

Digital Agency

**Else**

OF THE CREATIVES  
BY THE CREATIVES  
FOR THE CREATIVES

**else.red**

2F, 60, Mullaebuk-ro  
Yeongdeungpo-gu, Seoul, Republic of Korea

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BY THE CREATIVES  
FOR THE CREATIVES

# ABOUT ELSE

DIFFERENCE

CREATIVE

DISTINCTIVE

## CEO TAEJONG JANG

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Dear potential partners. We are The Else Inc.

In today's world, the influence of web technology is undeniable, shaping new pathways across various sectors from fashion and distribution to education.

As we navigate this era of rapid digital change, businesses, both new and established, face the challenge of adaptation and evolution.

This journey demands a careful evaluation of business models, software applications, and investment in development.

At The Else Inc., established in 2020(transitoned to a LTD in 2023), we're here to lead the way through these transformations.

Our 'Trend Adaptive User Interface' technology is our commitment to continuous adaptation, aiming to enhance our services and final products for our clients.

We are not just another web agency.

We create a "Web of creatives, by the creatives, for the creatives."

We forge long-lasting partnerships, envisioning websites as digital canvases rather than mere homepages.

Our mission is to connect clients who value the art of online strategy and branding, understanding its paramount role in crafting a brand identity and achieving business success.

**2023**

The Else Inc. established.

- Awwwards - Honorable mention
- GDweb - Winner prize award

**2022**

Else rebranding (originally Blocksystems)

**2020**

Established Blocksystems - CEO

**2019**

Established Kenko - CEO

**2018**

Yongsan Zip - CTO

**2016**

Gangnam Mom - CTO

**2010**

Social Play - CTO  
[Acquired by Daum(currently Kakao, S. Korean Conglomerate)]

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# ELSE VISION

Your Creative partner in redefining the online experience  
with artistry and innovation



## Tech

We are committed to staying at the forefront of technological advancement, proactively integrating the latest technologies to produce codes, ensuring peak efficiency and innovation in every project.

At the same time, we prioritize stability and well-supported solutions to ensure effective problem-solving.

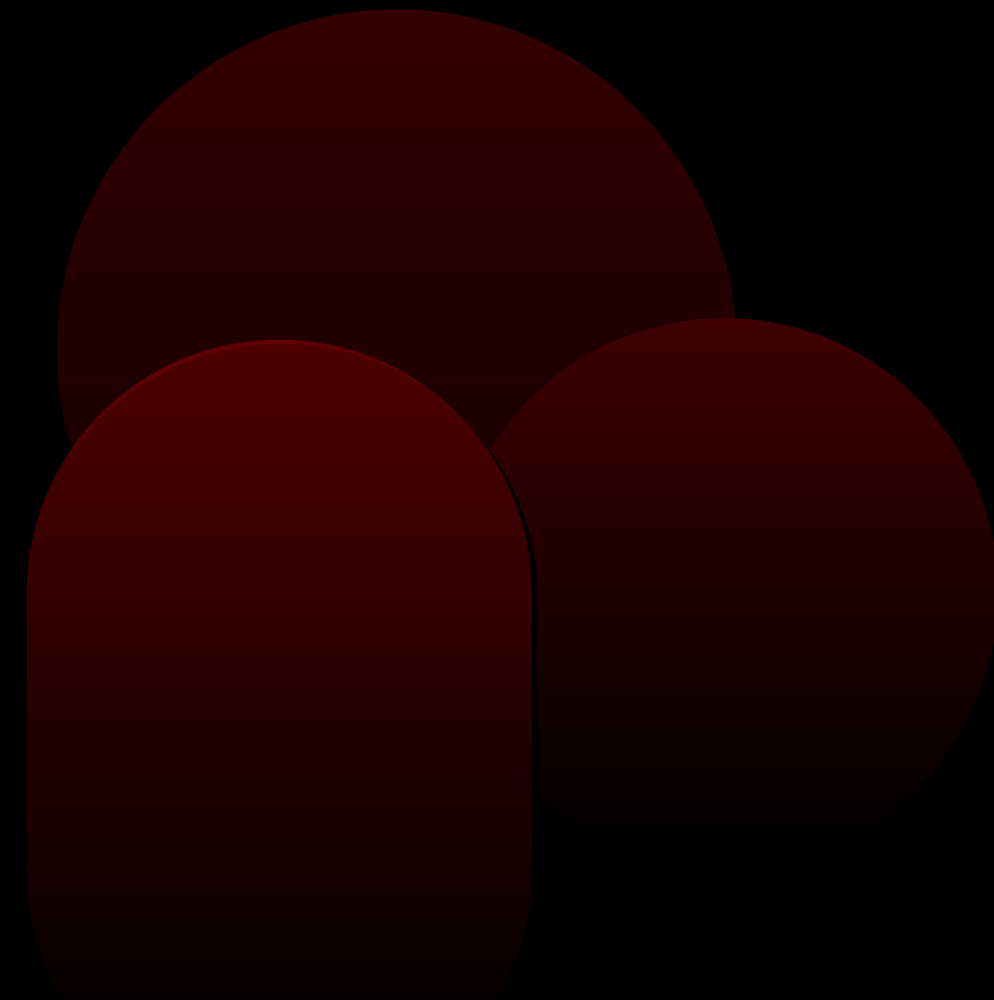
## Design

Our approach to Design and User Experience (UX) goes deeper than the surface-level aesthetics. We believe UX is about crafting interfaces that facilitate users in achieving their goals, not just providing a convenient service.

Taking an e-commerce platform as an example: optimizing for revenue might mean integrating marketing tools and running A/B tests, which isn't always synonymous with user convenience.

When it comes to design, we extend our focus beyond the conventional realms of UI/UX to truly understand and capture the emotional essence of the service. The tone and manner are vital in our designs, ensuring a perfect alignment with the service's identity, even if it means making adjustments away from our or our clients' initial preferences.

Every project we undertake is a commitment to delivering designs that are visually appealing, yet strategically poised to enhance the user experience, keeping in line with our pledge for innovation and efficiency."



## Database

We place a significant emphasis on meticulously optimizing the database integral to our services.

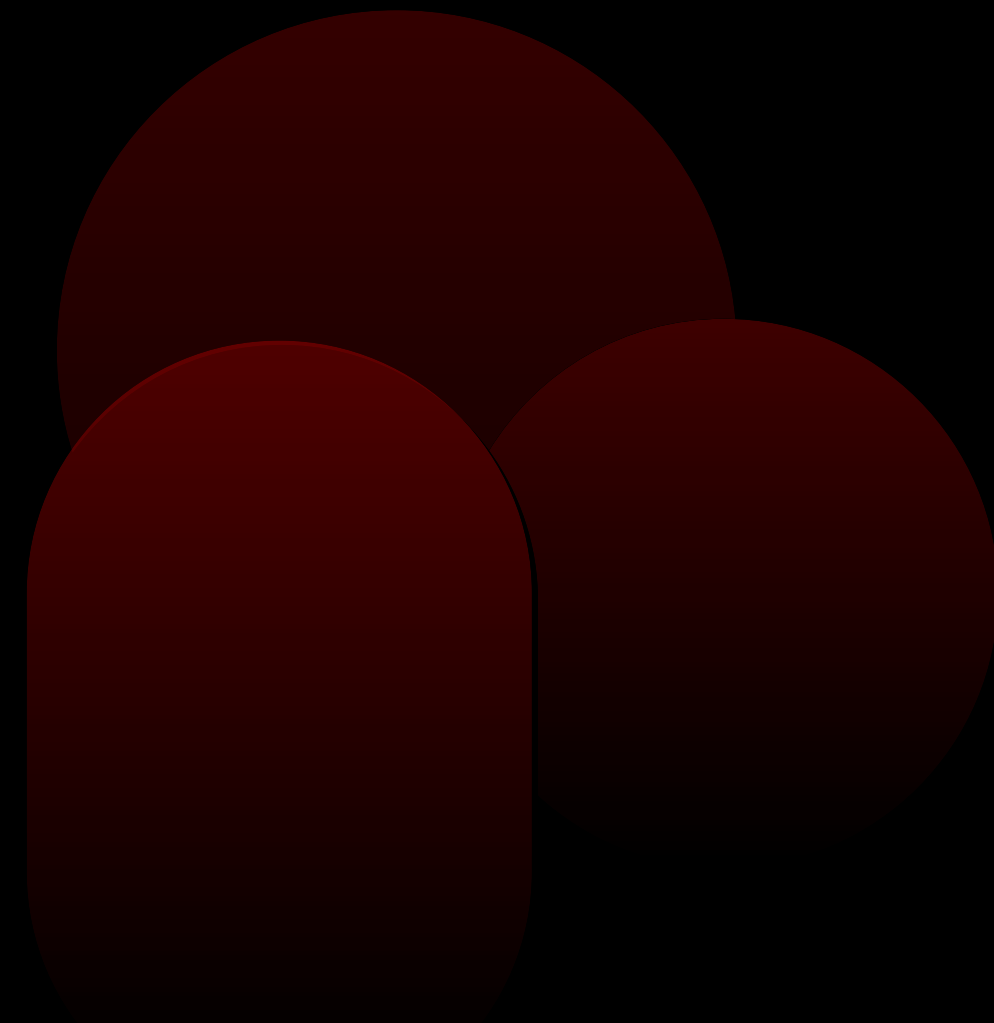
The critical nature of database tuning is often overlooked by developers, swayed by advancements in client-side and server technologies. However, referring to a wrongful database, no matter how minute they seem, can lead to noticeable performance issues, hindering the service's overall functionality and impeding future advancements.

## Marketing

SEO is foundational to our approach, transcending marketing to intertwine with web development. Our proficiency in optimizing meta-structures, site architecture, and loading speeds ensures optimal visibility and a strong digital footprint.

In complement, we integrate various marketing tools like user and page analysis, Google analytics, Facebook pixel, and our unique funnel tracking tool, to enhance service operations. We're adept at crafting promotional pages and campaign events, though performance marketing falls outside our scope of work.

Nevertheless, we guide our clients with insights to maximize their tailored services. While marketing metrics come from external agencies and interpretations can vary, our funnel tracking tool provides direct access to genuine service data for precision and clarity.



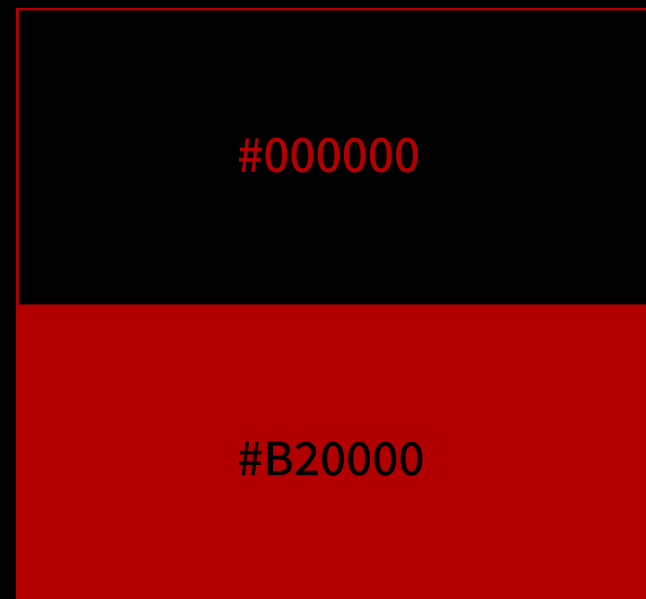
**ELSE CI**



Of the Creatives, By the Creatives, For the Creatives

“Else” encapsulates our belief in exploring the uncharted, pushing boundaries to uncover innovative and artistic avenues for our clients.

# FONT



The vibrant red and bold black draw inspiration from our Muses, a curated group of artists who inspire and motivate our team.

## Busan Font Provisional

Else

“Busan Font Provisional”

Chosen for their distinct character, these fonts embody the essence and unique identity of The Else Inc.

**ELSE CI**

# SERVICES

01

## DEVELOPMENT

SEO  
WEBSITE  
SHOPPING MALL  
EVENT/PROMOTION PAGE  
MOBILE APP  
CMS (CONTENT MANAGEMENT SYSTEM)  
ERP

02

## DESIGN

MOTION  
3D  
POSTER  
LOGO  
WEB/APP  
UI/UX  
ILLUSTRATION  
GUI

03

## PRODUCT PLANNING

WEB SERVICE  
MOBILE APP SERVICE  
UX

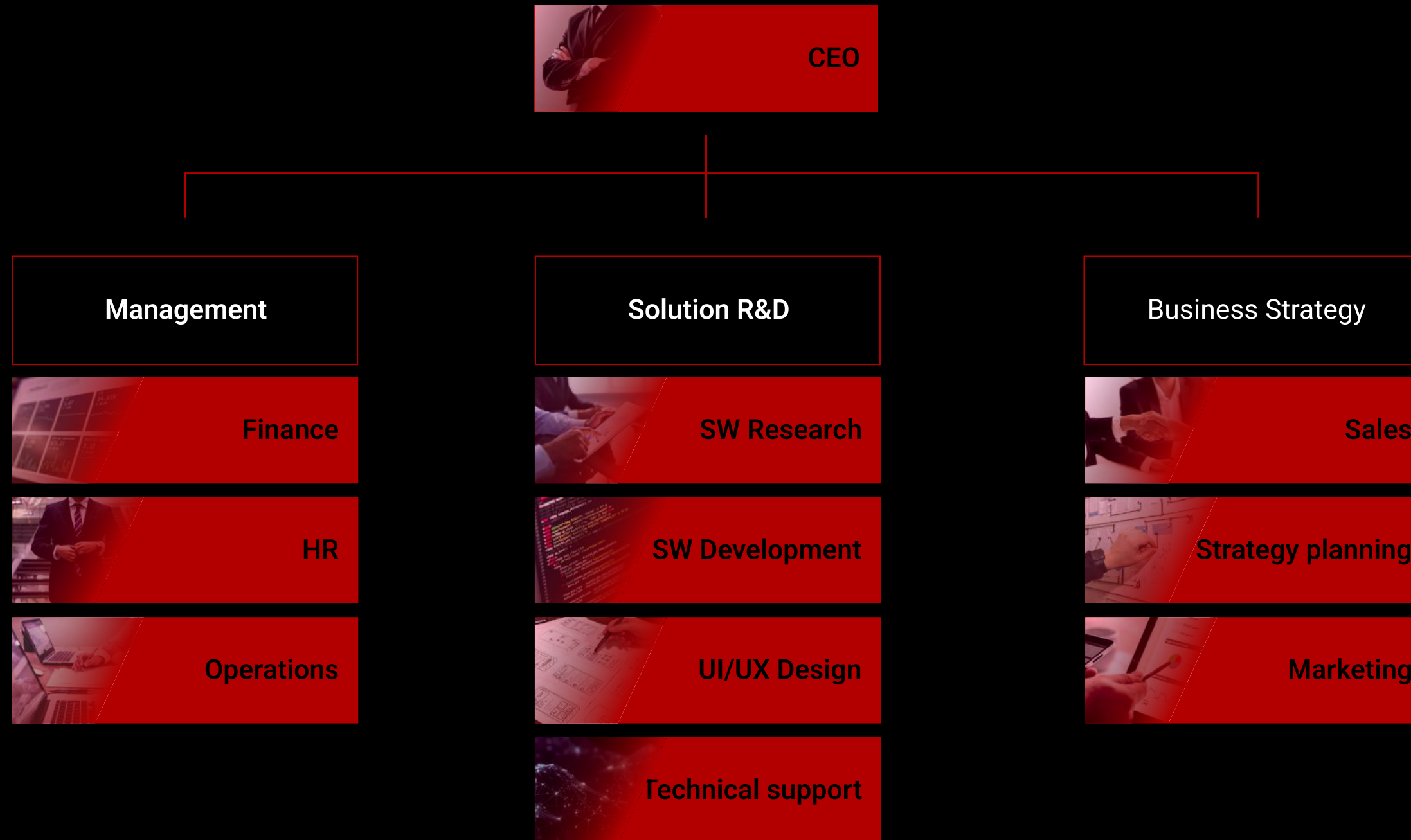
04

## BRANDING

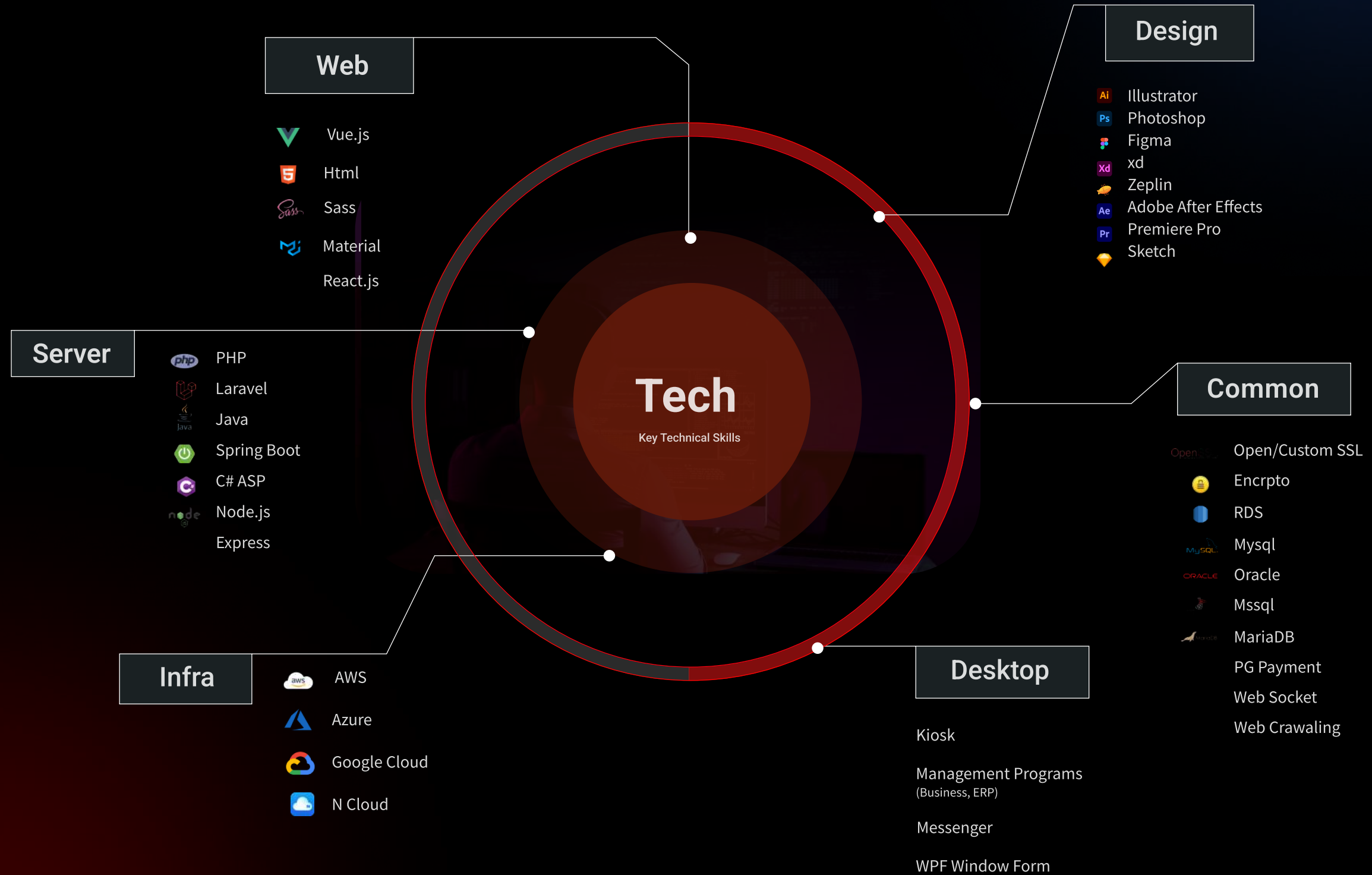
BRAND EVALUATION  
BRAND STRATEGY  
ONLINE BRANDING

## ORGANIZATION CHART

Our team consists of members with a diverse range of experience and skillsets.



# TECH STACK

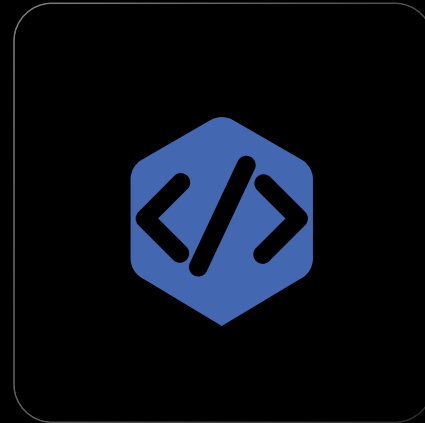


# MARKETING TOOLS & SERVICES

Marketing tools & services



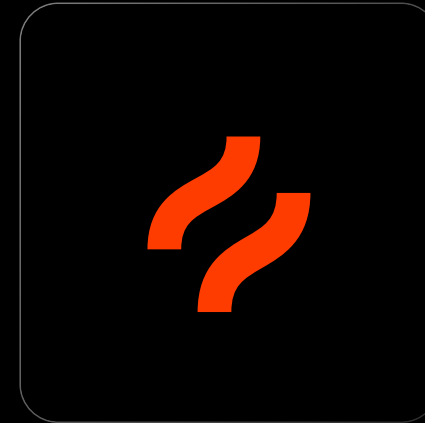
GA



Facebook Pixel



TikTok Pixel



Hotjar



Google Search Console



Google Optimize



SEO  
(Search Engine Optimization)



Funnel Tracking



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# DEPLOYMENT PROCESS

# DEPLOYMENT PROCESS



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# MAIN PORTFOLIO

## Visual Track



# VISUAL TRACK - Video production studio Homepage

A website renewal project for 'Visual Track', a video production studio. We implemented the characteristics of a video production studio by designing TV sets and remote controls as 3D objects and UI elements on the website. We also applied customized animations that allow users to interact with these elements, to create a more engaging website.

\* **Awwwards - Honorable mention prize**

\* **GD Web - Winner prize**

Homepage	<a href="https://visualtrack.io">https://visualtrack.io</a>
Infrastructure	AWS - EC2/CloudFront/S3
DB	-
Web application	Vue.js(cli 3), Babel, Webpack
Design	Figma, Xd, Photoshop, Illustrator, 3D Blender,
API Server	-



JEFF



## JEFF - NFT Metaverse game homepage

A landing page for the NFT metaverse game "Jeff". It is a one-page website with scroll animations applied throughout the entire page, utilizing flashy animations and elements allowing users to indirectly experience the game.

\* GD Web - Winner prize

Homepage	<a href="https://jeff.else.red">https://jeff.else.red</a>
Infrastructure	AWS - EC2/CloudFront/S3
DB	-
Web application	Vue.js(cli 3), Babel, Webpack
Design	Figma, Xd, Photoshop, Illustrator
API Server	-





## HS V FRONTIERS



# Bluepoint x Hansol Group accelerator program (4th batch)

A renewal of the website for the 4th batch of the accelerator program run by Bluepoint and the Hansol Group.

The website has functions such as program registration, application review, mentoring session schedule management, which can be managed through the consolidated bluepoint admin page.

**Homepage** <https://hs-vfrontiers.com/>

**Infrastructure** AWS - EC2/CloudFront/S3

**DB** AWS RDS - Mysql(8.0)

**Web application** Vue.js(cli 3), Babel, Webpack

**Design** Figma, Xd, Photoshop, Illustrator, 3D Blender, After Effect

**API Server** PHP Laravel 8.0 API, Crontab, Queue Server, AWS SQS



Quantum venture

Quantum  
VENTURES KOREA

# Quantum Ventures - Investment analysis tool

An investment analysis system tool for Quantum Ventures Korea. The system provides an analysis of investment information by period, investment data CRUD(create, read, updated, delete function), filter function(per industry, investor, investment stage), and a visualization of the investment data.

**Homepage** <https://quantumdataengine.com/>

**Infrastructure** AWS - EC2/CloudFront/S3

**DB** AWS RDS - Mysql(8.0)

**Web application** Vue.js(cli 3), Babel, Webpack

**Design** Figma, Xd, Photoshop, Illustrator

**API Server** PHP Laravel 8.0 API, Queue Server



## METARISING



# Metarising - NFT metaverse game homepage

A landing page for the NFT C2E metaverse game 'Metarising'. Users can actually reduce carbon emissions in real life through carrying out activities within the game. Such characteristics of the game has been implemented into the landing page through the use of various animations.

Homepage	<a href="https://metarising.io/">https://metarising.io/</a>
Infrastructure	AWS - EC2/CloudFront/S3
DB	-
Web application	Vue.js(cli 3), Babel, Webpack
Design	Figma, Xd, Photoshop, Illustrator
API Server	Serverless





LG CNS



# LG CNS - Confidential project



## Kross Games League

KGL

# FANTASY CRICKET game (KGL Platform)

App development for the Fantasy Cricket game on the KGL (Kross Games League) platform. The game is available in India only. The app has features such as cricket match filtering (participants, entry fee, etc.), create your team feature, live score features, etc.

**Infrastructure** AWS - EC2/CloudFront/S3

**DB** AWS RDS - Mysql(8.0)

**Web application** Vue.js

**Design** Figma, Xd, Photoshop, Illustrator

**API Server** PHP Laravel 8.0 API, Crontab, Queue Server, Scheduler



Seoul City Government



## Seoul light media art festival homepage

A website for the light festival and media art exhibition platform sponsored by the Seoul Metropolitan Government.

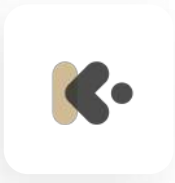
The key image of the festival was implemented in designing the main banner within the main page.

Users can view various art and media contents of the festival and the exhibition through the website.

Homepage	<a href="https://www.seoullight.kr/">https://www.seoullight.kr/</a>
Infrastructure	AWS - EC2/CloudFront/S3
DB	AWS RDS - Mysql(8.0)
Web application	Vue.js
Design	Figma, Xd, Photoshop, Illustrator
API Server	PHP Laravel 8.0 API



K사업



# Dongdaemun apparel sourcing platform & ERP system

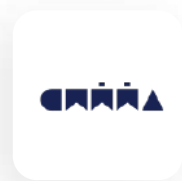
An integrated solution for Dongdaemun sourcing business and shopping malls. It has features such as an integrated excel management system, product sourcing management, tax management, and a delivery application for sourcing teams. Users can also view and manage sales data through the ERP system.



- Homepage** <https://buyer.ksaib.com/>
- Infrastructure** AWS - EC2, Route53, API Gateway, CloudFront
- DB** RDS - Mysql(8.0)
- Web application** Serverless, Vue.js
- Design** Axure, Figma, Xd, Photoshop, Illustrator
- API Server** PHP, Lumen, SQS, Queue, Memcache, Scheduler ,Redis, Web Socket Server, Docker



Bluepoint x Korean SMEs organization



## Daejeon Youth Start-up school Homepage

A website for the Daejeon Youth Entrepreneurship Academy run by the Korean SMEs organization and Bluepoint partners. The service provides comprehensive information and program support services.

The page has features such as mentoring reservation system, mentoring session schedule management, as well as a community board which facilitates communication between Program managers, mentors, and the participants of the program.

**Homepage** <https://startupschool.blue/>

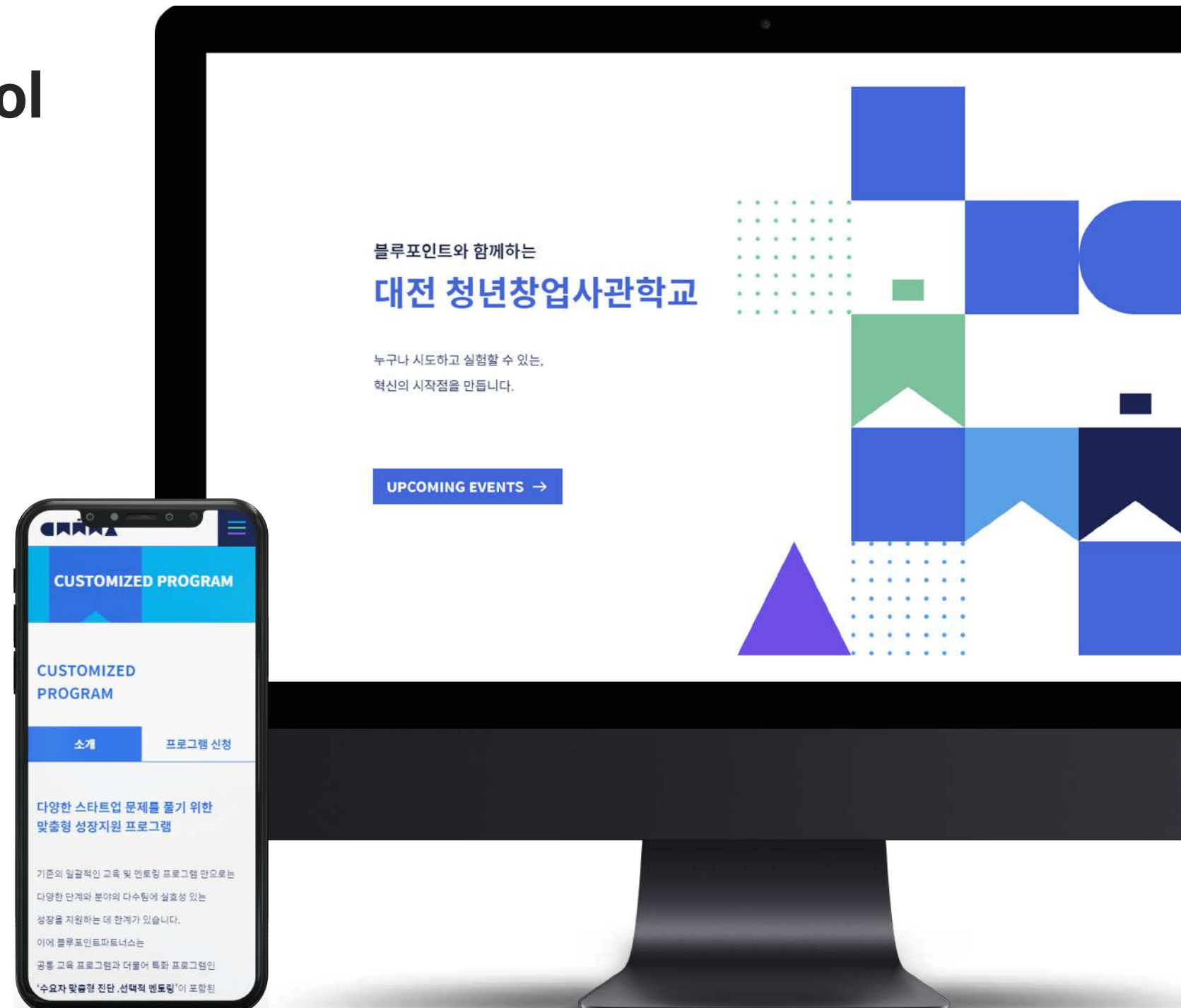
**Infrastructure** AWS - EC2

**DB** AWS RDS - Mysql(8.0)

**Web application** Vue.js(cli 3), Babel, Webpack

**Design** Figma, Xd, Photoshop, Illustrator

**API Server** PHP Laravel 8.0 API, Crontab, Queue Server, AWS SQS



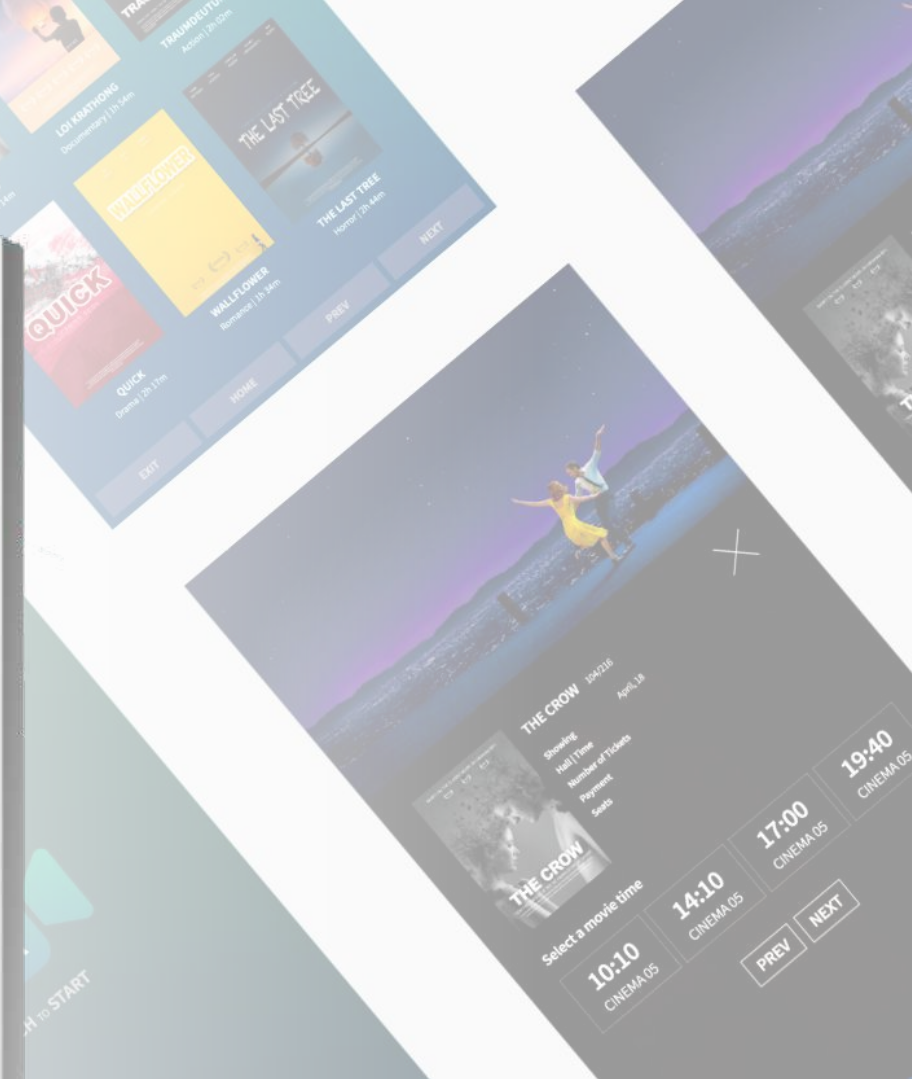
## LG Display Kiosk



# Reservation Kiosk solution

Reservation Kiosk with features such as handwriting recognition, restaurant/ Cinema reservation function, arrival destination guide function, user purchase information functions, etc.

<b>Infrastructure</b>	AWS - EC2
<b>DB</b>	AWS RDS - Mysql(8.0)
<b>Web application</b>	Vue.js(cli 3), Babel, Webpack
<b>Design</b>	Figma, Xd, Photoshop, Illustrator
<b>API Server</b>	PHP Laravel 8.0 API, Crontab, Queue Server, AWS SQS



Somee

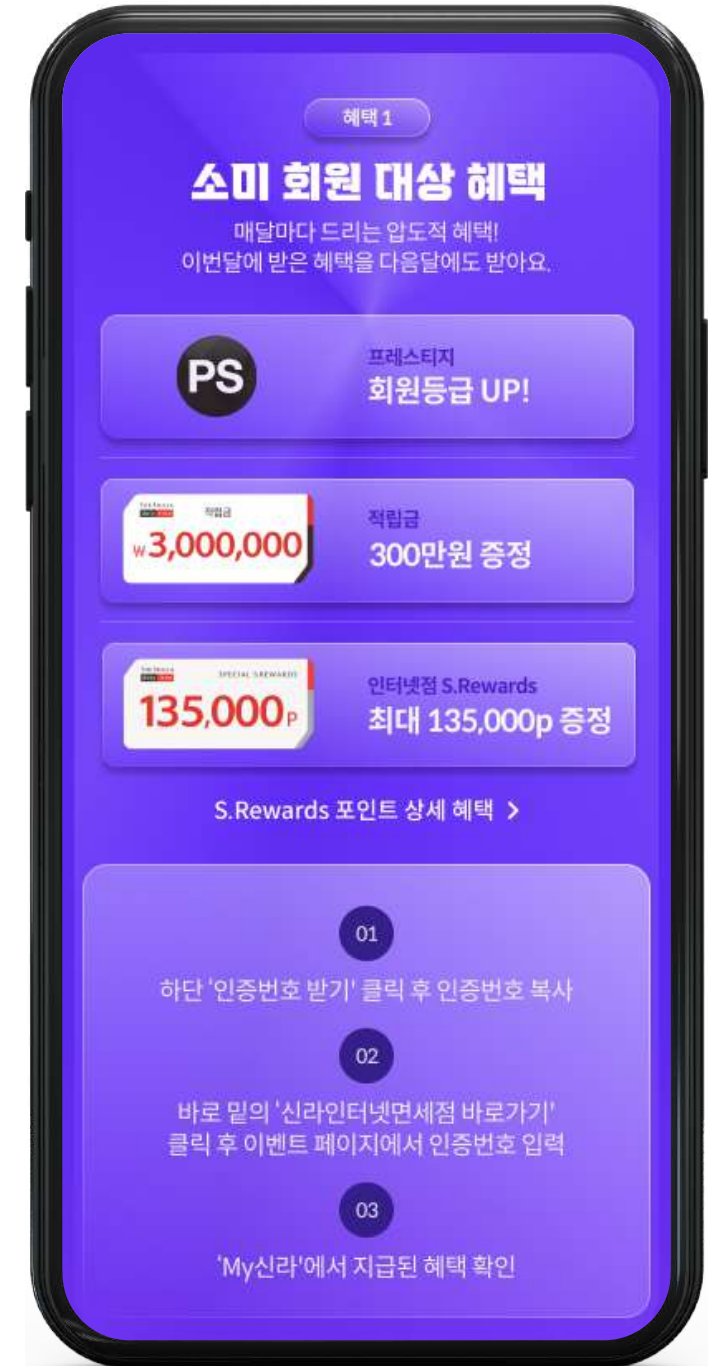
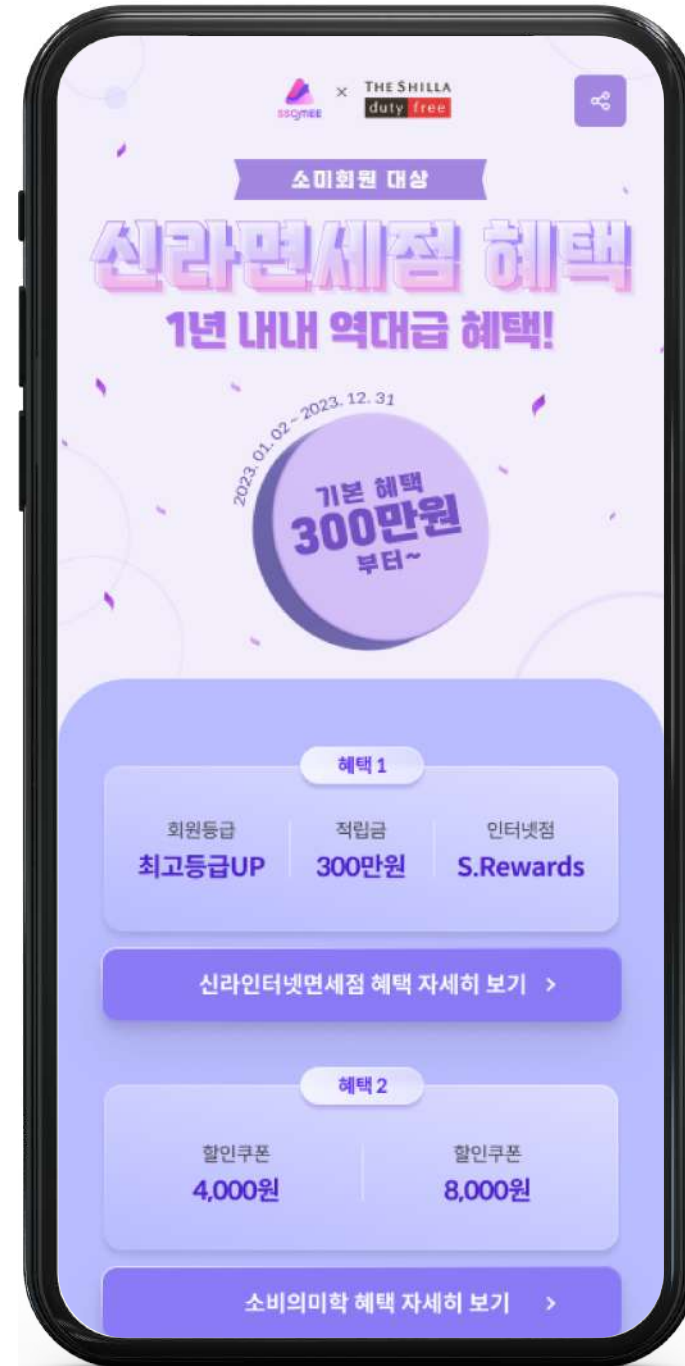


# Shilla Duty Free x Somi - Event page design

An event page design for a collaboration promotion/ event between Somi and Shinsegae Duty Free. Somi is a service which allows millennials to purchase items through installments without a credit card.

Design

Figma, Xd, Photoshop, Illustrator





## HS V FRONTIERS

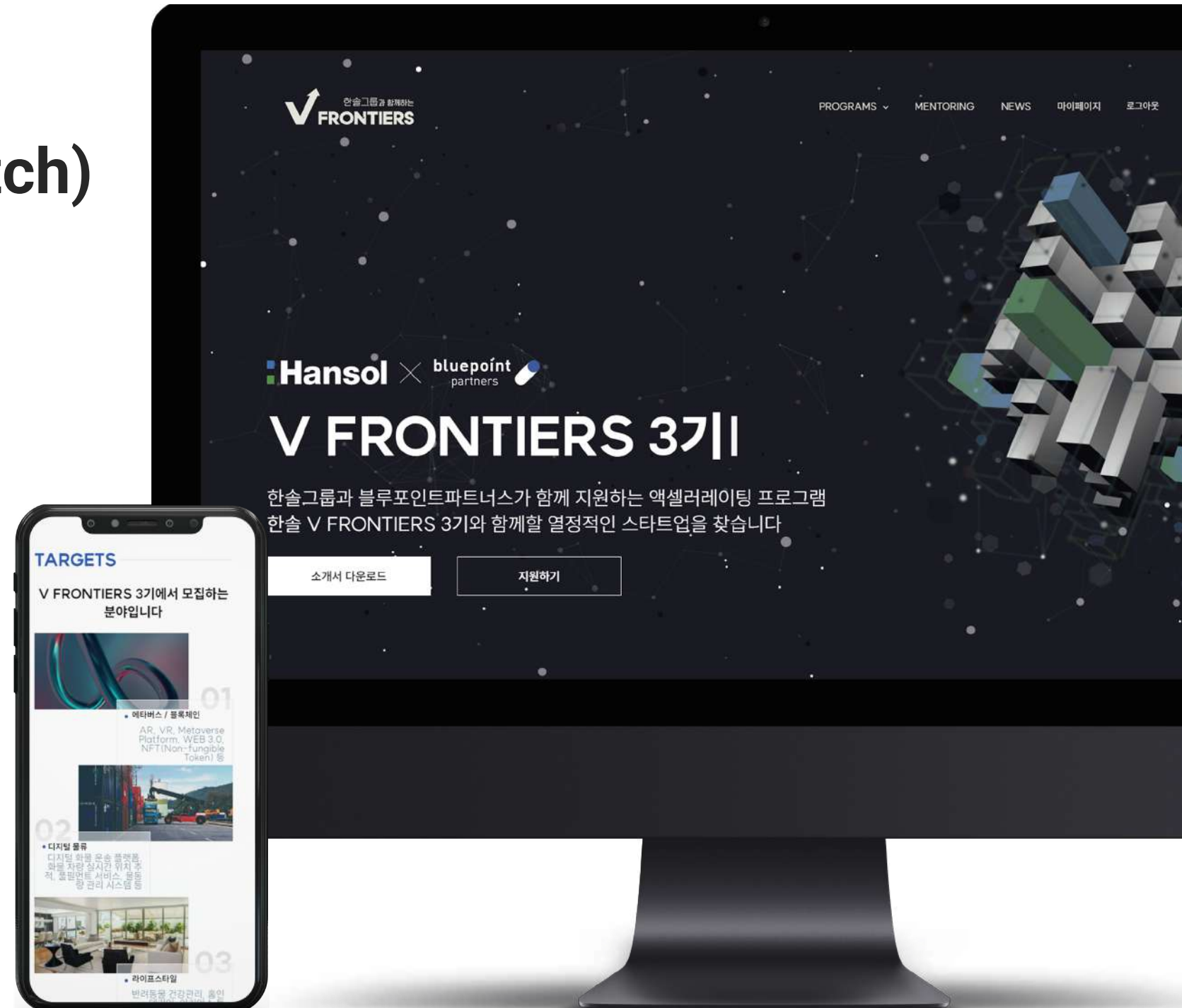


# Bluepoint x Hansol Group accelerator program (3rd batch)

A website renewal for the 3rd batch of the accelerator program run by Bluepoint and the Hansol Group.

The website has functions such as program registration, application review, mentoring session schedule management, which can be managed through the consolidated bluepoint admin page.

<b>Infrastructure</b>	AWS - EC2/CloudFront/S3
<b>DB</b>	AWS RDS - Mysql(8.0)
<b>Web application</b>	Vue.js(cli 3), Babel, Webpack
<b>Design</b>	Figma, Xd, Photoshop, Illustrator
<b>API Server</b>	PHP Laravel 8.0 API, Crontab, Queue Server, AWS SQS



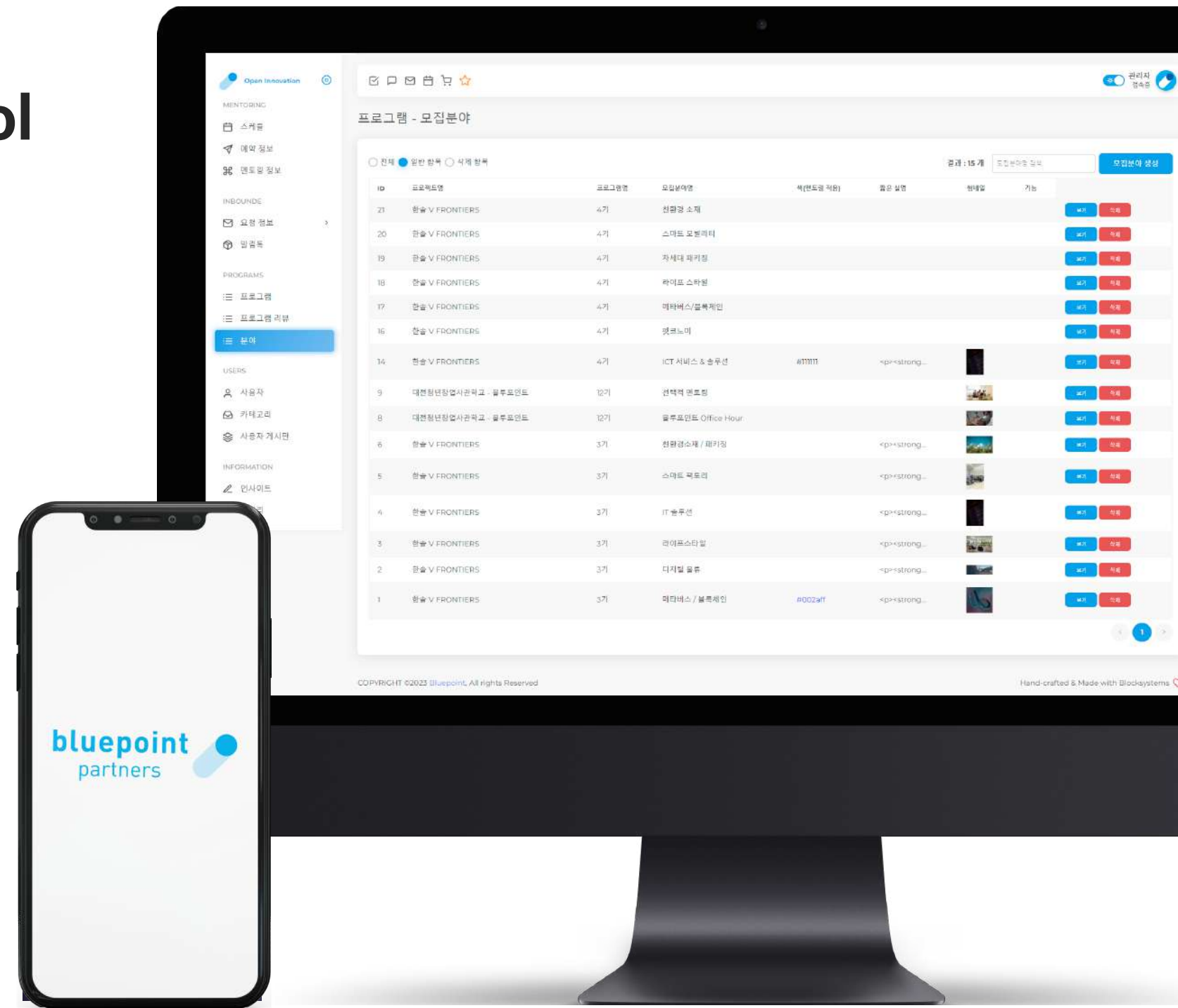


## Bluepoint Partners



# Bluepoint Integrated CMS tool

An integrated CMS tool for managing Bluepoint's start-up programs. It has features such as a user management, mentoring session system, program management, noticeboard and notification management.



- Homepage**      Bluepoint's internal service
- Infrastructure**      AWS - EC2
- DB**      AWS RDS - Mysql(8.0)
- Web application**      Vue.js(cli 3), Babel, Webpack
- Design**      Figma, Xd, Photoshop, Illustrator
- API Server**      PHP Laravel 8.0 API, Crontab, Queue Server, AWS SQS