



2024





WE ARE

# FROST DESIGN



WE DESIGN  
EXPERIENCES  
USED BY MILLIONS







# Where human meets digital.

**We are a User Interface Design Agency**  
based in Manila. Frost is adept at  
creating digital experiences aligned  
with our client's goals.

We're a motley mix of humans, but  
our diverse skills have a singular goal:  
**to create an engaging and sustainable  
digital experience for your customers.**





We meet the demands  
of industry leaders.



Globe



AboitizLand

ASIAN  
INSTITUTE OF  
MANAGEMENT





**We've delivered projects so big,  
we're not allowed to talk about 'em.**





A P P D E S I G N

W E B D E S I G N

E V E R Y T H I N G

I N - B E T W E E N

&

E V E R Y T H I N G

B E Y O N D







## We specialize in app and web design.

These two are our core services, but they're just the tip of the iceberg. Go deeper, and you'll find a suite of services designed to address every element of your digital transformation.

### WHY FROST

- Reliable and professional client servicing
- Top-notch, world-class craftsmanship
- Industry experience in working with enterprise-wide digital transformation projects in the last decade

### CUSTOMER SATISFACTION RATING

# 85%

We measure our Customer satisfaction score after every milestone.

Cover January - September 2023  
Rating given by key stakeholders, managers and executives.





Our services feature  
the full scope of our  
design, content, and  
development expertise.





# Digital Experience Services

We streamline digital experiences to address customer pain points.

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Digital Experience Consulting  
Mobile App Design  
Web Design & Development  
Digital Customer Touchpoints  
Internal Digital Platforms  
Digital Production Support

# Visuals & Communications

We design screens that look amazing... and read amazing.

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Design Strategy & Execution  
Content & Visual Communications







CORE SERVICE

# Digital Experience Services

**We streamline digital experiences to address customer pain points.**

Our multi-disciplinary approach enables us to address your customer's needs across several platforms.

- Digital Experience Consulting
- Mobile App Design
- Web Design & Development
- Digital Touchpoints
- Internal Digital Platforms
- Digital Production Support







DIGITAL EXPERIENCE SERVICES

# Digital Experience Consulting

We help our clients visualize the future.

We work collaboratively to co-create and design the future state of products, crafting key screens for digital initiatives, and designing future features.

## OUR EXPERTISE

**Mobile Applications**

**Web Applications and Portals**

**Multi-Channel or Cross-Platform Experiences**

## Distinctly Frost

### Telco and Fintech Experience

Frost has been the partner of choice for industry leaders undergoing digital revamps and transformation.

### Real-Life Understanding

Our multi-industry experience and understanding of users help us create solutions synergistic with our clients.





# Mobile App Design

We craft beautiful, intuitive, functional mobile user interfaces that serve millions of users.

## User Experience Design

We craft seamless user experiences that address user challenges and are aligned with the client's business objectives.

## User Interface design

We design intuitive screens, applying heuristic analysis and accessibility standards to create engaging interactions.

## Design System

We build robust design systems with reusable components and assets, fostering collaboration and driving product success.

## Visual Design

We create a wide range of assets, from icons to key visuals, photos, and illustrations, ensuring a visually-appealing brand experience.

## UX Writing

We maintain a consistent voice and tone across the user journey, no matter the number of screens.

## Distinctly Frost

### The Frost Advantage

We are an extension of our client's enterprise. We are critical in design, enhancement, and execution of digital products and experiences.

### Built for Scale

Designing for millions of users demands a unique approach. Our experience in large-scale digital projects equips us with the strategies, best practices, tools, and workflows to get it all done.

### Sustainable Design Systems

We've authored design systems comprising hundreds of components and assets. These systems empower product teams to build high-quality digital products in-house.





# Web Design and Development

We design websites that look good and feel good in any screen or resolution.

## Visual Design

Frost sets the bar for a visually striking website. We're intentional about all the elements we put on the screen - especially those we leave out.

## Experience Design

We go beyond the aesthetic. We focus on the overall experience to ensure that the website is functional and accessible.

## UX and UI Writing

This is our specialty. Our writing covers the buttons, tabs, and other common scenarios, such as error and success messages. We weave a cohesive brand story throughout the screens.

## Website Development

We hold high standards in front-end development, ensuring our designs are built exactly the way they should be.

We build various platforms such as Webflow, WordPress, Drupal or good ol' HTML and CSS.

## Distinctly Frost

### Multi-Channel Mastery

We specialize in building a cohesive customer experience journey, ensuring seamless experiences across resolutions, and touch points.

### AI-Powered Visuals

We capitalize on cutting-edge tools to benefit our clients. This includes using AI to generate bespoke images.





# Everything In-Between

We provide a suite of services designed to bridge the gaps between digital touchpoints.

## Digital Touchpoints

We create experiences that go beyond mobile and web—from kiosks to modem firmware interfaces.

Our experience in interface and experience design helps deliver a cohesive brand experience to customers.

## Internal Digital Platforms

We build beautiful, functional, and accessible interfaces for a client's internal application or portal.

## Distinctly Frost

### The Frost Edge

Tap into our pool of skilled talents who operate under a high degree of rigor and discipline to produce the work consistently.

### Multi-Platform View

Our cross-platform experience allows us to adapt digital experiences, from mobile screens to high-resolution desktops.

We can take existing designs and rework them to be used across online and offline channels.

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Tap into our pool of designers, content writers, and front-end developers to help you level up your projects.

## Design

Tap into a myriad of designers (UI/UX designers, graphic artists, and illustrators) within Frost to cover your project needs.

## Content

We produce a variety of content, including support content for websites, FAQ pages, articles, and blog posts.

## Front-End Development

We can build existing designs and reusable front-end components to integrate into your project.





## Frost + AI

Frost is at the forefront of AI aided design. This allows us to create stunning visuals at scale and speed.

AI empowers the team to infuse each design with their own creativity, all while ensuring the client's satisfaction.







CORE SERVICE

# Visuals & Communications

**We design screens that  
look amazing... and read amazing.**

Our expertise enables us to create  
work that combines visual flair with  
a memorable, user-friendly copy.

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Design Strategy & Execution  
Content & Visual Communications







# Strategy and Execution

We enable clients to realize their digital transformation.

## The What

We kickstart digital transformations via strategies that include new features, future states, comms, creative direction, and more.

**Creative and Art Direction**

**Content Direction**

**Experience and Journey Mapping**

**Design and Content Audits**

**Site and Content Mapping**

**Data-Driven Content Analysis**

**Design and Experience Playbooks**

## The How

We seamlessly align strategy and execution, offering partners a solid foundation for collaboration.

## Distinctly Frost

### Multi-Faceted View

We take a multi-faceted view into a wide range of factors that affect our strategy and execution.

The integration of our Design, Content, and Development practice plays a big role in how we deliver our work to our partners.

### Rooted in Experience

Our strategy and execution are based on the insights and experience we've gathered throughout our different projects.





VISUALS &amp; COMMUNICATIONS

# Content and Visual Comms

We take complex information and make them more reader- and viewer-friendly.

## Content

Our snappy writing pulls and guides readers through their digital journey. We keep the messaging consistent and seamless.

### Content Direction

App and Web Copy

Copy/Word Bank

Articles and Blog Posts

Social Media Writing

Support Content for Websites

FAQ Pages

## Visual

The visual elements complement the content, giving you the complete picture. Our work spans across various types of media:

### Brand Execution

Typography

Graphic Design

Iconography

Key Visuals

AI-generated and aided visuals

Social Media Assets and Collateral

## Distinctly Frost

### Collaborative Production

Our teams work closely together to produce quality work under a high degree of rigor and discipline.

### Tap into AI

We use AI-generated visuals to craft bespoke brand materials. We use all the latest tools to provide awesome work.



WORLD-CLASS  
CRAFTSMANSHIP  
FROM THE  
INSIDE-OUT











CONTACT

# Get in touch.

Reach out to our dedicated team, and we'll get back to you promptly. Your input matters to us, and we're committed to providing the support you need.

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