Pixoul

Digital consulting
lookbook

Pixoul

We are Pixoul.™

Our name is an extension of our digital philosophy—to empower our clients to scale their teams and use every **pixel** to delight and inspire users.

We believe that human-centered problem solving begins by leveraging your unique business value and organizational purpose. Throughout this guide, you'll learn more about what Pixoul can offer your organization; I'm confident we'll build something great together.

Our team is excited by the opportunity to help you realize your digital potential and achieve substantial growth.

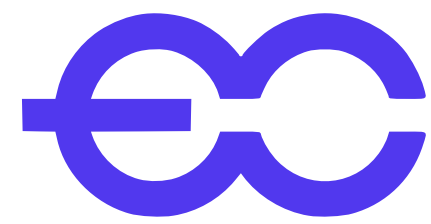We look forward to working with you.

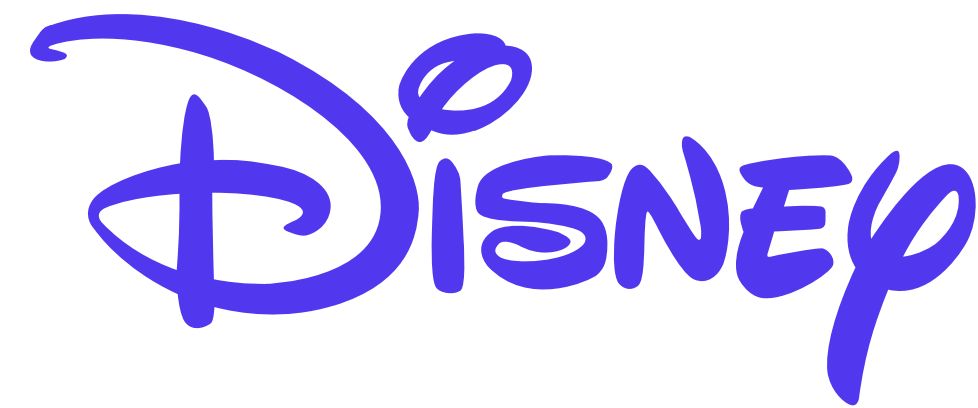**Devon Fata**
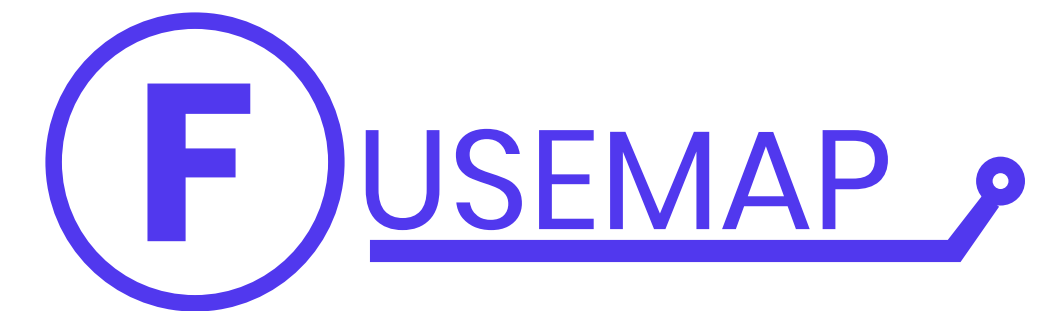CEO & President, Pixoul

Pixoul

Selected clients

Emissions Consult

Disney

GP
Georgia-Pacific

HCP
Healthcare Compliance Pros

Digicel

FUSEMAP

CITY OF
DETROIT

Pixoul

What our clients say

★ ★ ★ ★ ★

"Pixoul's expertise and creative innovation is their greatest asset. We'll absolutely use them on future product builds.

TYRELL STOREY, DIRECTOR OF PRODUCT

★ ★ ★ ★ ★

"This isn't stuff we do everyday, so when we needed an expert to show us the ropes, Pixoul delivered.

SONYA PARRA, SR. HR MANAGER

Pixoul

"Today's businesses are learning from the science of change —nothing lasts forever. The best way to predict the future is to create it."

PETER DRUCKER, CONSULTANT & BUSINESS EDUCATOR

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Our approach: harnessing innovation

We put the needs of the user at the center of everything we create—the most powerful way to capture desired outcomes.

We make growth possible and predictable by leveraging design thinking, agile methodologies, user research and scalable digital infrastructures. Our hands-on approach allows us to become experts in your industry, to creatively solve your challenges and help your users succeed.

From initial kickoff to project launch, we're your dedicated digital partner.

Discover insights

Define goals

Execute beautifully

Pixoul
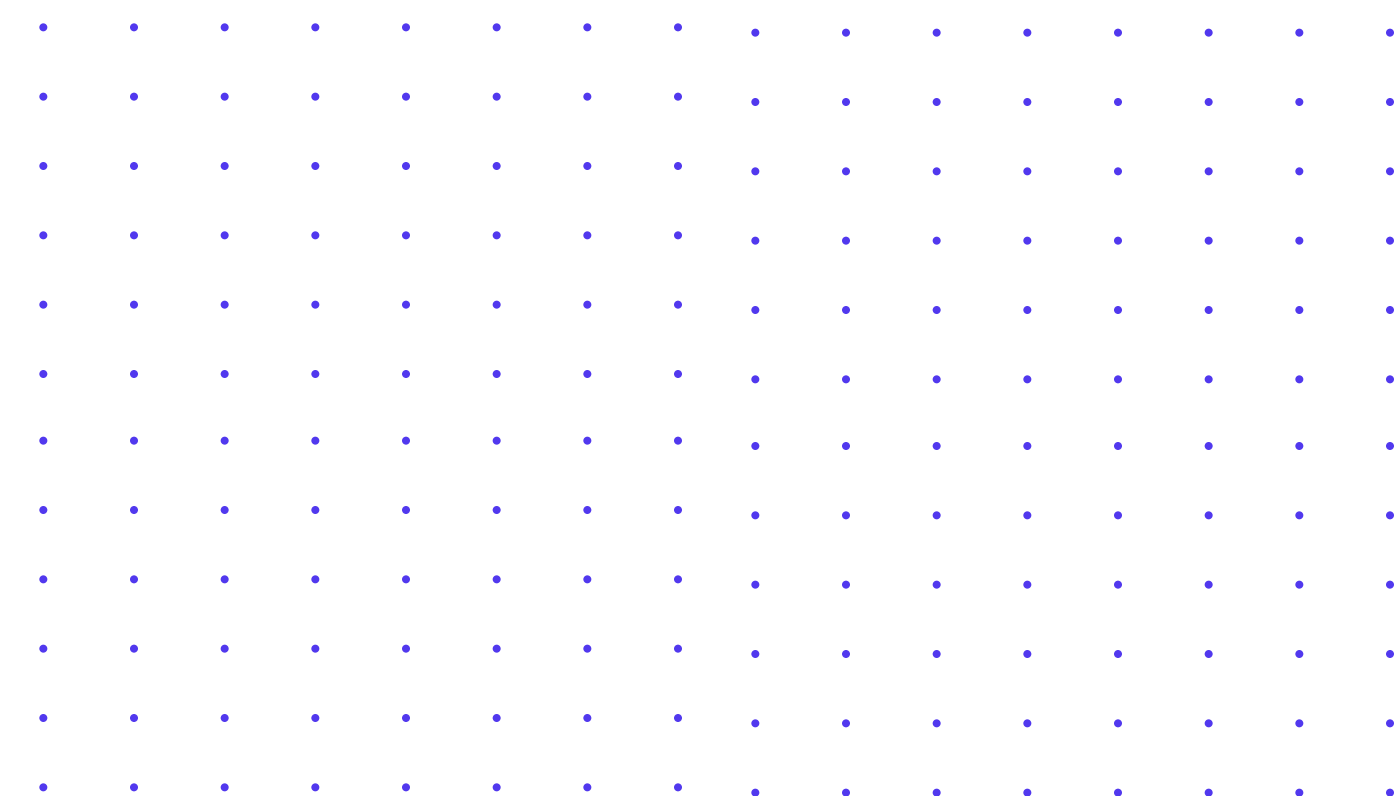
How we work for you

We follow Agile and Design Thinking principles in iterative cycles of ideating, executing, and validating.

The result?

➡ **Research–backed work.**

➡ **Measurable results.**

➡ **Beloved user experiences.**

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Our services and capabilities.

Pixoul

Our services and capabilities

We create inspired digital products that meet your unique business objectives and customer needs.

Project strategy

Kickoff workshop

Digital roadmapping

Project administration

Managing client deliverables

Requirements gathering

Budget/timeline tracking

Research & design

Discovery & research	High-fidelity design systems
User experience design	Prototyping & demos
UX audits	Guerilla testing
Information architecture	Usability testing
Persona creation	User sentiment analysis
User journeys	Survey administration
Experience mapping	Focus groups
Content strategy	Design thinking workshops

Development

Full-stack development

Server-side

Client-side

Web & mobile

Database/Indexing

Data & machine learning

Other:

Staffing and recruitment (download our guide)

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Project strategy

Kickoff workshop

Digital roadmapping

Project administration

Managing client deliverables

Requirements gathering

Budget/timeline tracking

Our project strategists guide the entire digital product workflow. They help your team manage deliverables on time and on budget.

- ✓ Outline the vision

- ✓ Define the goals & objectives

- ✓ Plot the digital roadmap

Looking to augment your existing team with **project managers**? Download our staffing guide for details.
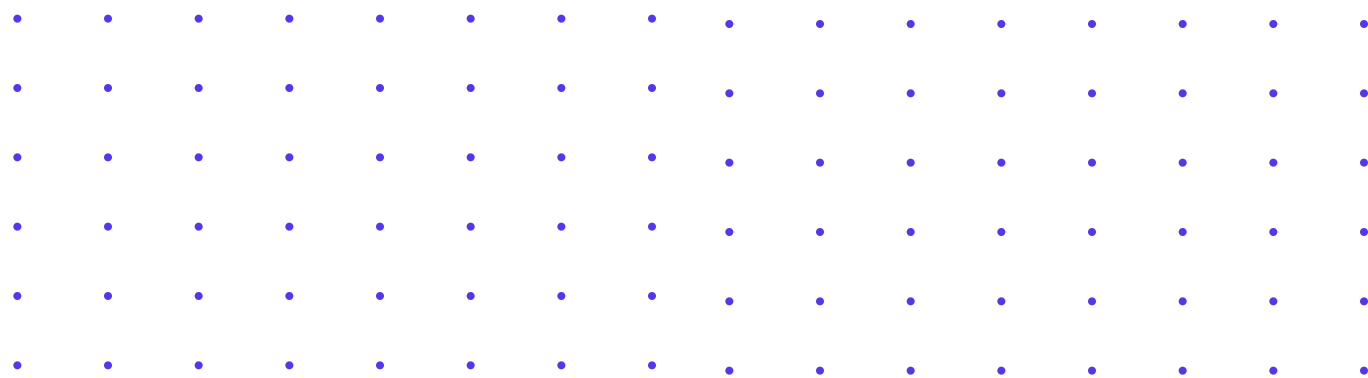
Pixoul

What our clients say

"

Honestly, I didn't realize just how badly we needed Pixoul's project managers. They were the glue that pulled our whole concept together.

JUAN PENNELL, VP PRODUCT

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Research & design

Discovery & research	High-fidelity design systems
User experience design	Prototyping & demos
UX audits	Guerilla testing
Information architecture	Usability testing
Persona creation	User sentiment analysis
User journeys	Survey administration
Experience mapping	Focus groups
Content strategy	Design thinking workshops

We take a holistic approach to digital product design, that prioritizes user testing and rapid concept prototyping.

- ✓ Collect actionable data and insights
- ✓ Create a stunning digital solution
- ✓ Measure the impact

Looking to augment your existing team with **designers**? Download our staffing guide for details.

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What our clients say

"

Having a visually compelling interface is great, but Pixoul's design team built an experience that actually delivers legitimate value to our users.

RORY MATTESON, DIRECTOR OF EXPEREINCE

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Development

Full-stack development
Server-side
Client-side
Web & mobile
Database/Index
Data & machine learning

Our development teams build custom solutions, while also providing valuable strategic guidance on your technology and infrastructure.

✓ Scalable architecture

✓ Full stack development

✓ Secure and stable engineering practices

Looking to augment your existing team with **developers**? Download our staffing guide for details.

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What our clients say

"

Pixoul's engineers integrated with our existing tech stack, and built an infrastructure based on scalability, reliability, and security.

GARY MILLICHAP, ENGINEERING TEAM LEAD

Pixoul

Pricing

Our pricing is determined by your specific budget, needs, and expectations.

To better align with your needs, we offer both blended hourly rates and flat-rate project pricing. Every project will include **dedicated account management support.**

Past client outcomes

229%
EXPECTED RETURN ON INVESTMENT

$1.2M
AVG. SAVINGS + PROFIT FOR MAJOR PROJECTS

$240k
AVG. FEDERAL R&D TAX CREDIT SAVINGS

75%
COMPANIES PRIORITIZE INNOVATION

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Prove it.
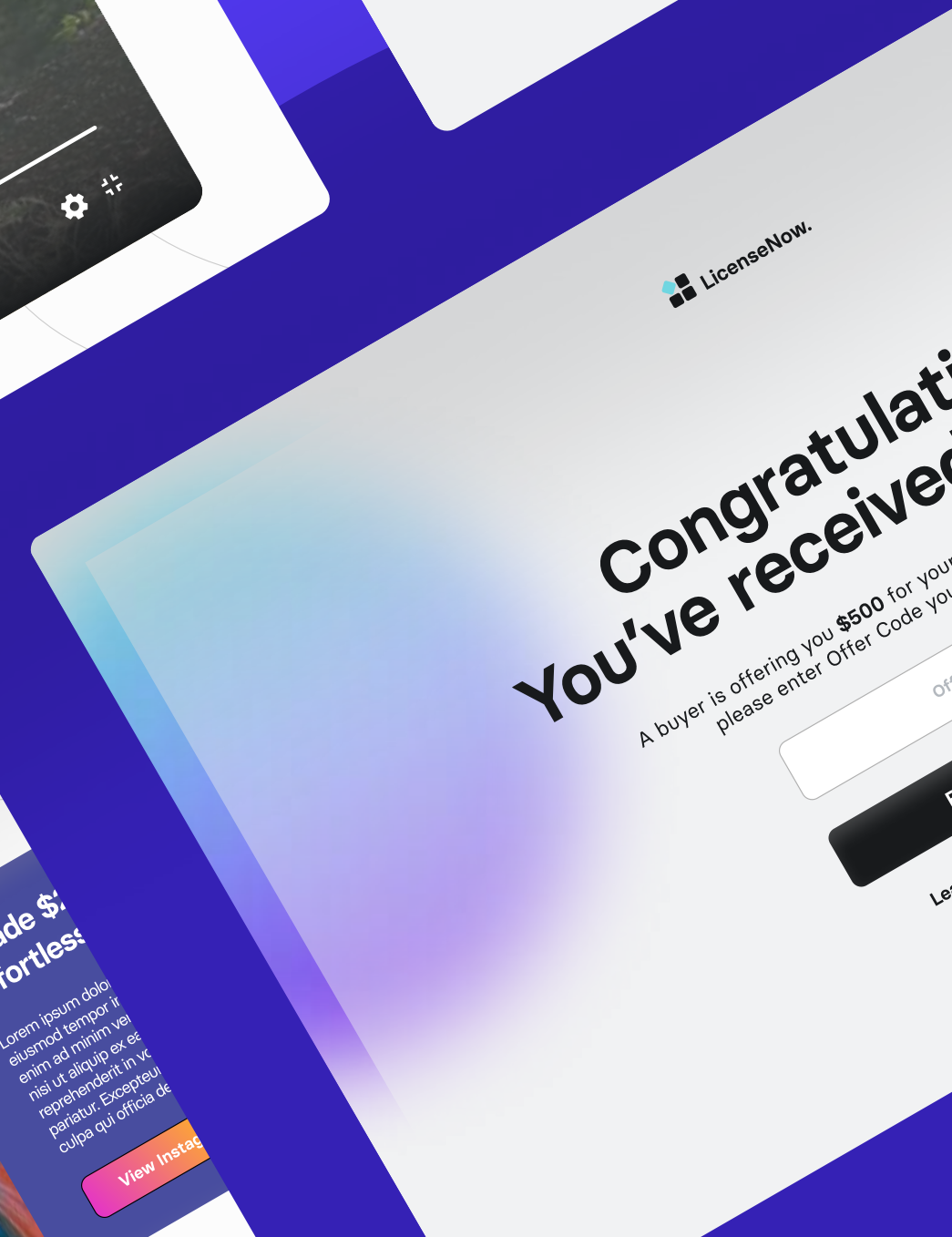# Let's see some case studies.

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CASE STUDIES

Each of our clients come to us with unique needs and opportunities. Through collaborative design and development, we help them revitalize their digital efforts and bolster KPIs.

Beginning with human-centered design, we turn every creative opportunity into a new way to reach an audience and establish trust and goodwill.

Pixoul

catch&release

Making accessible content the new standard.

Your Content is Valuable!

Separated they live in Bookmarks right at the coast of the famous Semantics, large language ocean Separated they live in Bookmarks right.

Sign Up

Congratulations! You've received an offer.

$500 for your content. To accept this offer, you received in your email.

Respond to Offer

Catch & Release

Congratulatio You've received

A buyer is offering you $500 for you please enter Offer Code yo

LicenseNow.

eam of Sought Out Creators!

I made $ effortles

CATCH&RELEASE

Catch&Release partnered with Pixoul to design and implement the UI around their newest digital product, LicenseNow. Beyond traditional product design, we advised on IT implementation, system architecture, and development scoping.

Deliverables

✓ Interviews with stakeholders and customers

✓ Visual storyboarding and workflows

✓ An entirely reconstrucuted visual design language

✓ Engineering future-proofing

→ **READ FULL CASE STUDY**

Catch & Release

Congratulations! You've received an offer.

A buyer is offering you **$500** for your content. To accept this offer, please enter Offer Code you received in your email.

| Enter Offer Code | Respond to Offer |

Learn more about LicenseNow ›

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HCP
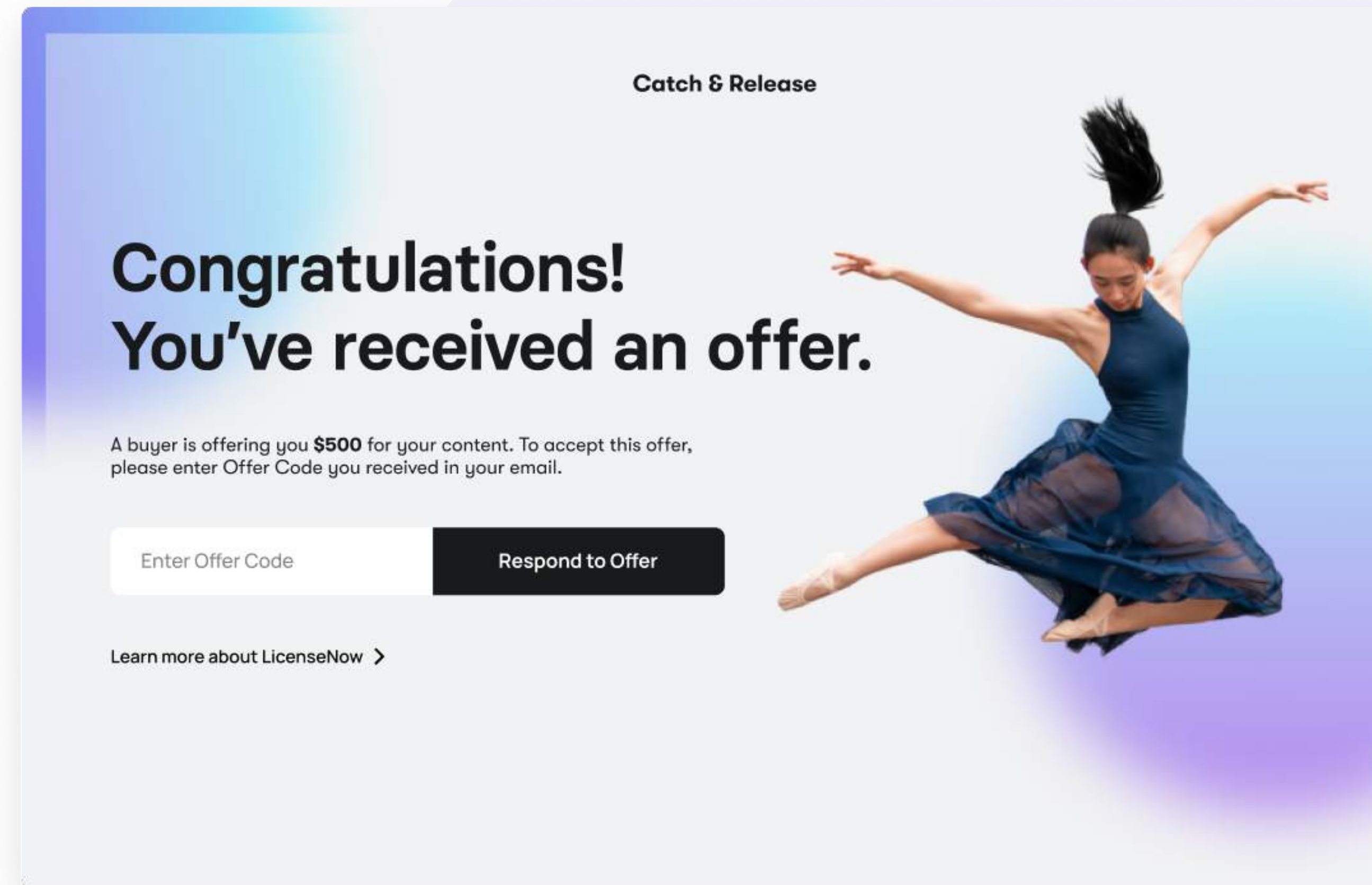
Simplifying compliance software for all.

Pixoul
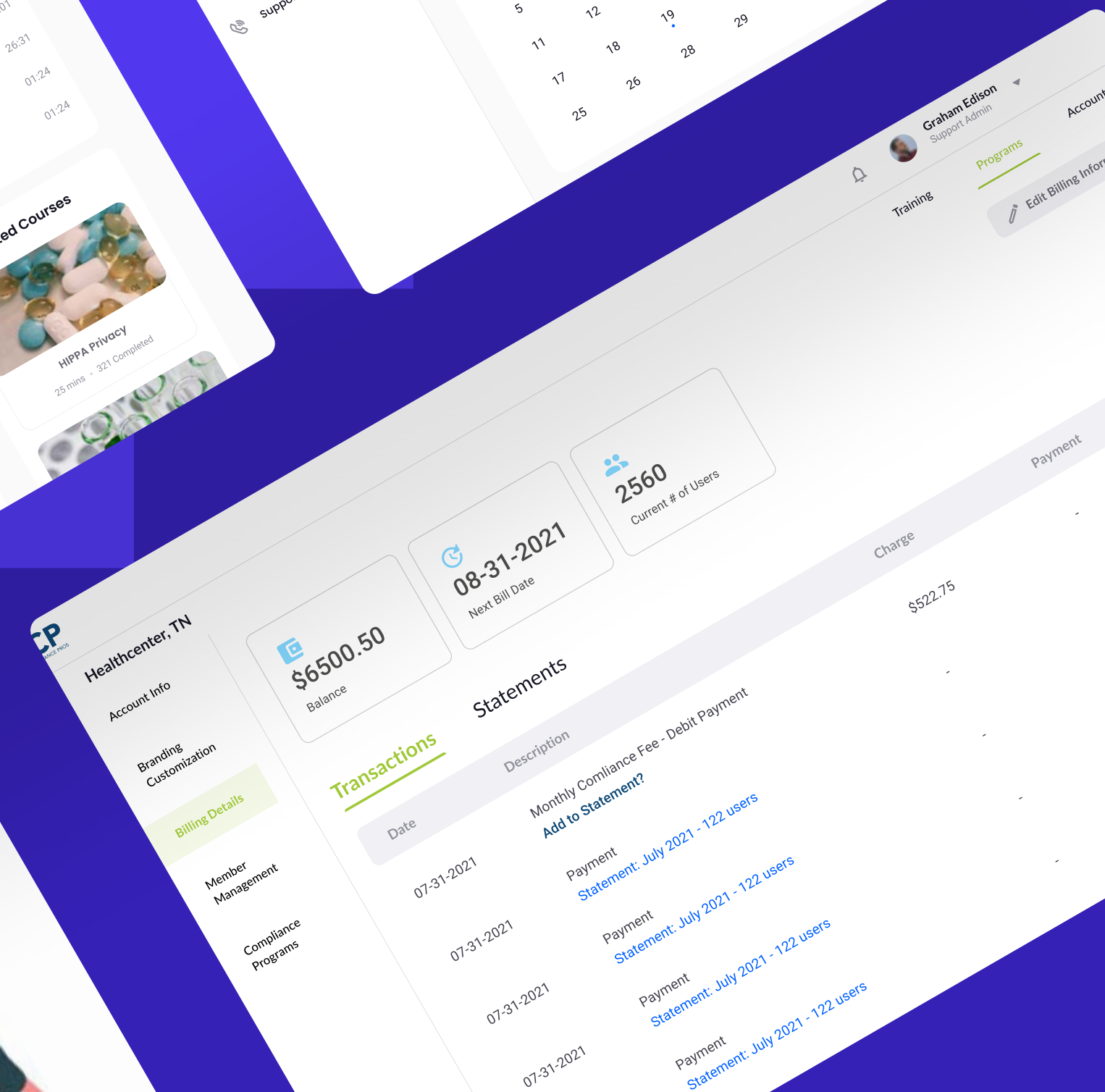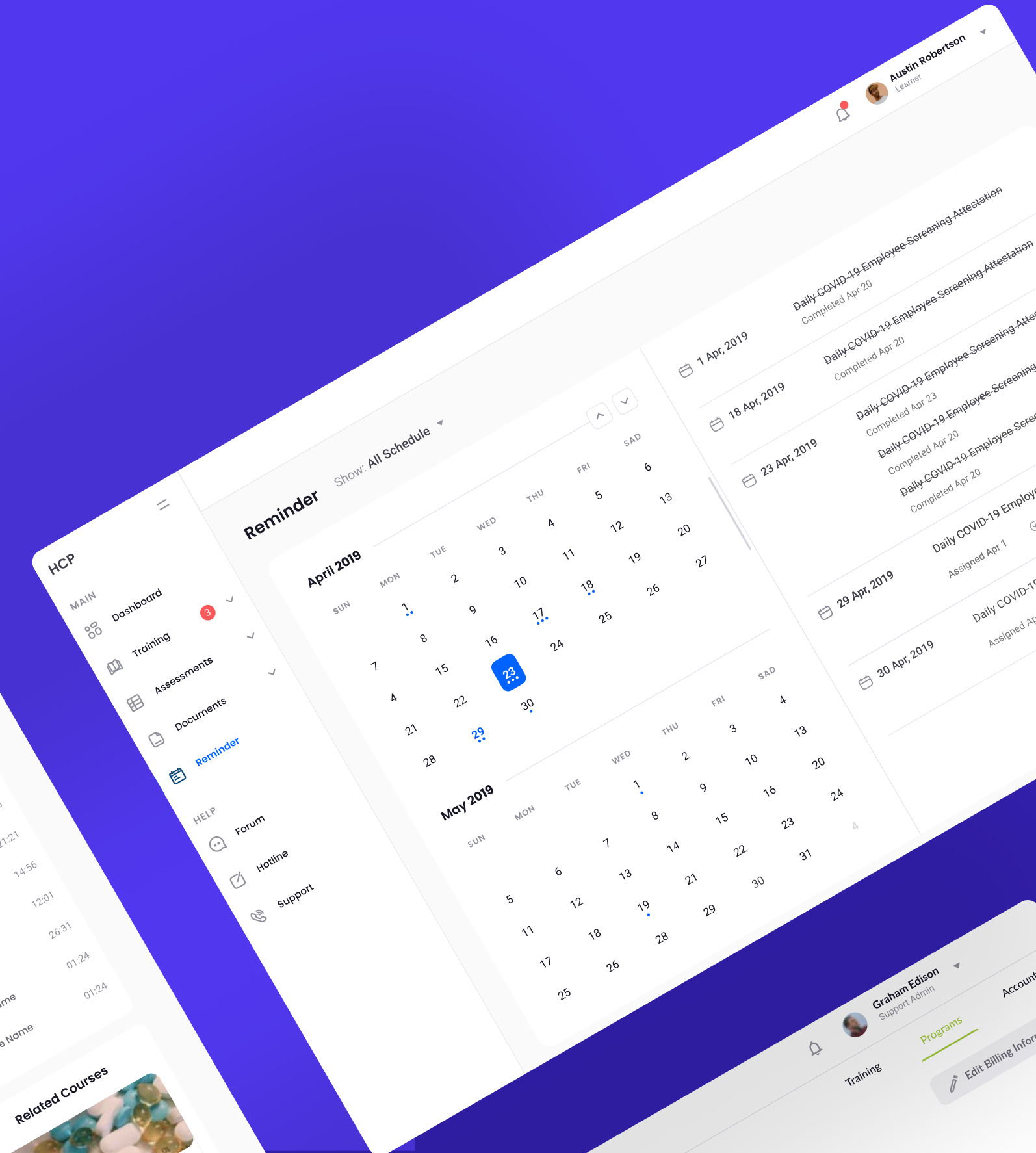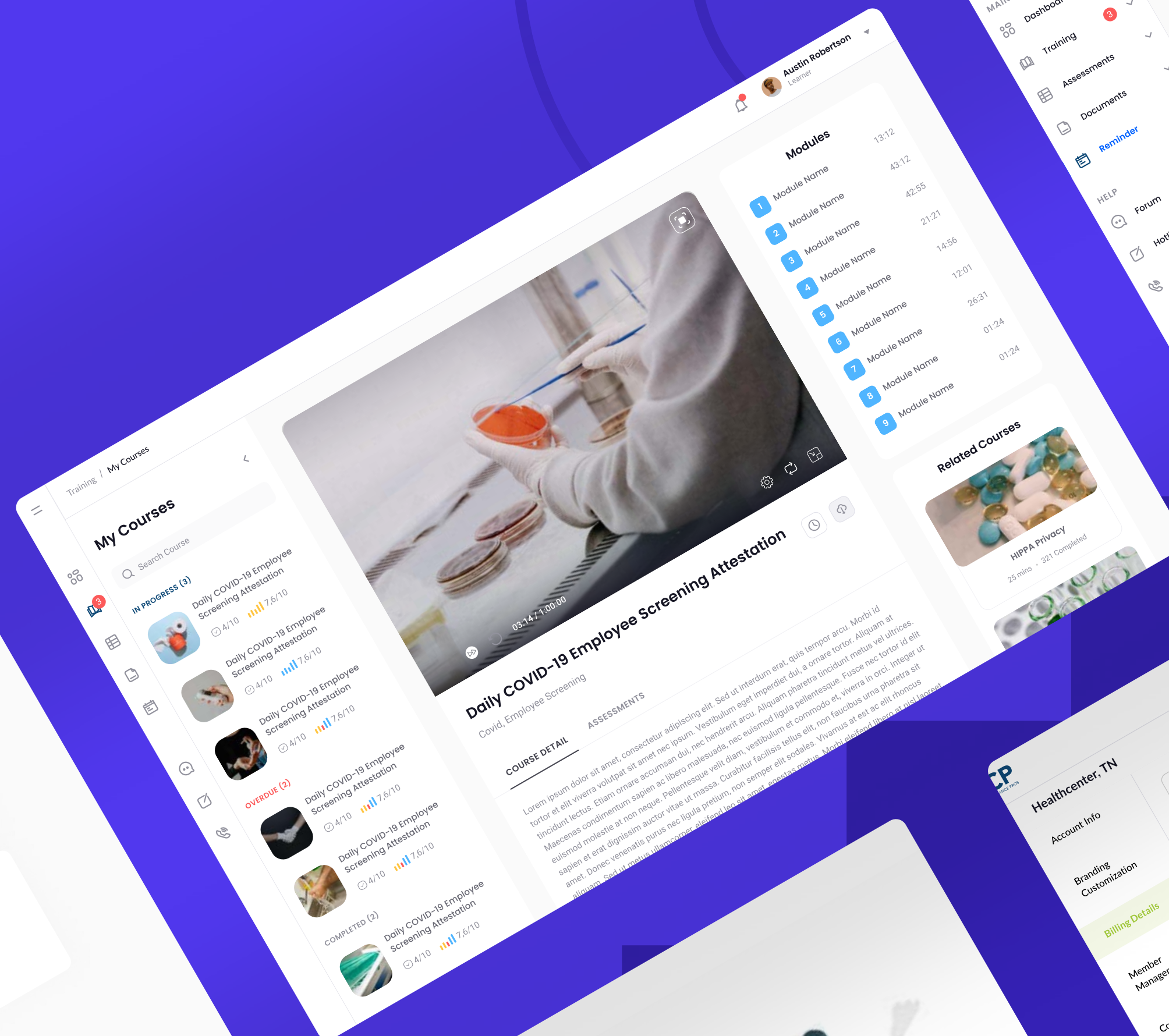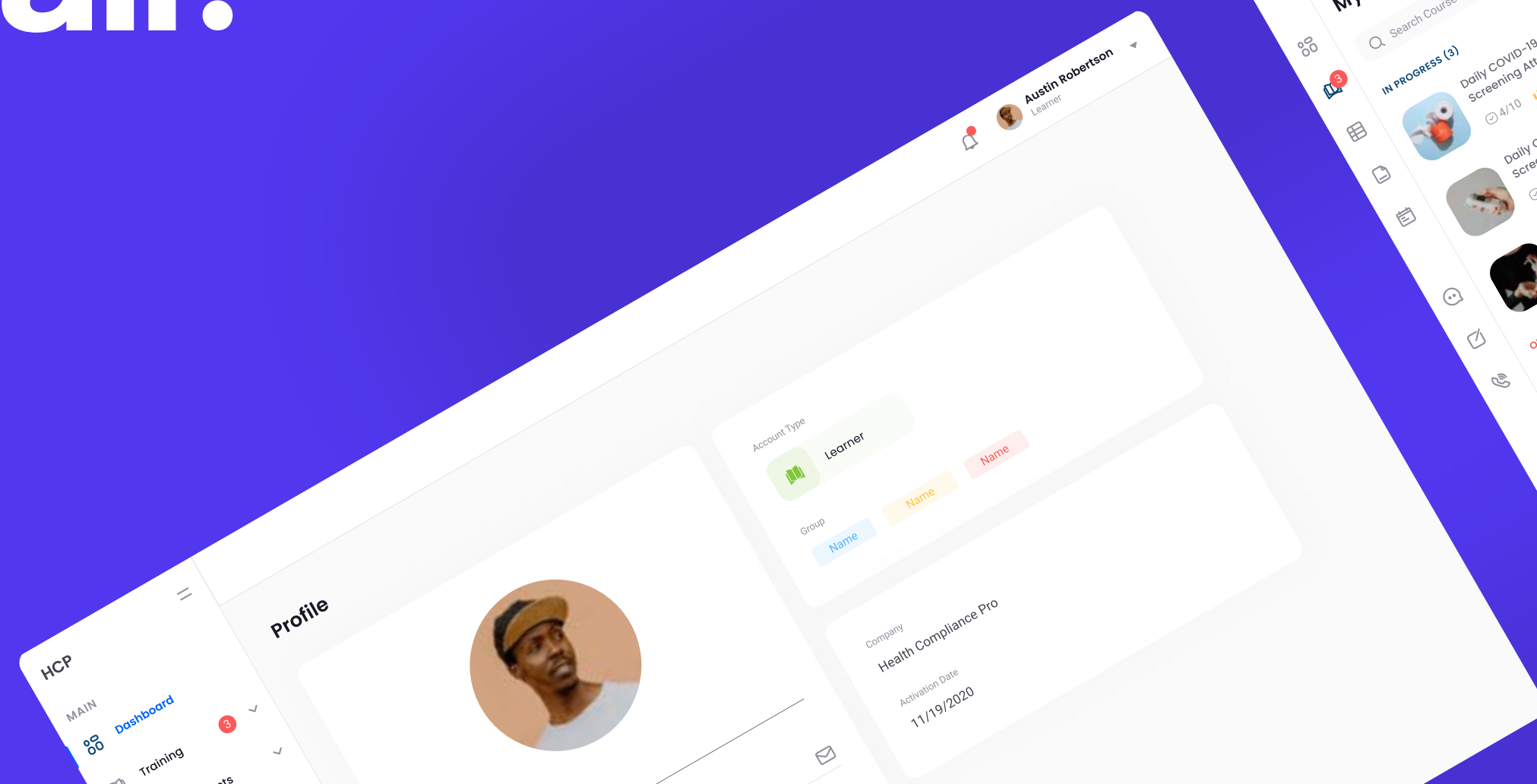
HCP hired us to design and develop an entirely new product experience around their SaaS offering. Our work is changing how HCP approaches compliance, as they begin to scale across industries.

Deliverables

- ✓ Persona development, research, and usability testing

- ✓ A fully redesigned user interface

- ✓ An entirely new system architecture

- ✓ Staff augmentation for a full-stack development team

→ **READ FULL CASE STUDY**

Training / **My Courses**

My Courses

🔍 Search Course

IN PROGRESS (3)

Daily COVID-19 Employee Screening Attestation
✓ 4/10   📊 7,6/10

Daily COVID-19 Employee Screening Attestation
✓ 4/10   📊 7,6/10

Daily COVID-19 Employee Screening Attestation
✓ 4/10   📊 7,6/10

OVERDUE (2)

Daily COVID-19 Employee Screening Attestation
✓ 4/10   📊 7,6/10

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Daily COVID-19 Employee Screening Attestation
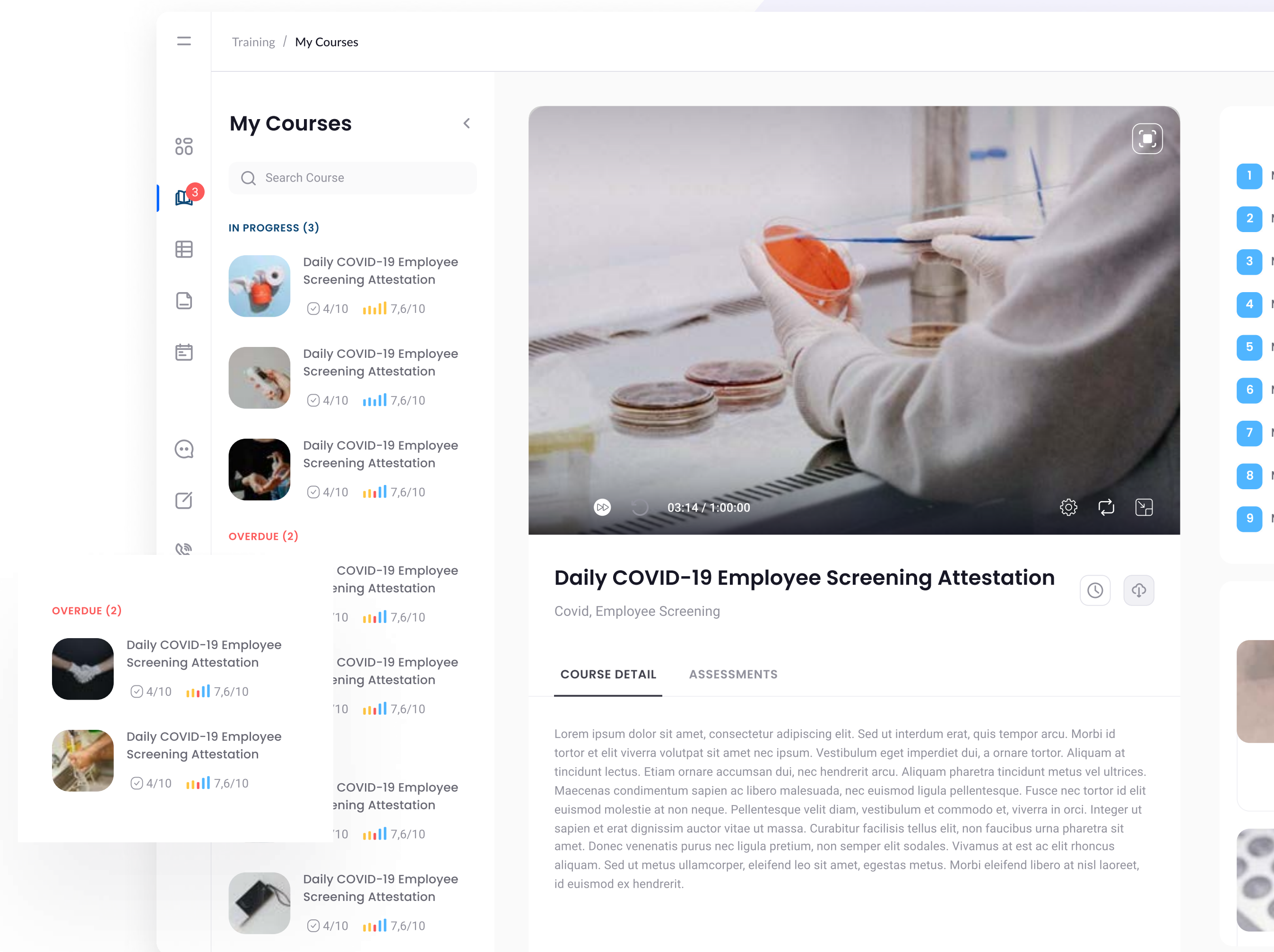✓ 4/10   📊 7,6/10

Daily COVID-19 Employee Screening Attestation
✓ 4/10   📊 7,6/10

03:14 / 1:00:00

Daily COVID-19 Employee Screening Attestation

Covid, Employee Screening

COURSE DETAIL   ASSESSMENTS

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Digicel

Pixoul

Building the next generation of entertainment products.

BACK END DEVELOPER
Brett Rawlings

Experience: 16 years

Specialty: Python, Ruby on Rails

Location: Phoenix, AZ

Employment history: Meta, Google

PROJECT MANAGER
Jenna Christman

Experience: 15 years

Specialty: PMP, SCRUM certified

Location: Chicago, IL

Employment history: Walgreens, Dropbox, EY

PROJECT MANAGER
Arian Wu

Experience: 9 years

Specialty: PMP, SCRUM certified

Location: San Francisco, CA

Employment history: FedEx, DataLoft

UX/UI DESIGNER
Joshua Clemons

DIGICEL

Digicel is partnering with us on an ongoing basis to lead the staffing and recruitment efforts of their product teams. We are helping to staff global teams across project management and product ownership disciplines.

Deliverables

✓ AI and manual candidate sourcing

✓ Skills tests and case study challenges

✓ Behaviroal-based interviews

✓ Background checks

→ **READ FULL CASE STUDY**

UI VISUAL DESIGNER

Mitch Donovan

Experience: 10 years

Specialty: Figma, Framer, Adobe

Location: Jacksonville, FL

Employment history: United Health

DEVOPS ARCHITECT

Rida Villanueva

Experience: 12 years

Specialty: AWS, Azure, Linux

Location: San Antonia, TX

Employment history: Wells Fargo, Cognizant

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DataBuck
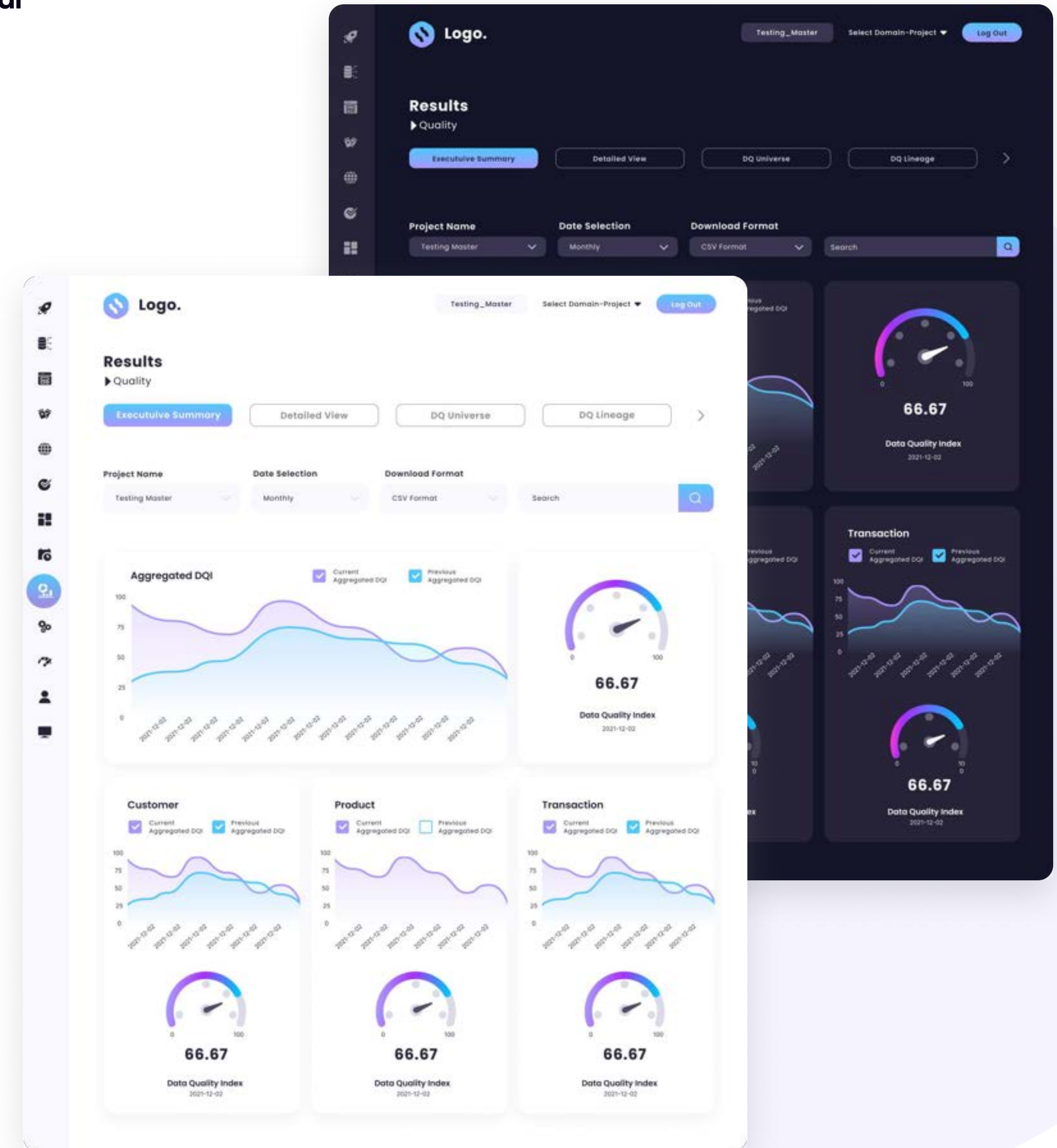
Delivering clean data and business intelligence at scale.

Pixoul

The FirstEigen team hired Pixoul to relaunch their flagship product, DataBuck, ahead of the AWS re:Invent conference. We worked directly with their development team to recreate an investor-worthy product experience.

Deliverables

✓ In-depth visual design exploration

✓ Functioning prototype for AWS re:Invent conference

✓ A comprehensive user experience audit

✓ Detailed development handoff documentation

→ **READ FULL CASE STUDY**

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Ready for next steps?

Let's talk.