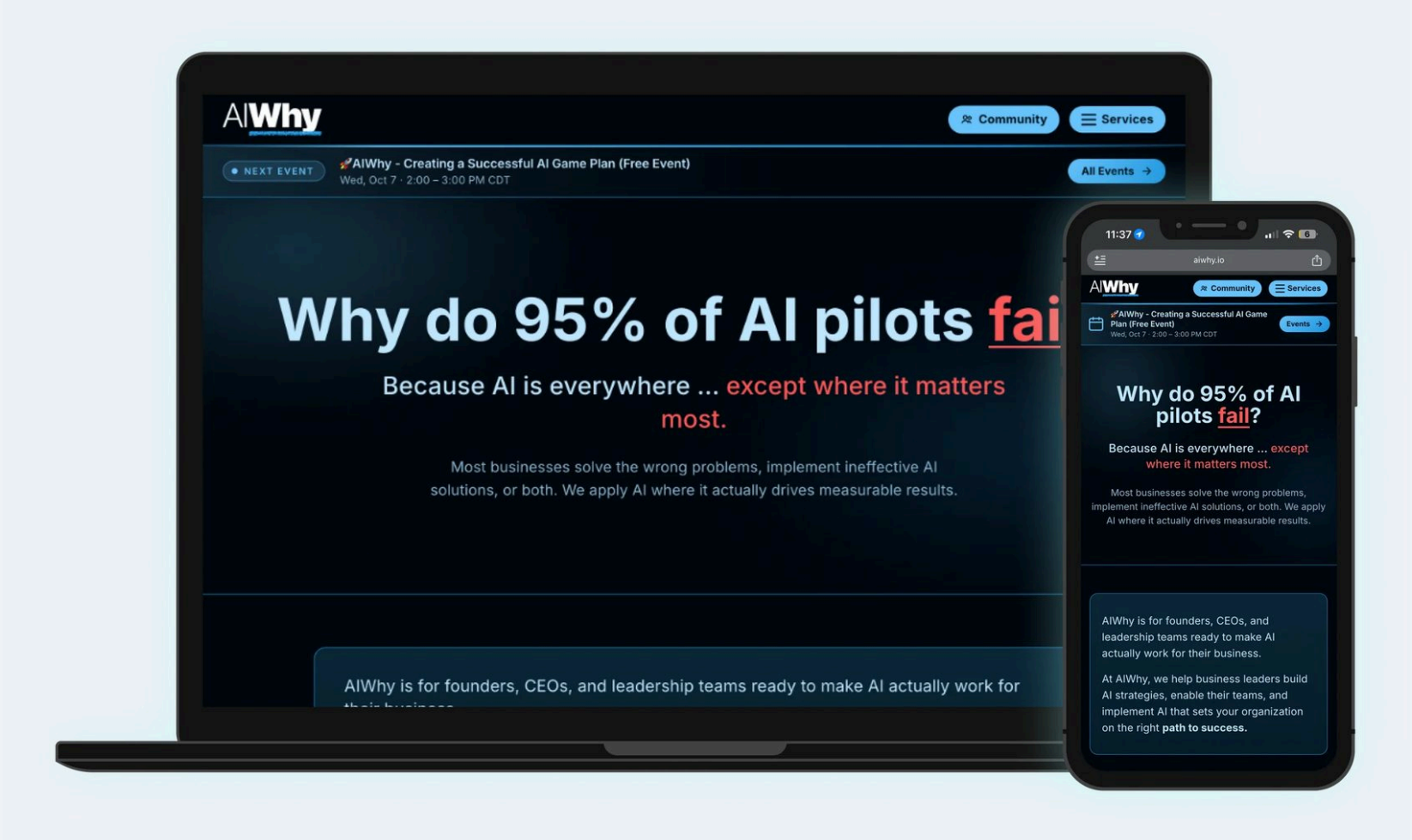


Building the AIWhy.io brand, and three sites in three weeks

3 SITE VERSIONS, ~1 WEEK EACH

~30 CLIENTS HELPED

Brittany Welch · Senior Product Designer



OVERVIEW

A credible brand for a new AI offering, fast.

AIWhy.io is Lextech's external site for its AI agent services. I created the brand system (everything except the logo), designed the site through three rebuilds, and carried the brand into decks, PDFs, workshop pages, and proposals.

THE CHALLENGE

Launch a credible brand and site fast, and make sure it could be found by the AI tools it was about.

MY ROLE

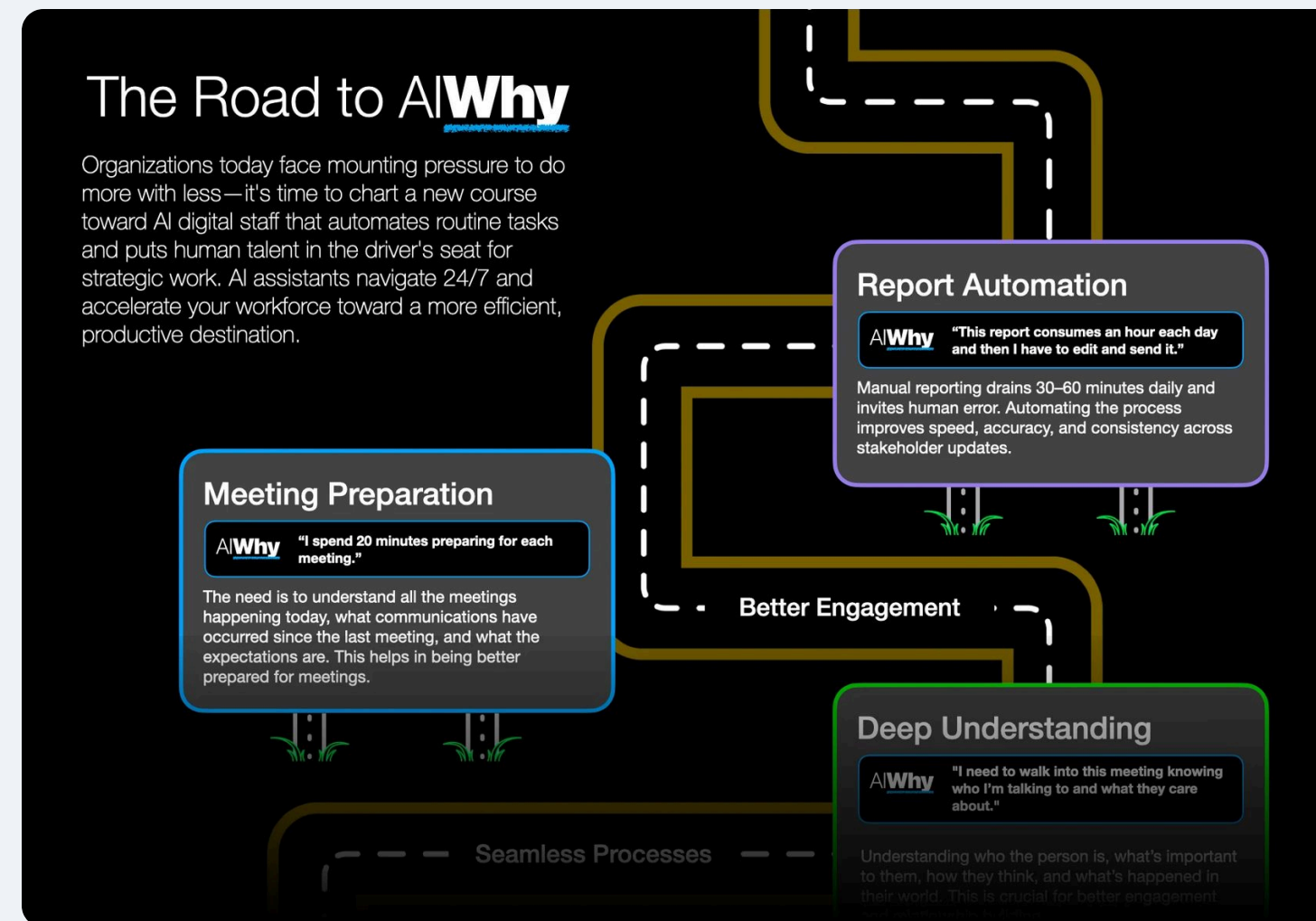
Color, type, visual language, and site design, plus decks, PDFs, workshop pages, and proposal templates.

WHERE IT LANDED

The site is live, and the team has helped roughly 30 clients with AI adoption using materials built on this brand.

The brand system

A dark, high-contrast base, bold headings, bright accents for each topic, and callouts in the client's own words.



Presentation slide

Each client problem gets a color-coded card, a quote in the client's words, and a plain-language explanation.

Three versions in three weeks

For a company selling AI services, being invisible to AI search wasn't an option.

Lovable

Built in about a week, but as a React app that AI search couldn't read.

Circle

Rebuilt in Circle, and ran into the same readability problem.

Built with Claude

The version that launched: plain HTML, plus Markdown versions of key pages for AI answer engines.

The live site

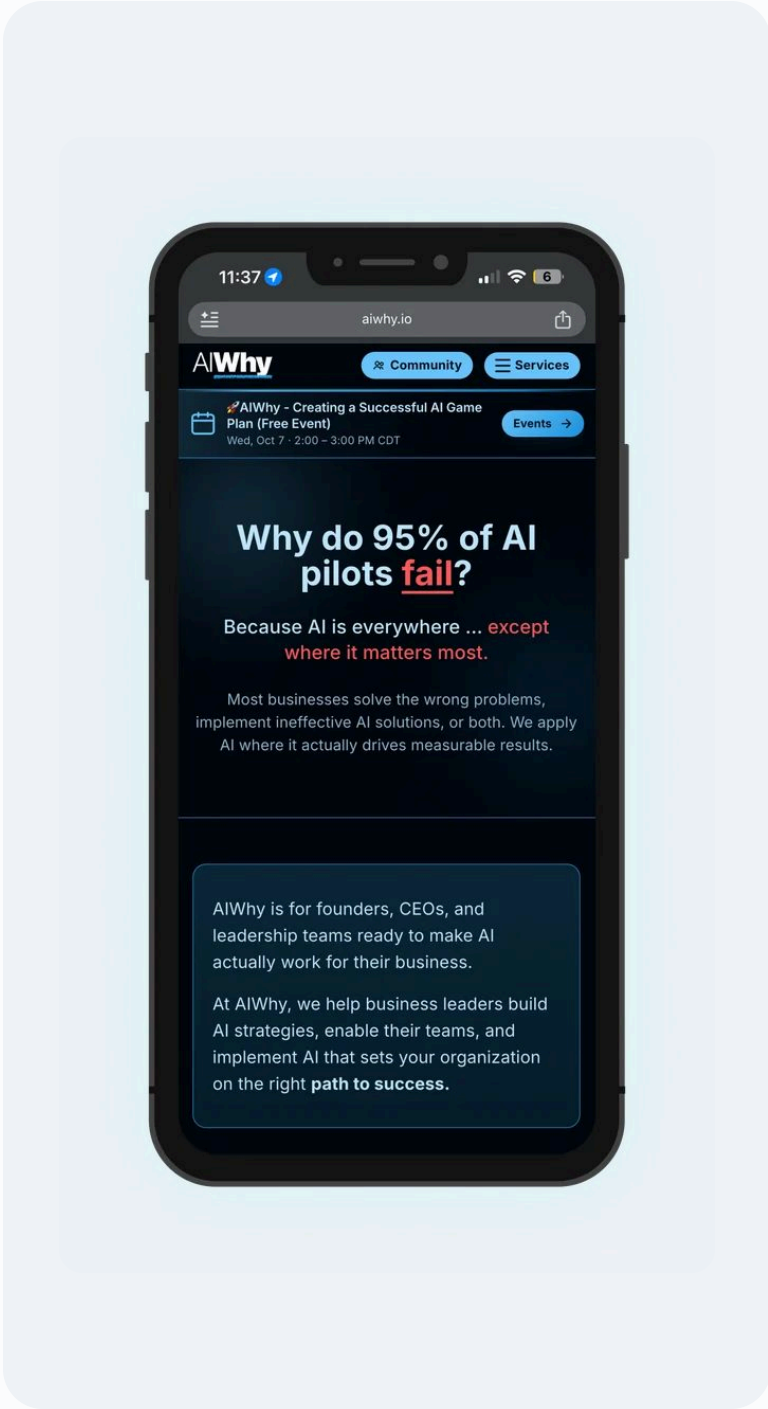


5% Success Bundle

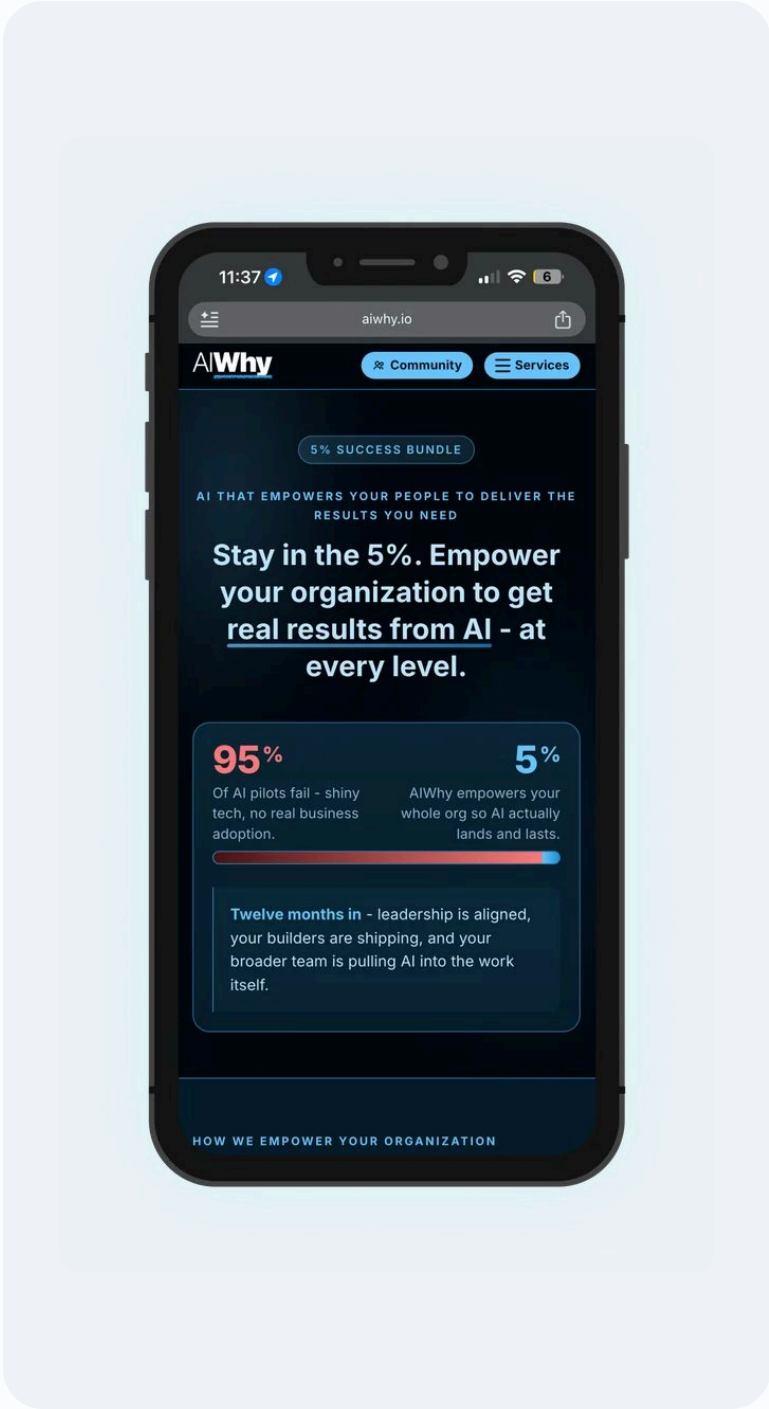


Task Agents & Digital Staff

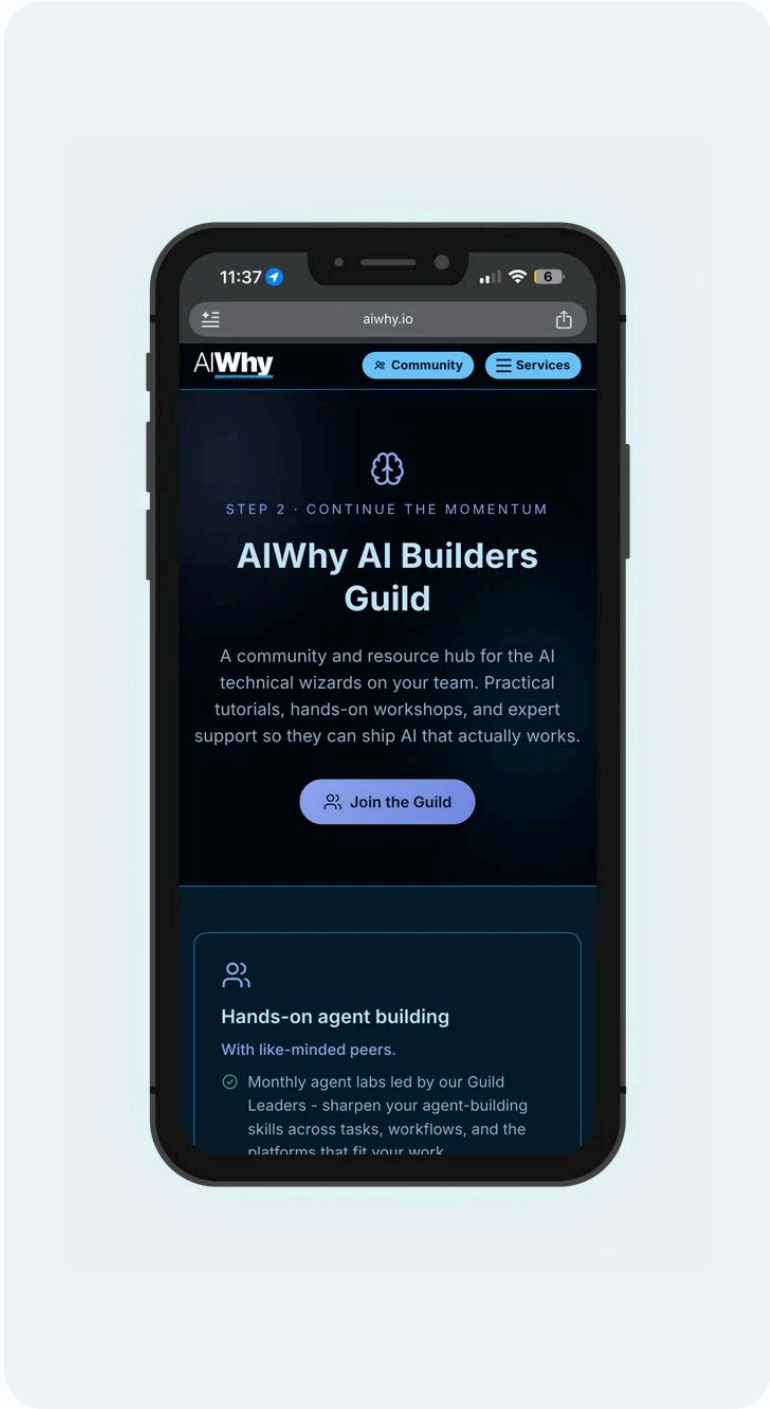
On mobile



Home



5% Success Bundle



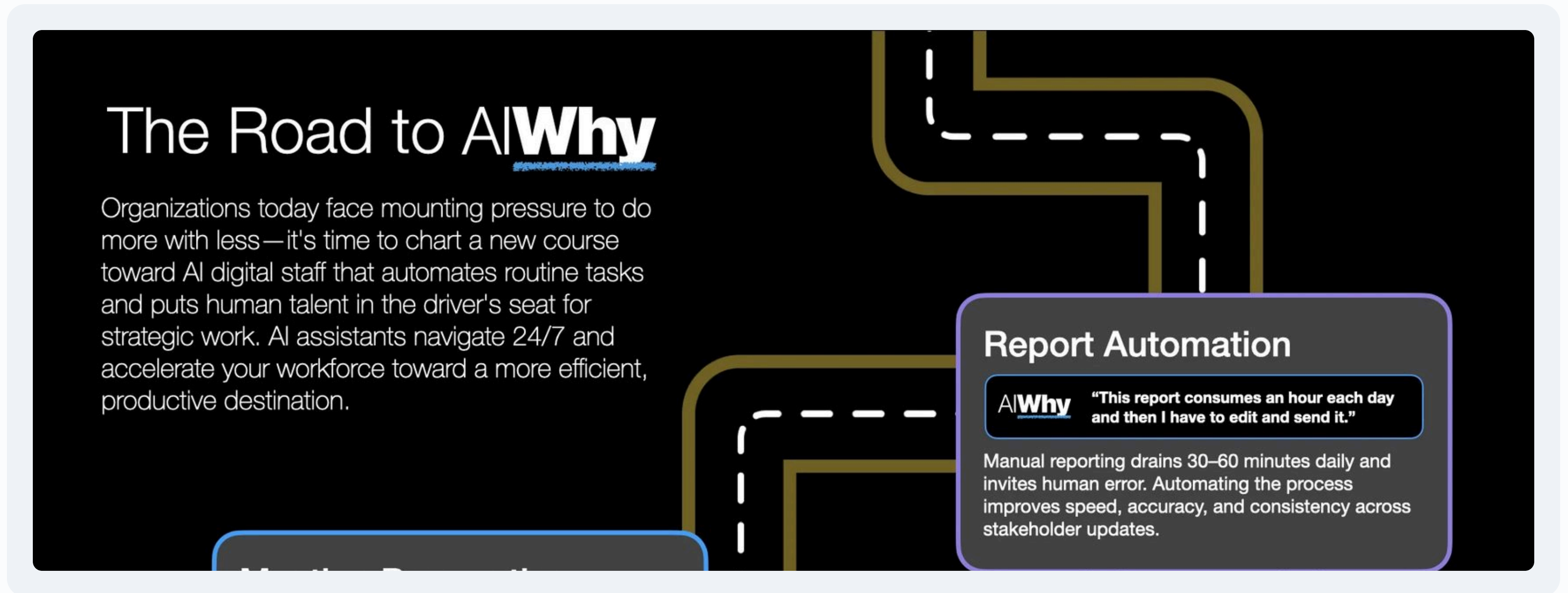
Builders Guild



Digital Staff

Beyond the website

“The Road to AIWhy” flyer turns a list of services into a journey, one client problem at each stop.



“The Road to AIWhy” flyer

Decisions that mattered

Rebuild quickly instead of patching

When a version didn't meet the bar, we moved on after about a week. The brand stayed the same across all three.

Design for AI readers, not just people

Plain HTML plus Markdown files give AI answer engines a clean version of each page.

One system for every touchpoint

Decks, PDFs, workshop pages, and proposals share colors, type, and layout patterns.

GET IN TOUCH

Let's build something people love to use.

blrwelch@gmail.com

bwelch.me

linkedin.com/in/blrwelch