



ONLINE CONTENT + COMMUNICATIONS

Elevation is a San Francisco-based consultancy dedicated to helping clients use web-based and interactive information and services to communicate effectively with their customers, employees and partners.

Founded in 1999 by Kevin O'Connor, Elevation provides a wide range of interactive and online communication services, including:

- website development
- audio, video and podcast production
- HTML e-newsletters
- social networking communication
- CD development
- information architecture
- strategic messaging
- content development
- writing and editing
- visual design
- usability testing
- programming
- website maintenance
- website project management

Elevation has developed and maintained intranet, Internet and extranet websites for Hewlett-Packard, SanDisk, Kaiser Permanente, Palm, palmOne, TIAA-CREF, Adobe Systems, Medical Research Institute, Agilent Technologies, Lunar Design, Motorola, the San Francisco Apartment Association, Herbal Water, the Urban School of San Francisco, the San Francisco School, the Marin Education Fund, the Electronic Frontier Foundation and the Business Leadership Network (an association of Fortune 500 companies committed to promoting the employment of people who have disabilities).

Elevation's work has been recognized by Graphis Interactive Design and HOW Interactive Design.

**Select projects include:**

- Eight college-savings websites administered by TIAA-CREF, including [www.kysaves.com](http://www.kysaves.com), [www.ok4saving.org](http://www.ok4saving.org), and [www.path2college529.com](http://www.path2college529.com). Elevation provides project management, information architecture and visual design services.
- [www.Impartnership.org](http://www.Impartnership.org): Kaiser's Labor Management Partnership site for 80,000 employees and union members relaunched in August 2010 with a new design, site architecture, content and content-management system. Elevation provided project management, information architecture, user

**KEVIN O'CONNOR**

---

principal

60 marietta drive san francisco, ca 94127

---

t: 415.587.8906 f: 888.830.0383

e: [kevin@elevationonline.com](mailto:kevin@elevationonline.com)

testing, content development and production services.

- [www.independent529plan.com](http://www.independent529plan.com): Information site for TIAA-CREF's own independently managed college savings program. Elevation provides project management, information architecture, writing, design, production and maintenance services.
- [www.lunar.com](http://www.lunar.com): Showcase and information site for LUNAR, a top tier industrial design and engineering firm based in San Francisco and Palo Alto. Elevation provides project management, information architecture, writing, production and maintenance services.
- [www.icon-o-cast.com](http://www.icon-o-cast.com): For Lunar Design. Elevation provides blog writing and management, and audio and video production services for Lunar's Icon-o-Cast podcast.
- [www.afsf.com](http://www.afsf.com): Course registration and information site for Alliance Française San Francisco French cultural institution. Elevation provides project management, information architecture, writing, design, MySQL database development, production, maintenance services.
- Podcasts for the American Institute of Architects San Francisco chapter, including a series of walking tours produced for the 2009 AIA National Conference. Elevation provided strategic planning and production services for all aspects of these walking tours and podcasts.
- A Walking Tour of San Diego's Gaslamp District produced for the American Institute of Architects California Council for their 2008 California conference. Elevation provided strategic planning and production services for all aspects of this audio tour.
- Quarterly podcast messages from Agilent Technologies' CEO Bill Sullivan for Agilent employees.
- Agilent Technologies' beAgilent intranet: Elevation provided website usability, redesign and production services.
- [www.sfaa.org](http://www.sfaa.org): External news and information site and repository for San Francisco Apartment Association, including 10 years' worth of San Francisco Apartment magazine. Elevation provides project management, information architecture, writing, production and maintenance services.
- [www.sfschool.org](http://www.sfschool.org): External website for public information (prospective students and their families, and the general public) and internal community (parents, faculty, staff) for The San Francisco School. External Parent portal redesigned in 2009 and rebuilt in Drupal CiviCRM; currently used to manage daycare sign-ups, check-in/check-out and password-protected school content. As chair of Web Communications Committee, Kevin O'Connor led project working with team of volunteer programmers.
- [www.urbanschool.org](http://www.urbanschool.org): External website for public information (prospective students and their families, and the general public) and internal community (parents, faculty, staff) for the Urban School of San Francisco. Built in the FinalSite content management system. Elevation provided information architecture, production consulting and Facebook development.
- [www.herbalwater.com](http://www.herbalwater.com): External product information and news site for Herbal Water Company. Elevation provides project management, information

architecture, writing, production, MySQL database development, Facebook development and website maintenance services.

- [www.globaldialoguecenter.com](http://www.globaldialoguecenter.com) and related network of sites: External websites for the Global Dialogue Center, a virtual gathering place for people throughout the world with a focus on leadership, professional and personal development. Elevation provided project management, information architecture, writing, production, podcasting and maintenance services.

In addition, we have provided writing and editing, information architecture, website production, visual design and production services on intranets managed by:

- SanDisk Corporation (Sharepoint-based website)
- Palm, Inc. (open source-based content management system)
- Hewlett-Packard (open source-based content management system) (websites for HP Philanthropy, HP Global Diversity and HP communications)
- Adobe Systems (internally developed content management system)
- WageWorks (nation's largest independent provider of consumer-directed benefits solutions and services) (custom extranet, library and e-commerce solution for customers)
- Motorola (Project collaboration extranet tool and social network for 200 industrial design professionals -- internal employees and consultants -- engaged in design planning for future mobile phones)

### **What we bring to a project**

We believe an effective website is first and foremost a communications tool capable of supporting and extending the strategic objectives of an organizations. We bring to this project:

- extensive experience developing and contributing to a wide variety of external and internal websites.
- a deep understanding of how to address communications issues and strategies using online tools.
- broad experience in helping organizations effectively present themselves and connect with their audiences online.
- the ability to create a network of resources scaled to the needs of a specific project.
- a cost-effective business model that has worked well for clients on dozens of projects.