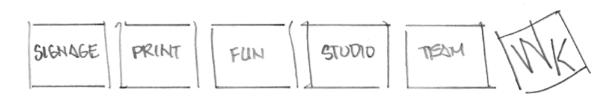


Mobile navigation squared.

Whyte•Kerner has been growing their brand for 27 years. It was time people experienced their work on mobile and I was there to help them do just that.





Their iconic tilted square logo became the anchor for our mobile navigation based on a square. The menu - always present - is easy for users to get where they want to go.

This navigation was also modified for the desktop version of the site.



Whyte*Kerner Environmental Graphics & Design has blended fresh, creative talent with honest, dependable service to achieve design solutions that are truly unique and remarkable with nothing artificial added.

We continue to deliver the unexpected in quality, integrity and design excellence through our zest for making lemonade out of lemons.





SIGNAGE

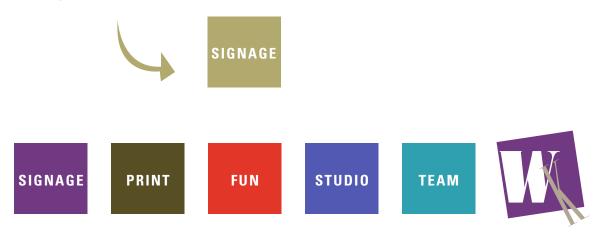


SIGNAGE COlorful but correct.

Color, when used correctly can be extremely useful getting the user around.

I design UX using color as a common denominator.

If the same action is preformed, you get the same result. In this case, when a page is live the button active state is always the same.







PROJECT: WHYTE KERNER



Delivering sub-nav on mobile.

Getting around on mobile can be frustrating if not executed correctly.

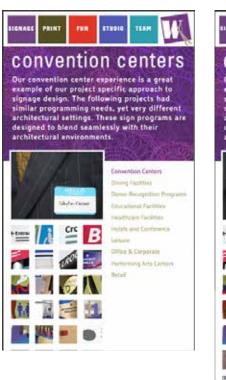
Convention Centers

Convention Centers

Again, color is key to getting around.



Our team white boarded and wire framed this process to death before reaching the perfect mobile sub-nav solution.









Thumbnails are easy to tap.

Seeing what they do is the only reason to be here. Users can tap on a thumbnail which reveals a full screen image which can be swiped to generate a slide show of their work by project.





Swipe.



Swipe.



cen

For convention center experience is a great example of our project specific approach to ignage design. The following projects had imiliar programming needs, yet very different

vention

Swipe.





PRINT PRINT

Follow the formula.

We designed all the product pages using the same approach.

Again, when you preform the same action, you get the same result.

Simple, huh.







Swipe.





STREES TEAM

MARVEL CREATIVE



See it through.

I try to make sure that I'm presenting an overall experience that can meet as many goals and needs as possible for the business and the users.







f in 🖪 👯



s home to a mix of highly creative ressionals from various backgrounds brough together by a shared passion for design. Our open plan office encourages daily Interaction in a relaxed and supportive atmosphere. Everyone here has the experience to make a difference





Whyle+Kerner Environmental Graphics & Design

team believes that pur experience.

and zest for life creates the perfect blend for a successful design firm. We are proud to be a woman-owned firm. Whyle-Kerner is located at Amsterdam Walk in Midtown. Click our google map at the bottom for directions to the studio



ROBBIE WHYTE Robbie Whyte Owner/CEO

Ny creative spirit is my strength, and I believe that It is my responsibility to use this gift to make a difference. I shrive to design beautiful, affordable and functional signage and graphics, which instruct, guide and inform. I believe that it is critical to be a good team player, understanding the unique requirements, limitations and opportunities of each project, pushing myself to always exceed my client's expectations.

My hats, fashion and costume design provide an outlet for expressing my true self... to touch the hearts of strangers and bring a smile to their Tares



RONNIE O'RRIAN Reports UTAins Senior Designer

Every design project has 10's unique set of challenges and I have always enjoyed the creative process that ncture when developing individual design solutions that are pleasing and well balanced. My strong organizational skills allow me to bring order to the

Swipe, tap, and pinch your way to another great user experience.

