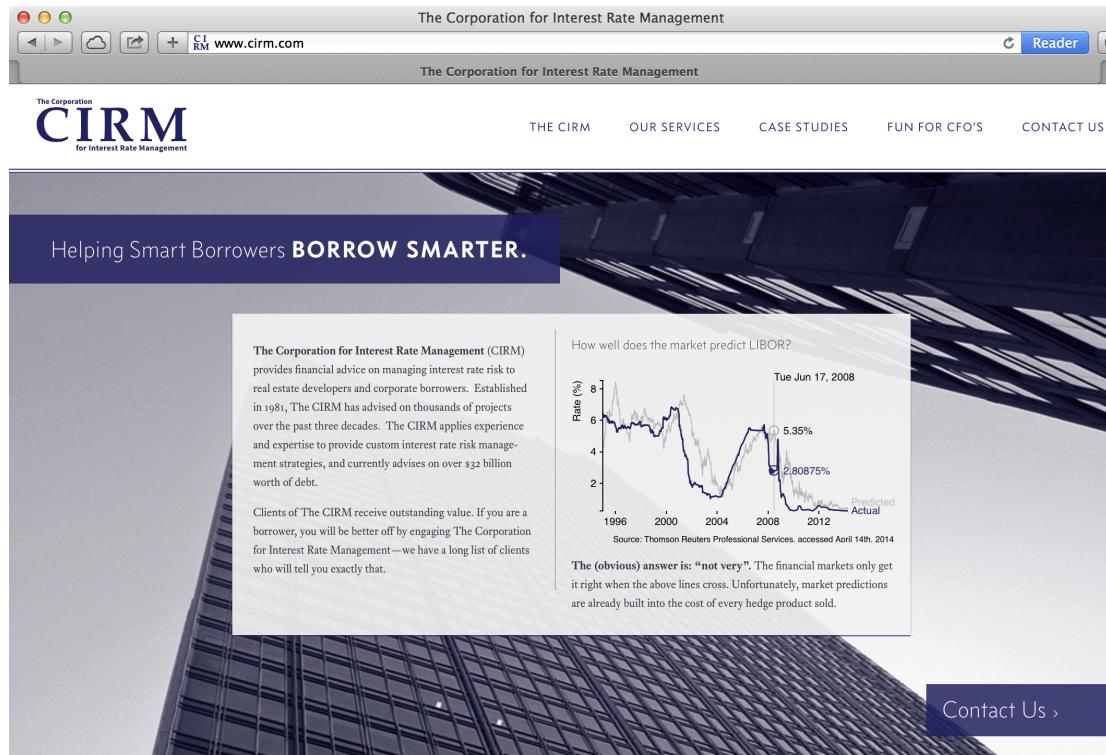


D R E W S Y N A N

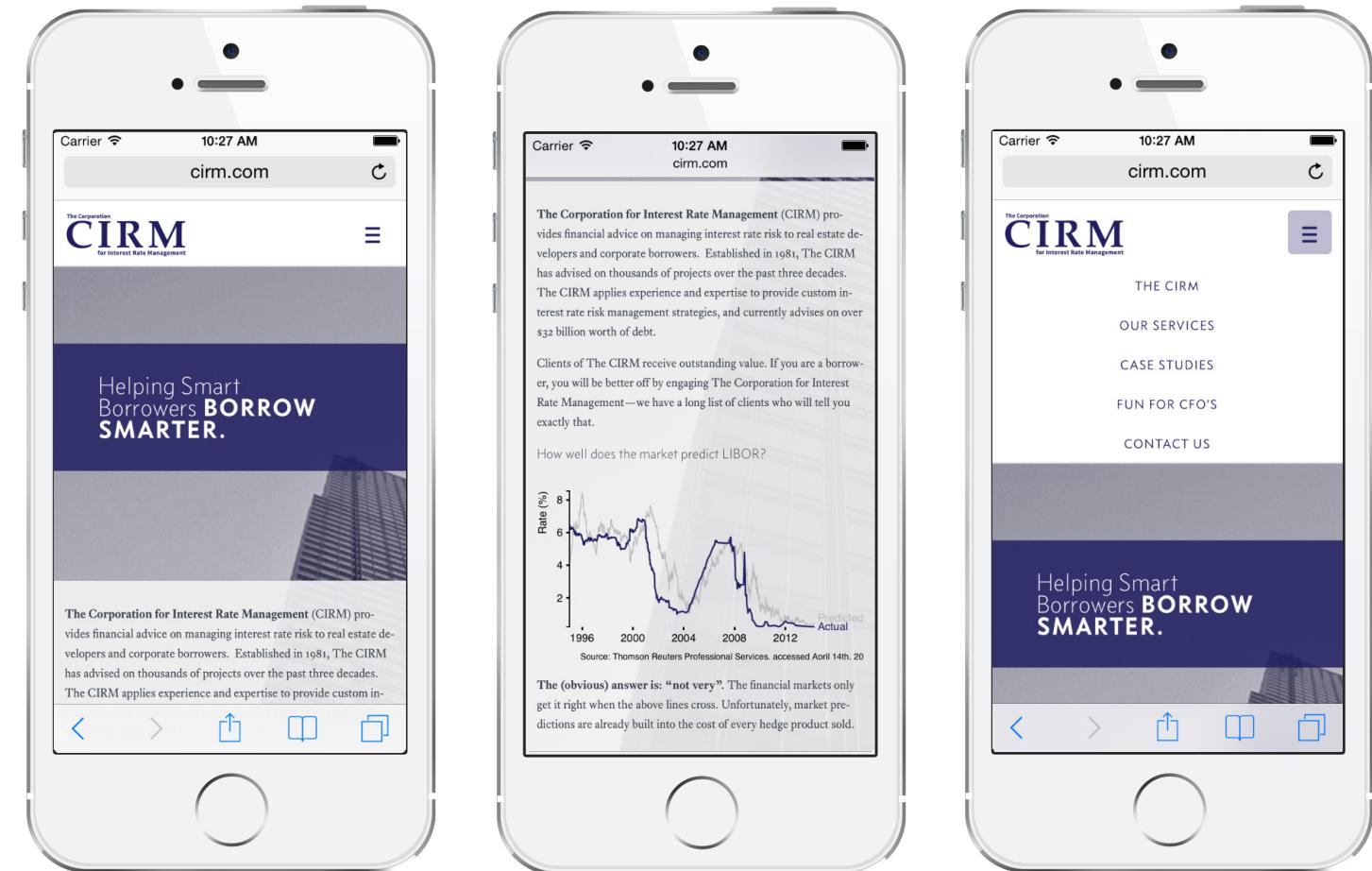
D R E W @ D R E W S Y N A N . C O M
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The Corporation for Interest Rate Management

RESPONSIVE WEBSITE / HTML5, CSS3, D3, SASS, WORDPRESS



Interactive D3 LIBOR graph on the home page



Services offered by the CIRM

The Corporation
CIRM
for Interest Rate Management

OUR SERVICES

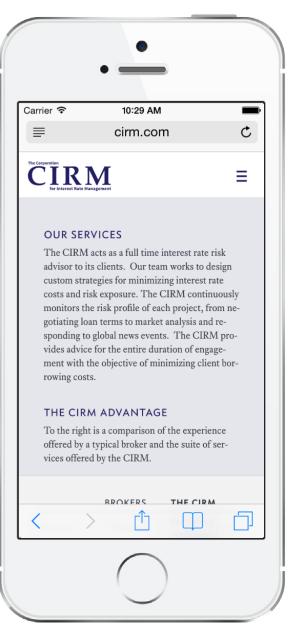
The CIRM acts as a full time interest rate risk advisor to its clients. Our team works to design custom strategies for minimizing interest rate costs and risk exposure. The CIRM continuously monitors the risk profile of each project, from negotiating loan terms to market analysis and responding to global news events. The CIRM provides advice for the entire duration of engagement with the objective of minimizing client borrowing costs.

THE CIRM ADVANTAGE

To the right is a comparison of the experience offered by a typical broker and the suite of services offered by the CIRM.

BROKERS	THE CIRM
Business Type	Financial Supermarket
Role	Lender Agent
Guiding principle	Return on capital
Perspective	Transactional
Point of engagement	After loan is negotiated
Oversight	Periodic, discrete
Business objective	Minimize Lending Risk, Up front
Decisions	Few, at fixed points
Tool of risk management	Offsetting positions
Philosophy	"Trade"
Event timing	Tied to contract dates
Cash flow	Restricted
Products	Hedges, swaps, caps, collars
Services	—
Home	Wall Street
Borrower's outcome	Zero sum, plus expenses
	Best economic interest

Client Testimonials



Services offered by the CIRM

The Corporation
CIRM
for Interest Rate Management

CIRM Case Studies

Case Studies

OUR SERVICES

The CIRM acts as a full time interest rate risk advisor to its clients. Our team works to design custom strategies for minimizing interest rate costs and risk exposure. The CIRM continuously monitors the risk profile of each project, from negotiating loan terms to market analysis and responding to global news events. The CIRM provides advice for the entire duration of engagement with the objective of minimizing client borrowing costs.

THE CIRM ADVANTAGE

To the right is a comparison of the experience offered by a typical broker and the suite of services offered by the CIRM.

CIRM NEVER DOES EXACTLY THE SAME WORK TWICE.

Every client situation has its own characteristics, challenges, and goals. We tailor our client's plan to fit.

We invite you to see what we mean by taking a look at the five sample CIRM client projects described here. In each case, the "Benefits to Borrower" is shown as savings. You can also think of it as improved cash flow.

Fine-tuning a Loan Agreement



Services offered by the CIRM

The Corporation
CIRM
for Interest Rate Management

Client Testimonials

I was always comfortable. I knew all the relevant facts. CIRM presented the options. I made the decisions.

— ENTREPRENEUR, RECYCLED INDUSTRIAL SCRAP METALS

I'm an entrepreneur. I make money by taking well-informed risks. CIRM showed me it makes sense to manage my loan the same way. More importantly, they convinced my bankers to agree.

— OWNER, FAST-GROWING INTERNATIONAL DISTRIBUTOR

CIRM

THE CORPORATION
FOR INTEREST RATE MANAGEMENT

175 N FRANKLIN
SUITE 305
CHICAGO, IL 60606

PHONE 312 332 2363
FAX 312 332 2237

THE CIRM
CASE STUDIES
CONTACT US

OUR SERVICES
FUN FOR CFO'S

© 2014 The Corporation for Interest Rate Management.

Customized Control Dashboard

Edit Page > The Corporation for Interest Rate Management — WordPress

Howdy, cirm

Dashboard Posts Custom Types Media Pages All Pages Add New Contact Appearance Plugins Users Tools SEO Quiz Dashboard

Services Left Column

Add Media File Edit Insert View Format Table Tools

Featured Image Set featured image

Our Services

The CIRM acts as a full time interest rate risk advisor to its clients. Our team works to design custom strategies for minimizing interest rate costs and risk exposure. The CIRM continuously monitors the risk profile of each project, from negotiating loan terms to market analysis and responding to global news events. The CIRM provides advice for the entire duration of engagement with the objective of minimizing client borrowing costs.

The CIRM Advantage

To the right is a comparison of the experience offered by a typical broker and the suite of services offered by the CIRM.

Services Detail Box

Add Media File Edit Insert View Format Table Tools

CIRM Global Options > The Corporation for Interest Rate Management — WordPress

Howdy, cirm

Dashboard Posts Custom Types Media Pages Contact Appearance Plugins Users Tools Settings

CIRM Global Options

Contact Information in the Footer

Footer Company Text 1
The Corporation

Footer Company Text 2
For Interest Rate Management

Address Line 1
175 N Franklin

Address Line 2
Suite 305

Address Line 3
Chicago, IL 60606

Phone Number:
312 332 2363

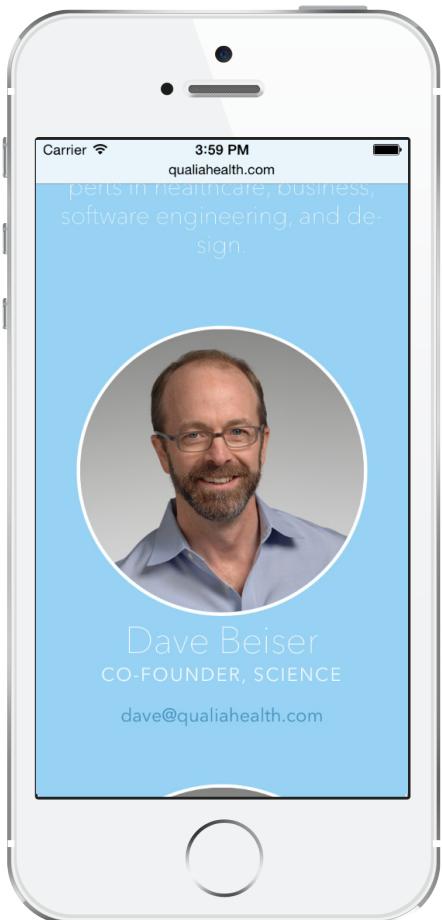
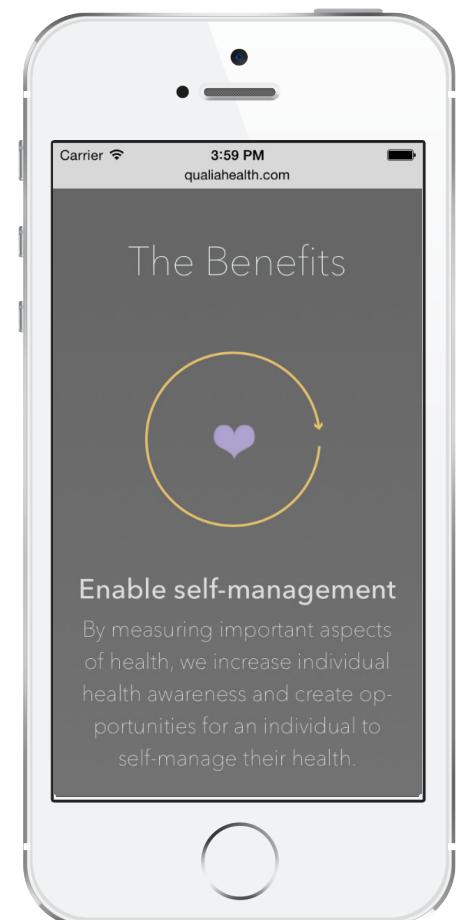
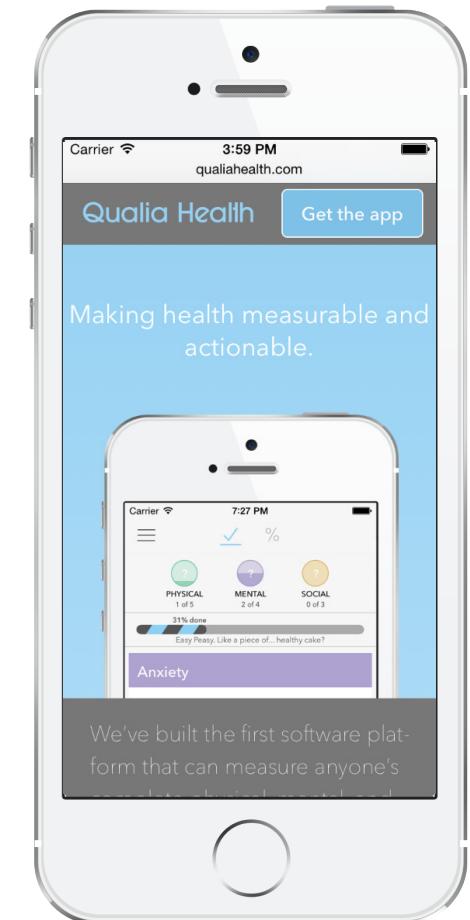
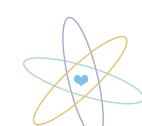
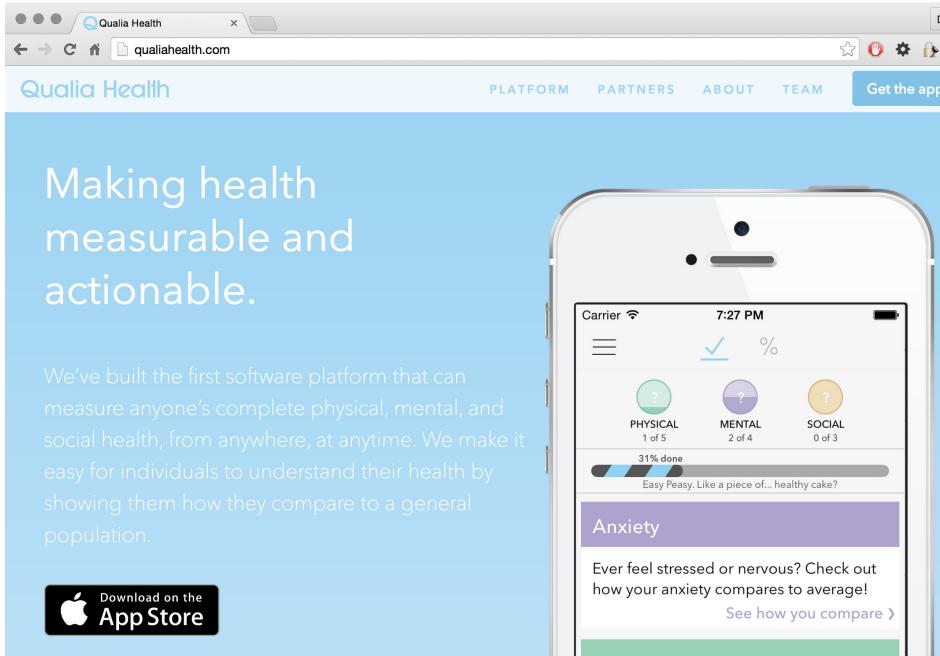
Fax Number:
312 332 2237

Category and Tag Names for Case Studies

Category Name for Case Studies (default is Case Study)
Case Study

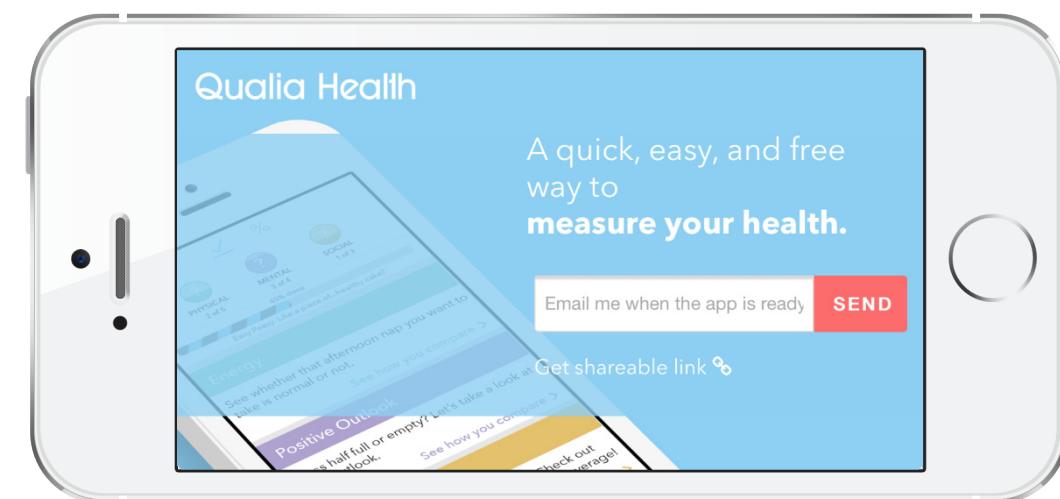
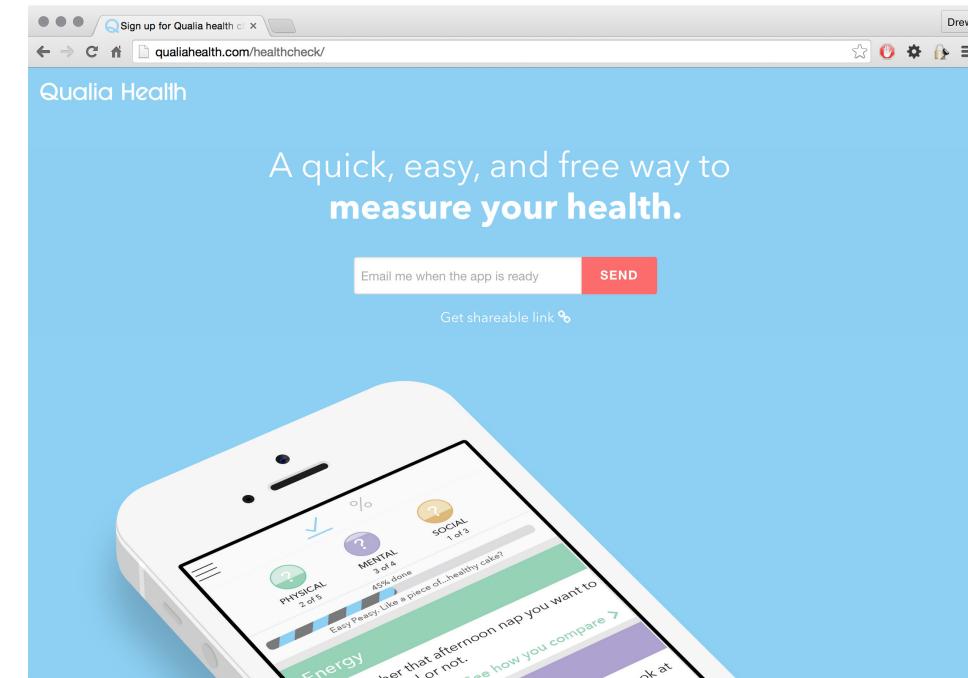
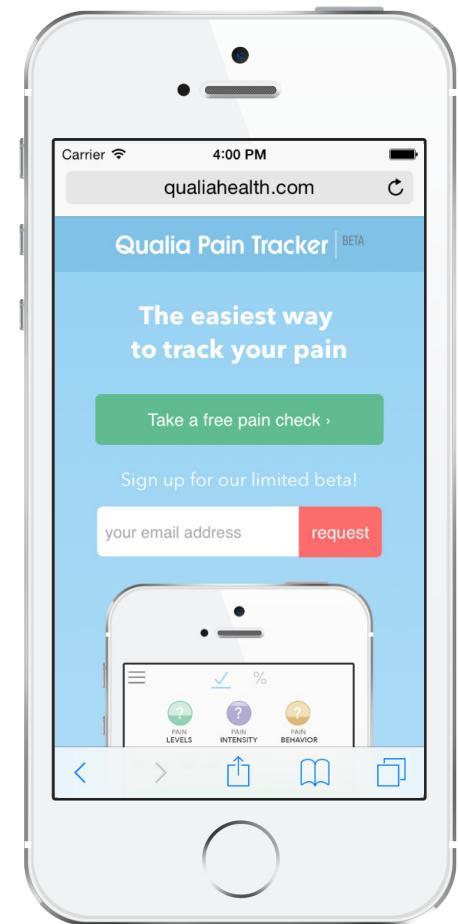
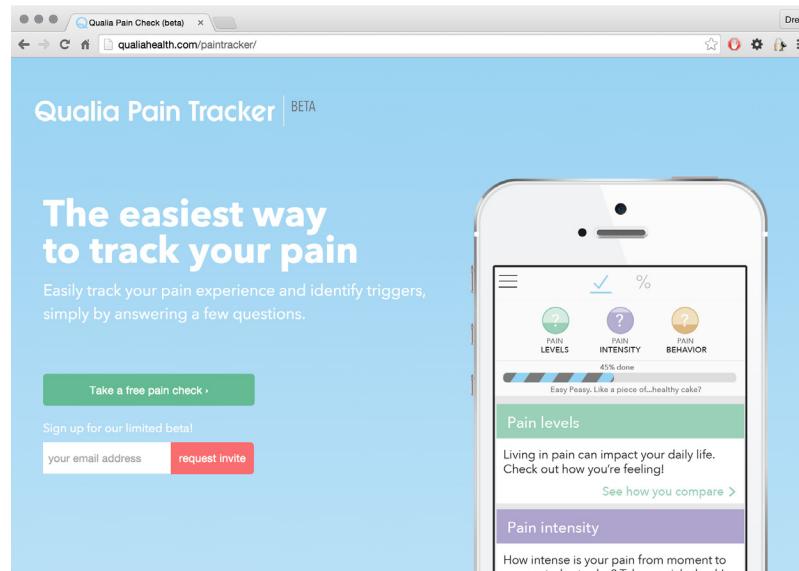
Qualia Health

RESPONSIVE WEBSITE & ILLUSTRATIONS / ILLUSTRATOR, HTML5, CSS3, JQUERY, SASS



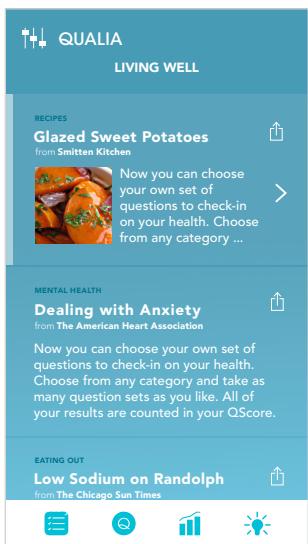
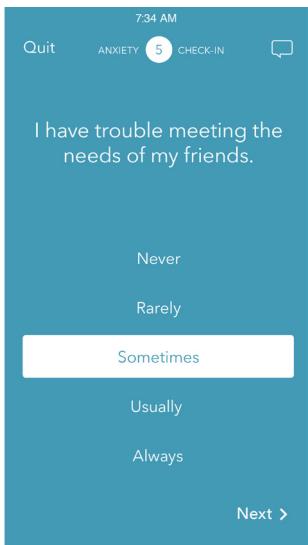
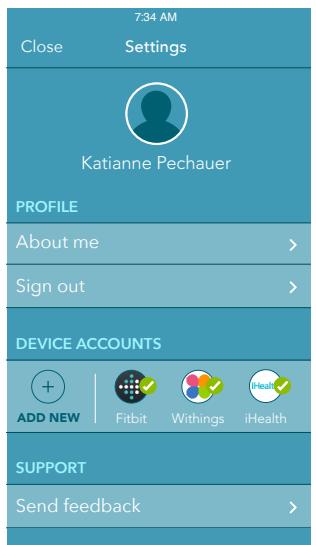
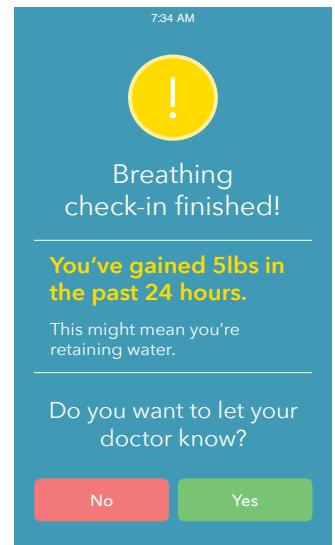
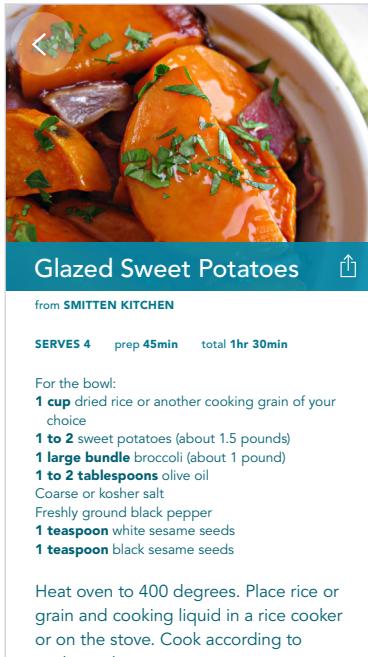
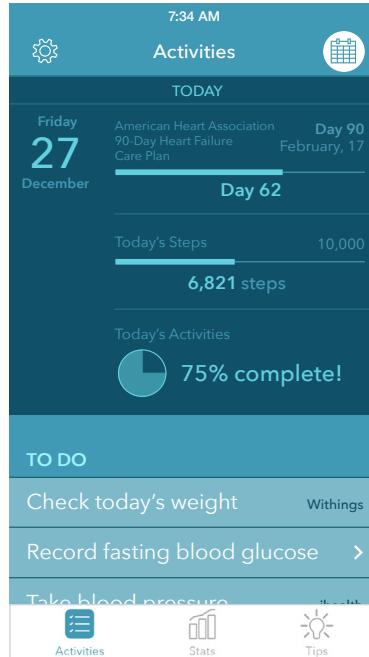
Qualia Health

RESPONSIVE MICROSITES / HTML5, CSS3, JQUERY, SASS



Qualia Health

IOS APP UI DESIGN



Qualia Health

PRINT COLLATERAL / INDESIGN, ILLUSTRATOR, PHOTOSHOP

Qualia Health
qualiahealth.com

Extend your reach beyond the clinic.

Deliver personalized, evidence-based care with AHA CarePlans powered by Qualia Health.

Evidence-based care plans
The AHA Connected Heart Health CarePlans were developed by leaders in preventive cardiology, nutrition and behavioral sciences. They offer Providers a way to extend evidence-based care, while giving patients the tools and guidance they need to adopt better self-management skills and healthier lifestyles.

CarePlans support post-acute and preventive care in several key areas including heart failure, coronary artery disease, cardiac rehabilitation, atrial fibrillation, stroke rehabilitation, hypertension and diabetes.

Adaptive delivery from Qualia Health
Qualia's care platform leverages the latest technology to deliver AHA CarePlans and adapt them to individual patient needs. It offers Providers the ability to personalize treatment, measure treatment effectiveness and track outcomes.

The benefits

Extend your reach
Deliver personalized, evidence-based care and monitor patient status between visits.

Promote self-management
Give patients the tools they need to better understand and manage complex conditions.

Improve clinical outcomes
Reduce hospitalizations and improve quality of life by providing continuous care management.

Email us for information on how to get started!

Kevin O'Leary
kevin@qualiahealth.com

Dave Beiser
dave@qualiahealth.com

Pat Dunn
pat.dunn@heart.org

Welcome!

Hello and welcome to our study! We're excited to have you as one of our study participants. Over the next 4 weeks, you'll be helping us get a better understanding of what it's like to use our app and connected fitness devices to manage your health. Below you'll find an overview of the study, information about the devices you'll be using, and an outline of study activities. If you have any questions, please feel free to reach out to us at any time.

Katianne: katianne@qualiahealth.com
Kevin: kevin@qualiahealth.com

We're looking forward to spending the next four weeks with you!

Who we are
Qualia Health is a group of Technology working to change the way we live.

We're working to build better health for everyone. We do this by devices like blood pressure monitors to the individual's health, how the individual's health lives, while reducing health.

Study overview
During this study, we will explore ways in which they might help to better self-manage their health. The research will directly contribute to understanding how village management can help Qualia develop new products and services for individuals.

Using the devices & apps

FITBIT ZIP

Please wear your Fitbit Zip everyday. Clip the Zip to your clothes after you get dressed in the morning and it will track your steps, distance, and calories burned throughout the day. You can take your Zip off before bed. Don't forget where you put it—it's small!

Please keep your Fitbit Zip paired with your phone or computer. Be sure to stay logged in to the Fitbit app on your iOS device in order to automatically sync your Zip data to your phone.

You can also sync your Zip data using your computer. Turn on your computer every few days and keep the Fitbit USB dongle plugged into your computer. Your Zip will sync automatically using the USB dongle and the Fitbit software you installed on your computer at the beginning of the study.

No need to worry about charging your Fitbit Zip. Yes!
Your Zip is always on and doesn't need to be recharged. The battery inside the Zip will last about 6 months before it needs to be replaced.

Accessing my Fitbit account
Keep your Fitbit username and password somewhere safe. You will need your Fitbit username and password to log in to your Wishings account in your web browser, in the Fitbit app, and in Qualia's app. We've provided a form where you can write down your Fitbit account information.

You can access your Fitbit account and view your data using a web browser on your computer or using the Fitbit app on your smartphone.

Using your smart phone

- To access your account on your smartphone, simply launch the Fitbit app you installed during setup.
- If you need to re-install, the Fitbit app is available in the iOS app store. Search for 'Fitbit'.

Using your computer

- To access your account using a web browser on your computer, visit www.fitbit.com.
- Click on "Log in" in the upper right corner of the page.
- Enter your Fitbit username and password on the next page.

Lincoln Park Village / June 2014

30-day Study Calendar

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
June 1	2	3	4	5 Kick off	6 We'll send you a reminder!	7 Kick off
8	9	10	11	12	13	14 Welcome! STUDY DAY 1
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1st Survey		Week 1 Interviews				
29	30	July 1	2	3	4	5
2nd Survey		Week 2 Interviews				
6	7	8	9	10	11	12
3rd Survey		Week 3 Interviews				
13	14	15	16	17	18	19
Last Survey		Final Interviews LAST DAY				

Qualia Health

Today's Friendly Reminders

Daily Activities

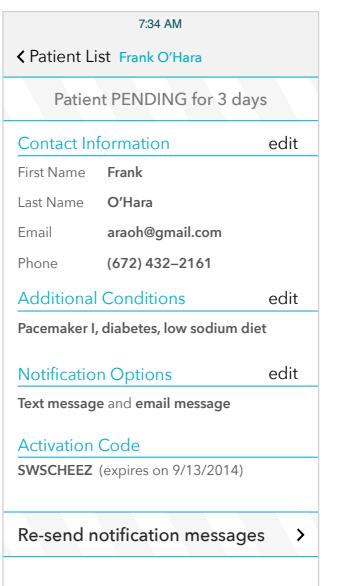
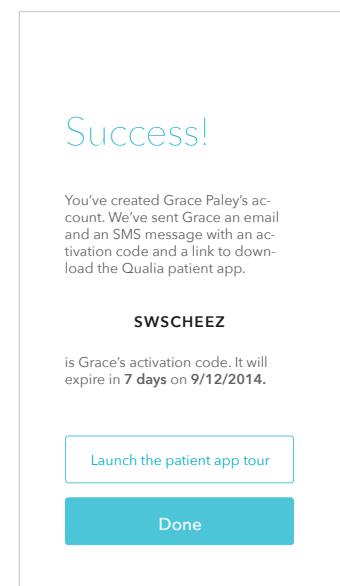
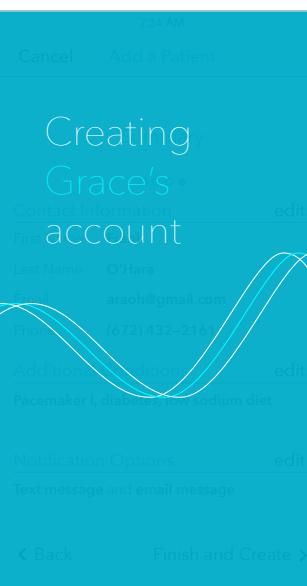
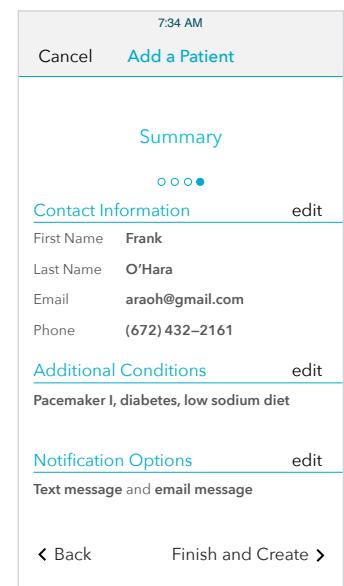
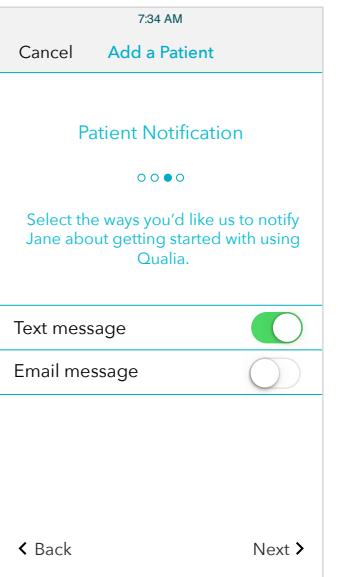
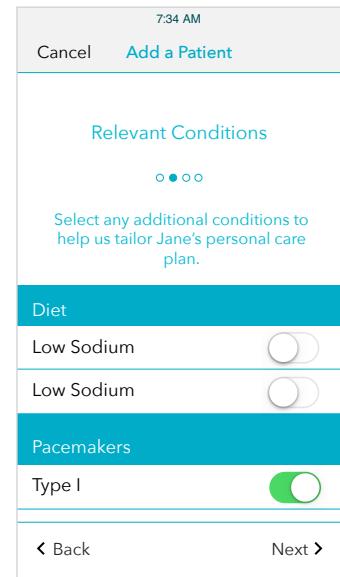
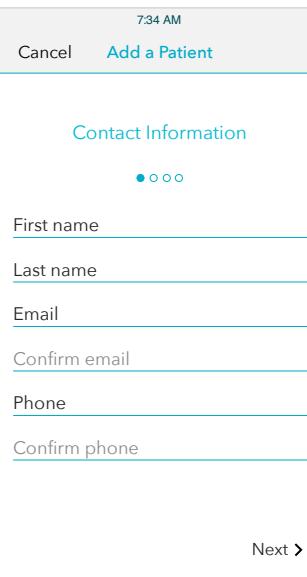
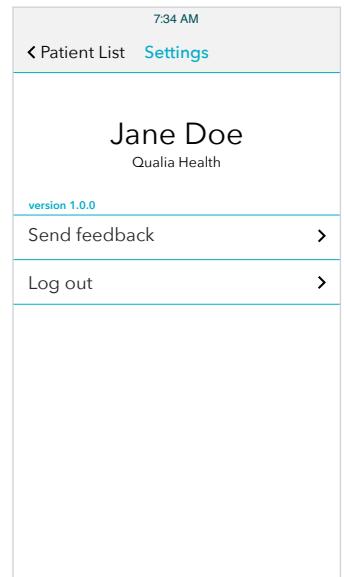
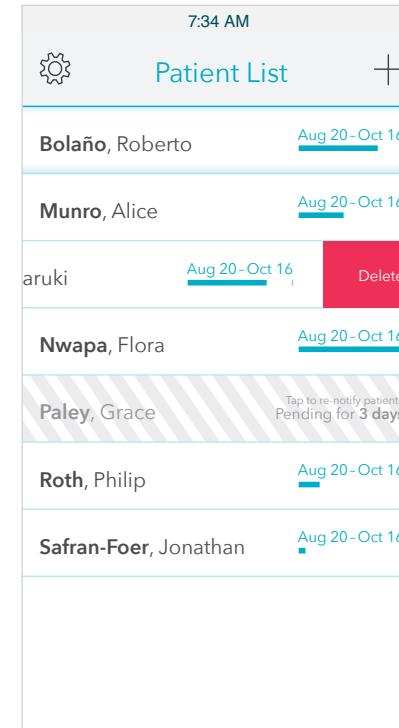
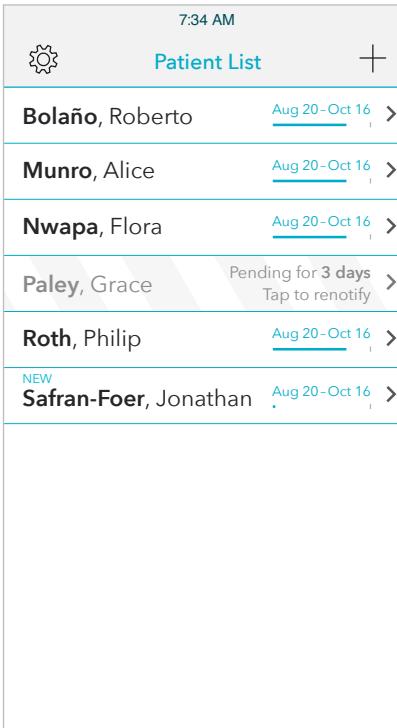
- Wear your fit bit!
- Weigh In
- Take your blood pressure
- Answer today's Qualia questions

Notes

Lincoln Park Village / June 2014

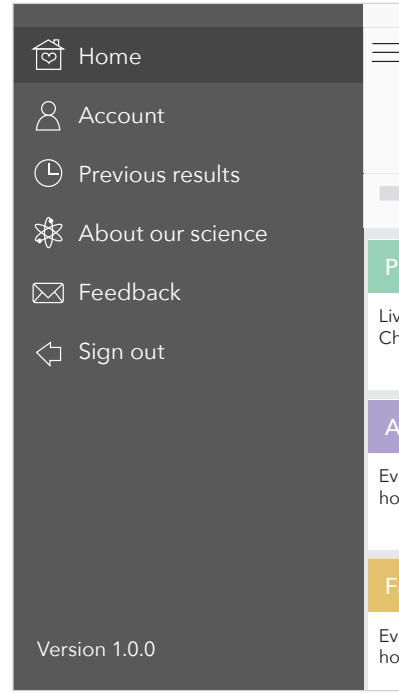
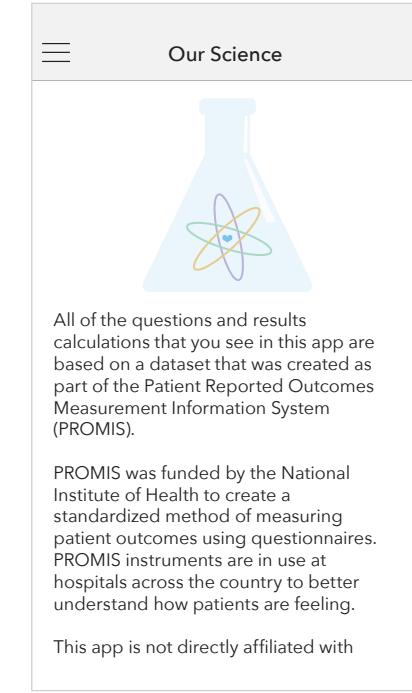
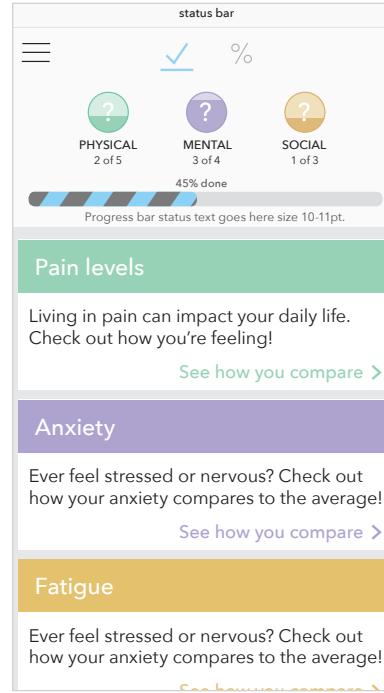
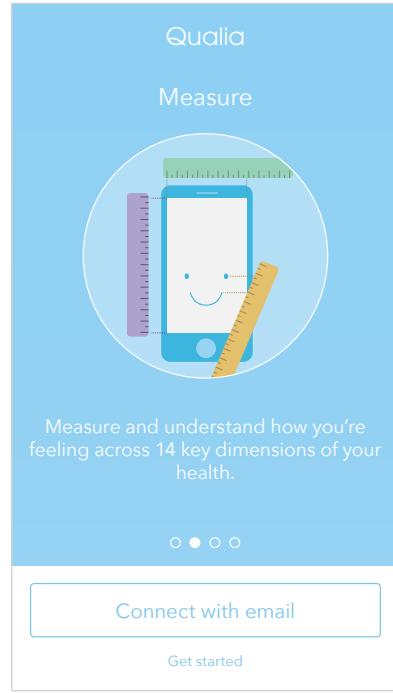
Qualia Health

iOS APP UI DESIGN



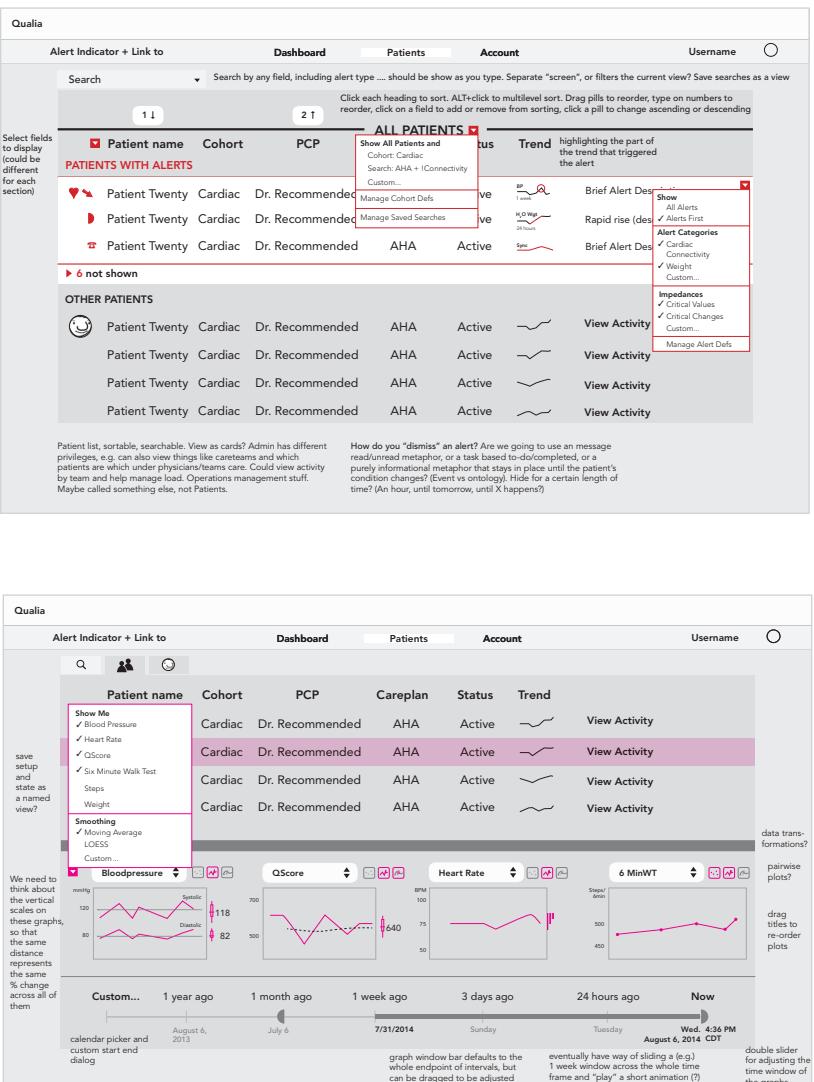
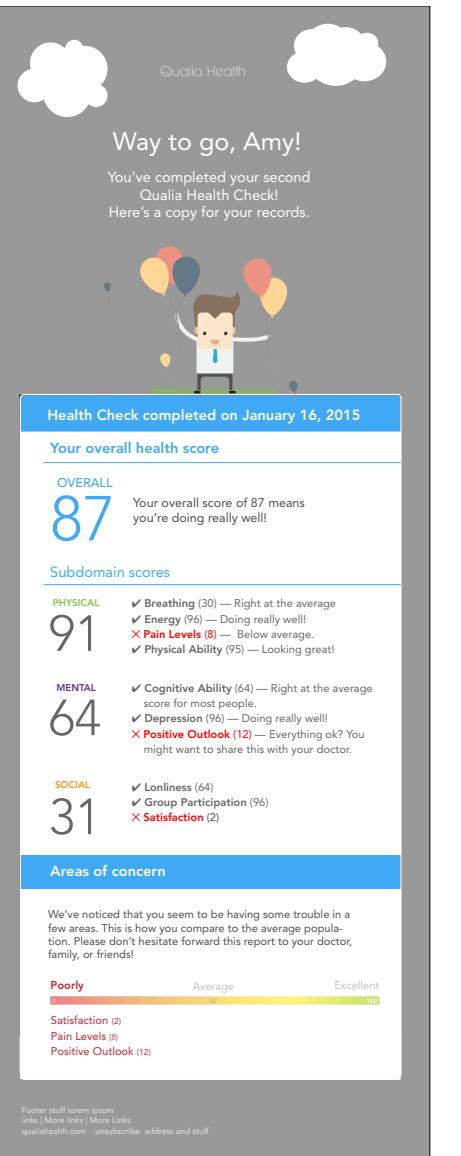
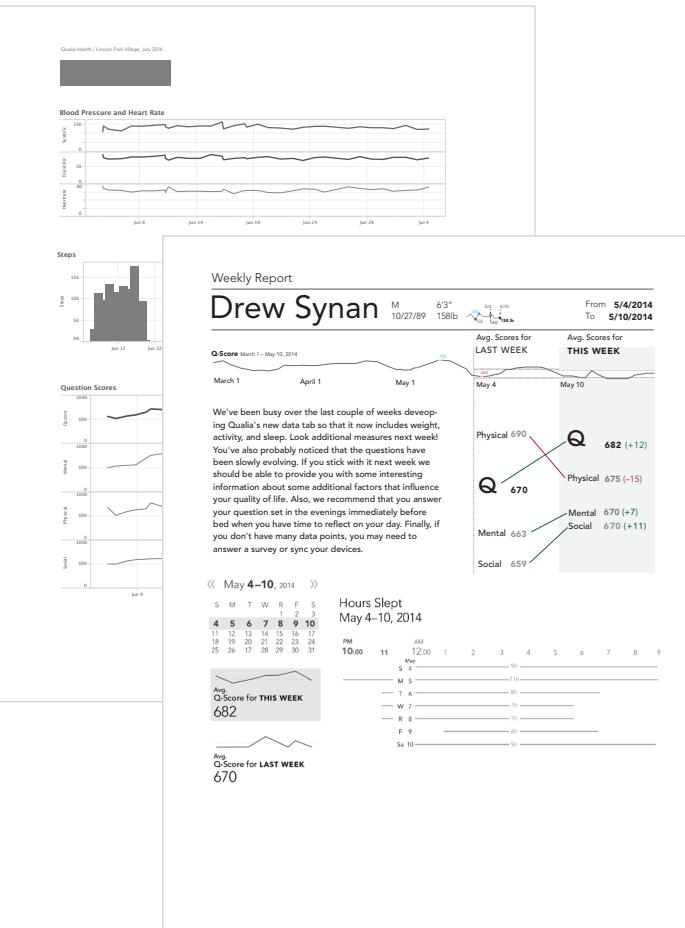
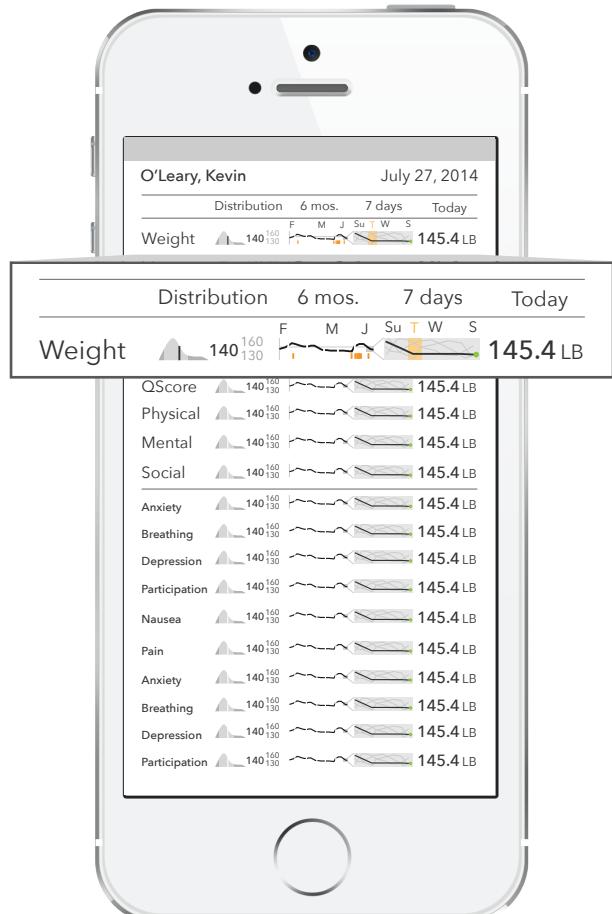
Qualia Health

IOS APP UI DESIGN



Qualia Health

PATIENT HEALTH REPORTS



Qualia Health

CONTENT MANAGEMENT SYSTEM / HTML5, SASS, JQUERY, FLASK, PYTHON, PARSE

A screenshot of the Qualia Health Content Management System interface. The window title is "AHA Content". The URL is "ec2-54-68-242-87.us-west-2.compute.amazonaws.com:5000/content". The main area shows a list of "Reviewed Article" entries:

- [Answers by Heart Patient Information Sheets \(Arrhythmia\)](#)
careplan:Heart Failure category:Health Tip subcategory:Tool usertype:Patient
articlestatus:don't use protocol:don't use condition:don't use
- [Answers by Heart Fact Sheets \(Caregiver\)](#)
careplan:None yet category:Health Tip subcategory:Tool usertype:Caregiver
protocol:no protocol match - don't need yet condition:no protocol match - don't need yet
articlestatus:don't use
- [Answers from the Experts \(Diabetes\)](#)
careplan:Heart Failure category:Health Tip subcategory:Expert answer usertype:Patient
protocol:HbA1C Blood Glucose Fasting Blood Glucose non-Fasting condition:Diabetes
articlestatus:yes use
- [Answers by Heart Fact Sheets: Cardiovascular Conditions \(Tools\)](#)
careplan:Heart Failure category:Health Tip subcategory:General condition information usertype:Patient protocol:no protocol match - don't need yet condition:
articlestatus:don't use
- [Answers by Heart Fact Sheets: Lifestyle and Risk Reduction \(Tools\)](#)
careplan:Heart Failure category:Health Tip subcategory:General condition information usertype:Patient protocol:no protocol match - don't need yet condition:
articlestatus:don't use
- [Answers by Heart Fact Sheets: Treatments and Tests \(Tools\)](#)
careplan:Heart Failure category:Health Tip subcategory:General condition information usertype:Patient protocol:no protocol match - don't need yet condition:
articlestatus:don't use

A screenshot of the Qualia Health content editor showing the "About Arrhythmia" page. The URL is "ec2-54-68-242-87.us-west-2.compute.amazonaws.com:5000/content/4174aac30f9f5850ac5e30fde29c66f0". The page includes:

- About Arrhythmia**: A heading with a sub-image of two healthcare professionals.
- The term "arrhythmia" refers to any change from the normal sequence of electrical impulses. The electrical impulses may happen too fast, too slowly, or erratically – causing the heart to beat too fast, too slowly, or erratically. When the heart doesn't beat properly, it can't pump blood effectively. When the heart doesn't pump blood effectively, the lungs, brain and all other organs can't work properly and may shut down or be damaged.
- Types of Arrhythmias**: A list including:
 - Atrial Fibrillation = quivering
 - Bradycardia = too slow
 - Conduction Disorders
- Code Block (HTML Preview)**: The raw HTML code for the page, showing the structure and content.

American Asparagus

WEBSITE / HTML5, CSS3, JQUERY, COUCHDB, NODE.JS

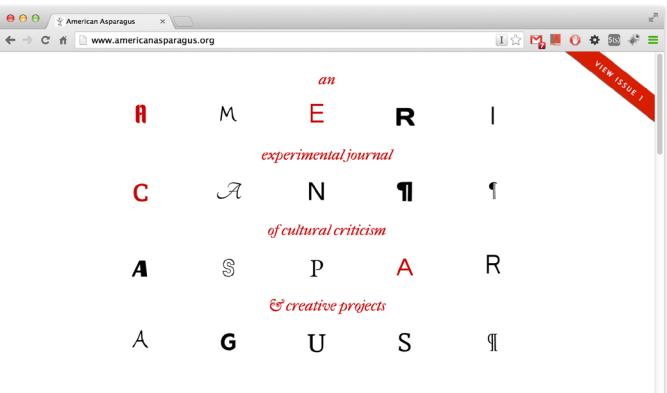
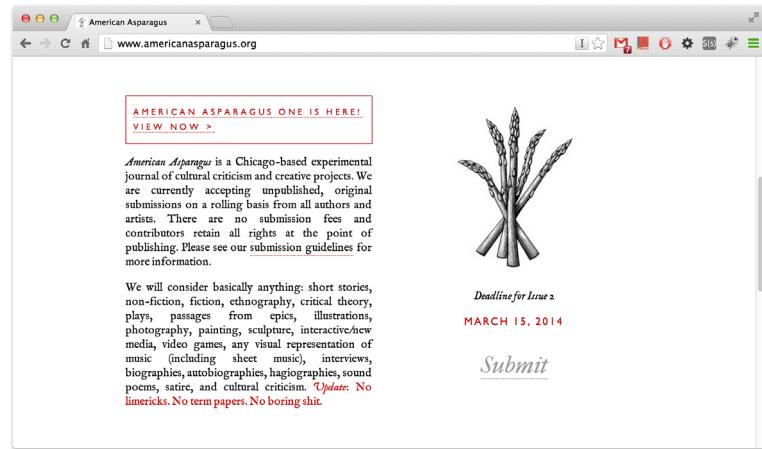


American Asparagus is an online, experimental typographic journal I co-founded in 2013. The journal uses genetic algorithms to “search” over the parameter space of design and layout possibilities that maximize various metrics of user engagement (clicks, length of stay, scrolling direction and duration). Because all parameter values are determined entirely through user actions, I also hope that the journal is a commentary on social design, and can function as a thought-experiment for conceptualizing spread of emergent design practices.

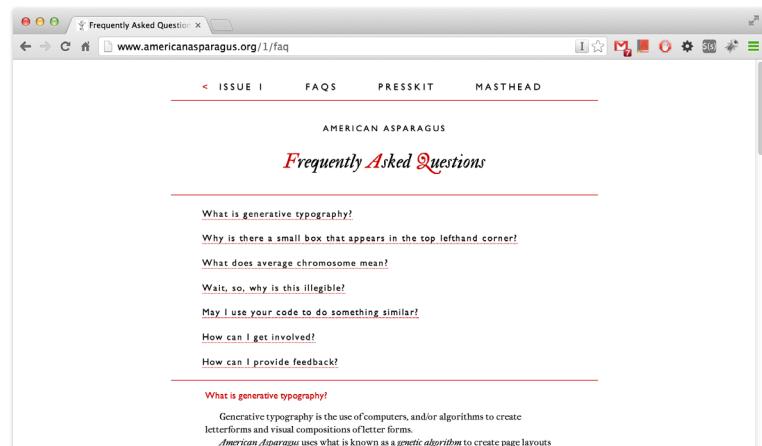
www.americansaparagus.org

ABOVE. Home page for American Asparagus. Each letter dynamically changes its font with a jQuery animation, in keeping with the site's generative design philosophy. LEFT. Sketch for the site's main page

Below the fold on the front page, featuring information about the journal and a submission area.



Frequently Asked Questions



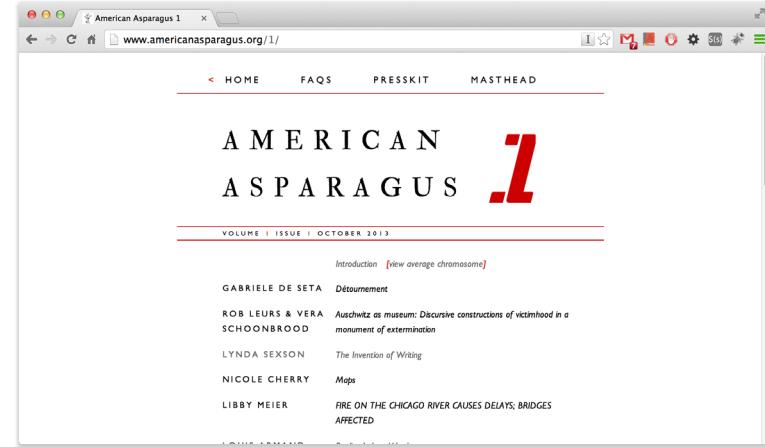
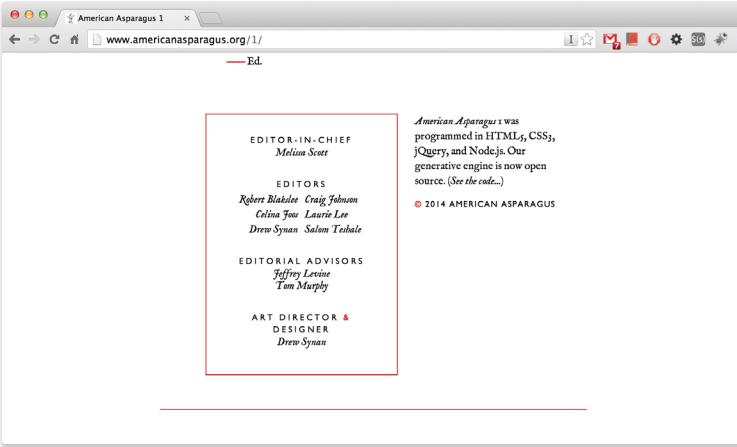
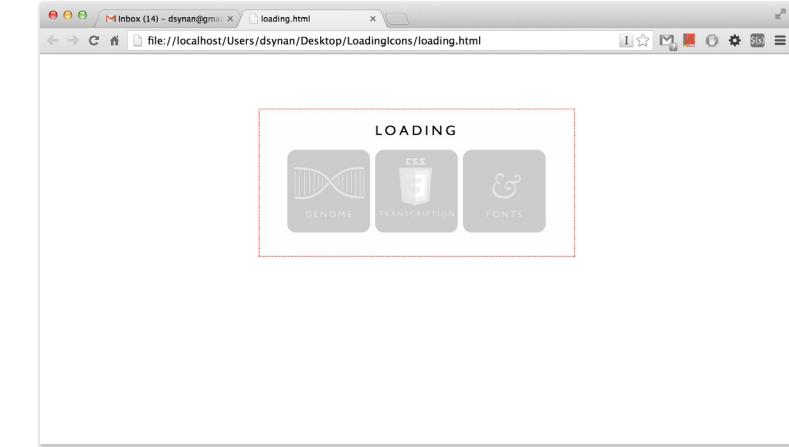


Table of contents page for the first issue. The number "1" dynamically changes typeface.



Masthead for the first issue of American Asparagus.



ABOVE. Loading Screen for an American Asparagus Article. Custom-drawn icons, and jQuery animations. Detail to the right.

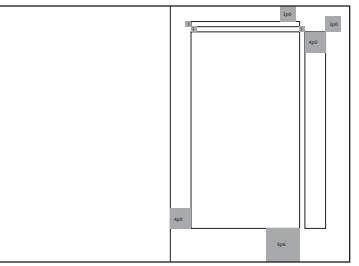


The Midway Review

WEBSITE & PRINT JOURNAL / HTML5, CSS3, JQUERY, PYTHON

The Midway Review is the longest publishing student-run journal on campus. In 2012, I redesigned the publication to improve layout and typography, both in the print and online editions. Because of restrictive University IT policies, I also wrote a static-site generator in Python to take dynamic templates and create flat HTML files that then could be uploaded to the University's static-only servers.

The proportions of the margins and text area, for both website and print were designed using modular grid systems developed by Jan Tschichold in the 1960s after his extensive studies of medieval page layout practices (diagrammed to the immediate right).



RIGHT. Text design showing an article opener. Typefaces used are Scala Sans and Quadraat.

BOTTOM Covers for autumn, winter, and spring,



Home page and table of contents for the current issue.

Information about the journal.

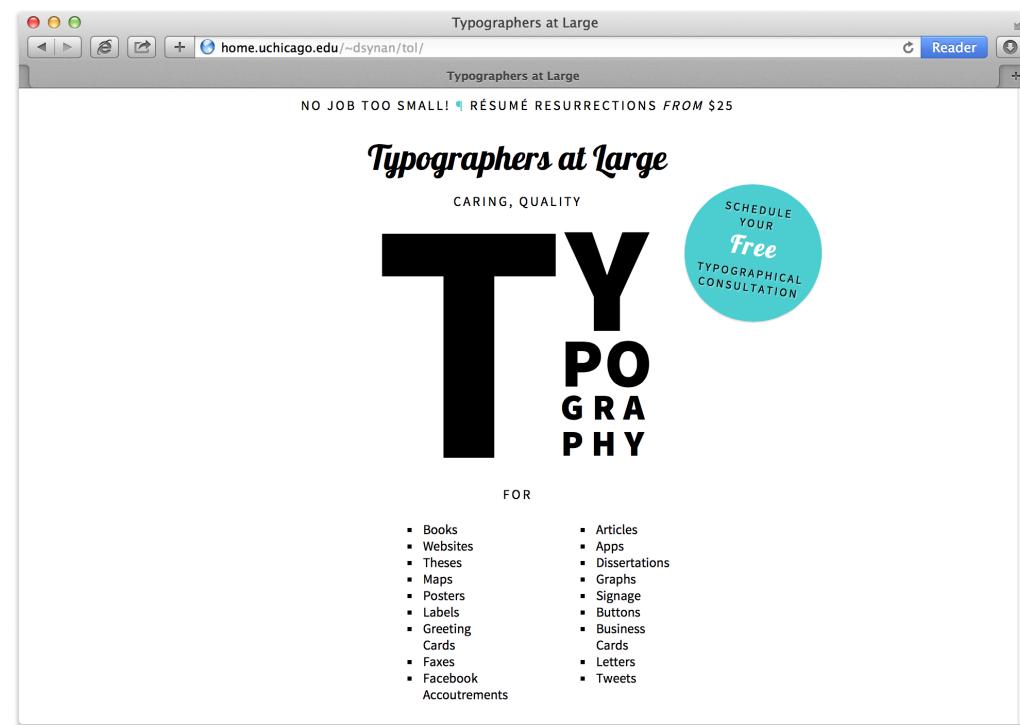
Article and issue archive page

RIGHT COLUMN. Detail of an article template

Typographers at Large

WEBSITE (FORTHCOMING) / HTML5, CSS3, JQUERY, WORDPRESS

A website for a full-service editorial and design firm for web- and print-based projects. The site is WordPress based and uses web fonts and custom CSS for the custom-built WordPress theme.



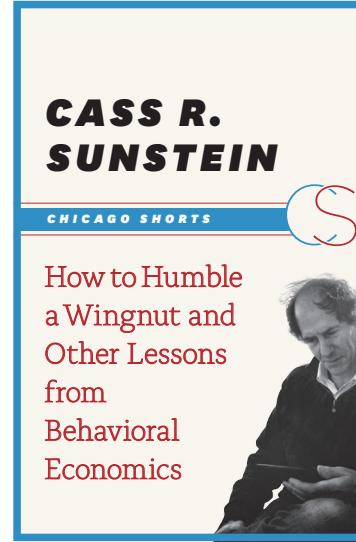
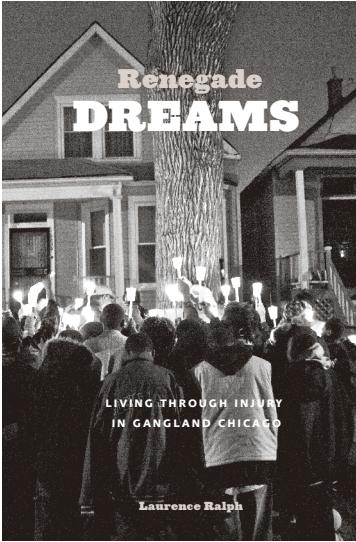
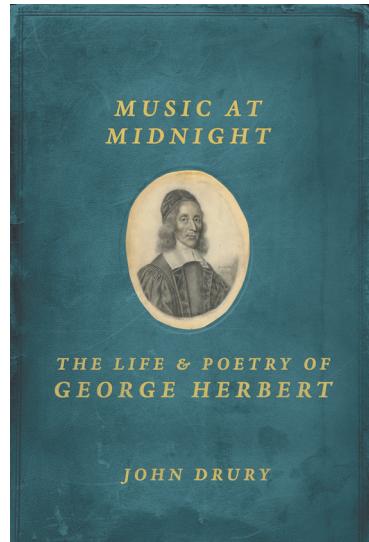
Website Hero Banners

UNIVERSITY OF CHICAGO PRESS



Selected Covers

UNIVERSITY OF CHICAGO PRESS



**PROPOSED
Vault Signage**

Clockwise from the right: 1. smaller tag (2.5 x 2 inches) for each shelf 2. larger tag (2.5 x 4 inches) for beginning of letters, and start of continued sections 3. larger author tag for the oversized section. All of these signs would be double-sided & stick out from the shelves into the aisles.

Below: signs (7.25 x 4.5 inches) to be cut out for the end of each row of book cases.

A diagram shows a map of a vault shelving area. Shelves are labeled with letters (a-z) and arrows indicating the direction of arrangement. A red arrow points down labeled 'NORTH'. A small sign on the floor says 'BOOKS ARE ARRANGED BY THE AUTHOR'S LAST NAME'. A key code '78932' is also present.

1

2

3

Signage and wayfinding project for the University of Chicago Press's in-house library. Series of signs, shelf tags, and maps for the library.

Figures & Cartography

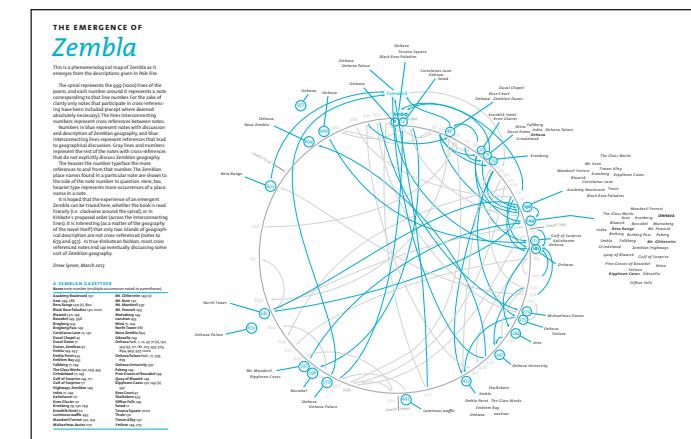
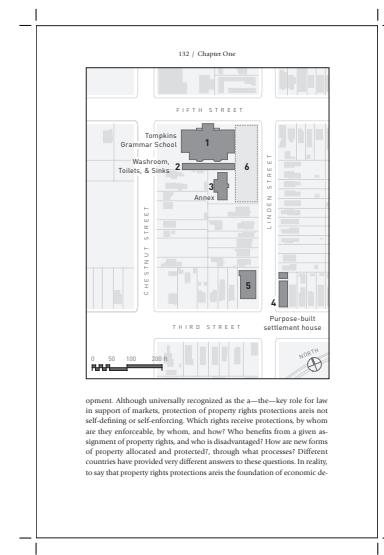
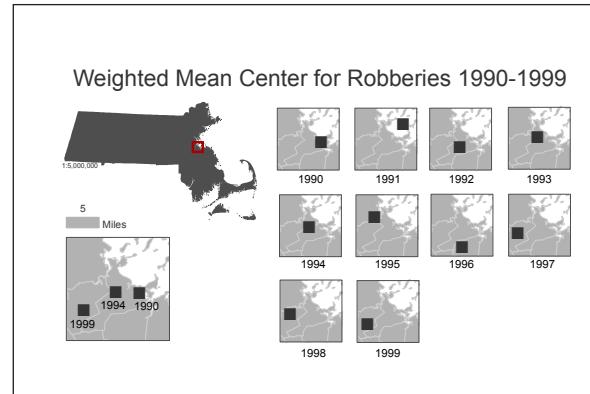
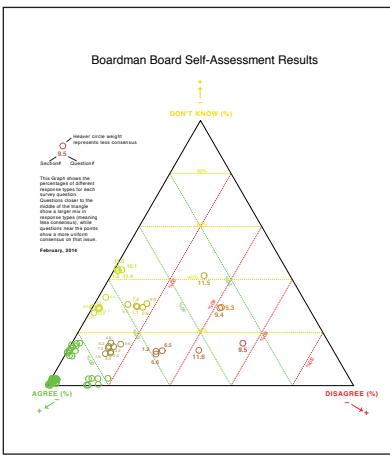
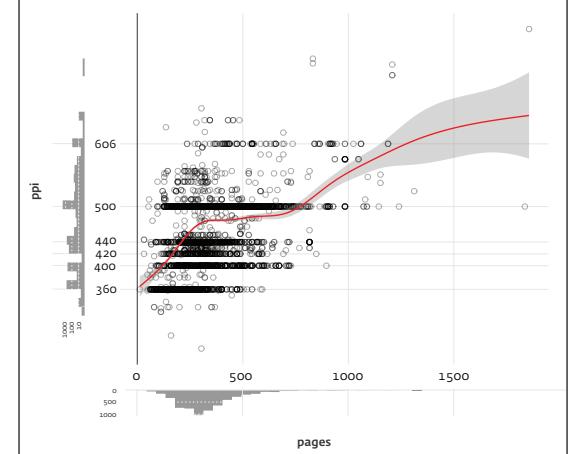


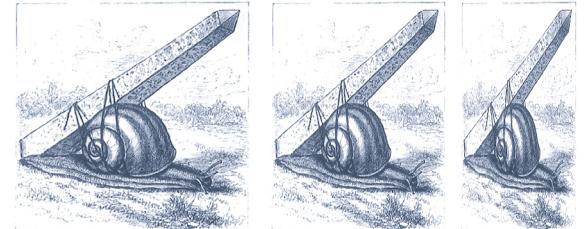
FIGURE 2
GAM Estimation of ppi



Poster submitted to the 2014
International Žižek Studies De-
sign competition

2014 International Žižek Studies Conference

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PHILOSOPHY

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