

## AT A GLANCE

Design Theory has more than a dozen years of experience in graphic design, website design and development, and marketing communication.



**DESIGN THEORY**  
Business Strategy & Creative Services

# Design Theory, LLC Capability Statement

*A complete solution for your business!*

## CORE CAPABILITIES



1

### Web Design

Logo Design  
Website, Domain, and Email Management  
Monthly Website Hosting and Maintenance  
Custom WordPress Website Design & Development

2

### Customized Digital Strategy

Paid Ads (Facebook, Instagram, LinkedIn)  
Brand Development, Process Improvement & Automation  
Search Engine Optimization (SEO) Strategy  
Social Media Strategy and Platform Configuration

3

### Photography and Videography

Corporate Headshots & Portraits  
Corporate & Private Events  
Product Marketing  
Brand Videos

## COMPANY DATA

**EIN Number** 74-3100787

**DUNS Number** 067407439

**Date Filed** 12/12/2012

**State** FL

### Professional Memberships:

Greater Haitian Chamber of  
Commerce of Central Florida  
African American Chamber of  
Commerce of Central Florida



ANNUAL REVENUE: **100K+**

TEAM SIZE: **6**

## NAICS Codes

**518210** Computing Infrastructure  
Providers, Data Processing, Web Hosting,  
and Related Services

**519290** Web Search Portals and All Other  
Information Services

**541613** - Marketing Consulting Services  
**541511** Custom Computer Programming  
Services

**541519** Other Computer-Related Services  
**541511** Custom Computer Programming  
Services

**611430** Professional and Management  
Development Training

**813410** Civic and Social Organizations

### Chief Executive Officer

Jean Perpillant

[Jean@dthero.com](mailto:Jean@dthero.com)

### Account Manager

Alexia Richardson

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## TESTIMONIALS



*"DT surpassed my initial expectations and demonstrated an unwavering commitment to delivering exceptional results. Their dedication to going the extra mile is a testament to their professionalism and excellence in their field. DT thought of questions and brought up ideas we didn't know needed to be answered. They took the time to explain technical terms and were patient during every phase of the difficult project."*

*"Your team met and exceeded expectations, understood our needs, and helped us understand them as well. This allowed for us to remain the content experts and your team to build us an incredible website that represented that content in a meaningful way."*

## PAST PERFORMANCE



Provided high-quality LMS, course design, and long-term project management for a Large Enterprise.

Supported a regulated health professional in launching and growing a 7-figure brand with a website, social media ads, and digital marketing.

Delivered digital media and established a strong online presence for a nationally syndicated magazine.

## DIFFERENTIATORS



**Experience** - Design Theory has 15+ years of experience in graphic design, website design and development, and marketing communication.

**Industry Experts** - Drawing upon the founders' IT backgrounds, web design emerged as an excellent avenue for channeling their creative talents. Furthermore, Jean & Nicole Perpillant have had the opportunity to share their expertise in branding, digital marketing, and website enhancement through presentations at numerous seminars and events.

**Team** - Our team is an ideal blend of talents, from art direction to the latest technologies in website design, development, and illustration. We enjoy walking our clients through print design, marketing, communications, and developing their social media prowess, making us a true full-service design firm.