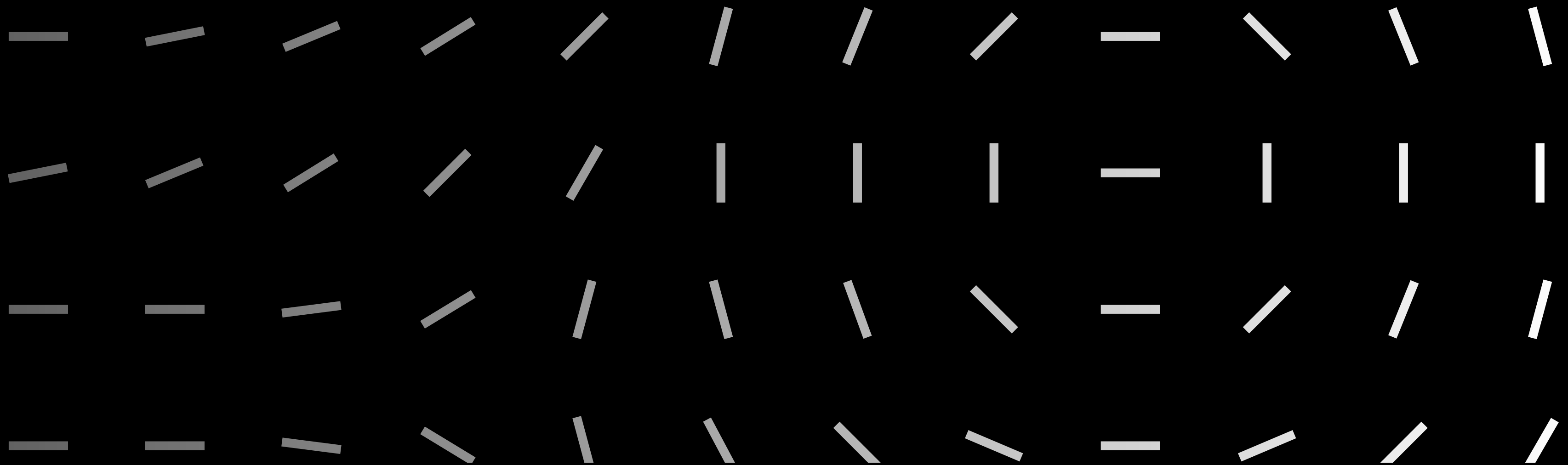




Capabilities Deck

STRATEGY

DESIGN

WEBSITE

DIGITAL MARKETING

I am Ryan Salvador

My design philosophy is simple — create meaningful solutions for the client/audience and not for myself.

Beginning every problem with an open mind, curious spirit and without preconceived ideas.

The want to help businesses through the pandemic made my mission change which made us become more eager to make my vision come to life. Pursuing strong legacies through limitless possibilities.

GROWING CLIENT LIST



EXPERIENCES AND ENGAGEMENTS

I love crafting beautiful, smart and inspired work that is focused on a business’ goals and their customers. Done across multiple touch points to help businesses and organizations achieve their goals.



STRATEGIES

- Strategy
- Discovery & Research
- User Experience
- Brand Strategy & Architecture
- Positioning
- Content Strategy
- Marketing Campaigns
- Costumer Insight



BRANDING & DESIGN

- Brand Development & Rebranding
- Logo & ID Systems
- Brand Style Guides
- Messaging
- Collateral, Print & Packaging
- Wayfinding & Signage
- Environmental Design
- Iconography
- Digital Radar

Campaign Conceptualization and Integration for:

- TV Radio Print
- Experiential
- Design, In-store and OOH



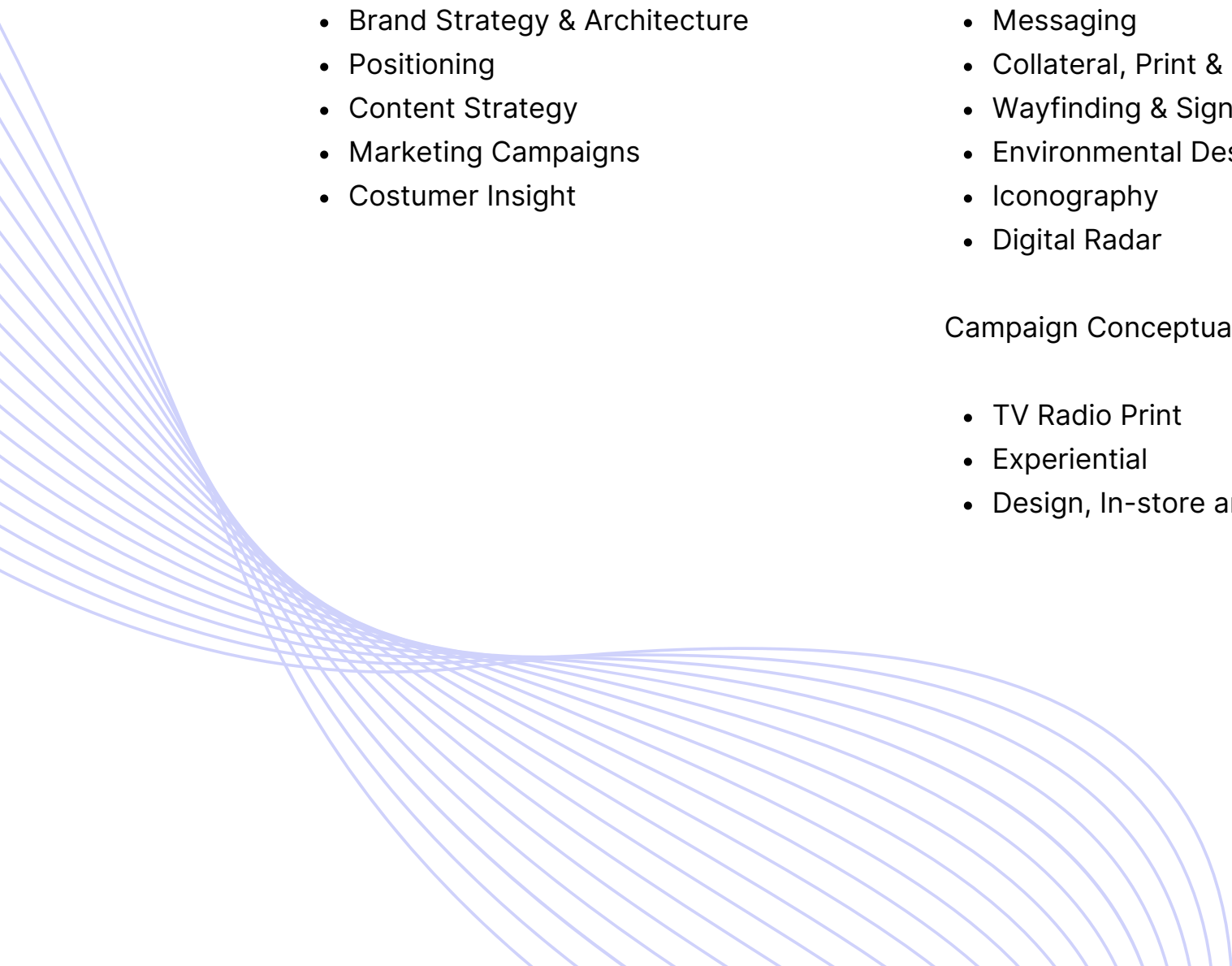
DIGITAL DEVELOPMENT

- Website Design & Development
- UX/UI Information
- Architecture
- Wireframing
- Prototypes



CONTENT PRODUCTION

- Script Development
- Copywriting
- Storyboarding
- Illustration
- Animation
- Motion Graphics
- Explainer Videos
- Post Production &
- VFX
- Content Creaiton
- Social Media Marketing
- Community Management
- Influencer Program and Management



W H A T I D O

“People are not interested in you.
They are not interested in me.
They are interested in themselves—
morning, noon, and after dinner.”

DALE CARNEGIE
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

In other words, I design solutions for intended users. This can be applied to products, business models, branding, and especially digital solutions.

My Approach:
Design Thinking

Putting the needs of the audience at the center of every creation I make, which is the most powerful way to start and finish growth-focused projects.

W H A T I D O

To kick things off, I use a fast paced, user centric, and facilitated framework that defines and prioritizes user needs, creates user journeys, surfaces actionable insights, makes strategic recommendations and produces tangible results that will be deployed on your business platforms.

This is an integral step in my overall process:

Discover Insights >> Define Goals >> Execute Beautifully

Within this process, I follow Agile principles in iterative cycles of ideating, executing, and validating.

The result?

How I Work

Effective, beautiful and beloved brands.

W H A T I D O

Case Studies

The following pages cover a handful of case studies that demonstrate my process in great detail. These projects also share some of the challenges outlined in your brief.

These challenges include brand identity design, user experience design, user interface design, visual language, and brand messaging.

Case Studies

Modern and Luxury meets Affordability

Client

Blanc Lab Apparel Co. (@theblanc.lab)

Deliverables

Brand & Marketing Strategy

Messaging

Branding & Identity Design

Merchandise Design & Production

Packaging Design & Production

User Experience and Interface Design

Website Development

Media Solutions

Deliverables

To create a modern website designed to display luxury and functionality specifically targetting the user segments identified during the strategy.



WHAT HAPPENED?

The brand sold almost all initial stocks in 2 weeks and the website charts exponentially increased.

IMPACT BY THE NUMBERS (3-WEEK RUN)

127k

REVENUE GENERATED

210%

SITE VISIT INCREASE

18%

CONVERSION RATE

20000+

SOCIAL MEDIA LIKES/FOLLOWS

18k

ENGAGEMENTS

33%

DROP IN BOUNCE RATE

Phase One: **Strategy & Approach**

DEVELOPING THE STRATEGY CHALLENGE

Carefully crafting a perfect website strategy to bring great customer experience to visitors and have a dedicated store and dashboard to monitor orders.

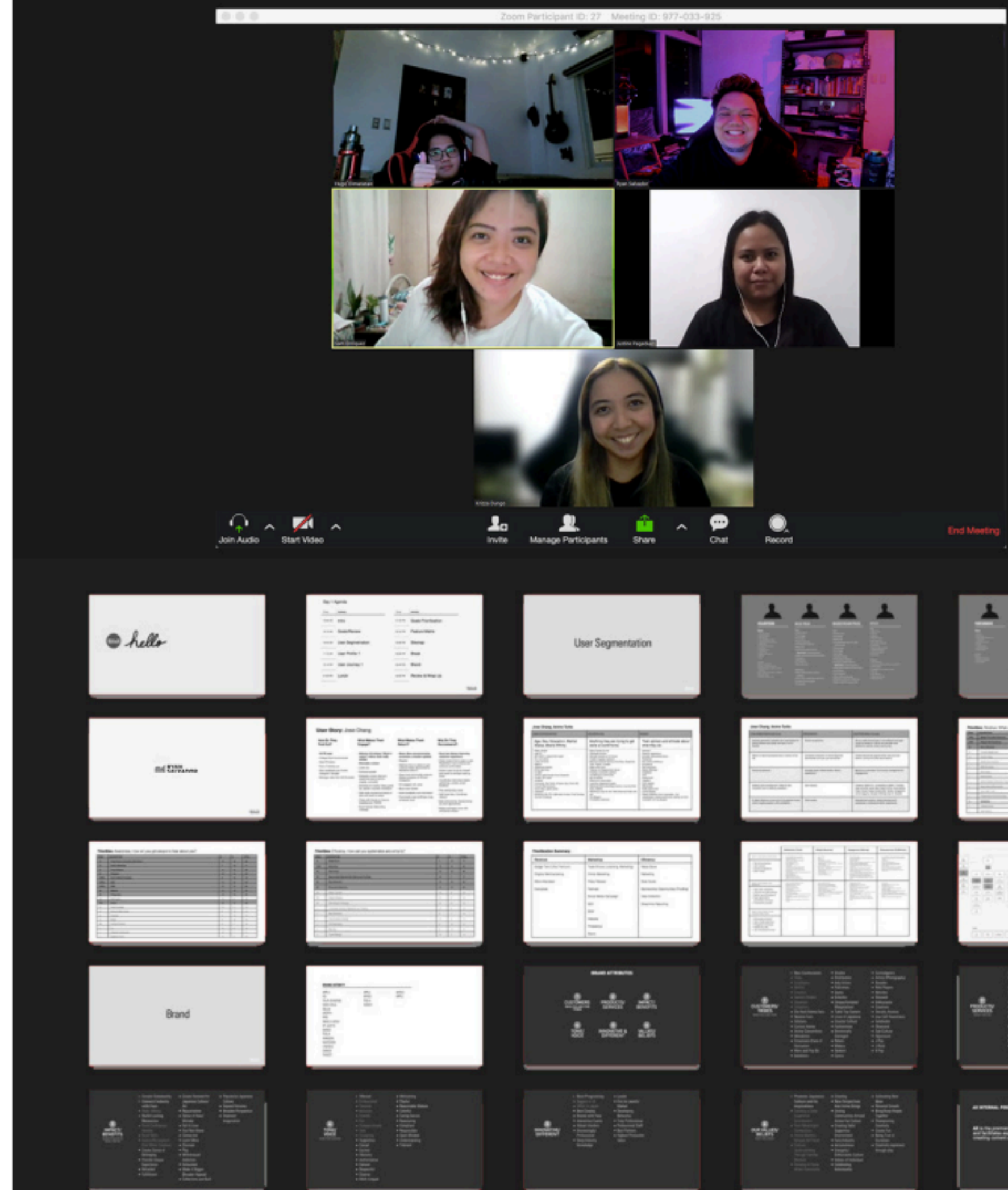
Over a two-day facilitated session, we surfaced the challenges the brand as an startup faced.

In the process, they prioritized the needs and goals of the business and its customers.

This became the foundation for the branding and marketing plans for the website and merchandise launch.

THE CHALLENGE

To create a modern website designed to display luxury and functionality specifically targetting the user segments identified during the strategy



Phase One: **Strategy & Approach**

UNDERSTANDING THE USERS

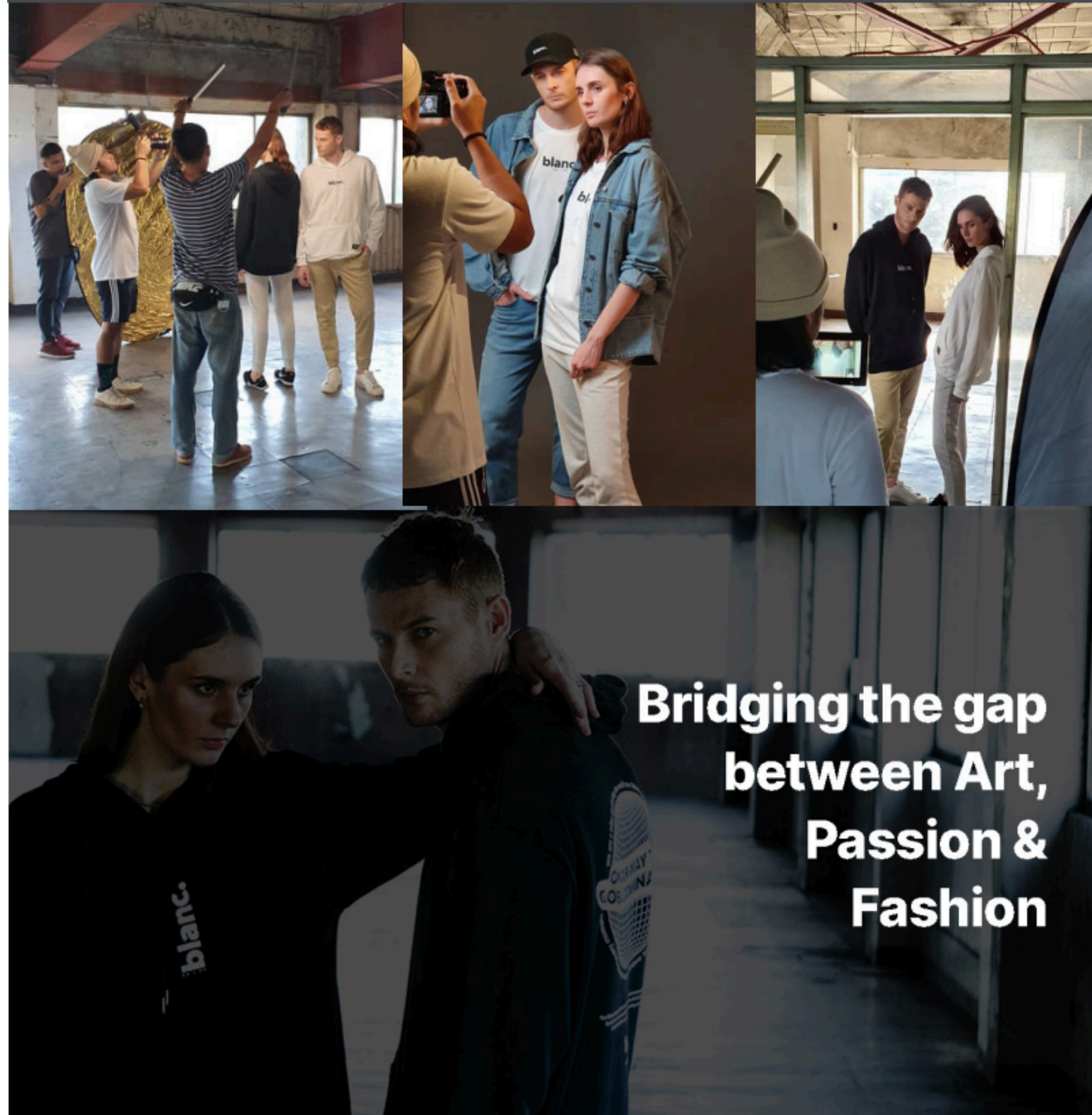
The Philippines, as its target market - is a community that cares and appreciates art and passion and it's deeply rooted in its culture.

To understand the needs or wants of the market, we created unique user profiles to represent the range of potential customers. This painted a clear picture of their demographics, psychographics, needs, and wants.

POSITIONING

Understanding what Blanc Lab Apparel Co. brand is and who they are a champion for, helped define the positioning statement of the brand:

“Bridging the gap between art, passion, and fashion.”



PHASE TWO

Brand Refresh

A NEW LOGO

Coming from brand rename, we elevated its simplicity and redone the logo for Trademarking. We took what was working well with the previous logo and refined its form to work on a broader scale of applications and sizes.

THEBLANCLAB
APPAREL CO.

2019

blanc.™

2021



PHASE THREE

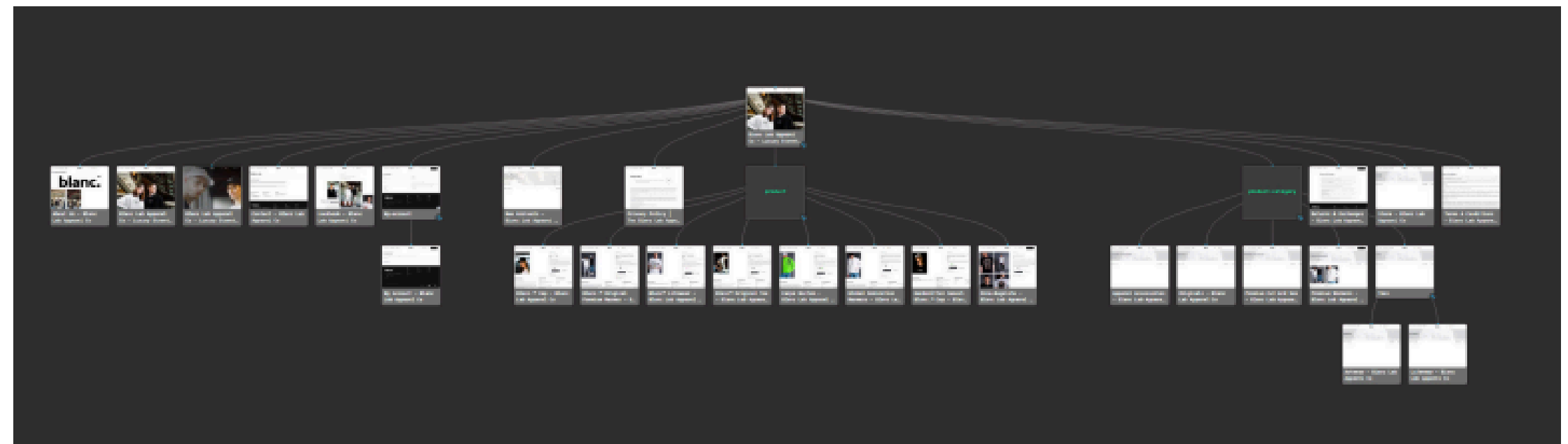
User Experience

CAUSING DELIGHT

Designing user experiences that delight is a difficult task. It takes a highly skilled team of experts: user experience strategists, user interface designers, copywriters, photographers, and engineers. We assembled a team of specialist to craft and optimize theblanclab.com's user experience.

MEASURE, TEST, ADJUST

By using an iterative approach to the design and working closely with the Blanc Lab team, we were able to completely revolutionize the user journey from awareness to purchase. Tools like interactive prototypes, user testing, and user monitoring platforms were essential to the process.



THE OUTCOME?

**Increased conversions, increased page views,
decreased bounce rates, and... delight.**



X



2022 Film Project Demo Reel



[WATCH THE ENTIRE REEL HERE](#)



×



2023 Film Project Demo Reel



[WATCH THE ENTIRE REEL HERE](#)

TV Commercials

Lysol



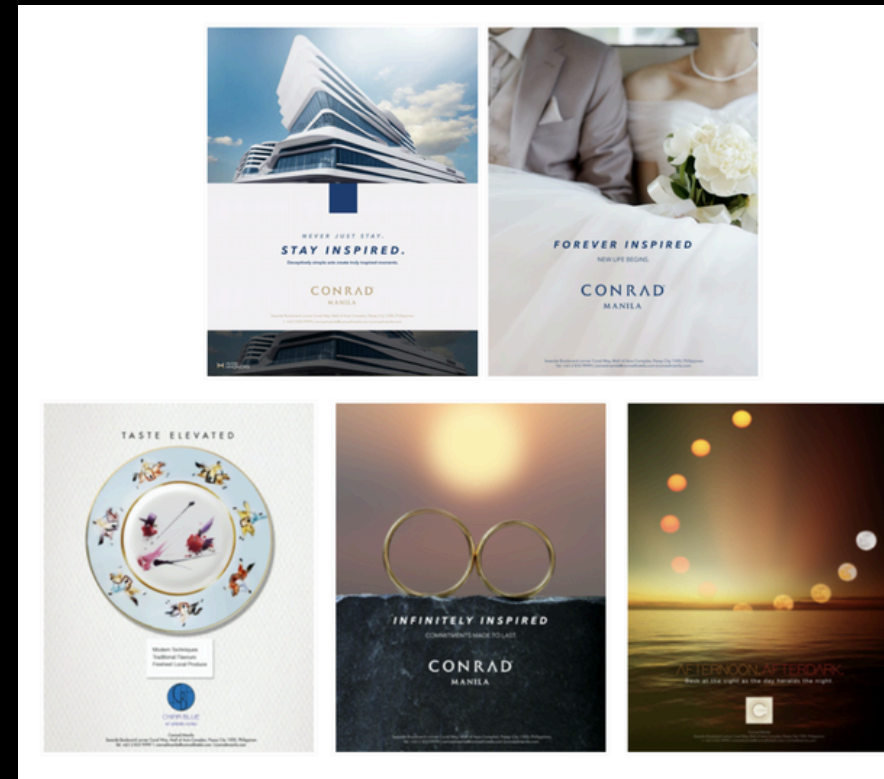
Online-based Commercial

Nestlé



Brochure + POPS

Conrad Hotels



Other Global Brands



SPOTIFY/GLOBE



DEL MONTE

Other Global Brands

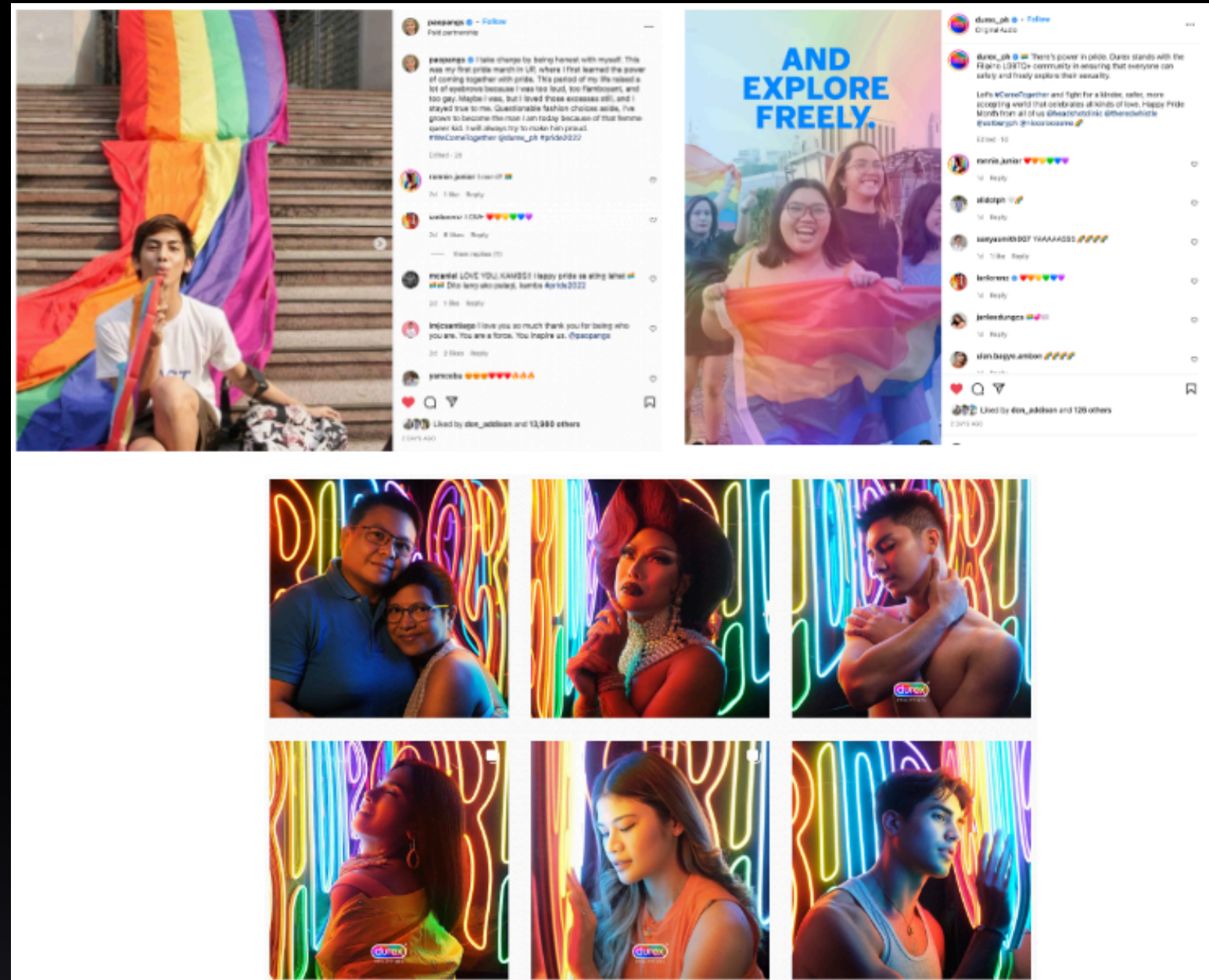


TOYOTA

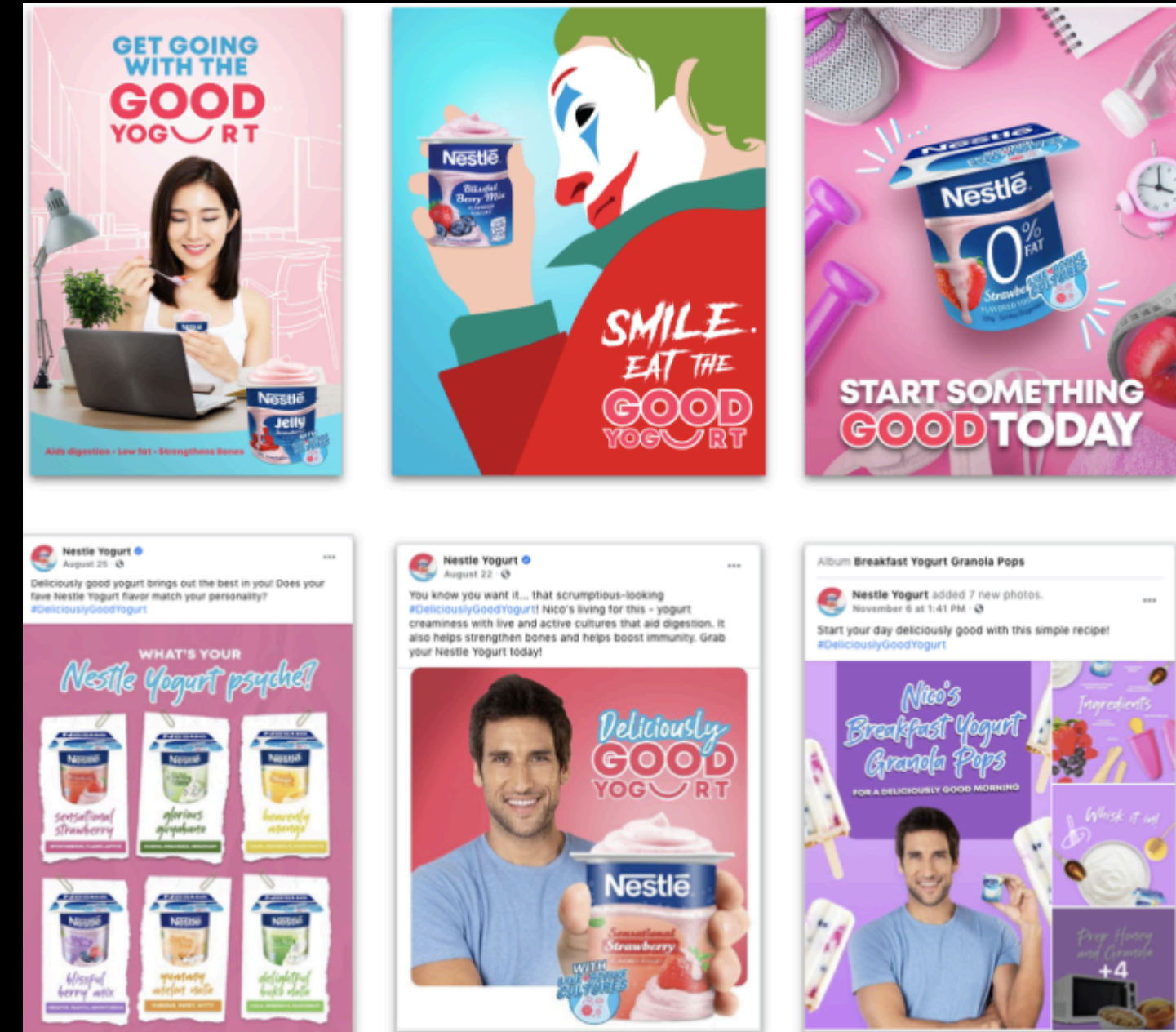


WECHAT

Other Global Brands



Durex
(Social Media)



Nestle Yogurt
(Social Media)

Other Global Brands



Lysol



Globe Business
(Sales kit)

Solution Focused

Dedicated actions with focus based on what you only need to ensure a high success rate.

Centralized Experience

From Contracts to Invoices to Payments to Customer Support to Analytics Data. All in one place and dashboard access.

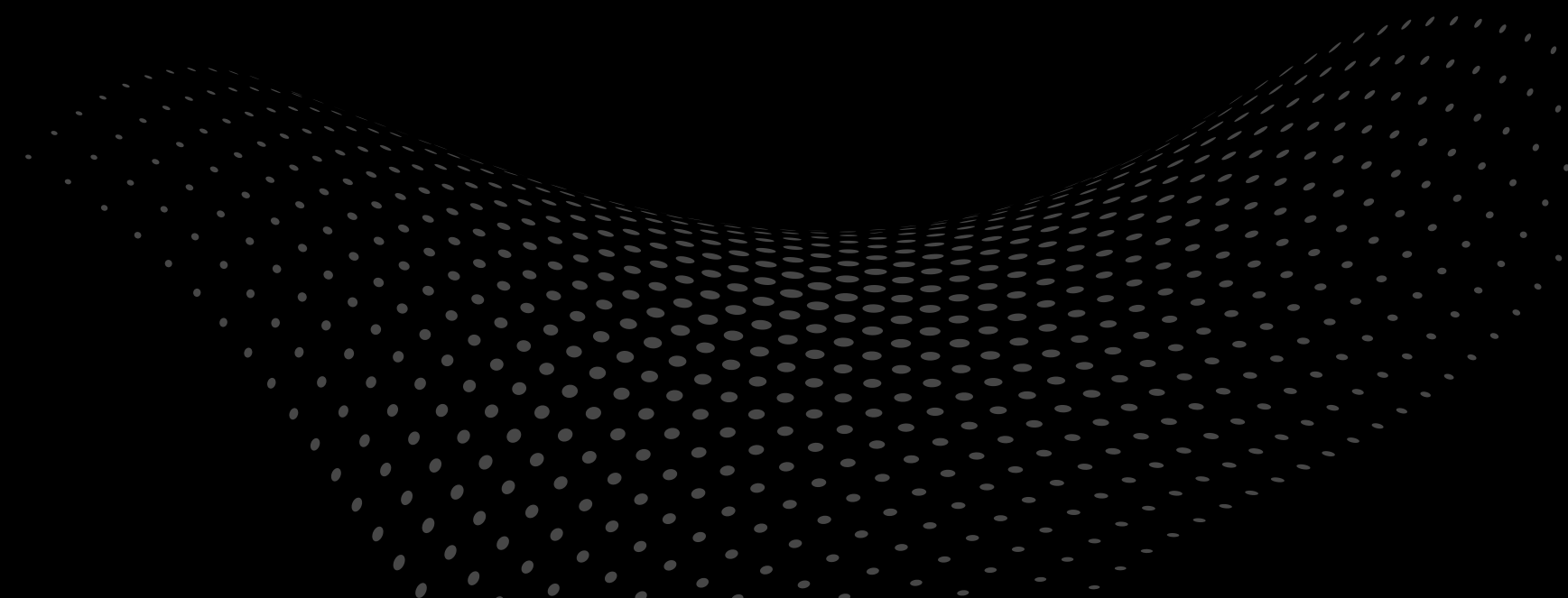
We are Global

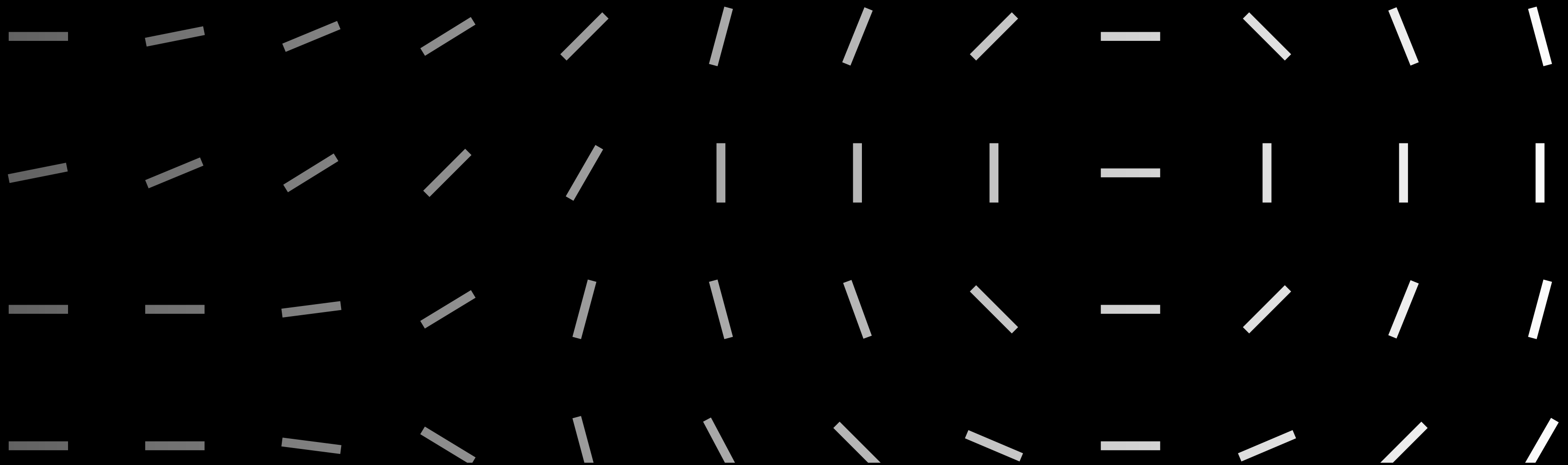
With global experience, partnerships and client base. I served and nurtured brands with great focus.

Hence, the ***confidence***.

The Difference

I believe in being a good steward of our resources. I aimed and achieved being different from my competition because I want companies to not waste any money on things that don't work.





Thank You!