

Projects

Nate Lane

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Labor Works

Industrial Staffing Agency

<https://laborworksusa.com>

I worked hand-in-hand with the client to design and implement a multi-year website plan to help solve various business problems. I initially designed and developed the site to gather the information of potential workers for each of the company's 9 locations. This iteration of the site gathered over 10,000 applicants in the first year of operation, at which point we turned our attention to attracting companies to come use these workers. The second, and current iteration of the site has increased the inquiries from potential clients using their staffing service nearly 300%. This satisfaction in the development of the site led the client to utilize other aspects of my company's offerings beyond web development, including email marketing, PPC, and consultation.



BMES

Biomedical Repair Company

<https://bmesco.com>

I worked with a biomedical equipment servicing company to solve usability issues with their previous website. Though the previous site was operational from a client-side basis, it was a difficult site for the client to manage on their own. The desire to improve client usability led to a full site redesign and company rebrand. The previously hard-coded equipment catalog pages were migrated to a WooCommerce catalog, without the use of pricing features, to easily allow the clients to manipulate the main features of their site. In redesigning the site, I also worked with the client to improve the user experience. The company wanted the main function of the website to be identification of the equipment the company would repair and initiation of those repairs. These efforts have led to increased user interaction and greater usage of the online repair system. Throughout this process, the company recognized the need for a new logo, which I designed and is currently being used on the website.



2nd Wind

Investment Real Estate

<https://adobe.ly/2XiNA8x>
Use L/R arrow keys to navigate pages

Working with this up-and-coming regional investment real estate company, I pitched and sold them on their first website and initial branding. After settling on a logo design, I worked out the major functions of the website and designed accordingly. This would include developing an easy-to-use custom property catalog for potential buyers, utilizing user permissions to determine property viewing capabilities, and capturing users who wish to sell their homes or rent from the company. Leading this project, I have brought together a team of developers, a marketing specialist, and myself as the lead designer. This project has stretched my management capabilities, as well as increased my interest and skills in custom development beyond the front-end, UI/UX design and development.

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Logos

In Use

Though my main responsibilities lie in designing and developing the UI/UX of various sites, I have had a few logos get chosen to be the new mark of their respective companies. Because this is not my main expertise, I am always very happy to be chosen.



Logos

Unused Concepts

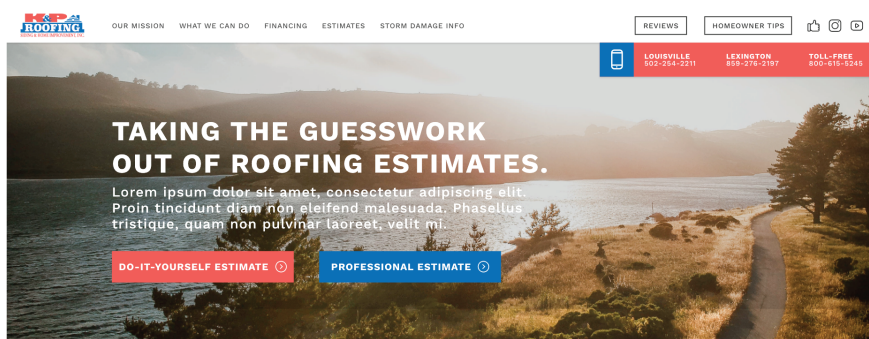
These are several of the logo concepts that I have had, both for fun and to present to clients that have not been chosen. Though not chosen, I am proud of the work I put in to learn the skills necessary to create these designs and they have a special place in my heart. Working to create different feels for these industries from roofing, to bowling, to medispas was invaluable and enjoyable.



Mockups

Unused Concept

This mockup is an unused concept for a client for whom I actually developed a site. I love this concept more than the site that has launched, and wish it could have been developed fully into the beautiful tool which I had begun to design in the concepting process.



ROOFING SHOULDN'T BE COMPLICATED. K&P IS HERE TO MAKE THE PROCESS TRANSPARENT.

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