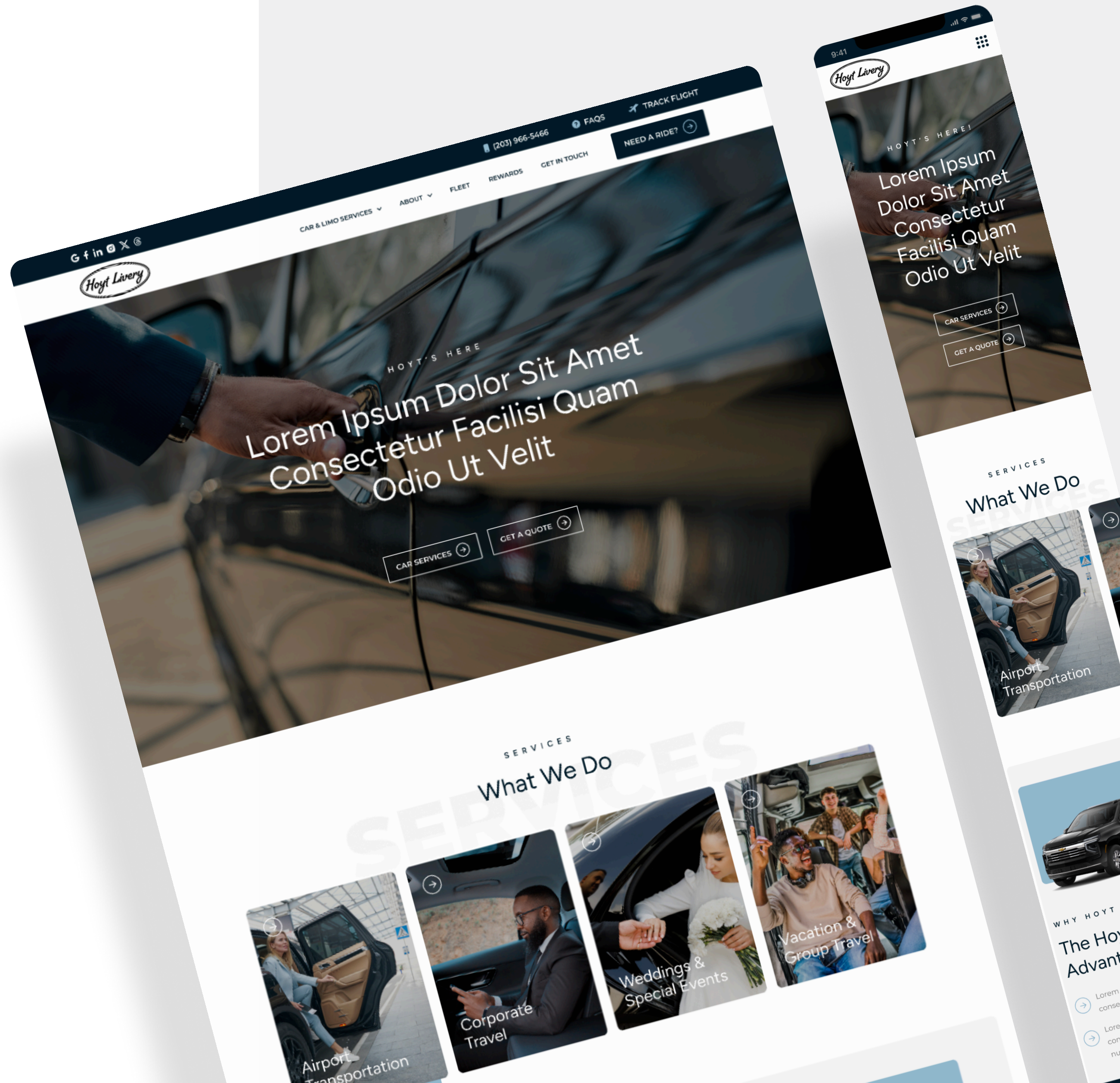


HOYT LIVERY WEBSITE

PROJECT OVERVIEW

Hoyt Livery is a Connecticut-based car service offering professional, luxury transportation for personal and corporate clients. Their previous website was outdated, difficult to navigate, and no longer aligned with the high-end, trustworthy brand experience they deliver offline.

They came to me looking for a sleek, modern redesign that would showcase their fleet, elevate their brand presence, and create a smooth, user-friendly experience across devices.

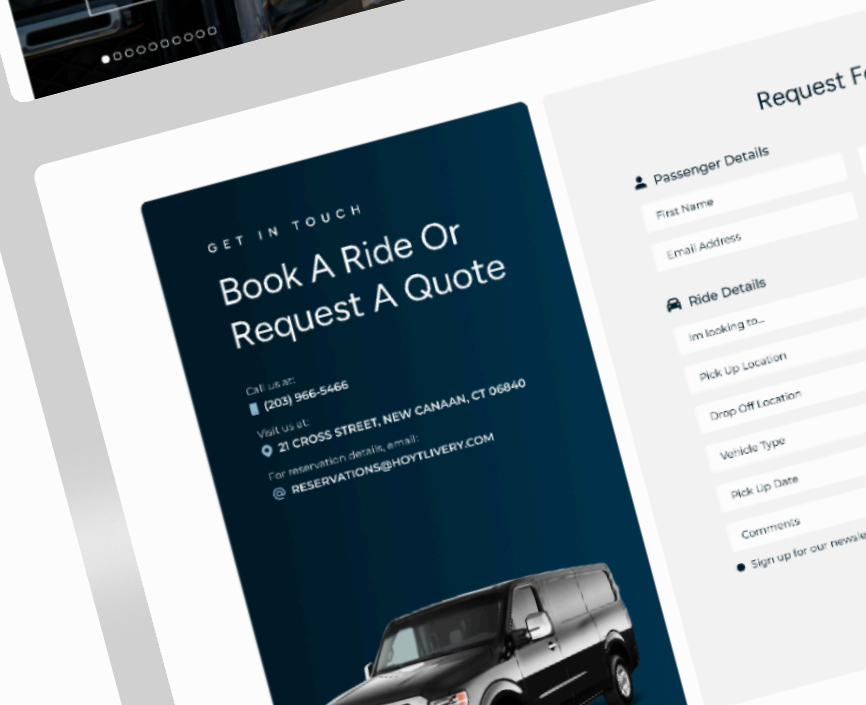
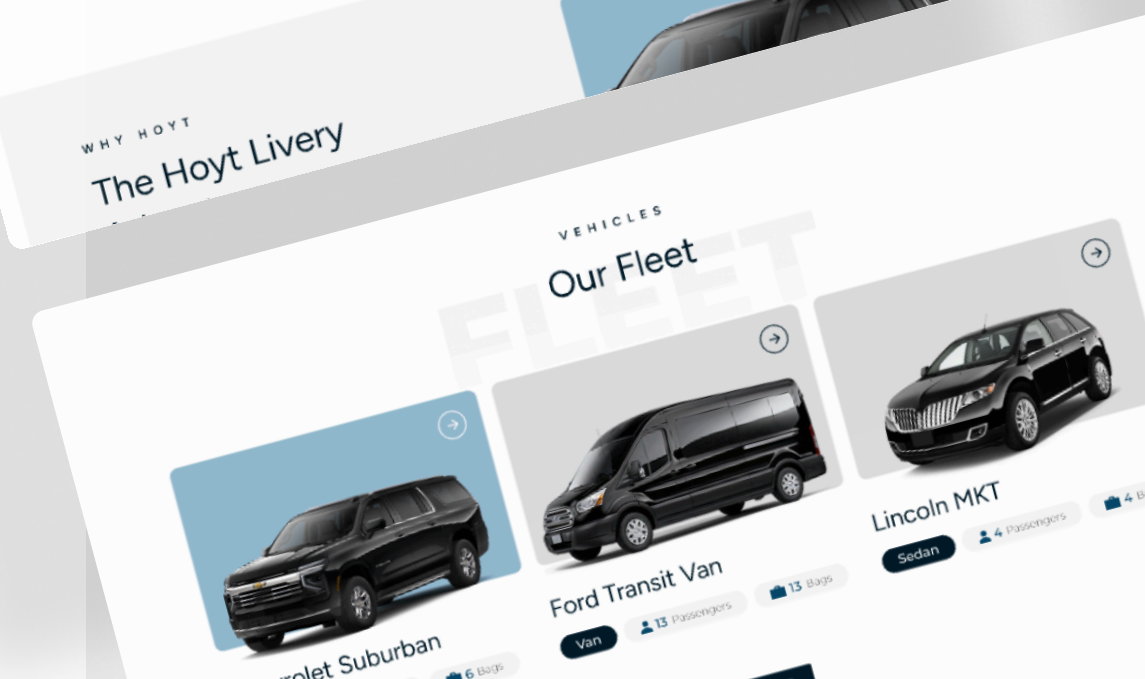
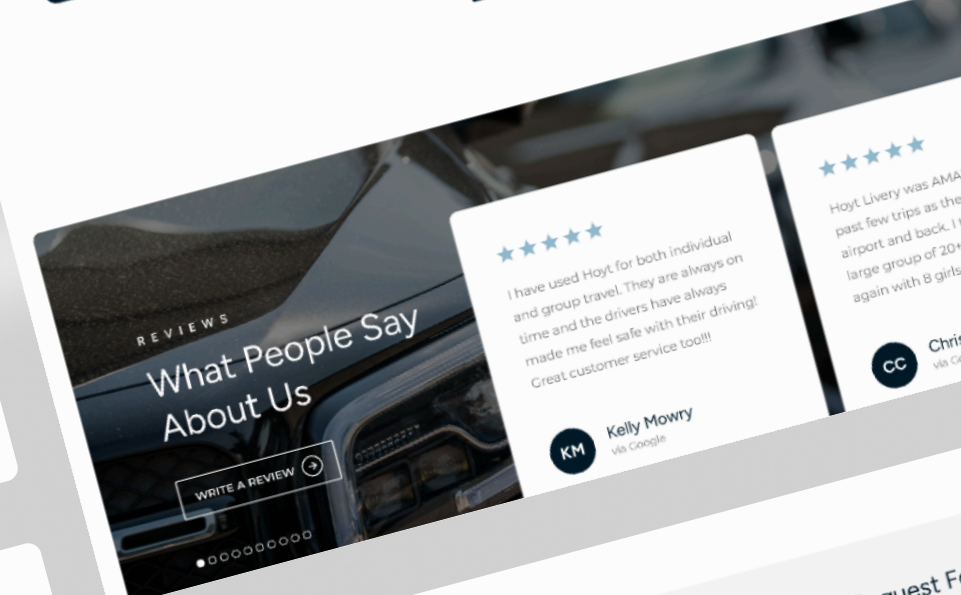
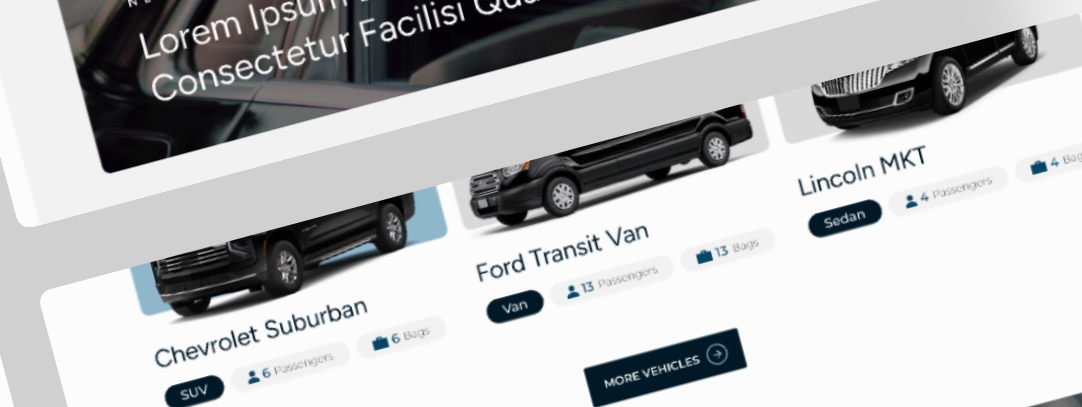
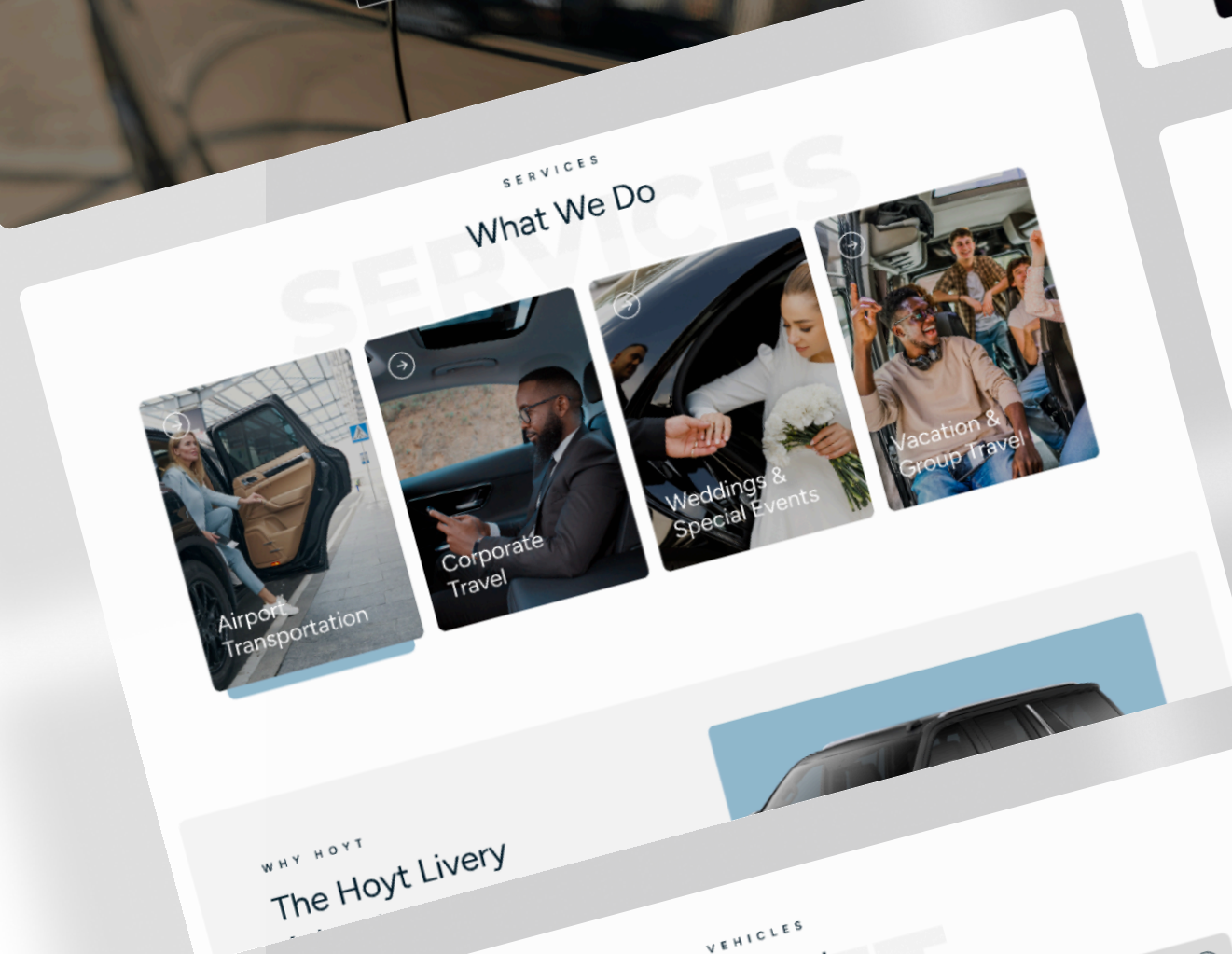
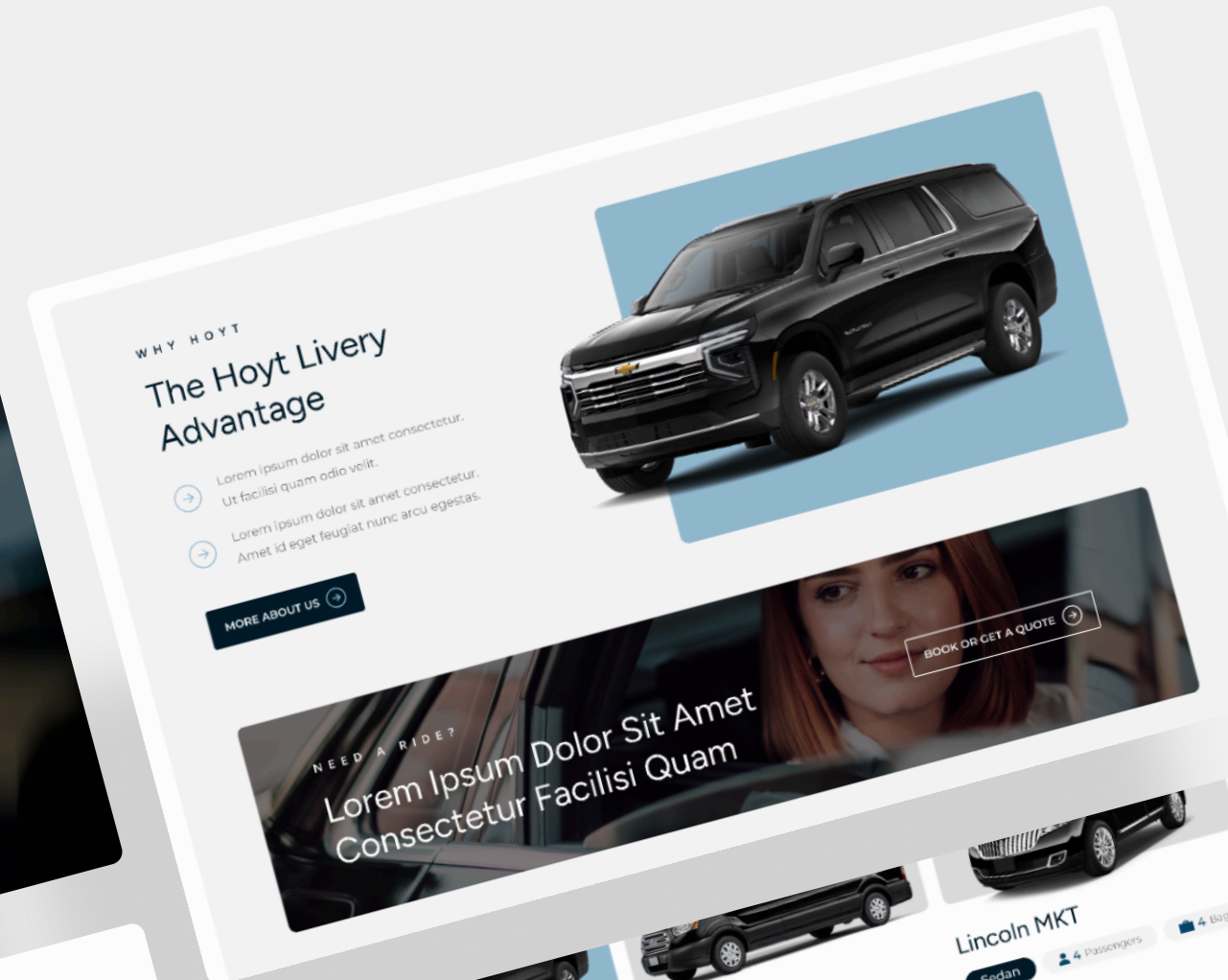
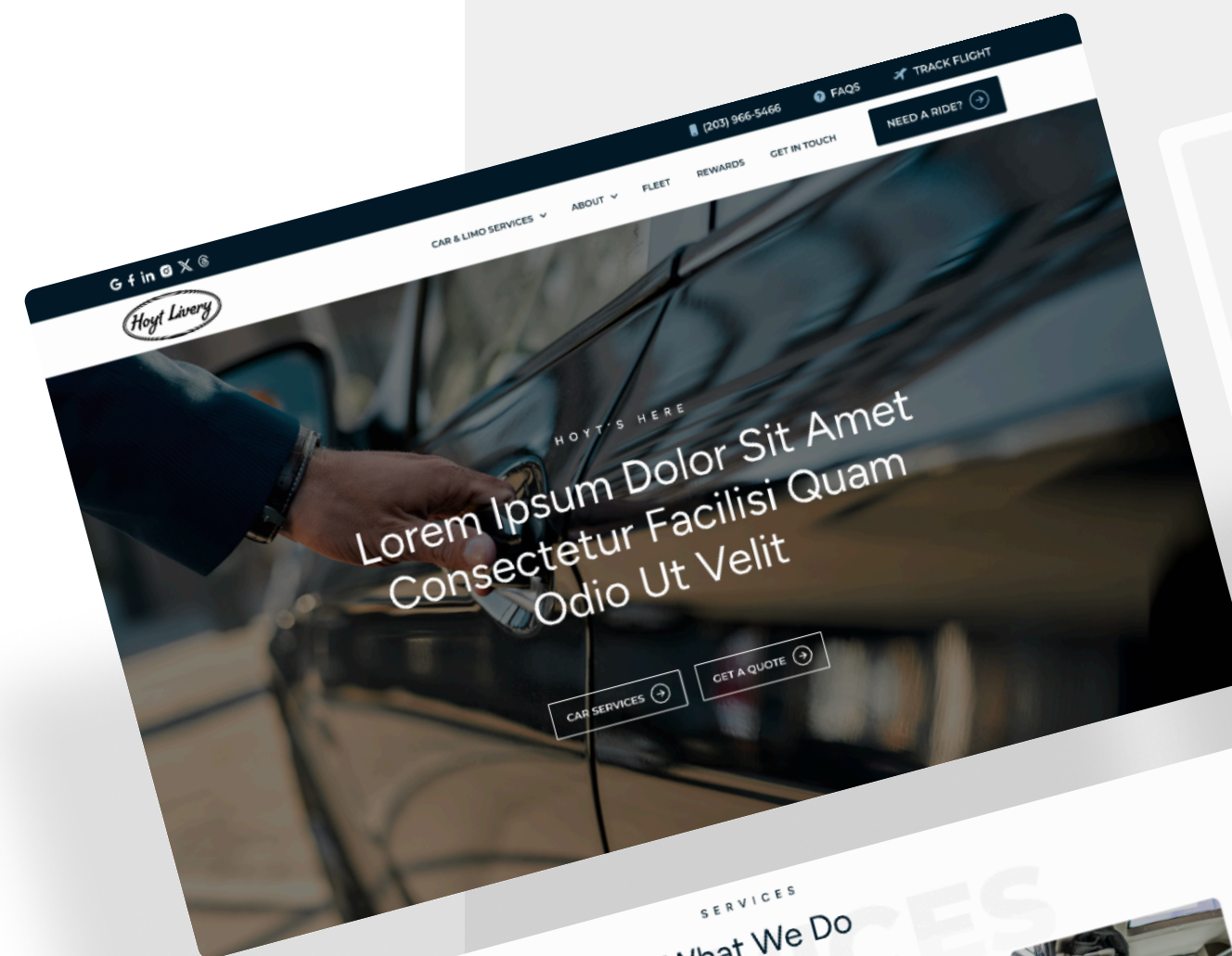


THE CHALLENGES

Hoyt Livery's existing site didn't reflect the quality of their service or visually support their brand as a premium transportation provider.

CHALLENGES INCLUDED:

- Giving the brand a modern, polished online presence
- Highlighting their fleet in a clean, visual way
- Clarifying service options and making booking more intuitive
- Improving layout and responsiveness for today's users

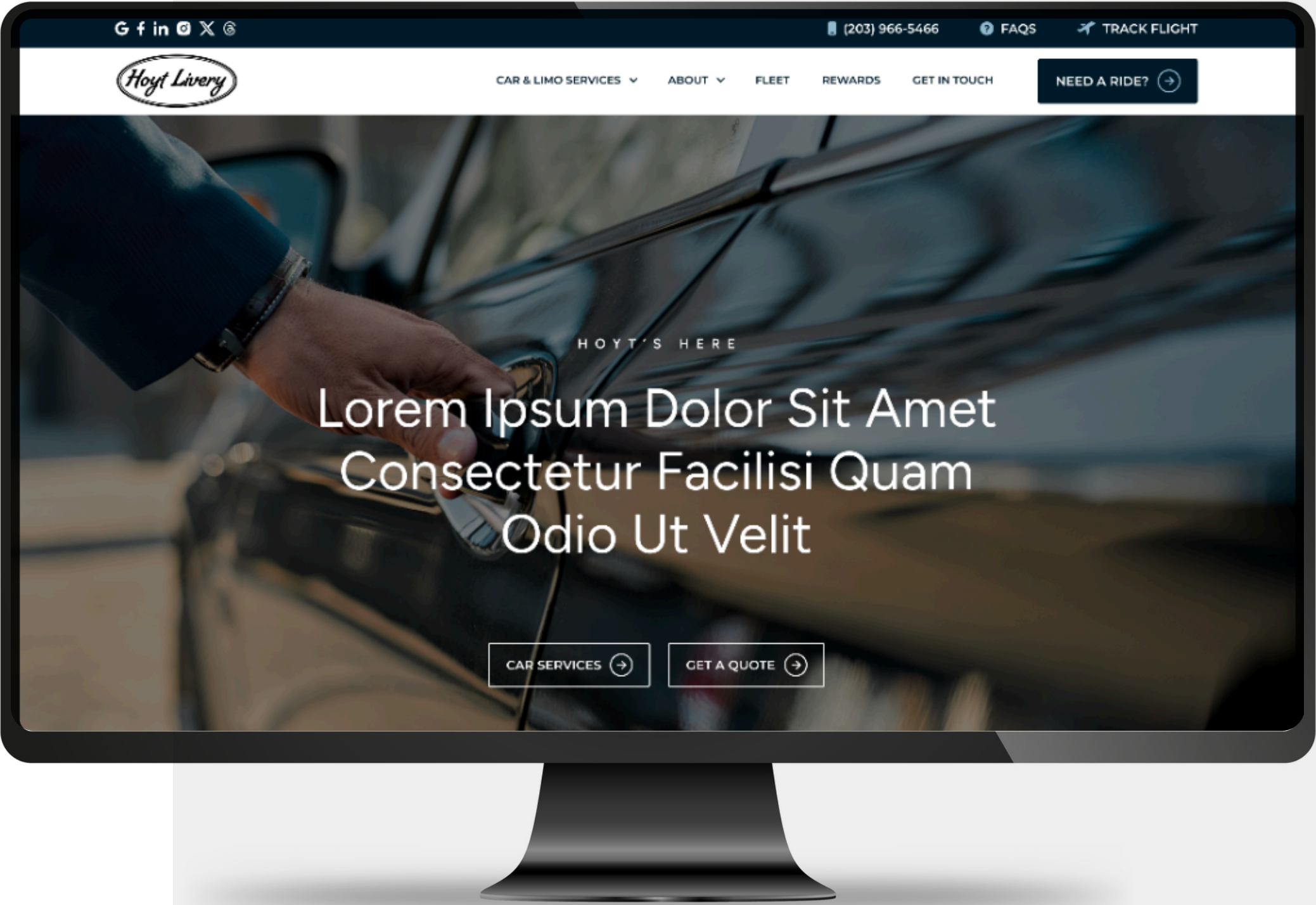


THE SOLUTION

I created a refined, structured website that emphasizes Hoyt Livery’s reliability and professionalism. Through a modern layout and thoughtful use of photography and spacing, the site clearly highlights their range of services while showcasing their fleet in an elegant and accessible way.

KEY SOLUTIONS INCLUDED:

- A clean, grid-based design that reflects the brand’s premium feel
- A dedicated section to spotlight fleet options with consistent styling
- Clear calls-to-action and service breakdowns to support conversions
- A responsive design optimized for mobile and tablet browsing



THE FINAL DESIGN

The redesigned site positions Hoyt Livery as a sophisticated, dependable car service brand. It gives potential clients an immediate sense of professionalism and trust, while providing a clear, engaging pathway to learn about services or make a reservation.

