



Turn your product into  
something that sticks



# Our company

01. **Intro**

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02. **Projects**

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03. **Testimonials**

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04. **Services**

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05. **Approach**

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06. **Rates & Timelines**

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07. **About**

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# 01. Intro

# **We're a digital agency with a taste for outstanding products**

Yummygum has been delivering top notch digital solutions for over 15 years. We work with amazing companies, ranging from small startups to heavy weight enterprises.

From our office in Amsterdam we design and build amazing digital products.

# A selection of our clients

We enjoy being in close contact with decision makers who are passionate about their business or projects.









# Story & leadership

In 2009 — almost 15 years ago — both Vince and Leon set out together to make the digital world a more enjoyable place by getting **really good design** into the hands of users. Tasty design, delicious experiences and interestingly flavored codebases. **Yummygum was born.**

Fast forward to today and we're a full-fledged digital agency that still has that very same **drive and motivation.**

Both co-founders are closely involved with clients and their needs while at the same time staying in tune with the team to ensure **seamless communication and high quality results.**



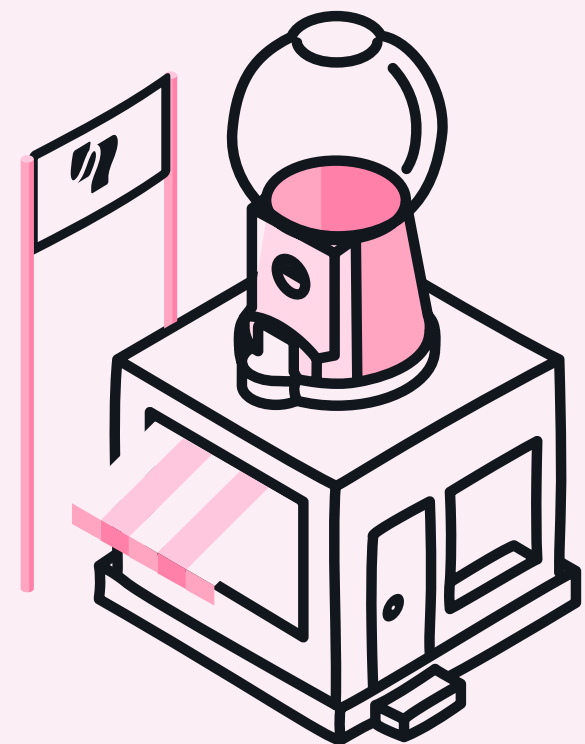
**Vince**



**Leon**

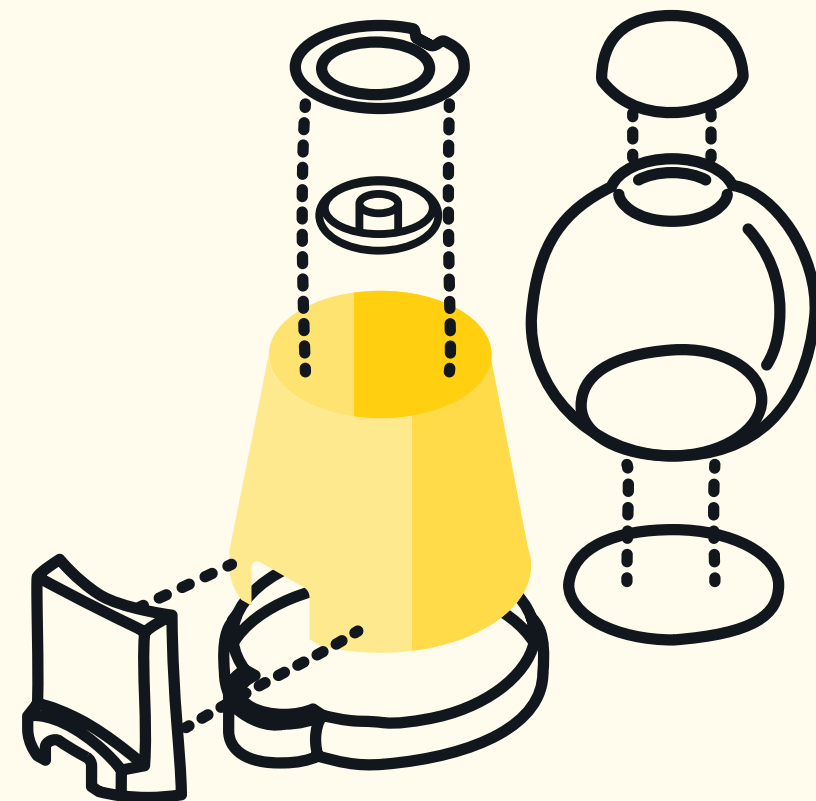
# What we do

We're here to help you align, refine, design and build through the following services. We offer our services separately but we also love doing a project start-to-finish.



## Branding

We build memorable brands that put the spotlight on what makes you special.



## UX Design

We do user testing and market research to lay the foundation for any digital product.



## Visual Design

We design the most gorgeous digital products using custom made design systems.



## Development

We make products come to life using state-of-the-art tech stacks while writing neat code.

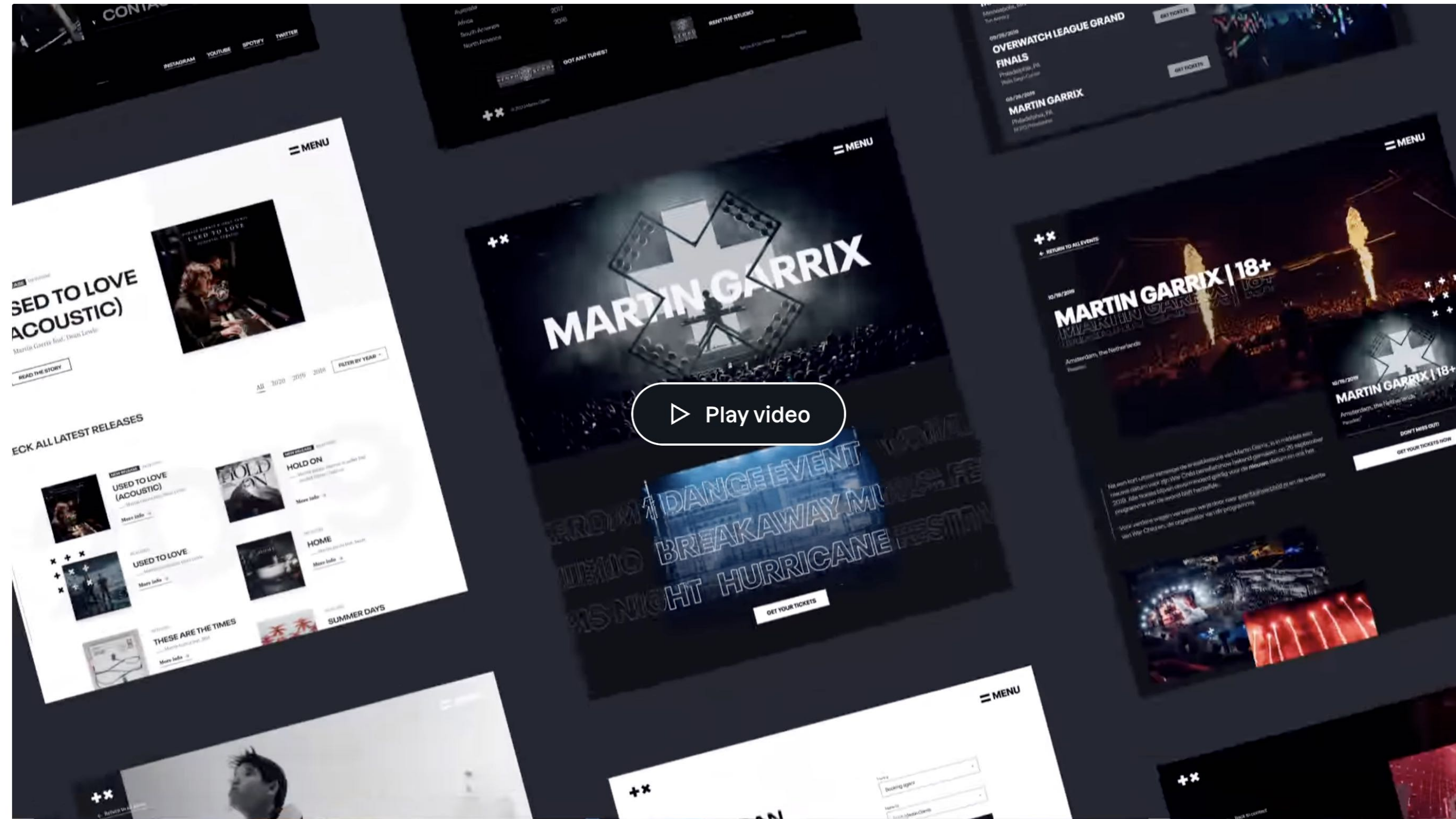
# 02. Projects



## Projects

# Amazing digital products, full stop.

At Yummygum we mix the beautiful with the usable. In our proven process we crystallize what's most important and help users find their way in an appealing User Interface or web experience. We could talk about this all day but we'd much rather show you.



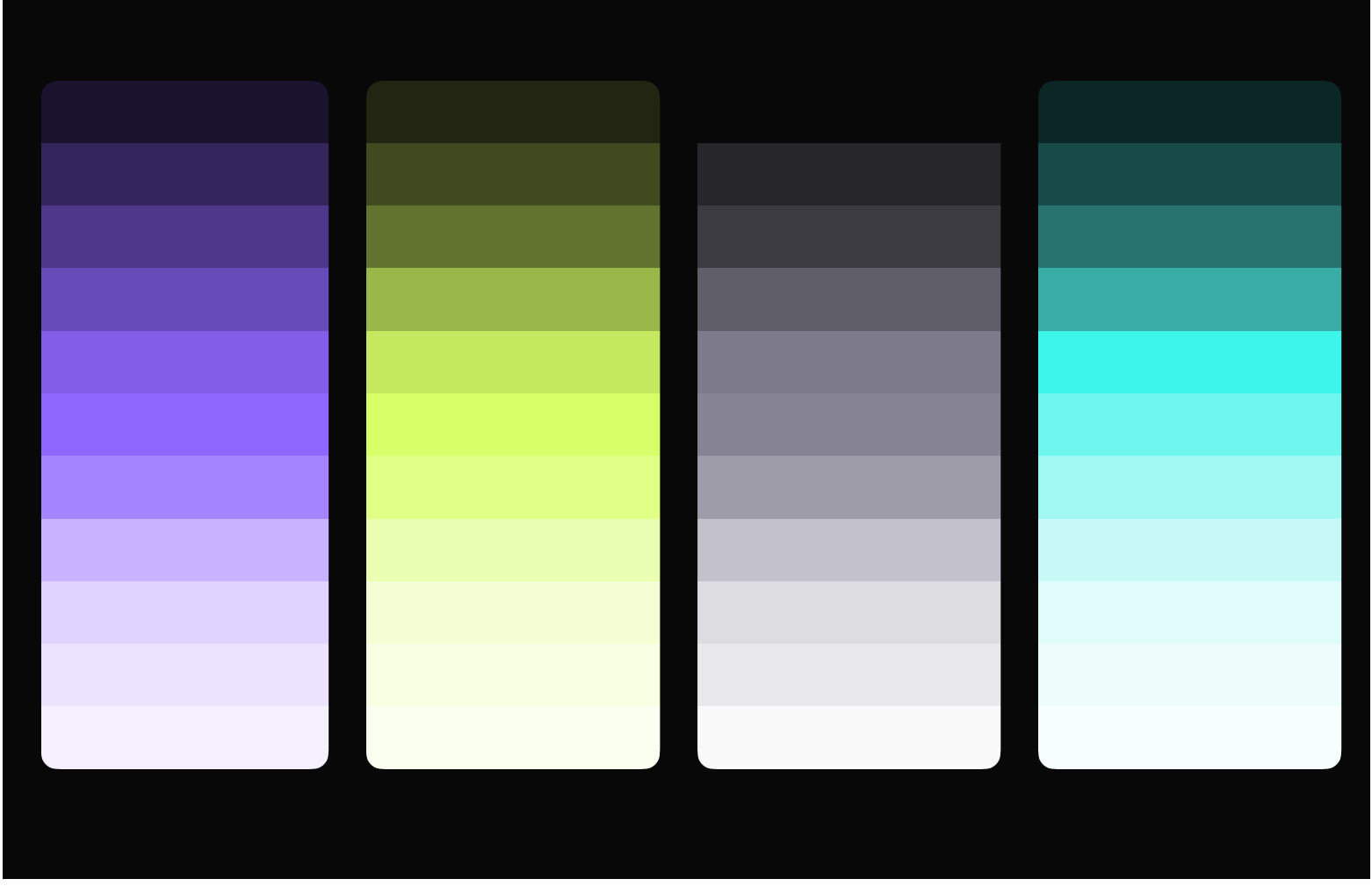
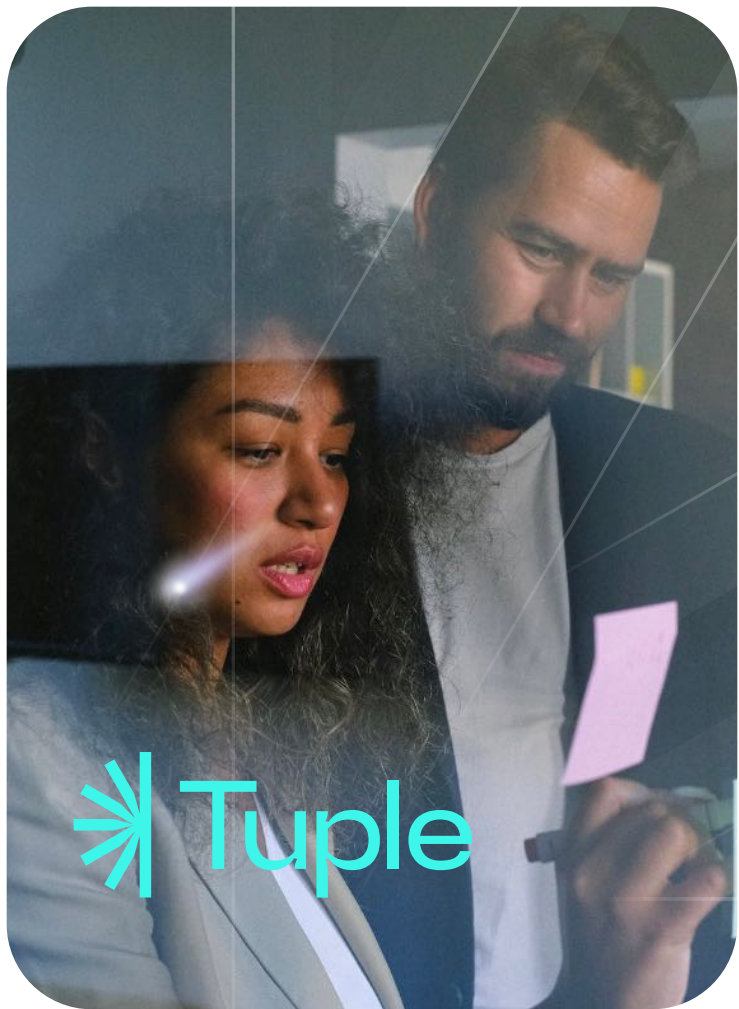
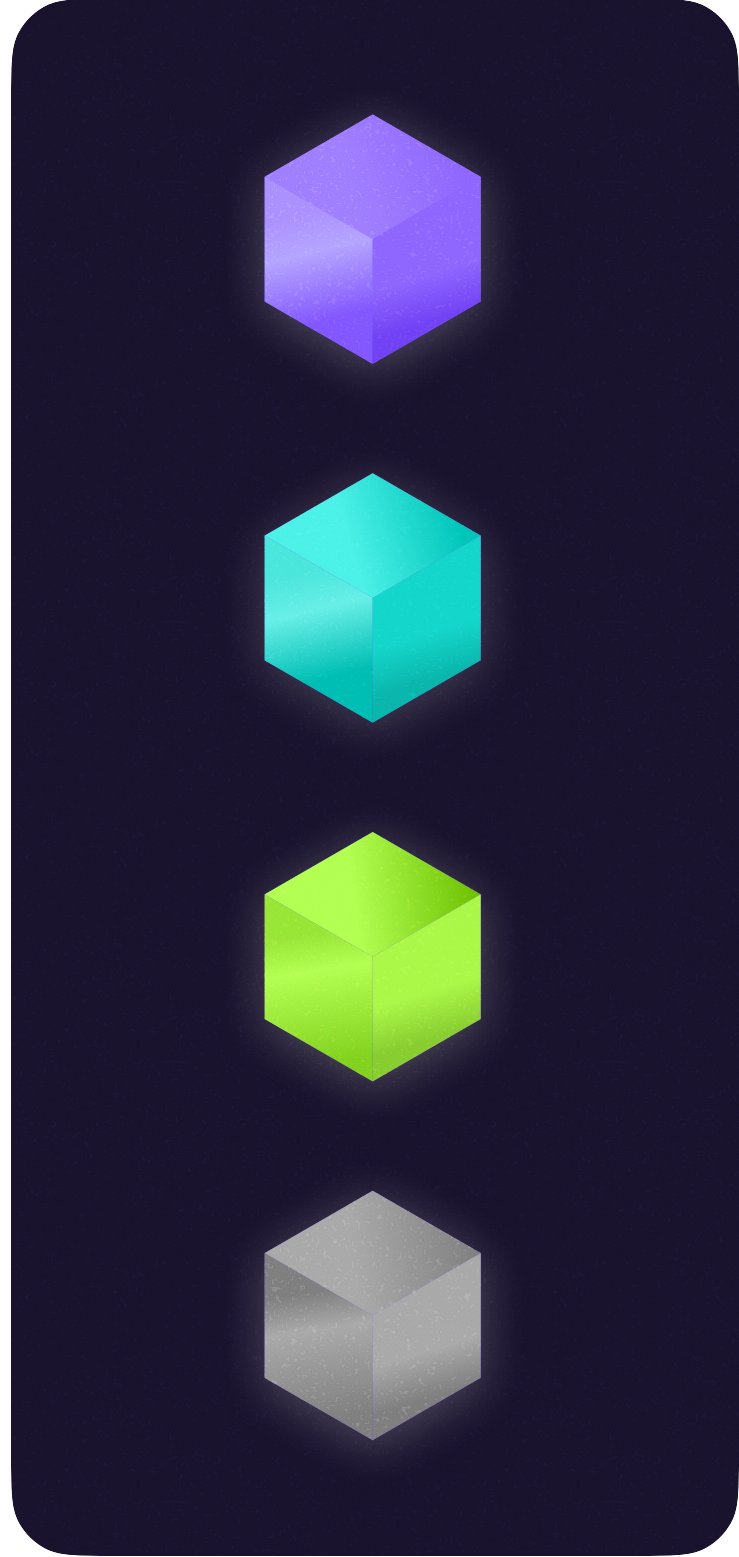
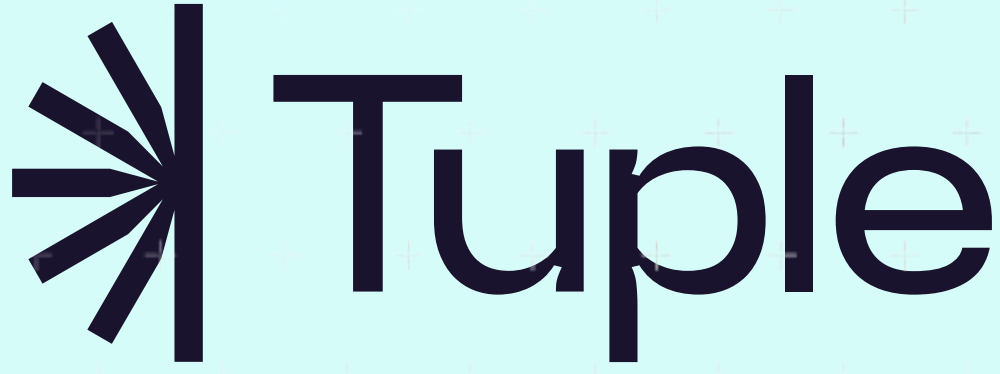
[Play our showreel](#)



# Rethinking an IT consultancy firm brand to be out of this world

We helped Tuple reach for the stars with a redesigned, expressive brand to match their ambitions for years to come.





Be lightyears  
ahead of your  
competitors

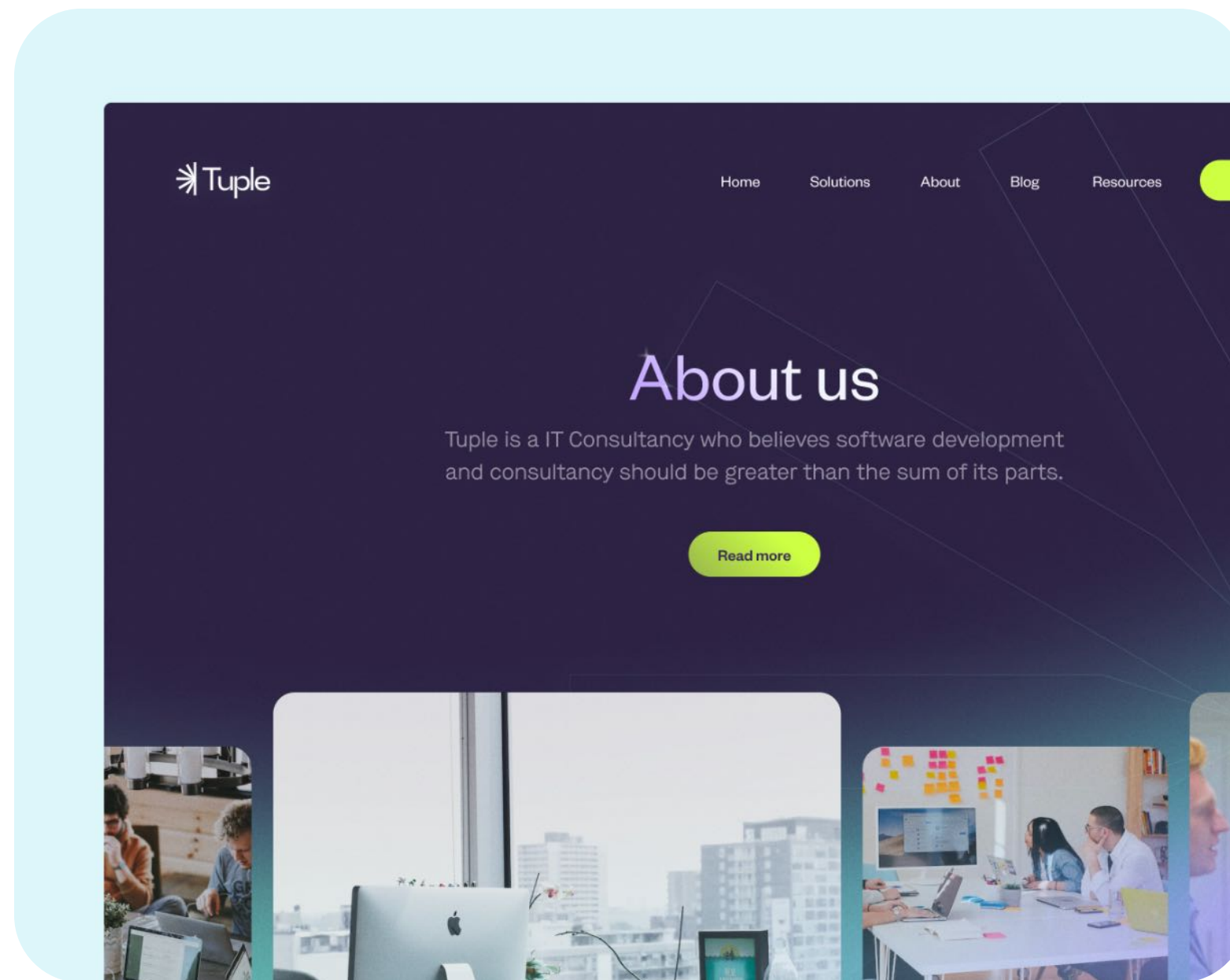
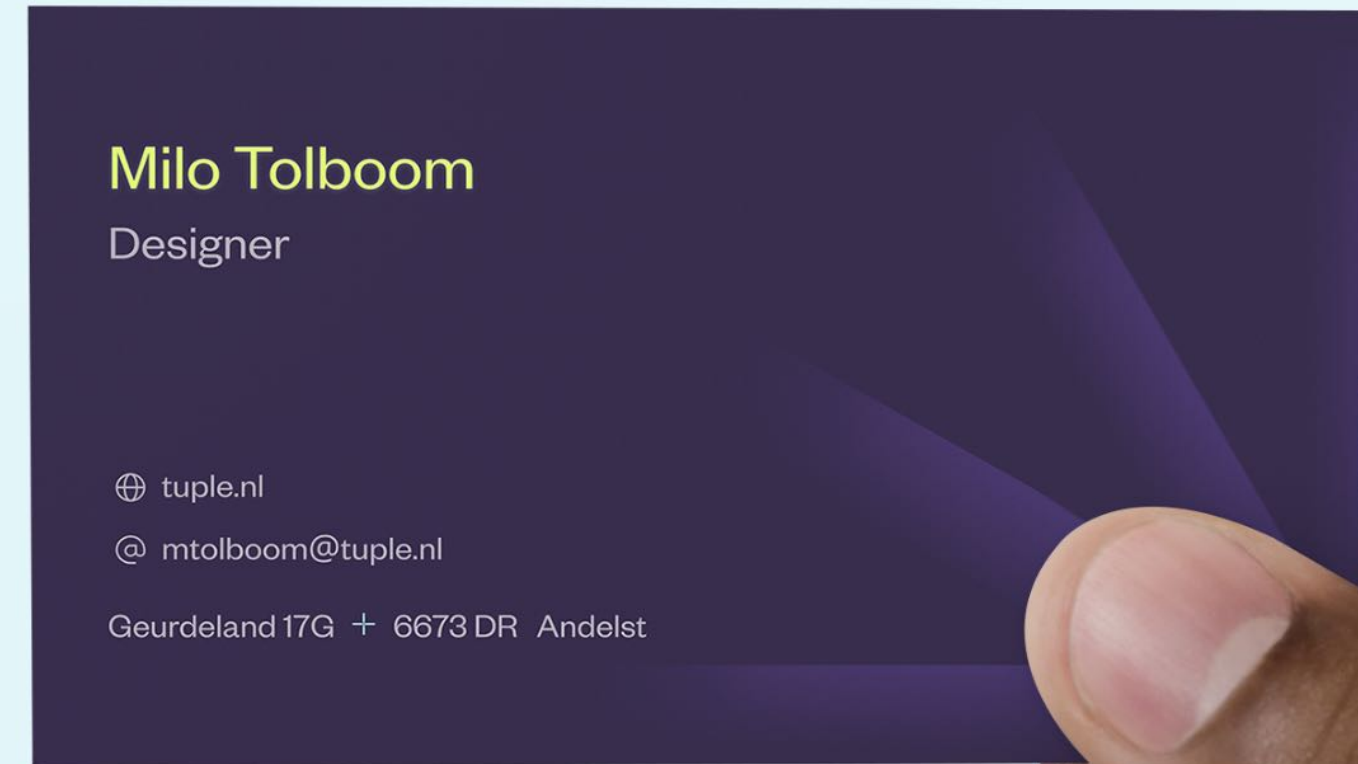
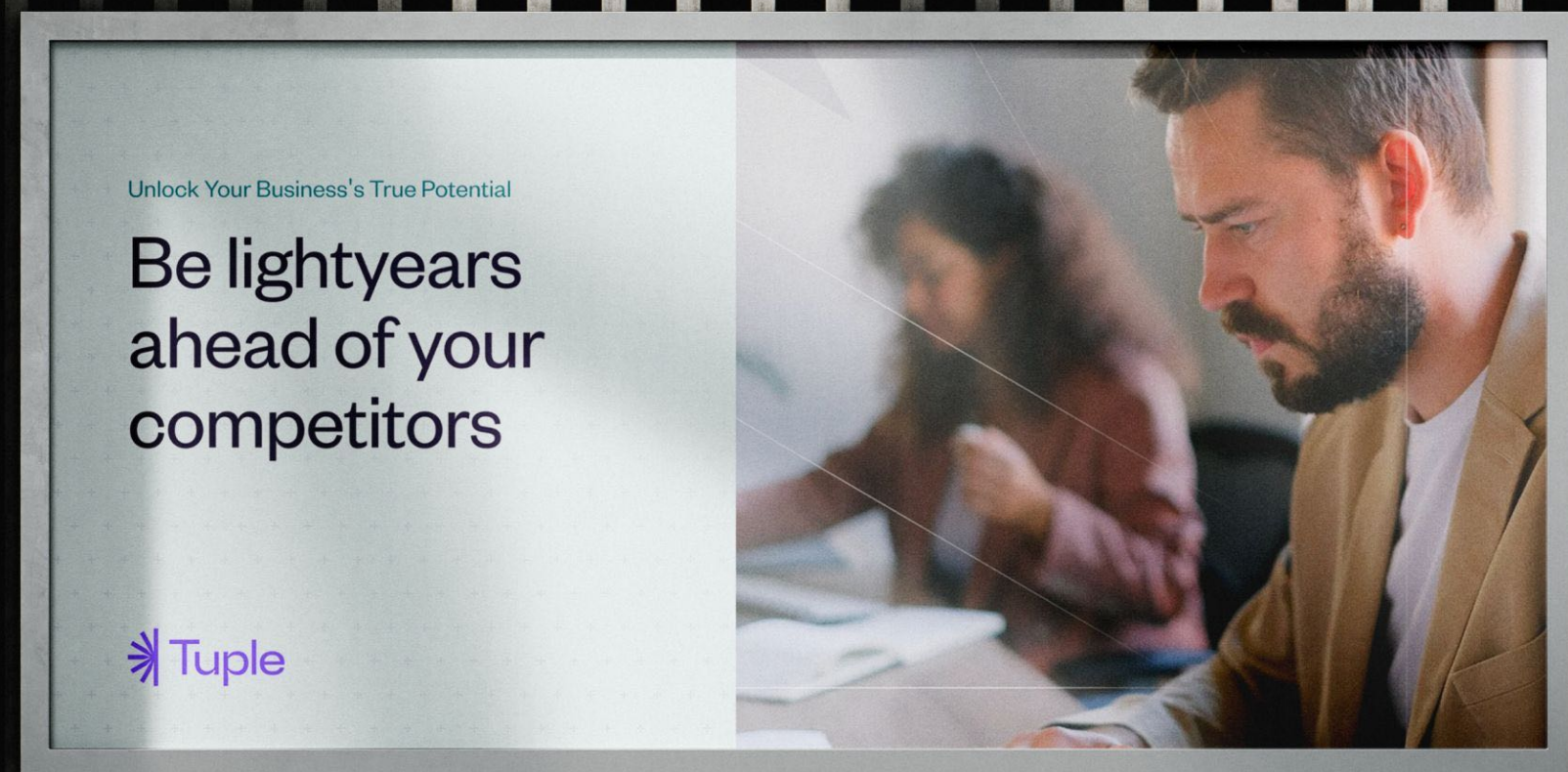


Involved

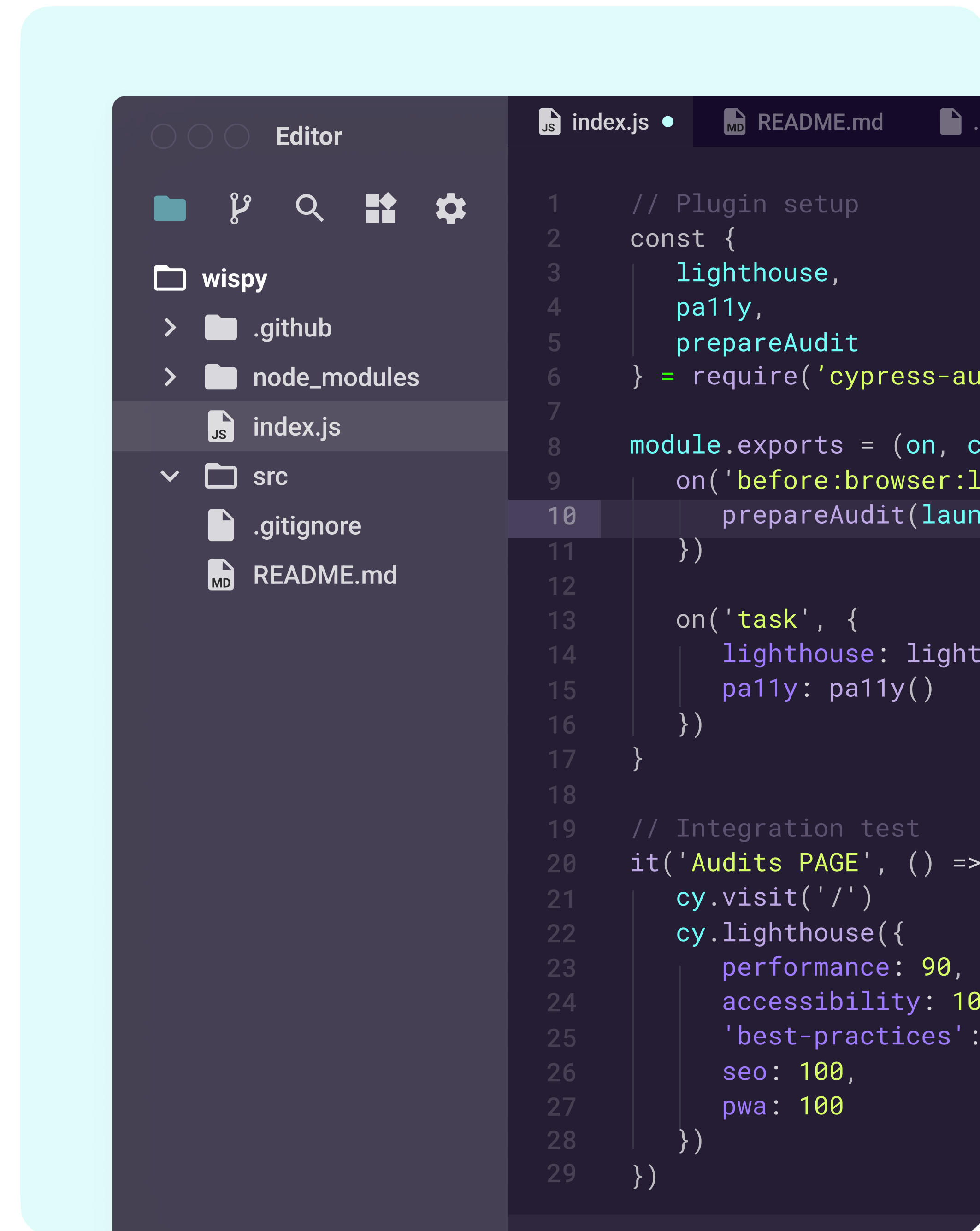
ABCDE  
GHIJKL  
MNOPQ  
RSTUV  
WXYZ

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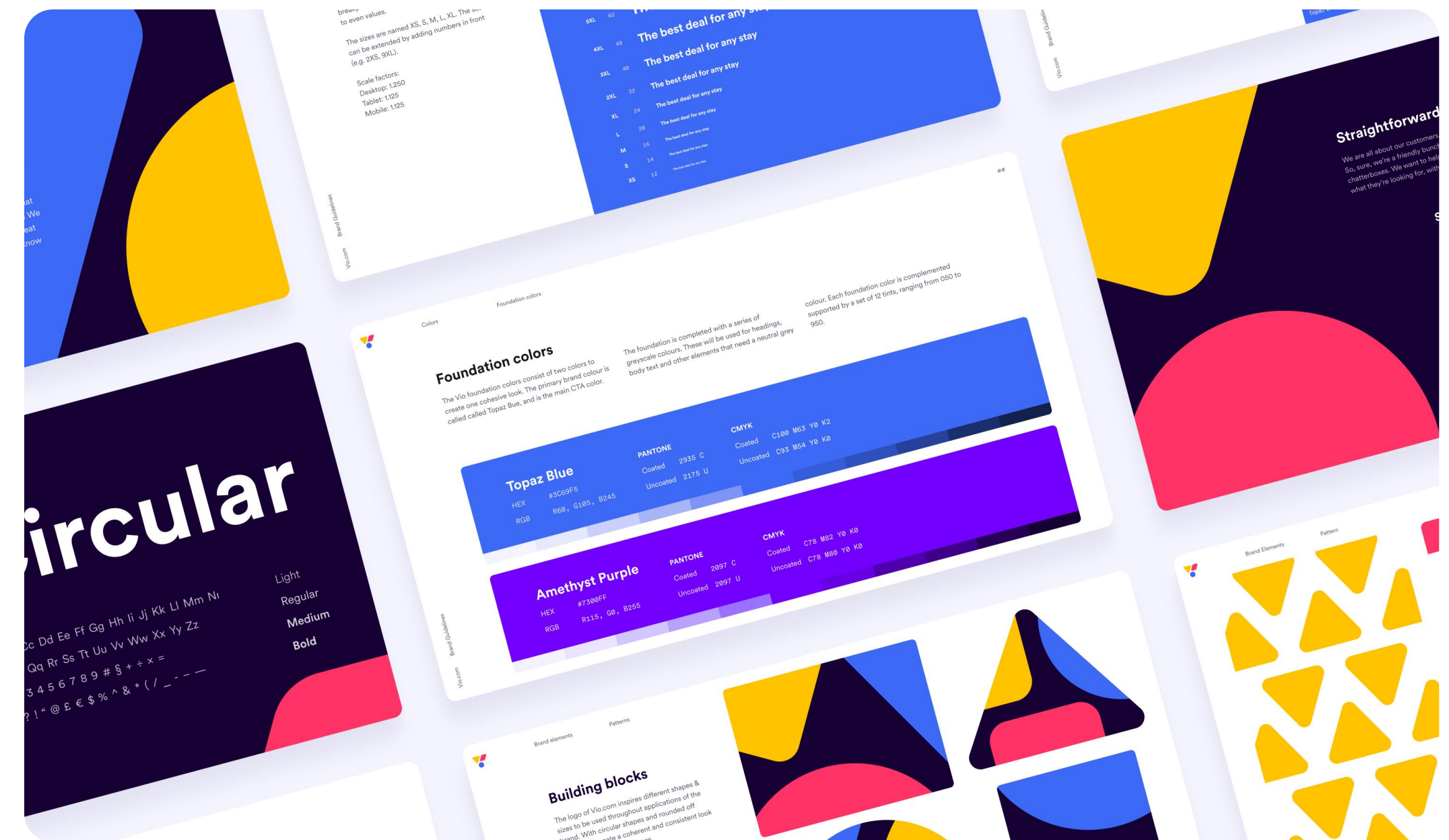
# Breathing new life into the world of travel and stays

Facilitating Findhotel's rebirth as Vio.com by suiting them up with a new brand identity that expresses their true 'self'.





Deals in all shapes & sizes





Plus<sup>+</sup>Members  
get even better  
deals

a better deal.



#### Recent searches



**Barcelona** City Centre

Area

Aug 2 2022 - Aug 9 2022, 2 Guests, 1 room



**Barcelona**

City

Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room



**Barcelona** El Prat Airport

Area

Jul 2 2022 - Jul 19 2022, 2 Guests, 1 room

#### Places



Province of **Barcelona**

Area

Spain



**Barcelona** Cathedral

Area

Barcelona, Spain

#### Accommodations



**Barcelona** Airport Hotel

Property

Barcelona, Spain





★★★★★

Leonardo Royal Hotel

Barcelona • 2.5 km to city center >

9.2

Good

4,197 Verified Reviews

Vio.com

\$97

Agoda

\$180

More deals

View all

\$41 / night

incl. taxes and fees

Booking.com

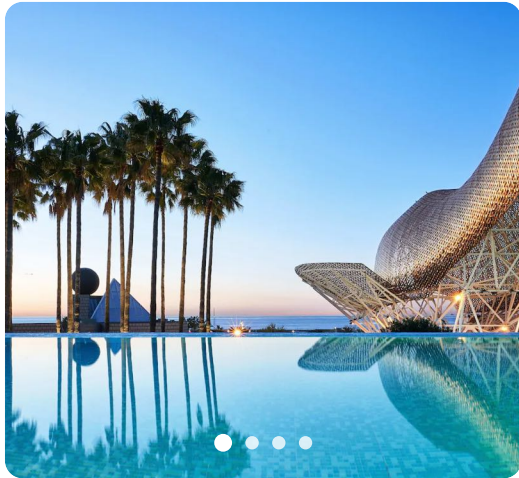
2-Bedroom Villa

✓ Free cancellation

View deal

Properties in Barcelona

Sort by Best match ▾



★★★★★

Hotel Arts Barcelona

Playa de la Barceloneta • 2.5 km to city center >

9.2

Very good

4,197 Verified Reviews

Vio.com

\$97

Agoda

\$241

More deals

View all

\$41 / night

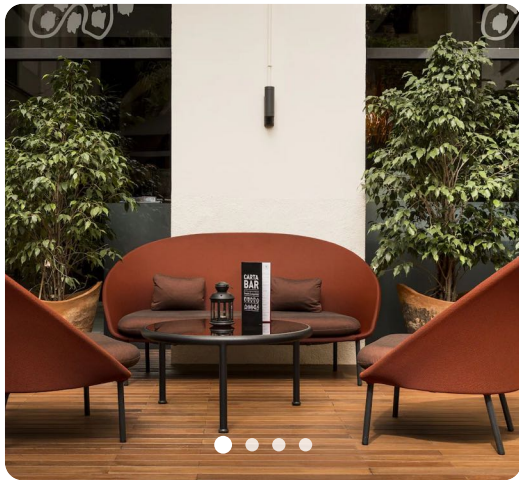
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



★★★★★

Petit Palace Boquería Garden

Playa de la Boquería • 2.5 km to city center >

9.2

Very good

4,197 Verified Reviews

Vio.com

\$97

Booking.com

\$240

More deals

View all

\$41 / night

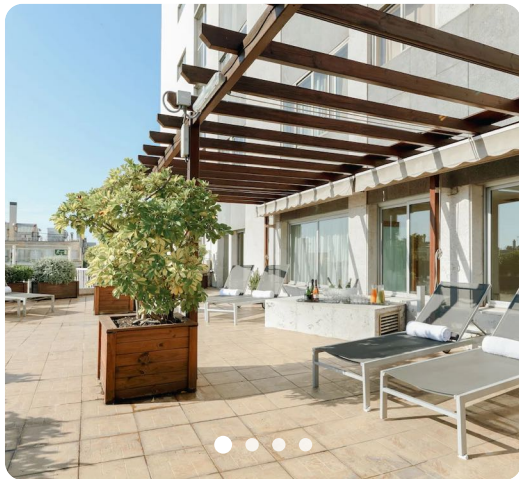
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



★★★★★

Hesperia Presidente

Avinguda Diagonal • 2.5 km to city center >

9.2

Good

4,197 Verified Reviews

Vio.com

\$97

Agoda

\$160

More deals

View all

\$41 / night

incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal

Circular

The quick brown fox jumps over the lazy dog

\$324

€195

Gems Hotel

فندق الجوهرة

נפש רענן







Free cancellation

All

Hotels

Apartments

Features

Star rating

Price

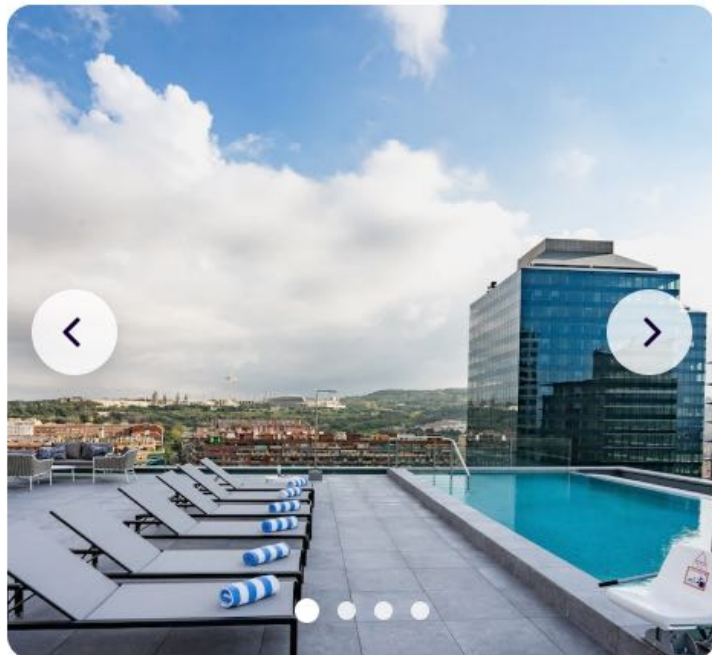
Guest rating

Themes

All filters

Show map

## Properties in Barcelona



★★★★★

### Leonardo Royal Hotel

Barcelona • 2.5 km to city center >

9.2

Good

4,197 Verified Reviews

Vio.com  
\$97

Agoda  
\$180

More deals  
View all

Sort by Best match ▾

\$160 / night

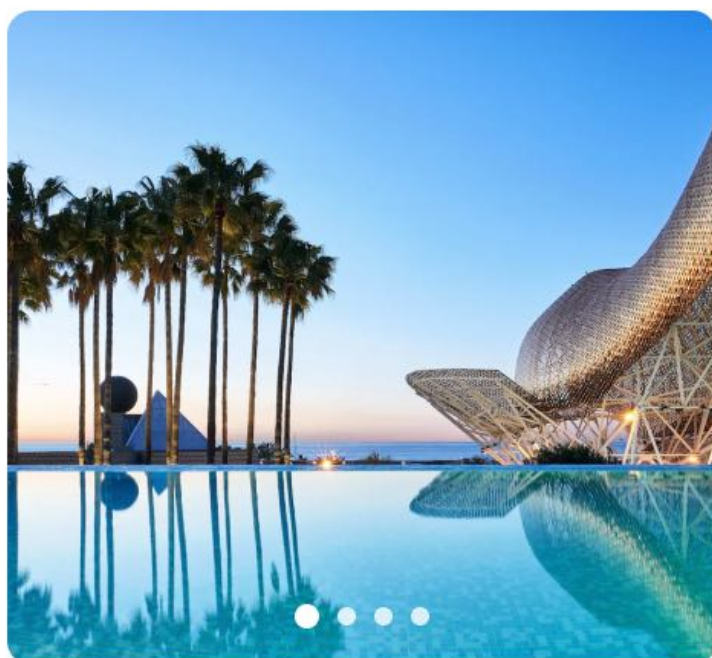
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



★★★★★

### Hotel Arts Barcelona

Playa de la Barceloneta • 2.5 km to city center >

9.2

Very good

4,197 Verified Reviews

Vio.com  
\$97

Agoda  
\$241

More deals  
View all

\$41 / night

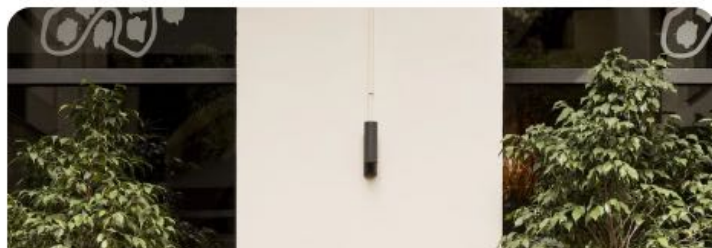
incl. taxes and fees

Booking.com

2-Bedroom Villa

✓ Free cancellation

View deal



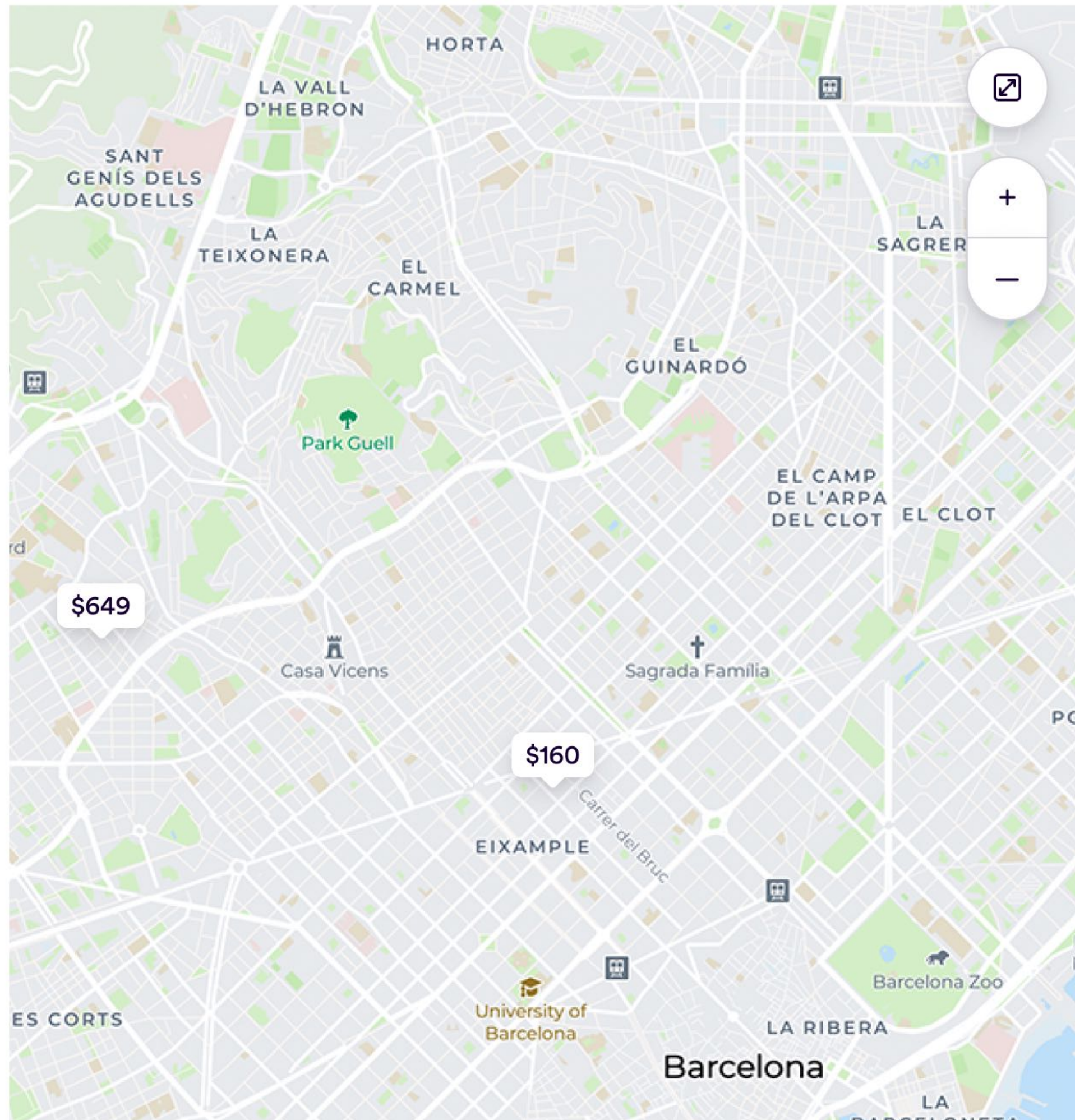
★★★★★

### Petit Palace Boquería Garden

Calle De La Boqueria • 2.5 km to city center >

\$41 / night

incl. taxes and fees









**MAR+IN**  
**GARRIX**

# Connecting a world-class music artist with his fans

From research to style direction to design and development; the whole nine yards. We created a brand new official artist website for dj and music producer Martin Garrix.





# MARTIN GARRIX

2020



12/17/2020

**ALIVE**

— Ytram & Citadelle

[More info →](#)



07/17/2020

**MAKE YOU MINE**

— Bleu Clair & Ytram (feat. Ra)

[More info →](#)



09/04/2020

**FIRE**

— Ytram & Elderbrook

[More info →](#)



05/14/2020

**HIGHER GROUND**

— Martin Garrix & Ytram





## CONCEPT: LAYERS

#SYMBOLISM #DISTANT

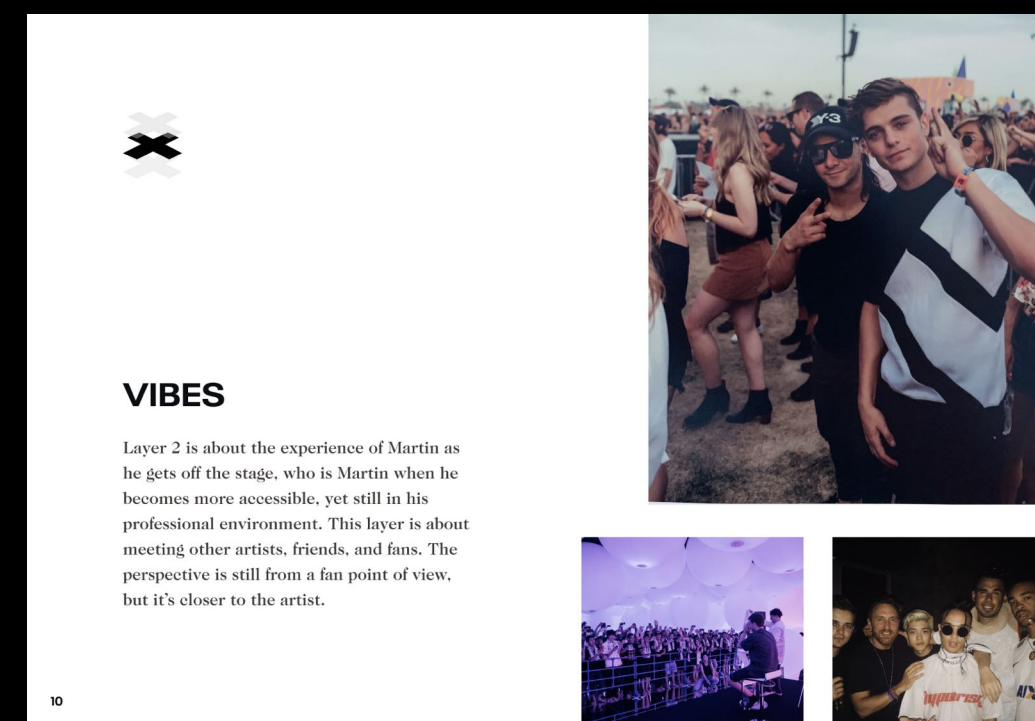
# ON STAGE

#FANS #ARTISTS #FRIENDS

# OFFSTAGE

#PERSONAL #FAMILY #ESSENCE

# Martijn







MENU

# HOW CAN WE HELP YOU?

We receive a lot of mail from all over the world, to better help you please tell us something about yourself.

I am a  

Booking agent

Here to  

Book Martin Garrix

GET STARTED



Follow Me



Back to contact

# BUY THE MERCH

Buy the latest martin garrix merch.

BUY THE MERCH



Follow Me



## TOUR

- All Events
- Europe
- Australia
- Africa
- South America
- North America

## MUSIC

- All Music
- 2020
- 2019
- 2018
- 2017
- 2016

## SHOP

- Go to shop
- Signature collection
- Capsule collection
- Festival flag
- Kids
- Accessories

## CONTACT

- Contact us
- STMPD RCRDS
- STMPD Releases
- Jobs
- Q&A



GOT ANY TUNES?



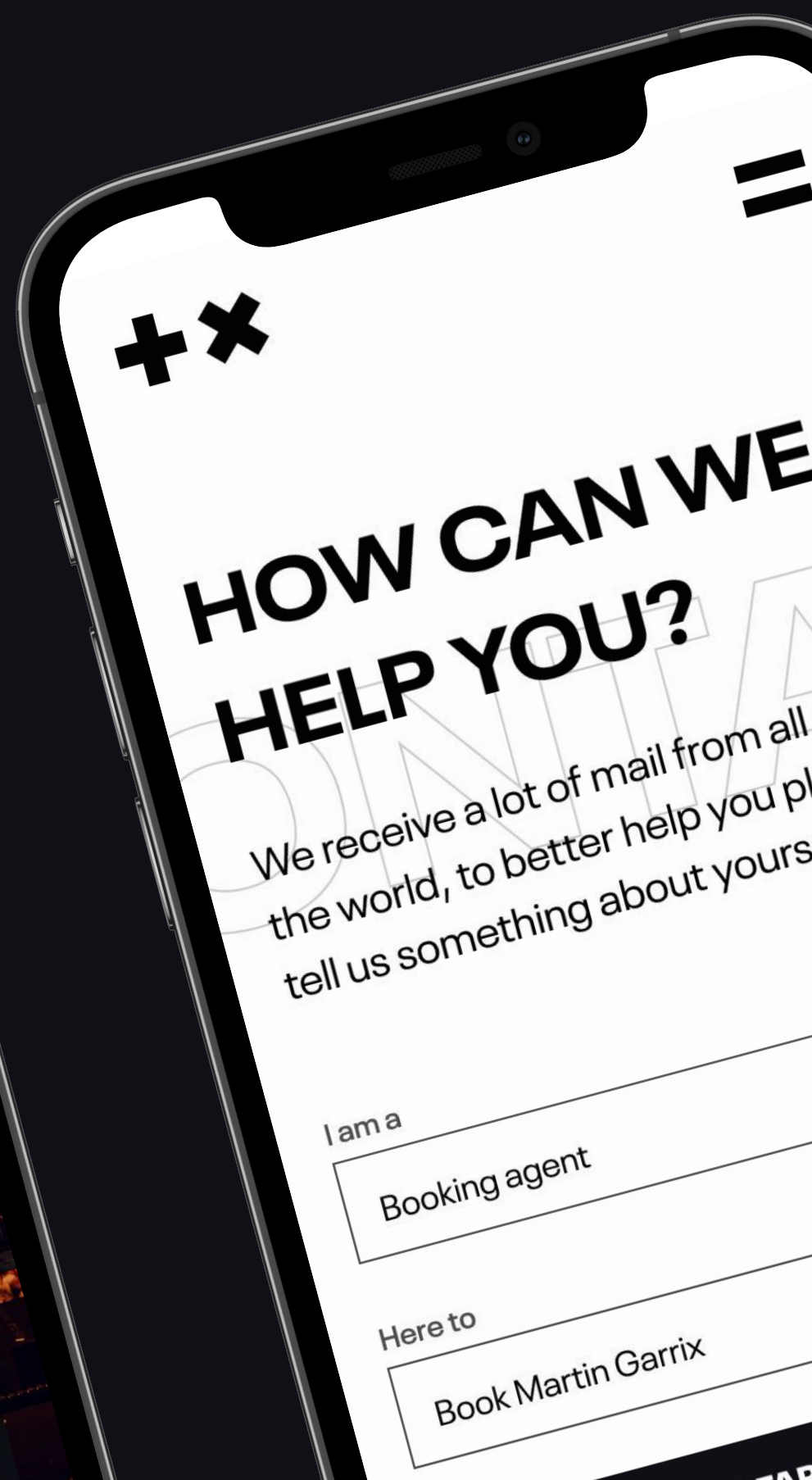
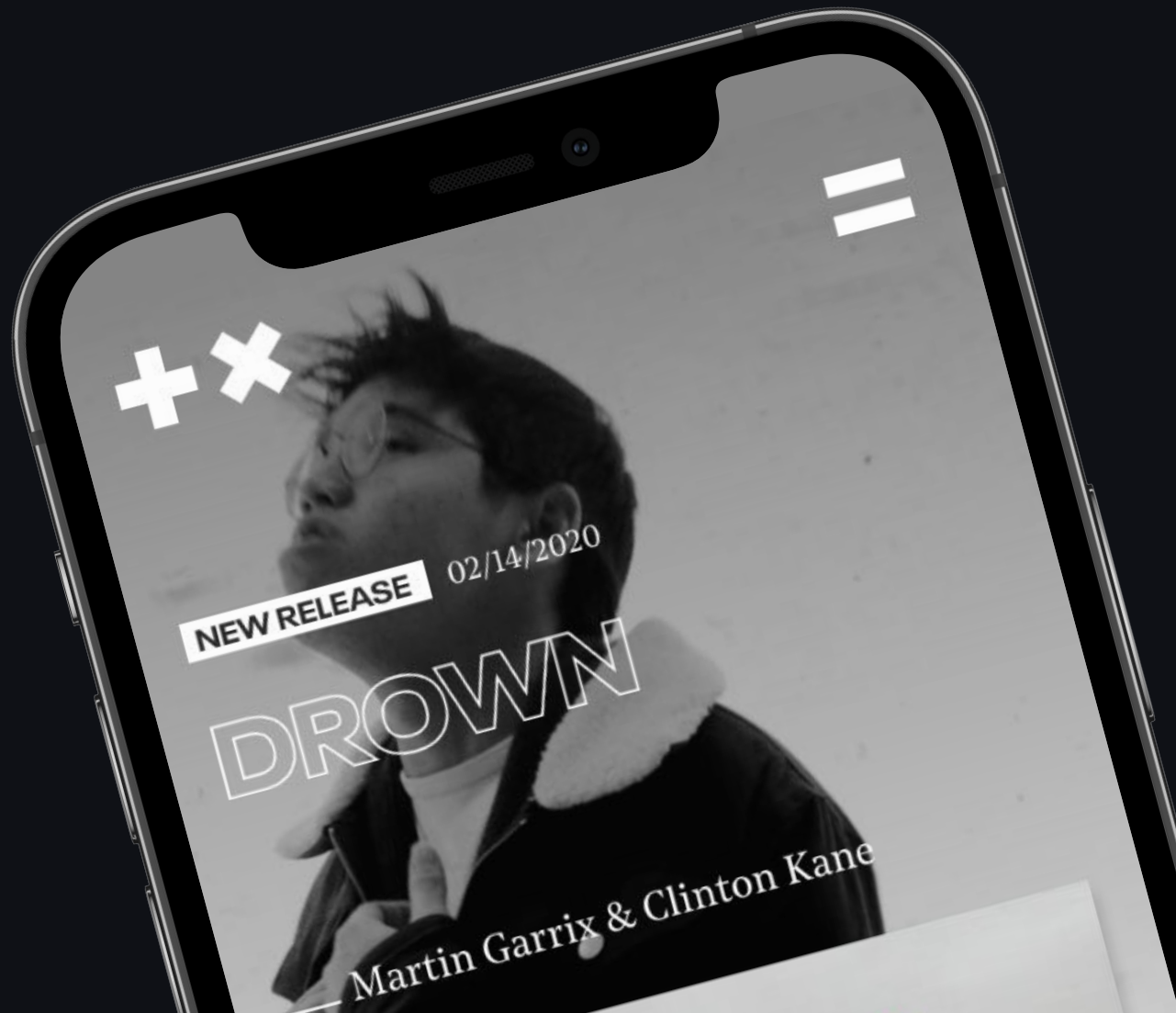
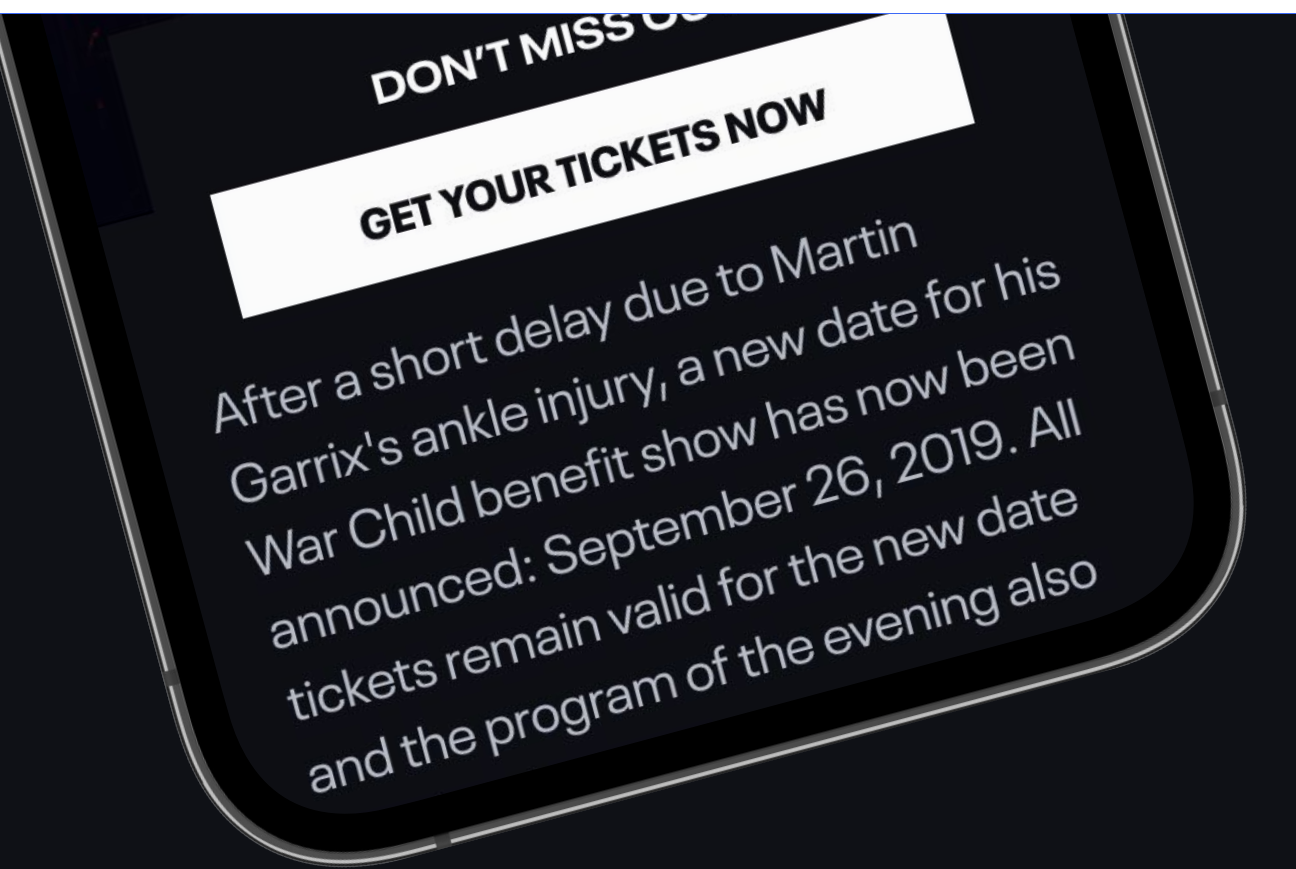
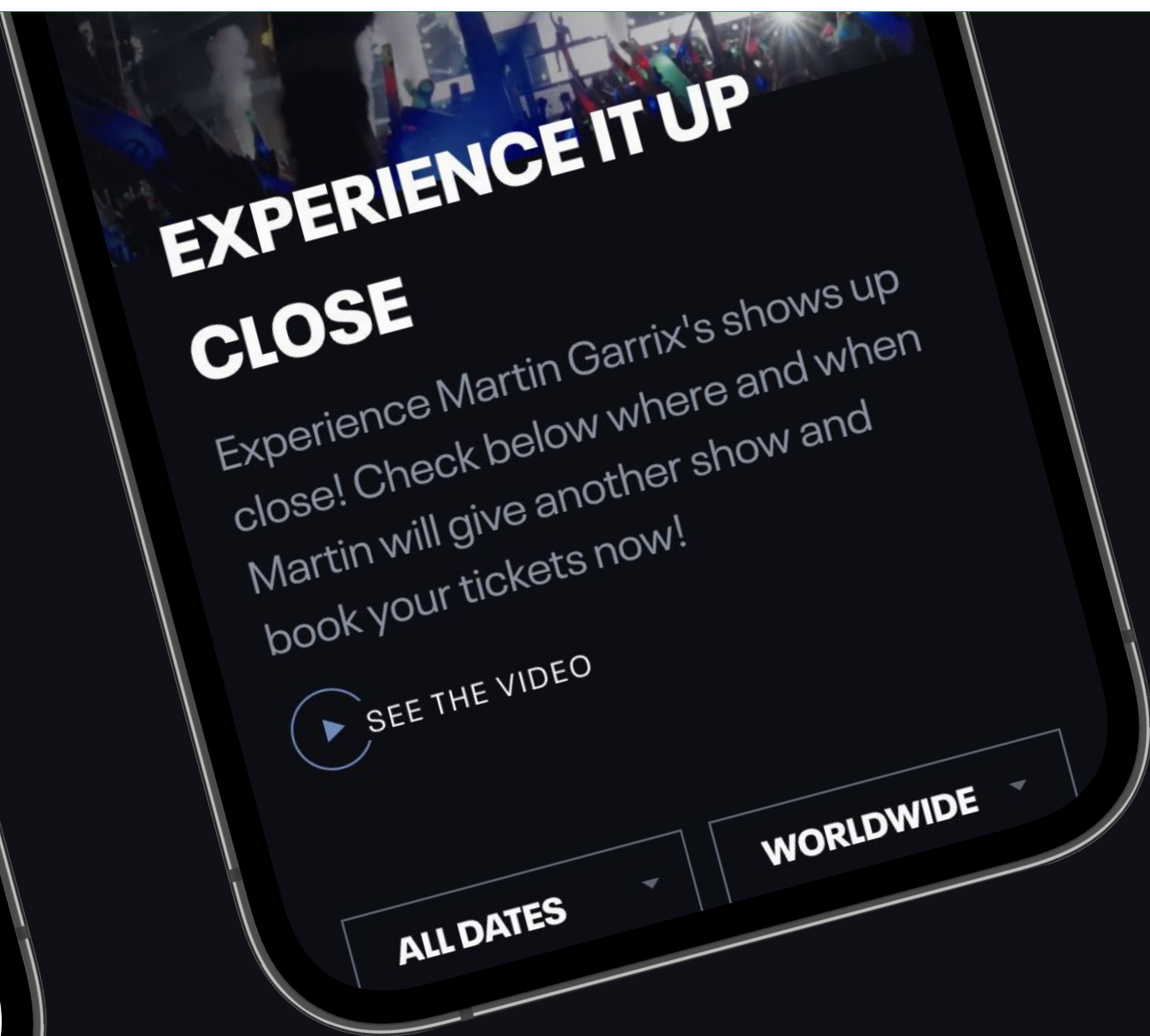
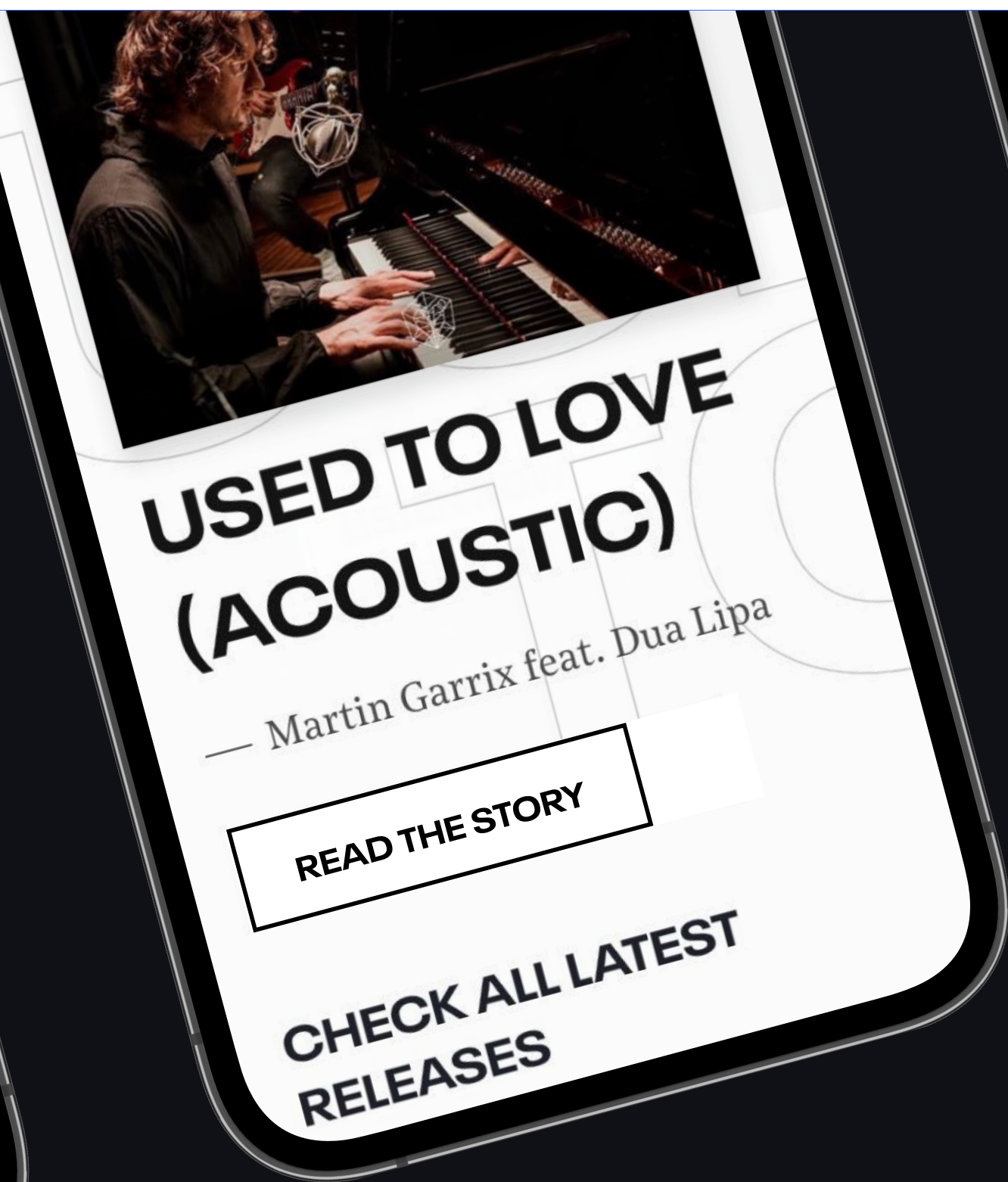
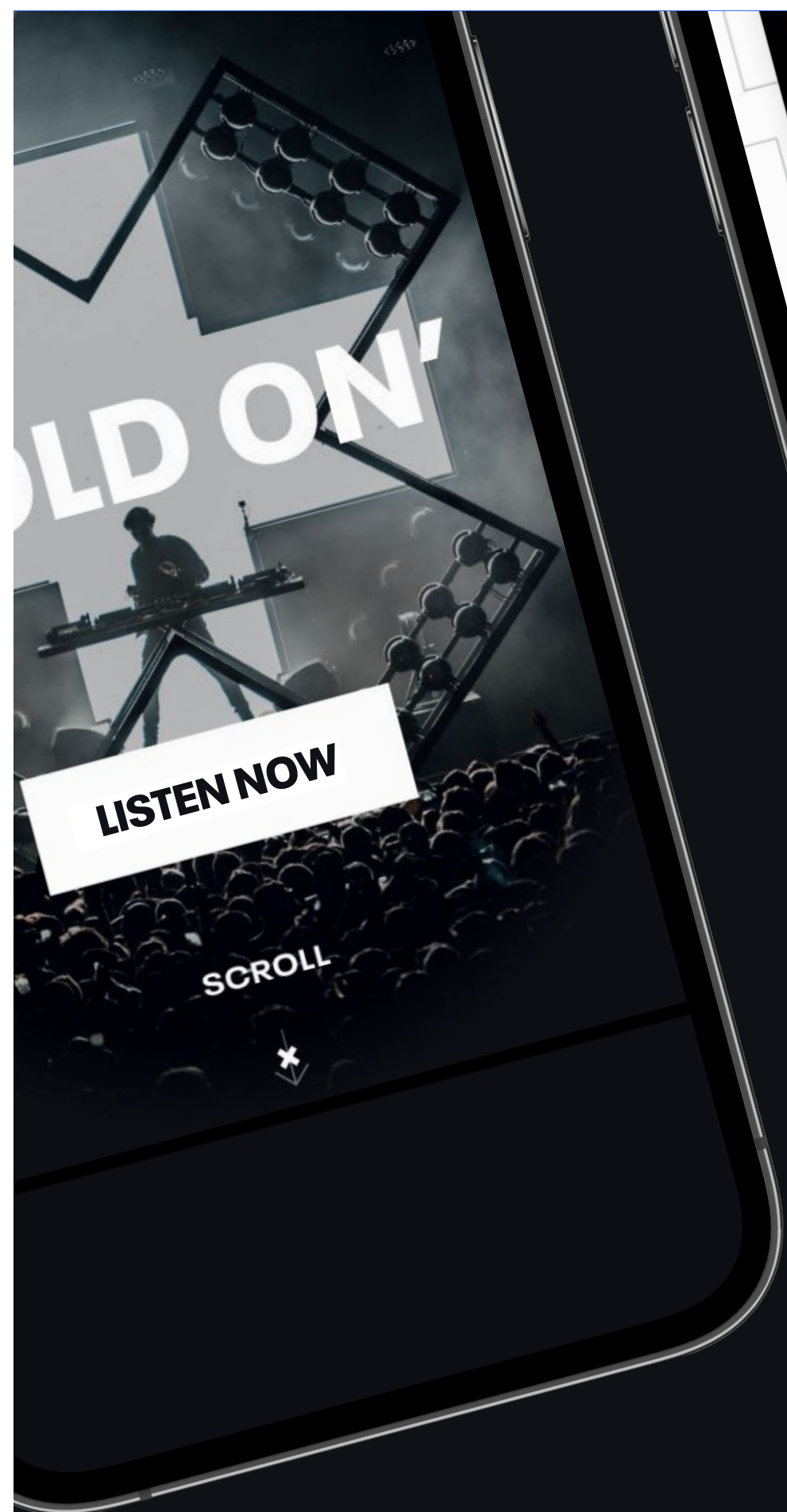
RENT THE STUDIO



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Terms & Conditions Privacy Policy







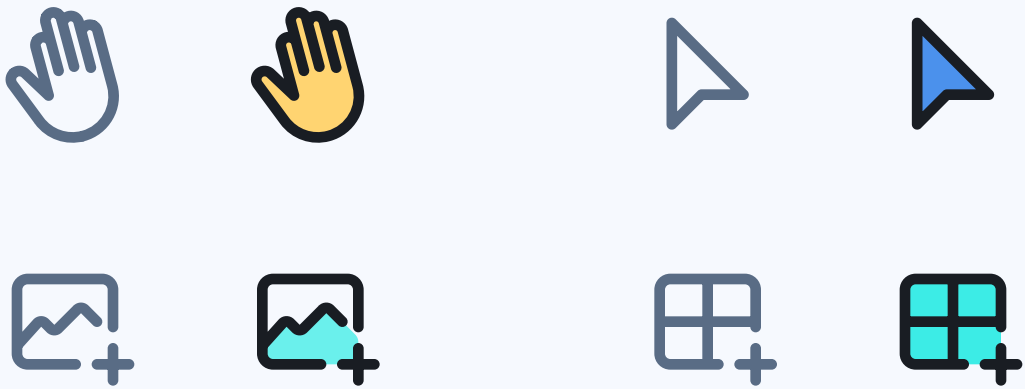
# Fyngo

## **Making sense of the spaghetti that is business rules engines**

A huge hurdle for organizations is growing pains and the overload inter-disciplinary communication brings. Fyngo (meaning to instruct) is the solution business leaders need to speak with their engineers.

⋮ Actions

Location	State
Coded	<div>Phoenix</div> <div>RDF</div>
Not coded	<div>Phoenix</div> <div>RDF</div>
Archive	<div>Archive</div>
Pinbox	<div>Archive</div> <div>RDF</div>
Mailbox	<div>Mailbox</div>



Fyngo

Menu

Builder

Table

Search

Filter

Groups

All > Neuroscience > Actions

Selection

Pan

Table

Property

Icons

Used to select objects and edit, move or resize them.

Actions

Location	State
Coded	<div>Pheonix</div> <div>RDF</div>
Not coded	<div>Phoenix</div> <div>RDF</div>
Archive	<div>Archive</div>
Pinbox	<div>Chip</div> <div>Chip</div> <div>Chip</div>
Mailbox	<div>Mailbox</div>

AND

Select property ty

And

Cancel

Menu

Builder

Table


Search

Filter

Groups

Sorting

Export



Carl Yijong

Yummy Gums


All > Neuroscience > Actions

Name	State	State	Relational Database	Formula
Coded	Phoenix RDF	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Not coded	Phoenix RDF	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Archive	Archive	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Pinbox	Archive RDF	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)
Mailbox	Mailbox	22/06/2021	RDF Phoenix Third Party	=IF(AND(patientcode="not coded in phoenix",patientcode="in archive")visible)


All >

Patient code


Engineers




Selection




Pan



Table



Property



Icons

Select option

Chip

Chip

Chip

Formula

Show OR Path

IF

Order payment

State

is

Paid

AND

Product items in stock

State

greater than or equal to

THEN

Order: Status

State

is

Ready for shipment

Neuroscience

Patient code

Engineers

-

100%

+

Connections

<

April 2020

>

M	T	W	T	F	S	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

# 03. Testimonials

“Yummygum helped us tell the Watermelon tale through a brand new branding. Besides, they also walked the walk with a professional design process, a dedicated team and open communication.

No nonsense, just hard work! They show that they care. As a result: we’ve got an outstanding new conversational website!”



**Marieke Mutsaerts**

Marketing at Watermelon



“Yummygum makes things that look amazing, but their ability to really dig into the underlying problem is what impresses me.”

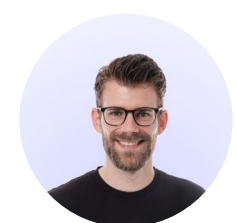


**Scott O'Reilly**

Owner at Spider Strategies

“During the initial branding project we found Yummygum to be an agency with lots of experience in branding and detailed icon design. Their team listened to our needs and pro-actively helped us make decisions. We worked together again at a later stage to create our marketing website, our key touchpoint and reflection of who and what Classroomscreen is, from scratch.

They impressed us again through their technical knowledge as they built the new website using our preferred tech stack and implemented a user friendly CMS. The same CMS now allows our marketing team to take things to the next level.”



**Laurens Koppers**

Founder at Classroomscreen

# 04. Services

## Services

# What we do on the daily

No matter how big your company is, as you expand and reach new highs you'll want an agency to have your back. One with a process that has proven itself over and over again. That's us. We're here to help you align, refine, design and build through Branding, UX Design, Visual Design and Development.



# Branding

We build memorable brands that put the spotlight on who what makes you special.





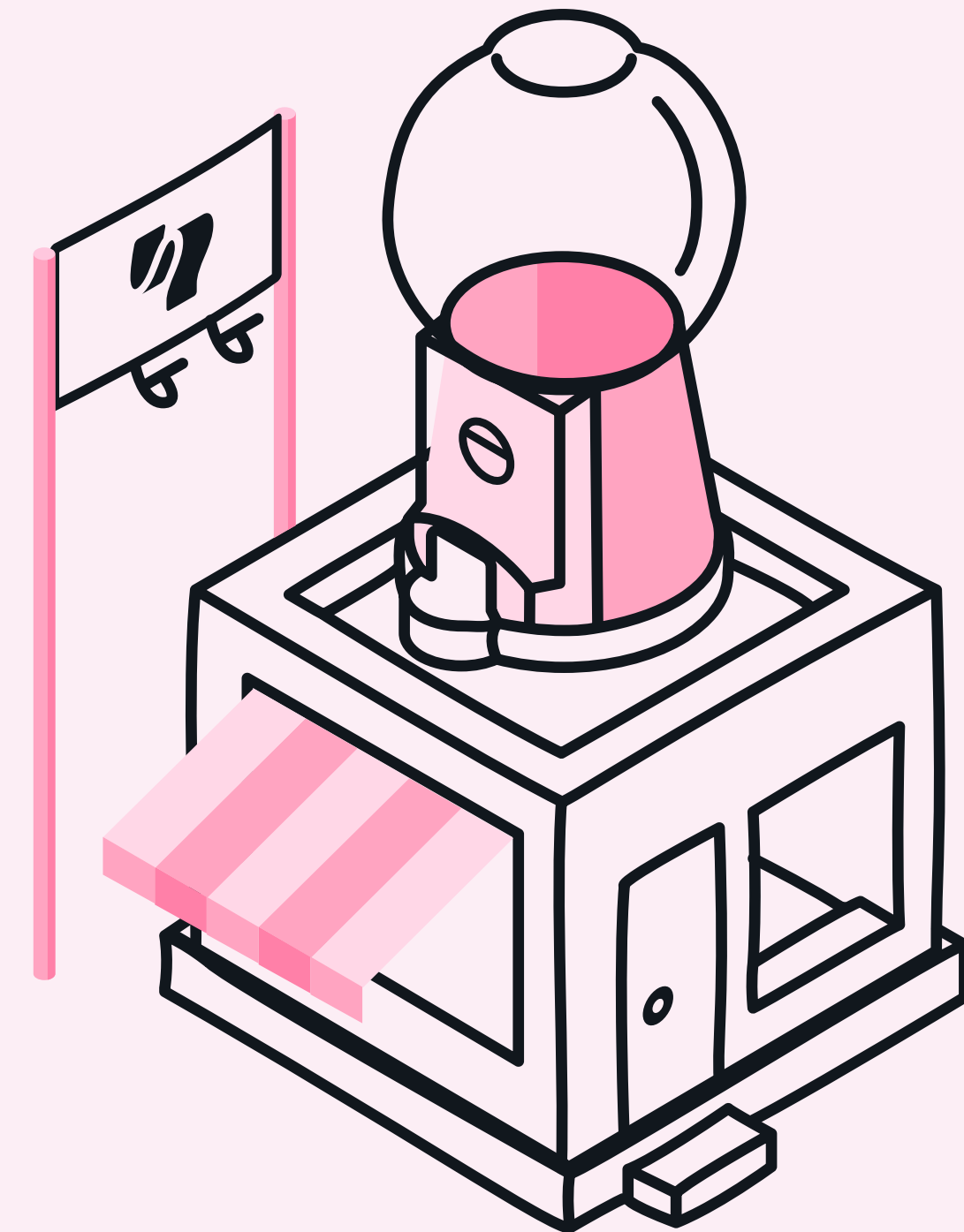
## Branding

# Go by one dresscode; wear your heart on your sleeve

---

Some of the things we excel at

- Logo Design
- Brand Strategy
- Brand Book
- 3hrs Brand Sprints
- Brand Collateral
- Visual Identity
- Co-creative Workshops



# UX Design

We do user testing and market research to lay the foundation for any digital product.



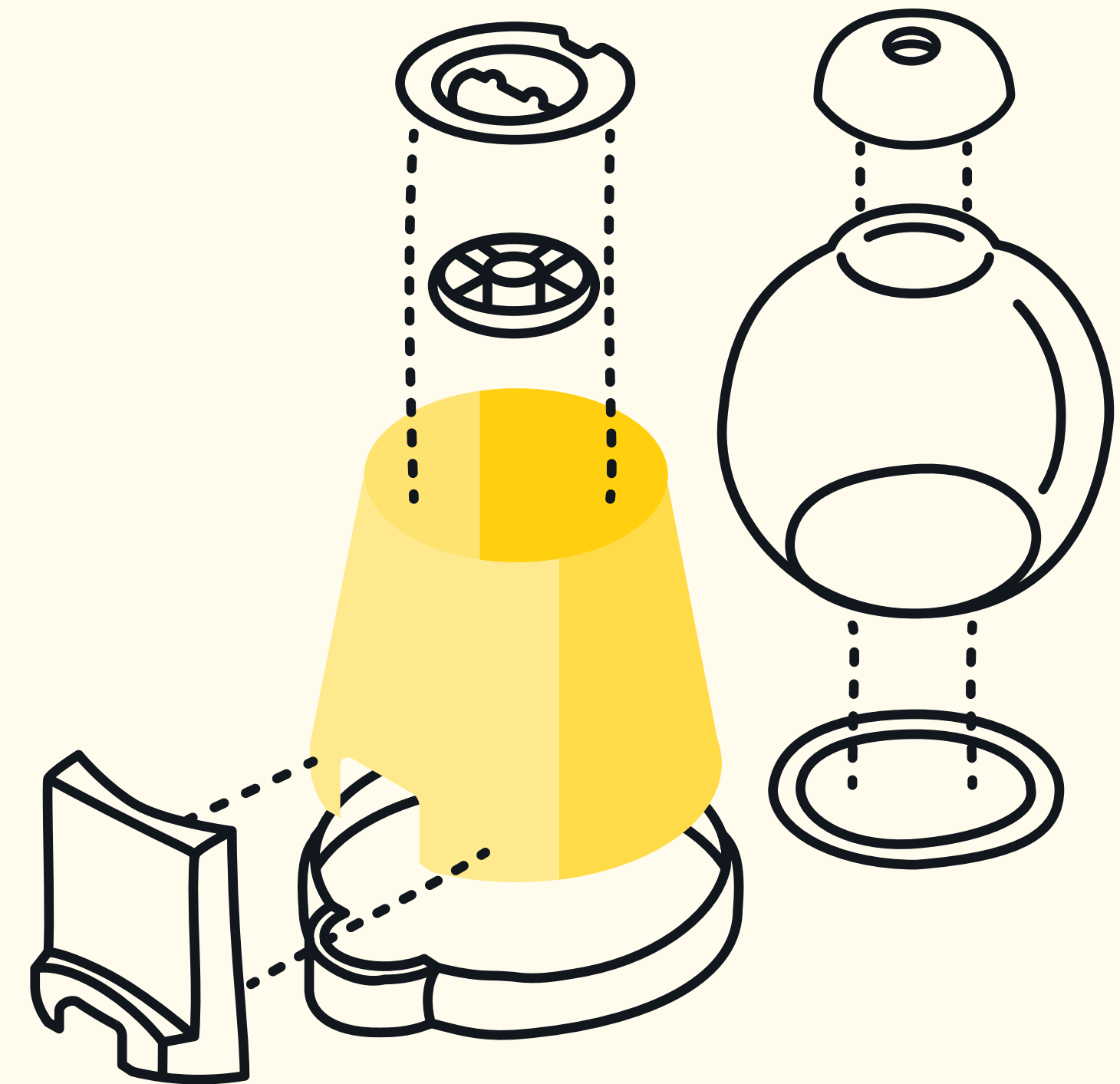
## UX Design

# We research, we analyze, we design. And then do it again.

---

Some of the things we excel at

- User Research
- Behaviour Analytics
- A/B Testing
- Usability Interviews
- Information Architecture
- Wireframing
- Co-creative Workshops
- Psychology & Heuristics
- SEO Keywords
- Customer Journey







# Visual Design

We design the most gorgeous digital products using custom made design systems.



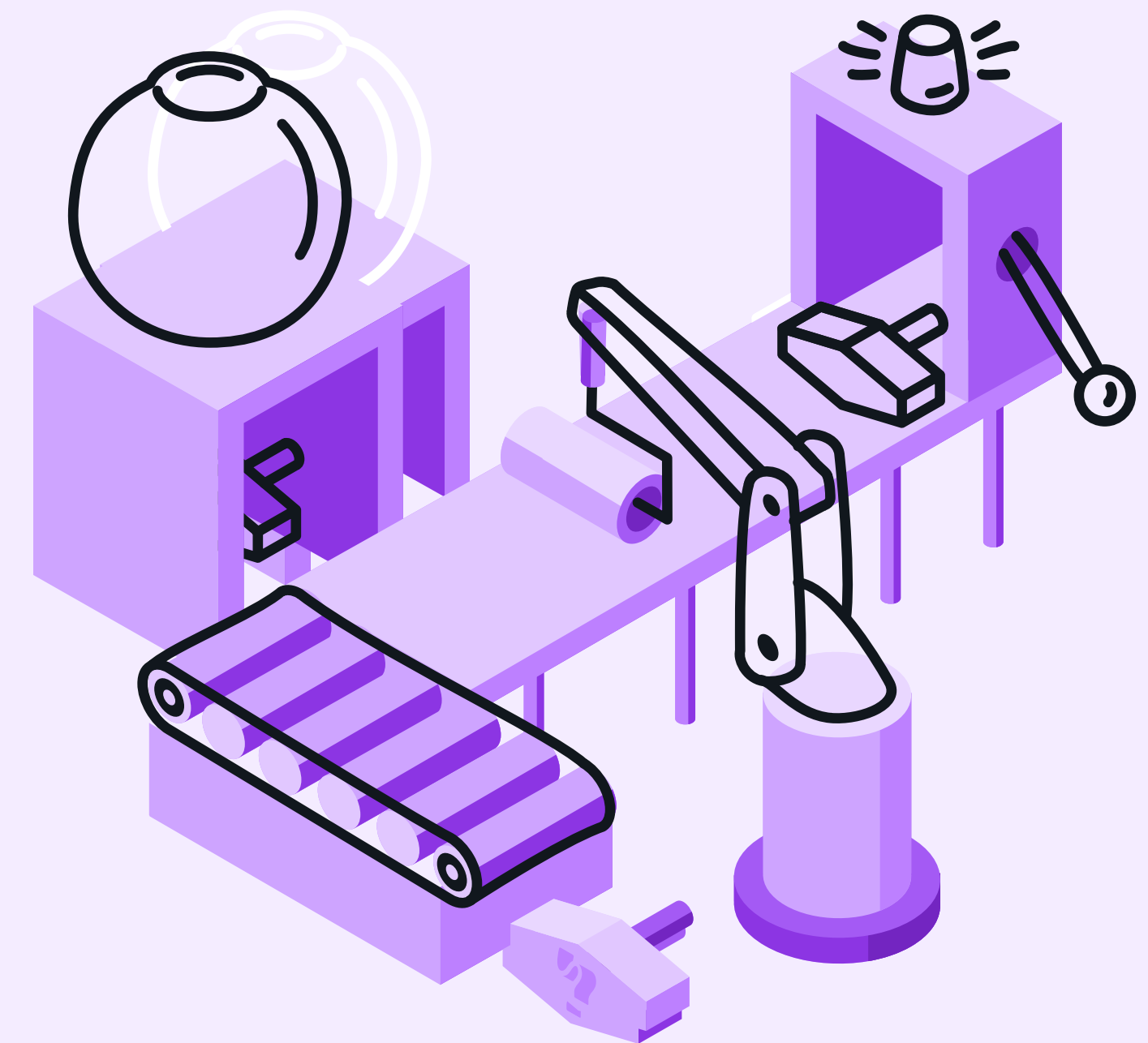
## Visual Design

# Let's make this world a little prettier. We'll go first.

---

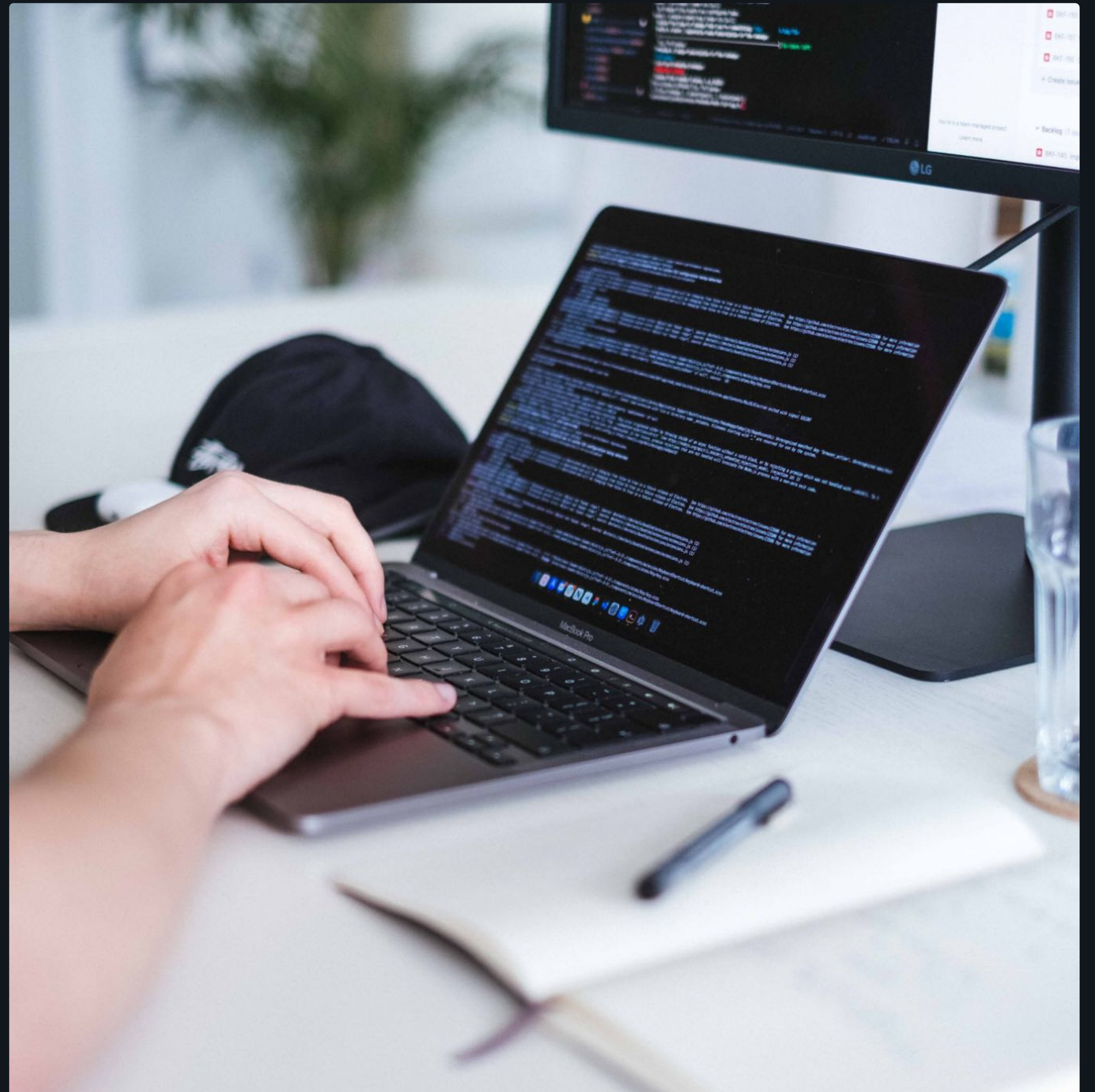
Some of the things we excel at

- Websites
- Web Apps
- Mobile Apps
- Design Systems
- Company Decks
- Iconography
- Illustrations
- Motion Design
- Clickable Prototypes
- HTML Email Design



# Development

We make products come to life using state-of-the-art tech stacks while writing neat code.





## Development

# A heart for code and an eye for detail and improvement

### Some of the things we excel at

- Websites
- Web Apps
- Mobile Apps
- Animations
- Continuous Integration
- Performance Improvements
- Design Systems
- (Headless) CMS Integration
- SEO Optimization
- Integrations

### Our Development tools of choice



# 05. Approach



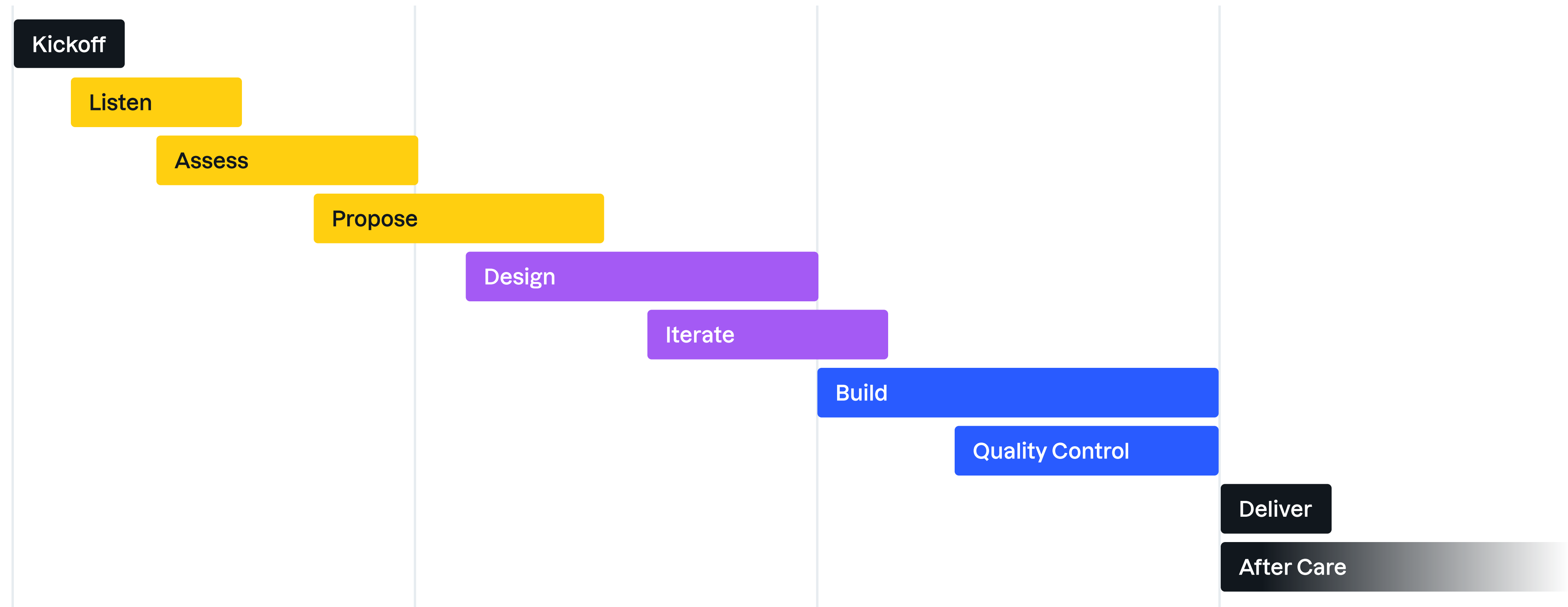
# Transparent process

Openness, clarity, and honesty in all stages of the project lifecycle from both parties will be key to a successful project. From planning to execution and delivery — we take you on a ride to success.

Projects are a tight collaboration and we both have an important role to play. We need you to help us make the best.

# High level stages of a project

Every project runs through a few stages, this overview gives you an impression of what that looks like.





## Process

# Kickoff

Before we really dive in, let's get to know each other. You'll meet some of our team, talk through scope and goals. We will create a general alignment and build excitement for all stakeholders.

---

### What happens during this stage?

- Get aligned
- Understand the goals
- Be inspired
- Meet the teams
- Share high level plan





## Process

# Listen

Before we do the work, we should listen. Where are your challenges, what are your objectives and specific goals?

### What can happen during this stage?

- Discuss do's and don't's
- Discuss tech requirements
- Discuss visual likes and dislikes
- Discuss your market
- Get the right input to us
- Understand your wants
- Understand the vision
- Brand Sprint





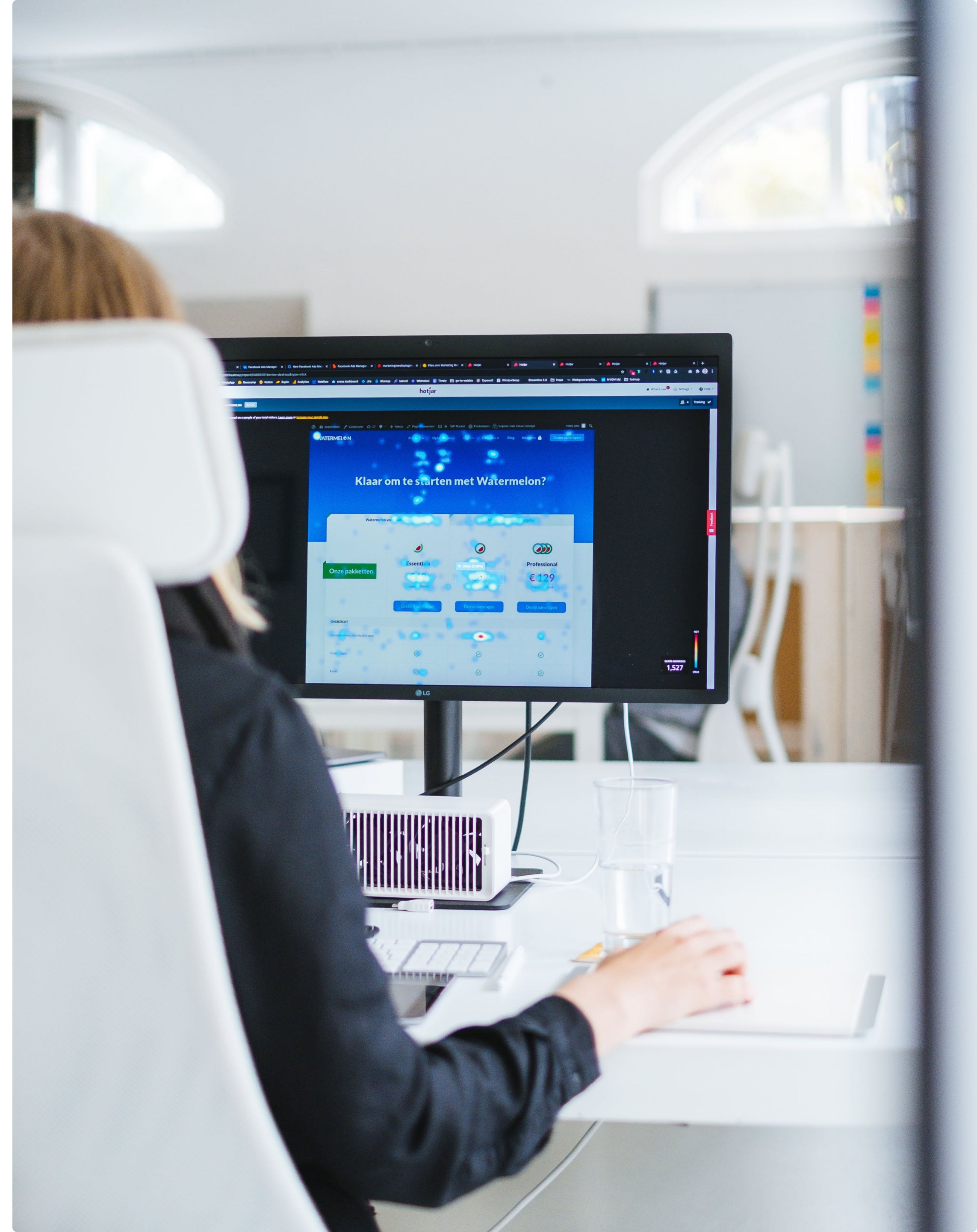
## Process

# Assess

A big part of the input is there to start research. We're all about making informed decisions and avoid assumptions.

### What can happen during this stage?

- User Research
- Competitors and Markets
- Personas
- Information Architecture
- Content Strategy
- Brand Heart





## Process

# Propose

It's time for our ideas to shine. We showcase explorations and brainstorm on how to solve the challenges, both from a design, development and brand perspective.

### What can happen during this stage?

- Brand Concepts
- Wireframing
- Visual Product Style Concepts
- Early Concept Designs
- Structure & Content
- Defined Tech Plan





## Process

# Design

Pixel perfectness are the key words during this stage. We turn concepts and ideation into practical, usable and final deliverables.

### What can happen during this stage?

- Visual Product Design
- Design System
- Brand Guidelines
- Logo + Logotype
- Prototypes
- Motion Design





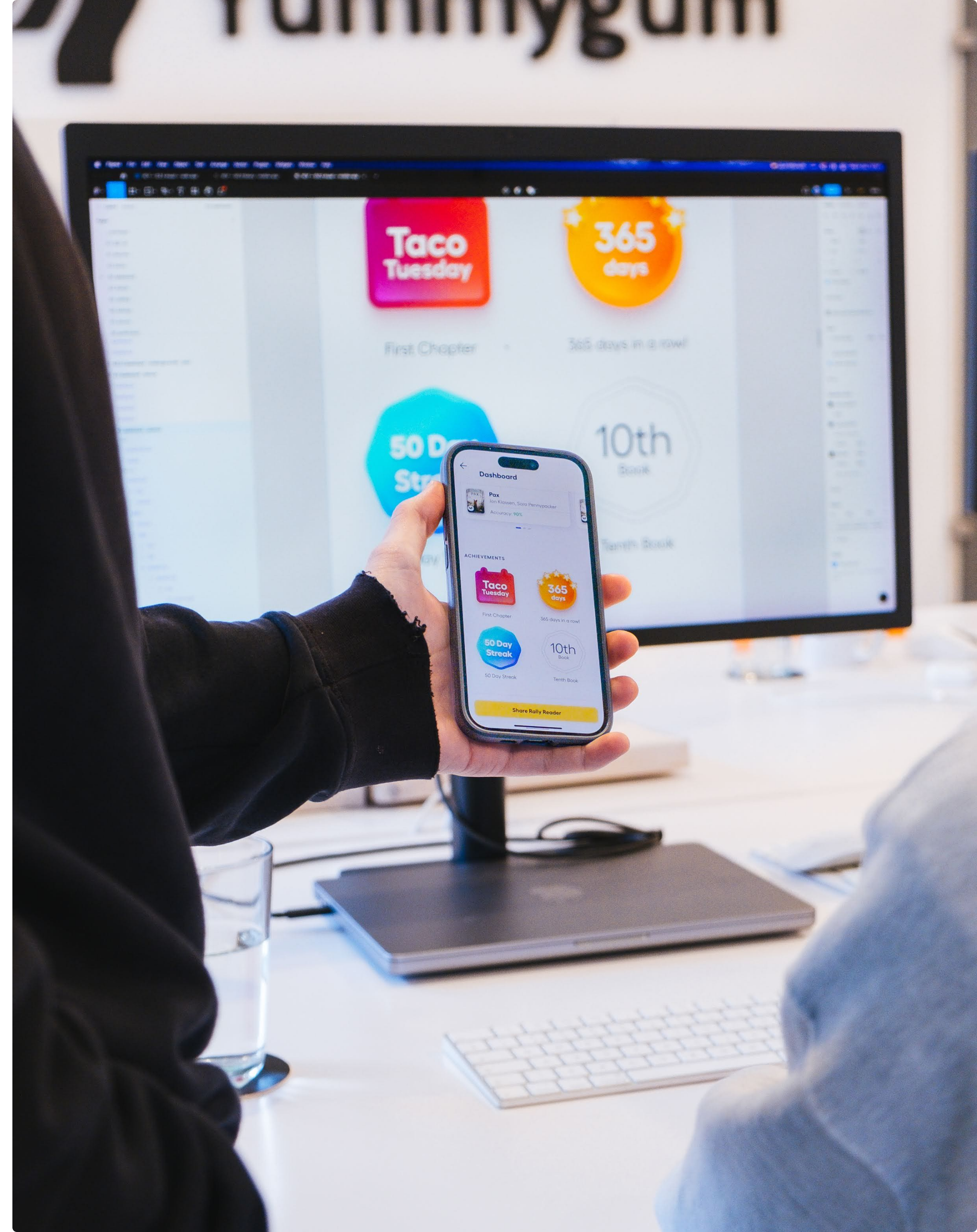
## Process

# Iterate

A digital product is never finished, so we incorporate 2 rounds of feedback into our process for every deliverable to improve them even further.

### What can happen during this stage?

- Iterate UX Research
- Iterate UX Design
- Iterate Branding
- Iterate Visual Design





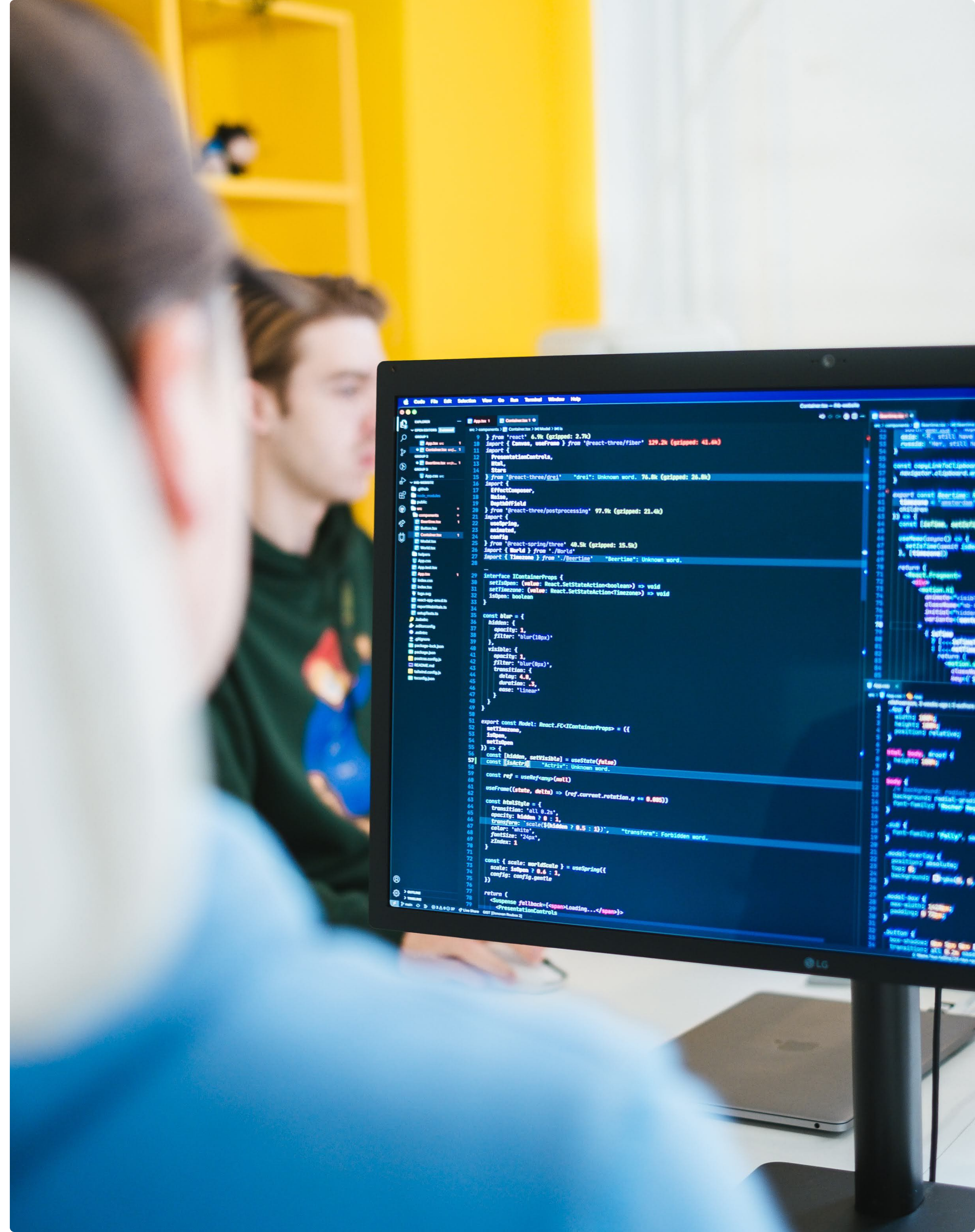
## Process

# Build

Gorgeous designs are set in stone to make room for development. Building with clean, future-proof code results in well performing digital products on many platforms.

### What can happen during this stage?

- Setup dev environment
- Build component library
- Build pages
- Connect APIs





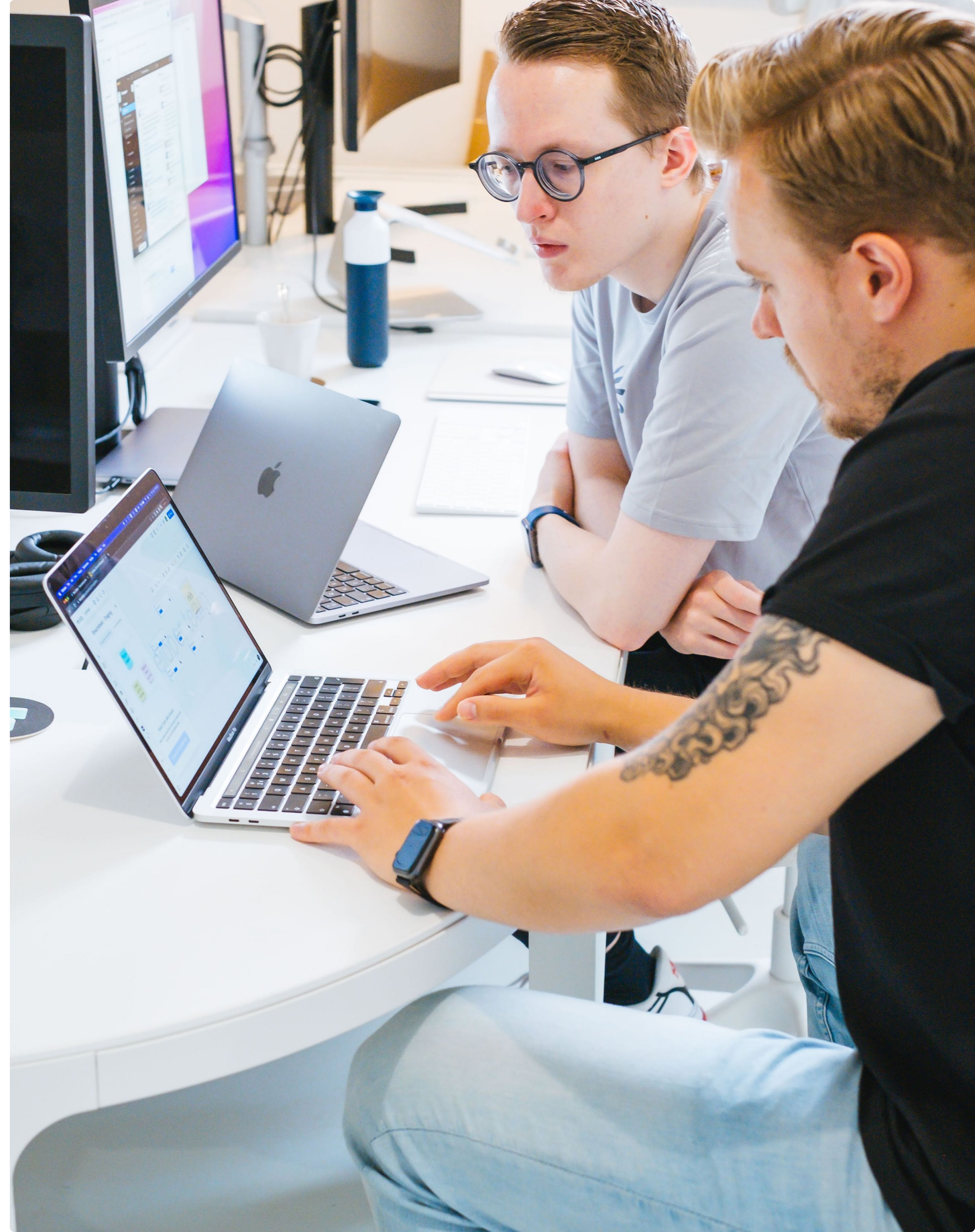
## Process

# Quality Control

The process for quality control helps achieving the highest possible quality for the end user. We plan multiple tasks to test and fix products we build.

### What can happen during this stage?

- User Testing
- Understand the goals
- Optimize for performance
- Cross platform compatibility





## Process

# Deliver & After Care

The team leads for Branding, UX, Visual Design or Development will join you for a smooth delivery and handoff. Available for questions and additional help for perfect implementation and launch. We prefer a mutual commitment for a long term collaboration.

### What can happen during this stage?

- Handoff of design and code
- Opportunity for questions
- Proposal for improvement
- Plan for the future





# 06. Rates and Timelines



# Rates for our services

Every project will be estimated by hand to find the best possible budget for any client.

On average our projects run between \$25,000 - \$85,000 in about 1-3 months time.

Our invoicing is flexible too, we offer fixed prices, split terms, hourly rates and monthly retainers.

Brand Identity	\$ 5 - 20K
UX Research	\$ 5 - 20K
UX Design	\$ 15 - 35K
Mobile or Web Application	
└─ Product Design	\$ 15 - 75K
└─ Development	\$ 20 - 75K
Marketing Website	
└─ Product Design	\$ 15 - 75K
└─ Development	\$ 15 - 75K
Hourly rate	\$ 110 - 150



# Average timelines

Usually our projects take about 1-3 months to complete.

On each project you will have a dedicated Project Manager that owns the process and keeps you in the loop. Through milestone planning we work our way — in an agile manner — to succesfull completion.

Brand Identity	3 - 6 weeks
UX Research	3 - 6 weeks
UX Design	4 - 8 weeks
Mobile or Web Application	
└─ Product Design	6 - 12 weeks
└─ Development	6 - 12 weeks
Marketing Website	
└─ Product Design	6 - 12 weeks
└─ Development	6 - 12 weeks



# 07. About



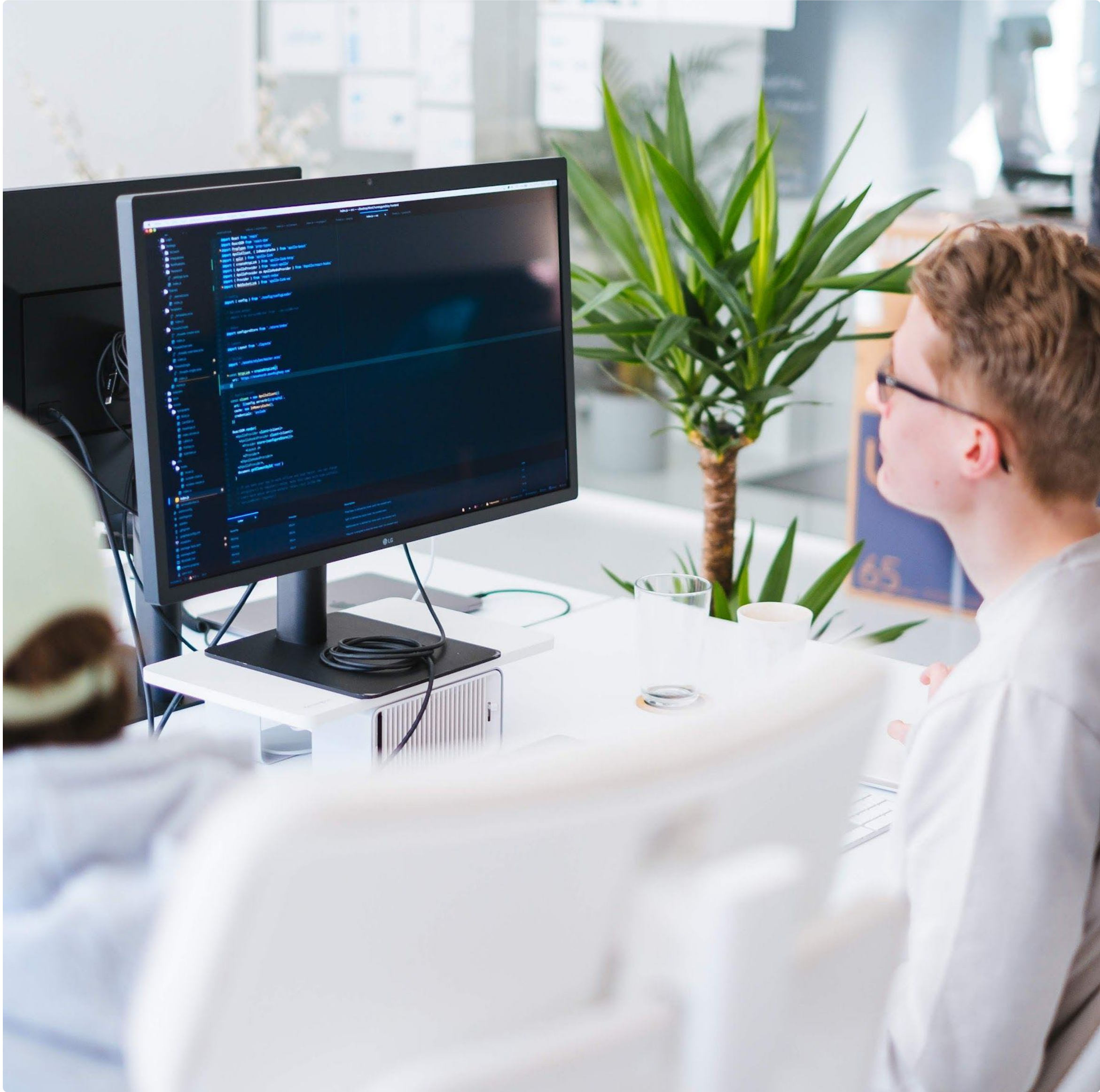
Our approach

# Adding delight

At Yummygum we want to create helpful, intuitive delightful experiences for people. People who (briefly) touch base with your brand. People who hear of your company for the first time. People who use your digital product.

We believe the best way to do this is by approaching projects as a collaboration. You know everything about your business, we know what it takes to turn an idea into an impactful brand or digital product that leaves a lasting impression. In the blink of an eye.

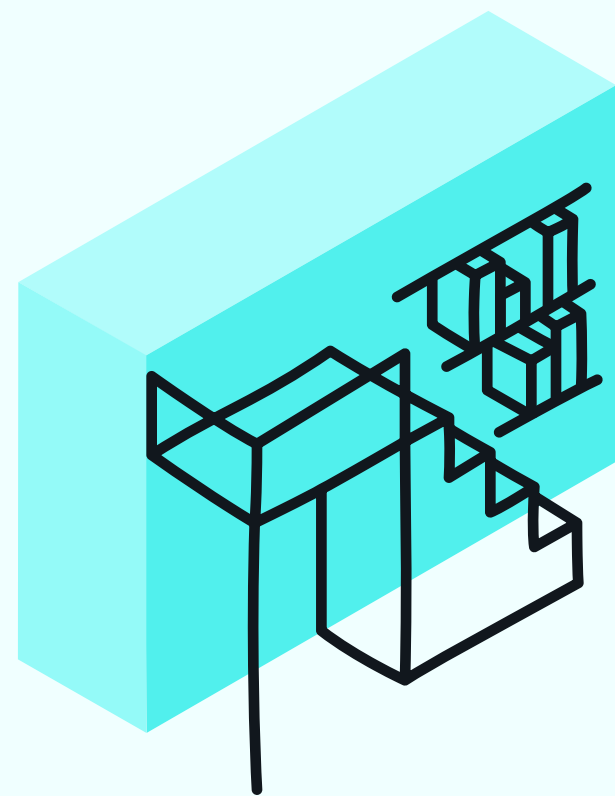






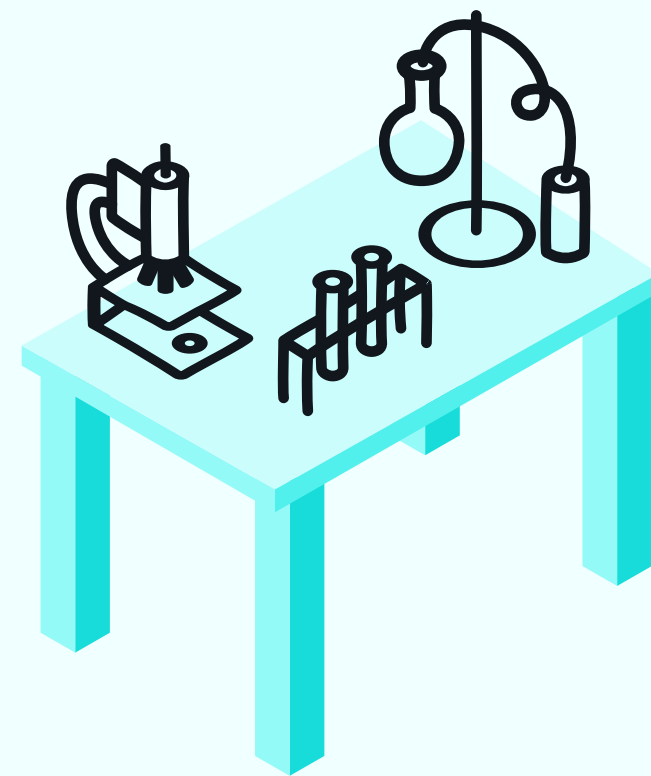
# Our Core Values

Our DNA is shaped with 4 core values which we breathe every day and put into our work.



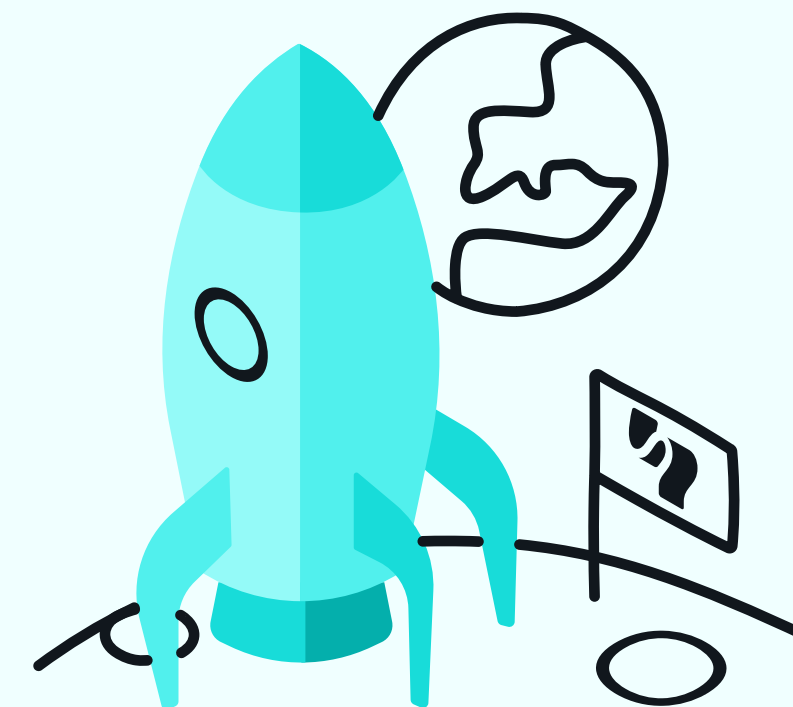
Advance

**Never stop  
learning**



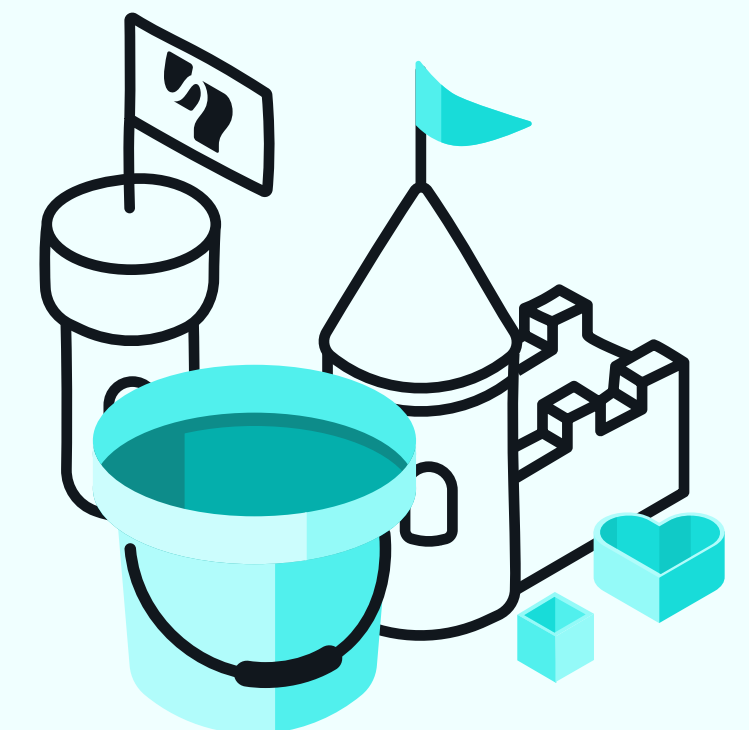
Eager

**Grasp every  
opportunity**



Excellence

**Add the cherry  
on top**

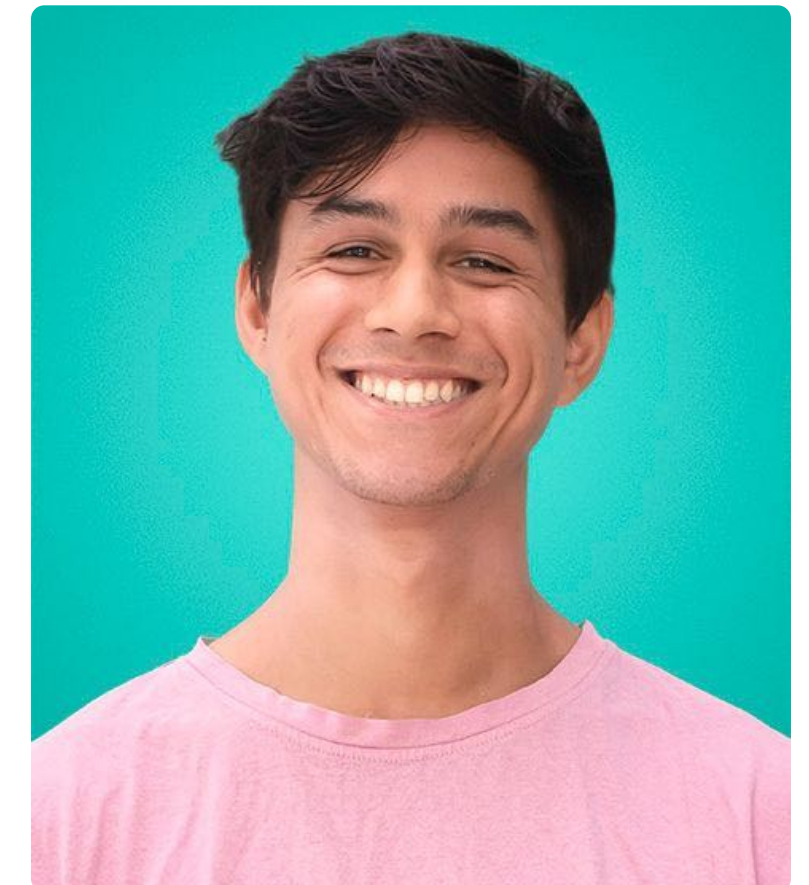
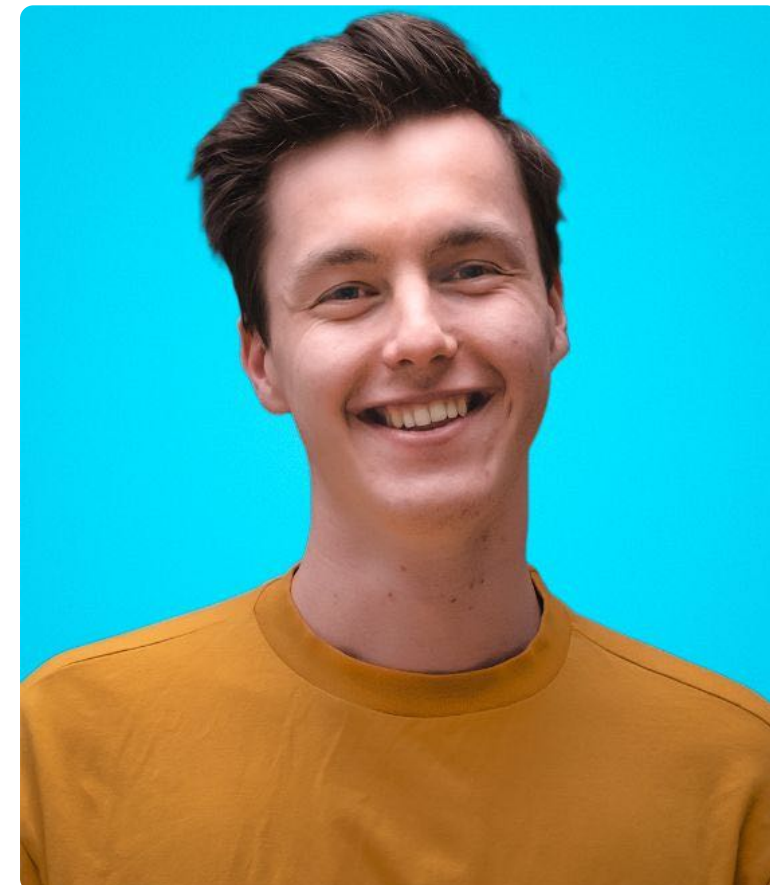
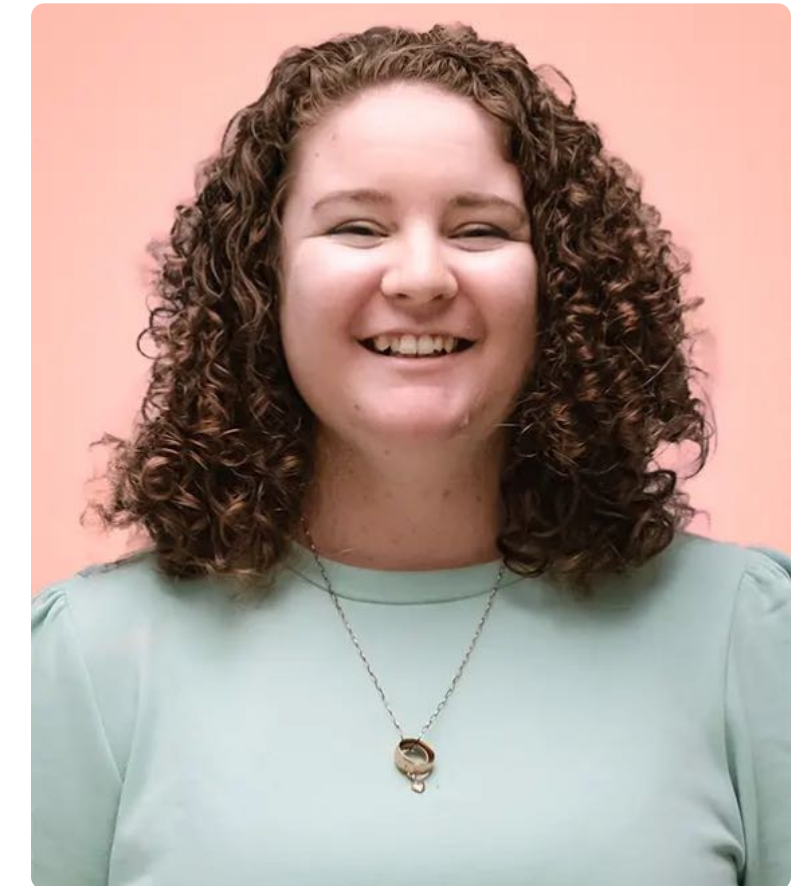
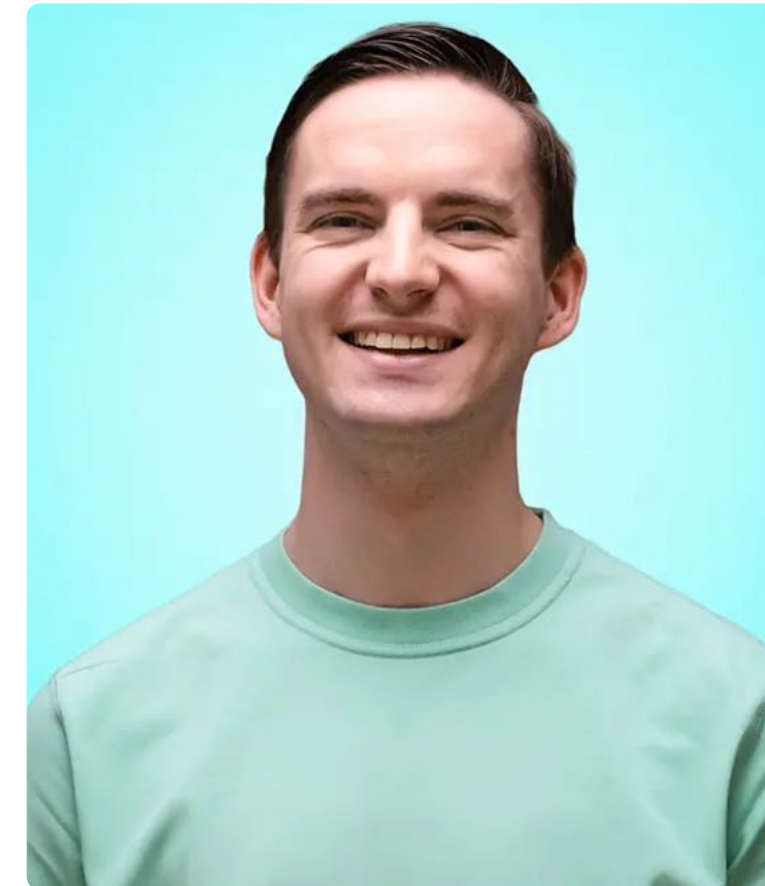


Joy

**Let's make  
something!**



# Your new team of experts





# Results in the numbers

Many successful projects lie in the past, are you next?

---

150<sup>+</sup>

Happy clients we worked with on amazing projects.

4.7<sup>☆</sup>

High client satisfaction rating with 4.7 out of 5.

25m<sup>+</sup>

Monthly views on projects we designed or built.

450m<sup>\$</sup>

Funding secured by a selection of our clients.

80<sup>%</sup>

Of our clients return for another project.

14<sup>+</sup>

Years of experience on digital products



Ready?  
Let's talk.



# Our office lies beside the canals of Amsterdam

Our minimal and functional approach in aesthetic is felt  
in our office too. Feel free to visit our office by boat.

Our address

Jacob van Lennepkade 334H  
1053 NJ Amsterdam  
The Netherlands

Rembrandtpark

Overtoom

Vondelpark

Rijksmuseum

Sarphatipark

Rozengracht

Kinkerstraat

Anne Frank house

Wibautstraat

Oosterpark

Amsterdam Centraal

Artis Zoo

06. Contact



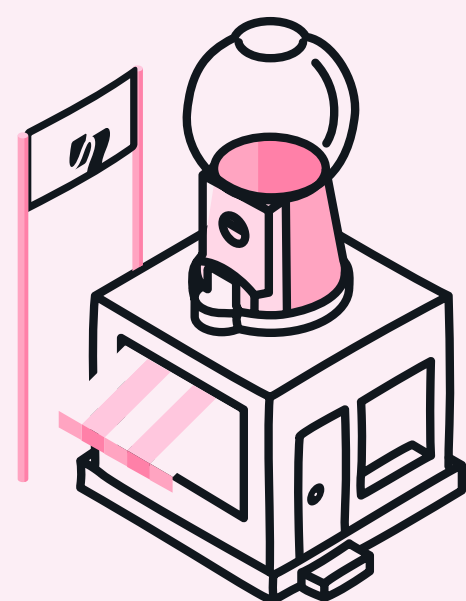
Yummygum office





# We're ready!

Now you know who we are, and what we do really well. Shall we talk about your next project?



## Brand Identity

A new and memorable brand that sticks. Let's research, get creative and create it for you.

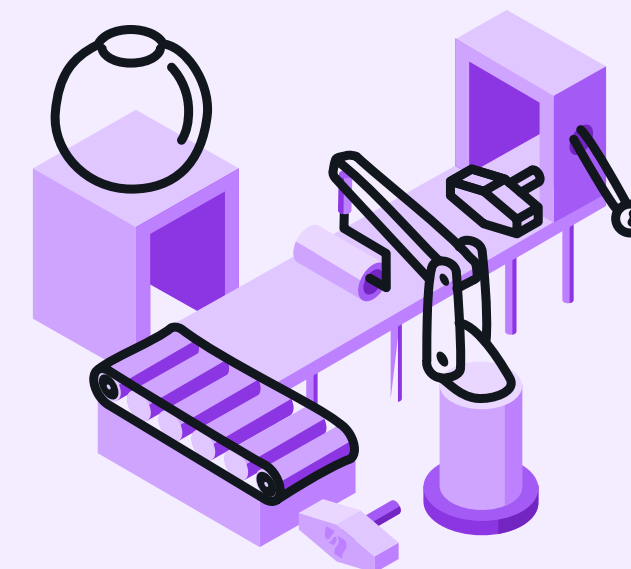
[Start a project](#) ↗



## UX Insights

Make informed decisions and understand and tailor your market and users properly.

[Get started now](#) ↗



## Product Design

Gorgeous design is essential to get happy users and successful products.

[Email us directly](#) ↗



## Build Products

Ready to bring your idea to life, or take your product to the next level?

[Get in touch](#) ↗





## Vince loves to hear your ideas

"I enjoy translating your thoughts to our diversely skilled team for the best results"

— Vince

📞 +31 614 85 96 45

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🌐 [www.yummygum.com](http://www.yummygum.com)