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LaSalle University:
Digital Arts Seminar
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Agenda

- Brief intros
- Sepiida – why it was founded
- Sepiida.com & its role in our business
- Our roles
- Expectations for new hires and interns
- What we wished we learned in college
- Q&A
A bit about Anita

- 15 years in Internet/E-commerce/Technology
  - Led product for several startups in San Francisco
    - One funded by Benchmark, sold to AT&T/YellowPages.com
    - Another spun out of Microsoft Ventures in social networking
  - Most recently VP, E-commerce Nutrisystem
- Currently Founder & CEO of Sepiida (founded in 2009)
  - Clients include Zynga, Haymarket Media, BrainRewards, JumpRamp Games, Ryzing
- BA Politics (NYU), MS Computer Science (Stanford)
A bit about Darbie

- 3 years in design & front-end development
  - The Morning Call newspaper, small business gone international, now a startup
- BA in Communication Design, 2009
- Strong background in graphic design, illustration, photography
Sepiida – what we do & why it was founded

- We help businesses get more customers and revenue online
  - Mainly social gaming/apps, internet tech, e-commerce
- We know what it takes to move an “online product” forward over the long haul...and most agencies don’t
- We love numbers!
Evolution
- When the company was started, it was a 1-page website with basic contact info
- Then evolved to multiple pages, but not in a scalable or internet marketing-savvy way

This generation of the site – launched in October 2011
- Built to suit current & anticipated future needs
- We’re already stretching out to the boundaries of its scalability

Creating a website is not a design exercise

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Our Roles - Anita

- When I started it, I did everything (except design & coding)
- Now, I am focusing more on business strategy & development
  - This is all thanks to an all-star team who manage themselves well and are committed to the company and our clients
Our Roles - Darbie

- Visual design
  - Providing wireframes, mock-ups, and polished comps for websites, ads, flyers
  - Walking clients through design decisions and making revisions based on feedback

- Front-end code
  - Turning comps into flexible, scalable code
  - Creating prototypes & scripted dynamic pieces
Expectations for new hires/interns

- Strong sense of aesthetic, both on and off the web
- Ability to create a polished, professional piece of design work, from sketches to finished product
- Expertise working in Adobe Creative Suite
- Ability to write HTML & CSS from scratch
- Desire to learn about the marketing side of design and the data that influences design decisions
What we wished we learned in college

- Anita
  - Be OK with making mistakes – nothing is ever that bad. Really.
  - Take the time out to foster and nurture relationships
  - Take risks early and often. It will only feel harder as you get older.

- Darbie
  - Learn more about marketing
  - Self-edit without relying on organized critiques