



ISED & CDAP Approved Firm

We build tech solutions that increase revenue and streamline business operations with automation and AI.



Helping Canadian Businesses

Thrive with AI, Web, App, and Digital Marketing.

Key Partners





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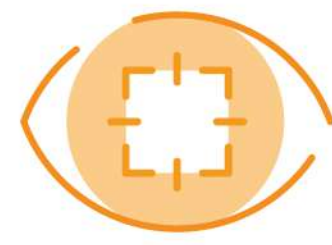


WHO We Are?



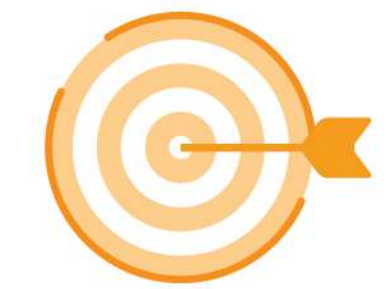
About **Company**

Designo Graphy was established with the aim of providing clients with high-calibre services that will help them establish an online reputation. We help clients create aesthetically pleasing websites and web/mobile apps with attention-grabbing themes. To advertise and sell your products, we also specialize in building digital e-commerce stores, Digital Marketing & SEO services. We are also an ISED & CDAP-approved software technology company. Through CDAP, we assist enterprises with a grant of \$15,000 and an interest-free loan of up to \$100,000 to advance their technology and digital innovations. It gives us great pleasure to provide digital solutions that aid our client's efforts to increase revenue. We go above and beyond to offer our clients advantageous solutions because customer satisfaction is our top priority. We have collaborated with eminent businesses across Canada. We specialize in creating distinctive, sellable solutions that set your company apart from its competitors.



OUR VISSION

To evolve into a top-tier service provider and CDAP advisor that is highly customer-focused, future-focused, creative, and composed of brand strategists, visionaries, visualizers, and developers.



OUR MISSION

To demonstrate upgraded, professional, and detailed creative services for software solutions, including web/mobile apps, e-commerce, SEO, and digital marketing. We also want to prove ourselves as a leading consulting firm for the CDAP program for Canadian businesses.

Our Services

The Designo Graphy company is a CDAP-approved firm and a 360-degree digital service provider. To provide services that can improve our client's business success, we create strategic collaborations with them. Our primary goal is to satisfy customers, and we develop ways to change our customers' business ventures. We offer teams with specialized skills for CDAP consulting as well as for creating cutting-edge websites, software, digital marketing, AR/VR projects, and SEO services. We have gained our great clients' trust by providing high-quality services and industry knowledge.

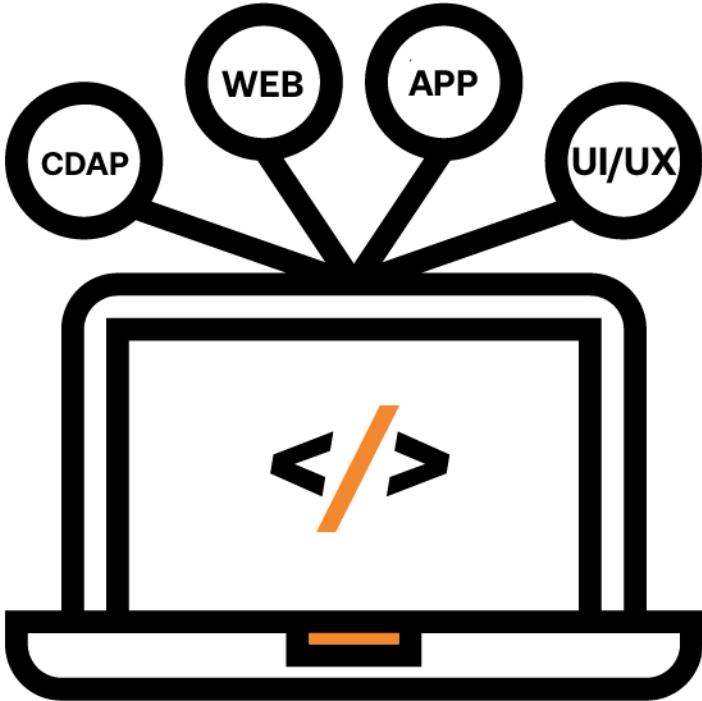
Software Development

Do you need custom software to streamline business processes? Then we can meet your needs through suitable methodologies. Our services include planning, designing, development, testing, and publishing.



Digital Marketing

Effective digital marketing is the key to getting noticed. We can provide a wide range of services such as PPC, SEO, Social Media Marketing, Blog Writing, Marketing Video Content, and email & SMS marketing.



CDAP Advisory

Designo Graphy is a CDAP-approved advisory firm. Our services include current state analysis, market research, competitor analysis, SWOT analysis, digital maturity, technology recommendations, and a roadmap.



Web & App Development

At Designo Graphy, we develop modern websites and app solutions. From simple websites to e-commerce apps, we can help with everything. We can also help you with professional content writing and SEO.



Meet Our **Leadership**

At Designo Graphy, our leadership embodies a diverse range of talents, all united by a common goal: to empower businesses through technology. From visionary strategists to meticulous developers and creative marketing mavens, our leadership team is at the forefront of innovation. With a client-centric approach and a relentless pursuit of excellence, we strive to exceed expectations and drive success in every project we undertake.

Our team is composed of seasoned specialists, each dedicated to steering our company towards excellence in web, app, and software development, as well as digital advisory and marketing services. With a wealth of experience and a passion for cutting-edge technology, our leaders are committed to delivering tailored solutions that propel businesses forward.



DEREK TABASAM
CEO & CFO

Derek Tabasam, the Chief Executive Officer, is the Founder of Designo Graphy. With years of experience in project management and planning, he drives the organization to success. Under his leadership, the company is on its way to becoming Canada's leading digital service provider.



ZAHID KAZMI
CTO

Zahid Kazmi is the Chief Technology Officer at Designo Graphy. He is well-versed in various modern technologies and manages web, app and software development projects. His expertise and insights make him an essential part of our close-knit team.



ADAM KAFEEL
CBDO

Shoaib Kafeel is the Chief Business Development Officer at Designo Graphy. He is an innovative senior professional with a career spanning operations, sales, business development, marketing, and business management. With 24 years of experience in IT and telecom firms.



TAHAR BASEEM
COO

Tahar Baseem has been associated with Designo Graphy since 2021 and serves as a Chief Operating Officer. From North America to the Middle East and Pakistan, he has worked with reputable companies and brings valuable experience of almost two decades in leading cross-industry teams.



RAMEEZ RAMZAN
CMO

Being a CMO, Rameez Ramzan has played a significant role in the ongoing success of Designo Graphy. He helps the company create and maintain an online reputation, reach out to potential customers, and deliver clients' projects with results beyond expectations.



MUZAMIL GHAFAR
SEO Manager

Muzamil Ghafar is the SEO Manager and manages SEO projects for Designo Graphy. From keyword research to competitor analysis, he knows different aspects of improving Google's ranking. With his vast experience, he effectively leads the team of SEO professionals.

Our Development **Process**



CDAP Process

01



APPLY ONLINE

Apply online for CDAP at ISED'S (Innovation, Science, & Economic Development Canada) Website.

02



CREATE A STRATEGY

Create a strategy by working with a CDAP-approved digital advisor.

03



OBTAIN APPROVAL

Obtain approval and receive up to a \$15,000 grant to reimburse your advisory fees.

04



INTEREST FREE LOAN

Apply for Interest free loan loan through BDC(Business Development Bank of Canada)

CDAP Projects

Designo Graphy has collaborated with a sizable number of reputable businesses. Here is a brief introduction to some of our recent projects and the expert advice provided after their current technology evaluation. While we have completed a variety of projects, our client has successfully obtained CDAP approval through our expert advisory services in no more than three days-after DAP (digital adoption plan) submission.

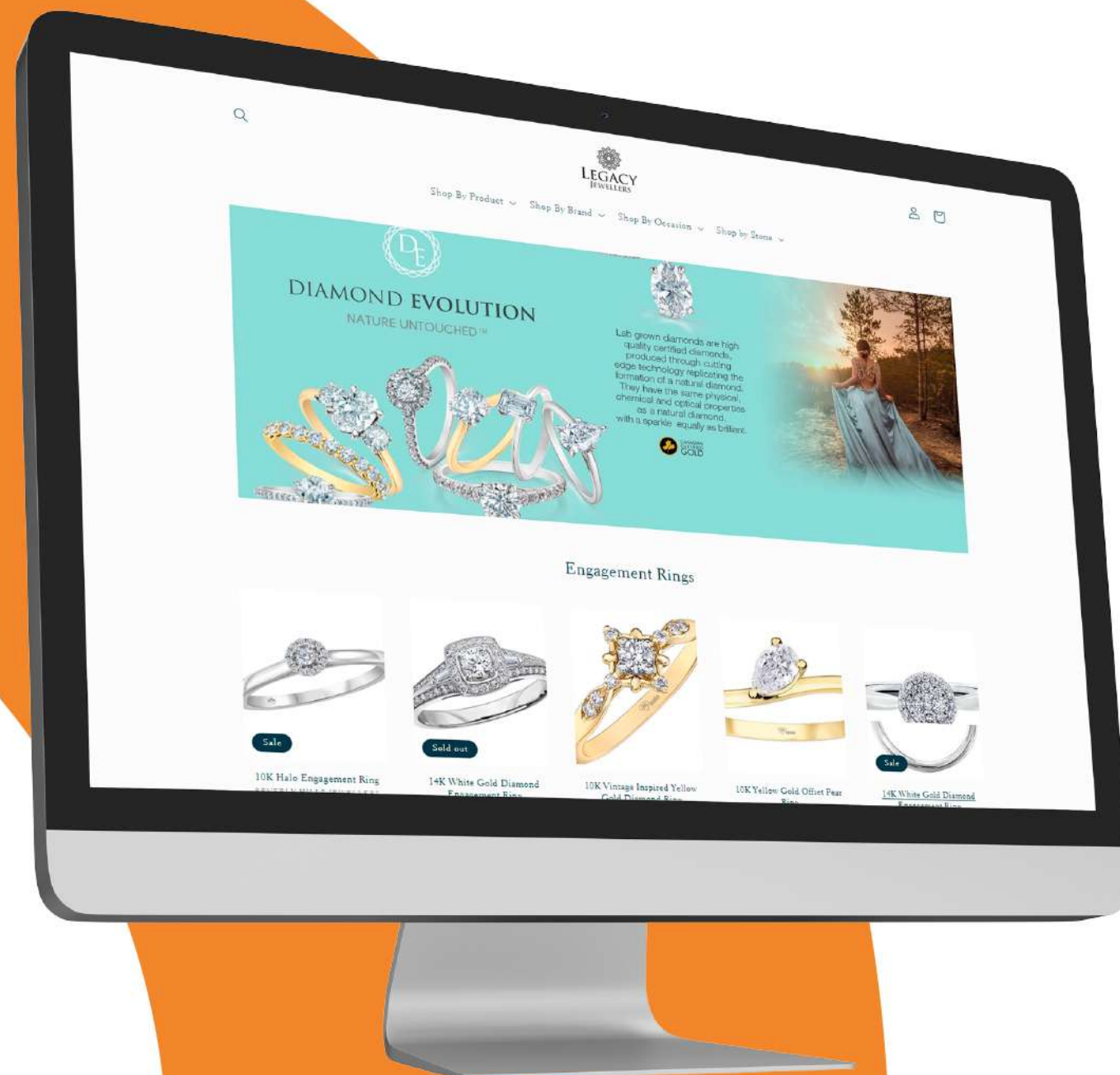
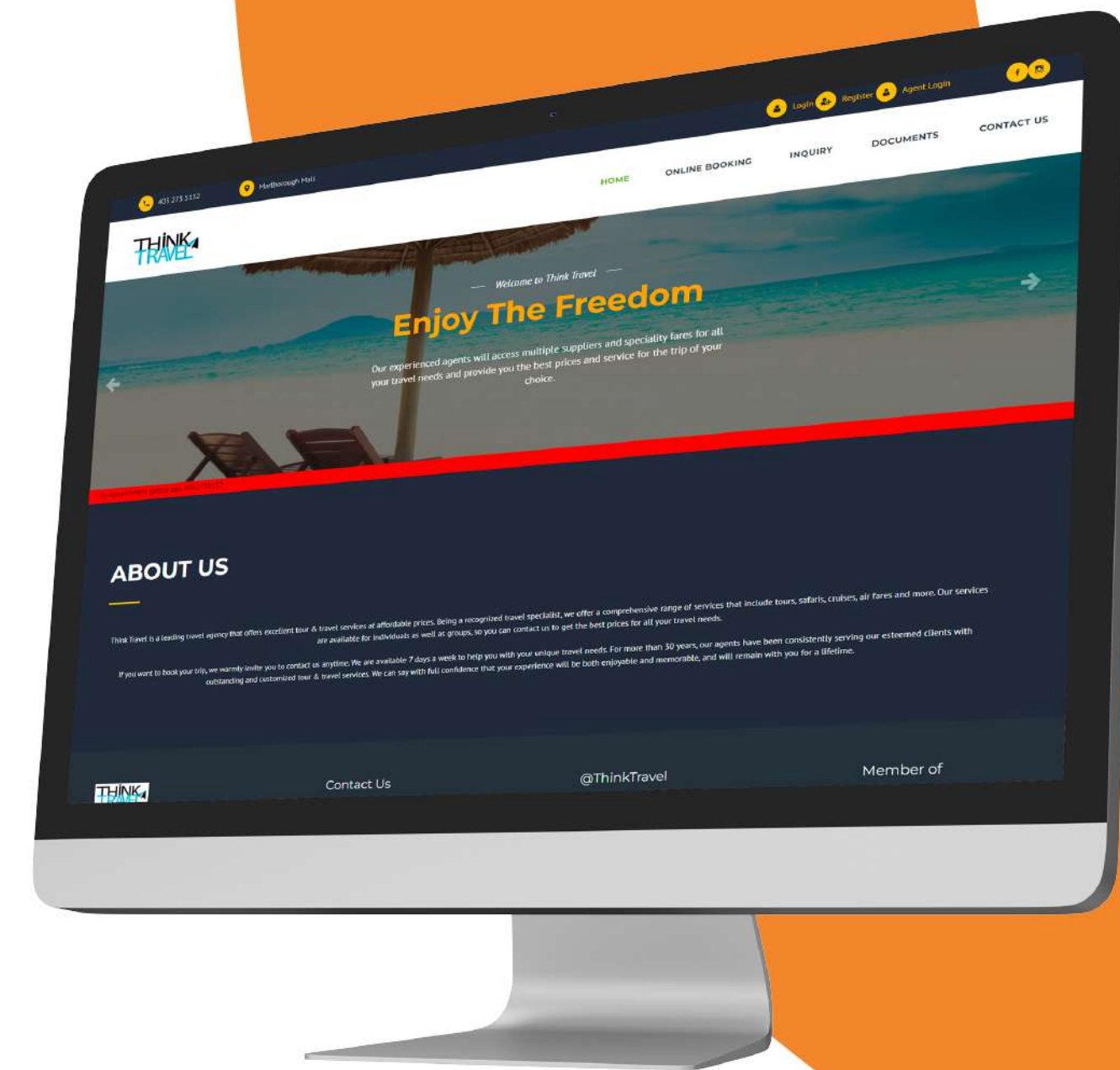


Canadian Union (Money Transfer)

In order to increase website traffic for the Canadian Union Money Transfer, Designo Graphy provided a comprehensive digital marketing strategy that included SEO optimization, strategic PPC, and social media marketing. Additionally, planned an API integration system, which ensured secure IT systems and enabled effective online money transfer, resource allocation, CRM, cost reduction, and sales growth.

Think Travel

In order to improve website bookings, put in place safe online payment methods, and make sure that consumer data was shielded from fraud, Think Travel benefited from Designo Graphy's expertise. We helped to improve customers' overall experience. We also advised on front-end design, back-end database assistance, and digital marketing.



Legacy Jewellers

We helped Legacy Jewellers to embrace the latest technologies and digital solutions to expand their client reach and online presence. Now they have a straightforward strategy for CRM, e-commerce, integration with third-party marketplaces, analytics, PPC, SEO, social media and email marketing. We helped them to increase their ROI, sales and profit.



Sidhu **Accounting (SA)**

Designo Graphy has assisted Sidhu Accounting in using digital technologies to enhance their business processes and profitability. Their website, inventory management, CRM, email marketing, social media marketing, PPC marketing, and SEO have all improved. They are currently making progress in the direction of a reliable clientele and a better position in the industry.



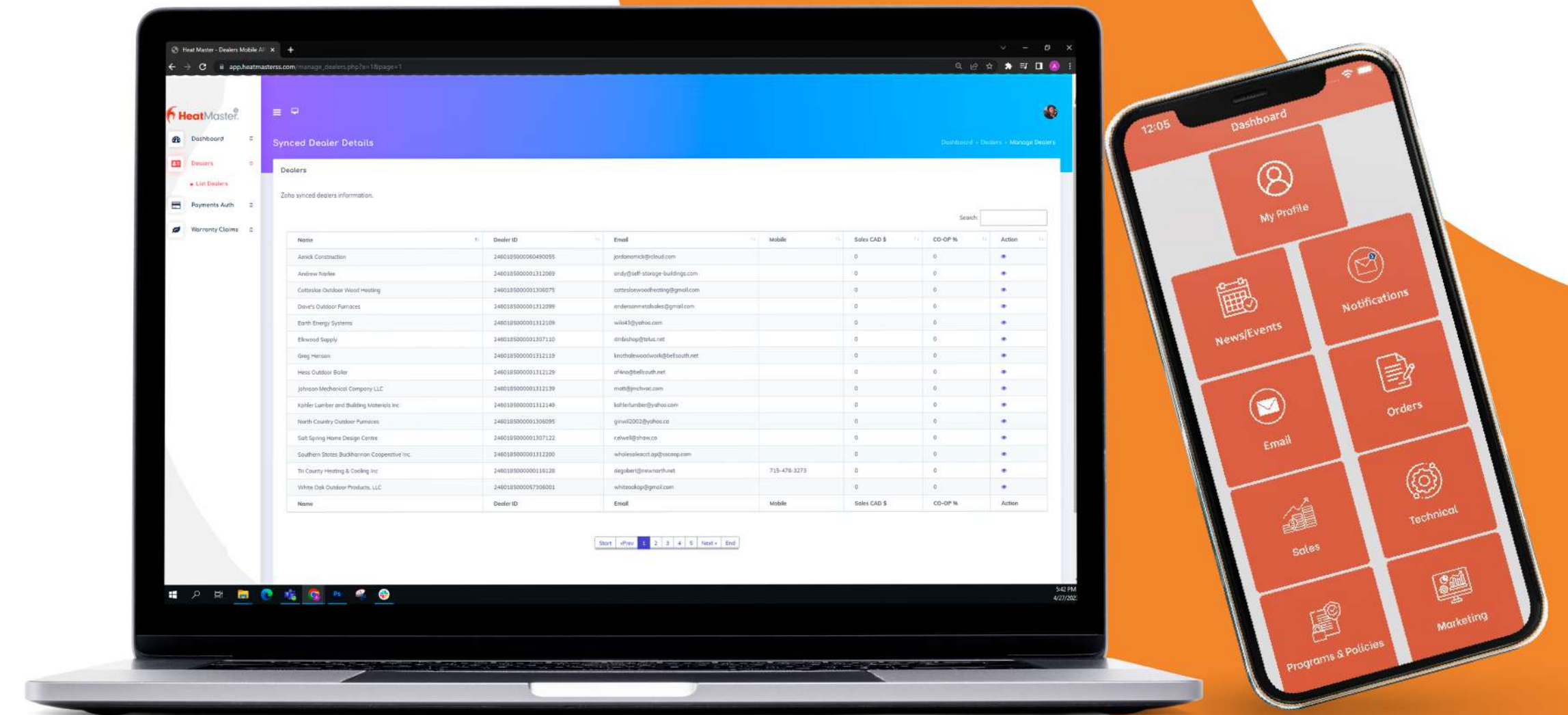
Web, App & **Software Projects**

Designo Graphy has made its name as a reputable software development firm within a relatively short period. We achieved this milestone by serving our valuable clients in the best possible ways. We don't only build apps and web solutions, but we also know how to make your business stand out.



Heat Master SS

HeatMaster SS is a manufacturer of outdoor wood furnaces. We helped them develop an app for their dealers to place and track orders, warranty claims, dealer meetings, order parts, and access documents like installation guides and user manuals.



Lubana Trucking

We built an app for Lubana Trucking to track the status and location of their loads/trucks in real time. With the help of this app, they can manage their resources more efficiently, and drivers can update the status and submit BOL documents through the app.



Eleos Express

Eleos Express is an emerging logistics company that delivers pharmaceutical products and medicines to customers in Calgary. Designo Graphy collaborated with them to design their online store with a premium front-end theme, back-end database support, UI design, and SEO for the website.

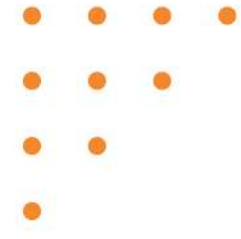


Circal Engineering

Circal Engineering designed a music system for Opera houses and reached out to us for app development. With the help of the app, the system enabled them to play and control music through speakers. We assisted them with developing a feature-rich app using a hybrid app development platform.

Key Clients



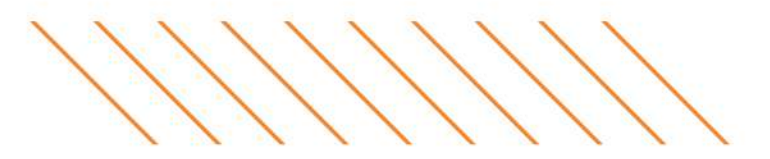


Our Achievements

Designo Graphy aims to serve clients through quality results and reasonable prices. We add value to businesses through digital solutions, and this is why we have an A+ rating with BBB (Better Business Bureau). Moreover, Clutch.co recognized our achievements in the form of awards.



WHY DGG?



OUR CUSTOMERS

Case Studies

Our customers trust us to develop solutions that align with their vision and meet their long-term business goals. As per reviews on Clutch.co, we are a reliable service provider. Clutch.co is an online platform for getting valuable feedback about IT companies. They collect case studies directly from customers through interviews, which is why it is a genuine source to learn about customer experience and service quality. Please also check out our reviews on cluth.co and Google Maps (links are available in our website's "why us" section). Our project case studies shed light on our expertise and depict how we ensure to achieve client satisfaction. You can check out the next page to read a few of our case studies and verify positive reviews from our valued clients. For more case studies, please visit our website or our profile on Clutch.co (the link to our clutch profile is available in the "Why Us" section on our website).



Maurice Victor

Working with Designo Graphy was an absolute pleasure. Straightforward prices, quick to answer questions, very accommodating and know everything about e-commerce stores and what makes our project successful.



Joolie Desuza

Our customers have increased 20% since we hired them to rebuild our website. Designo Graphy team was extremely helpful. They helped us explore features that can increase our customers and then created our website, which is now loved by our customers.

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<p>THE PROJECT</p> <p>Mobile App Dev for Engineering Company</p> <p>Development</p> <p>Confidential</p> <p>May - July 2022</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>Quality: 5.0</p> <p>Schedule: 5.0</p> <p>Cost: 5.0</p> <p>Willing to refer: 5.0</p>	<p>THE REVIEWER</p> <p>Co-Owner, Circal Engineering Inc</p> <p>Tom Overgaard</p> <p>Manufacturing</p> <p>1-10 Employees</p> <p>Canada</p> <p>Phone Interview</p> <p>Verified</p>
<p>Project summary:</p> <p>Designo Graphy redesigned and redeveloped an application for an electronics company. The app acts as a remote control for the client's home theater system and is compatible with iOS and Android.</p>	<p>Feedback summary:</p> <p>Designo Graphy significantly improved the functionality and visual design of the client's app. The client was impressed with the quality of their work. They were communicative, professional, and efficient partners, and finished the project within the allotted time frame.</p>	

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<p>THE PROJECT</p> <p>Website Redesign for Recruitment Consulting Firm</p> <p>Web design</p> <p>Less than \$10,000</p> <p>July - Aug. 2021</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>Quality: 5.0</p> <p>Schedule: 5.0</p> <p>Cost: 5.0</p> <p>Willing to refer: 5.0</p>	<p>THE REVIEWER</p> <p>CEO & Managing Director, The Dynamic E Network</p> <p>Hira Sadiq</p> <p>Consulting</p> <p>1-10 Employees</p> <p>Online Review</p> <p>Verified</p>
<p>Project summary:</p> <p>Designo Graphy Canada was hired to redesign and relaunch the website of a recruitment consulting firm. They conducted optimization efforts, making sure the site was running as smooth as possible.</p>	<p>Feedback summary:</p> <p>Everything went according to plan. Designo Graphy Canada impressed the client with their communication skills and ability to come up with creative ideas. Furthermore, they were very attentive to the client's needs, ensuring an excellent customer experience. The workflow was effective, too.</p>	

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<p>THE PROJECT</p> <p>Web Dev & Design for Pharmaceutical Delivery Company</p> <p>Web Development, Web design</p> <p>Less than \$10,000</p> <p>Nov. 2021 - Mar. 2022</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>Quality: 4.0</p> <p>Schedule: 4.0</p> <p>Cost: 3.0</p> <p>Willing to refer: 5.0</p>	<p>THE REVIEWER</p> <p>Business Developer Manager, Pharmaceutical Delivery Brand</p> <p>Phill Nelson</p> <p>Pharmaceuticals</p> <p>Alberta, Canada</p> <p>Phone Interview</p> <p>Verified</p>
<p>Project summary:</p> <p>A pharmaceutical delivery company was looking to expand their range and reach prospective customers in their local area, so they engaged with Designo Graphy Canada for their web development and design services.</p>	<p>Feedback summary:</p> <p>Designo Graphy Canada was able to successfully deliver a fully-functional product, much to the delight of the client. The platform has been getting a lot of rave reviews from customers, and internal stakeholders were particularly impressed with their friendly and approachable nature.</p>	

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<p>THE PROJECT</p> <p>E-Commerce Development for Shuttle Service Company</p> <p>E-commerce Development</p> <p>Less than \$10,000</p> <p>Aug. - Oct. 2021</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>Quality: 5.0</p> <p>Schedule: 5.0</p> <p>Cost: 5.0</p> <p>Willing to refer: 5.0</p>	<p>THE REVIEWER</p> <p>Manager, Mini Bus Ltd.</p> <p>Phill Nelson</p> <p>Transportation</p> <p>1-10 Employees</p> <p>Online Review</p> <p>Verified</p>
<p>Project summary:</p> <p>A shuttle service company engaged with Designo Graphy Canada for e-commerce development. The platform enabled users to check shuttle schedules and routes and purchase tickets online.</p>	<p>Feedback summary:</p> <p>Designo Graphy Canada tremendously completed the project, exceeding the client's expectations. They quickly communicated and responded to all questions and concerns. Furthermore, the team was accessible, amiable, and helpful even during post-launch, providing website guidance.</p>	

Office Locations



Calgary (Main Office)



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