

# Quick Facts Sheet - Tyler Harder

**Who Is** Graphic designer & web developer now based in Tokyo, with 8 years of design experience and 3 years of project management experience.

**Essential** I produce fast and professional graphics that capture the immediate essence of a client's vision, and turn that vision into a wide variety of print and web media outputs based on a client's needs.

**Software** Photoshop, Indesign, Dreamweaver, Flash, XHTML, CSS  
**Secondary** AS3, PHP, MySQL, Illustrator, XML  
**Interests** Data Storage & Repositories, Content Management  
**Hobbies** Futsal, Biking, Sculpture

## Recent Projects



Visit [www.tylerharder.com](http://www.tylerharder.com) to view my online portfolio, containing in-depth project details, or contact me to arrange a portfolio viewing.

## Recent Clients

- Trexiana Inc
- Intrawest ULC
- PFX Investments Inc
- Gourmet Organics Inc
- Conti Electronics Ltd
- Sunrise Organics Ltd
- Squadcar Music
- Creative Media Inc
- Katharine Reynolds
- Sally Glover

## Location

I work regularly on a wide variety of projects for both individual clients and small business, all the way to campaigns for large scale corporations and professional creative agencies. From May 2008 I will be working out of a new office in Hamamatsucho, where I will offer both in-house consulting, and out-of-office solutions, depending on your project needs.

# Case Study: Intrawest

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Working on a monthly contract basis for Intrawest Corporation in Vancouver, one of North America's largest resort developers, I designed print and web media for ski and beach resorts across Canada and the United States. Working with a highly integrated group of creative professionals, I produced a wide variety of cross-media creative materials for a number of different corporate and resort brands.

- Brand Implementation
- Direct Mail
- Email Campaigns
- Direct Mail Campaigns
- Newspaper & Magazine Ads
- Website Creation & Advertising
- Destination Snow Campaign
- Destination Next Campaign
- Automated 'Trigger' Campaign



I was fortunate enough to be the 'point man' in the design and implementation of the Destination Next and Destination Snow campaigns, multi-million dollar ventures which produced hundreds of cross-media web and graphic elements that were displayed in newspapers, magazines, trade-shows, direct-mail, websites and email campaigns.

## Client Testimonial:

*"Tyler is an extremely competent, capable and talented professional designer who's dedication has earned him the respect of his clients and coworkers during his time on contract with Intrawest. He shows great initiative to solve problems and apply innovative thinking to creative tasks. Tyler was a core team member on a company wide campaign of unprecedented scale and budget. His contributions to this campaign not only assured it's success but gave him opportunity to work across numerous mediums, from web to outdoor advertising. Tyler is an invaluable, multi-talented and hard working creative professional."*

**Neil Fancourt - Creative Director, Intrawest ULC**

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Next  PFX Investments

# Case Study: PFX Investments

I was approached by PFX in the spring of 2006 to build a promotional website, printed materials, and an online client & fund management system for a forex trader. I was able to produce both the design, website, and trading platform independently, while bringing in consultants to review database designs and security, thereby reducing production costs. Once up and running, the business grew quickly to 100 investor accounts and over 2 million dollars in traded funds.

- Initial Logo Design & Options
- Business Cards
- Letterhead & Business Graphics
- Website Design
- Client Accounts & Login Areas
- Trade Distribution System
- Maintenance and Improvements



Working closely with the founders, I was able to get the website designed and built, and the core features of the client account and fund management system up within our first two months. We continued to improve and develop the system on a regular basis (over 10,000 lines of secure PHP code in total), and it was eventually expanded to include all of the following features:

- Client login area, manager login area
- Adding, viewing, editing & removing trades
- Adding and removing deposits & withdrawals
- Adding, viewing, editing & removing clients
- Fund distribution formulas
- Email component functionality
- Accounting charts
- Backup & security features

## Client Testimonial:

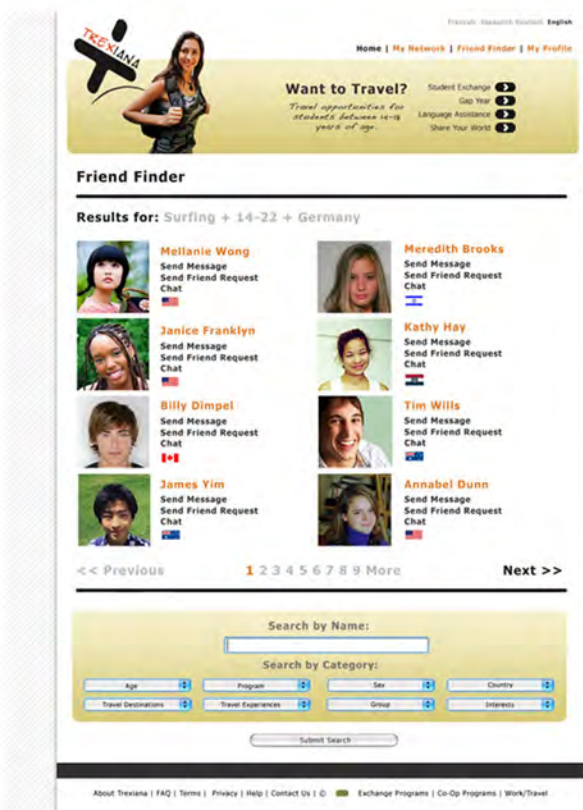
*“The design phase was very appealing with many design options to choose from accommodating our various ideas. The software phase was definitely to our satisfaction and constantly altering to facilitate the numerous implementations and upgrades we saw fit... Price was never an issue, you deserve every penny and more. Money well spent! All in all you work very diligently and are meticulous and we are very happy with your work ethic and how you conduct business, which is why we will be utilizing your services for years to come I'm sure.”*

**Dexter Bell - CEO, PFX Investments**

# Case Study: Trexiana

Working for Trexiana Inc, I created an entirely new brand concept for their company and website, and implemented their website in fully hand-coded clean xhtml. Working closely with a project manager and php programmer, we were able to complete the entire website for launch in about 2 weeks. I also had the opportunity to work with the newest in Flash 3D graphic engines to implement an internal user 3D navigation feature.

- Brand Creation
- Website Design & Implementation
- XHTML Coding
- Integration with PHP Back-End
- Social Networking Interface
- Advertising Interface



## Client Testimonial:

*"Tyler has an extensive knowledge of brand components and a powerful ability to create from nothing. His pricing options were fair and reasonable, and his standards and level of professionalism high. I was also impressed by his strong work ethic and natural ability to work in a team, as well as independently."*

**Jason Sugar - Project Manager, Trexiana**

# Rates & Contact

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If you are looking for someone to produce effective and fast designs and complete implementation of your print and web promotional or advertising projects in a timely manner, or just interested in discussing future business possibilities, I encourage you to contact me. I'd be happy to meet in person to answer any of your questions, show you a physical portfolio, or to discuss how I can help with your latest project needs.

I am currently living and working in Japan on a long-term spousal visa, and I am always happy to meet new potential clients. If you are interested in discussing your upcoming projects, please contact me at **090.8478.5553** or **contact@tylerharder.com**, or view my website at **www.tylerharder.com** for complete contracting information. I look forward to the possibility of working with you.

Sincerely,



Tyler Harder

090.8478.5553  
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www.tylerharder.com

## Client Testimonial:

*"You have always been there to fix something at the last minute (even when you have been in Japan), and as a work in progress you were always willing to improve upon the end product to fit my needs. Also I have found you very approachable, personable, and professional always. I would recommend you without a doubt."*

**Katharine Reynolds - Commercial Art Director**

## Client Testimonial:

*"It was our pleasure to have Tyler Harder work with us on contract for over a year. He not only proved to be multifaceted and efficient, but consistently provided us with a look and feel that met the approval of customers, clients, and staff here alike. I would happily recommend him and his professional work to anyone interested in [both sharp and] balanced graphic design."*

**Alex Quaglia - CEO, Creative Media Inc.**

Visit [www.tylerharder.com](http://www.tylerharder.com) for more extensive information on services, past clients, and portfolio materials.