

profile

We offer integral solutions that are part of a big process of interpretation of the objectives to consider, an interaction with the client in search of accurate resources to succeed in the interpretation, and an accurate graphic and aesthetic development willing to generate an effective communication between the producer and the interpreter audience.

There's a fundamental importance on the way information is received by the user, no matter the media where the communication is held. There's only one opportunity to shock the audience, and taking good advantage of this benefits the creation of an institutional and commercial image that fits your company's goals.

Our goal is to interpret and transmit your company's objectives related to your philosophy. Our mission is to create an effective communication area for the interlocutor and its audience. And our vision is mostly the consideration of the current technologies constantly developing new features, and the equally inclusion of all possible users.

portfolio

Graphic Design

Isotypes, logotypes, and isologotypes design.

Brand Identity Manual design - Organization of allowed and forbidden variations for the future usage of the brand in several pieces of communication.

Business cards and institutional and commercial paperwork.

Informative newsletters design.

Advertising and promotional flyers design.

Adverts design.

Company's leaflets design.

Brochures and product catalogs design.

Interior and exterior posters design.

Gigantographies and exterior advertising design.

Exposition's stand graphic design.

Frame banners design.

CD covers design.

Web Design and Development

Banners, pop-ups and promotional advertising design, in GIF or Flash format.

Informative newsletters design, to be sent by e-mail.

Advertising and promotional flyers design, to be sent by e-mail or to be added to existing web developments.

Animations and interactive objects design, to be added to web sites.

Institutional and commercial web sites design and development, based on indispensable foundations of accessibility and usability.

Web sites structuring under XHTML and CSS language, adhering to web standards proposed by the W3C¹.

E-Commerce web sites design and development under available platforms (OsCommerce and Volusion) and with custom-made applications.

E- learning courses design and development.

Guestbooks development.

Semantic and structural optimization, and web site modularization to improve positioning of the search engines.

Tracing of online developments to maintain and assure indexation rankings acceptable for every web site.

Administrative Tools development to update and edit web site contents, among others:

- ▶ Moderate information of the web site.
- ▶ Control and administer public and private information.
- ▶ Manage a group of users for the application.
- ▶ Interact with the users database throughout the complete tool, to accomplish different administrative tasks.
- ▶ Control user's access to information by using different sets of privileges.
- ▶ Develop automated templates to send e-mails from this same tool.

Custom-made developments in these languages: (X)HTML, XML, CSS, JavaScript, PHP, ASP.NET, AJAX, SQL.

¹The World Wide Web Consortium (W3C) is an international consortium that develops web standards and guidelines that ensure long-term growth for the Web to lead the World Wide Web to its full potential.

trayectoria

2003 to nowadays

Independent developments

Web Sites design and development of all kinds of institutional and advertising pieces of communication for companies and small users.

Web site developments, applications and custom-made tools for different kinds of clients and objectives.

cliEnts

2008

David Kavlin

Digital newsletter design to e-mail weekly.

Educacional

Design and development of administrative Back Office for the web site.

Design of new sections in the web site, and new layout structure of the information to update using the administrative tool.

2007

Buenos Aires Flamenco

Isologotype design.

Aldo Schlemenson

Newsletter design to be sent via e-mail.

Promotional banners design and web site updates.

Advertising leaflet for events.

BA Rent

Isologotype design.

Web site and administrative tool design and development.

Allegrus

Digital newsletter design to e-mail fortnightly.

Posada Arco Iris

Web site design and development.

Fursan Furgones

Web site design and development.

Ana Luna

Web site design and development.

Industrias Automac

Web site design and development.

Who Else

Isologotype and Brand Identity Manual design.
Institutional paperwork and corporate identity design.

2006 to nowadays

Schutter Group Argentina

Schutter Group Cup Web site design and development.
Posters and advertising invitations for events design.

2006

Va de Vuelta

Web site and administrative tool design and development.

Rodolfo Stockl

Institutional brochure with catalog and insert flap design.

Grupo Abriles

Web site design and development.
Isologotype design for micro web sites.
Business cards design
Digital newsletter to e-mail design.

Comercial-Web

Isologotype design.
Web site design and development.

Producto-Argentino

Isologotype design.
Business cards design.
Web site design and development.

San Jorge Farm

Web site design (project not ended).

2005 to nowadays

Cubika S.A.

Design and development of web applications in XHTML and CSS languages, respecting web standards proposed by W3C.
Web site semantic and structural optimization considering accessibility and usability.

Barlovento Apart + Spa

Web site optimization.
Administrative tool design and development.
Adverts design.
Institutional interactive CD design and development.

2005

LMP Recovery

Institutional brochure design.

RoseSource.com

Institutional brochure design.

Promotional digital and printed flyers design.

Magazine adverts design.

Web site design and development, using Volusion E-Commerce platform.

2004 to 2006

Ertach (ex Millicom Argentina)

Institutional graphic design, gigantographies and external and internal banners, magazines and newspapers adverts. Institutional and promotional flyers and leaflets. Institutional and commercial paperwork design. New web site design, promotional and institutional banners design. Newsletters, notifications and digital flyers design.

2003 to nowadays

Despegar.com

Banners, pop-ups, outstanding sales and newsletters design. Newspaper's and magazine's advert design, promotional spot for TV commercial and merchandising.

2003 to 2007

University of California, Irvine

E-learning courses development.

2003

Wheelize.com

Isologotype design.

Institutional paperwork design.

Web site design and development.

Highlinewheels

Isologotype design.

Institutional paperwork design.

Web site design and development.



art and development director

Vanesa M. García

Graphic Designer degree title given by Architecture, Design and Urbanism University, University of Buenos Aires. 2003.

vanesa@vmgdesign.com.ar

developer

Federico H. García

Information Systems Engineering student at National Technological University.
Computer Technician graduated from Technical School No. 35 Engineer Eduardo Latzina. 2007

fede@federicog.com.ar