

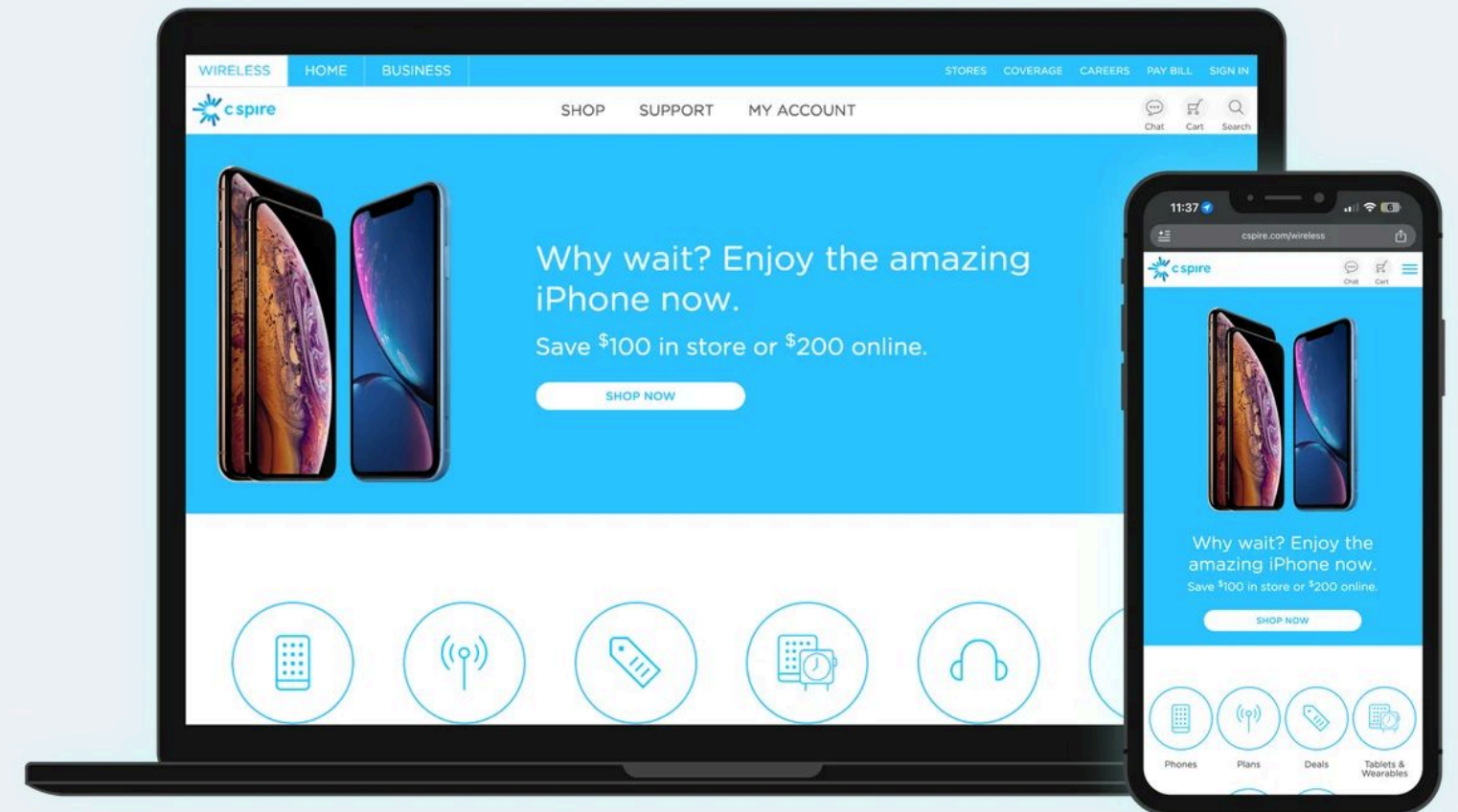
Eight years of designing and building for a regional carrier

8 YEARS IN-HOUSE

3 SITES: WIRELESS, BUSINESS, FIBER

3 CLICKS TO A REPAIR ESTIMATE

Brittany Welch · UX Developer II



OVERVIEW

Design in the morning, front end in the afternoon.

As a UX Developer at C Spire, I designed pages and then built their front end, from the main wireless site through eight years of redesigns to the business and fiber sites and one-off launches.

THE WORK

The wireless, business, and fiber sites, plus eight years of promotions, device pages, and support flows.

MY ROLE

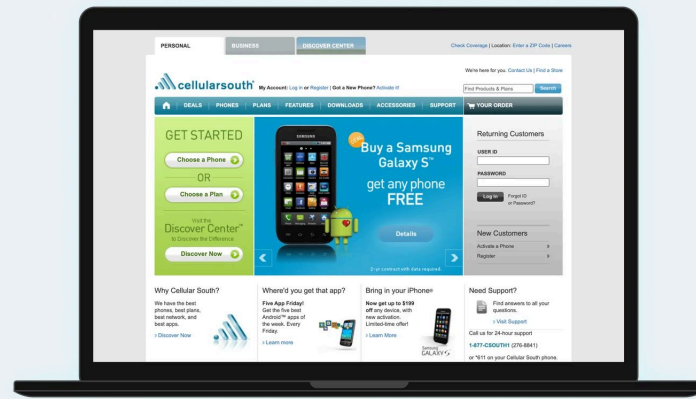
Co-owned UX design and front-end development for three flagship site redesigns.

HOW IT SHOWS

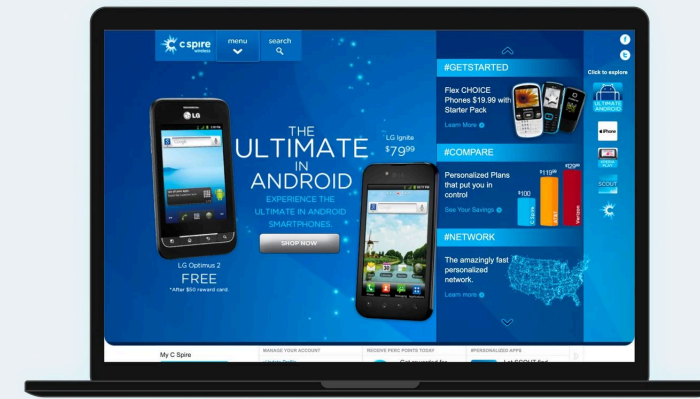
Knowing what was easy or expensive to build made my designs more realistic and my handoffs cleaner.

The wireless site, through eight years of redesigns

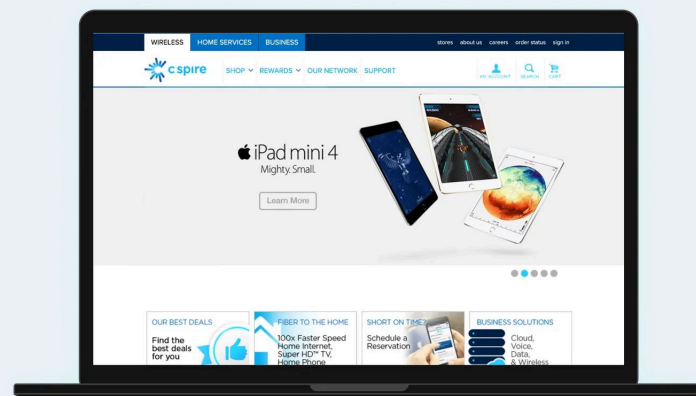
Each version moved toward a simpler structure and a lighter, more mobile-friendly layout.



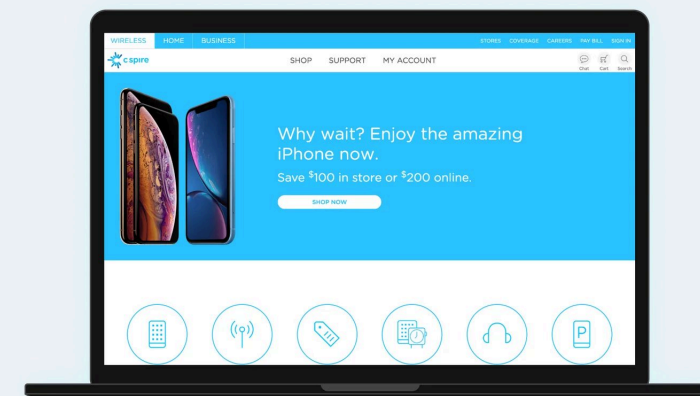
2011 · Cellular South



2012 · The rebrand



2015

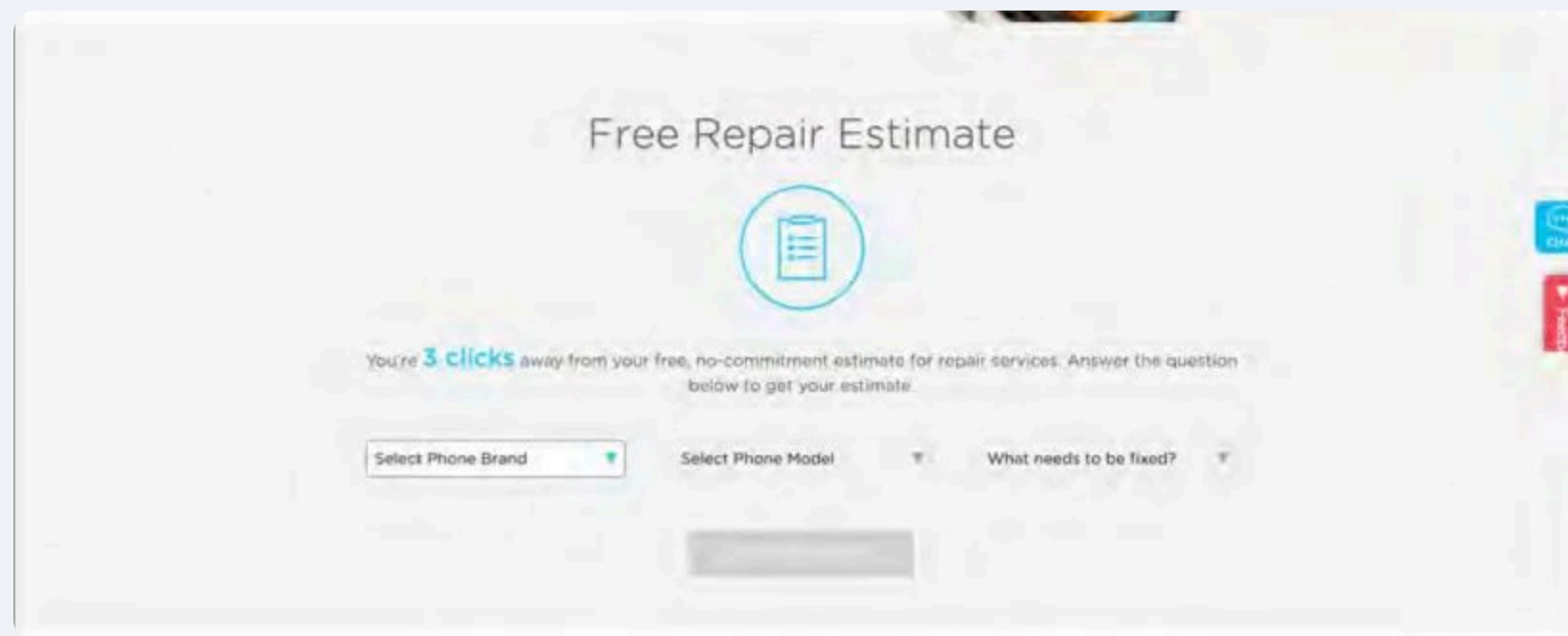


2018

FEATURED · LAUNCHED 2018

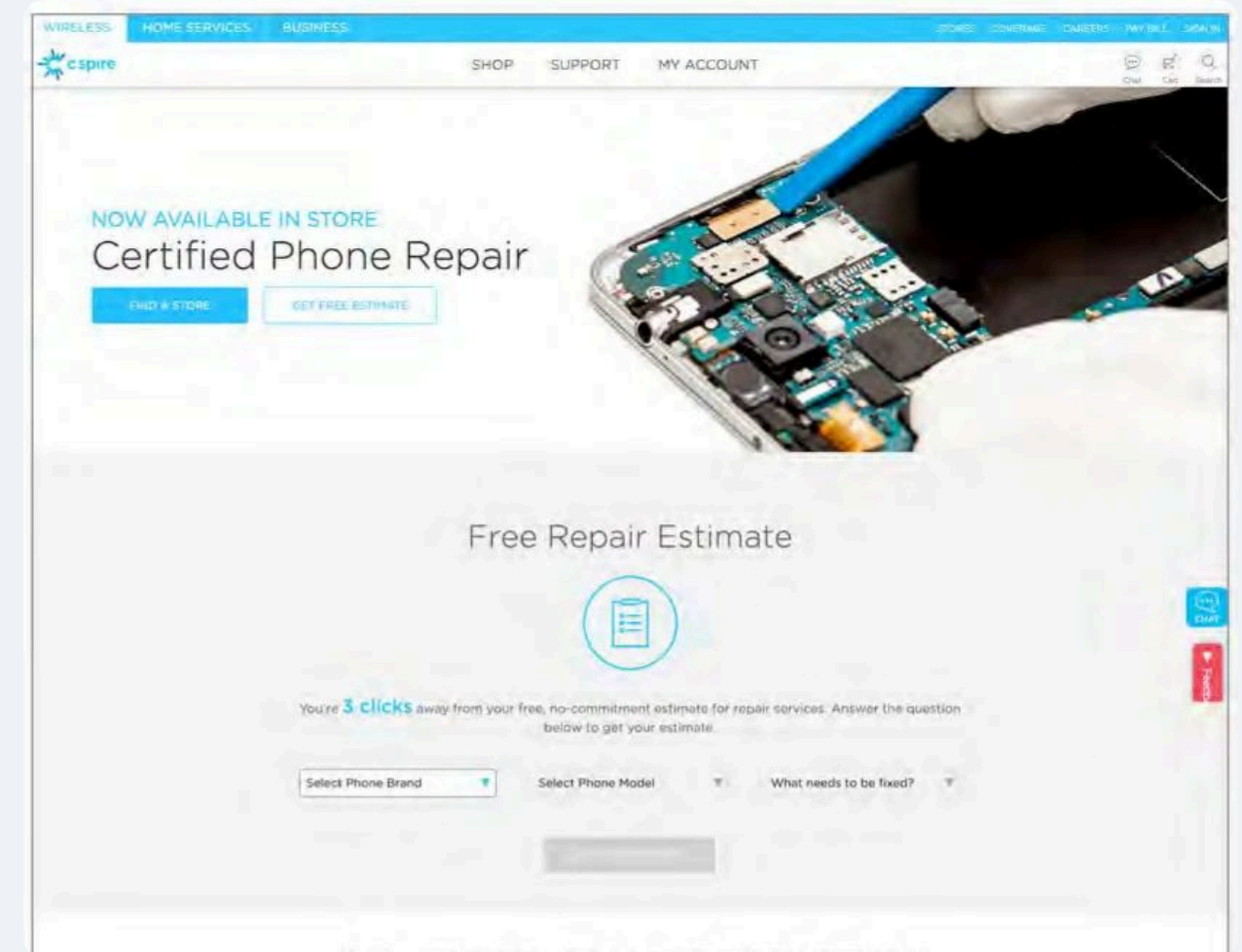
Repair Center: fix it instead of replacing it

In 2018, C Spire started offering certified phone repair in its stores. I designed and built the landing page that introduced it.



A free estimate in 3 clicks

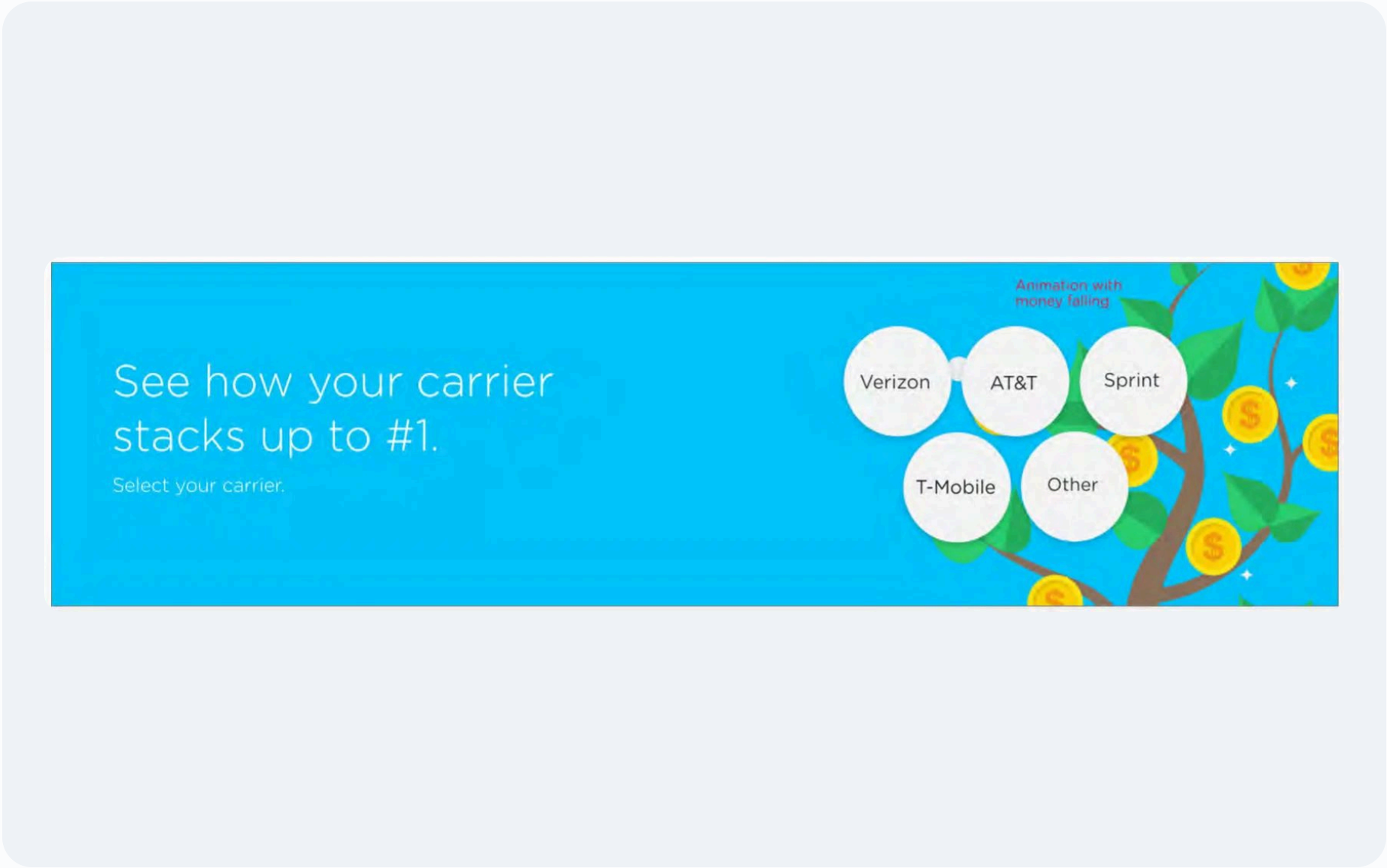
Brand, model, and what needs fixing. Free and no commitment.



The full landing page

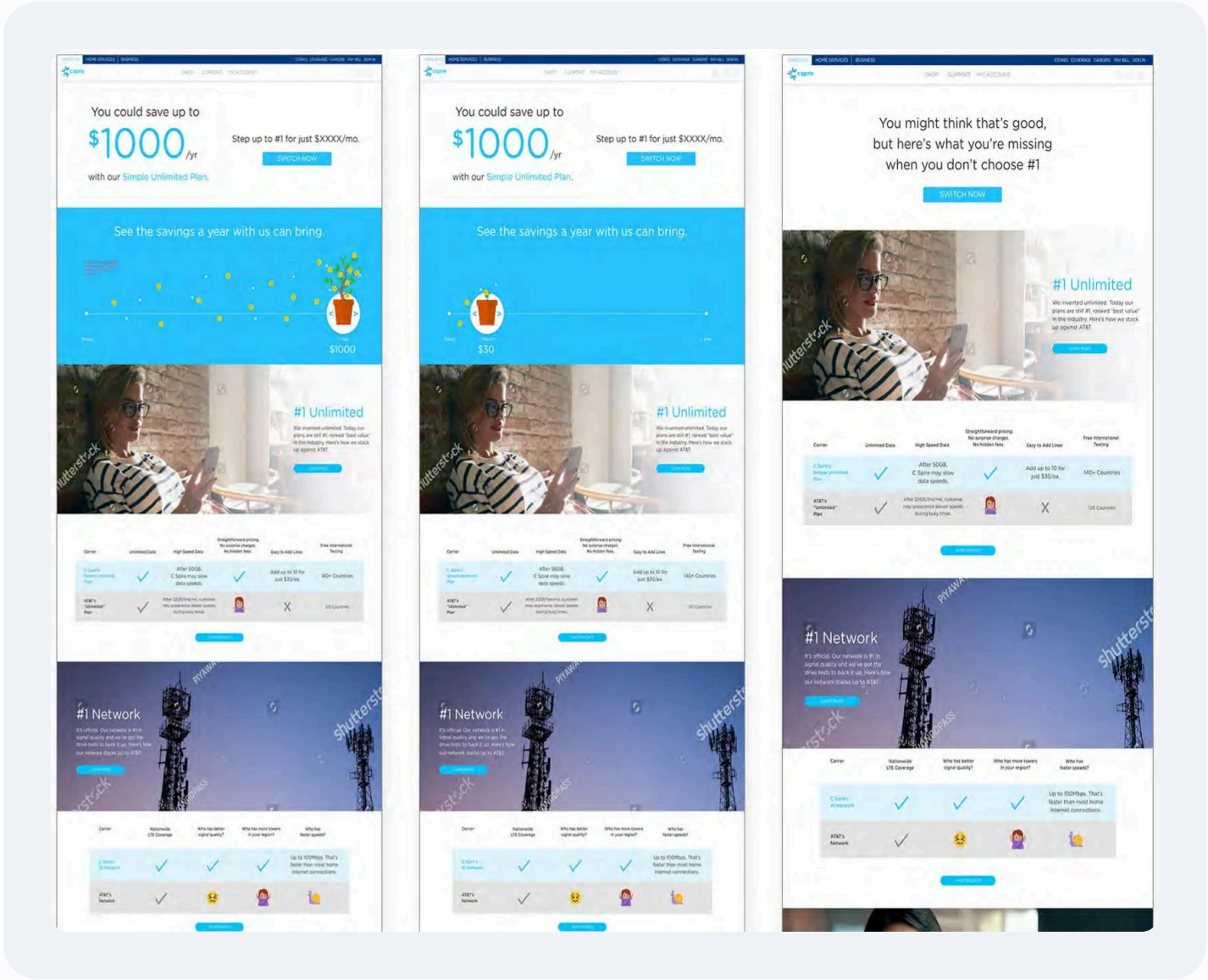
Carrier comparison tool and the money tree

Compare your current bill with C Spire in three quick questions. I designed it, including the animation.



Home page entry

Carrier bubbles sit in a money tree with coins falling; each fills with its brand color on hover.



Honest results either way

If C Spire wasn't cheaper, the page acknowledged their deal and made the case on network and service.

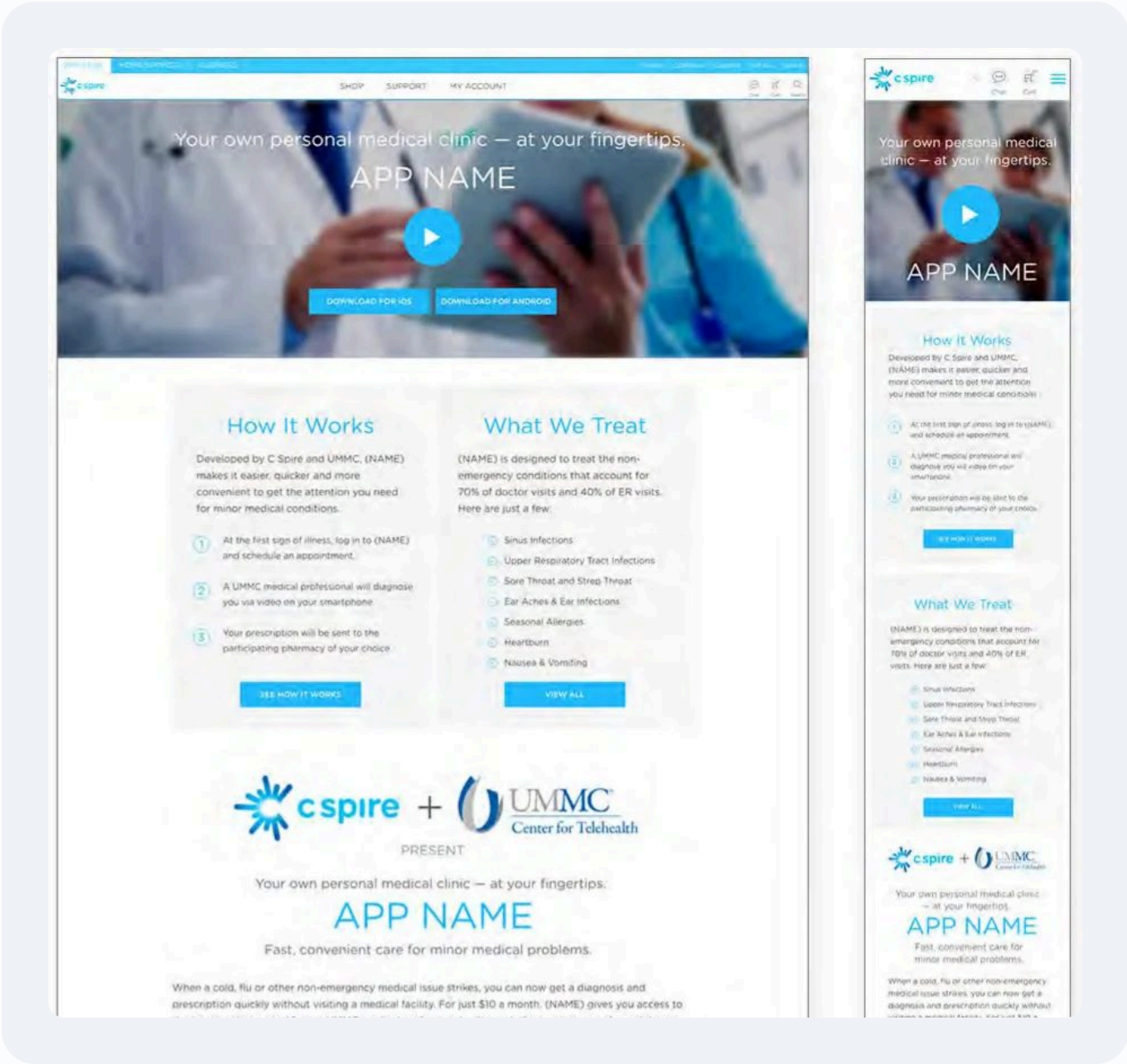
Telehealth launch page

A launch page for a telehealth app built by C Spire and UMMC, designed so people could scan it in order.



An infographic that's easy to swallow

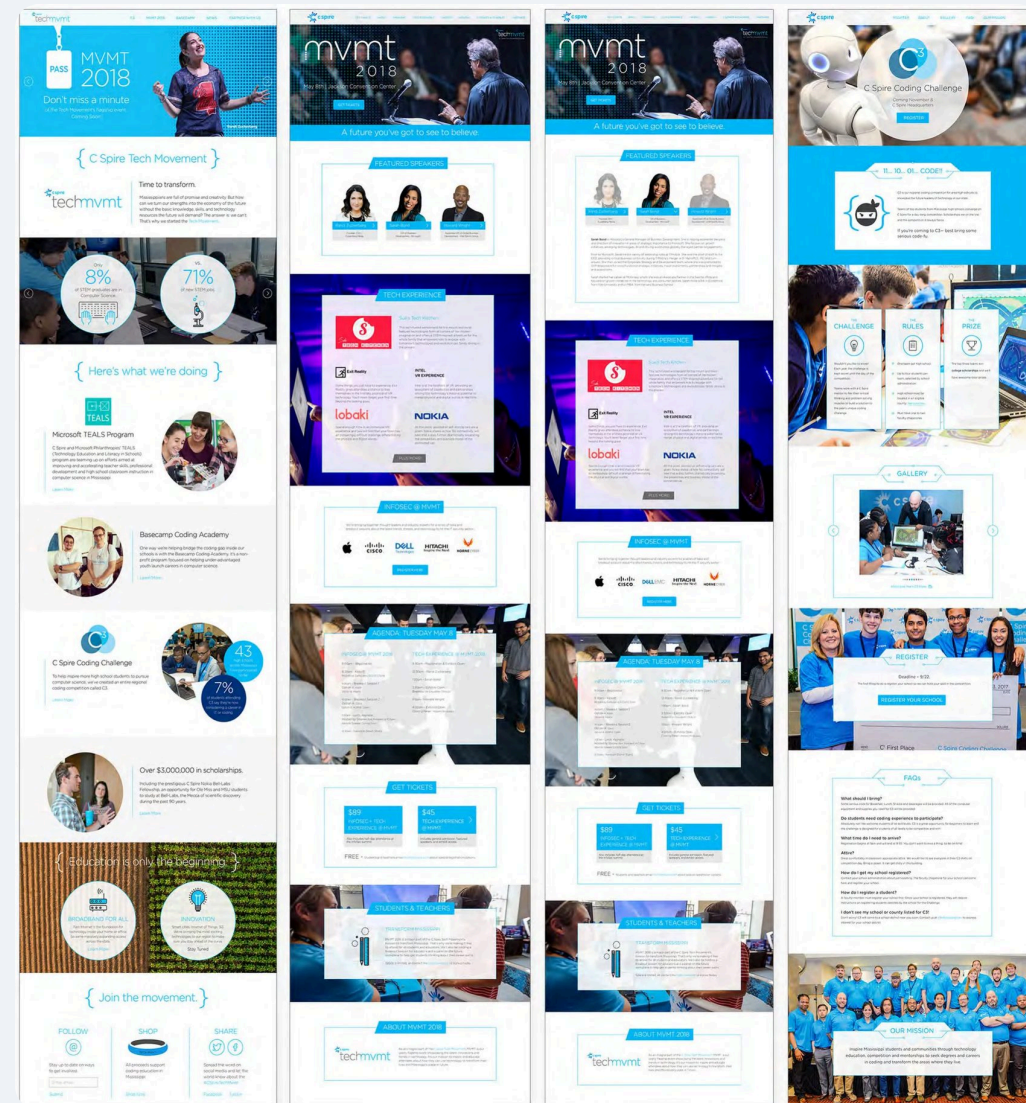
30 minutes for a video visit versus 121 minutes for an average office visit.



Desktop and mobile

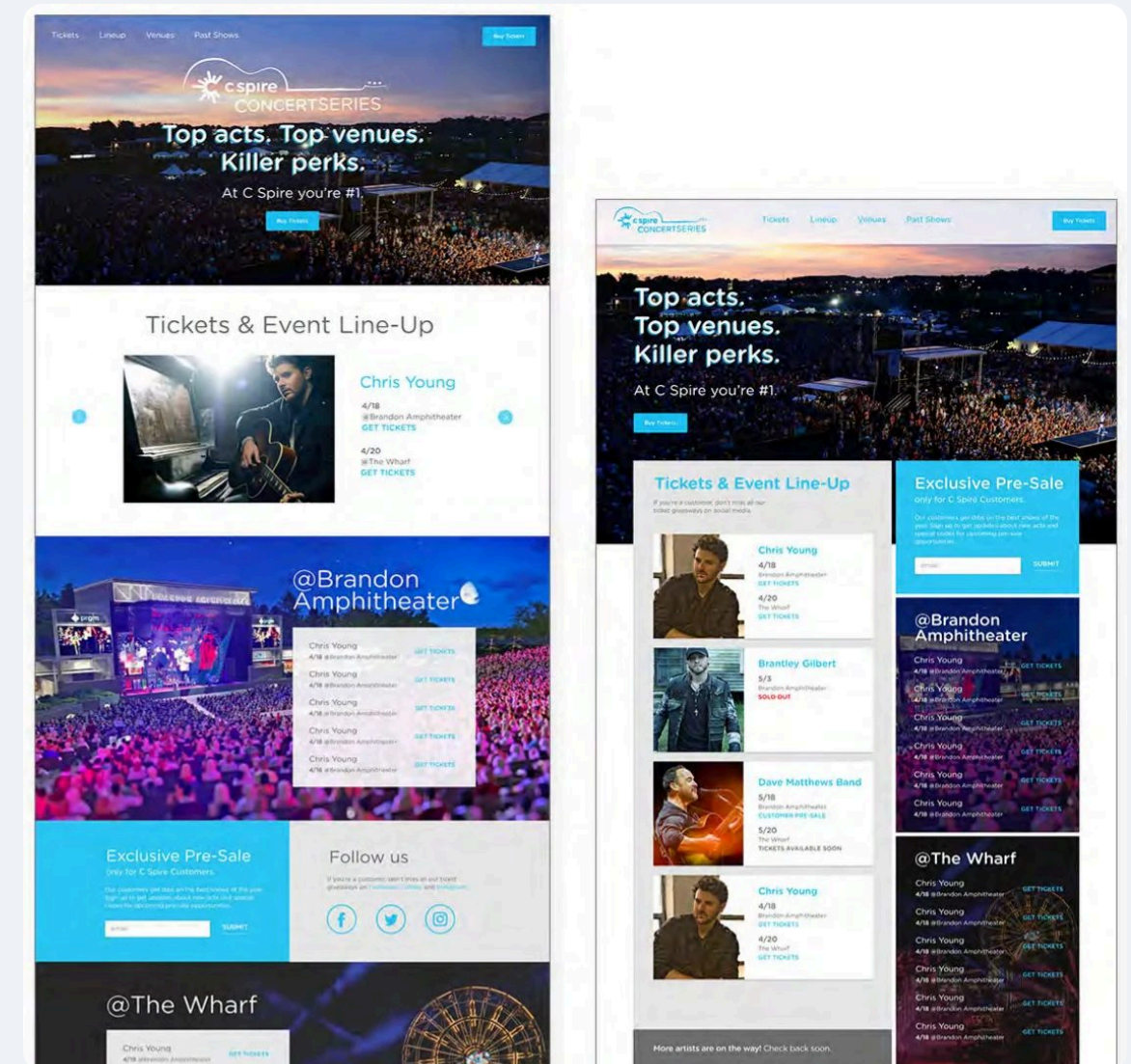
Techmvmt and the Concert Series

A shared visual language for C Spire's tech-education programs, so each new page fit in on day one.



Techmvmt hub, MVMT 2018, and C3

Rounded photo crops, bracketed headings, and a single accent color tie the pages together.



Concert Series

Layout explorations built around the event photography.

What this role taught me

Designing what I'd also build

Working in design files and code made my designs more realistic and my conversations with engineers more honest.

Lead with what people came for

The repair estimate, the carrier choice, and the time comparison all went above the fold.

Design for the unfavorable result too

When the tool couldn't beat someone's price, a separate results page acknowledged their deal.

Build systems for things that keep growing

A shared set of patterns meant each new Techmvmt page fit in on day one.

GET IN TOUCH

Let's build something people love to use.

blrwelch@gmail.com

bwelch.me

linkedin.com/in/blrwelch