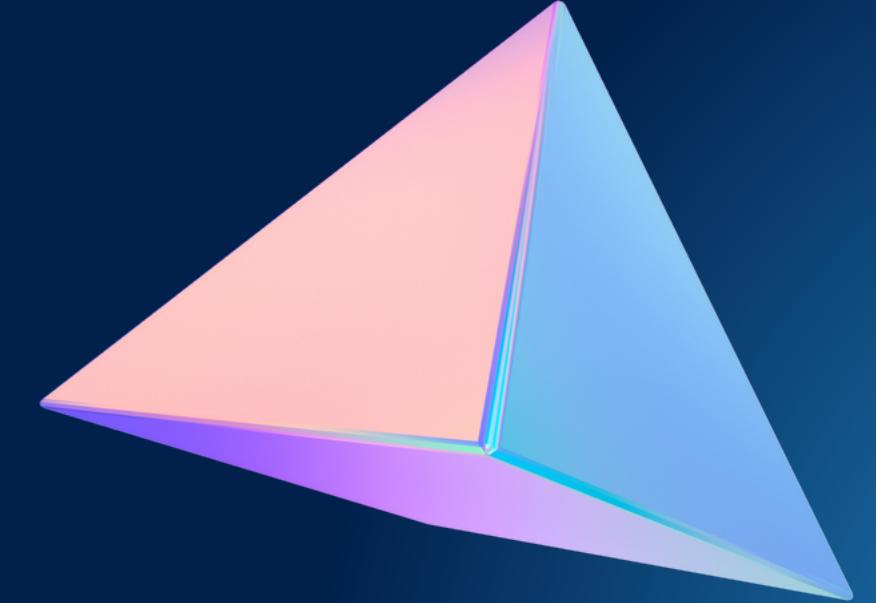




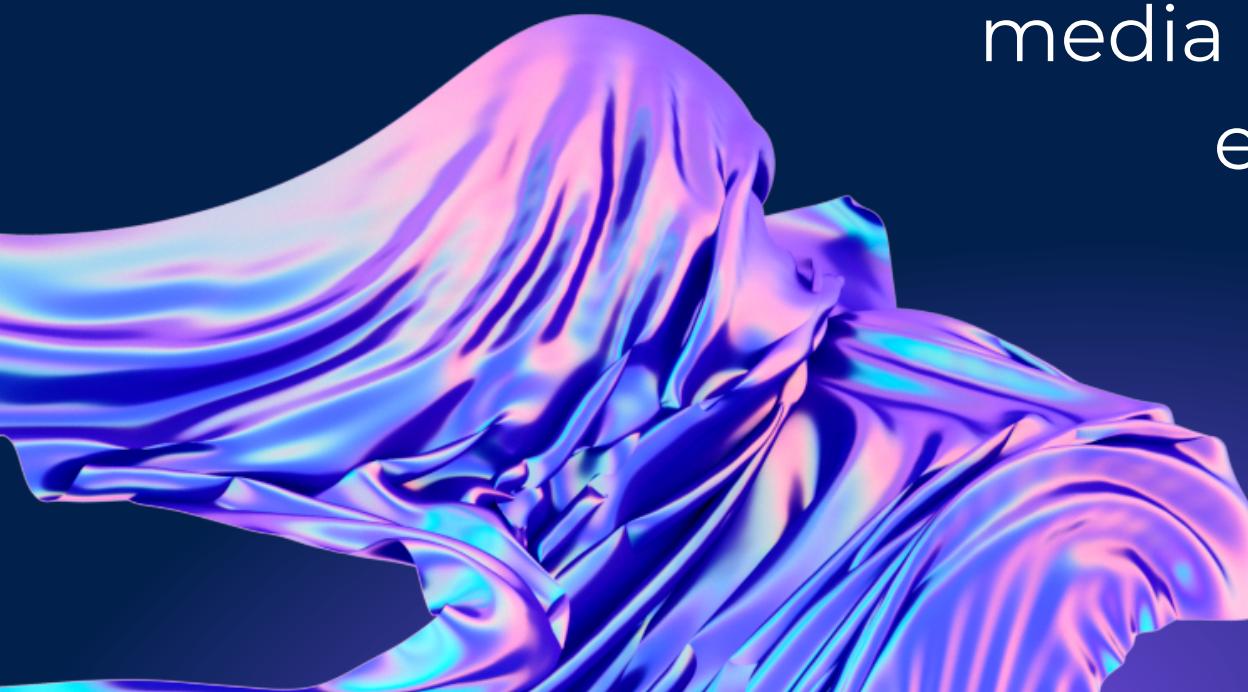
SurpriseMinds IT Consulting

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About Us

SurpriseMinds IT Consulting firm is a dynamic ensemble of seasoned experts dedicated to navigating the complex realms of graphic design, UX design, and social media marketing strategies to thrive in the ever-evolving landscape of the digital era.



Meet the Team



Disha Prabhu
Marketing Lead



Stefanus Welong
UX Analyst



Proposal #1: Chloe Cheesecake

Branding and Social Media





Specifications

- Brand Package Design
- Logos, Colour Palettes, Assets, Illustrations
- Social Media Content
- Brand Conceptualization and Mockups

Why pick us?

- Strategic Expertise: Previous experience on creating branding packages for start-up companies
- Proven Track Record: Over 3 years experiences with social media marketing and content creation
- Audience Engagement: Expertise in creating compelling content that resonates with target audiences, as well as proven methods for increasing engagement and fostering brand loyalty
- Collaborative Partnership: Client-focused collaboration to align branding and social media efforts with business goals, and open communication channels to ensure transparency and client satisfaction.

Proposal #2: Higgzfield Project 2

UX Redesign and Customer Journey Mapping



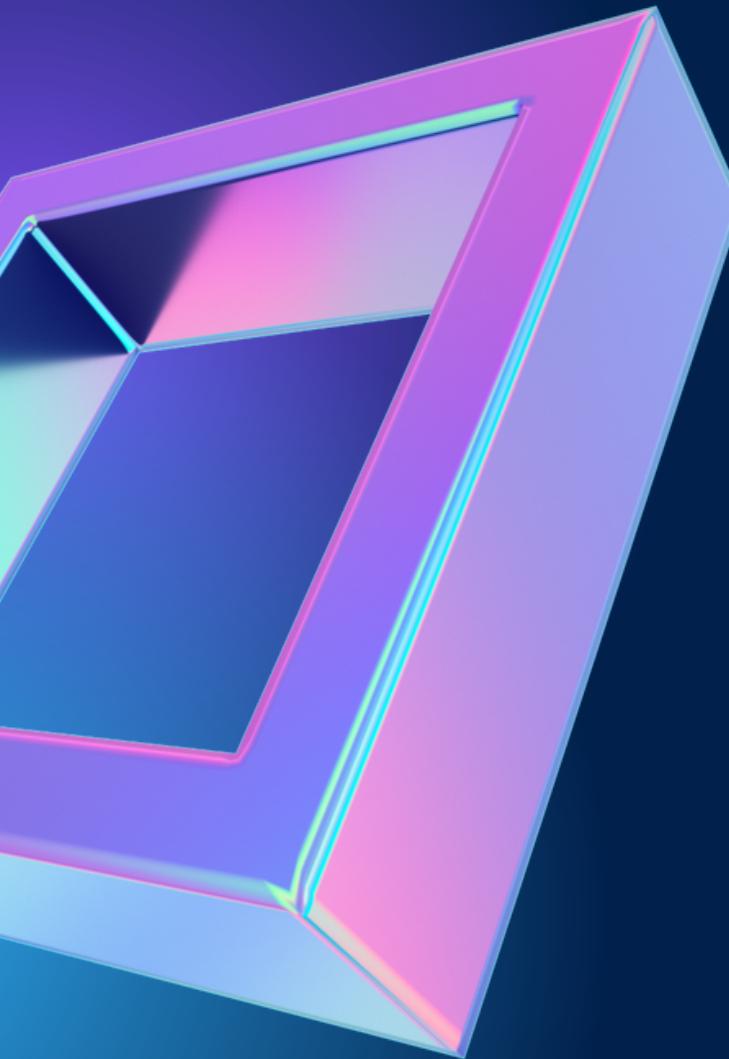
Specifications

- UX Report Analysis
- Detailed Customer Journey Maps
- Flow Optimization
- Website Responsiveness (Web and Mobile)
- Consistent Design for User Experience

Why pick us?



- Experience in conducting UX Design Analysis
 - Evaluation of Wickens' Principles of Display Design
 - Knowledge of Gestalt Principles and Nielsen's Heuristics
 - Usage of NASA TLX to conduct a Cognitive Walkthrough
 - Understanding of WCAG 2.0 and AODA (inclusive design)
- Knowledge of email integration for user-friendly communication
- Familiarity with mobile responsiveness and values consistent design



Thank You