strategy to execution and implementation, we deliver all brand-related services, including naming and definition, governance, architecture, organizational activation and messaging.

The WD23 branding and creative teams work together to create names, logos and identity systems that bring brands to life and resonate with users.

Business Strategy.

2014 - 2015

WD23 helps traditional organizations navigate and find success in the digital world, where clients take advantage of evolving technologies, business model innovations and changes in user behavior to get new products and services to market faster.

2013 - 2012

Today, with the increasingly rapid pace of technological innovation, consumers are becoming more discerning users of digital products and services.

To grow successfully, businesses need to do more than keep up. They must predict future trends and anticipate the evolution of the technological landscape.

The Business Strategy team at WD23 enables companies to understand user needs, embrace new technology and get innovative products and services to market faster.

2011 - 2010

We create real products and deliver measurable results. Whether companies need to reorganize talent, resources and infrastructure or build them from the ground up, our team provides pragmatic digital and operational support throughout the strategy's implementation and execution.

Once we identify opportunities for expanding client business, our Business and Product Innovation team designs the products and services to meet it. Companies must be relentlessly creative to keep users engaged. Consumers respond to novelty, but quickly dismiss offerings that are deemed useless. We help our clients pursue the surprisingly useful.

Experience.

We evaluate existing customer interactions, performance metrics, data and capabilities to create a strategy for the new experience a company wishes to provide its customers. All customer touchpoints, from digital to in-store to phone, are considered.

Omnichannel Design.

The secret to great platform work is a deep understanding of the user's context, no matter the channel. We examine the unique constraints and opportunities offered by any given platform, and through the application of our iterative design process, engineer efficient interfaces with beautiful display layers.

Service Design.

We work with the WD23 business consulting team to define the people, organizational structure, infrastructure, communications and systems required to launch and manage a digital product or service that resonates with users and achieves high levels of usability.

In-store Digital.

Whether the goal is to enable wayfinding, surface product information, drive sales or increase brand awareness, environmental design can play a key role in delighting users while achieving business goals. We craft interactive experiences that users want to engage with by paying special attention to the public nature of the experience and the physical considerations of the environment.

Product Design.

A great product should never stop evolving. From discovery through deployment, we constantly reevaluate our approaches to experience challenges. By using a combination of sketching, 3-D modeling, rapid prototyping, user testing and analytics analysis, we're able to continuously grow and improve upon a given product.

Responsive Design.

We have a deep understanding of responsive design, grounded in years of experience designing for mobile screens, tablets and desktop, and everything in between. We can develop native or hybrid apps on every platform that perform seamlessly across devices and create content for e-commerce and social experiences.

Awards.

2014 Advertising Age

For the 2nd time in the last 2 years, Advertising Age has recognized WD23 as an A-List Agency in its annual analysis of the industry's best performing companies.

2013 Webby Awards

WD23 work for its clients has received both Finalist and Honoree recognition across ten categories in the 2013 Webby Awards.

Expertise.

Your online marketing must be strategic, integrated and effective. The advantage of using a strategic marketing agency like Vividus is that we can ensure that your website and online marketing work together with your offline marketing to achieve your business goals. While online marketing may include a number of elements such as Search Engine Optimisation, Google Adwords advertising, Social Media Marketing,

Google Places and Directory marketing and email/enewsletter marketing, Your website is the public lynchpin holding all your activity together and must be well designed and implemented.



Logo Designing.

There's not a single design project at WD23 that doesn't start with a grid. Our logo has the same foundation.

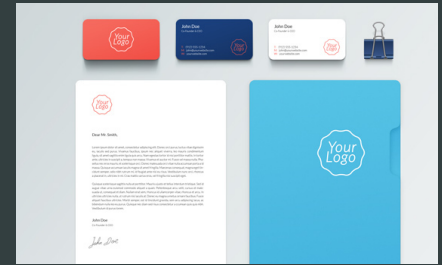
The new mark incorporates taller letters and uniform type to ensure it always feels big, reflecting our name even when it's small.



Packaging.

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Photography.

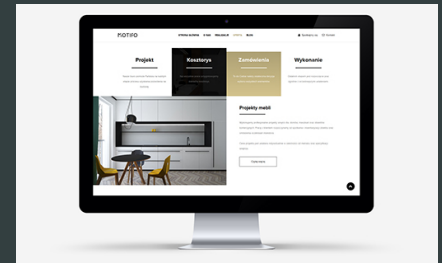
WD23 specializes in graphic and web design for photographers and other creative professionals, weddings and boutique businesses.

We also have in house photographers that can help paint the picture quick.



Illustration.

With a variety of styles that can support individual client needs. We can also research and source rightsmanaged and stock imagery, video and music.



Web Design.

We work with clients and emphasis UI/UX design to identify business opportunities, and design the products and services to meet them.

We take ideas beyond concepts, using rapid prototyping, testing and iteration.

Clients.

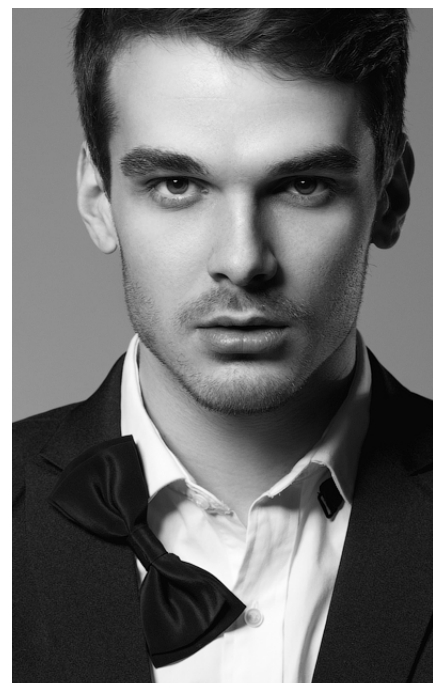
We create experiences that transform brands, grow businesses and make people's lives better. Creating products and services that transform organizations for the digital economy. Building brands and driving sales with a cross-channel, digitally-led approach to communications.





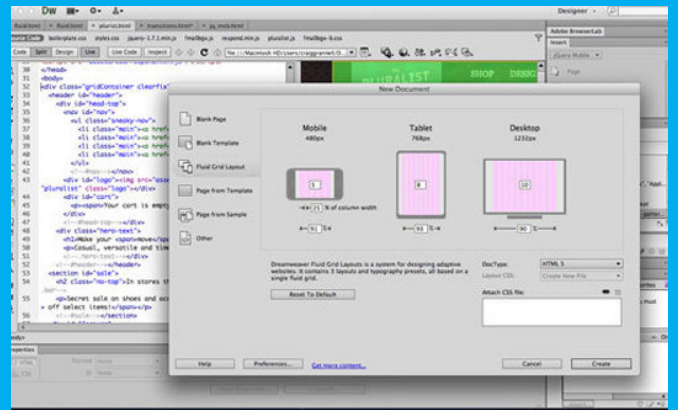
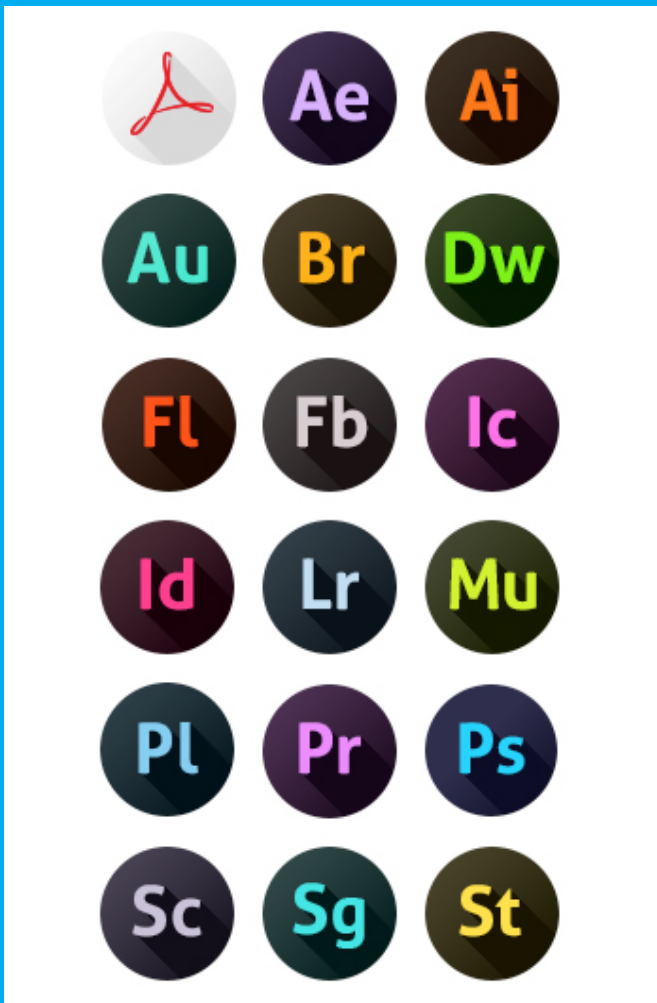
WD23 combines classic account planning with digital strategy and market, data and user research to find a brand's true capability, which we translate into products, services and campaigns that users love.

Our greatest innovations come from collaborations between our close-knit teams of in-house strategists, designers and engineers developing on the world's best e-commerce & cms platforms.

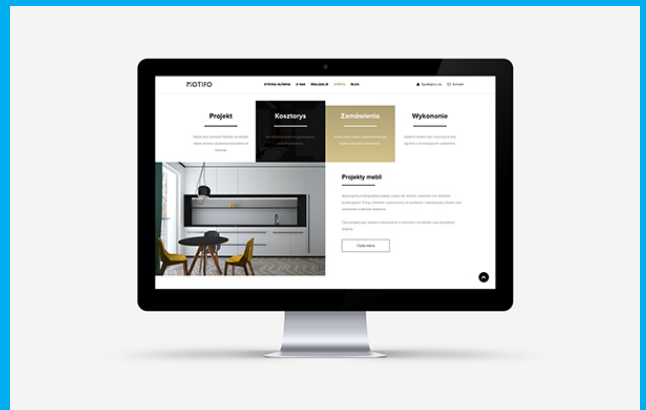




Use of Adobe Technology.



**Adobe is Freedom
Using Adobe for over 10 Years.**

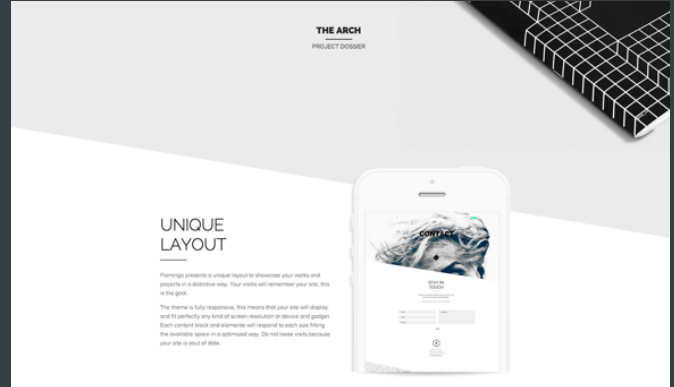


Portfolio.

We have a unique approach to our work, founded on planning and insight development. We take time out to understand the brand, the business objectives and, most importantly, the customer before making recommendations for how we will execute on our strategy.



Business Presentation.



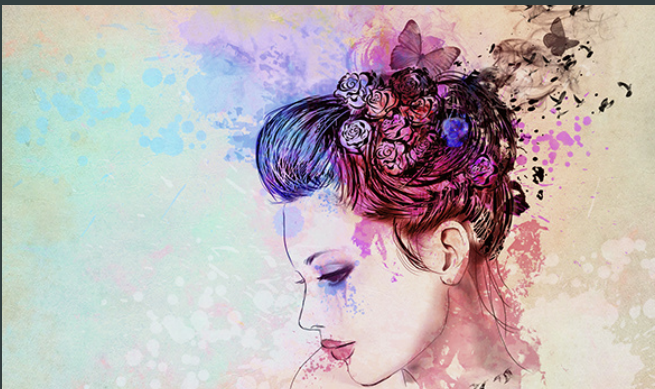
UI / UX Design.



Clean Design.



Catalogs & Brochures.



Adobe illustrator.



Custom Branding.

Branding.

Strategy.

Planning integrated solutions to deliver against your business objectives.

It all starts here. Before we commit to a single pixel, a piece of content or even a line of code, we take a step back and think about how we can transform your business. Our approach considers three key areas; what people will use; what can be produced and finally what is driving the business. This allows us to gain insights and build a foundation around what we will create together. From there we add your brand and your marketing into the mix to create a complete picture.

The result is a comprehensive roadmap for success. From the content that needs to be created or distributed through to the detailed execution of a multi-channel marketing plan. At WD23 this is the blueprint for our relationships ensuring we are always aligned with our clients.





Content Creation.

Developing a full end to end content solution from strategy through to production.

At WD23, we have a 360°, holistic approach to planning and creating content. For us, content is more than just something to read or watch. It needs to tell your story. It needs to encourage action; it must be valuable and memorable to ensure we deliver engagement for your brand.







Digital Production.

Managing high quality production to generate significant cost and time efficiencies.

The WD23 production team provides clients and agencies with enormous efficiencies.

As the development and refinement of digital assets continues unabated, the logistics and costs associated with the production of these items across multiple screens in multiple formats are significant.

So from simple banner ad production to dedicated client development or retouching teams, our 350+ person offshore team enables brands and agencies alike to save time and money whilst not compromising on quality.

UI + UX Design.

Designing meaningful and innovative digital experiences that forge a connection with your customers.

Together with our clients, we create user experiences that make people's lives a little better.

We use data and human insight to drive our design thinking. We redesign people's relationships with the world around them.

Our design team works with businesses to drive innovation, identify opportunities, and create meaningful digital experiences.

Informed by strategy and realised by design, we challenge conventional assumptions to create disruptive, digitally driven experiences.



Logo Design.

Logo & Corporate Identity.

Outdated branding can lead to a poor company image.

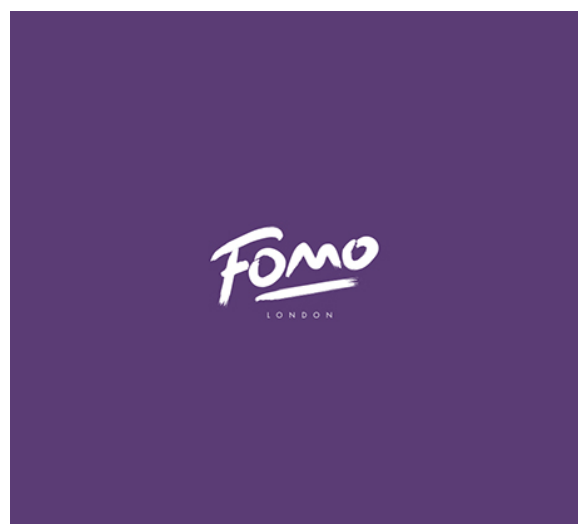
Try rebranding package from WD23 to revitalize your existing image and create new customers.

At WD23 we understand how important a logo is to a businesses brand identity.

No matter what the business type, we will work closely with you to design a unique logo that is tailored to your business and projects a professional image that your customers can trust. Give your business a competitive edge.

WD23 will help you kick start your businesses brand identity with a logo that inspires confidence in your customers opportunities and create meaningful digital experiences.

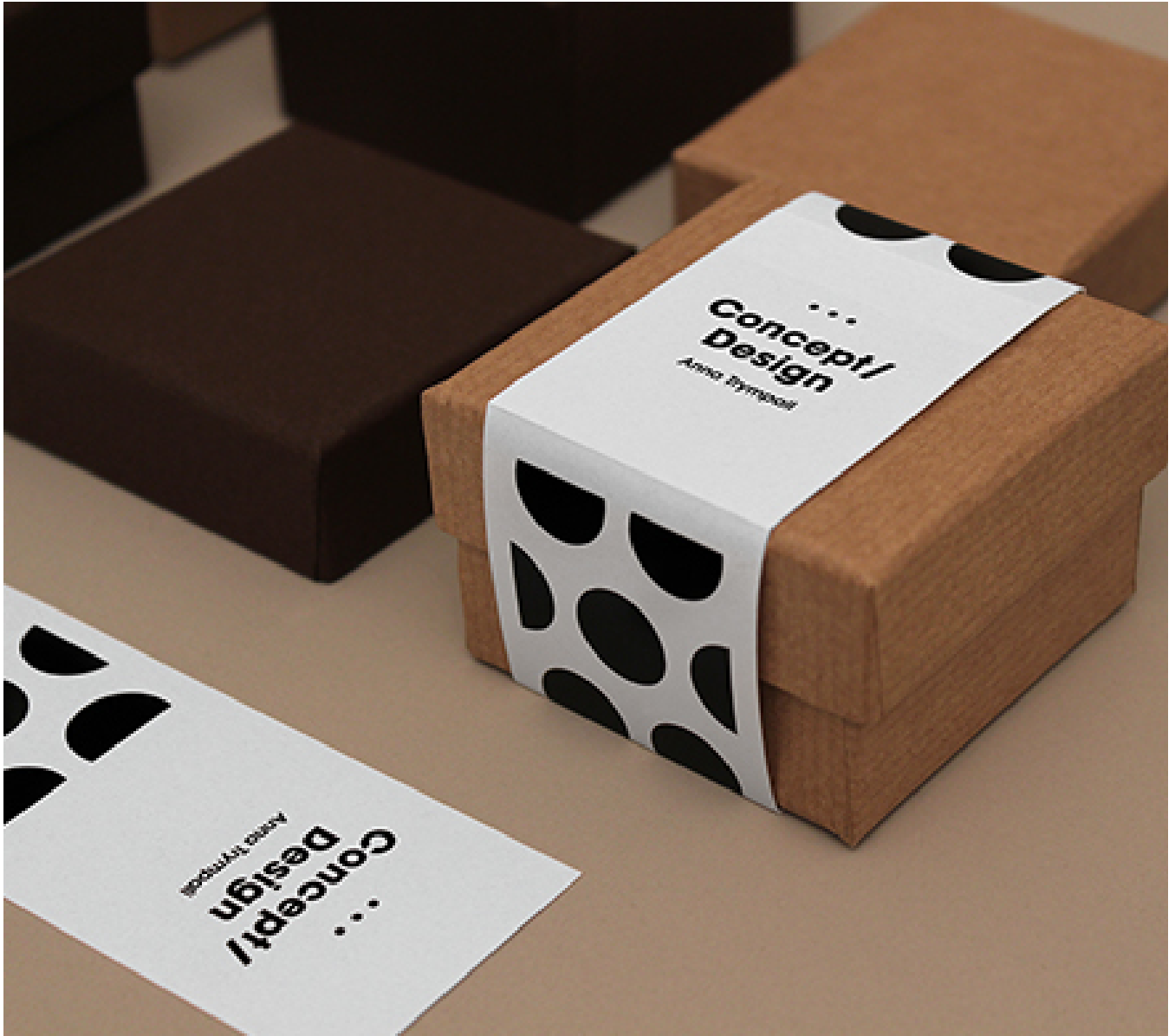
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Package.





E Commerce.

Building intuitive, useful and accessible e-commerce solutions that power the transaction and empower your team.

We began when e-commerce was in its infancy; a time when buyers went online only for things they couldn't buy in-store and low-tech environments did little for premium brands. Today, we're pleased to be leading the charge in merging usability with shopability, and driving consumers online first.

Marketing Strategy & Plans.

Successful marketing requires a strategic and planned approach.

Our marketing plans ensure we are aligned, generate fresh new ideas, and define the basis of your sales and communications platform for all future marketing activities.

You will find working through this process is very valuable and will also help you.

Clarification of your positioning, unique selling propositions, and customer benefits to determine how to best present your business through compelling messaging and effective design.

Ideal customer identification, segmentation and key methods for attracting new valuable customers. Competitor analysis and sources of market share.





Web Design.

Website Development.

Define Business Strategic Goals > Content Architecture > Content & Copywriting > Visual Design > Development > Launch.

All our sites are custom designed here in NY not just around your logo and corporate style guide, but we also take into consideration your positioning, corporate personality and competitive set.

With our design guarantee to keep working until you are happy with you design, you can be confident that your site will look great!

Websites that are designed to build your business.

7 ways your website will add real value to your business.

Increase awareness of your business.

Generate enquiries and leads.

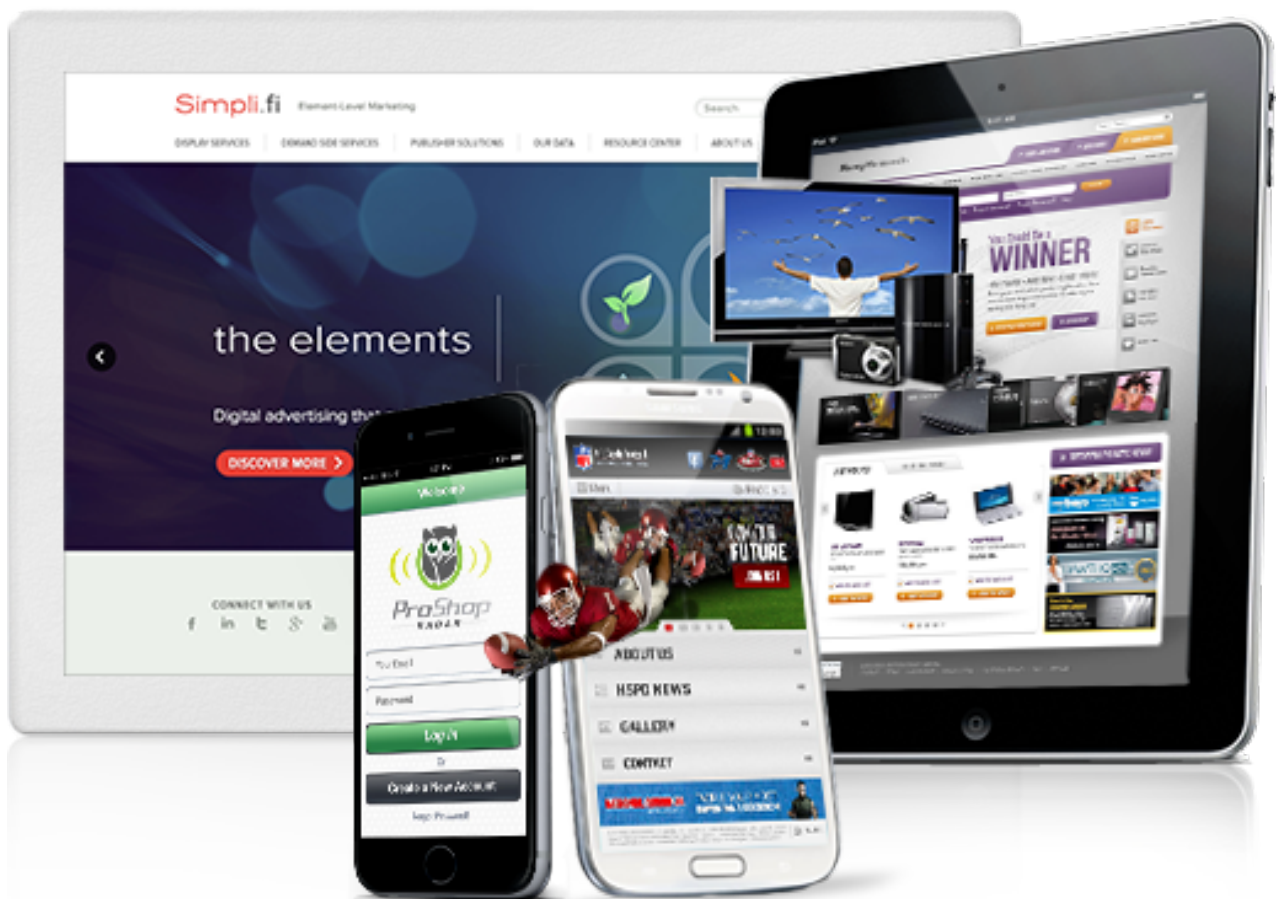
Increase sales.

Save costs through smarter online systems.

Differentiate yourself.

Create authority and credibility with customers and within your industry.

Get social and allow people to share.



Editorial design.

Stationery & Brochures.

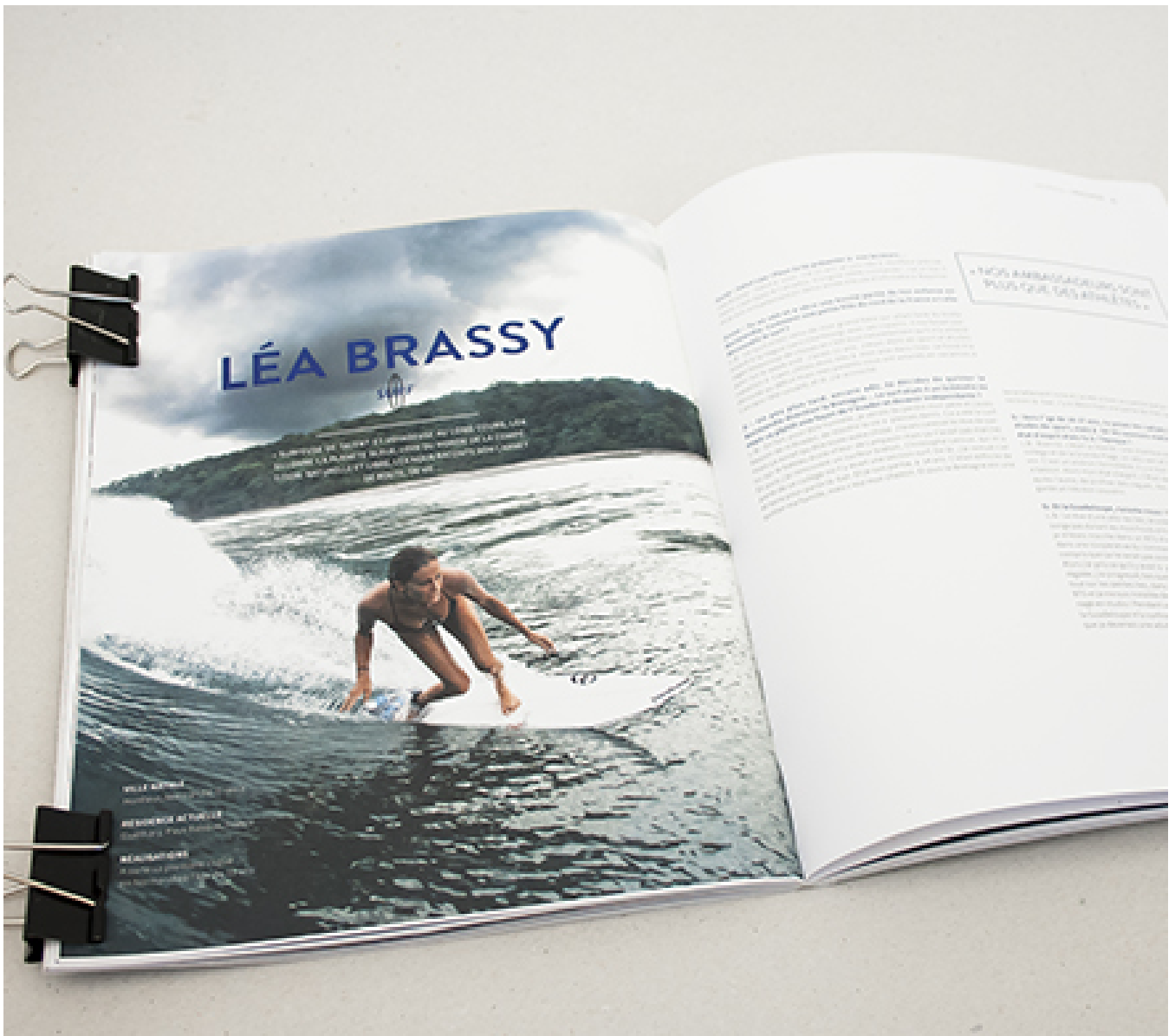
Communicate to your customers with clean, unique and credible stationery professionally designed to portray your business identity.

Brochures are an important piece of your marketing arsenal and should promote your business in an appealing manner while providing a clear message to your customers.

In many instances a brochure only has a small window of opportunity to grab your customers attention. At WD23 we understand the importance of designing a brochure that is compelling and concise.

We take the time to understand what you want your brochure to achieve and create an appealing design that acts as an effective sales tool for your business.







Print.

Excellent quality, fast turnaround, & brilliant value. WD23 has years of experience managing print jobs for clients.

Given the volumes we print and our relationships with some of New York's best trade printers, we can make sure you get the best quality print at the best price. If you want seamless service and the right advice for your next print job call WD23 to discuss your print requirements.

With creative, professional graphic design, and the latest materials and production techniques, WD23 can give you the eye catching brochure and magazine that people will notice.



Photography.

Professional Photography.

With creative, professional graphic design, and the latest materials and production techniques, WD23 can give you the eye catching signage that people will notice.

People make decisions based on emotions, perceptions and trust much less than cold, hard facts. Your imagery is the key to engaging people on an emotional level.

Get the right imagery and you get the right results. The problem is that these days customers can spot an amateur photo a mile away, and they expect a higher degree of professionalism. oldest typeface.







Blog / News Site.

Businesses benefit from the use of a blog website.

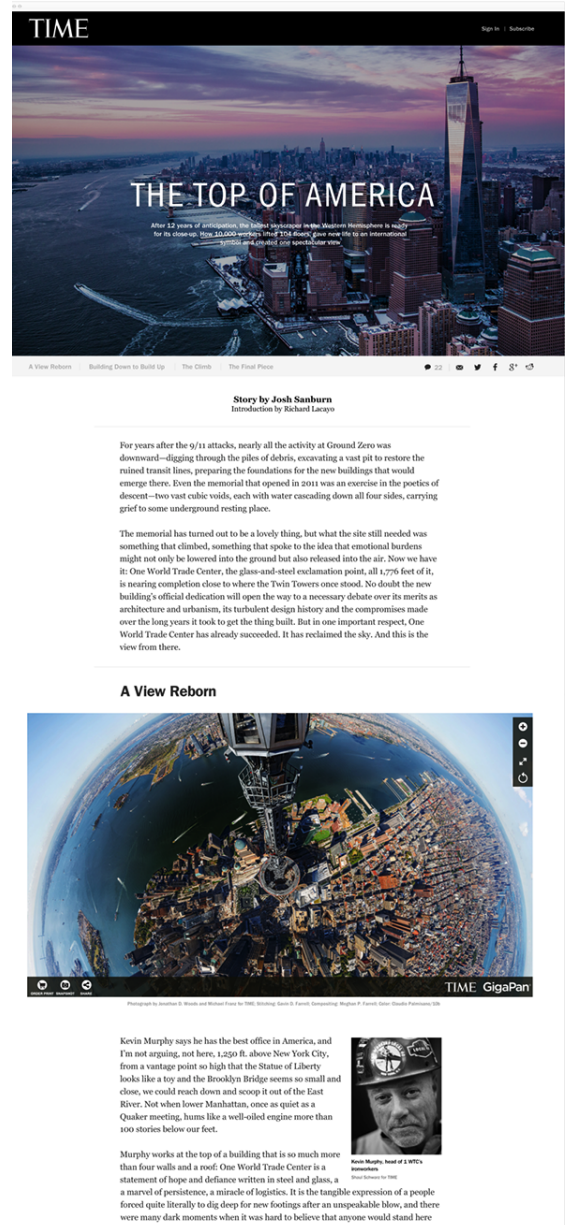
Our blog website tool allows you to post with categories, add pictures and documents, hyperlink to other pages or Websites and setup RSS (Really Simple Syndication).

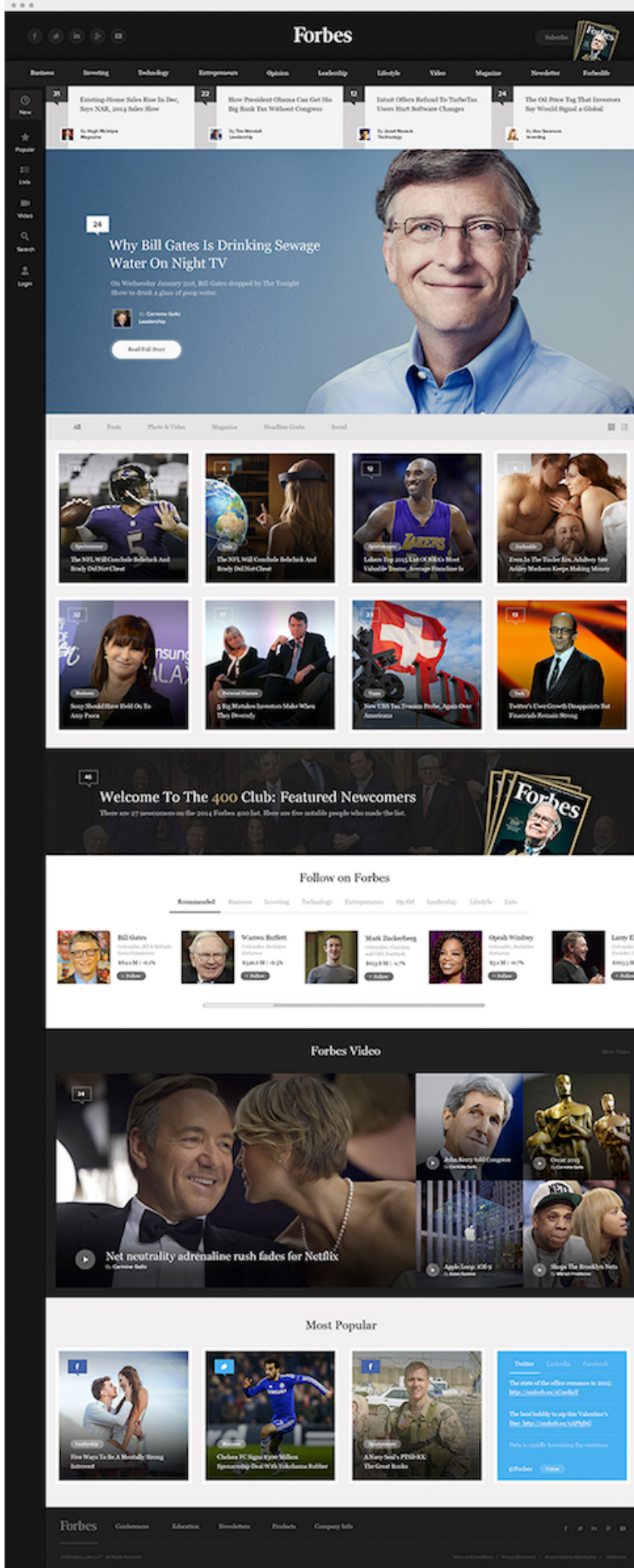
The RSS makes it easy to keep up with social networking also, because it will automatically share your post into Facebook, Twitter, LinkedIn and many other social networking sites.

It also allows you to receive feedback from visitor postings and allows those same visitors to send their friends emails about your blog direct from your website.

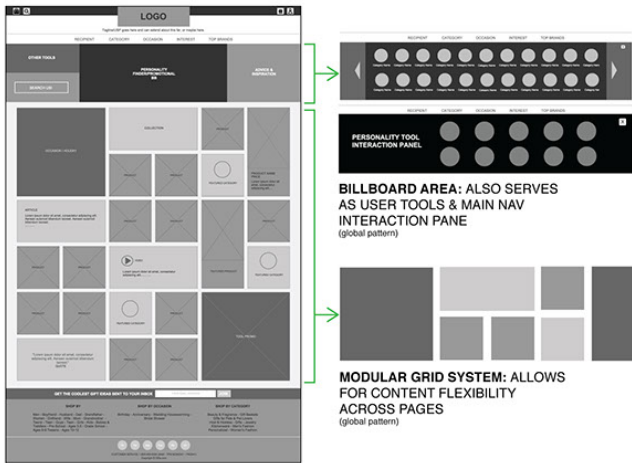
Again, you get to keep your website fresh and the search engines happy! Now the difference between our blog and others you can find, well it has something to do with a little word called branding.

This word is very important to your business; anything and everything should be a direct representation of your companies brand.

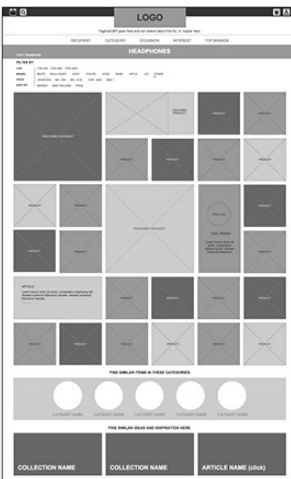
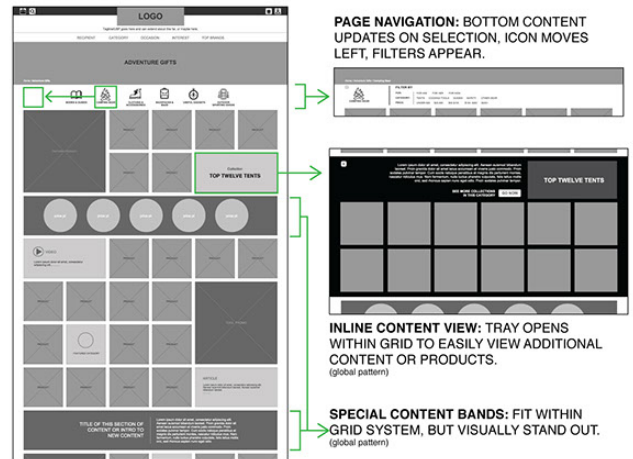




HOMEPAGE

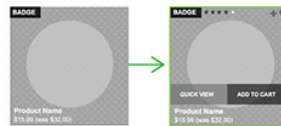
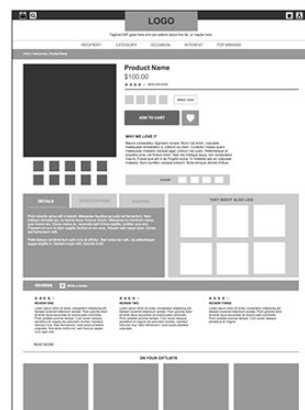


HYBRID LP /SRP



SEARCH RESULTS PAGE

PRODUCT PAGE



PRODUCT QUICK VIEW



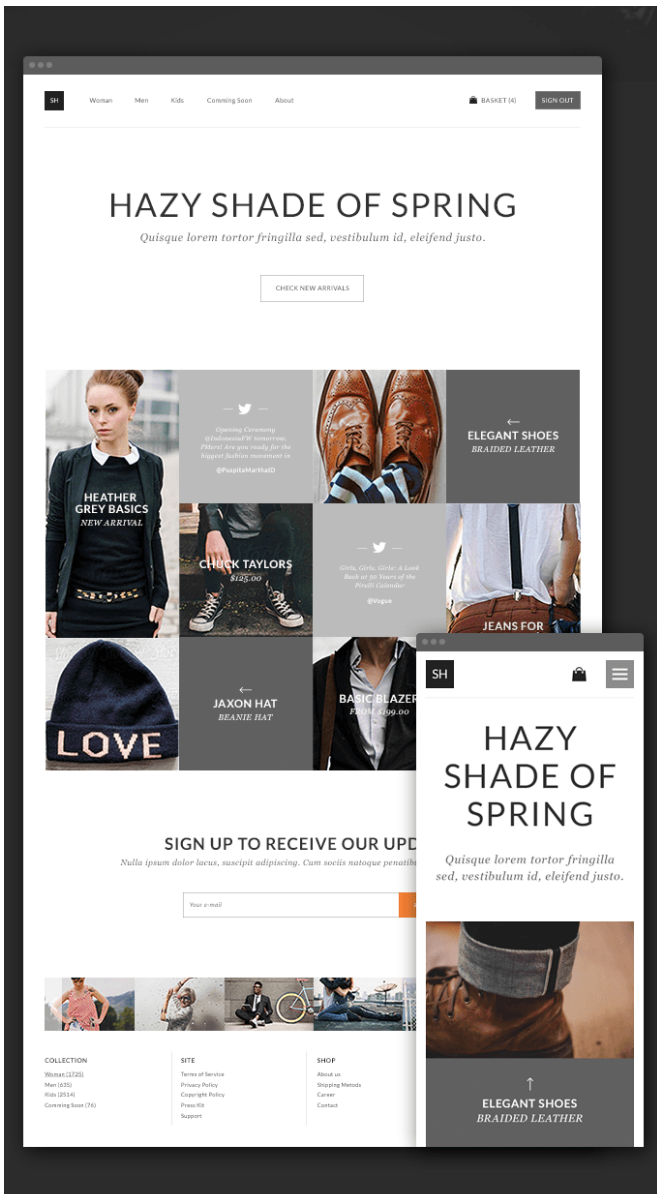
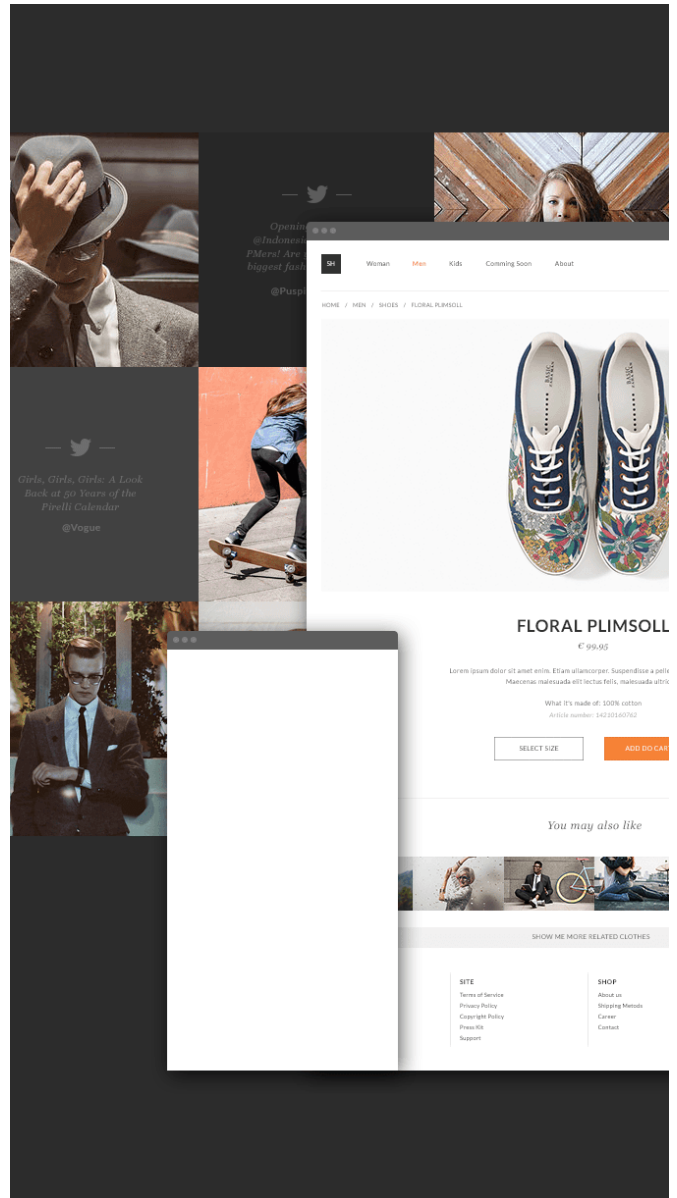
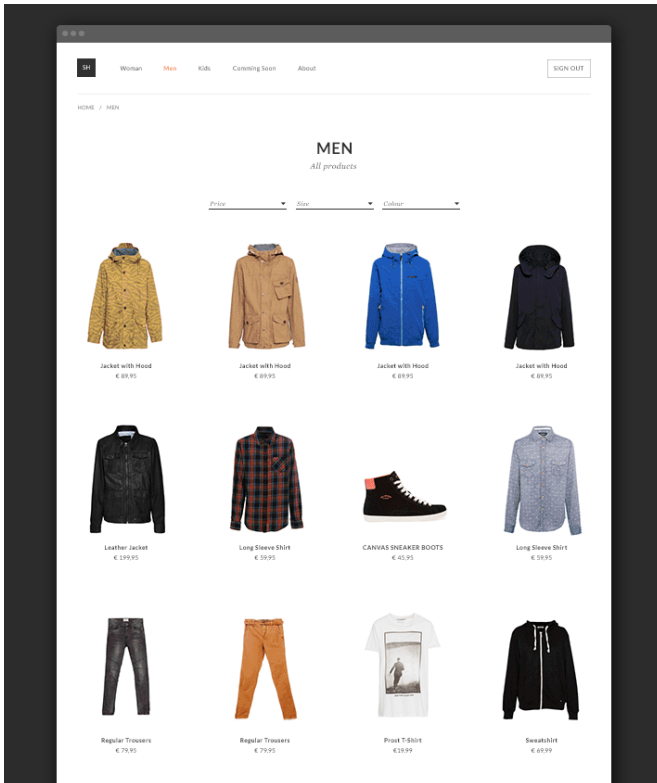
CART BEHAVIOR:
DROP DOWN PANEL APPEARS WHEN ITEM IS ADDED FROM PRODUCT CARD OR QUICK VIEW DIV.

E Commerce Store.

Having an online store opens up another sales channel for you, it is your store or salesperson to the world.

WD23 will create an online store for you enabling you to conduct your business online. Providing you the opportunity to not only make your products or services available to the global market but also by letting your customer choose when to shop and pay online 24hrs a day, 365 days a year.

We make it easy. You don't have to know how or what to do, you just contact us. WD23 has years of experience in eCommerce systems. We make the entire process simple for you and your customer. Whether you are loading your product on the website, shipping orders or maybe it is your client trying to checkout quickly and find out what their last order was, it will be easy!



Custom website design means that we will start with a blank slate and design the website specifically to your company's needs and goals.

Your website needs to be built for your customer to inform and entice them to act on your product or services. We develop a custom website design plan based on direct interaction with you. Then, we implement that plan to produce a website you will value.

WD23 has been developing and designing websites for over a decade. In that time, we have learned how to create a successful online presence for any business. We use our web design expertise to create custom website designs that result in a better online experience for your customers.

Poster Design.



Signage.

Make your mark with eye catching signage.

Good signage will put your business on the map. However, old and shabby signage, badly designed, or poorly produced signage instantly give people the impression that you have a run down business. We can provide all your signage needs from the traditionally painted to cutting edge designs. Whether you want signage for shops, schools, or healthcare centres, billboards to sandwich boards, and car wraps to banners, we can help you advertise your business and generate new business.



Flyer Design & Printing.

Professionally designed color flyers.

WD23 flyers take the hassle out of advertising by designing a sharp and effective promotional piece that utilizes both tried and true marketing and design techniques focused on making your final custom flyer design as effective as possible. When you choose WD23 for your custom flyer design project you can rest assured that your design will not only have the highest of aesthetic appeal, but also a focused effort on effectively marketing to your potential customers.

illustration.

Custom Ad Design Services.

Discover the results that powerful advertisement design can have for you.

WD23 ad design services help take the worry and tedium out of maximizing your marketing potential.

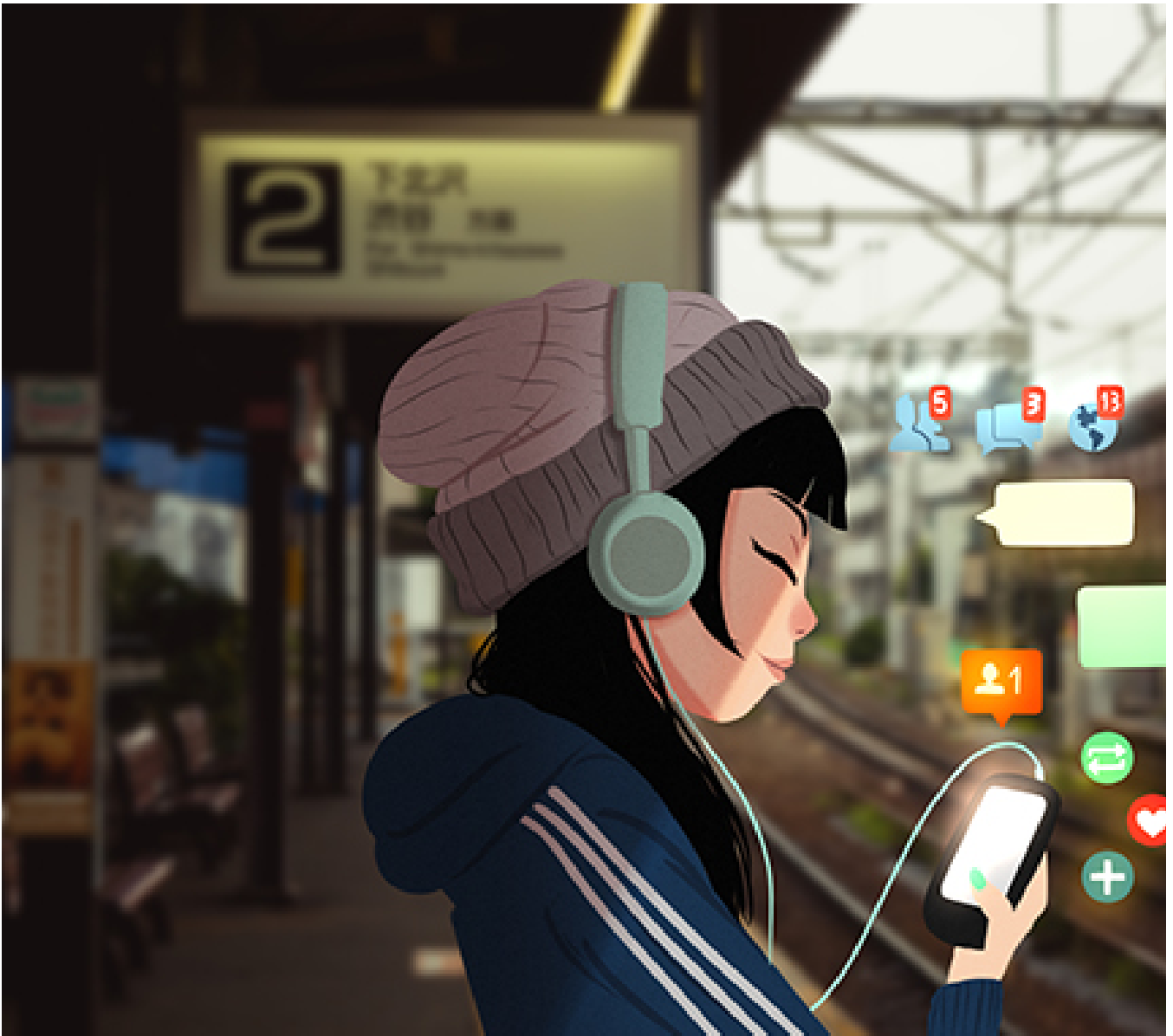
Our graphic designers incorporate the perfect mix of art and marketing science in order to assure that your business and your message stand out. It is important to have both an attractive and fundamentally sound advertisement when trying to increase sales by reaching out to new customers.

Whether it is a newspaper, magazine or web advertisement, our custom designed ads are sure to bring attention to your product or service, but bold and impressive designs are just part of the equation.

We brainstorm with you about your business ad's desired results in order to develop the headlines that will maximize it's punch.

We use tried and true marketing techniques in order to achieve maximum return on investment. Making sure to engage your audience with the beneficial aspects of your product or service is a philosophy that we try to incorporate when designing your ad.





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