

USHCC Request for Proposals: Website Design Support

The United States Hispanic Chamber of Commerce is soliciting proposals for business matchmaking service for the 2021 USHCC National Conference. The USHCC advocates on behalf of our 4.7 million Hispanic-owned businesses, more than 260 affiliated Hispanic Chambers of Commerce, and Corporate Partner Members across the country guided by our “Three C’s”:

1. **Capital** – Expanding equitable access to **capital** through traditional and innovative partnerships,
2. **Capacity** – Building **capacity** through programming, training, and new grant investments, and
3. **Connections** – Establishing **connections** through matchmaking, procurement, and advocacy.

Please submit proposals or direct any questions regarding this Request for Proposals to Brianna Dimas, Vice President of Communications and Programs at bdimas@ushcc.com by June 11, 2021.

About the United States Hispanic Chamber of Commerce (USHCC)

***Vision:** Be the leading voice to advance Hispanic business potential to drive our American economy.*

***Mission:** Build an ecosystem to accelerate Hispanic business growth and prosperity.*

The United States Hispanic Chamber of Commerce (USHCC) actively promotes the economic growth, development, and interests of more than 4.7 million Hispanic-owned businesses, that combined, contribute over \$800 billion to the American economy every year. It advocates on behalf of its network of more than 260 local chambers and business associations nationwide, and partners with more than 200 major American corporations.

Scope of Services

The USHCC is seeking a Weebly website design expert to enhance our 2 websites for the USHCC and for the USHCC Educational Fund which is fully integrated into the MemberClicks CRM. We are seeking a designer who can fully redesign our two websites specifically to sync with the CRM. We’re looking for a detail-oriented visual designer with an expertise in Weebly Site Design. This role requires a combination of creative, communication, and technical skills, as well as a systematic approach to design. The designer we are looking for is obsessed with organization, and has a strong portfolio that demonstrates website and online store creation at a professional and creative level. They are responsible for producing a high-quality and quantity of templates and layouts that are visually engaging and effective, while maintaining strict design standards that adhere to our builder experience and functionality. This role will collaborate closely with our Product and Marketing Design teams. Desired services include:

- Developing an Enhanced Customer Experience for our members to login to the USHCC CRM and provide their information and register for events
- Graphic design and cutting edge innovation and visuals
- Maintenance and upkeep for the website
- High Level Customer Service and Support
- Produce a range of visual assets, including section layouts and site templates, creative element arrangements, animation elements, section layout guidelines, asset and interaction/motion libraries, etc.

- Develop final files from concepts and ensure efficient file handoffs
- Proactively work to make our creative execution process as efficient as possible
- Contribute to a culture of design systems and design quality
- Strong portfolio of work that demonstrates expertise across several website creation tools or builders
- Proven ability to prioritize and deliver quality + effective design at high volumes under tight timelines
- Fluent in responsive design web standards

Proposals

All submitted proposals should include:

- A statement of interest including a description of the firm, previous work pertaining to Hispanic and/or minority-owned businesses, and attributes which uniquely position your firm to support the mission of the USHCC;
- Names, titles, and description of individuals who will be working with the USHCC and their areas of responsibility;
- Prior experience working with Chambers of Commerce or other business associations, if applicable;
- Prior experience working with national Latino associations, if applicable;
- A roster of other clients that you have worked with;
- A list of the specific services you propose to offer; and
- A proposed fee structure for services rendered.

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