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Designer/Developer

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PixelLava.com

# Pixel Lava Interactive

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## Greetings

Thank you for considering Pixel Lava for your project. In this overview I will introduce myself, provide background information and give a brief explanation of my methods. Whether you are just getting started or need assistance managing a big existing project, I can help. My work is based on an hourly rate of \$80 (\$75/hr for nonprofit organizations) and I provide detailed estimates and transparent pricing. I also provide ongoing service on an hourly, as-needed basis. I am fluent in industry-standard professional design and development apps along with a variety of emerging web technologies. If your project involves a service I don't offer, I have a network of great local providers to call on as needed. By providing websites, marketing, graphic design and training, I make it easy to develop and maintain brand consistency across all of your marketing channels. I also serve my clients as a trusted resource for small business and nonprofit business development. Please feel free to contact me with any questions and visit [pixellava.com](http://pixellava.com) to view samples. I look forward working with you!

Thank you,



Ame Stanko  
Pixel Lava Interactive

## Introduction

Pixel Lava Interactive is a San Diego-based multimedia firm specializing in training, graphic design, and website development & maintenance for small to medium sized businesses and nonprofits. I focus on providing superior customer service and creating scalable, easy-to-maintain projects that get results.

My career in multimedia began in 1997 as a corporate web developer and graphic artist. As my skills developed, I began to offer freelance design as well. In 2005, I expanded my services to full time as Pixel Lava Interactive. Since then I have worked with over 300 clients to create or update their sites, implement maintenance solutions, perform search engine optimization, add dynamic multimedia elements, implement e-commerce, and provide patient project management and friendly support. I have witnessed the struggles and successes of creating and maintaining a website or a cohesive marketing campaign and I understand the technical and creative challenges involved.

My business philosophy is simple - to provide the best possible service in a timely manner with honesty and integrity.

## Method

Developing and maintaining a website, graphic design or multimedia project begins with establishing clear goals and good communication. My approach is to meet with you in person or by phone to collect details about your needs, objectives, target audience, budget, and other factors. Using that information, I create a Client Agreement and Project Specification which detail the services to be provided and their estimated cost. Development begins with the creation and presentation of drafts showing the basic look and functionality of the project. Once approved, content is added and another sample is presented for your feedback. Once a final version is approved, the project is finalized. Ongoing maintenance, training, and development services are available at my hourly rate.

## Services

### **Website Design & Development**

Designs, re-designs, maintenance, repairs, upgrades, technical consulting, third party service implementations and more. The sites I build are on a secure, easy to use content management system and are custom designed to look great and be effective across all browsers and devices.

### **Social Media**

Social media campaigns, social media set ups and optimization, and custom content creation (including video, motion graphics and StreetView mapping) for all of the major networks including GoogleBusiness, Facebook, YouTube & Vimeo, Twitter, Yelp, LinkedIn, Instagram and more.

### **Marketing and Promotions**

Marketing tune ups, annual marketing plans, search engine optimization, website usability optimization, email marketing and more.

### **Graphic Design & Illustration**

Logos & identity packages, business collateral (business cards, post cards, brochures, flyers, etc.). Custom artwork and illustration in traditional and digital media (Illustrator, Photoshop, etc.).

### **Multimedia**

Small business video packages, animation, motion graphics, 360 panoramas, livestreaming and more.

### **1-to-1 Training, Group Workshops and Online Classes**

Customized website training for new site owners as well as ongoing group workshops and online training in social media marketing, SEO, search engine marketing, website content creation, and much more.

## Terms

Pixel Lava estimates are based on the hourly rate with net 15 day invoicing. An estimate is provided in advance and if costs or time exceed that estimate, you will be notified in writing for approval prior to incurring additional cost. I strive to respond to all communications as quickly as possible with business hours Monday through Friday from 9 a.m. - 6 p.m. (PST).

## Biography

Name:	Ame Stanko
Position:	Designer/Developer
Responsibilities:	Client service, project management, website design & development, graphic design marketing consulting, search engine optimization, training and workshops.
Education:	Multimedia Certificate, San Diego New Media Center, 1998 B.A. Third World Studies, University of California at San Diego, 1991
Experience:	Symitar, A Jack Henry & Associates Company 1998 - 2005 Multimedia Developer Graphic design including national ad campaigns, marketing collateral, video production, illustration, website maintenance & development, icon and application UI/UX (user interface design), and Flash animation and development.

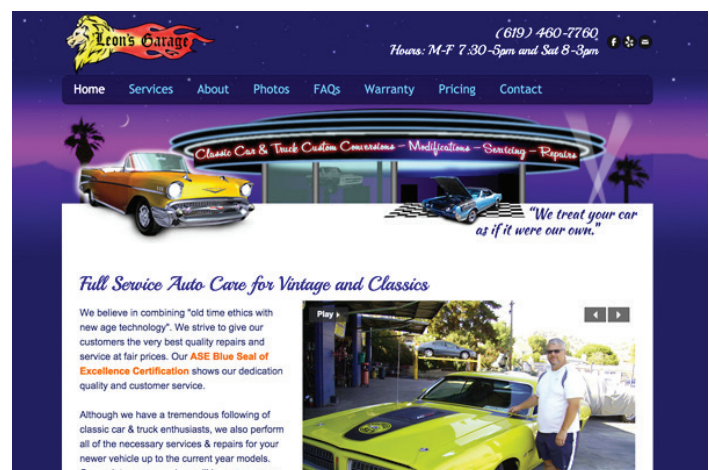
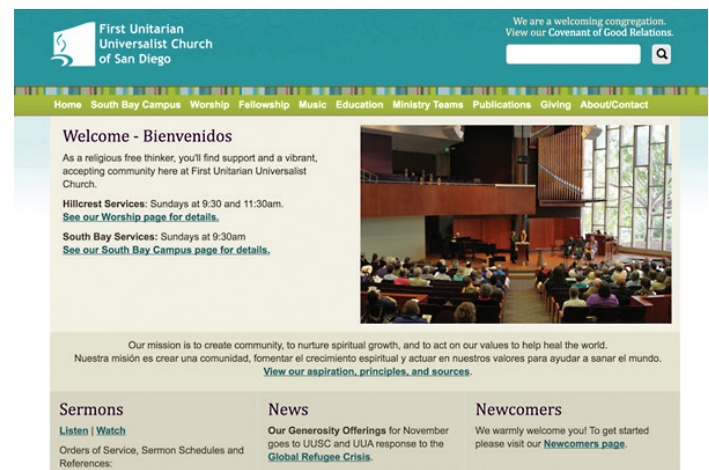
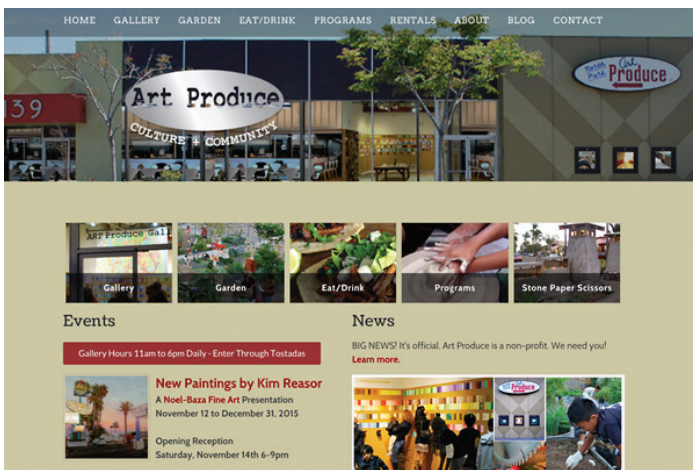
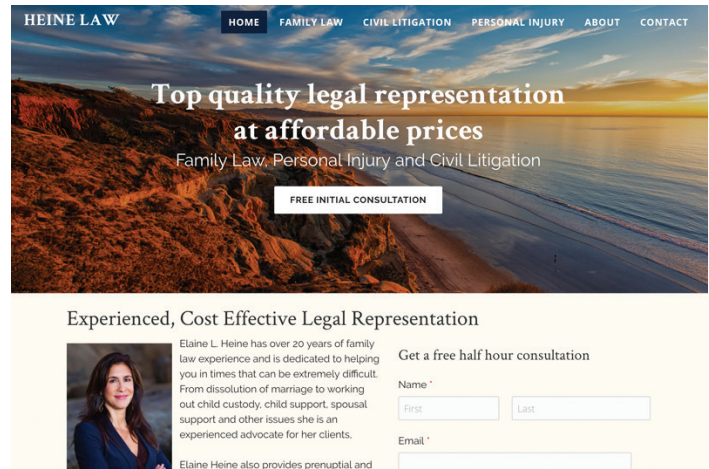
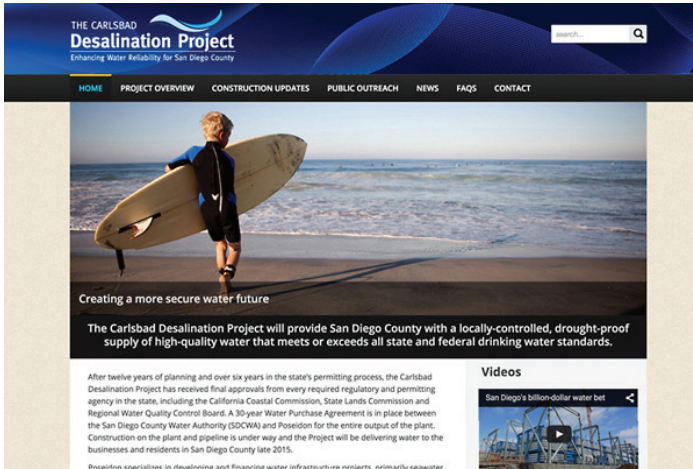
## The Bottom Line

My mission is to demystify the process of creating and maintaining a website and marketing materials. I believe that the true power and potential of the internet lies in connecting people and sharing the broad spectrum of human experience.

## References

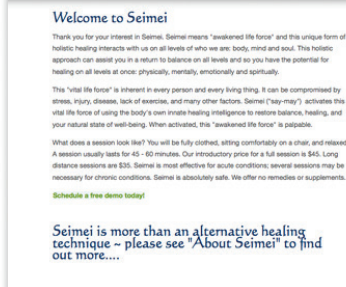
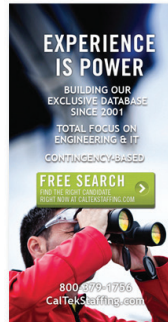
- Chris Christenson, Web Manager (retired) - First UU Church of San Diego: (619) 298-9978
- Judith Hand, Evolutionary Biologist & Author - A Future Without War (858) 487-9981
- Bob Nelson, Founder - BNA Communications (619) 269-7415
- Sandra Stinton, Owner - Padre Janitorial Service (619) 280-8024
- Michael Hoffman, Psychotherapist & Author - Natural Way of Being (541) 639-6246
- Jessica Jones, Communications Director - Poseidon Water/Carlsbad Desalination Plant (760) 655-3900
- Amber Forest, Communications Manager - OB People's Food Co-op (619) 224-1387
- Janie Davis, Author - Unlock Your Heart (619) 207-9549
- Richard Wilberg, Composer - Willberg, LLC (608) 335-6498
- Lynn Francis, Therapist - Wholistic Life Coaching (619) 981-1352

## Website Samples





## Graphic Design Samples



## Testimonials

*"I wanted to pass on a big 'thank you' from the men and women of the USS Frank Knox reunion association. All expressed deep appreciation after viewing the website and the work you did to get us up and running. Your work is greatly appreciated. Thank you on behalf of all the Frank Knox veterans and their wives."* - Stephen Cross, U.S.S Frank Knox Reunion Association (ussfrankknox.com)

*"Thank you so much - it looks great and your speed of action is amazing."* - Judit Hersko (publicaddress.us)

*"Just clicked on my site and I love it! I love the front page, that one can click on and see my story. I am so pleased. Thank you!"* - Janie Davis, (unlockyourheart.com)

*"Ame has been spectacular at updating the website. Great find!"* - Mona Oliver, Biotech Employees Development Coalition, San Diego

*"Bravo! I'm very happy! Your site is 10 times better than mine."* - Jesse Kincaid, West Coast Print & Graphics

*"Great job. I simply cannot overstate how much I appreciate you, Ame."* - Judith Hand, A Future Without War (afww.org)

*"I just got through looking at the site, and I must say it's really cool. You did a killer job. Thank you so much!"* - Mike Lawson, DML Communications (cutek.net)

*"Looks smashing! Thank you Ame."* - Amber Forest, OB People's Food Coop (obpeoplesfood.coop)

*"Thank you so much, Ame!!!! Boy it is such a pleasure to work with you!"* - Mary Yaroshevsky-Glanville, BEDC

*"YOU ARE KICK BUTT."* - Michelle Ahearne, Nonprofit Professional

*"You've done great, thanks so much. A real pleasure to work with"* - Chris Christenson, Website manager, First UU Church of San Diego

*"Great workshop! Valuable information clearly explained with engaging visuals."* ~ Pam Wilson, Scenic San Diego

*"I have viewed most of your tutorials and they are excellent. I've started experimenting with what I've learned on two of the sites with good results. Many thanks."* ~ David Newbold, First UU Church of San Diego

*"Learning a lot and having a great time!"* ~ Lynn Francis, Wholistic Life Coaching