

# HOW TO THRIVE NOW DESIGN BUSINESS ANNUAL

**37** WAYS TO AVOID  
GETTING FIRED

**2010 SALARY REPORT**  
What Are You Worth?

**9** RISK-TAKING  
DESIGN FIRMS  
MAP THEIR ROADS TO SUCCESS

**3** STRATEGIES FOR  
DOING WELL  
WHILE DOING GOOD



## BEHIND THE DESIGN

# ON THE MAP

Rather than developing a new site for their client HabitatMap, Deuce Creative faced the challenge of revamping an existing site that was already well-populated with data.

HabitatMap.org is a platform for people all over the world to raise awareness about how the environment affects human health, by facilitating communication through community mapping and forum discussions. "Since mapping is a main focus of the site, we channeled much of our time into reworking those pages to be more intuitive," explains Deuce co-founder Aimee Heimbinder.

The designers worked with the concept of a flag as a tool for marking and as a call to action. "People drive the success of this site," she says, "so it's important that users understand how they can make an impact globally. Our design helped do that and further mobilize these groups, aligning the website's message and mission."

**PROJECT**  
HabitatMap.org

**FIRM**  
Deuce Creative, Houston;  
www.deucecreative.com

**CLIENT**  
HabitatMap

**TIMELINE**  
Six months

**CREATIVE TEAM**  
Aimee Heimbinder,  
Carissa Hempton,  
Kristin Moses, designers;  
Daniel Heimbinder,  
illustrator; Michael  
Heimbinder, project  
manager/HabitatMap;  
Lunar Logics Polska,  
site development;  
Erin Dempsey, Flash  
animation



# FLYING PANTS GROUNDED BY AGENCY PRESIDENT

*"I'm now making business decisions about estimating, billing, and human resources based on fact instead of hunch. We were using the well known 'fly by the seat of your pants' system prior to this, and TimeFox is a vast improvement!!"*

- Carol Vincent, President, Writer/Producer, Redbird Communications

TimeFox is the simple time and project tracking system for small creative companies.



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