

DesignRiot is a London based creative web design studio specialising in web development and print design. Our studio of two understands the importance of design empathy and hard work. We work both nationally and internationally across a diverse range of sectors including retail, hospitality, construction and design.

Creative – Personal - Professional

**Studio**

* Emad Alyedreessy

*Founder & UX/UI Designer*

*Creative Director & Founder*

With over 8 years of experience working as an architect, Emad delivers the essential expertise of an experienced UX/UI designer into all project narratives. His understanding of end-user empathy, client briefing requirements and the design process is a key factor in our ability to deliver exceptional design.

Awards: *Awwwards, CSS Design Awards*

**Vision**

* **Web Development**

We recognise that your company's identity and reputation rests not only on the quality of the services that you provide, but on how people perceive you. The impression is immediate. We take the time to learn about our clients and their needs but also about the service expectations of their customers and partners.

Our expertise in graphics, digital animation and user-experience design is what allows us to create useful, usable and valuable designs. An effective digital presence can make or break a business. That’s why we work across the board: we design, develop, host and maintain engaging websites with a clear and focused user journey. We create showcase websites, platforms, e-commerce and` also design & develop apps.

* **DesignRiot+**

We have a talented network of partners, including print designers, photographers and videographers. Our client’s success is crucial to us and working with DesignRiot means getting access to a network of dedicated associate services.

**Design Process:**

1. **Analysis**: We begin with determination to understand your brand and the intricate details of each unique project.
2. **Briefing:** Through communication, we share ideas and give shape to your content, presenting one clear vision.
3. **Wireframe:** The sketching of wireframes is integral in beginning to realise concepts and ideas into readable, managed design.
4. **Concept Design:** DesignRiot will reflect your unique brand identity while achieving the maximum aesthetic impact.
5. **Design Development:** Responsive design that adheres to today’s technical standards, ensuring smartphone, tablet and laptop users alike can interact with our work.
6. **Animation**: The addition of meaningful and impeccably stylistic animation engages users on a completely different level.
7. **Test:** To guarantee success, the final process involves thorough and rigorous testing on all major browsers and OS.
8. **Handover and In-Use:** We teach you how to pilot your website through its back office. Our post‑launch support is guaranteed.

**Our Tools:**

* HTML5
* CSS3
* JavaScript
* Adobe Photoshop
* Adobe Illustrator
* Adobe InDesign
* Adobe XD

**Contact**

* Email
* Instagram
* Twitter
* Dribbble

*We are ready for your brief…*

**Design Strategy and Leadership**

This first stage in the RIBA Plan of Work 2013 needs careful consideration by all those involved to ensure that the Business Case and Strategic Brief are developed through careful exploration of the overall needs of the client.

Plan A will help define the strategy by which a clear understanding of the drivers and justification of the project have been considered from the outset and will ensure that these aspirations are successfully communicated to the design team, allowing it to focus its efforts on a pre-agreed set of requirements.

Project Objectives must be clearly captured, justified and communicated to all those who need to be involved, whether client-appointed advisers, client stakeholders or third-party interests. Plan A have significant experience in facilitating this process in order to ensure that the scene is set correctly at the outset to avoid unnecessary disruption later in the design process

The design strategy describes the method by which the design information will be executed and therefore could potentially affect the programme, the design responsibilities and the roles of members of the design team and also the quality of the contract information. The direction of the design strategy will vary depending on the size and complexity of a project.

**Design Programming**

There are many different formats that a Design Programme can use: on larger projects the most common format is a Gantt chart, with activities intelligently linked to allow the programme to be interrogated and updated with ease. This format, however, is not easy on the eye and therefore not always best suited to communicate the design process within the early design stages. Other than mapping out the activities and the timeframe for all participants, the Project Programme should also be set out in such a way that progress can be properly monitored.

In support of the Project Programme and at each stage of the design, Plan A have demonstrable experience in creating a Design Programme on behalf of the Lead Designer that supports the objectives of the Project Programme and provides a greater level of detail to explain how the design team is to progress the design. Ideally, the Design Programme should be prepared in advance of the stage to which it applies.

**Reporting and Progress Monitoring**

A monthly reporting process (or any given frequency determined by the project team and the client) should be established early to ensure that all design team members understand the objectives of the reports to be prepared. The reports should be succinct but comprehensive and should provide no more information than is necessary for the project lead and client to understand the key issues arising at any given time. These reports can be collated and coordinated from all consultants by Plan A. On larger, more complex projects, we will receive, review and prepare the executive summary, extracting the salient issues from the report to bring exceptional issues to the client’s attention without overwhelming them with the more mundane mechanics of the design development.

**Project Structure and Organisation**

In collaboration with the design team, Plan A will produce the Design Management Plan, which describes the framework, strategies, practices and procedures for the execution and delivery of a project from the designer's perspective - this document compliments the Project Manager's Project Execution Plan. It is intended to provide relevant, up-to-date information to the client, design team and other interested parties regarding how the project is to be managed and delivered. It is a valuable orientation document for new recruits to the design team, ensuring consistency of delivery and quality.

The Design Management Plan will outline Project Objectives based on the Strategic Brief, participants, responsibilities, procedures and control processes, often using sketches, charts and diagrams to communicate key messages. Any further reading material or relevant project information referred to in the document will be made available in the appendices, so that it can be hyperlinked to the live Design Management Plan and updated when necessary.

**Brief Definition and Change Management**

A common mistake for most projects to avoid is the temptation for designers to plunge into detailed solutions to the requirements identified in the Business Case rather than refining these requirements to a greater level of detail to form a baseline summary of the needs as part of the Initial Project Brief.

In general terms, the Initial Project Brief needs to set the question and provide sufficient direction to the design team so that the following design process can be executed without having to revisit fundamental requirements that affect the efficient progression of a Concept Design response. Plan A will help Lead Designers explain the sequence and common content of the Initial Project Brief and the Feasibility Studies that validate it.

The key components of an Initial Project Brief for all members of the design team can be determined by Plan A in collaboration with the Lead Designer and the client.

**Competition Support**

Understanding the objectives of the design competition is essential to ensure the competition brief is answered in a way that supports the objectives without placing inappropriate burden on the designers. For example, Architectural competitions are most suited to finding the right design team that a client is comfortable working with rather than looking for the correct design solution when there has been limited interrogation or understanding of the Project Brief and key stakeholders.

Plan A supports architects and designers during the competition stage, providing design management methodologies, programming advice, fee collation and narrative inputs in response to the management aspects of the competition requirements.

**Amaala Wellness Resort, UK**

A new ultra-luxury destination in Saudi Arabia developed by PIF, the sovereign wealth fund of Saudi Arabia, as part of the Saudi Vision 2030 programme, which is envisioned to feature the largest wellness retreats in the world. Working with Pritzker Prize-winning architects, Drees Consulting was engaged by Plan A Consultants to provide supporting Design Management services.

FEATURES:

* Site area: 90 hectares
* GFA: 90,000 m2
* Accommodation:
* 100 villas for the Medical Wellness Resort
* 200 villas for the Traditional Wellness Resort Community
* Medical wellness centre
* Integrative wellness centre
* Wellness gardens and organic farm
* VIP compound
* Multiple F&B outlets
* Extensive bathing facilities
* Gyms and mind & body studios
* Cultural village and education centre
* Wellness research institute

**UCL Marshgate 1, UK**

UCL Marshgate 1 will be the main educational component of the first phase of UCL East; the centre for the UCL East academic vision, uniting Experiments, Arts, Society, and Technology (EAST) across taught programmes, research, and innovation. The design is focused around collaborative social areas, promoting interdisciplinary work and interaction between teaching and research, staff and students, academics and members of the public. The building includes a range of laboratories, research and group working spaces, design studios, student-led fabrication workshops, and exhibition areas.

FEATURES:

* Year: 2022
* Location: London
* Client: University College London
* Value: Confidential
* Size: 35,000m²