



Solve.org
DEVCO

December 15th 2011

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SOLUTIONS

December 15th, 2011
Company: SOVLE.org
Contact: Karen R. Girton-Snyder
Email: ksnyder@macroform.com

Dear SOLVE.ORG,

I would like to take this time to thank you for this opportunity to respond to your RFP #541490, dated October 13, 2011, for the web site redesign and hosting of SOLVE.ORG. I understand you would like to do a complete overhaul of your current website, from design and structure, to functionality, as well as develop new branding for a new company image. I believe that my team here at DevCo can more than accomplish your goals to develop a new web presence that helps to communicate your vision, as well as meet your challenges of having more integrated support for the building of the SOLVE.ORG community.

As you'll see in the enclosed solutions document, DevCo can help you meet these challenges. Over the past six years, we have developed 15 websites. By combining our rich graphic arts skills with an extensive knowledge in HTML, CSS3, JavaScript, as well as skills in Content Management Systems (CMS) such as Wordpress and Joomla, DevCo is more than ready to take on this project.

I understand that SOLVE.ORG is working with a modest budget. DevCo is prepared to provide initial construction, hosting, and the ongoing maintenance of the website with mobile accessibility for the grand total of \$85,000 and a timeline of 90 business days, or 4 and a half months total time. DevCo provides our clients with engaging, highly functional websites that easily scale to accommodate a growing member base, and we are more than confident that we can continue this effort if we are chosen as your vendor to do so.

Yours sincerely,

Jaime Szumski
DevCo

General Goals

Site Appearance

With DevCo making the website for SOLVE.ORG and its partner groups, the site will be guaranteed to be functional, easy to navigate, and appealing. Making use of WordPress SOLVE.ORG's pages will be catered to the ever growing social media movement, allowing visitors to share and involve themselves more in the grassroots movement that SOLVE.ORG is all about. With us working together, SOLVE.ORG will become more recognizable and globally known.

Maintenance

The maintenance of the website is up to SOLVE.ORG. The party of SOLVE.ORG can either pay for extended maintenance, which comes in a one (1) year and two (2) year variant, or a default ninety (90) day warranty. As for the updating of the website we can train select employees on how to update and maintain it. We will make the translation of the website automatic. It will be added into the script, so a default language will be set for the content editor and then the code will do the rest. The splash page and all other pages will include a select your language feature that will allow the user to select their language which the website will translate the page in to it.

Worldwide Accessibility

The website will be lightweight. The programmers will prioritize the loading times for the SOLVE.ORG website, but the quality of the website will not suffer. Though Video Media times may vary, we can guarantee that the website will load quite quickly on most bandwidths.

Country Support

As previously specified the site will include a splash page that allows for quick language selection and throughout the site there will be language selection tabs at the top so the user may select their language at any time throughout their SOLVE.ORG experience.

Technical Goals

Technically Up-to-Date But Not Bleeding Edge

Why not go bleeding edge or as close as possible? Some of the new technologies increase efficiency of the website. For example HTML5 and CSS3 include some features that make website loading times go by much faster, and with the use of less images, CSS3 makes websites that much more lightweight. There are scripts that can be included to make the website backwards compatible. We have the ability to make this website bleeding edge and cost efficient to SOLVE.ORG, but we also have the ability to make it current and relative to stay concurrent with web specifications.

Not too advanced

The beauty about the web is that you can have a website that looks like it's maintained by what people in the industry call 'code monkeys' while in reality it isn't. Since the site will be initially built out in Wordpress, administration and adding new items will be a snap. Wordpress's backend system allows administrators and contributors to enter their frame work and easily add and delete comments and posts.

Through this portion of Wordpress, administrators will be able to add new administrators, ban/delete users, and change /add permissions to users, such as making a user a contributor or an administrator.

Global Organization

With DevCo, SOLVE.ORG's website will easily reach millions around the world, with an easy to navigate and understand page that will first open with a splash page upon the first visit. In this first visit the user will be able to chose a language and then be redirected to that language's page. On this page they will have the option to go to the main site or to individual partner sites. Should the user for any reason decide to change the language they will always be able to do so by means of a set of flags on the top left of each page they visit.

Because SOLVE.ORG has many partner sites, they will all remain under the same hosting domain to allow the leaders of each page to only worry and focus on the tasks at hand. This allows for ultimate functionality, organization and comprehensible maintenance across the board for each individual page. This also gives each country a share in technology that will not be a hassle to maintain.

Clearly convey what Solve.org is

The site structure will employ an about us page that will hold the mission and purpose as well as talk about just who Solve.org is, its organizations and its partners. How Solve.Org operates and what it stands for will be talked about on the index page. An individual page for News and Events will be provided that can be accessed for easy adding and editing on administrator side. There will be a page for Organization alone that will go into detail about Solve.org's organization, leadership, geographic and regional organizations as well as its leaders.

Education

The Education portion of the site will have a list of ideas that can help inspire others to work for the greater good of both the Earth and ourselves. The user will be able to find groups that they can meet with to join in the fight for peace. This page will also give suggestions of things they can do to on their own for the betterment of mankind.

Facilitate Ongoing Communications and Participation

The blogs will give leaders and administrators the ability to write about their own personal experiences and whatever else they want to about events that they have been to or will be going to. It will give others a chance to get some insight about them and what they do at Solve.org to help others. Newsletters will be sent out monthly via e-mail with an account subscription.

News section will be featured with the events calendar on their own page. The main content of the page will contain the news while the sub section will contain the events and the event calendar.

Surveys will be found on the main site. Administrators will have the ability to make new surveys on the site with various options set by them.

The 'What You Can Do' section of the site will have a link to a Petitions area that will help to enable teammates to stand up for their ideals. The page will consist of an introductory paragraph explaining what

petitions are and how they can be used to gather support for specific causes. Users will be able to view a list of already existing petitions as well as virtually sign their names to a statement via a web-based form, to show their support. Teammates will be able to create new petitions and view the names and contact information for people who have signed their petitions. The Petitions area will also serve to help SOLVE.ORG build a list of people interested in specific causes, enabling them to take a stand on key issues.

Facilitate Joining the TEAM

In the upper-right corner of every page on the site, there will be a small link to 'Sign-In', which will allow users to indicate if they are not already a member. The 'What You Can Do' section of the site will also include a link to 'Join the TEAM'. The 'Join the TEAM' page which will briefly describe the SOLVE.ORG online community and what it means to become part of the TEAM, including the benefits and how SOLVE.ORG can help their members make a difference. The 'Join the TEAM' link will be placed at the end of the section and will take users to a form asking for basic user information (name, number, address, e-mail). Users will then enter password and confirmation. Once users submit form, an e-mail will be sent to the address on the form, where they must use the link from the e-mail message to verify and open the new account. This link will be a one-time screen where users will see some additional options for becoming a member. When users sign-up they will automatically become a member of the SOLVE.ORG global community, but they will be given options on this one-time screen to also sign-up for Regional access (for individual countries), Local access (for finding and joining a local groups), as well as receive a monthly newsletter that will be emailed to their address. Once the user verifies information on this one-time screen, they will be re-directed to the main page of website already logged in.

In the 'What You Can Do' section of the site, there will be a link to the 'Volunteer' section which will introduce users to the various options available for volunteering. Each option will be a link that will allow the user to contribute to the community. The first option will be 'Contribute your expertise', where users will view an introductory paragraph explaining that this page is for. There will be a link where users who want to provide expertise can send information to SOLVE.ORG for their approval and review. The next option under the 'Volunteer' section will be to 'Contribute your time'. This will link to a page that lists volunteer events by date. Users will be given a search option at the top of the page to display only those events under a specific keyword, such as name of cause and/or location. The last option under 'Volunteer' section is 'Spread the word about SOLVE.ORG'. This will link to a page encouraging users to spread the word by including a 'Like' button to Facebook. There will also be a link to 'Spread the word on Facebook', which will be a special message that will be posted on their public Wall. The special message will include the SOLVE.ORG logo on the left and to the right of logo will contain an upbeat message that briefly explains the mission of SOLVE.ORG and encourages others to join the same movement as the user. This message will be specifically designed to grab the attention of friends and family of the user and help gain more support and members for the SOLVE.ORG online community.

Facilitate Community

To implement community, Solve.org's website will include an area for groups, where members will be able to find groups, join and start them. They can create their own groups and mini groups while also having the ability to talk with members exclusive to that group via chat and forums just for that group.

The Event Calendar will be viewed easily on the news and event page while also having snippets of events going on in the specified region's page. Administrators and country hosts will be able to add more events as they

come up easily through the programing.

Today social networking is every where. In light of that Solve.Org's website will enable users to link up with medias such as Facebook and Google+ to not only give users easy sign in and registration, but will give them the ability to then create a profile once registered. In this profile, they can add their interests and favorites, such as books, webpages, and other friends as well as favorite or follow other people who are also members of Solve.org's vast network. As a registered member the users will be able to not only post photos but blog posts and videos.

Facilitating Abundance

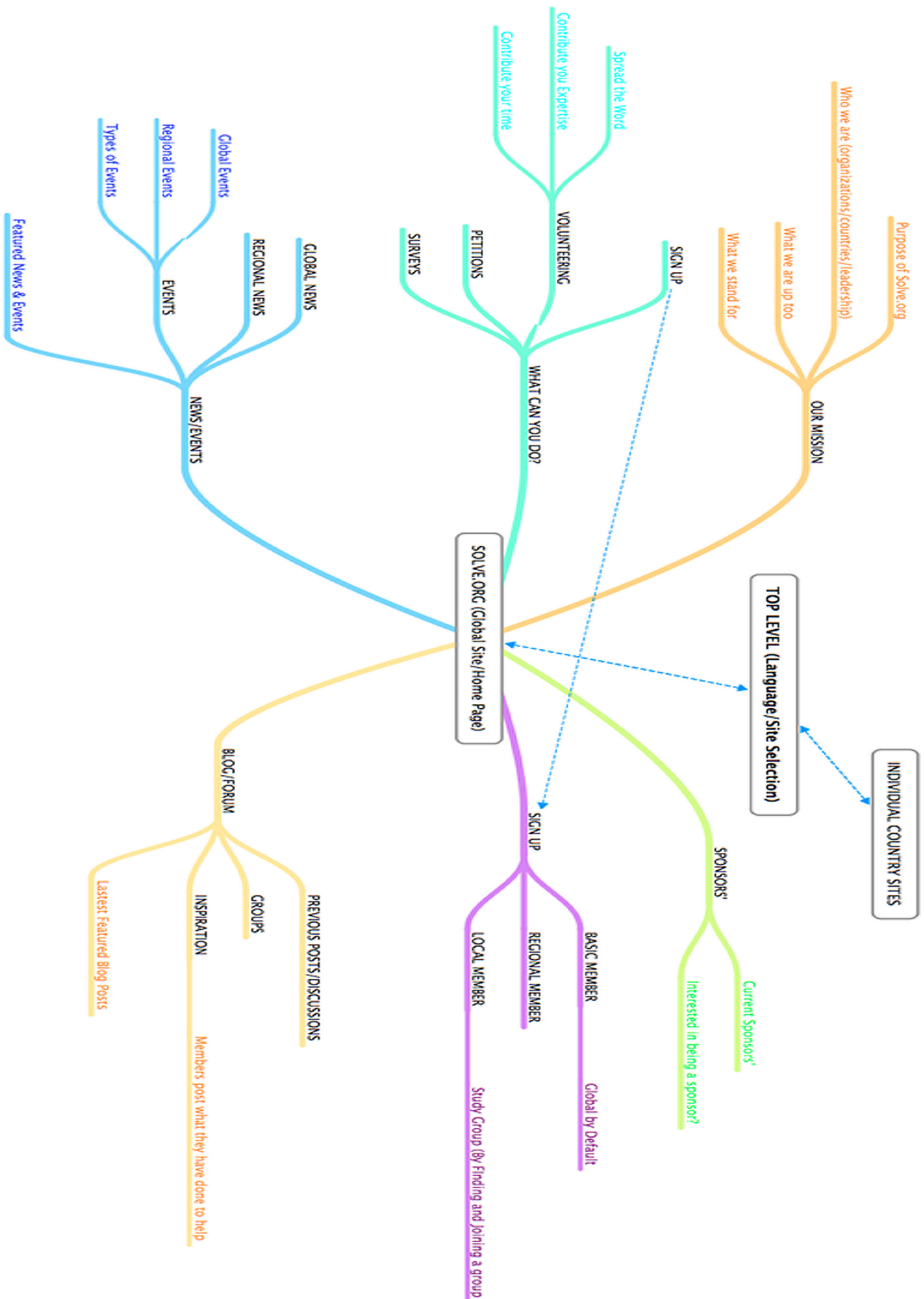
To make this community even more special and involved, users will be able to send each others gifts, be it for a traumatizing event or for something special, such as Weddings, Anniversaries and Births. These gifts or 'Contributions' will be available with one time or recurring/monthly options.

In turn, as we are taught that we must thank those who put in the time and effort to help us, members will be able to send acknowledgements and Thank You gifts, these include but are not limited to, E-cards with customized notes, actual print cards that will be mailed to the recipient, thank you gifts like framed items, pictures and others. Directed gifts will allow users to give direct contributions for specific uses as deemed by the user who created the event. It will allow Solve.org to list projects as well as funding needs while showing users the budget and/or goal for these needs while showing the amount raised and allowing users to follow the project's progress.

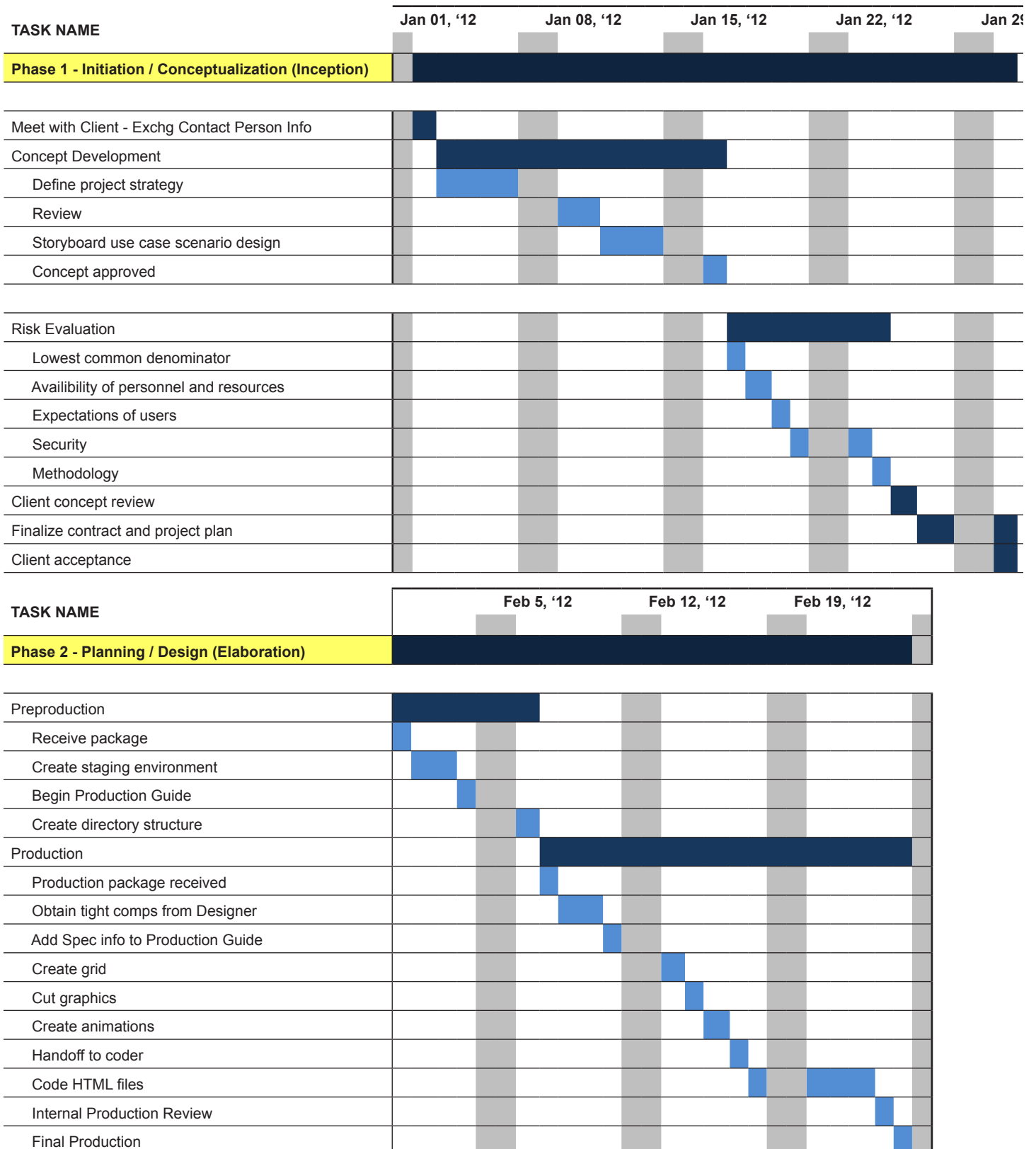
Facilitate Action

To encourage action by all members of Solve.Org's website, users will be able to see Events, Programs, the Global Event Calendar and have the ability to sign petitions, answer surveys and more.

Site Map



Gantt Chart



TASK NAME	Feb 19, '12	Feb 26, '12	Mar 04, '12	Mar 11, '12	Mar 18, '12	Mar 25, '12
Phase 3 - Development / Execution (Construction)						
Construction						
Bulk Programming						
Handoff to Validation Testing						
Refinement support						
Lessons Learned Report						
Functionality Quality Assurance						
Write QA Test Plan						
Create QA test suites						
Configure QA environment						
Customize bug database						
Usability Testing						
Install Handoff in QA						
QA Validation Testing						
Functionality Test Signoff						
Functionality Test Report						
Scalability & Performance Tuning						
Install in production environment						
Test and tune performance						
Obtain Performance baselines						
Run Performance Estimates						
Performance report						
PreLaunch Decision						

TASK NAME	Mar 04, '12					Mar 11, '12					Mar 18, '12					Mar 25, '12				
	Phase 4 - Close-out / Transition (Launch)																			
Acquire Training and Support Capabilities																				
Train Trainers and Support Candidates																				
Internal Announcements/Promotion																				
Delivery/Notification to Client																				
User Training																				
External Announcement/Publicity																				
Initial Operation and Maintenance																				
Review Initial Webtrends stats																				
Post-implementation analysis																				
Post-implementation Review meetings																				

Cost Analysis

Task Name	Assigned To	Start Date	End Date	# Days	Cost
Phase 1 - Initiation / Conceptualization (Inception)		01/02/12	01/30/12	21	
Meet with Client - Exchange Contact Person Information	All	01/02/12	01/02/12	1	\$1,248.00
Concept Development	Andrew, Jasmin	01/03/12	01/16/12	5	\$3,140.00
Define project strategy					
Purpose					
Stakeholders (Directors, Managers, Constituents, Testers, Volunteers)					
Establish how to communicate (phone, email)					
Organization					
Initial Requirements				3	\$1,014.00
Executive Requirements					
Business Benefits and Goals					
Implementation Requirements					
Customer Functionality Requirements	Rob, Lemaire			5	\$3,100.00
Hardware and Software Tools Requirements	Rob, Lemaire				
Operating System					
Hosting					
Web Servers					
Content					
Interactivity					
Personalization (Profile view)					
Infrastructure Support Requirements	Rob, Lemaire			1	\$620.00
Review	All members	01/09/12	01/10/12	2	\$2,496.00
Storyboard use case scenario design		01/11/12	01/13/12	3	
Basic layout & mapping of website		01/11/12	01/11/12		
Sitemap (Flowchart of user interactions)		01/12/12	01/12/12		
Home Page / Welcome		01/13/12	01/13/12		
Table of Contents hierarchical outline		01/13/12	01/13/12		
Concept approved		01/16/12	01/16/12	1	
Risk Evaluation		01/17/12	01/24/12	6	
Establish lowest common denominator for common usage or State-of-the-art?		01/17/12	01/17/12		
Availability of personnel and resources		01/18/12	01/18/12		
Expectations of users	Rob, Lemaire	01/19/12	01/19/12		\$620.00

Security		01/20/12	01/23/12		
Methodology		01/24/12	01/24/12		
Client concept review		01/25/12	01/25/12	1	
Finalize contract and project plan		01/26/12	01/30/12	2	
Client acceptance		01/30/12	01/30/12	1	
Phase 2 - Planning / Design (Elaboration)		01/31/12	02/24/12	19	
Preproduction	Rob, Lemaire	01/31/12	02/06/12	5	\$3,100.00
Receive package		01/31/12	01/31/12	1	
Create staging environment		02/01/12	02/02/12	2	
Begin Production Guide		02/03/12	02/03/12	1	
Create directory structure		02/06/12	02/06/12	1	
Production		02/03/12	02/24/12	14	
Production package received	Rob, Lemaire	02/06/12	02/06/12	1	\$620.00
Obtain tight comps from Designer	Andrew	02/07/12	02/09/12	2	\$576.00
Add Spec info to Production Guide	Rob, Lemaire	02/10/12	02/10/12	1	\$620.00
Create grid	Andrew	02/13/12	02/13/12	1	\$288.00
Cut graphics	Andrew	02/14/12	02/14/12	1	\$288.00
Create animations	Andrew	02/15/12	02/15/12	1	\$288.00
Handoff to coder	Rob, Lemaire	02/16/12	02/16/12	1	\$620.00
Code HTML files	Rob, Lemaire	02/17/12	02/22/12	4	\$2,480.00
Internal Production Review	Rob, Lemaire	02/23/12	02/23/12	1	\$620.00
Final Production	Rob, Lemaire	02/24/12	02/24/12	1	\$620.00
Phase 3 - Development / Execution (Construction)		02/27/12	04/02/12	30	
Construction	Rob, Lemaire	02/27/12	03/23/12	18	
Bulk Programming	Rob, Lemaire	02/27/12	03/07/12	8	
Handoff to Validation Testing	Rob, Lemaire	03/08/12	03/08/12	1	
Refinement support	Rob, Lemaire	03/09/12	03/16/12	7	
Lessons Learned Report	Rob, Lemaire	03/19/12	03/23/12	3	
Functionality Quality Assurance		02/17/12	03/19/12	21	
Write QA Test Plan	Rob, Lemaire	02/17/12	02/17/12	2	
Create QA test suites	Rob, Lemaire	02/20/12	02/20/12	1	
Configure QA environment	Rob, Lemaire	02/20/12	02/20/12	2	
Customize bug database	Rob, Lemaire	02/21/12	02/21/12	1	
Usability Testing	All	02/22/12	02/27/12	8	\$9,984.00
Install Handoff in QA	Rob, Lemaire	02/29/12	02/29/12	1	
QA Validation Testing	Rob, Lemaire	03/13/12	03/16/12	5	
Functionality Test Signoff	Rob, Lemaire	03/19/12	03/19/12	1	
Functionality Test Report	Rob, Lemaire	03/19/12	03/19/12	1	
Scalability & Performance Tuning		02/27/12	04/02/12	30	
Install in production environment	Rob, Lemaire	02/27/12	02/29/12	3	
Test and tune performance	Rob, Lemaire	02/27/12	03/06/12	6	
Obtain Performance baselines	Rob, Lemaire	03/07/12	03/21/12	10	
Run Performance Estimates	Rob, Lemaire	03/22/12	03/29/12	8	
Performance report	Rob, Lemaire	03/30/12	03/30/12	1	

PreLaunch Decision		04/02/12	04/02/12	1	
Phase 4 - Close-out / Transition (Launch)		04/03/12	05/04/12	50	
Acquire Training and Support Capabilities	Jasmin			24	\$8,160.00
Establishment of office space and telecom facilities					
Recruiting and hiring of support staff					
Train Trainers and Support Candidates				19	
Internal Announcements/Promotion		04/03/12	04/03/12	1	
Delivery/Notification to Client		04/04/12	04/04/12	1	
Installation of production software at client sites	Rob, Lemaire			1	\$620.00
User Training	Jasmin			10	\$3,400.00
Course developers					
Learning Objectives					
Course Design					
Product Documentation					
Cirriculum Materials					
Training facilities					
Instructors					
Training logistics (scheduling, room reservations, evaluations, etc.)					
Phone Support					
External Announcement/Publicity	SOLVE.org	04/05/12	04/23/12	18	
Initial Operation and Maintenance	Rob, Lemaire	04/06/12	04/23/12	16	\$9,920.00
Review Initial Webtrends stats		04/24/12	04/25/12	2	
Consolidation of logs					
Summary of data					
Charting					
Actual vs. baseline performance comparison					
Post-implementation analysis		04/26/12	05/01/12	2	
Post-implementation Review meeting		05/02/12	05/04/12	3	
Budget vs. Actual					
Traffic Stats					
Lessons Learned					
Extensions					
SOLVE.org Website Project - 18 weeks/90 days		01/02/12	05/04/12	90	

Cost Breakdown	
Phase 1	\$15,787.00
Phase 2	\$12,824.00
Phase 3	\$25,538.00
Phase 4	\$29,874.00
Hosting	\$1,100.00
Total Cost	\$85,123.00

Ongoing Hosting

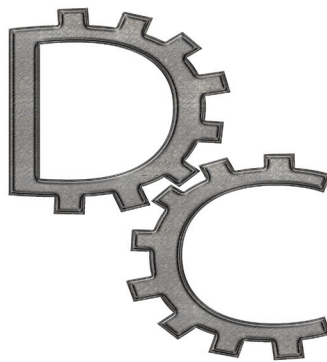
\$3,575.00 per year

Payment Schedule	
Payment 1	\$30,000.00
Payment 2	\$45,000.00
Payment 3	\$10,123.00

DEVCO

DevCo: Working Together to Work for You.

“At DevCo, our mission is to build creative and dynamic websites that are customized to help our clients attract more consumers and increase revenue through online exposure. We accomplish our mission by the ultimate teamwork. From start to finish, our team of specialists work together on every project to ensure we meet all our clients needs, functionally and in a timely manner. Our highly skilled team is like a well oiled machine, all parts work together to work for you.”



Support Policies & Procedures

The main goal for support policies and procedures at DevCo is to restore all normal operations as quickly as possible with minimum business disruption. By initiating a Help Request Management process along with the Help Desk function, DevCo ensures that the best achievable levels of support and availability of services are maintained.

The Help Desk plays a key role in Help Request Management, and follows the Help Request Management process. The goal of the Help Desk function is to act as a central point of contact between the client and IT Department. The Help Desk handles all inquiries, including help request reporting, and provides an interface for other processes as well. The Help Request Management process at DevCo applies to all departments relating to the website infrastructure, including hardware, software, hosting, and documentation.

The first level of support provided by the Help Desk is to record, acknowledge, categorize, and prioritize all requests entered using the Help Desk system software. Requests are prioritized according to the Priority Matrix. Responsibilities provided by the first level of Help Desk support also include:

- Initial investigation and diagnosis of help requests
- Monitor and maintain progress of all help requests using Help Desk software
- Re-categorize and escalate help requests whenever necessary
- Communicate the progress of help requests to clients
- Close resolved help requests within specific skill groups
- Report problems to have them further investigated

The second level of support provided by the Help Desk is performed by the IT Service Manager. The second level of support is responsible for monitoring the entire Help Request Management process. The IT Service Manager produces reports relating to the Help Request Management process and monitors efficiencies. The manager uses these reports to provide recommendations for improvements to the Help Desk Management process.

The support policies and procedures put into place here at DevCo are designed to reduce the business impact caused by any problems and incidents that may occur. By implementing a first level support system DevCo ensures that all incidents and problems are properly recorded, monitored and resolved in a timely fashion. The second level of the Help Desk function serves to improve help request monitoring, eliminate lost or incorrect help requests, and improve overall client satisfaction.

Hours of Operation

M-F 8:00-6pm EST

After Hours Support

DevCo recognizes and understands that many clients have operations globally and therefore, 24 hour support is a fundamental requirement.

System Solutions

DevCo has some of the finest Web Technicians in the field with skills in Content Management Systems (CMS) like Wordpress and Joomla. We have our basics fully memorized so you can rest assured that we know what we're doing. We're well versed in HTML, CSS and JavaScript, with advancements in database management. We pride ourselves in our work with AJAX, PHP and MySQL which all work together to communicate with the database.

We are also quite prepared for the future. We keep up with the latest advancements in web technologies such as HTML5 and CSS3. We're working hard to get better at mobile integration. Our sites include a feature that is called in Responsive Design. These websites are made for each specific platform. What does that mean for you? It means, where ever a user views your site, be it on a Cellphone, Desktop, Laptop or tablet device, your page will fluidly transform and translate itself to fit perfectly on these media devices.

Detailed Web Hosting Questions Answered

1. Functional:

- a. Your host has superb functionality. A simple yet advanced interface that is easy to access and very easy to use.

2. Accessible:

- a. Your hosts services will be available for you pretty much everywhere you go. As long as you have a device that access's the internet you will be able to access your sites C-panel as well as monitoring services and everything else.

3. Monitoring:

a. What is monitored?

- i. That the site is live and running.
- ii. Site malfunction.
- iii. Geography of visitors, amount of visitors.
- iv. Down time.
- v. Security Checks (ensuring the site has not been blacklisted, hijacked, or hacked.
- vi. Simulates large amounts of visitor's predicting how site will respond.

b. How are they monitored?

- i. Monitoring can be done from both inside and outside of a corporate firewall. In this case we would be using inside. This limits the need for external software.

c. How are the problem alerts sent and to whom?

- i. Alerts will be sent by phone, SMS, email, or pager.
- ii. They can be set up to send specific alerts to specific peoples, this can be changed to whatever you would like.
- iii. Also, you can set up do not disturb times, ensuring no interruptions when certain peoples are busy.

d. How are problems escalated?

- i. You will be able to set escalation levels ensuring you will be made aware of serious issues immediately. You can also authorize responses to various scenarios so that it can be taken care of as quickly as possible.

4. Site backup and restoration:

a. Form of backup:

- i. You will be set up with backup/restore software that your host provides. Insuring your files are safe and protected.

b. Backup process/Frequency:

- i. Backups of your files, databases, and configuration settings are created automatically every night. Daily, Weekly, and Monthly backups are stored on your host's servers.

c. Restoration process.

- i. The restoration process is more than easy and takes little to no time. You will simply log onto your control panel and be able to restore the files you lost with the click of a button. This will include restoration of databases as well.

5. Network Security:

a. Firewalls.

- i. Your host provides built in firewalls, we make sure of this. We will also set you up with VeriSign if exchange of money will be preformed on the site.
- ii. We will also be setting you up with security services from Site Lock.

b. IDS.

- i. Your IDS will be included and come from you Site monitoring service which will be provided by Alertra Website Monitoring.

c. How is it tested?

- i. The security of your site will also be tested by your monitoring services, as well as host services.

d. How is it maintained?

- i. The security of your site will be maintained automatically by built in tools provided by your host.

6. Facility Qualifications:

a. Security/protection against intrusion.

- i. Firewall provided from host.
- ii. Password protected directories.
- iii. Hot Link protection.
- iv. IP Deny Manager.
- v. Site Lock.

b. Power - multiple sources.

- i. The host you will be set up with provides you with multiple power sources, as well as multiple servers hosting your site. Minimizing down time and ensuring your sites success.

c. Internet access - multiple connections.

- i. Servers running site will be hooked up to multiple internet connections, again ensuring minimal down time.

d. UPS/backup - battery + generator, etc.

- i. Your host ensures more than impressive backup power systems in there facility.

7. Site Disaster Recovery (DR) and Business Continuity (BC) Plan:

a. Date of last update?

- i. This host's DR and BC plan is updated quite frequently. It was last updated, August 2011. They are constantly making advances to their facilities in case of disaster to ensure their customers the most minimal inconvenience.

b. How is this maintained?

- i. The host we will be setting you up with has multiple facilities. These facilities all share back up files of your websites data and will be prepared to have your site back up and running within a weeks time in the event of a disaster at there facilities.

Web Development Experiences

Although DevCo is a small company we have worked hard over the last few years to bring our clients what they ask for and often times went far beyond the call of duty. We've been building websites for the last five years together as a team and have produced many works with excellence. We always strive to make DevCo stand out above the rest and we think that over the last few years we have more than accomplished that.

Our list of skills include but are not limited to:

- HTML 5
- CSS3
- PHP5
- MYSQL
- Moodle
- JavaScript/JQuery
- AJAX
- Responsive Design
- Dreamweaver
- Photoshop
- Illustrator
- Flash

We have had many years to perfect our skills and we continuously do so by working with our clients as well as sending our members to conventions that show case new developments in technology and in the web world, keeping us constantly up to date about what is going on in our fields of practice. Because of this you can be rest assured that you're getting the most updated and web compliant product that suits your needs.

Client References & Related Projects

Toy Shack
2418 West Market Street
Washington, DC

Toy Shack is a company that sells toys for education and play. Their mission is to provide toys for all children around the world in hopes of giving them a childhood they can remember. Because of this, Toy Shack donates millions of toys and a 15% cut of their revenue to organizations that pledge to help underprivileged kids in the United States and overseas.

Toy Shack came to us looking for a new logo and feel for their website to match their newly designed stores. They wanted it to be user friendly, easy to navigate and available internationally. And so DevCo did just that.

We created a new persona for Toy Shack, made them a playful new logo, and a site to match their newly designed stores. They also wanted the ability to change their content when they needed to, and so we did that as well. We created an administrative site that allows only those who had administrative rights to upload information about new products automatically into their large database as well as give them the ability to delete any old products that have been discontinued.

La Cultura
1818 North Notreal Lane
Washington, DC

La Cultura is a website that was made specifically for tourism. It shows those who go to it the substantial differences between American and Hispanic cultures. This site helps better prepare tourists from both sides of the coin. It is both in English and Spanish, both renditions of the site give different aspects. The Spanish portion of the site allows Spanish speaking people to get a better grip on American culture, while the English section does the same for the Spanish culture.

Ingleton Fields
444 Itsafarm Road
Washington, DC

Ingleton Fields is a farm that not only deals in growing the best vegetables but in helping others. Every year Ingleton Fields founding family donate food they've grown to local shelters and hospices, giving those in need healthy and good food that will help them during their tough times. The Ingleton family commissioned us to make their website to get the word out about their donation program which goes towards helping those who cannot afford healthy nutritious meals.

TEAM

Jaime Szumski



P: (609) 638-7796

E: jaime@longcall.com

Education

Art Institute of Philadelphia

Web Design & Interactive Media

2009 - Present

B.A., Finance, Rider University, Lawrenceville, NJ

1994 – 1998

Skills

MS Word

MS Excel

MS PowerPoint

MS Photo Editor

Bloomberg

Q2 Financial System

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Dreamweaver

Adobe Flash

ProTools

Experience

QED Financial Systems, Marlton, NJ – August, 2007 – March, 2009

Client Support Specialist

Supported clients using QED's Investment Accounting & Portfolio Management software program Q2.

Assisted clients with a wide range of issues, such as:

Researching reconciliation discrepancies found between a source file from a custodian, external manager, DTC, etc and the Q2 system.

Assisted clients in developing proper internal workflow procedures as well as identifying any existing gaps.

Training clients on various aspects of the Q2 system as needed.

Developed excellent client relations by forming proactive relationships and maintaining continual communication.

Designed several training programs including class outlines and hands-on practice exercises, used for both on-site and Web trainings.

Made scheduled visits to clients including state treasuries and other state and local governments for the purpose of training, upgrading, and establishing client relations.

Assisted in the sales initiatives such as prospective potential clients and marketing efforts.

Quality Assurance

Led quality assurance initiative to ensure that financial market data, such as stock and bond prices, factors, and corporate actions, were successfully loaded on each client's site on a daily basis.

Developed and implemented new market valuation procedures to achieve efficiency and accuracy.

Developed system test scripts for quality assurance testing.

Worked with the developers as a business analyst to develop new product functionality.

Bloomberg L.P., Skillman, NJ – June, 1998 – August, 2007

Quality Assurance Analyst Experience

Responsible for assuring the accuracy for new debt securities issues in the Fixed Income market.

Highly effective at detecting errors, as well as explaining corrections to Data Analysts so potential errors can be avoided in the future.

Maintain excellent working relationships with Data Analysts, by providing them with both positive and negative feedback in a timely manner.

Actively track and monitor error, data and security trends, in order to prepare for discussions about ideas for new standards and procedures, as well as review and revise existing ones.

Programming & Software Development Experience

Established the role of main programming liaison between the programming staff and end-users within the company.

Developed contacts globally within the company in order to coordinate efforts for efficient resolution of issues, such as training inquiries and technical assistance.

Managed the design and implementation of a custom-built programming application which became so popular globally around the company that due to the high level of hundreds of users currently using the program and with more people requesting the program each day, distribution of the program had to be taken over by PC Support.

Identified specific applications for program usage, established policies and procedures for distribution, extensively tested program for bugs and inefficiencies, and administered corporate policies to ensure compliance.

Compiled and documented end-user feedback to provide recommendations for programmers' review, managing all aspects of end-user support.

Authored a web-based help system, providing detailed step-by-step instructions on all procedures of the program.

Corporate Training Experience

Over 7 years' direct experience developing, designing and conducting employee training programs on the use of custom-built applications.

Organized, coordinated, and facilitated all arrangements for training classes.

Designed and authored easy-to-follow professional training manuals, along with classroom guides and practice exercises.

Professional Development

Financial Markets Overview (an intensive 6-week training course on financial markets).

Internal Product Certification (IPC) (an advanced 2-week training course on financial markets and how it pertains to Bloomberg functionality).

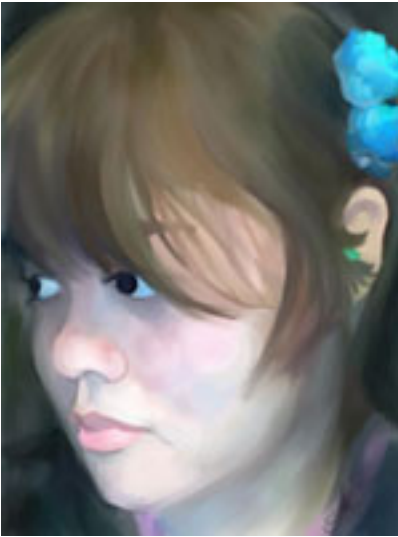
Portfolio Management, Intro & Advanced Equity Module Training.

Intro Level Presentation Skills, Communication Skills, Negotiating for Success.

Advanced Presentation Skills (a 6-week training course requiring prepared weekly presentations).

Time Management, Managing Your Day, Managing Your Priorities, Stress Management.

Jasmin Rivera



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E: jasmin.rivera@hotmail.com

W: <http://www.iheartimagination.com>

Education

The Art Institute of Philadelphia	Philadelphia, PA	2012
Bachelor of Science, Web & Interactive Media Design		
Community College Philadelphia	Philadelphia, PA	2006-2008
Computer Information, Web Option		

Skills

HTML 5
CSS3
PHP5
MYSQL
Moodle
Javascript
Dreamweaver
Photoshop
Illustrator
Flash
Microsoft Office Products

Awards

4.0 Award Summer 2011
4.0 Award Spring 2011
Academic Recognition Winter
2011
4.0 Award Winter 2010
Dean's List Spring 2010
Dean's List Fall 2009
Academic Recognition Fall
2008
Academic Recognition
Summer 2008

Experience

Sparks Marketing Group	Philadelphia, PA	2011
Digital Marketing Intern		
Created HTML Emails. Created Holiday Flash Card for the Christmas Season. Assisted with mapping out events on their page's world map.		
Independent Employer	Philadelphia, PA	2006-2008
Tutoring and Child Care Services		
Watched child and provided not only homework help but after school snacks, lunch and dinner when needed. Assisted child in establishing good study habits and administered quizzes. Made sure the child had all assignments completed in a timely and correct manner. Provided after study time games to keep child entertained. Reported to parent of Child's progress.		
Hispanic Yellow Pages	Philadelphia, PA	2004
Data Entry		
Confirmed previous client information and added new ones into the data base. Communicated with clients in their native tongue.		

Andrew Rupert



P: 703-508-3494
E: acru89@yahoo.com
W: <http://www.acrudesign.com>

Education

The Art Institute of Philadelphia	Philadelphia, PA	2012
Bachelor of Science, Web & Interactive Media Design		
Northern Virginia Community College		09/08-06/09
General Studies		

Skills

Photoshop
Adobe Illustrator
Flash
Macromedia Fireworks
Dreamweaver
Indesign
Moodle
Corel Painter
Wordpress
Mac & PC operating systems
Microsoft Office Applications

Languages

English
French
(Reading and Speaking
Intermediate)
American Sign Language
(Intermediate)

Experience

Hilton Philadelphia Airport, 4509 Island Ave. Philadelphia, PA 19153
2010-present, PBX Officer, Journey Ambassador and Front Desk.

Drink Philly, 239 Chestnut St. 2nd Floor Unit B. Philadelphia, PA 19106
2010; Graphic Design Intern; Developed projects from beginning to end.

Starbucks Coffee Company, 1528 Walnut Street Philadelphia, PA 19103
2009-2010; Certified Barista (left to devote time to school)

Starbucks Coffee Company, 4471 Cheshire Station Plaza #15 Woodbridge, VA 22192
2007-2009; Certified Barista (Transferred to Philadelphia)

Polo Ralph Lauren, 2700 Potomac Mills Circle Woodbridge, VA 22191
2006-2007; Sales Associate (Bi-lingual)

Affiliations

Philadelphia Gay Men's Chorus and Brotherly Love (select ensemble)

Young Gunstonians, Gunston Hall Plantation. Mason Neck, VA

Boy Scouts of America

LeMaire Lee



P: 610-504-8815
E: lemairelee@gmail.com
W: <http://www.lemairelee.com>

Education

The Art Institute of Philadelphia Philadelphia, PA 2012
Bachelor of Science, Web & Interactive Media Design

Skills

HTML
CSS
CSS3
JQuery
PHP
MySQL
Javascript

Experience

Westtown Burger King West Chester, Pa 2008 – Present

Cashier

Customer Service
Opening/Closing duties

Whoisgeerod.com New Jersey 2011
Video Game Writer

Responsible for writing about Games and own views on the video game industry.

Rob Capell



P: 215-435-2990
E: rob@robcapell.com

Education

The Art Institute of Philadelphia Philadelphia, PA 2012
Bachelor of Science, Web & Interactive Media Design

Experience

Specialist, Apple (Walnut Street) Philadelphia, PA 2010 - 2011

Currently I work as a specialist at the Walnut Street Apple Store in Philadelphia. I have been with Apple for just past a year now and this job has most definitely strengthened even further all of the skills I developed in previous jobs.

Waiter/Banquet Server, Main Street Bistro ; Freehold, NJ 2007 - 2009

I worked at Main street Bistro for a little more then two years, alternating between a waiter and banquet server. This job strengthened my skills of working in a team further. As well as taught me further customer service and communication skills.

Telephone Salesmen, Metro Marketing ; Howell, NJ 2005 - 2007

I worked at Metro Marketing for about two years as a telephone sales person. This job really taught me great communication skills as far as talking to customers and making them happy. At the same time this job also taught me the very valuable skill of how to deal with unhappy customers, and just how to make them feel better towards the business or company they are dealing with.

Waiter, La Cipallina ; Freehold, NJ 2004 - 2005

I worked as a waiter at La Cipallina part time for a little less then a year. This was one of my first jobs. Here I learned about teamwork and the importance of customer service. customers and making them happy. At the same time this job also taught me the very valuable skill of how to deal with unhappy customers, and just how to make them feel better towards the business or company they are dealing with.

Skills

HTML 5
CSS3
PHP5
XML
MYSQL
Javascript
Dreamweaver
Photoshop
Illustrator
Flash
Lightroom
Quark
Corel Painter X
Aperture
Final Cut
Logic