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**CLEARLY INNOVATIVE, INC.**

**Cross- Platform Mobile & Web App Development Team – *Remote Development For Contract Only***

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**SYNOPSIS**  
  
Since launching in 2009, our innovators have formed product design, development and technical education partnerships through a basic yet essential vision: supporting our clients’ success. We have done so by leveraging mobile technologies for consumer applications, by supporting workforces with enterprise app development, by bringing real world, technology-based education to underserved middle school classrooms and by hosting user experience workshops.

**SERVICE OFFERINGS**

Headquartered in Washington DC with offices in New York City, Clearly Innovative shapes ideas into viable products, transforming clients’ existing applications and new concepts into impressive digital solutions. As a leader in early adaption and implementation of cutting edge technologies, we provide services focused on digital strategy, user experience, design and development. Clearly Innovative’s clients range from dynamic startups to enterprise-level organizations. Our core concentrations include user experience, user interface design, mobile & tablet cross-platform application development and web development.

**NOTABLE PROJECTS**

**MyMilitaryLife**

MyMilitaryLife is a solution that served as the benchmark of a long-term vision laid out by a conceptual prototype demonstrated at the White House in 2011. Its functionality enables military spouses to navigate the many ambiguities of military life, inclusive of relocation matters, deployment and “single” parenthood. The app also serves as a tool for sharing tips with other military spouses, rating content, leaving reviews and favoring articles. Our team continues to develop the client’s mobile strategy of expanding support to military families.

**Moonlighting**

Moonlighting is the first open, on demand marketplace empowering users to earn money instantly through social media connections. In a partnership with Lumina, a UX and design company, this cross-platform mobile application enables users to activate Facebook, Twitter, LinkedIn and contacts to buy and exchange goods as well as offer and accept jobs, all in real-time.

**DC Health Link**

DC Health Link is an on-line marketplace created for individuals, families and small business owners in D.C. to shop, compare and select health insurance that meet their health needs and budgets. The mobile app is an on-the-go education resource for the health insurance enrollment process. It enables users to use GPS functionality to find health insurance brokers and DC Health Link Assisters for in-person help. In addition, users can utilize the app to find nearby enrollment centers and upcoming events.

**Queens Public Library App**

The Queens Public Library App serves as a gateway to the Library’s services. Users can search the Library’s catalog, view account information, request books, search and register for events, find locations, request assistance, etc. In addition, users can join the Library’s online community. The app is a useful companion to Adobe Reader, Overdrive Media Console, the Kindle application, Acoustik application, Blio Reader and axisReader, so Queens Library cardholders can access and utilize new digital content using any of these technologies.

**411Eats**

411Eats is an in-house, Ionic app created to eliminate the drudgery of locating food trucks in D.C. Users are able to quickly and efficiently utilize functionality including Truck Locator, Favorite Trucks, Daily and Monthly Schedules, etc. to chose from over 150 local food truck options. 41Eats is the end to an unreliable, overwhelming and ultimately frustrating experience of using word-of-mouth and/or outdated web schedule to locate popular, convenient cuisine.

**EXPERIENCE, STRATEGY, UX & DESIGN, DEVELOPMENT**

**Experience**

Clearly Innovative has developed over forty mobile applications and engaged with clients in government, commercial enterprises, start-ups and non-profits. Our team develops cross-platform mobile applications for the iPhone, iPad, Android, Galaxy, Nook and Kindle, leveraging a combination of the Appcelerator Framework, Objective-C and Java. We have extensive experience with native iOS, Android development, Phone Gap and Appcelerator Titanium. We are not just designers and developers, but end-to-end mobile solution providers.

**Strategy**

* Google & Flurry Analytics
* Clarity Workshops
* User Research & Testing
* Product Management
* Mobile & Web Strategy

**UX & Design**

* Wireframing & Prototyping
* Mobile UI Design
* Dashboard Design
* Responsive Design
* Website Design

**Development**

* Custom Middleware & CMS
* Ionic Framework
* iOS & Android Mobile Apps
* Appcelerator Titanium
* AngularJS

**MEDIA ATTENTION, PORTFOLIO, AWARDS, PUBLICATIONS**

**Media Attention**

* [http://www.ala.org/news/press-releases/2014/04/queens-library-wins-alainformation-today-inc-library-future-award](http://www.indeed.com/url?q=http%3A%2F%2Fwww.ala.org%2Fnews%2Fpress-releases%2F2014%2F04%2Fqueens-library-wins-alainformation-today-inc-library-future-award&h=f908503c)
* http://www.prweb.com/releases/2014/11/prweb12335283.htm#.VGv5YoGRWpY.email

**Portfolio**

* [http://www.clearlyinnovative.com/our-work/](http://www.indeed.com/url?q=http%3A%2F%2Fwww.clearlyinnovative.com%2Four-work%2F&h=30ad01a7)

**Awards**

* **NYS Governor Broadband Champion Award for Queens Library App**

June 2014

New York Governor Andrew M. Cuomo awarded Queens Library with the first-ever New York State Broadband Champion Award that recognizes high achieving leaders who work to expand broadband access across the state.

* **Library of the Future Award for Queens Library App**

June 2014

The American Library Association named the "Enriching the Lives of a Challenged Community by Lending Tablets" project at the Queens Library in Jamaica, New York as the 2014 winner of the ALA/Information Today, Inc. Library of the Future Award. This award is presented annually to a library that demonstrates innovative planning and development of patron training programs about information technology in a library setting.

* **501cTech Award for MyMilitaryLife App**

November 2014

The MyMilitaryLife app was awarded the 501cTech Innovation Award. The award recognizes local nonprofits for innovative technology ideas.  The prize money was used to build out the feature of the app that allows military spouses to add content and recommend resources to their peers around the world.

**Publications**

* **Building Cross-Platform Apps with Titanium™, Alloy and Appcelerator® Cloud Services**

[http://www.clearlyinnovative.com/build-it/](http://www.indeed.com/url?q=http%3A%2F%2Fwww.clearlyinnovative.com%2Fbuild-it%2F&h=a4994711)

November 3, 2014

A step-by-step guide to leveraging Appcelerator’s platform to deliver robust applications for iOS and Android devices.

By Aaron Saunders, Founder and CEO of Clearly Innovative, Inc.

**ABOUT CLEARLY INNOVATIVE FOUNDER, AARON SAUNDERS**

Aaron is a senior architect and software developer with over twenty-five years experience. He is highly adept at helping organizations add business value using mobile and web applications. Aaron is recognized in the technology space as a thought-leader on the Appcelerator Titanium platform. Aaron’s book, “Building Cross-Platform Apps using Titanium, Alloy, and Appcelerator Cloud Services,” was published November, 2014. Aaron holds a BS in Computer Science from Ohio Wesleyan University and an MBA in Information Technology Strategy and Marketing from the NYU Stern School of Business.

**Community Activism**

**Startup Middle School**

Co-founder

March 2013 – Present, Washington D.C. Metro Area

The Startup Middle School Program harnesses, develops, and promotes the talent that already exists within American middle school classrooms to create a new generation of innovative global technology leaders. Startup Middle School’s multi-disciplinary curriculum allows students to have a real world experience of creating technology-based businesses during both in school and after-school settings. In a proposed three-year expansion plan, Startup Middle School will train 1,250 students in five pilot cities. To drive the implementation of Startup Middle School, we have assembled a network of top global executives and technology sector leaders. The entire team of executives and technology leaders possess the expertise and cultural sensitivity to educate and mentor the future leaders from underrepresented backgrounds.  <http://www.startupmiddleschool.org/about/>

**Appcelerator**

Platform Evangelist

August 2011 – December 2012

<http://developer.appcelerator.com/blog/2011/08/meet-platform-evangelist-aaron-saunders.html>

**Greenlyyy**

Contestant

2011 – 2011