



# Website redesign projects for credit union

## OBJECTIVE

After completion of the core computer system conversion, I proposed the desire to upgrade the credit union's online presence with a new website. The site had not been redesigned in over 10 years. It was not ADA compliant and did not match the innovative design of the new core system.

## WEBSITE REDESIGN PROJECT

A RFP was created to seek web design bids. I led a committee to rewrite page content and design the navigation for the site.

A web design firm was hired to complete the template design. I trained the marketing team on how to manage and update webpages.

The website was streamlined to fewer pages. Quality assurance was implemented to improve page speed and broken link detection. The new site met all WCAG ADA standards.

Marketing redesigned two additional website as independent projects for two 3rd party vendors for car dealers and financial services.



"Sharefax.org is now a modern professional website that offers a great user experience. Using WordPress, WPEngine and Site Improve have given marketing many advantages in website maintenance and analytics."

**Raye Kimberlin**

Sharefax Credit Union

"The design of scuindirect.com is wonderful. It will be great for our Independent dealers to have this updated format. Raye did a fantastic job. I appreciate all of the efforts she put into place to make it come together."

**Holly Renier**

Sharefax Credit Union

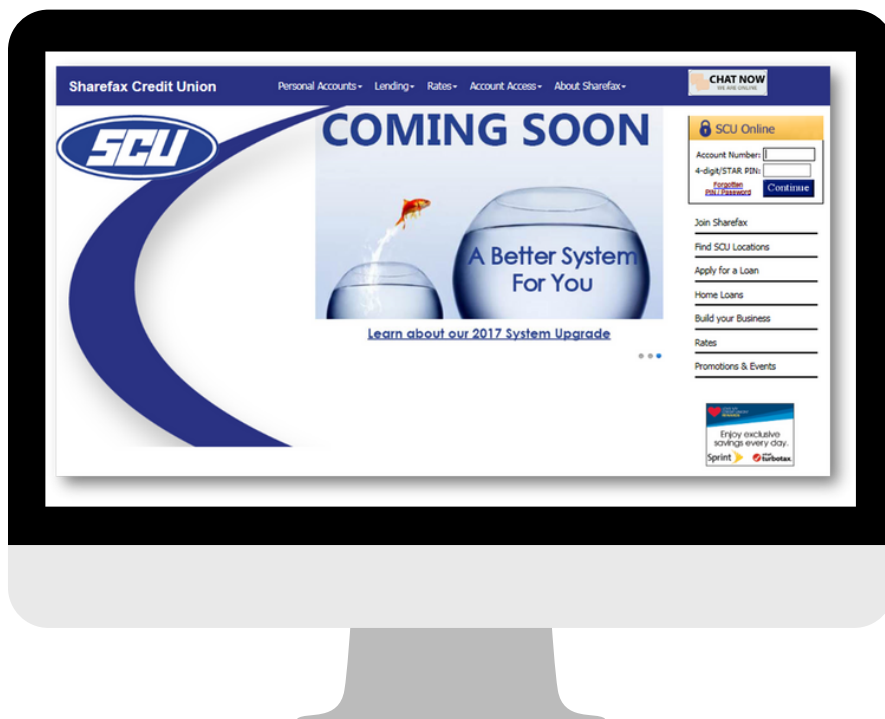
"The new site and design for sharefaxfinancial.com looks great. Thank you Raye for doing this for us."

**Bruce Cyr**

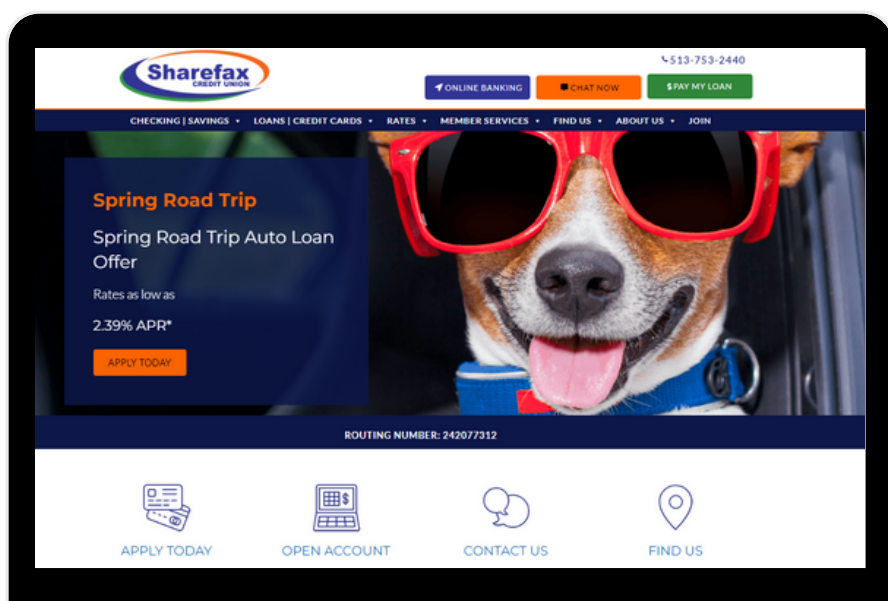
Sharefax Financial Services

# sharefax.org

## Old Website



## New Website

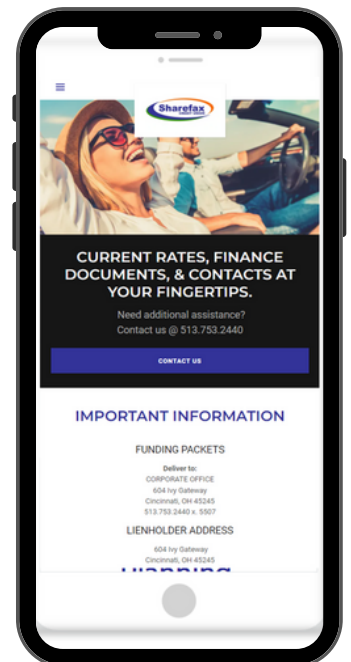
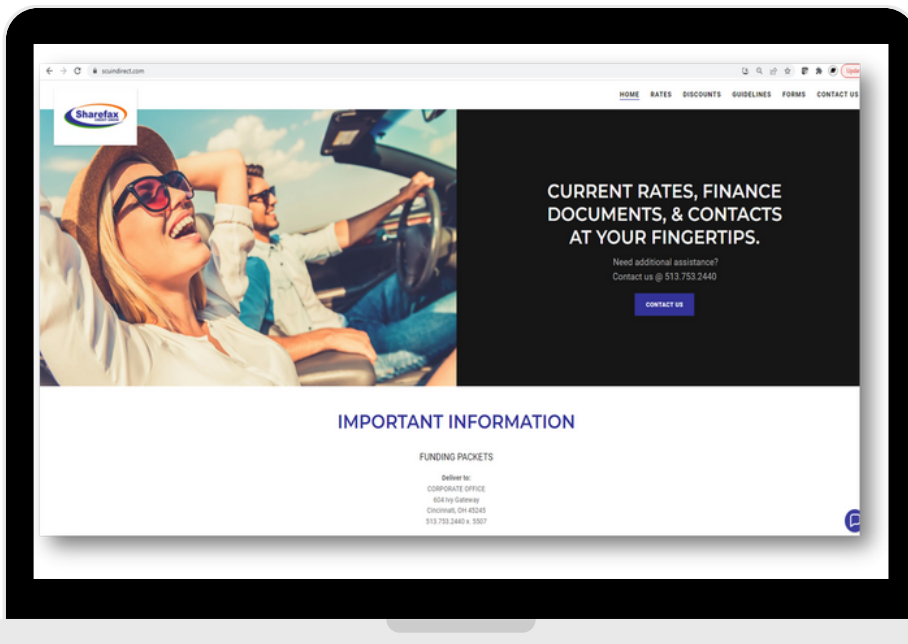


# scuindirect.com

## Old Website



## New Website



# sharefaxfinancial.com

## Old Website



## New Website

