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# mindset is your digital partner focused on experiments



we build the world  
as we wanna see it



into our studio<sup>01</sup>

capabilities<sup>02</sup>

research and strategy<sup>03</sup>

digital product design<sup>04</sup>

brand experience<sup>05</sup>

front-end development<sup>06</sup>

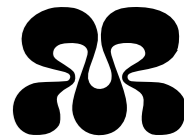
our team<sup>07</sup>

core values<sup>08</sup>

types of engagement<sup>09</sup>

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*index*





*into our studio*



we build far-out digital products to help fast-growing businesses become leaders and provide best-in-class user experience



*capabilites*

research and strategy

service mapping  
rapid prototyping  
user research & testing  
mvp launch

digital design

ui design  
web design  
mobile first design  
software design

front-end development

information architecture  
web development  
app development  
website maintenance

brand experience

brand identity  
visual language  
brand guidelines  
logotype systems  
packaging

user research & testing<sup>01</sup> rapid prototyping<sup>02</sup>

lean mvp in weeks not months<sup>03</sup> data-driven decision-making<sup>04</sup>

*research and strategy*

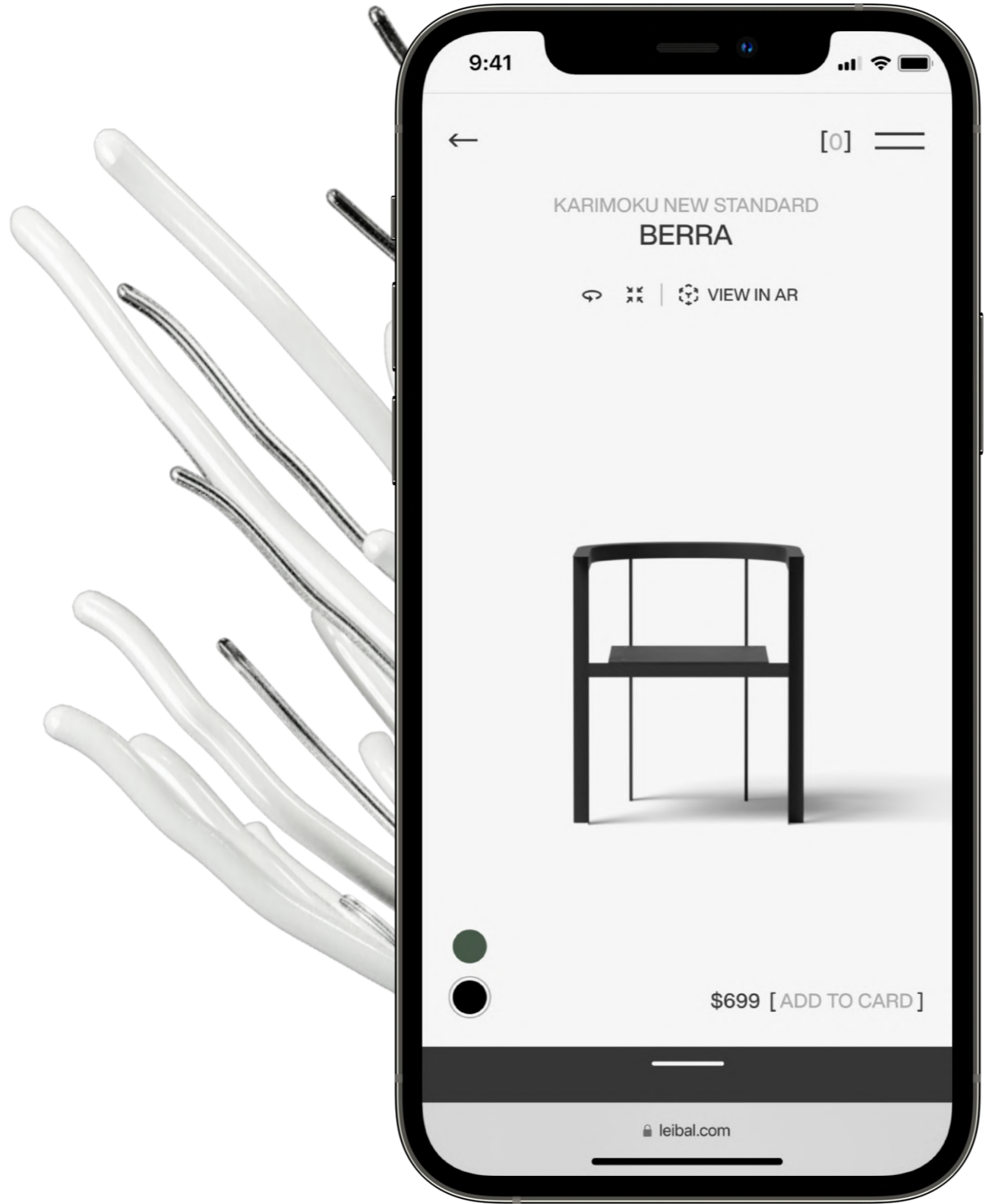


we are staunch in researching the needs of your end users to find the right solution and define the essential scope. this allows us to deliver projects with perfect timing and budget.

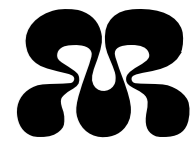


landing pages & marketing sites<sup>01</sup> corporate websites<sup>02</sup>  
e-commerce<sup>03</sup> web apps<sup>04</sup> mobile apps<sup>05</sup>

*digital design*



positive experience facilitate deeper connections. we create a product which replaces the kind of real-life experience with a helpful app, personalized flashy and exciting interactions to give your brand a much-needed boost.



# hourly rates

As there's no one-size-fits-all, we assemble an expert team to fit your exact request.

Role	Function	Hourly rate
<u>design lead</u>	defining ux strategy, brainstorming, reviewing of layouts, design system building, problem setting	\$140
<u>senior designer</u>	implementing solutions, conception & features prototyping, journey & service mapping	\$110
<u>middle designer</u>	benchmarking, user flows detailing, design concept building, ui designing	\$90
<u>junior designer</u>	mobile experience adapting, layouts structuring, working with ready-to-use design systems	\$70
<u>project manager</u>	briefing, arranging daily sessions, managing the workflow and the project budget, scheduling	\$90

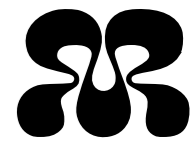


brand identity<sup>01</sup> visual language<sup>02</sup> brand guidelines<sup>03</sup>  
logotype systems<sup>04</sup> packaging<sup>05</sup>

*brand experience*



for every standing out brand experience, we have a story that is emotionally close and sensitive to the users. this creates a loyal and needs-based desire for your digital product.

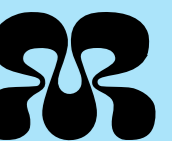




# hourly rates

As there's no one-size-fits-all, we assemble an expert team to fit your exact request.

Role	Function	Hourly rate
<u>design lead</u>	defining brand strategy and visual concept, brainstorming, problem setting	\$140
<u>3d / cgi artist</u>	creating and animating 3d models and cgi scenes	\$120
<u>2d artist</u>	creating flat illustrations, generating ideas and complex plots	\$100
<u>motion designer</u>	creating animated graphics and visual effects for marketing goals and content production	\$100
<u>project manager</u>	briefing, arranging daily sessions, managing the workflow and the project budget, scheduling	\$90



*our team*

12+

talented people

we are digital enthusiasts focused on all kind of experiments doing it with passion and fun. forming a team we combined different backgrounds to find tomorrow's creative solutions.



# *types of engagement*

## ongoing partnership

in collaborative partnerships we work on key business issues in an iterative manner.

## project-based

projects start at around 2 months, while average project is around 6 months and large-scale projects take up to 12 months.



*contacts*

let's see what we  
can create together



created by julia  
project manager

