



THE WOODRUFF ARTS CENTER



The Woodruff Arts Center is one of the largest arts centers in the world, home to the Tony Award-winning Alliance Theatre, the Grammy Award-winning Atlanta Symphony Orchestra and the High Museum of Art, the leading art museum in the Southeast. Each year, these centers of artistic excellence play host to 1 million patrons at The Woodruff Arts Center's Midtown Atlanta location, one of the only arts centers in the U.S. to host both visual and performing arts on a single campus. The Woodruff Arts Center also offers remarkable education programming through each of its arts partners. Through their combined efforts, The Woodruff Arts Center serves 1 million patrons and more than 200,000 students annually, making it the largest arts educator in Georgia.



TESTIMONIAL



"For the Woodruff Arts Center project, Websuasion created both design, SASS styles, and html for the website. Their attention to detail allowed us to finish up the code and implementation of the site quickly and efficiently."

- John Clark, President, Twelve Foot Guru

CLIENT NEEDS

- Redesigned website
- Ability to quickly update content, photos, and videos

WEBSUASION SOLUTIONS

- Clean, modern design with desktop, tablet, and mobile responsive layout
- Custom wordpress theme allowing for quick updates by client



MARKETING WEBSITE

We were approached to create a web design for the Woodruff Arts Center. Our partners at Twelve Foot Guru were handling customization of WordPress to take care of the Woodruff Arts Center's specific content development needs. We were subcontracted to create a device-responsive custom wordpress theme with reusable modular components to be used throughout the site. The design also included custom navigation, an events calendar, a news section, and social media integration.



J. Ryan Williams

J. Ryan Williams is president and founder of The Websuasion Group LLC. He has over 20 years of application development experience. Ryan has experienced the challenges of changing technology and growing a business. Having benefited from mentors throughout his career, he now works to mentor others.