Everything Hair & Nails is a one of a kind salon that takes great pride in their reputation and taking care of their clients. As the world of cosmetology continues to evolve along with technology, owner of the salon Everything Hair & Nails wanted to update the website for her salon to establish a stronger online presence. The website is composed of general salon information. The website launch was successful and done in a cost effective way.

Following the salons first anniversary, I was invited to evaluate the existing website with the owner. After the evaluation, together we concluded that a face lift was indeed necessary. The redesign would enhance the preexisting website with a more inviting color scheme, simple navigation and cutting edge designs. In addition, it would need to appeal to a young, sophisticated class of working women. It was imperative for me to eliminate the current dark color scheme of the client’s current website (black background, purple floral foreground, with white text) and create a site that correctly utilizes a balance of text, images, white space.   
After designing several compositions, the owner selected one of the proposed ideas. Using some more of her suggestions, I went on to develop the complete website.