

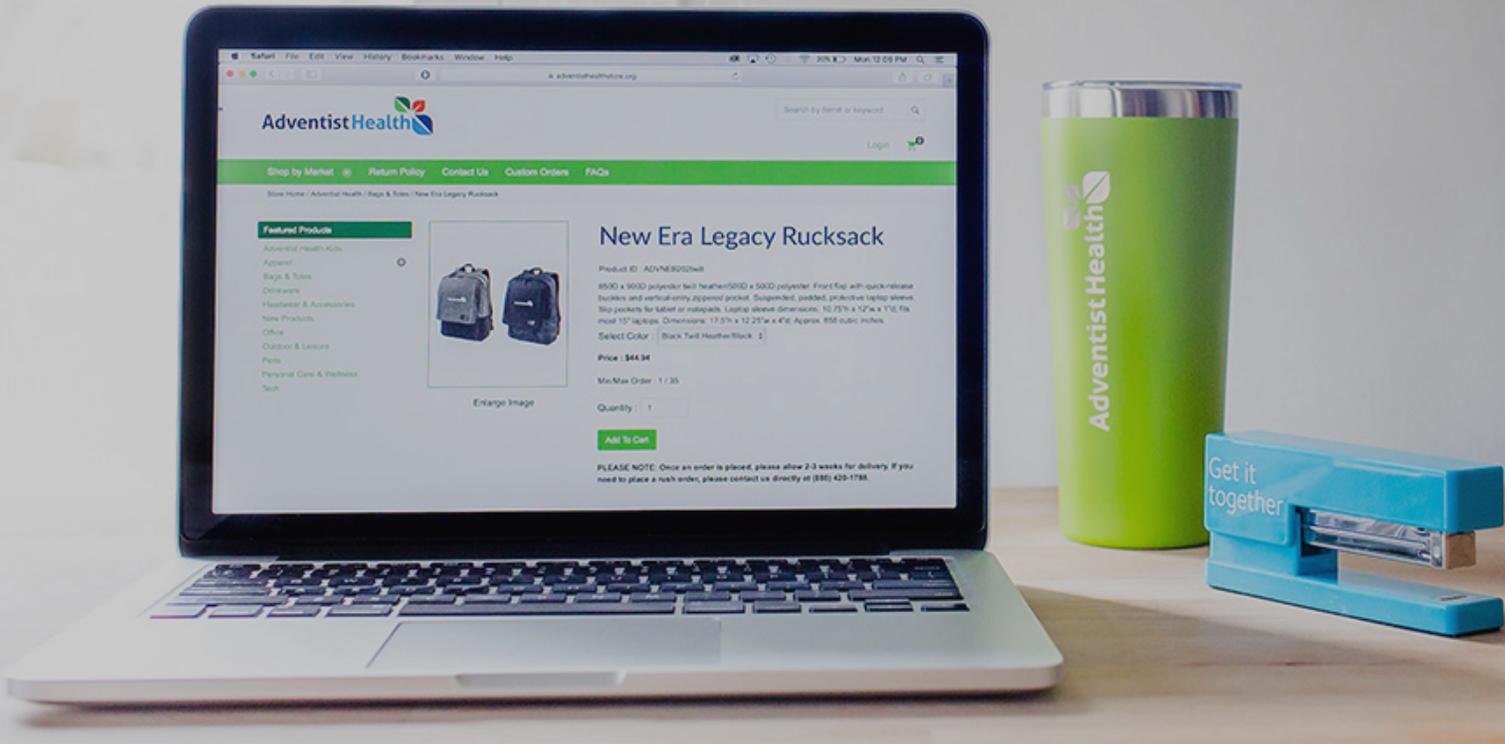


# #UX ECOMMERCE DESIGN & BRANDING

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eLeadPromo Company Stores





## Overview

eLeadPromo started with a vision to differentiate themselves in the brand development industry by delivering the value-added services that enables their clients to take their brand to the next level through premium promotional products and apparel. Their clients utilize value-added solutions to accelerate their brand and keep their team and clients engaged while increasing brand awareness and market share.

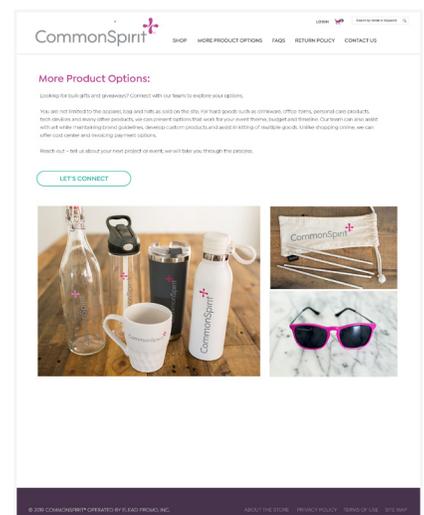
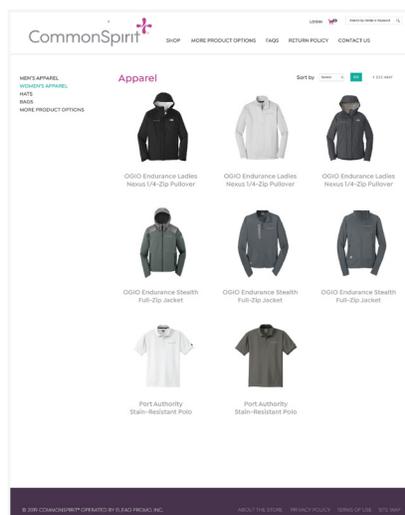
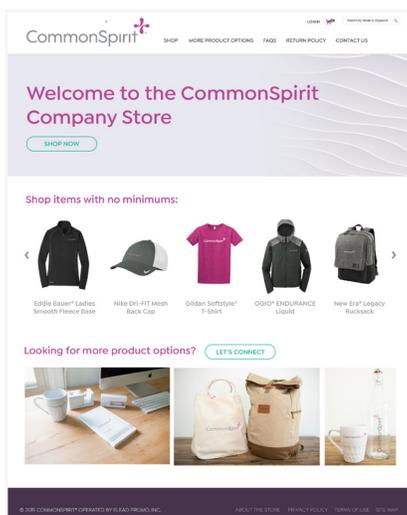
Now focused in a wide range of industries, eLeadPromo has become masters of rebranding, experts in operating company stores and passionate about a process that keeps large systems organized.



# UX/UI Strategy

- Establish a clean and consistent brand identity
- Create a virtual store of mocked-up products
- Create high quality branded product images
- Design a fast/easy/accessible/intuitive checkout process
- Enhance experience using eCommerce UX best practices
- Ensure CTAs are clear and prominent

## CommonSpirit Company Store



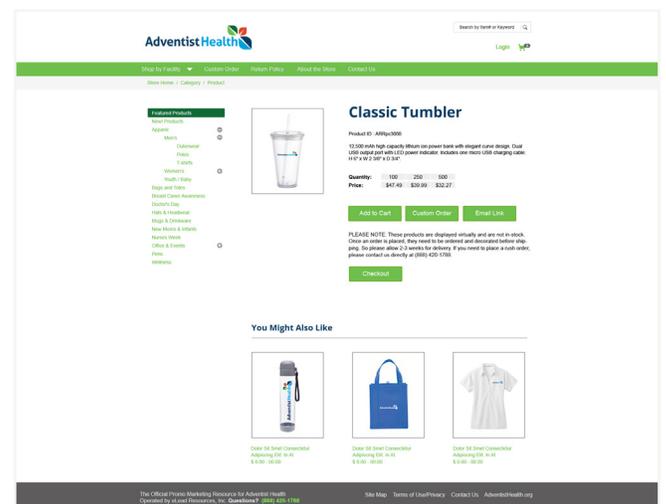
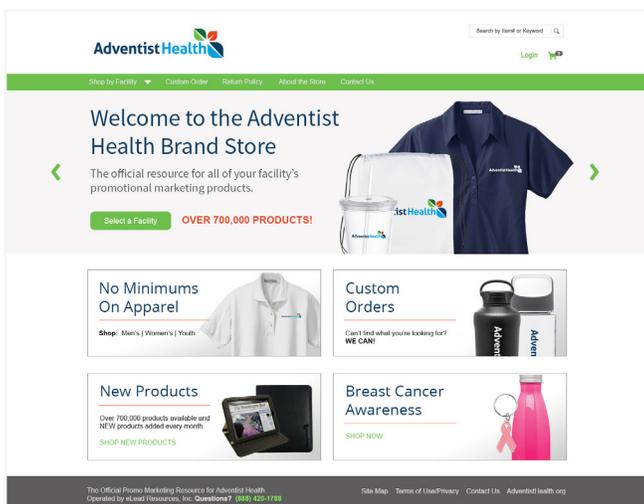
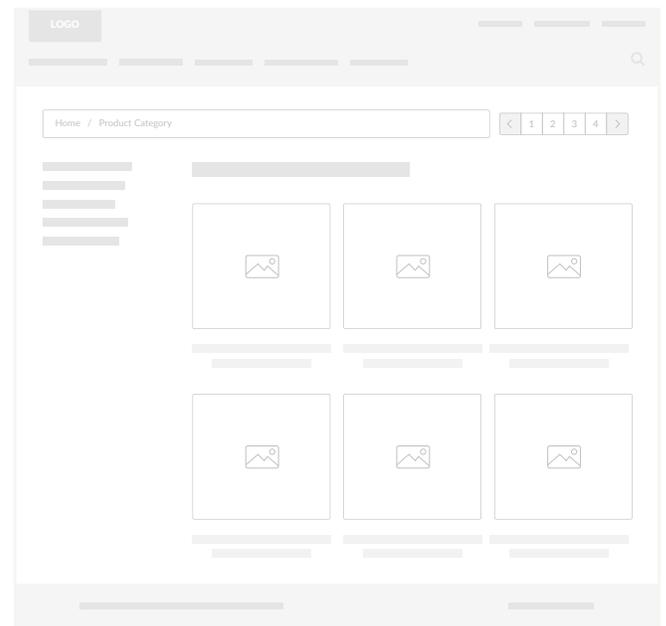
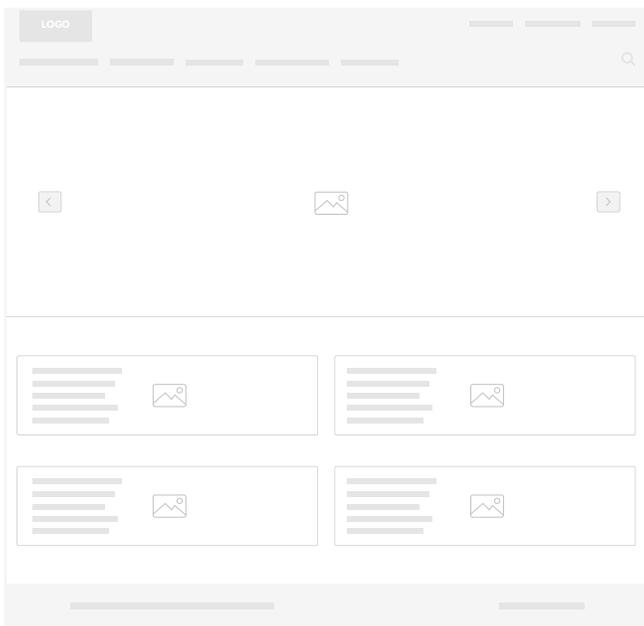
# Design & Build an eCommerce Solution

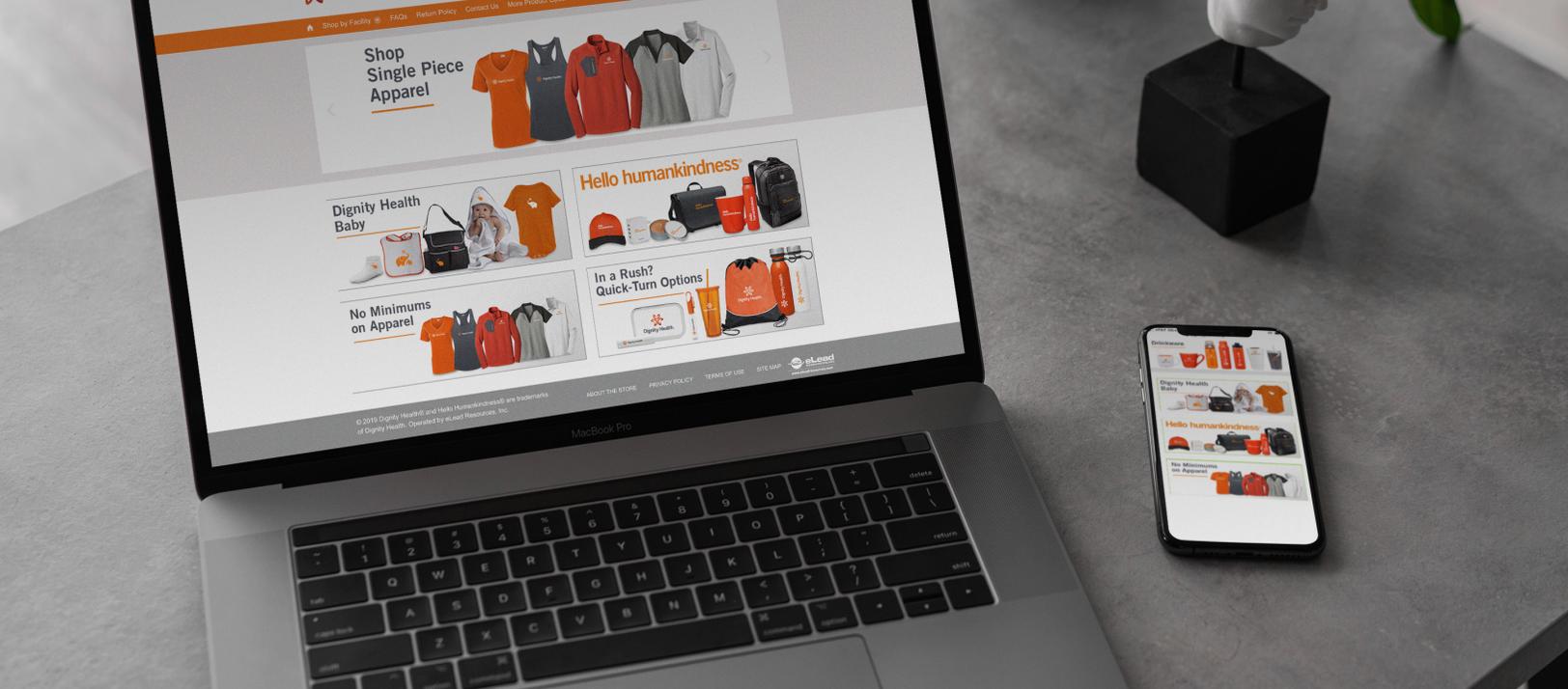
To prepare eLeadPromo's clients to provide fulfillment of custom branded promo products, our team built an easy to use CMS platform that would allow the client to complete orders directly through the company store site, facilitate shipping of items, and provide detailed sales reports.



Credit: Peter Morville & friends, CXL

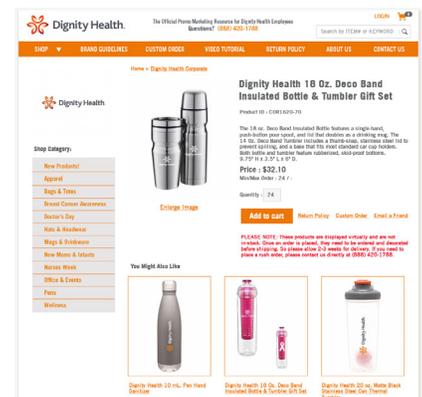
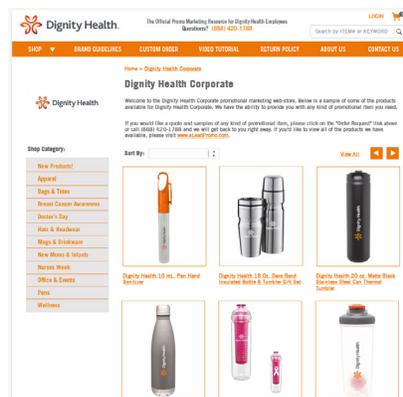
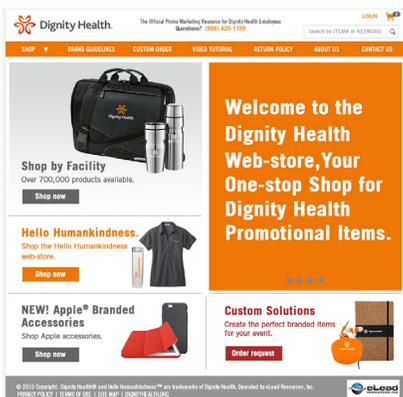
## Adventist Health Company Store (Sketch Prototype & Concept)





# Why Care About UX Results?

Improving UX affects many pieces of your ecommerce system. The benefits go further than simply increasing your conversion rate by a few percentage points. A better ecommerce user experience leads to reduced support and acquisition cost, increased satisfaction and repeat purchases.



Increased Conversions



Reduced Acquisition Costs



Increased Referrals



***“Lisa was asked to redesign an old and dated website for a large client in the Home Decor industry. This eCommerce website was languishing with a dismal conversion rate before the redesign. With Lisa’s creativity and direction, the design and roll-out were completed within a two month deadline. We are already seeing a 300% increase in our conversion rate!”***

**Scott Jacob, Digital Marketing & SEO Consultant, Search Conversion, LLC.**



## About Me

Experienced and talented Art Director, Sr. Graphic Designer with over a decade of digital design and marketing experience. I have worked with numerous companies and advertising agencies all over the world to deliver concepts, digital and print assets, deliverables and collateral for marketing campaigns, Web pages and social media marketing.

Because of my diverse experience and background, I bring a unique set of creative and technical skills to every team project. Experienced and talented Art Director, Sr. Graphic Designer with over a decade of digital design and marketing experience. I have worked with numerous companies and advertising agencies to deliver concepts, digital and print assets, deliverables and collateral for marketing campaigns, Web pages and social media marketing.

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