

hi, I'm tom duane

nice to meet you

Thomas S. Duane

Portland, OR U.S.A.

Mobile: (415) 310-2091 • tduane62@gmail.com • <http://www.thomasduane.com/professional-portfolio.html>

SR. USER EXPERIENCE DESIGNER / CREATIVE DIRECTOR

User Experience / UI Design / Ecommerce / Marketing Communications / Design / Brand Strategy

At Cisco Systems Collaboration Team, a \$1.5 Billion division, I partner with product managers and engineers to brainstorm on features and enhancements that I translate into intuitive workflows, wire frames and UI design mock-ups. My areas of expertise include: Security (on-prem, cloud and hybrid), Cloud Services Admin Tools, Partner Sales Portal, Reporting and Analytics, User Provisioning and Directory Synchronization.

Generated over \$4 Million in incremental revenue for Shutterfly through the redesign of ecommerce store, product development, advertising, and direct mail.

For ecommerce travel site; Hotwire.com, stimulated an increase in online partner advertising click-to-purchase rates generating incremental revenue increase of over \$300,000 a month.

As a principal in an Internet professional services agency I helped start-ups raise over \$21 million from VC's and launched over 240 web sites. In one example, my UE work on behalf of the NHL increased their ecommerce and online sponsorship revenue from \$3 Million to \$11 Million annually.

Propelled NYC brand identity start-up to a \$3 Million global agency serving Fortune 500 clients and averaging 40 live projects a week. Work on behalf of clients generates over \$2 Billion a year in licensed product sales.

PROFESSIONAL EXPERIENCE

Intel Corporation

Hillsboro, OR

Sr. User Experience Designer

2/17- Present

As lead user experience designer I am working with a team to develop an analytics portal and product debugging tool. My responsibilities include product development, feature definition, user story development, usability testing, interaction design, UI design. I collaborate with internal teams, and partner with software developers, to ensure that implementation meets the defined specifications and business objectives.

Cisco Systems, Inc.

San Jose, CA

Sr. User Experience Designer

9/09 – 12/16

Lead UE designer for all cloud-based product administration tools including:

- Hybrid Data Security- an on-premises/cloud encryption key management service
- WebEx SiteAdmin (Admin tool for Meeting Center, Event Center, Training Center, Sales Center...)
- Common Analytics Platform (data streaming analytic engine for all Cisco products)
- Common Identity Platform (secure login and single-sign-on functionality)
- Cloud Connected Services Portal (for Cloud streaming of video, audio and data)
- Partnered with global engineering teams (primarily in China and Bulgaria) in definition, and design of UE.
- Created wire-frames and interactive UI mock ups, and participate in usability testing sessions.
- Design and produce illustrations and icons for all interactions.
- Designed IoT identity system to enhance interoperability of connected things, spaces, and people- patent pending

SmartZip.com

Pleasanton, CA

9/07 – 8/09

Sr. Director User Experience (Including; Product Development, UE Design and Creative Director responsibilities)

- Based on business objectives communicated by senior management, developed product concepts, prototypes, screen-flow diagrams, wireframes, interactions, UI design concepts, content, and functional specs to achieve goals.
- Conducted usability testing and developed new product concepts from ideation sessions that were designed to meet user demand and to generate new revenue streams.
- Helped executive create investor presentations that succeeded in helping company close two rounds of funding.
- Created, and maintained, web site style guide detailing interactions.
- Lead usability QA review and maintained QA reporting system to monitor bug fixes and product enhancements.
- Developed and maintain brand style-guide including color palette, icon sets, button sets, sound effects, interaction animations, illustrations and copywriting.
- Supervised design team in the ongoing development of new landing pages and CSS templates

Logitech, Inc.
WW Creative Director

1/07 – 8/07

As the first creative director for Logitech, a computer peripherals company who designs, manufactures and distributes mice, keyboards, speakers and webcam products, my accomplishments include:

- Directed package design, print, ecommerce, experiential and email marketing campaigns.
- Created 14 award winning Flash (RichMedia) videos to promote new Logitech products stimulating increased click-to-purchase rates and viral marketing exposure
- Established bi-annual photo shoots to produce imagery for packaging, advertising, promotional materials and product press releases. Hired models, and booked multiple locations to meet a variety of business objectives.
- My creative services and photography activities generated over \$500,000 in company savings

Shutterfly, Inc.
Creative Director

7/05 – 4/06

As Shutterfly's first creative director, I was responsible for all forms of advertising (activation and retention), package design, interaction design, and online marketing with the following results:

- Designed companies most successful print ad campaign increasing response rate from 1.3% to 36%.
- Redesigned new customer Welcome Kit and online Welcome Center, which stimulated an increase in customer conversion rates from 9% to 20%. This translates into a projected increase of 20,000 new customers with a projected financial impact of \$1 Million annually.
- Designed companies first direct mail catalog (2005 Holiday) including photo shoot, design, copywriting and prepress. Catalog generated \$1.2 Million in incremental revenue at a 139% ROI.
- Redesign of Pre-Paid-Print-Plan website landing-pages stimulated a 32% lift in sales resulting in over 12,775 PPP purchases in five months. Producing a \$1 Million lift in incremental revenue, projected to reach \$2 Million in one year.
- Led the ideation for strategic business partnerships with Fortune 500 companies including; Best Buy, Hallmark, Ritz Camera, evite.com, Amazon.com and Home Shopping Network.
- Redesigned store home page and key landing pages, stimulating a 15% increase in store revenue.
- Designed new styles for; photobooks which stimulated 28% growth, and photo-cards with an 80% increase in sales.
- Directed the design development of the UI and icons for Shutterfly's new desktop photo-organizer App

InterActiveCorp, Inc. (Hotwire.com)
Creative Director

11/04 – 6/05

As Hotwire.com's first creative director, I was responsible for reorganizing the creative department to improve quality, and quantity, of creative. My accomplishments include:

- Increased Creative Dept. output by 50% without increasing headcount.
- Implemented a comprehensive creative development and project tracking methodology that eliminated missed deadlines and improved overall creative.
- Improved performance of all marketing communications by as much as 58% increasing Hotwire monthly contribution by over \$300,000 a month in the first three months.
- Developed strategies for obtaining qualified email registrants through viral marketing and affiliate marketing partnerships and increased online registration metrics by 200%.
- Improved effectiveness of paid search results advertising text links on major search engines including Google.com and AskJeeves.com.
- Improved click-through-rate, and click-to-purchase rate and overall contribution margin through redesign of affiliate branding communications on sites that included; MSN.com, Expedia.com, Orbitz.com, Hotels.com, CheapTickets.com, among others.
- Conceived of a Hotel Conference invitation strategy that resulted in obtaining the highest RSVP rate in Hotwire conference history, this included an award winning RSVP package (we private labeled wine and designed unique shippers and conference print collateral which generated immediate results stimulating relationship-building phone calls and industry buzz).
- Developed an experiential event strategy for annual Hotel Partner Conference to strengthen business relationships, position Hotwire as discount travel thought-leaders, educate partners about impending IAC split, generate industry buzz through innovative conference special events including a rock-paper-scissors hotel executives tournament overseen by the US Rock-Paper-Scissors Association, cocktail parties, golf and winery tours.
- Participated in development of new Hotwire positioning and updated brand guidelines.
- Participated in selection of offline advertising agency ad campaign strategy and creative direction.

EDUCATION

BFA- Pratt Institute
Brooklyn, NY
Major: Communication Arts

INTERNATIONAL WORK EXPERIENCE

- Toronto & Montreal, Canada
- Hefei & Shanghai, China
- Seoul, Korea
- Monaco, Monte Carlo
- Zurich & Bern, Switzerland

SKILLS

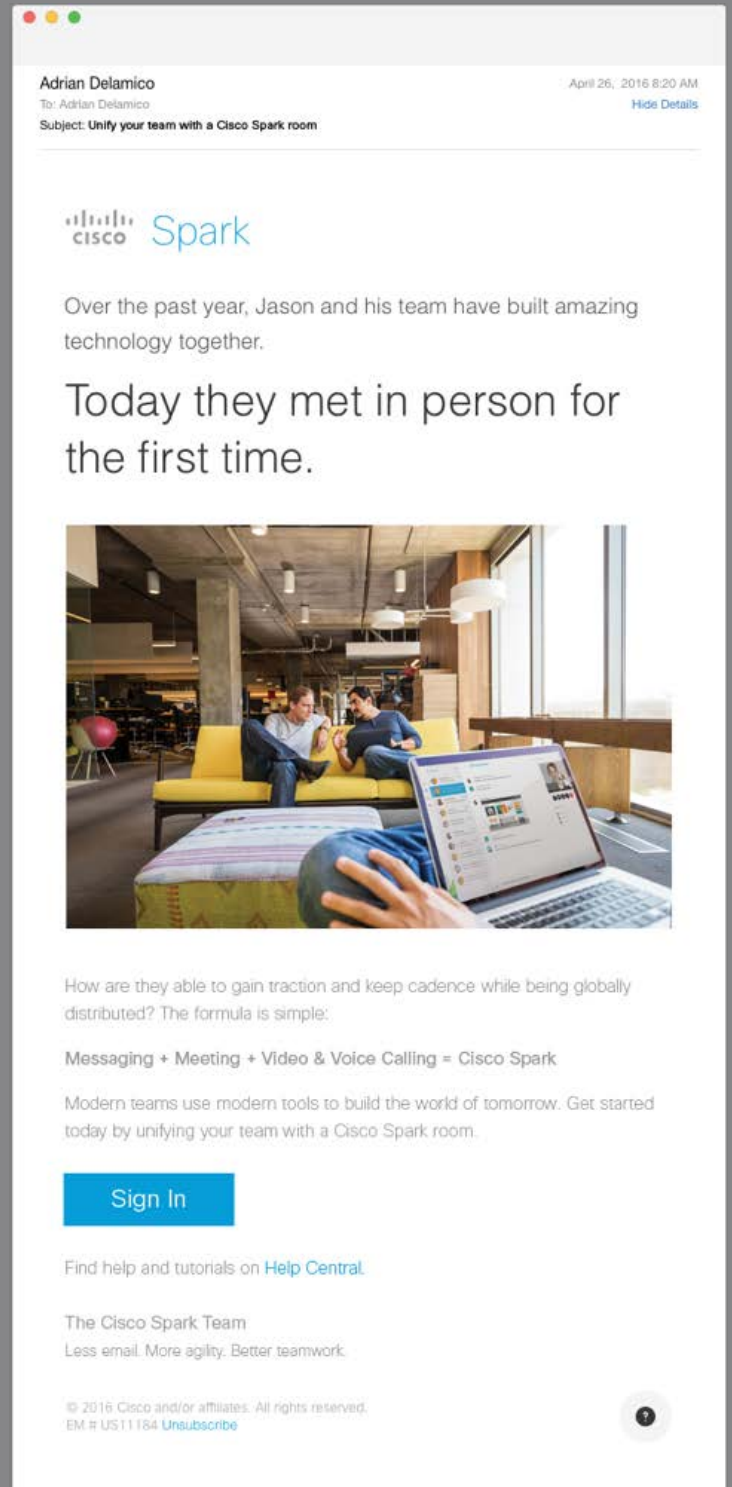
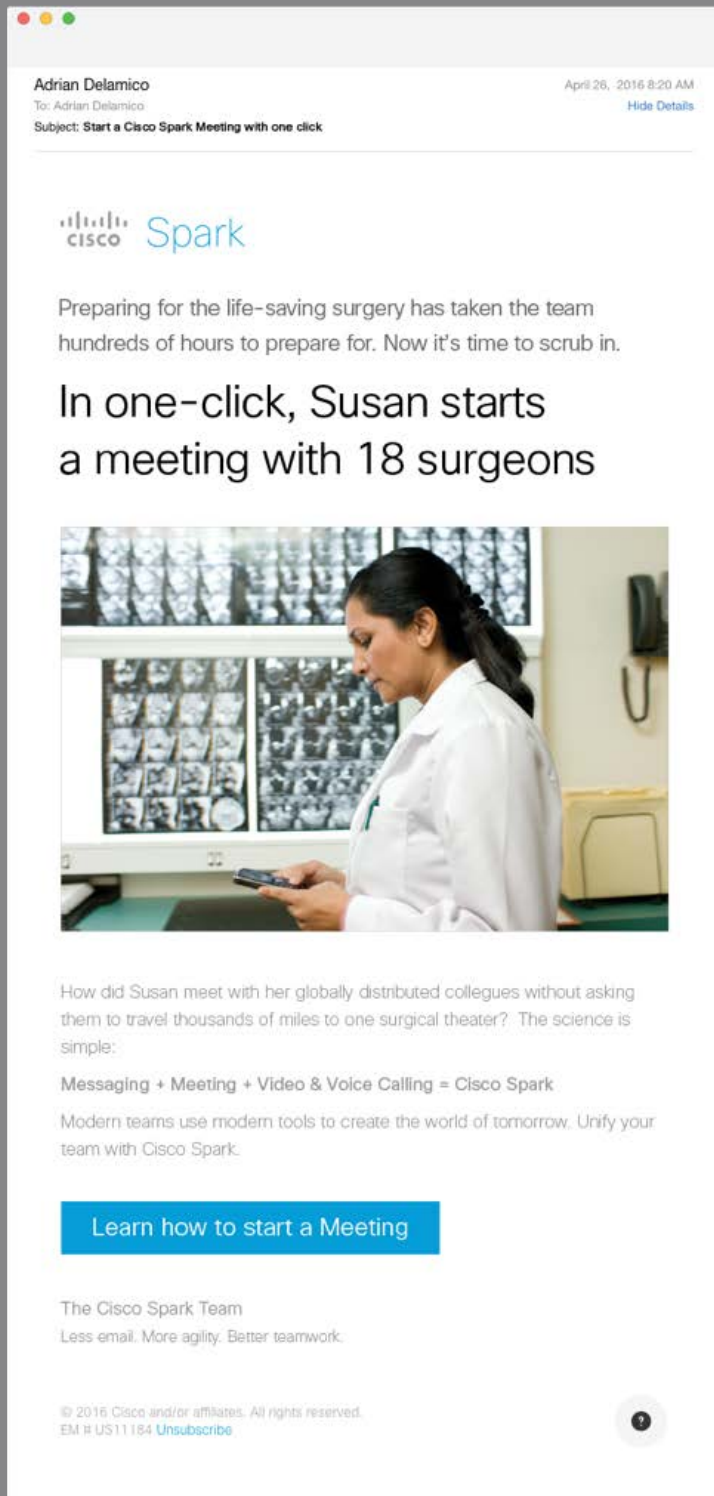
- User experience design
- Graphic design including logo development
- Fashion design including brand licensing
- Brand and corporate identity
- Brand positioning development & Naming
- Ecommerce merchandising and design
- Advertising (all forms)
- Experiential / Event Marketing
- Trained in iPad, PDA and Tablet UE/UI requirements
- Agile
- ADA Compliance training including JAWS
- Familiar with: HTML, DHTML, HTML 5, AJAX, DOJO, Ruby on RAILS, Pearl, Python, Flash, Maya animation
- Expert in Adobe Creative Suite software (Illustrator, Photoshop...)
- Icon development
- UE & UI design
- Usability Testing & focus group moderation
- Illustration
- Cloud Security

INTERNATIONAL WORK EXPERIENCE

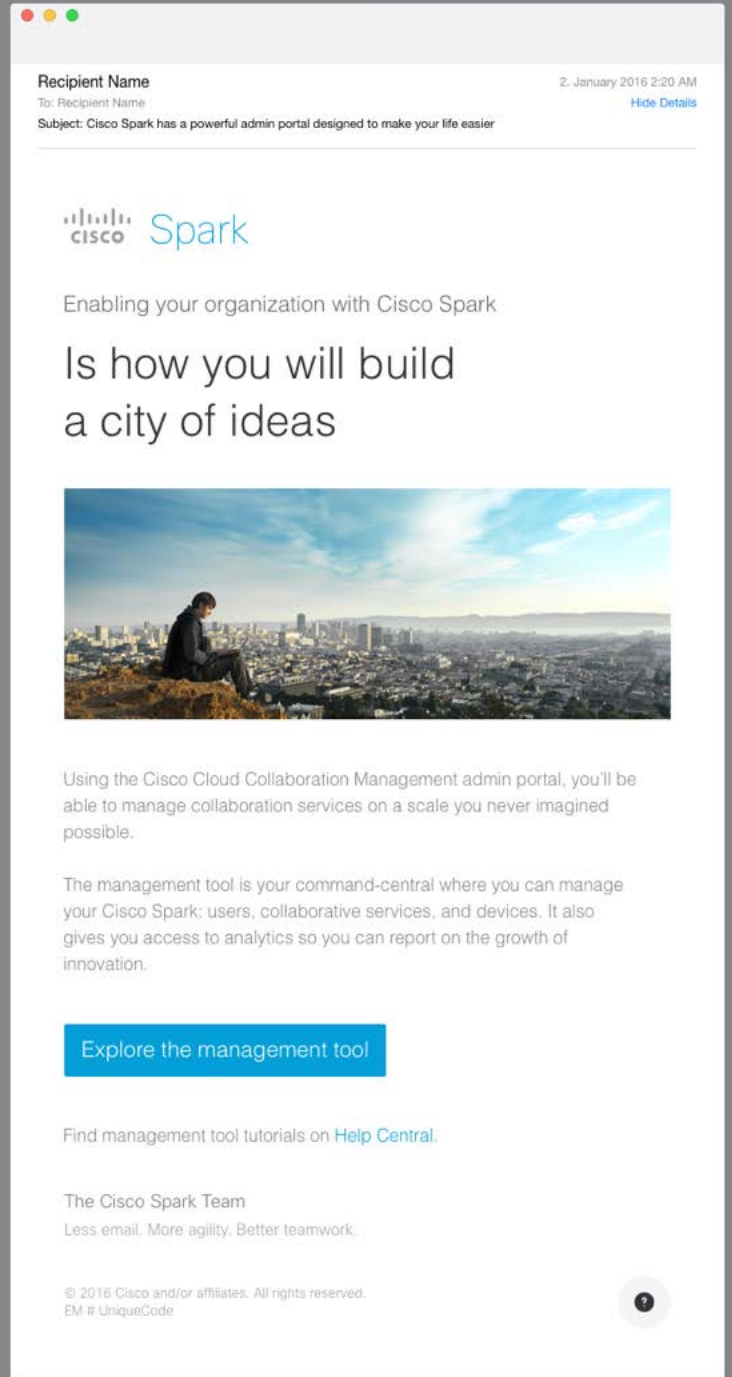
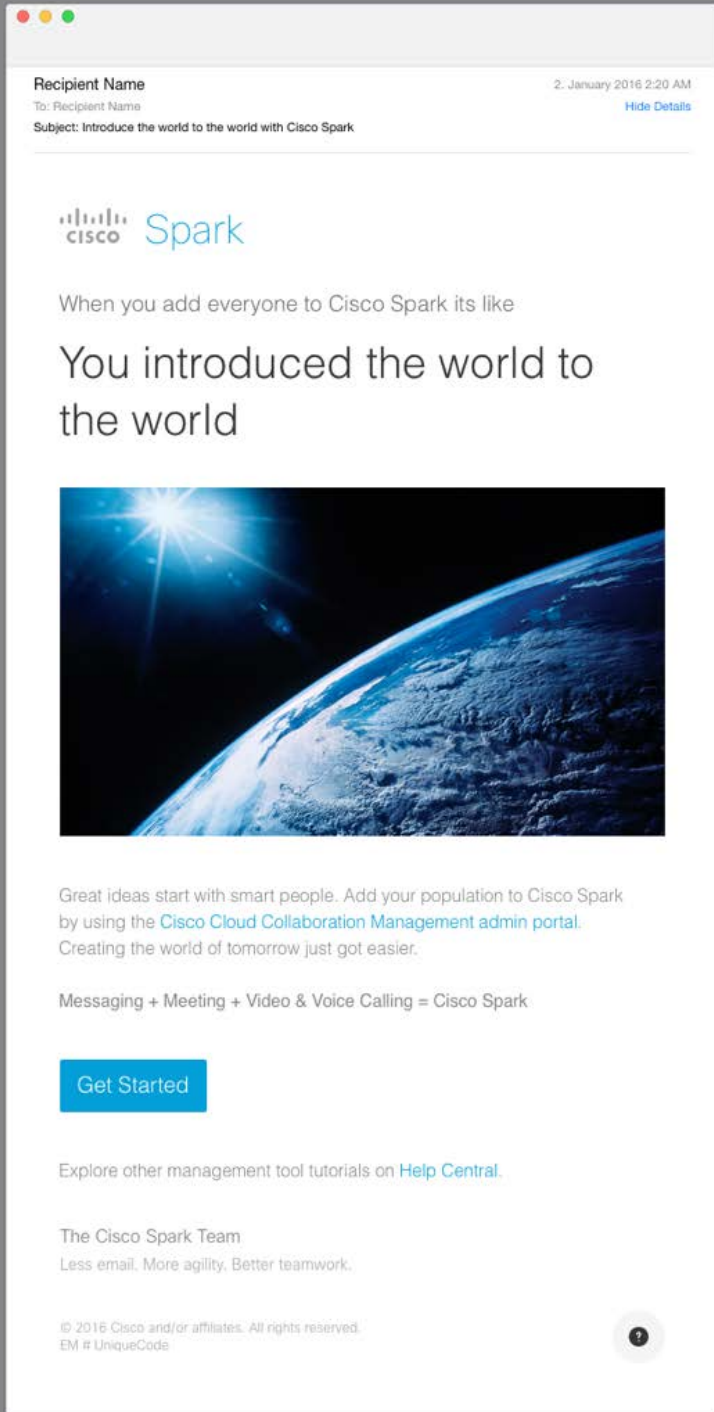
- Toronto & Montreal, Canada
- Hefei & Shanghai, China
- Seoul, Korea
- Monaco, Monte Carlo
- Zurich & Bern, Switzerland



Creative Work Samples



Project: Cisco Spark On-Boarding Email Campaign
Target audience: Enterprise employees and Admins

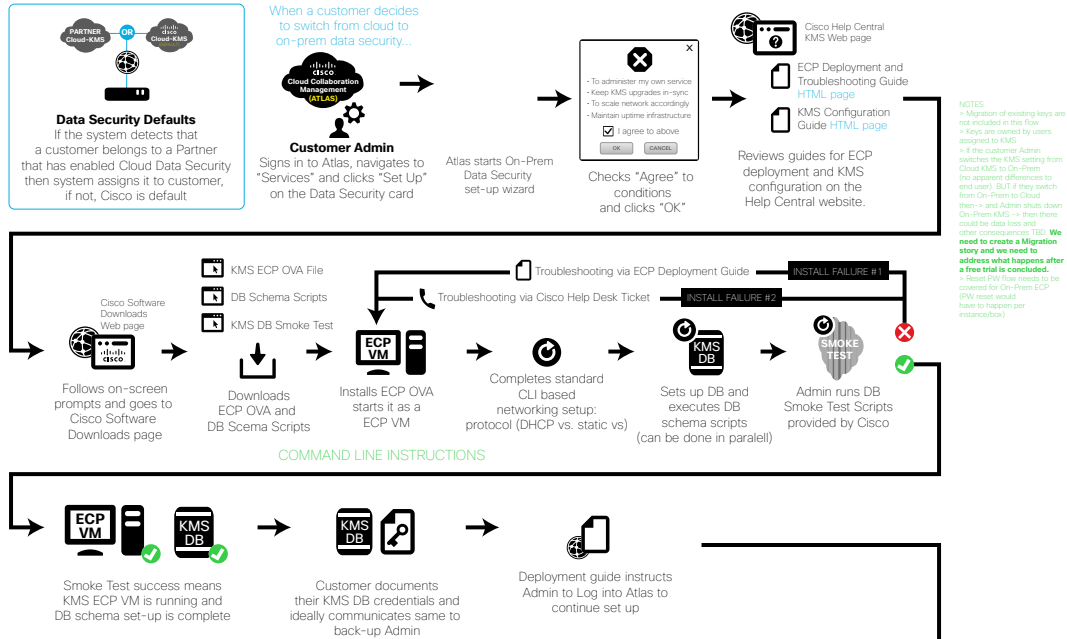


Project: Hybrid Data Security Service

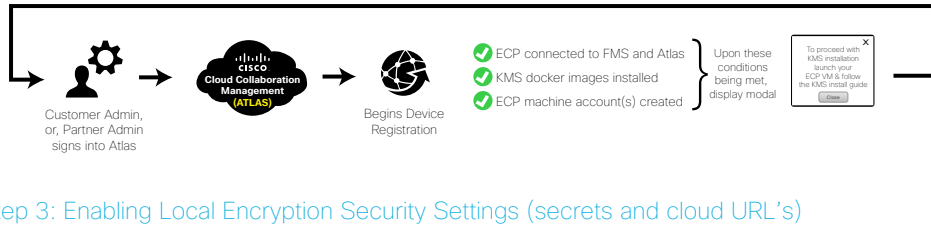
Target audience: Cisco cloud collaboration services

Example of workflow diagram

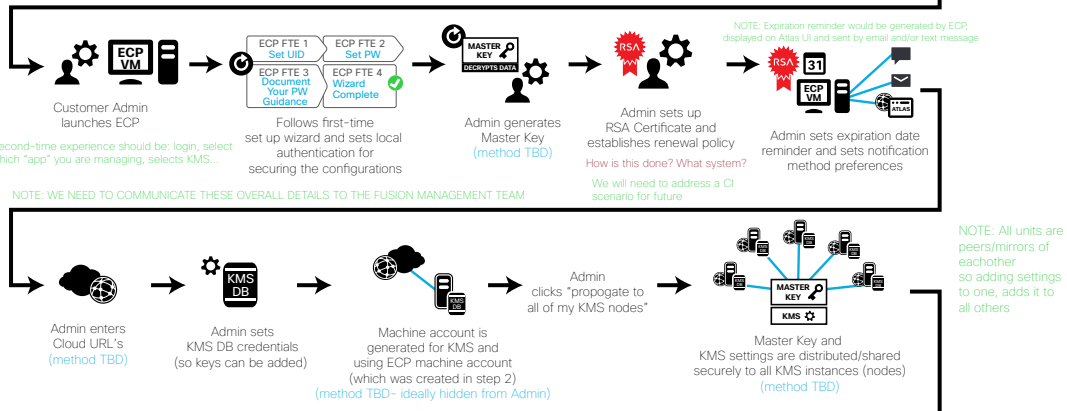
Step 1: Infrastructure Deployment (Atlas -> On-Prem)



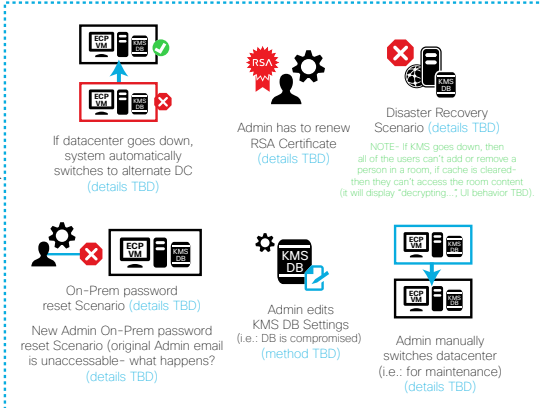
Step 2: Device Registration (detailed flow to follow)



Step 3: Enabling Local Encryption Security Settings (secrets and cloud URL's)



ADDITIONAL USE-CASES TO BE DEFINED



Tethering process can be started when:

- ✓ On-Prem ECP containers have KMS docker images
- ✓ On-Prem ECP containers have local KMS configurations
- ✓ KMS machine account created
- ✓ KMS Master Key created & setup in local containers
- ✓ KMS DB credentials configured in local containers
- ✓ On-Prem KMS knows Cloud URLs

CONSIDER A CENTRALIZED CERTIFICATE LOCATION FOR MANAGING CERT'S ON ATLAS

ETC...

Project: Cisco Cloud Collaboration Management Tool
 Target audience: Enterprise Sales Team and Sales Partners
 Scope of work: 180 unique screens

Cloud Collaboration Management | CDW Corporation | License Usage | Service Setup | Thomas Duane Partner Admin

Customers

All 7 | Trial 4

Customer Name	Spark	WebEx
Brink Financial Services	Trial	Trial
CWI International	Trial	Trial
GeoTem Manufacturing	Trial	Trial
Harbin Integrators	Active	Active
Hulk Body Building Inc.,	Trial	Trial
Pri LLC	Trial	Trial
Procter and Gamble	Active	Active

Procter and Gamble

Email jdoe@pg.com

TRIAL USAGE

%

Day

WebEx

licenses in use: 1,204 | available: 154

audio conferencing minutes: 872,977 | VoIP: 147,436

Spark

ipsum: 863 | lorem: 336,778

MANAGE CUSTOMER

- Overview
- People
- Devices
- Services
- Account
- Reports

back to presentation

Cloud Collaboration Management | Procter and Gamble | License Usage | Service Setup | Thomas Duane Partner Admin

Configure

Email All Hosts

WebEx > Configure pg_marketing.webex.com

pg_marketing.webex.com

HOST ACCOUNTS

204 Active | 6 Available

Site Information | Site Features

Common Settings

These settings can apply across centers.

- Branding
- Collaboration Meeting Rooms (CMR)
- Company Addresses
- Disclaimers
- Email Templates
- Mobile
- Navigation Customization
- Productivity Tools
- Scheduler
- Security
- Session Types
- Site Options

Meeting Center

- Default Options
- Navigation Customization
- Scheduling Templates
- Site Options

Training Center

- Default Options
- E-Commerce
- Navigation Customization
- Scheduling Templates
- Site Options

Event Center

- Default Options
- E-Commerce
- Navigation Customization
- Reassignment
- Registration Form

Support Center

- Branding
- CSR Preferences
- Customer Preferences
- Default Options

- Overview
- Users
- Services**
 - WebEx
 - Connector Management
 - Call Routing
- Reports
- Support
- Account

Project: Cisco Cloud Collaboration Management Tool
 Target audience: Enterprise Sales Team and Sales Partners
 Scope of work: 180 unique screens

Cloud Collaboration Management | CDW Corporation | License Usage | Service Setup | Thomas Duane Partner Admin

Customers

All 7 | Trial 4

Customer Name	Spark	WebEx
Brink Financial Services	Trial	Trial
CWI International	Trial	Trial
GeoTem Manufacturing	Trial	Trial
Harbin Integrators	Active	Active
Hulk Body Building Inc.,	Trial	Trial
Pri LLC	Trial	Trial
Procter and Gamble	Active	Active

Procter and Gamble

Email jdoe@pg.com

WebEx

licenses in use: 1,204 | available: 154

audio conferencing minutes: 872,977 minutes | VoIP: 147,436

Spark

ipsum: 863 | lorem: 336,778

MANAGE CUSTOMER

- Overview
- People
- Devices
- Services
- Account
- Reports

back to presentation

Cloud Collaboration Management | Procter and Gamble | License Usage | Service Setup | Thomas Duane Partner Admin

Configure

pg_marketing.webex.com

WebEx \ Configure_pg_marketing.webex.com

HOST ACCOUNTS

204 Active | 6 Available

Site Information | Site Features

Common Settings

These settings can apply across centers.

- Branding
- Collaboration Meeting Rooms (CMR)
- Company Addresses
- Disclaimers
- Email Templates
- Mobile
- Navigation Customization
- Productivity Tools
- Scheduler
- Security
- Session Types
- Site Options

Meeting Center

- Default Options
- Navigation Customization
- Scheduling Templates
- Site Options

Training Center

- Default Options
- E-Commerce
- Navigation Customization
- Scheduling Templates
- Site Options

Event Center

- Default Options
- E-Commerce
- Navigation Customization
- Reassignment
- Registration Form

Support Center

- Branding
- CSR Preferences
- Customer Preferences
- Default Options

Project: Cisco Cloud Collaboration Management Tool
 Target audience: Enterprise Sales Team and Sales Partners
 Scope of work: 180 unique screens

Cloud Collaboration Management | Procter and Gamble | License Usage | Service Setup | Thomas Duane Partner Admin

Users

All 76 Administrators 17 Partner Administrators 1

First Name	Last Name	Display Name	Email
好Monikabc	你Smoczynskarabc	monika@mfs.comaa	monika@n
中	文	中文	dunzhitest
WebEx	Daisy	MFS Minion #3	mfs_daisy
Connector Management	Fan	Dan Fan 004	danfan-us
Call Routing	Fan	Dan Fan 789	danfan-us
	Fan	Dan Fan	danfan-us
	Fan	Dan Fan	danfan-us
	Fan	Dan Fan	danfan-us
	Fan	Dan Fan	danfan-us
	Fan	Dan Fan 321	danfan-us
	Fan	Dan Fan	danfan-us
	Fan	Dan Fan	danfan-00

MFS Minion #3

mfs_daisy@pg.com

Overview

Service Settings

- Cisco Spark
- Huron
- WebEx
- Sunlight
- WebEx Messenger

Hybrid Services

- Calendar Service
- Call Service
- Context Service

Devices

Activate New Device

Usage Statistics

90 Day Trail | 89 Day(s) left

Cloud Collaboration Management | Procter and Gamble | License Usage | Service Setup | Thomas Duane Partner Admin

Reports

All | Engagement | Quality | WebEx Reports | Last Week

Active Users

An active user is defined as someone who has made or received a call using a device or has used the Spark application. In this report you can compare the total number of registered users to the number of active users in the selected customer(s) over the last week.

Date	Total Users	Active Users
Aug 20	~90K	~22K
Aug 21	~90K	~22K
Aug 22	~90K	~22K
Aug 23	~90K	~22K
Aug 24	~90K	~22K
Aug 25	~90K	~22K
Aug 26	~90K	~22K

Device Media Quality

Media quality is determined by measuring the amount of packet loss that is reported by the registered devices during all calls that are longer than fifteen seconds in duration.

Date	Good	Fair	Poor
Aug 20	~16K	~1K	~1K
Aug 21	~1K	~1K	~1K
Aug 22	~16K	~1K	~1K
Aug 23	~16K	~1K	~1K
Aug 24	~11K	~1K	~1K
Aug 25	~1K	~1K	~1K
Aug 26	~1K	~1K	~1K

Most Active Users in the Last Week

During the last week, these are the most active users for Cisco Systems, Inc..

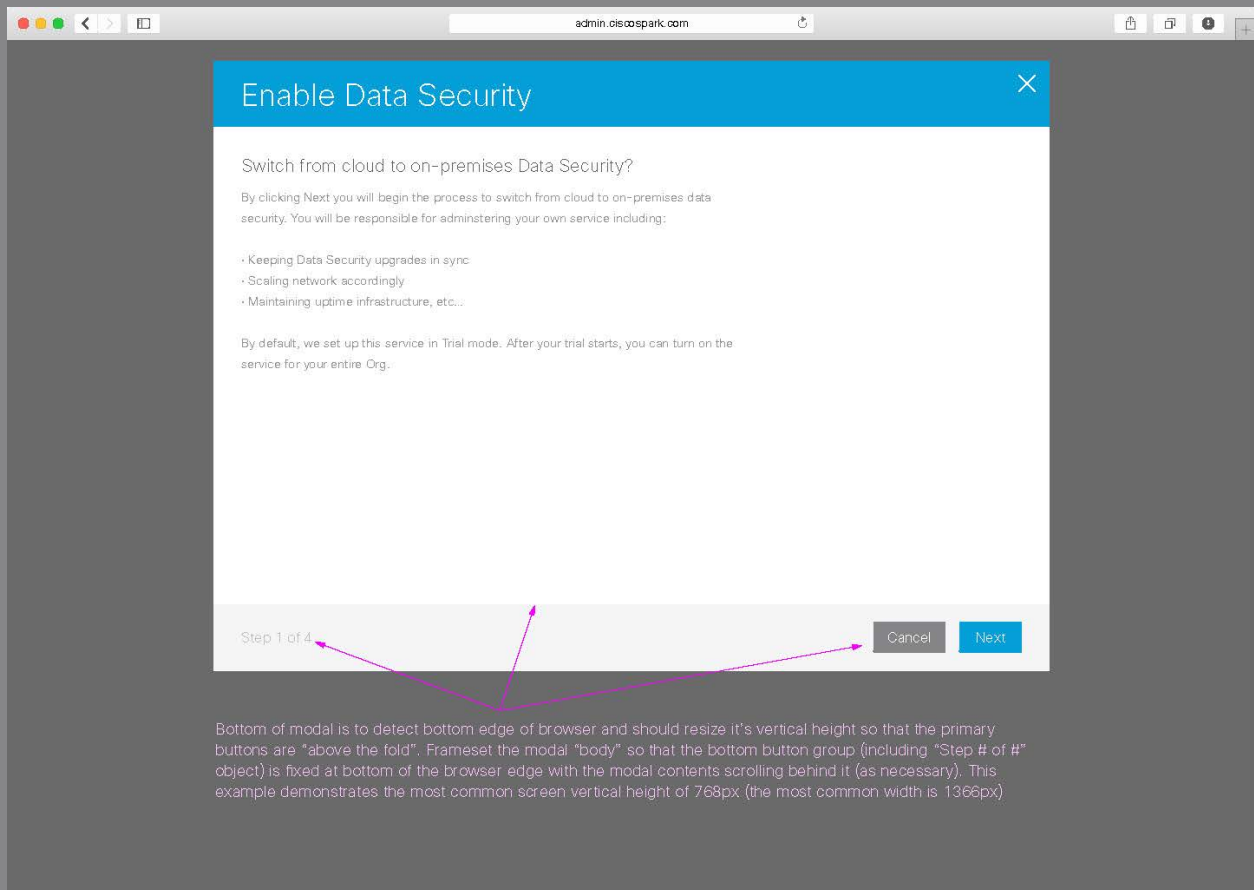
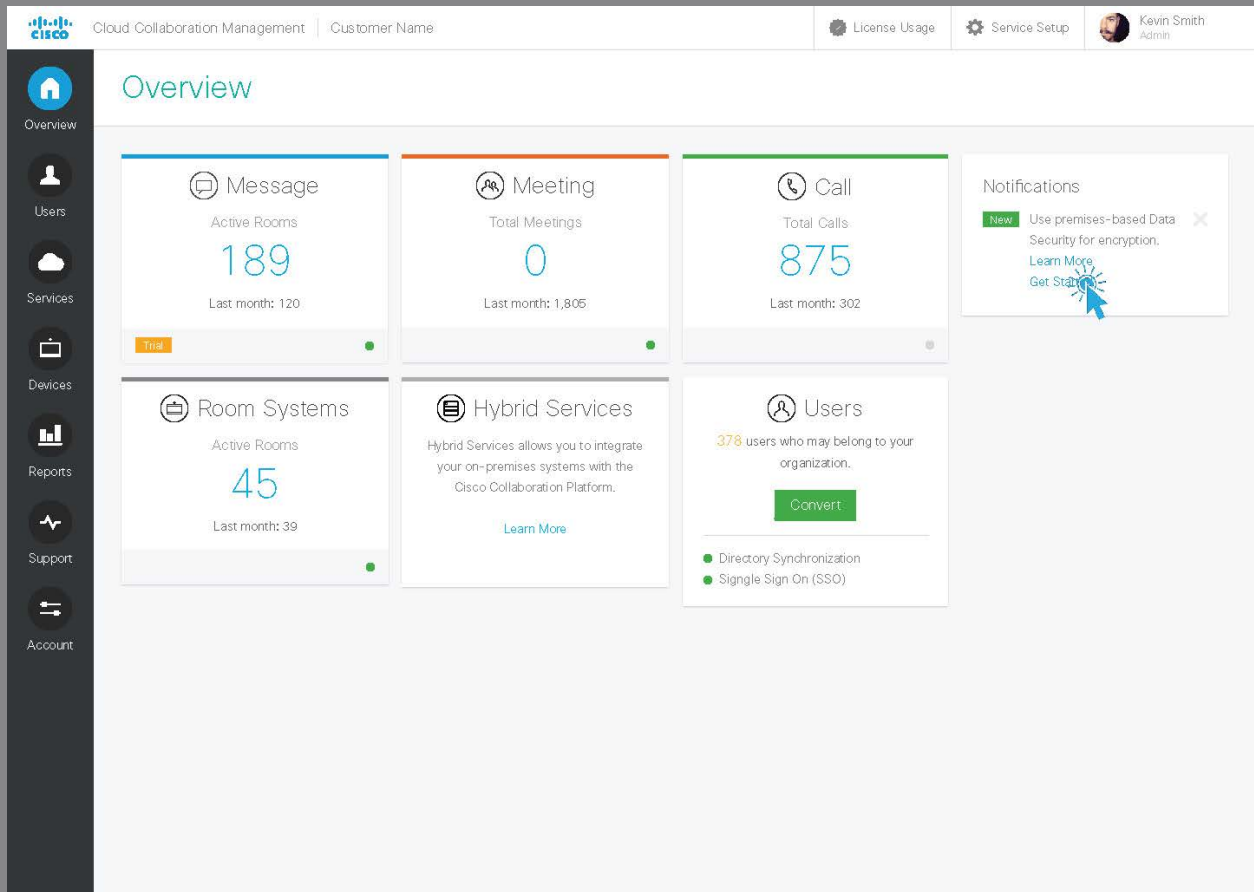
User	Customer	Calls	Total

Call Metrics

Project: Cisco Cloud Hybrid Data Security Service

Target audience: All Cisco Cloud Services

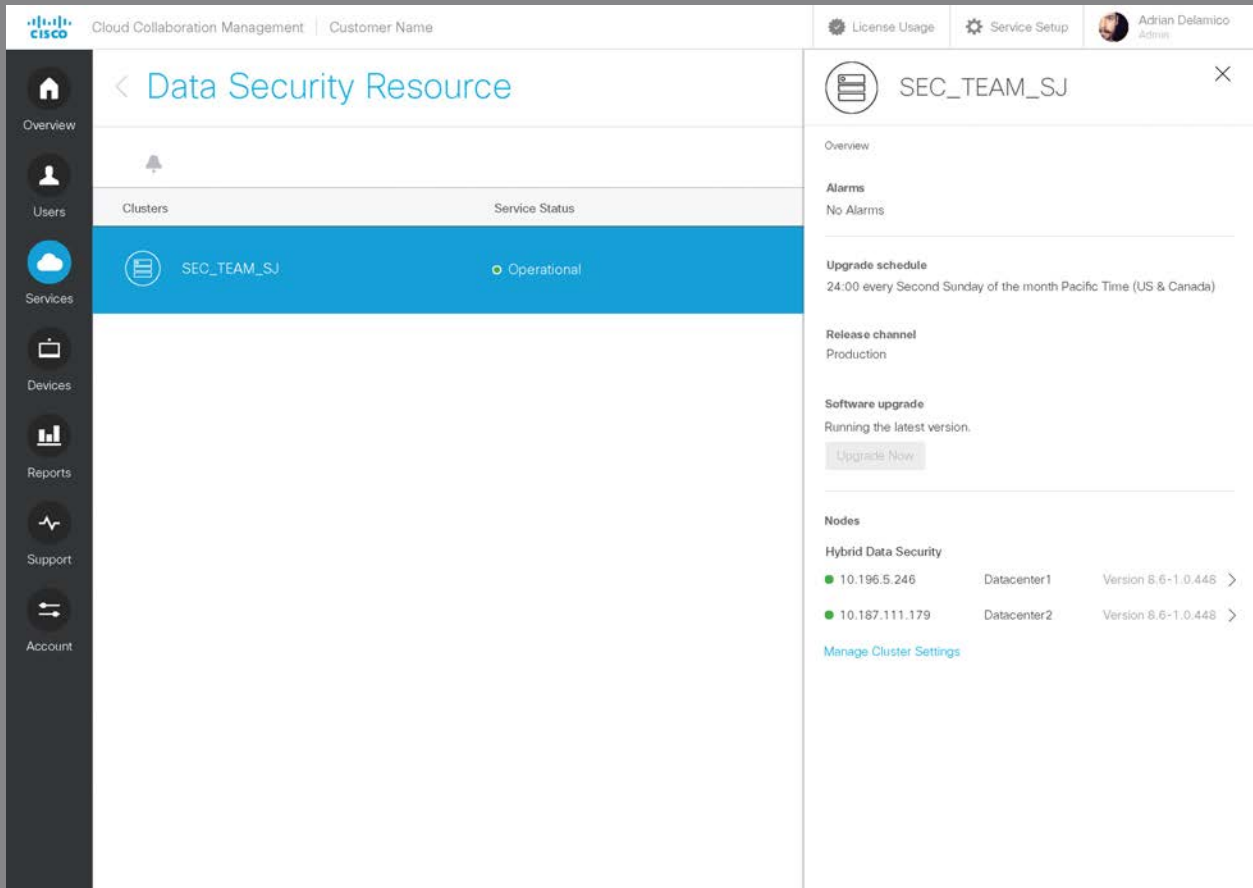
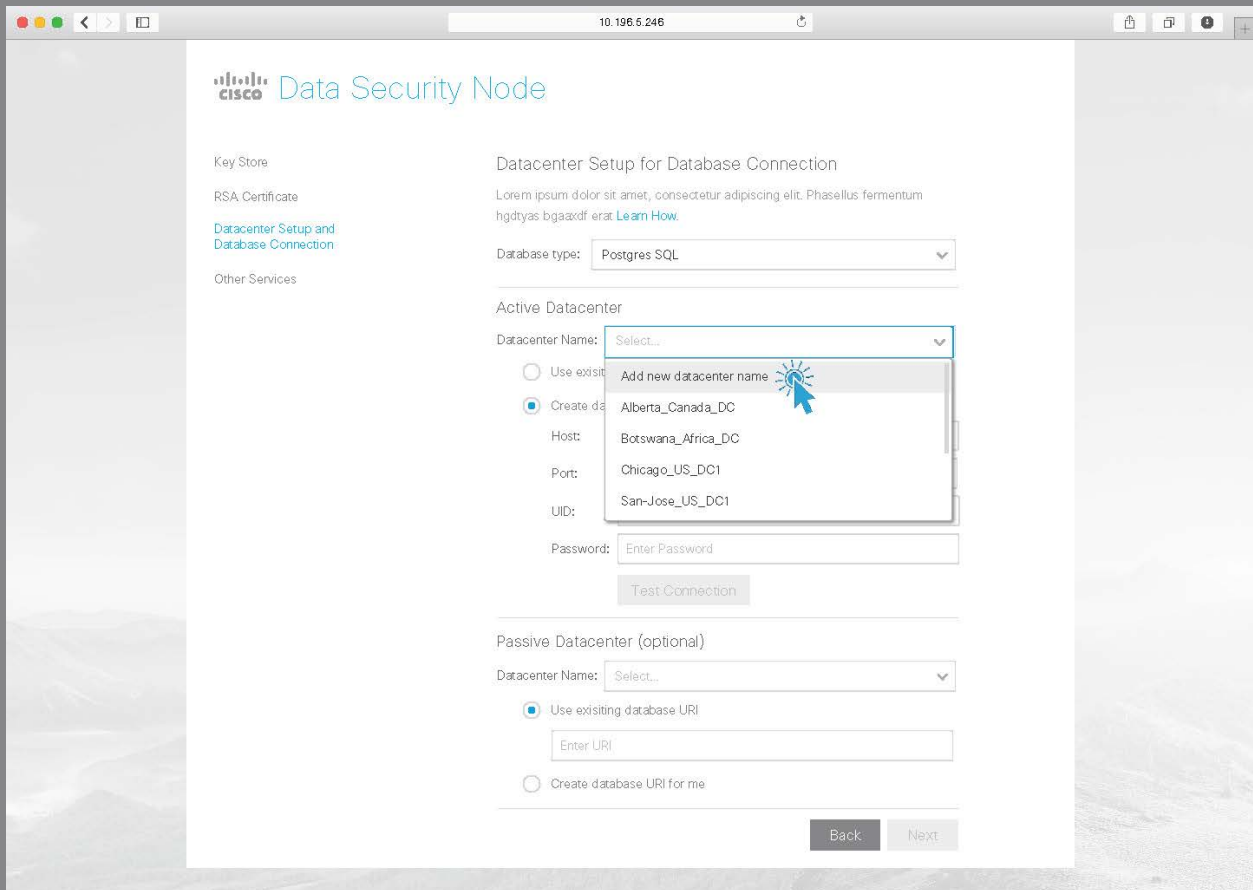
Scope of work: 135 unique screens including install wizards



Project: Cisco Cloud Hybrid Data Security Service

Target audience: All Cisco Cloud Services

Scope of work: 135 unique screens including install wizards

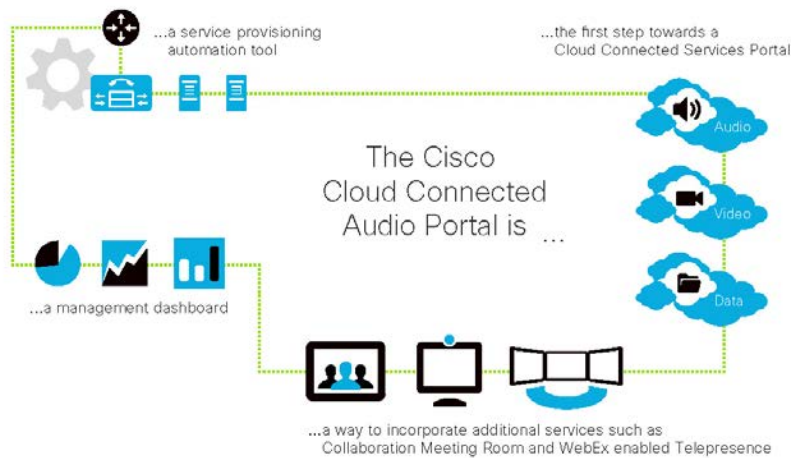


Project: Cisco Cloud Connected Audio Platform

Target audience: Enterprise Admins and Cisco Support Admins

Scope of work: 375 unique screens

Overview of Cloud Connected Audio [CCA] Portal

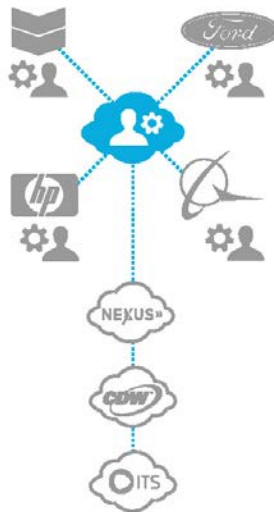


Portal Objectives

- Reduce time to implement CCA and eventually automate most of the provisioning steps
- Create single source of truth
- Enable Cloud Services and Technical Support teams to support CCA customers, provide more effective day 2 support and enforce SLAs
- Enable UC Partners and CCA SP partners to manage their WebEx/CCA customers and provide managed support
- Allow CCA customer admins to manage their own CCA service, help troubleshoot and view usage information

Team

- Product Manager - Gautam Gupta
- Lead UE Designer - Tom Duane
- Lead Visual Designer - David Boor
- Engineering Manager - Josh Chen
- Cloud Engineering Manager - Yan Jae Yu



Primary Functions

- Provisioning automation
- Role based views
- Telephony and Network Info
- Network Health & performance
- Usage Scorecard
- Troubleshooting

Target Audience

- WebEx Cloud Services
- Technical Support
- Customers
- CCA Partner
- UC Resellers
- CCA SP Partners
- Day 1 Vendors
- Day 2 Vendors

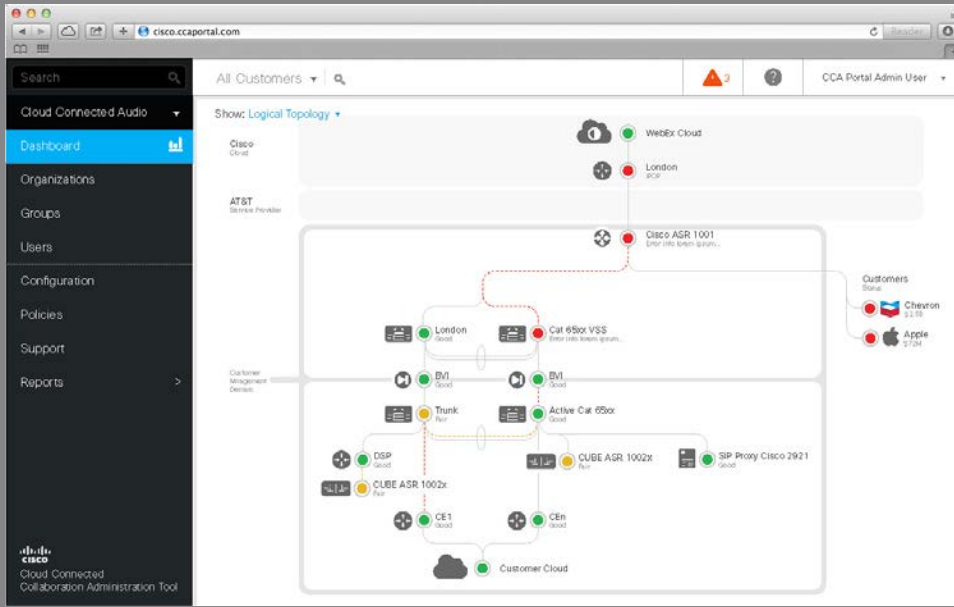
CCA Portal Process Flow



Project: Cisco Cloud Connected Audio Platform

Target audience: Enterprise Admins and Cisco Support Admins

Scope of work: 375 unique screens



Configuration Overview

View: All details

Configuration	Status	Timestamp	Notes
Circuits and LOA	Approved- LOA Generated	2014-5-29 16:58:59	
Network Peering Information	Submitted- Approved	2014-12-30 23:58:59	WO-124785 Completed
Cloud Connected Audio			
Telephony Information	Submitted- Approved	2014-5-29 16:58:59	
Staging Sites	Add new site		Add staging site
Production Sites	Add new site		Add production site
Dow Chemical	Provisioning in progress		
Ford Motor Company	Provisioning in progress		
Happy Birthday Co.	Provisioning in progress		
Go Go Speed Racer Co.	Provisioning complete		
Inkwell Co.	Start provisioning		

Configuration Overview

View: All details

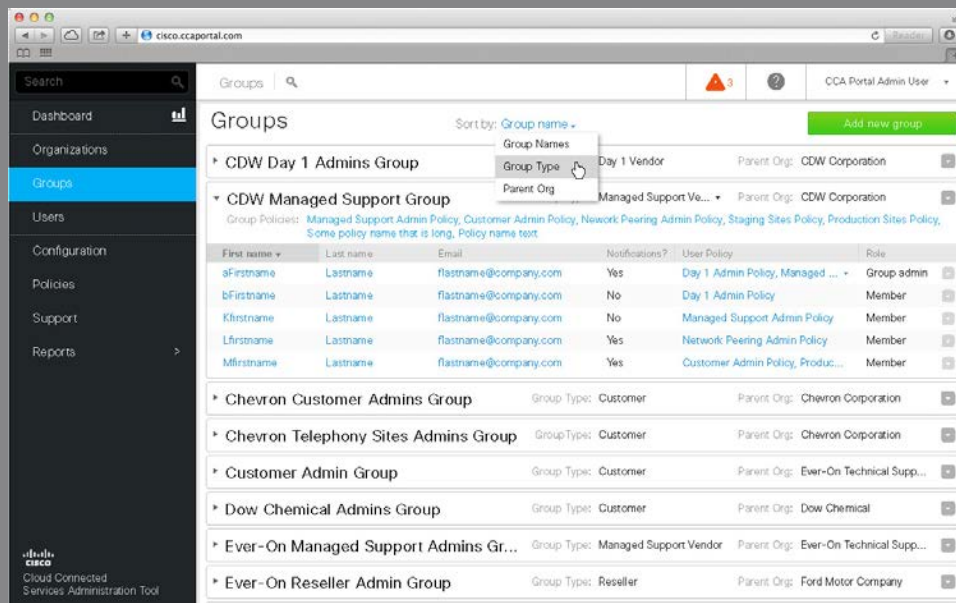
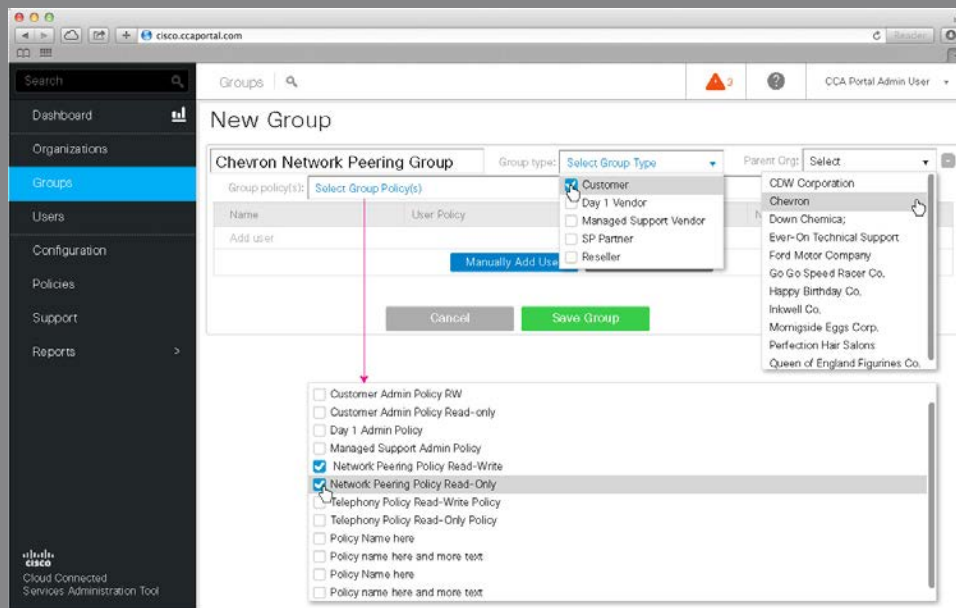
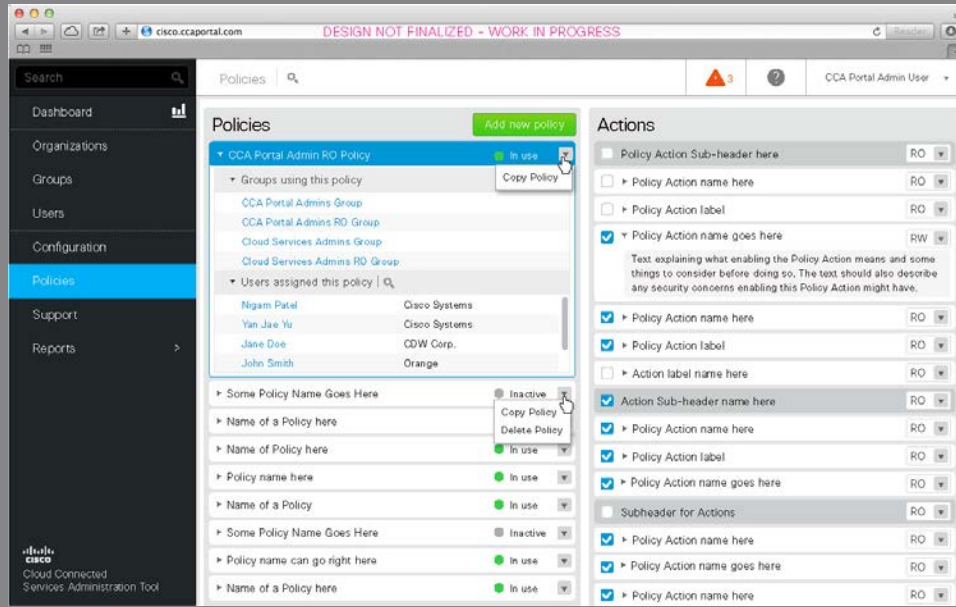
User has completed Network Peering and it is pending submission

Configuration	Status	Timestamp	Notes
Circuits and LOA	Approved- LOA Generated	2014-5-29 16:58:59	
Network Peering Information	Completed- Pending submission	2014-12-30 23:58:59	
Cloud Connected Audio			
Telephony Information	Enter information		
Staging Sites	Add new site		Add staging site
Production Sites	Add new site		Add production site
Dow Chemical	Provisioning in progress		
Ford Motor Company	Provisioning in progress		
Happy Birthday Co.	Provisioning in progress		
Go Go Speed Racer Co.	Provisioning complete		
Inkwell Co.	Start provisioning		

Project: Cisco Cloud Connected Audio Platform

Target audience: Enterprise Admins and Cisco Support Admins

Scope of work: 375 unique screens



Project: Cisco Directory Sync UE

Target audience: Enterprise Admins and Cisco Support Admins

Scope of work: 90 unique screens

The screenshot shows the Cisco Administration Tool interface for Directory Synchronization. The top navigation bar includes 'Users', 'Configuration', 'Policies', 'Groups', and 'Reports'. The user 'Mia Fitch' is logged in. The main heading is 'Directory Synchronization'. On the left, a sidebar lists various settings categories, with 'Directory Synchronization' selected. The main content area is titled 'First Time Directory Synchronization Setup' and shows 'Step 4: Schedule Synchronization'. It includes controls for 'Incremental Synchronization interval' (set to 15 minutes), 'Full Synchronization Policy' (start on 2012 July 08 at 1:00 PM, frequency Weekly, every 1 week), and a 'Gateway Name' dropdown menu with options like GateWay2, GateWay3, GateWay1, and GateWay4. A 'Failover interval' is set to 60 minutes. Below, there is a 'Gateway Configuration' section with a list of filters to synchronize, such as 'OU=employees,dc=acme,dc=com', and explanatory text about distribution lists and group synchronization.

The screenshot shows the same Cisco Administration Tool interface, but with a prominent error message: 'Directory Synchronization is not configured'. The message instructs the user to click the 'Directory Synchronization' tab to configure and schedule the synchronization. Below the error message, the interface shows the 'Monitoring' tab selected. It displays a summary of synchronization status, including 'Current Synchronization', 'Last Synchronization', and 'Connectors'. The 'Connectors' section shows a table with columns for 'Connector' and 'Last Connection', with one entry listed as 'unconfigured'. There are also sections for 'Next Synchronization', 'Current Synchronization' (status), and 'Synchronization Schedule'. At the bottom, there is a 'Configuration Summary' text area and 'OK', 'Cancel', and 'Apply' buttons.

Project: Cisco Reporting, Analytics and Monitoring Platform
 Target audience: Enterprise Admins and Cisco Support Admins
 Scope of work: 450 unique screens

Reporting Analytics Monitoring Platform

Home Projects Data Reports My Dashboard Enter keyword Help Feedback

Reports > Create Project > WebEx Social Project > Create Job

WebEx Project

Data Jobs Reports Summary Create New

Create Job

* Job Name: WebEx Social Platinum Program Sales

* Job Frequency: * Start on 2012 July 08 At 1:00 PM Frequency Weekly Every 1 Weeks S M T W T F S

Reference Tables

1 Program_Sales Table_Name1 Table_Name2 Table_Name3 Table_Name4 Table_Name5 Table_Name6
 Table_Name7 Table_Name_That_is_Long8

Name	Type	Description
1 Name_Text_Here	String	Description text goes here
Name_Text_Here	String	Description text goes here
Name_Text_Here	String	Description text goes here
Name_Text_Here	String	Description text goes here

Query	Result Table	Action
Query text results in the sum of WebEx Social Platinum Program Sales	2 Select	

+ Add Query

Cancel Save

Reporting Analytics Monitoring Platform

Home Projects Data Reports My Dashboard Enter keyword Help Feedback

Reports > Create New Report

Create Report

* Report Name Enter Report Name

Report Title Enter Report Title

Description Enter report description

* Select Project WebEx Social

* Source Table Program_Sales

Chart Type

X Axis

X Axis Label

* Select X Axis

Y Axis

Y Axis Label

Series Name	Series Y Axis	Operation	Actions
	Select	Actual	

+ Add Series

Date Range To

Share With UserName1, UserName2 Separate User Names with a comma

Save Save As Cancel

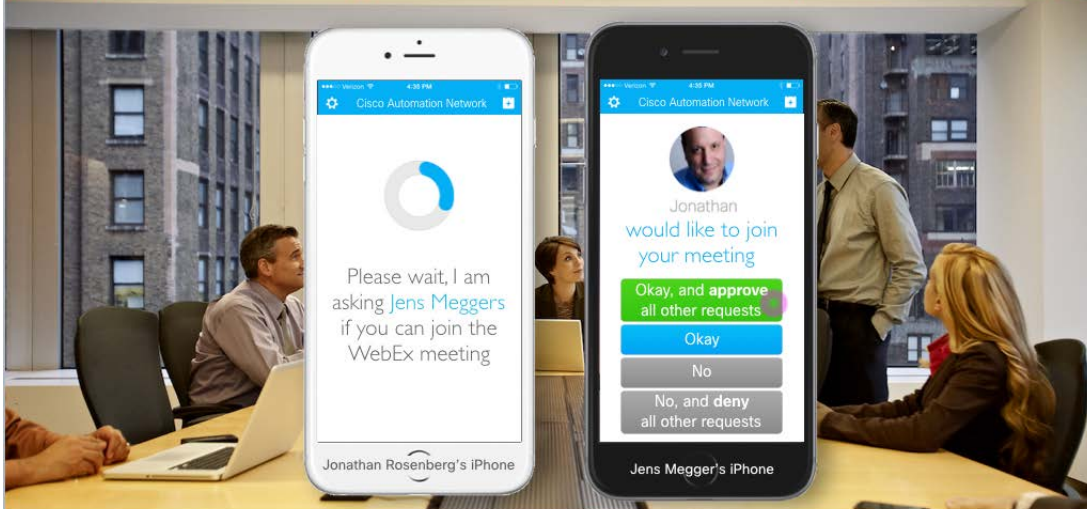
Chart will Preview when you complete X and Y axis and date range

Add to Dashboard Export Chart Data

JOIN A MEETING USE CASE 1

YOU WALK INTO A CONFERENCE ROOM IN WHICH A WEBEX MEETING IS IN PROGRESS. YOU'VE BEEN INVITED VERBALLY, BUT HAVE NOT RECEIVED AN EMAIL INVITATION

In response to your answer, Jen's is asked for permission to allow you to join the Meeting

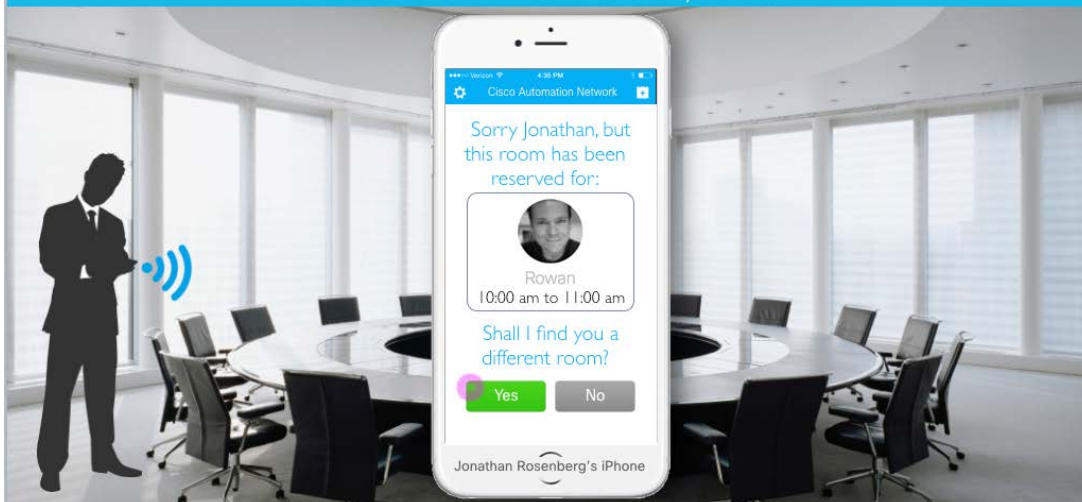


You are asked to wait while Jen's responds to the query

RESERVING A CONFERENCE ROOM USE CASE 2

YOU NEED TO MAKE A CALL SO YOU STEP INTO AN EMPTY CONFERENCE ROOM

The Cisco Automated Network detects your presence and Cisco FIRE checks it's calendar to see if the room is available for your use



If it discovers that the room has been reserved for someone else the Cisco FIRE sends you a notification



creative work samples

SmartZip.com

- brand positioning development
- naming
- brand/corporate identity
- investor / sales presentations
- product ideation and feature definition
- ue development
- ui design / illustration / icon design
- copy writing



SmartZip is like a CarFax for a home. It not only gives you the history of the property, it also predicts how it will perform as a cash-flow, or, appreciation investment. My job was to help the company to define this vision, to name it, give it a logo and to create a user experience that would have home buyers and mortgage brokers buying property SmartZip score reports for every transaction.

Product Development

- Based on business objectives communicated by senior management, developed product concepts, prototypes, screen-flow diagrams, wireframes, interactions, UI design concepts, content, and functional specs to achieve goals.
- Based on usability testing and focus groups, developed new product concepts to meet user demand and to generate new revenue streams.
- Maintained competitive analysis information and generated recommendations for product enhancements

User Experience Design

- Created and maintained web site usability style guide detailing interactions.
- Lead user research and usability testing.
- Developed, and maintained design requirements for new products and product enhancements.
- Collaborated with engineering and product team members to ensure execution of design requirements.
- Lead usability QA review and maintained QA reporting system to monitor bug fixes and product enhancements.

Creative Direction

- Led development of brand positioning and brand identity
- Developed and maintained brand style-guide including; color palette, icon sets, button sets, sound effects, interaction animations, illustrations and copywriting.
- Supervised design team in the ongoing development of new landing pages and CSS templates

SmartZip Color Logo Sheet

Logo Colors

- SmartZip Grey: Pantone Coated 676, Process Colors: C90 M30 Y0 K70
- SmartZip Green: Pantone Coated 676, Process Colors: C90 M30 Y0 K70
- SmartZip Blue: Pantone Coated 676, Process Colors: C90 M30 Y0 K70

SmartZip B+W Logo Sheet

Logo Colors

- SmartZip Grey: Halftone 60% Black
- SmartZip Green: Halftone 30% Black
- SmartZip Blue: Solid 100% Black

Color Palette

Site Colors

Interface Gradients

Interaction Colors

Text Color

Jump to...

Select the right investment strategy to achieve your goals

Jump to...

Select the right investment strategy to achieve your goals

Jump to...

Select the right investment Growth to achieve your goals

The Growth Strategy SmartZip Score™ indicates above-average appreciation but has potential price volatility over time, so you'll have to tolerate higher risk

Jump to...

The Growth Strategy SmartZip Score™ indicates above-average appreciation but has potential price volatility over time, so you'll have to tolerate higher risk

Jump to...

The Growth Score™ indicates above-average appreciation but has potential price volatility over time, so you'll have to tolerate higher risk

home page and search landing page design

Nice to meet you sign-in | sign-up (it's free!)

smartzip alpha
Real Estate Intelligence

The First **Rating Engine** for Investment Properties
Use SmartScore to know if a property is worth buying

Welcome Search Properties MySmartZip Feedback

Own a Property? **Get Your Rating Here.**

Enter California address

Check Cash Flow & Appreciation Potential with SmartScore!

Want a Property? **Top Rated** Cash-Flow Properties in San Mateo, CA

QuickFacts SmartScore

\$850,000	\$475,250 2 Bd 1.5 Ba	\$650,000 2 Bd 1.5 Ba 123 Alphabet Road San Mateo, CA	\$525,000 2 Bd 1.5 Ba

See Details

Top Rated Markets for Cash-Flow

City	Number	Median Price	Avg SmartScore
San Mateo	1,157	\$915,000	95
San Francisco	2,789	\$987,000	86
Pleasanton	522	\$409,500	78
Lodi	54	\$350,000	74
Livermore	76	\$790,000	61

more ways to Search

Home | Search Listings | FAQs | Terms of Use | Privacy Policy | About Us | Site Map | Contact Us | Feedback

story development, storyboards and maya animation creative direction

SmartZip - Real Estate Intelligence - Mozilla Firefox

http://www.smartzip.com/property/show/100003766022?st=bluechip&subview=analyze

smartzip alpha
Know if a property is worth buying

Home Search Properties SmartScore MySmartZip Feedback

FOR SALE \$599,000 | 123 Alphabet Road, Burlingame, CA
4 bed | 3 Bath | 1,876 Sq. Ft. | .039 Acres | Condo/Townhouse/Co-Op
MLS ID# 12345678
View more details Slideshow 4 of 8

Month Cash Flow -\$260 5 Year Appreciation 29.25%
Price per Square Feet \$187 5 Year Population Growth 3.9%
School Rating 9 5 Year Value \$785,456

94 Blue Chip SmartScore

Market / Economy Data

SmartFacts	This Property	Metro	Rating	5 Yr. Proj. SmartFacts	This Property	Metro	Rating
Job Growth	3.2%	1.65%	★★★★☆	Job Growth	3.2%	1.65%	★★★★☆
Population Growth	1%	1.4%	★★★★★	Population Growth	1%	1.4%	★★★★★
Appreciation	15%	12%	★★★★★	Appreciation	15%	12%	★★★★★

Lifestyle Data

SmartFacts	This Property	Metro	Rating
School Rating	9	5	★★★★☆
Safety Rating	5	1	★★★★★
Lifestyle Rating	9	7	★★★★★

Property / Community Data

SmartFacts	This Property	Metro	Rating
Price per Sq. Ft.	\$215	\$230	★★★★☆
Cash Flow	55	98	★★★★☆
5 Yr. ROI	\$120K	\$89K	★★★★☆
Affordability	55	98	★★★★☆

Local Spotlight

Shaban Shakoof
Broker/Attorney, Top Producer, Distinctive Deal Experience.
View my website

Nice to meet you sign-in | sign-up (it's free!)

smartzip alpha
Real Estate Intelligence

The First **Rating Engine** for Investment Properties
Use SmartScore to know if a property is worth buying

Welcome Search Properties MySmartZip Feedback

Choose Location:

California (201,577)

Avg Sales Price: \$656,000
Avg School Rating: 7.5
Avg SmartScore (SmartChoice Strategy): 71

View Map Heat by: Appreciation

Investor Criteria

Choose a strategy: Appreciation Monthly Cash-Flow SmartChoice

Money you have to invest? \$ (assume 20% down)

School Rating 1+ (1-worst 10-best)

Safety Rating 1+ (1-worst 10-best)

Price Range \$From \$To Any Any

Price-to-Rent Any%

Monthly Cash Flow \$From \$To Any Any (based on 20% down w/5 yr IO)

Price per s/f \$From \$To Any Any

Property Basics

Property Type Any House Size Any s/f Lot Size Any s/f Year Built Any Beds 1 Baths 1

Find the best cash flow & appreciation markets!

Home | Search Properties | My SmartZip | FAQs | Terms of Use | Privacy Policy | About Us | Site Map | Contact

SmartZip - Real Estate Intelligence - Mozilla Firefox

http://www.smartzip.com/property/show/100003766022?st=bluechip&subview=analyze

smartzip alpha
Know if a property is worth buying

Home Search Properties SmartScore MySmartZip Feedback

Found 134 Properties in Burlingame, CA

Sort by: SmartScore Descending | Ascending

Mo. Cash-Flow: \$98 5 Yr Appreciation: 17% Price Per Sq/Ft: \$312 School Rating: 8 5 Yr Proj. Value: \$809K

94 Growth SmartScore

92 Blue Chip SmartScore

87 Blue Chip SmartScore

88 Blue Chip SmartScore

84 Blue Chip SmartScore

Local Spotlight

Shaban Shakoof
Broker/Attorney, Top Producer, Distinctive Deal Experience.
View my website ResidentiaSF.com

Michael Ackerman
Top Producer since 2000, CRS, e-Pro Building Trust for Life

12 product feature highlight animations and interactive micro-sites

story development, storyboards and maya animation creative direction

SmartZip - Real Estate Intelligence - Mozilla Firefox

Monthly Cash Flow: -\$47 | 5 Yr. Appreciation: 20.22% | Price per Sq. Ft.: \$187 | 5 Yr. Pop Growth: 3.91% | School Rating: 8 | 5 Yr. Value: \$2,248K

60 Blue Chip SmartScore

The SmartScore Info will help you decide if this property is worth buying

SmartScore Overview Map Analyze

Monthly Cash Flow: **-\$35.10** | 5 Year Return on Investment: 58.15%

Transaction Details

Purchase Price	1870000.00	\$1,870,000.00
% Downpayment	20.00	\$374,000.00
Closing Costs	14960.00	\$14,960.00
Total Investment		\$388,960.00

Monthly Income

Rental Income	11892	\$11,892.00
---------------	-------	-------------

Monthly Expenses

Mortgage Payment		\$7,816.60
Property Tax	1558.33	\$1,558.33
Insurance	467.50	\$467.50
HOA Fees	0.00	\$0.00
Property Management	1070.28	\$1,070.28
Maintenance	951.36	\$951.36
Vacancy	63.03	\$63.03

Proj. Monthly Cash Flow: **-\$35.10**

Re-Set

There are several key factors that impact this property's Cash Flow. Use the editable fields to customize.

SmartZip alpha - The First Rating Engine for Investment Properties

Home Search Properties SmartScore Feedback

Home > Search Properties > 150 Properties Search Results

SmartTools: My Saved Searches, My Recent Searches, Start New Search

Refine Your Search: Investor Criteria, Location (Alamo), Status (Blue Chip), Min Price, Max Price, Min Cash Flow, Max Cash Flow, School Rating

Property Basics: Refine Search

Found 150 Properties in Alamo, CA

Sort By: SmartScore Descending Ascending

101 DANIEL DR	\$1,870,000	60
318 MASSONI CT	\$1,698,888	58
1182 DANVILLE BLVD	\$2,195,000	57
62 MEDLYN LN	\$2,498,000	57
1594 ALAMO WAY	\$1,449,000	56

SmartZip - Real Estate Intelligence - Mozilla Firefox

SmartTools: My Saved Searches, My Recent Searches, Start New Search

101 DANIEL DR ALAMO CA

5 Beds | 3 Baths | RSFR

Built in 1974 | 9999 Sq. Ft. | 20,700 Sq. Ft. Lot Size

Offered By Brocco, Sundry, Empire Realty Associates, Inc.

Monthly Cash Flow: -\$47 | 5 Yr. Appreciation: 20.22% | Price per Sq. Ft.: \$187 | 5 Yr. Pop Growth: 3.91% | School Rating: 8 | 5 Yr. Value: \$2,248K

60 Blue Chip SmartScore

The SmartScore Info will help you decide if this property is worth buying

SmartScore Overview Map Analyze

Map Satellite Hybrid

Buy It Finance It

SmartZip - Real Estate Intelligence - Mozilla Firefox

SmartTools: My Saved Searches, My Recent Searches, Start New Search

101 DANIEL DR ALAMO CA

5 Beds | 3 Baths | RSFR

Built in 1974 | 9999 Sq. Ft. | 20,700 Sq. Ft. Lot Size

Offered By Brocco, Sundry, Empire Realty Associates, Inc.

Monthly Cash Flow: -\$47 | 5 Yr. Appreciation: 20.22% | Price per Sq. Ft.: \$187 | 5 Yr. Pop Growth: 3.91% | School Rating: 8 | 5 Yr. Value: \$2,248K

60 Blue Chip SmartScore

The SmartScore Info will help you decide if this property is worth buying

SmartScore Overview Map Analyze

Market & Economy Data

Current SmartFacts	This Property	Metro	Rating	5 Yr Proj. SmartFacts	This Property	Metro	Rating
Job Growth	-1.45%	1.78%	★★★☆☆	Job Growth	5.39%	3.74%	★★★★☆
Population Growth	-2.77%	1.12%	★★★☆☆	Population Growth	3.91%	3.26%	★★★★☆
Appreciation	1.43%	-13.04%	★★★☆☆	Appreciation	20.22%	22.65%	★★★★☆

Lifestyle Data

SmartFacts	This Property	Metro	Rating
School Rating	8	8	★★★★☆
Safety Rating	10	6	★★★★★
Lifestyle Rating	10	10	★★★★★

Property & Community Data

SmartFacts	This Property	Metro	Rating
Price per Sq. Ft.	\$187	\$314	★★★★★
Cash Flow	-\$47	-\$1,353	★★★★☆
5 Yr ROI	56%	22%	★★★★☆
Affordability	33	72	★★★☆☆

Get a property's investment rating

Explore places to invest

View the SmartZip Top 10 Markets™

Watch the SmartZip Score™ quick tour

The intelligent way to evaluate real estate
Get a property's investment rating

Enter a CA or FL address or city

Search over 17 million rated properties

- Property
- Demographics
- Housing
- Lifestyle
- Rentals
- Government

Get a property's investment rating

Explore places to invest

View the SmartZip Top 10 Markets™

Watch the SmartZip Score™ quick tour

The best investment cities
View the smartzip top 10 markets™

Growth SmartZip Score™

#10 Gainesville, FL

#1 Rancho Santa Margarita, CA

#2 Palm Beach, FL

#3 Pleasanton, CA

#4 Palo Alto, CA

Market Averages

List Price **\$135,589**

10 Year Appreciation **23.57%**

Cash Flow **\$378**

School Rating **8**

Get a property's investment rating

Explore places to invest

View the SmartZip Top 10 Markets™

Watch the SmartZip Score™ quick tour

Learn about investment property ratings
Watch the smartzip™ quick tour

Quality of Lifestyle

Population Demographics

Property Attributes

Government Spending

Rental Statistics

Housing Market Info

87 SmartScore

smartzip alpha
Know if a property is worth buying

The First Rating Engine for Investment Properties

Home Search Properties Community About Feedback

Home Search Properties

Already have a location, or property in mind?

Enter city and state, or full address (CA and FL only for now)

advanced search

Location, location, location
Identify the right Market, find the best Property

Show heat by: Growth Strategy **LOW - HIGH** Also show on map... map satellite hybrid

California

List Price: \$785,500

\$ Per Sq. Ft.: \$275

Cash Flow: -\$135

10 Yr. Appr.: 47.25%

School Rating: 9

Lifestyle Rating: 8

Market Score's

94 Growth 87 Income

Mendocino CA Growth Scores

County 89

State 94

Zoom Map

Foreclosures without the headache
Fri, Jan 9, 2009

Some Real Estate Article
Headline Text Here
Wed, Jan 7, 2009

Some Real Estate Article
Headline Text Here
Wed, Jan 7, 2009

4 Cities are in your Compare Markets Widget

California Market Averages

VS	Cities	Score	List Price	\$ Sq. Ft.	Cash Flow	10 Yr. Appr.	School Rtg	Lifestyle Rtg
<input checked="" type="checkbox"/>	Alameda (3,278)	78	\$10,564,980	\$452	\$47	19.39%	9	9
<input type="checkbox"/>	Alpine (3,278)		\$125	\$23	11.22%	8	8	
<input checked="" type="checkbox"/>	Amador (3,278)		\$567	-\$123	14.49%	6	6	
<input checked="" type="checkbox"/>	Butte (3,278)		\$172	\$45	19.47%	9	9	
<input type="checkbox"/>	California (3,278)		\$452	\$87	12.54%	7	7	
<input type="checkbox"/>	Rancho Santa Margarita (3,278)	95	\$10,564,980	\$567	-\$123	11.22%	6	6
<input type="checkbox"/>	Del Norte (3,278)	89	\$924,879	\$452	\$47	19.47%	3	3
<input type="checkbox"/>	El Dorado (3,278)	90	\$10,564,980	\$125	\$47	12.54%	5	5
<input type="checkbox"/>	Fresno (3,278)	92	\$188,906	\$567	\$23	19.39%	7	7
<input type="checkbox"/>	Glenn (3,278)	89	\$924,879	\$172	-\$123	11.22%	8	8
<input type="checkbox"/>	Imperial (3,278)	88	\$10,564,980	\$452	\$45	14.49%	9	9
<input type="checkbox"/>	Fresno (3,278)	90	\$10,564,980	\$125	\$47	12.54%	5	5
<input type="checkbox"/>	Glenn (3,278)	92	\$188,906	\$567	\$23	19.39%	7	7
<input type="checkbox"/>	Humboldt (3,278)	89	\$924,879	\$172	-\$123	11.22%	8	8
<input type="checkbox"/>	Imperial (3,278)	88	\$10,564,980	\$452	\$45	14.49%	9	9

Butte, CA

- > Compare
- > Zoom Map
- > Search listings
- > Share

Clicking check box adds this market to the Compare Markets widget

Home | Search Properties | Community | FAQs | Terms of Use | Privacy Policy | About | Site Map | Web Site Feedback | Contact

© 2008 SmartZip™, Inc.
6200 Stoneridge Mall Road, Suite 210, Pleasanton, CA 94588
info@smartzip.com

Landing State

Hover States

Hover reveals the See details link

Goes to red orange and if clicked advances widget to next highest number. If it gets to 100, the next highest value is #1- and is a continuous loop

If user clicks within slide show area, widget moves selected peroperty into Highlight region. The interaction is the same if they click the right or left arrows on either side. Note the chang state in the objects colors and fonts

Click Actions

Note label change to address Foreclosure listings. Note- if this is a listing we "sourced" from public sites the range, or individual price is displayed in the same manner, and "Fair Value Range" is still the descriptor- just remove the "FORECLOSURE" label and logo

The Beginning

- About Us
- Team
- SmartScore
- FAQs
- Employment
- Buzz

We are born



SmartZip™ was built by professional real estate investors (with the help of some very smart tech guys from other really BIG real estate sites) to provide the ultimate online resource for buyers, sellers and investors of residential real estate.

For years, we've worked in real life with thousands of investors, completing billions of dollars in real estate transactions (including several hundred of our own). Over that time we developed and perfected a unique, proprietary methodology to choose exactly the properties that will out-perform the market. By leveraging current and historical data, and combining it with what we call our "real estate je ne sais quoi" we have built a predictive model to identify, weigh and analyze the characteristics of the markets, neighborhoods and individual properties that will thrive through market cycles.

We know how to pick a winner.

Like you, we've kept a close eye on the events of the past eighteen months. While it's too soon to predict when the market as a whole will take a turn for the better, it's clear that people need stronger, more relevant tools and information to help make wise home-buying decisions.

Unfortunately, historical and current home values, while important, provide only a subset of the information necessary to shrewdly buy real estate – whether the purchase is an investment, or a place to home.

While it's easy to look at basic market information to understand population and job growth to gauge its buoyancy and stability, how do you measure that je ne sais quoi that makes one neighborhood perform better than another when they are only blocks apart?

"People need a web site where they can dig in and play and learn about real estate as much (or little) as they want ... to research, search and buy real estate and manage investment property – all in one place. And, instead of burying people under mounds of hard-to-understand data, we will crunch the numbers behind the scenes and provide an easy-to-understand rating.

And SmartZip was born ...

One year, tens of thousands of man-hours later and backed by an incredible group of Angels you see the first iteration of that dream – and it includes the first ever rating engine for residential real estate.

Now you can pick a winner yourself.

So why is this important? Because at SmartZip, we understand that building your personal wealth with smart investments in real estate can mean the difference between retiring in an obscurely located double-wide or sipping margaritas pool-side at your Palm Beach villa.

"People need a web site where they can dig in and play and learn about real estate as much (or little) as they want ... to research, search and buy real estate and manage investment property – all in one place. And, instead of burying people under mounds of hard-to-understand data, we will crunch the numbers behind the scenes and provide an easy-to-understand rating. Think: Morningstar® for Real Estate."



Logitech.

creative work samples

Logitech

- customer brand experience analysis
- package design
- print advertising
- product micro-sites
- logitech.com web site UE redesign
- maya animation development
- online advertising
- copy writing
- photography

As the first global creative director of this international computer peripherals company, I was responsible for all consumer communications including Logitech.com, advertising, experiential; marketing and package design.

I directed external agencies as well as in-house designers to address internal client needs.

I'm most proud of my work on the Wave keyboard launch.

I was the hands-on designer and led the ideation for how the product would be positioned in the market.

I also developed a program for the creation of a Logitech owned stock photography resource. I directed photoshoots with international models and locations. My efforts have established an company savings of over \$500,000 a year.



Transaction

I need it now, so I buy it...
 • in an electronics super-store



Motivation

I need...

- a replacement
- a gift for someone

I want...

- to enhance my PC and/or TV

I receive...

- a Logitech peripheral gift

Consideration

I research...

- the category and read the reviews

I discover...

- the features I want

I decide...

- on the brand I trust to deliver the desired features



I buy it...

Awareness

I see...

- Out-Of-Home Advertising
 - commercial
 - news story/product review
- An online ad
- An online article/product review
- Online viral marketing content
- Retail merchandising:
 - Poster, shelf talker, etc...
 - End-cap display
 - Product packaging on-shelf



I hear...

- Word-of-mouth
- Radio ad/or news story



I try...

- a demo unit at
 - retail
 - special event/trade show
- a friend/co-workers device





INTELCD

Knowledge is power. The award-winning Logitech® G15 Keyboard delivers a tactical advantage unlike any other keyboard with its integrated LCD, showing real-time intel from combat in Enemy Territory: Quake Wars. This battle-tested favorite, now with magma-orange backlighting, has a new, more compact design – making it easier to pack up and take to LAN parties.

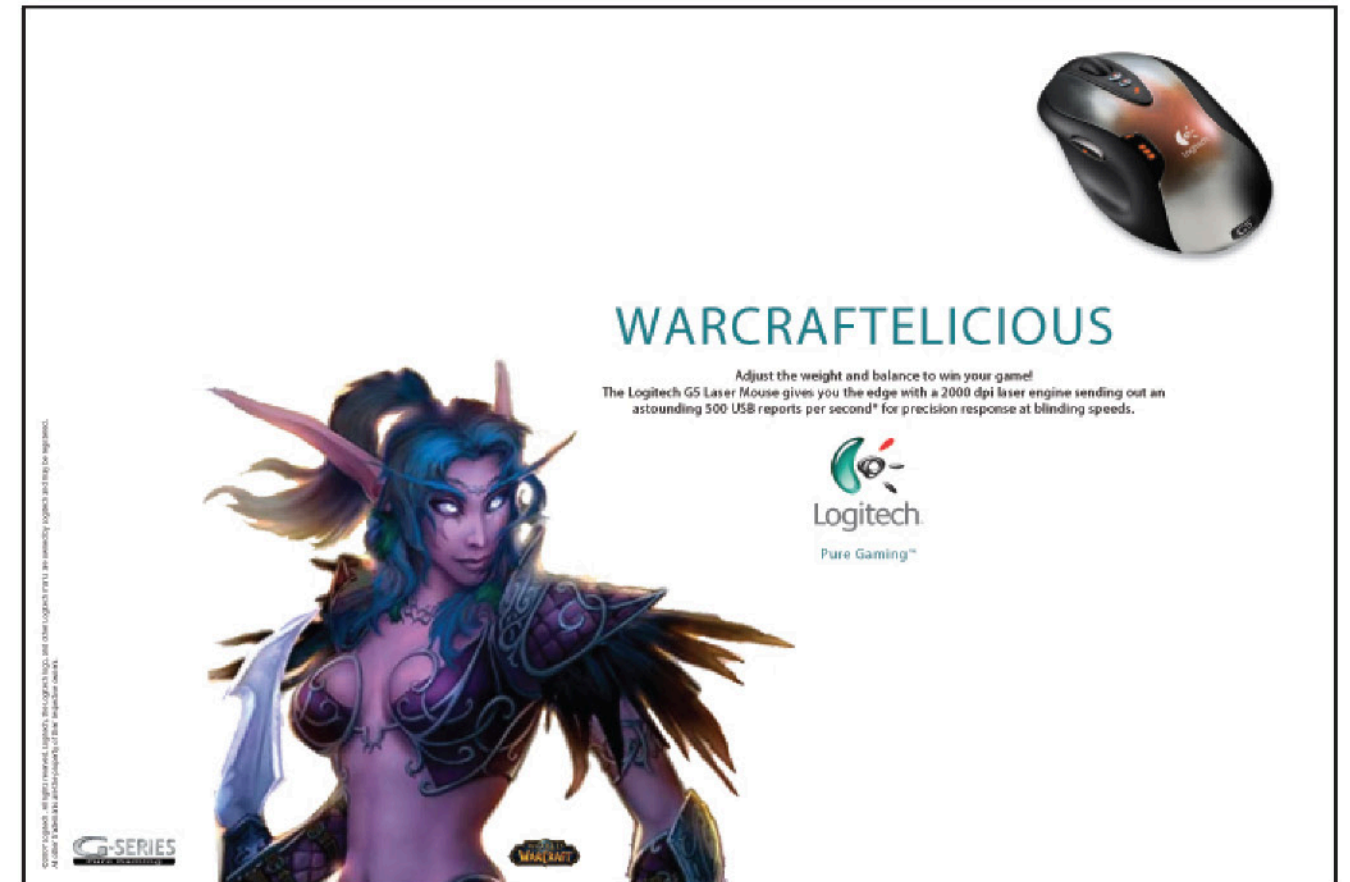


Logitech

G-SERIES





ENEMY TERRITORY
QUAKE WARS




WARCRAFTELICIOUS

Adjust the weight and balance to win your game!
The Logitech G5 Laser Mouse gives you the edge with a 2000 dpi laser engine sending out an astounding 500 USB reports per second* for precision response at blinding speeds.



Logitech
Pure Gaming™



G-SERIES

*USB reports per second (RPS) are not the same as DPI. DPI is a measure of resolution, not speed. RPS is a measure of precision. Logitech is not responsible for any damage to your computer or other equipment caused by the use of this mouse.



5 Dot Won Surround

Listen up and hear what you can't see. "Enemy fire, 9 o'clock incoming missile, 3 o'clock! I hear a vehicle coming from behind!" The new Logitech® G51 Surround Sound Speaker System puts you in the middle of battle, with the sounds of war all around. It's not only a great experience – it's an advantage.



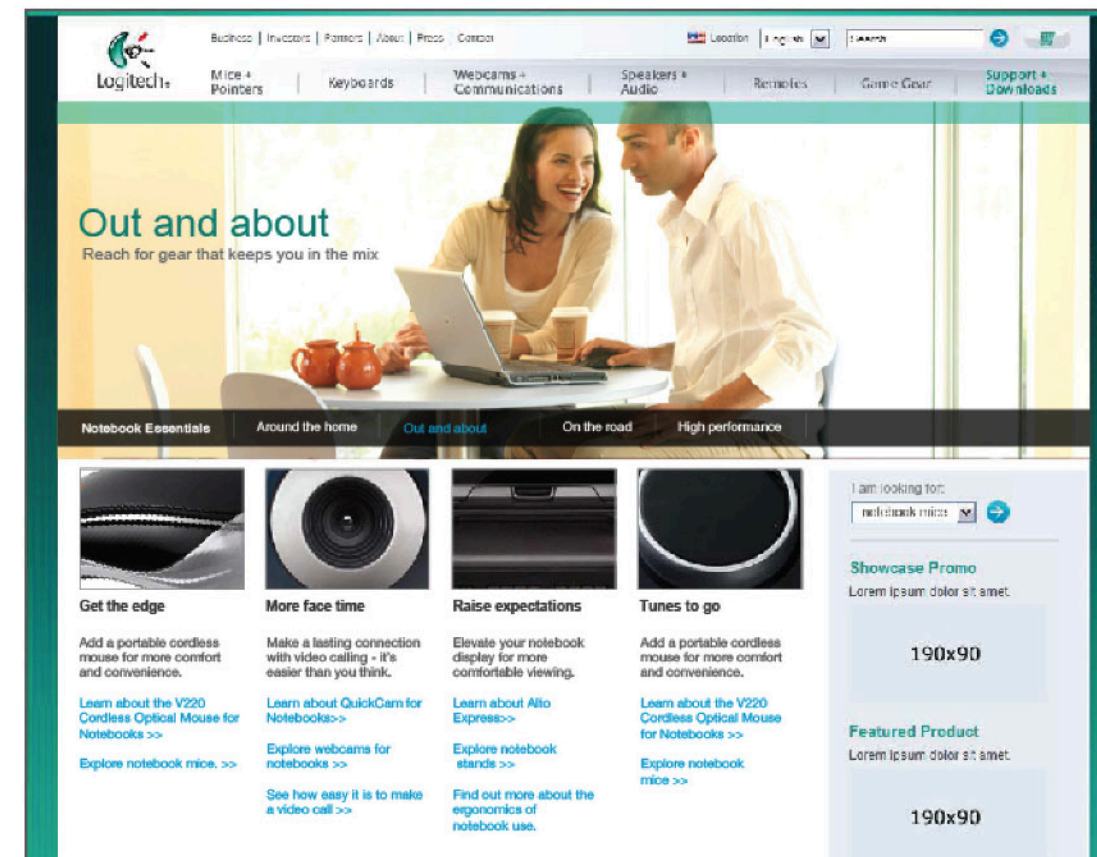
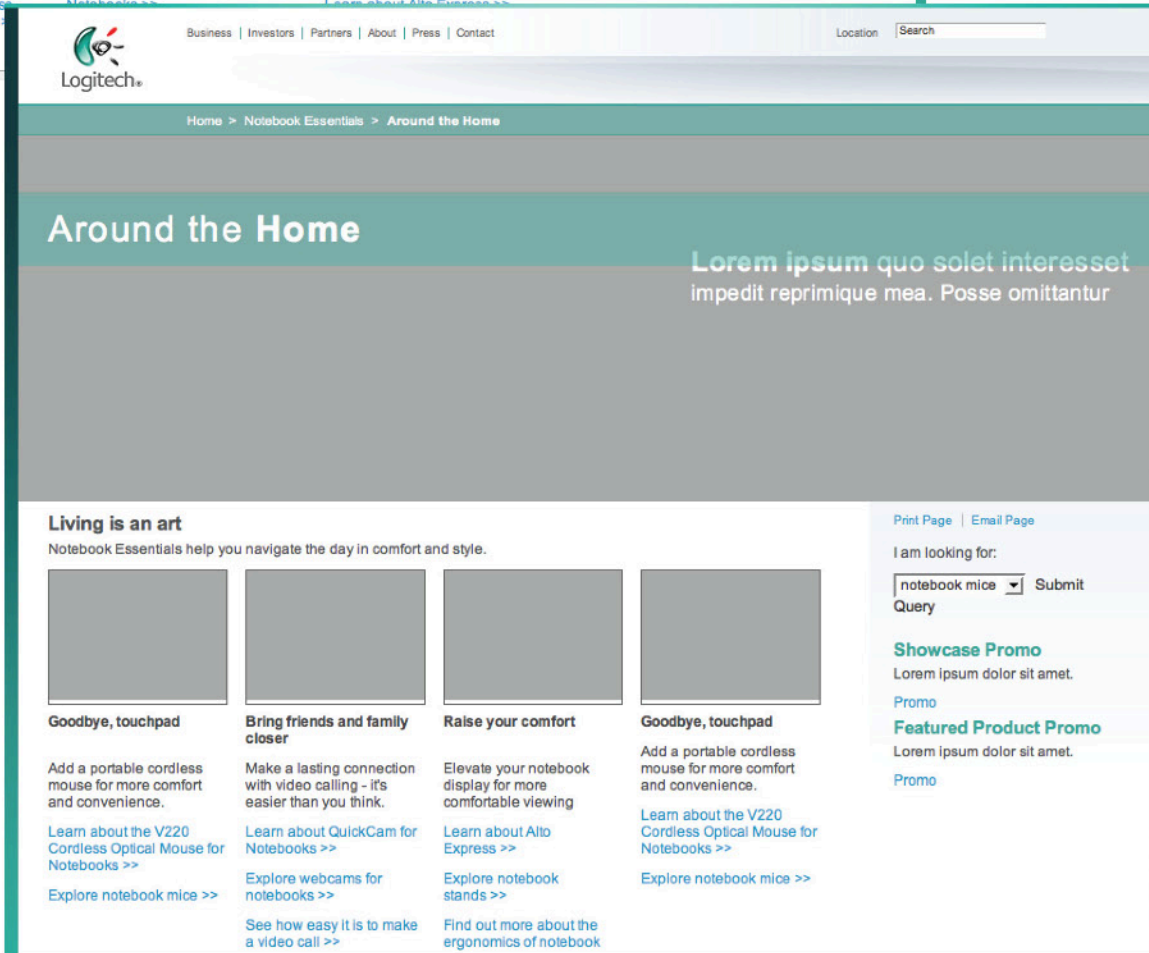
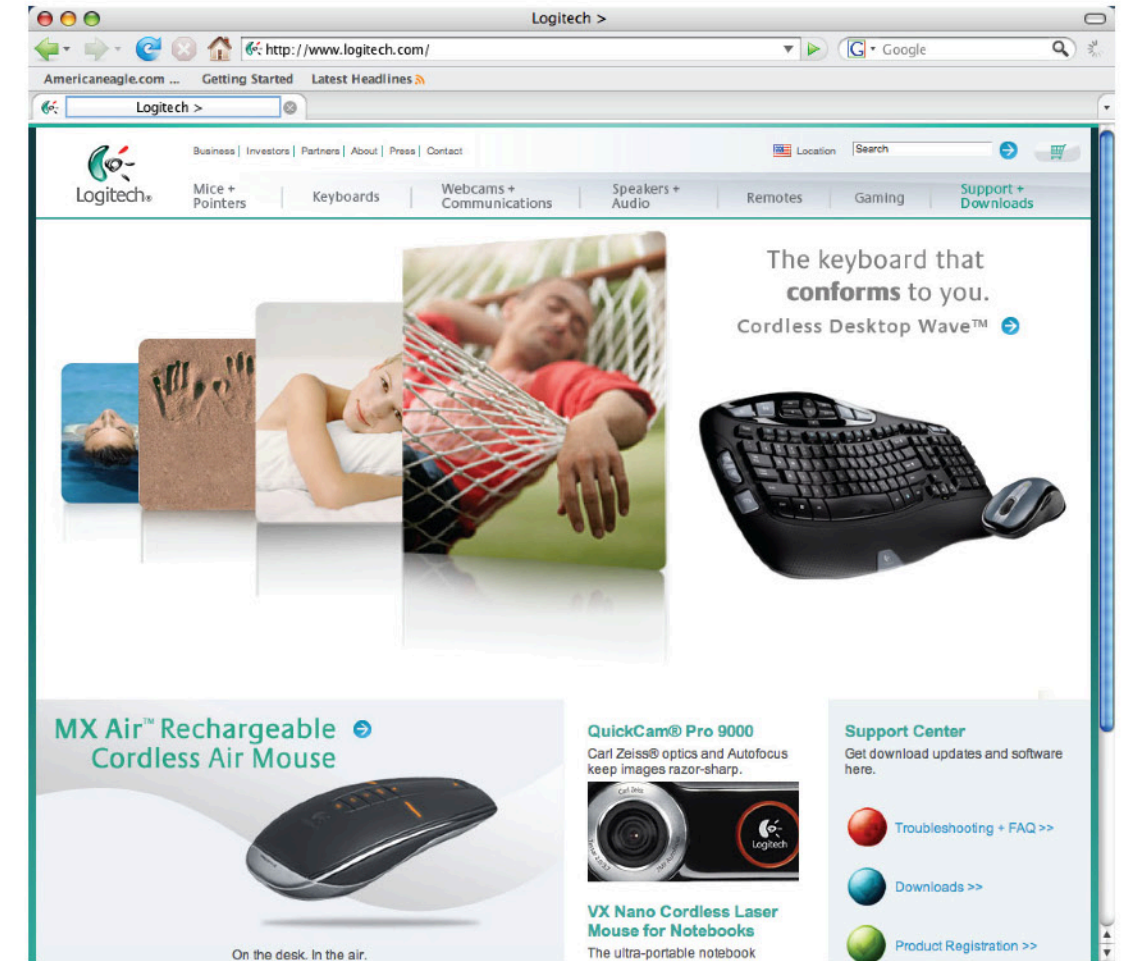
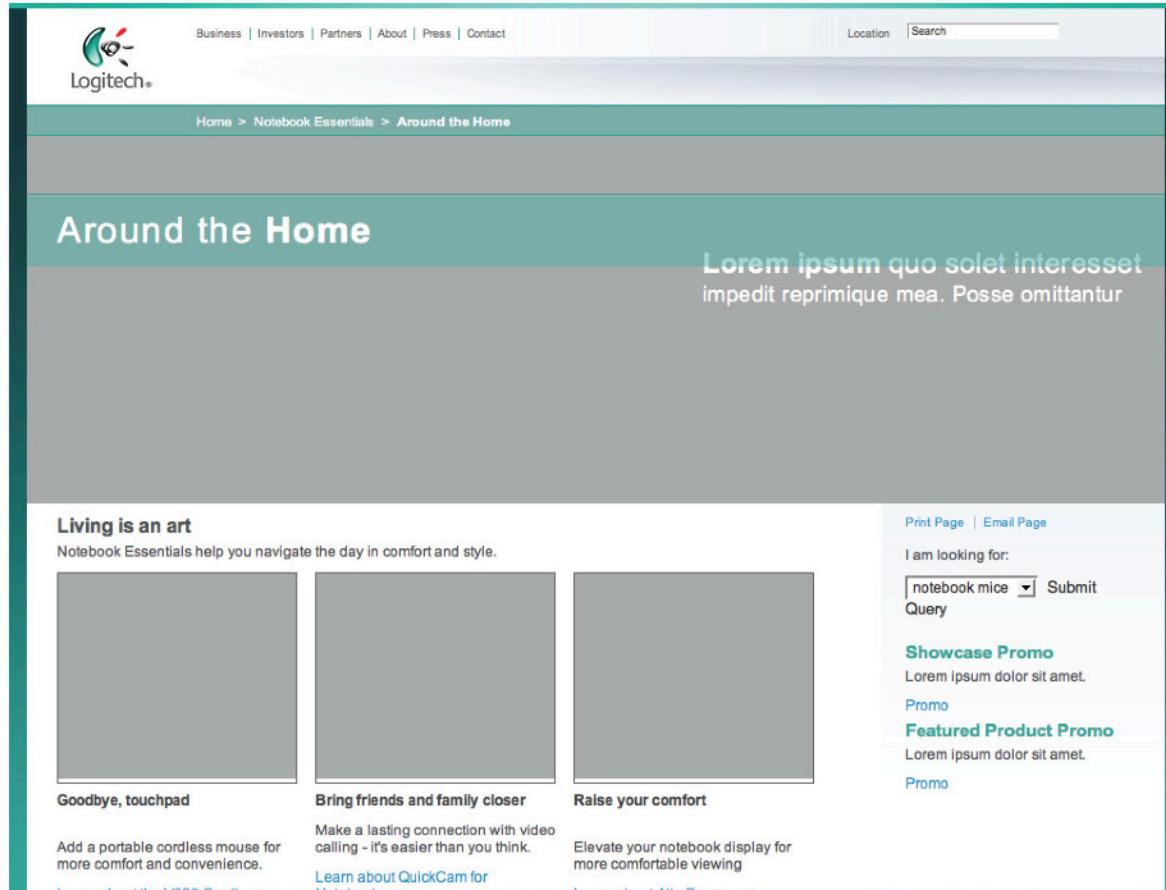
Logitech

G-SERIES

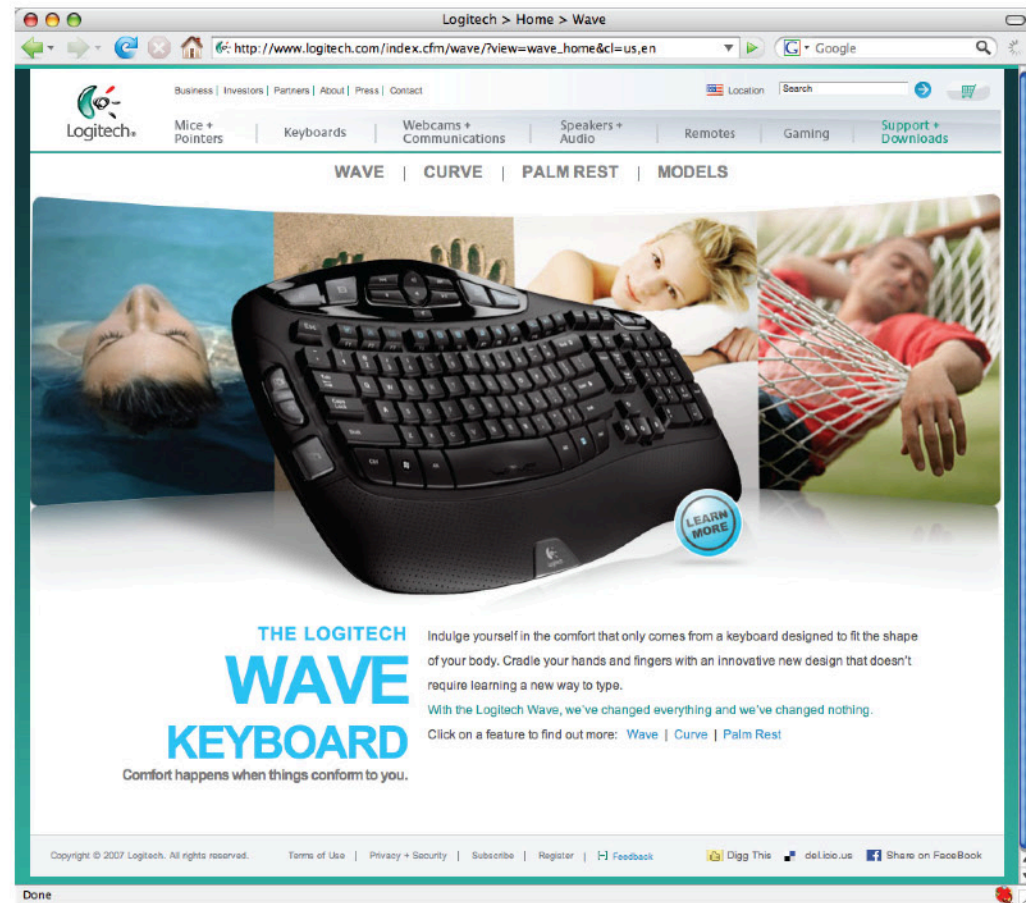


ENEMY TERRITORY
QUAKE WARS

home page and product category landing page redesign



flash product micro-site




Logitech > Home > Wave

Business | Investors | Partners | About | Press | Contact

Logitech Mice + Pointers Keyboards Webcams + Communications Speakers + Audio Remotes Gaming Support + Downloads

WAVE | CURVE | PALM REST | MODELS



THE LOGITECH WAVE KEYBOARD

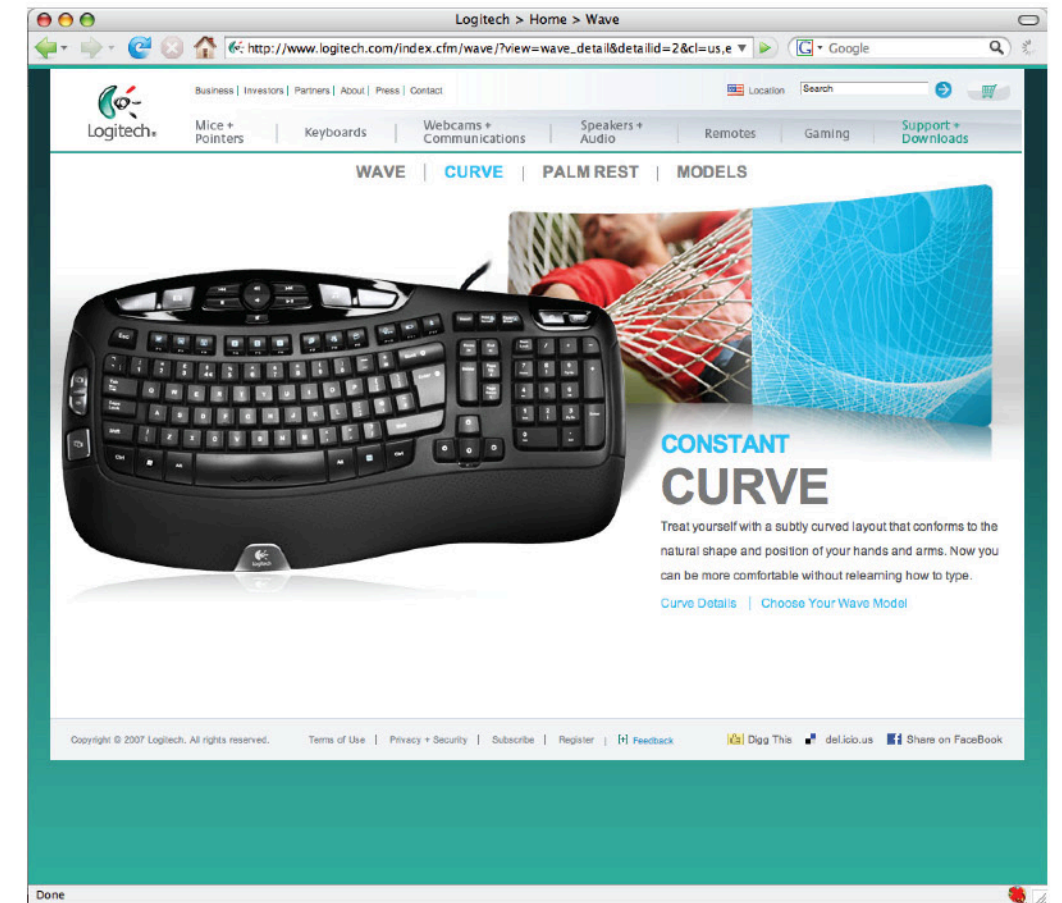
Indulge yourself in the comfort that only comes from a keyboard designed to fit the shape of your body. Cradle your hands and fingers with an innovative new design that doesn't require learning a new way to type.

With the Logitech Wave, we've changed everything and we've changed nothing.

Click on a feature to find out more: [Wave](#) | [Curve](#) | [Palm Rest](#)

Comfort happens when things conform to you.

Copyright © 2007 Logitech. All rights reserved. Terms of Use | Privacy + Security | Subscribe | Register | Feedback | Digg This | del.icio.us | Share on FaceBook




Logitech > Home > Wave

Business | Investors | Partners | About | Press | Contact

Logitech Mice + Pointers Keyboards Webcams + Communications Speakers + Audio Remotes Gaming Support + Downloads

WAVE | **CURVE** | PALM REST | MODELS

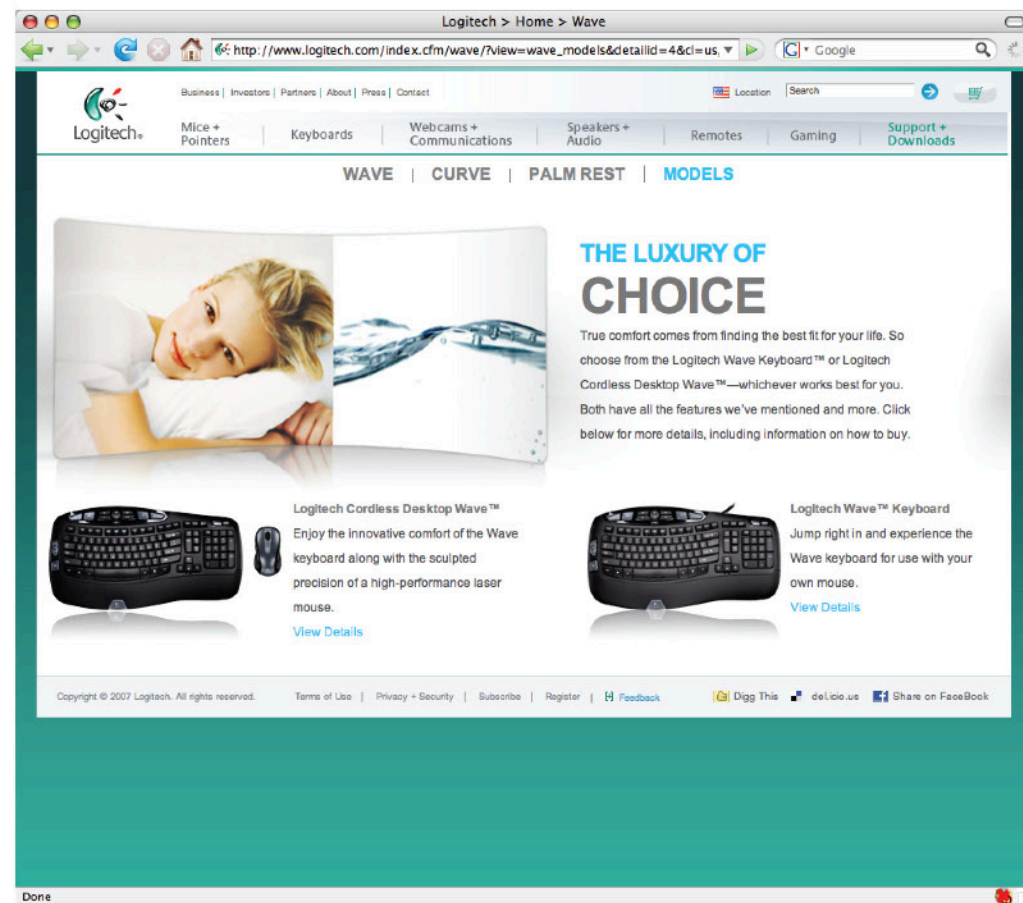


CONSTANT CURVE

Treat yourself with a subtly curved layout that conforms to the natural shape and position of your hands and arms. Now you can be more comfortable without relearning how to type.

[Curve Details](#) | [Choose Your Wave Model](#)

Copyright © 2007 Logitech. All rights reserved. Terms of Use | Privacy + Security | Subscribe | Register | Feedback | Digg This | del.icio.us | Share on FaceBook

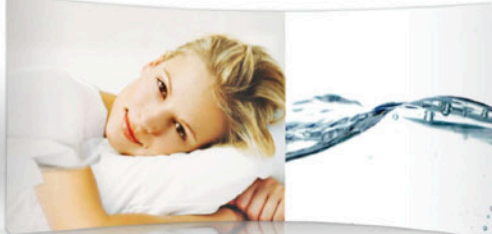


Logitech > Home > Wave

Business | Investors | Partners | About | Press | Contact


Logitech Mice + Pointers Keyboards Webcams + Communications Speakers + Audio Remotes Gaming Support + Downloads

WAVE | CURVE | PALM REST | **MODELS**




THE LUXURY OF CHOICE

True comfort comes from finding the best fit for your life. So choose from the Logitech Wave Keyboard™ or Logitech Cordless Desktop Wave™—whichever works best for you. Both have all the features we've mentioned and more. Click below for more details, including information on how to buy.



Logitech Cordless Desktop Wave™
Enjoy the innovative comfort of the Wave keyboard along with the sculpted precision of a high-performance laser mouse.

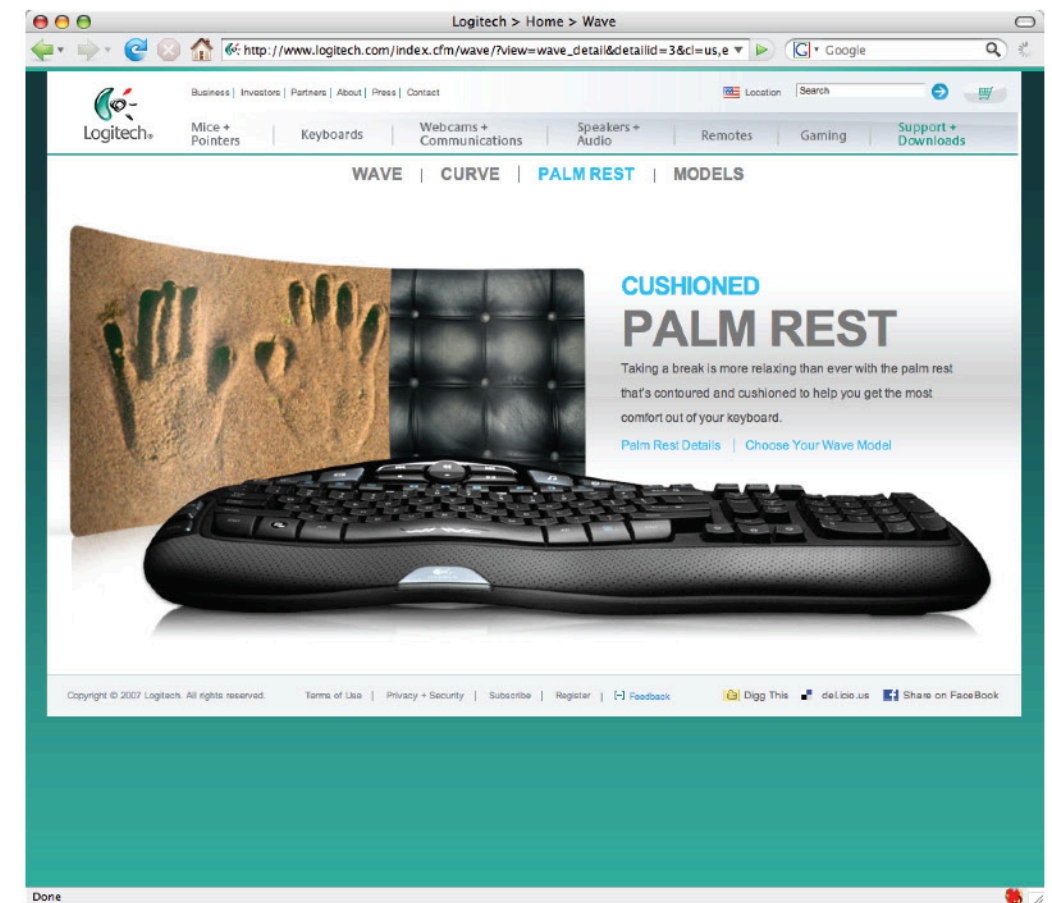
[View Details](#)



Logitech Wave™ Keyboard
Jump right in and experience the Wave keyboard for use with your own mouse.

[View Details](#)

Copyright © 2007 Logitech. All rights reserved. Terms of Use | Privacy + Security | Subscribe | Register | Feedback | Digg This | del.icio.us | Share on FaceBook




Logitech > Home > Wave

Business | Investors | Partners | About | Press | Contact

Logitech Mice + Pointers Keyboards Webcams + Communications Speakers + Audio Remotes Gaming Support + Downloads

WAVE | CURVE | **PALM REST** | MODELS



CUSHIONED PALM REST

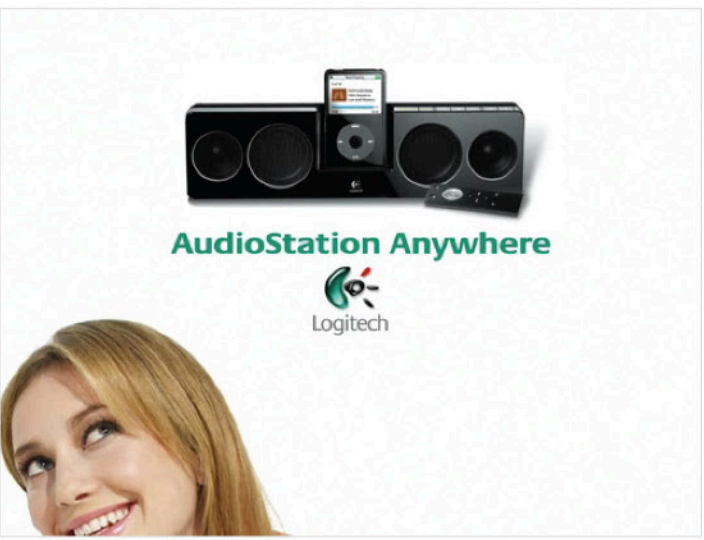
Taking a break is more relaxing than ever with the palm rest that's contoured and cushioned to help you get the most comfort out of your keyboard.

[Palm Rest Details](#) | [Choose Your Wave Model](#)

Copyright © 2007 Logitech. All rights reserved. Terms of Use | Privacy + Security | Subscribe | Register | Feedback | Digg This | del.icio.us | Share on FaceBook

14 product feature highlight animations and interactive micro-sites
 (story development, storyboards and maya animation)

Logitech® AudioStation™ Anywhere



AudioStation Anywhere

Logitech

Featured Products

- Logitech® Alto™ Cordless
- Logitech® Audio + USB Hub for Notebooks
- Logitech® AudioStation™ Anywhere
- Logitech® AudioStation™ Dream
- Logitech® Cordless Desktop® MX™ 5500 Revolution
- Logitech® Cordless Desktop Wave™
- Logitech® G9 Laser Mouse
- Logitech® G15 Keyboard
- Logitech® G51 Surround Sound Speaker System
- Logitech® MX AIR
- Logitech QuickCam™ Pro 9000
- Logitech® QuickCam™ Pro for Notebooks
- Logitech® VX Nano Cordless Laser Mouse for Notebooks

Compact Audio
Battery Level
Remote Control
Travel Case
Charges iPod

Logitech® MX AIR



Logitech

Laser Precision

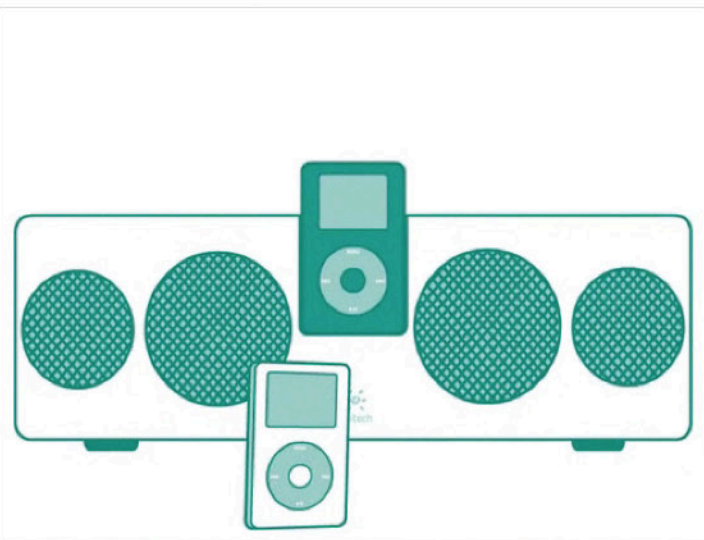
AirTracking

Gestures

Rechargeable

Scroll Panel

Logitech® AudioStation™ Anywhere



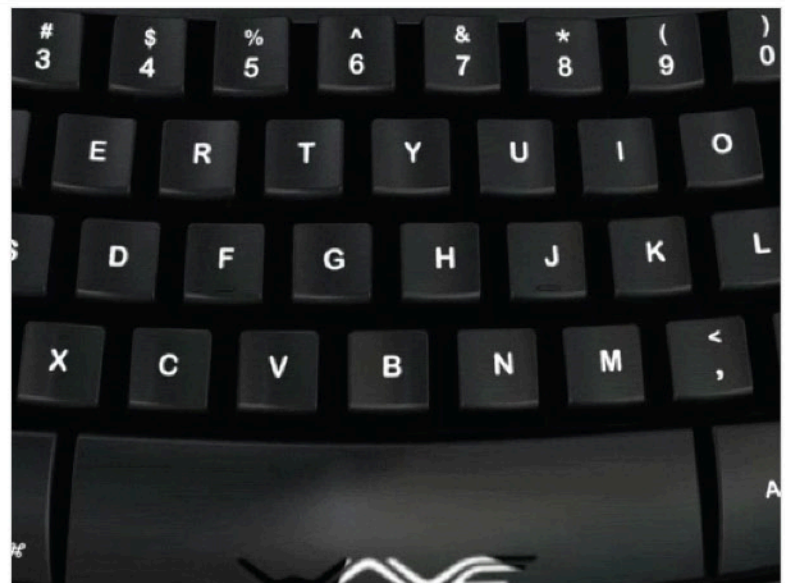
Logitech

Featured Products

- Logitech® Alto™ Cordless
- Logitech® Audio + USB Hub for Notebooks
- Logitech® AudioStation™ Anywhere
- Logitech® AudioStation™ Dream
- Logitech® Cordless Desktop® MX™ 5500 Revolution
- Logitech® Cordless Desktop Wave™
- Logitech® G9 Laser Mouse
- Logitech® G15 Keyboard
- Logitech® G51 Surround Sound Speaker System
- Logitech® MX AIR
- Logitech QuickCam™ Pro 9000
- Logitech® QuickCam™ Pro for Notebooks
- Logitech® VX Nano Cordless Laser Mouse for Notebooks

Compact Audio
Battery Level
Remote Control
Travel Case
Charges iPod

Logitech® Cordless Desktop Wave™



Logitech

Wave Key Design The wave-shaped contour of the keys comfortably cradles your fingers.

Constant Curve

Cushioned Palm Rest

Extended Battery Life

Adjustable Height

photography

my strategy to photograph our own stock images for use in global point-of-sale materials, events and packaging, resulted in over \$500,000 in annual savings





Shutterfly.com

- usability testing
- product development
- ue engineering
- ui design
- online marketing & advertising
- database marketing
- advertising
- promotions
- retail merchandising
- online advertising
- copywriting
- photography



I was hired as Shutterfly.com's first global creative director to centralize all creative under one department including; online & traditional advertising, promotions, database marketing (email), product development, print communications, experiential marketing and ecommerce merchandising.

My direct reports included eight full time designers, two copywriters and two UE engineers, augmented by contractors and external agencies.

During the interview process I had been told that the creative team had been producing lackluster results and that project lifecycles were taking longer than usual. I was told that I could make the necessary changes to improve overall creative performance.

I discovered that the team had been de-moralized by internal clients who lacked an understanding of the creative process and had reduced the designers to pixel-jockeys resulting in poor morale, and bad creative.

By changing the workflow to be more collaborative, I reduced the time to completion, increased internal client satisfaction, generated significant lift in all communications ROI and improved the creative teams morale. The creative department's output increased 800% in the first six months enabling Shutterfly to rapidly deploy A-B testing of the home page and key landing pages to optimize performance.

Specific examples and metrics are as follows.

Ecommerce/Product Marketing

Redesigned store home page and key landing pages, stimulating a 15% increase in store revenue.



Returning members [Not a member?](#)
Email: [Forgot password?](#)
Password:

PRESERVE THE MOMENT

Preserve and share all your memories at Shutterfly.

- High-quality prints
- Personalized cards & gifts
- Customized photo books
- Personal photo galleries

Shop our store

Browse our unique selection of cards, calendars, photo books, and more.
[Shop now](#)

Share your pictures

Share one picture, an album, or your entire collection — it's easy.
[Start sharing](#)

Get perfect prints

Create high-quality prints of your pictures — wallet-size to poster-size.
[Order prints](#)

The Perfect Gift

"We gave Mom a **Photo Book** with pictures of her entire family through the years. She said that it was the best present she ever got."
- Larissa P.

SHOP THE PRE-SEASON SAVINGS SALE AND SAVE 20%

[Help us improve our home page. Tell us what you think.](#)



[Learn more](#) | [Pricing](#) | [Customer support](#) | [Terms & conditions](#) | [Privacy policy](#) | [About us](#) | [Jobs](#) | [Affiliate center](#) | [Business solutions](#) | [Pro gallery](#) | [Site map](#) | [FREE software](#)

© Copyright Shutterfly 1999-2005. All rights reserved.



Returning members [Not a member?](#)
Email: [Forgot password?](#)
Password:

SPREAD THE SPIRIT OF THE SEASON

Send Season's Greetings with a festive, customized Card

- Choose from high-quality Photo Mount Cards, 4x8 Photo Cards, and Greeting Cards
- Use a favorite photo to personalize your Card
- Add a holiday border and greeting

Shop our store

Browse our unique selection of cards, calendars, photo books, and more.
[Shop now](#)

Share your pictures

Share one picture, an album, or your entire collection — it's easy.
[Start sharing](#)

Get perfect prints

Create high-quality prints of your pictures — wallet-size to poster-size.
[Order prints](#)

The Perfect Gift

"We gave Mom a **Photobook** with pictures of her entire family through the years. She said that it was the best present she ever got."
- Larissa P.

SHOP THE PRE-SEASON SAVINGS SALE AND SAVE 20%

FRIGHTS AND FLOWERS™ PHOTO CONTEST

Enter and vote in our Pumpkin Carving Photo Contest [1-800-flowers.com](#)

[Help us improve our home page. Tell us what you think.](#)



[Learn more](#) | [Pricing](#) | [Customer support](#) | [Terms & conditions](#) | [Privacy policy](#) | [About us](#) | [Jobs](#) | [Affiliate center](#) | [Business solutions](#) | [Pro gallery](#) | [Site map](#) | [FREE software](#)

© Copyright Shutterfly 1999-2005. All rights reserved.

Acquisition Marketing

Designed companies most successful integrated ad campaign which increased Shutterfly's response rate from 1.3% to 36%



shutterfly
MAKE YOUR HOLIDAY GREETINGS
SPECIAL
WITH PHOTO CARDS

RECEIVE
20% OFF
YOUR CARD
ORDER



Envelopes included

Create your Card in
three simple steps:

- 1 Select a favorite photo and add it to www.shutterfly.com
- 2 Select an original holiday border and write a personalized greeting
- 3 We'll mail them back to you - or - To everyone on your list!

See details on back



Shutterfly | Join
https://www.shutterfly.com/secure/sign_up; Google

shutterfly

child
MAKE YOUR HOLIDAY GREETINGS
SPECIAL
WITH PHOTO CARDS

Shutterfly and *Child Magazine* want to help you make this a holiday season to remember. Sign up below for your free Shutterfly account so you can create your free Photo Greeting Card ([See offer details](#)).

After you sign up, you will be asked to enter the unique promotion code found in the Shutterfly ad or the Photo Card in your issue of *Child Magazine*.

Sign up now to create your free Photo Card. As a Shutterfly member, you'll also enjoy:

- Free online sharing
- Free software and unlimited storage
- 15 Free prints for signing up. [See the details.](#)
- Photo Books, Cards, gifts and more!

Get STARTED!

Sign Up!

First name: _____

Last name: _____

Email address: _____

Password: _____
(4 to 10 characters)

Re-enter password: _____

Yes, I accept the [terms and conditions.](#)

Get started

Yes! Email me special money-saving offers and information on new products and services.

Money-saving offers
Enjoy exclusive savings on your orders.

New products and services
Photo tips and information on new products and services.
... and more!

integrated advertising campaign- print ad promotion landing page

[Add pictures](#) [Order prints](#) [Shutterfly Store](#) [My Shutterfly](#)

shutterfly BUZZ

OCTOBER

Feature TWO



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut sodales. [More...](#)

Brand New Buzz

Welcome to our new look BUZZ, consectetur adipiscing elit. Ut sodales. [More...](#)



GRAND
OPENING SALE
SEPTEMBER 22-27

A beautiful offer from



[Read more...](#)

Feature 1

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est. Praesent neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus.



Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras in purus. In hac habitasse platea dictumst. Curabitur egestas mattis tellus. Nunc tempor dui. Praesent dui ligula, pellentesque sit amet, fermentum in, venenatis id, arcu. Cras ornare, elit nec mattis blandit, felis libero consequat magna, id semper neque magna at ante.

[BACK TO TOP](#)

Feature 2

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

Praesent neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus.

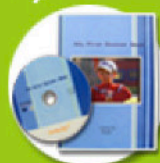
Community Focus

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non. [More...](#)



Tell us about your...

Shutterfly Photo-show DVD and you could win \$25 in Shutterfly store credit! [Find out more...](#)



Kath's Corner

Fusce sed lorem eget wisi consequat



Tell us about your...

Shutterfly Photoshow DVD and you could win \$25 in Shutterfly store credit! [Enter now>>>!](#)



[BACK TO TOP](#)

KATH'S CORNER

Hello Shutterfliers!



Your
Monthly
Shutterfly
Update

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

Praesent neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante.

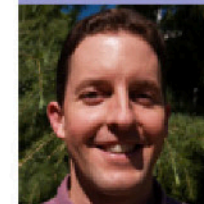
Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

Praesent neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus. Pellentesque vel erat. Proin tristique tristique diam.

[BACK TO TOP](#)

ASK
MIKE

Shooting at night



Q&A

Q: Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

A: Praesent neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante.

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

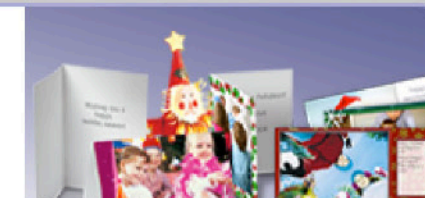
Praesent neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nulla lectus, tempus sed, bibendum in, sodales quis, leo. Fusce ac nunc. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus. Pellentesque vel erat. Proin tristique tristique diam. Vivamus auctor nonummy ligula. Integer mattis ligula at ante. Phasellus lectus.

Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est. Fusce sed lorem eget wisi consequat ullamcorper. Cras ligula. Nam tempus enim at mauris. Mauris sem eros, eleifend non, adipiscing ac, tristique eu, est.

[BACK TO TOP](#)

NEXT
MONTH...

Holiday Cards!



ORDER NOW AND
SAVE 30%
CALENDAR SALE

Activation Marketing

Redesigned Welcome Kit and online Welcome Center, which stimulated an increase in customer conversion rates from 9% to 20%. This translated into an increase of 20,000 new customers with a projected financial impact of \$1 Million annually.



Shutterfly | Member Benefits | Print Digital Photos & Share Online: Free Picture Storage

http://www.shutterfly.com/learn/member_ber

Home | Community | Member sign in | Sign up | Help

Add pictures View & enhance Share online Order prints Shutterfly Store

shutterfly Tell Your Story

Site search Go

Sign up now

Print pricing

Size	Print prices
4x6	\$0.19
5x7	\$0.99
8x10	\$3.99

Wallet
11x14
16x20
20x30

PREP/Gr for

See what's Best Or

Member benefits at Shutterfly

Get **25 FREE 4x6 prints!**

Try Shutterfly and see how easy it is to get film-quality prints from your digital camera delivered home.

You take the picture. We take it from there.
It's so convenient to get great pictures from Shutterfly. You just add digital photos to your account, order prints and send them to friends and family, any time, day or night. We'll mail your order right to your door.

Great prints, great value.
Choose from wallet, 4x6, 5x7 and 8x10 sizes to large-format 11x14, 16x20, and 20x30 size prints.

Sign in to view your special offers | Help

Add pictures View & enhance Share online Order prints Shutterfly Store

shutterfly Tell Your Story

THE PERFECT TOUCH

Let your inner artist shine. Our easy picture enhancing tools let you quickly crop, fix red-eye, or get creative with color effects and borders to turn your pictures into "works of art."

Join now

Cropping

With our cropping tool you can make sure that your subject is always the center of attention.

Sign in to view your special offers | Help

Add pictures View & enhance Share online Order prints Shutterfly Store

shutterfly Tell Your Story

PICTURES THIS GOOD JUST HAVE TO BE SHARED

Sharing with Shutterfly lets your friends and family see your pictures with a simple click of the mouse. It's fast, easy and gives you a chance to stay connected to the people who matter.

Join now

It's easy to share with Shutterfly

Just choose the photos or albums you want to share, and the people to see them. We'll send out an email inviting them to view your pictures on Shutterfly. They don't have to join Shutterfly to get the benefits of sharing and they can easily order all the prints they want.

Share one, share all

Go ahead. Share all those amazing shots. You won't have to send them as attachments. Your friends and family just get a clickable link — so they can view as many pictures as you can take.

Let everyone comment

A new comment feature allows everyone to add their own

and focus active. Use via for a as effects are res. Or give 1 for an edgy,

red-eye look

r pictures and r large collec- y, and caption int into a work



SEND YOUR LOVE TO
EVERYONE



shutterfly[®]
Greeting Cards

Share the highlights of your year with high-quality custom cards. Select from over 60 styles. We will even send them for you!

As low as \$1.49 each



Retention Marketing

Designed companies first direct mail catalog (2005 Holiday) including photo shoot, design, copywriting and prepress. Catalog generated \$1.2 Million in incremental revenue at a 139% ROI.

Save 15% during the Fall Print Sale

DATE
Save on every print size we offer, from small to super large. See the details. [See the details](#)

Get started

SAVE 10% ON PHOTO CARDS

Coupon code: **AF10-CARD**
Expires 10/31/05

SAVE 10% ON PHOTO CARDS

Coupon code: **AF10-CARD**
Expires 10/31/05

20% OFF PHOTO GIFTS
THROUGH NOVEMBER 20th

Learn more

shutterfly **FREE SHIPPING ON ORDERS \$15+** Expires 10/19/05

Do more with your digital pictures. **GO!**

FREE SHIPPING ON ORDERS \$15+

Expires 10/19/05 Do more with your digital pictures. **GO!**

Do more with your digital pictures. shutterfly **GO!**

Do more with your digital pictures. shutterfly **GO!**

Do more with your digital pictures. shutterfly **GO!**

Do more with your digital pictures. shutterfly **GO!**

shutterfly Do more with your digital pictures. **GO!**

shutterfly Do more with your digital pictures. **GO!**

SAVE 10% ON PHOTO CARDS

Coupon code: **AF10-CARD**
Expires 10/31/05 Do more with your digital pictures. **GO!**

SAVE 10% ON PHOTO CARDS
Coupon: **AF10-CARD** Exp 10/31

shutterfly **GO!**

SAVE 10% ON PHOTO CARDS

shutterfly **GO!**

consumer product co-marketing promotions

ue engineering and product development for photo book creation path



banner_main.jpg



banner_475x205



promo_01.jpg



contest_small.jpg



banner_contest_700x95.jpg

The screenshot displays the Shutterfly Photo Books editor interface. At the top, it shows the '8.5x11 Classic Photo Book' editor with tabs for 'Style', 'Pages', 'Cover', and 'Preview'. The 'Style' panel on the left offers various design options like 'Garden Party', 'Springtime', 'Classic', and 'Crisp Winter'. The 'Pages' editor shows a 'Facing Page' and a 'Title Page' with a photo of cows. The 'Layouts' panel allows selecting the number of pictures per page (1, 2, 3, 4, 5, TEXT) and provides various background and edge options. The main preview area shows a photo of cows in a field. The interface includes navigation buttons like 'Add page', 'Delete page', and 'Arrange', and a 'Zoom' option. The footer contains the Shutterfly logo and copyright information: '© Copyright Shutterfly 1999-2008. All rights reserved.'



shutterfly.
CELEBRATE
THE HOLIDAYS



Give the gift of memories.
Customize holiday gifts with your favorite pictures.
Your friends and family will love them.
Photo gifts in a few simple clicks.

www.shutterfly.com/holiday



4x6 prints, just 19 cents - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: Shutterfly [shutterfly@t.info.shutterfly.com] Sent: Thu 10/27/2005 5:41 AM

To: thomasduane@neohatch.com

Cc:

Subject: 4x6 prints, just 19 cents

Your FREE offer is about to expire!

ONLY 3 DAYS LEFT!

You've earned a FREE shutterfly.
Photo Calendar with your
Amazon.com purchase.

**MAKE YOUR
FREE CALENDAR
TODAY!**

* Offer expires Nov. 30, 2005

Feature you favorite digital pictures each month and create a unique personal gift from Shutterfly. Start your 12-month calendar on any month you like.

- This offer is exclusively for the account of sam@shutterfly.com. Restrictions may apply to this sale. Please see the [terms and conditions](#).
- To unsubscribe, please [click here](#) to sign in and unsubscribe, or simply reply to this email and type unsubscribe in the subject line.
- For all other requests, please do not reply to this email. Instead, go to www.shutterfly.com/help. There you will find answers to many common questions, along with a form for contacting us if you can't find the information you're looking for.

Copyright ©2003 Shutterfly, Inc. All rights reserved.



Prints

SHUTTERFLY PRINTS ARE SIMPLY THE BEST



[See more options](#)

[Learn more](#)

Highest quality: printed on archival paper with vivid color & sharp detail

Award-winning: the #1 choice of professional photographers* and PC Magazine Editors

Customizable: back-of-print messaging & over 100 border designs

Delivered fast: in your mailbox in just 1-3 days

Guaranteed: backed by our 100% satisfaction guarantee

[Get started](#)

[Choose pictures](#)

New! 4x6 prints just 19¢

Size	Print prices
4x6	\$0.19
5x7	\$0.99
8x10	\$3.99
Wallet(4)	\$1.79
11x14	\$7.99
16x20	\$17.99
20x30	\$22.99

PREPAID PRINT PLANS
Get 4x6 prints for as low as 15¢ [Go](#)

[See quantity discounts on other sizes](#)

PRINTS PROMOTION AREA
(BORDERS, SEASONS, HOLIDAYS, SALES, ETC.)

MORE PROMO AREA DESCRIPTION TEXT CAN GO HERE - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc et justo. Nunc ultrices. Donec placerat augue ut dui. Proin mollis. Vivamus in dolor.

Related products:



[Prepaid Print Plans](#)



[Large Format Prints](#)
From \$7.99



[Canvas Prints](#)
From \$89.99



[Havana Box](#)
\$28.00



Pricing & Shipping Information

Get started:

- [Order prints](#)
- [Order Cards](#)
- [Create Photo Books](#)
- [Create Snapbooks](#)
- [Create Calendars](#)
- [Order Photo gifts](#)
- [Order Prepays & more](#)

Suggested order dates for delivery before December 25

SHIPPING METHOD	ORDER BY
International	December 1
USPS 1st-Class Shipping	December 13
USPS Priority Mail Shipping	December 15
UPS 2-Day Shipping	December 18
UPS 1-Day Shipping	December 19



Christmas is Sunday, December 25! Make sure your gift arrives on time by using these shipping guidelines. For guaranteed delivery, we recommend using our Next-Day or 2-Day options.

After December 19, you can order a Shutterfly electronic [Gift Certificate](#) for guaranteed delivery before December 25

Additional Information:

- Print orders for wallet, 4x6, 5x7, and 8x10 sizes are usually shipped 1 business day after the order is placed.
- Other products, such as Photo Books, Mugs, Mouse pads, T-shirts, Coasters, Magnets, and Canvas prints may take 2 business days to process.
- Ordering boxed Greeting Cards or 4x8 Photo Cards? Think about how much time you'll need to address, stamp, and mail your cards, so that they'll arrive when you want.



PLEASE FORWARD THIS EMAIL TO YOUR FRIENDS & FAMILY



shutterfly

FRIENDS & FAMILY

SPECIAL OFFER

20% OFF!

HOLIDAY CARDS AND GIFTS

CREATE MEMORABLE GIFTS WITH YOUR PHOTOS

USE PROMO CODE XXX-XXX

[Go!](#)

USE BY DECEMBER 15TH

Shutterfly | Join

https://www.shutterfly.com/secure/sign_up_flowers.jsp?http=www.shutterfly.com

Apple (111) Amazon eBay Yahoo! News (639)

shutterfly



MAKE THE HOLIDAYS PERSONAL WITH SHUTTERFLY CARDS

Make the holidays a little more special with a personalized **Holiday Card from Shutterfly**. All it takes is a few moments at your computer and you can turn a favorite photo into a creative, heartwarming greeting, complete with border and message.

Follow these easy steps to get your **FREE** gift:

1. Sign up for your free Shutterfly account below (If you are already have a Shutterfly account, Sign In now.)
2. Enter Promotion Code **SNOWMAN1** on the next page when prompted.

Try before you buy! Sign up for a free Shutterfly account, and we'll give you a free Greeting Card. As a member, you'll experience quality, creativity, and convenience all year long! Enjoy:

- Unique Photo Gifts
- Stylish Frames and Albums
- Long-lasting digital prints



See all the [Shutterfly Member Benefits](#)

Returning Member? [Sign In](#)

Register now

First name:

Last name:

Email address:

Password:
(4 to 10 characters)

Re-enter password:

Yes, I accept the [terms and conditions](#).

[Join now](#)

Yes! Email me special money-saving offers and information on new products and services.

Money-saving offers
Enjoy exclusive savings on your orders.



New products and services
Photo tips and information on new products and services.
... and more!



SAVE UP TO 40% WITH A PREPAID PRINT PLAN



[Order now](#)

[See the details](#)




Get a mix of sizes and save 40%

Our Prepaid Print Plan and Portrait Packages offer 4x6 and other sizes at great savings.


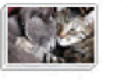





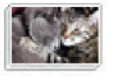
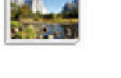
Choose a Prepaid Print Plan and get 4x6 prints for as low as **19¢**; each every time you print. Our Portrait Packages offer 4x6, 5x7, 8x10, and wallet sizes at up to **40% savings**. You get the sizes you want at savings you'll love.

Choose your Prepaid Print Plan and start saving today:

4x6 Print Plans

19¢ PLAN  500 4x6 PRINTS SAVE 34% <input type="text" value="0"/> Quantity	22¢ PLAN  200 4x6 PRINTS SAVE 24% <input type="text" value="0"/> Quantity	24¢ PLAN  100 4x6 PRINTS SAVE 17% <input type="text" value="0"/> Quantity
---	---	---

Portrait Plans

\$29 PLAN  5 8x10s  20 5x7s  5 wallets SAVE 40% <input type="text" value="0"/> Quantity	\$44 PLAN  5 8x10s  10 5x7s  100 4x6s SAVE 25% <input type="text" value="0"/> Quantity	\$79 PLAN  10 8x10s  20 5x7s  200 4x6s SAVE 32% <input type="text" value="0"/> Quantity
---	--	---

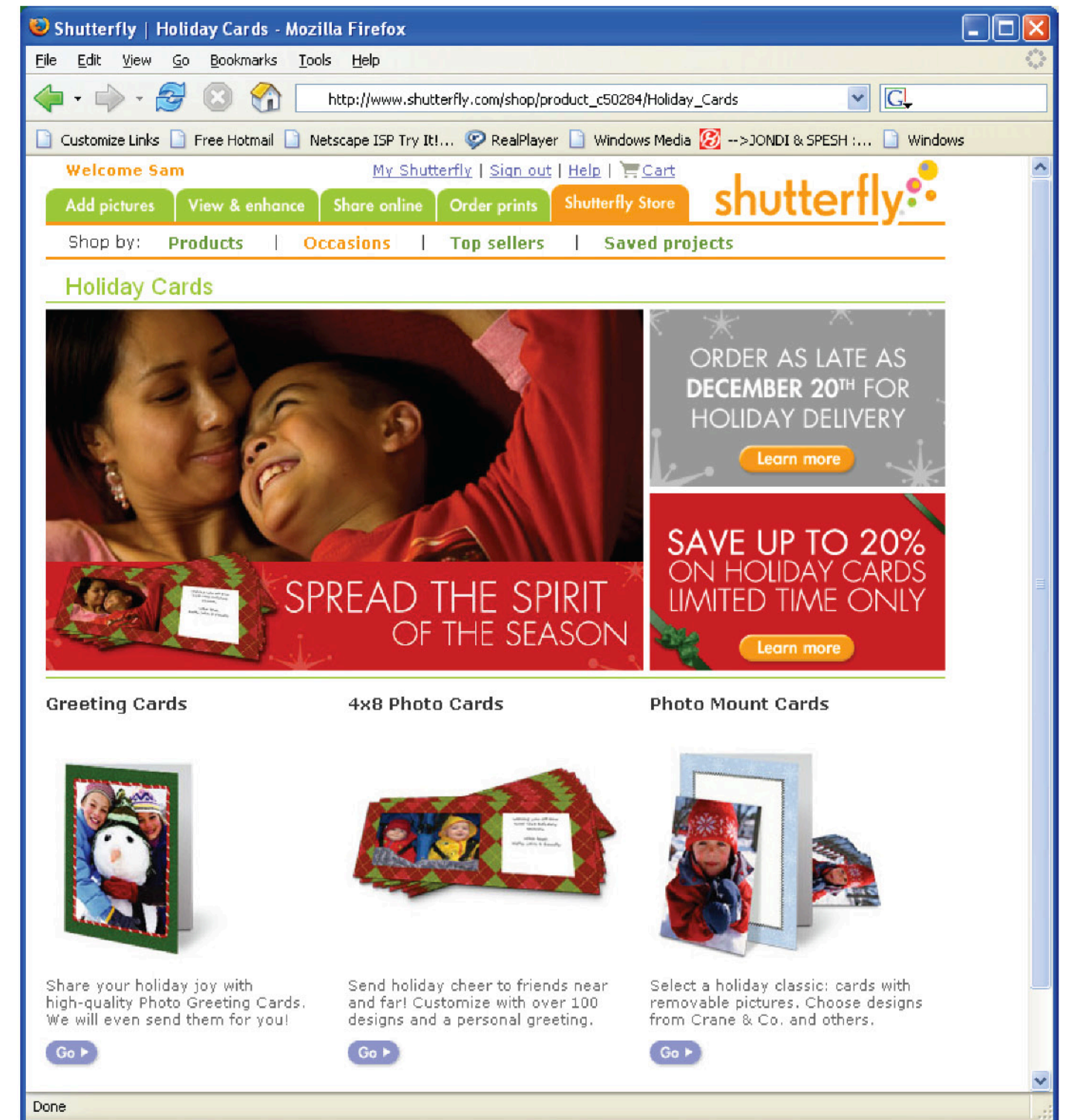
[Order now](#)

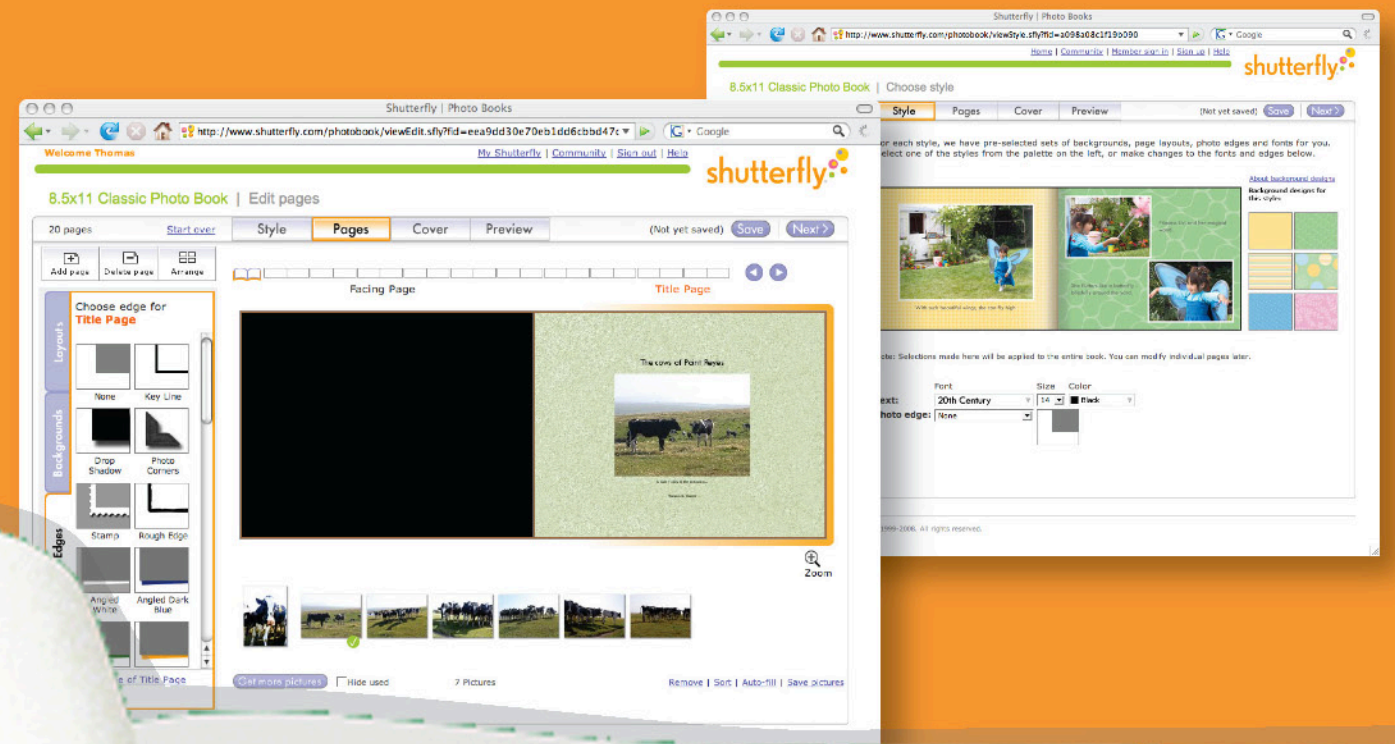
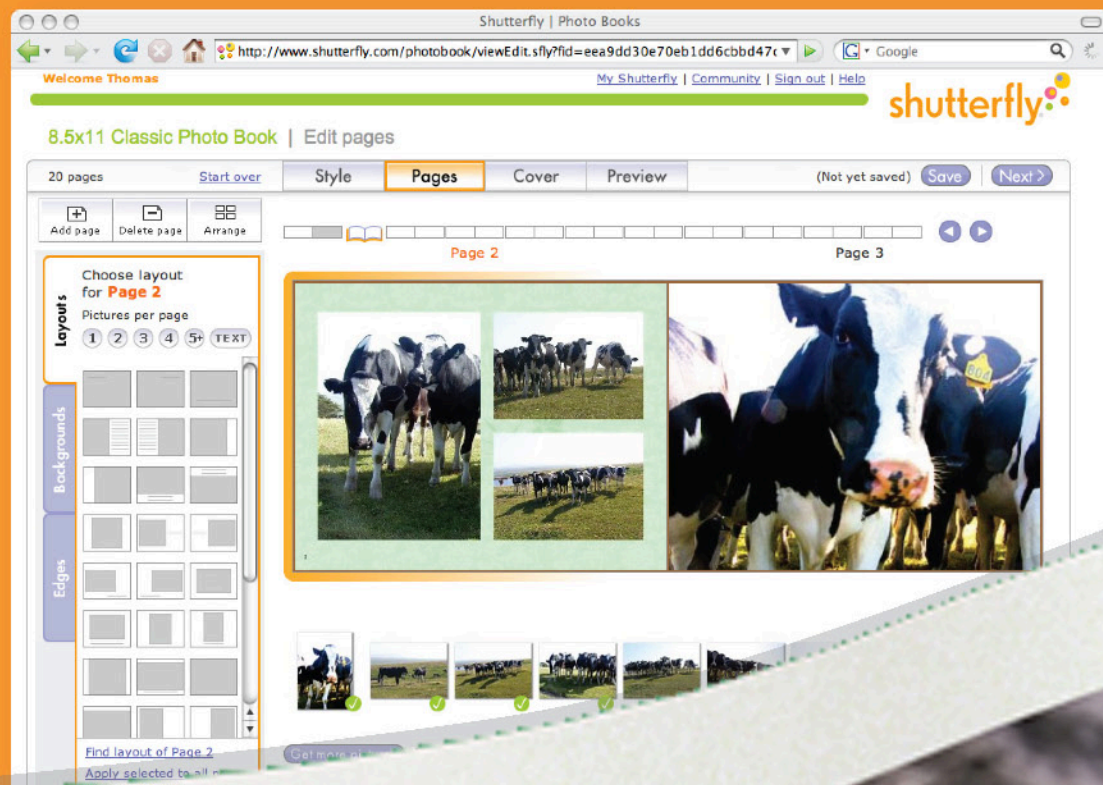


Retention Marketing
Pre-Paid-Print-Plan website redesign of landing pages stimulated a 32% lift in sales resulting in over 12,775 PPP purchases in five months. Producing a \$1 Million lift in incremental revenue, projected to reach \$2 Million in one year.

Product Development

Designed the UI for the company's first Microsoft Gadgets and directed the design development of the UI and icons for Shutterfly's new desktop photo-organizer software.





Ecommerce/Product Marketing

Designed new photo book products and photo book creation path stimulating a 28% growth in business.

Ecommerce/Product Marketing

Designed new card borders which generated 80% of the incremental revenue generated by greeting card sales.



Product Development

Designed the first company gift card.

Business Development

Led the ideation for strategic business partnerships with Fortune 500 companies including; Best Buy, Hallmark, Ritz Camera, evite.com, Amazon.com and Home Shopping Network.

Business Development

Led the development of the companies Personal Publishing product roadmap. Developed and visualized new product concepts to leverage company-wide initiatives



creative work samples

Hotwire.com

- creative direction
- usability testing
- ue engineering
- ui design
- online marketing
- database marketing
- advertising
- promotions
- experiential marketing
- retail merchandising
- online advertising
- copywriting
- photography

As the first company creative director, I was tasked with centralizing all designers under my direction and for mentoring the team to improve creative results.

Creative Services Department

- Increased output by 50% without increasing headcount.
- Implemented a comprehensive creative development and project tracking methodology that eliminated missed deadlines and improved overall creative.
- Improved performance of marketing communications by 58% increasing monthly contribution by over \$300,000 a month in the first three months.

Database Marketing Department

- Increased online registration metrics 200% and contribution margin for all DBM
- Developed strategies for obtaining qualified email registrants through viral marketing and affiliate marketing partnerships.

Online Marketing Department

- Improved contribution margin through redesign of all online marketing communications (banners, RichMedia, Search-A-Quotes, and pop-unders)

Search Engine Marketing Department

- Improved contribution margin through development of content strategies that resulted in superior search engine search result placement.
- Improved effectiveness of paid search results advertising text links

Affiliate Marketing Department

- Significantly improved click-to-purchase rate through redesign of all online ad banners, RichMedia, Search-A-Quote interactive ads and exit app pop-unders.

Online Partnerships Department

- Improved click-to-purchase rate and overall contribution margin through redesign of affiliate branding communications on major sites.

Hotel Product Team

- Conceived of a Hotel Conference invitation strategy that resulted in obtaining the highest RSVP rate in Hotwire conference history.
- Directed award winning RSVP package
- Creative directed all event collateral including conference branding, program, executive team FLASH presentations, and micro-event-website.
- Developed an experiential event strategy for annual Hotel Partner Conference generating industry buzz through innovative conference special events including a rock-paper-scissors hotel executives tournament overseen by the US Rock-Paper-Scissors Association, cocktail parties, golf and winery tours.

Ecommerce Online Store

- Creative directed all web site landing page improvements, and home page merchandising communications. Achieved primary objective of improving hotel sales as demonstrated by breaking sales records for the past two months.
- Audited competition and recommended specific strategies to improve Hotwire functionality, merchandising and user experience.

Offline Marketing

- Updated Hotwire Brand Identity and Style Guide.
- Participated in development of new Hotwire positioning.
- Offline advertising agency ad campaign strategy and creative direction.

home page redesign and deal merchandising strategy

The screenshot shows the Hotwire.com homepage in a Mozilla Firefox browser window. The page features a navigation menu with categories like Home, Flights, Hotels, Car Rentals, Packages, Cruises, and Deals & Destinations. A prominent search box titled "Find the right price for your trip." includes options for "SAVE TIME with a Package!" and fields for "Enter a city or zip code", "Check-in", "Check-out", "Total Rooms", "Total Adults", and "Total Children". A "Find a hotel" button is visible. To the right, a "Hottest Hotel Deals" section lists destinations like Los Angeles, San Diego, and Orange County with star ratings and price ranges. A "Low price alerts!" box is at the bottom left, and a "BBB Online Reliability Program" logo is at the bottom center.

The screenshot shows the Hotwire.com homepage in a Microsoft Internet Explorer browser window. The layout is similar to the Firefox version but includes a "Welcome to Hotwire!" message. A "Hotel Spotlight: Memorial Day" section on the right features a photo of a hotel and text: "Take a break this Memorial Day Weekend. Book by May 16th for our best selection of low-priced hotels." Below this is a "Featured Cities" list with star ratings and prices for cities like San Francisco, Atlanta, Toronto, Philadelphia, St. Louis, Dallas, Montreal, Vancouver, Houston, Minneapolis, Orange County, and Tampa. A "Low price alerts!" box is also present at the bottom left. The "BBB Online Reliability Program" logo is at the bottom center.

Hotwire.com

Search for a room:
 City:
 Check In: Feb 17 Check Out: Feb 20 **GO**

Grab great deals on hot hotels!

Chicago from \$47	Las Vegas from \$48	Los Angeles from \$67
Miami from \$88	New York from \$104	Orlando from \$59
San Diego from \$60	San Francisco from \$85	Washington, D.C. from \$54

Flights Hotels Car Rentals Packages Cruises

Hotwire.com

Get a better room.
 City:
 Check In: Feb 17 Check Out: Feb 20 **GO**

Pick a deal and save on spring hotels.

Chicago From \$32	San Diego From \$38
Austin From \$32	San Francisco From \$37

Top 10 Hotel Deals

Los Angeles, CA	from \$210
Dallas, TX	from \$110
San Diego, CA	from \$90
Miami, FL	from \$150
Philadelphia, PA	from \$98
New York, NY	from \$210
Los Angeles, CA	from \$210
Los Angeles, CA	from \$210
Los Angeles, CA	from \$210
Los Angeles, CA	from \$210

Flights Hotels Car Rentals Packages Cruises

Hotwire.com

Summer starts here.

Find a great hotel rate.
 City:
 Check In: Feb 17 Check Out: Feb 20 **GO**

Save on your sunny vacation. We've got incredible hotel deals, whether you're craving big-city bargains or affordable weekend getaways.

Big City Bargains New York from \$89 San Francisco from \$89 Chicago from \$89 Miami from \$89	Bargains Near You Monterey from \$89 Santa Cruz from \$89 Napa from \$89 Fresno from \$89
---	--

Sizzling Savings: Vegas Blowout!
 Grab exclusive hotel rates on the Strip. Book now for best availability.
 3-stars from \$60 3.5-stars from \$55 4-stars from \$60

HOTWIRE TRAVEL TIP
 It's all about timing. Summer brings beautiful weather and the start of the busy travel season. Book your stay for Sunday through Thursday to get the best hotel, airfare and car rates.

Flights Hotels Car Rentals Packages Cruises

Make sure your Hotwire emails always go straight to your inbox. Add HotwireDeals@Hotwire-Travel.com to your address book!

Hotwire.com Fly. Sleep. Drive. Cheap.

Bay Area Hot-Fare® Alert
 Flights Hotels Car Rentals Packages Cruises

Save up to 50% or more* on last-minute flights.
 Get the lowest price on your hotel, guaranteed.
 Drive away this Labor Day with car rentals from \$17.95.
 Save big with our summer hotel and air packages.
 Book your cruise by Sept. 10 for up to 70% less!

Find an airfare deal now!
 From:
 To:
 Depart: Aug 19
 Return: Aug 22
 No. of Tickets: 1 **Submit**

Trip Watcher
 Sign me up!

The next time you get this email, make sure it includes the exact types of travel you're interested in! With Trip Watcher, you specify the trips - and the prices - you want to track. [Get started now!](#)

Best of the Bargains
 The deals below (except cruises) were recently booked on Hotwire. * Don't miss out on savings like these. [Let us show you our best prices](#) for your next trip!

Flights

- San Jose to Austin
Booked 14-21 days before departure
[Watch this trip](#)
- San Francisco to Charlotte
Booked 14-21 days before departure
[Watch this trip](#)
- San Francisco to Eugene
Booked 14-21 days before departure
[Watch this trip](#)

Hotels

- Miami: South Beach
★★★★★
[Watch this trip](#)
- Seattle: Downtown - Pike Place
★★★★★
[Watch this trip](#)
- Las Vegas: Las Vegas Strip
★★★★★
[Watch this trip](#)

Car Rentals

- Los Angeles - Car Type: Full-size
[Watch this trip](#)
- Orlando - Car Type: Economy
[Watch this trip](#)
- Chicago - Car Type: Premium
[Watch this trip](#)

Packages

Hotwire.com

Grab a hotel deal in [City name searched]!

We've found some great bargains on top quality hotels in [City name] that we thought you'd want to see. At these rates, your trip nearly plans itself.

2-star hotel	From \$79 a night!	[neighborhood] Search
3-star hotel	From \$89 a night!	[neighborhood] Search
4-star hotel	From \$99 a night!	[neighborhood] Search
4.5-star hotel	From \$109 a night!	[neighborhood] Search

4-star hotels. 2-star prices.

Enter City: San Diego
 Check-In: Jul 1
 Check-Out: Jul 4
Find a room

Keep in mind that hotel rates change all the time, and discounts such as those you see here can slip away fast.

So [book now](#) to get our best hotel values in [City name searched] for a fraction of the usual price!

Flights Hotels Car Rentals Packages Cruises



Wanna See the Money?

Finish strong in LinkShare's *Snow Me the Money* loyalty program! You've only got until March 31st to meet or exceed your revenue goals. We've got everything you need to break through the ceiling and catch that avalanche of cash.

Our brand new banners will help you generate more orders and end the month with a bang: [Find them here](#). And don't forget our latest creative assets, which you can find in the Dynamic Rich Media/Promotions General folder, via Create Links.

Learn more about *Snow Me the Money* at [Linkshareclub.com](#). And meanwhile, take advantage of another chance to increase your orders: Hotwire's amazing hotel deals!

Stay Smarter: Push Hotels

Right now, our product offering is strongest in hotels, so if you're not heavily promoting our room discounts, you're missing out. Help your customers travel smarter by paying much less for the same (or better!) beds. And you'll feel pretty smart yourself, for passing on these deals and raking in the rewards. Sit back and watch your conversion rates climb!

A great way to encourage your customers to book hotels is to make it really clear what amenities they can choose. This way your visitors can get exactly what they want! Plus, you increase the likelihood of a favorable natural ranking, due to the enriched SEO content on your site.

- Golf Nearby**
Golf course(s) are within walking distance or a short drive from the property.
- Spa Services**
A spa facility or spa services are available for guests.
- Beachfront**
Property is located on the beach.

Say It Loud, Say It Proud: Get Your New Banners!

Affiliate of the Month

March's Affiliate of the Month delivers great results that contribute to our mutual growth. This company's impressive work will be recognized with a reward as our thanks.

E-O-K
www.e-o-k.com

E-O-K is celebrating its success due to this wisdom about partnering with us:

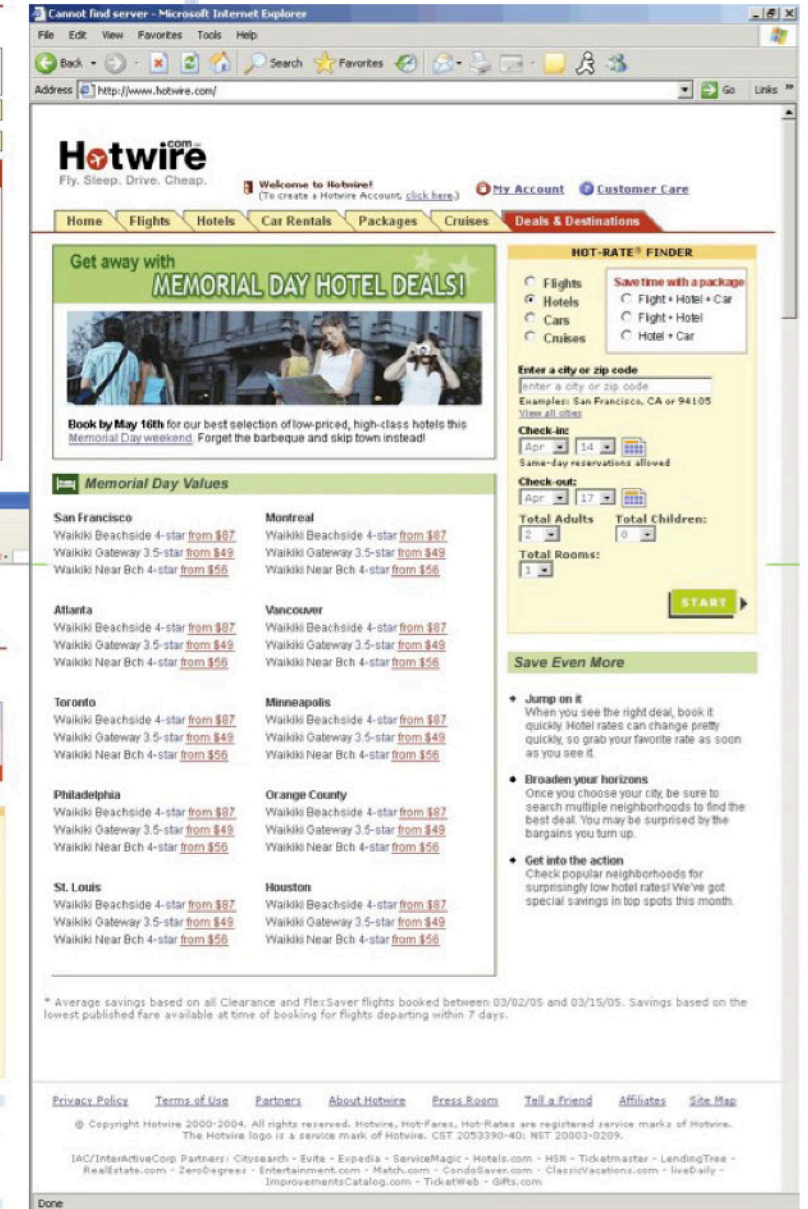
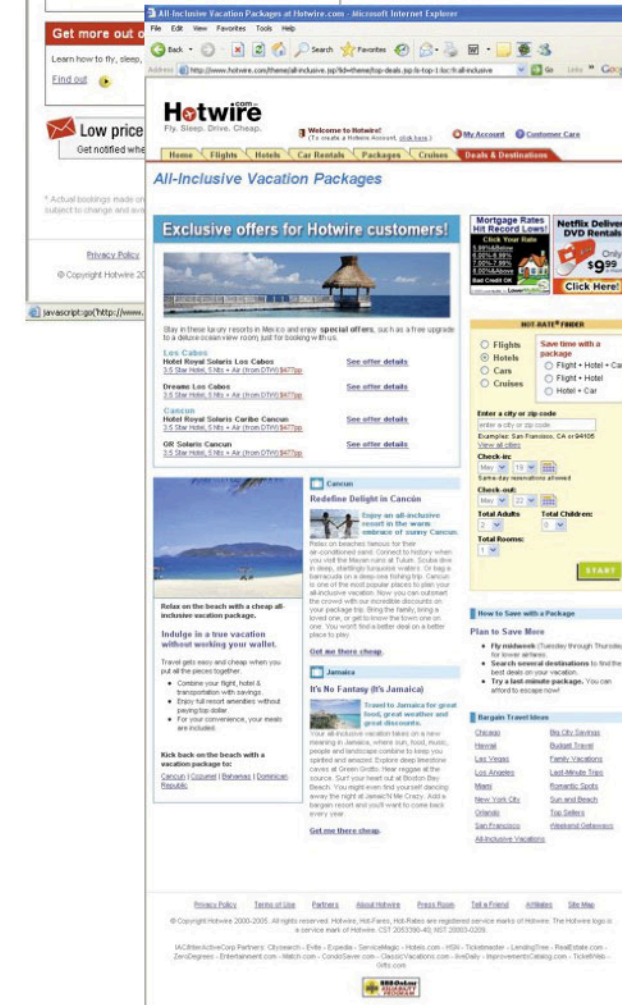
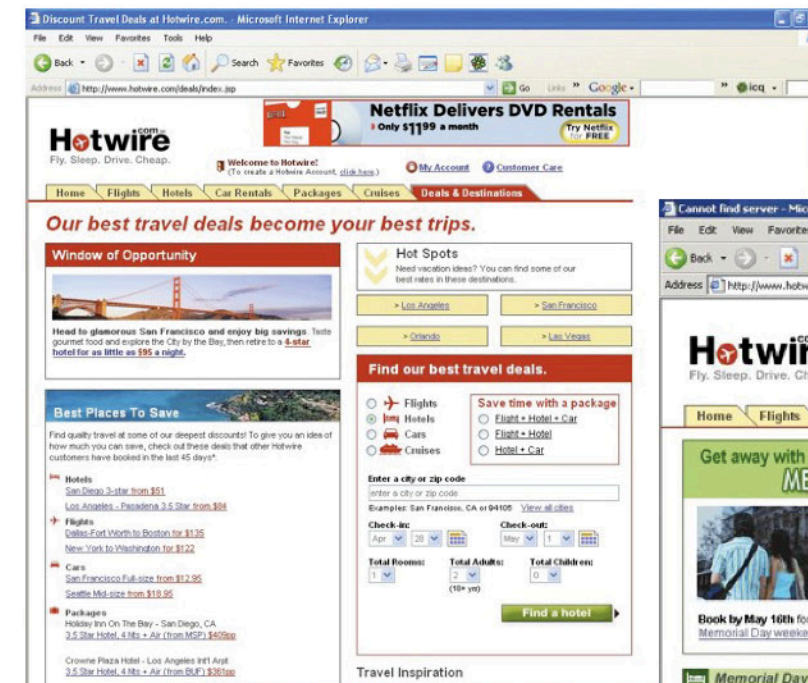
"We've had a long and fruitful relationship with Hotwire. It is one of the best affiliate programs out there. The managers of the affiliate program are always in touch and follow up on each affiliate's needs individually. They will make sure that you are using the full potential of your Web site.

"Try to follow the special promotions closely and promote them individually. Do not forget to promote hotels and car rentals in addition to air tickets."

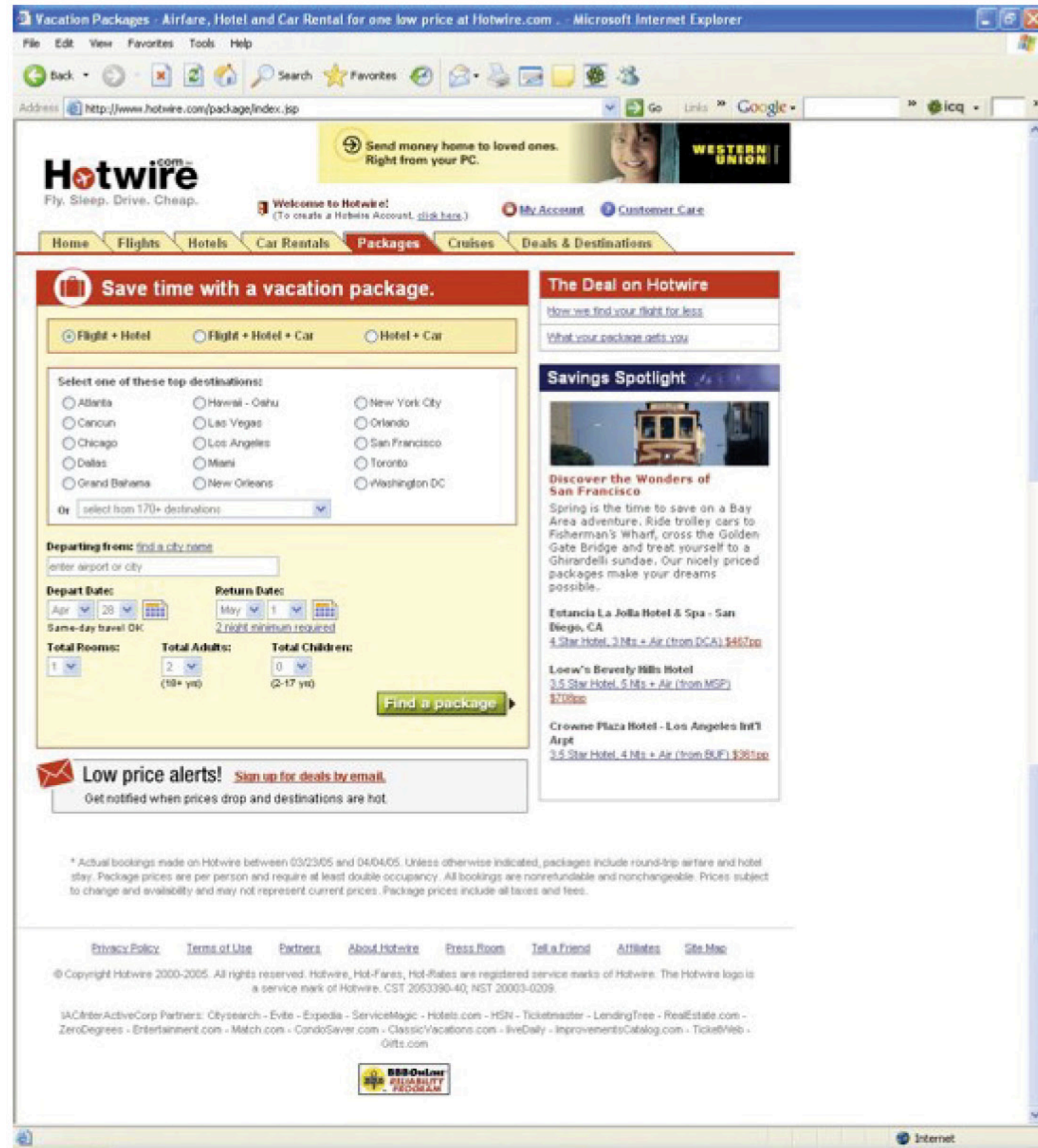
Consider E-O-K's advice and you could be April's Affiliate of the Month!

Affiliate Soapbox (We're Listening)

Help us help you. We're always looking for ways to improve our affiliate program. After all, we're a team! We want to make each other stronger. So tell us what you need, what's working for you... and what's




travel package search landing page redesign



hotels landing page redesign



product specific integrated advertising



HOTEL SALE: 10% off select hotels in popular destinations

[Learn more](#)

Home
Vacation Packages
Flights
Hotels
Cars
Cruises
Last Minute Trips
Deals
Business Travel
CheapTickets Gold

[Join Now/Log In](#)
[View Itinerary/My Trips](#)
[My Profile](#)
[Travel Resources](#)
[FAQs](#)

Modify Search

Leaving From

Search airports within 80 miles

Going To

Search airports within 80 miles

Departure Date
May 18

Return Date
May 25

No. of Stops
No Preference

Airline Preference
No Preference

No. of Passengers: 1

[More Search Options](#)

SAVE BIG Flexible plans get you below-published fares! [SEARCH Hotwire](#)

Save on your flight, even last-minute.

Leave Wed., May 18 Oakland, CA (OAK)

Return Wed., May 25 Boston, MA (BOS)

All Results	Delta	America West	United	Continental	American	Add a Hotel + Car to your flight and SAVE
\$234	\$234	\$243	\$268	\$274	\$309	

Prices are based on e-tickets. If your itinerary requires paper tickets, [shipping fees](#) apply.

Sort By: Price Departure Time Arrival Time Travel Time


Roundtrip Fare	1:20 pm	11:21 pm	Travel Time:	Delta
\$234 Total (USD)	Wed., May 18 Oakland (OAK)	Wed., May 18 Boston (BOS)	7 hrs 1 min 1 Stop: SLC	Delta Air Lines
<input type="button" value="Buy"/>				
Save This Search	6:10 am	11:44 am	8 hrs 34 min 1 Stop: ATL	Delta Air Lines
	Wed., May 25 Boston (BOS)	Wed., May 25 Oakland (OAK)		
\$234 Total (USD)	1:20 pm	11:21 pm	7 hrs 1 min 1 Stop: SLC	Delta Air Lines
<input type="button" value="Buy"/>	Wed., May 18 Oakland (OAK)	Wed., May 18 Boston (BOS)		
Save This Search	6:45 am	12:30 pm	8 hrs 45 min 1 Stop: SLC	Delta Air Lines
	Wed., May 25 Boston (BOS)	Wed., May 25 Oakland (OAK)		
\$234 Total (USD)	1:20 pm	11:21 pm	7 hrs 1 min 1 Stop: SLC	Delta Air Lines
<input type="button" value="Buy"/>	Wed., May 18 Oakland (OAK)	Wed., May 18 Boston (BOS)		
Save This Search	3:10 pm	9:33 pm	9 hrs 23 min 1 Stop: ATL	Delta Air Lines
	Wed., May 25 Boston (BOS)	Wed., May 25 Oakland (OAK)		
\$234 Total (USD)	7:00 am	6:04 pm	8 hrs 4 min 1 Stop: ATL	Delta Air Lines
<input type="button" value="Buy"/>	Wed., May 18 Oakland (OAK)	Wed., May 18 Boston (BOS)		
Save This Search	6:10 am	11:44 am	8 hrs 34 min 1 Stop: ATL	Delta Air Lines
	Wed., May 25 Boston (BOS)	Wed., May 25 Oakland (OAK)		
\$234 Total (USD)	12:45 pm	11:58 pm	8 hrs 13 min 1 Stop: ATL	Delta Air Lines
<input type="button" value="Buy"/>	Wed., May 18 Oakland (OAK)	Wed., May 18 Boston (BOS)		
Save This Search	6:10 am	11:44 am	8 hrs 34 min 1 Stop: ATL	Delta Air Lines
	Wed., May 25 Boston (BOS)	Wed., May 25 Oakland (OAK)		

FLY AND SAVE

Flexible plans get you below-published fares, even last-minute.

[FIND A FLIGHT](#)

Hotwire



A Great Deal! Minivans as low as **\$199.99 PER WEEK**

Anyway you look at it. **DOLLAR RENT A CAR**

Home
Vacation Packages
Flights
Hotels
Cars
Cruises
Last Minute Trips
Deals
Business Travel
CheapTickets Gold

[Join Now/Log In](#)
[View Itinerary/My Trips](#)
[My Profile](#)
[Travel Resources](#)
[FAQs](#)

Modify Search

Pick-up Location
BOS

Pick-up Date
May 18

Drop-off Date
May 25

9:00 am

[More Search Options](#)

HUG THE ROAD Find cars of all sizes for less than retail. [SEARCH Hotwire](#)

Be flexible and save, even last-minute.

Car Results

Sort Car Companies By Lowest Priced: [View All Rental Car Companies](#)

Prices are displayed in USD*

Car Types	Budget	Hertz	Avis
Economy	Total Price: \$187.39 \$145.99/wk	Total Price: \$201.94 \$143.62/wk	Total Price: \$214.52 \$168.99/wk
Compact	Total Price: \$187.39 \$145.99/wk	Total Price: \$201.94 \$143.62/wk	Total Price: \$232.56 \$183.99/wk
Midsize	Total Price: \$210.40 \$164.99/wk	Total Price: \$225.05 \$161.98/wk	Total Price: \$261.45 \$207.99/wk
Standard	Total Price: \$237.03 \$186.99/wk	Total Price: \$253.26 \$184.38/wk	Total Price: \$272.28 \$216.99/wk
Full Size	Total Price: \$243.10 \$191.99/wk	Total Price: \$253.26 \$184.38/wk	Total Price: \$274.70 \$218.99/wk
SUV	Total Price: \$386.00 \$309.99/wk	Total Price: \$455.44 \$345.00/wk	Total Price: \$458.81 \$371.99/wk
Minivan	Total Price: \$303.66 \$241.99/wk	Total Price: \$455.44 \$345.00/wk	Total Price: \$459.99 \$371.99/wk
Premium	Total Price: \$416.27 \$334.99/wk	Total Price: \$625.39 \$479.99/wk	Total Price: \$423.91 \$342.99/wk
Luxury	Total Price: \$528.89 \$427.99/wk	Total Price: \$562.33 \$457.99/wk	Total Price: \$606.17 \$492.99/wk
Convertible	Total Price: \$543.42 \$439.99/wk		Total Price: \$614.62 \$499.99/wk

Bold Price = Our Lowest Rate for this Car Type
Prices are displayed in USD*
[Information about Total Price](#)

*Offer Conditions (subject to change without notice): Offer for limited time only/void where prohibited/subject to availability. The price(s) quoted above are based upon information available at this time; actual price(s) may differ. Price(s) quoted above do not include (i) taxes and fees; (ii) charges for optional services, fuel, insurance waivers, etc.; or (iii) charges for additional or underage drivers (if permitted) - such additional amounts to be applied at time of rental. For detailed information, please access the links that appear under "Car Details Index" for the rental car you select and our Terms of Use. No reservation is complete until confirmed.

DRIVE A DEAL

Don't pay retail for your ride. Be flexible and save big.

[FIND A CAR](#)

Hotwire

[We're committed to protecting your privacy.](#)


[About Us](#) | [Updated Privacy Policy](#) | [Terms of Use](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [FAQs](#) | [Affiliate Program](#)

Copyright © 2002-2005, Cheap Tickets, Inc. All rights reserved. CST 2062836-40. Fees
CheapTickets® is a registered trademark of Cheap Tickets, Inc.

Powered by Galileo

Hotels choose us to save you more.

Take a better trip when you pay less for your room.



Sleep cheap this Spring Break.




Add a  to your 

Package your trip and **SAVE.**



Hotwire
Search Now ▶



Hotwire 2005 Hotel Partner Conference

October 20 & 21, 2005
Healdsburg, California



Hotwire

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam placerat, dui vitae consectetur pulvinar, lacus ipsum bibendum erat, ut rutrum dolor orci quis lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Vivamus vitae eros sit amet risus ultrices sodales. Pellentesque euismod turpis in leo. Vivamus orci. Aenean turpis purus, laculis sed, dictum at, semper ut, velit.

October 20 & 21, 2005
Healdsburg, California

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam placerat, dui vitae consectetur pulvinar, lacus ipsum bibendum erat, ut rutrum dolor orci quis lorem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam placerat, dui vitae consectetur pulvinar, lacus ipsum bibendum erat, ut rutrum dolor orci quis lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

Vivamus vitae eros sit amet risus ultrices sodales. Pellentesque euismod turpis in leo. Vivamus orci. Aenean turpis purus, laculis sed, dictum at, semper ut, velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam placerat, dui vitae consectetur pulvinar, lacus ipsum bibendum erat, ut rutrum dolor orci quis lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos



4-star rooms, 2-star prices. **Hotwire**
Quality costs less with our discounts on top hotels. **go**



examples of my creative
from my branding agency past

digital branding

When I direct a digital branding engagement I start by gathering the information necessary to ascertain the business and marketing objectives of the project as well as the desired brand positioning. I have developed a process which revolves around brand positioning. This allows me to control a very subjective process by designing toward clear positioning and marketing criteria.

Interface design is a ballet between branding, functionality, the limitations of access speeds, and load times. While I always strive for the best visual impact possible, I understand the realities of bandwidth and technology.

Information Architecture and the development of Functional Requirements need to go hand and hand with the creative process. The IA needs to meet the business and marketing objectives through site organization and functionality and the interface design needs to guide the user through intuitive graphics and interface techniques.

Since client budgets dictate the type of technology used to solve a particular challenge, I have had to learn how to be flexible across multiple technological platforms including PERL, Cold Fusion, WebObjects, Microsoft Windows (ASP), FLASH, XML and basic HTML. Each technology offers unique opportunities and limitations.

The following pages are case studies of some of the digital branding projects I creative directed at Neokom:



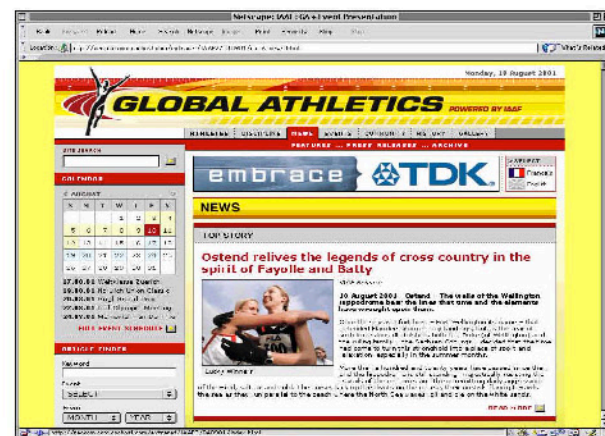
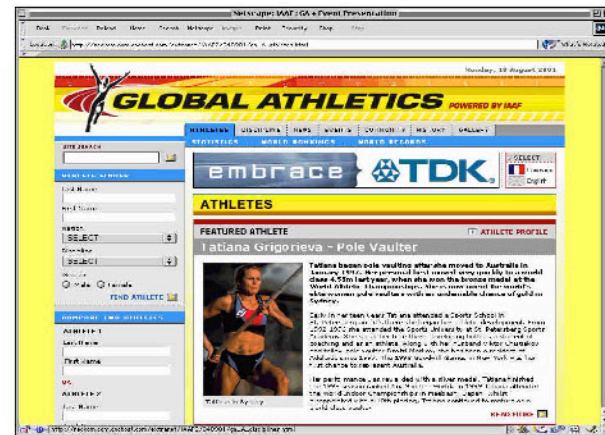
Global-Athletics.com

Neokom was selected by ISMMi, the former interactive subsidiary of now defunct ISMM, to refine an Internet strategy authored by McKinsey, develop a marketing strategy, create the information architecture and interface designs for this track & field portal.

Global-Athletics.com is being created to become the world portal for all track & field fans and athletes. Neokom worked closely with the Monaco based sanctioning body, the International Amateur Athletics Federation (IAAF) to develop the site.

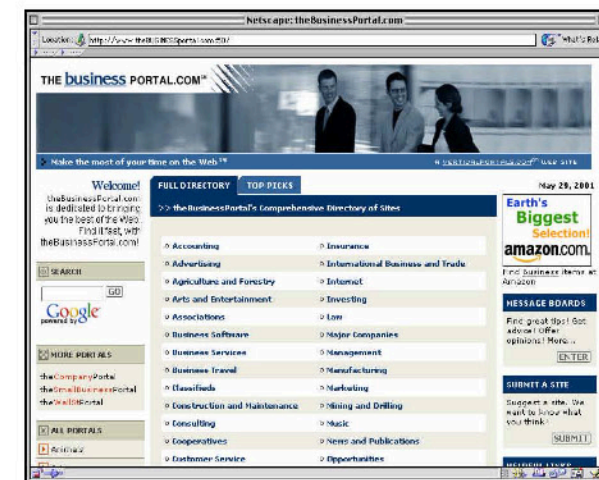
In addition, ISL Athletics engaged Neokom to assist in the development of an Internet marketing strategy to monetize the site.

Neokom set new standards of excellence for the methodology and process followed during the life of this project. In fact, ISMMi used Neokom's documentation as the new standard for its work with other Internet Professional services companies who were engaged in the development of the FIFA World Cup web site.



"We selected Neokom for their strategic and thorough approach to Internet sports branding. They set a new standard of excellence."

Thomas Billiter
CEO, ISMMi



VerticalPortals.com

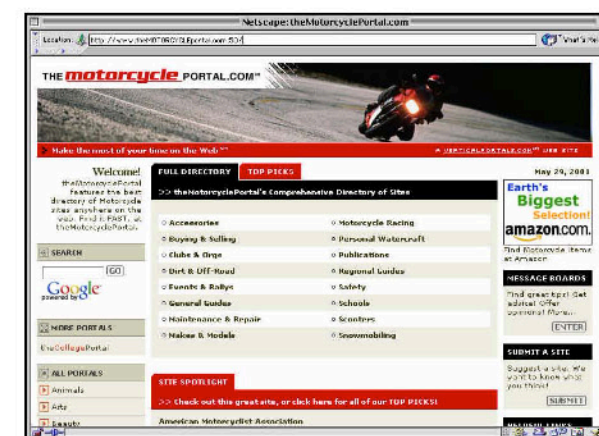
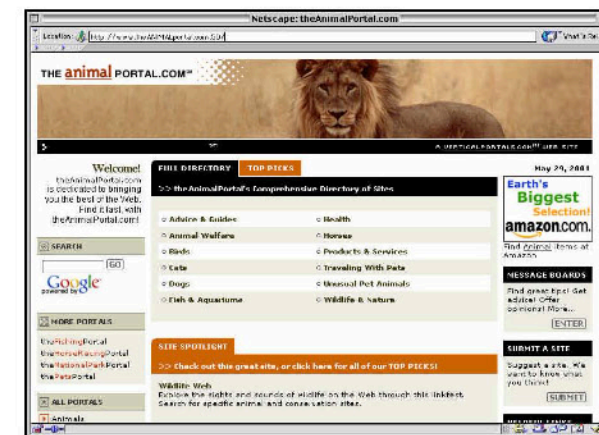
VerticalPortal's is a network of affinity portals based on the naming convention:

www.TheKeywordPortal.com

The phrase "Vertical Portal" stands for an Internet site dedicated to a particular topic. Neokom was selected by VerticalPortals, Inc. to establish their brand positioning, develop a marketing and communications plan and to develop the information architecture, logos and interface designs for over 200 portals (scheduled to grow to 700).

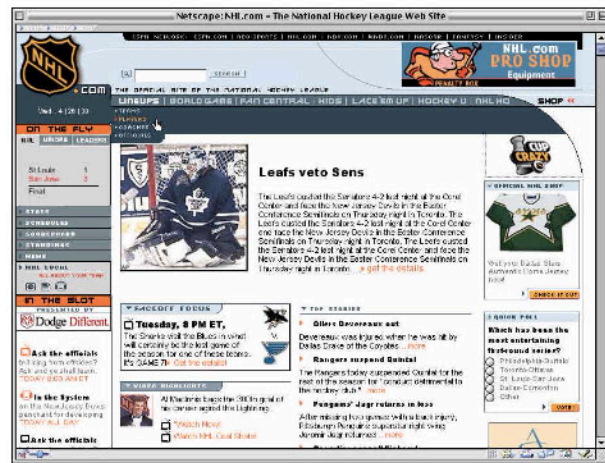
Neokom worked with its technology partner (Parks & Co) to develop a powerful content management system that would enable the VerticalPortals staff to maintain the portal network from a web browser based "command center".

The sites range from TheAnimalPortal to TheMotorcyclePortal, each with their own distinct brand identity. The Portals are truly useful and offer a directory of top sites organized by category. Bulletin boards offer users the opportunity to share ideas and information with each other. The architecture was designed to allow the network to expand its functionality and feature set with maximum ease and cost efficiency.



"Neokom has helped us make critical strategic decisions and have been instrumental in building our network. They pulled off the unbelievable. We couldn't have asked for better partners."

Scott Douglas Smith
CEO, VerticalPortals, Inc.



NHL.com

NHL Interactive CyberEnterprises partnered with Neokom to help the NHL ICE reengineer and redesign the NHL.com web site.

The Neokom strategy team interviewed the NHL team, starting with the NHL.com editorial staff and going all the way to senior management. Neokom's strategy addressed the NHL's desire to become more of a hockey Vortal with a focus on adding community tools to the site. Once the NHL strategy was approved, the Neokom Information Architecture team worked with NHL ICE, and reorganized the web site to improve navigation while maximizing sponsorship opportunities. NHL ICE, had selected WebObjects as the primary web application for the site.

Neokom worked with Apple to develop a powerful content management system utilizing the WebObjects application while providing full hosting, co-location and networking for the NHL site servers.

The Neokom team designed a new interface that utilized information modules which would enable the site editor to assemble pages following a 250 page NHL.com style guide. In addition, a new innovation for league sites was developed called "NHL Local". This pop-up allows the NHL fan to keep their team specific content available to them at all times. The pop-up offers video and audio streaming, team specific headlines and team specific stats. It remains available to the fan even after they point the main browser page to other web sites.

Reaction to the redesigned site was extremely positive (the NHL does a redesign annually, Neokom's design was for the 2000 season). NHL.com is now positioned to be the number one sports league web site on the Internet today.



"We are proud that we were able to help the NHL take the top spot as the leading sports league on the net"

Thomas S. Duane
CEO, Neokom



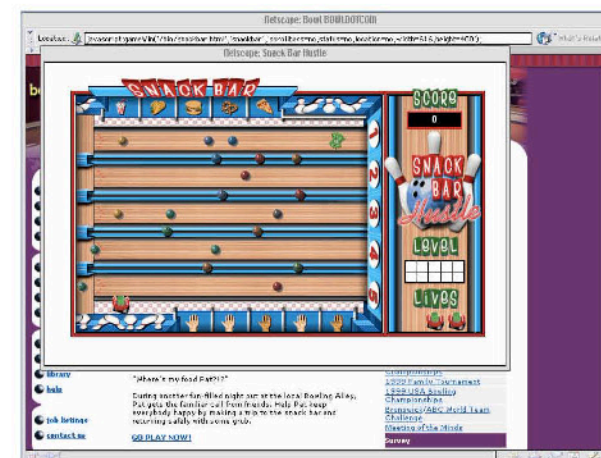
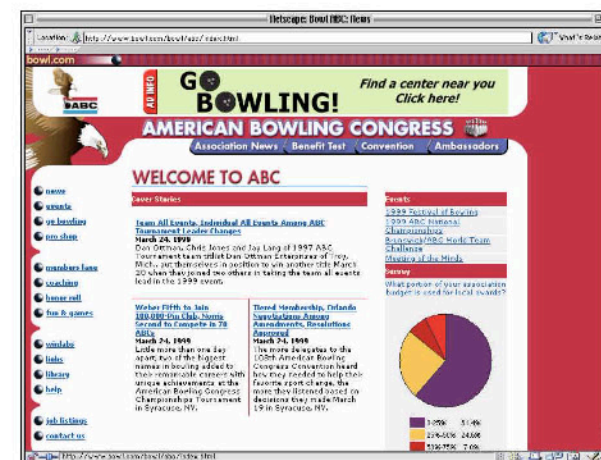
Bowl.com

Bowling, Inc. is the national headquarters for 4.5 million registered league bowlers comprised of six different organizations including; ABC (2 million men), WIBC (1.75 million women), YABA (500,000 children), BPAA (3,500 Bowling Proprietors), College (170 Colleges with bowling teams), USAB (the national bowling team) and Strike Ten (the marketing arm of the Bowling Inc.). To determine who should win the contract to develop the worlds largest and most definitive Bowling Internet Portal, Bowling, Inc. paid both IBM eBusiness Services and Neokom to develop independent strategies. Bowling, Inc. selected Neokom over IBM based on the quality of the strategy presented and the depth of sports marketing experience. As a result, Bowling, Inc. hired Neokom to develop their New Media Strategy, Internet Marketing Strategy, Information Architecture, web site design (user interface) and the implementation of the underlying technology.

The results are a template driven site which uses a relational database to generate HTML pages on the fly. The design system communicates Bowling as a fresh contemporary sport, while giving each organization a fully branded "sub-site".

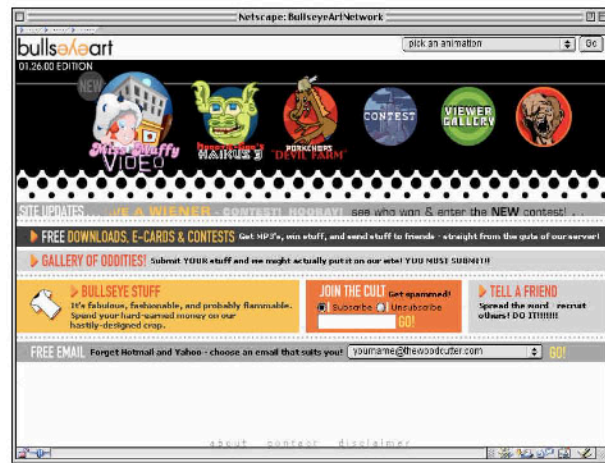
The content is organized to allow for intuitive navigation while maximizing sponsorship opportunities. The Fun & Games section includes fund FLASH interactive games including the "Snack Bar Hustle" and e-cards generate traffic through word-of-mouth and direct contact.

The site has received significant media attention. As per the marketing plan, the site is generating revenue, the traffic has increased each month and is on target.



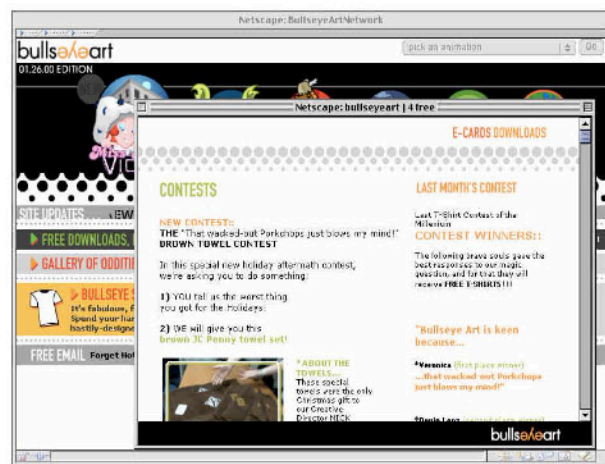
"Neokom's marriage of attractive visual design and effective digital technologies places bowl.com on a level reserved only for the finest sites on the WWW."

Eric Rehl/ Web Master, Bowling, Inc.



BullseyeArt.com

This cutting edge internationally recognized Internet flash animation studio hired Neokom to help them become an entertainment destination. The Neokom marketing team helped BullseyeArt to reposition itself from an animation design service company to an entertainment studio. The resulting positioning statement, "We push buttons" has become the cornerstone of BullseyeArt's communications. A marketing strategy was developed which outlined the functionality and interactivity needed to move into the entertainment destination category.



The Neokom design team then communicated this new positioning by redesigning the BullseyeArt web site. Neokom also developed the ecommerce component of the site using the Yahoo store engine, and branding it with BullseyeArt's imagery.

Neokom then worked with BullseyeArt to communicate this new positioning in their proposals and client presentations.

The result is a highly entertaining web site which is easy to update and successfully communicates the positioning of the company helping to build its brand.

Neokom has an equity position in BullseyeArt.



"You guys rock."

Josh Kimberg
CEO, BullseyeArt



HallofSports.com

This new Internet start-up selected Neokom to develop its brand and corporate identity. The company operates the premier sports collectibles and memorabilia ecommerce web site- www.hallof-sports.com.

The founders determined that the key imagery dimensions were quality, authenticity and price. The new identity also needed to be flexible enough to act as both the web site brand identity as well as the companies corporate identity.

The challenge was to develop an identity which communicated the key imagery dimensions without being sports specific or product specific.

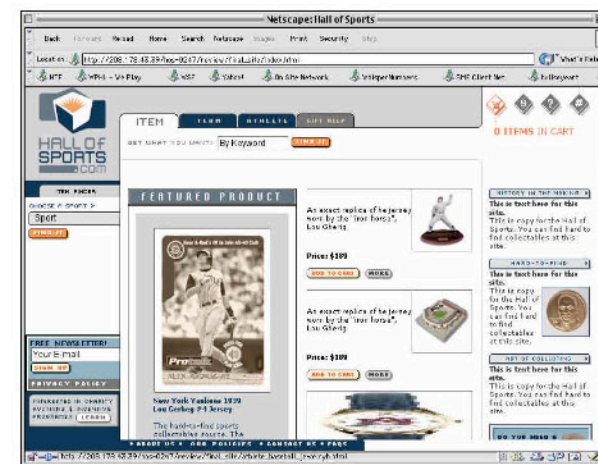
The solution, a box with a "glow" inside, communicates the quality dimension as well as the human pleasure of opening a package to reveal your purchase. The shapes on either side suggest two hands cupping the box gently, treasuring it.

Hall Of Sports then partnered with Neokom to develop a new media strategy and information architecture, which would position it as the premier web seller of sports collectibles and memorabilia.

Neokom followed this information architecture to design an award winning web site, which successfully communicates the companies marketing message while merchandising its products in an easy to navigate environment.

The technology needed to allow for content management and merchandising control by non-technical employees.

The Neokom solution met the objectives and positions the company for long term success.



"Neokom has truly captured the 'look and feel' we were shooting for on our site. It delivers on our objectives and successfully leverages our brand. A great job from a strong creative team."

Jonathan Wolfsie
CEO, Hall of Sports



SpineWire.com

After meeting Dr. Wise Young, recognized as one of the world leading researchers for spinal cord injury cure, Neokom conceived LifeWire as a vehicle to help fund cure research through an affinity based online community. SpineWire, the first disability affinity community, is concentrated on the two million Americans who are wheelchair dependent.

Working with Dr. Young, Neokom helped put together a top management and content team. It developed a concept site and conducted online research to discover the primary triggers which would stimulate affinity and eventually result in the SpineWire user purchasing their medical supplies from a SpineWire ecommerce store.

Neokom services included:

- company concept
- strategy development
- naming
- brand and corporate identity
- online consumer research
- web site design & implementation
- marketing communications
- fund raising presentations
- sit on the Board of Directors



The SpineWire web site attracted the attention of Venrock and US Venture partners who merged SpineWire with CanDo.com and funded the new company with \$11 million. A second round of financing, \$6 million, was recently completed by Walnut Capital and Blue Chip Ventures.

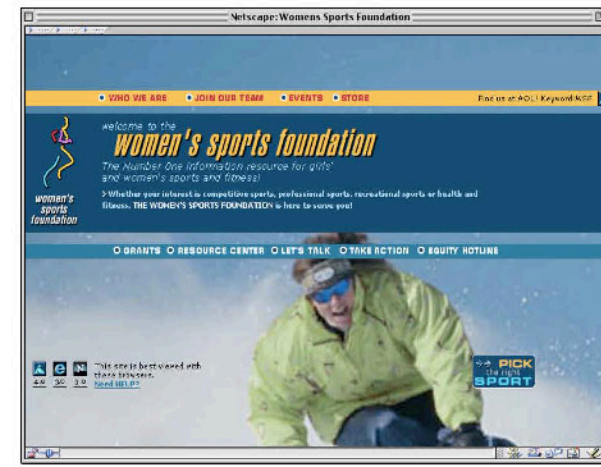
The site, CanDo.com is positioned to successfully IPO by the end of 2000.

Both Neokom founder Thomas Duane as well as Neokom the Company, hold equity positions in CanDo.com.



"Neokom developed a strategy that will revolutionize research funding and affinity based online communities."

Mark Pinney
CEO
SpineWire/ CanDo.com



WomensSportsFoundation.org

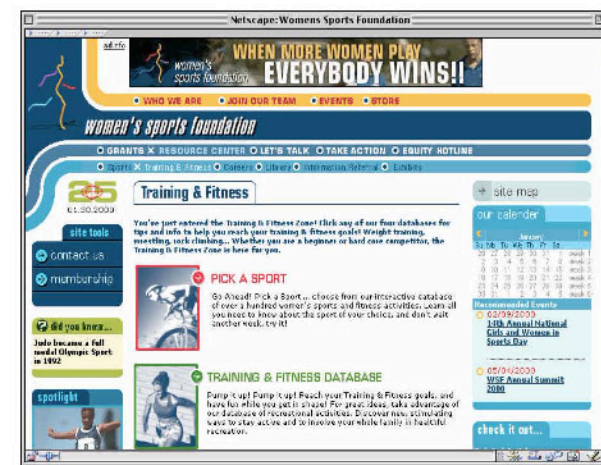
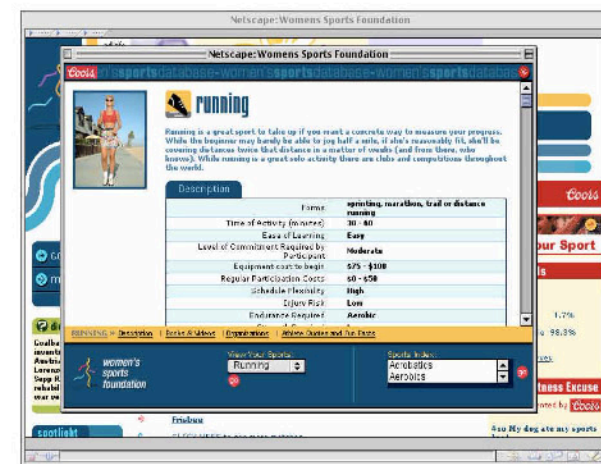
The Women's Sports Foundation, working with their marketing partner, Improve Network, hired Neokom to develop a new media strategy and web site redesign which would:

- create a new source of revenue through the sale of sponsorships, content licensing, ad banners and ecommerce
- allow them to manage their own content using a robust content management system
- move valuable databases of information onto the web for full interactivity

In addition, the Neokom marketing team produced a marketing web site which enables its partner, Improve Network, to sell sponsorships and content licensing as well as traffic generating deals.

The site strategy is designed to generate \$4 million a year in revenue for the WSF.

The Neokom strategy, design and technology solution has succeeded in positioning the Women's Sports Foundation as the number one resource for women's sports on the internet.



"Neokom designed an award winning site for us. Most importantly, the strategy they developed has positioned us to capture significant revenue from our online content."

Donna Lopiano/ Executive Director, WSF



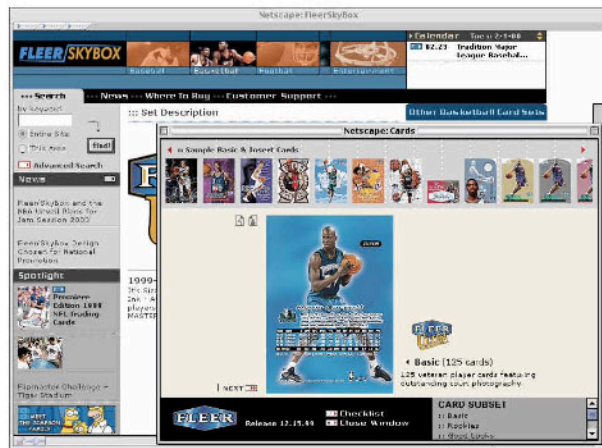
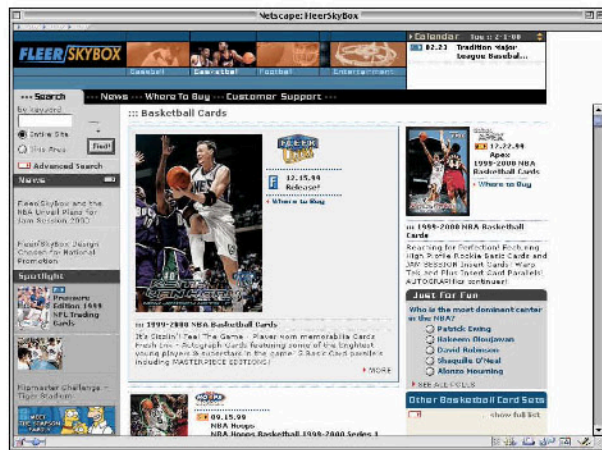
Fleer.com

After Fleer was purchased from Marvel Comics in 1998 one of the first tasks at hand was to develop a digital brand strategy which would guide the company into the new Millennium.

Using its proprietary digital brand strategy techniques, Neokom conducted discovery interviews with the executive staff of Fleer. Three areas were discussed, the consumer, business-to-business with a focus on the local hobby store dealer and finally, the companies internal operations. An audit was done of competitive web sites analyzing the good and bad. Neokom presented a multimedia and print version of Fleers Digital Brand Strategy plan which outlined specific recommendations for B to C, B to B and internal operations. The strategy took into account the companies budget, priorities (the consumer) and their desire to adopt the internet in a multi-phase plan. The executive team of Fleer signed off on the plan and Neokom was able to start.

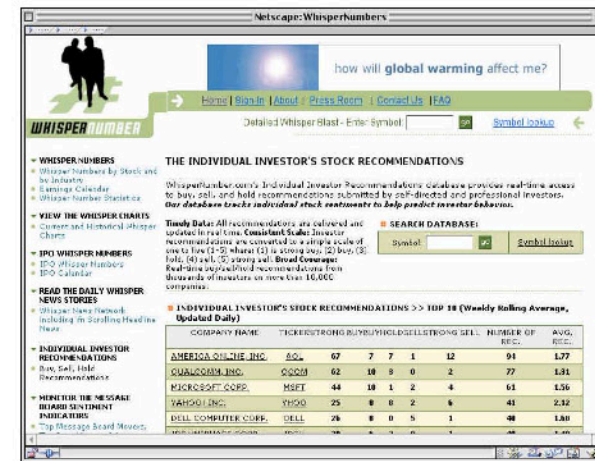
The Neokom design team redesigned the Fleer web site to make the product (the cards) the hero, add interactivity, improve navigation and prepare for phase two, an ecommerce initiative.

The redesign has repositioned Fleer/Skybox as the number one trading card site on the Internet. Consumer and dealer response has been overwhelmingly positive. Site traffic has significantly increased and the company is positioned to capture Internet dividends.



"Neokom put us on top."

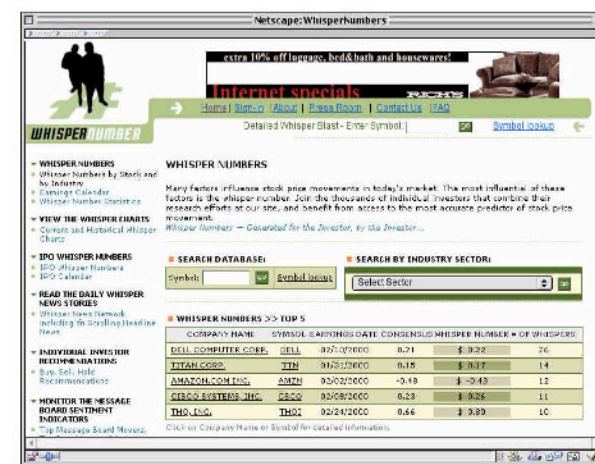
Chuck Pederson
Director of IT, Fleer/Skybox



WhisperNumber.com

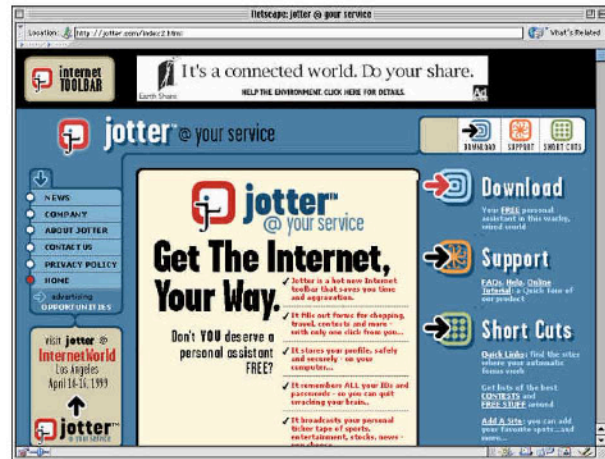
The WhisperNumber.com web site is an information rich investor resource. The company hired Neokom to help them redesign their brand identity, re-architect and re-design their web site. They wanted to add new sections, interactive services and to improve the overall navigation.

With the primary revenue stream coming from ad banners and direct marketing, Neokom developed an architecture that stimulates exploration and increased page burn.



"You gave us exactly what we wanted, a world class site."

Paul Hauck
Founder/Partner, WhisperNumber.com



Jotter.com

After Neokom completed the positioning and brand identity, and the interface design of the internet application, Jotter asked us to help market the product to internet users.

Neokom designed an award winning web site that communicates the product benefits and urges users to "download now". The information architecture neatly separates critical corporate information from the Jotter product area of the site. In addition, the Neokom design and marketing team produced a printed sell sheet, trade show booth graphics and a trade show give-away. Working with Neokom trade show planning affiliate, EXM, Neokom positioned Jotter to become the major attraction of the 1999 Internet World Trade Show.

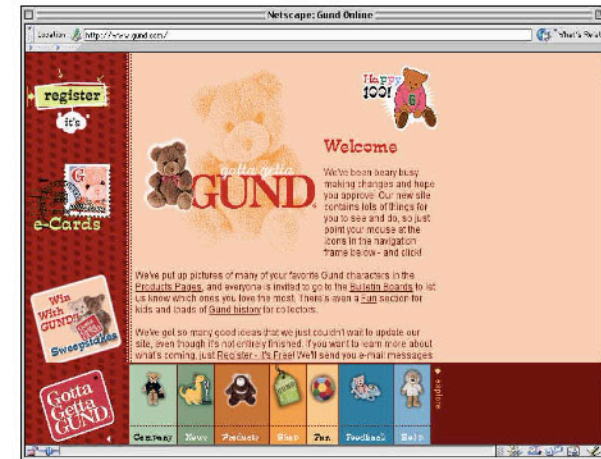
In addition, the marketing materials, web site and product design helped Jotter Technologies to achieve their financing goals.

Neokom holds an equity position in Jotter.



"Thanks for giving us an award winning look. You guys are the best."

Ken Wilton
Chief Executive Officer, Jotter

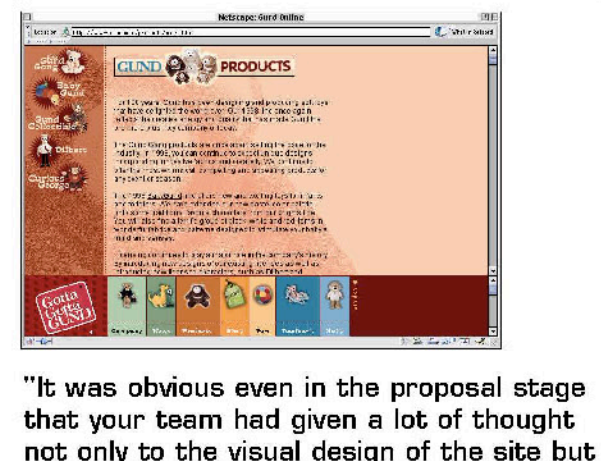
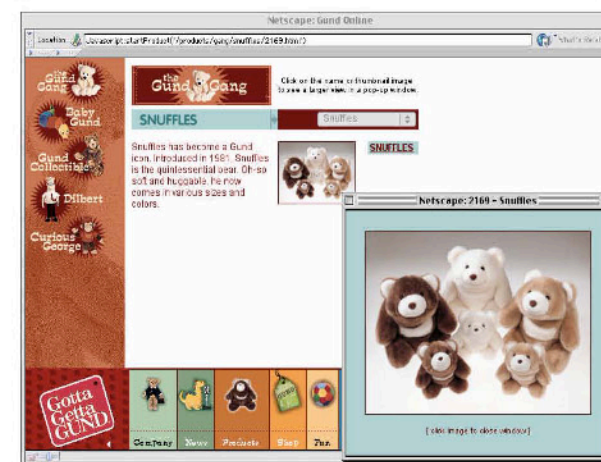


Gund.com

Gund, the 100-year-old toy company, wanted a redesign of their homegrown Web site to improve their online brand image and increase traffic to the site.

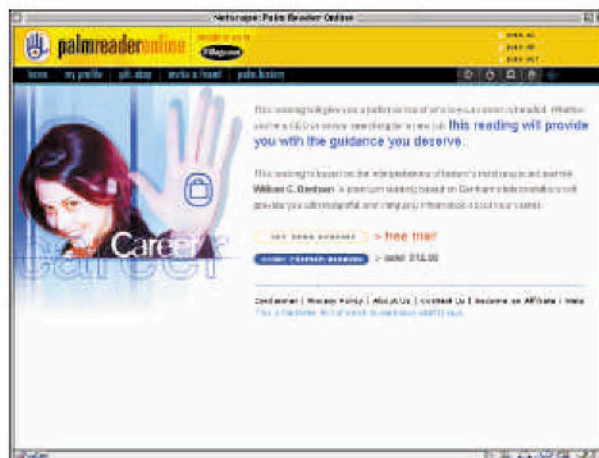
Neokom provided Gund with a multi-phase new media strategy to allow them to meet their immediate objectives while allowing for future functionality upgrades. The initial phase, a brand-conscious redesign targeted to consumers and retailers:

- Resulted in a 500% increase in site traffic within the first few months.
- Integrated Gund's online and offline imagery, helping build brand equity.
- Provided Gund with technology that allows them to manage their own content, resulting in reduced site management costs.



"It was obvious even in the proposal stage that your team had given a lot of thought not only to the visual design of the site but the strategic design as well... You clearly took our ideas and suggestions to heart and then added to them in ways we could never have anticipated."

Andy Epstein
Creative Director, Gund



"Neokom gave us a killer site. We look forward to becoming another Internet success story."

Rafe Anderson
CEO, Chief Executive Palmist
Mystical Science LLC

PalmReaderOnline.com

A Neokom invention and incubation, PalmReaderOnline.com is an interactive entertainment ecommerce web site. The product is designed so the user can try a five question demo reading before paying \$15 for a full 35 question online palm reading. The site features the ability to buy a palm reading as a gift and email it to the recipient. In addition, the customer can get their palm reading report printed in color, and bound in a beautiful hard cover book.

The user is guided through a palm reading by following online instructions, looking at animated hand charts, and clicking multiple choice answers. The site architecture was designed in a manner that allows the site to be launched in multiple languages.

The site strategy is business to business focused. PalmReaderOnline.com is intended to "live" on high traffic sites as an entertainment module. The site architecture also allows for a co-branded experience, with the "hosting" site receiving a percentage of all palm reading revenue stimulated by site traffic.

PalmReaderOnline.com was also designed to allow not-for-profits to use the product as a fund raising vehicle.

Reaction to the site has been overwhelmingly positive. It launched September 2000. Cosmo is writing a feature article about the site for their December 2000 issue. In addition, the company is in negotiations with Yahoo to be the exclusive palmistry resource in the Yahoo Astrology section, one of Yahoos most heavily trafficked sections. The company has also developed a retail product "Palm Reading In a Can", which includes a set of palm reading flash cards for offline palm reading as well as a gift certificate for one full online palm reading. Neokom developed the packaging and has sold an order to Lord and Taylor for Christmas 2000.

Neokom holds 45% of the equity.

brand & corporate identity

Yes I have creative directed an enormous amount of sports brands but don't let that fool you. I followed the same process I use for consumer product brands or corporate client identities. The interesting challenge with sports branding is that you need multiple logos to tell the whole story. For instance, you balance the imagery of the sport, imagery triggered by the team name and imagery of the team location.

The Florida Panthers is a perfect example. The primary mark, the "in-your-face" panther, communicates the team name. The shoulder patch which features a hockey stick crossed with a palm tree over the sun, communicates the location and sport. The style of design is intended to allow the logos to reduce small for newspaper application, embroider well on the uniforms and work well in one color.

I have developed a creative process that involves visual research, brainstorming, visual development, trademark search and implementation into style guide. The process has generated some great results for my clients:

Florida Panthers (logo & uniform design)

Sold \$750,000 of logo'ed merchandise on the night of their opening game, an NHL record.

Seattle Mariners (logo and uniform redesign)

Moved from last place in league merchandise sales at \$300,000 a year, to the top ten with \$1.2 Million in merchandise sold in the first twelve months.

New York Rangers Third Jersey (the Liberty head)

We selected New York's (and America's) proudest icon, the Statue of Liberty. This has made this the best selling hockey shirt in the world.

Toronto Raptors (logo and uniform design)

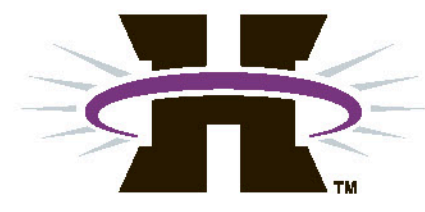
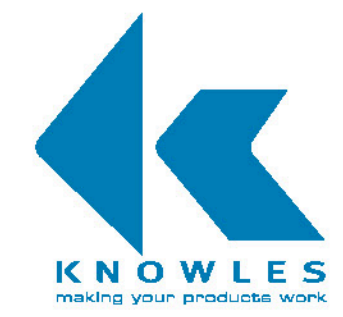
Our logo program and uniform design stimulated \$25 Million in merchandise sales in the first 6 months before the team had recruited a single player. In addition, I designed a team textile pattern of primitive raptors and raptor footprints which was put onto the teams compression shorts. This was a first for professional sports branding.

Blah Blah Blah...

You get the point. Want more info?, let's talk.

representative work/ sme design 1988 -1998 

representative work 



representative work 

representative work/ sme design 1988 -1998 



representative work/ sme design 1988 -1998 

representative work/ sme design 1988 -1998 



representative work/ sme design 1988 -1998 

representative work/ sme design 1988 -1998 





representative work/ sme design 1988 -1998 

representative work/ sme design 1988 -1998 







print communications

Creative directing print communications prepared me for the Internet. There is something beautiful about touching a physical printed communication. The quality of the printing, the grain and texture of the paper and the design of the type and imagery all come together in a way that digital communications simply can not. Print design offers the opportunity for true and pure color. Digital branding suffers from the fact that everyone has different computer monitors set to different levels of hue and contrast. Your basic nightmare if you are a designer who cares about subtle color.

As a creative director that has handled many print communications, I have a strong understanding of how to manage the design process as well as pre-press and print production. Here is a little information about a project I am particularly proud of:

Viacom Health Benefits Communications

We worked with Viacom's health benefits consultants, Towers Perrin, who were responsible for copywriting. This was a challenge because Viacom's health benefits were being centralized across all business units. Paramount, Blockbuster Video, Simon & Schuster and MTV, among others, were all going to receive the same employee benefits communication. I had to conceive of a concept that would satisfy the EVP's of human resources for twelve separate companies while communicating a cohesive "we are all one happy family" message. I came up with a treatment that allowed me to create collages with imagery from every business unit to illustrate the communications. The project involved over twenty separate pieces and involved a print run of over 100,000 units.

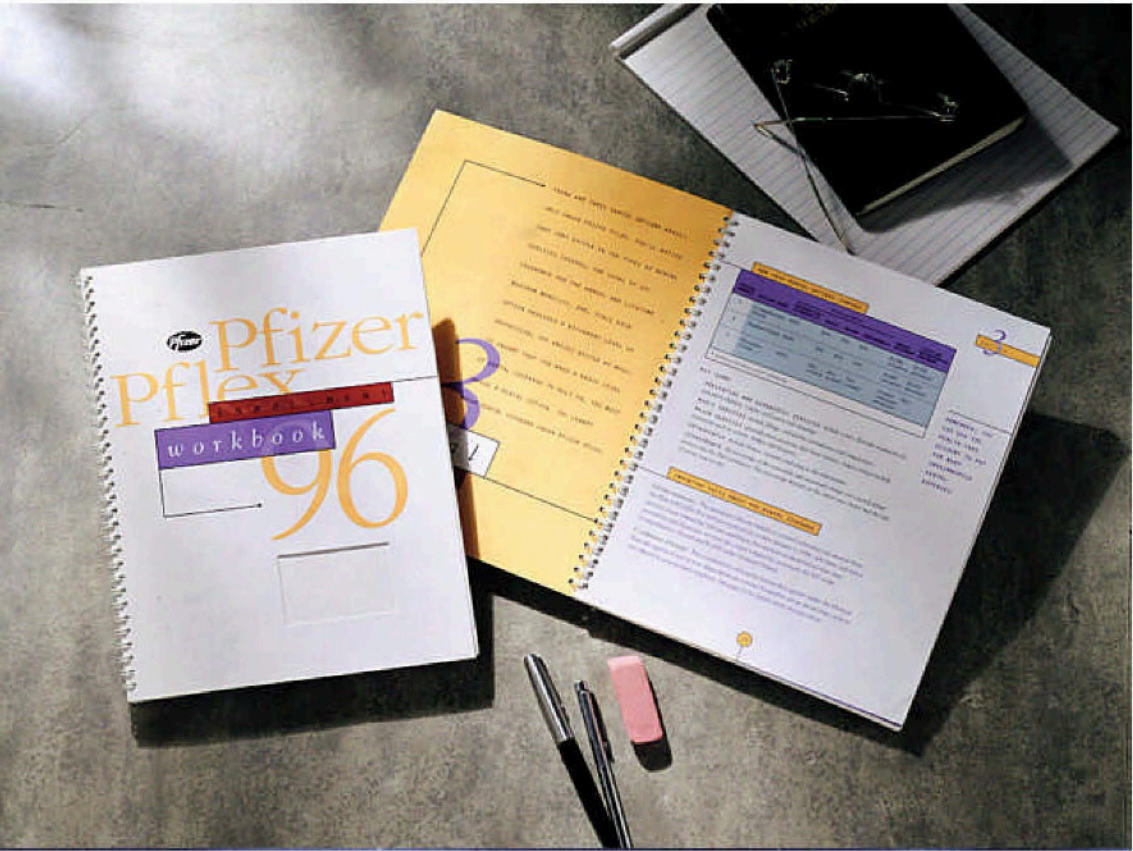
The result?, we were awarded the International Association of Business Communicators Gold Quill Award for best print communication of the year.



representative work/ sme design 1988 -1998 



representative work/ sme design 1988 -1998 







package design

Package design is vital in that the physical package actually comes in contact with the consumer. Eighty percent of the products bought at the grocery store are items that the consumer decided to buy at the point of purchase. Package design combines the challenges of print communication with a three dimensional landscape and multiple materials beyond paper. Designing for an aluminum can, as opposed to a carton, offers the designer challenge and opportunity.

As a creative director I start from the brand positioning and work out toward the visual cues that will trigger the consumer passion in the product. I am a strong believer in consumer focus groups and research. Research plays an important role in guiding both designer and marketer toward the perfect solution.

Here is a good example of the importance of brand positioning and research:

RC Cola

This was a tough challenge because when we asked the client to define their target audience they responded with "people with lips". We repositioned them from the price driven message which was no longer true "cheapest premium cola", to a subjective positioning: "the drink of free thinking individuals". We created the new positioning statement "Be Free Drink RC" to communicate this.

Early in the design process, we settled on a brand identity that met the objectives, and most importantly, made our client happy. Before implementing the new logo we conducted qualitative focus groups. This project took place during operation Desert Storm. Our focus groups all felt the logo looked Arabic and were turned off as a result. It is amazing the perspective the consumer brings to the market based on cultural and world events. We made logo revisions to eliminate the Arabic perception and moved on to execution. We designed all of the flavor variants and various size configurations. A fun part of the style guide was our design for the RC Cola Nascar truck.

The results?, the repositioning helped RC to capture enough new market share to attract the attention of Cadbury Schweppes who ended up buying the brand from Triarc Beverages.





representative work/ sme design 1988 -1998 



representative work/ sme design 1988 -1998 



strategy & business development

I am a firm believer in developing strategies that are straight forward, realistic and can be implemented. I believe in research, but I also believe you can not be a slave to it. I have developed a marketing brand strategy process that works for any type of product, service or company. Here are a few examples that show good brand strategy has no boundaries:

WestSphere Capital

They wanted to close on their second Latin American Venture Fund by raising the necessary \$500 Million in capital. We were asked to help them position the Fund in a way that would give them a competitive advantage over other Latin American oriented venture funds. Through research, and executive interviews, we identified the key selling points that separated their Fund from the competition. We then developed a communications and marketing plan that would help them communicate these key imagery dimensions to their target audience. As a result they successfully completed the second Fund.

Puget Sound Energy (PSE)

This \$4 Billion shareholder owned utility engaged us to develop a brand strategy to convince their consumers to move to time-of-use rate structure. The consumer message was packaged as "personal energy management". We conducted market research and executive interviews and developed a business and marketing strategy that would enable PSE to meet their objectives as well as extend their business outside their service area. As a result of their excellent work, PSE was awarded the coveted Edison Award for innovation.

Bullseye Art, Ltd.

They were originally a work-for-hire FLASH animation studio. They had the ability to create their own content, but lacked a viable business plan to take them forward. We worked with their executive team, analyzed the market and competitors, and developed a new business strategy. We repositioned them as a creative studio that produces original content for syndication. The work-for-hire projects would be done as Bullseye Art Studio and the creative studio operates as Bullseye Art Classic Cartoons. We developed the slogan "We push buttons". We helped them with their marketing collateral, including a redesign of the web site www.bullseyeart.com and assisted them in landing their first syndication deal with HBO owned Volume.com.

As President and Creative Director for Neokom, I defined our services and established pricing for each of them. I acted as Sr. Strategist for all consulting based services. As lead business developer, I created sales presentations and marketing collateral for all services. The following is a definition of these services and a list of some of the clients who engaged us:

Consulting & Strategy

• Positioning Development

Understanding your positioning and being able to communicate it clearly is critical to your brand success. We conduct a series of interviews with top management to define the marketing objectives, target audience(s), the consumer benefits- tangible and intangible (for ea. target audience), and the reasons why your brand delivers these benefits to your target audience(s) better than your competition. Working with you, we will define the target audience(s), key motivating imagery dimensions for each target audience, competition and opportunity. The deliverable is a written document identifying each component of your positioning with recommendations for positioning statements/slogans. These statements/slogans can be used in consumer communications or just for internal communications to help unify the company vision.

Clients who have engaged us for this activity include:

- Puget Sound Energy
- MLB/ Seattle Mariners
- RKO Pictures
- Westsphere Capital (a \$500 MM venture fund)
- Haven Homes (a \$300 MM modular home Co.)
- Triarc Beverages/ RC Cola
- Career Experience, Inc.
- etc...(see website for complete list)

• Internet Strategy

Whether you have an existing web site or planning the launch of a new one, a well thought out strategy can save you considerable costs while helping you clarify your thinking about how the internet fits into your business objectives. The Digital Brand Strategy will include critical thinking on how the Internet can be leveraged to build your brand with the consumer, streamline internal business process and enhance business to business opportunities.

Each new media strategy report is customized to the unique challenge you face. The deliverable is a report detailing the results of our interviews with your staff, our recommendations for an Internet strategy to address the three area's; b to c, b to b and internal operations. In addition, we develop a strategy site map that begins to describe a possible site strategy.

Clients who have engaged us for this activity include:

- Puget Sound Energy
- National Fish and Wildlife Foundation
- RKO Pictures
- Gund, Inc. (100 yr old toy plush Co.)
- NHL/ NHL.com
- Fleer Skybox, Inc.
- Vertical Portals, Inc. (a 700 portal network)
- Bowling, Inc. (represent over 4.5 MM league bowlers)
- etc...(see website for complete list)

Consulting & Strategy continued...

• **Marketing Strategy**

Through a series of interviews and brainstorming sessions, we guide an exploration of the companies marketing objectives and how those objectives impact the brand(s) we have been asked to address. We will work with you to identify your key revenue streams and your sales strategy. Our goal will be to explore new sources of revenue and possible strategies that will assist the sales team in capturing incremental sales from existing sources as well as new ones. Depending on the client's needs, the Marketing Strategy can also include thinking on how to increase traffic to your web site and how to convert this traffic into revenue.

Clients who have engaged us for this activity include:

- Jotter Technologies, LLC
- BullseyeArt, Inc. (an Internet entertainment Co.)
- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- Bowling, Inc. (represent over 4.5 MM league bowlers)
- etc...(see website for complete list)

• **Naming**

Naming is a vital ingredient in building your brand. On the Internet, when a potential customer is scanning a list produced by a search directory, the right name, delivering the message in an intuitive manner, can mean the difference between a click and a lost opportunity. Our naming process takes into account the imagery dimensions of your brand, and applies this to the practical reality of names available for domain name registration and US / International trademark.

Clients who have engaged us for this activity include:

- LifeWire, Inc. / CanDo.com
- MLB/ Tampa Bay Devil Rays
- Jotter Technologies, LLC
- NBA/ Toronto Raptors
- St. John's University/ Red Storm
- Tomás Foods, Inc.
- Career Experience, Inc.
- etc...(see website for complete list)

• **Site Analysis**

Site Analysis is a stream of conscious dialogue that gives you insight into what your user is thinking as they go through the site. Each action is documented with screen shots; time is tracked as well as number of clicks. As we analyze your site, we will also offer some top of mind strategic thinking for building traffic and increasing transactions.

Clients who have engaged us for this activity include:

- Columbia House, Inc.
- NBC/ NBCOlympics.com
- etc...(see website for complete list)

Consulting & Strategy continued...

• **Research**

We can conduct several types of research including; industry category research, qualitative focus groups, competitive analysis and so on. We can customize our research services to meet your particular needs.

Clients who have engaged us for this activity include:

- Columbia House, Inc.
- NBC/ NBCOlympics.com
- Jotter Technologies, LLC
- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- etc...(see website for complete list)

Design

• **Web Site Design**

Your interface needs to build your brand while allowing for easy intuitive navigation of the site. The interface design is the visualization of your Brand Strategy and Information Architecture. Neokom will design an interface for your web site, extranet or intranet, that will communicate your brands imagery dimensions.

Clients who have engaged us for this activity include:

- Jotter Technologies, LLC
- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- Gund, Inc. (100 yr old toy plush Co.)
- Fleer Skybox, Inc.
- etc...(see website for complete list)

• **Brand Identity**

Your Brand Identity is the foundation of your Marketing Communications. It needs to begin to communicate your positive imagery dimensions to your target audience instantly. The identity can include a word mark, icons, a ligature (firms initials married to the icon), icon alone, animated logo for use in new media applications, small pixel version and large pixel versions, full color and one color variations. It needs to work vertically, horizontally, in print, over fax, online and on television.

Clients who have engaged us for this activity include:

- NHL, MLB, NBA, NFL
- 30 Universities (Penn State, Purdue, San Diego State...)
- Penn Mutual
- Internet Financial Network
- Madison Square Garden
- ESPN/ Classic Sports Network
- etc...(see website for complete list)

Design continued...

• **Print Communications**

Neokom can satisfy all of your print communication needs from image brochures to single page sell sheets. We offer full service solutions including strategy, design, copywriting and print production oversight.

Clients who have engaged us for this activity include:

- MLB
- TNT, Inc.
- Viacom, Inc. (got the IABC Gold Quill award for this)
- Jotter Technologies, Inc.
- Pfizer, Inc.
- etc...[see website for complete list]

• **Multi-Media**

A compelling multi-media presentation can be a key marketing tool for communicating your company, or brands, competitive advantage to potential investors, underwriters, advertisers, sponsors, customers and trade show consumers. We will customize a solution that meets your technological requirements.

Clients who have engaged us for this activity include:

- ISL (a \$1 billion Swiss Sports Marketing Co.)
- Home Town Fan, Inc.
- EverAd Technologies, Inc.
- etc...[see website for complete list]

• **Trade Show Exhibit Design and Planning**

Selecting the right tradeshows and conferences and presenting yourself properly at them is an important component in your marketing activities. We can design, fabricate and handle the logistics and planning for your tradeshow booth and event needs.

Clients who have engaged us for this activity include:

- Pinnacle Trading Cards, Inc.
- Jotter Technologies, Inc.

• **Ad Banners and Promotional Design**

Catching the eye of your target audience and getting them to click through to your site is our primary objective when designing an ad banner campaign to meet your needs. Sweepstakes promotions can stimulate strong interest in your site while helping you build a customer database.

Clients who have engaged us for this activity include:

- Career Experience, Inc.
- Palm Reader Online, Inc.
- etc...[see website for complete list]

Planning

• **Communications Plan**

If you are launching a new brand or are repositioning an existing brand, then you will need new communications to get the brand message out. We will audit all of your external and internal communications and offer you a plan, and budget, to update and maintain your communications.

Clients who have engaged us for this activity include:

- Westsphere Capital (a \$500 MM venture fund)
- Haven Homes (a \$300 MM modular home Co.)
- Jotter Technologies, Inc.
- etc...[see website for complete list]

• **Information Architecture**

IA's represent the end user. They use information generated by the strategy team to create site blueprints and functional specifications. In doing this they interface with the technical team to make sure that feature sets are feasible. Ultimately, they provide the design team with a practical, usable framework for creating the site - one that is true to strategy's initial vision. IA deliverables are:

- site maps
- process flows
- wireframes or page schematics
- Functional Specifications
- Usability Documentation
- User interface designs
- very basic site prototypes

Clients who have engaged us for this activity include:

- Jotter Technologies, LLC
- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- Gund, Inc. (100 yr old toy plush Co.)
- Fleeer Skybox, Inc.
- etc...[see website for complete list]

• **Content Strategy**

The information and knowledge available within your organization, or through your partners, can be a valuable resource for content on your Web site. We will conduct a content asset review to determine available sources of content, the types/classifications of available content and the depth of that content. Our research is conducted by analysis of any printed content generated by your organization, databases, web sites, vendor and partner relationships and interviews. The deliverable is a written report identifying key sources of existing content, potential sources of content databases within your organization and potential content licensing deals for outside content.

Clients who have engaged us for this activity include:

- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- etc...[see website for complete list]

Evolution & Site Brand Management

- **Site Brand Management (GUI updates)**

We can offer Site Brand Management services to assist your web team in maintaining the look and feel of the site. Neokom can create new icons, graphics and images to support your efforts in keeping your site alive and fresh. This can include the development of new sections, games and FLASH animations.

Clients who have engaged us for this activity include:

- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- etc...(too many to list, see our website)

- **Content Development & Management**

Neokom can offers content develop services for those clients that need this help for their web sites. We will handle the development of content for interface navigation purposes. This is a highly inclusive process that allows the client to offer feedback along the way. If necessary, Neokom can manage the flow of content on your site on a daily, weekly or monthly arrangement.

Clients who have engaged us for this activity include:

- ISL (a \$1 billion Swiss Sports Marketing Co.)
- NHL/ NHL.com
- etc...(too many to list, see our website)

in the news

The Boob Tube

I have enjoyed the opportunity to speak on live television as a media expert on branding and have appeared on CNNfn, CNN, MSG Network and FOX. Let me tell you, when a producer starts counting down for the start of a live broadcast it gets your heart pounding, and yes, television makes you look fatter.

Written Word

I have been quoted in the Wall Street Journal, Brand Week, Sports Business Daily, Sports Business Journal and TLB Magazines. I have written several articles on branding that have been published in Brand Week and on the Internet. I'm thinking about writing a novel, know any book agents?

On The Mike

As a keynote speaker for the West Coast AIGA conference I presented to over five hundred people. I have participated as a speaker during the SGMA Supershow and Women's Sports Foundation Annual Summit. I presented at the NCAA Final Four Athletic Directors conference and the American Marketing Associations Awards Banquet. I lecture on marketing at Marymount College.

Once, I flew twenty six hours to Australia to present at their professional basketball league owners conference in Brisbane. I stood in front of seventy five of Australia's most influential people and my laptop would not boot up. Thank God I was wearing a dark suit. After a painfully long fifteen minute delay I punched my laptop in frustration. It immediately booted up (it was a loose logic board) and the NBL owners broke into laughter. After my presentation, I ended up winning the engagement for my company. This resulted in the redesign of their league identity and six of their top teams.

So What?

I understand the importance of PR and if necessary, I can represent your brand to the media in a professional manner. Better yet, I can help you get the most out of your PR firm by making sure their work is in line with your brand positioning.



Thomas S. Duane

Portland, OR U.S.A.

415-310-2091 | tduane62@gmail.com | www.ThomasDuane.com