



# Smahile Hub Brochure

We are Smahile Hub - a creative agency passionate about building businesses and developing brands using innovation, design, technology and strategy to build engaging websites, brands and digital products.





# We are Smahile Hub /smaih/

Smahile Hub was founded in 2013 by **Timothy Ajayi** our Creative Director, with a vision to empower passionate people to build the future. Smahile Hub has made its mark in Nigeria as well as recognized internationally for excellent work and its impact on people, small and large businesses.

We've intentionally maintained a small versatile team where our effort and commitment to each project is much larger. We believe that working closely with each other and in direct contact with our clients will lead to better understanding project needs, and delivering better results.

We have been working on a variety of projects and across different industries across disciplines, making our work an appropriate, versatile and functional response to the unique needs of our clients.

# Our Clients

We combine our technical and creative expertise with support to help companies explore the value of technology in growing their business. We are small enough to be simple and fast, but big enough to deliver your project scope at the pace you need.

**Trep Africa**

**Alalaye FM**

**Ondo State RadioVision**

**Awawa FM**

**Dric Interiors**

**Orange 94.5 FM**

**Buks Visuals**

**Connect Marketing**

**The H.O.P.E Project**

**Eros Kids Shop**

**EOS Film Academy**

**Oyertur**

# Our Expertise

We have been working on a variety of projects and across different industries across disciplines, making our work an appropriate, versatile and functional response to the unique needs of our clients. Our capabilities cover the following areas;

**Brand Identity**

**Product Strategy**

**User Experience Design**

**Iconography**

**Animation**

**Web Development**

**App Development**

**WordPress**

**Front end Development**

**Back end Development**

**E-commerce**

**Data & Analytics**

# Awards & Recognition

Smahile Hub has been featured by many industry tastemakers, awards and publications. But they're a good sign we're going in the right direction. Here are the most noteworthy ones;

**2020. MEA Business Awards – Most Innovative Web Design Service – Nigeria.**

**2021. African Excellence Awards 2021 – Best SME Digital Marketing Agency – Nigeria.**

**2021. African Excellence Awards 2021 – Excellence Award for Brand Identity Services – Nigeria.**

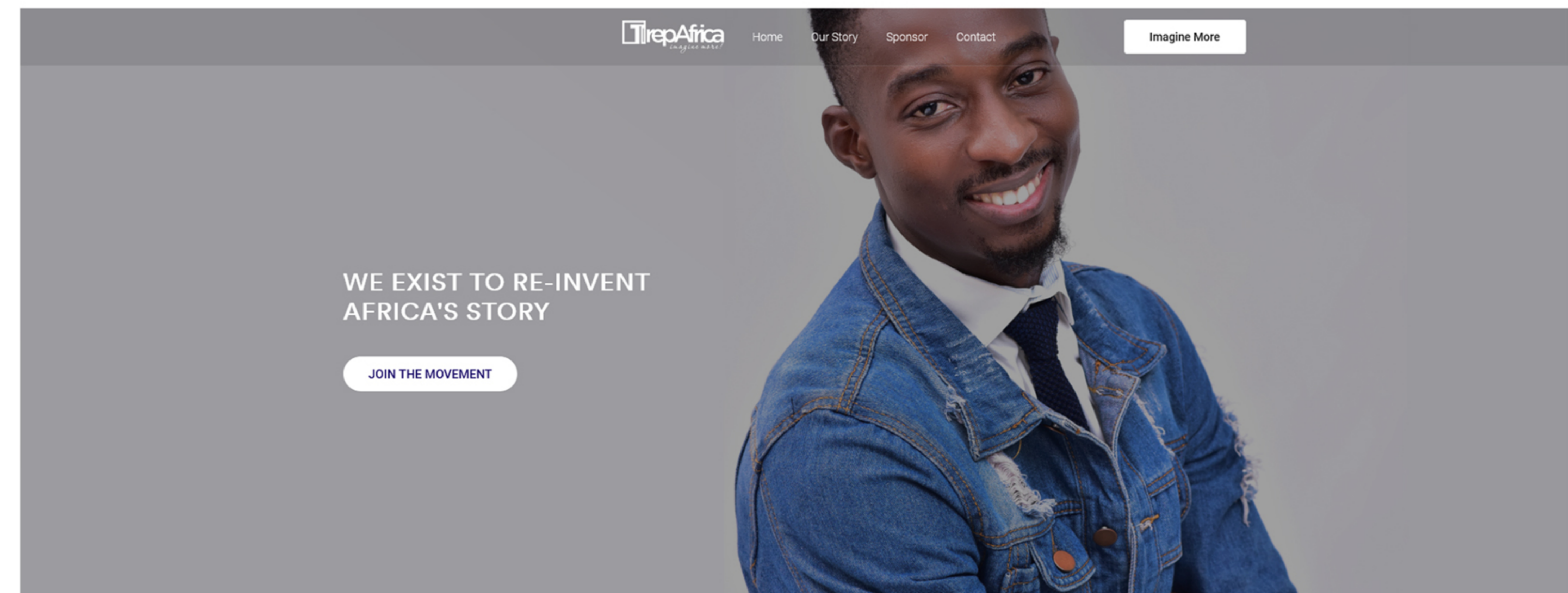
**2021. Top Placer for Information Technology – Go Global Awards**

# Case Study 1

## TrepAfrica

Since 2015 we've helped TrepAfrica a premier media experience connecting African Treps to more inspiration and imagination, lunch better digital Community and channels. These websites are built on flexible, secure and scalable content management systems and all the sites ensure brand consistency.

[trepAfrica.org](http://trepAfrica.org)



Every idea starts with a problem.  
Ours was simple:

Enterprise narrative in Africa is under-told. African entrepreneurs are blazing new trails. We are here to give them a face & a voice in reinventing Africa's story.

We're proud to have spotlighted some of the most innovative & thriving African entrepreneurs' stories.

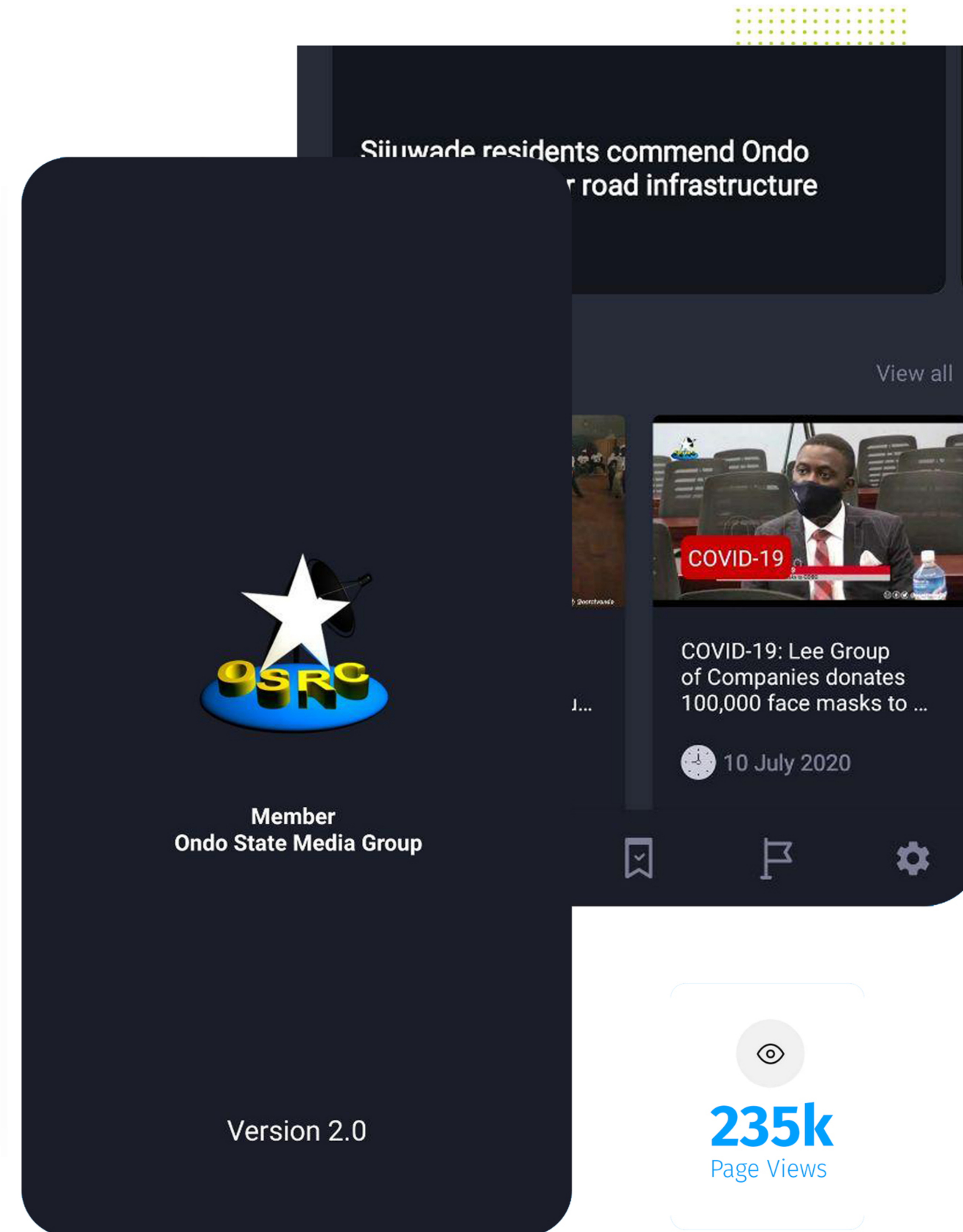
WATCH THEIR STORIES



# Case Study 2

## OSRC Mobile Application

Watch the news highlights, get updated on the happenings around on the go. A simple yet innovative and smooth mobile application developed for the Ondo State Radiovision Corporation.



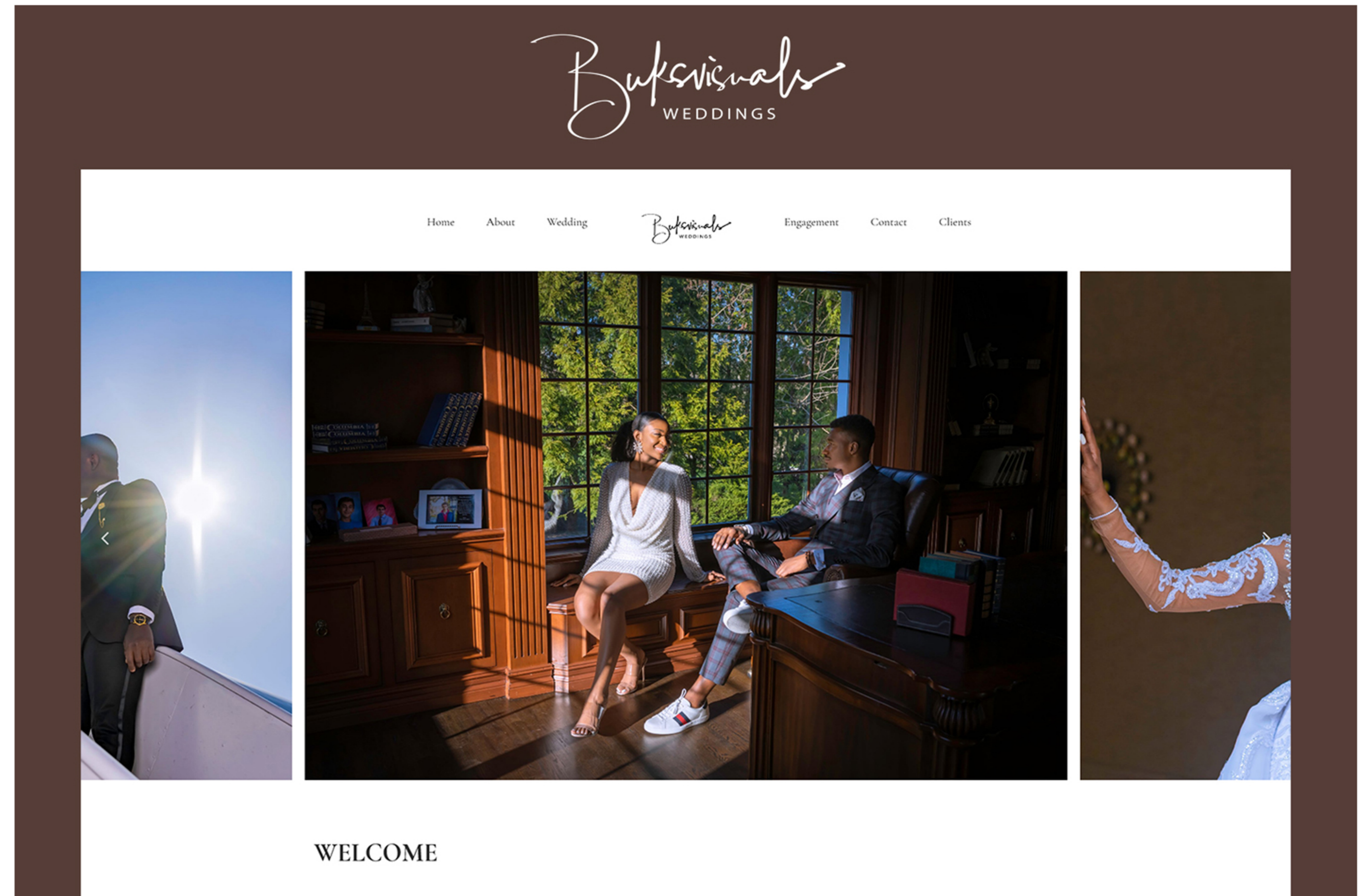


# Case Study 3

## Buks Visuals

We helped Buks Visual build and launch an elegant responsive website and picture storage platform that transforms the way their clients access their pictures and interact with the system.

[buksvisuals.com](http://buksvisuals.com)

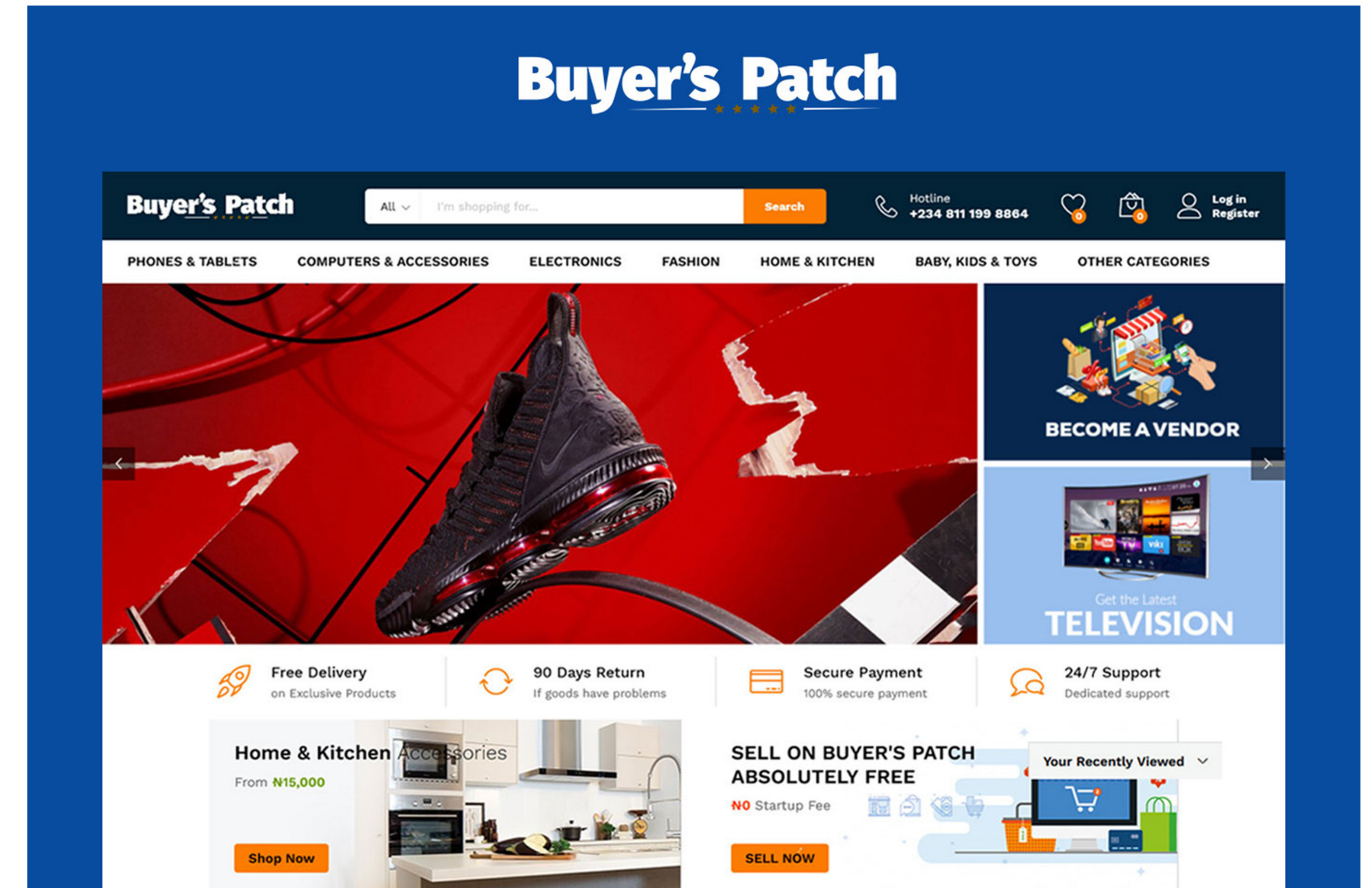


# Case Study 4

## Buyer's Patch

We developed and launched an E-commerce platform targeted at young people who are interested in going into buying and selling of goods. This platform Promotes SME's and provide the necessary tools to help them reach a larger audience

[bspatch.com](http://bspatch.com)



# Case Study 5

## The H.O.P.E Project

The H.O.P.E Project focus in on teenagers, providing them with the basic amenities needed for survival such as Shelter, Food, Health Aids and Education. We helped to develop the UI/UX and the website with projects and donation platforms where kind hearts can help support the mission.

[thehopeproject.ng](http://thehopeproject.ng)



# Case Study 6

## Connect Marketing

Connect Marketing Services was founded in 2007 with a sole purpose of increasing the life span and relevance of brands by helping them learn about their customers and create human-centered solutions that yield tangible results. We helped create a unique website which elegantly represents the core values of the organization.

[connectmarketingonline.com](http://connectmarketingonline.com)



# Methodology

We adopt a collaborative approach where a subset of our team of design and development experts are designated to build your website.

We build on our secure demo server and review with your project manager for feedback and quality assurance.

On final approval the web application is deployed on your server by our development team and documentation is shared after a training on content management.

# Quality Assurance

Activity	Approach
Brainstorming	We study the business requirements and brainstorm with the team to understand the project goals, target audience and industry benchmarks in order to ensure the best user experience for all stakeholders.
Design System	We design prototypes that align with the brand's design system influencing the user interface and experience across the site. This ensures consistency in buttons, icons, images and typography on desktops, tablets and mobile.
User acceptance tests	We conduct testing on every functionality and integration done across devices and browsers.
Staging environment	We build and implement feedback on our servers. After user acceptance tests, we migrate to the production envioment on your server

# Past Projects

TREPAFRICA.ORG

THEHOPEPROJECT.NG

EOSFILMACADEMY.COM

BSPATCH.COM

OSRC.NG

AJAYIEDU.COM

ORANGEFM.COM.NG

MATGASEVENTCENTRE.COM

BUKSVISUALS.COM

PHOZESTRATEGY.COM

EROSKIDS.COM

BBA.COM.NG

UNEIC.ORG

AMOTEKUNEKITI.ORG

ABBYSIAGROUP.COM

JUSTVINTAGE.COM.NG

DRICINTERIORS.COM

CONNECTMARKETINGONLINE.COM

TCTOPAZ.COM

OYETEUR.COM

BJFGLOBALCONCEPT.COM

NOFSID.COM

DRPHOZE.COM

PEMATOSE.COM.NG

# Key Personnel



**Timothy Ajayi**

CEO / Founder at Smahile Hub

Design Lead,

10+ years in branding, and web design



**Oluwaseun M. AKADIRI**

CMO / Brand Manager at Smahile Hub

Creative Lead

5+ years in Brand Management

Builds and developer brands at Smahile Hub



# Let's work together

We design, build and launch websites and products that are simple, beautiful and helps businesses grow.

[hello@smahile.com](mailto:hello@smahile.com) 08057888116