

**WE
ARE** **INDUSTRY-LEADING
DIGITAL PRODUCTION STUDIO**
**PURPOSE-BUILT FOR
HEALTHCARE COMMUNICATIONS**

COMPETITIVE/EDGE

Our proposal is to meet the highest technological and analytical requirements integrated with a more humanized, empathic and responsible service.

CASE PRESENTATION: CorMedix

Redesign for CorMedix
website - a comprehensive
UX-based approach



THE CHALLENGE

UNDERSTANDING THE STARTING POINT

- / Client focused on research with a lean team for technology and creative aspects of the site.
- / Publicly traded company with a major product launch in 2023, requiring a transparent and user-friendly website for investors.
- / Legal necessity to rebrand visually while preserving the full history of information and content.
- / Maintaining the existing CMS platform (WordPress) for easy maintenance.



OUR PROPOSAL
**STEP-BY-STEP
REDESIGN**

- / Comprehensive assessment of the current site, identifying strengths and areas for improvement.
- / Development of an incremental improvement and delivery plan, involving the client in the redesign process for:
 - / A final result that aligns closely with client expectations.
 - / Improved understanding of information architecture for long-term site quality maintenance.
- / Adding visual and functional enhancements without compromising brand identity or existing content value.

/ COMPREHENSIVE ASSESSMENT OF THE EXISTING SITE

- / List pros and cons of current design and information architecture
- / What are the current users looking for in the site?
- / What resources of the website are coming from 3rd party and cannot be changed?
- / What restrictions do we have to deal with in the redesign?
- / What brand assets are currently available to be used in the redesign and what do we need to create from scratch?





PROCESS OVERVIEW
**THE REDESIGN
JOURNEY**

- / Starting with a complete site assessment focusing on visual and information architecture improvements.
- / Collaborating with the client to create user profiles, guiding our redesign decisions.
- / Our tech team worked alongside the client's tech specialists to ensure data flow and essential site features remained intact, maintaining investor trust.
- / Adapting our findings to a solution that met all client needs, including the use of WordPress for content management.
- / Regular deliveries and interactions with the client ensured technical success and alignment with expectations.



LEGACY AND CONTENT PRESERVING AND ENHANCING

- / Understanding the current data structure: Analyzing how data is stored, its format, and how to utilize it effectively while overcoming current limitations.
- / Smooth transition for clients and users: Ensuring minimal interference with the live site during redesign, with no downtime or bugs.
- / API integration: Maintaining the stock price API and enhancing its visual integration.
- / Information architecture overhaul: Rethinking user navigation and session structuring for a clearer, more consistent user experience.

COMPREHENSIVE ASSESSMENT OF THE EXISTING SITE

OLD WEBSITE

REDESIGN OF THE STOCK INFORMATION MODULE (API-BASED)



Expanded Access Careers Contact us

CorMedix COMPANY ▾ DEFENCATH™ ▾ RESEARCH & DEVELOPMENT ▾ PUBLICATIONS ▾ INVESTORS ▾ ABOUT CRBSI

Now Approved: U.S. FDA approves product to reduce the incidence of catheter-related bloodstream infections (CRBSIs) under special pathway for patients receiving hemodialysis. [Learn more →](#)

Home > Research & Development

Taurolidine

The key component in CorMedix's flagship investigational drug product, DefenCath™, is taurolidine, a synthetic broad-spectrum antimicrobial and antifungal with anti-inflammatory and potential anti-tumor activities.

Taurolidine is derived from the natural amino acid taurine and its antimicrobial activity is directed at the bacterial cell surface.

CLICK AND ROTATE

C1=NC(=S1)N

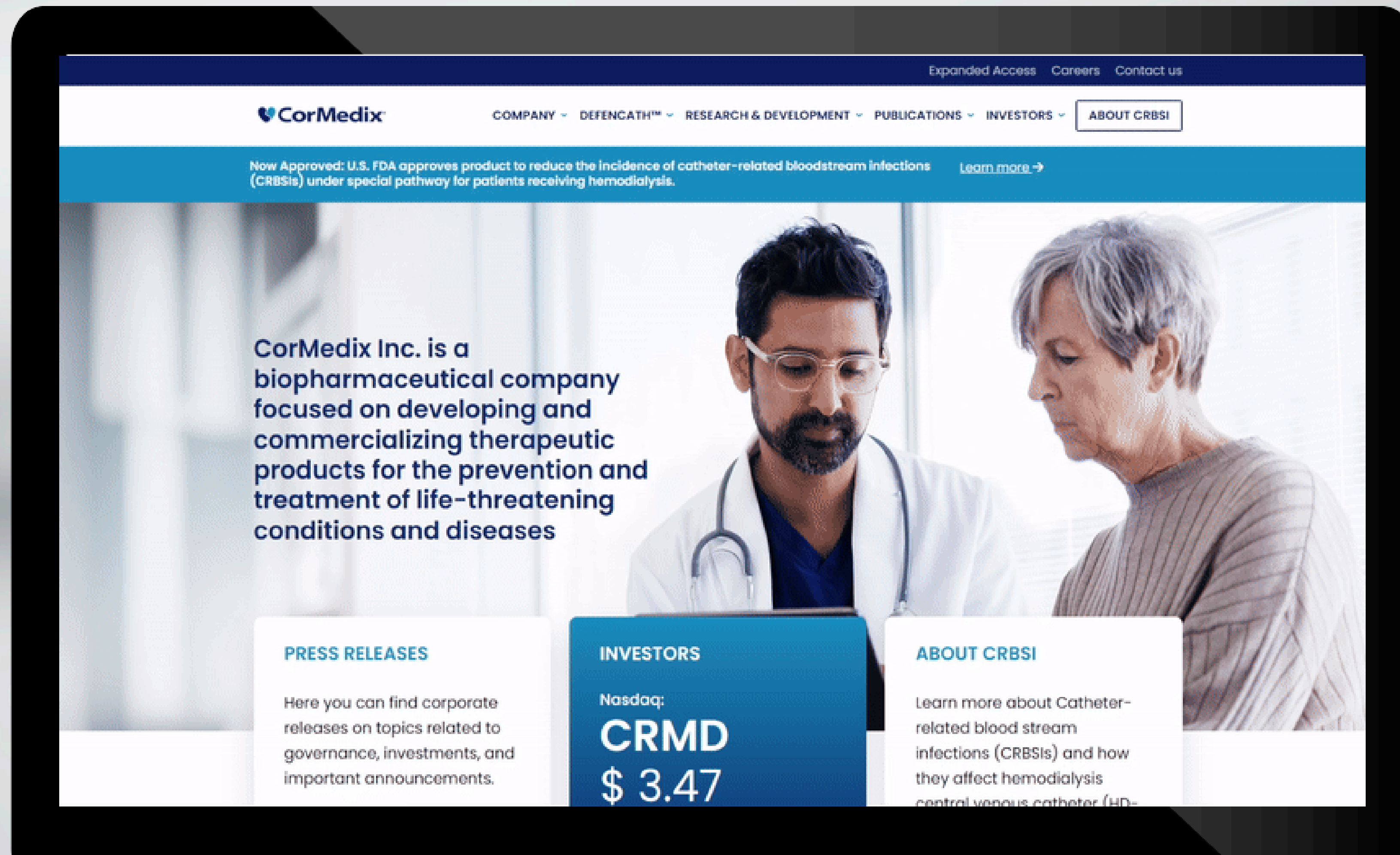
**INTERACTIVE ASSETS
AND BETTER HIERARCHY
FOR THE INFORMATION**



DELIVERY AND SATISFACTION
**BEYOND JUST A WEBSITE
REDESIGN**

- / Building a partnership: Working closely with the client to combine our technical expertise with their industry knowledge.
- / Comprehensive redesign process: Implementing new features, training the client's team, creating templates and guides for the new content management system.
- / Timely execution: Structured and incident-free process, allowing for the site to go live ahead of the product approval, reflecting the brand's values of innovation and technology.


WEBSITE
WWW.CORMEDIX.COM





RECAP AND CONCLUSION
**KEY
TAKEAWAYS**

- / Strategic and methodical approach in the website redesign process.
- / Beyond visuals and programming: A structured UX approach is crucial for understanding and meeting user needs.
- / A skilled team must be capable of handling projects that require not only technical excellence but also strong relationships with the client, and transparent processes.



**QUESTIONS?
WANT TO
LEARN MORE?**

wearecedge.com

contact@wearecedge.com

**THANK
YOU!**

COMPETITIVE  EDGE

DIGITAL STUDIO

weareedge.com

