
COMPANY OVERVIEW

Krimmelworks is a creative consultancy with a focus on branded Web site experiences. We are passionate about understanding your business and your brand, and crafting, through information architecture, design, language, features and functionality, a Web site that supports and strengthens your consumer relationships. We love finding the core of those relationships – that sweet spot where consumers are getting what they want and you are meeting your business goals. Our approach is collaborative, informative and iterative.

Sound complicated?

Maybe it is. But the concepts are simple:

- 1) Know yourself.
- 2) Know your consumer.
- 3) Give them what they want.
- 4) Take what you need.
- 5) Enjoy doing it!

KRIMMELWORKS SERVICES

Web site strategy	Brand strategy
Information architecture	Marketing strategy
Web site development	Graphic design
Project management	Copywriting
Usability consulting	Search engine optimization
E-commerce integration	Consumer research
Web site maintenance	
Web site audits	

Tell us what you need!

info@krimmelworks.com

SELECTED WORK

Duke Global Health Institute Launched January 2008



<http://globalhealth.duke.edu>

Services provided:

- Brand Strategy
- Web Site Strategy
- Information Architecture
- Logo and Web Site Design
- Web Site Production and Development
- Content Management System Development
- Training
- Launch
- Project Management

Propel Insurance Launched September 2008



<http://www.propelinsurance.com>

Services provided in partnership with Jane Davis Consulting:

- Web Site Strategy
- Information Architecture
- Web Site Production and Development
- Launch
- Project Management

SELECTED WORK

The Spa at PRO Sports Club Launched January 2009



<http://spa.proclub.com>

Services Provided:

- Web Site Strategy
- Information Architecture
- Logo Refinement
- Web Site Design
- Print Collateral design
- Flash Design & Development
- Project Management

Solar Pie Launched June 2009



<http://solarpie.org>

Services Provided:

- Brand Strategy
- Web Site Strategy
- Information Architecture
- Logo and Web Site Design
- Site Production and Development
- Blog Development
- Email Newsletter Design and Development
- Training
- Launch