

Selected Portfolio

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- 1) Creek & River America
- 2) Dick's Sporting Goods
- 3) ULTA
- 4) Zanybrainy
- 5) GE Auto Insurance
- 6) ABA Booksense.com

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Nodal PT Interactive

Creek & River, LLC

Lead Information Architect, Lead Strategist

www.cr-america.com

Creek & River Co., Ltd. is a global talent agency with offices in Japan, Korea, and China. Operating as the largest publicly traded agency of its kind in Asia, Creek & river sought to bring its artist driven methodology to the US market with headquarters in New York. Architected and engineered the Creek & River America web presence utilizing user-centric methodologies and proprietary software solutions. The results have directly enabled Creek & River to establish itself as a truly global network.



Accordia, Inc.

Dick's Sporting Goods

Lead Information Architect

www.dsports.com (site since redesigned)

With over 100 physical stores Dick's Sporting goods is the largest independent sporting goods retailer in the US. The company desired to develop a comprehensive ecommerce solution for the internet that could provide the robust user experience necessary to leverage the complex consumer relationship with sporting goods.

Employing proprietary Accordia software, I designed and developed the site's architecture, template methodology, interface flow, navigational schema, and software requirements. This project involved over 30,000 unique products, and was completed and launched in under 6 months. The resulting site won numerous accolades and provided Dick's Sporting Goods with a revenue generating, value drive interactive asset.



Accordia, Inc.

ULTA

Lead Information Architect

www.ulta.com

Ulta is a large, national retailer of premier and generic cosmetics with over 80 physical locations, mostly in the Midwest. The company desired to develop a comprehensive interactive ecommerce solution to sell beauty products via the web.

Employing proprietary ecommerce solution, designed and developed the site's architecture, template methodology, interface flow, navigational schema, and software specification. Architecture incorporated a partial Gateway Access Model and affinity navigational system to insure customers relevant, contextual access to ULTA's extensive products. The resulting site has successfully delivered value for ULTA, and provides customers with intuitive and efficient product navigation unavailable elsewhere.



Accordia, Inc.

ZanyBrainy

Lead Information Architect

www.zanybrainy.com (site since redesigned)

Zanybrainy is a large, national retailer of safe and educational toys with over 100 brick and mortar locations throughout the US. ZanyBrainy's initial site was developed by Accordia as a proof of concept project, but lacked the clear usability and architectural structure to facilitate customer interaction and effectively merchandise product.

To overcome these shortcomings, the ZanyBrainy web site was overhauled with the Gateway Access Model, an affinity navigational system, IA best practices and methods, and updated Accordia software components. The resulting site added a further dimension to ZanyBrainy's merchandising capability, allowing thematic and conceptual locations to be created and marketed.



iXL, Inc.

GE Auto Insurance Web Presence

Lead Interactive Engineer, Lead IA, Lead QA, Project Manager
www.geautoinsurance.com

Spearheaded development and redesign of the GE Auto Insurance web site. Project involved the development of an informational web presence as well as the architecture and development of a dynamically generated online Rate Quote system to provide prospective clients with real-time insurance quotes over the web.

Project required a 3-month on-site commitment at GE Auto Insurance headquarters in Valley Forge, PA. This was the only project delivered on time and under budget at iXL New York in all of 1999.



iXL, Inc.

Booksense.com

Lead Interactive Engineer
www.booksense.com

With the increases in online bookselling through companies such as Amazon, the ABA saw a need to develop a site that would allow its member stores to sell books via the internet. The result is booksense, a community retail site that provides ABA members the ability to create independent ecommerce applications for their stores via a set of standard templates and services. Lead architect and prototype developer of the administrative tool that allows ABA members to develop, customize, merchandise, and manage their virtual stores.