

# VISUALAB

capabilities deck



# VIRAL CAMPAIGNS DON'T JUST HAPPEN BY LUCK

We help businesses gain a competitive advantage in a market constantly changing due to evolving societies and technologies. Our process combines acquired creative intuition with advanced web technology and data analytics tools that lead to inspiring discoveries and measurable, meaningful results.

**Creative marketing is our science.**

# CAPABILITIES

The background is a grayscale collage of various digital marketing and design tools. It includes a laptop keyboard in the lower-left, a smartphone in the upper-right showing a website with a person's image, a tablet in the center showing a website with a person's image, a black pen in the lower-right, and several business cards. One card prominently displays 'KALEKA LAW' with a logo, and another shows 'VISUAL LAB' with a logo and text. The word 'CAPABILITIES' is overlaid in large, bold, yellow letters across the top.

We provide a wide range of design  
digital marketing services for  
businesses of all types.



# Creative Solutions

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We bring decades of combined experience in graphic design and creative strategy to develop original concepts that artfully convey your image to the world.

Always keeping our pulse on what's next, our curiosity and taste-making knowledge brings value to brands looking to develop engaging experiences across all media.



- Branding
- Logo Design
- Marketing Collateral Design
- Packaging Design
- Content Development
- Advertisement Creation
- Photo & Motion Production



# Digital Marketing

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We help brands and local businesses gain competitive advantage in a rapidly evolving digital marketing landscape.

Using the latest web technologies with advanced expertise, we execute impactful online strategies geared to increase ranking, awareness, traffic and conversion for a profitable digital presence.



- Web Development
- SEO
- Ecommerce
- Social Media Marketing
- Email Marketing
- Data Analytics
- Digital Knowledge Management
- Website Management



# We work with...

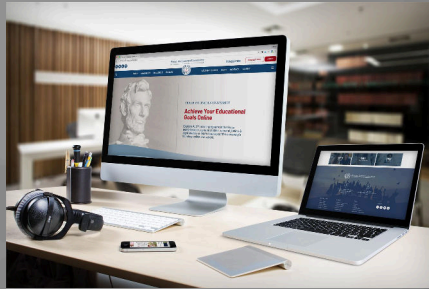
businesses and brands small & large, competing in different industries such as health & beauty, education, entertainment & culture, technology, and many more.

We help those who are making a first entrance and those evolving in the market, local or global.

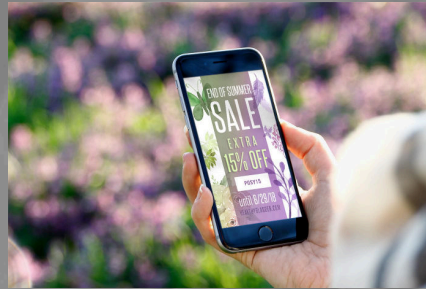
We have experience with niche and mass markets, and a great understanding of multicultural markets.



# Case Studies



Website Design  
UX Strategy  
Logo Design  
Marketing Collateral Design



Brand Repositioning  
Website Design  
User Journeys  
PR & Content Strategy  
Social Media Management



Market Research  
Campaign Strategy  
& Management  
Marketing Collateral Design

Some clients we've worked with include:





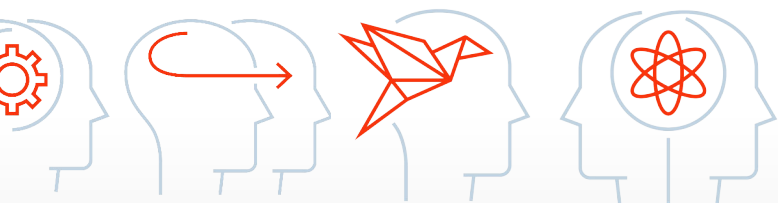
# PHILOSOPHY

A black and white photograph of a person in a lab coat pouring a vibrant blue liquid from a test tube into a beaker. The person's hands are visible, and the background is blurred. The word 'PHILOSOPHY' is overlaid in large, bold, yellow capital letters across the top of the image.

We believe great  
chemistry leads to  
great business.

We know great chemistry  
begins within our team:

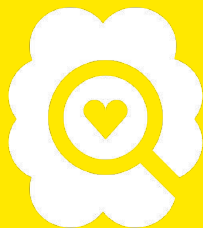
How we learn from each  
other and combine our  
genius to achieve a  
greater common goal.



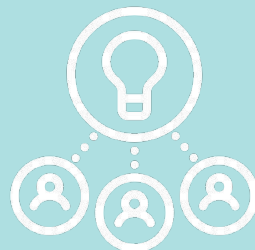
This mindset creates positive outcomes and  
allows us to nurture lasting, mutually  
prosperous relationships with people.



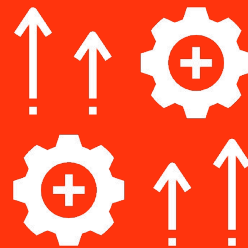
# Listen, Connect, Discover...



# Collaborate, Create, Perform...



# Learn, Improve, Grow...



Your vision, goals, opportunities and challenges are the first elements we explore together. We align strategy and objectives, and start by asking “why” before answering the “what” and “how” to make sure you get everything you need and nothing you don't.

A team-based approach focuses on creating a positive and productive experience for your team and ours. We are problem solvers, turning obstacles into opportunities. We facilitate collaborations and beneficial relationships to build and maintain win-win partnerships.

We continually gain insight and refine our processes to maximize outcomes. We adapt our approach to respond to new challenges and opportunities, and keep raising the bar, bringing new ideas and solutions that support your evolving needs.

## Diversity

We work with multicultural markets, businesses thriving in a wide-range of industries, and value diverse opinions and ideas. We thrive in knowing what sets our clients apart, and how to hone those strengths so we can use them to their advantage.

From the teams we interact with to the audiences we direct our marketing solutions to, people are at the center of everything we do. We believe honesty and respect create an affinity between people and ideas, bridging gaps and building beneficial, trusted bonds that shape the landscape.

## People

## Dedication

You are dedicated to the success of your business and expect the same from us. We are transparent and passionate about our work, knowing your success is ours too.

We are forever curious, embracing change and tackling new ideas. We aren't afraid to disrupt the market and take initiative in order to produce the most out-of-the-box results.

## Audacity

# WE VALUE



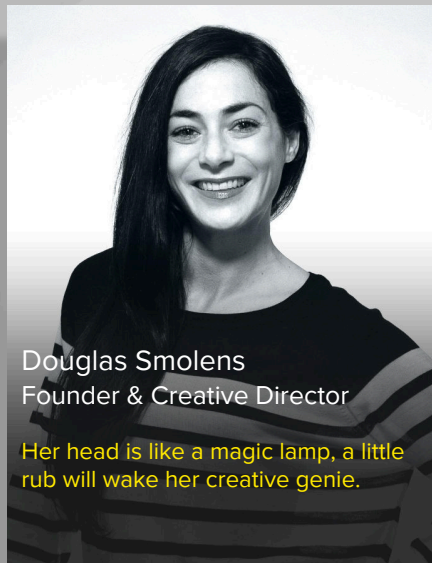
# THE TEAM

Visualab is lead by:



Douglas Smolens  
Founder & Digital Director

He's boss because he also  
shreds spanish guitar.



Douglas Smolens  
Founder & Creative Director

Her head is like a magic lamp, a little  
rub will wake her creative genie.



Yarasette Ramirez  
Marketing Director

Power Marketing, Power  
Communication, Power Naps.



Olaf Guerrero  
Creative Production Manager

Methodical, low-key and  
essentially O.G.

# CONTACT US

Let's explore the  
possibilities with an  
initial consultation!

[team@visualabdesign.com](mailto:team@visualabdesign.com)

323.744.0684

[visualabdesign.com](http://visualabdesign.com)



# THANK YOU

We appreciate you taking the time  
to get to know us better!