Responsive Design Portfolio Excerpt
Portfolio Sample - Design by Will Budreau

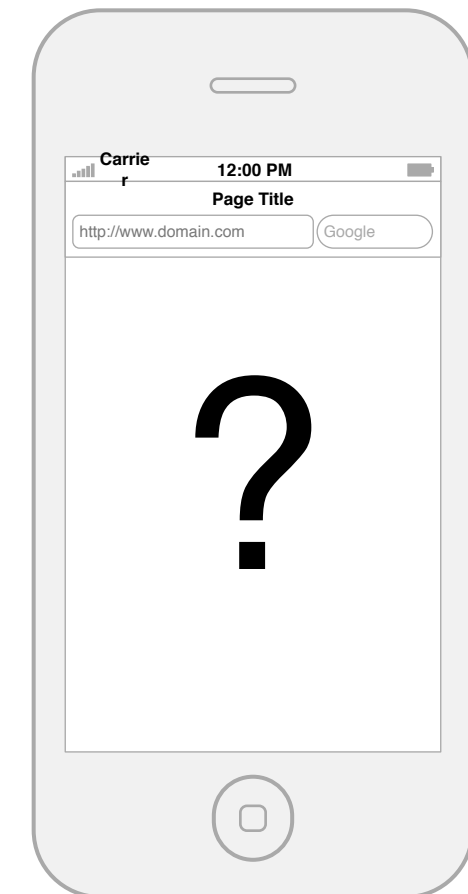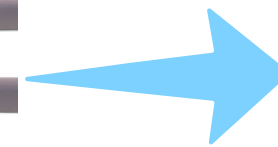My major project for the last year has been a major site redesign and build-out for a large financial client, to rethink their entire client-servicing platform.
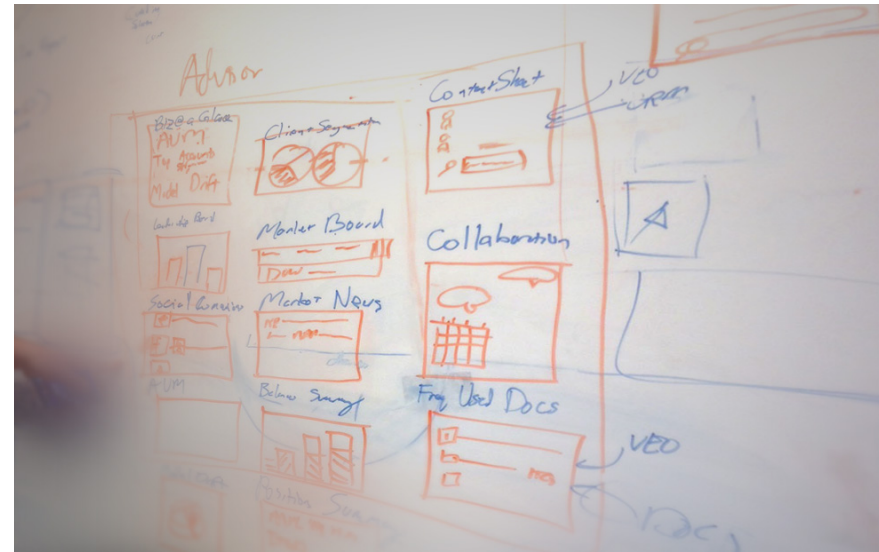
The Challenge:
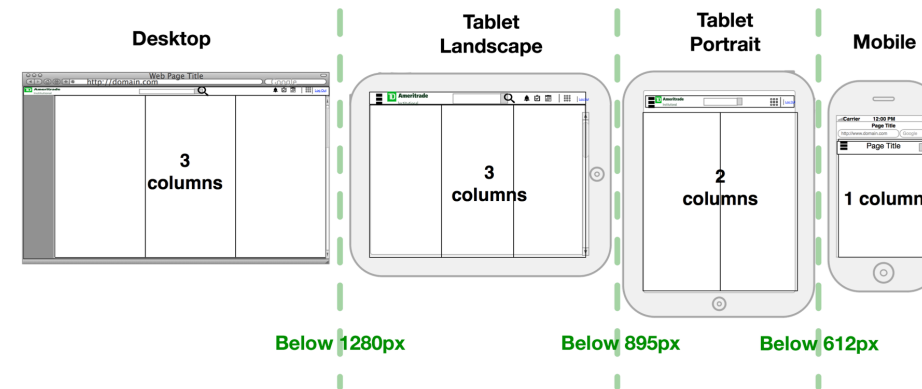Their original goal was to eventually allow the platform to "go mobile".. without having a concrete strategy.

The Problem:
For this platform we had several different screen layouts and a potentially universe of modular content. We also knew the end-user's platform of choice wasn't controlled, the range of desktop and mobile profiles was going to be huge.

Sketching the components together

Desktop — 3 columns | Tablet Landscape — 3 columns | Tablet Portrait — 2 columns | Mobile — 1 column

Below 1280px | Below 895px | Below 612px

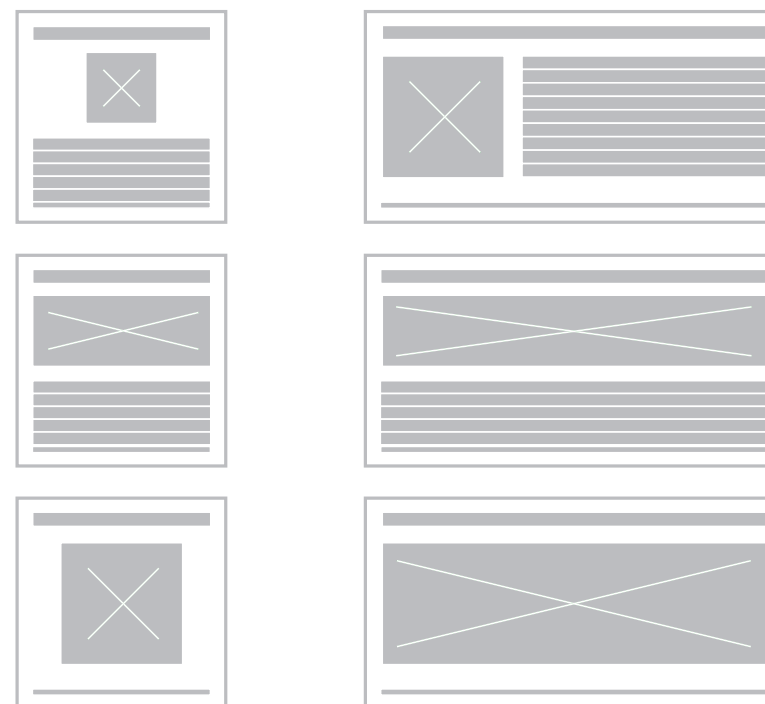*Concepting a screen-level responsive template*

Reality Check:
Our team looked at the project and helped the client realize that "mobile" wasn't enough.

There were so many variations on size, and future unknowns that the problem deserved to be broken into the correct steps.

Working with existing data analytics and recommending a useful transition of platforms, I guided the client to a phased deliverable approach that would meet the project timelines, documented in the following 3 steps:
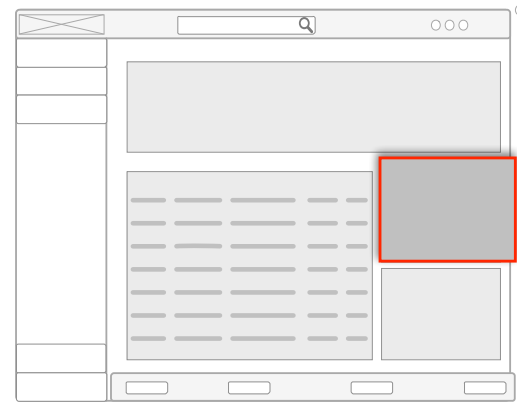

Exploring different modular concepts

Step 1 - Adaptable enough for Tablet
In the first delivered process, I recommended the page sizes that would work with a minimum number of breakpoints to work at desktop and tablet. This would force the front-end architecture to be in place to reduce technical cost in the second phase.
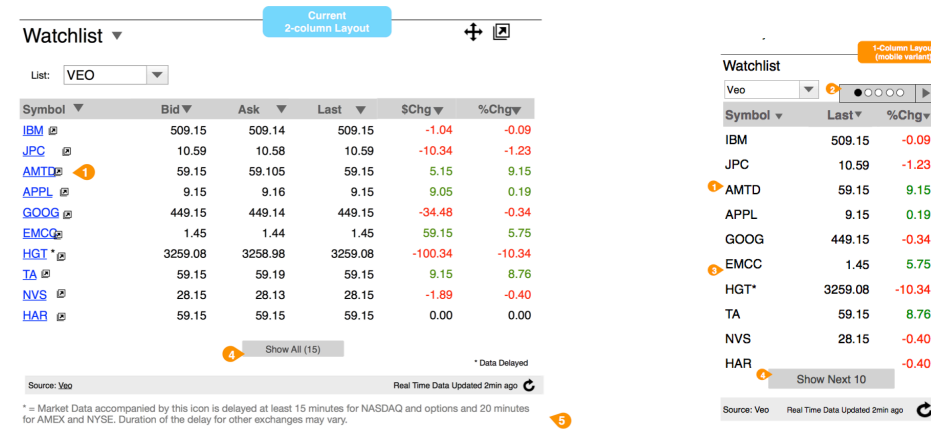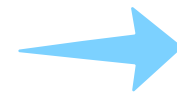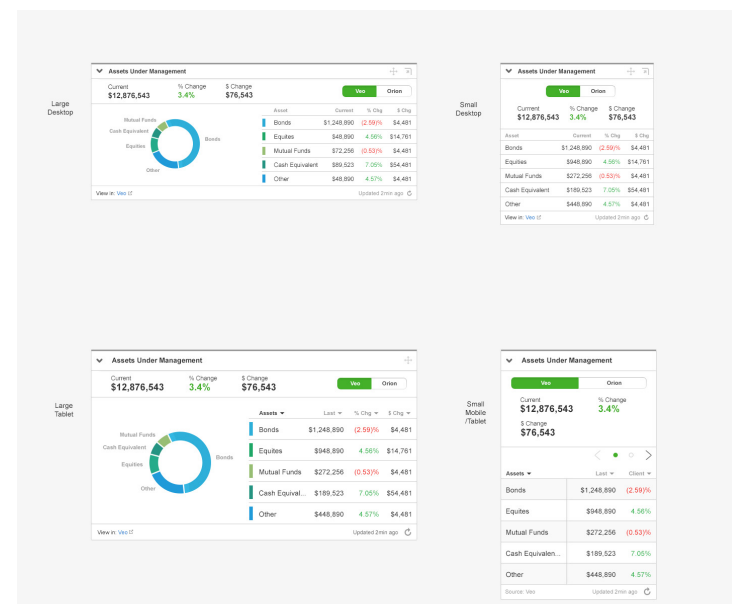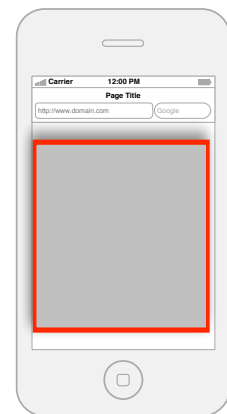
Thinking Responsively: Solutioning all the way to Mobile

Providing the context for each module

Wireframing and identifying the permutations

And providing visual representations of all

Step 2 - Extend the design

In the following phase of the project, I guided our design team to broaden the layouts to work easily on mobile, and deepen our design library to be re-usable in future pages.

Industry research and general usability principles helped us place the mobile principles for this project:

Consistent

Users would benefit from more consistent experience instead of relearning a conceptually different redesign.

Readable

Focusing on simpler and larger presentation of information over additional visualization or denser content.

Extendable

The design emphasized re-usable elements to allow for rapidly bringing future components to market.

Thinking Responsively: Final Deliverables

Step 3 - Building and the Future
The implementation phase rolled out supporting all desktop, tablet, and mobile platforms, and ready to adapt to the next generation of devices.

Successes:
Unanticipated devices **worked nearly seamlessly** without requiring retrofitting (Such as the resolution—bending iPhone 6)

The succeeding project phases were able to **reduce design and technical overhead** with the established patterns

Positive feedback of representative users in the current stages of testing.