

DANIEL P. SMITH

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WEB DESIGN / BRAND MANAGEMENT / STRATEGIC POSITIONING

Innovative, conceptual, dedicated professional with over 20 years of experience in both print and web design. Creator and developer of high end websites, corporate identities and print collateral for the Medical, Insurance, Oil and Gas, Real Estate, Retail, and Hospitality industries. Much of this work consists of educating staff and leadership on effective use of online communication technologies.

- Strategic Market Planning
- Marketing Collateral Development
- Web Development & Management
- Direct Marketing Programs
- Strong foundation in photography, commercial art, and computer applications complemented by knowledge of business operations and the need for customer-focused service.

PORTFOLIO



Eureka Springs West, 2007

The Eureka Springs West Tourism Board is a relatively new consortium of businesses located in Northwest Arkansas. The group needed an outstanding on-line presence to showcase the numerous independently owned and operated establishments in an effort to attract tourists to the region. In addition, ESW needed the ability to make updates to the site and track visitor usage. The solution is a robust site featuring high-end photography of locations throughout the area and fast loading website.

Tools: Adobe Photoshop and Dreamweaver.

Skills: Complete re-design with HTML & CSS, extensive Java programming, and new photography.



Hart Trailer, 2008

A forward-thinking trailer manufacturer in Chickasha, OK, Hart Trailer realized a gap in its overall marketing strategy. The company did not have a website and felt that it could not compete in a highly saturated market without an outstanding web presence. Further, Hart Trailer needed a website that could communicate specific information and messages to its numerous target markets. The result is a progressive, cohesive and user-friendly website that caters to all of Hart's customers, dealers, and current owners.

Tools: Adobe Photoshop, Flash and Dreamweaver.

Skills: Complete re-design with XHTML, XSLT & CSS, extensive Java programming, PHP, Actionscript programming with XML database.

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**JRB Art Gallery, 2008**

A web site for a sophisticated contemporary art gallery in the Paseo Arts District in Oklahoma City, OK. The site features complete, searchable, online access to the gallery's art collection database, allowing users to browse through all art available at the gallery at any one time. Quality photography and gallery information further communicate the unique atmosphere of the location.

Tools: Adobe Photoshop and Dreamweaver.

Skills: Graphic re-design with PHP & CSS implementation, Java programming, graphic design and MySQL database integration

**Methodist McKinney Hospital, 2008**

A progressive partnership of Physicians are in a position to be the first private hospital in one of the fastest growing markets in Dallas. The Methodist McKinney Hospital is a specialty health care. Scheduled for completion in late 2009, Methodist McKinney Hospital will provide patient- and wellness-focused inpatient, outpatient and emergency care. The hospital needed a complete website to define its key marketing materials in order to communicate with the community and investors.

Tools: Adobe Photoshop and Dreamweaver.

Skills: New site with XHTML, XSLT & CSS, extensive Java programming, and XML database.

**Roadrunner Inn, 2006**

Much more than a motel, The Roadrunner Inn offers luxury cabins, breathtaking views, relaxing scenery, abundant wildlife, and the beauty of Beaver Lake on the west side of Eureka Springs, Arkansas. They offer a wide variety of services from weddings or romantic retreats to company conferences or everyday vacation getaways. With a lot of attention to special details Roadrunner Inn came to Daniel P Smith Consulting with the need to stand apart from their competition. Their original site did not have a personality, and averaged one visitor per a day. I started with photography

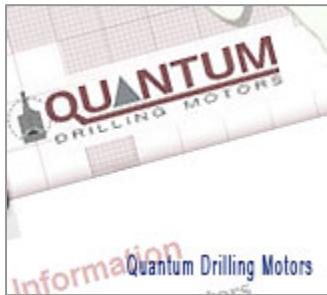
that would capture the beauty and charm of the Inn and built the site around the pictures. The result is a warm and user-friendly experience that has immediately increased traffic 980%.

Tools: Adobe Flash, Photoshop and Dreamweaver.

Skills: Complete re-design with Flash and non-Flash site, XHTML & CSS implementation, Actionscript and Java programming, and new photography.

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Portfolio Continued

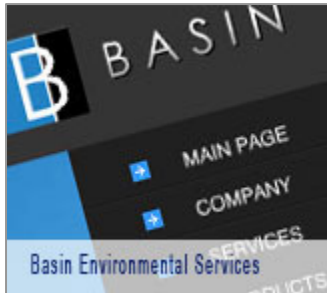


Quantum Drilling, 2006

With over 30 years of experience, Quantum Drilling is one of the most widely recognized and respected oil and gas exploration businesses in the US. But the company's website was out dated and did not present a clear and consistent message to clients and new visitors. The result is a crisp, clean, and user-friendly website that effectively communicates the key information and value added services offered by Quantum Drilling.

Tools: Adobe Flash, Photoshop and Dreamweaver.

Skills: Complete re-design with Flash, XHTML & CSS implementation, Java and Actionscript programming, and new photography.



Basin Environmental, 2006

Basin realized the need for a complete corporate branding overhaul and requested a redesign of the firm's logo, marketing materials, signage, and website. In an effort to strongly position the company in a hyper competitive industry, the need for a highly unique logo mark was imperative. Once a final design was selected, key marketing pieces were designed, and the Basin website was developed. Current clients and new visitors alike have unanimously hailed Basin's identity makeover and the number of new visits to the website has increased exponentially.

Tools: Adobe Flash, Photoshop and Dreamweaver.

Skills: Complete re-design with Flash and non-Flash site, XHTML & CSS implementation, extensive Java & VB script programming, and new photography.



Katie Gonzales Interior Design, 2008

Katie Gonzales' requirements included a simple, uncluttered layout that was both impactful and intuitive. Further, the client wanted a no-nonsense design that presented the facts clearly, without clutter. The result is a clean design that is attractive and focuses the viewer's attention on the information that they need to access quickly. With a simple layout and well-structured design, the materials effectively deliver Katie's message.

Tools: Adobe Photoshop and Dreamweaver.

Skills: New site with XHTML & CSS implementation, Java & VB Script programming.

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ADDITIONAL PORTFOLIO INFORMATION

Wet Ink Inc.

- Current <http://www.wetinkinc.com/>
- In Progress <http://www.wetinkinc.com/working>
Tools: web design, Flash, programming, and photo manipulation

Gaillardia Country Club Virtual Tours

- Wine Room <http://danielpsmith.com/360/wine-room.htm>
- Club Grill <http://danielpsmith.com/360/club-grill.htm>
- Garden Room <http://danielpsmith.com/360/garden-room.htm>
Tools: Flash, programming, virtual reality photography and photo manipulation

Roadrunner Inn

- Flash <http://www.beaverlakeview.com/>
- Non-Flash <http://www.beaverlakeview.com/No-Flash>
- Virtual Tour <http://www.beaverlakeview.com/360/cabin-interior.htm>
- Luxury Cabins <http://www.beaverlakelogcabins.com/>
Tools: design, Flash, programming, partial copywriting, virtual reality photography, site photography and photo manipulation

Basin Environmental

- Flash <http://www.basinenvironmental.com/>
- Non-Flash <http://www.basinenvironmental.com/No-Flash/>
- Training Guide <http://www.basinenvironmental.com/trainselect.htm>
Tools: design modification, Flash, programming, partial copywriting, photography and photo manipulation

Koch Communications

- <http://www.kochcomm.com/>
Tools: design modification, Flash, programming, some photography, stock photography selection and photo manipulation

La Luna Mexican Cafe

- <http://www.lalunamexicancafe.com/>
Tools: design, programming, partial copywriting and photo manipulation

Scott Cleaners

- <http://www.scottcleanersinc.com/>
Tools: design, Flash, programming, partial copywriting, stock photography selection and photo manipulation

Megan Hill DDS

- <http://www.meganhilldds.com/>
Participation: web design modification, Flash, programming, stock photography selection and photo manipulation

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