**Everything Hair & Nails:**

Everything hair & Nails is a one of a kind salon that takes great pride in taking care of their clients as well as their reputation. As the world of fashion continue to evolve along with technology, owner Amanda Brown took initiative and invested in a website for the Salon to establish a stronger online presence. The website would be composed of general salon information. The website launched was successful without breaking the budget.

Following the salons first anniversary, I was invited to evaluate the existing website with the owner. After the evaluation, we concluded that a face lift was indeed necessary especially with the Salons second anniversary around the corner. The redesign would be expected to enhance the preexisting website with an inviting color scheme, simple navigation and cutting edge designs. In addition, the website would need to appeal to a young, middle aged sophisticated class of working women. Therefore it was imperative for me to eliminate the dark color scheme (Black background, purple floral foreground and white text) and utilize a balance of text, images and importantly, white space.

After designing several compositions, the owner selected one of the proposed ideas (with suggested edits before finalizing) which I used for development.

**Pop It Records:**

Designing and developing a cutting edge website that supports the dynamics of recording artists G-Witt and C-Mar. After the release of the Top 100 single &quot;Major&quot;, Pop It Records decided to pursuit a major investment that will expand the reach and attract new audience with a fan based website.

Before consulting with Pop it Records, the group relied heavily on social media channels – Facebook, MySpace, Twitter and YouTube to promote their material. Although social media channels (equally important to a company&#39;s success as a solid marketing plan) are user friendly and serve as a bridge for audience to connect with consumers they often lack substance. Therefore the investor, decided to expand their presence online with a fan based website. The websites main purpose is to deliver breaking news, exclusive music, videos and photos. In addition to delivering media, the website will provide an event calendar that will let fans know when their favorite group will be in a town nearby.

After consulting with the company representative, I sketched out several wireframes which I used for guidelines to layout and design each composition. Once the compositions were completed and provided to the representative, suggestions were noted and implemented immediately after the follow up meeting. Shortly afterward I began to develop and test the website in various browsers upon the launch deadline.

The launch of the website was a success. Fans across the nation began to navigate through the website from referral sites such as facebook, youtube and twitter as well as direct traffic!