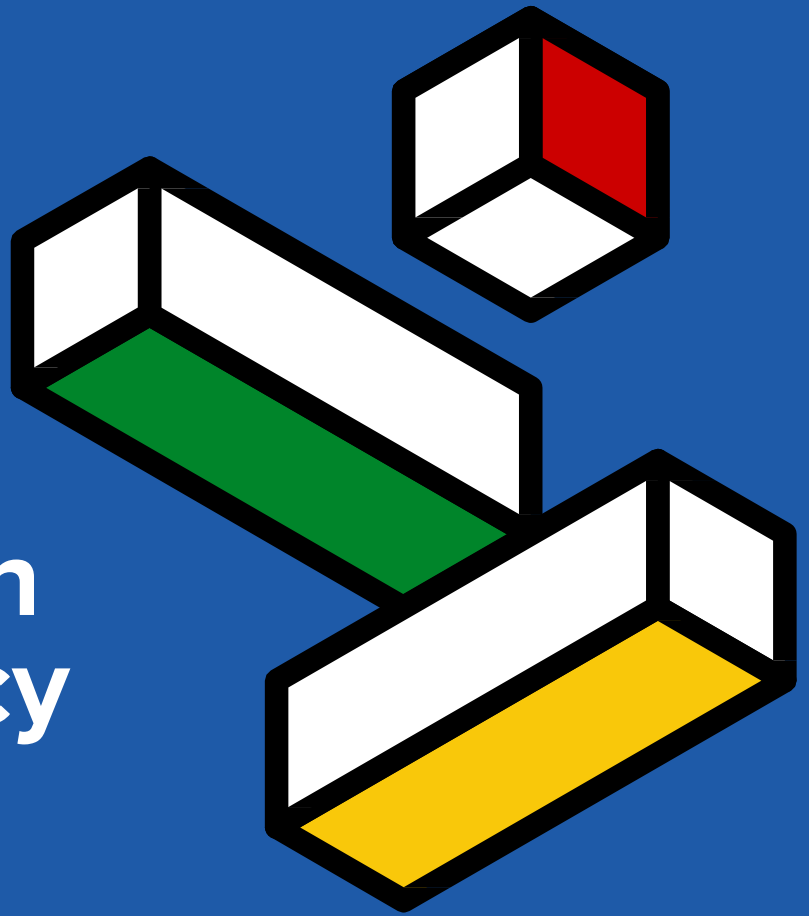
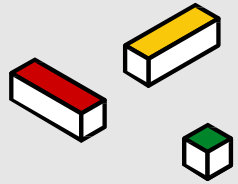
CONSTRUCT DIGITAL



The Results-Driven B2B Digital Agency

2025



2010

The Agencies' Agency

2015

Regional Full Service

2017

Analytics/Film

2020

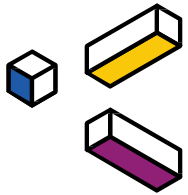
One-stop Consultancy

TODAY

The Results-Driven B2B Digital Agency

We construct compelling marketing solutions grounded in data-driven insights. Our team of digital natives is on a mission to maximise brand health and business outcomes.

What we do



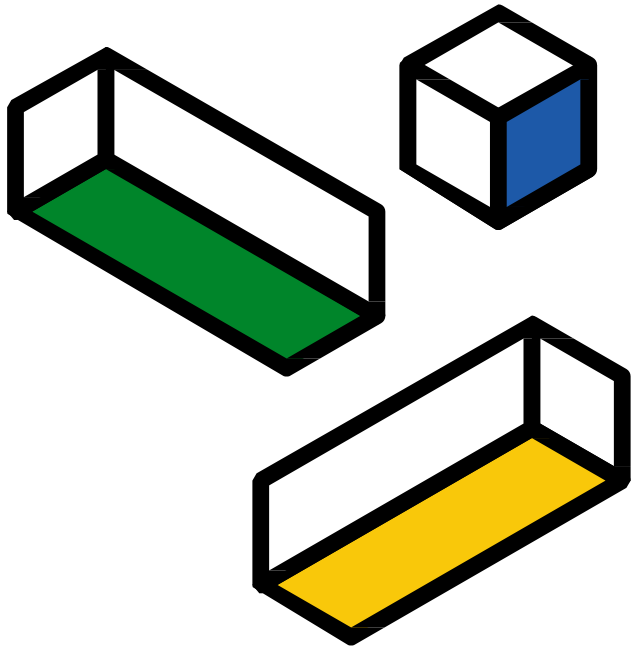
We help brands leverage the power of creativity and technology to deliver real business growth.

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

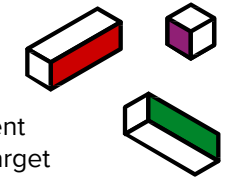


B2Human

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

1 Discovery

High level audit of market, customer and competitor landscape to uncover gaps and opportunities

2 Define

Define the key objectives, strategies and plan of action for the year

3 Design & Develop

Design and develop marketing or product roadmaps for each touchpoint of your target audience

4 Deliver & Scale

Measure effectiveness of the marketing or product efforts and optimise according to future needs

Evaluate and 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

PLANNING & UX

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

TECHNOLOGY

Minh Dang
TECHNICAL ARCHITECT

Tan Nguyen
SENIOR WEB DEVELOPER

Arshad Arsal
SENIOR FRONTEND DEVELOPER

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

TEALIUM

eloqua

salesforce marketing cloud

HubSpot

magnolia

SITECORE

Certifications

HubSpot GOLD

Google Partner

Meta Business Partner

Progress Partner+

Kentico CERTIFIED PARTNER

salesforce

The tools we use

Sitemap, Information Architecture & User Testing

Octopus
miro
OPTIMAL WORKSHOP

Marketing

Looker
ahrefs
SUPERMETRICS
SEMRUSH
mailchimp

Wireframing & Prototyping

Adobe XD
Figma

Graphic, UX/UI Design & Animations

Adobe Photoshop
Adobe After Effects
Midjourney
Adobe Illustrator
frame.io

Frontend

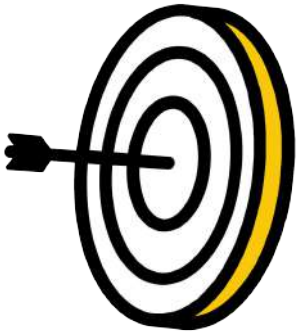
Bootstrap
Tailwind CSS
BULMA
jQuery
Vue.js
React
npm
yarn
gulp.js
Sass
TypeScript
GitLab

Project Management & Web Development Approach

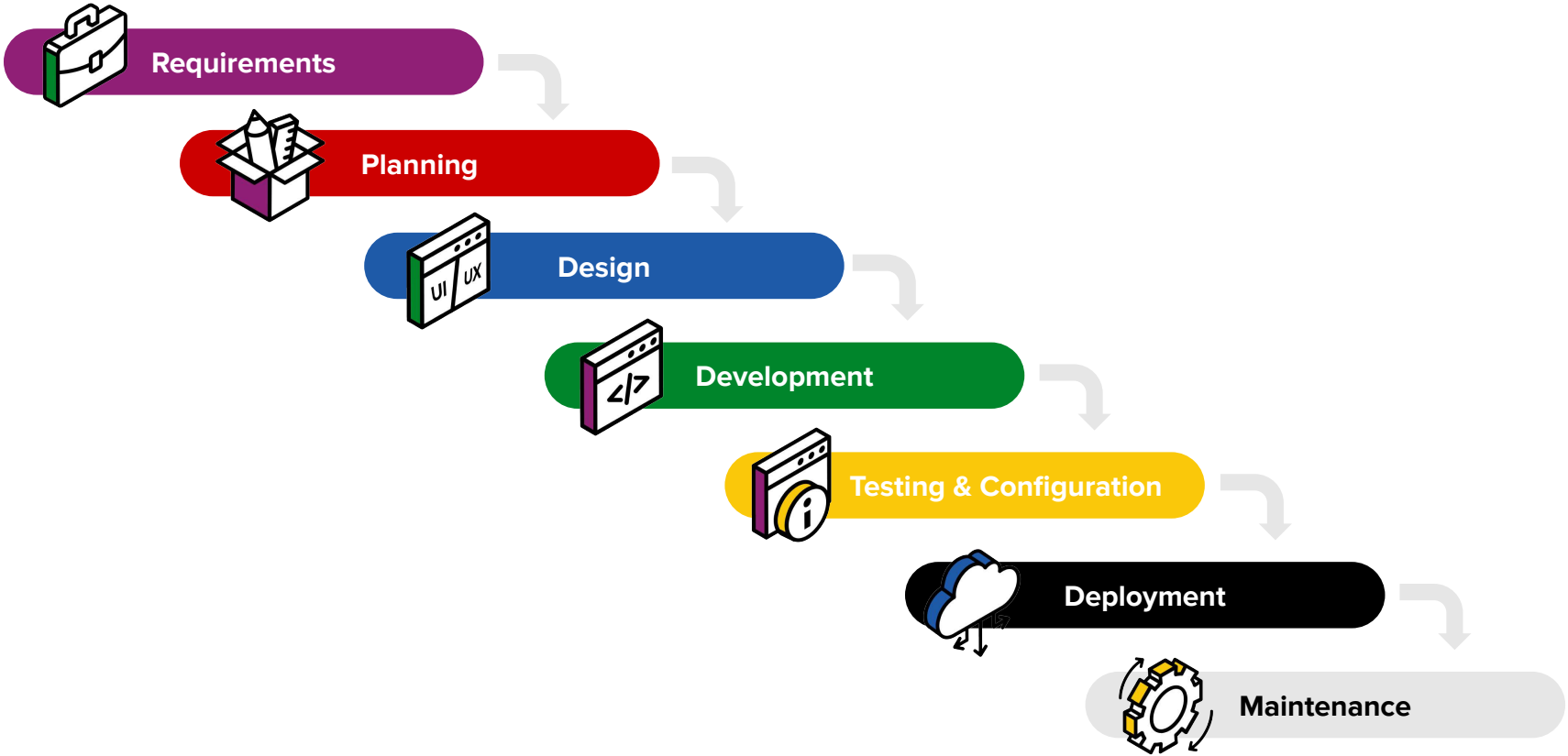
PM

Project Management

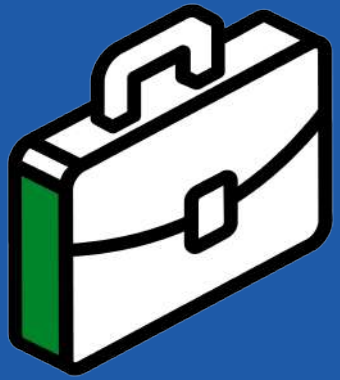
At Construct Digital, we believe our Project Managers are the **core of our client management teams**, bringing us and our clients together to deliver great outcomes in an organised and timely manner.



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

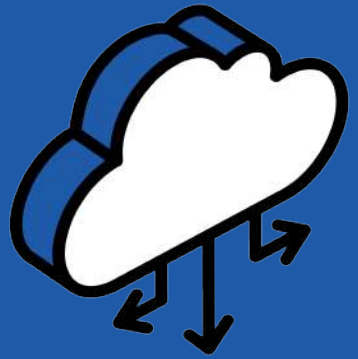
DESIGN

- ✔ 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



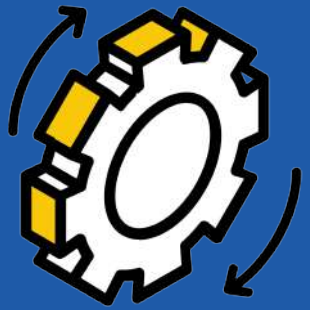
TESTING & CONFIGURATION

- ✔ 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

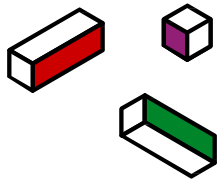
Maintenance



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:

Define	Evaluate	Plan	Align	Execute
Define change requirements	Evaluate requirements and identify scope, time, cost impact	Propose and plan the best course of action	Acquire alignment and approval from key stakeholders	Execute change as per the agreed plan

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

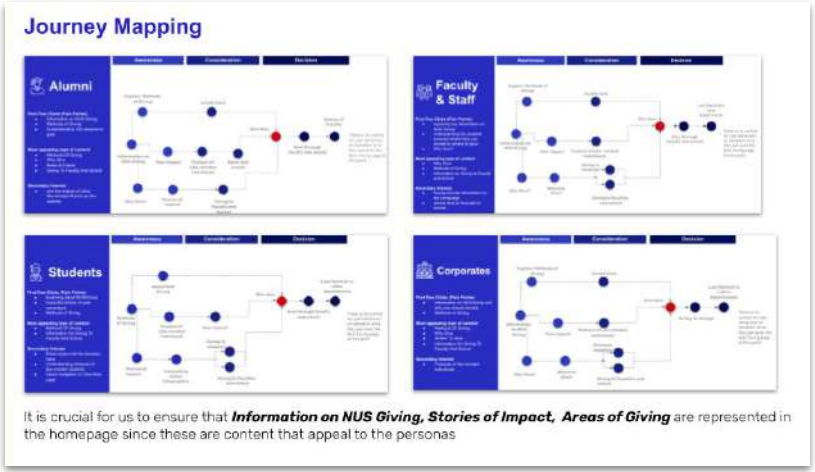
NUS Giving

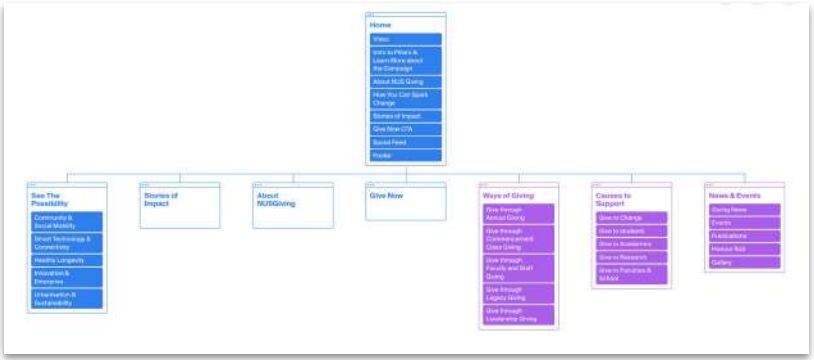
UIUX | Web Design & Development

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

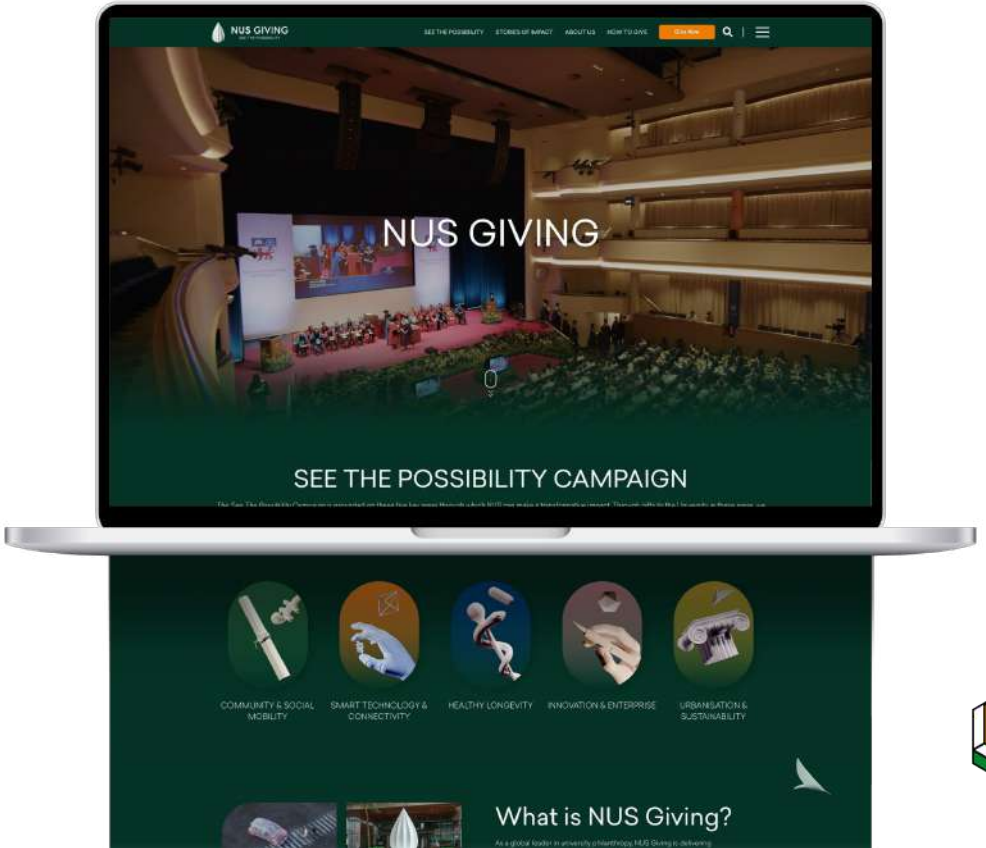
UIUX | Web Design & Development

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:

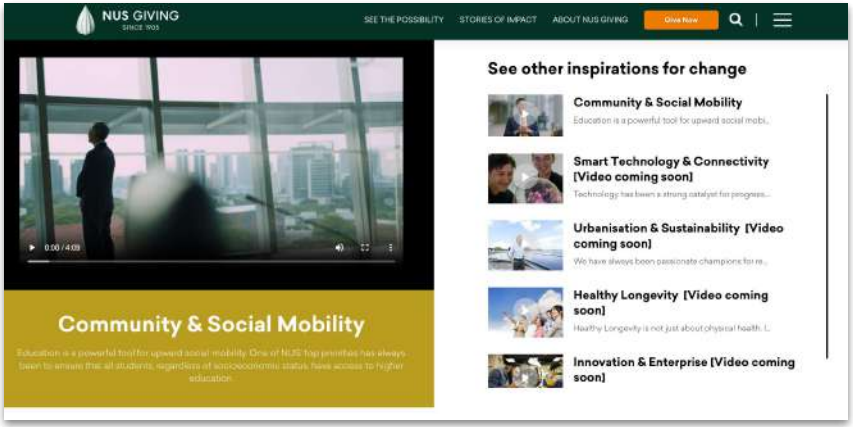
- Sitefinity CMS
- Integrated to back-end for Payment processing



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

NUS Giving

UIUX | Web Design & Development

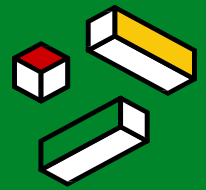


NUS Giving

UIUX | Web Design & Development

Results

CONSTRUCT DIGITAL
The Transformation Agency



DukeNUS Medical School

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

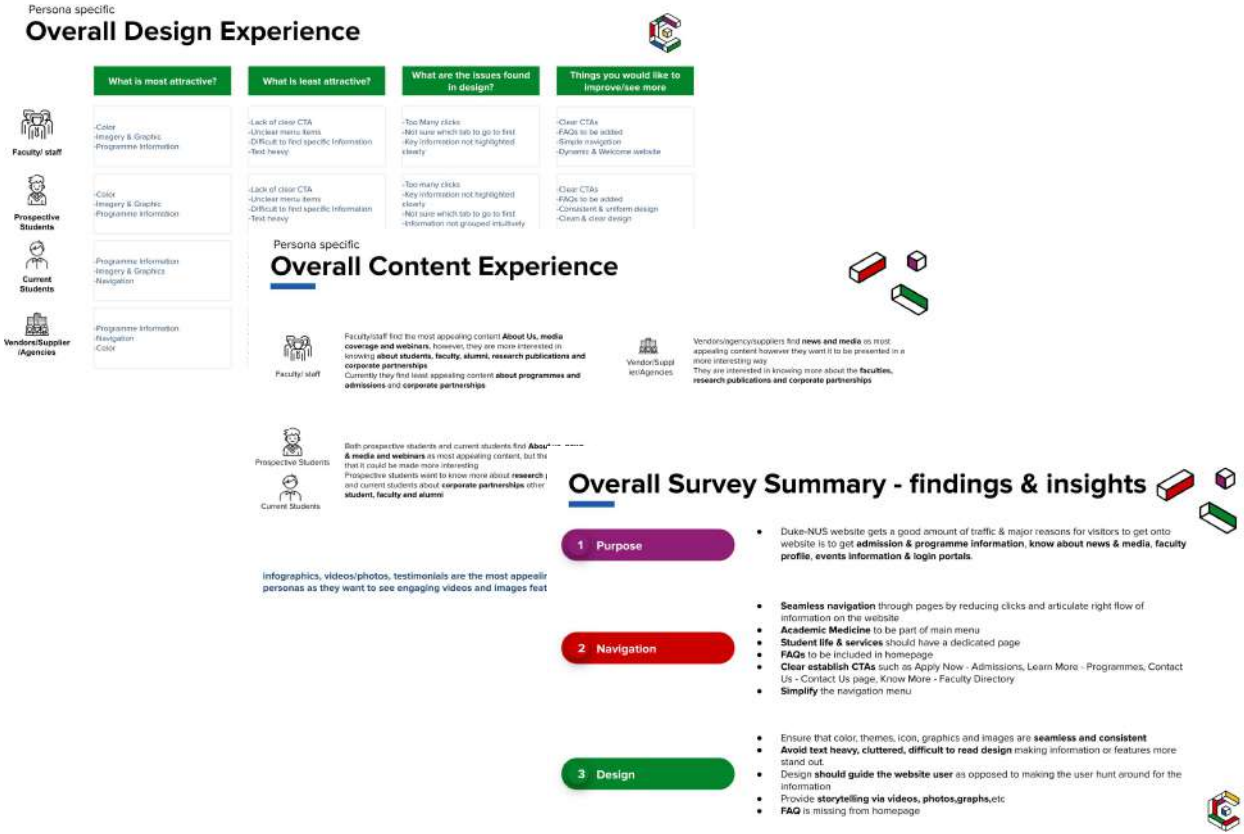
Current Website

Case Studies

Duke-NUS

END-USER & STAKEHOLDER SURVEY

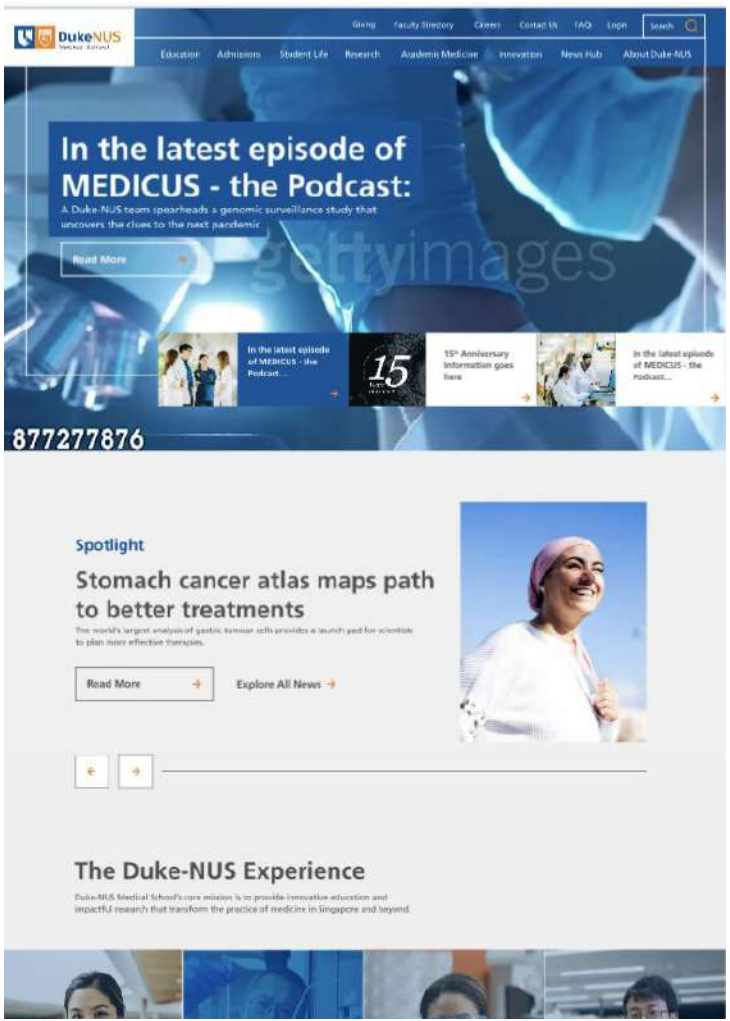
These surveys, with over 100 responses, helped us align stakeholder expectations with end-user needs.



Case Studies

Duke-NUS

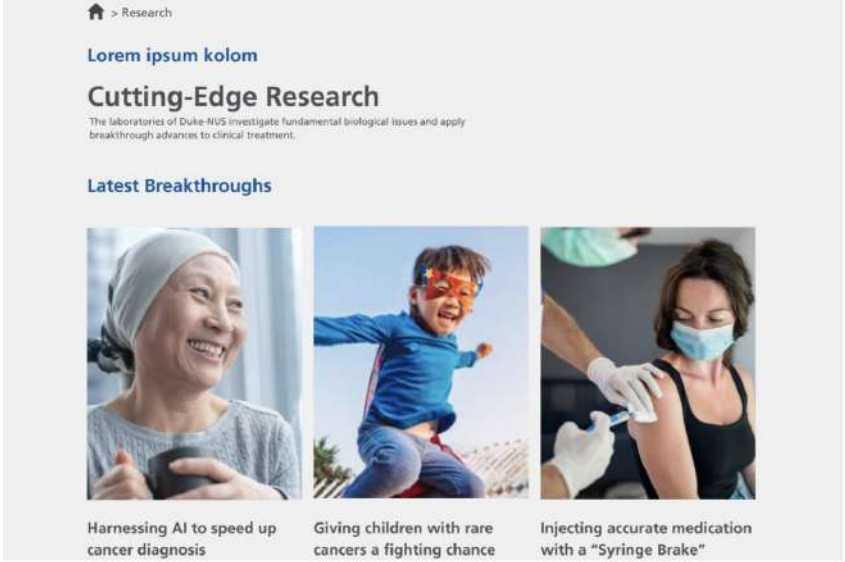
The Outcome - https://www.duke-nus.edu.sg/

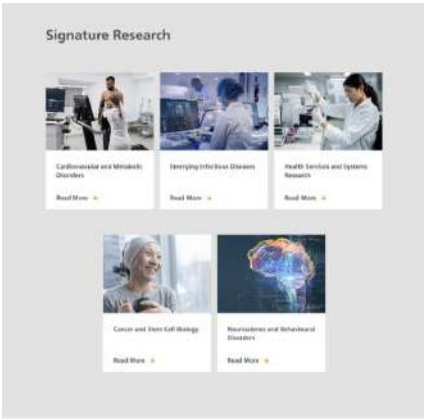


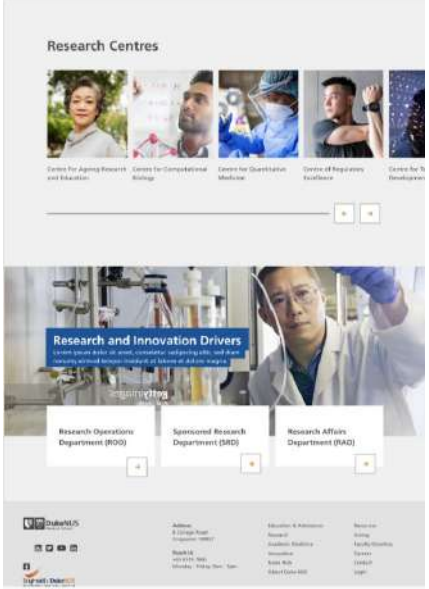
Case Studies

Duke-NUS

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



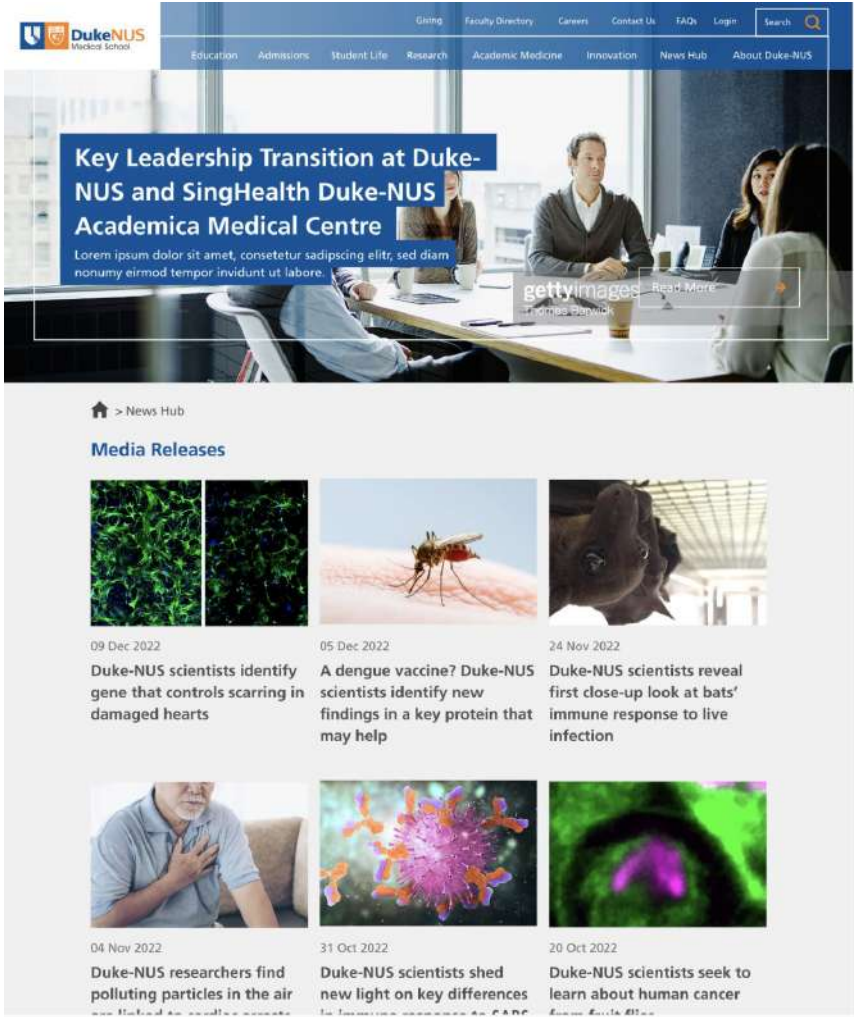




Case Studies

Duke-NUS

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



CONSTRUCT DIGITAL
The Transformation Agency

NUS National University of Singapore | University Campus Infrastructure

ACHIEVING A MORE ENGAGING AND COHERENT USER EXPERIENCE

NUS UCI Website Refresh

Case Studies

NUS UCI

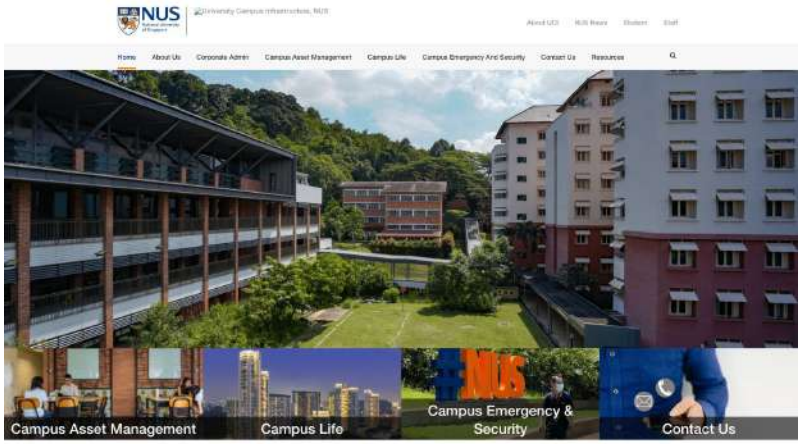
Website Revamp

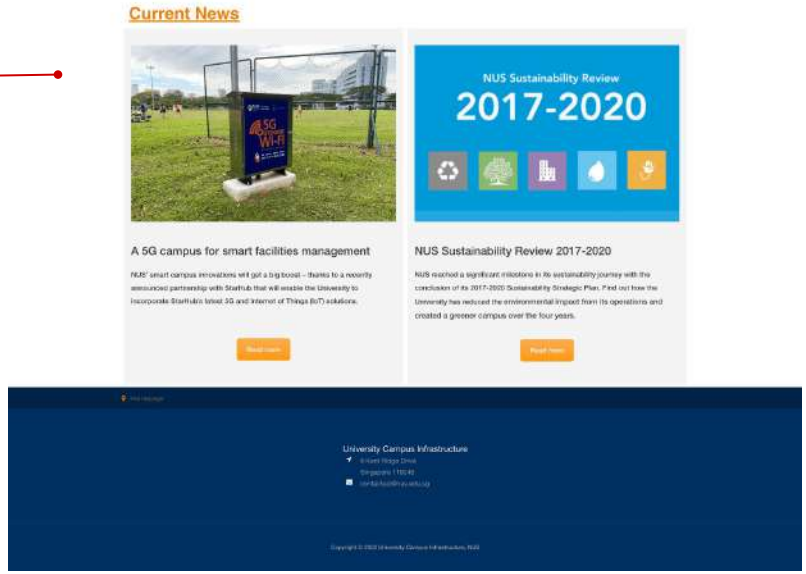
To recap, to revamp University Campus Infrastructure (UCI) department website (https://uci.nus.edu.sg).

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 →





Case Studies

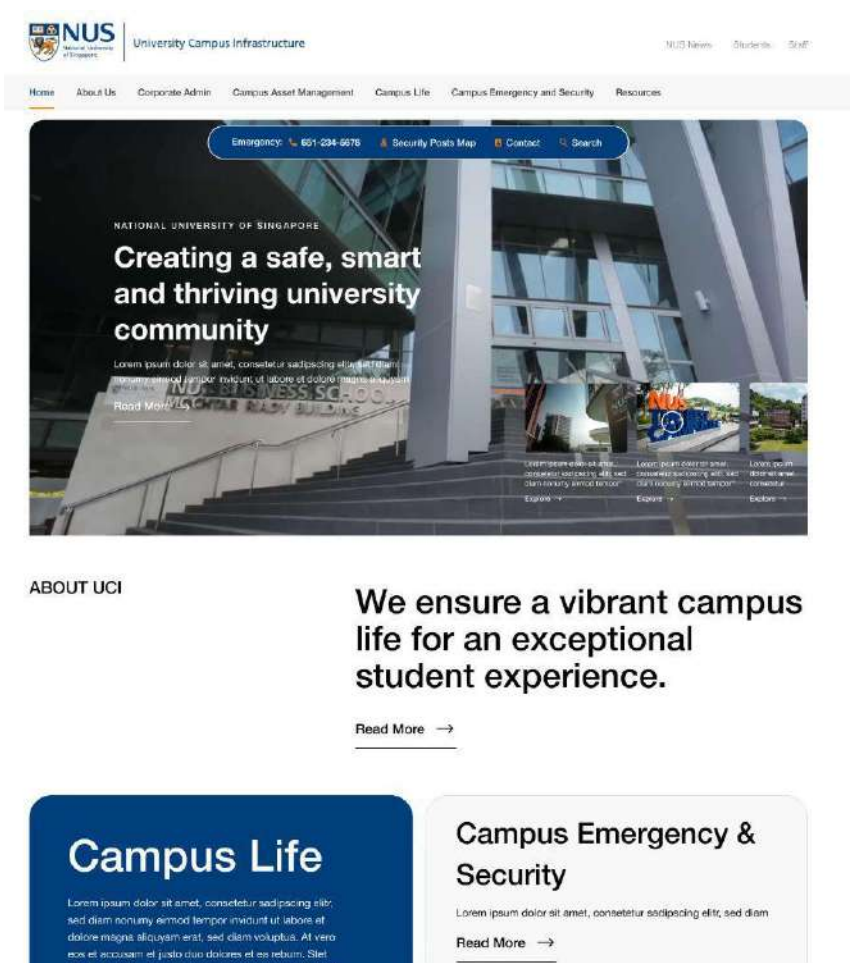
NUS UCI

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:

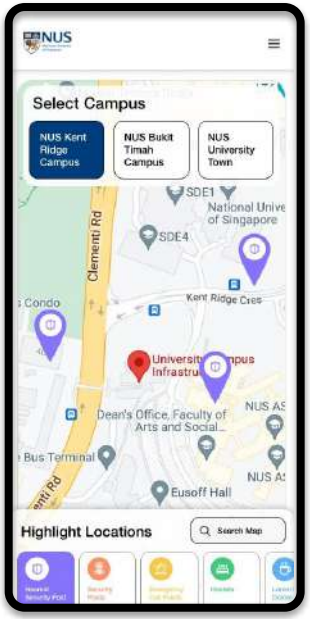
- Wordpress CMS
- Integrated to back-end
- SEO complaint
- Responsive design
- Google map-integration

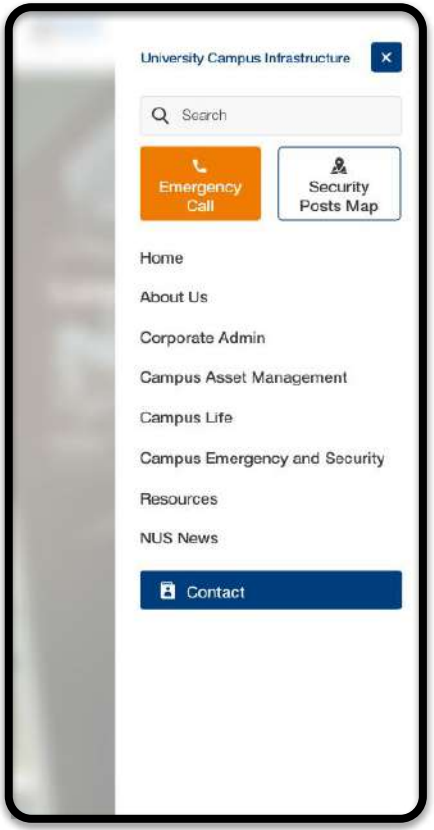


Case Studies

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

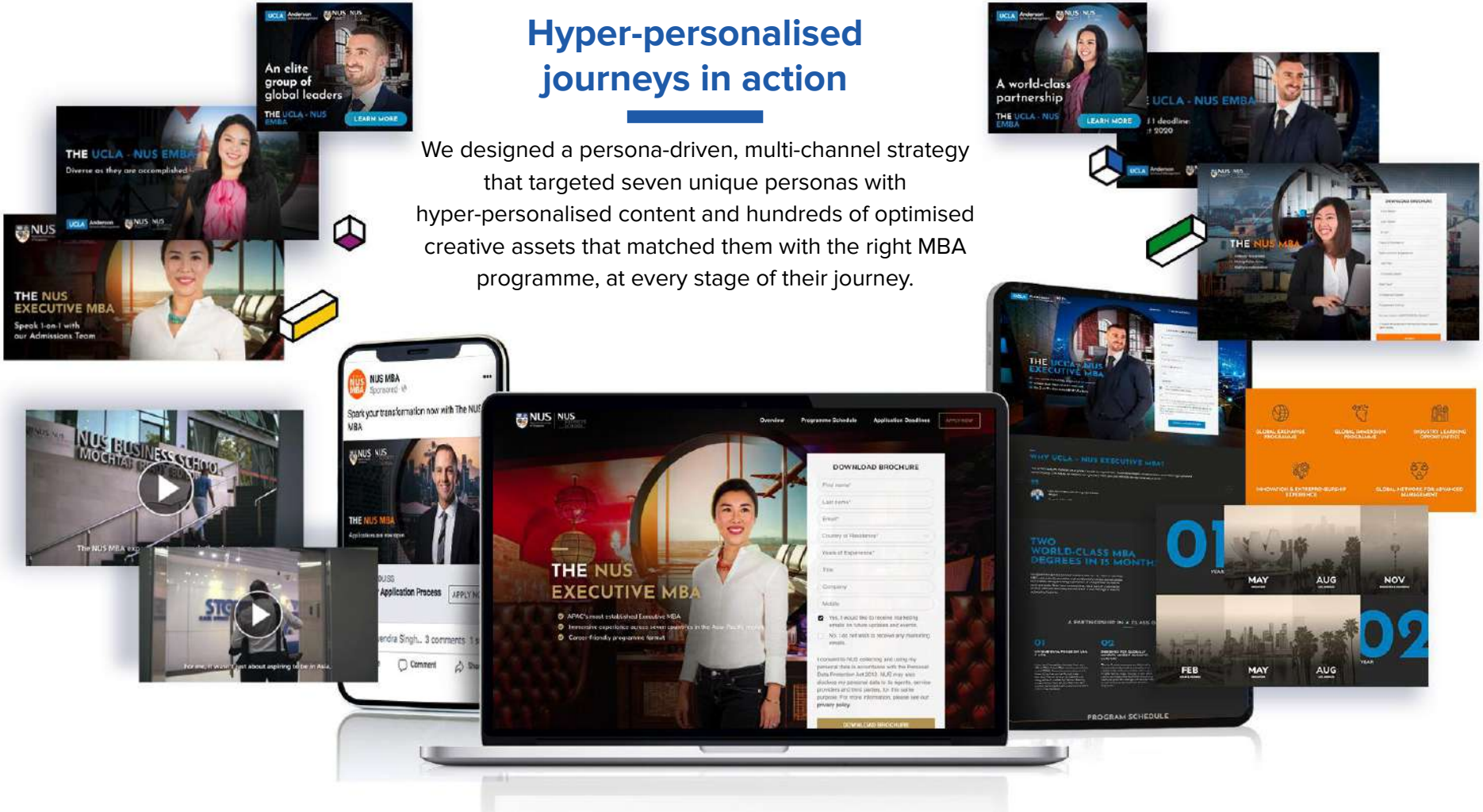
A business person undertakes an MBA for a truly life-changing experience.

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.



NUS Business School

Digital Marketing & Consulting | Creative | Media

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.

NUS Business School

Digital Marketing & Consulting | Creative | Media

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

Digital Marketing & Consulting | Creative | Media

Built on:

WordPress

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

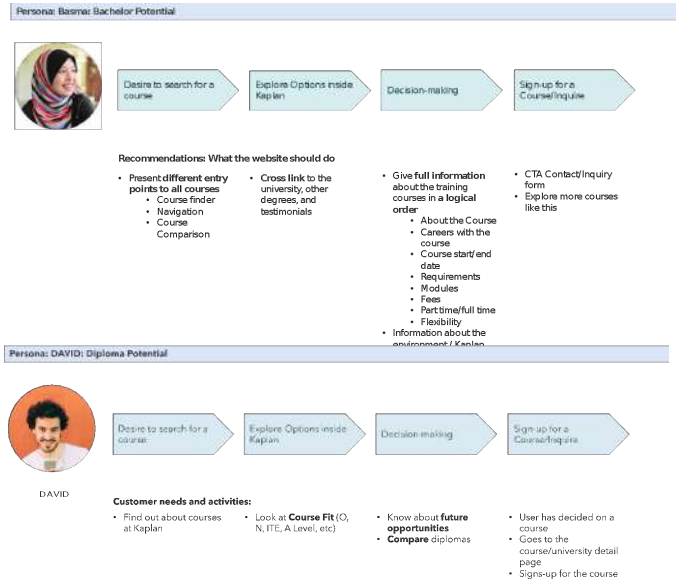
- User testing
- Information Architecture
- UX overhaul
- Web design and development

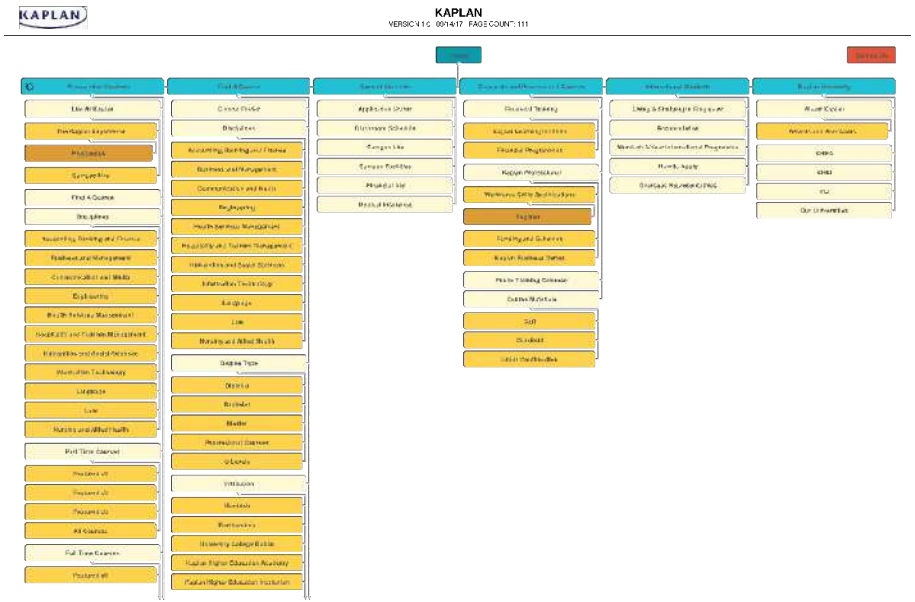
Case Studies

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

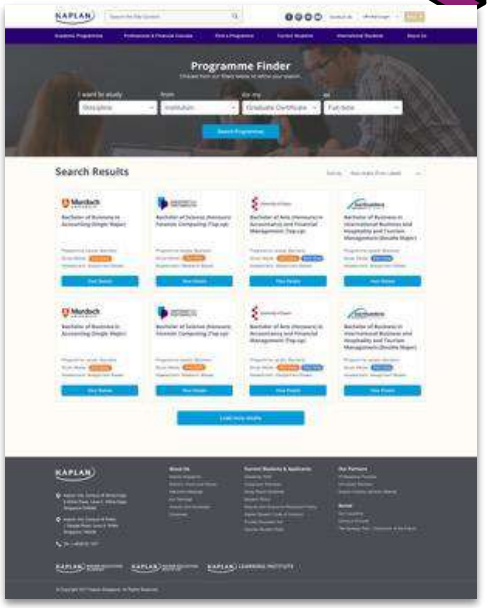
Kaplan International

The outcome

Website on Wordpress CMS.

Hosting and Security Maintenance by Construct since 2019.

Old website design



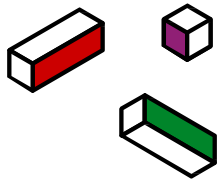
New website design and user experience resulted in **33% increase in traffic** and **18% increase in active users**

Thank You.

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

CONSTRUCT
DIGITAL

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

Brand Design
Brand Strategic Foundations
Brand Narrative
Brand Identity
Brand Guidelines

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

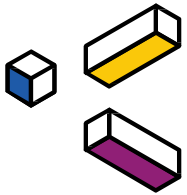
Data and Technology Enablement

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,



Slide not to be used - for team headshots only

PEOPLE & OPERATIONS

Edison Bong
CHIEF OPERATING OFFICER

Jeslynn Seow
EMPLOYEE EXPERIENCE MANAGER

Davinder Singh
FINANCE DIRECTOR

PROJECT & ACCOUNTS

Hu Cheng En
ASSOCIATE PROJECT MANAGER

Elleen Chua
DIGITAL ACCOUNT DIRECTOR

MARKETING

Jeremy Joson
SENIOR MEDIA MANAGER

Levi Nguyen
DIGITAL MEDIA SPECIALIST

CONTENT, CREATIVE & DESIGN

George James Parel
UX LEAD

Luna Gambale
SENIOR ART DIRECTOR

Jez Cabidog
SENIOR CONTENT MARKETER

Rahul Raju
SENIOR EDITOR

TECHNOLOGY

Tan Nguyen
SENIOR WEB DEVELOPER

Arshad Arsal
SENIOR FRONTEND DEVELOPER

Minh Dang
TECHNICAL ARCHITECT

Slide not to be used - for team headshots only

SENIOR CLIENT PARTNERS

John Scott
EXECUTIVE CREATIVE DIRECTOR

Charanjit Singh
CHIEF EXECUTIVE OFFICER / FOUNDER

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

STRATEGY

Aahana Nawab
STRATEGY MANAGER

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

MARKETING

Luis Tejedor
MARKETING DIRECTOR

Jeremy Joson
SENIOR MEDIA MANAGER

Anton Gesmundo
SENIOR SEO & DIGITAL MEDIA SPECIALIST

Levi Nguyen
DIGITAL MEDIA SPECIALIST

Sherlyn Wee
SEO & DIGITAL MEDIA SPECIALIST

Slide not to be used - for team headshots only

USER EXPERIENCE & TECHNOLOGY

George James Parel
UX LEAD

Minh Dang
TECHNICAL ARCHITECT

Luna Gambale
SENIOR ART DIRECTOR

Arshad Arsal
SENIOR FRONTEND DEVELOPER

CREATIVE, CONTENT & DESIGN

John Scott
EXECUTIVE CREATIVE DIRECTOR

Joseph Velasquez
CREATIVE DIRECTOR

Rahul Raju
SENIOR EDITOR

Sharon Low
CONTENT MARKETING MANAGER

Luna Gambale
SENIOR ART DIRECTOR

George James Parel
UX LEAD

Jez Cabidog
SENIOR CONTENT MARKETER

Slide not to be used - for team headshots only

LEADERSHIP TEAM

Charanjit Singh
CHIEF EXECUTIVE OFFICER / FOUNDER

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

John Scott
EXECUTIVE CREATIVE DIRECTOR

Edison Bong
CHIEF OPERATING OFFICER

Davinder Singh
FINANCE DIRECTOR

PEOPLE & OPERATIONS

Jeslynn Seow
EMPLOYEE EXPERIENCE MANAGER

Greg Reinan
ACCOUNTANT

Edison Bong
CHIEF OPERATING OFFICER

Davinder Singh
FINANCE DIRECTOR

TECHNOLOGY

Tan Nguyen
SENIOR WEB DEVELOPER

Arshad Arsal
SENIOR FRONTEND DEVELOPER

Minh Dang
TECHNICAL ARCHITECT

Slide not to be used - for team headshots only

PROJECT DELIVERY

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

Denise Iroy
DIGITAL ACCOUNT DIRECTOR

Elleen Chua
DIGITAL ACCOUNT DIRECTOR

Hu Cheng En
ASSOCIATE PROJECT MANAGER

Lionel Wong
SENIOR PROJECT MANAGER

Gautham Nayak
SENIOR PROJECT MANAGER

PROJECT DELIVERY

Kha Nguyen
DIGITAL PROJECT MANAGER

Dat Nguyen
DIGITAL PROJECT EXECUTIVE

Slide not to be used - for team headshots only

SENIOR CLIENT PARTNERS

John Scott
EXECUTIVE CREATIVE DIRECTOR

Charanjit Singh
CHIEF EXECUTIVE OFFICER / FOUNDER

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

STRATEGY

Aahana Nawab
STRATEGY MANAGER

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

MARKETING

Luis Tejedor
MARKETING DIRECTOR

Jeremy Joson
SENIOR MEDIA MANAGER

Anton Gesmundo
SENIOR SEO & DIGITAL MEDIA SPECIALIST

Levi Nguyen
DIGITAL MEDIA SPECIALIST

Sherlyn Wee
SEO & DIGITAL MEDIA SPECIALIST

Slide not to be used - for team headshots only

USER EXPERIENCE & TECHNOLOGY

George James Parel
UX LEAD

Minh Dang
TECHNICAL ARCHITECT

Luna Gambale
SENIOR ART DIRECTOR

Arshad Arsal
SENIOR FRONTEND DEVELOPER

CREATIVE, CONTENT & DESIGN

John Scott
EXECUTIVE CREATIVE DIRECTOR

Joseph Velasquez
CREATIVE DIRECTOR

Rahul Raju
SENIOR EDITOR

Sharon Low
CONTENT MARKETING MANAGER

Luna Gambale
SENIOR ART DIRECTOR

George James Parel
UX LEAD

Jez Cabidog
SENIOR CONTENT MARKETER

Slide not to be used - for team headshots only

LEADERSHIP TEAM

Charanjit Singh
CHIEF EXECUTIVE OFFICER / FOUNDER

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

John Scott
EXECUTIVE CREATIVE DIRECTOR

Edison Bong
CHIEF OPERATING OFFICER

Davinder Singh
FINANCE DIRECTOR

PEOPLE & OPERATIONS

Jeslynn Seow
EMPLOYEE EXPERIENCE MANAGER

Greg Reinan
ACCOUNTANT

Edison Bong
CHIEF OPERATING OFFICER

Davinder Singh
FINANCE DIRECTOR

TECHNOLOGY

Tan Nguyen
SENIOR WEB DEVELOPER

Arshad Arsal
SENIOR FRONTEND DEVELOPER

Minh Dang
TECHNICAL ARCHITECT

Slide not to be used - for team headshots only

PROJECT DELIVERY

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

Denise Iroy
DIGITAL ACCOUNT DIRECTOR

Elleen Chua
DIGITAL ACCOUNT DIRECTOR

Hu Cheng En
ASSOCIATE PROJECT MANAGER

Lionel Wong
SENIOR PROJECT MANAGER

Gautham Nayak
SENIOR PROJECT MANAGER

PROJECT DELIVERY

Kha Nguyen
DIGITAL PROJECT MANAGER

Dat Nguyen
DIGITAL PROJECT EXECUTIVE