

Successes

1) Intranet Portal & Digital Asset Management (DAM) System

a) **Problem:** Disorganized File Systems

- i) A training company had tens of thousands of technical illustrations, pictures, and information graphics across several hard drives and folders that were utilized in over fifty seminar manuals and slideshows. Developing new seminars meant finding these graphics, changing them, and placing them into the new documents. Graphics that were updated or corrected in some manuals were not automatically updated in other affected manuals. A daunting and time-consuming process for the instructor and the desktop publisher.
- ii) Sales and marketing utilized several logo treatments, equipment pictures, flyers, and digital documents across multiple folders and purposed for web, email and print. When used in wrong scenarios, emails were becoming too large for mailboxes, pictures that were purposed for web were too fuzzy for print, old equipment photos were being used instead of updated pictures, etc.
- iii) The department heads needed to keep track of graphics projects, shipping requests, and archival processes.

b) **Solution:** Graphics Department Portal and Digital Asset Management System

- i) Derek researched, proposed, and developed an intranet portal that addressed all concerns.
 - (1) Derek utilized a DAM solution to generate interactive, searchable, and secure graphics database that all users could use with drag-n-drop simplicity. This system also allowed for burning the same GUI and secure database to CD/DVD for remote instructors and their development purposes. All databases were linked from the central portal for easy access.
 - (2) Derek implemented a categorized and secured file system with portal links for the sales department's usage. Sales and office personnel that needed graphics, pictures or documents simply navigated the portal and selected the correct document (logo, pictures, or flyers) for their purpose.
 - (3) All tracking spreadsheets were saved in interactive HTML format to pre-linked locations in the portal.

c) **Results**

- i) A highly centralized and secure file system that was easily maintained and user-friendly.

d) Software Used

- i) Extensis Portfolio Server
- ii) Adobe Dreamweaver
- iii) Adobe Flash (and ActionScript 2.0)
- iv) Microsoft Office XP

2) Tradeshow e-Sales Kit

a) Problem: Bulky Tradeshow Marketing Material

- i) A training company was delivering a strategic complex presentation to a tradeshow event with many high profile attendees with possible sales impact. The company representatives had very limited time for meet-and-greet afterwards with the need for something as a leave-behind that was small and meaningful.
- ii) The asset had to speak for itself in a persuasive manner to a high-tech and industrial-savvy customer.

b) Solution: e-Sales Kit MiniCD

- i) Derek realized the powerful and viral nature of MiniCD marketing and mentioned this to the Creative Director. Upon realizing this as a solution for the tradeshow, the creative director requested Derek develop and implement the project and was consulted heavily for the technical aspects.
- ii) Derek converted several enticing samples of seminar materials, web content, and packaged it into a compelling modern e-Sales kit.
- iii) Derek even offered tracking solutions so that management could monitor the success of the campaign afterwards.

c) Results

- i) A highly sought after sales tool that resulted in winning a major sale from a prestigious motorcycle manufacturer in a highly competitive bidding process.
- ii) Low cost: < 60 ¢/ea.

d) Software Used:

- i) Adobe CS2-Photoshop, Illustrator
- ii) Flash 8 (ActionScript 2.0)
- iii) Adobe Acrobat Professional 8
- iv) Carrara 5.0
- v) Nero

3) Online Viral Content

- a) **Problem:** A company needed to develop new customer interest in their industrial services and knew that over a third of their existing and new customers were using the internet as their preferred purchase channel.
- b) **Solution:** Researched and developed strategic tools and interactive web content for users to have other reasons to use the website.
- c) **Results:** Some of the most heavily trafficked and successful pages on the website by new visitors. Thus resulting in some of the highest Page Ranked pages.

4) Category Icons

- a) **Problem:** Wide Categories of the Same Service
 - i) A training company had several disparate engineering disciplines that they marketed to with a vast difference in client education. Some clients had advanced degrees while most had finished high school with sparse and varied technical training. As a result, fundamental scientific laws, symbols, and mechanics might or might not be understood... and most often not.
 - ii) A unified icon system needed to be in place for printed collateral. It needed to be small, easily reproduced in single or simple colors schemes, needed to convey the sometimes abstract and complex nature of the engineering discipline, and yet have a mechanical and industrial feel that would be recognizable to the students even if the symbology wouldn't be.
- b) **Solution:** Unified Hexagon Icon Set
 - i) Derek used the interlocking hexagon as the unifying shape for the icon set, as this was reminiscent of the angular warning and caution signs found in the industrial environment (the stop sign and warning triangle). Also using the hexagon in a vertical "delta" position gave the shapes a more dynamic presence.
 - ii) Derek used the familiar warning colors of black, red and amber as well as simple "universal style" symbolics.
- c) **Result:**
 - i) A heavily utilized icon set that returning students and instructors find easy for navigation and immediately recognizable in all collateral.

Please contact me for much more...