

About Slice of Lime

Big Ideas. Smart Design. Measurable Results.

We are a creative group of strategic thinkers, skilled developers and innovative designers. Our services include strategy, web design, web programming, print design and identity.

Why Hire Us?

Focused on Goals and Getting Results

Slice of Lime believes in establishing the goals of your business before jumping into the production process. Approaching projects in this manner has helped us succeed in delivering measurable results for our clients, instead of just a pretty looking website. In the end, this is what's most important to you.

One-Stop-Shop

Slice of Lime focuses on web design, web programming, print design and identity work. This means that most of the work related to your marketing efforts can be accomplished in one place, resulting in a more cohesive effort when it comes to achieving your goals.

Quick and Nimble

By staying small and taking on fewer clients at one time, Slice of Lime can give your business more attention. You will work directly with the people working on your project and will experience a faster and smarter turn around time than larger agencies. Don't let our size fool you – we've brought our clients serious results.

Budget Conscious

With lower overhead, Slice of Lime remains very competitive when it comes to pricing. This, combined with our speed in delivery, offers an attractive solution that fits within your timeline and budget.

Capabilities

Strategy + Architecture

We prefer to look at the big picture before diving into the production process. Establishing your goals up front will help steer the rest of the project in the right direction. That's why we value strategic thinking in all of our projects, large or small. When thinking strategically, your website, print collateral and identity all work in unison to achieve the same results. Before we start on a website project, we also take the time to develop your site's information architecture. This helps visualize the user experience and to catch any pitfalls ahead of time.

Web + Print Design

Slice of Lime focuses on results-oriented design. Whether we're designing a print brochure, website, or your company's brand, we focus on the overall strategy and goals of the project first. We specialize in integrated marketing, bridging different design mediums so that they look the same and work together towards a common goal. We make sure our designs not only look great, but work towards making your business succeed.

Our web projects include e-commerce sites, lead generation sites, corporate blogs, dynamic Flash sites and more.

Our print projects include brochures, ad campaigns, direct mail, tradeshow booths, and more.

Our branding projects cover a wide range of organizations including corporate, non-for-profit, and consumer-based logos.

Development + Reporting

Slice of Lime offers advanced coding and back-end development for your web projects. Whether you want a web-standards compliant website, a simple lead generation form, a dynamically driven Flash site, we can help. Slice of Lime can build custom content management systems to easily update sections of your website without needing to know a line of code.

Lastly, Slice of Lime promotes measuring results. We can help setup the reporting solution that works best for you. Tracking the effectiveness of your online and offline campaigns helps you determine where to allocate your budget. Tracking your page views, the paths your users take through your site, and where your users are clicking dramatically helps inform future decisions related to your website design.

Latest Results

Return Path Consumer Site

Slice of Lime redesigned the Return Path consumer website, user flow, and ad campaign, bringing **12 million new subscribers** to the site within one year.

Return Path Business Site

Slice of Lime designed and coded the Return Path business site along with a back-end administration tool to manage leads generated from the site as well as dynamic content like news and press releases. Within one year, Return Path has **generated over 5000 new leads** and has lowered the overhead needed to use outside sources to manage their website.

SketchUp

Slice of Lime recently redesigned and coded the SketchUp website, **raising their sales 26%**.

NewsGator

Slice of Lime recently redesigned and coded the NewsGator marketing-based webpages, **raising their subscriptions by 200%** on the first week of launch.

Venture Capital in the Rockies

Slice of Lime recently redesigned and coded the Venture Capital in the Rockies website as well as supporting collateral and mailers, **raising their attendance by 35%**, their largest turn-out ever.

Testimonials

“It's great to work with a group that not only has **excellent design skills, but also a solid knowledge of PHP and MySQL**. My team was able to integrate their designs and preliminary code into our system quite easily. They also did an amazing job building our B2B site from scratch, complete with custom back-end lead-generation and CMS tools.”

- Andy Sautins, CTO, Return Path

“I've worked with Slice of Lime on projects ranging from large web site redesigns with custom back-end administrative capabilities to small one-off projects. In all cases, their **design capabilities, technical expertise and responsiveness have been outstanding**. I would highly recommend Slice for your next design project.”

- Bill Quinn, Product Marketing Manager, Newmerix

“Slice of Lime did a great job in designing and implementing the new Venture Capital in the Rockies web site. **They were instrumental in creating a new look and feel** – edgy yet professional – that is easy to understand and navigate.”

- Chris Wand, Conference Chairman, Venture Capital in the Rockies & Principal, Mobius Venture Capital

“**Slice of Lime is awesome**. Creative, dependable, and thorough.”

- J.B. Holston, CEO - NewsGator Technologies

“Slice of Lime has always provided us with smart creative suited to our marketing needs. They offer a **unique blend of creative and coding expertise** that ensures getting things done quickly and professionally.”

- Jennifer Wilson, Director of Marketing, Return Path

Bios

Kevin Menzie, Founder & CEO kevin@sliceoflime.com

Kevin is equally comfortable designing as he is doing back-end code or building a Flash application. He values effective communication, ease of use, and results-oriented design above all else.

Prior to founding Slice of Lime in 2000, Kevin was Creative Director at People I Know where he oversaw the user experience and look and feel of the website and all other marketing materials. People I Know had previously purchased Boulder Interactive, a web design company that he founded and served as Creative Director for in 1998. Prior to Boulder Interactive, he was Creative Director of Worldprints.com, a Boulder-based start-up, until it sold to Excite for \$85 million. He was formerly a web designer at Boulder Marketing Agency where he worked on clients such as JVC America and CaseLogic. He holds a B.S. in Radio, Television & Film from Northwestern University.

EXTRA: *Kevin volunteers his time as a VIP member of the Rocky Mountain Society of Children's Writers and Illustrators where he donates his illustrations and speaks at annual conferences on how to leverage the web to promote your work.*

Jeff Rodanski, Partner & CCO jeff@sliceoflime.com

Whether he's designing for online or traditional media, Jeff judges the success of his designs on their ability to generate response.

Prior to becoming a partner and Chief Creative Officer at Slice of Lime, Jeff was Creative Director at CreativeMail, overseeing creative and measuring response on email campaigns for companies such as Winter Park. Prior to that he was the Lead Web Designer/Developer for a series of startups including People I Know, Boulder Interactive and Worldprints.com. He was formerly an Art Director at Boulder Marketing Agency where he worked on clients such as JVC, Saucony and Discover Card. He holds a B.A. in Advertising and a B.A. in Graphic Design from Sam Houston State University.

EXTRA: *Jeff currently sits on the board of directors for Adventure Advocates, a Not-For-Profit Association which provides members with healthcare benefits that encourage and prolong their active lifestyles.*