I designed and developed a cutting edge website that supports the dynamics of recording artists G-Witt and C-Mar. After the release of their Top 100 single "Major", Pop It Records decided to pursuit a designer and developer of a fan based website that will reach and attract new audiences.

Originally, the group relied heavily on social media channels such as Facebook, MySpace, and YouTube to promote their material. Although social media channels are user friendly and serve as a bridge for audiences to connect with consumers, they often lack substance. The websites main purpose is to deliver breaking news, videos, exclusive music, photos, and event calendar.   
After consulting with the company representative, I sketched several wire-frames to be used for guidelines for creating the layout and design for each composition. When the compositions were completed and provided to the representative, suggestions were noted and implemented immediately and shortly afterward, I was able to develop and test the website in various browsers.  
The launch of the website was a success and fans across the nation were easily able to navigate through the website. The site was easily accessible through social media and attracted direct traffic.