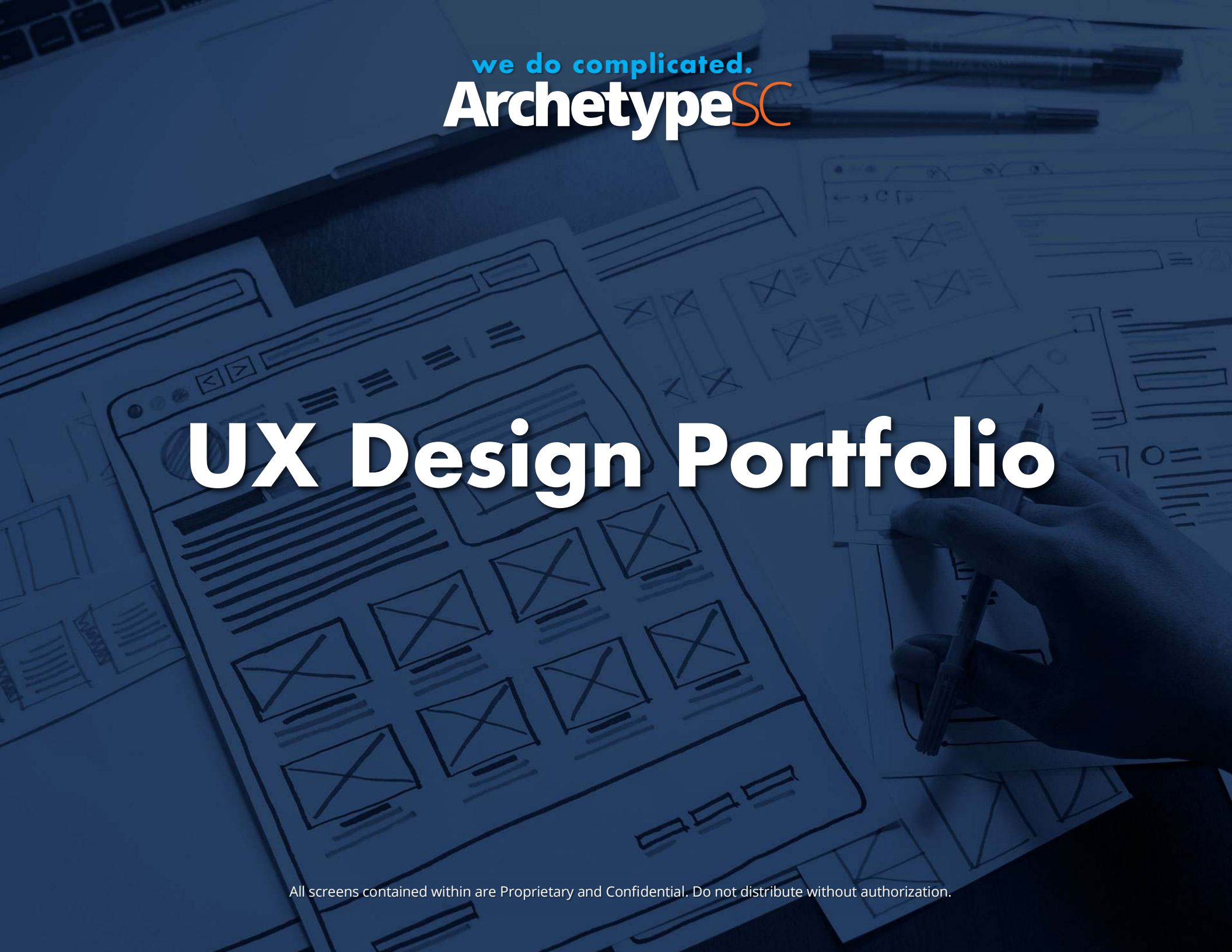
we do complicated.

ArchetypeSC

UX Design Portfolio



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ArchetypeSC

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

ArchetypeSC

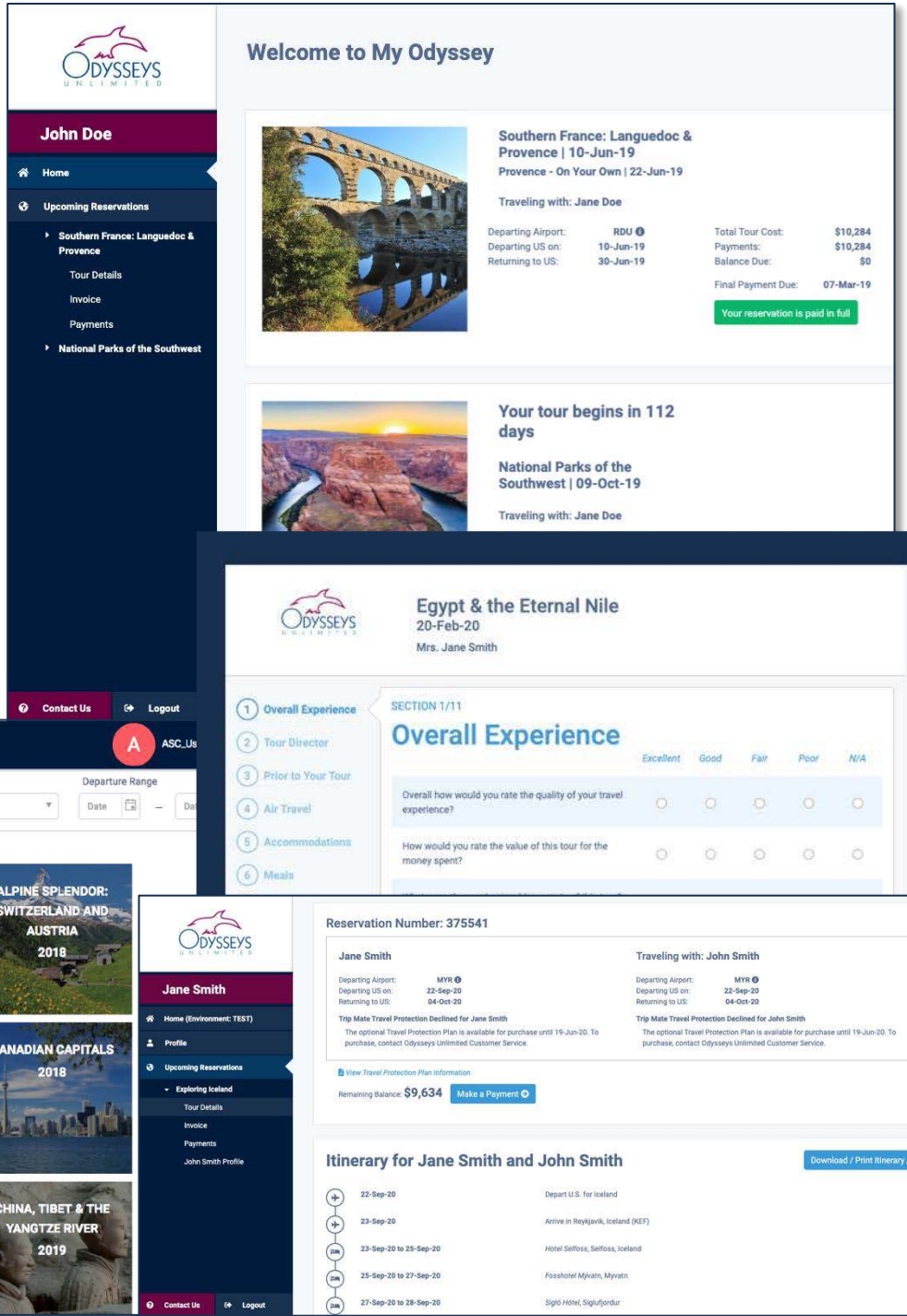
Odysseys Unlimited

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.



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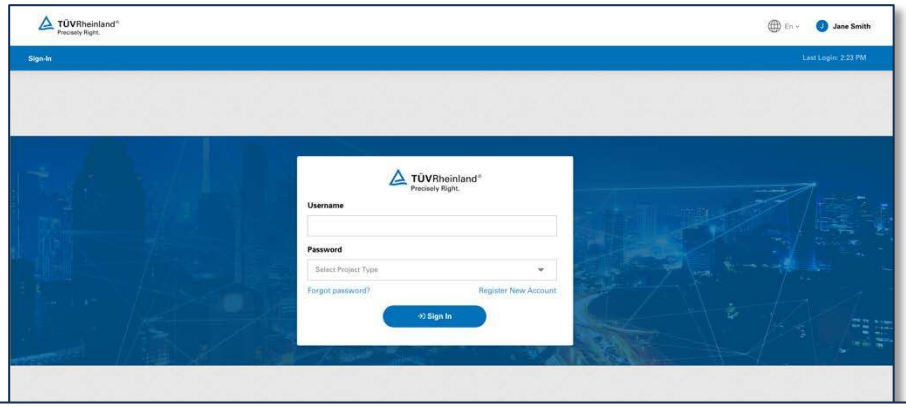
TUV Rheinland

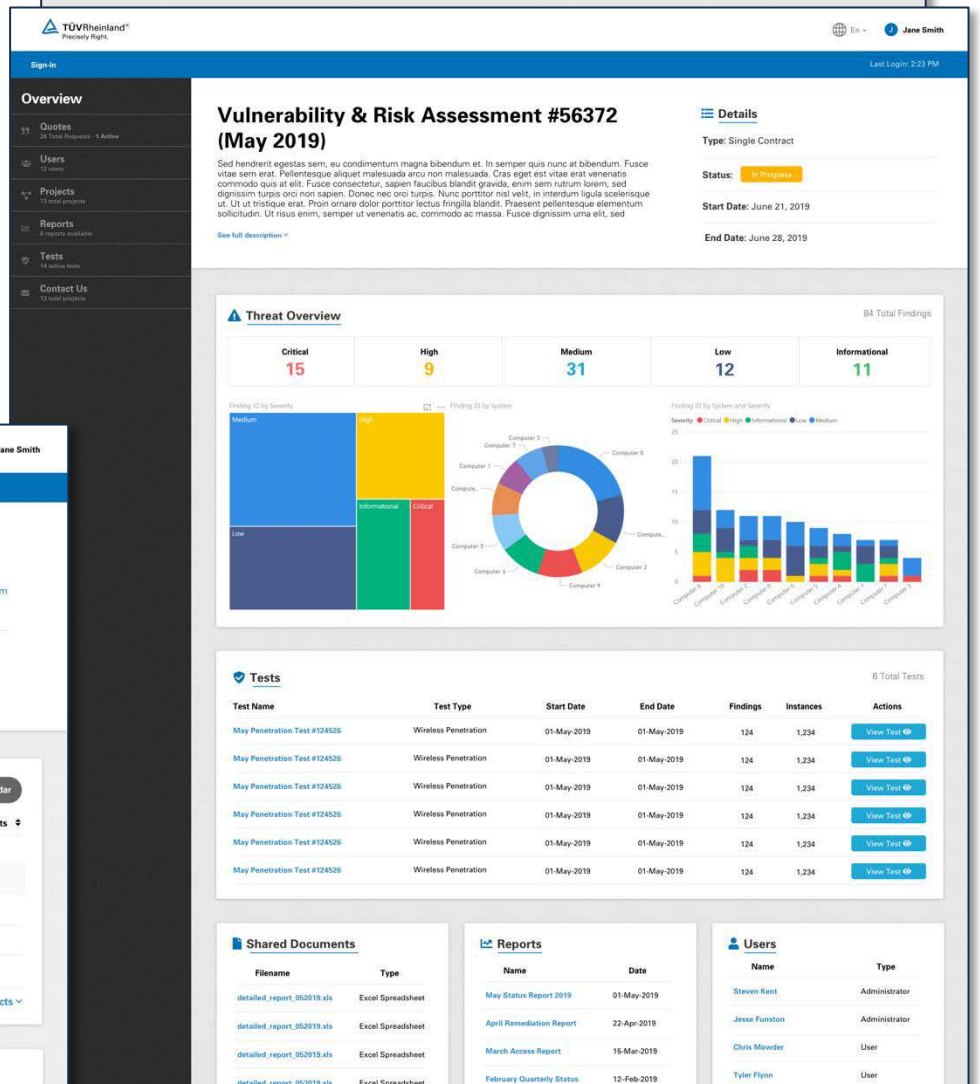
UX Design / Application Development

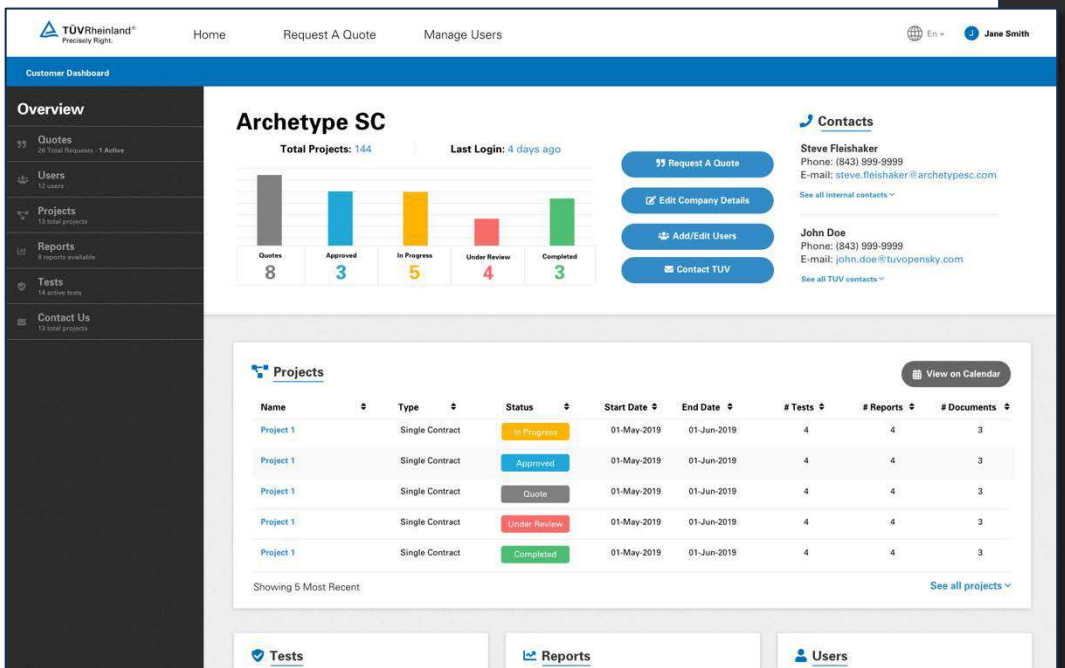
www.tuvopensky.com

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 clients.







ArchetypeSC

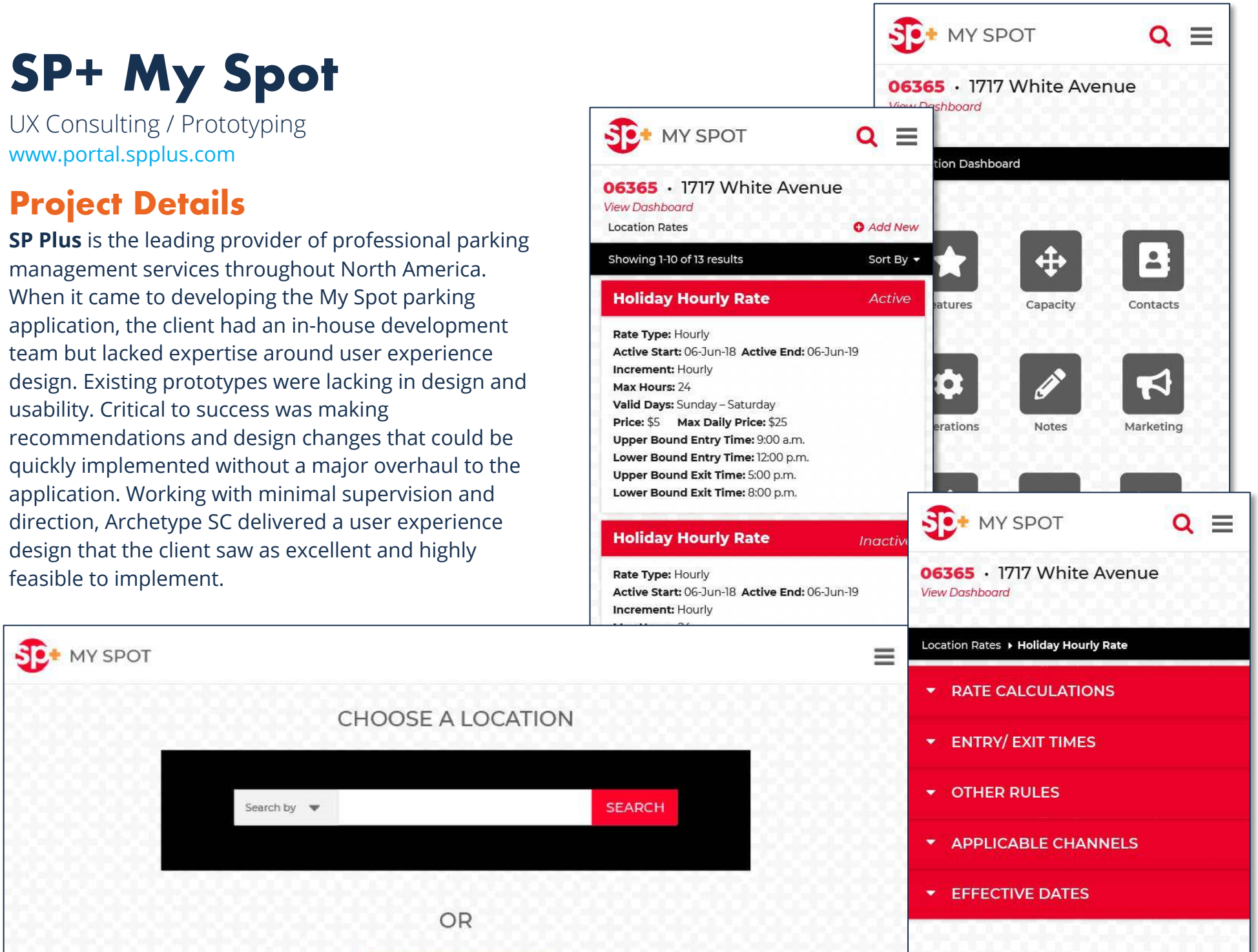
SP+ My Spot

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.



ArchetypeSC

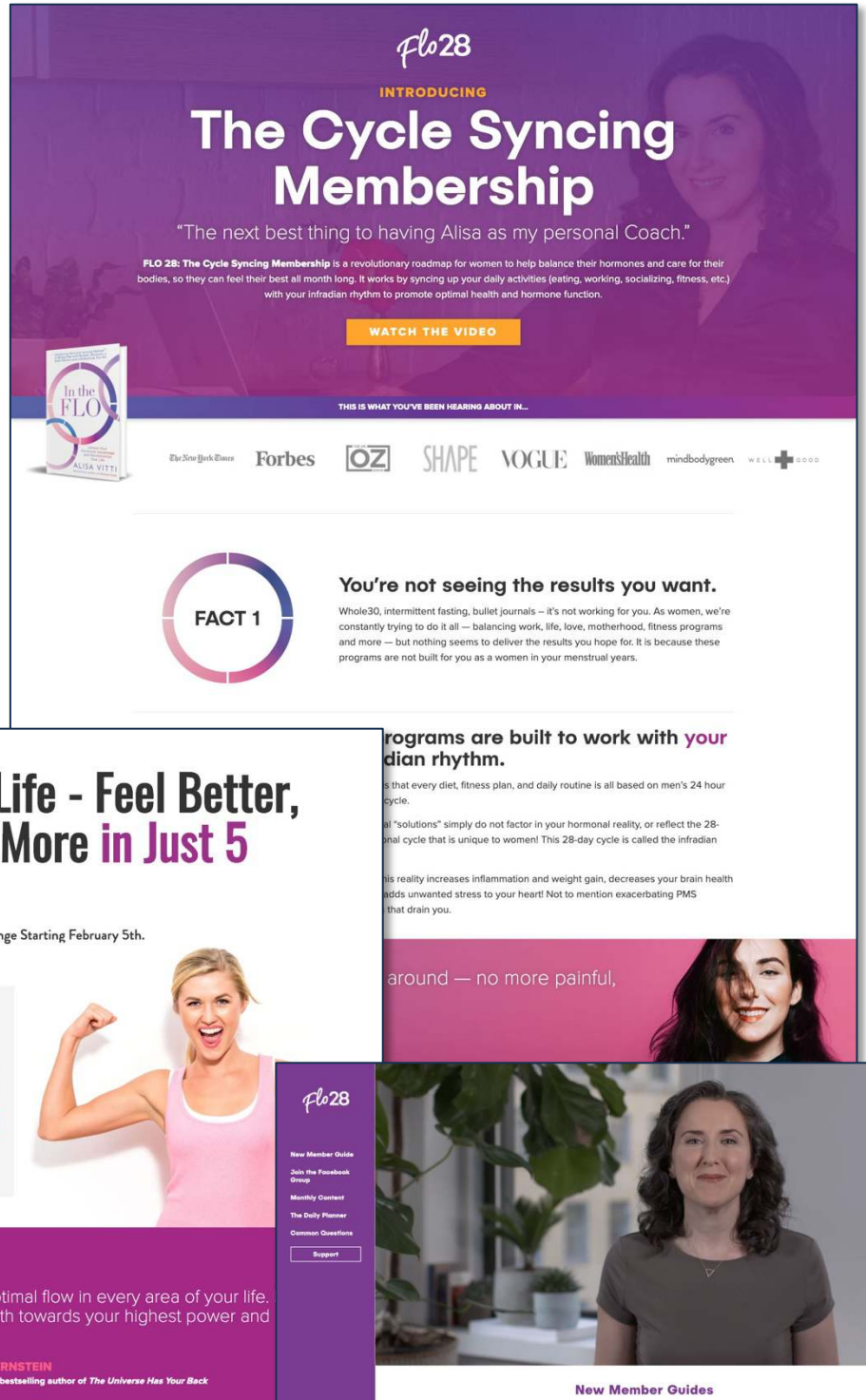
Flo Living

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.



ArchetypeSC

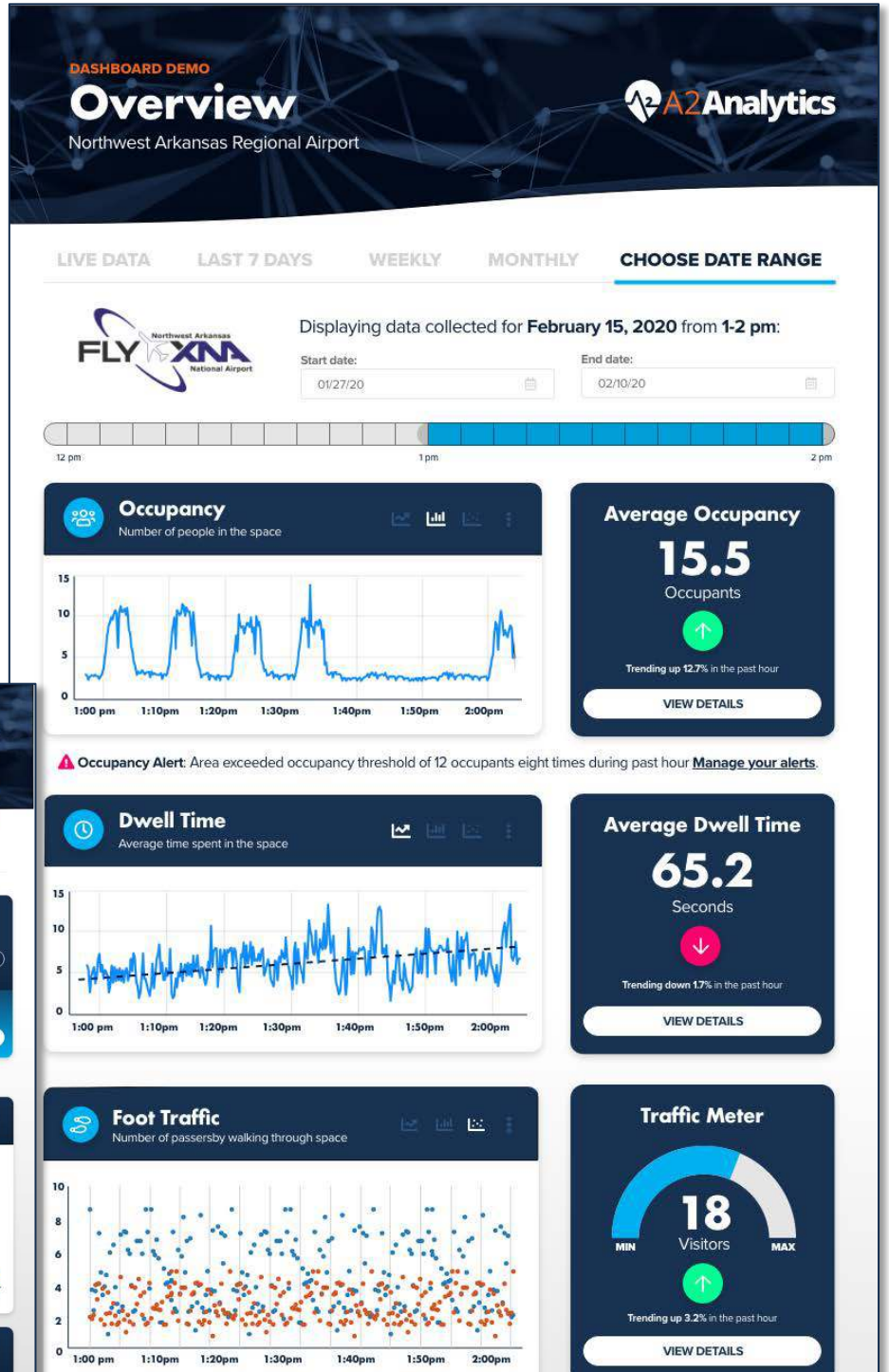
A2 Analytics

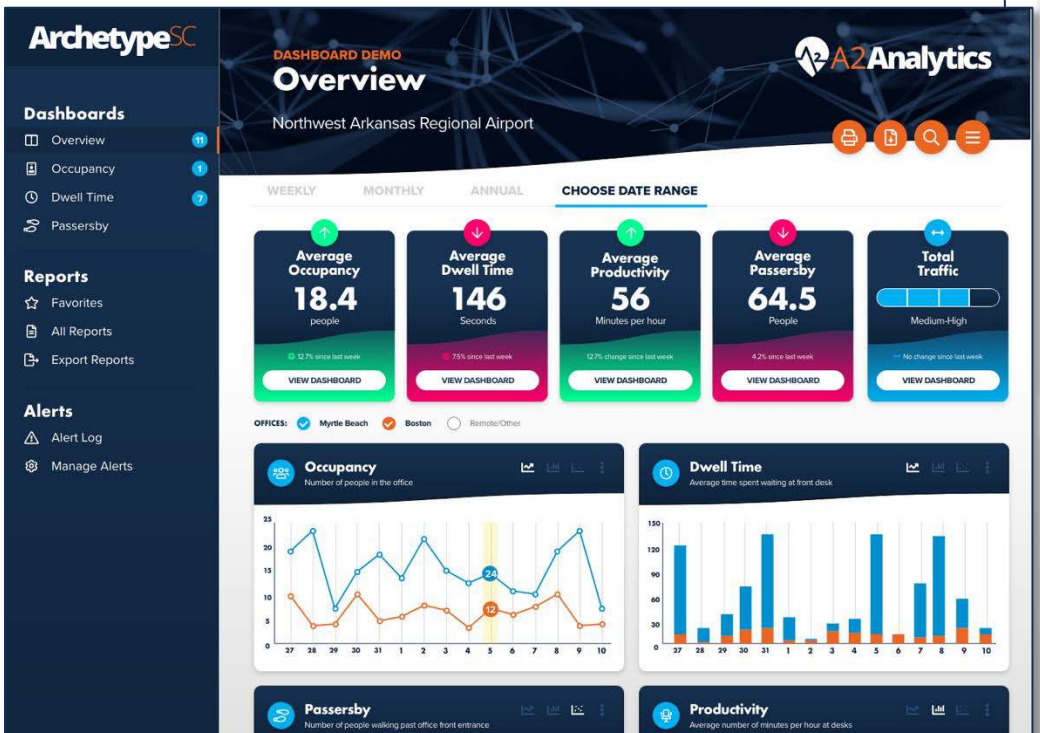
Data Visualization

www.a2-anlytics.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.





ArchetypeSC

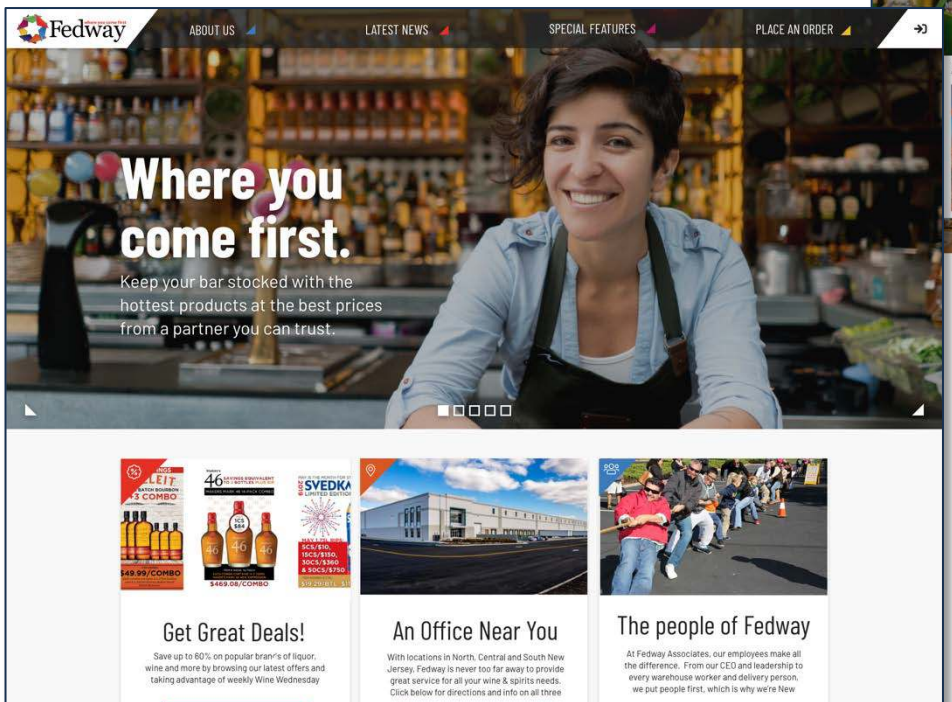
Fedway Associates

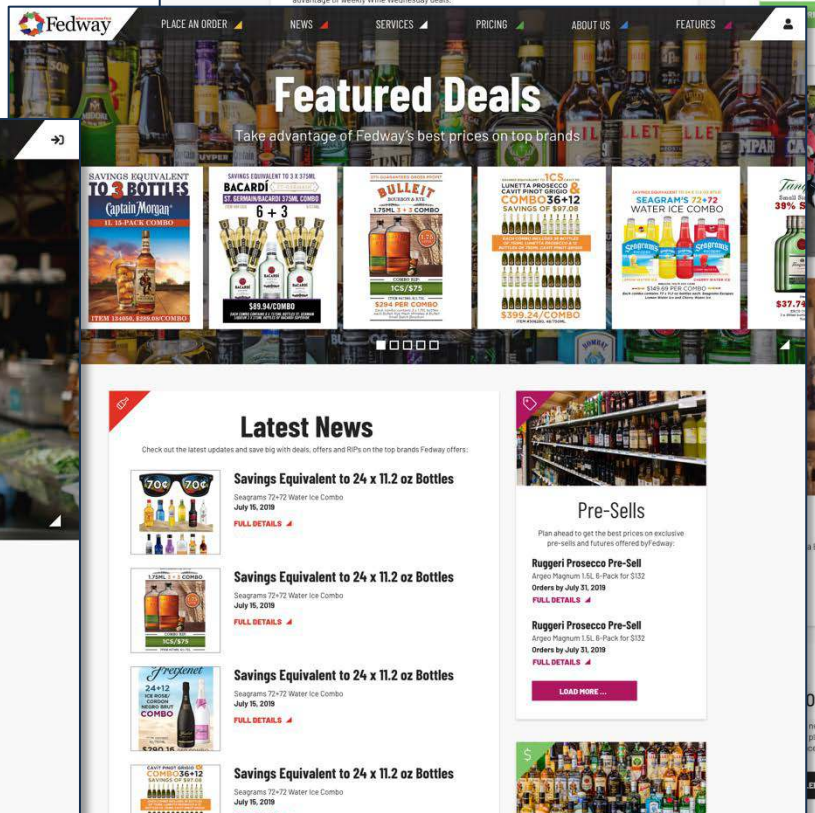
Website Design

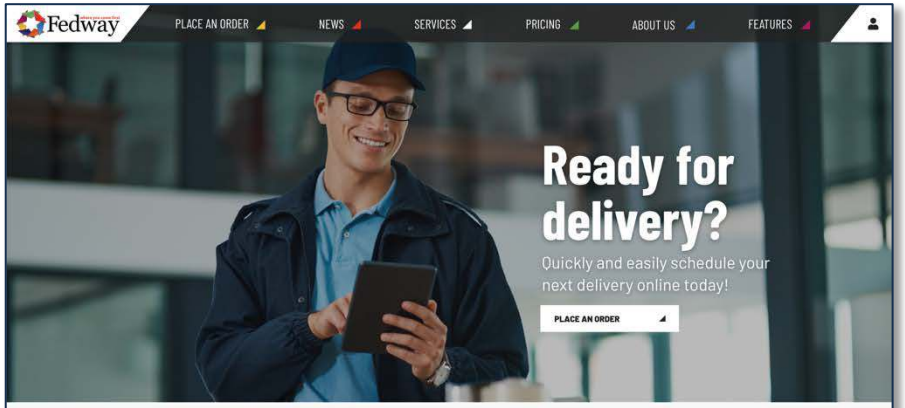
www.fedway.com

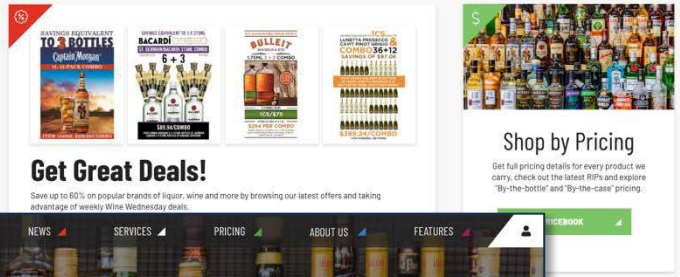
Project Details

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.









ArchetypeSC

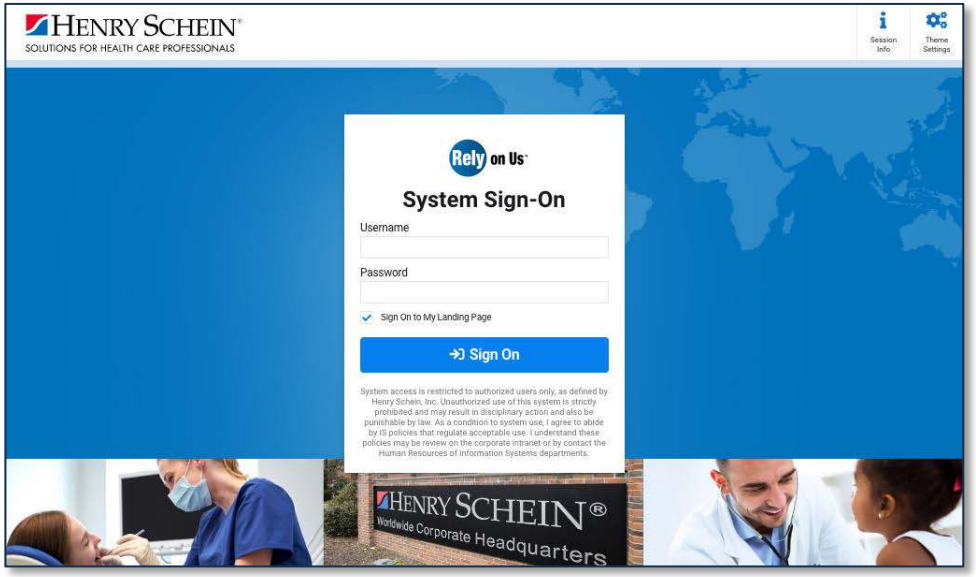
Henry Schein

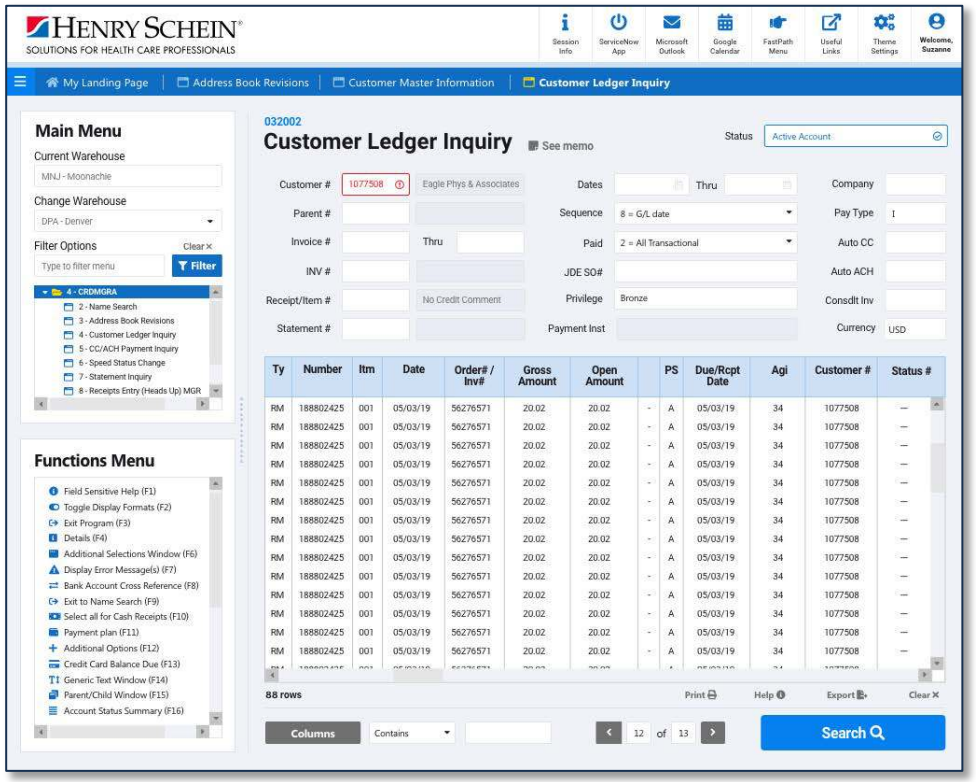
UX Consulting

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.





ArchetypeSC

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.

ArchetypeSC

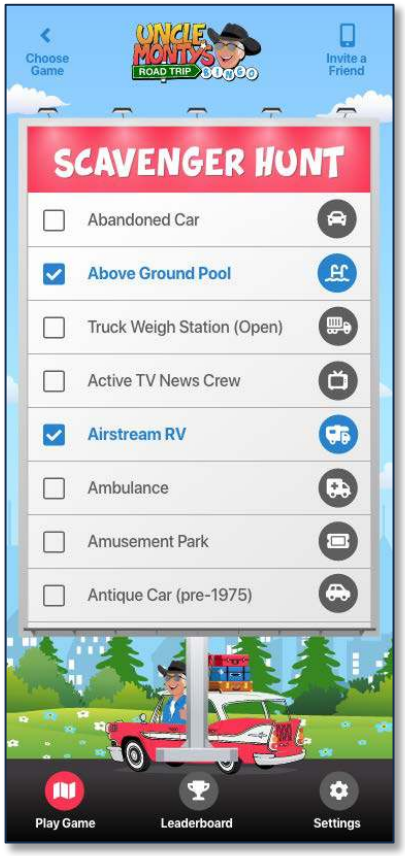
Uncle Monty's Road Trip Bingo

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.



ArchetypeSC

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

ArchetypeSC

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

ArchetypeSC

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