We are Digital Narrators, Thinkers, Tinkers and Cloud Developers

Brands, Websites, Cloud Platforms
WHO WE ARE

We are a digital design, website and cloud development agency based in Auckland, New Zealand.

We create beautiful brands, bespoke websites and cloud platforms that empower our clients, create results, and help them grow.

“The team at IDESIGN took the time to understand my vision from day one, and helped me go from idea to successful business! The support has been amazing”

- Makaia Carr, Motivate Me
We get to understand the needs of our clients so that we can tailor solutions to their exact needs, and deliver high-value results that transform their businesses.

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**OUR SERVICES**

We are artisans and craftsmen of beautiful brands and bespoke solutions.

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We get to understand the needs of our clients so that we can tailor solutions to their exact needs, and deliver high-value results that transform their businesses.
OUR CLIENTS

We work with clients from all over the world to create amazing results.

“The team at IDESIGN were great to work with. They took everything off my plate and came up with something amazing”

- Rachel Wolfgramm, The University of Auckland, working on Nga Taniwha branding

We work with small to medium businesses, corporations, government agencies and entrepreneurs from all over New Zealand, Australasia, and around the world.
The Opportunity

Following years of R&D, EzyUni came to us to bring their start-up vision to life. EzyUni provides an online education eco-system that allows students to apply for universities overseas with a single online application, or as we helped them put it, “Study abroad made easy”.

The Result

We worked with EzyUni and their in-house development team to re-envision their brand and identity. We followed this through with powerful, yet clean and simple website design, brand collateral, user interface design and world-class user experience.

- Strong, Memorable Branding & Identity
- World Class User Interface & Experience

“We really love the work you guys did, and it’s a highlight for everyone we talk to about the project. We can’t wait to get started on the next one!”

- Edwin Paul, Director, EzyUni
"IDESIGN have been great to work with in designing our new website and adding new innovations which have improved our efficiencies and client experience. We have a platform and website we are proud of, and we have no hesitation in recommending them."

- Michael Humphries, Director, Humphries Associates
The Opportunity

Makaia came to us with a vision to build NZ’s largest community to support everyday women with their health, wellbeing and confidence. We took the time to sit down with Makaia and understand her goals, help her strategise, and realise her vision.

The Result

Three years, a hundred thousand Facebook likes, and thousands of online members later Makaia is running Motivate Me with a team of her own. We worked with her to create a brand, identity, collateral and membership platform that is the digital experience of Motivate Me.

- Brand, Identity, Collateral, Website & Online Payments
- Integrated Membership Platform & Digital Experience

“The team at IDESIGN got my vision from day one, and helped me take Motivate Me from an idea to a successful business with its own team! Their support has been amazing, thanks guys”

- Makaia Carr, founder, Motivate Me
The Opportunity

Having created a powerful new brand identity and social strategy, Phoenix Organics needed to reflect this through their digital presence. We worked with their brand agency Fly to create a stunning, simple website which showcases the new Phoenix brand and their organic roots.

The Result

We combined the depth and elegance of the branding created by Fly with our beautifully crafted web design and development to provide a seamless, intuitive web experience which portrays Phoenix as the refreshing, organic and enjoyable brand that they are.

- Simple, Intuitive & Enjoyable Web Experience
- Elegant Portrayal of New Brand & Identity

“IDESIGN are motivated to do great work, and work with Fly to help capture our vision and bring it to life. They are easy to work with and passionate to create the best results.”

- Johnson McKay, Founder, Fly Creative Agency
The Opportunity

Despite advances in technology, real-time communication is still an issue with medical staff and patients today. Built on top of our high-end data driven framework, Smart Path is a cloud-based technology that allows medical staff and patients to communicate and collaborate in real-time.

The Result

Smart Path takes a holistic approach to patient-centered healthcare through the concept of Patient Pathways, improving the experience for patients and professionals across healthcare sectors. It is currently being deployed with teams at Counties Manukau DHB and across the Pacific, with multi-lingual capability built in to support a global release.

- Innovative, Cloud Healthcare Technology
- Cross-Sector Communication & Collaboration

www.smartpathhealthcare.com

“IDESIGN MEDIA have used their Smart Path technology to transform what was a considerable challenge into an enjoyable user experience. Cutting-edge stuff!”

- Tania Wolfgramm, Counties Manukau DHB
The Opportunity

After 30 years of supporting Pacific Businesses within New Zealand, Pacific Business Trust wanted an updated identity and website that spoke to their roots, and also brought them into the 21st century in a powerful and compelling way.

The Result

We worked with Pacific Business Trust to redefine how they support businesses, and provide a solution which showcases them as leaders in their field, and position them at the forefront of digital technology. Their new website allows for real-time updates, event registrations, live streaming and more.

- Beautiful New Brand & Identity
- Powerful Website & Online Presence

"The IDESIGN team listened to our vision, worked within our deadlines, and created an amazing new website and branding. You guys have been so easy to work with and really supportive, thanks team"

- Taiai Pisa, Marketing Manager, Pacific Business Trust
The Opportunity

Starting as one man growing tomatoes in 1984, NZ Hothouse now employs over 350 people and exports produce all over the world. With their first website managed in-house, NZ Hothouse came to us with one goal - to showcase them as leaders in hothouse produce.

The Result

We worked with the team to re-define their core values and what they’re all about - “Fresh Thinking”. We brought this to life through a beautiful, elegant and sophisticated website which speaks to their story and experience, while providing the capability to showcase products, recipes, media updates and more.

- Bold & Powerful Brand Identity
- Beautiful, Stunning & Elegant Website

“You guys have been so easy to work with and we absolutely love the new site! Thanks team”

- Kim Wharfe, Marketing Manager, NZ Hothouse

www.nzhothouse.co.nz
The Opportunity

One of New Zealand's emerging equity crowdfunding platforms, Liftoff was founded with a big vision - make it easy for Kiwi investors and businesses alike to get their dreams off the ground. They came to us to help bring that vision into reality.

The Result

We captured their dream, looked at their market, and crafted a powerful, approachable brand and identity. We then created a cutting-edge equity crowdfunding platform, providing an integrated approach for partners to work with end-users to list projects, manage investments, and bring their dreams to life.

- Powerful, Memorable Brand & Identity
- Cutting Edge Equity Crowdfunding Platform

www.liftoff.nz

“The guys captured our vision and have given us their input, support and dedication. We knew it was going to be a long-term strategy and they've been with us every step of the way”

- Adam Hunt, Director, Liftoff
The Opportunity

As New Zealand’s fastest growing nail academy, the team at Monaco needed a content driven e-commerce platform that could help them grow their business, increase revenue, and provide their members with relevant content that supported them as beauty professionals.

The Result

We provided a content driven website that combined articles, related content, and products into a single online experience, and a seamless e-commerce platform. We then integrated products with Vend, and integrated Google Maps so users could find salons across the country, all from their computer or smartphone.

- Robust, Feature Rich Content Driven Website
- E-Commerce Platform with Vend Integration

“We really appreciate all the hard work you’ve put in. We love you guys and the new website!”

- Penny Lazic, founder, Monaco Nail Academy

www.monacopro.co.nz
The Opportunity

A specialist in interior and exterior design, Venia needed a beautiful, timeless and bespoke website that spoke to their unique aesthetic and air for perfection, while also providing different levels of access so that only prospective and current clients could login to view more.

The Result

We worked with Venia to create a website that embodies their essential, timeless simplicity. With beautiful, interactive pages, subtle animation and a simple layout, this website takes you on a journey through design, dreams, plans and future concepts, while also providing customised login management for prospective and current clients.

- Stunning, Clear and Timeless Website
- Well Presented, Easily Updated Portfolio Pieces
- Advanced Login & Access Management

“Thank you team so much for your time and effort, I love the result and have had such an enjoyable experience with you all.”

- Jane Carolan, Principal and Founder, Venia Design

www.veniadesign.co.nz
DIGITAL INFRASTRUCTURE.
INTELLIGENCE. INNOVATION.

Brand Identity, Strategy, Signage, Branding & Collateral,
Print Collateral, Website

The Opportunity

As experts in Digital Strategy and IT Infrastructure, the team at Unify Digital needed a visual and online presence that matched their skills. As our own partners in IT, we wanted to provide Unify with a powerful website that was easy to use, easy to manage, and visually interactive.

The Result

We took Unify’s Digital & IT expertise and translated that into an effective brand and interactive reality. We strategised with them on digital communication, and provided an interactive blog and case studies that are easy to manage and look great on their website, opening new channels of communication to potential customers.

- A Clean, Functional yet Personalised Brand
- Interactive Website with Blog, Case Studies, and more

“Our partners at IDESIGN asked us the right questions that got us thinking about what we do, so that they could create an amazing brand and website that represents who we are now, and into the future.”

- Dan Oliver, Director, Unify Digital
The Opportunity

With an amazing service and a fast growing business, the team at Functional Health Chiropractic needed a team they could rely on, and grow their business with. They needed a simple brand and website, that gave them technical capabilities to grow online leads.

The Result

We partnered with FHC and used their existing design and ideas to create a bright and inviting brand, accompanying collateral and website that showcases the skills, personal care and innovative approach that FHC takes with their clients. We then provided a blog and custom landing pages so that FHC can connect with current and future clients.

- Bright, Inviting and Fresh Branding & Design
- Intuitive Website that Supports Growth

“We’re glad we got the new website and branding up and running when we did, to help us drive growth and expand the business just as we needed it.”

- James Neilson-Watt, Director, Functional Health Chiropractic
UNLOCKING YOUR PROPERTY’S POTENTIAL

Brand Identity, Strategy, Branding & Collateral, Print Collateral, Website

The Opportunity

As one of Auckland’s leading residential subdivision agencies, Subdivision Solutions needed a brand and website refresh that set them apart as market leaders, and showcased what they’re best at - making subdivisions simple.

The Result

We created a simple yet professional brand which provided the foundation for the new collateral and website. We then worked on a beautiful presentation which showcased Subdivision Solutions as market leaders, while highlighting the integrity of their work. We also tapped into their knowledge and expertise to provide clarity and ease of information about to what they do.

- Effective Branding and Simple, Intuitive Design
- Robust, yet Simplified Website and Increased Conversions

“IDESIGN were great to work with. They took the time to understand what we are all about, including the technical aspects, and turned that into a great looking brand, brochure and website. Thanks team.”

- Jim Rolfe, Director, Subdivision Solutions
WE SEEK, WE STRIVE, WE SOAR
Strategy, Website, Custom Development

The Opportunity

With a beautiful new brand identity created with their brand agency Fly, Blockhouse Bay Primary School needed a website that brought their new branding and visuals to digital life, while also providing a powerful platform for the school to communicate with parents and students.

The Result

We partnered with Blockhouse Bay and Fly to build a powerful, interactive website that breathed life into their amazing new brand and visuals. We gave them tools to update team and classroom blogs that showcase the fun of learning, while providing high quality, informative updates to parents and students alike.

- Informative, Interactive and Fun Website
- Powerful Platform for Updating Team Blogs

“The teams at IDESIGN and Fly understood our needs with updating parents and teachers, and provided an easy platform for us to make updates that also looks great and showcases our new branding.”

- Neil Robinson, Principal, Blockhouse Bay Primary School
ABOUT US

We’re a culturally rich team from all corners of the globe. We’re designers, developers, and business directors. Mostly we’re real people just like you.

We are a creative agency based in Auckland, New Zealand, working with clients from all over the world.

We tell stories, create brands, build websites and grow businesses. We partner with our clients to bring their visions to life.

OUR SENIOR TEAM

Isaac Rolfe  
BCom (Hons, 1st Class) / BSc  
Operations Director  
isaac@idesignmedia.co.nz

Rainui Teihotua  
Dip. GComm; Dip. Des  
Creative Director  
rai@idesignmedia.co.nz

Alex Osborn  
Senior Developer  
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Helen Mai  
B.Des (Graphic Design)  
Senior Designer  
helen@idesignmedia.co.nz
It all starts over coffee with a pen and paper. We sit down with you to understand your vision, what you want to achieve, and what makes you unique.

From there we determine how to narrate your story across the digital world, and provide the digital tools and technology to ensure your success.
To relate is to understand, make connections, and identify with. We strive to understand our clients unique stories and visions so that we can successfully relate that to their customers, staff, and key stakeholders.

To make something simple is not always easy, as it requires a complete understanding. We endeavour to combine our experience and creativity to produce simple, seamless and enjoyable experiences.

Every story is unique, and we’re interested in understanding and telling yours. We combine wisdom and technology, experience and creativity, in order to realise your vision and tell your unique story.

Our mission is to empower our clients through technology. We promise to connect you with your customers by understanding your vision, and giving you a voice in the digital world.

Our Philosophy

Relatability
To relate is to understand, make connections, and identify with. We strive to understand our clients unique stories and visions so that we can successfully relate that to their customers, staff, and key stakeholders.

Simplicity
To make something simple is not always easy, as it requires a complete understanding. We endeavour to combine our experience and creativity to produce simple, seamless and enjoyable experiences.

Your Story
Every story is unique, and we’re interested in understanding and telling yours. We combine wisdom and technology, experience and creativity, in order to realise your vision and tell your unique story.

I Desi gn Me dia
Brands, Websites, Cloud Platforms
www.idesignmedia.co.nz
We’re not your down-the-road developers who theme websites and recycle brands. We focus on high-end, bespoke solutions and development that involve scoping, architecture, building and quality assurance.

Our team culture prioritises cutting-edge technology and an always-learning attitude - not because it’s the best, but to provide our clients with the best competitive advantage.

We believe that interacting effectively and intuitively with users is fundamental to success in business. We combine both form and function to create exceptional experiences - neither outweighs the other, though both interact in harmony.

We design to an exacting standard. We craft experiences oriented toward business goals. We close the gap between design, development, and experience.

We know that we can serve our clients the most by focusing on what we’re best at, and working with partners who are the best at what they do.

Great things are rarely done in isolation. We partner with technology companies for hosting, infrastructure and online services. We partner with creative agencies and firms for social media, search engine optimisation, business development and more.

We’ve built our own tools based on industry leading applications and open-source software, so that we’re not limited in the ways we can help our clients. With us, anything is possible.
LET’S GET STARTED

We know you have something great and we’d love to get involved.

Whether you want to work on branding and identity, a bespoke website or cloud platform, we’re all about exceptional results. Let’s get started today.

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