



Freedom + Partners



Expertise





Creative

The audience controls the dialog now. They own it. They decide when and where, the sequence of events, the pace, what they take in, and what they ignore. Seduction is your only weapon and first impressions are everything. That is, of course, until the second impression, and finally one learns that in a relationship the need to remain creative never ends. Lucky for us, we're romantics. Our imaginations are prolific and by the way, these flowers are for you.

“

When I can no longer create anything, I'll be done for.”

– Coco Chanel



Design

This is what sets us apart from our competition. Our work grabs hold and hangs on. It engages and then it reacts in sophisticated ways that are intelligent, clever and intuitive. As artists, all the things we create speak to the fact that our first language is interactive. We're graphic designers naturally attuned to user experience. People know the difference when they feel it.

“

Vas: This is stunning! You've made popcorn of my eyeballs. How did you make this anyway – Cinema4D? It's a pretty sweet 'napkin drawing'. Tip of the hat – you're every bit the visual genius we'd all suspected!”

– Moses Gunesch, MosesSupposes.com



Development

You know what happens if you miss a few days of trigonometry class? You are done for the semester, left behind, and lost. Web technology is the same way. You need to stay perpetually tuned in to accumulate meaningful experience. Our developers go at it eight to ten hours a day, grab a meal, and get in another three hours of studying before bed. Come final exam time, you cannot cheat off a more knowledgeable and better prepared team.

“

When I first saw (Would You Like A Website?), I felt the hair on the back of my neck stand up. I called one of my colleagues over to my desk, and we both viewed it in silence. 'This is the first time in ages I have seen something so original and so well executed,' I finally said. After a pause, my colleague looked up at me and said, 'That's brilliant.'”

– Rob Ford, Founder, The FWA (Favourite Website Awards)



Implementation

You used to hand over a Beta tape, and your only fear was NTSC vs. PAL. These days it can be daunting to keep track of delivery methods and formats. They change every time a teenage girl texts her BFF. But you can't give up. You've got to stay in it to win it. You've got to get your brand out there and market and sell your goods and services in an ever-expanding digital media frontier. This is hardcore technology, my friends. Hitch up your wagons. We'll introduce you, and we can all get along.

“

It does work on my external DSL line. This is BAD ASS!!!!”

– Jesse Redniss, VP Digital, NBC Universal



Management

Print and television advertising are finite mediums. Something goes in the can, you roll it out, and you hold your breath. After the campaign runs its course you celebrate. Or, you meet and de-brief. If it's the latter, you sob over what you coulda, woulda, or shoulda done differently. Web advertising, on the other hand, is infinite. You launch, but you stay active. You analyze effectiveness, tweak, and redistribute. If milk spills, you don't cry over it, you just wipe it up.

“

The new dynamics of the digital media landscape are working against the “put it up, take it down” approach to advertising programs. The media environment of tomorrow will be dramatically different.”

– Lisa Flaiz, VP Group Director, Avenue A | Razorfish



Branding

We meditate on brands. Ommmm. We have a mad passion for them, especially those we represent. We revere the existing classics, and we also create them from the ground up – logo design through identity, integrated campaigns, and complex interactive experiences. Your brand is a spirit with soul and courage, blood and sweat. It needs to be nourished, supported, and given tender love and care because it never sleeps, baby.



We too often forget brands are people. It's the collective intent of people behind them.”

– Jim Stengel, Former Chief Marketing Officer,
Procter & Gamble



Strategy

Interactive new media and technology have changed marketing communications in every way. If you're lost at sea, you've got to start swimming. If you feel like you're drowning and you need a hand, climb aboard our love boat. We'll dry you off, warm you up, and get you a good hot meal. Then cozy up to the fire and tell us your story. We're experienced, we're great listeners, and we can help you chart your course of action.



We have a terrific product that changes the quality of life of the folks who wear them. Selecting the right activity-specific Thorlos and getting new shoes fitted with them is the challenge. Solving this would be a breakthrough. Let's talk on the phone to get started... when would be convenient?"

– Jeff Lawson, Chief Marketing Officer, Thorlo



Account Services

Wouldn't it be nice to get straight answers from knowledgeable people? We think you'll think so. You won't catch us stammering or fumbling, mumbling or bumbling. You won't wonder if we know what we're talking about. At first you'll be shocked. You'll question if it can be possible. But in time, you'll come to expect our transparency, dedication, and uncanny ability to keep you one step ahead. Our secret? There is no secret.



Anyone who thinks that people can be fooled or pushed around has an inaccurate and pretty low estimate of people – and won't do very well in advertising.”

– Leo Burnett



History & Clients

The four principals of Freedom + Partners began working together in 1997. Mark Ferdman left the group in 2002 and founded Freedom Interactive Design. A year later, Technical Director Shea Gonyo joined him. In 2008, Mark and Shea were reunited with Chief Creative Officer Vas Sloutchevsky and Chief Technology Officer Robert Forras, and the team re-launched the firm as Freedom + Partners. Now in their second decade operating together out of New York City, they continue to collaborate on ground-breaking work with some of the most recognizable brands in the world.

180Amsterdam
Adobe
Butler, Shine, Stern & Partners
Comedy Central
Crispin Porter & Bogusky
Dentsu
Digitas
Donna Karan Cosmetics
Erno Laszlo
Estee Lauder
Fox Searchlight
Godiva
Goodby, Silverstein & Partners
John Frieda
Kellogg's
L'Oreal Professionnel
Leo Burnett
Marisha Pessl
Matrix

Metro-Goldwyn-Mayer
mono
NBC Universal
Penguin USA
Procter & Gamble Productions
Ralph Lauren Fragrances
SBE Entertainment
Strawberry Frog
Taxi NY
The Matthau Company
THINKFilm
Universal Pictures



MATRIX



L'OREAL



ESTEE LAUDER





Leadership



Mark Ferdman

Mark is a creative entrepreneur with a passion for marketing and advertising. Since discovering the medium in 1996, Mark has been directing interactive design and web development projects for some of the world's best known brands. A Chicago native, he began his career in 1990 at mid-size traditional agencies, and in 1997 he moved to New York City and started his own firm.

June 2002 – Present; Founder and CEO, Freedom + Partners

September 1997 – May 2002; Co-Founder and CEO, Firstborn Multimedia

Graduated from the School of the Art Institute of Chicago, Bachelor Fine Arts, 1995

2008 – Chief Executive Producer
Logics Hair Website; L'Oreal
Toyota Why Not Website; Dentsu
Herman Miller Embody Website; mono
Herman Miller Thoughtpile Website; mono
USA Network's The Starter Wife Website; NBC Universal
Somebody Else's Daughter Website; Elizabeth Brundage
College The Movie Website; Metro-Goldwyn-Mayer

2007 – Chief Executive Producer and Creative Director
Get A Little Paris Website; Taxi
Toyota Scion Speak Website; Strawberry Frog
Viking Penguin Book Club; Penguin USA
As The World Turns Website; Procter & Gamble
Guiding Light Website; Procter & Gamble
Dasani Sport Illustrated Website; Anomaly
State Farm March Madness Website; Tribal DDB
Mr. Brooks Movie Website; Metro-Goldwyn-Mayer

2006 – Chief Executive Producer and Creative Director
Sci-Fi's The Lost Room Website; NBC Universal
Because I Said So Movie Website; Universal Pictures
Walter Matthau Website; The Matthau Company
IP Hotel & Casino Website; Imperial Palace
Trust The Man Movie Website; Fox Searchlight
Down In The Valley Movie Website; THINKFilm
Mind of Mencia Web Game; Comedy Central
Special Topics in Calamity Physics Website; M. Pessl

2005 – Chief Executive Producer and Creative Director
SBE Entertainment Website; SBE Entertainment
Pops Website; Kellogg's
Mini-Swirlz Website and Campaign; Kellogg's
American Express Holiday Website; Digitas
Yacht Haven Website; Island Global Yachting
Feel The Power E-Commerce Website; Shuman Topal
Scooby-Doo Berry Bones Campaign; Leo Burnett

2004 – Chief Executive Producer and Creative Director
DermSolutions Website; Estee Lauder
Essence Video; Donna Karan Cosmetics
Majirel Interactive Sales Tool; L'Oreal Professionnel
Ralph Lauren Fragrances Presentation; L'Oreal USA
Interactive Sales Tool, Godiva
EasyStraight E-Commerce Website; HM LLC
Luocolor Interactive Sales Tool; L'Oreal Professionnel

2003 – Chief Executive Producer and Creative Director
John Frieda Website; Jergens
Interactive Sales Tool, Godiva
Erno Laszlo E-Commerce Website; Candle Holdings LLC
Matrix Sales Presentation; L'Oreal USA
Ralph Lauren Fragrances Presentation; L'Oreal USA

2002 – Chief Executive Producer
Matrix Sales Presentation; L'Oreal USA
John Frieda Website; Jergens
Matrix Enterprise Intranet; L'Oreal USA
Eyewear Intranet; Calvin Klein
Redken Digital Photo Library; L'Oreal USA
Ralph Lauren Fragrances Intranet; L'Oreal USA

2001 – Chief Executive Producer
John Frieda Website; John Frieda Professional Hair Care
L'Oreal Classics Website; L'Oreal USA
Madstone Theaters Website; Madstone LLC
Redken Multimedia Brochure; L'Oreal USA
Sergio Rossi Website; Gucci Group
Multimedia Tradeshow Presentation; Lam Research
Travel Retail Multimedia Presentation; Estee Lauder

2000 – Chief Executive Producer
Hey Jude Web Module; The Beatles
Interactive Merchandising Directive; L'ancome
'Music' Album Website; Madonna
'Music' Single Website; Madonna
2300 Etch Series Website; Lam Research
Redken Metrocolor Website; L'Oreal USA
Dell WebPC Website; Ammirati Puris Lintas

Vas Sloutchevsky

Vas is an interactive artist. Trained as a graphic designer in the former Soviet Union, his style is rooted in Swiss graphic design and influenced by Western pop culture. He arrived in the United States in 1993, and found a whole new career as an interactive designer in Chicago. In 1997, Vas moved to New York City as one of the co-founders of his own digital design firm. Vas' work has helped shape the field of interactive design as we know it today.

January 2008 – Present; Partner, Chief Creative Officer, Freedom + Partners

September 1997 – May 2006; Founder and Chief Creative Officer, Firstborn Multimedia

Graduated from the Stroganoff Institute, Moscow, Master Fine Arts, 1992

2008 – Chief Creative Officer

Logics Hair Website; L'Oreal
Toyota Why Not? Website; Dentsu
Herman Miller Embody Website; mono (Designer)
Herman Miller Thoughtpile Website; mono (Designer)
USA Network's The Starter Wife Website; NBC (Designer)

2006 – Chief Creative Officer

Malibu Rum Website; Malibu
Edison Website; Edison Foundation
Endeavor Website; Endeavor (Designer)

2005 – Chief Creative Officer

Dasani Website; Anamoly (Designer)
Kojak Website; USA Network
Sith Sense Website; CP+B (Designer)
Filatva Website; Fila
Cable Affiliates Portal Site; NBC Universal
Online Media Kit; People Magazine (Designer)
Buddy Lee Counselor Website; Fallon
Online Media Library; McGraw Hill (Designer)
Holiday Beauty Website; Target (Designer)
LogoOnline Website; MTV Networks (Designer)

2004 – Chief Creative Officer

Design For All; Target (Designer)
Calvin Klein Fragrance Website; Unilever
Corzo Website; Bacardi
Package Design; Clydes on Madison (Designer)
Print Advertising; Clydes on Madison (Designer)
The 4400 Website; USA Network
5 Days to Midnight Website; USA Network
Atlantis Website; Kerzner (Designer)
Dieter Roth Exhibition Website; MoMA
Spike DDB Website; DDB
Bjork Website; Atlantic Records (Designer)
KPF Website; Kohn Pederson Fox (Designer)
Gift Mixer; Borders
Bug Editorial DVD packaging, Bug Editorial (Designer)

2003 – Chief Creative Officer

Crossfire CD-ROM; Chrysler (Designer)
FCUK Fragrance Website; Zirh International
Pink Website; Victoria's Secret (Designer)
John Varvatos Fragrance Website; Zirh International
Multimedia Presentation; Anna Sui

2002 – Chief Creative Officer

Eyewear Intranet; Calvin Klein (Designer)
Redken Digital Photo Library; L'Oreal USA
Ralph Lauren Fragrances Intranet; L'Oreal (Designer)
Corporate Website; Lam Research (Designer)
Clyde's On Madison Website; Clyde's (Designer)
Party By Night Website; Bacardi (Designer)
Eccentris Website; Sasha Dean Biyan (Designer)
Fashion Awards Website; VH1 (Designer)
Blue London Jeans Website; Victoria's Secret (Designer)

2001 – Chief Creative Officer

John Frieda Website; John Frieda (Designer)
L'Oreal Classics Website; L'Oreal USA (Designer)
Madstone Theaters Website; Madstone LLC
Redken Multimedia Brochure; L'Oreal USA (Designer)
Sergio Rossi Website; Gucci Group (Designer)
Multimedia Presentation; Lam Research (Designer)
Travel Retail Multimedia Presentation; Estee Lauder

2000 – Chief Creative Officer

Hey Jude Web Module; The Beatles (Designer/Developer)
Interactive Merchandising Directive; Lancome
'Music' Album Website; Madonna (Designer)
'Music' Single Website; Madonna (Designer)
2300 Etch Series Website; Lam Research
Redken Metrocolor Website; L'Oreal USA
Dell WebPC Website; Ammirati Puris Lintas

1999- Chief Creative Officer

Yigal-Azrouel Website; Yigal Azrouel (Designer/Developer)
Interactive Merchandising; Chanel (Designer/Developer)
Color 2000 Video; Federated Merchandising Group
Interactive Presentation; Calvin Klein (Designer/Developer)
DragoBuzz Kiosk; Drago
NYC Millennium Website; New York City
70th Anniversary Interactive Brochure; Business Week
Souson Presentation; Federated (Designer/Developer)



Robert Forras

Robert is a born creative technologist. By the age of 14 he was writing copy protection systems as part of the Apple ProDOS development team. Next he worked with a defense contractor on a NASA project to produce guidance control for the Space Shuttle. Since 1998, as Chief Technology Officer of digital agencies, Robert has managed the implementation of web-based campaigns and applications for the biggest brands in the world.

January 2008 – Present; Partner, Chief Technology Officer, Freedom + Partners

January 1998 – December 2007; Chief Technology Officer, Firstborn Multimedia

January 1995 – December 1997 – Director, Emerging Technologies, Calvin Klein Inc.

2008 – Chief Technology Officer

Logics Hair Website; L'Oréal
Toyota Why Not Website; Dentsu
Herman Miller Thoughtpile Website; mono
USA Network's The Starter Wife Website; NBC Universal
Toyota Scion Speak Website; Strawberry Frog

2007 – Chief Technology Officer

Morgan Stanley Microsite; Morgan Stanley
iPod Back to School Campaign; Apple Computer
Innovative Philanthropy Website; Innovative Philanthropy
Dave Lieberman Show Website; Food Network
Tommy Bahama Rum Website; Tommy Bahama
Wild Turkey Corporate Website; Pernod Ricard
Zune Website; Microsoft

2006 – Chief Technology Officer

Life Changing Moment Campaign; Nationwide Insurance
Malibu Rum Website; Malibu
McCann Worldwide Website; McCann Worldwide
Suffolk Construction Website; Suffolk Construction
Samsung NFL Campaign; Samsung
Edison Innovations Website; Edison Innovations
Toyota HSD Prius Website; Toyota
Borders Holiday Website; Borders Group
Sean John Fragrances Website; Sean John
JCP Holiday Website; JCPenney
MiniMail Campaign; MiniUSA

2005 – Chief Technology Officer

Filativa E-Commerce Website; FILA USA
Dasani Website; Anomaly
Burger King SithSense Website; CP+B
People Magazine Corporate Website; Time Warner
Fila Addato Retail Kiosk; Fila
Stride Gum Website; Cadbury
Borders Holiday Website; Borders Group
PrepCenter Extranet; McGraw-Hill
PuppyOrDog Campaign; Victoria's Secret
LogoOnline Website; MTV Networks

2004 – Chief Technology Officer

Meadowlands Racetrack Website; NJSEA
Monmouth Park Racetrack Website; NJSEA
Atlantis Resorts Website; Kertzner
Burger King Angus Diet Website; CP+B
KPF Website; Kohn Pederson Fox
Bjork Website; Sony
VH1 Digital Media Kit; VH1
Borders Gift Selector Website; Borders Group

2003 – Chief Technology Website

NYRA Websites; The New York Racing Association
FCUK E-Commerce Website; FCUK
Clydes Chemist E-Commerce Website; Clydes on
Madison
John Varvatos E-Commerce Website; John Varvatos

2002 – Chief Technology Officer

NYRA Websites; The New York Racing Association
Eyewear Intranet; Calvin Klein
Redken Digital Photo Library; L'Oréal USA
Ralph Lauren Fragrances Intranet; L'Oréal USA

2001 – Chief Technology Officer

NYRA Websites; The New York Racing Association
John Frieda Website; John Frieda Professional Hair Care
L'Oréal Classics Website; L'Oréal USA
Madstone Theaters Website; Madstone LLC
Redken Multimedia Brochure; L'Oréal USA
Sergio Rossi Website; Gucci Group
Multimedia Tradeshow Presentation; Lam Research
Travel Retail Multimedia Presentation; Estee Lauder

2000 – Chief Technology Officer

NYRA Websites; The New York Racing Association
Hey Jude Web Module; The Beatles
Interactive Merchandising Directive; L'ancome
'Music' Album Website; Madonna
'Music' Single Website; Madonna
2300 Etch Series Website; Lam Research
Redken Metrocolor Website; L'Oréal USA
Dell WebPC Website; Ammirati Puris Lintas



Shea Gonyo

Shea is a self-taught interactive developer. For nearly a decade he's been steadily pushing the boundaries of inventions and advancements in Flash technology, motion graphics, and 3D. He's a seasoned veteran with a tremendous work ethic and deep knowledge of his craft and the business.

September 2002 – Present; Partner, Technical Director, Freedom + Partners

July 1999 – September 2002 – Developer, Firstborn Multimedia

Graduated from the State University of New York at Plattsburgh, Bachelor Fine Arts, 1999

2008 – Technical Director and Senior Developer
Herman Miller Embody Website; mono
Herman Miller Thoughtpile Website; mono
USA Network's The Starter Wife Website; NBC Universal
Logics Hair Website; L'Oréal

2007 – Technical Director and Senior Developer
As The World Turns Website; Procter & Gamble
Guiding Light Website; Procter & Gamble
Dasani Sport Illustrated Website; Anomaly
Mr. Brooks Movie Website; Metro-Goldwyn-Mayer
Hirshleifer.com; Hirshleifer's

2006 – Senior Developer
Walter Matthau Website; The Matthau Company
Comcast Kids Campaign; GS&P
Comcast Triple Play Campaign; GS&P
Special Topics in Calamity Physics Website; M. Pessl
Would You Like A Website; Freedom Interactive
American Express Spring Offers; Digitas

2005 – Senior Developer
SBE Entertainment Website; SBE Entertainment
Pops Website; Kellogg's
Mini-Swirlz Website and Campaign; Kellogg's
American Express Holiday Website; Digitas
Feel The Power E-Commerce Website; Shuman Topal
Scooby-Doo Berry Bones Campaign; Leo Burnett

2004 – Senior Developer
DermSolutions Website; Estée Lauder
Essence Video; Donna Karan Cosmetics
Majirel Interactive Sales Tool; L'Oréal Professionnel
Ralph Lauren Fragrances Presentation; L'Oréal USA
Interactive Sales Tool, Godiva
EasyStraight E-Commerce Website; HM LLC

2003 – Senior Developer
John Frieda Website; Jergens
2004 Brand Plan CD-ROM; Vitamin Water
The Chrysler Crossfire Experience; Chrysler
FCUK Fragrance; Zih International

2002 – Senior Developer
Clydesonline.com; Clyde's on Madison
Matrix Sales Presentation; L'Oréal USA
John Frieda Website; Jergens
Matrix Enterprise Intranet; L'Oréal USA
Eyewear Intranet; Calvin Klein
Redken Digital Photo Library; L'Oréal USA
Ralph Lauren Fragrances Intranet; L'Oréal USA

2001 – Developer
Club John Frieda; John Frieda Professional Hair Care
Redken Multimedia Brochure; L'Oréal USA
Sergio Rossi Website; Gucci Group
Multimedia Tradeshow Presentation; Lam Research
Travel Retail Multimedia Presentation; Estée Lauder
Glamorous Fragrance Launch, Ralph Lauren Fragrances

2000 – Developer
Interactive Merchandising Directive; Lancome
'Music' Album Website; Madonna
'Music' Single Website; Madonna



Featured Works



 pearljamtengame.com

Pearl Jam Ten Game

We had just won the Australian and Hawaiian internationals, and were winging our way over to London with Mick to jam with the Stones. The next thing we know, Eddie Vedder is walking up the aisle all disheveled from a nap. We didn't even know he was on the plane! We told him how much we love that song 'Betterman'. Eddie goes, "Dudes, will you do a kick-ass website for our upcoming re-release of 'Ten'?" We were like, "Totally rad. We're stoked." Well... that's not exactly how it happened when Sony Music approached us to create this amazing site, but this is definitely how we felt while creating it! Our imaginations ran amok.

Rock on, dudes and dudettes!

Client: Sony
Chief Creative Officer: Vas Sloutchevsky
Chief Executive Producer: Mark Ferdman
Chief Technology Officer: Robert Forras
Technical Director: Shea Gonyo
Art Director: Vas Sloutchevsky
Flash Developer: Brian Kadar
Senior Executive Producer: Craig Elimeliah

Lines of Code: 6,553
Total File Size: 72.3 MB
Emails: 567
Cups of Coffee Consumed: 114
Cost in Hours: 550





Herman Miller Thought Pile

 demos.freedomandpartners.com/thoughtpile

Thoughtpile is part of an integrated campaign promoting the first chair to actually help you think, the Herman Miller Embody. HM's agency, mono, briefed us on their concept. It was to be, they said, literally a pile of thoughts. We sat in the Embody, and wow, the chair really works because we came up with an awe-inspiring 3D system. User comments and voting results, usually boring, non-creative data displayed in two dimensions, form the interface itself, an addictive and tactile environment. Go on. Jump in and see what you think.

Client: mono
Chief Creative Officer: Vas Sloutchevsky
Chief Executive Producer: Mark Ferdman
Chief Technology Officer: Robert Forras
Technical Director: Shea Gonyo
Art Director: Vas Sloutchevsky
Flash Developer: Dubi Sharon (of Inkod), Brian Kadar
Back-end Developer: Iain Lawson
Senior Executive Producer: Craig Elimeliah

Lines of Code: 8,973
Total File Size: 4.7 MB
Emails: 2,693
Cups of Coffee Consumed: 268
Cost in Hours: 1,280





Herman
Miller

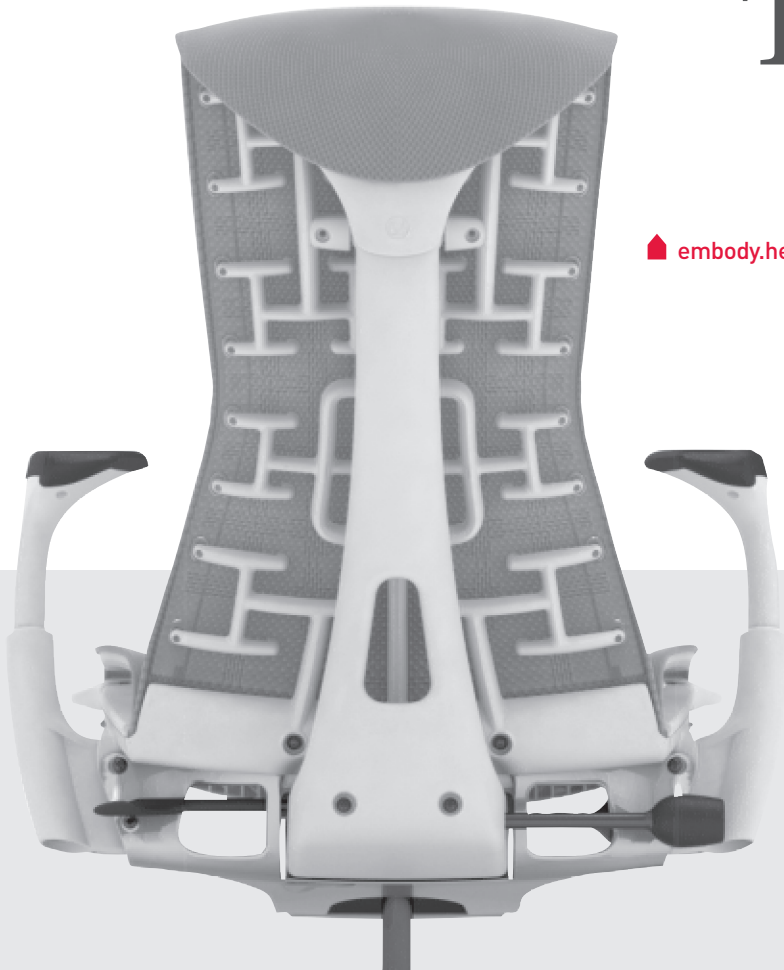
The Embody Chair

 embody.hermanmiller.com

The Embody is Herman Miller's first chair in seven years, its follow up to the Aeron. To show off the product, we designed a 3D interface around a concept from HM's agency, mono, that required a two day green screen shoot and nine actors. Ambitious, but that's how we roll. We pulled up our boot straps. We rendered like animals even though we don't have a farm. We keyed video until our fingers bled. We coded past 3 a.m. one too many mornings. At times it seemed like the cows might never come home. But in the end ... well, take it for a spin. You'll want an Embody.

Client: mono
Chief Creative Officer: Vas Sloutchevsky
Chief Executive Producer: Mark Ferdman
Chief Technology Officer: Shea Gonyo
Art Director: Vas Sloutchevsky
Flash Developers: Shea Gonyo, Nick Kircos
Video Director: Tim Nolan
Senior Executive Producer: Craig Elimeliah
Video Production: Jin Yang

Lines of Code: 12,345
Total File Size: 67 MB
Emails: 3,688
Cups of Coffee Consumed: 387
Cost in Hours: 1,920





NBC
Universal
The Starter
Wife  tswlife.com

The Starter Wife is an Emmy-award winning television show starring Debra Messing. USA Network invited us in to talk website. We headed up to 30 Rock and pitched our idea – a multi-player, episodic, e-commerce, social networking game, with integrated advertising, in 3D. The suits went nuts. They eagerly shook our hands, patted our backs, and gave us the job. First, we riffed with the show's producers and writers and carefully planned game play based on the arc of the season's storyline. Next, we recreated a virtual Southern California, developed an avatar maker, built an e-commerce system, and implemented live chat. Finally, to top it off, we dropped ten addictive Flash mini-games in ten weeks, one per episode. Holla, girlfriends.

Client: NBC Universal
Chief Creative Officer: Vas Sloutchevsky
Chief Executive Producer: Mark Ferdman
Chief Technology Officer: Robert Forras
Technical Director: Shea Gonyo
Creative Director: Matt Sundstrom
Design: Vas Sloutchevsky and Matt Sundstrom
Flash Developer: Shea Gonyo, Brian Kadar,
Nick Kircos, Gicheol Lee
Back-end Developer: Iain Lawson
Senior Executive Producer: Craig Elimeliah

Lines of Code: 13,566
Total File Size: 17.8 MB
Emails: 7,331
Cups of Coffee Consumed: 612
Cost in Hours: 3,750



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