SMITH.

SMITH.

Hi. We're Smith.

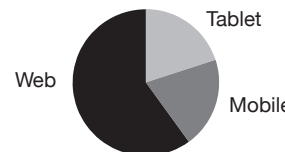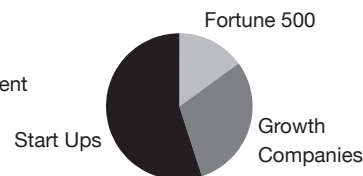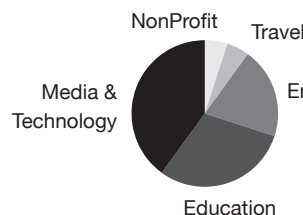We deliver creative strategies and build digital experiences.

We've worked with the big guys, small guys and lots in between.

We love organizations where digital and design thinking lead the way.

We help our clients think through tough challenges in everything digital.

We provide the tools to help our clients better communicate with internal & external customers.

NonProfit · Travel · Entertainment · Media & Technology · Education

Fortune 500 · Growth Companies · Start Ups

Tablet · Mobile · Web

SMITH.

This is Smith.

Experience

Design

Build

Dan Haines

Jason Orr

Brandt Parker

14 years of experience

13 years of experience

15 years of experience

Agency, Fortune 500 and business consulting background

Agency, graphic and interactive design background

Agency, technology and development background

Talker. Idea spewer.

Listener. Thinker.

Comedian. Tinkerer.

Whiskers

Bearded

Clean-shaven

Dogs like him

Has a dog

Deliberating a dog

Associates

We think it makes sense to hand-pick the best partners for a specific task and have an essential team of specialists rather than an entourage of generalists. Our associations include:

| Brand & Identity Design | Motion Design | Production Design | Large-Scale Technology Implementations | Site Development | Application Development |

SMITH.

How we work.

1 **Getting to know you**

Stakeholder Interviews
Meet, talk, explore, & define the current and future of your digital presence.

Assignment Brief
Document the objectives.

2 # Experience

Site Map & Scenarios
Define how users will move through your digital world.

Wireframes
Visualize layout and content/functional prioritization.

Wireframe Iteration
Refine & revise layout and content/functional prioritization.

Functional Specifications
Details for buildout.

Design

Design Exploration
Bring key experience to life.

Design Iteration
Refine, revise and perfect the design.

Final Design
Visual bliss.

Red-lined Designs, Assets & Style Guide
Create the assets for production.

3 # Build

Technical Architecture
Define the technical components.

Development
Construct the product.

Deployment
Release it to the world.

Prototype
Demonstrate the experience quickly.

Quality Assurance
Test the product to ensure quality.

Solution Summary
Document the build.