

"design first"

avisan

design group

about **avisan**

Avisan Design Group is an Internet services firm that utilizes its expertise in design and technology to help established companies and brands execute their online strategies.



Founded in 1999, Avisan has built an impressive list of clients including AOL Time Warner, Viacom, Clear Channel Communications, Ingram Micro, and more. These clients work with Avisan because the company is dedicated to delivering upon its promises in regards to interface design, technology development, and customer service.

Avisan is a boutique firm that believes in paying close attention to each client. This philosophy of personalized service enables Avisan to understand and execute client objectives on time and on budget. Through this process, Avisan has gained substantial knowledge of the following vertical markets:

Entertainment
Real Estate
Financial
Technology
Design

"The Little Vampire site has been getting RAVE reviews over here- everyone totally loves it!"

New Line Cinema about www.littlevampiremovie.com

description

Not only is Avisan set apart from the pack. It's in a league of its own. Here's why:

Design First:

Avisan is a firm with a design first philosophy. This philosophy means that the company takes the time to understand each client, their customers, their client benefits, their marketing messages, their company values, and their existing technology infrastructure.

What does this mean for you? We will take the time to build both a front-end design and back-end technical infrastructure that accomplishes your objectives.

Technically Capable:

Avisan engineers have experience developing robust and scaleable solutions for a diverse range of platforms including Unix/Linux and Windows NT/2000/.NET. The company has built solutions from ground up as well as integrating existing infrastructures.

What does this mean for you? We have the technical capability to build the solution you want within the framework of industry wide accepted platforms.

Customer Service:

Avisan takes customer service to heart. The company believes that successful project execution depends on the accurate exchange of information between Avisan and its clients. As a result, Avisan makes it a corporate goal to listen, to be responsive, and to be flexible for change.

What does this mean for you? We answer phones. We return calls. We adapt to change. We go the extra mile to make you happy.

Small:

Avisan is a boutique firm that is very selective in the clients that it chooses to service. The company always turns away business that interferes with the execution of current projects.

What does this mean for you? Your project will not get lost or overlooked. Your project is important to Avisan.

Realistic Pricing:

Avisan competes primarily on quality. We are firm believers that you get what you pay for. Service providers that offer the cheapest price just to win contracts are more likely to cut corners and to build short-term solutions.

What does this mean for you? Avisan believes in investing in the time, the people, and the technologies to do it right the first time! This development philosophy will save you time and money over the long term.

Proven Team:

With larger Internet service firms it is sometimes hard to tell whether your project gets the *A* team, the *B* team, or the *C* team. With Avisan, each client receives a proven team that they have met and extensively reviewed- before signing any contracts. Working with Avisan there is no middle-man. You will interact with your team on a regular basis throughout the course of your project.

What does this mean for you? When you work with us, you will always get the *A* team. That team will be responsive to your needs and your input.

Accountability:

Avisan delivers on its promises. Every project includes a thorough approval schedule and a firm delivery timeline. Through constant communication and quick responsiveness, client projects are delivered to specification on time and on budget.

What does this mean for you? We will get the job done right and on time.

Enthusiastic References:

Avisan believes in results. Since Avisan was founded in 1999, it has built an enthusiastic reference list that will attest to the fact that the company consistently delivers results beyond expectations.

What does this mean for you? You can call our clients. You can hear what our clients say about us. You can make an informed decision based on the information that really counts- past client opinion!

"The North Shore site looks really good. How amazing you guys are that can do that so quickly! Thank you- and please thank the team there- for pulling that off and for the great work. Another great job..."

Engle + Murphy about www.northshoresystems.com

avisan process

Avisan starts every client engagement by listening to our clients. By listening to our clients, we ensure that we understand their target markets and company goals. As a result, Avisan has been able to build superior solutions that always surpass client expectations.

- **Research:**
The Avisan team conducts extensive research of client business models, target customers, and competition in order to attain knowledge of the overall market landscape. Combining our knowledge base with that of our clients, communication is improved and goals are reached efficiently.
- **Creative Kickoff:**
Once a client has engaged Avisan, our official association begins with a creative meeting. In this meeting, our team receives extensive client input about front-end graphical requirements, technology goals, and even new product specifications. Through the 'creative kick-off' our team is ensured a firm understanding of customer requirements.
- **Milestone Approvals:**
Avisan creates a client approved milestone list. At each step of the process- from home page and interface mock-up approval to project delivery- our clients must be 100% satisfied. In this way, we guarantee solutions of which our clients can be proud.
- **Quality Assurance:**
Avisan conducts extensive testing so that our clients receive stable, robust, and scaleable solutions.
Avisan warranties all solutions.
- **Complete Life-Cycle Management**
A web site is an evolving process. The ending of a project is really the beginning of a cycle of data collection, analysis and refinement. We give you the tools to organically grow your site to accommodate and promote change.

"To promote its teen comedy 'Sugar and Spice,' New Line Cinema serves up a hot Web site venturing into a territory often overlooked- teenage girl moviegoers. Rather than turn the site into a voyeuristic look at cheerleaders for teen guys, the bubblegum pink site offers a nice slice of life for teenage girls with eyes set on being cheerleaders and does it in a tasteful, teen-targeted fashion."

Digitrends about www.sugarandspicemovie.com

case studies



www.austinpowers.com

Austin Powers has become an international cultural icon, and one of New Line Cinema's most well recognized properties. When it came time to develop a site to promote the third installment, "Austin Powers in Goldmember", New Line trusted Avisan to deliver a vision consistent with the well established brand. For the Austin Powers site, Avisan developed a graphical interface, custom content and online marketing components such as banner advertisements and joint marketing with Pepsi.



www.line56.com

Line56 is the leading online and offline magazine focused on business-to-business technology news. Line56 came to Avisan because their site was crashing repeatedly. Avisan was able to quickly identify the problem and find both a temporary and long-term solution. Based on this work, Line56 engaged Avisan to completely re-architecture their web sites' back-end, including the development of a simple to use content management solution for the company's authors and editors throughout the world.



www.emeco.net – Winner Print & CA Interactive Design Annual 2002

Emeco manufactures high-end aluminum chairs featured in elite hotels, restaurants, corporate offices, and in TV and film. Emeco wanted a site that reflected the cutting-edge design that their brand represented. Through a collaborative design effort, Avisan and Engle + Murphy- Avisan's marketing and branding partner- constructed both HTML and Flash versions of the site. Avisan worked with Engle + Murphy to optimize interface efficiency for the Internet, add crucial Flash animation, and develop the technical back-end. Emeco.net was recognized by both Print and CA in the 2002 Interactive Design Annual awards.



www.littlevampiremovie.com

New Line Cinema approached Avisan because they wanted to build a fun, interactive web site for their children's movie "The Little Vampire". The reason why they came to Avisan is because they had an extremely short implementation schedule for the web site. Avisan quickly responded, managing all aspects of the site's development including content generation, functional specifications, interface design, and technical implementation.



www.northshoresystems.com

North Shore Systems is an industry leader in providing technical solutions to the commercial real estate and finance industries. They came to Avisan and Engle + Murphy to build a suite of marketing collateral, including a simple HTML web site that communicated effectively to their target market what they did and why their solutions provided unique benefits. The finished web site was unveiled at an industry trade show resulting in a substantial increase in North Shore's customer base.

"New Line hits the mark with its child-oriented promo Web site for 'The Little Vampire'."

Digitrends about www.littlevampiremovie.com

avisan biographies

Shawn L. Bowen

Shawn is a co-founder and CEO of Avisan Design Group. He is a software and hardware expert with more than nine years experience in product development, project management, and systems integration. He is skilled in training and team development, including identifying problems and designing solutions. As a part of Avisan, Shawn has been the technical lead for every project, creating diverse solutions ranging from e-commerce to financial sites.

Before co-founding Avisan, Shawn held positions with allpets.com where he was the Technical Director, Thomas Brothers Maps where he was Senior Software Engineer for their digital mapping solution, and at Hitch Systems where developed Computer Aided Dispatch systems.

Julie M. Hoang

Julie is a co-founder and Creative Director of Avisan Design Group. She is a design expert with years of experience in 3D Graphics, Texture Mapping, Modeling, and web design. She has extensive skills in project management and brand development. As a part of Avisan, Julie has been the creative lead of every project, building interfaces ranging from movie to financial web sites.

Before co-founding Avisan, Julie held positions with allpets.com as a designer, Greenberg Farrow Architecture as a site planner and illustrator, and even attended the renowned Gnomon School of Visual Effects.

“Your sight looks great. You and your designer did a really good job. I liked the ample use of white space, the easy readability and navigation. You seemed to have all of the corners rounded off. Your sight is almost art work it looks so good. If a venture cap doesn't fund it, maybe you could get the National Endowment for the Arts to find some money for you. I am looking forward to its evolution. Congrats.”

Carl about www.escuba.com

selected web projects

[www.emeco.net:](http://www.emeco.net)

developed Flash and HTML site for very high-end furniture manufacturer Emeco. Awarded Communication Arts' and Print Magazine's Interactive Design Annual Award.

www.austinpowers.com

developed HTML and Flash web sites for New Line Cinema.

www.newlineawards.com

developed HTML and Flash web sites for New Line Cinema to promote Osar nominated movies "I Am Sam" and "Lord of the Rings".

www.iamsam.com

developed HTML and Flash web sites for New Line Cinema.

[Lord of the Rings](#)

managed online marketing campaign for Academy Awards 2002

[www.sugarandspicemovie.com:](http://www.sugarandspicemovie.com)

developed Flash and HTML web sites for New Line Cinema.

[www.littlevampiremovie.com:](http://www.littlevampiremovie.com)

developed HTML and Flash web sites for New Line Cinema.

www.meetjohnq.com

developed HTML and Flash web sites for New Line Cinema.

[www.crocodiledundeinla.com:](http://www.crocodiledundeinla.com)

developed HTML and Flash web sites for Paramount Studios and the Australian Board of Tourism.

[www.line56.com:](http://www.line56.com)

managed the migration from Cold Fusion technology to ASP. Provided consulting on front-end interface design. Retained on an ongoing basis to provide management of new technology modules.

[www.sfx.com:](http://www.sfx.com)

retained on an ongoing basis to provide project management of new technology modules for this subsidiary of Clear Channel Communications.

[www.cph-commercial.com:](http://www.cph-commercial.com)

developed Flash site for billion-dollar real-estate company CPH.

www.makarproperties.com

developed Flash site for billion-dollar real-estate company Makar Properties. Also developed corporate extranet.

[www.escuba.com:](http://www.escuba.com)

developed front-end design and technology back-end, including robust content management system.

[www.mydrugrep.com:](http://www.mydrugrep.com)

developed technology back-end. Also developed artistic front-end for version 1.0 of their site. Site was instrumental in securing funding.

www.southlandtitle.com

developed corporate website designed to educate consumers about title insurance and escrow services offered by Southland Title.

www.accoair.com

developed corporate website designed to showcase past projects and inform potential clients about ACCO's service offerings.

[www.allpets.com:](http://www.allpets.com)

our CEO was the CTO for this ecommerce and content and community site. He was in charge of all aspects of their technology solution.

[www.withoutabox.com:](http://www.withoutabox.com)

developed Flash demo.

[www.rsasecurity.com:](http://www.rsasecurity.com)

developed Flash demonstration about PKI for RSA Security, a billion dollar software security company.

[www.littlenicky.com:](http://www.littlenicky.com)

developed Flash e-cards, screensavers, and desktops for this New Line Cinema movie site.

[www.northshoresystems.com:](http://www.northshoresystems.com)

developed HTML web site for this technical consulting firm that targets the mortgage industry.

www.englemurphy.com

developed flash site to promote Engle + Murphy strategy marketing firm.

www.medamerica.com

developed site to promote MedAmerica financial services for Physicians.

partial client list



New Line Cinema



Emeco



Makar Properties



Disney



(ISC)2



Engle + Murphy



Paramount Studios



RAS Security



North Shore Systems



Mandalay Entertainment



Line56



MedAmerica



Ubi Soft Entertainment



CPH Commercial



MedSchool.com



Clear Channel Communications



Southland Title



eScuba



Ingram Micro



ACCO



MyDrugRep