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BLANKING GOOD DESIGN.

## FACT SHEET

### Who We Are:

Todd Blank Design is an award-winning, San Francisco-based design firm. Our designs are developed with an audience's specific goals in mind. We provide our clients with new ways to interact with stakeholders, customers, suppliers and employees. Given the relative newness of the Internet, we have been doing this since the very beginning and are considered a pioneer in our industry.

### Our Services:

We enjoy working in a wide range of disciplines including **Web; user interface; brand and corporate identity; print; and environments.** Our projects span diverse media including Web, kiosk, handheld devices and various prototypes.

### Depth of Experience:

We serve a variety of clients, from small to medium-sized organizations, to Fortune 500 companies. We manage our clients' brands. As more organizations transform their offerings into online experiences, *good design plays a pivotal role* in defining, managing and communicating these brands to the appropriate audiences. Our depth of experience includes branding efforts for IBM, user interfaces for Motorola and Sony Design Center, kiosks for Viansa Winery, and Web initiatives for Chevron, Cisco, Union Bank of California, Bank of America, Disney, AOL, Mazda and Volkswagen.

### What Sets Us Apart:

As a small design firm working on a handful of projects, we are able to carefully control all aspects of our projects from initial concept all the way through implementation.

Todd works closely with each client to satisfy their specific needs. As advocates of the user, our designs are technically well-implemented and tested to ensure success. Our methods also yield a consistent look and feel, supporting our client's key messages.

Drawing on his extensive background, Todd designs Web sites and interfaces that deliver measurable results. He has been a designer since 1983, designing user interfaces since 1990, and designing Web sites since 1995, the inception of the World Wide Web. With a BFA in Graphic Design from Rhode Island School of Design, Todd's experienced approach consistently improves how people interact with technology. *"Technology should exist for our convenience and should improve the quality of our lives... An optimal user experience has a conversational tone and should convey some sense of warmth and humanity..."*

We like to get to know our clients and the services they offer before even thinking about the design process. We want to hear about your goals and objectives, and offer ideas and insights where needed. Design is a *powerful tool* that can make a huge difference in your business. *We look forward to beginning a dialogue!*

### Awards & Honors

Solo Exhibition  
Linden Hayes Fine Art Gallery  
San Francisco, California  
Winner, Top Ten Corporate Intranets  
Nielsen Norman Group  
Chevron Corporate Intranet  
Featured in NNG Usability Conferences

Excellence in Energy E Communication  
Herold's "eeeC" Evaluation  
Overall Preferred Web site  
Chevron.com

International Web Page Awards  
Winner, Best of Category  
Category: Information / Reference  
TimesSquare2000.com

International Web Page Awards  
Winner of Creative Excellence Award  
Category: Community  
TimesSquare2000.com

International Web Page Awards  
Winner, Creative Achievement Award  
DayRunner.com

International Web Page Awards  
Winner, Creative Achievement Award  
Praja.com

Proxicom, Inc.  
Winner, People's Choice Award  
Category: Knowledge Sharing

Proxicom, Inc.  
Winner, Certificate of Appreciation  
Category: Knowledge Sharing

Web Marketing Association's Web Awards  
Outstanding Web Site  
Praja.com

Web Marketing Association's Web Awards  
Outstanding Web Site  
DayRunner.com

London International Advertising Awards  
Interactive Media Finalist  
DayRunner.com

London International Advertising Awards  
Interactive Media Finalist  
NetworkSolutions.com

Digital Threads, Site of the Month Awards  
Winner, Site of the Month  
Organic.com

ID Magazine  
Work Featured in New & Notable Section  
Motorola's Envoy PDA Prototype

HOW International Design Competition  
Winner, Merit Award  
Equipe Technology Collateral

