



# DESIGNYOGA

A practice for holistic design strategy

DesignYoga began as a vision to deliver holistic design strategy that integrates art and business innovation. We aspire to rejuvenate our clients' brand by providing a fresh approach to design and its impact across their organization.

## Design Thinking

Design Thinking focuses on key areas such as end-user empathy, problem definition, team collaboration, rapid prototyping and iterative testing.



Workshop & Training



Creative Collaboration



Prototyping & Testing



Continuous Innovation

## Art for Branding

Using art and design to identify opportunities that generate consumer and public interest in a brand. This enables our clients to create more awareness and gain more exposure.



Customized Art



Website Design



Logo



Design Manuals

## Publication and Printing

Communication materials are the cornerstones of a company's visual identity as they strengthen and support a brand's public image.



Brochures



Reports & Templates



Business Cards



Illustrated Manuals

# The DesignYoga Team



**Ashar Kazi** is a Design Thinking Specialist and Project Management Professional from Canada. Most recently Ashar led the launch of branchless banking services at Pakistan's largest bank, HBL. With past experience at leading tech firms SAP and IBM Canada, Ashar brings an innovative approach to technology driven problem solving. He holds a Bachelor of Commerce from Sauder School of Business at the University of British Columbia. Ashar is certified in Design Thinking from IBM and Project Management (PMP) from PMI.



**Zain Ashir** is an acclaimed visual artist from Karachi, Pakistan. After acquiring a BFA from Indus Valley School of Art and Architecture, he spent the last decade working on a variety of styles and genres. He has been commissioned by organizations such as the World Wildlife Fund, the International Organization for Migration, the International Center for Journalists, Coca Cola, and GEO News. As an illustrator, storyboard artist, furniture designer and painter, Zain brings the expertise required to deliver multivalent solutions to our clients.

## Contact:

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