



FAST & SLICK

Marketing & Design Agency

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Design x Technology x Business

About Us

1 Million Mission

Our mission is to use design and technology to help 1 million businesses reach their missions, and by helping businesses achieve that, we hope to help make this world a better place for the next generation. But why 1 million? We want to impact 1 million businesses because there are about 1 million small and medium businesses in Canada, many of which very few people have heard of, but they are the heart and soul of many communities. We want to help these businesses to leverage the power of technology and help them with solving real-life problems. We provide free blog content, consultation, webinars, and podcasts to deliver practical advice to business owners and transform their way of reaching their customers and help them enrich each community.

Introduction

We believe you started your business with high hopes.

In an era of global warming, misinformation, and social conflicts, we want to empower good businesses to achieve their world-changing ideas. Perhaps, you believed you can deliver better products or services; or you wanted to solve a problem for your friends and families. Whatever it is, you believed you could change the world and make it better.

Unfortunately, many businesses fail their goals, because they did not convey their values effectively. Twenty years ago, no one could have imagined smartphones would revolutionize our lives. Ten years ago, no one would think that social media had become such a driving force. Five years ago, no one thought we would transition to using food delivery services and performing remote work as prevalent as now.

What you do now will not be what you do tomorrow. That is why we want to help businesses to stay ahead through user-centric design and the power of technology.



Partial Client List

Bleev.in
CanBest Education Service LTD.
Dealorvu
DKPearla
Dusk Magazine
Everball
Flying Eagle Childcare
Get Your Dream Property
Hong Kong Restaurant at Revelstoke
Jeon Eui Taekwondo

Kincaid Mining Group
Lamoureux Architect LTD.
Lifespring Publisher LTD.
Light and Love Home
LionTech
Lury Immigration Service
Main Tailors
Modern Beauty Centre
Multigraphics LTD.
Omnisolu

Peaceful Restaurant
Pikadish
Pui Ying Service Center Canada
Reach Social
Simple Lumen
Supplybar
Tang Court Buffet
Tsukiji Japanese Restaurant
The Church of God in Hong Kong
Vancouver Presale Club



Our Process

Our Capabilities

Marketing Strategy

Discovery & Research
User Experience
Brand Strategy
Content Strategy
Search Engine Optimization (SEO)
Print Media Design
Email Marketing
Conversion Optimization
PPC Ad Campaign
A/B Testing
Keyword Research
Funnel Optimization & Traffic Tracking
Growth Hacking Strategy
Social Media Marketing (SEM)

Digital Development

Website Design & Development
Automation
API System Integration
Data Mining
Web Scraping
API Development
eCommerce Design & Development
Online Booking System
Content Management System
Form development
Mobile Development (iOS/Android)
Web Application Development
Prototyping

Visual Design

Logo Design & ID Systems
Brand Style Guides
Messaging
Print & Packaging
Typography Design
Website Animation
Website Infographics
UX/UI Research & Implementation
Wireframing

Content Service

Editorial Writing
Ghost Writing
Inbound Marketing Content
Podcast Design
Digital Media Post Design



Content Strategy

“Content is king, and medium is the message.”

All successful companies are not only good at what they do, but they are all great communicators. All of our projects begin with an in-depth discussion about what your business is about, what business problems you are solving and who your audience is. We adopt our content research and interview approach from both user experience design (UXD) and investigative journalism disciplines. After we develop a content strategy with you, we begin our first step in writing about your core business topics and discuss with you the best channel for your case.

FINDING AUTHENTICITY

Your audience can tell if you are authentic about your intention—whether you say you want to achieve something, or you can show them, prove to them by your action. We will discuss with you and help you with your soul searching so you know at the end of our process, what matters most to you and we help you express your thoughts and emotions.

MEDIUM IS THE MESSAGE

“Who Says What In Which Channel To Whom With What Effect?”
– Harold Lasswell

Depending on your message and audience, we advise different communication channels. We might want to appeal to your audience emotionally and therefore try a more visual approach, but sometimes, your in-depth knowledge might be communicated more sophisticatedly and effectively and we will work out an email campaign and podcast channel together. No matter what your message is, we can recommend the best strategy for your case.

Design Process

When there is nothing to add and nothing to take away, we know we have achieved perfection. Good design comes from thoughtfully considering the purpose and its finished product should be intuitive and helpful.

We adopt an iterative and collaborative process with our customers to assist with methodological user experience research to find out the need that needs to be resolved. We perform ethnography, user testing, interviews, study groups, both quantitative and qualitative methods to examine the underlying problem. Once we have established the goal, we begin the actual designing be it visually or strategically and constantly seek validation.

Our design process seeks to be cost-effective, practical, and insightful. By performing sufficient research, we eliminate risks early to protect our customers' interests.

Development Process

We are a full-service development firm with a wide range of technical capabilities. We recruit top engineers with experience in eCommerce, web development, mobile development, automation, system integration, website crawling, information processing, API integration, and more.

We provide excellent communication and transparency to our customers so they can always be informed about project progress and budget.

We adopt a scrum project management approach so we can handle unexpected changes and achieve important KPIs and milestones.



Marketing

The truth is no one knows the answer to everything. We admit that there is really no one formula that works every time in marketing. We know however the principles that most successful campaigns have in common.

The first thing we do is we discuss our expectations and involvement in this process. Be it an ad or social media campaign, what we provide you is a trackable goal-oriented approach so you are able to link your advertising dollar to conversion.

We recommend scientific and systematic approaches such as A/B testings and the latest growth hacking techniques specifically to each of our customers so the approach is the most effective.

Case Studies

Elegant & Timeless

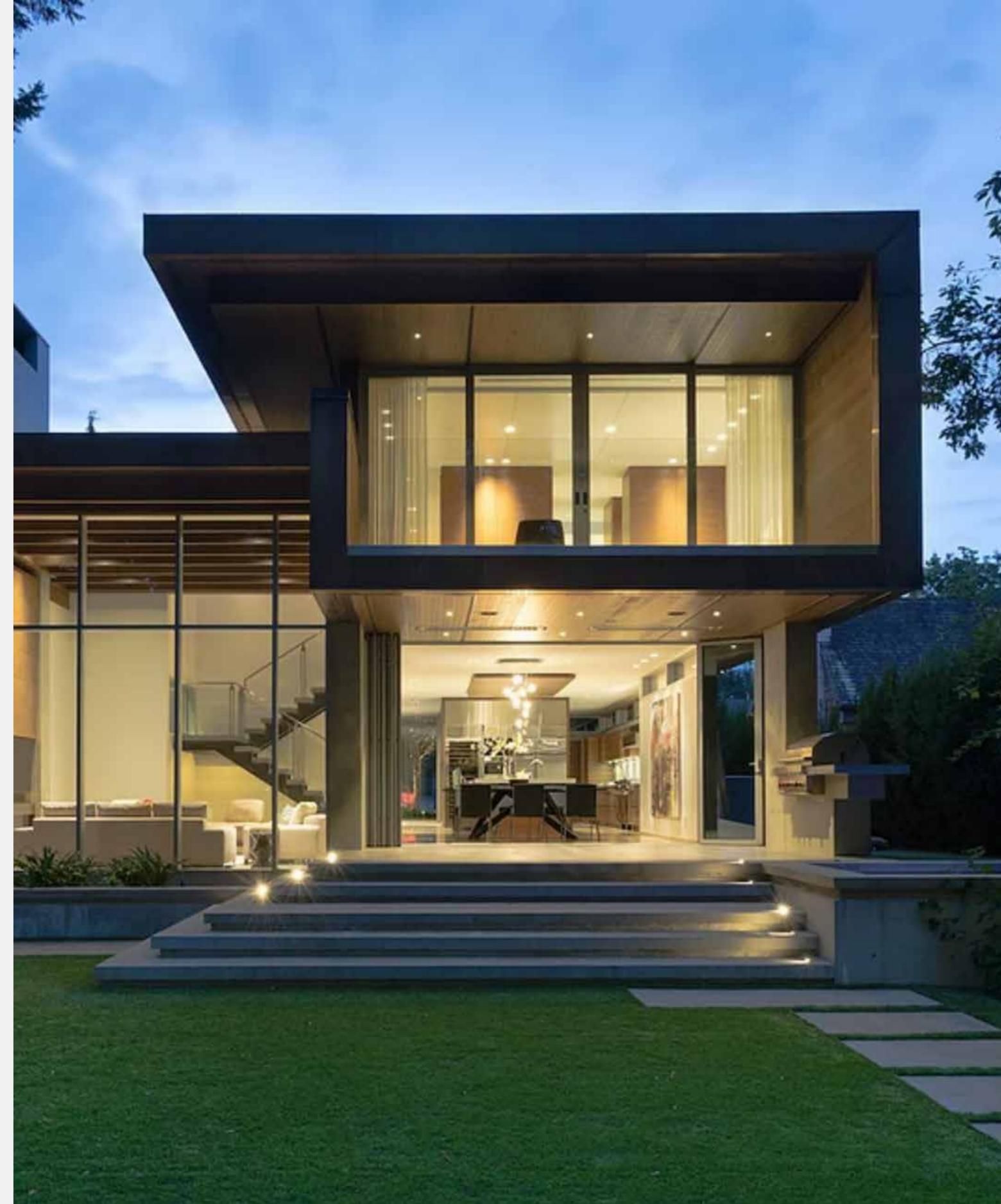
Lamoureux Architect Incorporated is a mid-size architecture firm based in West Vancouver. Established in 1993 by principal Brad Lamoureux, Architect AIBC, a practicing architect since 1987, the experienced LAI team comprises 11 design professionals and has worked exclusively in the high-end custom residential market for over 20 years. The goal of the redesign was to exhibit the depth and range of its architectural design mastery through photos and rendering.

Services

Website Design
Website Development

Year

2016



Branding a Champion

Jeon Eui Taekwondo is a performance martial art school that trains athletes to compete in national and international championships. They are an energetic group and always strive for perfection. We take advantage of stunning visuals and videography to present to the world there's a rising star in the making.

Services

Branding
Website Design

Year

2018



Modernize Legendary Recipes

We were commissioned to redesign Peaceful Restaurant to elevate its brand image to a modern & classy design while keeping its traditional feel to it. It aims to attract a wider range of customers through the new design and provide a better, seamless online ordering experience for customers.

Services

Art Direction
UX & UI Design
Website Development

Year

2017



Swipe Right for the Right Food

Pikadish is a visual menu mobile application that simplifies food decisions. We believe the current food review company's strategy to list restaurants' data, is counter-intuitive to a customer's intention to decide on food simply. Instead of comparing restaurants analytically, we reframe the approach by presenting Instagram-esque dish photos to induce customers' craving socially and humanly.

Services

UX Research
UX & UI Design
Mobile Development

Year

2019



East Meets West

When Kincaid Industrial Group, a Chinese billion-dollar public mining company needed to expand their business internationally, we helped the company present their content to be more appropriate to the western audience.

Services

Branding
Website Design
Website Development
Content Management System

Year

2019



Putting Presales on the Map

The vision behind Vancouver Presale Club is to provide our valued clients the perfect platform to understand how purchasing a presale from start to finish works. We helped the client with developing the website and managing a complex set of data by advanced search features.

Services

Website Design
Website Development

Year

2020



Thank you.