

## Capabilities Statement

**UI/UX Design, Research, and Training solutions for software, web, print, film, and media.**

**Backed by 25 years expertise seamlessly collaborating with enterprise and small business teams,** we provide design (UI/UX and graphics), marketing, research, copywriting, photography, and training consulting services both remotely and on-site.

## Key Differentiators

- **Woman + Minority owned** small business organization
- Led by a **Certified Usability Analyst with 25+ years industry, 14+ years consulting, and 6+ years training experience.**
- **Collaboratively integrates** into existing teams at various stages to assist in ideating, creating, testing, and modifying enterprise and consumer facing solutions.

## CORE COMPETENCIES

### UI/UX SOFTWARE/WEB DESIGN & RESEARCH

- **Discovery:** interviews, analysis, personas, reviews
- **Research:** market analysis, requirements validation
- **Definition:** UI audits, ideation, testing, and validation
- **UI & UX Design:** wireframes, icon design, prototypes
- **Documentation:** specifications, reports, guidelines

### TRAINING & FACILITATION

- Course/workshop creation and facilitation
- Business Accelerator cohort and participant training

### GRAPHICS & MEDIA DESIGN

- **Branding:** language, colors, fonts, logo creation
- **Marketing materials:** flyers, postcards, & brochures
- **Collateral:** business cards, letterhead
- **Documentation:** programs, newsletters
- **Film:** Electronic Press Kits, packaging, movie posters

### WRITING

- **Copywriting:** brand story, editing, bios, editorial
- **Technical:** specifications, guidelines, documentation

### PHOTOGRAPHY

- Fine art, custom, landscape, adventure
- Architectural, commercial, real estate
- Travel, photojournalism, documentary, cityscape

### FILM/MEDIA

- Animated explainer videos
- Writing and directing
- Title design, beginning & ending credits, lower thirds

## COMPANY SNAPSHOT

**DUNS #:** 828759782

**CAGE Code:** 7RLV2

### Government Business POC

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**Payment types:** ACH, Check

## BUSINESS CLASSIFICATIONS

- Women-Owned Small Business (WOSB)
- Economically Disadvantaged Women Owned Small Business (ED-WOSB)
- Small Disadvantaged Business (SDB)
- Minority Business Enterprise (MBE)
- Women Business Enterprise (WBE)

## NAICS CODES

541519	Other Computer Related Services
541512	Computer Systems Design Services
541511	Custom Computer Programming Services
541490	Other Specialized Design Services
541430	Graphic Design Services
519190	All Other Information Services
512199	Other Motion Picture and Video Industries
512110	Motion Picture and Video Production