

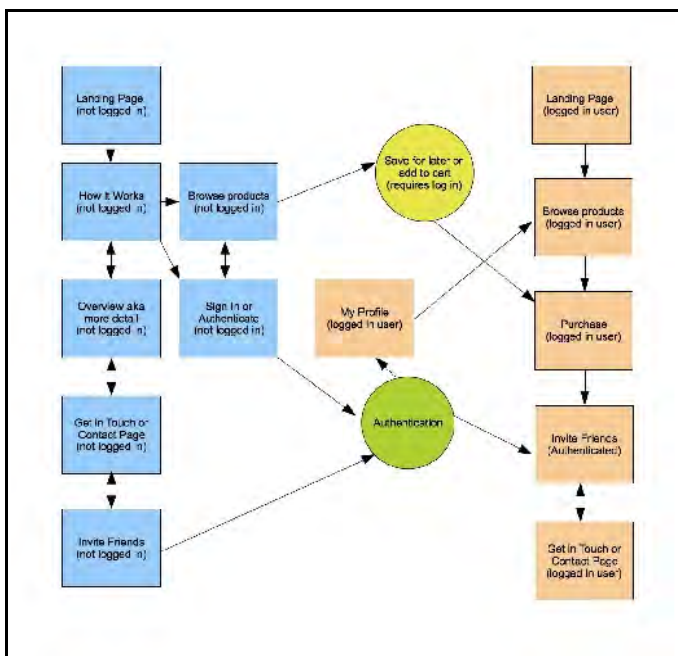
Client: www.haveoneon.me – July 2012 – October 2012.

E-commerce web site design from concept which included wireframe design and approval, logo re-design, icon design, and responsive site template design for optimal viewing in different browsers and resolutions.

This site was created as a proof-of-concept for a startup (is live at an obscured URL) with very little guidance from the founder. I created the entire concept including wireframes, flow, CSS design for the navigation, logo redesign, custom photography, icon design, and branding guidelines.



The site was divided into two general parts: more of a sales / marketing site for non-logged in users and an easy place for logged-in users to make purchases. The wireframe below is a high-level overview of the sales / marketing side (blue) and the logged-in user side (orange) with some database / third-party interactions in the center depicted by green and yellow circles.



The specifics of how the site should be developed were written out in a 15-page document complete with mockups and screenshots generated from Photoshop files. CSS was sourced and customized for the navigation, all buttons and icons were created specifically for this product, and third-party authentication and social media tracking services were recommended in order to ensure a smooth user experience.