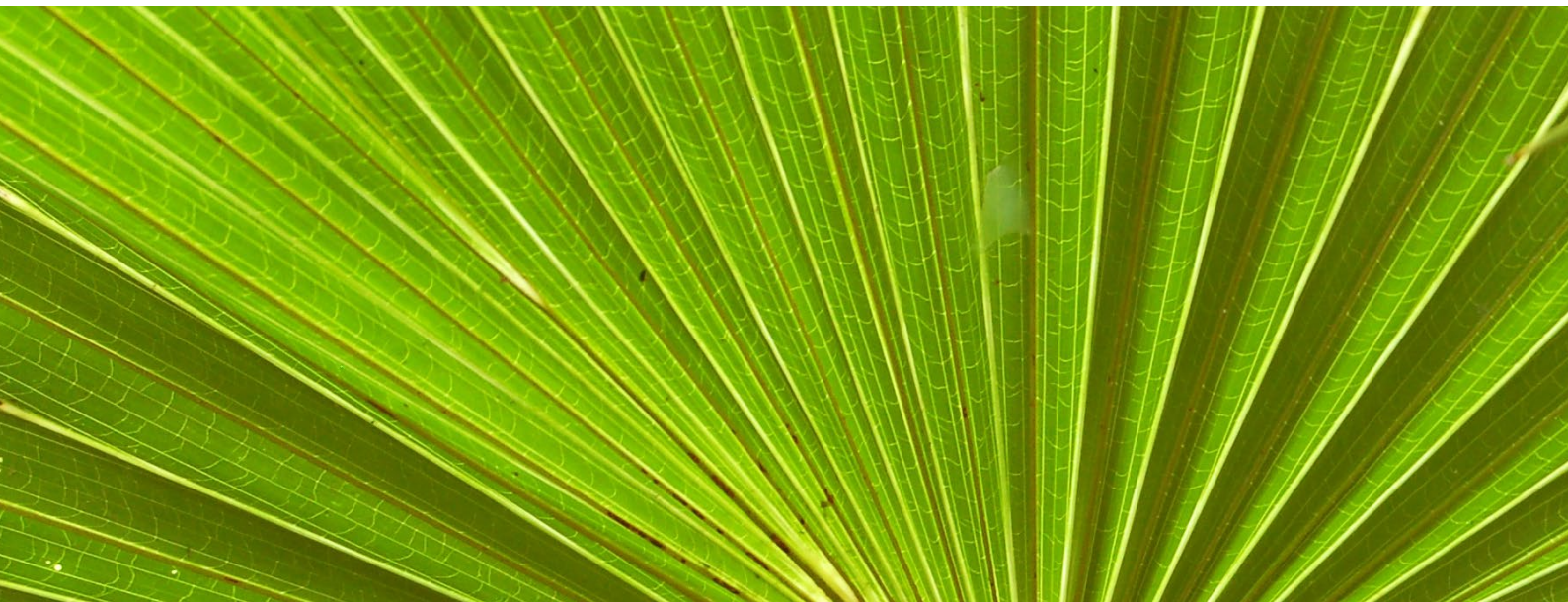


CREDENTIALS DOCUMENT



T. +61 3 9005 6225
M. +61 417 735 472
E. info@visionfactor.com.au
W. www.visionfactor.com.au

ABOUT US

Vision Factor Design is a forward thinking design consultancy based in Melbourne, Australia. We specialise in providing complete digital and print solutions to meet the needs of today's businesses and community organisations.

Our business philosophy is to be both innovative and reliable whilst offering a premium quality, customised service at an affordable price point.

Our design approach is driven by a desire to exceed the expectations of the client as we create a unique image which helps their business to both stand out and grow.

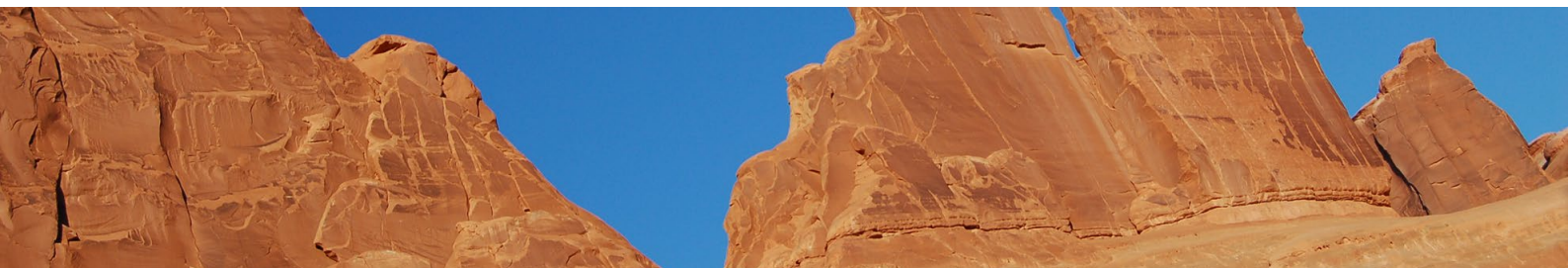
Since our establishment in 2006 Vision Factor Design has grown to service numerous clients across many industries including real estate, healthcare, finance and community organisations.

Vision Statement

To be a design service of choice, highly regarded by our customers for our creative initiative, quality of work and professionalism.

Mission Statement

We are a superior design service committed to the provision of quality design solutions which represent excellent value for our clients, and which they proudly display.



WHO WE ARE

Vision Factor Design is a small team of creative individuals and web developers working together to produce innovative and sought after work.

The team is headed up by Creative Director and owner Nicole Paton.

Nicole Paton

Nicole is a unique individual who thoroughly enjoys a mix of creative and technical work.

Her formal qualifications include a Bachelor of Engineering (Product Design) and a Certificate IV in Business Management. However, she has chosen to shift her career into the field of web and graphic design and through the establishment of Vision Factor Design in 2006 she has gained a wide variety of experiences across many industries.



Nicole's passion for design and working creatively is well utilised in many varied visual design tasks for both print and digital media. Her love of a technical challenge is demonstrated through her past experience as an Engineer and is now satisfied through the development of advanced websites and web applications.



WHAT WE DO

At Vision Factor Design we are specialists in creating the perfect image for both startups and established businesses, whatever the media. We provide services of the highest quality in the areas of graphic design, web design and development, and photography.

Branding

- Logo Design
- Identity Development
- Brand Colours
- Corporate Stationary
- Brand Guidelines

Graphic Design Services

- Corporate Collateral
- Brochures and Flyers
- Packaging
- Signage
- Banners
- All other print design services

Digital Services

- Website layout design
- Application design
- User Interface design
- User Interface Development
- Wordpress Theme Development
- Custom Website Development
- Content Management
- eNewsletters

Photography Services

- Product Photography
- Architectural Photography
- Corporate Portraits



OUR CLIENTS

Our client list reflects the diverse range of work we undertake across many industries. The services provided for these clients are varied and include all facets of business branding, graphic design, website design and development.



OUR WEB EXPERIENCE

UI development

- HTML, HAML, CSS, SCSS, Javascript, jQuery, Ajax, Coffee Script, Bootstrap
- Static and responsive layouts
- Mobile and Tablet applications
- Ruby on Rails and Sinatra applications
- SEO best practices
- Working within MVC architecture

Back end development

- PHP
- MySQL

CMS and eCommerce systems

- Wordpress
- WooCommerce
- Genesis
- Joomla
- Virtuemart
- Magento
- Prestashop
- Website Baker
- Zen Cart

Payment gateways

- Paypal
- Westpac Payway
- NAB Transact
- 2Checkout

Online Marketing

- HTML email template design and construction
- Mailchimp
- Campaign Monitor
- Facebook advertising
- Google Adwords and banners ads
- Google analytics and conversion tracking
- PPC campaign management and reporting

Hosting

- Domain name registrations
- Hosting account set-up and management
- cPanel
- phpMyAdmin


Source control

- Subversion
- Git
- Github
- Bitbucket
- Source Tree


Other web tools

- Google Maps API
- Adobe EchoSign
- SignNow
- Survey Monkey
- Survey Gizmo






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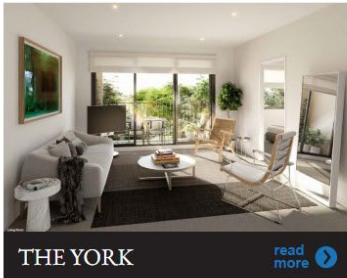


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**THE YORK
WEST BRUNSWICK**
Tranquil yet connected




The York is a collection of four boutique buildings within a tranquil setting, each aptly named after popular parks in West Brunswick and adjoining suburbs. The York offers a warm balance of lush green parks and vibrant urban convenience and is only 8 minutes to the city.


The Royal Building pictured is the first of the four buildings and is an elite and exclusive collection of only 56 apartments over three levels. The Royal is set amongst lush green gardens and comprises thoughtfully designed 1 and 2 bedroom apartments.

Each sharing apartment pertains to R Corporation's signature style that has proven successful across our heritage of projects. Fresh, clean, timeless design appeal to owner-occupiers and astute investors.


Luxury inclusions are presented in each apartment, such as a balcony, individual car park, bike rack, in-suite storage, stone benchtops and Bosch appliances.

World-renowned landscape designer, Paul Langley is applying his award winning elegance to The York's private and communal courtyards and the adjacent 1.4 acre cricket oval.




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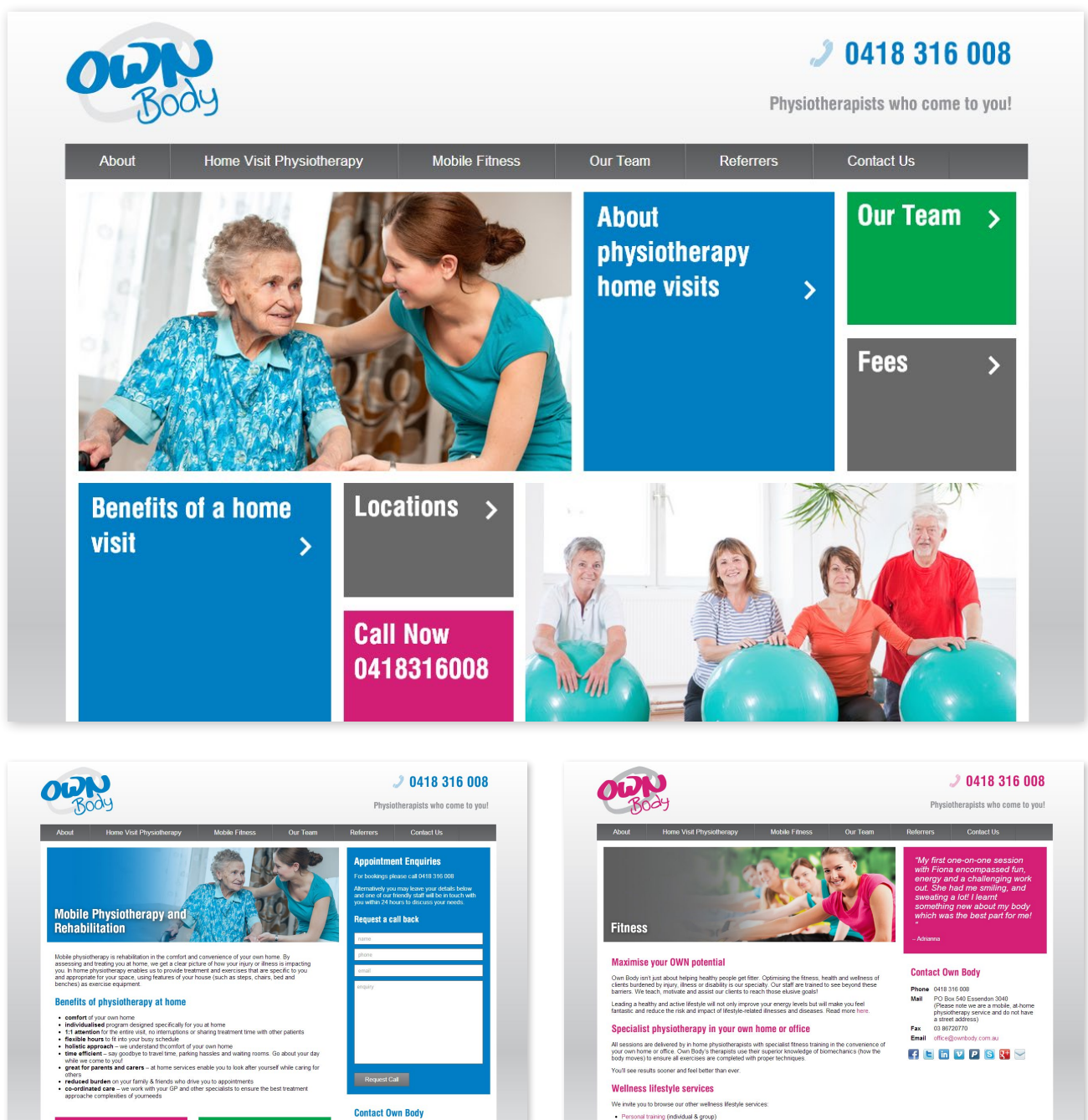
Our Services

Our range of services are tailored to our customers requirements, which are based upon the professional services that our affiliate who referred them manages themselves. We are able to assist with any of the following:

- Education and information in relation to property investment and how to build wealth through property
- Property portfolio planning
- Direct access to a number of developer and builders, cutting out the middle man
- Access to exclusive off-market properties
- Contract negotiation and completion
- Access to professional conveyancing solicitors
- Investment profiling of suitable properties
- Completion of a Property Investment Analysis report
- Referral to leading property management firms to assist with tenanting your new investment
- Provision of depreciation schedules
- Negative gearing information and explanation
- Recommendation to professional mortgage brokers
- Assistance and advice in relation to buying property with a Self-Managed Super Fund
- Referral to a specialist tax agent

A complete web design and development project, odysseyrealestate.com.au is a clean and elegant website reflecting the geometric and minimalistic style of modern apartment architecture. The site is powered by the wordpress CMS.

We invite you to review the live website at www.odysseyrealestate.com.au



A complete web design and development project, ownbody.com.au is aimed at servicing the needs and providing accessibility to all members of a diverse community. The site is powered by the wordpress CMS.

We invite you to review the live website at www.ownbody.com.au

WWW.REALPRIVATE.COM.AU

The image displays a website design for RealPrivate.com.au. The top navigation bar includes the RealPrivate logo, a phone number (1300 588 200), a 'CLIENT LOGIN' button, and a menu with links: HOME, ABOUT, LIST NOW, SALES, RENTALS, UPGRADE, and CONTACT. The main hero section features a large image of a modern house with a car in the driveway. Overlaid on this image is the text: 'Sell your home with no commission with RealPrivate on realestate.com.au'. Below this is a red button that says 'LIST YOUR PROPERTY'. A section titled 'Two affordable payment options...' follows, with two columns. The left column, 'TAKE YOUR TIME TO SELL', offers a '\$399 NO MORE TO PAY' package with a list of services and a 'No commission ever!' guarantee. The right column, 'HOT PROPERTY - HOT MARKET', offers a '\$199 for 30 days' package with similar services and a 'No commission ever!' guarantee. Below these are two screenshots of the user interface. The left screenshot shows the login/register area with fields for 'username or email' and 'password', and buttons for 'CREATE YOUR LISTING' and 'LOG IN'. The right screenshot shows the 'Your details' and 'Your property listing' forms, including fields for personal information, address, and listing details, with a 'NEXT' button at the bottom.

A complete web design and development project, realprivate.com.au is unique site with highly custom functionality to suit the needs of customers self listing their own properties for sale or rent. The site is powered by the wordpress CMS with API integration with Zoo Property.

We invite you to review the live website at www.realprivate.com.au and the listing portal at www.realprivate.com.au/listings

Further Examples...

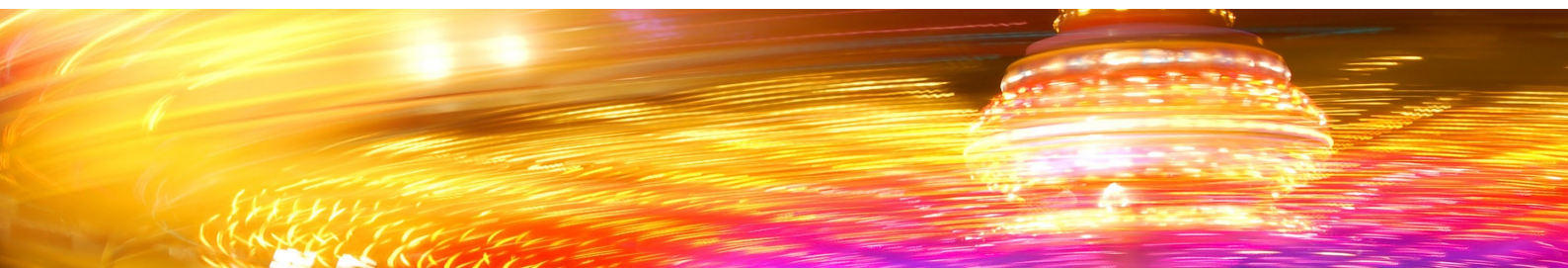
Web Design and Development

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<http://www.htmlpresenter.com/>
<http://www.luxuryhomes.com.au/>
<http://www.finfeed.com/>

Please note that as most of our client websites run on a CMS they have the ability to modify their website content. Therefore the live site may not always represent our design intent.



LOCATION

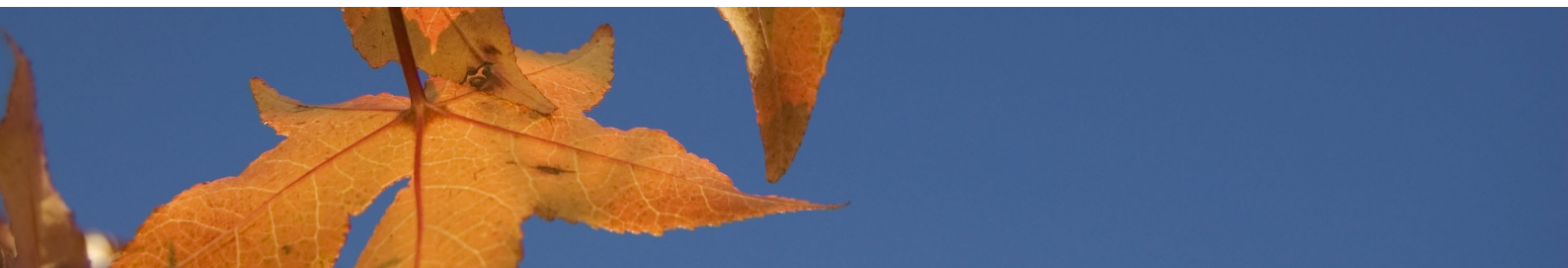
Vision Factor Design is based in Melbourne, Australia

We are currently servicing clients throughout Australia and the USA.

CONTACT DETAILS

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ABN: 68 406 911 946

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We thank you for the opportunity to present our credentials
and we look forward to working with you in the future.



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