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Designity's Pandemic-Proof Model Penetrates the Creative Industry with Major Client Acquisitions



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About Designity

Designity is a radically transformative model disrupting traditional solutions of executing creative projects by introducing a custom, virtual, collaborative approach to the design and marketing space. The company's strict talent-vetting process holds accountability to its non-discriminatory promise, offering opportunities to all experience levels and educational backgrounds. With its integration of longtime creative directors, Designity offers companies their very own US-based creative team that's needed to produce five-star quality work without recruiting, hiring, or managing. For more information, please visit Designity.com.

September 23, 2021 – Designity, pioneer of virtual creative automation, has seen exponential growth after its pandemic-proof model lands major client acquisitions like Oracle. Mass layoffs in the creative workspace due to the COVID-19 pandemic pushed companies into outsourcing creativity, expediting the rise of freelancing and remote agencies. The high demand for creative resources was especially relevant for Designity, whose unique model leads this movement in disrupting traditional design and marketing firms.

Designity offers companies remote US-based teams of emerging and professional creatives managed by a designated creative director, who serves as both a single point of contact and a five-star quality guarantor. This unique team structure is offered under flexible monthly plans, including perks like unlimited project requests and revisions. Each plan is customizable in accordance to project flow and volume, making the model easily scalable for companies of all sizes.

The unique model caught the eye of Amazon's Audible Investment Firm (NVP) in 2018, who offered a lending hand in startup capital. The major advancement expedited the company into being the first virtual collaborative design platform, trusted by companies like Oracle, FSC, Anaheim Ducks, Kung Fu Tea, and many others.

Designity's promise to deliver elite-grade services is just as important to their promise in providing opportunities for emerging talent. While the company follows a strict vetting process in recruiting its creative network, candidates are filtered through everything except a resume or cover letter. This approach was found to be more effective in building cross-functional teams with integrity and discovering talent that would've been disqualified by traditional job applications.

"After moving to the US and spending all of my life savings on a master's degree from one of the top design universities, I deeply understand the challenges experienced by creatives. And after finally getting hired post-graduation as a designer, I was also shocked to see how companies waste millions of dollars on design and marketing projects. I saw a big opportunity on both ends and decided to start Designity to solve this matter." – Shahrouz Varshabi, Founder and CEO

Democratizing design remains the priority, bringing together the nation's hidden creatives with companies of all shapes and sizes. Where once companies had to outsource their projects through agencies, in-house hiring, or risky freelance marketplaces, they can now build the custom teams they desire with their very own creative director to manage them.