

Matthew Shepherd
Graphic Designer



Greetings!

I'm excited about the opportunity to join a new team as a Graphic Designer. I have a background in web development, marketing, and online sales but I've learned that my passion lies in design – this is my calling.

EFFICIENT. STRATEGIC. VERSATILE.

Looking forward to learning more!

- Matt

647.471.6714
matt@dn3.ca
portfolio
blog



Matthew Shepherd

GRAPHIC DESIGNER

matt@dn3.ca | 647.471.6714

10 years agency + 10 years freelance
in corporate communications,
promotion, branding, web & UI, social
media and marketing.

Bringing strong leadership skills, a
digital ninja... *thinking inside the box.*



TIMELINE

DN Media Inc.

GRAPHIC DESIGNER 2015 – 2024

Church & Dwight Canada Corp.

AGENCY ART DIRECTOR 2010 – 2015

The Marshall McLuhan Institute

BOARD MEMBER 1999 – 2009

***Cloak & Dagger* AM640**

RADIO HOST/WEBMASTER

Toronto Shotokan

INSTRUCTOR/WEBMASTER

Canada E-Sports

GRAPHIC DESIGNER/WEBMASTER



FREE TIME

Fingerstyle Guitar

LED Lamp Design

Social Media Trends

Vector Graphics

Pop/Deco Art

Advertising Art

Pencil/Charcoal

Font Design

Origami Design

Woodworking

TIME SERVED

Ryerson University Toronto

Fine Arts

Kortrijk Universiteit Leuven

Design

Michigan State University

Theater

Mayfield School of The Arts

Arts



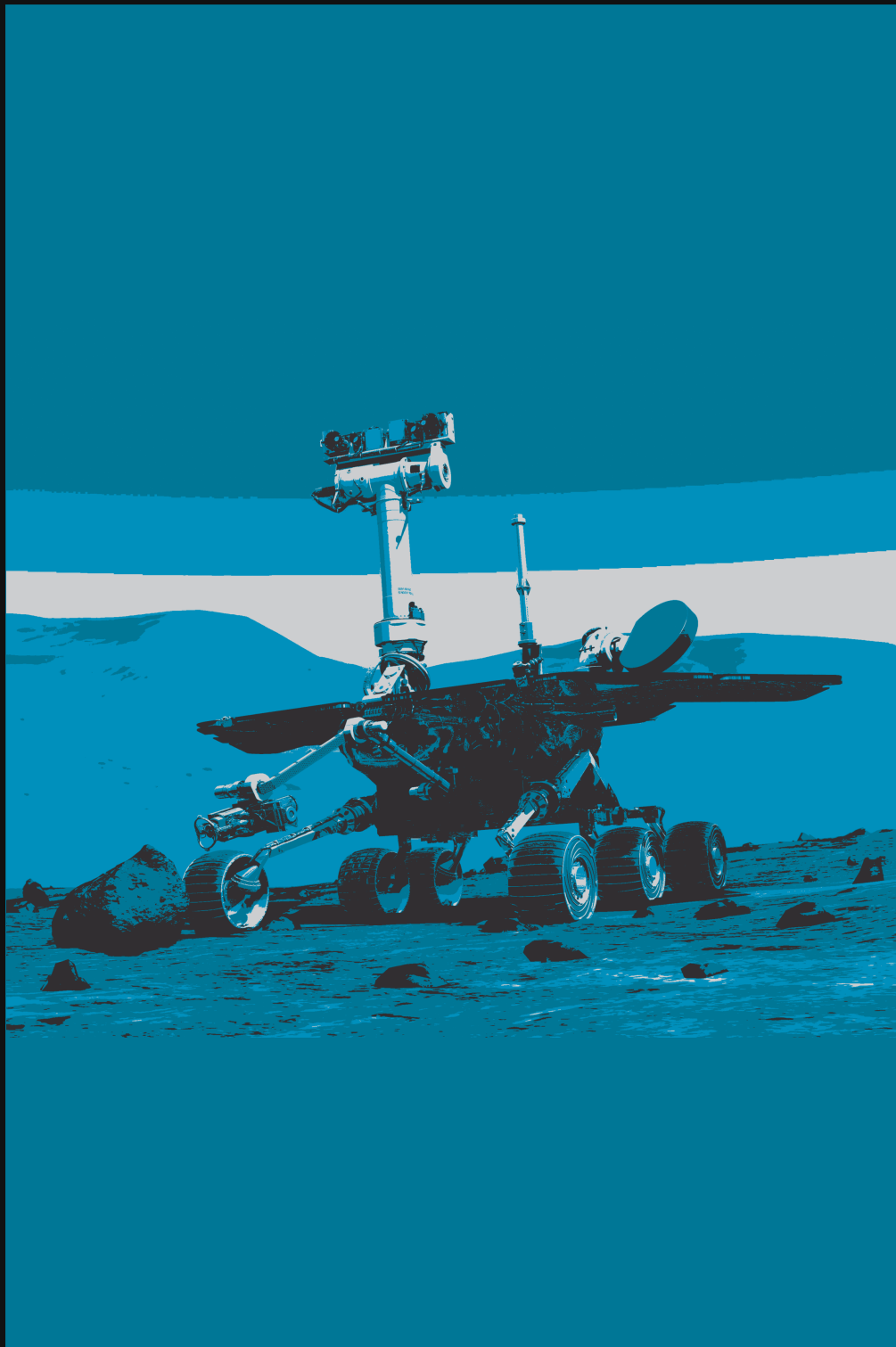
EXPERIENCE

In 2010 I started [Toronto's first all Digital Agency](#) targeting National Brands. I took our clients through their first steps into a new age of consumer interaction via websites, promotions and digital advertising while supporting the traditional agencies in print, live event, sponsorship and influencer campaigns.



CLIENTS





SKILLS

MEDIA

★★★★★ Photoshop
★★★★★ Illustrator
★★★★★ InDesign
★★★★☆ Premier
★★★★★ Audition
★★★★★ UI/XD
★★★★★ Typography
★★★★★ Print
★★★★☆ Packaging
★★★★☆ Fine Arts

COMMUNICATIONS

★★★★★ Writing
★★★★★ Wordpress
★★★★★ Shopify
★★★★★ Canva
★★★★★ Streaming
★★★★★ Social Media
★★★★★ Office

STRENGTHS

★★★★★ Teamwork
★★★★★ Leadership
★★★★★ Efficiency
★★★★★ Planning
★★★★★ AI Application



WEB

★★★★★ UI/UX
★★★★★ CMS
★★★★★ HTML 5
★★★★★ CSS
★★★★★ Bootstrap 5
★★★★☆ PHP
★★★☆☆ Java Script
★★★★★ File Formats
★★★★★ Cloud Services
★★★★★ Analytics
★★★★★ SEO/PPC
★★★★★ Social Ads
★★★★★ Marketing

60 TOOLS I LIKE



HTML5



CSS3



Java
Script



Bootstrap
4



jQuery



PHP



Atom



Ruby



Node



Scout



Cloudflare



XAMPP



Photoshop



Illustrator



InDesign



Lightroom



Premier



After
Effects



Office



Open
Office



Thunder
bird



MailChimp



Klaviyo



Go
Animate



Blogger



Deviant
Art



Disqus



Facebook



Flickr



Google+



Shopify



Wild
Apricot



DevTools



Developer
Tools



Studio
Press



Word
Press



GitHub



fiverr



RIOT



Snipping
Tool



DOS
Prompt



Acrobat



Prelude



Speed
Grade



Dream
weaver



Muse



Animate



Audition



Font
Awesome



Notepad++



Auto
Hotkey



FileZilla



G Suite



CodePen



Instagram



LinkedIn



Pinterest



Tumblr

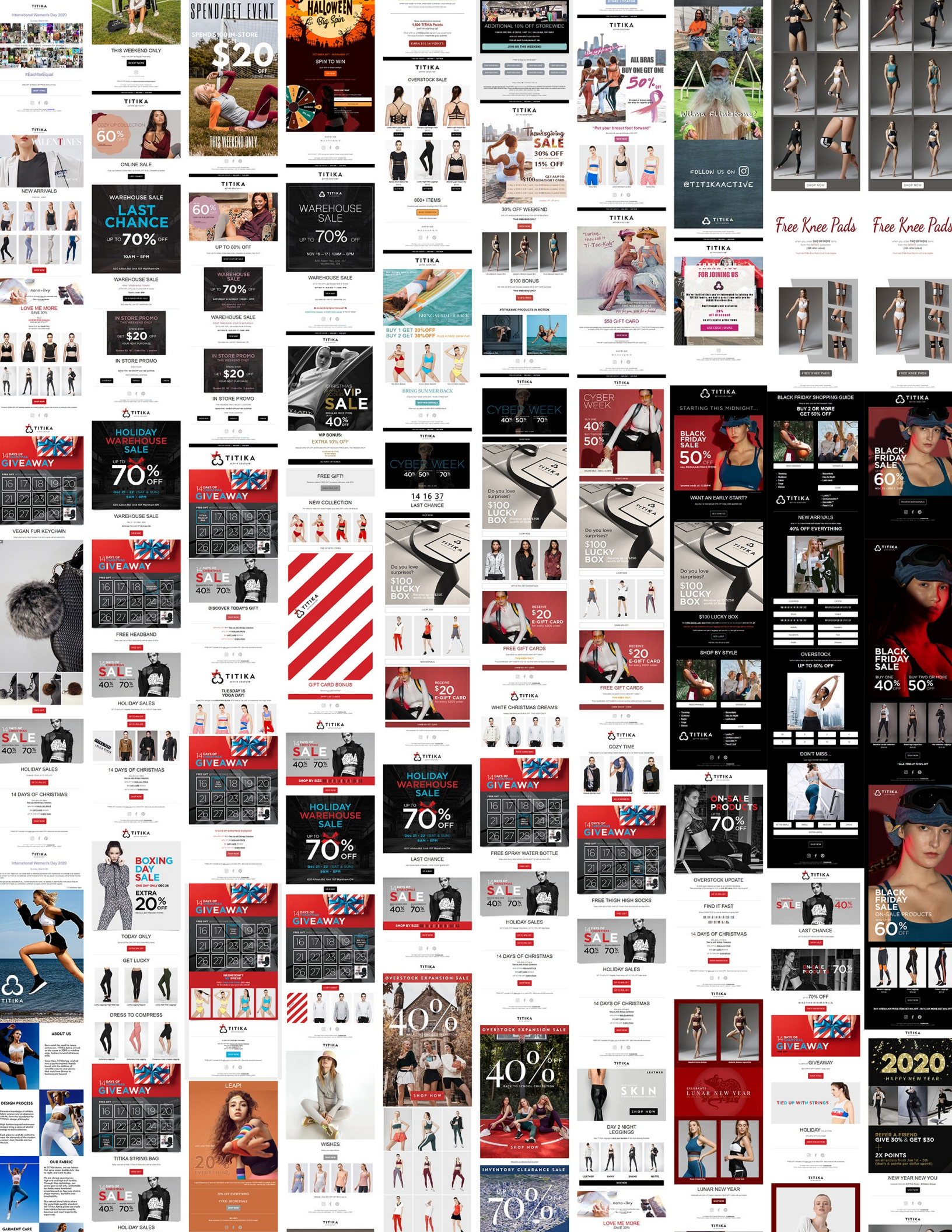


Twitter



YouTube

CASE STUDY



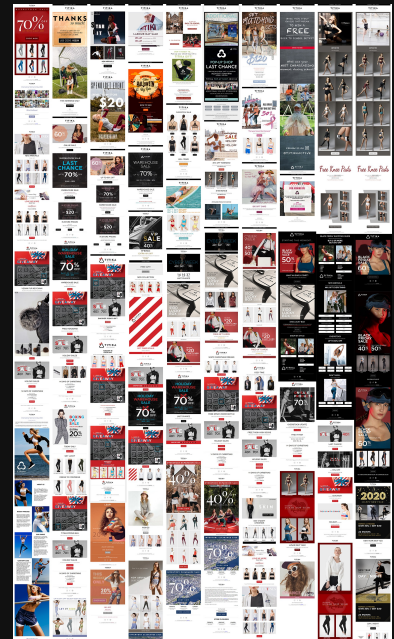
CASE STUDY

TITIKA Active Couture | <http://titika.ca>

ROLE: 6 YEARS | Art Director, Graphic Designer,
Marketing Manager, Social Media Manager

RESPONSIBILITIES

- ✓ Website Design & Updates
- ✓ Sales & Promotion Planning and Execution
- ✓ Shopify Backend Maintenance and Apps
- ✓ Eblasts & Social Media Campaigns
- ✓ Strategy, New Vehicles, Presenting & Reporting
- ✓ Customer Service, Points Program & Tracking
- ✓ Daily Tasks, Continuity & Corrections
- ✓ Coding, Patching, Quality Control



- ✓ 1,200 Eblast Campaigns
 - ✓ 20 Million Deliveries
 - ✓ 277,000 Unique Visits
 - ✓ \$1,000,000 Revenue

THE CHALLENGE

TITIKA is a Canadian company of 13 years with a significant presence in China. One of the primary goals of their North American operation is to establish strong Western roots in the minds of their customers in Asia. To accomplish this, expectations of both regions must be met. Body image and lifestyle preferences are examples of how each customer base is unique.

SOLUTIONS

- 1 Shopify Premium Online Store
- 2 Regional Websites (NA, HK, CN)
- 3 Strong Influencer Program
- 4 List Management, Flows & Eblasts
- 5 Social Media support & online ads
- 6 Graphical Points of Distinction

TITIKA
ACTIVE COUTURE™

CASE STUDY Positioning

Planning, production and delivery of campaigns is a team effort but the graphic designer is responsible for the visuals which must **stay true to the brand, enhance the message and resonate with the target audience.**

The following showpiece used multiple source images to anchor a campaign targeting TITIKA's loyal customer base which had drifted over time, away from the new customer demographic.



TITIKA
ACTIVE COUTURE™

CASE STUDY Social Values

Being a multi-national brand, TITIKA's communication strategy must be sensitive to the unique needs of each region.

As lead designer I had an opportunity to create a detailed **Design & Style Guide** that allows for the global organization's diversity.

BIGGEST CHALLENGE: Models & Lifestyle

TITIKA's customers in China tend to gravitate to brands with a strong North American presence **BUT** they maintain their differences in Model & Lifestyle preference.

Communications needed to walk a fine line between differing social values. The greatest challenge was maintaining an internal corporate dialogue to ensure the brand position was respectful not only to it's customers but also to the TITIKA global teams and their local social values.



TITIKA
ACTIVE COUTURE™



IT'S TIME TO reflect

REFLECTIVE COLLECTION

30% OFF

[SHOP THE LOOK](#)



TITIKA
ACTIVE COUTURE™

TITIKA
ACTIVE COUTURE™



IT'S TIME TO **reflect**

REFLECTIVE COLLECTION
30% OFF

[SHOP THE LOOK](#)


TITIKA
ACTIVE COUTURE™



IT'S TIME TO **reflect**

REFLECTIVE COLLECTION
30% OFF

[SHOP THE LOOK](#)



IT'S TIME TO **reflect**

LAST CHANCE

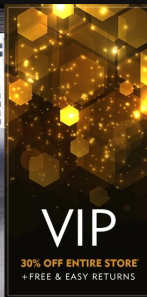
REFLECTIVE COLLECTION
30% OFF

[SHOP THE LOOK](#)



VIP
SALE IS HERE!

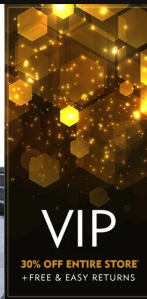
FIRST 50 CUSTOMERS WILL RECEIVE A \$30 GIFT CARD
*Conditions may apply. Please visit promotion disclaimer page for details.

VIP
30% OFF ENTIRE STORE
+ FREE & EASY RETURNS




VIP
30% OFF ENTIRE STORE
+ FREE & EASY RETURNS

VIP
30% OFF ENTIRE STORE
+ FREE & EASY RETURNS

TITIKA
ACTIVE COUTURE™



IT'S TIME TO **reflect**



SHOP THE LOOK

TITIKA
ACTIVE COUTURE™



TITIKA
ACTIVE COUTURE™



NEW ARRIVALS

bring out your normcore



SAN FRAN
LONG SLEEVE TOP

Luxuriously light modal fabric, a roomy v-neckline and gentle shape for the perfect drape.





PAPILLON
JOGGER

With a lightly ruffled leg, super soft 4-way stretch fabric and pockets designed for stuffing, you will feel light and lively at your leisure.



SHOP NOW



TITIKA

ACTIVE COUTURE™

TITIKA
ACTIVE COUTURE™

NEW ARRIVALS

SHOP NOW

TITIKA
ACTIVE COUTURE™

NEW ARRIVALS

SHOP NOW

READY SET GO

NEW ARRIVALS

SHOP NOW

SHAPE & DRAPE

conley hoodie

NEW ARRIVALS

SHOP NOW

1 2 3

MOREY
CROPPED LEGGINGS

COSTA
MEDIUM LENGTH BRA

SHOON
LONG LENGTH TEE

OLSEN
CROPPED TEE

SHOP NOW

TOPS & CROPS

SHOP NOW

SHAPE & DRAPE

costa tank

NEW ARRIVALS

SHOP NOW

1 2 3

NEW ARRIVALS
bring out your noncore

SHOON
LONG LENGTH TEE

PAPILLON
TANK

SHOP NOW

THE MYSTIQUE OF MARBLE

A NEW MINI-COLLECTION IN THE NEW MARBLE COLLECTION

SHOP NOW

SHAPE & DRAPE

shoony bra

NEW ARRIVALS

SHOP NOW

1 2 3

NEW ARRIVALS
get back to noncore

SHOON
LONG LENGTH TEE

SHOP NOW

LET IT RIDE

NEW ARRIVALS FLASH SALE | 10% OFF YOUR 2ND ITEM

THIS SALE RUNS UNTIL 11:59PM EST ON MONDAY, APRIL 10TH, 2017. SEE ALL NEW ARRIVALS FOR DETAILS.

SPIN SWEAT REPEAT

TITIKA
ACTIVE COUTURE™

KIRKORA
CROPPED TEE

NEW ARRIVALS

SHOP NOW

TITIKA
ACTIVE COUTURE™

TORINO
LEGGING

NEW ARRIVALS

SHOP NOW

TITIKA
ACTIVE COUTURE™

COMPRESS
CASUAL LEGGING

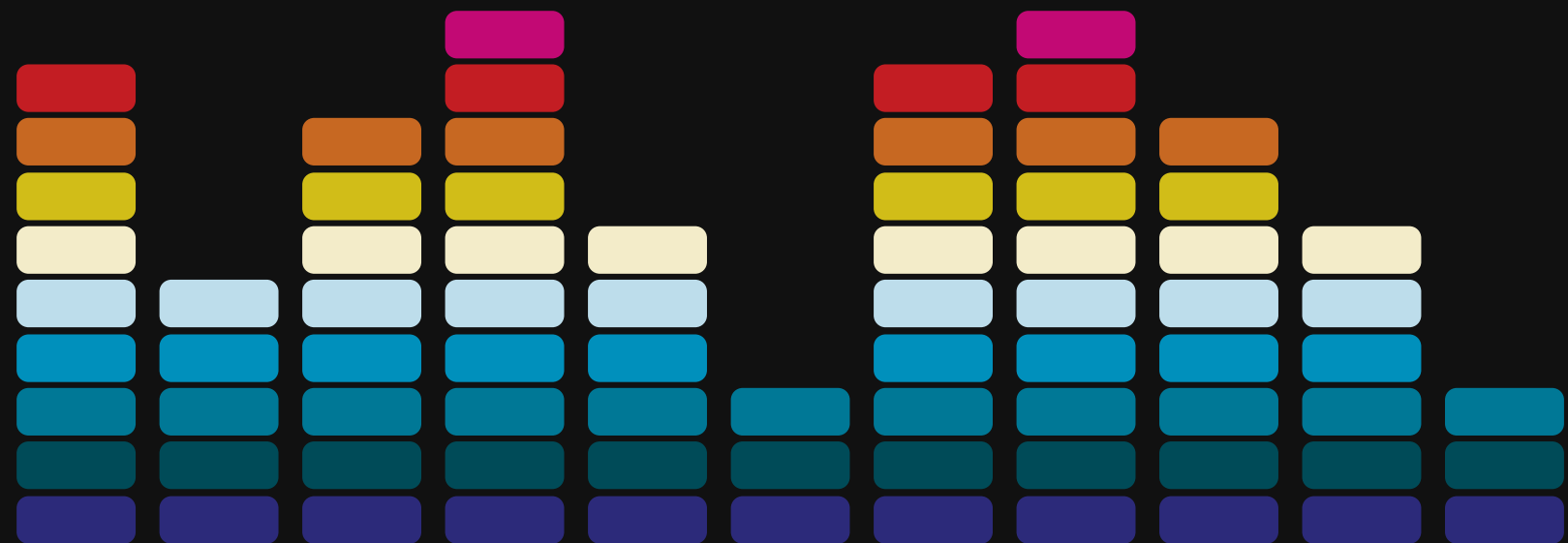
NEW ARRIVALS

SHOP NOW

TITIKA
ACTIVE COUTURE™



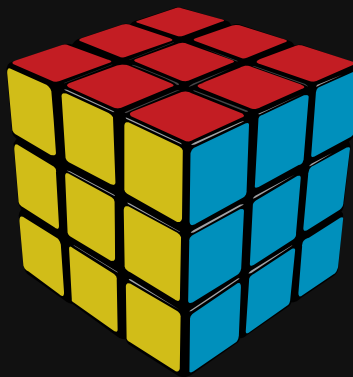
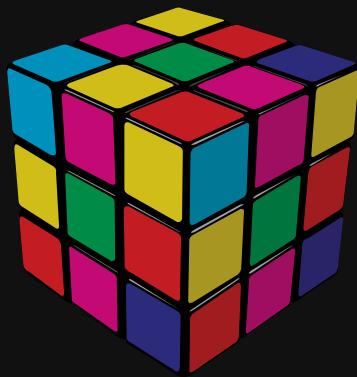
TECHNICAL SKILLS



COLOUR

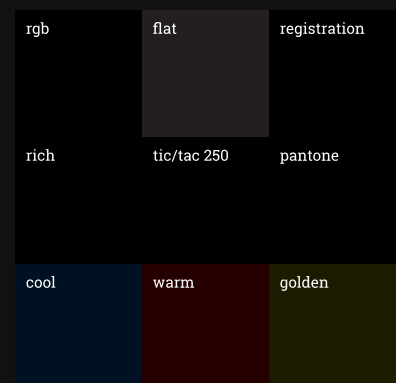
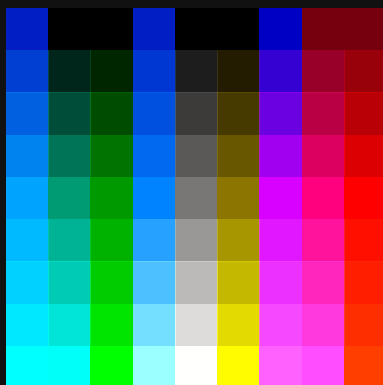
When colour choices are not made by a Design or Branding Guide, I often employ my own invention - the colour cube.

It shows the legal values, tints and shades in a proposed schema and can illustrate priority and proportional use.



PALETTES

The colour system is then assigned - values mapped and adjusted for required mediums before being added to a Design Guide.



MY SUMMER VACATION

SEPTEMBER '68

A merry little surge of electricity piped by automatic alarm from the mood organ beside his bed awakened Rick Deckard. Surprised — it always surprised him to find himself awake without prior notice — he rose from the bed, stood up in his multicolored pajamas, and stretched. Now, in her bed, his wife Iran opened her gray, unmerry eyes, blinked, then groaned and shut her eyes again.

"You set your Penfield too weak he said to her. "I'll reset it and you'll be awake and —"

"Keep your hand off my settings." Her voice held bitter sharpness. "I don't want to be awake."

He seated himself beside her, bent over her, and explained softly. "If you set the surge up high enough, you'll be glad you're awake; that's the whole point. At setting C it overcomes the threshold barring consciousness, as it does for me." Friendly, because he felt well-disposed toward the world his setting had been at D — he patted her bare, pate shoulder.

"Get your crude cop's hand away," Iran said.

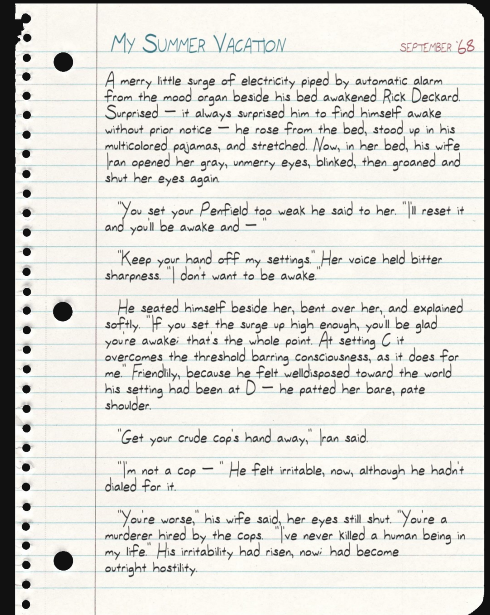
"I'm not a cop —" He felt irritable, now, although he hadn't dialed for it.

"You're worse," his wife said, her eyes still shut. "You're a murderer hired by the cops. "I've never killed a human being in my life." His irritability had risen, now; had become outright hostility.

FONTS

A hand-written font that reflected my personality didn't exist so I designed **Felt Tip Marker** which I use for notations and tool tips in presentations.

Open Source libraries work for everything else. :)



Felt Tip Marker

[illegible]

ON

THE ORIGIN OF SPECIES

BY MEANS OF NATURAL SELECTION

BY CHARLES DARWIN, M.A.,

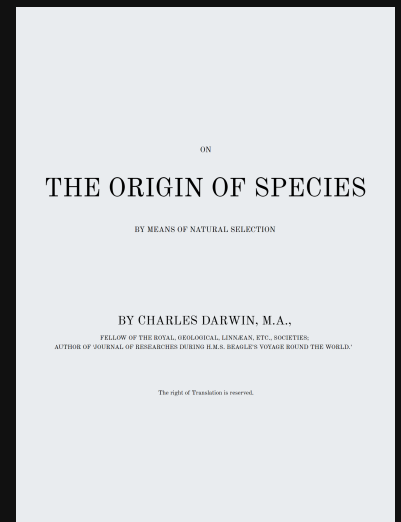
FELLOW OF THE ROYAL, GEOLOGICAL, LINNÆAN, ETC., SOCIETIES;
AUTHOR OF 'JOURNAL OF RESEARCHES DURING H.M.S. BEAGLE'S VOYAGE ROUND THE WORLD.'

The right of Translation is reserved.

LAYOUT IN CODE

This is a digital replica of an historic book cover.

The design can be recreated with just a few lines of code.



HTML

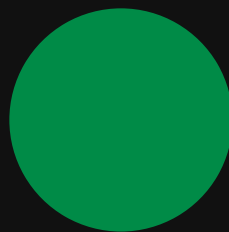
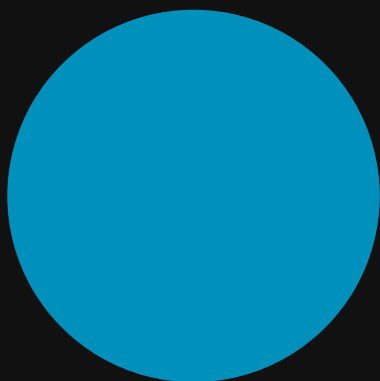
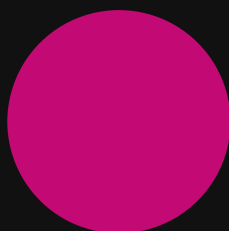
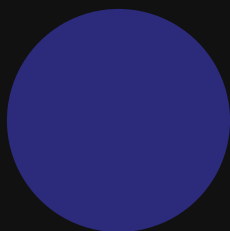
```
<text transform="matrix(1 0 0 1 710 1611.3926)"
class="typeset1">The right of Translation is reserved.</text>
<text transform="matrix(1 0 0 1 163.5771 1370.3926)"
class="typeset1">AUTHOR OF 'JOURNAL OF RESEARCHES DURING H.M.S. BEAGLE'S VOYAGE
ROUND THE WORLD.'</text>
<text transform="matrix(1 0 0 1 404.1763 1322.3926)"
class="typeset1">FELLOW OF THE ROYAL, GEOLOGICAL, LINNÆAN, ETC., SOCIETIES;</text>
<text transform="matrix(1 0 0 1 496.6724 1241.7832)"
class="typeset1 typeset1b">BY CHARLES DARWIN, M.A.,</text>
<text transform="matrix(1 0 0 1 584.8003 754.2402)"
class="typeset1 typeset1a">BY MEANS OF NATURAL SELECTION</text>
<text transform="matrix(1 0 0 1 110 566.4165)"
class="typeset1 typeset1c">THE ORIGIN OF SPECIES</text>
<text transform="matrix(1 0 0 1 930 334.2402)"
class="typeset1 typeset1a">ON</text>
```

CSS

```
.typeset1 {font-family:'Old Standard TT';font-size: 32px}
.typeset1a {font-size: 40px}
.typeset1b {font-size: 64px}
.typeset1c {font-size: 136px}
.typeset2 {fill: #FFF;font-family:'Abril Fatface';font-size: 92px}
.typeset3 {fill: #231F20}
```

DEPENDENCIES

```
href="https://fonts.googleapis.com/css?family=Old+Standard+TT"
```

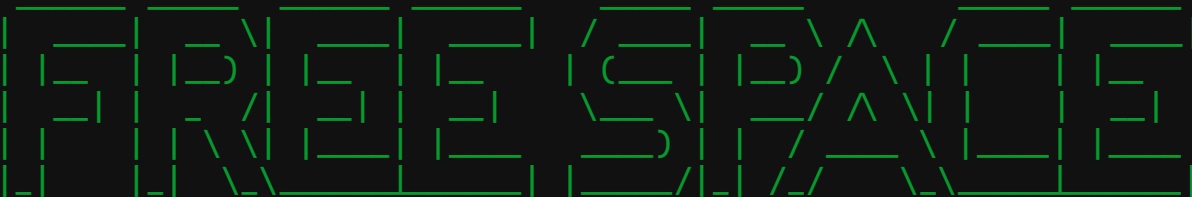


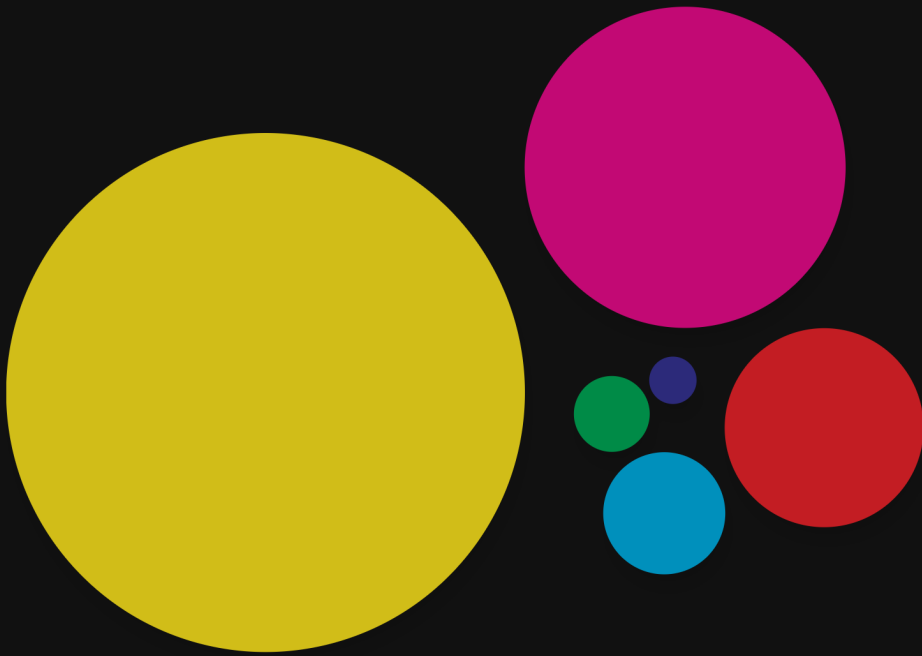
IMAGES IN CODE

Formats such a SVG can be generated with plain text.
The result is ultra-fast, ultra-small, easy to adjust and
infinitely scalable images.

The image on the previous page is only 428 bytes minified:

```
<svg xmlns="http://w3.org/2000/svg" viewBox="0 0 900 900">
<circle fill="#D1BD18" cx="066" cy="166" r="066" />
<circle fill="#C20974" cx="366" cy="466" r="066" />
<circle fill="#C31D23" cx="711" cy="311" r="111" />
<circle fill="#0090BC" cx="411" cy="711" r="111" />
<circle fill="#008B47" cx="816" cy="816" r="066" />
<circle fill="#2C2A7A" cx="566" cy="066" r="066" />
<g></g><g></g><g></g><g></g><g></g><g></g>
</svg>
```





MOTION IN CODE

HTML 5 allows for smooth, scalable vector animations.

These circles morph from a chaos fractal into the Golden Ration with just a few bytes of code.

```
@keyframes yAnimation {
10%{transform:translate(100px,200px)}
20%{transform:translate(188px,345px) scale(3.83)}
40%{transform:translate(188px,345px) scale(3.83)}
50%{transform:translate(20px,40px)}
60%{transform:translate(0px,0px)}
#y{transform-origin:50% 50%;transform-box:fill-box;animation:y}
@keyframes fAnimation {
10%{transform:translate (-50px,-200px) scale(.8)}
20%{transform:translate(300px,-176px) scale(2.37)}
40%{transform:translate(300px,-176px) scale(2.37)}
50%{transform:translate(-50px,-200px) scale(.8)}
60%{transform:translate(0px, 0px)}
#f{transform-origin:50% 50%;transform-box:fill-box;animation:f}
@keyframes rAnimation {
10%{transform:translate(-40px,140px) scale(.22)}
20%{transform:translate(92px,235px) scale(.88)}
40%{transform:translate(92px,235px) scale(.88)}
50%{transform:translate(-40px,140px) scale(.22)}
60%{transform:translate(0px,0px)}
#r{transform-origin:50% 50%;transform-box:fill-box;animation:r}
@keyframes bAnimation {
10%{transform:translate(60px,-20px) scale(.27)}
20%{transform:translate(235px,-81px) scale(.54)}
40%{transform:translate(235px,-81px) scale(.54)}
50%{transform:translate(-50px,-50px) scale(.27)}
60%{transform:translate(0px,0px)}
#b{transform-origin:50% 50%;transform-box:fill-box;animation:b}
@keyframes gAnimation {
10%{transform:translate(-100px,-250px) scale(.28)}
20%{transform:translate(-222px,-284px) scale(.56)}
40%{transform:translate(-222px,-284px) scale(.56)}
50%{transform:translate(-100px,-250px) scale(.28)}
60%{transform:translate(0px, 0px)}
#g{transform-origin:50% 50%;transform-box:fill-box;animation:g}
@keyframes pAnimation {
10%{transform:translate(250px,140px)}
20%{transform:translate(88px,433px) scale(.35)}
40%{transform:translate(88px,433px) scale(.35)}
50%{transform:translate(250px,140px)}
60%{transform:translate(0px,0px)}
#p{transform-origin:50% 50%;transform-box:fill-box;animation:p}
```



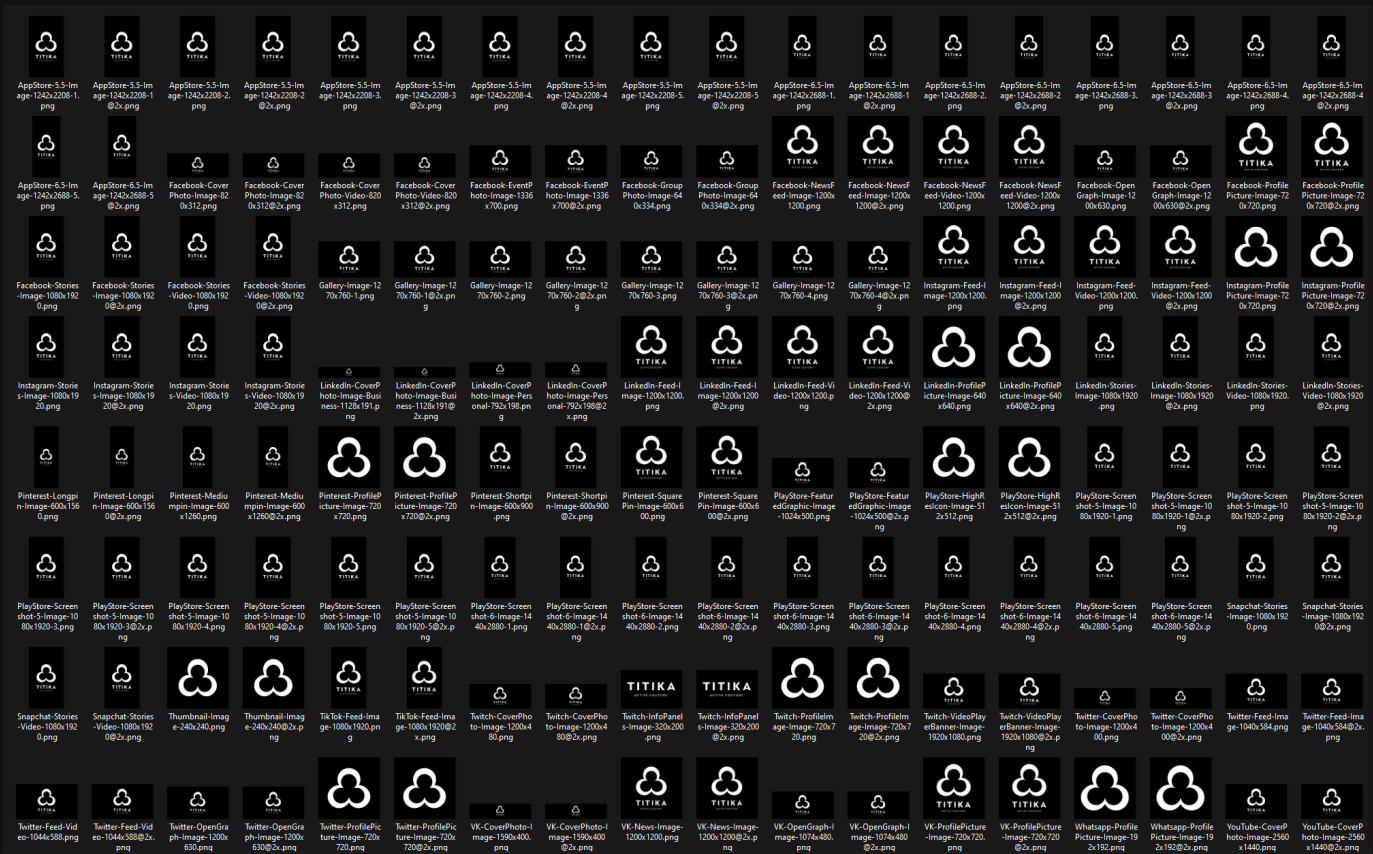
SCRIPTS & FILE GENERATION

Using the best script, macro or software to generate files saves time and improves quality. Rendering techniques are an essential part of my workflow.

R.I.O.T. or a similar third-party rendering engine can then batch process.

UX/UI with XD

Hundreds of files rendered and named for multi-platform use.



EFFICIENT.
STRATEGIC.
VERSATILE.



IMPRESSIVE!

You've reached your first REality® Milestone! You've impressed us and you should be impressed with yourself. The more you use Reality the more steps you take towards a higher income!



REality

SUPERIOR!

You're a statistical superhero. Your superior use of REality® means your income should be taking a superior leap.



REality

SERIOUS!

You're no joke! Serious REality® users like yourself should sell two more homes than usual. Continue to take your career



REality

CHAMPION!

Once a champion, always a champion! It's true, you're in the top usage. Don't stop the hard work now, REality® was made for champions.



REality







LEON
d'Ancona



PRESIDENT
IMS INCORPORATED
www.restats.com





GRAPHIT_{PRO}

METRIX *for* LENDERS
mortgageMX



DECISION MAKING SOFTWARE FOR
LENDERS AND PORTFOLIO MANAGERS





GAGNER 1000\$
pour les droits de scolarité
et les livres



À quoi faut-il penser à part d'avoir des
relations SEXUELLES AGRÉABLES?

1 personne sur 6 sera atteinte d'une ITS*
avant d'avoir atteint ses 25 ans

*(infections transmises sexuellement)

L'utilisation de condoms de latex peut diminuer
significativement votre risque de contracter une ITS.

Inscrivez-vous pour gagner : www.trojansafesex.ca

WIN \$1000
for tuition or books



What else is there to think about besides
ENJOYING SEX?

1 in 6 people will have an STI* by age 25
*(Sexually Transmitted Infection)

Using latex condoms can significantly
reduce your risk of STIs.

Enter to win : www.trojansafesex.ca

CANADA'S MOST AFFORDABLE MID-SIZE SEDAN

MSRP FROM **\$16,395**

173 • 283 HP

43 MPG HWY
18.6 L/100 KM CITY
8.5 L/100 KM HWY

A 2013 IIHS TOP SAFETY PICK*



2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK*



PENTASTAR™ V6 100-HP ENGINE • ONE OF DODGE'S 10 BEST ENGINES*



BURGE STYLE, CANADIAN VALUE



HIGH TECH AND GREAT THINGS HANDS-FREE
NEW DODGE AND CONNECT™. MOSTLY PARKING.



CANADA'S #1 SELLING CROSSOVER

MSRP FROM **\$19,495**

173 • 283 HP

37 MPG HWY
15.4 L/100 KM CITY
7.5 L/100 KM HWY

A 2013 IIHS TOP SAFETY PICK



2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK



CANADA'S MOST VERSATILE CROSSOVER



THE LARGEST TOUCH SCREEN IN ITS CLASS



POWER PAST THE PUMP. WITH BEST-IN-CLASS FUEL ECONOMY.



2013 DODGE GRAND CARAVAN
CANADA'S BEST-SELLING MINIVAN FOR 29 CONSECUTIVE YEARS.

FAMILIES GROW. AND WE GROW WITH THEM.



INDUSTRY-EXCEL DRIVE SUPER STORM W.D.



2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK



BEST-IN-CLASS TOWING



3600 LBS

TWO BLU-RAY PLAYERS. TWO SCREENS. EQUALS ENTERTAINMENT RESPONDING.



BEST-IN-CLASS STANDARD V6 HORSEPOWER AND V6 DRIVING RANGE

MSRP FROM **\$27,495**

292 • 470 HP

44 MPG HWY
10.3 L/100 KM CITY
7.3 L/100 KM HWY

A 2013 IIHS TOP SAFETY PICK



LOADED WITH AVAILABLE. 2013 CONSUMER TOP PICK FOR BEST IN CLASS.



CHARGER SRT. DRIVEN BY A HIGHER POWER.



DESIGN THAT COMMANDS ATTENTION



HERITAGE DESIGN MEETS 21ST-CENTURY TECHNOLOGY



100,000+ WAYS TO CUSTOMIZE
LOOKS NO OTHER CAR CAN MATCH.

5-STAR NHTSA SAFETY RATING



UNSURPASSED IN SAFETY & SECURITY



FUEL-EFFICIENT, ADVANCED & POWERFUL



TECHNOLOGICALLY ADVANCED



WORLD-CLASS DESIGN INSIDE AND OUT



POWERFUL AND EFFICIENT

MSRP FROM **\$24,495**

305 • 470 HP

39 MPG HWY
13.4 L/100 KM CITY
7.3 L/100 KM HWY

2012 CONSUMERS CHOICE BEST BUY



2012 CONSUMERS CHOICE BEST BUY



CHALLENGER SRT. DRIVEN BY A HIGHER POWER.



CLASSIC MUSCLE WITH STATE-OF-THE-ART SAFETY



A LONG WAY FROM THE 0 TRACK



SPIRITS

Bar Rail

Smirnoff	6
Bacardi	6
Superior	6
Gordon's Gin	6
Forty Creek	6



Liqueurs

Frangelico	6.5	Grand Marneir	6.5
Cassis	6.5	Goldschlager	6.5
Sambuca	6.5	Disaronno	6.5
Ouzo 12	6.5	Peach Schnapps	6.5
Martini Rosso	6.5	Bailey's	6.5
Fireball	6.5	Kahlua	6.5

Premium

Grey Goose	7.5	Jose Cuervo	7.5
Belvedere	7.5	Tanqueray	7.5
Jack Daniel's	7.5	St. Remy vsop	7.5
Hennessy	7.5	Drambuie	7.5
Glenfiddich	7.5	Malibu	7.5
Crown Royal	7.5	Captain Morgain	7.5
Chivas	7.5	Jameson	7.5
Jägermeister	7.5		

Johnny Walker Platinum Label	13
Hennessy VSOP Cognac	11



BEER

Domestic		Import	
Coors Light	6	Corona	7
Molson Canadian	6	Heineken	7
Bud Light	6	Stella Artois	7
Budweiser	6	Modela Especial	7
Rickard's Red	6	Michelob Ultra	6.5

COOLERS

Bud Light Radler	7
- Grapefruit	
Palm Bay	7
- Strawberry-Pineapple	
- Ruby Grapefruit Sunrise	
- Mango Passionfruit	
- Dragonfruit Watermelon	
- Pomegranate Hibiscus	

DRAFT



SPECIALTY COFFEES

Irish Coffee	7
Irish Whiskey, Brown Sugar, Whipped Cream	
Spanish Coffee	7
Rum, Coffee Liqueur, Coffee, Whipped Cream	
Monte Cristo	7
Kahlua, Grand Marnier, Coffee, Whipped Cream	



B52	7
Grand Marnier, Kahlua, Coffee, Irish Cream, Whipped Cream	

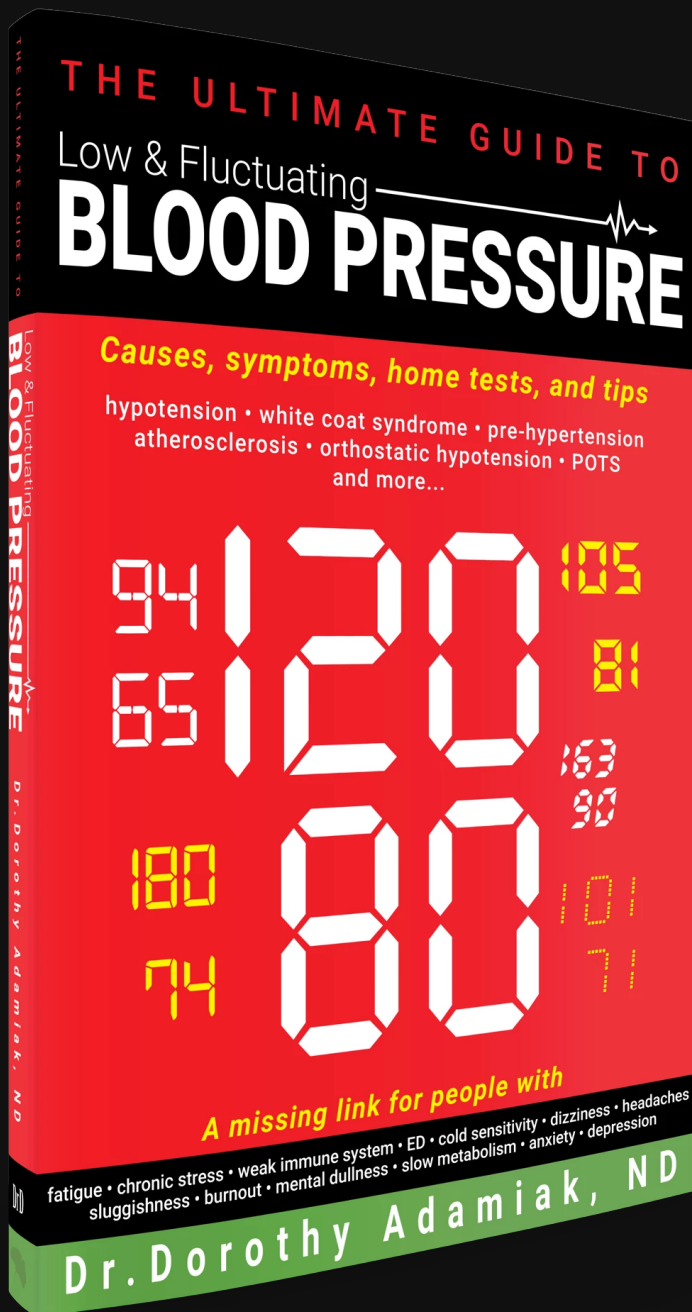
WINE

House	6oz	9oz	BTL
PELEE ISLAND Merlot, Canada	7	10	26
PELEE ISLAND Cabernet Sauvignon, Canada	7	10	26
PELEE ISLAND Pinot Grigio, Canada	7	10	26
PELEE ISLAND Chardonnay, Canada	6.5	9.5	25

Red	6oz	9oz	BTL
CONO SUR BICICLETA Pinot Noir, Chile	7	10	29
ROBERT MONDAVI (Private Selection) Pinot Noir, USA			42
MASI BONACOSTA Valepolicella Classico, Italy			39
MCMANIS Cabernet Sauvignon, USA			44
J. LOHR (Seven Oaks 2012)			49

White	BTL
OYSTER BAY Sauvignon Blanc, New Zealand	42
LINDEMAN'S BIN 85 Pinot Grigio, Australia	29
MASI Soave Classico DOC, Italy	32



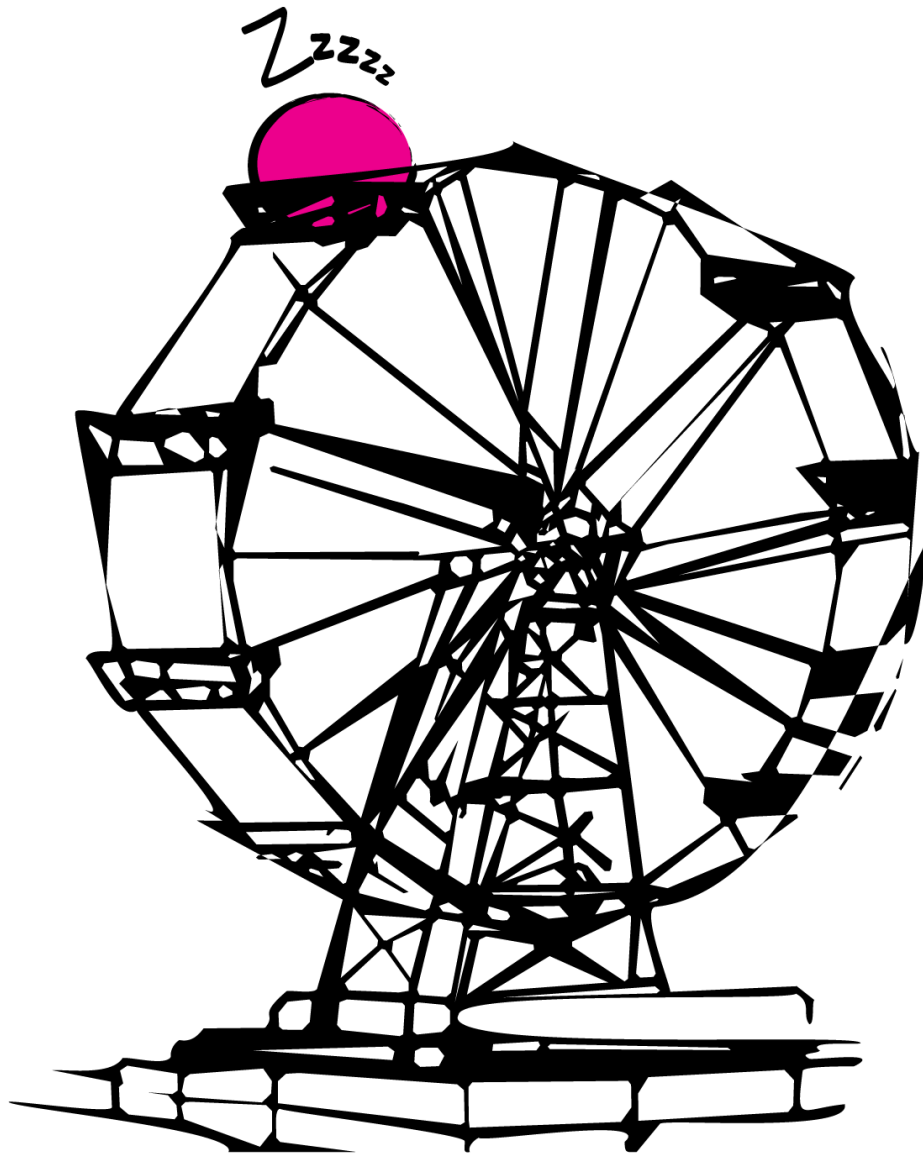






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The guy who invented the first wheel wasn't really that big a deal... but the the guy who invented the SECOND wheel, well, he was REALLY ON TO SOMETHING!



QR codes have their place but they lack branding and personality. It turns out that the specifications for QR Codes are much more flexible than most designers realize.

Above is a QR code that links to my Bootstrap/HTML 5 testing website.