

Benek

MANIFESTO

**What you can expect when
working with me**

Design with a difference

Over the past 15 years I've worked with a wide range of New Zealand and international businesses – from multi-national software companies, app startups, nationally renowned creatives, and boutique local shops. In every case I provide bespoke design solutions for my clients' unique needs and challenges. I engage only a few projects at once to ensure each one gets my complete attention and creative commitment. I pride myself on world-class design work, honest and reliable communication, and exceptional client satisfaction. Here's what you can expect when you work with me:

— MANIFESTO —

Business-first approach

I'm a collaborative business consultants as well as a designer. I'll take the time to learn and understand your business and customers, and find creative ways to overcome your design and technology challenges. My design-led thinking and services can coordinate across marketing, content, customer interaction, and more to contribute value to your entire digital strategy.

User-centric design

Understanding the needs of your users, customers, and audience will inform everything I do. Solving any user experience problems will lead to the ideal solution to a your project's design challenges.

Honesty and transparency

Communication, billing, ideas, feedback. I'll be open and honest about everything. I won't try to sell you on extras. I won't over-promise. I'll never lock you into my service or technology – in fact I'll assist you in moving your ongoing maintenance in-house if that's what works best for your business, and I'll design and build a flexible framework for you to do so with little tech knowledge required.

Uncompromising focus on your goals

I'll look at our your business's design goals from another angle. Think differently. Challenge industry norms and your own preferences and assumptions to come up with innovative design solutions rather than producing more of what everyone else is doing.

Mutual respect

I always respect my client's business experience and recognise their expertise in their industry. In return I expect your trust in my design experience and goal-oriented design solutions.

Creative partners

While I'm a one-man operation with a diverse range of skills, I have experienced partners across a wide range of other creative services who I can call on if your project requires it. We can cover everything your business might need, but never anything you don't need. My intimate, boutique business approach focuses on quality over quantity.

Cost-effective services

I have low overheads and do honest, hard work. I pass this cost savings to you, allowing me to provide lower prices for better work than large design agencies can produce.

Agile, astute, innovative thinking

I'm more than willing to do something new and different – in fact I might demand it! I'm not interested in giving you more of the same. I work for cutting-edge kiwi businesses who are looking to differentiate and innovate.

Thank you



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