

PDMS launches Digital Design



PDMS has established a brand new digital design service along with a dedicated specialist design team.

“Our business is growing and part of that is a significant increase in demand for excellent digital design,” says Chris Gledhill, managing director of PDMS. “So much so, that we have established a specialist team to focus directly on this aspect.”

PDMS's continued success lies in the diversity and experience of its team which has considerable depth of technical and design knowledge combined with a high degree of business and marketing awareness, gained from many years experience of working with a wide range of organisations. This breadth of experience also covers the spectrum of industry sectors, technologies and platforms.

Heading up new design team is Jim Rawson, who said: “At PDMS we had been providing digital design services to add value to the software services we provide to a range of clients, but we were soon being called upon more often for design-led projects. Soon we realised that demand is so strong that launching digital design services as a separate business just made good sense.

For PDMS, digital design is much more than just getting a website up and running. The service is at the cutting edge of web technology and is underpinned by the Island's largest team of software experts and a deep understanding of what makes the web work for organisations and individuals alike.

The design team offers website design and build services, SharePoint branding (e.g. rebranding of company intranets), and social media web development. All digital design projects are based on internationally recognized standards – and are surprisingly affordable.

In addition, the team is very familiar with current trends and conventions in web design, especially when it comes to different ‘categories’ or ‘sectors’ of web applications - from a visual/creative and also a technical perspective.

Jim Rawson said: "The way we would approach an online shopping site is different to the way we would consider a gaming site, and every project has certain design constraints or conventions that users anticipate. Social media /networking sites are a relatively new category in this scheme and PDMS digital design is familiar with the collaborative and sharing possibilities that Web 2.0 offers."

