



DESIGN STUDIOS

NUUX works collaboratively to bridge User Experience (UX) and marketing, creating website and application experiences that drive growth.

Capability Statement

CORE COMPETENCIES

+5.7%

Quote-start to quote-finish conversion, website redesign

User Experience (UX) & Product Design

- Research, testing, user flows
- Design systems & prototypes
- Mobile app design, iOS & Android
- Graphic design
- Branding

26+

Brand websites merged into a single platform

Web Design & Development

- Website design & modernization
- Front-end development
- Content Management System (CMS) builds & migrations
- Webflow, WordPress, Drupal, headless

~70%

Design-to-launch cycle, 3 to 4 months down to 1 month

Accessibility & Compliance

- Section 508
- Web Content Accessibility Guidelines (WCAG) 2.2 Level AA
- Audits & remediation
- Plain-language & accessibility training

53%

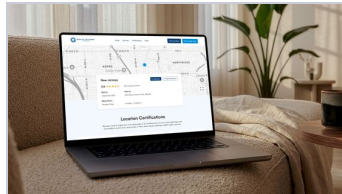
Lower cost per customer acquired than category average, paid media

Digital Strategy

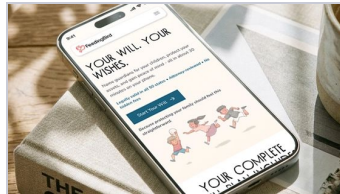
- Search Engine Optimization (SEO)
- Content strategy
- Conversion Rate Optimization (CRO)
- Analytics
- Paid media, Google & Meta Ads



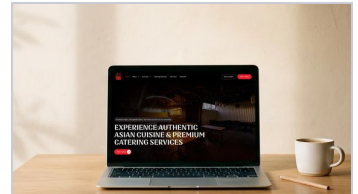
INSURANCE QUOTE JOURNEY



MULTI-BRAND WEB PROGRAM



WEB AND MOBILE APPLICATION



WEBSITE AND ADVERTISING

DIFFERENTIATORS

Measured on outcomes

Metrics agreed before work starts, and reported on after.

Marketing & UX on one team

The same team writes the strategy and ships the design.

Speed

Design-to-launch cut from 3 to 4 months down to 1 month.

Senior delivery, no bench

The people on the pitch are the same ones doing the work.

PAST PERFORMANCE

AMAX / ALPA Insurance

- Moderated insurance user research
- Quote journey re-architecture
- Mobile-first quoting experience

Quality Collision Group

- 26+ brand websites migrated to one platform
- Standardized content architecture
- Shared component library

FeedingBird

- Legal website and motion design
- Conversion strategy
- SEO and content launch strategy

Chin Chin

- Restaurant website and ordering experience
- Accessibility remediation
- Google & Meta Ads since April 2024

COMPANY DATA

NUUX Design Studios LLC · 7102 Veronica St, Kalamazoo, MI 49009

AREA OF SERVICE Continental United States

UEI W75RU6LPM444

CAGE 1ADA4

NAICS 541512* 541511 541430 541490 541613 541810 541910 561410 611420 611430 *primary

PSC R499 R408 R422 R426 R701 DA01 DA10 DF01 TO01 TO99 U008 U012

Accepts Government Purchase Card

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