

AN INTRODUCTION

Under the name **HELIOTROPE**, Stephanie has been working as a web designer, web developer, graphic designer and more recently as consultant specializing in the generalities and specificities of supporting small business owners and entrepreneurs. Prior to establishing Heliotrope in Oakland, California, Stephanie was developing her skills in Virginia, designing and building public-oriented and data-driven websites in the early days of the Web. She completed a professional bachelor's degree in architecture immediately prior to her move to California.

Heliotrope has the capabilities to design and develop custom applications that are elegantly designed for both front-end usability and back-end maintainability. Heliotrope has collaborated with like-minded designers and developers in the production of functional and visually appealing websites and web-based applications. Heliotrope also works with a client's own designers and developers. This approach has led to a history of long-established relationships with clients. As a standalone resource or as part of an existing team, Heliotrope offers a diverse range of skills to the client and the project.

We are good listeners and are genuinely interested in our clients' work and their processes. We are committed to learning and discovery, and we incorporate creativity above all else while addressing the demands of our projects. We strive for open communication and enforce iterative reviews to achieve the best possible outcomes. We value our experience and continue to share our accumulating knowledge with creative clients.

CONTACT INFORMATION

Stephanie Goode

stephanie@heliotropedesign.com e m 510 967 1483

www.heliotropedesign.com w o 510 532 8591



CONSULTING

The term implies everything and nothing in particular until an interpretation is attached. Consulting is another service that offers more: a commitment to understanding your business or organizational objectives and processes; a relationship built on the accumulation of mutual respect and trust; a proactive response to creating opportunities for achieving your goals.

Explicit examples of outcomes from consulting services include: organizational strategy, design and creative direction, custom language development for internal and public communications, research and reporting, and concept development.

UNCATEGORIZED

Many ideas become partially realized yet remain relevant or significant for other emerging ideas. Some ideas are small enough to be considered incremental steps to other projects. Every project has a history and the act of documentation of this history is an essential part of this practice. This designation includes many crossover projects that belong to each category of project type.

DESIGN

The realm of design integrates exploration of concepts, experimentation, the development of concept into a specific use, solving problems, the design of delivery systems (ie., platforms), and building a foundation for the future generation of ideas. Design is innate to the processes involved in the development of visual style, branding, digital and printed communications, information delivery and products such as web portfolios and ecommerce solutions.

TECHNICAL

Typically design and technical skill are not practiced simultaneously and are privileged differently during project and product development. Technology is integral to practically every mode of business and organizational development. Usable and successful products are a result of a balanced confluence of design spirit and technical know-how.

Technology services are implicit in every project, including: website buildout, graphics production, photography, information management and delivery systems, infrastructure, and project management.