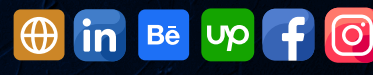


# Bridging Ideas With Design.

www.ideometrix.com

Check our company profiles:



## COMPANY OVERVIEW



**IdeoMetriX**, founded in 2020, has rapidly evolved into a dynamic design and tech firm with a global footprint. In its three-year journey, IdeoMetriX has emerged as a leader in providing cutting-edge solutions in design, marketing, tech consultancy, and software development. Serving a diverse clientele nationally and globally, IdeoMetriX stands out for its commitment to innovation, inclusivity, and social impact.

Going beyond services, IdeoMetriX is actively involved in product development. Notable among these initiatives are Hotela, a comprehensive solution for streamlining hotel management processes, and DigiHunar, an innovative approach to digital human resources. These products exemplify IdeoMetriX's versatility and commitment to providing impactful solutions across various industries.

Moreover, IdeoMetriX is driving positive change through training initiatives like STEP UP Ademia, a women-led program addressing the digital skill gap. By empowering individuals with the transformative power of design and technology, IdeoMetriX is dedicated to shaping a brighter and more innovative future.

## OUR SERVICES

### BRAND AUDITING

Our thorough analysis delves into your brand's strengths and areas for improvement, ensuring a strategic and cohesive identity.

### CAMPAIGN DESIGN

Elevate your message with our strategic and visually captivating approach. From concept to execution, we craft campaigns that captivate and leave a lasting impression.

### DIGITAL MARKETING

From social media to email marketing, IdeoMetriX provides comprehensive digital marketing services to help businesses reach their target audience.

### PRODUCT/ EVENT BRANDING

Our expert team combines strategic thinking and innovative design to create a cohesive brand identity for your products and events.

### UI/UX DESIGN

IdeoMetriX specializes in creating user-friendly and visually appealing interfaces for websites and software.

### WEB DEVELOPMENT

IdeoMetriX provides full-service web development solutions, from concept to launch, to help businesses establish an online presence.

### SOFTWARE SOLUTIONS

IdeoMetriX offers custom software development services to help businesses streamline their processes and improve efficiency.

## OUR EXPERTISE

As a dynamic and versatile firm, we specialize in harnessing the power of cutting-edge software tools to bring your creative visions to life. Our team of experts is well-versed in a diverse array of software applications, ensuring that we can seamlessly integrate design, marketing, and technology solutions to elevate your brand and business.



## OUR PRODUCTS



STEP UP Ademia, launched in 2021, stands as a visionary women-led tech startup, uniquely positioned in the realm of digital education. Our mission focuses on bridging the digital skills gap, with a particular emphasis on empowering women, Youth, business and organizations through advanced technology-based learning

LEARN MORE



Hotela is IdeoMetriX's all-in-one hotel management software designed for seamless reservation, check-in, billing, and room assignment operations, improving customer service for hotels of all sizes.

LEARN MORE

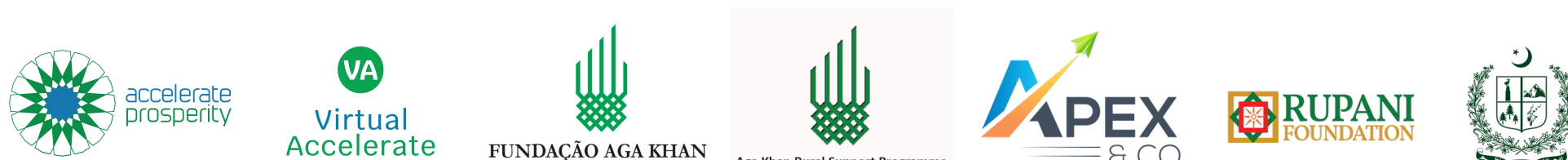


DigiHunar is IdeoMetriX's online platform offering courses in web development, digital marketing, graphic design, and more, empowering individuals with essential digital skills and freelancing opportunities.

LEARN MORE

## OUR CLIENTS

With over 500+ satisfied clients, both locally and globally, our portfolio is diverse and showcases our expertise. From major stakeholders in Gilgit Baltistan to renowned international products and organizations, we are proud to have served and exceeded expectations. Few of the organizations that we have proudly served are:



## TRACTION

**105+**

Direct Jobs Created

50% Women

**455+**

Satisfied Clients

**1030+**

Projects Completed

**21**

Training Programs

**715**

Applicants Trained

37% Women

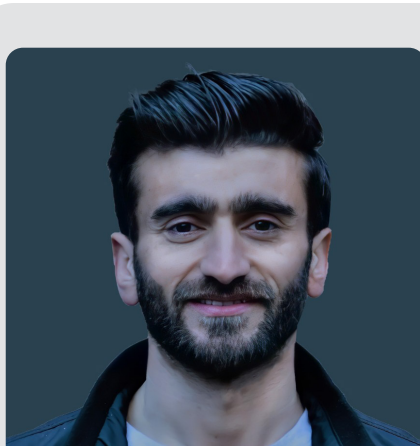
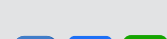
## OUR CORE TEAM



### Mohsin Amir

CEO and CO-Founder

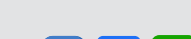
- 10 Years of Designing Experience.
- Trained more than 1000 Students.
- Founder of IdeoMetriX, Step-Up Ademia, Hotela and Digi-Hunar.
- Lead projects for many national and international organizations.



### Muhammad Iqbal

CTO and CO-Founder

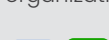
- 10 Years of UI/UX Designing Experience.
- Trained more than 300+ Students.
- Founder of IdeoMetriX, Step-Up Ademia, Hotela and Digi-Hunar.
- TOP RATED UPWORK FREELANCER



### Aadil Asad

Sr. Graphic Designer

- 3+ Years Experience.
- Top Rated on Upwork.
- Level 2 on Fiverr.
- Experience of working with National and International organizations



### Meassum Abbas

Full Stack Developer

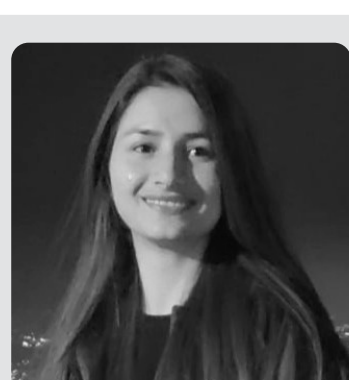
- 3+ Years Experience.
- Top Rated on Upwork.
- Expertise in HTML, CSS, JS, Node JS, PHP, Wordpress and more.
- Leading a team of 8 finest developers .



### Umer Farooq

Digital Marketing Lead

- 5+ Years Experience.
- Level one seller on Fiverr with over 300+ Projects Done.
- 2+ Years of Training Experience.



### Mehvish Karim

Business Development Executive

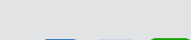
- 5+ Years Experience.
- Worked with multiple national and international organizations.
- Google and McKinsey Certified



### Mehek Kanwal

Sr. UI/UX Designer

- 5+ Years Experience.
- Top Rated on Upwork
- Google Certified.



At IdeoMetriX, our success is driven by the expertise and dedication of our diverse team. With over 40 highly trained individuals spanning various domains, including 15+ top-rated freelancers, we bring a wealth of experience to the table. Our team is composed of highly qualified individuals with years of hands-on experience, having worked with local, national, and international organizations.

Learn More

Company Profile