



PubCom Curriculum Vitae

ABOUT THE COMPANY

PubCom is a full-service consulting firm that looks at communication from all angles—from the targeted audience and your intended goals to the visual design and presentation of your website to the hardware, software and technology that gets the job done right. PubCom has over 30 years experience in publishing and marketing as well as computer technology, and has been developing websites since 1995, so you can be assured that our recommendations will be based on a wide breadth of knowledge about the industry.

We're not only consultants and trainers for the industry, we're also accomplished designers and developers with our own in-house design studio, i-Imagery information architects. We know every phase of publishing—multimedia, traditional print publications, Internet, intranet, database publications, and electronic documents—and help our clients use the latest technologies to get their ideas out efficiently and effectively.

PubCom has demonstrable expertise in melding technology with effective design and communication.

EXPERTISE: INTERNET

PubCom works directly with our client's IT teams, programmers and web developers to advise on the GUI and site architecture that makes a website successful. We're experts in design and usability, so you can rely on us to develop a custom analysis and suggest solutions for your site that will enhance your visitors' ability to access the information they need.

Our clients are confident entrusting us with design, development and consultation for their websites because we:

- assess your present website and recommend strategic ways to improve it
- understand what makes a good GUI design and an effective website
- survey your users and develop ways to meet their expectation and needs
- know what information and services should be available on your website
- define and delineate primary and secondary content and navigation

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PubCom Consultants / i-Imagery Design

Information Architects for web, print & multimedia publishing

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- maximize legibility & content retrieval
- develop effective site architectures
- design for different monitor screens, bandwidths, browsers and operating systems
- add basic 508 compatibility
- know how to manage content from print publications ported to the web

EXPERTISE: PUBLISHING

We work jointly with our client's publications teams, editors, designers and production managers to assess and revamp their print publications. We're publication specialists and award-winning designers, so we're able to not only give your publications a cosmetic makeover, but also improve your use of technology to cut costs and production time.

Our clients confidently put their publications in our hands, because we:

- assess your publications and recommend strategic ways to improve them
- understand what makes an effective publication for your organization
- have mastered all the major industry-standard software programs on both Macintosh and Windows platforms, and can recommend the right software tools for your particular publication
- maximize legibility, readability & communication of your message
- develop effective desktop publishing templates that your staff can implement
- design effective commercial publications, newsletters, books, brochures and other collateral materials
- know how to create data-intensive, technical publications
- understand the requirements your printer and service bureau have for your files
- know how to port printed content to your website
- maximize your work flow and production process

CLIENTS

A recent project showcasing our skills and abilities is with the Social Security Administration. PubCom designed, developed and is helping to implement an extensive information portal (the Project Resource Guide, or PRIDE) on its internal intranet. This knowledgebase/portal provides SSA project managers and staff with resources for planning, managing and executing projects using approved methodologies, SSA policies, templates, best practices and procedures from project initiation to post-implementation. PubCom has been active with the project from its inception, and was asked to design and develop a user interface that is visually appealing, compliant with SSA standards, and technically efficient while positioning the agency to migrate to a web environment that is easy to maintain. This project included substantive usability testing, software and technology recommendations, and training staff in web and multimedia technologies.

PubCom and its sister firm, i-Imagery, have worked with a wide variety of clients over the years in a variety of capacities, from designing and developing websites to publication consulting to staff technology training. The following is a partial list of our clients:

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America On Line—AOL
American Association of Retired Persons
—AARP
American Federation of State, County &
Municipal Employees—AFSCME
American Fisheries Society
American Red Cross
Anteon Corp.
Armed Forces Radiobiology Research
Institute
Bell Atlantic / Verizon
Central Intelligence Agency
Cienna Corp.
Computer Sciences Corporation
Farm Credit Administration
Federal Deposit Insurance Corporation
(subcontractor)
Fletcher, Heald & Hildreth
General Electric
Hughes Aircraft
Hughes Information Technology
Intelsat
Johns Hopkins University
LCI International (Qwest)
Life Underwriters Training Council
Marriott International
NASA
National Contact Management Association
National Council for the Accreditation of
Teacher Education
National Investor Relations Association
National Library of Medicine
National Oceanographic and Atmospheric
Administration—NOAA
National Public Radio—NPR
numerous foreign embassies
and governments
PEPCO
Phillip Morris International
PRC Litton
Price Waterhouse
Schlumberger
Smithsonian Institution
Social Security Administration
The World Bank
Trust for Public Land
Union Labor Life
United Food and Commercial
Workers Union
US Dept. of Commerce—DoC
US Dept. of Defense—DoD
US Dept. of Housing and Urban
Development—HUD
US Dept. of Justice—DoJ
US Dept. of the Treasury
US Dept. of Transportation—DoT
US Federal Judicial Center
US Government Printing Office—GPO
US GPO Institute for Federal Printing and
Electronic Publishing—IFPEP
US Institute for Peace
US Postal Service—USPS
Voice of America