



Shaping interactive experiences.

www.freshform.com

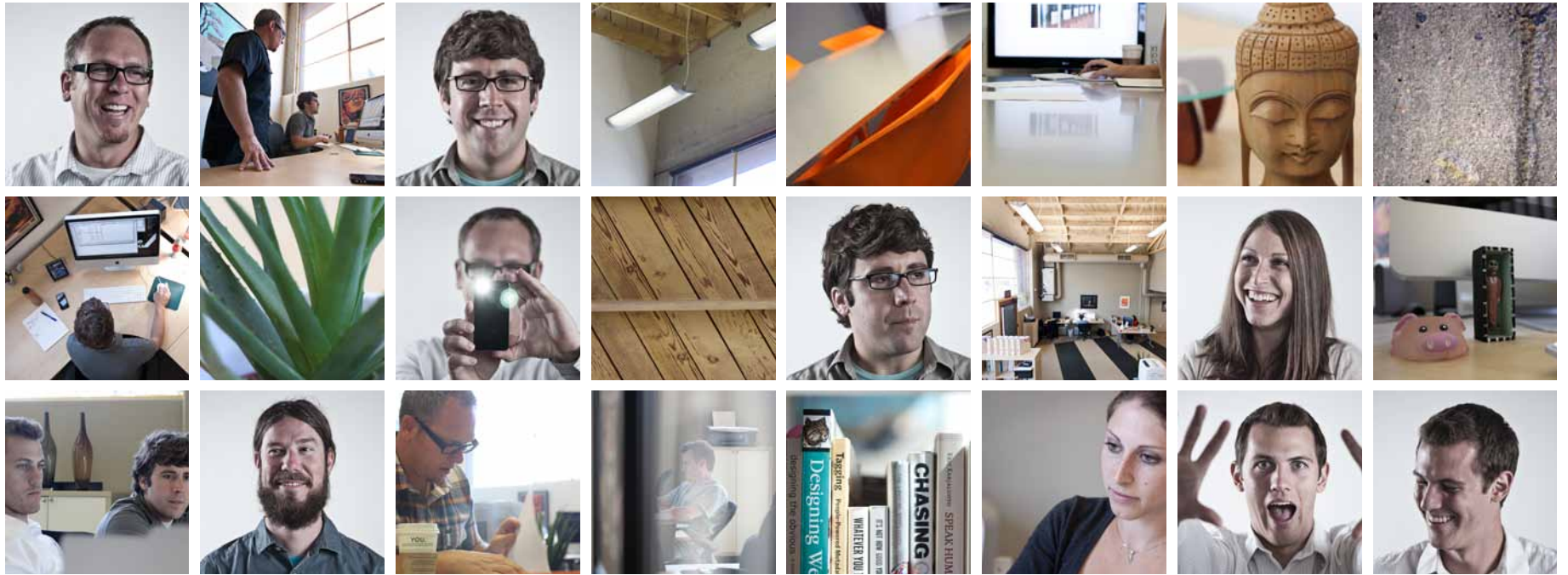
Studio Profile

FreshForm combines crisp visual design and innovative technology to strengthen brands, build relationships, enhance applications and promote ideas.

We have a split personality. It's true, we appreciate kerned typography, inspiring photography and award-winning creative, but we also enjoy giving these elements a digital personality. FreshForm is right- and left-brained. We love Bauhaus typography, code, shiny new gadgets and life-changing technologies.

For the past 10 years we've created and developed projects for various mediums and technologies, some of which include: Websites, intranets, extranets, eCommerce, HTML email, CD-ROM, Flash desktop applications and mobile apps. We have produced work for industries such as; Higher Education, Health Care, Technology, Publishing, Automotive, Finance, Retail and Creative.





Number of Years in Business

Ten

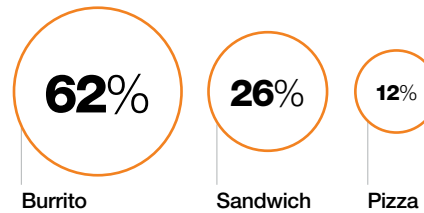
FreshForm was established in 2001

Steps to Nearest Gallery

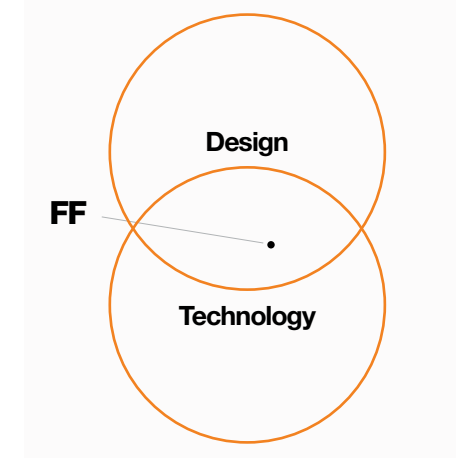
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SUBTEXT GALLERY
WWW.SUBTEXTGALLERY.COM

Lunch Eats



Industry Positioning



Number of Employees

Five+

SCOTT, BRANDON, SETH, NATHAN, JOELLE

Trips to Starbucks per Annum

1,580

SCOTT: 343, BRANDON: 208, SETH: 661.5,
NATHAN: 220.5, JOELLE: 147

Macs to PCs

9:3



Services & Capabilities

We deliver award-winning web design, digital marketing and mobile application development.

User-Experience & Usability.

We produce intuitive and clean interface designs, as well as relevant and concise copy writing so your users find what they want, quickly.

Digital Signage & Displays.

We create digital signage for public information, internal information, advertising, brand building, influencing customer behavior and enhancing customer experience.

Web Development.

We're experts in developing custom web applications and leveraging open source platforms and content management systems (CMS).

Mobile.

We design, prototype and build native device apps and web apps for the iPhone, iPod Touch, iPad, and Droid platforms.

Interactive Design.

We provide clean, creative design solutions that aim to satisfy two goals: the business objectives of our clients and positive experiences for the end-user.

Online Marketing.

Online marketing (or eMarketing) consists of email marketing, online newsletters, list management, rich-media interstitial ads, banner ads, landing pages and microsites... And we have done it all.

Emerging Technologies.

When it comes to emerging technologies like geo-tagged data, augmented reality, or gestural user interfaces, we are always seeking ways to use cutting edge technologies to communicate.

Digital Strategy.

We provide guidance through the constantly changing terrain of web marketing, mobile applications and digital presentations.

Rich Media & Motion Graphics.

We use Adobe Flash and After Effects to integrate imagery, audio, animation and interaction to add life and enrich experiences.

Our Approach



01

Define. Identify key performance indicators and strategic business initiatives driving the project. Establish a clear road map, roles and launch plan.

DELIVERABLES

- Kick-off Brainstorm
- Interviews
- Creative Brief
- Technical Spec
- Production Schedule
- Launch Plan

02

Design. Create a user-focused experience that promotes the brand, breeds engaging conversations, sells products or services, and allows room for growth and expansion of offerings.

DELIVERABLES

- Information Architecture
- User Experience
- Wireframes
- User Interface
- Interactive Storyboards
- Motion Prototypes
- Usability Testing

03

Develop. Build and test a pixel-perfect set of standards-based templates. Coordinate with any third-party vendors and facilitate open communication for all parties.

DELIVERABLES

- Asset Production
- Front-end Templates (xHTML/CSS)
- Page-specific Interaction
- Back-end Functionality (PHP/MySQL)
- Quality Assurance (QA)

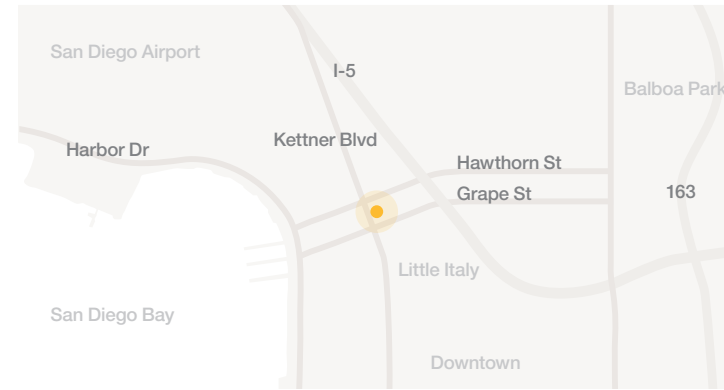
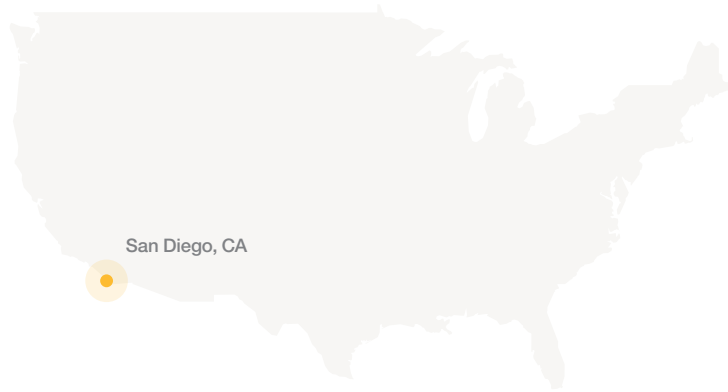
04

Deliver. Work closely to insure the design maintains integrity and follow the launch closely making certain strategic goals are met.

DELIVERABLES

- Deployment QA
- Launch
- Design Style Guide
- Training
- Post-launch Review

Contact



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