

#### Dennis Rumohr's Online Portfolio

Short pitch: A web experience showcasing the design work, leadership, and publications of Dennis Rumohr.

Long pitch: Rumohr.com will focus on sharing selected design work, projects and publications from Dennis Rumohr, with an emphasis on showcasing his work as a creative director and in other design leadership roles. The site will also be the primary marketing outlet for his future commodities and serve as a secondary promotion to his future website creations. Although not currently focused on communicating his thoughts, Rumohr.com must be able to "switch" into a mode that communicates to visitors Dennis's daily thoughts or whatever news that he finds important.



**Personas: Jill the MSU Spartan**  
(<http://gamedayr.com/sports/hot-michigan-state-spartans-cheerleader-photo-3112013/>)- Interested in anything and everything related to

Michigan State University.



**Rich the Recruiter**-([http://newleaf-asp.co.uk/?page\\_id=96](http://newleaf-asp.co.uk/?page_id=96)) Interested in finding employees for his many website creation companies.



**Ben the Online Shopper**-(<http://www.tlkr.com/blog/types-of-online-shoppers/>)- Searches for products to buy anywhere and everywhere on the Internet

## COMPS

### MIKE KUS PORFOLIO

<http://mikekus.com/>

### DENISE CHANDLER PORTFOLIO

<http://www.denisechandler.com/>

### IAN LUNN PORTFOLIO

<http://ianlunn.co.uk/>