

HELLO FROM

BROWN
JUICE CO

HELLO@BROWNJUICE.CO

2025

WHY HIRE AN AGENCY?

Bring in fresh ideas, advanced tools, strategic designs for your next project, and access to industry experts.

Strategic Planning: Specialized design teams like ours can **improve alignment** between “design strategy”, business goals, and marketing objectives.

Time-Saving: Most teams have limited bandwidth to work on new things. Bringing in an agency can free your team to focus on core operations while the agency helps you **get a head-start on new projects.**

Motivation Boost: Evidence shows that simply working with high-performers can **motivate and inspire others** to work harder.

EXPERTISE

Our team has worked on **Web Apps**, **Mobile Apps**, **Design Systems**, and **Component Libraries** for industry leaders and for over 20 years.

 Get In Touch

 Registration Complete

PURPOSE

Our mission is to make products better for the people who use them.

We're deeply passionate about improving people's lives through technology, and we always speak up when we see issues.

| *email address*

- Documents
- Movies
- Music
- Books

 File Saved

 Upload File

- Milk
- Cheese
- Butter
- Eggs

OUR SPECIALIZATION

UI Components & Standards

Starting with a standard set of UI elements (buttons, forms, etc) reduces the maintenance effort for your engineers and speeds the entire design and development process for everything you create.

Application Design

Customers love simple UX design that makes it easy for them to use your products.

We can create a cohesive design for all of your applications. We'll blend your company values and the customer's experience.

Web Marketing

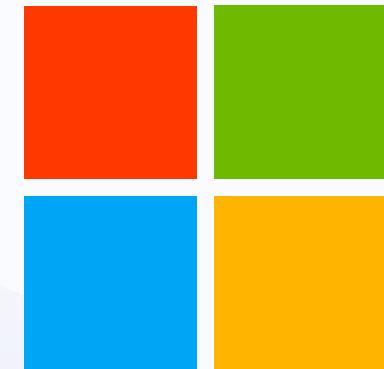
Great products need great marketing.

Make your marketing budget work for you so that you can stand out from the crowd and get seen by your potential customers.

WE'VE WORKED WITH



Google



Microsoft

amazon

Bluetooth

Adobe

Uber

serviceNow®

TOYOTA

ヨドバシカメラ

T Mobile



\$1.4 Billion

Pipeline growth from a single change

OUTCOMES

We've worked for the world's most valuable companies, where even small changes can have enormous results.

With one client with an annual revenue of over 3 billion dollars, we identified key areas where their marketing was failing to serve their prospects' needs.

A small change to their marketing created a 50% increase in pipeline.

If your customers don't know why they need your product, they won't buy it.



AND MORE OUTCOMES

- T-Mobile Cloud reduced '**Onboarding time**' for new users from **3 months** to **10 minutes**
- T-Mobile Cloud **costs** reduced by **\$50 million** yearly
- ServiceNow.com **conversion rate** improved **45%**
- Kiavi Funding's Google **search ranking** improved from **13 ➔ 5** for with competitive search terms
- Improved Google "**Lighthouse**" **scores** on Veeva.com:
 - Performance **32 ➔ 63**
 - Accessibility **27 ➔ 94**
 - Best Practices **44 ➔ 79**
 - SEO **39 ➔ 85**



APPLICATION DESIGN & DEVELOPMENT SUPPORT

Visual Design

- **UI & UX** design
- Marketing guidance
- Branding

Service Design

- User-flow design
- “Disaster” preparation and planning
- User Experience (**UX**) research
- Customer and user “personas”

Technical Support

- User Interface (**UI**) prototyping
- Web development
- Accessibility guidance for web applications

Technical Design (Engineering Collaboration)

- User-flow documentation
- Schema & API guidance
- Information architecture review and guidance
- “Rubber duck” troubleshooting
- “Dog-fooding” strategy

DIGITAL MARKETING SUPPORT

Content

- Branding design
- Graphic design and asset production (2D / 3D)
- Copywriting (English, Japanese)
- Content Strategy

Website Production

- Web component design
- Webpage design and development

Marketing Optimization

- User research
- Web-Analytics analysis (Google, Adobe)

E-mail Marketing

- Campaign planning
- E-mail design and development
- Landing page design and development
- Web-banners and other promotional content

**No need to google
“pipeline improvements”**

Brown Juice Co is here to help 

EFFICIENCY

There's a lot at stake whenever you launch a new product, and people won't buy what they don't need.

We don't believe in bringing on unnecessary project managers, coordinators, coffee-fetchers, etc.

We work in small units to **minimize overhead** and **maximize our velocity**.

We avoid "office politics" and **focus on the product**.



NETWORK

Beyond our internal team, we also consult with advisors and former colleagues, including:

- Program Management at **Netflix**
- Localization at **Nintendo**
- Privacy and Security at **Meta**
- System Architecture and Engineering for America's emergency-response and police software at **Axon**
- Engineers for critical systems at the **US Geological Survey** and **Pacific Northwest Seismic Network**



COLLABORATION

We believe in the expertise of your team; we are data-driven, we start with “first principles”, and we listen.

By taking the time to understand your unique constraints, we can find the middle-ground between your customer needs with your team’s capabilities and your business objectives.

We are **data-driven**.

We value our time – **and yours**.

No egos; just amazing products.



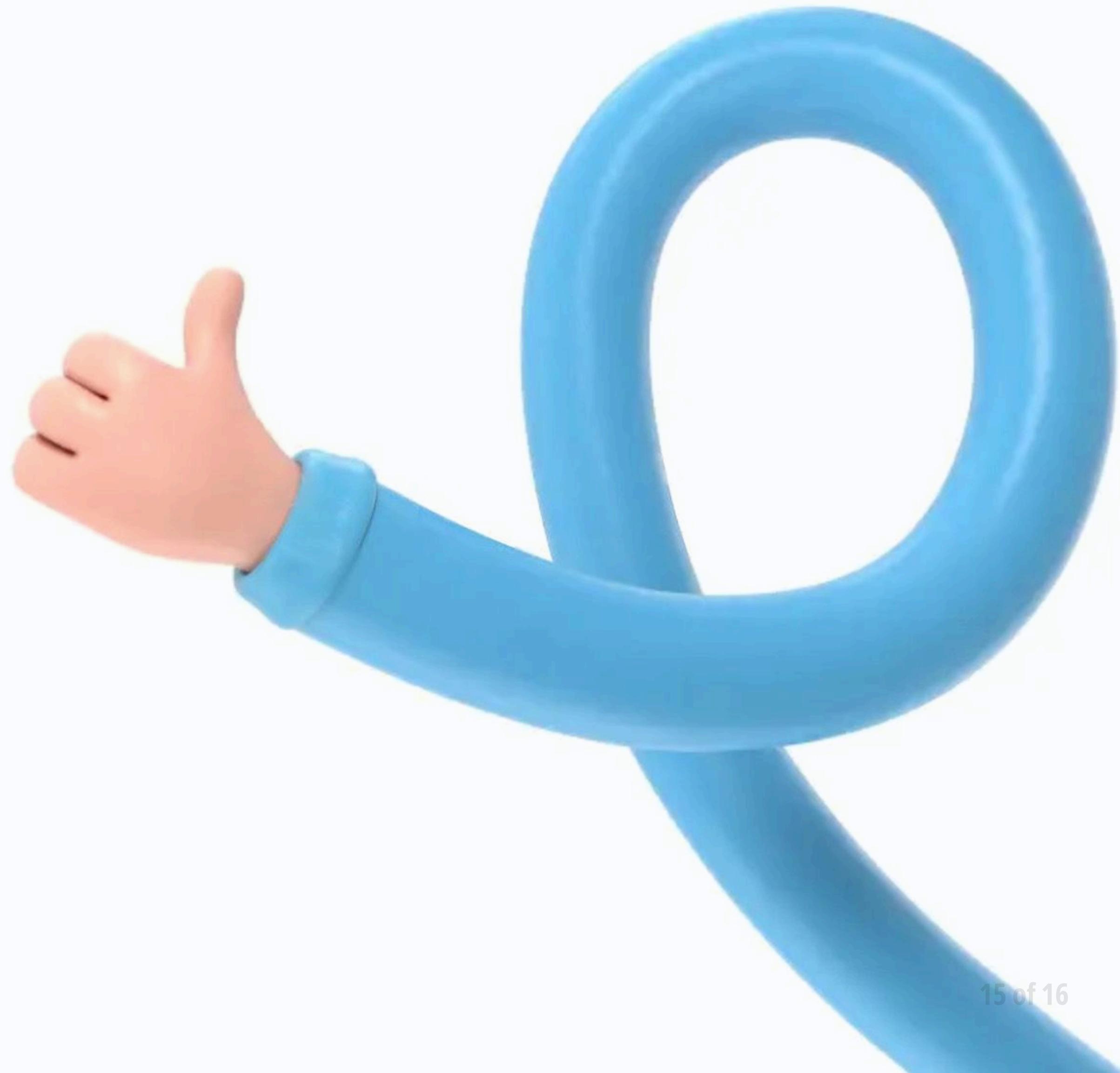
SUCCESS: GUARANTEED

Not a fan of agencies? **We get it.**

There are a lot of bad-faith companies out there.

Our team is different: we want to do our work and then move on as quickly as possible.

We stand behind our work in **100%**; we'll reduce or waive our fee entirely if we can't meaningfully **increase your revenue, customer-satisfaction, or other metrics.**





If you want to make a **good product,
trust yourself.**

If you want to make a **great product,
trust the experts.**

Email us at hello@brownjuice.co to
have a free, no-pressure conversation
about your team's goals and needs.

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