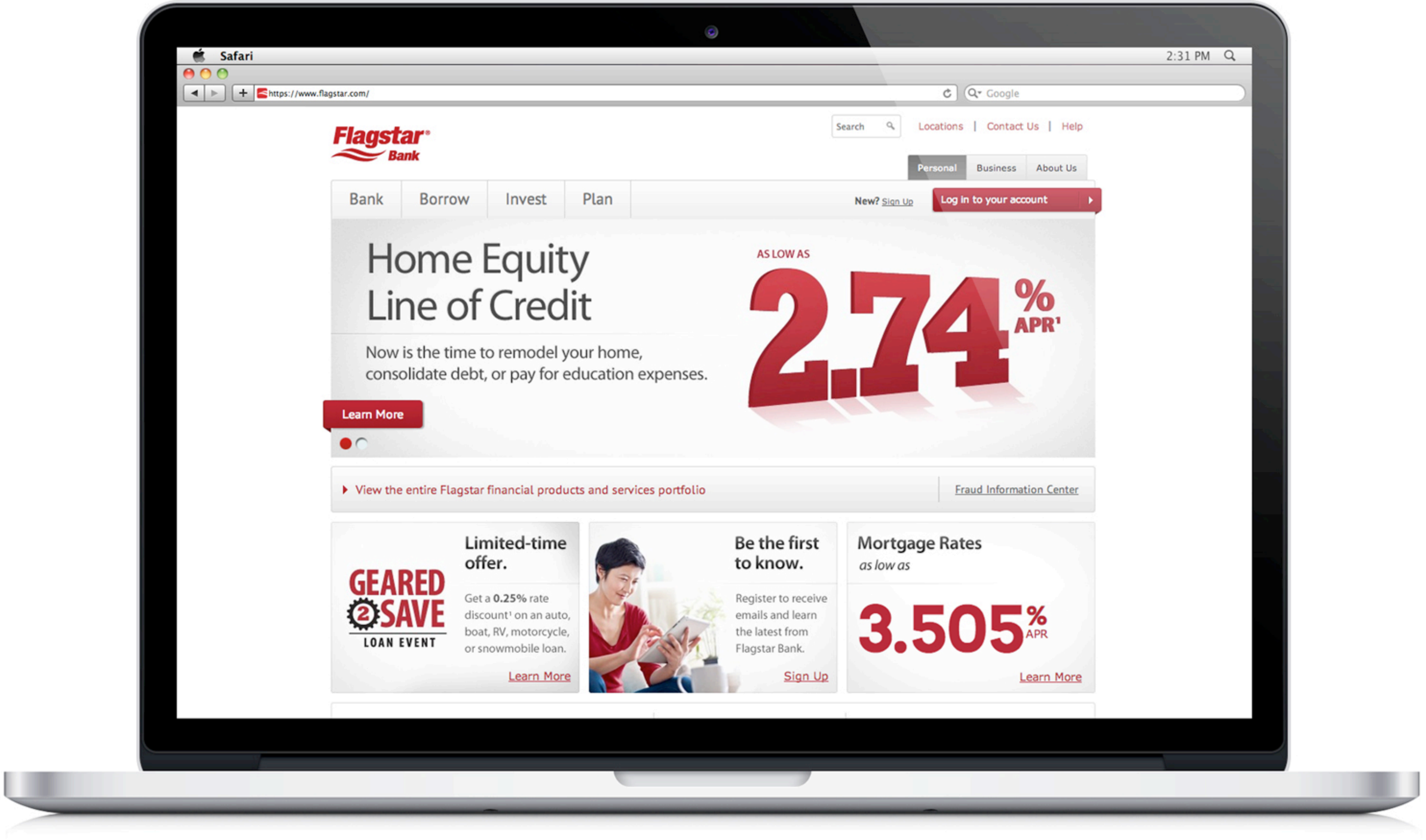
web design + digital marketing

Jacob Lett

jacob@jacoblett.com | (586) 258-8627 | jacoblett.com

flagstar.com

I was responsible for creating interior page templates that would remain visually consistent with the existing homepage design.
I worked closely with a team of developers and content writers to develop a series of page templates to support our site architecture and content. Once a working prototype was tested and approved, I then began to find appropriate photography for the entire site.
In addition, I coordinated code changes with third-party vendors to ensure visual consistency between our sites after launch. Using red sparingly for links and buttons created a visual hierarchy and a clear path to a desired action for each page.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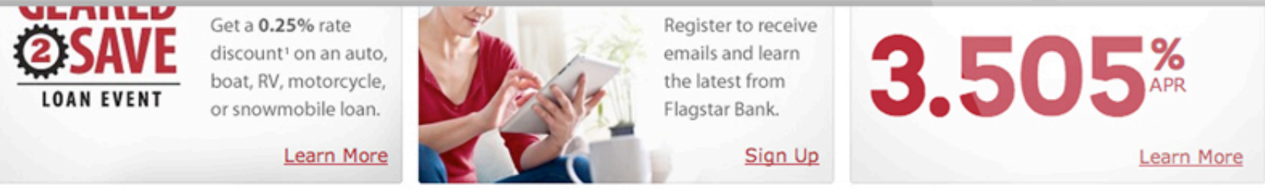

About Flagstar

Your Community Bank

COMPANY

About Flagstar
Mission, Vision, & Values
Leadership
History
Code of Conduct

INVESTOR RELATIONS

Company Stock
SEC Filings
Annual Reports
Corporate Governance
Webcasts & Presentations

COMMUNITY INVOLVEMENT

Overview
Team
Grant Guidelines
Community Service
Red Cross Donations

FLAGSTAR EVENTS

We sponsor events that align with our business and support our communities.
Learn more

Careers

Join Our Team

Fresh ideas. Progressive thinking. A dynamic work environment where employees interact with each other, exchange ideas, and grow personally and professionally. Join Flagstar's 3,000 employees today. Careers at Flagstar Bank

Media Center

RECENT RELEASES

Flagstar Announces Executive Leadership Changes
Flagstar Bank Offers Low-Cost, Low-Fee Account
Flagstar Enters Into Settlement Agreement with MBIA
Flagstar Bank Partners With Red Cross in West Michigan Flood Relief
Flagstar Reports First Quarter 2013 Results
Flagstar Announces First Quarter 2013 Earnings Call
Flagstar Bank Sponsors 15 Walks Statewide to Support March for Babies

Media Inquiries
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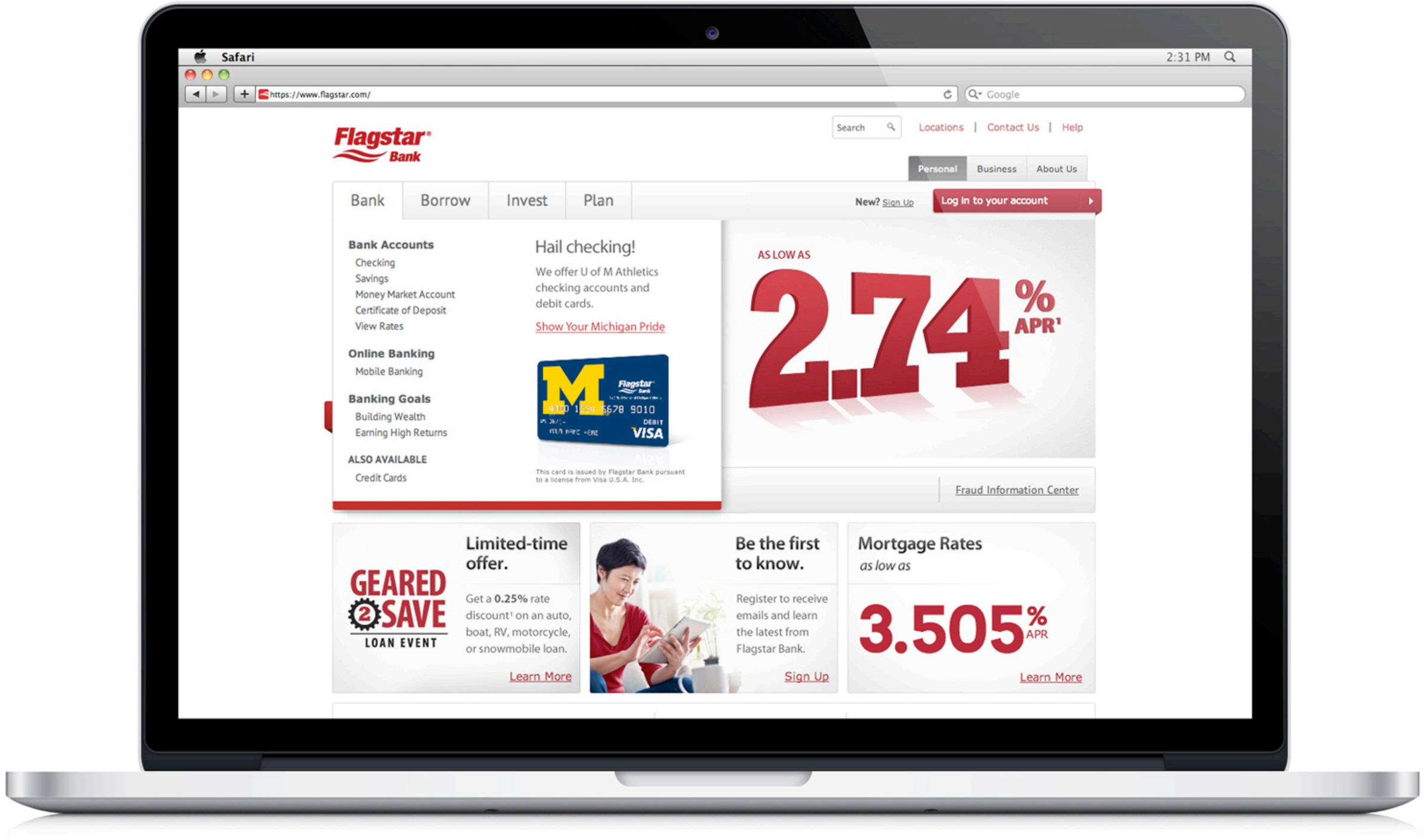
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Certificate of Deposit
View Rates
Online Banking
Mobile Banking
Banking Goals
Building Wealth
Earning High Returns
ALSO AVAILABLE
Credit Cards
Hail checking!
We offer U of M Athletics checking accounts and debit cards.
Show Your Michigan Pride
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VISA
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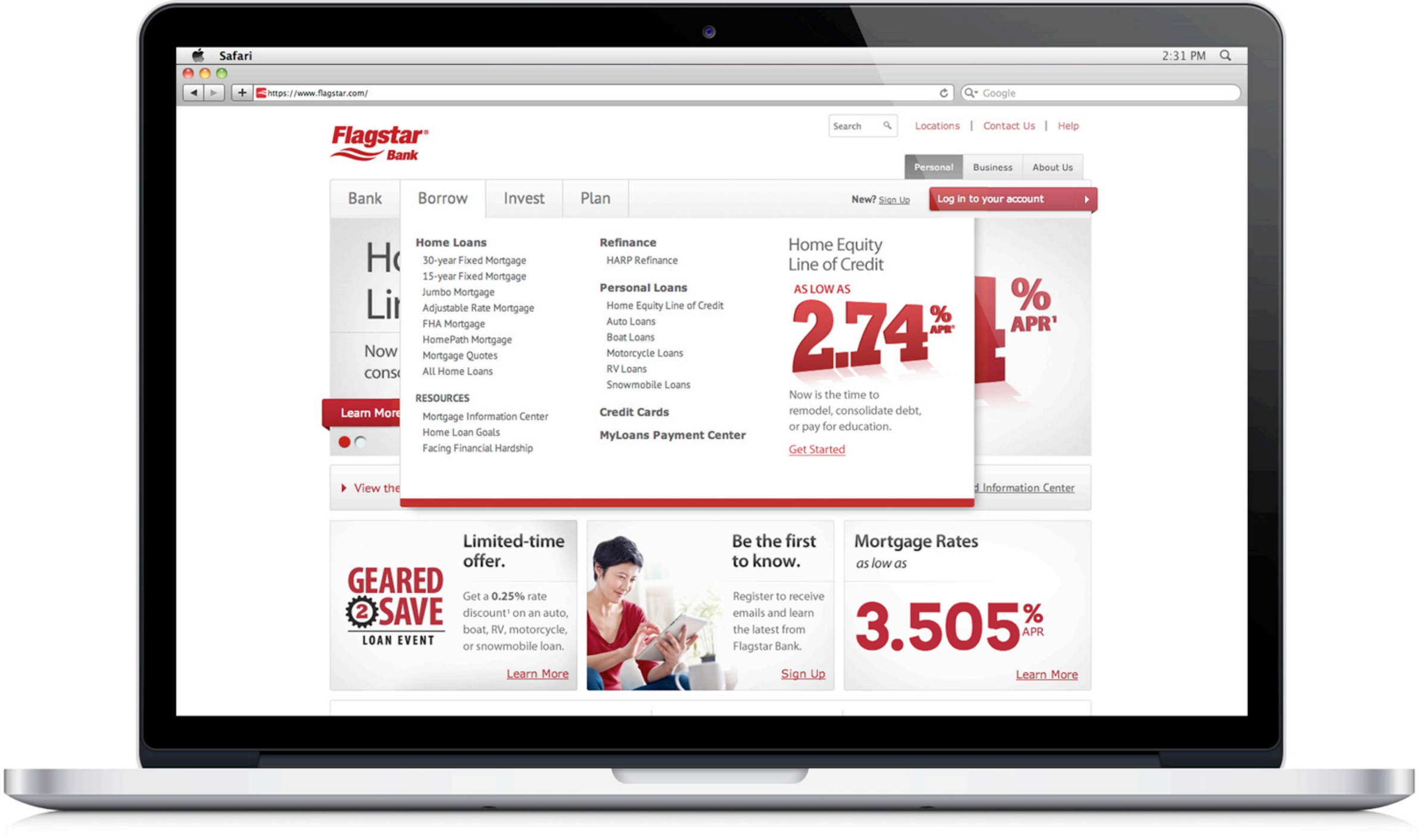
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Home Loan Goals
Facing Financial Hardship
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Boat Loans
Motorcycle Loans
RV Loans
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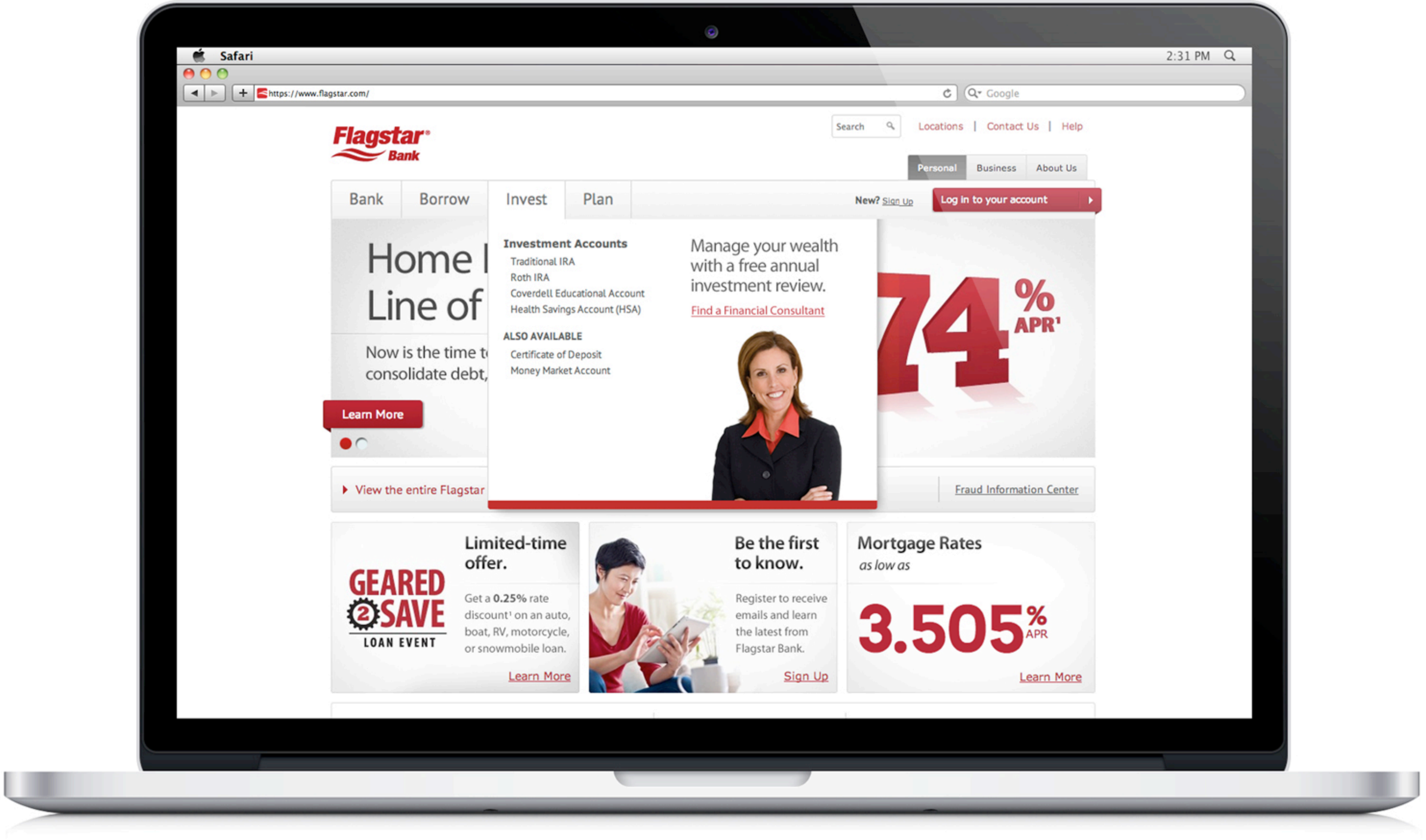
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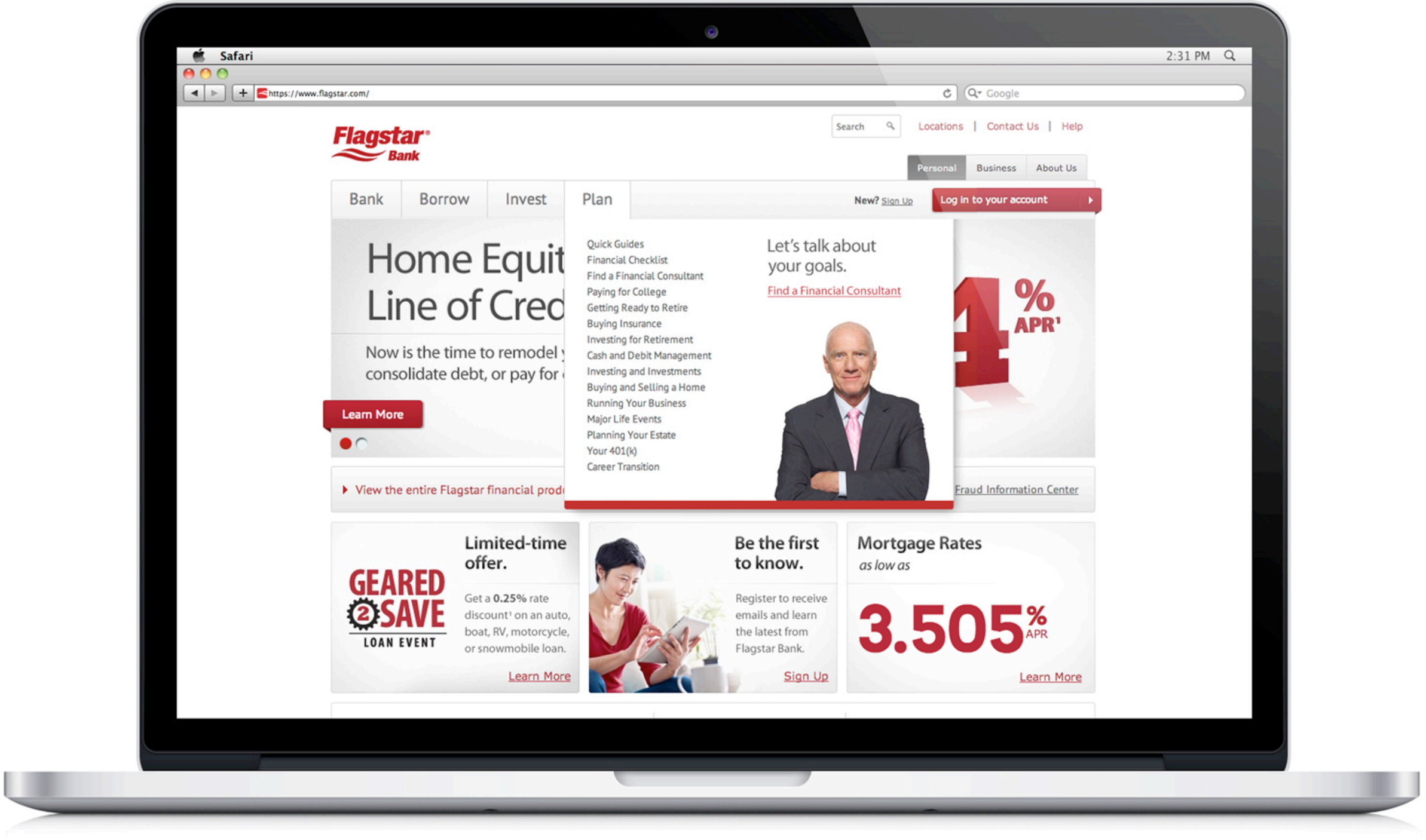
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Buying Insurance
Investing for Retirement
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Investing and Investments
Buying and Selling a Home
Running Your Business
Major Life Events
Planning Your Estate
Your 401(k)
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originalpoetry.com

Original Poetry needed the redesign of their website to encourage writers to write and share their poetry with the online community. I started by designing a logo and brand strategy that was then translated to various page templates. I wrote the HTML and CSS for the page templates that were then connected to the database by two back-end developers. I also themed three flash games to help encourage user engagement. After the site was launched, I implemented the sites monetization strategy by adding Google Adsense units on the site.

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Poem Search
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Games
Forums
Welcome to Original Poetry!
An online community where you can write poetry, learn from other poets and share your creative writing with the world.
Write
View over 100,000+ inspiring poems on subjects such as love, nature, politics and anything else our poets are interested in. Why not add to this growing and vibrant poetry community today.
Learn
Have you ever wondered if your poems are good and if they could be improved? Our community of poets review poetry and offer constructive feedback to help you along the way. Also you can enter your poems into one of our poetry contests to see how you stack up against other poets.
Share
Share your poetry with friends, connect with other poets, play fun and challenging poetry games and discuss poetry with other poets.
Featured Poems
My own end
Tags: Confusion
Seen it coming, Didn't want to believe it, Tried to avoid it, Yet somthing pulled me in, Laughed at the thought, Could it be the one thing i've waited ...
M Y S O N
Tags: Philosophy
M Y S O N My son, my son, be understand of all people and your lover, Seek beauty in all things and ...
Register
Join our rapidly growing community now!
Signing up is fast, easy and free.
Register Now!
Already a member? Login now.
What our poets are saying
"What a great site you have!"
PennyFreeland
"FANTASTIC SITE!...stimulating and motivational"
captaininsight

Safari 2:31 PM

http://www.originalpoetry.com/

Google

one of our poetry contests to see how you stack up against other poets.

Share

Share your poetry with friends, connect with other poets, play fun and challenging poetry games and discuss poetry with other poets.

motivational"

captaininsight

Featured Poems

My own end

Tags: Confusion

Seen it coming, Didn't want to believe it, Tried to avoid it, Yet somthing pulled me in, Laughed at the thought, Could it be the one thing i've waited ...

Read Complete Poem

painz

M Y S O N

Tags: Philosophy

M Y S O N My son, my son, be understand of all people and your lover, Seek beauty in all things and ...

Read Complete Poem

greenman

Refresh Featured Poems

"Poetry is either something that lives like fire inside you or else it is nothing, an empty formalized bore around which pedants can endlessly drone their notes and explanations."

Unknown Source

Write. Learn. Share.

128,733 poems

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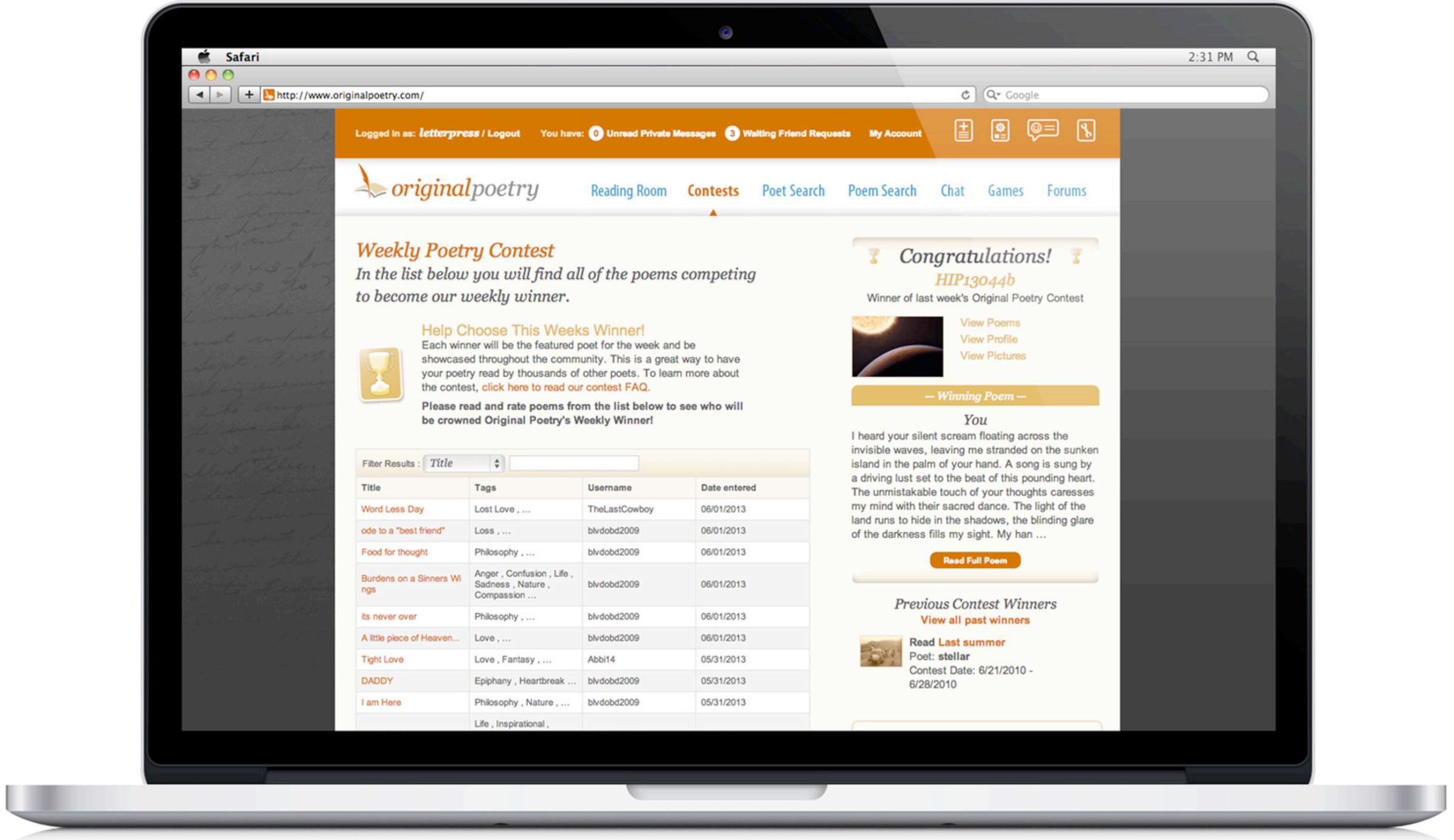
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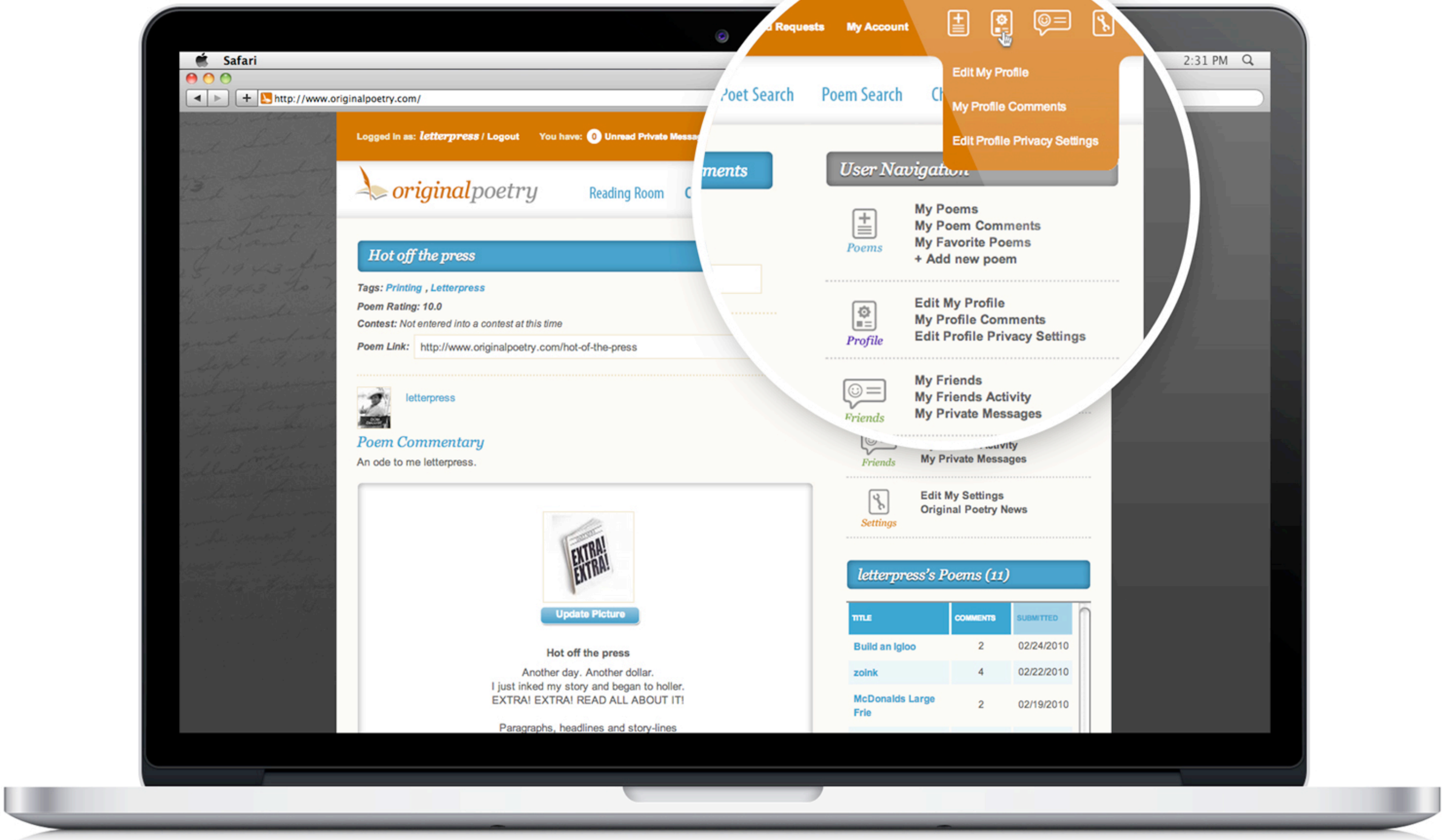
Forums
Weekly Poetry Contest
In the list below you will find all of the poems competing to become our weekly winner.
Help Choose This Weeks Winner!
Each winner will be the featured poet for the week and be showcased throughout the community. This is a great way to have your poetry read by thousands of other poets. To learn more about the contest, click here to read our contest FAQ.
Please read and rate poems from the list below to see who will be crowned Original Poetry's Weekly Winner!
Filter Results : Title
Title
Tags
Username
Date entered
Word Less Day
Lost Love , ...
TheLastCowboy
06/01/2013
ode to a "best friend"
Loss , ...
blvdobd2009
06/01/2013
Food for thought
Philosophy , ...
blvdobd2009
06/01/2013
Burdens on a Sinners Wings
Anger , Confusion , Life , Sadness , Nature , Compassion ...
blvdobd2009
06/01/2013
its never over
Philosophy , ...
blvdobd2009
06/01/2013
A little piece of Heaven...
Love , ...
blvdobd2009
06/01/2013
Tight Love
Love , Fantasy , ...
Abbi14
05/31/2013
DADDY
Epiphany , Heartbreak ...
blvdobd2009
05/31/2013
I am Here
Philosophy , Nature , ...
blvdobd2009
05/31/2013
Life , Inspirational ,
Congratulations!
HIP13044b
Winner of last week's Original Poetry Contest
View Poems
View Profile
View Pictures
— Winning Poem —
You
I heard your silent scream floating across the invisible waves, leaving me stranded on the sunken island in the palm of your hand. A song is sung by a driving lust set to the beat of this pounding heart. The unmistakable touch of your thoughts caresses my mind with their sacred dance. The light of the land runs to hide in the shadows, the blinding glare of the darkness fills my sight. My han ...
Read Full Poem
Previous Contest Winners
View all past winners
Read Last summer
Poet: stellar
Contest Date: 6/21/2010 - 6/28/2010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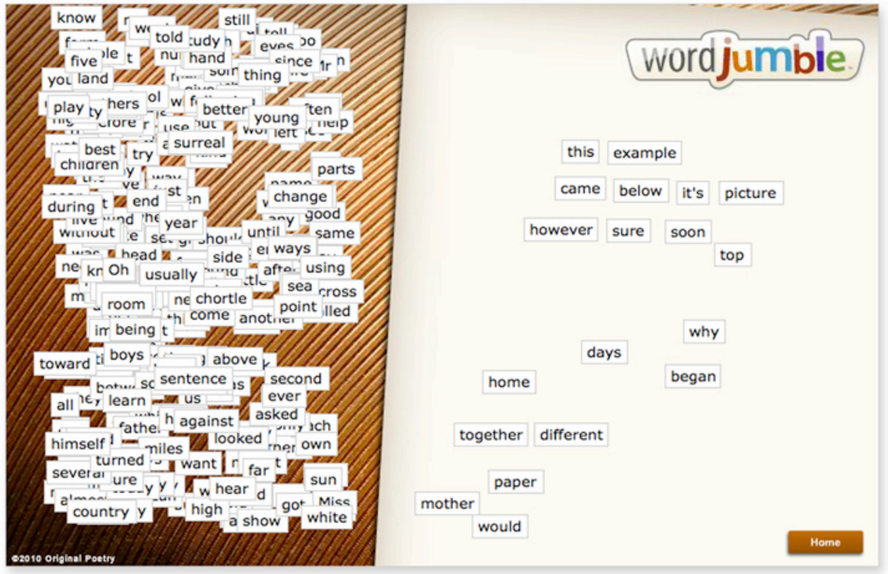
http://www.originalpoetry.com/
Logged in as: letterpress / Logout
You have: 0 Unread Private Messa
originalpoetry
Reading Room
Hot off the press
Tags: Printing , Letterpress
Poem Rating: 10.0
Contest: Not entered into a contest at this time
Poem Link: http://www.originalpoetry.com/hot-of-the-press
letterpress
Poem Commentary
An ode to me letterpress.
Update Picture
Hot off the press
Another day. Another dollar.
I just inked my story and began to holler.
EXTRA! EXTRA! READ ALL ABOUT IT!
Paragraphs, headlines and story-lines
Requests
My Account
Edit My Profile
My Profile Comments
Edit Profile Privacy Settings
Poet Search
Poem Search
User Navigation
Poems
My Poems
My Poem Comments
My Favorite Poems
+ Add new poem
Profile
Edit My Profile
My Profile Comments
Edit Profile Privacy Settings
Friends
My Friends
My Friends Activity
My Private Messages
Settings
Edit My Settings
Original Poetry News
letterpress's Poems (11)
TITLE
COMMENTS
SUBMITTED
Build an Igloo
2
02/24/2010
zoink
4
02/22/2010
McDonalds Large Frie
2
02/19/2010

wordjumble
Begin
How to Play
Credits


wordjumble
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however
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Home
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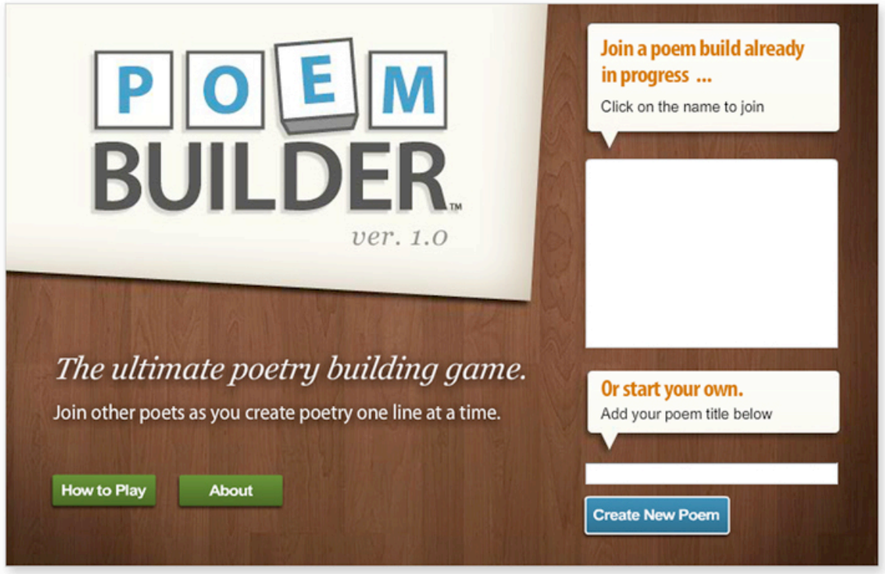
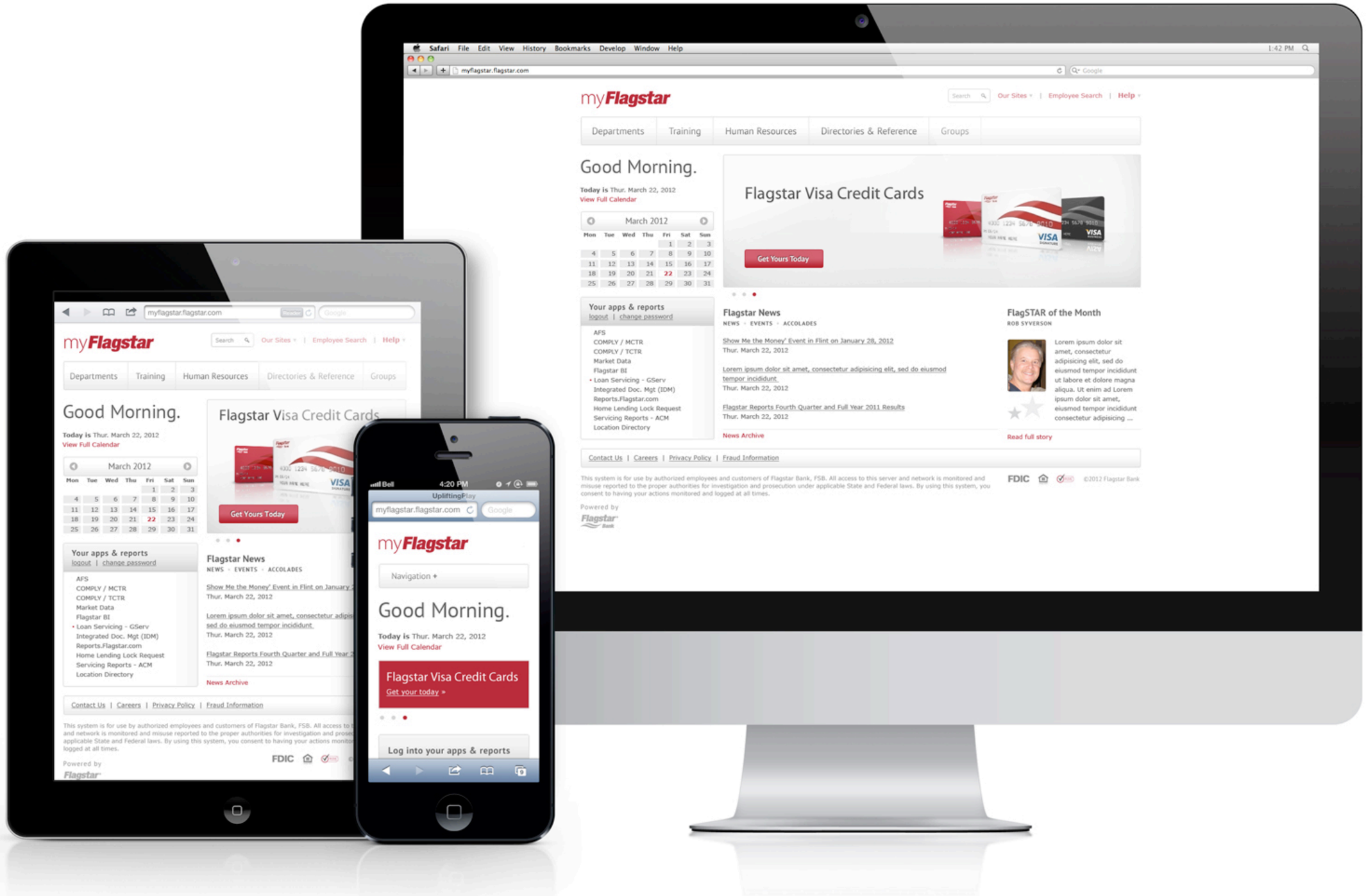

POEM BUILDER
ver. 1.0
The ultimate poetry building game.
Join other poets as you create poetry one line at a time.
How to Play
About
Join a poem build already in progress ...
Click on the name to join
Or start your own.
Add your poem title below
Create New Poem

Poem Title
Though you won't buzz anymore,
Or sound the tone of a submarine,
Still know that I will always remember you.
No more games of pool,
Or reading the financial news,
You will always have a place in my heart.
When the time had come,
And you passed away,
The pain rang far and wide.
No more days eating Paczkis,
With my dearest Blackberry,
For you have gone away.
When the time had come,
And you passed away,
The pain rang far and wide.
No more days eating Paczkis,
With my dearest Blackberry,
For you have gone away.
TIMER
30
seconds
papapaczki's TURN
POEM BUILDER
ver. 1.0
End Poem
papapaczki
username
<papapaczki>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
<username>Curabitur odio erat, ultrices nec suscipit eu, congue et nulla. quis gravida.
<papapaczki>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
<username>Curabitur odio erat, ultrices nec suscipit eu, congue et nulla. quis gravida.
<papapaczki>Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ADD LINE
SEND

Flagstar Bank Intranet Concept

Flagstar Bank needed to update their intranet to align with their new brand guidelines and encourage internal communication of news, corporate events, and promotions. The design uses similar elements as their external site flagstar.com yet still stands alone. The site was designed to be responsive to allow off-site employees to access necessary information on their mobile or tablet device.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Departments
Training
Human Resources
Directories & Reference
Groups
Good Morning.
Today is Thur. March 22, 2012
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Get Yours Today
Your apps & reports
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FlagSTAR of the Month
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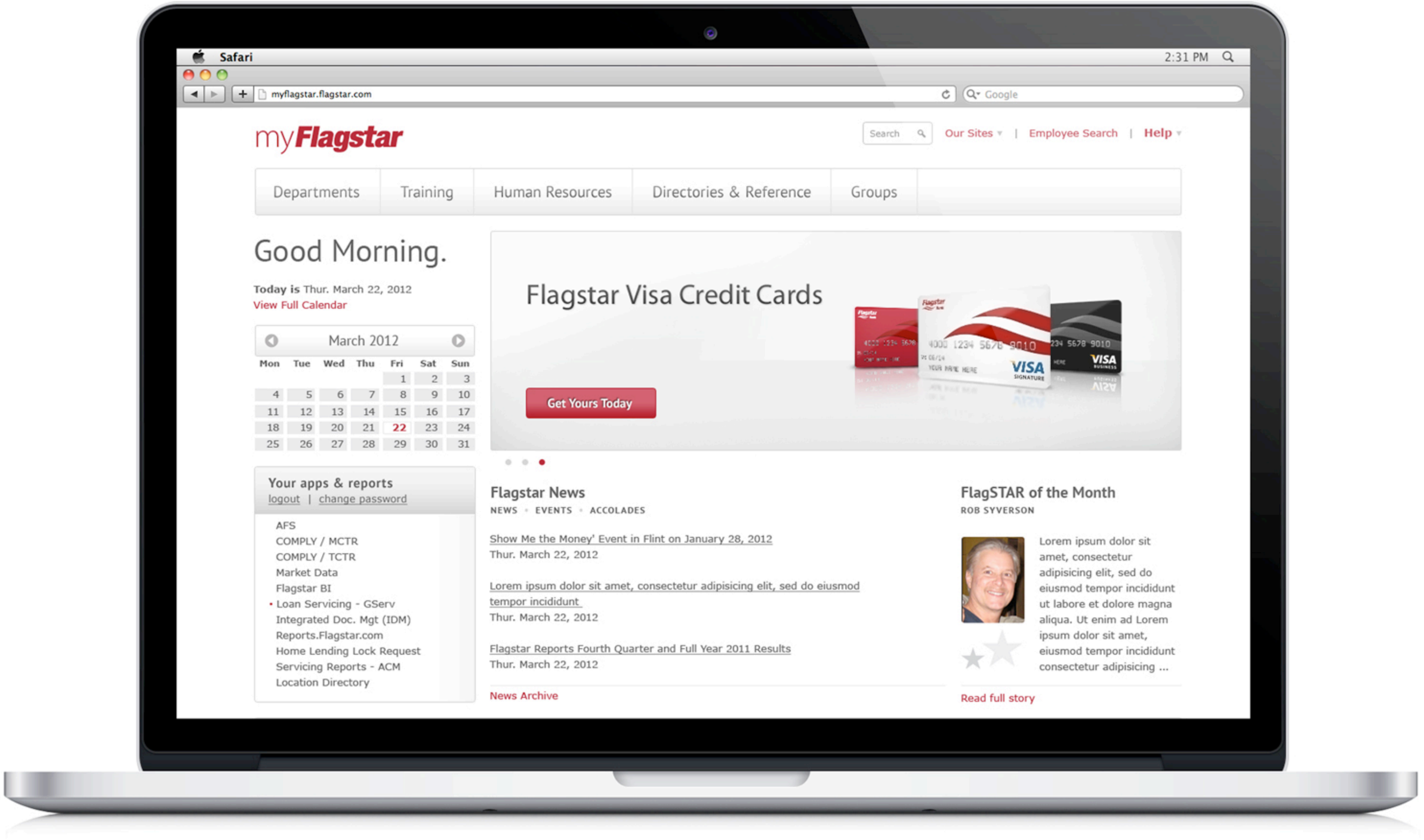
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March 2012
Mon Tue Wed Thu Fri Sat Sun
1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31
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Your apps & reports
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Thur. March 22, 2012
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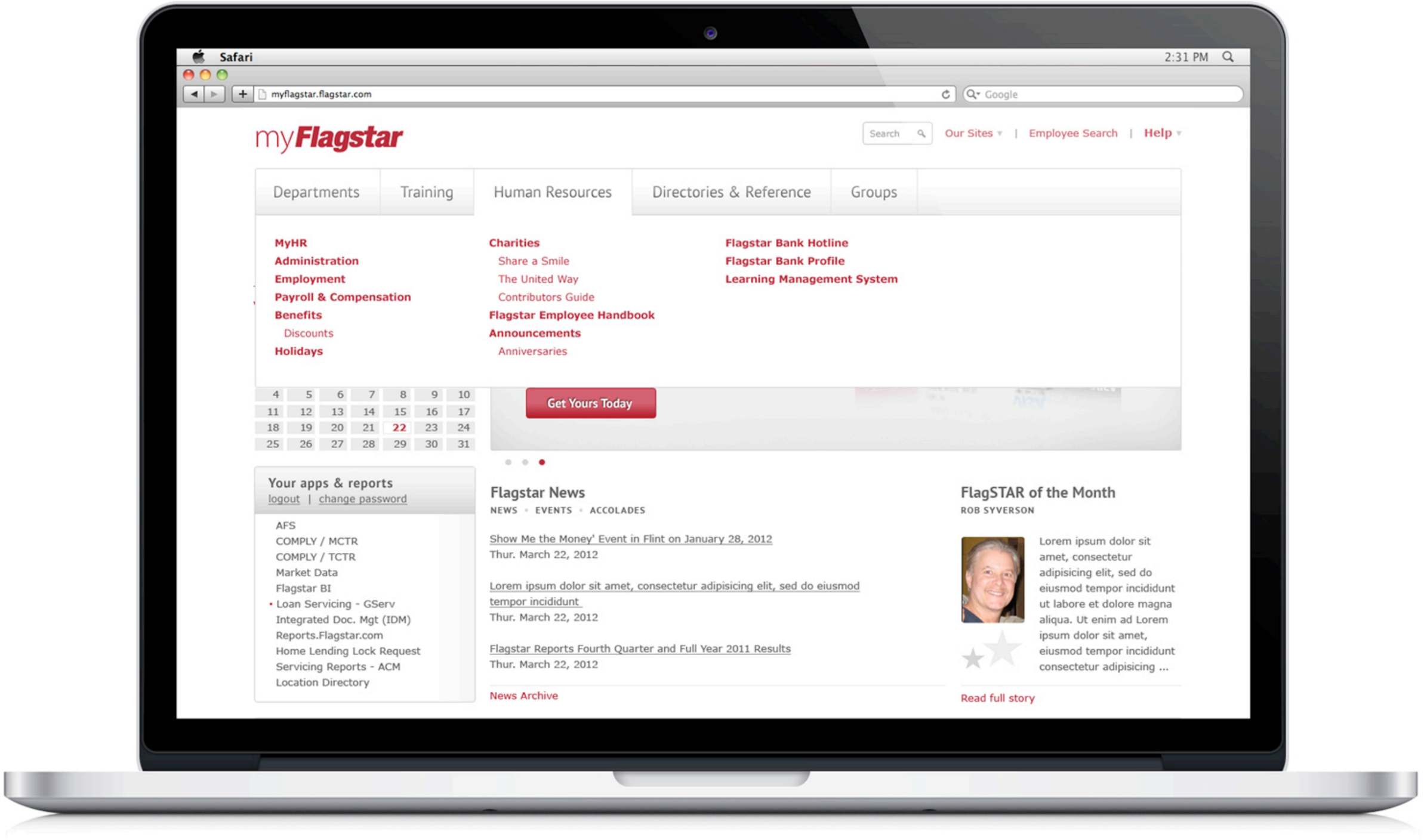
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Benefits
Discounts
Holidays
Charities
Share a Smile
The United Way
Contributors Guide
Flagstar Employee Handbook
Announcements
Anniversaries
Flagstar Bank Hotline
Flagstar Bank Profile
Learning Management System
Get Yours Today
Your apps & reports
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COMPLY / MCTR
COMPLY / TCTR
Market Data
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Integrated Doc. Mgt (IDM)
Reports.Flagstar.com
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Servicing Reports - ACM
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ROB SYVERSON
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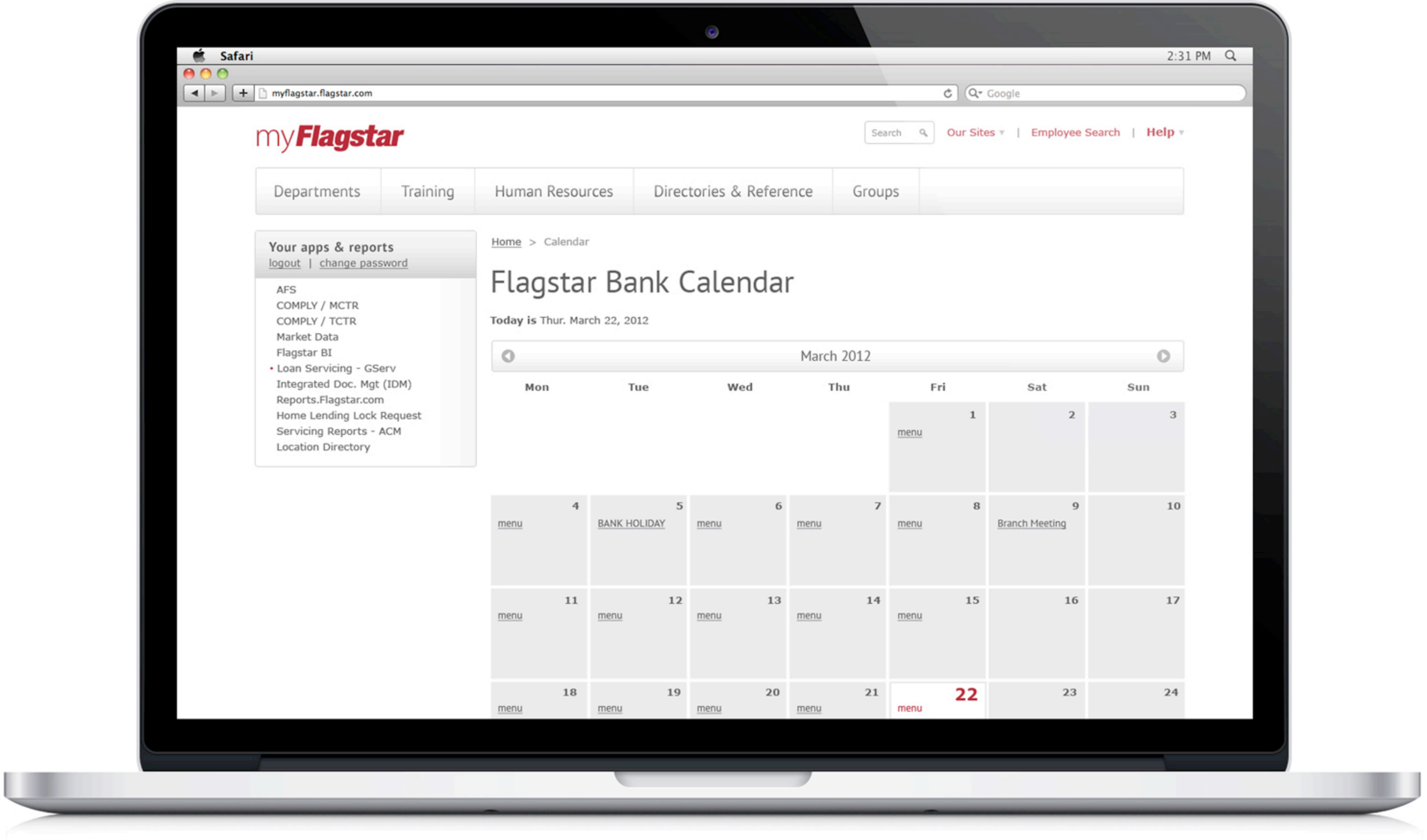
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Market Data
Flagstar BI
Loan Servicing - GServ
Integrated Doc. Mgt (IDM)
Reports.Flagstar.com
Home Lending Lock Request
Servicing Reports - ACM
Location Directory
Home > Calendar
Flagstar Bank Calendar
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March 2012
Mon Tue Wed Thu Fri Sat Sun
1 menu
2
3
4 menu
5 BANK HOLIDAY
6 menu
7 menu
8 menu
9 Branch Meeting
10
11 menu
12 menu
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14 menu
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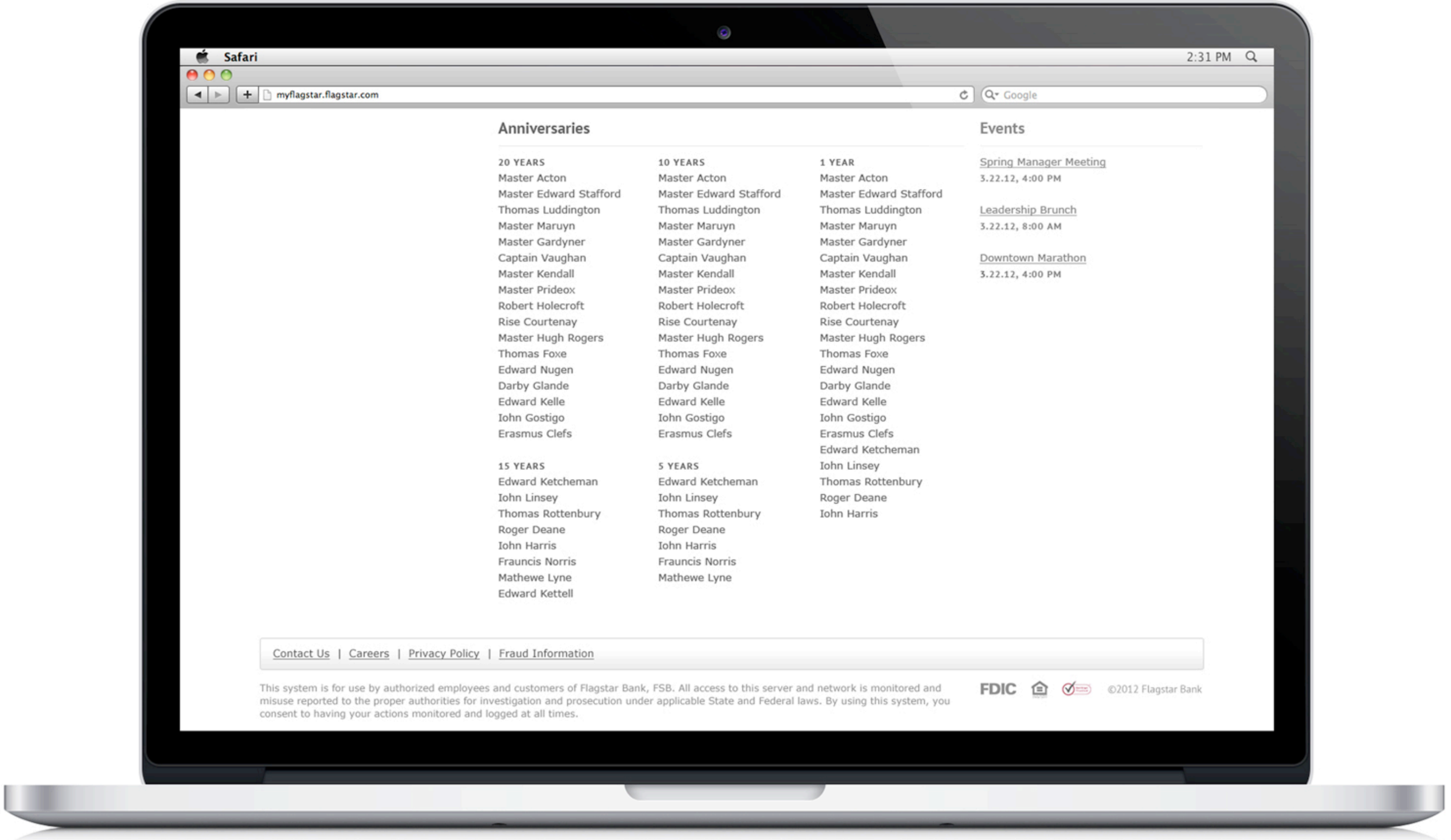
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20 YEARS
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Master Edward Stafford
Thomas Luddington
Master Maruyn
Master Gardyner
Captain Vaughan
Master Kendall
Master Prideox
Robert Holecroft
Rise Courtenay
Master Hugh Rogers
Thomas Foxe
Edward Nugen
Darby Glande
Edward Kelle
Iohn Gostigo
Erasmus Clefs
15 YEARS
Edward Ketcheman
Iohn Linsey
Thomas Rottenbury
Roger Deane
Iohn Harris
Frauncis Norris
Mathewe Lyne
Edward Kettell
10 YEARS
Master Acton
Master Edward Stafford
Thomas Luddington
Master Maruyn
Master Gardyner
Captain Vaughan
Master Kendall
Master Prideox
Robert Holecroft
Rise Courtenay
Master Hugh Rogers
Thomas Foxe
Edward Nugen
Darby Glande
Edward Kelle
Iohn Gostigo
Erasmus Clefs
5 YEARS
Edward Ketcheman
Iohn Linsey
Thomas Rottenbury
Roger Deane
Iohn Harris
Frauncis Norris
Mathewe Lyne
1 YEAR
Master Acton
Master Edward Stafford
Thomas Luddington
Master Maruyn
Master Gardyner
Captain Vaughan
Master Kendall
Master Prideox
Robert Holecroft
Rise Courtenay
Master Hugh Rogers
Thomas Foxe
Edward Nugen
Darby Glande
Edward Kelle
Iohn Gostigo
Erasmus Clefs
Edward Ketcheman
Iohn Linsey
Thomas Rottenbury
Roger Deane
Iohn Harris
Events
Spring Manager Meeting
3.22.12, 4:00 PM
Leadership Brunch
3.22.12, 8:00 AM
Downtown Marathon
3.22.12, 4:00 PM
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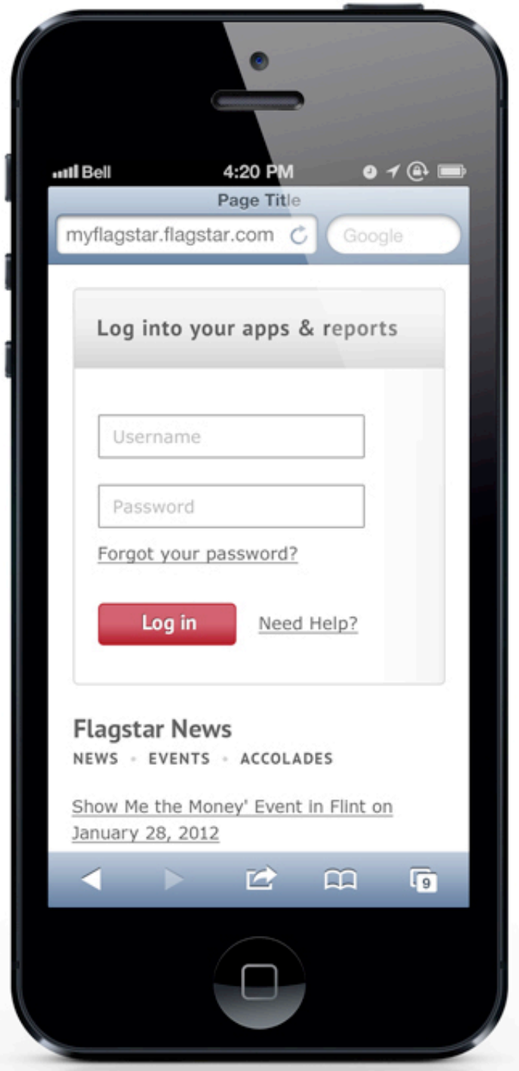
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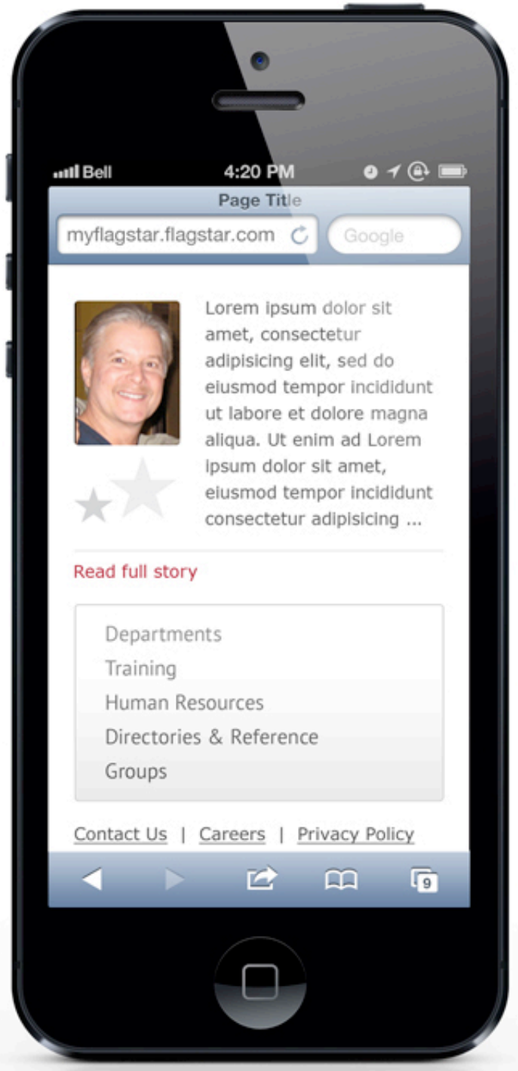
Show Me the Money' Event in Flint on January 28, 2012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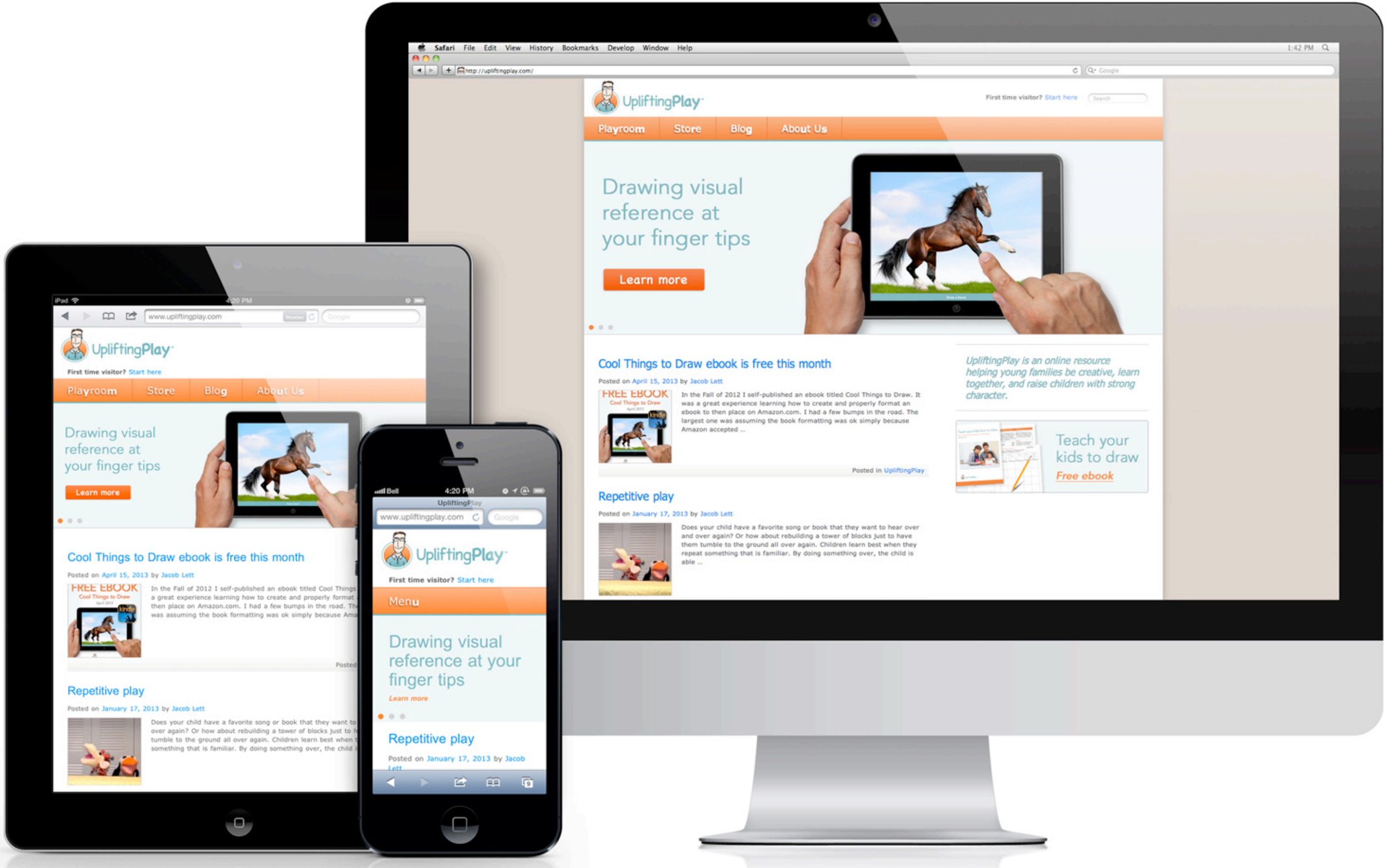
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Cool Things to Draw ebook is free this month
Posted on April 15, 2013 by Jacob Lett
In the Fall of 2012 I self-published an ebook titled Cool Things to Draw. It was a great experience learning how to create and properly format an ebook to then place on Amazon.com. I had a few bumps in the road. The largest one was assuming the book formatting was ok simply because Amazon accepted ...
Posted in UpliftingPlay
Repetitive play
Posted on January 17, 2013 by Jacob Lett
Does your child have a favorite song or book that they want to hear over and over again? Or how about rebuilding a tower of blocks just to have them tumble to the ground all over again. Children learn best when they repeat something that is familiar. By doing something over, the child is able ...
UpliftingPlay is an online resource helping young families be creative, learn together, and raise children with strong character.
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Home > Blog > Preparing your child for adulthood

Preparing your child for adulthood

Posted in Arts and crafts, Play. Posted on November 16, 2012 by Jacob Lett

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On average, during our lifetime a person works 50 years and is in school about 12–16 years. It is no wonder there is such a need to be prepared for our working years. Each phase in our development builds on each other and prepares us for the next and greater step. We move from play, to learning, and then to working. I think it is important we never stop the past skills and only add new ones. Unfortunately, it seems we are doing the opposite because we are so focused on one step at a time. For example, play becomes less frequent as we increase our focus to learning in school. Then after graduation, we decrease our learning as we spend the majority of our time working.

Art, in short, is extremely important to the children's development & helps them become more imaginative & responsive adults.

Nancy Beal

In school, art transitions from being a form of play to becoming a subject learned at school. If art, or

Recent Blog Posts

- Cool Things to Draw ebook is free this month
- Repetitive play
- Merry Christmas! Looking forward to next year
- Preparing your child for adulthood
- The four types of play in child development

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- Play (4)
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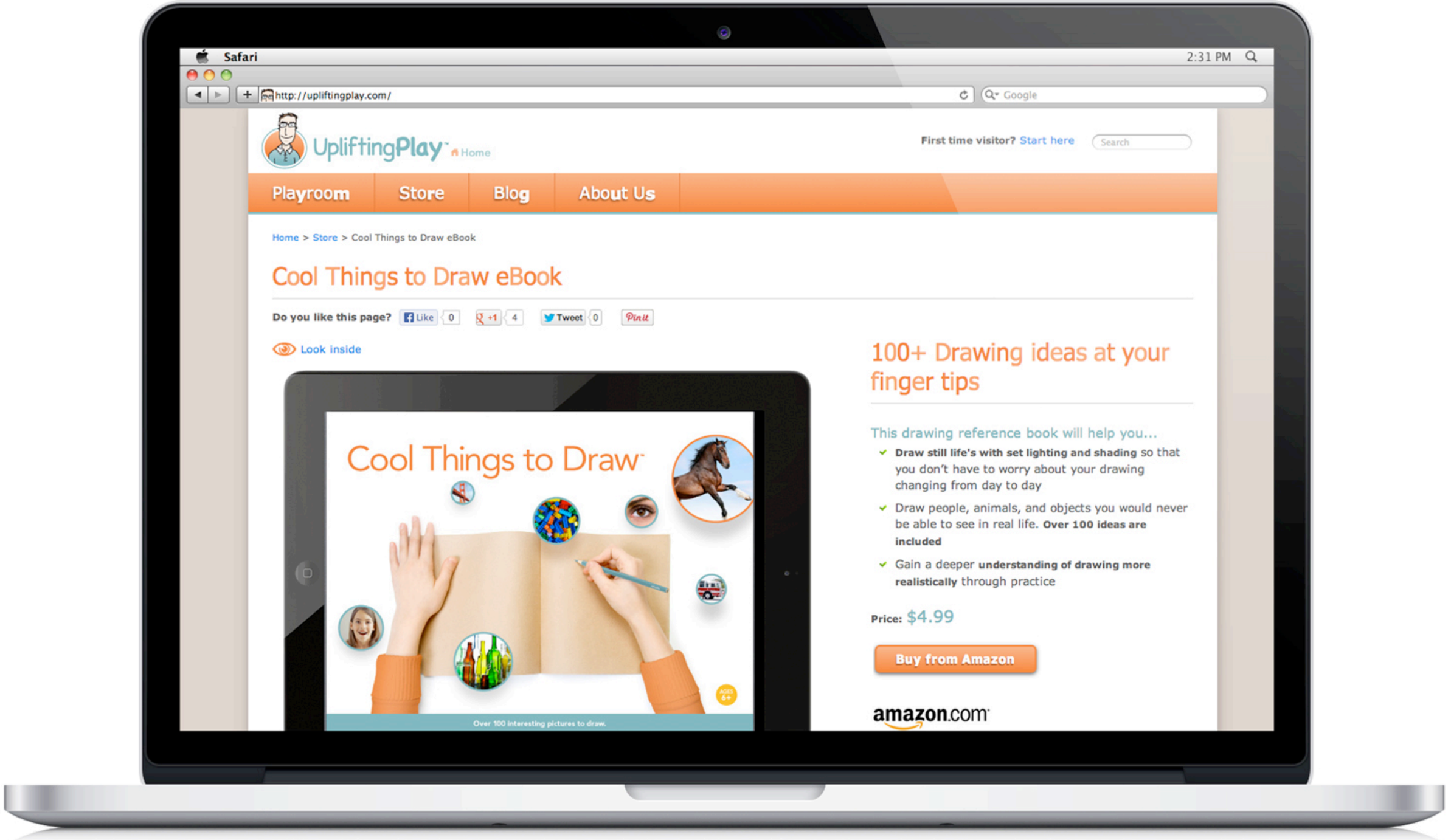
  - Imaginary play (1)
- UpliftingPlay (3)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Draw still life's with set lighting and shading so that you don't have to worry about your drawing changing from day to day
Draw people, animals, and objects you would never be able to see in real life. Over 100 ideas are included
Gain a deeper understanding of drawing more realistically through practice
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I find this handy as I am not good at drawing and this is giving me things to draw to improve.
By Mary Wilkinson

★★★★ **Very inspiring**
I loved it because you put the kindle in front of a note book and just copy the drawings down
By Lara age 9

★★★★ **Some are hard**
Like I said some are hard some are easy to draw. on pages 45 and 51 you can really think about what it might look like. very good book but I'm giving it 4 stars because I'm sure that at least a quarter of them you know.
By miss a h ryan

★★★★ **Interesting Ideas**
Other reviews said that the book was pointless, but I thought that this was a great book with interesting ideas that have really brought my drawing on a great level and creative sketches. Some of the ideas seemed to be the hardest things to draw, but if you kept on trying them you can make AMAZING things. Very interesting ideas and I really like the book.
By Diane M. "dinnyirish"

hours. You will be able to practice drawing things like a snowboarder, a horse, a lily pad, and many more!

Zoom in to see every detail

The great thing about digital books is the ability to zoom into images to take a closer look. Now you can make sure you capture every detail in your drawing.

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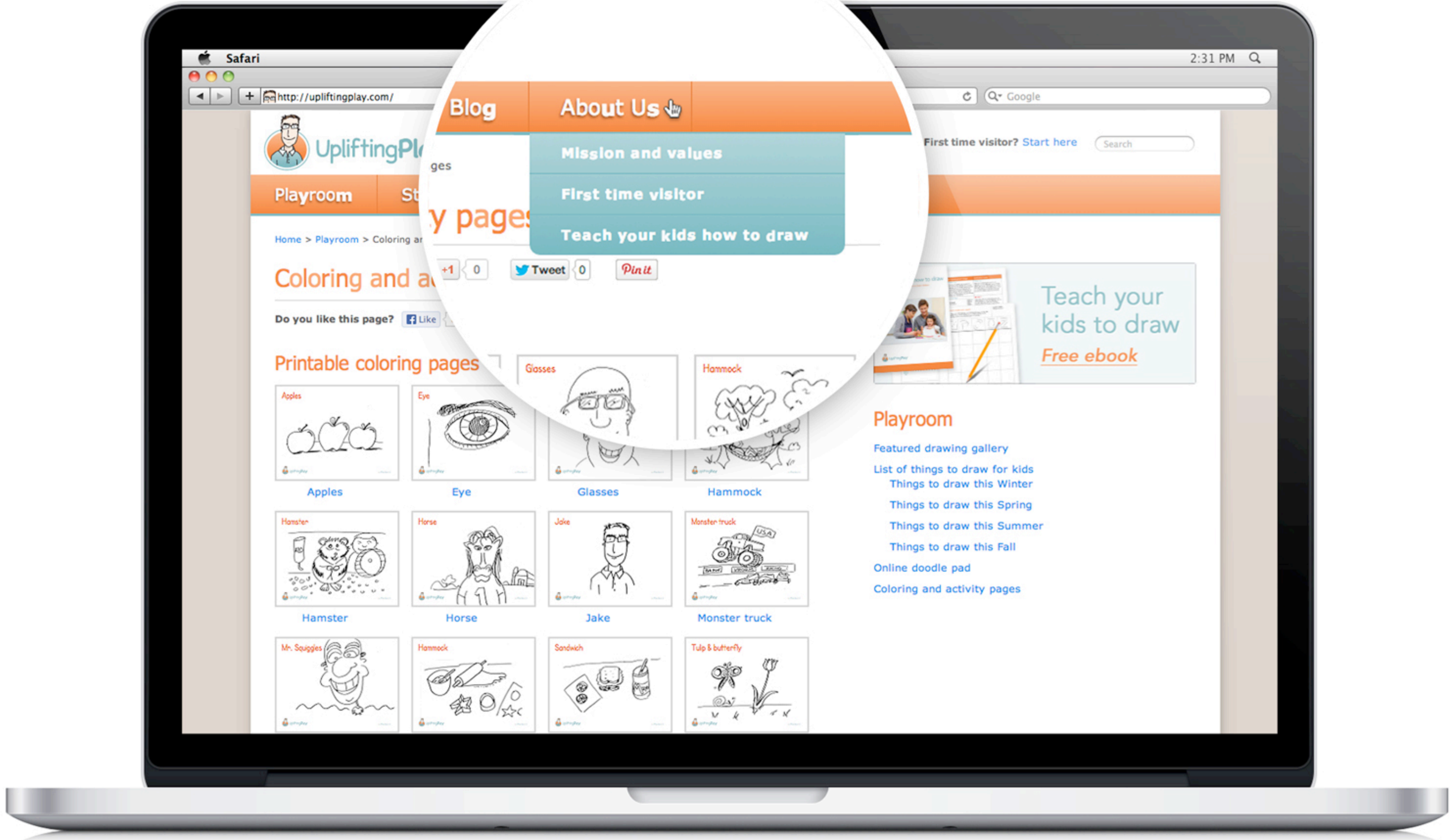
Play as a family.™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Things to draw this Spring
Things to draw this Summer
Things to draw this Fall
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I designed my personal portfolio using static HTML and PHP includes to quickly build a simple CMS-like website. The portfolio images used were designed at high resolution at a proportion that would scale across multiple uses. This considerably cut down on the time needed to build multiple collateral materials.

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I am a positive influencer which means: I strive to make things better, I enjoy helping businesses help their customers solve problems, I work with confidence and infectious optimism, and I look to past results to guide future actions. Specifically, my expertise and passion lie in graphic design, marketing communications, and internet marketing.
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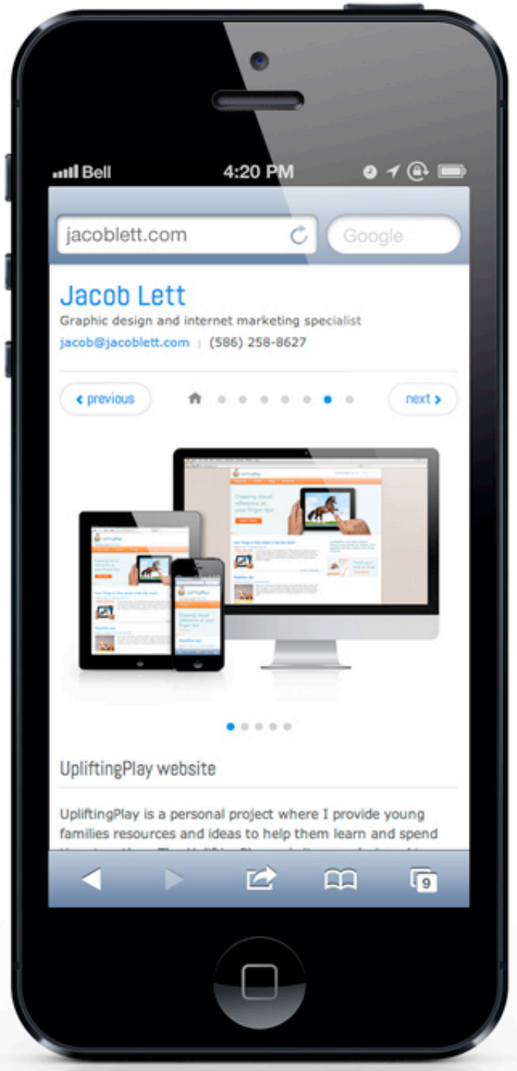
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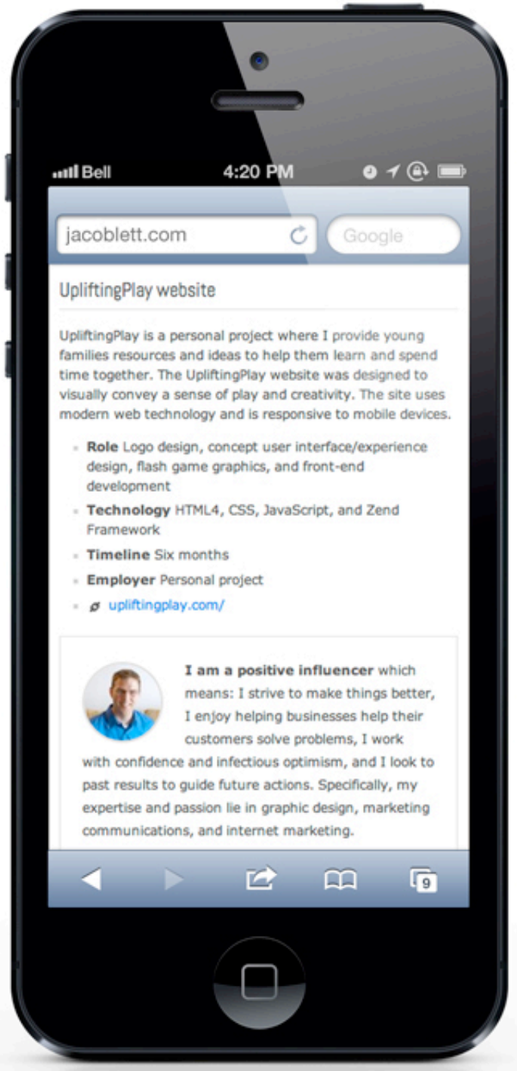
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UpliftingPlay website
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Role Logo design, concept user interface/experience design, flash game graphics, and front-end development
Technology HTML4, CSS, JavaScript, and Zend Framework
Timeline Six months
Employer Personal project
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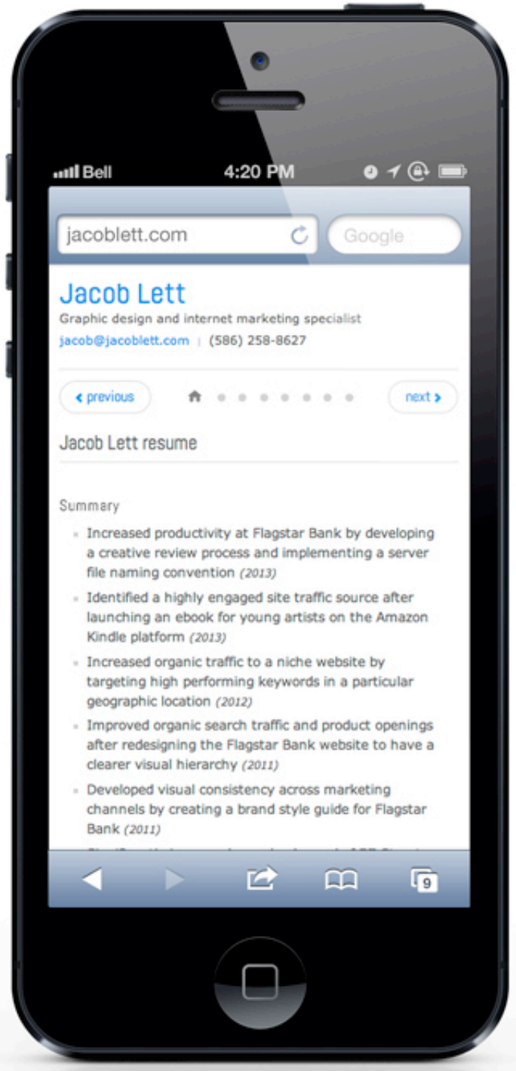
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Summary
Increased productivity at Flagstar Bank by developing a creative review process and implementing a server file naming convention (2013)
Identified a highly engaged site traffic source after launching an ebook for young artists on the Amazon Kindle platform (2013)
Increased organic traffic to a niche website by targeting high performing keywords in a particular geographic location (2012)
Improved organic search traffic and product openings after redesigning the Flagstar Bank website to have a clearer visual hierarchy (2011)
Developed visual consistency across marketing channels by creating a brand style guide for Flagstar Bank (2011)

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- **Technology** HTML4, CSS, JavaScript, and Zend Framework
- **Timeline** Six months
- **Employer** Personal project
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Thank you

Jacob Lett

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