



Arthur Naylor - Biography

Areas of Expertise

- Web Architecture
- Interactive and Collaborative Web Applications
- Streaming Media
- User Interface, User Experience and Branding
- Web Programming, including FLEX, JAVA, PHP, SQL and XML
- Web Design, including Flash

ARTHUR NAYLOR is principal and owner of MONETAR Web Media Productions, a web design and development firm assisting smaller businesses in moving to and building successful company brands on the Internet.

Arthur was Chief Information Architect for CondeNast Publications' CondeNet in New York City during its explosion onto the Internet. He oversaw the development and design of websites for magazines such as *The New Yorker*, *Vanity Fair*, *Architectural Digest* and many others. Prior to this, he was Web Architect for and Media Consultant to national and international publishing houses, including Hearst Corporation and Harlequin Enterprises.

Since leaving New York and returning to the Reading area, Arthur has continued to consult to CondeNet and the CondeNast magazines, along with managing ecommerce and marketing projects for small and medium-sized businesses and organizations and international cosmetic, fashion and fragrance corporations such as Estée Lauder, Ralph Lauren Polo and L'Oréal.

With years of experience in web architecture, user interfaces and user experience, Arthur is keen on the rapidly evolving opportunities that the Internet platform and mobile applications hold for medium-sized and small businesses and organizations. Arthur's solid relationships with experts in all areas of web design and development allow him to manage projects combining the expertise of these providers with his own.

References are available on request