WORKING WITH

US

CCOC Request for Quote (RFQ)
Design, Development, Maintenance and Hosting of Website

RFQ Due: 11/23/21, 5:00 PM

A Quote from

UnderStory

1497 Market St. • Tallahassee, FL 32312

UnderStory

UnderStory is a brand and digital design studio blending art, technology, marketing, and commerce.

We are a blend of strategists, designers, coders & makers

who believe the brand experiences you create for your customers and clients are just as important as the service your product provides.

What We Do

We believe great design is an investment, not an expense.

And an investment is more than just money. It takes time and dedication for unparalleled attention to detail. While UnderStory is capable of helping with virtually any creative service, here are some of our core roles when we partner with clients.

INVEST *in* GREAT *Design*

THE *Little* THINGS *always* MATTER

DESIGN & ILLUSTRATION

WEB & APP DEVELOPMENT

MARKETING STRATEGY

MEDIA & SOCIAL MARKETING

BRAND & IDENTITY

UX & UI DESIGN

WEBSITES & APPS

CONTENT & VIDEO

SEO & ANALYTICS

Who We Are

Eric Thomas
UX & Creative Director

Eric is often found maniacally wielding a dry erase marker, talking with his hands, or drinking too much coffee. Over 18 years working with brands in the advertising and creative industries will do that to a person. Throughout his career as an award-winning designer and creative director, Eric has worked for advertising agencies in the southeast, most recently with TBWA. In 2014 he left the agency world to focus on brand, product, and UX design. In 2015, Eric started UnderStory – a brand and digital design studio blending art, technology, marketing, and commerce. Eric also serves as adjunct professor of graphic design at Flagler College in Tallahassee, FL.

Chris Sham
Technology Director, Lead Developer

Chris has been involved in Web Development and Information Technology for over 20 years with both agency and in-house teams. His state government experience includes Florida Department of Education and Florida Department of Health, with brand experience highlights including Aflac, Club Med, Costa Del Mar, Capital City Bank, and InterContinental Hotels Group (Holiday Inn, Holiday Inn Express and Crowne Plaza). He has led in-house development teams for companies, providing experience in realty (homes.com), higher education (Florida State University), and telecommunications (Tresta).

Conner Hill
Designer & UX/UI Developer

Conner has over 5 years experience as a hybrid design and development creative. In addition to his UX, video/motion, and digital design skill set, Conner has worked for agencies, as a freelancer, and in-house designer, providing a unique ability to adapt to any project requirement. His client experience highlights include Florida State University, Florida Department of Health, and the Social Security Administration.

UnderStory

Who We Are

Justin Spencer
Google Analytics, Adwords & SEO Director

Justin is certified in Google Analytics and Google Adwords, and has been working in digital analytics and SEM for over 10 years. He helped establish processes, documentation and responsibilities for the #1 Google Analytics Premium Reseller in the world. His client experience includes PeaceHealth Healthcare System, Aflac, and Starbucks. His industry experience ranges from global billion-dollar companies to local yoga studios, and has created success at every level.

Hope Lavender
### Designer & UX/UI Developer

With 6 years of experience, Hope loves the art of storytelling through branding, graphic design and front-end web development. When she is not designing, you will find her enjoying time with her husband by serving God, rock climbing, or traveling. Hope has worked as both a freelance and in-house designer serving individuals, multiple organizations, startup companies and local businesses. Her client experience includes Florida State University, The Naumann Real Estate Group, and non-profit organizations both locally and nationally.
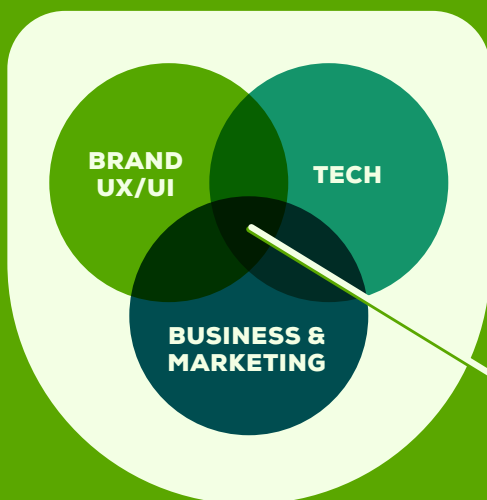
UnderStory

We Start With WHY
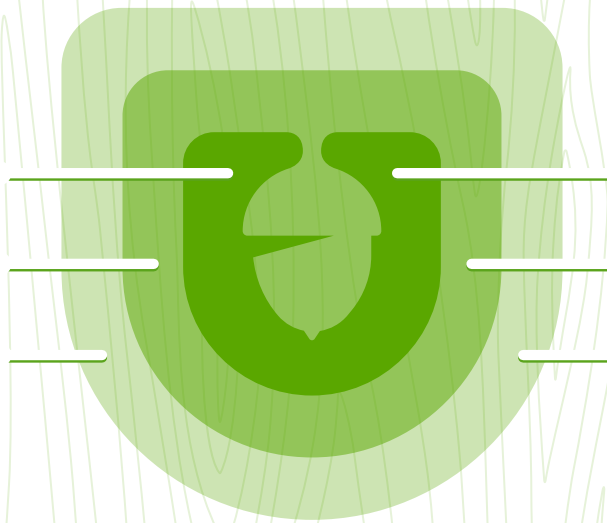
WHY ——— GOALS
HOW ——— STRATEGY
WHAT ——— EXECUTION

We start with mapping the why –

the goals of each project – and work our way out as we design, always keeping perspective by establishing a core strategy. Our collaborative process allows us to ideate and iterate to design and build the most beautiful – and effective – solutions possible.

Intersecting design, marketing, and technology

Through our extensive background in technology, advertising, and creative brand management, we provide a unique experience-driven perspective where people come first.

BRAND UX/UI

TECH

BUSINESS & MARKETING

US

Florida Clerks of Court Operations Corporation
Design, Development, Maintenance and Hosting of Website
CCOC Request for Quote (RFQ)

Attn: John Dew, Executive Director, Florida CCOC
RE: CCOC Request for Quote (RFQ)

On behalf of UnderStory, I am pleased to present our response to your RFQ for Design, Development, Maintenance and Hosting of the CCOC Website. My name is Eric Thomas, and I own and operate our studio as UX & Creative Director. I personally have over 20 years of experience in technology, advertising, and design for a variety of private and public sector clients, including Florida Department of Education, Florida Department of Health, and the Florida Fish and Wildlife Conservation Commission.

Headquartered in Tallahassee, FL's Market Square District, UnderStory is a digital creative studio specializing in design, development, branding, and advertising by blending art, technology, and commerce. We are a core group of strategists, designers, coders, and makers. Our specialized team has over 50 years of collective experience in digital and creative advertising design, website development, search engine optimization, and analytics.

In accordance with the requirements of the RFQ, I am authorized to represent the company and negotiate this RFQ's terms on UnderStory's behalf. I trust that you will find our response to be complete and our qualifications to be in excess of your standards. If you have any questions, please feel free to contact me via phone at (850) 322-1813 or via email at ethomas@understorystudio.com. Thank you and we look forward to becoming part of your team.

Eric Thomas
Owner, UX/Creative Director
UnderStory, LLC

5.4.1 – OVERVIEW
Legal Name: UnderStory, LLC
Physical/Mailing Address: 1497 Market St., Tallahassee, FL, 32312
Managing Partner: Eric Thomas; Owner, UX & Creative Director

Phone: (850) 322-1813
Email: hello@understorystudio.com
Website: www.understorystudio.com
Primary Contact: Eric Thomas; Owner, UX & Creative Director
Primary Contact Information: (850) 322-1813, ethomas@understorystudio.com

5.4.2 – QUALIFICATIONS:
Our core team has been introduced in this proposal with brief bios and full resumes attached.

Key staff servicing all phases of this contract include:
- Eric Thomas, UX/UI & Creative Director
- Chris Sham, Technical Director & Lead Developer
- Conner Hill, Designer and UX/UI Developer
- Hope Lavender, Designer and UX/UI Developer
- Justin Spencer, SEO & Google Analytics Director

5.4.4 – DESCRIPTION OF SERVICES:

Hosting Capabilities and Costs:
- Cost per month (must be specific if there are data limitations or required add-ons.)
  - Base Hosting - $100/mo.
  - File storage via Amazon S3 - $25/mo.
- Hardware and software capabilities and requirements (server operating system, web design software, database engine, dedicated or shared server, etc.)
  - Shared Multi-Tenant Google Server via WordPress Engine
  - Global Edge Security tool for an added layer of security protection
  - PHP 7.4 with managed updates as new PHP versions are available
  - Smart Plugin Manager for automated updates to new plugin versions and improved security with fallback options in case of compatibility issues
  - File Storage via Amazon S3: Up to 25GB and up to 100GB data transfer/mo
    - Our solution provides more than enough space. In the event more space ends up being needed, we can allocate more at additional cost based on need.
- Redundancy (server redundancy, describe backup schedule and backup storage locations.)
  - Uptime of 99.95% and daily backups.
  - Auto updates for WordPress versions and plugins, and automated compatibility tests for the updates, [details here](#).
- Network specs (Internet bandwidth, Internet connection redundancy, and define room for growth.)
  - Up to 400k visits/month
  - Bandwidth / Month: 500 GB
  - Should the rare situation occur where we hit capacity, the advantage of cloud-based WP managed solution hosting means we can easily upgrade with no downtime.
- Maintenance fees (for needed technical updates/questions.)
  - Hourly detailed in attached rate sheet along with plugin costs
- UnderStory acknowledges CCOC possesses ownership of CCOC website data and information.

Technical Capabilities:
We work with industry standard top-tier creative software programs including Adobe Creative Cloud, Figma, Bohemian Coding Sketch, and InVision Prototyping and Creative Management Platform. We code with modern frameworks for CSS (Foundation/Bootstrap), Javascript (React/Angular), and can service

multiple programming languages. Our most common Content Management Systems (CMS) we work with are WordPress, Perch, Shopify, and Drupal among others.

Operations:

UnderStory is located in Tallahassee, FL in the Market Square District. Our location is very close to the headquarters of Florida Clerks of Court Operations Corporation. As part of the operating agreement, we can periodically have onsite or virtual meetings for monthly website performance analytics reviews or any other website functionality planning sessions.

- Review, maintain, and update existing CCOC web pages for accuracy, currency, and functionality. Must conduct preventive maintenance. A preventive maintenance checklist with a schedule must be provided.
    - As part of a schedule, we'll keep the server updated and update WordPress along with any Plugins and compatibility tests. In addition, we have recommended tools.
- Ensure that the WEBSITE (www.flccoc.org) is ADA compliant. If not, make recommendations for updating website.
    - Based on our ADA compliance tests, the website may need minimal updates. We can help with recommendations on proper compliance.
- Maintain website documentation.
    - We will keep the website documentation updated as we make new updates/changes to the website's functionality.
- Update, edit and create various graphics when required for the website.
    - This is included in our monthly maintenance, with hourly as required if outside the scope of monthly maintenance
- Maintain the integrity of the site against spam, hackers, viruses and electronic attacks via firewalls, security software and passwords and social media postings regarding inappropriate comments.
    - This is part of our monthly maintenance along with recommended plugin tools above
- Submit monthly reports on how the site is being used and effectiveness. Measurements would include traffic sources, top keywords, top pages and referrals, advertising overview for paid Google AdWords. Other measurable components could include unique visitors, number of visits, page views, impressions and click through rate.
    - Monthly analytics reviews are included in our monthly maintenance, with hourly as required for any recommended website updates outside the scope of monthly maintenance.
- Perform other related duties and responsibilities as required.
    - This is included in our monthly maintenance, with hourly as required if outside the scope of monthly maintenance

5.4.4 – REFERENCES:

Just Take 20 UnderStory designed a state-wide brand identity system, curriculum materials, campaign creative materials, digital display ads, blog graphics, and more. UnderStory also planned, designed, coded, and hosted the website and family reading web application that served as the digital hub for the entire project.	**Jennifer Shearl Hartshorne**, Former Florida Department of Education Deputy Communications Director C: 850-294-1884 E: jhartshorne@ounce.org
Skye Creative UnderStory has worked with Skye Creative over the course of 3 years on several projects. We serve as creative partner helping with UX, design, development, and hosting.	**Jessica Clark,** Founder & Chief Creative Strategist C: (850) 591-3964 E: jessica@skyecreative.ly
Vancore Jones Communications UnderStory has worked with Vancore Jones over the course of 3 years for several web-based projects, handling UX, design, development, and hosting.	**Drew Jones,** Managing Partner O: 850-681-8530 C: 850-284-7460 djones@vancorejones.com
Good Must Grow We continue to work with GmG over the course of 3 years, collaborating as digital and creative partner on several projects. We handle design, development, and hosting as part of our services.	**Heath Shackleford**, Marketing Director C: 615-545-2398 E: heath@goodmustgrow.com

5.4.5 – COSTS:
Fee Schedule and Rate Sheet is attached

5.4.6 – WRITTEN DESCRIPTION OF ANY LITIGATION:
We have none to report.

Thank you,

Eric Thomas
Owner & UX/Creative Director
UnderStory, LLC

ATTACHMENT 2
FEE SCHEDULE AND RATE

Service	Rate (Monthly)
Hosting CCOC's website Hosting on Wordpress Engine with Amazon S3 File Storage	$125/mo.
Updating CCOC's website Performance SEO/Analytics Reviews Minor design, content, support, and code updates	8hrs = $1000/mo.

Service	Rate (Hourly)
Design & Development UX planning, design, support, and development for new website functionality and/or any required additional monthly time	$125/hr.

Other Services	Rate (explain)
Wordfence Firewall WP Plugin Akismet Spam Security WP Plugin 404 Tracker Plugin	(all 3rd party suggested costs) $99/yr. $5/mo. Free

ERIC F. THOMAS
BRAND & DIGITAL DESIGN + DIRECTION

efthomas.com • efthomas@gmail.com

LEADING COLLABORATIVE CREATIVE TEAMS. CONNECTING PEOPLE THROUGH CREATIVITY.

EXPERIENCE:

Co-Founder & Creative Director
UnderStory, 01/2015-present

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Own and operate a creative studio focused on brand and digital design services for products and clients.

Creative Director
Canopy Software, 12/2014-12/2015

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I oversaw and designed brand, web, UI, and marketing for all owned products and serviced clients.

Associate Creative Director, Vice President
TBWA\Bright Red, 07/2011-11/2014

....

Responsible for creative leadership through design and media arts ideas for several national and international clients. Focus role was Digital Creative Director for Krystal Restaurants and Associate Creative Director for Flowers Foods – leading a team of designers, copywriters, developers, social media managers and content coordinators.

I worked directly with clients, account directors, project managers, producers, vendors, designers, social media managers, programmers and copywriters by leading communication during brainstorming, planning, design and production for award-winning work. I also participated in various creative efforts for new business.

Associate Creative Director, Vice President
the/zimmerman/agency, 08/2007-11/2014, V.P. 12/2009

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I oversaw the digital creative department and was responsible for creative ideas, strategies, and solutions that are integrated, on time, and above expectations. Along with our Executive Creative Director in 2011, I helped lead efforts to combine our separate digital & traditional creative departments into one for better collaboration.

TECHNICAL SKILLS:

• Adobe Creative Cloud & Sketch
• Expert in Photoshop & Illustrator
• UX Thinking & Planning
• Information Architecture
• Wireframing & Prototyping
• Responsive Web & Mobile Design
• CSS, HTML, Some Javascript/Jquery

STRENGTHS:

• Conceptual Thinking
• Creative Solutions with UX focus
• Design Principles & Usability
• Branding & Identity Design
• Typography & Animation
• Collaborative Leadership

EDUCATION:

University of Georgia
Bachelor of Science, Psychology

AWARDS & RECOGNITION

My work has been honored and recognized by:
• Communication Arts
• The Webbys
• Adobe
• Design Taxi
• Behance
• Addy Awards
• Under Consideration
• Buzzfeed
• Multiple design & CSS gallery awards

ERIC F. THOMAS
BRAND & DIGITAL DESIGN + DIRECTION

efthomas.com • efthomas@gmail.com

LEADING COLLABORATIVE CREATIVE TEAMS. CONNECTING PEOPLE THROUGH CREATIVITY.

EXPERIENCE:

Senior Digital Designer
the/zimmerman/agency, 08/2004-08/2007

I was the lead project designer responsible for ideas and execution for several national and international clients. I was also lead Flash designer and developer.

Junior Designer
the/zimmerman/agency, 08/2002 - 08/2004

I designed emails, banners, websites and landing pages for several clients.

OTHER:

Adjunct Professor - Intro to Graphic Design
Flagler College, 2015-present

Teach Intro to Graphic Design for Non-Majors as part of the Strategic Communications program at Flagler College campus in Tallahassee, FL

TECHNICAL SKILLS:

• Adobe Creative Cloud & Sketch
• Expert in Photoshop & Illustrator
• UX Thinking & Planning
• Information Architecture
• Wireframing & Prototyping
• Responsive Web & Mobile Design
• CSS, HTML, Some Javascript/Jquery

STRENGTHS:

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• Addy Awards
• Under Consideration
• Buzzfeed
• Multiple design & CSS gallery awards

Chris Sham

Lead Developer • Tech Director @ UnderStory

Email: csham@understorystudio.com

Experience

UnderStory | Lead Developer • Tech Director
2017 - Current

Develop websites, web apps, and mobile apps for our clients. Evaluate current processes and new technologies to streamline our operations. Develop custom integrations and our customers for 3rd party apps such as Shopify, BigCommerce, and MailChimp.

Technologies used: HTML, CSS/SASS, JavaScript, React Native, ASP.NET, PHP, SQL Server, MySQL, Photoshop, Illustrator, Sketch.

Tresta | Lead Software Developer
2008 - 2017

Developed marketing based websites and customer facing web applications. Developed telephony based applications/systems including custom IVRs (interactive voice response) and ACD (automatic call distribution) systems. Developed Android/iOS mobile app. Worked on an agile team. Researched and evaluated new tools and frameworks. Performed code reviews.

Technologies used: HTML, CSS/SASS, JavaScript, NodeJS, React Native, ASP.NET, Erlang, PHP, SQL Server, MySQL, MongoDB, CouchDB, Plivo, Photoshop, Illustrator.

The Zimmerman Agency | Digital Developer
2005 - 2008

Developed websites and database driven web applications with custom built content management systems. Client experience included: Aflac, Capital City Bank, Club Med, Costa Del Mar and InterContinental Hotels Group (Holiday Inn, Holiday Inn Express, Crowne Plaza)

Technologies used: HTML, CSS, JavaScript, AJAX, ColdFusion, PHP, Flash, SQL Server, MySQL

Southeastern Baptist Theological Seminary | Web Developer
2001 - 2004

Designed and developed database driven websites for college and seminary with custom content management system. Developed online admissions application.

Technologies used: HTML, CSS, JavaScript, AJAX, ColdFusion, ASP, SQL Server, Flash, Photoshop

Florida State University | Software Engineer
2000 - 2001

Developed websites with content management tools and web-based applications for government agencies including Florida State's Board of Regents, Florida's Department of Health, and California's Department of Health.

Technologies used: HTML, CSS, JavaScript, ColdFusion, SQL Server, Flash, Photoshop

Contact

conner.l.hill@gmail.com

www.linkedin.com/in/conner-hill-
a3478471 (LinkedIn)

Top Skills

OS X

HTML

jQuery

Conner Hill

Designer & Front End Developer at Understory

Tallahassee, Florida

Experience

UnderStory, LLC
Designer & Front End Developer
October 2016 - Present

Freelance
Designer and Developer
March 2015 - Present

Tresta
Front End Developer
April 2016 - 2016 (9 months)
Tallahassee, FL

Onyx Creative Group
Front End & Digital Media Developer
May 2014 - March 2015 (11 months)

Florida Department of Health
Systems Programmer
April 2013 - April 2014 (1 year 1 month)

Florida State University
Fabrication Lab Manager
May 2013 - August 2013 (4 months)

Managed and maintained a variety of equipment and technology including 3D printing and laser cutting as well as assisted students with their work.

Education

Florida State University
Bachelor of Fine Arts (B.F.A.), Graphic Design · (2010 - 2013)

Tallahassee Community College
Associate of Arts (AA), Graphic Design

R. JUSTIN SPENCER

7887 PRESERVATION ROAD   TALLAHASSEE, FL 32312

TEL 850-544-9503 EMAIL JSPENCER@UNDERSTORYSTUDIO.COM

PROFILE

I am a trained, certified and experienced Web Analyst, specializing in Search Engine Optimization, Search Engine Marketing & Web Analytics. My job is to understand my Client's goals and take the necessary steps to ensure those goals are met, or exceeded. My abilities in this field have been proven effective by multiple clients as listed below and can be applied to fields outside of marketing. I love what I do, and I'm good at it. I look forward to the opportunity to transform your business.

EXPERIENCE

UnderStory

ANALYTICS & SEARCH LEAD   2016 - CURRENT
‣ Joined to complement web design & development skills with analytics and search engine optimization
‣ Leading strategy and ongoing optimization recommendations for Clients
‣ Ongoing contribution to pitches and RFPs
‣ Education and training to Clients and internal teams

SpencerSEM

FOUNDER & LEAD CONSULTANT   2006 - CURRENT
‣ Founded to provide analytics implementation, conversion optimization & search engine marketing services
‣ Published articles, instructional videos and featured presenter for multiple events and publications
‣ Created strategies for multiple goals: lead generation, awareness, ecommerce, traffic volume, etc

AnalyticsPros

LEAD SEARCH AND ANALYTICS STRATEGIST   OCT 2011-JUL 2014
‣ Debug and fix tracking problems for complex sites and elaborate implementations
‣ Met with key stakeholders to uncover business objectives, and translate those objectives into measurable KPIs
‣ Analyze data for actionable insight and tactical steps for improvement
‣ Execute testing scenarios for high-profile websites that increased conversion rate 56% and revenue over 30%.
‣ Created reporting efficiencies for clients such as Starbucks, GoPro, Whole Foods and Wacom

the / zimmerman / agency

DIRECTOR OF SEARCH ACTIVATION & ANALYTICS   JULY 2005- OCT 2011
‣ Established formal, process-driven approach based on Client goals, which was then implemented agency-wide, within the TBWA network and at Ogilvy & Mather
‣ Generation, customization & layout of Client reports based on goals
‣ Provide data-driven recommendations on improving performance (revenue, leads and other KPIs)
‣ Provided strategy, position & tactics based on Client objectives for all SEO/PPC efforts, managing monthly budgets up to $300,000
‣ Worked with Flowers Foods, Party City, Aflac, Costa Del Mar, Steak 'N Shake, Dell on Call and Cooper Tires

EDUCATION

Florida State University, Tallahassee, FL — B.S., Marketing, 2004

SKILLS

I have published articles, blog posts and white papers on Search Engine Marketing & Analytics, as well as presented at multiple national conferences. I believe education, organization and a strategy-driven approach are essential to ensuring success in highly technical & complicated engagements.

‣ Certified in Adwords and Google Analytics
‣ In-depth & up-to-date knowledge of ethical SEO practices
‣ Pay Per Click strategy development & implementation
‣ A/B Testing & Performance Optimization
‣ Experience Tableau Software, ShufflePoint and more

‣ HTML, PHP & JavaScript experience
‣ Polished presentation skills
‣ Ability to explain complex concepts
‣ Proficiency in Windows and Mac OSX operating systems & related programs within each