

Contagiously Ambitious Visual Problem Solver

Michael BERG

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INTRODUCTION

HI, MY NAME IS MICHAEL BERG.

HQubed Media, LLC was founded three years ago during my junior year of high school in an effort to get serious about my growing love for the digital arts and to make it known to others that I was interested in doing freelance work.

HQubed experienced exponential year-over-year client list growth, working with over 16 clients on 23 projects across multiple mediums. Working with multiple clients in parallel in addition to the eight-hour Full-Sail class schedule required me to maximize the efficiency of my hours, and honed my ability to perform productively under tight time constraints and stressful situations.

No matter what the situation, I stay fixated on the potential in every project, person, and problem. My concepts transcend the given medium, and my projects are thorough down to the last detail. My name is Michael Berg, and my passion is enriching the lives of others through digital media.

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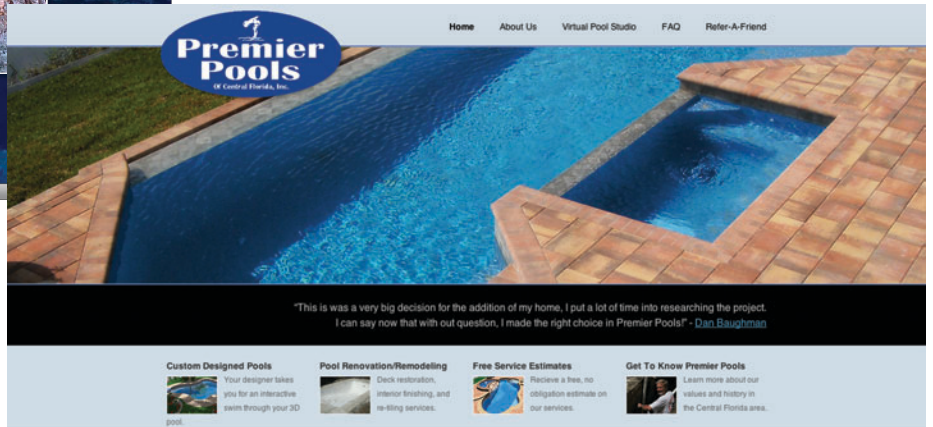
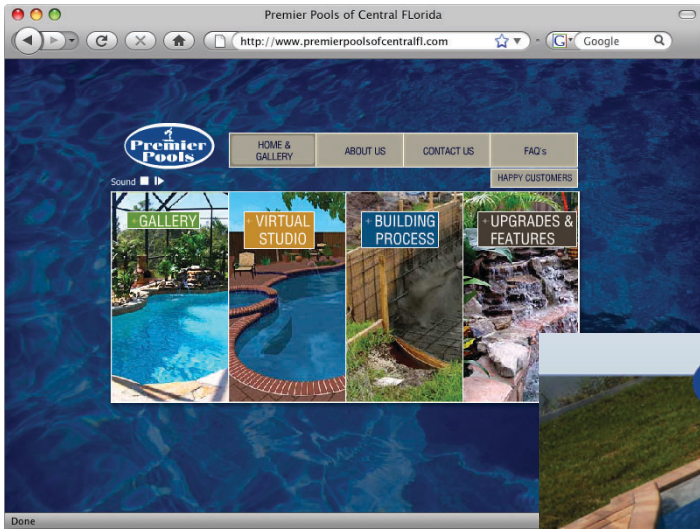
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XHTML/CSS

PREMIER POOLS OF CENTRAL FL [Work In Progress]

An in-progress XHTML/CSS website redesign utilizing the 960 Grid System, jQuery, and SEO marketing for Premier Pools of Central Florida; a company that has been designing and renovating pools in mid-Florida markets for twenty years.

The new layout addresses the user's needs on the first page, allowing them to explore hubs that feature information, photos, and an introductory video pertaining to either pool design, or pool renovation; the company's two main services. In addition, conversion forms are placed on both service pages directly below relevant content; this increases the chance of user interaction and minimizes overall clicks.



LAST UPDATED: MAR 16, 2007

Premier Pools of Central Florida, Inc. is an award-winning pool design and pool renovation firm that has been building the highest-quality pools and spas in Central Florida since 1995.

What Do You Want in Your Pool?

Once you contact Premier Pools, you are immediately put in touch with your own designer who will meet you at your home with the latest pool design computer software. With this state-of-the-art tool, your designer is able to build a fully-interactive, 3-dimensional model of your existing home and project area. This allows you to take a virtual "swim" underwater in the new pool or "fly" into your home to look at your windows and take in the new view.

Doing The Job Right.

With more than 25 years in the pool building industry, our staff prides itself on continuing a tradition of excellence. Over the years, we have developed a formula for success that begins with using only highly qualified crews on your new pool or renovation. Our crews are licensed and insured and have been with us since our inception. What this means is a consistent product every time.

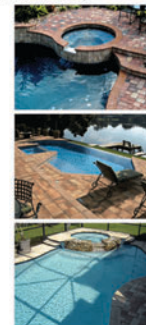
The Difference is in The Details.

We look forward to hearing from you! Our office number is 407-696-6744 and you can get in touch through e-mail by using the [contact us](#) page. One of our designers will reply to you immediately regarding our free in-home estimates and will answer any questions you might have and will provide more information about our services.

Premier Pools Products and Services:

- Swimming Pool Contractor
- Custom Swimming Pool Contractors
- Swimming Pool Builders
- Swimming Pool Renovations
- Swimming Pool Remodeling
- Water services & Renovations
- Swimming Pool Lighting
- Custom Pool Renovations
- Water Fountain & Rock services
- Spa Designer & Contractor
- Pool Heating Specialist

From Our Gallery



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BRANDING

CENTRAL FLORIDA ENGINEERING

Count on Jim is a type-driven piece done pro bono for Central Florida Engineering; one of the most referred firms in the Orlando area.

After doing research into the engineering market's branding efforts, I noticed that nearly all identities are centered around geometric shapes, mathematical glyphs, and corporate swishes. By crafting an identity based on contrasting colors and intelligent type design, the company's brand will begin to stand out just as much as does their exemplary service record.



Salutation,

Initial Contracting Estimate
Engineering is a term applied to the profession in which a knowledge of the mathematical and natural sciences, gained by study, experience, and practice, is applied to the efficient use of the materials and forces of nature. Engineers are the ones who have received professional training in pure and applied science. Before the middle of the 18th century, large-scale construction work was usually placed in the hands of military engineers. Military engineering involved such work as the preparation of topographical maps, the location, design, and construction of roads and bridges; and the building of forts and docks; see Military Engineering below. In the 18th century, however, the term civil engineering came into use to describe engineering work that was performed by civilians for nonmilitary purposes.

Civil engineering is the broadest of the engineering fields. Civil engineering focuses on the infrastructure of the world which include Water works, Sewers, Dams, Power Plants, Transmission Towers/Lines, Railroads, Highways, Bridges, Tunnels, Irrigation Canals, River Navigation, Shipping Canals, Traffic Control, Mass Transit, Airport Runways, Terminals, Industrial Plant Buildings, Skyscrapers, etc. Among the important subdivisions of the field are construction engineering, irrigation engineering, transportation engineering, soils and foundation engineering, geodetic engineering, hydraulic engineering, and coastal and ocean engineering.

Civil engineers build the world's infrastructure. In doing so, they quietly shape the history of nations around the world. Most people can not imagine life without the many contributions of civil engineers to the public's health, safety and standard of living. Only by exploring civil engineering's influence in shaping the world we know today, can we creatively envision the progress of our tomorrow.

Closing,

Signatory Name
Title

CALL 407-719-6040
FAX 407-657-6319

E MAIL: JFRASERPE@CFL.RR.COM
WWW.CENTRALFLORIDAENGINEERING.COM

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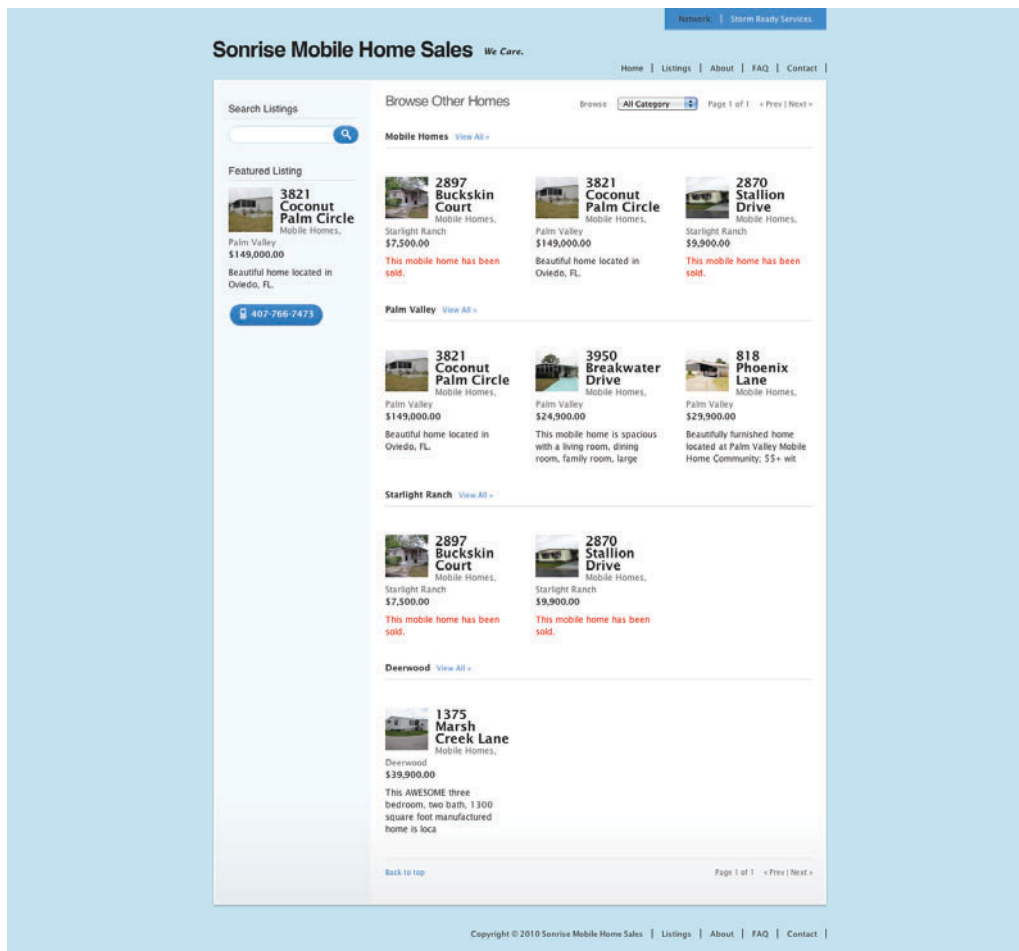
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WORDPRESS

SONRISE MOBILE HOME SALES [Work In Progress]

Sonrise Mobile Home Sales is a new company started by my client, J.R. Morrison, in an effort to make mobile home buying easier for out-of-state 50+ year olds looking to retire in Florida.

Ease of use and simplicity for both customers and the owners was critical to the success of the website, so Wordpress and the WP Shopping Cart plugin were chosen to allow my clients to create and post listings both online and from their iPhones. Tight integration with sister company Storm Ready Services website allows my clients to introduce customers from both domains to all of their available services including mobile home repair, anchoring, and certification.



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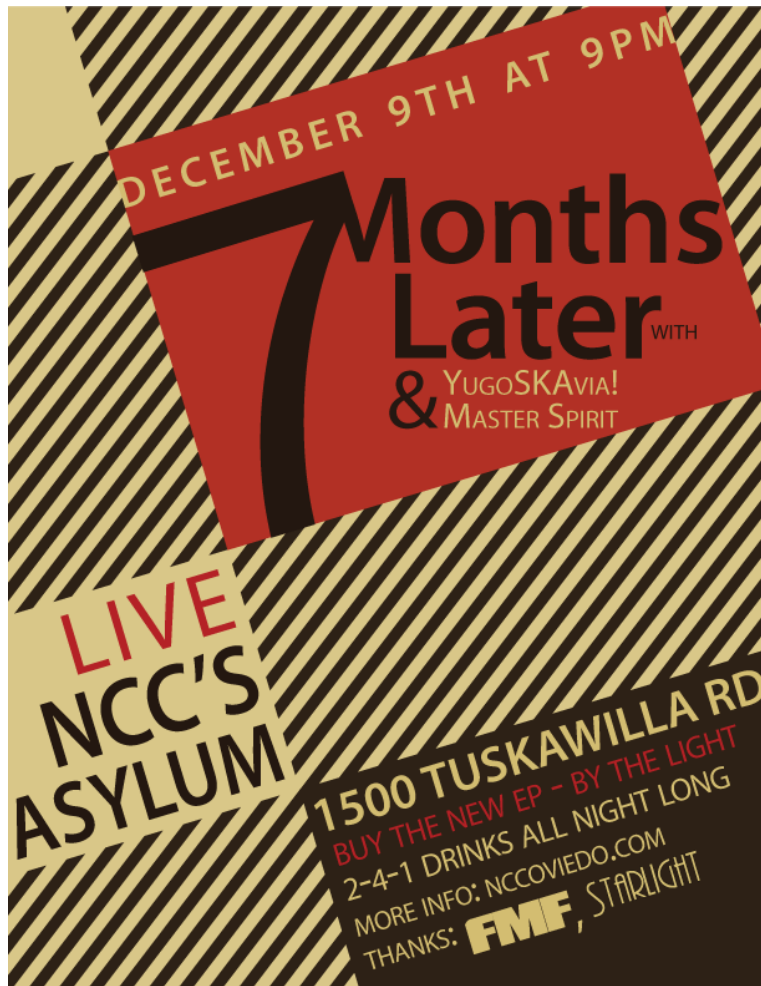
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PRINT

7 MONTHS LATER AT NCC S ASYLUM

7 Months Later at NCC's Asylum is a pro-bono type-driven vector piece that uses a muted color scheme to convey the laid-back atmosphere of the Asylum. Information is laid out to hinge off of a common axis providing the piece a superior readability that catches the attention of passers-by.

Adam Sliger, the band's guitarist, asked me to help the fledgling group advertise their first EP release both online and around Winter Springs by creating and distributing a unique poster design. Our efforts brought in a respectable crowd to the venue, and was a great night of music and fun for all who attended.



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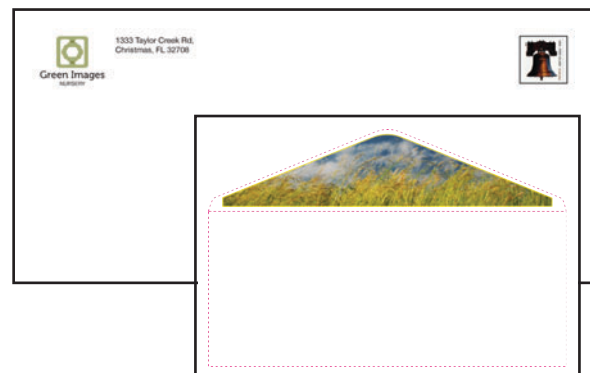
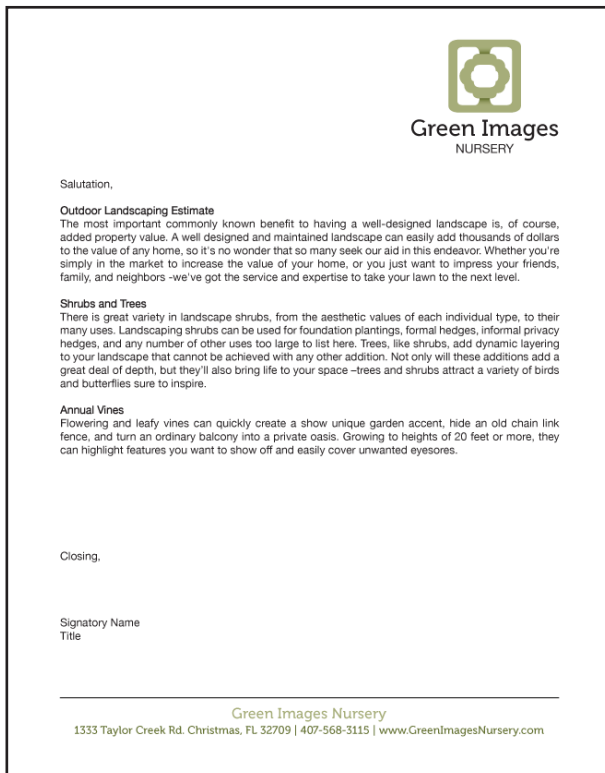
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BRANDING

GREEN IMAGES NURSERY

My client, David Drylie, RLA, ASLA, has been running a successful nursery in Christmas, Florida for the past twenty-eight years and has recently sought to take his company online, requiring a new, cohesive identity to be created.

Green Images Nursery is looking to expand its reach in 2010 by setting up a web presence that allows customers to purchase the same unique plant life that companies like Disney, the PGA Tour, and Oldsmobile have trusted for nearly thirty years.



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CONCLUSION

THANK YOU FOR YOUR TIME