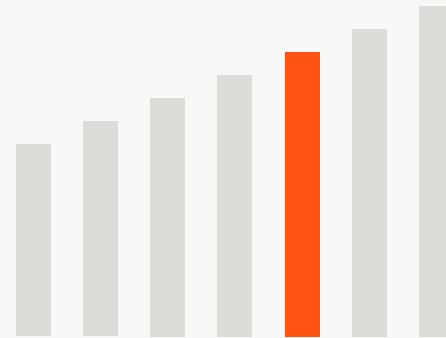


**Real problems.  
Real work.  
Real impact.**

What we can solve, demonstrated through work we've actually delivered.

BURQ combines strategy, design and communication to make products, ideas and businesses easier to understand.



**From business challenge → diagnosis → delivery.**

# Capabilities are not a list of services.

They are demonstrated through the problems we have been asked to solve.

01

## Understand

What is the business trying to achieve?

02

## → Diagnose

Where is meaning, value or attention being lost?

03

## → Design

What communication system will make the difference?

04

## → Deliver

What will people actually experience?

05

## → Measure

What becomes easier, clearer or more effective?

# Product Communication

**1,500+ Product Catalogue — Major E-commerce Private Label**

## THE BUSINESS PROBLEM

A large and diverse product range across electronics, furniture, sports, fitness, kitchenware and more had to be communicated consistently at scale.

## THE DIAGNOSIS

The challenge was not simply producing more assets. A repeatable communication system was needed so hundreds of different products remained understandable and consistent.

## WHAT WE DELIVERED

A large-scale product catalogue system covering 1,500+ products and multiple categories.

### CAPABILITY DEMONSTRATED

**Product communication · Visual systems · Information design · Scalable creative production**

# Product Experience & Game Design

EdTech / Child Development / Cognitive & Educational Assessment

## THE BUSINESS PROBLEM

The product already had its assessment framework, functionality and game/task experiences, but the different experiences did not yet feel like one cohesive, mature and engaging product for children.

## THE DIAGNOSIS

The issue was not simply that the screens looked old. The deeper challenge was creating a child-facing experience layer between the cognitive assessment methodology and the interface—preserving assessment integrity while making interactions feel natural, understandable and engaging.

## WHAT WE DELIVERED

Built a unified 3D visual language, design system, mascot ecosystem, animation direction, environments, characters and child-friendly game metaphors. Assessment concepts were translated into experiences such as a rabbit journey, animal encounters, dog sequence memory, leaf visual search, storybook and number/audio interactions.

### CAPABILITY DEMONSTRATED

Product experience design · Game / interaction design · Visual systems · Character & mascot design · Child-facing UX

**PROJECT SHIFT: From “recreate the test” → toward “design an experience around the assessment.”**

# Healthcare Communication

## Pharma EDA / IDA / Infographics

### THE BUSINESS PROBLEM

Pharma communication often contains substantial technical and product information that can become difficult to consume.

### THE DIAGNOSIS

Information needed to be structured so the intended audience could grasp the important points without losing necessary substance.

### WHAT WE DELIVERED

EDA, IDA, infographics and supporting pharma marketing materials.

#### CAPABILITY DEMONSTRATED

Information design · Healthcare communication · Visual explanation · Content structuring

# Explainer & Motion Design

## B2B Technology / Digital Solutions — Website Motion Content

### THE BUSINESS PROBLEM

The website needed to explain a relatively complex digital-solutions offering to first-time visitors. A conventional animated explainer risked being too abstract for a generic homepage audience.

### THE DIAGNOSIS

The homepage story was shifted toward a real-case narrative: a recognisable business situation, the problem faced, and how the solution addresses it. A script-first process was established so message, flow and audience-level language could be agreed before animation.

### WHAT WE DELIVERED

Developed the script/storyboard direction, visual assets and video work for the earlier Converj Card stream, including buyer/supplier/bank iconography and revision work. For the later website-video phase, developed the case-led homepage concept and planned solution-page video recreations.

#### CAPABILITY DEMONSTRATED

Editorial design · Visual storytelling · Audience communication · Information simplification

# Product & Lifestyle Communication

## Cosmetics, Sunglasses & Lifestyle Products

### THE BUSINESS PROBLEM

Lifestyle products compete heavily for attention, perception and preference.

### THE DIAGNOSIS

Product communication needed to connect what the product is with how the customer perceives its value.

### WHAT WE DELIVERED

Product-focused visual communication built around presentation, appeal and customer understanding.

#### CAPABILITY DEMONSTRATED

Product storytelling · Art direction · Visual communication · Consumer communication

# Complex Information Design

## Infographics — Cloud Storage Company

### THE BUSINESS PROBLEM

Cloud storage and technology concepts can be difficult to communicate because the underlying systems are abstract.

### THE DIAGNOSIS

The communication needed to make an invisible, technical system easier to understand without overwhelming the audience.

### WHAT WE DELIVERED

Infographic communication that translated complex technology into structured visual explanations.

#### CAPABILITY DEMONSTRATED

Information design · Explainer communication · Visual simplification · Technical storytelling

# Brand & Social Communication

**Bakery / Fast Food + Travel Company**

## THE BUSINESS PROBLEM

The businesses needed an ongoing social presence rather than disconnected individual posts.

## THE DIAGNOSIS

The communication needed to consistently express the business while remaining relevant to the audience and platform.

## WHAT WE DELIVERED

Social media communication and creative assets designed for ongoing brand presence.

### CAPABILITY DEMONSTRATED

**Social communication · Content systems · Brand expression · Creative direction**

# Brand, Identity & Global Product Communication

## HR Firm + Global Sports Brand

### THE BUSINESS PROBLEM

An HR business needed a stronger brand expression, while sports products needed fast, clear communication of function, performance and appeal.

### THE DIAGNOSIS

In both cases, the work had to connect business value with how the audience perceives and understands it.

### WHAT WE DELIVERED

Brand identity and supporting communication for the HR firm; product communication for global sports-equipment work.

#### CAPABILITY DEMONSTRATED

Brand strategy · Identity design · Product communication · Art direction · Brand consistency

**Different challenges. One approach: make what matters easier to understand.**

