

TALKERSTEIN CONSULTING INC

✕ Digital Marketing ⁰¹

We are experienced in corporate branding, campaign assets, and explorative design proposals.

- GTA Mavericks
- Clever Pays
- The Womb Vaughan
- Lumiere Patisserie

* UI/UX cases ⁰²

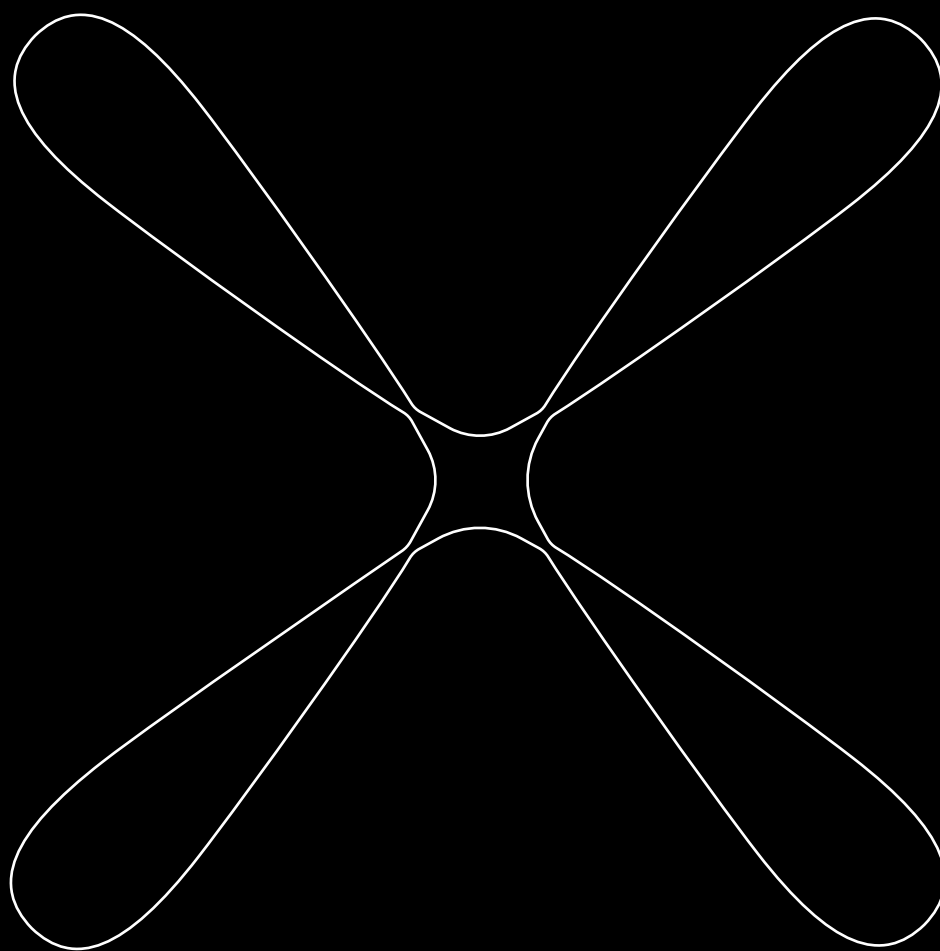
We are committed to creating data-driven designs toward an objective in mind.

- Naja
- Cleverpays
- MyDesignBud

✦ Social Media Marketing ⁰³

We use our extra time to explore other facets of the creative world.

01



Digital Marketing

GTA Mavericks

we have been in charge with production of website assets, campaign assets, and print media for the Canadian sports company.



Instagram Summer Campaigns

Utilizing client resources, we have produced game updates to garner social media engagement.

BURLINGTON FORCE

GTA MAVERICKS

56 - 51





MAVERICKS

63

SCORE

IEM

44









MAVERICKS

70

OSS

39





SBA

28

MAVERICKS

47




SBA


28

MAVERICKS

47



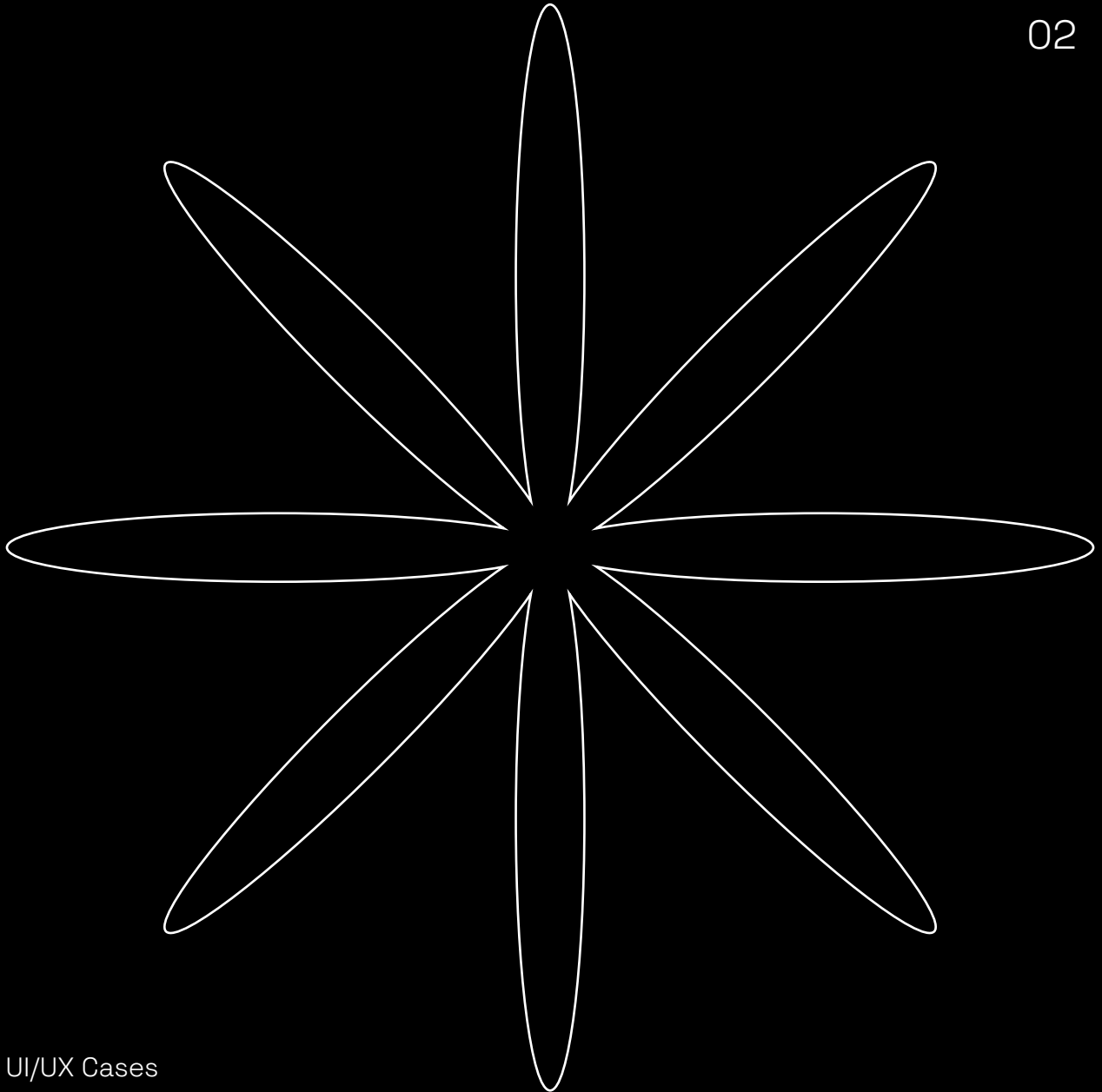




ROYAL CITY BLUES

GTA MAVERICKS

25 - 58



Beautiful Venom

We conceptualized a skincare brand based on venom extraction of snakes.



Problem Statement

Reversing poison stigma

Most of us may think that snake venom is harmful, but dermatologists say it can actually produce anti-aging benefits when applied topically to the skin.

The campaign problem is how to introduce the product to the public in an interesting and wild way.



NAJA

NATURAL NEUROTOXIN



NATURAL NEUROTOXIN
ANTI WRINKLES  RELIEVES MUSCLES



The approach involves showcasing the product in unique and organic packaging. By utilizing vibrant green and pink tones instead of the typical beige and light color schemes used by competitors, the aim is to create a striking contrast. These accent colors are intended to add a sense of excitement and convey to the brain that a fresh product is about to be introduced.



Our tools of choice



Figma



Photoshop



Affinity
Photo



InDesign





SKINCARE

BEAUTY

FRAGRANCE

NAJA

ABOUT US

SOCIAL

CART



FACIAL CREAM
FOR ———→ SENSITIVE SKIN
REVITALIZING

Snake venom is known for its lifting effect, as it freezes wrinkles and expression lines. It contains hyaluronic acid and amino acids which contribute to skin looking plumped, healed, and hydrated, with improved elasticity.

☐ 3.4 FL OZ

☒ 3.4 FL OZ

BUY NOW — 88 USD

All-in-one system with low, simple rates

In 2023, the client approached us to help them launch the brand of their product. We will share the results of the collaboration.



Problem Statement

Simplifying Financial Technology, for small and medium businesses.

Streamline the design and user experience of POS systems to build trust. Experience user-friendly interfaces that make operations smoother and focus on customer service and business growth. Choose simplicity and trust with our simplified POS solutions.

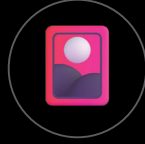
Plan of action

The Scope of our Work



UI Design

We are in charge of reasearching the optimal ways of introducing the brand to the client.



Branding

Using the client's logo as the main pivot point, the entire project should be visually harmonious.



Illustrations

We are also responsible in making interactive designs to aid information blocks.



Localization

In order to increase market reach, we made sure to translate the ads into the global market.

Our tools of choice



Figma

For design
and prototypes



Illustrator

For illustrations



Photoshop

For imagery
and mockups



ChatGPT

For idea prompts

Project Timeline

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Week 9

Idea

UX Research

Information Architecture

Wireframing

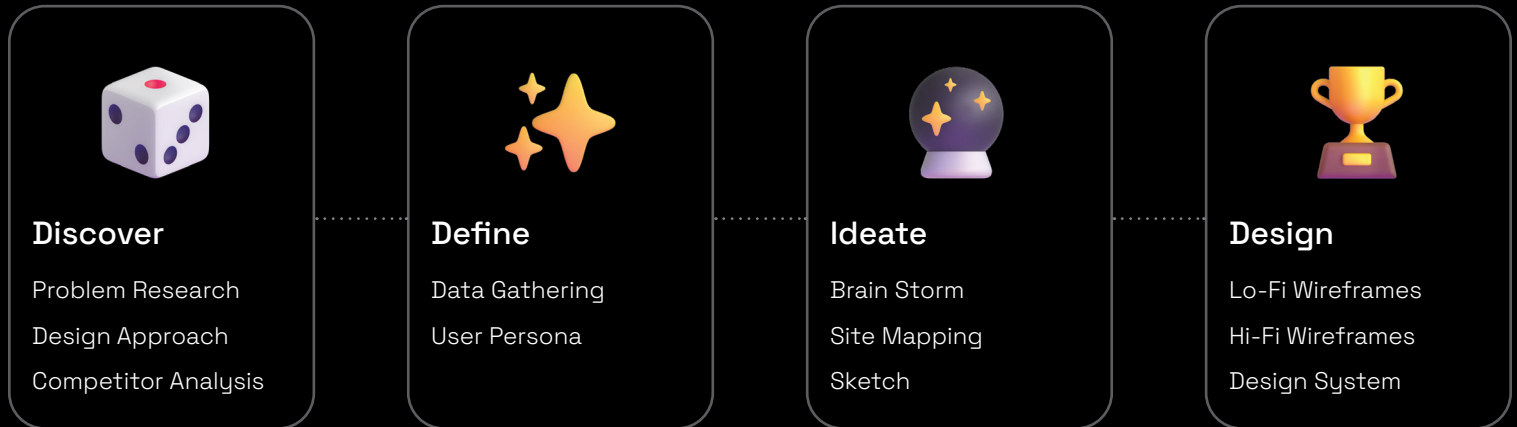
UI Design

Illustrations

Design System

Presentation

Design Process



Discover

Problem Statements and Solutions

Problems

- **Overcomplexity**
POS Systems are commonly bloated with different providers which has different applications that does not sync up together.
- **Outdated design**
The current website and brand is not up to date to current trends.
- **Incompatible merchant rates**
Small businesses cannot keep up with the standard charging of POS distributors.

Solutions

- **Centralization**
Making sure that all the financial needs of the merchant can be supported within the platform.
- **Brand refresh**
Making the visual update simultaneous with the website development ensures efficiency
- **Adaptable rate calculator**
Composing a funnel-type feature on the website increases engagement with the potential users and adds value to the experience.

Definition

User Persona



John Doe

Age: 28
Status: Married
Occupation: Business Owner
Location: Toronto, ON, Canada

Goals

- To acquire a new POS system to replace the cluttered one he is using.
- Want to minimize the cost of the new business asset.
- Hassle-free contacting
- Explore new ways of organizing his business.

Frustrations

- POS charges are expensive to his small business.
- His old and dilapidated equipment poses risks to his accounting matters.
- Different subscriptions to different products are unnecessarily expensive.
- May not understand what a new POS can do for him

Influences

- Social Media
- Internet
- Friends

Technology

- Computer
- POS
- Social media
- Applications
- Website
- Phone

Personality

- Creative
- Friendly
- Thinker
- Business-minded
- Judging
- Contemporary

Empathy Map

Says

- “This is easier”
- “Where should I start?”
- “What is best for my business?”



Thinks

- Too many terms
- What am I missing?
- Takes too much time



Does

- Lists pros and cons
- Makes comparisons
- Observes stores

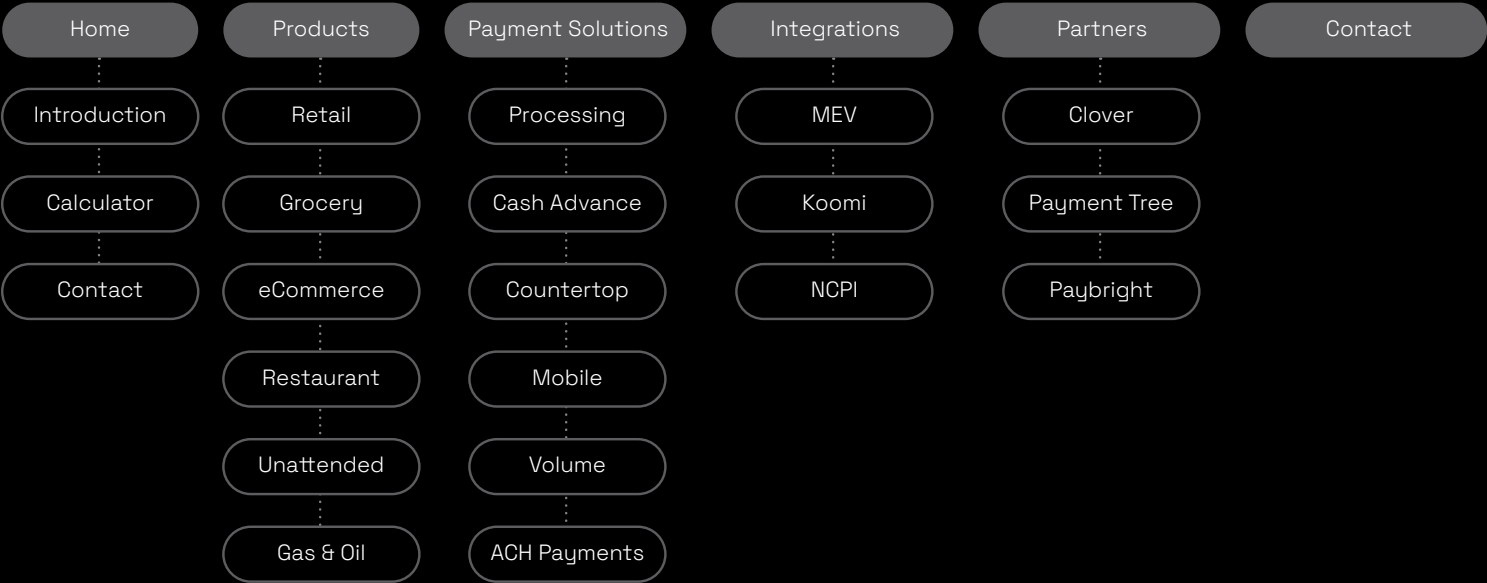


Feels

- Overwhelmed
- Excited
- Anxious about new things

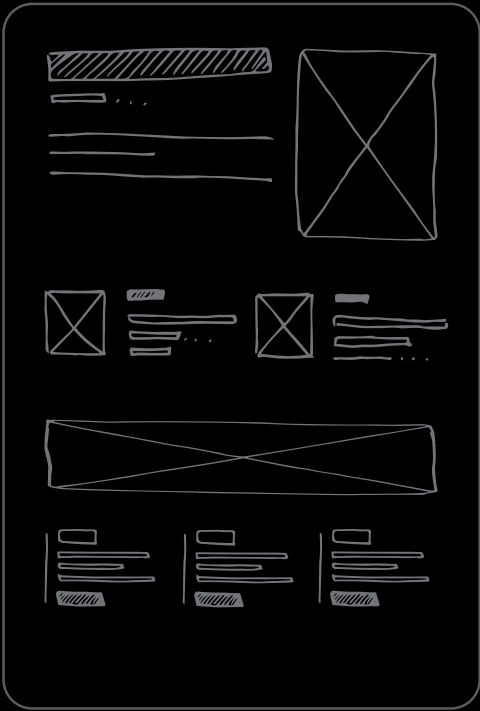


Site Mapping

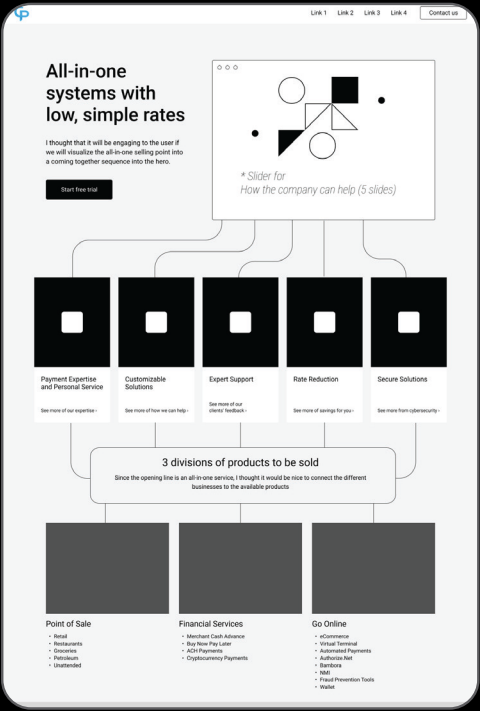


Ideation

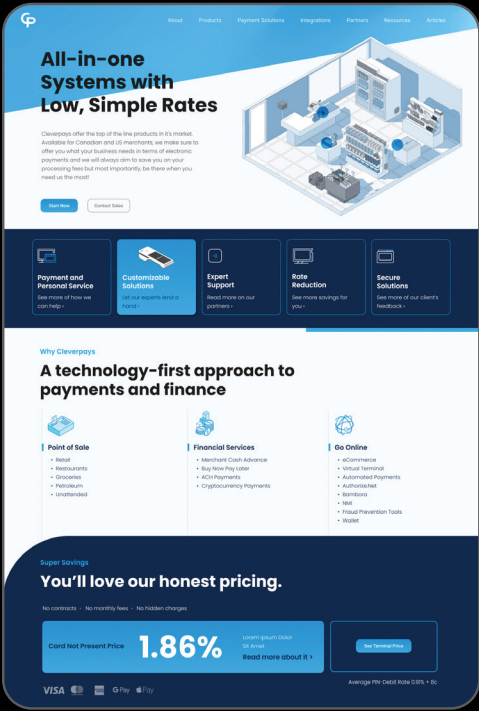
Wireframes



Low Fidelity Sketch



High Fidelity Sketch



Initial Proposal

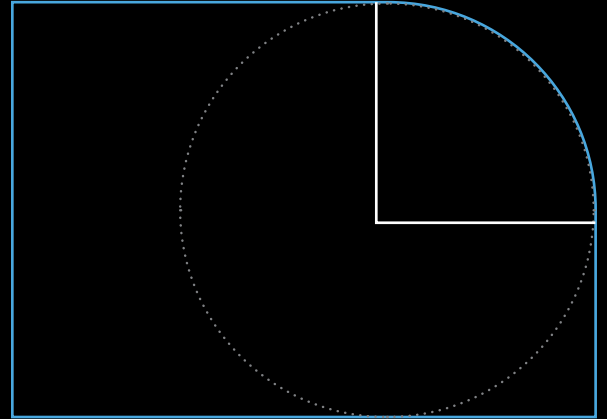
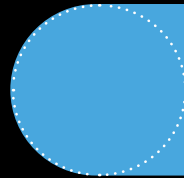
Design System

Form Finding

Element

Form

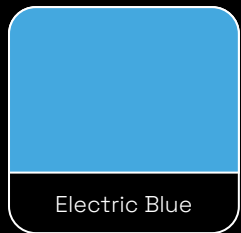
Main visual form



Design Application

Art Direction

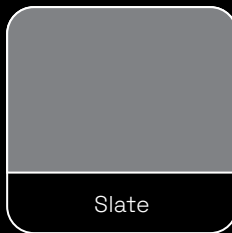
Harmony



Electric Blue

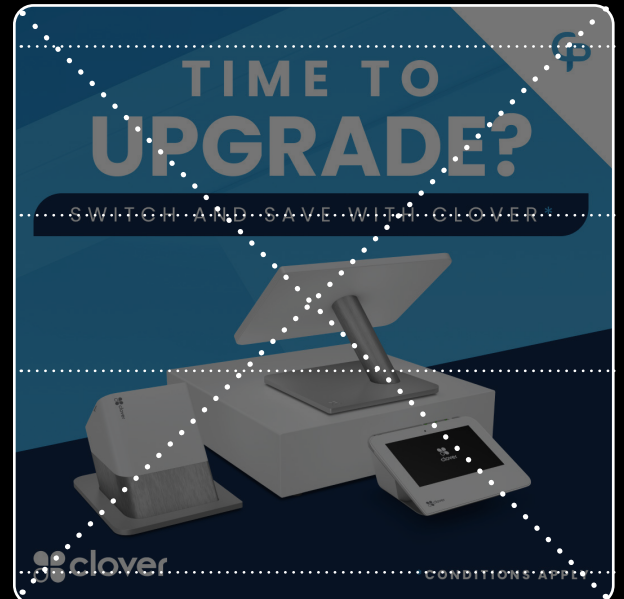


Navy



Slate

Composition guide



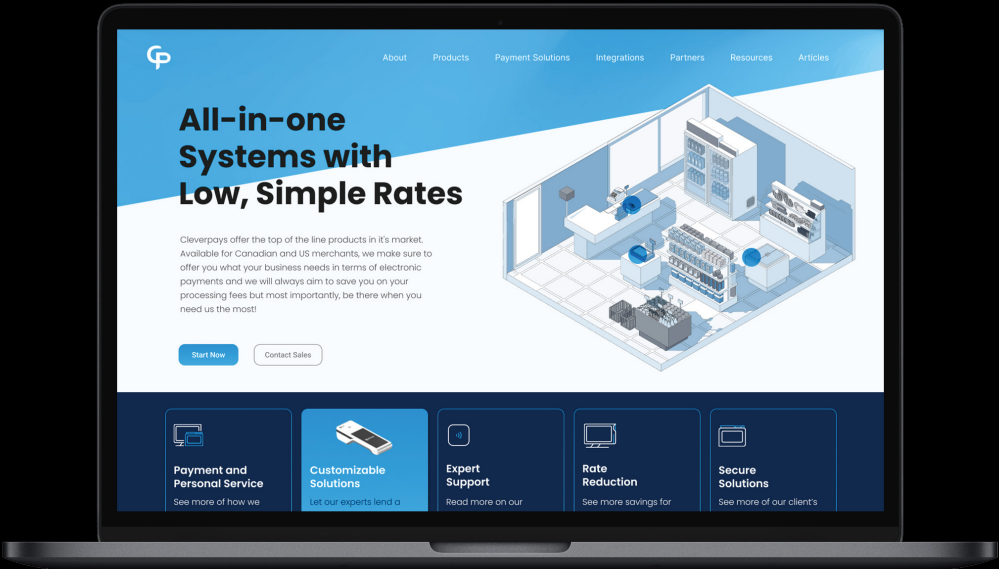
Typeface

Poppins

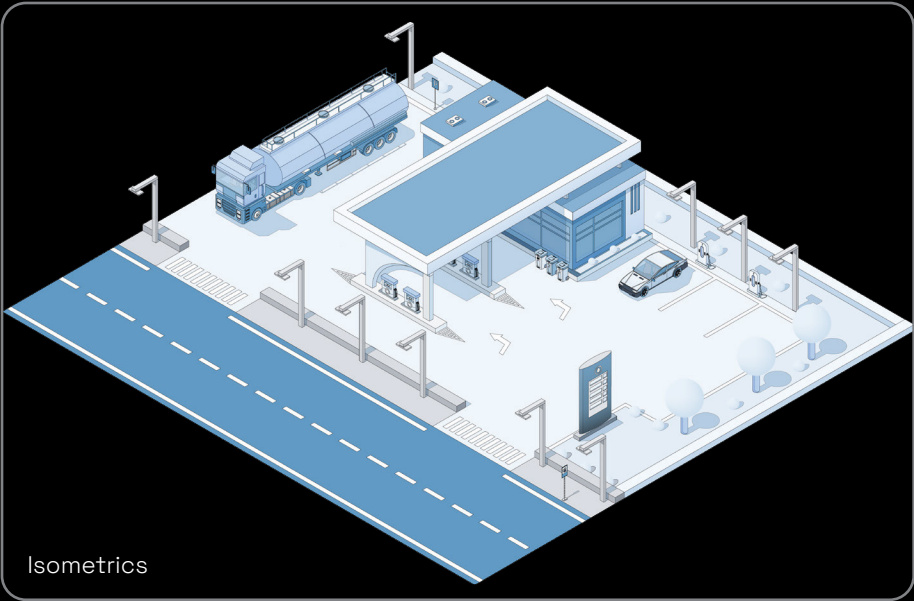
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

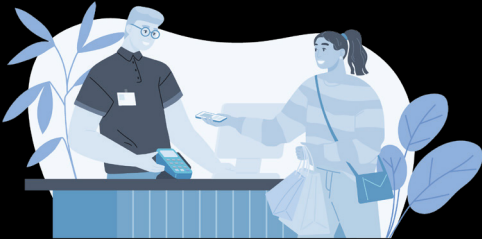
Digital Assets



Illustrations



Isometrics



Lifestyles



Products

Quote Engine

A quote engine has been integrated to the landing page to help users determine their need and respond to it accordingly.

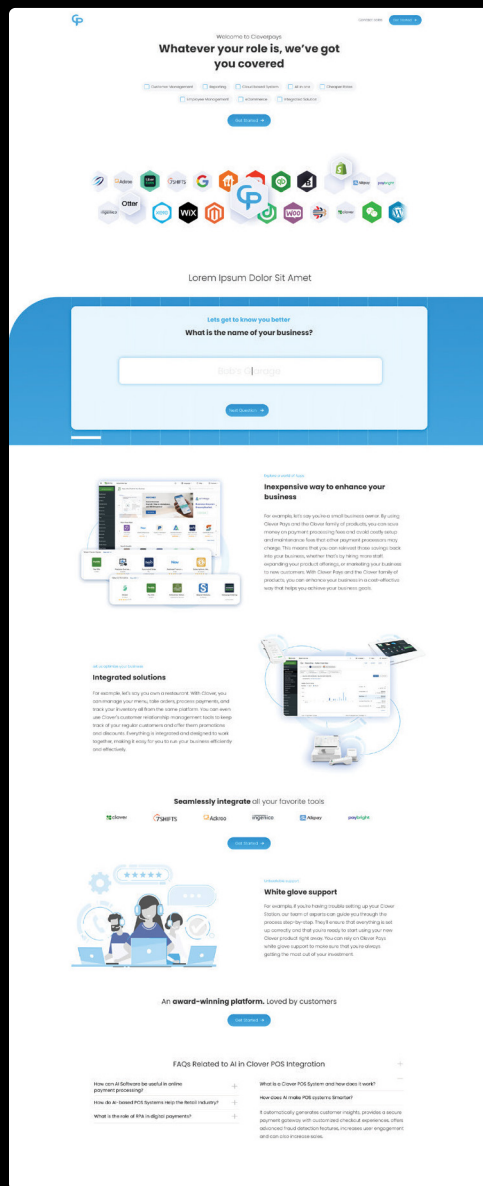
Increase online conversion rates

Savings Calculator

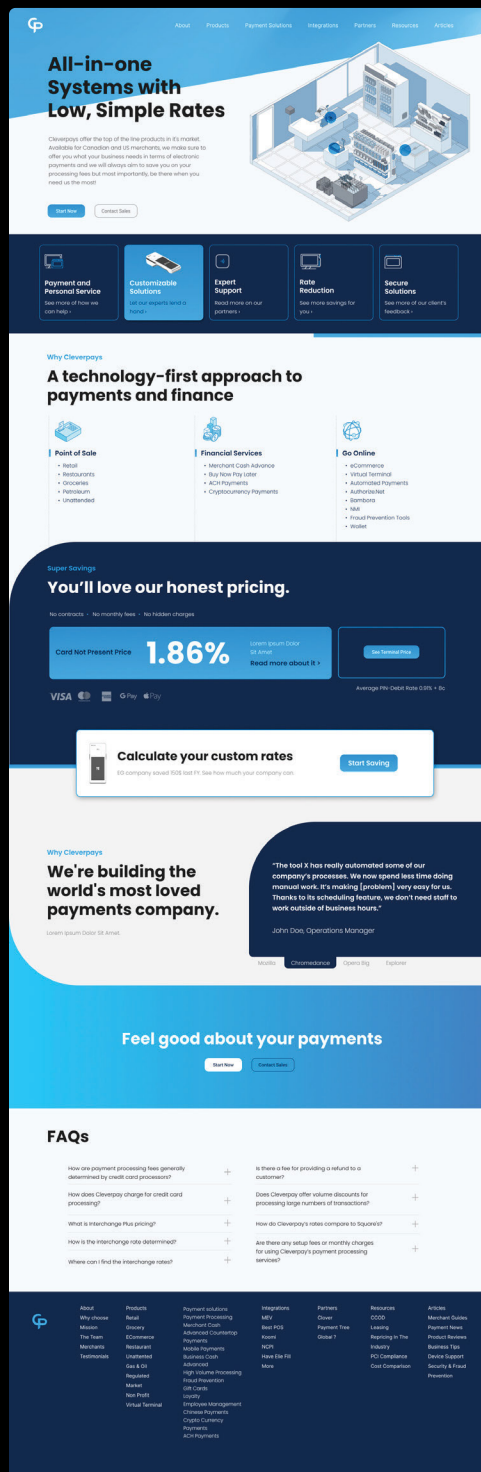
A screenshot of the Capital One website. The header is white with the Capital One logo on the left and a 'Contact sales' button on the right. The main content area has a dark blue background. In the center, the text '\$100,00/yr in potential savings' is displayed in white, followed by a small icon of a person running. Below this text are two buttons: 'Save as you spend' and 'Schedule a call back', both with right-pointing arrows. At the bottom, a line of text reads 'I want to save even more with a custom rate' followed by a small icon of a person running.

Utilize the savings calculator as a valuable asset and conversion tool, providing instant value to your customers. Encourage them to explore and adjust their rates without any concerns about their data being captured or shared with third parties.

Webpages



Landing page



[Home page](#)



Products page

Print Assets



Flat rate Design Services

Together with a collaborator, we started a flat-rate service model targeted at small businesses in Ontario, Canada.



Problem Statement

Design costs too high for small businesses

Design costs can be subjective. Inspired by the recent subscription pay model that is implemented by streaming sites, we formulated a win-win situation for designers and clients alike.



Plan of action

The Scope of our Work



UI/UX Design



Branding



Building



Implementation

Instruments

Tools of Choice

Ai

Illustrator
For illustrations



XD
For design
and prototypes

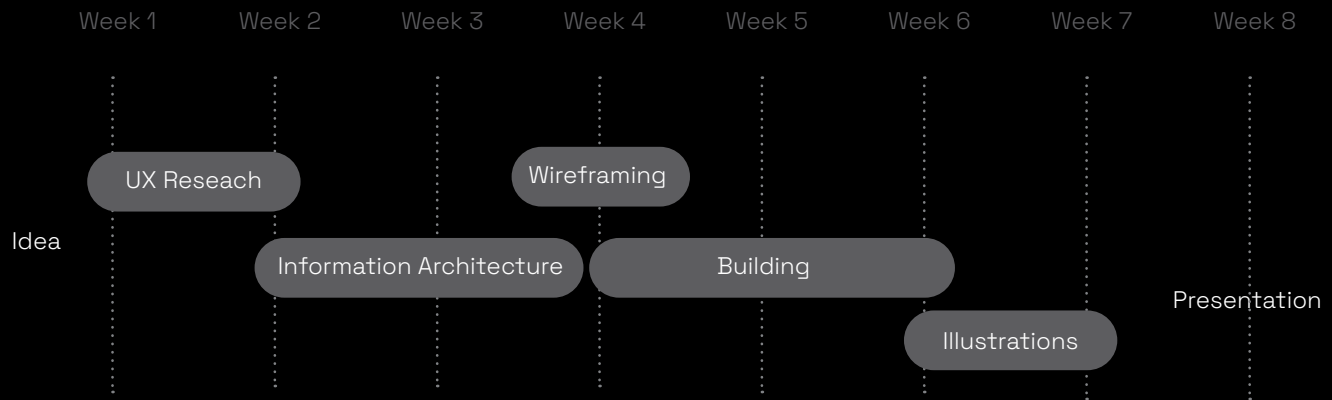


WordPress
For website
building



Semrush
For website metrics
and ranking data

Project Timeline



Solution Statement

Subscription pay model

A retainer model is proposed to minimize design service cost while maintaining the output needed by small businesses. This format minimizes costs to the client yet giving the designer a more stable income stream than project based formats.



Definition

User Persona



Jane Doe

Age: 32

Status: Married

Occupation: Marketing Officer

Location: Regina , SK, Canada

Goals

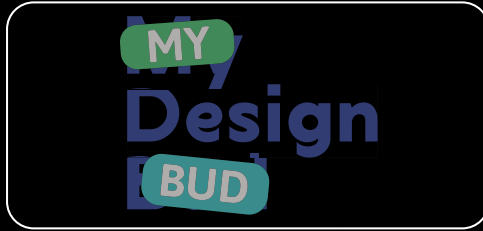
- To define a brand guide and assets to springboard an initial brand campaign
- To establish the social media account of the brand that she handles
- To create assets for the future postings of the account to drive traffic

Frustrations

- Cost of engaging a marketing team is too high for the business scale
- Communication and turnaround time is essential for the delivery targets
- Campaigns needed does not require a lot of manpower to formulate
- Limited ideas to start off from

Design System

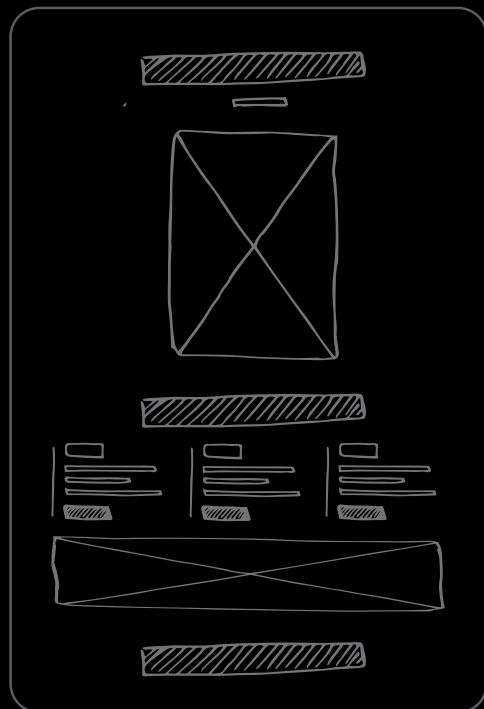
Logo Proposals



MyDesignBud

Ideation

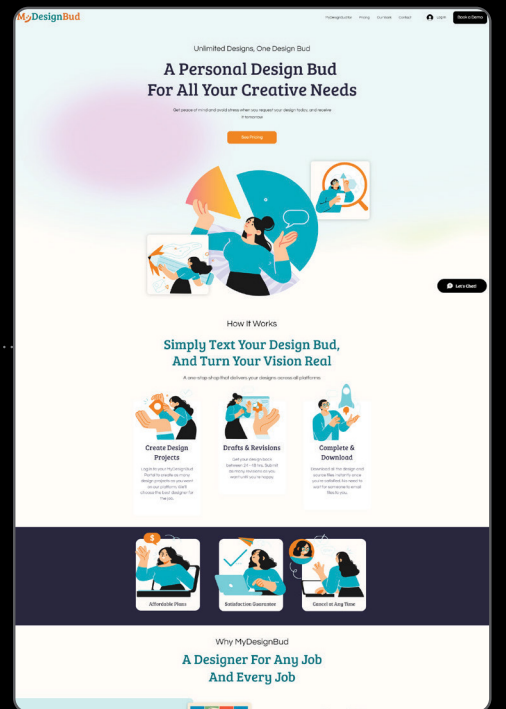
Wireframes



Low Fidelity Sketch



We have gone straight to proposal because I also built the design on Wix website builder.



Initial Proposal

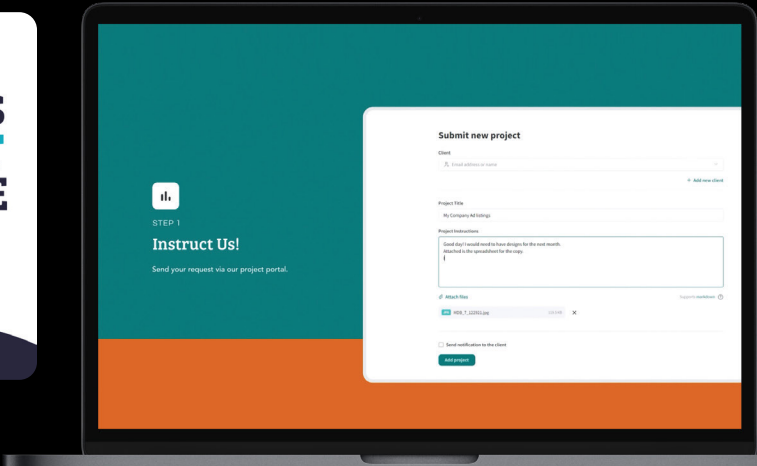
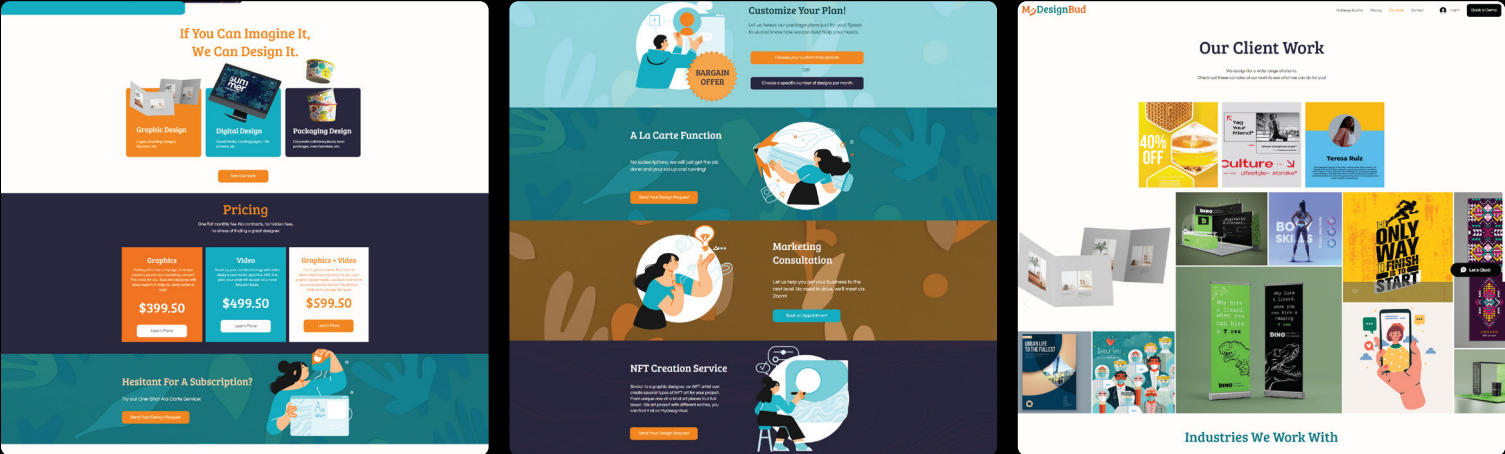
Design Application

Illustrations

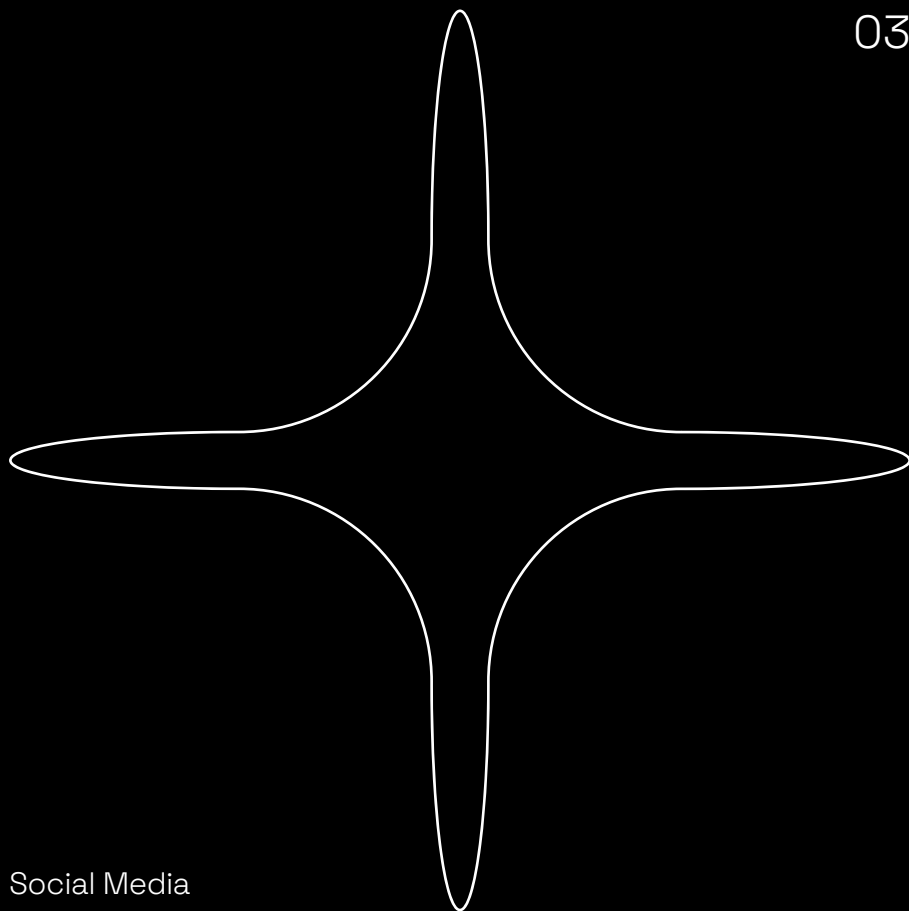


Handoff assets

Website snippets



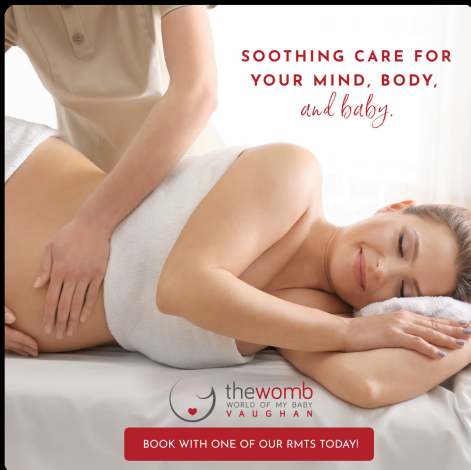
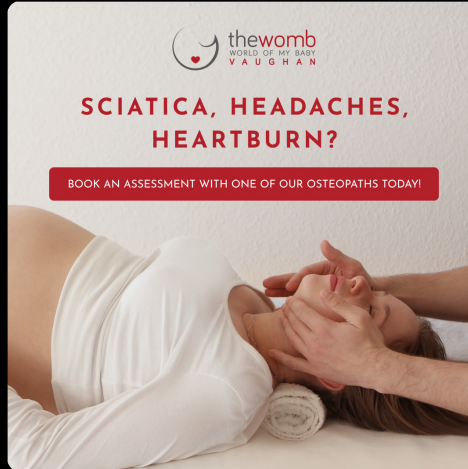
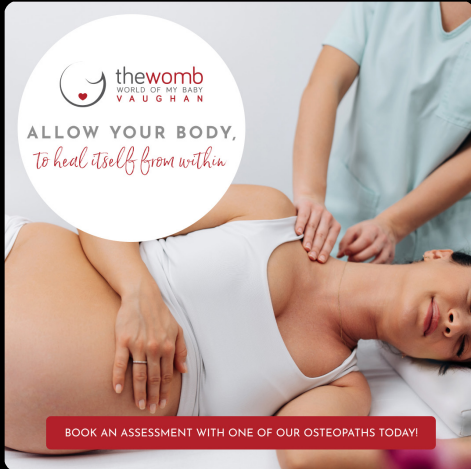
Advertisements and video explainer



Social Media

The Womb Vaughan

Social media marketing creation for
The Womb Vaughan.



Lumière Pâtisserie

Social media marketing creation for
Lumière Pâtisserie, a pastry shop in
Centre St Thornhill, ON, Canada.



