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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

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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.

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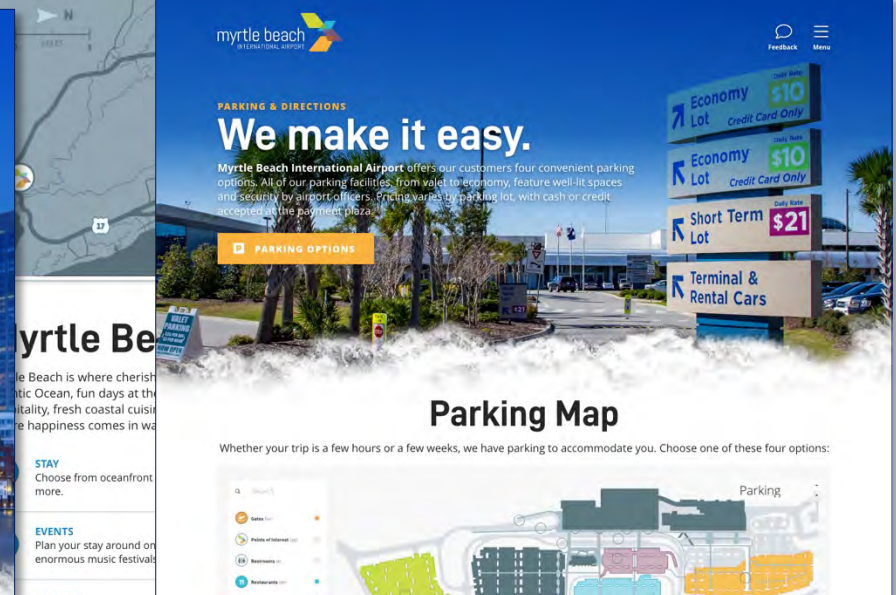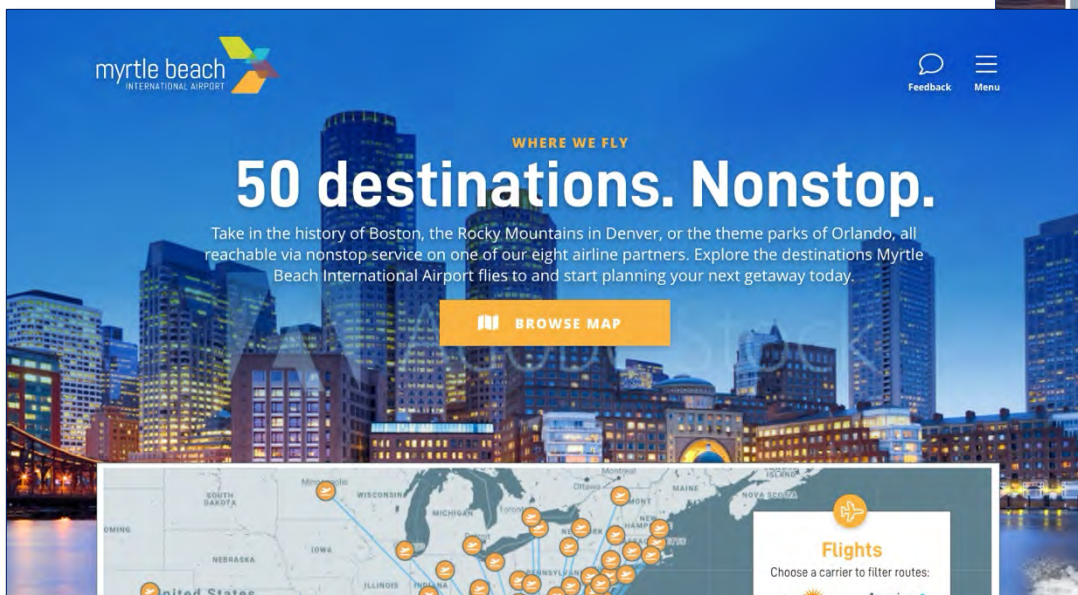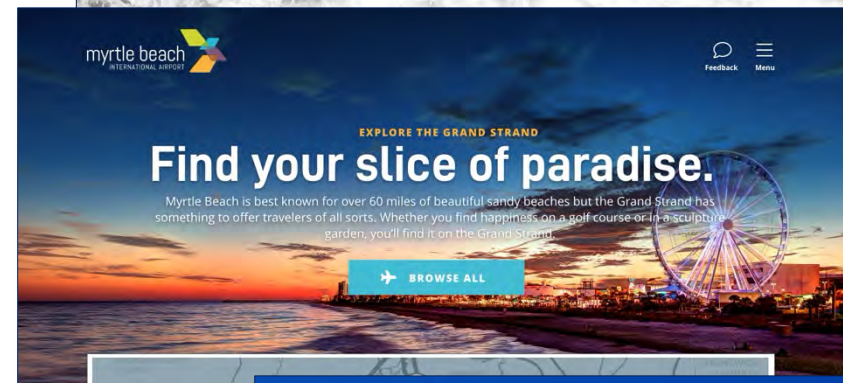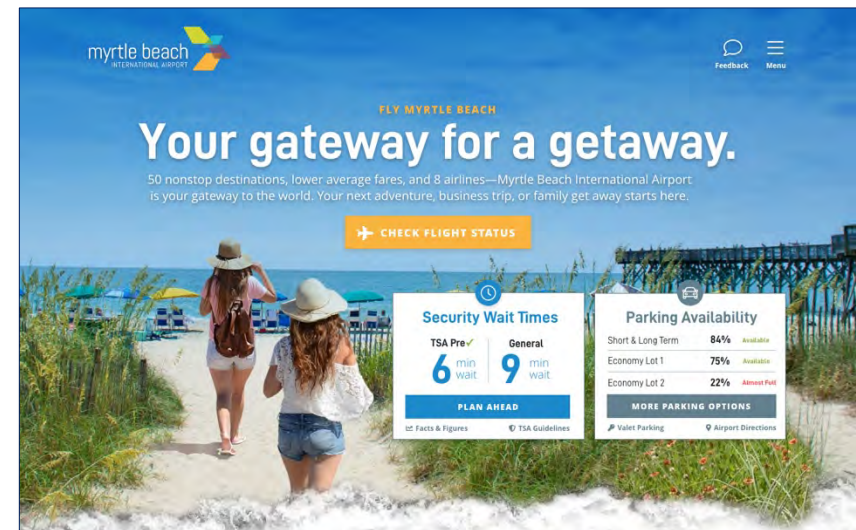
Native Sons

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.
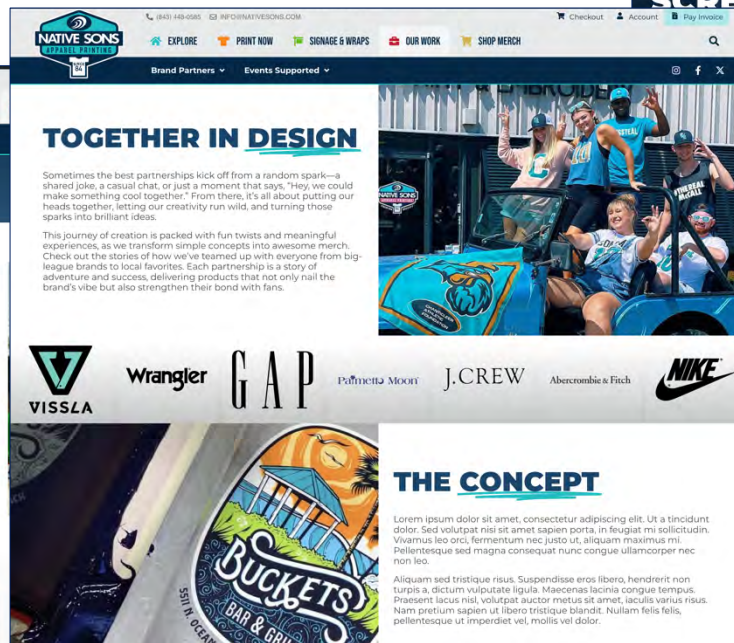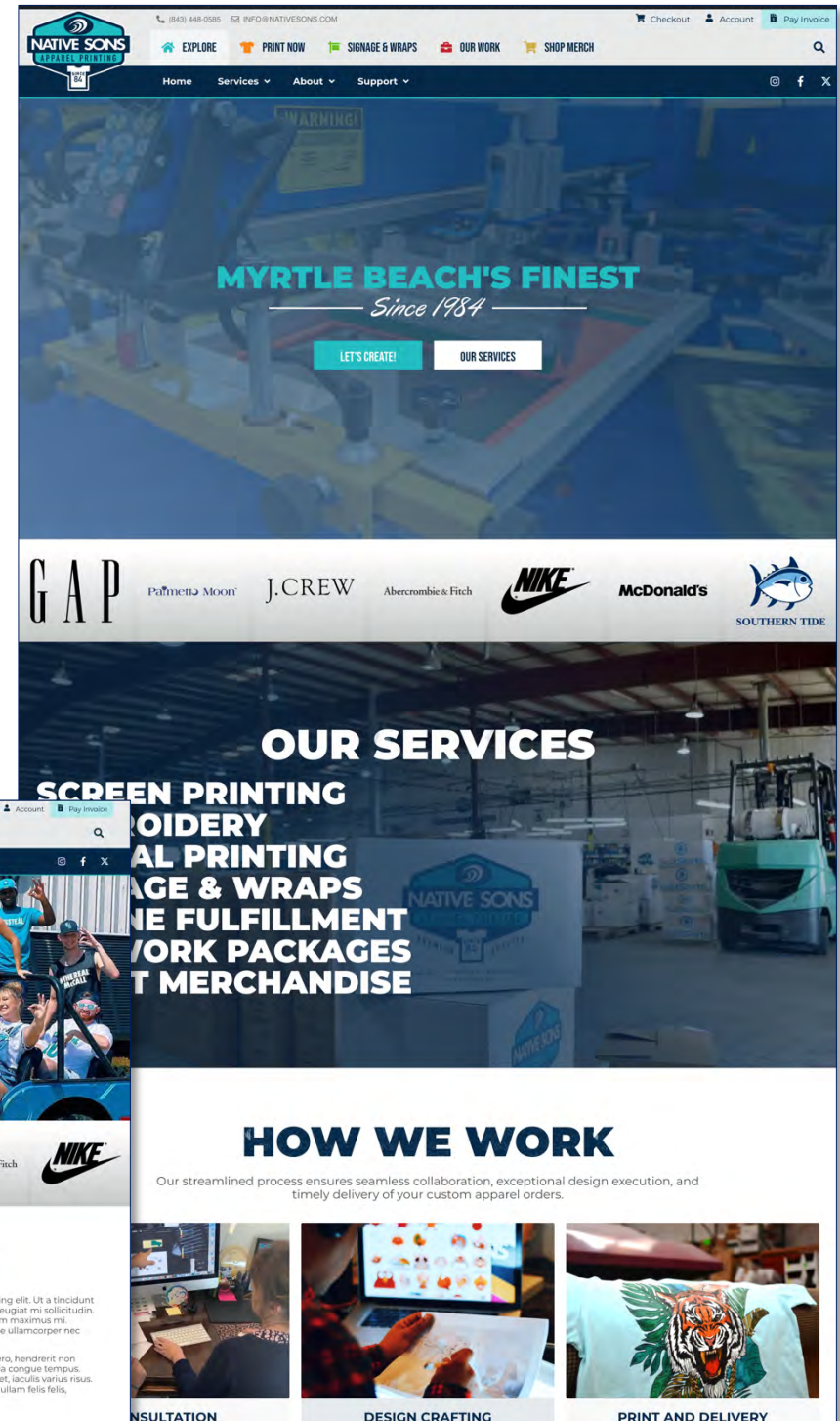
Myrtle Beach Jeep Jam

Website Design & Development

www.mbjeepjam.com

Project Details

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.
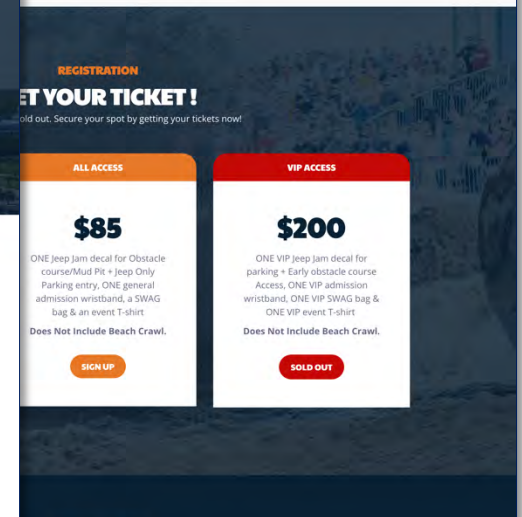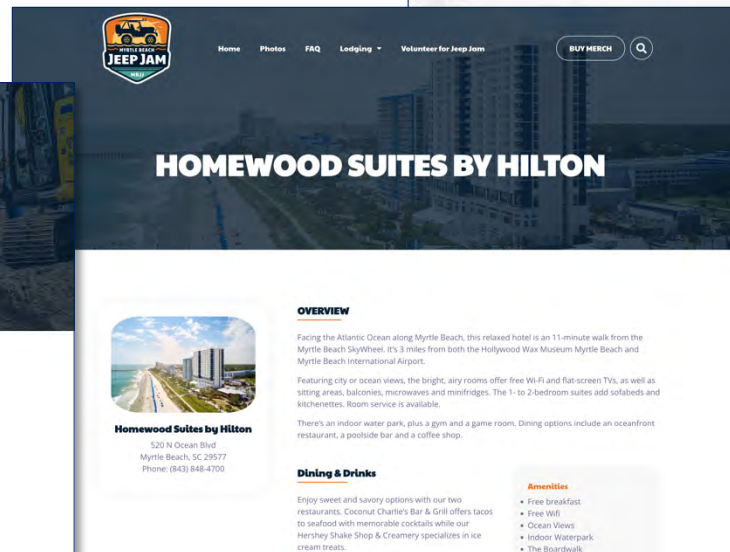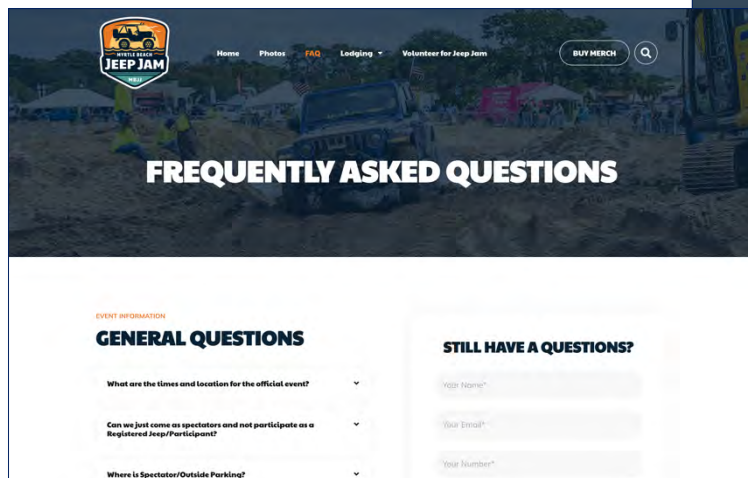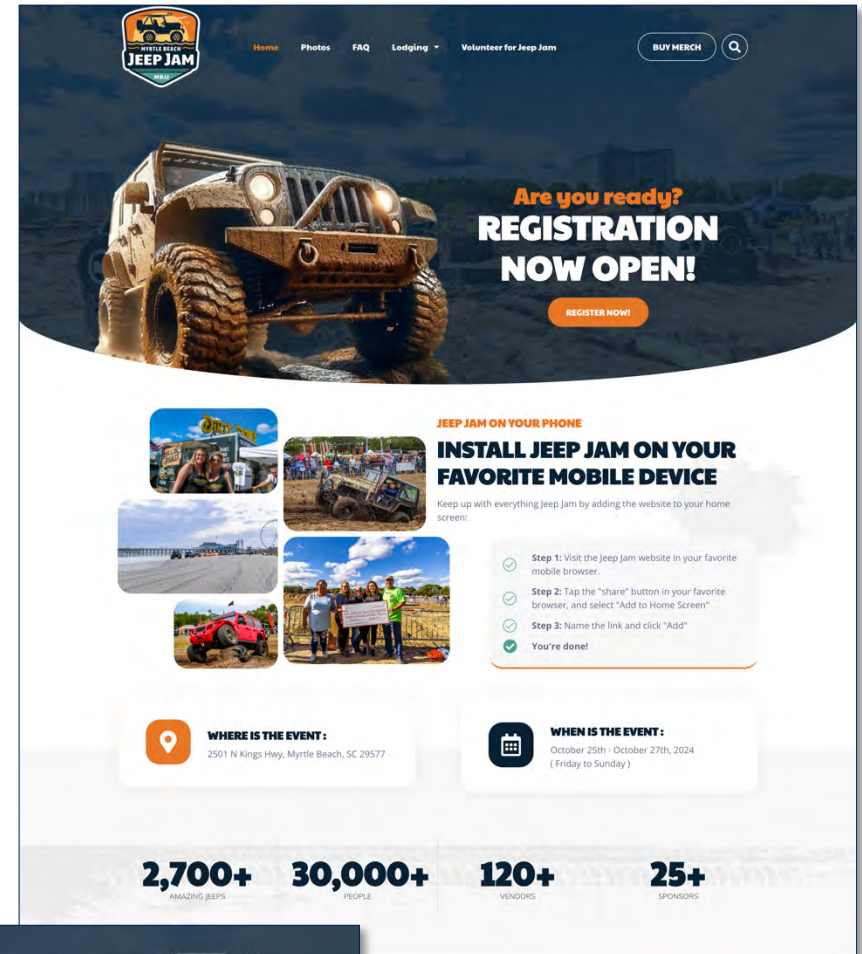
Long Island Fatherhood Initiative

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.

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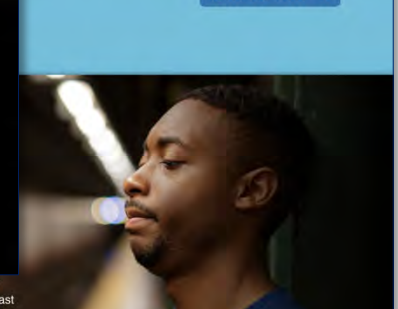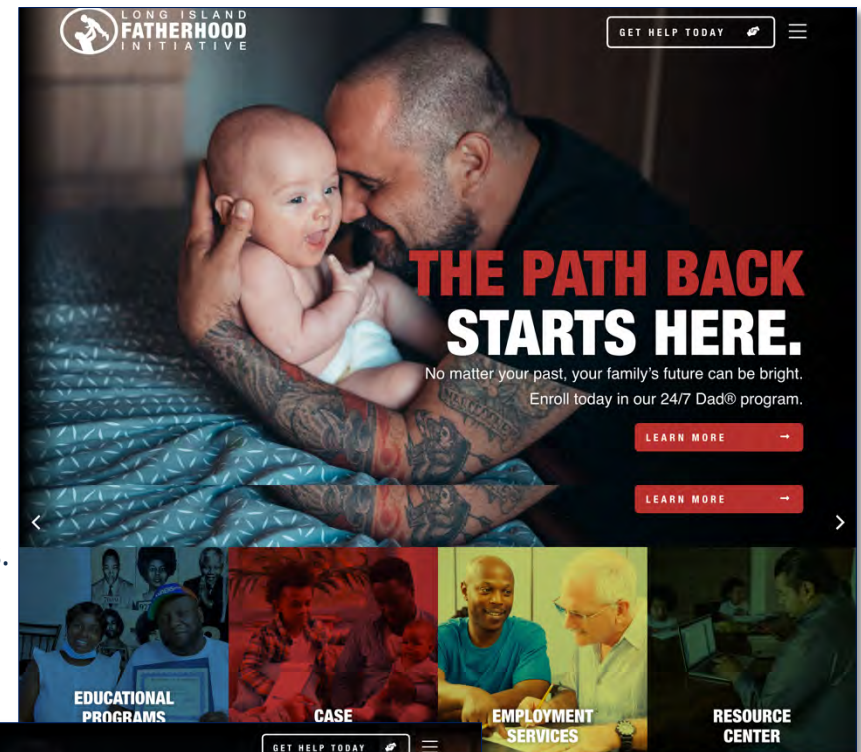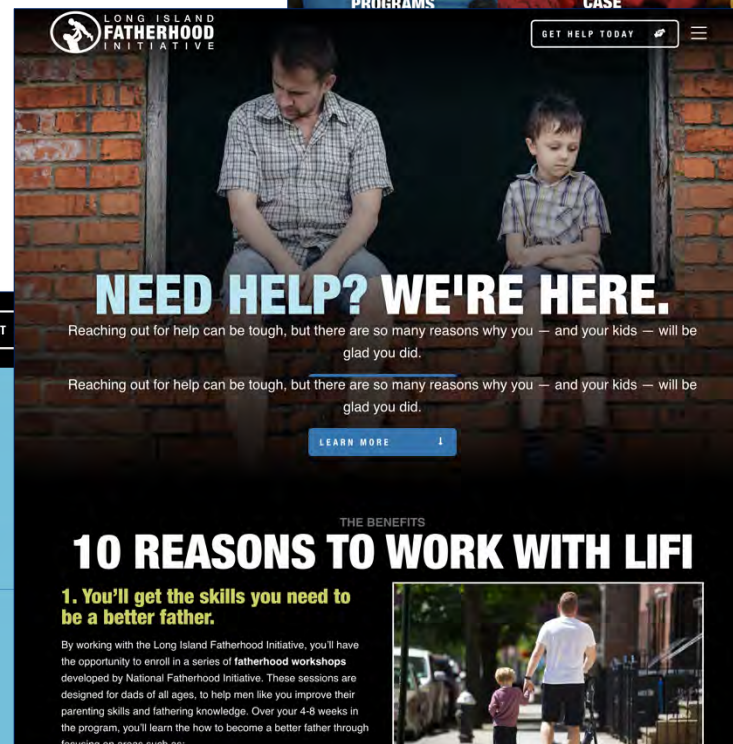
Help 4 Kids

Website Design, Development & Integrations

www.help4kidssc.com

Project Details

Help 4 Kids is a nonprofit organization dedicated to feeding and supporting food-insecure 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 quickly access resources, learn about volunteer opportunities, and donate effortlessly, empowering Help 4 Kids to make an even greater impact in the community.

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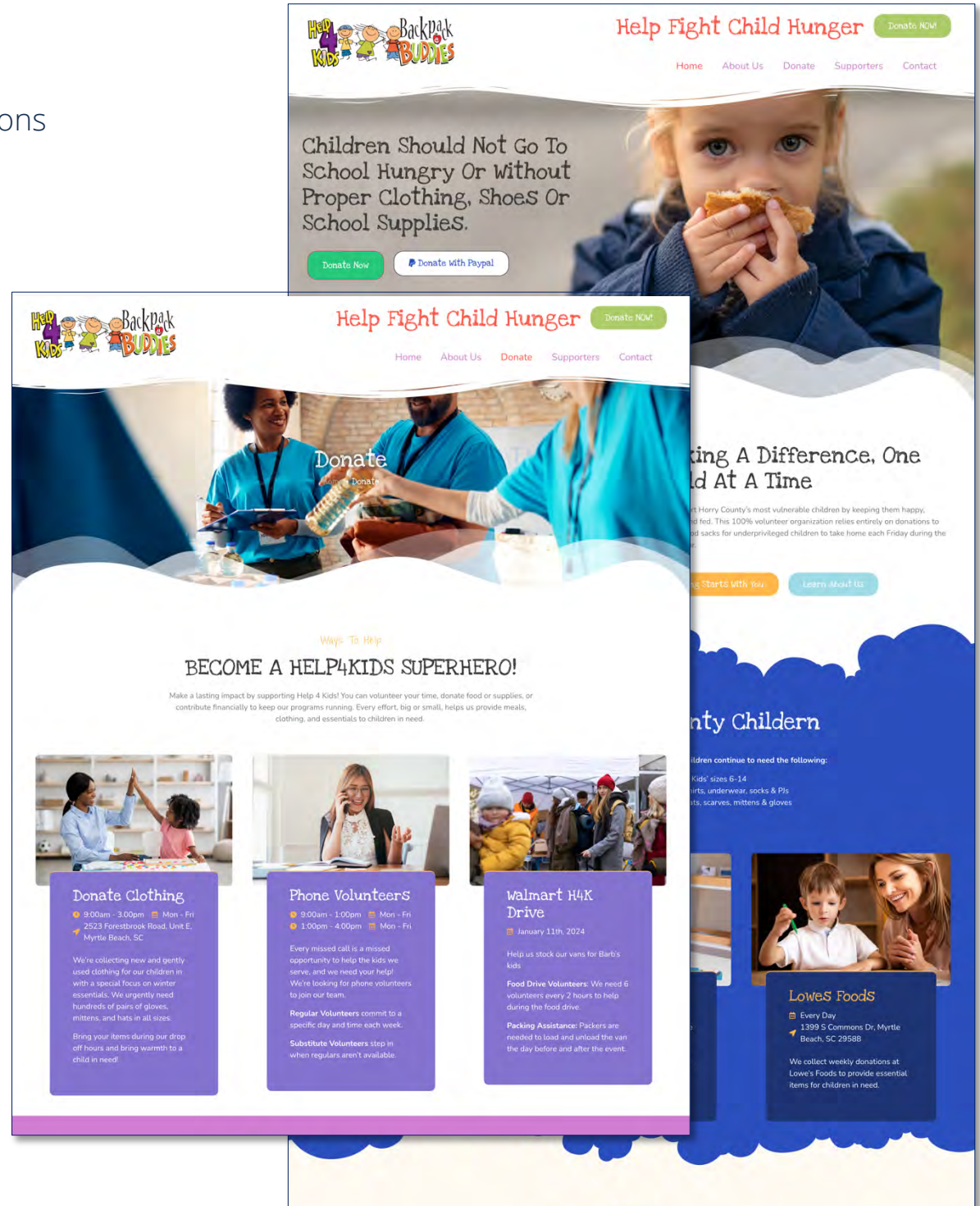
The Crazy Mason

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.

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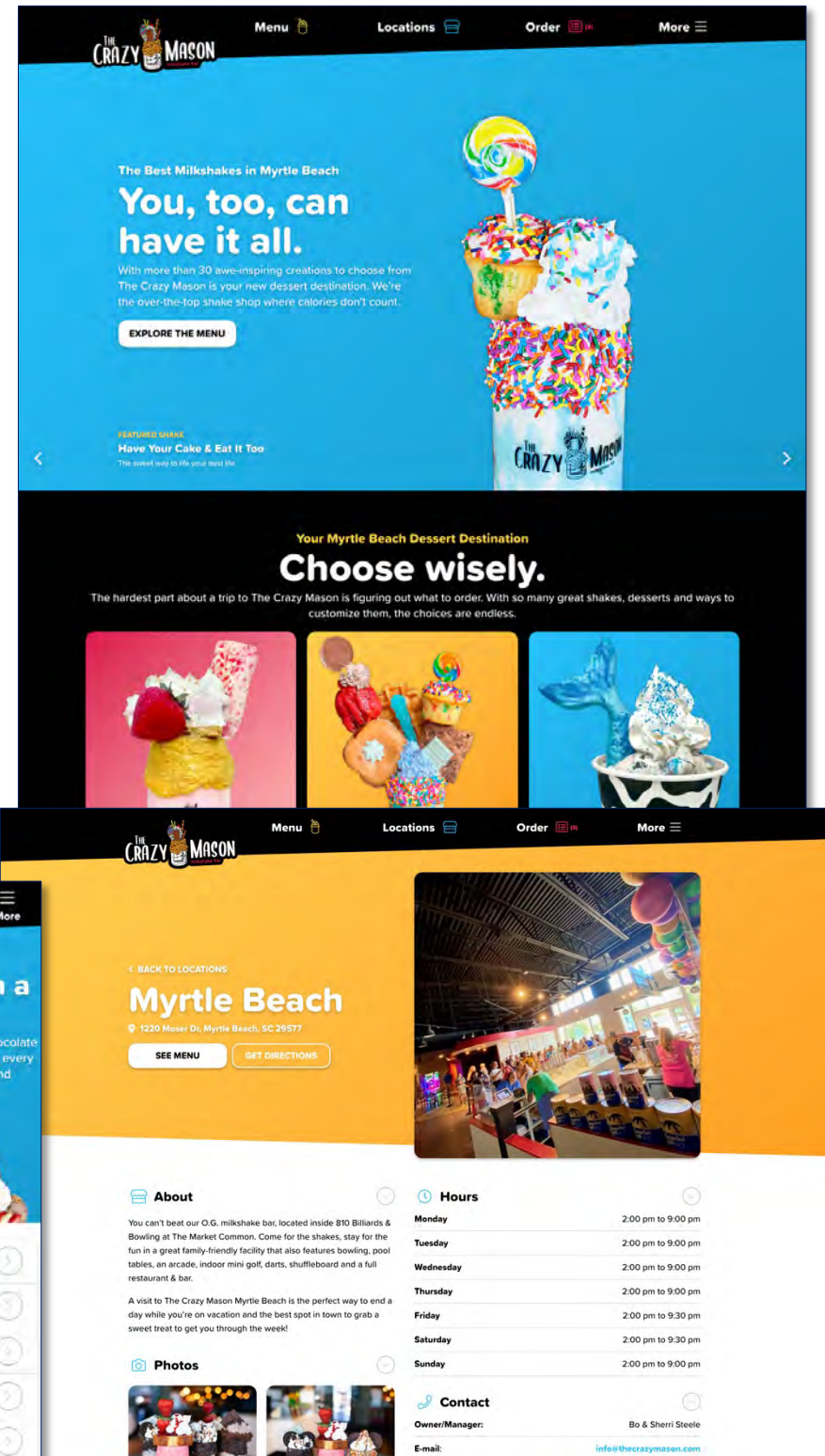
Coastal Carolina Regional Airport

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.
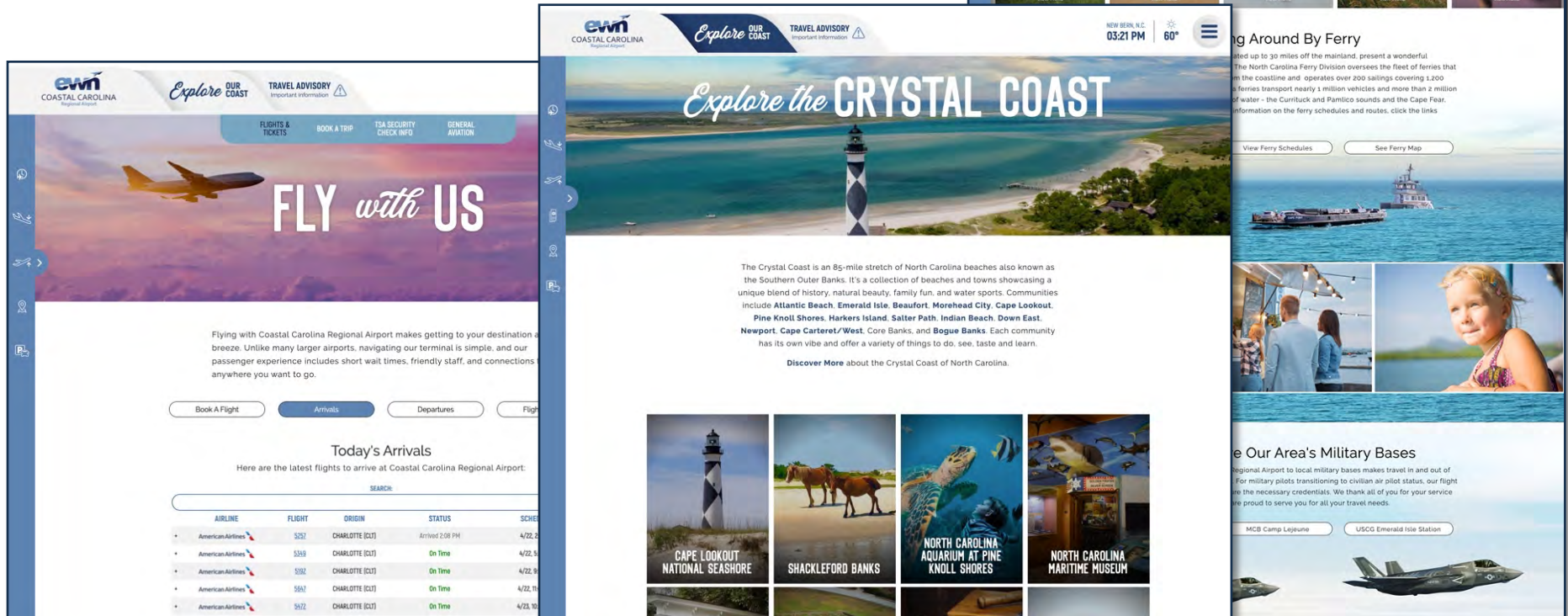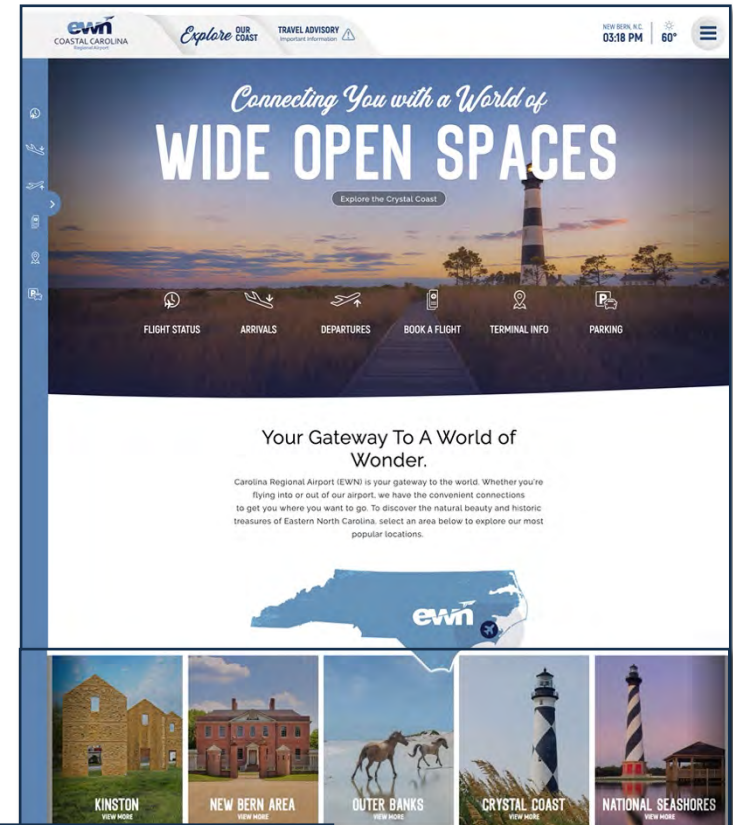
Odysseys Unlimited

UX Design / Application Development

www.odysseys-unlimited.com

Project Details

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.
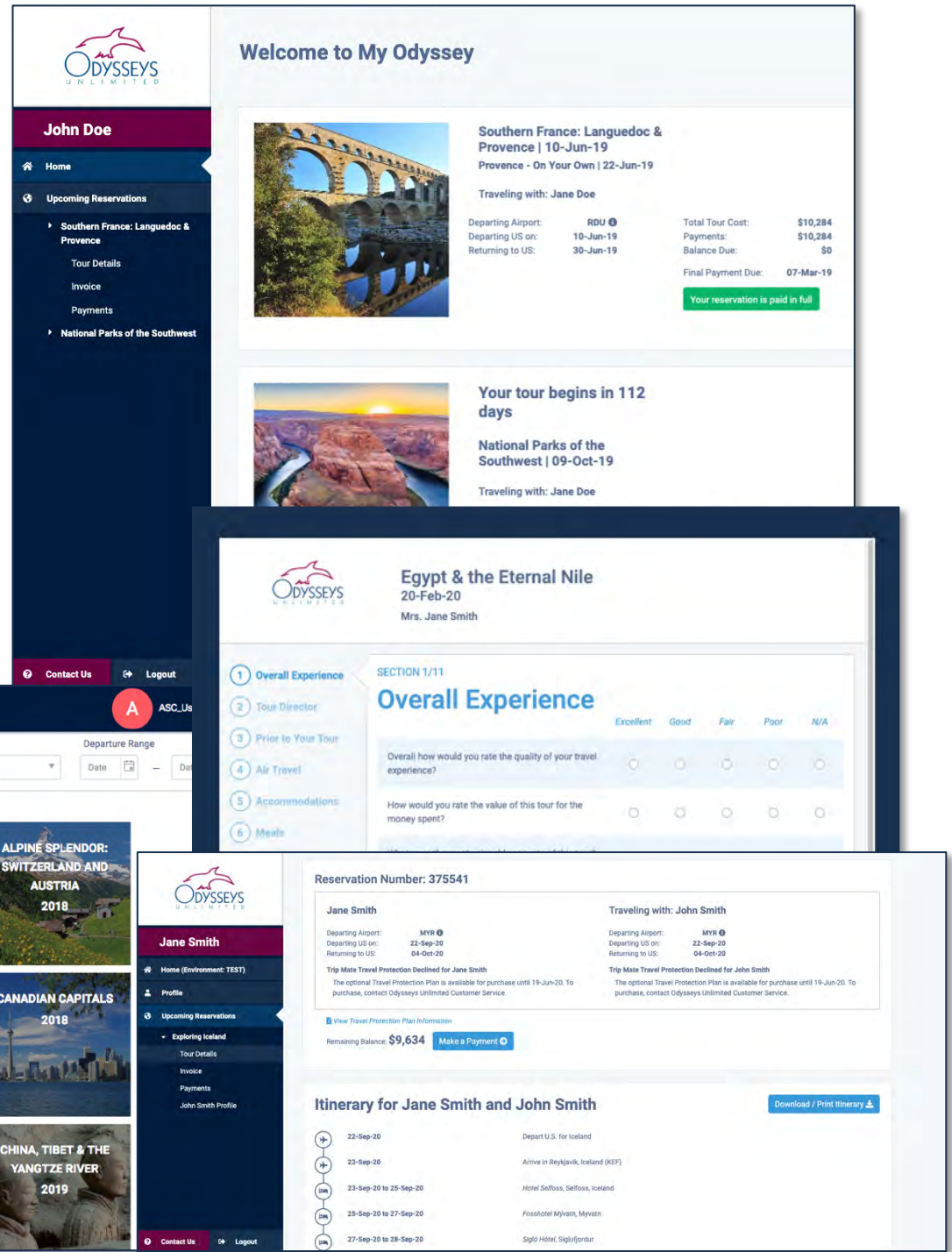
Honeymoons.com

Front-End Development
www.honeymoons.com

Project Details

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 front-end development on a project to rebuild the site's core with an all-new 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.
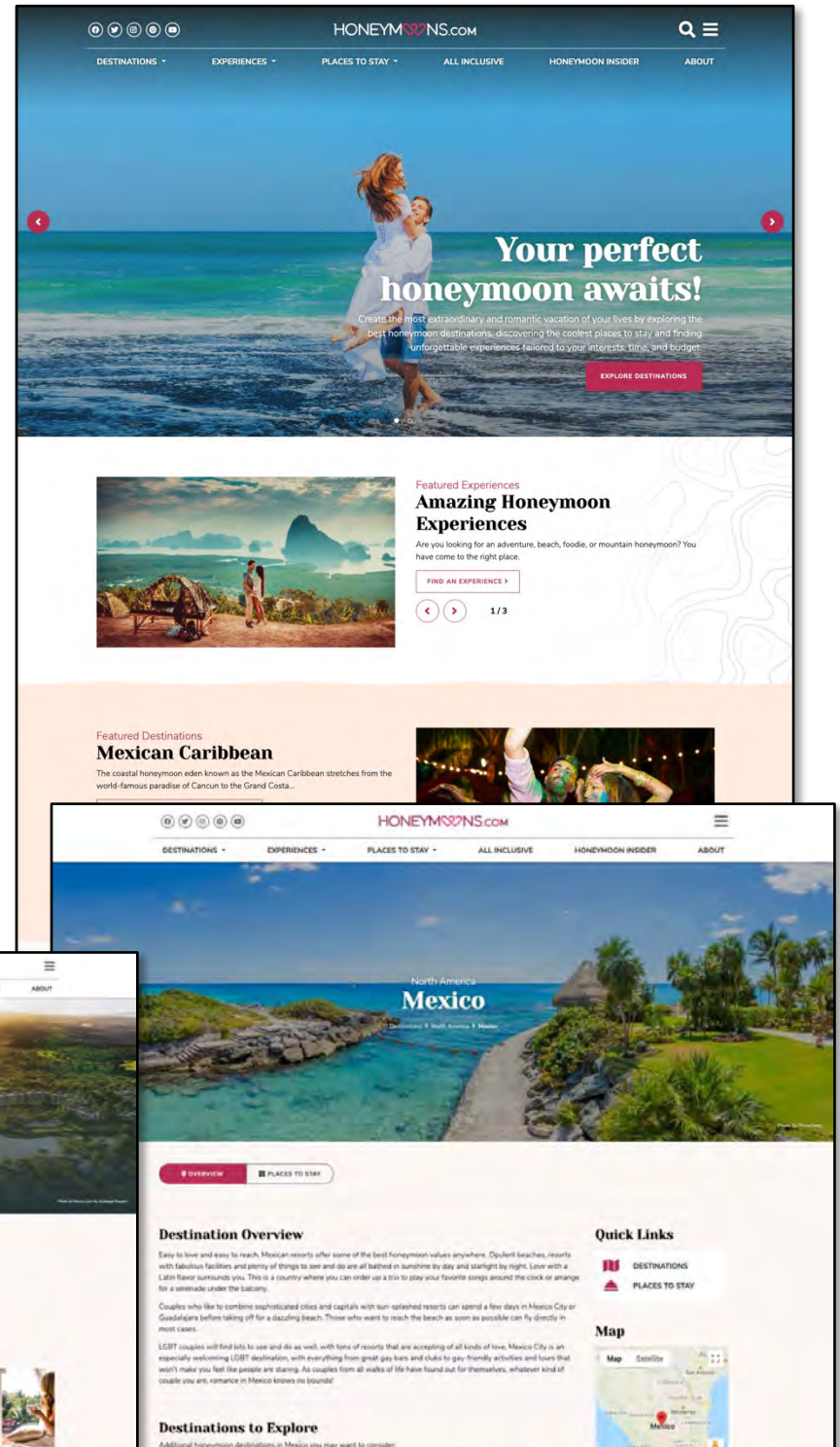
Kodewin Systems

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.
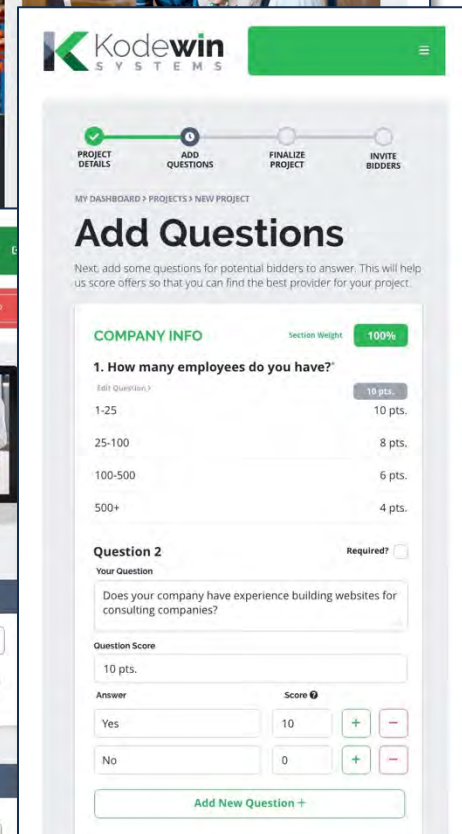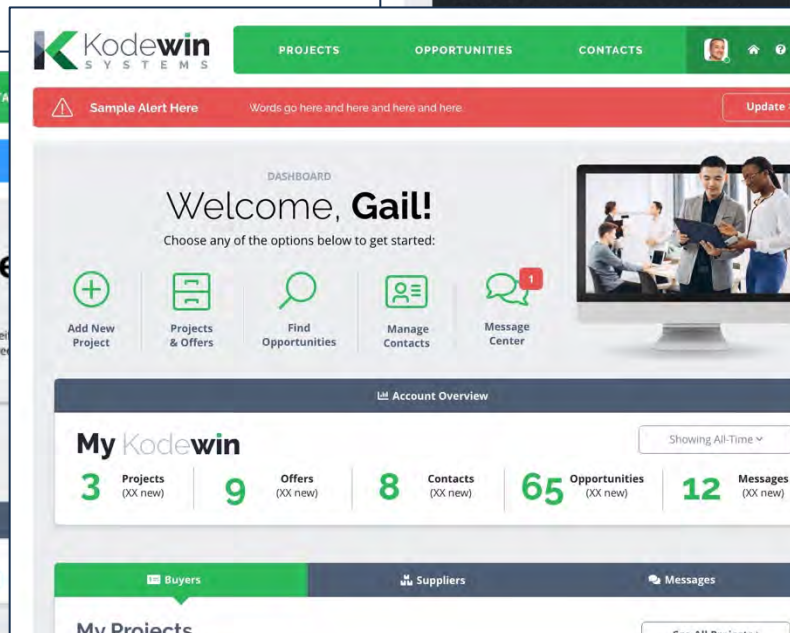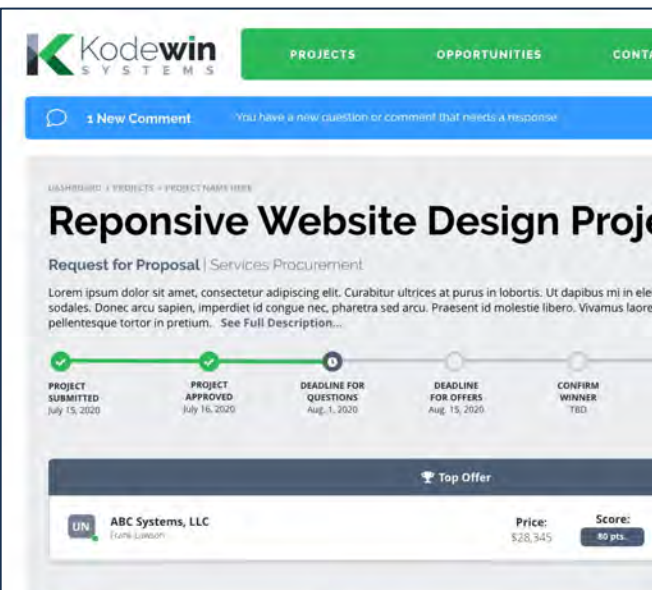
TUV Rheinland

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.

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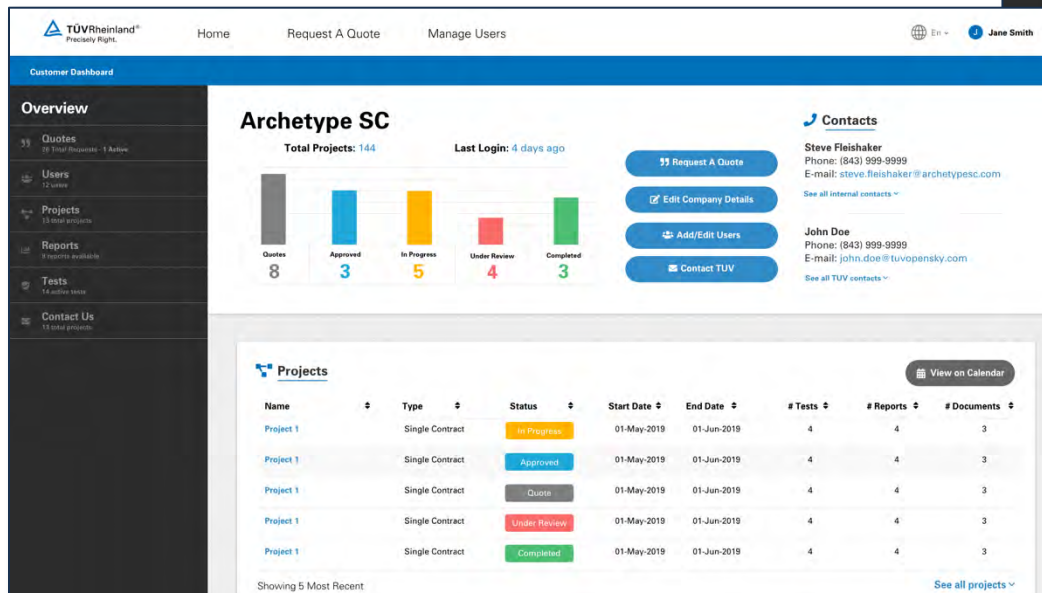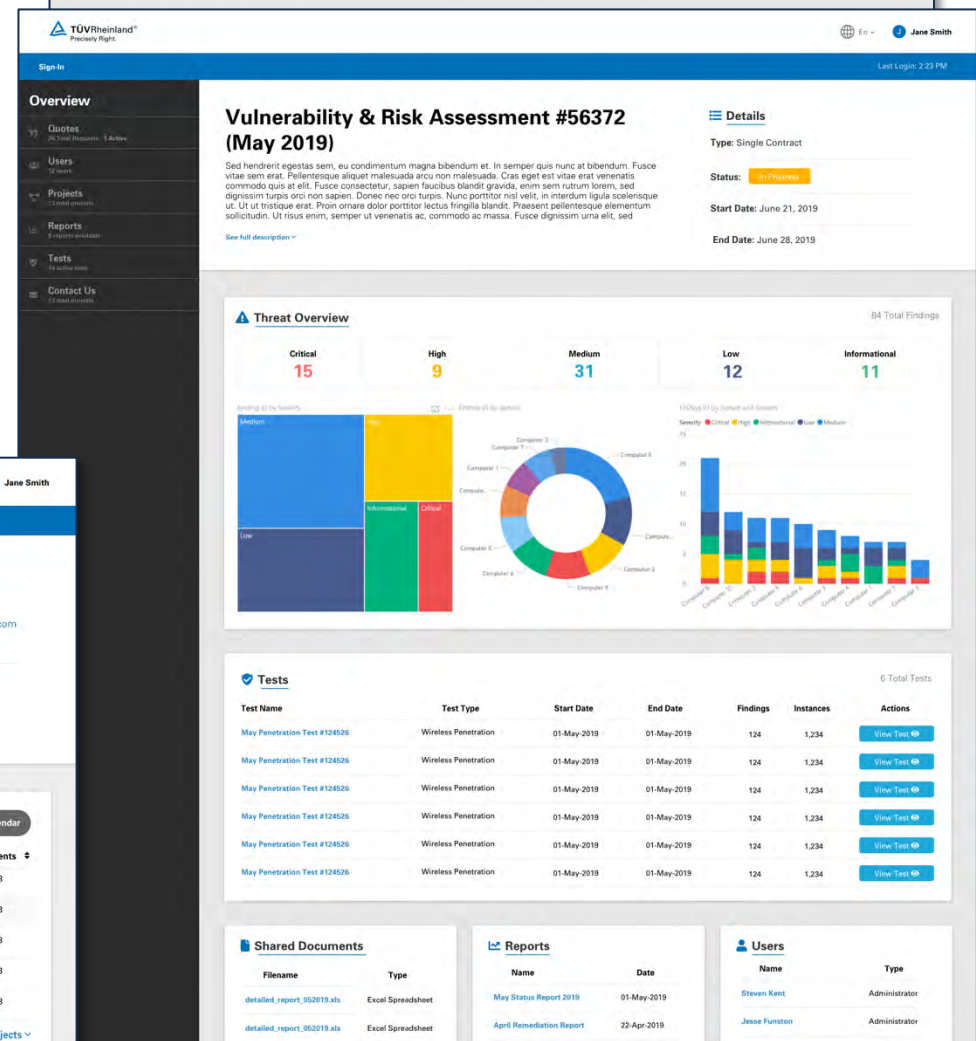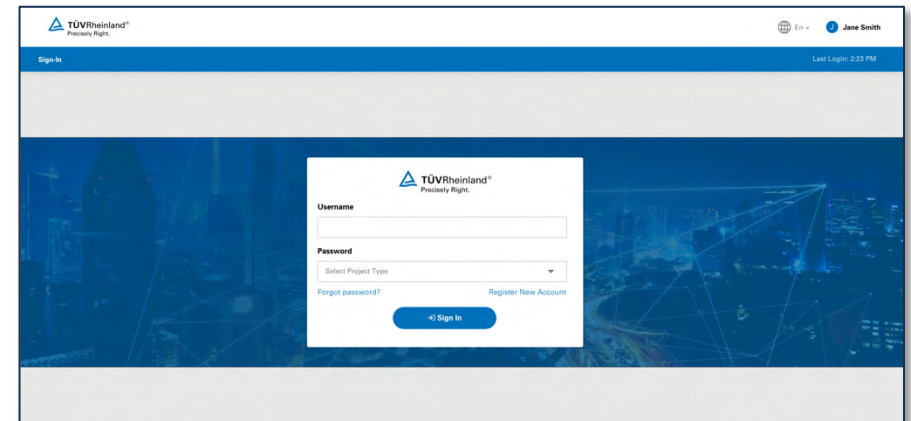
SP+ My Spot

UX Consulting / Prototyping
www.portal.spplus.com

Project Details

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.
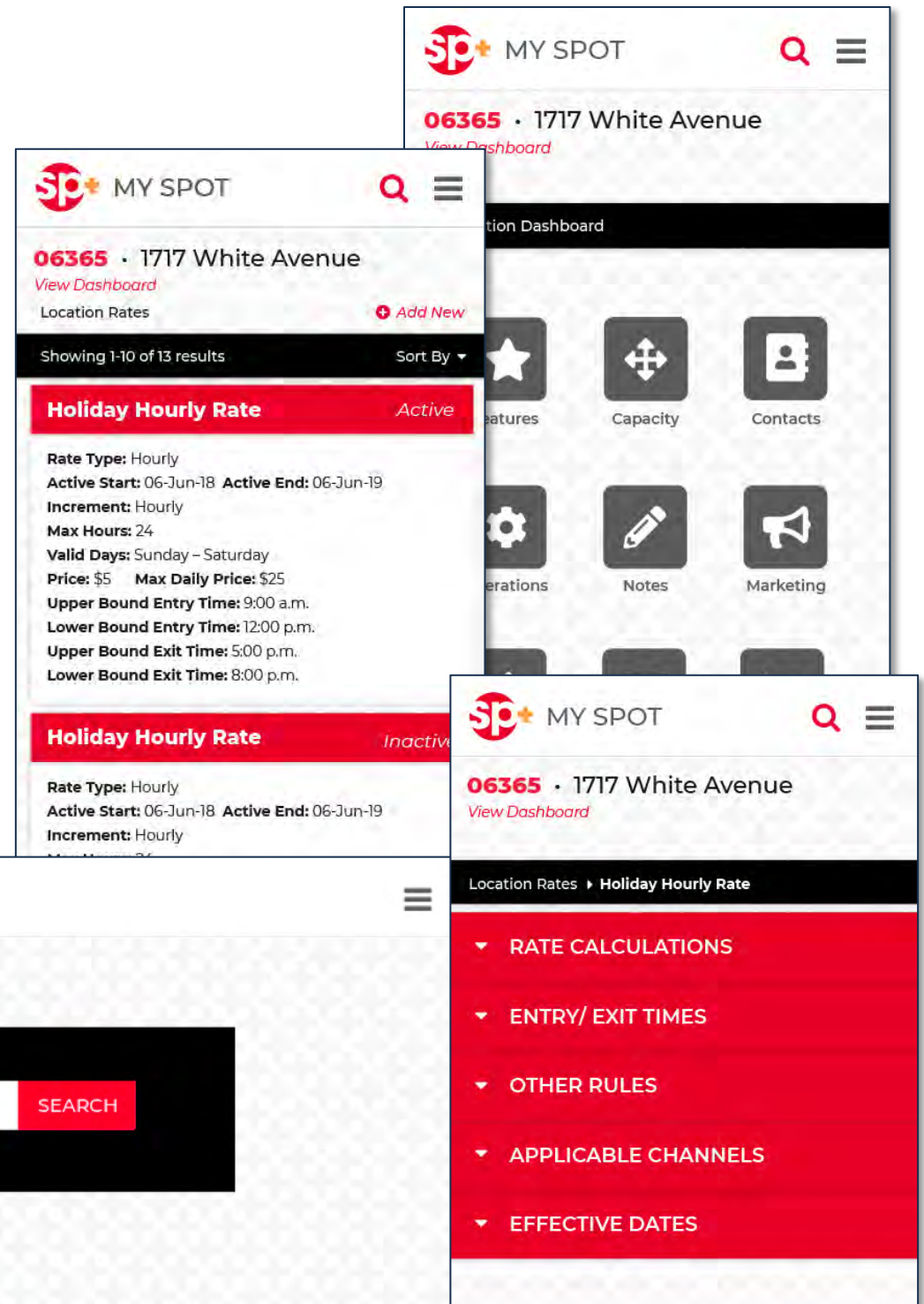
RideAnova

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.
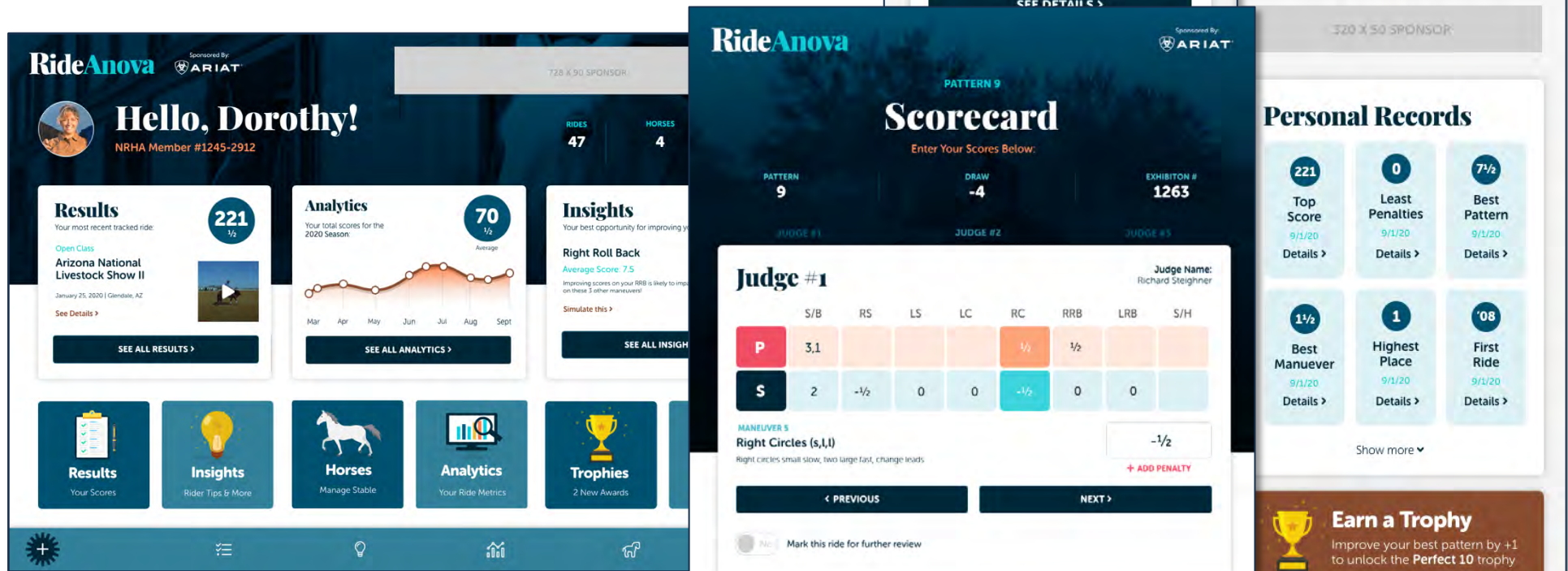
Flo Living

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.

A2 Analytics

Data Visualization
www.a2-anlytics.com

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.
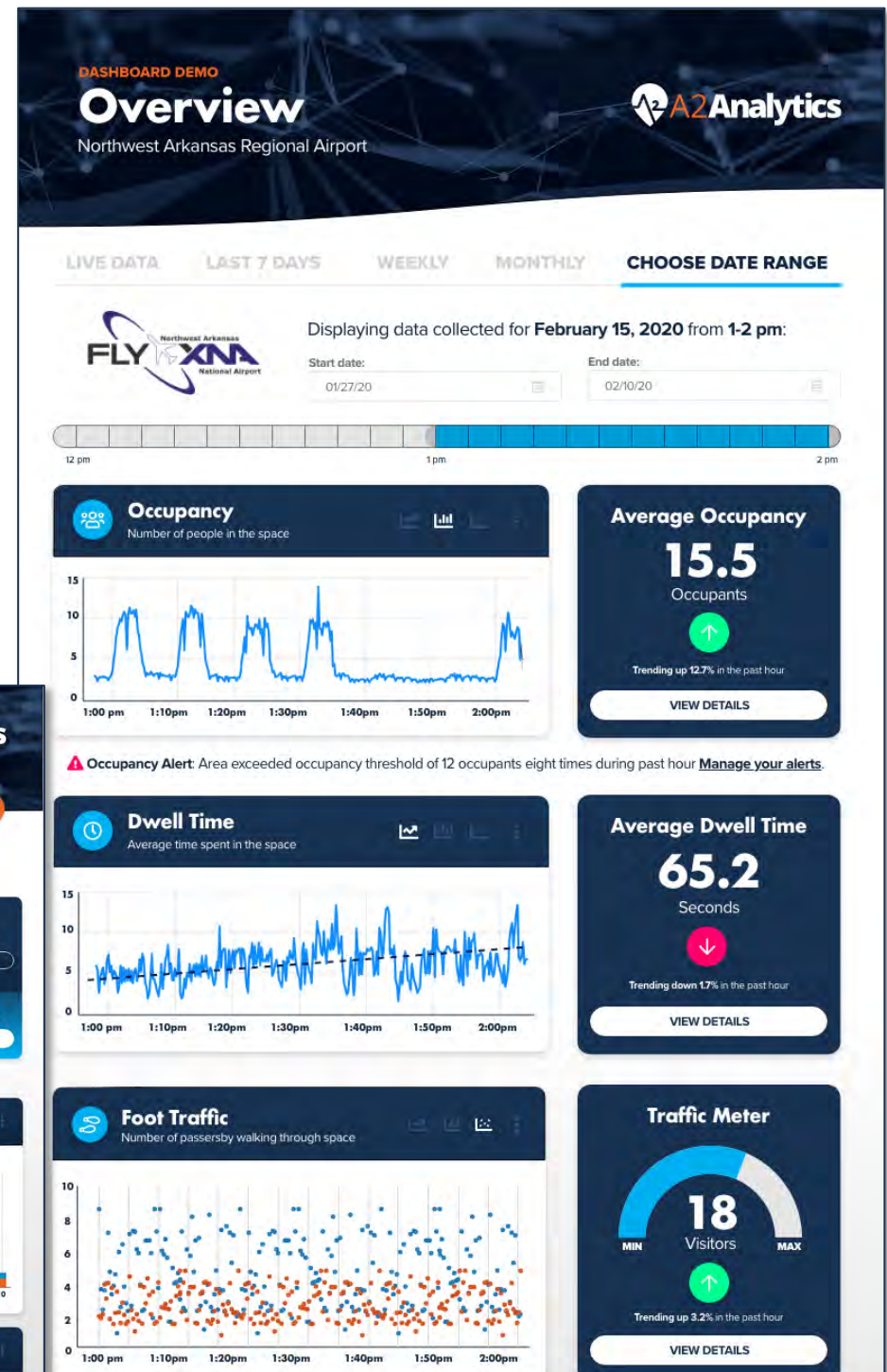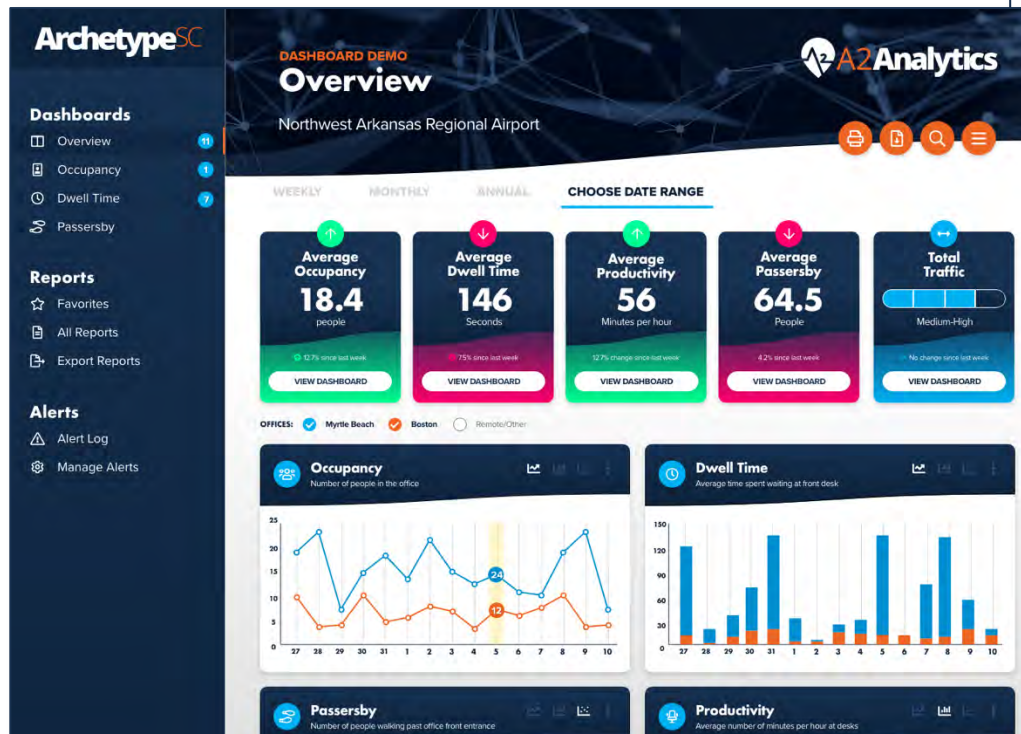
Fedway Associates

Website Design

www.fedway.com

Project Details

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.
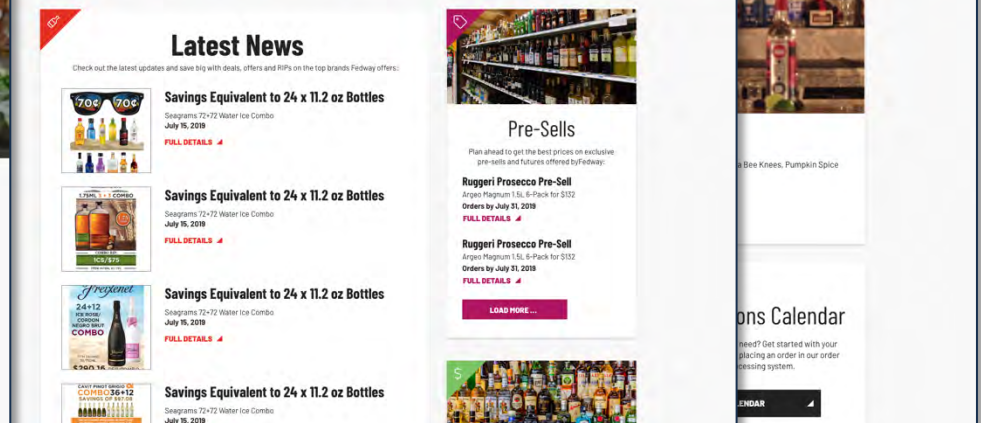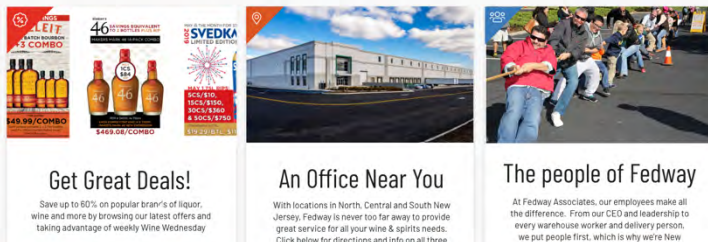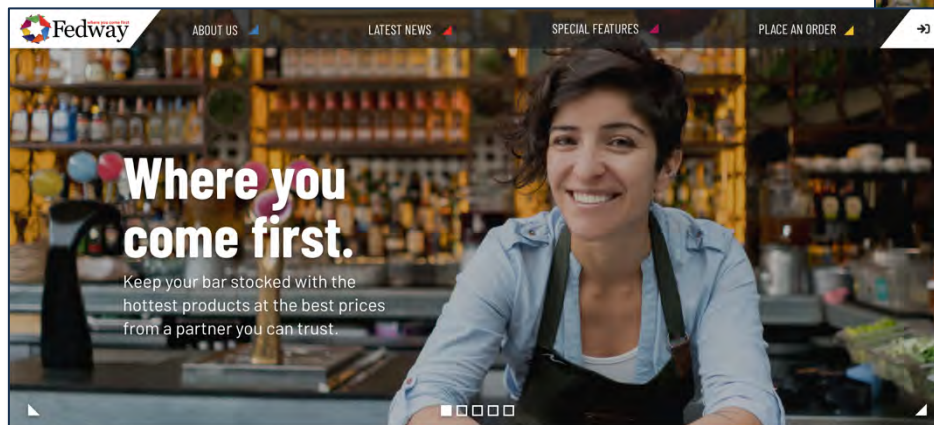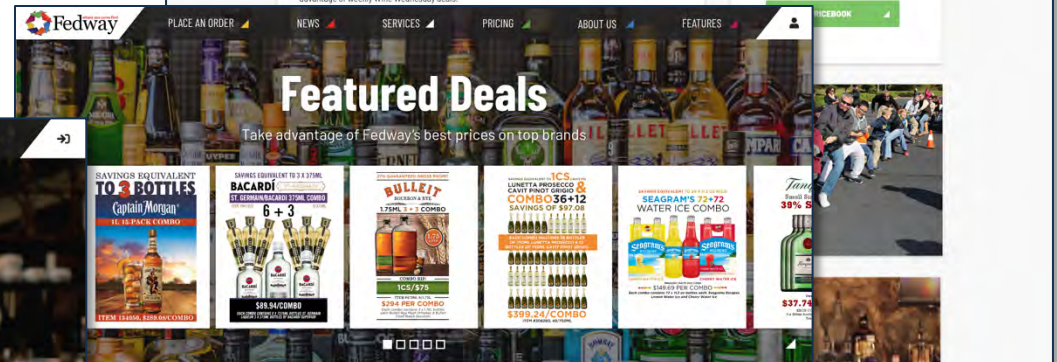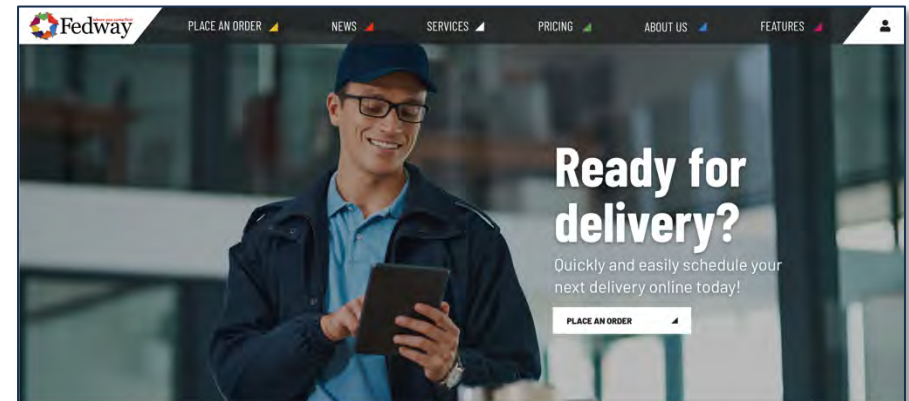
Henry Schein

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.

HTC My Account

UX Consulting / Website Design

http://myaccount.htcinc.net

Project Details

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.
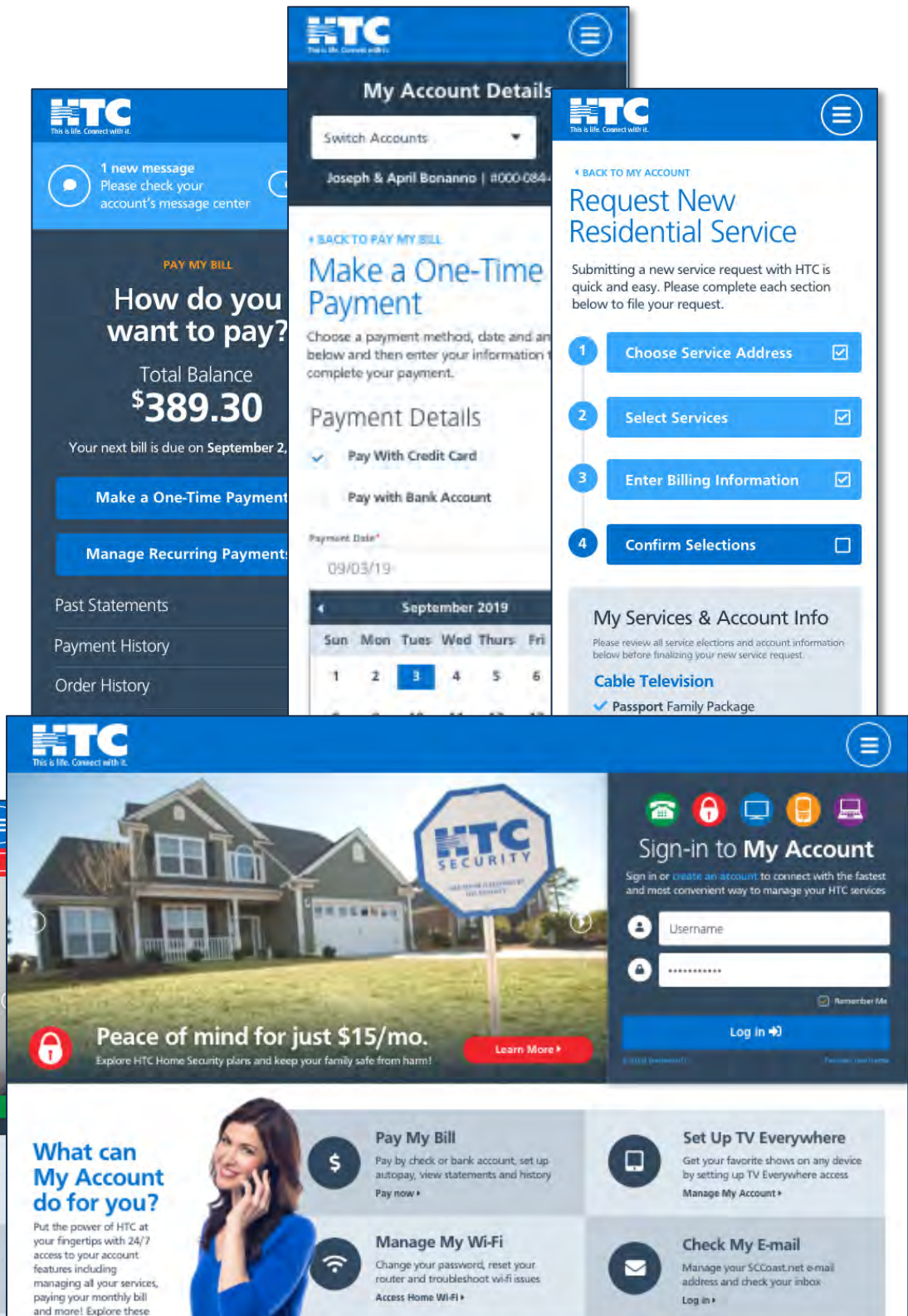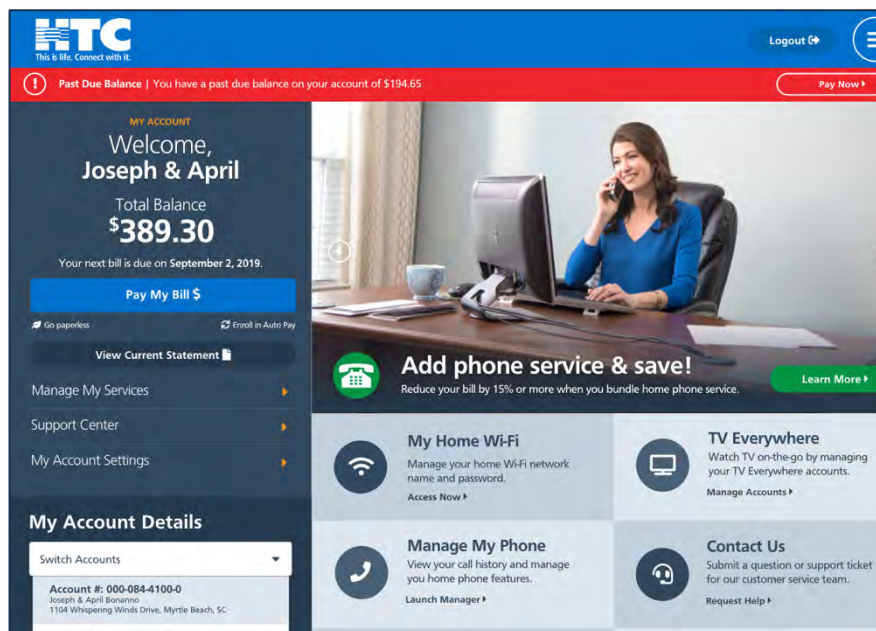
Uncle Monty's Road Trip Bingo

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.
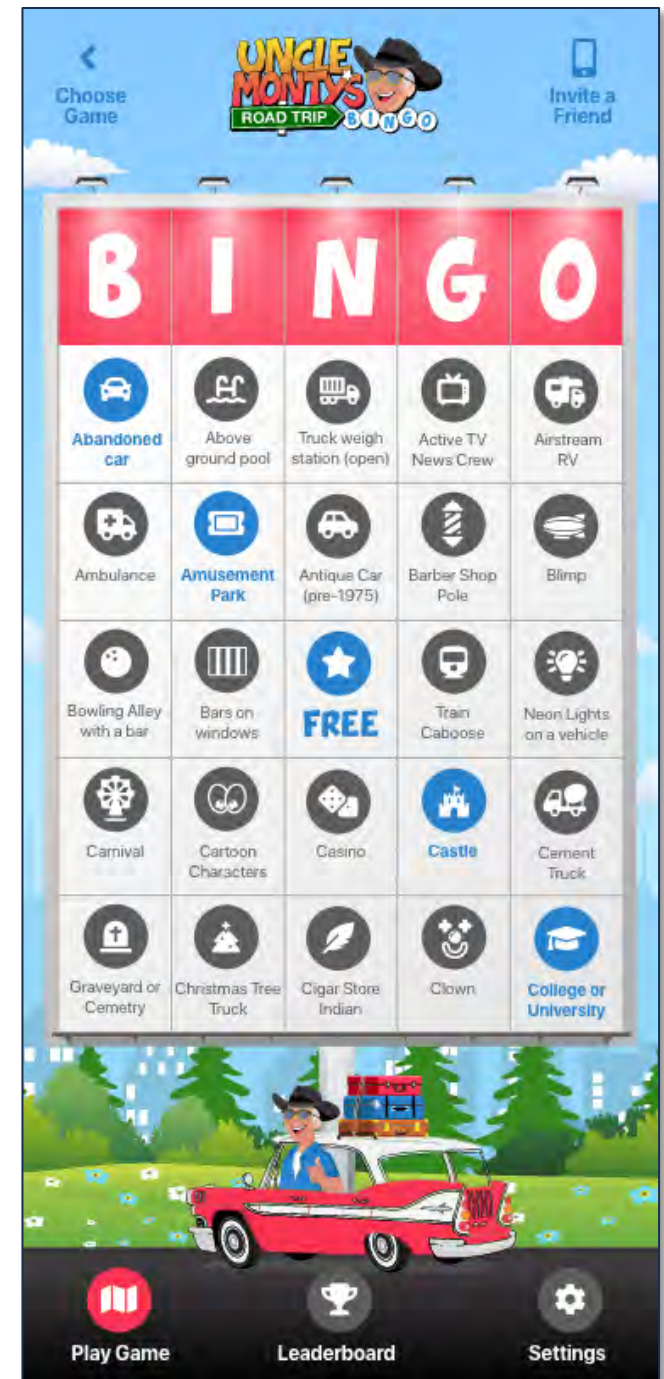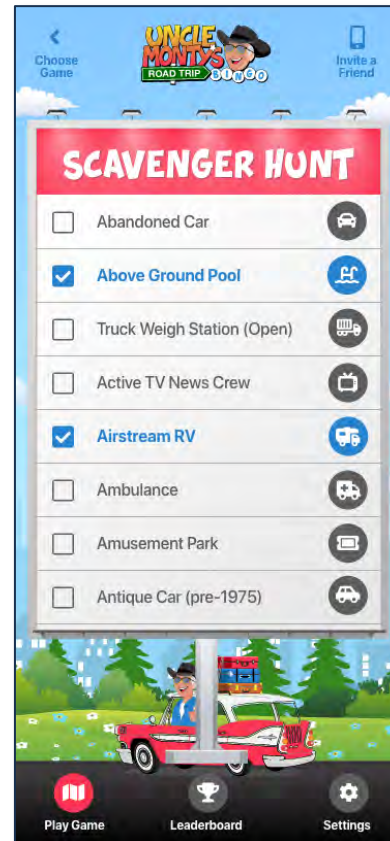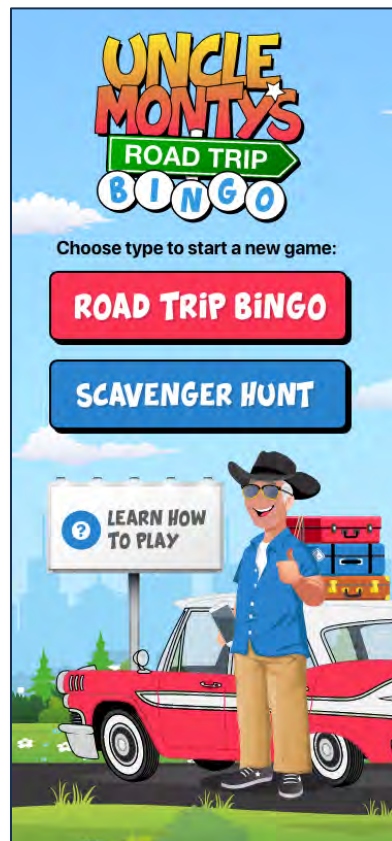
Client Testimonials

"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

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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 multi-year 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

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Contact Us Today!

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