



# Technical and UX Portfolio

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[giantmachines.com](http://giantmachines.com)

# Principals



**David Michael**

**David Michael** began his software development career while studying Music Technology at New York University in the late 90's working for companies like Reset, Oddcast, and Sybarite Media (the precursor to LivePerson). In 2004 he earned a Masters of Science (MSc) in Evolutionary and Adaptive Systems from the University of Sussex in Brighton UK.

Before co-founding Giant Machines, he has contributed to a diverse set of software projects across industries including the award-winning ForexMatch trading system for GFI Group, publishing systems at Bloomberg Businessweek, and eCommerce engines at Sony DADC powering thousands of artist stores. With a focus on systems and services, David heads up software architecture at Giant Machines.



**Frank Cantelmi**

**Frank Cantelmi** began doing serious software development while earning his Ph.D. in Computational Fluid Dynamics. Upon graduation he realized that his love of software exceeded his love of engineering and joined the R&D team Bloomberg LP. His career highlights include projects in Trading Systems, instant messaging, VoIP and the Bloomberg App Portal.

Since leaving Bloomberg, he has worked on a wide range of applications in financial services, data mining, instant messaging and mobile application development including an iOS application with over a 1,000,000 downloads. Frank specializes in complex server-side system integrations and mobile development at Giant Machines.



**Roy Yang**

**Roy Yang** received his BA in Quantitative Economics with a concentration in Computer Science from Tufts University. He was a financial analyst for \$100m+ pension funds where he utilized his programming skills to streamline analysis and reporting. From there, he joined the startup world, where he worked as the lead front end developer for Daylife.com, a news startup that was acquired by NewsCred.com.

Roy has worked closely with clients including Etsy, Thomson Reuters, Forbes, as well as small scale startups. He is a summer 2012 Y Combinator alumni as a co-founder of NewsBlur, where he built out a complete iPhone and iPad app that is currently being used for thousands of hours each month. With a focus on iOS and front-end user experience, Roy leads the Giant Machines front-end team.

## **Thomson Reuters Eikon Messenger**

Client: Thomson Reuters

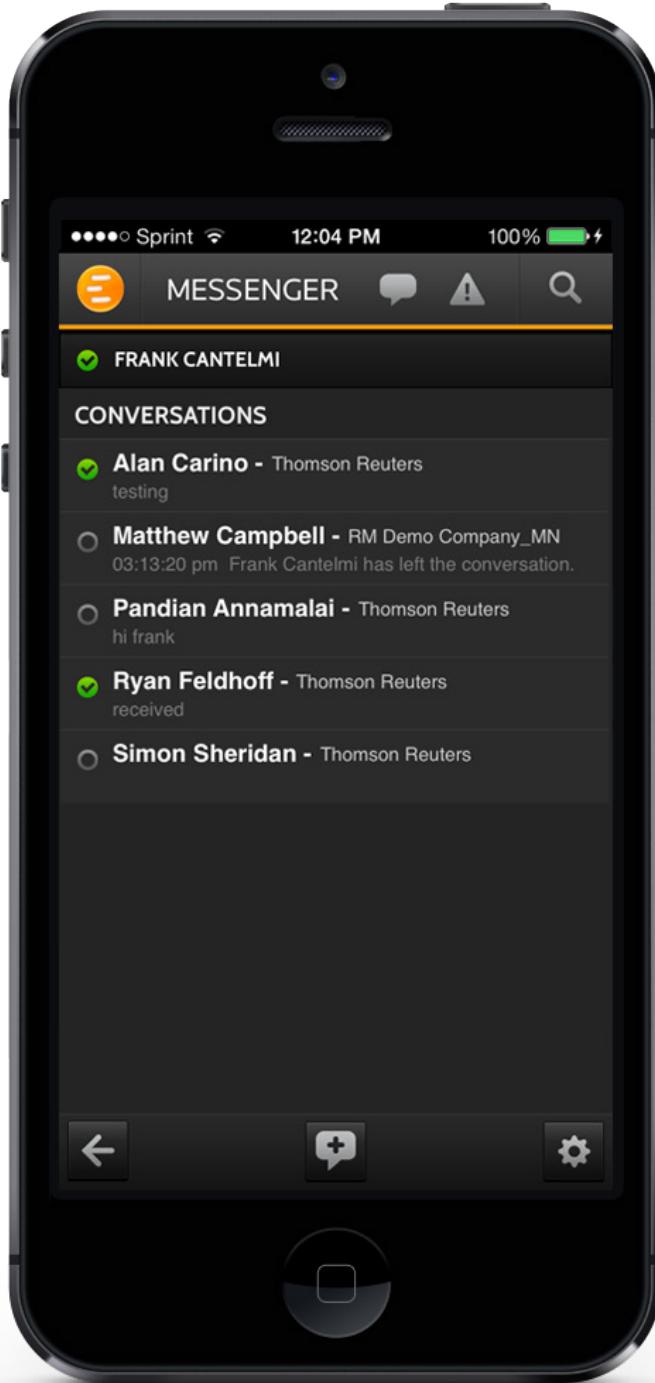
Thomson Reuters Messenger is an instant messaging platform widely used by financial professionals. It is deployed both inside of the Eikon platform and as a standalone Windows application.

Working closely with the Thomson Reuters Collaboration group we contributed to HTML5/JavaScript development for Eikon and Web clients, iOS development for the mobile clients, and backend development in Google's Go language to replace the existing Microsoft Live Communication Server-based infrastructure.

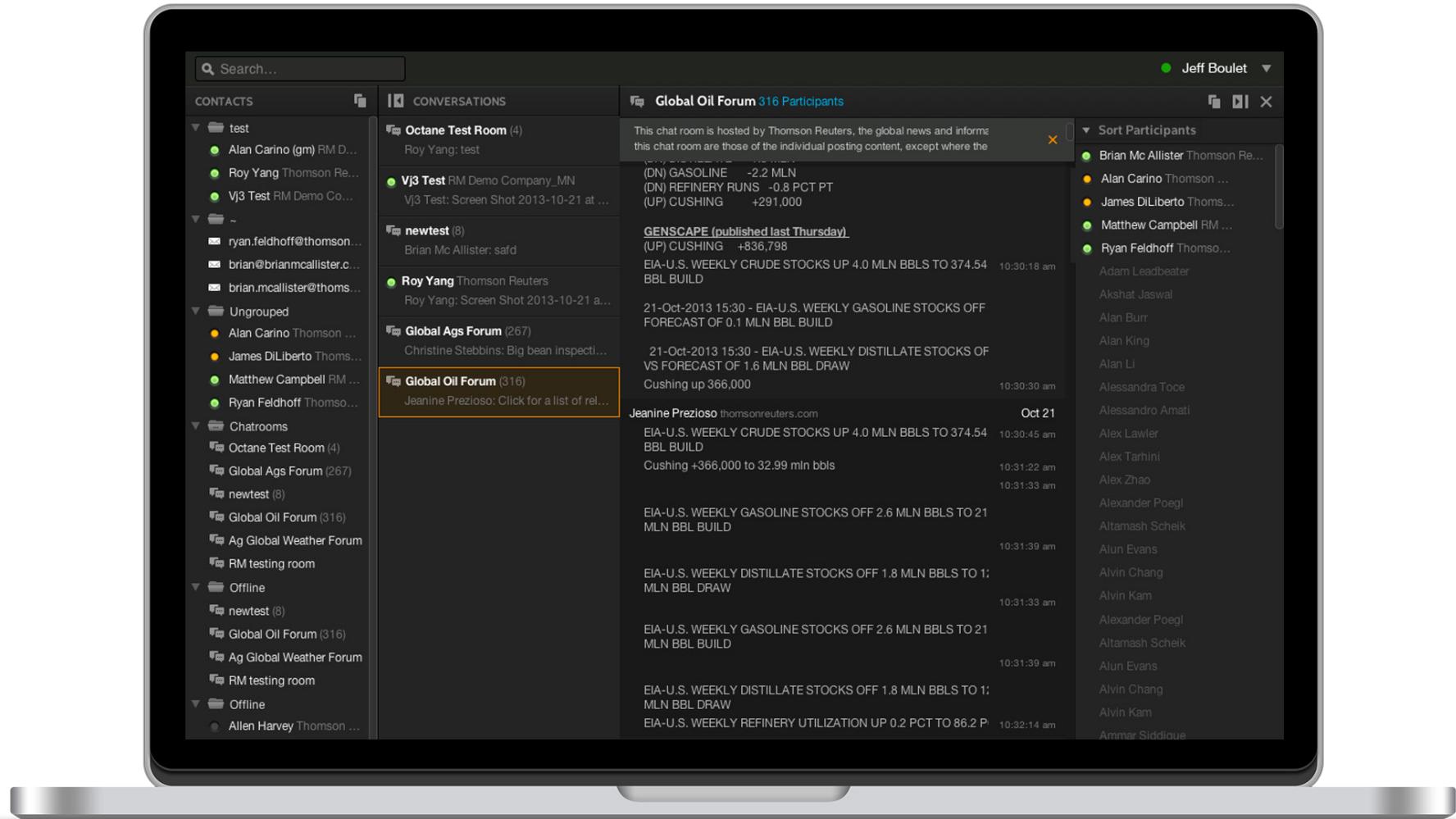
## MOBILE APP SPLASH SCREEN



## MOBILE APP MESSENGER SCREEN



## WEBSITE



## NPR Planet Money

Client:NPR

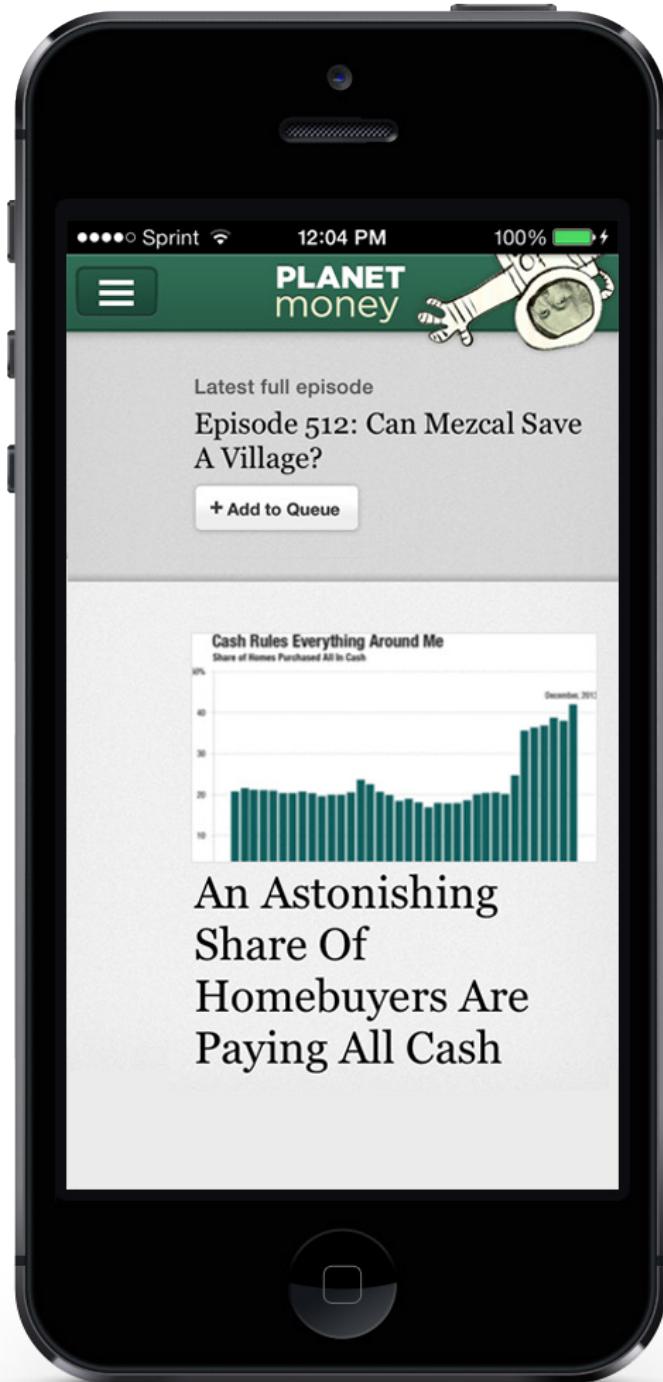
National Public Radio's in house team built the NPR Planet Money iPhone application. After the app increased in popularity, there were a variety of bugs and crashes that they could not resolve internally.

NPR contracted Giant Machines to fix and optimize the application along with strengthening the application's integration with NPR's content management system (CMS).

## SPLASH SCREEN



## CONTENTS SCREEN



## **Forbes Photos & Video App**

Client: Forbes

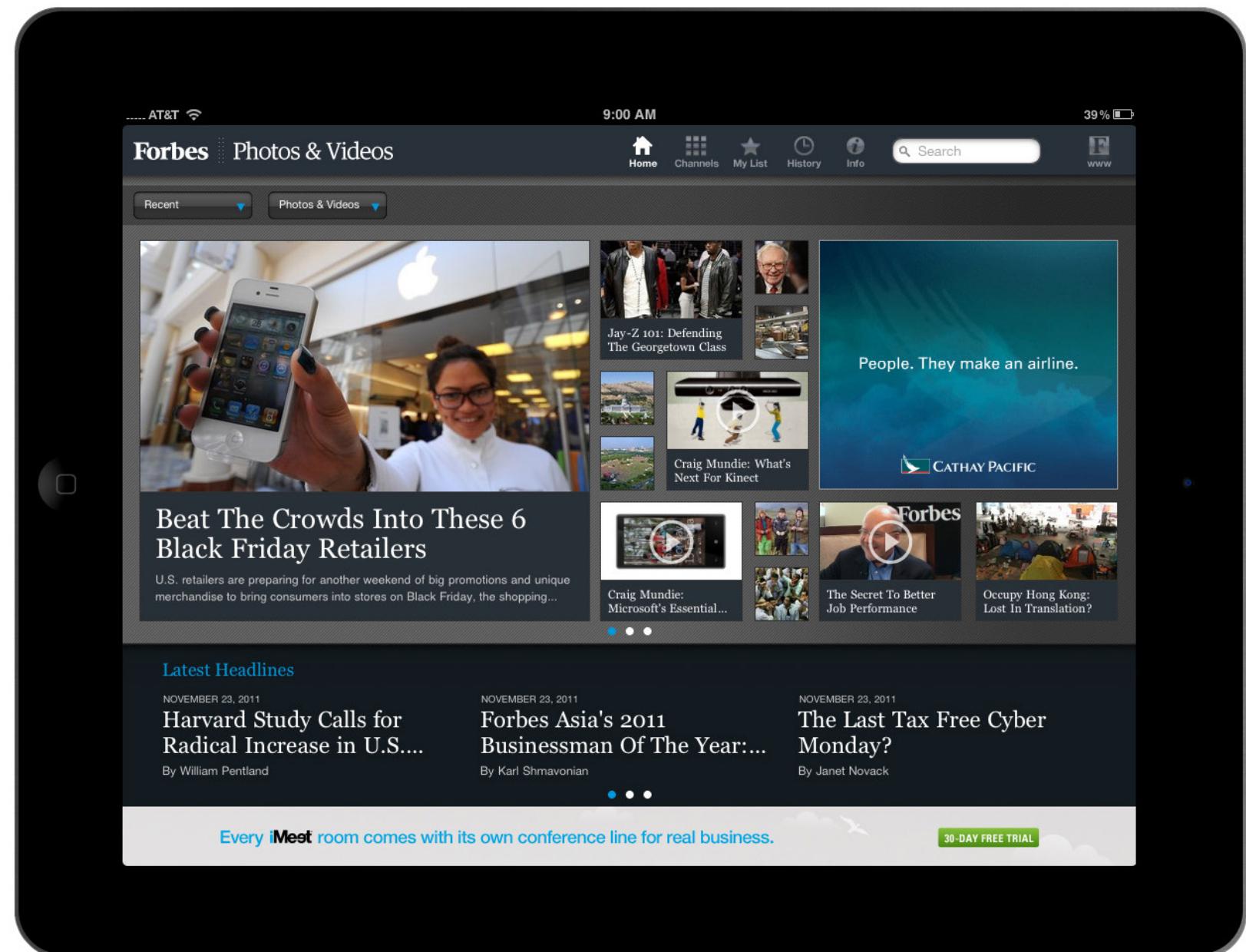
Giant Machines built two iPad applications for Forbes Media, the Forbes Photos & Videos app and the Forbes Career Advisor app. Utilizing the existing Forbes RSS feeds and building custom scrapers of Forbes.com, Giant Machines was able to build the two applications with limited support from the Forbes internal technology team.

This allowed the Forbes team to release and deploy applications to accommodate their editorial calendar.

## SPLASH SCREEN



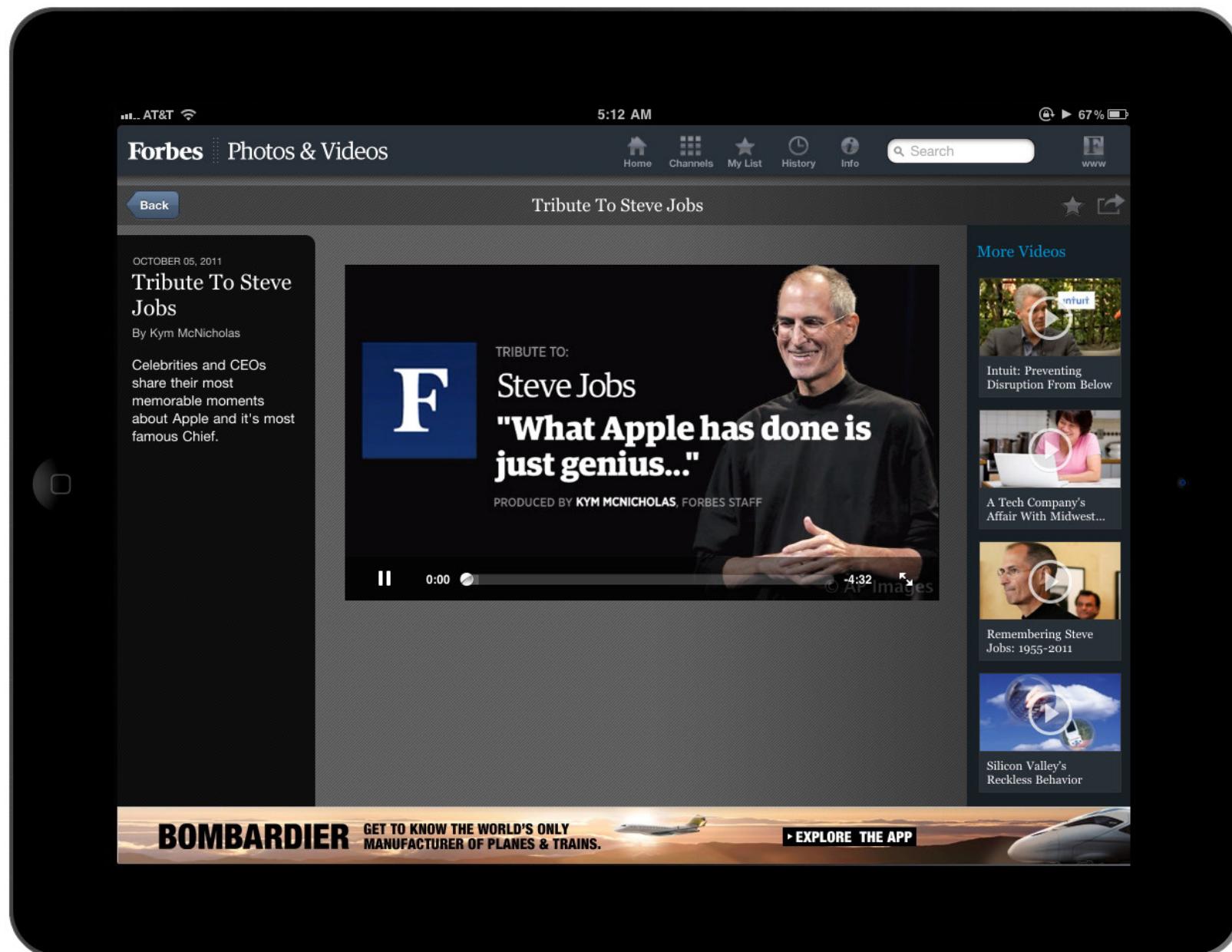
## HOME SCREEN



## PHOTO DETAIL SCREEN



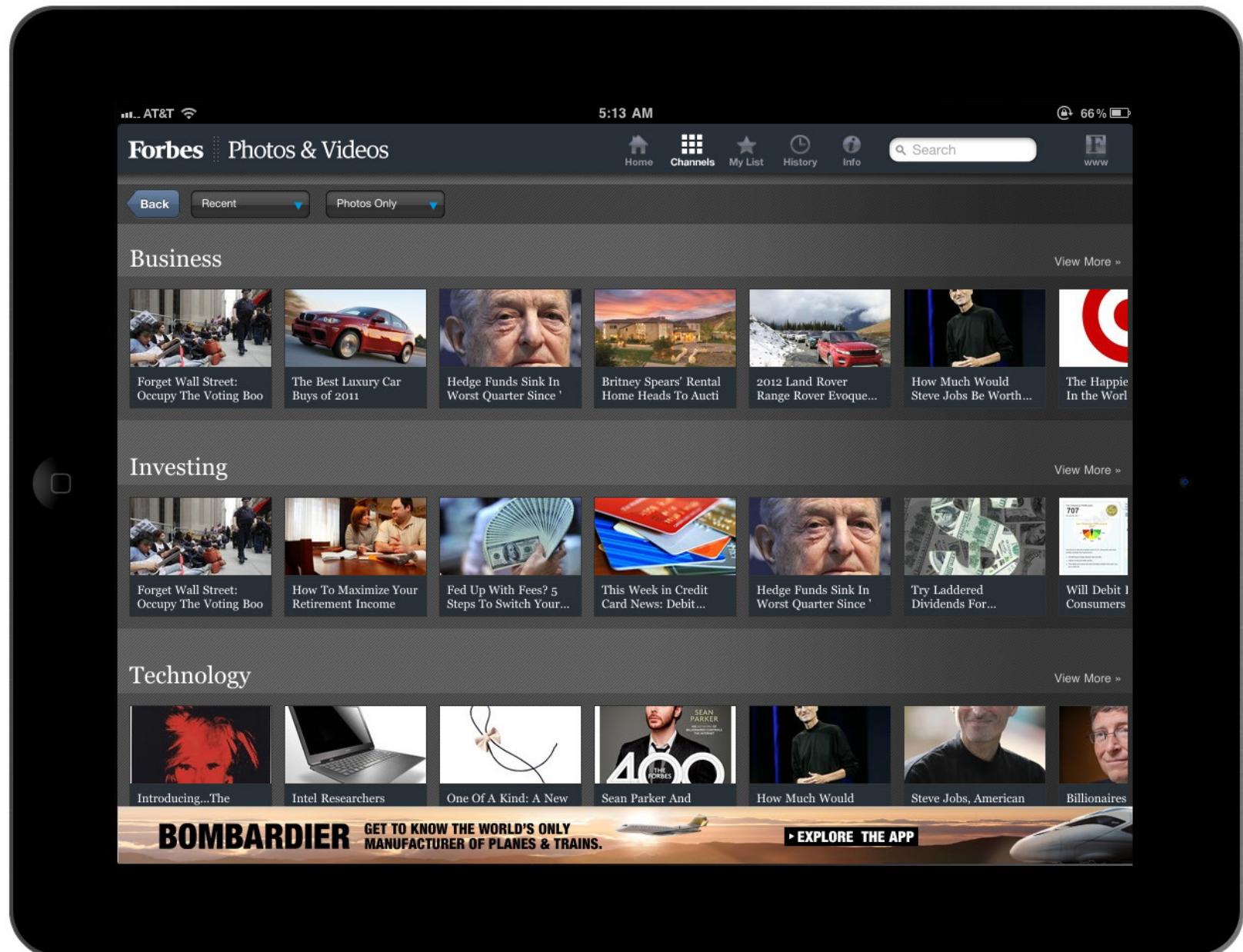
## VIDEO DETAIL SCREEN



FULL VIDEO SCREEN



## CHANNELS SCREEN



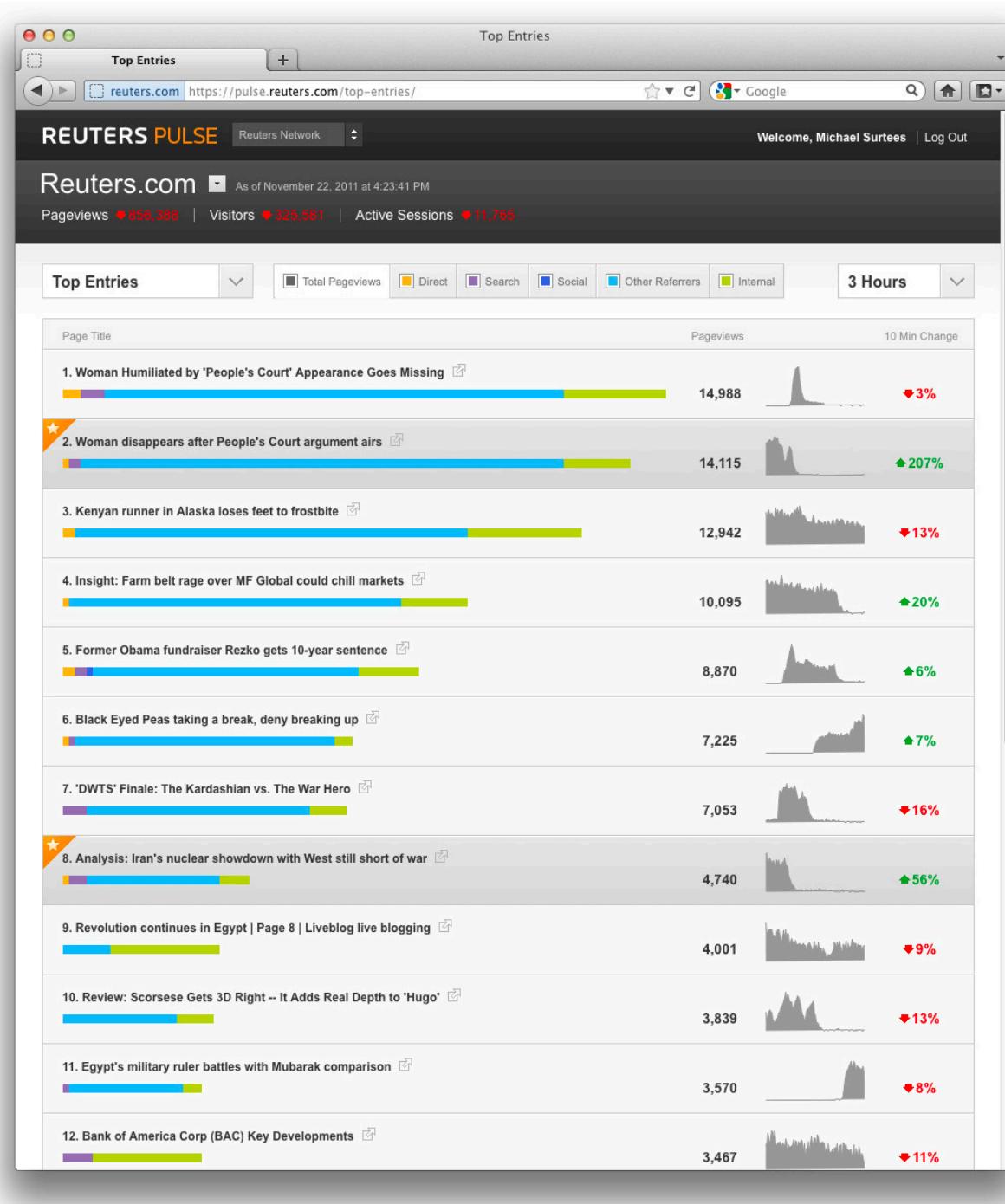
## **Reuters Pulse**

Client: Thomson Reuters

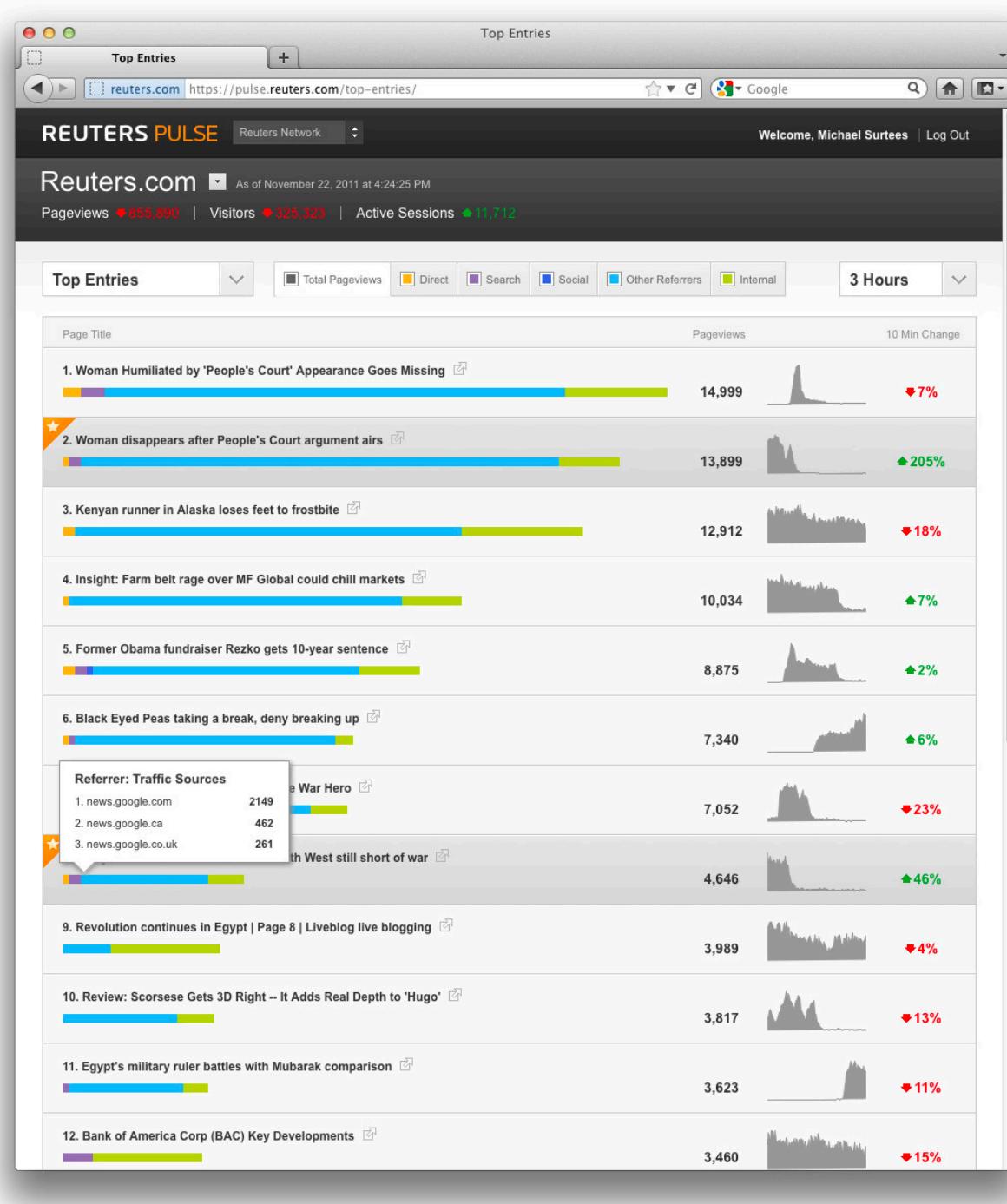
Giant Machines worked with Thomson Reuters to quickly prototype analytics dashboards and tools to assist their breaking news division focus their efforts on trending news stories.

Built using Backbone.js and websockets, the application functioned in real time and allowed for instantaneous updates.

## TOP ENTRIES



## TOP ENTRIES DETAIL



## PAGE DETAIL

Page Detail

REUTERS PULSE

Welcome, Michael Surtees | Log Out

Reuters.com As of November 22, 2011 at 4:24:38 PM

Pageviews 855,712 | Visitors 325,259 | Active Sessions 11,733

**Analysis: Iran's nuclear showdown with West still short of war**

3 Hours

**Pageviews**

**PAGEVIEWS**

Total	4688
Direct	232
Search	448
Social	97
Referrers	3265
Internal	646

**TRAFFIC SOURCES**

Source	Visits	Change
1. news.google.com	2,127	▲ 999%
2. news.google.ca	456	0%
3. google.com	331	▲ 11%
4. news.google.co.uk	260	0%
5. (direct)	230	▼ 999%
6. ig.gmodules.com	152	▼ 999%
7. facebook.com	84	▼ 2%
8. news.google.com.au	56	▲ 999%
9. google.co.uk	41	▲ 999%
10. google.ca	40	▲ 999%

**SEARCH TERMS**

Term	Visits	Change
1. iran	94	0%
2. iran news	27	▲ 999%
3. iran war	14	▲ 999%
4. iran nuclear	11	▼ 2%
5. iran israel war	7	▲ 999%
6. israel iran war	5	0%
7. war with iran	5	▲ 999%
8. iran nuclear threat	5	0%
9. iran nuclear weapons	4	0%
10. nuclear war	4	▲ 999%

More Results

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REUTERS

## PAGE DETAIL OVERLAY INFO

**Page Detail**

REUTERS PULSE

Welcome, Michael Surtees | Log Out

Reuters.com As of November 22, 2011 at 4:24:56 PM

Pageviews 855,299 | Visitors 325,161 | Active Sessions 11,621

**Analysis: Iran's nuclear showdown with West still short of war**  
<http://www.reuters.com/article/2011/11/22/us-iran-nuclear-options-idUSTRE7ALB20111122>

3 Hours

**Pageviews**

November 22, 2011 - 2:08PM  
 Pageviews in 2 minutes

Total: 51  
 Direct: 5  
 Search: 3  
 Social: 0  
 Referrers: 26  
 Internal: 17

**PAGEVIEWS**

Total	4688
Direct	232
Search	448
Social	97
Referrers	3265
Internal	646

**TRAFFIC SOURCES**

Rank	Source	Pageviews	Change
1.	news.google.com	2,103	▲ 999%
2.	news.google.ca	454	0%
3.	google.com	330	▲ 25%
4.	news.google.co.uk	258	0%
5.	(direct)	228	▼ 999%
6.	ig.gmodules.com	151	▼ 999%
7.	facebook.com	84	▲ 46%
8.	news.google.com.au	56	▲ 999%
9.	google.co.uk	41	▲ 999%
10.	google.ca	40	▲ 999%

**SEARCH TERMS**

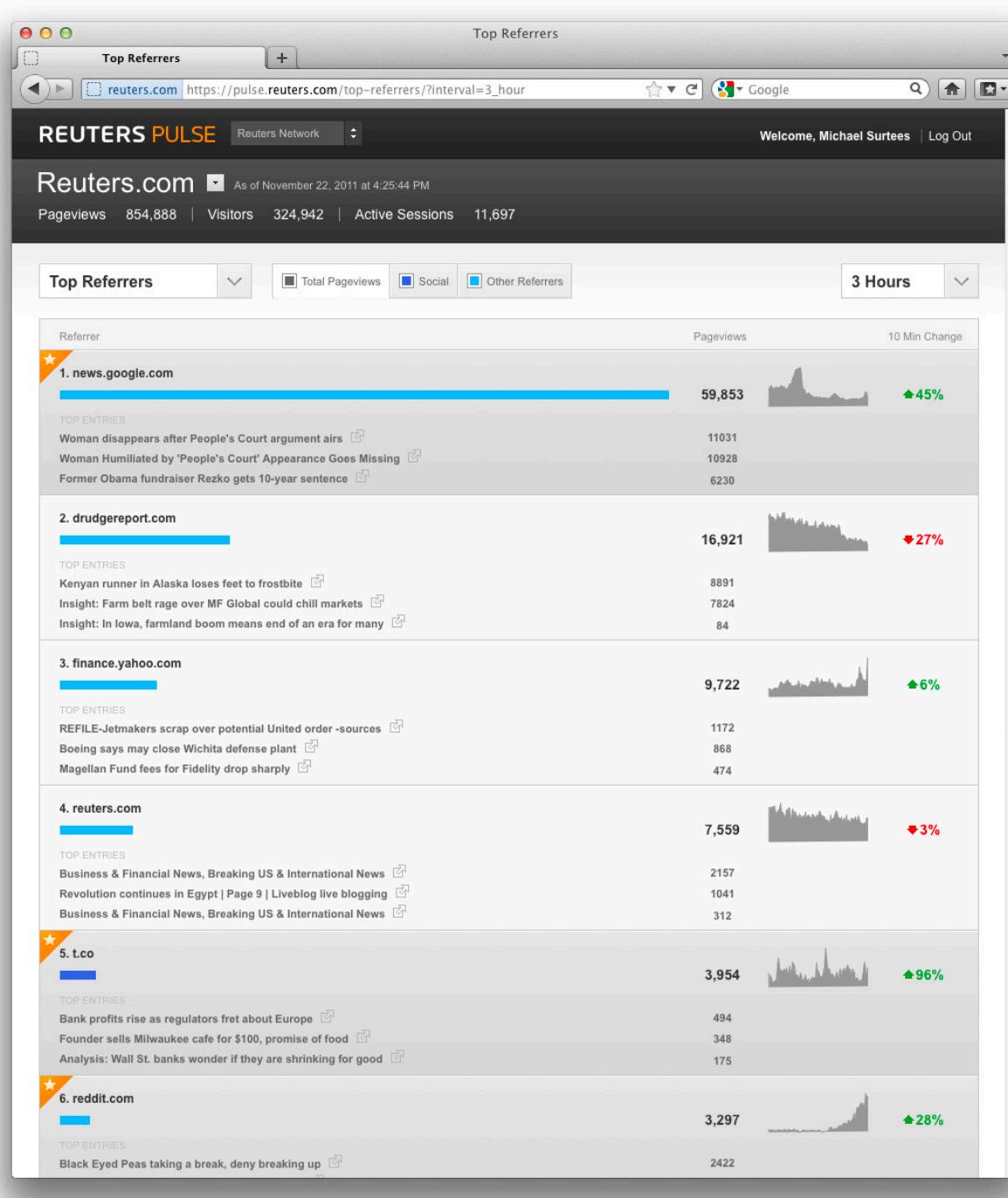
Term	Pageviews	Change
iran	94	0%
iran news	27	▲ 999%
iran war	14	▲ 999%
iran nuclear	11	▼ 2%
iran israel war	7	▲ 999%
israel iran war	5	0%
war with iran	5	▲ 999%
iran nuclear threat	5	0%
iran nuclear weapons	4	0%
nuclear war	4	▲ 999%

More Results

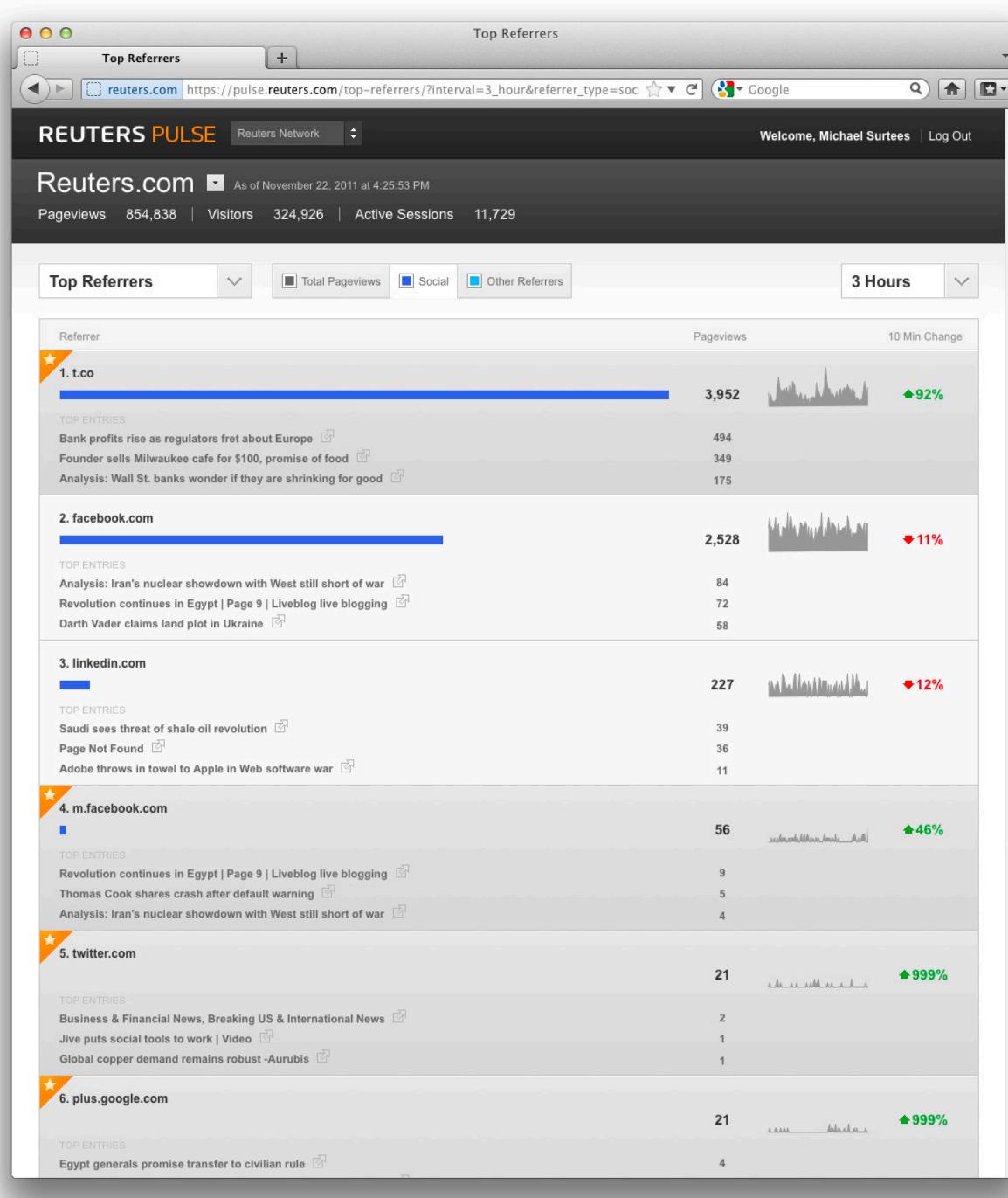
© 2011 THOMSON REUTERS. ALL RIGHTS RESERVED. | PRIVACY STATEMENT

REUTERS

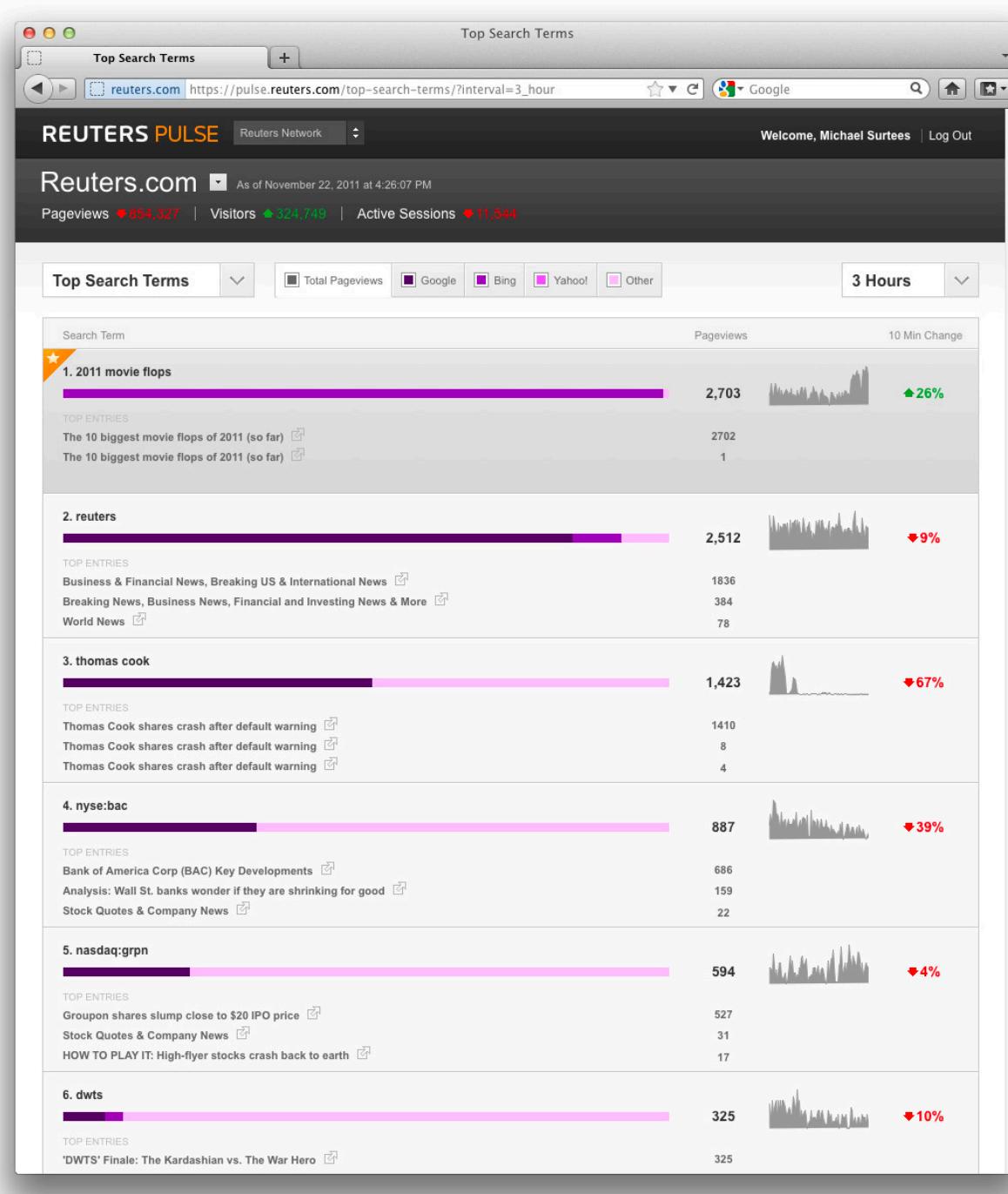
## TOP REFERRALS TOTAL PAGE VIEWS



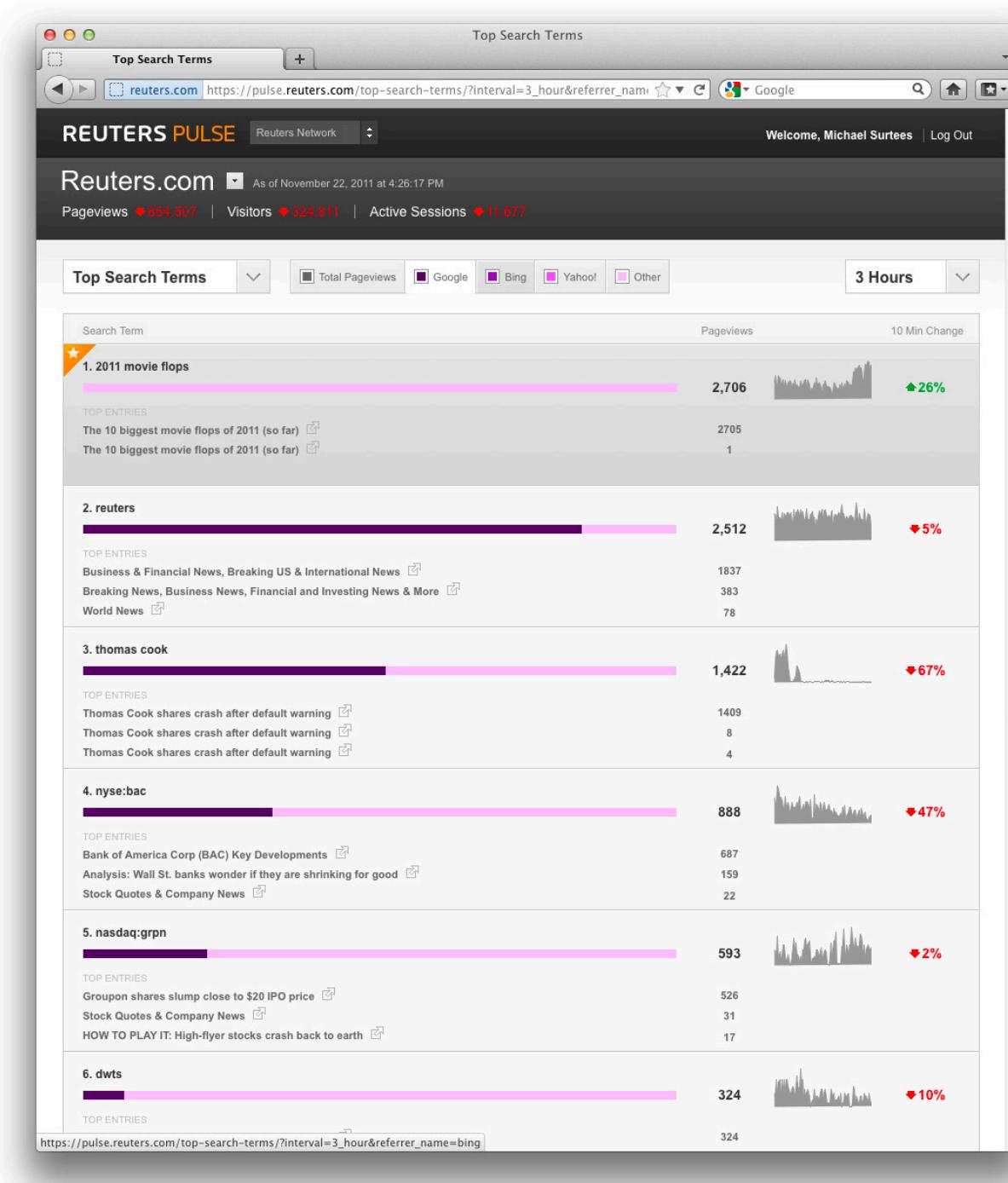
## TOP REFERRALS SOCIAL



## TOP SEARCH TERMS TOTAL



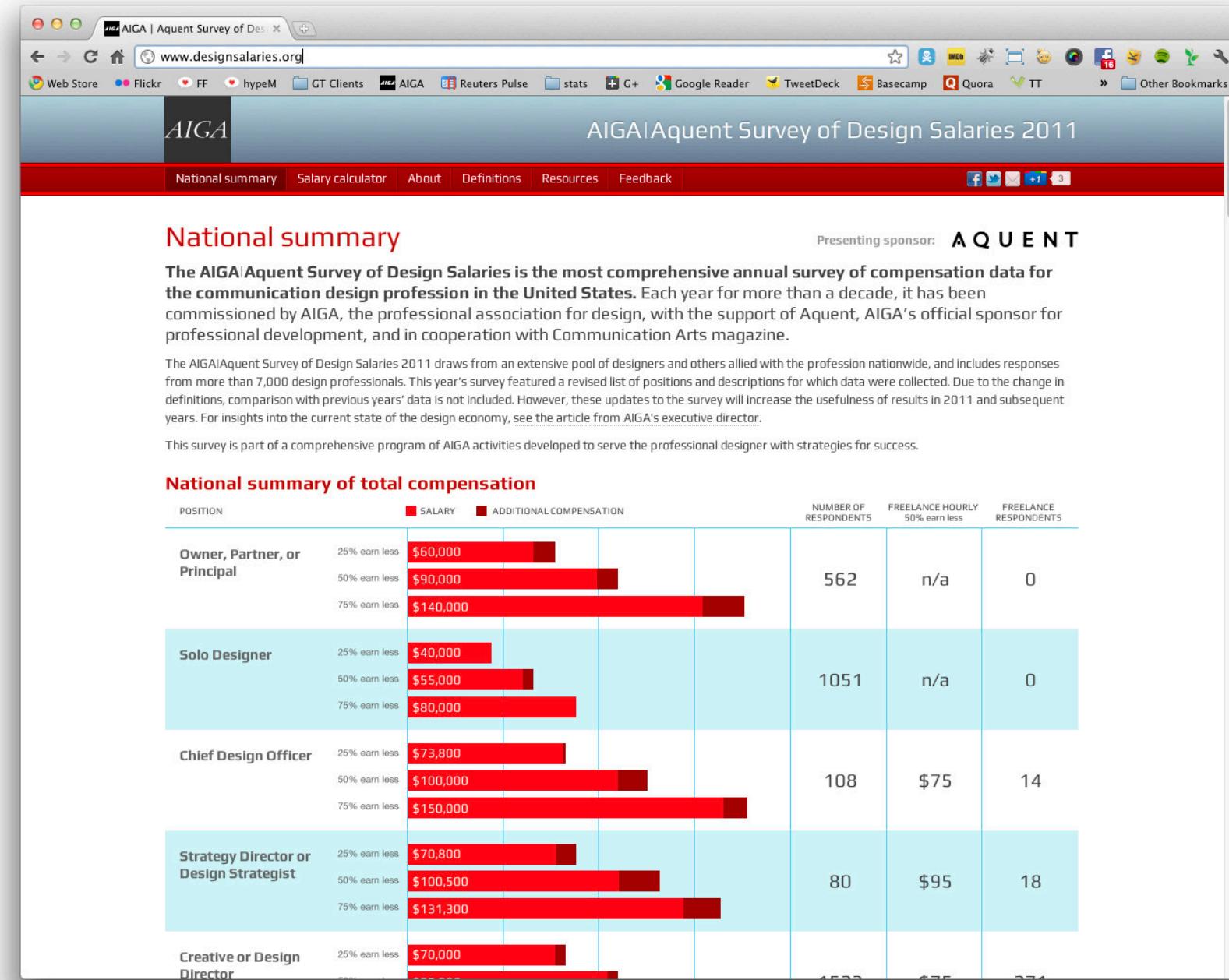
# TOP SEARCH TERMS FROM GOOGLE



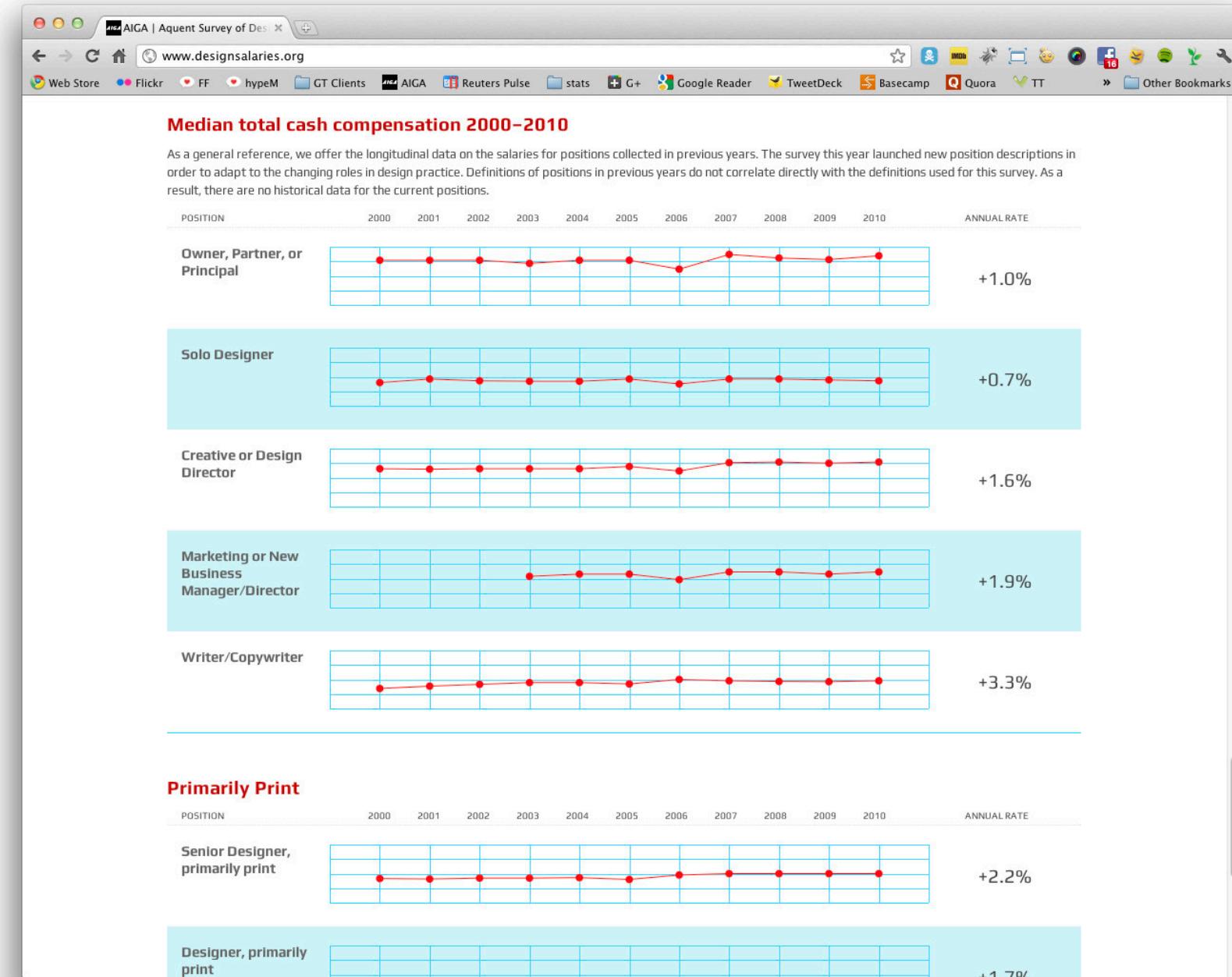
# AIGA Survey of Design Salaries 2011

Client: AIGA National

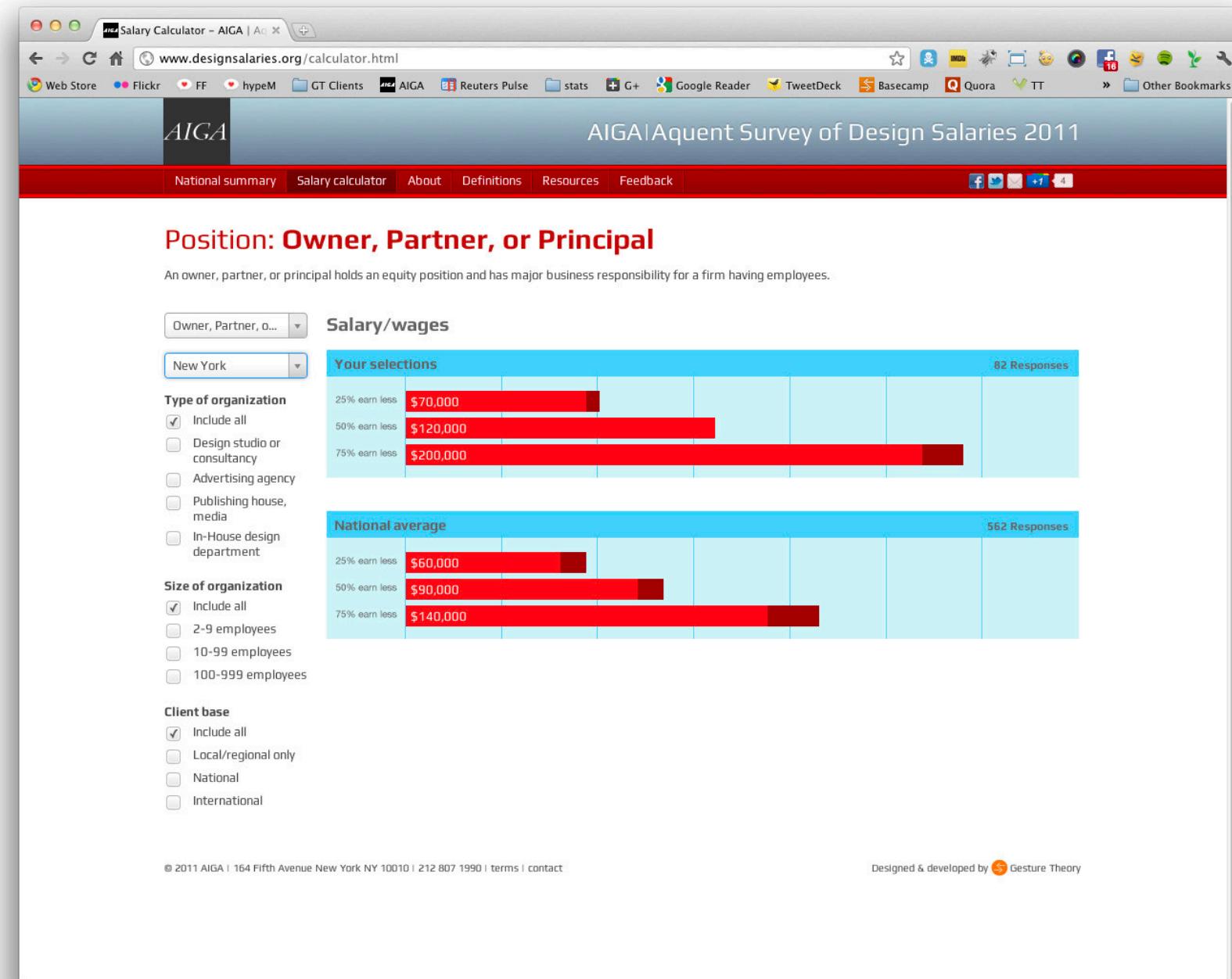
# NATIONAL SUMMARY OF TOTAL COMPENSATION



## MEDIAN TOTAL CASH



## SALARY CALCULATOR



## RESOURCES

The screenshot shows the AIGA Survey of Design Salaries 2011 website. At the top, there's a navigation bar with links to 'National summary', 'Salary calculator', 'About', 'Definitions', 'Resources', and 'Feedback'. Below the navigation is a red banner with social media icons. The main content area has several sections:

- Resources**: A blue box featuring the text "Your name here!" and "AIGA member since 1999". It also shows an AIGA ID card with "ID 00001" and "EXPIRES".
- Join AIGA**: A section describing the benefits of membership, including exclusive job listings, events, and tools. It includes a "Visit site" button.
- Design Jobs**: A screenshot of the AIGA Design Jobs website showing search results for "Graphic Designer" in "New York, NY". It includes a "Visit site" button.
- AIGA Member Gallery**: A grid of nine thumbnail images showcasing member work.
- Design Business and Ethics Series**: A dark blue banner at the bottom.

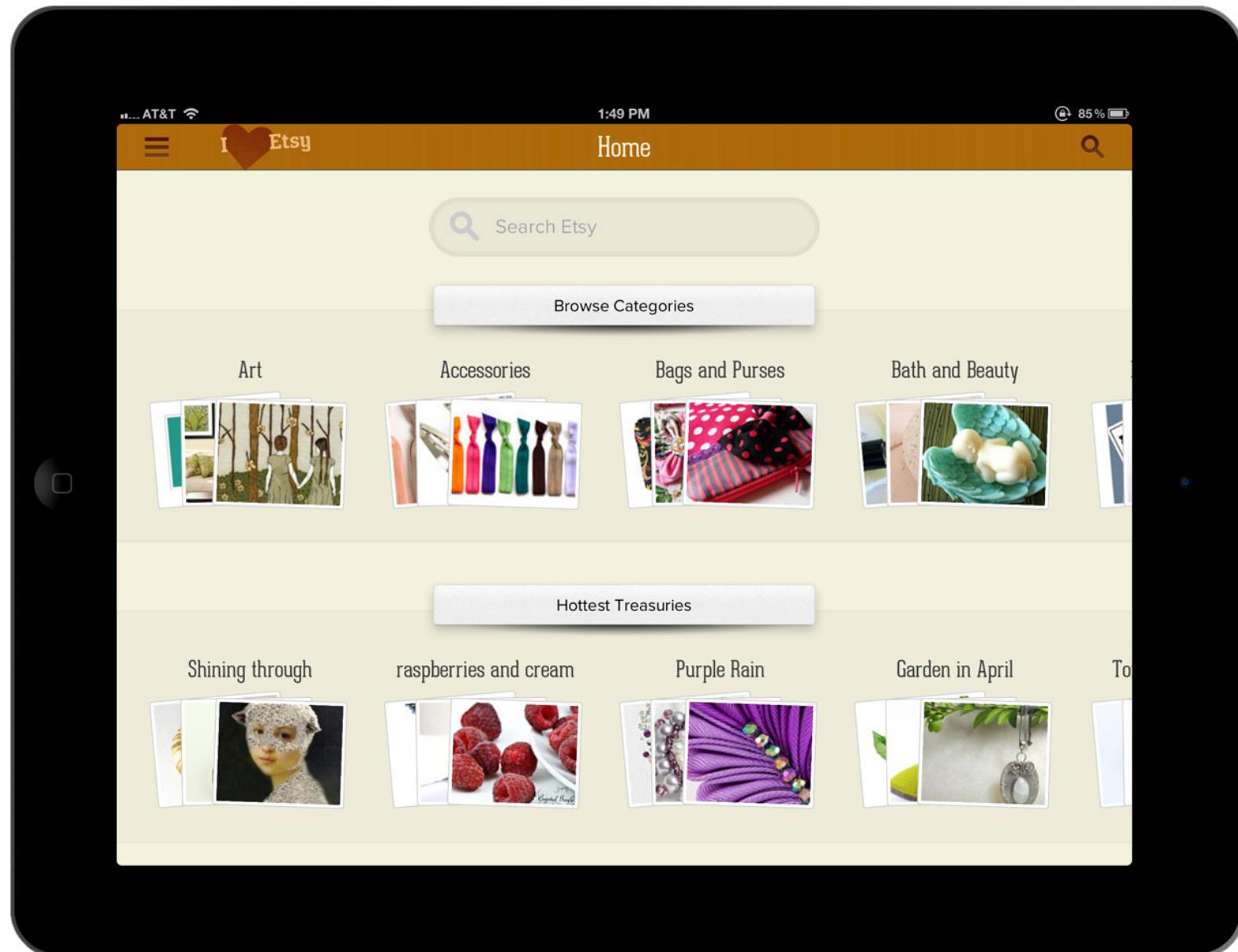
# I Heart Etsy App

## (Using Etsy's API)

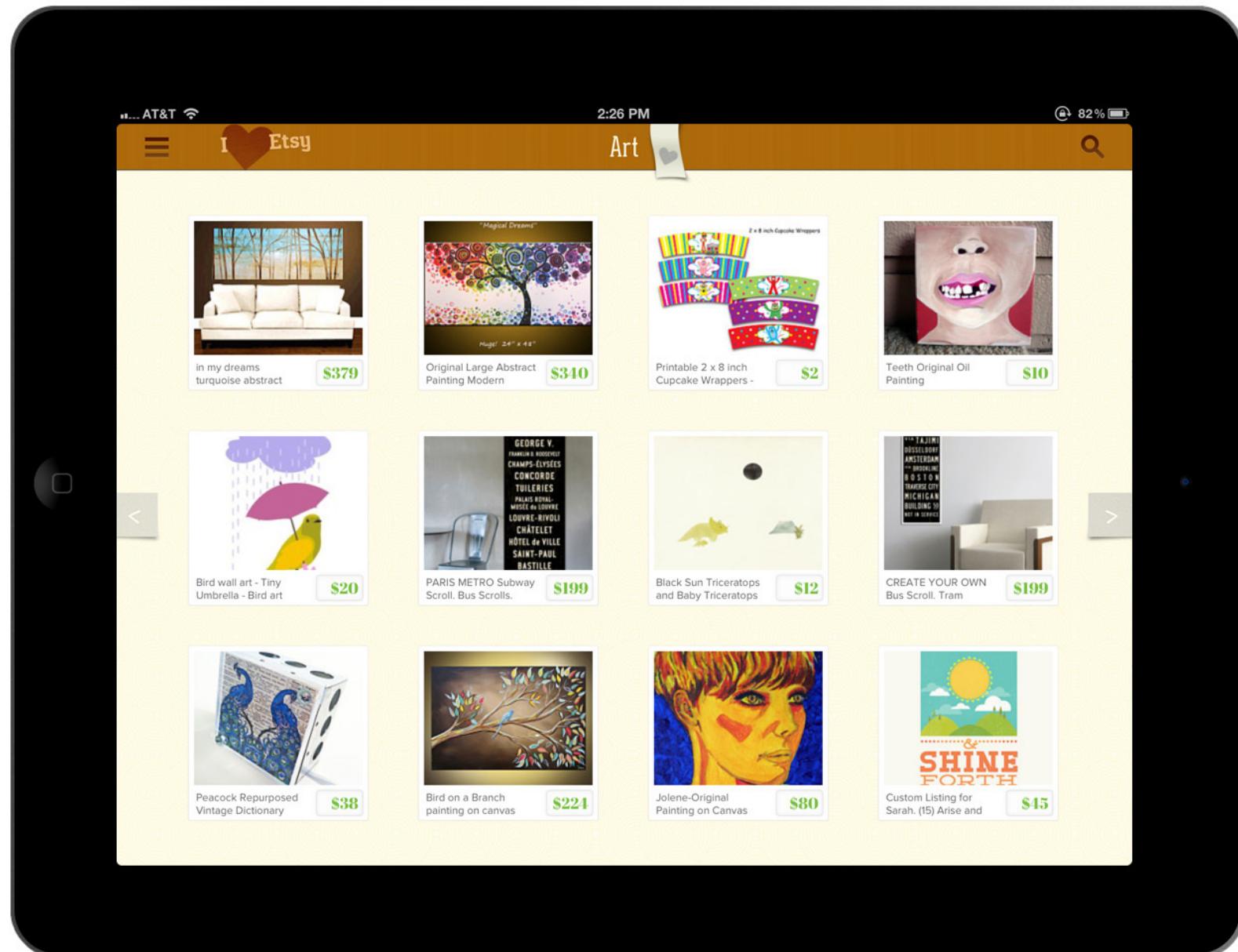
## SPLASH SCREEN



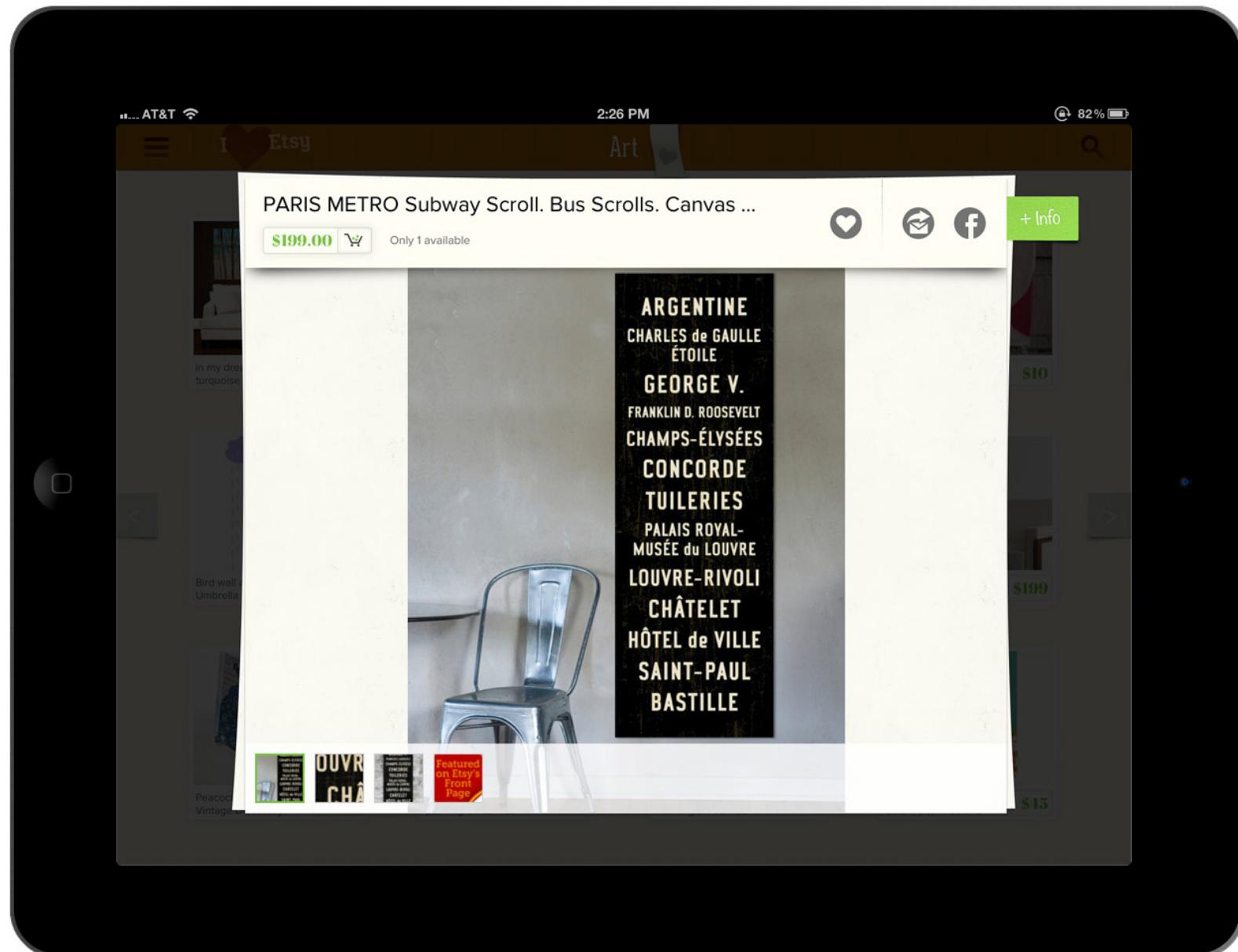
## HOME SCREEN



## RESULTS SCREEN



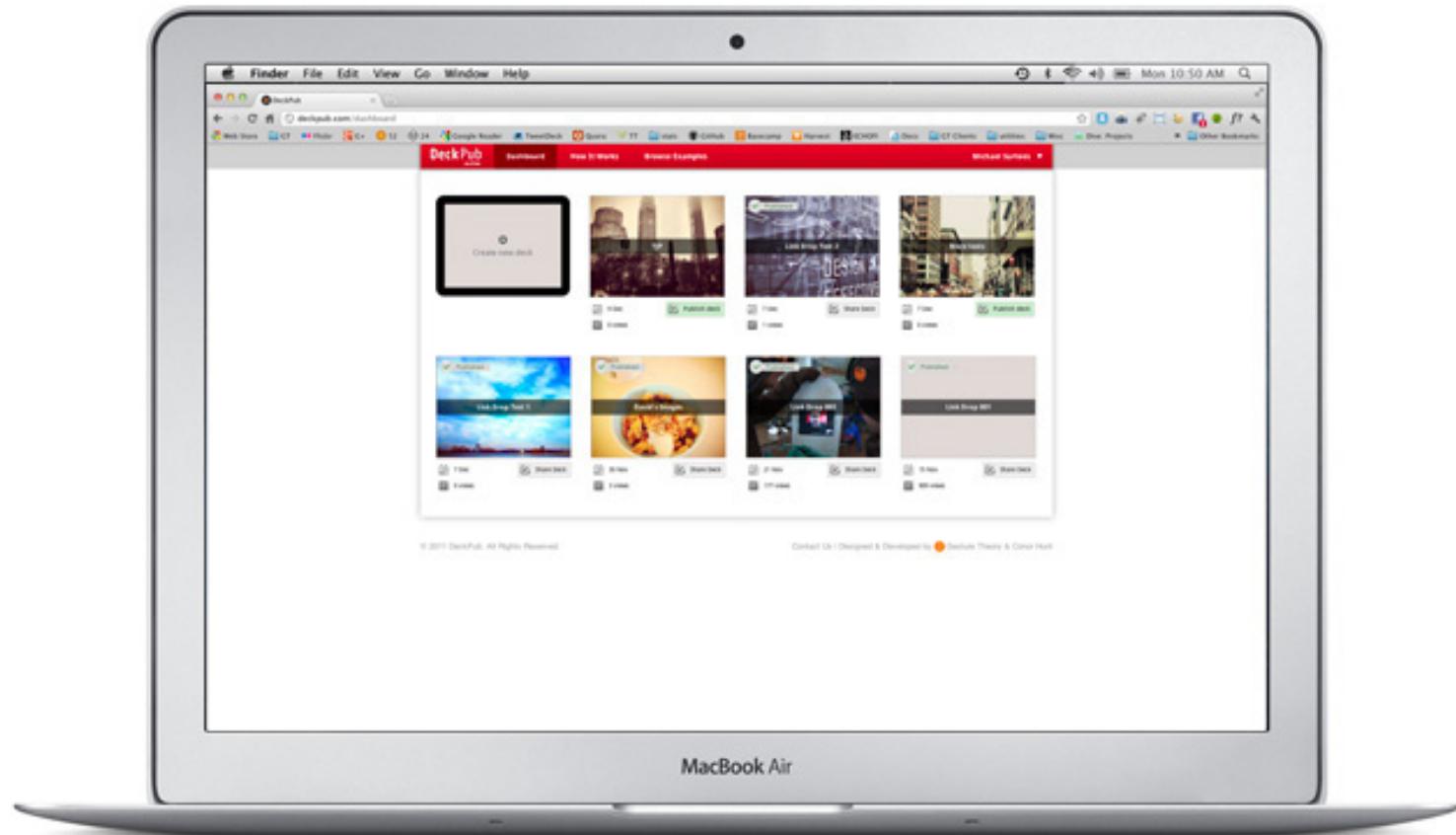
## DETAIL SCREEN



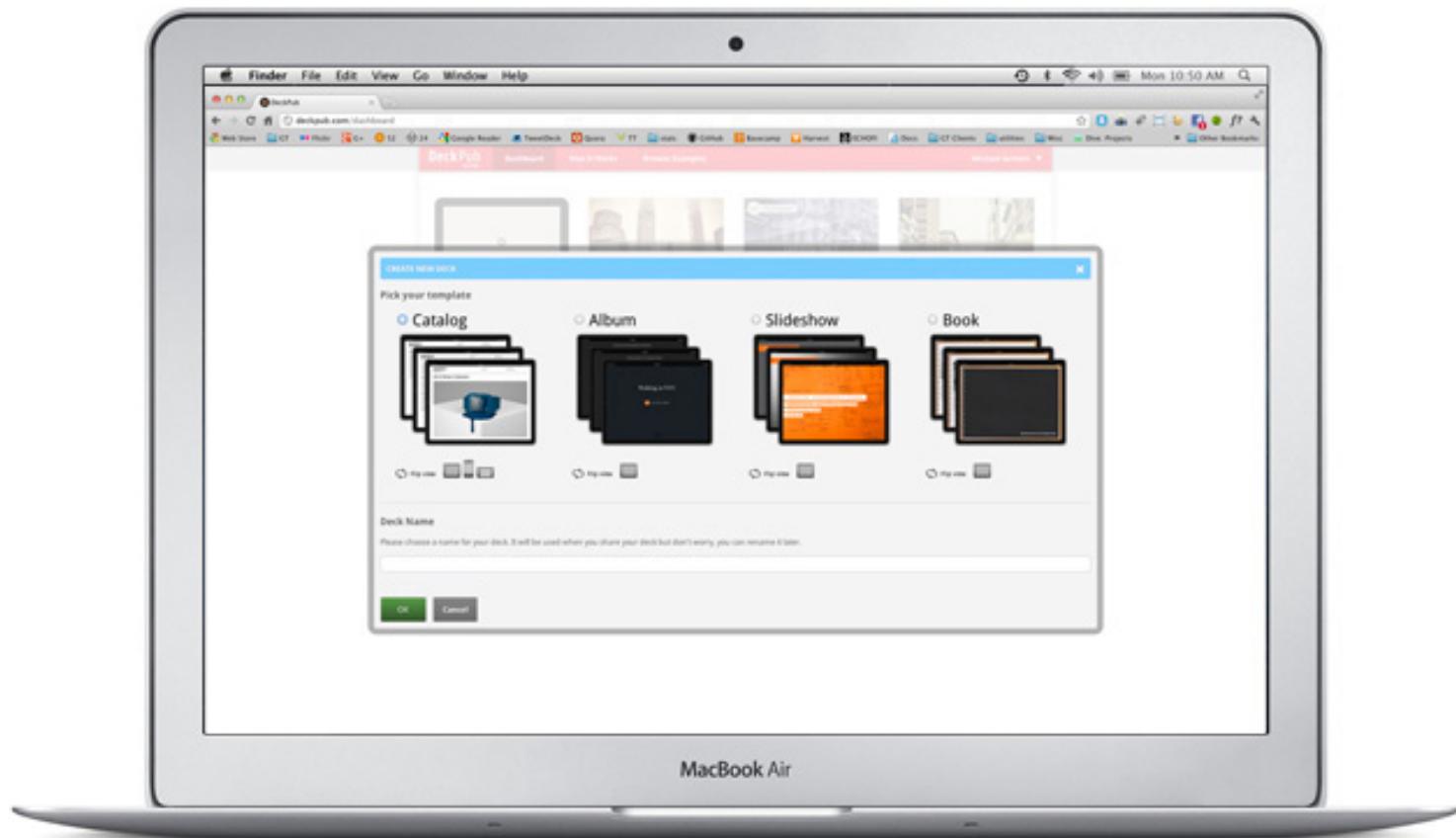
**Deckpub Editor**

Client: Deckpub

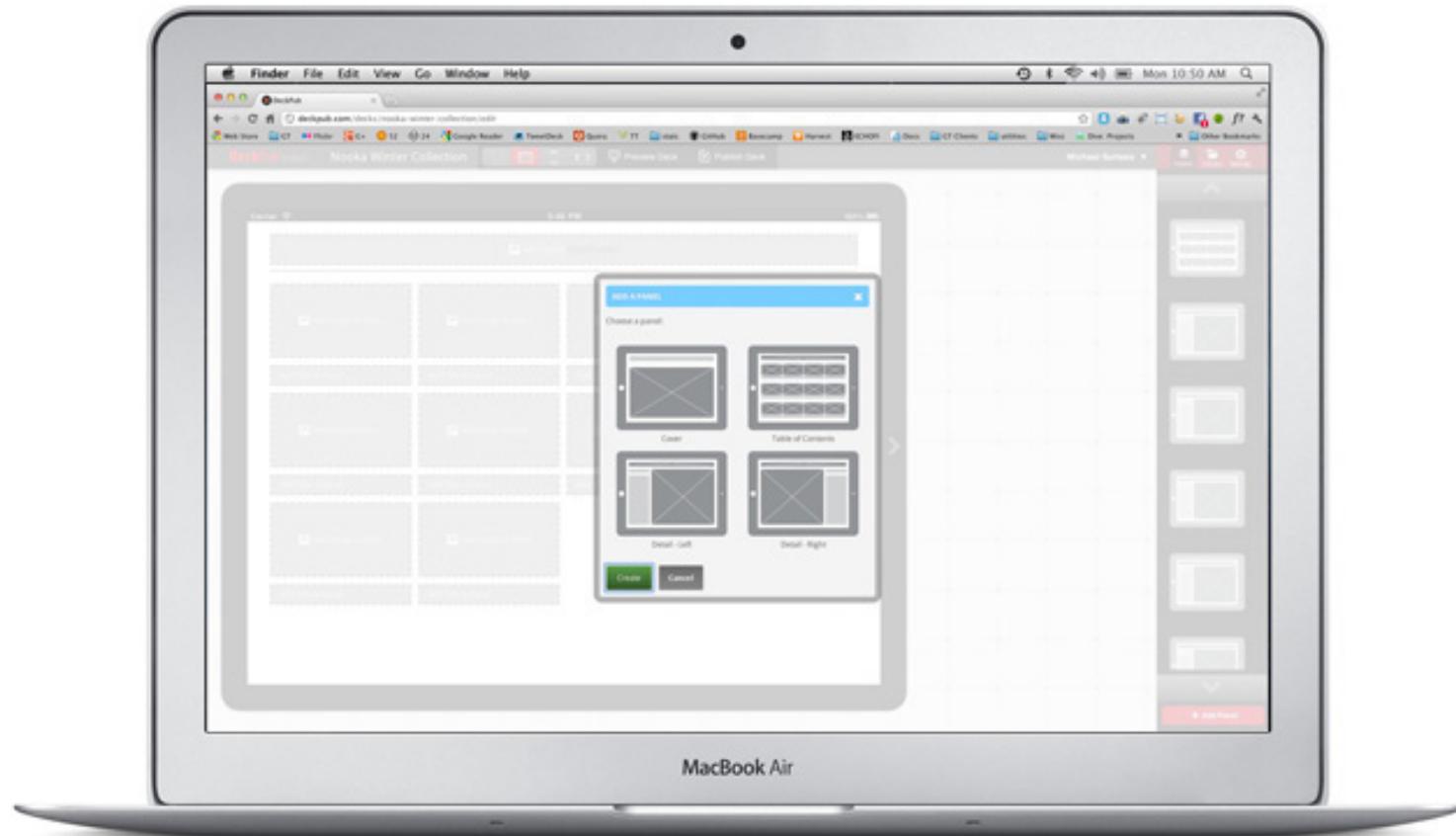
## DASHBOARD



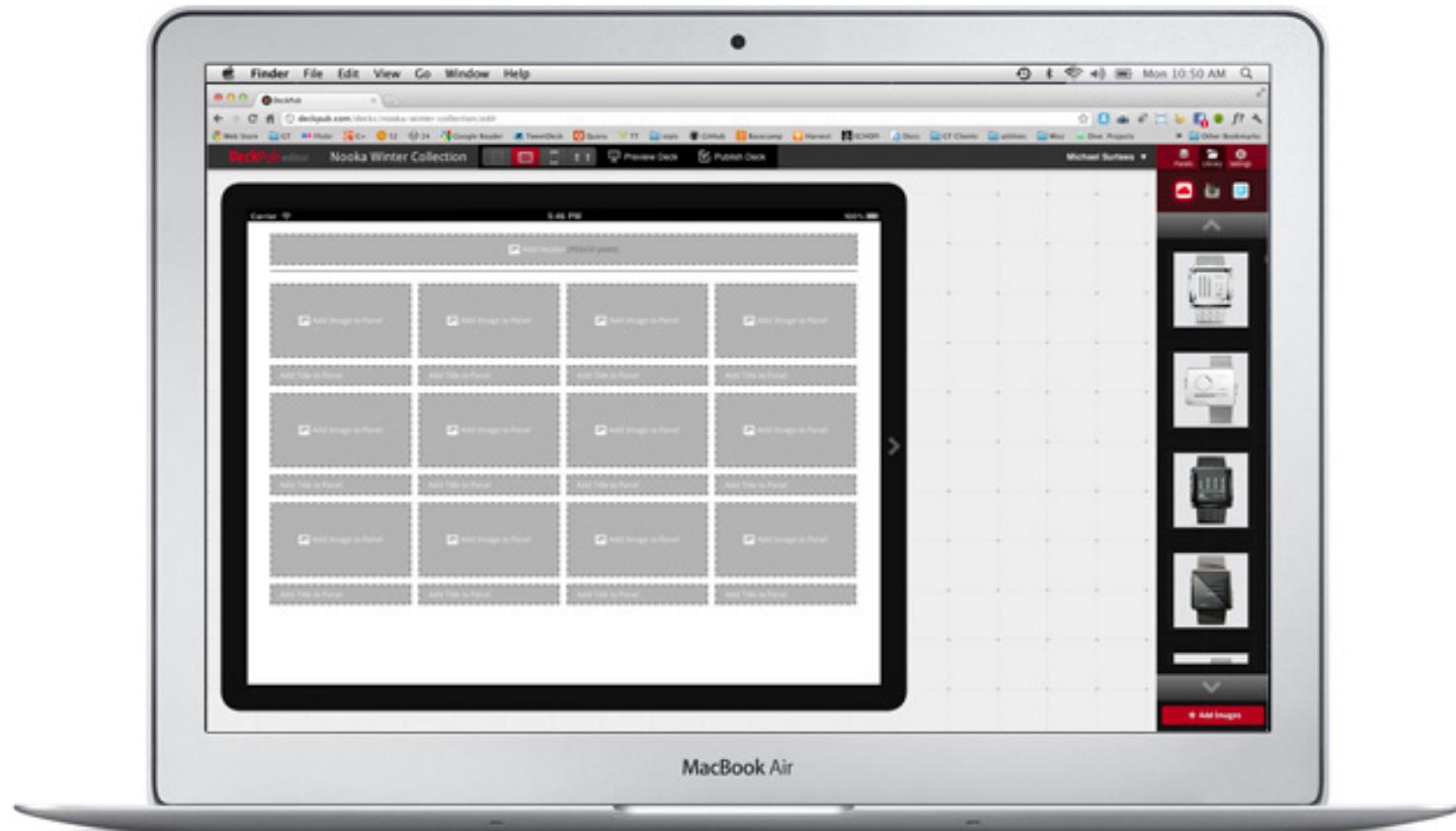
## TEMPLATE OPTIONS



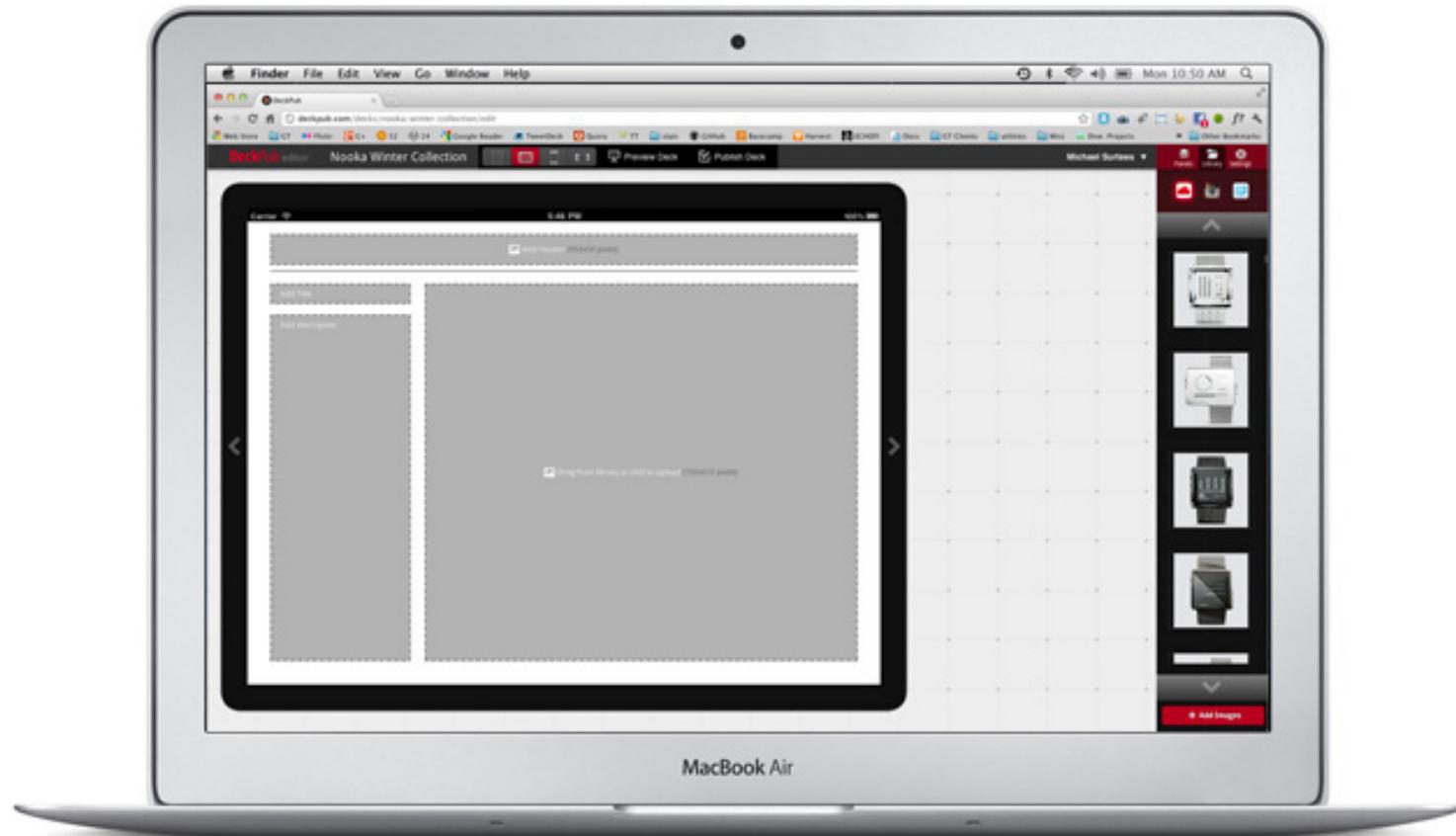
## GRID OPTIONS



## GRID LAYOUT



## GRID LAYOUT



## GRID LAYOUT WITH ASSETS



## BACKGROUND OPTIONS



## PREVIEW



# **Etsy Internal Marketing Email Builder**

Client: Etsy

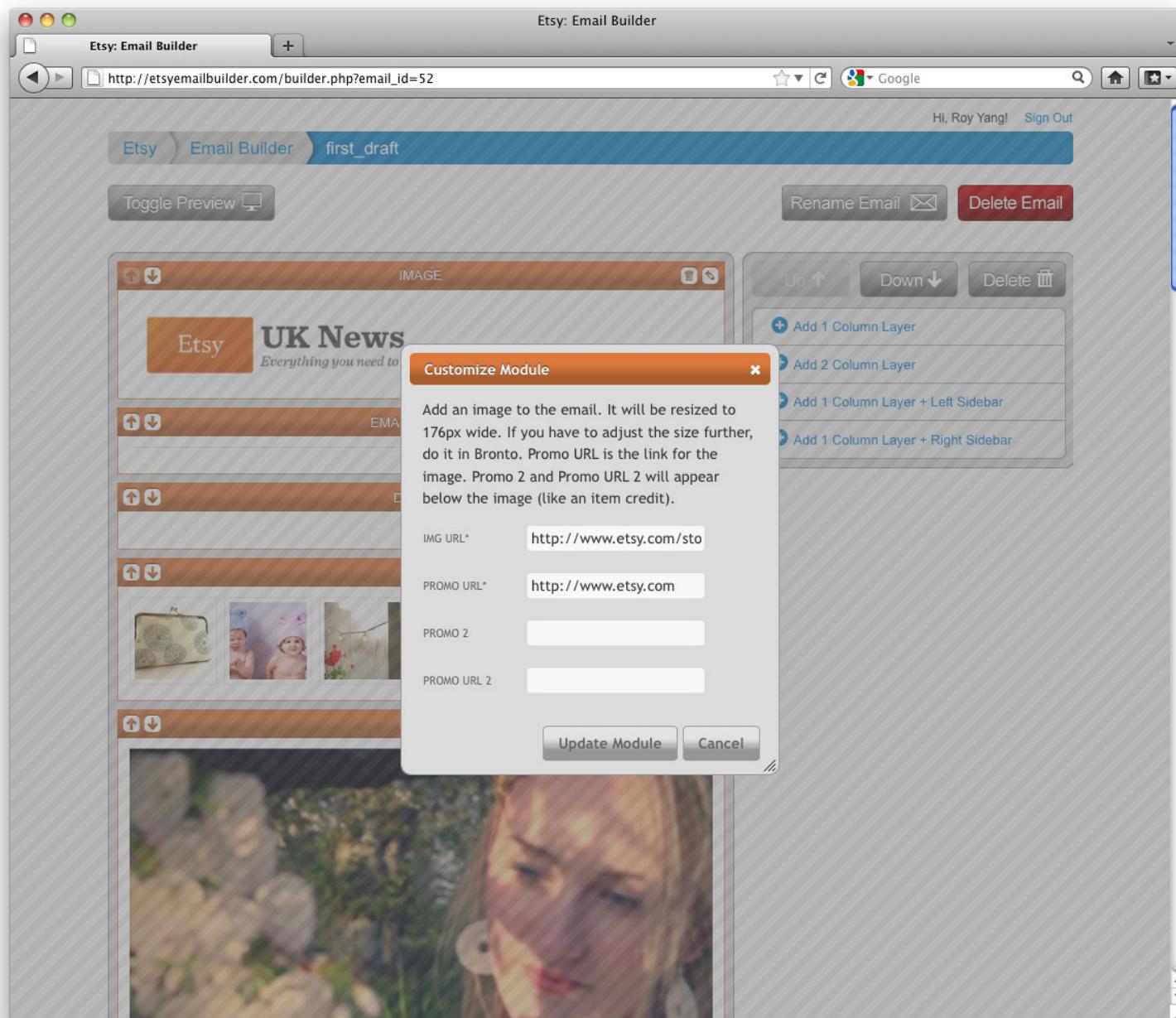
## EMAIL LIST

The screenshot shows a web browser window titled "Etsy: Email Builder" with the URL "http://etsyemailbuilder.com/" in the address bar. The browser's toolbar includes standard icons for back, forward, search, and refresh. The top right corner shows a user greeting "Hi, Roy Yang!" and a "Sign Out" link. The main content area has a blue header bar with "Etsy" and "Email Builder" tabs. A large blue button labeled "New Email" is visible. Below this is a table listing two email entries:

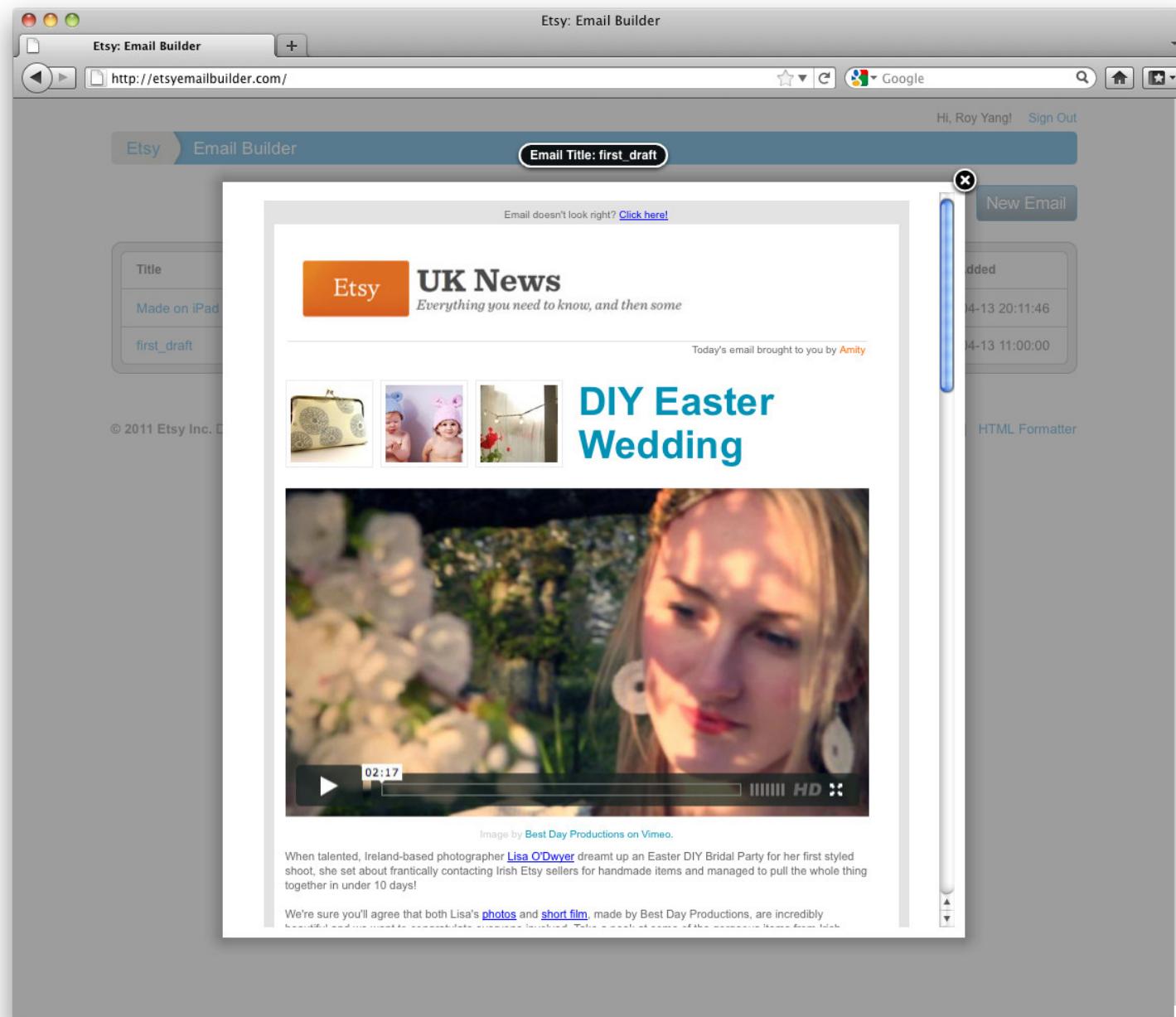
Title	Preview	Actions	Last Modified ↑	Date Added
Made on iPad		Delete   Edit   Rename	2011-04-13 20:13:03	2011-04-13 20:11:46
first_draft		Delete   Edit   Rename	2011-04-13 15:47:37	2011-04-13 11:00:00

At the bottom left, there is a copyright notice: "© 2011 Etsy Inc. Developed by Gesture Theory". At the bottom right, there are links to "Etsy.com", "Bronto", "JSON Formatter", and "HTML Formatter".

## CONFIRMED MODAL SELECTION



## EMAIL PREVIEW



## HTML OF EMAIL

Etsy: Email Builder

Etsy: Email Builder http://etsymailbuilder.com/builder.php?email\_id=52

Hi, Roy Yang! Sign Out

Etsy Email Builder first\_draft

Toggle Preview Export to Bronto Get HTML Rename Email Delete Email

**HTML Code**

The following is the HTML code for your custom email:

```
<table style="color: #101010; font-family: Arial,sans-serif; font-size: 12px; line-height: 20px; background: none repeat scroll 0% 0% #227, 227, 227;" align="center" border="0" cellpadding="0" cellspacing="0" width="626">
    <tbody>
        <tr>
            <td style="font-size: 10px; padding-bottom: 8px; padding-top: 3px; text-align: center;" valign="top">
                Email doesn't look right? <a href="#{$message_url}">Click here!</a> <!-- TABLE 2 - MODULE WHITE TABLE -->
                <div style="margin: 0pt 10px; padding: 19px 0px 11px; text-align: center; background: none repeat scroll 0% 0% #227, 227, 227;">
                    <!-- *****EMAIL BODY CONTENT***** -->
                    <div style="margin: 0pt auto;">
                        <!-- BEGIN 100% row -->
                        <table align="center" border="0" cellpadding="0" cellspacing="0" width="566">
                            <tbody><tr style="display: block;"><td><div><table border="0" cellpadding="0" cellspacing="0" width="566"><tbody><tr><td width="566">
                                <div type="image-full"><div><!-- Image Begin -->
                                    <table align="center" cellpadding="0" cellspacing="0" width="566">
                                        <tbody><tr><td align="top" width="566">
                                            <a href="#"></a>
                                        </td>
                                    </tr>
                                </tbody></table>
                            </td></tr>
                        </tbody></table>
                    <!-- Image End --></div><div type="author-credit"><div><!-- Begin Author Credit-->
                    <table style="color: #101010;" align="center" width="566">
```

**Done**



Image by Best Day Productions on Vimeo.

When talented, Ireland-based photographer Lisa O'Dwyer dreamt up an Easter DIY Bridal Party for her first styled shoot, she set about frantically contacting Irish Etsy sellers for handmade items and managed to pull the whole thing together in under 10 days!

We're sure you'll agree that both Lisa's photos and short film, made by Best Day Productions, are incredibly beautiful and we want to congratulate everyone involved. Take a peek at some of the gorgeous items from Irish sellers below which were used to style the shoot.

**Daylife.com**

Client: Daylife

# HOME SCREEN, PHOTO MOSAIC, TOPIC PAGES

**Daylife Publishers Log In**

**daylife** Organizing and distributing the world's news

Top News | World | Business | Politics | Entertainment | Sports | Science & Technology | More Topics

Covers [See all covers »](#)

September 5, 2009

**BusinessWeek**  
Daylife named one of BusinessWeek's top 50 tech startups  
[Read Coverage »](#)

**Daylife for Publishers**  
Our SmartMedia Services offer quality content without adding costs. [Learn More »](#)

**Our Customers**

**Our Products**

- Daylife Select**  
A point & click tool to create dynamic content portals. [Learn More »](#)
- Daylife API**  
Unlimited smart, customizable content to suit any publisher. [Learn More »](#)
- SmartContext**  
Weave the web's best content into your own. [Learn More »](#)

**Latest Headlines** [View All »](#)

- Merkel regrets Afghan raid deaths**  
BBC NEWS 1 HOUR AGO
- Man City dismiss 'poaching' claim**  
BBC NEWS 1 HOUR AGO
- China Wal-Mart employees detained in shopper's death**  
REUTERS 2 HOURS AGO
- 'I'll' pilots ground India airline**  
BBC NEWS 2 HOURS AGO

**Featured Topics**

Edward M. Kennedy	Hamid Karzai	Walt Disney Company	Rachael Ray
Michael Jackson	Roger Federer	Serena Williams	Yukio Hatoyama (politician)

**Trending Topics**

Obama's Healthcare Reform	U.S. Open Tennis Championship	Tedy Bruschi	Whitney Houston
NFL	XBOX 360	Major League Baseball	Andy Roddick

**Latest Photos** [View All »](#)

**Photo Grid**

**Serena Williams Photos**

View Related Topics: Venus Williams, Diana Sifina, Roger Federer, Maria Sharapova, Samantha Stosur, Hantuchova, Arthur Ashe, Kim Clijsters, Victoria Azarenka

**Next »**

**Player**

**Related Articles** [View All »](#)

- Good to be young and fearless**  
BY YORK POST STAFF WRITER 10:00 AM EDT SEPTEMBER 06, 2009  
Melanie Oudin, 17, is the youngest player in the field. And her is in front of her that she feels she can afford to wait. "If they're going to have me, they are going to have to beat me," she said. "I'm going to be here, I'm going to be here."
- Believe this: Melanie Oudin offers US Open at Open**  
BY YORK POST STAFF WRITER 10:00 AM EDT SEPTEMBER 06, 2009  
In the weeks leading up to the U.S. Open, the media hasn't been able to get enough of Melanie Oudin's tennis. Too much funding, and too many robotic Russians. A strange absence of press conferences, and too many Americans. And Grand Slam events.
- Quinn impresses tennis-savvy mom**  
BY YORK POST STAFF WRITER 10:00 AM EDT SEPTEMBER 06, 2009  
Sara Quinn, Melanie's mother, says fan admiration for her daughter is a positive thing in the world of women's game.

**Related Photos** [View All »](#)

**Newspaper**

See the geographical connection between Serena Williams and different parts of the world. Mouse over the related topics to see the connection.

**Related Topics**

See the geographical connection between Serena Williams and related topics. Mouse over the related topics to see the connection.

**Done**

**Undercurrent.com**

Client: Undercurrent

The screenshot shows a web browser window with the title bar "Undercurrent" and the URL "undercurrent.com". The browser's toolbar includes links to "Web Store", "GT", "NYR", "Flickr", "24", "Readability", "TweetDeck", "TT", "Harvest", "Basecamp", "Pebble", "Wirify by Volkside", "GitHub", and "Other Bookmarks". The Undercurrent homepage features a large central text area with a light gray background. The text reads: "Undercurrent is a digital strategy firm. We apply a digital worldview to the challenges and ambitions of complex organizations." Below this, there are three colored cards: a blue card on the left titled "FEATURED ARTICLE" with the title "How Successful People Stay Human" by Aaron Dignan; a green card in the middle titled "NEW!" with the title "Strategy vs. Culture: Who's the Boss?" by Joanna Beltowska; and an orange card on the right titled "FRESH!" with the title "Josh Spear Speaks at Qatar Foundation" by Undercurrent. At the bottom of the page, a quote from Beth Comstock is displayed: "Undercurrent is second to none at breaking down complex digital problems and finding ways to win. When the way forward isn't clear, they shine." The quote is attributed to "—BETH COMSTOCK CMO, GE".

Undercurrent - undercurrent.com/theory/

Web Store GT NYR Flickr 24 Readability TweetDeck TT Harvest Basecamp Pebble Wirify by Volkside GitHub Other Bookmarks

UNDERCURRENT

THEORY PROCESS CLIENTS ABOUT CONTACT

**Tags**

- platforms tools data
- connectivity long reads marketing
- risk culture management
- production metrics automotive
- social media advertising Facebook
- strategy digital strategy content
- organizations competitive advantage

**Noteworthy Posts**

- Most Shared:** What Is Strategy?
- Most Commented:** Strategy vs. Culture: Who's the Boss?
- Featured:** Strategy vs. Culture: Who's the Boss?
- New:** Strategy vs. Culture: Who's the Boss?
- Fresh:** Josh Spear Speaks at Qatar Foundation

**Authors**

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- Joe Turner
- Johanna Beyenbach
- John Winterkorn
- Josh Spear
- Joshua Green
- Lucy Blair
- Mark Relein

# Strategy vs. Culture: Who's the Boss?

JOANNA BELTOWSKA MAY 23, 2012

[Tweet](#) [Like](#) [+1](#)

—This is what not to do.

On Cyber Monday 2011, Bonobos experienced an epic fail. Generous discounts on luxury men's clothing drove extreme volumes of traffic to the site, slowing down load times and transactions, and preventing some customers from completing their orders. What happened next is a case study in flawless damage control and best-case customer service – Bonobos' entire tech team pitched in and worked tirelessly for days alongside a crack-team from the site's e-commerce vendor to get the site back up and running.

Meanwhile, the rest of the company stopped operations to focus on upset customers. Even CEO Andy Dunn pitched in, coordinating efforts, keeping morale high, and taking customer phone calls late into the night. It was an all hands on deck effort that Bonobos, despite financial losses, views as a positive learning experience.

Was this the result of some brilliantly devised strategy? Or can Bonobos' success during the Cyber Monday crisis be traced back to its culture?

## PROCESS

The screenshot shows a web browser window for 'Undercurrent - Process' at [undercurrent.com/process/](http://undercurrent.com/process/). The page features a navigation bar with links to Theory, Process (highlighted in red), Clients, About, and Contact. Below the navigation is the 'UNDERCURRENT' logo and a sub-navigation bar with Theory, Process, Clients, About, and Contact.

The main content area is titled 'DIGITAL ADVANTAGE CYCLE'. A text block explains: 'We help clients identify and realize opportunities to disrupt their category through a process we call the Digital Advantage Cycle. The seven steps below illustrate how we balance rigor and agility in our pursuit of the future.'

The central visual is a circular diagram divided into seven numbered segments, each containing a step name and a brief description:

- 1 Assess**: 'ORCHESTRATION' (description: Acting as a general contractor, we manage and advise the execution of the selected plans in collaboration with internal project stakeholders and external partners.)
- 2 Analyze**
- 3 Model**
- 4 Plan**
- 5 Strategy**
- 6 Concept**
- 7 Orchestration**

In the center of the cycle is a graphic titled 'HAPPY HOUR' with various sub-labels: '24', 'PARTY ON 3', 'SINGLES NIGHT 5', 'FIRST DATE 2', 'COUPLES RETREAT 2', 'RELAXED 1', and 'HAPPY HOUR 4'. Below this graphic is a red horizontal bar labeled 'PROTOTYPE ↑' with an upward arrow.

The footer contains links to Theory, Process, Clients, About, and Contact, along with contact information for Undercurrent (270 Lafayette Street, Suite 1310, New York, NY 10012) and a newsletter sign-up form.

## CLIENTS

The screenshot shows a web browser window for the Undercurrent website. The title bar says "Undercurrent - Clients". The address bar shows "undercurrent.com/clients/". The bookmarks bar includes links like Web Store, GT, NYR, Flickr, 24, Readability, TweetDeck, TT, Harvest, Basecamp, Pebble, Wirify by Volkside, GitHub, and Other Bookmarks. The main menu at the top has links for THEORY, PROCESS, CLIENTS (which is highlighted in red), ABOUT, and CONTACT. Below the menu, the word "UNDERCURRENT" is displayed. A section titled "ENDORSEMENTS" contains a paragraph: "We are fortunate to work with some of the most influential organizations in the world. Due to the sensitive nature of strategic advisement, we limit our swagger to our clients' own words. To get up close and personal with our process and a selection of public case studies, send us a note at [love@undercurrent.com](mailto:love@undercurrent.com)." Below this paragraph is a 3x3 grid of client logos:

- Row 1: GE logo, ABInBev logo, BILL & MELINDA GATES foundation logo
- Row 2: World Bank logo, NEW YORK PUBLIC RADIO logo, MILLENNIUM PROMISE logo
- Row 3: MAIYET logo, DonQ logo, GLAM logo

The screenshot shows a web browser window for the Undercurrent website. The title bar says "Undercurrent - About" and the address bar shows "undercurrent.com/about/". The browser has a toolbar with various icons like Web Store, GT, NYR, Flickr, etc. The main content area has a header "UNDERCURRENT" and a navigation menu with links to THEORY, PROCESS, CLIENTS, ABOUT (which is highlighted in red), and CONTACT.

### LEADERSHIP

*While Undercurrent relies on the talent and vision of each of our employees, we trust our collective well-being to a management team dedicated to advancing the craft of digital strategy.*

Aaron Dignan  
Founding Partner, CEO

Aaron manages the day-to-day operation of Undercurrent. His relentless enthusiasm for building a culture of overachievers sets the tone for our team.

CLAY PARKER JONES  
Executive Strategy Director

Clay co-leads our strategy practice. His background in B2B, love of international politics and an obsessive eye for detail help shape Undercurrent's approach to managing strategic work.

JOSH SPEAR  
Founding Partner, Chairman

Josh co-founded Undercurrent with a vision for a new kind of consultancy. He continues to bring emerging forces and our teams together every day.

LUCY BLAIR  
Operations Director

Lucy leads many aspects of Undercurrent's operations, including finance and human resources. She tunes its many moving parts in search of ever greater efficiency and harmony.

ROB SCHUHAM  
Founding Partner

Rob co-founded Undercurrent with a passion for what's next. He brings insight and energy to Undercurrent as well as his other efforts, AMG and Fearless.

MIKE ARAUZ  
Executive Strategy Director

Mike co-leads Undercurrent's strategy practice. As Undercurrent's longest tenured employee, his background in brand strategy and consumer research, combined with his experience designing digital experiences that users actually use, has helped to define our process and product.

## CONTACT

The screenshot shows a web browser window for the Undercurrent website at [undercurrent.com/contact/](http://undercurrent.com/contact/). The page has a white header with the Undercurrent logo and navigation links for THEORY, PROCESS, CLIENTS, ABOUT, and CONTACT (which is highlighted in red). Below the header is a section titled "HELLO THERE" with a message: "If you have a complex problem that is digital in nature, or fancy a career steeped in rigorous research, lateral thinking, and creative distillation, we'd love to hear from you." To the left of the message is a black box containing the company's address and contact information:

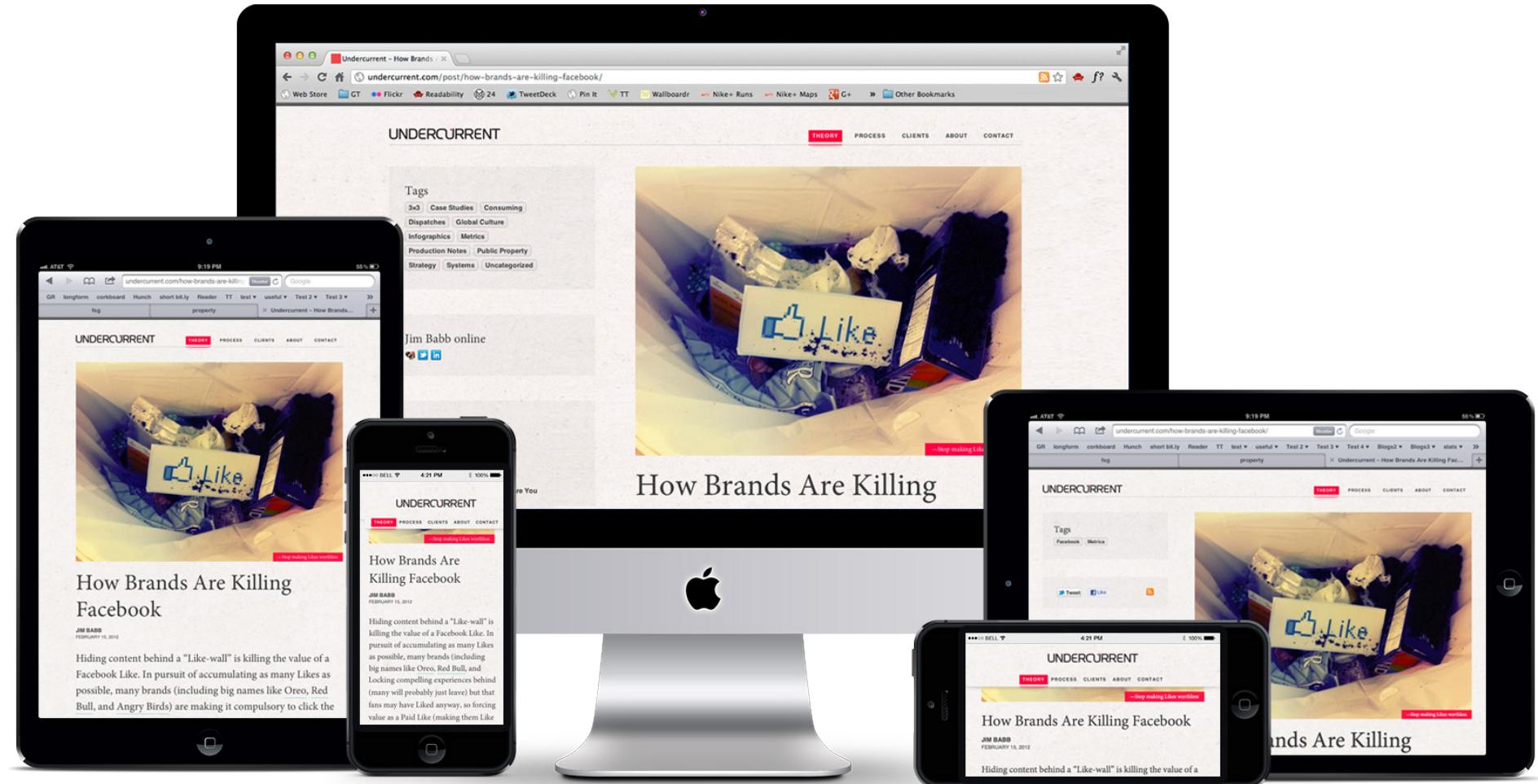
**UNDERCURRENT**  
270 LAFAYETTE STREET  
SUITE 1310  
NEW YORK, NY  
10012  
T +1 212 431 4808  
F +1 646 607 9460  
LOVE@UNDERCURRENT.COM

Below this is a map showing the location of Undercurrent's office at 270 Lafayette Street, Suite 1310, in New York City. The map includes labels for Broadway, Prince Street, and other nearby streets. A red pin marks the exact location. The map also features a legend for "Map", "Satellite", and "Terrain". At the bottom of the map, it says "Map data ©2012 Google, Sanborn - [Terms of Use](#)".

The main contact form consists of several input fields: "YOUR NAME\*", "EMAIL ADDRESS\*", and "MESSAGE\*". Below these is a "REASON FOR CONTACTING US" section with three radio buttons: "Business Inquiry" (selected), "Employment", and "Other". A "SUBMIT" button is located at the bottom right of the form area.

At the very bottom of the page is a red footer bar containing links to "THEORY", "PROCESS", "CLIENTS", "ABOUT", and "CONTACT", along with social media icons for Twitter, Facebook, and LinkedIn. It also includes the company's address and phone numbers again, as well as an email link "love@undercurrent.com". On the right side of the footer is a "SIGN UP FOR OUR NEWSLETTER" section with an "Enter email" input field and a red "GO" button. The footer also includes the text "DESIGNED & DEVELOPED BY GESTURE THEORY".

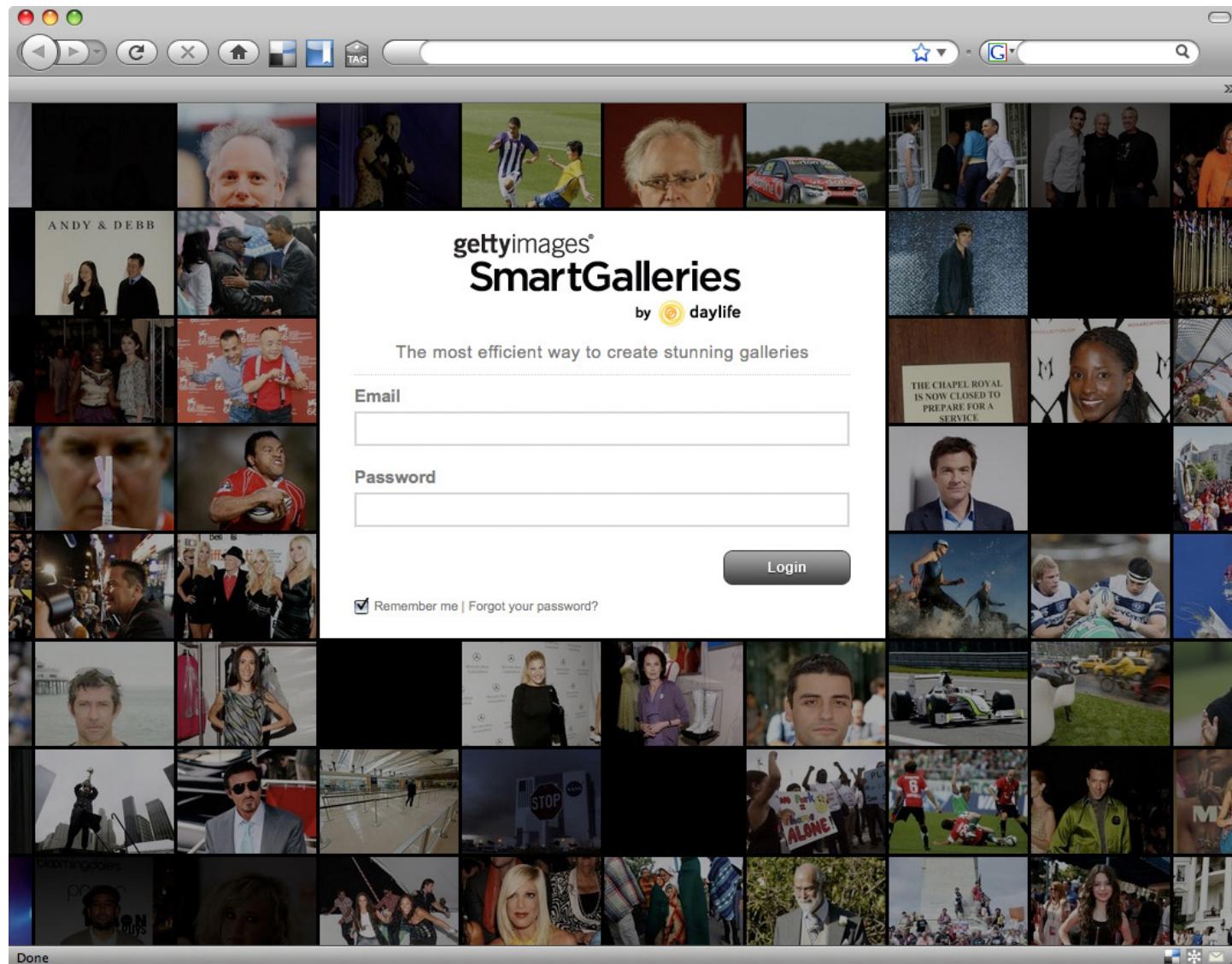
## ARTICLE PAGE IN VARIOUS RESPONSIVE DEVICES



**Getty SmartGalleries**

Client: Getty Images & Daylife

**LOGIN**



## SEARCH RESULTS

Refine Results Tip

**ADJUST LAYOUT**

Hide  Show

**Thumbnail Size**  
 S  M  L  XL

**Image Orientation**  
 Both  Portrait  Landscape

**Sort by**  
 Date  Relevance

**CATEGORIES**

COLLECTION NAME

**PEOPLE**

**SPECIFIC PEOPLE**

-  Kim Clijsters
-  Serena Williams

**GENDER**

**AGE**

**EVENTS**

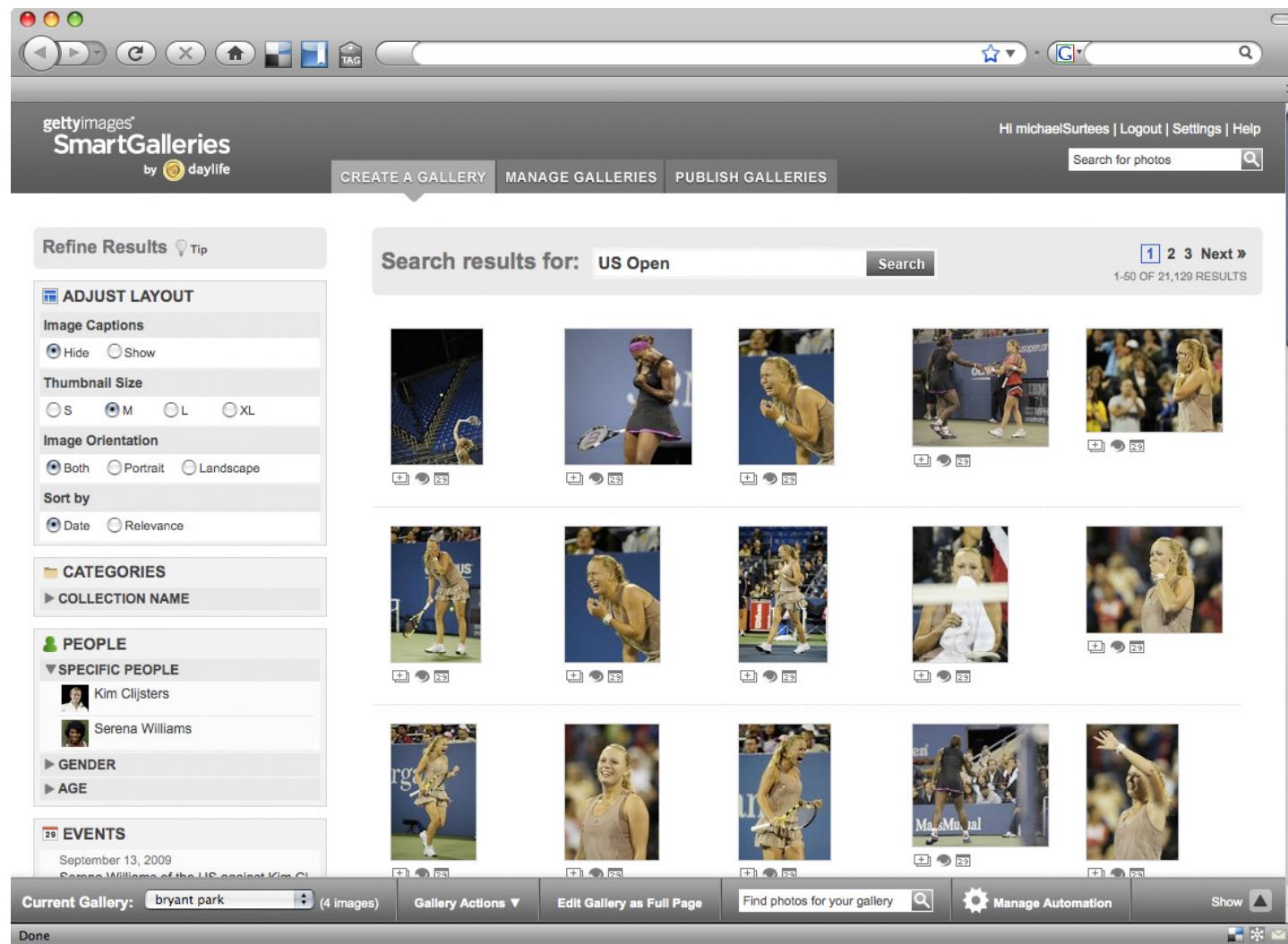
September 13, 2009  
Serena Williams of the US against Kim Clijsters

Current Gallery: bryant park (4 images)    [Gallery Actions ▾](#)    [Edit Gallery as Full Page](#)    [Find photos for your gallery](#)    [Manage Automation](#)    [Show ▾](#)

Done

Search results for: **US Open**    [Search](#)

1 2 3 Next »  
1-50 OF 21,129 RESULTS



The screenshot shows a Mac OS X-style window for the Getty Images SmartGalleries application. The left sidebar contains various refinement tools: Adjust Layout (with options for hide/show, thumbnail size, orientation, and sort by date/relevance), Categories (Collection Name), People (Specific People: Kim Clijsters, Serena Williams), Gender, Age, and Events (September 13, 2009, featuring Serena Williams vs Kim Clijsters). The main area displays a grid of 20 thumbnail images from the 'US Open' search. Each thumbnail includes a small preview, a plus sign to add to a gallery, a camera icon for full view, and a '28' indicating the number of images in that category. Navigation at the top right shows page 1 of 21,129 results, with links for 1, 2, 3, Next, and a search bar. The top navigation bar includes links for CREATE A GALLERY, MANAGE GALLERIES, PUBLISH GALLERIES, and user account information.

## SELECTED IMAGES

The screenshot shows the Getty SmartGalleries interface on a Mac OS X system. The window title is "SmartGalleries by daylife". The top menu bar includes standard OS X icons (File, Edit, View, etc.) and a search bar. The header also displays the user's name "Hi michaelSurtees | Logout | Settings | Help" and a "Search for photos" field.

The main content area is titled "Search results for: US Open". It shows a grid of 10 image thumbnails from the search results. Each thumbnail has a small "23" icon below it, indicating the number of images in that category. Navigation links "1 2 3 Next »" and "1-50 OF 21,129 RESULTS" are visible at the top right of the search results.

On the left side, there is a sidebar with several sections:

- Refine Results**: Includes "Image Captions" (radio buttons for Hide or Show), "Thumbnail Size" (radio buttons for S, M, L, XL), "Image Orientation" (radio buttons for Both, Portrait, Landscape), and "Sort by" (radio buttons for Date or Relevance).
- CATEGORIES**: Shows a collection named "bryant park" containing 4 images.
- PEOPLE**: Shows a specific person named "Kim Clijsters".

At the bottom of the interface, there is a toolbar with various buttons for "Gallery Actions", "Edit Gallery as Full Page", "Find photos for your gallery", "Manage Automation", and a "Done" button.

## AUTOMATING THE GALLERY

The screenshot shows the Getty Images SmartGalleries interface. At the top, there's a navigation bar with icons for back, forward, search, and user profile. The main header reads "gettymages' SmartGalleries by daylife". Below the header are three buttons: "CREATE A GALLERY", "MANAGE GALLERIES", and "PUBLISH GALLERIES". The "CREATE A GALLERY" button is highlighted with a large gray arrow pointing towards it.

In the center, a search results area displays "Search results for: US Open". There are five thumbnail images of tennis players. To the right of the thumbnails, there are page navigation links (1, 2, 3, Next) and a total result count (1-50 OF 21,129 RESULTS).

On the left, a sidebar titled "Refine Results" includes sections for "ADJUST LAYOUT" (Image Captions, Hide/Show, Thumbnail Size S/M/L/XL, Image Orientation), "Current Gallery" (bryant park, 4 images), "Gallery Actions" (dropdown menu), "Edit Gallery as Full Page", and "Find photos for your gallery" (with a search icon).

The main content area features a section titled "Gallery Automation Options" with a "Show Advanced" link and a "Tip" icon. It includes a checked checkbox for "Activate automation and use these controls to set this gallery to autopilot." Below this are two input fields: "1. Keywords" (MBFW 2010) and "2. Quantity (max 100)" (100). There are "Save" and "Cancel" buttons at the bottom of this section.

At the bottom, there's a grid of eight image thumbnails numbered 1 through 8, each with edit icons. A dashed box labeled "Drop Image Here" is positioned between the first four thumbnails and the last four. The bottom right corner of the interface has a "Done" button.