

GETTING STARTED GUIDE

I create design systems for developers like you.

Working with me saves you time, which means you can bid on a wider type of projects that include more design work.

This is a quick guide to see if I am a good match for your website project. Read on to learn more about who I am, what I do, and how I do it.

"It was a relief to have Wes take the design aspect out of my hands. His recommendations transformed the project from a large block of text to an easy to digest landing page. And all of his suggestions remained within the strict constraints of my project's platform."

- Alisha Laramee, AALV VT

"I've worked with Wes for five years and his strength is his ability to work well with a wide variety of personalities. His calm demeanor enables him to convey and receive feedback in way that delivers results."

- Dan Lee, Brady People ID

ABOUT WES

I have more than 10 years of experience in design, including many years at an agency. In my experience, developers spend far too much time on tiny design decisions when they could be working on actual development. That's why I came up with the idea to offer design systems for developers like you. Instead of agonizing over small design details, you can hire me to incrementally work out the kinks in your process and quickly come up with design answers - saving you time and possibly lots of headaches.

I'm offering you an easy way to stop wasting time thinking about design and start focusing on what you really do: development.

"Wes and I worked on 10 client sites together. He was very receptive to design critique and it was always insightful to chat with him about his design process. Once given the design files, I was ready to develop!"

- Genevieve Curry, Developer

THREE WAYS TO WORK WITH ME

There are three important pillars to any design system. The branding is the foundation. The style guide is the scaffolding. The design assets are the exterior. That's why I offer three packages that reflect variations of those pillars. Each offering fits a certain stage of the project, but all offerings include a style guide and design assets.

The New Company

This package is perfect for a start-up or new venture. It includes:

- **Completely new branding**
- **Style guide:** google fonts, text hierarchy styles, menu style, button colors, links, hover states, styles for a light or dark background.
- **Full design asset package:** 100% custom needs to your project
- **Unlimited revisions**

The investment for The New Company is \$2,000.

The Upgrade

This is the solution for a company with aged branding that isn't ready for the web. It includes:

- **Branding reboot:** an updated brand look that maintains key elements
Standard rounds of revisions.
- **Style guide:** google fonts, text hierarchy styles, menu style, button colors, links, hover states, styles for a light or dark background.
- **The Essential design asset package:** 1 abstract background images, 1 tiled background image
10 icon set.
- **Unlimited revisions**

The investment for The Upgrade is \$1,000.

The Assets

Design assets for the project with an already strong logo.

- **Style guide:** google fonts, text hierarchy styles, menu style, button colors, links, hover states, styles for a light or dark background.
- **The Essential design asset package:** 1 abstract background images, 1 tiled background image
10 icon set.
- **Unlimited revisions**

The investment for The Assets is \$500.

TIMELINE

The New Company Package will take about a month. We can accomplish it faster if we we each align our ducks in a row. During the process, I will send weekly updates outlining what has been done and what we need to do next, every Friday.

SAMPLE STYLE GUIDE

If working in a graphics editor and creating every element from scratch is on one end and working from a component library only allows you to use what is available in the library, a custom style guide is in the middle.

It's provided as an HTML document with the styles in a separate stylesheet. The purpose is to minimize future thought when adding or editing the site. The guide will tell you how to style any change, any button added, any section removed, any shift.

[View Sample Style Guide](#)

FREQUENTLY ASKED QUESTIONS

Q: "I'm not a designer, how will I know to approve if the design is good?"

A: Trust yourself. You know your client better than I do, so try to look at the guide through their eyes. Once it's OKed by you, apply the styles to the site and we'll take another look to make sure it looks good. I also have a document to help provide effective feedback on creative work.

Q: "I know your design packages were created to prevent scope-creep, but what if we want you to do more?"

A: Great! Let's chat about it more. I'm open to partner on projects if my schedule allows and we're a good fit for each other.

Q: "What if I don't like it?"

A: You may not like something initially, but that's what revisions are for. Before we start, I'll send you a PDF on how to give the most effective feedback for designs. That will help our conversations stay efficient and get to your vision faster.

Q: "How will revisions work?"

A: Revisions are important and take time. While I offer an unlimited amount of revisions to guarantee you'll be happy with my work, too many revisions will slow down a project. To ensure each round is effective, I only send iterations that I believe are ready to go. I ask that you give each one a serious look and a detailed response, so I know exactly what to tweak to make it perfect.

Q: "There are a gazillion style guide / pattern library templates out there, why not use one of those?"

A: Your custom design system is created specifically for your project. It's not bloated with extra styles you have to sort through, which means it is .easy to use for your project and your client.

Q: "Say I want to make changes in 6 months, do you offer support?"

A: Yep. We can create a custom plan for quarterly or bi-yearly check ins with the design system, depending on your needs.

Like what you've read?

Think we'd work well together? If so, that's great news! Click the button below to send me an email and we'll schedule a half hour to discuss your project.

[Send me an Email](#)

I can't wait,
Wes