



Deer Swipe™



BUSINESS

# BROCHURE

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THE REAL CHALLENGE LIES NOT ONLY IN BUILDING NEW EXPERIENCES BUT IN INFUSING THEM WITH THE MAGIC THAT MAKES THEM UNFORGETTABLE.

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Deer Swipe  
is the place  
where  
passion and  
tireless work  
turn into  
magic that  
transforms  
lives.

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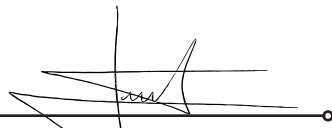


# Deer Swipe™

We are delighted to share relevant details about our talents and expertise in design, business consultancy, marketing, and digital experience with you.

We got the opportunity to learn more about your aims and difficulties during our recent meetings, and as a result, we have developed a list of work examples that may be of interest to you.

This presentation will provide you a full understanding of our capacity to address numerous creative and strategic issues. We are here to answer any queries you may have or to thoroughly discuss any ideas you wish to pursue.



*José Miguel Torrico*  
**Co-Founder**



*Miguel Alejandro Hernández*  
**Co-Founder**



## DESCRIPTION OF THE COMPANY

Deer Swipe is an agency specializing in digital experiences, marketing, and strategic business consulting. It is an environment where creativity merges with technology to breathe life into unique and magical solutions in the digital realm. We immerse ourselves in a universe of possibilities where magic is not just a concept but a working philosophy.

We envision magic as the tool that allows us to simplify processes, unravel the mysteries of digital marketing, and communicate complex concepts to our clients in an accessible and engaging manner.

Our mission is to transform the seemingly unattainable into a tangible and thrilling experience. From strategy to execution, each project is a story to be told, where digital magic becomes a connection between brands and audiences, unlocking the potential of

innovation and the power of storytelling in an increasingly digitized world. Here, every click is a trick, every campaign is an act, and every result is applause.

In summary, we are the agency that uses magic as a language to create digital experiences that captivate and transform, allowing our clients to delve into a world of illusions, growth, and success in an ever-expanding universe like digital marketing.

# THE ESSENCE OF THE AGENCY



Deer Swipe™



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At the core of our philosophy lies a profound connection with the individual needs of each client, viewing them as unique challenges that propel us along the fascinating path of creative magic. We stand out for our ability to unravel and address these needs in a singular manner.

We embark on a journey of clarity at every step of our process, committed to unraveling, understanding, and fully immersing ourselves in the problems and needs of our clients. In our quest, we deploy specific tools and solutions that manifest with the precision of a magical spell, aiming directly at the heart of the issue. As storytellers of digital experiences, masters in the art of marketing, and wise advisors in the business world, we merge science and art in a harmonious choreography that transforms challenges into opportunities.

Magic is our vehicle to illuminate the path to clarity, allowing creativity to flourish and problems to dissipate like shadows in the light of knowledge and innovation.





## OUR PASSION



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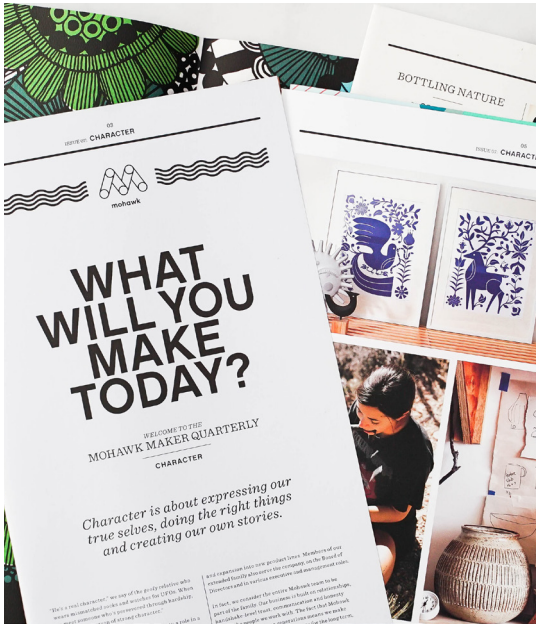
The shared passion at Deer Swipe propels us to challenge conventions, turning every obstacle into a creative opportunity and clearly marking our uniqueness. Here, in our sanctuary of creativity, we embrace uncertainty as a catalyst for magic. We stand out for our ability to turn seemingly insurmountable problems into captivating solutions. Our dedication goes beyond the ordinary; it is a profound

commitment to constant exploration and reinvention.

Each project is a blank canvas onto which we pour the magical ink of our ideas, thus building a unique narrative that distinguishes Deer Swipe in the vast business landscape.

# OUR OFFER

## DIGITAL EXPERIENCE: THE MAGIC IN BUSINESS INTERACTION



In the weave of this digital magic, every click, scroll, and transition becomes an enchanted act that captivates the user. Digital Experience is not merely navigating a website or interacting with an application; it is a journey where magic provides clarity, transforming complexity into simplicity and uncertainty into understanding.

At the core of Deer Swipe, Digital Experience is more than a transaction; it is the alchemy that turns each touchpoint into an opportunity to create lasting impressions. The significance of this digital magic lies in its ability to not only fulfill practical needs, but also to nurture emotions and uniquely connect with each user.

In a world where competition is fierce, and attention is a precious resource, Digital Experience becomes the magic wand that sets visionary businesses apart. Deer Swipe, with its distinctive approach, understands that each digital interaction is an opportunity to weave spells beyond functionality, creating experiences that leave an indelible mark on the minds and hearts of those who live them.

Thus, Digital Experience stands as the magic guiding businesses into a realm where clarity and connection intertwine, transforming complexity into an enchanting dance that captivates and elevates the user experience to new heights. At Deer Swipe, this digital magic is not only crafted; it is lived and shared, forging connections that transcend the ordinary and turning each interaction into an act of authentic business magic.



# OUR MARKET

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## THE MARKET STRATEGY OF DEER SWIPE: A HOLISTIC APPROACH TO CHALLENGING LOCAL AND INTERNATIONAL BUSINESS CHALLENGES.

At Deer Swipe, we chart a strategy that spans markets across the United States, Latin America, and Europe. We immerse ourselves in geographical diversity, committing to lead innovation and excellence globally. Our ability to understand and appreciate different cultures enables us to offer solutions that not only address local challenges but also stand out on an international level.

### **For Medium to Large Enterprises: Tailored Solutions for Robust Challenges**

We specialize in addressing the needs of medium to large enterprises. Recognizing the substantial challenges these organizations face, we deploy our expertise. We design services and solutions specifically to tackle complex and far-reaching issues.

### **Unlimited Industrial Scope: Customization for Business Success**

We don't confine ourselves to a specific sector. We work across diverse industries, from technology to health and financial services. Our goal is to adapt to the individual needs of each client, providing customized solutions that

make a real impact.

### **Client Proximity, Distant Solutions: Strategic Partnerships**

We strive to build strong and lasting relationships with our clients. By focusing on medium to large enterprises, we understand the importance of proximity and commitment. We are here to be your strategic partner, working together to overcome challenges and achieve sustainable success.

At Deer Swipe, your vision and challenges become ours, regardless of the industry or location in the world. Together, we face challenges, overcome obstacles, and elevate your company to new heights.



"IN OUR GLOBAL APPROACH,  
DIGITAL MAGIC WEAVES LIMITLESS  
EXPERIENCES."

- JOSÉ TORRICO.

# INTERVIEW WITH THE CO-FOUNDERS

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Q: HOW DOES JOSÉ TORRICO'S FIGURE INTERTWINE WITH THE GENESIS OF THIS COMPANY, AND WHAT WERE THE MOTIVES THAT INSPIRED IT?

In the mystical lands of La Paz, Bolivia, my connection with the magic of technology was forged. Since childhood, I attended technological events, spoke at countless occasions, and shared

groups, immersing myself in the enchanted art of design. As a passionate researcher, I explored technologies applied in software to enhance emotional intelligence, adding layers of emotion to the cold binary logic.

where I cast a spell that turns challenges into opportunities, adding emotional layers to technology and proving that there are better ways of doing things.

I am the narrator of my own digital epic, a university professor who shares his spell in different corners of the continent, I am a business wizard conjuring innovative solutions. My passion for technology merges with art and science. Thus, Deer Swipe stands as the reflection of my unique commitment to the magic of creating, transforming, and serving.

But the magic doesn't stop there. My story is intertwined with a newscholarship that will guide me on another career exploration. Additionally, I have the honor of holding the title of a business master, with a degree obtained in the revered halls of Stanford.

As the creator of Deer Swipe, this company was born from the wisdom accumulated during years of collaboration with great souls and industry leaders. It's my magical way of showing the world that digital experiences and marketing strategies can go beyond the conventional. Each project is an enchanted canvas

my spells with students in various Latin American universities. My path was woven with multiple certifications, from leadership in high-performance teams to ventures into data science and design thinking.

In this odyssey, my devotion to meaningful design led me to become an Adobe Certified Expert and administrator of Adobe user



José M. Torrico A.



**Q:HOW WOULD YOU DESCRIBE MIGUEL HERNÁNDEZ, AND WHAT PASSION DOES HE BRING TO DEER SWIPE?**

As a Marketing graduate hailing from Venezuela and co-founder of Deer Swipe, I proudly embrace the archetype of the Sage in my professional journey. My path is guided by an insatiable thirst for knowledge, an impulse that drives me to explore and unravel the fabric of things. Superficiality has no place in my journey; my continuous quest for knowledge propels me to delve into my research and forge my own conclusions.



**Miguel A. Hernández O.**

In the vast field of marketing and digital business, my ability to think outside the 'box' emerges as a source of wisdom. I don't just conceive strategies; my focus leans towards creating magical experiences, laden with the disruptive essence that characterizes Deer Swipe.

For me, Deer Swipe is the sanctuary where my passion for discovery and innovation converges, aligned with the mission of transforming ideas into tangible results. I don't settle for the ordinary; my effort is directed towards challenging limits and making a real impact for our clients. This is the essence that propels me, the wisdom of knowing that true magic lies in the ability to transcend the ordinary and create a lasting impact in the vast digital realm.



## Q: WHAT ETHICAL CRITERIA AND VALUES DO YOU SEEK IN CANDIDATES WHO WISH TO BE PART OF YOUR TEAM?

At Deer Swipe, we believe that those who join our team bring not only skills but also essential values that shape our unique culture. The significance of being not only competent professionals but also individuals of integrity stands as the central pillar of our approach. We cherish responsibility, integrity, and ethics, thus establishing a work environment grounded in strong and respectful relationships.

Respect is a fundamental principle for us. We seek professionals who use language positively, fostering an inclusive atmosphere where each individual feels valued and respected.

The calling to serve is a particularly valued quality at Deer Swipe. We appreciate those who not only solve problems but also take the time to understand our clients' needs with empathy, aligning with our philosophy of using magic to address challenges uniquely.

Furthermore, we recognize

and value skilled professionals. Ambition and discipline are key aspects, and we emphasize nobility when the work ethic is robust and healthy.

At Deer Swipe, we strive to build a diverse and inclusive environment where all ideas and perspectives are welcomed and celebrated. We encourage cultural and thought diversity, contributing to an inspiring work atmosphere that reflects our dedication to creating digital experiences and marketing strategies imbued with the unique magic of Deer Swipe.

## Q: HOW DOES MAGIC INTEGRATE INTO DEER SWIPE'S APPROACH TO ADDRESSING CHALLENGES AND PROVIDING UNIQUE SOLUTIONS IN THE BUSINESS WORLD?

The magic at Deer Swipe unfolds through the masterful integration of knowledge and technology. Our agency goes beyond simple problem-solving; we immerse ourselves in crafting digital experiences and marketing strategies that dazzle and surprise. We use

technology as a magical tool to transform ideas into tangible results.

Here, at Deer Swipe, we stay far away from the "dark magic" that devalues others. Our practice revolves around respecting and valuing the skills and perspectives of each individual, creating an environment where the diversity of knowledge integrates harmoniously. In summary, our magic lies in the ability to blend wisdom and technology to generate solutions that not only solve problems but also create a positive and lasting impact.



"THE MAGIC IS ALL AROUND, YOU JUST HAVE TO KNOW WHERE TO LOOK."

J.K. ROWLING, WRITER AND CREATOR OF HARRY POTTER.





# THAT'S HOW IT ALL STARTED

## THE HISTORY OF THE AGENCY

On a cold and strange April afternoon, the Magician, and the Red Queen gathered. She had requested the meeting after days of uncertainty and distance. Months before, they had discovered that mysterious book with large letters on the cover that read "Deer Swipe." They spent months deciphering each letter, delving into its mysterious pages. The Magician imagined that the Queen had uncovered something significant. However, upon arrival, the Queen, with her haughty demeanor and that cold gaze that had once hypnotized him, bid him farewell forever and left without further explanation, leaving the

Magician with the great book in his hands and a heart full of bitterness.

The Magician couldn't comprehend this event. Clouds swirled around him, the gray sky turned black, and a furious storm raged upon his shoulders for long and complex days. He felt lost; the rays of light didn't penetrate the realm, and he walked aimlessly, holding the book and blaming it for losing the Red Queen.

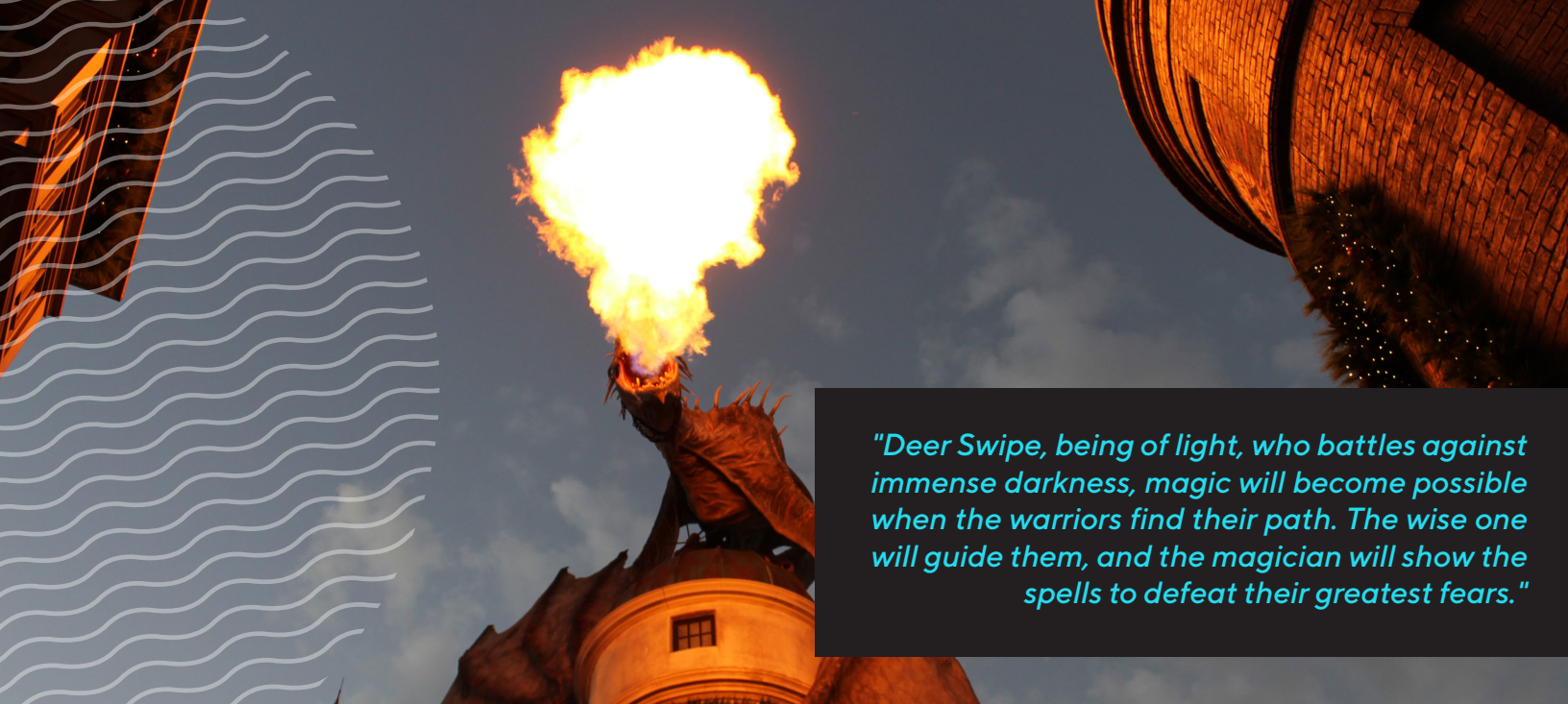
The cold air chilled his bones, and just at that moment, the Magician thought he shouldn't continue the struggle to unveil that mystery. He placed the book on a large oak trunk, and at that moment, the sky opened, dispelling every cloud. The immense darkness vanished, and he could see a serene figure approaching with

steady steps. The figure stood before him, removed the peculiar hat that concealed its face, and their gazes met. The Magician knew it was his great friend, the Wise One.

The Wise One took the book, opened it to the first page, and began to read:

"Deer Swipe, being of light, who battles against immense darkness, magic will become possible when the warriors find their path. The wise one will guide them, and the magician will show the spells to defeat their greatest fears."

The Magician and the Wise One had found a treasure and a great responsibility. They had to make Deer Swipe a reality in the realm, and the book would guide them, showing them different spells. However, to cast them, understanding, compassion,



*"Deer Swipe, being of light, who battles against immense darkness, magic will become possible when the warriors find their path. The wise one will guide them, and the magician will show the spells to defeat their greatest fears."*

and comprehension of the other were required.

"Only a spell could be cast if true goodwill for all those who inhabit the earth was found in their intentions, as each of them had to take responsibility for what they created."

The journey began; they had to visit four great cities, and with each step, magic began to take shape. Now the Magician and the Wise One knew each of the spells of "Deer Swipe," but they had to find the people who could give them the secret ingredients to achieve them. Together, they headed towards distant lands, seeking the warriors, those heroes who needed them to start each of the great stories that were about to unfold.

In the depth of the dark forest, among the frozen landscapes of the Red Queen, her vassals gathered around her to let her know that the Magician and the Wise One had deciphered the mystery of "Deer Swipe." She, who never had another purpose beyond absorbing the magician's magic and destroying him, filled with rage, decided to start a plan to bring him down on the path to the hero. She enchanted every city the Magician would visit, and then the warriors would not see in him the being of light; instead, they would see anger, disbelief, and madness because her sorcerers would speak on behalf of "Deer Swipe," without knowing him, leaving ignorance and uncertainty in their wake.

But the Wise One knew

the intentions of the Red Queen, so he spoke with the Magician and supported him to erase the slightest trace of love and admiration for her. He called upon the White Queen, a being of light, who, through the power of love and the magic of angels, managed to awaken the magician from a deep spell cast by the Red Queen. Looking them in the eyes, he said:

"A wise one and a magician are made of respect, a calling to serve, and empathy. They are committed to 'Deer Swipe' and to all the heroes, heroines, and potential warriors to bring about changes in their story through magic, their talent, and the recognition of all their abilities, guiding them with wisdom by implementing the magic that shapes the greatest

# WE BELIEVE IN MAGIC



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*"ONLY A SPELL COULD BE CAST IF TRUE GOODWILL FOR ALL THOSE WHO INHABIT THE EARTH WAS FOUND IN THEIR INTENTIONS, AS EACH OF THEM HAD TO TAKE RESPONSIBILITY FOR WHAT THEY CREATED."*

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dreams."

The Magician could continue the journey; he had recognized himself in the eyes of the White Queen and found his reflection and his path when looking at himself in the river. "Deer Swipe" consisted of multiple challenges to overcome and a long journey to gather in that ancient castle all those who would carry magic and wisdom through all the realms of the universe, where everything was possible.

The Magician and the Wise One forged the steps to become the best allies in the formation of heroes, teaching the magic and wisdom that would transform the lives of those magical beings chosen millions of years ago to discover the magic of Deer Swipe. So, they had to travel to each of the four cities.

Among the stormy peaks lay the City of Nomads, the City of Knowledge, which they sought for months, passing through hundreds of paths, retracing steps, and listening to the secrets of the trees, which had seen them and jealously guarded their memory.

The Wise One knew the nomads, as it was the origin of the wise one, with a large and hidden library where information and spells were stored. They were responsible for the use of knowledge, accessed at specific and magical points. The Wise One had left this place 500 years ago, obtaining his knowledge, as the books that made up the wisdom of the lands were carefully guarded, and only those deemed worthy could access them, as they moved to a new location every day,

guarding the wisdom, the most wonderful gift on earth.

The Wise One found the way home and could take the Magician to this iconic place to decipher together the complex secrets and magic of Deer Swipe.

After months of delving into the depths of wisdom, they decided to continue the journey to the Agora of the minstrels to meet the storytellers, who would give them the voice and words to guide the warriors through their messages. The minstrels took them to the minstrel queen, who granted them the gift of speech and embarked on the journey with them towards the citadel of magic.

In the Citadel of Magic, alchemy is practiced, as it obtains what everyone desires—the deepest secrets



of magic. The Magician feared his return, unsure if the enchantment had penetrated that hypnotic place. However, upon entering its surroundings, the old alchemist recognized him, embraced him fraternally, and bestowed upon him the spell to obtain gold. With the voice of the minstrel queen, alchemy, and white magic, spells could be uttered through the Magician's words.

With alchemy, magic, voice, and wisdom, the journey continued to the dwarf village, where those hardworking little men, masters of trade, forge tools that bring wealth to the world. The Magician and the Wise One identified among the dwarves the greatest inventors, creators of tools that were shared with them to enhance their wisdom and power.

After long months of traveling through those cities, the Magician and the Wise One were ready to seek the heroes they needed to empower. They had formed a strong and powerful team, supported by the minstrel queen, the White Queen, the alchemists, and the tools of the dwarves. The Magician and the Wise One had enhanced their abilities; they knew magic and spells, discovered that they were the first men who had to reach the secrets of Deer Swipe, and they did. Now, they had to continue bringing magic and wisdom to all the warriors, heroes, and heroines willing to discover the secrets of that magical book.

To be continued...





# MAIN SERVICES

## Business

- Business model creation
- Strategic consulting
- Business process optimization
- Business development
- Brand management consulting
- Customer experience
- Business experience
- Digital experience consulting
- Technology project planning and management
- Mentorship for digital entrepreneurs
- Mentorship for small agencies

## Design

- Brand creation
- Visual communication
- Audiovisual production
- UI/UX
- User Experience (UX) Design
- User Interface (UI) Design

## Development

- Front-end Development
- Back-end Development
- Native Applications
- Websites / E-commerce
- SaaS Solutions
- Blockchain Development
- Web3 Development
- AI-based Solutions
- Virtual Reality
- Augmented Reality

- Generative Prompts for LLM (Prompt Engineering)
- User Experience Consulting
- Digital Experience (Business Experience, User Experience, Customer Experience)
- Prototypes
- Quality Assessment

## Marketing

- Development and Execution of Marketing Strategies
- Brand Positioning Strategy Development
- Development of Customer Journey Mapping Strategies
- Development of Gamification Strategies
- Creation and Execution of Advertising Campaigns
- Digital Media Content Creation
- Management of Digital Channels and Communities
- Strategy, Brand, and Digital Presence Audits
- Digital Advertising
- Market Research
- Crisis Management
- Email Marketing
- Marketing Automation
- Benchmarking
- Storytelling
- SEO/SEM
- Chatbots
- Growth Hacking

## **Business Model Creation:**

Business model creation is a service that focuses on adapting and modifying business models in response to changes in the business environment, market demands, and/or internal conditions. This process includes formulating strategies tailored to specific needs, implementing structural changes, and providing ongoing guidance to ensure long-term effectiveness. The focus is on facilitating transformation and innovation, guiding organizations toward business models that not only adapt to changing market dynamics but also drive their growth and competitiveness in their sector.

## **Strategic Consulting:**

Strategic consulting is a professional service that provides specialized guidance to organizations with the goal of improving their performance and competitiveness. The approach is to collaborate with business leaders to thoroughly analyze their environment, identify challenges and opportunities, and develop effective action plans. This process involves formulating customized strategies, implementing organizational changes, and providing ongoing advice to ensure alignment with long-term objectives. Strategic consulting focuses on providing an external perspective, industry expertise, and proven methodologies to guide organizations toward achieving their goals.

## **Business Process Optimization:**

Business process optimization is a strategic approach that seeks to improve efficiency, quality, and operational agility in an organization. It involves identifying and eliminating unnecessary steps, continuous improvement, reducing errors through controls and innovative technologies, and a customer-centric approach. Benefits range from increased operational efficiency and improved quality to the ability to quickly adapt to market changes, enhance customer satisfaction, and foster continuous innovation. Empowering teams with methodologies such as Lean and Six Sigma, along with the implementation of technological tools, are crucial aspects for the success of process optimization, allowing organizations not only to stay competitive but to lead in their respective markets.

## **Business Development:**

Business Development is a strategic and multifaceted approach aimed at improving the performance and viability of a company. This process involves identifying and seizing growth opportunities, optimizing internal operations, and building strong relationships with customers and business partners.

Business Development requires a combination of strategic vision, adaptability, and effective execution. This process seeks to strengthen the company's position in the market and

ensure its sustainable long-term growth.

## **Brand Management Consulting:**

Brand Management Consulting is positioned as the art and science of cultivating the distinctive essence of a company to resonate meaningfully with its audience. Efforts are directed towards the critical analysis of the brand's current identity, a deep understanding of its competitive environment, and the design of effective strategies. In essence, it's about telling authentic stories and building experiences that not only reflect the brand's values but also resonate with the desired audience and drive customer preference and loyalty.

## **Customer Experience:**

Customer Experience (CX) is a strategic approach that focuses on designing and managing all interactions a customer has with a brand throughout their lifecycle. CX seeks to create memorable, consistent, and positive experiences that not only meet customer needs but also foster loyalty and build long-term relationships.

## **Business Experience:**

Business Experience (BX) refers to the total sum of interactions, processes, and operations that a company provides to both its internal employees and external stakeholders, with the

goal of optimizing efficiency, productivity, and satisfaction in the business environment. BX is understood to encompass everything from the implementation of internal systems to the management of business processes, creating a business environment that enhances performance and well-being.

## **Digital Experience Consulting:**

Digital Experience Consulting is a specialized service that aims to optimize and elevate the quality of digital interactions between a brand and its users across various channels and platforms. The focus of such consulting is to strategically address UX, BX, and CX, ensuring a cohesive, innovative, and user-centric digital experience.

## **Technology Project Planning and Management:**

Technology Project Planning and Management is a strategic process that involves the organization, coordination, and supervision of activities to successfully implement technological solutions. This service spans from defining objectives to the final delivery, ensuring compliance with timelines, budgets, and technical requirements.

## **Mentorship for Digital Entrepreneurs:**

Mentorship for digital entrepreneurs is a

# BUSINESS



process of support and strategic guidance that provides digital entrepreneurs with the experience, knowledge, and guidance needed to navigate the complex digital business ecosystem effectively. This process involves the transfer of skills, identification of opportunities, and development of critical capabilities for success in the digital entrepreneurial environment.

## **Mentorship for Small Agencies:**

Mentorship for Small Agencies is a strategic guidance and advisory process designed to strengthen the vision, operational efficiency, and sustainable growth of smaller-scale agencies. This service involves providing strategic direction, sharing specialized knowledge, and supporting the holistic development of the agency.





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# DESIGN

## Brand Creation:

Brand creation is a process that embraces the convergence of strategy, design, and narrative to bring to life a visually and emotionally resonant entity; it is the conscious forging of an identity that captivates, resonates, and endures in the mind. In this process, we delve deeply into the essence of the company, exploring its roots, values, and aspirations. Through this understanding, we chart a brand strategy that not only differentiates, but also emotionally connects with its audience. Brand creation also involves storytelling, weaving key messages that not only communicate but also resonate. From the initial launch to ongoing evaluation, this dynamic process seeks not only to build brands, but also to cultivate lasting and authentic relationships with the audience. In the realm of design, the importance of each visual element is highlighted: the logo that transcends mere graphics, the color palette that evokes specific emotions, and the typography that speaks to the brand's personality.

## Visual Communication:

We define visual communication as functional and strategic art that merges visual creativity with effective communication. We view resources as a powerful vehicle to convey

messages, build visual identities, and enhance experiences. This field encompasses everything from the initial conception of ideas to precise execution, constantly challenging aesthetics and functionality in equal measure.

## Audiovisual Production:

Audiovisual production represents the convergence of art and technique, where creativity and technical skill intertwine to shape stories through the combination of images and sounds. From the conceptualization of scripts to the final edit, each stage is an opportunity to merge narrative, aesthetics, and technical skills, creating audiovisual experiences that resonate with diverse audiences. Each phase is an exploration of possibilities, where art and technology shape narratives that captivate, inform, and entertain.

## UI/UX

User Interface (UI) Design and User Experience (UX) are two inseparable sides of the same coin, where aesthetics and functionality converge to create exceptional digital experiences. The UI is the visual expression of a platform, while the UX is the user's comprehensive journey through that interface. This dynamic and user-centered field embraces research, creativity, and empathy to create digital solutions that



not only captivate visually but also provide meaningful and frictionless experiences.

## **User Experience (UX) Design**

User Experience (UX) Design is a discipline focused on creating meaningful and satisfying interactions between users and a product, service, or digital platform. It focuses on understanding the needs, expectations, and emotions of users to design intuitive and engaging interfaces that enhance usability and generate memorable experiences.

## **User Interface (UI) Design**

User Interface (UI) Design focuses on creating visually appealing and functional interfaces that facilitate interaction between users and digital systems. This process encompasses the layout and presentation of visual elements, ensuring an intuitive and aesthetically pleasing user experience.





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# DEVELOPMENT



## Front-end Development

Front-end Development is the art of building the visible face of web applications, where functionality intertwines with aesthetics to create interactive and engaging experiences for users. Front-end development is conceived as the digital gateway, where usability, design, and technical efficiency converge to deliver dynamic and responsive interfaces.

## Back-end Development

Back-end Development is the technological foundation of web applications, where functionality, security, and data management converge to provide a smooth and robust experience. Back-end development is the invisible engine that drives the logic of applications, ensuring the efficiency and integrity of digital systems.

## Native Applications

Native Application Development is the technical discipline that focuses on creating applications specifically designed for a particular platform or operating system. Native applications allow leveraging the unique features and functionalities of each platform, providing optimized and seamless user experiences.

## Websites / E-commerce

Website and E-commerce Development is a multifaceted discipline that blends design, functionality, and security to create effective and attractive web platforms and online stores. This service also involves the creation of robust digital experiences that not only reflect the brand identity but also meet user needs and comply with security standards.

## SaaS Solutions

SaaS Development is a technological discipline that focuses on creating cloud-based applications and software solutions, offering users instant access to advanced features without the need for local installations. This involves a combination of innovation, security, and scalability to provide efficient and flexible solutions.

## Blockchain Development

Blockchain Development is a technological discipline that focuses on creating decentralized, secure, and transparent solutions using distributed ledger technology (DLT). The goal is to build applications and systems that leverage the immutability and inherent trust of blockchain technology to



Deer Swipe™

# DEVELOPMENT



transform the way transactions are recorded and verified.

## Web3 Development

Web3 Development involves creating applications and services that leverage the capabilities of blockchain technology, smart contracts, and decentralized protocols to build more secure, transparent, and collaborative digital experiences based on blockchain technologies.

## AI-Based Solutions

Development of AI-Based Solutions is a process that combines the power of machine learning, natural language processing, and other AI techniques to create systems capable of learning, adapting, and performing complex tasks autonomously. This approach involves creating innovative solutions that harness the potential of artificial intelligence to provide significant benefits in various areas.

## Virtual Reality

Virtual Reality (VR) Applications represent a technological advancement that immerses users in three-dimensional digital environments, offering immersive and transformative experiences. VR applications

combine creativity, technology, and design to provide interactive experiences that go beyond conventional reality.

## Augmented Reality

Augmented Reality (AR) Applications are innovative technological tools that overlay digital information onto the physical world, enhancing user perception and experience. Through these technologies, we merge the physical and digital worlds to deliver enriched and functional experiences in various contexts.

## Generative Prompts for LLM (Prompt Engineering)

Generative Prompting for Generative Artificial Intelligence (AI) is a strategic and creative process that involves formulating precise and contextual instructions to guide the content production by generative language models. These processes entail a careful choice of words and structures to influence the quality, coherence, and relevance of responses generated by AI models.

## User Experience Consulting

User Experience (UX) Consulting is a specialized service that focuses on optimizing the interaction between users and products



Deer Swipe™

# DEVELOPMENT



or services, aiming to enhance satisfaction, efficiency, and perceived value. UX Consulting involves a holistic approach that encompasses research, design, and ongoing evaluation to create meaningful and user-centric experiences.

## **Digital Experience (Business Experience, User Experience, Customer Experience)**

Digital Experience (DX) refers to the comprehensive set of digital interactions that users, customers, and stakeholders have with a brand, product, or service across digital channels and platforms. Signifying that DX encompasses three key dimensions: User Experience (UX), Business Experience (BX), and Customer Experience (CX), each playing a fundamental role in creating successful digital experiences.

**User Experience (UX):** User Experience focuses on the direct interaction between users and the digital interface, ensuring that the experience is intuitive, engaging, and satisfying.

**Business Experience (BX):** Business Experience focuses on the efficiency and effectiveness of internal processes and systems that support the delivery of digital

products and services.

**Customer Experience (CX):** Customer Experience focuses on the overall perception of the brand by customers, covering all digital and non-digital touchpoints.

## **Prototypes**

Prototyping is an essential process in the development of products and digital systems, involving the construction of interactive and visual representations of a proposed solution. These prototypes serve as effective tools to validate concepts, gather early feedback, and facilitate communication among various stakeholders involved in a project.

## **Quality Assessment**

Quality Assessment is a holistic process aimed at measuring and ensuring adherence to predefined standards in products, services, or systems. It encompasses technical, functional, and User Experience (UX) aspects, striving for optimal performance and user satisfaction.

Technical evaluations delve into code quality, system architecture, and industry best practices. Functional assessments scrutinize features and performance to



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# DEVELOPMENT



ensure alignment with specifications. The UX dimension evaluates design, usability, and overall user satisfaction.

In essence, Quality Assessment is a dynamic process crucial for refining and enhancing the elements that contribute to the success and satisfaction of end-users in the evolving landscape of products, services, and systems.



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# MARKETING

## Development and Execution of Marketing Strategies

The Development and Execution of Marketing Strategies is a comprehensive process that aims to create and implement strategic plans to effectively promote products, services, or brands in the market. This approach not only encompasses the formulation of strategies, but also their tactical implementation and continuous analysis of results to achieve specific business objectives.

## Brand Positioning Strategy Development

The Development of Brand Positioning Strategies is a process that seeks to establish a unique and memorable identity for a brand in the market. This comprehensive approach involves the formulation of precise strategies and their tactical execution to highlight the brand's value proposition and create meaningful connections with its audience, standing out in the market it operates in.

## Development of Customer Journey Mapping Strategies

The Development of Customer Journey Mapping Strategies is a process that aims

to understand and enhance the customer experience at every interaction with a brand. This approach involves the detailed creation of customer journey maps to identify key touchpoints and improvement opportunities, ensuring a cohesive and satisfactory experience.

It focuses on understanding customer experiences and expectations to create deeper and lasting connections. This process requires a combination of empirical analysis, empathy, and precise execution to achieve a customer experience that fosters loyalty and satisfaction.

## Development of Gamification Strategies

The Development of Gamification Strategies is a process that utilizes game elements to enhance user engagement, motivation, and interaction in non-game contexts. This methodology blends game design principles with business objectives, applying it in various fields such as marketing, education, and product development to create more engaging and participative experiences. This process combines creativity, technology, and data analysis to achieve impactful and lasting results by leveraging the psychology of gaming to attain specific goals.



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# MARKETING

## Creation and Execution of Advertising Campaigns

The Creation and Execution of Advertising Campaigns is a process that involves the strategic design, tactical implementation, and continuous analysis of advertising campaigns with the goal of effectively promoting products, services, or brands. This comprehensive approach relies on a deep understanding of the target audience, the selection of appropriate channels, and creativity to generate impact and achieve specific business goals.

## Digital Media Content Creation

The Creation of Content for Digital Media is a process that involves strategic conception, creative development, and effective distribution of multimedia materials intended for digital platforms. This approach spans from generating innovative ideas to adapting content for various channels, with the aim of captivating the audience, strengthening the brand's presence, and achieving specific marketing objectives. It is essential for establishing an effective presence in the digital world and connecting meaningfully with the audience. This process requires creativity, strategy, and a deep understanding

of the constantly evolving digital dynamics.

## Management of Digital Channels and Communities

The Management of Digital Channels and Communities is a strategic process that involves the planned and effective management of digital platforms and online communities to boost the brand's presence, foster audience engagement, and achieve specific marketing goals. This comprehensive approach covers everything from selecting appropriate channels to creating relevant content and building strong relationships with the digital audience. These processes are essential for building a strong and authentic presence in the digital environment. This process requires a combination of strategic, creative, and communication skills to achieve a meaningful connection with the digital audience.

## Strategy, Brand, and Digital Presence Audits

The Audit of Strategies, Brand, and Digital Presence is a process that involves a comprehensive and systematic evaluation of marketing strategies, brand identity, and online presence of an organization. This critical approach allows for the identification



# MARKETING

of areas for improvement, optimizing digital performance, and ensuring strategic alignment with business objectives. These types of audits serve to maintain an effective online presence adapted to the demands of the ever-evolving digital environment. This process requires an analytical and strategic focus, along with a deep understanding of digital and brand dynamics.

## Digital Advertising

Digital Advertising involves the planning, execution, and optimization of advertising campaigns on digital platforms to achieve specific business objectives. This dynamic approach leverages the versatility of channels such as social media, search engines, websites, and mobile applications to effectively reach the target audience and generate measurable results. This strategic discipline requires an analytical, creative, and adaptive approach, enabling brands to connect directly with the audience in the digital environment, utilizing technology and data to maximize campaign effectiveness.

## Market Research

Market Research is a key process in the field of marketing aimed at conducting a systematic and comprehensive investigation of business,

economic, and social variables to understand the environment in which a company operates. The fundamental goal is to obtain valuable information that guides strategic decision-making, identifies opportunities, and optimizes the offering of products or services. Such studies are essential for providing organizations with a clear and informed view of their operating environment, facilitating informed and strategic decision-making. This process requires analytical, research, and communication skills to yield meaningful and applicable results.

## Crisis Management

Crisis Management is a strategic process that involves planning, response, and recovery from adverse situations that can impact the reputation, operations, or public perception of an organization. This proactive approach seeks to minimize the negative impact of potential crises and restore stakeholder trust, maintaining the brand's integrity in challenging times. It is an essential process for preserving the reputation and stability of an organization during difficult moments. This process requires a combination of strategic planning, effective communication skills, and the ability to make quick and informed decisions.



# MARKETING

## Email Marketing

Email Marketing is a strategic component of digital marketing, involving the planning, creation, and sending of email messages with the aim of establishing and strengthening relationships with the audience, promoting products or services, and fostering customer engagement and loyalty. The effectiveness of Email Marketing lies in its ability to deliver personalized and relevant messages, leveraging the direct channel of email. When executed accurately, email marketing becomes a powerful tool for direct and effective communication with the audience, contributing to customer retention and driving conversions. This process requires a combination of creativity, technical knowledge, and analytical skills to reach its full potential.

## Marketing Automation

Marketing Automation is a strategic approach that involves the use of tools and technological platforms to automate repetitive processes and enhance efficiency in the planning, execution, and analysis of marketing campaigns. This process enables the personalization of interactions with the audience, lead generation, prospect nurturing, and the continuous optimization

of strategies, significantly contributing to the overall performance of marketing initiatives. When strategically implemented, it not only increases operational efficiency but also enhances the relevance and personalization of interactions with the audience. This process requires a deep understanding of business needs, technical skills, and a strategic vision to maximize its benefits.

## Benchmarking

Benchmarking is a strategic process that involves the systematic evaluation and comparison of an organization's performance against industry standards and practices. This analysis provides valuable information to identify areas for improvement, growth opportunities, and best practices, allowing the organization to adjust its strategies and operations to meet and exceed market expectations. As a tool, it is essential for organizations seeking to enhance their performance and stay competitive in a dynamic business environment. This process requires analytical skills, a deep understanding of the market, and the ability to translate results into concrete strategic actions.



# MARKETING

## Storytelling

Storytelling is a strategic communication approach that involves creating and narrating compelling stories with the purpose of emotionally connecting with the audience, conveying key messages, and strengthening the brand identity. This process goes beyond the mere transmission of information, aiming to create a meaningful experience that resonates with the values and aspirations of the target audience. Effective storytelling is not just about telling stories; it's about building meaningful experiences that resonate with the audience and strengthen the emotional connection with the brand. This process requires creativity, a deep understanding of the audience, and strategic skills to convey messages impact fully.

## SEO/SEM

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are fundamental strategies in the digital realm that aim to improve the visibility and relevance of a brand in online search results. SEO focuses on organically optimizing the content and structure of a website, while SEM involves paid strategies to increase visibility in search engines. These practices work together to maximize online presence

and attract quality traffic.

The effective combination of SEO and SEM not only enhances visibility in search engines but also drives qualified traffic and strengthens a brand's online presence. These processes demand technical knowledge, constant analysis, and adaptability to changes in the digital landscape.

## Chatbots

Chatbots are artificial intelligence systems designed to interact and communicate with users through instant messaging platforms or other digital channels. These automated virtual agents are programmed to understand questions, provide relevant answers, and perform specific tasks, enhancing the efficiency of interaction between brands and their audiences. When implemented properly, they not only automate tasks and improve efficiency but also offer personalized user experiences and increase service availability over time. This process requires a deep understanding of business needs, technical skills, and a user-centric approach.

## Growth Hacking

Growth Hacking is a methodology focused on the rapid and sustainable growth of



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# MARKETING

a business through creative strategies, constant experimentation, and the efficient use of available resources. This approach goes beyond traditional marketing tactics, seeking to identify and exploit unique opportunities to drive user acquisition, retention, and conversion. Growth Hacking is based on an experimental mindset and continuous adaptation, innovatively leveraging available resources to achieve rapid and effective growth. This process demands creativity, agility, and a results-oriented mindset.



# DIGITAL MAGIC: EXPLORING OUR STELLAR PROJECTS



## BRITANNIA

The campaign strategy for Britannia cookies focused on generating awareness and promoting direct sales of various batches. We implemented digital sales channels supported by automation processes, and simultaneously, a retail sales strategy was executed with a field sales team.

For the account, we developed specific concepts that aligned with different types and lines of cookies, ensuring an effective connection with specific audiences. Additionally, product images were created, and the brand design was continuously adjusted to suit the Latin market, ensuring a visually appealing and relevant presence.



# SAMSUNG BTU CALCULATOR

This application was conceived with the purpose of calculating the precise amount of British Thermal Units (BTU's) required to air-condition a room based on its specific size. Its development was exclusively aimed at internal use by authorized Samsung stores.

The underlying concept in creating this application was to provide a simple yet effective experience. In this way, a salesperson armed with this detailed knowledge has additional tools at their disposal to close sales more efficiently and accurately.

In practical terms, the user had the option to submit their information via email. In return, they received detailed data about their space, the optimal amount of recommended BTU's for that space, and, furthermore, personalized offers were presented to them. This approach not only improved the user experience but

also allowed the store to generate a more strategic sales funnel, facilitating effective retention of these potential customers.



APP DEVELOPMENT / UI - UX

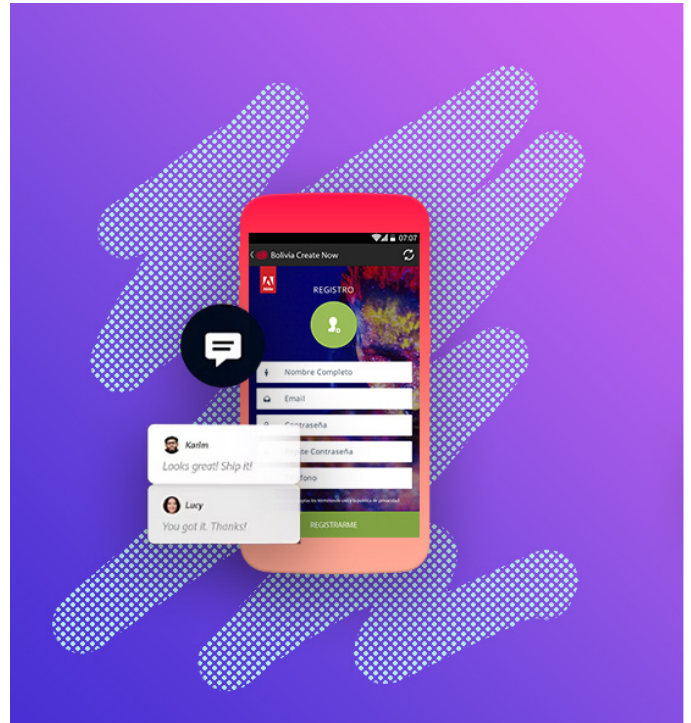
# ADOBE CREATE NOW

The application designed for the Latin American tour of Adobe Create Now becomes the efficient epicenter of the experience. From the agile management of registrations and sweepstakes to the real-time tracking of sponsors, trivia, and transportation, this technological resource simplifies event logistics. Additionally, it provides participants with the flexibility to establish a direct connection with the events, allowing them to choose conferences of interest and reserve their spot with ease.

This ingenious development not only optimizes operational processes but also empowers attendees to make the most of every moment of the tour. By providing a more personalized and adaptable experience, the application becomes an essential tool that enhances engagement and interaction in this creatively and knowledge-filled tour.

Our work at Deer Swipe is magical and eloquent. Discover the spark in our latest projects.

PRODUCT DESIGN / APP DEVELOPMENT



# ALIMENTOS SUPER S FROM VENEZUELA

ADVERTISING / SOCIAL MEDIA



We comprehensively led the inbound marketing strategy and social media management for "Alimentos Super S," including the implementation of effective social media management tactics. Simultaneously, we spearheaded a comprehensive launch strategy for their latest product, "Alimentos para mascotas Guardian." With a brand-centric approach, our campaign focused on brand building, creating awareness, audience engagement, and lead generation, thereby solidifying the presence of "Alimentos Super S" in the pet food segment.

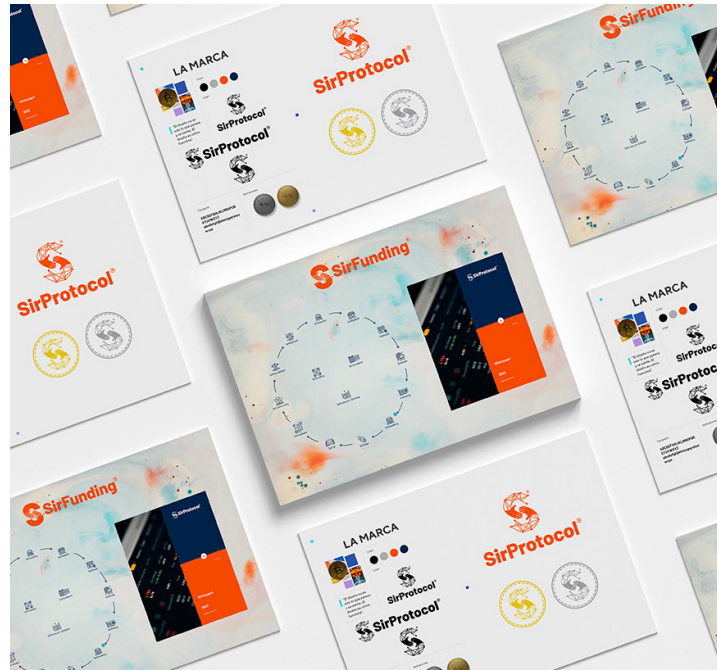
# SIRPROTOCOL

During the four-month development of SirProtocol, we created an economic ecosystem model called "Sir Ecosystem," which is governed by a pre-established, democratic, and decentralized protocol based on blockchain technology to ensure transparency in the process.

The ecosystem in question is built on a hybrid financing model through the issuance of debt via the SirProtocol governance token, hosted on the Binance Smart Chain mainnet (BSC Bep20). The investment backing, along with its terms and guarantees, is delivered in NFT (digital) format and in a physical contract along with the corresponding tokens, depending on the invested amount.

SirProtocol serves as a governance token to determine the scope and capability of its holders in making

strategic decisions for the Sir Ecosystem. As a non-fungible token (NFT), it ensures ownership and participation of holders in the Sir Ecosystem economy.

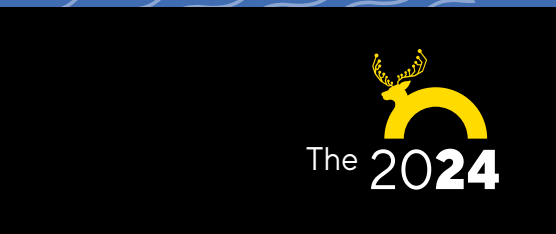




We make magic happen™



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