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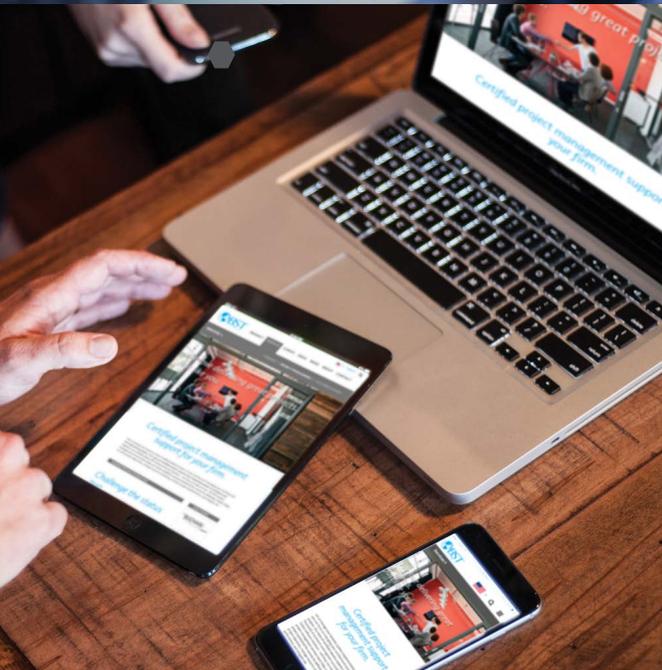# & DELIGHT
END USERS

HANEKE
DESIGN

WHAT WE DO

MOBILE APP DESIGN & DEVELOPMENT

USER EXPERIENCE IS OUR PRIORITY

At Haneke Design, we get bored with the status quo pretty quickly. When the Apple iOS and Google Android operating systems were launched nearly a decade ago, we made a significant decision to make native mobile app design and development core to our solution set. Since then, we've continued to collaborate with startups and enterprises to successfully integrate mobile applications into their business for marketing, product, and internal initiatives.

BayCare | **ONE WORLD OBSERVATORY** ONE WORLD TRADE CENTER | **IDEAL IMAGE**

RESPONSIVE WEBSITES

ARE YOU PREPARED FOR A MOBILE-FIRST WORLD?

Effective mobile web design has quickly moved beyond a "nice-to-have" into a must-have. We live in a mobile-first world and websites must respond to a consumer's device of choice in order to ensure an engaging experience. If you're stuck with a less-than-mobile-friendly website, the Haneke Design team can turn the problem around with our award-winning responsive web design and proven development process.

bluepearl | **TAMPA HILLSBOROUGH** ECONOMIC DEVELOPMENT CORPORATION | **fitlife foods**

WEB APPLICATIONS

ENTERPRISE-LEVEL SOLUTIONS, TAILOR MADE FOR YOUR BUSINESS

Haneke Design concepts, designs, and develops enterprise-quality web applications for startups to Fortune 500 companies, all in-house. Whether your organization is seeking to automate a process, create a new product, or extend an existing one, Haneke Design has the in-house talent and know-how to develop a successful solution that realizes your business goals and engages your consumers.

FrankCrum
PAYROLL · INSURANCE · BENEFITS · HR

FINANCE of AMERICA

USAA®

MOBILE BUSINESS INTELLIGENCE

MAKE WELL INFORMED DECISIONS ANYTIME, ANYWHERE

The pace of the global economy is driving desire for executives to access real-time business data regardless of physical location, time or device. Having a custom designed business intelligence tool that can integrate with your ERP, consume and assess your business data, and quickly and accurately deliver real-time alerts based on your business parameters is no longer a luxury. It is now a business necessity.

Disney | **DOW®** | **NYSE**

SALESFORCE MOBILIZATION

MAKE YOUR SALES FORCE MORE PRODUCTIVE

Enabling your sales team to seamlessly interact with your enterprise applications and make compelling, deal-closing presentations is a top priority. Haneke Design helps you mobilize these applications – optimizing sales, providing better forecasting, and ensuring consistent brand presentation. Linking a mobile sales force with the enterprise provides immediate ROI and maximizes your team's ability capitalize on new opportunities.

at&t | **Paramount** A VIACOM COMPANY | **TRIBRIDGE**

HOW WE DO IT

IOS
The platform that set the standard for the mobile experience. iOS brought good design to the forefront. Haneke Design creates world class user experiences in native iOS Apps, we take full advantage of everything the iPhone has to offer.

ANDROID
Android brought mobile to the mass market. Haneke's talented team understands the unique properties of the Android experience and takes care to develop high-quality solutions that maximize the potential of the Android platform.

HTML5
Get your content in everyone's hands. The latest HTML 5 specification has standardized the display of rich media across all devices. Our team understands the intricacies of supporting rich media on every screen.

CSS3
Because presentation counts. The Haneke front-end development team embraces CSS3 standards to ensure our web-based solutions are as visually appealing as they are lightweight and high performance.

RAILS
Rails allows for rapidly developing web applications, with a strong focus on quality, speed, and testability. Rails has single-handedly pushed the industry forward. Haneke Design leverages the power of Rails to drive many of our award winning mobile applications.

WORDPRESS
The de facto standard for content marketing. Wordpress provides the tools to easily manage your content with a focus on SEO. Haneke Design's team of Wordpress experts create and deploy beautiful Wordpress sites every day.

DESIGN DIRECTION

BRAND STRATEGY AND IDENTITY DESIGN:
Your corporate identity is the primary visual representation of your organization, instantly communicating your brand's message to current and prospective clients. Does that message accurately represent your organization, products, services and value? Does it support and align with your overall brand strategy? Let Haneke Design evaluate your current brand positioning. Our design and strategy services team will help you create an identity and brand strategy program that will fuel your organization's success.

APP LANDING PAGES:
You have an existing app, or a new app that was just completed. Now what? How will people know your app even exists? Now you need to promote your app and start growing your user base. A simple and very effective way to do this is through an app landing page. A landing page is a single html page that clearly communicates the features and benefits of your app, has call-to-action links encouraging users to download the app, and aligns with and supports your organization's brand.

VIDEO & MOTION GRAPHICS:
Haneke Design creates compelling, visually stimulating videos that can enhance your organization's marketing and promotional efforts in a unique and memorable way. The videos contain supporting motion graphics, imagery and audio that engages current and prospective clients and supports your overall branding strategy. In addition, encouraging viewers to learn more about your products or services, our videos will also integrate specific messages and calls-to-action.

MARKETING COMMUNICATION MATERIALS:
Are your marketing messages communicated consistently and coherently across all media? In addition to your existing digital tools and platforms, marketing materials still play an important role, and consistent representation across print and digital environments is essential. Haneke Design creates professionally designed marketing materials to promote your organization, products and services. We prepare them for both print and digital formats, providing prospective clients the ability to download files directly from your website and view the materials from any desktop or mobile device.