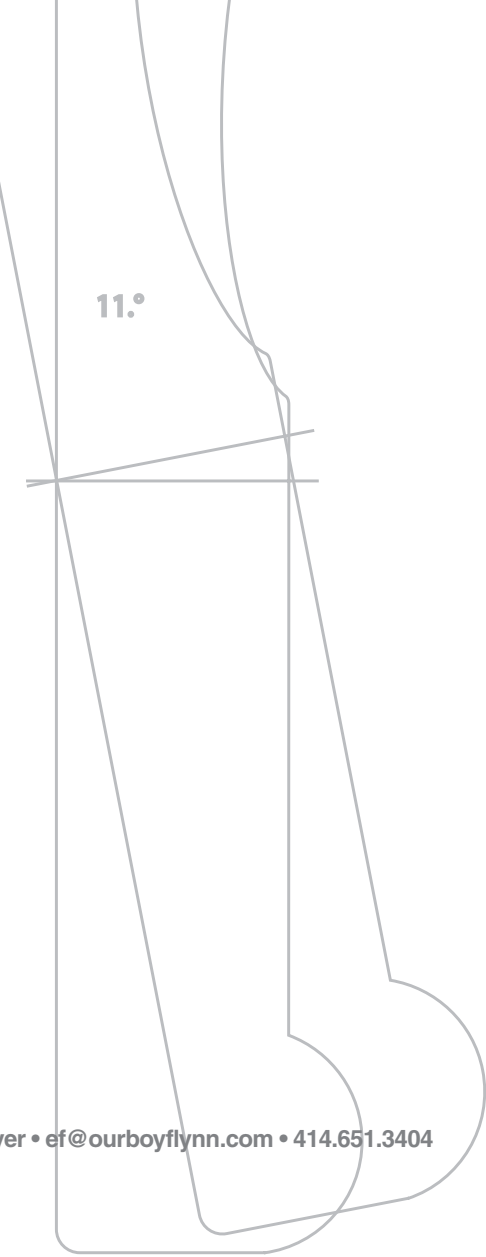
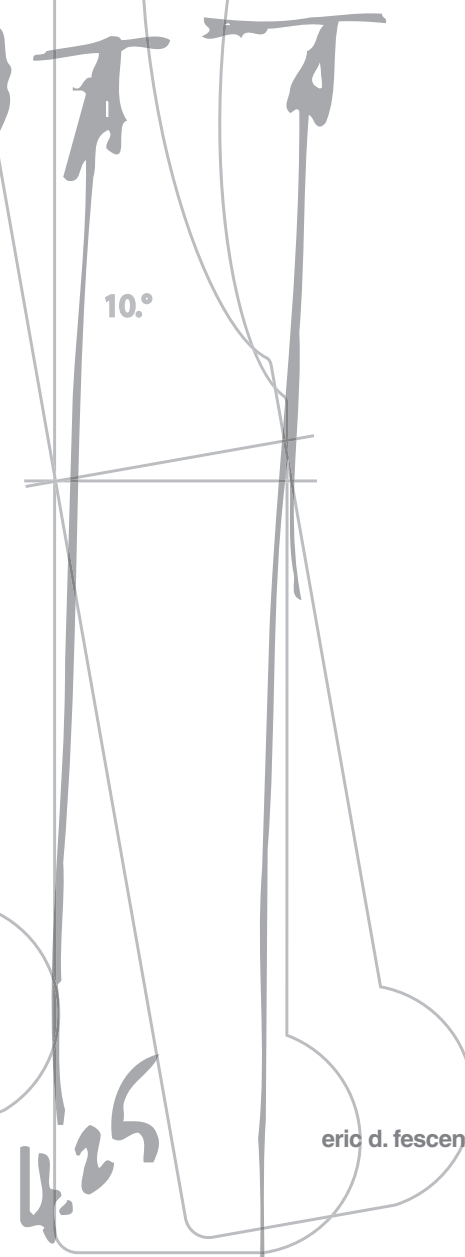


# Portfolio

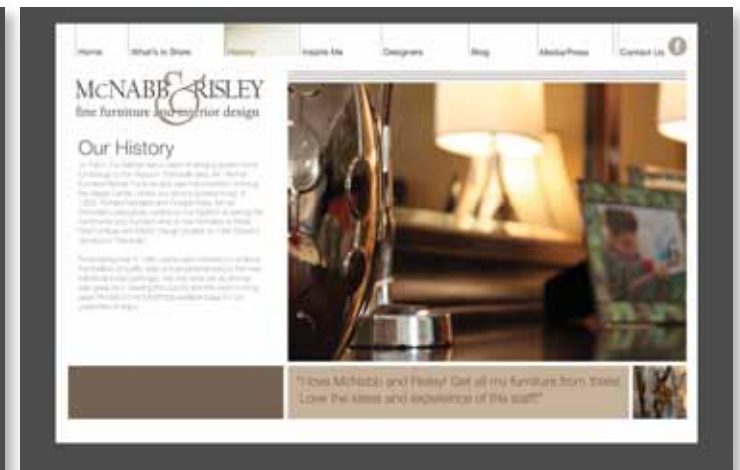
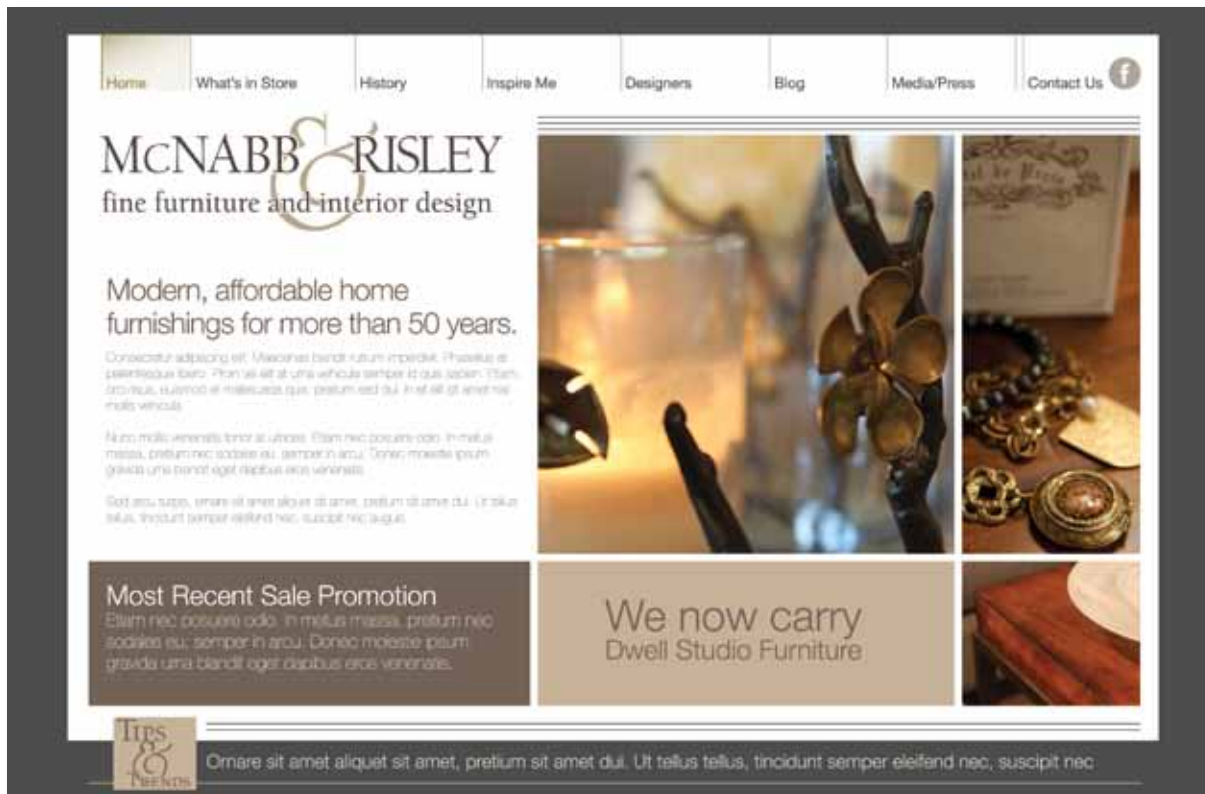
eric d. fescenmeyer

Fold angle is  
11.5°  
set through where  
two panels meet

el  
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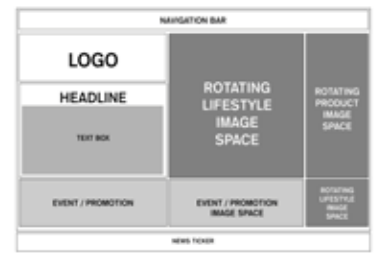
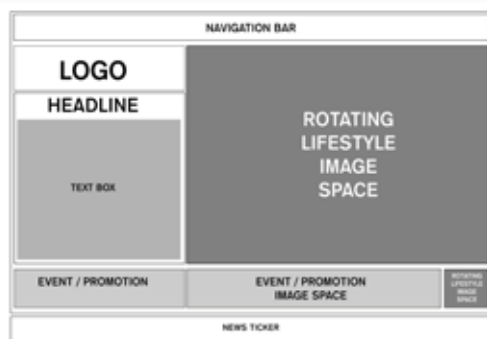
# Consumer Website Design for McNabb & Risley



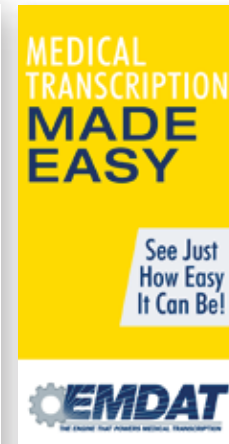
**Project:** When you sell expensive, you have to look expensive. Nowadays, this extends to your web presence, especially when clients are apt to visit on-line before they step foot in your showroom.

**Identity:** McNabb & Risley is an upscale furnishings retailer. They provide the design and decoration of uncommon taste for the well-heeled of the Milwaukee and surrounding areas. In this market, tastes change and decoration is an ongoing process where new shoppers and returning shoppers visit regularly.

**Design:** In keeping with the high-end look and feel, a very clean, contemporary site was developed. Large amounts of white space and considered typography was chosen to enhance the site's upscale perception. The site's wire-frame has several multi-functional areas for highlighting events, new products or lifestyle images. Large areas for well-chosen images that support the styles of the retailer sets the tone for the visitor. These large, revolving images also allow site to be refreshed as tastes or offerings change. Changes are made easier as the site was developed to run on the Wordpress CMS system, allowing the retailer to make updates as they see fit and on their timetable.



# Web Presence Re-Design for Emdat



**Project:** When things get old on the Web they look really old. That can scare off a lot of prospective clients. The Internet is awash in stagnant attolls of failing companies. Emdat wanted to make sure their company doesn't fall into the same trap.

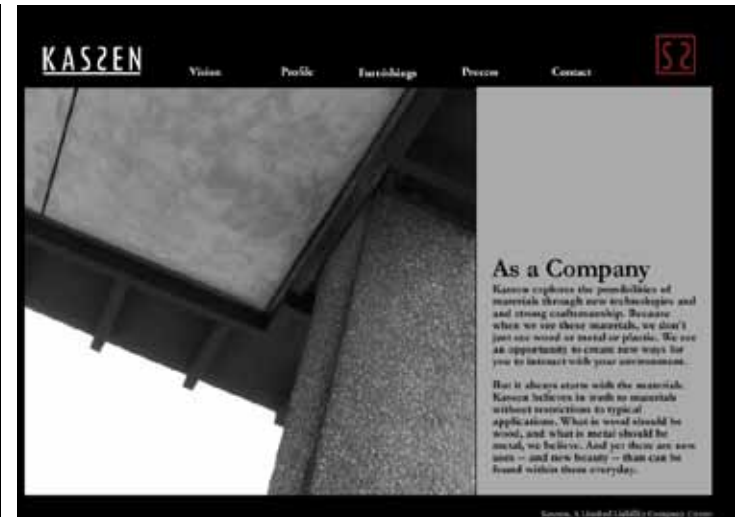
**Identity:** Emdat, a company that creates software to accurately transform medical professionals' thoughts into actionable materials needed a new look. It needed also to hone it's user experience. Getting prospective customers to the areas they needed to be had to be top-of-mind.

**Design:** While the old site was designed to deliver as much information as possible, the new site was designed to be more human. The addition of a large image area, one that represented health and technology helped to break up the page. Three buttons were created to guide the biggest target audiences of the company to the most useful information for each. Finally, reducing the amount of verbiage on the front page helps to focus the viewer.

These concepts were also used in the design of web advertising assets. The focus was fast and focused messaging. Keeping the branding look and feel the same was paramount.



# Consumer Website Design for Kassen



# Website Re-design for Dwayne Johnson & Assoc.



**Project:** As far as things go, it's good to keep your web presence fresh – even for accountants. Dwayne Johnson & Associates knows that their website is a big part of their business, whether convincing new clients or being a portal for current customers. It's important that the site look as good as DJA works.

**Identity:** Wanting to be a different kind of financial business than just accountants, DJA aims to be a partner to businesses. Extending that thinking to the website, the design had to be competent, non-threatening and most importantly welcoming. The site had to show that DJA was about long term business relationships rather than cold, hard numbers.

**Design:** To achieve these goals, on the top level pages a large image is employed. Very specific images were used to convey a softness to the firm, like the coffee cups shown here. The layout of the pages themselves were wire-framed to allow for a lot of white space, stepping away from the challenge of more dense pages that may be off-putting. Finally, a reduced palette was employed to further lighten the site.

