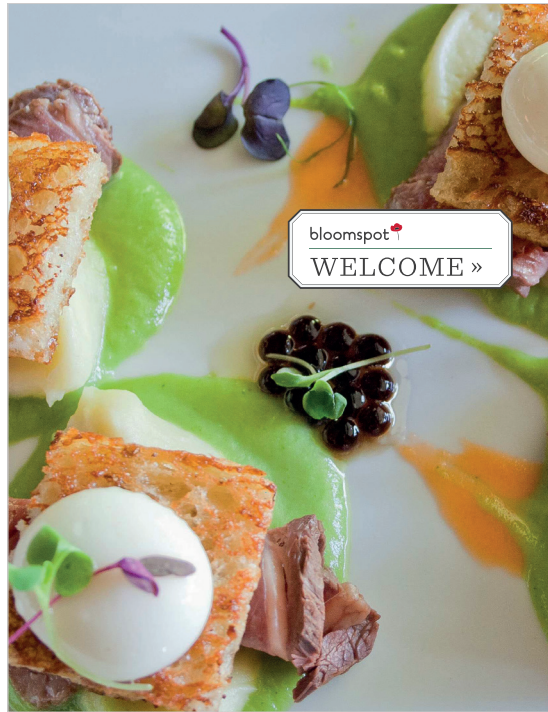





**SUTO**  
**>>[DESIGN]**

*user experience + branding + visual design*



HELLO



**WELCOME TO BLOOMSPOT**  
Introducing desirable customers to high quality merchants through thoughtful, curated experiences every day.


**ABOUT US**  
Our stylish members trust our brand to connect them with the best little luxuries in their cities.





**OUR MEMBERS**  
Seek new experiences and appreciate the little things in life. She loves to treat herself and share these indulgences with her friends.

**OUR OFFERS**  
Luxurious experiences from quality restaurants and retailers to hotels and spas.


- BLUEFLY
- Ritz Carlton
- Noku
- Daniel Boulud Restaurants
- I Spa


**ADVERTISER**  
Represents an elite selection of our members' favorite lifestyle brands and products.


 *This was the absolute BEST certificate, coupon, etc., that I have ever purchased!*  
Foto: Owen, Adelle

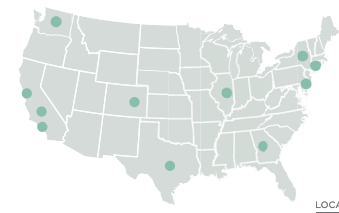
bloomspot  Connect +   

OUR REACH


 **72%**  
**FEMALE MAJORITY**  
72% of Bloomspot members are female.


 **over \$100k**  
**MEMBER INCOMES**  
Almost 50% of Bloomspot members have incomes over \$100k.





 **30+**  
**AGE DEMOGRAPHIC**  
2/3 of Bloomspot members are ages 30+

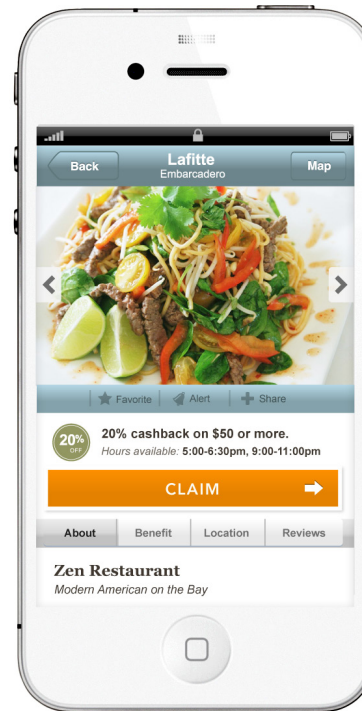
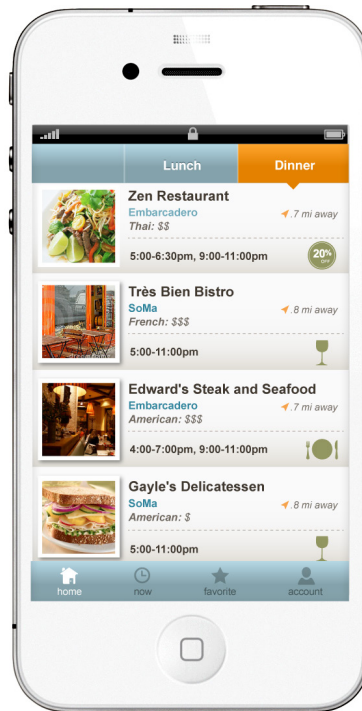


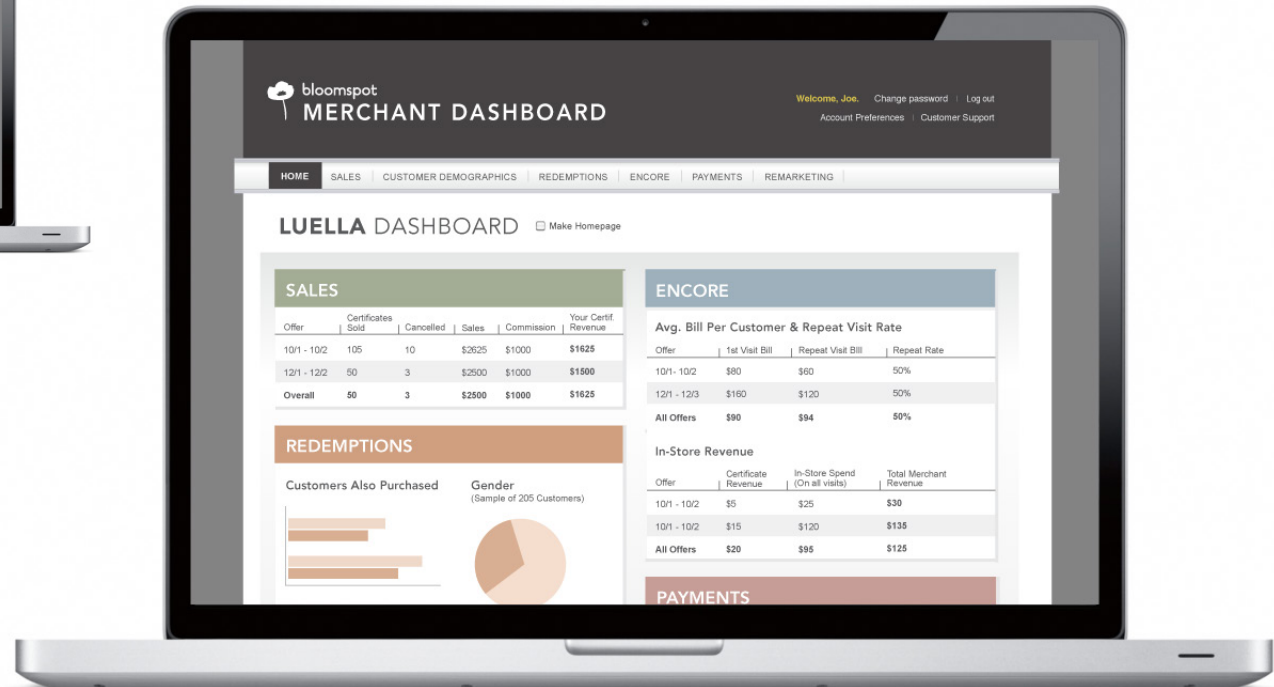
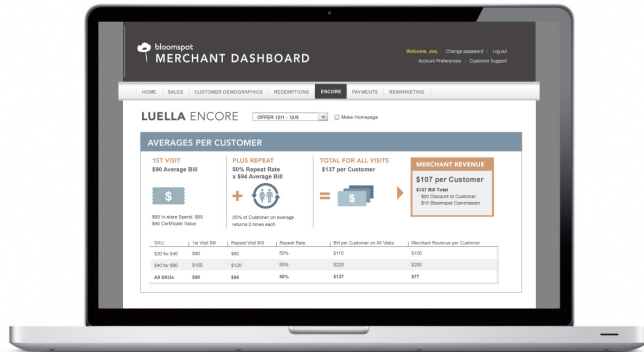
**LOCATIONS**  
Atlanta  
Boston  
Chicago  
Denver  
Houston  
Los Angeles  
New York  
San Diego  
San Francisco  
Seattle  
Washington DC

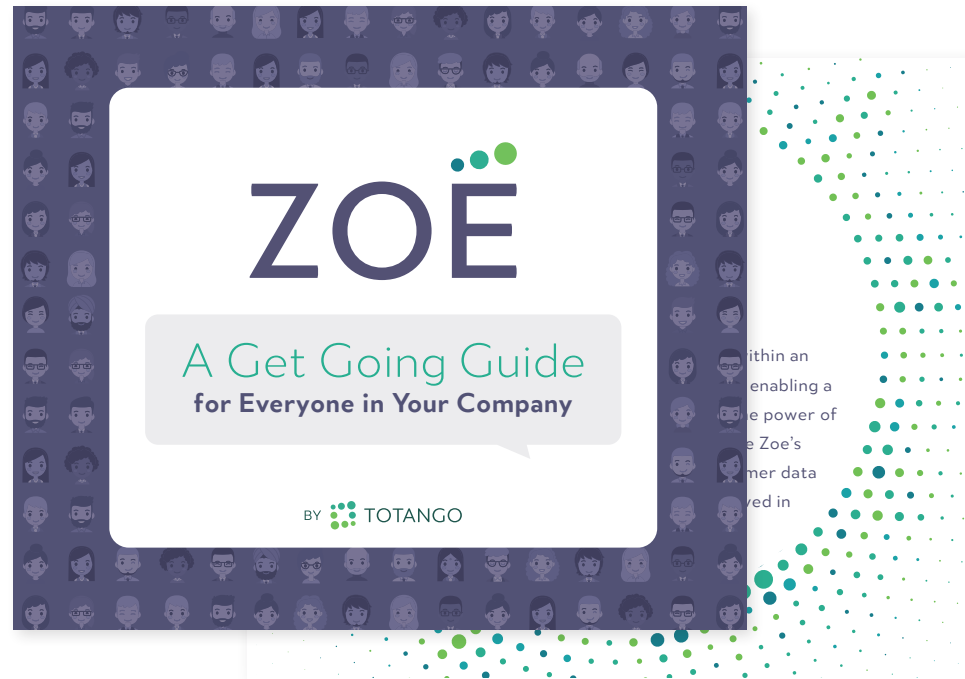
 **92%** **59%**  
**SPEND ABOVE PRICE**  
92% of Bloomspot customers spend above the price of the certificate, compared to only 59% of customers from the competition.

 *Bloomspot is the best service on the web, with the highest quality product offerings.*  
Chabot, San Francisco

bloomspot  Connect +   







### PRODUCT + ZOE

With Zoe, you can understand user behavior when investigating escalations, including product usage and support tickets, or identify prime beta accounts for new features.

Examples of what you might ask Zoe:

- @zoe show me who is using our mobile app
- @zoe show me who is stuck in onboarding
- @zoe show me key accounts not using our reporting module

Zoe streamlines our ability to access critical customer health, usage, and engagement information, improving cross-team collaboration and product prioritization.

 **FABRICE MARTIN**  
Senior Vice President of Product, Clarabridge

### C-SUITE + ZOE

Zoe gives you the ability to understand customers' health fluctuations, view accounts and revenue at risk, and easily access real-time information about customers.

Examples of what you might ask Zoe:

- @zoe show me who are key accounts at risk
- @zoe give me an update on <Impact Step>
- @zoe show me how many accounts are fully utilizing our product

We bought Zoe because of how easily it integrates with our systems and aligns our entire company around our customers.

 **DANIEL BONDURANT**  
Chief Technical Officer, WireDrive

### MARKETING + ZOE

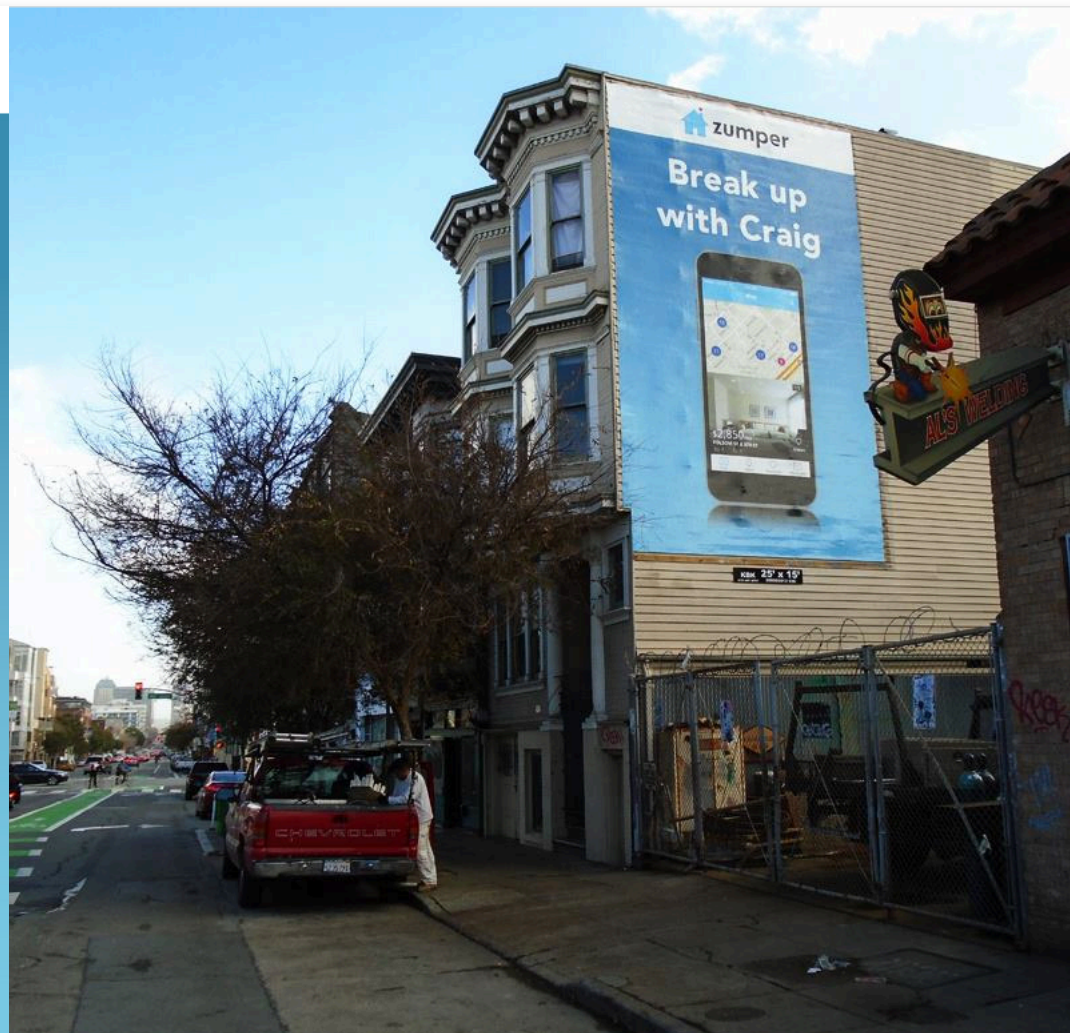
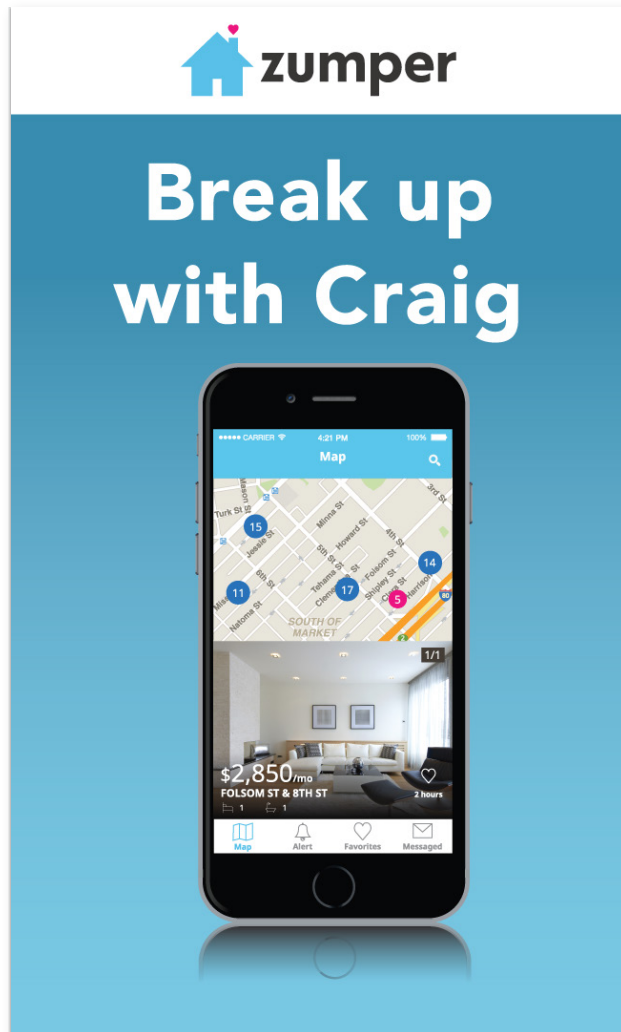
Zoe empowers you to generate more case studies and relevant customer marketing programs by easily accessing real-time customer data without bureaucratic delays.

Examples of what you might ask Zoe:

- @zoe show me referenceable customers
- @zoe show me customers in good health in the northeast region
- @zoe who is the CSM for <customer name>

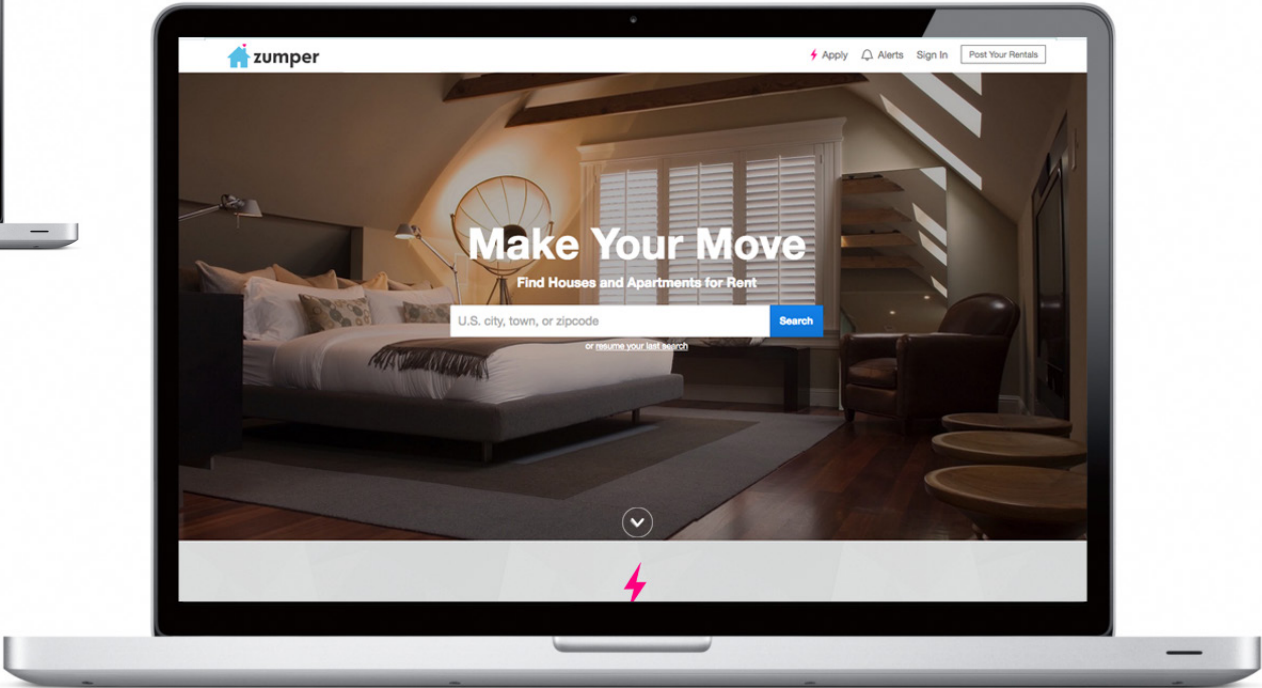
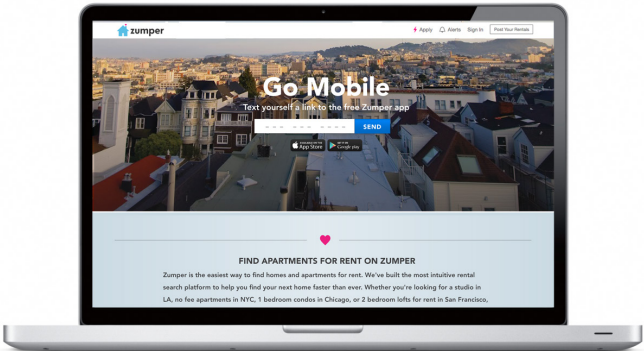
Zoe is my new best friend. I don't get my wires crossed with other departments who are doing customer outreach, so my only requests are to customers who are thrilled to share their stories in my case studies and video testimonials.

 **TIFFANY BEDDOW**  
Senior Customer Marketing Manager, ON24

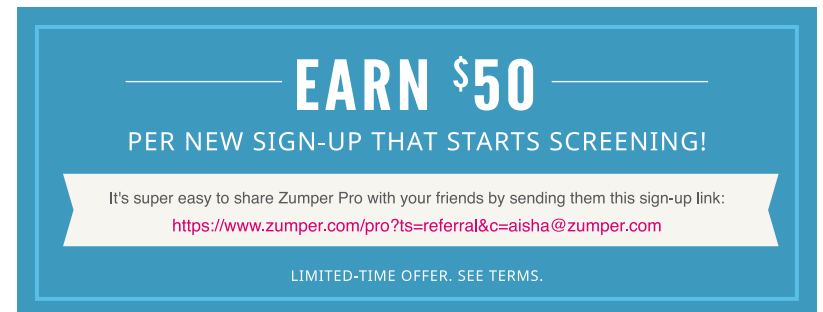
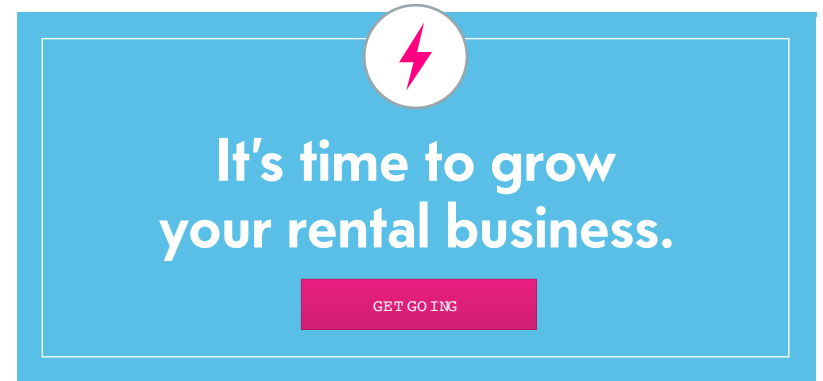
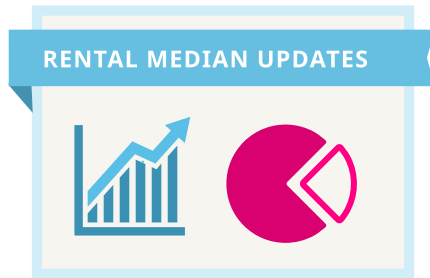
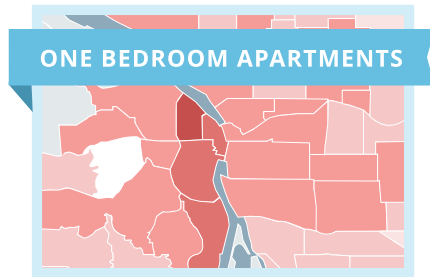


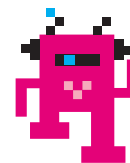


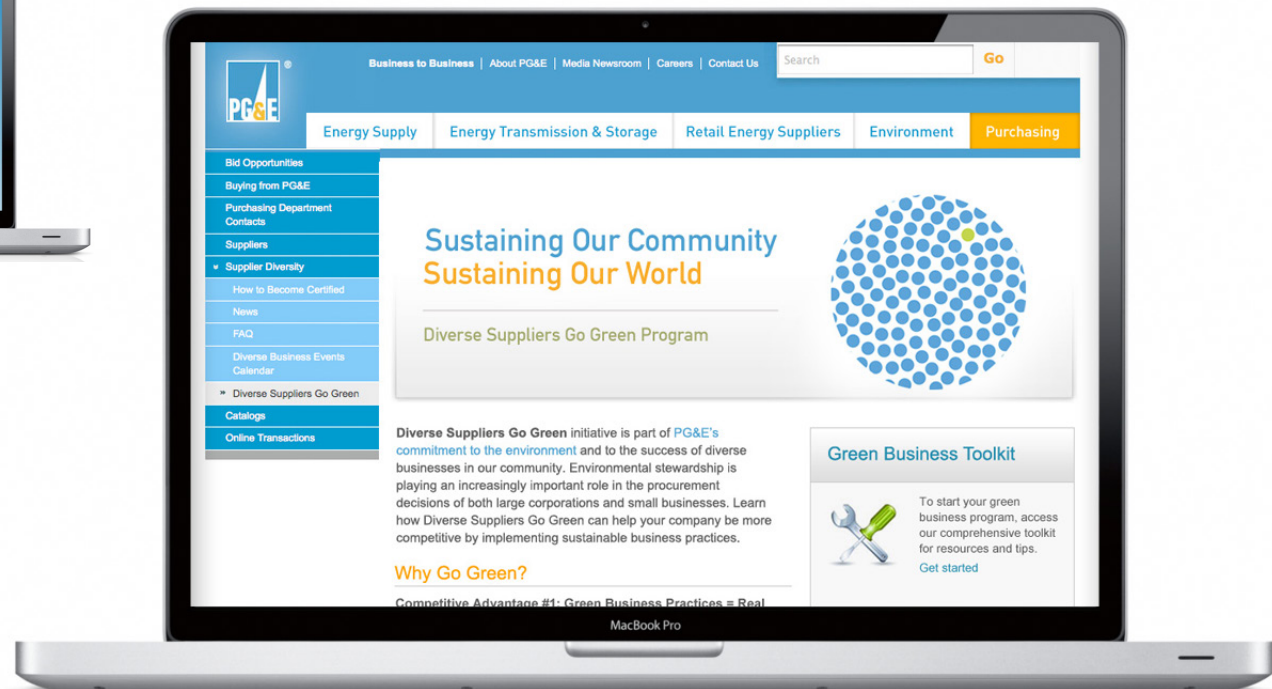
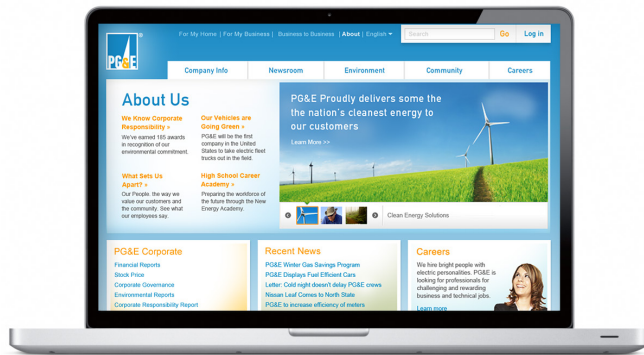


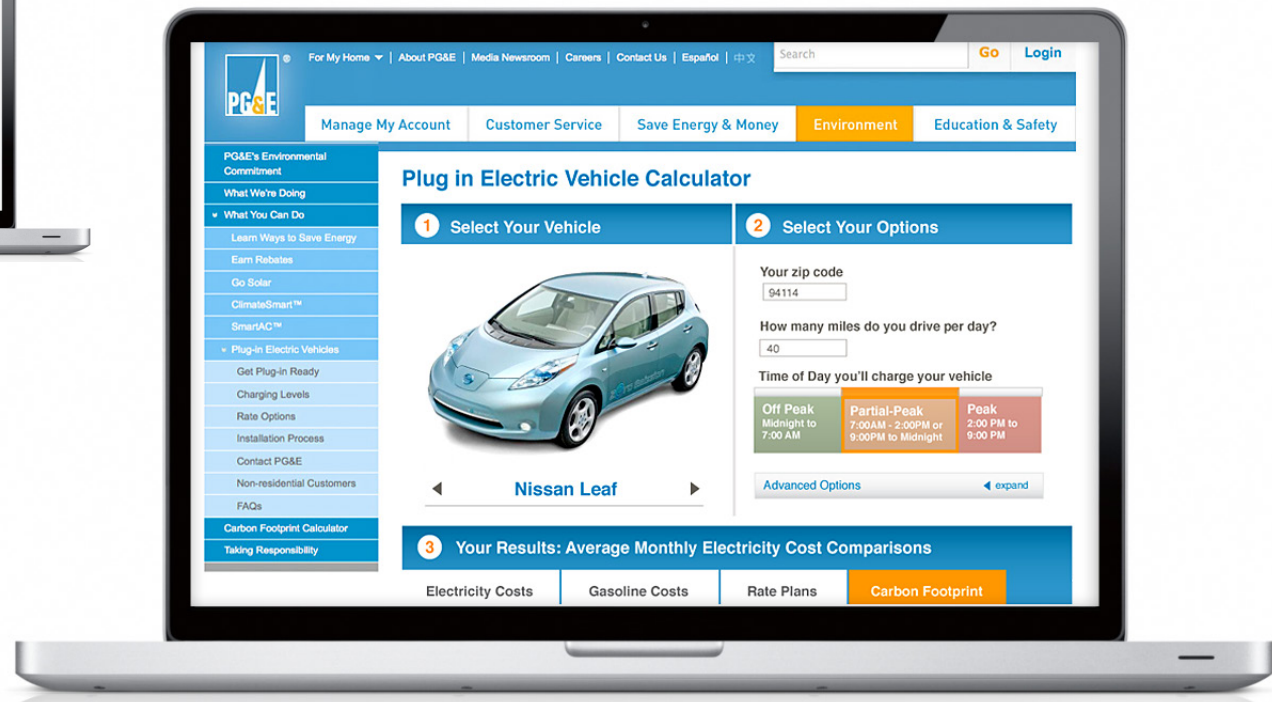
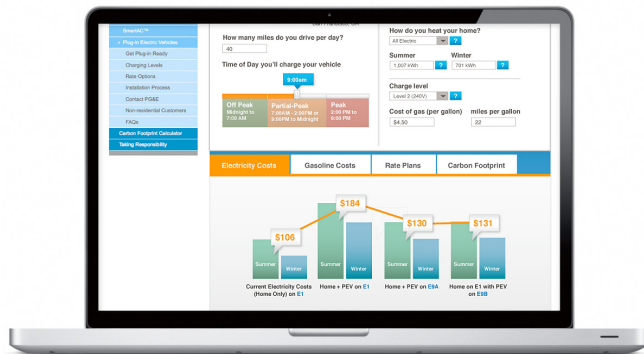


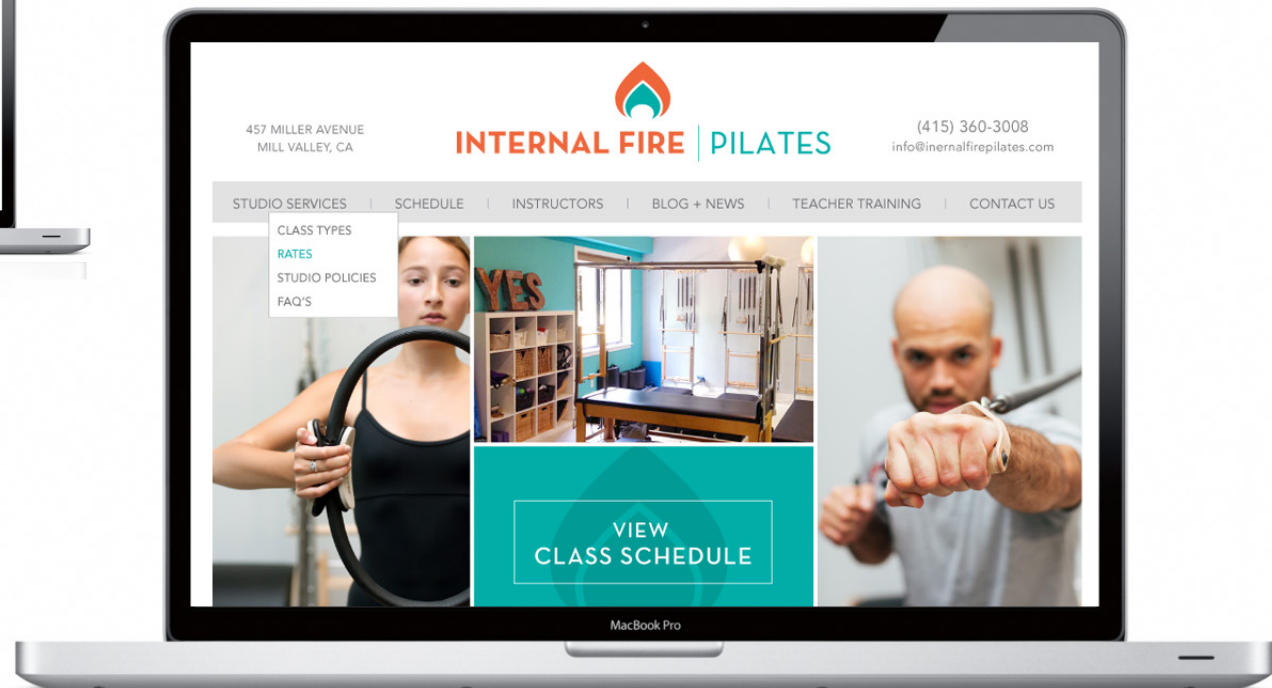




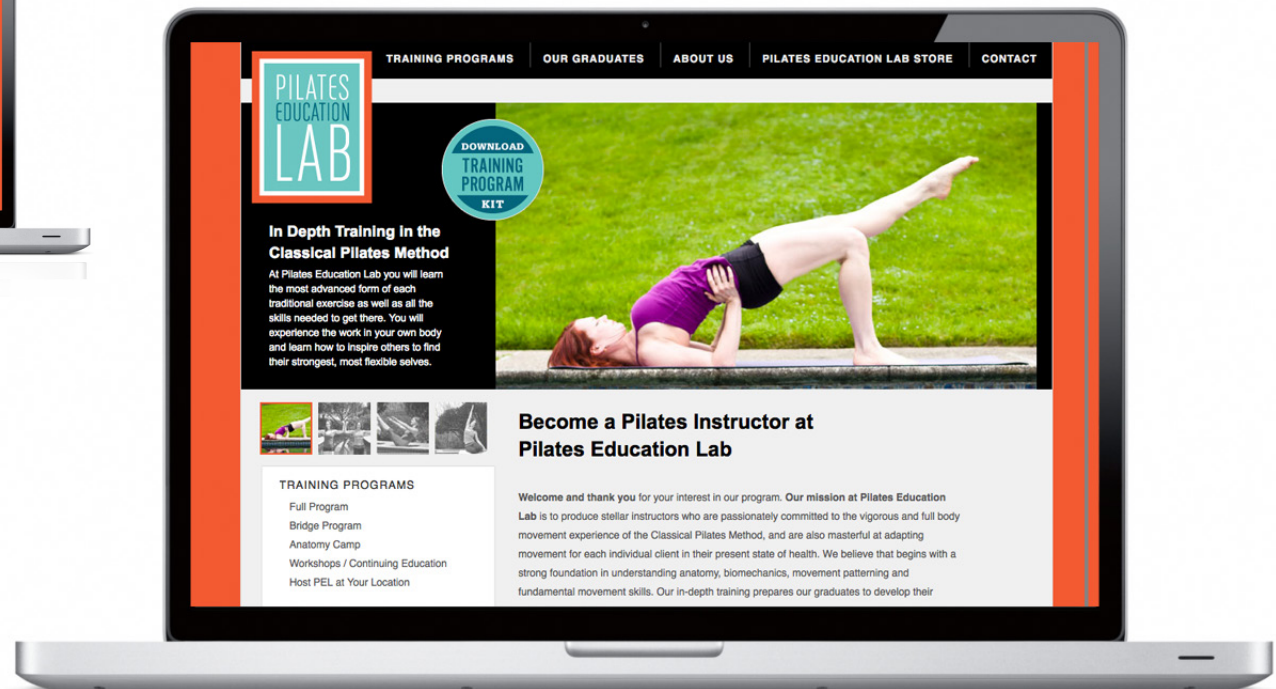
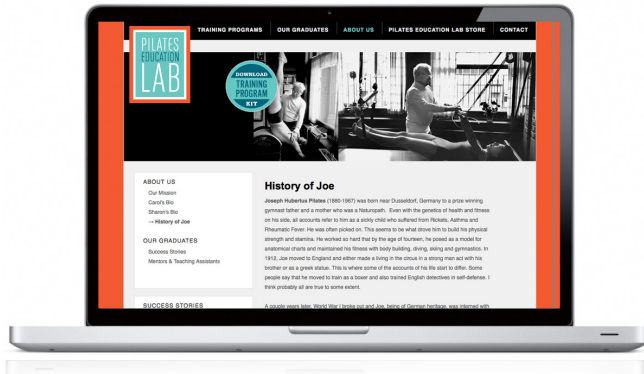
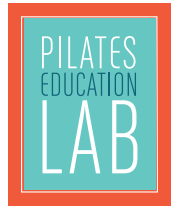









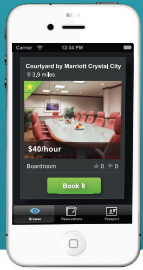




 **LIQUIDSPACE™** CHOOSE A BETTER SPACE TO WORK TODAY™

## CHOOSE A BETTER SPACE TO WORK

from our mobile and online marketplace of thousands of professional meeting rooms and workspaces.



**Helping your people be more productive while helping your bottom line.**

Marriott® and LiquidSpace have teamed up to manage the availability and real-time booking of workspace and meeting space at Marriott hotels across the country.

We know your employees are already working outside the office. Now, LiquidSpace and Marriott work together to help your employees find and book great spaces and to help you gain visibility, manage experience, and control costs.

- ✓ Your employees get a safe, professional, productive space to meet or work
- ✓ You get data on where your teams are working when outside the office

✓ And, we hit your triple bottom line

- 1 Reduce Cost**
  - Simplify administration for micro meeting planning
  - Save money on last minute booking
  - Reduce long term real estate costs
- 2 Improve productivity and work-life balance**
  - Match the space with the work required
  - Work in the most convenient location
- 3 Reduce your carbon footprint**
  - Reduce commute times
  - Maximize use of the world's available space

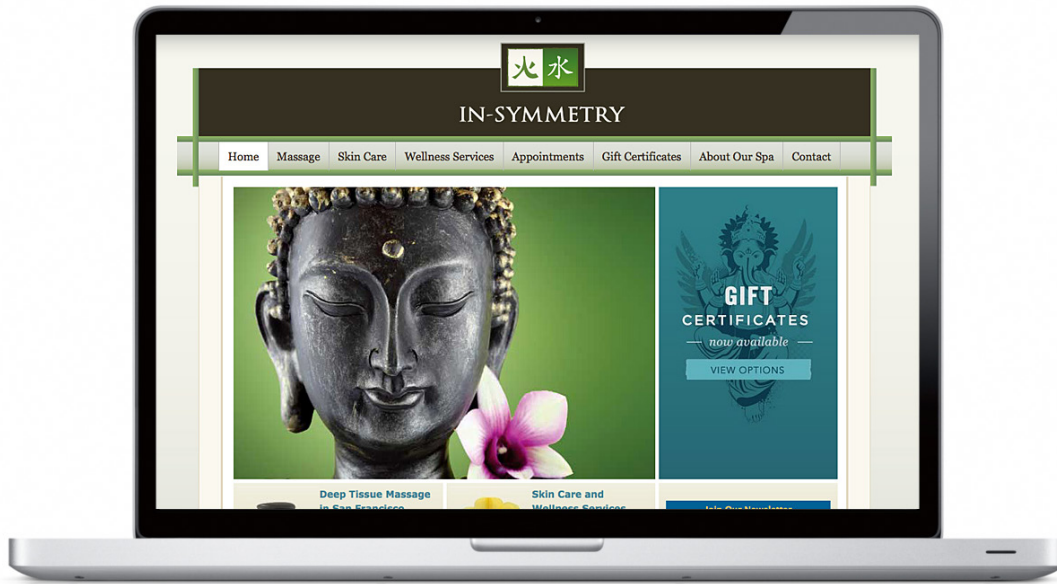
[Find out more about how we can help!](#) email: [ed@liquidspace.com](mailto:ed@liquidspace.com)





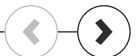


IN-SYMMETRY

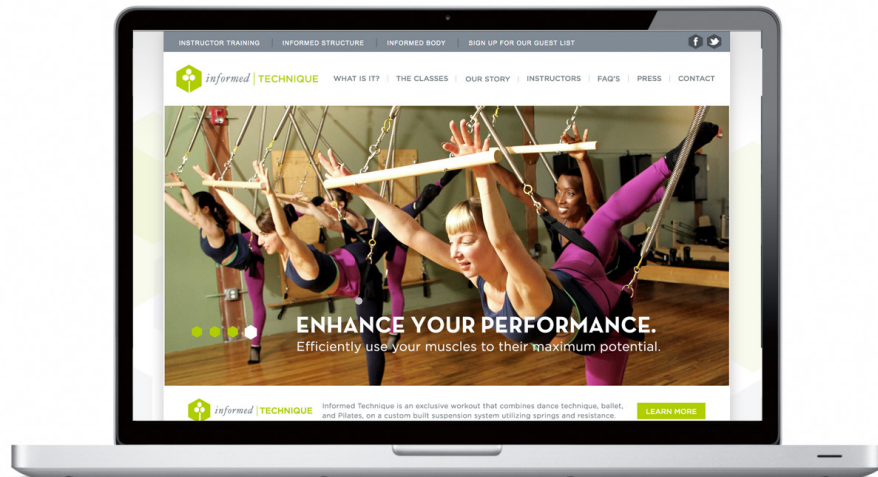


IN-SYMMETRY: DEEP TISSUE MASSAGE + ORGANIC SKINCARE

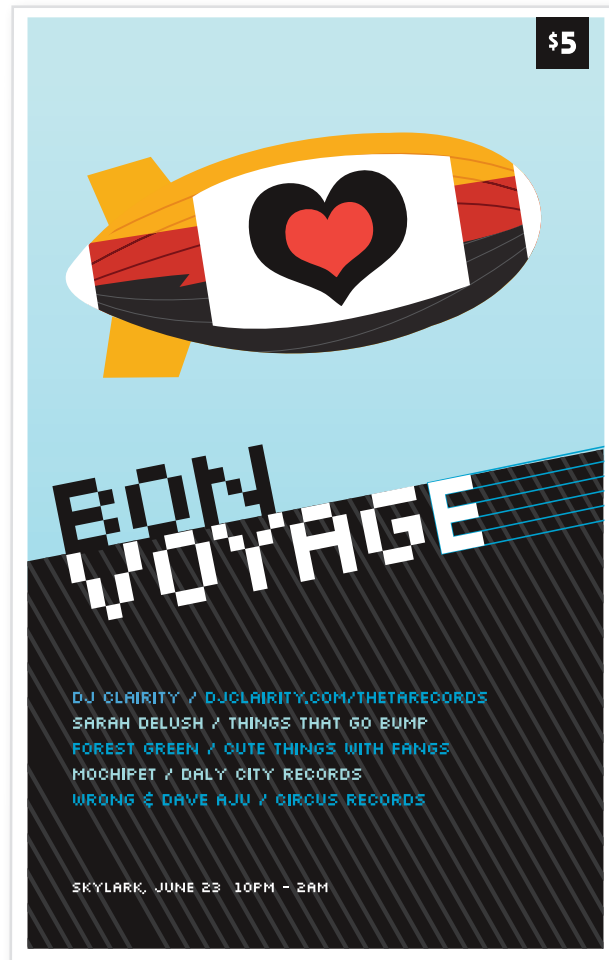
Branding + User Interface Design + Print | [in-symmetry.com](http://in-symmetry.com)











## SUMMARY

Over 15 years hands on experience in print and interactive design with small firms and global clients.

Seeking opportunity to develop strategic integrated collateral and campaigns via interactive, print and new media content design and development.

## CAPABILITIES

UI + Application Design  
User Experience + Responsive Design  
Integrated Marketing Campaigns  
Branding  
Print Design  
Information Architecture  
Annotations / Style Guides for  
Front End Development Coordination

## TOOLS

Adobe Creative Cloud:  
Photoshop  
Illustrator  
inDesign  
Dreamweaver  
HTML 5  
Sketch

## CLIENT LIST

Chase.com  
PGE.com  
Hotwire / Expedia  
Bloomspot Inc  
Logitech  
Shutterfly  
iLike  
Pantheon  
Zumper  
In-Symmetry Day Spa  
Informed Body  
Informed Technique  
Sanchez Street Studios  
Sweat Guru  
Pilates Education Lab  
Internal Fire Pilates

## CLIENT INDUSTRIES

Entertainment  
Finance  
Fitness  
Health & Beauty  
Energy  
Rental Properties  
Retail  
Travel  
Technology

## EXPERIENCE

### SUTO Design

Visual Design + Art Direction  
San Francisco, CA | Present - 2003

Provide strategic Branding, Design & Production for Print & Interactive Media applications & campaigns for individual clients.

### Hotwire / Expedia

Senior Visual Designer  
San Francisco, CA | 2005 - 2003

Worked with the Online Creative Team as a design lead and under the creative direction of MRM Partners to create a new brand and consumer website.

Provided Art Direction, concepts and deliverables for in-house company departments which included the Corporate Identity Package, Online Marketing Campaigns, Email Campaigns, Website Store Merchandising & Tradeshow Print Collateral.

Worked with the UI Team, Lead Information Architect, Product/Business leads & Engineering to redesign various elements of the existing website which included a revised color palette, new global & secondary navigation structure, revised button system, iconography, updated grid structure, redesigned purchase path; performed audits (both content & design); contributed to qualitative & quantitative testing; created the Online UI Style Guide.

## Garageband

Senior Designer  
San Francisco, CA | 2001

Provided Art Direction working closely with the Creative Director. Worked with Producers & Engineers to redesign the UI of garageband.com. Designed page layouts, illustrations, a new navigation system & header for the website. Produced dynamic pages using a proprietary coding system. Developed marketing concepts & produced online ads for Marketing.

## Nextdoor Networks

Senior Web Designer  
San Francisco, CA | 2001 - 2000

Developed concepts & assisted in production in the redesign of nextdoornetworks.com under the direction of the Corporate Style Guide and supervision of the Art Director, Web Director & Marketing Director. Organized all design mock ups to head into production with the Engineering team. Implemented new design elements & features for weekly releases. Created product logos for Nextdoor Network's software products. Redesigned Nextdoor Networks B2B website.

## Design Site

Senior Web & Print Designer  
San Francisco, CA | 2000

Supervised & implemented web design for Design Site's corporate clients. Developed concepts, design sketches and produced various print media (brochures, identities, ads, book jacket designs). Worked closely with clients and managed individual projects.

## EDUCATION

San Francisco City College, Multimedia Studies Program  
MSP, San Francisco State's Extended Studies Program  
Received Academic Scholarship at California College of Arts & Crafts

References available upon request.