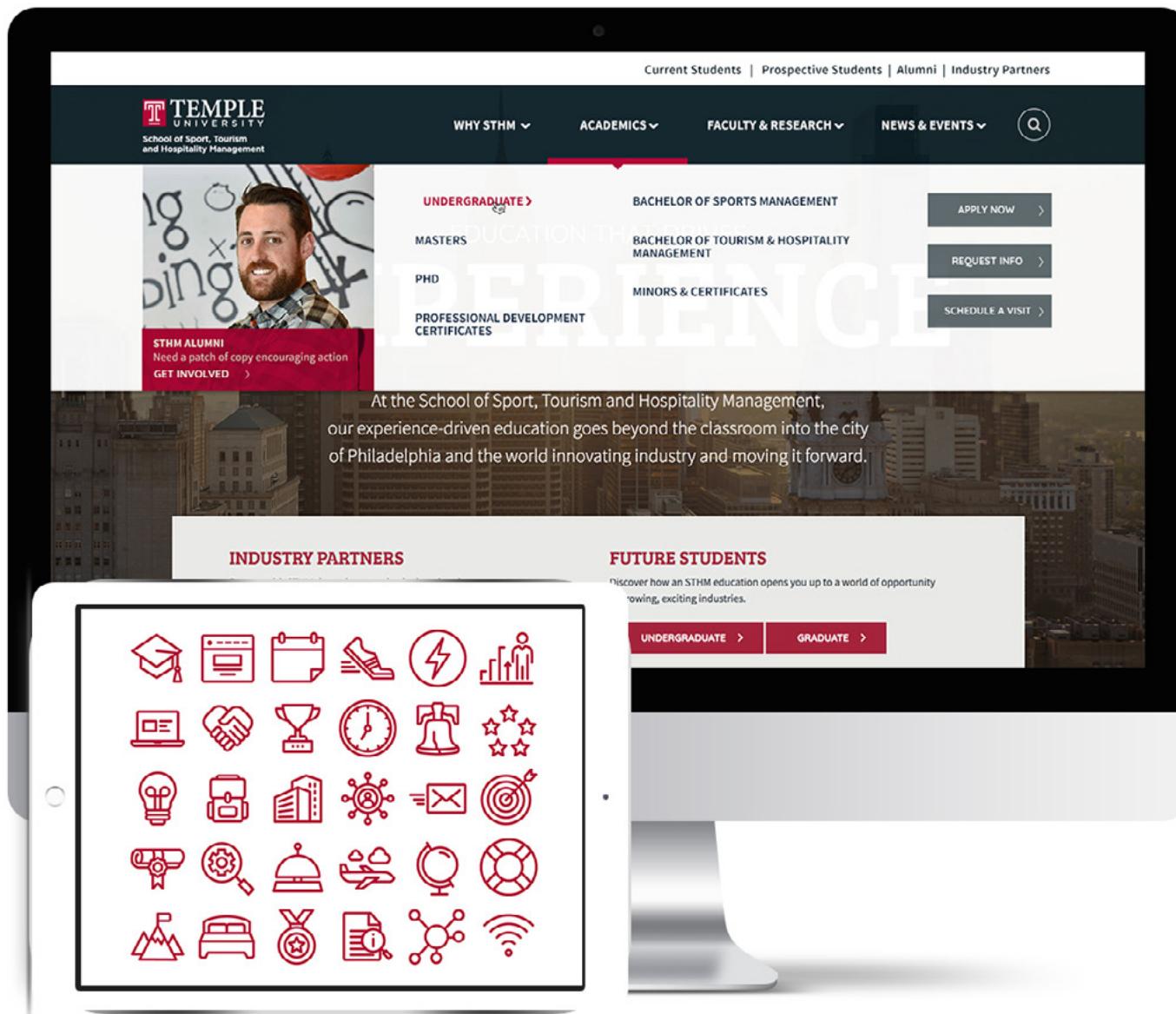


BRIGID BARRETT

Temple University School of Tourism & Hospitality Management

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

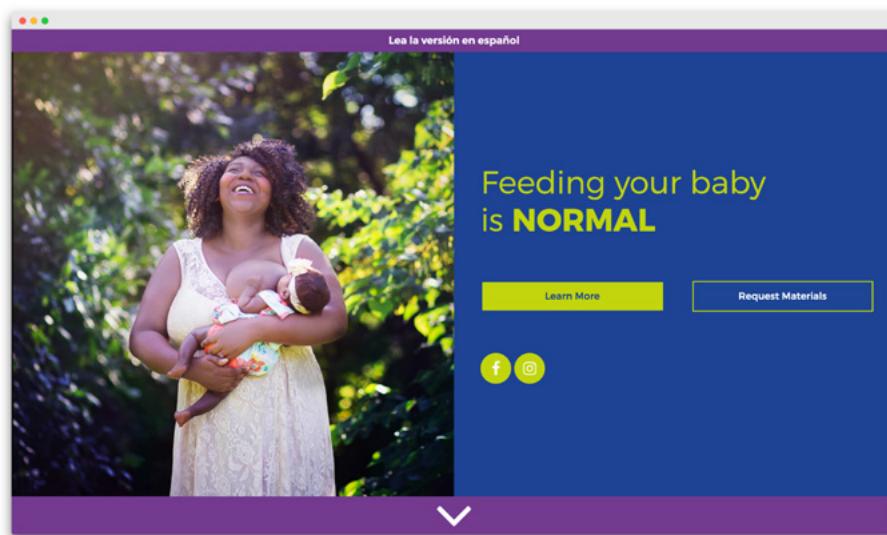
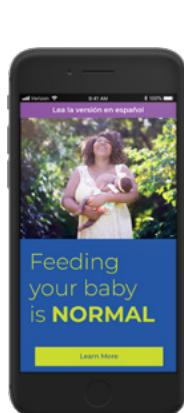
2018 | [Go to site >](#)



Philadelphia Department of Public Health

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

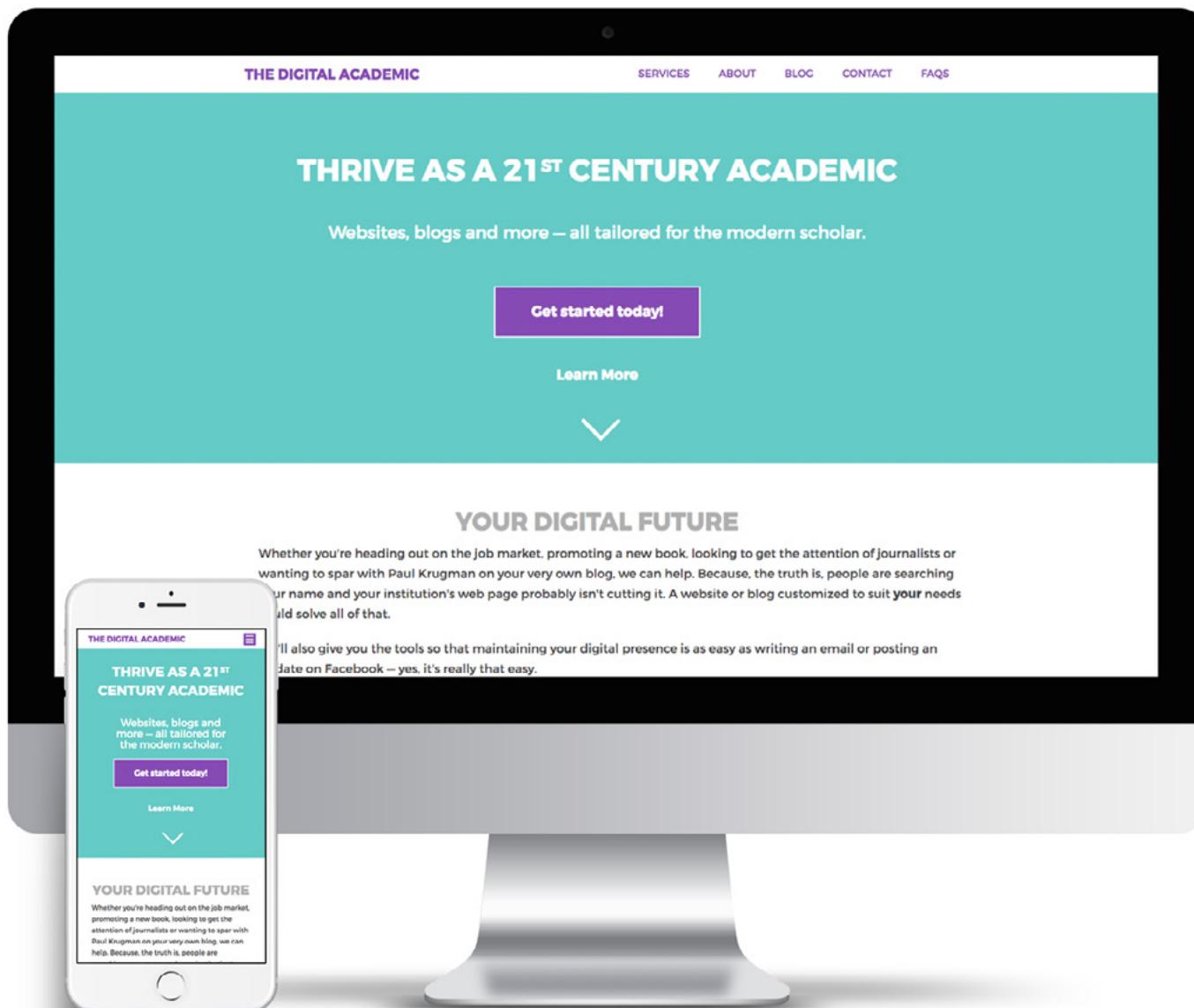
2018-Present | [Go to site >](#)



The Digital Academic

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

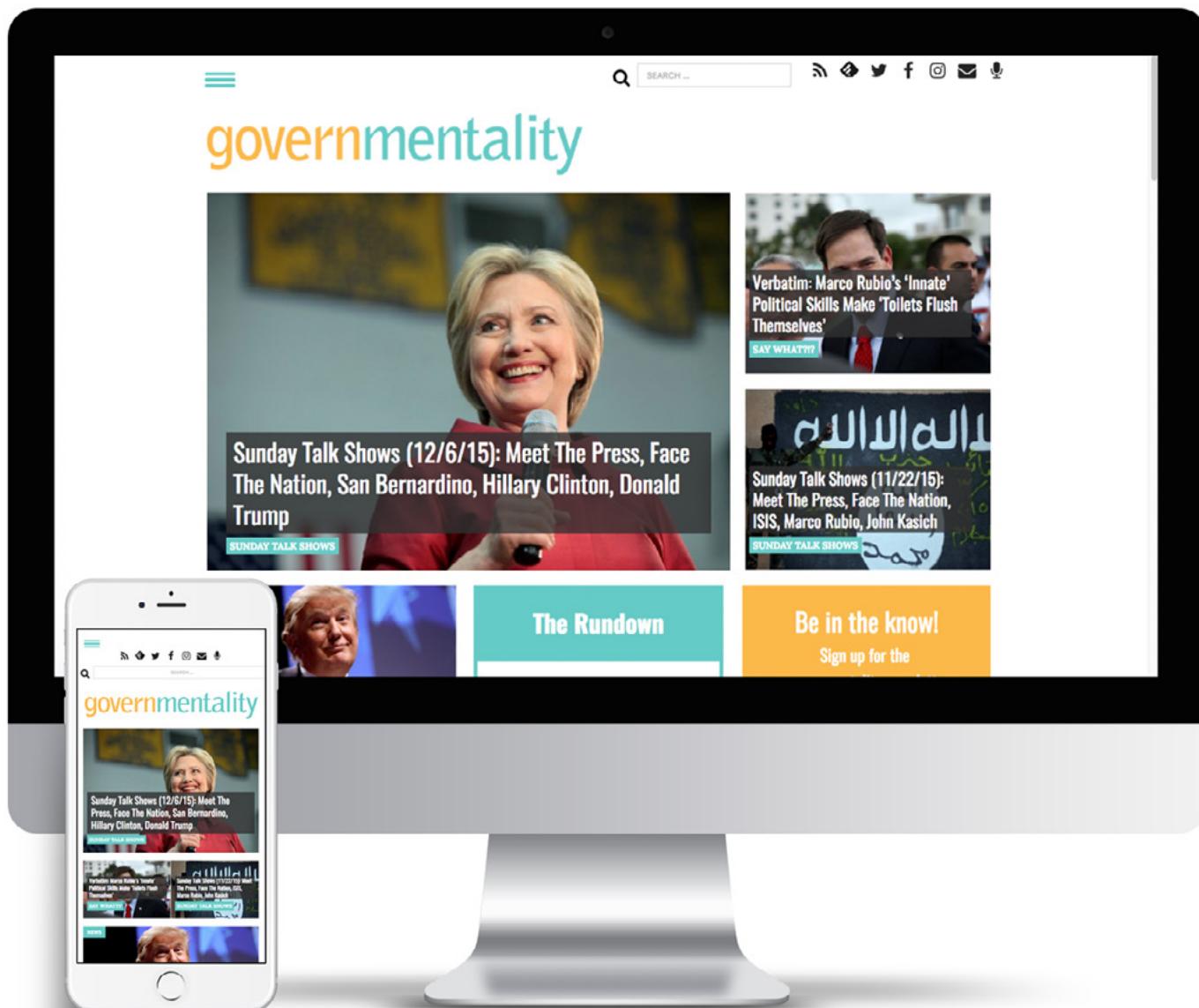
2017 | [Go to site >](#)



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

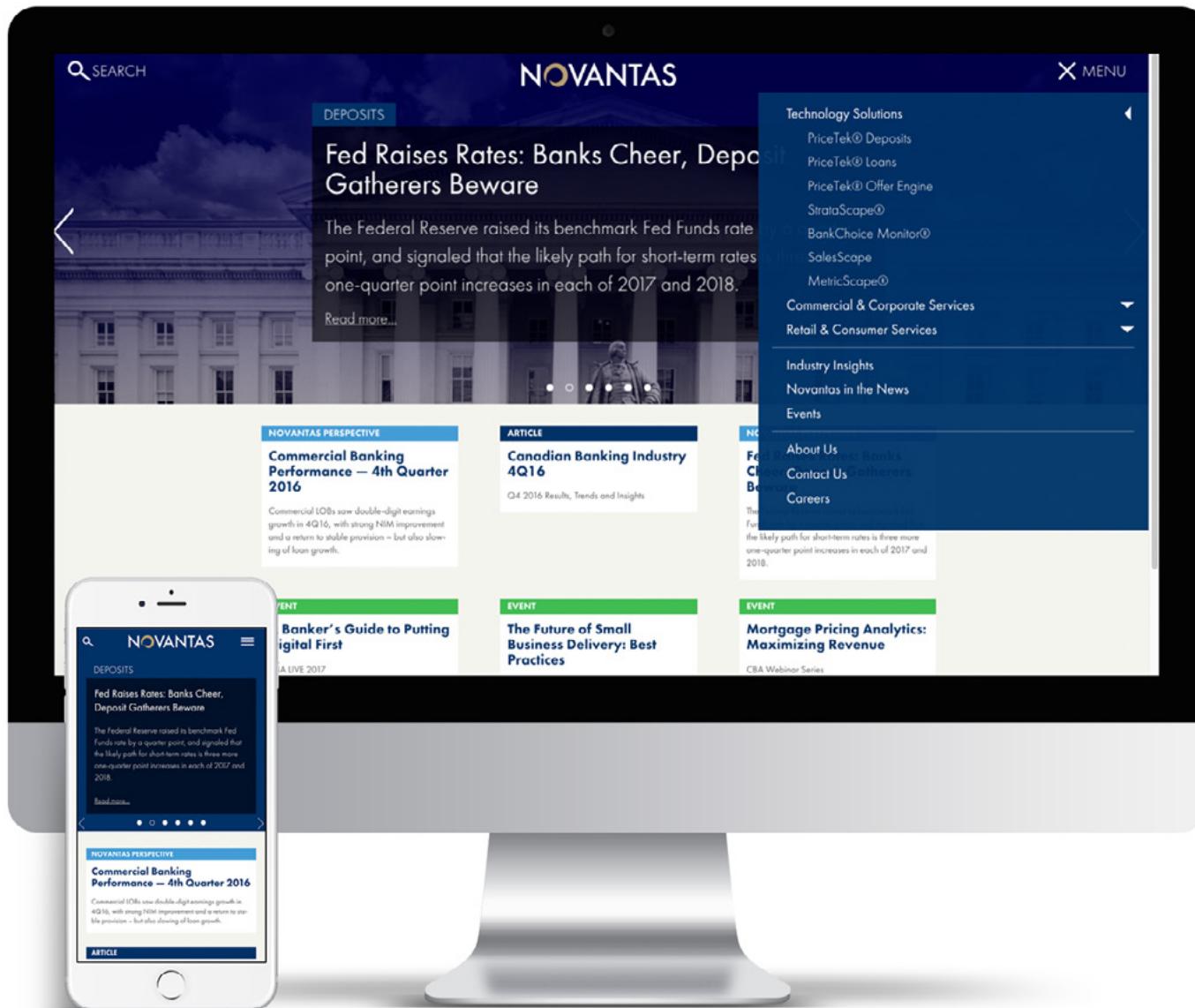
2015 | [Go to site >](#)



Novantas

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

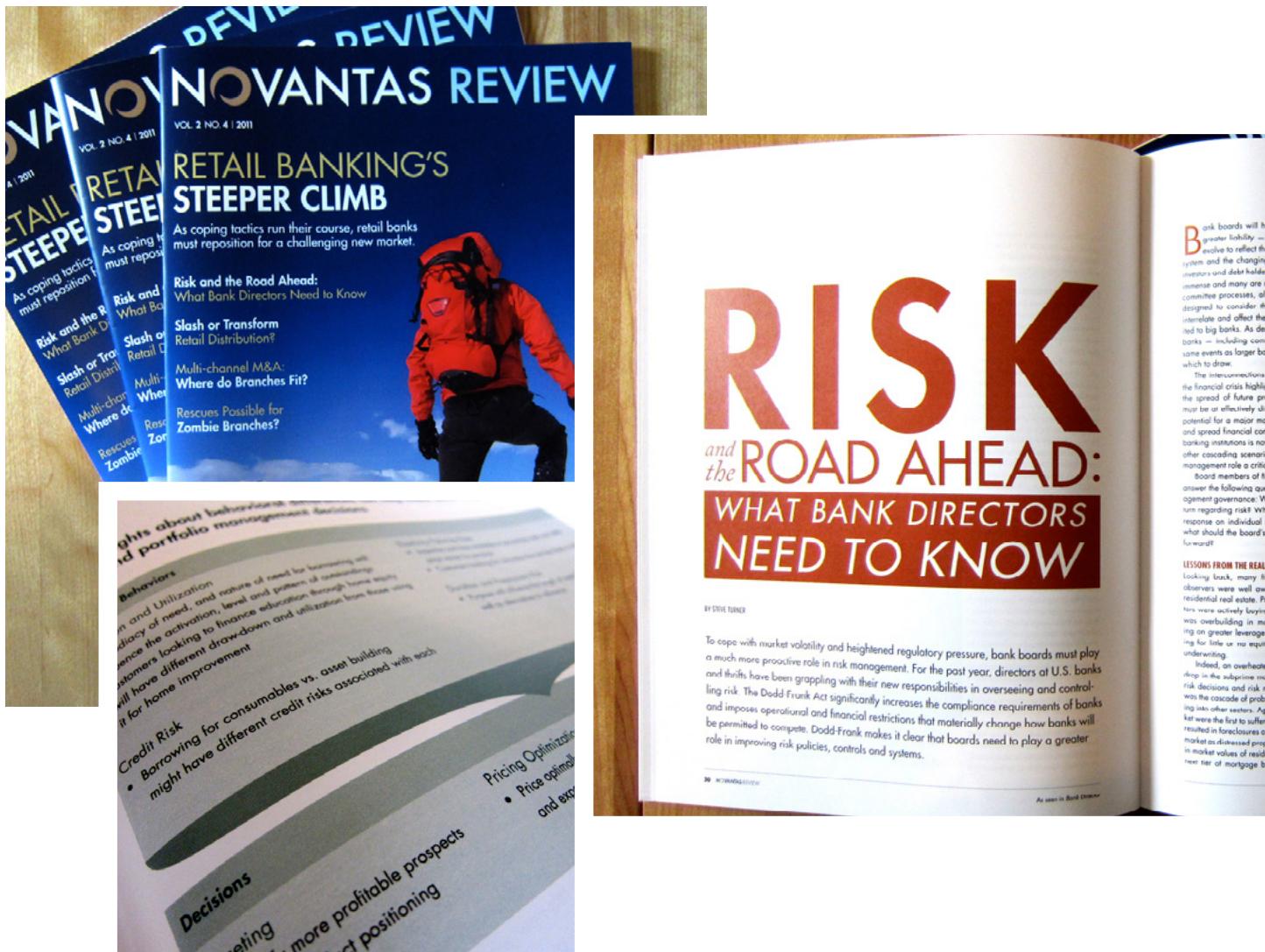
2015-2017 | [Go to site >](#)



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

NOVANTAS

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

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

Questions addressed in this report:

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

For more information: info@novantas.com | +1.212.953.4444 | www.novantas.com

NOVANTAS

SalesScape

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. SalesScape is a breakthrough information service that provides actionable benchmarking and analytics to manage the transition of branches from service to sales centers. SalesScape 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

RETURN ON SALES FORCE

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.

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NOVANTAS

StrataScape®

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.

StrataScape, 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. StrataScape delivers unparalleled network insights through four core offerings:

- **Market Analytics.** Assess markets by opportunity and line of business to make informed decisions about investments in very specific areas.
- **Network Optimization.** Leverage market and bank data to identify the optimal formats, 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).

"StrataScape® 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

STRATASCAPE DELIVERS:

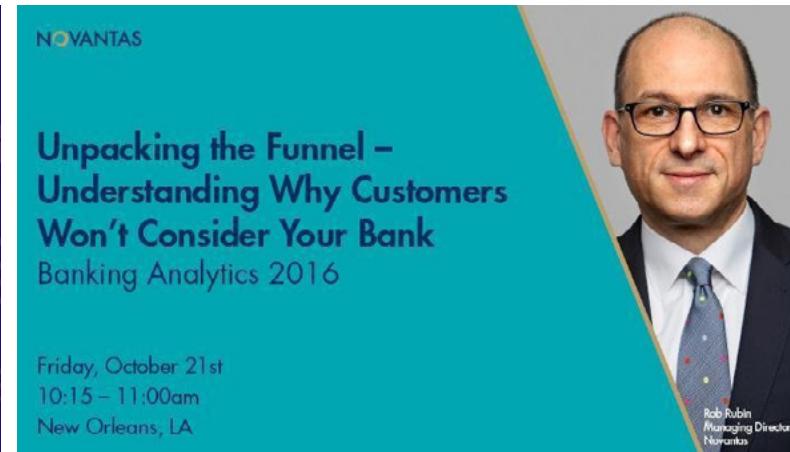
- **Strategic Alignment.** Gets everyone from executives to the field on the same page regarding opportunity and how the bank should manage the network.
- **Smarter Network Design.** Go beyond trade areas to build a smarter, cost efficient, and visibility optimized network.
- **Unique and Powerful Datasets.** 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 StrataScape team works to build best-in-class capabilities within our client organizations, both with the tool and ongoing strategy discussions.

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Novantas Social Media

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

2011-2016



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