

we do complicated.
ArchetypeSC

UX Design Portfolio

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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

Meet the UX Team



Joseph Bonanno
President



Patrick Nord
Principal Consultant



Chris Mowder
Senior Designer



Dorothy Thompson
Digital Analyst



John Wilson
App Development
Manager



Ethan Richardson
App Developer

Odysseys Unlimited

UX Design / Application Development

www.odysseys-unlimited.com

Project Details

Odysseys Unlimited Inc. is 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.

John Doe

- Home
- Upcoming Reservations
 - Southern France: Languedoc & Provence
 - Tour Details
 - Invoice
 - Payments
 - National Parks of the Southwest

Welcome to My Odyssey

Southern France: Languedoc & Provence | 10-Jun-19
Provence - On Your Own | 22-Jun-19

Traveling with: Jane Doe

Departing Airport: RDU
Departing US on: 10-Jun-19
Returning to US: 30-Jun-19

Total Tour Cost: \$10,284
Payments: \$10,284
Balance Due: \$0
Final Payment Due: 07-Mar-19

Your reservation is paid in full

Your tour begins in 112 days

National Parks of the Southwest | 09-Oct-19

Traveling with: Jane Doe

Egypt & the Eternal Nile
20-Feb-20
Mrs. Jane Smith

1 Overall Experience

SECTION 1/11

Overall Experience

Excellent Good Fair Poor N/A

Overall how would you rate the quality of your travel experience?

How would you rate the value of this tour for the money spent?

Select Tour

Tour: Select Tour

Special Interest Group: Select SIG

World Region: Select World Region

Country: Select Country

Departure Range: Date - Date

Grid of tour cards:

- ACROSS SPAIN AND PORTUGAL 2018
- ACROSS SPAIN AND PORTUGAL 2019
- AFRICA'S WILDLIFE 2018
- AFRICA'S WILDLIFE 2019
- ALPINE SPLENDOR: SWITZERLAND AND AUSTRIA 2018
- ALPINE SPLENDOR: SWITZERLAND AND AUSTRIA 2019
- ANCIENT GREECE: WITH SANTORINI AND CRETE 2018
- ANCIENT GREECE: WITH SANTORINI AND CRETE 2019
- BURGUNDY BARGING WITH LYON AND PARIS 2019
- CANADIAN CAPITALS 2018
- CANADIAN CAPITALS 2019
- CANADIAN ROCKIES EXPLORER 2018
- CANADIAN ROCKIES EXPLORER 2019
- CHINA, TIBET & THE YANGTZE RIVER 2018
- CHINA, TIBET & THE YANGTZE RIVER 2019

Reservation Number: 375541

Jane Smith

Departing Airport: MYR
Departing US on: 23-Sep-20
Returning to US: 04-Oct-20

Traveling with: John Smith

Departing Airport: MYR
Departing US on: 23-Sep-20
Returning to US: 04-Oct-20

Remaining Balance: \$9,634

Itinerary for Jane Smith and John Smith

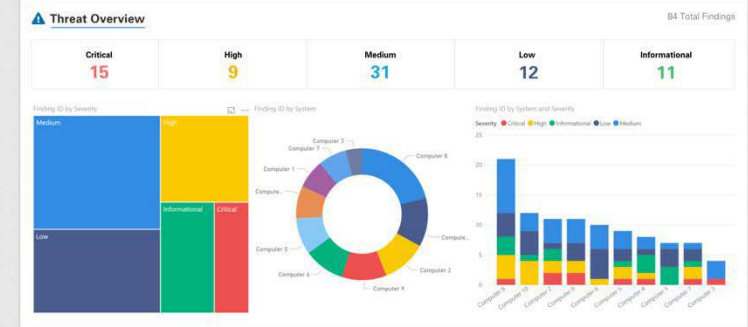
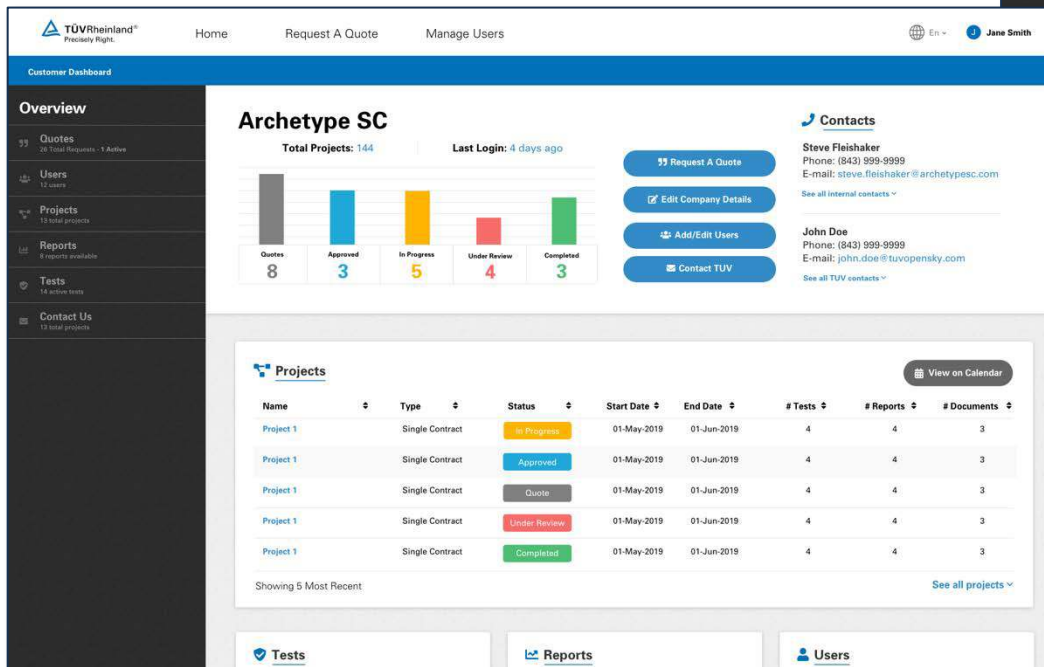
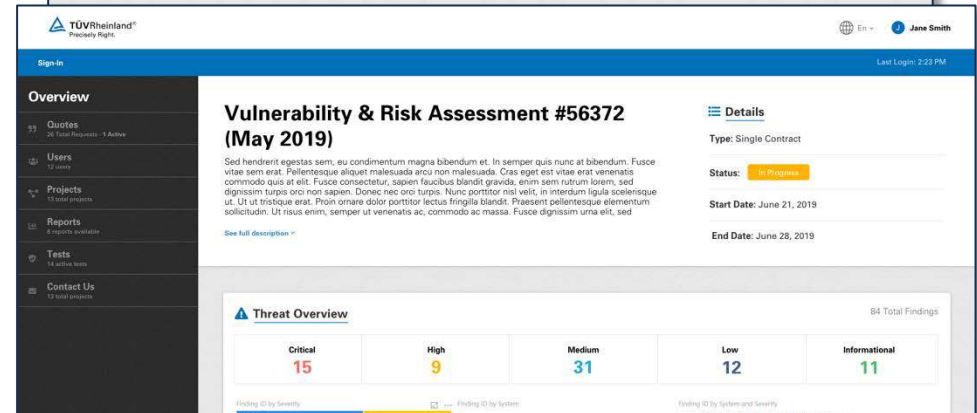
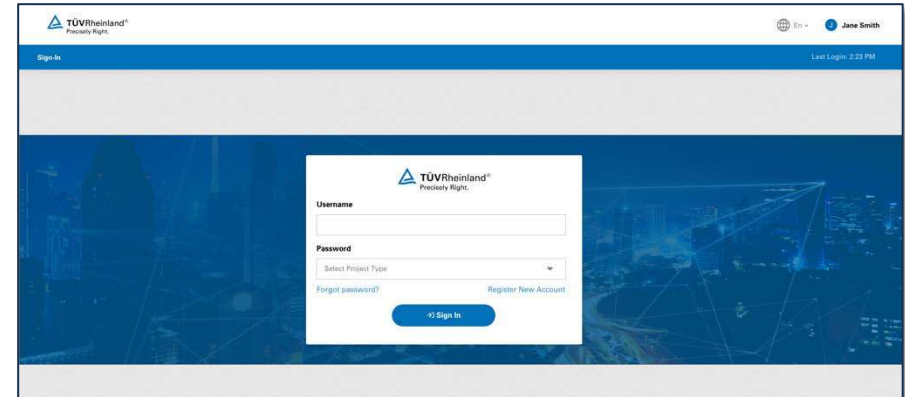
- 22-Sep-20 Depart U.S. for Iceland
- 23-Sep-20 Arrive in Reykjavik, Iceland (KEF)
- 23-Sep-20 to 25-Sep-20 Hotel Selfoss, Selfoss, Iceland
- 25-Sep-20 to 27-Sep-20 Fosshotel Myvatn, Myvatn
- 27-Sep-20 to 28-Sep-20 Sigli Hotel, Siglufjordur

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 clients.



Test Name	Test Type	Start Date	End Date	Findings	Instances	Actions
May Penetration Test #124526	Wireless Penetration	01-May-2019	01-May-2019	124	1,234	View Test
May Penetration Test #124526	Wireless Penetration	01-May-2019	01-May-2019	124	1,234	View Test
May Penetration Test #124526	Wireless Penetration	01-May-2019	01-May-2019	124	1,234	View Test
May Penetration Test #124526	Wireless Penetration	01-May-2019	01-May-2019	124	1,234	View Test
May Penetration Test #124526	Wireless Penetration	01-May-2019	01-May-2019	124	1,234	View Test
May Penetration Test #124526	Wireless Penetration	01-May-2019	01-May-2019	124	1,234	View Test

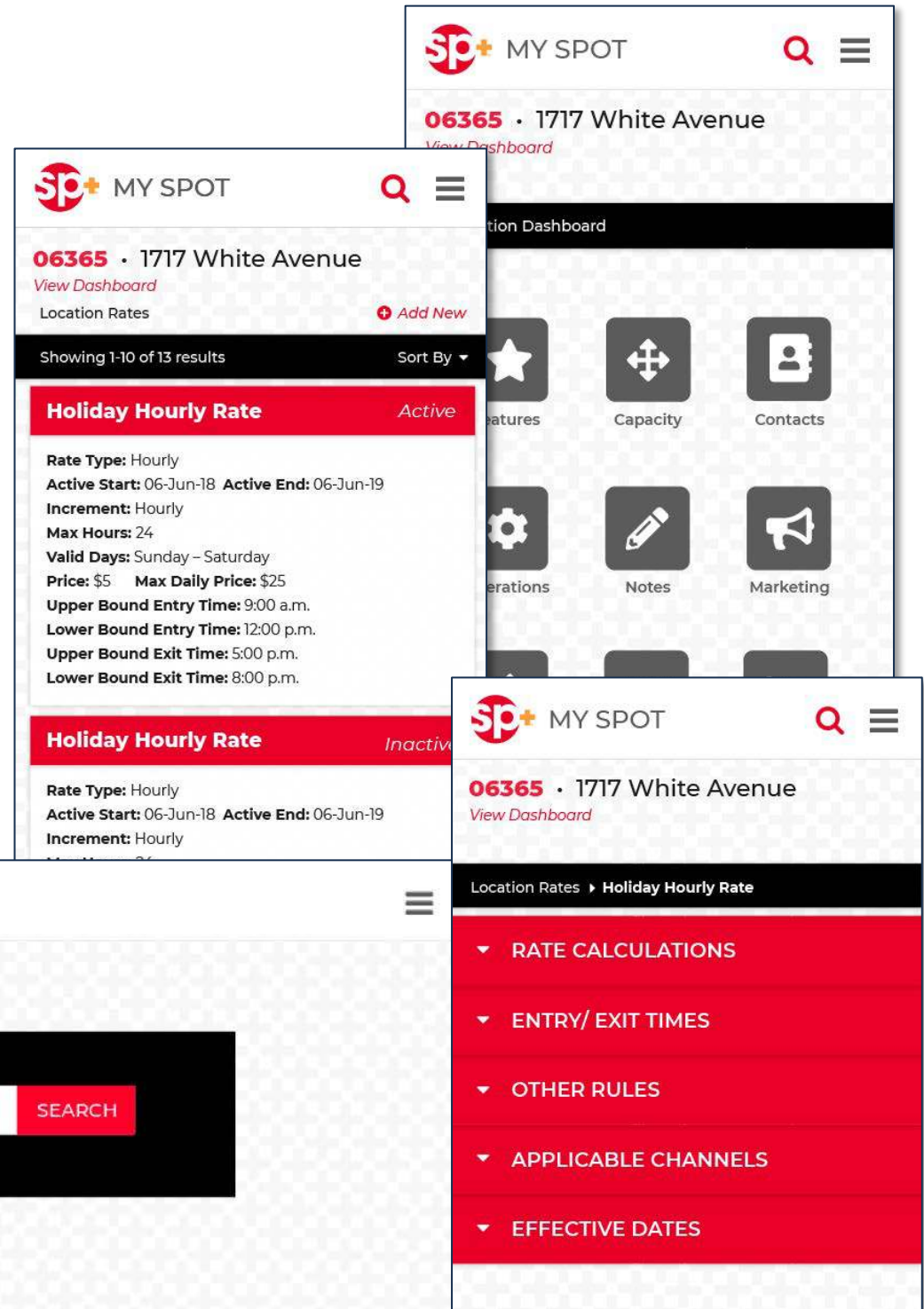
Filename	Type	Name	Date	Name	Type
detailed_report_052019.xls	Excel Spreadsheet	May Status Report 2019	01-May-2019	Steven Kent	Administrator
detailed_report_052019.xls	Excel Spreadsheet	April Remediation Report	22-Apr-2019	Jesse Funston	Administrator
detailed_report_052019.xls	Excel Spreadsheet	March Access Report	15-Mar-2019	Chris Mowder	User
detailed_report_052019.xls	Excel Spreadsheet	February Quarterly Status	12-Feb-2019	Tyler Flynn	User

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.



Flo Living

Website Design
www.floiving.com

Project Details

Archetype SC is responsible for design development and maintenance of Floiving.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.

Flo28
INTRODUCING
The Cycle Syncing Membership
"The next best thing to having Alisa as my personal Coach."
FLO 28: The Cycle Syncing Membership is a revolutionary roadmap for women to help balance their hormones and care for their bodies, so they can feel their best all month long. It works by syncing up your daily activities (eating, working, socializing, fitness, etc.) with your infradian rhythm to promote optimal health and hormone function.
WATCH THE VIDEO
THIS IS WHAT YOU'VE BEEN HEARING ABOUT IN...
The New York Times Forbes OZ SHAPE VOGUE Women's Health mindbodygreen well+good
FACT 1
You're not seeing the results you want.
Whole30, intermittent fasting, bullet journals – it's not working for you. As women, we're constantly trying to do it all — balancing work, life, love, motherhood, fitness programs and more — but nothing seems to deliver the results you hope for. It is because these programs are not built for you as a woman in your menstrual years.

floiving
Search...
About FAQ Media Testimonials
floiving EVALUATE YOUR PERIOD GET SUPPORT NOW MONTHLY FLO PROGRAM BALANCE
Welcome to Flo Living
MODERN MENSTRUAL HEALTHCARE FOR YOU
Find out what your period is telling you about your hormones.
EVALUATE YOUR PERIOD!
As women, we're not getting the support we need. You're likely suffering unnecessarily with period problems, PMS fertility issues or perimenopause. You may be confused, overwhelmed and not sure what to do to feel better every day, and every month.
We make it easy, convenient and affordable for you to put any and all period problems into remission using our food-based...
We can help
Cramps
Bloating
Pain
Heavy
Irregular
Sign up for the FREE 7-Day Get In the FLO Challenge Starting February 5th.
Sign-up for the Challenge Now!
Enter your first name
Enter your BEST email address
Yes, I want in!
Your email address will only be used for secure FloLiving messages, and is not shared with 3rd parties. Use your best email address to avoid issues with receiving your challenge emails.
Transform Your Life - Feel Better, Work Less, Love More in Just 5 Minutes a Day!
programs are built to work with your infradian rhythm.
...that every diet, fitness plan, and daily routine is all based on men's 24 hour cycle.
...all "solutions" simply do not factor in your hormonal reality, or reflect the 28-day infradian cycle that is unique to women! This 28-day cycle is called the infradian...
...this reality increases inflammation and weight gain, decreases your brain health adds unwanted stress to your heart! Not to mention exacerbating PMS that drain you.
...around — no more painful,
flo28
New Member Guide
Join the Facebook Group
Monthly Content
The Daily Planner
Common Questions
Support
"Create optimal flow in every area of your life. offers a path towards your highest power and potential."
GABRIELLE BERNSTEIN
#1 New York Times bestselling author of *The Universe Has Your Back*
New Member Guides

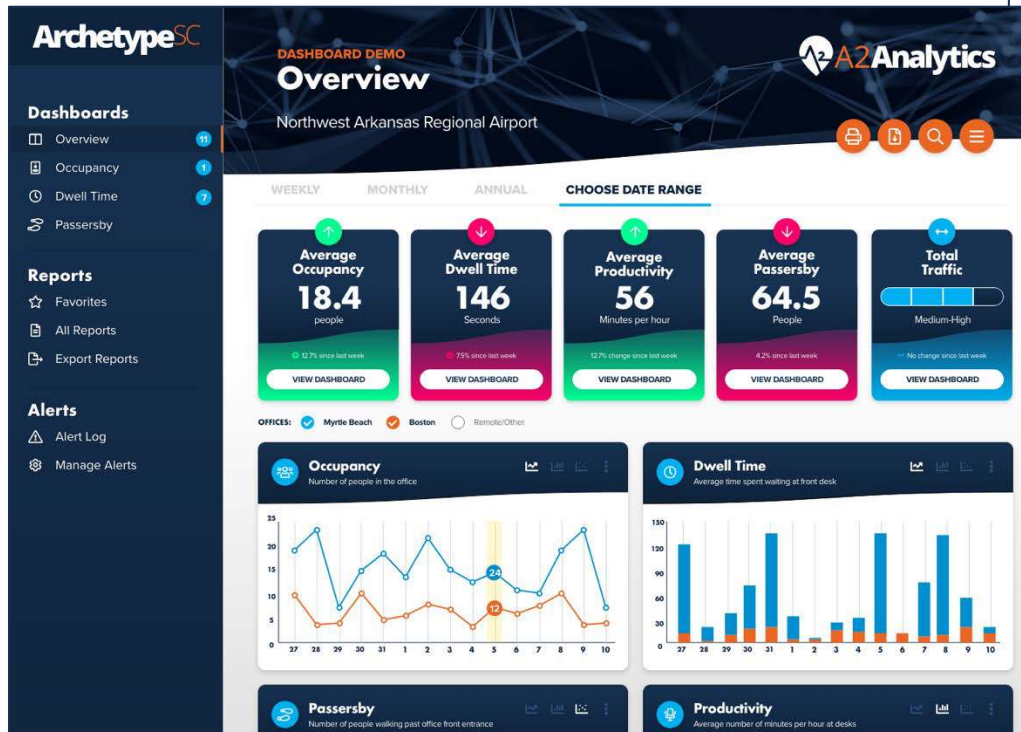
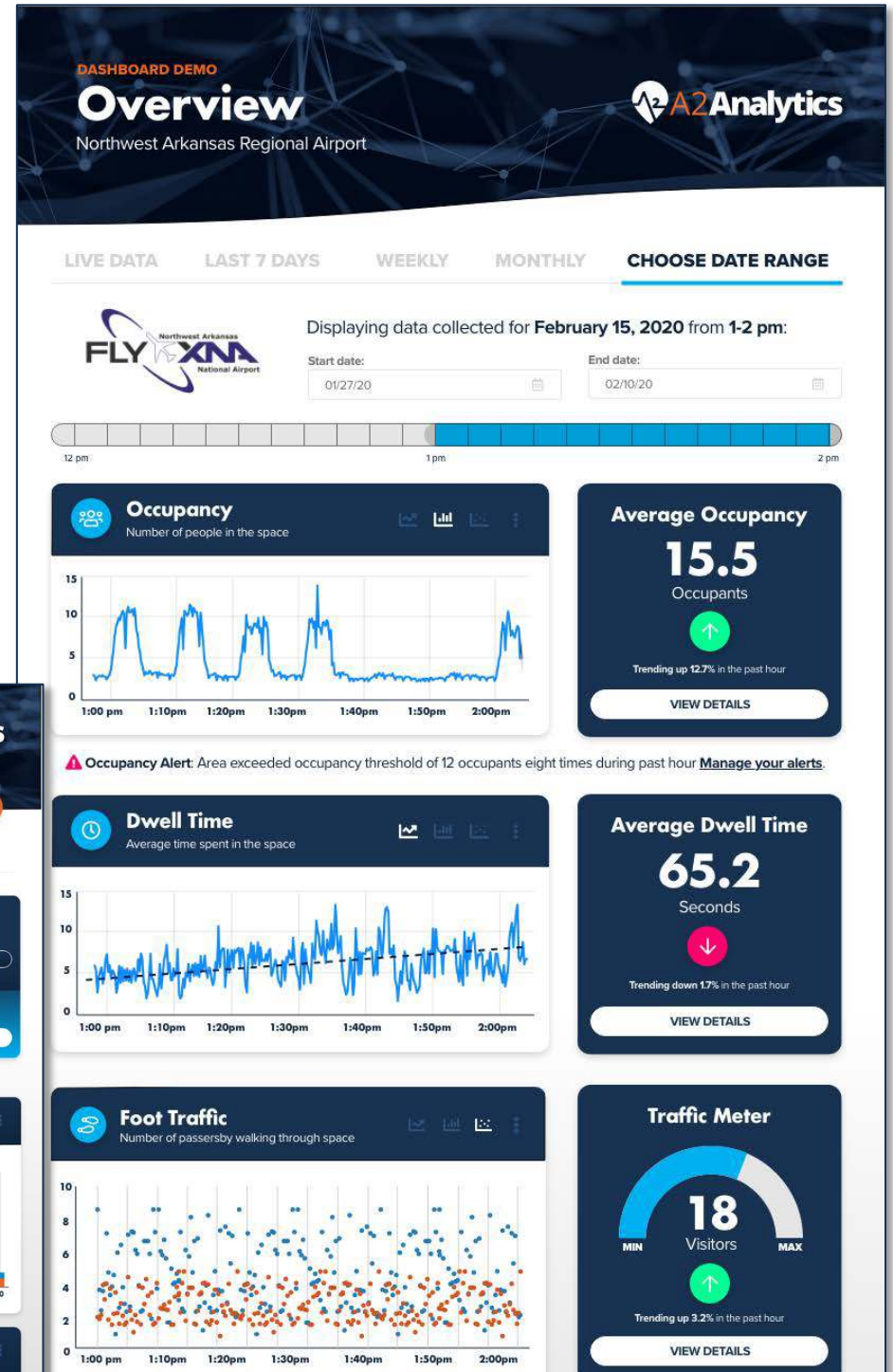
A2 Analytics

Data Visualization

www.a2-analytics.com

Project Details

A2 Analytics is a patented 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 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.

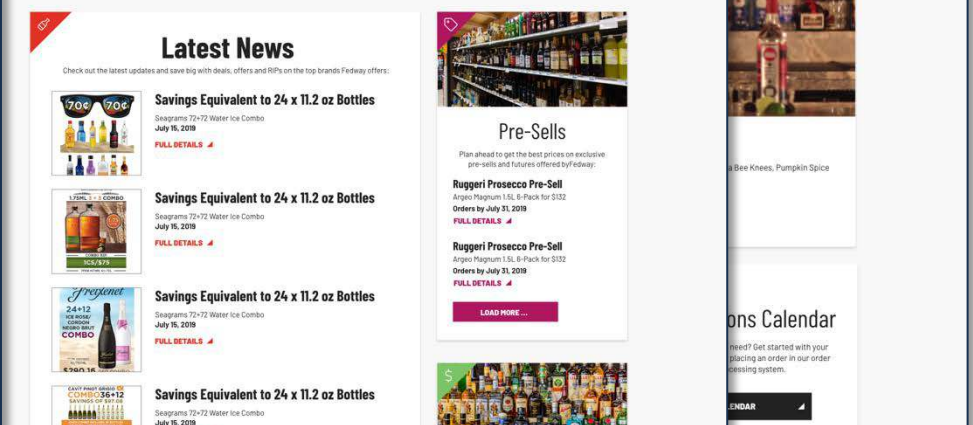
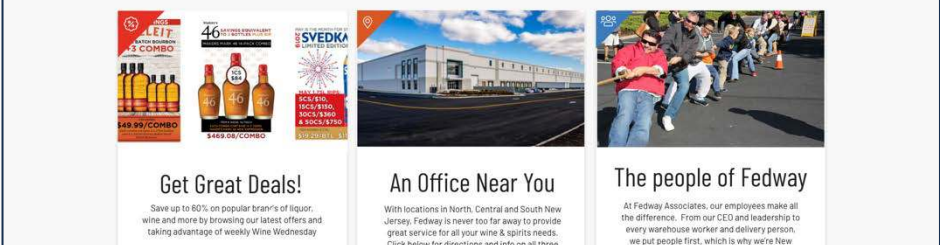
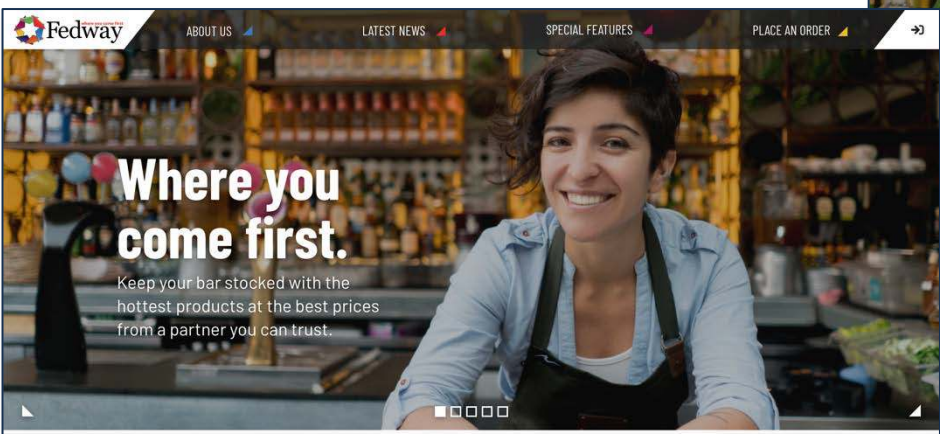
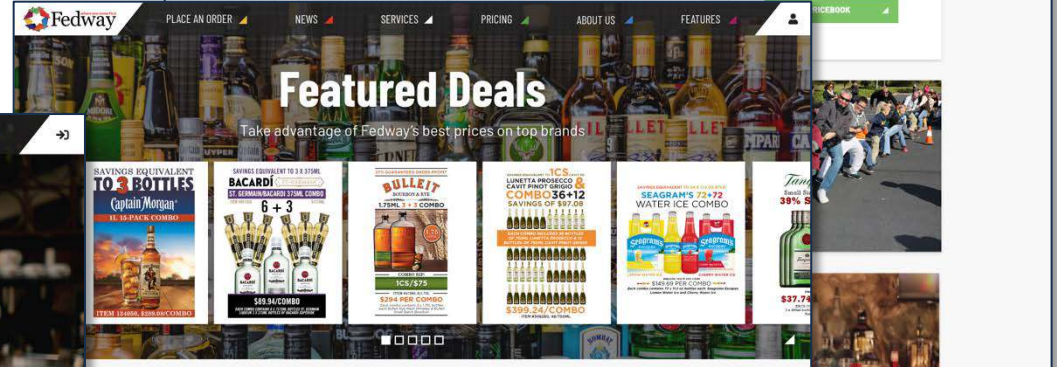
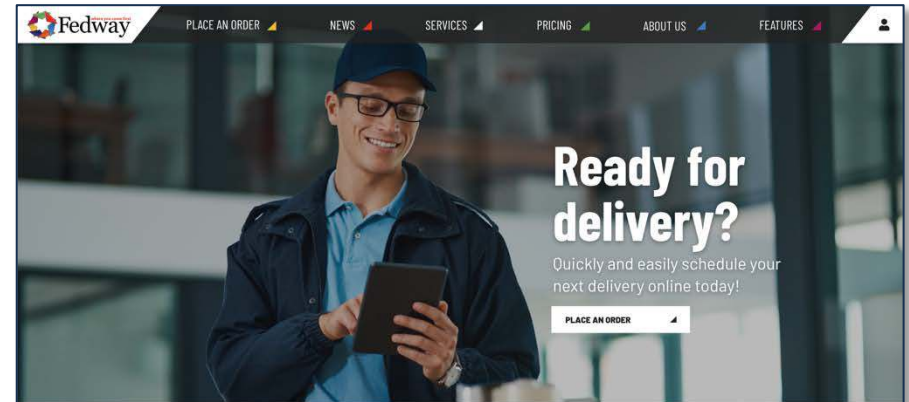


Fedway Associates

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 retail 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

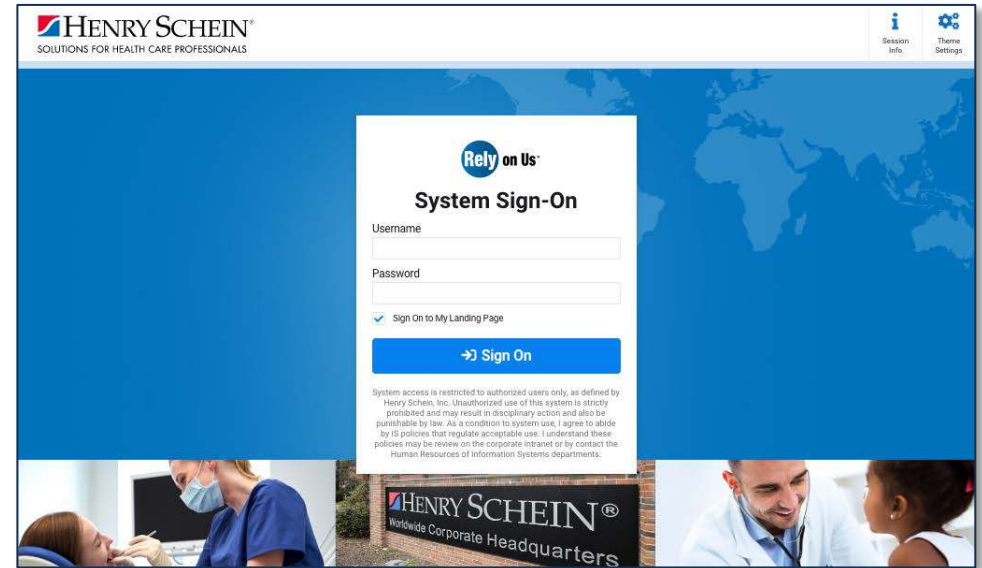
UX Consulting

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.

The screenshot shows a green-screen terminal application titled 'Customer Ledger Inquiry'. It features a header with '032002' and 'Date From'. Below the header, there are several fields for 'Customer Number', 'Parent Number', 'Invoice Number', 'Recpt/Item Number', and 'Statement Number'. A search filter is set to 'No Credit Comment'. The main data table has columns for 'Ty', 'Number', 'Itm', 'Date', 'Inv#', 'Amount', 'Open', 'Recpt/Item', and 'P'. The table contains several rows of data, including invoice numbers like 44699349 and 44724346, dates around 09/12/17, and amounts such as 282.67 and 270.17.



This screenshot shows the modern web application's 'Customer Ledger Inquiry' page. It features a top navigation bar with icons for 'Session Info', 'ServiceNow App', 'Microsoft Outlook', 'Google Calendar', 'FastPath Menu', 'Useful Links', 'Theme Settings', and 'Welcome, Suzanne'. The main content area includes a 'Main Menu' on the left with options like '2 - Name Search', '3 - Address Book Revisions', and '4 - Customer Ledger Inquiry'. The central area is titled 'Customer Ledger Inquiry' and contains a search form with fields for 'Customer #', 'Parent #', 'Invoice #', 'IN#', 'Receipt/Item #', and 'Statement #'. It also includes filters for 'Dates', 'Sequence', 'Paid', 'JDE SO#', 'Privilege', and 'Payment Inst'. Below the search form is a table with columns: 'Ty', 'Number', 'Itm', 'Date', 'Order# / Inv#', 'Gross Amount', 'Open Amount', 'PS', 'Due/Rcpt Date', 'Agi', 'Customer #', and 'Status #'. The table displays a list of transactions with dates around 05/03/19 and amounts like 56276571 and 20.02. At the bottom, there is a 'Functions Menu' with options like 'Field Sensitive Help (F1)', 'Toggle Display Formats (F2)', and 'Exit Program (F3)'. The page also includes a search bar and a 'Search' button.

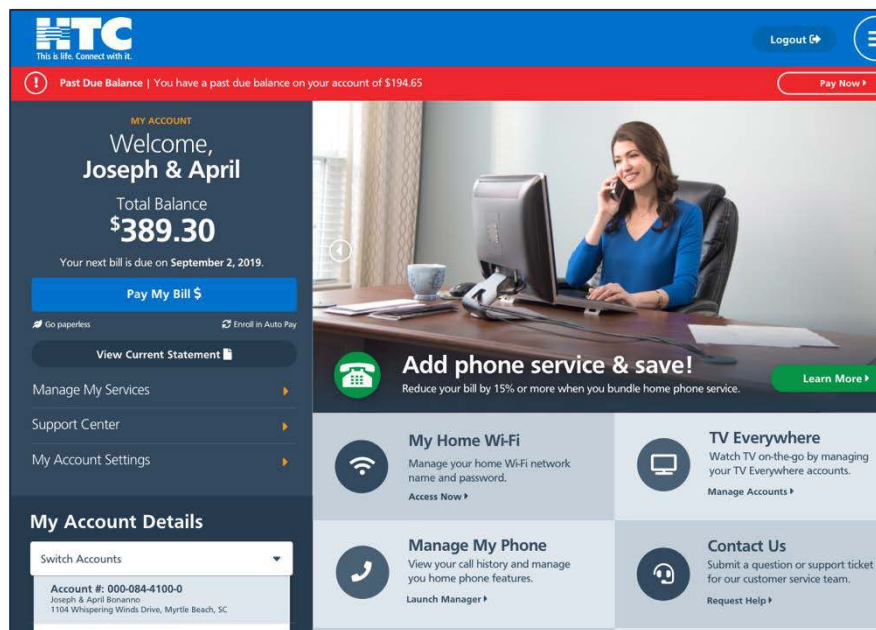
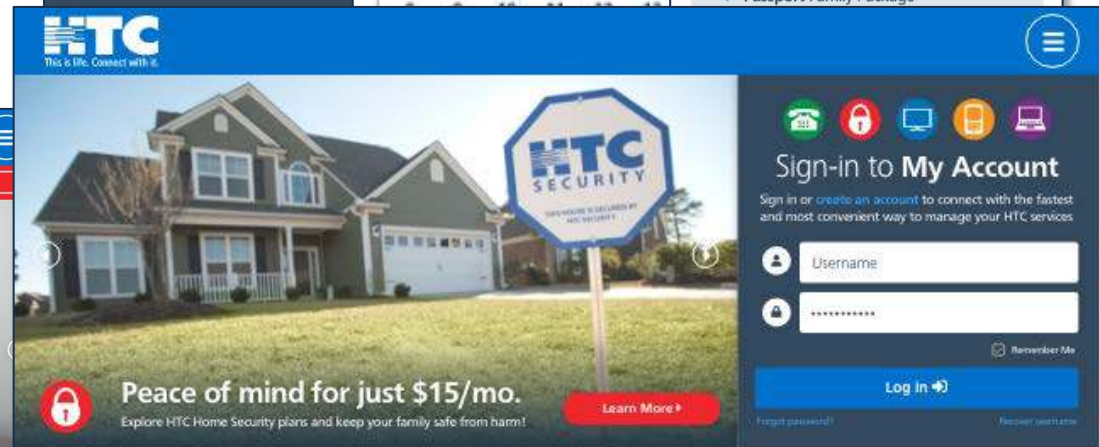
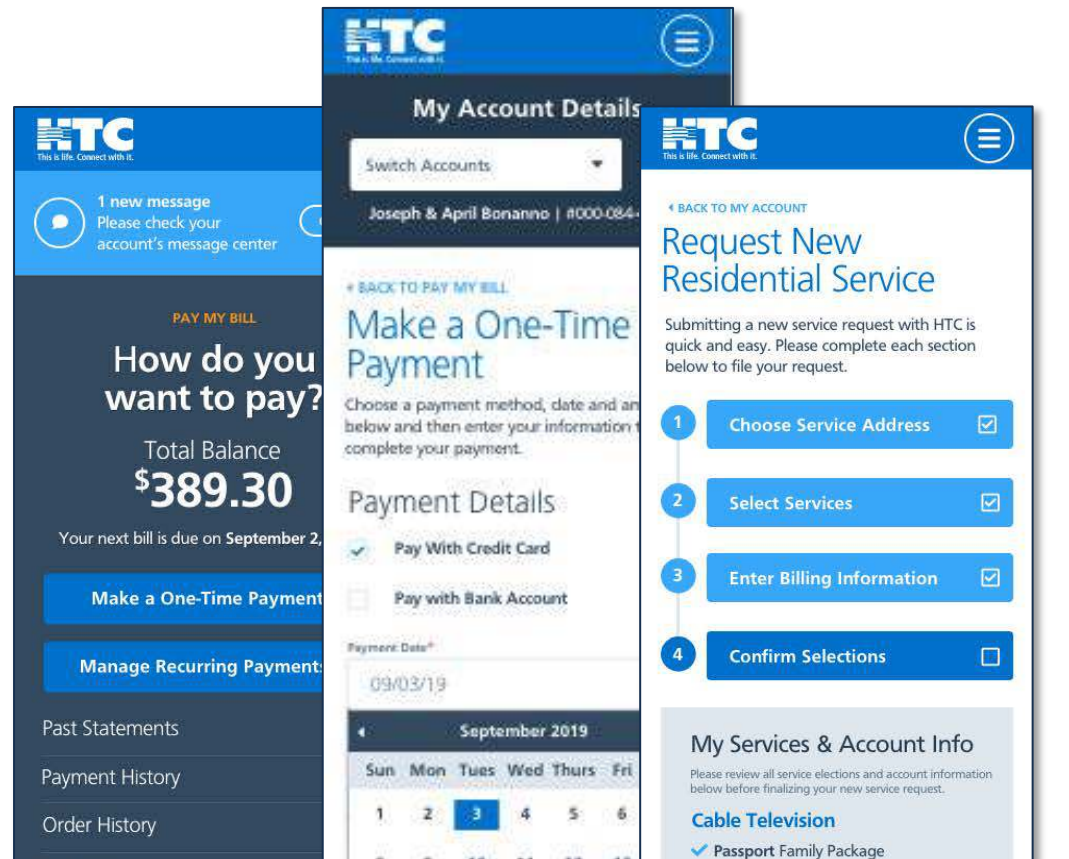
HTC My Account

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.



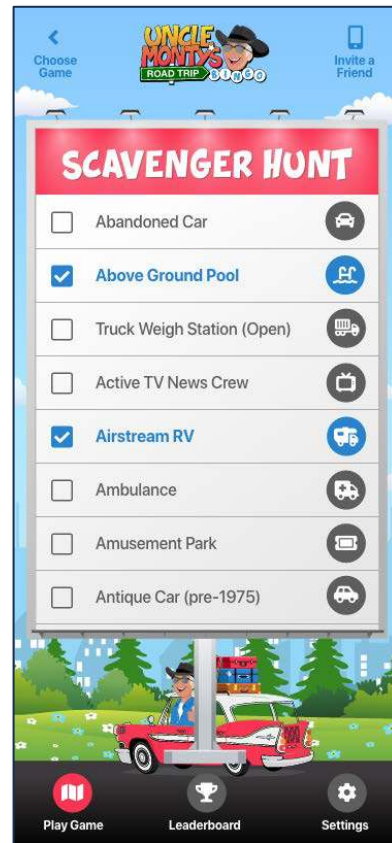
Uncle Monty's Road Trip Bingo

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



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 Aris 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



we do complicated.
ArchetypeSC

Contact Us Today!

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

www.archetypesc.com