



Client: e Teacher Store

www.eTeacherStore.com

Business

Mail order and online ecommerce of teaching supplies, educational materials at discount prices.

Project description

e-commerce website catering to the needs of schools, teachers, and parents.

Clients needs

Client believed that if they had an up-scale web presence that he could capture a larger percentage of the target market.

Solution

Design and develop a fresh new website that utilizes an existing database driven e-commerce solution.

Project completed

1999

Updates to project

2002, 2005

Unique features of project

Professional designed look for a website that shares a cookie cutter leased e-commerce solution, setting it apart from competitors who share the leased functionality.

Technologies

HTML, Java Script, Frames,

My Role

Art Director, Designer, HTML Developer



Client: Narcotics Anonymous of Michigan

www.Michigan-NA.org

Business

Non-profit 12 step fellowship for recovering drug addicts.

Project description

Statewide Web presence centralizing all Regional and individual Area Service Efforts.

Clients need

A Unified and centralized website housing all Regional and individual Area Service information, events, meeting lists, maps to meetings.

Solution

Established a website committee within regional and area service structures. Implemented common navigation system and developed style guide for consistency.

Completion, updates

2000, Continual weekly updates

Unique features of project

Updating process established which allows new volunteers to become involved and be replaced when no longer involved without negative impact to the web presence.

Technologies

HTML, Java Script, Flash,

My Role

Art Director, Designer, HTML, ASP Developer

Others who worked on project

Volunteer non-designer, non-technical staff of 30



Client: Paul's Custom Shop

www.PaulsCustomShop.com

Business

Custom Auto/Motorcycle painter

Project description

Web presents showcasing the custom paintjobs, artwork & fabricating services of Paul's Custom Shop.

What client was trying to accomplish

The client did not have a web presence and was optimistic that he could attract business if he could broaden his exposure to his target market.

What was the solution

Designed and developed a brand Identity complete with letterhead, business cards and a website showcasing the capabilities of Paul's Custom Shop.

When project was completed

2002

Unique features of project

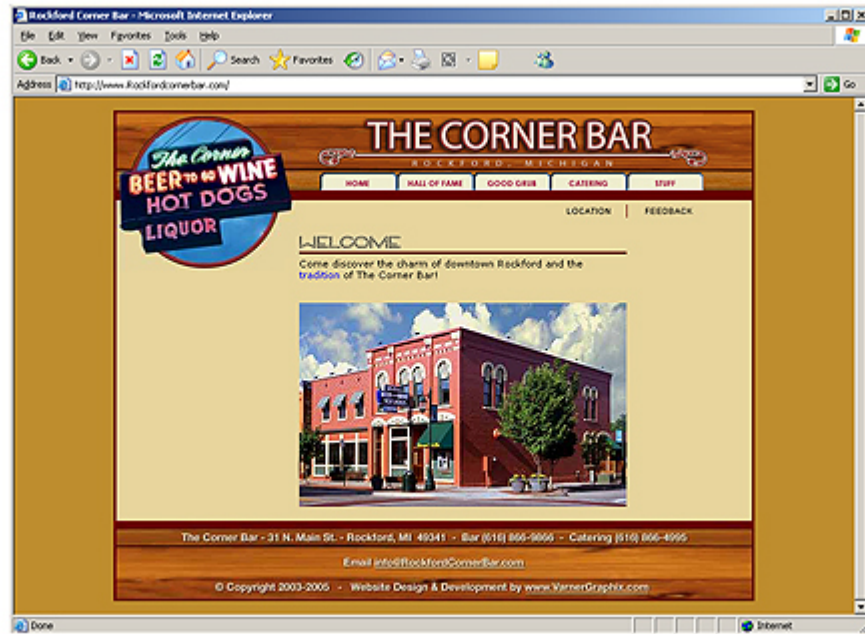
Designed around artwork based on and complementary to photos of custom paint work and fabrication

Technologies

HTML, Java Script,

My Role

Art Director, Designer, Developer



Client: Rockford Corner Bar

www.RockfordCornerBar.com

Business

Historic Bar in Downtown Rockford famous for their Hot Dogs

Project description

Design an informational company website that would convey the Historic "Home Town Rockford" feel to existing and potential customers.

Clients need

Client did not have a web presence and was looking to this project to broaden the Rockford corner bar clientele and provide information about the bar's heritage to new and established customers.

Solution

Establish a website with information about history of the business, services they offer and provide an e-commerce location for Rockford Corner Bar memorabilia.

Project Completion

2003

How many updates

Refresh website design 2005, add new Events section 7/2006

Unique features of project

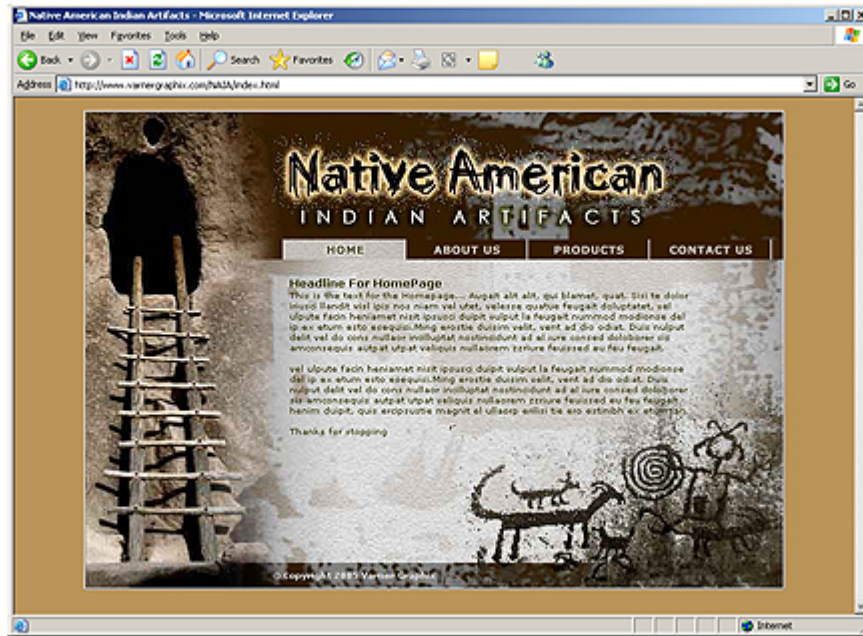
Outlines "Hot Dog - Hall of Fame" aspect of the restaurant enticing others to take the challenge of beating the long standing Hot Dog eating record and winning a reward.

Technologies

HTML, Java Script, Flash,

My Role

Art Director, Designer, Developer



Client: Native American Indian Artifacts

www.NativeAmericanIndianArtifacts.com

Business

Client sells rare one-of-a-kind Native American Indian artifacts

Project description

Web presence showcasing unique products for a very small collector market.

Clients need

Client saw several unsuccessful competitors' websites as lacking in style and believed that if he had an up-scale web presence for the high ticketed collector artifacts he sells, that he could capture a larger percentage of a very small market.

Solution

I Established a design centered on traditional Indian historical artwork and imagery. I developed an e-commerce solution and category structure that is easily updatable by client.

Project completion

2005

Updates

After initial development, the customer can update his own site on an ongoing basis as products rotate in and out of stock.

Unique features of project

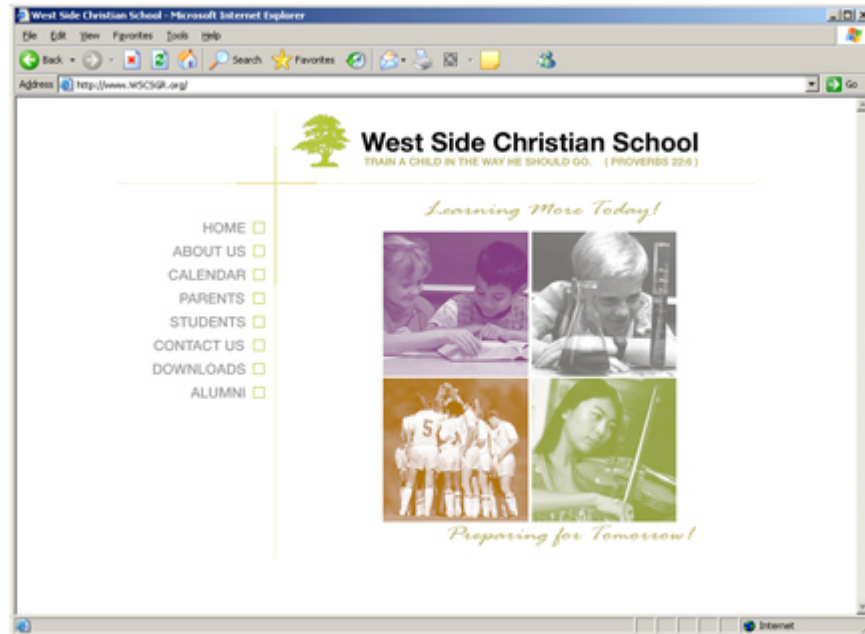
Rotating background graphics that keep the site looking fresh.

Technologies

HTML, Java Script

My Role

Art Director, Designer, HTML, ASP Developer



Client: West Side Christian School

www.WSCSGR.org

Business

Private Christian K-8 Middle School

Project description

Deign and develop clean web presence outlining the school's philosophy and core competencies.

Clients need

Client wanted to introduce potential families to our quality Christ-centered education, and to communicate to current families about school news and activities

Solution

Established a very clean functional design centered on Christian values.

Project completion

2005

Updates

After initial development, the customer can update calendar of events in a web based application.

Unique features of project

rollover-image main page design, showcasing ENCOURAGE, CREATE, MOTIVATE, CHALLENGE concepts for building a strong Christian foundation in children.

Technologies

HTML, Java Script

My Role

Art Director, Designer, HTML, ASP Developer