

Salal Credit Union

Robust financial institution website



Salal Credit Union, one of the largest credit unions in Washington State, engaged us to redesign their site to provide a more organized and intuitive user experience, and to align with their recent rebranding effort.

EXPERTISE PROVIDED

Design

- Web design
- UX design
- UI design

Development

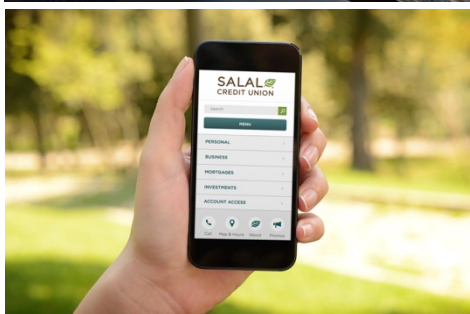
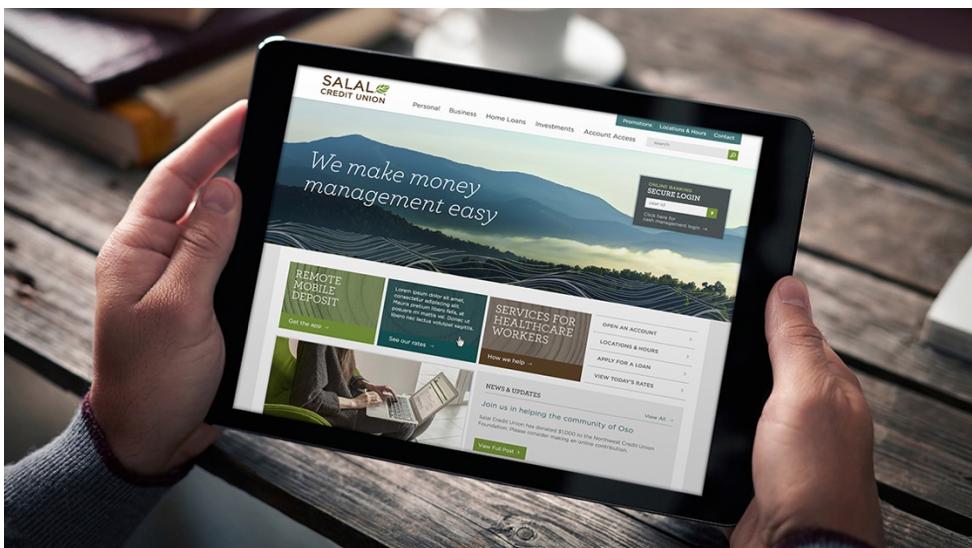
- Web development
- WordPress development
- JavaScript development
- Systems integration

Content

- Content strategy
- Content creation
- Information architecture
- Copywriting

Maintenance

- Technical support
- Web maintenance
- Performance optimization
- Hosting liason



Challenge

Wanting to reposition themselves in the market, Salal needed help rethinking their messaging and overhauling their outdated site to provide a better user experience.

Solution

Crowd Favorite rebuilt the site's structure and functionality for easier navigation and access to helpful online banking tools. By adapting Salal's brand guidelines for web and enabling mobile-friendly layouts, we created a consistent, convenient experience for customers on desktop and mobile devices alike.

