

## **Gigapixel Creative Announces Professional Corporate Web Site Design for Businesses Seeking to Upgrade Websites in 2007**

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New York, NY (PRWeb) January 7, 2007 -- Web site development company Gigapixel Creative (<http://www.GigapixelCreative.com>) is poised to be the web design firm of choice for New York and National based corporations that need to ramp up their online efforts. The revitalization and re-emergence of the dot com era now commonly known as Web 2.0 has the venture capital world as well as traditional private and public companies getting their web sites and designs ready for the new year.

"What makes us unique is our people," states Yao-Hui Huang, Gigapixel Creative's sensible and visionary "Dr. Business." The Doctor, as she likes to be called, explains that there are plenty of other custom [web site design](#) companies out there, but none as talented as hers. "New York is the capital of advertising and marketing with Madison Avenue being the heart of corporate America's branding dollars. When the big ad firms call us to do their own [webdesign](#) and [websites](#), we know we are doing something right." Gigapixel wins award after award as collectively voted and chosen by industry colleagues.

According to industry standards, most large advertising agencies have a very creative design team and a not as talented technology team. "Think about it," says Joseph Kilrain, Gigapixel's Creative Director, Visual Engineer and artistic genius behind the scenes. "Most talented programmers are going to be out in Northern California in the software game, not in New York, NY where there aren't as many tech jobs. [Web development](#) just isn't where it's at." What you find behind the doors at Gigapixel Creative is the ultimate in an internet [web design company](#). Creative designers and programmers work hand in hand and are constantly reviewing each others work. The result is not only the best design that can be found in New York, but also [professional web site](#) design that really works for the client, business and the consumer.

Huang is quick to point out that though Kilrain's background is art at big agencies, he also has a real business sense and understanding that does not come along with the artist's mind. "Most people come out of school and work their way through the ranks to become creative directors at agencies, but they have no business or technology sense. That's something you just can't teach. Here at Gigapixel, we have a free flowing work environment that brings together the designer, marketer and programmer. In a few words, "Joey gets it," while others simply do not have the capacity."

Kilrain shoots back with only accolades for Huang. "Yao really knows her stuff. You will not find a more energetic, professional, fun, yet intensely serious business woman in this industry. Maybe down on Wall Street you will find someone as intelligent, but in this part of the city you have got to have something much more." Huang's background is also in corporate America. Yao got her sales, marketing and business development feet wet in the healthcare and pharmaceutical world.

Kilrain and Huang are not your ordinary [web design](#) and development team, and that's why they have been getting lots of calls from Venture Capital firms who want the best of the best. People are again sinking millions and millions of dollars into dot coms and Internet ventures. The minds behind the ideas are certainly smart enough to get their websites to a certain level, but when the curtain is raised, they need to have the ultimate makeover. Gigapixel's specialty is making the well-funded Internet venture "web worthy." Every site needs to work well to impress the money behind the scenes as well as the consumers and day to day people that are going to be using the site. Usability factors, layout, design and color all need to be put together carefully in order to keep the visitors on the site as well as them coming back for more. As the Zeitgeist of the web is upon us, business plans and web site designs are going to be more carefully scrutinized. That means they are going to need designs by web design companies like Gigapixel Creative.

Brick and mortar companies are also calling on Huang and Kilrain. They know that they need a 2007 facelift and they know the traditional ad agencies don't have what it takes so they are calling direct without the middleman. Broadband, video and convergence is bringing consumers closer to interactive television that is already on the web. Media companies as well as ecommerce, mail order and retailers are now budgeting for online marketing that includes redesigns and new strategies. Gigapixel is helping companies with their web site design and creative but most importantly keeping investors happy.

"We were one of the first web designers to use photo-realism and virtual reality, integrating real photography into static and flat graphics," proclaims Huang. "Now we are going into video integration, interactive video and ultimately interactive television. Staying ahead of the curve is something we intend to do for a very long time."

And why "Dr. Business" for Ms. Huang's title? "When you have businesses and [web sites](#) that are old and need to get into better shape and redesigned, they need a business Doctor to help prescribe for them their next lifecycle. If they want to get better, they should come see the Doctor. If they don't, they might not be around too much longer."

Gigapixel Creative (<http://www.GigapixelCreative.com>) is a New York based, customer focused graphic design firm at the forefront of innovation and ingenuity. They offer award-winning designs along with consulting, marketing, development, and technology support services. Of distinction is one of the industry's top creatives with over ten years of experience working with companies that span a spectrum of industries - from film and music entertainment to pharmaceuticals. Their work is best described as digital art with the ability to provide businesses with fresh new looks that captivate audiences.

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