

## **Visual Design Expert Rie Norregaard Joins Roundarch**

**NEW YORK, NY** - March 31, 2008 - Roundarch, the leader in large scale Website design and development, announces the addition of Rie Norregaard to the Roundarch team.

In her role as Executive Creative Director Rie will work alongside Geoff Cubitt and Jeff Maling in providing strategic vision and creative leadership to Roundarch clients, partners and internal design teams.

"We are thrilled to have Rie on the team," stated Geoff Cubitt, President & CTO of Roundarch. "She brings a rare - yet highly sought-after - balance of user-centric design expertise and technology savvy that will elevate our client solutions to the next level."

Added Jeff Maling, Roundarch President & CXO, "We are impressed with Rie's ability to anticipate trends in the visual design space and uncover unique applicability to our clients' businesses. She will be a true asset to the team."

Rie has held a number of senior design and creative roles in multi-disciplinary environments. Most recently she served as Creative Director, Digital Design with Frog Design in New York. Prior to Frog Design, Rie held the position of Creative Director with digital marketing agency Organic, Inc. She is actively involved in the global design community including AIGA and IxDA, and lends her keen visual sense to being a color trend forecaster for the design industry.

### About Roundarch

Roundarch is a leading provider of user-centric Web design and technology services specializing in the synergy between user experience and application development to solve complex issues for large organizations. Clients include Fortune 500 companies and government agencies such as Bear Stearns, The Hershey Company, Avis, A&E Networks and the United States Air Force. Founded in 2000, Roundarch has offices in New York and Chicago.

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