

Bio for Dan Malo, Owner of Ionix Studios

Creative. Honest. Experienced. Detail-oriented. These are just a few of the traits that make up the man behind Ionix Studios – Dan Malo.

Dan couples his artistic style and engineering background to create websites and collateral materials that propel his clients ahead of their competition.

What's his secret? Here are a few highlights:

Dan surrounds himself with a team of carefully selected copywriters. Unlike other design firms, he makes these services available because he believes copywriters and designers must work together when creating websites and collateral materials.

Dan understands the limits of marketing budgets. But he also knows that businesses often need to spend money in order to make money. Because of this, he developed a financing plan that can work with almost any marketing budget. This allows businesses to expand and execute their marketing campaigns without breaking the bank.

When it comes to websites, it's all about search engine optimization. Dan constantly reads about SEO. He has SEO experts that he consults to ensure your website is the best it can be.

Dan's communication skills and accessibility make him a natural choice with clients. He's never too busy to answer questions. And if he has a question, he'll ask it. Dan's positive and down-to-earth attitude is an added benefit. After all, who wants to work with a moody "artiste?"

Dan earned his BS in Electrical Engineering at State University of New York at Buffalo, and his MS in Electrical Engineering at Loyola Marymount University (Los Angeles). Although he had a successful engineering career (working for companies like Hughes Space and Communication Company in California), Dan decided several years ago to pursue his passion for art and design.

Dan is highly proficient in HTML/CSS, Adobe Photoshop 7.0 / ImageReady 7.0, Adobe Illustrator 9.0, and Macromedia Flash 5. In addition, he's versed in JavaScript, Active Server Pages (ASP) 3.0, PHP 4.x, MySQL, and Macromedia Director 8.0.

Dan is a member of the HTML Writers Guild, International Webmasters Association, and National Association of Photoshop Professionals. He was active in BNI (Business Network International) and served as president, vice-president, and secretary/treasurer of the 1776 chapter in Sudbury. He's a member of the Corridor Nine Area Chamber of Commerce and served as Chamber Ambassador. An active volunteer, Dan donates his time and resources to a variety of organizations, including webmaster for the New England High Tech Charitable Foundation and the "go to web guy" for the Assabet Valley Mastersingers. He lives in Shrewsbury with his wife, Andrea.