

# Capability Statement

YNO Designs, LLC (YNO Designs) is a minority-owned, HUBZone, NMSDC small business, for over 16 years dedicated to partnering with companies to unlock their full potential leveraging technology. We're about delivering Accessibility first compliant solutions that foster long term partnerships driving business and financial success, while prioritizing exceptional User/Customer Experience. Specializing in cutting-edge technologies such as Blockchain, Web 3.0, Customer Relationship Management (CRM), Content Management Systems (CMS), and complex Enterprise solutions.

## Core Competencies

### Differentiators

"Quality Inclusive Future Proof Experiences and Tech Solutions"

- Holistic Human-Centric Approach
- WCAG 2.1 AA Accessibility Compliance
- Qualitative Research and Testing for Complex Experiences
- Multi-Browser/Device Compatibility
- Modular Scalable Code
- Industry Best Practices

### Company Data

UEI : W4Y2WUDJ68L1

Cage Code : 9K9G3

#### NAICS :

- 541430 Graphic Design Services
- 541511 Web Based Marketing
- 541511 Applications Software Programming Services
- 541511 Web (i.e., Internet) Page Design Services
- 541512 Systems Integration Design Services
- 541910 Marketing Research and Analysis
- 512110 Motion Picture and Video Production

### Past Performance

Morgan Stanley

Broadridge

Sandata

CONSUMER EDGE

AllStarCode\*

STATEN ISLAND CHILDREN'S MUSEUM

Cleanster.com

NUVISION



### Experience Strategy

- User Research, Technical Review and Analysis
- Product Strategy
- Competitor Analysis
- Current Analysis and Evaluations
- Customer / User Journeys
- Information Architecture
- Audience and Industry Exploration



### Design and Maintenance

- Customer, User Experience and Interaction Design
- Design Systems
- Responsive Design
- Application / Software / Website / API Development
- HTML/CSS/JavaScript/React/Node.JS Development
- CMS (Wordpress, Statamic) Development
- CRM Development
- SEO Optimization
- User Testing
- Systems Integration (Microsoft, Salesforce, Google)
- Cloud Setup and Integration (AWS, Azure, GCP)
- Database Design and Optimization
- Security and Performance Configurations
- AI (Artificial Intelligence) and Chat Bot Development
- 3D / Interior Design Renderings



### Branding and Content Strategy

- Brand Narratives and Identity
- Color Themes
- Logo, Imagery and Graphics
- Content Strategy and Design
- Video and Animation