

CUSTOMER SPOTLIGHT

# Fresh Thinking, Tight Timelines.

How Snack Runs a Lean Creative Studio  
with FunctionFox.





**25+**

Years in Business

**8**

Team Members

**20+**

Years with FunctionFox

## The Studio That Says Yes

Ask Samantha Murray what makes Snack different from other creative agencies and she doesn't reach for an elevator pitch. She tells you a story.

Today, Snack tackles everything from corporate identities to environmental installations to experiential brand moments — all with a small, nimble team that thrives on the challenge of saying yes.

But creative resourcefulness only goes so far when the back-office work isn't keeping up. **Time was being lost. Billing was inefficient. And the paper timesheets were getting out of hand.**

**FunctionFox changed that.**

## Snack

Snack is a Toronto-based boutique creative agency with over 25 years in the industry. Their small, nimble team delivers everything from branding and identity to environmental installations and experiential design serving clients in pharmaceutical, finance, private education, transportation, non-profits, and more.

### • THE AGENCY

**Studio Type:** Boutique creative agency

**Location:** Toronto, Ontario

**Services:** Branding and identity, print, infographics, environmental installations, digital, internal communications

**Clients:** Pharmaceutical, finance, private education, transportation, non-profits and more

**FunctionFox Use:** Time tracking, job management, billing reference, project prioritization

*A client approached us on a Tuesday with a request that had to be designed, built and shipped from Toronto to Vancouver Island by Monday. To celebrate a milestone, they wanted an oversized birthday cake prop for a trade show, built with a lock mechanism. Attendees would get a key, and the winning key would light up the candles on it. Dave built this thing from scratch using plywood, stucco for the icing, and whatever spare parts he had on hand! It was one of the most random, high-pressure requests we've ever received, but we found a way to make it happen.*

— Samantha Murray, Art Director, Snack



*Before, I had to hand-write my hours and descriptions of completed tasks. On busy days, the process became overwhelming; I'd hand a stack of sheets to our accountant and ask for her help to add it all up. It was a lot of work.*

— Samantha Murray, Art Director, Snack

## THE CHALLENGE

# Managing Creative Complexity Without the Chaos

### ● The Paper Timesheet Problem

Before FunctionFox, Snack's time tracking was entirely manual. Samantha and her team would write their hours by hand throughout the day or try to reconstruct them from memory at the end of the workday and hand stacks of paper to their accountant to tally up.

For a studio billing some clients hourly and others by the job, the stakes were high. Without accurate records, it was nearly impossible to know if a project was on track financially, whether scope had expanded beyond the original brief, or whether the team's estimate for the next job was built on solid ground.

### ● Scope Creep Without a Safety Net

Creative projects rarely end exactly where they begin. Revisions multiply. Clients request one small change.

A job that seemed simple on Monday has six new components by Friday. The key pain points were clear:

**BILLING** was inefficient.

**TIME TRACKING** was unreliable.

**SCOPE CREEP** was going unbilled.

Without a reliable system to log what was actually worked on, **invisible labour was going unseen and often unpaid.**

*"Sometimes there are so many little random things thrown at you that weren't included in the original brief. FunctionFox helps us track what we were specifically working on, and we use it as a reference for our invoicing notes."*

— Samantha Murray, Art Director, Snack

## The Core Challenges

### 1 Handwritten timesheets

Hours reconstructed from memory, manually tallied by an accountant — slow and error-prone.

### 2 No financial visibility

Impossible to know if a project was on track, or over budget, without a reliable log.



*I must have learned about it on a postcard from a swag bag, maybe from RGD or a design conference. I just thought: how much easier would it be to do this online? Writing it by hand was getting crazy. So I thought, let's give it a try.*

— Samantha Murray, Art Director, Snack

### 3 Invisible Scope Creep

Extra tasks slipped into the workflow unbilled, eroding profitability on every project.

### 4 Estimating on Guesswork

Without historical records, pricing new work relied on intuition rather than data.

## WHY FUNCTIONFOX

# Simple Tools, Serious Results

## ● The Discovery

Snack has been using FunctionFox for over two decades. Long enough that Samantha can no longer remember exactly where she first heard about it. What she does remember is the moment she decided to try it.

The decision was straightforward. FunctionFox wasn't a complex, enterprise-grade platform requiring weeks of onboarding. It was intuitive, right-sized for a boutique studio, and designed to solve the exact problem Snack was experiencing.

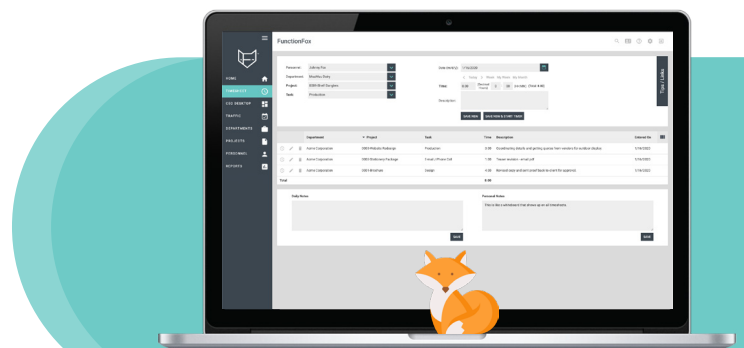
## ● Time Tracking That Actually Gets Done

At its core, **FunctionFox serves as Snack's time tracking backbone.** Every team member logs hours against specific jobs throughout the day or catches up from wherever they are in the evening.

**The platform's calendar view makes gaps easy to spot.** FunctionFox even sends automated reminders when timesheets haven't been updated keeping the whole team accountable without extra management overhead.

## ● Customizable Prioritization

Samantha has also used FunctionFox's **customization features to build a team-facing priority system.** By creating a custom dropdown to tag jobs by urgency — Hot, Ongoing, or Coming Down the Pipe — the most time-sensitive work surfaces on the home screen every morning, **giving the whole team a clearer picture of what needs to happen first.**





*It's great to have a list of priorities that the whole team can access and update in real time. Being able to see the day's most pressing items at a glance helps us stay organized and on track.*

— Samantha Murray, Art Director, Snack

## FUNCTIONFOX IN ACTION

# How Snack Runs the Studio Day-to-Day

FunctionFox is woven into the rhythm of Snack's daily operations, not as a burden to maintain, but as the quiet system that keeps creative work from falling through the cracks.

### ● From Brief to Invoice

Every new job gets set up in FunctionFox, giving each team member a shared reference point. Hours are logged against specific tasks throughout the day, building a detailed record that feeds directly into billing notes at invoice time.

For a studio that bills some clients hourly and others by the job, FunctionFox's flexible setup accommodates both models without friction.

*"If I'm in a time crunch, I can quickly enter start and finish times, then fill in the job details later. It's super handy; you can have that tab open in your browser and come back to it whenever you get a moment."*

— Samantha Murray, Art Director, Snack

### ● A Reference for Smarter Estimating

One of FunctionFox's most valuable features for Snack has been its role as a **historical record for estimating**.

For a boutique studio taking on everything from a simple brand refresh to a full environmental installation, **having that data on hand makes the difference between a confident quote and a guess.**

*"It's a good benchmark for estimating new projects. We look up past jobs with a similar scope to understand how much time and effort was required. This helps us price new work more accurately."*

— Samantha Murray, Art Director, Snack



*It just makes it a lot easier. There are so many little things that are just so good about it.*

— Samantha Murray, Art Director, Snack

## ● Scope Documentation in Real Time

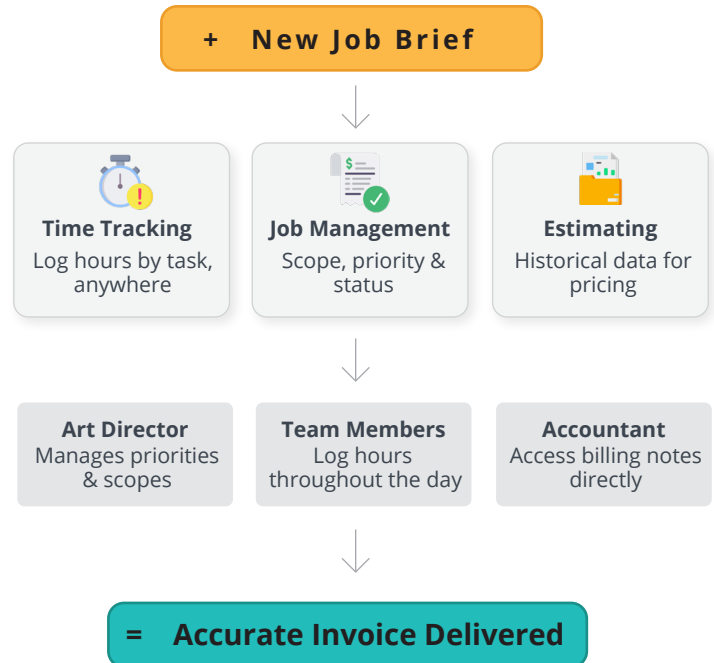
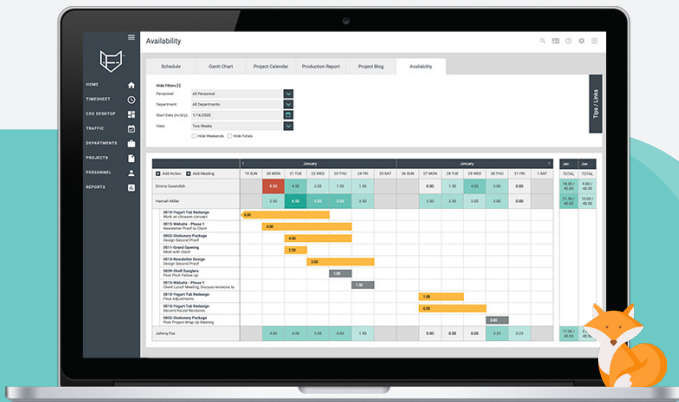
When a client adds something to a brief mid-project — as clients inevitably do — FunctionFox is where that work gets logged. **Every additional task becomes a documented line item, not a forgotten favour.**

This turns FunctionFox into more than a time tracker. It becomes a real-time scope record: **the evidence Snack needs to bill confidently and the data they need to estimate accurately next time.**

## ● Team-Wide Visibility

Using FunctionFox's custom dropdown, Samantha has built a priority tagging system: Hot / Ongoing / Coming Down the Pipe. That surfaces the most urgent work on the home screen.

The whole team can see and update it in real time



## THE IMPACT

# Less Friction, More Confidence

For Snack, the impact of FunctionFox has been measured in:

- ✓ Time saved
- ✓ Accuracy gained
- ✓ No day-to-day stress from operations



*FunctionFox is customizable in ways that make it work for how you actually operate. And I'm sure there's even more we haven't fully explored yet.*

— Samantha Murray, Art Director, Snack

| Before FunctionFox             | After FunctionFox                           |
|--------------------------------|---------------------------------------------|
| Handwritten timesheets         | Digital time logs                           |
| Manual addition by accountant  | Billing notes captured per job              |
| No visibility into scope creep | Real-time job status & scope tracking       |
| Limited data for estimates     | Historical data to estimate with confidence |
| Hours lost to admin            | Automated reminders keep team on track      |

Snack has been a FunctionFox customer for over 20 years — not because they haven't had other options, but **because the platform keeps delivering value as the studio grows.**

## What Samantha Would Tell Another Art Director

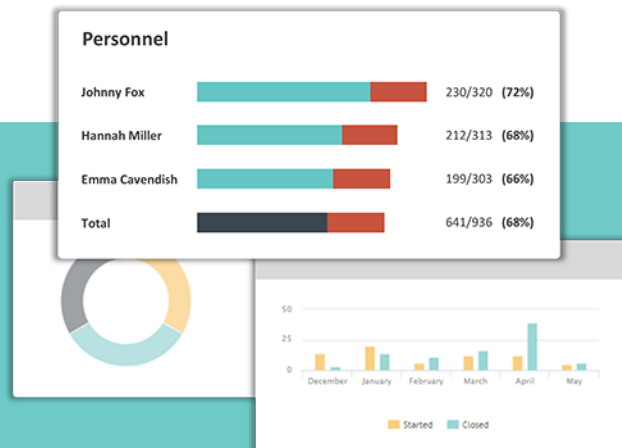
When asked whether she'd recommend FunctionFox to another Art Director running a small studio, Samantha's answer is immediate and unequivocal.

She points to the platform's discoverability as one of its hidden strengths: you start using it for time tracking and gradually realize it can do far more — **from job prioritization and billing reference to scope documentation and team visibility.**

The features reveal themselves as the team grows into them.

*"It's easy to use, easy to configure, and has an endless amount of features and surprising benefits. Everyone on the team loves it for different reasons."*

— Samantha Murray, Art Director, Snack





# Built for Studios That Say Yes!

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Snack's story isn't unusual. Most boutique creative studios start with some version of the same problem: time tracking that doesn't work, billing that takes too long, and a growing sense that **invisible work is going unpaid.**

What makes Snack's story interesting is what comes after. Over 20 years, they've grown FunctionFox into something that fits exactly how they work — **customized priorities, flexible billing models, historical estimating data** — all without ever outgrowing the platform or needing something more complex.

**That's the promise of FunctionFox: a tool that's easy to start and powerful to grow into.** Simple enough that a team adopts it without resistance. Capable enough that **it stays relevant as the studio evolves.**

## ABOUT FUNCTIONFOX

FunctionFox is purpose-built project management and time tracking software for creative agencies, freelancers, and design studios. Simple to start and powerful to grow into, it gives small teams the operational foundation they need to do their best creative work with confidence.

[www.functionfox.com](http://www.functionfox.com)

## Ready to See FunctionFox in Action?

Discover why agencies like Snack have trusted FunctionFox for over two decades to track time, protect margins, and run a more profitable, transparent business.

### TIME CLARITY

Digital time logs replace handwritten timesheets — accessible from anywhere, any time.

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### SCOPE PROTECTION

Track every task against the original brief — and invoice every hour with confidence.

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### ESTIMATE ACCURACY

Historical job data helps you price the next project precisely — not on guesswork.

[Explore FunctionFox Today](#)