

# **UX** Portfolio

Website Design & Application Development Work

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### About Us

Archetype SC is a full-service digital consulting agency based in Myrtle Beach, S.C.

Founded in 2014 by UX designer Joseph Bonanno and former IBM Security Engineer Usman Khan, ASC provides technology solutions that produce remarkable results for more than 30 clients, ranging from small businesses to Fortune 500 companies.

Our technology experts specialize in digital transformation with services including:

- Website Design
- UX/UI Design
- Web Application Development
- iOS/Android App Development
- Digital Systems Integration

- Data Migration
- Digital Marketing
- Cybersecurity
- Analytics & Data Visualization
- Business Consulting

#### **Our Approach to Design**

At **Archetype SC**, it's safe to say that design is in our DNA.

Co-founded by a UX designer with more than 20 years working on projects ranging from small business websites to enterprise-level applications, we deliver digital experiences that are functional, beautiful and designed to meet your business goals.

From research and sketching to wireframing, prototypes and fully featured websites, we do it all with your users in mind.

By taking the time to get to know your business first, our team of award-winning designers and consultants makes sure everything we do not only looks and works great, but also represents your company values and is designed to connect with your unique audience.

#### Meet the UX Team





Joseph Bonanno President

Patrick Nord VP, Professional Services





**Jon Long** Web Developer Dylan Thompson Designer





Ashley Pariseau Content & SEO

Krishan Patel App Developer



# **Myrtle Beach International Airport**

Website Design, Development & Integrations www.flymyrtlebeach.com

### **Project Details**

Originally approached by MYR about tracking TSA wait times, Archetype SC delivered a cutting-edge location based analytics solution and a new FlyMyrtleBeach.com. The site not only promoted Myrtle Beach as a top-notch vacation destination, but also showcased the power of A2 Analytics by integrating data on wait times, parking availability, and more to be displayed for visitors. With a slick responsive design, large and engaging visuals, and user-friendly navigation, the new site has been well-received by users and management alike.

myrtle beach Your gateway for a getaway. Security Wait Times Parking Availabilit myrtle beach 🎽  $\Omega \equiv$ EXPLORE THE GRAND STRAND Find your slice of paradise.





EVENTS

normous music festi

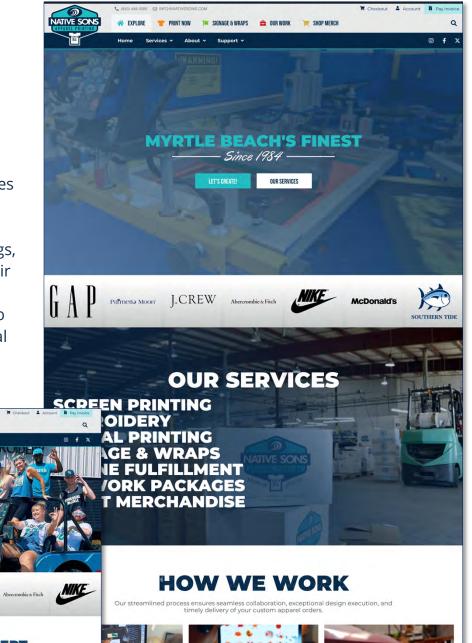


### **Native Sons**

Website Design & Development www.nativesons.com

#### **Project Details**

Native Sons, established in 1984 in Myrtle Beach, SC, has grown into one of the largest screen printing and embroidery companies on the East Coast, offering services such as custom apparel, embroidery, vehicle wraps, banners, and art & design. To better reflect their dynamic culture and comprehensive service offerings, a cohesive digital platform was developed that encapsulates their brand's essence. This unified design seamlessly integrates advanced features, providing clients with an intuitive interface to explore services, design custom apparel, and access promotional products. The platform also incorporates robust internal system integrations, streamlining operations and enhancing the overall user experience.



#### THE CONCEPT

#### **HOW IT STARTED**

e Sons began as a beachside chat between friends in Myrtle but the solution begins as a begins are not between methods in my/the solution of the solutio

Even as we've welcomed new techniques and expanded our skills there learn our focus on the community and our hands on approach. With an eye for creativity and a commitment to getting every detail right, we make sure every client feels like they're part of the Native Sons family. We're honored to have become part of the Myttle Beach story. Every piece we create is all about capturing the beach vibe and spreading a little local pride wherever it goes.

### **OUR HISTORY**

SIGNAGE & WRAPS



TOGETHER IN DESIGN

of creation is packed with fun tw

VISSLA

NATIVE SONS



## **Myrtle Beach Jeep Jam**

Website Design & Development www.mbjeepjam.com

#### **Project Details**

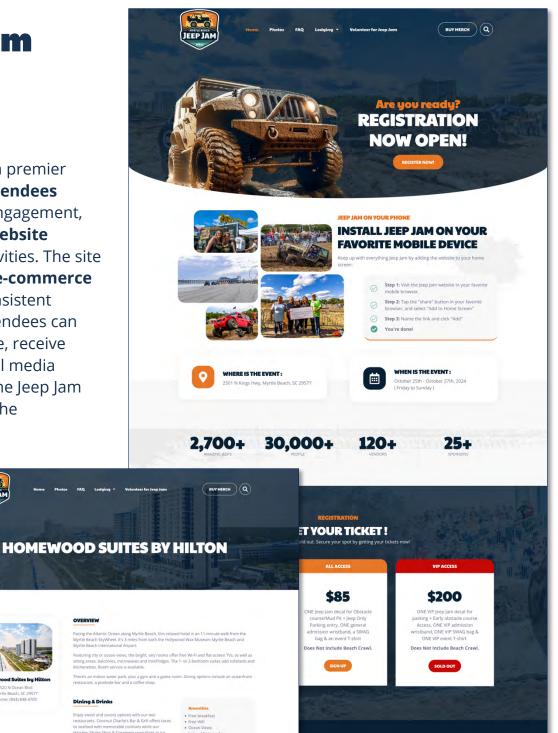
**GENERAL QUESTIONS** 

The **Myrtle Beach Jeep Jam** has rapidly grown into a premier event for Jeep enthusiasts, attracting over **25,000 attendees annually**. To support this expansion and enhance engagement, the event's digital presence was reimagined with a **website serving as the central hub** for all event-related activities. The site seamlessly integrates with the **official mobile app, e-commerce platform, and social media channels**, ensuring consistent branding and real-time information distribution. Attendees can easily access event schedules, purchase merchandise, receive push notifications, and stay connected through social media updates. This cohesive digital ecosystem enhances the Jeep Jam experience, driving participation and strengthening the community of Jeep enthusiasts year after year.

BUY MERCH Q

**STILL HAVE A QUESTIONS?** 

**FREQUENTLY ASKED QUESTIONS** 





## **Long Island Fatherhood** Initiative

Website Design & Development www.greatfathers.org

#### **Project Details**

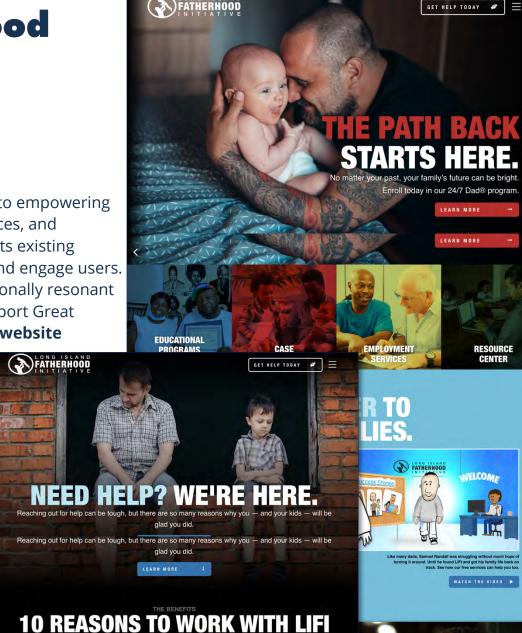
Great Fathers is a nonprofit organization dedicated to empowering and supporting fathers through mentorship, resources, and community engagement. As the organization grew, its existing website struggled to effectively convey its mission and engage users. Archetype SC was brought in to create a bold, emotionally resonant digital experience that reflects the strength and support Great Fathers provides. The result is a **vivid**, **high-impact website** 

featuring **bold typography**, dynamic imagery, and an intuitive layout that drives engagement and action. Designed with accessibility and storytelling in mind, the new site makes it easier for fathers to find resources, connect with the community, and get involved in meaningful ways.



GETTING STARTED 24/7 DAD WORKSHOPS CASE MANAGEMENT **EMPLOYMENT SERVICES** UCCESS STORIES

GET



1. You'll get the skills you need to e a better father

s and fathering knowledge. Over your 4-8 week

other when things get t



RESOURCE

CENTER

NELCOM

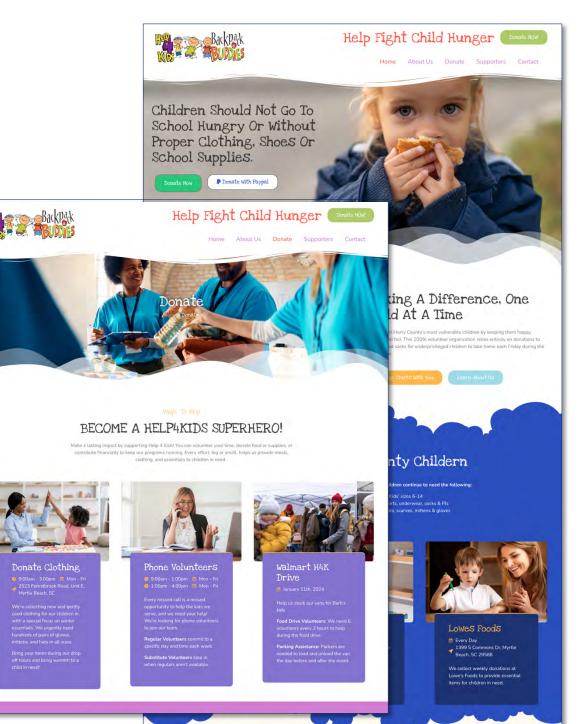


## Help 4 Kids

Website Design, Development & Integrations www.help4kidssc.com

#### **Project Details**

Help 4 Kids is a nonprofit organization dedicated to feeding and supporting foodinsecure children in South Carolina. As the organization expanded its reach, its website struggled to effectively communicate its mission, organize vital information, and streamline the donation process. Archetype SC was brought in to **restructure and** enhance the site's content, making it easier for visitors to understand the organization's impact and find ways to get involved. The result is a **clean, well-organized platform** that prioritizes clarity and engagement, with intuitive navigation, impactful storytelling, and a seamless integrated donation system to drive contributions. The redesigned site ensures that supporters can guickly access resources, learn about volunteer opportunities, and donate effortlessly, empowering Help 4 Kids to make an even greater impact in the community.



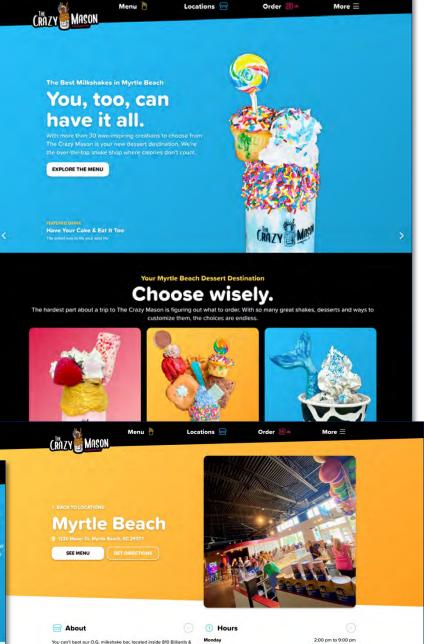


### The Crazy Mason

Website Design & Development www.thecrazymason.com

#### **Project Details**

The Crazy Mason Milkshake Bar is a dessert destination specializing in over-the-top shake creations. Opening amid a pandemic in 2020, this unique concept took off almost immediately with the company quickly outgrowing its original website. Archetype SC was brought in to create a site that matched the artistic flair and off-kilter attitude of The Crazy Mason's brand, while also developing a platform to accommodate the company's rapid growth to multiple locations within the first year. The result is a colorful, quirky website that entices users with mouth-watering photography and delivers a great user experience. The mobile-first design gives customers a way to save orders and present them to staff in order to save time at the counter and cut down on the wait times, which often reach as high as 45-60 minutes.



Friday

Saturday

Contact

2:00 pm to 9:00 pm

2:00 pm to 9:00 pm

2:00 pm to 9:00 pm

2:00 pm to 9:30 pm

2:00 pm to 9:30 pm

2:00 pm to 9:00 pm

Bo & Sherri Steele

Bowling at The Market Common. Come for the shakes, stay for the

fun in a great family-friendly facility that also features bowling, pool

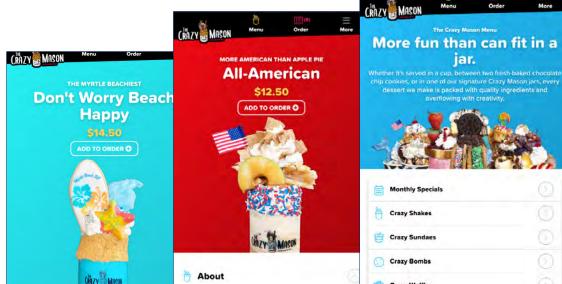
A visit to The Crazy Mason Myrtle Beach is the perfect way to end a

day while you're on vacation and the best spot in town to grab a

sweet treat to get you through the week

tables, an arcade, indoor mini golf, darts, shuffleboard and a full

restaurant & bar



Crazy Waffles



# Coastal Carolina Regional Airport

Website Development www.flyewn.com

#### **Project Details**

Located in New Bern, N.C., with access to the Outer Banks, Crystal Coast, National Seashores, EWN is a small, growing regional airport. Wanting to focus on highlighting the allure of the area around it, Archetype SC developed a site that showed off the beauty of these destinations while also delivering on the usability and functionality travelers expect. The resulting FlyEWN.com featured a clean, modern design focusing on mobile responsiveness and ease of use.

4/23.3

ARI OTTE (CIT)

On Time



Your Gateway To A World of Wonder. Carolina Regional Airport (EWN) is your gateway to the world. Whether you're fying ind or oud of our airport, en have the comenient connections to get you where you want to go. To discover the natural beauty and historic traumres of Eatern North Carolina scient an area beloor to ongôro our mort

popular locations







# **Odysseys Unlimited**

UX Design / Application Development www.odysseys-unlimited.com

### **Project Details**

**ODYSSEVS** 

Select Tour

Odysseys Unlimited Inc. was an established leader in small group travel, with tens of thousands of guests traveling to dozens of global destinations. Critical to success was creating a responsive application that was intuitive with an excellent user experience. Utilizing a process designed to focus on the needs of guests, Archetype SC was able to develop and deliver a highly usable design with self-service payments, up-to-date travel information and automated, event driven e-mail communication.

Special Interest Group

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2019

ANCIENT GREECE

CRETE

2018

CANADIAN ROCKIES

WITH SANTOR

PORTUGAL

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ALPINE SPLENDOR

SWITZERLAND AND

AUSTRIA

2019

CANADIAN CAPITALS

2019

Select Tour

AFRICA'S WILDLIFE

2018

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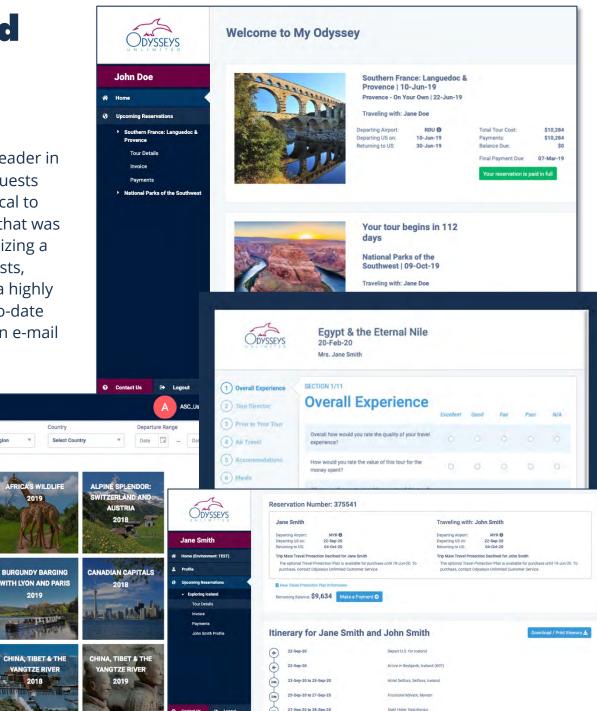
CANADIAN ROCKIE

EXPLORER

2019

World Region

Select World Region



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### Honeymoons.com

HONEYMO2NS.com

Top Ten Most Popular Honeymoon Destinations

Front-End Development www.honeymoons.com

### **Project Details**

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Honeymoons.com is a well-known destination for travel information featuring hundreds of destinations, hotels, and articles on planning the perfect honeymoon. Seeking to revitalize the site from a dated look and feel, its owners contacted Archetype SC to provide frontend development on a project to rebuild the site's core with an allnew CMS and design. Working on a tight deadline our team leaned on years of experience in the tourism space to provide a WordPress-driven website with custom post types, dynamic template designs, and an elaborate taxonomy structure designed to organize destinations and hotels and an SEO-friendly way. The new Honeymoons.com not only delivers on the clean, fresh user-friendly design the owners wanted, but it also provides a solid backbone for growth with easy-to-use content management, responsive design and solid speed performance.

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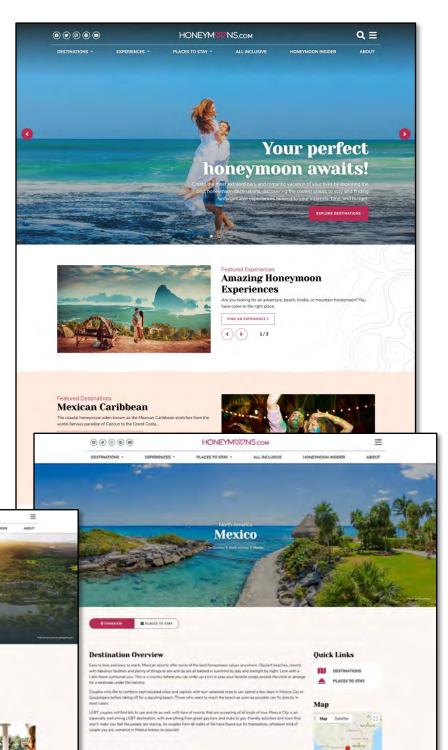
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Best Places Priceless Mi is the Parad .....

HONEYMORNS.com

**Places to Stay** 

Find the best accommodations for your romantic getaway!







### **Kodewin Systems**

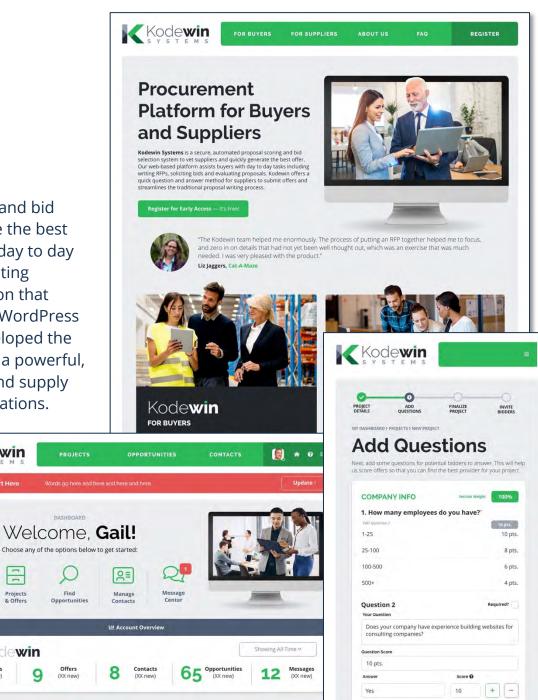
UX Design / Application Development www.kodewin.com

#### **Project Details**

**Kodewin Systems** is an automated proposal scoring and bid selection system to vet suppliers and quickly generate the best offer. This web-based application assists buyers with day to day tasks including writing RFPs, soliciting bids and evaluating proposals. Working from a partially-finished application that consisted of custom development upon a third-party WordPress plugin, the Archetype SC team redesigned and redeveloped the Kodewin app using React and Node.js. The result was a powerful, user-friendly and lightning-fast application for RFPs and supply chain management that vastly exceeded client expectations.

Kodewin

L Suppliers



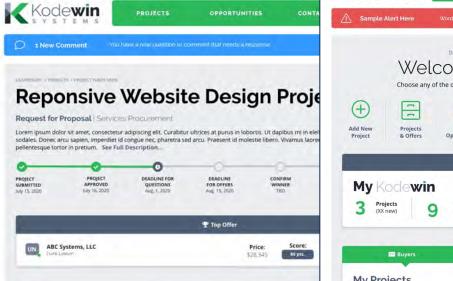
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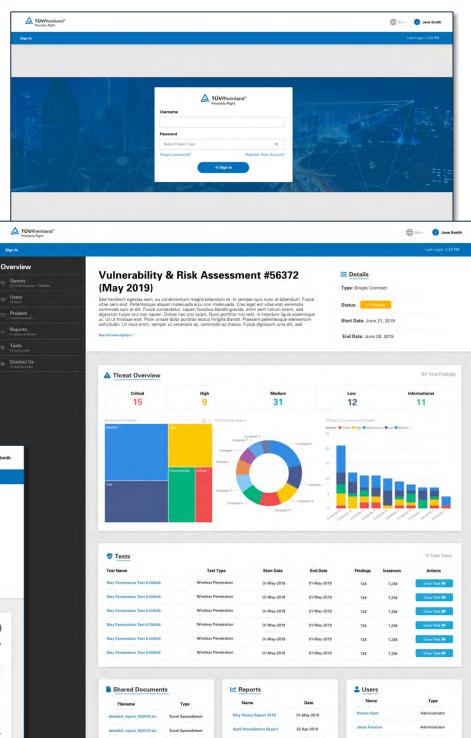
### **TUV Rheinland**

UX Design / Application Development www.tuvopensky.com

#### **Project Details**

TUV Rheinland OpenSky offers one of the most advanced and integrated portfolios of security solutions and services for connected devices, platforms and Internet of Things (IoT) technology. The company sought to create cybersecurity testing portal that would streamline its ability to perform security testing for clients. Archetype SC stepped in to design, code and create an intuitive platform for this web-based application that was easy to use for TUV testing staff and which made it easy to communicate results and share testing reports with TUV's clients.

Customer Dashboard													
Overview	Archety	pe SC							J Con	tacts			
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Sien-In



### **SP+ My Spot**

UX Consulting / Prototyping www.portal.spplus.com

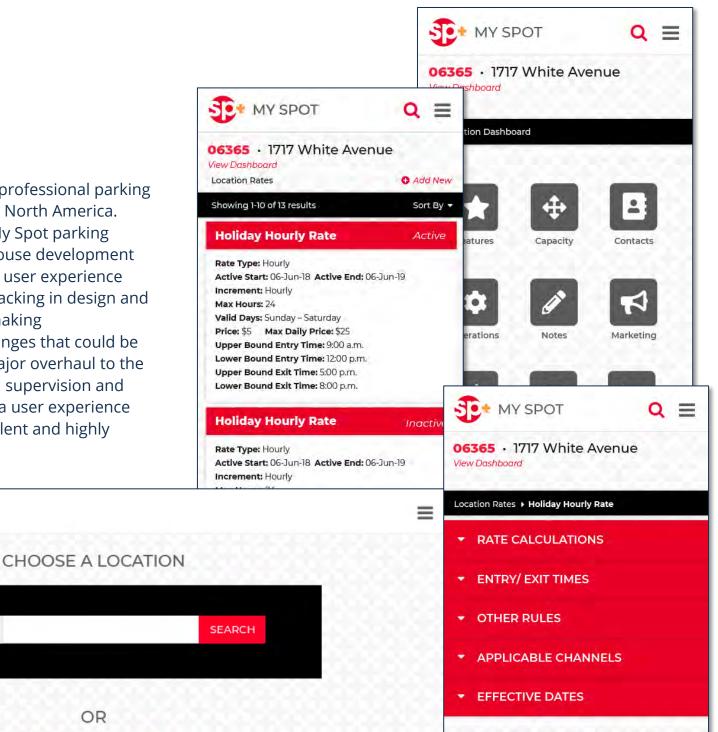
### **Project Details**

MY SPOT

SP Plus is the leading provider of professional parking management services throughout North America. When it came to developing the My Spot parking application, the client had an in-house development team but lacked expertise around user experience design. Existing prototypes were lacking in design and usability. Critical to success was making recommendations and design changes that could be quickly implemented without a major overhaul to the application. Working with minimal supervision and direction, Archetype SC delivered a user experience design that the client saw as excellent and highly feasible to implement.

Search by 🔻

OR



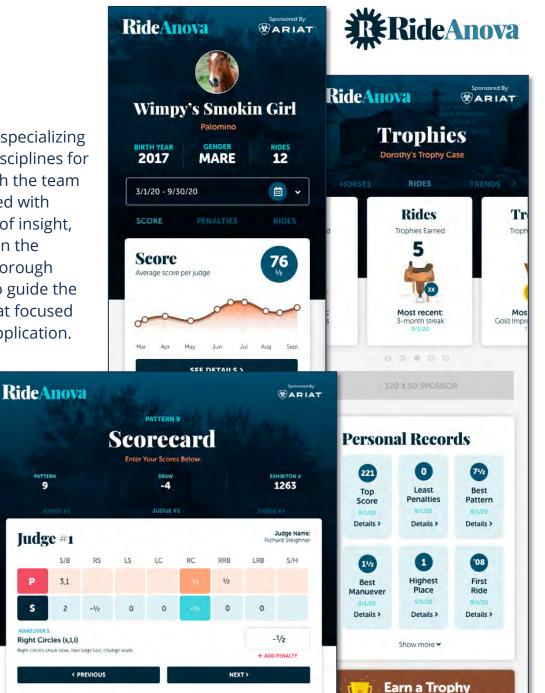


### RideAnova

UX/UI Consulting, Prototyping & Branding

### **Project Details**

**RideAnova** is a startup company in the equestrian space, specializing in providing scoring and analysis of rides in competitive disciplines for the National Reining Horse Association. Upon meeting with the team behind this innovative application, Archetype SC was tasked with creating a name and branding to represent the principles of insight, excellence, accuracy and user-friendliness promoted within the application. In addition, our digital experience team led thorough requirements gathering and the creation of user stories to guide the development of wireframes and interactive prototypes that focused on highlighting importation user interactions within the application.



Improve your best pattern by +1 to unlock the **Perfect 10** trophy





## **Flo Living**

Website Design www.floliving.com

#### **Project Details**

Archetype SC is responsible for design development and maintenance of Floliving.com and its related websites. All sites have been developed using WordPress and related extensions. During our tenure managing the websites, we have grown the user base over 1,000% to more than 500,000 unique users per month. Marketing initiatives include live streams, scheduled webinars, online quizzes, direct social media integration, multilevel membership management and eCommerce.



floliving

#### Transform Your Life - Feel Better, Work Less, Love More in Just 5 Minutes a Day!

Sign up for the FREE 7-Day Get In the FLO Challenge Starting February 5th.





"Create optimal flow in every area of your life. It offers a path towards your highest power and potential."

GABRIELLE BERNSTEIN #1 New York Times bestselling author of The Universe Has Your Back



"PMS sucks — I get it, and I've had it bad, too."

Now I get regular, healthy periods with almost no pain, mood swings, or energy dips. I only know they're coming when my period tracking app te me.

The secret is NOT in spot-treating symptoms — it's taking care of phase of your cycle each day.





SUPERFOOD SUPPORT

#### Get Better Periods Every Month Herbal, Adaptogenic and Right for You!

Vouldn't it be nice if every day of the month you could Have the same level of mental focus

Go through each day energized

Skip the bloating

Forget about PMS

And generally, feel great all month long? YOU CAN ..., when you support your hormones with the right superfoods, adaptogens, and herbs at the right time in each phase of your cycle.

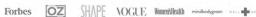
#### Flo28

#### he Cycle Syncing Membership

ext best thing to having Alisa as my personal Coach."

scing Membership is a revolutionary roadmap for women to help balance their hormones and care for their their best all month long. It works by syncing up your delly activities (eating, working, socializing, fitness, etc. with your infradian rhythm to promote optimal neetht and hormore function.

WATCH THE VIDEO





### **A2** Analytics

Data Visualization www.a2-anlytics.com

ArchetypeS

Dashboards

Occupancy

Overview

O Dwell Time
 Passersby

Reports

Alerts

All Reports

Manage Alerts

☆ Favorites

### **Project Details**

**A2 Analytics** is a technology solution developed by Archetype SC that uses location-based tracking to provide businesses with an in-depth view of how customers move and interact with real-world spaces. Shown here is the user interface for reporting on an A2 Analytics implementation at an airport. The dashboard design concept displays common metrics including occupancy, dwell time and total traffic within an area, in a dynamic and user-friendly way using PowerBI embedded visualizations.

146

CHOOSE DATE RANGE

Average Productivi

56

Average

64.5

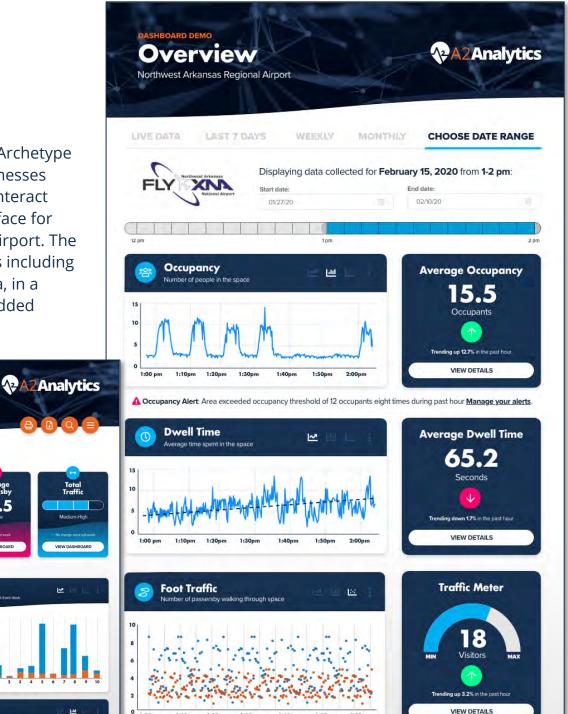
**Dwell Time** 

Productivity

Overview

18.4

Northwest Arkansas Regional Airport





### **Fedway Associates**

Website Design www.fedway.com

Fedway

### **Project Details**

ABOUT US

Where you

come first

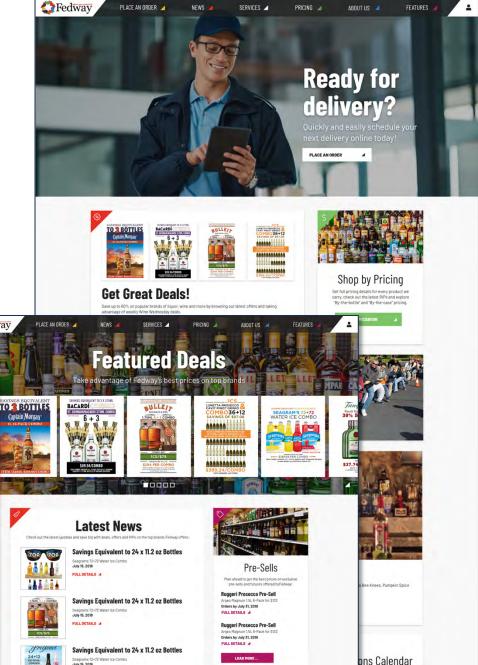
from a partner you can trus

p your bar stocked with the hottest products at the best prices

Fedway Associates is New Jersey's leading wine and spirits distributor servicing more than 7,000 restaurants, bars and retails stores. When the company sought to move from an outdated IBM WebSphere Portal site to a more modern, marketing-focused website, our team provided consulting on the transition. We delivered interactive UX mockups and website designs which focused on highlighting the people behind the Fedway brand and speaking directly to the company's customer base. Fedway

SPECIAL FEATURES

LATEST NEWS







nnnr

The people of Fedway At Fedway Associates, our employees make all the difference. From our CED and leadership to every warehouse worker and delivery person we put people first, which is why we're New

PLACE AN ORDER

July 15, 2019 FULL DETAILS 4

.....

Savings Equivalent to 24 x 11.2 oz Bottles



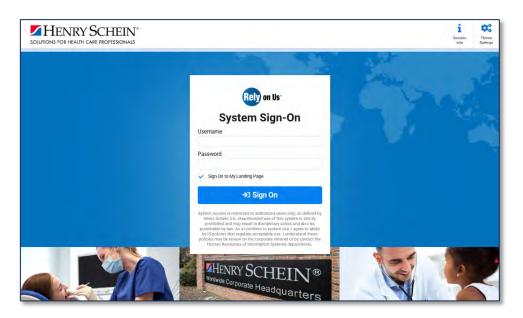
### **Henry Schein**

UX Consulting Internal Accounts Receivable Web Application

#### **Project Details**

**Henry Schein Inc.** is an American distributor of dental and medical supplies and health care related services with a presence in 32 countries. They sought to move their accounts receivable from a green-screen application in use since the 1980s (shown below) to a more modern graphical user interface. Our team worked with parties inside Henry Schein to conduct UX research and provide consultation on how to optimize usability without disrupting the workflow of warehouse staff still using the old system. We delivered interactive UX mockups and in-depth recommendations to provide guidance on the transition to a GUI-based system.

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## **HTC My Account**

UX Consulting / Website Design http://myaccount.htcinc.net

#### **Project Details**

TC

Ø Go paperless

Manage My Services

**My Account Details** 

Account #: 000-084-4100-0

is Drive, Myrtle Beach, 5

Support Center

witch Accounts

Past Due Balance | You have a past due balance on your account of \$194.65

Enroll in Auto Pa

Welcome,

Joseph & April Total Balance

\$389.30

Your next bill is due on September 2, 2019.

Pay My Bill \$

View Current Statement

#### Horry Telephone Cooperative Inc. is a

telecommunications cooperative based in Conway, SC, serving customers throughout Horry and Georgetown counties in South Carolina. In search of a better customer experience for its My Account customer portal on mobile devices, HTC contracted Archetype SC to modernize the UX of this Java-based web application. Our team presented a mobile-first design for the portal and worked with the in-house development team to deliver all the front-end code needed to speed up the development and implementation process.

Add phone service & save!

My Home Wi-Fi

Access Now +

Launch Manager

Manage your home Wi-Fi network

Manage My Phone

you home phone features.

View your call history and manag

Reduce your bill by 15% or more when you bundle home phone service.

Logout G

**TV Everywhere** 

Manage Accounts

Contact Us

Request Help P

our TV Everywhere accounts

Submit a question or support ticket

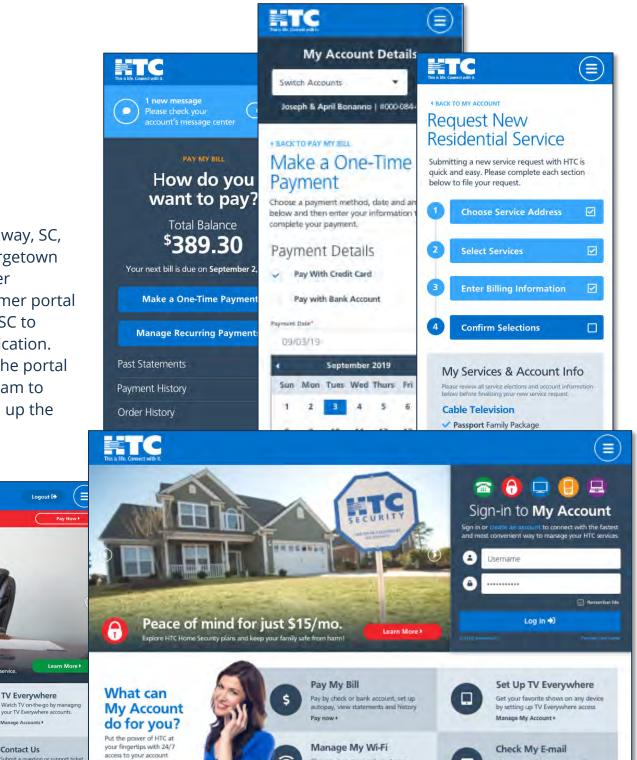
for our customer service team.

features including

managing all your services,

paying your monthly bill

and more! Explore these



Change your password, reset your

router and troubleshoot wi-fi issues

Access Home WI-FI+

Manage your SCCoast.net e-mail

address and check your inbox

Log in F



## **Uncle Monty's Road Trip Bingo**

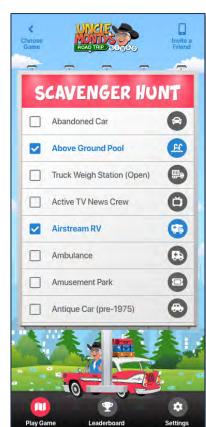
Mobile Application Design & Development http://tinyurl.com/unclemontysbingo

### **Project Details**

**Uncle Monty's Road Trip Bingo** is a modern take on a timeless classic. This fun family game for iOS and Android mobile devices takes users on a scavenger hunt for items commonly found on road trips. Starting as a simple concept dreamed up by our client, Archetype SC brought this vision to life with fun, friendly visuals and an intuitive UI to compliment the well-known experience of playing BINGO with a twist.











## **Client Testimonials**

"My company has been working with Archetype SC for several years and they provide exceptional website development and IT support as well as security for our company's various digital initiatives.

Joseph Bonanno manages his team extremely efficiently and our projects are always delivered on time and on budget. He brings strategic input about improving infrastructure and streamlining systems that are always relevant, valuable and timely that goes above and beyond the scope of what's needed – they want to do what's best.

We've been able to grow and scale our business successfully over these past few years with the support of Archetype SC's efforts and would recommend them to anyone who needs their services."



### Alisa Vitti

Founder, Flo Living



### **Client Testimonials**

"I am writing this letter to recommend to you excellent services of Joseph Bonanno and the entire team at Archetype SC. They have been working with the Myrtle Beach International Airport (MYR) to providing the Airport custom IT solutions, which are improving the customer experience at MYR.

Archetype SC's expertise in their field allowed them to develop and roll-out an IT product, now called A2 Analytics, that is assisting the Airport manage its record setting growth. From the time

I first met the folks at Archetype SC I was impressed as they listened to our challenge, asked probing questions, inquired about budgets and more. Ultimately the team presented the solution, ahead of schedule, and then implemented the product on-time and within budget. Based on the success

of the launch of the A2 product, overall responsiveness, professionalism and their clear expertise the Airport has elected to contract with this company for additional services.

I am confident in the Archetype SC's team and I recommend Joe's company."

### Kirk Lovell

Director of Air Service & Business Development, Myrtle Beach International Airport





### **Client Testimonials**

"Archetype SC has been our technology and business partner on a multiyear project to modernize our internal systems and adjust processes to take advantage of the new technology.

During that process, I was impressed with their attention to detail, excellent service, and tireless efforts to meet our needs. The Archetype SC team immersed themselves in our business, learning every aspect of our business to understand our needs, resulting in a technology solution that met our unique challenges.

Our partnership with Archetype SC and the new system they created has allowed us meet the challenge of nearly 50% growth, while maintaining

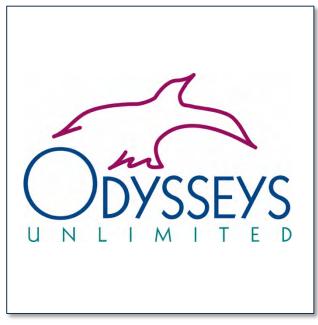
our excellent customer service. Without the work of Archetype SC, I'm confident in saying we would not have been able to manage the growth and provide the same high level of service.

After the successful deployment and implementation of this foundational technology, we have continued our relationship with Archetype SC, using them as a trusted advisor in our continued digital transformation.

We consider the investment with Archetype SC to be paramount in advancing our customer experience and I am delighted to recommend them."

#### **Ray Trant**

Executive Vice President, Odysseys Unlimited





# Contact Us Today!

Call Joseph Bonanno at 843-283-7200 or e-mail joseph.bonanno@archetypesc.com for more information