

# Mooberry

PORTFOLIO

## Awards – more than 160 total

- 6 – New York Festival Awards
- 3 – Summit Emerging Media Awards
- 3 – MarCom Awards
- 11 – Summit Awards
- 12 – Horizon Awards
- 13 – W3 Awards
- 10 – Hermes Creative Awards
- 3 – Davey Awards
- 3 – Interactive Media Awards
- 2 – LA Addy's
- 2 – One Show Awards
- 4 – Communicator Awards
- 10 – Web Marketing Association Awards



Plus awards from Webby's, London International, Axiem, California Tourism, Flash Forward, LuLu, Apex, American Graphic Design, and International Web Page Awards

- 20th Television
- Amblin Entertainment
- ASSA ABLOY
- Bandai
- Bose
- Census for Coral Reefs
- Columbia/Tristar
- Deloitte
- DirecTV
- Electronic Arts (EA)
- FOX
- GRAMMY
- Hilton Hotels
- Honda
- IGN
- ISUZU
- John Sculley
- Kawasaki
- LIONSGATE
- LA Kings
- Lexus
- Mattel
- MD Live
- Metro Goldwyn Mayer (MGM)
- Miller Brewing
- Monterey Bay Aquarium
- Nickelodeon
- Paramount Pictures
- Pepsi
- Pioneer
- Rand McNally
- Robb Report
- SANYO
- Smithsonian Institution
- SONY
- Sony Pictures
- Southern California Edison
- Toon Disney
- Touchstone Pictures
- Toyota
- Universal Pictures
- Universal Studios Theme Parks
- Verizon
- Walt Disney Parks & Resorts
- Warner Bros
- Wells Fargo
- Wolfgang Puck
- Zildjian

## Past Clients


## Featured Publications

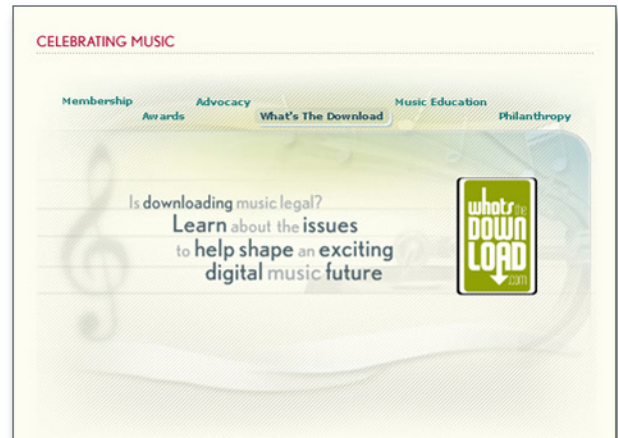


- Ad Week
- Forbes
- Print Magazine
- Entertainment Weekly
- How Magazine
- Graphic Design: USA
- Yahoo!
- Variety

# WEBSITES

An abstract graphic consisting of several overlapping, flowing blue waves that sweep across the lower half of the page. The waves are rendered with a gradient, transitioning from a deep blue to a lighter, almost white blue, giving them a three-dimensional, ethereal appearance. The overall effect is one of dynamic movement and modern design.

CASE STUDIES - WEBSITES



**PROJECT:**  
GRAMMY.com

**CLIENT:**  
The Recording Academy

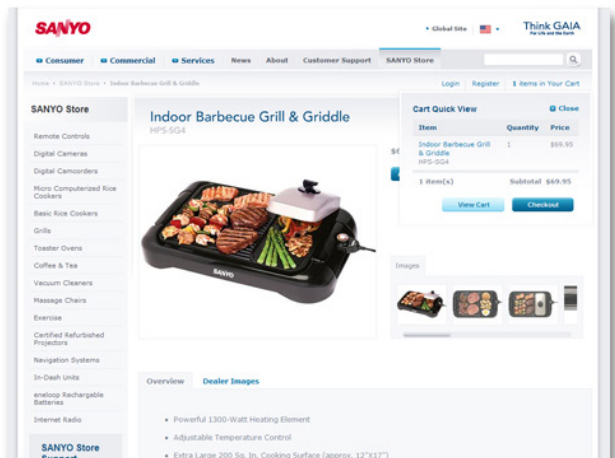
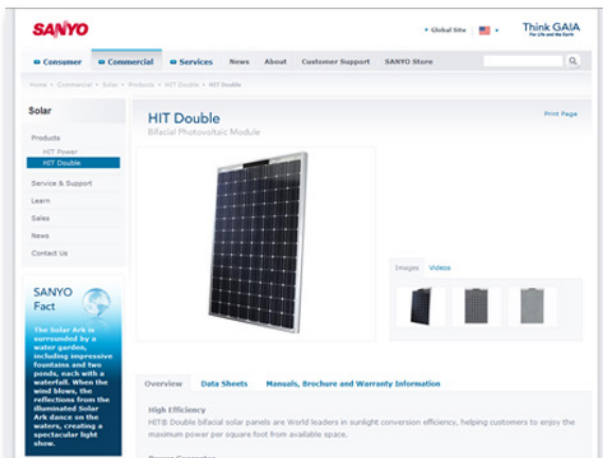
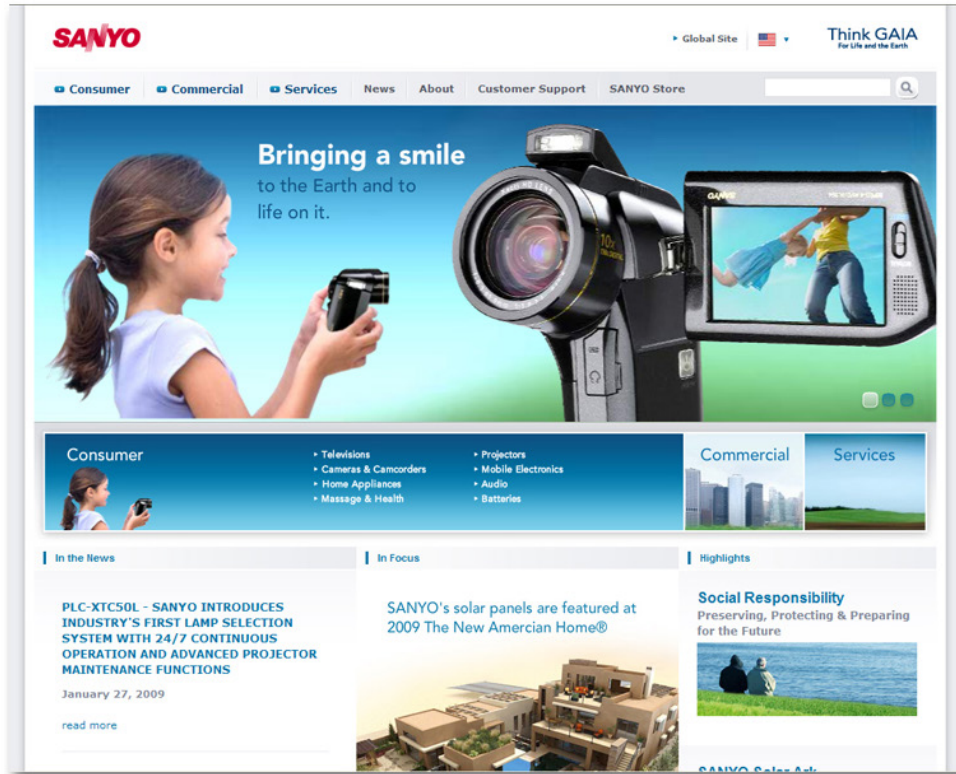
**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

We were selected to redesign the Web site for The Recording Academy and the GRAMMY's. As part of our brand strategy, we proposed unifying all of the various brands into one online destination - GRAMMY.com - a destination for all things GRAMMY. The new site featured videos for the first time and an interactive media bar that highlights unique GRAMMY Moments.



CASE STUDIES - WEBSITES

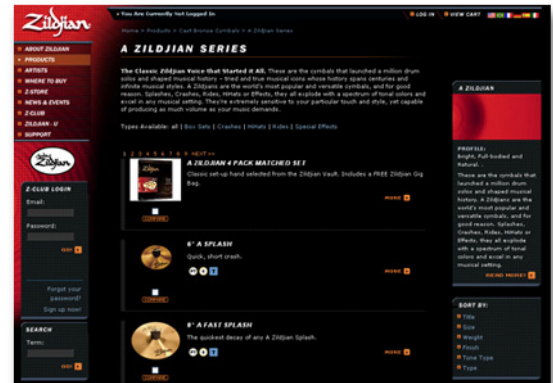
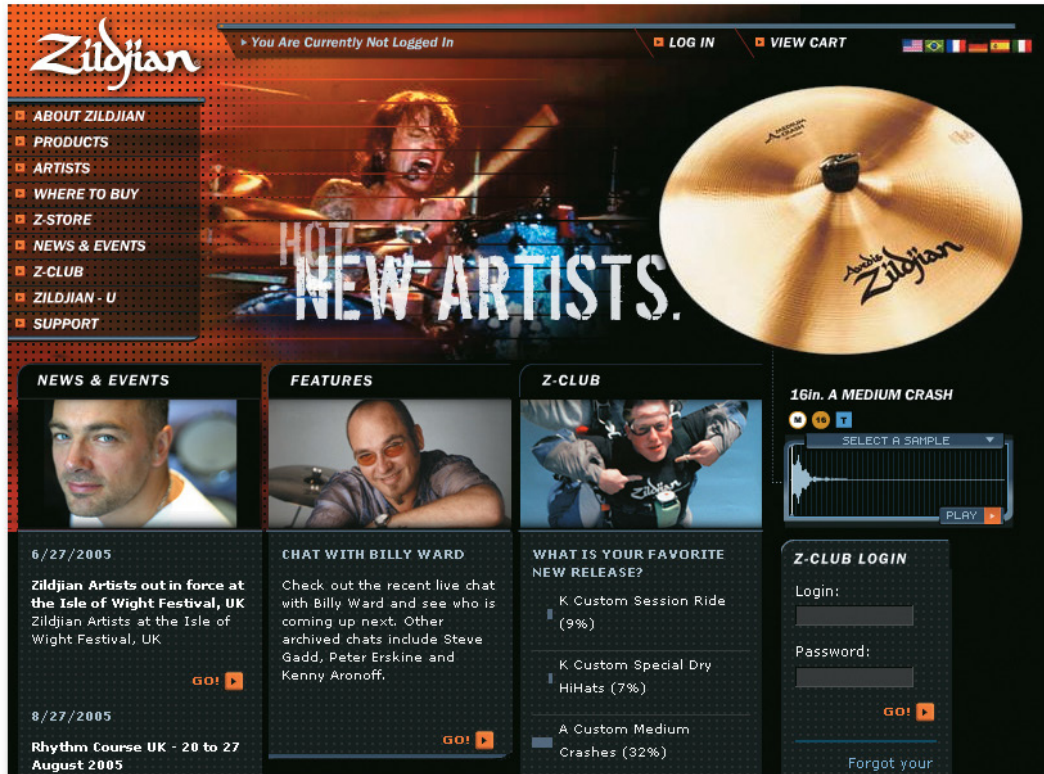


**PROJECT:**  
SANYO North America Web Site

**CLIENT:**  
SANYO

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
The SANYO project involved a complete redesign of the site including restructuring the navigation to be more intuitive for users and the development of a content management system on the backend. By closely following our process, we were able to reduce the average number of clicks from five to just two to reach to a product detail.



**PROJECT:**  
Zildjian Web Site

**CLIENT:**  
Zildjian

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

The industry leader since 1687, Zildjian's online brand was redefined with a visually rich website that is full of features, like a content management system controlling more than 1,100 products and 400 artists, a drag-and-drop cymbal configurator, and the Z Club - a community where users can take polls, chat and share their chops.



WOLFGANG PUCK  
COOKING SCHOOL

CALL US: 1 (800) 670-COOK (2665)

[TRY IT NOW](#) [LOG IN](#)

## LEARN TO CREATE DELICIOUS MEALS LIKE WOLFGANG PUCK!

Cooking is easy when you learn from the best

- Online videos taught by Wolfgang
- Full shopping lists and meal plans
- Wolfgang's secrets to great flavor
- Suitable for all skill levels
- Viewable on desktop, tablet, and mobile!



**PLAY VIDEO**

**YES! I want to cook delicious meals!**

**START YOUR 14-DAY FREE TRIAL TODAY!**

Name

Email

[TRY IT NOW!](#)

\*Experience the Wolfgang Puck Online Cooking School absolutely FREE for 14 days! If you are not satisfied for any reason, there is no obligation and you can cancel at any time. If you enjoy learning from Wolfgang then simply pay \$9.95 per month AFTER the trial ends and you can continue to access all of the recipes, videos, courses, meal plans and more.

WATCH, LISTEN AND LEARN IN HIGH DEFINITION FROM THE MASTER CHEF HIMSELF!



Unlimited access to entire library of courses and recipe lists/videos



Step-by-step recipes, photos and demo videos



Wolfgang's personal secrets, tips & how-to's



New online cooking courses added each week!

**IMPRESS YOUR FAMILY AND FRIENDS WITH YOUR NEWFOUND COOKING ABILITIES!**

[TRY IT NOW!](#)

### ACCESS EXCLUSIVE AND NEW RECIPE LISTS AND VIDEOS DIRECTLY FROM WOLFGANG!

Whether you're an avid chef looking to perfect your skills or a beginner looking for inspiration and new ideas, Wolfgang's expertise will help you along the way. His detailed video instructions and step-by-step recipes are easy to follow regardless of your skill level.

**Step-by-Step Instructions with color photos:**



**Full length videos led by Wolfgang for every recipe:**



**Printable recipe cards and shopping lists for easy meal planning:**




ASK COOKING QUESTIONS TO WOLFGANG - AND HE AND HIS EXPERT CULINARY TEAM WILL ANSWER YOU!

[START TODAY!](#)

#### ABOUT WOLFGANG

The name Wolfgang Puck is synonymous with the best of restaurant hospitality and the ultimate in all aspects of the culinary arts.


**Learn Wolfgang's Personal Cooking Secrets!**  
[Start Your Free Trial Today!](#)



#### WOLFGANG REVEALS HIS SECRETS!

Learn tips and techniques from the master, from preparing the creamiest scrambled eggs to perfectly browned butter and his famous pizza dough.

**Start learning from the master today!**



#### COOKING IS EASY WITH THE WOLFGANG PUCK ONLINE COOKING SCHOOL!

No need to enroll in expensive brick-and-mortar cooking classes. Now you can learn from the master chef himself from the comfort of your own home.

- Easy to follow online HD videos with step-by-step instructions.
- All courses taught by Wolfgang himself
- Create meal plans and shopping lists
- Chat & exchange recipes with other members
- No contracts - cancel anytime

[TRY IT FREE FOR 2 WEEKS!](#)

**PROJECT:**  
Wolfgang Puck Cooking School

**CLIENT:**  
WPCS

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
The name Wolfgang Puck is synonymous with the best of restaurant hospitality and the ultimate in all aspects of the culinary arts. Wolfgang Puck hosted his online cooking school, which featured more than 140 video recipes, his secrets to great flavor, and a long list of useful information and interactivity.





**PROJECT:**  
Icehouse

**CLIENT:**  
Miller Brewing

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

As the interactive agency of record for the brand, we completely redesigned the Icehouse.com site, incorporating several promotional programs that have been integrated into the overall look and feel of the site, including this example for the 'MAXIM Hometown Hotties' promotion.



CASE STUDIES - WEBSITES



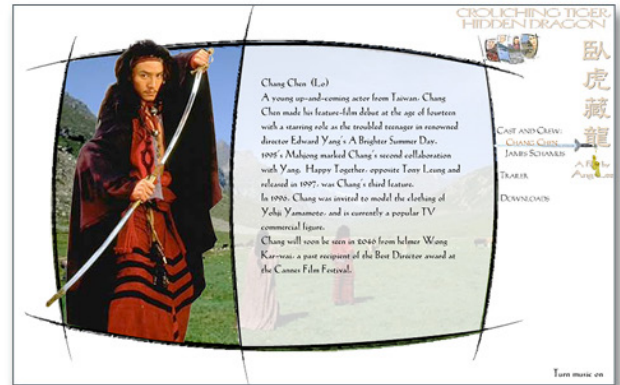
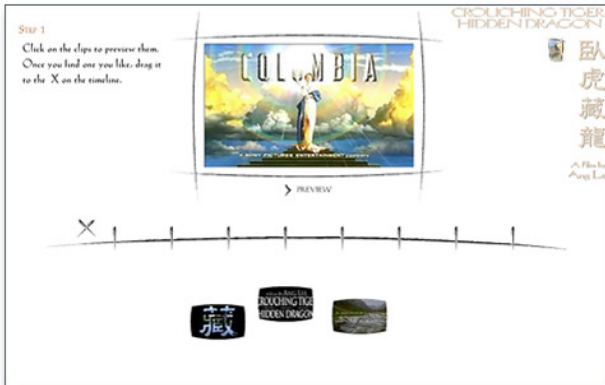
**PROJECT:**  
Robb Report

**CLIENT:**  
Curtco Media

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

The brand synonymous with the ultra luxury market selected my team to redesign their website - RobbReport.com. The site design is the epitome of elegance and sophistication. At the heart of the site is the Robb Report Marketplace where visitors can make online acquisitions of Limited Edition packages, with price tags as high as \$2 million.



**PROJECT:**  
Crouching Tiger/Hidden Dragon

**CLIENT:**  
Columbia TriStar International

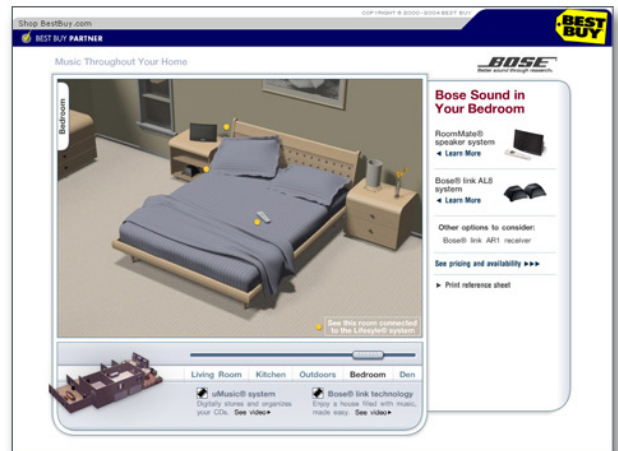
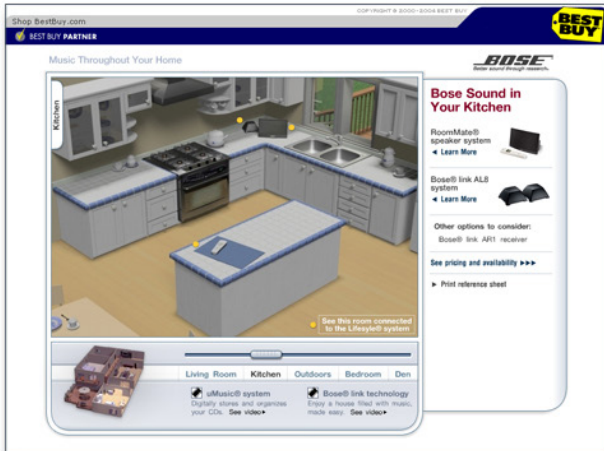
**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
My team designed and developed the official website for this film with a completely unique navigation system and unprecedented interactivity. In addition, we developed a 'Create Your Own Trailer' activity, which was unprecedented at the time. This viral component garnered a record number of email addresses setting a major milestone for the studio.

A decorative background featuring several overlapping, flowing, wavy bands of a vibrant red color. The bands have a soft, ethereal quality with some transparency, creating a sense of movement and depth. They are set against a plain white background.

# INTERACTIVE EXPERIENCES

CASE STUDIES - INTERACTIVE EXPERIENCES



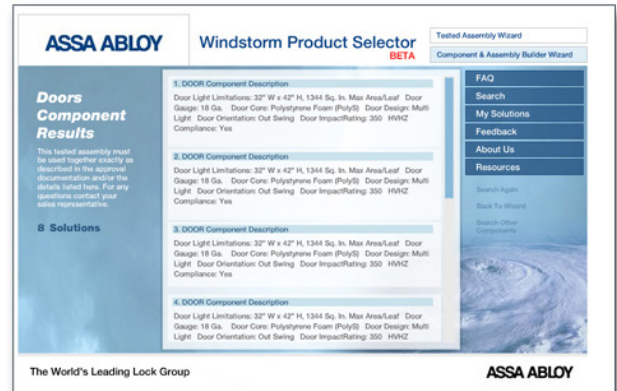
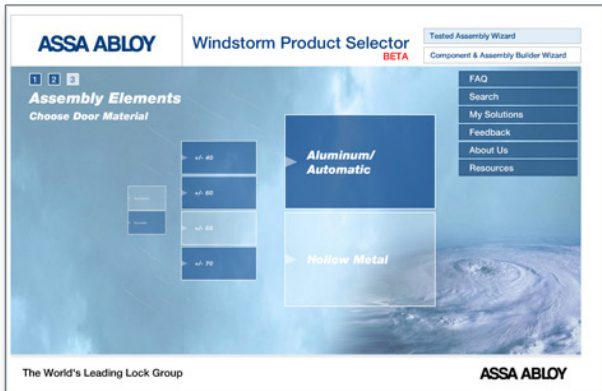
**PROJECT:**  
Bose Homewide Entertainment

**CLIENT:**  
Bose Corporation

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
My team was tasked with building a site that is both educational and informational. The solution was to create a dual-panel design that brought these two storytelling aspects together in a seamless way. The 3D home environment is exciting to navigate and displays each product in use, and also reveals close-up views on product rollover.



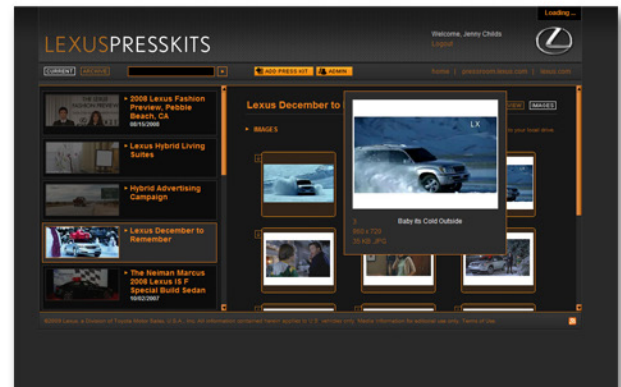
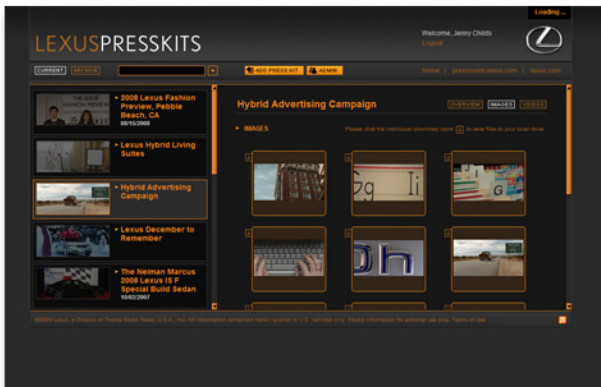
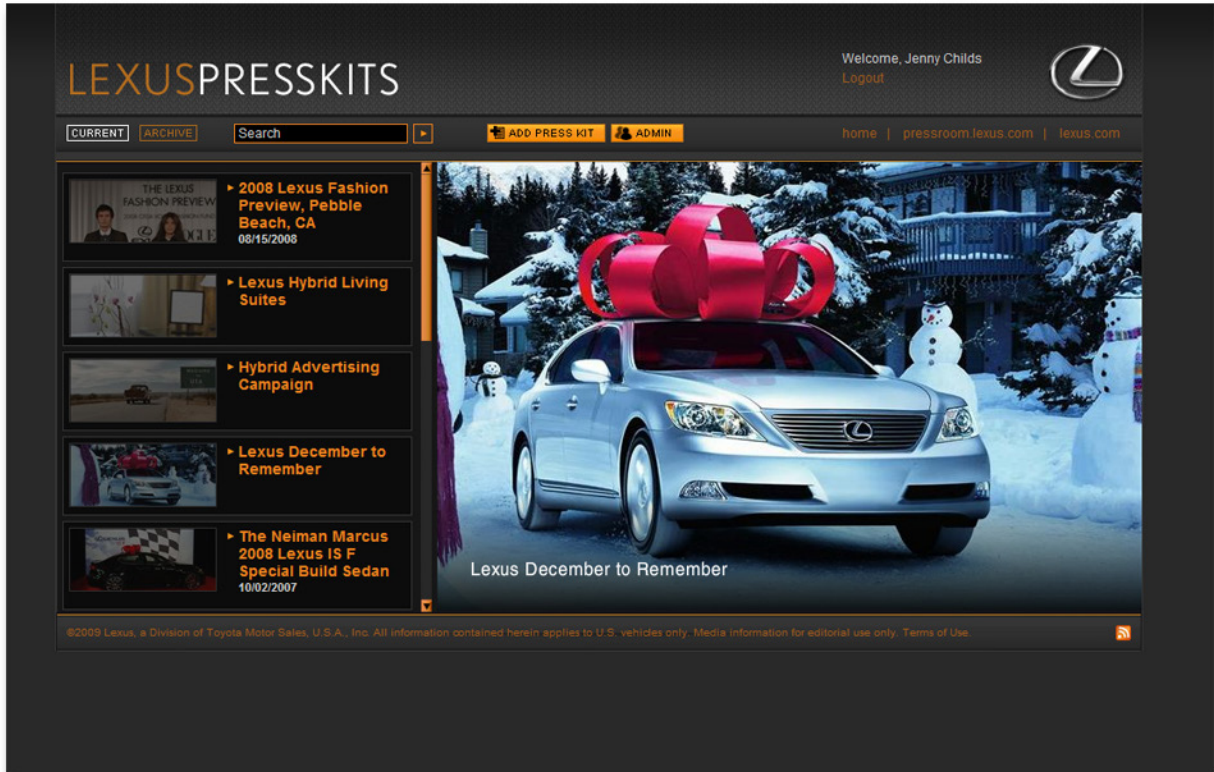


**PROJECT:**  
Windstorm Product Selector

**CLIENT:**  
ASSA ABLOY

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
Meeting building code requirements is serious business, especially in areas prone to hurricanes and tornados. To guide building professionals to the right door solution (which includes the frame, hinges, lock and related hardware), An elegant interface was developed that steps the user through the design considerations to arrive at a short list of options that comply with the codes.

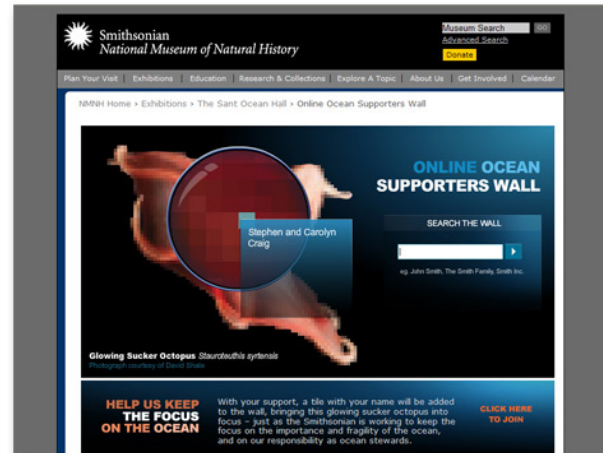
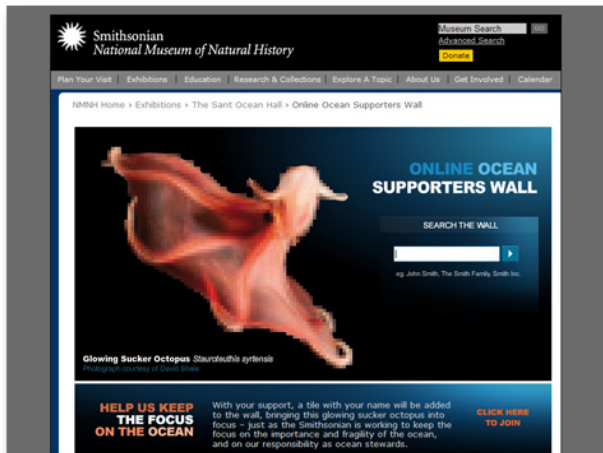
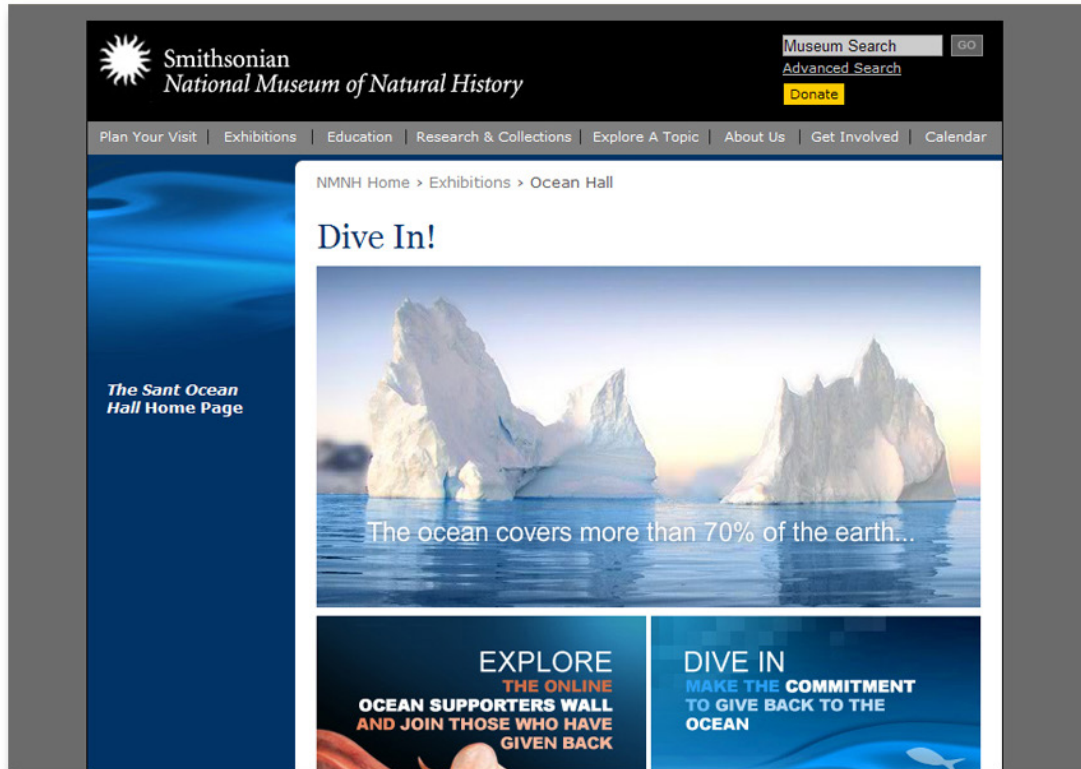


**PROJECT:**  
Lexus Online Press Kit

**CLIENT:**  
Team One

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
Contracted by Team One, the assignment was to design and develop an online press kit for Lexus. The kit was driven by a content management system that featured extended editing and uploading capabilities for managing press kit content such as text, photos and videos. The use of high-level programming allowed for a streamlined interface that made content management a much easier task than previous work flows.



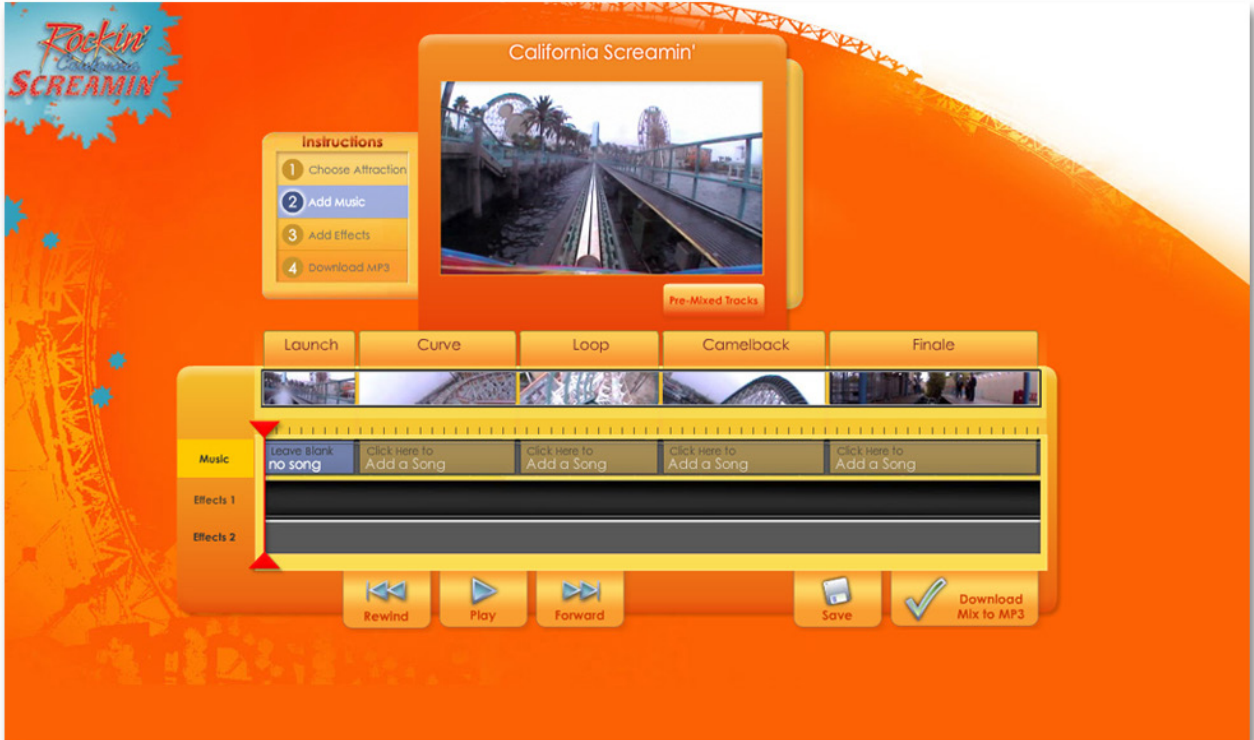
**PROJECT:**  
Sant Ocean Hall Donor Site

**CLIENT:**  
Smithsonian National Museum of Natural History

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
We worked closely with the team at the museum to develop an online website for supporters and contributors for the new Sant Ocean Hall. The image of an octopus was used and each contributor was matched to a pixel in the image. Donor information could be discovered when rolling over the image.





**PROJECT:**  
Attraction Audio Mixer

**CLIENT:**  
Walt Disney Parks & Resorts  
Online

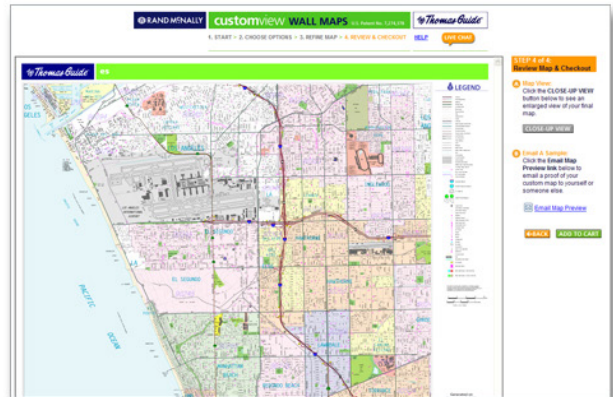
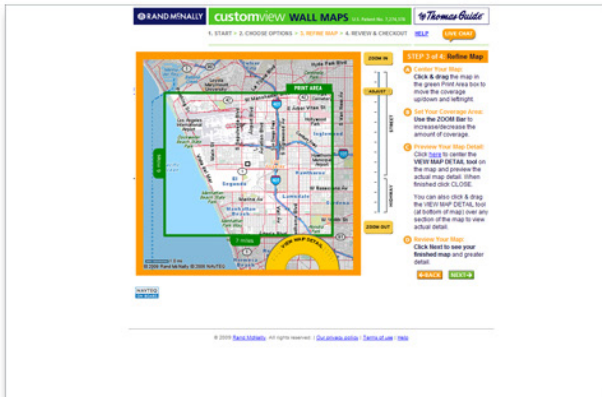
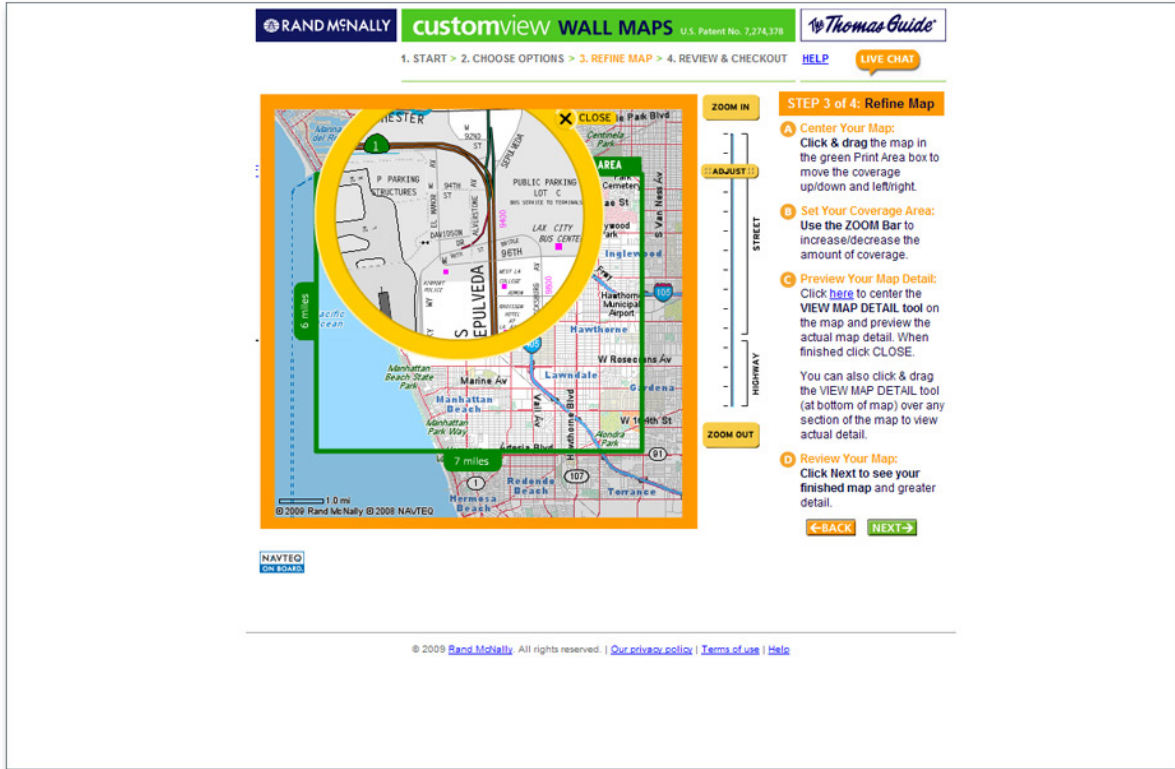
**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

Me and my team were selected to develop an online audio mixer for Walt Disney Parks and Resorts Online. Users were able to mix audio tracks and add real time effects to a video clip from one of two ride attractions. The clip could then be saved as an MP3 and replayed on the actual ride.



CASE STUDIES - INTERACTIVE EXPERIENCES



**PROJECT:**  
CustomView Wall Maps

**CLIENT:**  
Rand McNally

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
Rand McNally was in search for a partner that could create the right user experience for their online custom wall map application. We created the interface that allows users to preview their custom map and then use a magnifier to see the level of detail in their custom map to scale before ordering.



**PROJECT:**  
Iceland Promotion

**CLIENT:**  
Icehouse/Miller Brewing

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
For their "Icehouse Gets You Goin to Iceland" promotion, we created a highly successful and interactive site rich with virtual hostess videos. Rather than have users read through volumes of text, the hostesses describe the details of the promotion in a fun and engaging style.





**PROJECT:**  
Honda Civic Micro Site

**CLIENT:**  
Honda/La Agencia de Orca

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
La Agencia de Orca wanted to reach the Latino consumer with a promotional site for the Honda Civic and turned to my team to develop the interactive experience. Based on La Agencia's creative direction, we collaborated on an award-winning website that had a lot of interactivity, including an audio mixer that allowed users to create their own mix tracks.

# DIGITAL PRESENTATIONS

The image features a white background with the text "DIGITAL PRESENTATIONS" centered in a black, sans-serif font. Below the text, there are several overlapping, wavy, purple lines that create a sense of motion and depth, resembling a stylized wave or a series of flowing ribbons. The lines are in various shades of purple, from light lavender to a deeper, more saturated purple, and they curve and overlap in a way that suggests a three-dimensional space.





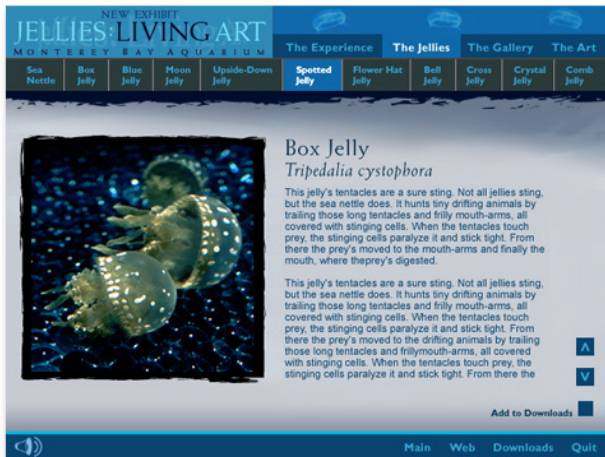
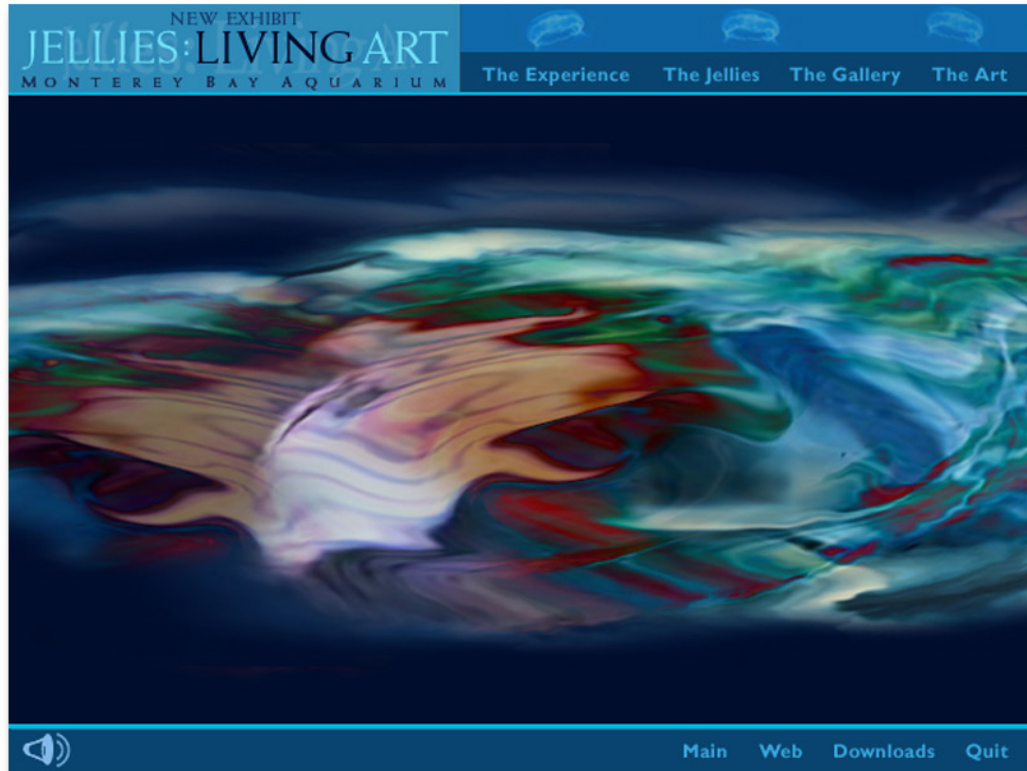
**PROJECT:**  
Bose/Ferrari 599 GTB Fiorano

**CLIENT:**  
Bose Corporation

**MEDIUM:**  
Web / Kiosk

**BRIEF DESCRIPTION:**  
To demonstrate the Bose Premiere Sound System developed for the Ferrari 599GTB Fiorano, my team developed an interactive storytelling experience that was originally developed for a kiosk and then repurposed for the web. The interactive experience proved to be a compelling way to highlight all of the features of the extraordinary sound system.

CASE STUDIES - DIGITAL PRESENTATIONS



**PROJECT:**  
Jellies: Living Art Press Kit

**CLIENT:**  
Monterey Bay Aquarium

**MEDIUM:**  
Interactive Press Kit

**BRIEF DESCRIPTION:**  
To announce the opening of the "Jellies: Living Art" exhibit, the Monterey Bay Aquarium contracted with my team to create an interactive press kit. The kit features video clips of the Jellies and interviews with the staff. A 'wish list' feature allows the media to select photos and text and then download the collected elements for creating their stories.





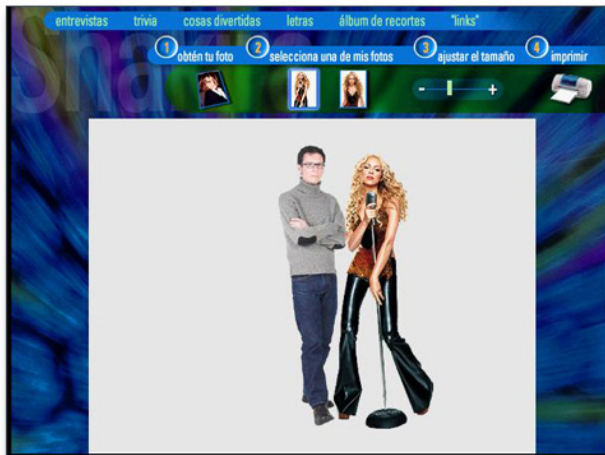
**PROJECT:**  
JetSki Product Launch

**CLIENT:**  
Kawasaki

**MEDIUM:**  
Interactive Product Launch

**BRIEF DESCRIPTION:**  
Our experience developing interactive press kits was just what Kawasaki was looking for to launch their new line of Jet Skis. The client's only direction was that it needed to have a "bright sunny day" look. Working under intense deadlines, We developed an amazing press kit in time for the launch with the media.





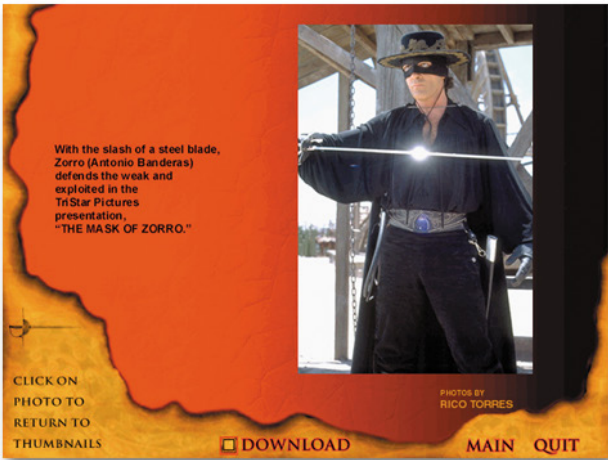
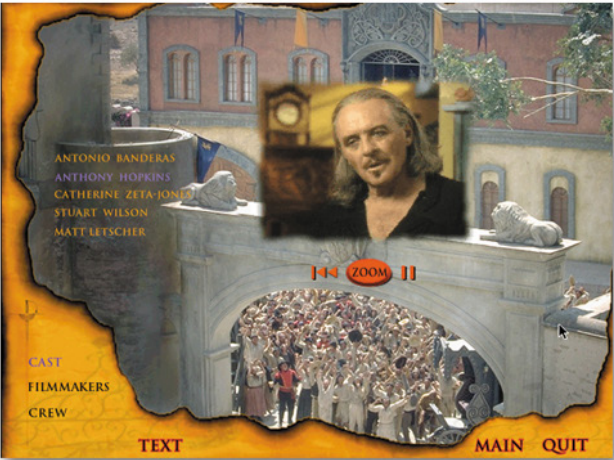
**PROJECT:**  
Shakira

**CLIENT:**  
Pepsi International

**MEDIUM:**  
Interactive CD-ROM in the lid of a fountain beverage

**BRIEF DESCRIPTION:**

This was the first CD-ROM to be distributed in the lid of a fountain beverage. We were tasked with the creative responsibilities for developing the CD for Pepsi and featuring the talents of Shakira. Our strategy included a trivia quiz with audio and video clips of Shakira, a 'create your own scrapbook,' and 'get your picture with Shakira' which allowed users to import their picture, compose it with a picture of Shakira and then print or save the composite image.



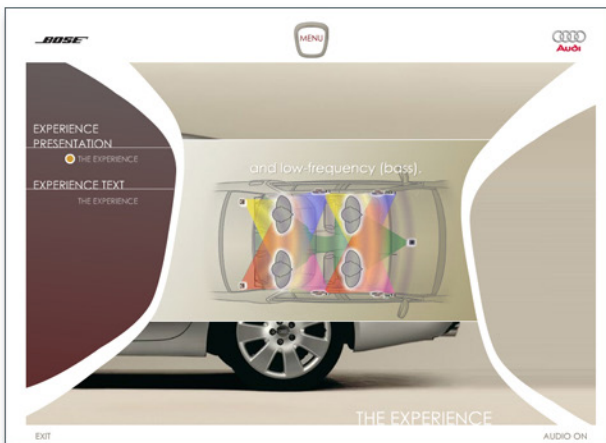
**PROJECT:**  
The Mask of Zorro Press Kit

**CLIENT:**  
Columbia/TriStar

**MEDIUM:**  
Interactive Press Kit

**BRIEF DESCRIPTION:**  
We pioneered the concept by creating the movie industry's first CD-ROM Press Kit in the early '90s. We realized that CDs were the ideal way to deliver high resolution, original quality images, representing a solution to a problem that had been plaguing media outlets for many years and long before Internet speeds were up to the task. We also introduced the idea of incorporating digital video clips of the trailer and interviews with the cast and filmmakers, which proved extremely helpful in getting the attention of journalists and the media from all of the other press kits .





**PROJECT:**  
Bose/Audi A6 Premiere Sound System

**CLIENT:**  
Bose Corporation

**MEDIUM:**  
Interactive Demonstration

**BRIEF DESCRIPTION:**  
Based on the success of the CD-ROM for the Audi A8, Bose entrusted my team to repeat the task of re-creating the experience of the Premiere Sound System in the Audi A6 without actually having the system to demonstrate. We developed an interactive demonstration and used animation and digital storytelling to communicate all of the features and benefits of this remarkable sound system to both dealers and consumers.





**PROJECT:**  
EA Action Games

**CLIENT:**  
Electronic Arts

**MEDIUM:**  
Trade Show Interactive  
Promotional Presentation

**BRIEF DESCRIPTION:**  
As a promotion and PR tool for the E3 conference, Electronic Arts turned to my team to design an interactive presentation that featured eight of their most popular action/adventure games at the time. This was the first of its kind promotional presentation for EA but soon became the standard for distribution of promotional elements, such as screen shots of the game, trailers and other game-related content.



**PROJECT:**  
Schindler's List Press Kit

**CLIENT:**  
Amblin Entertainment

**MEDIUM:**  
Interactive Press Kit

**BRIEF DESCRIPTION:**  
The interactive press kit for the film "Schindler's List" marked our foray into interactive and the industry's first Digital Interactive Press Kit. The kit not only provided an interface for all of the press materials for the film but also touched on the poignant topics in the companion Study Guide, which was used as an educational tool in conjunction with the film.

# GAMIFICATION

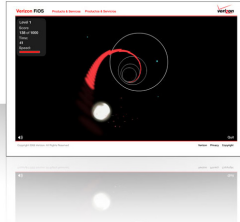
The background of the page is a white space with a decorative graphic at the bottom. This graphic consists of several overlapping, wavy, ribbon-like shapes in various shades of green, ranging from a light, almost white green to a vibrant, saturated green. The waves flow from the left side towards the right, creating a sense of movement and depth. The overall aesthetic is clean, modern, and professional.



# Interactive Games



Icehouse: Keg Toss



Verizon: Catch The Light



NATPE: Road to New Orleans



Icehouse: Ice Rally



MBA: Jellies Match



Skateboard Project



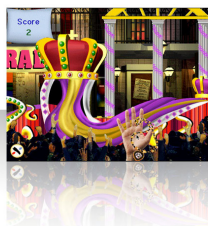
Honda: Dance



NATPE: Jazz Club



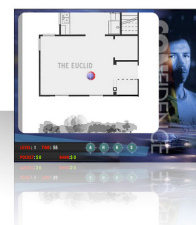
NATPE: Slots



NATPE: Mardi Gras



Drowning Mona: Lawnmower Chase



Confidence: The Big Score

# Interactive Party Planner



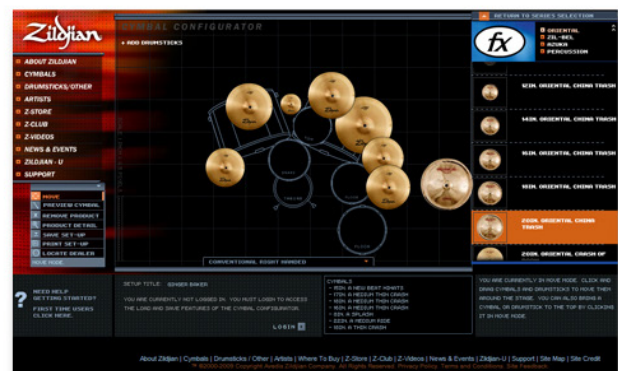
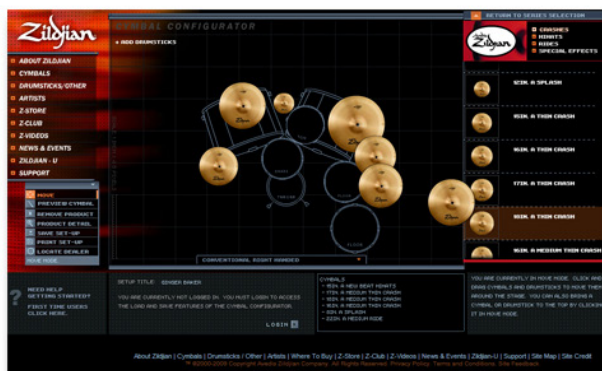
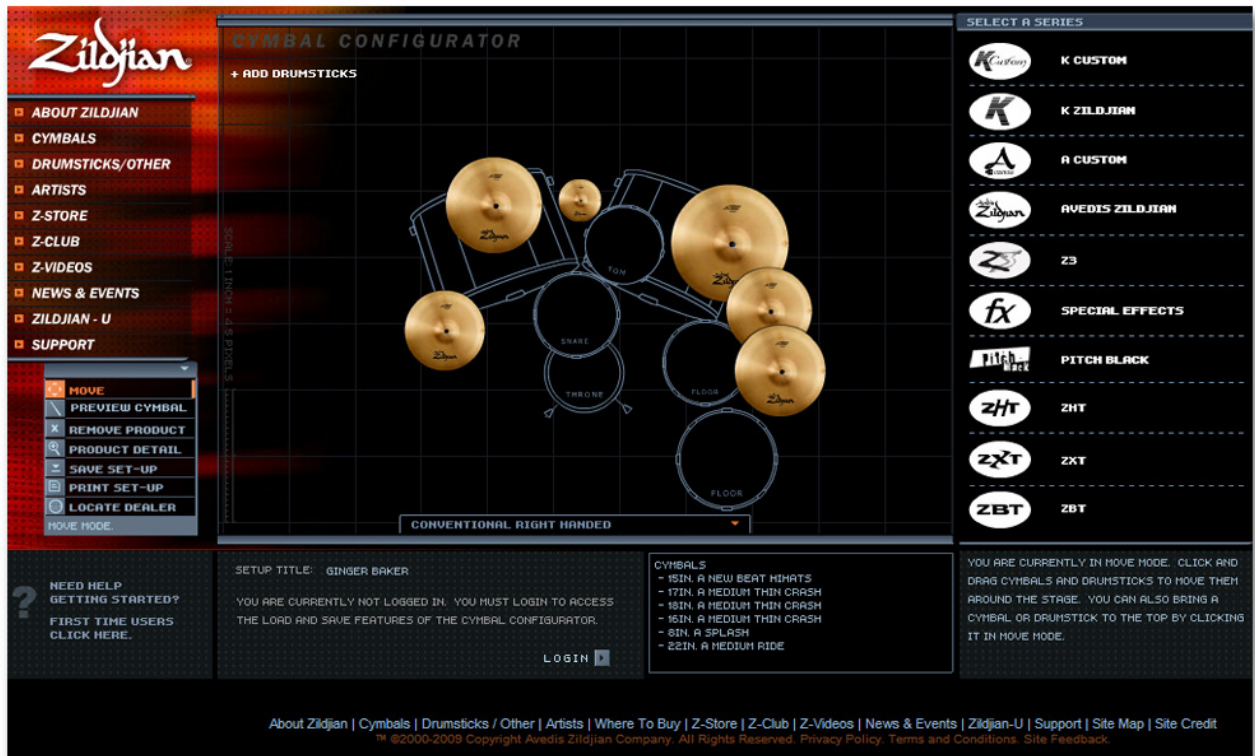
**PROJECT:**  
Interactive Party Planner

**CLIENT:**  
Margaritaville/Jarden

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
For the Margaritaville promotional site, my team created an interactive application that allows users to create and send e-invitations! Through a fun and interactive process, users select the libations, the eats and the attire - and then build a custom invitation through a drag 'n drop interface - then they can send it to all of their friends and track RSVPs.

# Product Configurator



**PROJECT:**  
Cymbal Configurator

**CLIENT:**  
Zildjian

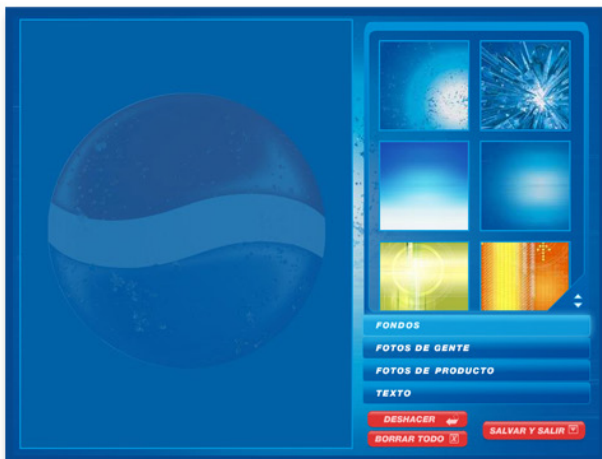
**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

As part of the overall assignment for Zildjian.com, my team created a cymbal configurator. Users can choose their favorite drummer or can choose from over 1,100 products and drag-and-drop them to create their own custom configuration. Then, by clicking on the cymbals, they can play them and sample the sounds of each cymbal with astonishing quality and even play a drum solo in real time.



# Media Customizer



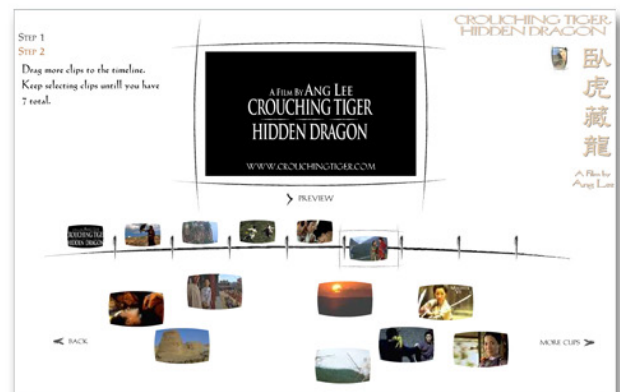
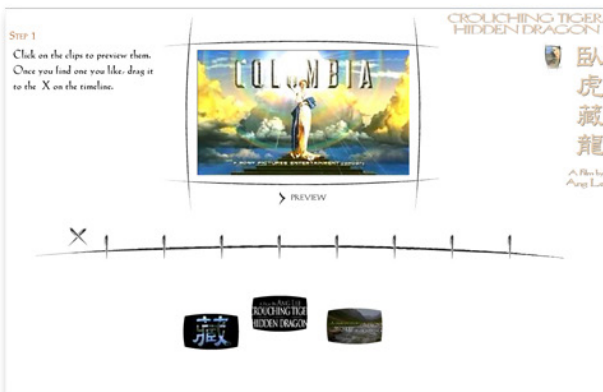
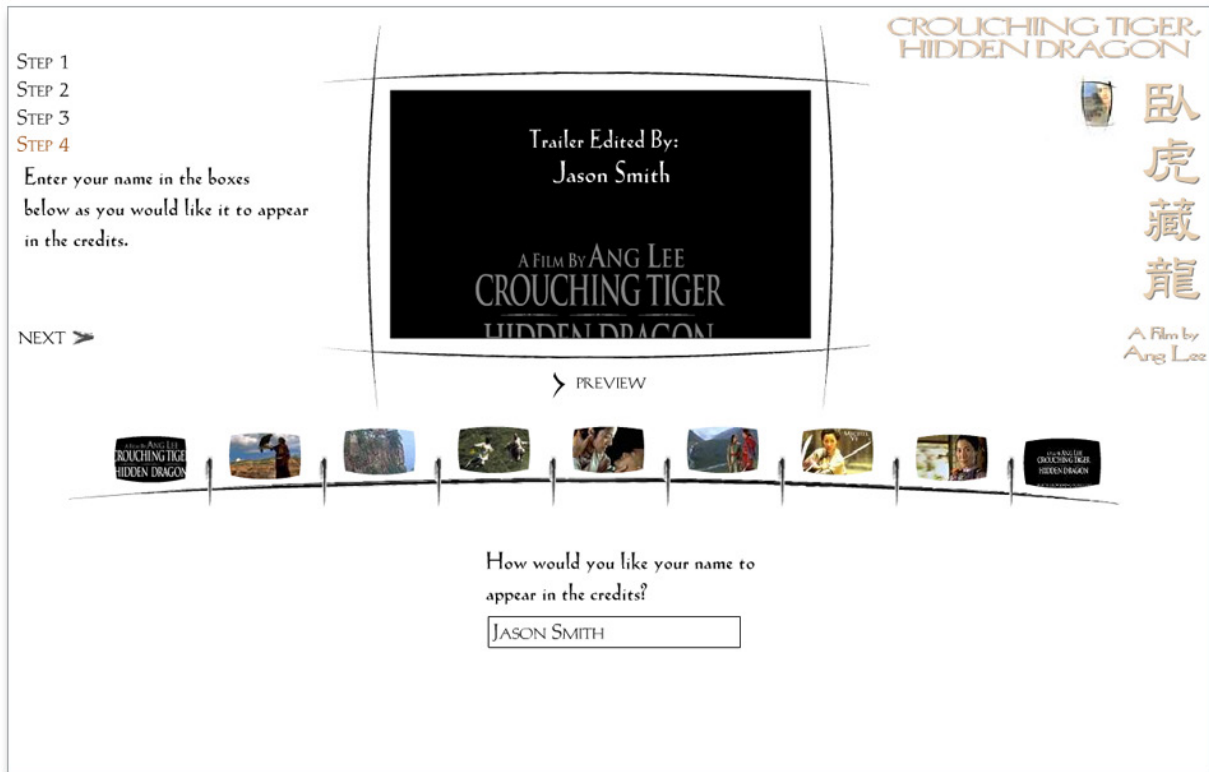
**PROJECT:**  
Pepsi Ad Builder

**CLIENT:**  
Pepsi Mexico/Brimagy

**MEDIUM:**  
Interactive Kiosk

**BRIEF DESCRIPTION:**  
As part of an interactive marketing survey, we created an 'ad builder' application that allowed college students throughout Mexico to create and save their own Pepsi-branded ads through a drag and drop media customizer. This engaging activity was very popular making it a huge success for Pepsi.

# Create Your Own Trailer



**PROJECT:**  
Crouching Tiger/Hidden Dragon

**CLIENT:**  
Columbia/TriStar Pictures Intl.

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
This was an online viral marketing tool long before the term was made popular. Users could drag 'n drop clips from a library to the time line to build their trailer, add one of three soundtracks and then add their name to the end credits before sending to a friend. The response from users was overwhelming as measured by the number of trailers fans created.

# Online Audio Mixers



**PROJECT:**  
Online Audio Mixers

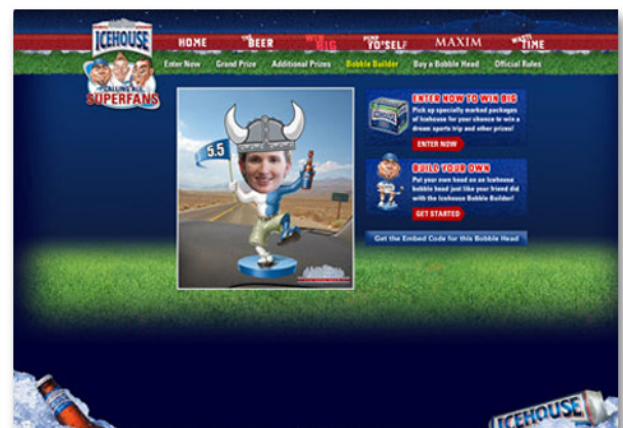
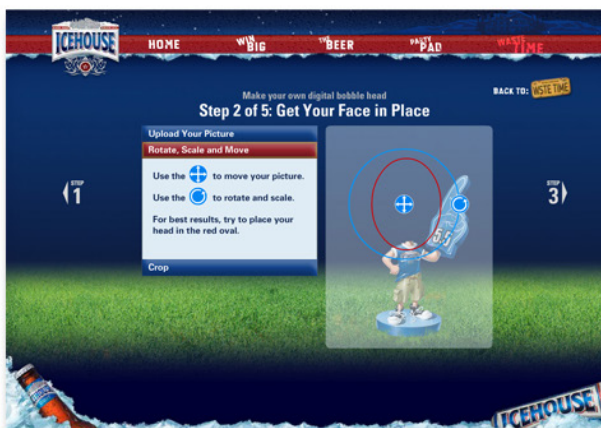
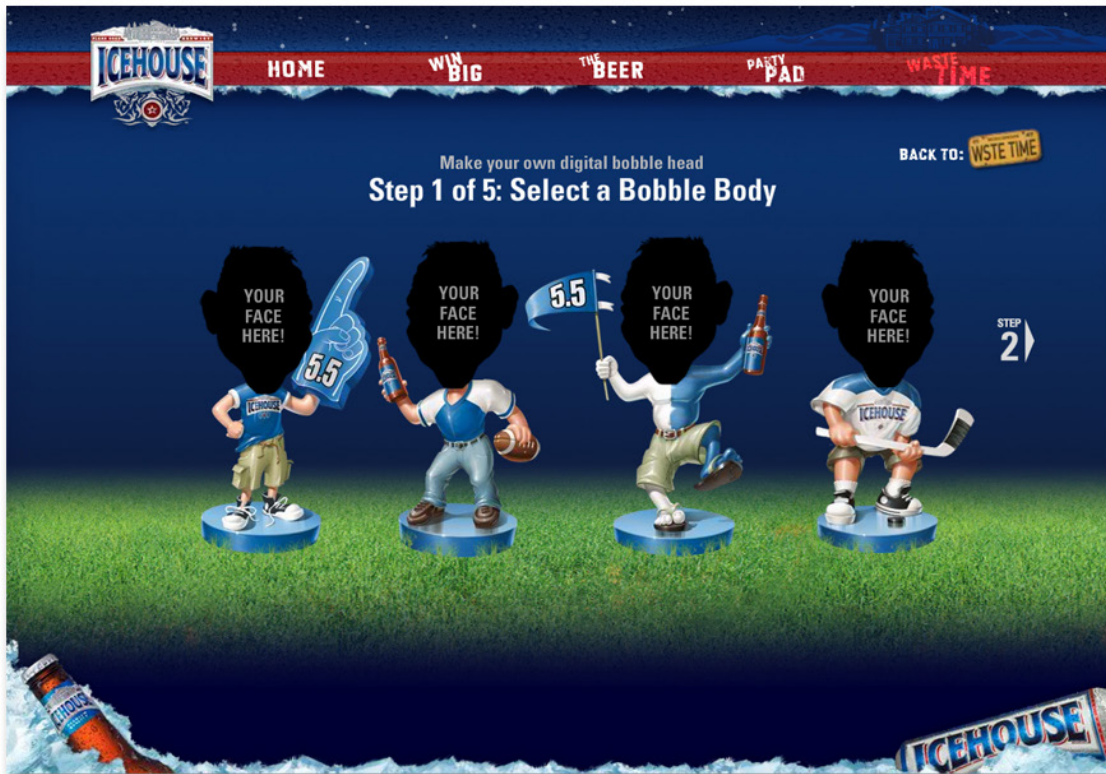
**CLIENT:**  
Various

**MEDIUM:**  
Various

**BRIEF DESCRIPTION:**  
This portfolio demonstrates extensive experience creating engaging interactive applications, including online audio mixers. Audio mixers are great for getting users to interact with your brand and to virally spread your marketing message.



# Bobblehead Builder



**PROJECT:**  
Bobblehead Builder

**CLIENT:**  
Icehouse/Miller Brewing

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**

As part of one of the Icehouse promotions, my team developed a "Bobblehead Builder" application. Users could pick from one of four bobblehead styles, upload and crop their photo, apply accessories and save a virtual bobblehead - then order a custom bobblehead of their own.

# Interactive Time Lines



**PROJECT:**  
Interactive Time Line

**CLIENT:**  
Various

**MEDIUM:**  
Web

**BRIEF DESCRIPTION:**  
Interactive time lines are a great way to engage users with your brand and have them explore significant milestones in your history. My team and I have created a number of different interactive time lines for clients over the years.



**PROJECT:**  
London Strategic Alliance

**CLIENT:**  
Hilton Hotels

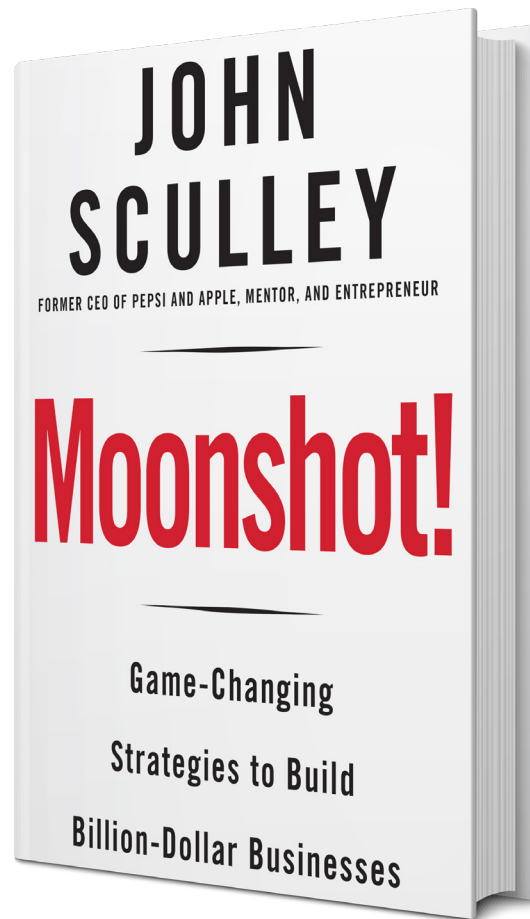
**MEDIUM:**  
Digital Presentation

**BRIEF DESCRIPTION:**  
This attention-getting speaker presentation was created for a speech for the president of Hilton at the global alliance meeting between Hilton Hotels and Hilton International in London for which he received a standing ovation. My team was very instrumental in the branding process of creating the interim Hilton Worldwide brand. The Hilton brand is one of the most prestigious in the world and I have a long history of creating powerful brand-building presentations and storytelling animations for Hilton as well as various other clients.



# BOOK DESIGN

The background of the page is a soft, abstract composition of flowing, wavy lines in various shades of orange and peach. The lines are layered and curved, creating a sense of movement and depth. The colors transition from a pale, almost white orange at the top to a richer, more saturated orange at the bottom. The overall effect is clean, modern, and elegant.

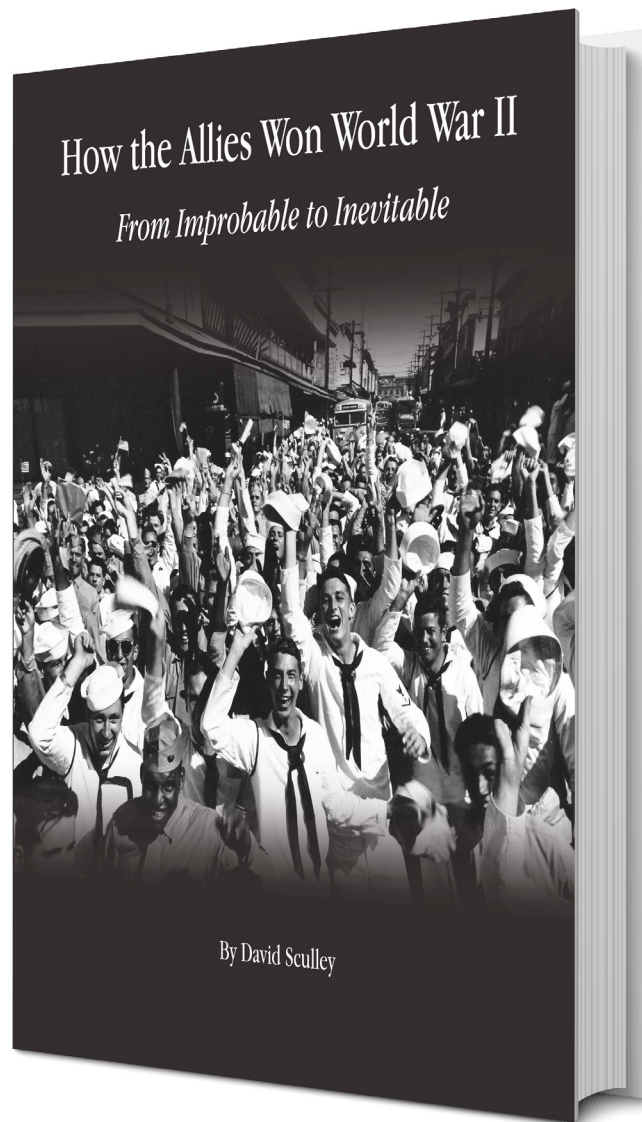


**PROJECT:**  
Moonshot!

**CLIENT:**  
John Sculley

**MEDIUM:**  
Hardcover Book

**BRIEF DESCRIPTION:**  
This exciting project involved not only the design and production of this book, but also extensive fact checking. The author, John Sculley (former CEO of Pepsi and Apple, mentor and entrepreneur), provides insightful information on "How to Build a Billion Dollar Business."



**PROJECT:**

How the Allies Won World War II

**CLIENT:**

David Sculley

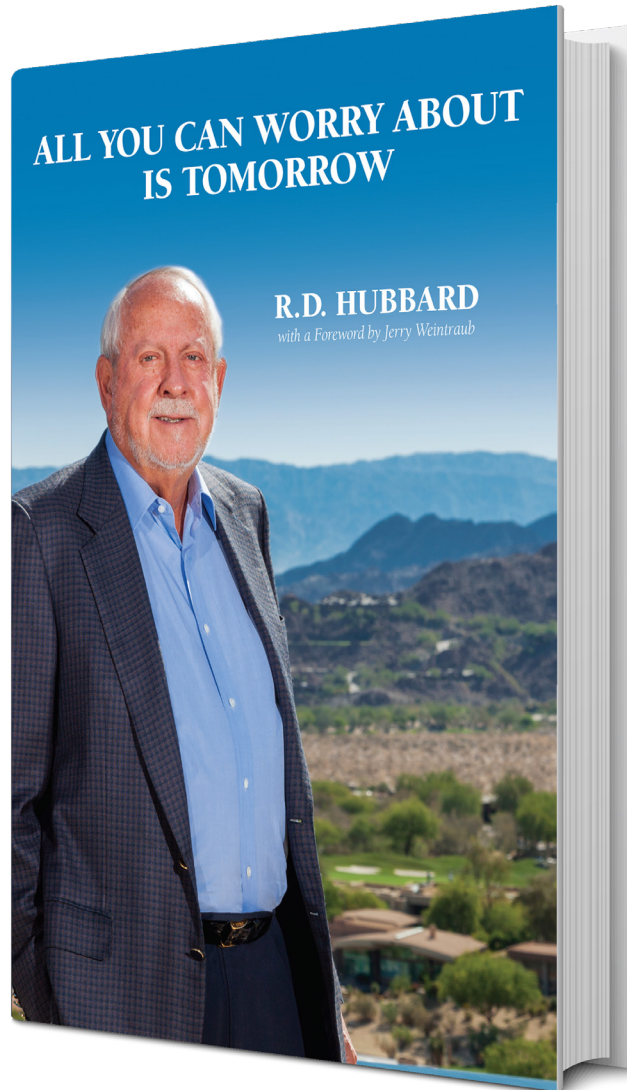
**MEDIUM:**

Hardcover Book

**BRIEF DESCRIPTION:**

This book offers an exciting look and unique perspective on the people and events of World War II. The author, David Sculley (former President & CEO of H.J. Heinz U.S.A.) looks at World War II from the point of view of a corporate executive and the decisions that were made that determined the final outcome of the war. The book is filled with photos that tell the story like never before, which I helped source.





**PROJECT:**

All You Can Worry About Is Tomorrow

**CLIENT:**

R.D. Hubbard

**MEDIUM:**

Hardcover Book

**BRIEF DESCRIPTION:**

Working on the design and artwork for this book was a great experience. Hubbard shares milestones of his own experience that could help future entrepreneurs. His unvarnished inside story reveals how he converted adversity into astonishing opportunity time and again in a colorful and inspiring life. "R.D. Hubbard's journey is the embodiment of the American Dream. Born of humble means to great success and all the while tirelessly giving back to the less fortunate to help them reach their dreams." —Goldie Hawn.