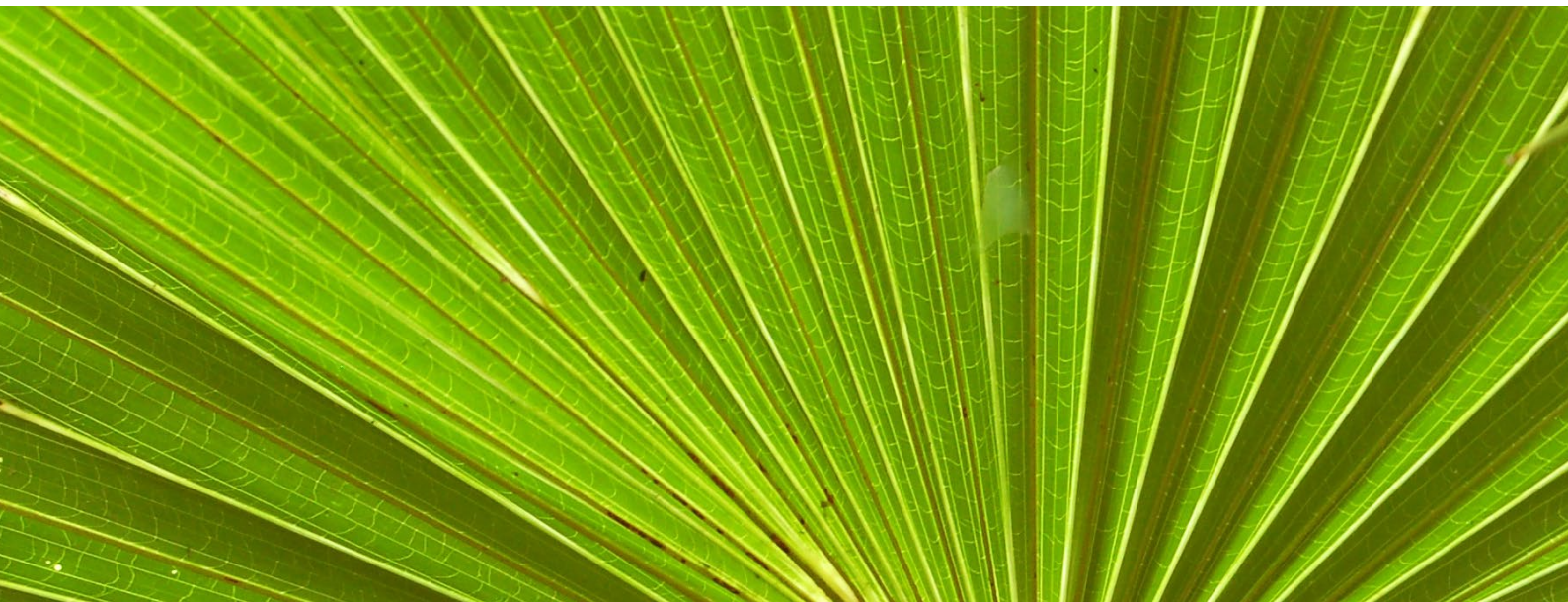


## CREDENTIALS DOCUMENT



T. +61 3 9005 6225  
M. +61 417 735 472  
E. [info@visionfactor.com.au](mailto:info@visionfactor.com.au)  
W. [www.visionfactor.com.au](http://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.

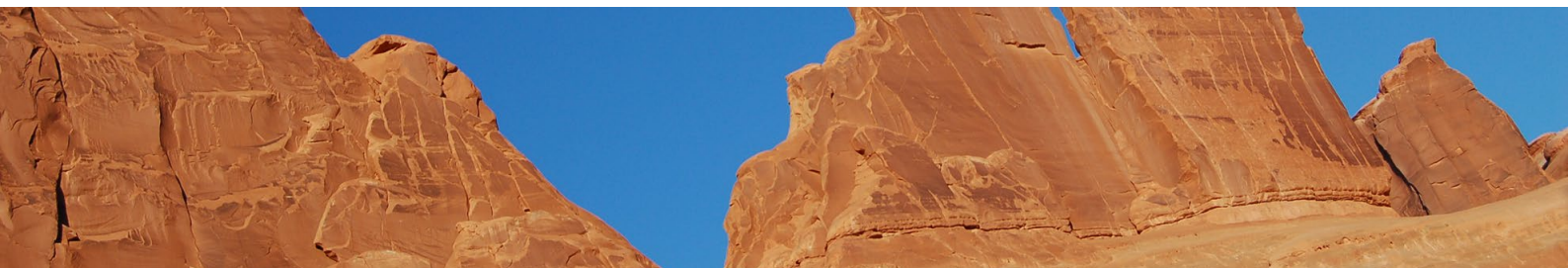
Since our establishment in 2006 Vision Factor Design has grown to service numerous clients across many industries including real estate, healthcare, finance and community organisations.

### Vision Statement

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

### Mission Statement

We are a superior agency committed to the provision of quality design services and digital 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.

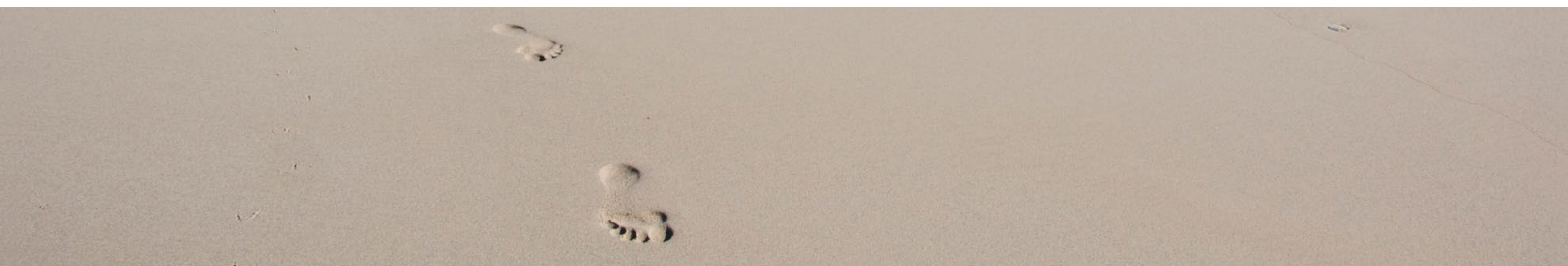
### Nicole Paton

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 / Real Estate Photography
- Corporate Portraits





## OUR CLIENTS

Our client list reflects the diverse range of work we undertake across many industries. Below are a sample of the organizations we have had the pleasure to work with. 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, SASS
- Javascript, jQuery, Ajax, Vue
- 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
- Squarespace
- Shopify
- Magento
- Joomla

### Payment gateways

- Paypal
- Stripe
- 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
- Email and MX configuration

### Source control

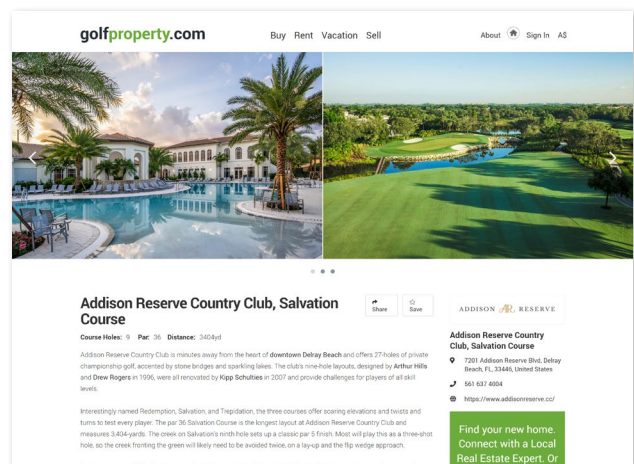
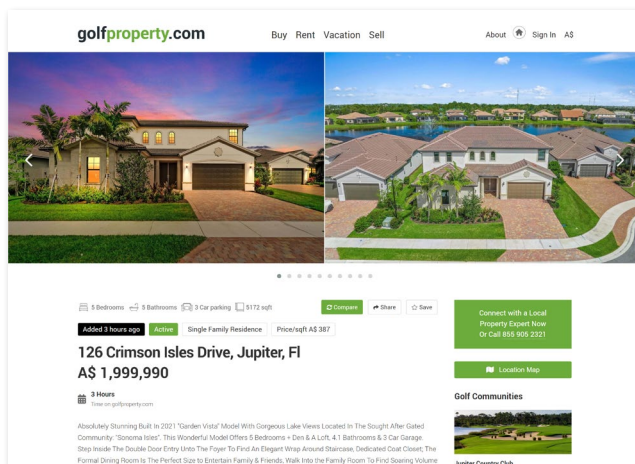
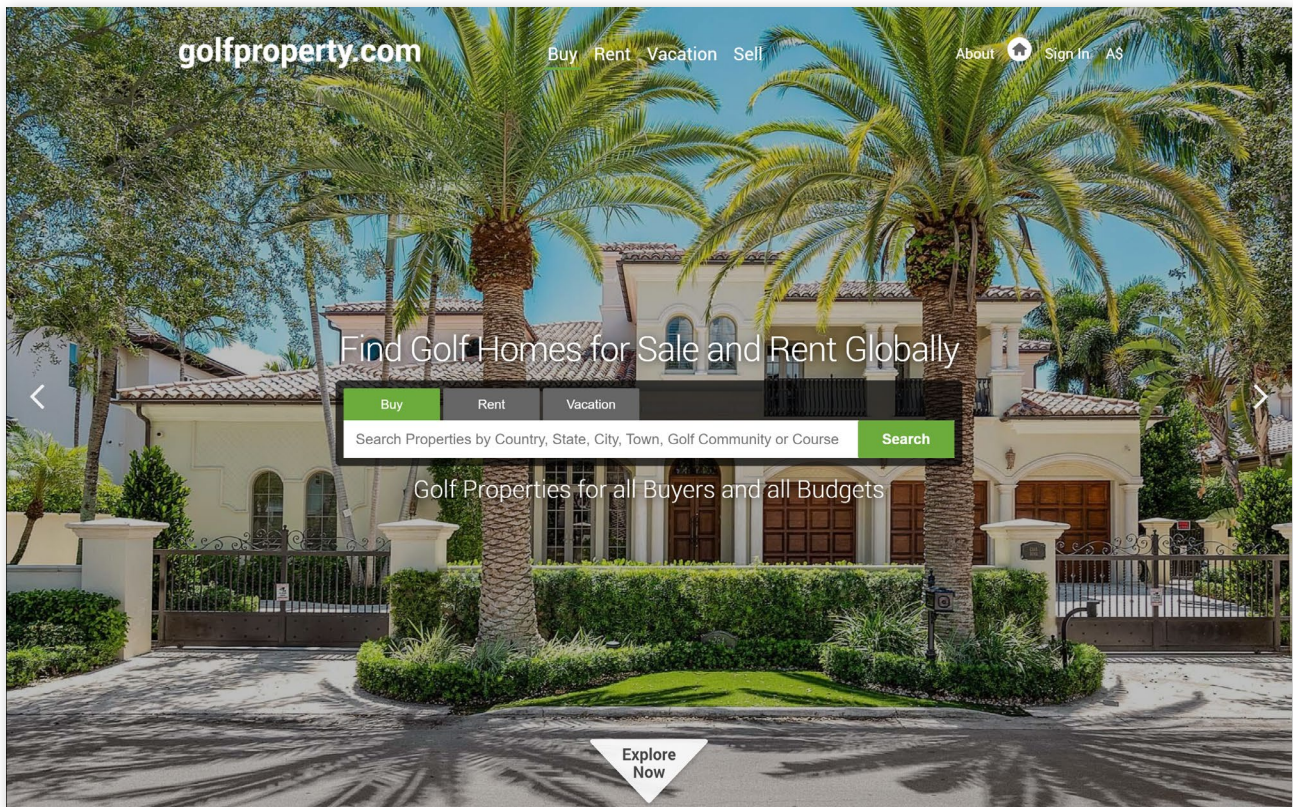
- Git
- Github
- Bitbucket
- Source Tree

### Other web tools

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



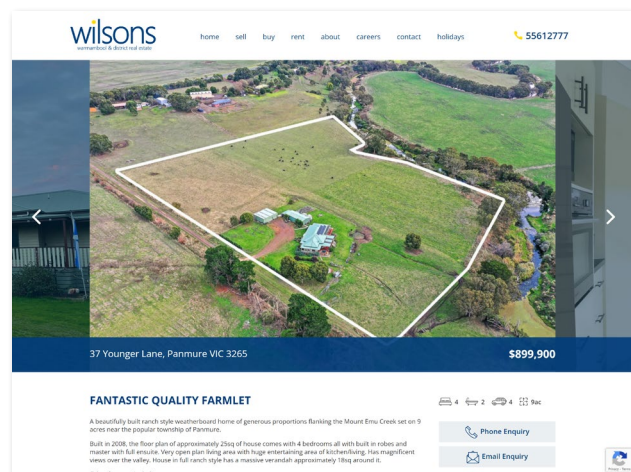
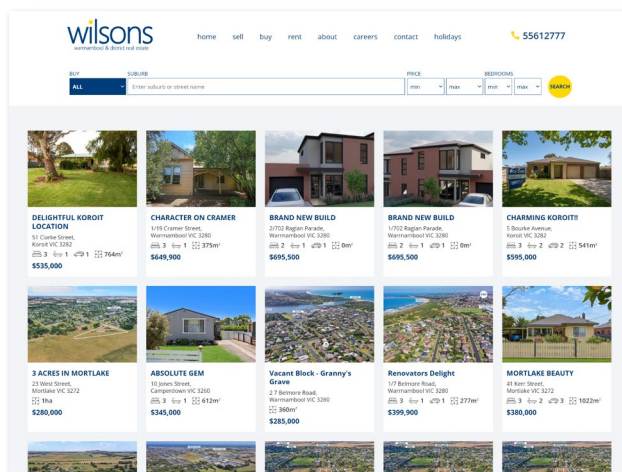
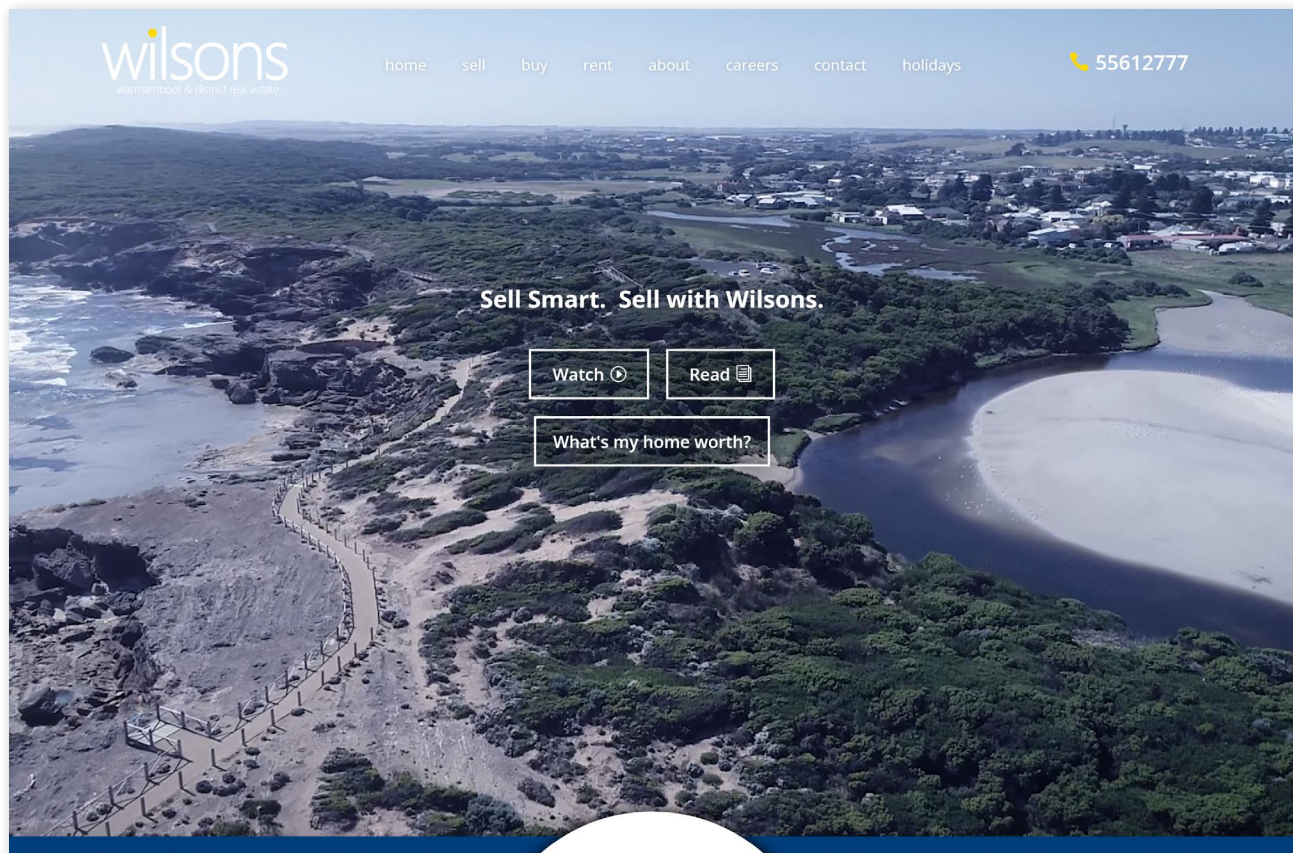




Nicole is the lead web designer and developer for a small global development team working on Golfproperty.com on an ongoing basis. Golfproperty.com is a golf lifestyle website and real estate portal specializing in golf lifestyle real estate. It is highly complex custom web application including integrations with US property listing services and portals such as realtor.com. The site is powered by the Wordpress CMS.

We invite you to entertain review the live website at [www.golfproperty.com](http://www.golfproperty.com)

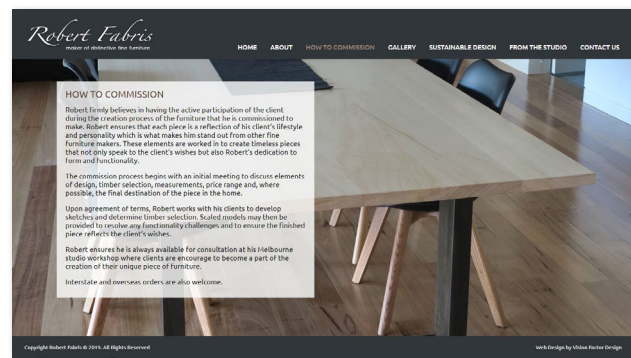
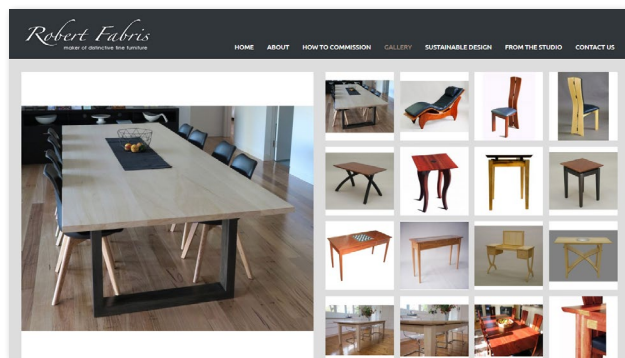
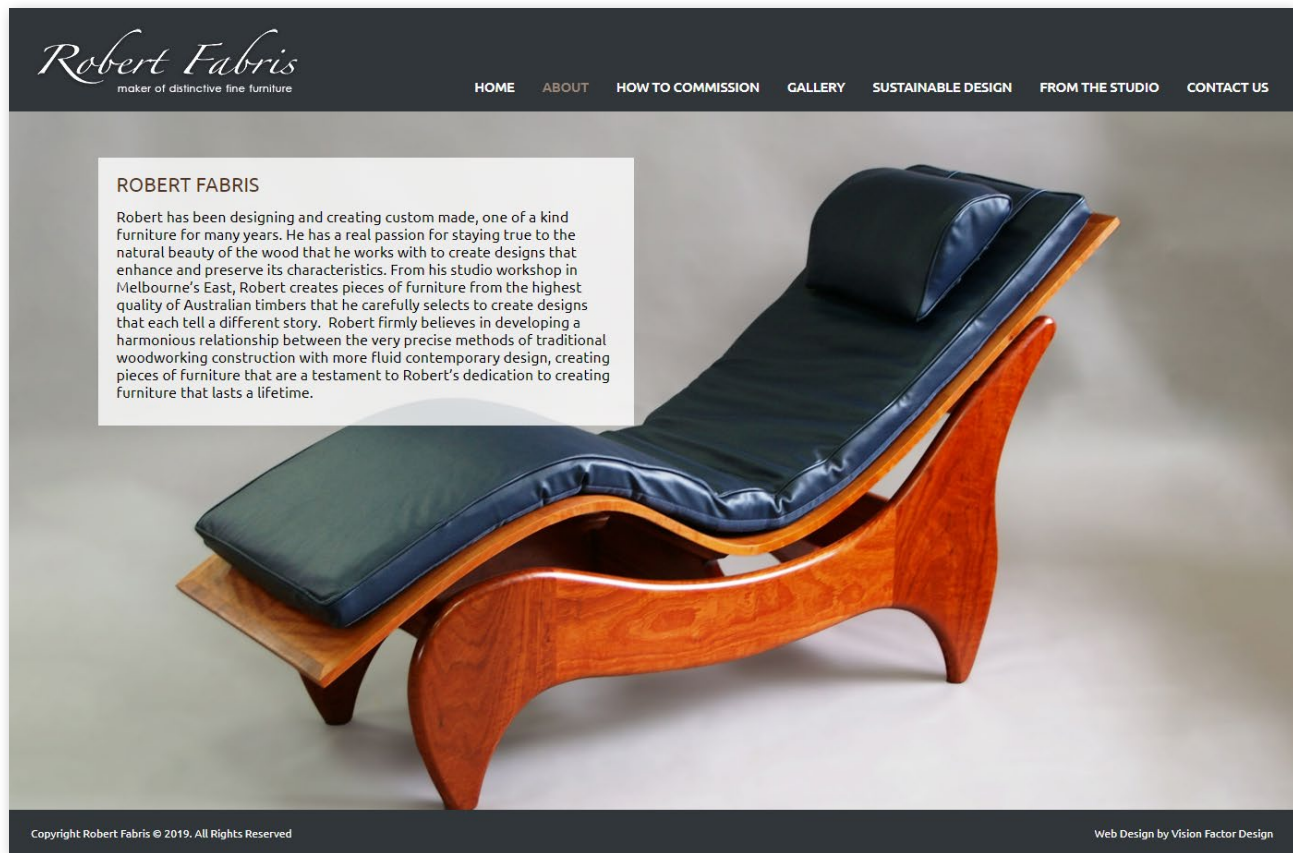




A complete web design and development project, wilsonswarrnambool.com.au is a single agency real estate website with live property listing updates through automated imports in the realestate.com.au XML format. The site is powered by the Wordpress CMS.

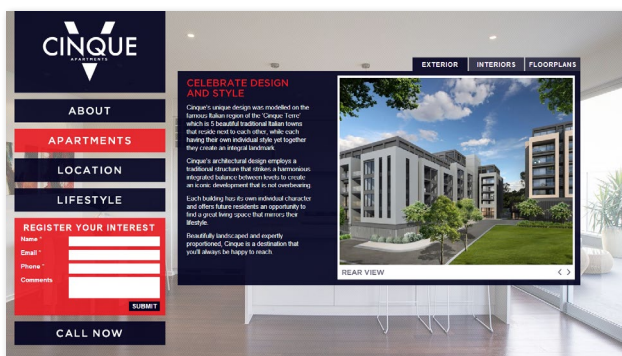
We invite you to review the live website at [www.wilsonswarrnambool.com.au](http://www.wilsonswarrnambool.com.au)





A complete web design and development project, robertfabris.com.au is an elegant website highlighting the beauty and quality of handcrafted custom made designer furniture. The site is powered by the wordpress CMS.

We invite you to review the live website at [www.robertfabris.com.au](http://www.robertfabris.com.au)



A complete web design and development project, [cinqueapartments.com.au](http://cinqueapartments.com.au) is a clean and stylish website reflecting the modern angular design of the Cinque Apartments complex. The site is powered by the wordpress CMS.

As this was a property development project and all apartments were sold the website is no longer live. We invite you to review a copy website at [www.visionfactor.com.au/cinque](http://www.visionfactor.com.au/cinque)





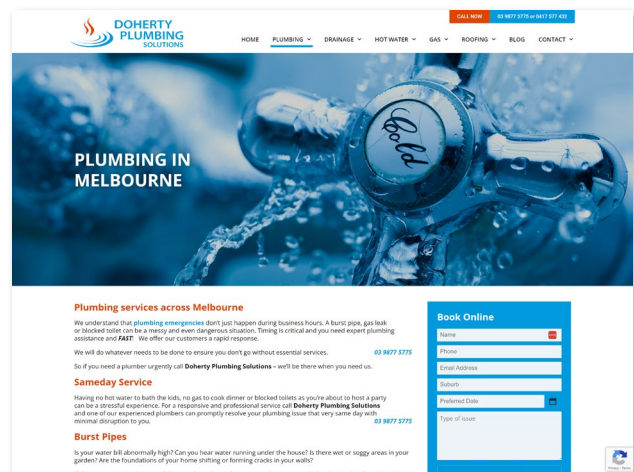
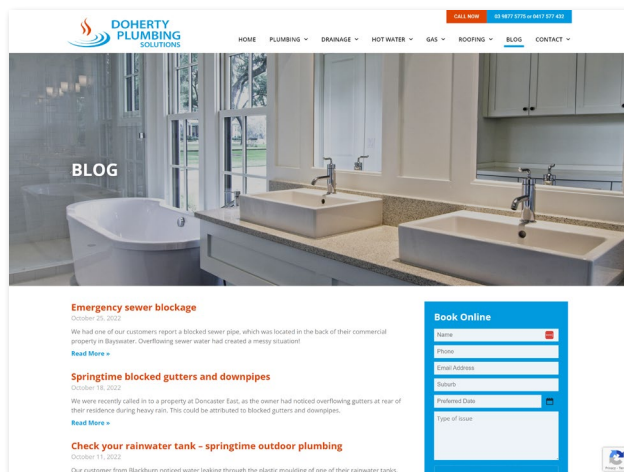
## Welcome to Doherty Plumbing Solutions Melbourne

### Local Melbourne plumbing experts you can trust.

If you're on the hunt for an experienced, qualified plumber Melbourne residents can rely on, look no further than Doherty Plumbing Solutions. When you pick up the phone and dial **03 9877 5775**, one of our skilled Melbourne plumbers will be dispatched to your doorstep in no time.

### Book Online

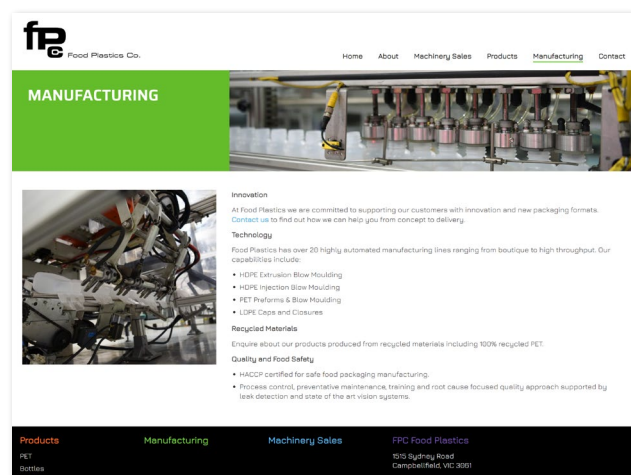
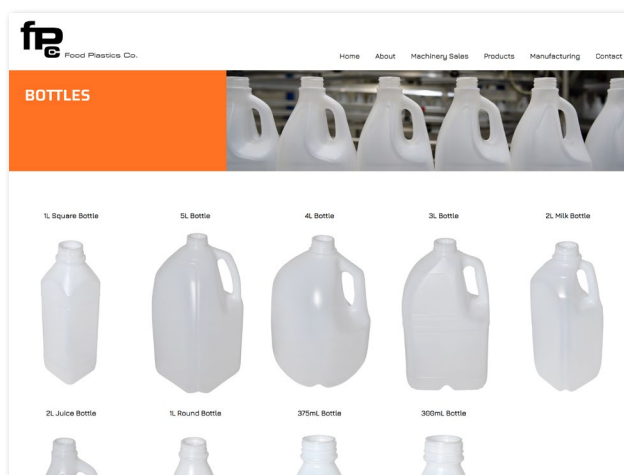
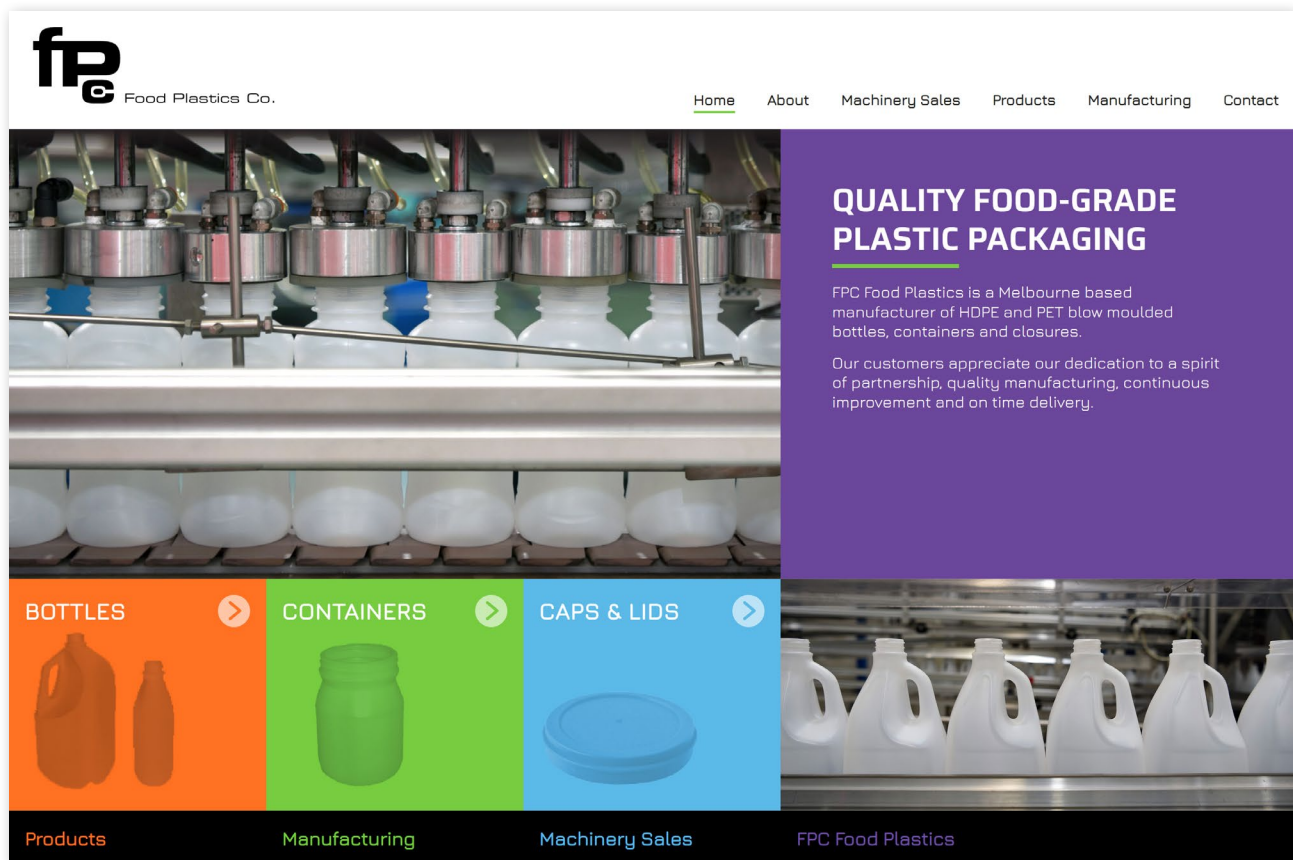
Name	<input type="text"/>
Phone	<input type="text"/>
Email Address	<input type="text"/>
Suburb	<input type="text"/>
Preferred Date	<input type="text"/>



A complete web design and development project, dohertyplumbingsolutions.com.au has a modern design in the company's brand colours and provides clear information about their service offering. The website is user-friendly and effectively presents Doherty Plumbing Solutions as a reliable and professional family owned plumbing company.

We invite you to review the live website at [www.dohertyplumbingsolutions.com.au](http://www.dohertyplumbingsolutions.com.au)





A complete web design and development project, foodplastics.com.au has a simple and modern design demonstrating the company's advanced manufacturing capabilities and product offering. The client elected to use bright, fun colours to set themselves apart from their competitors in the sterile manufacturing industry. The site is powered by the wordpress CMS.

We invite you to review the live website at [www.foodplastics.com.au](http://www.foodplastics.com.au)

## Further Examples...

### Web Design and Development

[www.backcountryhuts.net](http://www.backcountryhuts.net)

[www.animalmadpetgrooming.com](http://www.animalmadpetgrooming.com)

[www.backcountry-festival.com](http://www.backcountry-festival.com)

[www.ourvillagechildcare.org.au](http://www.ourvillagechildcare.org.au)

[www.wondersmiles.com.au](http://www.wondersmiles.com.au)

[www.geopolishedconcrete.com.au](http://www.geopolishedconcrete.com.au)

[www.cogna.com.au](http://www.cogna.com.au)

[www.rmcs.com.au](http://www.rmcs.com.au)

[www.affordableaccom.com.au](http://www.affordableaccom.com.au)

### Web Development Projects

[www.gallerycorner.com.au](http://www.gallerycorner.com.au)

[www.who-rae.com.au](http://www.who-rae.com.au)

[www.brophy.org.au](http://www.brophy.org.au)

[www.iteachu.com](http://www.iteachu.com)

[www.allori.com.au](http://www.allori.com.au)

[www.luxuryhomes.com.au](http://www.luxuryhomes.com.au)

[www.rodarton.com.au](http://www.rodarton.com.au)

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



## LOCATION

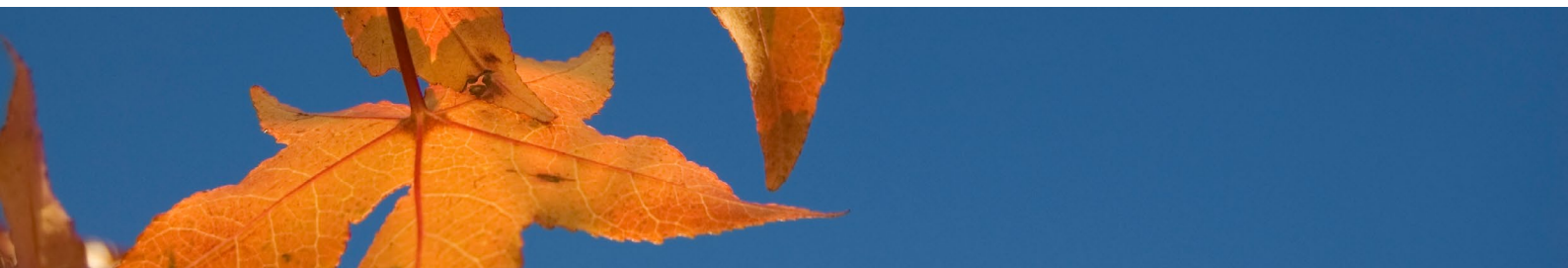
Vision Factor Design is based in Melbourne, Australia

We are currently servicing clients throughout Australia.

## CONTACT DETAILS

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W. [www.visionfactor.com.au](http://www.visionfactor.com.au)





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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