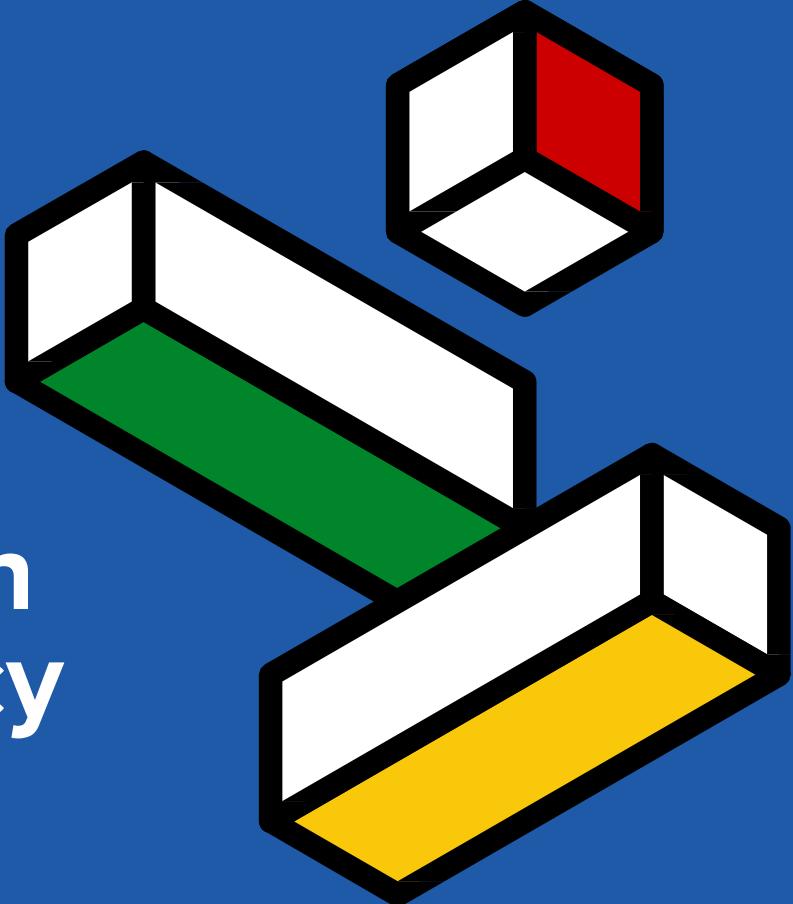
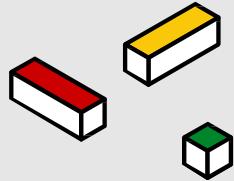
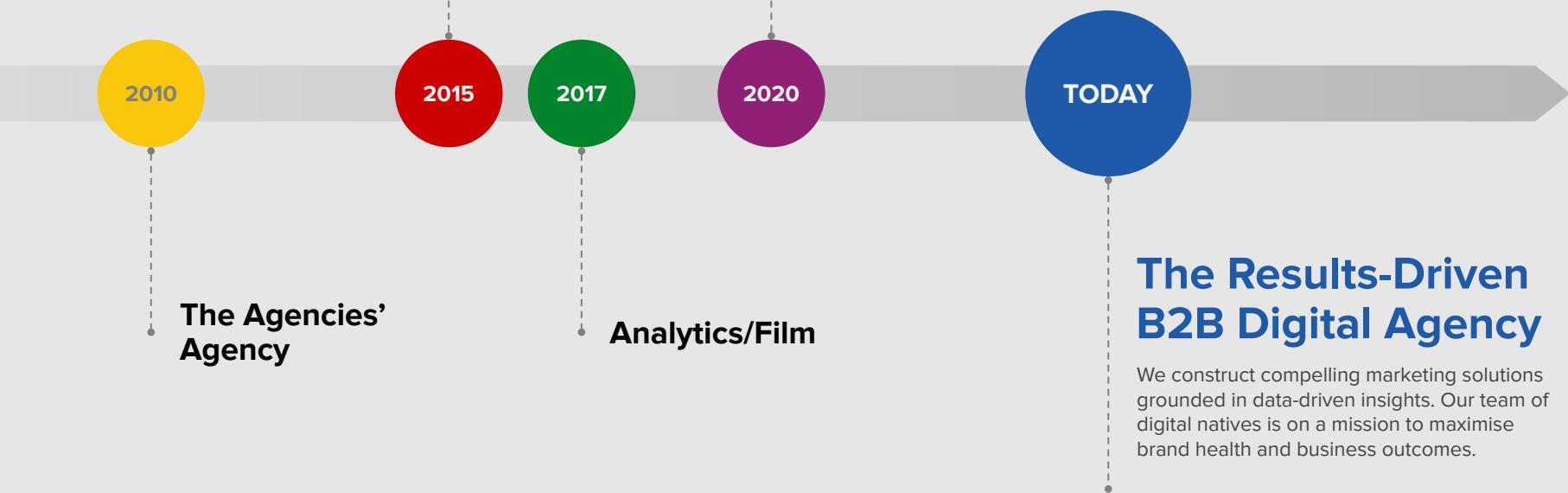




The Results-Driven B2B Digital Agency





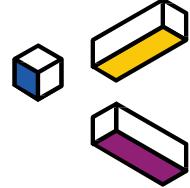
What we do

We help brands leverage the power of creativity and technology to deliver real business growth.

Our collaborative B2Human approach combines strategic thinking, compelling creative ideas and smart technologies.

Clients work with us to unlock new pathways to customer engagement, build brand differentiation, and deliver tangible results.

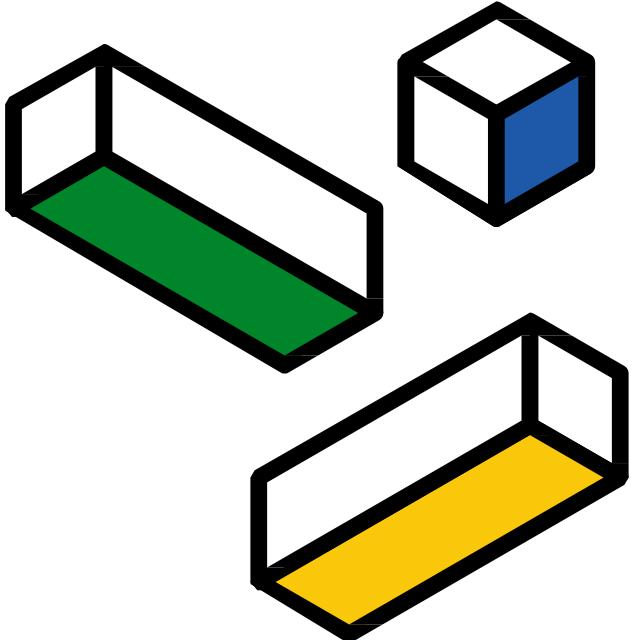
We are the Results-Driven B2B Digital Agency



Our superpower

B2Human

In the world of B2B marketing, logic and reason alone are not enough. Emotions are the catalyst that drive decisions and create lasting connections.



Our solutions

Our solutions harness imaginative thinking and frictionless technology to drive measurable results



UX, Creative Conceptualisation & Content Development

We conceptualise, design and deliver original campaigns, content and user experiences that forge meaningful connections with target audiences at every touchpoint.

- ▶ [Creative Strategy & Production](#) | [User Experience Design](#) | [Brand Design](#)



Marketing Planning, Activation & Measurement

We partner with you to map data-driven strategies, execute integrated campaigns across channels, and optimise performance through robust analytics.

- ▶ [Integrated Campaign Planning](#) | [Performance Marketing](#) | [SEO](#) | [Media Planning](#)



Data and Technology Enablement

We enable organisations to optimise their end-to-end use of data and technology - from building and maintaining websites to integrations - for greater efficiency, insight and innovation.

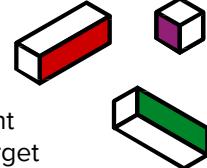
- ▶ [Tech Development & Build](#) | [Data Enablement](#)



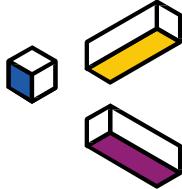
AI and Automation

We empower organisations to harness AI and automation for transformative efficiency and innovation, deploying smart technologies that refine processes and enhance decision-making.

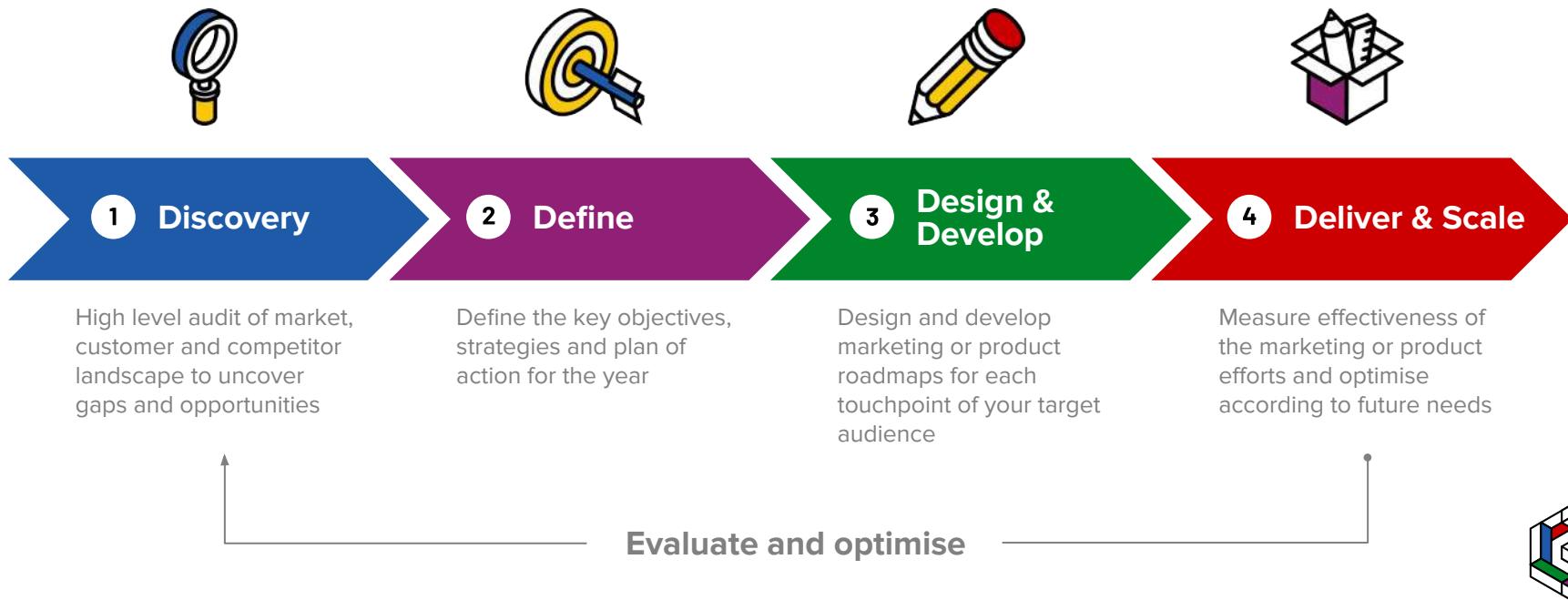
- ▶ [AI Integration & Automation](#) | [Process Optimisation](#)



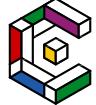
Our approach



A phased approach to discover opportunities, establish KPIs, create and execute the roadmaps & plans and deliver more effective work with a feedback loop to evaluate & optimise



Meet your team



PROJECT DELIVERY AND MANAGEMENT



Charanjit Singh
CHIEF TECHNOLOGY OFFICER /
FOUNDER



Kunal Robert
SENIOR DIRECTOR - CLIENT
PARTNERSHIPS



Hu Cheng En

ASSOCIATE PROJECT MANAGER



Lionel Wong

SENIOR PROJECT MANAGER



Samantha Shuttleworth
HEAD OF STRATEGY &
TRANSFORMATION



Aahana Nawab
STRATEGY MANAGER



George James Parel
UX LEAD

CREATIVE, CONTENT & DESIGN



John Scott
EXECUTIVE CREATIVE
DIRECTOR



Joseph Velasquez
CREATIVE DIRECTOR



Sharon Low
CONTENT MARKETING MANAGER



Luna Gambale
SENIOR ART DIRECTOR



Minh Dang
TECHNICAL ARCHITECT



Tan Nguyen
SENIOR WEB DEVELOPER



Arshad Arsal
SENIOR FRONTEND DEVELOPER

TECHNOLOGY

Building momentum across South East Asia



India



Philippines



Vietnam



Singapore
HQ

With a diverse strong team of cross-functional specialists:





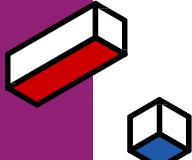
Click here to see the [Construct Digital Showreel](#)

Maximising brand health and business outcomes for leading brands



45

Awards &
counting!



Experience & skills to meet your needs



Specialisms



Consultancy



Creative



Marketing



Technology



Media



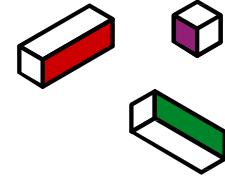
Data



Tech
Expertise



Certifications



The tools we use

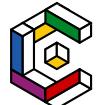
Sitemap, Information Architecture & User Testing



Wireframing & Prototyping



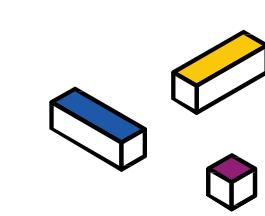
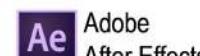
Frontend



Marketing

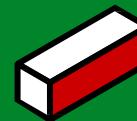
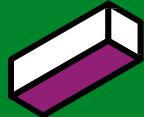


Graphic, UX/UI Design & Animations





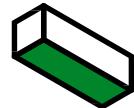
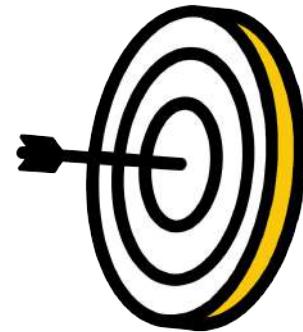
Project Management & Web Development Approach



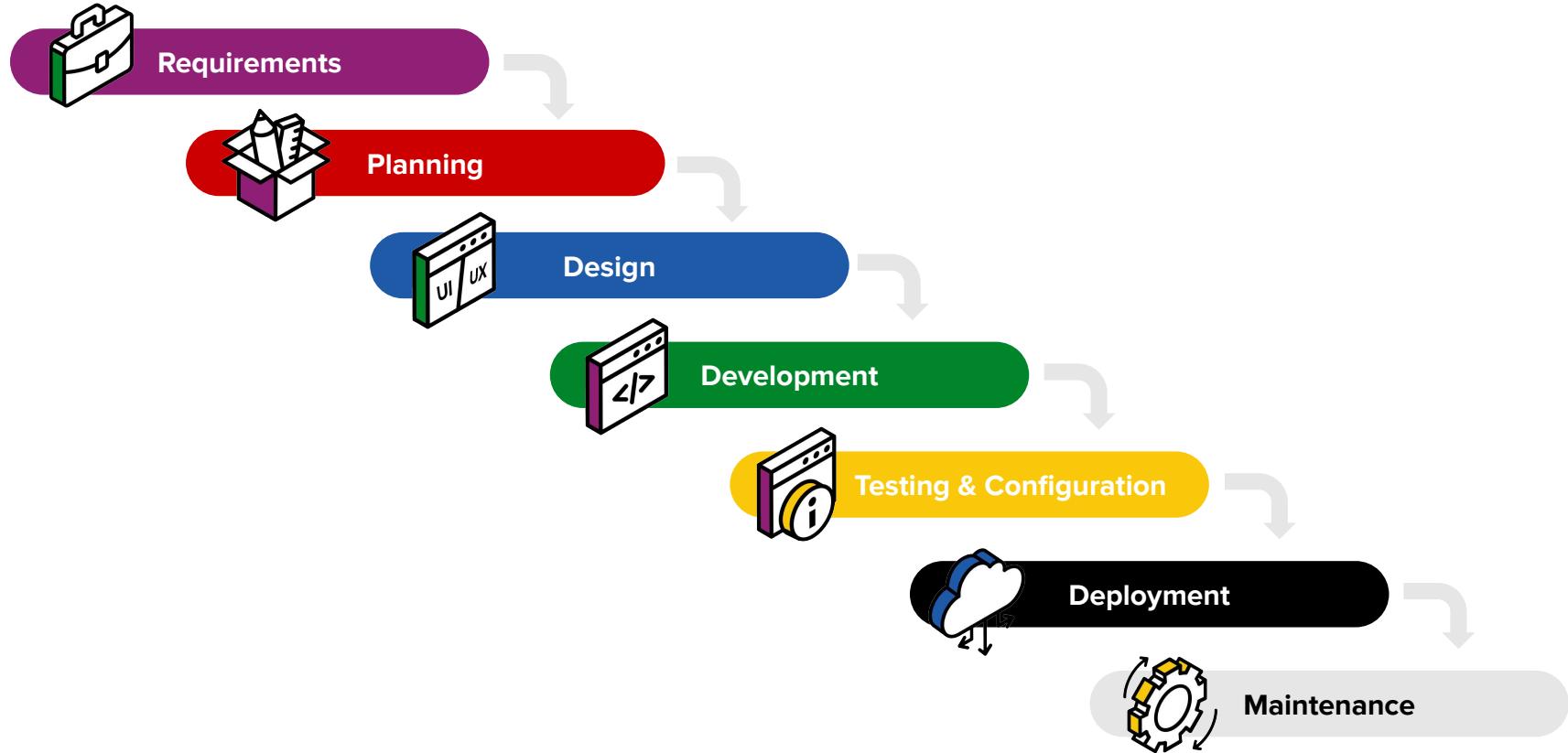
PM

Project Management

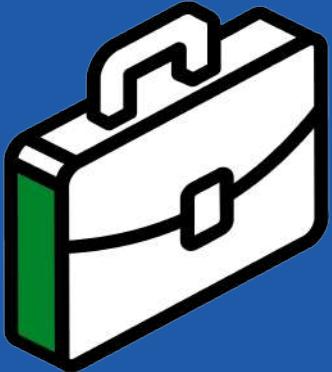
At Construct Digital, we believe our Project Managers are the **core of our client management teams**, bringing us and our clients together to deliver great outcomes in an organised and timely manner.



Our Project Management Approach

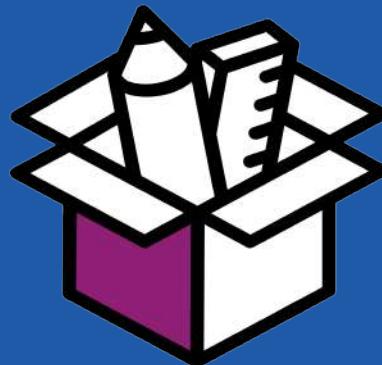


Requirements > Planning



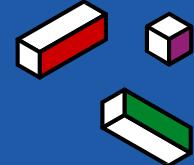
REQUIREMENTS

- ✓ Ensure project Objectives, Scope, Timeframe, Budget are clear and aligned
- ✓ Analyse requirements and highlight considerations, limitations, risks
- ✓ Finalising requirements

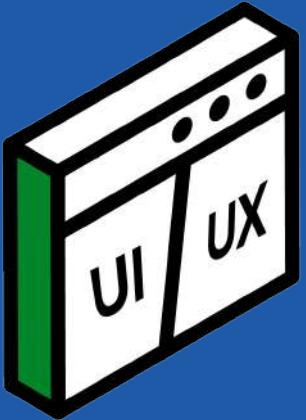


PLANNING

- ✓ Plan project timeline and key milestones
- ✓ Conduct Kick-off meeting to ensure all stakeholders are clear on the plan, next steps and responsibilities
- ✓ Collaborate with client and internal team on Sitemap, Information architecture, Specifications definition required for design and development stage

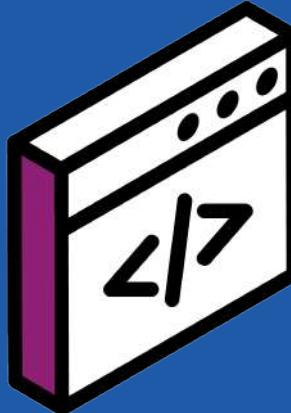


Design > Development



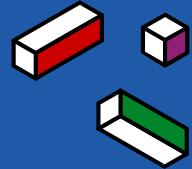
DESIGN

- ✓ Coordinating with client and internal team to produce wireframes, design mock-ups, content gathering and acquire the necessary approvals
- ✓ Producing any other documents required for development like the website specifications



DEVELOPMENT

- ✓ Coordinate and collaborate with internal team to ensure that client's requirements and specifications are clear for development work
- ✓ Ensuring internal team receives all necessary assets for development work
- ✓ Conduct regular check-ins with team and review cycles

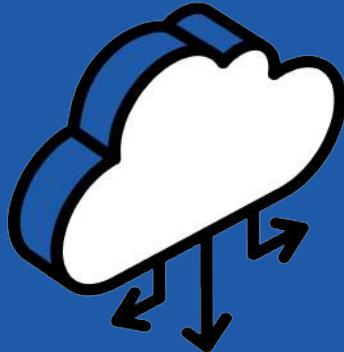


Testing > Deployment



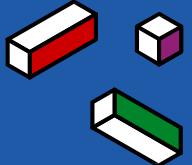
TESTING & CONFIGURATION

- ✓ Support internal testing, content and design validation
- ✓ Prepare and facilitate client UAT
- ✓ Facilitate security reviews and checks
- ✓ Prepare and coordinate upcoming deployment

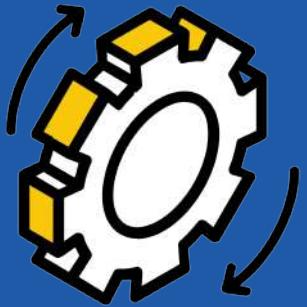
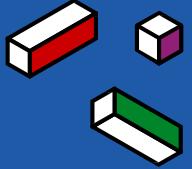


DEPLOYMENT

- ✓ Support deployment activities and client communications
- ✓ Support post-deployment checks
- ✓ Ensure monitoring tools & backup schedule are in place



Maintenance

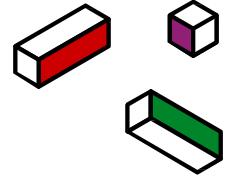


MAINTENANCE

- ✓ Facilitate support/issue management with client and internal team
- ✓ Support website monitoring with internal team
- ✓ Facilitate and communicate website recommendations with client and internal team
- ✓ Coordinate maintenance activities & updates (server checks, software updates, patching, etc)

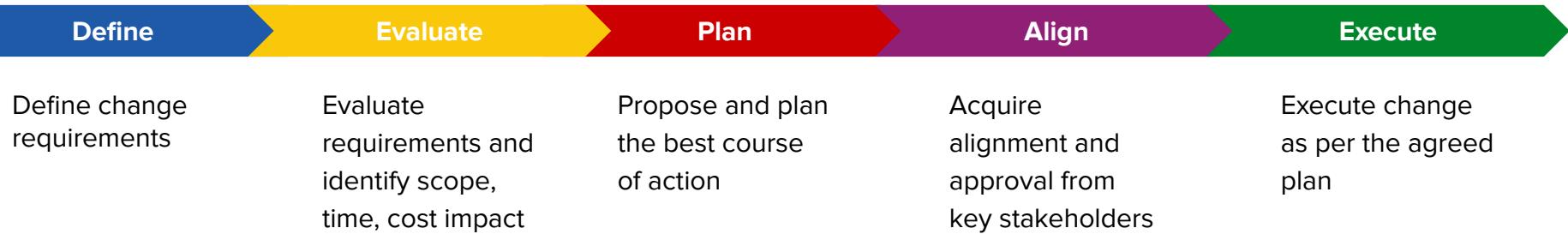


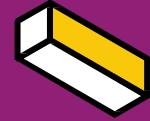
Change Management



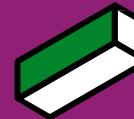
When changes take place after requirements are finalised, new risks will be introduced which have the tendency to jeopardise the project. Thus, it is of utmost importance to manage the change carefully to ensure project delivery and quality.

At Construct Digital, we follow the below change management process:





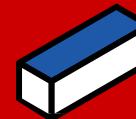
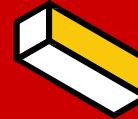
Case studies





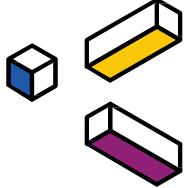
BOOSTING DONATIONS BY 45% THROUGH STRATEGIC UX OPTIMISATION

NUS Giving Website Development



NUS Giving

UIUX | Web Design & Development



CHALLENGE

Redesign the *NUS Giving website* to drive more donations and satisfy each stakeholder's expectations from the website

INSIGHT

The website flow had multiple layers of navigation, poor visibility of calls-to-action and website flow not aligned with the user's expectations, leading to an overall poor "Give Now" experience.

APPROACH

- Run surveys to understand stakeholder sentiments to align on goals, objectives & purpose
- Identify all target audiences and perform user journey mapping exercise
- Leverage past campaign data to understand what worked best in the past
- Redesign the *NUS Giving website* to ease the "Give Now" journey and deliver more donations

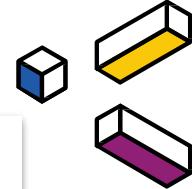


NUS GIVING
SINCE 1905



NUS Giving

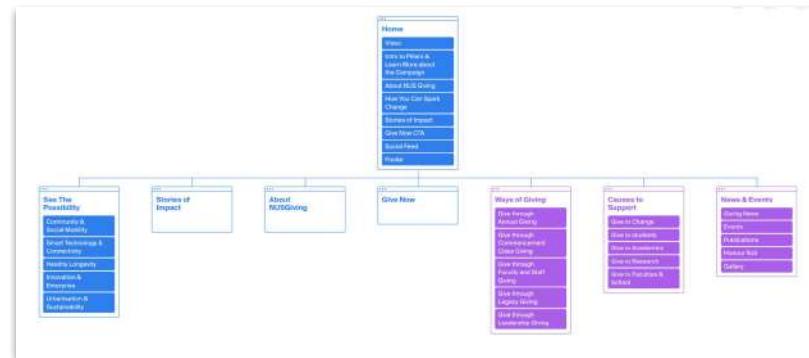
UIUX | Web Design & Development



Persona-Based User Journey Map

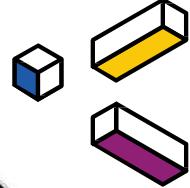
To understand donor motivations, we conducted a survey that provided insights into the features that appealed most to each persona.

We then mapped the user journey and developed a sitemap to structure the website's content, ensuring it meets the expectations of all stakeholders.



NUS Giving

UIUX | Web Design & Development



The Outcome

Full website redesign with a fresh look & feel and optimised Customer Journey for easier navigation with clear call-to-actions to drive donations.

Technical Capabilities:

- Sitefinity CMS
- Integrated to back-end for Payment processing

NUS GIVING

SEE THE POSSIBILITY CAMPAIGN

SEE THE POSSIBILITY CAMPAIGN

COMMUNITY & SOCIAL MOBILITY

SMART TECHNOLOGY & CONNECTIVITY

HEALTHY LONGEVITY

INNOVATION & ENTERPRISE

URBANISATION & SUSTAINABILITY

What is NUS Giving?

Check out the [NUS Giving Website](#).



NUS Giving

UIUX | Web Design & Development

SEE THE POSSIBILITY STORIES OF IMPACT ABOUT NUS GIVING Give Now

See other inspirations for change

- Community & Social Mobility**
Education is a powerful tool for upward social mobility. One of NUS's top priorities has always been to ensure that all students, regardless of socio-economic status, have access to higher education.
- Smart Technology & Connectivity [Video coming soon]**
Technology has been a strong catalyst for progress...
- Urbanisation & Sustainability [Video coming soon]**
We have always been passionate champions for res...
- Healthy Longevity [Video coming soon]**
Healthy Longevity is not just about physical health. L...
- Innovation & Enterprise [Video coming soon]**

STORIES OF IMPACT

DISCOVER STORIES OF IMPACT

View All Stories

EXPLORE THE POSSIBILITIES

GET INSPIRED BY OUR STORIES OF IMPACT

NUS College Bursarship recipients show a light on community service and leadership

Baru Adabi

CineAsia College

SEE THE POSSIBILITY FOR OUR FUTURE

PUBLICATIONS

NUS GIVING REPORTS

NUS GIVING MAGAZINES

ABOUT NUS GIVING

What is NUS Giving?

As a global leader in university philanthropy, NUS Giving is delivering sustainable impact and realising possibilities.

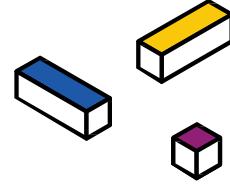
We build enduring relationships with our donors to seed and grow transformational opportunities that create a ripple effect of

JOIN US IN FUTURE MAKING

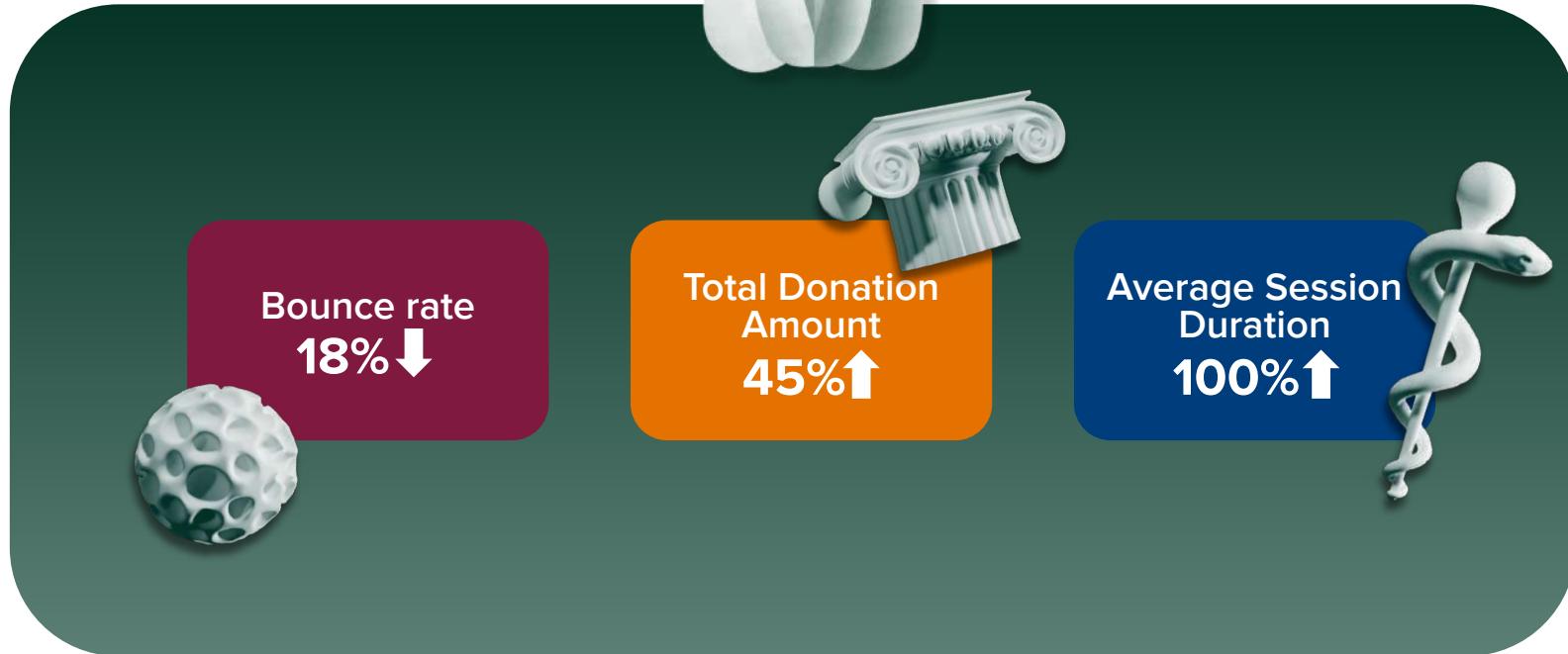
SEE THE POSSIBILITY FOR OUR FUTURE

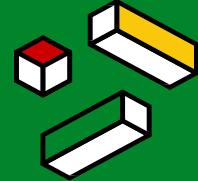
NUS Giving

UIUX | Web Design & Development



Results





UPDATING A 1000+ PAGE WEBSITE WITH MODERN, MOBILE-RESPONSIVE DESIGNS

Duke-NUS Website Refresh

Case Studies



Duke-NUS

THE CHALLENGE

Update the current Duke-NUS 1000+ page website look & feel with a modern aesthetic using mobile-responsive designs that please stakeholders across the school's executive board and department heads.

THE INSIGHT

Instead of doing a sitewide CSS overhaul, save budget and focus on building key page templates. This requires designing an overall look & feel then developing Sitefinity components than can be used across multiple page templates.

THE SOLUTION

- Run surveys to understand end-user and stakeholder needs, then hold a workshop to align on website goals, objectives, purpose
- Identify all target audiences and perform a user journey mapping exercise
- Produce page template design that adds breath, elegance, and prestige to the Duke-NUS website
- Build a list of Sitefinity components that can be used across page templates

Current Website

The screenshot shows the Duke-NUS Medical School website homepage. At the top, there is a banner for the "OPEN HOUSE 2023" event on April 15, 2023, from 10am to 1pm. Below the banner, there is a photo of three people in blue scrubs standing outdoors. The main content area features a "SPOTLIGHT" section with a blue background and several news items. On the right side, there is a "EVENTS" section showing upcoming events like "15 APR 2023 - 15 APR 2023" and "22 APR 2023 - 23 APR 2023". There is also a "MAILING LIST" section with a photo of a group of people. The footer contains a quote from Prof. Sattu, a link to the Duke-NUS Medical School magazine, and social media links.

Case Studies

Duke-NUS

END-USER & STAKEHOLDER SURVEY

These surveys, with over 100 responses, helped us align stakeholder expectations with end-user needs.

Persona specific

Overall Design Experience

- Faculty/ staff
- Prospective Students
- Current Students
- Vendors/Suppliers /Agencies

What is most attractive?

- Color
- Imagery & Graphic
- Programme Information

What is least attractive?

- Lack of clear CTA
- Unclear menu items
- CTAs are red specific information
- Text heavy

What are the issues found in design?

- Too many clicks
- Not sure which tab to go to first
- Information not highlighted clearly
- Not sure which tab to go to first
- Information not grasped intuitively

Things you would like to Improve/see more

- Clear CTAs
- FAQs to be added
- Storytelling section
- Dynamics & Welcome website



Overall Content Experience

- Faculty/ staff

Faculty/staff find the most appealing content **About Us**, media coverage and webinars, however, they are more interested in learning about students, faculty, alumni, research publications and corporate partnerships. Currently they find least appealing content about programmes and admissions and corporate partnerships.

- Vendors/Suppliers /Agencies

Vendors-suppliers find news and media as most appealing content however they want it to be presented in a more interesting way. They are interested in knowing more about the faculties, research publications and corporate partnerships.



- Prospective Students
- Current Students

Both prospective students and current students feel **About Us** & media and webinars as most appealing content, but the that it could be made more interesting

Infographics, videos/photos, testimonials are the most appealing personas as they want to see engaging videos and images featuring

Overall Survey Summary - findings & insights

1 Purpose

- Duke-NUS website gets a good amount of traffic & major reasons for visitors to get onto website is to get **admission & programme information**, know about **news & media**, **faculty profile**, **events information** & **login portals**.

2 Navigation

- Seamless navigation** through pages by reducing clicks and articulate right flow of information on the website
- Academic programmes should be part of main menu
- Student life & services should have a dedicated page
- FAQs to be included in homepage
- Clear establish CTAs such as Apply Now - Admissions, Learn More - Programmes, Contact Us - Contact Us page, Know More - Faculty Directory
- Simplify the navigation menu

3 Design

- Ensure that color, themes, icon, graphics and images are **seamless and consistent**
- Avoid **text heavy**, cluttered, difficult to **read design** making information or features more stand out.
- Design **should guide** the website user as opposed to making the user hunt around for the information
- Provide **storytelling via videos, photos, graphs,etc**
- FAQ** is missing from homepage



Case Studies

Duke-NUS

The Outcome -

<https://www.duke-nus.edu.sg/>

The screenshot shows the Duke-NUS Medical School website homepage. At the top, there is a navigation bar with links for Giving, Faculty Directory, Career, Contact Us, FAQ, Log in, and Search. Below the navigation is a large banner featuring a blue-toned medical professional and the text: "In the latest episode of MEDICUS - the Podcast: A Duke-NUS team spearheads a genomic surveillance study that uncovers the clues to the next pandemic". Below the banner is a phone number: 877277876. The main content area includes a "Spotlight" section titled "Stomach cancer atlas maps path to better treatments" with a subtext: "This world's largest analysis of gastric tumour cells provides a launch pad for scientists to plan more effective therapies." It features a "Read More" button and a "Explore All News" button. To the right of the spotlight is a photo of a smiling woman with a pink headscarf. Further down the page is a section titled "The Duke-NUS Experience" with a subtext: "Duke-NUS Medical School's core mission is to provide innovative education and impactful research that transform the practice of medicine in Singapore and beyond." There are several small thumbnail images at the bottom of this section. On the right side of the page, there are vertical columns for "Events", "Research & Innovation", "Student Life", and "The Duke-NUS Experience", each containing brief descriptions and small images.

Case Studies

Duke-NUS

The Outcome -
<https://www.duke-nus.edu.sg/>



New software unveils relationships between RNA modifications and cancers

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[Read More](#)

[Home](#) > Research

Lorem ipsum kolom

Cutting-Edge Research

The laboratories of Duke-NUS investigate fundamental biological issues and apply breakthrough advances to clinical treatment.

Latest Breakthroughs



Harnessing AI to speed up cancer diagnosis



Giving children with rare cancers a fighting chance



Injecting accurate medication with a "Syringe Brake"

Signature Research



Cardiovascular and Metabolic Diseases

[Read More](#)



Emerging Infectious Diseases

[Read More](#)



Health Services and Systems Research

[Read More](#)



Cancer and Stem Cell Biology

[Read More](#)



Neurosciences and Behavioural Disorders

[Read More](#)

Research Centres



Centre for Ageing Research and Education



Centre for Computational Biology



Centre for Quantitative Medicine

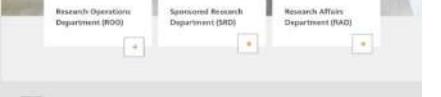


Centre for Regenerative Medicine



Research and Innovation Drivers

From basic basic research to translational research, our Research and Innovation Drivers are at the heart of our mission to translate basic research into clinical applications.



Research Operations Department (ROD)



Sponsored Research Department (SRD)



Research Affairs Department (RAD)



Duke-NUS
Singapore



Institutes of Health



Education & Admissions



Research & Innovation

Case Studies

Duke-NUS

The Outcome -

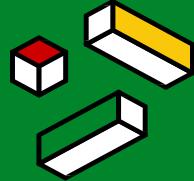
<https://www.duke-nus.edu.sg/>

The screenshot shows the Duke-NUS Medical School website. At the top, there's a navigation bar with links for Education, Admissions, Student Life, Research, Academic Medicine, Innovation, News Hub, and About Duke-NUS. The main content area features a large image of people in a meeting room. Overlaid on the image is a blue box containing the title "Key Leadership Transition at Duke-NUS and SingHealth Duke-NUS Academica Medical Centre". Below the title is a short snippet of text: "Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore." A "gettyimages" watermark is visible in the bottom right corner of the image.

[News Hub](#) > [Media Releases](#)

Media Releases

Date	Headline	Image
09 Dec 2022	Duke-NUS scientists identify gene that controls scarring in damaged hearts	
05 Dec 2022	A dengue vaccine? Duke-NUS scientists identify new findings in a key protein that may help	
24 Nov 2022	Duke-NUS scientists reveal first close-up look at bats' immune response to live infection	
04 Nov 2022	Duke-NUS researchers find polluting particles in the air	
31 Oct 2022	Duke-NUS scientists shed new light on key differences	
20 Oct 2022	Duke-NUS scientists seek to learn about human cancer	



National University
of Singapore

University Campus Infrastructure

ACHIEVING A MORE ENGAGING AND COHERENT USER EXPERIENCE

NUS UCI Website Refresh

Case Studies

NUS UCI

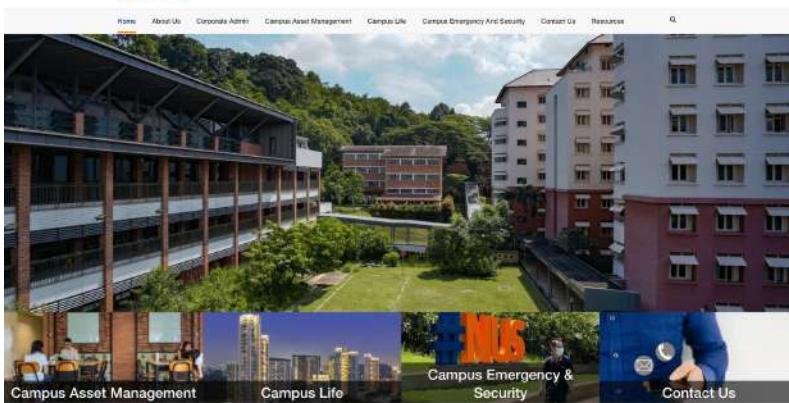
Website Revamp

To recap, to revamp University Campus Infrastructure (UCI) department website (<https://uci.nus.edu.sg>).

The aims of the revamp is to:

1. Make the website coherent in its UCI branding. The current subpages for Campus Asset Management; Campus Life; and Campus Emergency and Security do not have consistent looks as they were separate websites which were collated to form UCI's website during a reorganisation.
2. Make the website more engaging. The current website feels a bit static.

Old Website



Current News



A 5G campus for smart facilities management

NUS' smart campus innovations will get a big boost – thanks to a recently announced partnership with StarHub that will enable the University to incorporate StarHub's latest 5G and Internet of Things (IoT) solutions.

Read more



NUS Sustainability Review 2017-2020

NUS reached a significant milestone in its sustainability journey with the conclusion of its 2017-2020 Sustainability Strategic Plan. Find out how the University has reduced the environmental impact from its operations and created a greener campus over the four years.

Read more



Case Studies

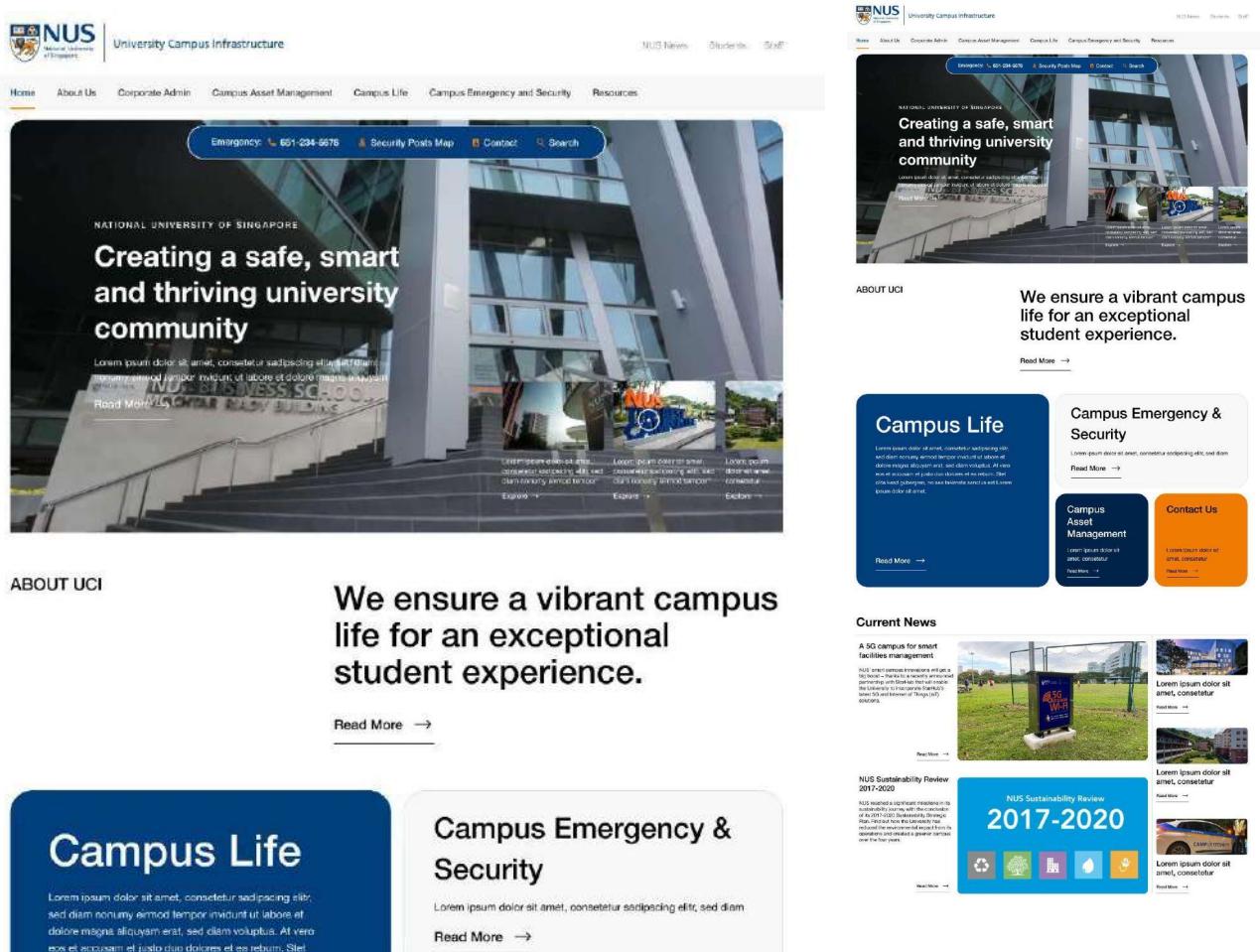
NUS UCI

The Outcome -
<https://uci.nus.edu.sg>

Full website restructured & redesigned with a fresh look & feel with optimised pages for better user journey and navigation and ease of access to the content on the website.

Technical Capabilities:

- Wordpress CMS
- Integrated to back-end
- SEO complaint
- Responsive design
- Google map-integration



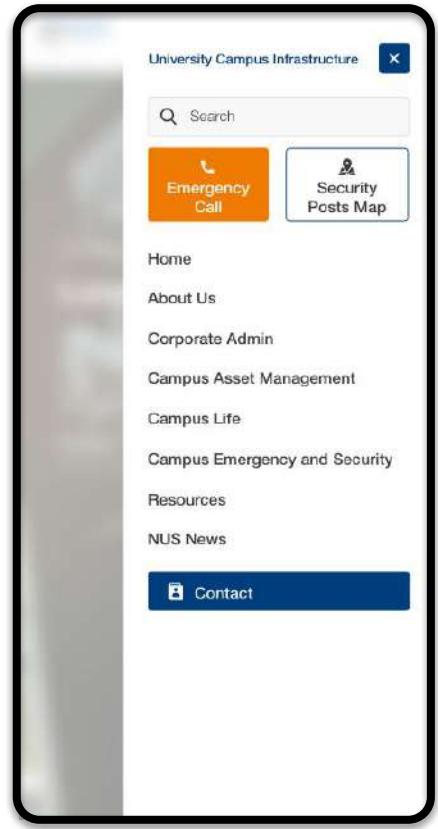
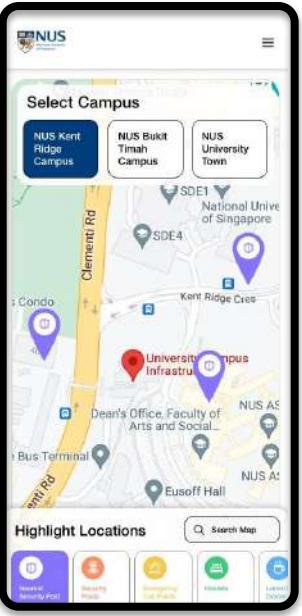
The screenshot displays the homepage of the NUS University Campus Infrastructure (UCI) website. At the top, the NUS logo and the text "University Campus Infrastructure" are visible. The main header includes links for "Home", "About Us", "Corporate Admin", "Campus Asset Management", "Campus Life", "Campus Emergency and Security", and "Resources". A navigation bar below features "Emergency: +65 234-6676", "Security Posts Map", "Contact", and "Search". The main content area features a large image of a modern university building and the headline "Creating a safe, smart and thriving university community". Below this are several smaller images and a "Read More" link. To the right, there are sections for "ABOUT UCI" (with a "Read More" link), "Campus Life" (with a "Read More" link), "Campus Emergency & Security" (with a "Read More" link), "Campus Asset Management" (with a "Read More" link), and "Contact Us" (with a "Read More" link). The footer contains "Current News" sections for "NUS campus for smart facilities management" (with a "Read More" link), "NUS Sustainability Review 2017-2020" (with a "Read More" link), and "NUS Sustainability Review 2017-2020" (with a "Read More" link). The footer also includes a "Footer" section with icons for recycling, a tree, a building, water, and a leaf.

Case Studies

NUS UCI

The Outcome -

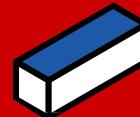
<https://uci.nus.edu.sg>





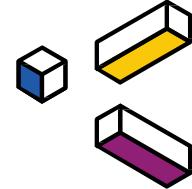
TAILORED MBA JOURNEYS SPARK 588% JUMP IN MONTHLY LEADS

NUS MBA Lead Gen Campaign



NUS Business School

Digital Marketing & Consulting | Creative | Media



CLIENT CHALLENGE

In a word: ***Differentiation.***

NUS provides a wholly unique and transformative MBA experience but their traditional, one-size-fits-all marketing approach wasn't getting this message across.



B2HUMAN INSIGHT

A business person undertakes an MBA for a truly life-changing experience.

To differentiate the NUS MBA, we needed to bring to the fore the incredible range of personal and professional experiences that *NUS* offers.

The NUS MBA programme is arguably, the world's most varied in terms of options and allows you to build a truly **transformative MBA experience**.



Hyper-personalised journeys in action

We designed a persona-driven, multi-channel strategy that targeted seven unique personas with hyper-personalised content and hundreds of optimised creative assets that matched them with the right MBA programme, at every stage of their journey.

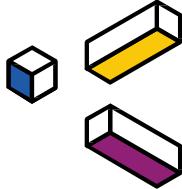


The central collage illustrates the hyper-personalised journeys for different personas. It includes:

- A smartphone displaying the NUS MBA mobile application interface.
- A tablet displaying the NUS Executive MBA landing page, featuring a woman in a white shirt and a download brochure form.
- A large smartphone displaying the UCLA-NUS Executive MBA program schedule, showing a timeline from January to November with various program highlights.

NUS Business School

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Salesforce Integration

The campaign was heavily supported with technical support and integrations for different tools.

On the Salesforce side, we connected the Landing Page forms and the Lead Gen Ads directly with the CRM.

On the landing page, we implemented the forms that we generated in Salesforce. Hence, every time a user fills out the form, the CRM will be updated in real-time.

On the Lead Gen Ads, we use the connectors between Facebook and LinkedIn with Salesforce. Every time a user fills out the Lead Gen Ad Form, the lead will automatically arrive to Salesforce.



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The Programme Builder Tool

Built using the full NUS MBA course catalogue, prospective students uniquely design their own MBA, based on interests and aspirations.

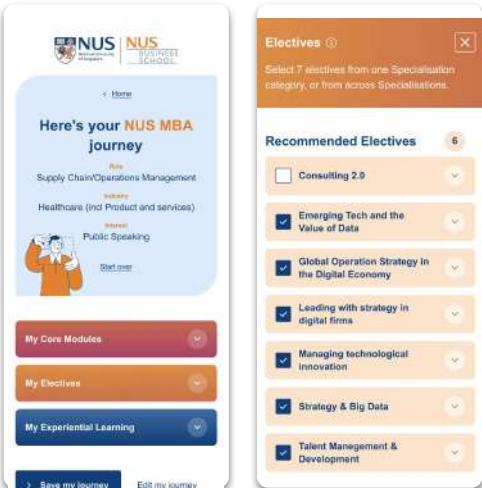
Choices include recommended electives, relevant student clubs, international exchange programmes, internships, and non-academic learning experiences.

Alternatively, they select one of 7 personas, and a full personalised and tailored MBA journey at NUS would build automatically.



NUS Business School

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Built on:



Case Studies

Kaplan International

Challenge, Insight, Action

THE CHALLENGE

Redesign a site with a total number of 500+ courses that has grown and morphed organically over the years.

THE INSIGHT

Courses were arranged by internal business units' process handling, and not by user's needs, leading to an overall poor user signup experience.

WHAT WAS DONE

- User testing
- Information Architecture
- UX overhaul
- Web design and development

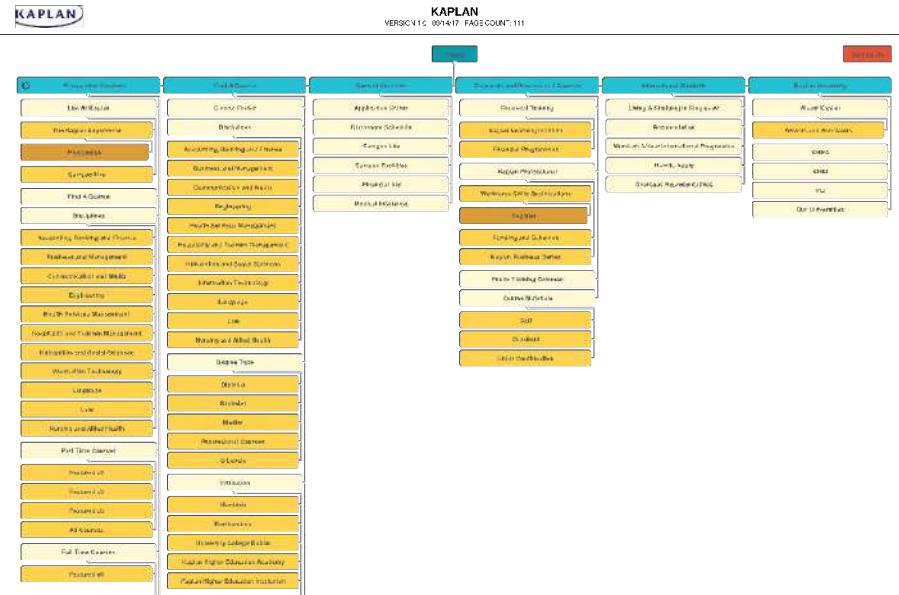
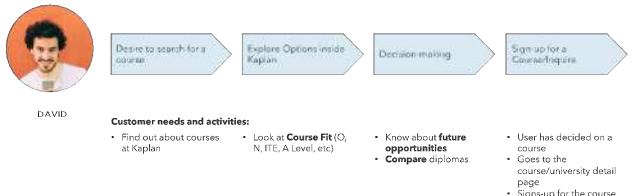
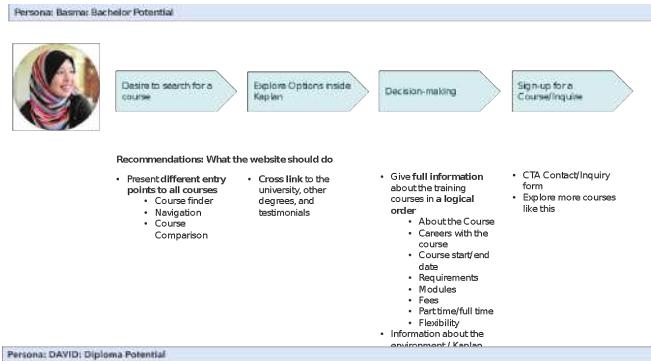


Case Studies

Kaplan International

UX Journey

The requirement gathering exercise along with persona journey mapping helped us develop a sitemap and course finder to increase time on site, user stickiness, and to capture leads.



Case Studies

Kaplan International

The outcome

Website on Wordpress CMS.

Hosting and Security Maintenance by Construct since 2019.

The old website design features a prominent 'Course finder' section at the top. Below it, a large image of a smiling student sitting outdoors. A call-to-action button says 'I achieve the best edge possible. It's my choice.' The page lists various academic and professional courses under categories like Accounting and Finance, Business and Management, Engineering, Hospitality and Tourism Management, Humanities and Social Sciences, International Business, Language, Law, Nursing and Allied Health, and more. At the bottom, there's a small note about Kaplan's accreditations.

Old website design

The new website design is much more modern and user-friendly. It includes a search bar at the top, followed by sections for 'Programme Disciplines' (Accounting, Business & Finance, Computing, Engineering, Hospitality, Law, Management, Nursing, and Science), 'Previous & Events' (with a grid of past events), and a 'Why Kaplan?' section featuring a colorful building facade. The overall layout is clean and professional.

New website design and user experience resulted in **33% increase in traffic** and **18% increase in active users**



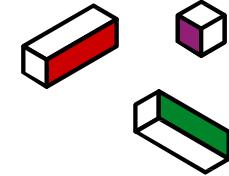
This screenshot shows a 'Search Results' page where users can filter courses by institution. It displays several course offerings from institutions like Murdoch, Monash, Murdoch, and Deakin, each with a thumbnail, title, and a 'View Details' button.



Thank You.

Count on us to create work that works for you, your business and your customers.

5 key questions we ask when we speak to a prospective client



1. Do we have a **conflict**?
2. Do they match our **ambition**?
3. Can they make **decisions**?
4. Do they think in terms of **outcomes** or output?
5. Do they want a **partnership**?



Our solutions and capabilities



UX, Creative Conceptualisation & Content Development

Creative Strategy & Production

Research & Insights
Persona Development
Campaign Ideation
Art Direction & Design
Copywriting / Storytelling
Content Architecture / Messaging
Content Calendar
Graphic Design
Video Production
Photography

User Experience Design

Website Usability survey
Co-creation workshops
UX Research
User Journeys
Service Blueprints
UX/UI Design
Visual Design
Wireframes
Concept Prototypes & Testing
Key pages, Components & Modules
UX & UI Library



Marketing Planning, Activation & Measurement

Integrated Campaign Planning

Communications Strategy
Go-To-Market Planning
Channel Planning
Social Media Management
Influencer Engagement
Playbooks

Performance Marketing

SEM
Email Marketing/ EDM
Display, Native, Social & Retargeting Ads
Conversion Rate Optimisation

SEO

SEO Strategy and Planning
Technical SEO
Link Building
SEO Content

Media Planning

Media Buying
Media Placement



Data and Technology Enablement

Tech Development & Build

Website Design & Development
Mobile Applications
Enterprise CMS Development
E-Commerce
Platform Integration
Technical Architecture
API Development
Custom Web Applications
Cloud Services & Infrastructure Management - Google Cloud, AWS, Azure
UAT
QA testing & performance review
Website & Application Maintenance

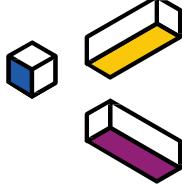
Data Enablement

Data Audit & Strategy
Data Analytics & Visualisation
Customer Data Platforms
Customer Profiling & Segmentation
Custom Data Solutions & Governance
Data Enrichment & Data on Demand
Predictive Analytics & Modeling
KPI Measurement & Reporting



AI and Automation

AI Integrations & Plugins
AI Chatbots
Marketing Automation
CRM Setup & Integration
Large Language Models - OpenAI, Anthropic,



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PEOPLE & OPERATIONS



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CHIEF OPERATING OFFICER



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EMPLOYEE EXPERIENCE
MANAGER



Davinder Singh
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ASSOCIATE PROJECT
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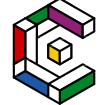


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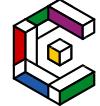


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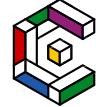


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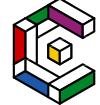


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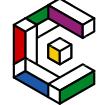


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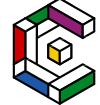


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