Culture shifts, technology evolves and aesthetics change — but great storytelling perseveres.

Rdeca Group is a multichannel creative agency with a focus on three core areas: communication design, brand management and interactive media. We help companies think strategically, communicate clearly, execute professionally and leverage the latest technologies to achieve measurable, sustainable success.

From logo design and content creation to website and mobile app development, we deliver a spectrum of communications solutions designed to help organizations thrive in their given market. This equates to greater customer engagement. More productivity. Better bottom lines. Through strategic planning, flawless execution and cohesive cross-platform integration, we create solutions that are impactful, memorable and designed to deliver value.

We help Davids become bigger and more legitimate. We help Goliaths feel smaller and more approachable. We bring significant strategic, tactical and technical muscle to the table, and we make and manage brands that stand the test of time.
Leadership
SEAN MELLIS
President, Chief Creative Officer

Sean Mellis is an independent marketing communications entrepreneur. As co-founder and Chief Creative Officer of Rdeca Group, his creative and strategic stewardship has helped many organizations prosper.

Sean has worked in numerous professional creative roles for more than 20 years, starting as proprietor of his own design studio about 15 minutes out of Art College. Soon thereafter he rode the dotcom bubble to its zenith with software developer and online advertising pioneer Cybersurf Technologies. His communications ventures have taken him from boardrooms in Manhattan to Panamanian cloud forests. Well-travelled both professionally and geographically, Sean is adept at developing brand strategies that interrupt, engage and persuade.

As a veteran communicator for private enterprise and public-sector organizations alike, he possesses both the specialized expertise and the professional network required to proactively, strategically and effectively manage any communications challenge he’s given. His client portfolio includes Procter & Gamble, Canada Post, HMV, Molson and Cadbury Beverages.

With a classical foundation from the Alberta College of Art & Design, a portfolio spanning two decades and several continents, and a gift for telling client stories with impact and economy, Sean is adept at distinguishing truly great work from the merely good. His slavish pursuit of – and ability to consistently deliver – unrivalled excellence in branding and communication design is the unique value he has to offer clients of Rdeca Group.

KAREN KOLENC
Chief Executive Officer

As head of Rdeca Group’s communications division, Karen is adept at distilling disparate brand elements into succinct, distinct and memorable visual language. A champion of big ideas and a stickler for small details, she is an unrivalled expert at stewarding a client’s communications program flawlessly across all touchpoints and media applications.

Karen’s creative background spans two decades and includes a variety of senior creative and corporate roles including Art Director for ROOTS Canada, Marketing Director for Marshall Tittemore Architects, and proprietor of her own marketing communications firm in Toronto. Her client portfolio includes Jones New York, Steve Madden, Hush Puppies, Seventeen, Canadian Olympic Committee, NHL, USTA US Open, Sundance Film Festival, Mercedes-Benz Canada and World Vision.

Karen is integral to building a strong communications offering and overseeing Rdeca Group Group’s own growth and innovation. Of all the creative roles she has mastered, telling compelling client stories excites Karen the most. She lives to harness the potential of communication design to engage employees and customers alike; realign fragmented organizations; and breathe new life into businesses looking to separate themselves from the pack.
MARCEL MERCIA
Chief Technical Officer

Marcel joins Rdeca Group with fifteen years of progressive experience in planning, managing and deploying
digital assets that span the spectrum from simple websites to national broadband networks and enterprise-
level billing systems. A holder of several patents pending on electronic fund transfer systems and LAN
technology, Marcel is a certified Project Management Professional whose almae matres include SAIT, Mount
Royal University and the University of Calgary.

Marcel has served as a Director and Executive Manager of Telecom and technologies-related companies
since the late nineties; in many cases as a principal and managing partner. Prior to joining Rdeca Group,
Marcel spent seven years as Chief Operations Officer for Cybersurf Corp, one of Canada's largest
independent Internet Service Providers.

Most recently, Marcel led the complete overhaul of a Joomla-based CMS-driven website for the MD of Lesser
Slave River. Marcel was also the lead architect on the conversion of a proprietary software and hardware
solution to a SaaS platform. Concurrently, he designed a custom CMS that updated SharePoint in addition
to a custom-developed UNIX stack web applications. Earlier this year, Marcel led a project that required an
entire custom-made web-based logistics application using Drupal and Bootstrap. Marcel's deep expertise
in designing and stewarding complex technical projects, and fluency in Java, JavaScript, PHP, C++, UNIX, SQL
and UML, make him an exceptional asset to any project with complex and challenging parameters.

BAILEY SMITH
Lead Developer

Bailey excels at the amalgam of art and science that makes client ideas come to life onscreen. Anything you
can imagine left clicking, Mr. Smith has coded, compiled, linked, populated and animated. His growing list of
mastered programming languages includes Flash, Flex, MXML, XML, HTML, DHTML, CSS, PHP and SQL.

With a B.F.A. from the University of Lethbridge, a Masters from McGill and a Design degree from Concordia,
Bailey is no stranger to the lost art of thinking. Regardless of the technical challenge, he never fails to deliver
websites that are as efficient and reliable as they are beautiful. Before our clients can even ask about
zeroes and ones, thanks to Bailey the answer is always yes. Bailey augments the team with his considerable
expertise as a Lead Developer combined with extensive client side experience. This powerful combination
allows him to offer solutions that are both practical and progressive.

MARIA HERNANDEZ
Graphic Designer

Maria thrives on the unique challenges and opportunities that arise from helping clients communicate
online. Well-versed in the fine art and fundamental math of interactive design, and with a keen insight into
the continually evolving fabric of the social web, Maria is adept at connecting clients with their customers in
meaningful and lasting ways.

An avid listener, lateral thinker and accomplished designer, Maria has considerable experience helming
strategic online communications programs for private and public-sector organizations. She understands
the subtleties of visual communications better than most, and has leveraged these insights into the
development of many authentic and engaging online programs. In her most recent role as design
lead on the Lesser Slave River Government Portal, Maria helped to significantly enhance the two-way
communication efforts of the municipality. Maria holds a BA from the Alberta College of Art & Design.
CREATIVE CAPABILITIES

• More than 20 years of progressive experience in brand identity design and management
• A proven ability to design and produce consistent and professional branded touchpoints
• A keen understanding of the importance of strict adherence to brand standards
• Considerable expertise designing intuitive user interfaces and engaging user experiences
• More than 20 years’ experience writing engaging corporate, editorial, technical and advertising copy
• Professional technical, editorial and advertising illustration and animation capabilities

MARKETING CAPABILITIES

• A high degree of search engine optimization and search engine marketing expertise
• A full range of SEM and related digital marketing campaign support is available upon Client request
• Considerable dedicated expertise in launching and maintaining relevant social media initiatives
• Assistance with strategic marketing plan development, execution, measurement and analysis
• Considerable expertise in the cross-purposing of online marketing initiatives via traditional media

WEB DEVELOPMENT CAPABILITIES

• Exceptional competency in web development across multiple programming languages
• High proficiency in using open-source CMS platforms including Joomla, Drupal, WordPress and
• A lengthy and successful track record of designing intuitive user interfaces and engaging user experiences
• Considerable expertise in integration of new and legacy disparate systems integration

PROGRAMMING ENVIRONMENTS

• Programming languages: PHP; HTML; JavaScript; jQuery; Flash; Flex; UNIX; C++; MXML; XML; UML; HTML5; DHTML; CSS; PHP; SQL; and proprietary software development
• Server environment: Linux OS; Apache 2.2.14; PHP 5.2.17; Drupal; Joomla; SQL Server; SharePoint Server
• Supported Internet browsers: Google Chrome, Firefox 3.0+, Internet Explorer 7.0+, Safari 3.0+
Success Stories
CASE STUDY 1: CMS WEBSITE REDESIGN AND COMMUNICATIONS SUPPORT
MD of Lesser Slave River no.124 | www.mdlsr.ca

Rdeca Group was engaged by Lesser Slave River to migrate its website content from an aging “black box” proprietary Drupal build to an open-source CMS platform. The twin objectives of this project were to provide the MD with stable and user-friendly in-house content management capabilities, and to provide users of the municipal website with a more engaging and informative user experience.

Joomla was recommended as the development platform for a number of reasons. First and foremost, Joomla is an extremely robust and well-coded platform. Additionally, the Joomla core, along with thousands of templates and modules, is open-source. This means that the new Joomla-powered website’s security, functionality, efficiency and user experience will continue to evolve in tandem with the World Wide Web.

Following visits to the region and initial strategy sessions with the client, Rdeca Group began to develop and populate the new website in a beta location while concurrently maintaining the legacy site. Throughout the project, the client was able to actively collaborate on the project via Rdeca Group’s interactive sitemap, project management and file transfer systems.
CASE STUDY 1: CMS WEBSITE REDESIGN AND COMMUNICATIONS SUPPORT (CONT.)
MD of Lesser Slave River no.124 | www.mdlsr.ca

Rdeca Group provided the client with a set of simplified, permissions-based editing tools that provided different municipal employees with no specialized experience the ability to maintain specific areas of content such as news, career opportunities and community events calendars.

Reworked with graphic coherence and a robust, scalable open-source platform, the new Lesser Slave River website stands shoulder-to-shoulder with any progressive municipality in North America.

KEY FEATURES
Pages that conform to any browser size
Simple client-side editing capabilities
A self-updating open-source framework
Thousands of free modular upgrades
Real time social media content feeds
Google Earth mapping capabilities
Integration into legacy systems
CASE STUDY 2: CUSTOM WEBSITE REDESIGN AND SHAREPOINT DEVELOPMENT

SAExploration | www.saexploration.com

With more than 2,000 employees across ten countries, SAExploration is a seismic data acquisition company that helps meet the world’s growing demand for energy in economically, environmentally and socially responsible ways. Rdeca Group was engaged to help this industry-leading organization tell its unique story to the world. The main twin goals of this project were to communicate the client’s array of land and marine seismic capabilities in an effective manner, and to empower the client’s employees to manage specific online content in the easiest ways possible.

The client required a custom website developed in .NET to facilitate integration to its SharePoint Intranet. The new website is designed to convey all facets of a complex story, and to facilitate scalability of this story in tandem with the company’s growth. The clean, minimalist user interface dynamically reconfigures to different monitor, device and smart phone sizes. Resourceful .NET programming delivers a fluid and engaging user experience that visually supports the technically advanced nature of the client’s brand.
CASE STUDY 2: CUSTOM WEBSITE REDESIGN AND SHAREPOINT DEVELOPMENT (CONT.)
SAExploration | www.saexploration.com

Almost every aspect of the site is editable by the client via a custom-built, permissions-based WYSIWYG (what you see is what you get) administrative dashboard. The back end of the site also contains a sophisticated career management database that enables the client to post job opportunities and manage applicant submissions.

Everything about how the new SAExploration website looks, feels and behaves is designed to communicate the client’s brand promise of providing the most robust and technically advanced suite of network stability solutions on the market. This new online strategy helps position the client as an ecologically responsible seismic acquisition leader that taps into the best minds in the industry to produce remarkable outcomes for its customers, investors and business partners.

KEY FEATURES
An interface that conforms to any device
Real time investor relations feeds
Custom client-side content editing tools
Dynamic Google Map integration
Custom SharePoint modification
CASE STUDY 3: CUSTOMIZED DRUPAL HYBRID CMS WEBSITE & DATABASE
Attainable Homes Calgary | www.attainyourhome.com

As a provider of unique home ownership opportunities for middle-income Calgarians, Attainable Homes Calgary has a great story to tell. However, the information architecture and visual design of the client’s legacy website made the story very complex and cumbersome. Additionally, the client was paying a steep monthly fee for a standalone CRM that wasn’t providing the desired functionality. The mandate was to create a best practices web presence that the client could easily maintain, in addition to developing and integrating custom web applications that allowed the client to manage client relationships more effectively.

Drupal was chosen as the underlying core, into which a back-end database and a number of custom-programmed modules were integrated. With the new version of the client’s website, public access to new properties is nearly immediate, the client’s offering is articulated in simple, understandable terms, and new users are able to self-qualify for membership in the Attainable Homes program via intelligent online registration tools, self-directed video tutorials and mortgage broker selection modules. Additionally, many aspects of the legacy home ownership program that required the user to download forms, make phone calls and attend info sessions have now been integrated into the new version of the website.
CASE STUDY 3: CUSTOMIZED DRUPAL HYBRID CMS WEBSITE & DATABASE (CONT.)

Attainable Homes Calgary | [www.attainyourhome.com](http://www.attainyourhome.com)

The primary challenge with the Attainable Homes project was to merge custom PHP development with an open-source Drupal framework in a manner that was seamless to the client and engaging to the client's growing audience. Most importantly, the custom-developed modules needed to be integrated in ways that did not impede the flow of periodic updates to the Drupal core or its underlying theme.

By employing best-practices communication design, and by implementing a powerful database-driven CMS and intuitive client-side editing tools, Rdeca Group has helped the client engage, educate and sell its unique offering like never before possible.

**KEY FEATURES**

- Custom code integrated with Drupal
- Simple client-side editing capabilities
- Massive client-managed CRM database
- A self-updating open-source framework
- User-driven account management
We look forward to helping you tell your story to the world.