Capabilities Statement

BLUE NET REFLECTIONS LLC

Web Design, Web Development & Online Digital Strategy Specialists

Horace Reid III, Founder and Web Developer

LOCATION	New York Metropolitan Area
EMAIL	horace.reid@bluenetreflections.com
PHONE	(845) 741-2069
WEB	http://bluenetreflections.com

DIFFERENTIATORS

- Our team has 20+ years of experience and trained to design and develop web sites that scale to small-businesses, non-profits, and major corporations.

- We are experts at designing, custom development, and deploying solutions onto any digital web publishing platform.

- Our #1 priority is our commitment to execute quality on every project. We believe quality is the baseline to build long-lasting business relationships and to provide immediate return on investment.

TOOLSET

- DESIGN: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Sketch, Zeplin

- CODE: Java, PHP, JavaScript, HTML, SASS, CSS, JQuery

- PLATFORMS: J2EE, WordPress, Drupal, AWS, Interwoven, APIs

- DATABASES: Oracle, MySQL, MS Access

New York State M/WBE application submitted and pending receipt.

OVERVIEW

BLUE NET REFLECTIONS LLC is a web design, development, and digital specialists firm that deliver custom online solutions to engage internet audiences, establish digital relationships, and to increase revenue.

There are two philosophies that we believe in:
- *Design and develop digital solutions that are high-quality, robust, appealing, and user friendly.*

- *Build an immersive digital system that operates as the brains, eyes, and ears to meet the customer needs in an online global marketplace.*

Our solutions assist our clients to achieve their goals by developing new online digital communication channels. We know that tech-savviness and creativity are important to business people and are the fundamental concepts to a successful business.

SERVICES

- Web Design – High-quality mobile friendly designs
- Web Design – WordPress
- Web Design – Drupal
- Web Development – Java
- Web Development – PHP
- Web Development – JavaScript (NodeJS, JQuery)
- E-commerce – Shopify & WooCommerce
- Digital Strategy – Email Marketing Campaigns
- Digital Strategy – Search Engine Optimization
- Digital Strategy – User Experience Research / Social Media
- Digital Strategy – Site Performance and Analytics

PAST PERFORMANCE

Projects that we engaged include:
- Brookhaven National Laboratory
- Consumer Reports
- Penguin Random House
- Aden Brook
- Bloom Metabolic Insights
- Arent Fox
- New York Stock Exchange
- Conde Nast Publications