

We are
CONVOY



About Convoy

Convoy is a fleet of brand experts, designers, and developers poised to escort your organization through today's competitive marketplace by establishing and nurturing your brand identity and marketing assets. We believe that effective branding requires a comprehensive strategy, skilled execution, and ongoing brand stewardship. We collaborate with our clients to create effective and lasting brands that produce results in the marketplace.

Since opening our doors in 2012, Convoy has maintained a team of skilled and forward-thinking creative designers and developers. We have extensive experience in both the creation of new brands and the extension and refinement of existing ones. We expand the core ideas of each brand into a variety of tightly-integrated marketing pieces, including logos, brochures, books, signage, labels, clothing, and websites. We take a holistic view of our clients' brand and ensure the pieces we create always support and strengthen their core messaging.

We appreciate that creativity rarely exists in a vacuum. Our process is highly collaborative and encourages input from our team and clients throughout the design and development process. When you embark on a creative project with Convoy, you are not just our client; you are part of our team.

We have worked with a wide variety of clients, including non-profit organizations like CFA Institute and Monticello, educational institutions like University of Virginia and American University, and businesses like Silverchair and Martin Horn. We work best with clients who are creative, forward-thinking, and willing to roll up their sleeves and take an active role in the evolution of their brand.



Our Process

Our process for web design and development involves discovery, information design, visual design, and development. Our decisions throughout the project process are based on design and development standards, user experience best practices, and accessibility guidelines. Our process is iterative and agile, and we meet regularly with our clients to ensure we are on target.

The discovery phase will focus on reviewing existing brand guidelines, defining audiences for the new website, learning about your competitors and documenting what they do well, developing a content and photography strategy, learning what the current website does and doesn't do well, defining an aesthetic, and making a list of features. We will create a final report of our findings as the deliverable for this phase of the project.

The information design phase will involve defining the website navigation system and creating a blueprint of the new website by using wireframes. Wireframes are a visual representation of how the content on each section or page of the website is organized. Wireframes are low definition mockups that do not include any images and are black and white or grayscale so that we focus on where content is placed on the page. We will use Figma to develop a comprehensive wireframe of the website. We will work closely with your team to design section and page layouts that work with the overall content strategy. We will not be able to create distinct visual mockups of all pages for the new website, so we will need to define key pages that can be used as templates for the visual design phase.

The visual design phase will involve creating 15 to 18 high definition mockups of key sections and pages of the website using Figma. We will use the wireframes as the blueprint for the visual design in order to produce a user experience that reflects the overall aesthetic and content strategy. We will produce visual mockups that meet accessibility contrast and color requirements while adhering to your brand guidelines. We will produce mockups for desktop, tablet, and mobile. The visual design phase starts by creating a visual mockup of the home page (desktop/tablet/mobile). We will get your feedback and iterate until we get your approval. We will then perform this process for the remaining mockups for the new website.

The web development phase will start by building out the visual mockups into standards-based HTML5, SASS, and JavaScript. We will then integrate the buildout into a custom WordPress theme. We will create page templates, define post types, and create custom fields in order to bring the visual design to life. We use responsive design so the website displays for all major devices. The site will be built on a staging site that the team will have access to in order to provide feedback. We will create a feedback document for any issues that are encountered. We will review the site using tools like WebAIM, Google Page Speed, and W3C's Markup Validation Service to make sure the site is accessible, performant, and validates with no errors. Before launching the website, we will spend time making sure the site has analytics configured, SEO is defined for key pages (using Yoast SEO), the site is reviewed and tested on a variety of devices via BrowserStack, and old website URLs are redirected to the new area of the website.

Project Team

Tim McDaniels will serve as the primary project manager and contact for the project as well as the primary contact for all web development related communication. Rob Wooten will be the primary contact for all design related communication.



Tim McDaniels

Managing Director, Founder

Tim has over 20 years of experience in web development, project management, and systems administration. Over the years, he has created custom ecommerce, content management, and database systems within a variety of industries. Tim is a seasoned full stack, WordPress, and Drupal developer. He received a B.A. in English Literature and a minor in Computer Science from James Madison University.



Rob Wooten

Creative Director, Partner

Rob has more than 15 years experience in graphic, web, and identity design. From exhibit design for the Smithsonian to running his own shop for years, Rob brings a deep understanding of problem-solving and design theory. He enjoys meeting clients, building relationships and being active in the community.



Mekalin Paengwan

Frontend Developer

Mekalin specializes in web and social platforms and has a strong understanding of user-centered design, visual design, and usability practices. She is responsible for bringing Convoy's visual designs to life by building HTML5, SASS, and JavaScript into content management systems like WordPress and Drupal. She graduated from University of Central Florida with a B.A. in Digital Media.



Anna Wittel

Content Strategy & Writing

Anna is the founder of Mutti, a content services agency located in Richmond, VA specializing in mobile and web copy. Anna has over a decade of experience working at marketing agencies, tech startups, and Fortune 500s. She has Bachelor's and Master's degrees in English and a passion for word-perfect copy that solves problems and connects with audiences.



Nicholas Nelson

Digital Strategy, UX Design, and Web Development

<https://www.nanelson.com/>

References

Susanna Brent-Marshall

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Vicki Kirby

Augusta Health

Marketing Director

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Pricing

Item	Description	Hours
Discovery	Review Clark Construction and Clark Group brand guides and similar brands/websites that have an aesthetic or messaging that we like. Make a list of features and techniques that we would like to integrate into the new website. Create a mood board and general report of our findings. Define our primary user profiles.	100
Information Design	Wireframing of home page and major sections of websites.	100
Visual Design	Visual mockups for all page templates (15-18).	150
Development	Custom WordPress theme development and HTML/CSS buildout.	300
Meetings/ Communication	Weekly standup and situational meetings as well as emails and all project communication.	100
Quality Assurance	QA for functionality, UX, and accessibility, design review, and go live support.	50
Content Writing	Strategy, editing, and writing.	100
Content Entry	Entering content into WordPress.	100
Total Hours		1,000
Total		\$120,000

Hosting Pricing

WP Engine (\$2,900 per year for 400k monthly visits). We can also get a more enterprise plan as well (which is a great idea if budget allows). WP Engine has a robust control panel with 24/7 support chat.

Monthly Retainer

10 hours per month that accumulate for the year. These hours could be used for design, development, support, etc. (\$1,200 per month).

Schedule

Site completed by end of October 2022 and launched on November 1, 2022.

Item	Start	End
Discovery (5 weeks)	4/4/22	5/9/22
Information Design (5 weeks)	5/9/22	6/13/22
Visual Design (10 weeks)	6/13/22	8/22/22
Content Writing (8 weeks)	8/22/22	10/17/22
Development (12 weeks)	7/11/22	10/3/22
Content Entry (3 weeks)	10/3/22	10/24/22
Quality Assurance (3 weeks)	10/3/22	10/24/22

Website Example URLs

<https://blogs.cfainstitute.org/>

<https://futurefirm.cfainstitute.org/>

<https://futureprofessional.cfainstitute.org/>

<https://www.silverchair.com/>

<https://newsroom.uvahealth.com/>

<https://artsboxoffice.virginia.edu/>

<https://blog.uvahealth.com/>

<https://blogs.darden.virginia.edu/>

<https://news.darden.virginia.edu/>

<https://med.virginia.edu/>

INTRODUCTION

INDUSTRY TRENDS

ROLES

CULTURES

SKILLS



INTEGRATE & DELIVER

Integrate and deliver scholarly and professional content from a single platform – journals, books, video, custom formats, and more.



UPDATES

scite_





BOARD MEMBERS



“The STAR program combines progressive, innovative thinking with application to people diagnosed with autism. As a career clinician, I believe in marrying theory and practice.”

— Sandra Stern

\$100,000

\$561,901

TOTAL CASH GIFTS TO ANNUAL FUND

\$10,000,000

MOMENTUM

2018
2019



LETTER FROM THE DEAN

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Programs ▾

SYNCHRONICITY
Foundation For Modern Spirituality

Media ▾

Shop

Membership



Modern Spirituality

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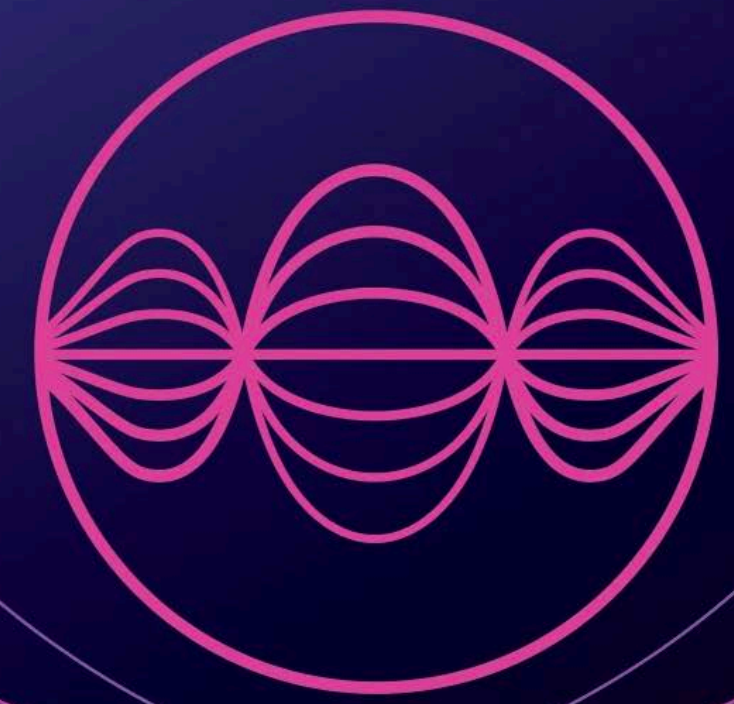
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TRANSCENDENCE
LEVEL 1

1
TRACK

00:00

Transcendence Level 1

15:00





Spring 2022 Arts Events On Sale Now!

[PURCHASE TICKETS](#)

PURCHASE TICKETS ONLINE OR IN PERSON TUES-FRI FROM 12-5PM.

BLOGS AT THE DARDEN SCHOOL OF BUSINESS



FEATURED POSTS



6 JUNE 2021 | GLOBAL VOICES

▶ VIDEO

A 2022 VISION: 5 LESSONS FROM 2021 COMING INTO FOCUS

Much about 2021 looked like 2020. But as the world adapted to ongoing pandemic life, we also had to stay nimble in the face of uncertainty. We tried to roll with the punches. 2021 saw new developments and challenges, as well as existing issues that evolved

READ POST

DARDEN BLOGS



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DARDEN CAREER CENTER BLOG

Career-focused news and stories from the Darden Career Center.

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DISCOVER DARDEN

The Darden Admissions office covers MBA news and updates for prospective students.

VIEW BLOG



EXECUTIVE EDUCATION & LIFELONG LEARNING BLOG

Keep up with thought leadership from Darden's top-ranked Executive Education faculty.

VIEW BLOG



GLOBAL VOICES OF DARDEN

Read highlights of international experiences and perspectives from the Darden community.

VIEW BLOG



GLOBAL WATER BLOG

Read research on global water challenges and solutions from Darden and UVA faculty experts.

VIEW BLOG

INVESTMENT FIRM OF THE FUTURE

BUSINESS MODELS AND STRATEGIES FOR A MORE FORWARD-THINKING INDUSTRY

Investment firms face a future in which change is accelerating. In this report, we set out the changing landscape for investment management and analyze how firms can adapt their models to succeed in the future environment. The report is informed by a survey of CFA Institute members.

[EXPLORE THE REPORT](#)

