chris borowiecki portfolio sampler

Strategic Multidisciplinary Design Leadership

chris borowiecki

introduction:

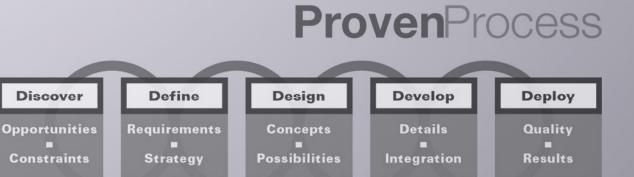
The process of design yields results both tactically **AND** strategically. It can support **any** vertical. It can strengthen **any** initiative. The approach and qualities of conscientious design, however, can benefit more than just the end product. Integrated design can work its way outward to create **new opportunities** and support larger organizational objectives.

Whether it is physical product, user experience, online presence, brand evolution, corporate communication and storytelling, strategic road-mapping...or any other business activity, **strong design collaboration** and **leadership** can net measurable value.

The following pages show a sampling of some project work from my 12+ year career as a professional, helping companies (large and small) see a **greater potential** and **produce better results**.

Centers of Focus

- Industrial Design
- User Interface Design
- Branding and Online
- Business Strategy Development



industrial design





Industrial Design: Projects Sampling 1998-2009

user interface



branding and online



business strategy development

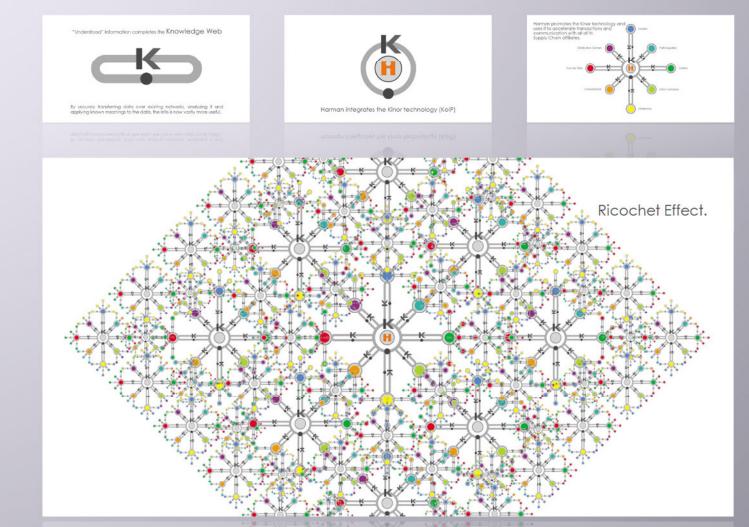
collaborative development, hand's-on delivery, and solid problem solving. Diverse ability to make the right connections and decision business objectives!

| Business Strategy Development Services |
|--|
| Opportunity Identification |
| Strategic Flowcharting and Mapping |
| New Venture Strategy Development |
| Scenario Development |
| Concept Development |
| Roadmap Development |
| Market Assessment and Competitive Landscape Evaluation |
| Business Messaging Development and Refinement |
| New Product or Category Innovation Planning |
| World-Class Presentation Development – Investor, Sales, etc. |
| Executive Documents – Business Plans, Executive Summaries |
| Strategic, Tactical and Relevant Problem Solving |
| |



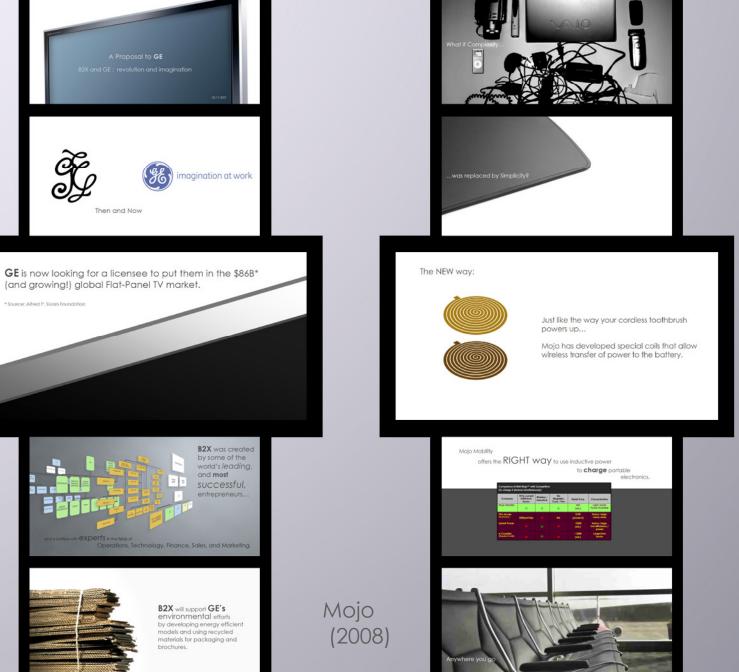


Kinor Technologies Semantic Web Technology Messaging Re-Envisioned (2007)



before after





Link3 (2008)



B2X

(2007)

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