



C R E A T E A M A Z I N G U X

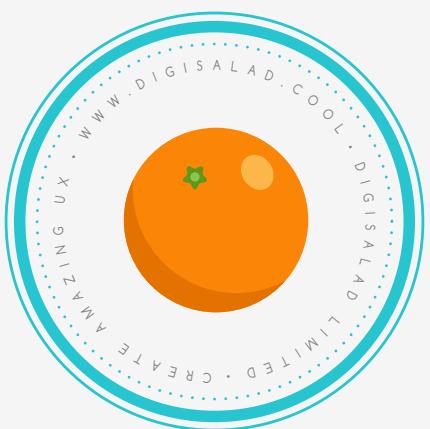
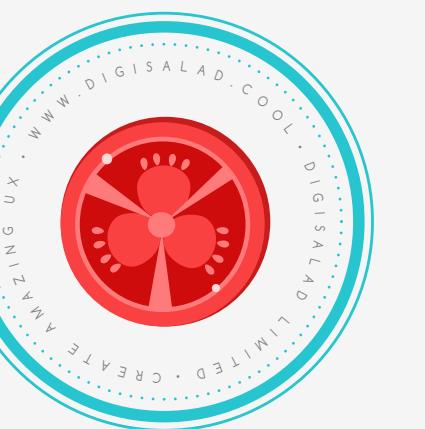
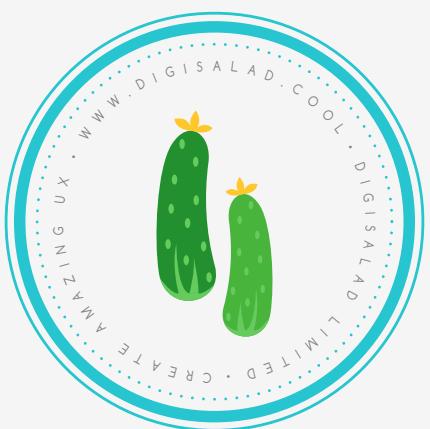
OUR BACKGROUND & INSIGHTS

DigiSalad Limited is a brand-new digital agency in Hong Kong.

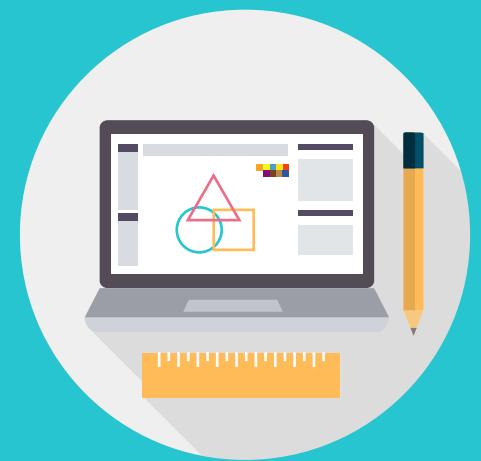
We are very specializing in **User Experience (UX)**, User Interface (UI) design for all digital platforms, such as responsive web, mobile app and kiosk, in order to providing amazing user journey and experience for our client's projects.

We insist that Digital Media is like a salad which mixed by different ingredients, e.g. UX, UI, front and back end coding, mobile app developing, animation, video, interaction, SEO, social media, location marketing, AR / VR, customer loyalty, advertising, digital strategies, email marketing...etc. And we believe that many new unknown "ingredients" will appear in the coming future. Therefore, digital is not only full of challenge, but also a kind of excitement to lead us keeping on learning.

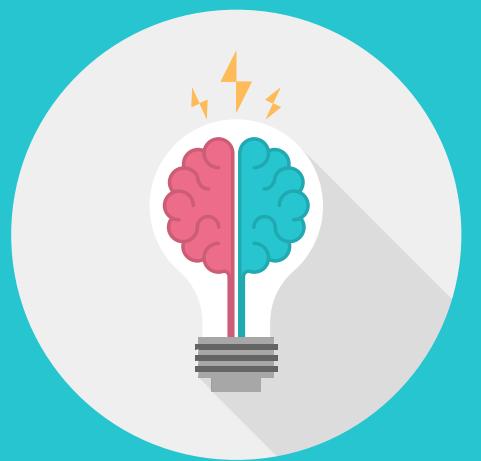
DIGITAL INGREDIENTS



OUR SERVICES



UX Design



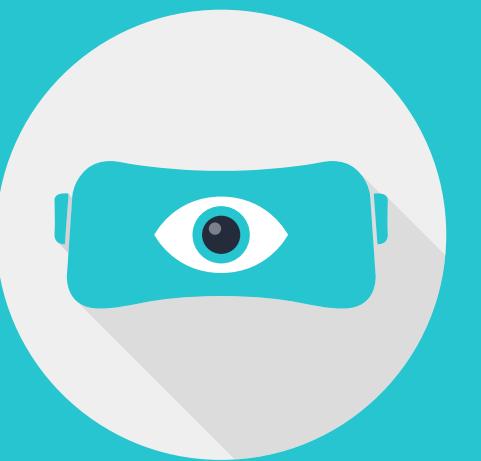
Strategic &
Planning



Responsive
Web Design



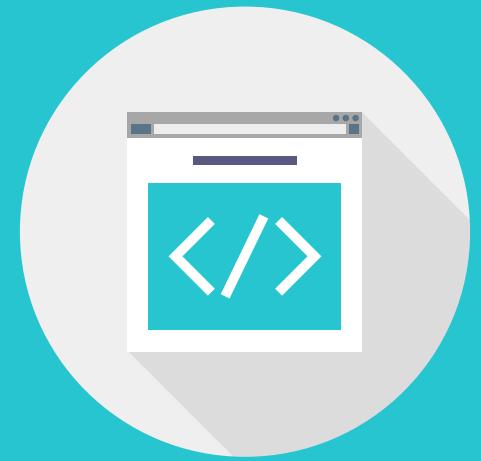
Mobile App
UI Design



Virtual Reality (VR)
Campaign



Motion Graphics
(Video & Animation)



Web Development



App Development



Social Media
Campaign



Email Marketing



SEO



Brand Identity
Design

OUR STRATEGIES



DigiSalad provides wide-range digital solutions and creative ideas. We understand users, their behaviours, what they need and the technology they are using. We believe that users play an essential role in the market, so our direction is to drive results through smart strategy and create amazing user experience.

Our business will be divided into five parts

- 1 Provide UX consultancy services to our clients
- 2 All around digital solutions to our clients
- 3 Produce VR (Virtual Reality) video
- 4 Creative Products
- 5 Corporate Identity Design



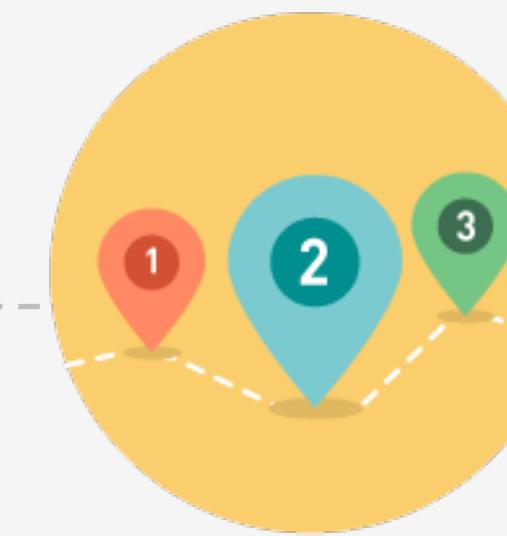
OUR WORK PROCESS



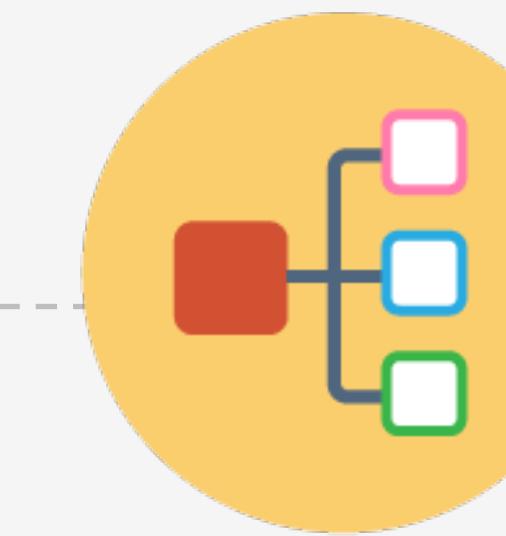
RESEARCH



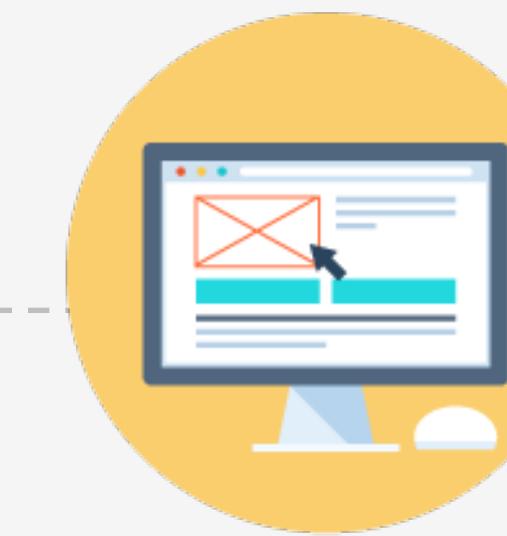
INFORMATION
ARCHITECTURE



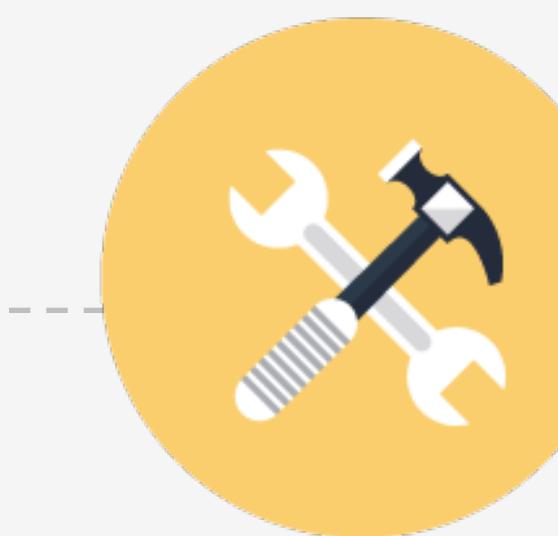
PERSONA &
USER FLOW



SITE MAP



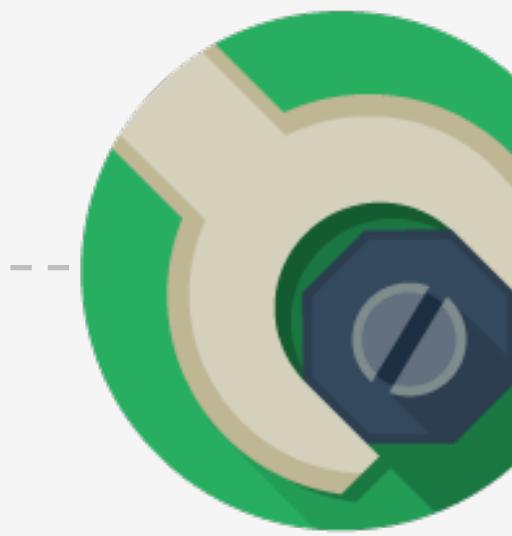
WIREFRAME



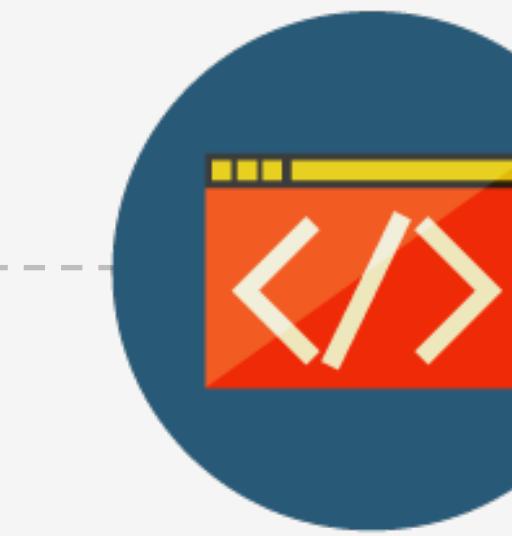
PROTOTYPE



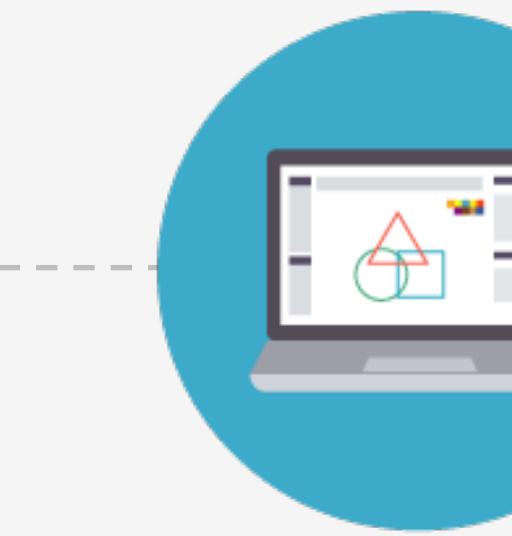
LAUNCH SITE



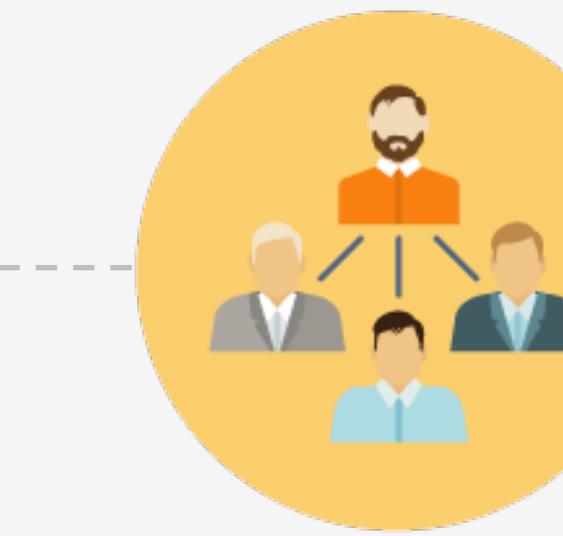
BUGS CHECK & FIX



WEB DEVELOPMENT



UI DESIGN



USER TEST
(A/B TESTING)

OUR FOUNDER



TONY, NG YIU CHUNG - FOUNDER & CREATIVE DIRECTOR

Tony Ng, Founder and Creative Director of DigiSalad Limited, has more than 8 years for digital solutions experience, especially in UX and UI design. In recent years, he strikes various digital awards such as “The Next Big Things” in marketing magazine and “Top Innovator” in City Mobile Challenge.

Tony indicates that a great digital work isn't about designing beautiful pages. It is about context - how do we deliver the right experience to the right person at the right time. The most important thing is how to make your customers have an amazing digital journey and engage your product or website anytime anywhere.

OUR BRAND EXPERIENCE



McCANN&SPENCER



OUR SHOWCASES

HONG KONG INTERNATIONAL AIRPORT APP & WEBSITE REVAMP

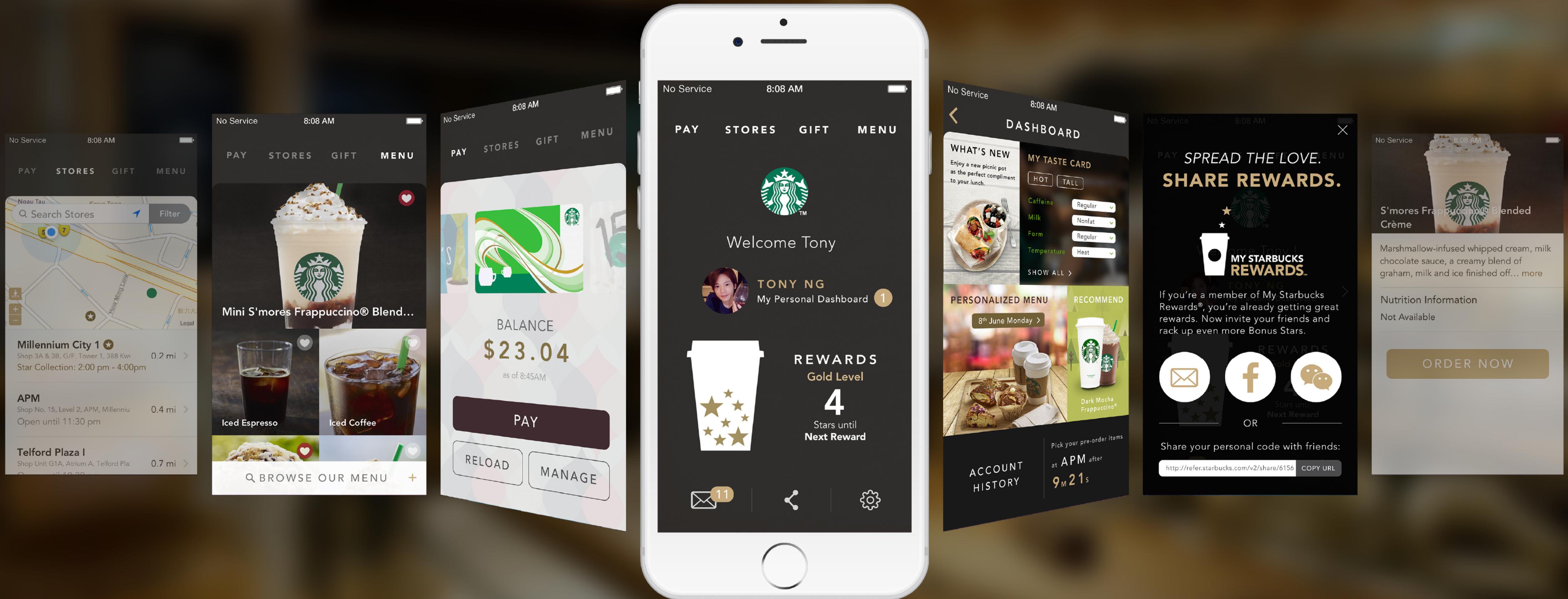


- ✓ Personalization
- ✓ Personal Dashboard
- ✓ Journey Planner
- ✓ Connect with mobile
- ✓ Recommendation
- ✓ Membership
- ✓ Interactive toolbar

POAD TAXI RESPONSIVE WEBSITE



STARBUCKS MOBILE APP UI & UX DESIGN



MIRCOCOBIOME WEB DESIGN

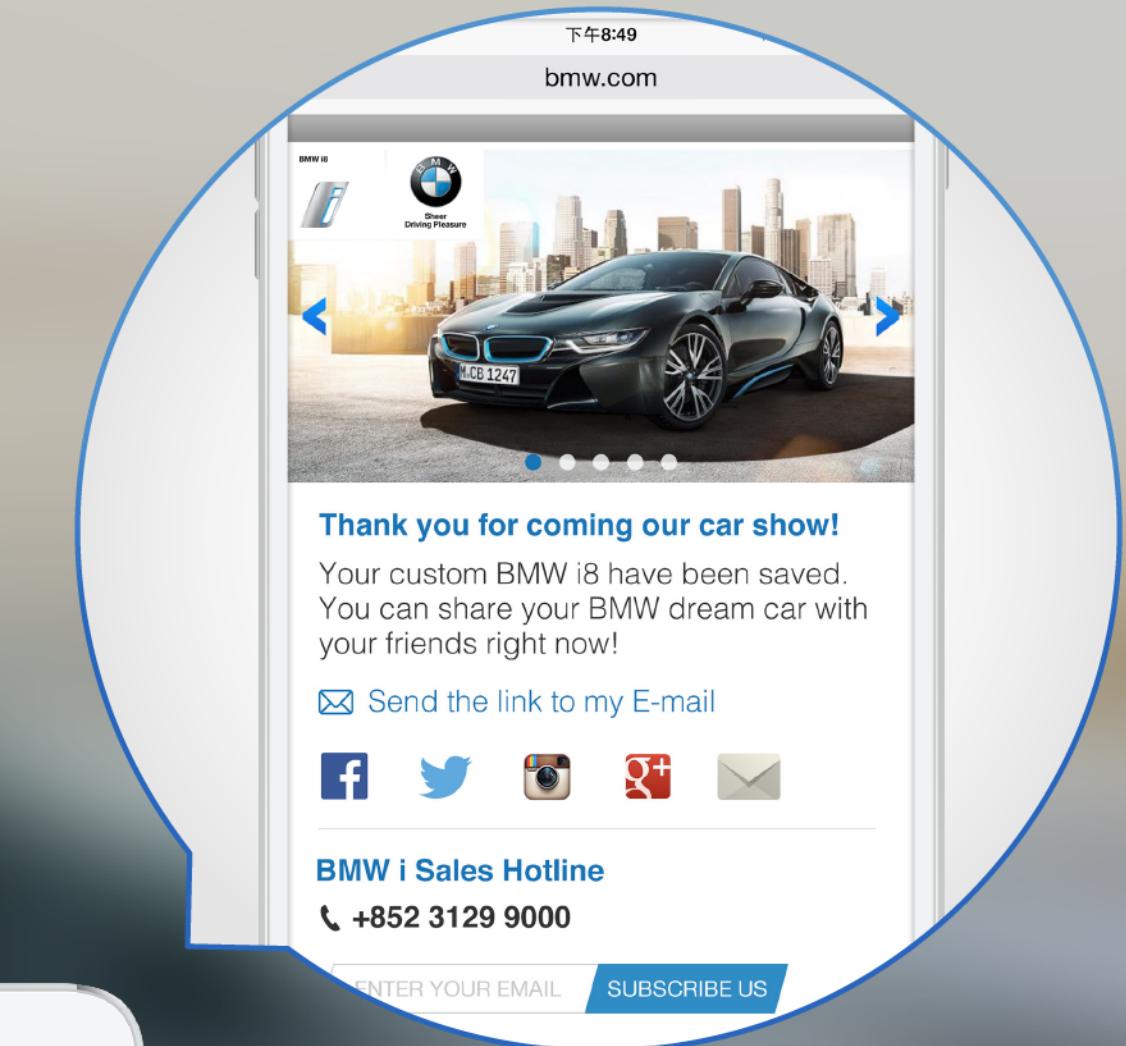
In search of your bacteria



BMW i8 DIGITAL KIOSK

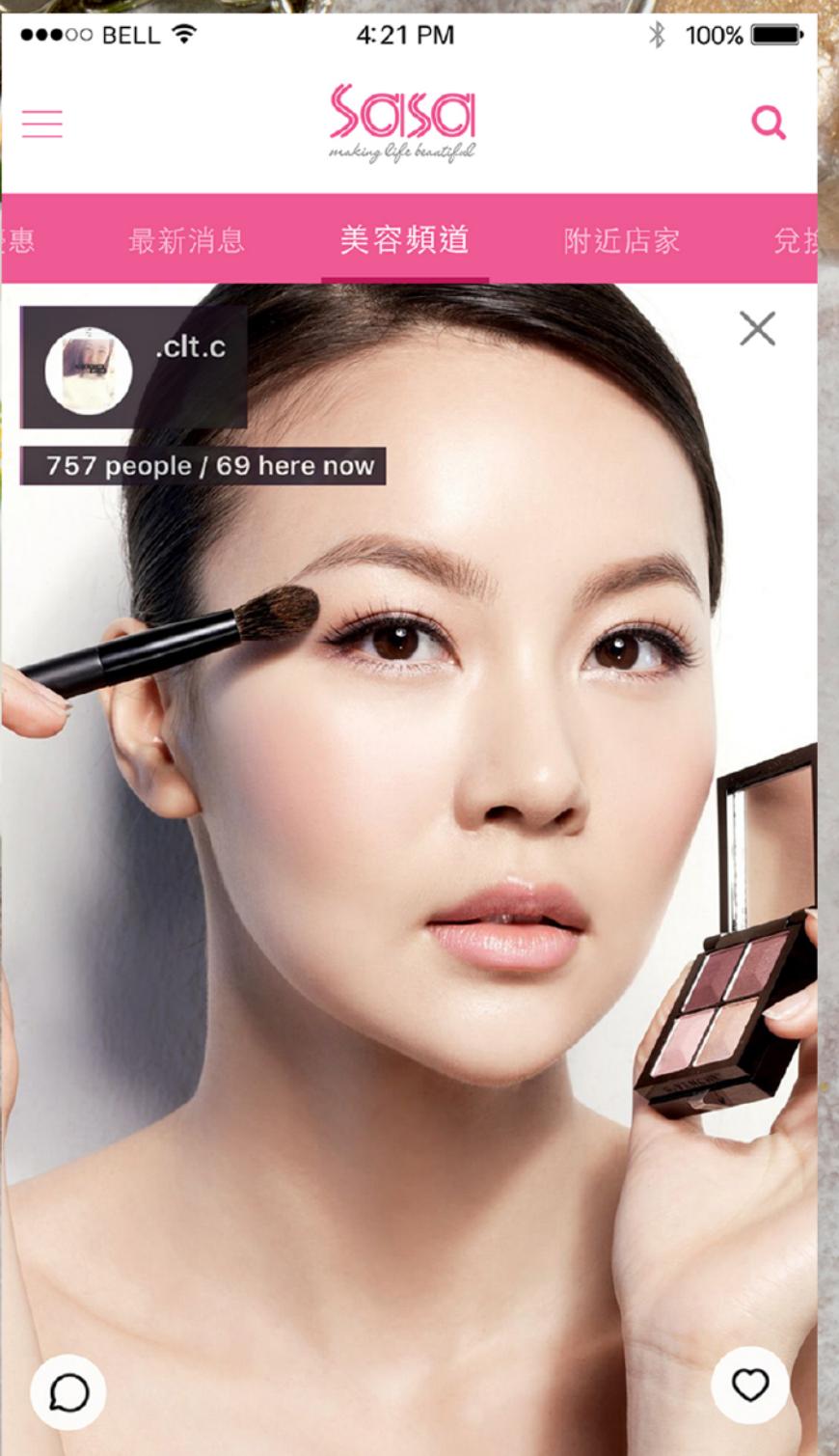
The digital kiosk consists of three main screens:

- Calculator Screen:** Shows the starting price of HK\$727,674, first registration tax of HK\$634,326, and optional accessories like a full-color head-up display and a carbon fiber roof. The total price is HK\$1,372,000.
- Product Overview Screen:** Features a large image of the BMW i8 driving, with a "PLAY VIDEO" button. It highlights the car's "Sophisto Grey brilliant effect with highlight BMW i Blue".
- Save My Car Screen:** Shows the car with its doors open. It includes a QR code for scanning, an "ENTER YOUR EMAIL" field, and a "SEND" button. It also offers to subscribe to the e-newsletter.



SASA HONG KONG

CUSTOMER LOYALTY APP



L'OREAL

SOCIAL MEDIA CAMPAIGN



Because you're worth it.
L'ORÉAL
PARIS

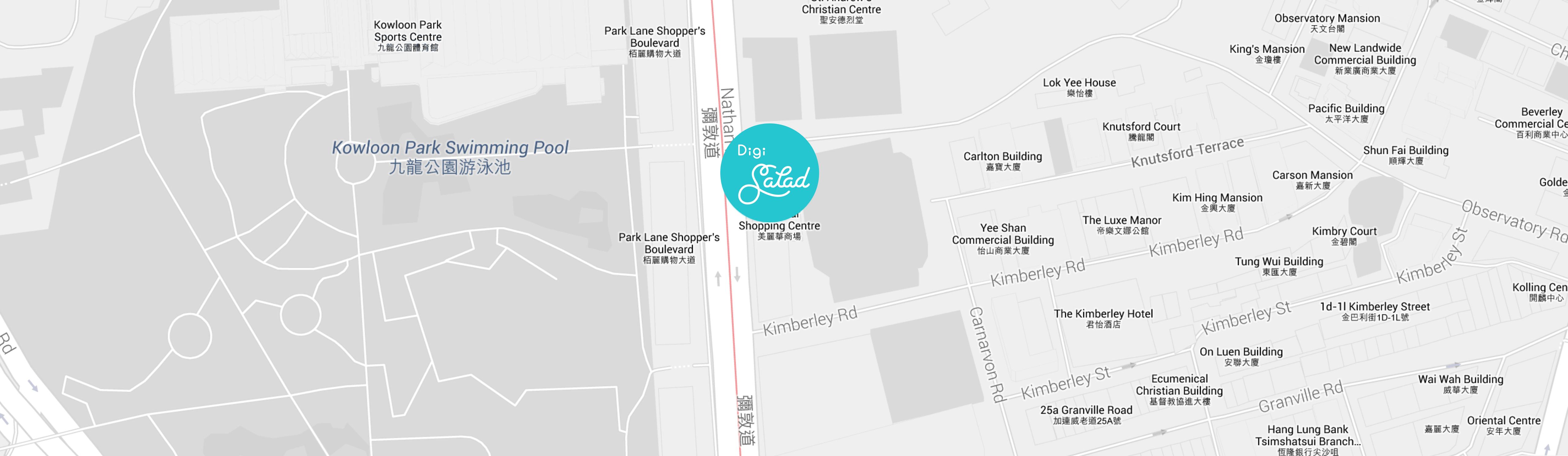
Digi
Salad



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WEI MOBILE APP UI DESIGN





GET IN TOUCH.

We are always here to help

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