

Turning complex SaaS platforms, technical products, and AI-enabled solutions into clear, engaging, brand-consistent communications.

Company overview

Del Co Design Lab helps SaaS, technology, and AI-driven organizations communicate complex products and enterprise solutions clearly. As an extension of corporate marketing and creative teams, we provide senior-level creative direction and high-volume production across digital, print, presentation, and event channels. Our experience includes product launches, sales enablement, thought leadership, technical visualization, and campaign asset development.

Why Del Co Design Lab

Technology fluency: Translating software workflows, product features, and data concepts into accessible visual communications.

Production agility: Supporting fast-paced marketing cycles, product updates, and launch deadlines.

Enterprise consistency: Delivering multichannel assets aligned with established brand standards and stakeholder reviews.

Company information

Legal business name:

D'Eliseo & Company, LLC
dba Del Co Design Lab

Location: Carlsbad, California

SAM.gov UEI: HFGVAP9C4YQ9

Primary NAICS code:

541430 – Graphic Design Services

Website: www.delco.design

Primary contacts

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Services for technology & AI communications

Product, platform & AI launches: Sales decks, product pitch kits, white papers, iconography, and feature sheets.

Content marketing: Ebooks, industry reports, case studies, newsletters, and presentation templates.

Technical visualization: Diagrams and infographics for software workflows, platform architecture, data pipelines, and AI-enabled processes.

Event & user conference graphics: Keynote assets, booth signage, digital banners, and environmental graphics.

Relevant technology experience

Oracle: Created B2B campaign assets for ERP, EPM, and SCM teams, including presentations, newsletters, and social media materials during a global brand transition.

Cognizant & Brillio: Designed thought-leadership reports, transformation frameworks, data-strategy white papers, and engineering marketing assets.

AppDirect, Duetto & Quartzly: Produced platform feature sheets and collateral for cloud marketplaces, revenue-management software, and life sciences technology.

FICO: Delivered data-focused product documentation, feature sheets, and analytics visuals through a multiyear design partnership.

C&R Software: Developed software marketing materials and decision-engine diagrams for enterprise credit risk platforms.

Explore selected work: delco.design/portfolio

