



What's New

Marker Seven Redesigns Kristi Yamaguchi Website

Marker Seven, an award-winning digital agency, today announced that its website redesign of Olympic Gold Medalist figure skater Kristi Yamaguchi is now launched at www.kristiyamaguchi.com. The website is a key component of Yamaguchi's rebranding effort to showcase her new personal and professional initiatives, including her first children's book Dream Big, Little Pig. The book is available for sale on her new site.

"Kristi Yamaguchi continues to undertake many things in her career, as a philanthropist, and in her personal life as a mother of two children," said John Clauss, Marker Seven CEO. "Our goal was to create an engaging web design that reflects her many activities, her values and her style. It was a unique and exciting project for our team."

In redesigning the site, Marker Seven employed Yamaguchi's branded pink color in a distinctive way, lots of negative space to keep the design focused and uncomplicated and large format photography to create an immersive interactive experience. Marker Seven also will carry these design elements to a new look for Yamaguchi's Facebook page.

The new site built on Drupal, the open source Content Management System (CMS), integrates social media functionality so that fans can easily access Yamaguchi on a personal level as she stays in touch through Facebook and Twitter.

"We were extremely impressed with Marker Seven's client portfolio and the range of services they offer," said Bret Hedican, CEO, E360 Global. "We had confidence they could meet our goals, which included a very short turnaround time. Chemistry also is important and we felt an immediate rapport with the team. The new website is exactly what we had in mind and we think Kristi's fans will love the new look and the social media elements."

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