

# SYNTHESIS.

CREDENTIALS

# CRED ENTI ALS.

Synthesis Group

Manila

# WHO WE ARE.

SYNTHESIS IS A SOLUTIONS-BASED CREATIVE AGENCY THAT  
AIMS TO **PROVIDE DESIGN AND TECH SOLUTIONS** TO CLIENTS  
RANGING FROM START-UPS, SMEs, AND LARGE CORPORATIONS.





WE PROVIDE

# CREATIVE INNOVATIONS

From Branding, Art Direction, UI/UX Design, Strategy and Development,  
We are always inspired by the creative use of technology to find solutions for brands.

WE ARE GUIDED BY

# BUSINESS DESIGN THINKING



# HOW WE WORK.

OUR  
PROCESS

1  
SCOUTING

2  
GATHERING

3  
HUNTING

4  
ADAPTING



DISCOVERY &  
RESEARCH

STRATEGY &  
IDEATION

PRODUCTION &  
TESTING

FEEDBACK &  
ITERATION

# WHAT WE'RE GOOD AT.

01



## Growth



Synthesis works with brands and products to look for valuable business opportunities within their existing business models.

- Business Design for StartUps
- Experience Design
- Digital Transformation
- Strategy

02



## Innovation



We work with startups and brands to help design their digital products through better understanding of user experience design without sacrificing quality and immersion. We help our clients automate their process and acquisition through artificial intelligence and machine learning.

- Chatbot Deployment
- Product Design and Development
- Web and Mobile Applications
- Web Design & Development
- Data Science & Analytics
- Internet Of Things (IOT)

03



## Design



We help brands create more compelling materials for their social media content and community management. We collaborate with startups and brands to make them look their best through art direction, identity and branding design and even their key visuals.

- Branding
- Creative / Art Direction
- User Experience / User Interface Design
- Digital Media (Marketing, Social Media, Emailers, PPC Campaigns)

# THE WORK.

Synthesis is a new startup with a handful of clients.



# SUPERGIANT

KUBERNETES SUPPORT COMPANY

## OVERVIEW

Supergiant is a tech startup based in Phoenix, Arizona that provides a robust platform and support services on Kubernetes Technology for their clients. Form+Function was tasked to help Supergiant refocus as a company that primarily provides support in the Kubernetes space with a website redesign. Except we didn't do that.

## TYPE

Art Direction  
Branding  
Visual Design

## THE IDEA

### WHAT WE PROPOSED WAS AN OPPORTUNITY TO BE MORE SUPER. MORE GIGANTIC.

We saw an unseen opportunity for Supergiant to not just be a support company but to own the area of being the EXPERTS in the Kubernetes field. Our solution was to rebrand Supergiant from the ground up and help them become top-of-mind when it comes to anything Kubernetes.



- We took inspiration from the idea of the vastness of space, taking elements from their technology, and their core brand propositions and melding it altogether in their branding.

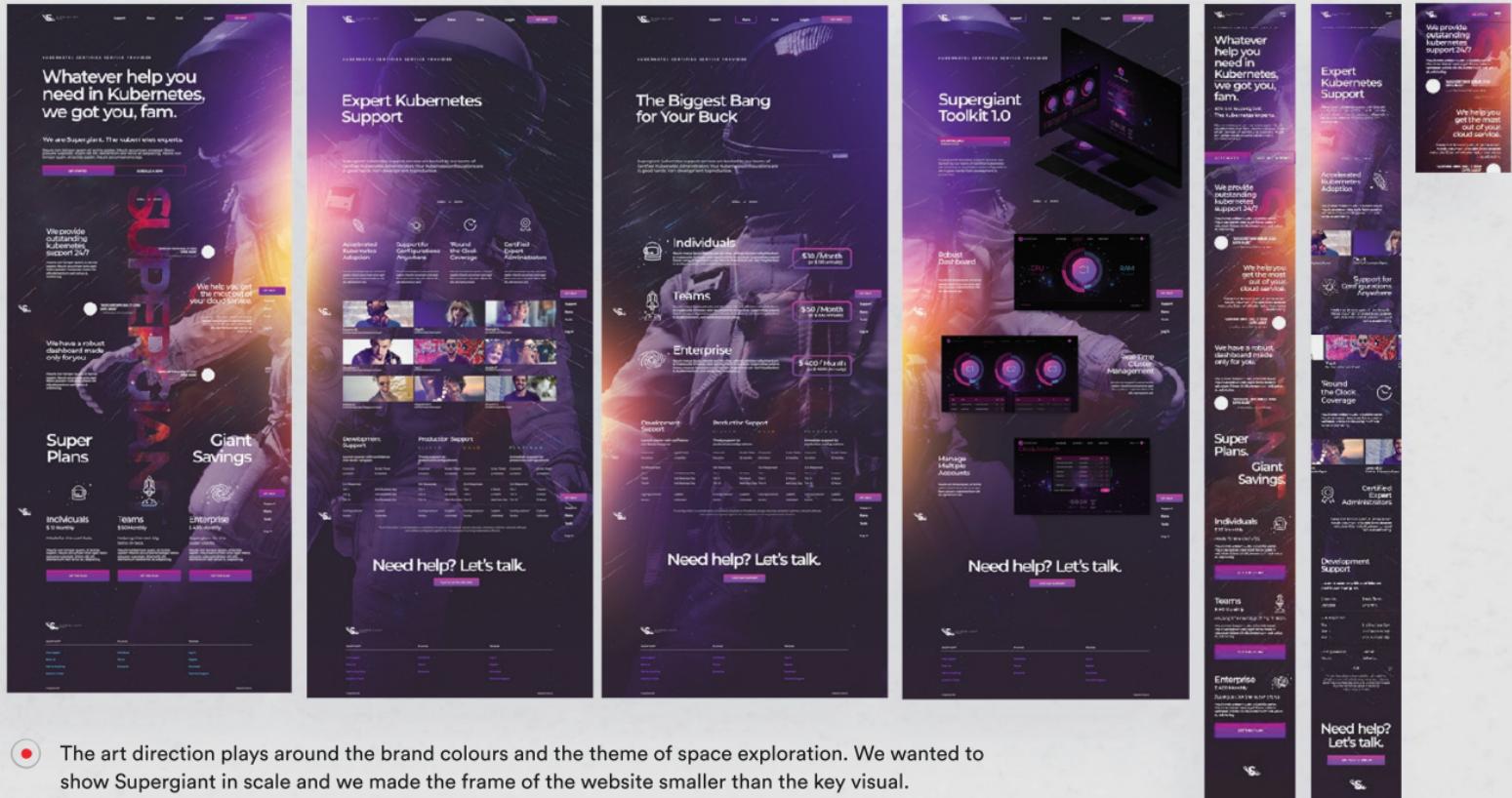
# SYNTHESIS.

SuperGiant

Art Direction + Branding + Visual Design



- We opted for a simplified wireframe design for Supergiant. We went for a simple grid of three for desktop and 1 for mobile.



# THE UPPER DECK

## SUMMIT FOR SELF-IMPROVEMENT

### OVERVIEW

The Upper Deck is a premium and exclusive fitness facility based in the Ortigas, Philippines that houses a gym, a yoga studio, a spin cycle studio, a dive pool, and a climb wall. With a lot of competitors in the fitness arena, we looked at ways in redesigning their presence to stand out from the crowd.

### TYPE

Art Direction  
Visual Design  
UI / UX

### THE IDEA

**WHAT WE PROPOSED WAS AN EXCLUSIVE WEBSITE THAT GOT FITNESS ENTHUSIASTS PUMPED UP**

With minimal presence online and on-ground, the direction wasn't to be all over the place but to remain on-brand and simply attract those who took their athleticism seriously, so we designed them something that would speak to their consumers.



# SYNTHESIS.

The Upper Deck

Art Direction + Visual Design + UI / UX



- To position The Upper Deck as a premium gym, we used visuals like fluids, strong colours, dark photography and the human body in motion to show a never ending malleability of shaping the human body.

# METACOM

AUTOMATED TEXT-BASED RESPONSES

## OVERVIEW

Metacom is a start-up located in Ortigas, Philippines, that specialised in manpower and recruitment. With the aim to help individuals seeking employment, Metacom's staff wanted to focus on just that instead of wasting way too much time answering to basic queries.

## TYPE

Art Direction  
Visual Design  
UI / UX

## THE IDEA

**WE SAW AN OPPORTUNITY TO AUTOMATE TEXT RESPONSES AT A SIMPLE CLICK OF A BUTTON.**

But in an industry that requires relationship management and heart, we didn't want an automated response that sounded too impersonal... so we developed a system for the Metacom staff to create personalised templates for them to choose and deploy the moment a question comes in.

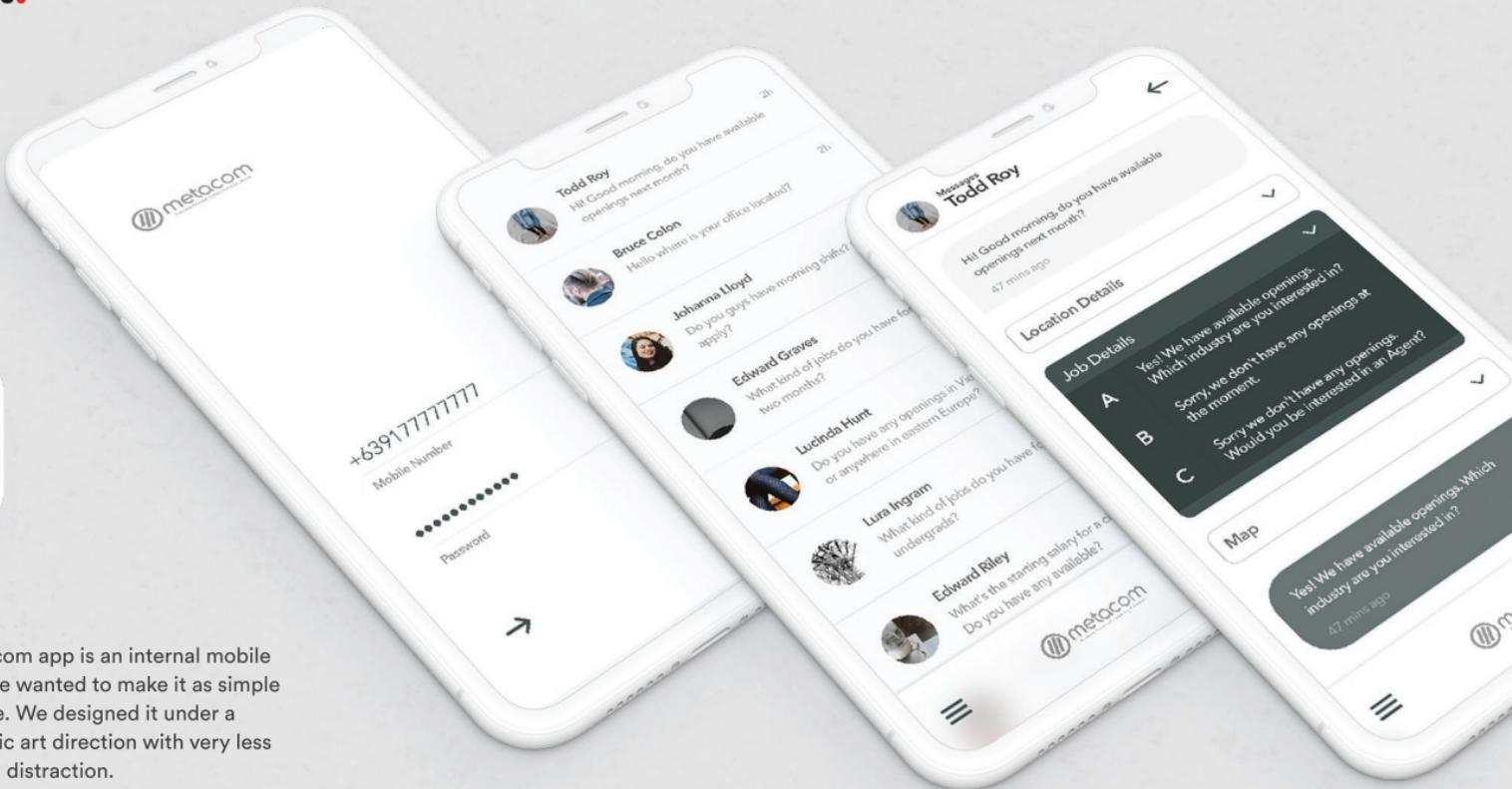
# SYNTHESIS.

Metacom

Art Direction + Visual Design + UI / UX



- The Metacom app is an internal mobile app and we wanted to make it as simple as possible. We designed it under a minimalistic art direction with very less colour and distraction.



# QUALIMED

DIGITAL TRIAGING PLATFORM + CHATBOT

## OVERVIEW

QualiMed is a network of healthcare facilities owned and operated by Mercado General Hospital, Inc. (MGHI) in partnership with Ayala Land, Inc. (ALI). With the multitude of big stand-alone hospitals, mall-based clinics, and multispecialty clinic, what would make people choose Qualimed over the rest?

## TYPE

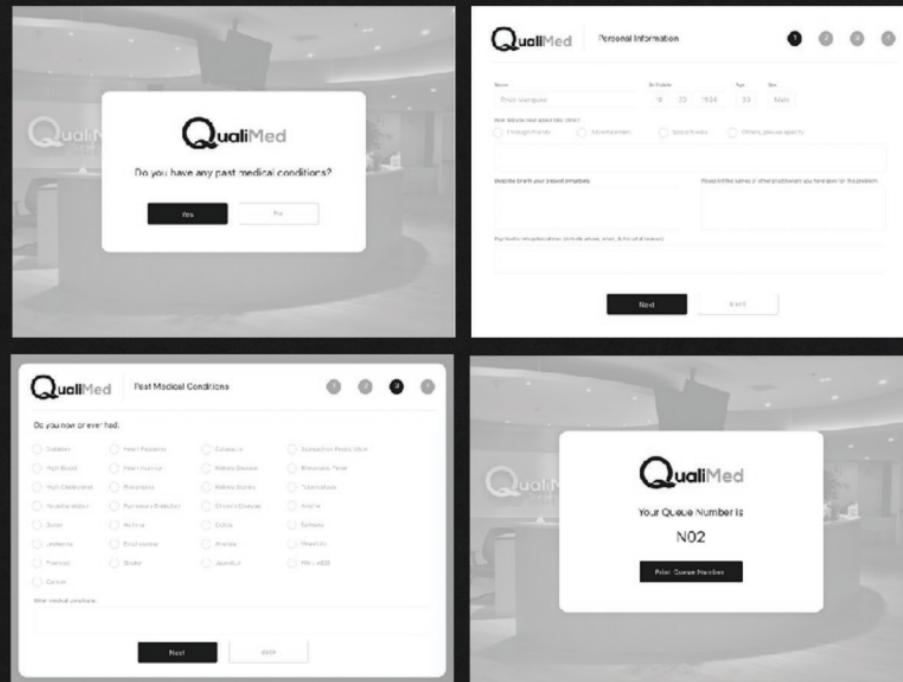
UI Design  
Chatbot Deployment

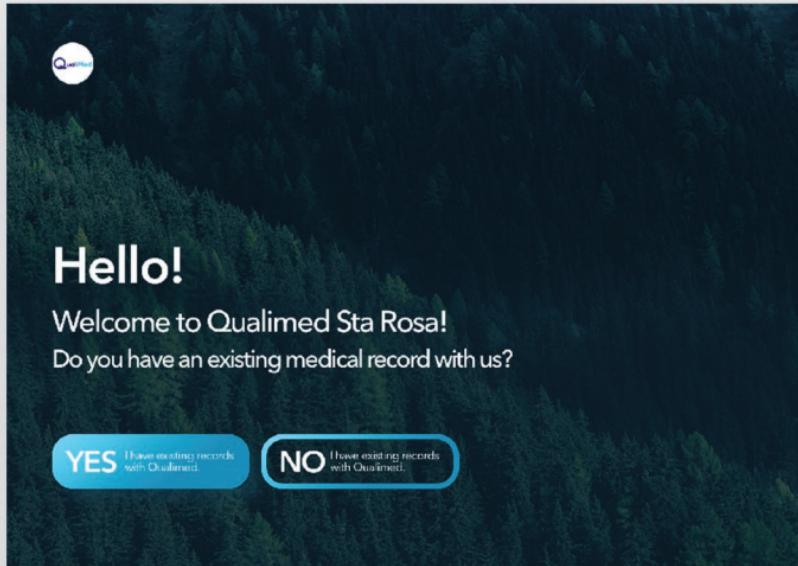
## THE IDEA

### WHAT WE PROPOSED WAS A PATIENT-FIRST SOLUTION.

A huge pain point of patients is the time spent on making a reservation, and following through with a consultation. To help them make this easier, we proposed 2 specific solutions geared for efficiency so their clinic or hospital visits would remain a pleasant one.

- The wireframe design and architecture for the automated triaging platform was simplified to lessen the screens needed by the patient to complete the form without removing vital information.





**Personal Information**

First Name: Jeff  
Last Name: M.  
Middle Name: Michael  
Address: 123 Main Street, Del Rio, Texas, 78840  
City: Del Rio  
State: TX  
Zip: 78840  
Age: 30  
Sex: Male  
Phone: 512-555-1234  
Email: jeff@med.com  
Phone: 512-555-1234

**BACK** **NEXT**

**Current Medications**

Medication: Aspirin  
Dosage: 80 mg  
Frequency: Daily  
Notes: None

Medication: Ibuprofen  
Dosage: 500 mg  
Frequency: Every 8 hours  
Notes: None

**BACK** **NEXT**

**Past Medical History**

Medical Condition: Acute Bronchitis  
Date: April 1, 2010  
Treatment: Acetaminophen  
Prescription: No  
Notes: None

Medical Condition: Hypertension  
Date: January 1, 2000  
Treatment: Metformin  
Prescription: Yes  
Notes: None

Medical Condition: Fever  
Date: January 1, 2000  
Treatment: Tylenol  
Prescription: No  
Notes: None

**EXISTING HISTORY** **ADD**

**BACK** **NEXT**

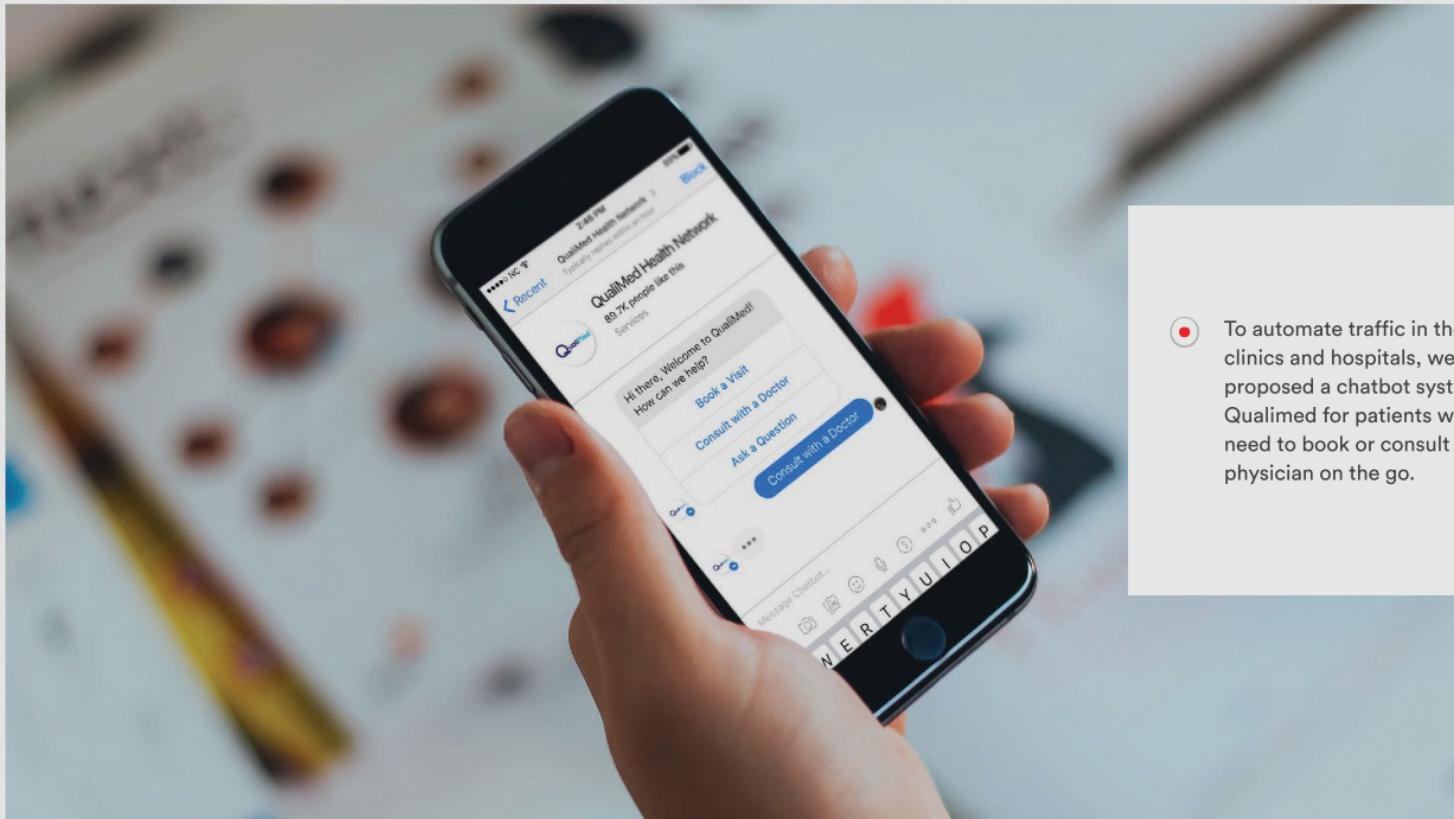
**Done!**

YOUR CLINIC NUMBER:  
**N203**

Jeff M. Michael  
Male, 30 years old  
123 Main Street, Del Rio, Texas, 78840  
Mobile City Express  
Medication: Aspirin  
Dosage: 80 mg  
Frequency: Daily  
Notes: None

**PRINT**

- We wanted to show greenery as a dominant visual since the triaging platform was planned to be deployed for a hospital based in the south. The UI design is a crisp, uncluttered experience that's not a hassle to use.



To automate traffic in their clinics and hospitals, we proposed a chatbot system to Qualimed for patients who need to book or consult a physician on the go.

# WILL'S INTERNATIONAL

## DASHBOARD

### OVERVIEW

Wills International, based in Bonifacio Global Center, is the number 1 supply chain partner for the local manufacturing companies in the Philippines. They have a fully-decked salesforce that made sure to keep themselves up-to-date with world prices on commodities to remain competitive in the landscape.

### TYPE

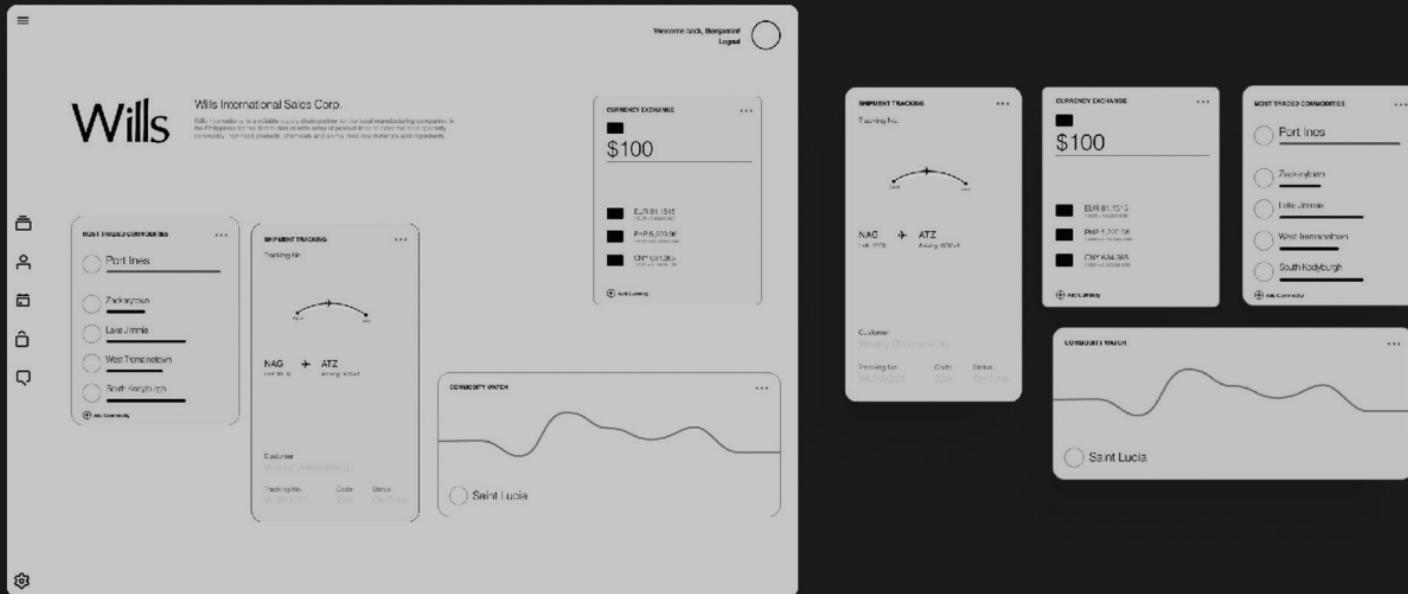
Dashboard  
UI Design

### THE IDEA

**WHAT WE PROPOSED WAS AN INNOVATIVE HUB IN SUCH A TRADITIONAL SPACE.**

Since their sales managers had to be off-site a lot of times, trying to keep themselves updated on the latest commodities prices, while being on top of their clients' orders and deliveries proved to be a challenge.

- We designed a modular dashboard for Will's where a canvas serves as basepoint where the modular widgets will rest. This gives their business an unprecedented overview of their logistics that adapts to their needs.





We wanted to keep their brand colour dominantly present. We designed the widgets to be as clean as possible without losing vital information.

The dashboard features a dark blue theme with Will's International branding. Key components include:

- Top Left:** Welcome back, **Benjamin Legend**. Includes a profile picture and a sidebar with icons for Home, Log Out, and Help.
- Top Center:** A large banner with the text "Will's International Sales Corp." and a subtext about being a reliable source for local manufacturers in the Philippines.
- Left Column:**
  - Most Tracked Commodities:** Whey Powder (selected), Baking Mixture, Coffee, Potato Starch, Vital Wheat Gluten.
  - Currency Exchange:** \$100 (USD) to P10,615.67 (PHP), P10,620.96 (PEN), CNY 634.365 (CNY).
  - Commodity Watch:** Potato Starch.
- Right Column:**
  - Shipping Tracking:** Tracking No. WLSVX221, NAG → AIZ (On-Time).
  - Currency Exchange:** \$100 (USD) to P10,615.67 (PHP), P10,620.96 (PEN), CNY 634.365 (CNY).
  - Most Tracked Commodities:** Whey Powder (selected), Baking Mixture, Coffee, Potato (Husk/Skin), Vital Wheat Gluten.
  - Commodity Watch:** Potato Starch.
- Bottom Center:** Commodity Watch for Whey Powder.

# DIRECT LINK

## CAMPAIGN IDEA & SOCIAL MEDIA

### OVERVIEW

Direct Link is one of the most prominent innovations in the Philippine motorcar insurance sector since it was launched in 1998. Direct Link is the first and to this day the only company to specialize in providing car insurance, direct-toconsumer. By selling direct, clients are not charged of middleman commission, reducing premium by as much as 40%.

### TYPE

Art Direction  
Visual Design  
Social Media

### THE IDEA

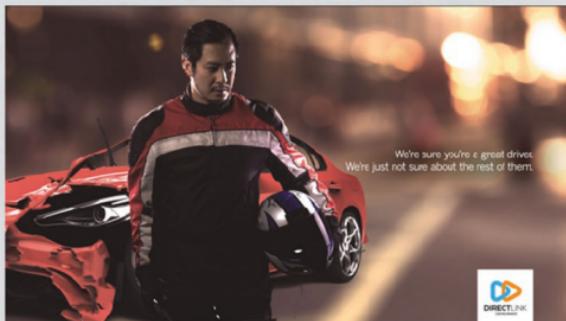
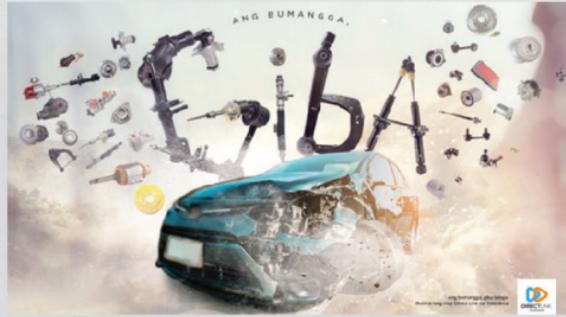
#### WE PROPOSED 4 IDEAS TO BE TRANSLATED TO 4 JOINT SOCIAL MEDIA CAMPAIGNS

Now at it's 20th year, Direct Link aims to hit a bigger sales numbers than its previous year. Direct link is targetting 100M worth of premium through it's advertising efforts by the end of 2019 and to strengthen its reach and brand awareness.

# SYNTHESIS.

[Direct Link](#)

Art Direction + Visual Design + Social Media



Direct Link Insurance  
Sponsored

Gibang-giba na nyo, mahal pa magpagawa! Worry-free car insurance? That's Direct Link. Call us at 828 2000 to learn more.

#fastestcarinsurance #simplengkausap



Direct Link Insurance  
Sponsored

Baha lang ba? Direct Link Insurance mo na yan! Kayang-kaya lusungin baha dahil karni ang bahala sa kotseso mo. For inquiries, call Direct Link hotline at 828 2000 or visit [www.directlink.com.ph](http://www.directlink.com.ph)

#fastestcarinsurance #simplengkausap



Direct Link Insurance  
Sponsored

LIVE WORRY FREE WITH **DIRECT LINK**.



Direct Link Insurance  
Sponsored

100 Comments · 100 Shares

# ESPA-FIL

CAMPAIGN IDEA & SOCIAL MEDIA

## OVERVIEW

Founded in 1987 by Pablo and Maria Luisa Garcia-Morera, Espa-Fil Import Export Corp. stemmed from the desire to introduce the best of Spanish and other European food products to the Philippines. Espa-Fil began its operations in the bustling commercial district of Sta. Cruz, Manila. The first products Espa-Fil introduced were canned fruits and vegetables by well-known Spanish brand, Molinera. Olive oils and canned tomatoes by the same brand soon followed, and since then have become staples in many Filipino kitchens.

## TYPE

Art Direction  
Visual Design  
Social Media

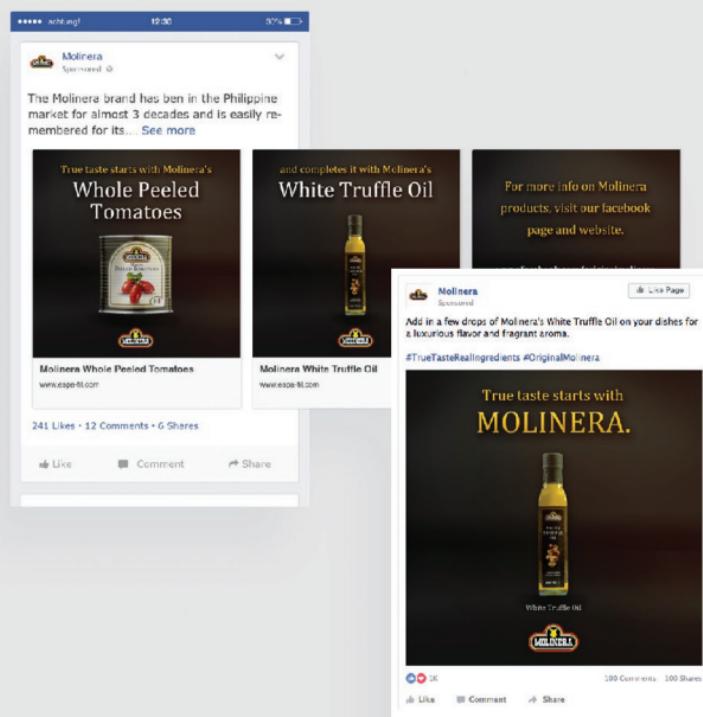
## THE IDEA

**WE PROPOSED SOCIAL MEDIA STRATEGY AND EXECUTIONS FOR BOTH MOLINERA & CAPRI BRAND**

# SYNTHESIS.

Espa-Fil

Art Direction + Visual Design + Social Media



# ONE GLOBAL REALTY

BRANDING & WEBSITE

## OVERVIEW

Manila Realty is a real estate company that provides listings to its customers through an online platform. The company aims to create effortless transactions wherein buyers are assured reliable and quality service.

Based in the Philippines, the platform caters to customers looking for properties within Metro Manila.

## TYPE

Branding  
Art Direction  
UI / UX

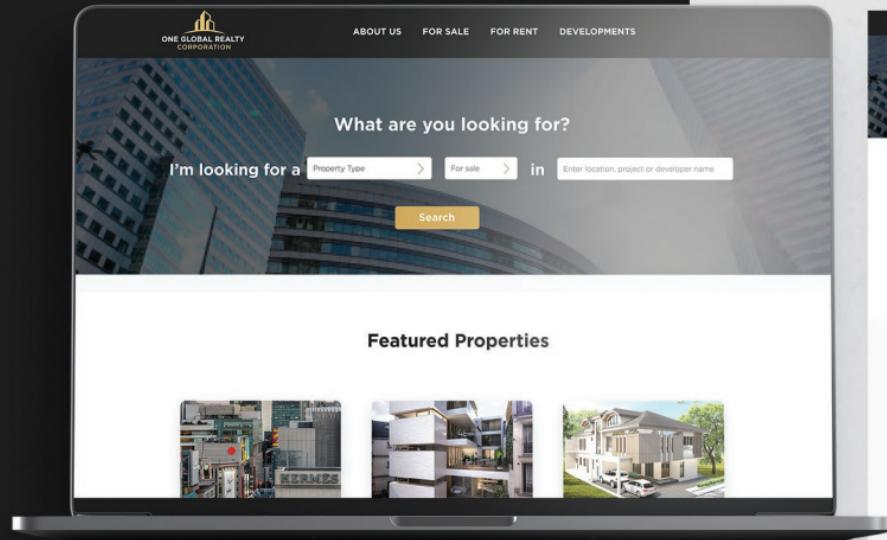
## THE IDEA

**WE CAME UP WITH THE BRANDING, LOGO, COMPANY MANIFESTO & WE DESIGNED & DEVELOPED THEIR COMPANY WEBSITE.**

# SYNTHESIS.

One Global Realty

Branding + Art Direction + UI / UX



# VARIOUS PROJECTS.

Here are some branding, logo, and banner works.



SYNTHESIS.

# AIRPUSH

TYPE

Branding

Logo Design

Business Card

Airpush

Branding + Logo Design



SYNTHESIS.

# THINKHCR

TYPE

Branding

Logo Design

ThinkHCR

Logo Design



SYNTHESIS.

# BAIRON

TYPE

Branding

Logo Design

Business Card

Bairon

Branding + Logo Design



B A I R O N



B A I R O N



CHINO MORENO  
Curator

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SYNTHESIS.

# G. LIMGENCO ARKITEKTO

TYPE

Branding

Logo Design

Business Card

G. Limgenco Arkitekto

Branding + Logo Design



## G. LIMGENCO ARKITEKTO



G. LIMGENCO ARKITEKTO



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# SYNTHESIS.

# THANK YOU

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