



# A Designer's Portfolio

**ADD/UPDATE SCHEDULE**

FROM DATE & TIME TO DATE & TIME SELECT AIRCRAFT SELECT CFI ENTER

**FLIGHT CONTROL PANEL**

ADD/UPDATE FLIGHT PLAN  
WEIGHT & BALANCE CALCULATOR  
AIRPORT INFO   
WEATHER   
ADD/UPDATE LOGBOOK ENTRY  
ADD/UPDATE FLIGHT NOTES

REQUESTS   
CFI PROFILES

PHOTO ALBUM  
FLIGHT JOURNAL  
ADD ACCOMPLISHMENT  
MEMBER OBSERVATION  
FEEDBACK

**FLIGHT INFORMATION**

DATE: 1/29/04  
AC TYPE: C172A  
RF: 73BLF  
ORIGIN: SQL  
DESTINATION: SQL  
ALT: 707-30  
INTENT: LESSON  
FLIGHT PLAN: NO

**FLIGHT NOTES:**  
Practice landings and en route chapter 1.8, PPL, ha

**AvInstruction.com**

Welcome to the next generation in aircraft rental and instruction.

**AvInstruction.com**

Independence for CFI's and Aircraft Owners through Online Scheduling for Aircraft Rental and Instruction

**PLEASE SELECT AN AIRPORT**

☐ (BQ) SAN CARLOS  
☐ (BQ) HALF MOON BAY  
(This location under development. We are currently seeking interested aircraft owners, CFI's, and pilots. Please select this airport to read about our offer.)

**"I wanna go fly!"**  
avinstruction.com

**AvInstruction.com**

**SCHEDULE** Day 1 Week 1 Month

**JANUARY**  
SCHEDULE FOR LIZ ROGERS

TUE 8  
1100 TO 1300 73BLF WUCF LAWRY

TUE 9  
1800 TO 2000 73BLF SOLD

TUE 10  
1100 TO 1800 73BLF SOLD

TUE 12  
1100 TO 1800 73BLF WUCF LAWRY

TUE 17  
1100 TO 1800 73BLF SOLD

FRI 20  
1100 TO 1800 73BLF WUCF LAWRY

TUE 24  
1100 TO 1800 73BLF WUCF LAWRY

**FLIGHT INFORMATION**

AC TYPE: C172A  
RF: 73BLF  
DESTINATION: COW  
ALT: 707-30  
INTENT: PRACTICE  
FLIGHT PLAN: NO

**PILOT COMMENTS**  
Taking Shells along for ride.

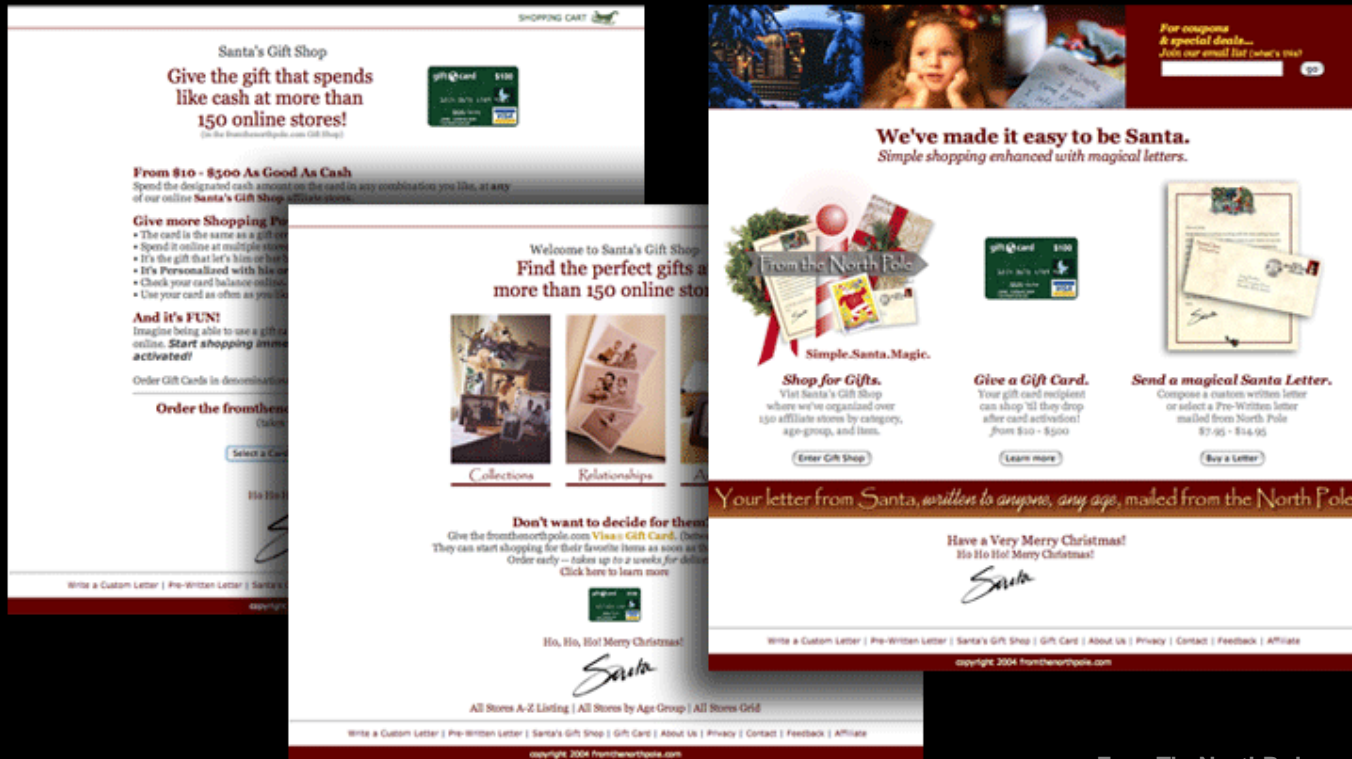
AvInstruction.com

AvInstruction is a state-of-the-art, self service, flying club website. This example illustrates the scheduling system combining Flash actionscript, PHP and a MySQL database. This and other pertinent information is also relayed to and from a Blackberry or other wireless PDA type device for maximum convenience for the pilot. This is a personal project.

The screenshot displays the IEEE Hot Interconnects 2007 website, which is a multi-column layout. The top navigation bar includes links for General Info, Program, Committee, Registration, Attendee, Sponsors, Press, Archives, and Contact Us. The main header features the 'HOT INTERCONNECTS' logo and the text 'Welcome to the 2007 15th Annual IEEE Symposium on High-Performance Interconnects'. Below this, a large table provides the conference schedule for Wednesday, August 23, 2006, and Thursday, August 24, 2006. The schedule is divided into time slots, with activities such as Continental Breakfast, Opening Remarks, Keynote, and various technical sessions. The right sidebar contains information about sponsors, including the IEEE Computer Society and IEEE Communications Society, and a section for the 'Call for Papers' which states that the deadline has been closed. A '2007 Important Dates' table is also present, listing key dates from May to August. The bottom of the page features a 'TUTORIAL 4' section with a list of topics and speakers.

## IEEE Hot Interconnects

An annual 3 day symposium held at Stanford University every August. These engineers are an integral part of the wireless networking industry . They engineer the hardware that makes wireless possible. One conference committee objective is to get this engineering community to enable the delivery and deployment of Terabyte wireless. I was a part of this conference from 1999-2009. Webmaster from 2002-2009.



FromTheNorthPole.com

Custom letter writing, pre-written letters where the customer fills in pertinent information on a form, i.e. name. Site also has over 200 affiliate stores to shop from and can opt to purchase a Visa gift card for friends or family.



3ZeroMedia

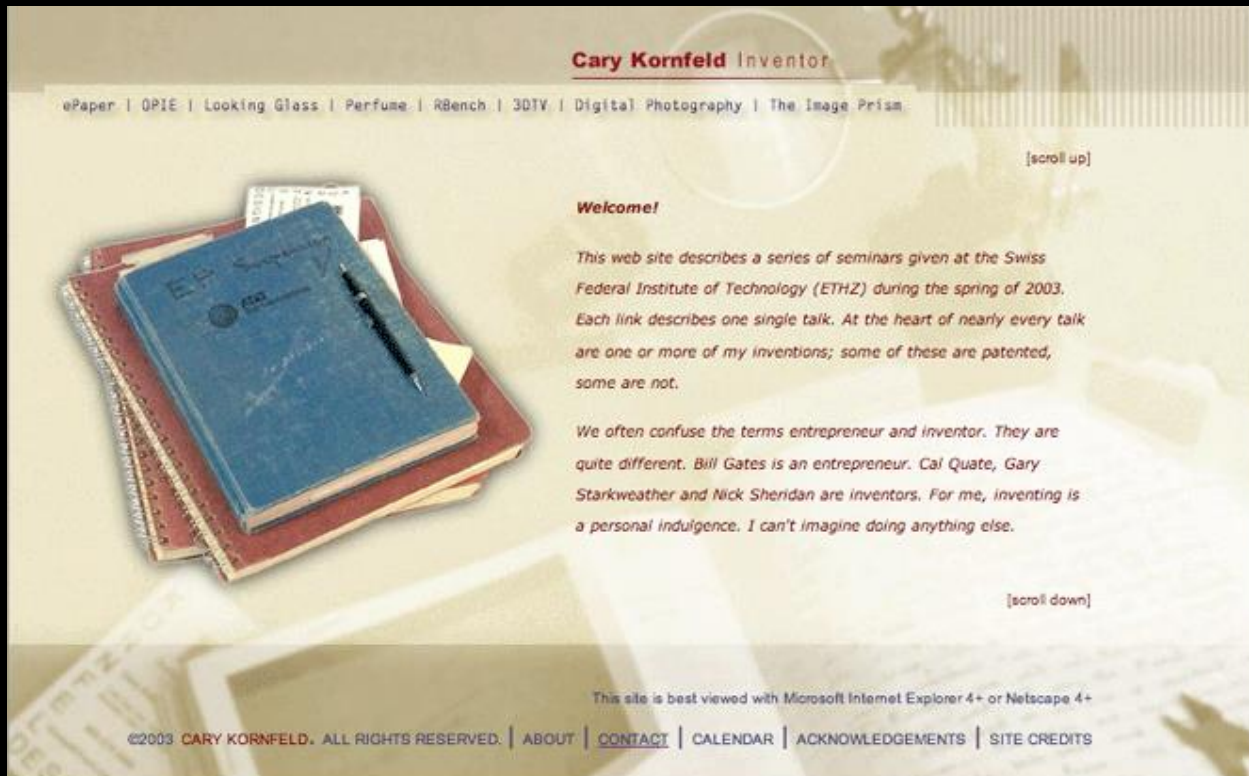
The development of this site is still confidential. Basically it hosts video managed remotely to a host of closed circuit televisions in various locations.





## Advantage Aviation Website Concepts

A group of pilots offering private chartering and aircraft maintenance services to private aircraft owners.



## CaryKornfeld.com

An interesting story to this job is that I photographed this background in the morgue at Stanford University Medical School. It's was the office space that the client had available at the time. Shown are the original notebooks containing Dr. Kornfeld's research.



### Viage Beauté Product Packaging

The client originally tried to get the bottle (he'd designed) to literally have a raised dome pushbutton in the center. Since this wasn't feasible, our solution was to create a photoshop illustration to look like a pushbutton.

Designed to conveniently hang in the shower, this piece of American ingenuity has a hole to accommodate the included heavy duty hook. Included are a color coordinated heavy duty suction cup and a plastic disc with thick double-sided tape for adhering to uneven surfaces.

Attached to the disc (on the back) is a tiny, round, tri-fold booklet with hand illustrations for instructions.

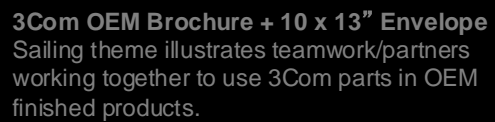
Did I also mention the dripless dispenser at the bottom? It allows you to leave the cap permanently open.





### Notester Packaging

Working with the same inventor as the Viage Beauté body care products creator, their team came up with a solution for having pen and sticky note paper together. Each of the 3 blister packs has a different way to mount the carrier. Instructions, sell copy, and UPC in B&W on back of card. Not shown are bulk pack boxes that double as a counter top POP display ideally placed next to the cash register.





## Agile Software Collateral Redesign

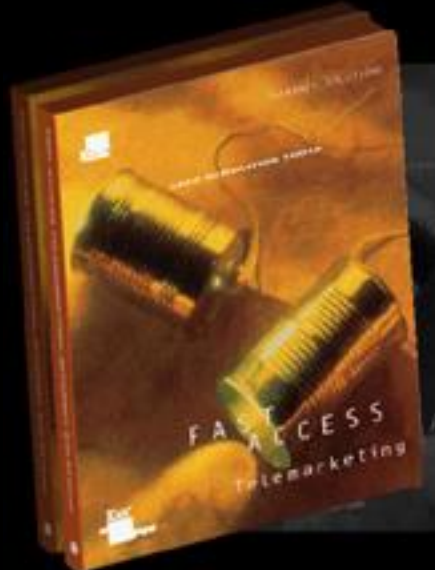
Agile Software, a PLM industry leader needed their collateral to better represent their image and unify across all departments and offerings. The project entailed designing an Annual Report demonstrating quality in workmanship, a companion piece to the annual report, and up to 8 industry reports. To maintain uniformity, the entire line was designed first. Showing here is only the Annual Report layout.

## 3Com Partner Marketing



**Telemarketing Workgroup Solutions  
for High Bandwidth Networks**

Includes telemarketing scripts and instructions for implementing effective telemarketing



**Telemarketing Internet Solutions :  
Lead Generation Tools**

Includes floppy discs, telemarketing scripts and instructions to effective telemarketing lead generation



**3Com Networking Partner Program Partner Pack**

Showing one of 3 partner levels. Includes custom resin plaque, a Networking Partners Program identity CD and welcome kit





**Voquette Product Packaging**

This package design was a rescue job given to me on a Friday at 4:00 PM. The new design and final art were literally completed over one weekend. Including photography. Not including printing.

Thank you for your time.

*Liz*

9 1 6 . 7 5 9 . 1 2 5 1