Brand Bureau: Web Design UX/UI

Web Design UX/UI / Contract / Paid
New York New York US

http://www.brandbureau.com

Design and development of a website for a new restaurant and event space within a NYC Hotel. The website will generate both reservations and sales-ready event leads. Additional objectives of the site include informing, educating and engaging our users, as well as position the brand as a venue unlike any other.

Role Details

Website Requirements:
• Preliminary competitive analysis during exploratory/discovery phase
• Sitemap development of main navigation and sub sections
• Content pages including, but not limited to:
o Reservations (to fee into reservation platform, stylized to brand)
o Menus
o About/Team
o Private Events (embedded API Form to TripleSeat)
o Gallery
o Blog/Recipes Capabilities
o Contact
• Functionality to support the following (or third party)
o Photo galleries
o Video
o Social media integration / feed
o Capacity & Spec Tables
o Floor plans/CAD drawings

o Virtual Tours
o Email sign-up field
o Inquiry form to feed into CRM

• Copywriting:
o SEO rich copy for full site

• Website Development:
o Full development of website
o WordPress CMS
o Work in conjunction with third party ADA agency throughout entirety of the process
o Work in conjunction with third party SEO agency for high level optimization work

Skill/Attributes Required

Web Design
UX/UI
Able to put hourly and project cost to scope
User understand (both customer and client)
The ability to customize and recommend solutions that are easy to manage, update etc.. by the internal operations team.

Background: As a single location restaurant it needs to be user friendly for the operators and highly functional for capturing reservations (can be linked out to Opentable for restaurant reservations and easy to fill out forms for event info for example. The aim is to have the experience feel as cohesive as possible using tools that can be easily kept up by operations in-house staff.

Apply/Respond by:
12/06/2020

Send: CV/Resume

Remote work and availability within the coming weeks

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https://www.shillingtoneducation.com/blog/brand-bureau/