

## High Touch. Collaborative. Invested.

We engage with our clients as strategic partners who leverage the very best digital talent and governing principles to provide transformative user experiences that drive both engagement and conversion, while also providing organizational support to bring more fluidity to the digital process.

### End-to-End Digital Delivery



#### USER EXPERIENCE LEADERSHIP

- UX/UI Design
- User Research
- Information Architect
- Front End Development
- Rapid Prototyping
- User Testing
- Design Systems



#### PROJECT MANAGEMENT

- Agile
- Scrum
- Waterfall
- Expertise in scope assessment of digital timelines.
- Deep understanding of UX integrated methodologies and/or competencies
- Deep understanding of content marketing



#### CONTENT MARKETING

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Search Engine Advertising (SEA)
- Customer Relationship Management (CRM)
- Site Analytics (Google)
- Technical Writers
- Copywriters
- Social Media Campaigns
- Test & Learn Strategies



#### ACCESSIBILITY COMPLIANCE

- Automated tool analysis (i.e. WAVE)
- Screen reader expertise (NVDA, JAWS, VoiceOver)
- Desktop and Mobile WCAG 2.1 compliance
- On-site training and upskilling of teams
- Design Standards
- Developer Standards

## METHODOLOGY & APPROACH

Vaco will curate and present the very best digital talent in the region in order to support our clients holistically across digital engagements, and this talent will include product management leadership that can support teams at scale. Finally, we bring subject matter expertise in digital accessibility compliance measures, and we can provide enterprise level process support to ensure ALL users can access client digital properties.