



Marshall Gisser

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# Shipped & Conceptual Products

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Optimizing Sales via Strategic Design



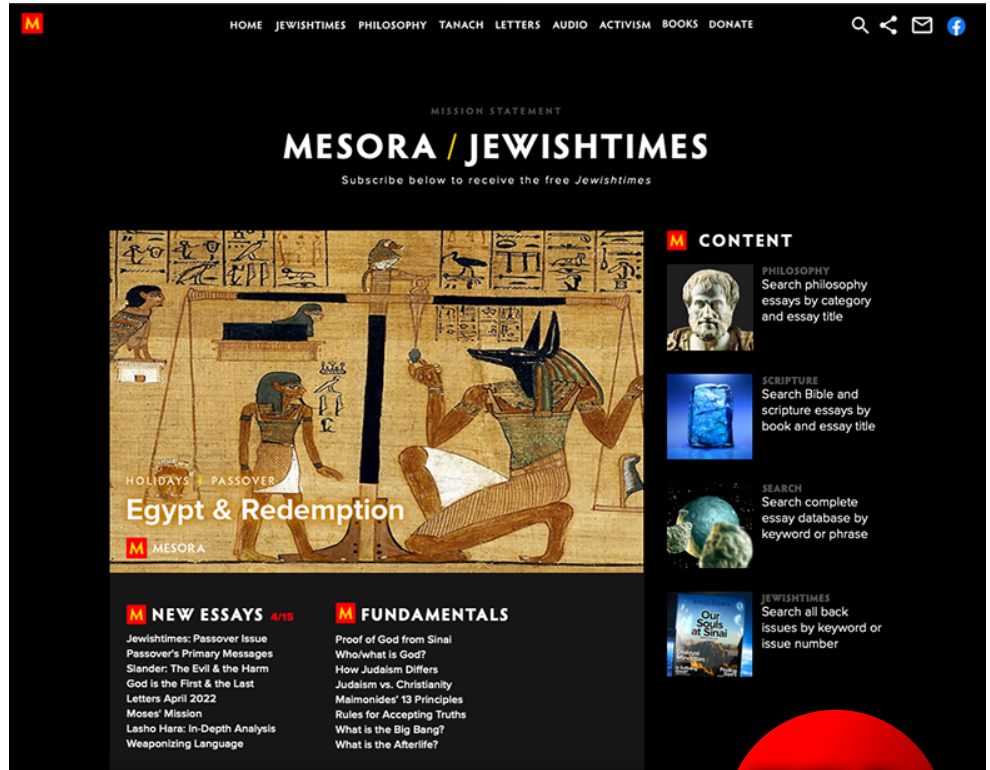
# MESORA

## Rebranding & Development

Mobile/Desktop



Former site



### Problem

Mesora has been a major Bible study portal for 1/4 century with 1000s of original essays. But over time, visits plateaued with sluggish growth.

I was the sole strategist and designer (exclusive product ownership) tasked with determining strategies and design considerations to optimize Mesora's opt-in subscriber and readership growth. Mesora's readers are Bible-minded, English readers, ages 16-65 located globally.

### Goal

Optimize Bible education to the largest audience

### Constraints

- 1 month deadline
- Limited budget
- Pages with many links too large to fit legibly on mobile
- Email providers distort HTML emails (image slice distortion)

### Problems Addressed

Design of a new desktop/mobile website and branding, consolidating 1000s of articles and content into a fewer screens with multiple search methods and easy access. A user-centric approach was satisfied through a more pleasing design, by adding new code for multi-directional page scrolling, adding Google Search, featuring highlighted content on the home page, adding researched/retouched key

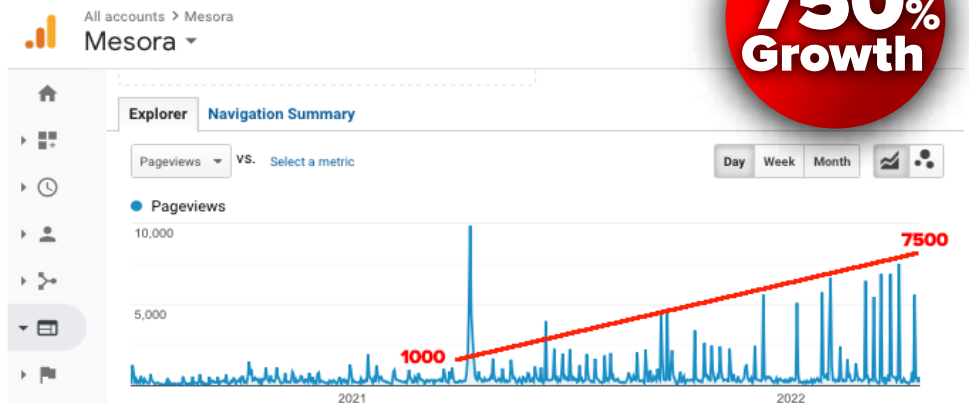
art and motion, and button interactions. The HTML slices issue was resolved by applying custom HTML code to control seamless slices. The flagship Jewishtimes magazine was redesigned with 100s of new issues laid out and emailed to the email list.

### Attaining Growth

- Facebook Open Graph applied to website and magazines
- Multiple site sharing methods
- Research included identifying Facebook's largest affinity groups, and posting there weekly
- HTML weekly emails: Bold images and succinct verbiage
- Prominent subscribe prompts
- Bold new branding and magazine cover design
- New books designed and offered free as e-Books

### Success

- **750% sustained growth (GA stats at right)**
- **874,000 Mesora links appeared in Google searches**
- **78,000 opt-in subscribers**
- 1/4 mil. raised in fundraising & ads
- 2 ambulances purchased
- 100s of magazines designed
- 200,000 signatures supporting peace
- MSNBC anchor supports Mesora
- US News & World Report story on Mesora founder



**750% Growth**

Throughout development, I learned of advanced site mapping tool, email limitations, and new code which produced clean HTML, fostering subscriber growth and web visits. Mock ups and prototypes were obviated by creating live HTML page demos subsequent to the initial redesign. I learned of Facebook's Open Graph and how to apply it to both web and print products. Monitoring weekly site activity, I learned the precise imagery and

verbiage that impacts growth. I am very satisfied having delivered this desktop/mobile product and redesign in a single month, retaining all site content, and that web visits have risen 750%...one day reached 1000%. Following a researched, planned and rational strategy of best practices yields optimal success. I am most proud of the cohesive visual design and sustained growth of new subscribers, validating all my steps. ■

New mobile site design and development: <https://www.Mesora.org>

MISSION STATEMENT  
**MESORA / JEWISHTIMES**  
Subscribe below to receive the free *JewishTimes*

PHILOSOPHY  
Search philosophy essays by category and essay title

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Search Bible and scripture passage by

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- JEWISHTIMES
- PHILOSOPHY
- TANACH
- AUDIO
- LETTERS
- ACTIVISM**
- BOOKS
- DONATE

SAISRAEL HAS OR CAMPAIGNS  
DREDS OF OINED AND  
WISH LIFE  
GLOBALLY.

VISIT THEM BELOW AND  
SUBSCRIBE TO BE NOTIFIED OF  
FUTURE CAMPAIGNS

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**PHILOSOPHY**

♦ TAP-DRAG ♦

- Torah**
  - Proof that God created the Bible
  - What is most sacred in Judaism?
  - Must one believe in God to be Jewish?
  - All is found in Torah
  - What Makes Judaism True?
  - Method in Torah Study
  - Torah, Jews and Israel: For Eternity
  - Torah is Perfect (King David)
  - When we Must
  - What is Judaism?
- God**
  - What is God?
  - God is the First and the Last
  - God's Measure-for-Measure Justice
  - Bashert
  - Jews are No Better Resurrected
  - God's Chosen People: Chosen for what?
  - Earth, Afterlife and the Just World
  - How Judaism differs from other religions
  - What is the Bible?
  - What is Judaism?
- Other Religions**
  - Judaism vs. Christianity, Revelation at Sinai vs. Jesus' Resurrection
  - Jesus Was Never Resurrected
  - Hindu idols drinking milk?
  - A Chosen People: Chosen for what?
  - Israel belongs to Israelites
  - False Religions
  - How All Religions are
  - What is Judaism?

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**SEARCH**

**DATABASE SEARCH**

SEARCH OUR GROWING LIBRARY OF 1000s OF ORIGINAL ESSAYS

Enter phrases between quotes: "anger is equal to idolatry"

Enter single keywords without quotes: anger

Enter multiple keywords with spaces, without quotes: anger idolatry

ENHANCED BY Google

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**JewishTimes**

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25 YEARS/600+ ISSUES COVERING TORAH, ISRAEL, POLITICS, SCIENCE AND READERS' LETTERS.

SEARCH BACK ISSUES:

Abraham (28 results (319 items))

**Satan and Abraham**  
Talmud Sanhedrin 89b: "And it was after these things, and G-d tested Abraham" (Genesis 22:1 regarding G-d's command that Abraham sacrifice Isaac).

**Abraham's Incestuousness**  
In his recent article, "Testing the Biblical Abraham as Peace Broker" (Opinion, WFLA.com), New York Times columnist, "...and in each religion he [Abraham]..."

**Abraham's Incestuousness**  
www.mesora.org/Abraham%20Incestuousness.htm  
And Abraham will be safe. We there great and be no argument between me and between you, and between me and between you and between me and between you, for the sake of

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**CONTACT US**

EMAIL QUESTIONS TO THE RABBI OR SHARE GENERAL COMMENTS:

Your Name, City, Country  
Your Name, City, Country  
Your Email:  
Your Email:  
Your Message:  
If submitting a question, please add "OK to Publish" to permit publication in the JewishTimes and on Mesora

**SUBMIT**

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MESORA |

**What is God?**  
What can we know about Him?

RABBI MOSHE BEN-CHAIM

Moses asked God to show him His nature. God told him, "Man cannot know Me while alive" (Exod. 33:20). But Moses knew that God existed. So did Abraham, Isaac, Jacob, Sarah, Leah, Rachel, Aristotle, Einstein and all wise people. What can we know about God?

As our prayers state, we refer to God as the creator of the universe. He is not an "energy" in the universe, for energy is physical. Energy and physical existence are creations; that's 2 reasons that God isn't energy. God is also not "in" the universe, since before the universe was created, God existed. Thus, He exists separate from the physical realm. Universe

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**LETTERS**

"Shalom aleichem Rabbi Moshe. "Secrets of the Bible" is one of the best books I ever read, especially the chapter "The Two Ways We Sin." Thank you for the insight and the wisdom you put into the book. Baruch HASHEM. Mark G.

"I want to tell you that this answer alone has satisfied that which has been plaguing me for a long time. I will review this many times. I thank you for putting my mind to rest. I've always strived for perfection of character, but have had a lot of trouble progressing. I kept falling back into old habits (and still do). I listened to hundreds of shiurim over the last 19 years (mostly Rav Miller ZTL - who I knew personally) and they helped transform me. I still feel I was missing

Shalom I cannot thank you enough for this extensive reply for me on how to deal with a wicked parent... but more specifically about

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omens, horoscopes and others. God prohibited such practices precisely because they are false. God is all-powerful; imagination is not. Rely on Him alone.

Happiness: Many think wealth and success secure happiness. But Torah teaches happiness stems from wisdom and thought. When pursuing wisdom, one is most happy as Torah offers childlike amazement at every turn. Study offers the daily novelty necessary to retain interest, and the depth that offers amazement.

Pleasing Others: Don't seek approval over truth. Torah says, "What can man do to me?" (Psalms 56:5). "Don't fear man" (Deut. 1:17). "Desist from man whose soul is in his nostrils, for what is he considered?" (Isaiah 2:22). Mortal attention is irrelevant. Following God earns all goodness.

**EMAIL**

**ASK THE RABBI**

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**DONATIONS**

Mesora is a non-profit 501(c)3 organization. Donations are tax-deductible and support our Torah education, and activism for world Jewry.

You may donate securely online below, or mail checks to:  
Mesora POB 153 Cedarhurst, NY 11516

Thank you for your support.

Donation amount

\$0.00	\$25.00
\$50.00	\$100.00
\$250.00	\$500.00
\$1,000.00	

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**M MESORA** SHARE

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NEW BOOK PREVIEW

**IN THIS ISSUE:**  
LETTERS: MODESTY BRIBES FOR TRUTH?  
RELIGIOUS NARCISSISM  
TORAH CHRONOLOGY  
THE SLAVE

Website/Magazine sharing: OG hyperlinked image that populates Facebook users' pages

**M MESORA / JEWISHTIMES**

- 25 years online
- Torah & Bible study
- Ask the Rabbi questions; get confidential answers
- Search 1000s of articles
- **Free Jewishtimes subscriptions**

Subscribe Free!

A sampling of 100s of magazines I designed that drove subscribers: [www.issuu.com/mesora](http://www.issuu.com/mesora)





# RELIABLE-1 LABORATORIES

## 360° Design & Marketing

Mobile/Desktop

### Problem: New brands requiring awareness to boost sales

I was the sole strategist and designer (end-to-end ownership) tasked with rebranding the Reliable-1 Labs corporate identity, website, products, Boroleum branding and website, all social media, video scripting and production, and ultimately optimizing sales for all products.

Audience: mothers in USA age 25-65.

### Goal: Optimize over-the-counter meds (OTC) sales

Digital products alone not drive sales. To that end, I fully explore my client's business model, define their competitive advantage, products, services ...and revenue streams: Which streams have they tapped well, and what new avenues will increase sales and dominate market share? I proactively recommend marketing and design strategies that continue to prove successful, as seen in testimonials I have received over the years.

### Problems Addressed

Reliable-1 Labs and Boroleum had outdated identity and their products were too generic with no branding. I addressed this problem head-on by designing a new in-vogue corporate logo, with modern typography and colors, new cohesive package branding, a new e-comm website, and social media posts, and a series of promotional video commercials which I scripted and produced which ignited sales. I also managed their Facebook ad campaign.

### Attaining Growth

- Bold new identifiable branding and unique new package design, affirmed by industry praise
- Facebook video ad series with highly refined demographics linking to Amazon
- New e-comm website
- B2B presentations

### Success

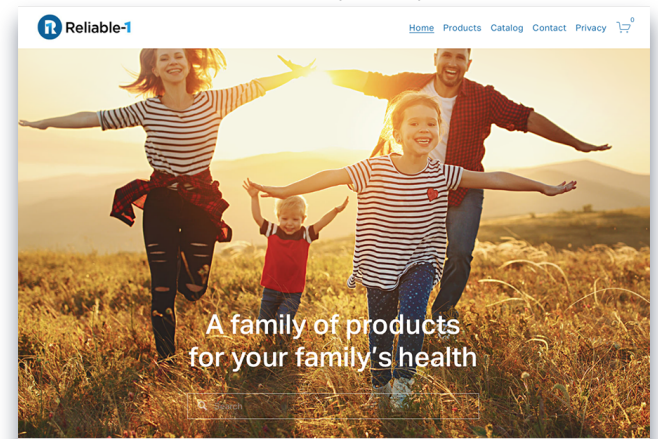
- **300% growth surpassed expectations (Amazon "Seller Central" stats)** ■



Driving sales through new product lines



Desktop site: <https://www.Reliable1Labs.com>



Please contact our Customer Service department for more information at [516-341-0666](tel:516-341-0666) Ext.1006

Reliable-1 Laboratories is a trustworthy provider of a family of products in all major OTC, vitamin, and nutritional supplement categories. Providing you with quality products that best address your family's health is our priority.



About Us

Reliable 1 Laboratories, LLC is an Over the Counter (OTC) and Nutritional Supplement provider with a leadership team holding 100+ years of experience. Reliable 1 provides its customers and partners quality solutions and products with the highest level of service and integrity.



Core Values

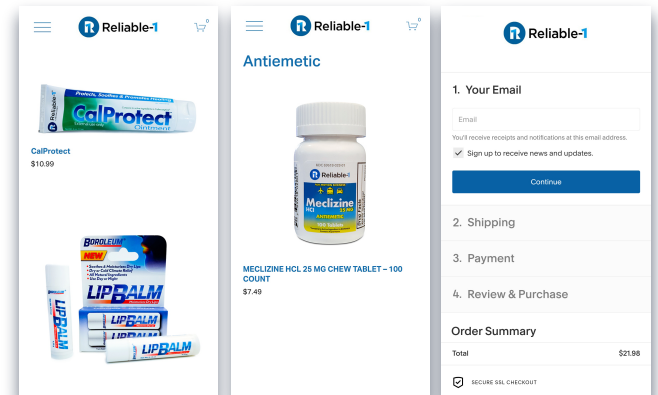
- We are responsible for our actions. We treat all customers and colleagues with respect
- We are focused on providing the best service possible and exceeding the level of expectations our customers have
- Our world is our bond
- Our reputation is built on honesty, consistency and efficiency



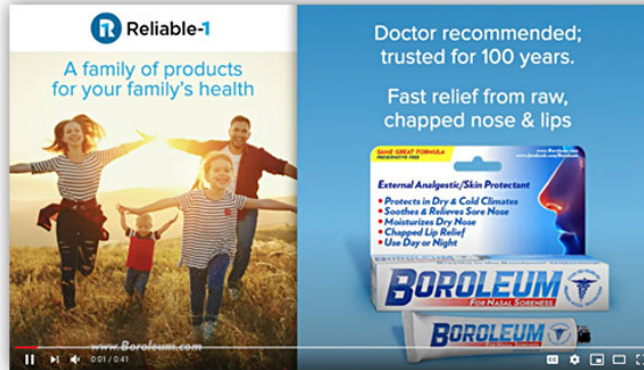
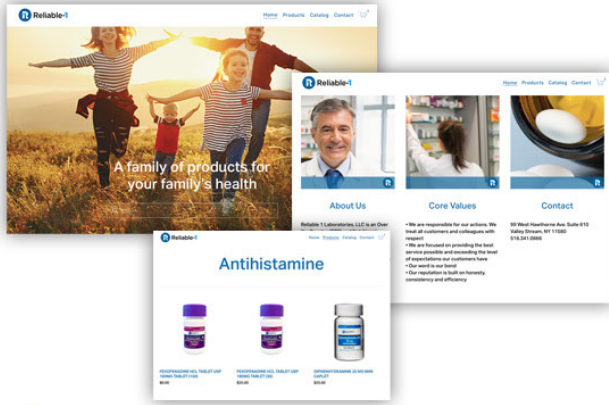
Contact

99 West Hawthorne Ave. Suite 610  
Valley Stream, NY 11580  
516.341.0666

Mobile site: <https://www.Reliable1Labs.com>



Branding, websites and presentations

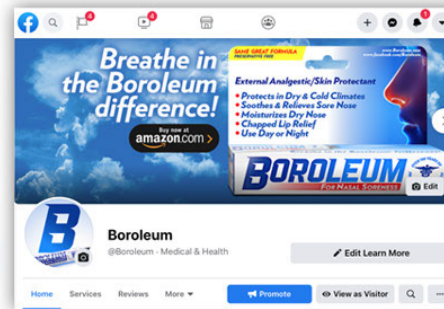
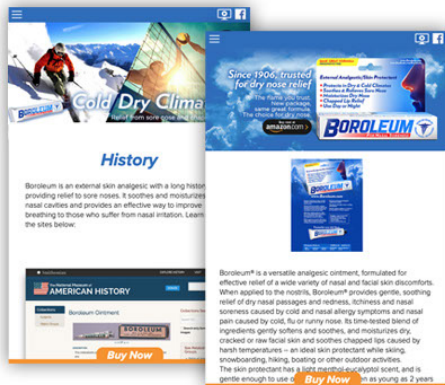


**My Facebook video ads grew sales 300%**  
**With a new intuitive UI and robust tools modeled after Animate, Reels can offer Meta users and advertisers pro video creation to leverage this new venue, with watershed revenue streams.**  
**Furthermore, by offering Reels publication not only within the Meta ecosystem, but on other social media platforms, we increase video views and revenues exponentially.**



**300% Growth**

Mobile site, branding, social media and videos



<https://www.nydesign.com/myds-video.html>



# INCOME DISCOVERY

## Enterprise Software Design

Desktop/Mobile

**Problem: The retirement community lacked a simplified tool enabling the 65+ population to easily manage their retirement finances.**

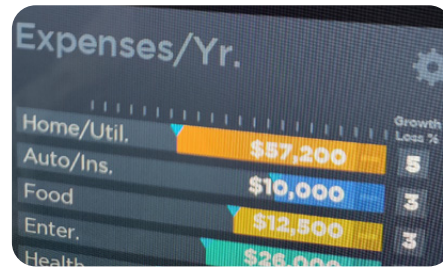
Banks had no solution.

Income Discovery's CEO Manish Mohaltra was approaching banks with a poorly designed software app. The on-boarding process consisted of multiple cumbersome screens, bouncing the user from screen to screen, which disoriented them due to poor navigation. And there was no design, it was simply an Excel spreadsheet with database functionality.

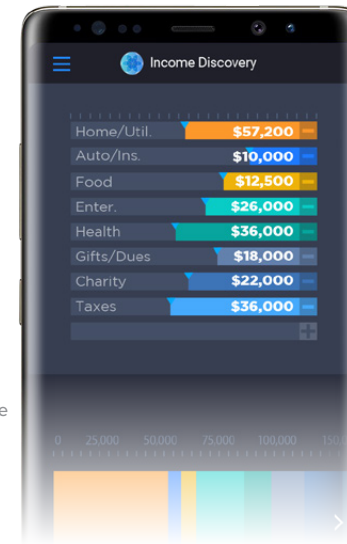
Manish retained me as the sole strategist and designer tasked with designing his desktop platform. After a number of meetings and reviewing the user flow, I consolidated all data input an output into a single screen. I divided screen regions into income and expense areas as well as a color-coded interactive line

chart which clearly displayed financial data. I selected a sans serif typography for simplicity, and a unique color palette. I created new user-centric and visually pleasing input functions allowing elders to easily enter income sources and expenses, creating realtime charts that were easily digestible. I created additional plotting tools providing ease of mind to this audience answering their primary concern: "What will my finances be at any given day, month and year?"

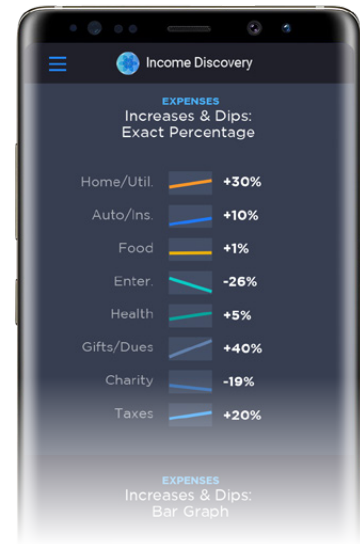
In less than one month I delivered this static GUI, and proactively innovated tools that would help this audience share live sessions and PDF screenshots in order to gain advice from their children. After delivering my design, the president was satisfied and we had no further communications. I cannot verify if this was produced or deployed. I share this project to demonstrate my thinking, strategies and design. ■



Simplified Income/Expenses Management



Mobile



EXPENSES Increases & Dips: Bar Graph



### Innovating New UI/UX Strategies & Standards:

Functionality, interactions, layout, UC Design, motion, branding, navigation and more. Challenge me & be pleasantly surprised.

**RESULT: OPTIMIZED REVENUES**



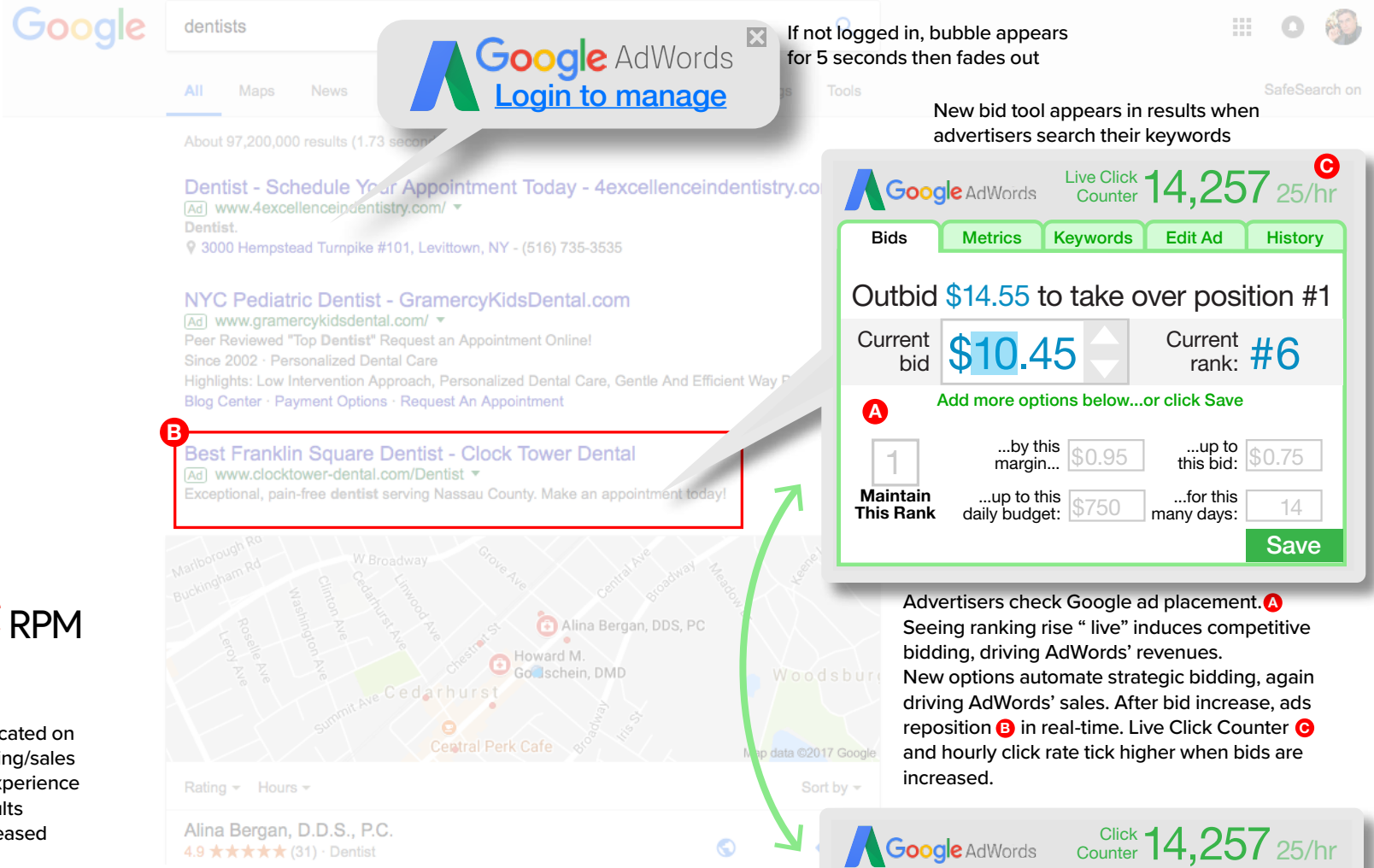
# INCOME DISCOVERY

Subsequent to completing the GUI, Income Discovery's CEO requested I create their pitch deck. This is the complete set of slides, where I also created all illustrations.

The image displays a 4x6 grid of 24 pitch deck slides for Income Discovery. Each slide features the company logo and a specific topic. The slides include:

- Investor Materials:** Lists key executives like RANEE KELL, AMBERLEIGH GIBSON, and SHARPEY FRASER.
- Seed Investors:** Lists investors such as WELLS FARGO, WELLS FARGO INVESTMENT MANAGEMENT, and WELLS FARGO CAPITAL.
- Retirement Income with Income Discovery:** A slide with a large blue arrow graphic.
- Customer #1 Adoption Path:** Details the launch of the Level 1 Investor Tool in June 2015.
- Business Model:** Compares Advisor, Investor, and Income Mgmt. tools with their respective fees.
- Platform Vision:** Shows a flow from Advisor Tool to Investor Tool to Income Management to Annuities and Investments.
- Financial Projections:** A table showing revenue and profit projections from 2015 to 2018.
- Founders:** Profiles Michael Kelly-Ross and Michael Kelly-Ross.
- The Company:** Describes the company as a B2B robo-advisor for retirement income.
- Retirement Income is Difficult and Complex:** Discusses the challenges of retirement planning.
- Customer #2 Adoption Path:** Details the launch of the Level 2 Investor Tool in September 2016.
- Platform Modules:** Shows a diagram of the platform's architecture.
- Personalized Glide:** A slide with a large blue arrow graphic.
- The Team:** Lists key team members like CHRIS WITTES, DEBRA AGARWAL, and CHRYSLER KAVEL.
- Our Market:** Discusses the retirement income market and the company's competitive advantage.
- Pipeline:** Shows a funnel diagram of the sales pipeline.
- Market Response:** Displays bar charts showing client acquisition and revenue growth.
- Intellectual Property:** Discusses the company's proprietary technology.
- Advisor Tool Snapshot:** A screenshot of the advisor tool interface.





If not logged in, bubble appears for 5 seconds then fades out

New bid tool appears in results when advertisers search their keywords

Google AdWords Live Click Counter **14,257** 25/hr

Bids Metrics Keywords Edit Ad History

Outbid **\$14.55** to take over position #1

Current bid **\$10.45** Current rank: **#6**

**A** Add more options below...or click Save

1

**Maintain This Rank**

**Save**

Advertisers check Google ad placement. **A** Seeing ranking rise "live" induces competitive bidding, driving AdWords' revenues. New options automate strategic bidding, again driving AdWords' sales. After bid increase, ads reposition **B** in real-time. Live Click Counter **C** and hourly click rate tick higher when bids are increased.

Google AdWords Click Counter **14,257** 25/hr

Bids Metrics Keywords Edit Ad History

Dots = Bid changes Position #1 @ \$14.55

You: Position #6 @ \$10.45

	Clicks	Impr.	CTR	Avg.CPC	Cost	Avg. Pos.
US	2088	80	10%	\$10.45	\$885.12	4
Can	1765	80	10%	\$10.45	\$885.12	4
Eur	98	80	10%	\$10.45	\$885.12	4

Display last **24 hours**

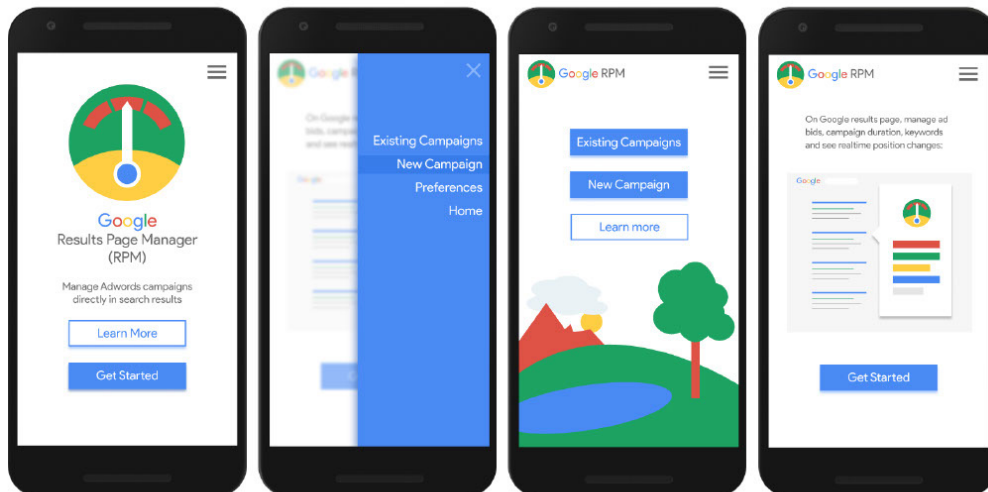
Additional tabs offer performance metrics, keyword suggestion tool, ad text editor, other TBD.



**Google RPM**

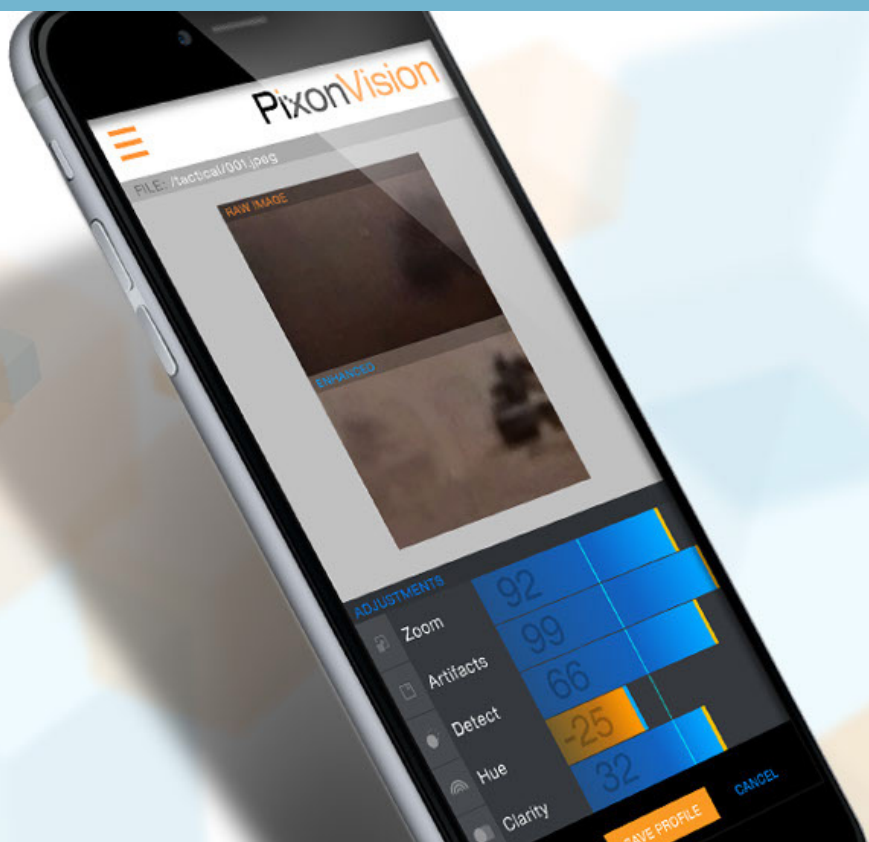
(RESULTS PAGE MANAGEMENT)

Presently, ad management is not located on search results pages. Induced bidding/sales will be realized when advertisers experience real-time ad positioning on live results pages. Sales will increase with increased advertiser engagement.



# PixonVision

extend your vision



### Creating intuitive GUI functions & strategies:

Pixon Vision is a former client who retained me for logo, branding and promotional materials. Their hardware for the military and medical industries greatly enhances static and video imagery. I proactively created this app to remotely control that hardware, in place of their HMI.





**+** **RA** **X**

**RATE & SHARE YOUR MUSIC**

# +RAX

## Creating intuitive GUI functions & strategies:

### STATIC

**Rating:** When green “+” and red “x” icons are clicked, album is added to database. Home screen serves ordered top albums/tracks favored by users.

**Blue:** Interactive: hyperlinks/active/selected.

**Share:** Accesses phone contacts and sends preformatted message with programmed link.

**On/Off, Personal data (viz, name):** Changed by single tap on text and typing name in place, or toggle on or off. “New List” title can be created with tap. After new list title is saved under last list name (“Funk”), “New List” text appears one line below “Funk.” Process repeats until all new lists are created.

**Manage Lists:** White arrows indicate ability to drag-reorder selected audio track. “X” deletes track from list.

**Orientation:** “Add track to list” and “Manage lists” has superimposed smaller screens with edge-glow to orient user that he/she is within a parent menu link. Parent window is behind superimposed screens and is grayed-out.

**Albums/tracks:** Tap/play

**Audio controls:** Appear while track/album/list are active.

**Hamburger:** Spins vertical when in menu.

### MOTION

**Icon:** From smartphone desktop, tapped icon grows to opaque proprietary blue, edges glow, then blue fades and fills screen and fades to login screen...all within 2 seconds.

**Screen Transitions:**

**In:** As if zooming-in from behind user, next screen fades in larger to smaller from 50% to 100% opacity to fill screen.

**Out:** Reverse of above.

**Hyperlinks**

**Text:** Text fills blue horizontally left to right very fast then next screen appears.

**Button:** Same as above.

