



# Think. Design. Develop.

## Our Collaborative Spirit

We build award-winning digital products that are engaging, easy to use and cost-effective.

Leading companies and non-profits are attracted to us, not only because we deliver the goods on time and on budget, but also because we're down-to-earth, friendly and accessible.

We get to know our clients and their businesses—their obstacles and their aspirations. Our hands-on approach is an integral part of our remarkably successful design and development process.

## Our Open Mindset

Innovation is part of Tierra's DNA.

We are certainly pragmatic, but we continually challenge ourselves to pursue fresh ideas and develop new technology.

## Our Impressive Body of Work

There is no "B Team" at Tierra. We are a small group of highly skilled professionals who are extraordinarily passionate about what we do. And we have fun doing it. Really.

Perhaps that is how we have cultivated so many trusted, long-term relationships with our clients, including:



## Our Expertise

### DEVELOPMENT

- Building and managing websites
- Content management systems (CMS)
- Web and mobile apps
- Database design
- Software development & integration

### DESIGN

- Visual design
- Information architecture
- Branding and identity
- Digital marketing materials
- Content strategy

### STRATEGY

- Competitive analysis
- Usability research
- Digital business strategy
- Product planning
- Integrated marketing initiatives
- Web analytics & optimization
- ROI measurement

Founded in 2002, Tierra Innovation is privately held and is based in New York City.  
[www.tierra-innovation.com](http://www.tierra-innovation.com)

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# Praiseworthy Projects

## CBS PRESS EXPRESS

“Thank you again for the amazing job you did to make this site our dream-come-true!”

– Barbara Abseck | Vice President, CBS East Coast Publicity

“Wow. You built us a totally \*@\$#ing amazing website!”

– Gail Plautz | Vice President, CBS Photography

**Awards:** IMA - Outstanding Achievement, Horizon Interactive Award - Bronze, Communicator Award for Excellence

## THE POETRY FOUNDATION WEBSITE

“The new design and updated features will allow the site to reach a wider audience and introduce more people to poetry.”

– Catherine Halley | Online Editor, The Poetry Foundation

**Awards:** Davey Award - Silver, W3 Award - Gold & Silver, IMA Award - Outstanding Achievement, Horizon Interactive Award - Bronze

## THE POETRY FOUNDATION MOBILE APP

“Essential.”

– Bob Tedeschi, *The New York Times*

**Awards:** ASME Finalist, W3 Award - Silver, Print + HOW Color in Design Award, Horizon Interactive Award - Gold, Appy Award Finalist

## THE PARIS REVIEW WEBSITE

“Swoon!”

– Dan Duray, *The New York Observer*

“The Paris Review’s Web site feels, for now, like the best party in town.”

– Dwight Garner, *The New York Times*

**Awards:** Blog selected as Official Webby Honoree, Horizon Interactive Award - Best in Category, Interactive Media Award - Best in Class

## THE NEW YORKER FESTIVAL MOBILE APP

“...the design team at Tierra Innovation (who designed our amazing Festival App)”

– Macy Halford, *The New Yorker’s Book Bench*

**Awards:** Official Webby Honoree

## AWARDS & RECOGNITION



Appy Awards  
WINNER

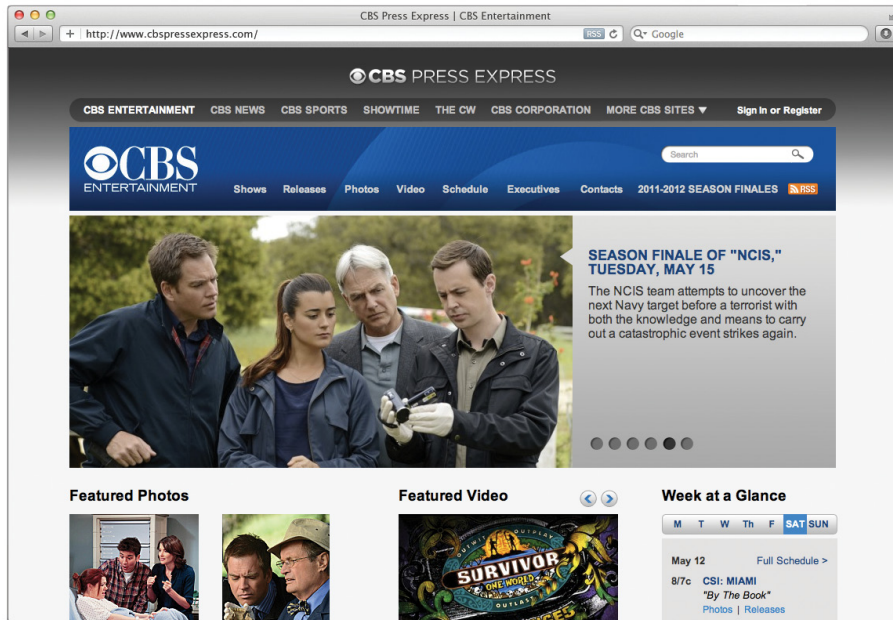




# We've Got the Goods

## CBS PRESS EXPRESS

<http://www.cbspressexpress.com>



development



content mgmt



design



information architecture

Building on Tierra's successful development of The CW Network's press website, its parent company, CBS, hired Tierra to redesign CBS Press Express, a complex multi-media site that serves over 20 divisions at CBS Corporation.

The site's new features include:

- Fully integrated video, optimized for mobile devices
- New social media hooks - embeddable photos, shareable media and Twitter feeds
- A slick new calendar with upcoming highlights and links to must-have media and releases.

[Read more >](#)

## CWTV.COM

<http://www.cwtv.com>



development



content mgmt



information architecture



strategy

In 2006, Tierra's development team built The CW's website from scratch and continues to maintain many of the site's principal applications and technology.

The site boasts billions of page views and has enabled The CW to attain some of the highest engagement metrics for any broadcast network.

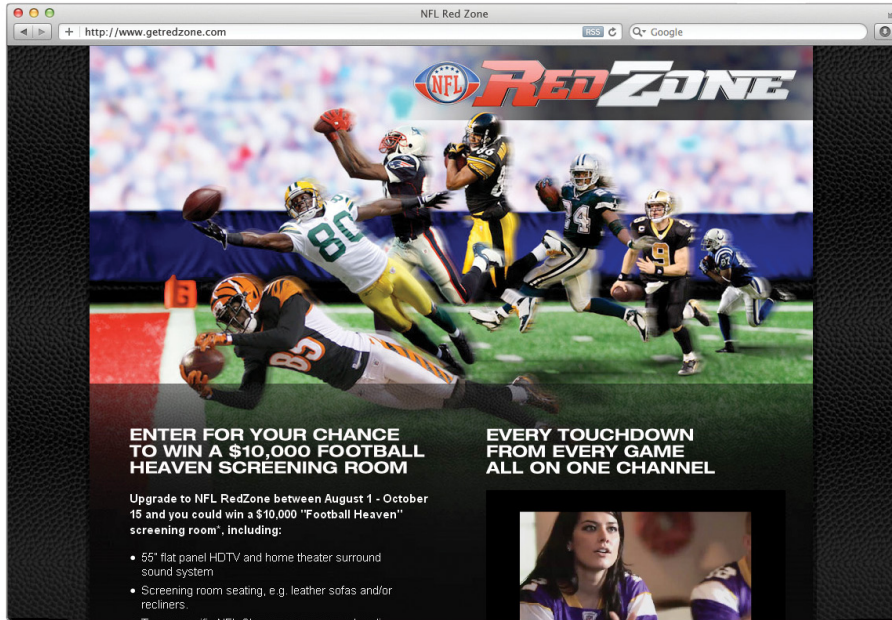
[Read more >](#)



# We've Got the Goods

## NFL NETWORK

<http://www.getredzone.com>



development



content mgmt



design



information architecture

Faced with a blitz of marketing challenges, NFL Network's team needed a partner that could understand their objectives and rapidly deliver cost-effective, compelling digital marketing solutions. They turned to Tierra to design and deploy sweepstakes, conversion and business-to-business sites.

[Read more >](#)

## THE POETRY FOUNDATION WEBSITE

<http://www.poetryfoundation.org/>



development



content mgmt



design



information architecture



usability

After extensive research, usability testing, and strategic planning, Tierra worked with The Poetry Foundation, publisher of Poetry magazine, to completely redesign the website and make their rich content more accessible and discoverable.

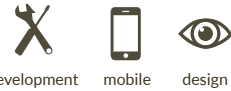
Tierra also helped The Poetry Foundation leverage its partnership with JSTOR so poetry lovers can now take a deep dive into the full archive of Poetry magazine, dating back to 1912.

[Read more >](#)



# We've Got the Goods

## THE POETRY FOUNDATION'S POETRY APP available in the App Store and Android Market



development mobile design

The Poetry Foundation hired Tierra to design, build and update its wildly popular POETRY app for iPhone, iPad and Android. Now, for the first time, more than 1,700 complete poems are available on a mobile device.

Readers can save their favorite poems and share them with friends through Facebook, Twitter or email.

[Read more >](#)

[Available in the App Store >](#)

[Available in the Android Market >](#)

## THE PARIS REVIEW WEBSITE <http://www.theparisreview.org/>



development content mgmt design information architecture strategy



The iconoclastic literary magazine hired Tierra to design and build their new website, deploy a custom content management system to streamline the publication of the magazine's extensive content and integrate a new e-commerce platform.

Once a static reflection of *The Paris Review's* quarterly contents, the flexibly designed site is now a dynamic place that features new and original content from the magazine and its blog, The Daily.

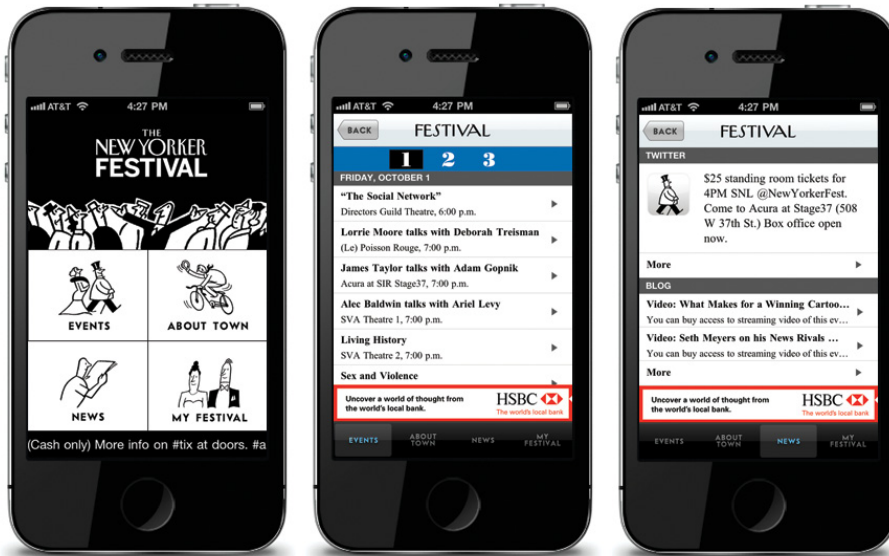
[Read more >](#)



# We've Got the Goods

## THE NEW YORKER FESTIVAL APP

available in the App Store and Android Market



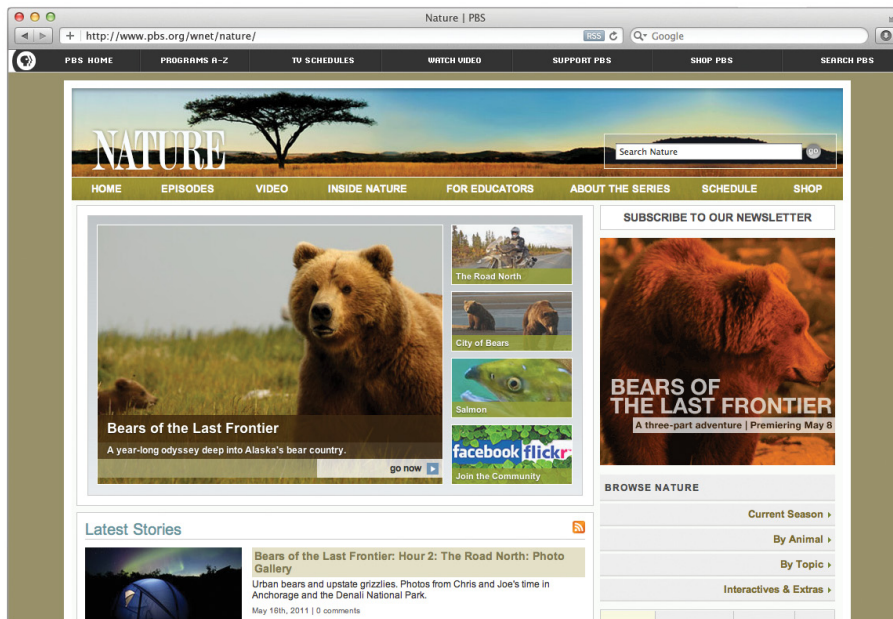
Tierra built the first ever *New Yorker* Festival app for iPhone, iPod touch, and Android devices.

The app enabled attendees and fans to stay connected to the festival and their friends before, during and after the three-day celebration of ideas and the arts in New York City.

- [Read more >](#)
- [Available in the App Store >](#)
- [Available in the Android Market >](#)

## CUSTOM WORDPRESS CMS FOR WNET.ORG SITES

<http://www.pbs.org/wnet/nature/>



Tierra and WNET.ORG (PBS Channel Thirteen in New York) collaborated on a groundbreaking project that cut costs, streamlined web publishing processes and improved the user experience on many of WNET.ORG's individual program sites.

Tierra's Wordpress-powered CMS platform and multi-site information architecture enabled WNET.ORG to increase its capacity to launch and maintain websites by as much as 700% and network site traffic increased by an average of over 100%.

[Read more >](#)