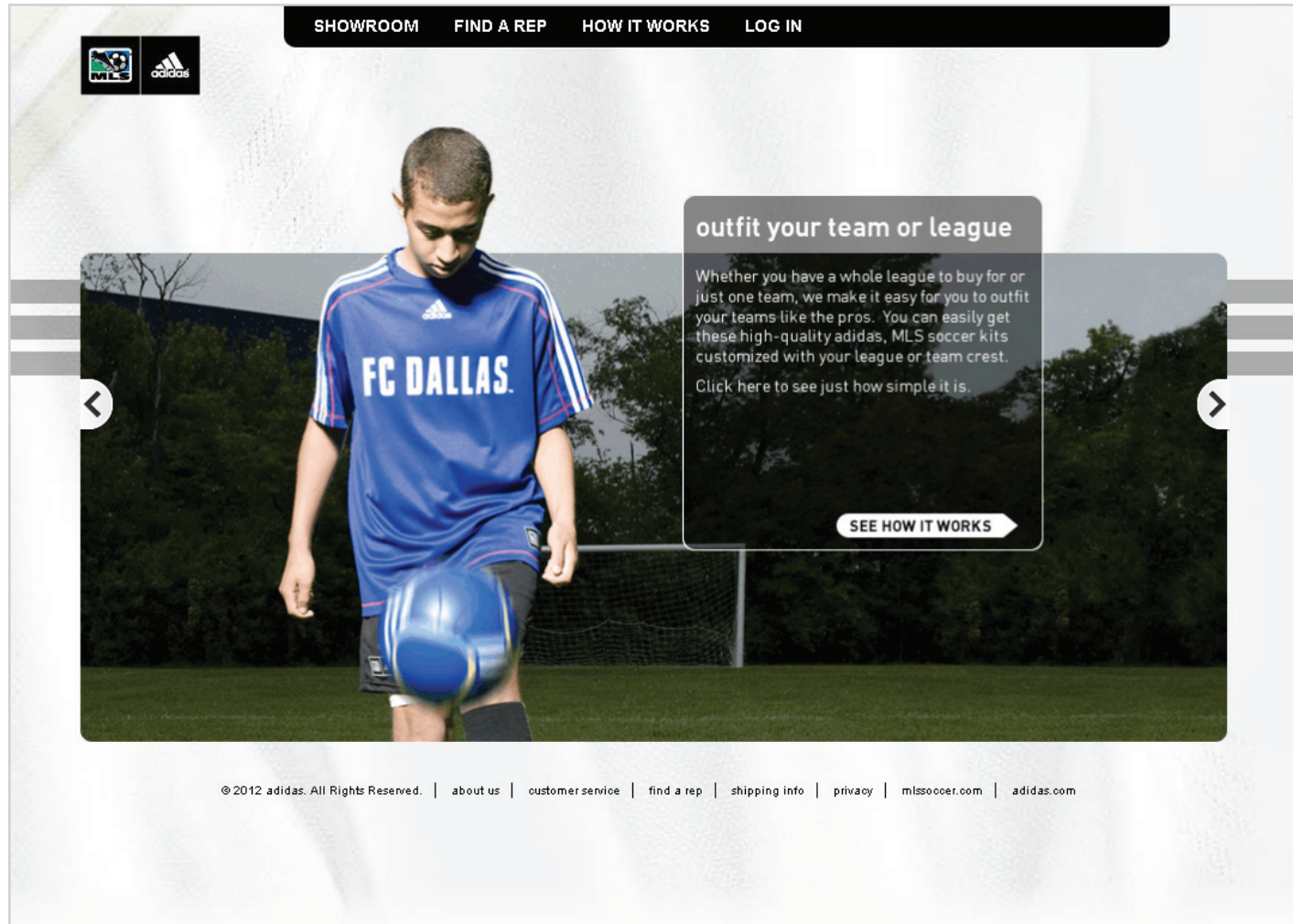


adidas mlsrec

> mlsrec.com



[SEE THE SITE](http://mlsrec.com)

Part of adidas' deal with Major League Soccer was that adidas would create apparel for recreational soccer programs that featured the teams of the MLS.

Thus, mlsrec.com was born. This site built mainly for sales representatives and team dealers who were used to ordering uniform kits via a complicated Excel spreadsheet. We took the task of ordering online, and created a systematic process that made ordering uniform kits for recreational soccer teams, clubs, and entire leagues much easier and faster.

Once again, my task was to create the wireframe and look of the site using Photoshop.

adidas mlsrec - phase two



Although adidas was pleased with the site, mlsrec.com did not generate sales as well as expected. That is when the MLSrec team at adidas HQ gave us permission to open up the site to the public.

With that permission, we decided to give the site a bit of a facelift to help the site become a bit more intuitive for the soccer mom who is not used to ordering kits for an entire soccer league online.

I went back to Photoshop and designed a new face for the site that used more images from a recent photo shoot, gave more site navigation options and explained functions of the site.

This facelift is currently taking place and is scheduled to be completed by the end of the year.

