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COVER LETTER - METHODOLOGY

To get to know the client on a personal one to one basis from the start is our main objective. This allows us the opportunity to come in and have that understanding of whom they are because they themselves are the reflection of their brand. Our process is to understand the vision through finding out their needs, and communicating their vision through both interactivity and personableness.

Our first step in the exploration process is understanding the brand and adapting to the culture of who they are.

Once having an understanding of the client's brand and culture I am able to communicate that in a visual manner. Creating an interactive brand and experience revolves around the methods that I take in developing wireframes, analyzing data to see how the users are reacting to their site and then formulating a process to achieve their desired results. The information architecture needs to be the initial process of the project to be able to communicate that culture of who the client is online, then analyze if they need to promote themselves in other fashions utilizing Social Media. Again this is all formulating a culture so that once the design process has begun all the initial roadblocks of how the site will be communicated will have been resolved.

In the design process creating an intuitive User Interface Experience is crucial to setting the tone of the success of the site. The functionality will be dictated by the ease of use of how a site is designed. Realizing that a site can look pretty is not the results to a successful web site but a site that is easy to use, utilizes interaction between the user and the site and fresh information at all times.

I have had the privilege of formulating strategies both online and off for non-profits and Fortune 500's alike. Some brands I have been able to formulate strategies have been for Pfizers Neosporin and landing pages for the brands2liveby.com site, and local non-profits such as Greater Richmond SCAN, and Children's Miracle Network.