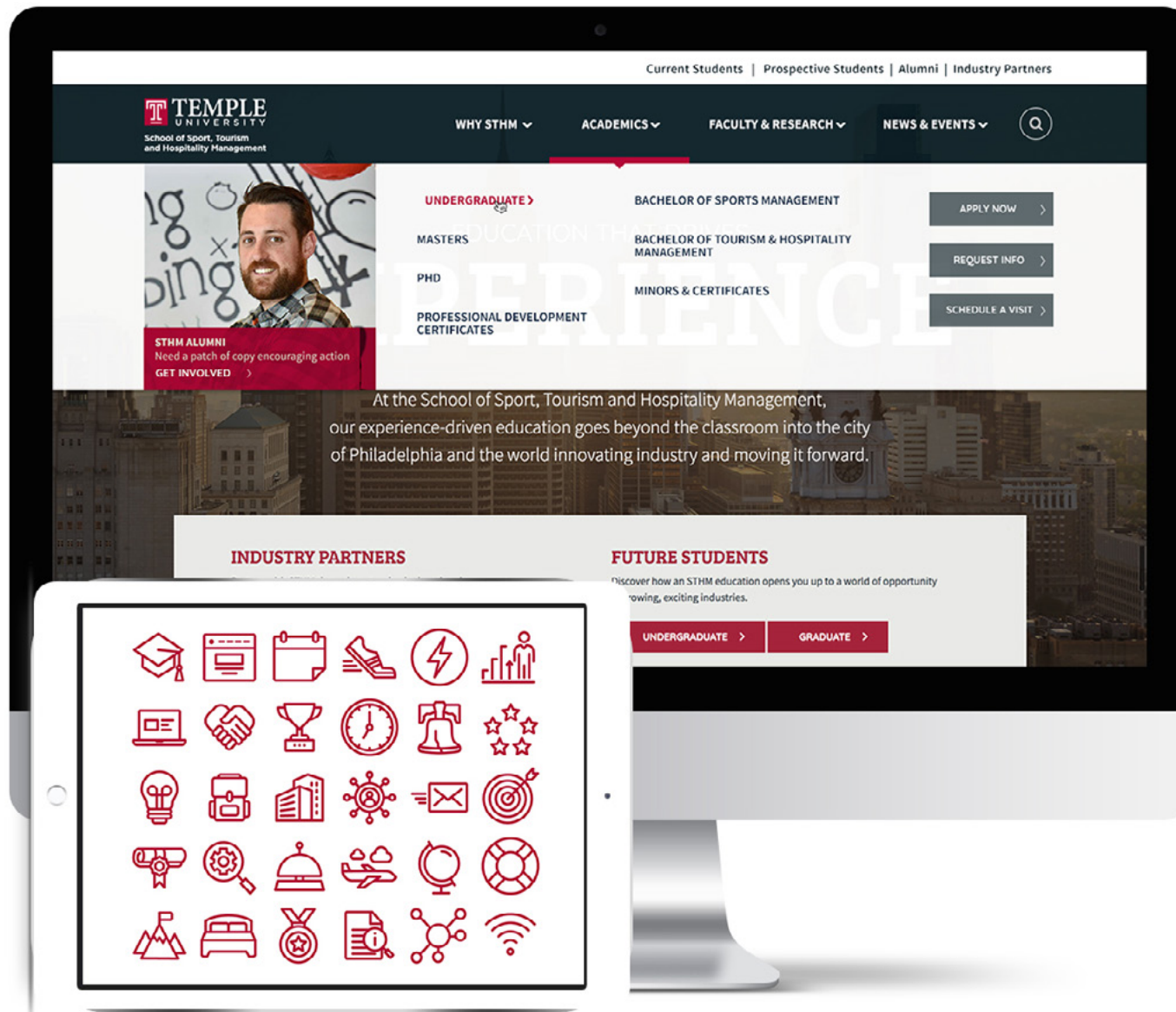


BRIGID BARRETT

# Temple University School of Tourism & Hospitality Management

UI/UX | Responsive Web Design | Style Guide | Custom Icon Set

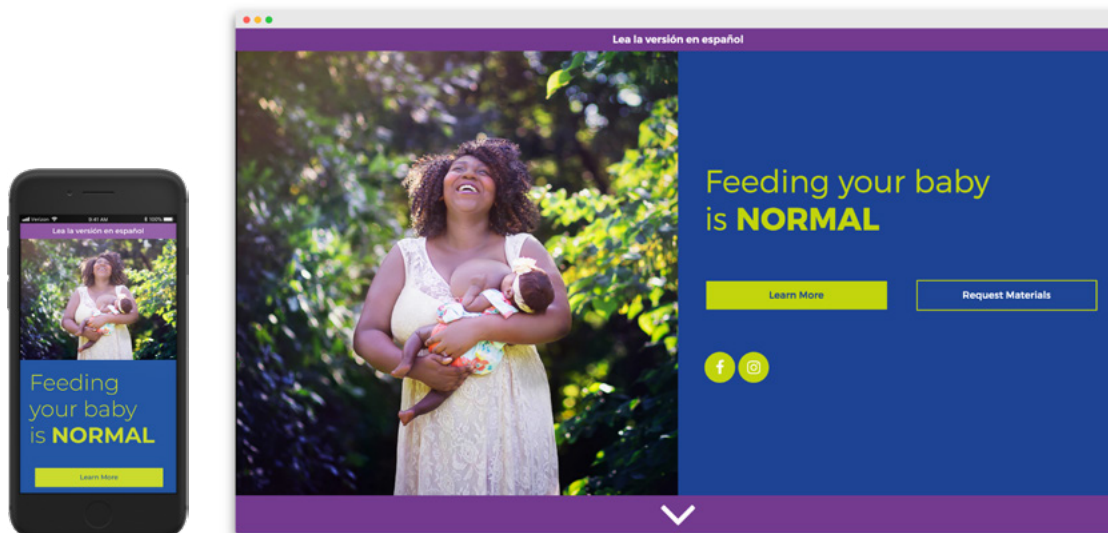
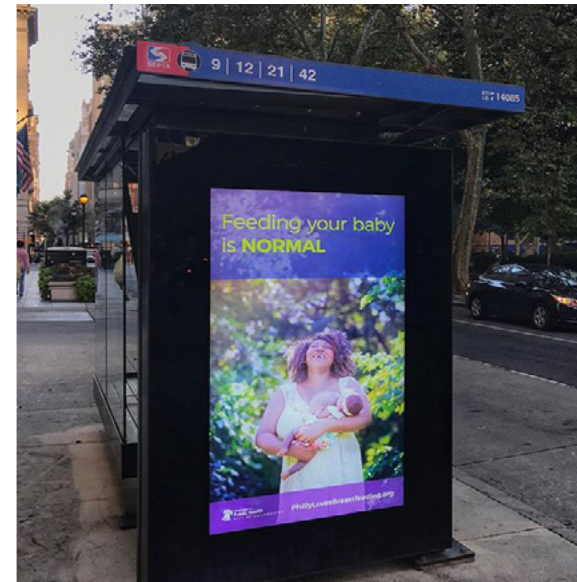
2018 | [Go to site >](#)



# Philadelphia Department of Public Health

Responsive Web Design | Style Guide | Outdoor Media | Print Collateral

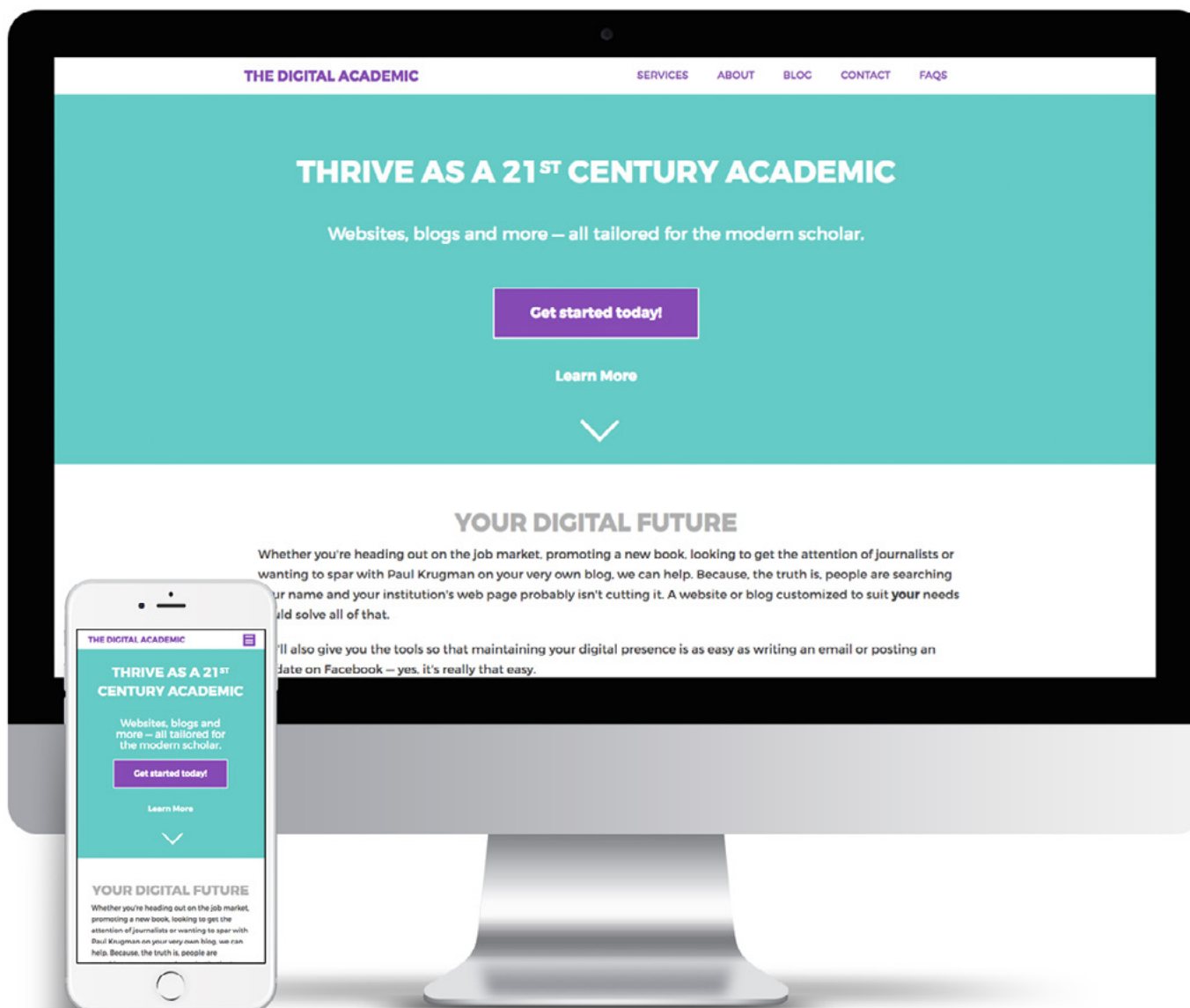
2018-Present | [Go to site >](#)



# The Digital Academic

*Responsive Web Design | Style Guide & Logo | Content Development & Copywriting*

**2017** | [Go to site >](#)

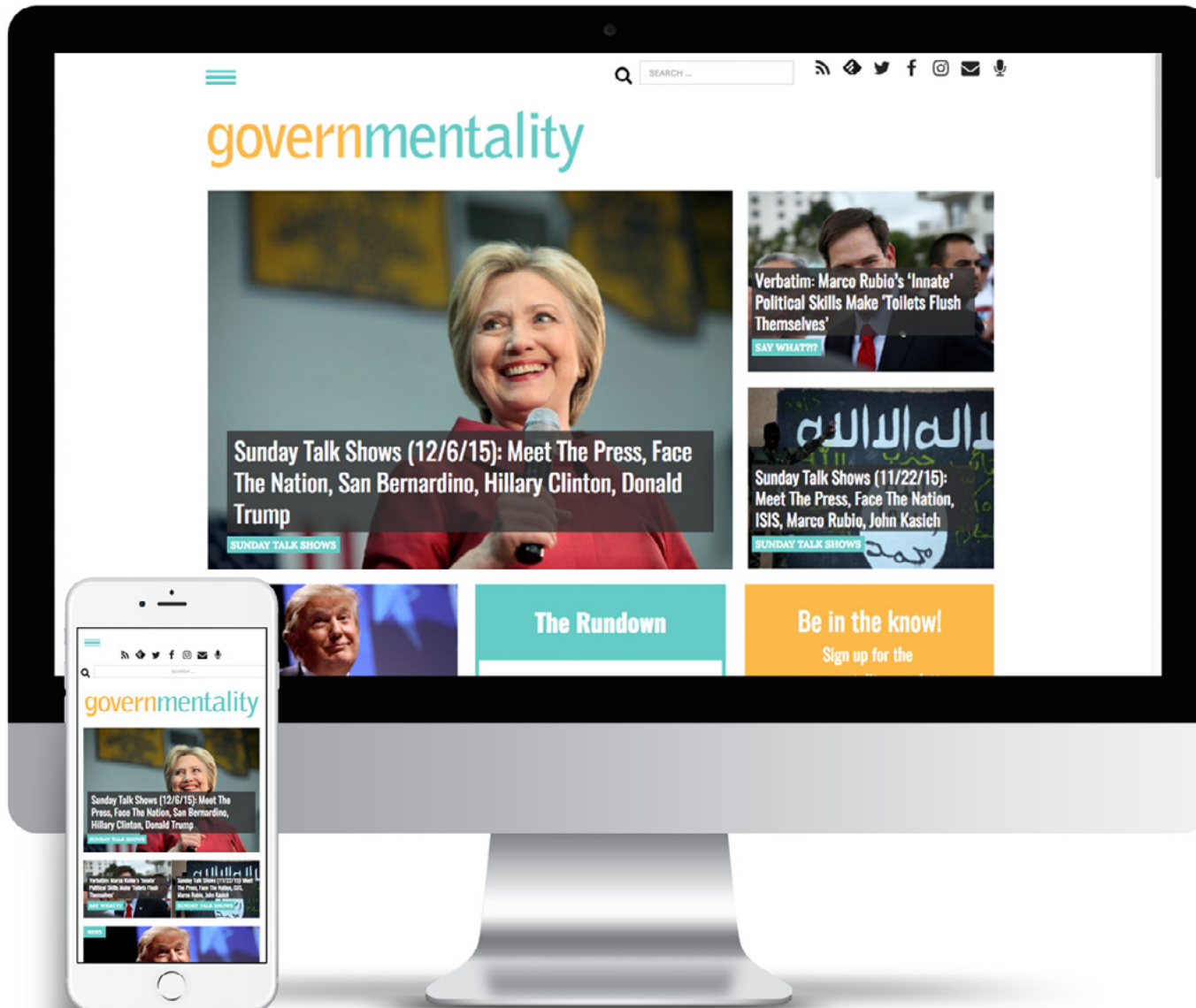




# governmentality

Responsive Web Design | Style Guide & Logo | Wordpress Child Theme Development Content

2016 | [Go to site >](#)



# Sandra Wu

*Responsive Web Design | Branding & Style Guide | Illustration | Content Development & Copywriting*

2015 | [Go to site >](#)



# Michael J. Goode

*Responsive Web Design | Style Guide & Logo | Content Development & Copywriting*

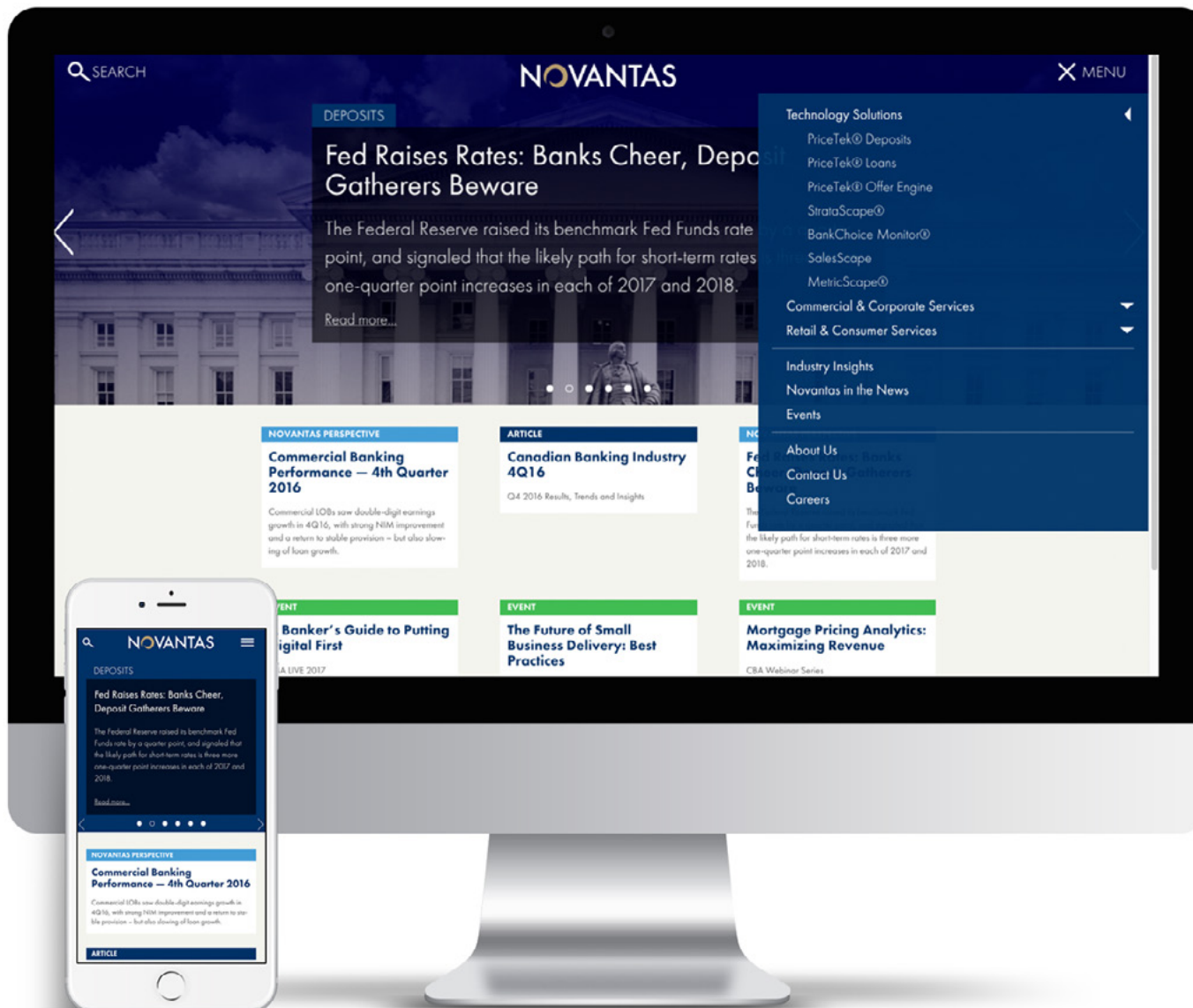
**2015** | [Go to site >](#)



# Novantas

Responsive Web Design | UX/UI | Wordpress Theme Development | Style Guide | Project Management

2015-2017 | [Go to site >](#)

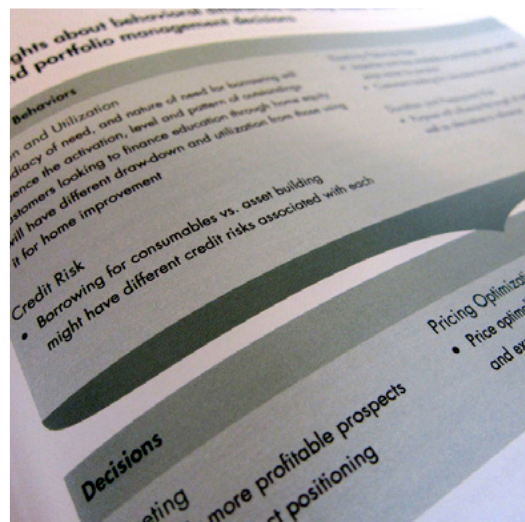




# Novantas Review

Start-to-Finish InDesign Layout | Typographic Illustrations | Infographics | Copyediting | Print File Preparation

2011-2016 | [Go to site >](#)



# Novantas Print Cards

*Start-to-Finish InDesign & Illustrator Layout | Typography | Illustration | Print File Preparation*

**2011-2016**



# Novantas Product Sheets

Start-to-Finish InDesign & Illustrator Layout | Typography | Infographics | Copyediting | Print File Preparation

2011-2016



## BankChoice® Monitor

Monitor your competition  
right from your inbox!

Learn how real checking shoppers react to you versus competitors. Every day, thousands of consumers shopping for checking accounts take our survey to choose the bank that suits them best. BankChoice Monitor includes:

- **Detailed competitive analysis.** Understand your performance against specific competitors to evaluate your marketing effectiveness and product competitiveness.
- **Reports customized by market.** Customized reports help you adapt marketing plans to local conditions, communicate better intelligence to field staff and refine products to best match consumers' needs.
- **Distilled insights.** Save time pulling and analyzing data — we'll email digestible reports to you throughout the year.
- **Unique dataset.** Unlike traditional market research, we survey actual checking shoppers exactly when they're shopping for checking accounts.



"These reports tell us why we win and lose in each of our markets. The competitive clarity is enormously helpful."

— CMO, REGIONAL BANK

### AVAILABLE REPORTS

COMPETITIVE

**Competitive Performance.** Monitor how you perform versus competitors with different consumer segments (e.g., 18-34 age group). 4 reports per year.

**Questions addressed in this report:**

- Which shoppers won't consider us? Why?
- In your key markets, how do you perform versus specific competitors?
- Which consumer segments do we perform the best/worst? What about competitors?
- How has our performance changed over time?
- And, key improvement recommendations


PRODUCTIVITY

**Product Competitiveness.** Compare how your products perform versus peers across your footprint. 4 reports per year.

**Questions addressed in this report:**

- How well do our checking products resonate with shoppers in our footprint?
- How does our fee pricing compare to competitors? How does this vary by consumer segment?
- What impact do competitors' offerings have on shoppers' interest in us?

For more information: [info@novantas.com](mailto:info@novantas.com) | +1 212 953 4444 | [www.novantas.com](http://www.novantas.com)




## SalesScope

Translating benchmarks  
into action

The speed and extent of change in branch activity are unprecedented. To keep pace and promote successful branch transformation, bank executives need better, more dynamic tools. SalesScope is a breakthrough information service that provides actionable benchmarking and analytics to manage the transition of branches from service to sales centers. SalesScope includes:

- **Relevant Data.** 17,000+ branches across 20+ banks, product-level sales updated quarterly
- **Advanced Analytics.** Integrated mapping and market opportunity analytics
- **Real World Applications.** Access dozens of use cases that highlight real applications of the data
- **Vibrant User Community.** Routine peer discussions and events
- **Convenient Access.** Delivered through a licensed, cloud-based platform



Your Bank has significant opportunity to improve sales staff productivity and the quality of its sales relative to competitors

### WHAT YOU CAN MEASURE:

- **Sales and Teller Productivity.** Evaluate sales production and transaction throughput across branches, markets, and compared to peers.
- **Return on Sales Force.** Measure the ROI of sales resources by analyzing both the quantity and dollar value of products sold.
- **Customer Lifecycle Management.** Assess how well branch staff is acquiring new customers and effectively managing existing relationships.
- **Sales Conversion.** Calculate your ability to translate walk-in traffic to new sales.
- **Portfolio and Market Analytics.** Understand if you are under- or over-performing in specific markets and the real market expectation for sales performance.

### SALESSCOPE DELIVERS:

- **Accurate performance baseline.** Extensive history of performance allows executives to establish a baseline to measure progress.
- **Higher productivity across your footprint.** Redeploy staff, change the branch workforce structure and increase efficiency.
- **Improved revenue generation.** Drive cross-sell opportunities, capitalize on walk-in traffic, and use market opportunity to deploy staff.
- **Realistic calibration of performance targets.** Create more accurate goal expectations and recalibrate staffing model assumptions.
- **More than software.** Opt into the broader SalesScope program and take advantage of expert working sessions and ongoing access to a group of peers to discuss best practices and shared challenges.

For more information: [info@novantas.com](mailto:info@novantas.com) | +1 212 953 4444 | [www.novantas.com](http://www.novantas.com)



## StrataScope®

Maximize the impact of  
your network

Today, nearly 50% of consumers no longer depend on a branch for regular transactions, and radically different cost, sales and delivery structures are needed to keep customers engaged.

StrataScope, an innovative network strategy and planning platform, was built to anticipate network needs and support ongoing transformation. The platform integrates vast amounts of public, bank, and proprietary data into a consistent analytical framework for banks to evaluate current and future state network configurations. StrataScope delivers unparalleled network insights through four core offerings:

- **Market Analytics.** Assess markets by opportunity and line of business to make informed decisions about investments across channels.
- **Network Optimization.** Leverage market and bank data to identify the optimal format, placement and number of locations to maximize visibility and coverage while minimizing cost.
- **Multi-Channel Analytics.** Track, segment, and analyze channel transactions, as well as customer channel preferences, with an interactive dashboard.
- **Branch Dashboard.** Manage physical distribution of real estate assets all in one place with a comprehensive tool that aggregates key branch information (e.g. leases, trade area statistics, and more).



While most Banks view physical strategy at the Branch or MSA, StrataScope use Micro Markets to accurately assess market opportunity where banks really win or lose

"StrataScope® has been invaluable to my distribution planning team...[It] allows my team and me to make critical decisions that our executive leadership can understand and support."

—HEAD OF DISTRIBUTION PLANNING, US REGIONAL BANK

### STRATASCOPE DELIVERS

- **Strategic Alignment.** Gets everyone from executives to the field on the same page regarding opportunity and how the bank should manage the network.
- **Thinner Network Design.** Go beyond trade areas to build a smarter, cost efficient, and visibility optimized network
- **Unique and Powerful Datasets.** Proprietary datasets on opportunity and the competitive landscape that don't exist anywhere else.

- **Powerful and Intuitive Tool.** Analysts can be up and running on the tool in a matter of hours, with the full range of analytics and data at their disposal.
- **Partnership.** The StrataScope team works to build best-in-class capabilities within our client organizations, both with the tool and ongoing strategy discussions.

For more information: [info@novantas.com](mailto:info@novantas.com) | +1 212 953 4444 | [www.novantas.com](http://www.novantas.com)



# Novantas Social Media

*Start-to-Finish InDesign & Illustrator Layout | Typography | Infographics | Copyediting | Web File Preparation*

**2011-2016**





# BRIGID BARRETT

[GO TO SITE >](#)