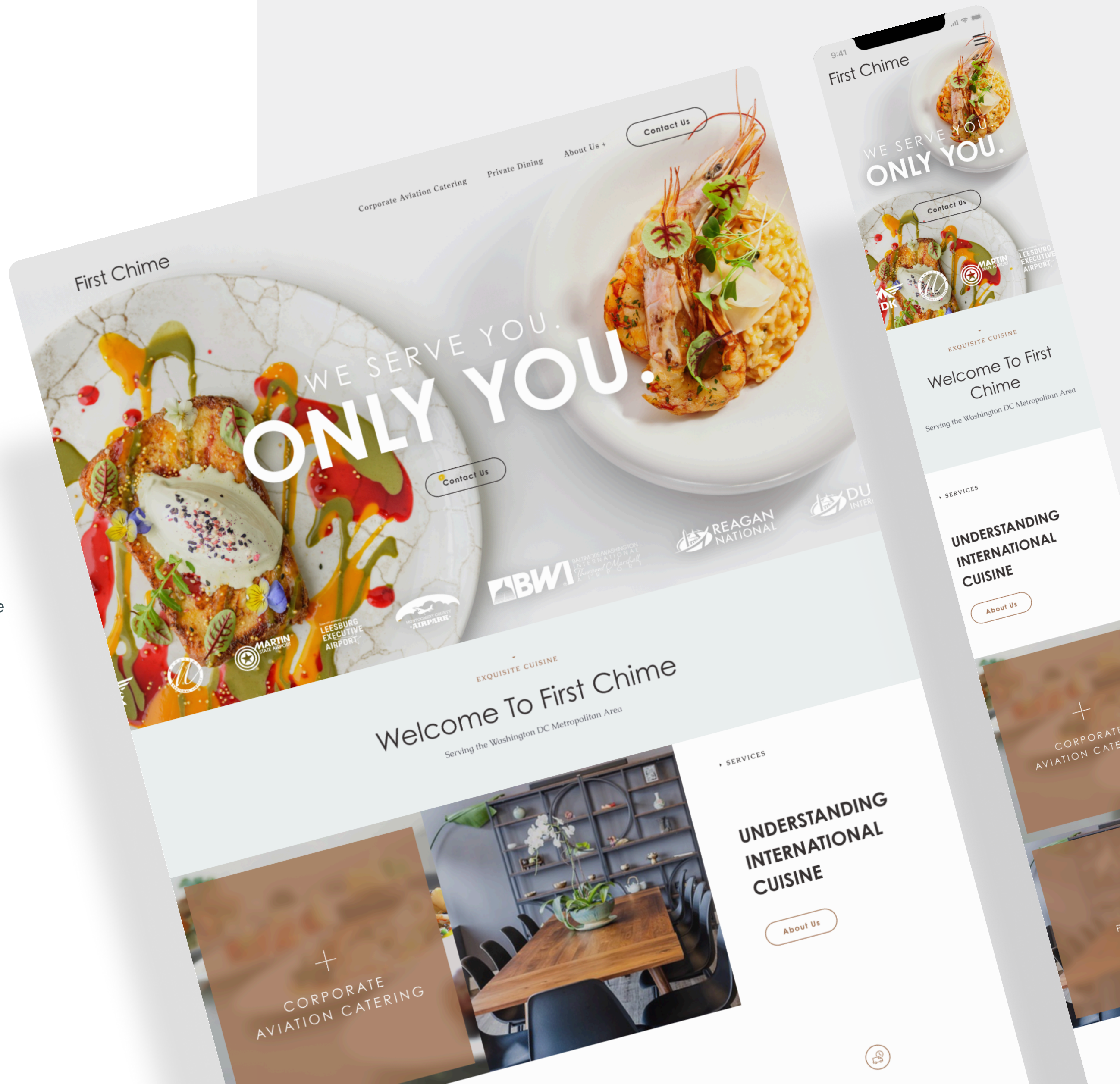


FIRST CHIME WEBSITE

PROJECT OVERVIEW

First Chime specializes in luxury aviation catering and private fine dining. With a growing clientele and a strong reputation in the corporate aviation space, they needed a modern digital presence that reflected the elegance and premium quality of their culinary services.

The focus was to design a site that looked and felt luxurious, while allowing their vibrant dishes to be the main visual storytelling element.

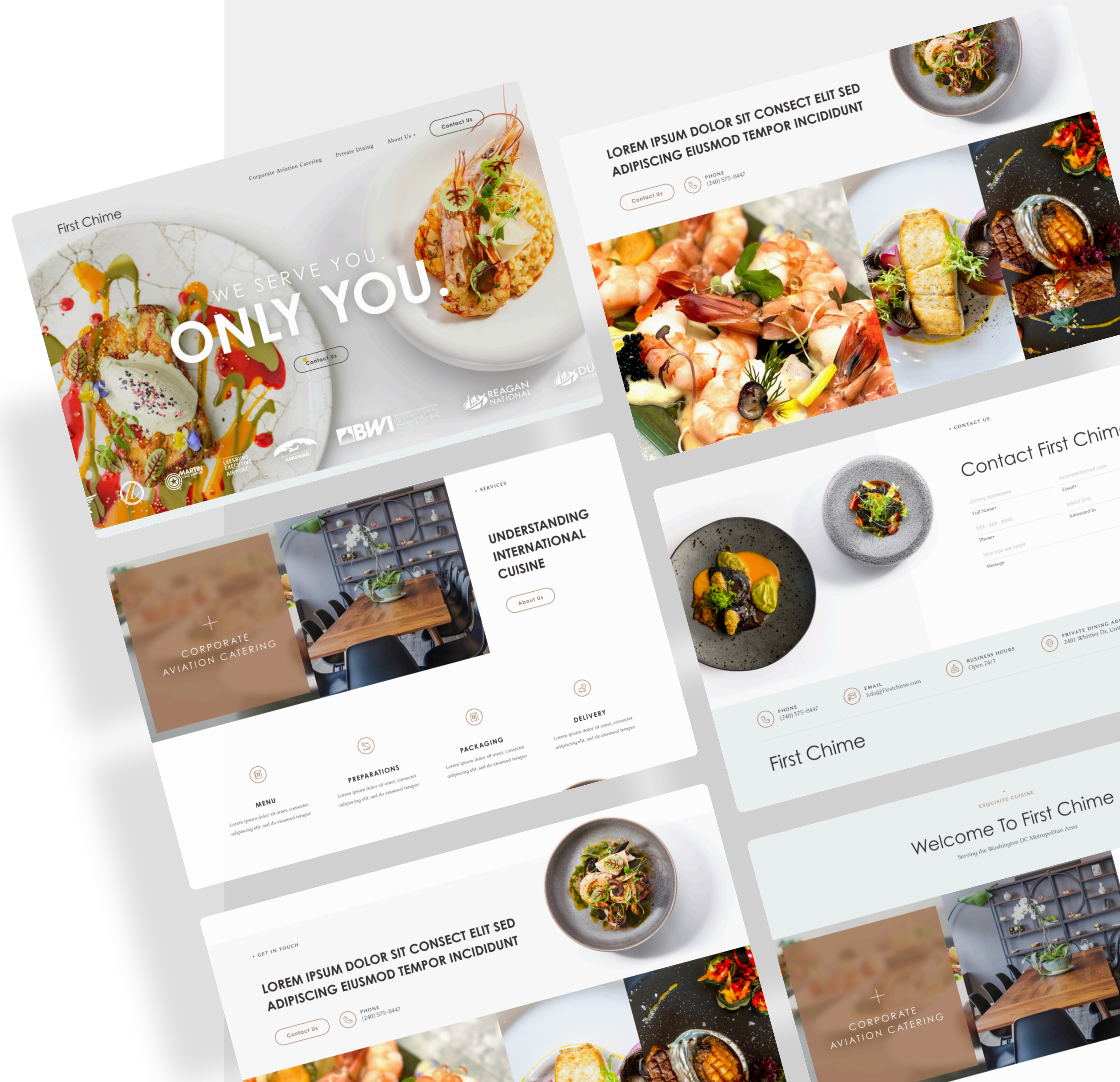


THE CHALLENGES

The existing brand lacked an online presence that did justice to their high-end offerings. First Chime wanted a design that was clean and elevated, with bold imagery that showcased their gourmet meals without clutter or distraction.

CHALLENGES INCLUDED:

- Designing a sleek, minimal site that highlights food as the visual focus
- Creating a modern, luxury feel to align with their elite clientele
- Ensuring the user experience felt refined and intuitive
- Using imagery in bold, elegant ways to convey quality

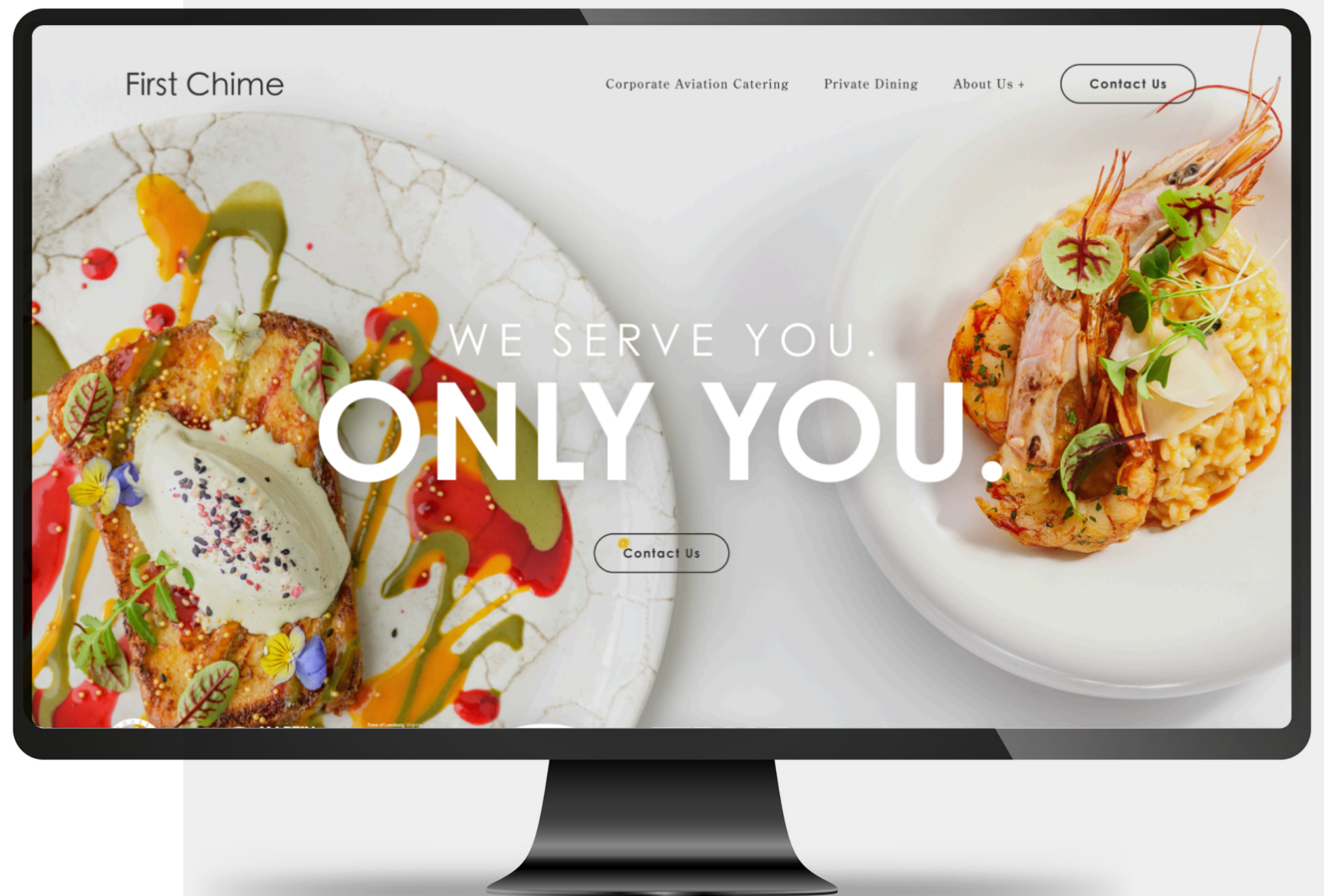


THE SOLUTION

I developed a highly visual, minimalistic website that lets the food lead the design. Each page uses striking full-width photography and open space to frame the culinary work, avoiding unnecessary graphics or visual clutter. The use of white space, bold type, and subtle motion contributes to a premium, modern aesthetic.

KEY SOLUTIONS INCLUDED:

- Image-driven layout that prioritizes the visual appeal of the food
- Clean typography and refined layout to evoke luxury and simplicity
- Strategic use of contrast and spacing to guide users effortlessly
- Responsive design that maintains elegance across all devices



THE FINAL DESIGN

The result is a sophisticated digital experience that mirrors First Chime's luxury brand. The site feels modern, clean, and exclusive—serving as both a portfolio of their culinary capabilities and a high-end brand touchpoint for discerning clients.

