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Transforming Mission-Critical Computing

When Intel® wanted to increase sales of their E7 processor family, Quango created a high touch campaign to catch the attention of 35 high level Chief information officers, creating warm sales leads for Intel®'s E7 distributors.

To communicate the idea of built-in security as well as create a deliverable item that the end recipient would want to keep around their office, I developed a book with two hidden-compartments: one containing a thumb drive with a multimedia presentation touting the E7 processor family, and the other left vacant to give the recipient a space to hide and store their own valuables.

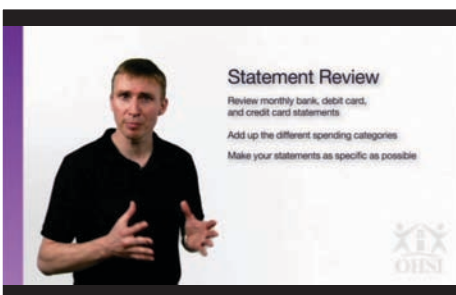
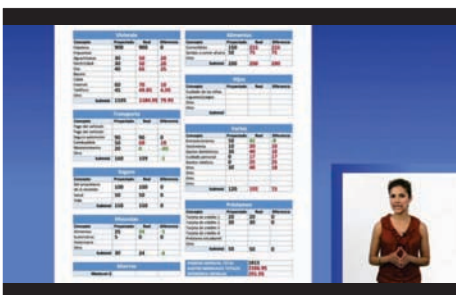
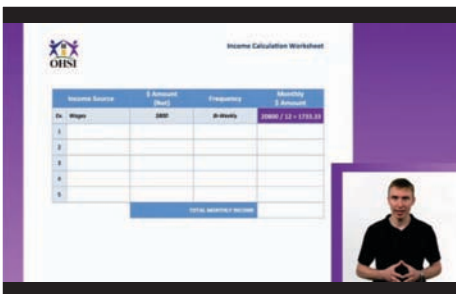
Additionally, I animated and developed a simple GUI to house the client's video presentation and a set of PDF white papers in an engaging, and conceptually relevant manner.



Oregon Homeownership Stabilization Initiative—Financial Literacy Training Videos

A series of four 5-20 minute web deployable training videos for the Oregon Homeownership Stabilization Initiative (OHSI) to help program participants maximize their mortgage payment assistance.

I shot, edited, color corrected four videos in both English and Spanish. The videos consisted of an on screen lecturer, walking the viewer through a series of worksheets required for maintaining program eligibility.

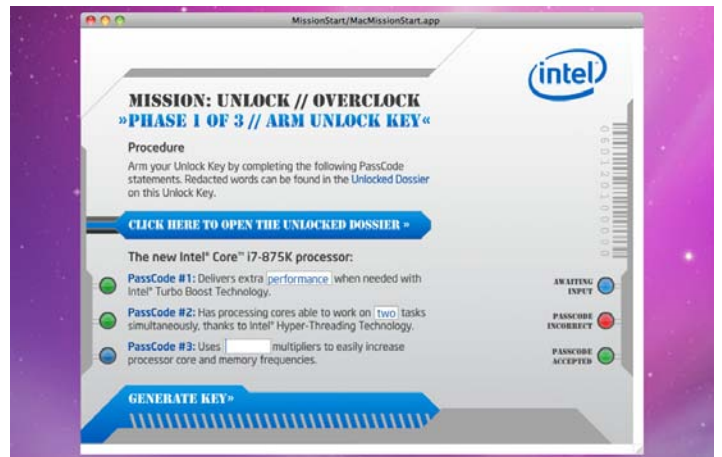


Mission Unlock//Overclock

To promote the release of Intel®'s unlocked Core™ i7-875K processor I designed and fabricated electromechanically locked cases that could only be opened with a USB key armed by the recipient's successful completion of a flash-based mini-quiz on the products main talking points. Entering the armed key into a slot and pressing the button validated the key and released a robotic latch.

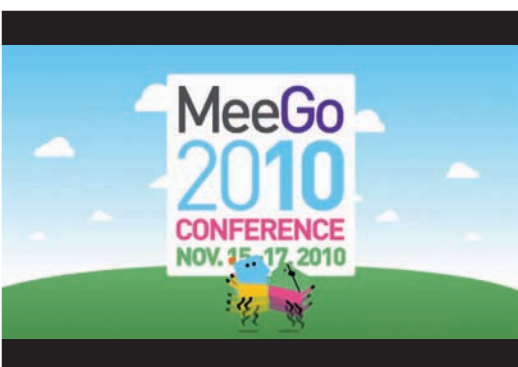
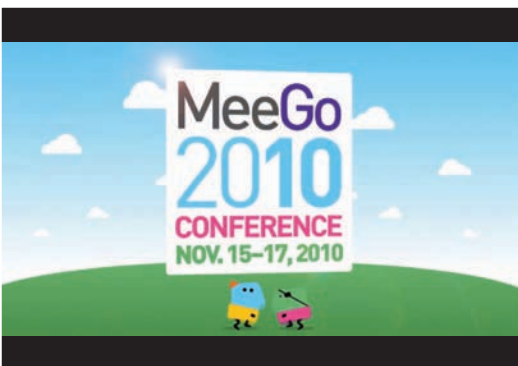
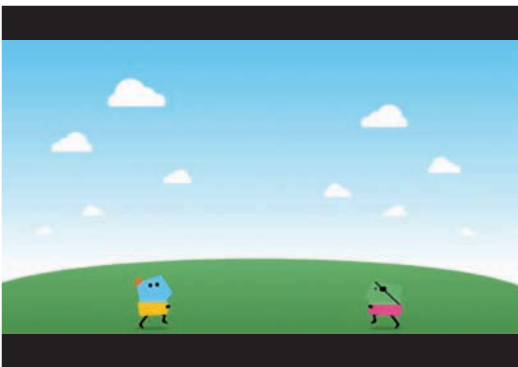
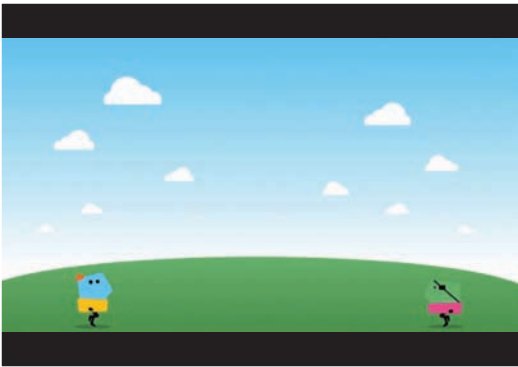
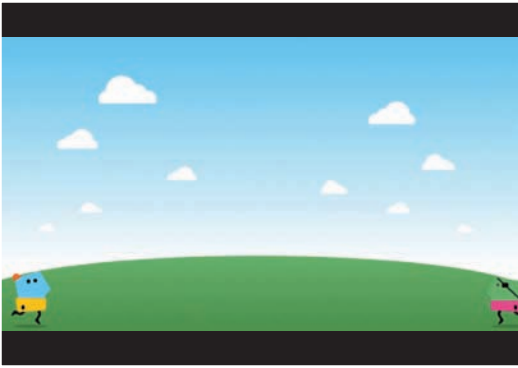
These cases were sent to 8 bloggers in 5 countries. These bloggers also received a second case to offer as a contest prize to their viewers/winners.

Awards: 2010 Bees Award



MeeGo 2010 Conference— Video Signature

Assisting with the creation of the Video Signature for the 2010 MeeGo developer conference in Dublin, Ireland I created an animated run sequence based on characters from within the MeeGo brand.



Joanna's Laptop— Security App & Demo

Quango developed a series of training videos promoting the features and abilities of Intel®'s laptop offerings. To contain and deploy these videos I built a stand-alone air application. This application allowed the client granular tracking of how their sales staff used the tool, including which videos they watched, for how long, and any areas they repeated to help direct future messaging.



Nexlink Spring–Peak Notebooks

To demonstrate the advantages of the Nexlink 4000SP and 2000SP Notebooks I shot and edited this video showcase touting the features and accessories of the series.



NEXLINK® 4000SP Notebook



Intel® Core™ i3/i5/i7 processors
Intel® IT Director
Intel® My WiFi Technology
Intel® Anti-Theft Technology
Headphone / Microphone

USB 2.0 (4)
VGA
DVI-D

Kensington® lock



Intel® Wireless Display (WiDi)¹



(External receiver required.)



Contact your NEXLINK® representative for details.

¹ Intel® Wireless Display requires a compatible Intel® based laptop, PC, or Mini PC, a secondary TV, external monitor, Intel® Wireless Display, and a TV with an available HDMI or Component port. Compatible laptop PCs require a valid Intel® Core™ processor family (P) For a complete list of requirements, visit www.intel.com/technology/wi-di. Content supporting video projection, such as Blu-ray™ and DVD movie playback, is not supported. Check with your PC manufacturer for specific details. Brands and the Nexlink logo are registered trademarks of Nexlink, Inc. Intel, the Intel logo, Intel Core, and Intel Inside are registered trademarks of Intel Corporation or its U.S. and other subsidiaries. ©2011 Nexlink, Inc. All rights reserved.

Seneca Service Offerings

As part of the launch of Seneca Data's rebranding I designed and developed this interactive map of their various service offerings. Service offerings were depicted as an atomic structure with Seneca Data as the nuclei, giving site visitors an engaging and conceptually driven experience.

