

# FLOAT

DESIGN

## OUR CAPABILITIES



Boutique design studio  
specializing in beauty and  
lifestyle brands.

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floatdesign.com

## TABLE OF CONTENTS

01

Introduction

02

The Problem of Design Velocity

03

Our Design Studio

04

Services and Capabilities

05

Working Together / Packages

06

Process

07

Who We Are

08

Case Studies

## INTRODUCTION

We are a boutique design agency specializing in beauty and lifestyle brands. Our passion is creating beautiful designs that build engagement and meaningful experiences.

We believe that design is integral to growing strong brands and the numbers back us up. According to the Design Value Index, design-driven companies have outperformed the S&P Index by 219% over 10 years.

Design has emerged as a fundamental way for organizations to differentiate themselves in a crowded marketplace.

More than that, design plays a key role in making content appealing. Great design translates into great content. And when your content deeply connects with your audience, that's when enduring experiences happen. These deeper experiences are what create loyalty and ultimately boost revenue.

They also are what we love creating.

## THE PROBLEM OF DESIGN VELOCITY

It used to be that a brand's creative department concentrated on rolling-out a few big launches and maybe some seasonal items each year.

The digital age has brought tremendous opportunities for marketers but with it comes an ever expanding need for creative assets.

With the proliferation of ecommerce, mobile, social media, bloggers, apps, retailers, and the increasing customer expectation that it all be personalized and immediate, many brands struggle to stay competitive.

The design advantage requires creative people and the ability to scale rapidly when necessary.

**71%** of companies report that they are creating ten times the number of creative assets today than just a few years ago.

**85%** of companies are feeling the pressure to accelerate their creative process.

\*IDC InfoBrief, sponsored by Adobe. June 2015.



## A NEW TYPE OF DESIGN STUDIO

Hiring full-time is often costly with recruiting fees, competition and compensation considerations. Many organizations have defaulted to a unreliable network of freelancers and offshore teams. This may be effective for smaller projects, but higher profile projects often require a more professional and reliable approach. Peace of mind, communication, transparency and honesty are paramount to your growth and success.

Having worked in-house, in agencies and as freelancers, we set out to create a new design experience which combines the best factors of each and enables marketers and brands achieve their unique design advantage.

Float Design decided to solve these issues by creating a design service that provides project based or on-going support specifically to lifestyle and beauty brands. We can act both as a go-to partner or to supporting existing in-house teams.

Our goal is to be a true partner with our brands, which explains why we usually measure our working relationships in years, not weeks.

CONDÉ NAST

HEARST

ESTÉE LAUDER

KEVYN AUCOIN

SCHOLASTIC

bon appétit

LA MER

eos  
evolution of smooth™

Calvin Klein

AHAVA

MUSEUM  
OF THE  
MOVING  
IMAGE

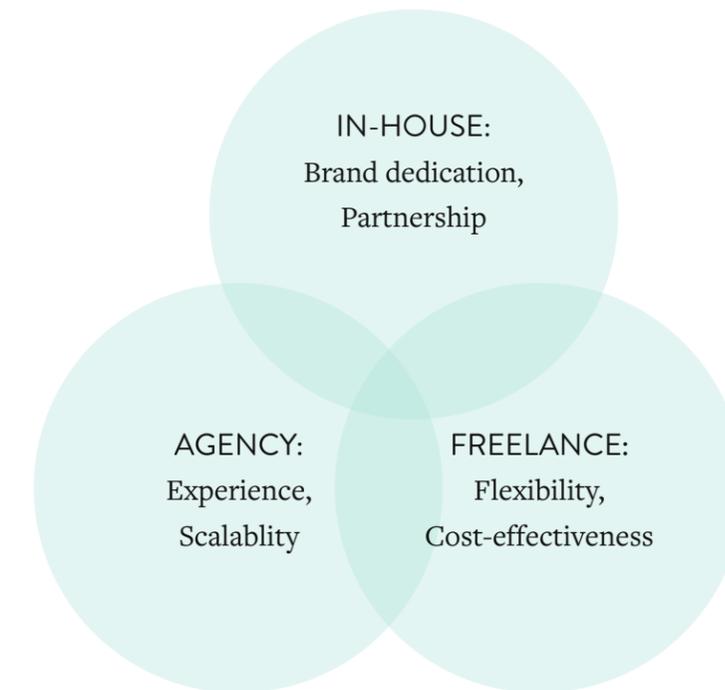
JO MALONE  
LONDON

LAURA  
GELLER  
NEW YORK

EXHIBITION a

BECCA®

COOPER  
HEWITT



### MOST WANTED

Hiring managers report the highest demand for talent is in Interactive/Digital.

Graphic design also comes in at the top of the list.

### AVERAGE SALARY IN-HOUSE:

UX Designer  
\$109,222 Low — \$140,557 High

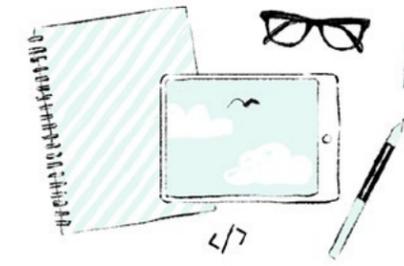
Art Director  
\$74,651 Low — \$107,132 High

Graphic Designer  
\$72,654 Low — \$90,500 High

\*CEW's 2017 Job Market Report

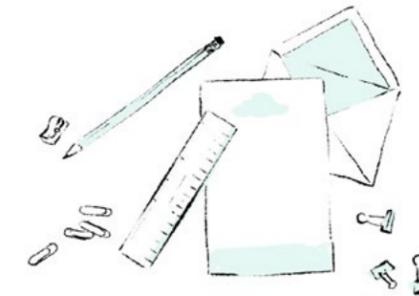
## DESIGN SERVICES

We love designing (almost) everything. We've been working as beauty and lifestyle brands' secret weapon for 10+ years and over that time have had experience with most common design assets — from interactive design to social to packaging. If we really love you, we'll even help you with Powerpoint.



### INTERACTIVE

Website design / Ecommerce / Interactive / Landing pages / Microsites / UX & IA



### GRAPHIC

Logos & branding / Packaging / Signage / Collateral / Illustration

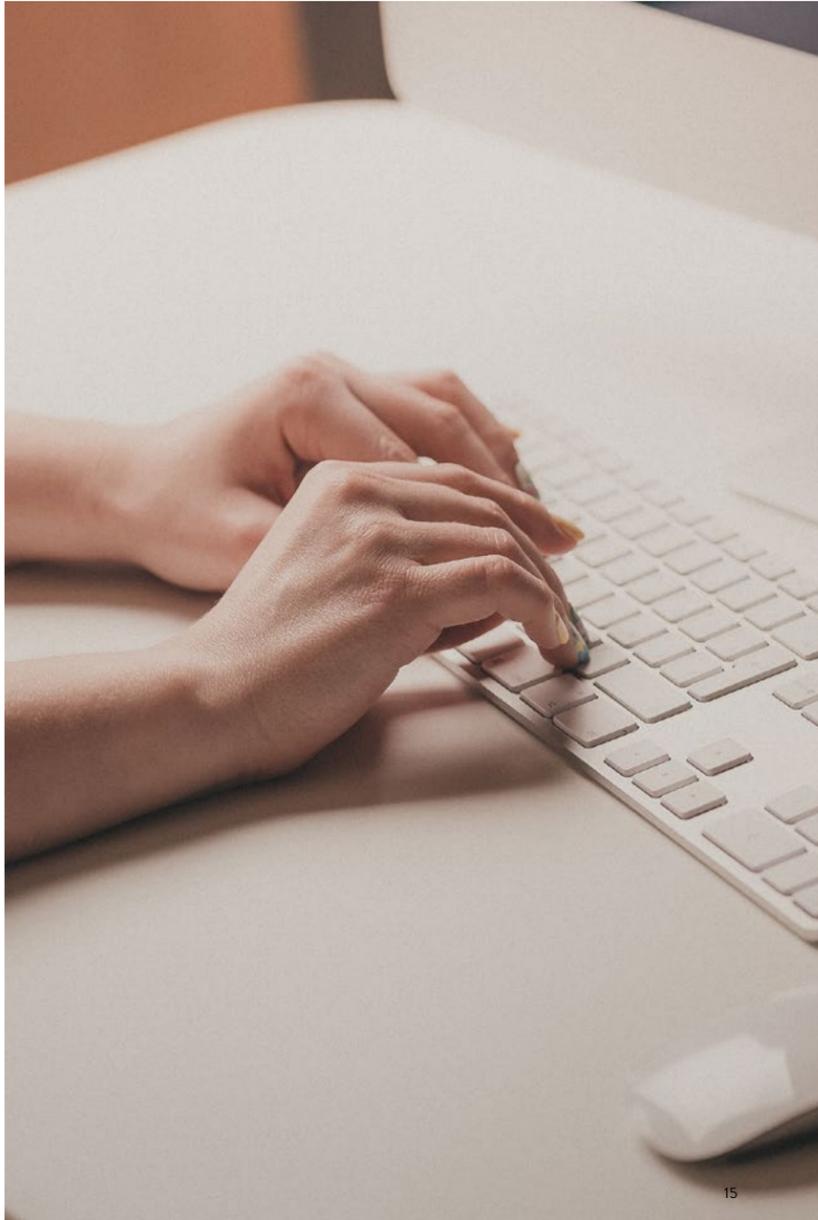


### DIGITAL

Email marketing / Banner ads / Website Refreshes / Social Media

## WORKING TOGETHER

We understand that every brand, timeline and project is different, so we work closely with our partners to ensure an efficient yet flexible engagement.



### PRICING

Our project based pricing is based on a blended variable rate, which takes into consideration:

- Timeline
- Consulting, Discovery & Planning
- Project Management
- Design Complexity
- Revisions
- Production and QA if applicable

### DESIGN AUDIT

Know you want to improve your brand's design but aren't sure where to start? We'll work together to review your brand's touchpoints (website, packaging, social media, emails, etc) and make a strategic plan on how to improve the design, create consistency and increase conversions.

\$500

### DIGITAL MARKETING STRATEGY

A digital marketing strategy helps to answer "where do we go from here?" It's important to begin with an assessment of the market, its opportunities, your company and the competition. We will assess your online presence, including social media profiles, website, and content marketing efforts. A competitive analysis and market research for up to 3 competitors is included, with a strong emphasis on attracting new customers through Search Engine Optimization (SEO).

Starting at \$750

### PROJECT BASIS

If you have a specific design project (example: new packaging, website redesign or rebranding) we can discuss and create a customized proposal and timeline.

Websites start at \$4000

Ecommerce starts at \$16,000

Logo/branding starts at \$1500

### MONTHLY DESIGN RETAINER

Perfect for brands who have on-going design needs but not the in-house resources to handle them. Retainers offer priority turnaround times, allow you to scale quickly, ensure consistency, and build an on-going relationship. The best part though according to our clients though is that it makes getting designs done easy and enjoyable.

Starting at \$2000 per month

## OUR PROCESS

We can accommodate a variety of work flows based on the client and projects needs. We've invested in the necessary tools, systems and people to provide best in class design and ensure a higher caliber of service, communication and delivery.



01  
DISCOVERY

Get to know each other and discuss your business needs, project goals and vision for your brand.

02  
PROPOSAL

Customize a proposal that includes pricing, milestones and a timeline.

03  
PLANNING

Design a roadmap to meet your objectives, define the deliverables and build the blueprint for the project.

04  
EXPLORATION

Create the foundation of the visual design, including wireframes, moodboards or research.

05  
DESIGN

The best part: we dive into the actual design.

06  
REVISIONS

Refine and finalize the designs with feedback.

07  
QA

We work with the developer or printer to make sure the final product fits your specifications.

08  
COMPLETE!

## WHO WE ARE

We're a small but mighty team. We look for a solid education, a gorgeous portfolio, experience in the beauty/lifestyle niche and that rare can-do spirit who is passionate about their craft, calm under pressure, and is just fun to work with.

In keeping with our mission to seek better work-life balance, we're a distributed team with members in New York, Richmond, Seattle, San Francisco, Los Angeles and Austin. While we're not in an office, we are always in contact with each other, whether it's work planning in our project management software, chatting on Slack or regularly scheduled phone calls.

## OUR TEAM



LARISSA

Owner and Creative Director

With over fifteen years of design experience in working with clients such as Conde Nast, Estee Lauder and Calvin Klein, Larissa has seen the creative business from in-house, agency and freelancer perspective and set out to build a studio that could pull the best from each approach.

Larissa earned her MFA in Design and Technology from Parsons School of Design and she can be spotted around the web at Huffington Post, Fast Company, Web Agency Podcast, CEO Nation, Pick the Brain and more.



SARAH

Account Manager



KAELA

Design and Illustration



JONELLE

UX and UI Design



ASHLEY

Graphic Design



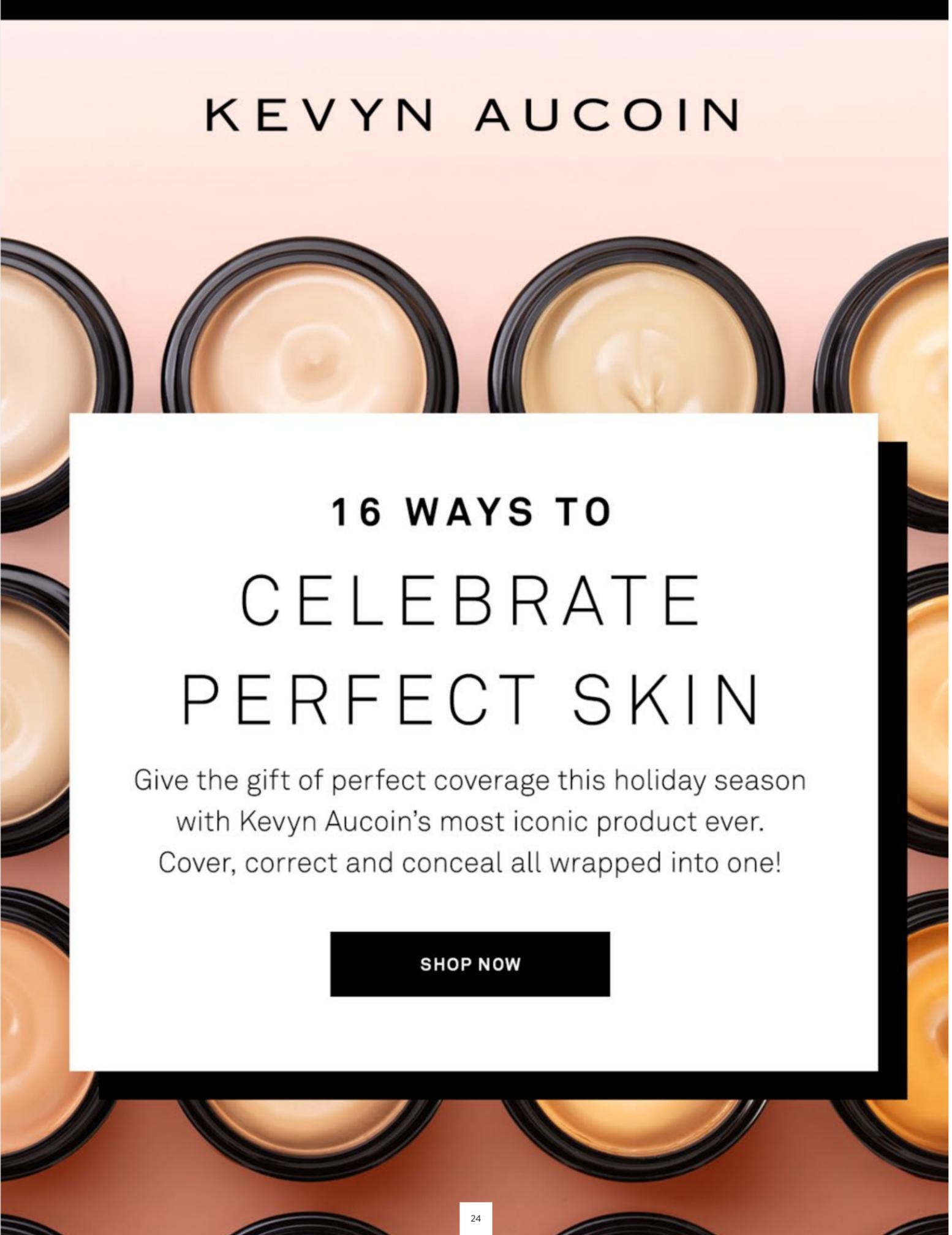
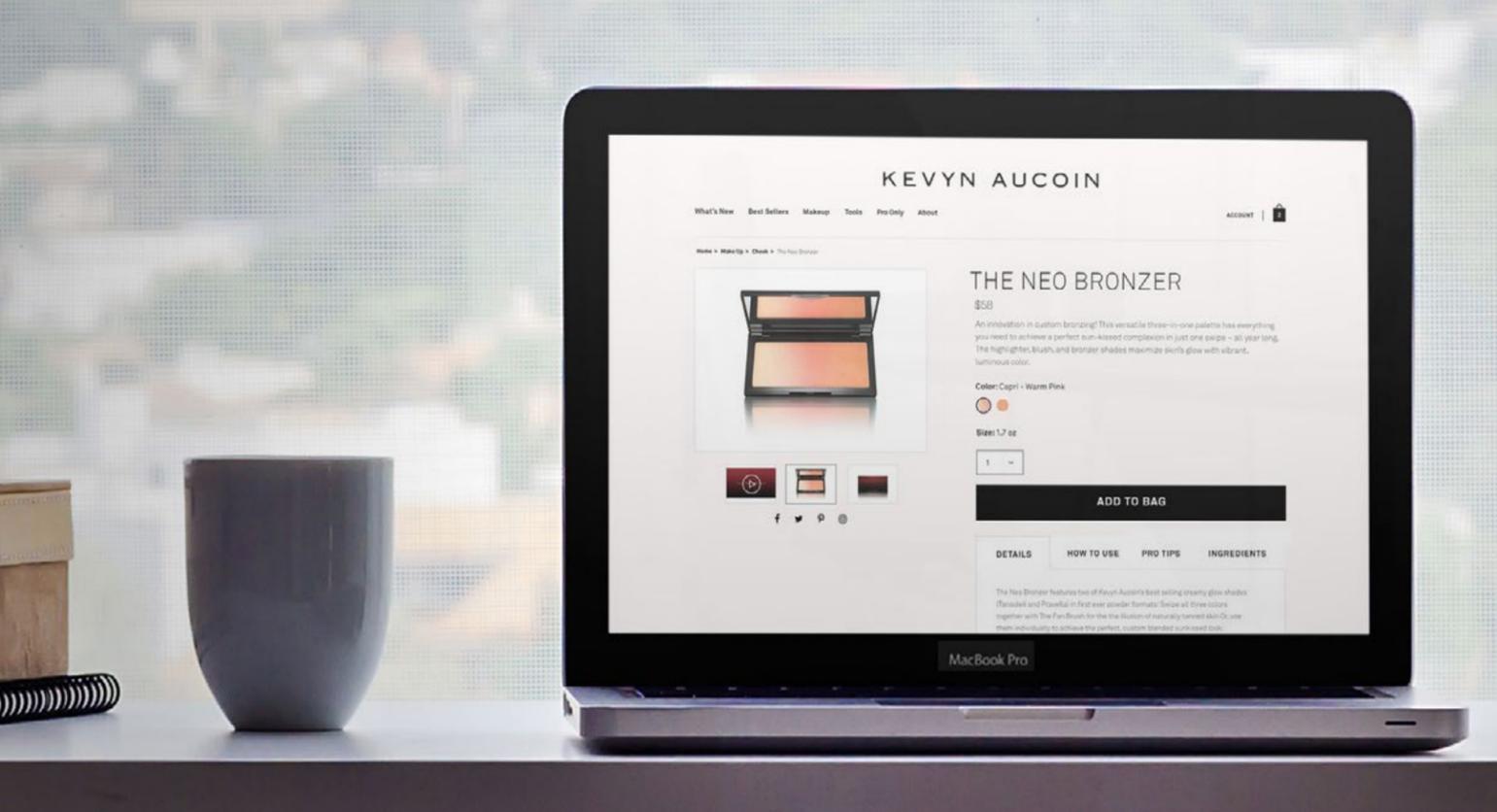
ADAMA

Social Media



JENN

Marketing Strategy



KEVYN AUCOIN

16 WAYS TO  
CELEBRATE  
PERFECT SKIN

Give the gift of perfect coverage this holiday season  
with Kevyn Aucoin's most iconic product ever.  
Cover, correct and conceal all wrapped into one!

SHOP NOW

CASE STUDY:  
KEVYN AUCOIN

We helped bring iconic cosmetics brand  
Kevyn Aucoin into the ecommerce era  
with a new website and on-going digital  
marketing promotions.

[View Case Study](#)

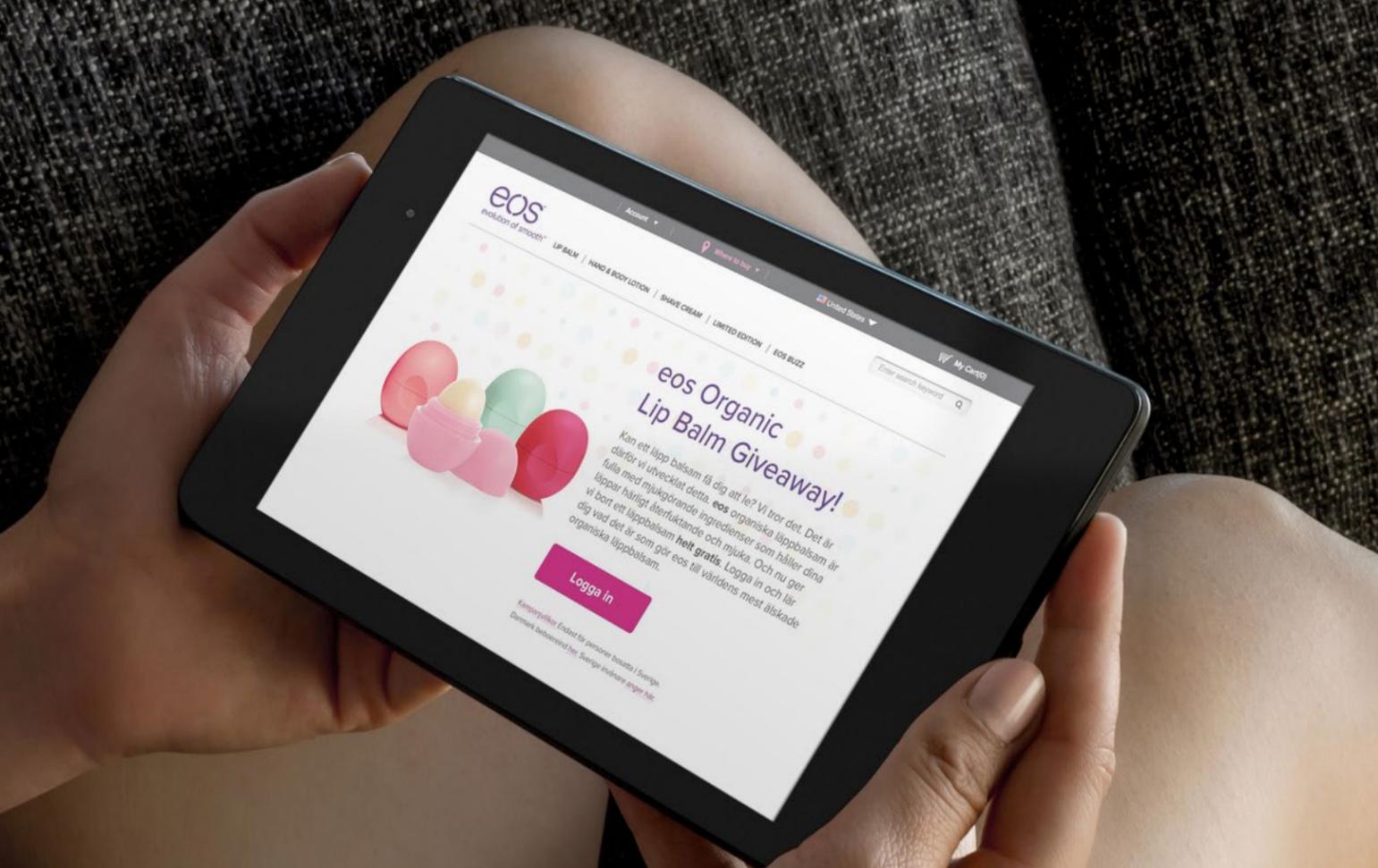




## CASE STUDY: CALVIN KLEIN

Created packaging designs for new launches, seasonal products, and legacy fragrances.

[View Case Study](#)



## CASE STUDY: EOS

Extended EOS's colorful and playful brand to through packaging and digital design.

[View Case Study](#)

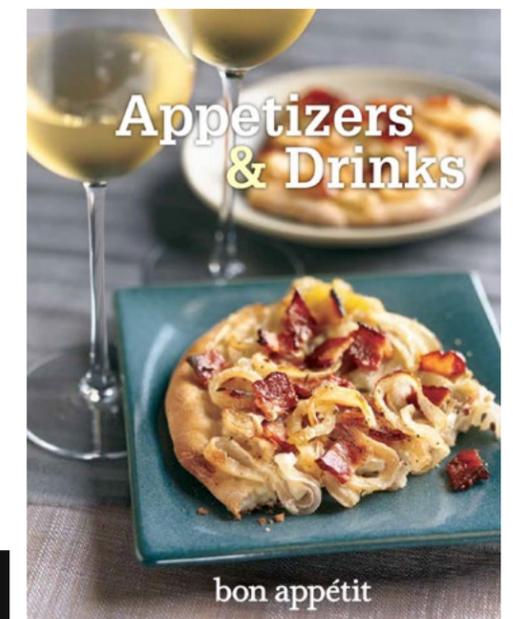


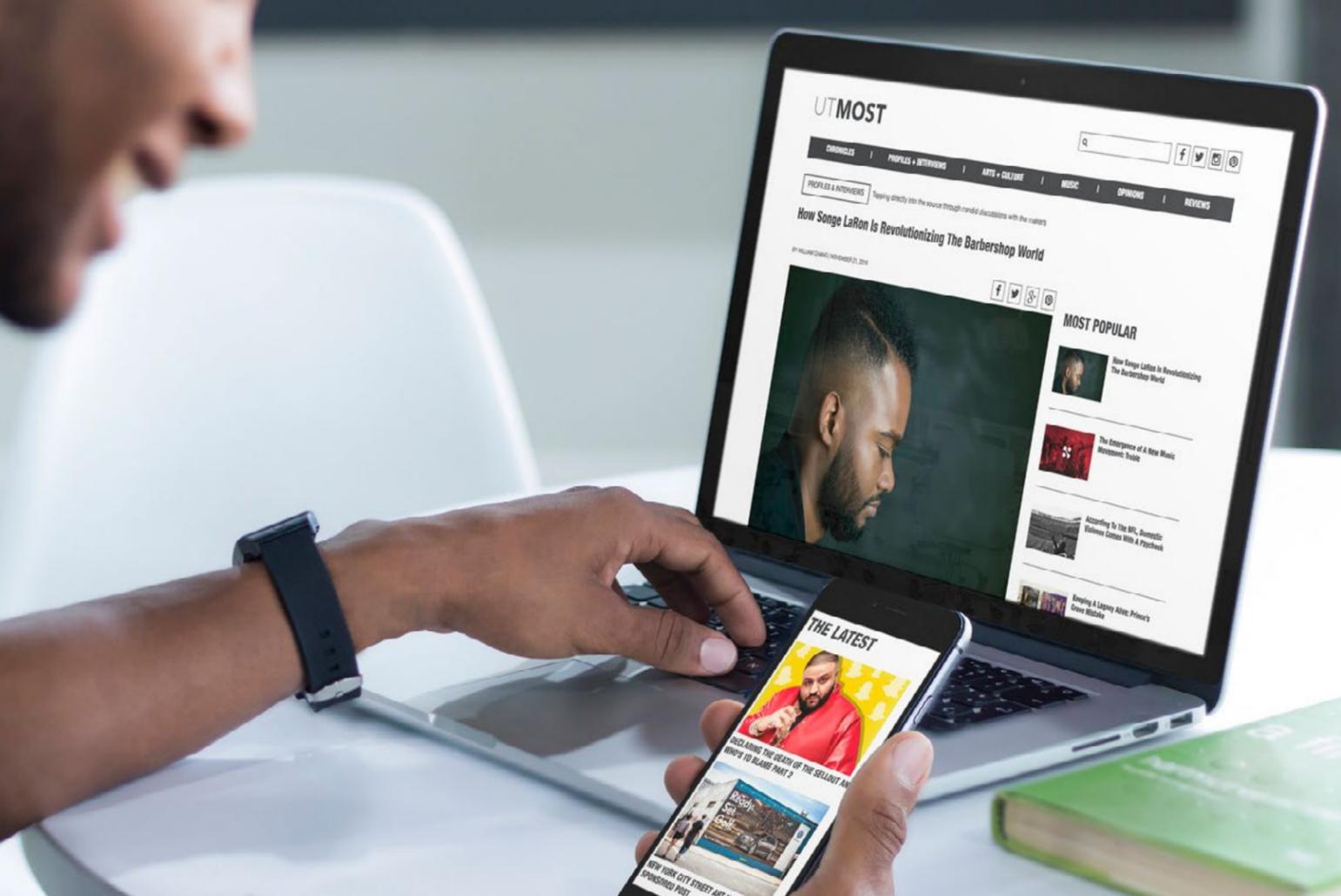


## CASE STUDY: BON APPÉTIT

Repurposed previously used magazine content to create new and unique recipe ebooks.

[View Case Study](#)

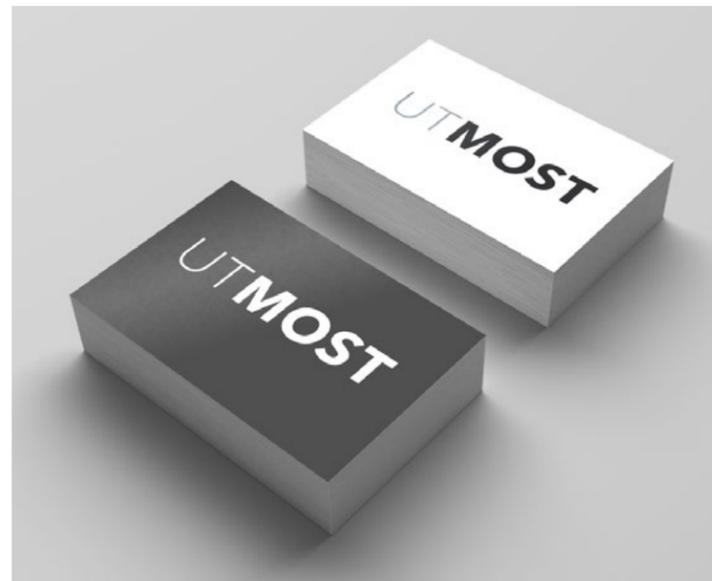




## CASE STUDY: UTMOST

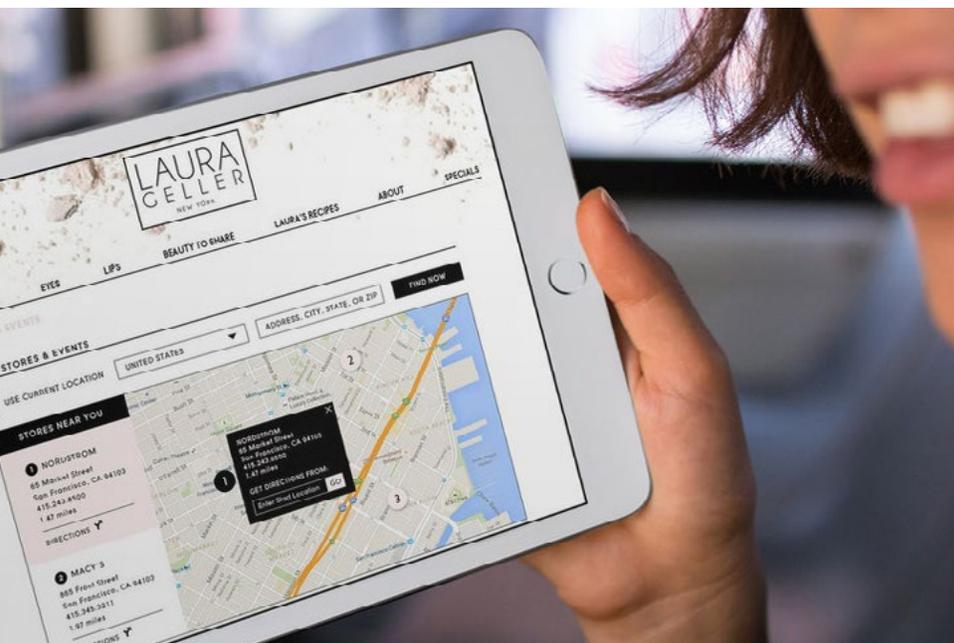
The team William and Park reached out to us for help to re-brand their online arts and culture magazine to have a more urban, edgy vibe.

[View Case Study](#)



## AVANTE GARDE / ART & MUSIC

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“We were in need of a design partner who had significant understanding of the beauty and digital landscape. We wanted to work with someone who shared our passions for beauty and consumer promotions, and ultimately create meaningful designs.

They helped us by creating compelling UGC page designs, digital assets for display ads and mobile app presence, dedicated email designs, and much more in between with the highest level of profes-

sionalism AND punctuality. Our partnership spanned across digital, social and mobile and the results were high-quality designs that drove some of our most successful campaigns to-date!

I really liked their ability to brainstorm with our brand—we appreciate the creativity and willingness to suggest other interpretations of how to fruitfully bring a specific concept to life.

I would recommend them to brands who need a fresh take on their digital portfolio and/or a design partner who can handle high volume requests with fast-paced needs.”

— JESSICA CARIDADE, Laura Geller Beauty  
Senior Manager, E-commerce and Digital Marketing

**THANK YOU!**

For further questions, contact us at:

646.480.7676  
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