



**ABOUT SPOKE**

**An integrated Branding, Design & Web firm. We help start-ups through Fortune 100s define and build brands that empower, influence, and add raving **fans**.**

BRAND STRATEGY & DEVELOPMENT

USER EXPERIENCE (UX) DEFINITION & USER INTERFACE (UI) DESIGN

WEB DESIGN & DEVELOPMENT

MOBILE APPLICATION DESIGN & DEVELOPMENT

ABOUT SPOKE

Brand Strategy & Development

- ▶ Competitive & Industry Trend Analysis
- ▶ Customer Discovery
- ▶ Customer Journey Mapping
- ▶ Executive Team Interviews
- ▶ Online Business Modeling
- ▶ Gap & Metrics Analysis
- ▶ Naming
- ▶ Brand Architecture
- ▶ Brand Identity
- ▶ PR
- ▶ Print collateral, packaging, tradeshow graphics, video, and special projects.

User Experience (UX) Definition & User Interface (UI) Design

- ▶ Interaction Design and Wireframes
- ▶ User Interface (UI) Design
- ▶ Data Modeling
- ▶ User Testing
- ▶ Prototyping

Web Design & Development

- ▶ Site/Content Architecture
- ▶ Frontend Responsive Design Development
- ▶ CMS Development
- ▶ eCommerce
- ▶ Web Hosting
- ▶ Semantic SEO
- ▶ WCAG 2.X/WAI-ARIA 1.0 Accessibility
- ▶ Integration for Marketing Automation
- ▶ Analytics Reporting
- ▶ Maintenance & Security
- ▶ Web Governance

Mobile Application Design & Development

- ▶ Native iOS Development
- ▶ Native Android Development
- ▶ Progressive Web Applications



ABOUT SPOKE



**W. Gene Powell**

*President & Chief Creative Officer*

ACCOUNT MANAGEMENT  
STRATEGY  
UX/UI DESIGN



**Allen Mireles**

*VP, Strategy & Marketing*

STRATEGY  
CONTENT  
MARKETING



**Sarah Womack**

*Senior Developer*

FULL-STACK DEVELOPMENT  
INTEGRATION  
DESIGN  
HOSTING ENGINEERING



**Emily Moranha**

*Senior Client Experience Engineer*

USER RESEARCH  
SOLUTIONS ARCHITECTURE  
DEVELOPMENT



**Em Baehren**

*Lead Designer*

UI DESIGN  
BRANDING  
ILLUSTRATION



OUR WORK

# Examples

MEDPACE CAREERS WEBSITE

MEDPACE 2022 SUPER BOWL TV SPOT

MEDPACE 2023 TV CAMPAIGN

H. D. SMITH / AMERISOURCEBERGEN ACQUISITION

THOMSON REUTERS LAW SCHOOL SURVIVAL GUIDE

EXEMPLAR ANALYTICS

DELK

THISTLE FARMS

METRIC EXPRESS

MADE4NET

PROPELLR TECHNOLOGIES

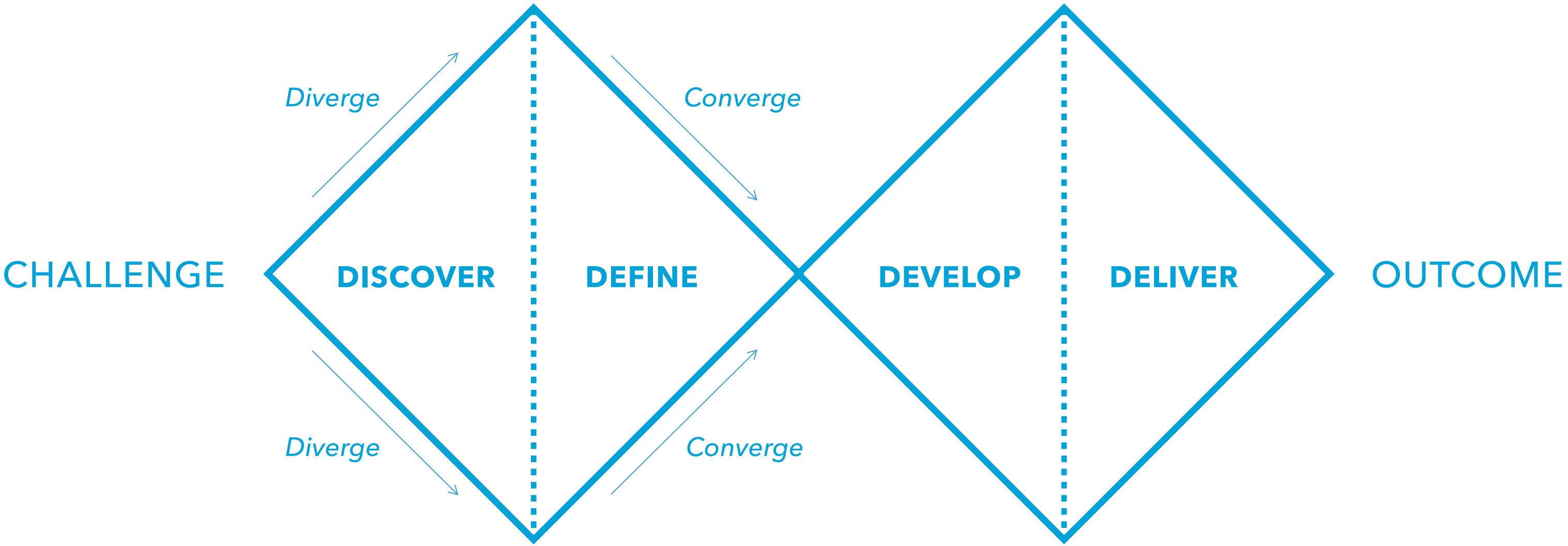
NEXT GENERATION ROBOTICS

BRAND COLLECTION

PROCESS

# Our approach:

- 1. DISCOVERY & PLANNING
- 2. DEFINE & DESIGN
- 3. DEVELOPMENT
- 4. DELIVERY



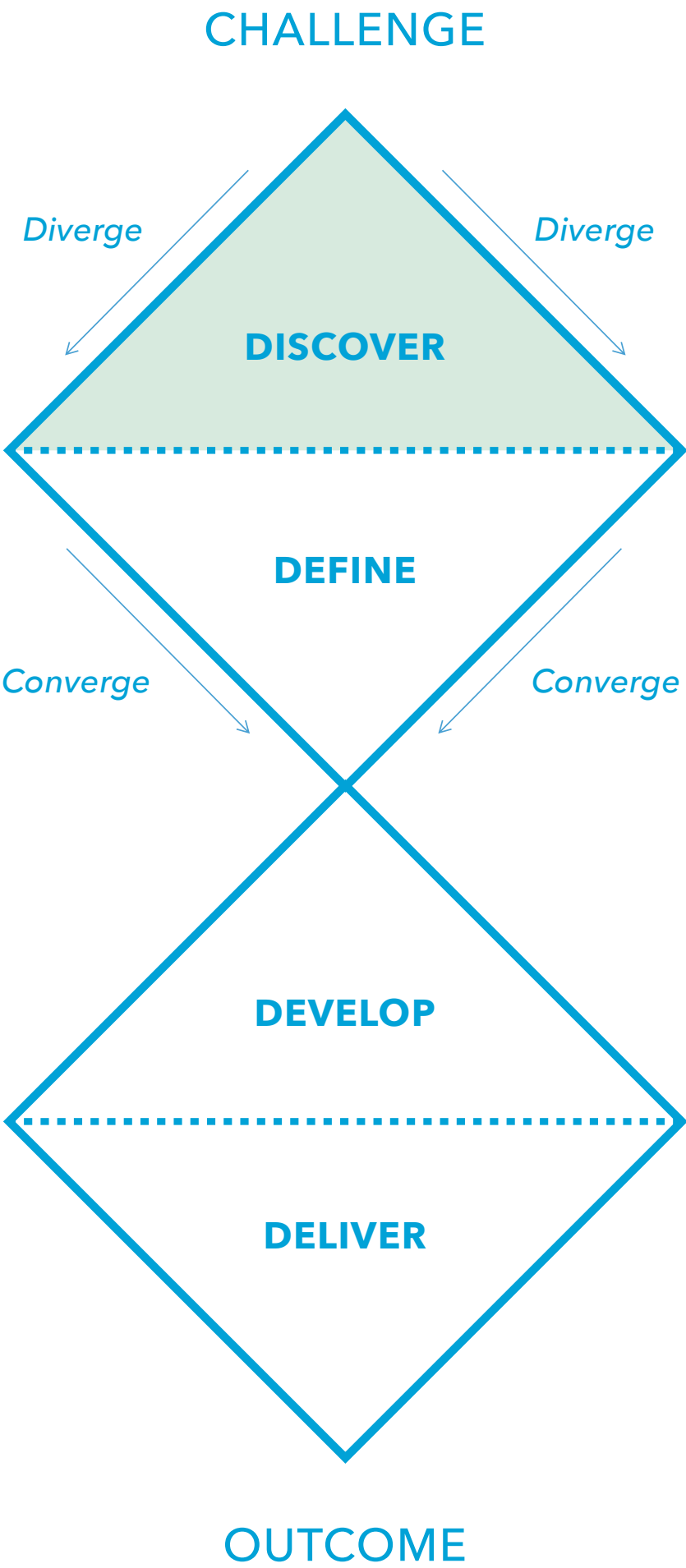
OUR APPROACH

# 1. Discovery & Planning

The Discovery & Planning phase is the most important step in the whole web and application development process as it yields a clear understanding of the purpose, business goals, desired outcomes, and our target audiences.

COMPANY RESEARCH  
MVP DEFINITION  
GOALS  
PRODUCT ROADMAP  
AUDIENCE DEFINITION

TECHNICAL DEFINITION  
CONTENT AUDIT  
COMPARATIVE ANALYSIS  
BRAND DEFINITION



Adapted from the UK Design Council

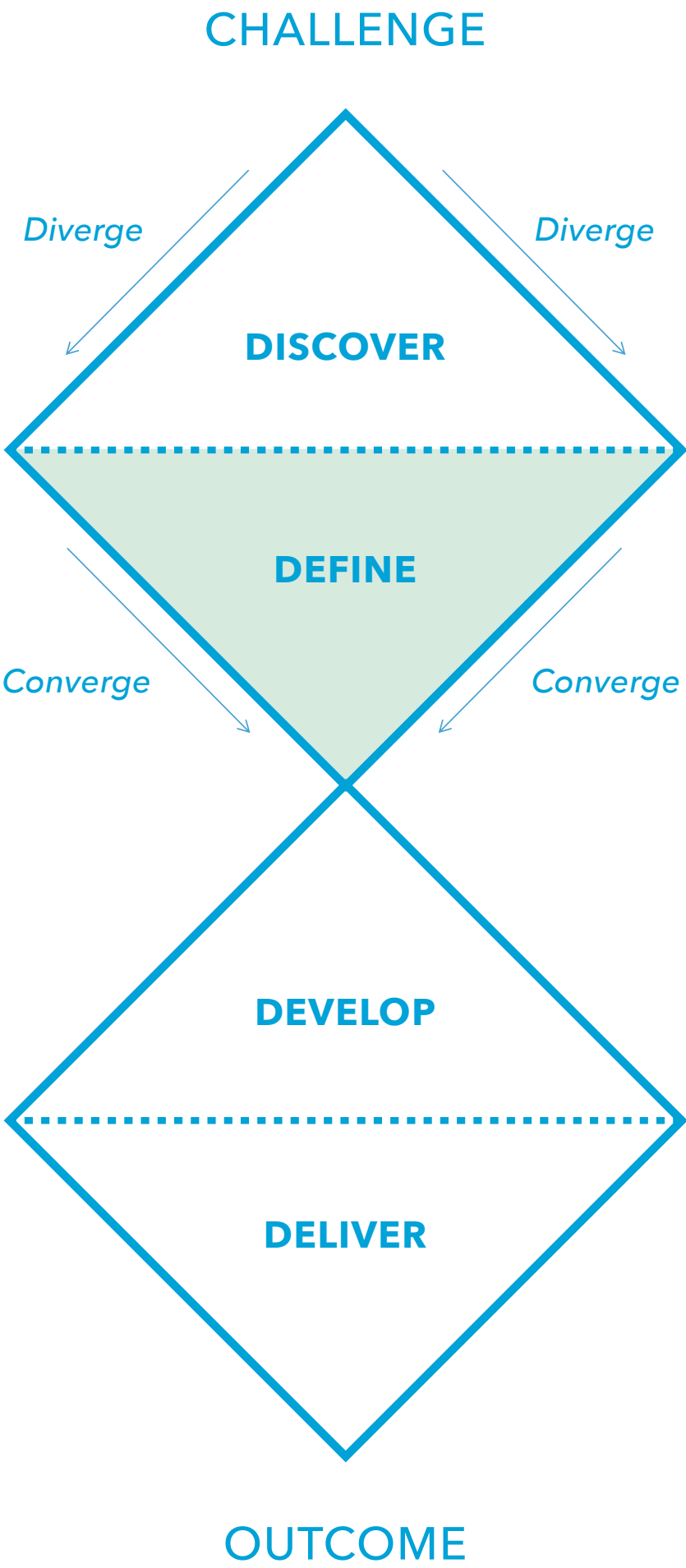


OUR APPROACH

# 2. Define & Design

The insights gathered from the Discovery & Planning phase inform our architecture and design work, and help us to refine our challenges in ways that are human-centered and addressable.

CONTENT  
ARCHITECTURE  
DESIGN



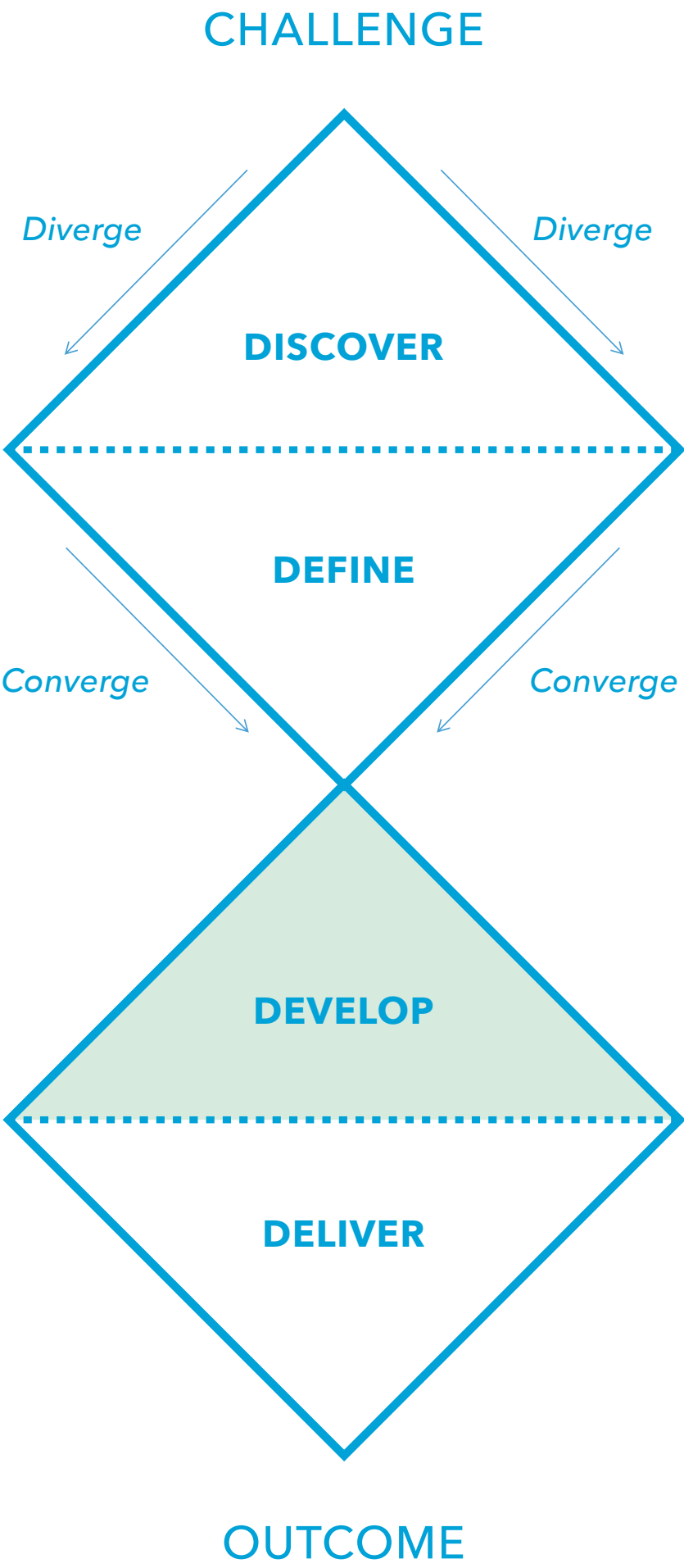
Adapted from the UK Design Council

OUR APPROACH

# 3. Development

This is where the rubber meets the road and we build the functional elements of the website.

- FINAL TECH STACK SELECTION
- WORKFLOW SET UP
- SECURITY PROTOCOLS ESTABLISHED
- CORE DEV & WCAG/WAI COMPLIANCE
- THIRD-PARTY INTEGRATIONS AND SCRIPTING
- CONTENT MIGRATION
- REVIEW CYCLES



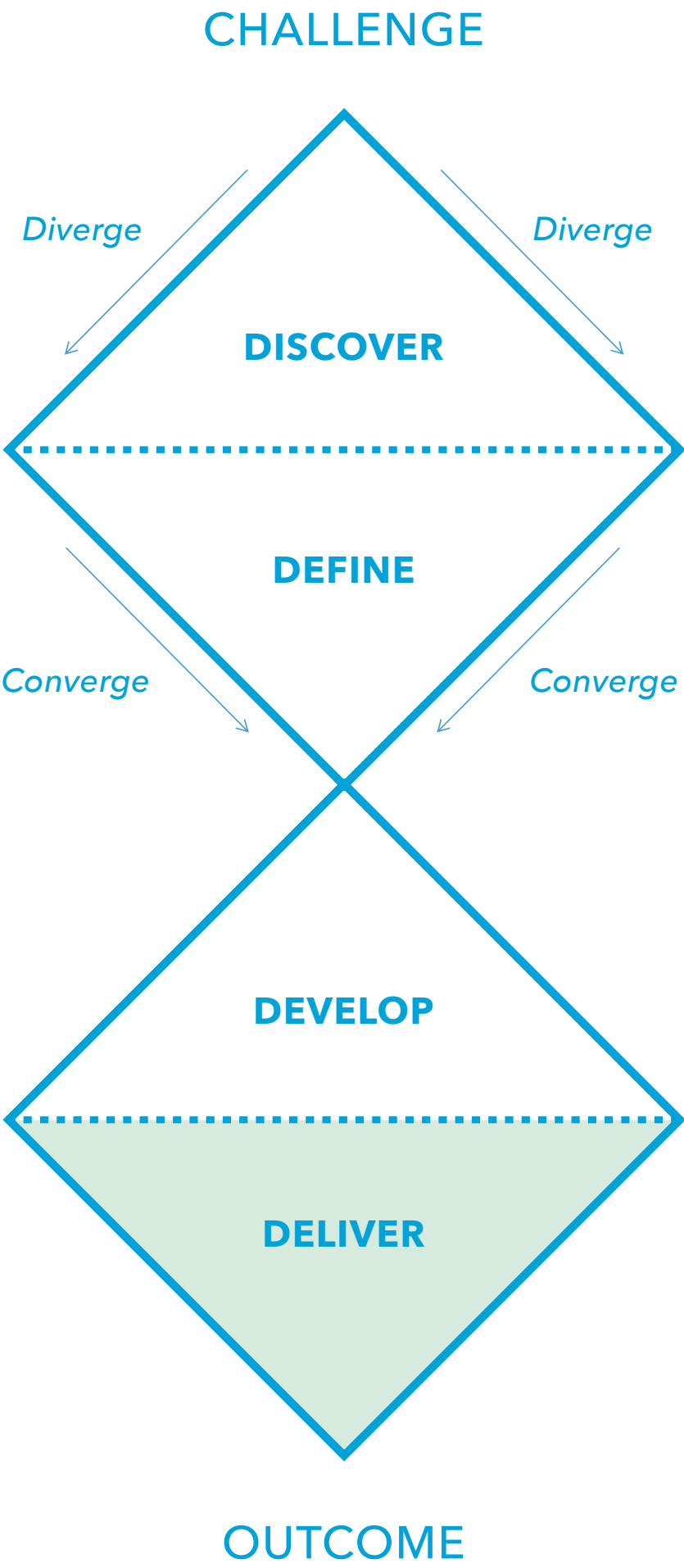
Adapted from the UK Design Council

OUR APPROACH

# 4. Delivery

The moment of truth! The website will be deployed to the production environment and made available to our various stakeholder and user communities.

- CONFIGURE HOSTING
- SITE FREEZE
- QUALITY ASSURANCE & USER ACCEPTANCE TESTING
- SITE MIGRATION & DNS SWITCH (LAUNCH!)
- SUBMISSION TO SEARCH ENGINES
- POST-MORTEM: FUTURE PHASE PLANNING & ITERATION CYCLES



Adapted from the UK Design Council



Change. But start slowly,  
because direction is more  
important than speed.

~ PAULO COELHO



SPOKE.

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# Thank you.

SPOKEHQ.COM

@SPOKEHQ

419.215.9322

