



ISED, CDAP and OCI Approved Firm

Designo Graphy is an ISED-approved firm under the CDAP program and an OCI-approved firm for the TDP program.

Helping Canadian Businesses

Thrive with AI, Web,
App, IT, Digital
Marketing
and SEO



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WHO We Are?

About Company

Designo Graphy is a government-approved firm for the CDAP program and an OCI-approved firm under Ontario's TDP program. Founded with a vision to deliver high-caliber digital services, Designo Graphy helps clients build a strong online presence.

Our expertise includes creating visually stunning websites, custom ERP and CRM softwares, web/mobile applications with captivating designs. We also specialize in cyber security and IT as well as developing digital e-commerce stores and providing comprehensive digital marketing and SEO services to help clients effectively promote and sell their products. At Designo Graphy, we take pride in offering digital solutions that drive revenue growth for our clients. Customer satisfaction is our top priority, and we go the extra mile to deliver tailored, impactful solutions. Over the years, we have partnered with prominent businesses across Canada, crafting unique and marketable digital strategies that set them apart from the competition.



OUR VISSION

To be Canada's leading digital solutions provider, empowering businesses with innovative, secure, and customer-centric technologies that drive growth, foster creativity, and establish our clients as leaders in their industries.



OUR MISSION

At Designo Graphy, we are committed to delivering exceptional digital services—from stunning designs to robust technologies—that drive client success. Our mission is to create impactful, customer-focused solutions that inspire growth and innovation across every project we undertake.

Our Services

Software Development

Empower your business with customized software, CRM, and ERP solutions tailored to your unique needs. Our services include end-to-end development, comprehensive staff training, and documentation, ensuring smooth integration and maximum operational efficiency.



Web & App Development

Bring your ideas to life with our top-tier web and app development services. From creating dynamic websites and mobile apps to cutting-edge AR/VR solutions, e-commerce platforms, and reliable hosting, we ensure your online presence is secure, engaging, and seamless.



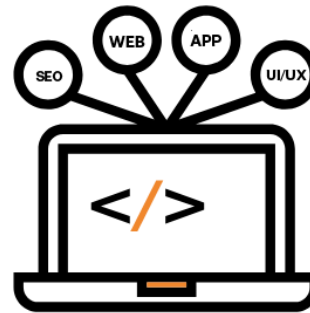
Digital Marketing

Boost your online visibility and drive growth with our comprehensive digital marketing services. From SEO, PPC, and social media strategies to video production, lead generation, and Google Ads, we help businesses connect, engage, and succeed.



UI/UX Designing

Captivate audiences with our innovative design services. We specialize in 3D animation, UI/UX design, and branding, creating visually stunning assets that enhance user experience and establish strong, memorable brand identities.



Government Grants

Maximize opportunities with our grant advisory services. We assist with various provincial and federal grants, including Alberta Digital Traction, NCR IRAP, DMAP Ontario, CDAP (closed), and many more, helping businesses secure funding for growth.



AI Solutions

Leverage the power of AI to streamline your business. Our solutions include AI-powered customer service and sales agents, data analytics, intelligent assistants for data analysis, and task automation, enabling smarter, more efficient operations.



Consultancy

Transform your business with expert consultancy services. We provide digital transformation, financial advisory for grants and loans, feasibility studies, market research, competitor analysis, risk assessments, and IT consulting to unlock your full potential.



IT Services

Secure and optimize your IT infrastructure with our services. From cybersecurity, cloud networking, and remote IT support to employee monitoring, database management, and comprehensive staff training, we ensure your operations run smoothly.

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, AI, IT, software development, SEO and digital 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

Derek Tabasam, our Chief Executive Officer and Entrepreneur of the Year 2024 nominee, brings extensive expertise in project and business management. His visionary leadership drives our success, steering the company toward becoming Canada's leading digital service provider.



ZAHD KAZMI
CTO

Zahid Kazmi, the Chief Technology Officer at Designo Graphy, excels in modern technologies and oversees web, app, and software development projects. His innovative approach, technical expertise, and valuable insights make him a vital member of our dedicated team.



SAM KHAN
CBDO

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



TAHIR TABASAM
COO

Tahir Tabasam serves as the Chief Operating Officer at Designo Graphy. With nearly two decades of experience, he has worked with reputable companies and brings exceptional expertise in managing teams, driving growth, and leading cross-industry initiatives effectively.



RAMEEZ RAMZAN
CMO

As a CMO, Rameez Ramzan has been pivotal to Designo Graphy's ongoing success. He drives efforts to build the company's online reputation, connect with potential clients, and ensure the delivery of projects that exceed expectations, contributing to sustained growth.



OLIVIA HARRIS
HR Manager

Our Resource and Talent Manager at Designo Graphy is key to optimizing our team's potential. With a strategic approach to talent acquisition, employee development, and team coordination, they ensure the company attracts and retains the best talent, contributing to our growth and success.

Entrepreneur of the Year

We are beyond proud that our CEO, Tariq (Derek) Tabassam, has been nominated for Entrepreneur of the Year at the 2024 Canadian SME Awards. Tariq's visionary leadership has been instrumental in shaping Designo Graphy's success, driving innovation, and empowering local businesses through tailored digital solutions. This recognition reflects the dedication of our team and the trust of our clients.

Entrepreneur of the Year 2024





TARIQ TABASSAM
Founder & CEO of Designo Graphy



ENTREPRENEUR OF THE YEAR
2024
NOMINEE
CanadianSME National
Business Awards

Banking Partner



Shipping Partner



Tech Partner



Hospitality Partner



Email Partner



www.smeawards.ca
#SMEAWARDS2024

Our Development **Process**



Digital Marketing Process

01



Strategy and Planning

During this initial phase, we delve into understanding our client's business objectives, target audience, and competitive landscape. Our research informs a comprehensive digital marketing strategy that outlines the channels—such as SEO, social media, etc.

02



Execution and Implementation

Once the strategy is set, it's all about execution. We optimize various digital channels, from enhancing website visibility through SEO to creating engaging content and managing social media profiles. Paid advertising campaigns also come to life during this stage.

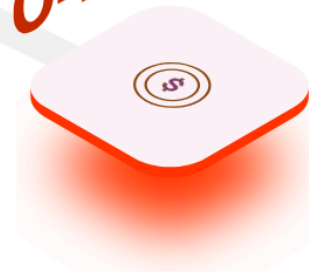
03



Measurement and Analysis

Regular data tracking is essential. We use tools like Google Analytics to monitor website traffic, conversions, and user behaviour. Social media metrics and campaign performance are scrutinized, allowing us to adjust our approach based on insights.

04



Optimization and Iteration

In this dynamic phase, we don't rest on our laurels. Instead, we fine-tune, tweak, and recalibrate. A/B testing becomes our playground. And as the digital winds shift, we adjust our sails, staying ahead of trends and ensuring our strategies remain nimble and effective.

Key Projects

At Designo Graphy, we create innovative digital solutions that help businesses across various industries thrive. Our expertise includes developing mobile apps, e-commerce platforms, and digital marketing strategies to boost growth. We focus on enhancing user experiences, streamlining operations, and improving online presence. Explore our portfolio of successful projects tailored to meet each client's unique needs.

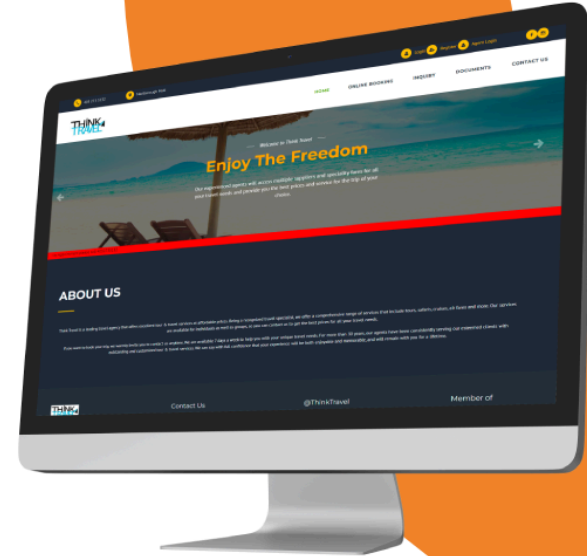


Great West Radon

Designo Graphy has helped Great West Radon develop custom web-based ERP and CRM software and provide SEO services. The ERP system optimizes business operations by managing employees, schedules, resources, payments, documentation, reports, quotes, invoices, and projects, boosting efficiency, customer satisfaction, and growth.

Think Travel

To enhance website bookings, implement secure online payment methods, and protect customer data from fraud, Think Travel leveraged Designo Graphy's expertise. We focused on improving the overall customer experience, providing guidance on front-end design, back-end database support, and digital marketing strategies to drive growth and ensure a seamless user journey.

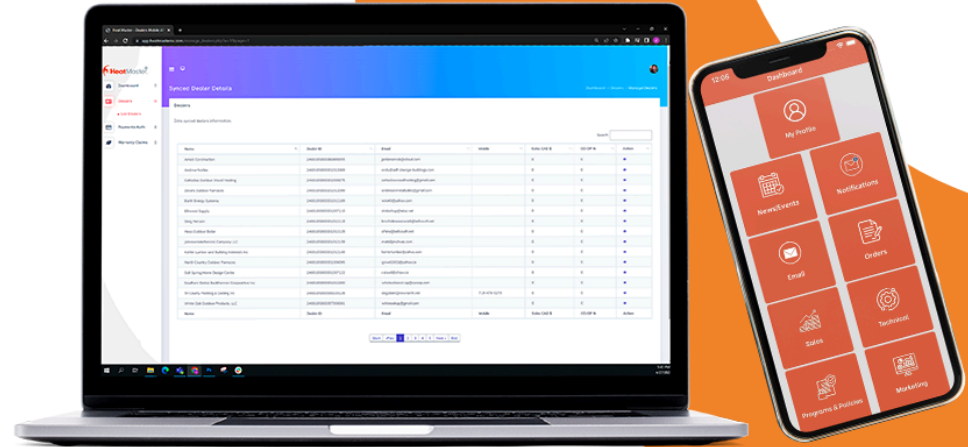


Legacy Jewellers

We assisted Legacy Jewellers in securing \$15,000 and \$2,400 grants through the CDAP program. Our consultancy services included advising on e-commerce optimization, third-party marketplace integration, analytics, PPC, SEO, social media, and email marketing, helping them enhance their online presence and achieve business growth.

Heat Master SS

Based in Winkler, MB, HeatMaster SS is a leading Canadian manufacturer of outdoor wood furnaces that serves customers across Canada and the US. To streamline their operations, we developed a comprehensive app for their dealers, enabling them to place and track orders efficiently, manage warranty claims, schedule meetings, order parts, and access important documents such as installation guides and user manuals.



Canadian Union (Money Transfer)

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, we planned an API integration system, which ensured secure IT systems and enabled effective online money transfers.

Play it Forward

Play It Forward is an innovative gaming platform designed to host millions of users and provide access to thousands of mobile games in one convenient app. Leveraging third-party games, the platform generates revenue through advertisements, with 10% of ad revenue dedicated to supporting local Canadian charities. Currently under development by our team, this ambitious project is poised to become one of Canada's leading gaming platforms within the next five years.



Luban Point

We built Luban Point, an app to track the real-time status and location of trucks/loads. It helps manage resources efficiently, allowing drivers to update statuses and submit BOL documents directly through the app. The app is not publicly available and is provided exclusively to a limited clientele.

Eleos Express

Eleos Express, a startup delivering pharmaceutical products in Calgary, partnered with Designo Graphy to create its online portal. We provided a premium front-end design, back-end database support, and UI design, enhancing their online presence and functionality for a seamless user experience.



Circal Engineering

Circal Engineering designed a music system for opera houses and approached us for app development. The app enables users to play and control music through the app. We assisted in developing a feature-rich app using a hybrid development platform, enhancing system functionality and user experience.

Key Clients



Our Achievements

Designo Graphy is pleased to highlight its notable achievements. Since its inception, our company has consistently demonstrated excellence in delivering high-quality solutions that exceed client expectations. Key accomplishments include successful project completions, significant revenue growth, strategic partnerships, and awards from Clutch, Techreviewer, Top SEO brands, the Manifest and Canadian SME Magazine.



WHY DESIGNO
GRAPHY



OUR CUSTOMERS

Case Studies

We pride ourselves on delivering tailored solutions aligned with our clients' vision and long-term business objectives. Our commitment to excellence has earned us a reputation as a reliable service provider, as evidenced by our outstanding reviews on the Clutch. The Clutch (clutch.co) follows a rigorous review process involving direct client interviews, ensuring genuine feedback on our expertise and service quality. We invite you to explore our reviews on clutch.co (links are available in our website's "why us" section in the main menu). The following page showcases select case studies highlighting our capabilities and commitment to client satisfaction. For more success stories, please visit our website. (designography.ca/case-studies)



Tom Overgard

"Designo Graphy transformed our mobile app, improving both its design and functionality. Their team was communicative, met tight deadlines, and delivered a user-friendly, polished product. We were impressed with their attention to detail and proactive communication throughout."



Liz Bihune

"Designo Graphy has been instrumental in enhancing our digital presence. Their team provided expert guidance on the CDAP Government Program, digital marketing strategies, and website modernization. Their timely, thorough approach helped us make informed decisions and grow our business."

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THE PROJECT Mobile App Dev for Engineering Company Development Confidential May - July 2022	THE REVIEW "Designo Graphy stayed on top of the project and quickly informed us of any potential delays or roadblocks." 5.0 ★★★★★ Quality: 5.0 Schedule: 5.0 Cost: 5.0 Willing to refer: 5.0 AUG 3, 2022	THE REVIEWER Co-Owner, Circal Engineering Inc Tom Overgaard Manufacturing 1-10 Employees Canada Phone Interview Verified
Project summary: 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.	Feedback summary: 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.	

Powered by **Clutch**

THE PROJECT Website Redesign for Recruitment Consulting Firm Web design Less than \$10,000 July - Aug. 2021	THE REVIEW "I was very pleased with the service and end product." 5.0 ★★★★★ Quality: 5.0 Schedule: 5.0 Cost: 5.0 Willing to refer: 5.0 OCT 1, 2021	THE REVIEWER CEO & Managing Director, The Dynamic E Network Hira Sadiq Consulting 1-10 Employees Online Review Verified
Project summary: 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.	Feedback summary: 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.	

Powered by **Clutch**

THE PROJECT Web Dev & Design for Pharmaceutical Delivery Company Web Development, Web design Less than \$10,000 Nov. 2021 - Mar. 2022	THE REVIEW "They were always willing to resolve our issues as soon as they came up." 5.0 ★★★★★ Quality: 4.0 Schedule: 4.0 Cost: 3.0 Willing to refer: 5.0 MAR 5, 2022	THE REVIEWER Business Developer Manager, Pharmaceutical Delivery Brand Pharmaceuticals Alberta, Canada Phone Interview Verified
Project summary: 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.	Feedback summary: 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.	

Powered by **Clutch**

THE PROJECT E-Commerce Development for Shuttle Service Company E-commerce Development Less than \$10,000 Aug. - Oct. 2021	THE REVIEW "The project came out far better than what we actually expected, and they did a tremendous job." 5.0 ★★★★★ Quality: 5.0 Schedule: 5.0 Cost: 5.0 Willing to refer: 5.0 NOV 15, 2021	THE REVIEWER Manager, Mini Bus Ltd. Phill Nelson Transportation 1-10 Employees Online Review Verified
Project summary: 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.	Feedback summary: 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.	



Office Locations

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